



Marist College Institute for Public Opinion

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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's lead narrows among likely Democratic primary voters:** Hillary Clinton's once commanding lead over her Democratic rivals for the 2008 New Hampshire Democratic Presidential Primary has been nearly halved. Last month, Clinton led her closest competitor, Barack Obama, by 21 percentage points. Now, the gap has narrowed to just 11 percentage points. 36% of likely Democratic presidential primary voters support Senator Clinton followed by 25% for Senator Obama. Former Senator John Edwards receives 14%. 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:

Potential Democratic Primary Voters	November 2007			October 2007		
	Likely Voters	Likely Voters w/ Leaners	Total	Likely Voters	Likely Voters w/ Leaners	Total
Hillary Clinton	36%	38%	39%	41%	43%	40%
Barack Obama	25%	26%	23%	20%	21%	20%
John Edwards	14%	14%	13%	11%	12%	12%
Bill Richardson	6%	6%	6%	8%	8%	7%
Dennis Kucinich	3%	3%	3%	3%	3%	2%
Joe Biden	2%	2%	2%	3%	3%	2%
Chris Dodd	1%	2%	1%	2%	2%	2%
Mike Gravel	<1%	<1%	<1%	<1%	<1%	<1%
Undecided	13%	9%	13%	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.

- What's changed?** Although Hillary Clinton has seen a decline in support among many groups within New Hampshire's likely Democratic Primary electorate, one of the biggest changes has been among men forty-five years of age and older. Last month, she led both Barack Obama and John Edwards by 20 percentage points among this group. It is now a three-way contest. In a turnabout from last month's poll, Obama now leads Clinton by 13 percentage points among these voters. He trailed Clinton by 19 percentage points among first time voters in the earlier poll. Nearly one in five likely Democratic primary voters has never before voted in New Hampshire's Democratic primary.

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	Other	Undecided	Clinton Lead	Percentage Point Change
Men							- 14
November 2007	23%	26%	18%	20%	13%	- 3	
October 2007	32%	21%	10%	26%	11%	11	
Men 45 and older							- 22
November 2007	22%	24%	20%	21%	13%	- 2	
October 2007	36%	16%	16%	23%	9%	20	
Women							- 6
November 2007	45%	24%	11%	7%	13%	21	
October 2007	47%	20%	10%	10%	13%	27	
Women 45 and older							- 6
November 2007	44%	21%	12%	10%	13%	23	
October 2007	44%	15%	10%	13%	18%	29	
Democrats							- 9
November 2007	39%	19%	15%	14%	13%	20	
October 2007	43%	14%	11%	16%	16%	29	
Independents							- 8
November 2007	33%	32%	12%	11%	12%	1	
October 2007	38%	29%	10%	16%	7%	9	
Liberal							- 9
November 2007	37%	29%	14%	10%	10%	8	
October 2007	38%	21%	13%	13%	15%	17	
Moderate							- 6
November 2007	36%	22%	16%	13%	13%	14	
October 2007	40%	20%	9%	19%	12%	20	
Not college							- 3
November 2007	46%	20%	14%	10%	10%	26	
October 2007	46%	17%	9%	15%	13%	29	
College							- 12
November 2007	29%	28%	14%	14%	15%	1	
October 2007	36%	23%	12%	17%	12%	13	
< \$50,000							- 10
November 2007	45%	27%	9%	9%	10%	18	
October 2007	46%	18%	7%	15%	14%	28	
\$50,000 or >							- 5
November 2007	35%	24%	15%	14%	12%	11	
October 2007	38%	22%	13%	17%	10%	16	

Likely Dem. Voters	Clinton	Obama	Edwards	Other	Undecided	Clinton Lead	Percentage Point Change
18 to 44							- 1
November 2007	39%	28%	12%	10%	11%	11	
October 2007	41%	29%	7%	15%	8%	12	
45 or older							- 13
November 2007	35%	22%	15%	15%	13%	13	
October 2007	41%	15%	12%	17%	15%	26	
1st time Dem. primary							- 32
November 2007	32%	45%	6%	7%	10%	-13	
October 2007	48%	29%	3%	6%	14%	19	

