

FRANKLIN & MARSHALL

February 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 February 13 through February 18, 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 640 registered adults 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 +/- 3.9 percent. Among the 303 registered Democrats, the sample error is slightly larger (+/- 5.6 percent). In addition to sampling error, this survey is also subject to other sources of error, such as questionnaire design, nonresponse, 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,

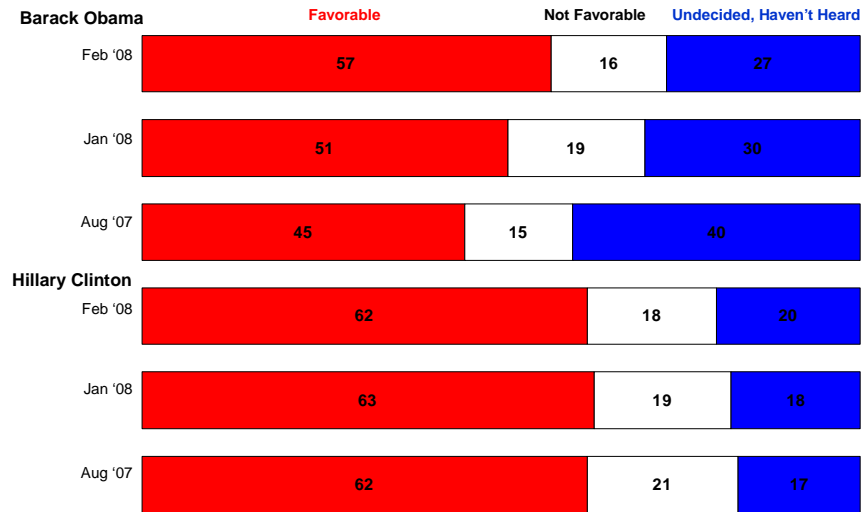
and Times-Shamrock Newspapers. It may be used in whole or part, provided any use is attributed to Franklin & Marshall College.

Key Findings

The February 2008 Franklin & Marshall College Poll finds Hillary Clinton leading Barack Obama among the state's registered Democrats, but that her sizable lead in the Keystone State has started to diminish. Clinton leads Obama by 12 points, 44% to 32%, but her lead is substantially smaller than the 20 point advantage she held in January. Pennsylvanians' preferences in the Democratic primary will continue to change as the April primary nears for two reasons. First, one in five (20%) registered adults says they "don't know" for whom they will vote. Second, even among those who voice a candidate choice, about two in five (37%) are still making up their minds. Clinton leads Obama among women, whites, and those with the least education (see Table A-1). Obama does better among non-whites and those with a college degree. Obama does not yet hold an advantage among young adults, which is a group he has won by large margins in many early primary states.

Hillary Clinton continues to be very popular among the state’s Democrats, with more than six in ten (62%) having a favorable opinion of the candidate. Clinton’s favorability ratings among Democrats have barely changed since last summer. Obama, on the other hand, continues to increase the proportion of Democrats who have a favorable opinion of him (see Figure 1).

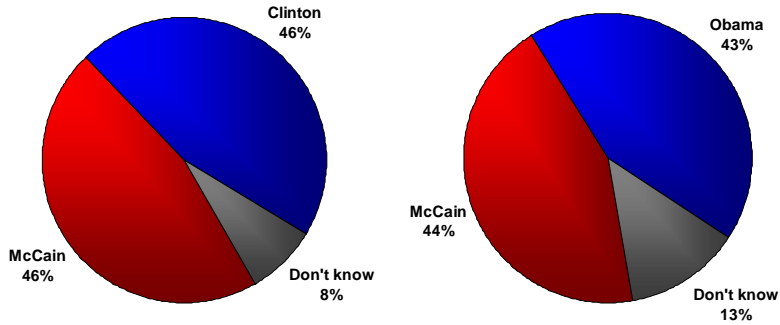
Figure 1. Pennsylvania Favorability Ratings: Registered Democrats Only



The poll also suggests that Pennsylvania will remain a key battleground state in the fall regardless of which Democrat wins the nomination. John McCain fares well in head-to-head match-ups against both Democrats. McCain and Clinton receive an equal share of the vote while McCain leads Obama by a single point (see Figure 2). What is most interesting about the race is how partisan support changes depending on which Democrat is running. With Hillary Clinton in the race, about three in four partisans vote for their party’s candidate and John McCain has an advantage among independents (see Table A-2). With Barack

Obama in the race, there is a bit less partisan loyalty, and independent votes break about evenly (see Table A-3).

