

FRANKLIN & MARSHALL

**April 2008**

**Franklin & Marshall  
College Poll**

**SURVEY OF PENNSYLVANIANS  
SUMMARY OF FINDINGS**

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**April 15, 2008**

## Table of Contents

<b>METHODOLOGY</b> .....	<b>2</b>
<b>KEY FINDINGS</b> .....	<b>3</b>
<b>TABLE A-1. DEMOCRATIC PRIMARY VOTE CHOICE BY SELECTED DEMOGRAPHICS, REGISTERED DEMOCRATS</b> .....	<b>6</b>
<b>TABLE A-2. DEMOCRATIC PRIMARY VOTE CHOICE BY SELECTED DEMOGRAPHICS, LIKELY VOTERS</b> .....	<b>7</b>
<b>MARGINAL FREQUENCY REPORT</b> .....	<b>8</b>

## Methodology

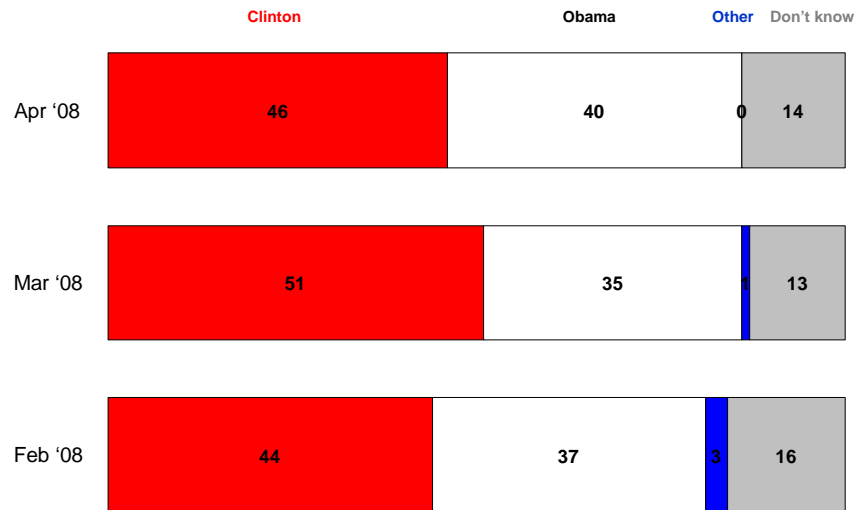
The survey findings presented in this release are based on the results of interviews conducted April 8-13, 2008. The interviews were conducted at the Center for Opinion Research at Franklin & Marshall College under the direction of the poll's Director, Dr. G. Terry Madonna, Head Methodologist, Berwood Yost, and Project Manager, Jennifer Harding. Interviews were completed with 547 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 +/- 4.2 percent. Among the 367 likely Democratic voters, the sample error is slightly larger (+/- 5.1 percent). In addition to sampling error, this poll is also subject to other sources of error.

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 April 2008 Franklin and Marshall College Poll finds Hillary Clinton maintaining an advantage over Barack Obama in the Democratic primary race, 46 to 40 percent among likely voters (see Figure 1). This is smaller than her lead in March. Her advantage is about the same, 49 to 42 percent, when voters who are leaning toward one candidate are included. This leaves about eight percent of likely voters truly undecided. More Clinton voters (92%) than Obama voters (85%) are “certain” about their vote choice.

**Figure 1. Likely Democratic Voters’ Presidential Primary Vote Choice**



Clinton has a ten point advantage among women, while male voters split their vote evenly (see Table A-2). Clinton also continues to do well among older voters, less educated voters, and Catholics. Obama leads among younger voters, those with a college degree, and non-whites. Regional differences are also evident in voter preferences. Clinton leads throughout Western Pennsylvania, while

Obama tends to fair better in the eastern half of the state, particularly in the Southeast.

