

NATIONAL POLL REPORT

THE ROBERT MORRIS UNIVERSITY POLLING INSTITUTE



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1 INTRODUCTION

The Polling Institute at Robert Morris University is pleased to present the results of a national poll of Americans.

The poll was designed to assess public views regarding the data security, Bitcoin, education and student testing, employment and college preparation.

The research study included survey responses from 1001 respondents nationally and an additional 500 respondents from the state of Pennsylvania.

The national poll included the following areas for investigation:

- Personal views on data security and precautions taken;
- Use of identity theft protection services;
- Concern over security of personal information;
- View on Bitcoin and virtual currencies;
- Awareness of Common Core State Standards for public education;
- Reasons for support or opposition to Common Core;
- Views on Unions for teachers and home schooling;
- Perceptions of the role of colleges in employment preparation;
- Impressions of the value of college today versus ten years ago;
- Employee Unions and views on Right-to-Work Laws in the U.S.;
- Impressions of the minimum wage;
- Demographics.

Section II of this report discusses the Methodology used in the study, while Section III includes Highlights derived from an analysis of the quantitative research. Section IV is a Summary of Findings from the online survey.

Section V is an Appendix to the report containing the composite aggregate data and the survey instrument employed.

METHODOLOGY

Using a quantitative research design, the Institute completed 1001 online surveys nationally and a separate, but identical, survey of 500 Pennsylvania residents.

Survey design input was provided by Robert Morris University officials.

Survey design is a careful, deliberative process to ensure fair, objective and balanced surveys. Staff members, with years of survey design experience, edit out any bias. Further, all scales used by the Institute (either numeric, such as one through ten, or wording such as strongly agree, somewhat agree, somewhat disagree, or strongly disagree) are balanced evenly. Additionally, placement of questions is carefully accomplished so that order has minimal impact.

This survey was conducted August 18 – 22, 2014.

Respondents qualified for the survey if they were a resident of the United States and 18 years of age or older. Responses were approximately proportional to each state's population.

All facets of the study were completed by the Institute's senior staff and researchers. These aspects include: survey design, pre-test, computer programming, fielding, coding, editing, verification, validation and logic checks, computer analysis, analysis, and report writing.

Statistically, a sample of 1001 completed surveys has an associated margin for error of +/- 3.0% at a 95% confidence level. The Pennsylvania sample of 500 has an associated margin for error of +/-4.5% at a 95% confidence level.

Results throughout this report are presented for composite results – all 1001 cases.

Readers of this report should note that any survey is analogous to a snapshot in time and results are only reflective of the time period in which the survey was undertaken. Should concerted public relations or information campaigns be undertaken during or shortly after the fielding of the survey, the results contained herein may be expected to change and should be, therefore, carefully interpreted and extrapolated.

Furthermore, it is important to note that all surveys contain some component of “sampling error”. Error that is attributable to systematic bias has been significantly reduced by utilizing strict random probability procedures. This sample was strictly random in that selection of each potential respondent was an independent event based on known probabilities.

Each qualified online panel member within the United States had an equal chance for participating in the study. Statistical random error, however, can never be eliminated but may be significantly reduced by increasing sample size.

HIGHLIGHTS

ON DATA SECURITY / BITCOIN

- Nearly one out of ten Americans surveyed, 8.2%, reported experiencing identity theft. And, twice that percent, 16.6%, said they have experienced a personal data theft or breach at a business they use.
- A still larger percent, 20.8%, indicated a friend or relative has experienced identity theft while nearly one-third of all those surveyed (31.7%) have had a credit card number stolen. Three quarters, 72.4%, of all respondents have read about stolen personal data or compromised data security.
- Just under one-fifth of all survey respondents (19.5%) subscribe to an identity theft protection service. Impressively, of this group, 90.8% are very or somewhat satisfied with the service.
- While 18.3% of all adult respondents have never requested a copy of their credit report to review either their score or check it for problems, most others (74.3%) have. Of the group requesting copies of their credit report, 35.5% suggested they received one within the last six months.
- Over three-fifths of all respondents, 67.9%, have placed anti-virus software on their desktop computers. This was followed by laptop computers, Smartphones, and tablets or pads – 62.0%, 19.7% and 19.0 respectively.
- Importantly, 60.5% of respondents see complex and demanding password or passcode requirements as “reassuring” rather than “frustrating” as 31.0% see the same demanding requirements.
- Three-quarters, 78.2%, describe their own primary bank’s passcode requirements as very or somewhat strong.
- Concern about security of personal data information is strongest (very or somewhat concerned) at Wi-Fi Hot Spots in general (61.8%) and at airports or malls (60.3%). This is followed by those concerned about personal data at cafes, on social networks, and on wireless communication at home – 58.3%, 58.0% and 45.3% respectively.

- Many respondents, 26.2%, suggested they store passcodes on their own phones, computers, or other personal data devices.
- In light of the proliferation of data breaches and thefts, just 18.5% of all survey respondents suggested they are reducing online transactions.
- Awareness for Bitcoin, a virtual monetary currency was recorded at 56.4%. Of this group 4.0% have actually used Bitcoin while 52.8% were only aware of Bitcoin.
- Americans, after receiving a thorough and balanced introduction to Bitcoin appear evenly split on the currency – with 43.9% agreeing that Bitcoin “Seems like a more secure and safe way to conduct transactions” while 44.5% agreeing that “Bitcoin sounds like a scam and a way to lose money”. Overall, about one quarter, 26.7%, suggested they can see themselves using Bitcoin or another virtual currency instead of U.S. Dollars.

ON EDUCATION / STUDENT TESTING

- Two-thirds of all respondents, 66.9%, had some awareness of Common Core State Standards – ranging from very aware to somewhat unaware. One-quarter, 27.9% indicated they held no awareness.
- Among respondents aware of Common Core State Standards, support was recorded at 54.6%.
- Reasons offered in support of Common Core State Standards focused mostly on holding schools systems accountable, ensuring that students learn, holding teachers accountable and holding students accountable.
- Reasons offered in opposition of Common Core State Standards focused mostly on the belief that not all students learn alike, that Standards promote “teaching to the test” rather than long term learning, that these federally established State Standards are not proven to be better than individual state standards already in place and that students do not learn basic fundamental skills.

- On public education, researchers found...
 - 77.2% agreed that parents should have the option to home school K-12 children
 - 67.1% support standardized testing for public schools
 - 57.4% agreed that Charter Schools tend to perform better than public schools
 - 49.3% agreed that Employee Unions should be allowed to organize teachers

- Over one-half of all respondents, 59.3%, indicated they were aware that Charter Schools are a part of the public school system and, similarly, receive taxpayer dollars to operate.

- The strongest reasons considered “legitimate” for home schooling children would include under-performing local public schools (67.0%), bullying at school (58.5%), finding a better option for a child (56.2%), and under-performing teachers (55.5%).

ON EMPLOYMENT / COLLEGE PREPARATION

- By a significant margin, Americans surveyed suggested that the value of college was better ten years ago than it is today. The value of college ten years ago was rated as “good to very good” by 64.1% of all respondents while 37.8% indicated the same for college and university value today.

- Interestingly, over half of all those surveyed, 52.5%, noted they would prefer that colleges and universities focus on both academics and job/occupational preparation equally. This is compared to 32.1% who suggest colleges should exclusively or mostly focus on academics and 9.5% indicating they believed colleges should focus exclusively or mostly on job/occupational preparation.

- Just over one-third, 38.7%, of all those surveyed were very (10.4%) or somewhat aware (28.3%) of the U.S. News & World Report magazine’s annual College Rankings. Awareness was higher for those with children at 39.9% than those without children at 35.8%.

- Among those aware of the U.S. News & World Report College Rankings, a large percent, 70.5% suggest the rankings are very (16.0) or somewhat (54.5%) influential in parent/college bound student decision making.

- On Employee Unions today, just 8.9% of American’s surveyed indicated they were members of a Union. Another 10.6% suggested an immediate family member has joined a Union.
- Slightly more Americans surveyed see Employee Unions as “a thing of the past and unnecessary today” (33.3%) than those who see Unions as “valued and important” (32.2%). Some, 24.3% indicated they had no opinion either way.
- By a more than three-to-one margin (64.2% to 18.9%), Americans surveyed support Right-to-Work Laws that prevent, in some states, employees from being forced to join Unions and pay Union dues.
- As Labor Day approaches, nearly all working Americans, 95.9%, described their own work ethic as very good (62.5%) or good (33.4%). Just 4.1% indicated poor or very poor.
- While only 20.8% of Americans surveyed indicated they “could make ends meet financially at the current minimum wage levels, 53.5% suggest increases to minimum wages hurts small businesses and 44.7% see current minimum wage levels as OK as they are designed for entry-level, part-time, and teen and college jobs. Another 39.3% suggest that minimum wage increases will mean teens and college students will go without jobs.

