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POLLING AND
RESEARCH



**PA Presidential Statewide Poll
Conducted August 11-14, 2008
Sample Size 700 Likely General Election Voters
Margin of Error +/-3.7% at 95% Confidence Level
Executive Summary, Analysis & Top Line Survey Results
[With Comparisons to May '08 Survey]**

A proven winner in survey research and public opinion polling

Methodology

This statewide poll was conducted August 11-14, 2008 with 700 likely general election voters. Only voters with prior vote history in key general elections from 2007, 2006, 2005 and 2004 were contacted, as well as newly-registered voters since 2007. An additional vote screen was used to filter out those whose chances of voting are less than fifty percent in the upcoming general election. Interviews are randomly selected and conducted via telephone using our professionally-trained, live survey research interviewers from our main offices in Harrisburg. The margin of error for a sample size of 700 is +/-3.7% at the 95% confidence level.

Following are the key findings from the poll:

- In the PA presidential race, Barack Obama still holds a narrow lead over John McCain, with 46% supporting Obama to 41% for McCain; 10% remain undecided with 3% saying they would vote for neither or vote for another candidate. This includes 30% who are "definitely" voting for McCain and 37% "definitely" voting for Obama. **This poll shows no movement from Obama's narrow 46/39 lead in May, which means Obama has gotten no positive "bounce" since officially clinching the nomination battle over Hillary Rodham Clinton earlier this year.** In a close contest however, Obama's lead on intensity with a higher percentage of "definite" support could be the deciding factor that puts him over the top because it means his base is more solidified and his troops more energized than those of McCain.
- From a regional standpoint, Obama continues to hold relatively stable leads over McCain in Philadelphia (67/21), the suburban Southeast counties Chester, Bucks, Delaware, Montgomery (50/33), Allegheny County (56/37) and the Northwest/Erie market (46/36). Obama also holds a narrow 47/43 lead in the Northeast/Wilkes-Barre/Scranton market, which is really a statistical toss-up within the poll's margin of error; the candidates were also virtually tied in this region in May. Obama also leads with Democrats (73/16), Independents (48/25), females (48/38), 18-29 year-olds (75/21), 30-44 year-olds (45/38) and 45-59 year-olds (49/37), African-Americans (98/0), those with a college degree or higher level of education (50/35) and high-income households (50/44).
- From a regional standpoint, McCain continues to lead Obama in the Southwest/Pittsburgh media market excluding Allegheny County (50/32), "T"/Central/Johnstown/Altoona media market (52/38) and South Central/Harrisburg media market (53/33). McCain's current 18-point lead over Obama in the Southwest represents a widening margin in comparison to May when he led more narrowly by 11 points, or 45/34. **This supports our conclusion from May that McCain's key to winning the state may rest with this socially-conservative region where white working-class voters have strong appeal to his message despite the fact that this region is registered mainly Democratic.** In addition, McCain's leads in the Republican-leaning "T"/Central and South Central/Harrisburg regions also shows an increase in support from May, up from his 42/39 and 48/36 leads in these regions respectively. This suggests Republicans are "coming home" to the presumptive nominee. McCain also leads with senior citizens 60 years old and older (50/37), which are usually considered the age group most likely to vote, and also leads with white voters without college degrees (50/36).
- Both McCain and Obama have virtually the same ratios in hard name ID and are liked nearly equally by the voters. For Obama, he is viewed favorably by 46% of voters, compared to 32% who have an unfavorable opinion; 22% have no opinion of him. For McCain, 44% view him favorably, compared to 34% who view him unfavorably and 22% who have no opinion. This again reflects the closeness of the race since neither candidate has succeeded in developing a positive image that is head-and-shoulders above the other.
- In a separate match-up of candidates with Independent candidate Ralph Nader and Libertarian Party candidate Bob Barr in the race, Obama leads McCain 44/38, with Nader at 3% and Barr at 2%; 10% remain undecided. **Given the fact that the race is closest in a 2-person match-up without the third-party candidates, Barr's presence on the ballot could be a deciding**

factor that siphons away critical support from McCain. This is particularly important in the conservative South Central/Harrisburg region, where Barr is polling at 5%, which is an area McCain needs a huge margin of support in to help offset Obama's big vote margins in Southeastern PA including Philadelphia where collectively more than 1 in 3 votes are cast in a PA statewide election.

