



Pennsylvania Budget & Political Poll Crosstabs

Conducted: July 1-2, 2013

Respondents: 813

Margin of Error: +/-3.44%

Results:

Q: How important do you believe it is that lawmakers in Harrisburg pass state budgets before the Constitutional deadline?

Region	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Very important	72.65%	61.58%	68.75%	67.19%	69.41%
Somewhat important	14.53%	22.63%	19.79%	19.53%	16.47%
Not very important	3.42%	2.63%	3.13%	7.81%	3.53%
Not important at all	0.00%	3.68%	1.04%	1.56%	0.00%
Not sure	9.40%	9.47%	7.29%	3.91%	10.59%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender	Female	Male
Very important	71.30%	62.33%
Somewhat important	16.05%	22.60%
Not very important	4.32%	3.77%
Not important at all	0.93%	2.40%
Not sure	7.41%	8.90%
	100.00%	100.00%

Age	18 - 35	36 - 50	51 - 65	66 and older
Very important	61.84%	70.51%	75.50%	57.69%
Somewhat important	22.37%	20.51%	13.00%	23.08%
Not very important	7.89%	0.64%	3.50%	5.49%
Not important at all	1.32%	2.56%	2.00%	0.55%
Not sure	6.58%	5.77%	6.00%	13.19%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Very important	75.76%	63.44%	49.32%
Somewhat important	14.02%	21.51%	28.77%
Not very important	3.03%	5.02%	4.11%
Not important at all	1.14%	1.79%	2.74%
Not sure	6.06%	8.24%	15.07%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Very important	68.97%	66.67%	68.98%
Somewhat important	20.69%	26.04%	18.52%
Not very important	3.45%	2.08%	3.24%
Not important at all	1.72%	3.13%	0.93%
Not sure	5.17%	2.08%	8.33%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Very important	75.51%	74.64%	60.00%	62.96%	46.15%
Somewhat important	16.33%	16.67%	25.60%	31.48%	23.08%
Not very important	1.02%	3.62%	3.20%	1.85%	0.00%
Not important at all	1.02%	0.72%	2.40%	3.70%	0.00%
Not sure	6.12%	4.35%	8.80%	0.00%	30.77%
	100.00%	100.00%	100.00%	100.00%	100.00%

(split sample – without Obama)

Q: Do you agree or disagree that the state of Pennsylvania should expand Medicaid coverage for low-income individuals, as called for under the new health care law known as the Affordable Care Act?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Strongly agree	35.42%	48.68%	27.03%	26.79%	23.68%
Somewhat agree	27.08%	21.05%	27.03%	17.86%	21.05%
Somewhat disagree	8.33%	5.26%	10.81%	14.29%	15.79%
Strongly disagree	22.92%	21.05%	27.03%	33.93%	28.95%
Not sure	6.25%	2.63%	8.11%	7.14%	10.53%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Strongly agree	37.12%	31.71%
Somewhat agree	22.73%	21.95%
Somewhat disagree	11.36%	8.94%
Strongly disagree	21.97%	30.89%
Not sure	6.82%	5.69%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Strongly agree	34.38%	30.36%	34.48%	37.50%
Somewhat agree	9.38%	19.64%	24.14%	27.50%
Somewhat disagree	12.50%	7.14%	11.49%	10.00%
Strongly disagree	34.38%	37.50%	26.44%	15.00%
Not sure	9.38%	5.36%	2.30%	10.00%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Strongly agree	12.75%	56.03%	27.03%
Somewhat agree	21.57%	21.55%	27.03%
Somewhat disagree	9.80%	8.62%	16.22%
Strongly disagree	50.00%	7.76%	18.92%
Not sure	5.88%	6.03%	8.11%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Strongly agree	47.27%	32.65%	28.18%
Somewhat agree	32.73%	18.37%	22.73%
Somewhat disagree	3.64%	8.16%	13.64%
Strongly disagree	12.73%	40.82%	29.09%
Not sure	3.64%	0.00%	6.36%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Strongly agree	18.03%	8.20%	49.21%	80.00%	80.00%
Somewhat agree	14.75%	34.43%	30.16%	16.00%	0.00%
Somewhat disagree	8.20%	18.03%	6.35%	4.00%	0.00%
Strongly disagree	55.74%	29.51%	12.70%	0.00%	20.00%
Not sure	3.28%	9.84%	1.59%	0.00%	0.00%
	100.00%	100.00%	100.00%	100.00%	100.00%

(split sample – with Obama)

Q: Do you agree or disagree that the state of Pennsylvania should expand Medicaid coverage for low-income individuals, as called for under President Obama’s new health care law?