- Intensity of Support:** Overall, 56% of likely New Hampshire Democratic Presidential Primary voters strongly support a candidate for their party's nomination for president. 64% of likely voters who back Hillary Clinton say they are strongly committed to her. In contrast, 49% of likely voters who support Barack Obama, and 46% who back John Edwards say they strongly support 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 Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
November 2007	56%	27%	15%	2%
October 2007	56%	28%	16%	<1%
Hillary Clinton				
November 2007	64%	25%	10%	1%
October 2007	59%	27%	14%	<1%
Barack Obama				
November 2007	49%	30%	18%	3%
October 2007	58%	29%	13%	<1%
John Edwards				
November 2007	46%	32%	22%	<1%
October 2007	49%	18%	32%	1%

- Second Choice:** The top three Democratic candidates are also the second choice of many likely Democratic presidential primary voters. 22% will opt for John Edwards and 21% will choose Hillary Clinton if they do not end up voting for their current first choice. 19% say Barack Obama 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					October 2007 Col %
		Clinton	Obama	Edwards	Other	Und.	
John Edwards	22%	36%	20%	n.a.	31%	13%	27%
Hillary Clinton	21%	n.a.	35%	34%	20%	11%	17%
Barack Obama	19%	43%	n.a.	18%	33%	6%	25%
Bill Richardson	12%	Support for candidate is too small for subgroup analysis					8%
Chris Dodd	5%	--	--	--	--	--	3%
Joe Biden	5%	--	--	--	--	--	5%
Dennis Kucinich	3%	--	--	--	--	--	2%
Mike Gravel	1%	--	--	--	--	--	1%
Would vote in Rep. primary	1%	--	--	--	--	--	1%
Undecided	11%	--	--	--	--	--	11%

The Democratic Primary Electorate

- The Voters' Agenda:** Bringing about change, being a strong leader, being close on the issues, and sharing values are important to likely New Hampshire Democratic Presidential Primary voters when deciding whom to support. 25% of likely Democratic presidential primary voters want someone who will bring about change, 22% want a strong leader, 21% are looking for a nominee who is closer to them on the issues, and 20% want a person who shares their values. Clinton is the choice among those likely voters who want a strong leader, who are looking for a candidate who is closer to them on the issues, or shares their values. Barack Obama leads among likely voters who want someone who will bring about change.

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					October 2007 Col %
		Clinton	Obama	Edwards	Other	Und.	
Bring about change	25%	37%	45%	7%	6%	5%	23%
Is a strong leader	22%	40%	22%	14%	13%	11%	21%
Closer to you on the issues	21%	34%	19%	13%	19%	15%	23%
Shares your values	20%	30%	19%	18%	12%	21%	22%
Has experience	9%	Response is too small for subgroup analysis					6%
Best chance of being elected	3%	--	--	--	--	--	5%

- The Voters' Priorities:** The war in Iraq, the economy, and health care outdistance other concerns in the minds of likely New Hampshire Democratic Presidential Primary voters. 29% of likely voters cite the war in Iraq as the most important issue followed by 21% who are concerned about the economy, and 20% who mention health care. 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 the economy and health care.

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					October 2007 Col %
		Clinton	Obama	Edwards	Other	Und.	
The war in Iraq	29%	29%	27%	17%	12%	15%	30%
The economy	21%	38%	27%	14%	8%	13%	15%
Health care	20%	49%	20%	8%	13%	10%	23%
Education	10%	Response is too small for subgroup analysis					7%
Environment	9%	--	--	--	--	--	9%
Social issues abortion/gay rights	4%	--	--	--	--	--	8%
Security against terrorism	3%	--	--	--	--	--	4%
Illegal immigration	3%	--	--	--	--	--	3%
Taxes	1%	--	--	--	--	--	1%

- **Electability:** 53% of likely 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	November 2007		October 2007	
	Likely Voters	Total	Likely Voters	Total
Hillary Clinton	53%	54%	58%	58%
Barack Obama	17%	18%	18%	17%
John Edwards	13%	12%	9%	11%
Bill Richardson	2%	2%	1%	2%
Chris Dodd	2%	1%	<1%	<1%
Dennis Kucinich	1%	1%	1%	<1%
Joe Biden	1%	1%	1%	1%
Mike Gravel	<1%	<1%	<1%	<1%
Undecided	11%	11%	12%	11%

