

FRANKLIN & MARSHALL

# Franklin & Marshall College Poll

## SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS

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## Key Findings

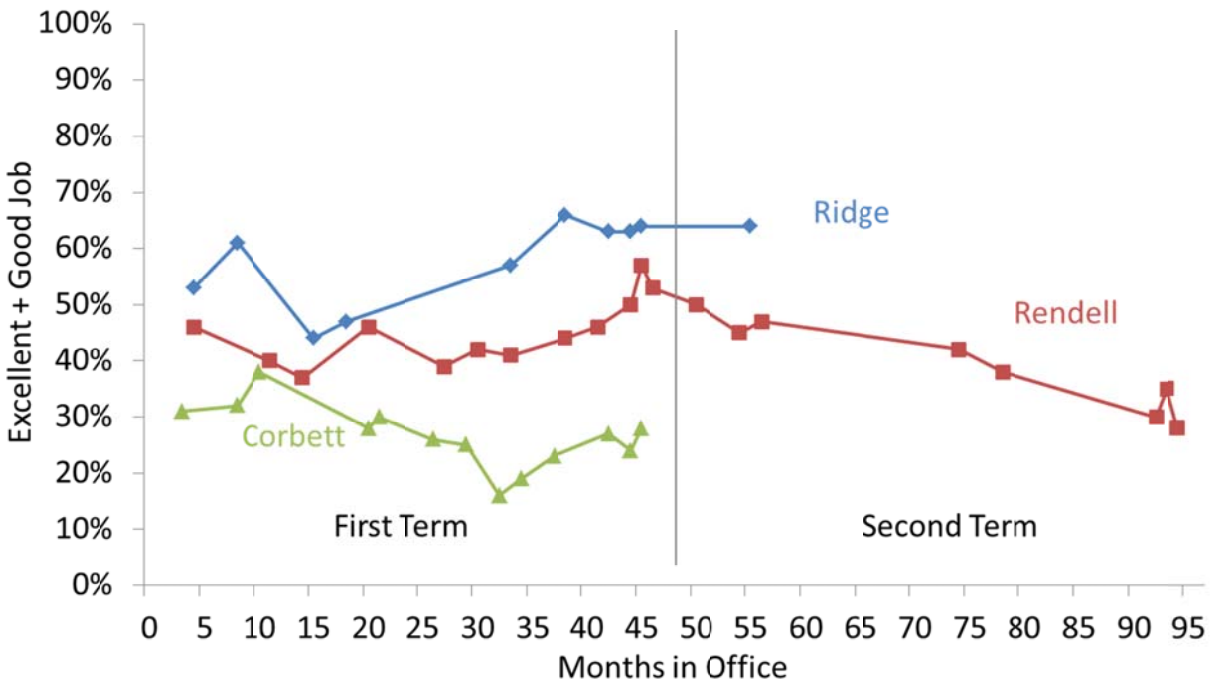
The September 2014 Franklin & Marshall College Poll of Pennsylvania registered voters shows that Tom Wolf maintains a sizable lead over Republican incumbent Tom Corbett. The survey finds Governor Corbett continues to trail his Democratic challenger Tom Wolf, 49% to 31%. Wolf's lead is similar among likely voters. As in prior surveys, a majority (60%) of registered voters continues to believe the state is "off on the wrong track" and only three in ten (30%) believe Governor Corbett has performed sufficiently well to deserve re-election. Most (84%) registered voters have seen advertising for the governor's race, but only one in ten (10%) say a commercial has changed their gubernatorial preference.

### ***The Governor's Race***

One in four (28%) registered Pennsylvania voters believes Governor Corbett is doing an "excellent" or "good" job as governor. His job performance ratings are much lower than either Governor Rendell or Governor Ridge at similar points in their first terms (see Figure 1). Half (50%) of Republicans rate his performance as "excellent" or "good." In addition, only three in ten (30%) voters believe Governor Corbett has performed sufficiently well to deserve re-election. Few Democrats (14%) or independent voters (27%) believe he deserves re-election, and about half (53%) of Republicans do. Governor Corbett's job approval (+11 points) and hard re-elect numbers (+7 points) are better among registered Republicans than they were in August.

**Figure 1: Comparison of Pennsylvania Governors' Job Performance Ratings**

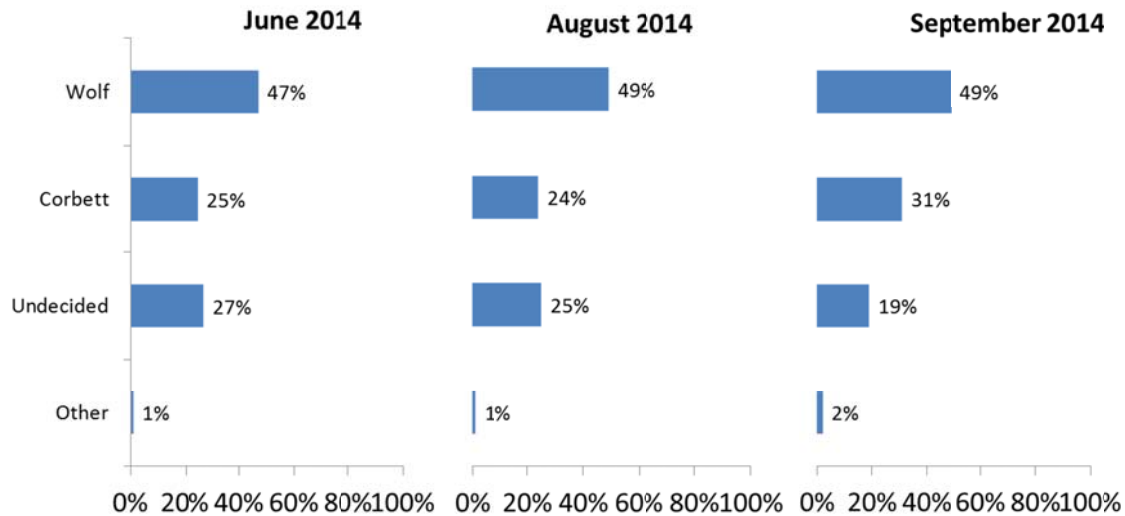
*How would you rate the way that [fill Governor] is handling his job as governor? Would you say he is doing... an excellent job, a good job, only a fair job, or a poor job as governor?*



Governor Corbett currently trails his Democratic opponent, Tom Wolf, by an 18-point margin, 49% to 31%, with about one in five (19%) voters still undecided in the race. Wolf’s lead is slightly larger, 54% to 33%, when voters who are leaning to a candidate are included. Figure 2 shows registered voters’ preference in the June, August, and September surveys. Tom Wolf holds an advantage in most demographic subgroups and in all regions of the state (see Attachment A). More Republicans say they intend to vote for Governor Corbett now than said so in August (62% compared to 48% in August).

