

# Los Angeles Times / Bloomberg

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## PRESIDENTIAL PICKS IN EARLY CAUCUS AND PRIMARY STATES

National polls show that NY Senator Hillary Clinton and former Mayor of NY Rudy Giuliani are the leading candidates in their respective horserace questions. They have been leading over their opponents for several months. But, what is more important as the nation gets ready for the primary season, is how well candidates do in the first caucus (Iowa) and primary (New Hampshire). Depending on their showing in these states, including South Carolina (the first southern state with a more diverse population), will dictate their fortune in the later primaries. Perception is everything in politics.

Every four years, all eyes are focused on Iowa and New Hampshire as the frontrunners to the primary/caucus season. Expectations are high for the leading candidates and if they don't do well, they may have difficulty finding the needed momentum going into the super Tuesday of primaries on February 5 (including big states such as California and Illinois). Knowing that Iowa and New Hampshire can make or break their candidacy, all candidates have either spent many days in these states or are scrambling to spend many more days campaigning in each of these states. And voters in these states expect nothing less than many visits by the candidates – handshakes and face time are important to these savvy voters. As was noted by one political pundit, “Iowans are insulted if they only shake your hand twice.” National polls at this point in time, may be an indicator of how Americans feel about the candidates, Iraq and other issues, but because of the importance of Iowa's caucus and New Hampshire's primary, and now South Carolina's primary (important because it is the first southern state that will vote that includes a strong majority of African-Americans for the Democrats), the LA Times/Bloomberg poll, conducted surveys in these three states. Although the dates of the Iowa caucus and New Hampshire primary are tentative at this point, because of the jockeying of other states, such as Florida and Michigan to move up to the front of the pack, Iowa and New Hampshire will always be the first caucus and the first primary.

On the Republican side, former governor of Massachusetts Mitt Romney has spent millions of dollars in Iowa and New Hampshire and is betting his candidacy on winning these two initial state elections to propel him to victory in the other primaries and caucuses. Although he comes in third or fourth in national polls, he has a solid lead in Iowa and a small lead in New Hampshire (although he is within the poll's margin of error with Giuliani). Former Tennessee Senator Fred Thompson, announced his candidacy on the Jay Leno show last Wednesday and made a more formal announcement Thursday morning. This poll started on the same day of Thompson's announcement. Surprisingly, Thompson did not get a bounce from his splashy announcement. In South Carolina, Thompson edges out Giuliani (although within the poll's margin of error).

Whereas, Democratic former North Carolina senator John Edwards has been to Iowa over the last couple of years firming up relationships and has been camping out there since January, making Iowa a make or break election for him. He is counting on Iowa to help build up momentum for his campaign for the later primaries and caucuses. In the beginning of the year when Edwards was campaigning in Iowa, Clinton and Illinois Senator Barack Obama were not, giving Edwards a lead. But now that Clinton and Obama, as well as other Democratic candidates have stepped up their visits to Iowa, Edwards' lead has diminished. This poll shows that

Clinton and Edwards are in a tight race. Clinton ekes out a small lead over Edwards, but within the poll's margin of error, and Obama comes in third. New Hampshire and South Carolina give Clinton strong leads over all Democratic candidates. She has an 11 point advantage over Obama among African-American voters in South Carolina. Former President Bill Clinton is loved by the black community and this is helping Hillary Clinton. But she cannot take this group for granted.

Most Democratic voters are satisfied with their candidates, while Republicans are somewhat more dissatisfied.

*Issue considered a top priority:* Democrats, no matter which state, all agree that the top priorities for the candidates to address are the war in Iraq and healthcare issues. Republicans, however, see the priorities in a slightly different prism. They all mention the war in Iraq, but protecting the country from terrorists is also uppermost on their minds, plus the illegal immigration issue.

## IOWA

*Democrats:* If the Iowa caucuses were held today, Hillary Clinton would receive 28% of the vote, followed by John Edwards at 23%, Barack Obama at 19%, New Mexico Governor Bill Richardson at 10%, and the other candidates getting the support of about one or two percent each. One in seven said they were undecided. The election is still fluid, with nearly three out of five Democratic caucus goers saying they might vote for someone else. Among Clinton voters 54% were certain of their vote, but 46% said they could vote for someone else. For the Edwards voters, 59% said they could vote for another candidate, as well as nearly seven out of 10 Obama voters.

*If the January Democratic caucus for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?*

Hillary Clinton	28%
John Edwards	23
Barack Obama	19
Bill Richardson	10
Joe Biden	2
Dennis Kucinich	2
Chris Dodd	1
Undecided	16

*Former Alaska Senator Mike Gravel was included in the list, but received less than .5% of the vote.*

*Second Choice:* Caucuses are different than primaries. For primaries, voters go to their precinct and vote, like they do for a general election. For the Iowa caucus (other states' caucuses may be configured differently) voters in each caucus are in a room to select their candidate and if a candidate does not receive 15% of the vote, then people move about the room moving from one candidate to another – trying to get enough votes for their candidate. Because a candidate may not reach the 15% threshold, the poll asked for a second choice. About a fourth of the caucus voters said they didn't have a second choice, but a quarter would choose Obama, and a fifth each would support Clinton or Edwards. Among Clinton voters, 39% would choose Obama as their second choice and 18% would choose Edwards, but more than a quarter would not have a second choice. Less Obama voters would choose Clinton (28%) than Clinton voters chose him. Almost three in 10 of Obama voters chose Edwards as their second choice. Almost a third of Obama voters did not have a second choice. Edwards voters would split their vote for second choice and gave their vote to Clinton (34%) and Obama (27%).

These Democratic voters were asked if the candidate for president was Clinton, Edwards or Obama, could they not vote for any of them. Almost three-quarters of voters said they could vote for all of them. But less than one in 10 said they could not vote for Clinton, 5% each said they could not vote for Edwards or Obama.

### Iowa Democratic Caucus Demographics

Hillary Clinton's five point lead in Iowa has a fairly broad reach across various groups of voters. She leads among women, Democrats, voters without college degrees, single voters, those over age 65 and small town voters. She has narrower leads among liberals, voters in households making less than \$60,000 a year, and to a lesser extent, moderates.

Clinton leads among single women in particular – nearly half are voting for her, more than their combined vote for all of the other candidates. Obama does well among married women, nearly tying Clinton in that group, while men pick Edwards by 11 points over Clinton and 14 points over Obama. Edwards is running a fairly strong second place race in Iowa. In addition to his plurality of men, he wins among union households. Split between Edwards and Clinton are affluent voters, and 45 to 64 year olds.

