

FRANKLIN & MARSHALL

# **Franklin & Marshall College Poll**

## **SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS**

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## Key Findings

The February 2014 Franklin & Marshall College Poll of registered Democrats finds that Tom Wolf has opened a sizable lead in the Democratic primary race for governor, although many voters (48%) are undecided at the moment. Tom Wolf's name recognition and favorability scores are currently the highest among the Democratic candidates.

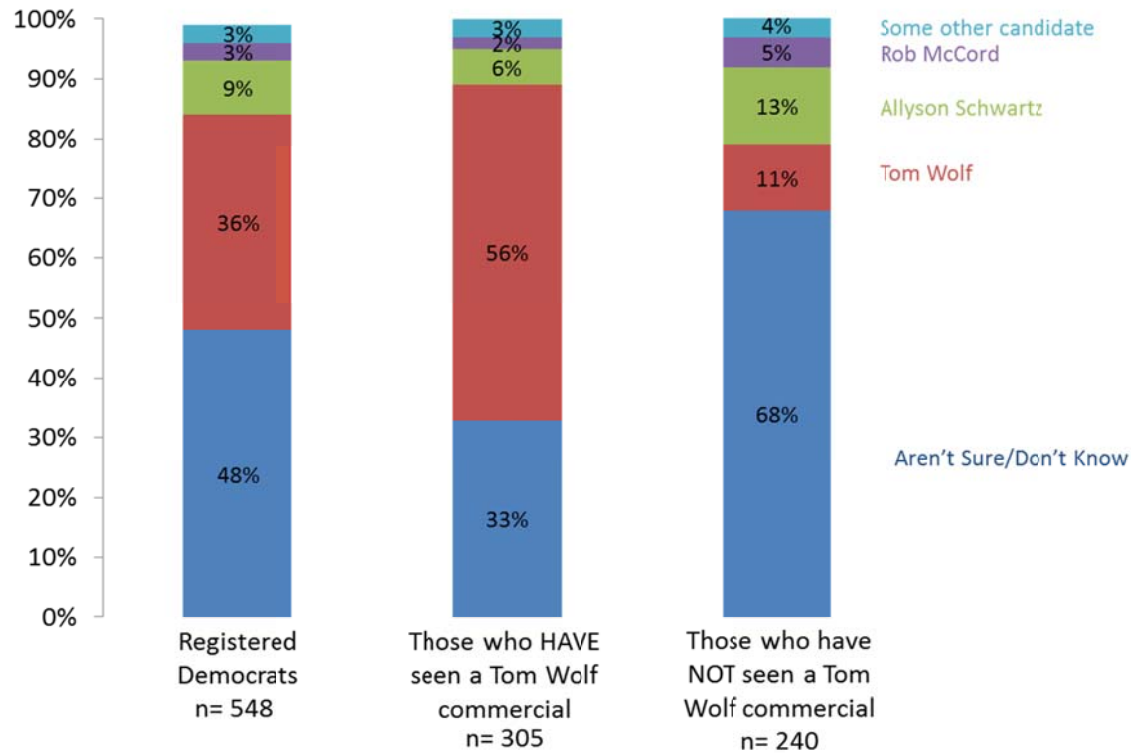
### ***The 2014 Democratic Gubernatorial Primary***

Tom Wolf currently leads the Democratic gubernatorial field. Wolf leads his closest challenger, Representative Allyson Schwartz, 36% to 9%. Rob McCord (3%), Katie McGinty (1%), and John Hanger (1%) are well behind Wolf as well. Nearly half (48%) of registered democrats say they are still undecided. Tom Wolf's lead is relatively consistent throughout the various demographic subgroups (see Table 1). There are no sizable differences in preference based on a respondent's voting history in the last five elections.

Tom Wolf's current advantage likely stems from his television advertising campaign. Nearly two in three (65%) registered Democrats have seen a television commercial for governor, and almost all (88%) of these respondents have seen a Wolf advertisement. Tom Wolf is the choice of 56% of Democrats who have seen one of his campaign advertisements and no other candidate reaches double-digits among this group. Allyson Schwartz holds a narrow lead over Tom Wolf among those who have not seen any Wolf ads (see Figure 1).