- On energy policy, voters prefer Obama's plan to McCain's by a 44/37 margin. Voters were told Obama's plan is focused on developing renewable energy sources, a windfall profits tax on oil companies to fund an energy rebate for households, as well as raising mileage standards for vehicles, while the McCain plan relies on development of renewable energy sources, as well as more nuclear power, increased domestic oil and gas exploration and opposition to higher taxes on oil companies. **This slight lead for Obama means that McCain has yet to directly benefit from his position to expand drilling for oil off the coastal shores of the country, a position that polls show most Americans support, and an issue which recently helped McCain win a temporary public relations battle.**

Other key findings of the poll include:

- Pennsylvanians say that concerns about jobs and the economy (47%) and gasoline prices (11%) are the most important problems currently facing the country, followed by the war in Iraq (9%). This is consistent with national polls, and underscores the fact that unlike 2006, the current election is really a pocketbook election focused on jobs and people's personal finances, an area that traditionally favors Democratic candidates particularly at the congressional level.
 - Economic concerns about jobs/economy (at 27%) are also the top problem facing Pennsylvania according to most Pennsylvanians, followed by taxes (13%) and politicians/government (10%). This continues a trend we have seen for the last several years where concerns about jobs and the economy trump taxes.
 - President Bush's job approval/disapproval rating remains low at 31/64, virtually unchanged from polls earlier this year when his job approval score was 29/64.
 - Governor Rendell's job approval/disapproval rating is 60/35, which shows an increase from March when his job approval/disapproval was 53/40.
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Final Top Line Survey Results
Susquehanna Polling and Research - August 2008 Statewide Poll
Sample Size: 700 Registered Likely Voters
Conducted: August 11-14, 2008

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

F1: Thinking way ahead to the general election for president on Tuesday, November 4, on a scale anywhere from 1 to 10, please rank your chances of voting in this election with "1" meaning you are not planning to vote and "10" meaning you will definitely be voting? (IF FIVE OR LOWER, TERMINATE CALL)

1. Six – Nine	58	08%
2. Ten	642	92%

Q1. What do you believe is the single most important problem facing the **United States** today?
(DO NOT READ CHOICES – ONE ANSWER ONLY)

1. Taxes	6	01%
2. Economy/jobs/unemployment	329	47%
3. National deficit/debt/spending	14	02%
4. War in Iraq (specific)	65	09%
5. International threats (Iran, Middle East)	4	01%
6. Politicians/government	31	04%
7. Energy policy/gas prices	79	11%
8. Medicare/healthcare	45	06%
9. Social Security	2	00%
10. Education/schools	7	01%
11. Morality/family values	23	03%
12. Terrorism/national security (general)	37	05%
13. Immigration/illegal aliens	5	01%
14. Global warming/climate change	1	00%
15. Mortgage/housing crisis	1	00%
16. Undecided/none	22	03%
17. Other	27	04%

Q2. Now, thinking more about state issues, what would you say is the single most important problem facing *Pennsylvania* today? That is, the one that you would like to see resolved by your state elected officials. (DO NOT READ CHOICES – ONE ANSWER ONLY)

1. Taxes	89	13%
2. Drugs/crime/violence	20	03%
3. Economy/jobs/unemployment	192	27%
4. Growth/development	6	01%
5. Streets/roads/transportation	64	09%
6. Government spending/budget	9	01%
7. Politicians/government	71	10%
8. Healthcare/prescription drugs	38	05%
9. Morality/Family Values	23	03%
10. Education/schools	40	06%
11. Gas/energy prices	32	05%
12. Traffic	3	00%
13. War in Iraq	5	01%
14. Cost of living	6	01%
15. Illegal aliens/Immigration	4	01%
16. Environment/Pollution	4	01%
17. Undecided/none	69	10%
18. Other	25	04%

Q3. Do you approve or disapprove of the job George W. Bush is doing as President? (TEST INTENSITY)

1. Strongly approve	83	12%	Total Approve: 31%
2. Somewhat approve	137	20%	
3. Strongly disapprove	359	51%	
4. Somewhat disapprove	87	12%	
5. Undecided	30	04%	
6. Refuse	4	01%	

Q4. Do you approve or disapprove of the job Ed Rendell is doing as governor? (TEST INTENSITY)

1. Strongly approve	147	21%	Total Approve: 60%
2. Somewhat approve	272	39%	
3. Strongly disapprove	138	20%	
4. Somewhat disapprove	105	15%	
5. Undecided	36	05%	

Thinking ahead to the general election for president on Tuesday, November 4...

