

# March 2005 Statewide Keystone Poll

## SUMMARY OF FINDINGS

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March 22, 2005



Although the 2006 Pennsylvania elections are of little interest for most citizens at the moment, the candidates who plan to run for Governor and US Senate in Pennsylvania have little else on their minds. Four gubernatorial candidates and two US Senate candidates are very busy traversing the state in search of increased party support, name recognition, and funding. Although no ads have yet been aired, there is plenty of internal discussion about the relative strengths and weaknesses of the candidates who have spoken openly about their political aspirations. The March 2005 Keystone Poll provides a baseline measure of the key indicators of political success; favorability scores, job performance ratings, and head-to-head match ups for candidates in both of these races.

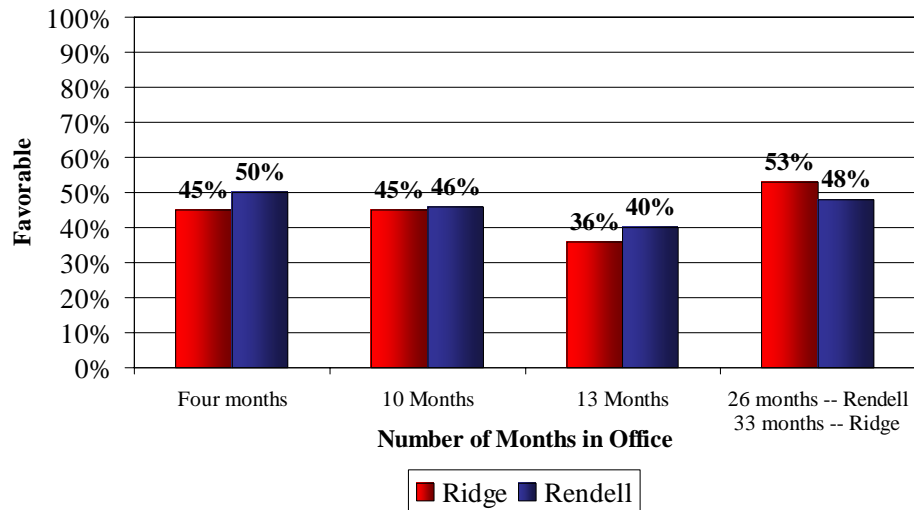
### ***The Governor's Race***

Incumbent Governor Ed Rendell is in a solid, although not invulnerable, position to retain his office. Of course, he has the “Pennsylvania Cycle,” this being the penchant of Pennsylvania voters to maintain the party in charge of the Governor’s mansion for an eight-year cycle, and incumbency in his favor. No sitting Pennsylvania governor has lost a re-election campaign since the state’s constitution was amended to allow for successive gubernatorial terms. But besides the historical trends, Rendell receives respectable job performance and favorability ratings from Pennsylvania voters.

Currently, nearly half (48%) of the state’s voters view Ed Rendell favorably, and only one quarter (28%) have an unfavorable opinion of him. His favorability ratings are very

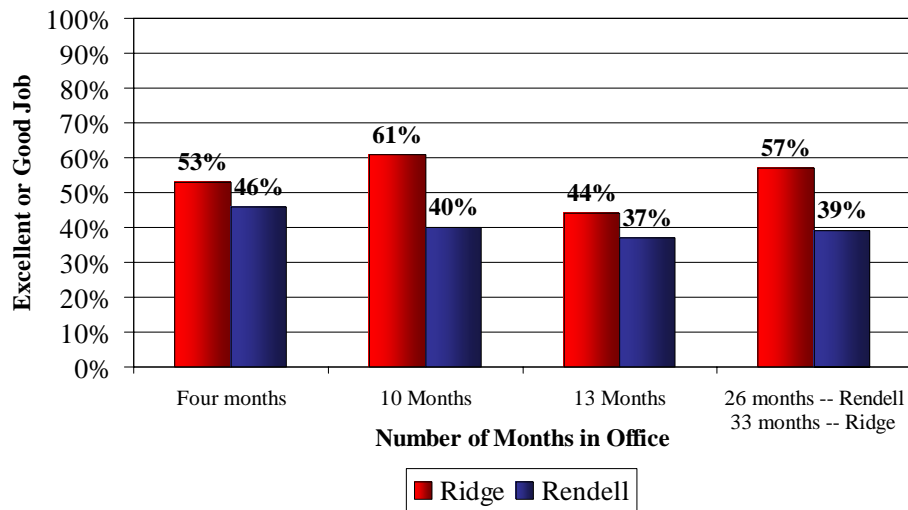
similar to the ratings that Tom Ridge, the state’s previous governor who won re-election by a large margin, received during similar points in his tenure (see Figure 1). The favorability ratings of the Governor’s Republican challengers are very low at the moment—nearly nine in ten (88%) do not recognize Jeff Piccola and about two in three voters do not recognize Bill Scranton (62%) or Lynn Swan (63%). In part, Rendell’s strength comes from the anonymity of his opponents.

