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FINAL POLL
New Hampshire Presidential Primary
FOR IMMEDIATE RELEASE: Monday January 7, 2008

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This Marist College Institute for Public Opinion poll reports:

Democratic Presidential Primary 2008

- **Barack Obama leads among likely Democratic primary voters in New Hampshire:** After a decisive win in Iowa, Barack Obama is positioned to win the New Hampshire Democratic Presidential Primary. 36% of likely Democratic presidential primary voters including those currently leaning towards a candidate support Senator Obama followed by 28% for Senator Clinton and 22% for former Senator John 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 | January 7, 2008 | | December 2007 | |
|----------------------------------|-------------------|---------------|-------------------|---------------|
| | Likely w/ Leaners | Likely Voters | Likely w/ Leaners | Likely Voters |
| Barack Obama | 36% | 34% | 24% | 23% |
| Hillary Clinton | 28% | 28% | 37% | 37% |
| John Edwards | 22% | 21% | 18% | 18% |
| Bill Richardson | 7% | 7% | 8% | 8% |
| Dennis Kucinich | 3% | 3% | 3% | 3% |
| Other | <1% | <1% | 2% | 1% |
| Undecided | 4% | 7% | 8% | 10% |

- **Who's supporting whom?** Barack Obama runs up the score with the support of 43% of independents likely to vote in the New Hampshire Democratic Presidential Primary. He does not do as well against Hillary Clinton among registered Democrats. Obama outpaces Clinton among men 37% to 21% and is closely matched with Clinton among women voters. Nearly one in five likely Democratic primary voters has never before voted in New Hampshire's Democratic Primary. Obama receives the support of 49% of first time voters compared with 20% for Clinton. He also outdistances her among voters under 45 years of age by nearly two to one.

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

| Likely Dem Prim Voters w/Leaners | Obama | Clinton | Edwards | Other | Undecided |
|----------------------------------|-------|---------|---------|-------|-----------|
| Democrats | 30% | 36% | 23% | 8% | 3% |
| Independents | 43% | 16% | 22% | 14% | 5% |
| Men | 37% | 21% | 21% | 16% | 5% |
| Women | 34% | 33% | 24% | 5% | 4% |
| Liberal | 32% | 29% | 24% | 10% | 5% |
| Moderate | 36% | 28% | 20% | 11% | 5% |
| Conservative | 25% | 40% | 27% | 7% | 1% |
| Not college | 32% | 32% | 24% | 8% | 4% |
| College | 38% | 25% | 21% | 11% | 5% |
| < \$50,000 | 33% | 27% | 24% | 12% | 4% |
| \$50,000 or > | 36% | 28% | 22% | 10% | 4% |
| 18 to 44 | 42% | 22% | 20% | 10% | 6% |
| 45 or older | 30% | 33% | 25% | 10% | 2% |
| 1st time voter in Dem. primary | 49% | 20% | 16% | 13% | 2% |

- Intensity of Support:** Overall, 78% of likely New Hampshire Democratic Presidential Primary voters strongly support a candidate for their party's nomination for president. 88% of likely voters who back Hillary Clinton say they are strongly committed to her. This compares with 77% of Barack Obama's supporters who are firmly committed to him and 70% 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 |
|----------------------------------|------------------|------------------|------------------------|--------|
| January 2008 | 78% | 15% | 7% | <1% |
| December 2007 | 57% | 25% | 17% | 1% |
| Hillary Clinton | | | | |
| January 2008 | 88% | 8% | 4% | <1% |
| December 2007 | 61% | 25% | 12% | 2% |
| Barack Obama | | | | |
| January 2008 | 77% | 16% | 7% | <1% |
| December 2007 | 54% | 24% | 22% | <1% |
| John Edwards | | | | |
| January 2008 | 70% | 20% | 10% | <1% |
| December 2007 | 53% | 29% | 17% | 1% |

The Democratic Primary Electorate

- The Voters' Agenda:** The number one quality Democratic primary voters are looking for in a presidential candidate continues to be someone who can bring about change. 29% of likely Democratic primary voters want a presidential candidate who is an agent of change followed by 24%

of voters who are looking for a candidate who is closer to them on the issues. 15% want a candidate who shares their values, 14% want a strong leader, and 13% are looking for a candidate with experience.

