

FRANKLIN & MARSHALL

# May 2007 Philadelphia Mayoral Keystone Poll

## SUMMARY OF FINDINGS

Prepared by:  
Center for Opinion Research  
Floyd Institute for Public Policy  
Franklin & Marshall College

BERWOOD A. YOST  
DIRECTOR, FLOYD INSTITUTE FOR PUBLIC POLICY  
DIRECTOR, CENTER FOR OPINION RESEARCH  
HEAD METHODOLOGIST, KEYSTONE POLL

G. TERRY MADONNA  
DIRECTOR, CENTER FOR POLITICS AND PUBLIC AFFAIRS  
DIRECTOR, KEYSTONE POLL

JENNIFER L. HARDING  
PROJECT MANAGER, CENTER FOR OPINION RESEARCH

ANGELA N. KNITTLE  
PROJECT MANAGER, CENTER FOR OPINION RESEARCH

KAY K. HUEBNER  
PROGRAMMER, CENTER FOR OPINION RESEARCH

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Keystone  Poll

## Methodology

Survey results are based on the results of interviews conducted between May 2 and 7, 2007 with 385 registered Democrats. 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 +/- 5.0 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.

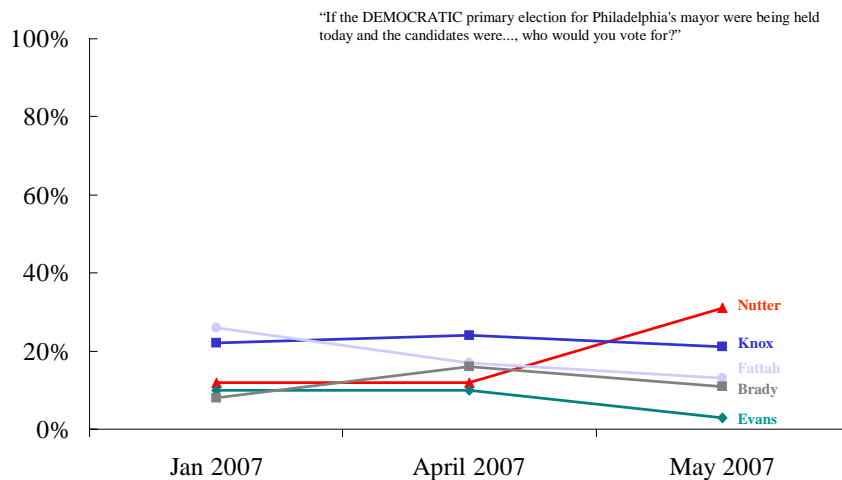
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## Key Findings

The latest Philadelphia Mayoral Keystone Poll shows former City Councilman Michael Nutter leading his four primary rivals, but it also finds a great deal of uncertainty and potential for change among the City's Democratic voters. Councilman Nutter's share of Democratic primary voters has more than doubled since the April Keystone Poll, increasing from 12 percent to 31 percent. Tom Knox's share of the vote has remained relatively stable since April's survey, while Bob Brady's, Dwight Evans's and Chaka Fattah's shares of the vote have declined (see Figure 1). One in five (21%) voters remains undecided in the race.

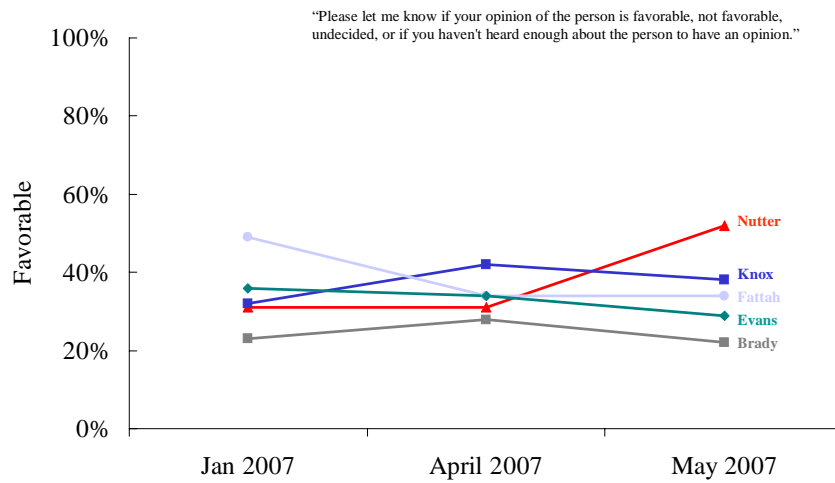
**Figure 1 Democratic Mayoral Primary Preference, Time Series**



There are three features of the race that make it possible for voters' final preferences to differ from those expressed during the survey. First and most obviously is the large share of undecided voters. Even when pushed to make a vote choice, one in seven (14%) Democratic voters remains truly undecided. The second feature of the race is the amount of uncertainty that exists within voters' stated preferences. More than two in five (41%) voters are "still making up their minds" about their choice even though they've expressed a preference for one candidate over another. No candidate's voters are more certain about their choice than another's. Finally, voter turnout will play a major role in how the final votes are distributed. Keystone Poll data show Tom Knox's share of the vote increasing as voter turnout increases.

