



INSTITUTE OF
PUBLIC OPINION
MUHLENBERG COLLEGE

Muhlenberg College/*Morning Call*
2012 Pennsylvania Presidential Election Survey

Release Date

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Survey Methodology

Number of Interviews: 438 Likely Voters in the Commonwealth of Pennsylvania

Margin of Error: +/-5% at a 95% level of confidence

Fielding Dates – October 10-14, 2012

Method of Interviewing: Live telephone interviewers

Method of Sampling: The sample for this study was drawn randomly from both a list of registered voters in the state of Pennsylvania and from the universe of wireless numbers in the Commonwealth. First, voters were randomly selected from a list of registered voters in Pennsylvania that is provided by the Commonwealth of Pennsylvania. This list has been updated to reflect changes in phone numbers for voters since their initial registration. However since the list updating procedure will not match voters to wireless phone numbers a supplemental sampling procedure is employed. The supplemental sample includes a random selection of wireless numbers for cell phones in Pennsylvania. While the proportion of registered voters in Pennsylvania who exclusively use cell phones is undetermined, it is estimated that approximately a quarter of Americans use only cell phones. We thus supplement the sample drawn from voter files with a sample drawn randomly from wireless phone numbers in Pennsylvania. Respondents from the cell phone sample were asked to identify if they used only cell phones for their personal use, with those using both cell phones and landlines excluded from participation in the survey. The overall sample included 340 responses from the list of registered voters and 98 responses from the cell phone sample.

Likely Voter Screens: To identify likely voters a multiple stage process is utilized. For the sample drawn from the Pennsylvania voter registration files only individuals who voted in at least 1 of the last 8 general or primary elections in Pennsylvania OR who had registered to vote in the state since 2009 were included in the sampling frame. For the cell phone sample respondents were asked if they had voted in 1 of the last 8 elections in the state or had registered to vote since 2009. Among those that met the voting history requirement, two follow up questions were asked to determine voter likelihood. First respondents were asked to confirm their voter registration status (Question 1) with those indicating that they were either not registered or unsure about their registration status being excluded from participation. Finally, individuals were asked to express the likelihood that they will vote (Question 2) in the November election, with only those indicating that they will definitely or most likely vote allowed to participate in the full survey.

Weighting: The data was weighted by gender and region of the state.

Totals may not equal 100% due to rounding

Instrument Design: Dr. Christopher P. Borick of the Muhlenberg College Institute of Public Opinion in conjunction with staff members of the *Morning Call*.

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FREQUENCY REPORT AND SURVEY INSTRUMENT

INTRODUCTION

Q1: Thank you. Which of the following categories best describes your current voting status? Are you registered as a ____? (READ LIST)

	August 2012	Early September 2012	Late September 2012	October 10-15
Democrat	49%	49%	47%	47%
Republican	40%	39%	39%	42%
Independent	10%	8%	12%	10%
Other Party	2%	4%	2%	2%
Not Registered (END SURVEY)	Na	Na	Na	Na
Not Sure (END SURVEY)	Na	Na	Na	Na

Q2: How likely are you to vote in the elections this November? Are you definitely going to vote, very likely to vote, not too likely to vote or definitely not voting in the November Election?

	August 2012	Early September 2012	Late September 2012	October 10-15
Definitely Going to Vote	84%	82%	85%	90%
Very Likely To Vote	16%	18%	15%	10%
Very Likely To Vote (END SURVEY)	Na	Na	Na	Na
Definitely not voting (END SURVEY)	Na	Na	Na	Na
Not Sure (END SURVEY)	Na	Na	Na	Na

Q3: Next, I would like for you to rate the performance of a few political officials. For each name that I read, please tell me if you approve or disapprove of the way he is doing his job.

First, President Barack Obama?

	August 2012	Early September 2012	Late September 2012	October 10-15
Approve	43%	47%	47%	47%
Disapprove	47%	44%	45%	46%
No Opinion	10%	9%	8%	6%

Q4: How about Governor Tom Corbett?

	August 2012	Early September 2012	Late September 2012	October 10-15
Approve	30%	30%	31%	33%
Disapprove	46%	46%	45%	39%
No Opinion	24%	25%	25%	27%

Q5: and Senator Bob Casey Jr.?

	August 2012	Early September 2012	Late September 2012	October 10-15
Approve	37%	37%	33%	32%
Disapprove	28%	31%	31%	35%
No Opinion	35%	32%	36%	33%

Q6: Now, I would like to ask your overall impression of a few political figures. For each name I read, please tell me if your impression of him is favorable or unfavorable.

