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<thead>
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<tr>
<td>KEY FINDINGS ........................................................................................................................ 3</td>
</tr>
<tr>
<td>THE DIRECTION OF THE STATE ................................................................................................. 3</td>
</tr>
<tr>
<td>PRESIDENTIAL POLITICS ......................................................................................................... 5</td>
</tr>
<tr>
<td>STATE GOVERNMENT’S FALL AGENDA ......................................................................................... 6</td>
</tr>
<tr>
<td>METHODOLOGY ........................................................................................................................ 7</td>
</tr>
<tr>
<td>ATTACHMENT A ......................................................................................................................... 8</td>
</tr>
<tr>
<td>ATTACHMENT B ........................................................................................................................... 9</td>
</tr>
<tr>
<td>MARGINAL FREQUENCY REPORT ................................................................................................. 10</td>
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</tbody>
</table>

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 2011 Franklin & Marshall College Poll of Pennsylvania adults finds that most Pennsylvanians are concerned about the direction of the state and that most believe unemployment and economic concerns are the greatest problems facing the state. The survey also finds that more state voters believe it is time for a change than believe President Obama deserves re-election, but this general sentiment does not provide a specific and equal advantage for every Republican candidate he might face in the 2012 election.

The Direction of the State

Most (53%) Pennsylvania adults believe the state is headed in the wrong direction, which is consistent with the March 2011 Franklin & Marshall Poll. About half (47%) of the state’s residents cite unemployment and the economy as the biggest problems facing the Commonwealth.

As they were in March, Pennsylvania voters are as pessimistic about the performance of the state’s leading political figures as they are about the economy and direction of the state. The job performance ratings for President Obama, Governor Corbett, and Senators Casey and Toomey are each more negative than positive (see Figure 1). Governor Corbett’s job performance rating is well below the ratings Ed Rendell and Tom Ridge received at this early point in their gubernatorial tenures. In 30 surveys conducted between 1991 and 2011, the average positive gubernatorial job performance rating is 46%. Attachment A displays job performance ratings by partisan affiliation.
Figure 1: Job Performance of Political Figures, Pennsylvania

How would you rate the way that [fill name] is handling his job as [fill title]? Would you say he is doing...an excellent job, a good job, only a fair job, or a poor job as [fill title]?

Note: Chart displays registered voters.
Presidential Politics

More (52%) of the state’s voters believe it is time for a change than believe President Obama deserves re-election (41%). Attachment B displays the hard re-elect question by selected demographic characteristics. Still, Pennsylvania is a state where Democrats hold a tremendous voter registration advantage over Republicans. Consequently, President Obama leads in match-ups with several Republican opponents (see Figure 2), but a large number of voters remain undecided in each of these match-ups. Mitt Romney fares best against the president in Pennsylvania, while Michelle Bachmann trails the president significantly.

Figure 2: Presidential Horse Races, Pennsylvania

If the November 2012 general election for president were being held today and the candidates were [rotate] [fill candidate] the Republican and Barack Obama the Democrat, would you vote for [rotate] [fill candidate] or Barack Obama, some other candidate, or aren’t you sure how you would vote?

- Barack Obama: 42%
- Michelle Bachmann: 23%
- Barack Obama: 39%
- Rick Santorum: 31%
- Barack Obama: 38%
- Rick Perry: 27%
- Barack Obama: 36%
- Mitt Romney: 30%

Note: Chart displays registered voters.
State Government’s Fall Agenda

The state legislature is expected to discuss a tax on natural gas extraction and the sale of the state’s liquor stores during its fall legislative session. A majority of Pennsylvanians favor both selling the state-owned liquor stores (56% favor and 30% oppose) and taxing companies that extract and sell natural gas (65% favor and 21% oppose). Among those who favor a natural gas tax, most (72%) believe the proceeds from the tax should be shared by both the state and the local communities where drilling takes place. Few (12%) residents believe the proceeds from a natural gas tax should be dedicated solely to the local communities where the drilling takes place.
Methodology

The survey findings presented in this release are based on the results of interviews conducted August 22-29, 2011. 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 525 adult residents of Pennsylvania, including 407 registered adults (216 Democrats, 140 Republicans, 42 registered as Independent/Other, and 9 who refused to identify party). Telephone numbers for the survey were generated using random digit dialing with a cell phone supplement, 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 +/- 4.3 percentage points. The sample error for registered adults is +/- 4.9 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.
## Job Performance of Political Figures by Party, Pennsylvania

How would you rate the way that [fill name] is handling his job as [fill title]? Would you say he is doing an... an excellent job, a good job, only a fair job, or a poor job as [fill title]?

