

*For immediate release October 31, 2012*

FRANKLIN & MARSHALL

# Franklin & Marshall College Poll

## SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS

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## Table of Contents

<b>KEY FINDINGS</b> .....	<b>3</b>
THE PRESIDENTIAL ELECTION IN PENNSYLVANIA .....	3
THE US SENATE ELECTION IN PENNSYLVANIA .....	6
<b>METHODOLOGY</b> .....	<b>7</b>
<b>ATTACHMENT A</b> .....	<b>8</b>
<b>ATTACHMENT B</b> .....	<b>9</b>
<b>MARGINAL FREQUENCY REPORT</b> .....	<b>10</b>

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

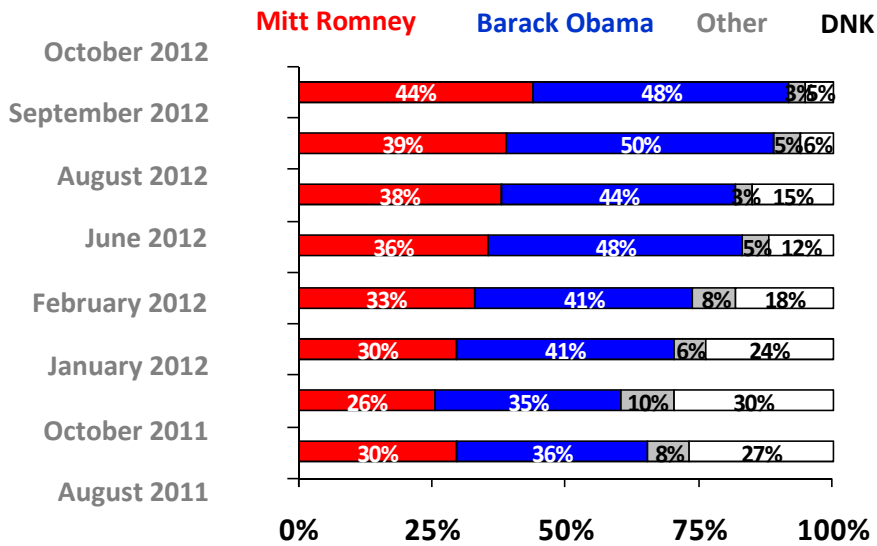
The October 2012 Franklin & Marshall College Poll finds President Barack Obama with a narrow lead over his Republican challenger Mitt Romney. President Obama's lead over Mitt Romney has decreased during the past month. Although voters believe the president is better prepared to handle specific aspects of the presidency, they now believe Mitt Romney is better equipped to fix the economy. Romney has also improved his personal popularity among voters while the president's has remained mostly steady. In the US Senate race, incumbent Democrat Bob Casey, Jr. leads the Republican challenger Tom Smith by a comfortable margin, although one in seven voters remains undecided at the moment.

### ***The Presidential Election in Pennsylvania***

President Obama has led Mitt Romney in every Franklin & Marshall College Poll since October 2011 (see Figure 1). The president currently leads Romney among registered voters in Pennsylvania 48% to 44% with 5% undecided. One in ten (9%) voters who expressed a preference say they could still change their minds before election day. The president's advantage is the same among likely voters, 49% to 45%, with 4% undecided. President Obama has comfortable leads among young voters, non-whites and women (see Attachment A). Mitt Romney holds an advantage among men, conservatives, Protestants, and born-again Christians.

