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New Hampshire Presidential Primary
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This Marist College Institute for Public Opinion poll reports:

Democratic Presidential Primary 2008

- **Hillary Clinton holds her own in New Hampshire among likely Democratic primary voters:**

After a considerable drop in support in last month's poll, Hillary Clinton's lead over her Democratic rivals for the 2008 New Hampshire Democratic Presidential Primary has steadied. Last month, Clinton saw her lead cut in half against her nearest competitor, Barack Obama. But, in this current poll, there is little difference between her support now and a month ago. In fact, the gap between the two top contenders is statistically unchanged. 37% of likely Democratic presidential primary voters currently support Senator Clinton followed by 23% for Senator Obama. Former Senator John Edwards receives 18%. The remaining candidates, Governor Bill Richardson, Congressman Dennis Kucinich, Senator Joe Biden, Senator Chris Dodd, and former Senator Mike Gravel 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:

Likely Democratic Primary Voters	December 2007		November 2007		October 2007	
	Likely Voters	Likely w/ Leaners	Likely Voters	Likely w/ Leaners	Likely Voters	Likely w/ Leaners
Hillary Clinton	37%	37%	36%	38%	41%	43%
Barack Obama	23%	24%	25%	26%	20%	21%
John Edwards	18%	18%	14%	14%	11%	12%
Bill Richardson	8%	8%	6%	6%	8%	8%
Dennis Kucinich	3%	3%	3%	3%	3%	3%
Joe Biden	1%	2%	2%	2%	3%	3%
Chris Dodd	<1%	<1%	1%	2%	2%	2%
Mike Gravel	<1%	<1%	<1%	<1%	<1%	<1%
Undecided	10%	8%	13%	9%	12%	8%

- Who's supporting whom?** Hillary Clinton is stronger among Democrats than independents likely to vote in the New Hampshire Democratic Presidential Primary. Among likely Democratic voters, Hillary Clinton leads Barack Obama by 16 percentage points and John Edwards by 24 percentage points. Among independent voters likely to vote in the Democratic primary, she edges Barack Obama by only 7 percentage points and leads John Edwards by 10 percentage points. Clinton continues to outpace her rivals among women. She receives the support of 42% of women who are likely to vote in New Hampshire's Democratic Primary. Barack Obama and John Edwards are far behind Clinton among women with 20% and 18%, respectively. The contest between Clinton and Obama is much more competitive among men. Barack Obama attracts the support of 29% of men likely to vote in the Democratic primary next month compared with 27% for Hillary Clinton. John Edwards trails among men with 18%. Nearly one in five likely Democratic primary voters has never before voted in New Hampshire's Democratic Primary. Obama edges his opponents among these voters. He receives the support of 35% of first time voters compared with 29% for Clinton and 21% for Edwards.

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

Likely Democratic Primary Voters	Clinton	Obama	Edwards	Other	Undecided
Democrats	39%	23%	15%	13%	10%
Independents	32%	25%	22%	11%	10%
Men	27%	29%	18%	17%	9%
Women	42%	20%	18%	9%	11%
Liberal	34%	25%	16%	14%	11%
Moderate	36%	23%	17%	13%	11%
Conservative	44%	21%	23%	5%	7%
Not college	42%	18%	18%	9%	13%
College	33%	27%	17%	14%	9%
< \$50,000	38%	23%	16%	13%	10%
\$50,000 or >	36%	25%	19%	12%	8%
18 to 44	30%	31%	23%	10%	6%
45 or older	41%	18%	14%	15%	12%
1st time voter in Dem. primary	29%	35%	21%	7%	8%

- Intensity of Support:** Overall, 57% of likely New Hampshire Democratic Presidential Primary voters strongly support a candidate for their party's nomination for president. 61% of likely voters who back Hillary Clinton say they are strongly committed to her. This compares with 54% of Barack Obama's supporters who are firmly committed to him and 53% of John Edwards' voters who strongly back their candidate.

