

Trend  BREAKERS

 WNBC/Marist Poll

air date March 3 2007



Trendbreakers is a new show that spotlights the latest poll numbers and the people and the stories behind them.

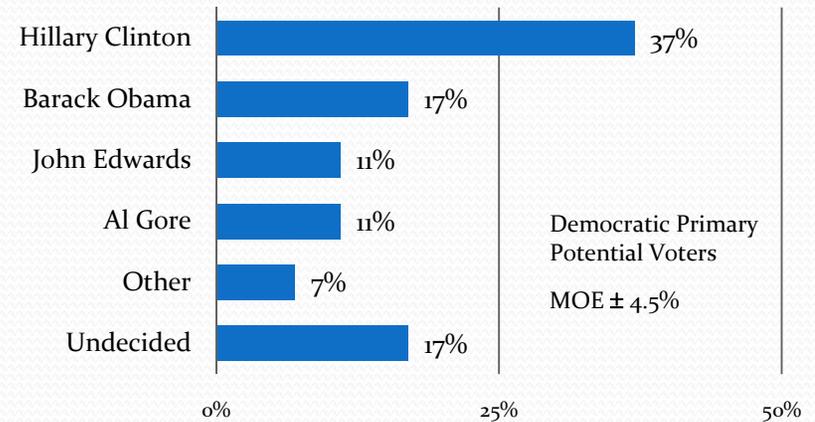
- The show's first guest, Bill Cunningham, discussed the 2008 presidential campaign, the candidates and their chances. Cunningham is a long time political insider and is now the managing director of Dan Klores Communications. He was instrumental in making businessman Michael Bloomberg New York City Mayor Bloomberg. The discussion included the possibility of a presidential run by Mayor Michael Bloomberg.
 - Dr. Irwin Redlener, Associate Dean at the Mailman School of Public Health at Columbia University and President of the Children's Health Fund, joined Lee and Barbara to discuss the 20th anniversary of the Children's Health Fund and health care for kids. Dr. Redlener is the author of *Americans at Risk: Why We Are Not Prepared for Megadisasters and What We Can Do*.
 - Dana Dickey, Conde Nast Traveler's editor at large, shared some advice to those planning a travel escape, including hot European destinations.
- The WNBC/Marist Poll is a collaboration between WNBC TV and the Marist Institute for Public Opinion at Marist College. The WNBC/Marist Poll lets you know what people in the tristate area and across the nation think about the latest topics from politics to lifestyles. The poll has a track record for accuracy and independence. It provides a regular measure of the public pulse and is a source for the hottest trends.
 - Through the regular public release of Marist Poll surveys, the Marist Institute for Public Opinion (MIPO) at Marist College has built a legacy of independence, reliability and accuracy. Frequently cited by journalists, public officials, and policy experts, the Marist Poll has been recognized for fairness, accuracy, and timeliness. Its results are featured in print and electronic media throughout the world. MIPO also provides educational opportunities for students and is a public resource for information on survey methodology through internships, conferences, seminars and coursework.
 - The WNBC/Marist Poll is directed by Dr. Lee M. Miringoff and Dr. Barbara L. Carvalho. Lee received his Ph.D. in political science from the Massachusetts Institute of Technology. He directs the Marist Institute for Public Opinion and is President of the National Council of Public Polls (NCPP). Lee is a frequent commentator on politics and polling. Barbara received her Ph.D. in Political Science from Fordham University and directs the Marist Poll in addition to numerous public surveys on elections, public policy, and community issues. She is Secretary/Treasurer of the National Council of Public Polls (NCPP).

Political Trendline

- The votes won't be cast for another ten months but it is already a very lively campaign, especially for New Yorkers. In the most recent WNBC/Marist Poll of registered voters nationwide, Hillary Clinton and Rudy Giuliani are their party's frontrunners.
- Among potential Democratic primary voters nationwide, Hillary Clinton leads her rivals for the nomination with 37%. Barack Obama is now in second place with 17% and John Edwards and Al Gore each follow with 11%. Trailing with 2% or less are Joe Biden, Bill Richardson, Wesley Clark, Al Sharpton, Mike Gravel, Dennis Kucinich, and Chris Dodd.
- But, if Hillary survives the primary season, she faces a tough audience for the general election. 43% of voters across the country say they won't even consider voting for her as president of the United States.