**Figure 1: Presidential Horse Race, Pennsylvania October 2012**

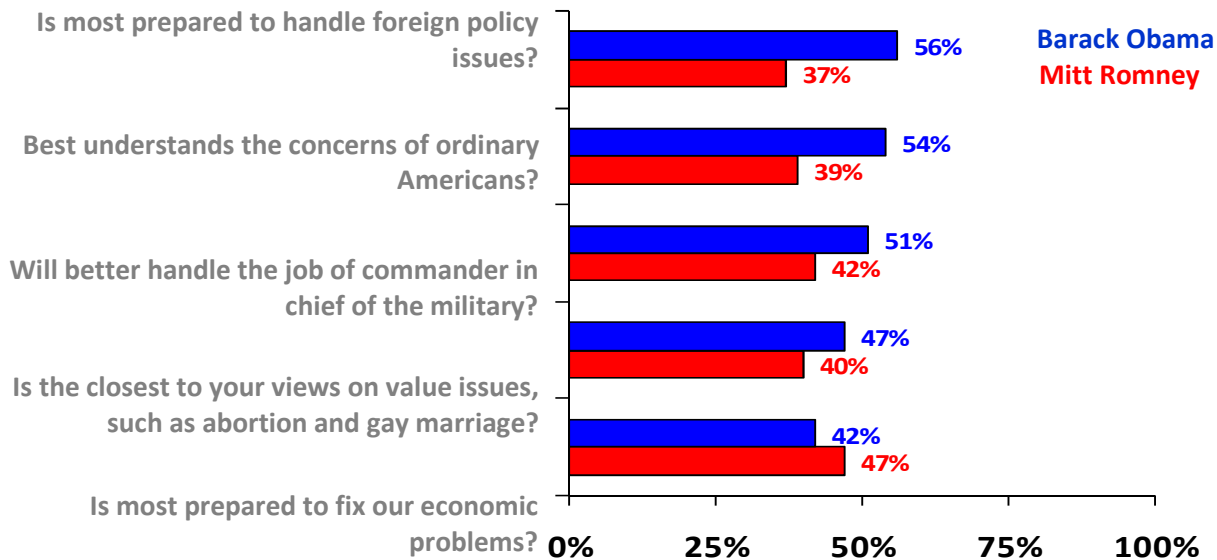
*If the November 2012 general election for president were being held today and the candidates were [rotate] Mitt Romney the Republican, Barack Obama the Democrat, Jill Stein the Green Party, and Gary Johnson the Libertarian, would you vote for: [rotate] Mitt Romney, Barack Obama, Jill Stein, Gary Johnson, or some other candidate?*



Both President Obama’s personal favorability ratings and job approval ratings were mostly stable in Pennsylvania over the past month. Mitt Romney’s favorability ratings have improved markedly. Registered voters in Pennsylvania believe the president is better prepared than Mitt Romney to handle specific aspects of his job and to better reflect their concerns and values, but Romney re-gained the advantage on economic issues he had in the August survey (see Figure 2).

**Figure 2: Presidential Attributes, Pennsylvania October 2012**

*Regardless of how you plan to vote, which presidential candidate do you think is best described by each of the following statements? Do you think Barack Obama or Mitt Romney...*



President Obama’s re-election prospects in Pennsylvania today are more challenging than his position in October 2008 (see Table 1). His personal favorability scores are a bit lower than in 2008. The president’s job performance scores are much better than were President Bush’s in 2008, President Bush’s poor job performance ratings were undeniably a drag on the Republican ticket at the time, but they are still a net negative for him. Compared to 2004, President Obama’s

favorability and job performance scores are similar to President Bush’s ratings when he stood for re-election, although the personal popularity of Mr. Bush’s challenger was higher than Mitt Romney’s. Voter interest is currently higher than in 2004 but below the record levels of interest generated during the 2008 campaign.

**Table 1: Pennsylvania Survey Indicator Comparison: October 2004, 2008, and 2012**

	October 2004	October 2008	October 2012
Favorable / Unfavorable	43% / 46% (Bush)	53% / 33% (Obama)	50% / 44% (Obama)
Challenger Favorable / Unfavorable	47% / 40% (Kerry)	45% / 40% (McCain)	42% / 47% (Romney)
President Job Performance (Exc+Good / Fair+Poor)	44% / 56% (Bush)	18% / 81% (Bush)	46% / 53% (Obama)
Personal Finances (Better / Worse)	-	-	16% / 27%
Voter Interest (very interested)	64%	73%	67%
Democratic Candidate Advantage (D% - R%)	+ 5	+ 12	+ 4

### ***The US Senate Election in Pennsylvania***

Incumbent US Senator Bob Casey, Jr. has an advantage over his Republican challenger, Tom Smith, 46% to 35%, with one in seven voters undecided (14%). Senator Casey’s lead is the same among likely voters, 48% to 39%, with 10% undecided. Tom Smith’s name recognition has improved since August and September. Senator Casey leads among many voter groups at the moment, but Tom Smith leads in some parts of the state and is competitive among men (see Attachment B).

