



Penn Future Survey “Physical Philadelphia”

**Terry Madonna Opinion Research
Lancaster, Pennsylvania**

April 2006

Penn Future Resident Survey

This section of the report summarizes the findings from the Penn Future Resident Survey. A random sample of 604 adult Philadelphians was interviewed over the telephone during late February and early March, 2006. The sample error for the survey is ± 4.0 percent. The data were weighted to adjust for differential probabilities of selection and non-response. The survey's major findings include the following:

- Keeping residents safe from crime and improving public education are the top priorities for city residents, as one might expect; however, reducing pollution, improving abandoned industrial and housing sites, and fixing the water and sewer systems rank very high as well.
- Three in five residents believe the local regulations that protect the environment are not sufficiently strict and nine in ten would like the City do more to protect its air, water, land, and park resources.
- In the past year, many Philadelphians have been stuck in traffic, stayed away from a public park because of safety concerns, had difficulty paying a utility bill, had an abandoned neighborhood property catch fire or become a source of crime, or had basement and street flooding. In short, many Philadelphians have had tangible experiences that point to the need to improve many of the City's physical assets.
- Philadelphia residents believe that improvements to the physical and natural environment will yield a positive economic benefit for the City.
- The residents of Philadelphia overwhelmingly believe that improvements to the City's air, water, land and physical infrastructure will encourage future economic growth.
- A large majority of residents would be more likely to vote for a mayoral candidate who makes improving Philadelphia's environment and infrastructure a top priority.
- Large majorities of Philadelphians' would like to see increased funding to improve many features of the City's environment, including improving water and air quality, updating the water and sewer systems, improving parks, and even helping people reduce energy use.

Issue Priorities for Philadelphia Residents

Keeping residents safe from crime and improving public education are the top priorities for city residents, as Table 1 shows. Yet, many of the essential components of “physical Philadelphia” also appear as high priorities for City residents. Reducing pollution, improving abandoned industrial and housing sites, fixing the water and sewer system, improving roads and bridges, and keeping the street’s free of trash all rate above an eight in importance.

Table 1 Issue Priorities for Pennsylvania Residents

I’m going to read you some issues that affect the livability of the City. For each one, please tell me how important it is for the City’s elected officials to address each issue. Please give each issue a score between one and ten, where one means that it is NOT important at all and ten means it is VERY important to the future health of the City. You can give the statement any score between one and ten...How important is it that local elected officials...

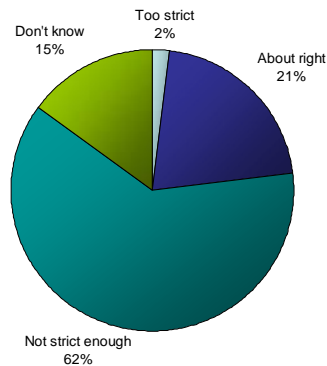
	Rating (mean)
Keep city residents safe from crime	9.4
Improve the public schools	9.2
Reduce the amount of sewage and other pollution entering our rivers	8.7
Promote the improvement of industrial and abandoned housing sites	8.6
Fix the City’s water and sewer system to stop leaks and water main breaks	8.5
Improve the City’s roads and bridges	8.4
Provide more money to keep the streets free of trash	8.3
Reduce the amount of air pollution	8.2
Help residents and businesses conserve their energy use	8.0
Provide money to improve the City’s parks and open space	7.9
Revise the City’s zoning to protect each neighborhood’s character	7.9
Improve the public transit system	7.8
Improve the city-wide recycling program	7.6
Make the waterfronts in the City available for public use	7.5

Regulations Protecting Philadelphia’s Environment

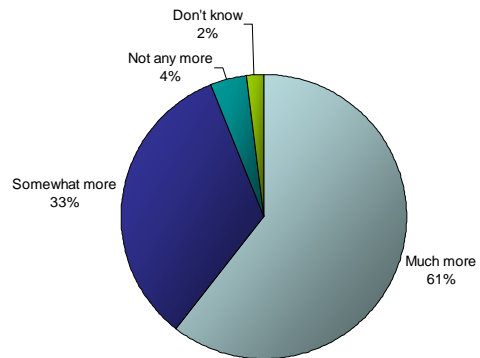
Three in five residents believe the local regulations that protect the environment are not sufficiently strict and nine in ten would like the City do more to protect its air, water, land, and park resources, as illustrated in Figure 1.

Figure 1 Regulations that Protect Philadelphia’s Environment

Do you think that the local laws and regulations designed to protect Philadelphia's air, water, land and parks are currently too strict, about right, or not strict enough?



Would you like to see the City do much more, somewhat more, or not any more to protect its air, water, land and parks?



Philadelphians' Experience with "Physical Philadelphia"

Not surprisingly, many Philadelphians have been stuck in traffic during the past year (see Table 2). What is surprising is how many have stayed away from a public park because of safety concerns, had difficulty paying a utility bill, had an abandoned neighborhood property catch fire or become a source of crime, or had basement and street flooding. In short, many Philadelphians have had tangible experiences in the last year that point to the need to improve many of Philadelphia's physical assets.

Table 2 Philadelphians' Experience with "Physical Philadelphia"

In the past year have any of the following happened to you...

	Yes
Have you been stuck in traffic in Philadelphia for 30 minutes or more	54%
Have you stayed away from a public park because of safety concerns	43%
Have you had trouble paying a utility bill	43%
Have you been unable to get convenient public transportation to where you wanted to go	30%
Have you had an abandoned property in your neighborhood catch fire or become a source of crime	29%
Has a water main or sewer on your street overflowed after a rain storm	23%
Has it been difficult for you to afford public transportation	23%
Has your basement flooded after a rain storm	21%
Has your street flooded after a rain storm	19%
Have you or a family member missed school or work because of breathing-related issues	17%

The Environment or the Economy is a False Choice for Most Philadelphians

When asked a series of statements about the relationship between environmental and infrastructure improvements and their economic consequences, Philadelphia residents believe that improvements to the physical and natural environment will yield a positive economic benefit for the City (see Table 3).

Table 3 Agreement with Statements about the Environment and the Economy

Do you agree or disagree with each of the following statements...Is that strongly or somewhat [agree/disagree]?

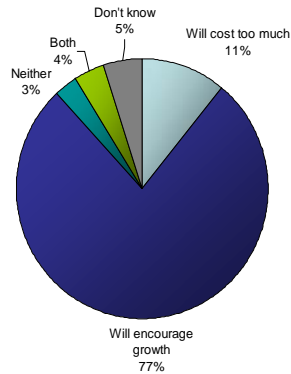
	St Ag	So Ag	So Disag	St Disag
Philadelphia can have both a cleaner environment and a healthy economy	75%	18%	3%	3%
For the city to prosper in the future, it must have a cleaner environment	64%	28%	4%	2%
For the city to prosper in the future, it must fix its sewer, water, and transportation infrastructures	61%	31%	4%	2%
The City should strictly enforce requirements that make the port and airport reduce pollution	59%	31%	4%	3%
There are economic benefits that arise from protecting the environment	57%	32%	4%	3%
We should require polluting factories in our neighborhoods to limit emissions of chemicals and pollutants, even if it results in a loss of jobs	41%	32%	14%	9%
Some pollution is inevitable if our standard of living is going to improve	28%	44%	13%	12%
More environmental regulations will just make products more expensive	26%	32%	17%	20%
It is more important to have a strong economy than it is to have a clean environment	14%	18%	25%	37%

Infrastructure Improvements and Growth

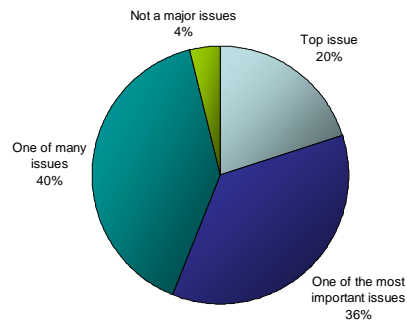
The residents of Philadelphia overwhelmingly believe that improvements to the City’s air, water, land and infrastructure will encourage future economic growth, as shown in Figure 2. In fact, more than half of City residents believe that natural resource and infrastructure improvement is the top or one of the top issues the next mayor should address.

Figure 2 Infrastructure Improvements and Growth

Some people believe that making a commitment to improving the City’s air, water, land, and physical infrastructure will cost too much and make it harder to attract jobs, people and investment. Others believe committing to improving the City’s air, water, land and infrastructure will encourage future economic growth. Which view comes closest to your own?



How important a priority should the improvement of the City’s physical environment, including its sewer, water, and transportation infrastructures, be for the next mayor...

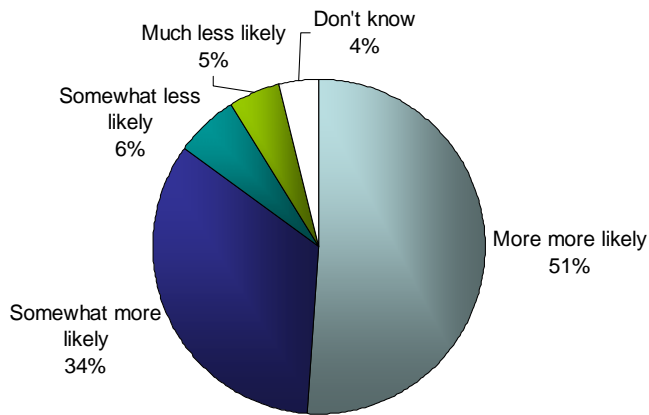


Mayoral Preference and Infrastructure Improvements

A large majority of residents would be more likely to vote for a mayoral candidate who makes improving Philadelphia’s environmental, sewer, water and transportation infrastructures a top priority (see Figure 3).