**Figure 2: Pennsylvania Gubernatorial Race, June, August, and September 2014**

*If the 2014 election for Governor were being held today and the candidates included (rotated) Tom Corbett, the Republican and Tom Wolf, the Democrat, would you vote for Tom Corbett, Tom Wolf, or aren't you sure how you would vote?*



Likely voter models using past voting history from election records or self-described likelihood of voting show similar outcomes at this point in the race. The various turnout models show a Wolf lead that ranges from 18 to 21 points (see Table 1).

**Table 1. Pennsylvania Gubernatorial Preference, September 2014**

		Historical Likely Voters <sup>1</sup>	Self-reported Likely Voters <sup>2</sup>	All Registered Voters
<b>Voter preference, no leaners</b>	Tom Corbett	34%	34%	31%
	Tom Wolf	53%	54%	49%
	Other	2%	1%	2%
	Undecided	12%	12%	19%
<b>Voter preference with leaners</b>	Tom Corbett	36%	37%	33%
	Tom Wolf	57%	57%	54%
	Other	2%	2%	4%
	Undecided	4%	5%	9%
<b>Wolf Advantage, no leaners</b>		19%	20%	18%
<b>Wolf Advantage, with leaners</b>		21%	20%	21%
<b>Estimated Sample Error</b>		6.0% (n=257)	6.4% (n=231)	4.3% (N=520)

<sup>1</sup>Based on past five general elections

<sup>2</sup>Very interested and certain to vote

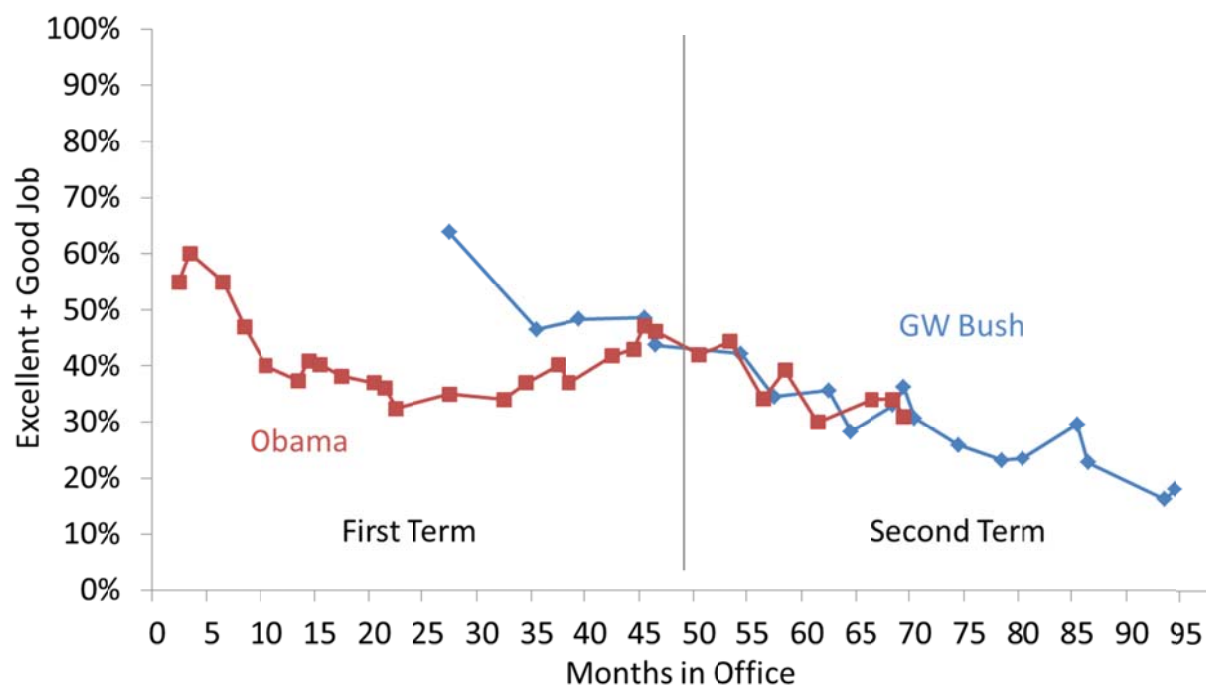
More than four in five (84%) registered voters have seen a candidate commercial for governor and most of these (90%) people have seen both candidates' commercials. Only one in ten (10%) registered voters says a commercial has changed their preference in the gubernatorial race. The survey tested voters' beliefs about the truthfulness of seven advertising claims made by the candidates and other groups. Many voters are unsure about many of the advertising claims, although the most believed claims are that Tom Wolf is a successful businessman (81%) and that Governor Corbett raised state taxes and fees (66%).

## President Obama's Job Performance

One in three (31%) registered Pennsylvania voters believe President Obama is doing an “excellent” or “good” job as President, which is about the same as in the August survey. Only half (51%) of the state’s registered Democrats provide the president with a favorable job performance rating, and only one in four (22%) independents do. President Obama’s job performance ratings are similar to President Bush’s ratings in Pennsylvania at a similar point in his presidency (Figure 3).