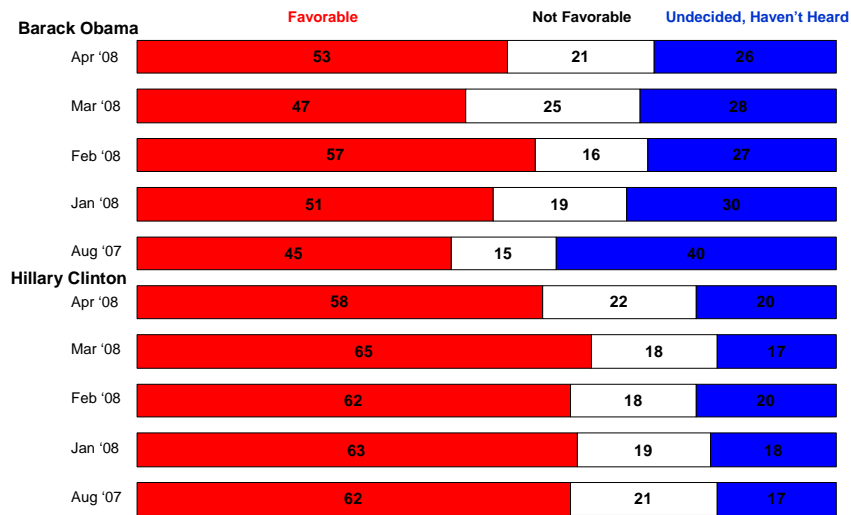
These demographic differences will be the key feature of the campaign as the race enters the final week. Differential turnout by gender, age, and region of the state will determine whether the state moves toward one candidate or the other. For example, respondents from Philadelphia and Southeastern Pennsylvania represent 31 percent of likely voters in the sample but represent 36 percent of the state's registered Democrats. Since Obama leads among these voters, turnout that is equivalent to registration in the Southeast would mean a closer race. The same is true for the youngest voters (ages 18-34), who represent only seven percent of likely voters but constitute about one-quarter of all registered Democrats.

The number of registered Democrats in Pennsylvania has increased markedly since November, with about 275,000 new or party change applications going to the Democrats, representing about seven percent of the state's registered Democrats. The survey finds that 62 percent of Democrats who registered within the past three months plan to vote for Obama.

Four in ten (39%) Democrats feel that the news media has been harder on Clinton compared to only five percent who feel the media has been harder on Obama. Although more Democrats feel Clinton has been treated unfairly by the media, more also say that her campaign has been unfair to Obama (28%) than vice versa (18% say Obama's campaign has been unfair to Clinton). Almost all (94%) registered Democrats have seen a television ad for the Obama campaign, and nearly nine in ten (88%) have seen a Clinton commercial. Democrats believe

Obama’s ads have been more effective than Clinton’s (46% to 24%). Democrats also think Clinton’s ads have been more negative than Obama’s (33% to 15%). This perception about negative advertising may be one reason that Hillary Clinton’s favorable ratings have slipped somewhat since March, while Obama’s have improved (see Figure 2).

**Figure 2. Democrats’ Favorability Ratings**



The economy continues to gain in importance as an election issue for Democratic primary voters. Two in five (43%) Democrats say that the economy will be the most important issue in the race this year, which is up from 29 percent who gave this response in January. The war in Iraq has been and remains the key issue for about one-quarter (23%) of Democrats.

Fewer Clinton voters say they would for Obama in November if he won the nomination (48%) compared to the number of Obama supporters who say they would vote for Clinton if she won the nomination (58%).