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<th>Fair + Poor</th>
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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?

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MIP_PA. What do you think is the MOST IMPORTANT problem facing PENNSYLVANIA TODAY?

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<td>6%</td>
<td>5%</td>
<td>5%</td>
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</tr>
</tbody>
</table>

*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?

78% Yes
22% No

RegPARTY. Are you currently registered as a Republican, a Democrat, an Independent, or as something else? (407 registered respondents)

35% Republican
54% Democrat
10% Independent
1% Something else
Pres12MR. If the November 2012 general election for president was being held today and the candidates were [rotate] Mitt Romney the Republican and Barack Obama the Democrat, would you vote for: [rotate] Mitt Romney or Barack Obama, some other candidate, or aren’t you sure how you would vote? (407 registered respondents)

30% Romney
36% Obama
8% Other
27% Do not know

Pres12MB. If the November 2012 general election for president was being held today and the candidates were [rotate] Michelle Bachmann the Republican and Barack Obama the Democrat, would you vote for: [rotate] Michelle Bachmann or Barack Obama, some other candidate, or aren’t you sure how you would vote? (407 registered respondents)

23% Bachmann
42% Obama
12% Other
22% Do not know

Pres12RP. If the November 2012 general election for president was being held today and the candidates were [rotate] Rick Perry the Republican and Barack Obama the Democrat, would you vote for: [rotate] Rick Perry or Barack Obama, some other candidate, or aren’t you sure how you would vote? (407 registered respondents)

27% Perry
38% Obama
10% Other
26% Do not know

Pres12RS. If the November 2012 general election for president was being held today and the candidates were [rotate] Rick Santorum the Republican and Barack Obama the Democrat, would you vote for: [rotate] Rick Santorum or Barack Obama, some other candidate, or aren’t you sure how you would vote? (407 registered respondents)

31% Santorum
39% Obama
10% Other
20% Do not know

IntQ9. Do you favor or oppose the following measures as a way for the state of Pennsylvania to balance its budget? Do you favor or oppose...

<table>
<thead>
<tr>
<th>Measure</th>
<th>Strongly Favor</th>
<th>Somewhat Favor</th>
<th>Somewhat Oppose</th>
<th>Strongly Oppose</th>
<th>Do Not Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Selling the state-owned liquor stores to private companies</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 2011</td>
<td>31%</td>
<td>25%</td>
<td>13%</td>
<td>17%</td>
<td>15%</td>
</tr>
<tr>
<td>Mar 2011</td>
<td>45%</td>
<td>19%</td>
<td>11%</td>
<td>15%</td>
<td>11%</td>
</tr>
<tr>
<td>Taxing companies that extract and sell natural gas</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Aug 2011</td>
<td>45%</td>
<td>20%</td>
<td>10%</td>
<td>11%</td>
<td>14%</td>
</tr>
<tr>
<td>Mar 2011</td>
<td>41%</td>
<td>21%</td>
<td>13%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>
MS1. Do you think taxes collected on natural gas extraction should benefit the entire state, should only go to the local communities where the drilling takes place, or should be shared by both state and local communities?

14%  Benefit the entire state  
12%  Only go to the local communities  
72%  Shared by state and local communities  
2%  Do not know

MS2. Is your opinion of the natural gas drilling industry favorable or unfavorable? [probe: strongly, somewhat]

31%  Strongly favor  
35%  Somewhat favor  
12%  Somewhat oppose  
11%  Strongly oppose  
11%  Do not know

MS3. Do you believe the potential economic benefits of natural gas drilling outweigh the possible environmental damage that drilling might cause OR do you think the potential environmental risks of drilling outweigh the potential economic benefits?

