

PUBLIC OPINION POLL:

PHILADELPHIANS REMAIN OPTIMISTIC ABOUT CITY'S DIRECTION

Concern about crime is down, impact of the recession is deep

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THE
PEW
CHARITABLE TRUSTS

Philadelphia
Research
Initiative

KEY FINDINGS

A new poll from The Pew Charitable Trusts' Philadelphia Research Initiative shows that Philadelphians are optimistic about their city's prospects even though many of them have suffered personally as a result of the economic downturn of the past 18 months.

One factor in their generally upbeat view appears to be a somewhat diminished worry about crime, although crime still outranks all other concerns about the city. That reduced fear shows up in several ways in the poll findings.

As part of this annual benchmark survey and the one conducted in January 2009, Philadelphians were asked to name the "one or two things they like least" about living in the city. This year, there was a 10 percentage-point drop in the number of people mentioning crime. The same trend was apparent when people who said they would like to move out of the city were asked why. For them, there was a 12 percentage-point drop in the crime mentions this year. Those attitudes are consistent with crime statistics; the number of major crimes in the city declined significantly in the past year.

The overall mood of the city, while more positive than negative, is not as rosy as it was last January during the weeks leading up to the inauguration of Barack Obama. But it is more upbeat than it was last April, when the Philadelphia Research Initiative conducted a poll during the city's budget crisis.

When Philadelphians are asked whether the city is headed in the right direction or has gone off on the wrong track, they choose the former by a margin of 41 to 34 percent. That's down slightly from a year ago, when the margin was 46 to 37 percent in favor of right direction, but up substantially from April, when only 34 percent selected "right direction" and 47 percent chose "wrong track." Residents also give the city the same high ratings as a place to live as they did in 2009.

The current outlook is striking, given how hard city residents have been hit by both the recession and the "jobless recovery" that has followed. The economic numbers are grim:

- Only one-third of city residents describe their financial situation as either "excellent," or "good," 40 percent say "fair," and fully one-quarter of Philadelphians say they are in "poor" financial shape.
- Two out of three Philadelphians are at least "somewhat" concerned about maintaining their standard of living; one-quarter are "very" concerned.
- Nearly two out of three Philadelphians describe the "lack of job opportunities" as a "very serious" problem in their neighborhoods.

In one particularly significant finding, 49 percent of those questioned responded in the affirmative when asked: "Over the past 12 months, has there been a time when you or someone in your household has been without a job and looking for work, or not?"

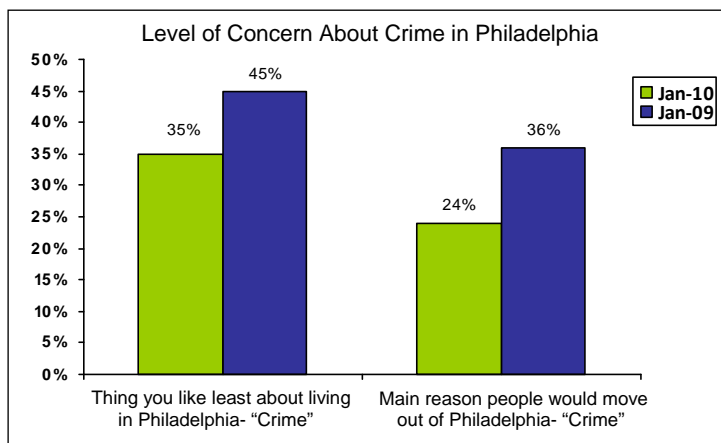
CONCERN ABOUT CRIME

One of the most noteworthy findings of the Philadelphia Research Initiative's first benchmark poll, conducted in January 2009, was how worried Philadelphians were about crime. At that time, nearly two-thirds (64 percent) said that crime was a serious problem in their neighborhoods; almost half mentioned it when asked to name the one or two things they liked least about living in Philadelphia; and over a third of those who said they'd like to move out cited it as the prime reason for their unhappiness.

Today, crime still gets far and away cited most often as the thing people like least about the city; nothing else comes close. But the percentage citing crime in this way is down from 45 percent a year ago to 35 percent now, and the percentage citing crime as the prime reason they'd leave is down from 36 percent to 24 percent.

The reduced concern about crime cuts across all racial, demographic and geographic lines. On the question about what people like least about the city, the decline in crime mentions is most pronounced in West Philadelphia (18 points) and the Northeast (15 points). The decline also is high among Hispanics (16 points) and African Americans (12 points). For details, see Appendix Table 1.

To some degree, this change in perception can be attributed to a change in what is happening in the streets. From 2008 to 2009, the number of major crimes in the city declined from 81,956 to 73,581, a drop of more than 10 percent. The number of violent crimes fell from 20,131 to 18,398, down nearly 9 percent. There also have been fewer of the highest-profile crimes, such as slayings of police officers. In 2008, four officers died in the line of duty. In 2009, one officer died, and that happened in February, meaning the city has now gone a year without a police death.



However, the level of residents' concern about crime in their own neighborhoods remains similar to previous poll findings. The percentage saying that crime is a "very" or "somewhat serious" problem, 64 percent, is essentially unchanged from a year ago. There's also been no change in how many people feel at least a little unsafe outside at night in their neighborhoods—36 percent this year and 37 percent last year.

