

FRANKLIN & MARSHALL

**August 2010**

**Franklin & Marshall  
College Poll**

**SURVEY OF PENNSYLVANIANS  
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, FRANKLIN & MARSHALL COLLEGE POLL**

**G. TERRY MADONNA  
DIRECTOR, CENTER FOR POLITICS AND PUBLIC AFFAIRS  
DIRECTOR, FRANKLIN & MARSHALL COLLEGE POLL**

**ANGELA N. KNITTLE  
SENIOR PROJECT MANAGER, CENTER FOR OPINION RESEARCH  
PROJECT MANAGER, FRANKLIN & MARSHALL COLLEGE POLL**

**KAY K. HUEBNER  
PROGRAMMER, CENTER FOR OPINION RESEARCH**

**August 26, 2010**

## Table of Contents

<b>METHODOLOGY</b> .....	<b>2</b>
<b>KEY FINDINGS</b> .....	<b>4</b>
US SENATE RACE .....	4
GOVERNOR’S RACE.....	6
THE ELECTORAL CONTEXT IN PENNSYLVANIA .....	6
<b>TABLE A-1 – SENATE CHOICE DEMOGRAPHICS</b> .....	<b>8</b>
<b>TABLE A-2 – GOVERNOR CHOICE DEMOGRAPHICS</b> .....	<b>9</b>
<b>MARGINAL FREQUENCY REPORT</b> .....	<b>10</b>

## Methodology

The survey findings presented in this release are based on the results of interviews conducted August 16-23, 2010. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the poll’s Director Dr. G. Terry Madonna, Head Methodologist Berwood Yost, and Senior Project Manager Angela Knittle. The data included in this release represent the responses of 577 adult residents of Pennsylvania, including 485 registered adults (223 Democrats, 200 Republicans, 52 registered as Independent/Other, and 10 who refused to identify party). Telephone numbers for the survey were generated using random digit dialing, and respondents were randomly selected from within each household. Survey results were weighted (age, education, race, region, and gender) using an iterative weighting algorithm.

The sample error for this survey is +/- 4.1 percentage points. The sample error for registered adults is +/- 4.4 percentage points and is slightly higher for registered Democrats (+/- 6.6 percentage points) and registered Republicans (+/- 6.9

percentage points). The subsample of likely voters (n=377) has a sample error of +/- 5.4 percentage points.

In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

The Franklin & Marshall College Poll is produced in conjunction with the Philadelphia Daily News, WGAL-TV (South Central PA), Pittsburgh Tribune Review, WTAE-TV (Pittsburgh), WPVI-TV6/ABC (Philadelphia), Times-Shamrock Newspapers, Harrisburg Patriot-News, and Lancaster Newspapers. It may be used in whole or in part, provided any use is attributed to Franklin & Marshall College.

## Key Findings

The August 2010 Franklin & Marshall College Poll of Pennsylvania residents finds that the candidates for US senate and governor have become better known since the May primary campaigns, yet sizable portions of the electorate have no preferred candidates in either race. In the senate race, Republican Pat Toomey leads Democrat Joe Sestak by three points among registered adults and by nine points among those most likely to vote. Republican Tom Corbett leads Democrat Dan Onorato in the race for governor by one point among registered adults and by 11 points among those most likely to vote. In both races, nearly two in five voters remain undecided.

### ***US Senate Race***

In the Pennsylvania US senate race, Republican Pat Toomey leads Democrat Joe Sestak by three points among registered adults (31% to 28% with 38% undecided) and by nine points among those most likely to vote (40% to 31% and 26% undecided). Toomey's lead over Sestak has changed little among registered voters since May. Toomey has an advantage among men, older voters, whites, and Protestants, and he also leads in most regions of the state (see Table A-1). Interestingly, two thirds (66%) of respondents who voted for John McCain in 2008 plan to vote for Pat Toomey, while only half (49%) of those who voted for President Obama plan to vote for Joe Sestak.

Voter preferences in the senate race appear to be largely driven by feelings about the president and the Democratic majority in Congress. About three in five

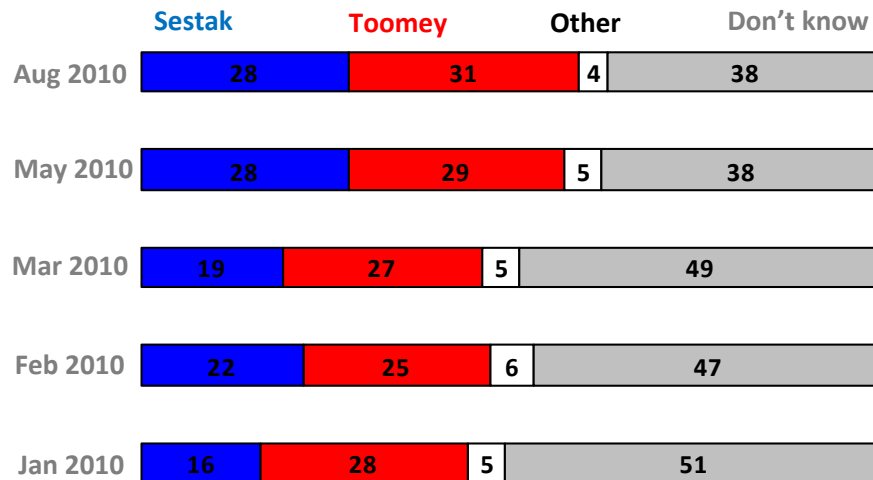
(56%) Toomey voters say their vote is mainly a vote against the president, while the same proportion of Sestak voters (57%) says their vote is mainly a vote in support of the president.

