

FRANKLIN & MARSHALL

March 2008

**Franklin & Marshall
College Poll**

**SURVEY OF PENNSYLVANIANS
SUMMARY OF FINDINGS**

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Methodology

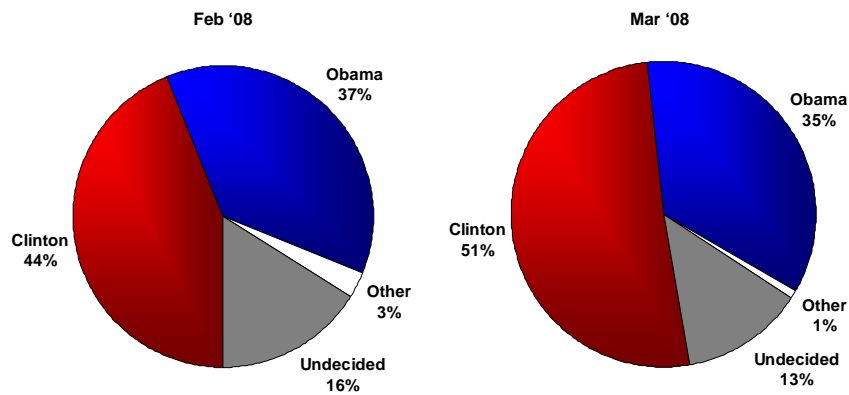
The survey findings presented in this release are based on the results of interviews conducted March 11-16, 2008. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the poll's Director, Dr. G. Terry Madonna, Head Methodologist, Berwood Yost, and Project Manager, Jennifer Harding. Interviews were completed with 464 registered Democrats in Pennsylvania. Telephone numbers for the survey were generated via random digit dialing, and respondents were randomly selected from within each household. The sample error for the entire sample is +/- 4.5 percent. Among the 294 likely Democratic voters, the sample error is slightly larger (+/- 5.7 percent). In addition to sampling error, this poll is also subject to other sources of error that could arise, such as questionnaire design, non-response, and the interviewing process itself.

This Franklin & Marshall College Poll is produced in conjunction with the Philadelphia Daily News, WGAL-TV, Pittsburgh Tribune Review, WTAE-TV, WPVI-TV/6ABC, and Times-Shamrock Newspapers. It may be used in whole or part, provided any use is attributed to Franklin & Marshall College.

Key Findings

The March 2008 Franklin and Marshall College Poll suggests that Hillary Clinton has regained the solid advantage she held over Barack Obama prior to February. Clinton leads Obama by 16 points among likely Democratic primary voters, 51% to 35%. Her lead among likely Democratic primary voters has doubled since the February 2008 poll, conducted February 13-18, when her advantage was seven points, 44% to 37% (see Figure 1). Mrs. Clinton leads among voters in virtually every demographic group, with the exceptions being non-whites and voters in Philadelphia (see Tables A-1 and A-2). The February survey showed the potential for a considerable amount of change in the race, but the March survey shows a less volatile environment. Fewer than one in seven (13%) likely voters is currently undecided, and most (85%) are “certain” about their vote choice, up from 72 percent in February.

Figure 1. Pennsylvania Democratic Primary Vote Choice, Likely Voters



Hillary Clinton’s advantages over Barack Obama reside not only in favorable demographics but also in her issue positions. Three issues, the economy, the Iraq War, and healthcare, are the primary issues driving voter preference. Clinton holds a sizable lead among voters who say the economy (53% to 25%) and healthcare (62% to 19%) are the most important issues in their presidential preference. Obama holds a slight advantage among those who say the Iraq War (42% to 35%) is their top concern.

Prior to March, Mr. Obama had seen a steady increase in his favorable ratings among the state’s Democrats. The March survey shows that fewer Democrats have a favorable opinion of him and that more Democrats have an unfavorable opinion of him compared to February (see Figure 2). Hillary Clinton’s favorability ratings have changed little since the last survey.

