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Franklin & Marshall College Poll

SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS

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Key Findings

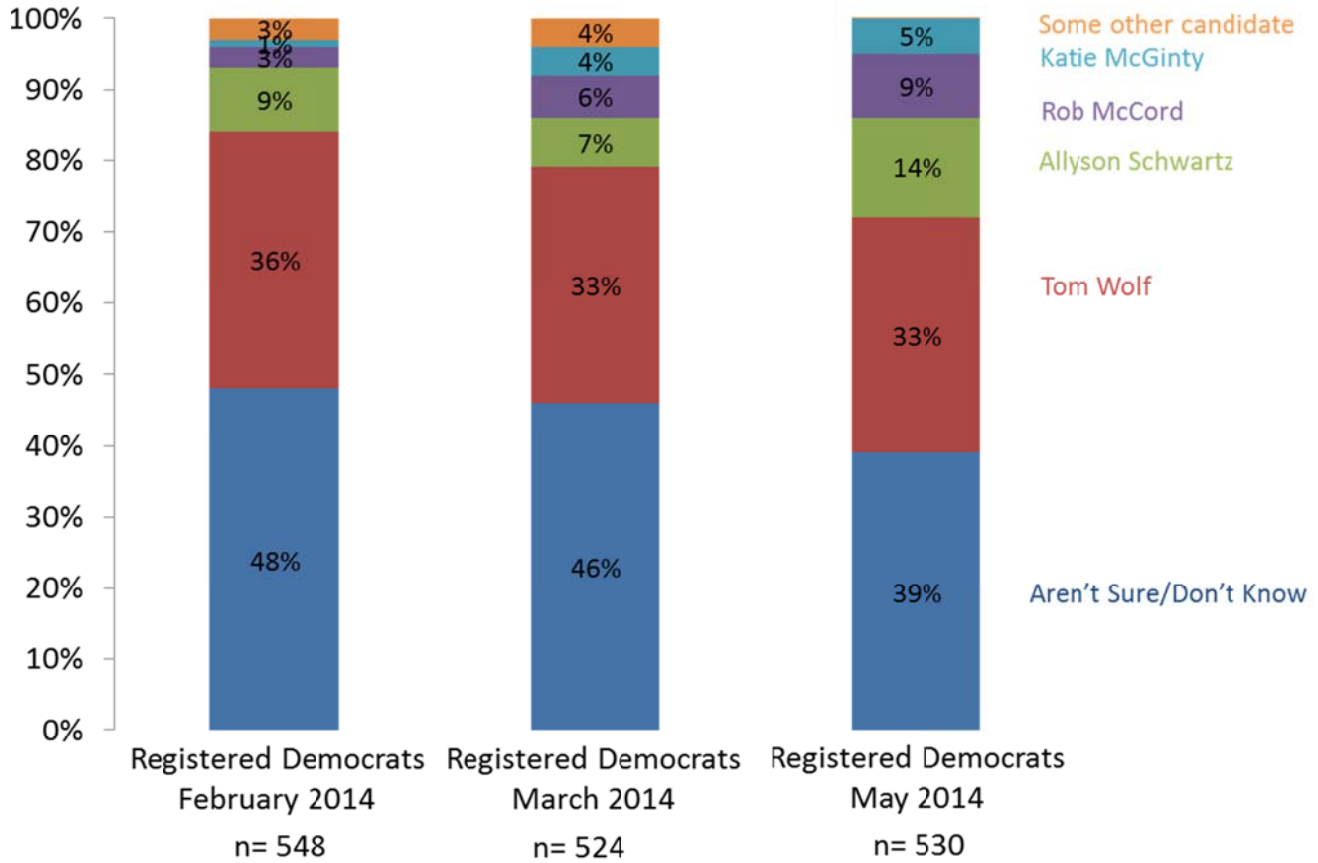
The May 2014 Franklin & Marshall College Poll of registered Democrats finds that Tom Wolf retains a sizable lead in the Democratic primary race for governor. All the gubernatorial candidates have increased their name recognition since the previous Poll, although Rob McCord has seen a notable increase in his unfavorable ratings. Tom Wolf's name recognition and favorability scores remain the highest among the Democratic candidates. More than four in five (83%) registered Democrats have seen a television commercial for governor. Most (93%) of these respondents have seen a Wolf advertisement, but many have seen ads for the other candidates as well.