Figure 3 Mayoral Preference and Infrastructure Improvements

Would you be more likely or less likely to vote for a candidate for Mayor who made improving the city’s environment and its sewer, water, and transportation infrastructures a top priority? Is that much more [more/less] or only somewhat [more/less] likely?



City Residents' Funding Priorities

Large majorities of Philadelphians' would like to see increased funding to improve many features of the City's environment, including improving water and air quality, updating the water and sewer systems, improving parks, and even helping people reduce energy use. As displayed in Figure 4, opposition to funding increases for these improvements is slight in most instances.

Table 4 City Residents' Funding Priorities

Please tell me how strongly you support each of the following statements...do you favor or oppose...Is that strongly or somewhat [favor/oppose]?				
	St FA	So FA	So OP	St OP
Increased public funding to improve drinking water quality	57%	28%	6%	6%
Increased public funding to improve the quality of our air	56%	34%	4%	5%
Increased public funding to update the city's water and sewer systems	54%	36%	3%	5%
Increased public funding to improve the City's parks and open space	53%	37%	4%	5%
Improved zoning regulations that help maintain the character of the City's neighborhoods	53%	31%	7%	5%
Increased public funding to restore our local rivers and streams	52%	36%	5%	5%
Increased public funding to help people reduce energy use	51%	35%	5%	7%
Banning smoking in all restaurants and bars in the City	49%	14%	10%	26%
Increased public funding to improve the City's recycling program	44%	37%	9%	8%
Increased public funding to develop more rail, trolley and subway systems	40%	29%	16%	12%
Increased public funding to maintain open space along our rivers	40%	37%	11%	8%

Conclusions

- Philadelphia residents believe improving the City's physical environment and infrastructure should be a top priority.
- Many Philadelphians have first-hand experience with problems created by a faulty infrastructure and a poor environment.
- City residents believe that improving the City's infrastructure and environment will help improve the City's economic health.
- A mayoral candidate who embraces the concept of improving the City's infrastructure and environment will benefit.

Penn Future Business Survey

This section of the report summarizes the findings from the Penn Future Business Survey. A random sample of 204 non-governmental organizations located within the City of Philadelphia was interviewed during March, 2006. Interviews were conducted with a decision-maker within the organization, most commonly an owner (41%). Two-thirds (67%) of organizations within the sample had ten or fewer employees. The survey of non-governmental organizations has a sample error of ± 6.9 percent. The survey's major findings include the following:

- The top priority of businesses is safety. Improving public education is second. Businesses place improving roads and bridges, reclaiming industrial and abandoned housing sites, and keeping the streets free of trash as their next priorities.
- Nearly half of businesses believe the City's laws that protect its air, water, land, and park resources are "not strict enough" and three out of four would like to see the City do more to protect them.
- Many City businesses have had difficulty keeping up with increasing energy costs. A majority has also had employees arrive at work late because of traffic problems and has suffered when public transit was not available. Nearly a third of businesses claim to have had water damage after a rain storm in the past year and a quarter have had abandoned property in their neighborhoods catch fire or become a source of crime. Clearly, the effects of a poor physical infrastructure frequently confront the City's business community.
- Large majorities of businesses believe that Philadelphia can have a cleaner environment and a healthy economy and that there are economic benefits that arise from protecting the environment. Nine in ten agree that the City must fix its sewer, water, and transportation infrastructures to prosper.
- Philadelphia businesses believe that improving the City's air, water, land and physical infrastructure will encourage future economic growth.
- Large majorities of businesses favor increased funding to keep the streets free of trash, to update the City's water and sewer infrastructure, and to improve the quality of the City's air.

Issue Priorities for Philadelphia Businesses

The top priority of businesses, as it is for residents, is safety. As Table 5 shows, improving public education is second. Businesses place improving roads and bridges, reclaiming industrial and abandoned housing sites, and keeping the streets free of trash as their next priorities. City businesses tend to rate the importance of environmental priorities a bit lower than City residents, though not substantially lower in most instances.

Table 5 Issue Priorities for Pennsylvania Businesses

I'm going to read you some issues that affect the livability of the City. For each one, please tell me how important it is for the City's elected officials to address each issue. Please give each issue a score between one and ten, where one means that it is NOT important at all and ten means it is VERY important to improving the City's attractiveness as a place to do business. You can give the statement any score between one and ten...How important is it that local elected officials...to make the city more attractive to businesses.

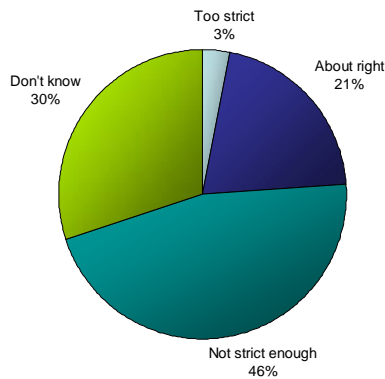
	Rating (Mean)
Keep businesses and residents safe from crime	9.2
Improve the public schools	8.8
Improve the City's roads and bridges	8.3
Promote the improvement of industrial and abandoned housing sites	8.2
Provide money to keep the streets free of trash	8.2
Reduce the amount of sewage and other pollution entering our rivers	8.0
Fix the City's water and sewer system to stop leaks and water main breaks	7.9
Reduce the amount of air pollution	7.7
Provide money to improve the City's parks and open space	7.7
Help residents and businesses conserve their energy use	7.5
Improve the public transit system	7.4
Make the waterfronts in the City available for public use	7.1
Improve the city's recycling program	7.1
Revise the City's zoning to protect each neighborhood's character	7.1

Regulations Protecting Philadelphia’s Environment, Business Beliefs

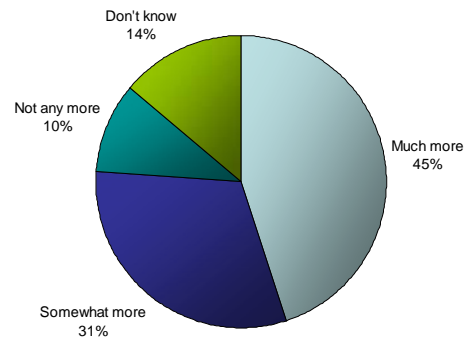
Nearly half of businesses believe the City’s laws that protect its air, water, land, and park resources are “not strict enough” and three out of four would like to see the City do more to protect them (see Figure 4). This strong belief that the City should do more mirrors the beliefs among Philadelphia residents.

Figure 4 Regulations that Protect Philadelphia’s Environment, Business Beliefs

Do you think that the local laws and regulations designed to protect Philadelphia’s air, water, land and parks are currently too strict, about right, or not strict enough?



Would you like to see the City do much more, somewhat more, or not any more to protect its air, water, land and parks?



Businesses' Experiences with "Physical Philadelphia"

Many City businesses say they have had difficulty keeping up with increasing energy costs, as illustrated in Table 6. A majority has also had employees arrive at work late because of traffic problems and has suffered when public transit was not available. Nearly a third of businesses have had water damage after a rain storm in the past year and a quarter have had abandoned property in their neighborhoods catch fire or become a source of crime.

Table 6 Businesses' Experience with "Physical Philadelphia"

In the past year have any of the following happened to your business. In the past year...	
	Yes
Has your business had difficulty keeping up with increasing energy costs	59%
Has your business had employees arrive more than 30 minutes late to work because of traffic problems	57%
Has your business suffered when public transit was unavailable	54%
Has your business had water damage after a rain storm	31%
Has a water main or sewer on your street overflowed after a rain storm	25%
Has your business had an abandoned property in its neighborhood catch fire or become a source of crime	25%
Has your business had employees who were unable to use public transportation to do business, for instance, to go to meetings	24%
Has the street where your business is located flooded after a rain storm	18%
Has your business had employees miss work because of breathing-related issues	9%

The Environment or the Economy is a False Choice for Most City Businesses

Large majorities of businesses believe that Philadelphia can have a cleaner environment and a health economy and that there are economic benefits that arise from protecting the environment. Nine in ten agree that the City must fix its sewer, water, and transportation infrastructures to prosper (see Table 7).

Table 7 Agreement with Statements about the Environment and the Economy, City Businesses

Do you agree or disagree with each of the following statements...Is that strongly or somewhat [agree/disagree]?