Figure 2. Pennsylvania Favorability Ratings, Registered Democrats

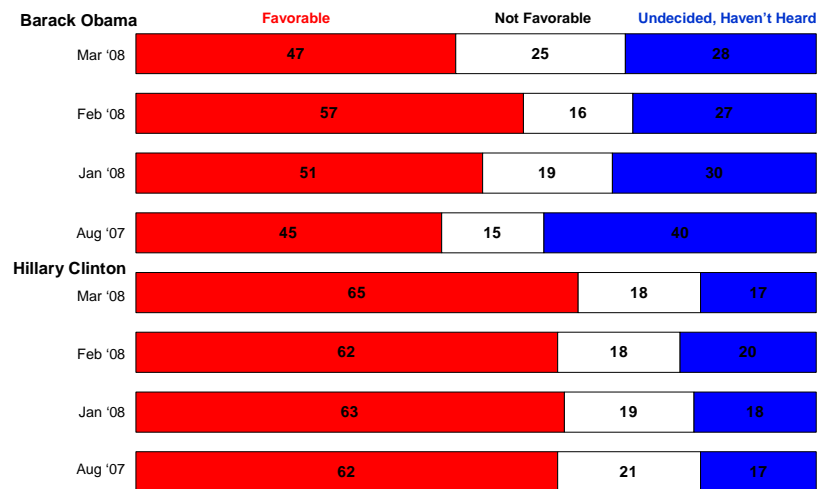


Table A-1. Democratic Primary Vote Choice by Selected Demographics

If the Democratic primary election for president was being held today and the candidates included (rotated) Hillary Clinton and Barack Obama, would you vote for Hillary Clinton, Barack Obama, some other candidate, or aren't you sure how you would vote?

	Clinton	Obama	Other	DK
Gender*				
Male	42%	35%	5%	18%
Female	56%	23%	1%	20%
Age				
18-34	44%	29%	2%	24%
35-54	46%	32%	4%	18%
55 and over	53%	25%	3%	20%
Education*				
High School or Less	55%	22%	2%	22%
Some College	52%	19%	8%	21%
College Degree	44%	38%	2%	16%
Household Income				
Less than \$35,000	60%	21%	2%	17%
\$35-75,000	48%	27%	4%	21%
Over \$75,000	44%	37%	3%	16%
Race*				
White	54%	23%	3%	20%
Non-white	27%	54%	0%	19%
Ideology*				
Liberal	53%	30%	2%	15%
Moderate	49%	28%	2%	21%
Conservative	46%	26%	9%	20%
Religious Affiliation*				
Catholic	59%	23%	3%	15%
Protestant	52%	28%	3%	16%
Other/unaffiliated	37%	33%	3%	27%
Born Again Christian or Fundamentalist				
Yes	50%	28%	5%	17%
No	49%	28%	3%	20%
Household Union Member				
Yes	58%	20%	3%	19%
No	47%	30%	3%	20%
Change in Financial Situation Past Year				
Better	45%	35%	5%	14%
Worse	55%	22%	3%	21%
About the same	47%	30%	3%	21%
Expected Change in Financial Situation Next Year				
Better	47%	28%	4%	20%
Worse	53%	22%	3%	23%
About the same	50%	30%	3%	18%
Region				
Northeast	56%	25%	7%	13%
Allegheny	55%	27%	3%	16%
Northwest	54%	17%	2%	26%
Southeast	51%	31%	0%	18%
Southwest	50%	25%	2%	23%
Central	49%	26%	3%	22%
Philadelphia	34%	43%	5%	18%

* Significant differences ($p < .05$)

Table A-2. Democratic Primary Vote Choice by Selected Demographics, Likely Voters

If the Democratic primary election for president was being held today and the candidates included (rotated) Hillary Clinton and Barack Obama, would you vote for Hillary Clinton, Barack Obama, some other candidate, or aren't you sure how you would vote? (n = 294)