**Figure 1. Pennsylvania Democratic Gubernatorial Primary Preference, February 2014**

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

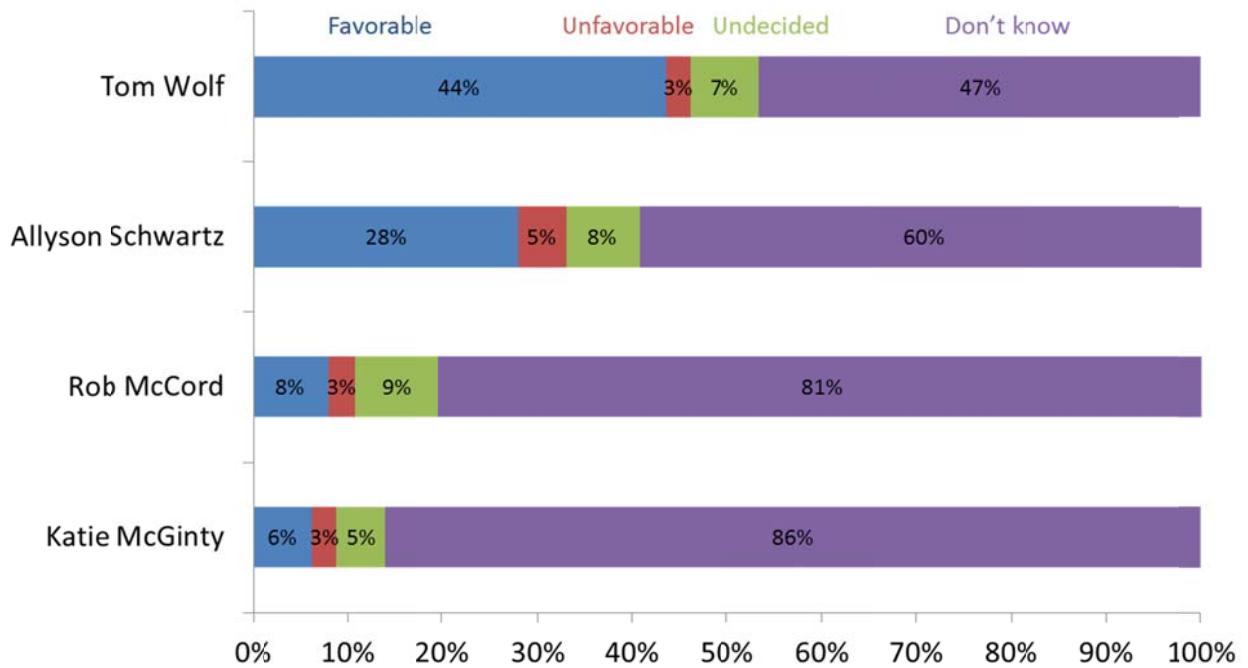


Registered Democrats say that education (23%) and the economy (19%) are the issues they will most consider when choosing a gubernatorial candidate. Taxes (8%), fracking (6%), and health care (4%) also receive mentions as key issues. The personal characteristic respondents commonly want in their next gubernatorial candidate includes honesty (35%), a strong character (12%), and being caring (11%).

Currently, two in five (44%) registered Democrats have a favorable opinion of Tom Wolf and only three percent express an unfavorable opinion of him. Most Democratic candidates are little known, as Figure 2 reveals.

**Figure 2. Pennsylvania Democratic Gubernatorial Candidates' Favorability Ratings, February 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 February 18-23, 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 548 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 +/- 4.2 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 February 2014