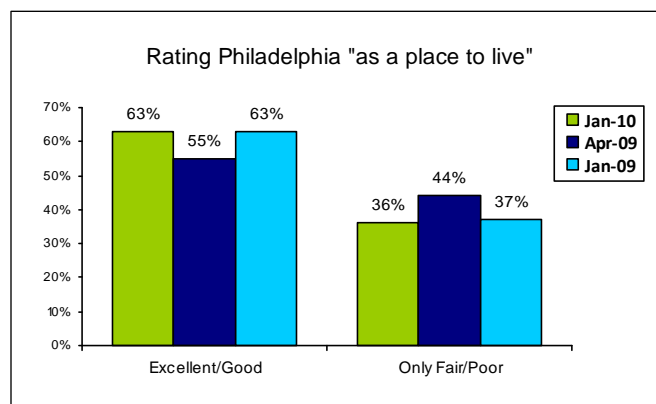
Nor do Philadelphians have a positive feeling about the criminal justice system as a whole, with 23 percent grading it "excellent" or "good" and 67 percent rating it only "fair" or "poor." The Philadelphia Research Initiative survey was taken a few weeks after the publication of a series in *The Philadelphia Inquirer* highlighting some of the failings of the system.

THE MOOD OF THE CITY

On the whole, Philadelphians are feeling upbeat about their city, despite the prolonged budget crisis of last year, the sluggish economy and the high unemployment rate.

In the poll, respondents were asked a series of questions about how they view the city, and the verdicts were invariably positive. For instance, 63 percent consider Philadelphia a "good" or "excellent" place to live, compared to the same figure a year ago and 55 percent last April.

The people who are happiest living in Philadelphia are members of families making more than \$100,000 per year (85 percent of them like the city), college graduates (78 percent) and whites (70 percent). No group has a negative



view of the city, but the following groups have the least positive view, all at 56 percent: people with school-aged children in the household, people with no more than a high-school diploma and those with family incomes below \$30,000. For details, see Appendix Table 4.

On some of the other measurements of the city’s level of optimism, there has been some modest deterioration in the past 12 months.

- On whether the city “will be a better place to live five years from now,” 59 percent say it will, down from 68 percent last January.
- On whether people would move out of the city if they could, 37 percent say they would, up from 32 percent a year ago.
- On whether the city is “heading in the right direction,” 41 percent say it is, while 34 percent say it’s “off on the wrong track.” The figures were, respectively, 46 and 37 last January; they were 34 and 47 in April.

The answers to the “right track”/“wrong direction” question show relatively little variation by demographic category. One group that does stand out, though, is relative newcomers, people who have been in the city 10 years or less. They are the most upbeat, choosing “right direction” over “wrong track” by 51 percent to 22 percent. For details, see Appendix Table 5.

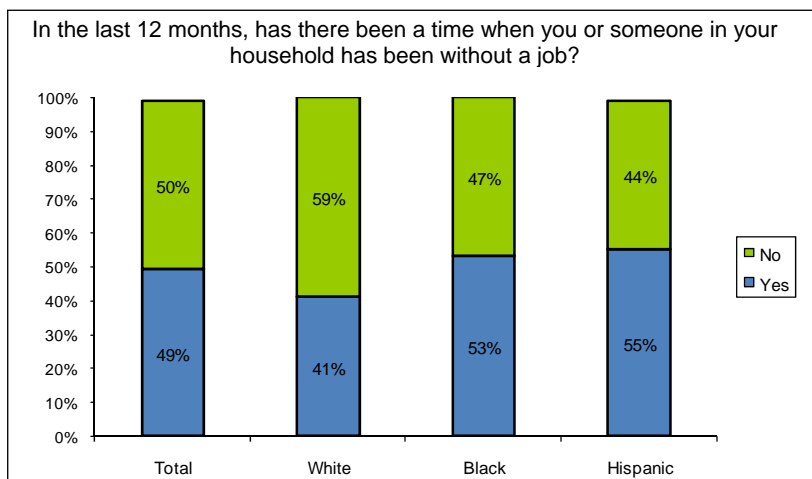
The 37 percent who would like to move out of the city include relatively large proportions of the young, the less well-educated, parents of school-aged children and members of families making between \$50,000 and \$100,000. Groups less likely to prefer moving were the elderly, residents of Center City and members of families making more than \$100,000.

Philadelphians also were asked what they like best about living in the city, and their answers were widely scattered. Among the factors cited most often are the feel of the place, including its historical richness (32 percent); the opportunities for entertainment and recreation, including restaurants, culture and sports (23 percent); the general ease of living and shopping in the city (20 percent); and the public amenities, most notably the transportation system (17 percent).

THE IMPACT OF THE ECONOMY ON RESIDENTS

In the poll, the Philadelphia Research Initiative asked a series of questions about how the sluggish economy has affected the lives of Philadelphians. The results leave no doubt that the impact has been deep and painful. Essentially half of those questioned (49 percent) replied “yes” when asked whether they or anyone in their household had been without a job and looking for work during the past 12 months.

How respondents defined “household” in answering the question isn’t clear; they may have been talking about close relatives generally. But there were other indications in the survey about the pervasiveness of the lack of jobs. For instance, 21 percent of all respondents described themselves as unemployed and looking for work at the time the poll was conducted, up from 15 percent a year ago.

