



**To: Interested Parties**  
**From: Whit Ayres, Jon McHenry and Dan Judy**  
**Date: August 12, 2010**  
**Re: The State of the PA 11 Race**

---

Our polling, conducted for American Action Forum on July 28, 29, 31, and August 1, with 400 likely general election voters, shows a competitive contest in the district. Challenger Lou Barletta's 93 percent name recognition is very similar to Representative Paul Kanjorski's 96 percent, and Barletta holds a 52 to 41 percent lead on the ballot.

Beyond the ballot test, the key results from the survey are:

- 1. The economy is the most important issue, followed by government spending.** In response to an open-ended question, 55 percent of voters name the economy as the most important issue (8 percent name government spending). When presented with seven options in a closed-ended question, 30 percent of voters say "*creating new jobs*" is most likely to affect their vote for Congress, 17 percent say "*controlling government spending*," and 16 percent say "*making Washington, DC more accountable*."
- 2. Voters identify all of the positive characteristics tested with Barletta.** Voters say "*has new ideas that will change our country for the better*" (49 to 18 percent), "*will work to get government spending under control*" (47 to 20 percent), "*will promote policies that are good for the economy*" (44 to 28 percent), "*will fight to keep taxes low*" (43 to 24 percent), "*will do the right thing to fix the health care reform bill*" (39 to 27 percent), and "*is honest and trustworthy*" (32 to 22 percent) better describe Barletta than Kanjorski.
- 3. Kanjorski's votes for earmarks and FBI investigation are his greatest tested weaknesses.** Fifty-two percent of voters are much less likely to support him because "*he sponsored nearly 70 million dollars in earmarks, including three million dollars for an empty building named after him*" (17 percent are somewhat less likely to support him, and 25 percent say it has no real effect on their vote), and 51 percent are much less likely to do so because "*news reports said he was being investigated by the FBI for steering federal grants towards his family's businesses*" (17 percent say somewhat less likely, 26 percent say no real effect).
- 4. Voters in this district view both Barack Obama and Nancy Pelosi unfavorably.** President Obama draws a 45 to 46 percent favorable to unfavorable rating, while Speaker Pelosi draws a 28 to 56 percent rating.

### ***Methodology***

All respondents were selected randomly from a list of registered voters in the district, and indicated they are likely to vote in the elections for Congress this fall, and interviews were conducted by live interviewers. Quotas were set by gender, age, and county consistent with past participation. The margin of error is  $\pm 4.90$  percent when respondents split evenly on a question.