Sestak’s favorable ratings have increased from 17% to 23%, but so too have his unfavorable ratings, rising from 12% to 25%. One in three (35%) registered adults say they still do not know enough about the candidate to have formed an opinion of him, but this is fewer than in May (55%).

Toomey’s favorable ratings have also increased, rising from 16% to 25% favorable. His unfavorable ratings have risen from 9% to 20%. Only one in three (36%) adults does not know enough about Toomey to have an opinion, which is down from 60% in May.

**Figure 1. 2010 Pennsylvania U.S. Senate Election Preferences**

*If the 2010 election for U.S. SENATOR were being held today and the candidates included (rotated) Joe Sestak, the Democrat, and Pat Toomey, the Republican, would you vote for Joe Sestak, Pat Toomey, some other candidate, or aren't you sure how you would vote?*



Note: Chart displays registered voters.

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

Republican Tom Corbett leads Democrat Dan Onorato in the race for governor by one point among registered adults (29% to 28% with 39% undecided) and by 11 points among those most likely to vote (38% to 27% with 31% undecided). Corbett has an advantage among men, among older voters, whites, and Protestants (see Table A-2).

More voters view Tom Corbett favorably than unfavorably (27% to 15%) while two in five (40%) have not heard enough about him to form an opinion. Dan Onorato is also viewed more favorably than unfavorably (22% to 11%), but he is unknown by more than half (53%) of the state's registered voters.

## ***The Electoral Context in Pennsylvania***

The 2006 election year was the most recent with races for both US senate and governor in Pennsylvania. In the 2006 election, Democrats retained the governor's office, defeated an incumbent Republican US senator, and picked up four US house seats held by Republicans. Polling in the 2006 campaign showed positive electoral indicators for Democrats that helped them to those victories.

Pennsylvania politicians are facing a distinctly different political environment than they did during the 2006 election cycle. Pessimism about the direction of the state is greater, job performance ratings for the incumbent governor are much lower, the incumbent president is unpopular, and Democrats' advantage over Republicans in party identification and particularly voter interest has shrunk (see Table 1). While open state-wide races are often competitive in Pennsylvania, these indicators create a

context where incumbent office holders will also need to be wary, particularly Democrats.

Democrats are at a decided disadvantage when it comes to voter motivation. Only 37 percent of Democrats fall into the most likely to vote category compared to 45 percent of Republicans. This, for example, gives the Republicans a six point advantage on the generic ballot question (41% to 35%) when only likely voters are considered. Another example of the gap in partisan enthusiasm: only one third (35%) of those who voted for Obama in 2008 are in the most likely to vote category versus half (50%) of McCain voters.

**Table 1. Selected Election Indicators, August 2006 and 2010**

	August 2006	August 2010
Pennsylvania headed in right direction	50%	30%
Most important problem	Taxes Economy	Economy
Presidential job approval rating (% excellent + good)	Bush: 33%	Obama: 37%
Governor's job approval rating (% excellent + good)	Rendell: 50%	Rendell: 30%
Generic ballot (Democrat % - Republican %)	+7 D	+4 D
Party Identification (Democrat % - Republican %)	+6 D	+4 D
Party Identification (% Independent)	5%	13%
% Very interested and very likely to vote (Democrat % - Republican %)	+2% D	+8% R
Turnout among registered voters	49%	?

Note: Table displays registered voters.

## Table A-1 – Senate Choice Demographics

If the 2010 election for U.S. SENATOR were being held today and the candidates included (*rotated*) Joe Sestak, the Democrat, and Pat Toomey, the Republican, would you vote for Joe Sestak, Pat Toomey, some other candidate, or aren't you sure how you would vote? (485 registered respondents)

	Toomey	Sestak	Other	Don't know
<b>Gender*</b>				
Male	42%	24%	2%	32%
Female	21%	31%	6%	42%
<b>Age*</b>				
18-34	17%	26%	9%	48%
35-54	35%	31%	2%	32%
55 and over	36%	25%	2%	36%
<b>Education</b>				
High school or less	29%	23%	3%	45%
Some college	35%	31%	3%	31%
College degree	31%	32%	5%	31%
<b>Household Income*</b>				
Less than \$35,000	28%	25%	4%	43%
\$35-75,000	30%	27%	7%	36%
Over \$75,000	37%	35%	2%	26%
<b>Race*</b>				
Non-white	3%	44%	1%	53%
White	35%	25%	4%	35%
<b>Marital Status*</b>				
Not currently married	24%	32%	5%	39%
Single, never married	15%	36%	5%	44%
Married	41%	22%	3%	34%
<b>Religious Affiliation*</b>				
Other/unaffiliated	17%	31%	9%	43%
Protestant	46%	18%	2%	33%
Catholic	28%	35%	0%	37%
<b>Born Again Christian or Fundamentalist*</b>				
Yes	42%	20%	2%	36%
No	28%	32%	5%	36%
<b>Household Union Member</b>				
Yes	29%	32%	2%	37%
No	32%	26%	4%	38%
<b>Military Veteran</b>				
Yes	40%	19%	4%	37%
No	29%	29%	4%	38%
<b>Region*</b>				
Northeast	47%	24%	10%	18%
Philadelphia	9%	59%	0%	32%
Southeast	26%	33%	8%	34%
Northwest	24%	19%	1%	55%
Central	37%	28%	0%	35%
Allegheny	31%	21%	1%	46%
Southwest	31%	10%	2%	58%
<b>Employment</b>				
Fulltime	29%	33%	4%	34%
Other	29%	23%	4%	44%
Retired	37%	25%	3%	35%