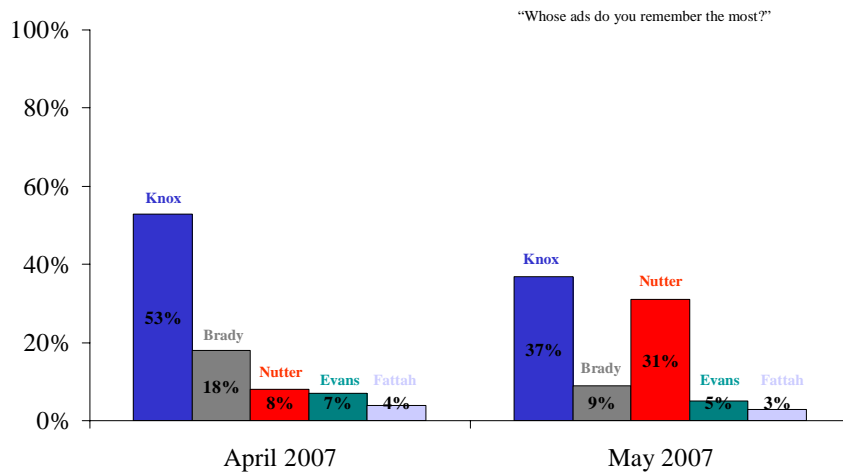
Regardless of the great potential that exists for voters to change their minds in this race, former Councilman Nutter has unquestionably improved his position with the City's Democratic voters. Nutter is the only candidate whose "favorability" ratings have improved significantly since the April Keystone Poll, and he is the only candidate whose "unfavorable" ratings have not increased. Nutter's favorable ratings have gone from 31 percent in April to 52 percent today (see Figure 2). Evidence of Nutter's increased standing among voters is the fact that he is the most common "second choice" for mayor among every other candidate's voters. It appears that Nutter has improved his standing among all voters without alienating any single group of voters. Nutter leads among both black and white voters. Tom Knox closely trails Nutter among white voters and Chaka Fattah closely trails Nutter among black voters (see Table A-1).

**Figure 2 Democratic Mayoral Candidates' Favorable Ratings, Time Series**



Nutter's improved favorable ratings can likely be attributed to his recent television advertising. About one third of voters say they most remember his ads, which is a sizable increase since April. Knox's commercials remain the most remembered, but his ads do not appear to dominate the public's consciousness as they did during April (Figure 3).

**Figure 3 Democratic Mayoral Television Advertising Recall, Time Series**



### Marginal Frequency Report

Vote\_May. Many people will vote in the primary election for mayor in May; however, many other people will not. What would you say are the chances of your voting in the May primary election? Are you...

<u>Apr</u> <u>2007</u>	<u>May</u> <u>2007</u>	
77%	82%	Certain to vote
15%	8%	Will you probably vote
5%	6%	Are the chances fifty-fifty you will vote
3%	3%	Don't you think that you will vote in the May primary election
0%	1%	Do not know

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

<u>Apr</u> <u>2007</u>	<u>May</u> <u>2007</u>	
58%	58%	Very much interested
34%	36%	Somewhat interested
7%	6%	Not very interested in the May primary election
1%	0%	Do not know

MIP\_Ph. What do you think is the MOST IMPORTANT PROBLEM facing PHILADELPHIA today?

<u>Jan</u> <u>2007</u>	<u>Apr</u> <u>2007</u>	<u>May</u> <u>2007</u>	
71%	72%	73%	Crime, drugs, violence
8%	9%	9%	Education, schools, programs
2%	6%	4%	Government, politicians, leadership
5%	4%	4%	Unemployment, economy
3%	2%	2%	Social problems
2%	1%	1%	Improving city cleanliness, appearance, entertainment
1%	1%	1%	Housing
2%	1%	1%	Taxes
4%	3%	3%	Other
2%	1%	2%	Do not know

*Responses receiving less than 0.5% were added to the other category.*

May 2007, N = 385 Registered Democrats  
 April 2007, N = 364 Registered Democrats  
 January 2007, N = 252 Registered Democrats

Q6. 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. (*rotated*)