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 | January 2008 Quality Col % | Support for Top Tier Candidates by Quality | | | December 2007 Quality Col % |
|----------------------------------|----------------------------|--|---------|---------|-----------------------------|
| | | Obama | Clinton | Edwards | |
| Bring about change | 29% | 50% | 17% | 22% | 29% |
| Closer to you on the issues | 24% | 32% | 21% | 31% | 20% |
| Shares your values | 15% | 30% | 19% | 23% | 19% |
| Is a strong leader | 14% | 39% | 39% | 16% | 19% |
| Has experience | 13% | 1% | 67% | 5% | 8% |
| Best chance of being elected | 5% | Too few responses | | | 5% |

- **The Voters' Priorities:** The economy is now the number one issue on the minds of likely New Hampshire Democratic Presidential Primary voters. 30% of likely voters are most concerned about the economy followed by 22% who mention health care, and 20% who cite the war in Iraq as the most important issue.

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

| Likely Democratic Primary Voters | January 2008 Issue Col % | Support for Top Tier Candidate by Issue | | | December 2007 Issue Col % |
|-----------------------------------|--------------------------|---|---------|---------|---------------------------|
| | | Obama | Clinton | Edwards | |
| The economy | 30% | 34% | 32% | 19% | 17% |
| Health care | 22% | 34% | 24% | 25% | 22% |
| The war in Iraq | 20% | 32% | 33% | 19% | 26% |
| Environment | 11% | Response is too small for subgroup analysis | | | 8% |
| Education | 6% | | | | 12% |
| Social issues abortion/gay rights | 4% | -- | -- | -- | 8% |
| Security against terrorism | 3% | -- | -- | -- | 3% |
| Illegal immigration | 3% | -- | -- | -- | 3% |
| Taxes | 1% | -- | -- | -- | 1% |

- **Electability:** For the first time, more likely Democratic presidential primary voters think Barack Obama not Hillary Clinton has the best chance of beating the Republican candidate for president in November. 42% think Obama is most the most electable Democratic presidential candidate compared with 34% who believe Clinton is.

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 in November?

| Likely Democratic Primary Voters | January 2008 | December 2007 |
|----------------------------------|--------------|---------------|
| Barack Obama | 42% | 18% |
| Hillary Clinton | 34% | 56% |
| John Edwards | 16% | 10% |
| Other | 4% | 4% |
| Undecided | 4% | 12% |

Republican Presidential Primary 2008

- **John McCain edges Mitt Romney among likely Republican primary voters in New Hampshire:**

Senator John McCain receives the support of 35% of likely New Hampshire Republican primary voters including those leaning towards a candidate. 31% support former Governor Mitt Romney followed by 13% who support former Governor Mike Huckabee.

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

| Likely Republican Primary Voters | January 2008 | | December 2007 | |
|----------------------------------|-------------------|---------------|-------------------|---------------|
| | Likely w/ Leaners | Likely Voters | Likely w/ Leaners | Likely Voters |
| John McCain | 35% | 34% | 18% | 17% |
| Mitt Romney | 31% | 30% | 31% | 29% |
| Mike Huckabee | 13% | 13% | 11% | 11% |
| Ron Paul | 8% | 8% | 6% | 6% |
| Rudy Giuliani | 5% | 5% | 18% | 17% |
| Fred Thompson | 4% | 4% | 4% | 4% |
| Duncan Hunter | 2% | 2% | 2% | 2% |
| Other | <1% | <1% | 1% | 1% |
| Undecided | 2% | 4% | 9% | 13% |

- **The Candidates' Supporters:** John McCain edges Mitt Romney among registered Republicans likely to vote in tomorrow's primary. McCain also has a slight lead among men. He outpaces Romney among moderates 44% to 25%.

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

| Likely Rep Prim Voters w/ Leaners | McCain | Romney | Huckabee | Other | Undecided |
|-----------------------------------|--------|--------|----------|-------|-----------|
| Republicans | 35% | 31% | 15% | 17% | 2% |
| Independents | 34% | 33% | 8% | 24% | 1% |
| Moderate | 44% | 25% | 13% | 16% | 2% |
| Conservative | 31% | 36% | 13% | 18% | 2% |
| Men | 34% | 29% | 14% | 22% | 1% |
| Women | 36% | 35% | 11% | 16% | 2% |

| Likely Rep Prim Voters w/ Leaners | McCain | Romney | Huckabee | Other | Undecided |
|-----------------------------------|--------|--------|----------|-------|-----------|
| Not college | 36% | 30% | 14% | 18% | 2% |
| College | 35% | 33% | 12% | 19% | 1% |
| < \$50,000 | 35% | 30% | 11% | 22% | 2% |
| \$50,000 or > | 34% | 34% | 13% | 18% | 1% |
| 18 to 44 | 33% | 31% | 11% | 24% | 1% |
| 45 or older | 36% | 32% | 14% | 16% | 2% |
| 1st time voter in Rep. primary | 39% | 33% | 9% | 19% | <1% |