**Table: Iowa Democratic Presidential Primary Vote for the Top Three Candidates, by Selected Demographics** (Numbers are percentages, table read horizontally) source: Los Angeles Times/Bloomberg Poll

	Clinton	Edwards	Obama	Richardson
All Dem Voters	28	23	19	10
<b>Sex</b>				
Male	19	30	16	16
Female	35	18	21	6
<b>Married Men/Women</b>				
Married Men	19	31	13	15
Married Women	28	17	26	8
Single Women	47	19	13	2
<b>Party Affiliation</b>				
Democrat	33	24	13	11
Independent	14	21	37	7
<b>Political Ideology</b>				
Liberal	27	22	21	11
Moderate	26	22	23	7
<b>Education</b>				
LTCol Degree	33	24	16	6
College Degree	20	20	25	16
<b>Union Households</b>				
Union Household	25	36	13	8
Not Union	30	18	22	10
<b>Household Income</b>				
L/\$40K	29	19	23	7
\$40-59K	32	27	15	16
\$60K+	25	25	21	10
<b>Age Group</b>				
18-44	25	21	29	10
45-64	25	24	17	13
65 +	37	23	13	7

Obama, running only four points behind Edwards at this time for a within-margin third place finish, finds his greatest support among independents, college grads, voters under age 44, and city dwellers. Obama nearly

battles Clinton to a draw among married women, and married voters in general are roughly split three ways among the top three candidates.

New Mexico Governor Bill Richardson, who is running in fourth place, at 10% of the overall Democratic vote, breaks into the ranks of the top three among men who are 45 and over, garnering nearly one in five votes among that group. He roughly ties Obama for third place among households making between \$40,000 and \$60,000.

**Table: Iowa Democratic Presidential Primary Vote for the Top Three Candidates, by Marital Status, Location and Education** (Numbers are percentages, table read horizontally)

	Clinton	Edwards	Obama	Richardson
All Dem Voters	28	23	19	10
<b>Marital Status</b>				
Married	24	23	21	11
Not Married	37	22	17	7
<b>Location</b>				
City	22	21	31	7
Small Town	35	23	16	11
<b>Age and Sex</b>				
Men 45+	27	29	8	18
Women 45+	32	20	21	5

source: Los Angeles Times/Bloomberg Poll

Attributes: The conversation about the Democratic candidates centers on Clinton as the more experienced candidate vs. Obama, the candidate with a fresh face and new ideas. Obama argues that experience in Washington has not been such a good thing for the country, citing Vice President Dick Cheney, former Secretary of Defense Donald Rumsfeld and Senators Clinton, Biden and Edwards voting for the war in Iraq. Clinton points out experience is needed in this time of crisis and on-the-job learning should not be an option. With these arguments in mind, the poll asked “Who do you think has the right experience to be president?” Nearly half of Iowa Democratic caucus goers mentioned Clinton as the candidate with this attribute. Just 7% thought that of Obama, while 15% thought Edwards had this attribute, followed by Richardson at 10%. Both men and women agree that Clinton is the candidate that has the right experience for the job (54% for women, 41% for men).

More than a third of voters believed that Obama is the candidate with new ideas, followed by 19% who thought Clinton was.

When voters were asked if they preferred a candidate with experience or new ideas, 45% of Democratic voters generally thought it is more important in voting for a presidential candidate with new ideas over 38% who thought it was more important to have a candidate that has more experience. Among those who mentioned experience, Clinton was the overwhelming choice. Among those who mentioned new ideas, 29% voted for Obama and 24% for Edwards.

Likability has come up as a characteristic that Clinton falls short of. And Democratic caucus goers are no different than Democrats nationally. About three in ten think Edwards is more likable followed by Obama (28%), and then Clinton at 20%.

Clinton is considered the best candidate for fighting terrorism and protecting national security in each of these three states. However, more than a fifth in each state are undecided as to which candidate would be best. Men and women in each state believe Clinton is the best candidate in protecting the country from terrorism, although

women much more than men. Along with believing that, voters also believe she would be the best person at ending the war in Iraq.

In Iowa, Democratic voters are split as to whether Clinton, Edwards or Obama would be best in understanding people like themselves, while giving a slight edge to Clinton.

And Democratic voters believe that Clinton is the candidate that has the best chance of beating a Republican in November.

*Republicans:* Romney has spent a lot of money and time in Iowa and it has paid off. If the caucuses were held today, Romney would receive 28% of the vote, followed by Thompson and Giuliani, both at 16%. Former Arkansas Governor Mike Huckabee, who came in a surprising second in the Ames Iowa Straw Poll, received 8% of the voters' support, followed by Arizona Senator John McCain at 7%. The rest of the candidates were in single digits. There is still a lot of uncertainty and fluidity within the Republican rank and file. More than seven in 10 Republican caucus goers said they could vote for someone else, as did 82% of Romney voters, 64% of Giuliani voters and 59% of Thompson voters.

If the January Republican caucus for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?

Mitt Romney	28%
Rudy Giuliani	16
Fred Thompson	16
Mike Huckabee	8
John McCain	7
Tom Tancredo	3
Sam Brownback	2
Ron Paul	2
Duncan Hunter	1
Undecided	15

The vote for the candidates is soft – most voters who chose a candidate said they could vote for someone else. Among Iowa Republican voters, 72% said they could vote for someone else.

*Second Choice:* A third of all Republican caucus voters said they had no second choice for president. However, among the Giuliani voters, 20% would vote for Thompson as their second choice, 20% would support Romney and 12% would support McCain. Among McCain voters, a huge 54% said they didn't have a second choice, but if they did, 20% would vote for Giuliani. Romney's voters would move toward Thompson, McCain and Giuliani. A large plurality of Thompson voters said they have no second choice. But among his voters, they would choose both Giuliani and Huckabee, followed by Romney.

Voters were asked about the top four Republican candidates, if there were any they could not vote for. Only 1% said they could not vote for any of the candidates and 53% said they could vote for all of the four mentioned. But 12% said they could not vote for Giuliani, 9% for McCain, 4% for Romney and 6% for Thompson. Ten percent of those who are in the religious right group could not vote for Giuliani.

*Bush Factor:* Nearly half of Iowa Republicans would like the next Republican president to move away from George W. Bush's policies. Men more than women (51% vs. 43%) want the next president to move away from the current administration's policies. And voters who support the top-tiered candidates (Romney, McCain and Thompson) also think the next president should move toward a new direction rather than staying with the policies of President Bush. Giuliani voters are split on this issue.

## Iowa Republican Caucus Demographics

While Republicans in Iowa have yet to fully commit to a candidate, Mitt Romney is running twelve points ahead of his two closest rivals in the state at this time, and he is holding that lead among a wide swath of demographic groups. Former New York mayor Rudy Giuliani and former Tennessee Senator Fred Thompson are tied for second place status at 16% of the vote each.

The survey found that self-described conservatives in Iowa are even further from a consensus on a favorite candidate than are other Republican voters in that state - while Romney is well ahead at 27%, 18% of conservatives back Giuliani and 17% back Thompson. McCain, who worked to position himself as the conservative candidate over the last year, trails at 6%.

Religious conservatives are more likely to express frustration with their candidate choice than other Republican voters in the state, nearly three in 10 said they are not satisfied with the choices they have for presidential nominee. This group splits even more widely among the candidates –breaking almost evenly between Giuliani and Romney, with about one in seven casting their vote for each of Fred Thompson and Mike Huckabee.

Thompson, who is tied for second with Giuliani among many demographic groups in Iowa, pulls slightly ahead among men, but Romney gets more than a third of the women's vote, with Giuliani coming in second among women at 16% and Thompson at 10%. Romney is ahead among independents, Republicans, moderates, conservatives, as well as all age groups, education levels and marital status. Giuliani pulls almost even only among the most affluent households.