Region	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Strongly agree	28.57%	58.44%	27.27%	30.19%	32.35%
Somewhat agree	26.79%	6.49%	22.73%	9.43%	8.82%
Somewhat disagree	10.71%	10.39%	11.36%	16.98%	8.82%
Strongly disagree	26.79%	22.08%	29.55%	35.85%	41.18%
Not sure	7.14%	2.60%	9.09%	7.55%	8.82%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender	Female	Male
Strongly agree	40.48%	35.51%
Somewhat agree	13.49%	15.22%
Somewhat disagree	11.11%	12.32%
Strongly disagree	27.78%	31.16%
Not sure	7.14%	5.80%
	100.00%	100.00%

Age	18 - 35	36 - 50	51 - 65	66 and older
Strongly agree	51.72%	27.54%	34.07%	46.58%
Somewhat agree	6.90%	17.39%	13.19%	15.07%
Somewhat disagree	10.34%	14.49%	13.19%	8.22%
Strongly disagree	24.14%	34.78%	31.87%	24.66%
Not sure	6.90%	5.80%	7.69%	5.48%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation	Republican	Democrat	Independent/Any other
Strongly agree	13.27%	61.60%	30.77%
Somewhat agree	10.62%	18.40%	11.54%
Somewhat disagree	16.81%	6.40%	15.38%
Strongly disagree	51.33%	7.20%	42.31%
Not sure	7.96%	6.40%	0.00%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Strongly agree	40.32%	42.86%	35.71%
Somewhat agree	11.29%	12.24%	17.86%
Somewhat disagree	17.74%	10.20%	9.82%
Strongly disagree	24.19%	30.61%	31.25%
Not sure	6.45%	4.08%	5.36%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Strongly agree	7.14%	21.52%	58.21%	82.14%	50.00%
Somewhat agree	14.29%	15.19%	16.42%	14.29%	0.00%
Somewhat disagree	9.52%	15.19%	13.43%	0.00%	12.50%
Strongly disagree	64.29%	43.04%	7.46%	0.00%	12.50%
Not sure	4.76%	5.06%	4.48%	3.57%	25.00%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Which of the following comes closest to your opinion regarding education spending in the new state budget? Some say the budget's \$120 million dollar increase in education spending, despite these tough economic times, is a good thing. Others say the spending is not enough to make up for the previous cuts to education over the last few years.

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
The education increase is good	30.53%	29.29%	41.10%	35.29%	27.94%
The education increase is not enough	32.63%	47.14%	35.62%	30.39%	35.29%
Not sure	36.84%	23.57%	23.29%	34.31%	36.76%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
The education increase is good	30.99%	33.90%
The education increase is not enough	35.95%	38.56%
Not sure	33.06%	27.54%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
The education increase is good	33.33%	34.26%	34.50%	28.67%
The education increase is not enough	48.15%	29.63%	42.11%	32.17%
Not sure	18.52%	36.11%	23.39%	39.16%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
The education increase is good	43.88%	22.27%	33.96%
The education increase is not enough	21.94%	52.84%	26.42%
Not sure	34.18%	24.89%	39.62%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
The education increase is good	30.43%	30.53%	34.88%
The education increase is not enough	41.74%	46.32%	32.56%
Not sure	27.83%	23.16%	32.56%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
The education increase is good	45.26%	41.18%	23.26%	14.81%	25.00%
The education increase is not enough	16.84%	26.47%	51.94%	72.22%	33.33%
Not sure	37.89%	32.35%	24.81%	12.96%	41.67%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Do you support or oppose a plan to require new state employees to participate in a 401k retirement plan as opposed to the current state employee pension system?