**Figure 1 Comparison of Favorability Ratings, Tom Ridge and Ed Rendell**



Only about two in five (39%) Pennsylvania voters believe that Rendell is doing an “excellent” or “good” job as governor. For this indicator, Rendell is well behind Ridge; Ridge’s job performance scores are consistently higher than Rendell’s at similar points in time (see Figure 2). In fact, Ridge’s job performance scores were consistently higher than his favorability ratings, where Rendell’s tend to be consistently lower. This suggests that Rendell the man is more popular than Rendell the governor.

**Figure 2 Comparison of Job Performance, Tom Ridge and Ed Rendell**

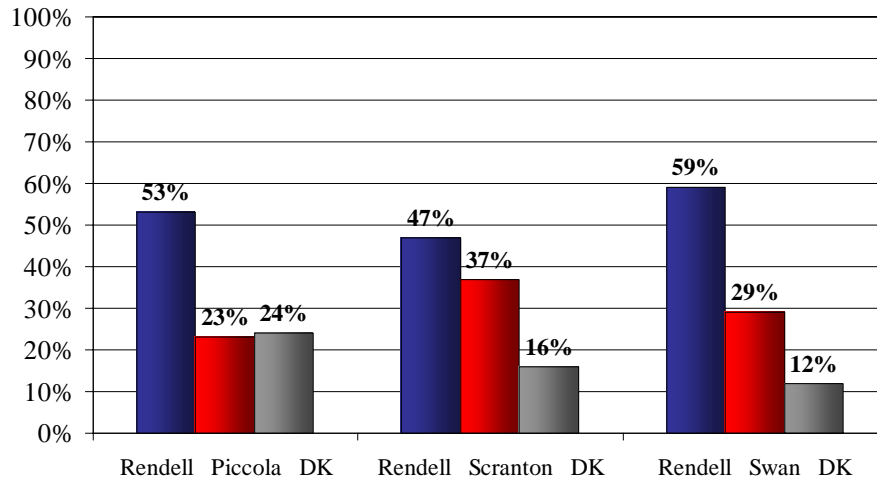


Perhaps the single most important indicator of success for an incumbent is the proportion of voters who believe he deserves re-election. Again, Rendell is in a solid but not an invulnerable position. Just under half (45%) of the state's voters believe that Ed Rendell deserves re-election. The magic number for this indicator is, obviously, 50 percent, and Rendell is not far below that. At the same point in his tenure, Tom Ridge had reached 50 percent.

The Republican primary race is wide open and has no clear front-runner. Half (50%) of Republican voters say they do not have a preference at the moment, although Scranton (25%) leads Swann (17%) by a narrow margin with Piccola (8%) trailing.

In head-to-head match ups with each Republican candidate, Rendell maintains a sizable lead. As Figure 3 shows, Scranton currently runs closest to Governor Rendell, behind by only ten points. Both Swann and Piccola trail the Governor by 30 points.