**Table: Iowa Republican Presidential Caucus Vote for Selected Candidates, by Party and Ideology** (Numbers are percentages, table read horizontally)

	Romney	Thompson	Giuliani
All Rep Voters	28	16	16
<b>Party and Political Ideology</b>			
Conservative	27	17	18
Cons Rep	26	18	17
<b>Sex</b>			
Male	23	21	16
Female	34	10	16
<b>Religious Groups</b>			
Attend Services Weekly +	25	17	12
Attend Services Less Often	31	17	23
Religious Right	25	14	23

source: Los Angeles Times/Bloomberg Poll

Attributes: Giuliani and Romney are considered to be the strongest leaders, followed by Thompson. Men are divided between Romney and Thompson, while women consider Giuliani and Romney to have this quality.

Romney is considered the best on keeping taxes low. Most demographic groups agree with this assessment of the former governor from Mass.

A fifth of Republican voters think Romney would be best on social issues, such as abortion and gay rights. But a third are unsure who would be best on these issues. Huckabee and Arkansas Sam Brownback are campaigning as the conservative candidate – against abortion, stem cell research and gay marriage. But they

don't seem to be resonating with the electorate. Many who consider themselves part of the religious right are also unsure who would be the best candidate. Voters had no consensus that any candidate would be best on these issues. Roughly less than one in five thought Giuliani (17%) Romney (15%), Huckabee (15%), and Brownback (13%) would be best.

Along with who would be best on social issues, 33% of Republican voters said they would only vote for a candidate that agrees with their position on abortion. Among this group, a fifth would vote for each of Romney or Thompson. Thirteen percent would vote for Huckabee. Not surprisingly, a majority of voters who describe themselves as part of the religious right would only vote for a candidate that agreed with their anti-abortion and gay rights stance. Also, more than two out of five Republican women feel the same way.

And 34% of Republican voters, including the same share of conservative Republicans, would only vote for their candidate if they agreed with their position on illegal immigration, while the majority, 63%, would vote for someone who disagreed with their position on this subject, but agreed with them on most other issues.

McCain does well on two issues – ranking second behind Giuliani, but within the poll's margin of error, on protecting the country from terrorism and winning the issue of handling the war in Iraq (six point advantage over Giuliani). These are the two topics that he campaigns on throughout the county, and it seems to be resonating with the voters. But his candidacy has many more problems that override his strength on these topics.

Although McCain is considered best on the two issues that are uppermost in everyone's minds, he is not considered the candidate that has the best chance of beating a Democrat in November. Twenty-eight percent of voters think Romney would be the ideal candidate to beat the Democrats in November, followed by Giuliani (20%) and Thompson (17%). Only 6% of voters thought McCain was the better candidate on this issue. Conservative Republicans give Romney a small advantage on this issue over Giuliani and Thompson.

## New Hampshire

This state, unlike Iowa, is solidly behind Clinton for president. Edwards and Obama are tied for second place. Roughly one in five Democratic primary voters are undecided and nearly half said they might vote for someone else. A majority of Clinton voters are certain of their vote, more so than the other candidates.

*If the January Democratic primary for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?*

Hillary Clinton	35%
John Edwards	16
Barack Obama	16
Bill Richardson	8
Dennis Kucinich	3
Joe Biden	3
Undecided	17

*Note:* Mike Gravel and Chris Dodd each received less than 0.05%.

*Second Choice:* Almost a quarter of Democratic voters said they don't have a second choice, but those who do have another candidate in mind, nearly a quarter said they would choose Obama, 15% would back Edwards and 12% would support Clinton as their second choice. One out of four Clinton supporters would move toward Obama as their second choice and 17% would back Edwards. However 30% of her voters said they had no second choice. More than a third of Edwards supporters would gravitate toward Obama while 17% would vote

for Clinton as their next choice. And Obama's voters would split their vote between Clinton (29%) and Edwards (21%).

Almost three-fifths of the primary voters said they could vote for all four of the top three candidates mentioned (Clinton, Edwards and Obama), but one in 10 said they could not vote for any of these candidates. A little less than one in 10 said they could not vote for Clinton, 8% for Obama and 5% for Edwards.

### New Hampshire Democratic Primary Demographics

Hillary Clinton is leading by more than two-to-one at this time over her nearest rivals in New Hampshire, running on support that is wide and deep among voters in this state. She has double digit leads among most demographic groups, including union households, which could be Edwards territory, as he is the candidate with the most union endorsements.

Obama and Edwards are tied among Democratic voters in New Hampshire for second place at 16% each. Clinton edges Obama among voters living in households making between \$40,000 and \$60,000, those under age 45, and among Protestants. She does better in rural areas.

**Table: New Hampshire Democratic Presidential Primary Vote for the Top Three Candidates, Among Selected Demographic Groups** (Numbers are percentages, table read horizontally) (Source: LA Times/Bloomberg Poll)

	Clinton	Edwards	Obama
All Dem Voters	35	16	16
<b>Party Affiliation</b>			
Democrat	40	13	17
Independent	26	21	15
<b>Political Ideology</b>			
Liberal	32	16	20
Moderate	34	17	16
<b>Education</b>			
No Degree	41	14	12
College Degree	26	20	22
<b>Household Income</b>			
L/\$40K	34	15	8
\$40-59K33	14	25	
\$60K+	36	20	14
<b>Sex</b>			
Male	28	18	16
Female	40	14	16
<b>Marital Status</b>			
Married	37	14	16
Single	31	21	18
<b>Age Group</b>			
18-44	28	20	23
45 +	39	14	12
<b>Location</b>			
City	35	24	8
Small Town	33	15	16
Rural	31	13	24
<b>Union Households</b>			
Union Household	44	12	15
Not Union	31	18	17

*Attributes:* New Hampshire voters, like their Iowan brethren, think Obama is the candidate with new ideas. More than twice as many voters thought the Illinois senator has this attribute compared to Clinton, while almost three times as many thought Obama has this quality compared to Edwards. Gender, age and education did not change the dynamics of this issue – all thought Obama was the agent of new ideas.

Obama and Edwards are virtually tied for whom the voters think is more likable, with Clinton running behind these two. Although most unions have endorsed Edwards, two out of five union members agree that Obama is the more likable candidate, as do most other demographic groups.

Hillary Clinton is the clear winner on who has the right experience to be president. More than four times as many NH Democratic voters believe this of her as think of Edwards or Richardson. A majority of women said she has the right experience. Men think she has that attribute, but they are not as enamored as their women counterparts. Young and old voters and those with any level of education believe this as well.

Clinton is also the candidate voters believe will be best at fighting terrorism and ending the war in Iraq. Women have more confidence in Clinton on protecting the country from terrorism – 41% than men, 26%. Only 13% of men and 12% of women think Obama would be best at fighting terrorism. And almost 40% of women also think Clinton would be best at ending the war in Iraq, compared to 23% for men. No other candidate comes close to the NY senator on these issues. Also the older voter believes Clinton is best on these issues more so than the younger voters (although they, too, think she is up for the job).

