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James Lee, President

TO: Lou Barletta, GOP nominee in CD11
FROM: Jim Lee
RE: **CD11 Benchmark Poll – Executive Summary**
DATE: Tuesday, June 10, 2008

Methodology

The benchmark survey was conducted March 27-29, 2008 with 400 likely general election voters. Only voters with prior vote history in key election years 2007, 2006, 2005 and 2004 were contacted, with an additional vote screen designed to filter out those whose chances of voting are less than fifty percent in the upcoming general election. Interviews are randomly selected and conducted via telephone using our professionally-trained live survey research interviewers; no automated features are used. The margin of error for a sample size of 400 is +/-4.9% at the 95% confidence level.

General Overview

The benchmark poll shows you are currently positioned to defeat Paul Kanjorski in the upcoming general election. Consider the following:

1. Lou Barletta Has a Strong Positive Image. You have total name identification of 89%, and an excellent 59/13 favorable to unfavorable ratio in hard name ID (better than 4:1). This includes 68% positives with Republicans and 55% with Democrats, the latter of which proves you have broad-based, cross-over appeal with voters who will split their tickets for you in November. In comparison, Kanjorski has only a 50/25 ratio in hard name ID (only 2:1).

2. Voters Give Kanjorski Low Marks for Job Approval. Only 39% of likely voters say Kanjorski has done his job well enough to deserve reelection, while a 45% plurality believe it's time to give a new person a chance. Generally, incumbents with reelect scores less than fifty percent are vulnerable, and Kanjorski's "inverted" reelect suggests a sentiment for change in the district.

Q. Do you think Paul Kanjorski has done his job as United States Congressman well enough to deserve reelection, or do you think it is time to give a new person a chance?

1. Reelect Kanjorski	156	39%
2. New person	181	45%
3. Undecided	62	15%

3. Barletta Beats Kanjorski in Ballot Match-up. In a ballot-test match-up, you would beat Kanjorski 47/42 if the general election were held today, including only 30% who say they are “definitely” for Kanjorski. This shows you are positioned for victory, and proves Kanjorski has a low base of support.

Q. If the general election for Congress were being held today and the candidates were Paul Kanjorski, the Democrat candidate, and Lou Barletta, the Republican candidate, for whom would you vote? (Probe to Test Intensity as “definitely” or “probably”...)

1. Definitely Kanjorski	121	30%	Total Kanjorski: 42%
2. Probably Kanjorski	48	12%	
3. Definitely Barletta	142	36%	Total Barletta: 47%
4. Probably Barletta	45	11%	
5. Undecided	37	09%	
6. None/other	4	01%	

In addition, Kanjorski may be even more vulnerable at present than when the survey was commissioned. For instance:

- Now that Barack Obama has captured enough delegates to be the Democratic nominee for president, this bodes very well for you. Despite the Democratic leaning tendencies of this district, McCain holds an impressive 48/35 lead over Obama in the poll, and will probably carry this district on Election Day. Given Obama’s problems attracting support from white, working class voters, his inability to run well in this type of district with high concentrations of blue collar “Reagan Democrats” will help you down ballot with conservative Democrats who will split their tickets.
 - Since Kanjorski’s negative name ID and low reelect scores are unchanged from May 2007, it proves he has failed to benefit even slightly from the favorable Democratic political environment. In fact, his current 50/25 ratio in name ID has even worsened from our May ‘07 poll (at the time 57/17), and his 39% reelect is virtually unchanged from 38%. Given these factors, particularly in light of recent gains the Democrats have made in reliably Republican seats in Illinois, Mississippi and Louisiana, this seat may be the best chance the GOP has in the nation to defeat a Democratic incumbent congressman in the ‘08 election cycle.
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