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James Lee, President

TO: Carol Aichele for Lieutenant Governor  
FROM: Jim Lee, President  
RE: **Statewide Lt. Governor Candidate Profile Poll Results**  
DATE: January 26, 2010

### **Methodology:**

This candidate profile statewide survey was conducted January 20-24, 2010 with 700 likely general election voters on behalf of Carol Aichele for Lt. Governor. Only voters with prior vote history in key general elections 2008, 2007, 2006 and 2005 were contacted (as well as new registrants since January 2008), with a special emphasis on G07, G06 and G05 to reflect likely turnout in a non-presidential general election. Interviews are randomly selected and conducted via telephone using our professionally-trained survey research staff from our Harrisburg telephone call center. Interviews are closely monitored to ensure a representative sample of Pennsylvania's electorate is achieved based on geography, party affiliation, gender, age and other demographics; results are sometimes statistically weighted for key demographics. The margin of error for a sample size of 700 is +/-3.7% at the 95% confidence level, but higher for subgroups of respondents.

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### **Executive Summary:**

The recently-completed statewide survey of likely general election voters comparing your background and credentials with several announced GOP candidates for Lt. governor shows most voters believe you are the best choice to run as a team with the Republican nominee for governor in November. Consider the following:

#### **I. Most Believe Carol Aichele's Diverse Background in Both Public Service and Private Sector Is the Best Choice for the GOP Ticket in November**

In an informed match-up after voters are provided with brief biographical sketches about your background and credentials as well as four of the other leading announced Republican candidates for Lt. governor, 49% of likely voters say you would make the best candidate to run as a team with the GOP nominee for governor in November. This compares to 12% for Chet Beiler, 9% for Jim Cawley, 7% for Joe Watkins and 5% for Nick DiFrancesco; 12% were undecided, 3% said someone else and 3% said they either didn't care or refused to answer. In addition, you receive the most support among Republicans, Democrats and Independents as well as among "swing" voters and those who say they are still undecided in the upcoming election for governor.

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The biographical sketches for the five announced candidates that were presented to voters are included with the top line document following this summary.

	<u>All</u>	<u>Rep</u>	<u>Dem</u>	<u>Ind</u>
1. Aichele	49%	45%	52%	55%
2. Cawley	09%	09%	10%	07%
3. DiFrancesco	05%	03%	07%	07%
4. Beiler	12%	19%	06%	09%
5. Watkins	07%	08%	06%	07%
6. Undecided	12%	15%	10%	13%
7. None/other	03%	01%	04%	02%
8. Don't care/not applicable	03%	--	06%	--

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In addition, voters overwhelmingly support your proven record on fiscal issues like holding the line on taxes and spending as a Chester County Commissioner, including:

- 86% of likely voters say they would be *more likely* to vote for a candidate for Lt. governor who implemented a fiscal management plan that saved taxpayers millions of dollars and resulted in the county being recognized as one of the country's most best-managed counties.
  - 79% of likely voters say they would be *more likely* to vote for a candidate for Lt. governor who as a county commissioner has been recognized for helping maintain one of the lowest property tax rates of any county in their region.
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## **II. Aichele Helps Deliver Critical Undecided, Swing and Southeast Voters in Governor's Race**

The poll also shows you are the best candidate to help the GOP nominee for governor shore up support with critical "swing" voters and those who say they are still undecided in the governor's race. In a hypothetical general election match-up for governor between Republican Tom Corbett and Democrat Dan Onorato, Corbett holds a 44/28 lead among all voters with 25% undecided. However, since the undecided vote is highest with both "swing" voters (at 34%) and those in the Southeast (at 31%), it is precisely these three subgroups of voters who will determine the next governor in November. Swing voters, or those who say they split their tickets in most elections, represent 31% of all voters in the poll and are critical for any statewide GOP candidate to get to fifty-one percent in a state like Pennsylvania known for its ticket-splitting. Support from Southeast voters around Philadelphia (i.e., Chester, Bucks, Montgomery and Delaware Counties) are also critical to GOP statewide candidates and represent more than 1 in 5 voters in a statewide election.

