



C/O the Workplace HUB  
2225 Sycamore Street  
Harrisburg, PA 17111  
Phone: (717) 233-8850  
Email: james@susquehannapolling.com  
www.susquehannapolling.com

## SUSQUEHANNA POLLING AND RESEARCH CALLS OUT LIBERAL BIAS IN THE MEDIA

To: Editorial Board of the Patriot News Co./Pennlive.com

Re: **Liberal Media Bias - Wildly Inaccurate Polling by Franklin & Marshall College**

Dear www.pennlive.com Editorial Board:

I recently read an article on [www.pennlive.com](http://www.pennlive.com) where your author(s) again cite Franklin & Marshall College and their in-house pollster as a trusted source for election analysis and forecasting. I'd like to bring to your attention the attached screen shot (see page 2) from the well-respected website [www.realclearpolitics.com](http://www.realclearpolitics.com), which tracks all publicly-released polling in Pennsylvania and other key battleground states. **It shows past polling conducted by Franklin & Marshall (F&M) College was some of the most erroneous and wildly inaccurate polling released by a polling institution in the lead up to the 2016 POTUS election.** For instance, row #11 of the attached shows F&M's last poll before the November 5<sup>th</sup> election in '16, and taken only *days before* votes were cast, with a purported 11-POINT margin for then-candidate, Hillary Clinton over Donald Trump (49:38). Admittedly, all pollsters make assumptions about voter turnout and other factors that ultimately influence the accuracy of ballot match ups, so it's perfectly acceptable for polling in a horse-race, type question to be off by several points (give or take). But an 11-POINT lead for the [losing] candidate in a state D. Trump carried by 1 percentage point, and released only several days before the election? Don't you agree this kind of poll, with a result now deemed wildly inaccurate but released only days before voters' head to the polls fits the very definition of "voter suppression"?

I should not have to tell you how a poll like this - one that still to this day is commonly referred to on a national stage by political analysts as a reason why polling is not to be trusted - has done a disservice not only to our entire polling industry, but to firms like ours that take the accuracy of our polling seriously. For comparison purposes, our last publicly released poll prior to the '16 November election (Row #5 of the attached) showed the POTUS race in Pennsylvania a 45:43 statistical tie (Clinton/Trump), and well within the poll's +/-4.2% margin of error. Yet the Patriot News/pennlive.com continues to both contract with and cite, F&M and its pollster as a polling "expert". The obvious question then becomes, how can you believe or trust the analysis and opinions offered by this "elite" institution of public education if [sic] polling on such an important and consequential election is so far out of the mainstream? Due to F&M's shameful record, I have called on the polling industry's premier watchdog group AAPOR, or the American Association of Public Opinion Research, to develop guidelines to better monitor publicly released polling by institutions of higher education and in extraordinary circumstances, to sanction polling institutions that violate the public's trust.

Thank you for your attention to this important topic.

Jim Lee, President & CEO  
Susquehanna Polling and Research, Inc.

Source: [www.realclearpolitics.com](http://www.realclearpolitics.com)

[2016 Pennsylvania Presidential Election Composite Polling, 9/28/16 – 11/5/16

Polling Data								
Poll	Date	Sample	MoE	Clinton (D)	Trump (R)	Johnson (L)	Stein (G)	Spread
<b>Final Results</b>	--	--	--	47.6	48.8	2.4	0.8	Trump +1.2
<b>RCP Average</b>	10/29 - 11/5	--	--	46.2	44.3	3.0	1.5	Clinton +1.9
Trafalgar Group (R)	11/3 - 11/5	1300 LV	2.7	47	48	2	1	Trump +1
Morning Call	10/30 - 11/4	405 LV	5.5	44	40	7	2	Clinton +4
Harper (R)	11/2 - 11/3	504 LV	4.4	46	46	2	1	Tie
Gravis	11/1 - 11/2	1016 RV	3.1	47	45	2	2	Clinton +2
Susquehanna	10/31 - 11/1	681 LV	3.8	45	43	2	2	Clinton +2
Gravis	10/31 - 10/31	2606 RV	1.9	47	46	3	2	Clinton +1
Monmouth	10/29 - 11/1	403 LV	4.9	48	44	3	1	Clinton +4
Remington Research (R)*	10/30 - 10/30	1249 LV	2.8	45	43	3	--	Clinton +2
Quinnipiac	10/27 - 11/1	612 LV	4.0	48	43	3	3	Clinton +5
CNN/ORC	10/27 - 11/1	799 LV	3.5	48	44	4	2	Clinton +4
Franklin & Marshall	10/26 - 10/30	652 LV	5.1	49	38	4	2	Clinton +11
Gravis	10/25 - 10/30	3217 RV	1.7	47	44	3	2	Clinton +3
CBS News/YouGov	10/26 - 10/28	1091 LV	3.7	48	40	5	2	Clinton +8
Emerson	10/25 - 10/26	550 LV	4.1	48	43	6	0	Clinton +5
NY Times/Siena	10/23 - 10/25	824 LV	3.4	46	39	6	3	Clinton +7
Morning Call	10/20 - 10/26	420 LV	5.5	45	39	8	2	Clinton +6
Remington Research (R)*	10/20 - 10/22	1997 LV	2.2	45	42	5	--	Clinton +3
Emerson	10/17 - 10/19	800 LV	3.4	45	41	4	4	Clinton +4
Quinnipiac	10/10 - 10/16	660 LV	3.8	47	41	6	1	Clinton +6
Bloomberg	10/7 - 10/11	806 LV	3.5	48	39	6	4	Clinton +9
Susquehanna	10/4 - 10/9	764 LV	3.5	44	40	4	2	Clinton +4
CBS News/YouGov	10/5 - 10/7	997 LV	4.2	48	40	4	2	Clinton +8
NBC/WSJ/Marist	10/3 - 10/6	709 LV	3.7	49	37	6	4	Clinton +12
Franklin & Marshall	9/28 - 10/2	496 LV	6.1	47	38	5	0	Clinton +9