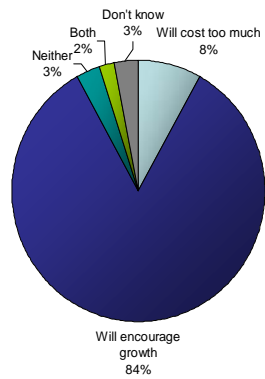
	St Ag	So Ag	So Disag	St Disag
Philadelphia can have both a cleaner environment and a healthy economy	26%	69%	4%	1%
There are economic benefits that arise from protecting the environment	25%	70%	4%	1%
For the city to prosper in the future, it must fix its sewer, water, and transportation infrastructures	23%	68%	6%	2%
We should require polluting factories in our neighborhoods to limit emissions of chemicals and pollutants, even if it results in a loss of jobs	21%	58%	15%	2%
The City should strictly enforce requirements that make the port and airport reduce pollution	18%	69%	7%	1%
For the city to prosper in the future, it must have a cleaner environment	17%	69%	11%	1%
More environmental regulations will just make products more expensive	10%	48%	32%	5%
Some pollution is inevitable if our standard of living is going to improve	9%	61%	25%	3%
It is more important to have a strong economy than it is to have a clean environment	3%	30%	46%	15%

Infrastructure Improvements

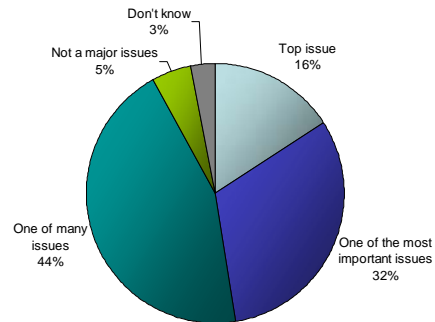
Even more than residents, Philadelphia businesses believe that improving the City’s infrastructure will encourage future economic growth. As Figure 5 shows, nearly half of businesses believe that improving the City’s natural resources and infrastructure is the top or one of the top issues the next mayor should address.

Figure 5 Infrastructure Improvements

Some people believe that making a commitment to improving the City’s air, water, land, and physical infrastructure will cost too much and make it harder to attract jobs, people and investment. Others believe committing to improving the City’s air, water, land and infrastructure will encourage future economic growth. Which view comes closest to your own?



How important a priority should the improvement of the City’s physical environment, including its sewer, water, and transportation infrastructures, be for the next mayor...



City Businesses' Funding Priorities

Large majorities of businesses favor increased funding to keep the streets free of trash, to update the City's water and sewer infrastructure, and to improve the quality of the City's air (see Table 8). In fact, all of the environmental and infrastructure improvements mentioned in the survey are favored by large proportions of businesses in the City.

Table 8 City Businesses' Funding Priorities

Please tell me how strongly you support each of the following statements...do you favor or oppose...Is that strongly or somewhat [favor/oppose]?				
	St FA	So FA	So OP	St OP
Banning smoking in all restaurants and bars in the City	28%	34%	25%	9%
Increased public funding to keep sidewalks and roads clean from trash	23%	61%	14%	1%
Increased public funding to update the city's water and sewer systems	20%	64%	11%	1%
Increased public funding to improve the quality of our air	17%	66%	13%	1%
Increased public funding to improve the City's recycling program	16%	64%	16%	2%
Improved zoning regulations that help maintain the character of the City's neighborhoods	16%	62%	16%	2%
Increased public funding to help people reduce energy use	15%	68%	14%	1%
Increased public funding to improve drinking water quality	14%	63%	16%	3%
Increased public funding to develop more rail, trolley and subway systems	14%	50%	29%	4%
Increased public funding to restore our local rivers and streams	13%	70%	13%	1%
Increased public funding to improve the City's parks and open space	13%	69%	15%	2%
Increased public funding to maintain open space along our rivers	10%	67%	20%	1%

Conclusions

- Businesses believe that improving the City's air, water, land and physical infrastructure should be a top priority.
- Many businesses have experienced, first hand, difficulties created by a weak infrastructure--particularly in the area of public transit and traffic.
- Businesses believe that improving both the infrastructure and environment will improve the City's economic health.

**Penn Future Survey of Philadelphia Residents and
Businesses
Technical Material**

**Terry Madonna Opinion Research
Lancaster, Pennsylvania**

April 2006

Methodological Statement

Terry Madonna Opinion Research designed the Penn Future “Physical Philadelphia” survey to measure City residents’ and businesses’ perceptions about the importance of improving the City’s environmental and physical infrastructure to the City’s future economic growth. The questionnaires used to measure these attitudes and experiences are included later in this methodological material.

Survey of Philadelphia Residents

The resident survey included a random sample of 604 adult Philadelphians. The sample was created using Genesys sampling software and was designed to reflect the adult, non-institutionalized population of the City. Interviewing was conducted by First Contact Now, a professional interviewing firm, located in Easton, Maryland. Interviewing was conducted during late February and early March, 2006. The sample error for the survey is ± 4.0 percent. The data were weighted to adjust for differential probabilities of selection and non-response, specifically by age and sex.

Table 1 presents the age-sex-race distribution of Philadelphia residents according to the 2000 Census (the distribution for other racial groups is not shown). The proportion of blacks and whites in the final sample (47% to 36%) is very similar to that produced by the 2000 Census (49% to 40%).

Table 1 Age, Sex, Race Distribution in Philadelphia

Age			Whites Only		Blacks Only	
			Male	Female	Male	Female
18-24	79816	88023	37604	39635	29066	34573
25-44	211055	233719	100510	97760	81851	106640
45-64	139565	168181	72229	79737	54353	74048
65+	79821	133901	49772	81770	26255	47024
	510257	623824	260115	298902	191525	262285
	0.44993	0.55007	0.229362	0.263563	0.168881	0.231275

Survey of Philadelphia Businesses

The survey of Philadelphia businesses includes a random sample of 204 non-governmental organizations located within the City of Philadelphia. The sample was created by Marketing Systems Group. Interviewing was conducted by First Contact Now, a professional interviewing firm, located in Easton, Maryland. All interviews for the business survey were conducted during March, 2006. Interviews were conducted with a decision-maker within the organization, most commonly an owner (41%). Two-thirds (67%) of organizations within the sample had ten or fewer employees. The survey of non-governmental organizations has a sample error of ± 6.9 percent.

**Penn Future Survey of Philadelphia Residents
Marginal Frequency Report**

**Terry Madonna Opinion Research
Lancaster, Pennsylvania**

April 2006

1. As a place to live, do you think Philadelphia is excellent, good, fair, or poor?

- 11% Excellent
- 42% Good
- 33% Fair
- 14% Poor
- 1% Don't know

2. What makes it [INSERT RESPONSE FROM Q1]?

		Philadelphia as a place to live				
		excellent	good	fair	poor	dk
		Column %	Column %	Column %	Column %	Column %
	Cultural activities and events, variety of things to do	49%	30%	6%	0%	0%
	Good neighborhood, nice area, good location	31%	36%	14%	0%	0%
	Easy to get anywhere, good public transportation	15%	15%	3%	0%	0%
	Misc positive	4%	10%	5%	0%	0%
	Crime, drugs, violence	0%	4%	36%	65%	0%
	Ineffective local government, corrupt local government	0%	2%	11%	12%	0%
	Misc negative	0%	1%	20%	23%	0%
	dk	1%	2%	6%	0%	0%

3. I'm going to read you some issues that affect the livability of the City. For each one, please tell me how important it is for the City's elected officials to address each issue. Please give each issue a score between one and ten, where one means that it is NOT important at all and ten means it is VERY important to the future health of the City. You can give the statement any score between one and ten...How important is it that local elected officials...

Statement (ROTATE)	Rating (mean)
()b. Keep city residents safe from crime	9.4
()a. Improve the public schools	9.2
()f. Reduce the amount of sewage and other pollution entering our rivers	8.7
()e. Promote the improvement of industrial and abandoned housing sites	8.6
()i. Fix the City's water and sewer system to stop leaks and water main breaks	8.5
()l. Improve the City's roads and bridges	8.4
()n. Provide more money to keep the streets free of trash	8.3
()c. Reduce the amount of air pollution	8.2
()m. Help residents and businesses conserve their energy use	8.0
()g. Provide money to improve the City's parks and open space	7.9

()k. Revise the City’s zoning to protect each neighborhood’s character	7.9
()d. Improve the public transit system	7.8
()j. Improve the city-wide recycling program	7.6
()h. Make the waterfronts in the City available for public use	7.5

4. Do you believe the quality of the air, water, land and parks in the city is better than, worse than, or about the same as in most other large cities?

- 14% Better than cities
- 55% Same as other cities
- 17% Worse than other cities
- 15% Don’t know

5. What makes it [INSERT RESPONSE FROM Q4]?

	Quality of air, water, land and parks compared to other large cities		
	better than other cities	same as other cities	worse than other cities
	Column %	Column %	Column %
Cleaner here, effort made to keep city clean	78%	1%	0%
The parks are excellent, good, nice places to go	11%	1%	0%
Misc Positive	9%	0%	0%
All cities have the same problems, no different than others	0%	58%	3%
Pollution, industrial pollution of air and water	0%	21%	54%
Garbage, litter	0%	2%	28%
Misc negative	0%	3%	13%
dk	2%	12%	2%

6. Do you think that the local laws and regulations designed to protect Philadelphia’s air, water, land and parks are currently too strict, about right, or not strict enough?

