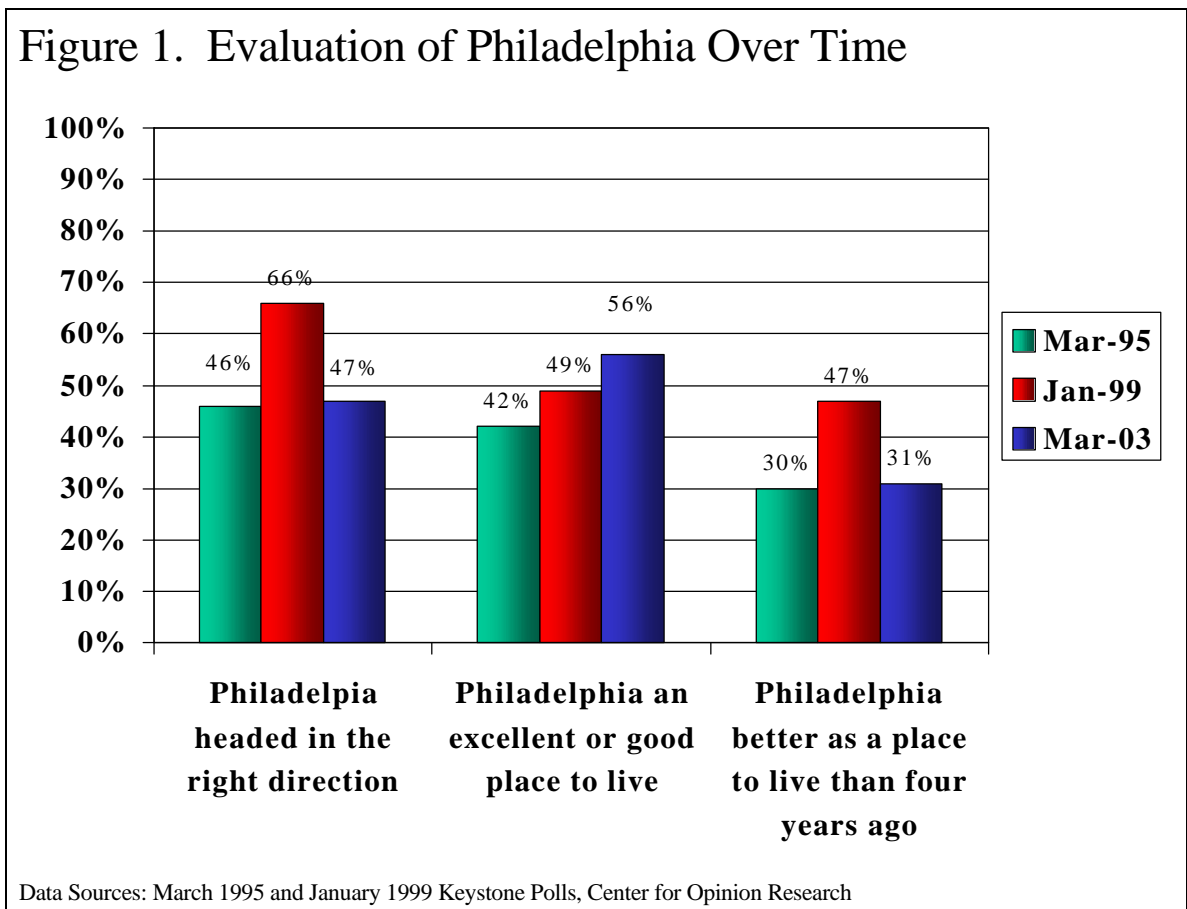


Evaluating Philadelphia: The General Mood

As Mayor Street prepares his re-election campaign, it is useful to consider city residents' evaluations of how the city is faring under his leadership. At the moment, about half (47%) of city residents believe that Philadelphia is headed in the right direction. Only about one in three (31%) city residents believes that Philadelphia is a better place to live today than four years ago. Both of these numbers are substantially lower than they were at the end of Rendell's second mayoral term, although they are similar to the numbers that Rendell earned at the end of his first term (see Figure 1). On the other hand, residents' ratings of the city as a place to live are higher now than they have been in the past.



Unlike four years ago, city residents are not focused on a single problem. Back in 1999, as the campaign to replace Rendell began, crime was the leading concern of city residents. Crime is still a top concern for city residents, but it doesn't overwhelm all other issues as it did in the past. Issues such as unemployment and education have also risen on the list of priorities over the past few years (Table 1).