- **Intensity of Support:** 69% of likely Republican presidential primary voters strongly support their candidate. 72% of Mitt Romney’s supporters are firmly committed to him compared with 71% of Mike Huckabee’s voters and 68% 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 |
|----------------------------------|------------------|------------------|------------------------|--------|
| January 2008 | 69% | 17% | 14% | <1% |
| December 2007 | 56% | 28% | 15% | 1% |
| John McCain | | | | |
| January 2008 | 68% | 22% | 10% | <1% |
| December 2007 | 58% | 27% | 15% | <1% |
| Mitt Romney | | | | |
| January 2008 | 72% | 12% | 16% | <1% |
| December 2007 | 50% | 34% | 15% | 1% |
| Mike Huckabee | | | | |
| January 2008 | 71% | 13% | 16% | <1% |

The Republican Primary Electorate

- **The Voters’ Agenda:** About one in four likely Republican primary voters considers shared values, a candidate’s positions on the issues, or strong leadership to be most important in picking a candidate for president.

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 | January 2008 Quality Col % | Support for Top Tier Candidates by Quality | | | December 2007 Quality Col % |
|----------------------------------|----------------------------|---|--------|----------|-----------------------------|
| | | McCain | Romney | Huckabee | |
| Shares your values | 28% | 25% | 30% | 21% | 26% |
| Closer to you on the issues | 27% | 27% | 32% | 12% | 23% |
| Is a strong leader | 25% | 56% | 27% | 3% | 26% |
| Has experience | 10% | Response is too small for subgroup analysis | | | 9% |
| Bring change | 8% | | | | 13% |
| Best chance of being elected | 2% | -- | -- | -- | 3% |

- The Voters' Priorities:** The economy, security from terrorism, and illegal immigration top the list of concerns on the minds of likely New Hampshire Republican Presidential Primary voters. 24% of likely primary voters say the economy is the most important issue when deciding their vote for president, 23% mention security, and 17% cite illegal immigration.

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

| Likely Republican Primary Voters | January 2008 Issue Col % | Support for Top Tier Candidate by Issue | | | December 2007 Issue Col % |
|-----------------------------------|--------------------------|---|--------|----------|---------------------------|
| | | McCain | Romney | Huckabee | |
| The economy | 24% | 43% | 27% | 9% | 25% |
| Security against terrorism | 23% | 43% | 28% | 9% | 16% |
| Illegal immigration | 17% | 13% | 48% | 5% | 17% |
| The war in Iraq | 9% | Response is too small for subgroup analysis | | | 11% |
| Social issues abortion/gay rights | 9% | | | | 12% |
| Health care | 7% | -- | -- | -- | 9% |
| Taxes | 7% | -- | -- | -- | 6% |
| Education | 3% | -- | -- | -- | 2% |
| Environment | 1% | -- | -- | -- | 2% |

- Electability:** Likely Republican primary voters divide over whether John McCain or Mitt Romney is the Republican most likely to beat the Democrat in November. 36% of likely New Hampshire Republican Primary voters think each of them has the best chance of being elected president.

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 in November?

| Likely Republican Primary Voters | January 2008 | December 2007 |
|----------------------------------|--------------|---------------|
| John McCain | 36% | 10% |
| Mitt Romney | 36% | 43% |
| Rudy Giuliani | 10% | 28% |
| Mike Huckabee | 8% | 5% |
| Ron Paul | 3% | 3% |
| Fred Thompson | 2% | 2% |
| Undecided | 5% | 9% |

- Presidential politics and religion:** A majority, 51%, of likely New Hampshire Republican Primary voters say it does not matter at all if a candidate shares their religious beliefs. Only 9% of voters believe it matters a great deal.

Question Wording: How much does it matter to you that a candidate shares your religious beliefs: a great deal, somewhat, not much, or not at all?

| Likely Republican Primary Voters | January 2008 |
|---|-------------------------|
| A great deal | 9% |
| Somewhat | 21% |
| Not much | 19% |
| Not at all | 51% |

Nature of the Sample: 1,540 New Hampshire Voters

This survey was conducted on January 5th and 6th, 2008. 1,540 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 788 potential Democratic presidential primary voters including 476 Democrats and 312 Democratic leaning independents. There are 628 potential Republican presidential primary voters including 454 Republicans and 174 Republican leaning independents. There are 636 likely Democratic presidential primary voters and 477 likely Republican presidential primary voters. The results for these sub-samples are statistically significant at $\pm 4\%$ and $\pm 4.5\%$, respectively. The error margin increases for cross-tabulations.