



Sample Survey
Final Results with Executive Summary and Crosstabs

Sample Survey - July 4th, 1776

Date Conducted	July 4th, 1776
Sample Size	652
Margin of Error	+/- 4%

Executive Summary

Our goal was a minimum of 600 completed responses and we accomplished that with 652. The voter preference breakout is very much in line with recent polling data we have recorded in Philadelphia County. The high percentage of African Americans at 40% is reflective of the issue of “salience”, which means in research parlance that people tend to participate in surveys where they have a high interest in the subject of the survey. In this case African Americans in Philadelphia County live in higher crime neighborhoods, thus increasing their interest.

On the subject of how favorable or unfavorable respondents felt about the five leaders in the poll, Washington's 72% overall favorables is as good as it gets for elected officials. His 75% favorable rating among Independents is outstanding.

Madison's overall 60% favorables is good, but it's thin. He scored 57% favorables among Revolutionists, but only 14% rated him “very favorable” and 43% gave him a “somewhat favorable”. Among Independents he scored 13% “very favorable” and 50% “somewhat favorable.” Even among African Americans he rated 11% “very favorable” and 40% “somewhat favorable.”

Sam Adam's challenge is to raise his level of awareness as 38% answered “uncertain.”

Secretary Jefferson's 71% favorables is extremely strong and puts him neck and neck with Washington's 72% favorables.

Surprisingly in Alexander Hamilton's numbers it was not just the 43% of uncertain respondents, but among Republicans he got a 62% uncertain.

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On the question asking what the respondents thought was the best solution to Philadelphia County's long standing issue of anti-taxation, an overwhelming 70% said "tax collectors should be tarred and feathered."

On the question of the level of British influence in Philadelphia County over the past 18 months, a staggering 73% said it's getting worse.

On the question about the level of loyalists in each respondents neighborhood, the responses were very consistent among all cross tabs, as mostly "somewhat serious."

As to what the respondents feel is the major challenge for the Continental Congress next year 36% said getting the support of France and 29% said there should be increased army enlistment.

On the question about the consolidation of state militias the Continental Army most significant response was among the Independents as 80% supported it. The responses among Revolutionaries was noteworthy as 44% favored it and 39% opposed it. If Hamilton intends to make this the centerpiece issue of his campaign, he's got some real work to do in his own party.

As to whom the respondents felt was the official most responsible for leading the army in the county, responses were evenly divided with the General Washington and the Continental Congress getting an aggregate 58% response.

On the question as the best way to win the revolution "enlist more men" got 38% and get the French naval blockade in place sooner received a 36% response.

When we asked which of the Congress' initiatives they thought were the most effective the "Land for Enlistment" program got a 39% and "tarring more tax collectors" received a 28% response.

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The biggest response in the entire survey was on the question about General Washington's decision to return the Continental Congress' correspondence unanswered. It received 65% "very much support" and 26% "somewhat support" for an aggregate 91% level of support. Decisions by military generals with so few victories rarely receive that kind of support.

When we asked what they felt should be done about the refusal to answer the Continental Congress' correspondence, 43% said his insubordination makes sense with the lack of support the Congress has provided.

Although there are a substantial number of undecideds as it relates to the outcome of the revolution, most still feel the cause of liberty justifies the rebellion against the crown of King George, but that General Washington needs to start lodging some victories under his belt in order for this support to continue.

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For further information please contact

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Introduction

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Sample Survey

Hello, you have been selected at random by the TeleResearch Corporation of Indianapolis to participate in a confidential survey of registered voters in Philadelphia County. The survey asks questions about the colonies effort to separate from Britian. The survey also asks how favorably or unfavorably you feel about prominent local political leaders.

To assure the confidentiality of your responses the survey is conducted entirely by computer. Questions are answered by pressing a number on your touch tone phone. To repeat any question or part of the survey press "0". No one will call you back for answering these few questions.

If you are a registered voter and intend to vote in this upcoming election, and wish to participate in this confidential survey, stay on the line and the questions will begin momentarily.

First, we'd like to know how you typically vote. Please select one of the following three options.

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Democrat	43%				40%	47%	70%	23%	0%	50%	33%	47%	44%	48%
Republican	33%				23%	20%	23%	20%	25%	10%	42%	17%	23%	14%
Independent	24%				38%	32%	6%	57%	75%	40%	25%	37%	33%	38%

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Next, a few quick questions about you.

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Male	38%	31%	38%	38%			32%	39%	0%	30%	25%	47%	37%	24%
Female	62%	69%	62%	63%			68%	61%	100%	70%	75%	53%	63%	76%

Next we'd like to know your race or ethnicity.

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
African-Amer.	40%	65%	8%	46%	38%	43%					50%	40%	42%	38%
Caucasian	51%	25%	82%	46%	55%	46%					33%	53%	47%	55%
Hispanic	1%	0%	0%	4%	0%	1%					8%	0%	0%	0%
Other	7%	10%	10%	4%	8%	9%					8%	7%	12%	7%

Next, we'd like to know your age range.

