



## **A Poll of Your Local Race**

*An Opinion Poll Examining the Perceptions of Those Most Likely to Vote*

#20955 Fieldwork Conducted When Ordered, 2013



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## **Monition**

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*Results may not total to 100% or exact percentages due to rounding or multiple responses by the same respondent. Fieldwork conducted March 15-22, 2013. American Research Surveys, 724-766-3200*

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## Executive Summary

Although the race for district attorney in Your County is still open, there are several indications, based on our experience, that give Todd Miller an advantage of winning at this stage of the game. Although Miller and David Jones have nearly identical vote totals, the underlying numbers point to Miller as the probable winner if he will take some basic steps to improve his chances.

Voters seem to like Todd Miller. About ten times the voters give Miller positive ratings as compared with voters expressing negative feelings toward him. As a result, his emotional thermometer was much higher than that of David Jones.

This is a particularly important measure. In our experience of polling hundreds of elections for more than two decades, we have discovered that candidates with higher thermometers nearly always win. Voters tend to vote for candidates that they like. Our research has proven that, even if voters feel another candidate is more intelligent or could do a better job, they will not vote for him or her if they do not like them.

We have had candidates make personal lifestyle changes and contact voters directly to improve their image, but it is often difficult for a person to change their habits and their attitudes. They often do not even realize when they offend other people that they may come in contact with in the course of the campaign. A candidate with lower thermometer numbers needs to make a very conscious effort to improve the way that they treat each and every individual that they meet.

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Moreover, candidates with a fairly low name identification level, but who are well liked by those people who do know them, will probably also be liked by the voters that they haven't met yet. As a result, candidates with fairly low vote totals but high personal thermometer readings will often emerge as the winner of the race.

Todd Miller has exactly this advantage. Even though his hard name identification level is fairly low at just 43%, he is running strong and, due to the margin of error in the poll, may actually already be in the lead. It will be more difficult for David Jones to add to his vote totals because more voters already know him.

Jones, while still having a favorable candidate thermometer, was not nearly as high as Miller or Smith. About four times the voters gave positive marks to Jones as gave him negative rankings. While it is fairly good, it will probably not be good enough to win this election.

Although Bob Smith also had relatively high thermometers, he has a longer road to travel in order to win. At the time we conducted this poll, Smith was trailing the other two candidates by more than 10%. His name identification levels were also lower than that of either of the other candidates. The only number pointing in his direction was the candidate thermometer. He would have to cover a lot of ground between now and the election in order to win. He would also have to overtake another candidate who has higher name identification levels and a similar thermometer reading. While it is possible, it is not likely.

Jones has more hard support than any other candidate, meaning that we did not have to read his name to almost 10% of the voters. They knew his name and knew that they were going to vote for him. However, having hard support levels of less than 10% is by no means any indicator that this candidate is on the way to victory – especially when his hard name identification level is already nearly 60%.

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When we did read the names, Jones's support didn't improve quite as much as did the support for Todd Miller. Moreover, as we combined the hard and soft support for all candidates we discovered that a total of half of the voters are still undecided. The bad news for David Jones is that, while almost 60% of the voters know him and know him well, he does not get their vote. They are looking for someone else. Todd Miller, on the other hand, has a hard name ID level of just 43%. If he can just get out among the voters and get more of the voters to know him, he will quickly pass Jones and lead in the vote totals going into the election.

There is another aspect of Miller's support that we noted: Miller has very little support and almost no name identification outside of ward 5. While he is king in ward 5 with a hard name ID level of 67% and a thermometer of 62%, Miller is almost unknown in the rest of Your County. While he garnered 37% of the vote and easily won in the ward 5 area, his vote totals were much lower in every other area. Miller cannot win the campaign by ignoring the rest of the County and relying on ward 5. He could be the subject of a campaign strategy that is unsavory yet effective. He must also gain name identification and votes in the other wards of this County in order to win.

Minorities are more likely to support Jones than Miller, according to our limited sampling. Miller needs to be careful to gain the support of minorities. There may well be a tremendous registration and turnout effort that energizes black voters due to the national campaign for president. Miller should be ready to take advantage of this and not be caught by surprise if it happens. He needs more votes among minorities and especially needs to raise his hard name ID.

While no one did well among the union members that we surveyed and candidates should pursue union endorsements, touting such endorsements to the general public can have a significant negative backlash (15%).

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Some of the issues we surveyed are moving voters at strong levels. Only one issue surveyed, however, reached the 90% positive level – a district attorney that will prosecute sex offenders. This is a safe, strong issue with only two respondents out of 302 indicating that they would vote against such a candidate. On the positive side, 288 respondents said that it did make a difference to them and they were more likely to vote for the candidate who would prosecute them. This is a very strong, safe issue.

There are several other issues that will help determine the winner and the candidates in this race would do well to pay attention to these issues in order to improve their own personal rankings.

The top issues were as follows:

***The candidate....***

- will prosecute sex offenders to the fullest extent of the law (thermometer of 90)
- will crack down on crime (thermometer of 87)
- will be tough on drug dealers (thermometer of 86)
- will fight child pornography (thermometer of 85)
- will be fair and reasonable (thermometer of 82)
- has a deep faith in God (thermometer of 79)

In terms of media usage, one broadcast television station, Channel 7, dominated the ratings for television with a 56% share. Two newspapers combined, the *American Press* and *Town Talk* delivered about 60% of voters.

The election is not over by any means, and our analysis indicates that any of the candidates have the opportunity to work hard to lock it down.

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## **Hard Voter Support**

This is indicative of particularly strong support. Names were not read to these voters, but they were able to give the names to us without us reading from a list of candidates. These people know and support their candidate.

As Figure 1 indicates, David Jones has more hard support than any other candidate. However, no candidate has even one voter in ten giving them hard support. Although Jones has relatively high name identification levels, the majority of the respondents have not decided to give him their vote. Undecided is very clearly the winner at this stage of the race.

If a candidate can achieve levels of over 50% in hard support, they will almost certainly become a winner. In one extreme example that occurred more than fifteen years ago, we surveyed the legislative district of the incumbent state speaker of the house. The survey was conducted to determine if he could be beaten. He had hard voter support of over 90% of the likely voters – and he is still in office today.

The hard voter support figures obtained in this survey, however, are low. They indicate that any of the candidates could still emerge victorious.

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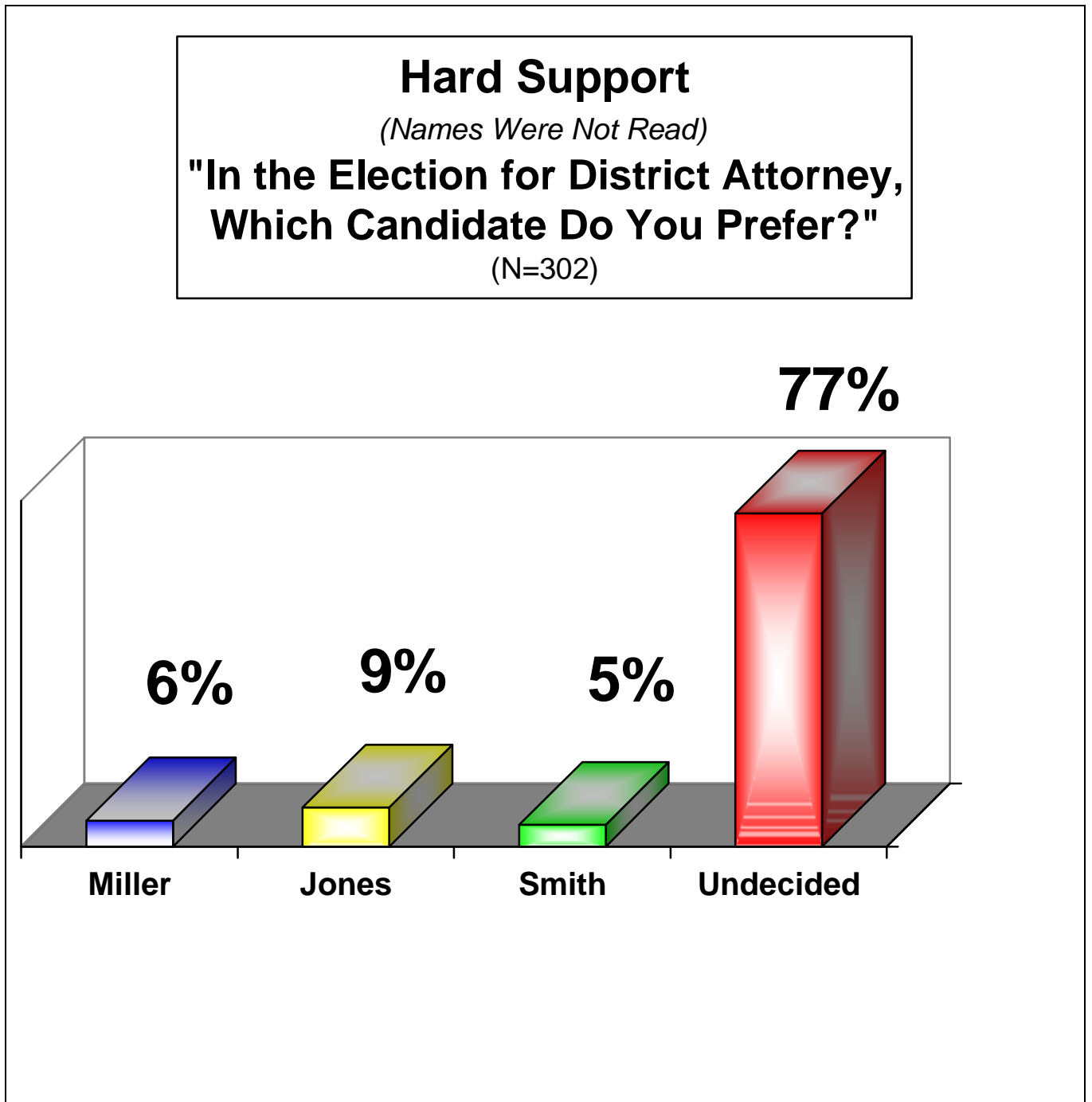


Figure 1

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The chart below includes the TOTAL support level for the candidate, whether hard or soft (leaning) support. These “soft” figures include instances where we had to read a list of the candidates to the likely voter. With the addition of these voters, Todd Miller essentially pulls even in this race.

