

FRANKLIN & MARSHALL

July-August 2016 Franklin & Marshall College Poll

SUMMARY OF FINDINGS

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

August 4, 2016

Table of Contents

KEY FINDINGS.....	3
THE PRESIDENTIAL RACE IN PENNSYLVANIA	4
THE US SENATE RACE IN PENNSYLVANIA	8
ATTACHMENT A-1.....	10
ATTACHMENT A-2.....	11
ATTACHMENT A-3.....	12
MARGINAL FREQUENCY REPORT.....	13

Key Findings

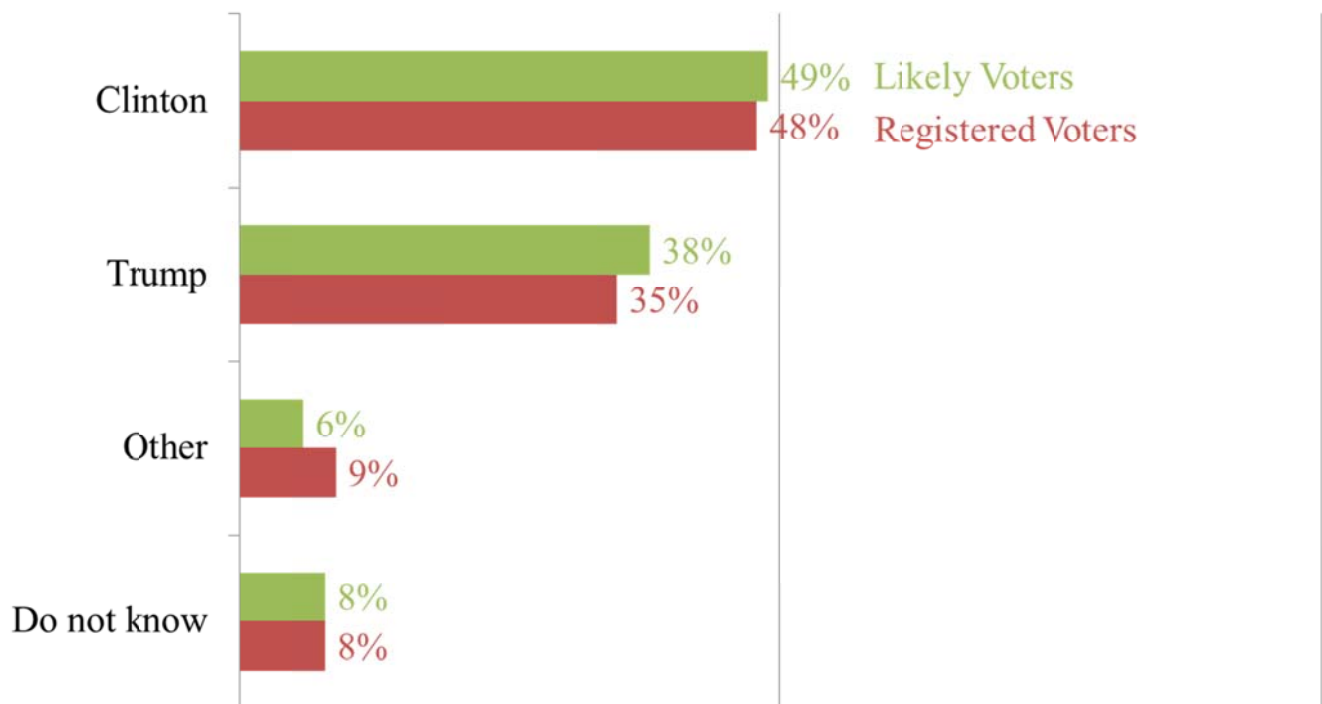
The July-August 2016 Franklin & Marshall College Poll of Pennsylvania shows that Hillary Clinton leads Donald Trump 49% to 38% among likely voters. The Democratic convention appeared to benefit Secretary Clinton more than the Republican convention benefitted Mr. Trump. Nearly two in three (62%) of those who watched the Democratic convention reported being more likely to vote for Secretary Clinton, while only two in five (40%) of those who watched the Republican convention said they were more likely to vote for Mr. Trump. More voters believe Secretary Clinton rather than Mr. Trump has the experience to be president and is better prepared to handle foreign policy issues, although they are evenly divided on which candidate is more honest and trustworthy and which candidate has the ability to fix the country's economic problems. In the US Senate race, Democrat Katie McGinty has a one-point lead over Republican Senator Pat Toomey 39% to 38% among likely voters. Only one in four (24%) registered voters believes Senator Toomey has done a good enough job to deserve re-election.

The Presidential Race in Pennsylvania

Hillary Clinton leads Donald Trump 49% to 38% among likely voters. Her lead is a bit larger among registered voters, 48% to 35% (see figure 1). More registered Democrats support Secretary Clinton (78%) compared to registered Republicans who support Mr. Trump (69%). Secretary Clinton leads among more sub-groups than Mr. Trump, although Mr. Trump leads among those in the lowest income and education groups, those living in rural counties, self-described conservatives, and men. There are regional differences in the support for the candidates as well. The current preferences among key demographic groups are displayed in Attachment A-1.

Figure 1: Presidential Election, Pennsylvania voters July-August 2016

If the November general election for president was being held today, and the candidates were (rotated) Donald Trump, the Republican and Hillary Clinton, the Democrat, would you vote for...?