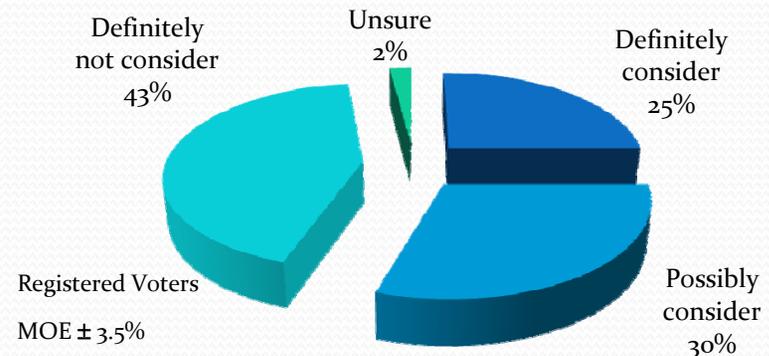
Democratic Primary

If the 2008 Democratic presidential primary were held today, whom would you support if the candidates are:



Consider Hillary?

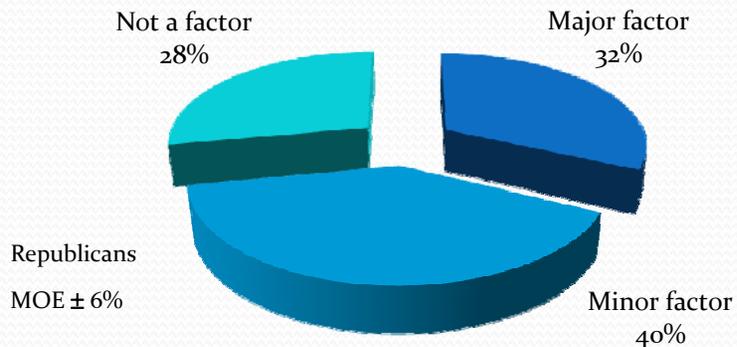
Thinking about the 2008 presidential elections, would you definitely consider voting for Hillary Clinton, possibly consider voting for Hillary Clinton, or would you definitely not consider voting for Hillary Clinton?



- On the Republican side of the aisle, former Mayor Rudy Giuliani is the frontrunner with 28% and Senator John McCain is in second place with 21%. Former Congressman Newt Gingrich follows with 11%, and former Massachusetts Governor Mitt Romney garners 10%. A field of nine other potential Republican presidential contenders trail.
- When Republicans hear that Rudy has taken pro-choice, pro-gun control, and pro-gay rights stands, 32% say it's a major factor in deciding their vote. Almost half of Republicans say they are less likely to vote for Giuliani because of these positions.

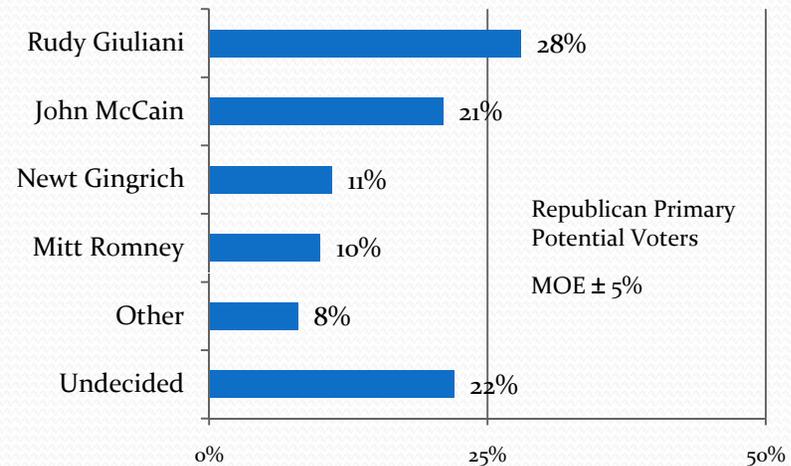
GOP and Rudy's Past

Former New York City Mayor Rudy Giuliani is a pro-choice, pro-gun control, pro-gay rights Republican. Would the fact that Rudy Giuliani has these positions be a major factor, a minor factor, or not a factor in deciding if you would vote for Rudy Giuliani?