**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? **REGISTERED DEMOCRATS, n = 547**

	Clinton	Obama	Other	DK
<b>Gender</b>				
Male	40%	38%	3%	20%
Female	48%	33%	2%	16%
<b>Age</b>				
18-34	36%	55%	0%	9%
35-54	47%	34%	3%	16%
55 and over	45%	32%	3%	20%
<b>Education*</b>				
High School or Less	51%	26%	3%	20%
Some College	47%	33%	2%	18%
College Degree	39%	44%	2%	15%
<b>Household Income</b>				
Less than \$35,000	49%	26%	3%	22%
\$35-75,000	42%	36%	3%	19%
Over \$75,000	44%	41%	3%	13%
<b>Race*</b>				
White	48%	32%	3%	18%
Non-white	22%	59%	0%	19%
<b>Ideology*</b>				
Liberal	42%	43%	0%	15%
Moderate	48%	36%	2%	14%
Conservative	42%	24%	7%	28%
<b>Religious Affiliation*</b>				
Protestant	43%	36%	3%	18%
Catholic	52%	25%	3%	20%
Other/unaffiliated	39%	45%	1%	15%
<b>Born Again Christian or Fundamentalist</b>				
Yes	42%	38%	5%	15%
No	46%	34%	2%	18%
<b>Household Union Member*</b>				
Yes	42%	29%	2%	28%
No	46%	37%	3%	14%
<b>Change in Financial Situation Past Year</b>				
Better	45%	45%	2%	9%
Worse	47%	30%	2%	21%
About the same	43%	37%	3%	17%
<b>Expected Change in Financial Situation Next Year</b>				
Better	39%	42%	3%	17%
Worse	48%	29%	2%	22%
About the same	45%	35%	3%	17%
<b>Region</b>				
Southwest	56%	18%	3%	23%
Northwest	47%	31%	6%	16%
Central	45%	35%	3%	17%
Northeast	44%	39%	1%	15%
Allegheny	43%	37%	1%	18%
Philadelphia	41%	39%	0%	20%
Southeast	40%	43%	2%	15%
<b>Length of Party Registration*</b>				
Less than six months	36%	57%	0%	7%
More than six months	46%	32%	3%	19%

\* Significant differences (p<.05)

**Table A-2. 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?  
**LIKELY VOTERS, n = 367**

	Clinton	Obama	Other	DK
<b>Gender</b>				
Male	41%	41%	0%	17%
Female	49%	39%	1%	12%
<b>Age</b>				
18-34	38%	58%	0%	4%
35-54	46%	41%	0%	13%
55 and over	47%	36%	1%	15%
<b>Education</b>				
High School or Less	50%	33%	0%	16%
Some College	50%	31%	1%	18%
College Degree	41%	47%	1%	11%
<b>Household Income</b>				
Less than \$35,000	57%	25%	0%	18%
\$35-75,000	42%	41%	1%	16%
Over \$75,000	42%	46%	1%	11%
<b>Race*</b>				
White	50%	36%	1%	14%
Non-white	19%	67%	0%	15%
<b>Ideology*</b>				
Liberal	39%	49%	0%	12%
Moderate	48%	42%	0%	10%
Conservative	50%	20%	3%	27%
<b>Religious Affiliation*</b>				
Protestant	40%	43%	1%	16%
Catholic	59%	25%	0%	16%
Other/unaffiliated	39%	50%	1%	10%
<b>Born Again Christian or Fundamentalist</b>				
Yes	40%	47%	1%	12%
No	47%	38%	0%	14%
<b>Household Union Member*</b>				
Yes	44%	33%	1%	22%
No	47%	42%	0%	11%
<b>Change in Financial Situation Past Year</b>				
Better	48%	43%	0%	10%
Worse	48%	34%	1%	17%
About the same	43%	46%	1%	11%
<b>Expected Change in Financial Situation Next Year</b>				
Better	42%	46%	0%	13%
Worse	48%	32%	0%	20%
About the same	44%	42%	1%	12%
<b>Region</b>				
Northwest	59%	28%	0%	13%
Southwest	59%	18%	0%	23%
Allegheny	53%	33%	0%	13%
Northeast	47%	47%	0%	7%
Central	39%	42%	1%	17%
Southeast	38%	51%	1%	9%
Philadelphia	34%	50%	0%	16%
<b>Length of Party Registration*</b>				
Less than six months	37%	60%	0%	4%
More than six months	47%	36%	1%	16%

\* 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

DLen. How long have you been registered as a Democrat in Pennsylvania? For less than one month, 1 to 3 months, 3 to 6 months, or for more than 6 months?

