

# THE CNN / WMUR NH PRIMARY TRACKING POLL

## THE UNIVERSITY OF NEW HAMPSHIRE

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### OBAMA LIKELY NH WINNER

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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

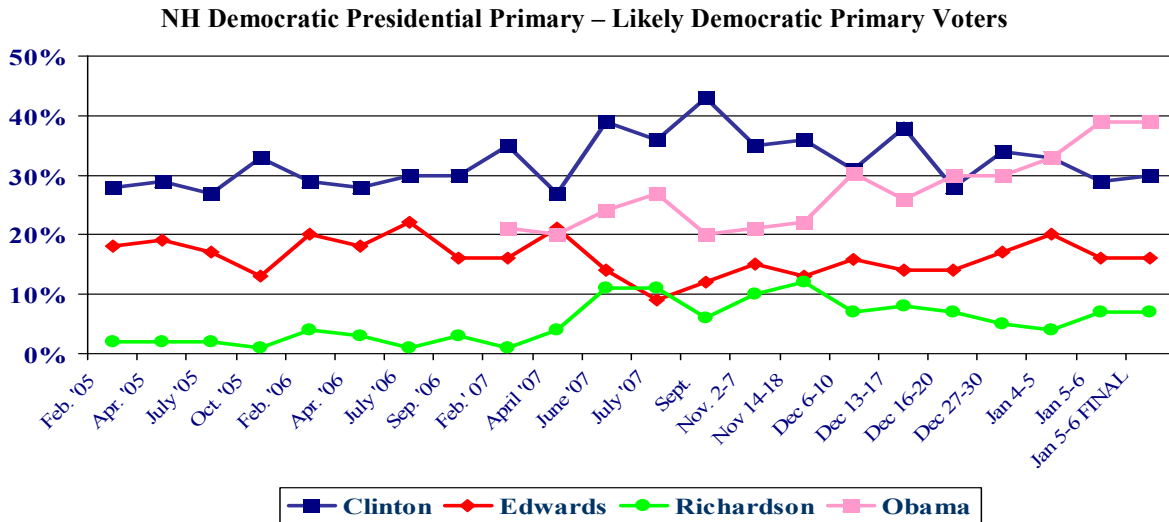
DURHAM, NH – Barack Obama has maintained his lead over Hillary Clinton in New Hampshire and looks likely to win on Tuesday.

These findings are based on the latest **CNN / WMUR New Hampshire Primary Tracking Poll\*** conducted by the University of New Hampshire Survey Center. Five hundred ninety-nine (599) randomly selected likely New Hampshire Democratic primary voters were interviewed by telephone between January 5 and 9 p.m. January 6, 2008. The margin of sampling error is +/- 4%.

Illinois Senator Barack Obama has held on to his lead over New York Senator Hillary Clinton in the New Hampshire Democratic primary. In the final CNN/WMUR poll, Obama is favored by 39% of likely Democratic primary voters, 30% favor Clinton, 16% favor former North Carolina Senator John Edwards, 7% prefer New Mexico Governor Bill Richardson, 1% favor Ohio Congressman Dennis Kucinich, 2% want some other candidate, and 6% say they are still undecided.

When undecided voters are allocated to the candidate they are most likely to support, Obama gets 41% of likely Democratic voters, Clinton receives 32%, followed by Edwards (17%), Richardson (7%), Kucinich (1%), and some other candidate (2%).

Obama's strongest support comes from younger voters, highly educated Democrats, and Democrats in the central and Lakes region of New Hampshire. Clinton gets her strongest support from older voters and those with lower levels education.

