

FRANKLIN & MARSHALL

# **Franklin & Marshall College Poll**

## **SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS**

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## Key Findings

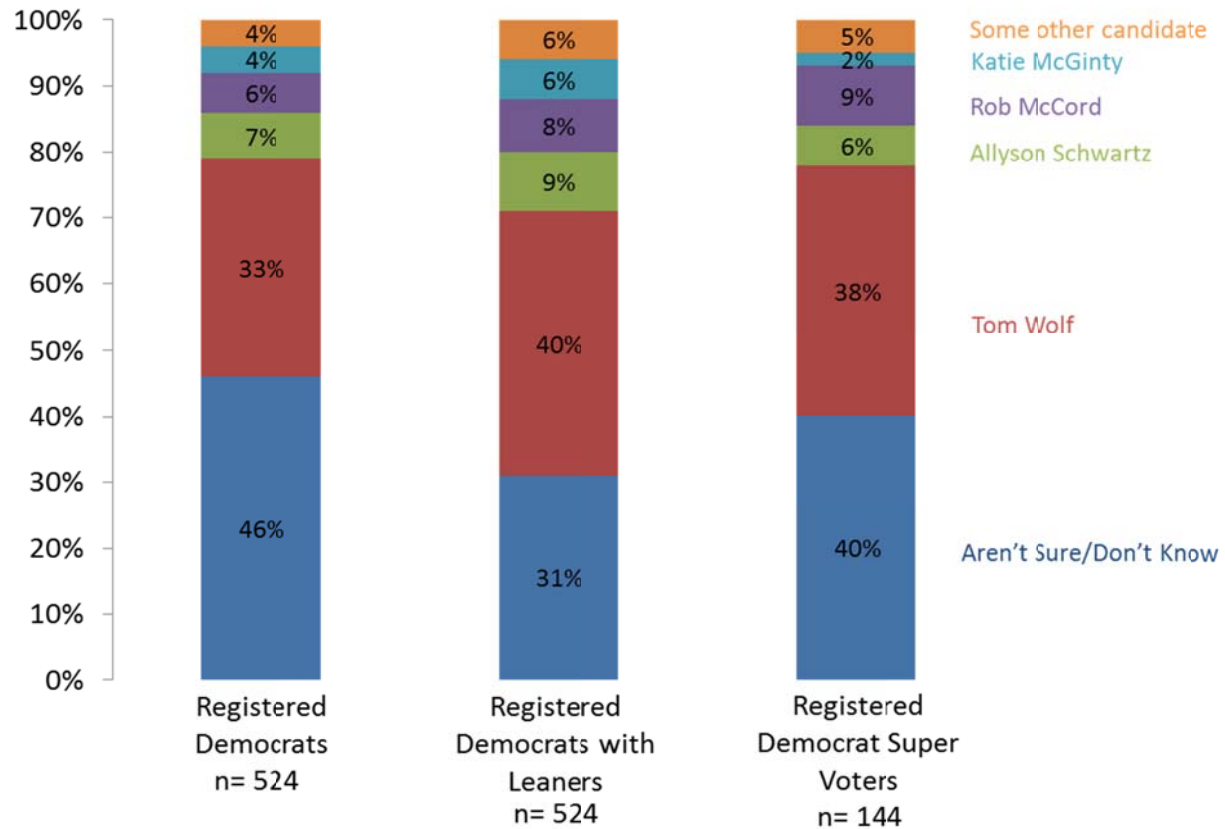
The March 2014 Franklin & Marshall College Poll of registered Democrats finds that Tom Wolf retains a sizable lead in the Democratic primary race for governor, although many voters (46%) remain undecided at the moment. Tom Wolf's name recognition and favorability scores remain the highest among the Democratic candidates. Nearly three in four (71%) registered Democrats have seen a television commercial for governor. Most (85%) of these respondents have seen a Wolf advertisement, but many have seen a McCord (42%) or McGinty (39%) ad.

### ***The 2014 Democratic Gubernatorial Primary***

Tom Wolf continues to lead the Democratic gubernatorial field. Wolf leads his closest challenger, Representative Allyson Schwartz, 33% to 7%, similar to the lead he held in the February Poll. Rob McCord (6%) and Katie McGinty (4%) remain well behind Wolf and nearly half (46%) of registered Democrats are still undecided (see Figure 1). Half (51%) of Wolf voters report they are “certain” to vote for him, making his share of certain voters larger than any other candidates. There are minor differences in preference based on a respondent's voting history in the last five primary elections: Wolf's vote share (38%) is slightly larger and McCord (9%) rises to second place, although many (40%) of these regular primary voters remain undecided. Tom Wolf's lead continues to be relatively consistent throughout the various demographic subgroups as it was in February (see Table 1).

