BIGDATAPOLL
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Keystone State Big Poll October 2022

TOPLINES AND KEY FINDINGS

Oz Takes the Lead for U.S. Senate Post-Debate

Republican Mehmet Oz now leads Democratic Lt. Governor John Fetterman for U.S. Senate in Pennsylvania by just over two points, 48.4% to 46.2%. That's a roughly 5-point reversal from our last poll when Fetterman led Oz 43.8% to 40.0%.

Oz Benefits from Fetterman's Historically Bad Debate Performance

More than 6 in 10 (63.4%) likely registered midterm general election voters say they watched or saw the two candidates debate for U.S. Senate. Of these voters, Republican Mehmet Oz was the clear winner. When asked, 63.2% say Oz won the debate, while 25.8% driven almost exclusively by partisans say Fetterman won.

Shapiro Leads Mastriano for Governor

Democratic Attorney General Josh Shapiro leads Republican Senator Doug Mastriano for Governor, 48.7% to 44.3%. That's also a change since Shapiro held a statistically insignificant lead over Mastriano, 43.9% to 43.2%, in September.

Generic Ballot

Congressional Republicans lead Congressional Democrats on the Generic Ballot 49.0% to 45.6%, a slight tightening from our last survey showing Republicans leading 49.6% to 43.8%. However, it's worth noting that his is not driven by persuadable voters, but rather Democrats consumed by abortion returning to the fold.

Trump Leads Biden in 2024 Rematch

The former president continues to lead the current president, 47.3% to 43.9%. In our last poll conducted in September, Trump led Biden 46.6% to 40.0%. However, once again, we saw Democrats return home while the former president won over more swing voters with remorse.

ABOUT THE POLL

What Is the Keystone State Big Data Poll?

The Keystone State Big Data Poll is a statewide survey for the Public Polling Project, the first ever periodic survey to be solely funded by public contributions, and it was conducted by the independent polling firm, Big Data Poll. Beginning in 2020, the Public Polling Project has provided highly accurate results nationally and in battleground states with above-average standards for transparency.

Scope of Survey

→ Likely Voter Screens
→ Presidential Approval Rating
→ 2022 Senatorial Election
→ 2022 Gubernatorial Election
→ Generic Ballot
→ 2024 Presidential Rematch
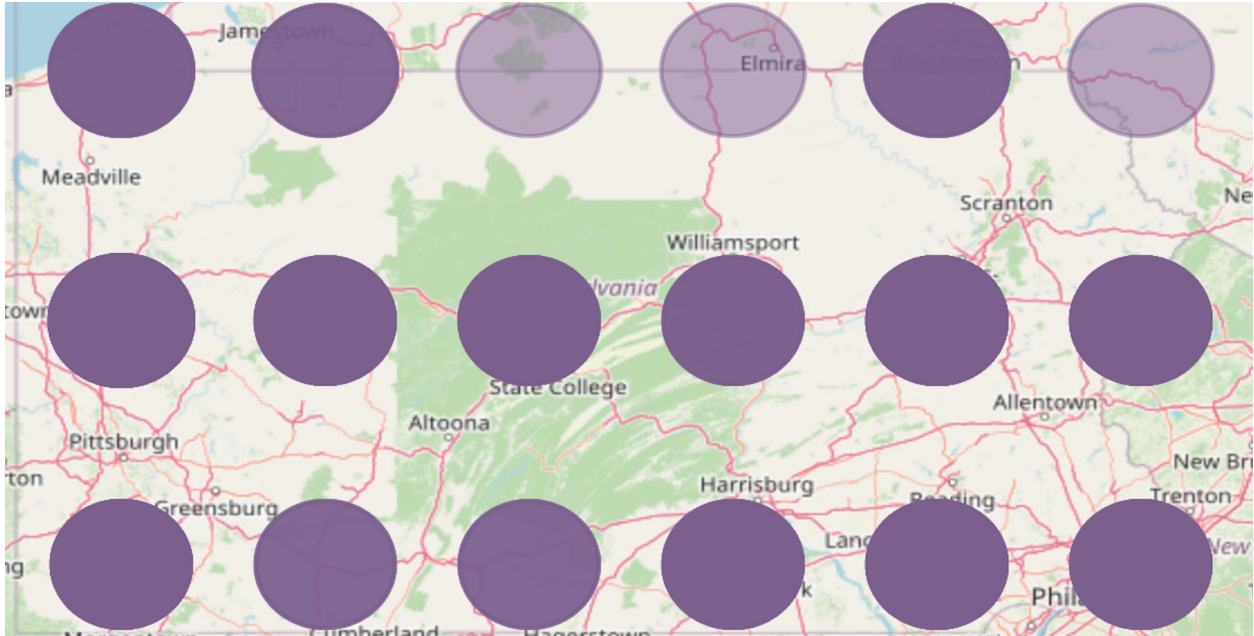→ Most Important Issues

