Methodology

Number of Interviews: 496 Likely Voters in the 15th Congressional District of Pennsylvania
Margin of Error: +/- 5% at a 95% level of confidence.
Fielding Dates – September 11 – 16, 2010
Method of Interviewing: Telephone
Method of Sampling: Pennsylvania Voter Registration Files- Individuals who voted in at least 2 of the last 4 general elections OR who had registered to vote since 2008 and voted in the Spring 2010 primary election
Likely Voter Screens: (1) Currently Registered; (2) Expressed Likelihood Totals may not equal 100% due to rounding

KEY FINDINGS:

APPROVAL RATINGS

President Barack Obama

<table>
<thead>
<tr>
<th></th>
<th>April 2010</th>
<th>September 2010</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>55%</td>
<td>45%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>39%</td>
<td>50%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>3%</td>
<td>4%</td>
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Congressman Charlie Dent?

<table>
<thead>
<tr>
<th></th>
<th>April 2010</th>
<th>September 2010</th>
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<tbody>
<tr>
<td>Approve</td>
<td>53%</td>
<td>53%</td>
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<tr>
<td>Disapprove</td>
<td>29%</td>
<td>33%</td>
</tr>
<tr>
<td>Not Sure</td>
<td>17%</td>
<td>13%</td>
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</table>
# Favorability Ratings

## Jake Towne

<table>
<thead>
<tr>
<th></th>
<th>April 2010</th>
<th>September 2010</th>
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</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>12%</td>
<td>10%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>3%</td>
<td>16%</td>
</tr>
<tr>
<td>Neutral/Not Sure</td>
<td>10%</td>
<td>19%</td>
</tr>
<tr>
<td>Haven’t Heard of</td>
<td>75%</td>
<td>55%</td>
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## John Callahan

<table>
<thead>
<tr>
<th></th>
<th>April 2010</th>
<th>September 2010</th>
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</thead>
<tbody>
<tr>
<td>Favorable</td>
<td>43%</td>
<td>44%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>13%</td>
<td>29%</td>
</tr>
<tr>
<td>Neutral/Not Sure</td>
<td>14%</td>
<td>13%</td>
</tr>
<tr>
<td>Haven’t Heard of</td>
<td>29%</td>
<td>14%</td>
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## Charlie Dent

<table>
<thead>
<tr>
<th></th>
<th>April 2010</th>
<th>September 2010</th>
</tr>
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<tbody>
<tr>
<td>Favorable</td>
<td>54%</td>
<td>56%</td>
</tr>
<tr>
<td>Unfavorable</td>
<td>28%</td>
<td>33%</td>
</tr>
<tr>
<td>Neutral/Not Sure</td>
<td>10%</td>
<td>8%</td>
</tr>
<tr>
<td>Haven’t Heard of</td>
<td>7%</td>
<td>2%</td>
</tr>
</tbody>
</table>

# 15th Congressional District Race

## Dent vs Callahan (With leaners)

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2010</td>
<td>45%</td>
<td>33%</td>
<td>21%</td>
</tr>
<tr>
<td>September 2010</td>
<td>52%</td>
<td>40%</td>
<td>7%</td>
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</tbody>
</table>

## Dent/Callahan/Towne Race

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Towne</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>April 2010</td>
<td>38%</td>
<td>27%</td>
<td>4%</td>
<td>30%</td>
</tr>
<tr>
<td>September 2010</td>
<td>49%</td>
<td>38%</td>
<td>3%</td>
<td>10%</td>
</tr>
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</table>
## SELECTED CROSSTABS

### Partisan Affiliation

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Towne</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Democrats</td>
<td>24%</td>
<td>63%</td>
<td>4%</td>
<td>9%</td>
</tr>
<tr>
<td>Republicans</td>
<td>76%</td>
<td>10%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Independents</td>
<td>60%</td>
<td>24%</td>
<td>3%</td>
<td>13%</td>
</tr>
</tbody>
</table>

### 2008 Presidential Race

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Towne</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Obama</td>
<td>23%</td>
<td>65%</td>
<td>4%</td>
<td>8%</td>
</tr>
<tr>
<td>McCain</td>
<td>84%</td>
<td>5%</td>
<td>3%</td>
<td>9%</td>
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</tbody>
</table>

### Approve of President Obama

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Towne</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Approve</td>
<td>19%</td>
<td>66%</td>
<td>3%</td>
<td>11%</td>
</tr>
<tr>
<td>Disapprove</td>
<td>79%</td>
<td>10%</td>
<td>3%</td>
<td>9%</td>
</tr>
</tbody>
</table>

### County

<table>
<thead>
<tr>
<th></th>
<th>Dent</th>
<th>Callahan</th>
<th>Towne</th>
<th>Not Sure/Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Northampton</td>
<td>47%</td>
<td>40%</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>Lehigh</td>
<td>52%</td>
<td>37%</td>
<td>2%</td>
<td>9%</td>
</tr>
<tr>
<td>Montgomery</td>
<td>54%</td>
<td>22%</td>
<td>0%</td>
<td>22%</td>
</tr>
</tbody>
</table>
INTRODUCTORY STATEMENT:

Hello, my name is ________. I'm a student at Muhlenberg College conducting a research project regarding the upcoming Congressional election. Would you be willing to help us by answering a few questions?

