



Marist College Institute for Public Opinion

Poughkeepsie, NY 12601 ♦ Phone 845.575.5050 ♦ Fax 845.575.5111 www.maristpoll.marist.edu

AAPOR Standards for Minimal Disclosure

As noted in the AAPOR code of professional ethics and practices, the following items should, at a minimum be disclosed for all public polls:

1. Who sponsored the survey, and who conducted it.

Marist College, the Marist College Institute for Public Opinion, a research center at the college in Poughkeepsie, NY.

2. The exact wording of questions asked, including the text of any preceding instruction or explanation to the interviewer or respondents that might reasonably be expected to affect the response. Here the committee would request that you provide the complete questionnaire—hard copy, executable, screen shots—in whatever format is feasible. This should indicate which question or questions are used as the likely voter screening and which question or questions are used for the trial heat. The questionnaire should indicate any randomization of questions or response options

INTRO

{status2: 8/10.2

Hello. My name is \:INTNAME: I'm calling from Marist College. We're talking to people in your community and I would like to ask your opinion on a few issues. Are you 18 years of age or older?

INTERVIEWER: CONTINUE ONLY WITH SOMEONE 18 OR OLDER ON PHONE. OTHERWISE, SET UP CALLBACK.

* * * INTERVIEWER: ENTER XX IF PERSON IS 18 OR OLDER\ne IF PERSON IS NOT 18 OR OLDER ASK: May I speak with someone who is?

HOUSEHOLD SELECTION - LAST BIRTHDAY

{LBDAY: 8/24.1

Thinking about the adults who live in your home, may I speak with the adult who is 18 years of age or older who last celebrated a birthday?

!FLD

1 YES, CORRECT RESPONDENT ALREADY ON PHONE, CONTINUE WITH SURVEY

2 YES, CORRECT RESPONDENT ALREADY ON PHONE, BUT SET UP CALLBACK

3 \BNEW\E PICK - CONTINUE WHEN NEW PICK COMES TO PHONE

4 \BNEW\E PICK NOT AVAILABLE - BUT CAN SETUP CALLBACK TIME

5 NO, CAN NEVER INTERVIEW SELECTED PERSON - CONTINUE WITH RESPONDENT ON PHONE

8 NO, RESPONDENT HUNG UP BEFORE YOU COULD FINISH THE QUESTION

9 NO, RESPONDENT REFUSED TO ANSWER THE QUESTION}

{REGVOTE: 27/61 HIDE

Are you registered to vote at your current address?

!FLD

1 YES

2 NO\\

"7 DID NOT ANSWER QUESTION, SAID TO CALLBACK

8 UNSURE

9 REFUSED } " OR HUNG UP}

{REGNHF: 27/64

!IF REGVOTE(2,8)

What are the chances that you will register to vote for the New Hampshire Presidential Primary on Tuesday, are you almost certain to register to vote, will you probably register to vote, are the chances fifty-fifty, or don't you think you will register to vote by then?

!FLD

1 Almost certain

2 Probably

3 Fifty-fifty

4 Don't think will vote\\

8 DO NOT READ: UNSURE

9 DO NOT READ: REFUSED }

{NHPARIF1: 27/78

!IF PARTYR(03)

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 Tuesday?

!FLD

1 Democratic primary

2 Republican primary

3 Do NOT plan to vote

=

8 DO NOT READ: UNSURE

9 DO NOT READ: REFUSED }

"IF UNSURE OR REFUSED

{NHPARIF2: 13/10

!IF NHPARIF1(8,9)

If you had to decide today, are you leaning towards voting in the Democratic presidential primary, or are you leaning towards voting in the Republican presidential primary?

!FLD

1 Democratic primary

2 Republican primary

=

3 DO NOT READ: DO NOT PLAN TO VOTE

8 DO NOT READ: UNSURE

9 DO NOT READ: REFUSED }

****Democratic primary

{COVNHPD: 13/16 – ID LIKELY VOTERS

!IF PARTYR(01) OR NHPARIF1(1) OR NHPARIF2(1)

Would you rate your chances of voting in Tuesday's New Hampshire "January's New Hampshire Democratic presidential primary as excellent, good, fair, or poor?