- **In Touch?** About 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
Likely voters	34%	66%
Total	27%	73%

Republican Presidential Primary 2008

- **Former Governor Romney leads by double digits among likely Republican primary voters:**

Former Governor Mitt Romney leads the field of candidates seeking the Republican presidential nomination. 33% of likely New Hampshire Republican Presidential Primary voters support Romney compared with 22% for former Mayor Rudy Giuliani, and 13% for Senator John McCain. The remaining candidates, Congressman Ron Paul, former Governor Mike Huckabee, former Senator Fred Thompson, Congressman Tom Tancredo, and Congressman Duncan Hunter 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:

Potential Republican Primary Voters	November 2007			October 2007		
	Likely Voters	Likely Voters w/ Leaners	Total	Likely Voters	Likely Voters w/ Leaners	Total
Mitt Romney	33%	34%	33%	26%	27%	25%
Rudy Giuliani	22%	23%	22%	20%	21%	21%
John McCain	13%	14%	14%	17%	17%	18%
Ron Paul	7%	7%	7%	2%	2%	3%
Mike Huckabee	7%	7%	6%	7%	8%	5%
Fred Thompson	5%	5%	5%	10%	10%	10%
Tom Tancredo	1%	1%	1%	1%	1%	1%
Duncan Hunter	<1%	<1%	<1%	2%	2%	2%
Undecided	12%	9%	12%	15%	12%	15%

- **The Candidates’ Supporters:** Governor Romney leads among both Republicans and Republican leaning independent voters. He leads his nearest rival, Rudy Giuliani, by 11 percentage points among likely Republican voters and 13 percentage points among likely Republican leaning independent voters. Romney runs neck and neck against Giuliani among likely Republican women voters and likely Republican voters with a college education.

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	Paul	Huckabee	Thompson	Tancredo	Hunter	Undecided
Republicans	31%	20%	13%	8%	7%	6%	1%	<1%	14%
Independents	42%	29%	13%	6%	6%	1%	<1%	<1%	3%
Moderate	33%	29%	13%	2%	3%	5%	2%	<1%	13%
Conservative	33%	22%	12%	8%	10%	5%	1%	<1%	9%

† 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.

Likely Rep. Voters	Romney	Giuliani	McCain	Paul	Huckabee	Thompson	Tancredo	Hunter	Undecided
Men	34%	15%	13%	9%	8%	7%	2%	<1%	12%
Women	32%	32%	13%	5%	5%	2%	<1%	<1%	11%
Not college	37%	20%	14%	10%	5%	5%	1%	<1%	8%
College	28%	27%	11%	5%	9%	5%	1%	<1%	14%
< \$50,000	29%	19%	13%	18%	7%	5%	<1%	<1%	9%
\$50,000 or >	37%	24%	12%	4%	6%	5%	1%	<1%	11%
18 to 44	35%	28%	9%	12%	5%	4%	<1%	<1%	7%
45 or older	32%	20%	15%	5%	8%	6%	2%	<1%	12%

- Intensity of Support:** 54% of likely Republican presidential primary voters strongly support their candidate. Among the leading Republican candidates, 47% of Mitt Romney’s supporters are firmly committed to him. 21% of his supporters feel they may vote differently on primary day. Similarly, 50% of Giuliani’s voters strongly support him while 18% might vote for another candidate on primary day.

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 Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
November 2007	54%	25%	19%	2%
October 2007	46%	35%	18%	1%
Mitt Romney				
November 2007	47%	31%	21%	1%
October 2007	37%	39%	21%	3%
Rudy Giuliani				
November 2007	50%	29%	18%	3%
October 2007	48%	34%	18%	<1%