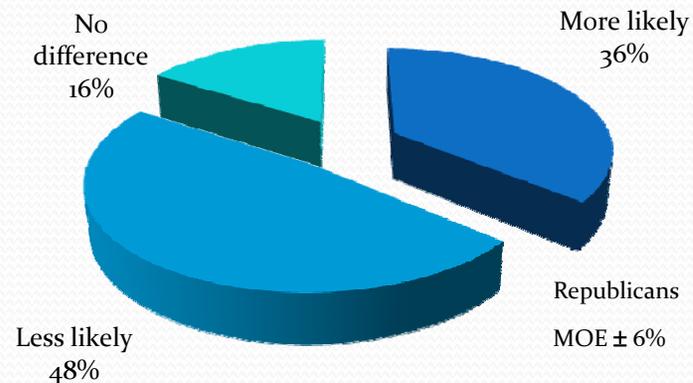
Republican Primary

If the 2008 Republican presidential primary were held today, whom would you support if the candidates are:



Rudy's Positions and the Republican Vote

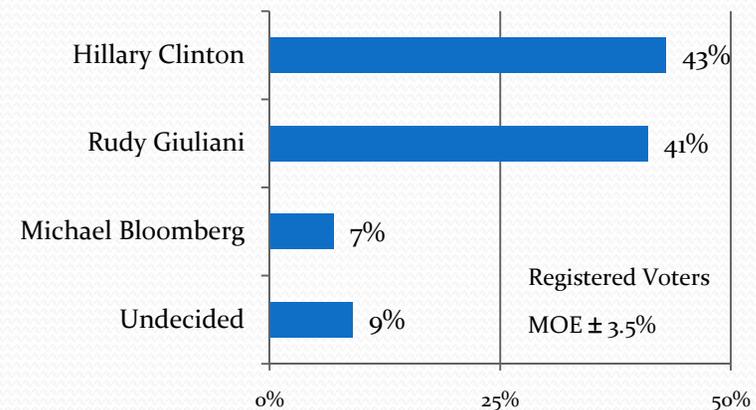
Does the fact that Rudy Giuliani has these positions make you more or less likely to vote for him?



- If Senator Clinton and Mayor Giuliani lose their bid for the White House, the 2008 Presidential election could still be historic. All of the top tier candidates including Obama, Edwards, McCain and Romney would be a break from tradition.
- Hillary Clinton and Rudy Giuliani would be the first New York politicians since FDR to win.
- The show's first guest, Bill Cunningham, discussed each of the candidates and their chances. Cunningham is a long time political insider and is now the managing director of Dan Klores Communications. He was instrumental in making businessman Michael Bloomberg New York City Mayor Bloomberg.
- The discussion included the possibility of a presidential run by Mayor Michael Bloomberg.
- In a three-way race for the presidency nationwide, Hillary Clinton receives 43%, Rudy Giuliani has 41%, and Michael Bloomberg trails with only 7%.

President Bloomberg?

If the 2008 presidential election were held today, whom would you support if the candidates are:

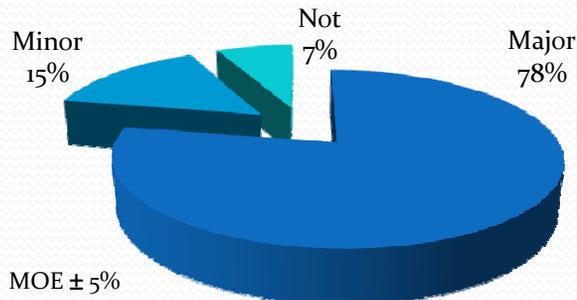


Health Trendline

- A WNBC/Marist Poll was conducted with people in the New York Metropolitan region including Northern New Jersey and Connecticut.
- 35% told us there are not enough health care options for children where they live. Almost one in five parents say it's hard to find someone or someplace within their community to get advice when their child is sick including 27% of African American, Hispanic, or Asian families.
- Despite state efforts to provide health care for kids, the U.S. Census estimates 10 percent of kids in our area are without health insurance. Not surprisingly, most people would like to see this become a major issue in the 2008 presidential campaign.
- Dr. Irwin Redlener, Associate Dean at the Mailman School of Public Health at Columbia University and President of the Children's Health Fund discussed this pressing issue.