39%  Benefits of drilling outweigh environmental damage  
35%  Potential environmental risks outweigh the economic benefits  
26%  Do not know

MS4. Do you think that natural gas drilling in Pennsylvania has improved or reduced the quality of life in those communities where drilling is taking place?

15%  Strongly improved  
20%  Somewhat improved  
17%  Somewhat reduced  
9%  Strongly reduced  
40%  Do not know

MS5. The state of Pennsylvania currently allows natural gas drilling in state-owned forests. About half of the state forests with natural gas deposits have been leased to natural gas drilling companies. Some state officials have proposed that all state forestland with natural gas deposits should be opened for natural gas drilling, but the state agency that manages the state’s forests believes additional drilling is likely to harm the forests. Do you favor or oppose opening more of the state’s forestland to natural gas drilling?

10%  Strongly favor  
12%  Somewhat favor  
18%  Somewhat oppose  
54%  Strongly oppose  
6%  Do not know
CU1. The state legislature is considering several proposals related to gay marriage and civil unions. Would you favor or oppose a constitutional amendment that would allow homosexual couples to get legally married?

<table>
<thead>
<tr>
<th></th>
<th>Strongly favor</th>
<th>Somewhat favor</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2011</td>
<td>33%</td>
<td>17%</td>
<td>5%</td>
<td>37%</td>
<td>8%</td>
</tr>
<tr>
<td>Jun 2009</td>
<td>27%</td>
<td>15%</td>
<td>12%</td>
<td>40%</td>
<td>6%</td>
</tr>
</tbody>
</table>

CU2. Would you favor or oppose a state law that would allow homosexual couples to legally form civil unions, giving them some of the legal rights of married couples?

<table>
<thead>
<tr>
<th></th>
<th>Strongly favor</th>
<th>Somewhat favor</th>
<th>Somewhat oppose</th>
<th>Strongly oppose</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>Aug 2011</td>
<td>37%</td>
<td>25%</td>
<td>5%</td>
<td>29%</td>
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<tr>
<td>Jun 2009</td>
<td>33%</td>
<td>25%</td>
<td>7%</td>
<td>30%</td>
<td>5%</td>
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<tr>
<td>Feb 2004</td>
<td>21%</td>
<td>21%</td>
<td>11%</td>
<td>39%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Rate Gov. How would you rate the way that Tom Corbett is handling his job as Governor? Would you say he is doing an… (407 registered respondents)

<table>
<thead>
<tr>
<th></th>
<th>Excellent Job</th>
<th>Good Job</th>
<th>Only a Fair Job</th>
<th>Poor Job</th>
<th>Don't Know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2011</td>
<td>6%</td>
<td>26%</td>
<td>46%</td>
<td>14%</td>
<td>9%</td>
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<tr>
<td>Mar 2011</td>
<td>5%</td>
<td>26%</td>
<td>39%</td>
<td>13%</td>
<td>18%</td>
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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… (407 registered respondents)

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<thead>
<tr>
<th></th>
<th>Excellent Job</th>
<th>Good Job</th>
<th>Only a Fair Job</th>
<th>Poor Job</th>
<th>Don't Know</th>
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</thead>
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<td>5%</td>
<td>27%</td>
<td>43%</td>
<td>9%</td>
<td>16%</td>
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<td>Mar 2011</td>
<td>3%</td>
<td>26%</td>
<td>39%</td>
<td>9%</td>
<td>23%</td>
</tr>
<tr>
<td>Feb 2009</td>
<td>7%</td>
<td>31%</td>
<td>32%</td>
<td>10%</td>
<td>20%</td>
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<tr>
<td>Aug 2007</td>
<td>5%</td>
<td>37%</td>
<td>36%</td>
<td>7%</td>
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RateSenT. How would you rate the way that Pat Toomey is handling his job as U.S. SENATOR? Would you say he is doing an… (407 registered respondents)