!FLD ",I,,XR=6

1 Excellent

2 Good

3 Fair

4 Poor\\

6 DO NOT READ: ALREADY VOTED ABSENTEE

8 DO NOT READ: UNSURE

9 DO NOT READ: REFUSED }

{PRS360D: 13/13.2 "tossup

!IF (PARTYR(01) OR NHPARIF1(1) OR NHPARIF2(1)) AND NOT(COVNHPD(6))

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

INTERVIEWER IF NEEDED, YOU CAN SAY : If you had to decide today...

!FLD, R "I,,XR=96
04 \bHillary Clinton
05 \bJohn Edwards
08 \bBill Richardson
12 \BDennis Kucinich (Coo-suh-nich)
14 \bBarack Obama (Buh-rock OH-bom-ah)

==

(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!) 96 DO NOT READ: ALREADY VOTED BY ABSENTEE BALLOT
(!)97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

{PRS360DA: 13/24.2 ``absentees
!IF PRS360D(96) OR COVNHPD(6)
Who did you vote for in the Democratic presidential primary?
!FLD,R
04 \bHillary Clinton
05 \bJohn Edwards
08 \bBill Richardson
12 \BDennis Kucinich (Coo-suh-nich)
14 \bBarack Obama (Buh-rock OH-bom-ah)

==

(!)97 DO NOT READ: OTHER
(!) 99 DO NOT READ: REFUSED }

"if not absentee at tossup, move PRS360D into tossup with absentees
{ !IF PRS360D(04-95,98,99)
!GEN,M,PRS36WAD,PRS360D }

"if absentee, move PRS360DA into tossup with absentees
{ !IF PRS360D(96) OR COVNHPD(6)
!GEN,M,PRS36WAD,PRS360DA }

{PRS36WAD: 13/26.2 HIDE "tossup with absentee
TOSSUP WITH ABSENTEE
!FLD
04 \bHillary Clinton
05 \bJohn Edwards
08 \bBill Richardson
12 \BDennis Kucinich (Coo-suh-nich)
14 \bBarack Obama (Buh-rock OH-bom-ah)

==

(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!)97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

{PRS360DG: 13/13.2
!IF PRS360D(04-14)
GENDER REFERENCE FOR INTENSITY
!FLD,A
04 her "\bHillary Clinton
05 him "\bJohn Edwards
08 him "\bBill Richardson
12 him "\BDennis Kucinich (Coo-suh-nich)
14 him "\bBarack Obama (Buh-rock OH-bom-ah)
}

{STS3601d: 13/15

!IF PRS360D(04-14) ID LIKELY VOTERS

Would you say that you strongly support \:PRS360D:, somewhat support \:PRS360DG:, or do you think that you might vote differently on primary day?

!FLD

1 Strongly support

2 Somewhat support

3 Might vote differently\\

8 DO NOT READ: UNSURE

9 DO NOT READ: REFUSED }

{PRS360DL: 13/17.2 "leaners

!IF PRS360D(98,99)

If you had to decide today, are you leaning more towards:

!FLD,R

04 \bHillary Clinton

05 \bJohn Edwards

08 \bBill Richardson

12 \bDennis Kucinich (Coo-suh-nich)

14 \bBarack Obama (Buh-rock OH-bom-ah)

==

(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES

(!)97 DO NOT READ: OTHER

(!) 98 DO NOT READ: UNDECIDED

(!) 99 DO NOT READ: REFUSED }

"if gave a name or not voting at tossup, move PRS360D into tossup with leaners

{ !IF PRS360D(04-95)

!GEN,M,PRS36LD,PRS360D }

"if absentee, move PRS360DA into tossup with leaners

{ !IF PRS360D(96) OR COVNHPD(6)

!GEN,M,PRS36LD,PRS360DA }

"if und/ref at PRS360D, move PRS360DL into tossup with leaners

{ !IF PRS360D(98,99)

!GEN,M,PRS36LD,PRS360DL }

{PRS36LD: 13/19.2 HIDE "tossup with leaners and absentee

TOSSUP WITH LEANERS AND ABSENTEES

!FLD,R

04 \bHillary Clinton

05 \bJohn Edwards

08 \bBill Richardson

12 \bDennis Kucinich (Coo-suh-nich)

14 \bBarack Obama (Buh-rock OH-bom-ah)

==

(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES

(!) 96 DO NOT READ: ALREADY VOTED BY ABSENTEE BALLOT

(!) 97 DO NOT READ: OTHER

(!) 98 DO NOT READ: UNDECIDED

(!) 99 DO NOT READ: REFUSED }

{INTPNHD: 13/21- ID LIKELY VOTERS

!IF (PARTYR(01) OR NHPARIF1(1) OR NHPARIF2(1)) AND NOT(COVNHPD(6)) AND NOT(PRS360D(96))

Using the numbers 1 to 5, with 1 meaning very interested and 5 meaning not interested at all, how interested are you in the New Hampshire Democratic presidential primary?

