

FRANKLIN & MARSHALL

August 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 August 4 - 10, 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. The data included in this release represent the responses of 641 adult residents of Pennsylvania who are currently registered to vote. Telephone numbers for the survey were generated using random digit dialing, and respondents were randomly selected from within each household. Final survey results were weighted to adjust for different selection probabilities and non-response.

The sample error for registered adults is +/- 3.9 percent. In addition to sampling error, this poll is also subject to other sources of non-sampling error. Generally speaking, two sources of error concern researchers most. Non-response bias is created when selected participants either choose not to participate in the survey or are unavailable for interviewing. Response errors are the product of the question and answer process. Surveys that rely on self-reported behaviors and

attitudes are susceptible to biases related to the way respondents process and respond to survey questions.

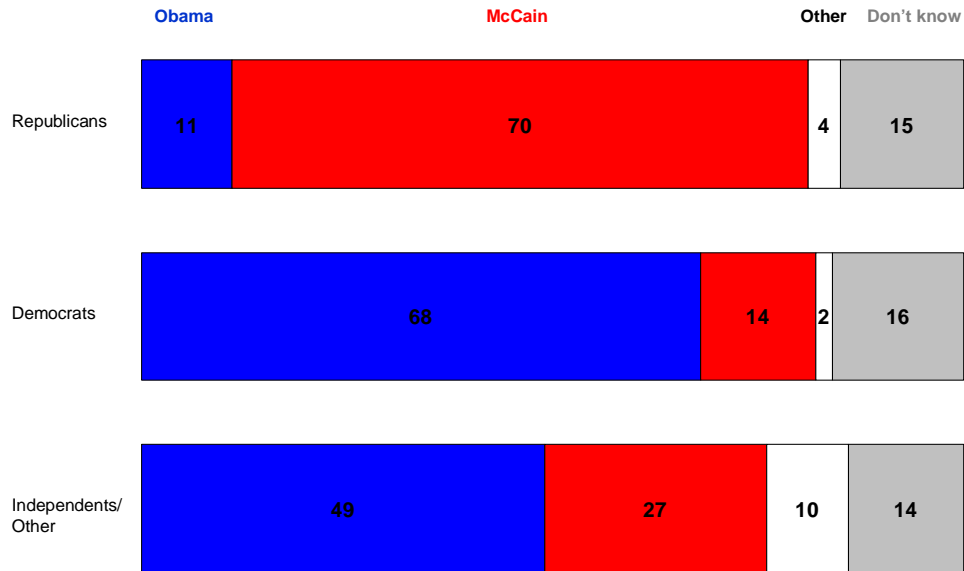
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Key Findings

The Presidential Election

The Franklin and Marshall College August 2008 survey of registered Pennsylvanians finds Democrat Barack Obama leading Republican John McCain by eight points, 44% to 36%. Obama's lead is smaller among likely voters, 46% to 41%. Obama holds a sizable lead among younger residents, non-whites, college graduates, women, and residents of Philadelphia (see Table A-1). McCain has an advantage with Protestants, fundamentalist Christians, and residents of northeastern and northwestern Pennsylvania. Both candidates fare well among their party faithful, and Obama has an advantage among independents (see Figure 1).

Figure 1. Pennsylvania Presidential Preference by Party Registration



Attitudinal variables are also associated with vote choice. Most registered Pennsylvanians believe the country is headed in the wrong direction (77%), and more than a third (37%) is worse off financially this year than last. Obama is currently leading among both of these groups (see Table 1). The economy (43%) is most often mentioned as the issue that will influence presidential vote choices in the fall, and Obama leads McCain among registered Pennsylvanians who are motivated by economic issues.

