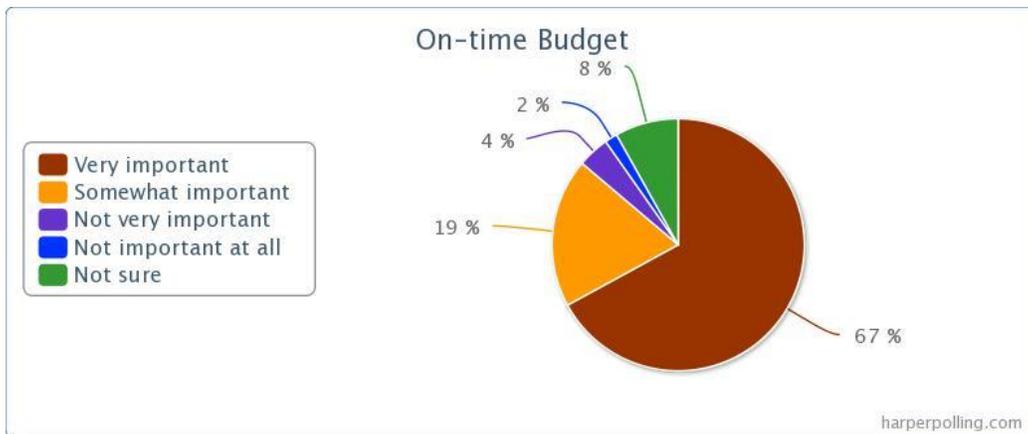


TO: Interested Parties  
 FROM: Brock McCleary  
 DATE: July 3, 2013  
 RE: State Budget Poll - Key Findings

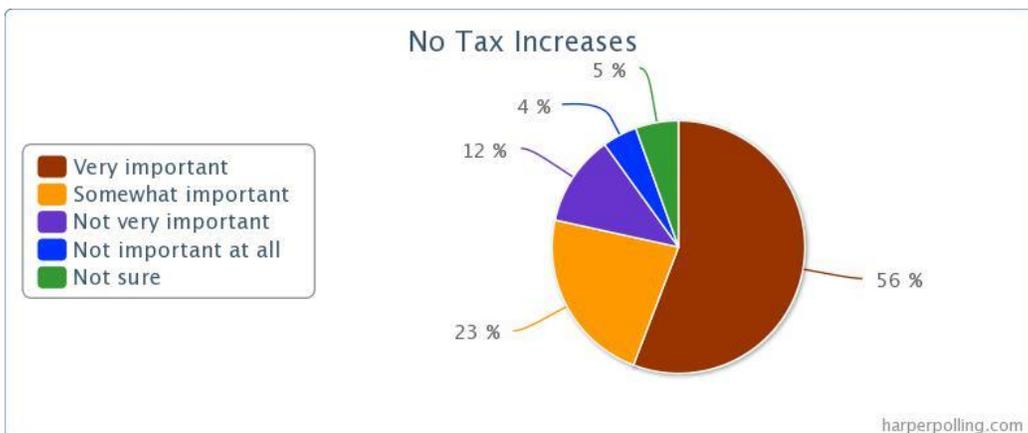
The survey finds that two of the state budget’s key attributes play very well with voters. If voters know nothing else about the new budget except that it was on time and contained no tax increases, they will give it high marks.

**Q.** How important do you believe it is that lawmakers in Harrisburg pass state budgets before the Constitutional deadline?



There are two interesting demographic splits on the issue. Seventy-six percent of those 51-to-60 years old say an on-time budget is “very important” while 18% fewer seniors agree (58%). Women (71%) are 9% more likely to say assign great importance to an on-time budget than men (62%).

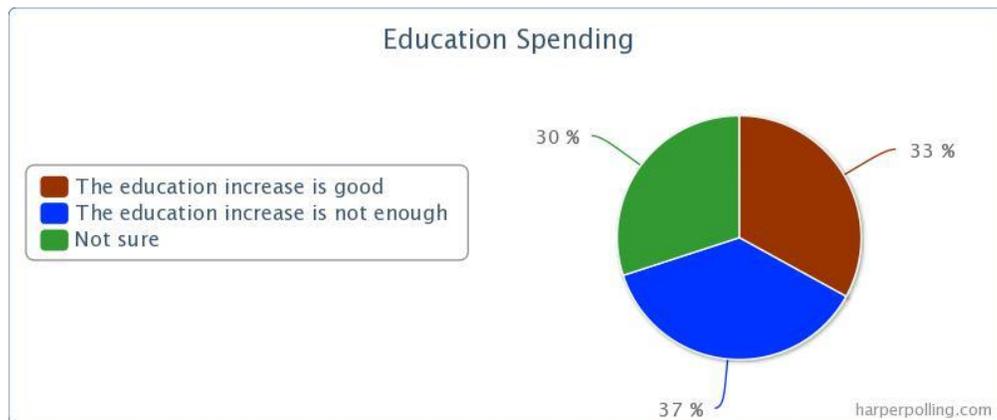
**Q.** How important do you believe it is that the new state budget contains no tax increases for the third year in a row?