## Total Voter Support

Hard and Soft Support

N=302

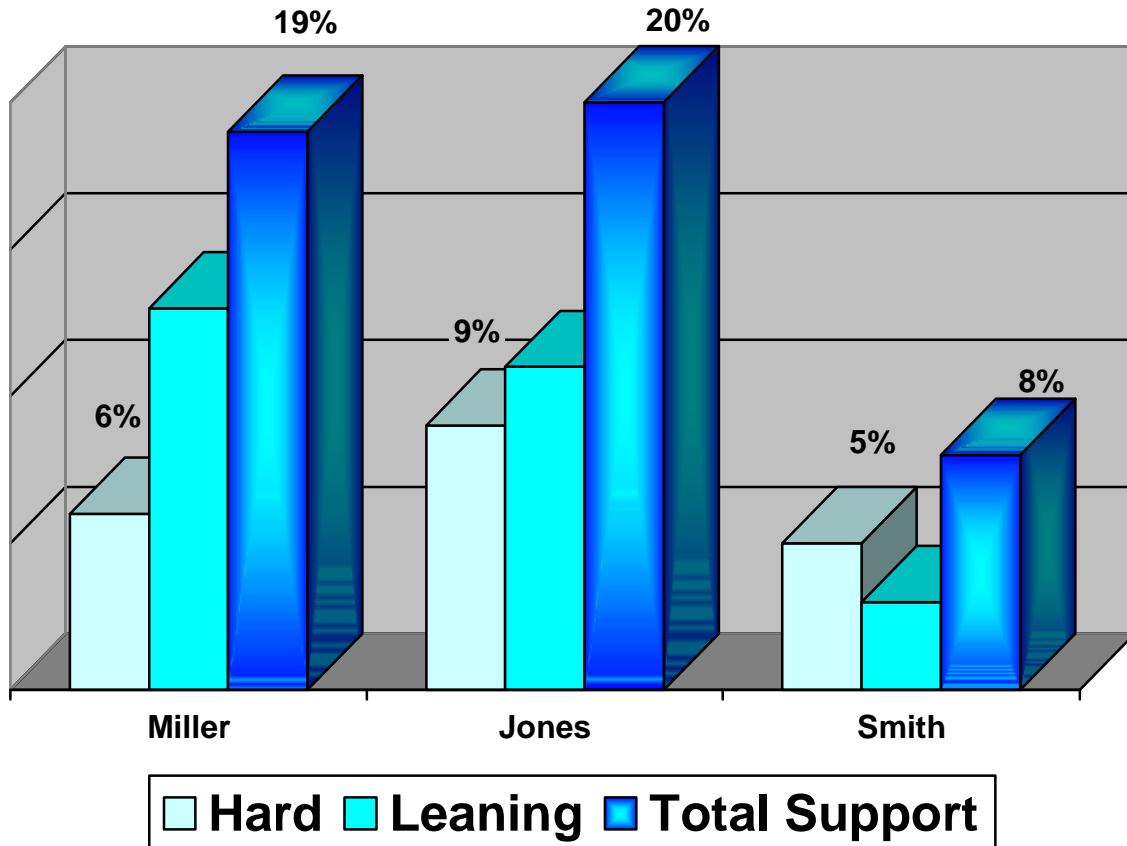


Figure 2

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## Name Identification Levels

Two candidates have low hard name identification levels. However, part of David Jones’s problem is that he already has higher hard name identification levels than the other candidates – but has not been able to translate this name identification into votes. As figure 3 indicates, more voters have not formed an opinion on Todd Miller since they don’t know him. This should be an advantage for Jones – but it is not.

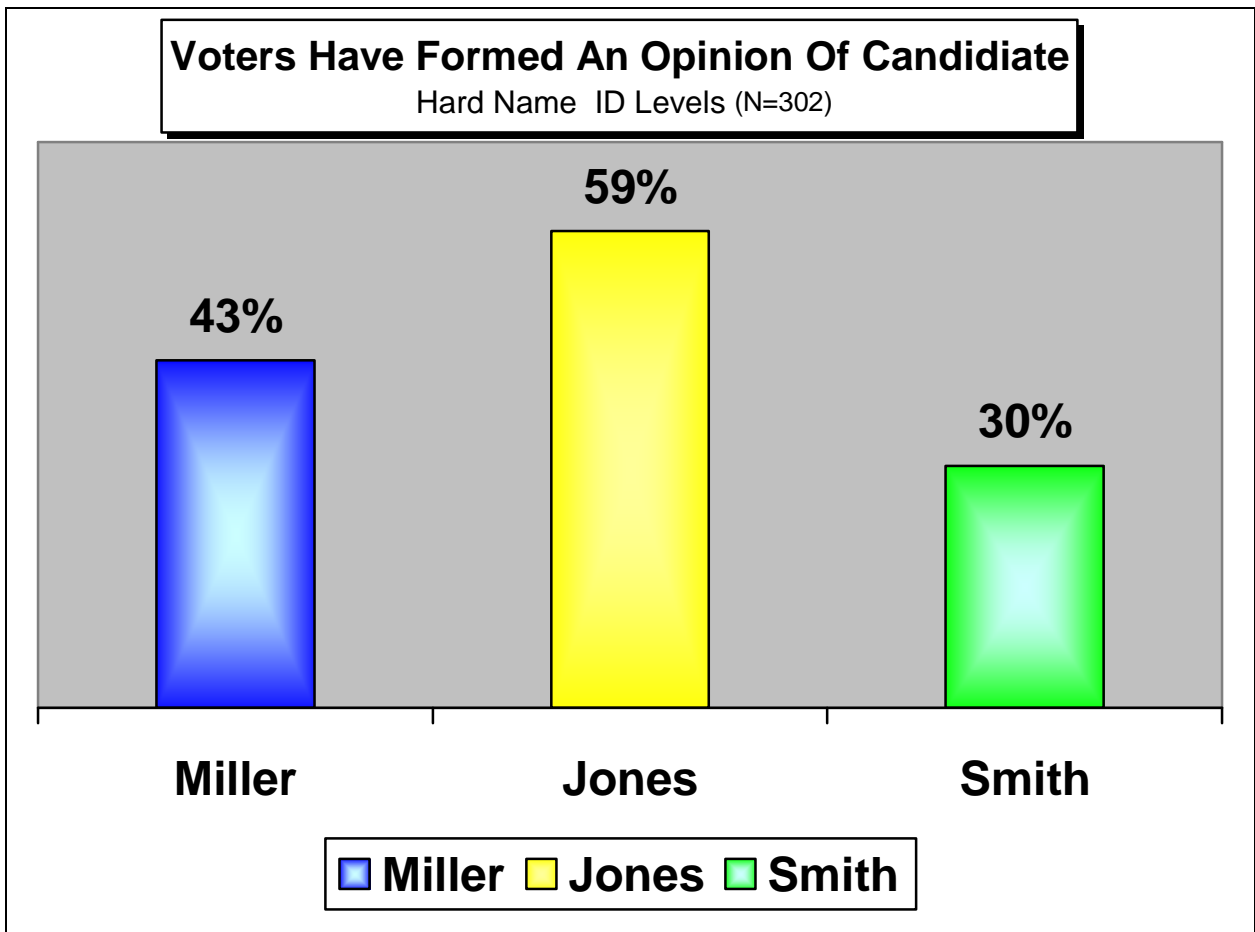


Figure 3

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Todd Miller, on the other hand, DOES leverage his name ID to good advantage. He leads Smith in name ID and vote totals and is essentially already even in vote totals with Jones. If Miller can get higher name identification between now and the election – and he almost certainly will – his vote totals should improve dramatically. With hard name IDs still under 50%, it will help even if Miller can simply “get his name out there”. Many voters do not even know him well enough to rank him, especially in areas outside of ward 5. It will help his candidacy even more if he can give voters a reason to support him by focusing on the top issues.

Miller already has more soft name identification than the other candidates. These are voters who “just know” his name or have at least heard of him, but do not know him well enough to give an opinion as to whether they like him or not. As he converts the soft name identification to hard name ID, the vote totals will almost surely move along in the right direction at the same time.

Our polling several years ago revealed that our candidate for a county wide race had low name ID numbers in several areas located near the county line. While he was popular and well known in the county seat, he was losing badly in the fringe areas. He actually rented a travel camper, parked it with a large sign in a prominent location and started going door to door in these towns. He told residents that he was “camped out” in their town until people could know him better. His name ID – and vote totals – shot up dramatically in these areas and he went on to victory.

Figure 4 illustrates the combined levels of hard and soft name ID as of the dates that the poll was conducted. In subsequent tracking polls, while tracking vote totals, American Research Surveys also gathers information in a quick “lightning strike” poll conducted over just three days. We will track not only hard/soft vote totals but also include hard/soft name identification level tracker, candidate thermometers and gender, party, minority and geographic sub sorts of all information. This will help the campaign determine if the vote totals and the underlying numbers are all moving in the right direction. It will also help determine what course of action the campaign needs to take in order to maximize the vote totals in each area.