Table 1. Pennsylvania Presidential Vote Choice by Selected Attitudinal Items

	McCain	Obama	Other	DK
Direction of Country				
Right direction	72%	11%	5%	13%
Wrong track	27%	53%	3%	16%
Personal Finances Compared to Previous Year				
Better	54%	38%	0%	8%
Worse	29%	49%	5%	18%
About the same	37%	42%	4%	17%
Most Important Issue in Presidential Election				
Moral and family values	77%	17%	2%	5%
Foreign policy	68%	29%	0%	4%
Taxes	52%	16%	5%	27%
Energy policy	50%	27%	6%	16%
The economy	26%	51%	4%	20%
The Iraq War	22%	65%	1%	12%
Healthcare	16%	54%	8%	22%
Something else	48%	38%	6%	9%

A majority of registered Pennsylvanians believe that John McCain will mostly continue economic (55%) and foreign policies (58%) put into place by President Bush, although more Democrats and Independents than Republicans believe this is true (see Table 2). Respondents who believe that McCain will follow Bush policies are much more likely to plan to vote for Obama. If McCain's primary difficulty is that many believe he will carry on the policies of an unpopular administration, Obama's primary difficulty is his perceived

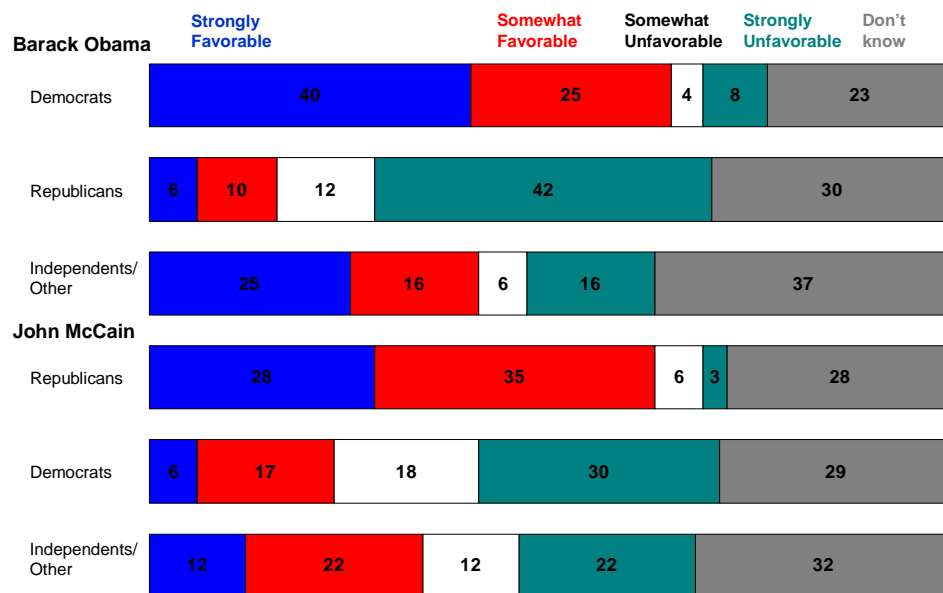
inexperience. Half (51%) of respondents say they would be concerned if Obama was elected president. In fact, more Democrats are concerned about Obama (34%) than are Republicans who are concerned about McCain (21%). About three in ten registered Pennsylvanians of each party who have concerns about Obama cite his lack of experience as their main concern.

Table 2. Perceptions of Presidential Candidates by Party

	Republican	Democrat	Independent/ Other			
McCain Economic Policy						
Like Bush's	39%	68%	57%			
Much different than Bush's	51%	22%	29%			
Don't know	11%	10%	14%			
McCain Foreign Policy						
Like Bush's	50%	65%	55%			
Much different than Bush's	37%	24%	33%			
Don't know	13%	11%	12%			
Concerned if McCain Elected President						
Yes	21%	64%	47%			
Concerned if Obama Elected President						
Yes	73%	34%	49%			
Why Concerned about McCain M Obama O	M	O	M	O	M	O
Views on policy issues	35%	22%	38%	24%	23%	23%
Too similar to Bush, would be no real change	20%	1%	30%	0%	48%	0%
Wishy-washy, wouldn't follow through w/promises	8%	7%	1%	13%	3%	11%
Physical attributes, including age, health, race	7%	3%	12%	8%	13%	3%
Personality, morality	4%	6%	4%	4%	3%	3%
Political party, ideology	3%	9%	5%	4%	7%	9%
Lack of experience, knowledge, ability	2%	28%	1%	29%	0%	31%
Don't know enough about him	2%	5%	0%	4%	0%	6%
Everything	1%	3%	2%	1%	0%	0%
Assassination attempts	0%	3%	0%	2%	0%	0%
Religious background, affiliation	0%	2%	0%	1%	0%	0%
Terrorist links, how his name sounds, unpatriotic	0%	3%	0%	1%	0%	0%
Other	16%	7%	5%	8%	3%	12%
Don't know	2%	2%	1%	1%	0%	3%

