

Hello, my name is [INSERT NAME] and I'm calling from Terry Madonna Opinion Research, a professional research company. We are conducting a survey about some issues and problems facing Philadelphia today and I was hoping to ask you a few questions. First, so that our data is scientifically valid, we need to randomly sample someone within your household to interview. Could I please speak to the adult in the household who MOST RECENTLY celebrated a birthday?

[ONCE PROPER RESPONDENT IS ON THE TELEPHONE, BEGIN THE INTERVIEW—IF PROPER RESPONDENT IS UNAVAILABLE, SCHEDULE A TIME TO CALL BACK]

1. 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)	Mean Rating (1-10)
()b. Keep city residents safe from crime	9.5
()a. Improve the public schools	9.2
()s. Attract more jobs that have a direct positive impact on the environment	8.9
()c. Reduce the amount of air pollution	8.8
()f. Reduce the amount of sewage and other pollution entering our rivers	8.7
()q. Reduce the amount of waste sent to landfills	8.5
()r. Improve access to fresh, nutritious food	8.5
()i. Fix the City's water and sewer system to stop leaks and water main breaks	8.4
()e. Promote the improvement of industrial and abandoned housing sites	8.3
()m. Help residents and businesses conserve their energy use	8.1
()d. Improve the public transit system	8.0
()p. Make streets more pedestrian and bicycle friendly	7.9
()g. Provide money to improve the City's parks and open space	7.6
()k. Revise the City's zoning to protect each neighborhood's character	7.6
()h. Make the waterfronts in the City available for public use	7.5
()o. Create new parks and open space for public use	7.3

2. 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?

- 4% Too strict
- 46% About right
- 44% Not strict enough
- 7% Don't know

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

- 50% Much more
- 38% Somewhat more
- 8% Not any more
- 4% Don't know

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

Statement (ROTATE)	Yes	No	DK
() i. Adjusted your thermostat to save energy	93%	7%	
() h. Recycled on a regular basis	90%	10%	
() n. Reduced energy use by replacing light bulbs or appliances with ones that use less energy	84%	16%	
() e. Made an effort to use less water	81%	19%	
() k. Bought locally grown food	69%	30%	1%
() o. Used recyclable shopping bags to reduce your use of plastic bags	68%	31%	1%
() d. Reduced the amount you drive	60%	38%	2%
() m. Replaced windows, doors or added insulation to reduce your home's energy use	51%	49%	
() l. Recreated along one of the city's rivers	33%	66%	1%
() f. Planted any trees or worked in a park or community garden	27%	73%	
() p. Purchased a portion of your home's energy from an alternative energy provider	20%	79%	1%
() q. Composted food waste	19%	80%	1%
() j. Installed a rain barrel or green roof at your home	6%	95%	

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

Statement (ROTATE)	Yes	No	DK
() j. Have you had trouble paying an energy bill	38%	62%	
() f. Have you stayed away from a public park because of safety concerns	32%	68%	
() k. Has a sewer on your street or your basement overflowed after a rain storm	30%	70%	
() p. Did you fail to recycle one or more items because you didn't know what is recyclable	29%	69%	1%
() g. Have you had an abandoned property in your neighborhood catch fire or become a source of crime	26%	73%	1%
() m. Have you driven somewhere because you felt there was no adequate public transit	22%	78%	
() l. Have you had to travel more than five miles to go to a grocery store	17%	83%	
() o. Did you avoid a bike trip because you didn't think there was a safe route	17%	82%	1%
() d. Have you or a family member missed school or work because of breathing-related issues	16%	84%	
() n. Have you exercised less or paid for a gym membership because there was no safe, public outdoor recreation near you	14%	86%	

6. 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 people and business to locate in Philadelphia. Which view comes closest to your own?

- 20% Infrastructure commitment will cost too much
- 55% Improving City's infrastructure will encourage growth
- 9% Neither [VOLUNTEERED]
- 10% Both [VOLUNTEERED]
- 6% Don't know

7. How important a priority should improving the City's air, water, land and physical infrastructure be for the next City Council...[READ LIST]

- 16% The top issue
- 41% One of the most important issues
- 36% One of many issues
- 7% Or not a major issue
- 1% Don't know

8. Would you be more likely or less likely to vote for a candidate for City Council who makes improving the city's air, water, land and physical infrastructure a top priority? Is that much more [more/less] or only somewhat [more/less] likely?

- 29% Much more likely
- 49% Somewhat more likely
- 12% Somewhat less likely
- 4% Much less likely
- 7% Don't know

9. Students are often given the grades A, B, C, D, and FAIL to show the quality of their work. Suppose the City Council's efforts on improving the City's air, water, land and physical infrastructure were graded in the same way. What grade would you give them?

- 2% A
- 21% B
- 54% C
- 17% D
- 5% F
- 2% Don't know

10. How much do you think reducing air and water pollution, improving energy efficiency, and creating and maintaining park spaces would improve the quality of life in your neighborhood...[READ LIST]

- 31% A great deal
- 50% A fair amount
- 15% Not much, or
- 3% Not at all
- 2% Don't know [DO NOT READ]

11. 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
() n. Increased public funding to make streets safer for pedestrians and bicyclists	42%	45%	9%	4%	1%
() p. Increased public funding to improve the availability of fresh, nutritious food	40%	49%	7%	3%	1%
() c. Increased public funding to improve the quality of our air	35%	48%	11%	5%	1%
() k. Increased public funding to reduce waste and increase recycling	35%	50%	11%	3%	2%
() i. Increased public funding to help people and businesses reduce energy use	34%	52%	10%	4%	1%
() g. Increased public funding to develop more rail, trolley and subway systems	29%	42%	18%	11%	
() l. Increased public funding for tree planting to beautify the city and improve air quality	29%	48%	17%	5%	1%
() o. Increased public funding to provide training for green jobs	29%	50%	14%	5%	2%
() j. Increased public funding to meet federal water quality goals	28%	49%	15%	4%	3%
() d. Increased public funding to improve the City's parks and open space	27%	49%	17%	7%	
() m. Increased public funding to create more usable green public spaces	23%	49%	21%	6%	1%
() h. Increased public funding to maintain open space along our rivers	20%	51%	20%	9%	

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

- 89% Yes
- 11% No

PTY. [IF REGISTERED] Are you currently registered as a Republican, a Democrat, and Independent, or something else? (n = 363)

- 19% Republican
- 63% Democrat
- 13% Independent/something else
- 4% Don't know

AGE. What was your age on your last birthday?

- 32% Under 35
- 37% 35 to 54
- 31% Over 55

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

- 5% Non high school graduate
- 53% High school graduate
- 13% Some college
- 8% Two-year or tech degree

16% Four year college degree
5% Postgraduate degree

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

35% Yes
65% No

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

33% Single, Never Married
46% Married
3% Separated
8% Divorced
8% Widow, Widower
1% Don't know

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

61% Own
39% Rent

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

44% White
45% African American
12% Other

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

57% Less than \$50,000
39% More than \$50,000
4% Don't know

SEX. Note respondent's sex

45% Male
55% Female