**Figure 3: Comparison of Presidential Job Performance Ratings, Pennsylvania**

*How would you rate the way that [fill President] is handling his job as President? Would you say he is doing... an excellent job, a good job, only a fair job, or a poor job as President?*



## ***The Electoral Context in Pennsylvania***

Comparing 2014 electoral indicators to indicators from the prior two gubernatorial elections in Pennsylvania provides some context about what might be expected this year. In the 2006 election, Democrats retained the governor's office, defeated an incumbent Republican US senator, and picked up four US house seats held by Republicans in a year that showed many favorable indicators for them. Conversely, in 2010 these electoral indicators showed Republicans had a real advantage and Republicans won the governor's office, a US Senate seat, and 12 of 19 US House seats.

These electoral indicators show no clear advantage for either party compared to these prior elections. Pessimism about the direction of the state is greater than 2006, but about the same as 2010. The job performance ratings for the incumbent governor are lower than 2006 or 2010. Both of these indicators favor Democrats since the incumbent governor is a Republican. On the other hand, the incumbent president's popularity is similar to both years, which was an advantage for Democrats in 2006 but a disadvantage in 2010. President Obama's relatively low approval ratings could hurt Democrats this year. At the moment, which party has an advantage in voter interest and turnout is still unclear; although, some indicators are showing changes that could favor Republicans (see Table 2).



**Table 2. Selected Pennsylvania Election Indicators by Registered Voters 2006, 2010, and 2014**

	Aug 2006	Sept 2006	Oct 2006	Aug 2010	Sept 2010	Oct 2010	Aug 2014	Sep 2014
Pennsylvania headed in right direction	50%	52%	47%	30%	31%	27%	27%	29%
Most important problem	Taxes Economy	--	--	Economy	Economy	Economy	Education	Education
Presidential job approval rating (% excellent + good)	Bush: 33%	Bush: 36%	Bush: 31%	Obama: 37%	Obama: 36%	Obama: 32%	Obama: 34%	Obama: 31%
Governor's job approval rating (% excellent + good)	Rendell: 50%	Rendell: 57%	Rendell: 53%	Rendell: 30%	Rendell: 35%	Rendell: 28%	Corbett: 24%	Corbett: 27%
Generic ballot (Democrat candidate % - Republican candidate %)	+7 D	--	--	+4 D	+3 D	+4 R	+6 D	+4 D
Party Identification (Democrat ID % - Republican ID %)	+6 D	+4 D	+5 D	+7 D	+2 R	+2 R	+8 D	+6 D
Party Identification (% Independent ID)	5%	5%	6%	13%	13%	12%	9%	10%
% Very interested and certain to vote (Democrat registration % - Republican registration %)	+2% D	+1% D	+1% D	+8% R	+10% R	+13% R	+4 D*	+1 R

Note: Table displays registered voters.

\*Republicans held a +2 advantage if likely voters are calculated using historical voting history (voted in four of last five general elections).

## Methodology

The survey findings presented in this release are based on the results of interviews conducted September 15 - 22, 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 520 Pennsylvania registered voters, including 245 self-identified Democrats, 212 self-identified Republicans, and 52 self-identified Independents. The sample of registered voters was obtained from Labels & Lists. Survey results were weighted (gender, region and party registration) 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

## Gubernatorial Election: Pennsylvania Registered Voters September 2014

If the 2014 election for GOVERNOR were being held today and the candidates included (*rotated*) Tom Corbett, the Republican and Tom Wolf, the Democrat, would you vote for Tom Corbett, Tom Wolf, or aren't you sure how you would vote?

	Tom Corbett	Tom Wolf	Some other candidate	Do not know
<b>Political party*</b>				
Republican	62%	18%	1%	19%
Democrat	10%	73%	1%	16%
Independent or something else	23%	46%	4%	27%
<b>Ideology*</b>				
Extremely liberal	2%	88%	0%	10%
Slightly liberal	6%	79%	0%	14%
Moderate	19%	57%	2%	21%
Slightly conservative	47%	29%	2%	21%
Extremely conservative	71%	14%	0%	15%
<b>Gender*</b>				
Male	39%	43%	2%	16%
Female	24%	55%	1%	20%
<b>Age*</b>				
Under 35	20%	47%	0%	33%
35-54	31%	42%	5%	22%
Over 55	32%	52%	0%	15%
<b>Education</b>				
HS or less	33%	47%	3%	17%
Some college	32%	42%	2%	24%
College degree	29%	55%	1%	16%
<b>Income**</b>				
Under 35	25%	47%	0%	29%
35-75	31%	51%	3%	16%
Over 75	36%	49%	1%	14%
<b>Race*</b>				
White	33%	48%	2%	17%
Nonwhite	9%	65%	0%	26%
<b>Marital Status**</b>				
Single, Never Married	15%	61%	0%	24%
Married	34%	47%	2%	17%
Not currently married	32%	45%	1%	21%
<b>Religious Affiliation*</b>				
Protestant	34%	47%	2%	17%
Catholic	37%	41%	1%	21%
Other, unaffiliated	18%	62%	2%	18%
<b>Born Again Christian or Fundamentalist</b>				
Yes	38%	40%	3%	19%
No	28%	53%	1%	18%
<b>Gun Owner*</b>				
Yes	43%	35%	2%	20%
No	23%	58%	2%	18%
<b>Region</b>				
Philadelphia	12%	71%	3%	14%
Northeast	30%	46%	2%	22%
Allegheny	31%	49%	0%	20%
Southwest	29%	44%	2%	24%
Northwest	36%	47%	0%	17%
Central	36%	41%	3%	20%
Southeast	32%	53%	1%	14%
<b>Employment**</b>				
Fulltime	34%	45%	4%	18%
Other	26%	50%	0%	25%
Retired	31%	54%	1%	15%

\* p<0.01 \*\* p<0.05

# Attachment B

## Job Performance: President Obama, Pennsylvania August 2014

How would you rate the way that Barack Obama is handling his job as president? Would you say he is doing an...