More registered Pennsylvanians rate the candidates favorably than unfavorably. Partisan favorability scores show that John McCain is not as positively viewed among Republicans as is Barack Obama among Democrats (see Figure 2). Fewer Republicans have a strongly favorable opinion of John McCain (28%) than Democrats who have a strongly favorable opinion of Barack Obama (40%).

Figure 2. Presidential Candidate Favorability Ratings by Party



Economic Concern and Hardship

The race for the presidency is taking place at a time when Pennsylvanians are focused intently on the economy. In addition to the concerns noted earlier about the direction of the country and residents' financial standing, many Pennsylvanians mention that economic concerns are the greatest problems facing their families. Two-thirds (69%) of respondents mention an economic concern as

the biggest problem facing their families. About seven in ten (69%) believe that the problems they are facing can be solved with the help of government.

Many Pennsylvanians have suffered some economic hardships during the previous 12 months. About one in six registered adults has experienced a reduction in pay (17%) and has been without health insurance coverage (16%) at some point during the past year (see Figure 3). Overall, two in five (40%) registered Pennsylvanians have experienced at least one of the 11 listed financial hardships during the past year, and these respondents are much more likely to vote for Obama (51%) than McCain (27%) in November.

Figure 3. Economic Hardships during Previous 12 Months

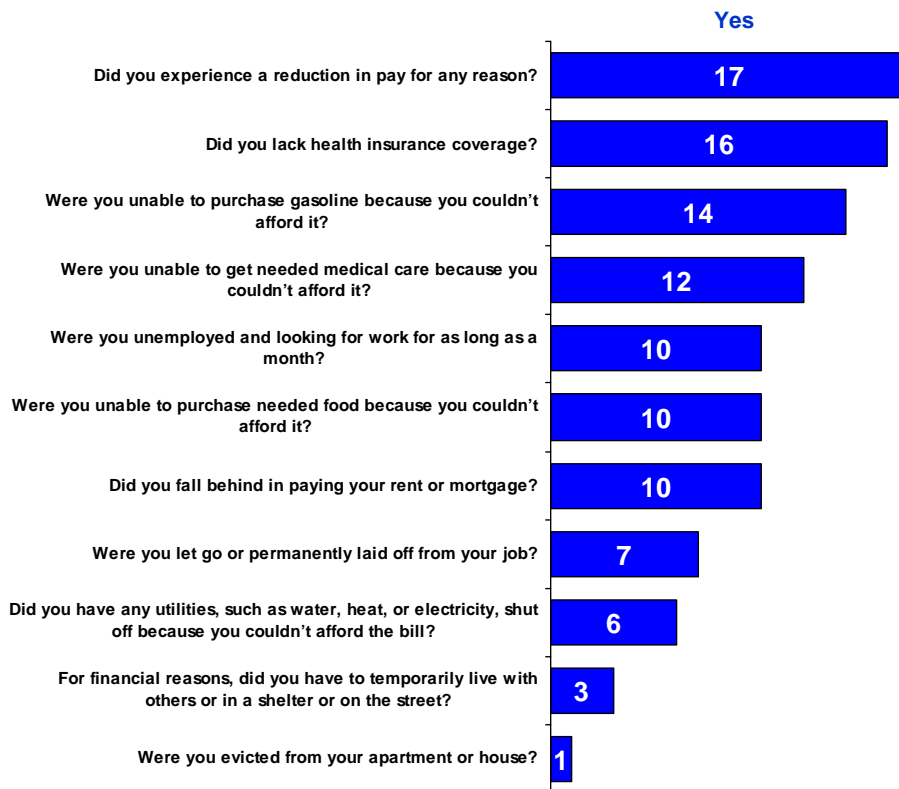


Table A-1. Presidential Vote Choice by Selected Demographics

If the November general election for president were being held today and the candidates were (rotated) John McCain the Republican and Barack Obama the Democrat, would you vote for John McCain, Barack Obama, some other candidate, or aren't you sure how you would vote?

