

# Franklin Pierce University / WBZ Poll

FranklinPierce  
UNIVERSITY

January 6, 2008

POLLING

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



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## Republican 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 409 likely Republican 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, 2007. The survey of 409 respondents has a maximum margin of sampling error of +/- 4.9%.

**John McCain now leads Mitt Romney in vote choice among Republican primary voters, while Mike Huckabee saw a modest bounce in support.**

With the 2008 New Hampshire Presidential Primary next Tuesday, and following Mike Huckabee's victory in last week's Iowa caucuses, Senator John McCain appears to have strengthened his lead over former Massachusetts Governor Mitt Romney. Today, McCain leads with 38 percent of the vote, while Romney's trails him with 29 percent. Mike Huckabee saw a modest bounce in support, from five percent on January 2<sup>nd</sup> to nine percent today, but he remains a distant third behind the two leading candidates. Support for former mayor Rudy Giuliani reached its lowest levels this election cycle, from an all-time high of 28 percent in March to just eight percent today.

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

	January 6, 2008	January 2, 2008	Sept. 17, 2007	June 6, 2007	March 14, 2007
John McCain	38%	37%	14%	17%	29%
Mitt Romney	29%	31%	30%	27%	22%
Mike Huckabee	9%	5%	2%	3%	2%
Rudy Giuliani	8%	10%	23%	18%	28%
Ron Paul	7%	6%	3%	1%*	1%
Fred Thompson	2%	2%	8%	9%	0%
Duncan Hunter	0%	1%*	1%	1%*	1%
Undecided	7%	9%	12%	19%	9%

\*=Less than 1%

**Which of the Republican candidates would be your second choice?**

	January 6, 2008
John McCain	23%
Mitt Romney	22%
Mike Huckabee	13%
Rudy Giuliani	15%
Ron Paul	4%
Fred Thompson	4%
Duncan Hunter	1%*
Undecided	17%

\*=Less than 1%

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

	January 6, 2008
Mike Huckabee	77%
Mitt Romney	35%
John McCain	19%
Fred Thompson	3%
Rudy Giuliani	1%*
Duncan Hunter	1%*
Ron Paul	0%
Undecided	12%

\*=Less than 1% | Total Mentioned

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

	Said ... did well in the Iowa caucuses			
	<i>Mike Huckabee</i>	<i>John McCain</i>	<i>Mitt Romney</i>	<i>Fred Thompson</i>
John McCain	37%	65%	29%	29%
Mitt Romney	29%	17%	47%	14%
Mike Huckabee	11%	1%	5%	0%
Rudy Giuliani	7%	9%	8%	7%
Ron Paul	7%	1%	3%	14%
Fred Thompson	2%	3%	1%	21%
Duncan Hunter	0%	0%	0%	0%
Undecided	6%	5%	7%	14%

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

	McCain		Romney		Giuliani	
	<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	67%	64%	62%	54%	61%	38%
Could change mind	32%	36%	36%	44%	39%	62%

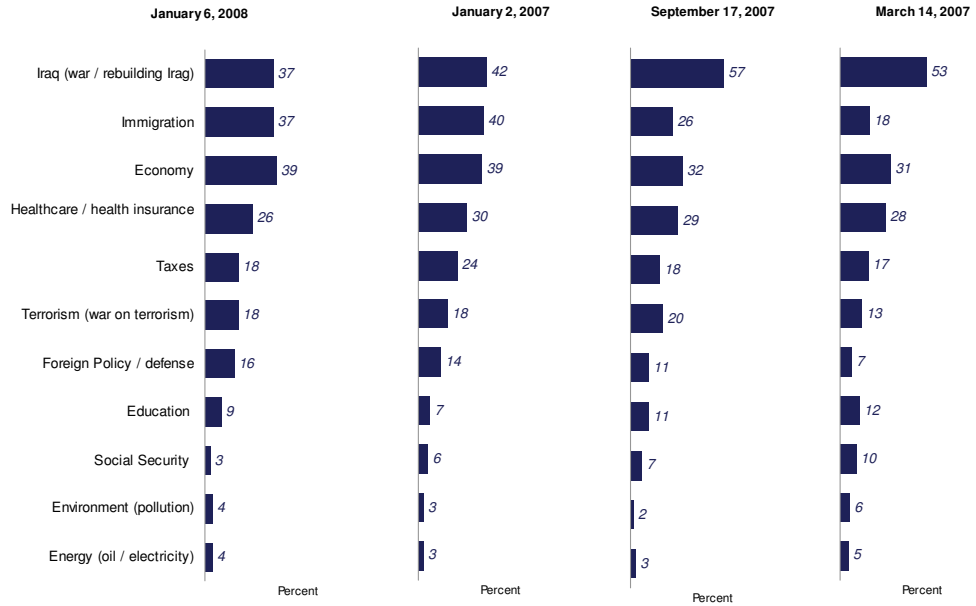
**Which of the following best describes why you would vote for ... ?**

	Giuliani				McCain			
	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 6, 2007</i>	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 6, 2007</i>
Electability	12%	13%	10%	3%	5%	3%	4%	4%
Position on issues	46%	30%	34%	38%	32%	22%	29%	30%
Best experience	21%	25%	23%	10%	23%	26%	25%	22%
Lead in new direction	9%	20%	27%	0%	12%	15%	11%	0%
Character	9%	10%	7%	5%	28%	31%	29%	26%

	Romney			
	<i>January 6, 2008</i>	<i>January 2, 2008</i>	<i>Sep 17, 2007</i>	<i>June 6, 2007</i>
Electability	4%	8%	5%	5%
Position on issues	45%	37%	42%	36%
Best experience	19%	19%	5%	11%
Lead in new direction	19%	23%	29%	0%
Character	10%	8%	13%	18%

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



*Among: Republicans / compared over time / total mentioned*

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

	January 6, 2008	January 2, 2008	Sept. 17, 2007	June 6, 2007	March 14, 2007
Mitt Romney	29%	34%	26%	23%	12%
John McCain	28%	25%	4%	13%	26%
Rudy Giuliani	5%	9%	29%	21%	28%
Mike Huckabee	5%	3%	1%	1%*	1%*
Ron Paul	1%	1%	1%*	0%	0%
Fred Thompson	1%*	1%*	8%	7%	0%
Duncan Hunter	0%	0%	0%	0%	0%
Undecided	32%	28%	31%	33%	32%

\*=Less than 1%

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

	Said ... did well in the Iowa caucuses			
	<i>Mike Huckabee</i>	<i>John McCain</i>	<i>Mitt Romney</i>	<i>Fred Thompson</i>
Mitt Romney	31%	23%	41%	21%
John McCain	28%	44%	22%	50%
Mike Huckabee	6%	4%	4%	0%
Rudy Giuliani	4%	5%	6%	0%
Ron Paul	1%	0%	1%	7%
Duncan Hunter	0%	0%	0%	0%
Fred Thompson	1%*	0%	1%	7%
Undecided	31%	24%	26%	14%