## Methodology

The survey findings presented in this release are based on the results of interviews conducted October 23 – October 28, 2012. 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 849 Pennsylvania registered voters, including 427 Democrats, 317 Republicans, and 105 registered as Independent/Other. The sample of registered voters was obtained from Voter Contact Services. Survey results were weighted (region, gender, and party) using an iterative weighting algorithm to reflect the known distribution of those characteristics as reported by the Pennsylvania Department of State.

The sample error for this survey is +/- 3.4 percentage points. The presidential likely voter model, containing 547 voters, has a sample error of +/- 4.2%. Likely voters are those who indicate they are “very much” interested in the campaign and are “certain” to vote. 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.

# Attachment A

## Horse Race: Obama vs. Romney, Pennsylvania October 2012

If the November 2012 general election for president was being held today and the candidates were [rotate] Mitt Romney the Republican, Barack Obama the Democrat, Jill Stein the Green Party, and Gary Johnson the Libertarian, would you vote for: [rotate] Mitt Romney, Barack Obama, Jill Stein, Gary Johnson, or some other candidate? (registered voters)

	Obama	Romney	Other	Don't know
<b>Political Party*</b>				
Republican	12%	81%	2%	5%
Democrat	79%	15%	2%	4%
Independent/Other	32%	48%	10%	10%
<b>Ideology*</b>				
Liberal	93%	4%	2%	1%
Moderate	53%	35%	4%	8%
Conservative	14%	81%	2%	3%
<b>Gender*</b>				
Male	42%	48%	4%	5%
Female	54%	40%	1%	5%
<b>Age**</b>				
18-34	55%	33%	7%	5%
35-54	45%	47%	3%	5%
55 and over	49%	44%	2%	5%
<b>Education</b>				
High school or less	44%	48%	4%	5%
Some college	48%	44%	3%	6%
College degree	51%	41%	2%	5%
<b>Household Income</b>				
Less than \$35,000	54%	36%	2%	8%
\$35-75,000	49%	44%	2%	5%
Over \$75,000	49%	47%	2%	2%
<b>Race*</b>				
Non-white	73%	15%	2%	10%
White	46%	47%	3%	5%
<b>Marital Status*</b>				
Not currently married	61%	31%	2%	5%
Single, never married	64%	27%	4%	5%
Married	42%	50%	3%	5%
<b>Religious Affiliation*</b>				
Other/unaffiliated	60%	31%	5%	3%
Protestant	37%	55%	2%	6%
Catholic	52%	41%	2%	5%
<b>Born Again Christian or Fundamentalist*</b>				
Yes	35%	58%	2%	5%
No	54%	37%	3%	5%
<b>Household Union Member*</b>				
Yes	64%	31%	3%	3%
No	45%	47%	2%	6%
<b>Military Veteran**</b>				
Yes	37%	53%	4%	5%
No	50%	42%	2%	5%
<b>Region*</b>				
Northeast	54%	35%	2%	8%
Philadelphia	79%	16%	0%	5%
Southeast	45%	47%	2%	6%
Northwest	42%	53%	1%	4%
Central	37%	53%	4%	6%
Allegheny	59%	36%	3%	1%
Southwest	43%	52%	3%	2%
<b>Employment</b>				
Fulltime	50%	43%	3%	4%
Other	48%	44%	2%	6%
Retired	46%	46%	2%	6%

\* p<0.01

\*\* p<0.05

# Attachment B

## Horse Race: Casey vs. Smith, Pennsylvania October 2012

If the November 2012 general election for U.S. Senator was being held today and the candidates were [rotate] Tom Smith, the Republican, Bob Casey Jr., the Democrat, and Rayburn Smith, the Libertarian, would you vote for: [rotate] Tom Smith, Bob Casey Jr., Rayburn Smith, or some other candidate? (registered voters)

