

**CNN / WMUR  
GRANITE STATE POLL  
NH PRESIDENTIAL PRIMARY POLL  
FEBRUARY 2007**

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The Survey Center  
University of New Hampshire

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**CNN / WMUR**  
**NH Presidential Primary - Granite State Poll**  
**Conducted by the University of New Hampshire Survey Center**  
**February 2007**

**Executive Summary**

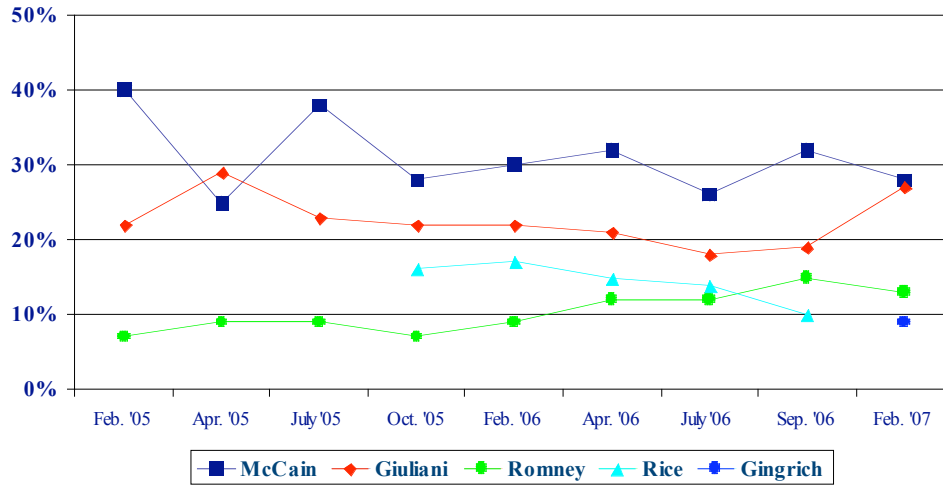
**Favorability Ratings of Potential 2008 Republican Candidates**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sam Brownback	12%	14%	14%	60%	-2%	(303)
John Cox	4%	9%	12%	75%	-8%	(310)
Jim Gilmore	6%	10%	14%	70%	-8%	(310)
Newt Gingrich	41%	12%	42%	4%	-1%	(309)
Rudy Giuliani	70%	13%	14%	3%	+56%	(310)
Chuck Hagel	11%	13%	20%	56%	-9%	(310)
Mike Huckabee	16%	10%	15%	59%	+1%	(310)
Duncan Hunter	6%	9%	16%	69%	-10%	(310)
John McCain	59%	11%	27%	3%	+32%	(310)
George Pataki	30%	20%	27%	23%	+3%	(309)
Ron Paul	5%	11%	11%	73%	-6%	(310)
Mitt Romney	53%	13%	27%	8%	+26%	(310)
Tom Tancredo	11%	12%	12%	66%	-1%	(310)
Tommy Thompson	13%	14%	17%	57%	-3%	(310)

1. Among all candidates for the Republican nomination, Rudy Giuliani, John McCain, and Mitt Romney are most popular among likely Republican primary voters.
  - Rudy Giuliani, although he has not officially declared his candidacy, is the most popular GOP candidate with 70% having a favorable opinion of him, 14% are unfavorable, 13% are neutral, and 3% are neutral. His net favorability rating is a very high +56%.
    - o Giuliani has high favorability ratings among most voters. He receives his highest ratings among union households and voters who do not attend church.
    - o Giuliani receives his lowest ratings among voters with post-graduate educations, divorced voters, regular church goers, and voters who oppose the war in Iraq.
  - John McCain is the second most favorable Republican candidate – 59% of likely Republican primary voters have a favorable opinion of him, 27% are unfavorable, 11% are neutral, and 3% don't know enough about him to say. McCain's net favorability rating is +32%.
    - o McCain is viewed most favorably by self identified moderates and liberals and recent arrivals to NH.
  - Mitt Romney has solid favorability ratings with 53% having a favorable opinion of him, 27% are unfavorable, 13% are neutral, and 8% don't know enough to say. Romney's net favorability rating stands at +26%.
    - o Romney is viewed least favorably by Independents, and voters who oppose the war in Iraq.
  - Newt Gingrich is the next best known Republican candidate, but he has significant unfavorables among Republican voters – 41% have a favorable opinion of Gingrich, 42% have an unfavorable opinion of him, 12% are neutral, and 4% don't know enough to say. His net favorability rating is a very low -1%

