



October 24, 2023

**TO:** Interested parties

**FROM:** Betsy App & Sumati Thomas, [Embald Research](#)

**RE:** Allegheny County voters divided on candidates, concerned about crime

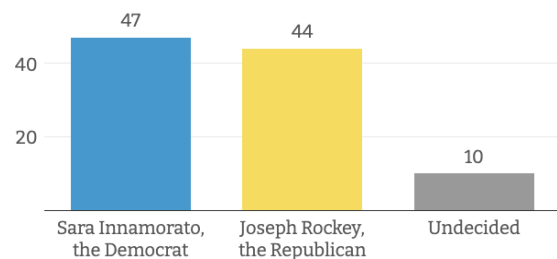
Embald Research surveyed 860 likely November 7th voters in Allegheny County, PA from October 21-23, 2023<sup>1</sup> to examine support for candidates running for countywide office and voters' perceptions of crime. The survey has a margin of error of 3.5 percentage points.

**Candidates vying for countywide office are neck-and-neck with their opponents.** Both races are within the survey's margin of error.

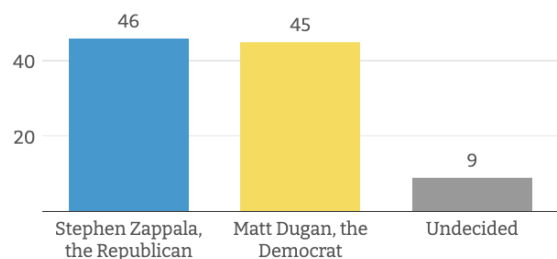
Democrat Sara Innamorato leads Republican Joe Rocky by just 3 points in the race for Allegheny County Executive with 10% yet undecided. Innamorato is the better known of the two candidates, with just 9% saying they have never heard of her compared to 19% who have never heard of Rocky.

Incumbent District Attorney Stephen Zappala, running on the Republican ticket, has 46% of the vote compared to Democrat Matt Dugan's 45%, with 9% undecided.

**County Executive** EMBOLD research



**District Attorney** EMBOLD research

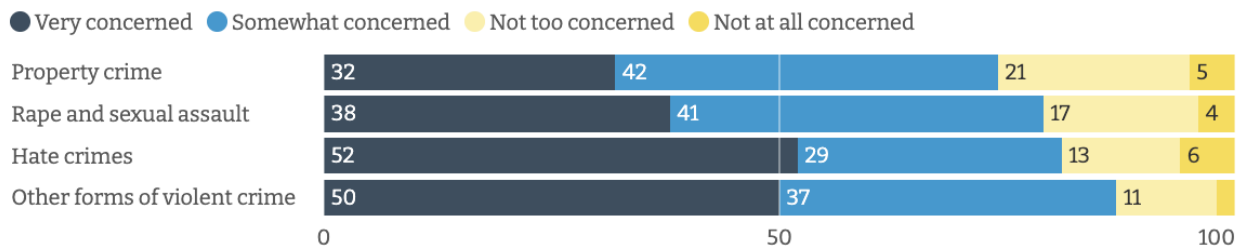


<sup>1</sup> Polling was conducted online from October 21-23. Using Dynamic Online Sampling to attain a representative sample, Change Research polled 860 likely November 2023 general election voters in Allegheny County. Post-stratification was performed on age, gender, race/ethnicity, education, and 2020 presidential vote. You can see a full methodology statement [here](#), which complies with the requirements of AAPOR's Transparency Initiative. Members of the Transparency Initiative disclose all relevant details about our research, with the principle that the public should be able to evaluate and understand research-based findings, in order to instill and restore public confidence in survey results.

**Voters are concerned about crime, especially violent crime.** Three-quarters or more (74%-88%) express concern about various types of crime in Allegheny County, with slightly less concern about property crime and more intense concern about violent crime, including rape and sexual assault as well as hate crimes.

## Voters' Concern About Crime in Allegheny County

EMBOLDresearch



Q: How concerned are you about \_\_\_\_ in Allegheny County?

**Likely November voters in Allegheny County have a strong preference for candidates who support survivors of rape and sexual assault.** More than two-in-five (82%) say they would be more likely to vote for a candidate for countywide office who will advocate for survivors of rape and sexual assault, reducing barriers to reporting incidents of assault and promoting survivors' healing while holding offenders accountable. Half (51%) say they would be much more likely to vote for such a candidate.

**Voters are concerned about the safety of Allegheny County's Jewish community.** Most voters (82%) express concern about the safety of the county's Jewish community given the recent events in Israel/Gaza, including nearly half (47%) who say they are very concerned. Just 16% express little or no concern.

**Issues pertaining to crime and public safety could tip the scales in countywide races.** Given the competitiveness of both countywide races, candidates' ability to connect with voters on these issues—expressing support for survivors of sexual assault and hate crimes, and showing solidarity with the county's Jewish community—could sway the election in their favor.