	Casey	Smith	Other	Don't know
<b>Political Party*</b>				
Republican	14%	67%	5%	14%
Democrat	74%	11%	3%	12%
Independent/Other	28%	38%	12%	22%
<b>Ideology*</b>				
Liberal	81%	6%	4%	9%
Moderate	54%	25%	6%	16%
Conservative	16%	68%	5%	11%
<b>Gender*</b>				
Male	41%	42%	6%	11%
Female	50%	28%	4%	17%
<b>Age*</b>				
18-34	36%	28%	7%	29%
35-54	39%	38%	5%	18%
55 and over	50%	35%	4%	10%
<b>Education</b>				
High school or less	41%	37%	5%	17%
Some college	48%	35%	4%	14%
College degree	48%	34%	5%	13%
<b>Household Income</b>				
Less than \$35,000	56%	27%	5%	12%
\$35-75,000	48%	37%	4%	12%
Over \$75,000	44%	36%	5%	15%
<b>Race*</b>				
Non-white	57%	9%	9%	25%
White	45%	38%	4%	13%
<b>Marital Status*</b>				
Not currently married	51%	29%	8%	13%
Single, never married	54%	21%	6%	19%
Married	43%	40%	4%	14%
<b>Religious Affiliation*</b>				
Other/unaffiliated	51%	27%	6%	16%
Protestant	37%	44%	4%	14%
Catholic	52%	31%	5%	13%
<b>Born Again Christian or Fundamentalist*</b>				
Yes	34%	47%	5%	14%
No	52%	30%	5%	14%
<b>Household Union Member*</b>				
Yes	59%	26%	6%	9%
No	43%	38%	4%	15%
<b>Military Veteran**</b>				
Yes	42%	43%	7%	8%
No	47%	33%	4%	15%
<b>Region*</b>				
Northeast	52%	30%	6%	12%
Philadelphia	72%	4%	5%	19%
Southeast	38%	40%	4%	18%
Northwest	43%	45%	2%	10%
Central	37%	44%	4%	15%
Allegheny	61%	24%	7%	8%
Southwest	41%	40%	7%	12%
<b>Employment</b>				
Fulltime	45%	37%	4%	14%
Other	43%	34%	5%	17%
Retired	48%	34%	5%	12%

\* p<0.01

\*\* p<0.05

# Marginal Frequency Report

Responses may not total 100% due to rounding.

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

100% Yes  
0% No

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

37% Republican  
50% Democrat  
11% Independent  
2% Something else

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? (*rotated*)

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
<b>BARACK OBAMA</b>						
Oct 2012	36%	14%	7%	38%	6%	0%
Sep 2012	35%	15%	6%	36%	7%	1%
Aug 2012	25%	21%	8%	37%	7%	1%
June 2012	26%	21%	11%	33%	9%	1%
Feb 2012	23%	22%	12%	35%	8%	0%
Jan 2012	25%	20%	12%	32%	9%	1%
Mar 2011	17%	24%	11%	33%	14%	2%
May 2010	26%	18%	12%	34%	10%	0%
Mar 2010	25%	17%	13%	33%	11%	1%
Feb 2010	27%	22%	10%	29%	11%	1%
Jan 2010	23%	21%	11%	33%	10%	2%
Oct 2009	29%	16%	12%	27%	13%	3%
Aug 2009	29%	26%	9%	28%	7%	1%
Jun 2009	39%	17%	6%	21%	14%	3%
Feb 2009	38%	18%	8%	15%	17%	4%
Oct 2008	38%	15%	8%	25%	12%	3%
Sep 2008	31%	18%	9%	21%	17%	3%
Aug 2008	25%	18%	7%	22%	23%	5%
<b>MITT ROMNEY</b>						
Oct 2012	28%	15%	12%	34%	9%	3%
Sep 2012	18%	16%	13%	40%	10%	3%
Aug 2012	14%	18%	17%	32%	13%	6%
June 2012	11%	16%	17%	31%	16%	10%
Feb 2012	6%	21%	18%	26%	21%	8%
Jan 2012	4%	21%	13%	22%	21%	19%

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
<b>BOB CASEY</b>						
<b>Oct 2012</b>	<b>16%</b>	<b>20%</b>	<b>12%</b>	<b>19%</b>	<b>14%</b>	<b>19%</b>
Sep 2012	14%	23%	13%	16%	13%	22%
Aug 2012	11%	25%	12%	10%	16%	27%
June 2012	14%	24%	10%	8%	14%	29%
Jan 2012	9%	20%	9%	8%	18%	35%
Mar 2011	6%	19%	11%	8%	19%	37%
May 2010	10%	23%	9%	11%	16%	31%
Mar 2010	9%	24%	10%	11%	17%	29%
Feb 2010	13%	20%	9%	9%	15%	34%
Jan 2010	9%	23%	11%	9%	17%	31%
Oct 2009	11%	21%	9%	12%	15%	32%
Aug 2009	17%	24%	10%	8%	17%	24%
Jun 2009	11%	21%	12%	5%	17%	34%
Feb 2009	11%	19%	9%	8%	21%	32%
<b>TOM SMITH</b>						
<b>Oct 2012</b>	<b>13%</b>	<b>15%</b>	<b>7%</b>	<b>21%</b>	<b>16%</b>	<b>29%</b>
Sep 2012	8%	12%	7%	11%	13%	49%
Aug 2012	5%	8%	4%	4%	11%	68%
June 2012	2%	6%	2%	4%	8%	77%