ON PENNSYLVANIA ELECTIONS 2014/2016 AND THE ISSUES...

The current RMU Pennsylvania Poll included responses from 500 adult residents. As in recent RMU State Polls, party preference closely mirrored known state political party registration. The following depicts state registration and RMU August Poll respondent preferences.

Political Party	PA State Registration Statistics	RMU August 2014 Poll Results
Democratic	48.0	49.0
Republican	37.0	36.0
Independent	13.0	13.0

- Pennsylvania Republican likely voters were asked which, among 15 listed, potential candidates for the nomination for President they could support. Multiple responses were allowed. The leading contenders included New Jersey Governor Chris Christie (37.0%), Florida Senator Marco Rubio (22.5%), Wisconsin Congressman Paul Ryan (21.0%), former Pennsylvania Senator Rick Santorum (21.0%), Former Florida Governor Jeb Bush (20.3%) and Former Arkansas Governor Mike Huckabee (20.3%).

- Similarly, Pennsylvania Democratic likely voters were asked which they could support among nine potential candidates for the nomination for president. Former Secretary of State, Hillary Clinton led the group by a significant margin (70.9%). She was followed by Massachusetts Senator Elizabeth Warren (22.5%) and Vice-President Joe Biden (21.4%). Multiple responses were accepted.
- In the contest for Governor of Pennsylvania, Democratic candidate Tom Wolf leads (among likely voters) the incumbent Republican Governor, Tom Corbett 55.5% to 24.7% with 19.8% undecided.
- When those undecided but leaning toward either candidate are added into their respective totals, Tom Wolf leads Tom Corbett by 60.3% to 26.8%.
- Each candidate for Governor has a committed base. Overall, 82.2% of all Pennsylvania likely voter respondents suggested they are extremely or somewhat committed to their preferred candidate. Among Tom Wolf supporters the percent is 82.0% while 84.0% of Tom Corbett supporters are extremely or somewhat committed.
- Importantly, over one quarter of all Tom Wolf Independent supporters, 28.8%, would be less likely to support him if President Barack Obama supported or campaigned for him. A smaller percent, 19.2%, indicated they would be less likely to support Tom Wolf if Hillary Clinton was to support or campaign for him.

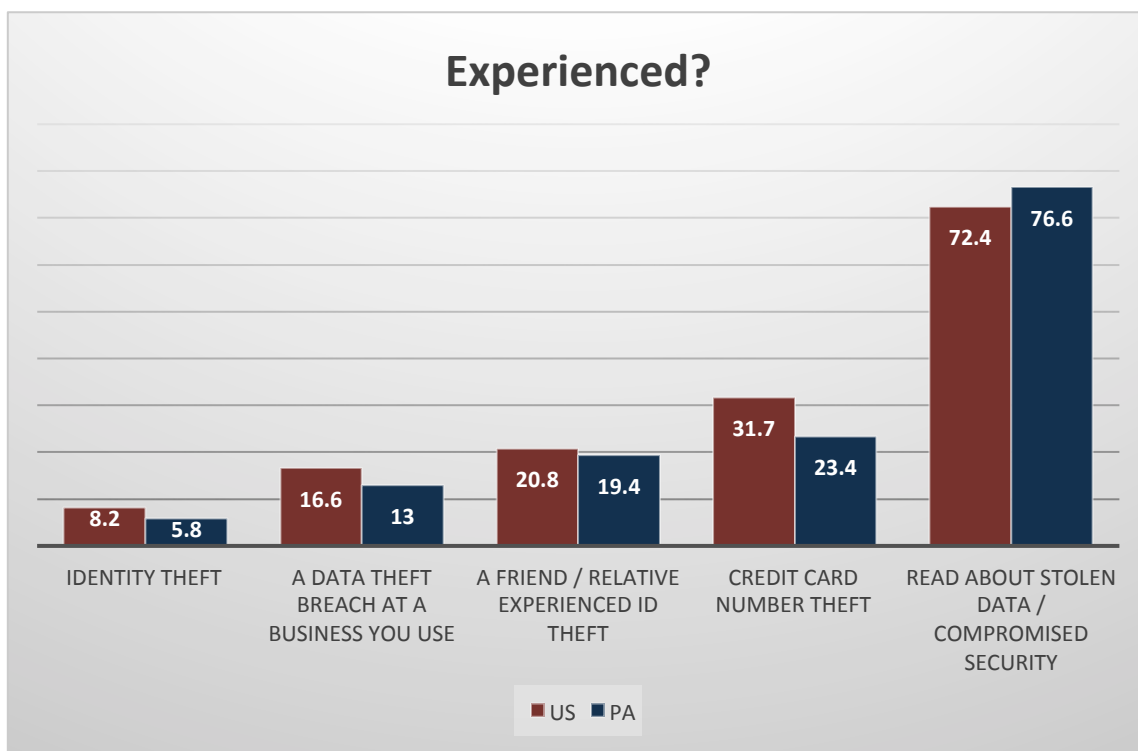
4 SUMMARY OF FINDINGS

Readers are reminded that the narrative throughout this report refers to composite aggregate data – the 1001 completed surveys. Further, results are presented for the 500 respondents to a separate survey of Pennsylvania residents.

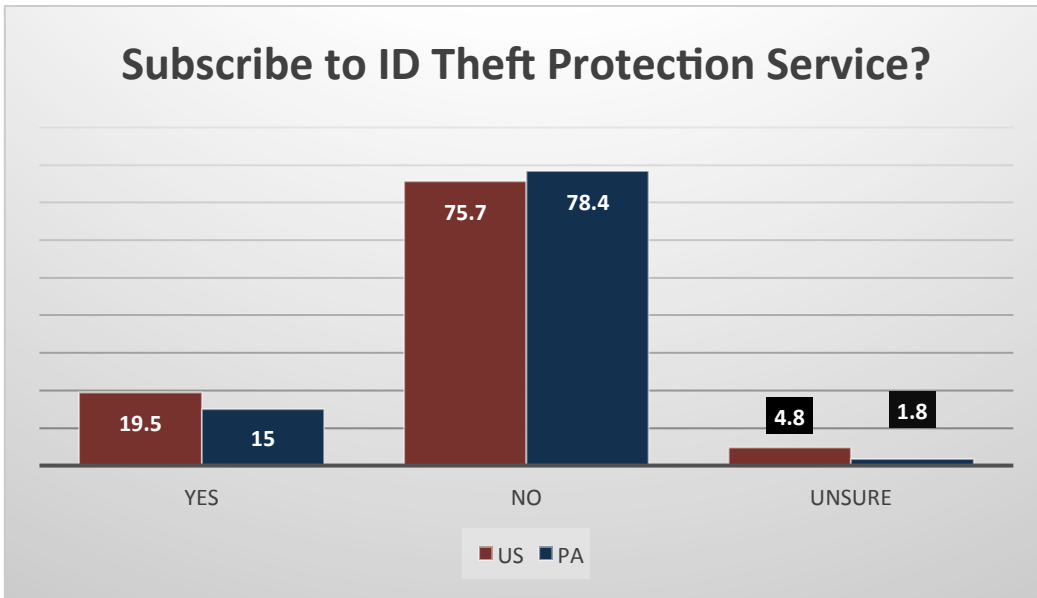
DATA SECURITY / BITCOIN

All respondents were asked to indicate if they have experienced various data breaches, theft or have learned about compromised security.

The following graph depicts the results as collected.

