

Franklin & Marshall College Poll

SURVEY OF PENNSYLVANIANS SUMMARY OF FINDINGS

**Prepared by:
Center for Opinion Research
Floyd Institute for Public Policy
Franklin & Marshall College**

**BERWOOD A. YOST
DIRECTOR, FLOYD INSTITUTE FOR PUBLIC POLICY
DIRECTOR, CENTER FOR OPINION RESEARCH
HEAD METHODOLOGIST, FRANKLIN & MARSHALL COLLEGE POLL**

**G. TERRY MADONNA
DIRECTOR, CENTER FOR POLITICS AND PUBLIC AFFAIRS
DIRECTOR, FRANKLIN & MARSHALL COLLEGE POLL**

**ANGELA N. KNITTLE
SENIOR PROJECT MANAGER, CENTER FOR OPINION RESEARCH
PROJECT MANAGER, FRANKLIN & MARSHALL COLLEGE POLL**

**KAY K. HUEBNER
PROGRAMMER, CENTER FOR OPINION RESEARCH**

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The Franklin & Marshall College Poll is produced in conjunction with the Philadelphia Daily News, WGAL-TV (South Central PA), Pittsburgh Tribune Review, WTAE-TV (Pittsburgh), WPVI-TV6/ABC (Philadelphia), Times-Shamrock Newspapers, Harrisburg Patriot-News, and Lancaster Newspapers. It may be used in whole or in part, provided any use is attributed to Franklin & Marshall College.

Key Findings

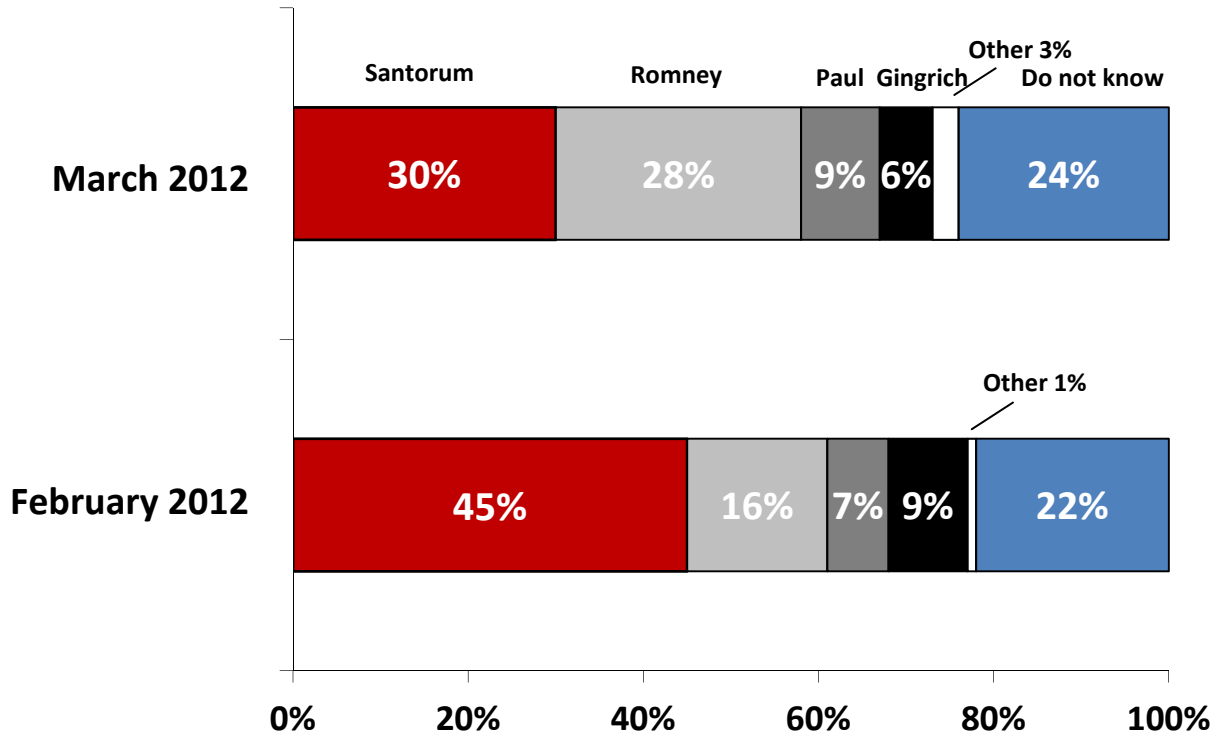
The March 2012 Franklin and Marshall College Poll finds former US Senator Rick Santorum losing ground in his home state as he has nationally. Senator Santorum leads Mitt Romney now by a narrower margin among Pennsylvania Republicans, 30% to 28%, than he did in February when he led Romney, 45% to 16%. Ron Paul and Newt Gingrich trail with 9% and 6% respectively. The Republican race for US Senate in Pennsylvania remains wide open as an unprecedented four in five voters remain undecided in the race.