Figure 2. Pennsylvania General Election Match-ups



The favorability ratings of Clinton and McCain among all of the state's registered adults have not changed markedly since January. Barack Obama has seen a slight increase in his overall favorable ratings (see Figure 3).

Figure 3. Pennsylvania Favorability Ratings: All Registered Adults

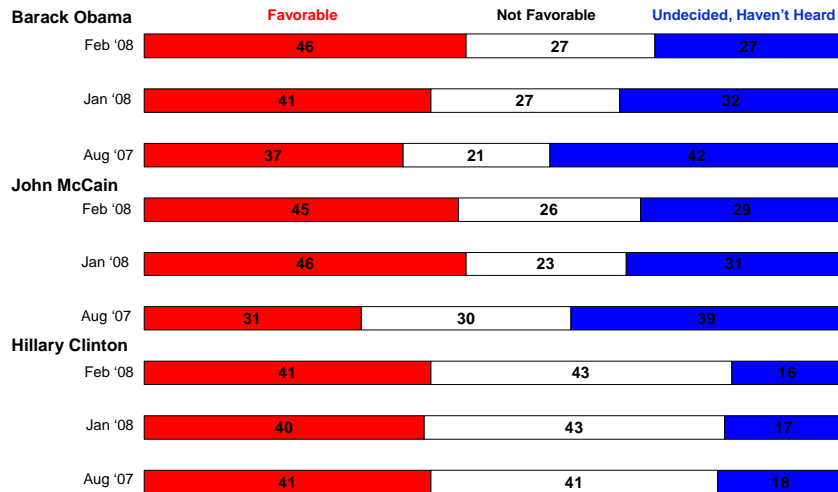


Table A-1. Democratic Primary Vote Choice by Selected Demographics

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

n = 303

	Clinton	Obama	Other	DK
Gender				
Male	38%	39%	4%	19%
Female	48%	28%	3%	21%
Age				
18-34	45%	41%	0%	14%
35-54	42%	37%	4%	17%
55 and over	45%	27%	4%	23%
Education*				
High School or Less	50%	22%	5%	24%
Some College	49%	28%	6%	18%
College Degree	38%	42%	2%	19%
Household Income				
Less than \$35,000	52%	23%	1%	24%
\$35-75,000	47%	32%	5%	16%
Over \$75,000	37%	39%	3%	20%
Race*				
White	47%	28%	4%	21%
Non-white	25%	55%	3%	18%
Ideology				
Liberal	41%	40%	2%	16%
Moderate	48%	26%	6%	20%
Conservative	40%	32%	2%	26%
Religious Affiliation*				
Protestant	43%	29%	5%	24%
Catholic	55%	19%	4%	23%
Other/unaffiliated	34%	51%	2%	13%
Born Again Christian or Fundamentalist				
Yes	44%	31%	7%	17%
No	44%	32%	2%	22%
Region				
Northwest	64%	18%	0%	18%
Northeast	54%	22%	5%	19%
Allegheny	52%	29%	5%	14%
Southwest	46%	25%	6%	23%
Southeast	36%	38%	0%	26%
Central	33%	44%	6%	17%
Philadelphia	32%	41%	2%	25%

* Significant differences (p<.05)

Table A-2. McCain/Clinton Match-up by Selected Demographics

If the November general election for president was being held today and the candidates were (*rotated*) John McCain the Republican and Hillary Clinton the Democrat, would you vote for John McCain or Hillary Clinton?

