

# GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE

### McCAIN LEADS CLINTON AND OBAMA IN NH

By: Andrew E. Smith, Ph.D. 603/862-2226  
[andrew.smith@unh.edu](mailto:andrew.smith@unh.edu)  
[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

FOR RELEASE  
May 3, 2008

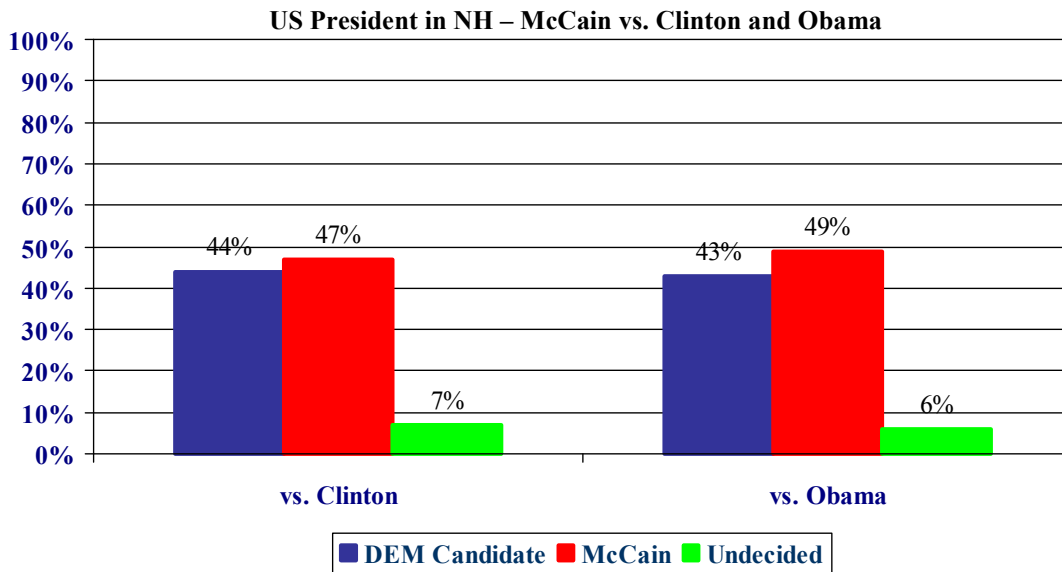
DURHAM, NH – John McCain currently leads both Hillary Clinton and Barack Obama in the race for New Hampshire’s four electoral votes. The most important issues to voters are jobs and the economy and the war in Iraq.

These findings are based on the latest **Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred (500) randomly selected New Hampshire adults were interviewed by telephone between April 25 and April 30, 2008. The margin of sampling error for the survey is +/-4.4 percent. Included was a subsample of 456 likely November voters (margin of sampling error, +/- 4.6%).

#### U.S. President

The top three vote getters in the 2008 New Hampshire primary remain in the race for President of the United States. And while New Hampshire has only 4 votes in the Electoral College, it will be a battleground state in the November election. Currently, Arizona Senator John McCain, the all-but-official Republican nominee leads both New York Senator Hillary Clinton and Illinois Senator Barack Obama who continue to battle for the Democratic nomination.

In the most recent Granite State Poll, 47% of likely voters say they plan to vote for McCain, 44% say they will vote for Clinton, 2% prefer some other candidate and only 7% are undecided. McCain does somewhat better against Obama with 49% of likely voters saying they plan to vote for McCain, 43% say they will vote for Obama, 1% prefer some other candidate, and 6% are undecided.



In the February, 2008 Granite State Poll, before the nomination field had been reduced, New Hampshire voters were asked if they would vote for the Republican or Democratic nominee for President in November. In that poll, 56% of likely voters said they planned to vote for the Democratic nominee, only 33% said they planned to vote for the Republican, 2% favored some other candidate, and 9% were undecided. “McCain’s current lead over both Obama and Clinton is clear evidence that candidates matter in elections and that elections are not always determined by the mood of the country,” said Andrew Smith, Director of the UNH Survey Center. “These results also show why political parties want to end their nomination processes quickly, both Obama and Clinton have been hurt in New Hampshire because of their ongoing nomination struggle.”

\* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

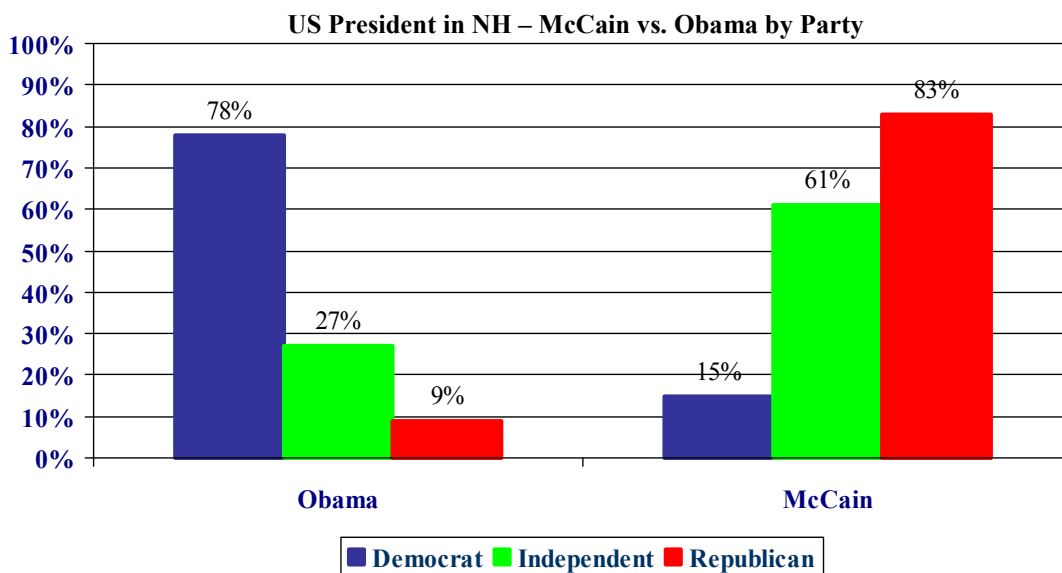
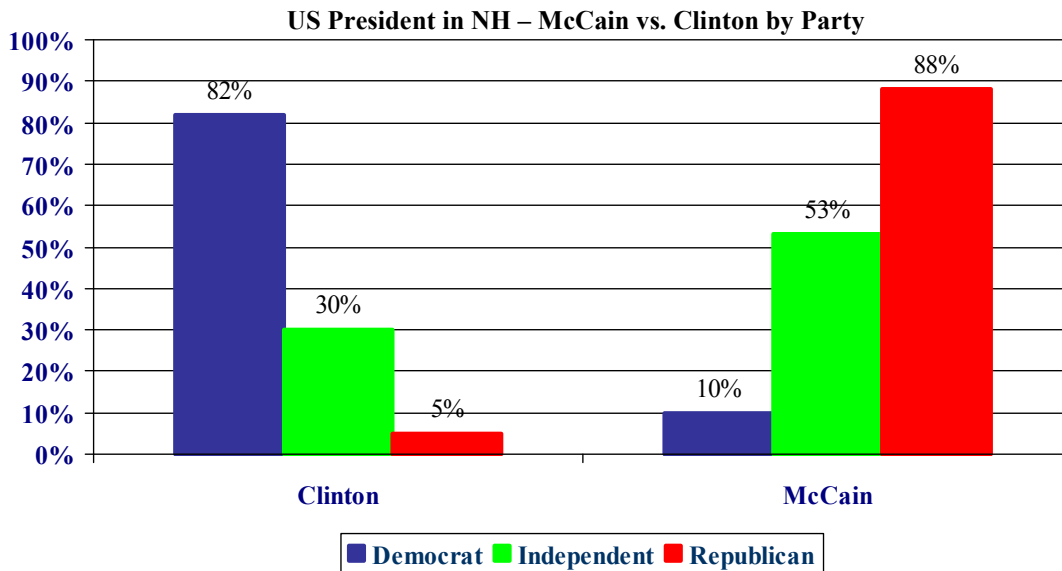
### Subgroup Analysis

McCain runs strongest against Clinton among Republicans and conservatives, while Clinton does best among Democrats, liberals, voters with post-graduate educations, union households, non-religious voters, and newcomers to New Hampshire.

When paired against Obama, McCain runs strongest among Republicans, conservatives, older voters, and regular church goers while Obama runs strongest among Democrats, liberals, voters with post-graduate educations, union households, younger voters (under 35), and non-religious voters.