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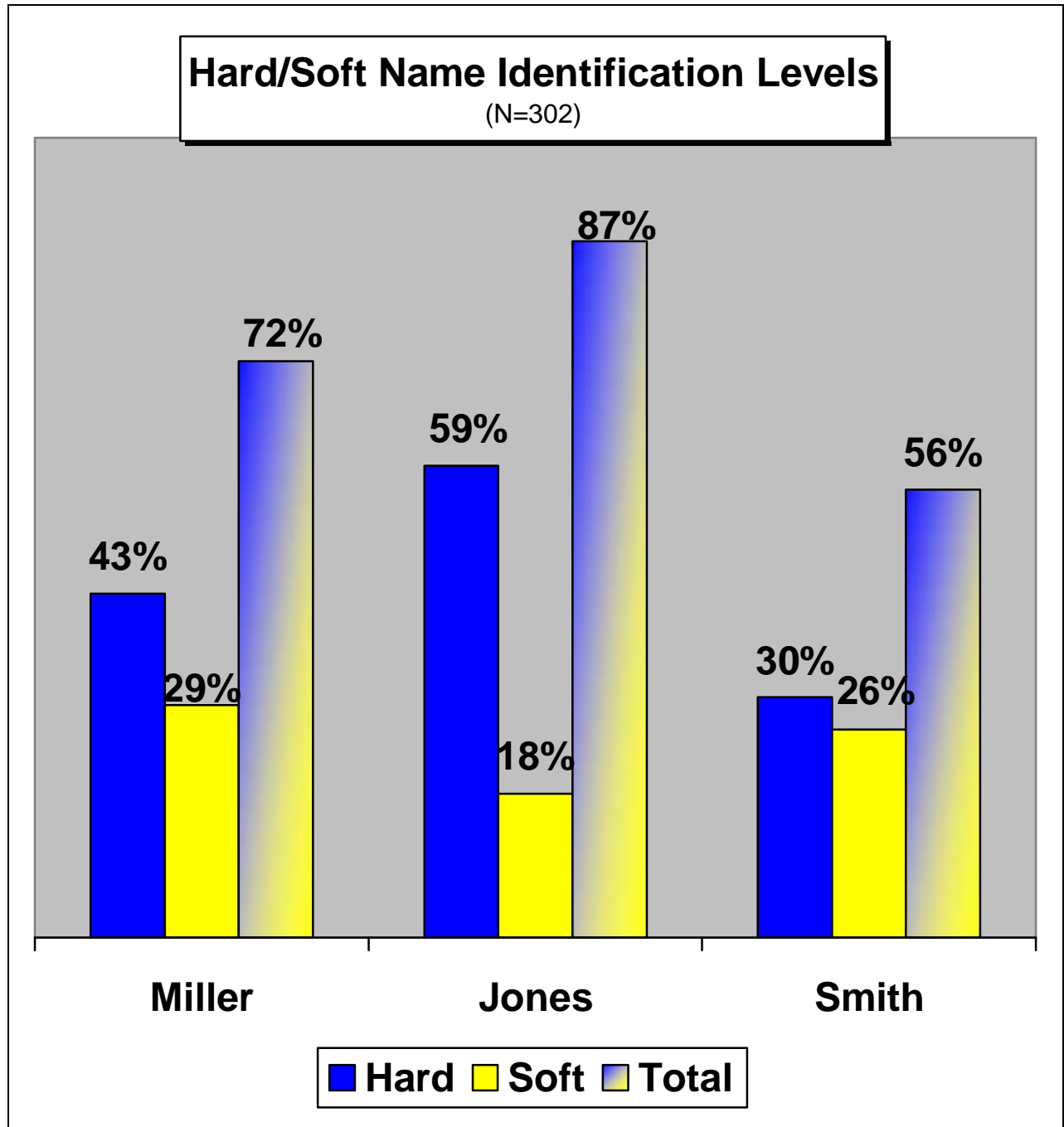


Figure 4

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## Candidate Thermometer Levels – Total Survey

It is one achievement to become known among the voters. It is quite another to have them “like” you as well. This section of the survey measured how well voters “like” each of the candidates.

David Jones is behind in this area. It is often difficult for candidates to change personality traits that offend voters. They are developed over a lifetime and include habits such as vulgar language, smoking, drinking, being arrogant and many others.

The scale in figure 6 places all candidates on an equal footing regardless of their name identification levels. The favorability ranking is determined by first obtaining the total numbers of the levels assigned to the question “I’d like you to tell me if, in your opinion, he or she is ‘one of the best’, ‘good’, ‘average’, ‘below average’ or ‘one of the worst.’” ‘One of the best’ is assigned a level of five for the candidate or issue while ‘one of the worst’ is assigned a level of one. The other answers are assigned numbers accordingly.

In this manner, then, we are able to turn the concept of how well a candidate is liked by the voters into a number. The levels for each candidate are then added together and divided by only the number of total respondents who knew the candidate well enough to rank him or her.

This places each candidate with an equal chance to obtain a high or low ranking. It does not help or hurt if a large or small percentage of the voting population actually knows the candidate well enough to rank him or her. This ranking is based only on the voters who did know the particular candidate. The number is then turned into a percentage by the computer, which multiplies the results obtained from the process outlined earlier by an appropriate factor. The highest possible percentage is 100%. A completely neutral ranking is 0%. The lowest rating is minus 100%.

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The increase in negative campaigning and skeptical voter populations which result from such campaigns have resulted in lower and lower rankings. Back in the 1980s it was not uncommon to have candidates reach percentages as high as 80%. We have rarely seen ANY candidate reach the 80% level in recent years. Issues can often reach this level, but candidates usually do not. The United States Congress, as a whole, and the president currently have some of the lowest rankings that we have ever surveyed.

This is an especially important measure. Voters tend to vote for candidates that they feel comfortable with and like. They will often overlook other attributes such as intelligence and ability if they simply like another person. Often, very low rankings in this area are a warning of looming defeat.

Voters in Your County generally viewed most public figures in a positive light. However, while David Jones is also viewed in a positive light, he has developed some significant negatives. Jones has more negatives than any other candidate. As one wise old campaign manager once observed, “people are more likely to go out and vote against a candidate than they are to vote for him”.

Figure 5 graphically compares the total negatives of all three candidates, while figure 6 examines their overall thermometer readings among the voters in Your County. The reason that Jones can't convert the higher name ID levels into votes is revealed in these underlying numbers. Voters know Jones more than the other candidates – and some of them know that they do not like him.

Figure 7 examines all public figures surveyed other than the candidates. Harry Harrington and Pat Cole came in with the highest numbers. There are nearly thirty times as many people giving Harrington positive rankings as there are giving him negatives.



# Voters Giving Candidates A Negative Rating *N=302*

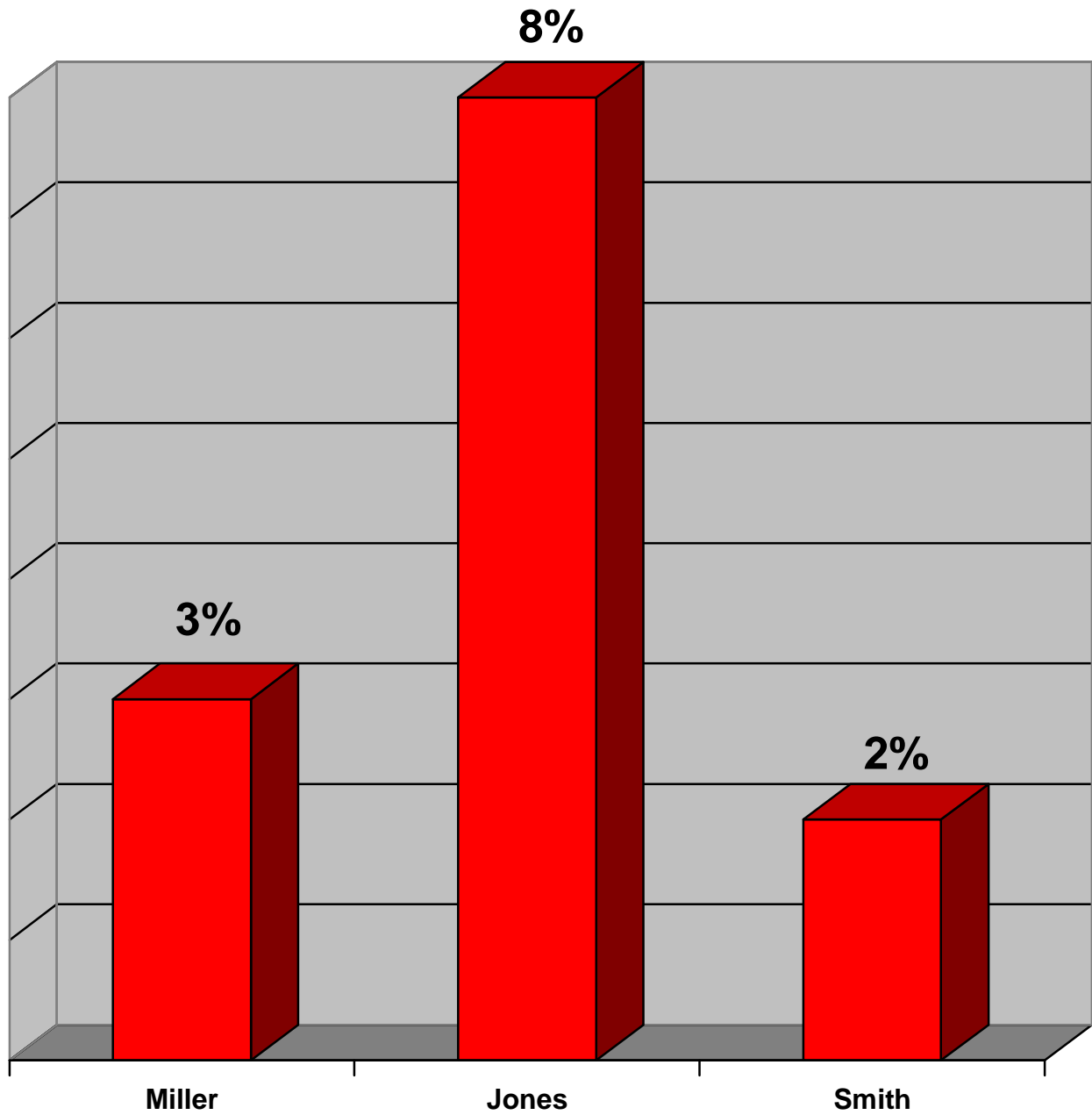


Figure 5

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# Total Survey Candidate Thermometer