The Republican Presidential Primary

Rick Santorum's victories in three primaries in early February helped propel his candidacy nationally and that momentum spilled over to Pennsylvania where he led his closest rival, Mitt Romney, by a large margin. Since February, the senator's electoral fortunes have been less favorable and he is currently trailing Mitt Romney by nearly ten points in national polls. Senator Santorum's fortune has followed a similar trajectory in Pennsylvania. He leads Mitt Romney now by a narrower margin among Pennsylvania Republicans, 30% to 28%, than he did in February when he led Romney, 45% to 16% (see Figure 1). Santorum leads Romney among born-again Christians, low and middle income voters, and in Central and Western Pennsylvania. Romney performs best geographically in the Southeastern and Northeastern parts of the state (see Attachment A).

Figure 1: Republican Presidential Primary Horse Race, Pennsylvania February and March 2012

If the Republican primary election for president was being held today and the candidates included [rotate] Ron Paul, Mitt Romney, Rick Santorum, and Newt Gingrich would you vote for....., some other candidate, or aren't you sure how you would vote?



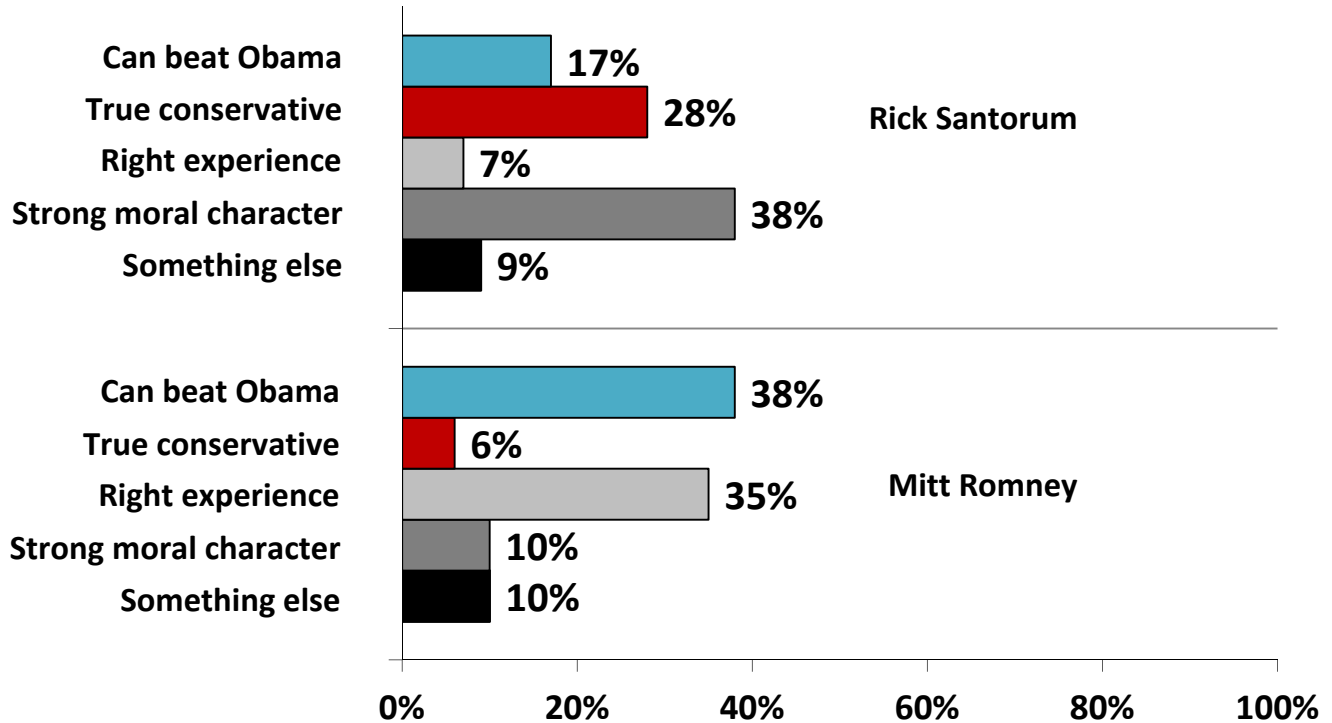
More Republican voters are certain about their primary preferences now than they were in February; about seven in ten supporters of both Santorum (70%) and Romney (67%) are “certain” about who they will support in the April Pennsylvania primary.