	Excellent/Good	Only Fair/Poor	Do Not Know
<b>Political party*</b>			
Republican	7%	93%	0%
Democrat	52%	46%	2%
Independent or something else	22%	78%	0%
<b>Ideology*</b>			
Extremely liberal	66%	31%	3%
Slightly liberal	56%	44%	0%
Moderate	37%	62%	1%
Slightly conservative	9%	90%	1%
Extremely conservative	8%	92%	0%
<b>Gender**</b>			
Male	26%	73%	1%
Female	36%	63%	1%
<b>Age</b>			
Under 35	45%	55%	0%
35-54	25%	74%	1%
Over 55	31%	67%	1%
<b>Education**</b>			
HS or less	27%	72%	2%
Some college	24%	75%	1%
College degree	38%	61%	1%
<b>Income</b>			
Under 35	35%	65%	0%
35-75	28%	70%	2%
Over 75	28%	71%	1%
<b>Race*</b>			
White	28%	71%	1%
Nonwhite	62%	35%	2%
<b>Marital Status*</b>			
Single, Never Married	50%	50%	0%
Married	27%	72%	1%
Not currently married	30%	68%	1%
<b>Religious Affiliation*</b>			
Protestant	30%	70%	1%
Catholic	23%	77%	0%
Other, unaffiliated	43%	54%	3%
<b>Born Again Christian or Fundamentalist</b>			
Yes	26%	72%	2%
No	34%	65%	0%
<b>Gun Owner*</b>			
Yes	20%	80%	0%
No	38%	61%	2%
<b>Region*</b>			
Philadelphia	65%	32%	3%
Northeast	29%	70%	2%
Allegheny	32%	65%	2%
Southwest	20%	80%	0%
Northwest	24%	76%	0%
Central	23%	77%	0%
Southeast	35%	64%	1%
<b>Employment</b>			
Fulltime	26%	73%	1%
Other	37%	62%	1%
Retired	33%	67%	1%

\* 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?

37% Republican  
50% Democrat  
11% Independent  
2% Something else

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
<b>Sept 2014</b>	<b>29%</b>	<b>60%</b>	<b>11%</b>
Aug 2014	27%	61%	13%
Jun 2014	30%	59%	11%
Jan 2014	25%	62%	13%
Oct 2013	25%	61%	13%
Aug 2013	26%	62%	12%
May 2013	28%	58%	13%
Aug 2012	31%	56%	13%
June 2012	30%	57%	13%
Feb 2012	31%	56%	13%
Jan 2012	38%	47%	15%
Oct 2011	38%	49%	13%
Aug 2011	34%	53%	13%
Mar 2011	37%	53%	10%
Oct 2010	27%	64%	9%
Sep 2010	31%	59%	10%
Aug 2010	30%	58%	12%
May 2010	35%	55%	10%
Mar 2010	32%	58%	10%
Feb 2010	37%	50%	13%
Jan 2010	39%	53%	8%

MIP\_PA. What do you think is the MOST IMPORTANT problem facing PENNSYLVANIA TODAY?

Aug 2006*	Aug 2007*	Oct 2010	Aug 2011	Aug 2012*	May 2013*	Aug 2013*	Oct 2013*	Jan 2014*	Jun 2014*	Aug 2014*	Sept 2014*	
10%	10%	4%	12%	13%	17%	23%	21%	19%	23%	29%	<b>30%</b>	Education, school
0%	0%	17%	38%	30%	11%	21%	17%	26%	21%	16%	<b>16%</b>	Unemployment, personal finances
7%	9%	14%	11%	15%	16%	16%	17%	11%	15%	14%	<b>13%</b>	Government, politicians
18%	12%	8%	5%	4%	7%	5%	8%	11%	9%	10%	<b>11%</b>	Taxes
17%	15%	39%	9%	12%	18%	7%	5%	5%	5%	3%	<b>4%</b>	Economy
4%	2%	1%	2%	1%	3%	1%	1%	1%	1%	1%	<b>4%</b>	Senior issues, social security
2%	1%	0%	3%	3%	4%	3%	4%	2%	5%	5%	<b>3%</b>	Energy issues, gas prices
7%	10%	7%	2%	3%	3%	6%	8%	4%	3%	2%	<b>2%</b>	Healthcare, insurance
1%	7%	1%	3%	2%	2%	3%	4%	3%	5%	3%	<b>2%</b>	Roads, infrastructure
1%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	<b>2%</b>	Welfare
0%	0%	0%	0%	2%	1%	2%	2%	1%	1%	0%	<b>1%</b>	Civil liberties
8%	11%	1%	1%	2%	3%	3%	2%	1%	1%	2%	<b>1%</b>	Crime, drugs, violence, guns
2%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>1%</b>	Foreign policy, terrorism, war
1%	2%	1%	0%	2%	1%	0%	1%	1%	1%	0%	<b>1%</b>	Retaining, attracting businesses
1%	1%	0%	1%	1%	1%	1%	0%	2%	1%	1%	<b>1%</b>	Values, morals
2%	1%	2%	2%	1%	1%	0%	1%	1%	1%	1%	<b>0%</b>	Environment
4%	1%	0%	1%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Gambling, slot machines
0%	0%	0%	2%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Housing, real estate
1%	2%	0%	0%	0%	0%	0%	0%	0%	0%	1%	<b>0%</b>	Immigration
1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Legislative pay raise
0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	1%	<b>0%</b>	Personal illness, health problems
0%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Population loss
1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Population, urban sprawl
0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>	Public transportation
2%	2%	1%	2%	1%	1%	1%	1%	1%	1%	0%	<b>0%</b>	Social issues
5%	5%	1%	1%	2%	1%	1%	3%	2%	2%	4%	<b>3%</b>	Other
8%	7%	3%	6%	6%	8%	5%	7%	8%	7%	8%	<b>6%</b>	Don't know