- o Gingrich is viewed most favorably by Conservatives and older voters
  - o He is viewed most unfavorably by moderate & liberal Republicans, Independents, voters who disapprove of the job Bush is doing as President, and opponents of the war in Iraq.
  - None of the other candidates are particularly well known or liked by Republican voters.
    - o 60% of likely primary voters don't know anything about Sam Brownback – his net favorability rating is -2%.
    - o John Cox is unknown to 75% of likely GOP primary voters and his net favorability rating is -8%.
    - o 70% of likely primary voters don't know anything about Jim Gilmore – his net favorability rating is -8%.
    - o Although he has visited NH several times and has been a visible GOP critic of the war in Iraq, Chuck Hagel is relatively unknown and is disliked by Republican primary voters – 56% don't know anything about Hagel and his net favorability rating is -9%.
    - o Mike Huckabee has also visited NH several times but is still relatively unknown – 59% don't know anything about him and his net favorability rating is +1%.
    - o Duncan Hunter is unknown to 68% of likely GOP primary voters and his net favorability rating is -10%.
    - o George Pataki has indicated he is dropping out of the race. While he is relatively well known (only 23% say they don't know anything about him), his net favorability rating is only +3%.
    - o Ron Paul is unknown to 73% of likely GOP primary voters – his net favorability rating is -6%.
    - o Tom Tancredo is unknown to 66% of likely GOP primary voters and his net favorability rating is -1%.
    - o Tommy Thompson is unknown to 57% of likely voters and his net favorability rating is -3%.
2. When likely GOP primary voters are asked who they plan to vote for President, John McCain and Rudy Giuliani are tied for the lead, followed by Mitt Romney and Newt Gingrich. McCain is preferred by 28% of likely voters, Giuliani by 27%, Romney by 13%, and Gingrich by 9%.
- While support for McCain has remained relatively stable over the past two years, the percentage of voters who say they will vote for Giuliani has increased in recent months. This is likely due to his recent visit (last week) while McCain has not been in NH for some time.
  - McCain runs strongest among self-described moderate & liberal Republican primary voters.
  - Giuliani runs strongest among younger voters (under 35).

### NH Republican Presidential Primary – Likely Republican Primary Voters



	<u>Feb. '05</u>	<u>Apr. '05</u>	<u>July '05</u>	<u>Oct. '05</u>	<u>Feb. '06</u>	<u>Apr. '06</u>	<u>July '06</u>	<u>Sept. '06</u>	<u>Feb. '07</u>
<b>John McCain</b>	40%	25%	38%	28%	30%	32%	26%	32%	28%
<b>Rudolph Giuliani</b>	22	29	23	22	22	21	18	19	27
<b>Condoleeza Rice #</b>	-	-	-	16	17	15	14	10	-
<b>Mitt Romney</b>	7	9	9	7	9	12	12	15	13
<b>Newt Gingrich \$</b>	-	-	-	-	-	-	-	-	9
<b>Tom Tancredo \$</b>	-	-	-	-	-	-	-	-	3
<b>Sam Brownback +</b>	-	1	0	1	0	0	1	0	2
<b>George Pataki</b>	2	1	*	*	2	2	1	1	1
<b>Chuck Hagel +</b>	-	0	*	0	0	0	0	0	1
<b>Mike Huckabee \$</b>	-	-	-	-	-	-	-	-	1
<b>Ron Paul \$</b>	-	-	-	-	-	-	-	-	1
<b>Tommy Thompson \$</b>	-	-	-	-	-	-	-	-	1
<b>Someone Else</b>	14	24	16	12	6	4	14	8	1
<b>Don't Know Yet</b>	16	13	14	12	14	12	14	14	13
<b>(N)</b>	(211)	(195)	(200)	(196)	(185)	(166)	(199)	(205)	(310)

+ Added April, 2005

\$ Added Feb., 2007

# Added October, 2005

\* = Less than 1%

## 2008 Democratic Primary Election

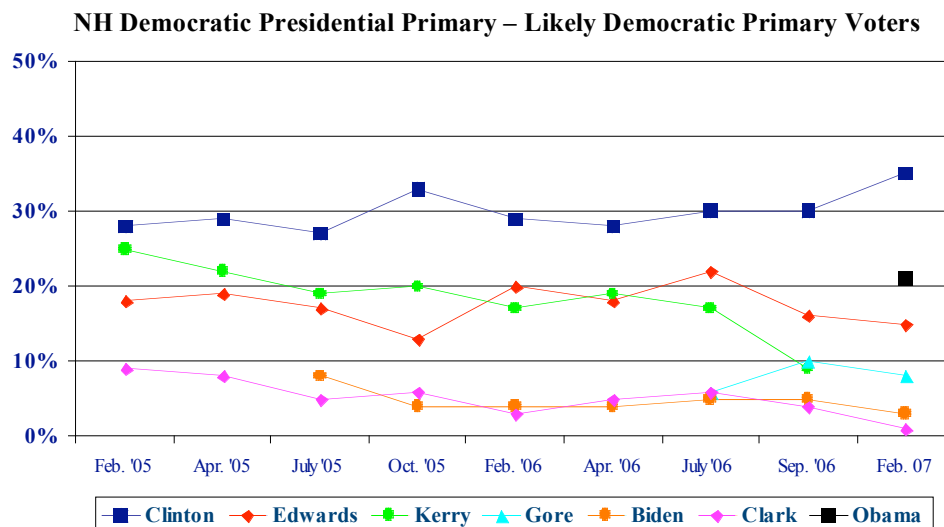
### Favorability Ratings of Potential 2008 Democratic Candidates