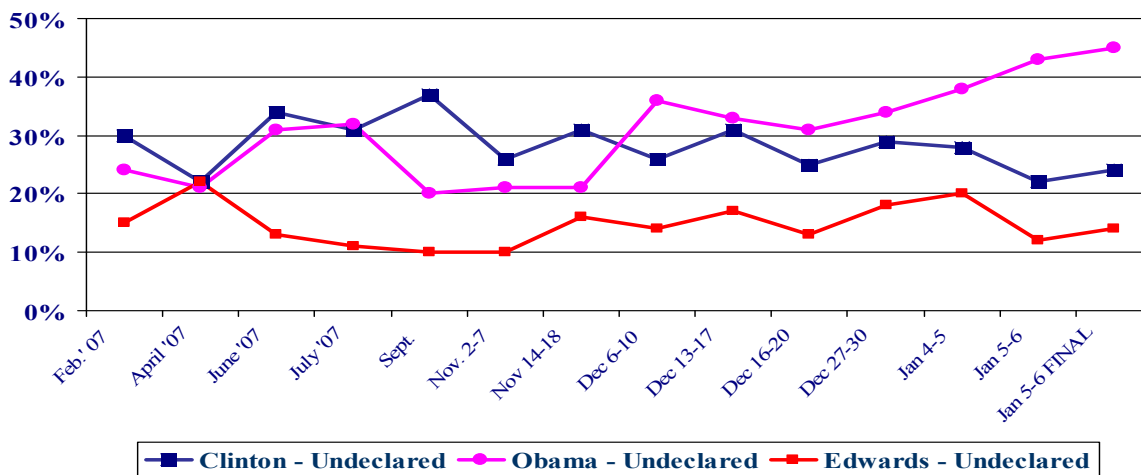


\* We ask that this copyrighted information be referred to as the CNN/ WMUR New Hampshire Primary Tracking Poll, conducted by the University of New Hampshire Survey Center.

## Undeclared Voters

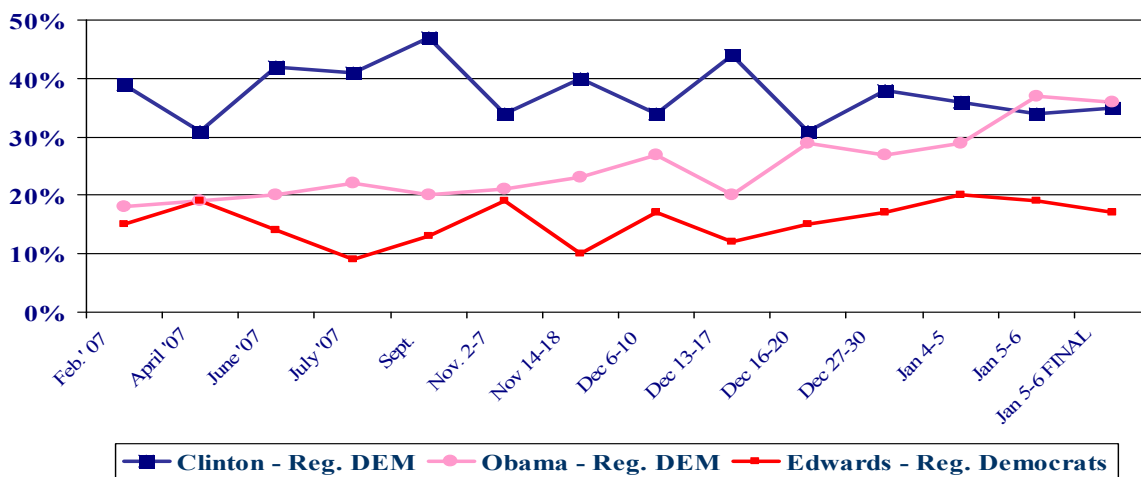
Undeclared voters, often referred to as Independents, can vote in either the Democratic or Republican primary. In the final CNN / WMUR New Hampshire Primary Poll, 60% of undeclared voters say they plan to vote in the Democratic primary. Among those undeclared voters who say they will vote in the Democratic primary, Obama has widened his lead over Clinton to 45% to 24% with 14% favoring Edwards, and 18% supporting Richardson. Obama has led among undeclareds for the past month.

**NH Democratic Presidential Primary – Undeclareds Voting in DEM Primary**



But according to this latest poll, registered Democrats make up 59% of likely voters. Clinton and Obama are essentially tied among this group with Obama favored by 36% to 35% with 17% favoring Edwards and 6% preferring Richardson.

