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To: All Media and Interested Parties

FROM: Jim Lee, President

RE: PA US Senate Statewide Poll Results

DATE: 10-10-12

Following is a brief overview of survey results testing the US Senate race in Pennsylvania between US Senator Bob Casey, Jr. and Republican challenger Tom Smith in our latest statewide poll conducted October 4th through October 6th with 725 likely voters. Top line results are included following this overview.

- US Sen. Casey leads GOP challenger Tom Smith by 2 points, or 46% to 44% with 9% undecided. This margin is a statistical tossup within the +/-3.7% margin of error. Intensity for the candidates is nearly tied – 33% “definitely” voting for Smith compared to 36% “definitely” voting for Casey. This poll shows little change when compared with our last two polls on behalf of both the Pittsburgh Tribune Review (conducted 9/18-9/20, showing Casey leading Smith 46-41) and the Republican State Committee of Pennsylvania (conducted 9/15-9/17, showing Casey leading Smith 45-42). However, Smith has gained considerably when compared with our July survey, when Casey led Smith by a 45-36 margin – representing an 8-point gain for Smith with Casey’s ballot position virtually unchanged in 4 months of surveys since July. Comparisons of the US Senate ballot test to prior publicly release polls from July, August and September are included.
- In the current poll Casey leads 78-14 among Democrats, while Smith leads 79-11 among Republicans. Registered Independents lean towards Smith by a 41-37 margin, while “swing” voters who say they split their tickets in most elections are breaking 49-37 for Smith – a very important trend in a state like Pennsylvania known for its ticket splitting due to conservative “Reagan Democrats” in the Southwest and socially moderate Republicans in the Southeast. Eight (8) percent of both Republicans and Democrats remain undecided, while 21% of Independents have yet to make up their minds.
- Smith is making this race competitive because he has succeeded in solidifying the GOP base, but Casey is still pulling 19% of self-described conservatives which will be a problem for Smith if he can’t win a bigger share of the conservative vote. Smith’s problem is best explained in the more conservative and largely rural “T” in Central Pennsylvania, where he leads Casey 51-33, but which is 12 point drop off from Romney’s 63-27 margin over Obama in the same region and in the same poll. This means Casey is still appealing to conservatives in an area of the state critical for Smith to post big gains in. Conversely, Smith is running ahead of Casey in Allegheny Co. (54-44), which is an area both Obama and Casey carried in their last respective races. Smith is also tied with Casey in the 4 collar counties around Philadelphia, leading narrowly 47-46. If Smith comes out of the Southeast either tied or winning in these suburban counties it will be hard for Casey to make up the difference in areas like the Northeast and Philadelphia, two areas Casey leads by big margins.



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Top Line Survey Results
PA Statewide Poll – SP&R Premium Access Club
Conducted October 4 – 6, 2012
Sample Size: 725 Likely General Election Voters

INTRODUCTION: We are conducting a brief survey of attitudes and opinions concerning some important issues facing Pennsylvania today. May we have five minutes of your time to complete the survey?

Great, thank you...

F1. Would you rate your chances of voting in the upcoming elections this November 6th for President, U.S. Senate and other federal and state races as excellent, good, fair or poor?

1. If Excellent	639	88%
2. If Good	86	12%

3. If Fair	(TERMINATE)	
4. If Poor	(TERMINATE)	

Q1. Generally speaking, do you think the country is going in the right direction, or do you think the country has gotten on the wrong track?

1. Right direction	244	34%
2. Wrong track	424	58%
3. Undecided	56	08%

Now, turning to Pennsylvania for a few minutes...

Q2. What is the single most important problem facing Pennsylvania today? That is, the one you would like to see resolved by your state elected officials. (DO NOT READ CHOICES – ONE ANSWER ONLY)

Property/School Taxes.....54	07%	Health and Welfare.....42	06%
Other Taxes (general).....7	01%	Healthcare (general)	17 02%
Crime/Violence/Drugs.....11	02%	Healthcare (reform)	10 01%
Economy/Jobs.....278	38%	Social Security	2 00%
Economy (general)	51 07%	Medicare	3 00%
Jobs (general)	216 30%	Medicaid	3 00%
Currently unemployed	7 01%	Other	7 01%
Home foreclosures	1 00%	Politicians/Government.....42	06%
Other	3 00%	Corruption/ethics (general)	9 01%
Transportation/Growth.....7	01%	Federal (Obama/Congress)	4 01%
Street/highway conditions	3 00%	State (Corbett/Harrisburg)	18 02%
Other	4 01%	Local corruption (general)	2 00%
Gov't Spending/Budget.....45	06%	General anti-incumbent	4 01%
Spending (general)	13 02%	Honesty/ethics	3 00%
Spending (Federal/Obama)	2 00%	Other	3 00%
Spending (State/Corbett)	26 04%	Social/cultural issues.....8	01%
Other	4 01%	Abortion	2 00%
Environment/pollution.....5	01%	Gay marriage	1 00%
Education/schools.....126	17%	Other	5 01%
Natural gas drilling.....20	03%	Quality of life issues.....4	01%
		Litter/trash/noise	2 00%
		Neighborhoods/housing	1 00%
		Other	2 00%
		Undecided.....36	05%
		Other.....38	05%