*\*Question asked of registered respondents only*

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
<b>TOM CORBETT</b>						
Sept 2014	9%	16%	15%	35%	15%	9%
Aug 2014	8%	16%	17%	39%	13%	8%
Jun 2014	8%	19%	15%	34%	15%	9%
Jan 2014	6%	18%	16%	32%	18%	11%
Oct 2013	5%	18%	16%	36%	15%	11%
Aug 2013	6%	18%	14%	32%	14%	17%
May 2013	7%	22%	12%	34%	16%	10%
Feb 2013	7%	18%	18%	25%	19%	12%
Sep 2012	13%	17%	13%	29%	14%	14%
Aug 2012	7%	25%	15%	27%	14%	13%
June 2012	7%	25%	14%	25%	15%	14%
Jan 2012	6%	23%	15%	17%	18%	20%
Mar 2011	14%	19%	8%	15%	24%	21%
Oct 2010	17%	18%	8%	9%	17%	31%
Sep 2010	12%	15%	5%	5%	17%	45%
Aug 2010	8%	19%	7%	8%	19%	40%
May 2010	7%	17%	5%	5%	17%	49%
Mar 2010	8%	14%	4%	3%	17%	54%
<b>TOM WOLF</b>						
Sept 2014	19%	21%	9%	13%	18%	21%
Aug 2014	18%	19%	7%	10%	22%	24%
Jun 2014	15%	20%	5%	7%	20%	32%

Vote\_Nov. Many people will vote in the election for governor and congress in November, however, many other people will not. What would you say are the chances you will vote in the November election? Are you certain to vote, will you probably vote, are the chances fifty-fifty you will vote, OR don't you think that you will vote in the November election?

	Certain to vote	Will probably vote	Chances 50-50 will vote	Don't think will vote	Don't know
Sept 2014	82%	11%	5%	2%	0%
Aug 2014	80%	14%	5%	2%	0%
Jun 2014	78%	14%	5%	2%	1%

Pol\_Int. Some people don't 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?

	Very much interested	Somewhat interested	Not very interested	Don't know
Sept 2014	48%	42%	10%	0%
Aug 2014	47%	41%	12%	1%
Jun 2014	43%	46%	10%	1%

Mid\_Term. When it comes to elections for governor, do you always vote, do you usually vote, do you only sometimes vote, or do you rarely vote?

	<b>Always vote</b>	<b>Usually vote</b>	<b>Sometimes vote</b>	<b>Rarely vote</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>70%</b>	<b>18%</b>	<b>8%</b>	<b>4%</b>	<b>0%</b>
Aug 2014	68%	20%	8%	3%	1%
Jun 2014	70%	19%	6%	5%	0%

Vot10. Did you vote in the last election for governor in Pennsylvania in 2010, or not?

	<b>Yes</b>	<b>No</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>87%</b>	<b>10%</b>	<b>3%</b>
Aug 2014	84%	13%	3%
Jun 2014	85%	12%	3%

Vote\_Gov. If the 2014 election for GOVERNOR were being held today and the candidates included (*rotated*) Tom Corbett, the Republican and Tom Wolf, the Democrat, would you vote for Tom Corbett, Tom Wolf, or aren't you sure how you would vote?

	<b>Tom Corbett</b>	<b>Tom Wolf</b>	<b>Other</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>31%</b>	<b>49%</b>	<b>2%</b>	<b>19%</b>
Aug 2014	24%	49%	1%	25%
Jun 2014	25%	47%	1%	27%

Cert\_Gov. Are you absolutely CERTAIN you will vote FOR [fill Gov] in the election, or are you still making up your mind?

	<b>Certain to vote</b>	<b>Still making up mind</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>77%</b>	<b>22%</b>	<b>1%</b>
Aug 2014	78%	22%	0%
Jun 2014	76%	24%	0%

Lean\_Gov. As of today, do you lean more to (*rotated*) Tom Corbett, Tom Wolf, or are you leaning toward some other candidate? (*100 registered voters unsure how they would vote*)

	<b>Tom Corbett</b>	<b>Tom Wolf</b>	<b>Other</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>14%</b>	<b>29%</b>	<b>11%</b>	<b>46%</b>
Aug 2014	13%	28%	9%	50%
Jun 2014	20%	16%	3%	62%



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

Jun 2014	Aug 2014	Sept 2014	
22%	22%	<b>26%</b>	Education
13%	12%	<b>14%</b>	Economy/Job Market
10%	19%	<b>13%</b>	Taxes
10%	9%	<b>9%</b>	Personal characteristic
8%	8%	<b>7%</b>	Budget - pensions
6%	4%	<b>6%</b>	Energy Issues - fracking
5%	2%	<b>2%</b>	Social Issues
1%	2%	<b>1%</b>	Benefits for senior citizens
0%	1%	<b>1%</b>	Gun control
3%	2%	<b>1%</b>	Healthcare
1%	0%	<b>0%</b>	Equal rights/fairness
2%	2%	<b>3%</b>	Nothing
6%	6%	<b>7%</b>	Other
13%	14%	<b>10%</b>	Don't Know

GovWin Regardless of how you plan to vote, who do you think will win the 2014 election for Pennsylvania governor, Tom Corbett or Tom Wolf?

	Tom Corbett	Tom Wolf	Other	Don't know
<b>Sept 2014</b>	<b>20%</b>	<b>58%</b>	<b>2%</b>	<b>21%</b>
Aug 2014	21%	51%	0%	28%
Jun 2014	19%	54%	0%	27%

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

	Yes	No	Don't know
<b>Sept 2014</b>	<b>84%</b>	<b>15%</b>	<b>1%</b>
Aug 2014	83%	16%	1%

GovAd2 Which candidate's commercials have you seen? (437 who have seen commercials)

Aug 2014	Sept 2014	
82%	<b>90%</b>	Both
12%	<b>6%</b>	Tom Wolf
4%	<b>3%</b>	Tom Corbett
2%	<b>2%</b>	Don't know

GovAd3C. What, if anything, do you remember MOST about the ads you've seen about Tom CORBETT? (402 who have seen commercials)

