



MEMORANDUM

TO: GERLACH FOR CONGRESS
FROM: WILSON RESEARCH STRATEGIES
SUBJECT: PA CD 6 REPUBLICAN PRIMARY ELECTION
DATE: FEBRUARY 15, 2010

The following memo summarizes the results of a poll conducted by Wilson Research Strategies for the Jim Gerlach for Congress campaign on February 9-11, 2010.

The results indicate that Congressman Jim Gerlach is a virtual lock to win the Republican primary as he is well liked by Republican primary voters and leads his opponent by more than 60 points.

Key Observations

1) Jim Gerlach is well-known and liked by Republican primary voters in the 6th district

- Nearly nine in ten Republican primary voters (87%) view Congressman Jim Gerlach favorably, while only 7% view him unfavorably.
 - Eight in ten (80%) approve of Jim Gerlach's performance as US Congressman.
- Jim Gerlach's support is strongest among the most conservative voters, making it nearly impossible to challenge him "from the right."
 - Nine in ten (91%) self-described "very conservative" Republicans view him favorably, as do 88% of "somewhat conservative" Republicans. 83% of Republicans who call themselves "moderate" or "liberal" view Gerlach favorably.
- Republican primary voters who disapprove of Congress (87%) do not blame Jim Gerlach for the problems in Washington.
 - Nine in ten (88%) voters who disapprove of Congress view Jim Gerlach favorably, and 86% approve of his performance in Congress.
- Republican primary voters who are supportive of the Tea Party movement are especially supportive of Congressman Gerlach, as 90% view him favorably and 85% approve of his performance in Congress.

2) A divisive Steve Welch primary challenge would only help Nancy Pelosi and Democrats.

- Fewer than one in ten (7%) Republican primary voters view Welch favorably, while as many (5%) view him unfavorably.



- 3) If the election were held today, Jim Gerlach would win the primary election in a landslide.**
- Seven in ten (71%) of Republican primary voters would support Jim Gerlach in May's primary election, compared to only 6% of voters who would support Steve Welch; Only 23% of Republican primary voters say they are undecided.

 - Jim Gerlach beats Welch on the ballot by larger margins with the most conservative voters than with the electorate overall.
 - Among self-described "very conservative" Republicans, Gerlach leads 75% to 6%, and among Tea Party supporters Gerlach leads 74% to 7%.

 - Steve Welch appears to do only marginally better with voters who know him.
 - Jim Gerlach leads 67% to 15% among voters who have heard of Steve Welch.

Conclusions

Jim Gerlach is so strong that he is assured of being the Republican nominee in the 6th district. Republican voters know him well and they have already reached the conclusion that he is doing a good job in Congress. Voters have reached an informed decision that he should be returned to Washington for another term.

Methodology

Wilson Research Strategies conducted a study of likely Republican primary voters in Pennsylvania's sixth Congressional District. Respondents were contacted by phone via a live telephone operator interview February 9-11, 2010. The study has a sample size of n=300 likely Republican primary voters. The margin of error is equal to $\pm 5.66\%$ in 95 out of 100 cases.

About Wilson Research Strategies

Since 1998, WRS has been a leading provider of political polling for campaigns from Mayor and City Council to Governor and U.S. Senate in 47 states and several foreign countries. In 2007-2008 alone, WRS conducted polling in 252 races for campaigns, caucuses and independent expenditures efforts.

In addition to our political and policy research, WRS provides donor research to Christian and other not-for-profits and alumni research to colleges and universities. More than 200 Christian and other not-for-profit organizations around the country and dozens of large and small colleges and universities have relied on WRS's data and analysis.

WRS's corporate research arm has provided market research to more than 100 of the Fortune 500 and to hundreds of small and medium businesses nationwide.

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