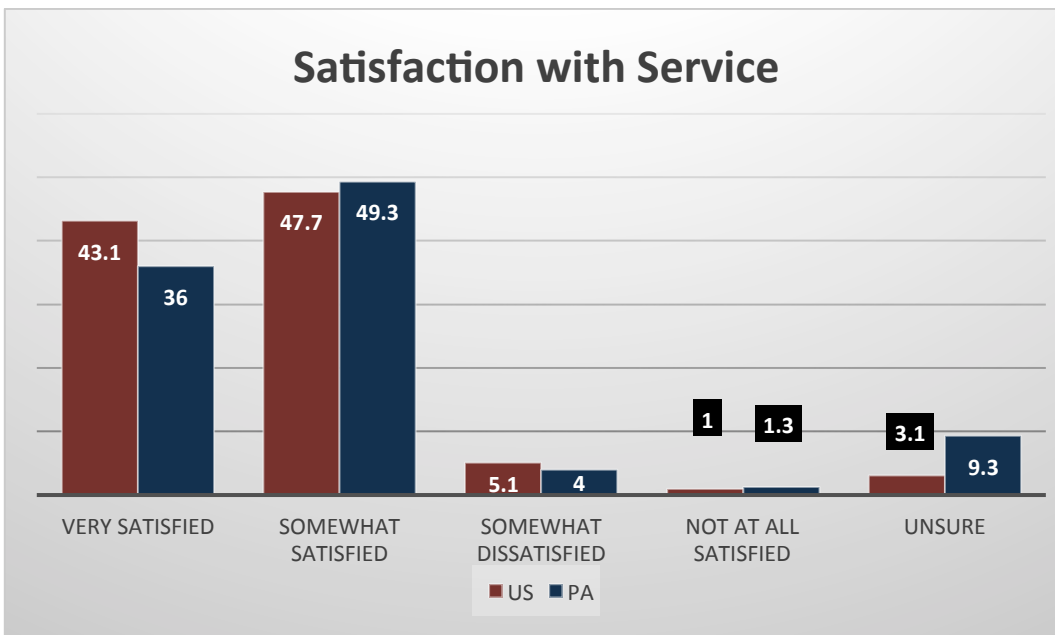


Nearly one-fifth of all respondents, 19.5%, indicated they currently subscribe to an identity theft protection service. Results are presented here.



Among those who subscribed to an identification theft protection service, 90.8% suggested they were very (43.1%) or somewhat (47.7%) satisfied. Just 6.1% indicated they were somewhat (5.1%) or not at all dissatisfied (1.0%). A few, 3.1, were unsure.

The results are presented here.



Respondents were asked how frequently, if at all, they receive a credit report for the purpose of checking their own score and reviewing it for potential theft issues/problems.

Nearly one-fifth of all respondents, 18.3%, indicated they have never secured their credit report to review their score or check for issues/problems.

Results are presented within the following table.

Frequency of Receiving a Credit Report	US	PA
Never have	18.3	21.0
Within the past six months	35.5	33.4
Six month to under one year	14.0	13.2
One year to under two years ago	13.2	9.8
Two or more years	11.6	12.0
Unsure	7.3	10.0

Two-thirds of respondents report they use anti-virus software on their desktop computers and laptop computers – 67.9% and 62.0% respectively. Results are show here.

Where Anti-Virus Software is Employed	US	PA
Desktop computers	67.9	66.0
Laptop computers	62.0	66.0
A Smartphone	19.7	17.0
A tablet, pad or other personal data device	19.0	17.2

Majorities of respondents (60.5%) considered demanding, complex password/passcode requirements as reassuring rather than frustrating. However, nearly one-third (31.0%) see a demanding password requirement as frustrating. Results are presented here.

Degree You See Demanding Passcodes Reassuring	US	PA
Very reassuring	21.6	19.6
Somewhat reassuring	38.8	36.2
Somewhat frustrating	21.0	23.8
Very frustrating	10.0	9.4
Unsure	5.1	7.4
Not applicable	3.4	3.6

On average, poll respondents have an average of 13.2 passcodes/passwords. The number of passcodes respondents held ranged from zero to 1200. Among Pennsylvania respondents, the average was 13.5.

Three-quarters, 78.2%, of all U.S. respondents describe their primary bank’s passcode requirement as very (34.8%) or somewhat (43.3%) strong.

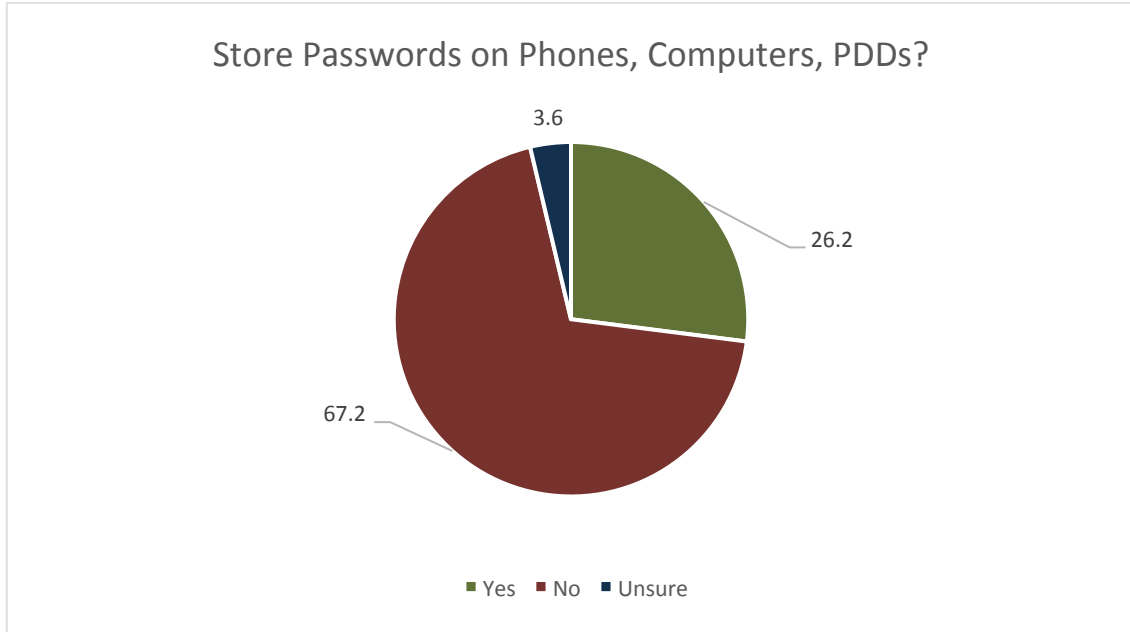
Results are presented here.

Degree You See Your Primary Bank Requirements as Strong	US	PA
Very strong	34.8	33.2
Somewhat strong	43.3	41.0
Somewhat weak	8.2	8.4
Very weak	0.9	1.4
Unsure	5.1	6.2
Not applicable	7.6	9.8

All respondents were asked to indicate how concerned they were about the security of their own personal data information in five different locations. The following table presents the cumulative totals for those very and somewhat concerned at the varied locations.

Locations	US: Very & Somewhat Concerned	PA: Very & Somewhat Concerned
Other Wi-Fi Hot Spots	61.8	63.2
Airports and Malls	60.3	59.6
Cafes / Coffee Shops	58.4	55.6
On your social networks – posts and pages	58.0	55.8
Wireless Communication at home	45.3	44.4

Over one-quarter of all respondents, 29.2%, suggested they store passcodes on their phone, computers or other personal data devices. The percent was 25.8% among Pennsylvania respondents. The following graph presents the results.



Going forward, respondents were asked their approach to the proliferation of data breaches and thefts. Results are presented in the following table. The largest group, 44.2, suggested they will not alter their behavior in light of growing numbers of thefts and breaches.

Approach to Data Theft and Breaches Going Forward	US	PA
My number of transactions will remain steady – not increasing or decreasing	44.2	45.0
I rarely or don't use the internet for transactions or purchases	20.2	22.6
I'm reducing sensitive online transactions	18.5	15.8
Unsure	9.1	12.4
I'm increasing sensitive online transactions	7.8	4.8

The respondents to the poll were introduced to Bitcoin – a virtual or digital monetary currency. Each was asked if they were aware of Bitcoin, if they have used Bitcoin or if they were unaware of the digital currency.

Just over one-half, 56.8%, indicated they have used (4.0%) Bitcoin or have heard of the currency (52.8%). Others said they were unaware (39.1%) or were unsure (4.1%). Among Pennsylvania respondents, 3.4% said they have heard of and used Bitcoin.

Respondents were introduced to Bitcoin and the concept of virtual currency as follows:

“Bitcoin is a type of virtual currency that enables payments over the internet, directly person-to-person, without going through a bank. As a result, transaction fees are small or nonexistent, and account holdings are relatively confidential.

Bitcoin is based on an invention that allows computers to coordinate without a central authority. A file that lists accounts and money like a ledger exists on every computer in the Bitcoin network, which runs on fixed mathematical rules. This makes single bitcoins unique and nearly impossible to counterfeit.