- 2% Too strict
- 21% About right
- 62% Not strict enough
- 15% Don’t know

7. Do you think the city of Philadelphia does too little or too much to protect its air, water, land and parks?
 72% Too little
 3% Too much
 16% About the right amount (**VOLUNTEERED**)
 9% Don't know

8. Would you like to see the City do much more, somewhat more, or not any more to protect its air, water, land and parks?
 60% Much more
 33% Somewhat more
 4% Not any more
 2% Don't know

9. In the past five years have you...

Statement (ROTATE)	Yes	No	DK
() i. Adjusted your thermostat to save energy	92%	8%	0%
() h. Recycled on a regular basis	84%	16%	-
() e. Made an effort to use less water	78%	21%	1%
() b. Car pooled to work, or used public transportation	70%	28%	2%
() g. Insulated or weatherized your home	68%	31%	1%
() d. Reduced the amount you drive	63%	34%	4%
() f. Planted any trees or worked in a park or community garden	39%	61%	-
() c. Contributed money to an environmental group	34%	66%	1%
() a. Volunteered on behalf of an environmental group	17%	83%	-

10. In the past year have any of the following happened to you...

Statement (ROTATE)	Yes	No	DK
() e. Have you been stuck in traffic in Philadelphia for 30 minutes or more	54%	45%	1%
() f. Have you stayed away from a public park because of safety concerns	43%	57%	-
() j. Have you had trouble paying a utility bill	43%	57%	1%
() i. Have you been unable to get convenient public transportation to where you wanted to go	30%	66%	4%
() g. Have you had an abandoned property in your neighborhood catch fire or become a source of crime	29%	70%	1%
() c. Has a water main or sewer on your street overflowed after a rain storm	23%	77%	1%
() h. Has it been difficult for you to afford public transportation	23%	72%	5%
() a. Has your basement flooded after a rain storm	21%	78%	1%
() b. Has your street flooded after a rain storm	19%	81%	1%
() d. Have you or a family member missed school or work because of breathing-related issues	17%	82%	-

11. Does anyone in your home have asthma or any respiratory disease?

- 35% Yes
- 64% No
- 1% Don't know

12. How often do you walk, fish or recreate along the river: frequently, sometimes, seldom or never?

- 15% Frequently
- 19% Sometimes
- 23% Seldom
- 42% Never
- 1% Don't know

13. Do you believe the river is safe to swim in, or not?

- 3% Yes
- 94% No
- 3% Don't know

14. How often do you use the City's parks: frequently, sometimes, seldom, or never?

- 25% Frequently
- 33% Sometimes
- 23% Seldom
- 19% Never

15. Some people believe that making a commitment to improving the City's air, water, land, and physical infrastructure will cost too much and make it harder to attract jobs, people and investment. Others believe committing to improving the City's air, water, land and infrastructure will encourage future economic growth. Which view comes closest to your own?

- 11% Infrastructure commitment will cost too much
- 78% Improving City's infrastructure will encourage growth
- 3% Neither [VOLUNTEERED]
- 4% Both [VOLUNTEERED]
- 5% Don't know

16. Do you agree or disagree with each of the following statements...Is that strongly or somewhat [agree/disagree]?

Statement (Rotate)	St Ag	So Ag	So Disag	St Disag	DK
() e. Philadelphia can have both a cleaner environment and a healthy economy	75%	18%	3%	3%	1%
() g. For the city to prosper in the future, it must have a cleaner environment	64%	28%	4%	2%	2%
() h. For the city to prosper in the future, it must fix its sewer, water, and transportation infrastructures	61%	31%	4%	2%	3%
() i. The City should strictly enforce requirements that make the port and airport reduce pollution	59%	31%	4%	3%	4%
() f. There are economic benefits that arise from protecting the environment	57%	32%	4%	3%	5%

**Penn Future
Philadelphia Environmental Attitude Survey**

**Terry Madonna Opinion Research
n=604**

() b. We should require polluting factories in our neighborhoods to limit emissions of chemicals and pollutants, even if it results in a loss of jobs	41%	32%	14%	9%	5%
() a. Some pollution is inevitable if our standard of living is going to improve	28%	44%	13%	12%	4%
() c. More environmental regulations will just make products more expensive	26%	32%	17%	20%	6%
() d. It is more important to have a strong economy than it is to have a clean environment	14%	18%	25%	37%	6%

17. How important a priority should the improvement of the City’s physical environment, including its sewer, water, and transportation infrastructures, be for the next mayor...[READ LIST]

- 20% The top issue
- 36% One of the most important issues
- 40% One of many issues
- 4% Or not a major issue
- Don’t know

18. Please tell me how strongly you support each of the following statements...do you favor or oppose...Is that strongly or somewhat [favor/oppose]?

Statement (Rotate)	St FA	So FA	So OP	St OP	DK
a. Increased public funding to improve drinking water quality	57%	28%	6%	6%	2%
c. Increased public funding to improve the quality of our air	56%	34%	4%	5%	1%
f. Increased public funding to update the city’s water and sewer systems	54%	36%	3%	5%	2%
d. Increased public funding to improve the City’s parks and open space	53%	37%	4%	5%	1%
j. Improved zoning regulations that help maintain the character of the City’s neighborhoods	53%	31%	7%	5%	5%
b. Increased public funding to restore our local rivers and streams	52%	36%	5%	5%	2%
i. Increased public funding to help people reduce energy use	51%	35%	5%	7%	2%
k. Banning smoking in all restaurants and bars in the City	49%	14%	10%	26%	2%
e. Increased public funding to improve the City’s recycling program	44%	37%	9%	8%	2%
g. Increased public funding to develop more rail, trolley and subway systems	40%	29%	16%	12%	4%
h. Increased public funding to maintain open space along our rivers	40%	37%	11%	8%	4%

19. Would you be more likely or less likely to vote for a candidate for Mayor who made improving the city’s environment and its sewer, water, and transportation infrastructures a top priority? Is that much more [more/less] or only somewhat [more/less] likely?

- 51% Much more likely
- 34% Somewhat more likely
- 6% Somewhat less likely
- 5% Much less likely
- 4% Don’t know

REG. Now I have a few questions for statistical purposes only. First, are you currently registered to vote at your present address?

86% Yes
14% No

PRTY. [IF REGISTERED] Are you currently registered as a Republican, a Democrat, and Independent, or something else? **N=519**

20% Republican
62% Democrat
13% Independent/something else
5% Don't know

AGE. What was your age on your last birthday?

15% 18-24
19% 25-34
21% 35-44
13% 45-54
14% 55-64
19% 65 and over

EDUC. What is the highest grade level of education you have completed?

8% Non high school graduate
40% High school graduate
17% Some college
10% Two-year or tech degree
16% Four year college degree
9% Postgraduate degree
1% Don't know

CHLD. Do you have any children under the age of 18 living in your home?

37% Yes
63% No

MAR. What is your current marital status? Are you married, single, divorced/separated, or widowed?

38% Single, Never Married
39% Married
3% Separated
10% Divorced
9% Widow, Widower
2% Don't know

OHOM. Does your family own your home or rent a house or an apartment?

63% Own
35% Rent
2% Don't know

RACE. Which of the following categories best describes your RACIAL background? Are you white, African-American, or something else?

- 47% White
- 36% African American
- 14% Other
- 3% Don't know

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

- 54% Less than \$50,000
- 38% More than \$50,000
- 9% Don't know

SEX. Note respondent's sex

- 45% Male
- 55% Female

Mean Importance Ratings by Selected Demographic Groups

	Racial background			Family income		Sex		AGERANGE					
	white	African American	Other	less than \$50,000	more than \$50,000	male	female	18-24	25-34	35-44	45-54	55-64	65 and over
	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean	Mean
Importance of improving city schools	8.8	9.5	9.4	9.2	9.0	8.9	9.4	9.1	9.2	9.3	9.3	8.9	9.0
Importance of keeping city residents safe from crime	9.3	9.6	9.1	9.5	9.2	9.2	9.6	9.4	9.4	9.5	9.3	9.4	9.4
Importance of reducing air pollution	7.8	8.5	8.8	8.3	7.9	7.8	8.5	8.7	8.0	8.0	8.0	8.1	8.3
Importance of improving public transit	7.3	8.4	7.7	8.0	7.4	7.6	7.9	7.7	7.3	8.0	7.9	8.3	7.6
Importance of improving industrial and abandoned housing sites	8.2	9.0	8.4	8.7	8.2	8.2	8.9	8.5	8.5	8.5	8.7	8.6	8.7
Importance of reducing pollution in rivers	8.4	9.0	8.7	8.8	8.4	8.4	8.9	8.8	8.6	8.6	8.7	8.6	8.7
Importance of improving parks and open space	7.5	8.5	8.1	8.2	7.6	7.7	8.2	8.0	8.2	8.0	8.2	7.7	7.9
Importance of making waterfronts available for public use	7.2	8.0	7.7	7.7	7.1	7.6	7.5	7.5	7.3	7.5	7.0	7.9	8.0
Importance of fixing water and sewer systems	7.9	9.1	8.5	8.8	8.0	8.1	8.8	8.9	8.1	8.5	8.4	8.4	8.6
Importance of improving city-wide recycling program	7.3	7.9	7.8	7.6	7.7	7.2	8.0	7.9	7.4	7.9	7.3	7.9	7.4
Importance of revising city zoning	7.6	8.3	7.9	8.2	7.5	7.4	8.3	8.0	7.6	8.1	8.0	7.4	8.1
Importance of improving roads and bridges	7.8	8.9	8.7	8.6	8.0	8.1	8.6	8.5	8.2	8.1	8.5	8.4	8.5
Importance of helping conserve energy	7.6	8.5	8.4	8.4	7.6	7.8	8.2	8.2	8.0	7.7	8.0	7.9	8.4
Importance of providing money to keep streets free of trash	7.7	8.8	8.7	8.6	7.6	8.1	8.4	8.4	8.3	8.1	8.4	8.2	8.2

