

## PUBLIC OPINION POLL:

### SUBURBANITES VALUE PHILADELPHIA AS A PLACE TO VISIT BUT NOT TO LIVE

December 15, 2010



THE  
**PEW**  
CHARITABLE TRUSTS

Philadelphia  
Research  
Initiative

## KEY FINDINGS

A new public opinion poll commissioned by The Pew Charitable Trusts' Philadelphia Research Initiative shows that residents of seven counties surrounding Philadelphia have a generally positive impression of the city, though they value it more as a place to visit than as a place to live. Suburbanites see a strong link between Philadelphia's future and that of their own communities but identify less strongly with the city than they did a decade ago, when their views on the topic were last surveyed.

The survey, conducted November 15-22 among 801 adults, finds that 53 percent of suburbanites think that the city is headed in the right direction while 24 percent say it is off on the wrong track. That is a rosier assessment than Philadelphia residents gave in a [Philadelphia Research Initiative poll taken in January](#) when 41 percent said the city was headed in the right direction and 34 percent said it was off on the wrong track. By a large margin, suburbanites also believe that the city will get better in the next five years.

The counties covered by the survey are Bucks, Chester, Delaware and Montgomery in Pennsylvania and Burlington, Camden and Gloucester in New Jersey.

In the poll, residents of the suburban counties give the city glowing ratings as a place to visit; 81 percent give it a good or excellent overall grade. Ninety-six percent say that Philadelphia is a good or excellent place for historical sites and landmarks, 94 percent for arts and culture, 92 percent for spectator sports and 90 percent for food and restaurants. Only as a place to shop does the city get a less than stellar mark, with 64 percent rating it good or excellent for that purpose.

But suburbanites are much less enthusiastic about Philadelphia as a place to live. Thirty-nine percent rate it a good or excellent place in that regard while 55 percent rate it "only fair" or poor. Asked what they would tell someone thinking of moving to the city, 42 percent say they would recommend in favor of such a move. The rest are split between recommending against a move or offering no recommendation either way. And 13 percent see much likelihood of themselves moving to the city in the next 10 years or so.

Suburbanites see the fate of their communities and that of Philadelphia as intertwined. Eighty-six percent describe the city's economy as important to the economy of the region; 78 percent say that the social and economic conditions in the city are important to them; 65 percent say that Philadelphia is important to their own quality of life. In addition, 78 percent would like to see city and suburban officials work together to address regional issues.

In other ways, however, their responses, when compared to those in past surveys, show an increased sense of distance between city and suburb. In the current poll, 40 percent say they use “Philadelphia” or “the Philadelphia area”—as opposed to descriptions that do not include the city’s name—to describe where they are from when asked by someone from outside the region. An average of 50 percent chose the Philadelphia options in surveys done between 1996 and 1998 by Greater Philadelphia First, a business-promotion group that no longer exists.

Today’s suburbanites also express less pride in being identified with Philadelphia than in past surveys and report coming to the city less often—42 percent of them say they visit more than once a month (counting work trips) compared to an average of 48 percent in Greater Philadelphia First polls conducted between 1996 and 2000.

The city gets higher ratings from the wealthy, the young and commuters, lower ratings from low-income suburbanites, the elderly and those who rarely or never visit. In the poll, those who have frequent contact with Philadelphia tend to have a more positive impression of it.

## OVERALL IMPRESSIONS OF PHILADELPHIA

Residents of the four Pennsylvania and three New Jersey counties closest to Philadelphia generally have a positive view of the city. In fact, by some standards, they have a more positive view of the place than residents do. Even so, they like Philadelphia more as a place to visit than as a place to live.

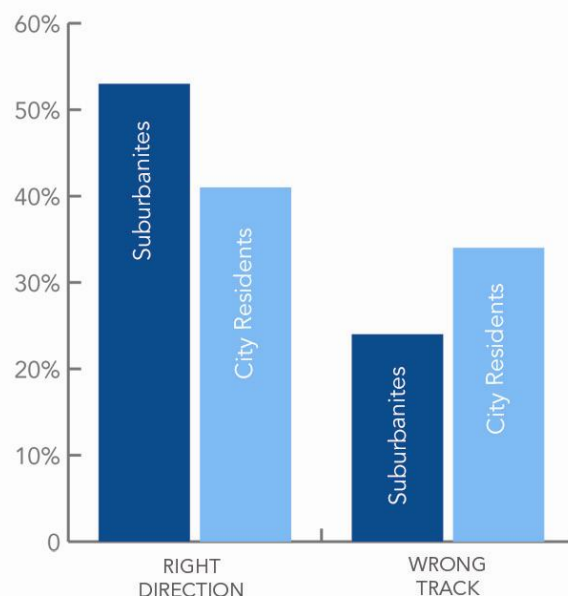
Fifty-three percent of suburbanites say Philadelphia is headed in the right direction while only 24 percent say it is off on the wrong track. In our survey of city residents last January, “right direction” outperformed “wrong track” by a smaller margin, 41 percent to 34 percent. See Figure 1. Details of how various suburban groups feel about the subject are available in Appendix Table 1.

The highest “right direction” number, 65 percent, comes from individuals who work in Philadelphia and/or live in a household with someone who does. Despite the impact the city wage tax has on them, they give the city high ratings virtually across the board.

Suburbanites also give slightly more positive responses than city residents when asked whether the city is better now than it was five years ago. Thirty percent say it is better and 20 percent worse, with the rest seeing no change or voicing no opinion. Among Philadelphians, 32 percent said better and 30 percent worse.