Bitcoins can be bought on an online currency exchange and are stored on smart phones or personal computers. Transactions can be confidential and are secured by individuals who are paid to verify them. Bitcoin is not issued by any central authority and Bitcoin accounts are not insured by FDIC.

Many types of goods and services can be purchased with Bitcoin from a small number of online retailers. A small number of brick and mortar businesses accept Bitcoin.”

Based on this short introduction to Bitcoin, respondents were asked to indicate if they strongly agree, somewhat agree, somewhat disagree or strongly disagree with each of the following statements. The cumulative totals for strongly and somewhat agree are presented here.

It appears that about the same number of respondents see Bitcoin as a relatively good idea and safe approach to transactions as those who see the currency as a potential scam and a way to lose money.

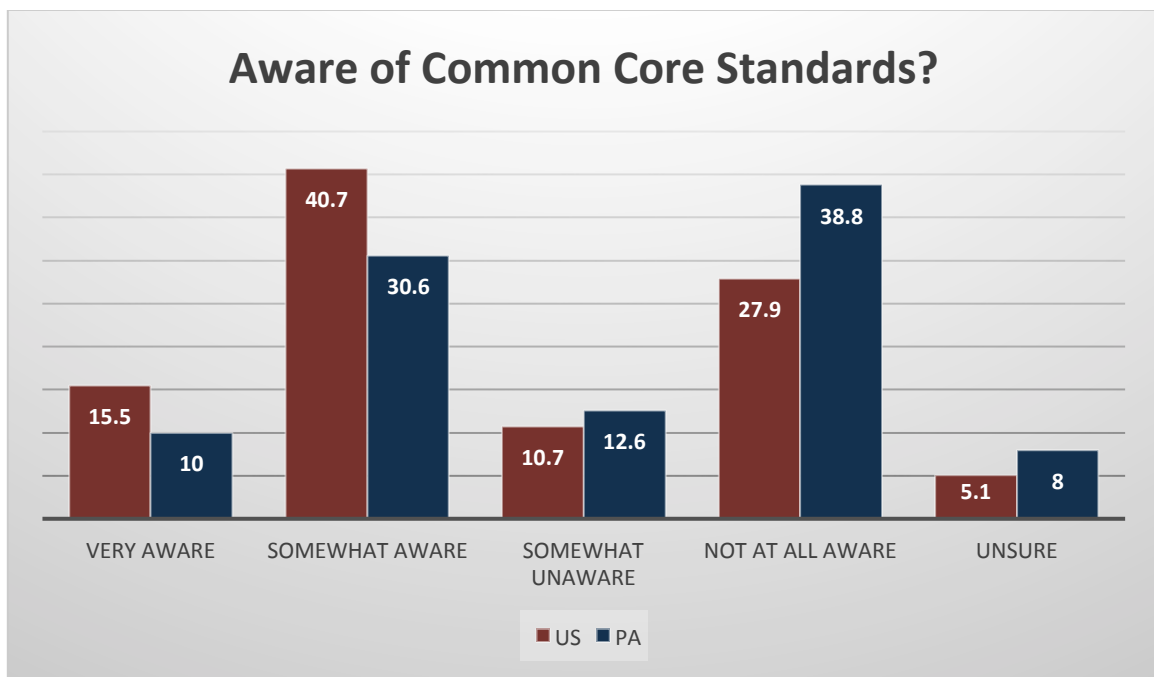
Bitcoin or Virtual Currency Statements	US: Strongly and Somewhat Agree	PA: Somewhat and Strongly Agree
Seems like Bitcoin might be a more secure / safe way to conduct transactions	43.9	37.2
I have an interest in learning more about Bitcoin or other virtual currencies	37.1	31.8
Based on the introduction, I would consider Bitcoin and other virtual currencies legitimate money	36.3	28.8
This may be an easy and convenient way to pay for goods and services in the future	46.2	42.8
Sounds like a scam and way to lose money	44.5	37.4
I could see myself using Bitcoin or a virtual currency instead of U.S. Dollars	26.7	19.6

EDUCATION / STUDENT TESTING

Respondents were asked, within this poll section, several questions about the Common Core State Standard for public education.

All respondents were asked how aware each was of Common Core State Standards. Just over one-quarter, 27.9%, indicated no awareness while another 66.9% had varied degrees of awareness.

Results are presented here.

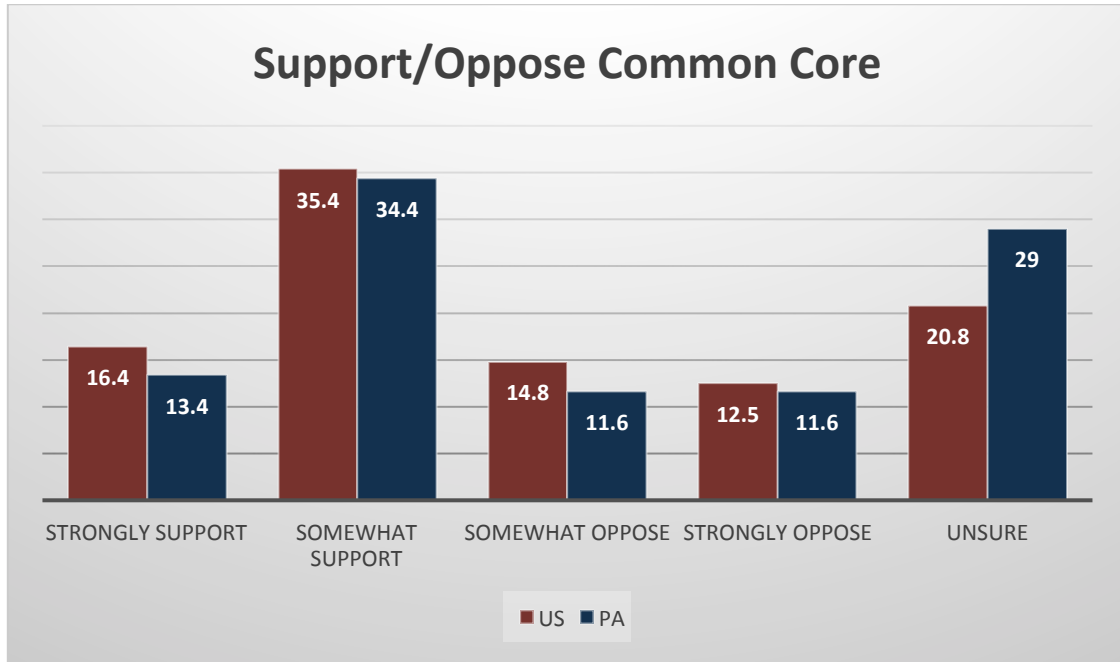


Respondents were presented with a short description of Common Core as follows:

“These Common Core State Standards define expectations, state-by-state, for what students should know and be able to do by the end of each grade. Common Core is not tied to the federal No Child Left Behind Program.”

Just over one-half of all respondents 51.9%, suggested they strongly (16.4%) or somewhat (35.4%) support Common Core Standards “based on all they know or have heard”. Among just those aware of Common Core Standards (very or somewhat), support is recorded at 54.6%.

Each respondent was asked how strongly they would say they supported or opposed the program based on all they know or have heard. Results are presented here.



When “don’t know” respondents are removed from the data, 65.5% strongly or somewhat support Common Core while 27.3% are opposed. Among Pennsylvania respondents, support (strongly and somewhat) for Common Core Standards is 67.3%.

All supporters of Common Core were asked for their reasons. Multiple responses were accepted. Results are presented in declining order by US data.