N=302

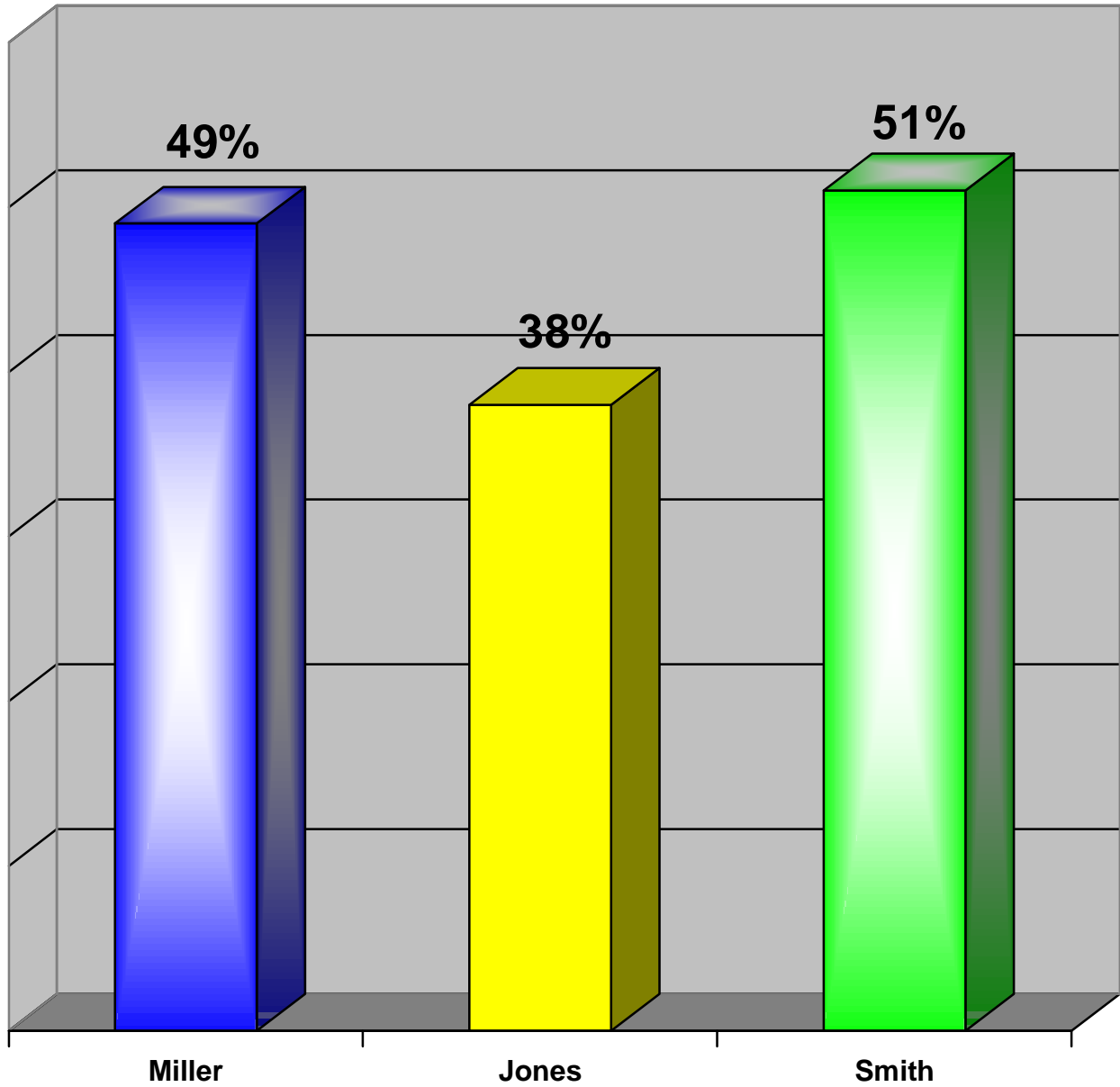


Figure 6

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## Thermometer Rankings of Other Figures in Spring Survey *N=302*

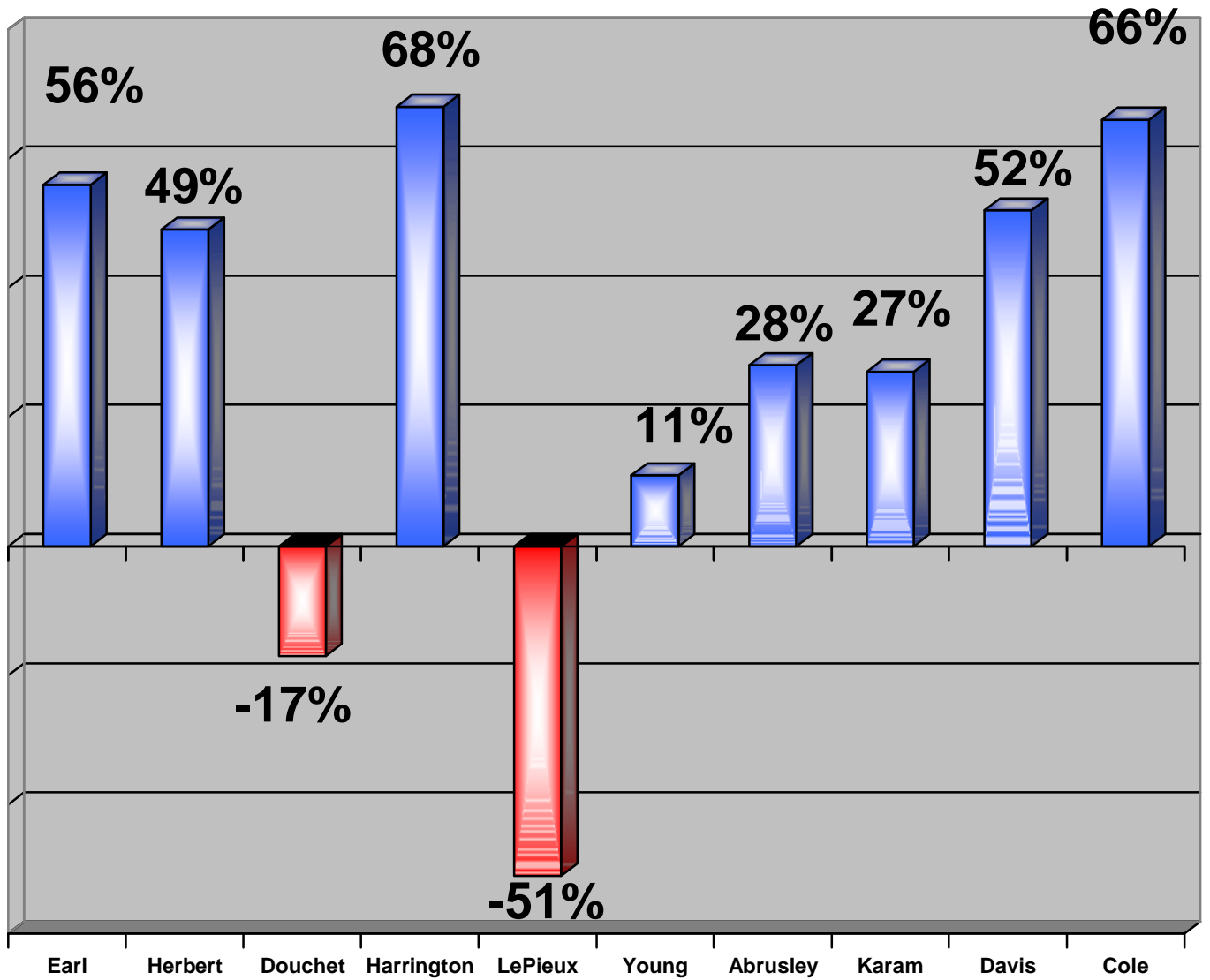


Figure 7

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## **Strength of Issues – Total Survey**

We surveyed many potential issues for the coming race. We look for the most positive issues that have the least “back lash” when performing this analysis. While 81% percent of the voters believe in the right to own guns, with an emotional thermometer on this issue of 64%, 10% of the voters are also likely to vote against a candidate who takes this stance.

The most powerful emotional issue was prosecuting child sex offenders to the fullest extent of the law. Being tough on drug dealers, fighting child pornography, cracking down on crime and being fair and reasonable also ranked at very high levels and have 1% or less back lash.