Life Events in Past Year, Philadelphia Residents by Selected Demographics

		Racial background			Family income		Sex	
		white	African American	Other	less than \$50,000	more than \$50,000	male	female
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
Has basement flooded in past year	yes	21%	22%	18%	22%	23%	21%	21%
	no	78%	77%	80%	77%	77%	77%	78%
	dk	1%	1%	3%	2%	0%	2%	1%
Has street flooded in past year	yes	16%	23%	13%	19%	19%	20%	18%
	no	83%	76%	87%	81%	81%	80%	82%
	dk	1%	1%	0%	1%	0%	1%	1%
Has water main or sewer overflowed in past year	yes	22%	24%	18%	22%	22%	20%	24%
	no	78%	75%	81%	78%	77%	79%	75%
	dk	0%	1%	1%	0%	1%	1%	0%
Has respondent or family member missed school or work because of breathing problems in past year	yes	8%	27%	23%	21%	13%	14%	20%
	no	92%	73%	75%	78%	87%	85%	80%
	dk	0%	0%	2%	1%	0%	1%	0%
Been stuck in traffic for 30 minutes or more in past year	yes	54%	54%	50%	48%	66%	57%	51%
	no	45%	46%	49%	51%	33%	42%	48%
	dk	1%	0%	1%	1%	0%	1%	1%
Stayed away from a park because of safety concerns in past year	yes	40%	46%	49%	49%	34%	35%	49%
	no	60%	54%	51%	50%	66%	64%	51%
	dk	0%	1%	0%	0%	0%	1%	0%
Abandoned neighborhood property catch fire or become source of crime in past year	yes	18%	39%	40%	31%	27%	28%	31%
	no	81%	61%	59%	68%	73%	72%	69%
	dk	1%	0%	2%	1%	0%	1%	0%
Difficult to afford public transportation in past year	yes	14%	32%	26%	29%	12%	21%	24%
	no	80%	61%	70%	65%	83%	72%	72%
	dk	5%	6%	4%	6%	4%	7%	4%
Been unable to get convenient public transportation in past year	yes	27%	30%	39%	29%	32%	32%	29%
	no	69%	64%	60%	66%	66%	63%	68%
	dk	4%	5%	1%	6%	2%	5%	3%
Trouble paying a utility bill in past year	yes	27%	57%	60%	53%	29%	34%	50%
	no	72%	43%	40%	47%	70%	65%	49%
	dk	1%	0%	0%	0%	0%	1%	0%

AGERANGE

		18-24	25-34	35-44	45-54	55-64	65 and over
		Column %	Column %	Column %	Column %	Column %	Column %
Has basement flooded in past year	yes	34%	22%	19%	26%	17%	13%
	no	64%	77%	80%	73%	82%	86%
	dk	2%	1%	1%	1%	1%	1%
Has street flooded in past year	yes	25%	21%	20%	21%	11%	14%
	no	75%	78%	80%	79%	89%	84%
	dk	0%	1%	0%	0%	0%	2%
Has water main or sewer overflowed in past year	yes	24%	26%	25%	25%	16%	18%
	no	76%	74%	74%	74%	82%	82%
	dk	0%	0%	1%	1%	2%	0%
Has respondent or family member missed school or work because of breathing problems in past year	yes	24%	23%	23%	15%	8%	9%
	no	76%	77%	77%	85%	91%	90%
	dk	0%	0%	0%	0%	1%	1%
Been stuck in traffic for 30 minutes or more in past year	yes	67%	76%	58%	50%	47%	26%
	no	33%	24%	42%	47%	53%	73%
	dk	0%	0%	1%	3%	0%	2%
Stayed away from a park because of safety concerns in past year	yes	60%	44%	45%	41%	33%	35%
	no	40%	55%	55%	59%	67%	64%
	dk	0%	1%	0%	0%	0%	1%
Abandoned neighborhood property catch fire or become source of crime in past year	yes	46%	22%	42%	27%	23%	16%
	no	54%	77%	58%	73%	77%	82%
	dk	0%	1%	0%	0%	0%	2%
Difficult to afford public transportation in past year	yes	35%	18%	33%	17%	19%	12%
	no	60%	79%	61%	77%	74%	81%
	dk	4%	3%	5%	5%	7%	7%
Been unable to get convenient public transportation in past year	yes	45%	38%	32%	29%	28%	13%
	no	55%	60%	65%	66%	65%	80%
	dk	0%	2%	3%	6%	7%	7%
Trouble paying a utility bill in past year	yes	44%	41%	59%	55%	34%	26%
	no	54%	59%	41%	45%	66%	74%
	dk	2%	0%	0%	0%	1%	0%

**Statements about the Environment, Infastructure and Economy,
Philadelphia Residents by Selected Demographics**

		Racial background			Family income		Sex	
		white	African American	Other	less than \$50,000	more than \$50,000	male	female
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
Pollution is inevitable if standard of living is going to improve	strongly agree	29%	25%	34%	27%	29%	28%	28%
	somewhat agree	43%	48%	39%	48%	38%	48%	41%
	somewhat disagree	13%	12%	15%	12%	15%	12%	13%
	strongly disagree	13%	10%	9%	9%	17%	11%	13%
	dk	3%	4%	4%	5%	1%	1%	5%
Polluting factories should limit emissions	strongly agree	46%	30%	52%	39%	44%	43%	39%
	somewhat agree	36%	28%	22%	29%	36%	33%	30%
	somewhat disagree	8%	21%	12%	16%	11%	14%	14%
	strongly disagree	5%	15%	8%	10%	7%	6%	11%
	dk	4%	6%	6%	6%	2%	4%	6%
More environmental regulations will make products more expensive	strongly agree	20%	31%	32%	27%	25%	28%	24%
	somewhat agree	35%	30%	32%	32%	33%	27%	36%
	somewhat disagree	19%	15%	16%	17%	15%	18%	17%
	strongly disagree	21%	18%	18%	19%	22%	24%	16%
	dk	6%	7%	3%	6%	6%	4%	7%
More important to have a strong economy than a clean environment	strongly agree	15%	10%	26%	15%	13%	20%	10%
	somewhat agree	16%	21%	21%	22%	11%	19%	18%
	somewhat disagree	25%	27%	18%	24%	23%	21%	28%
	strongly disagree	39%	37%	29%	33%	46%	33%	40%
	dk	6%	6%	6%	5%	7%	7%	5%
Philadelphia can have both a cleaner environment and a healthy economy	strongly agree	73%	77%	75%	75%	76%	77%	74%
	somewhat agree	20%	18%	17%	17%	18%	17%	20%
	somewhat disagree	3%	3%	6%	4%	3%	3%	3%
	strongly disagree	4%	1%	3%	3%	2%	3%	3%
	dk	0%	1%	0%	1%	0%	1%	1%
Economic benefits arise from protecting the environment	strongly agree	58%	55%	55%	55%	62%	63%	51%
	somewhat agree	33%	33%	29%	33%	29%	26%	36%
	somewhat disagree	4%	4%	3%	3%	4%	3%	4%
	strongly disagree	2%	5%	0%	3%	2%	2%	3%
	dk	4%	4%	13%	5%	3%	5%	5%

		Racial background			Family income		Sex	
		white	African American	Other	less than \$50,000	more than \$50,000	male	female
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
City must have a cleaner environment to prosper	strongly agree	60%	64%	72%	68%	58%	64%	63%
	somewhat agree	30%	27%	24%	28%	29%	26%	31%
	somewhat disagree	6%	4%	0%	1%	8%	6%	3%
	strongly disagree	3%	2%	2%	2%	3%	4%	1%
	dk	1%	3%	1%	2%	1%	1%	2%
City must fix infrastructure to prosper	strongly agree	54%	67%	68%	64%	57%	59%	62%
	somewhat agree	36%	25%	29%	30%	32%	31%	31%
	somewhat disagree	4%	4%	3%	3%	5%	5%	3%
	strongly disagree	3%	1%	0%	1%	3%	2%	1%
	dk	3%	3%	1%	2%	3%	3%	2%
City should enforce air pollution requirements for port and airport	strongly agree	57%	61%	57%	61%	60%	56%	61%
	somewhat agree	33%	27%	35%	30%	27%	30%	31%
	somewhat disagree	3%	5%	1%	3%	4%	4%	4%
	strongly disagree	4%	3%	3%	2%	5%	5%	2%
	dk	3%	3%	5%	4%	3%	4%	3%

AGERANGE

		18-24	25-34	35-44	45-54	55-64	65 and over
		Column %	Column %	Column %	Column %	Column %	Column %
Pollution is inevitable if standard of living is going to improve	strongly agree	24%	33%	28%	27%	29%	24%
	somewhat agree	54%	36%	41%	52%	39%	45%
	somewhat disagree	13%	17%	12%	10%	10%	13%
	strongly disagree	7%	10%	15%	9%	18%	13%
	dk	2%	4%	5%	1%	4%	5%
Polluting factories should limit emissions	strongly agree	45%	39%	37%	42%	42%	43%
	somewhat agree	20%	36%	35%	38%	33%	26%
	somewhat disagree	22%	12%	15%	13%	8%	12%
	strongly disagree	11%	8%	8%	6%	10%	10%
	dk	2%	5%	5%	1%	7%	9%
More environmental regulations will make products more expensive	strongly agree	29%	22%	25%	28%	31%	21%
	somewhat agree	31%	28%	33%	37%	31%	33%
	somewhat disagree	11%	20%	17%	15%	18%	20%
	strongly disagree	27%	24%	19%	13%	16%	18%
	dk	2%	5%	6%	7%	5%	8%
More important to have a strong economy than a clean environment	strongly agree	21%	10%	12%	15%	11%	18%
	somewhat agree	19%	22%	15%	12%	23%	17%
	somewhat disagree	24%	29%	30%	21%	19%	22%
	strongly disagree	34%	35%	36%	47%	40%	34%
	dk	2%	3%	8%	6%	7%	9%
Philadelphia can have both a cleaner environment and a healthy economy	strongly agree	78%	80%	69%	76%	77%	73%
	somewhat agree	11%	17%	24%	18%	15%	21%
	somewhat disagree	4%	1%	5%	5%	3%	2%
	strongly disagree	7%	1%	2%	1%	2%	3%
	dk	0%	1%	0%	0%	2%	1%
Economic benefits arise from protecting the environment	strongly agree	45%	59%	54%	68%	68%	50%
	somewhat agree	40%	32%	32%	24%	23%	37%
	somewhat disagree	6%	3%	5%	2%	1%	4%
	strongly disagree	0%	3%	6%	2%	2%	2%
	dk	9%	3%	3%	4%	7%	7%