**Figure 3 Gubernatorial Vote Choice**



***The US Senate Race***

The US Senate race in Pennsylvania, which features two-term Republican incumbent Rick Santorum against Pennsylvania’s current State Treasurer, Democrat Robert Casey, is much closer than the race for Governor. Like Rendell, Santorum has history on his side—incumbents tend to win, Pennsylvania has been inclined to elect Republican senators, and Santorum has never lost a campaign. Santorum’s ratings on those key indicators that place Rendell in a solid position are also comparable to Rendell’s, albeit only slightly lower. What is different in this contest is the strength of Santorum’s challenger.

Currently, Casey leads Santorum among registered voters by one point, 44 percent to 43 percent, with 13 percent undecided. Casey is not as well known as Santorum at the moment, but he is nearly as well liked (Table 1). A third (33%) of the state’s voters have a favorable opinion of Casey and only slightly more (39%) have a favorable opinion of Santorum even though nearly two in five (38%) voters do not know enough about Casey to have an opinion of him.

<b>Table 1 Santorum and Casey Favorability Ratings</b>				
	<b>Favorable</b>	<b>Not Favorable</b>	<b>Undecided</b>	<b>Don't know</b>
<b>RICK SANTORUM</b>				
<b>March 2005</b>	<b>39%</b>	<b>26%</b>	<b>17%</b>	<b>18%</b>
November 2003	46%	25%	16%	13%
April 2003	45%	17%	14%	24%
October 2000	40%	22%	20%	18%
July 2000	37%	17%	16%	30%
February 2000	38%	17%	24%	21%
July 1999	41%	20%	16%	24%
October 1994	35%	23%	12%	30%
<b>BOB CASEY, JR</b>				
<b>March 2005</b>	<b>33%</b>	<b>10%</b>	<b>19%</b>	<b>38%</b>
October 2001	28%	7%	22%	43%
April 2001	33%	9%	22%	36%
June 1999	29%	11%	17%	44%

Two in five (40%) voters believe that Senator Santorum is doing an “excellent” or “good” job as US Senator. Nearly the same number (43%) believes that Santorum deserves re-election. How does this compare to the state’s senior Senator, Arlen Specter? In April 2003, Specter was thought to be doing an “excellent” or “good” job by about the same number of voters (47%) as Santorum. In that same survey, nearly half (46%) of all voters had a favorable opinion of Specter. Clearly, Santorum is as

well positioned to gain reelection as is Governor Rendell, and also as well positioned as Arlen Specter was at this point prior to his reelection in 2004. Santorum's challenge is the relative strength of his likely opponent, Bob Casey, so early in the election cycle. Most observers believe the US Senate race will be hard fought and competitive.

*Methodology: This release summarizes the findings of a survey of 531 adult Pennsylvanians conducted by Franklin and Marshall College's Center for Opinion Research. The survey interviewing was conducted between February 23 and March 20, 2005. The sample error for the survey is plus or minus 4.3 percent. Telephone numbers for the survey were generated via random digit dialing. Respondents were randomly selected from within each household. A second screener was used to determine respondents' voter registration status. The sub-sample of registered voters includes 452 respondents. The registered voter sample has a margin of error of plus or minus 4.6 percent. The final registered voter sample includes 184 Republicans, 216 Democrats, and 52 Independent/other voters. Final survey results were weighted to adjust for different selection probabilities and non-response.*

Q1. All in all, do you think things in PENNSYLVANIA are generally 'headed in the right direction', or 'off on the wrong track'?

50%	Headed in right direction
44%	Off on the wrong track
6%	Do Not Know

Q2. We are interested in how people are getting along financially these days. Would you say that YOU and YOUR FAMILY are...

21%	better off,
28%	worse off, or
51%	about the same financially as you were a year ago?
1%	Do Not Know

Q3. Now looking AHEAD, do you think that A YEAR FROM NOW, YOU and YOUR FAMILY will be...

31%	better off financially than you are now,
20%	worse off, or
45%	about the same as you are now?
4%	Do Not Know

MIP\_PA. First, what do you think is the MOST IMPORTANT problem facing PENNSYLVANIA today?