Q1: Thank you. What is your current age?

OPEN ENDED _____________

1. 18-39 11%
2. 40-64 46%
3. 65 and OLDER 33%
4. REFUSED 9%

Q2: Which of the following categories best describes your current voting status? Are you registered as a:

1. Democrat 48%
2. Republican, 43%
3. Independent, or 7%
4. Another Party? 1%
5. NOT REGISTERED TO VOTE IN PENNSYLVANIA (END SURVEY)
6. NOT SURE (VOLUNTEERED) (END SURVEY)
7. REFUSED (VOLUNTEERED) (END SURVEY)

Q3: How likely are you to vote in the midterm elections this November? Are you:

1. definitely going to vote, 83%
2. very likely to vote, 17%
3. not too likely to vote, or (END SURVEY)
4. definitely not voting in the November Election? (END SURVEY)
5. NOT SURE (VOLUNTEERED) (END SURVEY)
6. REFUSED (VOLUNTEERED) (END SURVEY)
Q4: Next, I would like for you to rate the performance of a few political officials. For each name that I read, please tell me if you approve or disapprove of the way he is doing his job.

First, President Barack Obama? Do you approve or disapprove of the way President Barack Obama is doing his job?

1. APPROVE 45%
2. DISAPPROVE 50%
3. NO OPINION (VOLUNTEERED) 4%
4. REFUSED (VOLUNTEERED) 1%

Q5: How about Congressman Charlie Dent? (Do you approve or disapprove of the way Congressman Charlie Dent is doing his job?)

1. APPROVE 53%
2. DISAPPROVE 33%
3. NO OPINION (VOLUNTEERED) 14%
4. REFUSED (VOLUNTEERED) <1%

Q6: Now, I would like to ask your overall impression of a few political figures. For each name I read, please tell me if your impression of him is favorable or unfavorable.

First, Jake Towne. Is your overall impression of Jake Towne favorable or unfavorable?

1. FAVORABLE 10%
2. UNFAVORABLE 16%
3. NEUTRAL/NOT SURE (VOLUNTEERED) 19%
4. HAVEN'T HEARD OF HIM (VOLUNTEERED) 55%
5. REFUSED (VOLUNTEERED) <1%

Q7: Next, John Callahan. (Is your overall impression of John Callahan favorable or unfavorable?)

1. FAVORABLE 44%
2. UNFAVORABLE 29%
3. NEUTRAL/NOT SURE (VOLUNTEERED) 13%
4. HAVEN'T HEARD OF HIM (VOLUNTEERED) 14%
5. REFUSED (VOLUNTEERED) <1%
Q8: and Charlie Dent. (Is your overall impression of Charlie Dent favorable or unfavorable?)

1. FAVORABLE 56%
2. UNFAVORABLE 33%
3. NEUTRAL/NOT SURE (VOLUNTEERED) 8%
4. HAVEN'T HEARD OF HIM (VOLUNTEERED) 2%
5. REFUSED (VOLUNTEERED) <1%

Q9: If the elections for Congress were being held today, which party's candidate would you vote for in your congressional district? The Democratic Party's candidate or the Republican Party's candidate? (OPTIONS ROTATED)

1. DEMOCRAT 42%
2. REPUBLICAN 48%
3. NEITHER/OTHER 4%
4. NOT SURE (VOLUNTEERED) 6%
5. REFUSED (VOLUNTEERED) <1%

Q10: Now, if the 2010 U.S. congressional election was being held today and the race was between Charlie Dent and John Callahan who would you vote for? (OPTIONS ROTATED)

1. CHARLIE DENT (GO TO Q12) 51%
2. JOHN CALLAHAN (GO TO Q12) 39%
3. NEITHER/OTHER (GO TO Q12) 2%
4. NOT SURE (GO TO Q11) 8%
5. REFUSED (VOLUNTEERED) <1%

Q11: Are you leaning more toward voting for Charlie Dent or John Callahan? (OPTIONS ROTATED) (ASKED ONLY OF THOSE NOT SURE IN Q10: N= 35)

1. CHARLIE DENT 11%
2. JOHN CALLAHAN 14%
3. NOT SURE (VOLUNTEERED) 69%
4. REFUSED (VOLUNTEERED) 6%

QUESTIONS 10 and 11 COMBINED (Leaners Included)

1. CHARLIE DENT 52%
2. JOHN CALLAHAN 40%
3. NOT SURE/REFUSED 7%
Q12: Now, if the 2010 U.S. congressional election was being held today and the race was between Charlie Dent, John Callahan, AND Jake Towne, who would you vote for? (OPTIONS ROTATED)

1. CHARLIE DENT (GO TO Q14) 49%
2. JOHN CALLAHAN (GO TO Q14) 38%
3. JAKE TOWNE (GO TO Q13) 3%
4. OTHER (GO TO Q14) <1%
5. NOT SURE (GO TO Q14) 9%
6. REFUSED (GO TO Q14) <1%