	McCain	Obama	Other	DK
Gender*				
Male	43%	42%	2%	13%
Female	32%	46%	5%	18%
Age				
18-34	33%	49%	2%	16%
35-54	39%	44%	3%	14%
55 and over	35%	42%	4%	18%
Education				
High School or Less	37%	39%	4%	20%
Some College	41%	42%	3%	14%
College Degree	33%	49%	4%	14%
Household Income*				
Less than \$35,000	28%	43%	7%	22%
\$35-75,000	40%	44%	2%	14%
Over \$75,000	40%	48%	2%	10%
Race*				
White	41%	39%	4%	16%
Non-white	2%	83%	3%	11%
Marital Status*				
Married	42%	40%	3%	15%
Not currently married	30%	46%	5%	19%
Single, never married	23%	56%	3%	18%
Religious Affiliation*				
Catholic	37%	44%	3%	16%
Protestant	45%	37%	4%	14%
Other	32%	41%	5%	23%
Unaffiliated	19%	61%	4%	16%
Born Again Christian or Fundamentalist*				
Yes	48%	31%	5%	17%
No	32%	50%	3%	15%
Household Union Member				
Yes	29%	52%	3%	16%
No	39%	41%	4%	16%
Military Veteran*				
Yes	46%	40%	7%	7%
No	35%	45%	3%	18%
Region*				
Philadelphia	7%	82%	2%	9%
Northeast	42%	35%	3%	21%
Allegheny	30%	50%	0%	20%
Southwest	27%	50%	5%	18%
Northwest	41%	30%	14%	15%
Central	40%	40%	4%	16%
Southeast	43%	45%	1%	11%
Party Registration*				
Republican	70%	11%	4%	15%
Democrat	14%	68%	2%	16%
Independent/Other	27%	49%	10%	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?

50% Democrat
38% Republican
10% Independent
2% Something else

Vote_Nov. Many people will vote in the election for president in November, however, many other people will not. What would you say are the chances you will vote in the November presidential election? 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 November election for president?

86% Certain to vote
9% Will probably vote
3% Chances 50-50
2% Don't think will vote

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
Aug 2008	62%	33%	5%
Feb 2008	65%	29%	6%
Jan 2008	60%	35%	5%
Mar 2004	45%	45%	10%

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

79% Always
13% Usually
5% Only sometimes
3% Rarely

Vot04. Did you vote in the last presidential election in 2004 or not?

92% Yes
7% No
1% Don't know

IntFav. Please let me know your opinion of some people involved in politics today...Is your opinion of ___ favorable, unfavorable, undecided, or haven't heard enough about ___ to have an opinion? (rotated) (Note: Respondents in Aug 2008 who chose "favorable" or "unfavorable" were asked if their opinion was strongly or somewhat favorable/unfavorable).

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
Barack Obama	25%	18%	7%	22%	23%	5%
John McCain	15%	24%	13%	19%	23%	6%

	Favorable	Unfavorable	Undecided	Don't know
BARACK OBAMA				
Aug 2008	43%	29%	23%	5%
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				
Aug 2008	39%	32%	23%	6%
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%

Pres08. If the November general election for president were being held today and the candidates were (rotated) John McCain the Republican and Barack Obama the Democrat, would you vote for John McCain, Barack Obama, some other candidate, or aren't you sure how you would vote? (Note: The latter two response choices were not read to respondents before Aug 2008.)