AGERANGE

		18-24	25-34	35-44	45-54	55-64	65 and over
		Column %	Column %	Column %	Column %	Column %	Column %
City must have a cleaner environment to prosper	strongly agree	76%	65%	52%	67%	67%	60%
	somewhat agree	20%	25%	35%	23%	28%	35%
	somewhat disagree	2%	8%	6%	5%	4%	1%
	strongly disagree	0%	2%	4%	2%	1%	3%
	dk	2%	0%	3%	3%	0%	1%
City must fix infrastructure to prosper	strongly agree	78%	53%	53%	64%	68%	55%
	somewhat agree	20%	34%	36%	26%	28%	36%
	somewhat disagree	0%	8%	6%	5%	0%	3%
	strongly disagree	0%	2%	2%	4%	2%	1%
	dk	2%	2%	3%	0%	2%	5%
City should enforce air pollution requirements for port and airport	strongly agree	58%	65%	52%	65%	56%	58%
	somewhat agree	33%	29%	32%	23%	35%	31%
	somewhat disagree	2%	4%	8%	5%	2%	1%
	strongly disagree	4%	1%	4%	4%	3%	4%
	dk	2%	1%	4%	3%	4%	6%

Funding Priorities, Philadelphia Residents by Selected Demographics

		Racial background			Family income		Sex	
		white	African American	Other	less than \$50,000	more than \$50,000	male	female
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
Increased public funding to improve drinking water quality	strongly favor	53%	64%	50%	60%	52%	56%	58%
	somewhat favor	32%	25%	31%	28%	29%	29%	28%
	somewhat oppose	6%	6%	9%	5%	8%	6%	7%
	strongly oppose	7%	4%	10%	4%	9%	7%	5%
	dk	3%	2%	0%	2%	2%	2%	2%
Increased public funding to restore local rivers and streams	strongly favor	52%	53%	53%	55%	51%	51%	53%
	somewhat favor	38%	35%	37%	36%	36%	37%	36%
	somewhat oppose	4%	6%	6%	3%	5%	4%	5%
	strongly oppose	5%	6%	2%	4%	7%	6%	4%
	dk	2%	1%	1%	2%	2%	2%	2%
Increased public funding to improve air quality	strongly favor	52%	61%	57%	58%	54%	52%	60%
	somewhat favor	37%	31%	32%	34%	35%	35%	33%
	somewhat oppose	4%	4%	5%	4%	5%	6%	3%
	strongly oppose	6%	3%	2%	4%	6%	6%	3%
	dk	1%	0%	3%	1%	0%	2%	1%
Increased public funding to improve city parks and open space	strongly favor	47%	59%	60%	56%	53%	55%	52%
	somewhat favor	43%	33%	28%	36%	35%	34%	39%
	somewhat oppose	4%	3%	6%	3%	5%	4%	4%
	strongly oppose	5%	4%	4%	4%	5%	6%	4%
	dk	2%	1%	1%	1%	1%	2%	1%
Increased public funding to improve city recycling	strongly favor	41%	47%	45%	44%	46%	41%	45%
	somewhat favor	38%	38%	33%	37%	35%	36%	39%
	somewhat oppose	10%	8%	12%	10%	9%	12%	8%
	strongly oppose	9%	6%	9%	7%	7%	10%	6%
	dk	3%	1%	2%	2%	2%	1%	2%
Increased public funding to update city water and sewer systems	strongly favor	48%	65%	47%	59%	52%	52%	56%
	somewhat favor	39%	28%	44%	34%	36%	37%	34%
	somewhat oppose	4%	3%	4%	2%	5%	3%	3%
	strongly oppose	6%	4%	3%	4%	5%	5%	4%
	dk	3%	1%	2%	2%	3%	2%	2%

		Racial background			Family income		Sex	
		white	African American	Other	less than \$50,000	more than \$50,000	male	female
		Column %	Column %	Column %	Column %	Column %	Column %	Column %
Increased public funding to develop more rail, trolley, and subway systems	strongly favor	38%	43%	41%	41%	39%	46%	35%
	somewhat favor	30%	26%	36%	29%	29%	27%	30%
	somewhat oppose	18%	14%	13%	15%	18%	16%	16%
	strongly oppose	11%	14%	8%	12%	12%	10%	13%
	dk	4%	3%	2%	4%	2%	2%	5%
Increased public funding to maintain open space along rivers	strongly favor	41%	39%	41%	42%	42%	45%	36%
	somewhat favor	36%	38%	33%	35%	37%	35%	38%
	somewhat oppose	12%	11%	13%	12%	10%	10%	12%
	strongly oppose	8%	8%	4%	7%	9%	9%	7%
	dk	3%	4%	8%	5%	2%	1%	6%
Increased public funding to help people reduce energy use	strongly favor	44%	60%	53%	55%	49%	47%	54%
	somewhat favor	39%	30%	34%	33%	35%	38%	33%
	somewhat oppose	5%	5%	4%	4%	5%	4%	5%
	strongly oppose	9%	4%	7%	5%	9%	9%	5%
	dk	2%	2%	2%	3%	1%	2%	2%
Increased public funding to improve zoning regulations	strongly favor	51%	53%	59%	54%	53%	53%	53%
	somewhat favor	29%	32%	35%	31%	30%	30%	31%
	somewhat oppose	8%	6%	3%	5%	8%	5%	8%
	strongly oppose	6%	4%	1%	4%	6%	6%	4%
	dk	5%	4%	3%	6%	3%	5%	4%

AGERANGE

		18-24	25-34	35-44	45-54	55-64	65 and over
		Column %	Column %	Column %	Column %	Column %	Column %
Increased public funding to improve drinking water quality	strongly favor	64%	57%	51%	55%	60%	56%
	somewhat favor	29%	32%	31%	29%	23%	25%
	somewhat oppose	4%	7%	8%	4%	7%	7%
	strongly oppose	0%	4%	7%	9%	9%	8%
	dk	2%	0%	4%	3%	1%	3%
Increased public funding to restore local rivers and streams	strongly favor	58%	54%	50%	55%	53%	46%
	somewhat favor	38%	39%	35%	33%	35%	37%
	somewhat oppose	4%	3%	6%	4%	4%	6%
	strongly oppose	0%	2%	7%	6%	8%	7%
	dk	0%	2%	2%	1%	0%	4%
Increased public funding to improve air quality	strongly favor	64%	61%	52%	56%	59%	48%
	somewhat favor	29%	33%	38%	34%	30%	37%
	somewhat oppose	7%	2%	4%	5%	4%	4%
	strongly oppose	0%	3%	4%	3%	7%	9%
	dk	0%	1%	1%	1%	0%	2%
Increased public funding to improve city parks and open space	strongly favor	60%	58%	49%	54%	54%	45%
	somewhat favor	31%	40%	39%	40%	35%	36%
	somewhat oppose	7%	1%	4%	2%	4%	6%
	strongly oppose	2%	0%	6%	4%	7%	10%
	dk	0%	1%	2%	0%	1%	3%
Increased public funding to improve city recycling	strongly favor	53%	44%	39%	45%	45%	38%
	somewhat favor	31%	40%	41%	39%	35%	36%
	somewhat oppose	14%	7%	12%	9%	8%	8%
	strongly oppose	2%	7%	8%	7%	9%	12%
	dk	0%	2%	1%	0%	3%	5%
Increased public funding to update city water and sewer systems	strongly favor	66%	47%	53%	57%	55%	51%
	somewhat favor	32%	46%	36%	35%	32%	31%
	somewhat oppose	0%	1%	6%	3%	4%	5%
	strongly oppose	2%	2%	2%	6%	9%	8%
	dk	0%	3%	3%	0%	0%	5%