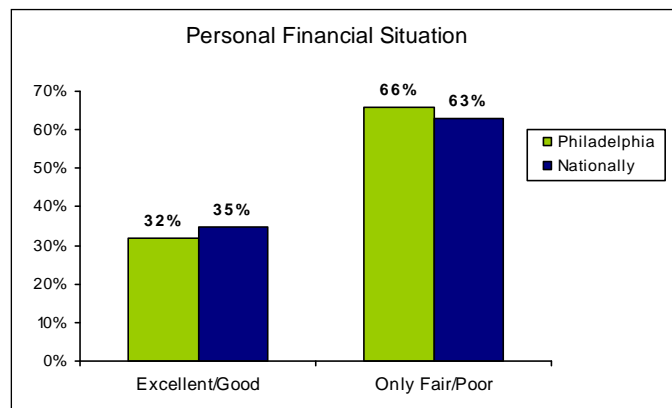


All of these responses may seem high—the city’s most recent unemployment rate was 10.6 percent—but the 21 percent figure is relatively close to the “underemployment rate,” which stands at 17 percent nationally. Unlike the conventional unemployment rate, the underemployment number includes people who are not actively looking for work, as defined by the federal government, as well as those who have part-time work and would like full-time jobs.

Unemployment is almost uniform citywide, with little variation from one neighborhood to another. Those who most often say that they or someone in their household was out of work and looking at some point last year include the following: people under the age of 35 (65 percent), those with family incomes under \$30,000 (61 percent) and those with school-aged children in the household (58 percent). Those who most often answer “no” to the question, other than the elderly and the highest-income group, were college graduates (36 percent), homeowners (40 percent) and whites (41 percent). For details, see Appendix Table 2.

In Philadelphia, the recession has had a more severe impact on blacks and Hispanics than on whites. At the time of the poll, 31 percent of Hispanics described themselves as “unemployed and looking for work,” compared to 25 percent of blacks and 14 percent of whites. Take people who are retired or over the age of 65 out of the equation, and the numbers rise to 35 percent for Hispanics, 30 percent for blacks and 18 percent for whites.

Several of the poll questions about the impact of the economy were taken from recent national surveys so that Philadelphians’ answers could be compared to those of Americans as a whole. Generally, the local responses are very similar to the national ones.



Sixty-six percent of city residents describe their financial situations as “only fair” or “poor.” The national number is 63 percent, according to a poll conducted by the Pew Research Center in December. For details on the Philadelphia results, see Appendix Table 3.

Sixty-five percent of Philadelphians are “very” or “somewhat” concerned about maintaining their current standard of living. This compares to 64 percent in a *Washington Post*/ABC News poll conducted in December. Fifty-two percent of Philadelphians say they think their own financial situations will get better this year—exactly the figure in the Pew Research Center study.

On both of these measurements, as with unemployment, the racial/ethnic differences locally are pronounced. Thirty-one percent of Hispanics describe their personal situations as “poor,” as do 28 percent of blacks and 18 percent of whites. Thirty-two percent of Hispanics are “very concerned” about maintaining their standard of living as are 24 percent of blacks and 19 percent of whites.

	Whites	Blacks	Hispanics
Poor Personal Financial Situation	18 %	28 %	31 %
Unemployed and Looking for Work	14 %	25 %	31 %
Very Concerned about Standard of Living	19 %	24 %	32 %

In other ways, here is how local residents say the economy has affected their lives:

- Four in 10 (41 percent) have delayed or canceled plans to make a major household purchase such as a computer or appliance.
- More than half (55 percent) have cut back on planned spending for vacation travel.
- About one in four (23 percent) has adjusted plans for retirement.
- More than half (55 percent) have been eating out less often.
- Four in 10 (40 percent) have delayed or canceled plans to buy a new home or make major home improvements.

All of those results are similar to the national numbers.

About the Survey

The Philadelphia Research Initiative survey was conducted by telephone between January 8 and January 19 among a citywide random sample of 1,602 city residents, ages 18 and older. To reach a broad representative sample of Philadelphians, interviews were conducted with 1,302 landline users and 300 cell phone users.

The final sample was weighted to reflect the demographic breakdown of the city. The margin of error for the entire sample is approximately +/- 2.5 percentage points, higher for subgroups. Surveys are subject to other error sources as well, including sampling coverage error, recording error and respondent error.

Abt SRBI Public Affairs designed the survey and conducted all interviewing, working with Cliff Zukin, veteran pollster and director of the public policy program at Rutgers University.

This report was written by Larry Eichel, project director of the Philadelphia Research Initiative, in consultation with Zukin.

About The Philadelphia Research Initiative

The Pew Charitable Trusts' Philadelphia Research Initiative provides timely, impartial research and analysis on key issues facing Philadelphia for the benefit of the city's citizens and leaders. Pew is a nonprofit organization that applies a rigorous, analytical approach to improve public policy, inform the public and stimulate civic life. www.pewtrusts.org/philaresearch.

APPENDIX

Table 1

WHAT RESIDENTS LIKE LEAST ABOUT LIVING IN PHILADELPHIA

	Crime January 2010 (percent)	Crime January 2009 (percent)
<i>Total</i>	35	45
Race		
White	32	40
Black	38	50
Hispanic	29	45
Education		
H.S. or less	34	45
Some College	38	50
College Grad	33	41
Gender		
Male	33	42
Female	36	48
Years in Philly		
10 or less	31	44
11 to 30	37	52
Over 30	34	42
Age		
18-34	40	53
35-49	35	48
50-64	32	41
65+	26	33
Household Income		
<\$30,000	36	44
\$30-\$50,000	36	48
\$50-\$100,000	40	53
\$100,000+	30	37
Neighborhood		
South Philly	31	42
West Philly	35	53
North Philly	35	43
N.W. Philly	38	46
N.E. Philly	33	48
Children in Household		
Yes	40	52
No	31	41
Housing Status		
Own	35	43
Rent	34	48

