



Top Line Survey Results
Pocono Region ~ Voter Attitude Survey
Sample Size: 500 Likely Voters
Conducted March 14-31, 2022

TOP LINE SURVEY RESULTS AND QUESTIONNAIRE

Good morning/afternoon/evening, my name is (YOUR FIRST NAME). I am calling from Susquehanna Polling and Research, a public opinion research firm. May I speak to (name on list) or another registered voter at least 18 years or older in the household please?

INTRODUCTION: We are conducting a survey of attitudes and opinions concerning some important issues facing the Poconos today. May we have a few minutes of your time to complete the survey?

Great, thank you...

F1. Just to confirm, are you a resident of Pike, Monroe, Wayne or Carbon County?

1. Yes, Monroe	200	40%	(PROCEED TO Q1)
2. Yes, Carbon	100	20%	(PROCEED TO Q1)
3. Yes, Wayne	100	20%	(PROCEED TO Q1)
4. Yes, Pike	100	20%	(PROCEED TO Q1)

5. No, other			(THANK AND TERMINATE)

Q1. Would you rate your quality of life in your home county as excellent, good, fair or poor? Quality of life can mean many things, but for these purposes we mean to what extent you think the Pocono region is a good place to live, work and/or raise a family.

1. Excellent	98	20%
2. Good	317	63%
Total Excellent/Good:	414	83%
3. Fair	52	10%
4. Poor	23	05%
Total Fair/Poor:	75	15%
5. Not Sure	0	00%
6. Refuse	11	02%

Q2. From the following list of eight issues, which THREE should be the top priorities for your state and local elected officials to concentrate on to improve the lives of families and individuals in the Poconos? (ITEMS A THROUGH H SET TO ROTATE – PROBE FOR THREE ANSWERS)

And which would be your FIRST choice?

a. Holding the line on property taxes, or...	51	10%
b. Creating jobs and improving the economy, or...	68	14%
c. Fighting crime and improving public safety, or...	61	12%
d. Protecting the environment, including safeguarding the quality and condition of rivers, streams and waterways in the Poconos, or...	59	12%
e. Controlling commercial growth and overdevelopment, or...	64	13%
f. Improving roads, highways and infrastructure, or...	119	24%
g. Improving public schools and education, or...	44	09%
h. Addressing climate change, or...	14	03%
i. Undecided (Do Not Read) (SKIP TO Q3)	20	04%

...And your SECOND choice? **[N=480]**

a. Holding the line on property taxes, or...	50	10%
b. Creating jobs and improving the economy, or...	82	17%
c. Fighting crime and improving public safety, or...	46	10%
d. Protecting the environment, including safeguarding the quality and condition of rivers, streams and waterways in the Poconos, or...	58	12%
e. Controlling commercial growth and overdevelopment, or...	54	11%
f. Improving roads, highways and infrastructure, or...	89	19%
g. Improving public schools and education, or...	42	09%
h. Addressing climate change, or...	30	06%
i. Undecided (Do Not Read) (SKIP TO Q3)	29	06%

...And your THIRD choice? [N=450]

a. Holding the line on property taxes, or...	34	08%
b. Creating jobs and improving the economy, or...	67	15%
c. Fighting crime and improving public safety, or...	29	06%
d. Protecting the environment, including safeguarding the quality and condition of rivers, streams and waterways in the Poconos, or...	53	12%
e. Controlling commercial growth and overdevelopment, or...	49	11%
f. Improving roads, highways and infrastructure, or...	62	14%
g. Improving public schools and education, or...	71	16%
h. Addressing climate change, or...	34	07%
i. Undecided (Do Not Read)	53	12%

(COMBINED CHOICES 1, 2 and 3):

a. Holding the line on property taxes, or...	135	27%
b. Creating jobs and improving the economy, or...	217	43%
c. Fighting crime and improving public safety, or...	136	27%
d. Protecting the environment, including safeguarding the quality and condition of rivers, streams and waterways in the Poconos, or...	170	34%
e. Controlling commercial growth and overdevelopment, or...	166	33%
f. Improving roads, highways and infrastructure, or...	270	54%
g. Improving public schools and education, or...	157	31%
h. Addressing climate change, or...	77	15%
i. Undecided (Do Not Read)	103	21%

Q3. How would you rate the overall quality and condition of rivers, streams and waterways in the Poconos-- would you say they are in excellent, good, fair or poor condition?