	Clinton	Obama	Other	DK
Gender				
Male	44%	43%	2%	11%
Female	57%	29%	1%	14%
Age				
18-34	45%	45%	0%	9%
35-54	46%	42%	1%	11%
55 and over	55%	29%	1%	15%
Education*				
High School or Less	61%	24%	0%	15%
Some College	48%	30%	4%	19%
College Degree	46%	43%	1%	10%
Household Income				
Less than \$35,000	65%	25%	0%	10%
\$35-75,000	51%	34%	2%	13%
Over \$75,000	45%	42%	1%	12%
Race*				
White	57%	29%	1%	13%
Non-white	12%	76%	0%	12%
Ideology				
Liberal	51%	35%	1%	13%
Moderate	51%	34%	0%	15%
Conservative	53%	33%	5%	10%
Religious Affiliation				
Catholic	56%	30%	1%	12%
Protestant	55%	32%	1%	12%
Other/unaffiliated	40%	43%	1%	16%
Born Again Christian or Fundamentalist				
Yes	45%	38%	3%	14%
No	51%	35%	0%	14%
Household Union Member*				
Yes	67%	26%	0%	7%
No	47%	37%	1%	15%
Change in Financial Situation Past Year				
Better	50%	43%	0%	7%
Worse	57%	26%	2%	15%
About the same	45%	41%	1%	14%
Expected Change in Financial Situation Next Year				
Better	48%	36%	1%	14%
Worse	53%	26%	4%	17%
About the same	52%	36%	0%	12%
Region				
Northeast	61%	29%	0%	10%
Northwest	57%	29%	0%	14%
Central	57%	30%	2%	11%
Allegheny	52%	36%	2%	10%
Southwest	51%	32%	0%	17%
Southeast	49%	36%	0%	15%
Philadelphia	31%	51%	3%	14%

* Significant differences (p<.05)

Marginal Frequency Report

REG. Some people are registered to vote, and many others are not. Are you CURRENTLY REGISTERED to vote at your present address?

100% Yes

RegPARTY. Are you currently registered as a Republican, a Democrat, an Independent, or as something else?

100% Democrat

Vote_Apr. Many people will vote in the primary election for president in April; however, many other people will not. What would you say are the chances of your voting in the April presidential primary? Are you certain to vote, will you probably vote, are the chances fifty-fifty you will vote, or don't you think that you will vote in the April presidential primary?

	Certain to vote	Will probably vote	Chances 50-50	Don't think will vote	Don't know
Mar 2008	81%	9%	6%	4%	0%
Feb 2008	82%	13%	2%	2%	1%
Jan 2008	78%	13%	4%	4%	1%

Pol_Int. Some people don't pay much attention to political campaigns. How about you? Would you say that you are...in the 2008 presidential campaign?

	Very much interested	Somewhat interested	Not very interested
Mar 2008	71%	25%	4%
Feb 2008	69%	27%	4%
Jan 2008	65%	31%	4%

Prim. When it comes to primary elections, do you always vote, do you usually vote, do you only sometimes vote, or do you rarely vote?

53% Always vote
 27% Usually vote
 11% Sometimes vote
 8% Rarely vote
 1% Don't know

IntFavC. I'm going to ask you a few questions about some people involved in politics today. Please let me know if your opinion of the person is favorable, not favorable, undecided, or if you haven't heard enough about the person to have an opinion. (rotated)

	Favorable	Not Favorable	Undecided	Don't know
HILLARY CLINTON				
Mar 2008	65%	18%	15%	2%
Feb 2008	62%	18%	19%	1%
Jan 2008	63%	19%	16%	2%
Aug 2007	62%	21%	14%	3%
Jun 2007	56%	20%	21%	3%
Feb 2007	54%	21%	19%	6%
BARACK OBAMA				
Mar 2008	47%	25%	21%	7%
Feb 2008	57%	16%	23%	4%
Jan 2008	51%	19%	21%	9%
Aug 2007	45%	15%	20%	20%
Jun 2007	43%	17%	21%	19%
Feb 2007	40%	8%	17%	35%

DemPrim. If the Democratic primary election for president was being held today and the candidates included (rotated) Hillary Clinton and Barack Obama, would you vote for Hillary Clinton, Barack Obama, some other candidate, or aren't you sure how you would vote?

