

# ***KEYSTONE REPORT. COM***

## **Survey Memorandum**

TO: KeystoneReport.com  
FR: John Diez/Magellan Strategies BR  
DT: October 16th, 2014  
RE: 10/13-14/2014 Pennsylvania Governor Survey

**I. PA Governor's Race: Corbett moves to within 7 points**

**II. Wolf's imaging approaching 1 to 1 favorable to unfavorable ratio**

**III. Turnout and Survey Demographics: mid-term election turnout vs. presidential election turnout...big difference**

### **METHODOLOGY**

Magellan Strategies BR released the survey results today of an automated survey of 1,131 likely Pennsylvania voters. The survey was conducted October 13-14, 2014. **The results were weighted to reflect previous mid-term election cycles.** The margin of error for a survey of this size is 2.9%. The survey was commissioned by the Pennsylvania news website KeystoneReport.com.

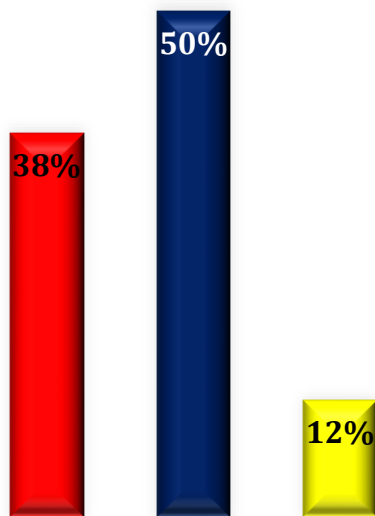
# I. PA Governor's Race: Corbett moves to within 7 points

Corbett is within 7 points of Wolf (42.2% Corbett/49.1% Wolf/8.7% undecided). Corbett's growth is in large part the result of his gains among registered Republican. In July, Corbett was polling 64% among registered Republicans. Currently he is polling 73% among registered Republicans.

*Thinking now about the up-coming election for Governor...If the election was being held today, for whom would you vote if the candidates were Tom Corbett, Republican, or Tom Wolf, Democrat?*