First, Mitt Romney

	August 2012	Early September 2012	Late September 2012	October 10-15
Favorable	37%	40%	39%	44%
Unfavorable	49%	48%	51%	45%
Neutral/Not Sure	13%	12%	10%	11%
Haven't heard of him	<1%	<1%	<1%	<1%

Q7: Next, Barack Obama

	August 2012	Early September 2012	Late September 2012	October 10-15
Favorable	48%	50%	49%	46%
Unfavorable	45%	42%	45%	46%
Neutral/Not Sure	7%	7%	6%	7%
Haven't heard of him	0%	<1%	<1%	0%

Q8: How about Bob Casey Jr.?

	August 2012	September 2012	Late September 2012	October 10-15
Favorable	40%	35%	34%	32%
Unfavorable	26%	31%	33%	36%
Neutral/Not Sure	31%	31%	31%	28%
Haven't heard of him	2%	3%	3%	4%

Q9: and Tom Smith?

	August 2012	September 2012	Late September 2012	October 10-15
Favorable	18%	20%	23%	29%
Unfavorable	13%	18%	21%	23%
Neutral/Not Sure	40%	35%	36%	33%
Haven't heard of him	30%	27%	20%	15%

Q10: Now, if the 2012 presidential election was being held today and the race was between Barack Obama and Mitt Romney who would you vote for? (OPTIONS ROTATED)

	August 2012	September 2012	Late September 2012	October 10-15
Barack Obama	48%	49%	49%	47%
Mitt Romney	38%	41%	41%	44%
Neither/Other	6%	5%	4%	3%
Not Sure (Volunteered)	7%	5%	6%	6%

NOTE Q11 was asked only to respondents who responded "not sure" in Q10 (n = 24)

Q11: Are you leaning more toward voting for Mitt Romney or Barack Obama?

	August 2012	September 2012	Late September 2012	October 10-15
Obama	10%	13%	15%	29%
Romney	20%	16%	15%	21%
Neutral/Not Sure	70%	71%	70%	50%

**PRESIDENTIAL RACE WITH
LEANERS**

	August 2012	September 2012	Late September 2012	October 10-15
Barack Obama	49%	50%	49%	49%
Mitt Romney	40%	41%	42%	45%
Neither/Other	6%	5%	4%	3%
Not Sure (Volunteered)	5%	4%	5%	3%

Q12: Now, if the 2010 U.S. Senate election was being held today and the race was between Bob Casey Jr. and Tom Smith, who would you vote for?

	August 2012	September 2012	Late September 2012	October 10-15
Bob Casey Jr	46%	44%	42%	39%
Tom Smith	28%	30%	34%	37%
Neither/Other	3%	5%	7%	1%
Not Sure (Volunteered)	24%	21%	17%	23%

NOTEQ13 was asked only to respondents who responded “not sure” in Q12 (n = 98)

Q13: Are you leaning more toward voting for Bob Casey Jr. or Tom Smith?

	August 2012	September 2012	Late September 2012	October 10-15
Bob Casey Jr	14%	8%	13%	11%
Tom Smith	9%	13%	9%	7%
Not Sure (Volunteered)	76%	78%	77%	82%

**SENATE RACE WITH
LEANERS**

	August 2012	September 2012	Late September 2012	October 10-15
Bob Casey Jr	49%	45%	44%	41%
Tom Smith	30%	33%	36%	39%
Neither/Other	3%	5%	7%	1%
Not Sure (Volunteered)	18%	18%	13%	18%

Q14: Next, if the 2010 Pennsylvania Attorney General's election was being held today and the race was between Dave Freed the Republican and Kathleen Kane the Democrat, who would you vote for?

	Late September 2012	October 10-15
Dave Freed	27%	28%
Kathleen Kane	33%	33%
Other	2%	2%
Not Sure	38%	37%

NOTE Q15 was asked only to respondents who responded "not sure" in Q14
(n = 159)

Q15: Are you leaning more toward voting for Dave Freed or Kathleen Kane?

	Late September 2012	October 10-15
Dave Freed	9%	6%
Kathleen Kane	11%	9%
Not Sure	79%	84%

ATTORNEY GENERAL'S RACE WITH LEANERS

	Late September 2012	October 10-15
Dave Freed	31%	30%
Kathleen Kane	37%	37%
Other	2%	2%
Not Sure	31%	32%

Q16: If the elections for Congress were being held today, which party's candidate would you vote for? The Democratic Party's candidate or the Republican Party's candidate? (OPTIONS ROTATED)

	August 2012	September 2012	Late September 2012	October 10-15
Democrat	44%	46%	42%	45%
Republican	35%	39%	39%	41%
Neither/Other	4%	6%	4%	1%
Not Sure (Volunteered)	17%	9%	15%	13%

Q17: Did you happen to watch last week's presidential debate between Barack Obama and Mitt Romney, or didn't you get a chance to see it?