The sentiment is widely held among voters of all stripes. Democrats (68%), Independents (77%) and Moderates (67%) report that the state budget's lack of tax increases is significant.

The most pivotal aspect of the budget is a spending increase on education, a key talking of the Governor's Office. State Democrats are rushing to frame it in voters' minds as too little, too late. Aside from the Sandusky scandal, no issue has been used so effectively against Governor Corbett as education spending. The stakes are high on this one.

**Q.** Which of the following comes closest to your opinion regarding education spending in the new state budget? Some say the budget's \$120 million dollar increase in education spending, despite these tough economic times, is a good thing. Others say the spending is not enough to make up for the previous cuts to education over the last few years.



In a test of competing messages, the survey finds Democrats with a plurality but a full third of the electorate is up in the air on this key messaging point. If the Corbett campaign isn't building an entire data effort around finding and persuading these voters, they should be.

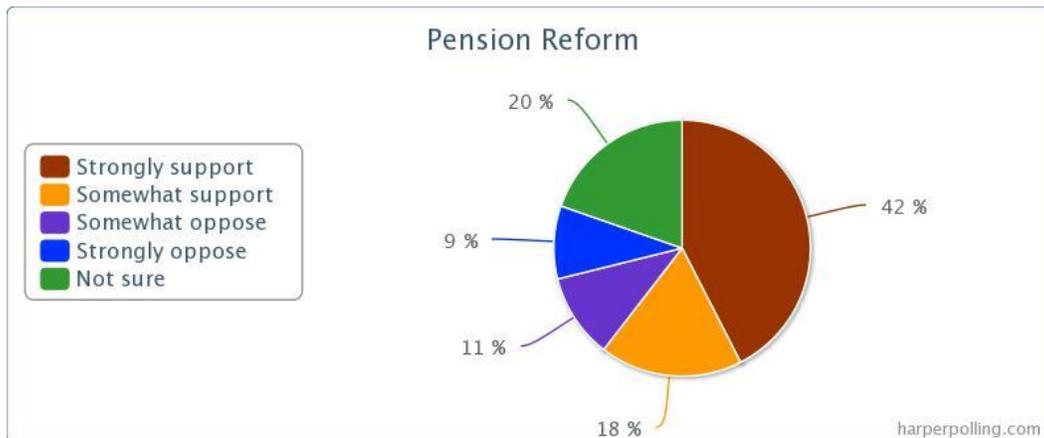
The numbers break down along geographic lines with Philadelphia/Southeast and Scranton/Lehigh Valley voters saying the spending increase is not enough by margins of 47%-29% and 35%-28% respectively. Northern Tier and South Central voters believe the spending increase is sufficient by margins of 41%-36% and 35%-30%. In Pittsburgh/Southwest, "not enough" leads narrowly (33%-30%).

More importantly, the undecided voters are highest in Pittsburgh/Southwest (37%), Scranton/Lehigh Valley (37%) and South Central (34%).

The partisan breakdown is a mixed bag for Governor Corbett. Independents favor the education spending increase 34%-26% with 40% undecided. However, Democrats (53%) are more stridently skeptical than Republicans are supportive (44%).

A state pension reform proposal for new state employees enjoys strong popular support.

**Q.** Do you support or oppose a plan to require new state employees to participate in a 401k retirement plan as opposed to the current state employee pension system?



Voters of all party affiliations voice support the plan: Republicans (66% support, 16% oppose), Democrats (57% support, 23% oppose), and Independents (48% support, 20% oppose). Men are 9% more likely to “strongly support” the plan than women (47%-38%).

*The sample size for the survey is 813 likely voters and has a margin of error of +/-3.44%. The Interactive Voice Response (IVR) telephone poll was conducted July 1-2, 2013 by Harper Polling.*