Methodology and Monthly Summary

The Keystone State Big Poll for the Pennsylvania Midterm Elections was conducted by Big Data Poll and interviewed 1,005 likely general election midterm voters statewide via Phone/Peer-2-Peer SMS and Online/ISP from October 27 to September 28, 2022. The overall survey sampling error is ± 3.1% at a 95% confidence interval. It's important to note that sampling errors for subgroups are higher. Results are weighted to represent statewide voter file (Aristotle) demographics to include gender, age, race and ethnicity, education and region. The proprietary likely voter model is determined by both self-reported likelihood and vote history. The full crosstabs can be viewed on [MarketSight](#).
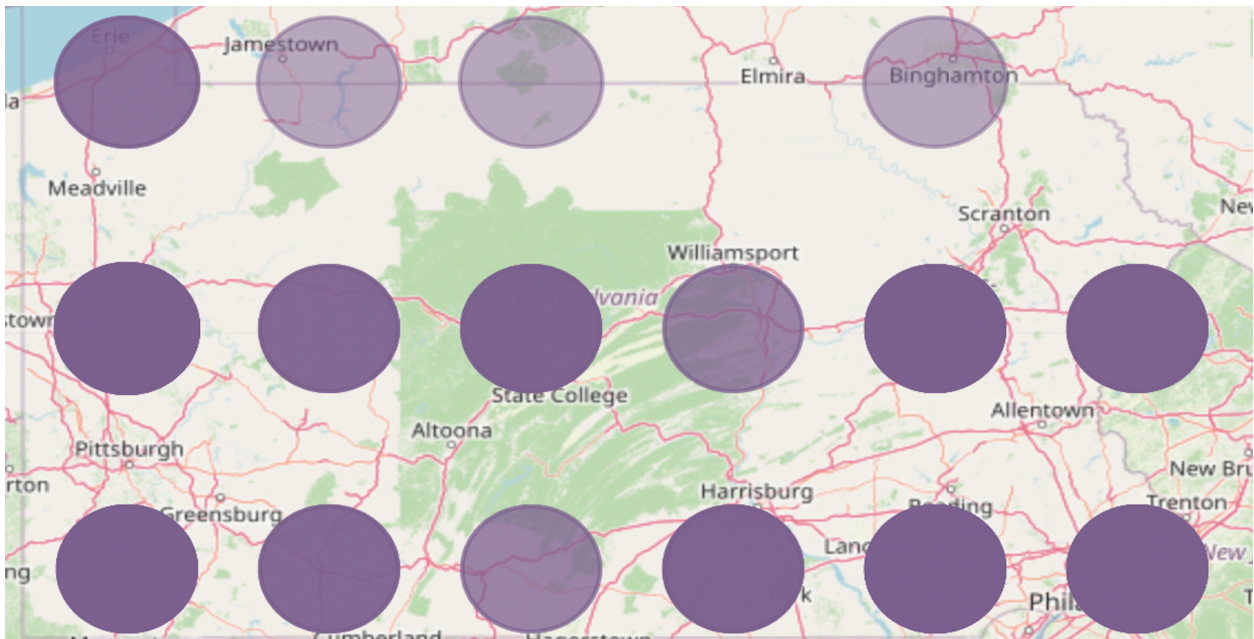
Who Sponsors the Poll?

