

FRANKLIN & MARSHALL

April 2007 Philadelphia Mayoral Keystone Poll

SUMMARY OF FINDINGS

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Keystone  Poll

Methodology

Survey results are based on the results of interviews conducted between March 28 and April 3, 2007 with 364 registered Democrats. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the Poll's Director, G. Terry Madonna, the Poll's Head Methodologist, Berwood Yost, and the Poll's Project Manager Jennifer Harding. Telephone numbers for the survey were generated via random digit dialing, and respondents were randomly selected from within each household. The sample error is +/- 5.1 for the total sample.

This Keystone Poll was done in conjunction with the Philadelphia Daily News. It may, however, be used in whole or in part providing any use is attributed to Franklin & Marshall College.

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Key Findings

- 1) Crime continues to be the dominant concern among residents. 72 percent say that crime, drugs, and violence are the most important problems confronting the city. This figure is unchanged from the January Poll (71%).
- 2) The mayor's race has sparked considerable interest, with 77 percent of Democrats indicating they are certain to vote and 15 percent saying they will probably vote. Most Democrats indicate they are very much (58%) or somewhat (34%) interested in the campaign.
- 3) All five mayoral candidates are viewed favorably, but Tom Knox has the highest favorability rating at 42 percent favorable to 11 percent unfavorable.
- 4) In the match-up for mayor among Democrats, Tom Knox leads with 24 percent of the vote. Chaka Fattah is in second place at 17 percent, dropping from 26 percent in January. Knox is in the lead among white Democrats (31%), while Fattah is the most popular candidate among black Democrats (25%).
- 5) Television advertising has influenced the race. Most (85%) Democrats have seen TV ads for a mayoral candidate. Ads for Tom Knox are the most memorable as nearly half (53%) of respondents say they remember Knox's ads more than any other candidate's.
- 6) Nearly eight in ten voters (79%) heard about Bob Brady's court hearing and potential removal from the primary ballot, and these respondents are much less likely to vote for Bob Brady than respondents who have not heard (13% and 25%, respectively). More respondents say he should not have been removed from the ballot (45%) than say he should have been removed (36%).
- 7) A majority of Democrats want John Timoney back as Police Commissioner (37% strongly favor and 19% somewhat favor) and support an increased use of "stop and frisk" policing (38% strongly favor and 23% somewhat favor).
- 8) Democrats' opinions on casino gambling in Philadelphia are divided; 45% say having casinos in Pennsylvania will be more positive than negative for the city, and 47% say they will be more negative than positive.

Marginal Frequency Report

Vote_May. Many people will vote in the primary election for mayor in May; however, many other people will not. What would you say are the chances of your voting in the May primary election? Are you...

- 77% Certain to vote
- 15% Will you probably vote
- 5% Are the chances fifty-fifty you will vote
- 3% Don't you think that you will vote in the May primary election

Pol_Int. Some people don't pay much attention to political campaigns. How about you? Would you say that you are...

- 58% Very much interested
- 34% Somewhat interested
- 7% Not very interested in the May primary election
- 1% Do not know

MIP_Ph. What do you think is the MOST IMPORTANT PROBLEM facing PHILADELPHIA today?

| <u>Jan</u> <u>2007</u> | <u>Apr</u> <u>2007</u> | |
|---------------------------|---------------------------|---|
| 71% | 72% | Crime, drugs, violence |
| 8% | 9% | Education, schools, programs |
| 2% | 6% | Government, politicians, leadership |
| 5% | 4% | Unemployment, economy |
| 3% | 2% | Social problems |
| 2% | 1% | Improving city cleanliness, appearance, entertainment |
| 1% | 1% | Housing |
| 2% | 1% | Taxes in general |
| 1% | 0% | Standard of living |
| 3% | 3% | Other |
| 2% | 1% | Do not know |

Responses receiving less than 0.5% were added to the other category.

