TO: Premium Access Club Members

FROM: Jim Lee, President

RE: **Statewide Poll Results: Governor and U.S. Senate**   DATE: 3/12/10

Methodology:

This statewide poll was conducted March 3-6 with 700 likely general election voters for internal analysis, SP&R clients and Premium Access Members only. Only voters with prior vote history in key general elections 2008, 2007, 2006 and 2005 were contacted (as well as new registrants since January 2008), with a special emphasis on G07, G06 and G05 to reflect likely turnout in a non-presidential general election. Interviews are randomly selected and conducted via telephone from a statewide voter file using our professionally-trained survey research staff from our Harrisburg telephone call center. Interviews are closely monitored to ensure a representative sample of Pennsylvania's electorate is achieved based on geography, party affiliation, gender, age and other demographics; results are sometimes statistically weighted for key demographics. The margin of error for a sample size of 700 is +/-3.7% at the 95% confidence level, but higher for subgroups of respondents. The top line results are included following the analysis.

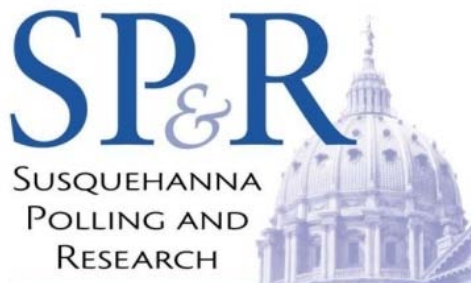## U.S. Senate Race (General Election Only)

- In the race for US Senate, Republican Pat Toomey leads Democrat Arlen Specter by a 42/36 margin, with 18% undecided and 4% saying they would vote for neither or someone else. **This marks a slight improvement for Toomey and corresponding drop for Specter in comparison to our October '09 poll when Specter led Toomey by a narrow 42/41 margin.**

- Toomey leads Specter by a 75/9 margin among Republicans (15% undecided) while Specter leads Toomey only 59/14 among Democrats (20% undecided); Toomey leads 40/30 among Independents. More importantly perhaps, Toomey holds a statistically significant 43/33 lead among "super voters" in this poll, who according to our statewide voter file are those who voted in 3 or more of the last four general elections and are therefore in our estimation the most likely voters to show up in a non-presidential election year like this November. In comparison, among 1x or 2x or "presidential-type" voters (or those who only voted 1 or 2 times in the last 4 general elections) Specter holds a narrow 40/39 lead. It is precisely many of these "presidential-type" voters who typically don't have a history of voting in gubernatorial elections that Specter will need to turn out in order for him to win on Election Day. Therefore, the higher the turnout among these presidential-type voters, the better Specter's chances this November; the lower the turnout the better Toomey will do.

- From a regional standpoint, Toomey either leads or ties Specter in every media market in the state but for Philadelphia. For instance, Toomey leads Specter in the Northwest/Erie region (37/31), the Southwest/Pittsburgh region (45/36), the "T"/Central region (48/30), the Northeast region (48/28) and the South Central or ABC27/Harrisburg region (53/28). Toomey is tied with Specter 39/39 in the 4 suburban counties surrounding Philadelphia (39/39) while Specter leads Toomey by a 58/11 margin in Philadelphia. Combined Philadelphia and the 4 suburban counties account for 1 in 3 voters in a statewide election. <u>However, good news for Specter is that the undecided vote is highest with groups historically most favorable to the Democrats including females (24%), Philadelphia voters (26%), younger voters 18-44 years old (20%) and moderates (29%), so if he can get these groups to break Democrat as they traditionally have in past elections he'll be in a better position to pull out a victory.</u>

Governor's Race (General Election Only)

- In the race for governor between Republican Tom Corbett and Democratic hopeful Jack Wagner, Corbett holds an 11-point, 37/26 lead with 36% undecided; 2% say they would vote for neither or another candidate.

- In the race for governor between Republican Tom Corbett and Democratic hopeful Dan Onorato, Corbett holds a 15-point, 39/24 lead with 35% undecided; 2% say they would vote for neither or another candidate. **This shows virtually no movement from our January poll earlier this year when Corbett led Onorato 44/28 (a 16-point lead).**

- Among Democrats Wagner leads Corbett 46/12 while Onorato leads Corbett 44/15, so both Democratic hopefuls are pulling a near equal percent of the Democratic vote against Corbett. Among Republicans, Corbett leads both Onorato and Wagner by near equal margins (69/2 and 67/3, respectively). <u>Regardless of who is the Democratic nominee, the race in November will be largely decided by how the candidates do in the vote-rich Philadelphia suburbs where currently 46% of voters are still undecided, nearly the highest of any region in the state.</u>