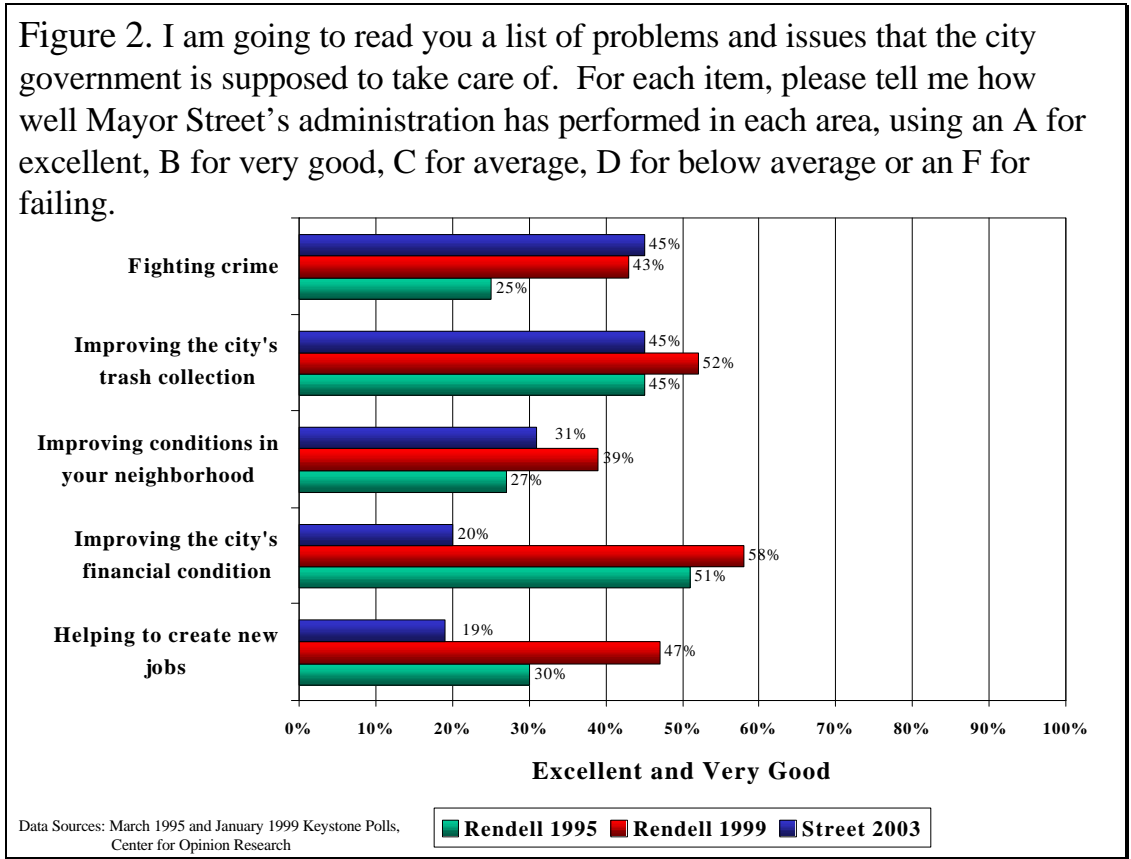
Table 1. What do you think is the most important problem facing Philadelphia today?

January 1999	March 2003	
50%	25%	Crime, drugs
11%	17%	Unemployment, economy
7%	15%	Education
7%	10%	Other
3%	6%	Taxes
3%	6%	Government, politicians
--	5%	City is run down, abandoned housing and cars
--	5%	Lack of appropriate housing
4%	4%	Don't know
1%	4%	Social problems
2%	2%	Racism
--	1%	Convention Center
1%	1%	Roads
--	1%	Nothing
11%	--	Welfare

Rating the Mayor and His Administration

The Street Administration's greatest accomplishment, according to respondents, is in reducing and dealing with crime. Reducing crime and operation safe streets (18%), as well as keeping the streets clean (18%), are cited by city dwellers as the Mayor's strongest accomplishments. In addition, nearly half of all city residents say the administration has done an

excellent or very good job of fighting crime, where the Mayor receives his best performance ratings. The administration receives its lowest ratings on economic matters, specifically for creating jobs and improving the city's finances. The Rendell administration scored much higher on the economic evaluations than does the Street administration, although the Street administration is rated higher for its efforts on crime (see Figure 2).