In addition, suburbanites are very optimistic about the city’s future, with 55 percent saying they expect it to be a better place five years from now and only 19 percent expecting it to get worse. These are similar to the views of city

**FIGURE 1**  
PHILADELPHIA: RIGHT DIRECTION OR WRONG TRACK?



NOTE: City results from Philadelphia Research Initiative Poll, January 2010.

residents expressed in the January survey, 59 percent optimistic and 17 percent pessimistic.

Some of the most upbeat assessments of Philadelphia come from suburbanites who come to the city on a frequent basis. For instance, 41 percent of those who come to the city at least once a month think that the city has improved since 2005; only 22 percent of those who visit less often share that view.

At the same time, the respondents to our suburban poll do not necessarily consider Philadelphia a special place. Asked how they compare it to other major American cities, 56 percent say it is about the same. Of the rest, those who think it is better outnumber those who think it is worse by a small margin, 20 percent to 14 percent.

Asked in an open-ended question to name the best thing about living near Philadelphia, respondents mention entertainment, culture, restaurants, history and sports. Asked to name the worst thing, crime, traffic and congestion get the most mentions.

## PHILADELPHIA AS A PLACE TO VISIT

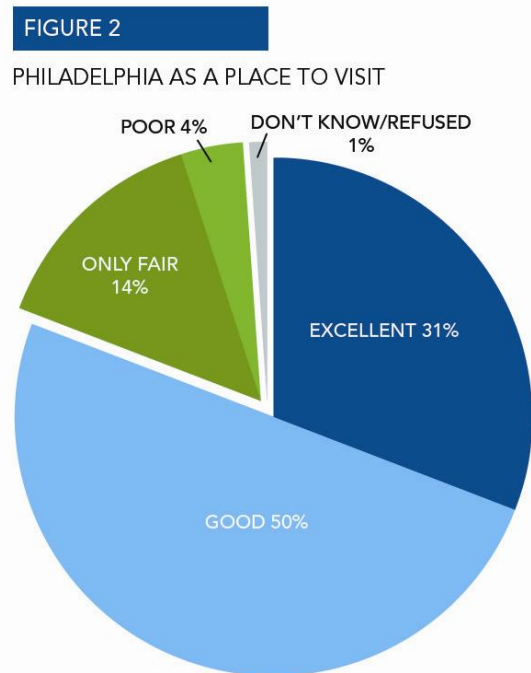
Suburbanites are very positive about Philadelphia as a place to visit. Eighty-one percent of them rate it excellent or good in that regard while only 18 percent rate it "only fair" or poor. See Figure 2. Extraordinarily high percentages give the city good or excellent ratings in four categories:

- 96 percent for historical sites and landmarks, including 74 percent excellent;
- 94 percent for museums, music and the arts, including 65 percent excellent;
- 92 percent for spectator sports, including 67 percent excellent;
- 90 percent for the variety of food and places to eat, including 56 percent excellent.

The city gets lower marks as a place to shop, with only 64 percent of respondents rating it good or excellent in that regard.

Sixty-nine percent of suburbanites say they feel comfortable when they are in the city, 19 percent uncomfortable. Among the most comfortable are members of households with annual incomes over \$150,000 (82 percent) and African Americans (78 percent). Among the least comfortable are people over the age of 65 (59 percent). For more details, see Appendix Table 2.

As for how safe it is for people to go out for an evening in Philadelphia, 57 percent say it is "completely safe" or "pretty safe," 31 percent "a little unsafe" and 8 percent "not safe at all." Those who say it is safe include members of households with incomes over \$150,000 (71 percent saying "completely safe" or "pretty safe") and college graduates (67 percent). Those who think it is



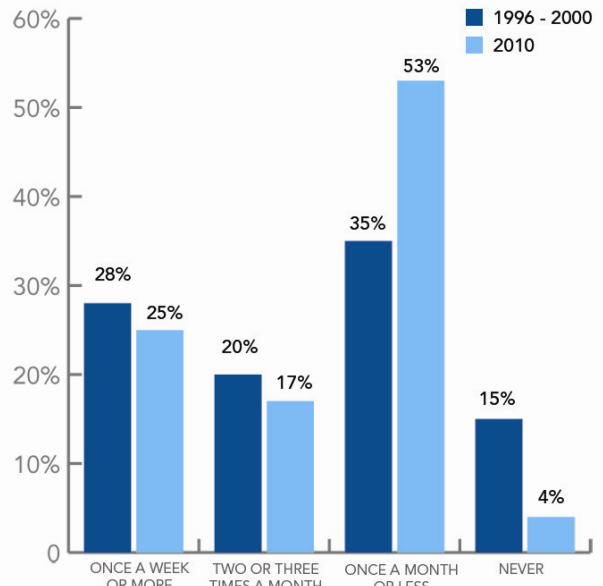
unsafe include members of households with incomes under \$35,000 (55 percent saying it is “a little unsafe” or “not safe at all”) and people over the age of 65 (46 percent).

For all of the positive attitudes, it appears that suburbanites today may be going into the city less often than they did a decade ago. In the Greater Philadelphia First surveys done between 1996 and 2000, an average of 48 percent of respondents said they visited the city more than once a month; this included daily commuters. Now, 42 percent of those polled say they fit into that category. See Figure 3.

People under the age of 34 are most likely to visit the city more than once a month (71 percent) while people over the age of 65 are least likely to visit that often (14 percent).