- Several differences between Onorato and Wagner that could be a factor in Wagner's slightly stronger ballot numbers (against Corbett) are among voters in the "T"/Central region and 1x/2x voters, or so-called "presidential-type" voters. Among voters in the socially conservative "T"/Central region, Wagner trails Corbett by a 38/20 margin (or 18 points) while Onorato trails Corbett by a much bigger 45/15 margin (or 30 points). In all other regions of the state both Wagner and Onorato poll relatively the same, which means Wagner's image as a more recognizable candidate known for his social/fiscal conservatism could be a contributing factor. Among the sub sample of "presidential-type" voters (or those who only voted in 1 or 2 of the last four general elections), Corbett only leads Wagner by 5 points (a 34/29 margin) while against Onorato he leads by 11 (a 37/26 margin). Both Onorato and Wagner poll relatively the same against Corbett among more traditional "super voters" who vote in every election. This means if turnout exceeds normal gubernatorial levels in November, it could be an advantage for Wagner if he is the Democratic nominee.

Final Top Line Survey Results
PA Statewide Survey
Sample Size: 700 Registered Voters
Conducted: March 3-6, 2010

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

Q1. 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 Taxes............................64	**09%**	
Other Taxes (general)................51	**07%**	
Crime/Violence/Drugs...............8	**01%**	
Economy/Jobs............................225	**32%**	
Economy (general)	33	05%
Jobs (general)	160	23%
Currently unemployed	10	01%
Fear of losing job	3	00%
Stagnant wages/COLA	4	01%
Business Slowdown	3	00%
Other	12	02%
Transportation/Growth..............16	**02%**	
Street/road conditions	13	02%
Too much growth/building	1	00%
Other	1	00%
Gov't Spending/Budget..............101	**14%**	
Gov't spending (general)	32	05%
Out of control (federal)	6	01%
Out of control (state)	33	05%
Out of control (local)	3	00%
Budget (general)	20	03%
Other	5	01%

Federal (Obama/Congress)	3	00%
State (Rendell/Harrisburg)	8	01%
General anti-incumbent	2	00%
Other	3	00%
Environment/Pollution...............9	**01%**	
Health & Welfare........................74	**11%**	
Healthcare (general)	41	06%
Healthcare (reform)	26	04%
Medicare	4	01%
Other	3	00%
Education/Schools.......................45	**06%**	
Morality/Family Values.............7	**01%**	
Abortion	2	00%
Gambling	3	00%
Other	2	00%
Quality of Life.............................10	**01%**	
Litter/trash/noise	2	00%
Neighborhoods/housing	4	01%
Other	4	01%
Undecided...................................33	**05%**	
Other...21	**03%**	

Politicians/Government.............36	**05%**	
Corruption (general)	20	03%

Now, turning to the upcoming general election in November…

Q2. If the election for United States Senate were being held today, would you vote for Pat Toomey, the Republican candidate, or Arlen Specter, the Democrat candidate? (ROTATE NAMES)

1. Toomey   291   42%
2. Specter   251   36%
3. None/other   30   04%
4. Undecided   126   18%

CROSS-TABULATIONS BY PARTY, REGION, AGE, VOTE HISTORY, GENDER, IDEOLOGY

	Party Reg.				Geographic Region							
	Rep	**Dem**	**I/O**		**NW**	**SW**	**Cent**	**NE**	**SC**	**SE**	**ALL**	**Phil**
Toomey	75%	14%	40%		37%	52%	48%	48%	53%	39%	39%	11%
Specter	09%	59%	30%		31%	32%	30%	28%	28%	39%	39%	58%
None/other	01%	07%	03%		03%	00%	02%	07%	05%	06%	03%	04%
Undecided	15%	20%	25%		29%	16%	18%	17%	14%	16%	19%	26%

	Age Group			Vote History			Gender			Ideology		
	18-44	**45-59**	**60+**	**1x/2x**	**3x/4x**		**Male**	**Fem**		**Con**	**Lib**	**Mod**
Toomey	33%	41%	48%	39%	43%		50%	34%		67%	11%	19%
Specter	44%	33%	33%	40%	33%		33%	38%		18%	66%	46%
None/other	02%	05%	05%	04%	05%		05%	04%		02%	07%	05%
Undecided	20%	20%	14%	17%	19%		12%	24%		13%	16%	29%

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(ROTATE Q3-Q4)
Q3. If the election for governor were being held today, would you vote for Tom Corbett, the Republican candidate, or Dan Onorato, the Democrat candidate? (ROTATE NAMES)

