

For release August 15, 2024

Franklin & Marshall College Poll: August 2024 *Summary of Findings*

For media or other inquiries:

Berwood Yost, Director
byost@fandm.edu
717.358.3922

@FandMPoll
@fandmpoll.bsky.social
fandmpoll.org

Table of Contents

Key Findings	3
Detailed Findings	4
<i>Direction of State and Personal Finances</i>	5
<i>State Issues</i>	6
<i>Governor Shapiro: Job Performance</i>	7
<i>Presidential Politics</i>	8
<i>U.S. Senate</i>	10
Methodology	11
Questions from the Public about our Polling	12
Table A-1: Gubernatorial Job Performance Rating	16
Table A-2: Presidential Vote Choice	17
Table A-3: Senate Vote Choice	18

Key Findings

The August 2024 Franklin & Marshall College Poll finds that concern about the economy (31%), including unemployment and higher gas and utility prices, continues as the most often mentioned problem facing the state, according to the state's registered voters. Half (47%) of respondents say they are "worse off" than a year ago, which is similar to how respondents felt much of the past several years. One in four (20%) registered voters expects they will be "worse off" financially a year from now, which is less than the one in three (35%) who said so in October and is lower than at any time since March 2021. Pennsylvania voters are more pessimistic than optimistic about conditions in the state with about half (47%) reporting the state is "off on the wrong track," but two in five (43%) believes things are "headed in the right direction," which is the highest proportion since October 2020. The survey also includes notable findings about state-level issues on cell phones in schools, open primary elections, legal changes to the definition of marriage, and Sunday hunting:

- More than four in five (84%) registered voters believes that schools should be allowed to limit students' access to cell phones during the school day.
- Three in four (77%) registered voters favor open primary elections that allow registered independent voters to participate in the primary election of their choice. Nearly a third (31%) of voters said that allowing independents to vote in open primaries would make them likely to change their party registration.
- The state house of representatives passed a bill to revise Pennsylvania law so that marriage is defined as a civil contract between two individuals, replacing the current language that defines marriage as a civil contract between a man and a woman. Three in five (59%) registered voters favor redefining the legal definition of marriage, although

more Democrats (86%) and independents (59%) than Republicans (31%) support this proposal.

- More registered voters support (49%) than oppose (34%) allowing hunting to take place on Sundays during hunting season, although there is a sizable group of people (16%) who are unsure about whether Sunday hunting should be allowed. More Republicans (59%) and independents (50%) than Democrats (40%) support Sunday hunting.

Governor Shapiro's job approval ratings remain high: more than one in two (52%) registered voters believes he is doing an "excellent" or "good" job as governor. He has the highest approval rating for a governor at this point in a first term since Governor Ridge.

Vice President Harris leads Donald Trump in Pennsylvania, 46% to 43%. The main reasons that Harris voters are supporting her candidacy include anti-Trumpism (18%), women's rights (17%), character (15%), partisanship (13%), and democracy (13%). The top reasons voters provide for supporting Trump include economic policy (29%), immigration (20%), and partisanship (19%). More voters believe Vice President Harris has better judgment, is more trustworthy, and is closer to their views on values issues than Mr. Trump, while more voters believe Mr. Trump is better able to handle the economy.

About two in five (38%) registered voters in Pennsylvania believe Bob Casey is doing an "excellent" or "good" job as their U.S. senator. Senator Casey is viewed more favorably (43%) than unfavorably (36%) by the state's registered voters. David McCormick is viewed more unfavorably (37%) than favorably (31%) by the state's voters, although about one in three (32%) do not know enough about him to express an opinion.

Senator Casey leads Republican David McCormick 48% to 36% in a head-to-head matchup for U.S. Senate. Casey maintains a larger share of his base than McCormick; nearly nine in ten

(90%) Democrats support him, but McCormick currently holds only 3 in 4 Republicans (73%). Voters who support Senator Casey most often mention partisanship (31%), honesty (10%), women’s rights (10%), his experience (7%), and his residency in the state (7%) as the reasons they are voting for him. McCormick’s supporters mention partisanship (37%), economic policy (18%), honesty (9%), and immigration (6%) as the reasons they support him.