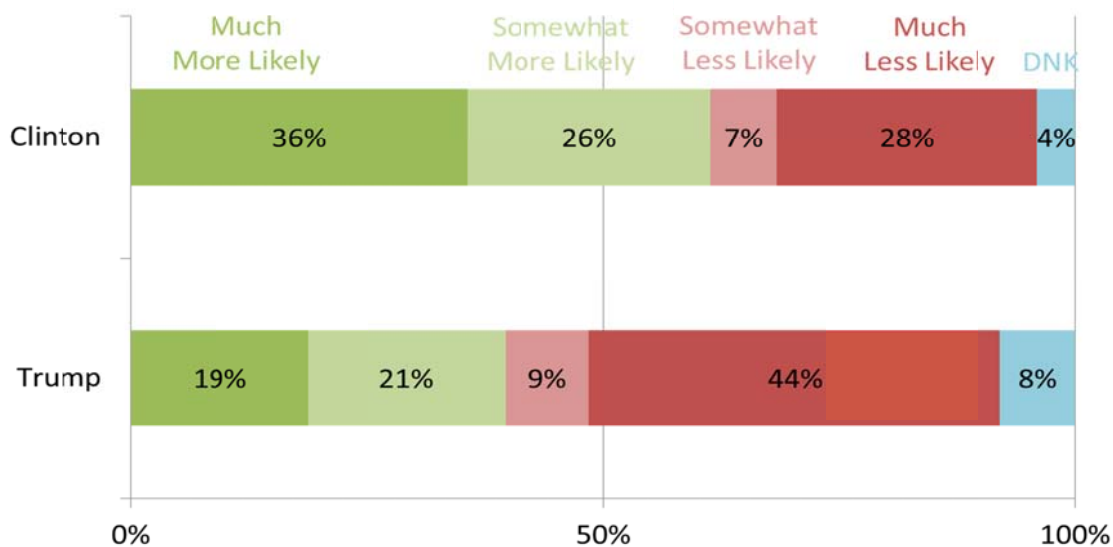


Pennsylvania is important to Mr. Trump’s election chances because it has a sizable number of white voters, a demographic subgroup whose presidential preferences analysts have been closely following this year. Mr. Trump holds a sizable advantage among whites with a high school degree or less (53% to 31%), but Secretary Clinton has a similar advantage among college-educated whites (58% to 28%). Mr. Trump also has an advantage among white men (45% to 35%), but his advantage is dwarfed by Secretary Clinton’s lead among white women (57% to 29%).

Many registered voters said they watched the Republican (71%) and Democratic (74%) conventions. The Democratic convention appeared to benefit Secretary Clinton more than the Republican convention benefitted Mr. Trump. Nearly two in three (62%) of those who watched the Democratic convention reported being more likely to vote for Secretary Clinton, while only two in five (40%) of those who watched the Republican convention said they were more likely to vote for Mr. Trump (Figure 2). In fact, more voters reported being less likely to vote for Mr. Trump (53%) after watching the convention than reported being more likely to vote for him.

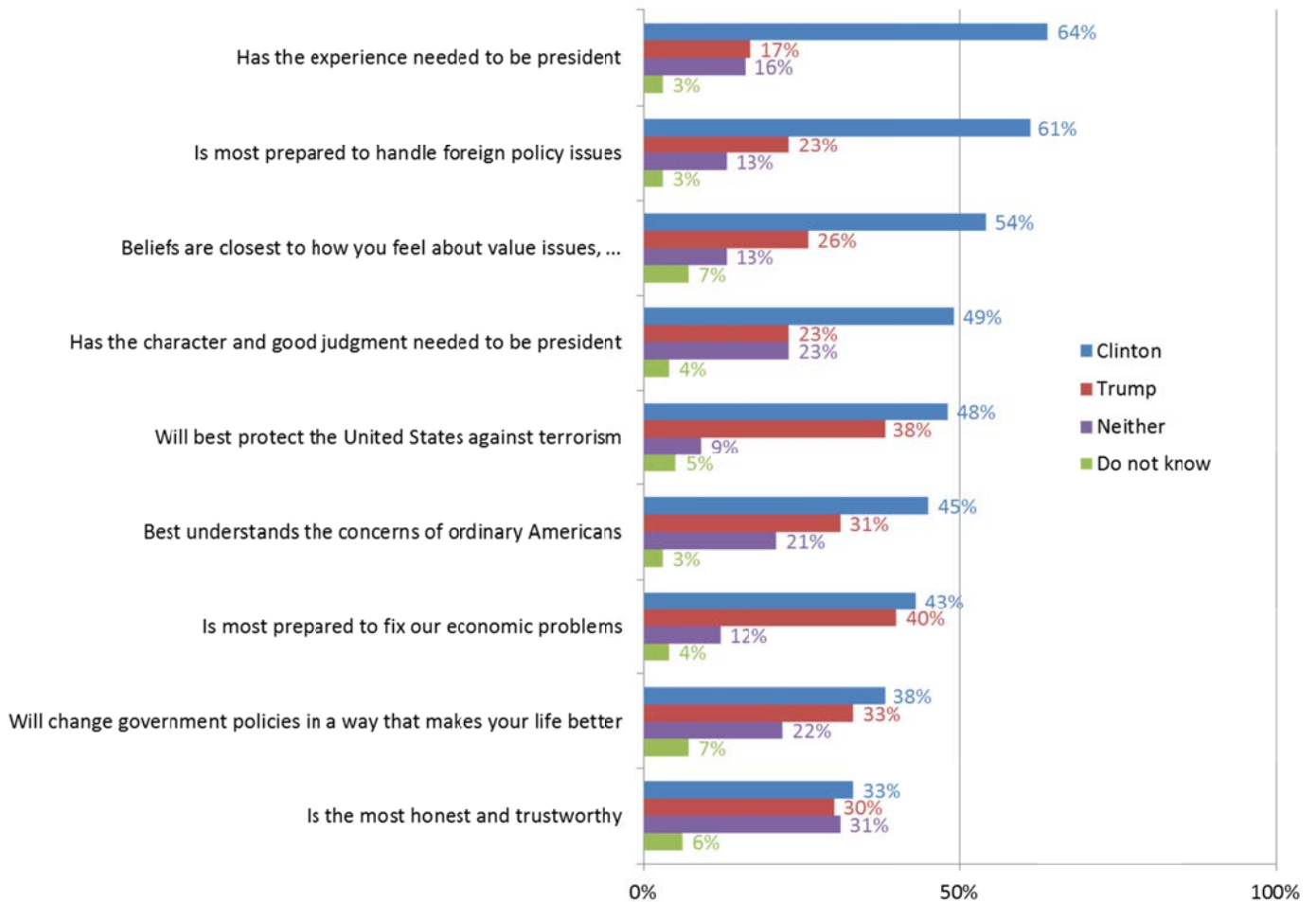
Figure 2: Change in Candidate Support among Convention Watchers, Pennsylvania