McCain leads both Obama and Clinton in all regions of the state except the traditionally Democratic Connecticut Valley.

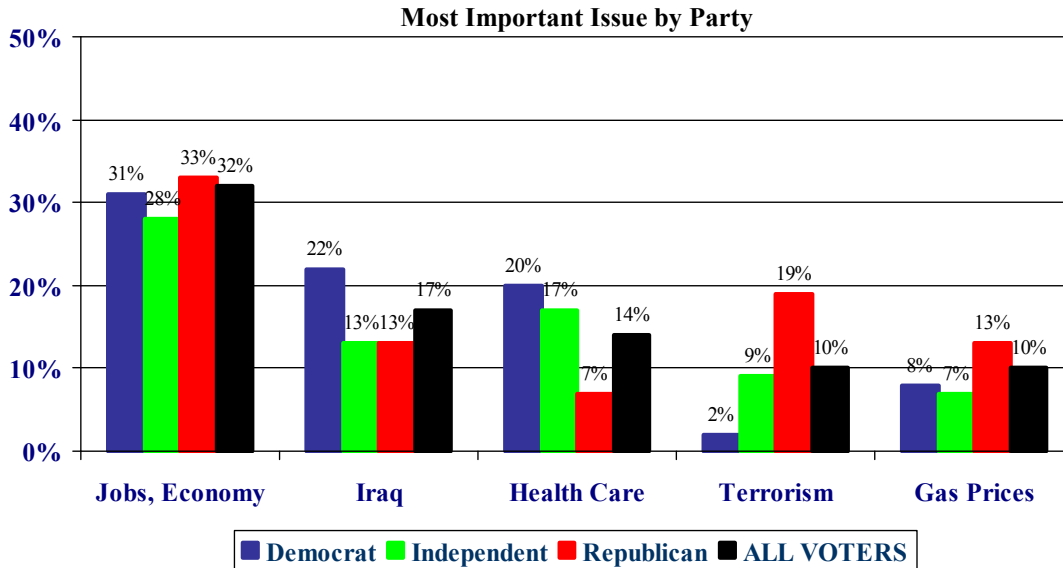
Most importantly, McCain leads both Democrats among independent voters. McCain holds a 53% to 30% lead over Clinton among New Hampshire independents and leads Obama by an even bigger margin, 61% to 27%. "McCain did very well among more independent voters in both the 2000 and 2008 New Hampshire primaries and it shows," said Smith. "His national strategy depends on him broadening the weakened Republican party base by drawing in more independent voters."



## Issues

While the war in Iraq dominated much of the political debate during the primary campaign in 2007, the faltering US economy is seen as the most important issue for the fall election. One-third of likely New Hampshire voters (32%) said jobs and the economy is the most important issue in determining their vote for the election in November, followed by the war in Iraq (17%), health care and prescription drugs (14%), terrorism (10%), and gas prices (10%).

Republican voters are more concerned about terrorism than are Democrats while Democrats are more concerned about the war in Iraq and health care issues than are Republicans.



### Granite State Poll Methodology

These findings are based on the latest **Granite State Poll** conducted by the University of New Hampshire Survey Center. Five hundred (500) randomly selected New Hampshire adults were interviewed by telephone between April 25 and April 30, 2008. The margin of sampling error for the survey is +/-4.4 percent. Included was a subsample of 456 likely November voters (margin of sampling error, +/- 4.6%). Two hundred forty-nine (249) respondents lived in New Hampshire's 1st Congressional District (margin of sampling error = +/-6.2%) and 251 lived in the 2<sup>nd</sup> District (margin of sampling error = +/-6.2%). 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 adults 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.

"Let's turn to politics for a minute. Are you registered to vote at your current address?"  
IF YES: "Are you registered as a Democrat, Independent, Republican or something else?"

|     |                                       |
|-----|---------------------------------------|
| 27% | REGISTERED DEMOCRAT                   |
| 43% | REGISTERED INDEPENDENT / UNAFFILIATED |
| 24% | REGISTERED REPUBLICAN                 |
| 6%  | NOT REGISTERED                        |

(N=500)

"Now think ahead to the 2008 general election for President, Governor, and Congress. Which of the following statements best describes you ... (READ NUMBERS 1 TO 5)

|     |   |
|-----|---|
| 1%  | I will probably NOT vote in the 2008 general election, → SKIP |
| 3%  | I MAY vote,   |
| 5%  | Unless some emergency comes up, I WILL vote,                  |
| 83% | I will DEFINITELY vote in the 2008 general election, or       |
| 8%  | I just don't know at this time." → SKIP                       |