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Joe Biden	29%	18%	25%	29%	+4%	(353)
Wes Clark	36%	17%	28%	19%	+8%	(353)
Hillary Clinton	74%	9%	15%	1%	+59%	(352)
Chris Dodd	22%	19%	20%	39%	+2%	(353)
John Edwards	74%	9%	13%	3%	+61%	(353)
Al Gore	63%	8%	27%	1%	37%	(353)
Mike Gravel	5%	13%	15%	67%	-10%	(353)
Dennis Kucinich	24%	12%	31%	33%	-7%	(352)
Barack Obama	67%	8%	12%	13%	+55%	(353)
Bill Richardson	26%	14%	17%	43%	+9%	(353)
Al Sharpton	14%	13%	57%	16%	-43%	(353)
Tom Vilsack	7%	18%	18%	57%	-11%	(352)

1. The best known, and most popular candidates in the Democratic primary are John Edwards, Hillary Clinton, and Barack Obama. Al Gore is moderately well known while Joe Biden, Wes Clark, Chris Dodd, and Bill Richardson are less well known. Al Sharpton is well known, but unpopular.
  - John Edwards has the highest favorability rating of any of the Democratic candidates – 74% have a favorable opinion of Edwards, 13% are unfavorable, 9% are neutral and 3% don't know enough about him to say. Edwards' net favorability rating is +61%.
    - Edward's has broad favorability across all demographic groups.
  - Hillary Clinton is also very popular – 74% of likely Democratic primary voters have a favorable opinion of her, 15% are unfavorable, 9% are neutral, and 1% don't know her. Her net favorability rating is +59%.
    - Hillary has broad support but is viewed least favorably by voters who support the war in Iraq and the surge there.
  - Barack Obama is viewed favorably by 67% of likely Democratic primary voters, 12% view him unfavorably, 8% are neutral and 13% don't know enough about him to say. Obama's net favorability rating is +55%.
    - Obama also has wide support and is viewed most favorably by voters with high levels of income and education. His lowest favorability ratings come from voters with lower levels of education.
  - Although he has not declared his candidacy, Al Gore is viewed favorably by 63% of likely Democratic voters, 27% view him unfavorably, 8% are neutral, and 1% don't know enough about him to say. Gore's net favorability rating is +37%.
    - Gore's lowest ratings come from voters with lower levels of education.
  - Al Sharpton is the least popular of potential Democratic candidates – only 14% of likely Democratic primary voters have a favorable opinion of Sharpton, 57% have an unfavorable opinion of him, 13% are neutral, and 16% don't know enough about him to say. Sharpton's net favorability rating is -43%.
  - Wes Clark ran for President in 2004 but has not maintained his popularity – 36% have a favorable opinion of Clark, 28% are unfavorable, 17% are neutral, and 19% don't know enough about him to say. Clark's net favorability rating is only +8%.
  - Joe Biden had a misstep last week and this appears to have hurt his candidacy – only 29% of likely Democratic primary voters have a favorable opinion of Biden, 25% have an unfavorable opinion of him, 18% are neutral, and 29% don't know enough about him to say. Biden's net favorability rating is only +4%.

- Dennis Kucinich is not viewed favorably by likely voters – 24% have a favorable opinion of him, 31% have an unfavorable opinion of him, 12% are neutral, and 33% don't know enough about him to say. Kucinich's net favorability rating is -7%.
- Chris Dodd is relatively unknown for a New England Senator – only 22% of likely Democratic primary voters have a favorable opinion of Dodd, 20% are unfavorable, 19% are neutral, and 39% don't know enough about him to say. Dodd's net favorability rating is only +2%.
- Although he has made several visits to New Hampshire, Bill Richardson is largely unknown to Democratic primary voters – only 26% have a favorable opinion of Richardson, 17% have an unfavorable opinion, 14% are neutral, and 43% don't know enough about him to say. Richardson's net favorability rating is +9%.
- Tom Vilsack is also largely unknown. Only 7% of likely Democratic primary voters have a favorable opinion of Vilsack, 18% have an unfavorable opinion of him, 18% are neutral, and 57% don't know enough about him to say. Vilsack's net favorability rating is -11%.
- Mike Gravel is the least known Democratic candidate – only 5% of likely Democratic primary voters have a favorable opinion of Gravel, 15% have an unfavorable opinion of him, 13% are neutral, and 67% don't know enough about him to say. Gravel's net favorability rating is -10%.