The 2014 Democratic Gubernatorial Primary

Tom Wolf continues to lead the Democratic gubernatorial field comfortably (See Figure 1). Wolf leads his closest challenger among all Democrats, Representative Allyson Schwartz, 33% to 14%, although this is a smaller lead than he held in the March Poll. Rob McCord (9%) and Katie McGinty (5%) remain well behind Wolf and nearly two in five (39%) registered Democrats are still undecided (see Table 1). Half of Wolf (54%) and Schwartz (52%) voters report they are "certain" to vote for their candidates, giving them more certain voters than McCord (40%) or McGinty (26%). Tom Wolf's lead continues to be relatively consistent throughout the various demographic subgroups as it was in March (see Attachment A). Notably, Wolf narrowly leads Schwartz in the southeast and also holds a narrow advantage among women. Wolf and Schwartz are tied among self-described liberals.

Figure 1. Pennsylvania Democratic Gubernatorial Primary Preference, February through May 2014

If the Democratic primary election for governor were being held today and the candidates included (rotated), Rob McCord, Allyson Schwartz, Katie McGinty, and Tom Wolf, would you vote for ...?



There are differences in preference based on a respondent's voting history in the last five primary elections: Wolf's vote share (35%) is slightly larger and McCord (13%) and Schwartz (13%) share second place, although many (30%) of these regular primary voters remain undecided. Similar results can be seen for self-identified likely voters (Table 1).

Table 1. Pennsylvania Democratic Gubernatorial Primary Preference, May 2014

If the Democratic primary election for governor were being held today and the candidates included (rotated), Rob McCord, Allyson Schwartz, Katie McGinty, and Tom Wolf, would you vote for ...?

		Historical Likely Voters ¹	Self-reported Likely Voters ²	All Registered Democrats
Voter preference, no leaners	Rob McCord	13%	12%	9%
	Katie McGinty	7%	3%	5%
	Allyson Schwartz	13%	20%	14%
	Tom Wolf	35%	37%	33%
	Other	1%	1%	1%
	Undecided	30%	27%	39%
Voter preference with leaners	Rob McCord	14%	14%	11%
	Katie McGinty	8%	3%	6%
	Allyson Schwartz	16%	26%	19%
	Tom Wolf	43%	43%	41%
	Other	3%	2%	3%
	Undecided	15%	11%	20%
Wolf Advantage, no leaners		22%	17%	19%
Wolf Advantage, with leaners		27%	17%	23%
Estimated Sample Error		8.0%	6.7%	4.3%

¹Based on past five primary elections

²Very interested and certain to vote

In February, nearly two in three (65%) registered Democrats had seen a television commercial for governor, and almost all (88%) of those respondents had seen a Wolf advertisement and almost none had seen advertising from another candidate. Now, more than four in five (83%) registered Democrats have seen a television commercial for governor. Most (93%) of these respondents have seen a Wolf advertisement, but McCord (67%), Schwartz (61%), and McGinty (44%) ads have also been seen by the state's registered Democrats.