APPENDIX

Table 2

YOU OR SOMEONE IN YOUR HOUSEHOLD WAS UNEMPLOYED IN THE PAST 12 MONTHS

	Yes (percent)	No (percent)	Don't know/ Refused (percent)
<i>Total</i>	49	50	1
Race			
White	41	59	1
Black	53	47	*
Hispanic	55	44	2
Education			
H.S. or less	52	47	1
Some College	53	46	*
College Grad	36	64	*
Gender			
Male	50	50	1
Female	48	51	*
Years in Philly			
10 or less	52	48	*
11 to 30	63	37	1
Over 30	42	57	*
Age			
18-34	65	35	1
35-49	55	45	*
50-64	46	54	*
65+	17	82	2
Household Income			
<\$30,000	61	39	1
\$30-\$50,000	50	50	*
\$50-\$100,000	44	56	*
\$100,000+	16	84	*
Neighborhood			
South Philly	55	45	*
West Philly	47	53	*
North Philly	53	46	*
N.W. Philly	46	54	*
N.E. Philly	47	52	1
Children in Household			
Yes	58	41	*
No	43	57	*
Housing Status			
Own	40	59	*
Rent	58	41	1

APPENDIX

Table 3

PERSONAL FINANCIAL SITUATION

	<u>Positive</u>		<u>Negative</u>		Don't know/ Refused (percent)
	Excellent (percent)	Good (percent)	Only Fair (percent)	Poor (percent)	
Total	5	28	40	25	2
Race					
White	6	35	38	18	3
Black	4	22	44	28	1
Hispanic	6	31	32	31	*
Education					
H.S. or less	5	22	41	30	3
Some College	2	28	42	26	1
College Grad	9	43	37	10	1
Gender					
Male	7	30	36	25	2
Female	3	25	44	25	2
Years in Philly					
10 or less	9	28	37	25	*
11 to 30	5	26	41	27	1
Over 30	4	28	41	24	3
Age					
18-34	5	26	42	26	*
35-49	5	26	38	29	2
50-64	5	29	42	23	1
65+	4	32	40	18	5
Household Income					
<\$30,000	3	16	40	40	1
\$30-\$50,000	4	28	48	19	1
\$50-\$100,000	3	43	42	10	1
\$100,000+	19	56	23	1	*
Neighborhood					
South Philly	4	25	41	30	1
West Philly	7	18	38	33	3
North Philly	3	29	41	26	1
N.W. Philly	6	29	44	20	1
N.E. Philly	3	33	41	19	4
Children in Household					
Yes	3	24	46	26	1
No	6	30	37	24	3
Housing Status					
Own	6	33	40	19	2
Rent	3	23	41	31	1

APPENDIX

Table 4

RATING OF PHILADELPHIA AS A PLACE TO LIVE

	<u>Positive</u>		<u>Negative</u>		Positive Total (percent)	Negative Total (percent)	Positive to Negative Difference
	Excellent (percent)	Good (percent)	Only Fair (percent)	Poor (percent)			
<i>Total</i>	16	47	28	8	63	36	27
Race							
White	23	47	22	7	70	29	41
Black	12	47	32	8	59	40	19
Hispanic	11	47	28	12	58	40	18
Education							
H.S. or less	17	40	32	11	56	43	13
Some College	12	53	29	6	65	34	31
College Grad	21	57	17	5	78	21	57
Years in Philly							
10 or less	15	51	26	8	66	33	33
11 to 30	13	46	31	10	59	41	18
Over 30	18	46	27	7	64	35	29
Age							
18-34	14	45	29	11	60	40	20
35-49	12	47	32	9	58	41	17
50-64	22	48	23	5	70	28	42
65+	20	47	26	6	67	32	35
Household Income							
<\$30,000	14	42	33	10	56	43	13
\$30-\$50,000	15	48	29	7	63	36	27
\$50-\$100,000	19	52	24	5	70	29	41
\$100,000+	25	61	12	2	85	14	71
Neighborhood							
South Philly	19	46	28	6	65	34	31
West Philly	19	42	31	6	61	38	23
North Philly	13	45	35	6	59	41	18
N.W. Philly	12	50	29	9	62	38	24
N.E. Philly	16	51	25	7	67	32	35
Children in Household							
Yes	11	45	31	12	56	43	13
No	20	47	26	6	67	32	35
Housing Status							
Own	17	48	26	8	65	34	31
Rent	15	45	30	9	59	39	20

APPENDIX

Table 5

**CITY OF PHILADELPHIA:
RIGHT DIRECTION OR WRONG TRACK**

	Right Direction (percent)	Wrong Track (percent)	Mixed/Don't Know (percent)
<i>Total</i>	41	34	24
Race			
White	41	35	24
Black	41	36	23
Hispanic	45	26	29
Education			
H.S. or less	39	37	24
Some College	40	35	25
College Grad	50	24	25
Gender			
Male	42	34	23
Female	40	34	25
Years in Philly			
10 or less	51	22	26
11 to 30	41	37	23
Over 30	40	36	25
Age			
18-34	43	35	22
35-49	38	39	23
50-64	49	29	22
65+	33	32	35
Household Income			
<\$30,000	40	39	20
\$30-\$50,000	40	36	24
\$50-\$100,000	50	29	21
\$100,000+	47	27	27
Neighborhood			
South Philly	39	40	21
West Philly	42	34	24
North Philly	42	31	26
N.W. Philly	46	29	26
N.E. Philly	38	37	25
Children in Household			
Yes	39	40	21
No	43	31	26