\* Significant differences ( $p < .05$ )



## Table A-2 – Governor Choice Demographics

If the 2010 election for GOVERNOR were being held today and the candidates included (*rotated*) Tom Corbett, the Republican, and Dan Onorato, the Democrat, would you vote for Tom Corbett, Dan Onorato, or aren't you sure how you would vote? (485 registered respondents)

	Corbett	Onorato	Other	Don't know
<b>Gender*</b>				
Male	39%	28%	3%	30%
Female	20%	27%	5%	48%
<b>Age*</b>				
18-34	9%	39%	6%	46%
35-54	34%	23%	5%	38%
55 and over	37%	25%	2%	36%
<b>Education</b>				
High school or less	30%	27%	5%	38%
Some college	25%	33%	2%	40%
College degree	31%	25%	3%	41%
<b>Household Income*</b>				
Less than \$35,000	26%	17%	6%	50%
\$35-75,000	33%	34%	6%	27%
Over \$75,000	29%	30%	2%	39%
<b>Race*</b>				
Non-white	10%	41%	14%	35%
White	32%	26%	2%	40%
<b>Marital Status*</b>				
Not currently married	30%	21%	6%	43%
Single, never married	13%	43%	3%	40%
Married	36%	23%	4%	38%
<b>Religious Affiliation*</b>				
Other/unaffiliated	15%	37%	6%	41%
Protestant	43%	21%	1%	35%
Catholic	28%	26%	5%	42%
<b>Born Again Christian or Fundamentalist*</b>				
Yes	39%	21%	6%	35%
No	25%	30%	3%	41%
<b>Household Union Member</b>				
Yes	27%	31%	3%	38%
No	30%	27%	3%	40%
<b>Military Veteran</b>				
Yes	36%	27%	7%	29%
No	27%	28%	3%	41%
<b>Region*</b>				
Northeast	28%	19%	2%	50%
Philadelphia	22%	39%	11%	28%
Southeast	21%	34%	3%	41%
Northwest	21%	17%	1%	61%
Central	38%	22%	4%	36%
Allegheny	32%	38%		30%
Southwest	36%	31%	8%	25%
<b>Employment</b>				
Fulltime	28%	29%	3%	40%
Other	28%	27%	6%	39%
Retired	34%	25%	2%	40%

\* Significant differences ( $p < .05$ )

# Marginal Frequency Report

Responses may not total 100% due to rounding.

RightDir. All in all, do you think things in PENNSYLVANIA 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
<b>Aug 2010</b>	<b>30%</b>	<b>58%</b>	<b>12%</b>
May 2010	35%	55%	10%
Mar 2010	32%	58%	10%
Feb 2010	37%	50%	13%
Jan 2010	39%	53%	8%
Oct 2009	32%	60%	8%
Aug 2009	33%	59%	8%
Jun 2009	44%	48%	8%
Mar 2009	48%	41%	11%
Feb 2009	40%	49%	11%
Aug 2007	47%	44%	9%
Jun 2007	42%	45%	13%
Feb 2007	46%	42%	12%
Oct 2006*	47%	42%	11%
Sep 2006*	52%	36%	12%
Aug 2006*	50%	40%	10%
Feb 2006	45%	46%	9%
Nov 2005	39%	52%	10%
Sep 2005	46%	46%	8%
Jun 2005	43%	45%	12%
Mar 2005	50%	44%	6%
Oct 2004*	48%	39%	13%
Sep 2004*	46%	41%	13%
Aug 2004*	43%	40%	17%
Mar 2004*	33%	50%	18%
Feb 2004	37%	49%	14%
Nov 2003	45%	45%	10%
Apr 2003	55%	33%	12%
Sep 2002*	52%	32%	16%
Jun 2002*	55%	32%	13%
Jul 1999	64%	27%	9%
Sep 1998*	67%	15%	18%
Jul 1998	60%	26%	14%
Mar 1998	65%	24%	11%
Oct 1996	49%	31%	21%
Sep 1996*	49%	34%	17%
Jul 1996	41%	41%	18%
Apr 1995	52%	32%	17%

\* Question asked of registered respondents only

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

84% Yes  
16% No

RegPARTY. Are you currently registered as a Republican, a Democrat, an Independent, or as something else? (485 registered respondents)

42% Republican  
46% Democrat  
9% Independent  
1% Something else  
1% Don't know

IntFav. Please let me know your opinion of some people involved in politics today. Is your opinion of [FILL name] favorable, unfavorable, undecided, or haven't you heard enough about [FILL name] to have an opinion? (485 registered respondents) (rotated)

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
<b>JOE SESTAK</b>						
<b>Aug 2010</b>	<b>8%</b>	<b>15%</b>	<b>13%</b>	<b>12%</b>	<b>18%</b>	<b>35%</b>
May 2010	6%	11%	7%	5%	16%	55%
Mar 2010	4%	7%	4%	2%	10%	73%
Feb 2010	4%	6%	1%	2%	10%	77%
Jan 2010	3%	5%	4%	2%	10%	76%
Oct 2009	4%	7%	3%	2%	7%	77%
Aug 2009	3%	10%	2%	2%	10%	73%
<b>PAT TOOMEY</b>						
<b>Aug 2010</b>	<b>11%</b>	<b>14%</b>	<b>8%</b>	<b>12%</b>	<b>19%</b>	<b>36%</b>
May 2010	6%	10%	4%	5%	15%	60%
Mar 2010	8%	10%	5%	5%	13%	59%
Feb 2010	6%	10%	2%	5%	15%	62%
Jan 2010	6%	9%	4%	3%	13%	65%
Oct 2009	5%	11%	5%	5%	10%	64%
Aug 2009	7%	11%	4%	6%	9%	63%
<b>TOM CORBETT</b>						
<b>Aug 2010</b>	<b>8%</b>	<b>19%</b>	<b>7%</b>	<b>8%</b>	<b>19%</b>	<b>40%</b>
May 2010	7%	17%	5%	5%	17%	49%
Mar 2010	8%	14%	4%	3%	17%	54%
Feb 2010	5%	16%	3%	3%	19%	54%
<b>DAN ONORATO</b>						
<b>Aug 2010</b>	<b>7%</b>	<b>15%</b>	<b>6%</b>	<b>5%</b>	<b>14%</b>	<b>53%</b>