**NH Democratic Presidential Primary – Registered Democrats**



## Still Making Up Their Minds

Even though there are only 2 days until the election, only 53% of likely Democratic primary voters say they have definitely decided who they will vote for, 26% say they are leaning toward a candidate and 21% said they are still trying to decide. Among voters who say they have definitely decided who they will vote for 45% support Obama, 35% support Clinton, and 14% name Edwards.

### CNN / WMUR NH Primary Tracking Poll Methodology

The CNN / WMUR New Hampshire Primary Tracking Poll is conducted by the University of New Hampshire Survey Center. Five hundred ninety-nine (599) randomly selected likely New Hampshire Democratic primary voters were interviewed by telephone between January 5 and 9 p.m. January 6, 2008. The margin of sampling error is +/- 4%. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of voters and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

### Democratic Nomination in 2008 NH Primary

"I know it is early, but if the Democratic primary for president were held today, which of the following would you support for the Democratic nomination for president Hillary Clinton John Edwards ... Mike Gravel (gra-VELLE) ... Dennis Kucinich ... Barack Obama ... Bill Richardson ... or someone else?" ROTATE CANDIDATES

#### 2007

	<u>June</u>	<u>July</u>	<u>Sept.</u>	<u>11/2-7 #</u>	<u>11/14-18</u>	<u>12/6-10</u>	<u>12/13-17</u>	<u>12/16-20#</u>	<u>12/27-30</u>	<u>Jan 4-5</u>	<u>Jan 5-6</u>	<u>1/5-6</u> <u>FINAL</u>
<b>Obama</b>	24%	27%	20%	21%	22%	30%	26%	30%	30%	33%	39%	39%
<b>Clinton</b>	39%	36%	43%	35%	36%	31%	38%	28%	34%	33%	29%	30%
<b>Edwards</b>	14%	9%	12%	15%	13%	16%	14%	14%	17%	20%	16%	16%
<b>Richardson</b>	11%	11%	6%	10%	12%	7%	8%	7%	5%	4%	7%	7%
<b>Kucinich</b>	2%	3%	3%	3%	3%	3%	2%	4%	2%	2%	2%	1%
<b>Other</b>	8%	4%	5%	4%	4%	2%	3%	4%	4%	1%	1%	1%
<b>Undecided</b>	11%	9%	11%	12%	11%	10%	8%	12%	8%	7%	5%	6%
<b>(N)</b>	(304)	(332)	(307)	(398)	(386)	(375)	(464)	(420)	(511)	(357)	(338)	(594)

# Data from November 2-7 AND December 16-20 come from Boston Globe New Hampshire Primary Polls, conducted by the UNH Survey Center.

### Strength of Support

"Have you definitely decided who you will vote for in the New Hampshire primary ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?"

	<u>July</u>	<u>Sept.</u>	<u>11/ 2-7</u>	<u>11/14-18</u>	<u>12/6-10</u>	<u>12/13-17</u>	<u>12/16-20</u>	<u>12/27-30</u>	<u>1/4-5</u>	<u>1/5-6</u>	<u>FINAL</u>
Definitely decided	10%	17%	24%	24%	24%	31%	35%	42%	52%	55%	53%
Leaning toward someone	26%	28%	28%	29%	32%	31%	36%	27%	26%	25%	26%
Still trying to decide	64%	55%	48%	47%	43%	38%	29%	32%	23%	20%	21%
(N=)	(332)	(306)	(399)	(388)	(378)	(469)	(421)	(521)	(358)	(341)	(599)

### Undeclared Voters

(REGISTERED UNDECLARED / INDEPENDENTS ONLY)

"Which Presidential primary election do you think you will vote in, in 2008 -- the Republican Primary or the Democratic Primary? (IF UNSURE:) As of RIGHT NOW, which primary do you think you will vote in?"