Q6. I'd like to ask you a few questions about some people involved in Philadelphia politics. Please let me know if your opinion of the person is favorable, not favorable, undecided, or if you haven't heard enough about the person to have an opinion. (rotated)

| | Favorable | Unfavorable | Undecided | Not heard | DK |
|-----------------------|------------|-------------|------------|------------|-----------|
| John Street | 25% | 57% | 15% | 2% | 1% |
| Jan 2007 | 27% | 57% | 12% | 3% | 1% |
| Michael Nutter | 31% | 17% | 23% | 29% | 0% |
| Jan 2007 | 31% | 12% | 17% | 37% | 3% |
| Dwight Evans | 34% | 14% | 22% | 29% | 1% |
| Jan 2007 | 36% | 7% | 15% | 39% | 3% |
| Bob Brady | 28% | 24% | 25% | 23% | 0% |
| Jan 2007 | 23% | 8% | 18% | 49% | 2% |
| Chaka Fattah | 34% | 19% | 28% | 18% | 1% |
| Jan 2007 | 49% | 13% | 15% | 22% | 1% |
| Tom Knox | 42% | 11% | 25% | 22% | 0% |
| Jan 2007 | 32% | 4% | 16% | 46% | 2% |

Now I'm going to ask you a few questions about the upcoming election for Philadelphia mayor.

Q14. If the DEMOCRATIC primary election for Philadelphia's mayor were being held today and the candidates were... (*rotated*), would you vote for...

| <i>Jan</i> | <i>Apr</i> | |
|-------------|-------------|----------------|
| <u>2007</u> | <u>2007</u> | |
| 22% | 24% | Tom Knox |
| 26% | 17% | Chaka Fattah |
| 8% | 16% | Bob Brady |
| 12% | 12% | Michael Nutter |
| 10% | 10% | Dwight Evans |
| 22% | 21% | Do Not Know |

Q16. What personal or professional qualifications do you think are most important for the next Mayor to have?

| <i>Jan</i> | <i>Apr</i> | |
|-------------|-------------|---|
| <u>2007</u> | <u>2007</u> | |
| 28% | 25% | Specific issue mentioned |
| 15% | 19% | Honest, sincere, truthful |
| 12% | 14% | Political knowledge, experience |
| 16% | 13% | Ethical, personal integrity |
| 8% | 12% | Familiar with, knowledge of city |
| 9% | 11% | Understand & represent (all) people |
| 7% | 9% | Strong leader, influential, get job done |
| 9% | 9% | Financial skills, responsibility |
| 7% | 8% | Educated |
| 6% | 7% | Caring, compassionate, concerned |
| 3% | 6% | Intelligent, knowledgeable |
| 6% | 6% | Leadership, management skills, experience |
| 8% | 5% | Business sense, experience |
| 7% | 5% | Good speaker, people skills |
| 2% | 4% | Has vision, game plan |
| 3% | 3% | Not attached to current city politicians |
| 2% | 1% | Long-term resident of Philly |
| 4% | 1% | Fair |
| 1% | 1% | Negative comment Mayor Street |
| 0% | 1% | Religious, spiritual |
| 15% | 13% | Other |
| 10% | 8% | Do not know |

*Percentages total more than 100% because multiple responses were accepted.
 Responses receiving less than 0.5% were added to the other category.*

IntQ17. Would you be MORE LIKELY or LESS LIKELY to support a candidate for Mayor who ...
 (rotated)

| () data from Jan 2007 | Much More | Somewhat More | Somewhat Less | Much Less | Do Not Know |
|--|------------------|----------------------|----------------------|------------------|--------------------|
| Wants to set more restrictive regulations for gun ownership | 80% (76%) | 10% (11%) | 4% (4%) | 3% (3%) | 3% (6%) |
| Has a plan to reduce the amount of corruption in City government | 76% (80%) | 16% (16%) | 2% (1%) | 2% (1%) | 4% (2%) |
| Supports the use of video cameras throughout the city as a tool to fight crime | 61% (59%) | 18% (21%) | 7% (9%) | 7% (5%) | 7% (6%) |
| Intends to reform the ethics rules for City officials | 60% (57%) | 22% (28%) | 5% (4%) | 2% (3%) | 11% (8%) |
| Has experience working in Philadelphia city government | 50% (51%) | 29% (27%) | 7% (8%) | 5% (4%) | 9% (10%) |
| Wants to put a limit on the size of campaign contributions for elections to city offices | 38% (48%) | 27% (29%) | 13% (9%) | 8% (6%) | 14% (8%) |
| Wants to use public money to finance city election campaigns | 10% (6%) | 15% (11%) | 20% (22%) | 49% (53%) | 6% (8%) |

Ads. Have you seen TV advertisements for any candidate running for mayor, or NOT?