	Clinton	McCain	DK
Registered Party*			
Republican	16%	77%	7%
Democrat	73%	18%	9%
Other	37%	51%	12%
Gender*			
Male	37%	54%	9%
Female	53%	39%	8%
Age			
18-34	51%	42%	7%
35-54	43%	48%	9%
55 and over	47%	45%	9%
Education			
High School or Less	47%	41%	12%
Some College	45%	50%	4%
College Degree	45%	46%	8%
Household Income*			
Less than \$35,000	53%	36%	10%
\$35-75,000	46%	46%	8%
Over \$75,000	40%	53%	7%
Race*			
White	43%	49%	9%
Non-white	81%	13%	6%
Ideology*			
Liberal	79%	18%	3%
Moderate	51%	38%	11%
Conservative	20%	73%	7%
Religious Affiliation*			
Protestant	35%	56%	9%
Catholic	49%	42%	9%
Other/unaffiliated	61%	31%	8%
Born Again Christian or Fundamentalist*			
Yes	34%	59%	7%
No	52%	39%	9%
Region*			
Central	34%	57%	9%
Northeast	41%	50%	9%
Southeast	47%	45%	8%
Southwest	41%	43%	16%
Northwest	51%	43%	6%
Allegheny	59%	35%	6%
Philadelphia	78%	20%	2%

* Significant differences ($p < .05$)

Table A-3. McCain/Obama Match-up by Selected Demographics

If the November general election for president was being held today and the candidates were (*rotated*) John McCain the Republican and Barack Obama the Democrat, would you vote for John McCain or Barack Obama?

	Obama	McCain	DK
Registered Party*			
Republican	18%	69%	14%
Democrat	63%	25%	12%
Other	47%	45%	8%
Gender*			
Male	37%	50%	14%
Female	47%	40%	12%
Age			
18-34	48%	31%	21%
35-54	43%	44%	13%
55 and over	42%	47%	11%
Education			
High School or Less	38%	49%	13%
Some College	39%	47%	14%
College Degree	48%	39%	12%
Household Income			
Less than \$35,000	44%	44%	12%
\$35-75,000	42%	45%	14%
Over \$75,000	46%	45%	9%
Race*			
White	39%	47%	14%
Non-white	80%	16%	4%
Ideology*			
Liberal	72%	20%	7%
Moderate	45%	40%	16%
Conservative	22%	66%	12%
Religious Affiliation*			
Protestant	35%	55%	11%
Catholic	39%	43%	18%
Other/unaffiliated	61%	28%	11%
Born Again Christian or Fundamentalist*			
Yes	33%	54%	13%
No	47%	40%	13%
Region*			
Northwest	34%	56%	10%
Central	38%	51%	12%
Northeast	41%	46%	13%
Southwest	36%	45%	19%
Southeast	47%	39%	15%
Allegheny	48%	38%	14%
Philadelphia	71%	24%	6%

* 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?

48% Democrat
41% Republican
8% Independent
2% Something else
1% Don't know

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
Feb 2008	71%	14%	5%	8%	2%
Jan 2008	70%	16%	6%	7%	1%
Mar 2004	64%	17%	8%	8%	2%

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
Feb 2008	65%	29%	6%
Jan 2008	60%	35%	5%
Mar 2004	45%	45%	10%

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				
Feb 2008	41%	43%	15%	1%
Jan 2008	40%	43%	15%	2%
Aug 2007	41%	41%	16%	2%
Jun 2007	34%	46%	16%	4%
Feb 2007	32%	46%	17%	5%
BARACK OBAMA				
Feb 2008	46%	27%	21%	6%
Jan 2008	41%	27%	23%	9%
Aug 2007	37%	21%	23%	19%
Jun 2007	32%	21%	20%	27%
Feb 2007	31%	15%	20%	34%
JOHN MCCAIN				
Feb 2008	45%	26%	21%	8%
Jan 2008	46%	23%	21%	10%
Aug 2007	31%	30%	22%	17%
Jun 2007	34%	28%	22%	16%
Feb 2007	37%	23%	23%	17%
Feb 2000	44%	15%	28%	13%
MIKE HUCKABEE				
Feb 2008	23%	35%	20%	22%
Jan 2008	24%	27%	22%	27%