Strongly and somewhat favorable and strongly and somewhat unfavorable combined:

	Favorable	Unfavorable	Undecided	Don't know
<b>JOE SESTAK</b>				
<b>Aug 2010</b>	<b>23%</b>	<b>25%</b>	<b>18%</b>	<b>35%</b>
May 2010	17%	12%	16%	55%
Mar 2010	11%	6%	10%	73%
Feb 2010	10%	3%	10%	77%
Jan 2010	8%	6%	10%	76%
Oct 2009	11%	5%	7%	77%
Aug 2009	13%	4%	10%	73%
<b>PAT TOOMEY</b>				
<b>Aug 2010</b>	<b>25%</b>	<b>20%</b>	<b>19%</b>	<b>36%</b>
May 2010	16%	9%	15%	60%
Mar 2010	18%	10%	13%	59%
Feb 2010	16%	7%	15%	62%
Jan 2010	15%	7%	13%	65%
Oct 2009	16%	10%	10%	64%
Aug 2009	18%	10%	9%	63%
<b>TOM CORBETT</b>				
<b>Aug 2010</b>	<b>27%</b>	<b>15%</b>	<b>19%</b>	<b>40%</b>
May 2010	24%	10%	17%	49%
Mar 2010	22%	7%	17%	54%
Feb 2010	21%	6%	19%	54%
<b>DAN ONORATO</b>				
<b>Aug 2010</b>	<b>22%</b>	<b>11%</b>	<b>14%</b>	<b>53%</b>

Vote\_Nov. Many people will vote in the election for governor and congress in November, however, many other people will not. What would you say are the chances you will vote in the November election? Are you certain to vote, will you probably vote, are the chances fifty-fifty you will vote, OR don't you think that you will vote in the November election? (485 registered respondents)

	Certain to vote	Will probably vote	Chances 50-50 will vote	Don't think will vote	Don't know
<b>Aug 2010</b>	<b>66%</b>	<b>16%</b>	<b>13%</b>	<b>5%</b>	<b>0%</b>

Pol\_Int. Some people don't pay much attention to political campaigns. How about you? Would you say that you are...very much interested, somewhat interested or not very interested in the 2010 elections? (485 registered respondents)

	Very much interested	Somewhat interested	Not very interested	Don't know
<b>Aug 2010</b>	<b>41%</b>	<b>47%</b>	<b>11%</b>	<b>0%</b>
May 2010	39%	51%	10%	0%
Mar 2010	43%	49%	7%	1%
Feb 2010	41%	46%	13%	0%
Jan 2010	45%	45%	10%	0%

Mid\_Term. When it comes to elections for governor, do you always vote, do you usually vote, do you only sometimes vote, or do you rarely vote? (485 registered respondents)

	Always vote	Usually vote	Sometimes vote	Rarely vote	Don't know
<b>Aug 2010</b>	<b>58%</b>	<b>20%</b>	<b>10%</b>	<b>11%</b>	<b>1%</b>

Vot06. Did you vote in the last election for governor in Pennsylvania in 2006, or not? (485 registered respondents)

76% Yes  
 22% No  
 2% Do not know

Vot08. Did you vote in the last presidential election in 2008, or not? (485 registered respondents)

92% Yes  
 8% No

Vot08pref. Did you vote for Barack Obama, John McCain, or some other candidate in 2008? (485 registered respondents who voted in 2008 presidential election)

51% Obama  
 42% McCain  
 7% Other

SenSeT. If the 2010 election for U.S. SENATOR were being held today and the candidates included (rotated) Joe Sestak, the Democrat, and Pat Toomey, the Republican, would you vote for Joe Sestak, Pat Toomey, some other candidate, or aren't you sure how you would vote? (485 registered respondents)

	Pat Toomey	Joe Sestak	Other	Don't know
<b>Aug 2010</b>	<b>31%</b>	<b>28%</b>	<b>4%</b>	<b>38%</b>
May 2010	29%	28%	5%	38%
Mar 2010	27%	19%	5%	49%
Feb 2010	25%	22%	6%	47%
Jan 2010	28%	16%	5%	51%
Oct 2009	28%	20%	4%	48%
Aug 2009	26%	22%	6%	46%

Cert\_Sen. Are you absolutely CERTAIN you will vote FOR [fill] in the election, or are you still making up your mind? (280 registered respondents with vote choice)

68% Certain to vote  
 32% Still making up mind

Lean\_Sen. As of today, do you lean more to (*rotated*) Pat Toomey, Joe Sestak, or are you leaning toward some other candidate? (188 registered undecided respondents)

12% Pat Toomey  
 16% Joe Sestak  
 7% Some other candidate  
 65% Do not know

Iss\_Sen. What will be the single MOST IMPORTANT ISSUE in your vote for U.S. Senate this year? (485 registered respondents)