As the following chart illustrates, Aichele is by far the most preferred candidate with all three critical subgroups of respondents:

	<u>All</u>	<u>Swing</u>	<u>Und for Gov</u>	<u>S-East</u>
1. <b>Aichele</b>	<b>49%</b>	<b>53%</b>	<b>55%</b>	<b>50%</b>
2. Cawley	09%	12%	11%	14%
3. DiFrancesco	05%	07%	05%	03%
4. Beiler	12%	08%	04%	09%
5. Watkins	07%	07%	08%	05%
6. Undecided	12%	12%	12%	13%
7. None/other	03%	00%	02%	01%
8. Don't care/not app	03%	00%	04%	06%

### **III. Aichele's "Fresh Face" and Harrisburg Outsider Status Are Well-Received by Voters**

- By a 74/15 margin, voters say they would be more likely to support a candidate for Lt. governor “*who has a diverse background and would be considered a newcomer or fresh face in Harrisburg*”, rather than a candidate “*who has a background mainly in political and government-related jobs and would be considered a political insider in Harrisburg*”. This means unlike other leading candidates who have built up strong resumes by working mainly in state government jobs in Harrisburg, you are the only viable candidate who helps solidify Tom Corbett's law-and-order image as a reformer, which is critical at a time like this when the image of both the state legislature and Harrisburg are at near record lows.

Other important results of the poll include:

- By a 71/18 margin, voters say a candidate's background and experience on economic issues (like taxes, spending and improving the economy) is more important than their positions on social and cultural issues like abortion and gun control. This means in an environment where most are concerned about traditional pocketbook issues the economy, jobs and fiscal issues, your proven record as a county commissioner on fiscal issues like holding property tax rates stable and managing the county's budget is of paramount concern to voters, while the positions of candidates on social issues will be of marginal importance to key swing voters in a general election.
- A combined 87% of voters say it is important for a candidate for Lt. governor to have experience as a small businessperson in the private sector, while 58% of likely voters say they would be *less likely* to vote for a candidate for Lt. governor who has a background mainly in political and government-related jobs but no experience in the private sector. In this anti-incumbent political environment where voters are looking for real solutions to tough economic problems, having private sector qualifications is an important attribute you possess, and one that other leading GOP candidates for Lt. governor lack.



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**Top Line Survey Results**  
**Statewide Lieutenant Governor Candidate Profile Survey**  
**Conducted Jan. 20 – 24, 2010**  
**Sample Size: 700 Likely General Election Voters**

**INTRODUCTION:** We are conducting a brief survey of attitudes and opinions concerning some important issues facing Pennsylvania today. May we have a few minutes of your time to complete the survey?

Great, thank you...

Q1. Do you think Pennsylvania is going in the right direction, or do you think it has gotten on the wrong track?

1. Right Direction	212	30%
2. Wrong track	373	53%
3. Undecided	115	16%

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Q2. Thinking way ahead to the general election for governor in November, if the election were being held today would you vote for Tom Corbett, the Republican candidate or Dan Onorato, the Democrat candidate?  
(READ AND ROTATE)

1. Corbett	311	44%
2. Onorato	198	28%
3. Undecided	177	25%
4. None/other	14	02%

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**As you may know, in the upcoming primary election on Tuesday, May 18<sup>th</sup> you will have a choice to nominate a candidate for Lieutenant Governor who will then run as a team with each party's nominee for governor in November. The job of the Lieutenant Governor is to preside over the State Senate, coordinate the state's emergency management operations in the case of natural disasters or terrorist attacks and oversee the state's parole and pardons process for prison inmates among other important duties...**

Now, thinking more about the position of Lieutenant Governor...

Q3. How important is it for a candidate for Lieutenant Governor to have experience as a small businessperson in the private sector – very important, somewhat important or not at all important?

1. Very	265	38%
2. Somewhat	343	49%
3. Not at all	84	12%
4. Undecided	09	01%

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Q4. Which is most important to you in a candidate for Lieutenant Governor? (READ AND ROTATE)

498 (71%) A) The candidate's background and experience on pocketbook issues like holding the line on Both taxes and spending, managing budgets and improving the economy, or...