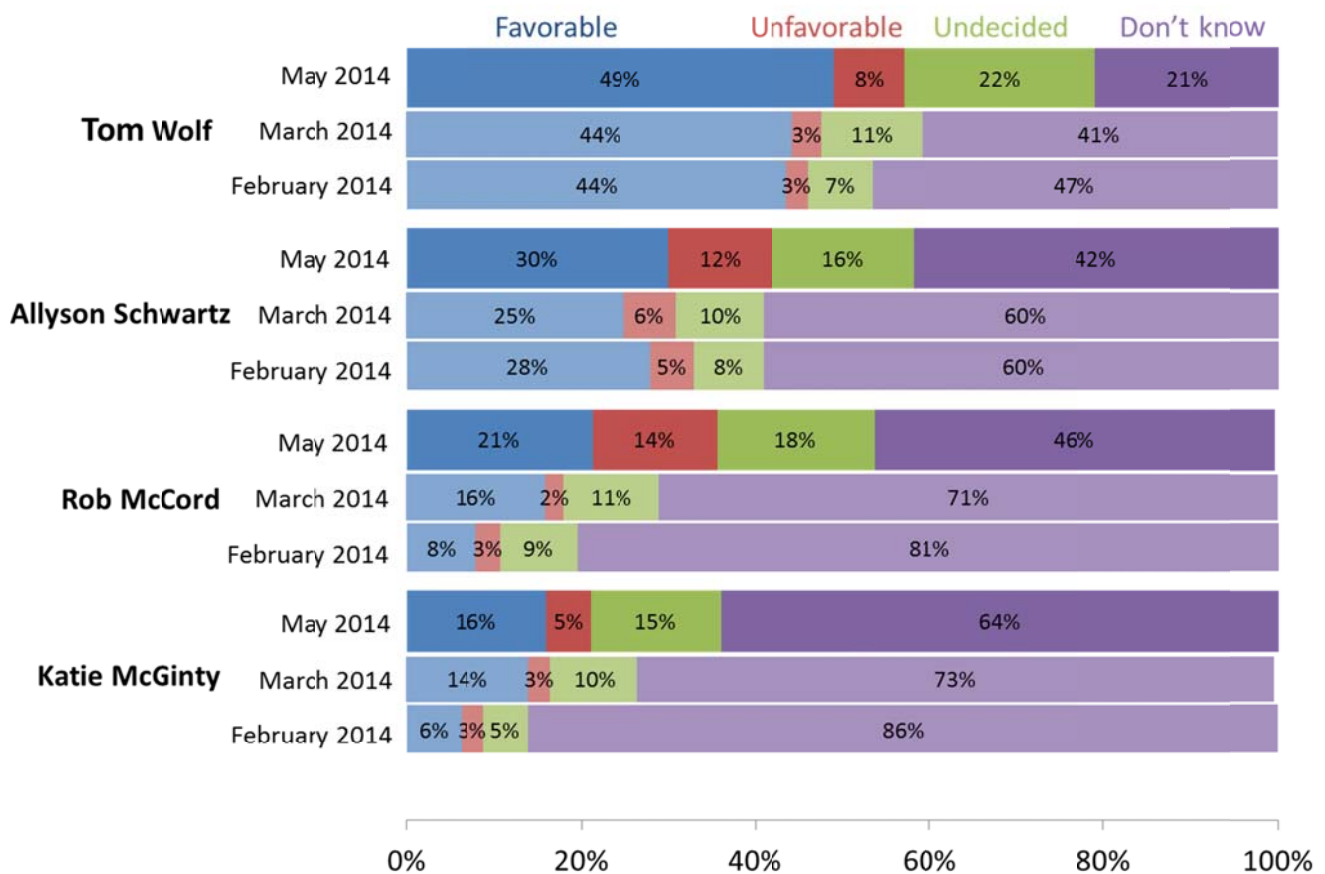
Registered Democrats say that education (29%) and the economy (17%) are the issues they will most consider when choosing a gubernatorial candidate. Fracking (9%), taxes (5%), and health care (4%) also receive mentions as key issues. The personal characteristic respondents commonly want in their next gubernatorial candidate includes honesty (41%), being caring

(10%), and having a strong character (9%). Democrats' preferences on the issues and characteristics they want in a gubernatorial candidate are consistent with past polls.

Currently, half (49%) of registered Democrats have a favorable opinion of Tom Wolf and only eight percent express an unfavorable opinion of him. While all the Democratic candidates are better known now than in previous polls, as Figure 2 reveals, Rob McCord has seen a notable increase in his unfavorable ratings.

Figure 2. Pennsylvania Democratic Gubernatorial Candidates' Favorability Ratings, February and May 2014

Is your opinion of [FILL name] favorable, unfavorable, undecided, or haven't you heard enough about [FILL name] to have an opinion?



Methodology

The survey findings presented in this release are based on the results of interviews conducted May 6 - 12, 2014. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the poll's Director Dr. G. Terry Madonna, Head Methodologist Berwood Yost, and Project Manager Jacqueline Redman. The data included in this release represent the responses of 530 registered Democratic voters in Pennsylvania. The sample of registered voters was obtained from Voter Contact Services. Survey results were weighted (region and gender) using an iterative weighting algorithm to reflect the known distribution of those characteristics as reported by the Pennsylvania Department of State.

The sample error for this survey is +/- 4.3 percentage points. In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

Attachment A

Gubernational Primary: Pennsylvania Democrats May 2014

If the Democratic primary election for governor were being held today and the candidates included (*rotated*), Rob McCord, Allyson Schwartz, Katie McGinty, Tom Wolf, would you vote for ...?