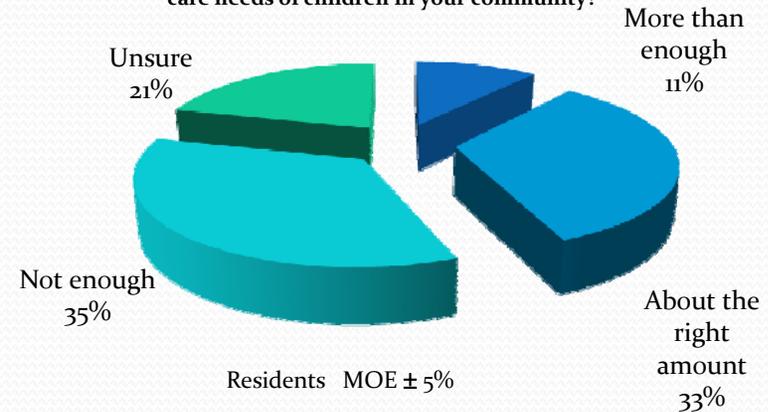
Campaign 2008

Do you think making health care more affordable for children should be a major campaign issue, a minor campaign issue, or not a campaign issue in the 2008 presidential campaign?



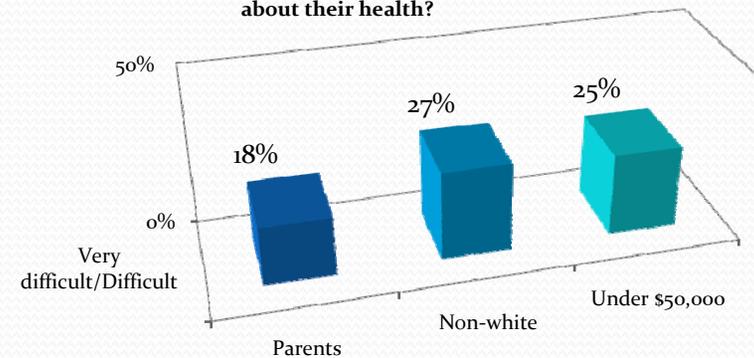
Health Care for Kids

Overall, do you feel the health and medical care available for children in your community is more than enough, about the right amount, or not enough to meet the health and medical care needs of children in your community?



Hard to Find Care

Is it very difficult, difficult, not very difficult, or not difficult at all to find someone or some place in your community to go to when your children are sick or you need advice about their health?

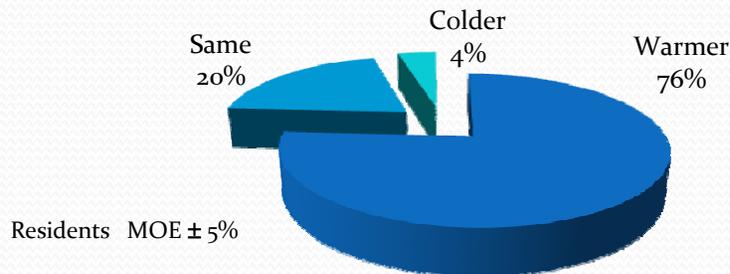


Travel Trendline

- This WNBC/Marist Poll of people in the New York Metropolitan region including Northern New Jersey and Connecticut asked people about their travel plans. As it turns out, many of them are not waiting for summer to get away.
- 37% tell us they're taking a break in the next few months and most of them are looking to escape the winter chill and find a warmer reception when they arrive at their destination.
- If money were no object, Europe still captures the imagination for 35% as their dream vacation, while nearly one in five would like to explore right here in the United States.
- Dana Dickey, Conde Nast Traveler's editor at large, joined Lee and Barbara to share some advice to those planning a travel escape.