Vote\_Nov. Many people will vote in the election for president in November, however, many other people will not. What would you say are the chances you will vote in the November presidential 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 for president?

- 93% Certain to vote
- 4% Will probably vote
- 2% Chances 50-50
- 1% Don't think will vote

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 2012 elections?

	Very much interested	Somewhat interested	Not very interested
<b>Oct 2012</b>	<b>67%</b>	<b>28%</b>	<b>5%</b>
Sep 2012	66%	29%	6%
Aug 2012	58%	34%	8%
June 2012	51%	38%	11%
Feb 2012	52%	39%	9%
Jan 2012	46%	44%	11%

Vot08. Did you vote in the last presidential election in 2008, or not?

95% Yes  
5% No

Vot08pref. Did you vote for Barack Obama, John McCain, or some other candidate in 2008?

55% Obama  
41% McCain  
3% Other  
1% Do not know

Pres2012. If the November 2012 general election for president was being held today and the candidates were [rotate] Mitt Romney the Republican, Barack Obama the Democrat, Jill Stein the Green Party, and Gary Johnson the Libertarian, would you vote for: [rotate] Mitt Romney, Barack Obama, Jill Stein, Gary Johnson, or some other candidate?

	Obama	Romney	Stein	Johnson	Other	Don't know
<b>Oct 2012</b>	<b>48%</b>	<b>44%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>5%</b>
Sep 2012	50%	39%	--	--	5%	6%
Aug 2012	44%	38%	--	--	3%	15%
June 2012	48%	36%	--	--	5%	12%
Feb 2012	41%	33%	--	--	8%	18%
Jan 2012	41%	30%	--	--	6%	24%
Oct 2011	35%	26%	--	--	10%	30%
Aug 2011	36%	30%	--	--	8%	27%

CertPres Are you absolutely CERTAIN you will vote FOR [candidate] in the election, or are you still making up your mind? (800 respondents with a vote choice)

	Certain	Making up Mind	Don't know
<b>Oct 2012</b>	<b>91%</b>	<b>9%</b>	<b>0%</b>
Sep 2012	88%	12%	0%
Aug 2012	84%	15%	0%
June 2012	82%	17%	1%

LeanPres As of today, do you lean more to (rotated) ... or are you leaning toward some other candidate? (48 undecided respondents)

Rotated	Obama	Romney	Stein	Johnson	Other	Don't know
<b>Oct 2012</b>	<b>9%</b>	<b>14%</b>	<b>0%</b>	<b>3%</b>	<b>10%</b>	<b>65%</b>
Sep 2012	32%	9%	--	--	14%	46%
Aug 2012	22%	24%	--	--	10%	44%
June 2012	30%	15%	--	--	12%	43%

Vchg1 At any point during the Presidential campaign have you changed your mind about which candidate you planned to vote for?

11% Yes  
88% No  
1% Do not know

Vchg2 What issue or event caused you to change your mind? (88 asked only of respondents who changed mind)

22% Debates  
19% Candidates personality or background  
23% Domestic policy position(s)  
16% Economic policy position(s)  
2% Foreign policy position(s)  
6% Party ticket or platform issue  
6% Primary results  
3% Media ads  
2% Track record  
4% None, nothing  
9% Other  
9% Do not know

Responses total more than 100% because multiple responses were accepted.

Vchg3 Do you think you might change your mind before Election Day?

6% Yes  
90% No  
4% Do not know

IntDesPres Regardless of how you plan to vote, which presidential candidate do you think is best described by each of the following statements? Do you think Barack Obama or Mitt Romney...