Detailed Findings

Direction of State and Personal Finances

Half (47%) of respondents say they are “worse off” than a year ago, which is similar to how respondents felt much of the past several years. Most Republicans and conservatives say they are “worse off” than last year, but a quarter of Democrats (25%) and half of independents (48%) also said they were “worse off” financially. One in four (20%) registered voters expects they will be “worse off” financially a year from now, which is less than the one in three (35%) who said so in October and is the lowest reported number since March 2021. Pennsylvania voters are more pessimistic than optimistic about conditions in the state with about half (47%) reporting the state is “off on the wrong track.” Still, two in five (43%) believes things are “headed in the right direction,” which is the highest proportion since October 2020 (see Figure 1).

Direction of State, Pennsylvania Residents 1995-2024

All in all, do you think things in Pennsylvania are generally headed in the right direction, or do you feel that things are off on the wrong track?



Center for
OPINION RESEARCH

FRANKLIN & MARSHALL
COLLEGE

Figure 1. This figure shows how Pennsylvania's registered voters assess the state's general direction. Voters have not expressed net positive feelings about the direction of the state since August 2020.

State Issues

Concern about the economy (31%), including unemployment and higher gas and utility prices, continues as the most important and often mentioned problem facing the state. Concerns about government and politicians (11%) and education (10%) are the second and third most often expressed problems confronting the state.

The survey also includes notable findings about state-level issues on cell phones in schools, open primary elections, legal changes to the definition of marriage, and Sunday hunting:

- More than four in five (84%) registered voters believe that schools should be allowed to limit students' access to cell phones during the school day.

- Three in four (77%) registered voters favor open primary elections that allow registered independent voters to participate in the primary election of their choice. Nearly a third (31%) of voters said that allowing independents to vote in open primaries would make them likely to change their party registration.
- The state house of representatives passed a bill to revise Pennsylvania law so that marriage is defined as a civil contract between two individuals, replacing the current language that defines marriage as a civil contract between a man and a woman. Three in five (59%) registered voters favor redefining the legal definition of marriage, although more Democrats (86%) and independents (59%) than Republicans (31%) support this revision.
- More registered voters support (49%) than oppose (34%) allowing hunting to take place on Sundays during hunting season, although there is a sizable group of people (16%) who are unsure about whether Sunday hunting should be allowed. More Republicans (59%) and independents (50%) than Democrats (40%) support Sunday hunting.

Governor Shapiro: Job Performance

Governor Shapiro's job approval ratings remain high: more than one in two (51%) registered voters believes he is doing an "excellent" or "good" job as governor. This is the highest approval rating for a governor at this point in a first term since Governor Ridge (see Figure 2). Governor Shapiro has more positive ratings among Democrats (85%) and independents (52%) than either Senator Casey or President Biden. Shapiro is also rated positively by one in five (21%) Republicans (see Table A-1).

Ratings of Gubernatorial Job Performance

How would you rate the way that Josh Shapiro is handling his job as governor? Would you say he is doing an excellent job, a good job, only a fair job, or a poor job as governor?