Q13: If you didn't vote for Jake Towne in the congressional election, which candidate would you be most likely to support? Would it be:
(ASKED ONLY OF THOSE WHO ANSWERED “JAKE TOWNE IN Q10: N= 16)

1. Charlie Dent, 44%
2. John Callahan, 44%
3. Or someone else? 13%
4. NOT SURE (VOLUNTEERED) 0%
5. REFUSED (VOLUNTEERED) 0%

Q14: Which of the following best describes your vote in the 2008 Presidential election? I voted for: (READ LIST)

1. Barack Obama, 53%
2. John McCain, 41%
3. Another candidate, 3%
4. Or I did not vote in that election? 1%
5. DON'T RECALL (VOLUNTEERED) 1%
6. NOT SURE (VOLUNTEERED) <1%
7. REFUSED (VOLUNTEERED) 2%

Q15: In 2009, Congress passed an $800 billion stimulus bill known as the American Recovery and Reinvestment Act. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose this action by Congress?

1. STRONGLY SUPPORT 17%
2. SOMEWHAT SUPPORT 33%
3. SOMEWHAT OPPOSE 16%
4. STRONGLY OPPOSE 31%
5. NOT SURE (VOLUNTEERED) 3%
6. REFUSE (VOLUNTEERED) <1%
Q16: In 2010, Congress enacted major health care reform in the United States. Do you strongly support, somewhat support, somewhat oppose, or strongly oppose the health care reform enacted by Congress?

1. STRONGLY SUPPORT 26%
2. SOMewhat SUPPORT 22%
3. SOMewhat OPPOSE 13%
4. STRONGLY OPPOSE 36%
5. NOT SURE (VOLUNTEERED) 2%
6. REFUSE (VOLUNTEERED) 1%

Q17: Which of the following best describes your opinion of John Callahan's handling of his job as mayor of the city of Bethlehem? Would you rate it as excellent, good, fair, or poor?

1. EXCELLENT 9%
2. GOOD 32%
3. FAIR 23%
4. POOR 9%
5. NOT SURE (VOLUNTEERED) 26%
6. REFUSED (VOLUNTEERED) 2%

Q18: Finally, I have a few questions about yourself. Which of the following categories best describes your racial identity? Are you:

1. White or Caucasian, 91%
2. Black or African-American, 2%
3. Hispanic or Latino, 2%
4. Asian, <1%
5. Native American, 1%
6. of more than one racial identity, <1%
7. or some other racial identity? <1%
8. NOT SURE (VOLUNTEERED) 2%
9. REFUSED (VOLUNTEERED) 2%

Q19: Which of the following categories best describes your religious affiliation? Are you:

1. Catholic, 35%
2. Protestant, 43%
3. Jewish, 2%
4. Muslim, <1%
5. Hindu, <1%
6. Another Religion (Including agnostic), 12%
7. or Atheist? 3%
8. NOT SURE (VOLUNTEERED) 2%
9. REFUSED (VOLUNTEERED)
Q20: What is your current marital status? Are you:

1. Single, never married, 8%
2. Married, 67%
3. Separated, <1%
4. Divorced, 5%
5. Widowed, or 17%
6. Living with a partner? 1%
7. NOT SURE (VOLUNTEERED) 0%
8. REFUSED (VOLUNTEERED) 2%

Q21: What is your highest level of education? (READ LIST)

1. Less than High School, 4%
2. High School Graduate, 22%
3. Some college or technical school, 27%
4. College graduate (4 yr only), or 26%
5. Graduate or professional degree? 20%
6. NOT SURE (VOLUNTEERED) 0%
7. REFUSED (VOLUNTEERED) <1%

Q22: In what county do you currently reside:

1. Northampton, 43%
2. Lehigh, 48%
3. Montgomery, or 8%
4. some other county? 2%
5. NOT SURE (VOLUNTEERED) 0%
6. REFUSED (VOLUNTEERED) <1%

Q23: Which of the following categories best describes your total annual household income:

1. Under $20,000, 9%
2. $20,000-$40,000, 16%
3. $40,000-$60,000, 17%
4. $60,000-$80,000, 13%
5. $80,000-$100,000, or 13%
6. Over $100,000? 12%
7. NOT SURE (VOLUNTEERED) 1%
8. REFUSED (VOLUNTEERED) 18%
Q24: Finally, would you be willing to be contacted by a newspaper reporter for a follow up interview?

(IF ASKED FOR EXPLANATION, READ: Would you be willing to be called on the telephone by a newspaper reporter who would conduct an interview with you regarding the upcoming mid-term election?)

1. YES 25%
2. NO 73%
3. NOT SURE (VOLUNTEERED) 1%
4. REFUSED (VOLUNTEERED) <1%

Q25: Thank you for your help with the survey. We appreciate your time.

(GENDER MEASURED THROUGH VOICE IDENTIFICATION)

1. MALE 48%
2. FEMALE 52%