The Keystone State Big Data Poll is sponsored by the Public Polling Project.

RESPONSE MAPS

Peer-2-Peer SMS Participation

OSP Participation

DEMOGRAPHIC SAMPLES

Subgroup Representation Tables

Demographic	Sample Size	Sample %
Party Detail		
Republican	390	41.4
Democrat	374	40.1
Independent / Other	163	18.5
Ideology		
Liberal	211	22.5
Moderate	384	40.8
Conservative	332	36.7
Gender		
Male	451	49.4
Female	476	50.6
Race		
White (NOT Hispanic)	785	83.4
Black / African American	97	10.7
Hispanic / Latino	30	4.2
Asian / Other	15	1.7
Religion		
Protestant / Other Christian	404	44.4
Catholic	277	32.2
Another religion	92	7.6
No religion	154	15.8
Education		
HS/ Less	279	25.4
Some / Associate	285	36.5

Demographic	Sample Size	Sample %
Undergraduate	235	24.5
Postgraduate	129	13.6
Income		
Under $30,000	87	10.4
$30,000 - $49,999	153	21.8
$50,000 - $99,999	301	36.1
$100,000 - $199,999	301	27.6
$200,000 or more	84	4.3
Age Detail		
18-24	51	6.3
25-29	57	5.6
30-39	116	13.8
40-49	140	15.1
50-64	319	34.6
65+	244	24.6
Region		
Philadelphia	88	9.7
Southeast	46	16.1
Northeast	161	17.4
Dutch	82	5.8
Central	197	22.6
West	167	20.4
Allegheny	93	8.0

WEIGHTING BY REGION

Regional Definitions By County

The Keystone State Big Data Poll notably adds two additional regions than traditional exit polls in Pennsylvania and weights accordingly: Dutch and Allegheny. This is done to ensure better representation in rural and suburban areas due to higher participation rates in higher population centers and more metro areas.

→ <u>Philadelphia</u>: Philadelphia County
→ <u>Southeast</u>: Bucks, Chester, Delaware, Montgomery
→ <u>Northeast</u>: Carbon, Lackawanna, Lehigh, Luzerne, Monroe, Northampton, Pike, Schuylkill, Susquehanna, Wayne, Wyoming
→ <u>Dutch</u>: Adams, Berks, Cumberland, Dauphin, Franklin, Lancaster, Lebanon, Perry, York
→ <u>Central</u>: Armstrong, Bedford, Blair, Bradford, Cameron, Centre, Clarion, Clearfield, Clinton, Columbia, Elk, Forest, Fulton, Huntingdon, Indiana, Jefferson, Juniata, Lycoming, McKean, Mifflin, Montour, Northumberland, Potter, Snyder, Sullivan, Tioga, Union, Venango, Warren
→ <u>West</u>: Beaver, Butler, Cambria, Crawford, Erie, Fayette, Greene, Lawrence, Mercer, Somerset, Washington, Westmoreland
→ <u>Allegheny</u>: Allegheny

The full crosstabs can be viewed on MarketSight.

SAMPLE DESIGN

Voter File Query Parameters

The following voter file parameter represents the query used to pull a targeted random sample (N=100,000) from the National Voter File Database:

State Select State is (Pennsylvania) and (Exclude Deceased AND Exclude Movers) and (((((Include Only Records with Mobiles AND (Validated Mobile Number)) AND (Exclude Numbers Ported to Landline)) AND (Mobile Number Code is (1 or 2 or 3 or 4 or 5))) AND (Mobile Confidence Level is (High or Medium High))))

If needed, project-specific targets and quotas for online panels will be detailed in the following section on survey design.

The full crosstabs can be viewed on MarketSight.

Online Survey Panel Design

To ensure representation and balanced collection, quotas are used only for gender, age and region. If used, interlocking quotas will be included below.

Demographic	Percentage
Gender	
Male	48%
Female	52%
Age	
18-24	7%
25-29	9%
30-39	16%
40-49	17%
50-64	30%
65+	21%