TO:	Josh Shapiro
FROM:	Global Strategy Group
DATE:	November 24, 2015
RE:	**NEW POLL RESULTS — 2016 Democratic Attorney General Primary**

Our survey results are quite encouraging for Josh if he chooses to run for Attorney General among a potential field that includes two prominent District Attorneys, one a former Democratic AG nominee. What follows are a few key initial findings that we will follow-up with more extensive analysis as we examine the cross-tabs more closely.

Josh holds an initial lead in the race based on his greater statewide name recognition anchored by his stature in the Philadelphia media market. While a majority of the electorate is still undecided due to its unfamiliarity with all the candidates, we are in a strong position to aggressively introduce Josh given our $1.4 million dollars cash-on-hand and the finance team's recent projections to raise $2 - $3 million more.

It is also very promising to see that Josh holds no disadvantage for not being a prosecutor (as we know, nearly half of the current AGs in America were not prosecutors before being elected). In fact, Josh's background is an advantage with Democratic primary voters, as they respond well to his record as a champion for consumer and ethics reforms; as the person Governor Wolf trusts to lead statewide efforts to reform the criminal justice system, protect communities, and look after victims at PCCD; and for his service as an executive running the state's third largest county. In every way we tested it, in balanced paragraphs of all potential candidates, as well as individual tests of Josh's record versus someone who is a prosecutor, Josh comes out ahead across the board.

KEY INITIAL SURVEY FINDINGS:

- **Josh starts the campaign with a lead:** Josh leads Stephen Zappala by two points (18% to 16%) with John Morganelli (8%), Dave Fawcett (4%), and Jack Stollsteimer (3%) trailing further behind. A majority of voters (51%) are still undecided.

- **Josh is the best-known candidate statewide**: The large number of undecided voters is due to the large number who are still unfamiliar with the field. With that said, Josh's name recognition (28% familiar) outpaces Zappala's (22%), while Morganelli (14%) and Fawcett (9%) are generally unknown statewide (we did not test Stollsteimer as he has never been elected and thus would likely have little name recognition).

- **The campaign is uniquely positioned to expand Josh's base in the expensive Philadelphia media market while still competing statewide:** The Philadelphia media market contains a large plurality of the likely Democratic Primary electorate (43% to 27% in Pittsburgh DMA), and Josh is much better known there than his closest statewide competitor, Zappala (41% familiar with Shapiro to 7% familiar with Zappala). This leads to a huge 31 point lead for Josh over the Allegheny County DA in the market (32% to 1%), and our fundraising advantage allows us to aggressively advertise in Philly while matching competitors dollar for dollar in Pittsburgh and other DMAs – dramatically multiplying Josh's strong position in SEPA where we still have room to grow without conceding any ground.

- **The "prosecutor" label does not provide Josh's rivals an advantage:** An extensive series of forced choice tests clearly reveal that Democratic Primary voters are not looking solely for a prosecutor as their next AG. Josh's accomplishments on ethics reform and his leadership of the Pennsylvania Commission on Crime are just two of the many positive attributes tested that likely voters find <u>more appealing</u> in a candidate than being a prosecutor alone.

Hypothetical Candidate Preference	
A candidate with executive leadership experience who has successfully passed ethics reforms in state and local government	**61%**
A candidate with experience as a prosecutor	**36%**
A candidate who leads the state agency responsible for protecting communities and looking after victims	**59%**
A candidate with experience as a prosecutor	**38%**

ABOUT THIS POLL

Global Strategy Group conducted a survey on November 19-23, 2015 with 802 likely 2016 Democratic Primary Election voters in Pennsylvania. The results have a margin of error of +/-3.5%, and care has been taken to ensure the geographic and demographic divisions of the expected electorate are properly represented based on past voter turnout statistics.