26%	Unemployment, economy, stock market
15%	Taxes
10%	Education, school
8%	Government, politicians
8%	Health care
8%	Other
4%	Crime, drugs, violence
3%	Roads
3%	Personal finances, paying bills, retirement
2%	Environment
2%	Population, urban sprawl
2%	Social security
2%	Social issues
1%	Transportation
1%	Welfare
1%	Housing
1%	Nothing
4%	Don't Know
1%	Refused

MIP\_F. What do you think is the MOST IMPORTANT problem facing YOU and YOUR FAMILY today?

30%	Personal finances, paying bills, retirement
15%	Health care
9%	Other
8%	Taxes
8%	Unemployment, economy, stock market
7%	Nothing
5%	Education, school
5%	Illness, health problems
3%	Social security
3%	Personal family issues
2%	Crime, drugs, violence
1%	Government, politicians
2%	Don't Know
3%	Refused

Q6. Do you generally FAVOR or OPPOSE allowing SLOT MACHINES in Pennsylvania?

28%	Strongly favor
31%	Somewhat favor
13%	Somewhat oppose
20%	Strongly oppose
8%	Do not know

Q7. This past year, the governor and state legislature passed a LAW that allows slot machines at seven race tracks and at seven non-racing sites throughout the state. Do you FAVOR or OPPOSE this LAW making SLOT MACHINES available throughout Pennsylvania?

30%	Strongly favor
31%	Somewhat favor
11%	Somewhat oppose
23%	Strongly oppose
5%	Do not know

Q8. Have you READ or HEARD anything about the new SLOT MACHINE LAW that concerns you, or not?

28%	YES
71%	NO
2%	Do Not Know

Q8yes. What concerns you the MOST about new SLOT MACHINE LAW?

N=143

- 23% Who will control the money
- 20% Reduced property taxes, concerned about
- 18% Other
- 10% Location of the slots
- 10% Spread/increase in gambling
- 6% Whole issue of allowing slots in PA
- 3% Crime increases (bad element)
- 3% General negative
- 2% Not informed about the law
- 1% Let people do what they want, I don't have to use it
- 1% Private ownership of slots
- 1% Not concerned
- 4% Do Not Know

SS1. Now I would like to ask you a few questions about Social Security. First, do you approve or disapprove of the way George W. Bush is handling the Social Security issue?

- 15% Strongly APPROVE
- 16% Somewhat APPROVE
- 12% Somewhat DISapprove
- 44% Strongly DISapprove
- 13% Do not know

SS2. Which of these statements BEST describes SOCIAL SECURITY?

- 14% It is in a state of CRISIS.
- 50% It has MAJOR problems.
- 28% It has minor problems.
- 5% It does NOT have any problems.
- 4% Do not know

IntSS3. Do you think each of the following would be a GOOD idea or a BAD idea to address concerns with the SOCIAL SECURITY SYSTEM?

	<b>Good idea</b>	<b>Bad idea</b>	<b>Do Not Know</b>
SS3a. Limiting benefits for wealthy retirees	56%	37%	7%
SS3b. Requiring higher income workers to pay social security taxes on all of their wages	64%	26%	10%
SS3c. Further reducing the total amount of benefits a person would receive if they retired early	33%	57%	10%
SS3d. Increasing social security taxes for all workers	29%	61%	10%
SS3e. Increasing the age at which people are eligible to receive full benefits	25%	70%	5%
SS3f. Reducing retirement benefits for people who are currently under age 55	27%	64%	9%
SS3g. Allowing people to divert some of their social security tax money to private accounts	50%	40%	9%

ID1. Another issue I would like to ask about concerns EDUCATION. There has recently been some discussion of a school in Pennsylvania that is considering adding INTELLIGENT DESIGN classes to its curriculum. Have you HEARD or READ about efforts to teach intelligent design in PUBLIC SCHOOLS?

22%	Yes
76%	No
2%	Do not know

ID2. How much would you say you know about INTELLIGENT DESIGN?