Did watching the convention make you more likely or less likely to vote for [Donald Trump/Hillary Clinton]?



Registered voters tend to believe Secretary Clinton has an advantage over Mr. Trump on a number of important characteristics. A majority of voters believes Secretary Clinton rather than Mr. Trump has the experience to be president and is better prepared to handle foreign policy issues. Voters are about evenly divided on which candidate is more honest and trustworthy and which candidate has the ability to fix the country's economic problems (see Figure 3).

Figure 3: Registered Voters' Perceptions of Presidential Candidate Attributes, Pennsylvania

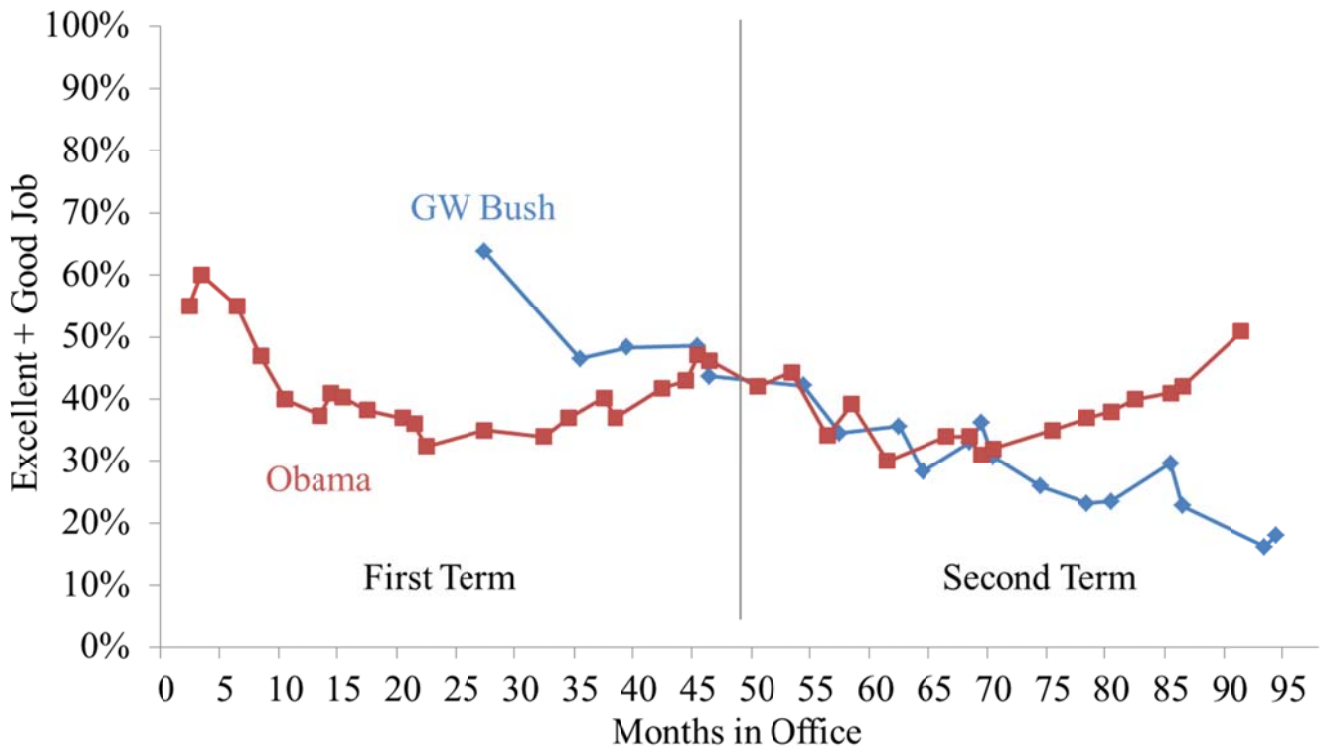


Both candidates have seen their net favorability improve since the primary election in April, although both continue to have a net negative rating. Secretary Clinton is viewed favorably by 47% of registered voters and is viewed unfavorably by 49% (net favorable = minus 2). Mr. Trump is viewed favorably by 33% of registered voters and is viewed unfavorably by 62% (net favorable = minus 29).

Voters' judgments about the performance of President Obama appear related to their presidential preferences. More than half (52%) of registered voters rate President Obama's job performance as excellent or good (see Figure 4). Nearly nine in ten (88%) of those who believe the President is doing an excellent or good job plan to vote for Secretary Clinton, while seven in ten (69%) who believe he is doing only a fair or poor job plan to vote for Mr. Trump.

Figure 4: Comparison of Presidential Job Performance Ratings, Pennsylvania Voters July 2016

How would you rate the way that [fill President] 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?



