

To: The Abraham Campaign
From: The Mellman Group, Inc.
Re: Lynne Abraham Is Well-Positioned To Become Philadelphia's Next Mayor
Date: November 21, 2014

This analysis is based on the findings of a survey of 600 voters representing the likely May 2015 Democratic Primary electorate in Philadelphia, who were interviewed by telephone November 12-16, 2014. The study was conducted by live interviewers who contacted both cell phones and land lines. The survey utilized a registration-based sample which models the likely electorate. The margin of error is +/- 4.0 percentage points at a 95% level of confidence. The margin of error is higher for subgroups.

Lynne Abraham is the most popular candidate for Mayor and leads the field in the vote, putting her in strong position to win the office next year.

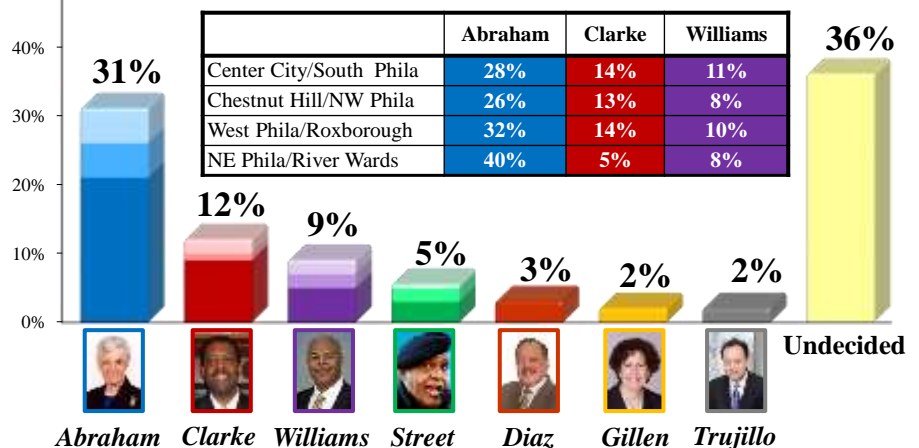
Abraham Begins The Race With A Significant Lead

Lynne Abraham goes into the race for Mayor with a significant lead over current and potential opponents. Abraham garners 31% of the vote, 19 points ahead of her nearest rival, Darrell Clarke (12%). No other candidate breaks double digits.

Abraham's support is strong across ideological groups. She garners 34% of the vote among liberals, 30% among moderates and 26% among conservatives. Abraham is also leading in every section of the city.

Abraham Begins The Race In A Much Stronger Position Than The Rest Of The Field

If the May 2015 Democratic Primary election for Mayor of Philadelphia were held today and the candidates were [ROTATE]: Tony Williams, Lynne Abraham, Darrell Clarke, Ken Trujillo, Terry Gillen, Nelson Diaz and Milton Street, for whom would you vote, or are you undecided?



	Favorable	Unfavorable
Abraham	58%	17%
Clarke	41%	13%
Williams	40%	11%
Street	30%	50%
Diaz	20%	8%
Gillen	14%	9%
Trujillo	13%	6%

	Excellent/ Good	Only Fair/ Poor
Abraham	61%	28%
Clarke	35%	38%
Williams	35%	35%

Abraham's strength is grounded in the high esteem in which Philadelphia voters hold her. As the chart at left illustrates, Abraham is significantly better-liked (58% favorable, 17% unfavorable) than the rest of the field, with favorable ratings 17 points higher than Clarke's, 18 points higher than Anthony Williams' and much larger advantages over the other candidates.

Not only is Abraham well-liked, but voters also have strong recollections of her performance as Philadelphia District Attorney (61% positive, 28% negative). Abraham's strong job performance ratings stand in sharp contrast to City Council President Darrell Clarke (35% positive, 38% negative) and State Senator Anthony Williams (35% positive, 35% negative), both of whom receive lackluster ratings for their performance in office.