We were surprised to see the number of respondents, when asked the open ended question for the MOST important issue to them about the district attorney’s office, did not offer an opinion. This open ended question was directed specifically at the office of district attorney and was not open to a general response. This may have resulted in the higher than usual rate of those not expressing an opinion.

Your County voters are very conservative as a whole with 86% of them saying that they are more likely to vote for a candidate with a deep faith in God. This is much higher than in some other regions of the country. Almost three in four voters say that they are more willing to vote for a candidate who is “pro-life”. Although this may not be an issue for the candidates running for the office, it will be an issue for some of the voters.

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## Highest Thermometer Issues

Most Effective Positive N=302

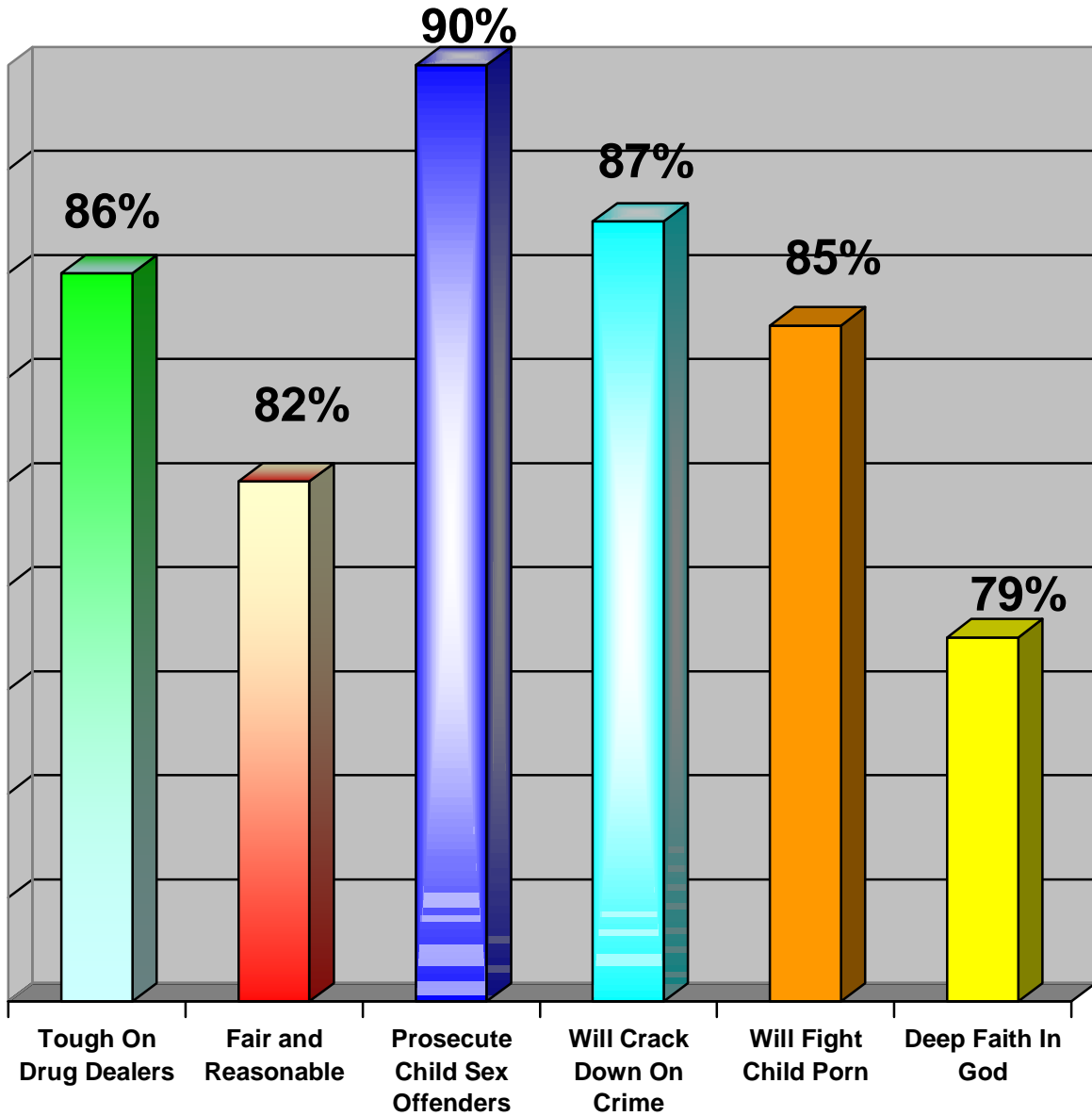


Figure 8

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## Strength of Unions

While most of the voters say that they are more likely to vote for a candidate endorsed by unions, some will vote also against the candidate. Such endorsements, as a result, should be handled carefully when managing the campaign.

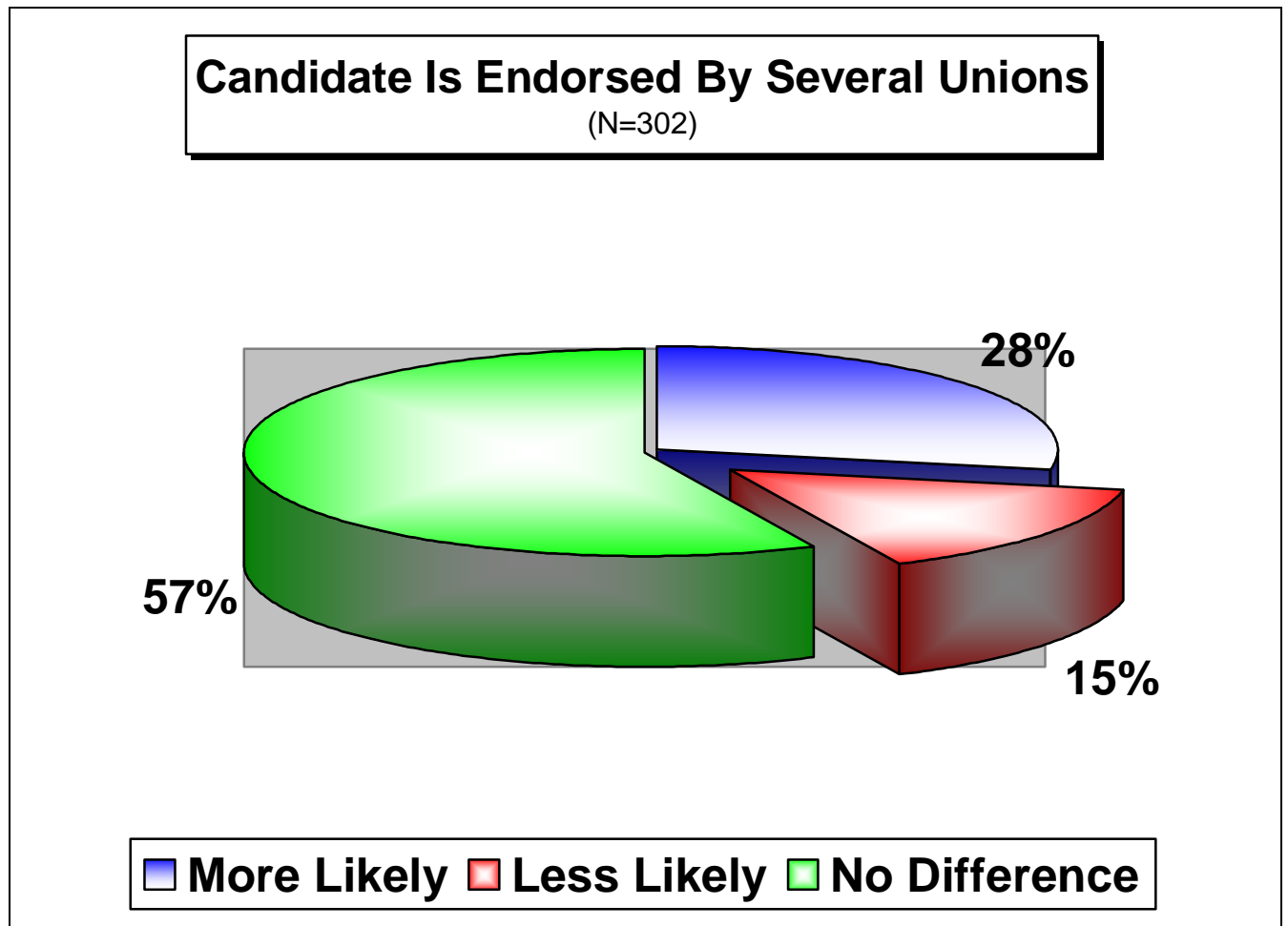


Figure 9

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Union households tend to be more undecided than voters in general. No one has apparently approached them and locked them down. It would be to the candidate's advantage to get there first and move this group into their vote column.