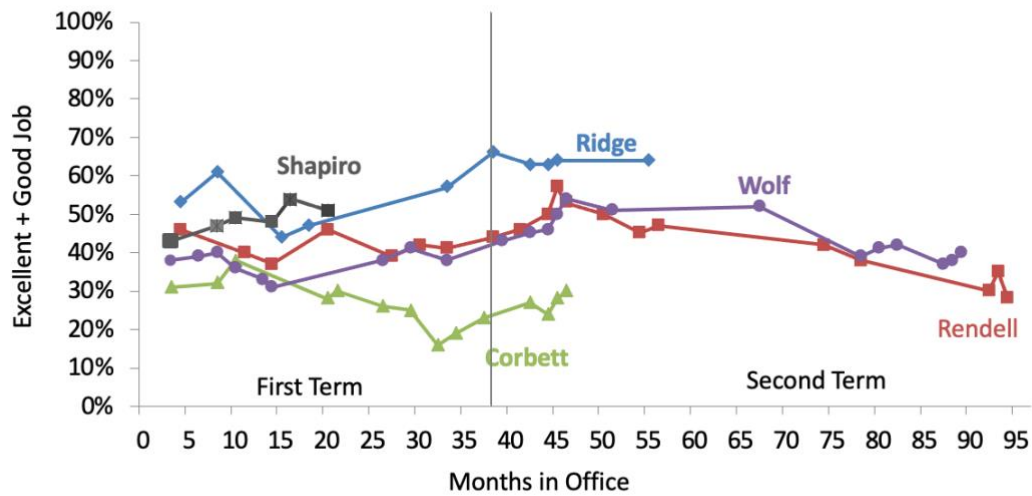


Figure 2. This figure compares the job approval ratings of Pennsylvania governors at similar points in their terms.

Presidential Politics

About one in three (35%) registered voters in Pennsylvania believes President Biden is doing an “excellent” or “good” job as president, which matches his April approval ratings in the state. President Biden’s current rating is lower than President Trump’s and President Obama’s ratings in Pennsylvania at the same point in their terms. A majority of Democrats (65%) rate the president’s performance positively, while fewer Republicans (5%) or independents (29%) do so. President Biden is viewed more unfavorably (58%) than favorably (41%) by the state’s voters, which is unchanged since April.

Vice President Harris leads Donald Trump in Pennsylvania, 46% to 43%, in a multi-candidate race with third party candidates included (see Table A-2 for the demographic breakdowns). Both Harris and Trump perform similarly among their respective bases, but Harris (40%) has a slight advantage over Trump (33%) among independent voters. Robert Kennedy receives 14% of the independent vote. Harris currently has an advantage among moderate voters,

54% to 27%. The top reasons that Harris voters are supporting her candidacy include anti-Trumpism (18%), women’s rights (17%), character (15%), partisanship (13%), and democracy (13%). The top reasons voters provide for supporting Trump include economic policies (29%), immigration (20%), and partisanship (19%).

More voters believe Vice President Harris has better judgment, is more trustworthy, and is closer to their views on values issues than Mr. Trump, while more voters believe Mr. Trump is better able to handle the economy (see Figure 3). More voters have an unfavorable (56%) than favorable (44%) opinion of Mr. Trump. Vice President Harris is perceived slightly more unfavorably (52%) than favorably (46%) by state voters. Fewer (9%) voters have an “unfavorable” opinion of both candidates today than in April, when one in five (18%) voters had an “unfavorable” opinion of both Joe Biden and Donald Trump.

Description of Presidential Candidates

Regardless of how you plan to vote, who do you think is best described by each of the following statements? Do you think Kamala Harris or Donald Trump: (*Note: April 2024, February 2024, and October 2023 ask about Joe Biden and Donald Trump)

		Kamala Harris	Donald Trump	Both	Neither	Do not know
<i>Best understands the concerns of ordinary Americans?</i>						
	Aug 2024	46%	42%	2%	9%	1%
	Apr 2024	41%	37%	1%	20%	1%
	Feb 2024	40%	39%	1%	20%	1%
	Oct 2023	42%	41%	0%	17%	1%
<i>Is most prepared to handle the economy?</i>						
	Aug 2024	39%	51%	2%	6%	3%
	Apr 2024	39%	48%	1%	11%	1%
	Feb 2024	37%	47%	1%	13%	2%
	Oct 2023	38%	49%	1%	11%	2%
<i>Is closest to your views on values issues, such as abortion and same-sex marriage?</i>						
	Aug 2024	49%	40%	1%	7%	4%
	Apr 2024	48%	35%	1%	11%	5%
	Feb 2024	48%	36%	1%	11%	4%
	Oct 2023	46%	35%	1%	13%	5%
<i>Will better handle the job of commander in chief of the military?</i>						
	Aug 2024	40%	47%	1%	7%	5%
	Apr 2024	41%	43%	1%	14%	1%
	Feb 2024	40%	43%	0%	15%	3%
	Oct 2023	39%	47%	1%	12%	2%
<i>Has the character and good judgment needed to be president?</i>						
	Aug 2024	46%	38%	2%	12%	2%
	Apr 2024	44%	31%	1%	24%	0%
	Feb 2024	45%	32%	0%	22%	1%
	Oct 2023	42%	32%	1%	25%	1%
<i>Is the most honest and trustworthy?</i>						
	Aug 2024	45%	32%	1%	19%	3%
	Apr 2024	43%	28%	1%	26%	2%
	Feb 2024	44%	27%	1%	26%	2%
	Oct 2023	41%	30%	1%	27%	1%