Region

	Pittsburgh/Southwest	Philadelphia/Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Strongly support	38.95%	43.57%	36.36%	52.53%	37.31%
Somewhat support	18.95%	17.86%	20.78%	18.18%	13.43%
Somewhat oppose	10.53%	11.43%	9.09%	9.09%	13.43%
Strongly oppose	8.42%	10.00%	9.09%	7.07%	11.94%
Not sure	23.16%	17.14%	24.68%	13.13%	23.88%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Strongly support	37.71%	47.11%
Somewhat support	20.76%	15.29%
Somewhat oppose	10.59%	10.74%
Strongly oppose	6.78%	11.57%
Not sure	24.15%	15.29%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Strongly support	37.04%	45.22%	48.52%	35.25%
Somewhat support	16.67%	19.13%	14.20%	22.30%
Somewhat oppose	18.52%	7.83%	9.47%	11.51%
Strongly oppose	11.11%	9.57%	10.06%	6.47%
Not sure	16.67%	18.26%	17.75%	24.46%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Strongly support	51.53%	35.96%	37.04%
Somewhat support	16.84%	20.61%	11.11%
Somewhat oppose	9.69%	12.28%	7.41%
Strongly oppose	6.12%	10.96%	12.96%
Not sure	15.82%	20.18%	31.48%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Strongly support	36.75%	51.00%	41.20%
Somewhat support	18.80%	17.00%	19.44%
Somewhat oppose	13.68%	12.00%	9.72%
Strongly oppose	8.55%	10.00%	10.19%
Not sure	22.22%	10.00%	19.44%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Strongly support	48.54%	50.00%	34.88%	30.19%	30.77%
Somewhat support	16.50%	15.94%	22.48%	18.87%	23.08%
Somewhat oppose	7.77%	11.59%	13.18%	13.21%	0.00%
Strongly oppose	11.65%	5.80%	9.30%	20.75%	0.00%
Not sure	15.53%	16.67%	20.16%	16.98%	46.15%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: How important do you believe it is that the new state budget contains no tax increases for the third year in a row?

Region	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Very important	60.64%	55.07%	57.14%	53.06%	53.03%
Somewhat important	20.21%	19.57%	22.08%	26.53%	27.27%
Not very important	12.77%	11.59%	10.39%	13.27%	9.09%
Not important at all	4.26%	6.52%	5.19%	2.04%	3.03%
Not sure	2.13%	7.25%	5.19%	5.10%	7.58%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender	Female	Male
Very important	53.39%	58.23%
Somewhat important	24.58%	20.68%
Not very important	9.32%	13.92%
Not important at all	4.24%	4.64%
Not sure	8.47%	2.53%
	100.00%	100.00%