2. When asked who they plan to vote for, Hillary Clinton leads among likely Democratic primary voters – 35% said they plan to vote for Clinton, 21% say they will vote for Obama, 15% prefer Edwards, 8% prefer Gore, 7% prefer one of the other candidates, and 14% are undecided. Clinton has been leading the Democratic field for the past two years.
  - Clinton runs strongest among lower income voters and lower income voters.
  - Obama's strongest support from voters who have lived in NH for 11 to 20 years, and voters earning between \$75K and \$100K.
  - Edwards runs strongest among union households.



## Democratic Nomination in 2008 NH Primary

	<u>Feb. '05</u>	<u>Apr. '05</u>	<u>July '05</u>	<u>Oct. '05</u>	<u>Feb. '06</u>	<u>Apr. '06</u>	<u>July '06</u>	<u>Sept. '06</u>	<u>Feb. '07</u>
Hillary Clinton	28%	29%	27%	33%	29%	28%	30%	30%	35%
Barack Obama &	-	-	-	-	-	-	-	-	21
John Edwards	18	19	17	13	20	18	22	16	16
Al Gore \$	-	-	-	-	-	-	6	10	8
John Kerry	25	22	19	20	17	19	17	9	-
Joe Biden +	-	-	8	4	4	4	5	5	3
Dennis Kucinich &	-	-	-	-	-	-	-	-	1
Wesley Clark	9	8	5	6	3	5	6	4	1
Bill Richardson	2	2	2	1	4	3	1	3	1
Tom Vilsack &	-	-	-	-	-	-	-	-	1
Chris Dodd &	-	-	-	-	-	-	-	-	1
Someone Else	6	11	6	12	18	7	5	4	0
Don't Know Yet	12	10	15	12	7	16	8	17	14
(N)	(187)	(178)	(193)	(193)	(207)	(228)	(187)	(205)	(352)

+ Added July 2005

@ Added February 2006

\$ Added July 2006

& Added February 2007

\* = Less than 1%

### Least Favorite Candidates

1. All likely primary voters were asked who their least favorite Republican and Democratic candidates were.
  - Among all primary voters, Hillary Clinton (29%) and Al Sharpton (22%) are the Democratic candidates they like least.
    - o Among only likely Democratic Primary voters, Al Sharpton is liked the least (28%), followed by Clinton (9%), Kucinich (9%), Biden (5%), Gore (5%), Obama (4%), Clark (3%), Edwards (2%), Gravel (1%), Richardson (1%), Vilsack (1%), Dodd (1%) while 30% are undecided.
  - Among all primary voters, Newt Gingrich is the least liked Republican candidate (30%) followed by Mitt Romney (10%), Rudy Giuliani (7%), and John McCain (7%).
    - o Among only likely Republican Primary voters, Gingrich is the least liked candidate (24%), followed by McCain (7%), Romney (7%), Pataki (6%), Giuliani (5%), Hagel (4%), Thompson (3%), Huckabee (2%), some other candidate (5%) while 36% are undecided.

### Other Items

1. Undeclared voters are significantly more likely to say they will vote in the Democratic Primary rather than the Republican Primary. 68% of undeclared and unregistered likely primary voters say they plan to vote in the Democratic primary while only 32% say they will vote in the Republican primary. This will hurt Republican candidates who try to appeal to more moderate, independent voters.
2. Interest in the primary election is very high given that the election is almost a year away – 41% are extremely interested and 34% are very interested, 21% are somewhat interested and only 4% are not very interested or don't know..
3. More than ¾ (76%) of likely primary voters say they will definitely vote in the primary, 19% say they will vote unless there is an emergency, and only 5% say they may vote.

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**Technical Report**

**Field Period:** February 1 - 5, 2007

**Hours:** 10 a.m. to 9 p.m.

**Median Completion Time:**

Complete Survey: 21 minutes

Likely Primary Voter Oversample: 10 minutes

**Sample Size:**

Complete survey: 538 randomly selected (RDD) New Hampshire Adults

Likely primary voters: 664

Democratic primary voter sample: 353

Republican primary voter sample: 311

**Sampling Error:**

Complete survey sample +/- 4.2%.

Likely primary voter sample: +/- 3.8%

Democratic primary voter sample: +/- 5.2%

Republican primary voter sample: +/- 5.6%

Sampling error for subgroups is larger.

**Response Rate (AAPOR #4):** 21.0%