	<u>June</u>	<u>July</u>	<u>Sept.</u>	<u>11/2-7</u>	<u>11/14-18</u>	<u>12/6-10</u>	<u>12/13-17</u>	<u>12/16-20</u>	<u>12/27-30</u>	<u>1/4-5</u>	<u>1/5-6</u>	<u>Final</u>
GOP Primary	44%	40%	35%	45%	35%	46%	40%	41%	37%	44%	49%	40%
DEM Primary	56%	60%	65%	55%	65%	54%	60%	59%	63%	56%	51%	60%

### Interest in 2008 NH Primary

“As you know, the New Hampshire presidential primary election is being held next January. How interested would you say you are in the primary election ... extremely interested ... very interested ... somewhat interested ... or not very interested?”

	<u>June</u>	<u>July</u>	<u>Sept.</u>	<u>11/2-7</u>	<u>11/14-18</u>	<u>12/6-10</u>	<u>12/13-17</u>	<u>12/16-20</u>	<u>12/27-30</u>	<u>1/4-5</u>	<u>1/5-6</u>	<u>1/5-6</u>
Extremely interested	39%	38%	41%	37%	38%	41%	44%	45%	45%	52%	56%	53%
Very interested	42%	45%	41%	45%	48%	46%	41%	43%	42%	38%	34%	35%
Somewhat/Not very interested	19%	17%	18%	18%	13%	14%	15%	12%	13%	10%	10%	12%
(N=)	(309)	(333)	(307)	(400)	(389)	(378)	(469)	(422)	(520)	(359)	(341)	(599)

### Voting Intention

"Which of the following statements best describes you ...

	<u>June</u>	<u>July</u>	<u>Sept.</u>	<u>11/207</u>	<u>11/14-18</u>	<u>12/6-10</u>	<u>12/13-17</u>	<u>12/16-20</u>	<u>12/27-30</u>	<u>1/4-5</u>	<u>1/5-6</u>	<u>1/5-6</u>
DEFINITELY vote	75%	81%	85%	80%	79%	78%	82%	83%	80%	86%	86%	84%
Vote unless emergency	20%	10%	9%	17%	17%	18%	14%	12%	16%	10%	10%	12%
I MAY vote	8%	9%	6%	3%	4%	4%	4%	5%	4%	4%	5%	4%
	(309)	(333)	(307)	(400)	(389)	(378)	(469)	(422)	(521)	(359)	(341)	(599)

**Decided Who to Vote For?**

<b>Likely DEM Primary Voters</b>	<b><u>Definitely Decided</u></b> <b>53%</b>	<b><u>Leaning</u></b> <b>26%</b>	<b><u>No Idea</u></b> <b>21%</b>	<b><u>(N=)</u></b> <b>599</b>
Registered Democrat	62%	20%	18%	353
Registered Undeclared	41%	33%	26%	246
Democrat	55%	25%	19%	468
Independent	48%	26%	26%	123
Liberal	57%	24%	19%	210
Moderate/Conservative	52%	25%	23%	352
18 to 34	49%	23%	27%	81
35 to 49	47%	25%	28%	157
50 to 64	55%	31%	15%	209
65 and over	62%	21%	17%	125
Male	51%	26%	23%	245
Female	55%	25%	20%	355
High school or less	49%	25%	26%	109
Some college	43%	34%	22%	126
College graduate	57%	22%	21%	197
Post-graduate	58%	24%	18%	166
Attend services 1 or more/week	56%	23%	21%	136
1-2 times a month	61%	19%	20%	77
Less often	51%	25%	24%	162
Never	52%	28%	19%	202
North Country	64%	17%	19%	47
Central/Lakes	59%	27%	14%	101
Connecticut Valley	51%	24%	26%	103
Mass Border	50%	23%	27%	153
Seacoast	49%	30%	21%	96
Manchester Area	54%	29%	17%	99
1st Cong. District	50%	29%	21%	280
2nd Cong. District	56%	22%	21%	319
Extremely interested in Primary	62%	24%	14%	318
Very interested	48%	25%	27%	209
Somewhat/not very interested	30%	35%	35%	70
Definitely vote in Primary	57%	25%	18%	504
Vote unless emergency	34%	29%	37%	69
May vote	35%	20%	45%	26
Clinton supporter	61%	19%	20%	180
Obama supporter	60%	27%	13%	235
Edwards supporter	46%	39%	14%	96
Richardson supporter	36%	30%	34%	40
Other	33%	21%	45%	11
Undecided	6%	13%	82%	33