!FLD
1 Very interested
2
3
4
5 Not interested at all\\
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED }

{PRIMVOTD: 13/67
!IF (PARTYR(01) OR NHPARIF1(1) OR NHPARIF2(1))
Have you ever voted before in a New Hampshire \bDEMOCRATIC\e presidential primary?
!FLD
1 YES, has voted before in New Hampshire \bDEMOCRATIC\e presidential primary
2 NO, has NOT voted before in New Hampshire \bDEMOCRATIC\e presidential primary
=
6 DO NOT READ: VOTED IN A PRIMARY, NOT \BDEMOCRATIC\E
7 DO NOT READ: TOO YOUNG, NOT 18 IN 2004
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED }

***Republican Primary
{COVNHPR: 14/16 - ID LIKELY VOTERS
!IF PARTYR(05) OR NHPARIF1(2) OR NHPARIF2(2)
Would you rate your chances of voting in Tuesday's New Hampshire Republican presidential primary as excellent, good, fair, or poor?
!FLD ",I,,XR=6
1 Excellent
2 Good
3 Fair
4 Poor\\
6 DO NOT READ: ALREADY VOTED ABSENTEE
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED }

{PRS360R: 14/13.2 "tossup
!IF (PARTYR(05) OR NHPARIF1(2) OR NHPARIF2(2)) AND NOT(COVNHPR(6))
If the New Hampshire Republican presidential primary were held today, whom would you support if the candidates are:

INTERVIEWER IF NEEDED, YOU CAN SAY : If you had to decide today...

!FLD,R ",I,,XR=96
05 \bRudy Giuliani (Jule-lee-on'-nee)
16 \bMike Huckabee
18 \bDuncan Hunter
07 \bJohn McCain (Muh-Cane)
20 \bRon Paul
10 \bMitt Romney (Rom-knee)
21 \bFred Thompson
==

(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!) 96 DO NOT READ: ALREADY VOTED BY ABSENTEE BALLOT
(!)97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

{PRS360RA: 14/24.2 "absentees
!IF PRS360R(96) OR COVNHPR(6)
Who did you vote for in the Republican presidential primary?
!FLD,R
05 \bRudy Giuliani (Jule-lee-on'-nee)
16 \bMike Huckabee
18 \bDuncan Hunter
07 \bJohn McCain (Muh-Cane)
20 \bRon Paul
10 \bMitt Romney (Rom-knee)
21 \bFred Thompson
==
(!)97 DO NOT READ: OTHER
(!) 99 DO NOT READ: REFUSED }

"if not absentee at tossup, move PRS360R into tossup with absentees
{ !IF PRS360R(05-95,98,99)
!GEN,M,PRS36WAr,PRS360R }

"if absentee, move PRS360RA into tossup with absentees
{ !IF PRS360R(96) OR COVNHPR(6)
!GEN,M,PRS36WAr,PRS360RA }

{PRS36WAr: 14/26.2 HIDE "tossup with absentee
TOSSUP WITH ABSENTEE
!FLD
05 \bRudy Giuliani (Jule-lee-on'-nee)
16 \bMike Huckabee
18 \bDuncan Hunter
07 \bJohn McCain (Muh-Cane)
20 \bRon Paul
10 \bMitt Romney (Rom-knee)
21 \bFred Thompson
==
(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!)97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

{STS3601r: 14/15
!IF PRS360R(05-21) - ID LIKELY VOTERS
Would you say that you strongly support \:PRS360R:, somewhat support him, or do you think that you might vote differently on primary day?
!FLD
1 Strongly support
2 Somewhat support
3 Might vote differently\\
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED }

{PRS360RL: 14/17.2 "leaners
!IF PRS360R(98,99)
If you had to decide today, are you leaning more towards:
!FLD,R
05 \bRudy Giuliani (Jule-lee-on'-nee)
16 \bMike Huckabee
18 \bDuncan Hunter
07 \bJohn McCain (Muh-Cane)
20 \bRon Paul
10 \bMitt Romney (Rom-knee)
21 \bFred Thompson
==
(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!)97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

