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New Hampshire Presidential Primary

EMBARGOED FOR RELEASE: Sunday, October 14, 2007

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This Marist College Institute for Public Opinion poll reports:

Democratic Presidential Primary 2008

- **How the Democratic Field Shapes Up:** Hillary Clinton has a wide lead over her Democratic rivals for the 2008 New Hampshire Democratic Presidential Primary. 41% of likely Democratic presidential primary voters support New York Senator Clinton followed by 20% for Senator Barack Obama. Former Senator John Edwards receives 11%. The other candidates, Governor Bill Richardson, Senator Joe Biden, Congressman Dennis Kucinich, Senator Chris Dodd, and former Senator Mike Gravel, all trail with single digit support.*

Question Wording: If the New Hampshire Democratic Presidential Primary were held today, whom would you support if the candidates are:

Potential Democratic Primary Voters	Likely Voters	Likely Voters with Leaners	Total
Hillary Clinton	41%	43%	40%
Barack Obama	20%	21%	20%
John Edwards	11%	12%	12%
Bill Richardson	8%	8%	7%
Joe Biden	3%	3%	2%
Dennis Kucinich	3%	3%	2%
Chris Dodd	2%	2%	2%
Mike Gravel	<1%	<1%	<1%
Undecided	12%	8%	15%

* Total includes: 1) registered Democrats 2) independents who say they plan to vote in the Democratic primary when asked, "Do you plan on voting in the Democratic presidential primary, the Republican presidential primary, or do you not plan on voting in either New Hampshire Presidential Primary this January?" and 3) walk-ups defined in this survey as New Hampshire residents who report they are "almost certain" or will "probably" register as a Democrat or an independent in order to vote in the Democratic primary.

- The Candidates' Supporters:** Hillary Clinton receives support from 43% of Democrats and 38% of Democratic leaning independents. She also leads among liberals and moderates, and across all age groups. There is a gender gap among those who support her candidacy. Nearly half, 47%, of women likely to vote in the Democratic presidential primary support her. Only 32% of likely Democratic presidential primary voters who are men say they will vote for her on primary day. Barack Obama does better among independents than Democrats. He receives the support of 29% of independents but just 14% of Democrats. Senator Obama is also more popular with younger voters than voters forty-five years of age or older. 29% of likely Democratic presidential primary voters under age forty-five support him compared with 15% of voters who are forty-five or older.

Question Wording: If the New Hampshire Democratic Presidential Primary were held today, whom would you support if the candidates are:

Likely Dem. Voters	Clinton	Obama	Edwards	Richardson	Biden	Kucinich	Dodd	Undecided
Democrats	43%	14%	11%	9%	3%	2%	2%	16%
Independents	38%	29%	10%	7%	3%	5%	1%	7%
Liberal	38%	21%	13%	6%	1%	5%	1%	15%
Moderate	40%	20%	9%	12%	4%	1%	2%	12%
Men	32%	21%	10%	9%	6%	8%	3%	11%
Women	47%	20%	10%	8%	1%	<1%	1%	13%
Not college	46%	17%	9%	10%	2%	1%	2%	13%
College	36%	23%	12%	7%	3%	6%	1%	12%
< \$50,000	46%	18%	7%	8%	3%	4%	<1%	14%
\$50,000 or >	38%	22%	13%	9%	3%	3%	2%	10%
18 to 44	41%	29%	7%	6%	2%	4%	3%	8%
45 or older	41%	15%	12%	10%	3%	3%	1%	15%

- Intensity of Support:** Overall, 56% of likely New Hampshire Democratic Presidential Primary voters strongly support a candidate for their party's nomination for president. 59% of likely voters who back Hillary Clinton and 58% of likely voters who support Barack Obama say they are strongly committed to their candidate. In contrast, 49% of likely voters who now back John Edwards say they strongly support him, and 32% say they may vote differently on primary day.

Question Wording: Would you say you strongly support (candidate), somewhat support him/her, or do you think you might vote differently on primary day?

Potential Democratic Primary Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
October 2007				
Likely voters	56%	28%	16%	<1%
Hillary Clinton	59%	27%	14%	<1%
Barack Obama	58%	29%	13%	<1%
John Edwards	49%	18%	32%	1%
Total	51%	30%	18%	1%
Hillary Clinton	58%	29%	12%	1%
Barack Obama	48%	33%	18%	1%
John Edwards	40%	22%	37%	1%

- Second Choice:** The top three Democratic candidates are also the second choice of many potential Democratic presidential primary voters. About one in four likely Democratic presidential primary voters say either John Edwards or Barack Obama is their second choice. 27% will opt for John Edwards and 25% will choose Barack Obama if they do not end up voting for their current first choice. 17% state Hillary Clinton is their second choice for the presidential nomination.