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

	Tom Wolf	Allyson Schwartz	Rob McCord	John Hanger	Katie McGinty	Some other candidate	Do not know
<b>Ideology**</b>							
Liberal	36%	12%	4%	1%	1%	1%	45%
Moderate	37%	8%	3%	1%	1%	0%	49%
Conservative	37%	7%	1%	0%	1%	4%	50%
<b>Gender</b>							
Male	38%	10%	3%	1%	2%	2%	44%
Female	35%	9%	3%	1%	0%	1%	51%
<b>Age*</b>							
Under 35	9%	20%	2%	2%	1%	0%	64%
35-54	34%	9%	4%	0%	0%	1%	53%
Over 55	43%	7%	3%	1%	2%	2%	43%
<b>Education**</b>							
HS or less	41%	5%	1%	1%	1%	4%	48%
Some college	38%	11%	3%	1%	3%	0%	45%
College degree	33%	11%	4%	1%	1%	1%	49%
<b>Income</b>							
Under 35	33%	9%	1%	1%	1%	1%	55%
35-75	39%	11%	3%	2%	2%	2%	41%
Over 75	40%	10%	4%	0%	1%	1%	44%
<b>Race</b>							
White	37%	9%	3%	1%	1%	2%	48%
Nonwhite	35%	13%	1%	2%	2%	0%	47%
<b>Marital Status**</b>							
Single, Never Married	23%	17%	2%	1%	1%	0%	56%
Married	37%	7%	4%	2%	1%	1%	48%
Not currently married	49%	9%	1%	0%	2%	2%	37%
<b>Religious Affiliation</b>							
Protestant	42%	8%	2%	2%	1%	2%	44%
Catholic	39%	7%	2%	0%	2%	1%	49%
Other, unaffiliated	30%	13%	4%	1%	1%	1%	50%
<b>Born Again Christian or Fundamentalist</b>							
Yes	45%	9%	2%	1%	2%	2%	39%
No	34%	9%	3%	1%	1%	1%	51%
<b>Gun Owner</b>							
Yes	43%	5%	1%	2%	1%	2%	46%
No	34%	10%	3%	1%	1%	1%	49%
<b>Region*</b>							
Philadelphia	30%	19%	3%	0%	0%	1%	47%
Northeast	37%	7%	1%	1%	3%	0%	51%
Allegheny	39%	4%	2%	2%	2%	4%	48%
Southwest	38%	3%	0%	0%	5%	0%	54%
Northwest	15%	7%	6%	0%	2%	2%	67%
Central	45%	4%	5%	2%	0%	0%	44%
Southeast	39%	16%	2%	1%	0%	2%	40%
<b>Employment**</b>							
Fulltime	32%	13%	4%	0%	1%	0%	50%
Other	32%	5%	5%	1%	1%	1%	54%
Retired	45%	8%	0%	1%	2%	2%	42%

\* 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?

21% Headed in Right Direction  
68% Off on the Wrong Track  
11% Don't know

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

25% Education, school  
23% Unemployment, personal finances  
16% Government, politicians  
6% Energy issues, gas prices  
5% Taxes  
4% Roads, infrastructure  
3% Economy  
3% Healthcare, insurance  
1% Crime, drugs, violence, guns  
1% Civil liberties  
1% Senior issues, social security  
1% Social issues  
1% Environment  
1% Retaining, attracting businesses  
1% Housing, real estate  
3% Other  
7% 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
<b>BARACK OBAMA</b>						
	47%	27%	7%	11%	8%	1%
<b>JOE BIDEN</b>						
	31%	34%	6%	9%	14%	7%
<b>HILLARY CLINTON</b>						
	53%	27%	3%	6%	9%	2%
<b>ROB McCORD</b>						
	3%	5%	2%	1%	9%	81%
<b>ALLYSON SCHWARTZ</b>						
	10%	18%	3%	2%	8%	60%
<b>TOM WOLF</b>						
	20%	24%	2%	1%	7%	47%
<b>KATIE McGINTY</b>						
	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...

- 68% Certain to vote
- 18% Will you probably vote
- 10% Are the chances fifty-fifty you will vote, or
- 4% Don't you think that you will vote in the primary election
- 1% Don't Know

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

- 55% Always vote
- 27% Usually vote
- 13% Only sometimes vote, or
- 5% Rarely vote

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

- 36% Tom Wolf
- 9% Allyson Schwartz
- 3% Rob McCord
- 1% John Hanger
- 1% Katie McGinty
- 1% Some other candidate
- 48% Don't Know

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

- 23% Education
- 19% Economy/Job Market
- 8% Personal characteristic
- 7% Taxes
- 6% Energy Issues - fracking
- 4% Healthcare
- 3% Budget - pensions
- 3% Equal rights/fairness
- 2% Benefits for senior citizens
- 1% Gun Control
- 1% Infrastructure
- 1% Minimum Wage
- 1% Women's rights
- 1% Social Issues
- 1% Marijuana Legalization
- 4% Other
- 14% Don't Know

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

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

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

65% Yes  
34% No  
1% Don't know

GovAd2 Which candidate's commercials have you seen? (354 who have seen commercials)

88% Tom Wolf  
10% Allyson Schwartz  
5% Rob McCord  
3% Katie McGinty  
1% John Hanger  
4% Other candidate  
21% 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?

