Muhlenberg College/Morning Call

2014 Pennsylvania Democrat Gubernatorial Survey

Release Date

May 1, 2014

Survey Methodology

Number of Interviews: 417 Likely Voters in the Commonwealth of Pennsylvania

Margin of Error: +/- 5% at a 95% level of confidence

Fielding Dates – April 28 – 30, 2014

Method of Interviewing: Live telephone interviewers

Method of Sampling: Pennsylvania Voter Registration Files- Individuals who voted in at least 2 of the last 4 Democratic primary elections in Pennsylvania OR who had registered as a Democrat in the state since 2012.

Likely Voter Screens: (1) Currently Registered; (2) Expressed Likelihood

Weighting: The data was weighted by gender and region of the state.

Totals may not equal 100% due to rounding

Instrument Design: Dr. Christopher P. Borick of the Muhlenberg College Institute of Public Opinion in conjunction with staff members of the Morning Call.
Question 1:
How likely are you to vote in the May 20th Democratic primary in Pennsylvania? Are you definitely going to vote, very likely to vote, not too likely to vote or definitely not voting in the May 20th Democratic primary?

DEFINITELY GOING TO VOTE........77%
VERY LIKELY TO VOTE.................23%
NOT TOO LIKELY TO VOTE........3 (Thank and terminate)
DEFINITELY NOT VOTING..........4 (Thank and terminate)
NOT SURE...........................................5 (Thank and terminate)
REFUSED.............................................6 (Thank and terminate)

Question 2:
Please tell me if your overall opinion of each of the following people is very favorable, somewhat favorable, somewhat unfavorable, very unfavorable, or you are not familiar enough to form an opinion.

First...Allyson Schwartz
VERY FAVORABLE........................................16%
SOMewhat FAVORABLE..........................33%
SOMewhat UNFAVORABLE....................5%
VERY UNFAVORABLE..................................3%
NOT FAMILIAR ENOUGH TO FORM AN OPINION….43%

Question 3:
Next, Tom Wolf

VERY FAVORABLE........................................37%
SOMewhat FAVORABLE..........................35%
SOMewhat UNFAVORABLE....................5%
VERY UNFAVORABLE..................................3%
NOT FAMILIAR ENOUGH TO FORM AN OPINION….19%
**Question 4:**

Kathleen McGinty

VERY FAVORABLE.....................................................7%
SOMewhat FAVORABLE........................................21%
SOMewhat UNFAVORABLE.........................................7%
VERY UNFAVORABLE..............................................5%
NOT FAMILIAR ENOUGH TO FORM AN OPINION....60%

**Question 5:**

and Rob McCord

VERY FAVORABLE.....................................................14%
SOMewhat FAVORABLE............................................29%
SOMewhat UNFAVORABLE.........................................10%
VERY UNFAVORABLE.............................................6%
NOT FAMILIAR ENOUGH TO FORM AN OPINION....42%

**Question 6:**

If the Democratic primary for governor was held today and the race was between Rob McCord, Kathleen McGinty, Tom Wolfe and Allyson Schwartz, who would you vote for? (NAMES ROTATED)

ROB MCCORD.................................................................11%
KATHLEEN MCGINTY......................................................2%
TOM WOLF.................................................................38%
ALLYSON SCHWARTZ.....................................................13%
NONE OF THESE/OTHER VOL........................................3%
NOT SURE........................................................................33%
NOTE: QUESTION 7 IS ASKED ONLY OF THOSE WHO ANSWERED NOT SURE IN QUESTION 6 (N = 136)

Question 7
As of today would you say that you are leaning more to voting for Rob McCord, Kathleen McGinty, Tom Wolfe or Allyson Schwartz in the Democratic gubernatorial primary?

ROB MCCORD.................................................................4%
KATHLEEN MCGINTY............................................................1%
TOM WOLF........................................................................12%
ALLYSON SCHWARTZ.........................................................4%
NONE OF THESE/OTHER ..................................................0%
NOT SURE.............................................................................79%

PRIMARY RACE WITH LEANERS INCLUDED

ROB MCCORD.................................................................13%
KATHLEEN MCGINTY...........................................................3%
TOM WOLF........................................................................42%
ALLYSON SCHWARTZ.........................................................14%
NONE OF THESE/OTHER ..................................................3%
NOT SURE.............................................................................25%
Question 8

What is the most important issue in terms of your vote in the Democratic Party primary election?