85% Yes
 14% No
 1% Do Not Know

Ads2. Whose ads do you remember the most?

n = 311

53% Tom Knox
 18% Bob Brady
 8% Michael Nutter
 7% Dwight Evans
 4% Chaka Fattah
 2% Other
 8% Do Not Know

Ads3. Have the advertisements you've seen for (fill Ads2) made you...

n = 278

32% MUCH MORE likely to vote for him
 33% Somewhat MORE likely to vote for him
 10% Somewhat LESS likely to vote for him
 8% MUCH LESS likely to vote for him
 15% Made no difference
 2% Do Not Know

N1. Have you read, heard or seen any news stories about the court hearing on removing Bob Brady from the mayoral primary ballot because he did not completely disclose financial information on his campaign filing forms, or NOT?

| | |
|-----|-------------|
| 79% | Yes |
| 20% | No |
| 1% | Do Not Know |

N2. Bob Brady was NOT removed from the primary ballot. Do you think he should have been removed, or NOT?

n = 287

| | |
|-----|-------------|
| 36% | Yes |
| 45% | No |
| 19% | Do Not Know |

Now, I'm going to ask you a few questions about the Philadelphia police.

N3. John Timoney served as Philadelphia Police Commissioner from 1998 to 2001. Would you favor or oppose asking John Timoney to return as Philadelphia Police Commissioner?

| | |
|-----|-----------------|
| 37% | Strongly favor |
| 19% | Somewhat favor |
| 12% | Somewhat oppose |
| 15% | Strongly oppose |
| 17% | Do Not Know |

N5. "Stop and frisk" refers to a police officer stopping a person in a public place if there is reasonable suspicion that the person is involved in criminal activity, and patting down the person in search of a weapon. Do you favor or oppose an increased use of "stop and frisk" actions by Philadelphia police officers?

| | |
|-----|-----------------|
| 38% | Strongly favor |
| 23% | Somewhat favor |
| 12% | Somewhat oppose |
| 20% | Strongly oppose |
| 7% | Do Not Know |

Now, I'm going to ask you a few questions about casinos in Philadelphia.

N4. Generally speaking, do you think having casinos in Philadelphia will be more positive than negative, OR more negative than positive for the city?

| <i>Jan</i> | <i>Apr</i> | |
|-------------|-------------|-----------------------------|
| <u>2007</u> | <u>2007</u> | |
| 45% | 45% | More positive than negative |
| 48% | 47% | More negative than positive |
| 7% | 8% | Do Not Know |

N6. The state Gaming Control Board has approved a casino at Delaware Avenue and Shackamaxon Street in Fishtown. Generally speaking, do you think this is a good location for a casino in Philadelphia, or do you think this casino should be located somewhere else?

| | |
|-----|-------------|
| 37% | Yes |
| 49% | No |
| 14% | Do Not Know |

N7. The state Gaming Control Board has approved a casino at Columbus Boulevard and Reed Street in South Philadelphia. Generally speaking, do you think this is a good location for a casino in Philadelphia, or do you think this casino should be located somewhere else?

| | |
|-----|-------------|
| 37% | Yes |
| 50% | No |
| 13% | Do Not Know |

I now have a final few questions for statistical purposes only.