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

n = 303

	Clinton	Obama	Other	Don't know
Feb 2008	44%	32%	4%	20%
Jan 2008	40%	20%	17%	23%
Aug 2007	38%	21%	23%	18%
Jun 2007	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 = 231

	Certain	Still making up mind
Feb 2008	63%	37%
Jan 2008	54%	46%

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

	Feb 2008		Jan 2008	
	Clinton n = 133	Obama n = 96	Clinton n = 114	Obama n = 56
Healthcare	54%	17%	41%	13%
Economy	9%	11%	10%	4%
Iraq War	7%	21%	9%	18%
Social issues, equity	3%	3%	2%	2%
Homeland security, foreign policy	2%	2%	1%	2%
Public education	1%	1%	1%	0%
Fiscal, budget	1%	0%	0%	0%
Change, in general	0%	17%	1%	16%
Immigration	0%	0%	1%	0%
Taxes	0%	0%	1%	4%
Other, general	10%	10%	17%	14%
Other policy issues	3%	3%	4%	4%
Don't know	11%	15%	13%	25%

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

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

PrPairA. If the November general election for president was being held today and the candidates were (*rotated*) John McCain the Republican and Hillary Clinton the Democrat, would you vote for John McCain or Hillary Clinton?

	John McCain	Hillary Clinton	Don't know
Feb 2008	46%	46%	8%
Aug 2007	42%	50%	8%
Feb 2007	45%	41%	14%

PrPairB. If the November general election for president was being held today and the candidates were (*rotated*) John McCain the Republican and Barack Obama the Democrat, would you vote for John McCain or Barack Obama?

	John McCain	Barack Obama	Don't know
Feb 2008	44%	43%	13%
Aug 2007	42%	47%	11%
Feb 2007	43%	37%	20%

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?

Democrats

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

Republicans

	Feb 2008 n = 261	Jan 2008 n = 277
The economy	30%	26%
Homeland security	15%	15%
The Iraq War	12%	16%
Moral and family values	11%	14%
Healthcare	9%	10%
Illegal immigration	8%	8%
Taxes	7%	5%
Public education	1%	1%
Something else	4%	2%
Don't know	4%	3%

N2. Regardless of the political party and candidate you support, do you think that a (*rotated*) (Republican or a Democrat) will win the presidential election in November?

	Democrat	Republican	Don't know
Feb 2008	61%	20%	19%
Jan 2008	63%	22%	15%

N3. Which presidential candidate can best be described as... (rotated)
 (Respondents could name any candidate, not just those within their own party.)

Representing change

	Feb 2008	Jan 2008
Barack Obama	49%	37%
Hillary Clinton	21%	22%
John McCain	8%	2%
Mike Huckabee	2%	4%
Ron Paul	1%	2%
None	7%	4%
Other	1%	13%
Don't know	12%	16%

The most experienced

	Feb 2008	Jan 2008
John McCain	48%	32%
Hillary Clinton	39%	38%
Barack Obama	2%	1%
Mike Huckabee	1%	1%
Ron Paul	1%	1%
None	3%	2%
Other	1%	13%
Don't know	7%	12%

Having traditional values

	Feb 2008	Jan 2008
John McCain	34%	13%
Hillary Clinton	18%	15%
Mike Huckabee	15%	19%
Barack Obama	14%	7%
Ron Paul	1%	2%
None	3%	4%
Other	1%	19%
Don't know	15%	21%

Honest and trustworthy

	Feb 2008	Jan 2008
John McCain	24%	13%
Barack Obama	22%	14%
Hillary Clinton	15%	16%
Mike Huckabee	9%	9%
Ron Paul	1%	1%
None	16%	10%
Other	1%	17%
Don't know	12%	20%

Having the best chance to win the November election

	Feb 2008	Jan 2008
Barack Obama	35%	22%
John McCain	25%	11%
Hillary Clinton	21%	30%
Mike Huckabee	1%	2%
None	1%	1%
Other	0%	9%
Don't know	18%	25%

N4. For each of the following issues, please tell me the one presidential candidate you believe would be most likely to make the issue a top priority. It doesn't matter which candidate you support or whether you favor or oppose these issues. *(rotated)*