Q5. Is your opinion of Barack Obama favorable, unfavorable, or do you have no opinion of him?

1. Favorable	325	46%
2. Unfavorable	224	32%
3. No opinion	151	22%

Q6. Is your opinion of John McCain favorable, unfavorable, or do you have no opinion of him?

1. Favorable	307	44%
2. Unfavorable	241	34%
3. No opinion	151	22%

In the upcoming election for President, for whom would you vote in each of the following match-ups of candidates...if the choice was between...

(ROTATE Q7-Q8)

Q7. ...John McCain, the Republican, or Barack Obama, the Democrat – for whom would you vote? (ROTATE NAMES – Test Intensity...is that “definitely” or “probably”....?)

1. Definitely McCain	207	30%	Total McCain: 41%
2. Probably McCain	81	11%	
3. Definitely Obama	256	37%	
4. Probably Obama	64	09%	
5. Undecided	67	10%	
6. None/other	22	03%	
7. Refuse	4	01%	

	All	<u>N-west</u>	<u>S-west</u>	<u>T/Cen</u>	<u>N-east</u>	<u>S-Cen</u>	<u>S-east</u>	<u>Alleg</u>	<u>Phila</u>
McCain	41%	36%	50%	52%	43%	53%	33%	37%	21%
Obama	46%	46%	32%	38%	47%	33%	50%	56%	67%

	All	<u>White No Coll</u>	<u>White Yes Coll</u>	<u>Rep</u>	<u>Dem</u>	<u>White</u>	<u>Black</u>	<u>Male</u>	<u>Female</u>
McCain	41%	50%	39%	75%	16%	44%	00%	45%	38%
Obama	46%	36%	46%	11%	73%	41%	98%	43%	48%

Q8. ...John McCain, the Republican candidate, Barack Obama, the Democratic candidate, Ralph Nader, the Independent candidate, or Bob Barr, the Libertarian candidate – for whom would you vote? (ROTATE NAMES – Test Intensity...is that “definitely” or “probably”....?)

1. Definitely McCain	187	27%	Total McCain: 38%
2. Probably McCain	81	11%	
3. Definitely Obama	246	35%	Total Nader: 03%
4. Probably Obama	64	09%	Total Barr: 02%
5. Definitely Nader	4	01%	
6. Probably Nader	14	02%	
7. Definitely Barr	12	02%	
8. Probably Barr	5	01%	
9. Undecided	71	10%	
10. None/other	10	01%	
11. Refuse	6	01%	

Q9. As you may know, each candidate for president has a plan to make the country more energy independent and bring down gas prices. In your opinion which candidate has the best approach? (ROTATE PLANS)

- | | | |
|-----|-------|---|
| 310 | (44%) | 1. The Obama plan revolves around a strong emphasis on developing renewable energy sources, a windfall profits tax on oil companies to fund an energy rebate for households, as well as raising mileage standards for vehicles, Or... |
| 262 | (37%) | 2. The McCain plan relies on development of renewable energy sources, as well as more nuclear power, increased domestic oil and gas exploration and opposition to higher taxes on oil companies, Or... |
| 46 | (07%) | 3. Neither (DO NOT READ) |
| 34 | (05%) | 4. Both (DO NOT READ) |
| 47 | (07%) | 5. Undecided (DO NOT READ) |

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

Q10. Are you registered to vote as a Republican, Democrat, Independent or something else?

- | | | |
|----------------------|-----|-----|
| 1. Republican | 280 | 40% |
| 2. Democrat | 350 | 50% |
| 3. Independent/other | 63 | 09% |
| 4. Refuse | 7 | 01% |

Q11. What is your approximate age according to the following brackets: 18-29, 30-44, 45-59 or 60 and over?