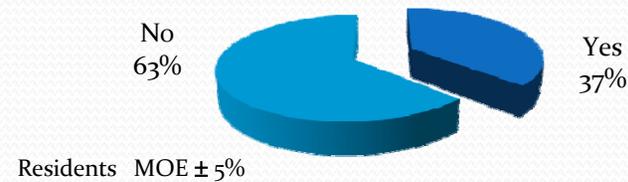
Sun or Snow?

Which of the following best describes the climate where you are planning to go, is it:



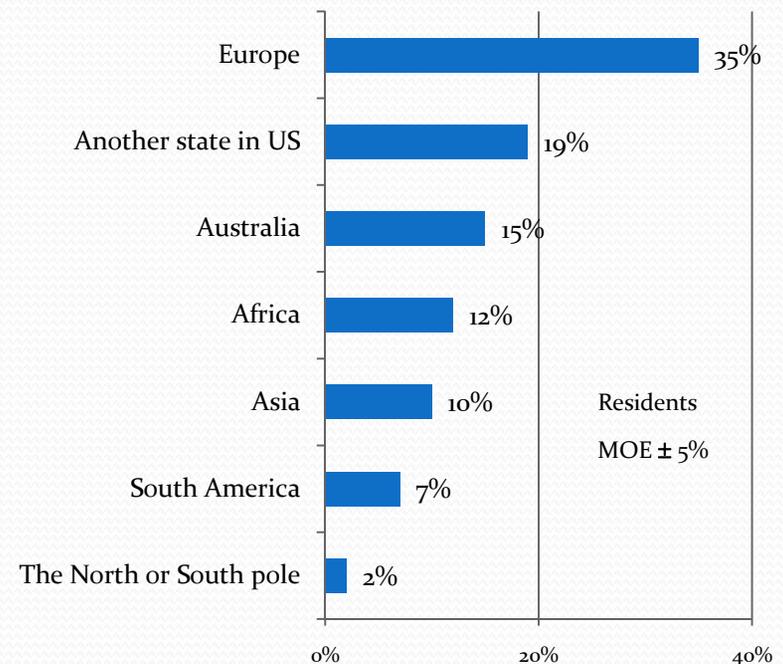
Taking a Break?

Do you plan on taking a vacation in the next few months before summer?



Dream Destination

If money were not a concern, would you most like to visit:

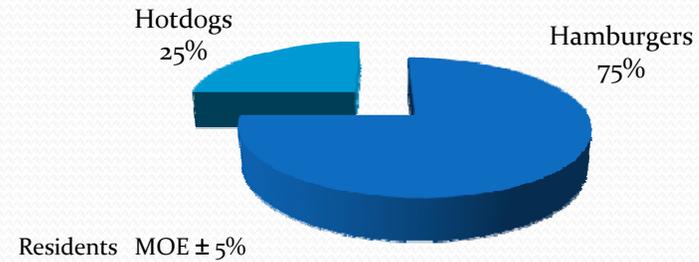


• Food Favorite

- Pollsters don't just talk politics. We pitted hamburgers against hot dogs to see which is more popular.
- And, it seems the hamburger is the most appetizing choice. 75% of those we polled selected hamburgers, while only one-fourth, 25%, picked the hot dog.
- When given a third option, pizza, the results played out much differently. Pizza came in first with 64%, hamburgers took second place with 25% and the hot dog trailed with only 11%.

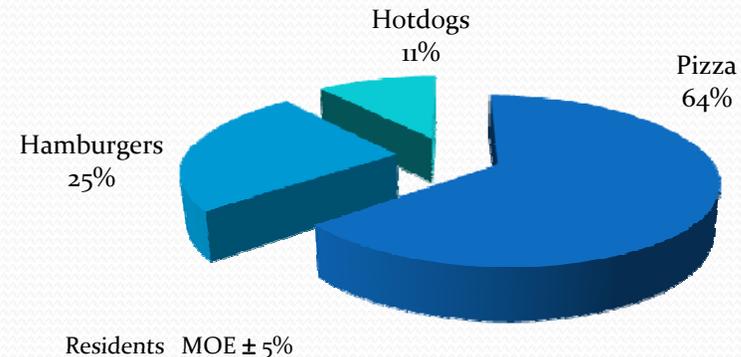
Fast Food Showdown

If you had to choose, which fast food do you like more:



And the Winner is...