"if gave a name or not voting at tossup, move PRS360R into tossup with leaners
{ !IF PRS360R(05-95)
!GEN,M,PRS36LR,PRS360R }

"if absentee, move PRS360RA into tossup with leaners
{ !IF PRS360R(96) OR COVNHPR(6)
!GEN,M,PRS36LR,PRS360RA }

"if und/ref at PRS360R, move PRS360RL into tossup with leaners
{ !IF PRS360R(98,99)
!GEN,M,PRS36LR,PRS360RL }

{PRS36LR: 14/19.2 HIDE "tossup with leaners and absentee
TOSSUP WITH LEANERS AND ABSENTEES
!FLD,R
05 \bRudy Giuliani (Jule-lee-on'-nee)
16 \bMike Huckabee
18 \bDuncan Hunter
07 \bJohn McCain (Muh-Cane)
20 \bRon Paul
10 \bMitt Romney (Rom-knee)
21 \bFred Thompson
(!) 95 DO NOT READ: NOT VOTING FOR PRESIDENTIAL CANDIDATES
(!) 96 DO NOT READ: ALREADY VOTED BY ABSENTEE BALLOT
(!) 97 DO NOT READ: OTHER
(!) 98 DO NOT READ: UNDECIDED
(!) 99 DO NOT READ: REFUSED }

{INTPNHR: 14/21 - ID LIKELY VOTERS
!IF (PARTYR(05) OR NHPARIF1(2) OR NHPARIF2(2)) AND NOT(COVNHPR(6)) AND NOT(PRS360R(96))
Using the numbers 1 to 5, with 1 meaning very interested and 5
meaning not interested at all, how interested are you in the New
Hampshire Republican presidential primary?
!FLD
1 Very interested
2
3
4
5 Not interested at all\\
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED }

```
{PRIMVOTR: 14/67 "HIDE
!IF (PARTYR(05) OR NHPARIF1(2) OR NHPARIF2(2))
Have you ever voted before in a New Hampshire \bRepublican\e presidential primary?
!FLD
1 YES, has voted before in New Hampshire \bREPUBLICAN\e presidential primary
2 NO, has NOT voted before in New Hampshire \bREPUBLICAN\e presidential primary
=
6 DO NOT READ: VOTED IN A PRIMARY, NOT \bREPUBLICAN\E
7 DO NOT READ: TOO YOUNG, NOT 18 IN 2004
8 DO NOT READ: UNSURE
9 DO NOT READ: REFUSED}
```

3. A definition of the population under study, and a description of the sampling frame used to identify this population. The description of the sampling frame should indicate whether or not the frame includes cell phones.

A telephone sample of New Hampshire households...cell phones were not included

4. A description of the sample design, giving a clear indication of the method by which the respondents were selected by the researcher, or whether the respondents were entirely self-selected. For those studies that include cell phones in the sample frame, the description should include the sample selection for these numbers.

RDD telephone sample...quota by county based on previous turnout

5. Sample sizes and, where appropriate, eligibility criteria, screening procedures, and response rates computed according to AAPOR Standard Definitions. At a minimum, a summary of disposition of sample cases should be provided so that response rates could be computed. In addition to sample sizes, demographic information on those screened out would be useful in distinguishing between nonresponse bias and turnout model bias.

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.

There were 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. Response Rate calculations are below.

6. A discussion of the precision of the findings, including estimates of sampling error, and a description of any weighting or estimating procedures used. In addition to the standard weighting information, documentation on the weighting procedure used to produce final turnout estimate

The entire sample was balanced by gender, income, age, and region based on turnout in comparable elections. Both actual election data and exit poll results were used.

7. Which results are based on parts of the sample, rather than on the total sample, and the size of such parts.

Democratic Primary, Republican Primary, Likely Voters...see question 5 for size of parts

8. Method, location, and dates of data collection.

If interviewers are used for the data collection, please indicate if live interviewers

Telephone, Poughkeepsie NY, January 5th and 6th



AAPOR Outcome Rate Calculator

Version 2.1 / May, 2003

This spreadsheet will calculate outcome rates based on AAPOR's *Standard Definitions*, Version 2. Enter final dispositions in the columns below. For more complete instructions about how to classify final dispositions see the complete *Standard Definitions* documents at <http://www.aapor.org>.