**FIGURE 3**

FREQUENCY OF VISITS TO PHILADELPHIA



NOTE: 1996 - 2000 numbers from surveys conducted by Greater Philadelphia First.

In the Philadelphia Research Initiative poll, all of the people who report going to the city once a month or less were asked why they do not go more often. Multiple responses were allowed. Here are the answers cited by at least 10 percent of those questioned:

- Nothing I want to do there, 31 percent;
- Ambiance of the city, congestion, noise, 14 percent;
- It doesn't feel safe, 13 percent;
- Too busy, caught up in life in the suburbs; 12 percent;
- Transportation, 11 percent;
- Parking, 10 percent.

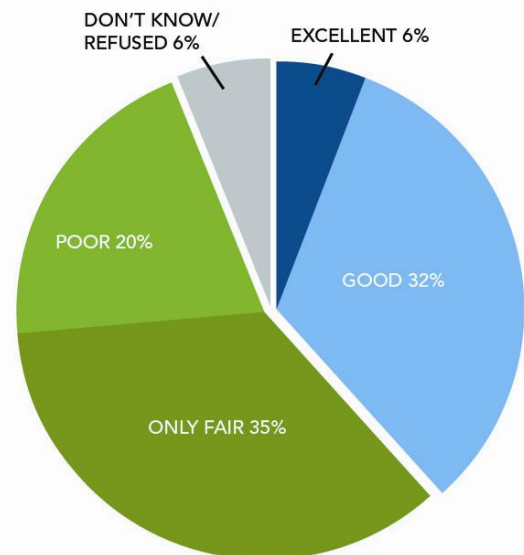
**PHILADELPHIA AS A PLACE TO LIVE**

Despite all of the elements about the city that make them like to visit, suburbanites have a rather dim view of Philadelphia as a place to live. In the poll, they express this view in numerous ways.

Asked to rate it as a place to live, 6 percent call it excellent, 32 percent good, 35 percent “only fair” and 20 percent poor. See Figure 4.

**FIGURE 4**

PHILADELPHIA AS A PLACE TO LIVE



The highest ratings come from those who work in the city (54 percent rate Philadelphia good or excellent) and those in the top income category (52 percent); the lowest ratings come from those in the lowest income category (24 percent) and people over the age of 65 (33 percent). For additional breakdowns of the numbers, see Appendix Table 3.

Suburbanites also were asked what they would say to someone they knew who was thinking of moving into the city. Only 42 percent say they would recommend the city as a place to live, either strongly or somewhat; 27 percent would discourage it; and 27 percent would neither recommend nor discourage it.

Some of the reasons behind these attitudes emerge in the survey. For instance, 72 percent of the residents say they believe that public safety in Philadelphia has stayed the same or worsened over the past five years, even though official crime statistics indicate that major crime has declined. Suburbanites also have a low opinion of the city’s public schools, with 18 percent rating them excellent or good and 64 percent “only fair” or poor. These matters are likely to be of greater concern to would-be residents than to visitors.

Finally, suburbanites were asked whether they could envision moving into the city in the next 10 years or so. Only 13 percent assess such a move to be very or somewhat likely.

Groups most open to the idea of moving to the city are single people (40 percent), commuters (34 percent), frequent visitors (32 percent) and people between the ages of 18 and 34 (28 percent). Those least interested in that prospect are people over the age of 65 (2 percent) and white women (7 percent).

## THE ROLE OF PHILADELPHIA IN THE REGION

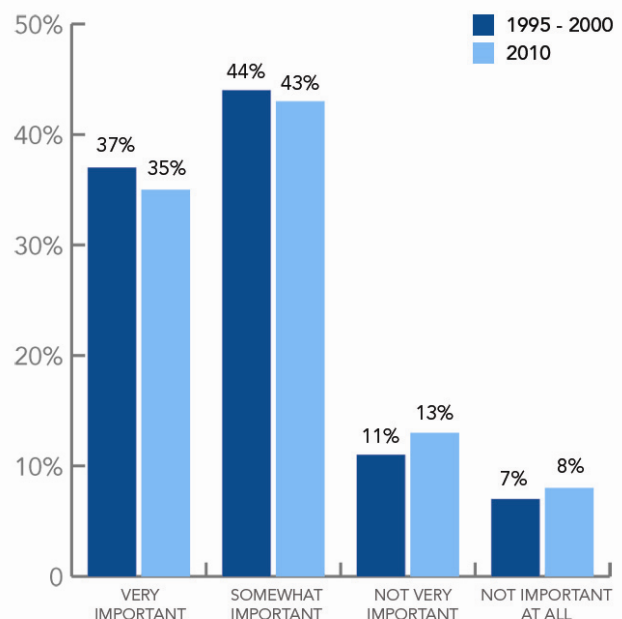
Regardless of how the question is asked, suburbanites express little doubt that what happens in Philadelphia matters a great deal to the entire region. And that feeling looks to be about as strong as it was a decade ago.

Between 1995 and 2000, Greater Philadelphia First asked residents of the suburban counties: “As someone who lives outside the city, how important to you are the business and social conditions in the city of Philadelphia?” In those surveys, an average of 81 percent said those conditions were very or somewhat important to them. Today, the Philadelphia Research Initiative poll shows 78 percent selecting those two options. Statistically, the two results are the same. See Figure 5.

Groups most likely to see the link with the city as important to suburbanites are those who have lived in the region 10 years or less (93 percent), frequent visitors to the city (90 percent) and single people (89 percent). Those least likely to see the link as important are those who rarely or never visit the city (61 percent) and individuals with no more than a high school education (68 percent).