**NH DEM Primary - Likely DEM Primary Voters**

<b>Likely DEM Primary Voters</b>	<b><u>Clinton</u></b> <b>30%</b>	<b><u>Obama</u></b> <b>39%</b>	<b><u>Edwards</u></b> <b>16%</b>	<b><u>Richardson</u></b> <b>7%</b>	<b><u>Other</u></b> <b>2%</b>	<b><u>Und.</u></b> <b>6%</b>	<b><u>(N=)</u></b> <b>594</b>
Registered Democrat	35%	36%	17%	6%	2%	4%	350
Registered Undeclared	24%	45%	14%	8%	2%	8%	245
Democrat	34%	36%	16%	6%	2%	6%	463
Independent	15%	54%	17%	10%	3%	2%	123
Liberal	30%	37%	17%	7%	3%	5%	210
Moderate/Conservative	31%	41%	15%	7%	1%	5%	347
18 to 34	24%	52%	17%	4%	3%	0%	81
35 to 49	30%	42%	16%	5%	2%	4%	155
50 to 64	30%	34%	19%	10%	2%	6%	209
65 and over	38%	37%	8%	7%	2%	8%	122
Male	25%	42%	18%	8%	1%	6%	240
Female	34%	38%	15%	6%	3%	5%	354
High school or less	45%	31%	11%	5%	2%	7%	109
Some college	38%	35%	15%	7%	2%	3%	124
College graduate	24%	41%	18%	10%	1%	6%	195
Post-graduate	23%	46%	18%	4%	2%	7%	166
Attend services 1 or more/week	27%	41%	17%	10%	1%	4%	133
1-2 times a month	30%	43%	21%	3%	0%	4%	77
Less often	41%	36%	11%	5%	2%	6%	162
Never	25%	41%	17%	8%	3%	6%	201
North Country	27%	40%	19%	8%	0%	7%	45
Central/Lakes	15%	57%	16%	6%	1%	5%	101
Connecticut Valley	26%	42%	10%	8%	4%	9%	103
Mass Border	38%	35%	13%	5%	2%	7%	151
Seacoast	37%	35%	23%	3%	0%	2%	96
Manchester Area	34%	29%	19%	12%	2%	3%	98
1st Cong. District	33%	35%	19%	7%	2%	4%	279
2nd Cong. District	28%	43%	14%	7%	2%	7%	316
Extremely interested in Primary	27%	45%	18%	6%	1%	3%	316
Very interested	37%	29%	14%	8%	3%	8%	207
Somewhat/not very interested	24%	46%	15%	5%	1%	9%	70
Definitely vote in Primary	30%	39%	17%	7%	2%	5%	499
Vote unless emergency	34%	46%	6%	8%	0%	6%	69
May vote	26%	34%	23%	2%	3%	12%	26
Definitely decided	35%	45%	14%	5%	1%	1%	316
Leaning to candidate	22%	41%	25%	8%	2%	3%	153
Have no idea	29%	24%	11%	11%	4%	21%	126

**Characteristics of Republican Electorate**

	<u>Reg. Democrat</u>	<u>Reg. Undeclared</u>	<u>(N=)</u>
<b>Likely DEM Primary Voters</b>	<b>59%</b>	<b>41%</b>	<b>599</b>
Democrat	67%	33%	468
Independent	29%	71%	123
Liberal	77%	23%	210
Moderate/Conservative	50%	50%	352
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Vote unless emergency	42%	58%	69
May vote	38%	62%	26
Definitely decided	69%	31%	319
Leaning to candidate	47%	53%	153
Have no idea	50%	50%	127
Clinton supporter	68%	32%	180
Obama supporter	53%	47%	235
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Other	61%	39%	11
Undecided	44%	56%	33