4% Yes  
96% No  
1% Don't know

VoteOth. If [FILL preferred candidate=DemPrimG] does not win the Democratic nomination for Governor, who do you think you will vote for in the November election? Will you vote for the Democratic candidate, Tom Corbett, some other candidate, or will you probably not vote in the November election?

64% Democratic candidate  
5% Tom Corbett  
13% Some other candidate  
3% Probably not vote in the November election  
15% Don't Know

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?

18% Excellent job  
44% Good job  
26% Only a fair job  
11% Poor job  
1% Don't Know

WhyRPpos Why do you believe President Obama has done [an excellent/a good] job as president? (339 registered voters)

- 33% Worked against strong opposition; Congress is to blame for lack of progress
- 21% Affordable care act - healthcare
- 18% He is trying his best
- 12% Cares about people and those in need and tries to help
- 12% Has done/is doing a good job/excellent job
- 9% Handling of foreign policy/ affairs: Reduced Military in Middle East; Ended war in Iraq; Iran
- 9% Has made improvements; changes
- 8% Economy has improved
- 6% Trying to stay true to goals/promises
- 5% Clear sense of priorities
- 4% Is a good person; heart is in the right place
- 4% Strong character
- 3% Intelligent, thoughtful
- 3% Listens to the people
- 3% Looks out for middle class
- 3% Lowered unemployment rates; created jobs
- 3% Negative state
- 2% Marriage equality
- 1% Education initiative
- 5% Other
- 1% Do not know

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

WhyRPneg Why do you believe President Obama has done [only a fair/a poor] job as president?(206 registered voters)

- 18% Affordable care act- Made healthcare system worse, ruined healthcare system
- 17% Cannot/did not overcome opposition
- 14% Broken promises - has not lived up to his promises
- 11% Disagree with agenda
- 11% Inability to build legislative approval or backing
- 10% Has not accomplished anything – has not done anything; No change
- 9% Incapable
- 9% Not doing enough for the economy; making economy worse
- 7% Foreign Policy/Affairs
- 6% Dishonest
- 6% Unwilling to compromise
- 4% Untrustworthy
- 3% Does not identify important issues
- 3% Positive statement
- 1% Has not addressed senior citizen issues – Medicare bill
- 1% Marriage equality
- 1% Pushes Race as an issue
- 20% Other
- 7% Do not know

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

DemPrim16. If the 2016 Democratic primary election for president were being held today and the candidates included (*rotated*), Hillary Clinton, Joe Biden, Andrew Cuomo, Elizabeth Warren, Martin O'Malley, Howard Dean and Brian Schweitzer, would you vote for ... some other candidate, or aren't you sure how you would vote?

58%	Hillary Clinton
7%	Elizabeth Warren
6%	Joe Biden
2%	Andrew Cuomo
1%	Howard Dean
3%	Some other candidate
23%	Don't Know

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?)

19%	Philadelphia
13%	Northeast
14%	Allegheny
10%	Southwest
8%	Northwest
19%	Central
18%	Southeast

AGE. What was your age on your last birthday?

3%	18-24
9%	25-34
9%	35-44
14%	45-54
27%	55-64
38%	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
12%	Some college
11%	Two-year or tech degree
20%	Four year college degree
27%	Post graduate degree

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

21%	Single, Never Married
60%	Married
10%	Divorced
9%	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  
7% 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  
17% Somewhat favor  
7% Somewhat oppose  
12% Strongly oppose  
5% Don't know

Hisp. Are you Hispanic or Latino, or not?

2% Yes  
98% No

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

82% White  
18% Non-white

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

31% Protestant  
33% Catholic  
18% Some other religion  
18% Not affiliated with any religion

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

22% Yes  
77% No  
1% Don't know

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

37% Fulltime  
11% Part-time  
2% Going to school  
6% Keeping house  
1% Unemployed  
5% Disabled  
36% Retired  
1% Don't know

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

16%	Under \$25,000
12%	\$25-\$35,000
14%	\$35-50,000
17%	\$50-75,000
17%	\$75-100,000
21%	Over \$100,000
3%	Don't know

DONE. Sex of respondent:

42%	Male
58%	Female