Figure 3. This figure shows the percentage of respondents attributing descriptions of the presidential candidates to either Harris or Trump in August 2024; October 2023, February 2024, and April 2024 show data for Biden and Trump.

U.S. Senate

About two in five (38%) registered voters in Pennsylvania believe Bob Casey is doing an “excellent” or “good” job as their U.S. senator. Senator Casey’s ratings are a bit lower than his ratings in October 2018, prior to his last election, when he had a 43% positive job approval rating, although they are the same as his ratings in August 2012 (36%) prior to his first re-election victory. One in five (16%) voters says they don’t know enough about the Senator to rate his performance. A majority of Democrats (69%) rate Casey’s performance positively, while fewer Republicans (10%) or Independents (22%) do so. Senator Casey is viewed more favorably (43%) than unfavorably (36%) by the state’s registered voters. David McCormick is viewed more unfavorably (31%) than favorably (37%) by the state’s voters, although about one in three (32%) do not know enough about him to express an opinion.

Senator Casey leads Republican David McCormick 48% to 36% in a head-to-head matchup for U.S. Senate, which is about the same advantage he held over McCormick in April (46% to 39%), February (47% to 35%) and October (46% to 39%). Casey maintains a larger share of his base than McCormick; nine in ten (90%) Democrats support him, but McCormick currently holds only 3 in 4 Republicans (73%). Casey does better among independent voters, leading 41% to 29%. Voters who support Senator Casey most often mention partisanship (31%), honesty (10%), women’s rights (10%), experience (7%), and his residency in the state (7%) as the reasons they are voting for him. McCormick’s supporters mention partisanship (37%), economic policy (18%), honesty (9%), and immigration (6%) as the reasons they support him.

Methodology

The survey findings presented in this release are based on the results of interviews conducted July 31 – August 11, 2024. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College. The data included in this release represent the responses of 920 registered Pennsylvania voters, including 411 Democrats, 378 Republicans, and 131 Independents.¹ The sample of voters was obtained from Aristotle. All sampled respondents were notified by mail about the survey. Interviews were completed over the phone and online depending on each respondent's preference. Survey results were weighted (age, gender, education, geography, vote history, and party registration) using an iterative weighting algorithm to reflect the known distribution of those characteristics. Estimates for age, geography, and party registration are based on active voters within the Pennsylvania Department of State's voter registration data. Gender and education are estimated using data from the November 2022 CPS Voter Registration Supplement.

The sample error for this survey is +/- 3.8 percentage points when the design effects from weighting are considered. The sample error for questions based on subgroups is larger. An alternative means of calculating the variation in a sample is to take a series of bootstrap samples from the original sample and to use those bootstrapped samples to produce an estimate of sampling error. The procedure involves resampling a data set, calculating a statistic for each bootstrapped sample, accumulating the results of these samples and calculating a sample distribution. The standard deviation of the mean of 10,000 bootstrapped samples for the

¹ The data reported here is voter REGISTRATION and is consistent with past reporting practices. The survey also asked about self-reported voter IDENTIFICATION, which shows a slightly different partisan split: 45% identify as Republican (n=400), 8% as Independent (n=68), and 45% as Democrat (n=394) and the balance not offering a response. Partisan comparisons in this summary show self-reported registration.

estimated positive job approval for President Biden was 1.6% and 95% of the samples fell within a range of 32% and 38%.

