



**MEMORANDUM**

TO: BOB LATTA FOR CONGRESS

FROM: NEIL NEWHOUSE, PUBLIC OPINION STRATEGIES

SUBJECT: RECENT POLL RESULTS

DATE: OCTOBER 18, 2007

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As you know, Public Opinion Strategies recently conducted a district-wide survey of 300 likely Republican primary voters for your campaign. The poll was conducted on October 16-17, 2007 and has a margin of error of +/- 5.66% in 95 out of 100 cases.

The purpose of this memo is to review some of the key findings of that poll.

**Key Findings**

T ***Bob Latta is the clear front-runner to win the GOP primary special election.***  
 With less than three weeks until the special primary election, State Representative Bob Latta has nearly a twenty point lead against State Senator Steve Buehrer (40%-21%).

<b>Candidate</b>	<b>Ballot Support</b>
Bob Latta	40%
Steve Buehrer	21%
Fred Pieper	4%
Mark Hollenbaugh	1%
Mike Smitley	<1%
Undecided	31%

T ***Bob Latta is still the best-known and best-liked of the candidates, and has more than a five-to-one favorable to unfavorable image rating.***  
 The following table shows the total name ID and favorable/unfavorable scores for the two main candidates in the race:

<b>Candidate</b>	<b>October 16-17</b>			<b>September 16-17</b>		
	<b>Heard Of</b>	<b>Fav</b>	<b>Unfav</b>	<b>Heard Of</b>	<b>Fav</b>	<b>Unfav</b>
Bob Latta	85%	53%	10%	71%	47%	3%
Steve Buehrer	68%	32%	16%	47%	30%	3%

***Bottom Line***

With just under three weeks to go until the special Republican primary election, Bob Latta is in a very strong position in this race. Even with almost a third of the primary electorate undecided at this point in the race, Latta is the frontrunner for the GOP nomination, as he enjoys the highest name ID and favorability of the potential GOP candidates and almost a twenty point lead on the ballot.

If Bob Latta can raise the necessary resources to communicate his conservative message to these GOP voters, he should be in a solid position to win the GOP nomination.