**Figure 1. Pennsylvania Democratic Gubernatorial Primary Preference, March 2014**

*If the Democratic primary election for governor were being held today and the candidates included (rotated), Rob McCord, Allyson Schwartz, Katie McGinty, and Tom Wolf, would you vote for ...?*



In February, nearly two in three (65%) registered Democrats had seen a television commercial for governor, and almost all (88%) of those respondents had seen a Wolf advertisement and almost none had seen advertising from another candidate. Now, nearly three in four (71%) registered Democrats have seen a television commercial for governor. Most (85%) of these respondents have seen a Wolf advertisement, but many have seen a McCord (42%) or McGinty (39%) ad as well.

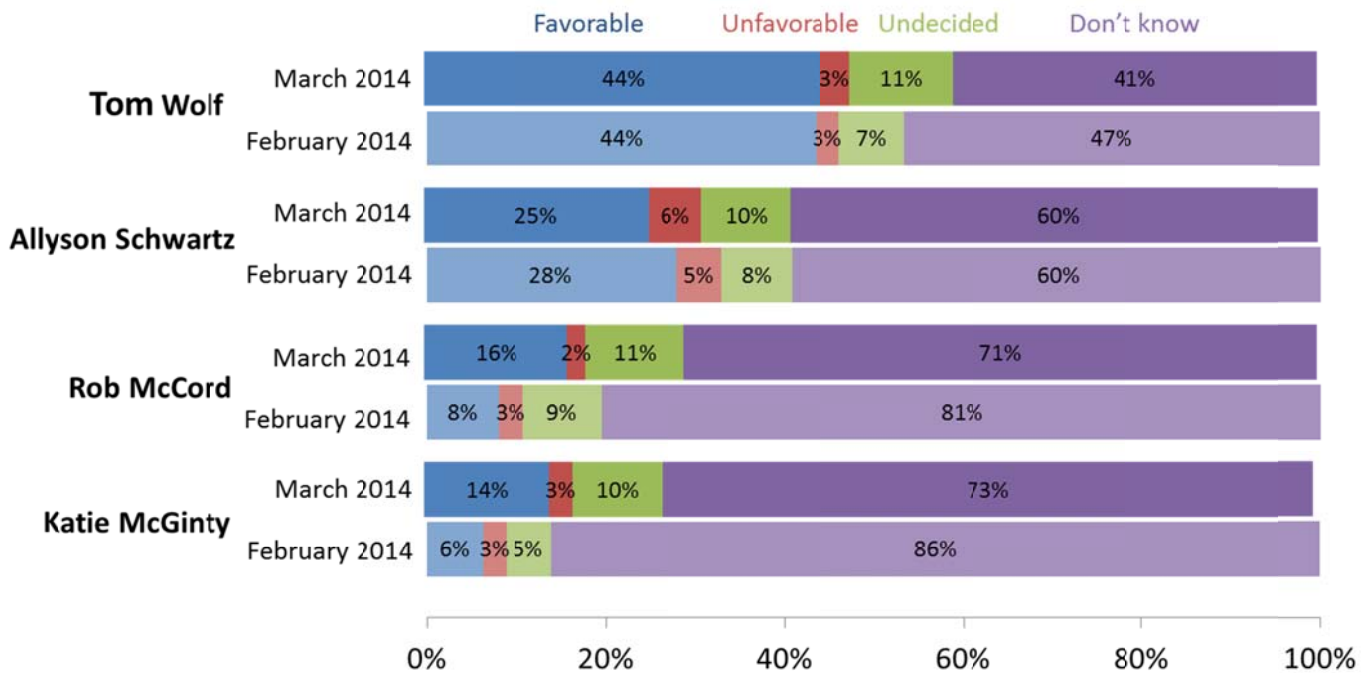
Registered Democrats say that education (31%) and the economy (19%) are the issues they will most consider when choosing a gubernatorial candidate. Fracking (6%), taxes (5%), budget (5%), and health care (4%) also receive mentions as key issues. The personal

characteristic respondents commonly want in their next gubernatorial candidate includes honesty (40%), a strong character (12%), and being caring (12%). Democrats' preferences on the issues and characteristics they want in a gubernatorial candidate are consistent with the February poll.