6%	A great deal,
11%	a fair amount,
18%	not much, or
64%	nothing at all?
1%	Do not know

ID3. Which comes closer to your OWN VIEW:

N=189

36%	Intelligent design is a SCIENTIFIC THEORY or
41%	Intelligent design theory is an expression of RELIGIOUS FAITH?
23%	Do not know

ID4. Do you believe that INTELLIGENT DESIGN should be ...

N=190

36%	taught in SCIENCE classes in public schools, or
30%	should it be taught in RELIGION or PHILOSOPHY classes in public schools, or
21%	should intelligent design NOT BE TAUGHT in public schools?
14%	Do not know

REG. Some people are REGISTERED to vote, and many others are not. Are you CURRENTLY REGISTERED to vote at your present address?

86%	Yes
13%	No
1%	Do not know

RegPARTY. Are you currently registered as a Republican, a Democrat, an Independent, or as something else?

N=452

41%	Republican
48%	Democrat
9%	Independent
2%	Something else
1%	Do not know

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

16%	Liberal
40%	Moderate
38%	Conservative
6%	Do Not Know

*Questions Q10a through Q19 were only asked of registered voters. N=459*

I'd like to ask you a few questions about some PEOPLE involved in POLITICS today. 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.

	Favorable	Not Favorable	Undecided	Don't know
<b>RICK SANTORUM</b>				
<b>March 2005</b>	<b>39%</b>	<b>26%</b>	<b>17%</b>	<b>18%</b>
November 2003	46%	25%	16%	13%
April 2003	45%	17%	14%	24%
October 2000	40%	22%	20%	18%
July 2000	37%	17%	16%	30%
February 2000	38%	17%	24%	21%
July 1999	41%	20%	16%	24%
October 1994	35%	23%	12%	30%
<b>ED RENDELL</b>				
<b>March 2005</b>	<b>48%</b>	<b>28%</b>	<b>18%</b>	<b>7%</b>
February 2004	40%	32%	13%	25%
November 2003	46%	26%	21%	7%
April 2003	50%	19%	17%	16%
October 2002	50%	24%	18%	9%
September 2002	43%	19%	25%	14%
June 2002	40%	18%	26%	16%
October 2001	30%	8%	13%	50%
April 2001	29%	7%	11%	52%
June 1999	30%	8%	9%	54%
<b>GEORGE BUSH</b>				
<b>March 2005</b>	43%	48%	8%	0%
October 19-23, 2004	43%	46%	10%	1%
Sept 30-Oct 3, 2004	42%	49%	9%	0%
September 2004	46%	44%	10%	0%
August 2004	44%	46%	10%	0%
March 2004	45%	42%	12%	2%
February 2004	46%	43%	9%	3%
November 2003	49%	40%	11%	1%
April 2003	63%	25%	10%	2%
October 2000	43%	36%	18%	3%
July 2000	39%	35%	19%	7%
February 2000	32%	38%	24%	7%
July 1999	38%	16%	18%	28
<b>BOB CASEY, JR</b>				
<b>March 2005</b>	33%	10%	19%	38%
October 2001	28%	7%	22%	43%
April 2001	33%	9%	22%	36%
June 1999	29%	11%	17%	44%
<b>JEFF PICCOLA</b>				
<b>March 2005</b>	4%	3%	6%	88%
April 2001	5%	2%	7%	86%
<b>LYNN SWAN</b>				
<b>March 2005</b>	17%	8%	12%	63%
<b>BILL SCRANTON</b>				
<b>March 2005</b>	17%	6%	14%	62%

*Question Q11 was only asked of registered Republicans. N=189*

Q11. If the Republican PRIMARY for Governor were being held TODAY and the candidates were Jeff Piccola, Bill Scranton, and Lynn Swann, would you vote for...

8% Jeff Piccola  
 25% Bill Scranton  
 17% Lynn Swann  
 50% Do Not Know

Q12. If the election for Pennsylvania governor was being held TODAY and the candidates were Ed Rendell, and \_\_\_\_\_, who would you vote for?