**PHILADELPHIA RESEARCH INITIATIVE / ABT SRBI
 TOPLINE FOR SELECTED QUESTIONS
 JANUARY 8 – JANUARY 19, 2010 — ANNUAL BENCHMARK POLL**

BASE= 1,602 Philadelphia Residents Except Where Noted

* = less than 1%

- = question not asked/zero respondents

Q. TO BEGIN WITH, FOR HOW MANY YEARS HAVE YOU LIVED IN PHILADELPHIA OR HAVE YOU LIVED HERE ALL OF YOUR LIFE?

	ALL RESPONDENTS =====
LESS THAN 1 YEAR	1%
1 - 2	1%
3 - 5	5%
6 - 10	6%
11 - 20	8%
21 - 30	5%
MORE THAN 30	14%
ALL MY LIFE	61%

Q. HOW WOULD YOU RATE PHILADELPHIA AS A PLACE TO LIVE?

	ALL RESPONDENTS =====	APRIL 2009 =====	JANUARY 2009 =====
EXCELLENT	16%	16%	18%
GOOD	47%	39%	44%
ONLY FAIR	28%	31%	28%
POOR	8%	13%	9%
DON'T KNOW / REFUSED	1%	1%	1%

Q. DO YOU THINK THINGS IN PHILADELPHIA ARE GENERALLY HEADED IN THE RIGHT DIRECTION, OR WOULD YOU SAY THAT THINGS ARE PRETTY SERIOUSLY OFF ON THE WRONG TRACK?

	ALL RESPONDENTS =====	APRIL 2009 =====	JANUARY 2009 =====
RIGHT DIRECTION	41%	34%	46%
WRONG TRACK	34%	47%	37%
MIXED	18%	12%	12%
DON'T KNOW / REFUSED	6%	6%	5%

Q. ALL THINGS CONSIDERED, DO YOU THINK YOU WOULD OR WOULD NOT RECOMMEND PHILADELPHIA TO A FRIEND AS A PLACE TO LIVE?

	ALL RESPONDENTS =====	JANUARY 2009 =====
WOULD	62%	66%
WOULD NOT	29%	27%
DEPENDS	8%	6%
DON'T KNOW / REFUSED	1%	1%

Q. WHAT ARE THE ONE OR TWO THINGS YOU LIKE BEST ABOUT LIVING IN PHILADELPHIA?

	ALL RESPONDENTS =====
--POPULATION (NET)	18%
POSITIVE ATTITUDE OF PEOPLE (SUCH AS POLITE, FRIENDLY, CARING, ETC...)	10%
CULTURAL ACCESS/AVAILABILITY	4%
DIVERSIFICATION OF THE CULTURE/PEOPLE	3%
ALL OTHER POPULATION MENTIONS	1%

--COST (NET)	3%
AFFORDABLE/REASONABLE COST OF LIVING	1%
AFFORDABLE/CHEAPER HOUSING REAL ESTATE	1%
ALL OTHER COST MENTIONS	1%
--ENTERTAINMENT/RECREATION (NET)	23%
GOOD RESTAURANTS/ CHOICES OF FOOD	8%
BARS/NIGHT CLUBS/NIGHT LIFE	2%
A LOT OF THINGS TO DO	4%
ART/THEATER/MUSIC	4%
ACCESS/AVAILABILITY MUSEUMS ACCESS	2%
ENTERTAINMENT/ RECREATIONAL/FUN ACTIVITIES	4%
SPORTS TOWN	3%
PARKS	2%
ALL OTHER ENTERTAINMENT/RECREATION MENTIONS	1%
--EASE/CONVENIENCE (NET)	20%
CONVENIENCE (UNSPECIFIED)	3%
RETAIL/SHOPPING ACCESS/AVAILABILITY	5%
CONVENIENT LOCATION/CENTER CITY/ CLOSE TO EVERYTHING	7%
EASY TO WALK AROUND A LOT IN WALKING DISTANCE	2%
PROXIMITY TO OTHER BIG CITIES	1%
CHURCH ACCESS/AVAILABILITY	1%
ALL OTHER EASE/CONVENIENCE MENTIONS	2%
--PUBLIC/COMMUNITY SERVICES (NET)	17%
GOOD TRANSPORTATION SYSTEM (ALL MENTIONS)	12%
HOSPITAL/DOCTOR/ HEALTH CARE ACCESS/AVAILABILITY	1%
GOOD SCHOOLS/ EDUCATIONAL OPPORTUNITIES	2%
ALL OTHER PUBLIC/COMMUNITY SERVICES	2%
--AMBIANCE (NET)	32%
HISTORY/HISTORICAL SITES (ALL MENTIONS)	8%
QUIET/PEACEFUL/CALM CITY/NEIGHBORHOODS	2%
HOME TOWN/GREW UP THERE/HAVE FAMILY/FRIENDS LIVING HERE	6%
NICE CITY/ NEIGHBORHOODS (UNSPECIFIED)	6%
ALL MENTIONS OF SCENERY/LANDSCAPING	2%
ALL MENTIONS OF ENVIRONMENT/ATMOSPHERE/FEELING	6%
ALL OTHER AMBIANCE MENTIONS	4%
--MISCELLANEOUS (NET)	9%
JOBS/EMPLOYMENT OPPORTUNITIES	3%
ALL MENTIONS OF CITY SIZE	2%
LIKE/GOOD CLIMATE/WEATHER	3%
ALL OTHER MISCELLANEOUS MENTIONS	2%
ALL NEGATIVE MENTIONS	*
NOTHING I LIKE	2%
DON'T KNOW / REFUSED	8%