Clinton leads Obama on the issue of who do you think would understand people like yourself best (27%-21%, respectively). Under a fifth of voters think Edwards has that attribute. More than a third of women think Clinton understands someone like themselves best, while men split their vote between Edwards and Obama. This holds true for the split in age. Democrats 45 and over think Clinton understands them, while the younger group split their vote between the three top tiered Democratic candidates. Those voters with a college degree or more split their vote between the top three candidates, while those less educated think Clinton is the candidate that understands them best.

With Clinton winning the horserace in these three early caucus and primary states, plus leading in almost all attributes that the poll tested, it is not surprising that voters in NH think she has the best shot at beating the Republican candidate. She is the candidate that has the right experience, will keep the country safe and will end the war in Iraq – all 3 winning attributes (the top priorities by voters are the war in Iraq, protecting the country from terrorism and healthcare, which was not tested in this poll). Most demographic groups all concur that she is the best candidate to beat a Republican candidate in the general election.

But for all the good news for Clinton, there may be a chink in her armor -- 40% of NH Democratic voters said that the need for new ideas is generally more important than experience (31%). Among those who thought experience is more important, they are overwhelmingly supporting Clinton, but those who cite the need for new ideas is supporting Obama over Clinton by 11 points.

*Republicans:* New Hampshire Republican primary voters have given Romney an edge over Giuliani, although within the poll's margin of error, with McCain and Thompson following in the distance. If the election were held today in the Live Free or Die state, Romney would get 28% of the vote followed by Giuliani at 23%. NH Republican voters are not as dissatisfied as their Iowa counterparts, but half of primary voters said they could vote for someone else.

If the January Republican primary for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?

Mitt Romney	28%
Rudy Giuliani	23
John McCain	12
Fred Thompson	11
Mike Huckabee	6
Ron Paul	5
Sam Brownback	2
Undecided	13

Duncan Hunter and Tom Tancredo each received less than 0.5%.

Many voters said they might vote for someone else – a majority of Romney and Thompson voters are still eyeing the possibility of changing their vote, while Giuliani voters are a little more certain.

*Second Choice:* A fifth of voters said that Romney would be their second choice, followed by Giuliani with 18%. In Iowa more than a third said they had no choice, but in New Hampshire, less than a fifth also said they didn't have one. Among Romney backers, 31% would choose Giuliani as their second choice, while 33% of Giuliani supporters would return the favor and support Romney. Roughly two out of five Thompson voters would choose Romney as their second choice, while 29% of McCain's group would choose Giuliani.

When voters were asked who they could not vote for among the top four candidates – Romney, Giuliani, Thompson and McCain – 44% said they could vote for any of these candidates, but 11% of voters said they could not support Giuliani, 10% could not vote for McCain, 7% for Thompson and 5% for Romney. One in eight conservative Republicans could not vote for Giuliani.

### New Hampshire Republican Primary Demographics

Romney and Giuliani are locked in a tight race for the nomination in New Hampshire, Romney has a within-margin five point lead - 28% to 23%. McCain and Thompson bring up the rear, vying for third place in the low double digits.

Romney doubled his overall lead over Giuliani among conservatives in New Hampshire, while Giuliani edged ahead among self-described moderates, although as many moderates said they aren't sure who they are going to vote for as voted for Giuliani. Republicans are more split, edging toward Romney by a slim four point margin while independent voters chose Romney by seven points.

**Table: New Hampshire Republican Presidential Primary Vote for the Top Four Candidates, by Party Affiliation and Political Ideology** (Numbers are percentages, table read horizontally)

	Romney	Giuliani	Thompson	McCain
All Rep Voters	28	23	11	12
<b>Party Affiliation</b>				
Independents	26	19	13	10
Republicans	29	25	10	13
<b>Political Ideology</b>				
Moderate	21	28	10	9*
Conservative	32	22	11	11

source: Los Angeles Times/Bloomberg Poll \* Note: small N

Younger voters favor Giuliani over Romney, giving him a 37% to 20% edge among those under age 45, however, roughly a third of older voters cast their vote for Romney, compared to roughly one in seven of that group who back Giuliani. Romney wins by nine points among men while Giuliani roughly ties among women. Married voters back Romney, unmarried ones back Giuliani.

**Table: New Hampshire Republican Presidential Primary Vote for the Top Four Candidates, by Age, Gender, and Marital Status** (Numbers are percentages, table read horizontally)

	<b>Romney</b>	<b>Giuliani</b>	<b>Thompson</b>	<b>McCain</b>
All Rep Voters	28	23	11	12
<b>Age</b>				
18-44	20	37	7	15
45-64	32	14	14	10
65+	34	15	11	15
<b>Sex</b>				
Male	31	22	12	12
Female	25	24	10	12
<b>Marital Status</b>				
Married	31	20	12	11
Unmarried	19	34	6	17

source: Los Angeles Times/Bloomberg Poll

*Attributes:* Three in 10 Republican voters thought Giuliani would be the strongest leader, followed by a quarter who thought that of Romney. Both men and women agree that Giuliani would be the strongest leader. The younger voters, by far, think Giuliani has that attribute, while the older voters (65+) think Romney would be the strongest leader.

Giuliani splits with Romney (25% vs. 23%) among voters who think he would be best on social issues, such as abortion and gay rights, although within the poll's margin of error. About a quarter are undecided. Conservative Republicans split their vote on this issue between Giuliani and Romney. Men and women split their vote between these two candidates as well.

More than three in 10 Republican voters in NH (like Iowa) said that they would only vote for a candidate who agrees with their position on abortion, 53% could vote for a candidate that differs from their opinion, but agreed with them on most other issues.

Twenty-nine percent of voters also think that Romney is the candidate that would be best at keeping taxes low. A fifth though Giuliani would be good on this issue. Voters in high income household (more than \$100K) think Romney is the candidate for the job.

More Republican voters in NH than Iowa said they could only vote for a candidate who agreed with their position on illegal immigration (37%), compared to 50% who said they could vote for a candidate that held different views on this issue, but agreed on most other issues.

In Iowa Giuliani split the vote with McCain on who would be best on fighting terrorism, but in NH, Giuliani is the candidate that voters believe will do the best job. More than a third thought Giuliani was up to the task of keeping the nation secure, followed by McCain at 22%.

But more voters thought that McCain would be best on handling the war in Iraq (30%), followed by 23% for Giuliani.

Romney and Giuliani seem to be the two candidates that are resonating with the voters, especially on issues that they deem important. So, it is no surprise that a third of voters think Giuliani is the candidate to beat the Democrat in November, followed by 28% who thought Romney was.

*Bush Factor:* Republicans still like the president – his job approval ratings among this group is positively high. Yet, 51% of NH Republican voters would prefer the next president to move the country in a new direction, rather than continuing the policies of President Bush.

## **South Carolina**

*Democrats:* Among the three states that were polled, Clinton does the best in South Carolina. In nearly all issues that the poll tested, Clinton beat her Democratic opponents. Nearly half of SC Democratic voters said they would back the NY senator, while 27% would support Obama. This is the first southern state and the first multiracial state to have its primary. Blacks make up about 50% or more of the Democratic Party and they are giving their support to Clinton. She has an 11 point advantage over Obama. However, 45% of the voters overall said they could vote for someone else.