6% Less than one month  
4% 1 to 3 months  
1% 3 to 6 months  
89% More than 6 months

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
<b>Apr 2008</b>	<b>85%</b>	<b>9%</b>	<b>4%</b>	<b>2%</b>	<b>0%</b>
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
<b>Apr 2008</b>	<b>72%</b>	<b>25%</b>	<b>3%</b>
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?

	Always	Usually	Sometimes	Rarely	Don't know
<b>Apr 2008</b>	<b>55%</b>	<b>24%</b>	<b>11%</b>	<b>10%</b>	<b>0%</b>
Mar 2008	53%	27%	11%	8%	1%



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
<b>HILLARY CLINTON</b>				
<b>Apr 2008</b>	<b>58%</b>	<b>22%</b>	<b>19%</b>	<b>1%</b>
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%
<b>BARACK OBAMA</b>				
<b>Apr 2008</b>	<b>53%</b>	<b>21%</b>	<b>22%</b>	<b>4%</b>
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
<b>Apr 2008</b>	<b>Likely Democratic Voters</b>	<b>46%</b>	<b>40%</b>	<b>0%</b>	<b>14%</b>
	<b>Registered Democrats</b>	<b>45%</b>	<b>35%</b>	<b>2%</b>	<b>18%</b>
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 = 431 registered Democrats, 308 likely Democratic voters

		Certain	Still making up mind	Don't know
<b>Apr 2008</b>	<b>Likely Democratic Voters</b>	<b>88%</b>	<b>12%</b>	<b>0%</b>
	<b>Registered Democrats</b>	<b>83%</b>	<b>17%</b>	<b>0%</b>
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%

LeanDem. As of today, do you lean more to (*rotated*) Hillary Clinton or Barack Obama?

n = 103 registered Democrats, 57 likely Democratic voters

	Clinton	Obama	Other	Don't know
<b>Likely Democratic Voters</b>	<b>25%</b>	<b>18%</b>	<b>4%</b>	<b>53%</b>
<b>Registered Democrats</b>	<b>31%</b>	<b>20%</b>	<b>3%</b>	<b>46%</b>

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

	Apr 2008		Mar 2008		Jan 2008	
	Clinton n = 273	Obama n = 207	Clinton n = 228	Obama n = 126	Clinton n = 114	Obama n = 56
Healthcare	33%	7%	46%	14%	41%	13%
Economy	20%	17%	17%	14%	10%	4%
Iraq War	14%	25%	7%	26%	9%	18%
Public education	4%	3%	2%	2%	1%	0%
Homeland security, foreign policy	2%	2%	3%	2%	1%	2%
Middle class	2%	1%	--	--	--	--
Social issues, equity	1%	2%	3%	4%	2%	2%
Change, in general	0%	11%	0%	14%	1%	16%
Ethics, anti-lobbyist	0%	3%	--	--	--	--
Energy crisis	0%	3%	--	--	--	--
Immigration	0%	1%	0%	0%	1%	0%
Taxes	0%	1%	0%	1%	1%	4%
Other, general	6%	6%	5%	7%	17%	14%
Other policy issues	1%	5%	2%	2%	4%	4%
None/don't know	15%	14%	14%	15%	13%	25%

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

	Apr 2008		Mar 2008		Jan 2008	
	Clinton n = 273	Obama n = 207	Clinton n = 228	Obama n = 126	Clinton n = 114	Obama n = 156
You like him/her as a person	12%	21%	16%	17%	11%	16%
You prefer his/her stand on some issues	63%	55%	59%	64%	60%	55%
You dislike the other candidate	8%	11%	6%	10%	7%	9%
Some other reason	18%	13%	18%	7%	23%	18%
Don't know	0%	1%	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?