(OPEN ENDED – CODED INTO CATEGORIES

EDUCATION........................................28%
ECONOMY/ JOBS...................................16%
FRACKING/ EXTRACTION TAX...........12%
TAXES...........................................11%
ENVIRONMENT....................................4%
HEALTH CARE....................................4%
BEATING CORBETT..............................4%
CANDIDATE CHARACTER....................2%
SOCIAL ISSUES..................................2%
MINIMUM WAGE...............................1%
SENIOR CITIZEN ISSUES....................1%
OTHER...........................................6%
NONE/ NOT SURE.................................10%
**Question 9**

Finally, I have a few questions about yourself. Which of the following categories best describes your racial identity?

Are you (READ LIST)

- WHITE/CAUCASIAN.....................84%
- AFRICAN-AMERICAN..................13%
- HISPANIC................................2%
- LATINO..................................<1%
- ASIAN..................................<1%
- NATIVE AMERICAN......................0%
- MIXED..................................<1%
- OTHER..................................1%

**Question 10**

Which of the following best describes your political ideology?

Are you (READ LIST)

- VERY LIBERAL........................15%
- SOMEWHAT LIBERAL...............40%
- MODERATE..........................34%
- SOMEWHAT CONSERVATIVE.....9%
- VERY CONSERVATIVE.............1%
- NOT SURE...........................1%
**Question 11**

Which of the following categories best describes your current age?

Are you (READ LIST)

- 18 -29 ....................................................6%
- 30 – 44..............................................17%
- 45- 64 ...................................................39%
- Or 65 or older......................................38%

**Question 12**

Which of the following categories best describes your family income? (READ LIST)

- UNDER 20K..............10%
- 20K TO 40K.............18%
- 40K TO 60K.............25%
- 60K TO 80K.............19%
- 80K TO 100K..........10%
- OVER 100K..............18%

**Question 13**

What is your highest level of education? (READ LIST)

- LESS THAN HIGH SCHOOL..........................1%
- HIGH SCHOOL GRADUATE..........................29%
- SOME COLLEGE OR TECHNICAL SCHOOL.....23%
- COLLEGE GRADUATE (4 YR ONLY)..............26%
- GRADUATE OR PROFESSIONAL DEGREE......21%
Question 14

Thank you for your help with the survey. We appreciate your time.

MALE................................44%

FEMALE..................................56%

SELECTED CROSSTABS for GOVERNOR’S RACE INCLUDING LEANERS
(NOT SURE AND REFUSED NOT INCLUDED)

<table>
<thead>
<tr>
<th></th>
<th>Rob McCord</th>
<th>Kathleen McGinty</th>
<th>Tom Wolf</th>
<th>Allyson Schwartz</th>
<th>None of These/Other</th>
<th>Not Sure</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>16%</td>
<td>2%</td>
<td>45%</td>
<td>11%</td>
<td>3%</td>
<td>23%</td>
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<tr>
<td>Female</td>
<td>13%</td>
<td>3%</td>
<td>35%</td>
<td>15%</td>
<td>2%</td>
<td>33%</td>
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<td>White</td>
<td>14%</td>
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<td>40%</td>
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<td>3%</td>
<td>28%</td>
</tr>
<tr>
<td>Non-white</td>
<td>18%</td>
<td>&lt;1%</td>
<td>35%</td>
<td>18%</td>
<td>2%</td>
<td>28%</td>
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<tr>
<td>Liberal</td>
<td>18%</td>
<td>2%</td>
<td>33%</td>
<td>12%</td>
<td>2%</td>
<td>33%</td>
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<tr>
<td>Moderate</td>
<td>9%</td>
<td>1%</td>
<td>51%</td>
<td>14%</td>
<td>4%</td>
<td>21%</td>
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<tr>
<td>Conservative</td>
<td>15%</td>
<td>2%</td>
<td>37%</td>
<td>15%</td>
<td>7%</td>
<td>24%</td>
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<td>3%</td>
<td>0%</td>
<td>42%</td>
</tr>
<tr>
<td>45-64</td>
<td>17%</td>
<td>2%</td>
<td>36%</td>
<td>17%</td>
<td>4%</td>
<td>24%</td>
</tr>
<tr>
<td>Or 65 or Older</td>
<td>9%</td>
<td>4%</td>
<td>46%</td>
<td>13%</td>
<td>3%</td>
<td>26%</td>
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