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**Contact Person:
Dr. G. Terry Madonna**

**APRIL 1999 KEYSTONE POLL
PHILADELPHIA DEMOCRATIC MAYORAL PRIMARY**

This release presents an overview of the most recent Keystone/Philadelphia Poll, conducted April 6 to April 10, 1999 at Millersville University. The current poll represents the second in a series of five surveys to be conducted during the Mayoral campaign. The Keystone/Philadelphia Poll is conducted by the Center for Politics & Public Affairs at Millersville University for the *Philadelphia Daily News* and Fox News (29), Philadelphia. The telephone survey was completed among a random sample of likely Democratic voters. To arrive at a sample of likely Democratic voters, 842 screening interviews were conducted. Of the 842 screening interviews, 626 registered voters were identified, including 407 Democrats. Complete interviews were conducted with 349 registered Democrats who were identified as likely voters. The sample error for this survey is 5.2%.

The Keystone/Philadelphia Poll is directed by Dr. G. Terry Madonna, Director, Center for Politics and Public Affairs, Millersville University. Data analysis and quantitative and methodological work were done by Berwood Yost, Director, Center for Opinion Research, Millersville University. A statement relative to sample design and methodology is available upon request.

Any use of this survey must indicate that it was conducted at Millersville University.

Mayor's Race Tightens

According to the latest Keystone Poll of Philadelphia's likely Democratic voters, John Street's early lead in the polls has been erased. The current poll finds Street and Marty Weinberg tied for the lead, with both receiving about one-quarter (23%) of the vote. Support for the candidacies of John White and Happy Fernandez has remained stable since January, while support for Dwight Evans's candidacy has eroded. More than one in four (28%) voters are currently undecided.

Support for the candidates is most divergent among racial and religious groups. Weinberg captures more than one-third (35%) of Catholic voters, with Street finding support among only 13% of this group. Street (26%) leads Weinberg (14%) among protestants. Weinberg also holds a sizable lead over Street among white voters, 41% to 13%. Street, on the other hand, leads among African-Americans, 35% to 7%. John White holds about one in five (18%) African-American voters.

The change in the horse race is attributable to the tremendous increase in favorable name identification that the Weinberg campaign has created since January. In January, two-thirds (64%) of the city's voters did not recognize Weinberg's name, today that number is down to one-quarter (25%). Weinberg has been able to more than double the percent of voters who view him favorably, going from 15% in January to 33% today. Weinberg is the only candidate, however, who has realized a significant change in his favorability scores--the rest of the field has seen their name identification among voters change little.

That Marty Weinberg has been able to drive up his name recognition is no surprise given the amount of advertising he has committed to television. This has been a good strategic move for the campaign, because most voters (60%) get their information about the campaign from television. The scandal involving his residency has proved to be of little consequence as two-thirds of those who indicate awareness of the issue claim it have no effect on their vote.

In the final days of the campaign, the electoral balance hangs on the disposition of the more than one quarter of likely voters who have not yet made a candidate preference.

SURVEY ITEMS AND FREQUENCIES FOLLOW

I'd like to ask you a few questions about some people involved in Philadelphia politics. Is your opinion of ... favorable, not favorable, undecided, or haven't you heard enough about ... yet to have an opinion?

	<u>Fav</u>	Not <u>Fav</u>	<u>Und</u>	<u>DK</u>
John Street				
01/99	41%	27%	19%	13%
04/99	38%	29%	23%	10%
Marty Weinberg				
01/99	15%	8%	13%	64%
04/99	33%	22%	20%	25%
Dwight Evans				
01/99	31%	8%	13%	48%
04/99	21%	18%	24%	37%
Happy Fernandez				
01/99	30%	11%	14%	45%
04/99	27%	23%	18%	32%
John White				
01/99	23%	11%	15%	51%
04/99	29%	16%	22%	33%

If the Democratic primary for Philadelphia's mayor were being held today and the candidates were John Street, Marty Weinberg, Dwight Evans, John White, and Happy Fernandez, would you vote for: [Rotated]

	<u>April</u>	<u>Jan</u>
John Street	23%	27%
Marty Weinberg	23%	03%
Dwight Evans	04%	13%
John White	12%	12%
Happy Fernandez	12%	11%
Undecided	28%	34%

Some people don't pay much attention to political campaigns. How about you? Would you say that you have been very much interested, somewhat interested, or not very interested in following the political campaigns so far this year?

42%	Very Much Interested
46%	Somewhat Interested
12%	Not Very Interested

How have you been getting most of your news about the Philadelphia mayoral race? From television, from newspapers, from radio, from magazines, or from online computer sources?

- 60% Television
- 29% Newspaper
- 04% Radio
- <1% Magazines
- 01% Online
- 03% Multiple Sources
- 03% Don't Know

I'm going to read you some issues that have been in the news recently. Please tell me which mayoral candidate you think can do the best job of addressing each issue I read. Which mayoral candidate do you think has the best ideas for ... ? Happy Fernandez, Dwight Evans, John Street, Marty Weinberg, or John White?

	<u>Fern</u>	<u>Evans</u>	<u>Street</u>	<u>Weinb</u>	<u>White</u>	<u>DK</u>
Improving Public Education	14%	4%	19%	25%	12%	27%
Reducing Crime	6%	4%	25%	23%	7%	36%
Improving the City's Economy		7%	3%	23%	25%	8%
Improving the City's Streets	8%	2%	25%	17%	10%	38%
Improving Race Relations	9%	6%	19%	13%	11%	42%
Reducing Taxes	8%	3%	14%	22%	8%	46%
Improving Neighborhoods	12%	5%	25%	19%	11%	29%
Keeping the City in Good Financial Shape	6%	3%	24%	23%	11%	34%

34%

Now I would like to ask you about a story that has been in the news recently, although not everyone will have heard about it. One of the other mayoral candidates claims that Marty Weinberg was not eligible to run for mayor because he had lived outside of Philadelphia during the past three years. Have you heard or read anything about this issue, or not?

- 80% Yes
- 18% No
- 02% Don't Know

[ASKED ONLY OF THOSE WHO HAD HEARD OF THE ISSUE]Has the issue of Marty Weinberg's residency made you less likely to support him, more likely to support him, or had no effect on your support for him?

- 25% Less Likely
- 05% More Likely
- 67% No Effect
- 03% Don't Know