<b>October 2012</b>	<b>Obama</b>	<b>Romney</b>	<b>Don't know</b>
Best understands the concerns of ordinary Americans?	54%	39%	7%
Is most prepared to fix our economic problems?	42%	47%	11%
Is closest to your views on value issues, such as abortion and gay marriage?	47%	40%	13%
Will better handle the job of commander in chief of the military?	51%	42%	8%
Is most prepared to handle foreign policy issues?	56%	37%	7%

<b>September 2012</b>	<b>Obama</b>	<b>Romney</b>	<b>Don't know</b>
Best understands the concerns of ordinary Americans?	59%	32%	9%
Is most prepared to fix our economic problems?	47%	43%	10%
Is closest to your views on value issues, such as abortion and gay marriage?	48%	39%	14%
Will better handle the job of commander in chief of the military?	53%	38%	9%
Is most prepared to handle foreign policy issues?	56%	33%	11%

<b>August 2012</b>	<b>Obama</b>	<b>Romney</b>	<b>Don't know</b>
Best understands the concerns of ordinary Americans?	57%	30%	13%
Is most prepared to fix our economic problems?	42%	44%	15%
Is closest to your views on value issues, such as abortion and gay marriage?	44%	42%	14%
Will better handle the job of commander in chief of the military?	47%	37%	16%
Is most prepared to handle foreign policy issues?	53%	34%	13%

<b>June 2012</b>	<b>Obama</b>	<b>Romney</b>	<b>Don't know</b>
Best understands the concerns of ordinary Americans?	57%	31%	13%
Is most prepared to fix our economic problems?	44%	38%	18%
Is closest to your views on value issues, such as abortion and gay marriage?	47%	37%	15%
Will better handle the job of commander in chief of the military?	51%	33%	16%
Is most prepared to handle foreign policy issues?	57%	29%	14%

Sen2012 If the November 2012 general election for U.S. SENATOR was being held today and the candidates were [rotate] Tom Smith, the Republican, Bob Casey Jr., the Democrat, and Rayburn Smith, the Libertarian, would you vote for: [rotate] Tom Smith, Bob Casey Jr., Rayburn Smith, or some other candidate?

	Casey	Tom Smith	Rayburn Smith	Other	Don't know
<b>Oct 2012</b>	<b>46%</b>	<b>35%</b>	<b>2%</b>	<b>3%</b>	<b>14%</b>
Sep 2012	46%	34%	--	6%	14%
Aug 2012	35%	23%	--	2%	39%
June 2012	42%	21%	--	2%	35%

CertSen. Are you absolutely CERTAIN you will vote FOR [candidate] in the election, or are you still making up your mind? (726 respondents with a vote choice)

	Certain	Making up Mind	Don't know
<b>Oct 2012</b>	<b>77%</b>	<b>23%</b>	<b>1%</b>
Sep 2012	72%	27%	1%
Aug 2012	74%	26%	1%
June 2012	73%	25%	2%

LeanSen. As of today, do you lean more to (rotated) ... or are you leaning toward some other candidate? (123 undecided respondents)

Rotated	Casey	Tom Smith	Rayburn Smith	Other	Don't know
<b>Oct 2012</b>	<b>16%</b>	<b>15%</b>	<b>1%</b>	<b>2%</b>	<b>66%</b>
Sep 2012	14%	13%	--	2%	72%
Aug 2012	18%	13%	--	6%	62%
June 2012	19%	10%	--	9%	63%

RateSenC. How would you rate the way that Bob Casey, JR. is handling his job as U.S. SENATOR?  
 Would you say he is doing... an excellent job, a good job, only a fair job, or a poor job as U.S. Senator?

	Excellent Job	Good Job	Only a Fair Job	Poor Job	Don't Know
<b>Oct 2012</b>	<b>6%</b>	<b>31%</b>	<b>33%</b>	<b>18%</b>	<b>12%</b>
Sep 2012	7%	31%	32%	15%	16%
Aug 2012	4%	32%	37%	11%	16%
June 2012	5%	33%	32%	8%	21%
Feb 2012	4%	26%	43%	12%	15%
Jan 2012	4%	31%	36%	11%	19%
Oct 2011	5%	33%	38%	9%	16%
Aug 2011	5%	27%	43%	9%	16%
Mar 2011	3%	26%	39%	9%	23%
Feb 2009	7%	31%	32%	10%	20%
Aug 2007	5%	37%	36%	7%	15%

RatePres. How would you rate the way that Barack Obama is handling his job as president?  
 Would you say he is doing... an excellent job, a good job, only a fair job, or a poor job as President?

