

FRANKLIN & MARSHALL

October 2007 Philadelphia Mayoral Keystone Poll

SUMMARY OF FINDINGS

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Keystone  Poll

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Methodology

The survey findings presented in this release are based on interviews conducted October 17 through October 21, 2007 with 400 registered Philadelphia adults. 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 +/- 4.9 percent 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.

Key Findings

- The latest Philadelphia Mayoral Keystone Poll shows former Democratic City Councilman Michael Nutter with a commanding lead over Republican Al Taubenberger, 74 percent to 8 percent. One fifth (18%) of voters are undecided. An important factor in Nutter’s lead is how well he is regarded by Philadelphians; two thirds (65%) of registered adults have a favorable view of Nutter. In contrast, four in five (82%) registered adults are undecided or have not heard enough about Taubenberger to have an opinion. Another important factor in Nutter’s lead is that he is strongly supported by both black and white Philadelphians.
- Philadelphians continue to say the quality of life in the City is deteriorating, and the problem is growing worse. Three in four (73%) registered adults feel the City is “off on the wrong track” compared to one in five (20%) who feels it is “headed in the right direction.” This percentage (73%) is substantially higher than any recorded in a Keystone Poll dating back to 1995. Six in ten (60%) respondents indicate that the City has gotten worse as a place to live in the past four years, again the highest number recorded since 1995.
- Crime remains the issue of paramount importance, with 70 percent of Philadelphians saying it is the most important issue facing Philadelphia today. Large majorities of both black and white City residents agree that crime is the most important issue (77% and 69%, respectively). Given this finding, it is not surprising that a majority of Philadelphians support (45% strongly favor

and 20% somewhat favor) allowing police to stop and frisk persons if there is reasonable suspicion that they have been involved in a crime.

- Residents continue to be divided over whether casinos in the City will be advantageous or not, with 45 percent who say casinos will be more positive than negative for the City and 49 percent who say they will be more negative than positive. As to the controversy over the placement of casinos at Delaware Avenue and Reed Street, a plurality (48%) of Philadelphians say they are opposed to these locations.

Table A-1. Mayoral Vote Choice by Selected Demographics

If the election for Philadelphia's mayor was being held today, and the candidates were Michael Nutter, the Democrat, and Al Taubenberg, the Republican, who would you vote for?

	Nutter	Taubenberg	Undecided
Age			
18-34	81%	5%	14%
35-44	67%	11%	23%
45-54	76%	8%	16%
55-64	74%	6%	19%
65 and over	71%	11%	17%
Education			
High School or Less	71%	9%	20%
Some College	74%	9%	17%
College Degree	79%	7%	14%
Party Registration*			
Republican	57%	26%	17%
Democrat	81%	4%	15%
Independent, Other	63%	7%	30%
Political Ideology*			
Liberal	83%	5%	11%
Moderate	80%	6%	14%
Conservative	62%	17%	21%
Household Union Membership			
Yes	73%	8%	20%
No	75%	9%	17%
Racial Background*			
White	72%	12%	16%
Black	81%	5%	14%
Household Income			
Less than \$35,000	74%	9%	17%
\$35-75,000	80%	8%	12%
Over \$75,000	76%	7%	17%
Gender			
Male	78%	10%	13%
Female	72%	7%	20%
Philadelphia Right Direction/Wrong Track*			
Right direction	85%	6%	9%
Wrong track	72%	9%	19%
Most Important Problem Facing Philadelphia			
Crime, drugs, guns	73%	9%	18%
Something else	78%	6%	16%
Likely Voter*			
Likely voter	83%	8%	10%
Possible voter	69%	10%	21%
Unlikely voter	59%	5%	36%
Interest in Mayoral Race*			
Very much interested	82%	7%	11%
Somewhat interested	67%	10%	23%
Not very interested	54%	8%	38%

*Significant differences (p<0.05)

Marginal Frequency Report

Previous Survey Information:

	Sample Characteristics
Oct 2007	Registered adults
May 2007	Registered Democrats
Apr 2007	Registered Democrats
Jan 2007	All adults
Jul 2006	All adults
Oct 2003	Likely voters
Sep 2003	Likely voters
Mar 2003	All adults
Oct 1999	Likely voters
Mar 1995	All adults

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

	Headed in right direction	Off on the wrong track	Don't know
Oct 2007	20%	73%	7%
Jan 2007	31%	61%	8%
Jul 2006	28%	64%	8%
Oct 2003	52%	37%	11%
Sep 2003	50%	40%	10%
Mar 2003	47%	45%	8%
Mar 1995	46%	37%	17%

Q2. As a place to live, do you think PHILADELPHIA is...