Question Wording: Would you say you strongly support (candidate), somewhat support him/her, or do you think you might vote differently on primary day? (Support for the other candidates is too small for subgroup analysis)

Likely Democratic Primary Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
December 2007	57%	25%	17%	1%
November 2007	56%	27%	15%	2%
October 2007	56%	28%	16%	<1%
Hillary Clinton				
December 2007	61%	25%	12%	2%
November 2007	64%	25%	10%	1%
October 2007	59%	27%	14%	<1%
Barack Obama				
December 2007	54%	24%	22%	<1%
November 2007	49%	30%	18%	3%
October 2007	58%	29%	13%	<1%
John Edwards				
December 2007	53%	29%	17%	1%
November 2007	46%	32%	22%	<1%
October 2007	49%	18%	32%	1%

The Democratic Primary Electorate

- The Voters' Agenda:** Although interest in a presidential candidate who will bring about change has not statistically increased from poll to poll, over time this quality has become important to more Democratic primary voters. In October, voters were evenly divided among the top qualities they wanted in a presidential candidate including someone who could bring about change, was closer to them on the issues, shared their values, and was a strong leader. Although one in five likely Democratic primary voters still see each of these other qualities as important in a candidate, 29% now think having someone who will bring about change is most important. Among voters who share this view, Hillary Clinton and Barack Obama run competitively. 32% of likely voters who want a candidate who will bring about change support Clinton, and 29% back Obama.

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

Likely Democratic Primary Voters	December 2007 Quality Col %	Support for Top Tier Candidates by Quality			Nov 2007 Quality Col %	Oct 2007 Quality Col %
		Clinton	Obama	Edwards		
Bring about change	29%	32%	29%	19%	25%	23%
Closer to you on the issues	20%	34%	28%	19%	21%	23%
Shares your values	19%	26%	22%	16%	20%	22%
Is a strong leader	19%	47%	17%	20%	22%	21%
Has experience	8%	Response is too small for subgroup analysis			9%	6%
Best chance of being elected	5%				3%	5%

- The Voters' Priorities:** The war in Iraq, health care, and the economy continue to outpace other concerns in the minds of likely New Hampshire Democratic Presidential Primary voters. 26% of likely voters cite the war in Iraq as the most important issue followed by 22% who are concerned about health care and 17% who mention the economy. Among likely voters who see the war in Iraq as the top issue in this election, Hillary Clinton runs neck and neck with Barack Obama. Clinton draws considerable support from likely voters concerned about health care and the economy.

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

Likely Democratic Primary Voters	December 2007 Issue Col %	Support for Top Tier Candidate by Issue			Nov 2007 Col %	Oct 2007 Col %
		Clinton	Obama	Edwards		
The war in Iraq	26%	32%	29%	15%	29%	30%
Health care	22%	39%	26%	19%	20%	23%
The economy	17%	45%	14%	15%	21%	15%
Education	12%	Response is too small for subgroup analysis			10%	7%
Social issues abortion/gay rights	8%				4%	8%
Environment	8%	--	--	--	9%	9%
Security against terrorism	3%	--	--	--	3%	4%
Illegal immigration	3%	--	--	--	3%	3%
Taxes	1%	--	--	--	1%	1%

- Electability:** 56% of likely Democratic presidential primary voters think Hillary Clinton has the best chance of beating the Republican candidate for president next November. This is statistically unchanged from previous polls.

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?