In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

Questions from the Public about our Polling

Q: Do you require your final sample to have specific numbers of people in certain groups, for example, do you use quotas for age, party, or region?

- The Franklin & Marshall College Poll does not use quotas, meaning we do not specify ahead of time how many people from each group is in our sample, although we may do more non-response outreach with groups that are underrepresented in our pool of completes.

Q: What proportion of interviews are conducted by calling cellphones? What are the overall percentages who completed the survey online and by phone?

- The Franklin & Marshall College Poll uses a mixed mode approach, which means that a person can respond over the telephone or on-line. One quarter (n=263) of the completed interviews in this poll were completed over the phone. Two-thirds (67%) of the telephone completes were identified as cell phones.

Q: Do you send any additional mailers or do other reminders to people who don't respond to your postcard invitation? How does non-response affect your surveys?

- The Franklin & Marshall College Poll's outreach to our sample always begins with a postcard mailer. Follow up outreach includes phone calls, emails, and text messages wherever that information is available. We will do up to four phone calls, two texts, and two emails (emails are not available for all respondents). Every respondent in our sample receives a unique ID that they must use to complete a survey. We also do some non-response assessment from time to time so that people who care about that can see it (for example, [here is an assessment](#) of our 2022 polling) and we always calculate bootstrapped sample error estimates in addition to the traditional estimates.

Q: How do you handle the "someone else" and "do not know" responses for respondents taking the survey online?

- Other and don't know options appear on screen for the online surveys. Don't know is not read to phone participants and isn't included in the online question text but is accepted when offered.

Q: Do you use any push or lean question when you ask about a head-to-head matchup for respondents who do not initially pick a named option?

- The Franklin & Marshall College Poll does ask people who initially say they don't know who they plan to vote for if they lean to one candidate. Our topline reports always show the initial preference results and the leaners separately and then combined and we normally tell readers which indicator we are reporting in our summaries.

Q: What is Aristotle and what gives you confidence that you have a representative sample?

- The way the Franklin & Marshall College Poll is conducted is sound because we follow [best practices](#) in our industry. We draw a random sample of voters from Aristotle, which is a company that many pollsters use to provide their samples (you can [read more about them](#)

[here](#)). We then send a postcard to everyone in our sample letting them know we will be calling them, after which we follow up with phone calls, text messages, and emails depending on what kind of contact information is included for each voter. Survey participants can do the survey over the telephone or complete it online based on whichever method is more convenient. So we feel confident in the way we gather our data because we encourage participation and offer people lots of opportunities to participate.

Q: What's going on with party identification in your samples? In your subsets it seems like you oversampled Democrats.

- The question about party identification is important. Pennsylvania is one of those states where you need to be registered in a party at least 15 days prior to an election to vote and most voters in the state are registered as either Republicans or Democrats. You can get voter registration figures from the state's web site, [which is here](#). If you go to that page and download the statistics, you will find that 44% of the state's voters are registered as Democrats, 41% are registered as Republicans, and the rest (14%) are registered with a third party or as independents. If you compare the party breakdown in our samples you'll find that it matches those figures exactly, so we have the right partisan balance within our data. We write a lot about partisanship in the state (a list of some of those [articles is here](#)). It is worth noting that party registration, which we report, is not necessarily the same as party identification, something [explained here](#).

Q: Many states' polls have listed immigration as the number one issue along with economy/inflation, yet your report barely mentions immigration?

- There are many ways to ask about issues. Our approach is simply to ask a question at the beginning of the survey about the most important problem facing the state today. Survey

participants can say whatever comes to mind, after which we put their responses into categories. In this and other recent polls, the economy, education, and politicians are at the top of the list. Other pollsters give people lists of issues and ask people to rate each one or to select one issue from their list; it is often these formats that produce responses about immigration. We are not suggesting that one approach is better than the other, just that they are different ways of asking questions that sometimes produce different results.