- | | | |
|-----------|-----|-----|
| 1. 18-29 | 41 | 06% |
| 2. 30-44 | 120 | 17% |
| 3. 45-59 | 294 | 42% |
| 4. 60+ | 238 | 34% |
| 5. Refuse | 7 | 01% |

Q12. What is the last grade you completed in school? (**DO NOT READ CHOICES**)

- | | | |
|---|-----|-----|
| 1. K-8 | 4 | 01% |
| 2. Some high school but did not graduate | 17 | 02% |
| 3. Graduated high school | 183 | 26% |
| 4. Technical or vocational school (2-year degree) | 37 | 05% |
| 5. Some college | 123 | 18% |
| 6. Graduated college (4-year degree) | 191 | 27% |
| 7. Graduate/professional school | 135 | 19% |
| 8. Undecided | 0 | 00% |
| 9. Refuse | 9 | 01% |
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Q13. Which of the following best describes the way in which you voted in the last general election [in which you voted] – straight Republican, mostly Republican, a few more Republicans than Democrats, about equal, a few more Democrats than Republicans, mostly Democrat or straight Democrat? (ONE ANSWER ONLY)

1. Straight Republican	77	11%
2. Mostly Republican	124	18%
3. More Republicans than Democrats	47	07%
4. About equal	99	14%
5. More Democrats than Republicans	52	07%
6. Mostly Democrat	132	19%
7. Straight Democrat	123	18%
8. Undecided	25	04%
9. Refuse	22	03%

Q14. Is your main religious background Roman Catholic, Protestant, Jewish or something else?

1. Catholic	247	35%
2. Protestant	219	31%
3. Jewish	18	03%
4. Baptist	30	04%
5. Agnostic/Atheist	21	03%
6. Methodist	8	01%
7. Lutheran	9	01%
8. Mormon	1	00%
9. Christian	24	03%
10. Evangelical	1	00%
11. Non-denominational	14	02%
12. Other	82	12%
13. Refuse	28	04%

Q15. Is your main racial heritage of Caucasian, African-American, Hispanic, Asian American or another background? (**CHECK ALL THAT APPLY**)

1. Caucasian	586	84%
2. African American	56	08%
3. Hispanic	7	01%
4. Asian or Pacific Islander	7	01%
5. Native American	4	01%
6. Other	23	03%
7. Refuse	21	03%

Q16. What was your total household income for 2007 according to the following income brackets – less than \$15,000, \$15 to \$30,000, \$31 to \$50,000, \$51 to \$75,000, \$76,000 - \$99,000, \$100,000 to \$200,000 or over \$200,000?

1. Less than \$15,000	22	03%
2. \$15,000 - \$30,000	66	09%
3. \$31,000 - \$50,000	115	16%
4. \$51,000 - \$75,000	125	18%
5. \$76,000 – \$99,000	95	14%
6. \$100,000 - \$200,000	104	15%
7. \$200,000+	21	03%
8. Undecided	14	02%
9. Refuse	138	20%

THANK YOU FOR YOUR PARTICIPATION IN THE SURVEY. HAVE A GOOD DAY.

Gender:

1. Male	336	48%
2. Female	364	52%

Area:

- 35 (05%) 1. **Northwest** [Erie, Crawford, Mercer, Venango, Warren, Forest]
- 75 (11%) 2. **Southwest** [Lawrence, Beaver, Washington, Greene, Fayette, Westmoreland, Indiana, Armstrong, Butler]
- 84 (12%) 3. **The "T"/Central** [Jefferson, Elk, McKean, Cameron, Clarion, Clearfield, Centre, Cambria, Somerset, Bedford, Fulton, Franklin, Huntingdon, Blair, Potter, Tioga, Bradford, Susquehanna, Wyoming, Sullivan, Lycoming, Clinton, Union, Snyder, Northumberland, Montour, Columbia, Mifflin, Juniata]
- 86 (12%) 4. **Northeast/Lehigh Valley** [Luzerne, Carbon, Monroe, Schuylkill, Lackawanna, Lehigh, Northampton, Pike, Wayne]
- 115 (16%) 5. **South Central** [Perry, Cumberland, Adams, York, Lancaster, Lebanon, Dauphin, Berks]
- 161 (23%) 6. **Southeast** [Chester, Delaware, Montgomery, Bucks]
- 74 (11%) 7. **Allegheny County**
- 70 (10%) 8. **Philadelphia**

The margin of error for a sample size of 700 is +/-3.70%