	Tom Wolf	Allyson Schwartz	Rob McCord	Katie McGinty	Some other candidate	Do not know
Ideology*						
Liberal	25%	25%	7%	4%	0%	39%
Moderate	42%	9%	9%	6%	0%	34%
Conservative	30%	5%	10%	3%	3%	49%
Gender**						
Male	41%	12%	9%	4%	1%	34%
Female	27%	15%	9%	5%	1%	42%
Age						
Under 35	33%	15%	9%	2%	3%	39%
35-54	27%	11%	13%	5%	1%	43%
Over 55	35%	15%	8%	5%	1%	37%
Education						
HS or less	36%	11%	10%	5%	1%	36%
Some college	34%	9%	9%	4%	2%	42%
College degree	29%	18%	8%	5%	1%	38%
Income						
Under 35	35%	12%	6%	4%	1%	43%
35-75	32%	13%	13%	2%	2%	38%
Over 75	30%	20%	10%	7%	0%	33%
Race						
White	33%	14%	9%	5%	1%	38%
Nonwhite	36%	13%	9%	1%	1%	41%
Marital Status						
Single, Never Married	31%	17%	5%	2%	1%	43%
Married	34%	13%	11%	4%	1%	35%
Not currently married	30%	10%	7%	8%	0%	44%
Religious Affiliation*						
Protestant	41%	16%	8%	1%	2%	31%
Catholic	37%	9%	10%	11%	1%	32%
Other, unaffiliated	23%	16%	9%	2%	0%	49%
Born Again Christian or Fundamentalist**						
Yes	38%	7%	11%	2%	1%	41%
No	31%	16%	9%	5%	1%	39%
Gun Owner*						
Yes	40%	5%	15%	3%	1%	37%
No	31%	16%	8%	5%	1%	39%
Region*						
Philadelphia & SE	27%	24%	7%	1%	0%	40%
Northeast	32%	6%	4%	10%	4%	44%
Allegheny & SW	32%	9%	13%	8%	2%	37%
Northwest	33%	6%	16%	4%	0%	41%
Central	44%	9%	8%	3%	1%	35%
Employment**						
Fulltime	29%	18%	12%	4%	0%	37%
Other	30%	8%	8%	3%	2%	50%
Retired	38%	14%	7%	6%	1%	33%

* p<0.01 ** p<0.05

Marginal Frequency Report

Responses may not total 100% due to rounding.

REG. Some people are registered to vote, and many others are not. Are you CURRENTLY REGISTERED to vote at your present address?

100% Yes
0% No

RegPARTY. Are you currently registered as a Republican, a Democrat, an Independent, or as something else?

100% Democrat

RightDir. All in all, do you think things in Pennsylvania are generally headed in the right direction, or do you feel that things are off on the wrong track?

	Headed in Right Direction	Off on the Wrong Track	Don't know
May 2014	20%	72%	8%
Mar 2014	22%	66%	11%
Feb 2014	21%	68%	11%

MIP_PA. What do you think is the MOST IMPORTANT problem facing PENNSYLVANIA TODAY?

Feb 2014	Mar 2014	May 2014	
25%	32%	31%	Education, school
23%	23%	20%	Unemployment, personal finances
16%	10%	12%	Government, politicians
6%	5%	6%	Energy issues, gas prices
3%	5%	6%	Economy
5%	6%	5%	Taxes
3%	3%	4%	Healthcare, insurance
1%	3%	3%	Crime, drugs, violence, guns
4%	2%	3%	Roads, infrastructure
1%	2%	1%	Social issues
1%	1%	1%	Senior issues, social security
1%	1%	1%	Environment
0%	0%	1%	Welfare- over-reliance, abuse
0%	0%	1%	Values and morality
1%	0%	0%	Civil liberties
1%	0%	0%	Retaining, attracting businesses
1%	0%	0%	Housing, real estate
3%	3%	3%	Other
7%	6%	3%	Don't know

IntFav. Please let me know your opinion of some people involved in politics today. Is your opinion of [FILL name] favorable, unfavorable, undecided, or haven't you heard enough about [FILL name] to have an opinion? (rotated)

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
ROB McCORD						
May 2014	7%	15%	7%	7%	18%	46%
Mar 2014	5%	11%	1%	1%	11%	71%
Feb 2014	3%	5%	2%	1%	9%	81%
ALLYSON SCHWARTZ						
May 2014	12%	18%	7%	5%	16%	42%
Mar 2014	8%	17%	3%	3%	10%	60%
Feb 2014	10%	18%	3%	2%	8%	60%
TOM WOLF						
May 2014	20%	29%	4%	4%	22%	21%
Mar 2014	20%	25%	2%	1%	11%	41%
Feb 2014	20%	24%	2%	1%	7%	47%
KATIE McGINTY						
May 2014	6%	10%	3%	2%	15%	64%
Mar 2014	4%	10%	1%	2%	10%	73%
Feb 2014	1%	5%	2%	1%	5%	86%

Vote_May. Many people will vote in the primary election for Governor in May; however, many other people will not. What would you say are the chances of your voting in the May primary? Are you...