Q3. If the general election for United States Senate were being held today, would you vote for Tom Smith, the Republican candidate, or Bob Casey, Jr., the Democratic candidate? (TEST INTENSITY – ROTATE NAMES)

			<u>9/18</u>	<u>9/15</u>	<u>7/19</u>	<u>% Ch</u>	
1. Definitely Smith	319	33%	Total Smith: 44%	41%	42%	36%	+8
2. Probably Smith	77	11%	Total Casey: 46%	46%	45%	45%	+1
3. Definitely Casey, Jr.	262	36%					
4. Probably Casey, Jr.	70	10%					
5. Undecided	67	09%					
6. Other	5	01%					

Now, I just have a few more questions for demographic purposes and we'll be through...

Q4. Are you registered to vote as a Republican, Democrat, Independent or something else?

1. Republican	305	42%
2. Democrat	348	48%
3. Independent/other	72	10%

Q5. What is your age according to the following brackets: 18 - 29, 30 - 44, 45 – 59 or 60 and over?

1. 18-29	65	09%
2. 30-44	189	26%
3. 45-59	225	31%
4. 60+	246	34%

Q6. Do you consider yourself to be conservative or liberal when thinking about politics?

1. Conservative	330	46%
2. Liberal	183	25%
3. Moderate	179	25%
4. Other/undecided	32	04%

Q7. Which of the following best describes the way you voted in the last general election - straight Republican, mostly Republican, a few more Republicans than Democrats, about equal, a few more Democrats than Republicans, mostly Democrat or straight Democrat? (ONE ANSWER ONLY)

1. Straight Republican	96	13%	Total Republican: 32%
2. Mostly Republican	137	19%	
3. More R's than D's	54	07%	Total Swing: 28%
4. About equal	109	15%	
5. More D's than R's	46	06%	
6. Mostly Democrat	106	15%	
7. Straight Democrat	157	22%	
8. Undecided/Not applicable	19	03%	

Q8. Is your main racial heritage of Caucasian, African-American, Hispanic, Asian American or another background? (**CHECK ALL THAT APPLY**)

1. Caucasian	628	87%
2. African American	58	08%
3. Hispanic/Latino	15	02%
4. Asian or Pacific Islander	9	01%
5. Native American	11	01%
6. Other	15	02%

THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY.

Gender:

1. Male	348	48%
2. Female	377	52%

Voted (from record): 1 or better in G11, G10, G09 and/or G08, as well as new registered voters since Nov 2011

0X	22	03%
1X	166	23%
2X	171	24%
3X	155	21%
4X	210	29%

Area (from record):

- 29 (04%) 1. **Northwest** [Erie, Crawford, Mercer, Venango, Warren, Forest]
 - 80 (11%) 2. **Southwest** [Lawrence, Beaver, Washington, Greene, Fayette, Westmoreland, Indiana, Armstrong, Butler]
 - 102 (14%) 3. **The "T"/Central** [Jefferson, Elk, McKean, Cameron, Clarion, Clearfield, Centre, Cambria, Somerset, Bedford, Fulton, Franklin, Huntingdon, Blair, Potter, Tioga, Bradford, Susquehanna, Wyoming, Sullivan, Lycoming, Clinton, Union, Snyder, Northumberland, Montour, Columbia, Mifflin, Juniata]
 - 87 (12%) 4. **Northeast/Lehigh Valley** [Luzerne, Carbon, Monroe, Schuylkill, Lackawanna, Lehigh, Northampton, Pike, Wayne]
 - 123 (17%) 5. **South Central** [Perry, Cumberland, Adams, York, Lancaster, Lebanon, Dauphin, Berks]
 - 159 (22%) 6. **Southeast** [Chester, Delaware, Montgomery, Bucks]
 - 72 (10%) 7. **Allegheny County**
 - 72 (10%) 8. **Philadelphia**
-

Methodology: This poll was conducted for the Premium Access Club subscribers of Susquehanna Polling and Research and for general media distribution. Completed interviews were conducted October 4-6, 2012 with 725 likely voters who have prior vote history in 1 or better in G11, G10, G09 and/or G08, as well as new registered voters since November of 2011. In order to be eligible to complete the survey, respondents had to first confirm their likelihood of voting in the upcoming General Election for President and other federal, state and local races on November 06, 2012. Interviews are randomly selected and conducted via telephone using the professionally-trained survey research staff (live agents) from the Harrisburg telephone call center of Susquehanna Polling and Research. Interviews are closely monitored to ensure a representative sample of Pennsylvania's electorate is achieved based on party, geography, gender, age and other demographics; results are sometimes statistically weighted.

The margin of error for a sample size of 725 is +/-3.64% at the 95% confidence level