**FIGURE 5**

IMPORTANCE OF CITY SOCIAL AND ECONOMIC CONDITIONS TO THE REGION



NOTE: 1995 - 2000 numbers from surveys conducted by Greater Philadelphia First.

Eighty-six percent of respondents say that the city’s economic condition is somewhat or very important to the economy of the region; 61 percent say that what happens in Philadelphia’s economy affects their own economic situation at least a modest amount; and 65 percent say that the city of Philadelphia is somewhat or very important to their own overall quality of life. For a breakdown of the answers to the last of those questions, see Appendix Table 4.

Seventy-eight percent say that it is important for suburban officials and city officials to work together to try to solve regional issues.

## A SENSE OF DISTANCE BETWEEN CITY AND SUBURB

Even though suburbanites have a lot of positive feelings about Philadelphia and see the city as playing a prominent role in the life of the region, the poll indicates that the number of suburbanites who feel separated from the city appears to have grown in recent years.

Consider the results of a question asked in the Greater Philadelphia First surveys between 1996 and 1998: “When someone from outside the metropolitan area asks you where you are from, what do you usually say?”

An average of 50 percent responded “Philadelphia” or “the Philadelphia area”—as opposed to a particular county, a particular town or South Jersey. This time, only 40 percent choose one of the options containing the word “Philadelphia” to describe where they live. See Figure 6.

The groups most likely to link themselves to Philadelphia in this way now are individuals with household incomes over \$150,000 (64 percent of whom chose one of the Philadelphia options), those born in the city (61 percent), former residents of the city (60 percent) and commuters (54 percent). Those least likely to do so include New Jersey residents (17 percent), those who have lived in the region 10 years or less (24 percent) and those over the age of 65 (26 percent).

Answers to another question asked in the past and again in this survey also suggest a diminished feeling of identification with Philadelphia. Respondents were asked how they feel about telling someone from another part of the country that they live in the Philadelphia area. In the Greater Philadelphia First polls between 1998 and 2000, an average of 69 percent of suburban residents said they were very or somewhat proud to be identified this way. This time, only 60 percent express such pride. See Figure 7.

**FIGURE 6**

HOW SUBURBANITES IDENTIFY WHERE THEY LIVE TO PEOPLE OUTSIDE THE AREA

	2010	1996 - 1998
Philadelphia	23%	17%
Philadelphia Area	17%	33%
South Jersey	15%	15%
The county you live in	16%	15%
Other (local area)	28%	17%
Don't know/refused	1%	3%

NOTE: 1996 - 1998 numbers from surveys conducted by Greater Philadelphia First.

**FIGURE 7**

HOW SUBURBANITES FEEL ABOUT BEING IDENTIFIED WITH THE PHILADELPHIA REGION

	2010	1998 - 2000
Very Proud	31%	29%
Somewhat Proud	29%	40%
Neither Proud nor Embarrassed	31%	25%
Somewhat Embarrassed	4%	3%
Very Embarrassed	1%	3%
Other/Don't know/refused	3%	0%

NOTE: 1998 - 2000 numbers from surveys conducted by Greater Philadelphia First.

Among the most proud in the current poll are African Americans and people who have lived in the region 30 years or more (68 percent each saying they are very or somewhat proud). The least proud are people who have lived in the region for less than 11 years (45 percent) and those who rarely or never visit the city (50 percent). For a further breakdown of the results, see Appendix Table 5.

Respondents also were asked: “When something good or bad happens in Philadelphia, do you generally think of it as it happening to them or as it happening to you?” Twenty-six percent think of such events as happening to “you,” meaning a group of which they feel a part, and 64 percent think of such events as happening to “them,” a group of which they do not feel a part.

## WHO LIVES IN THE SUBURBS

Many residents of the Philadelphia suburbs have direct connections to the city. But most do not, having lived in the suburbs all of their lives or having moved to the suburbs from other areas.

Of the 801 individuals included in the survey:

- 32 percent have lived in Philadelphia at some point in their lives, including 26 percent who were born in the city;
- 24 percent work in the city and/or have a spouse who does; and
- 19 percent have parents or children living in the city.

Individuals may fit in more than one of those categories.

For the most part, residents of the Pennsylvania suburbs have stronger ties to Philadelphia than do residents of South Jersey, both in terms of attitudes and life experience.

- 66 percent of Pennsylvanians say that what happens economically in the city affects their own economic situations; 50 percent of South Jersey residents say so.
- 52 percent of Pennsylvania suburbanites tell outsiders that they come from Philadelphia or the Philadelphia area; 17 percent of South Jersey suburbanites do so.
- 37 percent of Pennsylvanians have lived in Philadelphia; 23 percent of South Jersey residents have lived in the city.

On the other hand, New Jersey residents are more likely than Pennsylvanians to describe themselves as proud of the region (66 percent to 57 percent), to give Philadelphia high marks as a place to visit (85 percent to 79 percent) and to see themselves as moving to the city in the next 10 years or so (16 percent to 12 percent).

## ABOUT THE SURVEY

The Philadelphia Research Initiative survey was conducted by telephone between November 15 and November 22 among a sample of 801 individuals, ages 18 and older, residing in Bucks, Chester, Delaware and Montgomery counties in Pennsylvania and Burlington, Camden and Gloucester counties in New Jersey. Reflecting the populations of those counties, two-thirds of those polled were from the Pennsylvania suburban counties and one-third from the New Jersey counties. Interviews were conducted with 721 landline users and 80 cell phone users to reach a broad representative sample. See page 14 for the topline.