CNTY. What is the name of the COUNTY you live in?

| | |
|------|--------------|
| 100% | Philadelphia |
|------|--------------|

AGE What was your AGE on your last birthday?

| | |
|-----|--------------|
| 3% | 18-24 |
| 13% | 25-34 |
| 16% | 35-44 |
| 17% | 45-54 |
| 22% | 55-64 |
| 29% | 65 and older |

EDUC What was the last grade level of schooling you have completed?

| | |
|-----|-------------------------------|
| 11% | Non high school graduate |
| 36% | High school graduate (or GED) |
| 16% | Some college |
| 6% | Two-year or tech degree |
| 14% | Four year college degree |
| 17% | Postgraduate degree |

Hisp. Are you Hispanic or Latino, or NOT?

| | |
|-----|-----|
| 3% | Yes |
| 97% | No |

RACE Which of the following categories best describes your racial background?

| | |
|-----|--------------------------------|
| 45% | White |
| 51% | Black or African American |
| 1% | Asian |
| 1% | American Indian, Alaska Native |
| 2% | Other |

LABR. Are you or is any member of your household a member of a LABOR UNION?

| | |
|-----|-------------|
| 22% | Yes |
| 77% | No |
| 1% | Do Not Know |

IDEO. Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

| <u>Jan</u> <u>2007</u> | <u>Apr</u> <u>2007</u> | |
|---------------------------|---------------------------|--------------|
| 31% | 29% | Liberal |
| 43% | 40% | Moderate |
| 21% | 21% | Conservative |
| 5% | 10% | Do Not Know |

INCOME. And, just for statistical purposes, we need to know if your total family income is above or below \$50,000 per year. Is it...

| | |
|-----|----------------|
| 19% | Under \$25,000 |
| 21% | \$25-\$35,000 |
| 16% | \$35-50,000 |
| 17% | \$50-75,000 |
| 11% | \$75-100,000 |
| 11% | Over \$100,000 |
| 5% | Do Not Know |

DONE. Sex of respondent:

| | |
|-----|--------|
| 35% | Male |
| 65% | Female |

Methodology: This release summarizes the findings of a survey of 364 registered Democrats in Philadelphia conducted by Franklin and Marshall College's Center for Opinion Research. The survey interviewing was conducted between March 28 and April 3, 2007. The sample error for the survey is plus or minus 5.1 percent. Telephone numbers for the survey were generated via random digit dialing. Respondents were randomly selected from within each household.

Table 1. Vote Choice by Selected Demographics

If the DEMOCRATIC primary election for Philadelphia's mayor were being held today and the candidates were... (rotated), would you vote for Tom Knox, Chaka Fattah, Bob Brady, Michael Nutter, or Dwight Evans?

| | Knox | Fattah | Brady | Nutter | Evans | DK* |
|------------------------------------|------|--------|-------|--------|-------|-----|
| Education** | | | | | | |
| High School or Less | 28% | 16% | 19% | 6% | 12% | 19% |
| Some College | 17% | 20% | 16% | 10% | 11% | 26% |
| College Degree | 24% | 16% | 9% | 22% | 8% | 22% |
| Political Ideology | | | | | | |
| Liberal | 23% | 18% | 13% | 14% | 10% | 22% |
| Moderate | 31% | 19% | 14% | 11% | 9% | 17% |
| Conservative | 18% | 15% | 16% | 10% | 15% | 26% |
| Racial Background** | | | | | | |
| White | 31% | 8% | 23% | 16% | 3% | 18% |
| Black | 17% | 25% | 8% | 9% | 17% | 24% |
| Household Income | | | | | | |
| Less than \$35,000 | 25% | 21% | 17% | 12% | 9% | 17% |
| \$35-75,000 | 26% | 16% | 13% | 14% | 9% | 23% |
| Over \$75,000 | 24% | 18% | 13% | 13% | 13% | 21% |
| Gender | | | | | | |
| Male | 24% | 15% | 22% | 13% | 8% | 18% |
| Female | 25% | 18% | 13% | 11% | 12% | 23% |
| Age | | | | | | |
| 18-34 | 17% | 20% | 28% | 9% | 4% | 22% |
| 35-44 | 19% | 20% | 13% | 11% | 9% | 28% |
| 45-54 | 17% | 20% | 19% | 10% | 14% | 20% |
| 55-64 | 26% | 14% | 9% | 14% | 14% | 23% |
| 65 and over | 33% | 14% | 15% | 13% | 11% | 15% |
| Heard about Brady Hearing** | | | | | | |
| Yes | 25% | 18% | 13% | 13% | 11% | 22% |
| No | 24% | 15% | 25% | 8% | 6% | 21% |

* Do not know

** Significant differences ($p < 0.05$)