*If the January Democratic primary for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?*

Hillary Clinton	45%
Barack Obama	27
John Edwards	7
Joe Biden	3
Dennis Kucinich	1
Chris Dodd	1
Bill Richardson	1
Undecided	13

Mike Gravel received less than 0.5%.

More South Carolina Democratic voters are certain of their vote than their counterparts in Iowa and New Hampshire. Clinton's supporters are solidly behind her – 58% said they are certain they will vote for her. Obama voters are split as to whether they will stay with the Illinois senator or vote for someone else. Edwards voters are more certain of their vote than the Obama voters.

*Second Choice:* Twenty-nine percent of voters said they had no second choice, but 22% chose Obama as their second choice and 21% gave Clinton a vote for their second choice and 19% for Edwards. Among the Clinton voters, roughly a third said they didn't have a second choice candidate. But, 33% of her vote would go to Obama and 25% to Edwards. The Obama voters chose Clinton as their second choice, followed by Edwards as a distant second choice. The Edwards voters gave Clinton and Obama their second choice vote.

Could voters not vote for any of the three top-tiered candidates? Two-thirds in SC said they could vote for any of the three candidates.

## **South Carolina Democratic Primary Demographics**

Unlike the other two states in the survey, John Edwards is barely on the radar in South Carolina, where voters would solidly back Hillary Clinton over Barak Obama by 45% to 27% with Edwards at 7% and the rest of the Democratic field trailing in low single digits, if the election were held today.

South Carolina is Clinton territory, and Obama passes, or even comes to within hailing distance of Clinton only among a few demographic groups. He has a five point advantage over Clinton among voters with college degrees, and pulls roughly to a draw among union households, and in the suburbs.

Black voters, who are giving African American candidate Obama almost one third of their vote, are also mostly Clinton voters – more than two out of five black voters back her, with Obama at 32%.

The gender gap among all South Carolina Democratic voters is less pronounced here than in the other two states - both men and women in this southern state back Clinton over Obama, by 40% to 34% among men and 49% to 22% among women. However, there may be a gender gap in Clinton's black voters support, with black men split between the two top candidates, and black women backing Clinton.

Clinton has the support of at nearly 50% or more each of liberal Democrats, whites, voters who do not have a college degree, low income household voters (<\$40K), married women, and women who do not have college degrees. More than half of city dwellers back her, as well.

**Table: South Carolina Democratic Presidential Primary Vote for the Top Three Candidates, Among Selected Demographic Groups** (Numbers are percentages, table read horizontally)

	Clinton	Obama	Edwards
All Dem Voters	45	27	7
<b>Political Ideology</b>			
Lib Dems	51	24	9
Moderate Dems	46	31	5
<b>Sex</b>			
Male	40	34	6
Female	49	22	8
<b>Race / Ethnicity</b>			
White	51	15	12
Black	43	32	4
<b>Education</b>			
No Degree	50	21	6
College Degree	35	40	11

source: Los Angeles Times/Bloomberg Poll

*Attributes:* Just as in Iowa and NH, South Carolina Democrats also think Obama is the candidate with new ideas; 27% think Clinton has that quality. Men think Obama has this trait, but women are divided between Clinton and Obama. White voters are somewhat split, giving Obama, a slight edge (25% to 22%) over Clinton. Although blacks are solidly backing Clinton, they think that Obama is the candidate with new ideas, as do most demographic groups.

SC Democratic voters are different than Democrats voting in Iowa and NH. More than a third think Clinton is more likable, compared to 27% for Obama and 18% for Edwards. Both men and women think Clinton is more likable. Women with less than a college degree think Clinton is the candidate that is most likable, while women with higher education give that attribute to Obama.

A huge 59% of voters said that Clinton had the right experience to be president. Most demographic groups give huge support to the NY senator on this attribute.

A plurality of voters also think Clinton understands people like themselves best, followed by 25% who thought that of Obama. Twelve percent said Edwards has that characteristic.

The voters also believe that Clinton would be best at fighting terrorism (39%) and 36% thought she would be best at ending the war in Iraq. Most demographic groups agree that she is the best candidate on both of these issues. Voters with higher education is the exception with giving Obama a four point advantage over Clinton on ending the war in Iraq, although within the poll's margin of error.

It is not surprising then, that nearly half of the voters in SC think Clinton has the best chance of beating a Republican candidate in the general election in November.

**Republicans:** If the SC primary were held today, Thompson would edge out Giuliani by 26% to 23%, with McCain getting 15% of the support and Romney receiving 9%. As in the other two states polled, there is much fluidity in the race for presidential nominee.

*If the January Republican primary for president were being held today and the candidates were \_\_\_\_\_, for whom would you vote?*

Fred Thompson	26%
Rudy Giuliani	23
John McCain	15
Mitt Romney	9
Mike Huckabee	6
Ron Paul	2
Tom Tancredo	1
Sam Brownback	1
Duncan Hunter	1
Undecided	13

More than three out of five voters said they could vote for someone else. Seventy percent of the Giuliani voters and 51% of the Thompson voters said they could vote for another candidate. Romney voters are split on voting for their candidate or voting for someone else.

*Second choice:* More than three out of 10 voters said they didn't have a second choice candidate. But, 15% would choose both Romney and McCain as their second choice, and 12% for Giuliani. Among Giuliani supporters, two out of five voters said they had no second choice, but 35% would support McCain. A plurality of McCain voters said they didn't have a second choice, but if they did, they would support Giuliani as their next choice. A sizeable group of Romney voters also didn't have a second choice, but many who had a second choice would move over to the Thompson column. Thompson's voters would move toward Romney and Giuliani, although 27% had no second choice candidate.

Thirteen percent of voters said they could not vote for McCain, while 8% each said they would not vote for either Giuliani or Romney and 4% would not vote for Thompson. Nearly half said they could vote for all four of the top-tiered candidates.

### **South Carolina Republican Primary Demographics**

Unlike in Iowa and New Hampshire, Mitt Romney is not putting on much of a campaign in South Carolina, and it shows. While he is the front runner in those two states, he is trailing a distant fourth at 9% behind Thompson (28%), Giuliani (23%) and McCain (15%) in South Carolina. Thompson and Giuliani are battling it out in this

state... Independents back Thompson by 10 points over Giuliani, while Republicans split evenly between the two candidates. Moderates are likewise split, 22% for Giuliani to 23% for Thompson and 21% for McCain, while conservatives tend slightly toward Thompson by 28% to 21%, with 14% for McCain. Religious conservatives also back Thompson by 31% to 20%, with 15% voting for McCain.

Small town and city voters back Thompson over Giuliani by 10 points – 31% to 21% while rural voters are more split, voting 26% for Giuliani, 20% for Thompson and 20% for McCain.