Reasons for Support of Common Core	US	PA
Holds school systems accountable	65.8	60.3
Ensures students are learning	60.6	57.7
Holds teachers accountable	57.5	57.7
Holds students accountable	54.2	56.1
Provides consistency in education on a national level	46.5	45.2
Identifies poor school systems	42.7	43.1
Identifies poor teachers	37.3	33.5
Helps U.S. students compete nationally and internationally	34.4	32.2
Standards were developed by experts in the newest thinking in education	19.3	13.8

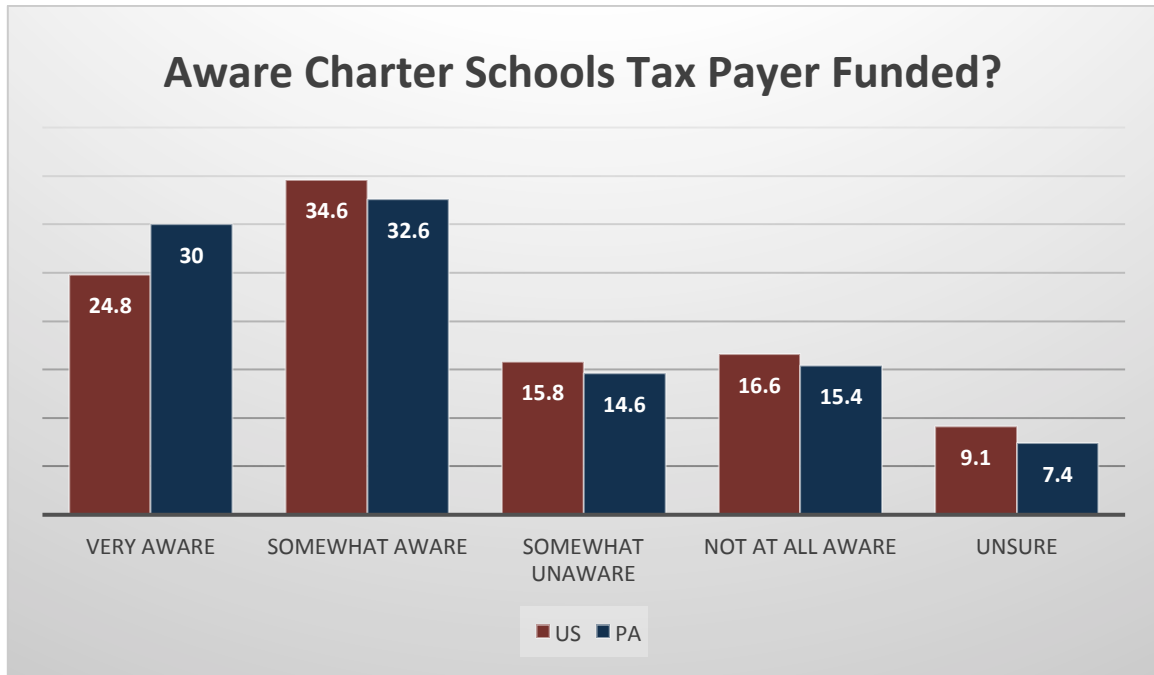
Similarly, opponents of Common Core, were asked to name their reasons. Multiple responses were accepted. Results are presented in declining order by U.S. data.

Reasons for Opposition to Common Core	US	PA
Not all students learn alike	74.4	75.9
Common Core Standards promote “teaching to the test” rather than long term learning	69.6	71.6
Common Core Standards have not proven to be better than State Standards	49.1	48.3
Students will not be learning basic, fundamental skills	48.4	47.4
Limits teachers	46.5	49.1
Education should be local, community based and not state driven	36.6	31.9
The Feds can cut funding if States don’t adopt specific Common Core Standards	31.1	32.8
Other nations do very well in education without Common Core Standards	26.7	27.6

Respondents were presented with a number of statements about public education today. For each, respondents were asked if they strongly agreed, somewhat agreed, somewhat disagreed, or strongly disagreed. The table is in declining order by U.S. data.

Public Education Statements	US: Strongly and Somewhat Agree	PA: Somewhat and Strongly Disagree
Parents should have the option of home schooling K – 12 children	77.2	71.0
I support standardized testing for public schools	67.1	68.8
Charter schools tend to perform better than other public schools	57.4	47.4
Unions should be allowed to organize teachers	49.3	47.0

Respondents were asked how aware they were that Charter Schools were a part of and received tax dollars just like the public school systems. Nearly three-fifths suggested they were aware (59.5%). The following graph presents the results as collected.



For many respondents, the following are legitimate reasons to home school a child and a reason to opt out of local public schools. Multiple responses were accepted. Data is presented in declining order by U.S. results.

Reasons to Home School / Opt Out of Public Schools	US	PA
Under-performing local public schools	67.0	66.6
Bullying at a school	58.8	57.8
Finding a better option for a child	56.2	52.8
Under-performing teachers	55.5	54.8
Religious beliefs	46.3	45.8
Too much “drama” among students	33.7	34.8

EMPLOYMENT / COLLEGE PREPARATION

The value of a college education is perceived as better ten years ago compared to today.

Respondents were asked to think about the value of a college or university education today and ten years ago. Each rated the value using a ten point scale where one was a very good value and ten was a very poor value. The following is the cumulative total for good (ratings of one through four) and poor (ratings of seven through ten).

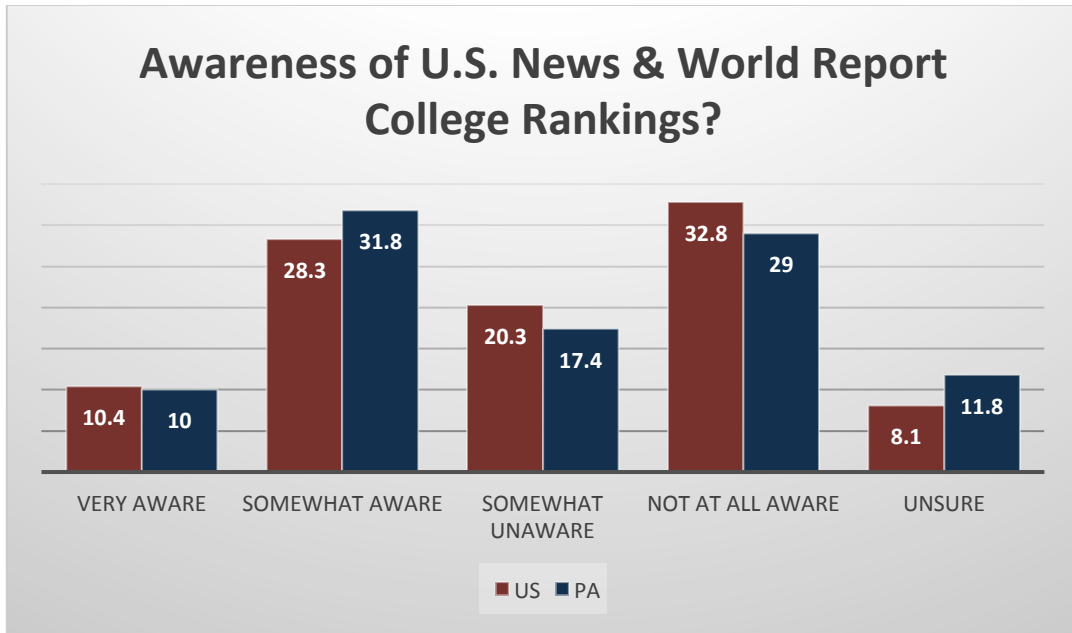
Value of College Education	Good	Poor
Ten years ago	64.1	12.2
Today	37.8	27.1

While one-third of Americans surveyed, 32.1%, believed that colleges and universities should be focused exclusively or mostly on academics, over one-half (52.5%) suggested they should be focused on both academics and occupational preparation equally. Some, 9.5% thought the focus should be mostly or exclusively on occupational preparation.

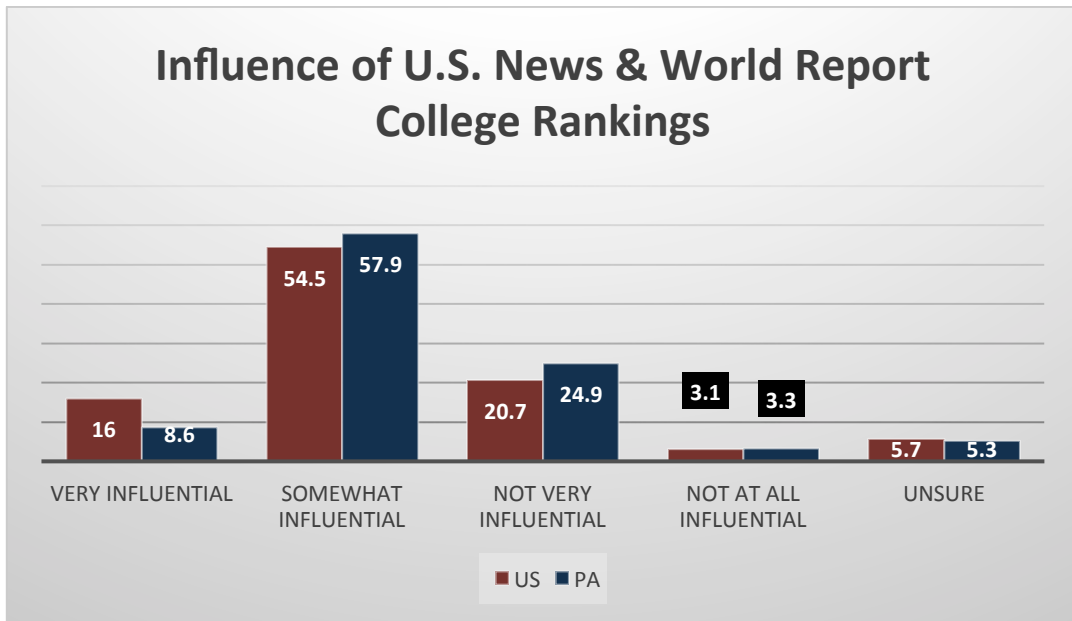
Results are presented here.