Feb 2014	Mar 2014	May 2014	
68%	70%	69%	Certain to vote
18%	18%	17%	Will you probably vote
10%	9%	7%	Are the chances fifty-fifty you will vote, or
4%	3%	7%	Don't you think that you will vote in the primary election
1%	1%	1%	Don't Know

Pol_Int. Some people do not pay much attention to political campaigns. How about you? Would you say that you are very much interested, somewhat interested, or not very interested in the 2014 elections?

May 2014	
47%	Very much interested
43%	Somewhat interested, or
9%	Not very interested in the 2014 elections
0%	Don't Know

Prim. When it comes to primary elections, do you...

	Always vote	Usually vote	Only sometimes vote	Rarely vote	Don't know
May 2014	52%	29%	13%	6%	1%
Mar 2014	52%	29%	14%	4%	0%
Feb 2014	55%	27%	13%	5%	0%

DemPrimG. If the Democratic primary election for governor were being held today and the candidates included (*rotated*), Rob McCord, Allyson Schwartz, Katie McGinty, and Tom Wolf, would you vote for ...

Feb 2014	Mar 2014	May 2014	
36%	33%	33%	Tom Wolf
9%	7%	14%	Allyson Schwartz
3%	6%	9%	Rob McCord
1%	4%	5%	Katie McGinty
2%	4%	1%	Some other candidate
48%	46%	39%	Don't Know

CertGov Are you absolutely CERTAIN you will vote for: [FILL preferred candidate=DemPrimG] in the election, or are you still making up your mind? (270 named candidate)

- 49% Absolutely certain
- 51% Still making up mind

LeanGov. As of today, do you lean more to... , , or are you leaning toward some other candidate? (206 no named candidate)

- 22% Tom Wolf
- 12% Allyson Schwartz
- 4% Rob McCord
- 2% Katie McGinty
- 6% Some other candidate
- 53% Aren't sure how you would vote, Don't Know

GovIss. What issue will be most important to you when considering which Democratic candidate for governor you support?

Feb 2014	Mar 2014	May 2014	
23%	31%	29%	Education
19%	19%	17%	Economy/Job Market
6%	6%	9%	Energy Issues - fracking
8%	5%	7%	Personal characteristic
7%	5%	5%	Taxes
4%	4%	4%	Healthcare
3%	5%	2%	Budget - pensions
1%	2%	2%	Social Issues
2%	1%	2%	Benefits for senior citizens
1%	0%	2%	Women's rights
3%	1%	1%	Equal rights/fairness
1%	0%	1%	Gun Control
1%	0%	1%	Infrastructure
1%	0%	1%	Minimum Wage
1%	1%	0%	Marijuana Legalization
0%	1%	2%	Nothing
4%	8%	5%	Other
14%	13%	11%	Don't Know

GovChar And what personal characteristic or quality are you most looking for in a candidate for governor?

Feb 2014	Mar 2014	May 2014	
35%	40%	41%	Honesty
11%	12%	10%	Caring – wants to help people; best interest of the people
12%	12%	9%	Integrity – strong character
4%	5%	4%	Trustworthy
1%	4%	3%	Effective
2%	2%	3%	Experienced
3%	2%	2%	Responsible - willingness to compromise
3%	1%	2%	Committed - to the state; to citizens
2%	1%	2%	Progressive
3%	0%	2%	Willingness to make tough choices
2%	0%	2%	Problem solver - creative
2%	3%	1%	Fairness
2%	2%	1%	Intelligent/intellectual
1%	2%	1%	Family oriented
1%	1%	1%	Understanding
1%	0%	1%	Well Spoken
0%	0%	1%	Acceptance
1%	0%	0%	Moderate/Center
1%	2%	2%	Nothing
5%	6%	9%	Other
8%	8%	6%	Do not know

GovAd1 Have you seen any commercials for the candidates for governor, or not?