	Favorable	Unfavorable	Undecided	Not heard	DK
<b>Michael Nutter</b>	<b>52%</b>	<b>11%</b>	<b>19%</b>	<b>17%</b>	<b>1%</b>
Apr 2007	31%	17%	23%	29%	0%
Jan 2007	31%	12%	17%	37%	3%
<b>Tom Knox</b>	<b>38%</b>	<b>22%</b>	<b>25%</b>	<b>14%</b>	<b>1%</b>
Apr 2007	42%	11%	25%	22%	0%
Jan 2007	32%	4%	16%	46%	2%
<b>Chaka Fattah</b>	<b>34%</b>	<b>27%</b>	<b>22%</b>	<b>16%</b>	<b>1%</b>
Apr 2007	34%	19%	28%	18%	1%
Jan 2007	49%	13%	15%	22%	1%
<b>Dwight Evans</b>	<b>29%</b>	<b>22%</b>	<b>23%</b>	<b>25%</b>	<b>1%</b>
Apr 2007	34%	14%	22%	29%	1%
Jan 2007	36%	7%	15%	39%	3%
<b>Bob Brady</b>	<b>22%</b>	<b>32%</b>	<b>24%</b>	<b>21%</b>	<b>1%</b>
Apr 2007	28%	24%	25%	23%	0%
Jan 2007	23%	8%	18%	49%	2%
<b>John Street</b>	<b>21%</b>	<b>62%</b>	<b>13%</b>	<b>3%</b>	<b>1%</b>
Apr 2007	25%	57%	15%	2%	1%
Jan 2007	27%	57%	12%	3%	1%

Now I'm going to ask you a few questions about the upcoming election for Philadelphia mayor.

Q14. If the DEMOCRATIC primary election for Philadelphia's mayor were being held today and the candidates were... (*rotated*), would you vote for...

<u>Jan</u> <u>2007</u>	<u>Apr</u> <u>2007</u>	<u>May</u> <u>2007</u>	
12%	12%	31%	Michael Nutter
22%	24%	21%	Tom Knox
26%	17%	13%	Chaka Fattah
8%	16%	11%	Bob Brady
10%	10%	3%	Dwight Evans
22%	21%	21%	Do not know

Cert. Are you absolutely CERTAIN you will vote FOR [fill Q14] in the election, or are you still making up your mind?

303	Subsample size (n)
59%	Absolutely certain
41%	Still making up mind

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Lean. As of today, do you lean more to...

82	Subsample size (n)
9%	Michael Nutter
7%	Tom Knox
5%	Bob Brady
4%	Chaka Fattah
3%	Dwight Evans
72%	Do not know

Reas. What is the MAIN Reason you plan to vote for [fill Q14/Lean], is it because...

324	Subsample size (n)
15%	You like him as a person
66%	You prefer his stand on some issues
2%	You dislike the other candidates
15%	For some other reason
2%	Do not know

Sec. Which candidate would be your SECOND CHOICE for mayor?

303	Subsample size (n)
22%	Michael Nutter
20%	Tom Knox
16%	Dwight Evans
15%	Chaka Fattah
15%	Bob Brady
12%	Do not know

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Q16. What personal or professional qualifications do you think are most important for the next Mayor to have?

<i>Jan</i>	<i>Apr</i>	<i>May</i>	
<u>2007</u>	<u>2007</u>	<u>2007</u>	
28%	25%	24%	Specific issue mentioned
15%	19%	23%	Honest, sincere, truthful
12%	14%	15%	Political knowledge, experience
16%	13%	14%	Ethical, personal integrity
9%	11%	14%	Understand & represent (all) people
8%	12%	8%	Familiar with, knowledge of city
3%	6%	8%	Intelligent, knowledgeable
6%	6%	7%	Leadership, management skills, experience
7%	5%	7%	Good speaker, people skills
2%	4%	7%	Has vision, game plan
7%	9%	6%	Strong leader, influential, get job done
9%	9%	6%	Financial skills, responsibility
6%	7%	4%	Caring, compassionate, concerned
8%	5%	3%	Business sense, experience
4%	4%	3%	Not attached to current city politicians
7%	8%	2%	Educated
2%	1%	1%	Long-term resident of Philly
4%	1%	1%	Fair
15%	14%	6%	Other
10%	8%	10%	Do not know

*Percentages total more than 100% because multiple responses were accepted.  
 Responses receiving less than 0.5% were added to the other category.*

Ads. Have you seen TV advertisements for any candidate running for mayor, or NOT?

<u>Apr</u>	<u>May</u>	
<u>2007</u>	<u>2007</u>	
85%	89%	Yes
14%	11%	No
1%	0%	Do not know

Ads2. Whose ads do you remember the most?