1. Excellent	90	18%
2. Good	341	68%
Total Excellent/Good:	431	86%
3. Fair	58	12%
4. Poor	5	01%
Total Fair/Poor:	62	12%
5. Not Sure	6	01%

Q4. In comparison to 5 or 10 years ago, do you think the overall quality and condition of rivers, streams and waterways in the Poconos has gotten better, gotten worse or remained about the same?

1. Gotten better	83	17%
2. Gotten worse	123	25%
3. Remained about the same	246	49%
4. Not Sure	46	09%
5. Refuse	2	00%

Q5. In comparison to 5 years ago, has commercial development in the Pocono regions increased, decreased or remained about the same?

1. Increased	383	77%
2. Decreased	23	05%
3. Remained about the same	68	14%
4. Not Sure	24	05%
5. Refuse	2	00%

Q6. What impact does large-scale commercial or industrial development or expansion, such as new warehouses or resorts, have on the overall environment, including rivers, streams and local waterways in the Poconos – a positive impact, a negative impact or no impact at all?

1. Positive	44	09%
2. Negative	337	67%
3. No impact at all	96	19%
4. Not Sure	24	05%

Q7. Which of the following two statements best represents your viewpoint on the topic of how the Pocono region should prepare for and manage new commercial development? (ROTATE STATEMENTS)

- 45 (09%) 1. We need to continue to rapidly expand and increase commercial development to support economic growth, or...
 - 419 (84%) 2. We should continue to allow some added commercial development as long as it is controlled, well planned and environmentally sound without any adverse impacts to local rivers or streams, or...
 - 24 (05%) 3. Not Sure (Do Not Read)
 - 13 (03%) 4. Neither (Do Not Read)
-

Q8. Exceptional Value is a classification given to streams in Pennsylvania that have the cleanest and highest quality of water. As you may or may not know, 80% of all Exceptional Value streams are in the Poconos, mainly in Monroe, Wayne and Pike Counties. How important is it to protect and maintain Exceptional Value streams from added commercial development - very important, somewhat important or not at all important?

1. Very important	408	82%
2. Somewhat important	75	15%
Total Very/Somewhat:	483	97%
3. Not at all important	1	00%
4. Not Sure	16	03%

Q9. What impact does recreational activity related to clean streams have on the local economy – a major impact, a minor impact or no impact at all?

1. Major	285	57%
2. Minor	182	36%
3. No impact at all	12	02%
4. Not Sure	15	03%
5. Refuse	5	01%

Q10. As you may or may not know, Exceptional Value streams in the upper or mid Delaware River support \$22 billion dollars in regional economic activity, including hiking, hunting, fishing, boating, tourism and farming. Do you agree or disagree state or local officials should do more to protect and preserve Exceptional Value streams from added commercial development? (Test Intensity...)

1. Strongly agree	318	64%
2. Agree	151	30%
Total Agree:	469	94%
3. Strongly disagree	6	01%
4. Disagree	21	04%
Total Disagree:	27	05%
5. Not Sure	4	01%

Q11. Which of the following two statements best represents your viewpoint on the subject of how we should balance development and the environment in the Pocono region? (ROTATE STATEMENTS)

- 55 (11%) 1. Some say maintaining and protecting Exceptional Value streams inhibits and stifles the local economy, or...
- 413 (83%) 2. Others say as long as development is well planned and environmentally sound, development and Exceptional Value streams can co-exist without any adverse impact to jobs or the local economy, or...
- 22 (04%) 3. Not Sure (Do Not Read)
- 10 (02%) 4. Neither (Do Not Read)

Q12. Would you more likely or less likely to vote for a candidate for public office who shares the common goal of protecting and preserving Exceptional Value streams and waterways from added commercial development in the Poconos?