**Table: South Carolina Republican Presidential Primary Vote for the Top Four Candidates, by Selected Demographics** (Numbers are percentages, table read horizontally)

	Romney	Giuliani	Thompson	McCain
Overall vote	9	23	26	15
<b>Party Affiliation</b>				
Independents	5	18	28	15
Republicans	10	25	25	16
<b>Political Ideology</b>				
Moderate	10	22	23	21
Conservative	9	21	28	14
Religious Conserv's	8	20	31	15
<b>Household Location</b>				
City/Small Town	7	21	31	15
Suburbs	15	24	20	15
Rural	5	26	20	20

source: Los Angeles Times/Bloomberg Poll

Younger voters, as in other states, back Giuliani while older voters are tending toward Thompson. Lower income household voters split between Thompson and McCain while those in the most affluent households pick Thompson. Men vote for Thompson over Giuliani by almost two to one, while women back Giuliani by 13 points over Thompson and McCain. Thompson has the edge among married voters, while singles back Giuliani.

**Table: South Carolina Republican Presidential Primary Vote for the Top Four Candidates, by Age, Gender, and Marital Status** (Numbers are percentages, table read horizontally)

	Romney	Giuliani	Thompson	McCain
Overall vote	9	23	25	15
<b>Age</b>				
18-44	4	30	20	16
45-64	12	18	33	17
65+	14	17	26	15
<b>Sex</b>				
Male	8	17	32	15
Female	10	30	17	17
<b>Marital Status</b>				
Married	10	21	27	15
Unmarried	4	27	20	20

source: Los Angeles Times/Bloomberg Poll

*Attributes:* More South Carolina voters think Giuliani would be the strongest leader (29%), compared to about a fifth for Thompson and 16% for McCain. Men split between Giuliani and Thompson, while women think Giuliani will be.

South Carolina voters are not sure who would be best on handling social issues, such as abortion and gay rights. Nearly 30% said they were unsure, while 17% thought Thompson would be best at addressing these issues, 15% thought Giuliani, 11% thought Romney and 10% thought McCain. Among the religious right voters, a fifth thought Thompson would be best on handling these kind of issues, while less than a fifth thought Romney. Two-thirds of voters would vote for a candidate even if they disagreed with their position on abortion, but 30% would only vote for a candidate who thought like them on this issue. Almost two-fifths each of conservative Republicans, those voters who belong to the religious right and women said they could only vote for a candidate that was of like mind as they are on the issue of abortion.

Voters were split on the issue of which candidate would keep taxes low – 16% thought Thompson, while 14% said Giuliani and 13% believed it would be Romney. Those households with earnings of more than \$100,000 thought Romney would be best at keeping taxes low.

Nearly a third of voters think Giuliani would be best at fighting terrorism and protecting national security, while a little more than a quarter believe McCain would be best on this issue. But 35% thought McCain would be best on handling the war in Iraq, while 19% thought that of Giuliani and 15% said Thompson. Just 5% thought Romney would be best on the war in Iraq. Men and women, young and old prefer McCain as the candidate to handle the situation in Iraq.

But Giuliani has a 10 point advantage over Thompson, a 19 point advantage over Romney and a huge 22 point advantage over McCain as the candidate voters think has the best chance in beating a Democratic candidate in November.

As in the other two states polled, SC prefers a candidate who wants to move the country in a new direction, instead of following the policies of the current administration.

*Analysis by Susan H. Pinkus and Jill Darling*

## Iowa, New Hampshire and South Carolina Pre-Primary/Caucus Poll

Field dates: September 6-10, 2007

### Column headings:

IADEM – Iowa registered Democrats, Democratic caucus goers, and those who usually vote Democratic  
IAREP – Iowa registered Republicans, Republican caucus goers, and those who usually vote Republican  
NHDEM – New Hampshire registered Democrats, and independents who plan to vote in the Democratic Primary  
NHREP – New Hampshire registered Republicans and independents who plan to vote in the Republican Primary  
SCDEM – Registered South Carolina voters who plan to vote in the Democratic primary or usually vote for Democrats  
SCREP – Registered South Carolina voters who plan to vote in the Republican primary or usually vote for Republicans

#### NOTE:

- (vol.) indicates a voluntarily response
- ‘-’ indicates of less than 0.5
- Order of candidates’ names is rotated in all questions that mention them.

#### (ASKED OF ALL REG DEMS, DEM VOTERS, AND DEM PRIMARY/CAUCUS GOERS)

Q8. If the January Democratic (primary/caucus) for president were being held today and the candidates were New York Senator Hillary Rodham Clinton, Connecticut Senator Chris Dodd, former North Carolina Senator John Edwards, Delaware Senator Joe Biden, New Mexico Governor Bill Richardson, Illinois Senator Barack Obama, Ohio Representative Dennis Kucinich and former Alaska Senator Mike Gravel, for whom would you vote: Clinton, Dodd, Edwards, Biden, Richardson, Obama, Kucinich or Gravel?  
(INCLUDES LEANERS)

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Biden	2	3	3
Clinton	28	35	45
Dodd	1	–	1
Edwards	23	16	7
Gravel	–	–	2
Kucinich	2	3	1
Obama	19	16	27
Richardson	10	8	1
Someone else (vol.)	–	2	–
Don’t know	15	17	13

**(ASKED OF ALL DEMS WITH A CANDIDATE CHOICE)**

Q9. Are you certain you are going to vote for that candidate, or is it possible that you might end up voting for somebody else?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Certain	41	46	54
Might vote for someone else	59	47	45
Don't know	-	7	1

**(ASKED OF ALL DEMS WITH A CANDIDATE CHOICE)**

Q10. Do you have a second choice in the Democratic (caucus/primary) for president in January, or not? Would that be Hillary Rodham Clinton, Chris Dodd, John Edwards, Joe Biden, Bill Richardson, Barack Obama, Mike Gravel or Dennis Kucinich ?

(INCLUDES LEANERS)

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Biden	2	3	2
Clinton	19	12	21
Dodd	2	3	-
Edwards	20	15	19
Kucinich	1	2	1
Obama	25	23	22
Richardson	6	5	2
No 2 <sup>nd</sup> choice	24	24	29
Someone else	-	1	1
Don't know	1	12	3

**(ASKED OF ALL REG DEMS, DEM VOTERS, AND DEM PRIMARY/CAUCUS GOERS)**

Q11. What if Hillary Clinton, John Edwards, or Barack Obama were the Democratic candidate in the November 2008 general election for President... are there any of those three candidates that you just could not vote for under any circumstances, or would you be willing to vote for all of them?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Hillary Clinton	9	9	7
John Edwards	5	5	8
Barack Obama	5	8	6
Could vote for all of them	74	57	65
Could not vote for any of them (vol.)	4	10	3
Don't know	3	11	11

**(ASKED OF ALL REG REPS, REP VOTERS, AND REP PRIMARY/CAUCUS GOERS)**

Q12. If the January Republican (caucus/primary) for president were being held today and the candidates were Kansas Senator Sam Brownback, former New York City Mayor Rudy Giuliani, former Arkansas Governor Mike Huckabee, California Congressman Duncan Hunter, Arizona Senator John McCain, former Massachusetts Governor Mitt Romney, Colorado Congressman Tom Tancredo, former Tennessee Senator and actor Fred Thompson, or Texas Representative Ron Paul for whom would you vote: Brownback, Giuliani, Huckabee, Hunter, McCain, Romney, Tancredo, Thompson or Paul? (INCLUDES LEANERS)