	Rendell	Other listed candidate	Do Not Know
Rendell or Piccola? N=163	53%	23%	24%
Rendell or Scranton? N=132	47%	37%	16%
Rendell or Swann? N=162	59%	29%	12%

Q13. If the election for Pennsylvania's U.S. Senator were being held TODAY and the candidates were Bob Casey, Jr. and Rick Santorum, would you vote for...

44% Bob Casey, Jr.  
 43% Rick Santorum  
 13% Do Not Know

Q14. How would you rate the way that ED RENDELL is handling his job as GOVERNOR? Would you say he is doing...

	Excellent job	Good job	Only a fair job	Poor job	Do Not Know
<b>ED RENDELL, as Governor</b>					
March 2005	6%	33%	46%	11%	4%
February 2004	6%	31%	44%	13%	7%
November 2003	7%	33%	35%	15%	10%
April 2003	10%	36%	24%	10%	21%

Q15. Do you believe that ED RENDELL has done a good enough job as GOVERNOR to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

45% Deserves re-election  
 43% Time for Change  
 12% Do Not Know

Q16. Would you vote to re-elect ED RENDELL no matter who ran against him, or NOT?

N=198

40% Yes  
 50% No  
 10% Do not know

Q17. How would you rate the way that RICK SANTORUM is handling his job as US SENATOR? Would you say he is doing...

	Excellent job	Good job	Only a fair job	Poor job	Do Not Know
<b>RICK SANTORUM, as US Senator</b>					
March 2005	9%	31%	30%	16%	14%
November 2003	11%	35%	28%	14%	13%
April 2003	13%	34%	22%	10%	21%
February 2000	9%	37%	26%	8%	20%
July 1999	8%	36%	27%	12%	18%

Q18. Do you believe that RICK SANTORUM has done a good enough job as US SENATOR to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

43% Deserves re-election  
 41% Time for Change  
 16% Do Not Know

Q19. Would you vote to re-elect RICK SANTORUM no matter who ran against him, or NOT?

N=202

39% Yes  
 49% 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?

5% Philadelphia  
 13% Northeast  
 8% Allegheny  
 12% Southwest  
 11% Northwest  
 37% Central  
 15% Southeast

AGE. What was your AGE on your last birthday?

13%	18-24
15%	25-34
19%	35-44
19%	45-54
14%	55-64
21%	65 and older

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

9%	Non high school graduate
40%	High school graduate
15%	Some college
8%	Two-year or tech degree
16%	Four year college degree
12%	Postgraduate degree

MAR. What is your CURRENT marital status?

24%	Single, Never Married
54%	Married
3%	Separated
10%	Divorced
10%	Widow, Widower

ABORT. Do you think that ABORTION should be...

18%	Legal under any circumstances,
54%	Legal under certain circumstances, OR
25%	Illegal in ALL circumstances?
3%	Do Not Know

GUN. Are you a gun owner?

33%	Yes
67%	No

REL. Do you consider yourself to be Catholic, Protestant, Jewish or something else?

35%	Catholic
35%	Protestant
1%	Jewish
28%	Something Else
2%	Do Not Know

BAC. Do you consider yourself to be a born-again Christian or fundamentalist?

37%	Yes
59%	No
4%	Do Not Know

Hisp. Are you Hispanic or Latino?

4%	YES
96%	NO
1%	Do Not Know

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

89%	White
10%	Non-white
1%	Do Not Know

WORK. Are you currently working FULL-time, PART-time, going to school, keeping house or what?

47%	Full-time
12%	Part-time
7%	Going to school
9%	Keeping house
3%	Unemployed
4%	Disabled
19%	Retired

INC1. And, just for statistical purposes, we need to know if your total family income is above or below \$30,000 per year?

8%	Under \$15,000
21%	\$15-\$30,000
15%	\$30-40,000
12%	\$40-50,000
16%	\$50-75,000
20%	Over \$75,000
7%	Do Not Know

DONE. Sex of respondent:

46%	Male
54%	Female