Currently, two in five (45%) registered Democrats have a favorable opinion of Tom Wolf and only three percent express an unfavorable opinion of him. Most Democratic candidates are little known, as Figure 2 reveals.

**Figure 2. Pennsylvania Democratic Gubernatorial Candidates' Favorability Ratings, February and March 2014**

*Is your opinion of [FILL name] favorable, unfavorable, undecided, or haven't you heard enough about [FILL name] to have an opinion?*



## Methodology

The survey findings presented in this release are based on the results of interviews conducted March 25-31, 2014. 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 Project Manager Jacqueline Redman. The data included in this release represent the responses of 524 registered Democratic voters in Pennsylvania. The sample of registered voters was obtained from Voter Contact Services. Survey results were weighted (region and gender) 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 +/- 4.3 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

## Gubernational Primary: Pennsylvania Democrats March 2014

If the Democratic primary election for governor were being held today and the candidates included (*rotated*), Rob McCord, Allyson Schwartz, Katie McGinty, Tom Wolf, would you vote for ...?

|   | Tom Wolf | Allyson Schwartz | Rob McCord | Katie McGinty | Some other candidate | Do not know |
|---|----------|------------------|------------|---------------|----------------------|-------------|
| <b>Ideology*</b>                              |          |                  |            |               |                      |             |
| Liberal                                       | 37%      | 10%              | 5%         | 2%            | 1%                   | 45%         |
| Moderate                                      | 31%      | 6%               | 9%         | 5%            | 5%                   | 44%         |
| Conservative                                  | 35%      | 5%               | 3%         | 4%            | 8%                   | 45%         |
| <b>Gender</b>                                 |          |                  |            |               |                      |             |
| Male  | 36%      | 6%               | 4%         | 3%            | 5%                   | 46%         |
| Female  | 30%      | 7%               | 8%         | 5%            | 3%                   | 47%         |
| <b>Age*</b>                                   |          |                  |            |               |                      |             |
| Under 35                                      | 7%       | 6%               | 4%         | 4%            | 2%                   | 77%         |
| 35-54   | 32%      | 7%               | 4%         | 2%            | 5%                   | 51%         |
| Over 55                                       | 37%      | 7%               | 7%         | 5%            | 4%                   | 41%         |
| <b>Education</b>                              |          |                  |            |               |                      |             |
| HS or less                                    | 38%      | 2%               | 7%         | 6%            | 5%                   | 43%         |
| Some college                                  | 33%      | 10%              | 5%         | 3%            | 5%                   | 44%         |
| College degree                                | 29%      | 8%               | 6%         | 3%            | 3%                   | 51%         |
| <b>Income**</b>                               |          |                  |            |               |                      |             |
| Under 35                                      | 31%      | 5%               | 8%         | 6%            | 3%                   | 48%         |
| 35-75   | 41%      | 4%               | 8%         | 4%            | 6%                   | 36%         |
| Over 75                                       | 34%      | 12%              | 4%         | 3%            | 4%                   | 42%         |
| <b>Race</b>                                   |          |                  |            |               |                      |             |
| White   | 34%      | 7%               | 7%         | 5%            | 4%                   | 43%         |
| Nonwhite                                      | 24%      | 6%               | 5%         | 2%            | 2%                   | 61%         |
| <b>Marital Status**</b>                       |          |                  |            |               |                      |             |
| Single, Never Married                         | 21%      | 2%               | 8%         | 1%            | 1%                   | 66%         |
| Married                                       | 36%      | 8%               | 5%         | 4%            | 4%                   | 43%         |
| Not currently married                         | 32%      | 5%               | 8%         | 6%            | 5%                   | 43%         |
| <b>Religious Affiliation</b>                  |          |                  |            |               |                      |             |
| Protestant                                    | 37%      | 6%               | 5%         | 4%            | 4%                   | 44%         |
| Catholic                                      | 35%      | 4%               | 6%         | 4%            | 7%                   | 43%         |
| Other, unaffiliated                           | 25%      | 10%              | 7%         | 4%            | 1%                   | 53%         |
| <b>Born Again Christian or Fundamentalist</b> |          |                  |            |               |                      |             |
| Yes   | 34%      | 6%               | 7%         | 3%            | 4%                   | 46%         |
| No  | 32%      | 7%               | 6%         | 5%            | 4%                   | 46%         |
| <b>Gun Owner</b>                              |          |                  |            |               |                      |             |
| Yes   | 38%      | 4%               | 4%         | 7%            | 8%                   | 39%         |
| No  | 31%      | 8%               | 7%         | 3%            | 3%                   | 48%         |
| <b>Region*</b>                                |          |                  |            |               |                      |             |
| Philadelphia                                  | 35%      | 11%              | 5%         | 0%            | 2%                   | 47%         |
| Northeast                                     | 32%      | 6%               | 8%         | 6%            | 6%                   | 42%         |
| Allegheny                                     | 31%      | 2%               | 4%         | 3%            | 10%                  | 50%         |
| Southwest                                     | 35%      | 0%               | 2%         | 7%            | 5%                   | 51%         |
| Northwest                                     | 24%      | 2%               | 14%        | 8%            | 5%                   | 48%         |
| Central                                       | 38%      | 2%               | 10%        | 7%            | 1%                   | 43%         |
| Southeast                                     | 30%      | 16%              | 4%         | 1%            | 2%                   | 47%         |
| <b>Employment</b>                             |          |                  |            |               |                      |             |
| Fulltime                                      | 34%      | 8%               | 6%         | 4%            | 4%                   | 44%         |
| Other   | 25%      | 5%               | 7%         | 4%            | 3%                   | 56%         |
| Retired                                       | 36%      | 6%               | 6%         | 4%            | 4%                   | 44%         |