	John McCain	Barack Obama	Other	Don't know
Aug 2008	36%	44%	4%	16%
Feb 2008	44%	43%	-	13%
Aug 2007	42%	47%	-	11%
Feb 2007	43%	37%	-	20%

Cert. Are you absolutely CERTAIN you will vote FOR [fill Pres08] in the election, or are you still making up your mind?

- 505 Subsample size
- 75% Certain
- 25% Still making up mind

Lean. As of today, do you lean more to (*rotated*) John McCain the Republican, Barack Obama the Democrat, or are you leaning toward some other candidate?

113 Subsample size

24% John McCain
34% Barack Obama
5% Other
37% Don't know

IssPrim. What will be the single most important issue in your vote for president this year? (*rotated*) Foreign policy, the Iraq war, the economy, healthcare, energy policy, taxes, moral and family values, or something else?

43% The economy
12% The Iraq War
10% Healthcare
9% Moral and family values
8% Energy policy
6% Foreign policy
3% Taxes
7% Something else
3% Don't know

McC1. If John McCain is elected president, do you think he will mostly continue the ECONOMIC POLICIES put into place by President Bush or do you think he will develop ECONOMIC POLICIES that are much different than President Bush's?

55% Mostly continue the economic policies put into place by President Bush
34% Develop economic policies that are much different than President Bush's
11% Don't know

McC2. If John McCain is elected president, do you think he will mostly continue the FOREIGN POLICY put into place by President Bush or do you think he will develop a FOREIGN POLICY that is much different than President Bush's?

58% Mostly continue the foreign policy put into place by President Bush
30% Develop a foreign policy that is much different than President Bush's
12% Don't know

(Questions McC3 through Ob3y are rotated.)

McC3. Regardless of how you plan to vote in November, would you be concerned if John McCain was elected president?

46% Yes
50% No
4% Don't know

McC3y. What would concern you about him?

292 Subsample size

46% Views on policy issues
26% Too similar to Bush, current administration
14% Physical attributes, including age, health, race
13% Would be no real change
6% Political party, ideology
5% Personality, morality
3% Tries to please everyone, wishy-washy, wouldn't follow through with promises
2% Everything
10% Other
1% Don't know

Ob3. Regardless of how you plan to vote in November, would you be concerned if Barack Obama was elected president?

51% Yes
45% No
4% Don't know

Ob3y. What would concern you about him?

322 Subsample size

39% Lack of experience, knowledge, ability
30% Views on policy issues
12% Tries to please everyone, wishy-washy, wouldn't follow through with promises
10% Political party, ideology
7% Don't know enough about him
7% Personality, morality
6% Physical attributes, including age, health, race
3% Everything
3% Assassination attempts
2% Religious background, affiliation
2% Terrorist links, how his name sounds, unpatriotic
11% Other
2% Don't know

IntD1. Which candidate, (*rotated*) Barack Obama or John McCain, do you think is best DESCRIBED by each of the following statements?

	Barack Obama	John McCain	Don't know
Best understands the concerns of ordinary Americans	55%	32%	13%
Is most able to develop a comprehensive energy policy that will reduce dependence on foreign oil	47%	34%	19%
Will take on special interests in Washington	46%	31%	23%
Is most able to handle the economy	42%	39%	19%
Is closest to your views on values issues, such as abortion and gay marriage	40%	35%	25%
Will best handle the situation in Iraq	39%	48%	13%
Will best protect the United States against terrorism	29%	53%	18%
Has the experience needed to be president	22%	60%	18%

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
Aug 2008	3%	18%	27%	51%	1%
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%

UStrk. All in all, do you think things in the United States are generally headed in the RIGHT DIRECTION, or do you feel that things are off on the WRONG TRACK?

18% Right direction
 77% Wrong track
 5% Don't know

MIP_YF. What do you think is the MOST IMPORTANT PROBLEM facing YOU and YOUR FAMILY TODAY?