Likely Democratic Primary Voters	December 2007	November 2007	October 2007
Hillary Clinton	56%	53%	58%
Barack Obama	18%	17%	18%
John Edwards	10%	13%	9%
Bill Richardson	3%	2%	1%
Joe Biden	1%	1%	1%
Chris Dodd	<1%	2%	<1%
Dennis Kucinich	<1%	1%	1%
Mike Gravel	<1%	<1%	<1%
Undecided	12%	11%	12%

Republican Presidential Primary 2008

- **Although former Governor Romney is the frontrunner in New Hampshire’s Republican Primary, John McCain and Mike Huckabee are candidates to watch:** Former Governor Mitt Romney leads the field of candidates seeking the Republican presidential nomination by 12 percentage points. 29% of likely New Hampshire Republican Presidential Primary voters support Romney. But, Senator John McCain has now tied former Mayor Rudy Giuliani for second place with 17%. Former Governor Mike Huckabee has double digit support for the first time with 11%. The remaining candidates, Congressman Ron Paul, former Senator Fred Thompson, Congressman Duncan Hunter, and Congressman Tom Tancredo have only single digit support.

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

Likely Republican Primary Voters	December 2007		November 2007		October 2007	
	Likely Voters	Likely w/ Leaners	Likely Voters	Likely w/ Leaners	Likely Voters	Likely w/ Leaners
Mitt Romney	29%	31%	33%	34%	26%	27%
Rudy Giuliani	17%	18%	22%	23%	20%	21%
John McCain	17%	18%	13%	14%	17%	17%
Mike Huckabee	11%	11%	7%	7%	7%	8%
Ron Paul	6%	6%	7%	7%	2%	2%
Fred Thompson	4%	4%	5%	5%	10%	10%
Duncan Hunter	2%	2%	<1%	<1%	2%	2%
Tom Tancredo	1%	1%	1%	1%	1%	1%
Undecided	13%	9%	12%	9%	15%	12%

- **The Candidates’ Supporters:** Mitt Romney is the favorite among most groups. He leads his nearest rivals, Rudy Giuliani and John McCain, by 14 percentage points among likely Republican voters and 10 percentage points among likely Republican leaning independent voters. Among men likely to vote in the Republican primary, Romney is ahead with 30% compared with Rudy Giuliani, John McCain, and Mike Huckabee who are tied with 13%. Giuliani runs more competitively among younger voters. Although Romney receives the support of 26% of voters under forty-five years old who are likely to vote in the Republican primary, Giuliani, in sole possession of second place among these voters, receives 21%. Among voters who are 45 or older, Romney is backed by 31% and outpaces his nearest rival among these voters, John McCain, by 12 percentage points.

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

Likely Rep. Prim. Voters	Romney	Giuliani	McCain	Huckabee	Paul	Thompson	Hunter	Tancredo	Undecided
Republicans	30%	16%	16%	11%	7%	4%	1%	<1%	15%
Independents	28%	18%	18%	13%	5%	4%	3%	2%	9%
Moderate	31%	18%	22%	11%	6%	1%	<1%	<1%	11%
Conservative	31%	17%	13%	12%	7%	5%	3%	<1%	12%
Men	30%	13%	13%	13%	9%	5%	2%	2%	13%
Women	28%	21%	22%	9%	2%	3%	1%	<1%	14%
Not college	30%	16%	16%	12%	7%	6%	2%	<1%	11%
College	27%	17%	18%	10%	6%	1%	1%	3%	17%
< \$50,000	32%	21%	18%	11%	4%	2%	4%	<1%	8%
\$50,000 or >	31%	15%	16%	12%	7%	4%	1%	2%	12%
18 to 44	26%	21%	13%	10%	12%	4%	3%	2%	9%
45 or older	31%	14%	19%	12%	3%	4%	1%	<1%	16%

- **Intensity of Support:** 56% of likely Republican presidential primary voters strongly support their candidate. 50% of Mitt Romney’s supporters are firmly committed to him compared with 60% of Rudy Giuliani’s voters and 58% of John McCain’s backers.

