



To: Interested Parties  
From: Brock McCleary  
Date: October 2, 2013  
Re: Key Findings from PA-9 GOP Primary Poll

### **Ballot Test**

The poll shows little vulnerability for Pennsylvania Congressman Bill Shuster in what is being billed as one of the nation's top tea party primary challenges to a sitting Republican incumbent.

Shuster draws 62% of the Republican primary vote against Art Halvorson and Travis Schooley, who garner 11% and 5% respectively. Among Republicans who support the tea party, Shuster leads his closest competitor by 54%.

The vast geographic district has three main media markets. In Shuster's home market of Johnstown-Altoona, he leads by 47%. In the Pittsburgh media market, which represents much of the district's new territory resulting from 2011 redistricting, Shuster holds his biggest lead at 62% over Halvorson and Schooley.

### **Candidate Images**

Shuster's image with Republican primary voters is a net +28% (54% favorable to 26% unfavorable). His image with tea party supporters, which represent 57% of the sample, is significantly better (60% favorable to 24% unfavorable) than those who do not support the tea party (41% favorable to 38% unfavorable).

Self-identified "very conservative" (59% favorable to 23% unfavorable) and "somewhat conservative" (60% favorable to 24% unfavorable) Republicans hold decidedly positive opinions of the Congressman.

Halvorson and Schooley register severely low name identification at 18% and 14% respectively.

### **Father & Son**

The survey asked voters their opinion of former Congressman Bud Shuster who represented the district from 1973 until 2001 when his son Bill won the seat in a special election. Bud Shuster's image (54% favorable to 24% unfavorable) nearly matches that of his son (54% favorable to 26% unfavorable).

However, there are a few areas of difference between the Shusters. While their numbers in the Johnstown-Altoona media market are practically identical, the elder Shuster's net image rating is 9% better in the Harrisburg-Lancaster-York market.

The younger Shuster is marginally better among "very conservative" voters while the former Congressman is held in higher esteem among those who do not support the tea party.

***METHODOLOGY:***

*The sample size for the survey is 555 likely Republican primary voters and the margin of error is +/-4.16%. The Interactive Voice Response (IVR) automated telephone survey was conducted September 30 – October 1, 2013 by Harper Polling. The total percentages for responses to any given question may not equal 100% due to rounding.*