\* 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?

100% Democrat

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 |
|----------|---------------------------|------------------------|------------|
| Mar 2014 | 22%                       | 66%                    | 11%        |
| Feb 2014 | 21%                       | 68%                    | 11%        |

MIP\_PA. What do you think is the MOST IMPORTANT problem facing PENNSYLVANIA TODAY?

| Feb 2014 | Mar 2014 |                                  |
|----------|----------|----------------------------------|
| 25%      | 32%      | Education, school                |
| 23%      | 23%      | Unemployment, personal finances  |
| 16%      | 10%      | Government, politicians          |
| 5%       | 6%       | Taxes                            |
| 6%       | 5%       | Energy issues, gas prices        |
| 3%       | 5%       | Economy                          |
| 3%       | 3%       | Healthcare, insurance            |
| 1%       | 3%       | Crime, drugs, violence, guns     |
| 4%       | 2%       | Roads, infrastructure            |
| 1%       | 2%       | Social issues                    |
| 1%       | 1%       | Senior issues, social security   |
| 1%       | 1%       | Environment                      |
| 1%       | 0%       | Civil liberties                  |
| 1%       | 0%       | Retaining, attracting businesses |
| 1%       | 0%       | Housing, real estate             |
| 3%       | 3%       | Other                            |
| 7%       | 6%       | 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? (rotated)

|                         | Strongly favorable | Somewhat favorable | Somewhat unfavorable | Strongly unfavorable | Undecided | Don't know |
|-------------------------|--------------------|--------------------|----------------------|----------------------|-----------|------------|
| <b>BARACK OBAMA</b>     |                    |                    |                      |                      |           |            |
| Mar 2014                | 41%                | 27%                | 6%                   | 17%                  | 8%        | 1%         |
| Feb 2014                | 47%                | 27%                | 7%                   | 11%                  | 8%        | 1%         |
| <b>ROB McCORD</b>       |                    |                    |                      |                      |           |            |
| Mar 2014                | 5%                 | 11%                | 1%                   | 1%                   | 11%       | 71%        |
| Feb 2014                | 3%                 | 5%                 | 2%                   | 1%                   | 9%        | 81%        |
| <b>ALLYSON SCHWARTZ</b> |                    |                    |                      |                      |           |            |
| Mar 2014                | 8%                 | 17%                | 3%                   | 3%                   | 10%       | 60%        |
| Feb 2014                | 10%                | 18%                | 3%                   | 2%                   | 8%        | 60%        |
| <b>TOM WOLF</b>         |                    |                    |                      |                      |           |            |
| Mar 2014                | 20%                | 25%                | 2%                   | 1%                   | 11%       | 41%        |
| Feb 2014                | 20%                | 24%                | 2%                   | 1%                   | 7%        | 47%        |
| <b>KATIE McGINTY</b>    |                    |                    |                      |                      |           |            |
| Mar 2014                | 4%                 | 10%                | 1%                   | 2%                   | 10%       | 73%        |
| Feb 2014                | 1%                 | 5%                 | 2%                   | 1%                   | 5%        | 86%        |