Age	18 - 35	36 - 50	51 - 65	66 and older
Very important	55.77%	63.39%	53.89%	52.48%
Somewhat important	13.46%	22.32%	26.95%	21.28%
Not very important	17.31%	6.25%	10.78%	14.89%
Not important at all	7.69%	0.89%	4.79%	4.96%
Not sure	5.77%	7.14%	3.59%	6.38%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation	Republican	Democrat	Independent/Any other
Very important	69.07%	43.11%	61.11%
Somewhat important	21.13%	25.33%	16.67%
Not very important	5.67%	16.89%	11.11%
Not important at all	0.52%	7.56%	5.56%
Not sure	3.61%	7.11%	5.56%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Very important	50.86%	54.55%	59.82%
Somewhat important	18.97%	26.26%	24.20%
Not very important	13.79%	15.15%	8.22%
Not important at all	8.62%	2.02%	3.20%
Not sure	7.76%	2.02%	4.57%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Very important	80.39%	64.03%	43.41%	28.30%	38.46%
Somewhat important	15.69%	30.94%	24.03%	22.64%	0.00%
Not very important	0.98%	4.32%	20.93%	24.53%	7.69%
Not important at all	0.98%	0.00%	6.20%	16.98%	7.69%
Not sure	1.96%	0.72%	5.43%	7.55%	46.15%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Do you believe that the economy in Pennsylvania is getting better or getting worse?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Getting better	29.03%	37.04%	23.38%	26.26%	20.00%
Getting worse	35.48%	37.78%	45.45%	46.46%	55.38%
Not sure	35.48%	25.19%	31.17%	27.27%	24.62%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Getting better	24.57%	32.49%
Getting worse	43.53%	42.19%
Not sure	31.90%	25.32%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Getting better	36.00%	27.03%	29.94%	25.71%
Getting worse	46.00%	43.24%	42.51%	42.14%
Not sure	18.00%	29.73%	27.54%	32.14%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Getting better	27.84%	30.94%	21.15%
Getting worse	43.30%	42.60%	42.31%
Not sure	28.87%	26.46%	36.54%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Getting better	27.97%	37.00%	27.06%
Getting worse	43.22%	39.00%	43.58%
Not sure	28.81%	24.00%	29.36%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Getting better	20.59%	31.21%	31.25%	38.89%	23.08%
Getting worse	51.96%	36.17%	41.41%	40.74%	38.46%
Not sure	27.45%	32.62%	27.34%	20.37%	38.46%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: If the election for Governor were held today, would prefer to vote for the Republican candidate or the Democratic candidate?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Republican	35.48%	31.39%	45.45%	50.00%	39.39%
Democrat	45.16%	50.36%	31.17%	29.59%	45.45%
Not sure	19.35%	18.25%	23.38%	20.41%	15.15%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Republican	36.91%	42.02%
Democrat	47.64%	34.87%
Not sure	15.45%	23.11%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Republican	44.00%	46.02%	39.05%	33.33%
Democrat	46.00%	29.20%	40.24%	50.00%
Not sure	10.00%	24.78%	20.71%	16.67%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Republican	79.38%	8.93%	22.64%
Democrat	4.12%	76.34%	28.30%
Not sure	16.49%	14.73%	49.06%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Republican	29.66%	40.00%	42.79%
Democrat	51.69%	40.00%	38.74%
Not sure	18.64%	20.00%	18.47%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Republican	75.96%	51.06%	14.62%	1.85%	7.69%
Democrat	10.58%	23.40%	67.69%	88.89%	38.46%
Not sure	13.46%	25.53%	17.69%	9.26%	53.85%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: If the election for the state legislature were held today, would prefer to vote for the Republican candidate or the Democratic candidate?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Republican	37.36%	30.37%	51.95%	44.33%	35.38%
Democrat	42.86%	52.59%	27.27%	30.93%	43.08%
Not sure	19.78%	17.04%	20.78%	24.74%	21.54%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Republican	33.48%	44.26%
Democrat	46.09%	35.32%
Not sure	20.43%	20.43%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Republican	41.67%	43.75%	38.32%	35.04%
Democrat	41.67%	32.14%	40.72%	46.72%
Not sure	16.67%	24.11%	20.96%	18.25%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Republican	80.63%	7.21%	21.15%
Democrat	3.66%	75.68%	26.92%
Not sure	15.71%	17.12%	51.92%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Republican	32.48%	41.41%	40.09%
Democrat	50.43%	38.38%	38.29%
Not sure	17.09%	20.20%	21.62%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Republican	75.00%	52.86%	12.50%	0.00%	7.69%
Democrat	11.54%	22.14%	67.97%	87.04%	30.77%
Not sure	13.46%	25.00%	19.53%	12.96%	61.54%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Do you believe Governor Tom Corbett has done enough to deserve reelection or should we give someone else a chance?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Deserves reelection	20.88%	24.44%	22.37%	25.00%	28.79%
Someone else	54.95%	54.81%	51.32%	61.46%	56.06%
Not sure	24.18%	20.74%	26.32%	13.54%	15.15%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Deserves reelection	19.03%	28.99%
Someone else	59.29%	52.52%
Not sure	21.68%	18.49%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Deserves reelection	18.37%	26.13%	28.31%	19.71%
Someone else	61.22%	46.85%	54.82%	62.04%
Not sure	20.41%	27.03%	16.87%	18.25%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Deserves reelection	42.63%	8.11%	25.00%
Someone else	33.68%	78.38%	40.38%
Not sure	23.68%	13.51%	34.62%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Deserves reelection	20.69%	27.00%	23.53%
Someone else	63.79%	51.00%	55.20%
Not sure	15.52%	22.00%	21.27%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Deserves reelection	49.02%	32.14%	7.69%	0.00%	7.69%
Someone else	31.37%	45.00%	73.08%	88.89%	69.23%
Not sure	19.61%	22.86%	19.23%	11.11%	23.08%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Which of the following is your favorite Hershey's candy bar: Hershey's Kisses, Reese's Peanut Butter Cups, Hershey's Chocolate Bars, Kit Kat or York Peppermint Patties?

