

THE FELDMAN GROUP, INC.

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TO: Interested Parties

FR: Roy Temple

RE: Results from survey of likely Democratic primary voters in Pennsylvania

Much like primary voters in Ohio, likely Democratic primary voters in Pennsylvania think highly of both of their choices in the upcoming primary, but come down in favor of Senator Hillary Clinton by a 13 point margin according to a recent survey conducted on behalf of the EMILY's List Women Vote Project.¹ Forty-eight (48 percent) of likely primary voters support Senator Clinton compared to 35 percent who support Senator Obama, with 12 percent who remain undecided.

Likely primary voters in Pennsylvania see Clinton as prepared to be President and see her as the kind of candidate who can take the fight to Senator John McCain and make the case to the country that it is time to change the direction of the country away from the policies of the Bush administration.

Among primary voters likely to vote in the upcoming April 22nd primary, 70 percent hold a favorable view of Senator Clinton (21 percent *very* favorable, 50 percent favorable, 22 percent total unfavorable) and 67 percent hold a favorable view of Senator Obama (18 percent *very* favorable, 49 percent favorable, 21 percent total unfavorable).

However, among those voters favorable to *both* Clinton and Obama, Clinton's lead widens to 16 points (52 percent for Clinton, 36 percent for Obama).

Consistent with recent trends, likely primary voters in Pennsylvania are deeply pessimistic about the direction of the country. Eighty-six (86) percent of likely primary voters say the country is pretty seriously off on the wrong track, and nearly two-thirds (63 percent) say the economy in their area is getting worse. Among those voters who say the local economy is getting worse, Clinton maintains a 19 point lead (51 percent for Clinton, 32 percent for Obama).

¹ These results are based on a sample of 600 registered Democrats who are likely to vote in the upcoming Democratic primary in Pennsylvania. Calling was conducted March 16-19, 2008. Statewide results have a margin of error of +/- 4 percentage points. Results for sub-samples will have a larger margin of error.

As in Ohio, jobs and the economy, health care, and the war in Iraq are the top issue concerns among likely primary voters. Fifty-five (55) percent of these voters cite jobs and the economy as one of their top two issue concerns, with the war in Iraq and health care following behind at 40 percent.

Likely Democratic primary voters rate Clinton highly on a series of traits associated with the presidency. Voters give her a 41 point advantage on having the experience necessary to be President, and a 16 point advantage over Obama on being a strong Commander in Chief. (See Table 1 below). According to Ohio exit polls, Clinton received 87% of the vote among those voters who saw her as more qualified to be Commander in Chief.

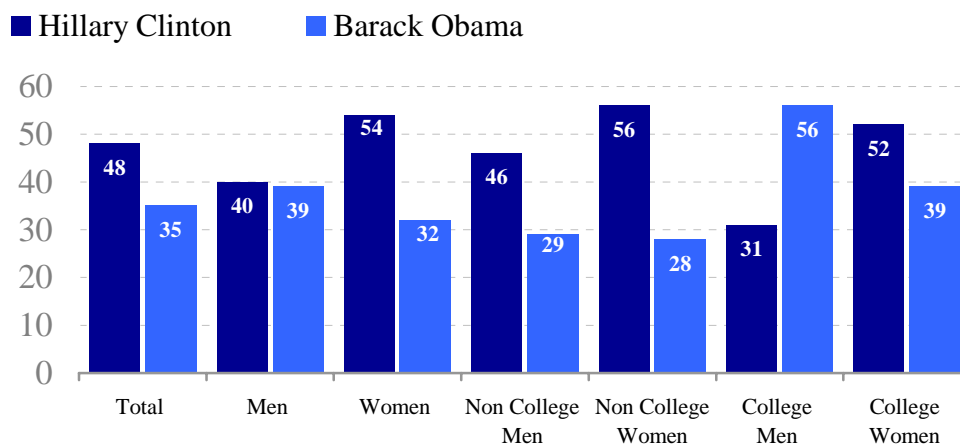
In addition, voters perceive Clinton as understanding the financial stresses facing their families (9 point Clinton advantage), standing up for the middle class (7 point Clinton advantage) and see her as understanding their life and sharing their values (8 point Clinton advantage over Obama).

Table 1: Traits				
Trait	Describes Clinton	Describes Obama	Describes Both	Clinton Advantage
Has the experience to be President	52	11	17	41
Would be a strong commander in Chief	37	21	23	16
Understands the financial stresses facing my family	30	21	26	9
Understands my life and shares my values	30	21	24	8
Stands up for the middle class	30	24	33	7
Will change the direction of the country	24	27	31	-3
Honest and trustworthy	22	26	33	-4
Will end the bickering in Washington	17	25	10	-8

Clinton currently leads by a 22 point margin among women voters (54 percent for Clinton, to 32 percent for Obama) and holds a one point lead among men (40 percent for Clinton, 39 percent for Obama).

Though there are many similarities between Clinton's current standing in Pennsylvania and her standing in Ohio prior to the primary, there are also some demographic trends in Senator Clinton's favor. While Clinton has retained a strong advantage in Pennsylvania among non-college women (56 percent for Clinton, 28 percent for Obama), she has improved her standing among college educated women and non-college men. Clinton currently leads college educated women 52 percent to 39 percent. She also holds a 17 point advantage among non-college graduate men (46 percent for Clinton, 29 percent for Obama).

PA Primary Vote



In Pennsylvania, Clinton currently leads by 23 points among all non-college graduates, and trails by 4 points among college graduates. By comparison, Clinton bested Obama by only 18 points among non-college graduates in Ohio, while losing college graduates by the same 4 point margin.

Now that the Republican nominee is established, likely primary voters in Pennsylvania are very receptive to arguments that Clinton will hold Senator John McCain accountable for his support of the policies of the Bush administration—on things like tax cuts for the rich and the war in Iraq. They respond strongly to the argument that because she understands the problems facing the middle class and the pain that is causing American families, that she will take the fight to McCain and make it clear that four more years of George Bush is not acceptable. Sixty-eight percent of likely primary voters find that argument persuasive (43 percent *very* persuasive, 25 percent persuasive).

With four weeks to go until the Pennsylvania primary, Clinton maintains the advantages she has enjoyed in previous primaries like Ohio, and is solidifying her lead among college graduate women and non-college men. In addition, primary voters are receptive to arguments from her that she will stand up for families by taking the fight to McCain and pushing to move the country away from the policies of the Bush administration. Combined, these factors put her in a strong position to win the Pennsylvania primary

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