View on the Focus of Higher Education Today?	US	PA
Focused exclusively on academics	6.2	6.6
Mostly focused on academics with some job/occupational preparation	25.9	22.0
Equally focused on both academics and job/occupational preparation	52.5	52.6
Mostly focused on job/occupational preparation with some academics	7.5	8.4
Focused exclusively on job/occupational preparation	2.0	1.4
Unsure	5.9	9.0

Just over one-half of all respondents, 53.1%, indicated they were not aware of the U.S. News and World Report College Rankings. Results are presented here.

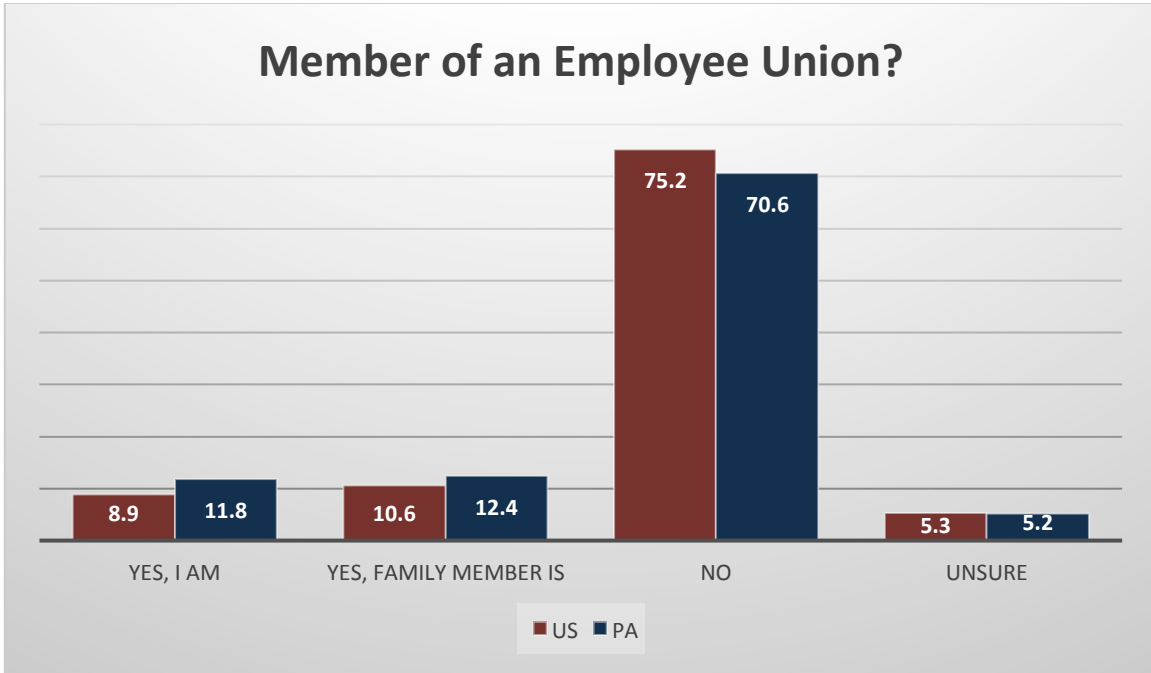


Respondents aware (very or somewhat) of the U.S. News and World Report Rankings were asked to report how influential they saw the rankings in parent/college bound student decision making. Nearly three-quarters, 70.5%, indicated the rankings were very or somewhat influential. The following are the results as collected.



All respondents were asked to think about Employee Unions. Each was asked if they were currently members of a Union. Pennsylvania respondents were about 5.0% more likely to be a Union member or have an immediate family member who is.

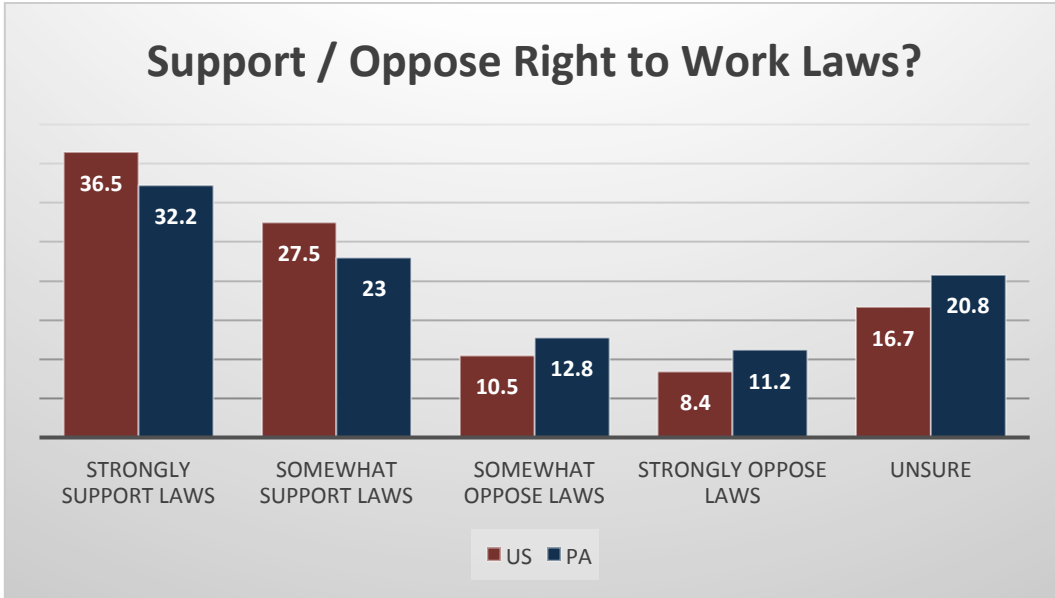
Results are presented here.



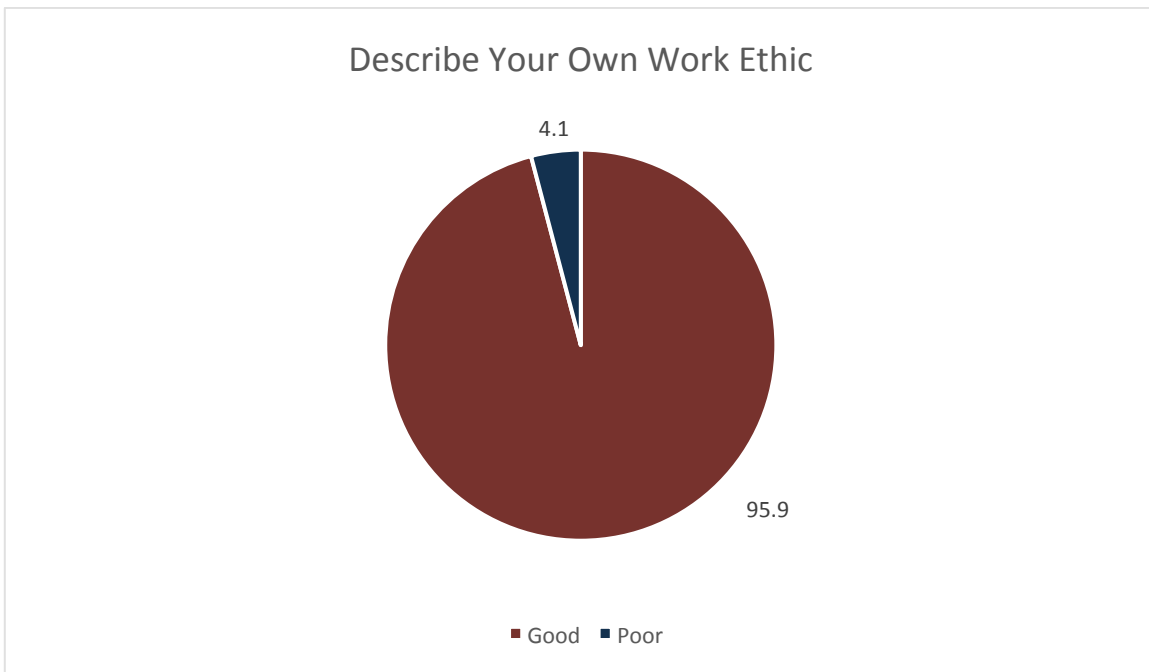
Respondents were evenly split in beliefs that Unions today were either valued or “a thing of the past”. Results are presented here.

