



**PUBLIC OPINION
STRATEGIES**

MEMORANDUM

TO: FITZPATRICK FOR CONGRESS
FROM: NEIL NEWHOUSE, PUBLIC OPINION STRATEGIES
SUBJECT: UPDATED POLLING DATA

DATE: OCTOBER 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 Fitzpatrick campaign. The survey was conducted October 19-20, 2010 and has a margin of error of $\pm 4.9\%$ in 95 out of 100 cases.

KEY DATA

- 1. *Fitzpatrick has expanded his lead over Murphy to 50%-40%.***
Former Congressman Mike Fitzpatrick starts the final stretch of the campaign with a 50%-40% lead over Patrick Murphy. Mike not only pulls more GOP'ers to his side than Murphy wins D's, but he wins Independent voters by a wide 53%-31% margin..
- 2. *Fitzpatrick has an image advantage over Murphy.***
Fitzpatrick's image in the district is 53% favorable/31% unfavorable, compared to Murphy's 49% favorable/39% unfavorable image.
- 3. *Despite Murphy's negative ads, Mike's got a better "information flow."***
When voters are asked whether what they have seen, read or heard recently about the candidates has given them a more favorable/less favorable impression of them, Mike's information flow is 28% more favorable/32% less favorable (-4), while Murphy's is 25% more favorable/35% less favorable (-10).

So, while Murphy has significantly outspent Fitzpatrick in negative advertising, he's just not moving numbers.

BOTTOM LINE

Mike Fitzpatrick is maintaining his lead over Patrick Murphy and remains well-positioned to regain this seat with little time left for Murphy to make up significant ground.