

Franklin Pierce University / WBZ Poll

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UNIVERSITY

January 6, 2008

POLLING

STRICTLY EMBARGOED UNTIL 6:00 PM 01/06/2008



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Democratic Presidential Primary

Overview

The findings outlined in this report are based on the latest Franklin Pierce University / WBZ Poll, conducted by RKM Research and Communication in collaboration with faculty and student interviewers at Franklin Pierce University. The Franklin Pierce University / WBZ Poll is sponsored by Franklin Pierce University and WBZ. The project represents a collaboration that provides Franklin Pierce University students unique learning opportunities to participate in the polling process and gain real-world experience working with an independent marketing research firm.

Methodology

The poll is based on interviews with 403 likely Democratic Presidential Primary voters. All respondents interviewed in this study were part of a fully representative sample. The survey was administered by telephone, January 4 – 6, 2008. The survey of 403 respondents has a maximum margin of sampling error of +/- 4.9%.

Barack Obama and Hillary Clinton are in a statistical dead heat in vote choice among Democratic primary voters.

Following the Iowa caucuses, Obama has closed the gap in New Hampshire. Obama and Clinton are in a virtual tie for voter support among Democratic primary voters. If the Democratic presidential primary were held today, Obama would receive 34 percent of the vote, compared to 31 percent for Clinton and 20 percent for Edwards. Richardson would receive six percent of the vote in the current poll. As shown in the table below, Obama's support has increased over the past few months, from 18 percent in September to 28 percent before the Iowa caucuses and 34 percent today.

If the Democratic presidential primary election were held today, who would you vote for?

	January 6, 2008	January 2, 2008	September 17, 2007	June 4, 2007	March 13, 2007
Barack Obama	34%	28%	18%	16%	25%
Hillary Clinton	31%	32%	36%	38%	32%
John Edwards	20%	19%	12%	13%	16%
Bill Richardson	6%	8%	10%	8%	3%
Dennis Kucinich	1%	1%	3%	2%	2%
Joe Biden	0%	3%	3%	4%	1%
Chris Dodd	0%	1%	1%	1%	1%*
Mike Gravel	0%	0%	1%	0%	0%
Undecided	7%	8%	11%	10%	9%

*=Less than 1%

Which of the Democratic candidates would be your second choice?

	January 6, 2008
John Edwards	33%
Barack Obama	25%
Hillary Clinton	15%
Bill Richardson	10%
Dennis Kucinich	2%
Joe Biden	0%
Chris Dodd	0%
Mike Gravel	0%
Undecided	12%

*=Less than 1%

As far as you know, which Democratic presidential candidate did well in the Iowa caucuses?

	January 6, 2008
Barack Obama	92%
John Edwards	45%
Hillary Clinton	37%
Bill Richardson	1%
Joe Biden	0%
Chris Dodd	0%
Dennis Kucinich	0%
Mike Gravel	0%
Undecided	4%

*=Less than 1% | TOTAL MENTIONED

If the Democratic presidential primary election were held today, who would you vote for?

	Said ... did well in the Iowa caucuses		
	<i>Hillary Clinton</i>	<i>John Edwards</i>	<i>Barack Obama</i>
Hillary Clinton	35%	23%	29%
Barack Obama	30%	31%	37%
John Edwards	17%	29%	19%
Bill Richardson	6%	7%	6%
Dennis Kucinich	1%	2%	1%
Joe Biden	0%	0%	0%
Chris Dodd	0%	0%	0%
Mike Gravel	0%	0%	0%
Undecided	9%	8%	7%

Is that a firm choice, or could you change your mind between now and the primary election?