07/30-31/2014  
N of 1,214  
MOE +/- 2.9%

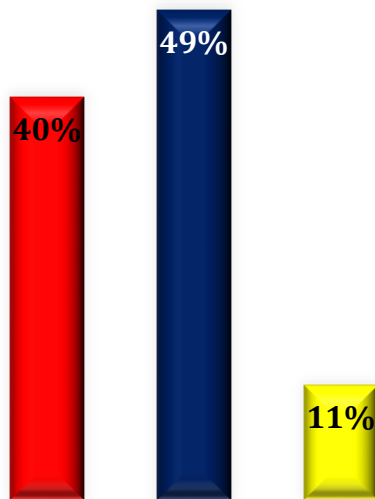
**Corbett -12**



■ TOM CORBETT ■ TOM WOLF  
■ UNDECIDED

09/17-18/2014  
N of 1,120  
MOE +/- 2.9%

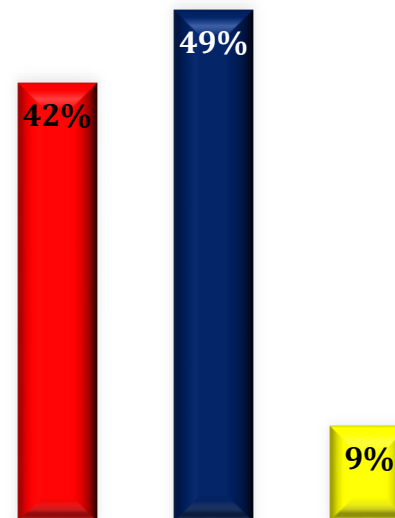
**Corbett -9**



■ TOM CORBETT ■ TOM WOLF  
■ UNDECIDED

10/13-14/2014  
N of 1,131  
MOE +/- 2.9%

**Corbett -7**

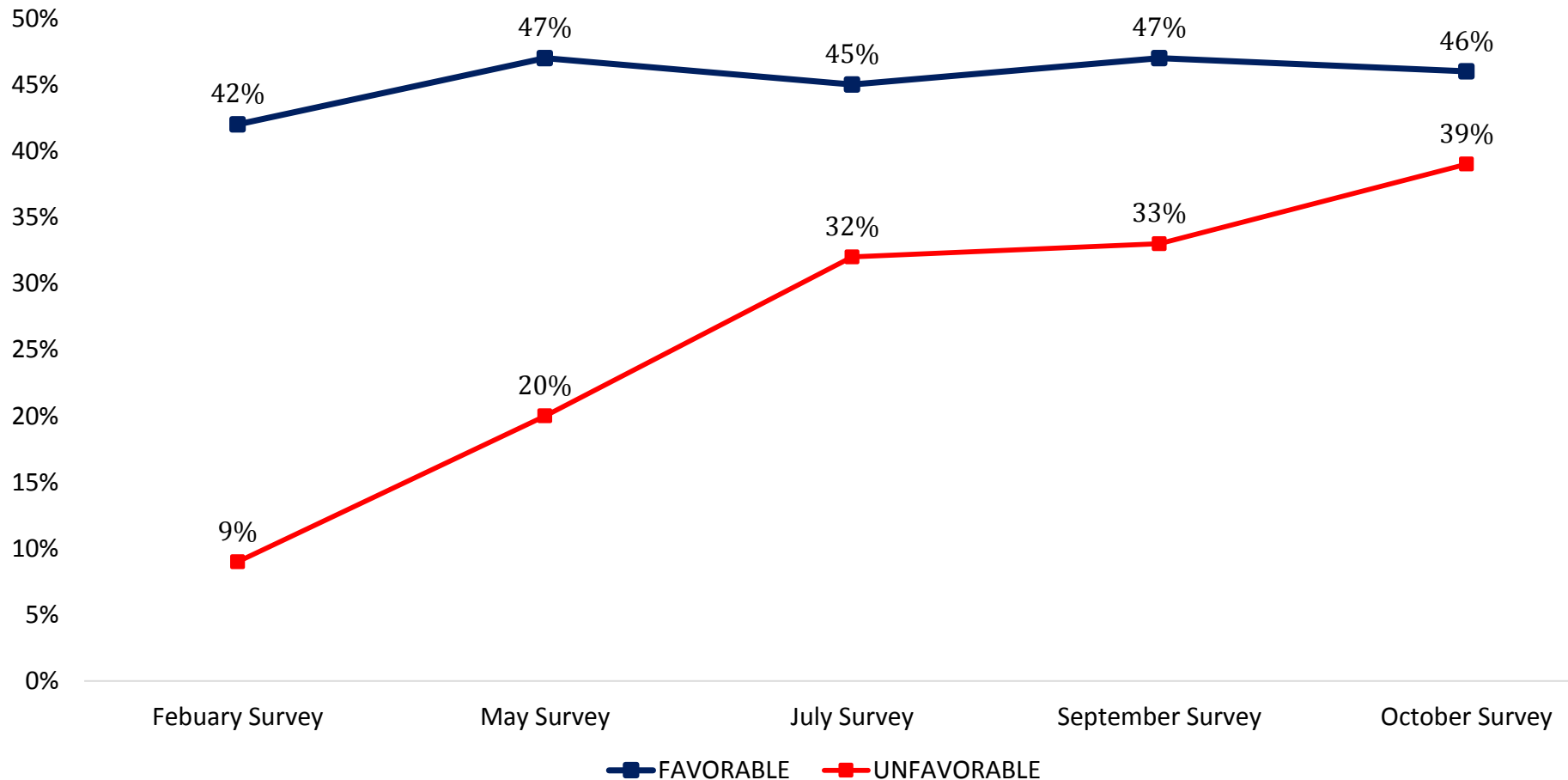


■ TOM CORBETT ■ TOM WOLF  
■ UNDECIDED

## II. Wolf's imaging approaching 1 to 1 favorable to unfavorable ratio

Corbett is also benefiting from the fact that Wolf's favorable to unfavorable image ratio is getting closer to 1 to 1 as more voters develop an opinion of him. In the February 2014 Quinnipiac survey, Wolf had a 4.6 to 1 favorable to unfavorable ratio (42% favorable/9% unfavorable/48% no opinion). In the May 2014 PPP survey, Wolf's favorable to unfavorable ratio dropped to 2.4 to 1 (47% favorable/20% unfavorable/33% no opinion). Currently, Wolf's favorable to unfavorable ratio is 1.1 to 1 (46% favorable/39% unfavorable/15% no opinion).