## Candidate Support In Union Households *(Caution: Small Base)*

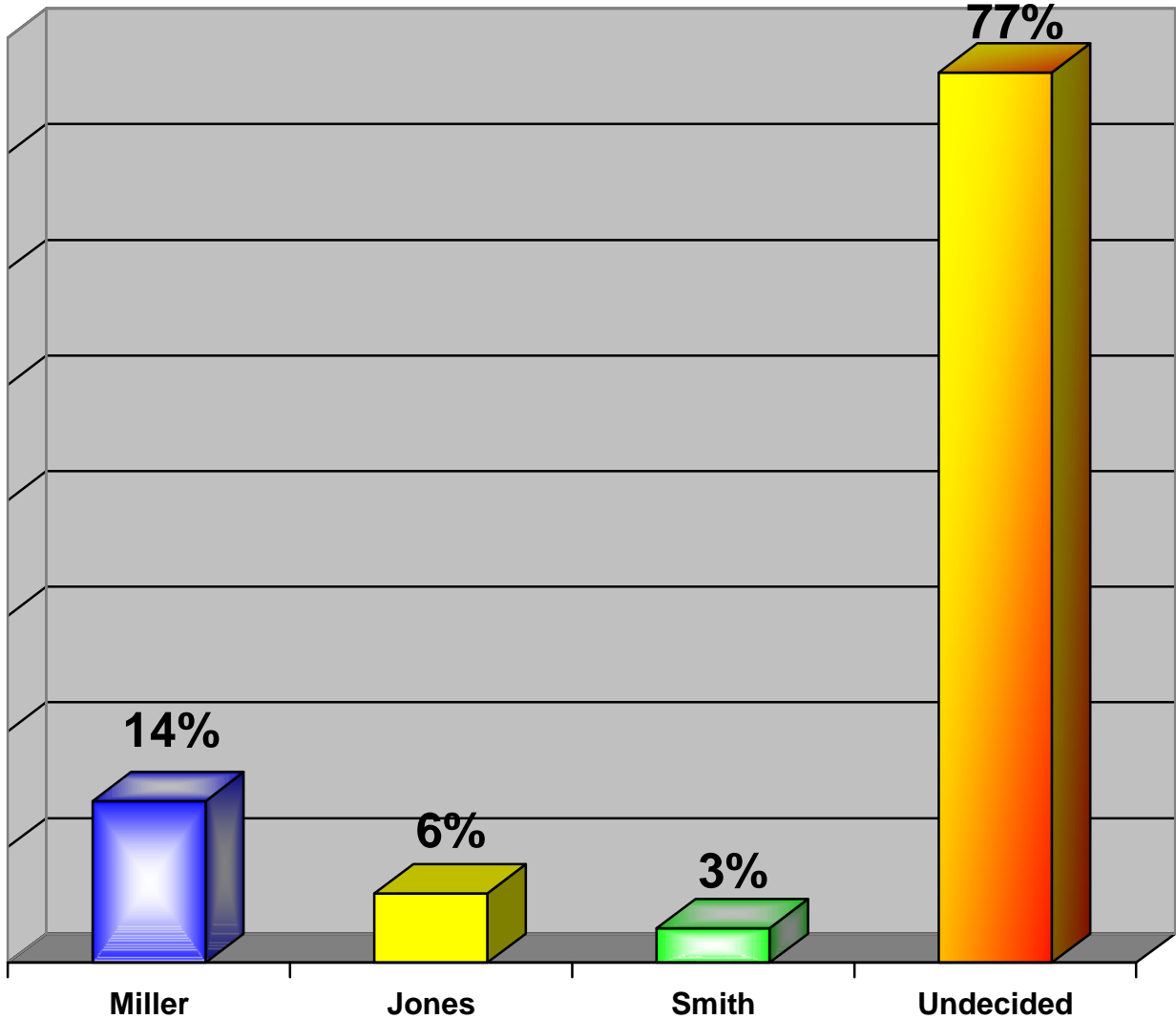


Figure 10

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## Minorities

While minorities favor Jones slightly, this group is still wide open and most of them are undecided. We expect a larger than normal turnout among minorities, making this an important group to pursue aggressively.

### Candidate Support In Minority Households *(Caution: Small Base)*

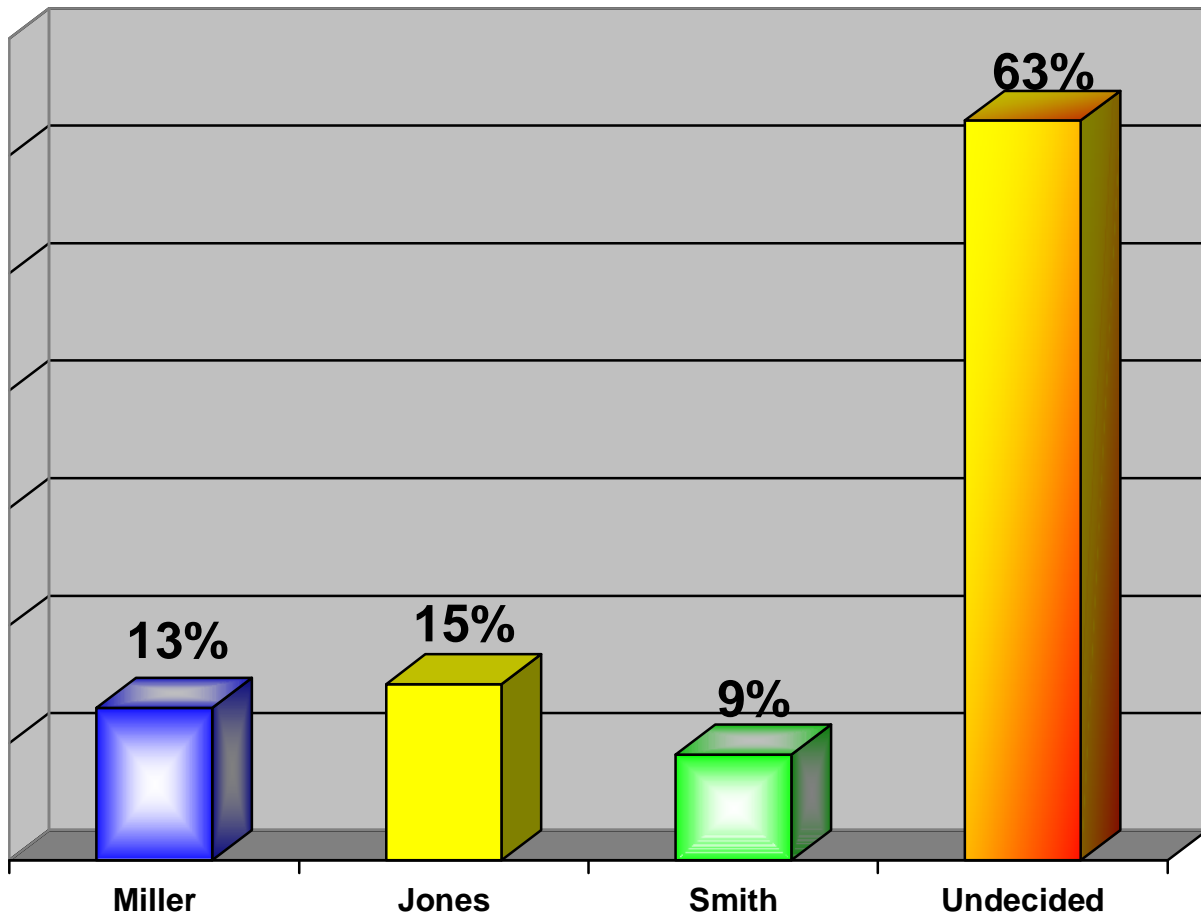


Figure 11

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## **Most Effective Media**

Information contained in this section of the report will deal with media usage and the effectiveness in reaching those most likely to vote. Often, our analysis of the audience is very different from the standard media surveys for the following reasons:

- Our surveys are conducted only among those we project are likely to vote and NOT the general population.
- Likely voters are much older than the general population.
- Likely voters have very different psychographic make ups and media usage habits than does the general population.

Cable was splintered and in total, delivered only 41% of voters. These will be very hard to reach with this medium because of the splintering of the cable audience and the use of DVRs. Our past surveys have indicated that about half of non-news television commercials are not watched due to “zapping”. Cable should be purchased carefully as a result of its relatively low penetration in this market. In addition, many respondents indicated that they prefer to receive local news through newspapers as opposed to other forms of mass communication.

Commercial radio was also very splintered with the top station delivering only 8% of the total voters. Yahoo outpolled Google in this County as the top internet search engine, which was a rather unusual finding.