124 (18%) B) The candidate's positions on abortion, gun control and other social or cultural issues, or...

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65 (09%) Undecided (Do Not Read)  
10 (01%) None/other (Do Not Read)  
02 (01%) Refuse (Do Not Read)

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Q5. Since the Republican nominee for *governor* will most likely come from the Western part of the state, should the Republican nominee for *Lieutenant* Governor come from the East, the South Central region which includes Harrisburg, or some other region to balance the ticket geographically, or is the candidate's home area not important?

1. East	79	11%
2. South Central/Harrisburg	32	05%
3. Somewhere else	49	07%
4. Undecided	22	03%
5. Geography Not Important	509	73%
6. Don't care/not applicable	08	01%

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(Rotate Q6 – Q9)

Q6. Would you be more likely or less likely to vote for a candidate for Lieutenant governor who is considered to be pro-choice on abortion, and also supports Pennsylvania's existing Abortion Control Act generally considered one of the toughest laws in the nation? (Test Intensity...)

1. Much more likely	178	25%	<b>Total More Likely: 43%</b>
2. Somewhat more likely	122	17%	
3. Much less likely	165	24%	
4. Somewhat less likely	54	08%	
5. No Impact	119	17%	
6. Undecided	59	08%	

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Q7. Would you be more likely or less likely to vote for a candidate for Lieutenant Governor who as a county commissioner has been recognized for helping maintain one of the lowest property tax rates of any county in their region? (Test Intensity...)

1. Much more likely	349	50%	<b>Total More Likely: 79%</b>
2. Somewhat more likely	202	29%	
3. Much less likely	15	02%	
4. Somewhat less likely	19	03%	
5. No Impact	85	12%	
6. Undecided	31	04%	

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Q8. Would you be more likely or less likely to vote for a candidate for Lieutenant Governor who as a county commissioner implemented a fiscal management plan that saved taxpayers millions of dollars and resulted in the county being recognized as one of the country's most well-managed counties? (Test Intensity...)

1. Much more likely	410	59%	<b>Total More Likely: 86%</b>
2. Somewhat more likely	191	27%	
3. Much less likely	09	01%	
4. Somewhat less likely	08	01%	
5. No Impact	53	08%	
6. Undecided	26	04%	

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Q9. Would you be more likely or less likely to vote for a candidate for Lieutenant Governor who has a background mainly in political and government-related jobs, but has no experience as a small business person in the private sector?

1. Much more likely	33	05%	<b>Total More Likely: 19%</b>
2. Somewhat more likely	96	14%	
3. Much less likely	204	29%	
4. Somewhat less likely	201	29%	
5. No Impact	107	15%	
6. Undecided	57	08%	

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Q10. Would you be more likely to vote for... (READ AND ROTATE)

521 (74%) A) A candidate for Lieutenant Governor who has a diverse background in both the private and Public sectors and would be considered a newcomer or fresh face in Harrisburg, or...

105 (15%) B) A candidate for Lieutenant Governor who has a background primarily in political and Government-related jobs and would be considered a political insider in Harrisburg, or...

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61 (09%) Undecided (Do Not Read)

09 (01%) None/other (Do Not Read)

03 (01%) Refuse (Do Not Read)

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Now, following are brief statements about five *Republicans* who have announced their candidacies for Lt. Governor. After I read ALL five statements, please tell me one is the best candidate to run as a team with the *Republican nominee* for governor in the general election. We are happy to repeat these statements to you if you feel it would be helpful...

(Rotate Biography Statements Q11 – Q15)

Q11. Carol Achiele (pronounced "H"-el) has elected experience as a Chester County Commissioner and school board member, and is the only candidate with a diverse background as a former teacher, small business person and as someone who grew up on a family farm...

Q12. Jim Cawley (pronounced "Call-ee") has elected experience as a Bucks County Commissioner and school board member, and also spent most of his career working for the state senate in Harrisburg...