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

| Feb 2014 | Mar 2014 |  |
|----------|----------|--|
| 68%      | 70%      | Certain to vote  |
| 18%      | 18%      | Will you probably vote                                     |
| 10%      | 9%       | Are the chances fifty-fifty you will vote, or              |
| 4%       | 3%       | Don't you think that you will vote in the primary election |
| 1%       | 1%       | Don't Know   |

Prim. When it comes to primary elections, do you...

|          | Always vote | Usually vote | Only sometimes vote | Rarely vote |
|----------|-------------|--------------|---------------------|-------------|
| Mar 2014 | 52%         | 29%          | 14%                 | 4%          |
| Feb 2014 | 55%         | 27%          | 13%                 | 5%          |

DemPrimG. If the Democratic primary election for governor were being held today and the candidates included (rotated), Rob McCord, Allyson Schwartz, Katie McGinty, and Tom Wolf, would you vote for ...

| Feb 2014 | Mar 2014 |                      |
|----------|----------|----------------------|
| 36%      | 33%      | Tom Wolf             |
| 9%       | 7%       | Allyson Schwartz     |
| 3%       | 6%       | Rob McCord           |
| 1%       | 4%       | Katie McGinty        |
| 2%       | 4%       | Some other candidate |
| 48%      | 46%      | Don't Know           |

CertGov Are you absolutely CERTAIN you will vote for: [FILL preferred candidate=DemPrimG] in the election, or are you still making up your mind? (270 named candidate)

- 46% Absolutely certain
- 54% Still making up mind

LeanGov. As of today, do you lean more to... , , or are you leaning toward some other candidate? (244 no named candidate)

- 16% Tom Wolf
- 5% Allyson Schwartz
- 4% Rob McCord
- 4% Katie McGinty
- 4% Some other candidate
- 67% Aren't sure how you would vote, Don't Know

GovIss. What issue will be most important to you when considering which democratic candidate for governor you support?

| Feb 2014 | Mar 2014   |                              |
|----------|------------|------------------------------|
| 23%      | <b>31%</b> | Education                    |
| 19%      | <b>19%</b> | Economy/Job Market           |
| 6%       | <b>6%</b>  | Energy Issues - fracking     |
| 8%       | <b>5%</b>  | Personal characteristic      |
| 7%       | <b>5%</b>  | Taxes                        |
| 3%       | <b>5%</b>  | Budget - pensions            |
| 4%       | <b>4%</b>  | Healthcare                   |
| 1%       | <b>2%</b>  | Social Issues                |
| 3%       | <b>1%</b>  | Equal rights/fairness        |
| 2%       | <b>1%</b>  | Benefits for senior citizens |
| 1%       | <b>1%</b>  | Marijuana Legalization       |
| 1%       | <b>0%</b>  | Gun Control                  |
| 1%       | <b>0%</b>  | Infrastructure               |
| 1%       | <b>0%</b>  | Minimum Wage                 |
| 1%       | <b>0%</b>  | Women's rights               |
| 0%       | <b>1%</b>  | Nothing                      |
| 4%       | <b>8%</b>  | Other                        |
| 14%      | <b>13%</b> | Don't Know                   |

GovChar And what personal characteristic or quality are you most looking for in a candidate for governor?

| Feb 2014 | Mar 2014 |  |
|----------|----------|--|
| 35%      | 40%      | Honesty  |
| 12%      | 12%      | Integrity – strong character                               |
| 11%      | 12%      | Caring – wants to help people; best interest of the people |
| 4%       | 5%       | Trustworthy  |
| 1%       | 4%       | Effective  |
| 2%       | 3%       | Fairness   |
| 3%       | 2%       | Responsible - willingness to compromise                    |
| 2%       | 2%       | Experienced  |
| 2%       | 2%       | Intelligent/intellectual                                   |
| 1%       | 2%       | Family oriented  |
| 3%       | 1%       | Committed - to the state; to citizens                      |
| 2%       | 1%       | Progressive  |
| 1%       | 1%       | Understanding  |
| 3%       | 0%       | Willingness to make tough choices                          |
| 2%       | 0%       | Problem solver - creative                                  |
| 1%       | 0%       | Moderate/Center  |
| 1%       | 0%       | Well Spoken  |
| 1%       | 2%       | Nothing  |
| 5%       | 6%       | Other  |
| 8%       | 8%       | Do not know  |