Q. AND WHAT ARE THE ONE OR TWO THINGS YOU LIKE LEAST ABOUT LIVING IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
--POPULATION (NET)	5%
NEGATIVE ATTITUDE OF PEOPLE (SUCH AS RUDE, UNFRIENDLY, UNCARING, ETC.)	3%
RACIAL TENSION/SEGREGATION	1%
ALL OTHER POPULATION MENTIONS	1%
--COST (NET)	7%
TAXES/HIGH TAXES (ALL MENTIONS)	5%
UNAFFORDABLE/HIGH COST OF LIVING	1%
ALL OTHER COST MENTIONS	1%

--ENTERTAINMENT/RECREATION (NET)	3%
POOR RESTAURANTS/ CHOICES OF FOOD	*
ALL OTHER ENTERTAINMENT/RECREATION MENTIONS	2%
--EASE/CONVENIENCE (NET)	2%
INCONVENIENT LOCATION/ CENTER CITY/NOT EASY TO GET AROUND	1%
ALL OTHER EASE/CONVENIENCE MENTIONS	1%
--PUBLIC/COMMUNITY SERVICES (NET)	24%
DIRTY STREETS/TRASH	7%
CLOSING OF PUBLIC SERVICES (LIBRARIES, FIREHOUSES, POOLS, ETC.)	1%
POOR EDUCATION/SCHOOL SYSTEM	5%
POOR TRANSPORTATION SYSTEM (ALL MENTIONS)	4%
POOR POLICE FORCE/SYSTEM	2%
QUALITY OF CITY SERVICE/HELP (ALL MENTIONS)	2%
STREET CONDITIONS/ POTHOLES	1%
NO/POOR PARKING	1%
POOR AIR/WATER QUALITY/TOO MUCH POLLUTION	1%
A/O PUBLIC/COMMUNITY SERVICES MENTIONS	1%
--AMBIANCE (NET)	10%
OVERPOPULATED	1%
POOR CITY/NEIGHBORHOODS (UNSPECIFIED)	3%
NOISY	*
BAD HOUSING/ABANDONED/NEEDING REPAIRS	1%
POVERTY/HOMELESSNESS	2%
ALL OTHER AMBIANCE MENTIONS	2%
--SAFETY (NET)	38%
CRIME/VIOLENCE	35%
DRUGS/ALCOHOL	5%
ALL OTHER SAFETY MENTIONS	2%
--MISCELLANEOUS (NET)	16%
UNEMPLOYMENT/LACK OF JOBS/HIGH PAYING JOBS	3%
TRAFFIC	3%
POLITICS/LACK OF INTEGRITY OF OUR LEADERS/CORRUPTION	6%
BUDGET DEFICIT/ CONCERNS	*
POOR/DON'T LIKE CLIMATE/WEATHER	2%
ALL OTHER MISCELLANEOUS MENTIONS	2%
ALL POSITIVE MENTIONS	4%
NOTHING I DISLIKE	2%
DON'T KNOW / REFUSED	10%

Q. ALL THINGS CONSIDERED, DO YOU THINK PHILADELPHIA HAS GOTTEN BETTER OR WORSE THAN IT WAS (WHEN YOU FIRST MOVED IN / 5 YEARS AGO), OR HAS IT STAYED ABOUT THE SAME AS A PLACE TO LIVE?

	ALL RESPONDENTS =====	JANUARY 2009 =====
BETTER	32%	33%
WORSE	30%	27%
SAME	34%	35%
SOME BETTER/SOME WORSE	3%	3%
DON'T KNOW / REFUSED	1%	1%

Q NOW, THINKING OF THE FUTURE, DO YOU THINK PHILADELPHIA WILL BE BETTER OR WORSE AS A PLACE TO LIVE 5 YEARS FROM NOW?

	ALL RESPONDENTS =====	APRIL 2009 =====	JANUARY 2009 =====
BETTER	59%	56%	68%
WORSE	17%	27%	14%
SAME	9%	2%	6%
SOME BETTER/SOME WORSE	3%	3%	1%
DON'T KNOW / REFUSED	12%	12%	10%

Q. NOW ON ANOTHER TOPIC, HOW WOULD YOU RATE YOUR OWN PERSONAL FINANCIAL SITUATION?

	ALL RESPONDENTS
	=====
EXCELLENT	5%
GOOD	28%
ONLY FAIR	40%
POOR	25%
DON'T KNOW/REFUSED	2%

Q. OVER THE COURSE OF THE NEXT YEAR, DO YOU THINK THE FINANCIAL SITUATION OF YOU AND YOUR FAMILY WILL IMPROVE...?

	ALL RESPONDENTS
	=====
IMPROVE A LOT	13%
IMPROVE SOME	39%
STAY THE SAME	33%
GET A LITTLE WORSE	6%
GET A LOT WORSE	3%
DON'T KNOW/DEPENDS	6%