	Apr 2008	Mar 2008	Feb 2008	Jan 2008
The economy	43%	39%	35%	29%
The Iraq War	23%	23%	17%	26%
Healthcare	13%	18%	19%	19%
Moral and family values	4%	4%	2%	4%
Homeland security	3%	4%	6%	5%
Public education	3%	1%	5%	2%
Taxes	2%	3%	2%	3%
Illegal immigration	2%	2%	5%	5%
Something else	4%	4%	5%	3%
Don't know	2%	3%	3%	4%

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 = 273)**

	Obama	McCain	Other	Won't vote	Don't know
<b>Apr 2008</b>	<b>48%</b>	<b>21%</b>	<b>3%</b>	<b>13%</b>	<b>15%</b>
Mar 2008	53%	19%	5%	13%	10%

**Barack Obama supporters (n = 207)**

	Clinton	McCain	Other	Won't vote	Don't know
<b>Apr 2008</b>	<b>58%</b>	<b>21%</b>	<b>6%</b>	<b>6%</b>	<b>9%</b>
Mar 2008	60%	20%	3%	3%	14%

VPHC. If Hillary Clinton wins the nomination, would you like to see her choose Barack Obama or someone else as her running mate?

**Hillary Clinton supporters (n = 273)**

- 43% Obama
- 43% Someone else
- 14% Don't know

VPBO. If Barack Obama wins the nomination, would you like to see him choose Hillary Clinton or someone else as his running mate?

**Barack Obama supporters (n = 207)**

- 30% Clinton
- 58% Someone else
- 12% Don't know

Med1. Would you say the news media has been harder on (*rotated*) Hillary Clinton or Barack Obama, or have they been treated about the same?

- 39% Clinton
- 5% Obama
- 53% About the same
- 3% Don't know

(MedHC and MedBO rotated)

MedHC. Has Hillary Clinton's campaign against Barack Obama been fair or unfair to Barack Obama?

- 25% Very fair
- 39% Somewhat fair
- 19% Somewhat unfair
- 9% Very unfair
- 8% Don't know

MedBO. Has Barack Obama's campaign against Hillary Clinton been fair or unfair to Hillary Clinton?

- 36% Very fair
- 37% Somewhat fair
- 13% Somewhat unfair
- 5% Very unfair
- 9% Don't know

Com. Have you seen any TV commercials for (*rotated*) Hillary Clinton/Barack Obama, or not?

	Clinton	Obama
Yes	88%	94%
No	11%	5%
Don't know	1%	1%

IntComm. Which candidate's commercials...

n = 470

	Clinton	Obama	Neither	Don't know
Talk most about the issues you are interested in	39%	36%	14%	11%
Are the most believable	30%	36%	21%	13%
Are the most negative about the other candidate	33%	15%	35%	17%
Are the most effective	24%	46%	15%	15%

(SeeHC and SeeBO rotated)

SeeHC. Have you attended any rallies or events sponsored by Hillary Clinton's campaign?

5%	Yes
95%	No

SeeHCa. Was Hillary Clinton there?

n = 27

56%	Yes
44%	No

SeeBO. Have you attended any rallies or events sponsored by Barack Obama's campaign?

5%	Yes
95%	No

SeeBOa. Was Barack Obama there?

n = 25

52%	Yes
48%	No

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?)

21%	Central
16%	Southeast
14%	Southwest
13%	Allegheny
13%	Northeast
12%	Northwest
11%	Philadelphia

AGE. What was your age on your last birthday?

2%	18-24
7%	25-34
13%	35-44
23%	45-54
23%	55-64
32%	65 and older

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

6%	Non high school graduate
30%	High school graduate or GED
14%	Some college
9%	Two-year or tech degree
19%	Four year college degree
22%	Post graduate degree

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

29%	Liberal
44%	Moderate
22%	Conservative
5%	Don't know

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

24%	Yes
76%	No

Hisp. Are you Hispanic or Latino, or not?

3%	Yes
97%	No

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

88%	White
12%	Non-white

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

35%	Protestant
35%	Catholic
15%	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
74%	No
3%	Don't know

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

35%	One
52%	Two
10%	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?

12%	Better off
46%	Worse off
42%	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?

20%	Better off
23%	Worse off
48%	About the same
9%	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
14%	\$35-50,000
17%	\$50-75,000
16%	\$75-100,000
19%	Over \$100,000
2%	Don't know

DONE. Sex of respondent:

37%	Male
63%	Female