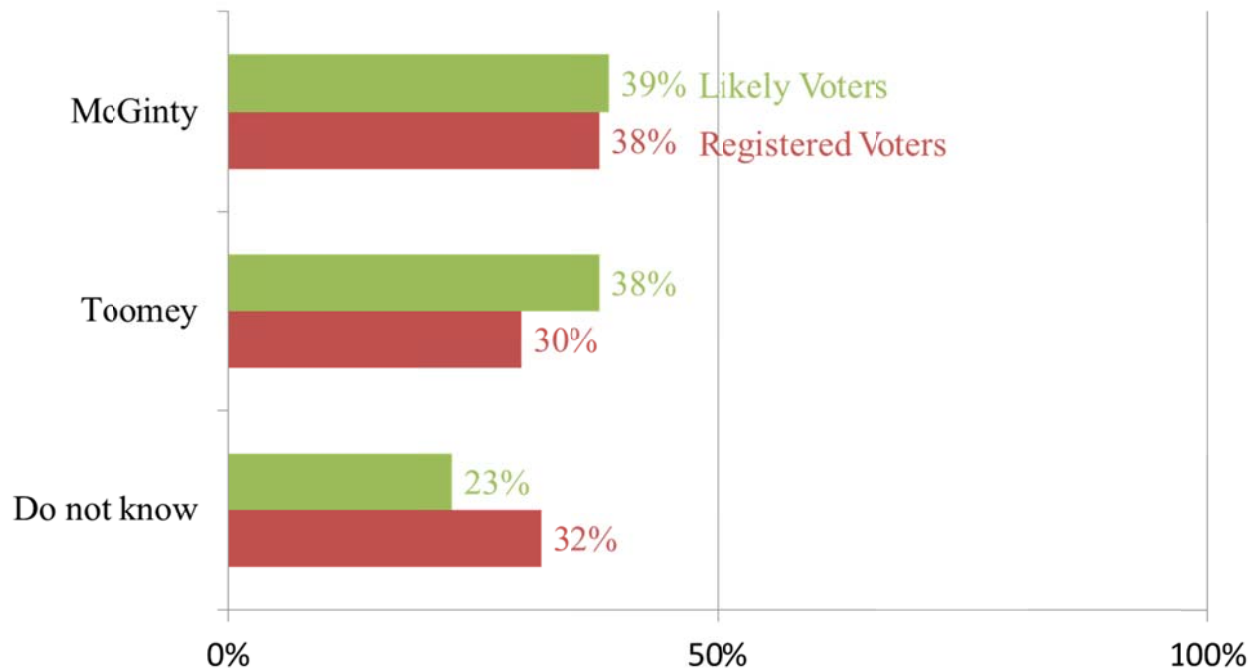
The U.S. Senate Race in Pennsylvania

Democrat Katie McGinty has a one-point lead over Republican Senator Pat Toomey 39% to 38% among likely voters; her lead is larger among registered voters, 38% to 30% (see figure 5). Table A-3 displays US Senate preference among demographic subgroups. Senator Toomey is currently viewed favorably by one in four voters (23%) and unfavorably by two in five (40%) voters, ratings that are poorer than they were in March. Mrs. McGinty is viewed favorably by one in four (25%) voters and unfavorably by about one in four (25%) voters.

Senator Toomey's job performance rating is low—only one in four (25%) voters believe he is doing an excellent or good job as US Senator compared to half (52%) who think he is doing a fair or poor job. Importantly, only one in four (24%) registered voters believes he has done a good enough job to deserve being re-elected.

Figure 5: U.S. Senate Election, Pennsylvania voters July-August 2016

If the 2016 election for U.S. Senator was being held today, and the candidates were (rotated) Pat Toomey, the Republican and Katie McGinty, the Democrat, would you vote for...?



Methodology

The survey findings presented in this release are based on the results of interviews conducted July 29 – August 1, 2016. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College on behalf of the Center for Politics and Public Affairs. The poll was designed and administered by the staff of the Center for Opinion Research. The data included in this release represent the responses of 661 Pennsylvania registered voters, including 321 Democrats, 257 Republicans, and 83 Independents. The sample of registered voters was obtained from Labels & Lists. All sampled respondents were notified by letter about the survey. Interviews were completed over the phone and on-line depending on each respondent's preference. Survey results were weighted (age, gender, region, education, and party registration) 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 +/- 4.8 percentage points when the design effects from weighting are considered. The sampling error for the 389 likely voters is +/- 6.3 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.

Attachment A-1

Presidential Election: Registered Voters, Pennsylvania July-August 2016

If the November general election for president was being held today and the candidates included (*rotated*) Donald Trump, the Republican, and Hillary Clinton, the Democrat, would you vote for Donald Trump, Hillary Clinton, some other candidate, or aren't you sure how you would vote?

	Clinton	Trump	Other	Do Not Know
Party*				
Republican	12%	69%	8%	10%
Democrat	78%	8%	8%	6%
Independent or something else	45%	29%	19%	7%
Ideology*				
Extremely liberal	82%	2%	10%	5%
Slightly liberal	89%	2%	5%	3%
Moderate	55%	23%	13%	10%
Slightly conservative	11%	68%	8%	12%
Extremely conservative	6%	84%	5%	5%
Gender*				
Male	37%	43%	12%	7%
Female	58%	27%	7%	8%
Age*				
Under 35	49%	25%	19%	7%
35-54	48%	40%	7%	5%
Over 55	48%	36%	5%	10%
Education*				
HS or less	33%	51%	7%	9%
Some college	44%	35%	14%	7%
College degree	59%	26%	8%	7%
Income*				
Under 35	31%	38%	17%	13%
35-75	54%	36%	5%	5%
Over 75	54%	30%	9%	8%
Race*				
White	46%	37%	9%	8%
Nonwhite	78%	9%	13%	0%
Marital Status*				
Single, Never Married	53%	19%	19%	10%
Married	45%	41%	7%	7%
Not currently married	55%	37%	2%	6%
Religious Affiliation*				
Protestant	48%	40%	4%	9%
Catholic	44%	40%	7%	9%
Other, unaffiliated	51%	27%	15%	6%
Born Again Christian or Fundamentalist*				
Yes	36%	47%	7%	9%
No	52%	31%	10%	8%
Gun Owner*				
Yes	31%	54%	10%	4%
No	58%	24%	9%	9%
Region*				
Philadelphia	83%	7%	6%	4%
Northeast	46%	33%	9%	12%
Allegheny	52%	33%	13%	2%
Southwest	36%	59%	3%	1%
Northwest	38%	50%	4%	8%
Central	33%	46%	9%	12%
Southeast	60%	20%	12%	7%
Employment				
Fulltime	48%	36%	10%	7%
Other	54%	29%	10%	7%
Retired	44%	39%	7%	11%