Santorum’s supporters prefer him because they believe he has a strong moral character (38%) or is the true conservative in the race (28%). Romney’s supporters prefer him because they believe he can beat President Obama (37%) or because of his experience (35%) (see Figure 2). A majority (52%) of Santorum supporters says that Romney is their second choice for the nomination. Fewer (42%) Romney supporters say Santorum is their second choice for the nomination. Nearly one in five (18%) Romney supporters in Pennsylvania may vote against the Republican

nominee in November if their candidate loses the nomination. Only one in twenty (6%) Santorum voters express this sentiment.

Figure 2: Candidate Qualities by Candidate Preference, Pennsylvania February and March 2012

Which one of these qualities matters most in deciding how you will vote in the upcoming primary? The candidate can beat Barack Obama, the candidate is a true conservative, the candidate has the right experience, the candidate has a strong moral character, or something else?



Rick Santorum’s favorable rating among Pennsylvania Republicans rose from 46% in January to 63% in February but has now dipped to 54%. Mitt Romney’s favorable ratings have remained more consistent among Pennsylvania Republicans (January 42%, February 40%, March 46%).

Methodology

The survey findings presented in this release are based on the results of interviews conducted March 20-25, 2012. 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 Senior Project Manager Angela Knittle. The data included in this release represent the responses of 505 Pennsylvania Republican registered voters. The sample of registered voters was obtained from Voter Contact Services. Survey results were weighted (age and gender) using an iterative weighting algorithm to reflect the known distribution of those characteristics as reported by the Pennsylvania Department of State.

The sample error for this survey is +/- 4.2 percentage points. 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.

Attachment A

Electorate Characteristics - Republican Primary March 2012

If the Republican primary election for president was being held today and the candidates included [rotate] Ron Paul, Mitt Romney, Rick Santorum, and Newt Gingrich would you vote for..., some other candidate, or aren't you sure how you would vote?

	Gingrich	Paul	Romney	Santorum	Other	Do not know
Ideology*						
Liberal	14%	0%	16%	14%	19%	38%
Moderate	6%	7%	38%	17%	5%	27%
Conservative	6%	10%	25%	37%	1%	20%
Gender*						
Male	5%	13%	33%	29%	2%	18%
Female	7%	5%	24%	32%	4%	29%
Age*						
18-34	5%	27%	27%	14%	0%	28%
35-54	7%	5%	24%	38%	3%	23%
55 and over	6%	3%	33%	31%	3%	23%
Education*						
High school or less	6%	9%	23%	26%	2%	34%
Some college	10%	13%	25%	28%	3%	20%
College degree	3%	6%	34%	34%	3%	20%
Household Income*						
Less than \$35,000	11%	6%	17%	37%	2%	27%
\$35-75,000	5%	8%	26%	33%	1%	26%
Over \$75,000	6%	13%	36%	26%	4%	14%
Marital Status*						
Single, never married	4%	30%	23%	13%	1%	29%
Married	6%	5%	30%	34%	3%	22%
Not currently married	8%	4%	25%	31%	2%	30%
Religious Affiliation*						
Other/unaffiliated	5%	9%	32%	21%	6%	28%
Protestant	8%	9%	25%	31%	1%	27%
Catholic	3%	8%	33%	36%	4%	16%
Born Again*						
Yes	8%	7%	15%	39%	2%	29%
No	5%	10%	38%	24%	3%	20%
Household Union Member						
Yes	9%	3%	36%	30%	4%	18%
No	6%	10%	27%	31%	3%	24%
Military Veteran						
Yes	7%	7%	30%	39%	2%	15%
No	6%	9%	28%	29%	3%	25%
Region*						
Philadelphia & SE	4%	10%	35%	26%	4%	21%
Northeast	5%	25%	33%	20%	1%	17%
Allegheny & SW	5%	2%	26%	29%	0%	37%
Northwest	20%	3%	18%	32%	5%	22%
Central	5%	6%	26%	36%	3%	24%
Employment						
Fulltime	6%	9%	30%	30%	2%	23%
Other	5%	11%	23%	32%	3%	25%
Retired	6%	5%	32%	29%	3%	24%

* p<0.01

** p<0.05

Marginal Frequency Report

Responses may not total 100% due to rounding.
Comparisons to previous surveys represent Republicans only.