Question Wording: If you do not vote for (first choice-candidate name) in the New Hampshire Democratic presidential primary, who would be your second choice:

Likely Voters	2 nd Choice Col %	Voters' Second Choice by Candidate				
		Clinton	Obama	Edwards	Other	Und.
John Edwards	27%	38%	26%	na	23%	13%
Barack Obama	25%	36%	na	37%	20%	7%
Hillary Clinton	17%	na	35%	36%	15%	14%
Bill Richardson	8%	Support for candidate is too small for subgroup analysis				
Joe Biden	5%	--	--	--	--	--
Chris Dodd	3%	--	--	--	--	--
Dennis Kucinich	2%	--	--	--	--	--
Mike Gravel	1%	--	--	--	--	--
Would vote in Rep. primary	1%	--	--	--	--	--
Undecided	11%	--	--	--	--	--

The Democratic Primary Electorate

- The Voters' Agenda:** Bringing about change, being close on the issues, sharing values, and being a strong leader count most for potential New Hampshire Democratic Presidential Primary voters when deciding whom to support. 23% of likely Democratic presidential primary voters

want someone who will bring about change, 23% are looking for a nominee who is closer to them on the issues, 22% want a person who shares their values, and 21% want a strong leader. Clinton is the overwhelming choice among those voters who want a strong leader or someone who will bring about change. She has a narrow lead over Barack Obama among likely voters who are looking for a candidate who is closer to them on the issues or shares their values.

Question Wording: When deciding your vote for president which one of the following qualities is most important to you, someone who:

Likely Voters	Quality Col %	Support for Candidate by Quality				
		Clinton	Obama	Edwards	Other	Und.
Bring about change	23%	44%	20%	11%	14%	11%
Closer to you on the issues	23%	31%	25%	11%	18%	15%
Shares your values	22%	30%	26%	11%	20%	13%
Is a strong leader	21%	51%	16%	7%	16%	10%
Has experience	6%	Support for quality is too small for subgroup analysis				
Best chance of being elected	5%	--	--	--	--	--

- The Voters' Priorities:** The war in Iraq, health care, and the economy outdistance other concerns in the minds of likely New Hampshire Democratic Presidential Primary voters. 30% of likely voters cite the war in Iraq as the most important issue followed by 23% who mention health care and 15% who are concerned about the economy. Hillary Clinton draws considerable support from likely voters concerned with these issues. 51% of likely voters who think health care is the most important, 43% of those who place the economy top of mind, and 33% who see Iraq as the number one issue support Hillary Clinton.

Question Wording: When deciding your vote for president which one of the following issues is most important to you:

Likely Voters	Issue Col %	Support for Candidate by Issue				
		Clinton	Obama	Edwards	Other	Und.
The war in Iraq	30%	33%	22%	14%	18%	13%
Health care	23%	51%	20%	10%	10%	9%
The economy	15%	43%	13%	12%	23%	9%
Environment	9%	Support for issue is too small for subgroup analysis				
Social issues abortion/gay rights	8%	--	--	--	--	--
Education	7%	--	--	--	--	--
Security against terrorism	4%	--	--	--	--	--
Illegal immigration	3%	--	--	--	--	--
Taxes	1%	--	--	--	--	--

- **Electability:** Regardless of the presidential candidate they support, 58% of potential Democratic presidential primary voters think Hillary Clinton has the best chance of beating the Republican candidate for president next November.

Question Wording: Regardless of whom you are planning to vote for, which Democratic candidate [for president] do you think has the best chance of beating the Republican next November?

Potential Democratic Primary Voters Best Chance of Beating Republican	Likely Voters	Total
Hillary Clinton	58%	58%
Barack Obama	18%	17%
John Edwards	9%	11%
Joe Biden	1%	1%
Bill Richardson	1%	2%
Dennis Kucinich	1%	<1%
Chris Dodd	<1%	<1%
Mike Gravel	<1%	<1%
Undecided	12%	11%

- **In Touch?** One third of likely New Hampshire Democratic Presidential Primary voters have seen or met a presidential candidate in person during this campaign.

Question Wording: Have you, yourself, seen or met any of the candidates for president in person during this campaign?

Potential Democratic Primary Voters	Yes	No
Total	26%	74%
Likely voters	33%	67%

Republican Presidential Primary 2008

- **How the Republican Field Shapes Up:** Former Massachusetts Governor Mitt Romney edges the field of candidates vying for the Republican presidential nomination. 26% of likely New Hampshire Republican Presidential Primary voters support Romney followed by 20% for former Mayor Rudy Giuliani, 17% for Senator John McCain, and 10% for Senator Fred Thompson. The remaining candidates, former Governor Mike Huckabee, Congressman Ron Paul, Congressman Duncan Hunter, Congressman Tom Tancredo, and Senator Sam Brownback, all follow with single digit support.†

† Total includes: 1) registered Republicans 2) independents who say they plan to vote in the Republican primary when asked, “Do you plan on voting in the Democratic presidential primary, the Republican presidential primary, or do you not plan on voting in either New Hampshire Presidential Primary this January?” and 3) walk-ups defined in this survey as New Hampshire residents who report they are “almost certain” or will “probably” register as a Republican or an independent in order to vote in the Republican primary.