	Excellent	Good	Fair	Poor	Don't know
Oct 2007	10%	32%	36%	22%	0%
Jan 2007	12%	37%	38%	12%	1%
Jul 2006	8%	35%	39%	17%	1%
Oct 2003	19%	46%	29%	6%	0%
Sep 2003	15%	44%	31%	10%	0%
Mar 2003	14%	42%	34%	10%	0%
Mar 1995	8%	34%	40%	16%	2%

Q3. All things considered, do you think Philadelphia has gotten BETTER or WORSE than it was FOUR YEARS AGO, or has it stayed about the same as a place to live?

	Better	Worse	About the same	Don't know
Oct 2007	9%	60%	29%	2%
Jan 2007	16%	50%	31%	3%
Jul 2006	15%	55%	27%	3%
Oct 2003	36%	23%	37%	4%
Sep 2003	39%	26%	32%	3%
Mar 2003	31%	34%	31%	4%
Mar 1995	30%	38%	27%	4%

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

	Crime, drugs	Education, schools	Government, politicians	Jobs, economy	Other	Don't know
Oct 2007	70%	6%	4%	4%	14%	2%
May 2007	73%	9%	4%	4%	8%	2%
Apr 2007	72%	9%	6%	4%	8%	1%
Jan 2007	67%	7%	4%	5%	15%	2%
Jul 2006	69%	5%	5%	4%	15%	2%
Sep 2003	31%	14%	2%	22%	28%	3%
Mar 2003	25%	15%	6%	17%	33%	4%
Mar 1995	57%	4%	--	11%	26%	2%

IntQ5. I'm going to read you some ISSUES that affect the livability of the City. For each one, please tell me how IMPORTANT it is for the City's next mayor to address each issue. Please give each issue a score between ONE and TEN, where ONE means that it is NOT important at all and TEN means it is VERY important to the future health of the City. You can give the statement any score between one and ten. How important is it that the next mayor...

Jul 2006	Jan 2007	Oct 2007	
9.42	9.19	9.44	Develop plans to keep city residents SAFE from CRIME?
9.16	9.22	9.31	Work to improve the PUBLIC SCHOOLS?
8.38	8.36	8.67	Create MORE laws that REGULATE GUN ownership?
8.65	8.43	8.59	Fund initiatives to IMPROVE the City's NEIGHBORHOODS?
8.37	8.00	8.31	Reform the ETHICS codes for CITY OFFICIALS?
7.72	7.76	7.71	REDUCE TAXES?
7.66	7.57	7.51	Enact WAGE tax CUTS?
6.49	6.92	6.74	Enact BUSINESS tax CUTS?

IntQ6. 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.

	Favorable	Unfavorable	Undecided	Not heard	Don't know
John Street					
Oct 2007	26%	58%	14%	1%	1%
May 2007	21%	62%	13%	3%	1%
Apr 2007	25%	57%	15%	2%	1%
Jan 2007	25%	58%	12%	4%	1%
Jul 2006	37%	46%	14%	2%	1%
Oct 2003	45%	36%	16%	2%	1%
Sep 2003	37%	31%	25%	3%	4%
Mar 2003	44%	40%	13%	3%	0%
Oct 1999	41%	29%	21%	4%	5%
Mar 1995	23%	28%	22%	27%	0%
Michael Nutter					
Oct 2007	65%	6%	12%	16%	1%
May 2007	52%	11%	19%	17%	1%
Apr 2007	31%	17%	23%	29%	0%
Jan 2007	28%	12%	15%	42%	3%
Jul 2006	30%	9%	14%	45%	2%
Al Taubenberger					
Oct 2007	13%	5%	10%	70%	2%

Vote_Nov. Many people will vote in the general election for mayor in November; however, many other people will not. What would you say are the chances of your voting in the November Mayor's election? Are you...

