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Peduto Leads in Latest Pittsburgh Mayoral Primary Poll

Lemoyne, PA (May 13, 2013) – In the race for Pittsburgh’s Mayor, Bill Peduto has increased his lead over former Auditor General Jack Wagner from two points on April 22nd to seven points late last week, according to a poll released by Keystone Analytics®.

Peduto leads with 39 percent of likely voters saying they’ll vote for him while 32 percent say they’ll vote for Wagner. This lead, which is outside the margin of error of +/-4.9, indicates a surging Peduto but with the primary next week, 18 percent of voters are still unsure who they will vote for.

Both Peduto and Wagner have high name recognition, with Peduto at 96 percent and Wagner at 97 percent. But both have dropped considerably in favorability, with Peduto polling at 51 percent compared to 65 percent two weeks ago, and Wagner at 49 percent compared to 64 percent during the same timeframe.

In the ballot test by city district, Peduto holds a 10+ point advantage in Districts 3, 5, 6, 7, 8, and 9, while Wagner holds the same advantage in Districts 2 and 4. However, voters in Districts 1, 6, 9 are also the most undecided, with at least 25 percent of those surveyed saying they were unsure who they would vote for.

Although other candidates lagged by considerable margins, both Jake Wheatley and A.J. Richardson have gained some support in recent weeks, with 8 percent of voters saying they plan to vote for Wheatley and 1 percent for Richardson.

Results are based on a live telephone survey of 404 likely Democratic primary voters in Pittsburgh and includes a +/-4.9 percent margin of error. Interviews were conducted on May 7-8, 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.