



PUBLIC OPINION
STRATEGIES

MEMORANDUM

TO: FITZPATRICK FOR CONGRESS

FROM: NEIL NEWHOUSE, PUBLIC OPINION STRATEGIES

SUBJECT: POLLING DATA

DATE: AUGUST 25, 2010

As you know, Public Opinion Strategies recently conducted a survey of 400 likely voters in Pennsylvania's 8th Congressional District on behalf of the NRCC and the Fitzpatrick campaign. The survey was conducted August 22-23, 2010 and has a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.

KEY DATA

- Fitzpatrick opens the fall campaign with a seven-point lead over Patrick Murphy.***
Former Congressman Mike Fitzpatrick starts the final push to November 2nd with a 48%-41% lead over Patrick Murphy. Fitzpatrick has an even wider lead in intensity of support, with 36% of voters saying they're *definitely* voting for him versus 24% who say they're *definitely* voting for Patrick Murphy.
- Fitzpatrick also has a significant image advantage over Murphy.***
Fitzpatrick's image in the district is 55% favorable/16% unfavorable, compared to Murphy's 51% favorable/31% unfavorable image. And, Mike also has a significant edge among Independents, with a 59%-15% favorable/unfavorable image compared to 48%-29% for Murphy.
- The political environment here has a strong GOP tilt.***
Not only is Obama's job approval here inverted (43%-53%, with 41% strongly disapproving), but the GOP candidate leads the "generic" ballot by 50%-34%, Speaker Pelosi has a very negative image (34% favorable/57% unfavorable), and both GOP statewide candidates lead here (Corbett by eleven and Toomey by eight).

BOTTOM LINE

Patrick Murphy's electoral victories in this district came during the two best election years for Democrats in decades. Now that the political winds have shifted, Murphy is seeing this recently-friendly district slip away. Voters have soured on President Obama and Speaker Pelosi and they're looking for a Republican to provide a check and balance in Congress.

With an enduring favorable image in the district and the political winds at his back, Mike Fitzpatrick is well-positioned to retake his former seat on November 2nd.