Q13. Nick DiFrancesco (pronounced "De-fran-cess-ko") has experience as a Dauphin County Commissioner and township supervisor, and also worked for the House of Representatives in Harrisburg and as a lobbyist for the banking industry...

Q14. Chet Beiler (pronounced "Biler") is the owner of a retail business in Lancaster County, and is a former chairman of the Lancaster County Republican Party...

Q15. Joe Watkins is an evangelical minister from Philadelphia, the owner of a financial management firm and in the past worked in public relations and lobbying and held various political jobs...

Q16. Now that you heard a little more about the candidates, who would make the best lt. governor candidate to run as a team with the Republican nominee for governor in November – Carol Aichele, Jim Cawley, Nick DiFrancesco, Chet Beiler or Joe Watkins? (READ AND ROTATE NAMES)

1. Aichele	343	49%
2. Cawley	64	09%
3. DiFrancesco	38	05%
4. Beiler	81	12%
5. Watkins	49	07%
6. Undecided	86	12%
7. None/other	18	03%
8. Don't care/not applicable	21	03%

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**Now, we have a few demographic questions and we'll be through...**

Q17. Are you registered to vote as a Republican, Democrat, Independent or something else?

1. Republican	294	42%
2. Democrat	350	50%
3. Independent/other	56	08%

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Q18. What is your approximate age according to the following brackets: 18-29, 30-44, 45-59 or 60 and over?

1. 18-29	29	04%
2. 30-44	151	22%
3. 45-59	284	41%
4. 60+	234	33%

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Q19. Which of the following best describes the way you voted in the last general election - straight Republican, mostly Republican, a few more Republicans than Democrats, about equal, a few more Democrats than Republicans, mostly Democrat or straight Democrat? (ONE ANSWER ONLY)

1. Straight Republican	101	14%	<b>Total Republican: 33%</b>	
2. Mostly Republican	134	19%		<b>Total Swing: 31%</b>
3. More Rs than Ds	54	08%		<b>Total Democrat: 33%</b>
4. About equal	106	15%		
5. More Ds than Rs	53	08%		
6. Mostly Democrat	139	20%		
7. Straight Democrat	93	13%		
8. Undecided	11	02%		
9. Refuse	09	01%		

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**THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY/NIGHT**

Gender (from record):

1. Male	336	48%
2. Female	364	52%

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Area (from record):

<b>31</b>	<b>(04%)</b>	<b>1. Northwest</b> [Erie, Crawford, Mercer, Venango, Warren, Forest]
<b>72</b>	<b>(10%)</b>	<b>2. Southwest</b> [Lawrence, Beaver, Washington, Greene, Fayette, Westmoreland, Indiana, Armstrong, Butler]
<b>89</b>	<b>(13%)</b>	<b>3. "T"/Central</b> [Jefferson, Elk, McKean, Cameron, Clarion, Clearfield, Centre, Cambria, Somerset, Bedford, Fulton, Franklin, Huntingdon, Blair, Potter, Tioga, Bradford, Susquehanna, Wyoming, Sullivan, Lycoming, Clinton, Union, Snyder, Northumberland, Montour, Columbia, Mifflin, Juniata]
<b>91</b>	<b>(13%)</b>	<b>4. Northeast/Lehigh Valley</b> [Luzerne, Carbon, Monroe, Schuylkill, Lackawanna, Lehigh, Northampton, Pike, Wayne]
<b>112</b>	<b>(16%)</b>	<b>5. South Central</b> [Perry, Cumberland, Adams, York, Lancaster, Lebanon, Dauphin, Berks]
<b>150</b>	<b>(21%)</b>	<b>6. Southeast</b> [Chester, Delaware, Bucks, Montgomery]
<b>76</b>	<b>(11%)</b>	<b>7. Allegheny County</b>
<b>79</b>	<b>(11%)</b>	<b>8. Philadelphia</b>

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Times Voted Last Four General Elections G08, G07, G06 and/or G05 (from record):

1. 1x voters	177	25%
2. 2x voters	160	23%
3. 3x voters	158	23%
4. 4x voters	205	29%

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