		Clinton	Obama	Other	Don't know
Mar 2008	Likely Democratic Voters	51%	35%	1%	13%
	Registered Democrats	50%	28%	3%	19%
Feb 2008	Registered Democrats	44%	32%	4%	20%
Jan 2008	Registered Democrats	40%	20%	17%	23%
Aug 2007	Registered Democrats	38%	21%	23%	18%
Jun 2007	Registered Democrats	40%	18%	24%	18%

CertDem. Are you absolutely certain you will vote for [FILL preferred candidate] in the election, or are you still making up your mind?

n = 354 registered Democrats, 249 likely Democratic voters

		Certain	Still making up mind	Don't know
Mar 2008	Likely Democratic Voters	85%	14%	1%
	Registered Democrats	80%	19%	1%
Feb 2008	Registered Democrats	63%	37%	0%
Jan 2008	Registered Democrats	54%	46%	0%

N1. What policy issue do you think of first when you hear [FILL preferred candidate]'s name?

	Mar 2008		Feb 2008		Jan 2008	
	Clinton n = 228	Obama n = 126	Clinton n = 133	Obama n = 96	Clinton n = 114	Obama n = 56
Healthcare	46%	14%	54%	17%	41%	13%
Economy	17%	14%	9%	11%	10%	4%
Iraq War	7%	26%	7%	21%	9%	18%
Social issues, equity	3%	4%	3%	3%	2%	2%
Homeland security, foreign policy	3%	2%	2%	2%	1%	2%
Public education	2%	2%	1%	1%	1%	0%
Fiscal, budget	0%	0%	1%	0%	0%	0%
Change, in general	0%	14%	0%	17%	1%	16%
Immigration	0%	0%	0%	0%	1%	0%
Taxes	0%	1%	0%	0%	1%	4%
Other, general	5%	7%	10%	10%	17%	14%
Other policy issues	2%	2%	3%	3%	4%	4%
None/Don't know	14%	15%	11%	15%	13%	25%

ReasPrim. What is the main reason you plan to vote for [FILL preferred candidate]? Is it because...

	Mar 2008		Feb 2008		Jan 2008	
	Clinton n = 228	Obama n = 126	Clinton n = 133	Obama n = 96	Clinton n = 114	Obama n = 156
You like him/her as a person	16%	17%	9%	19%	11%	16%
You prefer his/her stand on some issues	59%	64%	67%	52%	60%	55%
You dislike the other candidate	6%	10%	5%	12%	7%	9%
Some other reason	18%	7%	19%	16%	23%	18%
Don't know	1%	2%	1%	2%	0%	2%

IssPrim. What will be the single most important issue in your vote for president this year? (*rotated*) Homeland security, the Iraq War, the economy, illegal immigration, healthcare, public education, taxes, moral and family values, or something else?

	Mar 2008 n = 464	Feb 2008 n = 303	Jan 2008 n = 286
The economy	39%	35%	29%
The Iraq War	23%	17%	26%
Healthcare	18%	19%	19%
Homeland security	4%	6%	5%
Moral and family values	4%	2%	4%
Taxes	3%	2%	3%
Illegal immigration	2%	5%	5%
Public education	1%	5%	2%
Something else	4%	5%	3%
Don't know	3%	3%	4%

(Qual and Pos rotated)

Qual. Regardless of how you plan to vote, do you think *(rotated)* Hillary Clinton or Barack Obama is more qualified to be president?

59% Hillary Clinton
19% Barack Obama
8% Neither
14% Don't know

Pos. Regardless of how you plan to vote, do you think *(rotated)* Hillary Clinton or Barack Obama would make the most positive changes as president?