Q. HOW CONCERNED ARE YOU ABOUT BEING ABLE TO MAINTAIN YOUR CURRENT STANDARD OF LIVING?

	ALL RESPONDENTS
	=====
VERY CONCERNED	23%
SOMEWHAT CONCERNED	42%
NOT WORRIED AT ALL	34%
DON'TKNOW/REFUSED	1%

Q. THINKING ABOUT YOUR PERSONAL FINANCES, HAVE YOU DONE ANY OF THE FOLLOWING LATELY?

A) DELAYED OR CANCELED PLANS TO BUY A NEW HOME OR MAKE MAJOR HOME IMPROVEMENTS

	ALL RESPONDENTS
	=====
HAVE DONE	40%
HAVE NOT DONE	51%
NOT APPLICABLE	8%
DON'T KNOW/REFUSED	1%

B) DELAYED OR CANCELED PLANS TO MAKE A MAJOR PURCHASE FOR YOUR HOUSEHOLD SUCH AS A COMPUTER OR APPLIANCE

	ALL RESPONDENTS
	=====
HAVE DONE	41%
HAVE NOT DONE	53%
NOT APPLICABLE	5%
DON'T KNOW/REFUSED	1%

C) CUT BACK ON PLANNED SPENDING FOR VACATION TRAVEL

	ALL RESPONDENTS
	=====
HAVE DONE	55%
HAVE NOT DONE	37%
NOT APPLICABLE	7%
DON'T KNOW/REFUSED	*

D) BEEN EATING OUT AT RESTAURANTS LESS OFTEN

ALL RESPONDENTS	
=====	
HAVE DONE	55%
HAVE NOT DONE	36%
NOT APPLICABLE	9%
DON'T KNOW/REFUSED	*

E) ADJUSTED YOUR PLANS FOR RETIREMENT

ALL RESPONDENTS	
=====	
HAVE DONE	23%
HAVE NOT DONE	56%
NOT APPLICABLE	19%
DON'T KNOW/REFUSED	1%

Q. OVER THE PAST 12 MONTHS, HAS THERE BEEN A TIME WHEN YOU OR SOMEONE IN YOUR HOUSEHOLD HAS BEEN WITHOUT A JOB AND LOOKING FOR WORK, OR NOT?

ALL RESPONDENTS	
=====	
YES	49%
NO	50%
DON'T KNOW/REFUSED	1%

Q. WHAT GEOGRAPHIC SECTION OF THE CITY DO YOU LIVE IN?

ALL RESPONDENTS	
=====	
CENTER CITY	6%
SOUTH PHILADELPHIA	11%
WEST PHILADELPHIA	12%
SOUTHWEST PHILADELPHIA	8%
NORTH PHILADELPHIA	19%
RIVER WARDS	1%
NORTHWEST PHILADELPHIA	13%
NORTHEAST PHILADELPHIA	29%
OTHER	1%
DON'T KNOW / REFUSED	1%

Q. HOW WOULD YOU RATE YOUR NEIGHBORHOOD AS A PLACE TO LIVE?

ALL RESPONDENTS	
=====	
EXCELLENT	20%
GOOD	41%
ONLY FAIR	27%
POOR	11%
DON'T KNOW / REFUSED	*

Q. HOW LONG HAVE YOU BEEN LIVING IN THIS SAME NEIGHBORHOOD?

ALL RESPONDENTS	
=====	
LESS THAN 5 YEARS	24%
BETWEEN 5 AND 10 YEARS	22%
MORE THAN 10 YEARS	54%
DON'T KNOW/REFUSED/OTHER	*

Q. ALL THINGS CONSIDERED, DO YOU THINK YOUR NEIGHBORHOOD HAS GOTTEN BETTER OR WORSE THAN IT WAS (WHEN YOU FIRST MOVED IN / 5 YEARS AGO), OR HAS IT STAYED ABOUT THE SAME AS A PLACE TO LIVE?

	ALL RESPONDENTS =====	JANUARY 2009 =====
BETTER	25%	27%
WORSE	23%	25%
SAME	48%	44%
SOME BETTER/SOME WORSE	1%	1%
DON'T KNOW / REFUSED	2%	2%

Q. I'M GOING TO READ YOU A LIST OF PROBLEMS THAT SOME PLACES FACE AND WOULD LIKE YOU TO TELL ME HOW SERIOUS YOU THINK EACH IS IN YOUR NEIGHBORHOOD.

A) THE QUALITY OF PUBLIC TRANSPORTATION

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	10%	8%
SOMEWHAT SERIOUS	13%	14%
NOT VERY SERIOUS	71%	73%
NO OPINION	4%	2%
DON'T KNOW / REFUSED	2%	3%

B) CRIME

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	28%	33%
SOMEWHAT SERIOUS	34%	31%
NOT VERY SERIOUS	36%	35%
NO OPINION	1%	*
DON'T KNOW / REFUSED	1%	1%

C) HIGH TAXES

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	27%	31%
SOMEWHAT SERIOUS	28%	31%
NOT VERY SERIOUS	36%	33%
NO OPINION	5%	1%
DON'T KNOW / REFUSED	4%	4%

D) LACK OF JOB OPPORTUNITIES

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	41%	46%
SOMEWHAT SERIOUS	25%	24%
NOT VERY SERIOUS	22%	22%
NO OPINION	6%	3%
DON'T KNOW / REFUSED	6%	6%

E) ETHNIC OR RACIAL PROBLEMS

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	8%	8%
SOMEWHAT SERIOUS	15%	13%
NOT VERY SERIOUS	75%	77%
NO OPINION	2%	*
DON'T KNOW / REFUSED	1%	1%

F) DRUGS

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	34%	40%
SOMEWHAT SERIOUS	26%	23%
NOT VERY SERIOUS	33%	32%
NO OPINION	3%	1%
DON'T KNOW / REFUSED	4%	4%

