McLaughlin & Associates

TO: Scott Wagner for Governor Campaign Team
FROM: Rob Schmidt, McLaughlin & Associates
RE: Pennsylvania Statewide Survey Results – Republican Primary Voters
Date: April 24th, 2017

SURVEY SUMMARY:

Scott Wagner is the frontrunner in next year's Republican primary election for Governor and has room to grow. In a two-way contest, Wagner holds a greater than three to one lead over Paul Mango and in a three-way race with Speaker Mike Turzai and Paul Mango, Wagner's lead increases to a four to one margin. Wagner is currently well-positioned – he has a strong base and a higher vote share with key voter groups.

> ➤ ***In a head to head matchup, Scott Wagner leads Paul Mango by almost 30-points, 42% to 13%.***

Now, thinking ahead for a moment to the May 2018 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? (Candidates Rotated)

	Total
Scott Wagner, of York County	42%
Paul Mango, of Allegheny County	13%
Undecided	**46%**

Importantly, Scott Wagner possesses the geographical and ideological advantages that are critical to winning a statewide primary election in Pennsylvania:

✓ *Wagner leads in the "Big Three" media markets (Pittsburgh, Harrisburg, Philadelphia),* which comprise of greater than seven in ten of the vote. With the candidates' home counties mentioned, as they would appear on an actual ballot, Wagner has an eight-point lead in Mango's home market of Pittsburgh, 37% to 29%. Wagner is leading Mango by a significant five to one margin in the Philadelphia market.

✓ Among self-described conservatives, who make up nearly three in four of the Republican primary electorate, *Wagner's lead over Mango increases to 31-points.*

✓ With the highest propensity voters (those who have voted in all four of the last even-year Republican primaries), *Wagner's vote share hits nearly 50%.*

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➢ *In a three-way matchup, Scott Wagner leads the field by almost 30-points.*

Now, thinking ahead for a moment to the May 2018 Republican primary election for Governor, if that election were held today among the following candidates, for whom would you vote? (Candidates Rotated)

	Total
Scott Wagner, of York County	38%
Mike Turzai, of Allegheny County	10%
Paul Mango, of Allegheny County	8%
Undecided	**45%**

The same dynamics exist in the three-way race to further demonstrate Wagner's strengths:

✓ _Wagner's leads hold in the "Big Three" media markets and he is ahead by more in Pittsburgh on the three-way ballot._ With the candidates' home counties again mentioned, Wagner (31%) has a double-digit lead over both Turzai (19%) and Mango (15%) in their home market of Pittsburgh. In the Philadelphia market, Wagner is leading by a four to one margin.

✓ Among self-described conservatives, _Wagner maintains his strong lead of nearly 30-points._

✓ With high propensity 4/4 voters, _Wagner's vote share breaks 40%._

RECENT HISTORICAL CONTEXT: It is worth noting that _Wagner performs similar to how Attorney General Tom Corbett was performing at this point in the 2010 gubernatorial primary cycle._ A July 2009 Quinnipiac University Poll had Tom Corbett at 38%, Congressman Jim Gerlach at 15% and Pat Meehan at 9%. Wagner is already pulling as much support as Corbett, who was then the state Attorney General and had twice run for statewide office, and more than Gerlach, a well-known sitting congressman in the state's largest media market. _As a first-time candidate for statewide office, Wagner has a unique and broad base of support._

KEY TAKEAWAYS: With over a year until the Republican primary, Scott Wagner is leading decisively and has room to grow. In just a few short months, his campaign for Governor has resonated with Pennsylvanians all across the state and has given him a big head start. Running statewide requires a robust campaign with significant resources and it is clear that Wagner is already demonstrating the traits of a strong frontrunner and is best positioned to win next May.

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