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
18 - 34	13%	8%	8%	21%	8%	12%	13%	7%	10%	10%				
35 - 49	26%	27%	28%	21%	35%	22%	26%	29%	15%	20%				
50 - 64	34%	37%	36%	42%	40%	36%	38%	36%	50%	50%				
65+	27%	27%	28%	17%	18%	30%	23%	29%	25%	20%				

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Next we will list five local political leaders by party affiliation. We want to know how favorably or unfavorably you feel about each of them. Choose between very favorable, somewhat favorable, somewhat unfavorable, very unfavorable or uncertain.

How favorable or unfavorable do you feel about General George Washington, Independent?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Fav	37%	61%	10%	33%	35%	39%	57%	25%	2%	20%	17%	47%	33%	45%
Somewhat Fav	35%	33%	28%	42%	35%	32%	36%	32%	45%	30%	42%	33%	35%	28%
Somewhat Unfav	16%	2%	33%	21%	23%	14%	4%	23%	34%	30%	33%	13%	16%	14%
Very Unfav	11%	2%	23%	4%	5%	12%	2%	14%	15%	20%	0%	7%	14%	10%
Uncertain	2%	2%	5%	0%	3%	3%	0%	5%	4%	0%	8%	0%	2%	3%

Next, how favorable or unfavorable do you feel about James Madison, Independent?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Fav	26%	14%	54%	13%	40%	20%	11%	38%	1%	50%	8%	23%	30%	34%
Somewhat Fav	34%	43%	23%	50%	33%	41%	40%	36%	10%	30%	25%	37%	37%	45%
Somewhat Unfav	19%	25%	8%	21%	13%	22%	30%	13%	50%	0%	33%	17%	14%	21%
Very Unfav	10%	8%	5%	17%	10%	8%	13%	5%	30%	10%	25%	10%	9%	0%
Uncertain	10%	10%	10%	0%	5%	9%	6%	9%	9%	10%	8%	13%	9%	0%

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Next, how favorable or unfavorable do you feel about Samuel Adams, Independent?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Fav	14%	25%	0%	17%	18%	14%	23%	9%	0%	10%	33%	13%	9%	17%
Somewhat Fav	20%	31%	8%	21%	15%	24%	28%	16%	5%	20%	17%	7%	30%	24%
Somewhat Unfav	13%	8%	15%	13%	10%	12%	9%	14%	15%	10%	17%	3%	12%	17%
Very Unfav	15%	6%	28%	8%	18%	12%	9%	16%	10%	30%	8%	17%	14%	14%
Uncertain	38%	29%	49%	42%	40%	38%	32%	45%	70%	30%	25%	60%	35%	28%

Next, how favorable or unfavorable do you feel about Thomas Jefferson, Independent?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Fav	43%	65%	13%	46%	40%	45%	68%	27%	15%	20%	42%	30%	47%	52%
Somewhat Fav	28%	25%	31%	25%	35%	23%	19%	32%	10%	40%	8%	40%	23%	28%
Somewhat Unfav	15%	4%	28%	17%	15%	15%	6%	23%	8%	10%	25%	3%	21%	14%
Very Unfav	7%	2%	18%	4%	10%	7%	4%	9%	65%	10%	8%	13%	7%	3%
Uncertain	7%	4%	10%	8%	0%	11%	2%	9%	2%	20%	17%	13%	2%	3%

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Next, how favorable or unfavorable do you feel about Alexander Hamilton, Independent?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Fav	7%	4%	13%	3%	10%	5%	6%	9%	0%	1%	13%	6%	11%	0%
Somewhat Fav	19%	18%	20%	13%	17%	18%	17%	13%	0%	50%	20%	12%	15%	25%
Somewhat Unfav	22%	33%	4%	26%	19%	23%	28%	18%	0%	10%	40%	18%	20%	19%
Very Unfav	10%	16%	0%	16%	15%	8%	17%	7%	0%	3%	7%	9%	20%	3%
Uncertain	43%	29%	62%	42%	40%	46%	32%	52%	100%	36%	20%	56%	35%	53%

Next, for the past 30 years Philadelphia County has had a recurring problem with taxation without representation. Of the following choices, which one do you feel would be the best remedy for the problem?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Diplomacy	8%	13%	0%	7%	4%	8%	11%	5%	1%	3%	0%	3%	4%	17%
Insubordination	14%	11%	11%	20%	13%	13%	21%	8%	4%	10%	14%	12%	11%	17%
Revolution	70%	69%	82%	57%	72%	70%	53%	83%	90%	80%	50%	79%	78%	61%
Tar and Feather	9%	7%	7%	17%	11%	8%	15%	5%	5%	7%	36%	6%	7%	6%

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Next, over the past 18 months how do you feel about the level of revolution in Philadelphia County?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Better	8%	24%	14%	20%	20%	19%	18%	20%	5%	30%	31%	24%	18%	14%
Worse	73%	70%	80%	67%	71%	73%	69%	76%	81%	70%	54%	65%	76%	83%
Same	20%	6%	7%	13%	9%	7%	14%	5%	14%	0%	15%	12%	7%	3%