- Second Choice:** Rudy Giuliani and Mitt Romney are the second choice of many likely New Hampshire Republican Presidential Primary voters. 25% of likely voters select Giuliani and 24% support Romney as their second choice. 15% 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					October 2007 Col %
		Romney	Giuliani	McCain	Other	Und.	
Rudy Giuliani	25%	54%	n.a.	22%	17%	7%	26%
Mitt Romney	24%	n.a.	49%	19%	24%	8%	23%
John McCain	15%	Support is too small for subgroup analysis					13%
Fred Thompson	10%	--	--	--	--	--	10%
Mike Huckabee	7%	--	--	--	--	--	9%
Ron Paul	4%	--	--	--	--	--	4%
Tom Tancredo	2%	--	--	--	--	--	1%
Duncan Hunter	1%	--	--	--	--	--	1%
Other	n.a.	--	--	--	--	--	2%
Would vote in Dem. primary	1%	--	--	--	--	--	2%
Undecided	11%	--	--	--	--	--	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. 30% of likely Republican primary voters want a strong leader compared with 27% who are looking for a candidate who shares their values and 25% who want someone closer to them on the issues. Romney leads his rivals among likely voters who want someone who shares their values or their positions on the issues. He runs competitively with Giuliani among likely Republican primary 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 Voters	Quality Col %	Support for Candidate by Quality					October 2007 Col %
		Romney	Giuliani	McCain	Other	Und.	
Is a strong leader	30%	27%	25%	18%	14%	16%	34%
Shares your values	27%	41%	15%	10%	27%	7%	25%
Closer to you on the issues	25%	31%	25%	12%	23%	9%	20%
Bring about change	9%	Response is too small for subgroup analysis					11%
Has experience	7%	--	--	--	--	--	8%
Best chance of being elected	2%	--	--	--	--	--	2%

- The Voters' Priorities:** Security from terrorism tops the list of concerns on the minds of likely New Hampshire Republican Presidential Primary voters. 27% of these voters say security from terrorism is the most important issue when deciding their vote for president. 21% cite the economy, 19% find illegal immigration to be the vital issue, and 11% feel the war in Iraq is central to their choice for

president. Mitt Romney is strongest among likely Republican voters concerned most about illegal immigration. Although by a smaller margin, he also leads his Republican rivals among likely primary voters who are concerned about terrorism or the economy.

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					October 2007 Col %
		Romney	Giuliani	McCain	Other	Und.	
Security against terrorism	27%	34%	28%	7%	21%	10%	26%
The economy	21%	33%	26%	15%	18%	8%	18%
Illegal immigration	19%	41%	17%	8%	21%	13%	12%
The war in Iraq	11%	Response is too small for subgroup analysis					14%
Social issues abortion/gay rights	8%	--	--	--	--	--	8%
Health care	6%	--	--	--	--	--	9%
Taxes	5%	--	--	--	--	--	7%
Education	2%	--	--	--	--	--	4%
Environment	1%	--	--	--	--	--	2%

- Electability:** While Mitt Romney is ahead of his Republican opponents for the primary, likely New Hampshire Republican Presidential Primary voters divide over which Republican is most likely to beat the Democrat next November. 40% of likely primary voters think Giuliani has the greatest potential to be elected president, and 37% think Mitt Romney 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?

Potential Republican Primary Voters Best Chance of Beating Democrat	November 2007		October 2007	
	Likely Voters	Total	Likely Voters	Total
Rudy Giuliani	40%	38%	40%	36%
Mitt Romney	37%	36%	29%	30%
John McCain	9%	10%	11%	11%
Fred Thompson	3%	2%	6%	8%
Ron Paul	2%	4%	2%	1%
Mike Huckabee	2%	1%	1%	1%
Duncan Hunter	<1%	<1%	1%	1%
Tom Tancredo	<1%	<1%	<1%	<1%
Other	n.a.	n.a.	<1%	1%
Undecided	7%	9%	10%	11%

- In Touch?** One in five likely New Hampshire Republican Presidential Primary voters have already seen or met a candidate in person during the campaign. This compares with 34% 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
Likely voters	20%	80%
Total	20%	80%

Nature of the Sample: 1,453 New Hampshire Voters

This survey was conducted from November 2nd through November 6th, 2007. 1,453 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 658 potential Democratic presidential primary voters including 379 Democrats and 279 Democratic leaning independents. There are 533 potential Republican presidential primary voters including 397 Republicans and 136 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 458 likely Democratic presidential primary voters and 372 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.