	Final Disposition Codes	NH080105
Interview (Category 1)		
Complete	1.0/1.10	1540
Partial	1.200	70
Eligible, non-interview (Category 2)	2.000	
Refusal and breakoff	2.100	26
Refusal	2.110	3
Household-level refusal	2.111	
Known-respondent refusal	2.112	
Break off	2.120	71
Non-contact	2.200	
Respondent never available	2.210	1
Telephone answering device (confirming HH)	2.220	
Answering machine household-no message left	2.221	
Answering machine household-message left	2.222	
Other, non-refusals	2.300	350
Deceased respondent	2.310	
Physically or mentally unable/incompetent	2.320	13
Language problem	2.330	2
Household-level language problem	2.331	6
Respondent language problem	2.332	
No interviewer available for needed language	2.333	
Miscellaneous	2.350	
Unknown eligibility, non-interview (Category 3)	3.000	

Unnown if housing unit	3.100	1217
Not attempted or worked	3.110	
Always busy	3.120	6
No answer	3.130	92
Answering machine-don't know if household	3.140	594
Call blocking	3.150	50
Technical phone problems	3.160	14
Housing unit, unknown if eligible respondent	3.200	
No screener completed	3.210	545
Other	3.900	
Not eligible (Category 4)	4.000	
Out of sample - other strata than originally coded	4.100	
Fax/data line	4.200	33
Non-working/disconnect	4.300	4
Non-working number	4.310	10
Disconnected number	4.320	18
Temporarily out of service	4.330	3
Special technological circumstances	4.400	
Number changed	4.410	2
Cell phone	4.420	
Call forwarding	4.430	2
Residence to residence	4.431	
Non-residence to residence	4.432	
Pager	4.440	
Nonresidence	4.500	2
Business, government office, other organizations	4.510	142
Institution	4.520	1
Group quarters	4.530	
No eligible respondent	4.700	163
Quota filled	4.800	39
Other	4.900	
Total phone numbers used		5019
I=Complete Interviews (1.1)		1540
P=Partial Interviews (1.2)		70
R=Refusal and break off (2.1)		100
NC=Non Contact (2.2)		1
O=Other (2.0, 2.3)		371
e=estimated proportion of cases of unknown eligibility that are eligible (enter a value in line 62 or accept the value in line 62 as a default)		
Estimate of e is based on proportion of eligible households among all numbers for which a definitive determination of status was obtained (a very conservative estimate). This will be used if you do not enter a different estimate in line 62.		0.832
UH=Unknown household (3.1)		1973
UO=Unknown other (3.2, 3.9)		545

Response Rate 1		
$I / (I+P) + (R+NC+O) + (UH+UO)$		0.335
Response Rate 2		
$(I+P) / (I+P) + (R+NC+O) + (UH+UO)$		0.350
Response Rate 3		
$I / ((I+P) + (R+NC+O) + e(UH+UO))$		0.369
Response Rate 4		
$(I+P) / ((I+P) + (R+NC+O) + e(UH+UO))$		0.385
Cooperation Rate 1		
$I / (I+P)+R+O)$		0.740
Cooperation Rate 2		
$(I+P) / ((I+P)+R+O))$		0.774
Cooperation Rate 3		
$I / ((I+P)+R))$		0.901
Cooperation Rate 4		
$(I+P) / ((I+P)+R))$		0.942
Refusal Rate 1		
$R / ((I+P)+(R+NC+O) + UH + UO))$		0.022
Refusal Rate 2		
$R / ((I+P)+(R+NC+O) + e(UH + UO))$		0.024
Refusal Rate 3		
$R / ((I+P)+(R+NC+O))$		0.048
Contact Rate 1		
$(I+P)+R+O / (I+P)+R+O+NC+ (UH + UO)$		0.452
Contact Rate 2		
$(I+P)+R+O / (I+P)+R+O+NC + e(UH+UO)$		0.498
Contact Rate 3		
$(I+P)+R+O / (I+P)+R+O+NC$		1.000

FINAL POLL
New Hampshire Presidential Primary
Monday January 7, 2008

Contact: Dr. Lee M. Miringoff, Dr. Barbara L. Carvalho Marist College 845.575.5050

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.