

TO: WHY 12

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Attached is the initial summary of data collected for the survey conducted October 3-6. 504 registered voters who indicated that they were certain (92.3%) or likely (7.7%) about voting completed telephone surveys. The randomly selected sample produced a distribution of registered Republicans and registered Democrats that very closely approximates the actual distribution of registered Democrats and Republicans in the state (to within 1.6%). The percentages for political party identification are as follows: Democrats: 53.4%; Republicans: 40.7%; Independents: 5.9%. The margin of error for these results is $\pm 4.4\%$.

The survey was directed by Dr. John Kennedy and Dr. R.L. Bernotsky, both in the Department of Political Science, College of Business and Public Affairs at West Chester University. Any questions related to methodology or interpretation may be directed to them at (610) 738-0576, jkennedy@wcupa.edu, rbernotsky@wcupa.edu.

Basic Totals for Survey Instrument Questions

- Q0 . . . What would you say are the chances of your voting in the upcoming election? Are you certain to vote, likely to vote, not sure, or will you probably not vote? (Respondents who said they would probably not vote are not included in these results).
92.3% Certain
7.7% Likely
- Q1 . . . Are you currently registered as a Republican, a Democrat, an Independent, or something else?
40.7% Republican
53.4% Democrat
5.9% Independent/Other Party
- Q2 In terms of your political beliefs, would you say you are very conservative, somewhat conservative, moderate, somewhat liberal, very liberal?
17.8% Very Conservative
24.6% Somewhat Conservative
32.5% Moderate
18.6% Somewhat Liberal
6.4% Very Liberal
- Q3 If the election for President were being held today, would you vote for

42.0% John McCain, Republican
52.3% Barack Obama, Democrat
5.7% Undecided

Q4 Is there any chance that you might change your mind about who you will vote for?
20.0% Yes
80.0% No

Q5 Did you watch Thursday's Vice Presidential debate?
80.2% Yes
19.8% No

Q6 In your opinion, who do you think won the Vice Presidential debate?
22.4% Sarah Palin
41.3% Joe Biden
13.9% Tie
20.6% NA
1.8% Missing

Q7 What do you feel is the most important issue in the upcoming presidential election?
63.1% Economy
6.2% Health Care
3.6% Taxes
6.2% Iraq War
1.5% Terrorism
1.3% Moral Values
1.5% Abortion
.6% Education
.2% Environment
1.1% Energy
14.6% More than one issue

Q8 Which candidate do you feel can do a better job handling the Economy?
30.8% John McCain, Republican
48.4% Barack Obama, Democrat
3.0% Undecided
17.9% Neither

Q9 Which candidate do you feel can do a better job fighting terrorism?
48.0% John McCain, Republican
37.5% Barack Obama, Democrat
1.6% Another Candidate
12.9% Neither

Q10 Which candidate do you feel can do a better job on health care?
23.7% John McCain, Republican
56.6% Barack Obama, Democrat
1.4% Another Candidate
18.3% Neither

Q11 What was the highest grade or year of school that you completed?
4.8% Less than High School
34.8% High School Graduate
15.9% Some College
25.8% College Graduate
18.7% Post-Graduate Degree

Q12 What is your current marital status?
16.4% Single
65.7% Married
1.4% Separated
5.3% Divorced
11.3% Widow, Widower

Q13 What is your religious preference, if any?
47.6% Protestant
32.1% Catholic
1.4% Jewish
3.8% Other Religion
11.2% No Religion
3.8% No Answer

Q14 How often do you attend religious services?
13.1% More than once a week
38.0% Once a week
16.4% Once or twice a month
15.3% Few times per year
17.2% Never

Q15 What is your age?
1.6% 18-24
27.6% 25-44
44.8% 45-64
26.0% Over 65

Q16 What is your race or ethnicity?
10.0% Black
1.6% Hispanic
86.1% White
2.2% Other

Q17 If you added together all the yearly incomes, before taxes, of all the members of your household for the last year, 2007, would the total be..
13.3% Under \$25,000
18.1% \$25,000 - \$50,000
23.9% \$50,000 - \$75,000
13.7% \$75,000 - \$100,000
15.4% more than \$100,000
1.0% more than \$250,000
14.6% No answer/Refused

Q18 Sex
41.9% Male
58.1% Female

Q19 Region distribution
35.5% Central
21.2% West
9.7% Northeast
21.6% SE Suburbs
11.9% Philadelphia

Crosstabulations: Selected Variables by Presidential Voting Preference

Variable	Attributes	% McCain	% Obama	% Undecided	% Row Total
Party Identification					
	Republican	86.9%	11.1%	2.0%	100.0
	Democrat	7.8%	83.7%	8.5%	100.0
	Independent	41.4%	58.6%	0%	100.0
Political Ideology					
	Very conservative	77.9%	22.1%		100.0
	Somewhat conservative	62.3%	28.9%	8.8%	100.0
	Moderate	34.4%	60.4%	5.2%	100.0
	Somewhat liberal	11.1%	86.7%	2.2%	100.0
	Very liberal	3.3%	93.3%	3.3%	100.0
Most Important Issue in Presidential Election					
	Economy	35.2%	59.0%	5.9%	100.0
	Health Care	25.0%	71.4%	3.6%	100.0
	Taxes	41.2%	47.1%	11.8%	100.0
	Iraq War	46.4%	53.6%	0%	100.0
	Terrorism	100.0%	0%	0%	100.0
	Moral Values	66.7%	33.3%	0%	100.0
	Abortion	100.0%	0%	0%	100.0
	Education	0%	100.0%	0%	100.0
	Environment	100.0%	0%	0%	100.0
	Energy	20.0%	60.0%	20.0%	100.0
	More Than One Issue	47.7%	44.6%	7.7%	100.0
Better Candidate for Handling Economy					
		McCain	Obama	Neither	
If the Election Were Held Today, Who Would You Vote For	McCain	71.2%	4.8%	24.0%	100.0
	Obama	1.6%	89.4%	9.1%	100.0
	Undecided	12.5%	25.0%	62.5%	100.0
Better Candidate for Handling Terrorism					
		McCain	Obama	Neither	
If the Election Were Held Today, Who Would You Vote For	McCain	90.9%	2.9%	6.3%	100.0
	Obama	16.4%	69.9%	13.7%	100.0
	Undecided	32.0%	12.0%	56.0%	100.0
Better Candidate for Handling Healthcare					
		McCain	Obama	Neither	
If the Election Were Held Today, Who Would You Vote For	McCain	54.4%	17.5%	28.2%	100.0
	Obama	1.9%	92.3%	5.8%	100.0
	Undecided	7.1%	28.6%	64.3%	100.0
		McCain	Obama	Undecided	
Educational Attainment	Less than High School	34.8%	56.5%	8.7%	100.0
	High School Graduate	40.1%	54.5%	5.4%	100.0
	Some College	41.6%	49.4%	9.1%	100.0
	College Graduate	47.7%	45.3%	7.0%	100.0
	Post-Graduate Degree	38.7%	60.2%	1.1%	100.0