GovAd1 Have you seen any commercials for the candidates for governor, or not?

|          | Yes | No  | Don't know |
|----------|-----|-----|------------|
| Mar 2014 | 71% | 28% | 1%         |
| Feb 2014 | 65% | 34% | 1%         |

GovAd2 Which candidate's commercials have you seen? (354 who have seen commercials)

| Feb 2014 | Mar 2014 |                  |
|----------|----------|------------------|
| 88%      | 85%      | Tom Wolf         |
| 5%       | 42%      | Rob McCord       |
| 3%       | 39%      | Katie McGinty    |
| 10%      | 7%       | Allyson Schwartz |
| 5%       | 10%      | Other candidate  |
| 21%      | 11%      | Don't Know       |

*\*Totals may exceed 100% because multiple responses were accepted*

GovDebate Have you watched any of the debates held among the candidates for governor, or not?

|          | Yes | No  | Don't know |
|----------|-----|-----|------------|
| Mar 2014 | 4%  | 96% | 0%         |
| Feb 2014 | 4%  | 96% | 1%         |

VoteOth. If [FILL preferred candidate=DemPrimG] does not win the Democratic nomination for Governor, who do you think you will vote for in the November election? Will you vote for the Democratic candidate, Tom Corbett, some other candidate, or will you probably not vote in the November election?

| Feb 2014 | Mar 2014   |  |
|----------|------------|--|
| 64%      | <b>62%</b> | Democratic candidate                       |
| 5%       | <b>7%</b>  | Tom Corbett                                |
| 13%      | <b>15%</b> | Some other candidate                       |
| 3%       | <b>2%</b>  | Probably not vote in the November election |
| 15%      | <b>14%</b> | Don't Know                                 |

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>Mar 2014</b> | <b>17%</b>    | <b>41%</b> | <b>25%</b>      | <b>17%</b> | <b>0%</b>  |
| Feb 2014        | 18%           | 44%        | 26%             | 11%        | 1%         |

WhyRPpos Why do you believe President Obama has done [an excellent/a good] job as president? (306 registered voters)

| Feb 2014 | Mar 2014   |   |
|----------|------------|---|
| 33%      | <b>26%</b> | Worked against strong opposition; Congress is to blame for lack of progress                   |
| 21%      | <b>24%</b> | Affordable care act - healthcare  |
| 18%      | <b>23%</b> | He is trying his best   |
| 9%       | <b>13%</b> | Handling of foreign policy/ affairs: Reduced Military in Middle East; Ended war in Iraq; Iran |
| 12%      | <b>9%</b>  | Cares about people and those in need and tries to help  |
| 6%       | <b>9%</b>  | Trying to stay true to goals/promises   |
| 12%      | <b>8%</b>  | Has done/is doing a good job/excellent job  |
| 8%       | <b>8%</b>  | Economy has improved  |
| 9%       | <b>6%</b>  | Has made improvements; changes  |
| 5%       | <b>4%</b>  | Clear sense of priorities   |
| 4%       | <b>4%</b>  | Is a good person; heart is in the right place   |
| 3%       | <b>4%</b>  | Intelligent, thoughtful   |
| 3%       | <b>4%</b>  | Looks out for middle class  |
| 4%       | <b>3%</b>  | Strong character  |
| 3%       | <b>3%</b>  | Negative state  |
| 1%       | <b>2%</b>  | Education initiative  |
| 3%       | <b>1%</b>  | Lowered unemployment rates; created jobs  |
| 2%       | <b>1%</b>  | Marriage equality   |
| 0%       | <b>1%</b>  | Immigration Reform  |
| 3%       | <b>0%</b>  | Listens to the people   |
| 5%       | <b>6%</b>  | Other   |
| 1%       | <b>3%</b>  | Do not know   |