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

100% Yes
0% No

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

100% Republican
0% Democrat
0% Independent
0% Something else

IntFav. Please let me know your opinion of some people involved in politics today. Is your opinion of [FILL name] favorable, unfavorable, undecided, or haven't you heard enough about [FILL name] to have an opinion? (*rotated*)

	Strongly favorable	Somewhat favorable	Somewhat unfavorable	Strongly unfavorable	Undecided	Don't know
NEWT GINGRICH						
Mar 2012	9%	21%	22%	23%	19%	7%
Feb 2012	7%	20%	16%	24%	24%	10%
RON PAUL						
Mar 2012	8%	16%	20%	15%	19%	22%
Feb 2012	3%	27%	16%	11%	17%	24%
RICK SANTORUM						
Mar 2012	22%	32%	12%	14%	15%	6%
Feb 2012	35%	28%	7%	13%	8%	10%
Jan 2012	21%	25%	9%	12%	13%	21%
MITT ROMNEY						
Mar 2012	17%	29%	17%	8%	24%	5%
Feb 2012	10%	30%	14%	9%	28%	9%
Jan 2012	9%	33%	8%	9%	25%	16%

Vote_Apr. Many people will vote in the primary election in April, however, many other people will not. What would you say are the chances you will vote in the April primary 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 primary election?

	Certain to vote	Probably vote	Chance 50/50	Will not vote	Do not know
Mar 2012	72%	12%	12%	3%	2%

Pol_Int. Some people don't pay much attention to political campaigns. How about you? Would you say that you are...very much interested, somewhat interested or not very interested in the 2012 elections?

	Very much interested	Somewhat interested	Not very interested	Don't know
Mar 2012	60%	33%	7%	0%

RepPrim. If the Republican primary election for president was being held today and the candidates included [rotate] Ron Paul, Mitt Romney, Rick Santorum, and Newt Gingrich would you vote for...., some other candidate, or aren't you sure how you would vote?

	Gingrich	Paul	Romney	Santorum	Other	Don't know
Mar 2012	6%	9%	28%	30%	3%	24%
Feb 2012	9%	7%	16%	45%	1%	22%

CertRep. Are you absolutely certain you will vote for [FILL preferred candidate] in the election, or are you still making up your mind? (383 registered Republicans with a first choice candidate)

	Certain	Making up Mind
Mar 2012	68%	32%
Feb 2012	56%	45%

SecCh Which candidate would be your second choice in the Republican presidential primary? (383 registered Republicans with a first choice candidate)

	Gingrich	Paul	Romney	Santorum	Other	Don't know
Mar 2012	18%	8%	30%	22%	4%	18%
Feb 2012	19%	17%	30%	16%	6%	13%

LeanRP As of today, do you lean more to (rotated) ... or are you leaning toward some other candidate? (122 registered Republicans without a first choice candidate)

	Gingrich	Paul	Romney	Santorum	Other	Don't know
Mar 2012	5%	0%	21%	30%	13%	31%

IssPres. What will be the single MOST important ISSUE in determining which Republican presidential candidate you will vote for this year? (218 registered Republicans)

Jan 2012	Feb 2012	Mar 2012	
33%	41%	32%	Economy (in general)
12%	6%	5%	Personal finances, unemployment
6%	6%	5%	Health care, insurance
5%	1%	1%	Taxes
1%	1%	2%	Senior issues, social security
10%	15%	10%	Government, politicians
3%	1%	2%	Education, schools
1%	2%	4%	Foreign policy, terrorism, war
2%	0%	2%	Gasoline, utility prices
2%	0%	1%	Social issues
1%	1%	3%	Civil liberties
2%	0%	0%	Global events
5%	6%	8%	Values, morals
1%	0%	1%	Immigration
5%	9%	9%	General electability
12%	8%	14%	Don't know
0%	2%	3%	Other

RepVote If the candidate you support does NOT win the nomination, how likely are you to vote for the Republican presidential candidate in November when he is running against President Obama? Will you definitely vote for the Republican, will you probably vote for the Republican, will you probably vote against the Republican, will you definitely vote against the Republican, or won't you vote at all?

	Definitely for the Republican	Probably for the Republican	Probably against the Republican	Definitely against the Republican	Will not vote	Do not know
Mar 2012	59%	21%	10%	4%	3%	4%

VoteQual Which one of these qualities matters most in deciding how you will vote in the upcoming primary? The candidate can beat Barack Obama, the candidate is a true conservative, the candidate has the right experience, the candidate has a strong moral character, or something else? (response choices rotated) (218 registered Republicans)

	Can beat Obama	True conservative	The right experience	Strong moral character	Something else	Don't know
Mar 2012	25%	16%	21%	26%	11%	1%
Feb 2012	18%	13%	23%	36%	8%	2%

RepPrimSen. If the 2012 Republican primary election for U.S. SENATOR was being held today and the candidates included (rotated) David Christian, Marc Scaringi, Steven Welch, Tom Smith, and Sam Rohrer, would you vote for...or aren't you sure how you would vote?