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Brwnback	2	2	1
Giuliani	16	23	23
Huckabee	8	6	6
Hunter	1	–	1
McCain	7	12	15
Paul	2	5	2
Romney	28	28	9
Tancredo	3	–	1
Thompson	16	11	26
Don't know	17	13	16

**(ASKED OF REPS WITH A CANDIDATE CHOICE)**

Q13. Are you certain you're going to vote for that candidate, or is it possible that you might end up voting for somebody else?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Certain	27	42	34
Might vote for somebody else	72	50	64
Don't know	1	8	2

**(ASKED OF REPS WITH A CANDIDATE CHOICE)**

Q14. Do you have a second choice in the Republican (caucus/primary) for president in January, or not? Would that be Sam Brownback, Rudy Giuliani, Mike Huckabee, Duncan Hunter, John McCain, Ron Paul, Mitt Romney, Tom Tancredo, or Fred Thompson? (INCLUDES LEANERS)

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Brwnback	3	1	2
Giuliani	12	18	12
Huckabee	7	3	5
Hunter	1	–	2
McCain	8	11	15
Paul	1	2	1
Romney	8	20	15
Tancredo	3	1	–
Thompson	18	11	10
No 2 <sup>nd</sup> choice	34	17	32
Someone else	–	1	2
Don't know	5	15	4

**(ASKED OF ALL REG REPS, REP VOTERS, AND REP PRIMARY/CAUCUS GOERS)**

Q15. What if Rudy Giuliani, John McCain, Mitt Romney or Fred Thompson were the Republican candidate in the November 2008 general election for President... are there any of those four candidates that you just could not vote for under any circumstances, or would you be willing to vote for all of them?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Rudy Giuliani	12	11	8
John McCain	9	10	13
Mitt Romney	4	5	8
Fred Thompson	6	7	4
Could vote for all of them	53	44	46
Could not vote for any of them (vol.)	1	6	7
Don't know	15	17	14

**(ASKED OF ALL REG DEMS, DEM VOTERS, & DEM PRIMARY/CAUCUS VOTERS)**

(ORDER OF NEXT 14 QUESTIONS IS ROTATED)

Q20. Regardless of your choice for president, who do you think has new ideas: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	1	1	2
Hillary Clinton	19	17	27
Chris Dodd	1	-	-
John Edwards	11	12	10
Mike Gravel	-	0	2
Dennis Kucinich	5	6	1
Barack Obama	35	35	34
Bill Richardson	9	8	2
All equally (vol.)	3	6	3
None of them (vol.)	3	4	3
Don't know	13	11	16

Q21. Regardless of your choice for president, who do you think is more likable: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	1	1	1
Hillary Clinton	20	20	38
Chris Dodd	1	1	-
John Edwards	31	26	18
Mike Gravel	-	1	-
Dennis Kucinich	1	3	-
Barack Obama	28	29	27
Bill Richardson	9	6	1
All equally (vol.)	2	3	3
None of them (vol.)	-	1	2
Don't know	7	9	10

Q22. Regardless of your choice for president, who do you think has the right experience to be president: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	2	5	4
Hillary Clinton	49	47	59
Chris Dodd	2	1	1
John Edwards	15	10	6
Mike Gravel	–	–	1
Dennis Kucinich	–	1	–
Barack Obama	7	8	9
Bill Richardson	10	10	2
All equally (vol.)	5	4	2
None of them (vol.)	2	3	3
Don't know	8	11	13

Q23. Regardless of your choice for president, who do you think would be best at fighting terrorism and protecting national security: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	6	4	5
Hillary Clinton	31	35	39
Chris Dodd	–	1	1
John Edwards	15	9	7
Mike Gravel	–	–	1
Dennis Kucinich	1	1	–
Barack Obama	12	12	20
Bill Richardson	8	7	1
All equally (vol.)	2	4	3
None of them (vol.)	3	3	2
Don't know	22	24	21

Q24. Regardless of your choice for president, who do you think would be best at ending the war in Iraq: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	7	4	3
Hillary Clinton	33	32	36
Chris Dodd	1	–	–
John Edwards	8	9	12
Mike Gravel	–	–	2
Dennis Kucinich	3	6	1
Barack Obama	15	15	20
Bill Richardson	6	6	1
All equally (vol.)	3	4	2
None of them (vol.)	6	5	2
Don't know	18	19	21

Q25. Regardless of your choice for president, who do you think would understand people like yourself best: Hillary Clinton, John Edwards, Barack Obama, Joe Biden, Bill Richardson, Dennis Kucinich, Chris Dodd or Mike Gravel?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	1	3	3
Hillary Clinton	29	27	42
Chris Dodd	1	1	–
John Edwards	26	18	12
Mike Gravel	–	1	2
Dennis Kucinich	2	5	–
Barack Obama	22	21	25
Bill Richardson	7	6	2
All equally (vol.)	1	2	1
None of them (vol.)	2	4	3
Don't know	9	12	10

Q26. Regardless of your choice for president, who do you think has the best chance of beating the Republican candidate in November: Joe Biden, Hillary Clinton, Chris Dodd, John Edwards, Mike Gravel, Dennis Kucinich, Barack Obama, or Bill Richardson?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Joe Biden	1	1	1
Hillary Clinton	38	45	48
John Edwards	23	15	11
Mike Gravel	–	–	2
Barack Obama	14	15	18
Bill Richardson	3	2	1
All equally (vol.)	4	5	2
None of them (vol.)	1	3	–
Don't know	16	14	17

(ORDER OF STATEMENTS IS ROTATED)

Q27. In these times, which do you think generally is more important in voting for a presidential candidate: The value of experience or the need for new ideas?

	<u>IADEM</u>	<u>NHDEM</u>	<u>SCDEM</u>
Value of experience	38	31	36
Need for new ideas	45	40	46
Both (vol.)	14	24	14
Neither (vol.)	–	2	–
Don't know	3	3	4

**(ASKED OF ALL REG REPS, REP VOTERS, & REP PRIMARY/CAUCUS VOTERS)**

Q28. Regardless of your choice for president, who do you think will be the strongest leader: Mitt Romney, Rudy Giuliani, John McCain, Fred Thompson, Mike Huckabee, Sam Brownback, Ron Paul, Duncan Hunter, or Tom Tancredo?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	2	–	2
Rudy Giuliani	21	31	29
Mike Huckabee	4	2	4
John McCain	10	13	16
Ron Paul	–	3	2
Mitt Romney	23	25	8
Tom Tancredo	2	1	2
Fred Thompson	16	9	18
All equally (vol.)	1	2	1
None of them (vol.)	1	2	3
Don't know	20	12	15

Q29. Regardless of your choice for president, who do you think would be best on social issues, such as abortion and gay rights: Mitt Romney, Rudy Giuliani, John McCain, Fred Thompson, Mike Huckabee, Sam Brownback, Ron Paul, Duncan Hunter, or Tom Tancredo?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	6	–	3
Rudy Giuliani	14	25	15
Mike Huckabee	10	7	6
Duncan Hunter	–	1	2
John McCain	3	4	10
Ron Paul	1	2	2
Mitt Romney	20	23	11
Tom Tancredo	2	–	2
Fred Thompson	10	9	17
All equally (vol.)	1	1	–
None of them (vol.)	–	2	2
Don't know	33	26	30