- 81% Certain to vote
- 9% Will you probably vote
- 8% Are the chances fifty-fifty you will vote
- 2% Don't you think that you will vote

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

- 53% Very much interested
- 40% Somewhat interested
- 7% Not very interested in the November Mayor's election

Vote_Myr. If the election for Philadelphia's mayor was being held today, and the candidates were Michael Nutter, the Democrat, and Al Taubenberger, the Republican, would you vote for [CANDIDATE NAMES ARE ROTATED]...

- 74% Michael Nutter
- 8% Al Taubenberger
- 18% Don't know

Cert_Myr. Are you absolutely certain you will vote for [FILL CANDIDATE], or are you still making up your mind?

- 320 Subsample size
- 74% Certain
- 26% Still making up mind

Lean_Myr. As of today, do you lean more to Michael Nutter, the Democrat, or Al Taubenberger, the Republican? [CANDIDATE NAMES ARE ROTATED]

- 80 Subsample size
- 18% Michael Nutter
- 5% Al Taubenberger
- 77% Don't know

Reas_Myr. What is the main reason you plan to vote for [FILL CANDIDATE]? Is it because...

- 337 Subsample size
- 11% You like him as a person
- 50% You prefer his stand on some issues
- 2% You dislike the other candidates
- 23% You usually vote for [FILL PARTY]
- 13% For some other reason
- 1% Don't know

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

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?

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Don't know
Oct 2007	45%	20%	12%	17%	6%
Apr 2007	38%	23%	12%	20%	7%

N8. Do you favor or oppose using city funds to create new programs that help criminals who have been released from prison stay out of prison in the future?

- 43% Strongly favor
- 31% Somewhat favor
- 9% Somewhat oppose
- 12% Strongly oppose
- 5% Don't 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?

	More positive than negative	More negative than positive	Don't know
Oct 2007	45%	49%	6%
Apr 2007	45%	47%	8%
Jan 2007	43%	47%	10%

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?

	Yes	No	Don't know
Oct 2007	38%	48%	14%
Apr 2007	37%	49%	14%

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?

	Yes	No	Don't know
Oct 2007	41%	48%	11%
Apr 2007	37%	50%	13%

N9. Do you agree or disagree with the following statement: The next mayor of Philadelphia should try to STOP the construction of casinos on the Philadelphia waterfront.

- 34% Strongly agree
- 9% Somewhat agree
- 22% Somewhat disagree
- 31% Strongly disagree
- 4% Don't know

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

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

- 18% Republican
- 72% Democrat
- 7% Independent
- 2% Something else
- 1% Don't know

VotParty. Thinking about the last few state and national elections, which BEST DESCRIBES how you voted...

30%	Straight Democrat
26%	Mostly Democrat
8%	A few more Democrats than Republicans
20%	About equally for both parties
4%	A few more Republicans than Democrats
6%	Mostly Republican
4%	Straight Republican
2%	Don't know

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

30%	Liberal
40%	Moderate
23%	Conservative
7%	Don't know

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

100%	Philadelphia
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AGE. What was your AGE on your last birthday?

4%	18-24
15%	25-34
15%	35-44
20%	45-54
21%	55-64
25%	65 and older

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

9%	Non high school graduate
32%	High school graduate (or GED)
16%	Some college
9%	Two-year or tech degree
18%	Four year college degree
16%	Postgraduate degree

MAR. What is your CURRENT marital status, are you married, separated, divorced, or a widow or widower?

33%	Single, Never Married
37%	Married
3%	Separated
12%	Divorced
15%	Widow or widower

Hisp. Are you Hispanic or Latino, or NOT?

5%	Yes
95%	No

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

50%	White
44%	Black or African American
6%	Other

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

21%	Yes
78%	No
1%	Don't 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...

21%	Under \$25,000
15%	\$25-\$35,000
12%	\$35-50,000
26%	\$50-75,000
11%	\$75-100,000
10%	Over \$100,000
5%	Don't know

DONE. Sex of respondent:

34%	Male
66%	Female