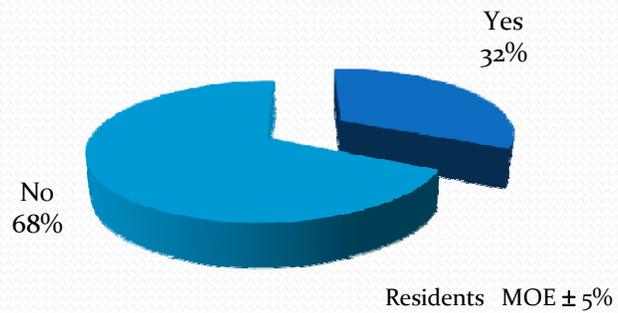
If you had to choose, which fast food do you like most:



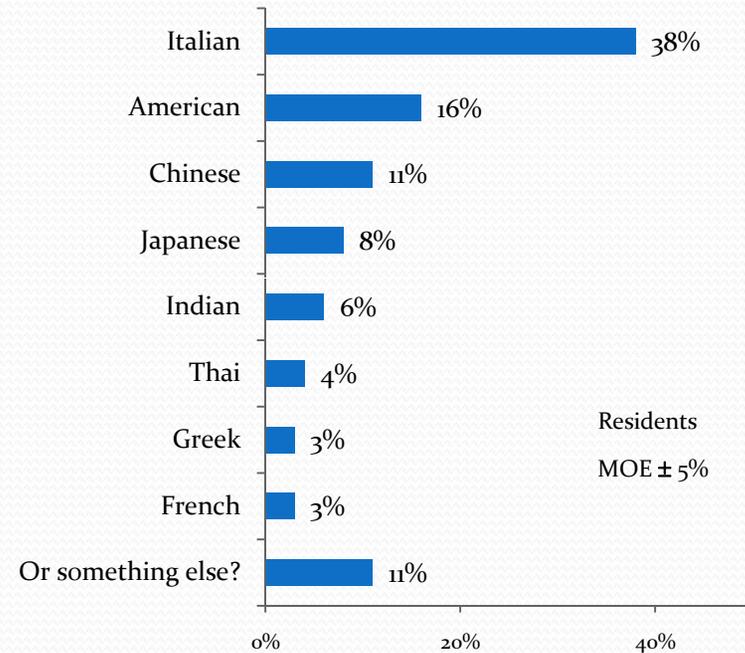
• Believe It Or Not

- Italian food is the top choice of restaurant goers, 38% say it's number one.
- 32% of people in our area would like to travel to outer space.

Would you like to travel to outer space?



When you go out to eat in a restaurant, is your favorite kind of food:





• How the Surveys Were Conducted

- The national WNBC/Marist Poll was conducted February 12th through February 15th, 2007. 1,219 adults 18 years of age or older within the continental United States were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the nation. The exchanges were selected to ensure that each region was represented in proportion to its population. The results of the entire survey are statistically significant at $\pm 3\%$. There are 978 registered voters including 331 Democrats, 277 Republicans, and 342 independent voters. The results for registered voters are statistically significant at $\pm 3.5\%$. Independent voters were asked a follow-up question to ascertain whether they lean towards either the Democratic or Republican party. There are 471 Democrats and Democratic leaning independents and 367 Republicans and Republican leaning independents. The results for the Democratic and Republican primary sub-samples, which include independent voters who lean toward a political party, are statistically significant at $\pm 4.5\%$ and $\pm 5\%$, respectively. The margin for error increases for cross-tabulations.
- The WNBC/Marist Poll in the New York Metropolitan region including Northern New Jersey and Connecticut was conducted February 21st and February 22nd, 2007. 403 adults 18 years of age or older within the region were interviewed by telephone. Telephone numbers were selected based upon a list of telephone exchanges from throughout the region. The exchanges were selected to ensure that each area was represented in proportion to its population. The results of the entire survey are statistically significant at $\pm 5\%$. The margin for error increases for cross-tabulations.