## REPORTED QUESTIONS

### How did you vote in the 2020 election for President, or for some reason were you unable to vote?

58% Joe Biden, the Democrat  
 38 Donald Trump, the Republican  
 2 Jo Jorgensen, the Libertarian  
 0 Not registered/Too young/Ineligible  
 2 Did not vote

### Do you plan to vote in the November 7 election for Allegheny County Executive, Allegheny County District Attorney, and other offices?

16% I voted already  
 74 Yes, definitely  
 7 Yes, probably  
 3 Maybe (50-50)  
 0 No, probably not  
 0 No, definitely not

### How favorable are your feelings about each of the following? (Sorted descending by Total Fav)

	Very Fav	Smwt Fav	Neutral	Smwt Unfav	Very Unfav	Never heard of	Total Fav	Total Unfav
Stephen Zappala	19	20	24	14	18	5	<b>39</b>	<b>32</b>
Sara Innamorato	17	18	19	8	29	9	<b>35</b>	<b>37</b>
Joseph Rockey	20	14	23	10	13	19	<b>35</b>	<b>23</b>
Matt Dugan	11	15	33	10	20	12	<b>25</b>	<b>29</b>

### If the election for Allegheny County Executive were held today, who would you vote for? If you voted already, please indicate how you voted.

45% Sara Innamorato, the Democrat  
 43 Joseph Rockey, the Republican  
 13 Not sure

#### [IF NOT SURE] If you had to choose, who would you vote for?

16% Sara Innamorato, the Democrat  
 9 Joseph Rockey, the Republican  
 66 Not sure  
 9 Would not vote

#### Sara Innamorato v Joseph Rockey TOTAL

47% Sara Innamorato, the Democrat  
 44 Joseph Rockey, the Republican  
 9 Not sure  
 1 Would not vote

**If the election for Allegheny County District Attorney were held today, who would you vote for? If you voted already, please indicate how you voted.**

44% Matt Dugan, the Democrat  
 44 Stephen Zappala, the Republican  
 12 Not sure

**[IF NOT SURE] If you had to choose, who would you vote for?**

14% Stephen Zappala, the Republican  
 10 Matt Dugan, the Democrat  
 65 Not sure  
 11 Would not vote

**Matt Dugan v Stephen Zappala TOTAL**

46% Stephen Zappala, the Republican  
 45 Matt Dugan, the Democrat  
 8 Not sure  
 1 Would not vote

**How concerned are you about \_\_\_\_\_ in Allegheny County?**

	<b>Very concerned</b>	<b>Somewhat concerned</b>	<b>Not too concerned</b>	<b>Not at all concerned</b>	<b>Total concerned</b>	<b>Total not concerned</b>
Property crime	32	42	21	5	<b>74</b>	<b>26</b>
Rape and sexual assault	38	41	18	4	<b>78</b>	<b>22</b>
Hate crimes	52	29	13	6	<b>81</b>	<b>19</b>
Other forms of violent crime	50	37	11	2	<b>88</b>	<b>12</b>

**Q9. Would you be more or less likely to vote for a candidate for countywide office who will advocate for survivors of rape and sexual assault, reducing barriers to reporting incidents of assault and promoting survivors' healing while holding offenders accountable?**

51% Much more likely  
 31 Somewhat more likely  
 13 Makes no difference  
 2 Somewhat less likely  
 3 Much less likely

**82 Total more likely**  
**5 Total less likely**

**How concerned are you about the safety of Allegheny County's Jewish community given the events in Israel/Gaza?**

47% Very concerned  
 34 Somewhat concerned  
 10 Not too concerned  
 6 Not at all concerned  
 2 Not sure

**82 Total concerned**  
**16 Total not concerned**

**Are you:**

46% Male  
53 Female  
1 Other

**Age**

18% 18 to 34  
21 35 to 49  
28 50 to 64  
34 65+

**What is your race?**

86% White / Caucasian  
9 Black or African American  
2 Hispanic or Latino/a  
2 Asian / Pacific Islander  
1 American Indian or Alaska Native  
2 Other

**What is the highest level of education you have completed?**

11% High school diploma or less  
22 Some college, but no degree  
16 Associate's degree, or two-year college degree  
25 Bachelor's degree, or four-year college degree  
26 Graduate degree

**Party Identification**

39% Strong Democrats  
11 Weak Democrats  
7 Independent lean Democrats  
8 Pure independents  
5 Independent lean Republicans  
8 Weak Republicans  
22 Strong Republicans

**Party Identification 2-3-2**

50% Base Democrats  
20 Independents + Leaners  
30 Base Republicans

**Party Identification 3-1-3**

56% Democrats  
8 Pure independents  
35 Republicans