Question Wording: Would you say you strongly support (candidate), somewhat support him, or do you think you might vote differently on primary day? (Support for the other candidates is too small for subgroup analysis)

Likely Republican Primary Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
December 2007	56%	28%	15%	1%
November 2007	54%	25%	19%	2%
October 2007	46%	35%	18%	1%
Mitt Romney				
December 2007	50%	34%	15%	1%
November 2007	47%	31%	21%	1%
October 2007	37%	39%	21%	3%
Rudy Giuliani				
December 2007	60%	23%	16%	1%
November 2007	50%	29%	18%	3%
October 2007	48%	34%	18%	<1%
John McCain				
December 2007	58%	27%	15%	<1%
October 2007	56%	29%	15%	<1%

The Republican Primary Electorate

- **The Voters’ Agenda:** There has been a gradual shift since October in the proportion of likely Republican primary voters who consider strong leadership to be the quality they value most in a presidential candidate. In October, it topped the list. 34% of likely Republican primary voters felt strong leadership was the most important attribute in a candidate. Now, about one in four likely

voters considers shared values, strong leadership, or a candidate's positions on the issues to be most important. Romney leads his rivals among likely Republican primary voters who want a presidential candidate who shares their values or is closer to their positions on the issues. Romney runs competitively with Giuliani and McCain among likely voters who are looking for a strong leader.

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

Likely Republican Primary Voters	December 2007 Quality Col %	Support for Top Tier Candidates by Quality			Nov 2007 Quality Col %	Oct 2007 Quality Col %
		Romney	Giuliani	McCain		
Shares your values	26%	31%	9%	14%	27%	25%
Is a strong leader	26%	26%	27%	24%	30%	34%
Closer to you on the issues	23%	31%	12%	13%	25%	20%
Bring about change	13%	Response is too small for subgroup analysis			9%	11%
Has experience	9%				7%	8%
Best chance of being elected	3%	--	--	--	2%	2%

- The Voters' Priorities:** Security from terrorism no longer tops the list of concerns on the minds of likely New Hampshire Republican Presidential Primary voters. Instead, 25% of likely primary voters say the economy is the most important issue when deciding their vote for president. 17% cite illegal immigration, 16% mention security, 12% cite social issues such as abortion and gay rights, and 11% mention the war in Iraq as central to their choice for president. Mitt Romney is strongest among likely Republican voters concerned most about illegal immigration. Romney also leads his opponents among likely primary voters concerned about the economy or security from terrorism.

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

Likely Republican Primary Voters	December 2007 Issue Col %	Support for Top Tier Candidate by Issue			Nov 2007 Col %	Oct 2007 Col %
		Romney	Giuliani	McCain		
The economy	25%	33%	17%	15%	21%	18%
Illegal immigration	17%	41%	21%	10%	19%	12%
Security against terrorism	16%	28%	19%	12%	27%	26%
Social issues abortion/gay rights	12%	Response is too small for subgroup analysis			8%	8%
The war in Iraq	11%				11%	14%
Health care	9%	--	--	--	6%	9%
Taxes	6%	--	--	--	5%	7%
Environment	2%	--	--	--	1%	2%
Education	2%	--	--	--	2%	4%

- **Electability:** For the first time, Mitt Romney is seen as the Republican most likely to beat the Democrat next November. 43% of likely New Hampshire Republican Primary voters think Romney has the best chance of being elected president compared with 28% who think Rudy Giuliani is most electable.

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?

Likely Republican Primary Voters	December 2007	November 2007	October 2007
Mitt Romney	43%	37%	29%
Rudy Giuliani	28%	40%	40%
John McCain	10%	9%	11%
Mike Huckabee	5%	2%	1%
Ron Paul	3%	2%	2%
Fred Thompson	2%	3%	6%
Duncan Hunter	<1%	<1%	1%
Tom Tancredo	<1%	<1%	<1%
Undecided	9%	7%	10%

Nature of the Sample: 1,343 New Hampshire Voters

This survey was conducted from November 28th through December 2nd, 2007. 1,343 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 604 potential Democratic presidential primary voters including 363 Democrats and 241 Democratic leaning independents. There are 505 potential Republican presidential primary voters including 354 Republicans and 151 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 454 likely Democratic presidential primary voters and 343 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.