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Poll Shows Pittsburgh Mayoral Primary Up for Grabs

Lemoyne, PA (March 7, 2013) – The Pittsburgh Democratic Mayoral primary is wide open after the announcement by current Mayor Luke Ravenstahl that he will not seek re-election, according to a poll released by Keystone Analytics®.

Current Councilman Bill Peduto appears strongest out of the gate polling the highest among five potential candidates tested. Peduto, along with City Controller Michael Lamb, both have very strong name recognition with these voters but Peduto's recognition translates to actual support with 30 percent of likely Democratic Primary voters saying they would vote for him if the election were held today.

To date, only Peduto and Lamb have formally announced their intent to run. Lamb polled at 87 percent total name identification, but only 13 percent of likely voters indicated they would vote for him. Peduto polled at 89 percent total name ID, with 52 percent favorability.

Voters were asked about other potential candidates. Twenty percent indicated they would vote for Jack Wagner, while Jim Ferlo and Darlene Harris pulled 7 and 5 percent of the vote, respectively. All potential candidates have high name recognition, going from Harris at 77 percent up to Wagner at 93 percent.

The survey also asked voters about issues. Not surprisingly, jobs and economic development pulled the biggest numbers at 34 percent, with investing in schools close behind at 25 percent. Investigating government corruption is important to 17 percent of voters.

The race is likely to fluctuate as individuals formalize their campaigns prior to the March 12 filing deadline.

Results are based on a live telephone survey of 401 likely Democratic primary voters in Pittsburgh, Pennsylvania and includes a +/-4.9 percent margin of error. Interviews were conducted on March 4 and 5, 2013. Full survey summary is available online.

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Keystone Analytics® is a Pennsylvania-based business and research firm that provides a cohesive approach to a wide range of services, including market and constituent surveys and analysis, conducting issues management, and developing and choreographing image campaigns.