Table A-1: Gubernatorial Job Performance

Pennsylvania registered voters, August 2024

How would you rate the way that Josh Shapiro is handling his job as governor? Would you say he is doing an excellent job, a good job, only a fair job, or a poor job as governor?

	Excellent	Good	Fair	Poor	Do not know
Party*					
Republican	5%	16%	33%	36%	9%
Democrat	54%	31%	8%	4%	4%
Independent or something else	25%	27%	19%	18%	11%
Ideology*					
Liberal	51%	32%	10%	0%	6%
Moderate	40%	27%	16%	11%	6%
Conservative	2%	13%	33%	40%	11%
Gender*					
Female	33%	25%	18%	13%	11%
Male	23%	22%	22%	27%	6%
Age					
Under 35	25%	29%	17%	11%	18%
35-54	30%	20%	17%	25%	8%
Over 55	31%	22%	22%	18%	6%
Education*					
High school or less	21%	17%	20%	32%	9%
Some college	23%	20%	26%	18%	12%
College degree	36%	29%	14%	15%	6%
Race					
White	29%	24%	20%	19%	8%
Nonwhite	24%	20%	19%	24%	13%
Race & Education, White Voters*					
White, no college degree	24%	21%	23%	23%	9%
White, college degree	37%	29%	16%	14%	5%
Employment					
Full-time	28%	24%	21%	20%	8%
Other	27%	23%	18%	18%	14%
Retired	32%	23%	21%	18%	6%
Income*					
Under \$35,000	17%	22%	21%	23%	17%
\$35,000-\$75,000	34%	21%	20%	15%	10%
Over \$75,000	35%	24%	19%	16%	6%
"Born-again" or evangelical Christian*					
Yes	7%	14%	32%	35%	12%
No	36%	26%	17%	14%	8%
Region*					
Philadelphia & Southeast	35%	27%	15%	15%	7%
Northeast	26%	18%	25%	24%	7%
Allegheny & Southwest	32%	21%	23%	14%	10%
Northwest	18%	18%	16%	33%	16%
Central	22%	24%	23%	22%	8%
Urban-Rural Classification*					
Large Central Metro	36%	31%	15%	11%	7%
Large Fringe Metro	33%	20%	20%	20%	7%
Medium Metro	25%	22%	21%	20%	12%
Small Metro	18%	24%	26%	30%	2%
Micropolitan	14%	21%	22%	31%	12%
Noncore	21%	27%	16%	9%	28%
* p<0.01 ** p<0.05					

Table A-2: Presidential Vote Choice

Pennsylvania registered voters, August 2024

If the 2024 election for President were being held today and the candidates were (rotate: Kamala Harris, the Democrat, Donald Trump, the Republican, Jill Stein, the Green, Chase Oliver, the Libertarian, Robert Kennedy Jr., the Independent) would you vote for?