Question Wording: If the New Hampshire Republican Presidential Primary were held today, whom would you support if the candidates are:

Potential Republican Primary Voters	Likely Voters	Likely Voters with Leaners	Total
Mitt Romney	26%	27%	25%
Rudy Giuliani	20%	21%	21%
John McCain	17%	17%	18%
Fred Thompson	10%	10%	10%
Mike Huckabee	7%	8%	5%
Ron Paul	2%	2%	3%
Duncan Hunter	2%	2%	2%
Tom Tancredo	1%	1%	1%
Sam Brownback	<1%	<1%	<1%
Undecided	15%	12%	15%

- The Candidates' Supporters:** Among likely Republican presidential primary voters, Governor Romney leads among Republicans but does not do as well against Mayor Giuliani and Senator McCain among Republican leaning independent voters. 28% of Republicans support Romney compared with 19% who prefer Giuliani and 15% who back McCain. Yet, 24% of independents support Giuliani, 22% prefer McCain, and 19% back Romney. Rudy Giuliani draws more support from moderates than the other candidates while more conservatives choose Mitt Romney.

Question Wording: If the New Hampshire Republican Presidential Primary were held today, whom would you support if the candidates are:

Likely Rep. Voters	Romney	Giuliani	McCain	Thompson	Huckabee	Paul	Hunter	Other	Undecided
Republicans	28%	19%	15%	10%	8%	2%	1%	1%	16%
Independents	19%	24%	22%	9%	5%	5%	3%	<1%	13%
Moderate	22%	27%	20%	7%	5%	1%	2%	<1%	16%
Conservative	29%	15%	17%	11%	9%	2%	2%	2%	13%
Men	25%	22%	20%	13%	7%	2%	2%	<1%	9%
Women	27%	18%	14%	5%	6%	3%	<1%	2%	25%
Not college	23%	25%	17%	13%	2%	3%	1%	1%	15%
College	29%	15%	17%	7%	13%	2%	2%	<1%	15%
< \$50,000	27%	17%	22%	12%	8%	3%	2%	<1%	9%
\$50,000 or >	26%	22%	14%	10%	8%	2%	1%	1%	16%
18 to 44	23%	24%	14%	14%	7%	2%	2%	1%	13%
45 or older	27%	18%	19%	7%	7%	3%	1%	1%	17%

- Intensity of Support:** The strength of support for candidates in the Republican race is not as intense as that found for the Democratic field. While 56% of likely Democratic presidential primary voters strongly support their candidate, only 46% of likely Republican presidential primary voters feel that way about their preference. Among the leading Republican candidates,

McCain’s supporters are most firmly committed. 56% of likely voters who choose McCain say they strongly support him and only 15% feel they may vote differently on primary day. 48% of Giuliani’s voters strongly support him while 18% might vote for another candidate on primary day. Romney’s support is the softest. 37% of his supporters are strongly committed to him, 39% say they somewhat support him, and 21% might vote for another candidate in the primary.

Question Wording: Would you say you strongly support (candidate), somewhat support him, or do you think you might vote differently on primary day?

Potential Republican Primary Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
October 2007				
Likely voters	46%	35%	18%	1%
Mitt Romney	37%	39%	21%	3%
Rudy Giuliani	48%	34%	18%	<1%
John McCain	56%	29%	15%	<1%
Total	39%	36%	22%	3%
Mitt Romney	34%	37%	27%	2%
Rudy Giuliani	34%	39%	23%	4%
John McCain	46%	32%	20%	2%

- **Second Choice:** Rudy Giuliani and Mitt Romney are the second choice of many likely New Hampshire Republican Presidential Primary voters. 26% of likely voters select Giuliani and 23% choose Romney as their second choice. 13% would opt for McCain and 10% would back Thompson as their runner up.

Question Wording: If you do not vote for (first choice-candidate name) in the New Hampshire Republican Presidential Primary, who would be your second choice:

Likely Voters	2 nd Choice Col %	Voters’ Second Choice by Candidate				
		Romney	Giuliani	McCain	Other	Und.
Rudy Giuliani	26%	47%	na	17%	25%	11%
Mitt Romney	23%	na	53%	19%	23%	5%
John McCain	13%	25%	38%	na	28%	9%
Fred Thompson	10%	Support for candidate is too small for subgroup analysis				
Mike Huckabee	9%	--	--	--	--	--
Ron Paul	4%	--	--	--	--	--
Sam Brownback	2%	--	--	--	--	--
Tom Tancredo	1%	--	--	--	--	--
Duncan Hunter	1%	--	--	--	--	--
Would vote in Dem. primary	2%	--	--	--	--	--
Undecided	9%	--	--	--	--	--

The Republican Primary Electorate

- The Voters' Agenda:** Strong leadership, shared values, and a candidate's positions on the issues matter most for likely New Hampshire Republican Presidential Primary voters. 34% of likely Republican primary voters want a strong leader compared with 25% who are looking for a candidate who shares their values, and 20% who want someone closer to them on the issues. Romney leads his rivals among likely voters who value each of these three top qualities. 29% of likely voters who want a strong leader and 26% of those who want someone who shares their values or their positions on the issues prefer Romney as their nominee.