The final sample was weighted to reflect the demographic breakdown of the suburban region. The margin of error for the entire sample is approximately +/- 3.5 percentage points. The margin of error is 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 Initiative, in consultation with Zukin.

The Philadelphia Research Initiative would like to thank Steve Wray, executive director of the Economy League of Greater Philadelphia, for providing copies of polls conducted between 1995 and 2000 by Greater Philadelphia First, a now-defunct organization that promoted business in the region. Those polls questioned 800 residents of the region, including 500 from the seven suburban counties. The suburban results of those polls had a margin of error of +/- 4.4 percentage points.

## 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](http://www.pewtrusts.org/philaresearch)



## APPENDIX

Table 1

### PHILADELPHIA: RIGHT TRACK OR WRONG DIRECTION

	Right Track	Wrong Direction	Mixed	Don't Know
<b>TOTAL</b>	53	24	13	10
<b>State</b>				
Pennsylvania	54	24	12	10
New Jersey	52	25	14	9
<b>Born in Phila.</b>				
Yes	52	29	10	9
No	54	22	14	10
<b>Lived in Phila.</b>				
Yes	54	27	11	8
No	53	23	13	11
<b>Work in Phila.</b>				
Yes	65	18	13	4
No	53	23	13	11
<b>Visit Phila.</b>				
More than once/month	63	19	12	6
Less than once/month	46	28	13	13
<b>Age</b>				
18-34	57	22	11	10
35-49	59	22	12	7
50-64	54	26	17	15
65+	42	27	17	15
<b>Household Income</b>				
<\$35,000	40	34	18	9
\$35,000-\$74,999	55	22	12	11
\$75,000-\$149,999	64	21	10	5
\$150,000+	58	21	14	7

## APPENDIX

Table 2

### FEEL COMFORTABLE IN PHILADELPHIA

	Comfortable	Uncomfortable	Depends/Don't Know
<b>TOTAL</b>	69	19	12
<b>State</b>			
Pennsylvania	68	22	11
New Jersey	73	14	13
<b>Born in Phila.</b>			
Yes	73	14	13
No	68	21	11
<b>Lived in Phila.</b>			
Yes	77	13	11
No	66	22	12
<b>Work in Phila.</b>			
Yes	79	11	10
No	67	21	12
<b>Visit Phila.</b>			
More than once/month	81	11	9
Less than once/month	61	25	14
<b>Age</b>			
18-34	82	9	8
35-49	70	17	12
50-64	65	22	12
65+	59	27	13
<b>Household Income</b>			
<\$35,000	64	27	10
\$35,000-\$74,999	69	18	12
\$75,000-\$149,999	69	19	11
\$150,000+	82	11	7
<b>Race</b>			
White	69	19	12
Black	78	10	12

## APPENDIX

Table 3

### RATING PHILADELPHIA AS A PLACE TO LIVE

	Excellent	Good	Only Fair	Poor
<b>TOTAL</b>	6	32	35	20
<b>State</b>				
Pennsylvania	6	31	38	19
New Jersey	6	34	30	23
<b>Born in Phila.</b>				
Yes	6	38	36	17
No	6	32	33	22
<b>Lived in Phila.</b>				
Yes	7	33	39	16
No	6	32	33	21
<b>Work in Phila.</b>				
Yes	11	43	27	17
No	5	29	38	21
<b>Visit Phila.</b>				
More than once/month	12	38	34	14
Less than once/month	2	29	36	25
<b>Age</b>				
18-34	11	30	43	14
35-49	5	37	36	17
50-64	5	34	32	23
65+	5	28	30	29
<b>Household Income</b>				
<\$35,000	3	21	46	22
\$35,000-\$74,999	5	38	33	23
\$75,000-\$149,999	8	32	42	15
\$150,000+	15	37	27	15

## APPENDIX

Table 4

### IMPORTANCE OF PHILADELPHIA TO YOUR QUALITY OF LIFE

	Very	Somewhat	Not Very	Not At All
<b>TOTAL</b>	22	43	22	11
<b>State</b>				
Pennsylvania	27	41	19	11
New Jersey	12	48	26	13
<b>Born in Phila.</b>				
Yes	34	45	13	8
No	18	43	25	13
<b>Lived in Phila.</b>				
Yes	37	41	12	9
No	15	44	26	13
<b>Work in Phila.</b>				
Yes	11	43	27	17
No	5	29	38	21
<b>Visit Phila.</b>				
More than once/month	12	38	34	14
Less than once/month	2	29	36	25
<b>Age</b>				
18-34	11	30	43	14
35-49	4	37	36	17
50-64	5	34	32	23
65+	5	28	30	29
<b>Household Income</b>				
<\$35,000	3	21	46	22
\$35,000-\$74,999	5	38	33	23
\$75,000-\$149,999	8	32	42	15
\$150,000+	15	37	27	15