1. Corbett   276   39%
2. Onorato   167   24%
3. None/other   14   02%
4. Undecided   242   35%

CROSS-TABULATIONS BY PARTY, REGION, AGE, VOTE HISTORY, GENDER, IDEOLOGY

| | Party Reg. | | | | Geographic Region | | | | | | | |
	Rep	**Dem**	**I/O**		**NW**	**SW**	**Cent**	**NE**	**SC**	**SE**	**ALL**	**Phil**
Corbett	69%	15%	37%		45%	44%	45%	35%	61%	35%	36%	14%
Onorato	02%	44%	16%		26%	35%	15%	18%	14%	17%	37%	42%
None/other	01%	03%	00%		00%	01%	00%	04%	04%	02%	04%	00%
Undecided	28%	38%	45%		29%	20%	38%	44%	22%	46%	23%	44%

| | Age Group | | | Vote History | | | Gender | | | Ideology | | |
	18-44	**45-59**	**60+**	**1x/2x**	**3x/4x**		**Male**	**Fem**		**Con**	**Lib**	**Mod**
Corbett	38%	39%	41%	37%	41%		46%	33%		60%	13%	23%
Onorato	26%	26%	20%	26%	22%		19%	28%		13%	43%	30%
None/other	02%	02%	02%	02%	02%		02%	02%		01%	02%	03%
Undecided	33%	33%	37%	35%	34%		33%	36%		26%	42%	44%

Q4. If the election for governor were being held today, would you vote for Tom Corbett, the Republican candidate, or Jack Wagner, the Democrat candidate? (ROTATE NAMES)

1. Corbett   257   37%
2. Wagner   179   26%
3. None/other   11   02%
4. Undecided   252   36%

CROSS-TABULATIONS BY PARTY, REGION, AGE, VOTE HISTORY, GENDER, IDEOLOGY

| | Party Reg. | | | | Geographic Region | | | | | | | |
	Rep	**Dem**	**I/O**		**NW**	**SW**	**Cent**	**NE**	**SC**	**SE**	**ALL**	**Phil**
Corbett	67%	12%	32%		40%	44%	38%	31%	56%	34%	35%	11%
Wagner	03%	46%	18%		26%	34%	20%	19%	16%	18%	37%	49%
None/other	01%	02%	02%		00%	00%	00%	02%	03%	02%	04%	00%
Undecided	29%	41%	46%		34%	23%	40%	47%	25%	46%	23%	40%

| | Age Group | | | Vote History | | | Gender | | | Ideology | | |
	18-44	**45-59**	**60+**	**1x/2x**	**3x/4x**		**Male**	**Fem**		**Con**	**Lib**	**Mod**
Corbett	36%	34%	41%	34%	39%		42%	32%		56%	12%	23%
Wagner	30%	27%	20%	29%	23%		22%	29%		14%	44%	28%
None/other	03%	01%	01%	01%	02%		01%	02%		01%	02%	03%
Undecided	31%	38%	37%	35%	37%		34%	37%		29%	42%	45%

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

Q5. Are you registered to vote as a Republican, Democrat, Independent or something else?

1. Republican	294	42%
2. Democrat	350	50%
3. Independent/other	56	08%

Q6. What is your approximate age according to the following brackets: 18-29, 30-44, 45-59 or 60 and over?

1. 18-29	35	05%
2. 30-44	126	18%
3. 45-59	308	44%
4. 60+	231	33%

Q7. Do you consider yourself to be conservative or liberal when thinking about your social, economic and political views?

1. Conservative	361	52%
2. Liberal	187	27%
3. Moderate	122	17%
4. Other/none	16	02%
5. Undecided	11	02%

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

Gender:

1. Male	336	48%
2. Female	364	52%

Vote History (last four general elections):

1X	67	10%
2X	214	31%
3X	181	26%
4X	238	34%

Area:

35	(05%)	1. **Northwest** [Erie, Crawford, Mercer, Venango, Warren, Forest]
70	(10%)	2. **Southwest** [Lawrence, Beaver, Washington, Greene, Fayette, Westmoreland, Indiana, Armstrong, Butler]
91	(13%)	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]
91	(13%)	4. **Northeast/Lehigh Valley** [Luzerne, Carbon, Monroe, Schuylkill, Lackawanna, Lehigh, Northampton, Pike, Wayne]
112	(16%)	5. **South Central** [Perry, Cumberland, Adams, York, Lancaster, Lebanon, Dauphin, Berks]
147	(21%)	6. **Southeast** [Chester, Delaware, Montgomery, Bucks]
77	(11%)	7. **Allegheny County**
77	(11%)	8. **Philadelphia**

The margin of error for a sample size of 700 is +/-3.70%