Jan 2010	Feb 2010	Mar 2010	May 2010	Aug 2010	
24%	30%	24%	26%	<b>35%</b>	Economic issues, employment, bailout
29%	21%	31%	12%	<b>6%</b>	Healthcare
2%	2%	2%	3%	<b>6%</b>	Political party, ideology, switched parties
3%	4%	3%	7%	<b>5%</b>	Taxes
3%	8%	3%	6%	<b>5%</b>	Reduce spending, debt, pass budget
3%	3%	2%	3%	<b>4%</b>	Education issues
1%	1%	1%	2%	<b>3%</b>	Dissatisfied with representative, time for a change
3%	1%	1%	3%	<b>2%</b>	Defense, safety of nation, war, terrorism
2%	2%	1%	2%	<b>2%</b>	Personality, morality, values
1%	1%	1%	2%	<b>2%</b>	Representative of the people
0%	0%	0%	2%	<b>2%</b>	Views on policy issues
0%	2%	1%	1%	<b>2%</b>	Senior issues
4%	2%	3%	2%	<b>1%</b>	Abortion stance
0%	0%	0%	0%	<b>1%</b>	Past performance, track record
0%	0%	0%	0%	<b>1%</b>	Follows through, decisive, keeps promises
0%	0%	0%	0%	<b>1%</b>	Gun rights
--	--	--	--	<b>1%</b>	Environmental issues
0%	1%	1%	2%	<b>0%</b>	Reduce the size of government
0%	0%	0%	2%	<b>0%</b>	Immigration
8%	6%	9%	5%	<b>3%</b>	Other
17%	16%	17%	20%	<b>23%</b>	Don't know

WhyPT Would you say your choice of Pat Toomey is mainly a vote against President Obama and the Democrats in congress, or not? (169 respondents voting or leaning toward Toomey)

56% Yes  
 40% No  
 4% Do not know

WhyJS Would you say your choice of Joe Sestak is mainly a vote to support President Obama and the Democrats in congress, or not? (163 respondents voting or leaning toward Sestak)

57% Yes  
 41% No  
 2% Do not know

Vote\_Gov. If the 2010 election for GOVERNOR were being held today and the candidates included (*rotated*) Tom Corbett, the Republican, and Dan Onorato, the Democrat, would you vote for Tom Corbett, Dan Onorato, or aren't you sure how you would vote? (*485 registered respondents*)

	Tom Corbett	Dan Onorato	Other	Don't know
<b>Aug 2010</b>	<b>29%</b>	<b>28%</b>	<b>4%</b>	<b>39%</b>

Cert\_Gov. Are you absolutely CERTAIN you will vote FOR [fill Gov] in the election, or are you still making up your mind? (*271 registered respondents with vote choice*)

64% Certain to vote  
35% Still making up mind

Lean\_Gov. As of today, do you lean more to (*rotated*) Tom Corbett, Dan Onorato, or are you leaning toward some other candidate? (*194 registered undecided respondents*)

15% Tom Corbett  
16% Dan Onorato  
3% Some other candidate  
66% Do not know

Iss\_Gov. What will be the single MOST IMPORTANT ISSUE in your vote for governor this year? (*485 registered respondents*)

Jan 2010	Feb 2010	Mar 2010	May 2010	Aug 2010	
26%	29%	28%	21%	<b>29%</b>	Economic issues, employment
8%	13%	10%	15%	<b>11%</b>	Reduce spending, debt, pass budget
13%	11%	12%	16%	<b>9%</b>	Taxes
4%	4%	4%	6%	<b>4%</b>	Education issues
1%	1%	1%	2%	<b>4%</b>	Political party, ideology
1%	1%	2%	1%	<b>4%</b>	Dissatisfied with representative, time for a change
7%	7%	6%	4%	<b>2%</b>	Healthcare
2%	3%	1%	2%	<b>2%</b>	Personality, morality, values
0%	0%	0%	2%	<b>2%</b>	Views on policy issues
1%	2%	1%	1%	<b>2%</b>	Representative of the people
0%	0%	0%	0%	<b>2%</b>	Defense, safety of nation, war, terrorism, crime
0%	0%	0%	0%	<b>1%</b>	Follow through, decisive, keeps promises
0%	0%	0%	0%	<b>1%</b>	Past performance, track record
0%	0%	0%	0%	<b>1%</b>	Welfare reform
0%	0%	0%	0%	<b>1%</b>	Senior issues
0%	0%	0%	0%	<b>1%</b>	Reduce the size of government
--	--	--	--	<b>1%</b>	Environmental issues
--	--	--	--	<b>1%</b>	Transportation issues (highways, bridges, tolls)
2%	1%	2%	1%	<b>0%</b>	Abortion stance
1%	0%	0%	0%	<b>0%</b>	Everything, nothing
11%	9%	12%	10%	<b>3%</b>	Other
23%	19%	21%	19%	<b>19%</b>	Don't know

GenBalH. If the 2010 elections for the United States House of Representatives were being held today, would you vote for the (rotated) Republican Party's candidate or the Democratic Party's candidate for the House in your district? (485 registered respondents)

	Democratic Party's Candidate	Republican Party's Candidate	Other Candidate	Don't know
<b>Aug 2010</b>	<b>39%</b>	<b>35%</b>	<b>0%</b>	<b>25%</b>
May 2010	38%	39%	0%	23%
Oct 2009	37%	34%	2%	27%

RatePres. How would you rate the way that Barack Obama is handling his job as president? (485 registered respondents)