* p<0.01 ** p<0.05

Attachment A-2

Presidential Election: Registered White Voters, Pennsylvania July-August 2016 (n=595)

	Clinton	Trump	Other	Do Not Know
Party*				
Republican	13%	69%	8%	10%
Democrat	77%	9%	7%	7%
Independent or something else	43%	33%	17%	7%
Ideology*				
Extremely liberal	80%	3%	11%	6%
Slightly liberal	90%	3%	4%	4%
Moderate	53%	24%	12%	10%
Slightly conservative	9%	70%	8%	13%
Extremely conservative	4%	86%	6%	5%
Gender*				
Male	35%	45%	13%	7%
Female	57%	29%	5%	9%
Age*				
Under 35	42%	31%	19%	9%
35-54	48%	41%	7%	5%
Over 55	47%	38%	5%	10%
Education*				
HS or less	31%	53%	7%	9%
Some college	40%	39%	14%	7%
College degree	58%	28%	7%	8%
Income*				
Under 35	27%	43%	16%	14%
35-75	51%	38%	6%	5%
Over 75	53%	30%	9%	8%
Marital Status*				
Single, Never Married	45%	24%	19%	13%
Married	46%	41%	7%	7%
Not currently married	51%	42%	1%	6%
Religious Affiliation*				
Protestant	44%	42%	4%	9%
Catholic	45%	39%	7%	8%
Other, unaffiliated	49%	30%	14%	7%
Born Again Christian or Fundamentalist*				
Yes	29%	52%	8%	10%
No	51%	32%	9%	8%
Gun Owner*				
Yes	30%	55%	11%	4%
No	56%	27%	8%	10%
Region*				
Philadelphia	77%	9%	8%	6%
Northeast	49%	34%	7%	11%
Allegheny	48%	37%	12%	2%
Southwest	36%	59%	3%	1%
Northwest	39%	50%	3%	8%
Central	29%	49%	10%	12%
Southeast	60%	21%	11%	8%
Employment				
Fulltime	44%	38%	10%	7%
Other	53%	31%	8%	8%
Retired	42%	40%	6%	11%

* p<0.01 ** p<0.05

Attachment A-3

U.S. Senate Election: Registered Voters, Pennsylvania July-August 2016

If the November election for U.S. Senate was being held today and the candidates included (*rotated*) Pat Toomey, the Republican, and Katie McGinty, the Democrat, would you vote for Pat Toomey, Katie McGinty, or aren't you sure how you would vote?

	McGinty	Toomey	Do Not Know
Party*			
Republican	5%	63%	32%
Democrat	66%	7%	28%
Independent or something else	33%	20%	47%
Ideology*			
Extremely liberal	78%	4%	18%
Slightly liberal	78%	3%	19%
Moderate	35%	22%	43%
Slightly conservative	3%	58%	38%
Extremely conservative	3%	76%	22%
Gender*			
Male	32%	39%	30%
Female	44%	22%	34%
Age*			
Under 35	38%	21%	41%
35-54	35%	27%	37%
Over 55	40%	38%	22%
Education*			
HS or less	23%	37%	40%
Some college	32%	31%	37%
College degree	49%	26%	25%
Income			
Under 35	30%	32%	38%
35-75	41%	31%	28%
Over 75	43%	28%	29%
Race*			
White	37%	32%	30%
Nonwhite	49%	7%	44%
Marital Status*			
Single, Never Married	39%	18%	43%
Married	37%	35%	28%
Not currently married	41%	30%	29%
Religious Affiliation*			
Protestant	31%	39%	30%
Catholic	35%	33%	32%
Other, unaffiliated	47%	21%	33%
Born Again Christian or Fundamentalist*			
Yes	20%	51%	29%
No	43%	24%	33%
Gun Owner*			
Yes	24%	42%	34%
No	46%	23%	31%
Region*			
Philadelphia	61%	12%	27%
Northeast	31%	28%	41%
Allegheny	55%	32%	12%
Southwest	21%	45%	34%
Northwest	35%	30%	35%
Central	22%	34%	44%
Southeast	49%	27%	23%
Employment**			
Fulltime	36%	29%	34%
Other	44%	23%	33%
Retired	35%	39%	26%

* 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?

39% Republican
49% Democrat
10% Independent
2% Something else

Vote_Nov. Many people will vote in the election November; however, many other people will not. What would you say are the chances of your voting 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?

	Jul 2016
Certain to vote	89%
Will probably vote	7%
Chances	2%
Don't think will vote	1%

Pol_Int. Some people don't pay much attention to political campaigns. How about you? Would you say that you are...in the 2016 presidential campaign?