47% Hillary Clinton
33% Barack Obama
4% Neither
16% Don't know

N5. Do you think *(rotated)* Hillary Clinton or Barack Obama is more likely to...if elected president? Do you think he/she would be much more likely or somewhat more likely to do so? *(rotated)*

End the war in Iraq

40% Hillary Clinton (57% much more, 41% somewhat more, 2% don't know)
34% Barack Obama (46% much more, 55% somewhat more, 0% don't know)
12% Neither
14% Don't know

Improve the image of the United States around the world

45% Hillary Clinton (68% much more, 31% somewhat more, 1% don't know)
39% Barack Obama (50% much more, 49% somewhat more, 1% don't know)
5% Neither
11% Don't know

Improve the economy

54% Hillary Clinton (62% much more, 38% somewhat more, 1% don't know)
25% Barack Obama (41% much more, 58% somewhat more, 2% don't know)
7% Neither
1% Other
13% Don't know

Increase access to healthcare

68% Hillary Clinton (60% much more, 40% somewhat more, 0% don't know)
18% Barack Obama (44% much more, 56% somewhat more, 0% don't know)
3% Neither
1% Other
10% Don't know

Reduce the income gap between rich and poor Americans

34% Barack Obama (38% much more, 62% somewhat more, 1% don't know)
33% Hillary Clinton (59% much more, 40% somewhat more, 1% don't know)
14% Neither
19% Don't know

VoteOth. If [FILL preferred candidate] does not win the Democratic nomination, who do you think you will vote for in the November election? Will you vote for [fill other candidate], John McCain, some other candidate, or will you probably not vote in the November election?

Hillary Clinton supporters (n = 228)

53%	Barack Obama
19%	John McCain
5%	Other
13%	Won't vote
10%	Don't know

Barack Obama supporters (n = 126)

60%	Hillary Clinton
20%	John McCain
3%	Other
3%	Won't vote
14%	Don't know

I now have a final few questions for statistical purposes only.

CNTY. Region of state (What is the name of the county you live in?)

19%	Central
16%	Southeast
16%	Allegheny
14%	Northeast
13%	Philadelphia
12%	Southwest
10%	Northwest

AGE. What was your age on your last birthday?

3%	18-24
7%	25-34
15%	35-44
19%	45-54
23%	55-64
33%	65 and older

EDUC. What was the last grade level of schooling you have completed?

5%	Non high school graduate
34%	High school graduate or GED
13%	Some college
8%	Two-year or tech degree
19%	Four year college degree
21%	Post graduate degree

IDEO. Politically speaking, do you consider yourself to be a liberal, a moderate, or a conservative?

35%	Liberal
41%	Moderate
18%	Conservative
6%	Don't know

LABR. Are you or is any member of your household a member of a LABOR UNION?

21%	Yes
79%	No

Hisp. Are you Hispanic or Latino, or not?

3%	Yes
97%	No

RACE. Which of the following categories best describes your racial background?

85%	White
15%	Non-white

REL. Do you consider yourself to be Protestant, Catholic, some other religion, or not affiliated with any religion?

32%	Protestant
36%	Catholic
17%	Some other religion
15%	Not affiliated with any religion

BAC. Do you consider yourself to be a born-again Christian or fundamentalist, or not?

23%	Yes
75%	No
2%	Don't know

NumA. Including yourself, how many adults 18 years of age or OLDER CURRENTLY live in this household?

35%	One
51%	Two
11%	Three
3%	Four or more

FinToday. We are interested in how people are getting along financially these days. Would you say that YOU and YOUR FAMILY are better off, worse off, or about the same financially as you were a year ago?

17% Better off
40% Worse off
43% About the same

FinFut. Now looking ahead, do you think that a year from now, you and your family will be better off financially than you are now, worse off, or about the same as you are now?

28% Better off
17% Worse off
47% About the same
8% Don't know

INC1. And, just for statistical purposes, we need to know if your total family income is above or below \$50,000 per year?

19% Under \$25,000
13% \$25-\$35,000
13% \$35-50,000
20% \$50-75,000
14% \$75-100,000
17% Over \$100,000
4% Don't know

DONE. Sex of respondent:

41% Male
59% Female