	Excellent job	Good job	Only a fair job	Poor job	Don't know
<b>Aug 2010</b>	<b>9%</b>	<b>28%</b>	<b>28%</b>	<b>35%</b>	<b>1%</b>
May 2010	14%	24%	32%	29%	1%
Mar 2010	12%	28%	27%	32%	1%
Feb 2010	12%	29%	32%	27%	0%
Jan 2010	11%	27%	32%	29%	1%
Oct 2009	17%	23%	31%	28%	1%
Aug 2009	14%	33%	29%	24%	0%
Jun 2009	20%	35%	25%	19%	1%
Mar 2009	23%	37%	22%	14%	4%
Feb 2009	25%	30%	23%	13%	9%

RateGov. How would you rate the way that Ed Rendell is handling his job as Governor? (485 registered respondents)

	Excellent job	Good job	Only a fair job	Poor job	Don't know
<b>Aug 2010</b>	<b>7%</b>	<b>23%</b>	<b>38%</b>	<b>30%</b>	<b>2%</b>
Jun 2009	10%	28%	34%	25%	3%
Feb 2009	7%	35%	37%	17%	4%
Aug 2007	9%	38%	36%	15%	2%
Jun 2007	8%	37%	37%	17%	1%
Feb 2007	11%	39%	34%	14%	2%
Oct 2006	11%	42%	30%	15%	2%
Sep 2006	12%	45%	28%	13%	2%
Aug 2006	11%	39%	33%	15%	2%
May 2006	9%	37%	34%	17%	3%
Feb 2006	8%	36%	34%	21%	1%
Sep 2005	5%	36%	38%	18%	3%
Jun 2005	6%	36%	41%	14%	3%
Mar 2005	6%	33%	46%	11%	4%
Aug 2004	9%	37%	39%	12%	4%
Feb 2004	6%	31%	44%	13%	7%
Nov 2003	7%	33%	35%	15%	10%
Apr 2003	10%	36%	24%	10%	21%



MIP\_YF. What do you think is the MOST IMPORTANT PROBLEM facing YOU and YOUR FAMILY TODAY?

<b>Aug 2010</b>	
<b>28%</b>	Personal finances, cost of living, unemployment
<b>25%</b>	Economy, in general
<b>12%</b>	Healthcare, insurance
<b>9%</b>	Taxes
<b>5%</b>	Retirement
<b>2%</b>	Education, schools
<b>2%</b>	Government, politicians
<b>1%</b>	Crime, drugs, violence
<b>1%</b>	Environment, climate change
<b>1%</b>	Gasoline/oil prices, energy
<b>1%</b>	Housing, real estate
<b>1%</b>	Iraq War
<b>1%</b>	Personal family issues
<b>1%</b>	Personal illness, health, old age
<b>1%</b>	Terrorism, national security, foreign policy
<b>1%</b>	Values, morals, religion
<b>1%</b>	Nothing
<b>1%</b>	Other
<b>6%</b>	Don't know

Gov. Do you think that the problems facing you and your family can be solved with the help of the government, or are these problems beyond what you think the government can do?

	<b>With the help of government</b>	<b>Beyond what the government can do</b>	<b>Don't know</b>
<b>Aug 2010</b>	<b>59%</b>	<b>33%</b>	<b>9%</b>
Aug 2008	69%	25%	6%

FinToday. We are interested in how people are getting along financially these days. Would you say that YOU and YOUR FAMILY are better off, worse off, or about the same financially as you were a year ago?

	Better off	Worse off	About the same	Don't know
<b>Aug 2010</b>	<b>13%</b>	<b>33%</b>	<b>54%</b>	<b>1%</b>
May 2010	14%	39%	46%	1%
Mar 2010	13%	36%	51%	0%
Feb 2010	13%	41%	46%	0%
Jan 2010	10%	40%	50%	0%
Oct 2009	8%	36%	55%	1%
Aug 2009	9%	39%	52%	0%
Jun 2009	11%	43%	45%	1%
Mar 2009	11%	36%	53%	0%
Feb 2009	10%	44%	46%	0%
Oct 2008*	14%	44%	42%	0%
Sep 2008*	12%	40%	47%	0%
Aug 2008*	16%	37%	46%	1%
Feb 2008*	20%	29%	51%	0%
Jan 2008*	17%	25%	57%	1%
Nov 2005	20%	28%	51%	1%
Sep 2005	17%	36%	47%	0%
Jun 2005	24%	24%	52%	0%
Mar 2005	21%	28%	51%	1%
Nov 2003	17%	29%	53%	1%
Apr 2003	16%	30%	54%	0%
Sep 2002*	25%	26%	47%	1%
Jun 2002*	29%	20%	50%	1%
Jul 1999	31%	16%	52%	1%
Jul 1998	31%	16%	52%	1%
Mar 1998	31%	16%	52%	1%
Jul 1996	21%	22%	56%	1%
Feb 1996	21%	21%	57%	1%
Apr 1995	26%	21%	52%	1%

\* Question asked of registered respondents only

FinFut. Now looking AHEAD, do you think that A YEAR FROM NOW, YOU and YOUR FAMILY will be better off financially than you are now, worse off, or about the same as you are now?

