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James Lee, President

To: All Media and Interested Parties

FROM: Jim Lee, President

RE: **PA Presidential Statewide Poll Results**

DATE: October 8, 2012

Following is a brief overview of our latest statewide poll in the Keystone State conducted October 4<sup>th</sup> through October 6<sup>th</sup> with 725 likely voters. The poll was taken over the course of three days immediately following the first televised presidential debate held October 3<sup>rd</sup>. Top line results are included following this overview.

### General Overview

- Barack Obama leads Mitt Romney in the Keystone State by 2 points (47%-45%), with 3% voting for Libertarian Candidate Gary Johnson. This close margin means the race continues to be a virtual dead heat within the survey's +/-3.7% margin of error, particularly when compared with our last two surveys (Obama +2, on behalf of the Pittsburgh Tribune Review released 9/23, and Obama +1, on behalf of the Republican State Committee, released 9/18). Four percent of voters say they are still undecided in the current poll. When the undecided voters leaning towards a candidate are factored in (breaking 3:1 for Romney), the race narrows to a 1-point Obama lead (47-46). Plus, among those who say they have an "excellent" chance of voting (639 respondents out of 725 likely voters), Romney leads 47-46. These "excellent" voters combined with 86 respondents who say they have a "good" chance of voting make up the 725 likely voters sampled, while voters who said their chances of voting were "fair" or "poor" were disqualified from participation in the interview.
- Perhaps the biggest movement in SP&R's latest poll is the increase in Mitt Romney's favorable image in Pennsylvania. In the current poll Romney now holds a 48% to 42% favorable to unfavorable rating (or +6 positive) – making this the first time in not only our polling but virtually any other publicly-released PA poll showing the GOP challenger with a largely positive image. For instance, prior to the current poll Romney's average favorable image in numerous statewide polls conducted by our firm from June through September was 39%, while his average unfavorable rating was 43%. So the current poll represents a 9-point jump in his positive image to the point where Romney now enjoys an even better positive image than the incumbent President, who now has a 50% favorable to 47% unfavorable rating (or only +3 positive). Plus, 76% of voters said they watched the first televised debate, with a net 2% saying they switched their vote from Obama to Romney based on what they saw. This switch, plus the increase in favorable ratings for the GOP nominee is clear evidence the debates have helped solidify the Keystone State as a tossup election in November and one well within Romney's reach.

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- In the cross-tabs, Romney leads Obama among registered Republicans 84-10, while Obama leads among registered Democrats 81-12. The race is virtually tied among both registered Independents and “swing” voters, the latter of who say they commonly split their tickets in most elections. In Pennsylvania, support among “swing” voters is even more important than support among registered Independents, since these swing voters account for 29% of all voters surveyed while registered Independents are only likely to make up 1 in 10 voters at the polls in November. Libertarian candidate Johnson is drawing 7% of the vote among swing voters and 8% among registered Independents, compared to 2% of the vote among both registered Republicans and Democrats.
  - Obama leads among all females 52-42, while Romney leads 49-42 among males. In geographic regions, Romney leads Obama in the Southwest (49-36), “T”/Central (63-27), and South Central/Harrisburg (51-39), while Obama leads Romney in the Northwest (58-39), Northeast/Lehigh Valley (53-38) and Philadelphia (86-13). Obama leads narrowly in the 4 suburban counties in the Southeast (50-45), while Romney leads narrowly in Allegheny County (51-46). Although the regional breaks usually have a higher margin of error due to smaller sample sizes within them, if these closer margins hold for Romney in both the Southeast and Allegheny County it would validate a significant trend nationally that he is doing better in suburban communities than McCain did four years ago. In 2008, Obama won Allegheny County and the 4 collar counties around Philadelphia each by fifteen point 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 6<sup>th</sup> 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%
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3. If Fair	(TERMINATE)	
4. If Poor	(TERMINATE)	

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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%

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**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)

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

Now, I would like to read you the names of several people active in Pennsylvania. For each name you recognize, tell me if you have a favorable, unfavorable or no opinion of that person or group. If you are not aware of any name on this list, please say so. (ROTATE NAMES)

(Rotate Q3- Q4)

Q3. Barack Obama...?

1. Aware, very favorable	270	37%	<b>Total favorable: 50%</b>
2. Aware, somewhat favorable	94	13%	<b>Total unfavorable: 47%</b>
3. Aware, very unfavorable	292	40%	
4. Aware, somewhat unfavorable	50	07%	
5. Aware, no opinion	19	03%	

Q4. Mitt Romney...?

1. Aware, very favorable	253	35%	<b>Total favorable: 48%</b>
2. Aware, somewhat favorable	98	13%	
3. Aware, very unfavorable	241	33%	
4. Aware, somewhat unfavorable	67	09%	
5. Aware, no opinion	67	09%	

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Q5. Do you think Barack Obama has done his job as President well enough to deserve reelection, or do you think it is time to give a new person a chance?

1. Reelect Obama	342	47%
2. New Person	363	50%
3. Undecided	20	03%

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Q6. If the election for president were being held today would you vote for Barack Obama, the Democratic candidate, Mitt Romney, the Republican candidate, Gary Johnson, the Libertarian candidate or Jill Stein (Stine), the Green Party Candidate? (TEST INTENSITY – ROTATE NAMES)

1. Definitely Obama	313	43%	<b>Total Obama: 47%</b>
2. Probably Obama	30	04%	<b>Total Romney: 45%</b>
3. Definitely Romney	300	41%	<b>Total Johnson: 03%</b>
4. Probably Romney	29	04%	<b>Total Stein: 00%</b>
5. Definitely Johnson	5	01%	
6. Probably Johnson	14	02%	
7. Definitely Stein	2	00%	
8. Probably Stein	0	00%	
9. Undecided	29	04%	
10. None	0	00%	
11. Other	2	00%	

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(IF UNDECIDED, ASK Q7)

Q7. Are you leaning towards voting for one of the candidates?

**[N=29]**

1. Obama	2	06%
2. Romney	6	19%
3. Johnson	0	00%
4. Stein	0	00%
5. Undecided	20	69%
6. Other/none	2	06%

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Q8. Did you watch the first Presidential debate (either yesterday or Wednesday, October 3<sup>rd</sup>)?

1. Yes	548	76%
2. No	176	24%
3. Undecided	1	00%

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(If Yes to Q8, Ask Q9; if No OR Undecided, Skip to Q10)

**[N=548]**

Q9. Did the debate change your mind about who you are voting for? (If yes, specify)

1. Yes, from Obama to Romney	18	03%
2. Yes, from Romney to Obama	6	01%
3. Yes, Other	7	01%
4. No	513	94%
5. Undecided	4	01%

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

Q10. 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%

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Q11. 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%

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Q12. 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%

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Q13. 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%	<b>Total Republican: 32%</b>
2. Mostly Republican	137	19%	
3. More R's than D's	54	07%	<b>Total Democrat: 37%</b>
4. About equal	109	15%	<b>Total Swing: 28%</b>
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%	

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Q14. 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%

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

Gender:

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

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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%

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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**
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**Methodology:** This poll was conducted for the Premium Access Club subscribers of Susquehanna Polling and Research, as well as 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

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