AGERANGE

		18-24	25-34	35-44	45-54	55-64	65 and over
		Column %	Column %	Column %	Column %	Column %	Column %
Increased public funding to develop more rail, trolley, and subway systems	strongly favor	43%	39%	41%	36%	51%	32%
	somewhat favor	31%	36%	24%	34%	21%	28%
	somewhat oppose	20%	18%	16%	14%	11%	16%
	strongly oppose	6%	4%	17%	14%	13%	15%
	dk	0%	3%	2%	3%	3%	9%
Increased public funding to maintain open space along rivers	strongly favor	47%	46%	38%	33%	46%	32%
	somewhat favor	31%	39%	36%	46%	36%	33%
	somewhat oppose	18%	8%	12%	11%	7%	13%
	strongly oppose	2%	4%	7%	7%	10%	15%
	dk	2%	3%	6%	3%	1%	7%
Increased public funding to help people reduce energy use	strongly favor	62%	53%	52%	48%	49%	43%
	somewhat favor	34%	42%	34%	36%	33%	32%
	somewhat oppose	2%	5%	4%	7%	5%	6%
	strongly oppose	2%	0%	7%	7%	11%	13%
	dk	0%	0%	3%	2%	2%	6%
Increased public funding to improve zoning regulations	strongly favor	58%	46%	54%	59%	54%	50%
	somewhat favor	36%	36%	27%	27%	29%	30%
	somewhat oppose	4%	8%	7%	7%	7%	7%
	strongly oppose	0%	8%	7%	2%	4%	5%
	dk	2%	2%	4%	4%	7%	9%

**Penn Future Survey of Philadelphia Businesses
Marginal Frequency Report**

**Terry Madonna Opinion Research
Lancaster, Pennsylvania**

April 2006

1. As a place to do business, do you think Philadelphia is excellent, good, fair, or poor?

- 14% Excellent
- 42% Good
- 27% Fair
- 16% Poor
- 2% Don't know

2. What makes it [INSERT RESPONSE FROM Q1]?

		Philadelphia as a place to do business			
		excellent	good	fair	poor
		Column %	Column %	Column %	Column %
	Excellent, strong, good business environment, climate,	62%	36%	0%	0%
	Strong customer traffic, good customer base	34%	26%	2%	0%
	Accessibility of public transportation, easy to get around	3%	14%	0%	0%
	Misc positive	0%	7%	4%	3%
	Taxes are too high, too many, unfair	0%	6%	49%	66%
	Public transportation is too expensive, inadequate	0%	1%	9%	6%
	Misc negative	0%	4%	33%	25%
	dk	0%	6%	4%	0%

3. I'm going to read you some issues that affect the livability of the City. For each one, please tell me how important it is for the City's elected officials to address each issue. Please give each issue a score between one and ten, where one means that it is NOT important at all and ten means it is VERY important to improving the City's attractiveness as a place to do business. You can give the statement any score between one and ten...How important is it that local elected officials...to make the city more attractive to businesses.

Statement (ROTATE)	Rating (Mean)
()b. Keep businesses and residents safe from crime	9.2
()a. Improve the public schools	8.8
()l. Improve the City's roads and bridges	8.3
()e. Promote the improvement of industrial and abandoned housing sites	8.2
()n. Provide money to keep the streets free of trash	8.2
()f. Reduce the amount of sewage and other pollution entering our rivers	8.0
()i. Fix the City's water and sewer system to stop leaks and water main breaks	7.9
()c. Reduce the amount of air pollution	7.7
()g. Provide money to improve the City's parks and open space	7.7

()m. Help residents and businesses conserve their energy use	7.5
()d. Improve the public transit system	7.4
()h. Make the waterfronts in the City available for public use	7.1
()j. Improve the city's recycling program	7.1
()k. Revise the City's zoning to protect each neighborhood's character	7.1

4. Do you believe the quality of the air, water, land and parks in the city is better than, worse than, or about the same as in most other large cities?

- 13% Better than cities
- 52% Same as other cities
- 20% Worse than other cities
- 15% Don't know

5. What makes it [INSERT RESPONSE FROM Q4]?

Quality of air, water, land and parks compared to other large cities			
	better than other cities	same as other cities	worse than other cities
	Column %	Column %	Column %
It is cleaner, somewhat cleaner than most other cities	63%	1%	0%
Better parks and public areas than other cities	30%	3%	0%
Misc positive	7%	2%	0%
All cities have the same problems, issues	0%	69%	0%
Pollution of air, water	0%	13%	18%
Too much trash, garbage, litter, filth	0%	1%	68%
Misc negative	0%	2%	15%
dk	0%	9%	0%

6. Do you think that the local laws and regulations designed to protect Philadelphia's air, water, land and parks are currently too strict, about right, or not strict enough?

- 3% Too strict
- 21% About right
- 46% Not strict enough
- 30% Don't know

**Penn Future
Environmental Attitude Survey**

**Terry Madonna Opinion Research
Philadelphia Businesses (N=204)**

7. Do you think the city of Philadelphia does too little or too much to protect its air, water, land and parks?
 53% Too little
 2% Too much
 22% About the right amount (**VOLUNTEERED**)
 24% Don't know

8. Would you like to see the City do much more, somewhat more, or not any more to protect its air, water, land and parks?
 45% Much more
 31% Somewhat more
 10% Not any more
 14% Don't know

9. In the past five years has your business ...

Statement (ROTATE)	Yes	No	DK
() i. Made an effort to use less energy	90%	10%	0%
() c. Implemented policies to turn off lights and machines when not in use	88%	12%	1%
() e. Made an effort to use less water	74%	24%	2%
() h. Implemented paper recycling	72%	28%	0%
() f. Reduced the amount of hazardous materials it uses	61%	30%	8%
() j. Implemented recycling of glass, plastic and aluminum	59%	41%	1%
() g. Insulated or weatherized your buildings	58%	37%	5%
() b. Promoted car pools or public transportation for your employees	36%	62%	2%
() k. Provided bicycle parking for employees	34%	65%	1%
() a. Organized volunteers on behalf of an environmental group	15%	84%	2%
() d. Used renewable energy	14%	66%	20%

10. In the past year have any of the following happened to your business. In the past year...

Statement (ROTATE)	Yes	No	DK
() j. Has your business had difficulty keeping up with increasing energy costs	59%	36%	5%
() e. Has your business had employees arrive more than 30 minutes late to work because of traffic problems	57%	41%	2%
() i. Has your business suffered when public transit was unavailable	54%	46%	1%
() a. Has your business had water damage after a rain storm	31%	67%	2%
() c. Has a water main or sewer on your street overflowed after a rain storm	25%	74%	2%
() g. Has your business had an abandoned property in its neighborhood catch fire or become a source of crime	25%	75%	-
() h. Has your business had employees who were unable to use public transportation to do business, for instance, to go to meetings	24%	75%	2%
() b. Has the street where your business is located flooded after a rain storm	18%	81%	1%
() d. Has your business had employees miss work because of breathing-related issues	9%	89%	2%

14. How often do you and your employees use the City’s parks during the workday: frequently, sometimes, seldom, or never?

- 10% Frequently
- 17% Sometimes
- 18% Seldom
- 54% Never
- 2% Don’t know

15. Some people believe that making a commitment to improving the City’s air, water, land, and physical infrastructure will cost too much and make it harder to attract jobs, people and investment. Others believe committing to improving the City’s air, water, land and infrastructure will encourage future economic growth. Which view comes closest to your own?

- 8% Infrastructure commitment will cost too much
- 85% Improving City’s infrastructure will encourage growth
- 3% Neither [VOLUNTEERED]
- 2% Both [VOLUNTEERED]
- 3% Don’t know

16. Do you agree or disagree with each of the following statements...Is that strongly or somewhat [agree/disagree]?

Statement (Rotate)	St Ag	So Ag	So Disag	St Disag	DK
() e. Philadelphia can have both a cleaner environment and a healthy economy	26%	69%	4%	1%	0%
() f. There are economic benefits that arise from protecting the environment	25%	70%	4%	1%	1%
() h. For the city to prosper in the future, it must fix its sewer, water, and transportation infrastructures	23%	68%	6%	2%	2%
() b. We should require polluting factories in our neighborhoods to limit emissions of chemicals and pollutants, even if it results in a loss of jobs	21%	58%	15%	2%	4%
() i. The City should strictly enforce requirements that make the port and airport reduce pollution	18%	69%	7%	1%	5%
() g. For the city to prosper in the future, it must have a cleaner environment	17%	69%	11%	1%	3%
() c. More environmental regulations will just make products more expensive	10%	48%	32%	5%	5%
() a. Some pollution is inevitable if our standard of living is going to improve	9%	61%	25%	3%	2%
() d. It is more important to have a strong economy than it is to have a clean environment	3%	30%	46%	15%	7%

17. How important a priority should the improvement of the City’s physical environment, including its sewer, water, and transportation infrastructures, be for the next mayor...[READ LIST]

- 16% The top issue
- 32% One of the most important issues
- 45% One of many issues
- 5% Or not a major issue
- 3% Don’t know

18. Please tell me how strongly you support each of the following statements...do you favor or oppose...Is that strongly or somewhat [favor/oppose]?

Statement (Rotate)	St FA	So FA	So OP	St OP	DK
() k. Banning smoking in all restaurants and bars in the City	28%	34%	25%	9%	3%
() l. Increased public funding to keep sidewalks and roads clean from trash	23%	61%	14%	1%	1%
() f. Increased public funding to update the city’s water and sewer systems	20%	64%	11%	1%	4%
() c. Increased public funding to improve the quality of our air	17%	66%	13%	1%	3%
() e. Increased public funding to improve the City’s recycling program	16%	64%	16%	2%	2%
() j. Improved zoning regulations that help maintain the character of the City’s neighborhoods	16%	62%	16%	2%	4%
() i. Increased public funding to help people reduce energy use	15%	68%	14%	1%	3%
() a. Increased public funding to improve drinking water quality	14%	63%	16%	3%	4%
() g. Increased public funding to develop more rail, trolley and subway systems	14%	50%	29%	4%	3%
() b. Increased public funding to restore our local rivers and streams	13%	70%	13%	1%	3%
() d. Increased public funding to improve the City’s parks and open space	13%	69%	15%	2%	1%
() h. Increased public funding to maintain open space along our rivers	10%	67%	20%	1%	3%

EMP. About how many employees does your company have working in PHILADELPHIA? Please include all employees who are under the same company name regardless of their location within PHILADELPHIA.

