

This survey is the second in a series of Keystone Philadelphia Mayoral Polls produced at Franklin and Marshall College, Lancaster, PA. The Keystone Poll has assessed the views of the residents and voters of the city in every mayoral election since 1995, and past polls and other analysis can be found at <http://politics.fandm.edu/>

Key Findings:

- 1) By a 61 percent to 31 percent margin, Philadelphia residents believe the city is moving in the wrong direction. This pessimism was also apparent in the July Keystone Poll, when 64 percent said the city was moving in the wrong direction.
- 2) Also similar to July's Poll results, half of Philadelphia residents think the city is worse as a place to live and only 16 percent believe it has gotten better in the past four years.
- 3) Crime continues to be the dominant concern among residents; 67 percent say that crime, drugs, and violence are the most important problems confronting the city. This figure is virtually unchanged from the July Poll.
- 4) Mayor John Street's job performance continues to plummet, with only 22 percent of city residents saying he has done an excellent or good job, compared to 77 percent who say he has done a fair or poor job.
- 5) All five mayoral candidates are viewed favorably, but a large number of city residents still have not heard of the candidates. The proportion of residents who have not heard of Tom Knox, the only candidate to date to run television advertisements, has fallen from 78 percent in July to 44 percent in the current poll.
- 6) In the match-up for mayor among the Democrats, Chaka Fattah continues to lead with 26 percent, but Tom Knox has risen from one percent in July to 22 percent in the current poll, most likely resulting from his large-scale television advertising campaign. A large number (65%) of residents indicate they have seen Knox commercials, and many (59%) Democrats say they are now "much more" or "somewhat more" likely to vote for Knox after seeing the ads. Among the other candidates, Michael Nutter, Dwight Evans, and Bob Brady have nearly equal levels of support, with 12 percent, 10 percent and 8 percent, respectively. Knox is in the lead (28%) among white Democrats, while Fattah is the most popular candidate among black Democrats (38%). Care should be exercised in interpreting these results as the candidates are still not well known, only one candidate has started television advertising, and the sample size is small.
- 7) Almost half (48%) of city residents believe the state should return control of the public schools to the city, but one third (33%) says the state should not.
- 8) By a narrow margin (47%), residents feel that having casinos in Philadelphia will have a more negative than positive effect on the city.

These findings are based on the results of interviews conducted between January 24 and January 29, 2007. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the Poll's Head Methodologist, Berwood Yost, and the Poll's Project Manager, Jennifer Harding. Interviews were completed with 436 residents of the city, including 386 registered voters. Telephone numbers for the survey were generated via random digit dialing. Respondents were randomly selected from within each household. The sample error is +/- 4.7% for the total sample, +/- 5.0% for registered voters, and +/- 6.2% for

registered Democrats. Final survey results were weighted to adjust for different selection probabilities and non-response.

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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