- 1. More Likely 364 73%
- 2. Less Likely 31 06%
- 3. No Impact 49 10%
- 4. Not Sure 55 11%

Q13. In the last 6 to 12 month, have you participated in any leisure or recreational activities involving waterways, rivers or streams in the Poconos, including things like basic activities near water? (UNAIDED – CHECK ALL THAT APPLY)

- | | | |
|--|------------|------------|
| 1. Boating | 103 | 21% |
| 2. Fishing | 126 | 25% |
| 3. Walking along water/visit county/state parks/hiking | 77 | 15% |
| 4. Water sports/water skiing/kayaking | 61 | 12% |
| 5. Bathing/beach access | 32 | 06% |
| 6. Day camp/children's activities | 1 | 00% |
| 7. Volunteer/cleanup of streams/rivers | 0 | 00% |
| 8. Other (verbatim) | 2 | 00% |
| Total Participation: | 280 | 56% |
| 9. No/have not participated in activities involving streams/rivers/waterways | 217 | 43% |
| 10. Not Sure | 3 | 01% |

Now, I just have a few more questions for demographic purposes and we'll be through....

Q14. What was your age on your last birthday?

1. 18-29	55	11%
2. 30-44	105	21%
3. 45-54	80	16%
4. 55-64	130	26%
5. 65+	130	26%

Q15. In years, how long have you been a resident of your county?

a) Less than 5 years	44	09%
b) 5 to 10 years	79	16%
c) 11 to 15 years	67	13%
d) 16 to 20 years	33	07%
e) More than 20 years	277	55%

Q16. Do you own or operate a business, or are you employed, unemployed, retired or something else?

1. Own/operate business	101	20%
2. Employed	247	49%
3. Unemployed	21	04%
4. Retired	108	22%
5. Student	3	01%
6. Something else	16	03%
7. Refuse	4	01%

Q17. Are you registered to vote as a Republican, a Democrat, an Independent or with some other political party?

1. Republican	235	47%
2. Democrat	195	39%
3. Independent	65	13%
4. Other	5	01%

Q18. Do you tend to identify yourself as a conservative, a moderate, a liberal or a progressive when you think about your political ideology on things like fiscal, cultural and/or social issues?

1. Conservative	167	33%
2. Moderate	189	38%
3. Liberal	95	19%
4. Progressive	21	04%
5. Undecided	10	02%
6. None/other	15	03%
7. Refuse	3	01%

Q19. What is your main racial or ethnic background? (One answer only)

(In Alpha Order)

1. Asian/Pacific Islander	0	00%
2. Black/African American	25	05%
3. Hispanic/Latino	40	08%
4. Native American/Alaskan Native	0	00%
5. White/Caucasian	425	85%
6. Multi-racial or biracial	0	00%
7. Another race/ethnicity not listed	0	00%
8. Refuse	10	02%

Thank you for your time and participation in the survey. Have a good day/evening.

Gender:

1. Male	260	52%
2. Female	240	48%

METHODOLOGY, SAMPLE FRAME CONSTRUCTION AND DATA COLLECTION PROCEDURES

This poll is commissioned by Penn Future and conducted by Susquehanna Polling and Research, Inc¹. Interviews were conducted March 14-31, 2022, with 500 registered/likely voters Monroe, Carbon, Wayne and Pike Counties (Pennsylvania). Survey respondents are randomly contacted using random selection procedures, and all telephone interviews are conducted using live telephone agents. Respondents were pre-selected for the sample frame based on households showing prior vote history in at least 1 of 3 (or better) general elections, using G20, G19 and/or G18 as the base universe, plus new registrants since G20. The sample frame was compiled using random telephone sequence methods, and includes both landline and cellular households, purchased from a certified list vendor; all households are pre-screened to eliminate household telephone numbers on the federal Do Not Call registry in compliance with all applicable federal and state laws. Interviews were stratified by county.

The margin of error for a sample size of 500 interviews is +/-4.2% at the 95% confidence level.

¹Susquehanna Polling and Research, Inc. is a nationally recognized polling and focus group company and conducts polling for political, media and corporate clients in numerous states. SP&R's polling has been featured on many national platforms, including the Rush Limbaugh Radio Show, FOX News Channel, The O'Reilly Factor, the Bill Maher Show and MSNBC. The former internet news service *Sunshine State News* of Florida referred to SP&R as "one of the most prominent pollsters in the country" for its accurate polling in the 2010 Florida Gubernatorial GOP Primary Election. The website www.realclearpolitics.com lists SP&R's Presidential Battleground Polling in PA, WI, NC, FL and AZ as some of the most accurate polling by any survey firm in the 2020 POTUS elections. CBS's nationally televised *Inside Edition* program chose SP&R to profile on two separate segments due to its unmatched accuracy in 5 key battleground states in the lead up to the 2020 General Election.