Using offensive strategies in the war on terror

	Feb 2008	Jan 2008
John McCain	64%	34%
Hillary Clinton	12%	13%
Barack Obama	8%	5%
Mike Huckabee	2%	2%
Ron Paul	1%	1%
None	3%	2%
Other	1%	23%
Don't know	11%	20%

Ending the war in Iraq

	Feb 2008	Jan 2008
Barack Obama	40%	24%
Hillary Clinton	33%	31%
John McCain	13%	9%
Ron Paul	1%	2%
Mike Huckabee	0%	2%
None	3%	4%
Other	1%	8%
Don't know	9%	20%

Strengthening the economy

	Feb 2008	Jan 2008
Hillary Clinton	32%	27%
John McCain	25%	8%
Barack Obama	23%	12%
Mike Huckabee	2%	3%
Ron Paul	1%	1%
None	3%	2%
Other	1%	24%
Don't know	13%	23%

Stopping illegal immigration

	Feb 2008	Jan 2008
John McCain	37%	14%
Hillary Clinton	15%	9%
Barack Obama	9%	4%
Mike Huckabee	6%	7%
Ron Paul	1%	2%
None	9%	5%
Other	1%	25%
Don't know	21%	34%

Increasing access to healthcare

	Feb 2008	Jan 2008
Hillary Clinton	64%	61%
Barack Obama	18%	9%
John McCain	6%	2%
Mike Huckabee	0%	1%
None	2%	3%
Other	1%	9%
Don't know	9%	15%

Protecting traditional family values

	Feb 2008	Jan 2008
John McCain	31%	9%
Mike Huckabee	19%	27%
Hillary Clinton	18%	15%
Barack Obama	17%	8%
Ron Paul	1%	1%
None	3%	2%
Other	1%	23%
Don't know	11%	15%

Reducing the income gap between rich and poor Americans

	Feb 2008	Jan 2008
Barack Obama	42%	24%
Hillary Clinton	25%	18%
John McCain	8%	3%
Mike Huckabee	2%	3%
Ron Paul	1%	2%
None	8%	8%
Other	1%	18%
Don't know	12%	24%

RatePres. How would you rate the way that George Bush is handling his job as president? Would you say he is doing...

	Excellent job	Good job	Only a fair job	Poor job	Don't know
GEORGE BUSH, as President					
Feb 2008	5%	17%	25%	52%	1%
Jan 2008	8%	22%	23%	47%	0%
Aug 2007	4%	19%	28%	49%	0%
Jun 2007	5%	19%	28%	48%	0%
Feb 2007	5%	22%	27%	46%	0%
Oct 2006	8%	23%	25%	43%	1%
Sep 2006	10%	26%	27%	36%	1%
Aug 2006	9%	24%	24%	43%	0%
May 2006	7%	23%	24%	45%	1%
Feb 2006	10%	26%	23%	40%	1%
Sep 2005	10%	25%	24%	42%	1%
Jun 2005	12%	31%	27%	30%	1%
Oct 2004	14%	30%	28%	28%	0%
Sep 2004	18%	31%	27%	24%	0%
Aug 2004	16%	30%	26%	28%	1%
Mar 2004	15%	34%	26%	24%	1%
Feb 2004	13%	32%	26%	28%	1%
Nov 2003	15%	32%	25%	28%	2%
Apr 2003	33%	31%	19%	15%	2%

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?)

- 30% Central
- 17% Southeast
- 12% Southwest
- 11% Northeast
- 11% Allegheny
- 11% Northwest
- 8% Philadelphia

AGE. What was your age on your last birthday?