Aug 2014	Sept 2014	
9%	<b>11%</b>	Dishonest, unbelievable, inaccurate
8%	<b>11%</b>	Negative ad: in general, mudslinging, name calling
4%	<b>10%</b>	Education: Budget cuts
4%	<b>9%</b>	Education: Corbett improved, supports
18%	<b>9%</b>	Negative ad: attacking Wolf
4%	<b>6%</b>	Education: Funding, in general
1%	<b>5%</b>	Rebuttals to Wolfs campaign
6%	<b>4%</b>	Gas/Drilling Companies: paying taxes, leniency
6%	<b>3%</b>	Record as Governor, accomplishments
1%	<b>2%</b>	Honest, factual
0%	<b>2%</b>	Negative ad: attacking Corbett
3%	<b>2%</b>	Positive ad: in general
1%	<b>2%</b>	Taxes: has not raised
6%	<b>2%</b>	Wolf moving business to Delaware/out of state; avoiding taxes
0%	<b>1%</b>	Cares about PA, wants what is best
0%	<b>1%</b>	Family
1%	<b>1%</b>	Jobs: creation
0%	<b>1%</b>	Jobs: ignoring, neglecting
0%	<b>1%</b>	Pension reform
0%	<b>1%</b>	Plans for future
3%	<b>1%</b>	Taxes: raised, will raise
1%	<b>0%</b>	Down to earth, one of us
1%	<b>0%</b>	Friend of big business
2%	<b>0%</b>	He is trying
1%	<b>0%</b>	Headed in right direction
1%	<b>0%</b>	Jeep and truck
1%	<b>0%</b>	Taxes: in general
2%	<b>1%</b>	Nothing
9%	<b>9%</b>	Other
24%	<b>22%</b>	Do not know

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

GovAd3W. What, if anything, do you remember MOST about the ads you've seen about Tom WOLF? (417 who have seen commercials)

Aug 2014	Sept 2014	
10%	<b>15%</b>	Gas/Drilling Companies: paying taxes, leniency
13%	<b>10%</b>	Business background, business minded
4%	<b>10%</b>	Negative ad: attacking Corbett
4%	<b>7%</b>	Education: Funding, in general
6%	<b>6%</b>	Dishonest, unbelievable, inaccurate
4%	<b>6%</b>	Negative ad: in general, mudslinging, name calling
3%	<b>5%</b>	Down to earth, one of us
3%	<b>5%</b>	Support middle-class, working people
15%	<b>5%</b>	Wolf moving business to Delaware/out of state; avoiding taxes
3%	<b>4%</b>	Plans for future
3%	<b>3%</b>	Honest, factual
2%	<b>3%</b>	Jeep and truck
2%	<b>3%</b>	Jobs: creation
7%	<b>3%</b>	Positive ad: in general
6%	<b>3%</b>	Rebuttals to Corbett's campaign
3%	<b>3%</b>	Taken care of his employees
3%	<b>3%</b>	Taxes: raised, will raise
1%	<b>2%</b>	Education: Budget cuts
3%	<b>2%</b>	Family
2%	<b>2%</b>	Taxes: in general
1%	<b>1%</b>	Care about PA, wants what is best
1%	<b>1%</b>	Financial issues
0%	<b>1%</b>	Headed in right direction
0%	<b>1%</b>	Jobs: ignoring, neglecting
3%	<b>1%</b>	Negative ad: attacking Wolf
1%	<b>0%</b>	Education: Corbett improved, supports
1%	<b>2%</b>	Nothing
11%	<b>8%</b>	Other
17%	<b>15%</b>	Do not know

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

GovAd4. Have any of the commercials you've seen changed your mind about which candidate you will vote for?

	Yes	No	Don't know
<b>Sept 2014</b>	<b>10%</b>	<b>89%</b>	<b>2%</b>

IntGovAd5. Both campaigns have made many claims about the candidates for governor. Do you think it is true or not true that...

	True	Not true	Don't know
Tom Wolf is planning to raise state income taxes for middle class voters	35%	25%	40%
Tom Wolf paid a lower federal income tax rate than the average state taxpayer	44%	15%	41%
Tom Wolf moved his company to Delaware to avoid state taxes	33%	28%	39%
Tom Corbett cut state education funding by \$1 billion dollars	50%	26%	23%
Tom Corbett raised some state taxes and fees	66%	10%	24%
Tom Wolf is a successful business owner	81%	2%	18%
Tom Corbett does not support an extraction tax on shale-gas companies	63%	12%	25%

Rate\_Gov. How would you rate the way that Tom Corbett is handling his job as Governor? Would you say he is doing an...

	Excellent Job	Good Job	Only a Fair Job	Poor Job	Don't Know
<b>Sept 2014</b>	<b>2%</b>	<b>26%</b>	<b>39%</b>	<b>31%</b>	<b>2%</b>
Aug 2014	2%	22%	39%	33%	4%
Jun 2014	3%	23%	39%	31%	4%
Jan 2014	2%	21%	42%	30%	5%
Oct 2013	1%	18%	39%	37%	4%
Aug 2013	1%	15%	43%	33%	7%
May 2013	3%	22%	39%	32%	5%
Feb 2013	2%	24%	41%	26%	6%
Sep 2012	4%	26%	36%	28%	6%
Aug 2012	3%	25%	40%	26%	6%
Oct 2011	5%	33%	43%	11%	8%
Aug 2011	6%	26%	46%	14%	9%
Mar 2011	5%	26%	39%	13%	18%

WhyRGpos Why do you believe Governor Corbett has done [an excellent/a good] job as governor? (142 registered voters)

Jan 2014	Jun 2014	Aug 2014	Sept 2014	
15%	15%	14%	<b>21%</b>	Fiscally responsible budgeting
12%	23%	18%	<b>21%</b>	Improved economy; looking out for business; created jobs; lowering taxes
18%	17%	10%	<b>14%</b>	Positive opinion, reputation; read or heard positive things; in general
15%	12%	7%	<b>11%</b>	Addressing problems
7%	9%	11%	<b>11%</b>	Pennsylvania is doing well; moving in right direction
4%	10%	13%	<b>8%</b>	True to self, not easily influenced or intimidated
11%	11%	9%	<b>4%</b>	Doing the best he can
3%	2%	0%	<b>1%</b>	Attempting to reduce the size of the government
11%	5%	4%	<b>1%</b>	Trying to improve state in general, overall
1%	2%	0%	<b>0%</b>	Environmentally conscious
7%	13%	16%	<b>18%</b>	Other
20%	15%	15%	<b>10%</b>	Don't know