## APPENDIX

Table 5

### PROUD OF LIVING IN THE PHILADELPHIA AREA

	Very Proud	Somewhat Proud	Neither Proud Nor Embarrassed	Embarrassed
<b>TOTAL</b>	31	29	31	5
<b>State</b>				
Pennsylvania	30	28	32	7
New Jersey	34	32	28	3
<b>Born in Phila.</b>				
Yes	38	26	25	8
No	29	30	33	5
<b>Lived in Phila.</b>				
Yes	35	31	25	7
No	29	28	34	5
<b>Work in Phila.</b>				
Yes	42	31	21	4
No	28	28	34	4
<b>How long in area</b>				
<11 years	22	23	41	12
11-30 years	30	23	37	4
>30 years	33	35	24	5
<b>Race</b>				
White	30	29	32	6
Black	38	29	22	5
<b>Age</b>				
18-34	36	19	34	5
35-49	34	28	35	3
50-64	24	33	28	9
65+	31	37	25	4
<b>Household Income</b>				
<\$35,000	27	40	16	10
\$35,000-\$74,999	33	29	29	6
\$75,000-\$149,999	27	34	35	2
\$150,000+	42	23	30	6

**PHILADELPHIA RESEARCH INITIATIVE / ABT SRBI  
 TOPLINE FOR SELECTED QUESTIONS  
 NOVEMBER 15 – NOVEMBER 22, 2010**

*BASE= 801 Philadelphia Suburban Residents, Except Where Noted*

Q. JUST TO CONFIRM, IN WHICH COUNTY IS THIS HOUSEHOLD LOCATED?

	ALL RESPONDENTS =====
BUCKS COUNTY, PA	17%
CHESTER COUNTY, PA	14%
DELAWARE COUNTY, PA	15%
MONTGOMERY COUNTY, PA	21%
BURLINGTON COUNTY, NJ	12%
CAMDEN COUNTY, NJ	13%
GLOUCESTER COUNTY, NJ	8%

Q. TO BEGIN WITH, HOW LONG HAVE YOU LIVED IN THE PHILADELPHIA AREA, OR HAVE YOU LIVED HERE ALL YOUR LIFE?

	ALL RESPONDENTS =====
10 YEARS OR LESS	15%
11-20 YEARS	14%
21-30 YEARS	14%
MORE THAN 30 YEARS	53%
WHOLE LIFE (AGE NOT SPECIFIED & NOT INCLUDED IN MEAN)	1%
DON'T KNOW/REFUSED	4%

Q. WHEN SOMEONE FROM OUTSIDE THE METROPOLITAN AREA ASKS YOU WHERE YOU ARE FROM, WHAT DO YOU USUALLY SAY?

	ALL RESPONDENTS =====	SUBURBANITES 1996 - 1998 =====
PHILADELPHIA	23%	17%
PHILADELPHIA AREA	17%	33%
SOUTHERN NJ	15%	15%
THE COUNTY YOU LIVE IN	16%	15%
OTHER	28%	17%
DON'T KNOW/REFUSED	1%	3%

Q. HOW DO YOU FEEL ABOUT SAYING TO PEOPLE FROM OTHER PARTS OF THE COUNTRY THAT YOU LIVE IN THE PHILADELPHIA REGION?

	ALL RESPONDENTS =====	SUBURBANITES 1998 - 2000 =====
VERY PROUD	31%	29%
SOMEWHAT PROUD	29%	40%
NEITHER PROUD NOR EMBARRASSED	31%	25%
SOMEWHAT EMBARRASSED	4%	3%
VERY EMBARRASSED	1%	3%
OTHER/DON'T KNOW/REFUSED	3%	0%

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

	ALL RESPONDENTS
	=====
EXCELLENT	6%
GOOD	32%
ONLY FAIR	35%
POOR	20%
DON'T KNOW/REFUSED	6%

Q. AND HOW WOULD YOU RATE THE CITY ITSELF AS A PLACE TO VISIT?

	ALL RESPONDENTS
	=====
EXCELLENT	31%
GOOD	50%
ONLY FAIR	14%
POOR	4%
DON'T KNOW/REFUSED	1%

Q. IF SOMEONE WAS THINKING ABOUT MOVING TO THE CITY OF PHILADELPHIA TO LIVE, WOULD YOU...?

	ALL RESPONDENTS
	=====
STRONGLY RECOMMEND IT	11%
SOMEWHAT RECOMMEND IT	31%
NEITHER RECOMMEND NOR DISCOURAGE IT	27%
SOMEWHAT DISCOURAGE IT	19%
STRONGLY DISCOURAGE IT	8%
DEPENDS/OTHER	2%
DON'T KNOW/REFUSED	1%

Q. HOW WOULD YOU COMPARE THE CITY OF PHILADELPHIA TO OTHER MAJOR AMERICAN CITIES?

	ALL RESPONDENTS
	=====
BETTER	20%
WORSE	14%
SAME	56%
DEPENDS	5%
DON'T KNOW/REFUSED	4%

Q. WHEN SOMETHING GOOD OR BAD HAPPENS IN PHILADELPHIA DO YOU GENERALLY THINK OF IT AS HAPPENING TO THEM, OR AS HAPPENING TO YOU?

	ALL RESPONDENTS
	=====
THEM	64%
YOU	26%
DEPENDS	7%
DON'T KNOW/REFUSED	3%

Q. DO YOU THINK THE CITY OF PHILADELPHIA HAS GOTTEN BETTER OR WORSE THAN IT WAS 5 YEARS AGO AS A PLACE TO LIVE, OR HAS IT STAYED ABOUT THE SAME?