*\*Totals may exceed 100% because multiple responses were accepted*

WhyRPneg Why do you believe President Obama has done [only a fair/a poor] job as president?(216 registered voters)

| Feb 2014 | Mar 2014   |   |
|----------|------------|---|
| 18%      | <b>22%</b> | Affordable care act- Made healthcare system worse, ruined healthcare system |
| 7%       | <b>17%</b> | Foreign Policy/Affairs  |
| 10%      | <b>14%</b> | Has not accomplished anything – has not done anything; No change            |
| 9%       | <b>11%</b> | Not doing enough for the economy; making economy worse                      |
| 11%      | <b>10%</b> | Inability to build legislative approval or backing                          |
| 14%      | <b>8%</b>  | Broken promises - has not lived up to his promises                          |
| 0%       | <b>8%</b>  | Inexperienced   |
| 9%       | <b>7%</b>  | Incapable   |
| 17%      | <b>6%</b>  | Cannot/did not overcome opposition  |
| 3%       | <b>5%</b>  | Positive statement  |
| 11%      | <b>4%</b>  | Disagree with agenda  |
| 6%       | <b>3%</b>  | Dishonest   |
| 4%       | <b>2%</b>  | Untrustworthy   |
| 6%       | <b>1%</b>  | Unwilling to compromise   |
| 1%       | <b>1%</b>  | Marriage equality   |
| 0%       | <b>1%</b>  | Immigration reform  |
| 3%       | <b>0%</b>  | Does not identify important issues  |
| 1%       | <b>0%</b>  | Has not addressed senior citizen issues – Medicare bill                     |
| 1%       | <b>0%</b>  | Pushes Race as an issue   |
| 20%      | <b>24%</b> | Other   |
| 7%       | <b>5%</b>  | Do not know   |

*\*Totals may exceed 100% because multiple responses were accepted*

DemPrim16. If the 2016 Democratic primary election for president were being held today and the candidates included (*rotated*), Hillary Clinton, Joe Biden, Andrew Cuomo, Elizabeth Warren, Martin O'Malley, Howard Dean and Brian Schweitzer, would you vote for ... some other candidate, or aren't you sure how you would vote?

| Feb 2014 | Mar 2014   |                      |
|----------|------------|----------------------|
| 58%      | <b>55%</b> | Hillary Clinton      |
| 6%       | <b>5%</b>  | Joe Biden            |
| 7%       | <b>4%</b>  | Elizabeth Warren     |
| 2%       | <b>2%</b>  | Andrew Cuomo         |
| 1%       | <b>0%</b>  | Howard Dean          |
| 3%       | <b>5%</b>  | Some other candidate |
| 23%      | <b>29%</b> | Don't 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?)

|     |              |
|-----|--------------|
| 15% | Philadelphia |
| 13% | Northeast    |
| 12% | Allegheny    |
| 12% | Southwest    |
| 8%  | Northwest    |
| 19% | Central      |
| 22% | Southeast    |

AGE. What was your age on your last birthday?

|     |              |
|-----|--------------|
| 4%  | 18-24        |
| 7%  | 25-34        |
| 8%  | 35-44        |
| 14% | 45-54        |
| 30% | 55-64        |
| 38% | 65 and older |

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

|     |                             |
|-----|-----------------------------|
| 4%  | Non high school graduate    |
| 28% | High school graduate or GED |
| 14% | Some college                |
| 10% | Two-year or tech degree     |
| 23% | Four year college degree    |
| 22% | Post graduate degree        |

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

|     |                       |
|-----|-----------------------|
| 15% | Single, Never Married |
| 66% | Married               |
| 10% | Divorced              |
| 11% | Widow or widower      |

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

|     |              |
|-----|--------------|
| 33% | Liberal      |
| 41% | Moderate     |
| 19% | Conservative |
| 7%  | Don't know   |

GUN. Are you a gun owner?

|     |     |
|-----|-----|
| 24% | Yes |
| 76% | No  |

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

55% Strongly favor  
16% Somewhat favor  
10% Somewhat oppose  
15% Strongly oppose  
4% Don't know

Hisp. Are you Hispanic or Latino, or not?

2% Yes  
98% No

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

84% White  
16% Non-white

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

32% Protestant  
35% Catholic  
16% Some other religion  
17% Not affiliated with any religion

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

22% Yes  
77% No  
2% Don't know

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

41% Fulltime  
9% Part-time  
3% Going to school  
4% Keeping house  
4% Unemployed  
4% Disabled  
36% Retired

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

15% Under \$25,000  
10% \$25-\$35,000  
13% \$35-50,000  
19% \$50-75,000  
15% \$75-100,000  
23% Over \$100,000  
5% Don't know

DONE. Sex of respondent:

42% Male  
58% Female