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

WhyRGneg Why do you believe Governor Corbett has done [only a fair/a poor] job as governor?  
(364 registered voters)

Jan 2014	Jun 2014	Aug 2014	Sept 2014	
19%	27%	30%	<b>25%</b>	Education issues: cuts, teacher evaluations
13%	13%	12%	<b>9%</b>	Economic issues: Budgeting problems, Spending priorities, Unemployment
11%	7%	4%	<b>9%</b>	Negative opinion, reputation; in general; many issues unspecified
3%	7%	17%	<b>8%</b>	Fracking, Natural Gas Drilling: Has not implemented taxes on drilling
10%	9%	9%	<b>8%</b>	No real change in state; has not made improvements; headed in wrong direction
4%	8%	8%	<b>7%</b>	Raised taxes
6%	5%	7%	<b>6%</b>	Relationship with big business: Looking out for big business; lobbyist
4%	4%	4%	<b>5%</b>	Healthcare policies: people loosing healthcare, not accepting Affordable Health Care act
6%	7%	7%	<b>5%</b>	Personal agenda: out for personal gain, does not listen to voters, out of touch with constituents
3%	5%	4%	<b>4%</b>	Disagree with ideology, stance, proposals
5%	5%	4%	<b>3%</b>	Lack of follow through: campaign promises, stated agenda
3%	3%	7%	<b>2%</b>	Does not show good/effective leadership qualities
3%	2%	2%	<b>2%</b>	Has not improved infrastructure: roads, bridges
2%	1%	2%	<b>2%</b>	Pension and retirements cuts
2%	2%	1%	<b>2%</b>	Untrustworthy
1%	0%	1%	<b>1%</b>	Corruption within state government
5%	9%	0%	<b>1%</b>	Fracking, Natural Gas Drilling: Support for, policies on
2%	1%	2%	<b>1%</b>	Lack of environmental concern
3%	4%	2%	<b>1%</b>	Penn State scandal
9%	3%	4%	<b>1%</b>	Priorities: focused on wrong issues; priorities in the wrong places
2%	0%	1%	<b>1%</b>	Privatization: in general, not specified, other than listed
4%	3%	1%	<b>1%</b>	Privatization: liquor stores
1%	3%	1%	<b>1%</b>	Too political
2%	1%	0%	<b>1%</b>	Voter ID law, keeping people from the polls
1%	1%	0%	<b>0%</b>	Easily swayed
5%	1%	0%	<b>0%</b>	Privatization: lottery
0%	0%	0%	<b>1%</b>	Nothing
10%	13%	11%	<b>16%</b>	Other
9%	10%	10%	<b>9%</b>	Don't know

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

DesREGov. Do you believe that Tom Corbett has done a good enough job as Governor to deserve re-election, or do you believe it is time for a change?

	Deserves re-election	Time for a change	Don't know
<b>Sept 2014</b>	<b>30%</b>	<b>62%</b>	<b>9%</b>
Aug 2014	26%	64%	10%
Jun 2014	26%	62%	13%
Jan 2014	23%	63%	13%
Oct 2013	20%	67%	14%
Aug 2013	20%	69%	11%
May 2013	25%	64%	11%

GenBalH. If the 2014 elections for the United States House of Representatives were being held today, would you vote for (the Republican Party's candidate or the Democratic Party's candidate) for the House in your district?

	Republican Party's Candidate	Democratic Party's Candidate	Other Candidate	Don't know
<b>Sept 2014</b>	<b>36%</b>	<b>40%</b>	<b>0%</b>	<b>24%</b>
Aug 2014	33%	39%	0%	28%
Jun 2014	34%	38%	0%	29%

RatePres. How would you rate the way that Barack Obama is handling his job as president? Would you say he is doing... an excellent job, a good job, only a fair job, or a poor job as President?

	Excellent job	Good job	Only a fair job	Poor job	Don't know
<b>Sept 2014</b>	<b>6%</b>	<b>25%</b>	<b>25%</b>	<b>43%</b>	<b>1%</b>
Aug 2014	7%	27%	28%	37%	1%
Jun 2014	7%	27%	22%	42%	1%
Jan 2014	6%	24%	31%	37%	1%
Oct 2013	11%	28%	21%	39%	1%
Aug 2013	8%	26%	23%	42%	1%
May 2013	14%	30%	22%	33%	1%
Feb 2013	14%	28%	23%	34%	1%
Oct 2012	17%	29%	20%	33%	1%
Sep 2012	18%	29%	19%	33%	0%
Aug 2012	12%	31%	23%	33%	1%
June 2012	13%	29%	30%	28%	1%
Feb 2012	11%	26%	29%	35%	0%
Jan 2012	9%	31%	29%	30%	0%
Oct 2011	9%	28%	31%	32%	1%
Aug 2011	9%	25%	33%	33%	1%
Mar 2011	7%	28%	30%	34%	1%
Oct 2010	8%	24%	31%	36%	1%
Sep 2010	10%	26%	33%	30%	0%
Aug 2010	9%	28%	28%	35%	1%
May 2010	14%	24%	32%	29%	1%
Mar 2010	12%	28%	27%	32%	1%
Feb 2010	12%	29%	32%	27%	0%
Jan 2010	11%	27%	32%	29%	1%
Oct 2009	17%	23%	31%	28%	1%
Aug 2009	14%	33%	29%	24%	0%
Jun 2009	20%	35%	25%	19%	1%
Mar 2009	23%	37%	22%	14%	4%
Feb 2009	25%	30%	23%	13%	9%

Tufts1. Democrats and Republicans in Washington are debating the minimum wage. The minimum wage is presently \$7.25 an hour and Republicans in Congress would like to keep it there. President Obama has proposed that the minimum wage be set at \$10.10. Ideally, where do you think the minimum wage should be set?

\$7.25	11%
\$7.95	6%
The midpoint, \$8.65	27%
\$9.35	14%
\$10.10	36%
Don't know	5%

Tufts2. Suppose that you were the [Democrat/Republican] responsible for negotiating the final minimum wage rate. Would you stay at [Tufts1 choice], or would you be willing to compromise at [amount lower than choice in Tufts1 for Democrats] / [amount higher than choice in Tufts1 for Republicans]?