- 54% Economy, personal finances, cost of living
- 15% Gasoline/oil prices, energy
- 7% Healthcare, insurance
- 3% Iraq War
- 3% Taxes
- 2% Government, politicians
- 2% Values, morality, religion
- 2% Education, schools
- 2% Terrorism, foreign policy
- 7% Other
- 4% Don't know

Gov. Do you think that the problems facing you and your family can be solved with the help of the government, or are these problems beyond what you think the government can do?

- 69% With help of government
- 25% Beyond what government can do
- 6% Don't know

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
Aug 2008	16%	37%	46%	1%
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%
Sep 2002	25%	26%	47%	1%
Jun 2002	29%	20%	50%	1%
Jul 1999*	31%	16%	52%	1%
Jul 1998*	31%	16%	52%	1%
Mar 1998*	31%	16%	52%	1%
Jul 1996*	21%	22%	56%	1%
Feb 1996*	21%	21%	57%	1%
Apr 1995*	26%	21%	52%	1%

*Question asked of all respondents regardless of registration status

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?

	Better off	Worse off	About the same	Don't know
Aug 2008	28%	15%	45%	12%
Nov 2005*	29%	20%	48%	3%
Sep 2005*	27%	23%	45%	5%
Jun 2005*	32%	15%	48%	5%
Mar 2005*	31%	20%	45%	4%
Nov 2003*	33%	13%	49%	5%
Apr 2003*	27%	17%	51%	5%
Sep 2002	38%	8%	43%	11%
Jun 2002	35%	6%	49%	10%
Jul 1999*	38%	8%	50%	4%
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

IntHard. Now I'm going to ask you about various events that happen to people. I'm interested in those that happened to you at any point during the last 12 months, that is since [fill one year ago's date]. Did any of the following hardships happen to you in the last 12 months? (*rotated*)

	Yes	No	Don't know
Did you experience a reduction in pay for any reason?	17%	82%	1%
Did you lack health insurance coverage?	16%	84%	0%
Were you unable to purchase gasoline because you couldn't afford it?	14%	86%	0%
Were you unable to get needed medical care because you couldn't afford it?	12%	88%	0%
Were you unable to purchase needed food because you couldn't afford it?	10%	90%	0%
Did you fall behind in paying your rent or mortgage?	10%	90%	0%
Were you unemployed and looking for work for as long as a month?	10%	89%	1%
Were you let go or permanently laid off from your job?	7%	93%	0%
Did you have any utilities, such as water, heat, or electricity, shut off because you couldn't afford the bill?	6%	94%	0%
For financial reasons, did you have to temporarily live with others or in a shelter or on the street?	3%	97%	0%
Were you evicted from your apartment or house?	1%	99%	0%

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?)

35%	Central
15%	Southeast
14%	Northeast
11%	Allegheny
10%	Southwest
8%	Northwest
7%	Philadelphia

Resd. How many years have you lived at your current address?

15.7	Mean
------	------

AGE. What was your age on your last birthday?

6%	18-24
16%	25-34
19%	35-44
22%	45-54
16%	55-64
21%	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
12%	Some college
10%	Two-year or tech degree
25%	Four year college degree
19%	Post graduate degree

MAR. What is your CURRENT marital status, are you single, married, separated, divorced, or a widower?

17%	Single, Never Married
62%	Married
1%	Separated
10%	Divorced
10%	Widow or widower

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

24%	Yes
75%	No
1%	Don't know

VET. Are you a military veteran?

14%	Yes
86%	No

Hisp. Are you Hispanic or Latino, or not?

2% Yes
98% No

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

89% White
11% Non-white

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

38% Protestant
31% Catholic
13% Some other religion
18% Not affiliated with any religion

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

28% Yes
70% No
2% Don't know

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

26% One
56% Two
13% Three
5% Four or more

WORK. Are you currently working FULL-time, PART-time, going to school, keeping house or something else?

55% Full-time
9% Part-time
2% Going to school
8% Keeping house
3% Unemployed
3% Disabled
20% Retired

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

13% Under \$25,000
12% \$25-\$35,000
12% \$35-50,000
24% \$50-75,000
18% \$75-100,000
18% Over \$100,000
3% Don't know

DONE. Sex of respondent:

56% Female
44% Male