	Christian	Rohrer	Scaringi	Smith	Welch	Don't know
Mar 2012	1%	7%	1%	9%	1%	81%

CertRPS. Are you absolutely CERTAIN you will vote FOR [FILL preferred candidate] in the election, or are you still making up your mind? (95 registered Republicans with a first choice candidate)

	Certain	Making up Mind	Do not know
Mar 2012	55%	44%	1%

LeanRPS. As of today, do you lean more to (rotated)... or are you leaning toward some other candidate? (410 registered Republicans without a first choice candidate)

	Christian	Rohrer	Smith	Welch	Some other candidate	Don't know
Mar 2012	1%	1%	3%	2%	4%	89%

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

Jan 2012	Feb 2012	Mar 2012	
29%	33%	36%	Economy (in general)
14%	15%	15%	Personal finances, unemployment
9%	9%	6%	Health care, insurance
6%	7%	4%	Taxes
4%	3%	3%	Senior issues, social security
5%	6%	7%	Government, politicians
4%	4%	3%	Education, schools
1%	2%	1%	Personal illness, health problems
1%	0%	1%	Environment
1%	0%	1%	Foreign policy, terrorism, war
6%	5%	9%	Gasoline, utility prices
2%	2%	0%	Housing, real estate
2%	0%	0%	Social issues
1%	1%	2%	Civil liberties
0%	1%	0%	Personal family issues
2%	1%	2%	Values, morals
1%	0%	1%	Crime, drugs, violence
2%	0%	0%	Retaining, attracting business
6%	4%	4%	Nothing
1%	1%	1%	Other
5%	6%	5%	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
Mar 2012	13%	33%	53%	1%
Feb 2012	18%	33%	50%	0%
Jan 2012	14%	29%	57%	0%

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
Mar 2012	23%	13%	55%	10%
Feb 2012	19%	14%	63%	5%
Jan 2012	26%	14%	53%	7%

EconPM Do you think that policy makers in Washington should be most concerned with stimulating the economy and creating jobs, even if it means increasing the deficit, or do you think they should be most concerned with reducing the deficit?

	Stimulating the economy and creating jobs	Reducing the deficit	Don't know
Mar 2012	27%	68%	5%
Feb 2012	30%	64%	6%
Jan 2012	29%	63%	8%

RespEcon. Who do you feel is most responsible for the country's current economic situation: former President Bush, President Obama, the Congress, are all equally to blame or is no one really to blame?

	President Bush	President Obama	Congress	All equally to blame	No one really to blame	Do not know
Mar 2012	5%	25%	15%	46%	7%	1%
Feb 2012	4%	15%	12%	58%	9%	2%
Jan 2012	9%	14%	15%	53%	4%	5%

DEMO 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?)

2% Philadelphia
12% Northeast
4% Allegheny
8% Southwest
9% Northwest
41% Central
23% Southeast

RESID. How many years have you lived at your current residence?

18.5 Mean

AGE. What was your age on your last birthday?

7% 18-24
13% 25-34
14% 35-44
25% 45-54
14% 55-64
27% 65 and older

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

3% Non high school graduate
26% High school graduate or GED
17% Some college
13% Two-year or tech degree
24% Four year college degree
19% Post graduate degree

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

15% Single, Never Married
73% Married
0% Separated
5% Divorced
8% Widow or widower

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

	Liberal	Moderate	Conservative	Don't know
Mar 2012	3%	30%	65%	3%
Feb 2012	3%	30%	64%	3%
Jan 2011	4%	29%	65%	2%

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

14% Yes
84% No
1% Don't Know

VET. Are you a military veteran?

13% Yes
87% No

Hisp. Are you Hispanic or Latino, or not?

1% Yes
99% No

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

99% White
1% Non-white

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

53% Protestant
27% Catholic
11% Some other religion
10% Not affiliated with any religion

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

40% Yes
59% No
1% Don't know

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

48% Full-time
16% Part-time
3% Going to school
8% Keeping house
3% Unemployed
1% Disabled
22% Retired

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

9% Under \$25,000
8% \$25-\$35,000
13% \$35-50,000
26% \$50-75,000
13% \$75-100,000
25% Over \$100,000
6% Don't know

DONE. Sex of respondent:

48% Male
52% Female