\$7.25	0%
\$7.95	10%
The midpoint, \$8.65	12%
\$9.35	22%
\$10.10	3%
Stay with [Tufts1 choice]	48%
Don't know	5%

Tufts3. Democrats and Republicans in Washington are debating the federal income tax rate for the wealthy. The top upper-income tax rate is presently around 40 percent. The Democrats in Congress would like to keep it there. Republicans in Congress have proposed that the upper-income tax rate be set at 36 percent. Ideally, where do you think the upper-income tax rate should be set? Should it be set at 36 percent, 37 percent, the midpoint 38 percent, 39 percent, or 40 percent?

36 percent	21%
37 percent	3%
The midpoint, 38 percent	12%
39 percent	3%
40 percent	54%
Don't know	7%

Tufts4. Recalling that the range currently being debated is 36 to 40 percent, if you were the [Democrat/Republican] responsible for negotiating the income tax rate for the wealthy, where would you be willing to set that income tax rate?

36 percent	2%
37 percent	5%
The midpoint, 38 percent	17%
39 percent	13%
40 percent	3%
Stay with [Tufts3 choice]	56%
Don't know	3%

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?)

10%	Philadelphia
12%	Northeast
9%	Allegheny
11%	Southwest
9%	Northwest
26%	Central
23%	Southeast

AGE. What was your age on your last birthday?

3%	18-24
6%	25-34
9%	35-44
17%	45-54
24%	55-64
42%	65 and older

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

4%	Non high school graduate
26%	High school graduate or GED
14%	Some college
14%	Two-year or tech degree
25%	Four year college degree
18%	Post graduate degree

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

67%	Married
15%	Single, Never Married
9%	Widow or widower
8%	Divorced
1%	Separated



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

	<b>Liberal</b>	<b>Moderate</b>	<b>Conservative</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>22%</b>	<b>36%</b>	<b>38%</b>	<b>5%</b>
Aug 2014	20%	39%	36%	5%
Jun 2014	26%	36%	34%	5%
Jan 2014	24%	43%	28%	5%
Oct 2013	24%	39%	31%	6%
Aug 2013	22%	42%	33%	3%
May 2013	24%	39%	31%	6%
Feb 2013	26%	36%	35%	3%
Oct 2012	22%	39%	35%	5%
Sep 2012	26%	34%	35%	5%
Aug 2012	21%	40%	36%	4%
June 2012	25%	34%	36%	5%
Feb 2012	17%	39%	40%	4%
Jan 2011	21%	39%	36%	4%
Oct 2011	20%	39%	33%	8%
Aug 2011	24%	32%	37%	7%
Mar 2011	16%	33%	41%	10%
Oct 2010	16%	37%	39%	8%
Sep 2010	15%	34%	40%	10%
Aug 2010	19%	32%	40%	9%
May 2010	19%	32%	40%	9%
Mar 2010	17%	35%	40%	8%
Feb 2010	21%	33%	37%	9%
Jan 2010	19%	30%	42%	9%

PARTY. Regardless of how you are registered... in politics, as of today, do you think of yourself as a Republican, a Democrat, or an Independent?

17% Strong Republican  
 13% Republican  
 12% Lean Republican  
 10% Independent  
 11% Lean Democrat  
 11% Democrat  
 25% Strong Democrat  
 1% Don't know

GUN. Are you a gun owner?

36% Yes  
 64% No

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

	<b>Strongly favor</b>	<b>Somewhat favor</b>	<b>Somewhat oppose</b>	<b>Strongly oppose</b>	<b>Don't know</b>
<b>Sept 2014</b>	<b>39%</b>	<b>14%</b>	<b>10%</b>	<b>32%</b>	<b>5%</b>
Aug 2014	39%	14%	10%	31%	6%
Jun 2014	43%	12%	9%	31%	5%
Jan 2014	42%	12%	9%	32%	6%
Oct 2013	46%	16%	9%	24%	5%
Aug 2013	39%	12%	13%	33%	4%
May 2013	43%	14%	11%	30%	3%
Feb 2013*	43%	15%	10%	28%	4%
Aug 2007	40%	20%	14%	23%	3%
Jun 2007	39%	15%	12%	31%	3%
Feb 2007	39%	17%	15%	26%	3%
Oct 2006*	35%	16%	15%	26%	8%
Sep 2006*	34%	15%	17%	28%	6%
Aug 2006*	37%	15%	14%	27%	7%
May 2006*	37%	14%	16%	27%	6%
Feb 2006	35%	19%	17%	22%	7%
Nov 2005	38%	20%	14%	20%	8%
Sep 2005	39%	16%	13%	25%	8%
Jun 2005	39%	17%	16%	23%	6%
Oct 2004*	33%	19%	19%	23%	7%
Sep 2004*	38%	19%	15%	20%	8%
Aug 2004*	35%	20%	15%	23%	7%
Mar 2004*	42%	17%	14%	21%	7%
Oct 2002*	34%	18%	15%	26%	7%
Sep 2002*	28%	20%	14%	29%	9%
Jun 2002*	40%	14%	11%	28%	7%
Oct 2001*	33%	22%	15%	24%	6%
Apr 2001*	41%	18%	14%	22%	6%
Oct 2000*	37%	18%	15%	22%	9%
Feb 2000*	41%	19%	11%	24%	5%

*\*Question asked of registered respondents only*

Hisp. Are you Hispanic or Latino, or not?

2% Yes  
98% No

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

90% White  
10% Non-white

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

41% Protestant  
31% Catholic  
13% Some other religion  
15% Not affiliated with any religion

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

29%	Yes
69%	No
2%	Don't know

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

37%	Fulltime
12%	Part-time
2%	Going to school
6%	Keeping house
1%	Unemployed
3%	Disabled
39%	Retired

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

14%	Under \$25,000
10%	\$25-\$35,000
12%	\$35-50,000
23%	\$50-75,000
15%	\$75-100,000
22%	Over \$100,000
4%	Don't know

DONE. Sex of respondent:

48%	Male
52%	Female