



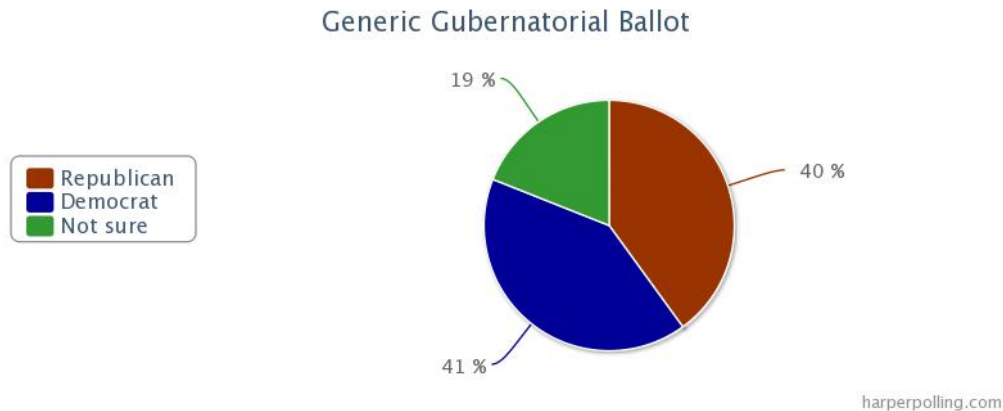
TO: Interested Parties
FROM: Brock McCleary
DATE: July 8, 2013
RE: PA Poll - Key Findings on Corbett Reelection

Summary:

The results of three poll questions illustrate the challenges Governor Tom Corbett faces in pursuit of reelection. The baseline number for any generic Republican candidate running for Governor is 40% in this survey. Governor Corbett has the support of 24% of the electorate who believe he deserves reelection. A gubernatorial campaign that becomes a referendum on the direction of Pennsylvania's economy under Governor Corbett would yield 29% of voters who believe it is "getting better."

Key Questions:

Q. If the election for Governor were held today, would prefer to vote for the Republican candidate or the Democratic candidate?

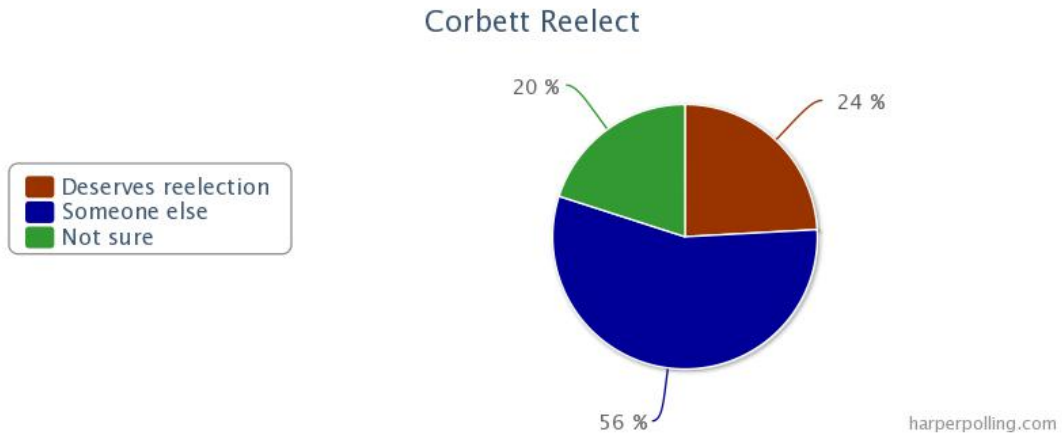


Seventy-nine percent of Republican voters give their vote to the generic party standard bearer. Forty-three percent of Republican voters believe Governor Corbett deserves reelection.

In the Philadelphia/Southeast region, voters prefer the Democratic candidate over the Republican 50%-31%. In the Republican strongholds of the Northern Tier and South Central, voters go for the Republican 45%-31% and 50%-30% respectively.

There is a notable gender gap on the question. Men support the Republican candidate by a 7% margin (42%-35%) while women back the Democrat by 11% (48%-37%).

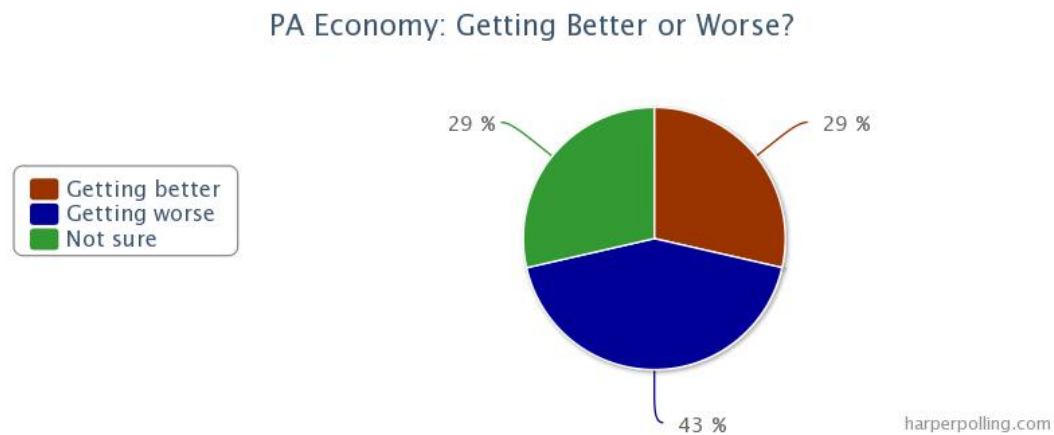
Q. Do you believe Governor Tom Corbett has done enough to deserve reelection or should we give someone else a chance?



Two key demographic groups in the survey lend little support to the Governor’s reelection:

	Deserves Reelection	Someone Else
Independent voters	25%	40%
Somewhat Conservative voters	32%	45%

Q. Do you believe that the economy in Pennsylvania is getting better or getting worse?



As clearly evidenced by its [new ad](#), this question is critically important to a Corbett reelection effort.

Voters in the Southeast Pennsylvania are the most optimistic about the economy (37% better, 38% worse), and yet the most elusive at the ballot box for Republicans. Those in the Scranton/Lehigh Valley region are the most pessimistic (20% better, 55% worse).

Of all ideological groups, Very Conservative voters rate the economy the harshest (21% better, 52% worst).

The overriding negative opinion about the direction of the state economy is durable across partisan affiliation:

	Getting Better	Getting Worse
Republicans	28%	43%
Democrats	31%	43%
Independent	21%	42%

The sample size for the survey is 813 likely voters and has a margin of error of +/-3.44%. The Interactive Voice Response (IVR) telephone survey was conducted July 1-2, 2013 by Harper Polling.