	ALL RESPONDENTS	CITY RESIDENTS JANUARY 2010
	=====	=====
BETTER	30%	32%
WORSE	20%	30%
SAME	40%	34%
SOME BETTER/SOME WORSE	1%	3%
DON'T KNOW/REFUSED	9%	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 =====	CITY RESIDENTS JANUARY 2010 =====
BETTER	55%	59%
WORSE	19%	17%
SAME	14%	9%
SOME BETTER/SOME WORSE	1%	3%
DON'T KNOW/REFUSED	10%	12%

Q. COMPARED TO FIVE YEARS AGO, DO YOU THINK THE PUBLIC SAFETY IN PHILADELPHIA HAS GOTTEN BETTER, GOTTEN WORSE, OR STAYED ABOUT THE SAME?

	ALL RESPONDENTS =====
BETTER	23%
WORSE	27%
SAME	45%
DON'T KNOW/REFUSED	5%

Q. HOW IMPORTANT IS THE CITY OF PHILADELPHIA TO YOUR OVERALL QUALITY OF LIFE?

	ALL RESPONDENTS =====
VERY IMPORTANT	22%
SOMEWHAT IMPORTANT	43%
NOT VERY IMPORTANT	22%
NOT AT ALL IMPORTANT	11%
DEPENDS	1%
DON'T KNOW/REFUSED	1%

Q. AS SOMEONE WHO LIVES OUTSIDE THE CITY, HOW IMPORTANT TO YOU ARE THE BUSINESS AND SOCIAL CONDITIONS IN THE CITY OF PHILADELPHIA?

	ALL RESPONDENTS =====	SUBURBANITES 1995 - 2000 =====
VERY IMPORTANT	35%	37%
SOMEWHAT IMPORTANT	43%	44%
NOT VERY IMPORTANT	13%	11%
NOT IMPORTANT AT ALL	8%	7%
DON'T KNOW/REFUSED	1%	1%

Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

A) AS A PLACE TO EXPERIENCE CULTURE, SUCH AS MUSEUMS, MUSIC AND THE ARTS

	ALL RESPONDENTS =====
EXCELLENT	65%
GOOD	29%
FAIR	4%
POOR	*
DON'T KNOW/REFUSED	1%



Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

B) RESTAURANTS--THE VARIETY OF FOOD AND PLACES TO EAT

	ALL RESPONDENTS
	=====
EXCELLENT	56%
GOOD	34%
FAIR	4%
POOR	*
DON'T KNOW/REFUSED	6%

Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

C) THE QUALITY OF SHOPPING

	ALL RESPONDENTS
	=====
EXCELLENT	25%
GOOD	39%
FAIR	17%
POOR	4%
DON'T KNOW/REFUSED	14%

Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

D) AS A PLACE TO SEE SPORTS

	ALL RESPONDENTS
	=====
EXCELLENT	67%
GOOD	25%
FAIR	3%
POOR	1%
DON'T KNOW/REFUSED	4%

Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

E) ENTERTAINMENT--LIVE MUSIC, THEATER AND MOVIES

	ALL RESPONDENTS
	=====
EXCELLENT	50%
GOOD	37%
FAIR	8%
POOR	*
DON'T KNOW/REFUSED	4%

Q. THINKING ABOUT THE CITY OF PHILADELPHIA PLEASE RATE EACH OF THE FOLLOWING AS EXCELLENT, GOOD, ONLY FAIR OR POOR?

F) HISTORICAL SITES AND LANDMARKS

	ALL RESPONDENTS =====
EXCELLENT	74%
GOOD	22%
FAIR	2%
POOR	*
DON'T KNOW/REFUSED	1%

Q. INCLUDING FOR WORK, HOW OFTEN DO YOU GO INTO PHILADELPHIA?

	ALL RESPONDENTS =====	SUBURBANITES 1996 - 2000 =====
ONCE A WEEK OR MORE	25%	28%
TWO OR THREE TIMES A MONTH	17%	20%
ONCE A MONTH	13%	-
ONCE EVERY FEW MONTHS	12%	35% <i>(The previous surveys did not provide the same options for answers as the 2010 poll. 35% represents the number of respondents who answered "once a month or less" in the previous polls.)</i>
A FEW TIMES A YEAR	15%	-
LESS OFTEN	13%	-
NEVER TRAVEL TO THE CITY	4%	15%
DON'T KNOW/REFUSED	*	

Q. WHY DON'T YOU GO INTO THE CITY MORE OFTEN?

BASE: THOSE WHO GO INTO CITY LESS THAN ONCE A MONTH (486)

	ALL RESPONDENTS =====
NOTHING I WANT TO DO	31%
AMBIANCE OF THE CITY, CONGESTION, NOISE	14%
IT DOESN'T FEEL SAFE	13%
TOO BUSY/CAUGHT UP WITH LIFE IN THE SUBURBS	12%
TRANSPORTATION	11%
PARKING	10%
IT'S TOO EXPENSIVE	7%
NO NEED/CAN GET EVERYTHING I NEED IN MY AREA/NO LONGER WORK THERE	5%
MY AGE	4%
IT'S DIRTY/NOT CLEAN	2%
ONLY GO FOR SPECIAL EVENTS/SPECIFIC APPOINTMENTS	2%
DISTANCE	2%
HEALTH/DISABILITY	2%
ANYTHING ELSE (SPECIFY)	7%
DON'T KNOW/REFUSED	1%

Q. WHEN YOU ARE IN THE CITY DO YOU FEEL COMFORTABLE OR UNCOMFORTABLE?

	ALL RESPONDENTS
	=====
COMFORTABLE	69%
UNCOMFORTABLE	19%
DEPENDS/DON'T KNOW/ REFUSED	12%

Q. HOW MUCH DO YOU THINK THE FUTURE QUALITY OF LIFE IN THE CITY OF PHILADELPHIA WILL AFFECT THE FUTURE QUALITY OF LIFE IN THE SUBURBS?