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<th>Excellent Job</th>
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<th>Only a Fair Job</th>
<th>Poor Job</th>
<th>Don't Know</th>
</tr>
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<tr>
<td>Aug 2011</td>
<td>5%</td>
<td>24%</td>
<td>37%</td>
<td>14%</td>
<td>20%</td>
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<tr>
<td>Mar 2011</td>
<td>3%</td>
<td>25%</td>
<td>36%</td>
<td>10%</td>
<td>27%</td>
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RatePres. How would you rate the way that Barack Obama is handling his job as president? (407 registered respondents)

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<th>Excellent job</th>
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<th>Only a fair job</th>
<th>Poor job</th>
<th>Don't know</th>
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<tbody>
<tr>
<td>Aug 2011</td>
<td>9%</td>
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<td>Oct 2010</td>
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<td>Sep 2010</td>
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<td>33%</td>
<td>30%</td>
<td>0%</td>
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<tr>
<td>Aug 2010</td>
<td>9%</td>
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<td>28%</td>
<td>35%</td>
<td>1%</td>
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<td>May 2010</td>
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<td>24%</td>
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<td>29%</td>
<td>1%</td>
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<tr>
<td>Mar 2010</td>
<td>12%</td>
<td>28%</td>
<td>27%</td>
<td>32%</td>
<td>1%</td>
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<tr>
<td>Feb 2010</td>
<td>12%</td>
<td>29%</td>
<td>32%</td>
<td>27%</td>
<td>0%</td>
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<tr>
<td>Jan 2010</td>
<td>11%</td>
<td>27%</td>
<td>32%</td>
<td>29%</td>
<td>1%</td>
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<tr>
<td>Oct 2009</td>
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<td>23%</td>
<td>31%</td>
<td>28%</td>
<td>1%</td>
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<tr>
<td>Aug 2009</td>
<td>14%</td>
<td>33%</td>
<td>29%</td>
<td>24%</td>
<td>0%</td>
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<tr>
<td>Jun 2009</td>
<td>20%</td>
<td>35%</td>
<td>25%</td>
<td>19%</td>
<td>1%</td>
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<tr>
<td>Mar 2009</td>
<td>23%</td>
<td>37%</td>
<td>22%</td>
<td>14%</td>
<td>4%</td>
</tr>
<tr>
<td>Feb 2009</td>
<td>25%</td>
<td>30%</td>
<td>23%</td>
<td>13%</td>
<td>9%</td>
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DesRePres. Do you believe that Barack Obama has done a good enough job as President to deserve re-election, or do you believe it is time for a change? (407 registered respondents)

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<tr>
<th></th>
<th>Deserves reelection</th>
<th>Time for a change</th>
<th>Do not know</th>
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</thead>
<tbody>
<tr>
<td>Aug 2011</td>
<td>41%</td>
<td>52%</td>
<td>7%</td>
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IntAH. [The Center for Opinion Research included questions AH1 to AH4 for independent research purposes]
Now, I’m going to ask you a few questions about a potential candidate for governor. (rotated) (John/Joan) Smith has recently announced his/her plans to run for governor. Mister/Ms Smith has been described by colleagues as an intelligent, trustworthy and honest person. He/she graduated from an elite law school and has been actively involved in local politics for ten years as a lawyer, a city councilman/woman, and a state representative. He/she has an exceptional track record of getting things done for the community. He/she tends to be economically conservative and socially liberal. He/she believes his/her most important tasks as governor are to help create jobs, improve the state’s infrastructure, and preserve its environmental assets. Smith, a longtime resident of western Pennsylvania, is 40 years old and [rotated] (is openly gay/is a lesbian or married with two children).