Region

	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Hershey's Kisses	10.34%	16.54%	10.00%	8.51%	11.48%
Reese's Peanut Butter Cups	37.93%	31.50%	50.00%	50.00%	55.74%
Hershey's Chocolate Bars	18.39%	16.54%	15.71%	19.15%	6.56%
Kit Kat	14.94%	15.75%	10.00%	6.38%	11.48%
York Peppermint Patties	18.39%	19.69%	14.29%	15.96%	14.75%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender

	Female	Male
Hershey's Kisses	15.09%	8.81%
Reese's Peanut Butter Cups	41.04%	44.93%
Hershey's Chocolate Bars	13.21%	18.50%
Kit Kat	12.74%	11.45%
York Peppermint Patties	17.92%	16.30%
	100.00%	100.00%

Age

	18 - 35	36 - 50	51 - 65	66 and older
Hershey's Kisses	6.12%	11.93%	10.39%	15.75%
Reese's Peanut Butter Cups	48.98%	44.95%	42.86%	39.37%
Hershey's Chocolate Bars	6.12%	18.35%	19.48%	13.39%
Kit Kat	24.49%	13.76%	11.04%	7.09%
York Peppermint Patties	14.29%	11.01%	16.23%	24.41%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation

	Republican	Democrat	Independent/Any other
Hershey's Kisses	14.36%	11.32%	4.35%
Reese's Peanut Butter Cups	42.54%	41.51%	52.17%
Hershey's Chocolate Bars	13.26%	17.45%	19.57%
Kit Kat	12.71%	12.26%	8.70%
York Peppermint Patties	17.13%	17.45%	15.22%
	100.00%	100.00%	100.00%

News Source

	Newspapers	Internet	TV
Hershey's Kisses	18.92%	14.29%	7.34%
Reese's Peanut Butter Cups	48.65%	38.78%	43.12%
Hershey's Chocolate Bars	10.81%	18.37%	16.97%
Kit Kat	6.31%	16.33%	13.30%
York Peppermint Patties	15.32%	12.24%	19.27%
	100.00%	100.00%	100.00%

Ideology

	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Hershey's Kisses	14.85%	10.45%	6.30%	21.57%	15.38%
Reese's Peanut Butter Cups	46.53%	47.01%	40.94%	35.29%	30.77%
Hershey's Chocolate Bars	12.87%	11.19%	22.05%	11.76%	38.46%
Kit Kat	9.90%	11.94%	11.81%	19.61%	7.69%
York Peppermint Patties	15.84%	19.40%	18.90%	11.76%	7.69%
	100.00%	100.00%	100.00%	100.00%	100.00%

Q: Where do you most commonly get your news: In newspapers, on the Internet, or on TV?

Region	Pittsburgh/ Southwest	Philadelphia/ Southeast	Northern Tier	South Central	Scranton/Lehigh Valley
Newspapers	28.24%	30.00%	24.66%	19.78%	31.15%
Internet	17.65%	26.92%	26.03%	21.98%	18.03%
TV	54.12%	43.08%	49.32%	58.24%	50.82%
	100.00%	100.00%	100.00%	100.00%	100.00%

Gender	Female	Male
Newspapers	28.17%	25.55%
Internet	17.84%	27.31%
TV	53.99%	47.14%
	100.00%	100.00%

Age	18 - 35	36 - 50	51 - 65	66 and older
Newspapers	12.77%	13.08%	26.92%	42.64%
Internet	51.06%	32.71%	23.08%	3.88%
TV	36.17%	54.21%	50.00%	53.49%
	100.00%	100.00%	100.00%	100.00%

Party Affiliation	Republican	Democrat	Independent/Any other
Newspapers	20.56%	32.86%	23.40%
Internet	23.33%	19.25%	36.17%
TV	56.11%	47.89%	40.43%
	100.00%	100.00%	100.00%

Ideology	Very Conservative	Somewhat Conservative	Moderate	Liberal	Not sure
Newspapers	20.59%	28.99%	26.56%	35.19%	15.38%
Internet	24.51%	18.84%	25.00%	27.78%	7.69%
TV	54.90%	52.17%	48.44%	37.04%	76.92%
	100.00%	100.00%	100.00%	100.00%	100.00%