Mean = 55.2 (SE=25.7) employees
Range= 1 - 5,000

JOB. Which of the following BEST describes your CURRENT position...

- 41% Owner or partner
- 31% Office manager
- 7% Senior level group or division manager
- 2% President or CEO
- 2% Vice President
- 3% CFO
- 10% Administrative assistant
- 5% Other

YRS. How many YEARS have you worked for the company?

Mean = 12.5 (SE=0.91) years

SEX. Note respondent's sex

- 57% Male
- 43% Female

Mean Importance Ratings by Number of Employees

	Number of Employees			
	1 - 5 employees	6 - 10 employees	11 - 49 employees	More than 50 employees
	Mean	Mean	Mean	Mean
Importance of improving city schools	8.8	9.0	9.0	8.5
Importance of keeping businesses and residents safe from crime	9.2	9.3	9.3	9.1
Importance of reducing air pollution	7.8	7.7	7.9	7.0
Importance of improving public transit	7.3	7.5	7.5	7.1
Importance of improving industrial and abandoned housing sites	8.2	8.3	8.4	7.6
Importance of reducing pollution in rivers	7.9	8.4	8.2	7.2
Importance of improving parks and open space	8.0	7.6	7.6	6.6
Importance of making waterfronts available for public use	7.2	7.2	7.1	6.7
Importance of fixing water and sewer systems	7.9	8.1	8.0	7.4
Importance of improving city-wide recycling program	7.1	6.9	7.4	6.7
Importance of revising city zoning	7.3	6.9	7.2	6.2
Importance of improving roads and bridges	8.3	8.4	8.4	7.8
Importance of helping residents and businesses conserve energy	7.5	7.5	7.8	7.2
Importance of providing money to keep streets free of trash	8.3	7.9	8.5	6.9

Infrastructure and Environmental Experiences in Past Year, Philadelphia Businesses by Number of Employees

		Number of Employees			
		1 - 5 employees	6 - 10 employees	11 - 49 employees	More than 50 employees
		Column %	Column %	Column %	Column %
Has business had water damage in past year	yes	28%	32%	33%	40%
	no	71%	68%	65%	50%
	dk	1%	0%	2%	10%
Has street flooded in past year	yes	17%	8%	23%	25%
	no	82%	92%	77%	75%
	dk	1%	0%	0%	0%
Has water main or sewer overflowed in past year	yes	27%	16%	25%	30%
	no	72%	84%	71%	70%
	dk	1%	0%	4%	0%
Have employees missed school or work because of breathing problems in past year	yes	5%	11%	17%	5%
	no	95%	89%	81%	80%
	dk	0%	0%	2%	15%
Had employees arrive more than 30 minutes late to work because of traffic in past year	yes	42%	73%	73%	65%
	no	58%	27%	27%	20%
	dk	0%	0%	0%	15%
Abandoned neighborhood property catch fire or become source of crime in past year	yes	27%	27%	23%	10%
	no	73%	73%	75%	90%
	dk	0%	0%	2%	0%
Were employees unable to use public transportation to do business in past year	yes	16%	24%	31%	45%
	no	82%	76%	67%	55%
	dk	2%	0%	2%	0%
Has business suffered when public transit was unavailable in past year	yes	42%	59%	67%	75%
	no	58%	41%	31%	25%
	dk	0%	0%	2%	0%
Trouble keeping up with increasing energy costs in past year	yes	57%	62%	58%	60%
	no	40%	32%	33%	35%
	dk	3%	5%	8%	5%

Statements about the Environment, Infrastructure and Economy Philadelphia Businesses by Number of Employees

		Number of Employees		
		1 - 5 employees	6 - 10 employees	11 - 49 employees
		Column %	Column %	Column %
Pollution is inevitable if standard of living is going to improve	strongly agree	7%	19%	8%
	somewhat agree	60%	57%	60%
	somewhat disagree	29%	22%	25%
	strongly disagree	2%	3%	2%
	dk	2%	0%	4%
Polluting factories should limit emissions	strongly agree	11%	43%	21%
	somewhat agree	65%	41%	54%
	somewhat disagree	18%	11%	15%
	strongly disagree	1%	3%	4%
	dk	4%	3%	6%
More environmental regulations will make products more expensive	strongly agree	7%	16%	8%
	somewhat agree	56%	38%	44%
	somewhat disagree	28%	35%	33%
	strongly disagree	5%	11%	2%
	dk	4%	0%	13%
More important to have a strong economy than a clean environment	strongly agree	4%	3%	2%
	somewhat agree	29%	32%	29%
	somewhat disagree	49%	38%	50%
	strongly disagree	12%	22%	13%
	dk	6%	5%	6%
Philadelphia can have both a cleaner environment and a healthy economy	strongly agree	20%	35%	30%
	somewhat agree	71%	62%	68%
	somewhat disagree	7%	3%	0%
	strongly disagree	1%	0%	2%
	dk	0%	0%	0%
Economic benefits arise from protecting the environment	strongly agree	18%	38%	27%
	somewhat agree	74%	62%	65%
	somewhat disagree	6%	0%	4%
	strongly disagree	0%	0%	2%
	dk	1%	0%	2%
City must have a cleaner environment to prosper	strongly agree	13%	24%	19%
	somewhat agree	71%	65%	65%
	somewhat disagree	11%	8%	13%
	strongly disagree	0%	0%	4%
	dk	4%	3%	0%

		Number of Employees		
		1 - 5 employees	6 - 10 employees	11 - 49 employees
		Column %	Column %	Column %
City must fix infrastructure to prosper	strongly agree	15%	32%	25%
	somewhat agree	73%	62%	67%
	somewhat disagree	8%	5%	4%
	strongly disagree	1%	0%	4%
	dk	2%	0%	0%
City should enforce air pollution requirements for port and airport	strongly agree	10%	32%	23%
	somewhat agree	78%	57%	67%
	somewhat disagree	9%	8%	4%
	strongly disagree	0%	3%	2%
	dk	3%	0%	4%

Funding Priorities, Philadelphia Businesses by Number of Employees

		Number of Employees			
		1 - 5 employees	6 - 10 employees	11 - 49 employees	More than 50 employees
		Column %	Column %	Column %	Column %
Increased public funding to improve drinking water quality	strongly favor	10%	19%	19%	15%
	somewhat favor	62%	57%	71%	60%
	somewhat oppose	21%	14%	4%	20%
	strongly oppose	1%	5%	4%	0%
	dk	5%	5%	2%	5%
Increased public funding to restore local rivers and streams	strongly favor	7%	27%	10%	25%
	somewhat favor	69%	62%	79%	60%
	somewhat oppose	19%	11%	4%	10%
	strongly oppose	0%	0%	2%	0%
	dk	4%	0%	4%	5%
Increased public funding to improve air quality	strongly favor	11%	30%	19%	20%
	somewhat favor	68%	54%	73%	60%
	somewhat oppose	18%	11%	4%	15%
	strongly oppose	1%	3%	0%	0%
	dk	1%	3%	4%	5%
Increased public funding to improve city parks and open space	strongly favor	8%	27%	10%	20%
	somewhat favor	68%	59%	79%	60%
	somewhat oppose	21%	11%	8%	10%
	strongly oppose	1%	3%	0%	10%
	dk	1%	0%	2%	0%
Increased public funding to improve city recycling	strongly favor	11%	22%	19%	20%
	somewhat favor	65%	57%	67%	65%
	somewhat oppose	21%	14%	10%	10%
	strongly oppose	1%	3%	2%	5%
	dk	1%	5%	2%	0%
Increased public funding to update city water and sewer systems	strongly favor	15%	27%	21%	25%
	somewhat favor	68%	51%	67%	60%
	somewhat oppose	13%	16%	6%	0%
	strongly oppose	1%	3%	0%	0%
	dk	2%	3%	6%	15%
Increased public funding to develop more rail, trolley, and subway systems	strongly favor	11%	14%	17%	25%
	somewhat favor	53%	51%	46%	40%
	somewhat oppose	31%	27%	29%	25%
	strongly oppose	3%	3%	4%	10%
	dk	2%	5%	4%	0%
Increased public funding to maintain open space along rivers	strongly favor	8%	11%	15%	10%
	somewhat favor	67%	65%	67%	65%
	somewhat oppose	20%	24%	15%	25%
	strongly oppose	1%	0%	0%	0%
	dk	3%	0%	4%	0%

		Number of Employees			
		1 - 5 employees	6 - 10 employees	11 - 49 employees	More than 50 employees
		Column %	Column %	Column %	Column %
Increased public funding to help people reduce energy use	strongly favor	9%	16%	21%	25%
	somewhat favor	71%	65%	71%	50%
	somewhat oppose	16%	16%	6%	20%
	strongly oppose	0%	0%	0%	5%
	dk	3%	3%	2%	0%
Increased public funding to improve zoning regulations	strongly favor	13%	24%	17%	15%
	somewhat favor	63%	46%	69%	65%
	somewhat oppose	19%	19%	10%	10%
	strongly oppose	1%	3%	2%	5%
	dk	3%	8%	2%	5%