Next, thinking about the community and area where you live, is loyalty to the crown a problem?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Serious	14%	13%	16%	13%	11%	16%	14%	12%	8%	30%	23%	21%	11%	8%
Somewht Serious	52%	56%	52%	43%	56%	49%	45%	56%	11%	60%	31%	44%	58%	58%
Not That Serious	34%	31%	32%	43%	33%	35%	41%	32%	81%	10%	46%	35%	31%	33%

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Next, which of the following five choices do you feel is the major challenge for the Continental Congress?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Raising more Money	36%	45%	32%	27%	43%	33%	44%	29%	7%	50%	23%	32%	40%	40%
Training more Men	12%	13%	7%	17%	14%	11%	14%	8%	1%	30%	15%	9%	16%	9%
Recruiting Allies	7%	6%	11%	0%	0%	10%	8%	6%	8%	0%	15%	0%	4%	11%
Help from France	16%	8%	20%	23%	16%	16%	10%	23%	10%	0%	8%	18%	11%	23%
Keeping Up Morale	29%	28%	30%	33%	27%	31%	24%	35%	74%	20%	38%	41%	29%	17%

Recently, the Continental Congress and the Philadelphia County Assembly consolidated. How do you feel about this consolidation?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very in Fav	33%	49%	14%	33%	34%	33%	46%	27%	5%	10%	8%	35%	42%	29%
Somewhat in Fav	32%	25%	30%	47%	32%	31%	26%	33%	82%	40%	46%	29%	27%	34%
Somewhat Opp	11%	9%	14%	10%	9%	12%	14%	8%	0%	20%	23%	6%	16%	6%
Very Opp	12%	8%	25%	0%	11%	12%	4%	15%	3%	30%	8%	18%	9%	11%
Uncertain	12%	9%	18%	10%	14%	12%	10%	17%	10%	0%	15%	12%	7%	20%

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Next, who do you feel is the official most responsible for securing liberty in Philadelphia County?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Continental Congress	28%	17%	40%	28%	30%	26%	20%	31%	10%	40%	8%	29%	31%	26%
Continental Army	30%	36%	28%	21%	23%	33%	30%	28%	78%	30%	42%	24%	18%	47%
General Washington	19%	19%	14%	28%	23%	17%	16%	22%	12%	20%	17%	21%	20%	18%
Each Individual	24%	28%	19%	24%	23%	24%	34%	19%	0%	10%	33%	26%	31%	9%

The loyalist rate in Philadelphia, and across the several states, has risen dramatically over the last few years. Which of the following do you favor to fight the rise in loyalists?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
More Pamphlets	12%	10%	10%	15%	7%	13%	14%	8%	5%	10%	12%	6%	20%	6%
More Victories	38%	40%	38%	37%	39%	38%	35%	41%	69%	40%	17%	39%	30%	59%
Help from France	36%	33%	43%	37%	41%	35%	33%	42%	5%	30%	25%	48%	36%	31%
More Laws	4%	4%	5%	4%	5%	4%	4%	3%	4%	10%	17%	3%	5%	0%
Removal of Brits	9%	13%	5%	7%	7%	10%	14%	5%	17%	10%	30%	3%	9%	3%

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Since 2003, Sheriff Nottingham has led the Philadelphia County Sheriff's Department to provide better public safety. Which of the following do you consider most important?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Mother's Jail	8%	10%	5%	7%	10%	6%	14%	3%	14%	0%	8%	6%	7%	13%
Comply Constitution	7%	8%	0%	14%	12%	4%	10%	2%	5%	20%	3%	3%	7%	10%
Aggressive Law Enf.	14%	13%	15%	14%	22%	10%	14%	15%	0%	10%	5%	16%	11%	23%
Officers on Street	28%	21%	41%	25%	20%	33%	20%	37%	80%	10%	32%	23%	29%	26%
Stop and Think	39%	44%	36%	36%	32%	44%	39%	39%	0%	50%	42%	45%	42%	29%
Naional Standards	3%	4%	3%	4%	5%	3%	2%	3%	1%	10%	10%	6%	4%	0%

Finally, controversy recently arose over Sheriff Nottinham's \$500 dollar pay increase. Sheriff Nottingham agreed to donate that raise to public safety needs. How do you feel about Sheriff Nottingham's decision?

	Overall	(D)	(R)	(I)	M	F	African-Amer.	Caucasian	Hispanic	Other	18/34	35/49	50/64	65+
Very Much Support	65%	69%	62%	64%	63%	67%	57%	75%	90%	50%	42%	71%	71%	61%
Somewhat Support	26%	23%	26%	29%	24%	26%	29%	19%	6%	50%	50%	16%	20%	32%
Do Not Support	9%	8%	13%	7%	12%	8%	14%	7%	4%	0%	8%	13%	9%	6%