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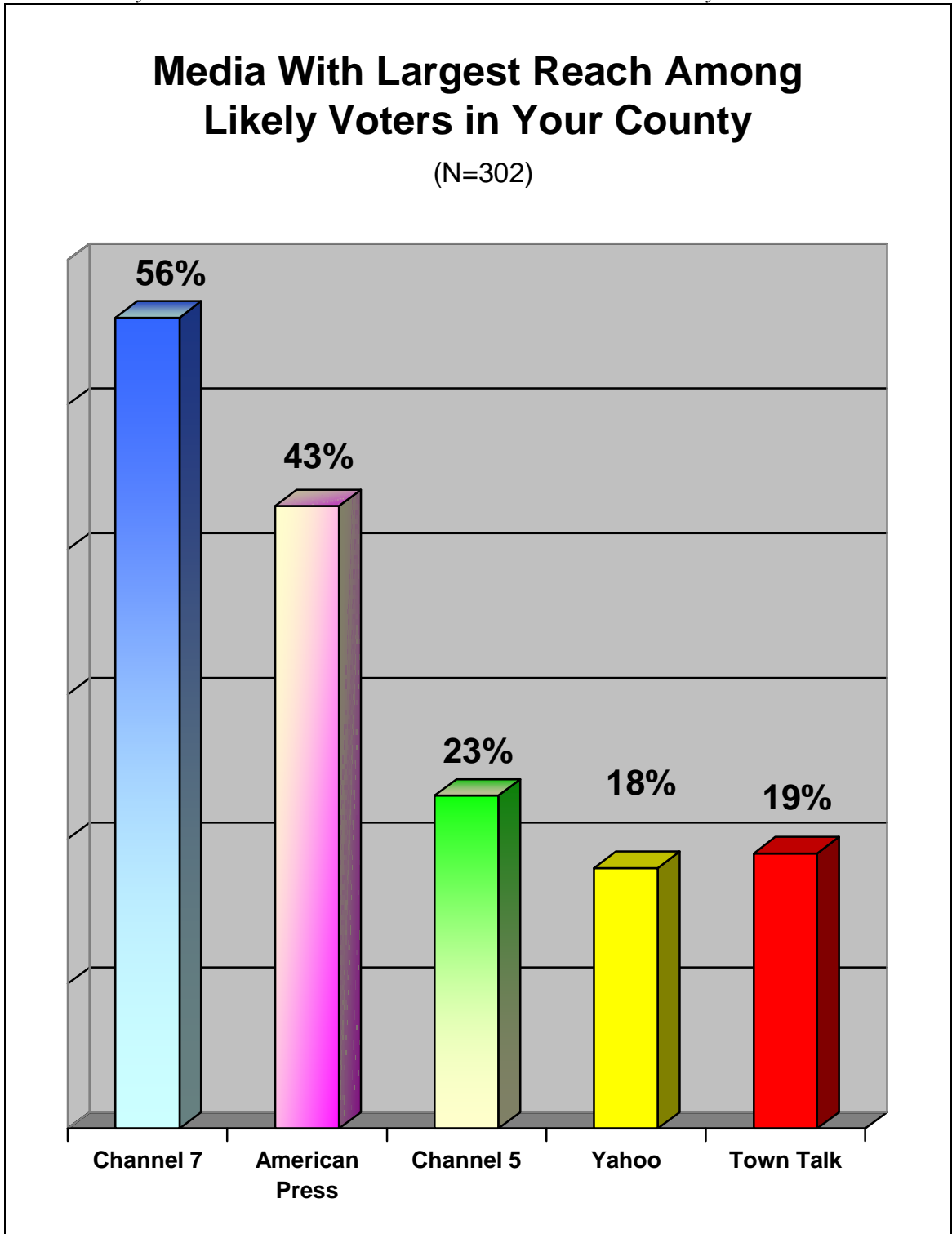


Figure 12

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## **Summary and Conclusions**

If Todd Miller is willing to obtain the necessary funding and campaign hard and strong, he should almost certainly be able to win this election. He has advantages in a positive candidate thermometer and is already even in total voter support levels. These numbers point to victory.

Miller's support, however, is concentrated in Ward 5. He must get out to the other areas, meet more voters and win their support.

Minority voters also seem to support Jones, based on the poll of a limited number of minorities. If there is a heavy minority turnout – and there may well be this year - it will probably benefit Jones unless Miller takes some direct action to head this off.

Miller has most of the union vote and this should be cultivated further. Be careful about advertising union endorsements to the general public as they have a significant negative back lash.

Smith has a long road to travel – and it may be too long. He has very low name ID and support. Most of the support that he does generate seems to come at the expense of Todd Miller.

The voters are to a great extent still undecided. Hitting the ground and hitting it hard is essential for victory. No one has a clear cut majority. It will take skill, planning, funding and a lot of hard work, but our feeling is that Miller will emerge victorious if he runs a strong campaign between now and the election.

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## Methodology

The universe for this survey was the population of likely voters of Your Local Race. It has been our experience, especially in non-presidential election primaries, that polling done based on lists of likely voters is far more accurate than is polling the total voter population.

Lists for this poll were obtained from Aristotle, Inc., in Washington D.C. A voter file supplied by the candidate arrived after the necessary date and time to begin conducting the poll.

A total of 7 trained interviewers, five females and two males, were used for this survey. Calls were conducted from our location in Butler, PA. American Research Surveys tightly controls all calls made during survey field work. A member of our management team was present whenever calls were being made.

American Research Surveys does not permit direct data input by interviewers into the data base. Interviewers conduct interviews and data input personnel perform data input. This has greatly reduced sort times and data entry errors. Printed questionnaire forms were prepared and were given to each interviewer. Once the individual survey form was completed, the phone room manager then checked the form for accuracy. Once the completed form was approved, it was given to the data input personnel. If either the phone room manager or the data input personnel found any errors, these were corrected immediately and, if necessary, the respondent was called again for clarification. Respondents were called back in only one instance during the course of this survey for clarification. One survey, number 70, was rejected and replaced as the information was not complete and we were unable to reach the respondent for a clarification.

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The questionnaire was designed in the week immediately prior to the fieldwork. Three revisions were made in the survey design during the course of the project. After conducting the pre-test on March 15<sup>th</sup>, the survey was redesigned a fourth time to capture the hard soft name IDs and thermometer readings of two candidates. Previous contacts were re-called and their thermometer level rankings added during the next week for those surveys which had been completed. A copy of the final questionnaire design is included with this report, along with the screening questions that were used.

Each phone number was called once. If the respondent answering the call refused to take the survey, it was marked refused and the number was not called again. If the number did not answer, we made as many as three attempts to reach the number. An example of instructions on marking the phone room sheets is included with this report.

Approximately 70% of the phone calls we make during the course of a survey are answered by women. As a result, it is not unusual to have a larger than needed number of women responding to a survey – and this effort was no exception. We screened women and only accepted male respondents in order to better balance the survey base as the survey progressed. We did not apply weights to correct any deficiencies in the male/female ratios. In any event, there was not a wide disparity in viewpoint on most of the issues surveyed. There was also little difference in candidate support levels.

Continuous data input took place as survey field work was conducted. All data was entered onto a Microsoft Excel<sup>®</sup> spreadsheet. Programming was performed on the Excel spreadsheet, as were all sub sorts and reports for the project. A total of seven surveys were not acceptable for use because the respondent hung up on the interviewer. One survey was also rejected by the project manager.

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## Margin of Error

The maximum margin of error for this survey at the 95% confidence level is 5.75%. This means that, 19 times out of 20, actual values will fall within listed values + or – the 5.75% error margin. Sampling error is also inversely proportional to the square root of the size of the base. This means that, if nine times as many surveys were taken, the margin of error would only decrease by a factor of three, not a factor of nine (current margin of error divided by the square root of 9, NOT 9).

Sampling error is also affected by the response levels. Candidates or issues receiving either 5% or 95% response level total have an error margin that is significantly less than those at the 50% response level. Candidates or issues receiving either 1% or 99% response level totals have an error margin that is even smaller for the above mentioned examples. A complete margin of error chart is included with this report.

Sampling a population is similar to sampling a cup of coffee. We take only a small sip to determine if the coffee is hot or cold, or if the coffee has cream, has sugar, etc. We do not see or taste or touch most of the coffee before we have a clear picture of what the rest of the coffee may contain. In the case of our sample, we obtained 500 completed questionnaires out of the entirety of the population of likely voters, but this database is large enough for stability and enables us to get a “snapshot” of the mind of the respondents.

There is a larger margin of error on sub-sorts. Each chart and page contained in this report has been provided for the total of surveys taken. Please be aware that when sub-sorts are performed, the margin of error will increase.

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Our findings of over 20 years of political polling clearly prove that the tendency of the actual results will tend toward the mean values listed. It is far more likely that the actual results will be very close to the actual listed value than to any of the extremes. Results will also tend to be toward the center of the range provided by the margin of error, than they will toward any of the extremes in the margin of error. The actual values tend to follow a bell shaped curve (or “sine” appearance) and generally land close the mean when the actual election results are actually reported.

Varying confidence level charts are beyond the scope of this report and are generally not necessary for standard political polling. American Research Surveys employs a consultant specializing in margin of error and confidence level reporting at Point Park University in Pittsburgh, PA, should further information be necessary.

Confidence level charts are supplied with your survey report.

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Interviewer Name \_\_\_\_\_

## Introduction/Qualifying/Screen Outs

“Hello, this is \_\_\_\_\_ (*Interviewer name*) calling from American Research Surveys, a national opinion polling company. We are conducting a brief political survey that will take just a few minutes and we PROMISE not to sell anything.

May I please speak with the youngest male, 18 or older, who is registered to vote and is home right now?

*Interviewer notes*

- *You may be instructed by the phone room supervisor to ask for a male or female in order to balance the respondent base*
- *If the person wants more information on our company, refer them to our website, [www.americanresearchsurveys.com](http://www.americanresearchsurveys.com).*
- *Polling conducted for political candidates is not subject to any do not call lists, either federal or state.*
- *Do NOT call directory information or 411 to look up any disconnected numbers.*

**Please follow the instructions below exactly for placing marks on the phone sheets**

- The number rang four times or more but was not answered
- The number was answered by an answering machine
- REF The respondent was home, but refused
- DISC The number is disconnected
- FAX The number was a FAX machine
- The survey was completed

***Whether or not a survey is completed, please make sure to BE POLITE at all times and thank the person for their time and help!***

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Precinct \_\_\_\_\_ Interviewer \_\_\_\_\_

Phone Number (see contact Sheet) (      ) \_\_\_\_\_

Name on contact sheet \_\_\_\_\_ Interviewer -Do Not Mark  
Above Area

1. Geography (DO NOT ASK - from sheet, circle one)

1A \_\_\_\_ Ward #1

1B \_\_\_\_ Ward #2

1C \_\_\_\_ Ward #3

1D \_\_\_\_ Ward #4

1E \_\_\_\_ Ward #5

2. Party (from sheet, circle one - DO NOT ASK)    2A \_\_\_\_ Dem      2B \_\_ Rep      2C \_\_ Other/None, etc

3. Gender (from observation, DO NOT ASK, circle one)      3A \_\_ Female      3B \_\_ Male

4. Ethnic Origin (from contact sheet, circle one - DO NOT ASK)    \_\_B      \_\_O      \_\_W

“First, I’m going to read you a list of political figures. I’d like you to tell me if, in your opinion, the office or person is “one of the best” “good” “average” “below average” or “one of the worst”. If you “just know” or “never heard of” the person that I mention, please just say so...”