	Jul 2016
Very much interested	74%
Somewhat interested	23%
Not very interested	3%

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
Donald Trump						
Jul 2016	20%	13%	5%	57%	5%	0%
Mar 2016	13%	14%	9%	56%	7%	1%
Feb 2016	12%	15%	11%	51%	10%	1%
Hillary Clinton						
Jul 2016	27%	20%	7%	42%	3%	1%
Mar 2016	21%	21%	10%	43%	6%	1%
Feb 2016	19%	20%	12%	44%	5%	1%
Feb 2014	53%	27%	3%	6%	9%	2%
KATIE McGINTY						
Jul 2016	7%	18%	9%	16%	12%	37%
May 2014	6%	10%	3%	2%	15%	64%
Mar 2014	4%	10%	1%	2%	10%	73%
Feb 2014	1%	5%	2%	1%	5%	86%
PAT TOOMEY						
Jul 2016	8%	15%	17%	23%	12%	24%
Mar 2016	9%	21%	14%	21%	12%	22%
Feb 2016	9%	20%	12%	21%	12%	27%
Jun 2015	11%	23%	7%	15%	17%	28%
Mar 2015	9%	21%	11%	12%	18%	29%
Oct 2013	8%	19%	11%	16%	13%	34%
Aug 2013	7%	19%	10%	10%	19%	36%
May 2013	12%	23%	11%	11%	15%	28%
Feb 2013	11%	15%	8%	12%	16%	37%
Mar 2011	6%	17%	7%	6%	22%	42%
Oct 2010	15%	15%	10%	16%	16%	28%
Sep 2010	12%	13%	7%	9%	17%	43%
Aug 2010	11%	14%	8%	12%	19%	36%
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%

Pres16TC. If the November general election for president was being held today and the candidates were (rotated) Donald Trump, the Republican, Hillary Clinton, the Democrat, would you vote for Donald Trump, Hillary Clinton, some other candidate, or aren't you sure how you would vote?

	Jul 2016	Mar 2016
Hillary Clinton	48%	46%
Donald Trump	35%	33%
Other Candidate	9%	11%
Don't know	8%	10%

Pres16. If the November general election for president was being held today and the candidates were (rotated) Donald Trump, the Republican, Hillary Clinton, the Democrat, Jill Stein, the Green, and Gary Johnson, the Libertarian, would you vote for ..., or aren't you sure how you would vote?

	Jul 2016
Hillary Clinton	47%
Donald Trump	34%
Gary Johnson	7%
Jill Stein	3%
Don't know	10%

Cert. Are you absolutely CERTAIN you will vote FOR [fill Pres16name] in the election, or are you still making up your mind?

<i>Respondents with vote choice</i>	Clinton <i>(n=306)</i>	Trump <i>(n=222)</i>	Johnson <i>(n=43)</i>	Stein <i>(n=20)</i>
Certain to vote for named candidate	93%	89%	37%	35%
Still making up mind	7%	11%	63%	65%

PresWhy. What is the main reason you plan to vote for [fill Pres16name]?

	Clinton <i>(n=306)</i>	Trump <i>(n=222)</i>	Other <i>(n=63)</i>
<i>Respondents with vote choice</i>			
Most Qualified, most experienced	37%	1%	3%
Best option/dislike other candidate more	26%	29%	31%
Align with political views/platforms	20%	10%	26%
Personal characteristic of candidate	10%	13%	13%
Candidate who will put country back on right track, in general	1%	13%	0%
Unemployment, economy, finances	1%	3%	0%
Terrorism, war, foreign policy	1%	3%	0%
Bipartisanship	1%	0%	0%
Childcare plan	1%	0%	0%
Racism	1%	0%	0%
Not a politician	0%	19%	0%
Justice system, lawyers	0%	3%	0%
Immigration, illegal immigrants	0%	3%	0%
Government, politicians	0%	1%	2%
Taxes	0%	1%	0%
Civil liberties	0%	0%	7%
Other	1%	3%	10%
Do not know	1%	1%	10%

Lean. As of today, do you lean more to (rotated) Donald Trump, the Republican, Hillary Clinton, the Democrat, Jill Stein, the Green, OR Gary Johnson, the Libertarian? (64 undecided respondents)

	Jul 2016
Donald Trump	28%
Hillary Clinton	17%
Jill Stein	15%
Gary Johnson	3%
Don't know	37%

Regardless of how (or IF) you plan to vote, which of these Presidential candidates do you think is best described by each of the following statements?

	Clinton	Trump	Neither	Do not know
Best understands the concerns of ordinary Americans	45%	31%	21%	3%
Is most prepared to fix our economic problems	43%	40%	12%	4%
Beliefs are closest to how you feel about value issues, such as abortion and gay marriage	54%	26%	13%	7%
Is most prepared to handle foreign policy issues	61%	23%	13%	3%
Will best protect the United States against terrorism	48%	38%	9%	5%
Has the experience needed to be president	64%	17%	16%	3%
Will change government policies in a way that makes your life better	38%	33%	22%	7%
Has the character and good judgment needed to be president	49%	23%	23%	4%
Is the most honest and trustworthy	33%	30%	31%	6%

VoteSen. If the 2016 election for U.S. SENATOR was being held today and the candidates included (rotated) Katie McGinty, the Democrat, and Pat Toomey, the Republican, would you vote for Katie McGinty, Pat Toomey, or aren't you sure how you would vote?

	Jul 2016
Katie McGinty	38%
Pat Toomey	30%
Aren't sure, Don't know	32%

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

<i>Respondents with vote choice</i>	McGinty (n=250)	Toomey (n=197)
Certain to vote for named candidate	79%	80%
Still making up mind	21%	20%

LeanSen. As of today, do you lean more to (rotated) Pat Toomey, the Republican, or Katie McGinty, the Democrat? (209 undecided respondents)

	Jul 2016
Katie McGinty	33%
Pat Toomey	18%
Aren't sure, Don't know	49%

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...