- 2% 18-24
- 8% 25-34
- 12% 35-44
- 23% 45-54
- 27% 55-64
- 28% 65 and older

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

- 4% Non high school graduate
- 30% High school graduate or GED
- 13% Some college
- 10% Two-year or tech degree
- 24% Four year college degree
- 19% Post graduate degree

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

	Liberal	Moderate	Conservative	Don't know
Feb 2008	20%	41%	35%	4%
Jan 2008	18%	40%	38%	4%
Aug 2007	21%	44%	31%	4%
Jun 2007	19%	42%	35%	4%
Feb 2007	21%	41%	32%	6%
Oct 2006	17%	42%	35%	6%
Sep 2006	20%	39%	36%	5%
Aug 2006	19%	38%	38%	5%
May 2006	16%	43%	35%	6%
Feb 2006	21%	41%	34%	4%
Nov 2005	17%	42%	35%	7%
Sep 2005	22%	38%	35%	5%
Jun 2005*	19%	42%	33%	7%
Mar 2005*	16%	40%	38%	6%
Oct 2004	16%	39%	38%	7%
Sep 2004	16%	52%	29%	4%
Aug 2004	15%	48%	33%	3%
Mar 2004	16%	44%	34%	6%
Feb 2004	20%	41%	33%	7%
Nov 2003	21%	42%	31%	7%

Apr 2003*	19%	41%	35%	5%
Oct 2002	16%	41%	35%	8%
Sep 2002	18%	41%	35%	6%
Jun 2002	19%	43%	33%	5%
Oct 2001	20%	38%	36%	6%
Apr 2001	19%	36%	35%	9%
Oct 2000	22%	37%	33%	8%
Feb 2000	19%	44%	37%	0%
Jul 1999	18%	37%	39%	6%

*Question asked of all respondents regardless of registration status

PRTY1. Regardless of how you are registered, in politics, as of today, do you think of yourself as a Republican, a Democrat, or an Independent?

	Strong Rep	Rep	Lean Rep	Pure Indep	Lean Dem	Dem	Strong Dem	Don't know
Feb 2008	16%	11%	12%	5%	17%	13%	23%	3%
Jan 2008	19%	13%	13%	3%	17%	11%	21%	3%
Aug 2007	14%	12%	16%	5%	15%	12%	23%	3%
Jun 2007	16%	12%	13%	10%	15%	11%	20%	3%
Feb 2007	17%	13%	14%	7%	14%	10%	20%	5%
Oct 2006	19%	10%	13%	6%	16%	9%	22%	5%
Sep 2006	19%	12%	12%	5%	16%	11%	20%	5%
Aug 2006	20%	10%	12%	5%	13%	11%	24%	5%
Oct 2004	25%	11%	6%	15%	9%	9%	24%	3%
Sep 2004	25%	13%	8%	6%	8%	12%	23%	4%
Aug 2004	24%	13%	7%	4%	11%	12%	24%	4%
Apr 2003	27%	16%	5%	5%	6%	18%	22%	3%
Oct 2000	20%	11%	12%	11%	10%	11%	21%	4%
Jul 1999	22%	20%	6%	6%	5%	19%	18%	4%

Hisp. Are you Hispanic or Latino, or not?

3% Yes
97% No

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

92% White
8% Non-white

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

45% Protestant
29% Catholic
13% Some other religion
13% Not affiliated with any religion

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

31% Yes
 68% No
 1% Don't know

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

37% One
 51% Two
 9% 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?

	Better off	Worse off	About the same	Don't know
Feb 2008	20%	29%	51%	0%
Jan 2008	17%	25%	57%	1%
Nov 2005*	20%	28%	51%	1%
Sep 2005*	17%	36%	47%	0%
Jun 2005*	24%	24%	52%	0%
Mar 2005*	21%	28%	51%	1%
Nov 2003*	17%	29%	53%	1%
Apr 2003*	16%	30%	54%	0%
Mar 2003*	23%	26%	51%	1%
Jul 1999*	31%	16%	52%	1%
Jul 1998*	41%	9%	45%	5%
Mar 1998*	39%	7%	50%	4%
Jul 1996*	24%	12%	54%	10%
Feb 1996*	29%	16%	49%	6%
Apr 1995*	37%	12%	44%	7%

*Question asked of all respondents regardless of registration status

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

16% Under \$25,000
 13% \$25-\$35,000
 13% \$35-50,000
 22% \$50-75,000
 17% \$75-100,000
 17% Over \$100,000
 2% Don't know

DONE. Sex of respondent:

57% Female
 43% Male