	October 10-15
Yes	71%
No	26%
Not Sure	3%

(QUESTIONS 18 and 19 ASKED ONLY OF RESPONDENTS ANSWERING "YES" IN Q17)

Q18: Regardless of which presidential candidate you support, do you think that Mitt Romney or Barack Obama did a better job in last week's presidential debate.? (NAMES ROTATED)

	October 10-15
Romney	73%
Obama	12%
Neither/Both	7%
Not Sure	7%

Q19: Which of the following best describes the effect that last week's presidential debate had on your vote in the upcoming presidential election. Did it make you: (READ LIST)

	October 10-15
Much more likely to vote for Barack Obama	10%
Slightly more likely to vote for Barack Obama	5%
Slightly more likely to vote for Mitt Romney	7%
Much more likely to vote for Mitt Romney	26%
Or did the debate have no effect on your vote for president in the upcoming election	49%
Not Sure	3%

Q20: Finally, I have a few questions about yourself. Which of the following categories best describes your racial identity? Are you (READ LIST)?

	August 2012	September 2012	Late September 2012	October 10-15
White/Caucasian	90%	88%	86%	87%
African-American	6%	6%	7%	6%
Hispanic	1%	2%	2%	2%
Latino	<1%	<1%	<1%	1%
Asian	1%	1%	1%	1%
Native American	<1%	<1%	1%	<1%
Mixed race	1%	2%	2%	2%
Other	1%	1%	1%	1%

Q21: Which of the following categories best describes your religious affiliation? Are you (READ LIST)?

	August 2012	Early September 2012	Late September 2012	October 10-15
Catholic	34%	33%	35%	33%
Protestant	47%	45%	43%	41%
Jewish	2%	3%	3%	3%
Muslim	1%	<1%	<1%	2%
Hindu	<1%	<1%	<1%	<1%
Other Religions (including agnostic)	13%	13%	12%	12%
Atheist	2%	3%	2%	4%
Not Sure (volunteered)	2%	2%	4%	3%

Q22: What is your current marital status? Are you (READ LIST)?

	August 2012	Early September 2012	Late September 2012	October 10-15
Single	14%	16%	14%	14%
Married	65%	62%	65%	67%
Separated	1%	1%	1%	1%
Divorced	6%	6%	6%	6%
Widowed	13%	13%	12%	10%
Partnered	1%	1%	1%	1%

Q23: What is your highest level of education? (READ LIST)

	August 2012	Early September 2012	Late September 2012	October 10-15
Less than High School	2%	1%	3%	3%
High School Graduate	31%	29%	26%	26%
Some college or technical school	24%	25%	25%	23%
College graduate (4 yr only)	23%	24%	26%	29%
or Graduate or professional degree	20%	21%	21%	18%

Q24: Which of the following categories best describes your family income? Is it (READ LIST)?

	August 2012	Early September 2012	Late September 2012	October 10-15
Under \$20,000	11%	13%	10%	12%
\$20,000-\$40,000	19%	20%	21%	19%
\$40,000-\$60,000	23%	20%	19%	19%
\$60,000-\$80,000	14%	14%	15%	16%
\$80,000-\$100,000	11%	11%	10%	10%
Or Over \$100,000	20%	19%	21%	18%
Not Sure (Volunteered)	2%	4%	5%	6%

Q25: Which of the following categories does your current age fall in? Is it (READ LIST)?

	August 2012	Early September 2012	Late September 2012	October 10-15
18-34	10%	13%	12%	13%
35-50	21%	25%	25%	24%
51-64	34%	29%	31%	32%
Or 65- and over	35%	32%	33%	31%

Q26: Thank you for your help with the survey. We appreciate your time. (GENDER DETERMINED BY VOICE RECOGNITION)

	August 2012	Early September 2012	Late September 2012	October 10-15
Male	48%	48%	48%	48%
Female	52%	52%	52%	52%

REGION

	August 2012	Early September 2012	Late September 2012	October 10-15
Philadelphia	10%	11%	12%	11%
Suburban Phil/Lehigh Valley	24%	24%	24%	24%
Allegheny	11%	10%	12%	11%
Southwest	9%	10%	10%	10%
Remainder of State	46%	45%	43%	44%

**SELECTED CROSSTABS FOR THE PRESIDENTIAL RACE
(INCLUDING LEANERS)**

	Obama	Romney	Neither/Other	Not Sure
OVERALL	49%	45%	3%	3%
Democrat	82%	13%	2%	2%
Republican	12%	82%	3%	2%
Independent	37%	47%	9%	7%
Male	45%	49%	3%	3%
Female	52%	42%	3%	3%
White	43%	50%	3%	3%
Non-White	93%	7%	0%	<1%
College Degree	52%	42%	2%	4%
No College Degree	45%	49%	4%	3%
Under 50 Years Old	56%	37%	2%	4%
Over 50 Years Old	45%	49%	4%	2%
Catholic	53%	38%	5%	4%
Protestant	34%	61%	2%	3%