*Do you have a favorable or unfavorable opinion of Tom Wolf?*



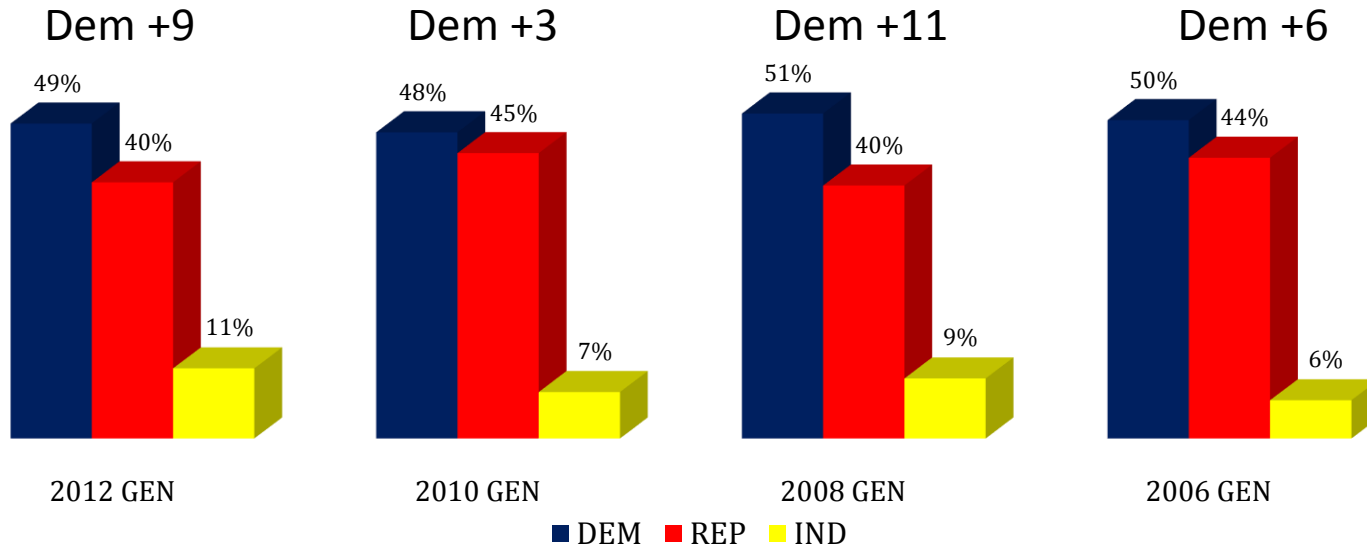
### III. Turnout and Survey Demographics: mid-term election turnout vs. presidential election turnout...big difference

Based on an analysis of the Pennsylvania voter file, the last four election cycles show considerable differences from cycle to cycle in regards to the composition of the electorate, particularly as it relates to party registration. As is the case in other states, mid-term election year demographics tend to be more favorable to Republican candidates when compared to presidential election year demographics.

During the last two presidential elections, the party composition of the electorate on election day greatly benefited Democrats. In the 2012 presidential election, registered Democrats represented 49% of the electorate while registered Republicans represented 40% of the electorate (+9 Dem). In the 2008 presidential election, registered Democrats represented 50% of the electorate while registered Republicans represented 40% of the electorate (+11 Dem).

However, during the last two mid-term elections, the Democrat advantage has been less significant. In the 2010 mid-term election, registered Democrats represented 48% of the electorate while registered Republicans represented 45% of the electorate (+3 Dem). In the 2006 mid-term election, registered Democrats represented 50% of the electorate while registered Republicans represented 44% of the electorate (+6 Dem).

**Pennsylvania Previous Election Day Demographics  
Party Registration**

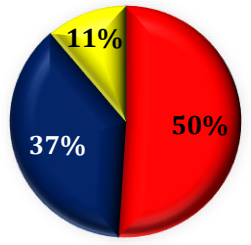


The impact of the turnout difference is obvious in the 3 surveys below. All 3 surveys were conducted around the same time; however, they all show different results.

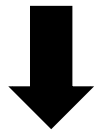
The Franklin & Marshall Poll is weighted to reflect party composition during a presidential election year (+13 Dem). As a result, the survey has Wolf leading by 20 points. However, the CBS News/NYT (+7 Dem) and the Magellan BR (+2 Dem) surveys weight party to reflect previous mid-term election cycles. As a result, both surveys show Wolf's lead substantially smaller.

**Franklin & Marshall Poll                      CBS News/NYT Poll                      Magellan Strategies BR Poll**

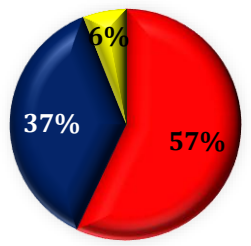
**Party Registration  
Dem +13**



■ DEM ■ REP ■ IND

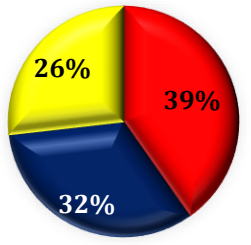


**Gov. Ballot  
Wolf +20**

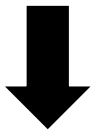


■ WOLF ■ CORBETT ■ UNDECIDED

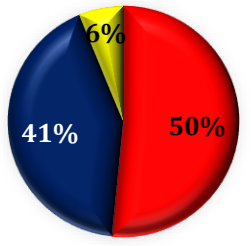
**Party Registration  
Dem +7**



■ DEM ■ REP ■ IND

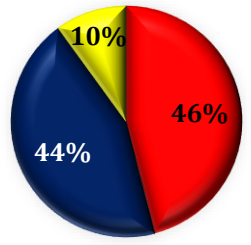


**Gov. Ballot  
Wolf +9**

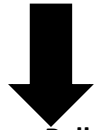


■ WOLF ■ CORBETT ■ UNDECIDED

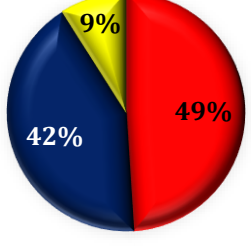
**Party Registration  
Dem +2**



■ DEM ■ REP ■ IND



**Gov. Ballot  
Wolf +7**



■ WOLF ■ CORBETT ■ UNDECIDED