	Excellent job	Good job	Only a fair job	Poor job	Don't know
Jul 2016	4%	21%	30%	22%	24%
Feb 2016	3%	23%	31%	17%	27%
Jan 2016	4%	29%	34%	17%	18%
Oct 2015	4%	31%	37%	13%	15%
Aug 2015	6%	34%	32%	11%	18%
Jun 2015	5%	29%	33%	14%	20%
Mar 2015	3%	28%	35%	13%	21%
Oct 2013	4%	18%	34%	19%	25%
Aug 2013	4%	20%	42%	9%	26%
May 2013	4%	27%	39%	10%	21%
Oct 2011	3%	29%	40%	11%	18%
Aug 2011	5%	24%	37%	14%	20%
Mar 2011	3%	25%	36%	10%	27%

DesRESen Do you believe that Pat Toomey has done a good enough job as Senator to DESERVE RE-ELECTION, or do you believe it is TIME FOR A CHANGE?

	Jul 2016
Deserves re-election	24%
Time for a change	51%
Don't know	26%

VotePT Would you vote for Pat Toomey no matter who ran against him? (156 respondents who feel Toomey deserves re-election)

	Jul 2016
Yes	44%
No	29%
Don't know	27%

ConvR. The Republican Party recently held its convention in Cleveland, Ohio. Did you watch any of the convention coverage?

Yes 71%
No 29%

ConRdays. How many days did you watch? (466 respondents who watched the Republican Convention)

One day 18%
Two days 19%
Three days 19%
Four days 43%
Do not know 1%

ConRrate. Did watching the convention make you more likely or less likely to vote for Donald Trump? (466 respondents who watched the Republican Convention)

Much more likely	19%
Somewhat more likely	21%
Somewhat less likely	9%
Much less likely	44%
Do not know	8%

ConvD. The Democratic Party recently held its convention in Philadelphia, PA. Did you watch any of the convention coverage?

Yes	74%
No	26%

ConDdays. How many days did you watch? (489 respondents who watched the Democratic Convention)

One day	21%
Two days	19%
Three days	17%
Four days	43%
Do not know	1%

ConDrate. Did watching the convention make you more likely or less likely to vote for Hillary Clinton? (489 respondents who watched the Democratic Convention)

Much more likely	36%
Somewhat more likely	26%
Somewhat less likely	7%
Much less likely	28%
Do not know	4%

Please tell me whether you agree or disagree with the following statements: (rotated)

	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	Don't know
There is too much power in the hands of big companies.	57%	27%	9%	3%	4%
The federal government controls too much of our daily lives.	42%	21%	22%	13%	2%
It seems that American society no longer values responsible behavior.	49%	24%	13%	12%	2%
Society is better off when men and women stick to the jobs and tasks they are naturally suited for.	16%	19%	16%	39%	10%
Global trade deals are mostly good for America.	13%	33%	21%	21%	12%

UStrk. All in all, do you think things in the UNITED STATES are generally headed in the RIGHT DIRECTION, or do you feel that things are off on the WRONG TRACK?

	Jul 2016
Right direction	38%
Wrong track	57%
Don't know	5%

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
Jul 2016	25%	27%	15%	33%	0%
Feb 2016	13%	29%	18%	39%	1%
Jan 2016	13%	28%	20%	39%	1%
Oct 2015	14%	26%	18%	42%	0%
Aug 2015	12%	26%	16%	45%	1%
Jun 2015	12%	25%	20%	43%	1%
Mar 2015	11%	24%	21%	43%	1%
Oct 2014	8%	24%	27%	41%	0%
Sept 2014	6%	25%	25%	43%	1%
Aug 2014	7%	27%	28%	37%	1%
Jun 2014	7%	27%	22%	42%	1%
Jan 2014	6%	24%	31%	37%	1%
Oct 2013	11%	28%	21%	39%	1%
Aug 2013	8%	26%	23%	42%	1%
May 2013	14%	30%	22%	33%	1%
Feb 2013	14%	28%	23%	34%	1%
Oct 2012	17%	29%	20%	33%	1%
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?

	Jul 2016
Better off	24%
Worse off	22%
About the same	54%
Don't know	1%

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?

	Jul 2016
Better off	24%
Worse off	7%
About the same	55%
Don't know	14%

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*)

	Jul 2016
Did you experience a reduction in pay for any reason?	17%
Were you unemployed and looking for work for as long as a month?	14%
Did you lack health insurance coverage?	12%
Were you let go or permanently laid off from your job?	10%
Were you unable to get needed medical care because you couldn't afford it?	9%
Were you unable to purchase needed food because you couldn't afford it?	9%
Did you fall behind in paying your rent or mortgage?	4%
For financial reasons, did you have to temporarily live with others or in a shelter or on the street?	3%
Did you have any utilities, such as water, heat, or electricity, shut off because you couldn't afford the bill?	2%
Were you evicted from your apartment or house?	0%

PrimNews What is your PRIMARY source for news?

Internet	35%
Cable television, such as Fox, CNN, or MSNBC	27%
Network television, such as ABC, CBS, or NBC	20%
Daily newspaper (such as the Inquirer or Daily News)	10%
Radio	6%
Neighborhood newspaper	2%
Other	1%

SocMedia In the past three months have you used social media sites like Facebook, Twitter, Instagram or LinkedIn?

Yes	70%
No	30%
Don't know	1%

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?)

26%	Central
26%	Southeast
12%	Northeast
12%	Allegheny
9%	Northwest
8%	Southwest
8%	Philadelphia

AGE. What was your age on your last birthday?