Q30. Some voters have a specific issue that is so important to them that they will only consider voting for candidates who share their view. What about you? When voting in your state's primary or caucus, would you only vote for a candidate who agrees with your position on abortion, or would you vote for a candidate who held a different position than you on abortion, but agreed with you on most other issues?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Only vote for candidate who agrees on abortion	33	31	30
Can vote for candidate who differs on abortion	62	53	67
Don't know	5	16	3

Q31. Regardless of your choice for president, who do you think would be best in fighting terrorism and protecting national security: Mitt Romney, Rudy Giuliani, John McCain, Fred Thompson, Mike Huckabee, Sam Brownback, Ron Paul, Duncan Hunter, or Tom Tancredo?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	1	–	1
Rudy Giuliani	25	34	32
Mike Huckabee	3	1	1
Duncan Hunter	1	–	–
John McCain	19	22	26
Ron Paul	–	2	2
Mitt Romney	8	13	4
Tom Tancredo	4	1	2
Fred Thompson	9	9	13
All equally (vol.)	3	2	2
None of them (vol.)	3	1	1
Don't know	24	15	16

Q32. Regardless of your choice for president, who do you think would be best on keeping taxes low: Mitt Romney, Rudy Giuliani, John McCain, Fred Thompson, Mike Huckabee, Sam Brownback, Ron Paul, Duncan Hunter, or Tom Tancredo?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	2	–	2
Rudy Giuliani	10	20	14
Mike Huckabee	5	3	6
Duncan Hunter	1	–	1
John McCain	4	6	9
Ron Paul	3	6	2
Mitt Romney	25	29	13
Tom Tancredo	3	–	2
Fred Thompson	13	8	16
All equally (vol.)	2	2	2
None of them (vol.)	5	2	4
Don't know	27	24	29

Q33. Regardless of your choice for president, who do you think would be best on handling the war in Iraq: Mitt Romney, Rudy Giuliani, John McCain, Fred Thompson, Mike Huckabee, Sam Brownback, Ron Paul, Duncan Hunter, or Tom Tancredo?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	1	–	2
Rudy Giuliani	21	23	19
Mike Huckabee	2	2	2
John McCain	24	30	35
Ron Paul	1	3	1
Mitt Romney	13	11	5
Tom Tancredo	1	–	2
Fred Thompson	9	8	15
All equally (vol.)	2	3	1
None of them (vol.)	3	2	2
Don't know	23	18	16

Q34. Regardless of your choice for president, who do you think has the best chance of beating the Democratic candidate in November: Sam Brownback, Rudy Giuliani, Mike Hucakabee, Duncan Hunter, John McCain, Mitt Romney, Tom Tancredo, Fred Thompson or Ron Paul? I could Repeat the names if you wish.

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Sam Brownback	1	–	2
Rudy Giuliani	20	33	31
Mike Huckabee	1	1	2
John McCain	6	7	9
Ron Paul	1	2	2
Mitt Romney	28	28	12
Fred Thompson	17	10	21
All equally (vol.)	4	2	3
None of them (vol.)	4	3	1
Don't know	18	14	17

(ORDER OF STATEMENTS ROTATED)

Q35. Would you prefer a presidential candidate who wants to continue the policies of George W. Bush, or would you prefer a presidential candidate who wants to move the country in a new direction?

	<u>IAREP</u>	<u>NHREP</u>	<u>SCREP</u>
Continue policies of G.W. Bush	44	35	36
Needs a new direction	48	51	53
Don't know	8	14	11

(ASKED OF ALL REGISTERED VOTERS & PRIMARY/CAUCUS VOTERS)

Q36. Are you satisfied or dissatisfied with the selection of presidential candidates in the race so far?

	<u>IADEM</u>	<u>IAREP</u>	<u>NHDEM</u>	<u>NHREP</u>	<u>SCDEM</u>	<u>SCREP</u>
Satisfied with candidates	85	71	80	70	83	63
Dissatisfied with candidates	11	25	14	21	10	28
Don't know	4	4	6	9	7	9

Q39. Some voters have a specific issue that is so important to them that they will only consider voting for candidates who share their view. What about you? When voting in your state's primary or caucus, would you only vote for a candidate who agrees with your position on illegal immigration, or would you vote for a candidate who held a different position than you on illegal immigration, but agreed with you on most other issues?

	<u>IADEM</u>	<u>IAREP</u>	<u>NHDEM</u>	<u>NHREP</u>	<u>SCDEM</u>	<u>SCREP</u>
Only vote for candidate who agrees with you on illegal immigration	13	34	24	37	12	35
Vote for candidate who held different position on illegal immigration	79	63	63	50	81	62
Don't know	8	3	13	13	7	3

**(ASKED OF ALL REGISTERED VOTERS & PRIMARY/CAUCUS VOTERS)**

Q42. Many people don't pay much attention to political campaigns. How about you? So far this year, would you say you have been very interested in following the political campaign for president, or somewhat interested, or somewhat uninterested, or very uninterested in following the political campaign for president?

	<u>IADDEM</u>	<u>IAREP</u>	<u>NHDEM</u>	<u>NHREP</u>	<u>SCDEM</u>	<u>SCREP</u>
Interest (net)	<u>89</u>	<u>86</u>	<u>95</u>	<u>88</u>	<u>92</u>	<u>84</u>
Very interested	<u>45</u>	<u>29</u>	<u>50</u>	<u>46</u>	<u>53</u>	<u>34</u>
Somewhat interested	<u>44</u>	<u>57</u>	<u>44</u>	<u>42</u>	<u>38</u>	<u>50</u>
Uninterested (net)	<u>11</u>	<u>14</u>	<u>4</u>	<u>10</u>	<u>8</u>	<u>16</u>
Somewhat uninterested	<u>9</u>	<u>10</u>	<u>4</u>	<u>8</u>	<u>7</u>	<u>13</u>
Very uninterested	<u>2</u>	<u>4</u>	<u>1</u>	<u>2</u>	<u>2</u>	<u>3</u>
Don't know	-	-	<u>1</u>	<u>2</u>	-	-

## METHODOLOGY

The Times Poll contacted 3,713 adults in three state samples - Iowa, New Hampshire, and South Carolina. Included in Iowa were 1079 registered voters (margin of sampling error +/-3), 462 Democratic caucus voters (+/-5) and 350 Republican caucus voters (+/-5). New Hampshire: 1,312 registered (+/-3), 618 Democratic primary voters (+/-4), and 412 Republican primary voters (+/-5). South Carolina: 820 registered (+/-3), 313 Democratic primary voters (+/-5) and 430 Republican primary voters (+/-5). All interviews were conducted by telephone September 6-10, 2007. Telephone numbers were chosen randomly from a list of all exchanges in the nation, allowing listed and unlisted numbers to be contacted. Multiple attempts were made to contact each number. Adults in each state were weighted slightly to conform with their respective census proportions by sex, ethnicity, age, and education. For certain other subgroups, margins of sampling error may be somewhat higher. Poll results may also be affected by factors such as question wording and the order in which questions are presented. Telephone interviews in New Hampshire were supervised by Interviewing Services of America, Van Nuys.