AH1. Do you think Mister/Ms Smith is qualified or not qualified to be governor? [aggregate data]

  68% Yes
  12% No
  20% Do not know
AH2. Do you think Mister/Mrs Smith would be an excellent, good, fair, or poor candidate for governor? [aggregate data]

<table>
<thead>
<tr>
<th>Opinion</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Excellent</td>
<td>9%</td>
</tr>
<tr>
<td>Good</td>
<td>35%</td>
</tr>
<tr>
<td>Fair</td>
<td>24%</td>
</tr>
<tr>
<td>Poor</td>
<td>9%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>23%</td>
</tr>
</tbody>
</table>

AH3. Do you believe Mister/Ms Smith’s positions on most issues would be similar to or different than yours? [aggregate data]

<table>
<thead>
<tr>
<th>Similarity</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Very similar</td>
<td>9%</td>
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<tr>
<td>Somewhat similar</td>
<td>45%</td>
</tr>
<tr>
<td>Not very similar</td>
<td>12%</td>
</tr>
<tr>
<td>Not at all similar</td>
<td>11%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>24%</td>
</tr>
</tbody>
</table>

AH4. How likely would you be to vote for Mister/Ms Smith for governor? [aggregate data]

<table>
<thead>
<tr>
<th>Likelihood</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>12%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>48%</td>
</tr>
<tr>
<td>Not very likely</td>
<td>9%</td>
</tr>
<tr>
<td>Not at all likely</td>
<td>13%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>18%</td>
</tr>
</tbody>
</table>

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?)

<table>
<thead>
<tr>
<th>County</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Philadelphia</td>
<td>10%</td>
</tr>
<tr>
<td>Northeast</td>
<td>13%</td>
</tr>
<tr>
<td>Allegheny</td>
<td>8%</td>
</tr>
<tr>
<td>Southwest</td>
<td>12%</td>
</tr>
<tr>
<td>Northwest</td>
<td>10%</td>
</tr>
<tr>
<td>Central</td>
<td>28%</td>
</tr>
<tr>
<td>Southeast</td>
<td>20%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Years</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>16.0</td>
<td>Mean</td>
</tr>
</tbody>
</table>

AGE. What was your age on your last birthday?

<table>
<thead>
<tr>
<th>Age Range</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-24</td>
<td>10%</td>
</tr>
<tr>
<td>25-34</td>
<td>17%</td>
</tr>
<tr>
<td>35-44</td>
<td>15%</td>
</tr>
<tr>
<td>45-54</td>
<td>23%</td>
</tr>
<tr>
<td>55-64</td>
<td>14%</td>
</tr>
<tr>
<td>65 and older</td>
<td>21%</td>
</tr>
</tbody>
</table>
EDUC. What was the highest grade level of schooling you have completed?

9% Non high school graduate
43% High school graduate or GED
14% Some college
8% Two-year or tech degree
14% Four year college degree
12% Post graduate degree

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

33% Single, Never Married
49% Married
3% Separated
8% Divorced
8% Widow or widower
IDEO. Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

<table>
<thead>
<tr>
<th>Date</th>
<th>Liberal</th>
<th>Moderate</th>
<th>Conservative</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>Aug 2011</td>
<td>24%</td>
<td>32%</td>
<td>37%</td>
<td>7%</td>
</tr>
<tr>
<td>Mar 2011</td>
<td>16%</td>
<td>33%</td>
<td>41%</td>
<td>10%</td>
</tr>
<tr>
<td>Oct 2010</td>
<td>16%</td>
<td>37%</td>
<td>39%</td>
<td>8%</td>
</tr>
<tr>
<td>Sep 2010</td>
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*Question asked of all respondents regardless of registration status

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

19% Yes
80% No
1% Don't Know
VET. Are you a military veteran?

14% Yes
86% No

Hisp. Are you Hispanic or Latino, or not?

4% Yes
96% No

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

86% White
10% Non-white
1% Asian
3% Other

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

31% Protestant
29% Catholic
21% Some other religion
20% Not affiliated with any religion

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

31% Yes
66% No
3% Don’t know

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

27% One
54% Two
12% Three
8% Four or more

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

41% Full-time
13% Part-time
6% Going to school
8% Keeping house
6% Unemployed
7% 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?

18% Under $25,000  
22% $25-$35,000  
11% $35-50,000  
20% $50-75,000  
10% $75-100,000  
15% Over $100,000  
5% Don’t know

DONE. Sex of respondent:

48% Female  
52% Male