Views on Employee Unions Today	US	PA
I see Unions as valued and important	32.2	32.8
I see Unions as a thing of the past and unnecessary today	33.3	33.6
I have no opinion either way	24.3	22.2
Unsure	10.1	11.4

Right-to-Work laws were supported (strongly and somewhat) by more than a three-to-one margin – 64.2% to 18.9%. Respondents were reminded that Right-to-Work laws prevent, in some states, employees from being forced to join Unions and pay Union dues. Results are presented here.



When asked to describe their own work ethic, 95.9% suggested they have a very good or good work ethic. Some, 4.1%, described their work ethic as poor or very poor.



Respondents were asked a few questions about minimum wages. Each was asked to indicate if they strongly agreed, somewhat agreed, somewhat disagreed or strongly disagreed with a number of statements. The results are presented in declining order by U.S. data.

Minimum Wage Statements	US: Strongly & Somewhat Agree	PA: Strongly & Somewhat Agree
I am aware of the current minimum wage in my state	85.0	78.2
Increases to minimum wage levels hurt small businesses	53.5	49.0
Minimum wages should be standardized nationally	53.0	53.4
Current minimum wage levels are OK because they are designed for entry-level, part-time, teen and college employee jobs	44.7	38.6
When minimum wages increase, teens and college students go without jobs	39.3	33.8
I could make ends meet financially at the current minimum wage levels	20.8	15.8

PENNSYLVANIA ELECTIONS 2014/2016 AND THE ISSUES

Pennsylvania Republican likely voters were asked the following question regarding the 2016 presidential election:

“We know it’s early, but thinking about the presidential election in 2016...here is a list of potential candidates who may run for the Republican nomination. If the Republican primary for president were held today, which of the following could you support for the Republican nomination?”

A list of potential contenders for the Republican nomination was presented. Respondents were asked to indicate ALL those they could support – multiple responses were accepted. Results are presented in declining order based on the May, 2014 Poll results.

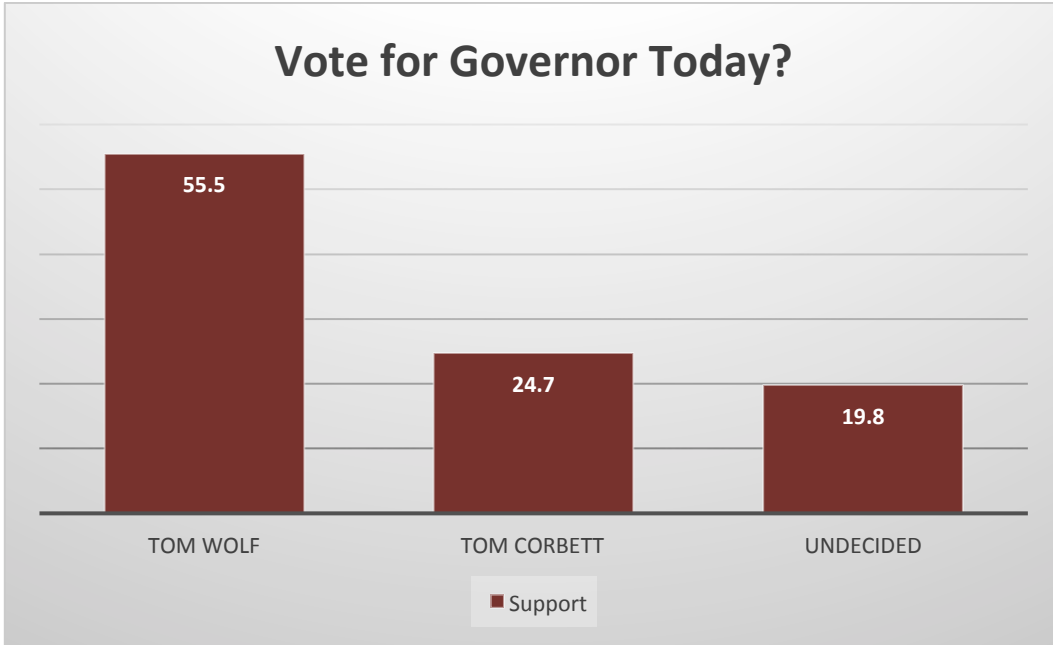
Republican Candidates	February, 2014	May, 2014	August, 2014
New Jersey Governor Chris Christie	26.8	30.3	37.0
Florida Senator Marco Rubio	20.3	22.7	22.5
Wisconsin Congressman Paul Ryan	22.2	25.8	21.0
Former Pennsylvania Senator Rick Santorum	17.6	22.0	21.0
Former Florida Governor Jeb Bush	20.9	33.3	20.3
Former Arkansas Governor Mike Huckabee	20.9	21.2	20.3
Kentucky Senator Rand Paul	31.4	25.8	18.1
Louisiana Governor Bobby Jindal	12.4	18.2	18.1
Texas Senator Ted Cruz	14.4	20.5	17.4
Wisconsin Governor Scott Walker	13.1	18.9	16.7
Former Ambassador John Bolton	4.6	6.1	5.8
Indiana Governor Mike Pence	Not Included	6.7	2.9
Ohio Governor John Kasich	7.8	9.1	2.2
Ohio Senator Rob Portman	0.7	2.3	2.2
New York Congressman Peter King	3.3	0.8	2.2

Pennsylvania Democratic likely voters were asked the following question regarding the 2016 presidential election: *“We know it’s early, but thinking about the presidential election in 2016...here is a list of potential candidates who may run for the Democratic nomination. If the Democratic primary for president were held today, which of the following could you support for the Democratic nomination?”*

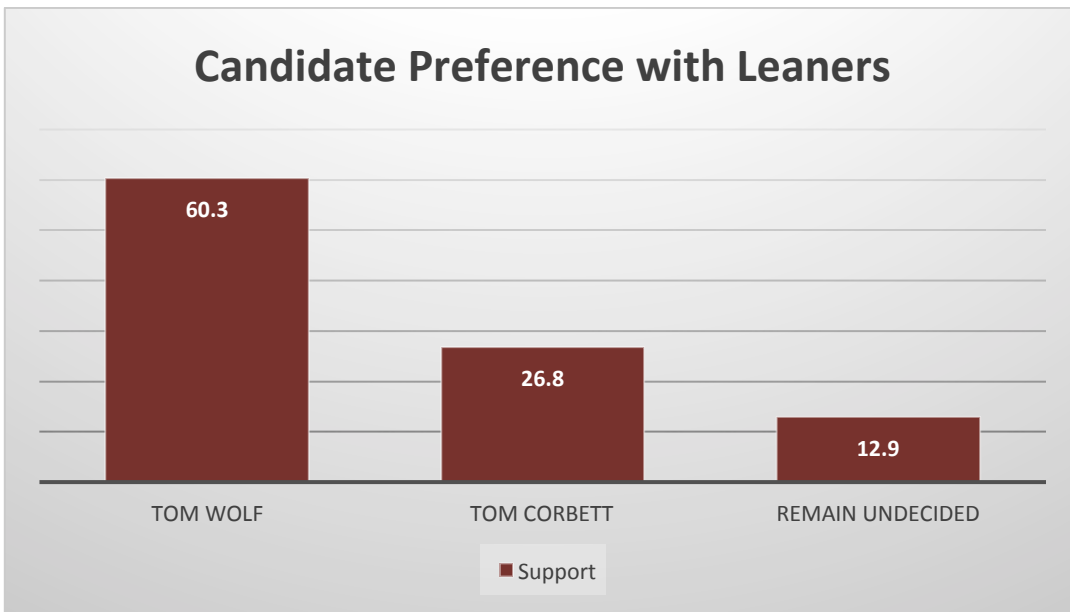
A list of potential contenders for the Democratic nomination was presented. Respondents were asked to indicate ALL those they could support – multiple responses were accepted. Results are presented in declining order based on the May, 2014 Poll results.