Question Wording: When deciding your vote for president which one of the following qualities is most important to you, someone who:

Likely Voters	Quality Col %	Support for Candidate by Quality				
		Romney	Giuliani	McCain	Other	Und.
Is a strong leader	34%	29%	22%	23%	16%	10%
Shares your values	25%	26%	11%	16%	26%	21%
Closer to you on the issues	20%	26%	19%	14%	27%	14%
Bring about change	11%	Support for quality is too small for subgroup analysis				
Has experience	8%	--	--	--	--	--
Best chance of being elected	2%	--	--	--	--	--

- The Voters' Priorities:** Security from terrorism tops the list of concerns on the minds of likely New Hampshire Republican Presidential Primary voters. 26% of these voters say security from terrorism is the most important issue when deciding their vote for president. 18% cite the economy while 14% feel the war in Iraq is central to their choice for president. 12% find illegal immigration to be the vital issue. Counter to the conventional wisdom, Romney not Giuliani runs the strongest among likely Republican presidential primary voters most concerned about terrorism. 29% of these voters support Romney followed by 21% for Giuliani and 21% for McCain.

Question Wording: When deciding your vote for president which one of the following issues is most important to you:

Likely Voters	Issue Col %	Support for Candidate by Quality				
		Romney	Giuliani	McCain	Other	Und.
Security against terrorism	26%	29%	21%	21%	21%	8%
The economy	18%	28%	24%	21%	10%	17%
The war in Iraq	14%	23%	11%	29%	16%	21%
Illegal immigration	12%	35%	17%	1%	39%	8%
Health care	9%	Support for issue is too small for subgroup analysis				
Social issues abortion/gay rights	8%	--	--	--	--	--
Taxes	7%	--	--	--	--	--
Education	4%	--	--	--	--	--
Environment	2%	--	--	--	--	--

- Electability:** While Mitt Romney is ahead in the horserace, many New Hampshire Republican Presidential Primary voters think the betting money should be on Rudy Giuliani as the Republican most likely to beat the Democrat next November. 40% of likely Republican presidential primary voters think Giuliani has the greatest potential to be elected president. 29% think Mitt Romney is most electable, and 11% think McCain is most likely to beat the Democratic nominee next November.

Question Wording: Regardless of whom you are planning to vote for, which Republican candidate [for president] do you think has the best chance of beating the Democrat next November?

Potential Republican Primary Voters Best Chance of Beating Democrat	Likely Voters	Total
Rudy Giuliani	40%	36%
Mitt Romney	29%	30%
John McCain	11%	11%
Fred Thompson	6%	8%
Ron Paul	2%	1%
Mike Huckabee	1%	1%
Duncan Hunter	1%	1%
Sam Brownback	<1%	1%
Tom Tancredo	<1%	<1%
Undecided	10%	11%

- In Touch?** 23% of likely New Hampshire Republican Presidential Primary voters have already seen or met a candidate in person during the campaign. This compares with 33% of likely Democratic presidential primary voters.

Question Wording: Have you, yourself, seen or met any of the candidates for president in person during this campaign?

Potential Republican Primary Voters	Yes	No
Total	20%	80%
Likely voters	23%	77%

Nature of the Sample: 1,512 New Hampshire Voters

This survey was conducted from October 4th through October 9th, 2007. 1,512 registered voters and New Hampshire residents who are likely to register in time to vote in the New Hampshire Presidential Primary were interviewed. The sample was selected in proportion to the voter registration in each county in New Hampshire and adjusted for turnout in comparable elections. All interviews were conducted by telephone. There are 661 potential Democratic presidential primary voters including 382 Democrats and 279 Democratic leaning independents. There are 577 potential Republican presidential primary voters including 415 Republicans and 162 Republican leaning independents. The results are statistically significant at $\pm 4\%$ for potential Democratic presidential primary voters and $\pm 4.5\%$ for potential Republican presidential primary voters. There are 444 likely Democratic presidential primary voters and 366 likely Republican presidential primary voters. The results for these sub-samples are statistically significant at $\pm 5\%$ and $\pm 5.5\%$, respectively. The error margin increases for cross-tabulations.