	Better off	Worse off	About the same	Don't know
<b>Aug 2010</b>	<b>24%</b>	<b>15%</b>	<b>54%</b>	<b>7%</b>
May 2010	29%	17%	49%	5%
Mar 2010	27%	17%	50%	6%
Feb 2010	28%	18%	47%	7%
Jan 2010	27%	17%	49%	7%
Oct 2009	31%	14%	50%	5%
Aug 2009	31%	19%	47%	3%
Jun 2009	32%	21%	41%	6%
Mar 2009	27%	12%	55%	6%
Feb 2009	29%	19%	45%	7%
Oct 2008*	33%	14%	40%	14%
Sep 2008*	25%	18%	42%	15%
Aug 2008*	28%	15%	45%	12%
Nov 2005	29%	20%	48%	3%
Sep 2005	27%	23%	45%	5%
Jun 2005	32%	15%	48%	5%
Mar 2005	31%	20%	45%	4%
Nov 2003	33%	13%	49%	5%
Apr 2003	27%	17%	51%	5%
Sep 2002*	38%	8%	43%	11%
Jun 2002*	35%	6%	49%	10%
Jul 1999	38%	8%	50%	4%
Jul 1998	41%	9%	45%	5%
Mar 1998	39%	7%	50%	4%
Jul 1996	24%	12%	54%	10%
Feb 1996	29%	16%	49%	6%
Apr 1995	37%	12%	44%	7%

\* Question asked of registered respondents only

RespEcon. Who do you feel is most responsible for the country's current economic situation: former President Bush, President Obama, are both equally to blame or is no one really to blame?

- 38% President Bush
- 12% President Obama
- 29% Both equally
- 15% No one really to blame
- 6% Do not know

IntHard. Now I'm going to ask you about various events that happen to people. I'm interested in those that happened to you at any point during the last 12 months, that is since [fill one year ago's date]. Did any of the following hardships happen to you in the last 12 months?  
(rotated)

	<b>Aug 2010</b>	Oct 2009	Mar 2009	Feb 2009	Oct 2008*	Sep 2008*
Did you experience a reduction in pay for any reason?	<b>28%</b>	22%	22%	29%	19%	21%
Were you unable to get needed medical care because you couldn't afford it?	<b>23%</b>	18%	13%	16%	11%	14%
Did you lack health insurance coverage?	<b>23%</b>	16%	16%	22%	10%	15%
Were you unemployed and looking for work for as long as a month?	<b>19%</b>	21%	14%	17%	10%	13%
Did you fall behind in paying your rent or mortgage?	<b>14%</b>	13%	13%	13%	8%	10%
Were you unable to purchase needed food because you couldn't afford it?	<b>14%</b>	10%	11%	14%	11%	13%
Were you unable to purchase gasoline because you couldn't afford it?	<b>13%</b>	15%	12%	12%	12%	14%
Were you let go or permanently laid off from your job?	<b>13%</b>	13%	12%	15%	6%	8%
For financial reasons, did you have to temporarily live with others or in a shelter or on the street?	<b>6%</b>	7%	5%	5%	2%	3%
Did you have any utilities, such as water, heat, or electricity, shut off because you couldn't afford the bill?	<b>5%</b>	6%	4%	6%	4%	5%
Were you evicted from your apartment or house?	<b>1%</b>	2%	1%	2%	1%	0%
Did you personally benefit from national economic recovery efforts?	<b>14%</b>	13%	-	-	-	-

\*Question asked of registered respondents only

Hard\_ly. How did you personally benefit from national economic recovery efforts? (79 respondents who benefited from recovery efforts)

Oct 2009	<b>Aug 2010</b>	
42%	<b>22%</b>	Stimulus check
5%	<b>21%</b>	Unemployment funds, Cobra extensions
7%	<b>8%</b>	First-time homebuyer credit
4%	<b>4%</b>	Tax rebate, decrease in taxes
--	<b>4%</b>	Job creation
7%	<b>3%</b>	Social security payment increase
1%	<b>3%</b>	Cash for Clunkers
2%	<b>2%</b>	Helped companies so helped investments
2%	<b>2%</b>	Energy-efficiency rebates/tax credits
1%	<b>2%</b>	Road, infrastructure improvements
1%	<b>0%</b>	Decrease in property taxes
2%	<b>0%</b>	Nothing
23%	<b>22%</b>	Other
8%	<b>6%</b>	Don't know

Percentages may total more than 100% because multiple responses were accepted.

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

CNTY. Region of state (What is the name of the county you live in?)

28%	Central
22%	Southeast
13%	Northeast
11%	Southwest
8%	Philadelphia
9%	Northwest
9%	Allegheny

RESID. How many years have you lived at your current residence?

15.7 Mean

AGE. What was your age on your last birthday?

9%	18-24
18%	25-34
13%	35-44
24%	45-54
14%	55-64
22%	65 and older

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

8%	Non high school graduate
44%	High school graduate or GED
13%	Some college
9%	Two-year or tech degree
17%	Four year college degree
10%	Post graduate degree

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

27%	Single, Never Married
53%	Married
2%	Separated
7%	Divorced
11%	Widow or widower