	Kamala Harris	Donald Trump	Jill Stein	Robert Kennedy Jr.	Chase Oliver	Someone else	Do not know
Party*							
Republican	6%	85%	0%	5%	0%	0%	4%
Democrat	87%	7%	1%	3%	0%	1%	1%
Independent or something else	40%	33%	1%	14%	5%	1%	6%
Ideology*							
Liberal	94%	2%	1%	2%	0%	0%	1%
Moderate	54%	27%	1%	10%	1%	1%	6%
Conservative	5%	88%	0%	5%	1%	0%	2%
Gender*							
Female	52%	36%	1%	5%	0%	1%	5%
Male	39%	50%	1%	7%	1%	0%	2%
Age*							
Under 35	57%	21%	2%	14%	1%	1%	4%
35-54	47%	43%	1%	6%	1%	0%	3%
Over 55	43%	49%	0%	3%	1%	0%	3%
Education*							
High school or less	29%	59%	1%	5%	1%	1%	5%
Some college	37%	49%	1%	10%	1%	0%	3%
College degree	61%	30%	1%	4%	1%	0%	3%
Race							
White	46%	43%	1%	6%	1%	0%	3%
Nonwhite	43%	44%	0%	7%	2%	0%	3%
Race & Education, White Voters*							
White, no college degree	35%	53%	1%	7%	0%	0%	4%
White, college degree	62%	28%	1%	5%	1%	0%	3%
Employment*							
Full-time	47%	41%	0%	8%	1%	0%	3%
Other	48%	36%	3%	7%	2%	1%	4%
Retired	44%	49%	0%	2%	1%	1%	3%
Income**							
Under \$35,000	38%	48%	3%	6%	1%	2%	3%
\$35,000-\$75,000	48%	36%	1%	8%	1%	0%	5%
Over \$75,000	52%	38%	0%	7%	1%	0%	3%
"Born-again" or evangelical Christian*							
Yes	13%	73%	0%	8%	1%	0%	5%
No	57%	32%	1%	5%	1%	1%	3%
Region*							
Philadelphia & Southeast	59%	28%	1%	6%	1%	1%	4%
Northeast	33%	56%	0%	9%	1%	0%	1%
Allegheny & Southwest	49%	41%	2%	6%	0%	0%	2%
Northwest	30%	65%	0%	0%	1%	0%	4%
Central	38%	49%	0%	8%	1%	0%	4%
Urban-Rural Classification*							
Large Central Metro	70%	20%	2%	3%	0%	0%	4%
Large Fringe Metro	45%	42%	1%	6%	2%	1%	3%
Medium Metro	39%	51%	0%	7%	0%	0%	2%
Small Metro	30%	56%	0%	11%	0%	0%	3%
Micropolitan	32%	54%	0%	3%	3%	0%	8%
Noncore	37%	54%	0%	9%	0%	0%	0%

* p<0.01 ** p<0.05

Table A-3: Senate Vote Choice

Pennsylvania registered voters, August 2024

If the 2024 election for U.S. Senate were being held today and the candidates were Bob Casey, the Democrat, and David McCormick, the Republican, would you vote for Bob Casey OR David McCormick?

	Bob Casey	David McCormick	Someone else	Do not know
Party*				
Republican	7%	73%	4%	16%
Democrat	90%	4%	1%	6%
Independent or something else	41%	29%	11%	19%
Ideology*				
Liberal	93%	0%	0%	7%
Moderate	60%	21%	5%	13%
Conservative	5%	79%	2%	14%
Gender*				
Female	53%	30%	3%	15%
Male	42%	43%	4%	11%
Age*				
Under 35	60%	17%	3%	20%
35-54	49%	34%	4%	13%
Over 55	44%	43%	3%	10%
Education*				
High school or less	29%	47%	2%	22%
Some college	43%	38%	5%	14%
College degree	61%	28%	3%	8%
Race**				
White	49%	36%	3%	11%
Nonwhite	42%	35%	3%	20%
Race & Education, White Voters*				
White, no college degree	39%	42%	4%	15%
White, college degree	62%	29%	2%	7%
Employment				
Full-time	50%	33%	4%	13%
Other	48%	31%	5%	16%
Retired	46%	43%	2%	10%
Income				
Under \$35,000	40%	39%	2%	18%
\$35,000-\$75,000	51%	31%	3%	14%
Over \$75,000	55%	32%	2%	11%
"Born-again" or evangelical Christian*				
Yes	15%	67%	4%	14%
No	59%	26%	3%	12%
Region*				
Philadelphia & Southeast	60%	20%	4%	15%
Northeast	39%	46%	3%	12%
Allegheny & Southwest	51%	34%	3%	12%
Northwest	29%	50%	4%	18%
Central	40%	47%	3%	11%
Urban-Rural Classification*				
Large Central Metro	69%	16%	2%	13%
Large Fringe Metro	48%	31%	5%	15%
Medium Metro	44%	40%	3%	13%
Small Metro	33%	61%	1%	4%
Micropolitan	26%	58%	2%	14%
Noncore	31%	43%	0%	26%

* p<0.01 ** p<0.05