BASE: SPLIT SAMPLE (387)

	ALL RESPONDENTS	SUBURBANITES 1996-2000
	=====	=====
GREAT DEAL	38%	49%
MODEST AMOUNT	47%	42%
NOT AT ALL	11%	8%
DEPENDS / OTHER	3%	1%
DON'T KNOW/REFUSED	1%	

Q. HOW MUCH DO YOU THINK THE FUTURE QUALITY OF LIFE IN THE CITY OF PHILADELPHIA WILL AFFECT THE FUTURE QUALITY OF LIFE WHERE YOU LIVE?

BASE: SPLIT SAMPLE (414)

	ALL RESPONDENTS
	=====
GREAT DEAL	32%
MODEST AMOUNT	43%
NOT AT ALL	23%
DEPENDS / OTHER	1%
DON'T KNOW/REFUSED	1%

COMBINED RESULTS

Q. HOW MUCH DO YOU THINK THE FUTURE QUALITY OF LIFE IN THE CITY OF PHILADELPHIA WILL AFFECT THE FUTURE QUALITY OF LIFE IN THE SUBURBS?

Q. HOW MUCH DO YOU THINK THE FUTURE QUALITY OF LIFE IN THE CITY OF PHILADELPHIA WILL AFFECT THE FUTURE QUALITY OF LIFE WHERE YOU LIVE?

	ALL RESPONDENTS
	=====
GREAT DEAL	35%
MODEST AMOUNT	45%
NOT AT ALL	17%
DEPENDS / OTHER	2%
DON'T KNOW/REFUSED	1%

Q. HOW IMPORTANT IS THE CITY'S ECONOMIC CONDITION TO THE ECONOMY OF THE OVERALL REGION WHERE YOU LIVE?

	ALL RESPONDENTS
	=====
VERY IMPORTANT	53%
SOMEWHAT IMPORTANT	33%
NOT VERY IMPORTANT	7%
NOT AT ALL IMPORTANT	6%
DEPENDS	*
DON'T KNOW/REFUSED	1%

Q. HOW MUCH DOES WHAT HAPPENS IN PHILLY'S ECONOMY AFFECT YOUR OWN ECONOMIC SITUATION?

	ALL RESPONDENTS
	=====
GREAT DEAL	25%
MODEST AMOUNT	36%
NOT AT ALL	38%
DEPENDS / OTHER	*
DON'T KNOW/REFUSED	1%

Q. HOW CLOSELY DO YOU FOLLOW WHAT'S GOING ON IN GOVERNMENT AND PUBLIC AFFAIRS IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
MOST OF THE TIME	34%
SOME OF THE TIME	38%
RARELY	20%
NEVER	7%
DON'T KNOW/REFUSED	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	CITY RESIDENTS JANUARY 2010
	=====	=====
RIGHT DIRECTION	53%	41%
WRONG TRACK	24%	34%
MIXED	13%	18%
DON'T KNOW/REFUSED	10%	6%

Q. IN GENERAL, HOW WOULD YOU RATE THE JOB PUBLIC SCHOOLS ARE DOING IN PHILADELPHIA?

	ALL RESPONDENTS	CITY RESIDENTS JANUARY 2010
	=====	=====
EXCELLENT	1%	4%
GOOD	17%	20%
ONLY FAIR	33%	35%
POOR	31%	29%
DON'T KNOW/REFUSED	19%	11%

Q. HOW SAFE DO YOU THINK IT IS IN THE CITY OF PHILADELPHIA WHEN PEOPLE GO INTO THE CITY FOR AN EVENING?

	ALL RESPONDENTS
	=====
COMPLETELY SAFE	5%
PRETTY SAFE	52%
A LITTLE UNSAFE	31%
NOT SAFE AT ALL	8%
DON'T KNOW/DEPENDS/ REFUSED	5%

Q. DO YOU THINK IT IS IMPORTANT FOR OFFICIALS IN THE PHILLY SUBURBS TO WORK WITH CITY OFFICIALS TO TRY TO SOLVE REGIONAL ISSUES, OR IS IT NOT IMPORTANT BECAUSE THE PROBLEMS ARE DIFFERENT?

	ALL RESPONDENTS
	=====
IMPORTANT	78%
NOT IMPORTANT	17%
DEPENDS	4%
DON'T KNOW/REFUSED	2%

Q. WERE YOU BORN IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
YES	26%
NO	74%

Q. HAVE YOU EVER LIVED IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
YES	32%
NO	68%

Q. DO YOU HAVE PARENTS OR CHILDREN WHO LIVE IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
YES	19%
NO	81%
DON'T KNOW/REFUSED	*

Q. DOES ANYONE IN YOUR HOUSEHOLD CURRENTLY WORK IN PHILADELPHIA?

	ALL RESPONDENTS
	=====
RESPONDENT ONLY	7%
OTHER ONLY	13%
BOTH (ALL)	4%
NEITHER/NONE	76%
DON'T KNOW/REFUSED	*

Q. THINKING AHEAD, CAN YOU SEE YOURSELF MOVING INTO THE CITY IN THE NEXT 10 YEARS OR SO?

ALL RESPONDENTS

=====

YES, VERY LIKELY	3%
YES, SOMEWHAT LIKELY	10%
YES, NOT VERY LIKELY	3%
NO	82%
DEPENDS	1%
DON'T KNOW/REFUSED	*