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

	Liberal	Moderate	Conservative	Don't know
<b>Aug 2010</b>	<b>19%</b>	<b>32%</b>	<b>40%</b>	<b>9%</b>
May 2010	19%	32%	40%	9%
Mar 2010	17%	35%	40%	8%
Feb 2010	21%	33%	37%	9%
Jan 2010	19%	30%	42%	9%
Oct 2009	16%	36%	39%	9%
Aug 2009	16%	36%	43%	5%
Jun 2009	19%	34%	37%	10%
Feb 2008	20%	41%	35%	4%
Jan 2008	18%	40%	38%	4%
Aug 2007	21%	44%	31%	4%
Jun 2007	19%	42%	35%	4%
Feb 2007	21%	41%	32%	6%
Oct 2006	17%	42%	35%	6%
Sep 2006	20%	39%	36%	5%
Aug 2006	19%	38%	38%	5%
May 2006	16%	43%	35%	6%
Feb 2006	21%	41%	34%	4%
Nov 2005	17%	42%	35%	7%
Sep 2005	22%	38%	35%	5%
Jun 2005*	19%	42%	33%	7%
Mar 2005*	16%	40%	38%	6%
Oct 2004	16%	39%	38%	7%
Sep 2004	16%	52%	29%	4%
Aug 2004	15%	48%	33%	3%
Mar 2004	16%	44%	34%	6%
Feb 2004	20%	41%	33%	7%
Nov 2003	21%	42%	31%	7%
Apr 2003*	19%	41%	35%	5%
Oct 2002	16%	41%	35%	8%
Sep 2002	18%	41%	35%	6%
Jun 2002	19%	43%	33%	5%
Oct 2001	20%	38%	36%	6%
Apr 2001	19%	36%	35%	9%
Oct 2000	22%	37%	33%	8%
Feb 2000	19%	44%	37%	0%
Jul 1999	18%	37%	39%	6%

\*Question asked of all respondents regardless of registration status

PRTY1. Regardless of how you are registered, in politics, as of today, do you think of yourself as a Republican, a Democrat, or an Independent?

16%	Strong Republican
12%	Republican
11%	Lean Republican
13%	Pure Independent
14%	Lean Democrat
13%	Democrat
19%	Strong Democrat
2%	Don't know

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

18%	Yes
81%	No
1%	Do not know

VET. Are you a military veteran?

15%	Yes
85%	No

Hisp. Are you Hispanic or Latino, or not?

2%	Yes
98%	No

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

86%	White
14%	Non-white

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

	Legal under any circumstances	Legal under certain circumstances	Illegal in all circumstances	Don't know
<b>Aug 2010</b>	<b>18%</b>	<b>61%</b>	<b>19%</b>	<b>3%</b>
May 2010	21%	58%	19%	2%
Mar 2010	19%	56%	23%	2%
Feb 2010	19%	57%	22%	2%
Jan 2010	23%	50%	24%	3%
Oct 2009	20%	54%	23%	3%
Aug 2009	21%	54%	23%	2%
Jun 2009	18%	58%	22%	2%
Aug 2007	22%	56%	21%	1%
Jun 2007	21%	58%	20%	1%
Feb 2007	20%	53%	26%	1%
Oct 2006*	17%	62%	18%	3%
Sep 2006*	22%	54%	22%	2%
Aug 2006*	23%	56%	19%	2%
May 2006*	19%	65%	14%	2%
Feb 2006	23%	57%	17%	3%
Nov 2005	23%	55%	19%	3%
Sep 2005	24%	54%	19%	3%
Jun 2005	22%	55%	20%	4%
Mar 2005	18%	54%	25%	3%
Oct 2004*	18%	61%	19%	2%
Sep 2004*	22%	55%	22%	1%
Aug 2004*	20%	61%	18%	1%
Mar 2004*	16%	58%	24%	3%
Feb 2004	22%	54%	20%	4%
Nov 2003	23%	52%	21%	5%
Apr 2003*	22%	56%	21%	2%
Oct 2002*	29%	51%	17%	3%
Sep 2002*	26%	51%	19%	4%
Jun 2002*	26%	56%	15%	3%
Oct 2001*	25%	52%	20%	3%
Apr 2001*	25%	53%	18%	3%
Oct 2000*	26%	53%	15%	6%
Feb 2000*	23%	53%	20%	4%
Jul 1999	26%	54%	17%	3%

\*Question asked of registered respondents only

REL. Do you consider yourself to be Protestant, Catholic, some other religion, or not affiliated with any religion?

- 33% Protestant
- 31% Catholic
- 18% Some other religion
- 17% Not affiliated with any religion



BAC. Do you consider yourself to be a born-again Christian or fundamentalist, or not?

29% Yes  
 68% No  
 3% Do not know

Bible. Which of these statements comes closest to describing your feelings about the Bible?

	The Bible is the actual word of God and is to be taken literally, word for word.	The Bible is the inspired word of God but not everything in it should be taken literally, word for word.	The Bible is an ancient book of fables, legends, history, and moral precepts recorded by men.	Don't know
<b>Aug 2010</b>	<b>31%</b>	<b>50%</b>	<b>17%</b>	<b>2%</b>
May 2010	31%	48%	17%	4%
Mar 2010	29%	53%	15%	3%
Feb 2010	30%	49%	18%	3%
Jan 2010	34%	47%	16%	3%
Oct 2009	33%	49%	15%	3%
Aug 2009	32%	48%	17%	3%
Jun 2009	25%	56%	17%	2%
Feb 2006	27%	51%	21%	1%
Nov 2005	25%	54%	18%	4%
Sep 2004*	26%	59%	13%	3%
Aug 2004*	26%	55%	16%	3%

\*Question asked of registered respondents only

NumA. Including yourself, how many adults 18 years of age or OLDER CURRENTLY live in this household?

26% One  
 53% Two  
 14% Three  
 8% Four or more

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

44% Full-time  
 16% Part-time  
 1% Going to school  
 7% Keeping house  
 7% Unemployed  
 6% Disabled  
 20% Retired

INC1. And, just for statistical purposes, we need to know if your total family income is above or below \$50,000 per year?

23%	Under \$25,000
14%	\$25-\$35,000
11%	\$35-50,000
17%	\$50-75,000
13%	\$75-100,000
15%	Over \$100,000
6%	Don't know

DONE. Sex of respondent:

48%	Female
52%	Male