(interviewer - start at “X”, read all candidates, circle one response per candidate)

	One of The worst	Below Average	Average	Good	One of The Best	Just Know	Never heard of
Todd Miller	1	2	3	4	5	6	7
Richard Earl	1	2	3	4	5	6	7
Doug Herbert	1	2	3	4	5	6	7
David Douchet	1	2	3	4	5	6	7
<i>Pronounced “Du-Set”</i>							
Harry Harrington	1	2	3	4	5	6	
Estes LePieux	1	2	3	4	5	6	7
Richard Young	1	2	3	4	5	6	7
Bobby Abrusley	1	2	3	4	5	6	7
Tootsie Karlyle	1	2	3	4	5	6	7
Joel Davis	1	2	3	4	5	6	7
Pat Cole	1	2	3	4	5	6	7
David Jones	1	2	3	4	5	6	7
Bob Smith	1	2	3	4	5	6	7

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5. “Next, I’m going to read a series of statements about the office of Your County District Attorney. I’d like you to tell me if the statement makes you “much more likely” to vote for the candidate, “more likely” to vote for the candidate, makes you “less likely” to vote for the candidate, makes you “much less likely” to vote for the candidate, or if the statement makes “no difference”...

**The candidate...**

	Much Less Likely	Less Likely	Makes No Difference	More Likely	Much More Likely
Will Make The District Attorney’s Office More Open and Accessible To The Public.....	1	2	3	4	5
Plans To Hold Public Meetings In Various Areas of Your County To Get Public Input On Important Issues..	1	2	3	4	5
Will Be Tough On Drug Dealers.....	1	2	3	4	5
Is Pro-Life ( <i>does not support abortion</i> ).....	1	2	3	4	5
Will Prosecute Child Sex Offenders To The Fullest Extent Of The Law” .....	1	2	3	4	5
Plans To Crack Down On Crime.....	1	2	3	4	5
Will Fight Child Pornography On The Internet.....	1	2	3	4	5
Has A Deep Faith In God.....	1	2	3	4	5
Is Endorsed By Several Unions.....	1	2	3	4	5
Is Endorsed By The Current District Attorney.....	1	2	3	4	5
Is Endorsed By The Fraternal Order of Police.....	1	2	3	4	5
Will Fight Prescription Drug Abuse.....	1	2	3	4	5
Is A Democrat.....	1	2	3	4	5
Believes In The Right Of Americans To Own Guns.....	1	2	3	4	5
Lives In The Northern Part of the County.....	1	2	3	4	5
Has Experience In The District Attorney’s Office.....	1	2	3	4	5
Lives In The Southern Part Of The County.....	1	2	3	4	5
Is Fair and Reasonable.....	1	2	3	4	5

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6. “Next, in the upcoming election for District Attorney for Your County, you will be asked to choose one candidate for the office. Please tell me which candidate you prefer...”

**Interviewer - - Enter a check beside the name mentioned. You must check one and one name in this box...**

**Do NOT read ANYTHING in this boxed area...**

6A\_\_\_\_\_ *Bob Smith*                      6B\_\_\_\_\_ *David Jones*  
 6C\_\_\_\_\_ *Todd Miller*                    6D\_\_\_\_\_ *Undecided/Don't Know*

**Read Question #7 ONLY if “Undecided” or “Don’t Know” above. Otherwise, skip Question #7 and Go Directly to Question # 8**

7. “Let’s imagine that it’s election day and you are standing in the voting booth right now. If you did have to choose right now, WHICH candidate would you prefer if the choices were...”

**Interviewer DO read names this time**

*Start reading at “X” Enter a checkmark beside ONE and ONLY ONE choice. Please note that different forms start with different candidates so that not all forms are the same.*

7C\_\_\_\_\_ *Todd Miller*                      7B\_\_\_\_\_ *David Jones*  
 7A\_\_\_\_\_ *Bob Smith*                      7D\_\_\_\_\_ *Other*

**Do NOT Read**

7E\_\_\_\_\_ *Hard Undecided or don't know who is running*

8. What Is Your Favorite Radio Station?
- |                       |                              |
|-----------------------|------------------------------|
| 8A___ 91.5 KBAN       | 8B___ 92.9 KHLA              |
| 8C___ 93.1 KQID       | 8D___ 93.9 KFAD              |
| 8E___ 96.1 KYKZ       | 8F___ 97.9 KQLK              |
| 8G___ 98.1 KLOV       | 8H___ 98.7 KKST              |
| 8J___ 99.5 KGNT       | 8K___ 100.3 KRRV             |
| 8L___ 101.3 (Rock)    | 8M___ 102.9 KJAN             |
| 8N___ 101.3 KBIU      | 8P___ 101.5 KZWA             |
| 8Q___ 105.7 KVVP      | 8R___ 106.9 KEDG             |
| 8S___ 107.9 KCJM      |                              |
| 8T___ Satellite Radio | 8U___ <i>None/Don't Know</i> |

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9. Are You Hooked Up To The Internet? 9A\_\_\_Yes 9B\_\_\_No 9C\_\_\_Other/Unsure

If So, What Search Engine Do You Use? 9D\_\_\_Google 9E\_\_\_MSN  
9F\_\_\_Yahoo 9G\_\_\_Other/None, etc

10. When You Want Local News, what Local TV Broadcast Station, If Any, Do You Turn To?  
(Interviewer: Please Check All That Apply)

10A\_\_\_KATC LaFayette 10B\_\_5-KALB Alexandria 10C\_\_7-KPLC Lake Chrs  
10D\_\_10-KFLY LaFayette 10E\_\_29-KVHP Lake Chrs 10F\_\_31-KLAX Alexand  
10G\_\_41-KBCA Alexand  
10H\_\_Other\_\_\_\_\_Please List Station 10N\_\_\_None/Don't Know

Are You Hooked Up To Cable or Satellite TV?

10J\_\_\_Cable 10K\_\_\_Satellite 10L\_\_\_Neither 10M\_\_\_Both

11. "Which newspaper, if any, do you read regularly" (interviewer – you may read list)

11A\_\_\_The Kinder Courier 11B\_\_\_The Oakdale Journal  
11C\_\_\_The Alexandria Town Talk 11D\_\_\_The American Press  
11B\_\_\_The Oakdale Journal 11F\_\_\_None/Don't Know  
11G\_\_\_Other \_\_\_\_\_

*Interviewer – List Name Given Above*

12. "How Do You Prefer To Receive Your Local News?" (interviewer – you may read list)

12A\_\_Internet 12B\_\_Newspaper 12C\_\_Radio 12D\_\_Television  
12E\_\_Other/Unsure/Don't Know

**Open Ended Question:** "What one single issue concerning the district attorney's office are you and your family most worried about?"

\_\_\_\_\_

\_\_\_\_\_.

13. "I'm going to read you a list of age brackets, please tell me into which you fall..." *Quickly*

13A\_\_\_18-24 13B\_\_\_25-34 13C\_\_\_35-49  
13D\_\_\_50-65 13E\_\_\_65+ 13F\_\_\_Unsure/Other/Don't Know

*Interviewer-DO NOT READ*

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14. "What is your current marital status?" *Interviewer-you may read list*  
14A\_\_\_Single                      14B\_\_\_Married                      14C\_\_\_Divorced  
14D\_\_\_Separated                      14E\_\_\_Widowed                      14F\_\_\_ *Unsure/Other/Don't Know*

*Interviewer-DO NOT READ*

15. "Are you, or is any member of your household, in a labor union?"  
15A\_\_\_Yes                      15B\_\_\_No                      15C\_\_\_Other/Unsure/Don't Know

16. "Into which bracket, approximately, would your total household income for the year 2007 fall? Would that be..." *Interviewer- read list very quickly, including bracket number)*

- 16A\_\_\_\$25,000 or less      16B\_\_\_\$25-\$49,999      16C\_\_\_\$50-\$75,000  
16D\_\_\_\$75-\$99,999      16E\_\_\_\$100,000/over      16F\_\_\_ *Unsure/Other/Don't Know*

*Interviewer-DO NOT READ*

17. "Sometimes, someone from my company needs to call back in case I made a mistake or didn't understand you. May I please have your first name?"

*First Name*\_\_\_\_\_

***Interviewer - Thank the respondent for all of their help!***

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# A Poll of Your Local Race

*An Opinion Poll Examining Perceptions of Those Most Likely to Vote*

## Data Tables

Your poll will contain 12 pages of data for each sub sort. If you wish to examine voters in one geographic area, for example, you will know how many voters favor each candidate, what issues are most important to that area, what media they are using and to what degree, their income levels, the name ID levels and thermometers of all candidates, issues and all other pertinent information.

Once you have the data there are no questions. You and your campaign manager know exactly how to proceed with the campaign to win.

You will receive several pages data sorts for each of the following sub groups:

Total Survey – 12 pages of data

Geographic – up to 60 pages of data

Gender – up to 24 pages of analysis by males, females

Party – up to 24 pages of data for Dems, Reps and Other

Age – generally 24 pages of data

Income – generally 24 pages of data

Minority – 12 pages of data

Marital Status – 24 pages of data

Union Households – Non-Union – 24 pages of data

Internet Users and non users – 24 pages of data

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