Democratic Candidates	February 2014	May 2014	August, 2014
Former Secretary of State Hillary Clinton	65.7	66.5	70.9
Massachusetts Senator Elizabeth Warren	9.9	13.4	22.5
Vice President Joe Biden	26.0	21.2	21.4
New York Governor Andrew Cuomo	8.8	6.7	15.9
New Jersey Senator Corey Booker	7.7	7.7	9.9
Massachusetts Governor Deval Patrick	2.2	2.1	6.0
Maryland Governor Martin O’Malley	3.3	2.1	4.4
Virginia Senator Mark Warner	2.2	1.5	4.4
Minnesota Senator Amy Klobuchar	1.7	2.1	3.8

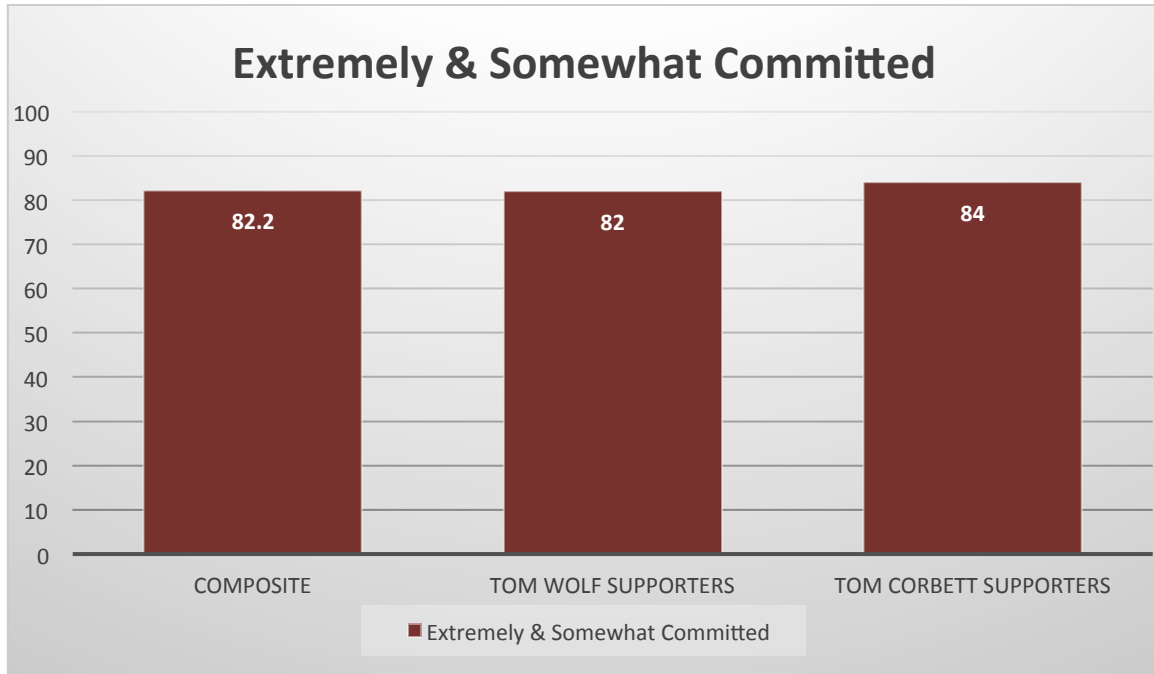
If the election for Governor was held today, the Democratic candidate, Tom Wolf, would receive 55.5% of the vote to 24.7% for Governor Tom Corbett with 19.8% undecided. Results are presented below.



Those undecided, 19.8%, were asked who they would say they are leaning toward. When "leaning" respondents are added to their respective candidate totals, Wolf leads Corbett 60.3% to 26.8% with 12.9% remaining undecided as depicted below.



Candidate commitment appears strong. Over four-fifths of all “decided” respondents, 82.2% suggested they are extremely (43.3%) somewhat committed (38.8%) to their candidate of choice. Composite results (all decided likely voters) as shown side by side with Wolf and Corbett supporters in the following graph.



In an effort to see what impact campaign support from President Obama or former Secretary of State Hillary Clinton might have on an **Independent voter**, respondents were asked if support from either would make them more likely, less likely to support Tom Wolf – or would it not make a difference. Results are presented here.

Would Support for Tom Wolf Be Impacted?	President Obama	Hillary Clinton
I'd be less likely to support Tom Wolf	28.8	19.2
I'd be more likely to support Tom Wolf	8.2	13.7
It would not make a difference in my support for Tom Wolf	52.1	58.9
Unsure	11.0	8.2

DEMOGRAPHICS

Age	US	PA
18 to 29	11.1	5.6
30-39	12.9	11.6
40-49	15.3	13.4
50-64	35.1	40.6
65 and older	25.6	28.8

Income	US	PA
Under \$9,999	4.6	4.2
\$10,000 to less than \$40,000	29.6	27.9
\$40,000 to less than \$70,000	26.9	28.1
\$70,000 to less than \$100,000	17.5	16.0
\$100,000 to less than \$130,000	8.9	8.5
\$130,000 to less than \$160,000	3.2	2.6
\$160,000 or more	4.0	5.3
Unsure	5.0	7.5

Party Affiliation	US	PA
Republican	25.1	33.1
Democrat	30.7	43.7
Independent	36.3	14.6
Some other party	1.3	1.2
Unsure	6.6	7.4

Marital Status	US	PA
Single, never married	23.2	22.1
Married or domestic partner	58.9	59.3
Widowed	6.0	5.9
Divorced	11.0	11.1
Separated	0.6	1.4
Other	0.3	0.2

Education	US	PA
8 th grade or less	0.1	0.2
Some high school	1.5	1.0
High school graduate or GED	17.8	24.0
Some technical school	2.0	1.4
Technical school graduate	5.3	6.2
Some college	26.4	20.8
College graduate	32.5	28.7
Post graduate or professional degree	13.9	16.8
Refused	0.5	0.8

Hispanic, Latin American, Puerto Rican, Cuban or Mexican	US	PA
Yes	15.8	6.2
No	83.8	93.0

Ethnicity (Among Non-Hispanics)	US	PA
White	84.8	87.2
Black, African-American	11.3	9.4
Asian, Pacific Islander	3.2	1.3
Aleutian, Eskimo or American Indian	---	0.2
Other	0.6	1.9
Native Hawaiian	0.1	---
Two or more races	---	---
Refused	---	---
Don't know/unsure	---	---

Children under 18 living at home	US	PA
None	37.8	33.9
One	16.9	16.3
Two	25.5	27.8
Three	11.0	13.3
Four	6.8	6.0
Five or more	2.0	2.6
Don't know	---	---
Refused	---	---

Gender	US	PA
Male	50.0	49.0
Female	50.0	51.0

5 APPENDIX

INTERPRETATION OF AGGREGATE RESULTS

The computer processed data for this survey are presented in the following frequency distributions. It is important to note that the wordings of the variable labels and value labels in the computer-processed data are largely abbreviated descriptions of the Questionnaire items and available response categories.

The frequency distributions include the category or response for the question items. Responses deemed not appropriate for classification have been grouped together under the “Other” code.

The “NA” category label refers to “No Answer” or “Not Applicable.” This code is also used to classify ambiguous responses. In addition, the “DK/RF” category includes those respondents who did not know their answer to a question or declined to answer it. In many of the tables, a group of responses may be tagged as “Missing” – occasionally, certain individual’s responses may not be required to specific questions and thus are excluded. Although when this category of response is used, the computations of percentages are presented in two (2) ways in the frequency distributions: 1) with their inclusion (as a proportion of the total sample), and 2) their exclusion (as a proportion of a sample subgroup).

Each frequency distribution includes the absolute observed occurrence of each response (i.e. the total number of cases in each category). Immediately adjacent to the right of the column of absolute frequencies is the column of relative frequencies. These are the percentages of cases falling in each category response, including those cases designated as missing data. To the right of the relative frequency column is the adjusted frequency distribution column that contains the relative frequencies based on the legitimate (i.e. non-missing) cases. That is, the total base for the adjusted frequency distribution excludes the missing data. For many Questionnaire items, the relative frequencies and the adjusted frequencies will be nearly the same. However, some items that elicit a sizable number of missing data will produce quite substantial percentage differences between the two columns of frequencies. The careful analyst will cautiously consider both distributions.

The last column of data within the frequency distribution is the cumulative frequency distribution (Cum Freq.). This column is simply an adjusted frequency distribution of the sum of all previous categories of response and the current category of response. Its primary usefulness is to gauge some ordered or ranked meaning.

