



TO: Interested Parties
FROM: Brock McCleary, President
Date: March 9, 2016
RE: Key Poll Findings – Pennsylvania Statewide Survey

Direction of Pennsylvania

Pessimism about the direction of Pennsylvania has continued to increase since late 2014, and two-thirds of likely voters now say things in Pennsylvania are on the wrong track (19% right direction, 10/2014: 33% right/58% wrong). Majorities of voters of all political parties agree (Republicans: 9%/81%, Democrats: 30%/52%, Independents: 12%/71%).

Wolf Image

Governor Tom Wolf's image has held fairly steady since September 2015, and he now has a favorability margin of +2% (49% favorable/47% unfavorable).

Wolf Image	10/26/14	5/7/15	9/10/15	3/1/2016
Favorable	53%	49%	49%	49%
Unfavorable	39%	43%	46%	47%

He is still viewed very favorably in the Philadelphia/Southeast region of the state (71% favorable/21% unfavorable), but majorities of voters in all other regions of the state have an unfavorable opinion of the Governor (Northern Tier: 25%/67%, Pittsburgh/Southwest: 45%/52%, Scranton/Lehigh Valley: 42%/53%, South Central: 35%/65%).

Senate Candidate Images

Incumbent Senator Pat Toomey continues to have a favorable image among likely voters (49%/40%, 9/15: 49%/38%) and a substantial name identification advantage over his potential challengers (11% not sure). Although a plurality of voters still have a *somewhat* favorable opinion of him (29%), higher portions of voters have a *very* favorable (20%, 9/15: 16%) and *very* unfavorable opinion (20%, 9/15: 15%), indicating that voters are forming more solid opinions. His image remains very strong among Republicans (68%/19%) and both self-identified Very Conservatives (82%/11%) and Somewhat Conservatives (63%/28%), but is now a net negative among Independents (43%/46%, 9/15: 49%/42%) and continues to drop among Democrats (34%/56%, 9/15: 35%/51%).

Katie McGinty has improved her favorability rating, but still shows a net negative image among likely voters (29%/31%/40%; 9/15: 25%/30%/44%), largely resulting from low name identification. Her image improves substantially in the Philadelphia/Southeast (35%/23%) region of the state. Joe Sestak has higher name identification than McGinty and now has a net favorable image among likely general election voters (34%/33%/33%). Independents have a net unfavorable opinion of Sestak (29%/39%), as do men (34%/38%). John Fetterman is the least known of the Democratic candidates (57% not sure) and has a net negative image (19%/23%). His image improves in the Pittsburgh/Southwest region (30%/25%) and among Liberals (Somewhat: 26%/22%, Very: 22%/20%).

Senate Ballot Tests

Q: If the election for United States Senate were held today, which of the following candidates would you vote for: Pat Toomey, Republican or Joe Sestak, Democrat?

Toomey vs. Sestak	9/10/15	3/1/2016
Pat Toomey	47%	47%
Joe Sestak	37%	41%
Undecided	15%	13%

Senator Toomey continues to lead Democrat Joe Sestak. He receives stronger support from Republicans (82% Toomey-10% Sestak) than Sestak does from Democrats (14-72%). Toomey now trails Sestak among women (40-46%, 9/15: 42-41%) but continues to earn a majority of the vote among men (54-35%, 9/15: 53-34%). Among Independents, Toomey leads (48-28%), while Sestak leads among Moderates (35-45%). Sestak has expanded his lead in Philadelphia/Southeast (29-57%, 9/15: 36-48%) and now leads in Pittsburgh/Southwest (42-45%, 9/15: 55-36%). Toomey continues to hold strong advantages in the Northern Tier (66-18%, 9/15: 52-28%, Scranton/LV: 58-33%, 9/15: 42-41%) and South Central (64-28%, 9/15: 57-27%) regions of the state.

Q: If the election for United States Senate were held today, which of the following candidates would you vote for: Pat Toomey, Republican or Katie McGinty, Democrat?

Toomey vs. McGinty	9/10/15	3/1/2016
Pat Toomey	48%	47%
Katie McGinty	34%	39%
Undecided	18%	13%

The race looks very similar for Toomey against Katie McGinty. Toomey's advantage over McGinty has narrowed from +14% to +8%. McGinty appears to have converted 5% of undecided voters to supporters since September. Toomey receives stronger party support (Republicans: 83 Toomey-9% McGinty) than McGinty (Democrats: 16-70%) and leads among Independents (47-27%). The gender gap becomes more pronounced in a McGinty vs. Toomey matchup (women: 39-48%, men: 57-30%).

Q: If the election for United States Senate were held today, which of the following candidates would you vote for: Pat Toomey, Republican or John Fetterman, Democrat?

Toomey vs. Fetterman	3/1/2016
Pat Toomey	47%
John Fetterman	36%
Undecided	16%

Against John Fetterman, Toomey has his strongest advantage among Independents (48-23%) and is able to narrow the Democratic advantage among Moderates (32-40%). Fetterman performs the strongest of the potential Democratic candidates in his home region of Pittsburgh (40-46%).

Presidential Ballot Tests

Hillary Clinton leads Donald Trump (45-40%), Marco Rubio (46-40%) and Ted Cruz (48-37%) in hypothetical general election matchups. Ted Cruz performs the worst in Pennsylvania against the Democratic frontrunner. Clinton leads all three Republican candidates tested in the Philadelphia/Southeast and Pittsburgh/Southwest regions of the state, while the Republicans lead in the Northern Tier, Scranton/Lehigh Valley and South Central regions. Rubio receives the strongest support from Republican voters (73%, Trump: 67%, Cruz: 71%). Both Trump (30% Clinton-46% Trump) and Rubio (27-40%) lead Clinton among Independents, while Cruz trails (36-35%). Very Conservatives are most supportive of Cruz (14-78%, Rubio: 14-73%, Trump: 17-68%) while Somewhat Conservatives are strongest in support of Trump (19-65%, Rubio: 21-62%, Cruz: 23-59%).

METHODOLOGY:

The sample size for the survey is 662 likely voters in Pennsylvania and the margin of error is +/-3.75%. Responses were gathered through land line interviews conducted using Interactive Voice Response (IVR). The survey was conducted March 1-2, 2016 by Harper Polling. The total percentages for responses may not equal 100% due to rounding.