8%	18-24
17%	25-34
15%	35-44
18%	45-54
19%	55-64
23%	65 and older

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

1%	Non high school graduate
24%	High school graduate or GED
16%	Some college
11%	Associate's degree or technical degree
26%	Bachelor's degree
22%	Post graduate degree

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

61%	Married
26%	Single, Never Married
5%	Widow or widower
7%	Divorced
1%	Separated

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

	Liberal	Moderate	Conservative	Don't know
Jul 2016	33%	30%	33%	4%
Mar 2016	24%	35%	37%	3%
Feb 2016	27%	33%	37%	3%
Jan 2016	22%	39%	36%	4%
Oct 2015	22%	38%	37%	4%
Aug 2015	21%	36%	40%	3%
Jun 2015	23%	35%	39%	4%
Oct 2014	23%	37%	36%	3%
Sept 2014	22%	36%	38%	5%
Aug 2014	20%	39%	36%	5%
Jun 2014	26%	36%	34%	5%
Jan 2014	24%	43%	28%	5%
Oct 2013	24%	39%	31%	6%
Aug 2013	22%	42%	33%	3%
May 2013	24%	39%	31%	6%
Feb 2013	26%	36%	35%	3%
Oct 2012	22%	39%	35%	5%
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%

PARTY. 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
- 12% Republican
- 6% Lean Republican
- 7% Independent
- 6% Lean Democrat
- 14% Democrat
- 33% Strong Democrat
- 2% Don't know

GenVote Thinking about the last few state and national elections, which best describes how you voted:

4%	Did not vote in last few
20%	Straight democrat
25%	Mostly democrat
6%	A few more democrats than republicans
9%	About equally for both parties
4%	A few more republicans than democrats
21%	Mostly republican
11%	Straight republican
1%	Don't know

GUN. Are you a gun owner?

34%	Yes
66%	No
1%	Don't know

GUN2. Generally speaking, do you favor or oppose creating more laws that regulate gun ownership?

	Strongly favor	Somewhat favor	Somewhat oppose	Strongly oppose	Don't know
Jul 2016	43%	18%	10%	25%	4%
Mar 2016	42%	17%	10%	28%	3%
Feb 2016	40%	16%	13%	29%	3%
Jan 2016	40%	15%	13%	29%	3%
Oct 2015	43%	13%	10%	31%	4%
Aug 2015	40%	14%	10%	32%	5%
Jun 2015	38%	13%	12%	33%	5%
Oct 2014	42%	12%	8%	37%	2%
Sept 2014	39%	14%	10%	32%	5%
Aug 2014	39%	14%	10%	31%	6%
Jun 2014	43%	12%	9%	31%	5%
Jan 2014	42%	12%	9%	32%	6%
Oct 2013	46%	16%	9%	24%	5%
Aug 2013	39%	12%	13%	33%	4%
May 2013	43%	14%	11%	30%	3%
Feb 2013*	43%	15%	10%	28%	4%
Aug 2007	40%	20%	14%	23%	3%
Jun 2007	39%	15%	12%	31%	3%
Feb 2007	39%	17%	15%	26%	3%
Oct 2006*	35%	16%	15%	26%	8%
Sep 2006*	34%	15%	17%	28%	6%
Aug 2006*	37%	15%	14%	27%	7%
May 2006*	37%	14%	16%	27%	6%
Feb 2006	35%	19%	17%	22%	7%
Nov 2005	38%	20%	14%	20%	8%
Sep 2005	39%	16%	13%	25%	8%
Jun 2005	39%	17%	16%	23%	6%
Oct 2004*	33%	19%	19%	23%	7%
Sep 2004*	38%	19%	15%	20%	8%
Aug 2004*	35%	20%	15%	23%	7%
Mar 2004*	42%	17%	14%	21%	7%
Oct 2002*	34%	18%	15%	26%	7%
Sep 2002*	28%	20%	14%	29%	9%
Jun 2002*	40%	14%	11%	28%	7%
Oct 2001*	33%	22%	15%	24%	6%
Apr 2001*	41%	18%	14%	22%	6%
Oct 2000*	37%	18%	15%	22%	9%
Feb 2000*	41%	19%	11%	24%	5%

* Question asked of registered respondents only

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

17% Yes
81% No
2% Don't know

VET. Are you a military veteran?

10% Yes
90% No

Hisp. Are you Hispanic or Latino, or not?

2% Yes
97% No

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

93% White
7% Non-white

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

33% Protestant
25% Catholic
13% Some other religion
28% Not affiliated with any religion
1% Don't know

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

20% Yes
79% No
2% Don't know

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

50% Full-time
22% Retired
12% Part-time
5% Something else
4% Disabled
4% Unemployed
3% Going to school

Health Would you say that in general your health is excellent, very good, good, fair, or poor?

25%	Excellent
39%	Very good
24%	Good
10%	Fair
2%	Poor

Chron Do you have any chronic health conditions, such as, asthma, arthritis, diabetes, cancer, coronary artery disease, congestive heart failure, emphysema, stroke, or not?

30%	Yes
69%	No
1%	Don't know

Smoke Do you NOW smoke cigarettes every day, some days or not at all?

7%	Every day
4%	Some days
89%	Not at all
1%	Don't know

PhysAct Thinking about the past month, how many times per week did you participate in any physical activities for exercise that lasted for at least one-half hour, such as walking, basketball, dance, rollerblading or gardening?

7%	Never
8%	Less than once a week
26%	Once or twice a week
58%	Three times a week or more

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

9%	Under \$25,000
9%	\$25-\$35,000
10%	\$35-50,000
20%	\$50-75,000
17%	\$75-100,000
30%	Over \$100,000
7%	Don't know

DONE. Sex of respondent:

48%	Male
52%	Female