<u>Apr</u>	<u>May</u>	
<u>2007</u>	<u>2007</u>	
311	343	Subsample size (n)
53%	37%	Tom Knox
8%	31%	Michael Nutter
18%	9%	Bob Brady
7%	5%	Dwight Evans
4%	3%	Chaka Fattah
2%	1%	Other
8%	14%	Do not know

Ads3. Have the advertisements you've seen for (fill Ads2) made you...

<u>Apr</u>	<u>May</u>	
<u>2007</u>	<u>2007</u>	
278	290	Subsample size (n)
32%	27%	MUCH MORE likely to vote for him
33%	30%	Somewhat MORE likely to vote for him
10%	11%	Somewhat LESS likely to vote for him
8%	11%	MUCH LESS likely to vote for him
15%	16%	Made no difference
2%	5%	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?

100% Philadelphia

AGE. What was your AGE on your last birthday?

5%	18-24
11%	25-34
17%	35-44
23%	45-54
19%	55-64
25%	65 and older

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

7%	Non high school graduate
35%	High school graduate (or GED)
12%	Some college
9%	Two-year or tech degree
19%	Four year college degree
18%	Postgraduate degree

Hisp. Are you Hispanic or Latino, or NOT?

6%	Yes
94%	No

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

49%	White
45%	Black or African American
1%	Asian
1%	American Indian, Alaska Native
4%	Other

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

24%	Yes
76%	No

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

<i>Jan</i>	<i>Apr</i>	<i>May</i>	
<u>2007</u>	<u>2007</u>	<u>2007</u>	
31%	29%	35%	Liberal
43%	40%	35%	Moderate
21%	21%	20%	Conservative
5%	10%	10%	Do not 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
17%	\$25-\$35,000
12%	\$35-50,000
22%	\$50-75,000
11%	\$75-100,000
12%	Over \$100,000
5%	Do not know

DONE. Sex of respondent:

35%	Male
65%	Female

**Table A-1. Democratic Primary Vote Choice by Selected Demographics**

If the DEMOCRATIC primary election for Philadelphia's mayor were being held today and the candidates were... (rotated), would you vote for Tom Knox, Chaka Fattah, Bob Brady, Michael Nutter, or Dwight Evans?

	Nutter	Knox	Fattah	Brady	Evans	DK*
<b>Age</b>						
18-24	18%	24%	18%	24%	12%	6%
35-34	21%	19%	21%	12%	5%	23%
35-44	32%	18%	9%	17%	3%	20%
45-54	40%	18%	14%	10%	0%	17%
55-64	31%	24%	14%	10%	6%	17%
65 and over	30%	27%	8%	7%	3%	26%
<b>Education**</b>						
High School or Less	25%	19%	14%	13%	2%	27%
Some College	24%	25%	13%	14%	8%	16%
College Degree	43%	21%	11%	8%	3%	14%
<b>Racial Background**</b>						
White	37%	29%	4%	14%	0%	16%
Black	27%	14%	22%	8%	7%	23%
<b>Household Income**</b>						
Less than \$35,000	24%	30%	13%	11%	2%	21%
\$35-75,000	30%	20%	19%	11%	4%	16%
Over \$75,000	44%	19%	5%	19%	5%	8%
<b>Gender</b>						
Male	36%	21%	11%	12%	2%	18%
Female	29%	22%	13%	10%	4%	21%
<b>Union Member in Household</b>						
Yes	36%	19%	16%	14%	4%	11%
No	30%	22%	11%	10%	3%	23%
<b>Likelihood of Voting**</b>						
Likely voter	36%	22%	11%	8%	5%	18%
Possible voter	27%	16%	17%	16%	2%	22%
Not likely to vote	25%	33%	10%	8%	0%	25%

\* Do not know

\*\* Significant differences (p < 0.05)

**Table A-2. Characteristics of Undecided Democrats**

If the DEMOCRATIC primary election for Philadelphia's mayor were being held today and the candidates were... (rotated), would you vote for Tom Knox, Chaka Fattah, Bob Brady, Michael Nutter, or Dwight Evans?

	Preference for candidate	Undecided
<b>Age</b>		
18-24	5%	1%
25-34	11%	14%
35-44	17%	18%
45-54	24%	20%
55-64	20%	16%
65 and over	22%	31%
<b>Education**</b>		
High School or Less	38%	57%
Some College	22%	17%
College Degree	40%	26%
<b>Racial Background</b>		
White	55%	44%
Black	45%	56%
<b>Household Income**</b>		
Less than \$35,000	37%	52%
\$35-75,000	37%	36%
Over \$75,000	27%	12%
<b>Gender</b>		
Male	35%	32%
Female	65%	68%
<b>Union Member in Household**</b>		
Yes	26%	13%
No	74%	87%
<b>Likelihood of Voting</b>		
Likely voter	55%	47%
Possible voter	32%	36%
Not likely to vote	13%	17%

\*\* Significant differences (p < 0.05)