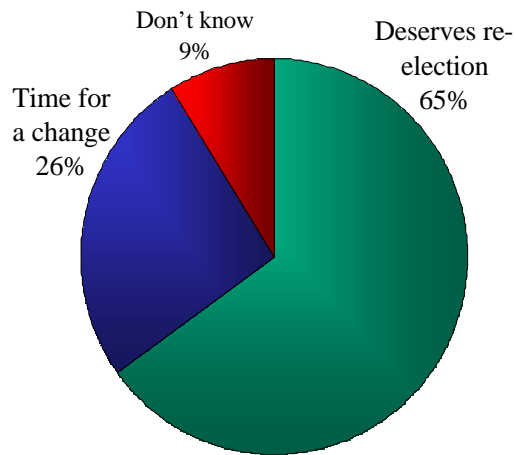


At this point, Mayor Street's overall job performance lags that of Ed Rendell at the same point during their first terms. Just over two in five (41%) city residents believe that Street has done an excellent or good job as mayor. In March 1995, nearly two in three (64%) residents rated Rendell's performance as excellent or good. When asked whether John Street has performed well enough to deserve re-election, more than half (53%) of city residents believe that

it is time for a change in city hall. Only one in four (26%) residents felt this way about Ed Rendell at the end of his first term (see Figure 3).

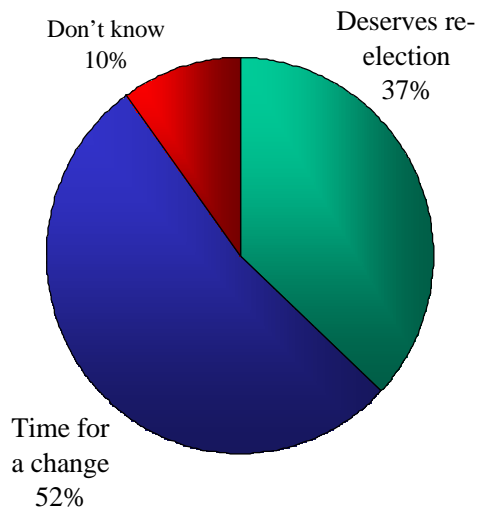
Figure 3. Deserves Re-election, Comparison of Rendell and Street

Do you believe that **Ed Rendell** has done a good enough job as mayor to deserve re-election, or do you believe it is time for a change?



Data Source: March 1995 Keystone Poll,
Center for Opinion Research

Do you believe that **John Street** has done a good enough job as mayor to deserve re-election, or do you believe it is time for a change?



Electoral Politics: Street vs. Katz

John Street is currently better known among city residents than is Sam Katz. On the other hand, city inhabitants are far more divided about Mayor Street than they are about Katz. Nearly the same proportion of city residents has favorable impressions of the two candidates, but Mayor Street's unfavorable ratings are nearly as high as his favorable scores (see Table 2).

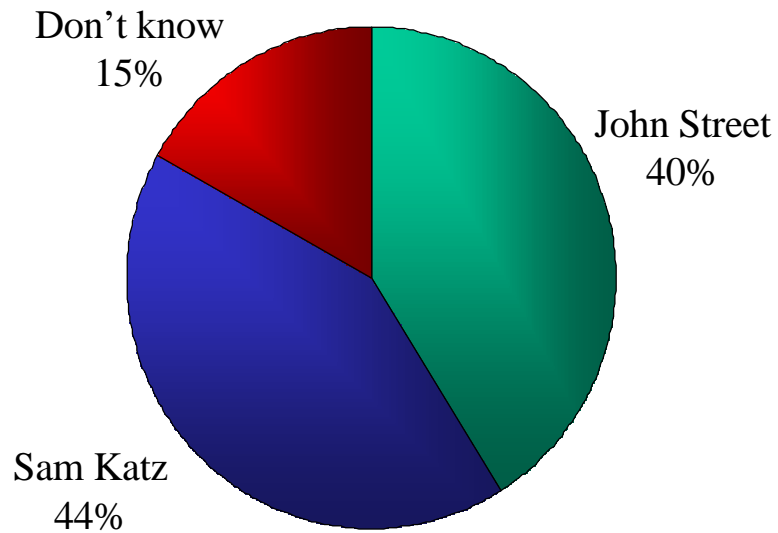
Table 2. Candidate Favorability Scores Over Time

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 the person to have an opinion?

	Favorable	Unfavorable	Undecided	Don't know
John Street				
March 2003	44%	40%	13%	3%
October 1999	41%	29%	21%	9%
January 1999	41%	27%	19%	13%
Sam Katz				
March 2003	40%	11%	15%	34%
October 1999	39%	23%	22%	15%
January 1999	29%	9%	18%	45%

These favorable ratings in part explain the tightness of the current race. Currently, Sam Katz leads John Street among registered voters by about four percentage points (Figure 4). The dynamics of the race are largely dictated by race, as they were in the previous campaign. White residents are far more likely to choose Katz, regardless of their party affiliation, than are African American respondents.

Figure 4. If the election for Philadelphia's mayor were being held today and the candidates were John Street, the Democrat and Sam Katz, the Republican, would you vote for...



Note: Percentages represent registered voters only.