

PA-8 Patrick Murphy

In this race alone NARAL Pro-Choice America reached nearly 86,000 households a total of six times with mail and phones, spending nearly \$230,000 on independent expenditures, voter identification, and polling. It is notable that a pro-choice Republican held this seat before anti-choice incumbent Mike Fitzpatrick's election in 2004.

- Unfavorable impressions of Fitzpatrick among pro-choice women grew considerably from September – November, rising 18 percentage points.
- Murphy won this pro-choice woman electorate by a huge 86 – 12 margin, running just 8 points behind Governor Rendell. Murphy took nearly two-thirds of the non-Democratic vote, and won moderates by an 85 – 13 percent margin. Murphy won by a nearly identical margin among people who think abortion should be legal in *most* cases as he did among people who believe it should be legal in *all* cases.



NARAL Pro-Choice America highlighted Governor Ed Rendell and Patrick Murphy's pro-choice record to "get-out-the-vote."

- Eighty-eight percent said choice was important in making a decision about how to vote. Fitzpatrick's opposition to abortion rights was cited as the most significant reason overall that persuaded people to vote against him (61 percent), far outpacing his support for Bush and the war in Iraq. The choice argument cut across party lines, with nearly equal percentages of Democrats (61 percent) and non-Democrats (59 percent) citing it as one of the top two reasons made most forcefully to vote against Fitzpatrick. Fitzpatrick's opposition to abortion rights was the top reason given by non-Democrats by an enormous 27-point margin over any other attack.
- People who made their voting decision in the final two weeks cited Fitzpatrick's opposition to abortion rights as the top reason made most forcefully to vote against him for. It was cited by 62 percent of these voters, 17 points higher than any other critique.