



INSTITUTE OF
PUBLIC OPINION
MUHLENBERG COLLEGE

MUHLENBERG COLLEGE /MORNING CALL

2010 Pennsylvania Democratic Primary Tracking Poll

RELEASE #1 – May 2, 2010

FIELDING PERIOD – April 28- May 1, 2010

SAMPLE – 408 Democratic Likely Voters in Pennsylvania

MARGIN OF ERROR - +/- 5% at 95% Level of Confidence

TOTALS MAY NOT EQUAL 100% DUE TO ROUNDING

METHODOLOGY: Beginning on May 2, 2010 and ending on May 16, 2010, The Muhlenberg College Institute of Public Opinion and the *Morning Call* will be releasing daily results from their statewide Democratic primary tracking poll. The results are drawn from telephone surveys of likely Democratic voters in the Commonwealth of Pennsylvania. Each day's release will be based on the results of interviews conducted during the previous four days. For example, the initial release on Sunday, May 2nd was produced from interviews conducted between April 28th and May 1st. While the total sample size will alternate from day to day because of varying completion rates, the average sample sizes will be approximately 400. Precise margins of error will be identified with each release and average around +/-5% at a 95% level of confidence.

All interviews will be conducted by individuals who have been trained in standard interviewing procedures. The sampling frame for this research is a list of registered democratic voters from the Commonwealth of Pennsylvania. To determine if an individual is a likely voter the Muhlenberg College/*Morning Call* poll uses a three step process. First, the individual must be registered to vote as a Democrat in the Commonwealth of Pennsylvania. This is validated through the use of registered voting records. Second, the individual must identify their likelihood of voting in the May, 2010 election as either "definite" or "very likely." Finally, the individual must have voted in the last mid-term election in which they were eligible to vote. For example, if voter was registered during the last mid-term election in 2006, voted in that election, and is currently registered as a Democrat in Pennsylvania they are included in the sampling frame for the study.

If an individual meets these three requirements they are identified as a likely voter. If they do not meet all three of the requirements they are excluded from participation. All registered Democratic voters who meet the likely voter criteria specified above have an

equal chance of being selected for inclusion in the poll. Voters are chosen at random through a computerized selection process.

The data gathered through our interviewing process is statistically weighted to insure that the sample reflects the primary voters in terms of age, race, gender and region of the state. The weighting process is required because different segments of the population respond to interview requests in different ways. For example, women answer the phone more than men and older individuals are more likely to be reached than their younger counterparts

TRACKING POLL RESULTS –MAY 2, 2010

Key Findings

1. Incumbent Senator Arlen Specter holds a 6 point lead over Congressman Joe Sestak in the race to garner the Democratic Party nomination for the United States Senate.
2. Alleghany County executive Dan Onarato maintains a large lead over three challengers in the race to become his party’s nominee for governor in the November 2010 election.

Senate Race (Including Leaners)

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Specter	48%						
Sestak	42%						
Other/Not Sure	11%						

Governor’s Race (Including Leaners)

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Onarato	41%						
Wagner	5%						
Hoeffel	6%						
Williams	8%						
Other/Not Sure	40%						

Favorability Ratings for Senatorial and Government Candidates

Arlen Specter

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	58%						
Unfavorable	31%						
Not Sure	10%						

Joe Sestak

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	45%						
Unfavorable	12%						
Not Sure	44%						

Dan Onarato

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	45%						
Unfavorable	5%						
Not Sure	49%						

Jack Wagner

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	21%						
Unfavorable	11%						
Not Sure	68%						

Anthony Williams

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	18%						
Unfavorable	14%						
Not Sure	68%						

Joe Hoeffel

	5/02	5/03	5/04	5/05	5/06	5/07	5/08
Favorable	23%						
Unfavorable	7%						
Not Sure	69%						