	Yes	No	Don't know
May 2014	83%	17%	0%
Mar 2014	71%	28%	1%
Feb 2014	65%	34%	1%

GovAd2 Which candidate's commercials have you seen? (440 who have seen commercials)

Feb 2014	Mar 2014	May 2014	
88%	85%	93%	Tom Wolf
5%	42%	67%	Rob McCord
10%	7%	61%	Allyson Schwartz
3%	39%	44%	Katie McGinty
5%	10%	9%	Other candidate
21%	11%	9%	Don't Know

**Totals may exceed 100% because multiple responses were accepted*

GovDebate Have you watched any of the debates held among the candidates for governor, or not?

	Yes	No	Don't know
May 2014	6%	94%	0%
Mar 2014	4%	96%	0%
Feb 2014	4%	96%	1%

Intlss1. I'm going to read some issues that affect the state. Please tell me how important it is for the state's next governor to address each issue. Please give each issue a score between one and ten, where one means that it is NOT important at all and ten means it is VERY important. How important is it that the next governor ...

	Mean	SD
Helps create new jobs	9.2	1.3
Improves the state's economy	9.1	1.6
Increases funding for public schools	9.0	1.8
Protects the state's environment	8.6	1.8
Expands Medicaid to provide insurance coverage for low-income residents	8.2	2.3
Raises taxes and fees on natural gas drillers	8.2	2.4
Increases spending to repair existing roads, highways, and bridges	8.0	2.2
Creates more laws that regulate natural gas drilling	7.7	2.5
Reforms the state's pension system	7.4	2.5
Privatizes the state liquor stores	4.3	3.3
Privatizes the state lottery	3.1	2.8

ACA4. How much do you know about the healthcare reform law, the Affordable Care Act, that was passed by Congress in 2010...

	A great deal	A fair amount	Only a little	Nothing at all	Don't know
May 2014	21%	41%	30%	7%	1%

ACA5. Do you think that the passage of the Affordable Care Act will make the healthcare system better or worse for most Americans?

	Much better	Somewhat better	Somewhat worse	Much worse	Won't make much difference	Don't know
May 2014	36%	33%	8%	10%	1%	11%

ACA6. Do you think the Affordable Care Act should be repealed, or not?

	Yes	No	Don't know
May 2014	17%	74%	8%

DEMO I now have a final few questions for statistical purposes only.

CNTY. Region of state (What is the name of the county you live in?)

- 17% Philadelphia
- 13% Northeast
- 11% Allegheny
- 13% Southwest
- 8% Northwest
- 19% Central
- 20% Southeast

AGE. What was your age on your last birthday?

- 5% 18-24
- 9% 25-34
- 7% 35-44
- 14% 45-54
- 25% 55-64
- 40% 65 and older

EDUC. What was the highest grade level of schooling you have completed?

5% Non high school graduate
27% High school graduate or GED
12% Some college
11% Two-year or tech degree
23% Four year college degree
22% Post graduate degree

MAR. What is your CURRENT marital status...are you single, married, separated, divorced, or a widower?

24% Single, Never Married
58% Married
1% Separated
8% Divorced
8% Widow or widower

IDEO. Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

38% Liberal
39% Moderate
17% Conservative
5% Don't know

GUN. Are you a gun owner?

22% Yes
78% No

GUN2. Generally speaking, do you favor or oppose creating more laws that regulate gun ownership?

59% Strongly favor
14% Somewhat favor
7% Somewhat oppose
16% Strongly oppose
5% Don't know

Hisp. Are you Hispanic or Latino, or not?

3% Yes
97% No

RACE. Which of the following categories best describes your racial background?

84% White
16% Non-white

REL. Do you consider yourself to be Protestant, Catholic, some other religion, or not affiliated with any religion?

29% Protestant
30% Catholic
19% Some other religion
21% Not affiliated with any religion

BAC. Do you consider yourself to be a born-again Christian or fundamentalist, or not?

20% Yes
79% No
2% Don't know

WORK. Are you currently working fulltime, part-time, going to school, keeping house or something else?

40% Fulltime
8% Part-time
4% Going to school
4% Keeping house
3% Unemployed
5% Disabled
37% Retired

INC1. And, just for statistical purposes, we need to know if your total family income is above or below \$50,000 per year?

17% Under \$25,000
13% \$25-\$35,000
14% \$35-50,000
20% \$50-75,000
13% \$75-100,000
18% Over \$100,000
6% Don't know

DONE. Sex of respondent:

42% Male
58% Female