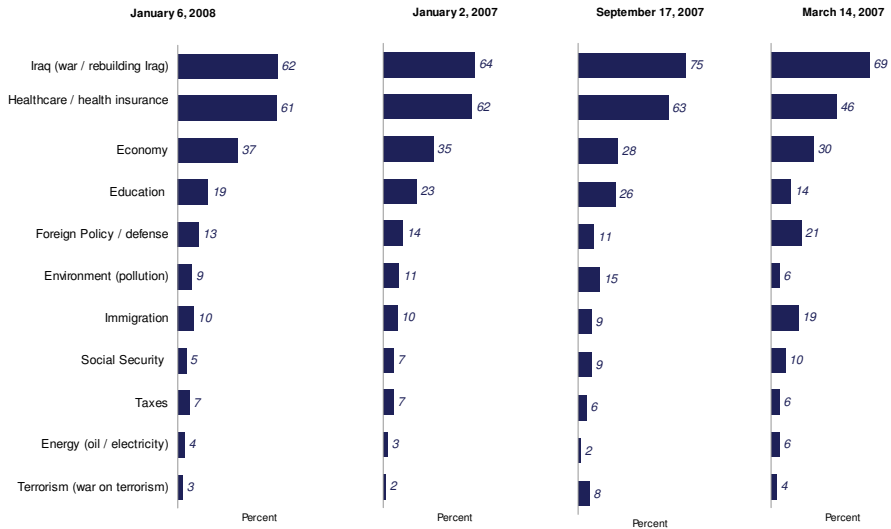
	Clinton		Obama		Edwards	
	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>January 6, 2008</i>	<i>January 2, 2008</i>
Firm choice	70%	69%	67%	61%	64%	53%
Could change mind	29%	30%	33%	38%	35%	45%

Which of the following best describes why you would vote for ... ?

	Clinton				Obama			
	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 4, 2007</i>	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 4, 2007</i>
Electability	6%	5%	5%	11%	6%	3%	4%	4%
Position on issues	27%	44%	32%	35%	25%	33%	34%	41%
Best experience	32%	21%	26%	23%	1%	1%	0%	2%
Lead in new direction	23%	24%	30%		52%	52%	48%	
Character	4%	3%	2%	3%	12%	10%	11%	25%

	Edwards			
	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 4, 2007</i>
Electability	6%	9%	8%	11%
Position on issues	63%	71%	55%	51%
Best experience	0%	1%	0%	1%
Lead in new direction	20%	8%	20%	
Character	6%	8%	17%	21%

Which policy issues will be most important to you in deciding who to vote for in the NH primary?



Among Democrats | compared over time | total mentioned

More voters believe that Obama, rather than Clinton, will end-up winning the Democratic nomination after the Iowa caucuses.

When asked which candidate they think will ultimately win the Democratic nomination, 38 percent identified Obama, up from 11 percent in September and 21 percent in the poll taken before the Iowa caucuses. The belief that Clinton will win the nomination, however, has dropped significantly from a high of 61 percent in September to 48 percent in the pre-Iowa poll and to 30 percent in today's poll.

According to R. Kelly Myers, "Any inevitability factor that Hillary Clinton possessed in previous polls has diminished since the Iowa caucuses."

Which candidate do you think will end-up winning the Democratic nomination?

	January 6, 2008	January 2, 2008	September 17, 2007	June 4, 2007	March 13, 2007
Barack Obama	38%	21%	11%	13%	18%
Hillary Clinton	30%	48%	61%	48%	38%
John Edwards	5%	4%	4%	5%	7%
Bill Richardson	1%	1%*	1%	1%	1%
Joe Biden	0%	1%*	0%	1%	1%*
Chris Dodd	0%	0%	0%	1%*	0%*
Dennis Kucinich	0%	0%	0%	0%	1%*
Mike Gravel	0%	0%	1%	0%	0%
Undecided	26%	25%	21%	30%	33%

*=Less than 1%

Which candidate do you think will end-up winning the Democratic nomination?

	Said ... did well in the Iowa caucuses		
	<i>Hillary Clinton</i>	<i>John Edwards</i>	<i>Barack Obama</i>
Hillary Clinton	34%	26%	29%
Barack Obama	35%	39%	40%
John Edwards	4%	7%	5%
Bill Richardson	0%	1%*	1%*
Joe Biden	0%	0%	0%
Chris Dodd	0%	0%	0%
Dennis Kucinich	0%	0%	0%
Mike Gravel	0%	0%	0%
Undecided	27%	28%	26%