	Excellent job	Good job	Only a fair job	Poor job	Don't know
<b>Oct 2012</b>	<b>17%</b>	<b>29%</b>	<b>20%</b>	<b>33%</b>	<b>1%</b>
Sep 2012	18%	29%	19%	33%	0%
Aug 2012	12%	31%	23%	33%	1%
June 2012	13%	29%	30%	28%	1%
Feb 2012	11%	26%	29%	35%	0%
Jan 2012	9%	31%	29%	30%	0%
Oct 2011	9%	28%	31%	32%	1%
Aug 2011	9%	25%	33%	33%	1%
Mar 2011	7%	28%	30%	34%	1%
Oct 2010	8%	24%	31%	36%	1%
Sep 2010	10%	26%	33%	30%	0%
Aug 2010	9%	28%	28%	35%	1%
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%

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>Oct 2012*</b>	<b>16%</b>	<b>27%</b>	<b>56%</b>	<b>1%</b>
Sep 2012*	16%	26%	57%	0%
Aug 2012*	15%	27%	58%	0%
June 2012*	16%	27%	57%	0%
Feb 2012*	16%	28%	56%	0%
Jan 2012*	15%	26%	60%	0%
Mar 2011	11%	31%	57%	1%
Aug 2010	13%	33%	54%	1%
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>Oct 2012*</b>	<b>34%</b>	<b>7%</b>	<b>43%</b>	<b>16%</b>
Sep 2012*	26%	9%	53%	12%
Aug 2012*	25%	11%	52%	12%
June 2012*	21%	14%	57%	8%
Feb 2012*	23%	13%	58%	6%
Jan 2012*	27%	13%	53%	6%
Mar 2011	27%	26%	43%	5%
Aug 2010	24%	15%	54%	7%
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*

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?

- 21% Strong Republican
- 8% Republican
- 12% Lean Republican
- 8% Pure Independent
- 10% Lean Democrat
- 9% Democrat
- 31% Strong Democrat
- 0% Other
- 1% Do not know

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?)

10%	Philadelphia
12%	Northeast
10%	Allegheny
11%	Southwest
9%	Northwest
26%	Central
23%	Southeast

AGE. What was your age on your last birthday?

4%	18-24
6%	25-34
11%	35-44
18%	45-54
26%	55-64
35%	65 and older

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

4%	Non high school graduate
26%	High school graduate or GED
14%	Some college
12%	Two-year or tech degree
24%	Four year college degree
21%	Post graduate degree

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

15%	Single, Never Married
70%	Married
0%	Separated
7%	Divorced
7%	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>Oct 2012</b>	<b>22%</b>	<b>39%</b>	<b>35%</b>	<b>5%</b>
Sep 2012	26%	34%	35%	5%
Aug 2012	21%	40%	36%	4%
June 2012	25%	34%	36%	5%
Feb 2012	17%	39%	40%	4%
Jan 2011	21%	39%	36%	4%
Oct 2011	20%	39%	33%	8%
Aug 2011	24%	32%	37%	7%
Mar 2011	16%	33%	41%	10%
Oct 2010	16%	37%	39%	8%
Sep 2010	15%	34%	40%	10%
Aug 2010	19%	32%	40%	9%
May 2010	19%	32%	40%	9%
Mar 2010	17%	35%	40%	8%
Feb 2010	21%	33%	37%	9%
Jan 2010	19%	30%	42%	9%

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

19% Yes  
81% No  
1% Do not know

VET. Are you a military veteran?

17% Yes  
83% No

Hisp. Are you Hispanic or Latino, or not?

2% Yes  
98% No

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

90% White  
10% Non-white

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

39% Protestant  
35% Catholic  
12% Some other religion  
14% Not affiliated with any religion  
1% Do not know

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

31% Yes  
68% No  
1% Don't know

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

44%	Full-time
11%	Part-time
3%	Going to school
6%	Keeping house
3%	Unemployed
3%	Disabled
31%	Retired

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

11%	Under \$25,000
11%	\$25-\$35,000
12%	\$35-50,000
22%	\$50-75,000
15%	\$75-100,000
24%	Over \$100,000
6%	Don't know

DONE. Sex of respondent:

48%	Male
52%	Female