G) YOUTH OR JUVENILE PROBLEMS

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	26%	29%
SOMEWHAT SERIOUS	28%	27%
NOT VERY SERIOUS	42%	41%
NO OPINION	2%	1%
DON'T KNOW / REFUSED	3%	3%

H) THE PHYSICAL CONDITION OF YOUR NEIGHBORHOOD

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	16%	17%
SOMEWHAT SERIOUS	23%	25%
NOT VERY SERIOUS	59%	56%
NO OPINION	1%	*
DON'T KNOW / REFUSED	1%	1%

I) THE AIR QUALITY WHERE YOU LIVE

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	12%	12%
SOMEWHAT SERIOUS	23%	22%
NOT VERY SERIOUS	60%	63%
NO OPINION	3%	1%
DON'T KNOW / REFUSED	2%	2%

J) THE QUALITY OF PUBLIC SCHOOLS

	ALL RESPONDENTS =====	JANUARY 2009 =====
VERY SERIOUS	29%	31%
SOMEWHAT SERIOUS	23%	25%
NOT VERY SERIOUS	32%	33%
NO OPINION	9%	3%
DON'T KNOW / REFUSED	8%	8%

Q. IF YOU HAD THE OPPORTUNITY, WOULD YOU WANT TO CONTINUE LIVING WHERE YOU ARE NOW, MOVE TO ANOTHER PART OF YOUR NEIGHBORHOOD, TO ANOTHER NEIGHBORHOOD IN PHILADELPHIA, OR MOVE OUT OF PHILADELPHIA ALL TOGETHER?

	ALL RESPONDENTS =====	JANUARY 2009 =====
STAY WHERE IS	42%	45%
MOVE IN SAME NEIGHBORHOOD	5%	4%
MOVE OUT OF NEIGHBORHOOD	15%	17%
MOVE OUT OF PHILADELPHIA	37%	32%
OTHER	1%	*
DON'T KNOW / REFUSED	1%	1%

Q. WHAT IS THE MOST IMPORTANT REASON WHY YOU WANT TO MOVE OUT OF PHILADELPHIA?
 BASE: WOULD MOVE OUT OF PHILADELPHIA (546)

	ALL RESPONDENTS =====
CRIME/SAFETY	24%
PREFER SUBURBAN LIFE/ DON'T LIKE URBAN LIFESTYLE	12%
TOO NOISY/CROWDED/TOO MANY PEOPLE	8%
SCHOOLS	10%
FINANCIAL REASONS/NON-TAXES	4%
TAXES	5%
NO FUTURE	4%
TRAFFIC	*
WANT BETTER PLACE/ QUALITY OF LIFE FOR CHILDREN/FAMILY	6%
WANT A CHANGE/SEE SOMETHING DIFFERENT	6%
TO BE CLOSER TO FAMILY/GO BACK HOME	1%
GETTING WORSE/RUN DOWN	1%
ALL HOUSING MENTIONS	1%
WEATHER/TOO COLD IN THE WINTER	2%
MORE OPPORTUNITIES/JOB OPPORTUNITIES	4%
OTHER	7%
DON'T KNOW/NO REASON GIVEN	2%

Q. HOW SAFE DO YOU FEEL IN YOUR NEIGHBORHOOD WHEN YOU ARE IN YOUR HOME AT NIGHT?

	ALL RESPONDENTS =====	JANUARY 2009 =====
COMPLETELY SAFE	36%	38%
PRETTY SAFE	48%	46%
A LITTLE UNSAFE	12%	11%
NOT SAFE AT ALL	4%	3%
DON'T KNOW/DEPENDS/ REFUSE	*	1%

Q. AND HOW SAFE DO YOU FEEL WHEN YOU ARE OUT IN YOUR NEIGHBORHOOD AT NIGHT?

	ALL RESPONDENTS =====	JANUARY 2009 =====
COMPLETELY SAFE	16%	18%
PRETTY SAFE	39%	39%
A LITTLE UNSAFE	23%	24%
NOT SAFE AT ALL	13%	13%
DON'T KNOW/DEPENDS/REFUSE	9%	6%

Q. EMPLOYMENT STATUS

	ALL RESPONDENTS =====	APRIL 2009 =====	JANUARY 2009 =====
EMPLOYED	46%	51%	52%
UNEMPLOYED AND LOOKING FOR WORK	21%	15%	15%
UNEMPLOYED BUT NOT LOOKING FOR WORK	15%	16%	16%
RETIRED / SR. CITIZEN	17%	17%	17%
DON'T KNOW / REFUSED	1%	1%	1%

Q. DO YOU GENERALLY GET PAID A SALARY, ARE YOU PAID BY THE HOUR OR SELF-EMPLOYED?
 BASE: EMPLOYED (772)

	ALL RESPONDENTS =====
SALARY	32%
HOURLY	56%
SELF EMPLOYED	9%
MIXED/OTHER/CONTINGENT FEE	3%
DON'T KNOW	*

Q. HOW SECURE DO YOU FEEL IN YOUR PRESENT JOB-HOW LIKELY IS IT THAT YOU COULD STAY IN YOUR CURRENT JOB OVER THE NEXT YEAR IF YOU WANTED TO?
BASE: EMPLOYED (772)

ALL RESPONDENTS

=====

VERY CONFIDENT	54%
PRETTY CONFIDENT	31%
NOT TOO CONFIDENT	9%
NOT AT ALL CONFIDENT	4%
DON'T KNOW/REFUSED	2%