(N=500)

ROTATE PRES1 AND PRES2

PRES1

"Suppose the 2008 presidential election was being held today and the candidates were John McCain the Republican and Hillary Clinton, the Democrat, who would you vote for?" ROTATE CANDIDATES

|     |                           |
|-----|---------------------------|
| 47% | JOHN MCCAIN               |
| 44% | HILLARY CLINTON           |
| 2%  | OTHER -- VOLUNTEERED      |
| 7%  | DK / NOT SURE / UNDECIDED |

(N=439)

PRES2

"Suppose the 2008 presidential election was being held today and the candidates were John McCain the Republican and Barack Obama, the Democrat, who would you vote for? ROTATE CANDIDATES

|     |                           |
|-----|---------------------------|
| 49% | JOHN MCCAIN               |
| 43% | BARACK OBAMA              |
| 1%  | OTHER -- VOLUNTEERED      |
| 6%  | DK / NOT SURE / UNDECIDED |

(N=435)

MIPUS

"Of the following list, which one of these will be the single most important issue in your vote for president this year ... the U.S. campaign against terrorism ... the war in Iraq ... the economy and jobs ... education ... health care ... Medicare and prescription drugs ... Social Security ... gas and oil prices ... or something else?" ROTATE

RESPONSES

|     |                                 |
|-----|---------------------------------|
| 32% | THE ECONOMY AND JOBS            |
| 17% | IRAQ                            |
| 11% | HEALTH CARE                     |
| 10% | CAMPAIGN AGAINST TERRORISM      |
| 10% | OIL AND GAS PRICES              |
| 4%  | EDUCATION                       |
| 3%  | MEDICARE AND PRESCRIPTION DRUGS |
| 2%  | SOCIAL SECURITY                 |
| 11% | OTHER - SPECIFY                 |
| 1%  | DK / UNSURE                     |

(N=456)

**US President: McCain v. Clinton**

|                                | <u>McCain</u> | <u>Clinton</u> | <u>Other</u> | <u>Undecided</u> | <u>(N)</u> |
|--------------------------------|---------------|----------------|--------------|------------------|------------|
| STATEWIDE                      | 47%           | 44%            | 2%           | 7%               | 439        |
| Registered Democrat            | 10%           | 81%            | 1%           | 8%               | 121        |
| Undeclared                     | 46%           | 44%            | 4%           | 6%               | 189        |
| Registered Republican          | 85%           | 7%             | 2%           | 6%               | 115        |
| Not registered                 | 67%           | 28%            | 0%           | 5%               | 11         |
| Democrat                       | 10%           | 82%            | 2%           | 6%               | 195        |
| Independent                    | 53%           | 30%            | 5%           | 12%              | 68         |
| Republican                     | 88%           | 5%             | 2%           | 5%               | 171        |
| Liberal                        | 18%           | 75%            | 1%           | 5%               | 69         |
| Moderate                       | 40%           | 53%            | 3%           | 5%               | 211        |
| Conservative                   | 75%           | 15%            | 2%           | 8%               | 141        |
| Union household                | 36%           | 56%            | 0%           | 8%               | 53         |
| Non-union                      | 49%           | 42%            | 3%           | 6%               | 384        |
| 5 years or less in NH          | 46%           | 54%            | 0%           | 0%               | 15         |
| 6 to 10 years                  | 42%           | 53%            | 2%           | 3%               | 39         |
| 11 to 20 years                 | 56%           | 30%            | 6%           | 8%               | 60         |
| More than 20 years             | 46%           | 45%            | 2%           | 7%               | 316        |
| 18 to 34                       | 46%           | 46%            | 5%           | 4%               | 27         |
| 35 to 49                       | 48%           | 41%            | 3%           | 8%               | 126        |
| 50 to 64                       | 42%           | 50%            | 2%           | 6%               | 175        |
| 65 and over                    | 55%           | 37%            | 1%           | 7%               | 94         |
| Male                           | 53%           | 39%            | 2%           | 6%               | 210        |
| Female                         | 41%           | 49%            | 3%           | 7%               | 228        |
| High school or less            | 44%           | 45%            | 1%           | 11%              | 97         |
| Some college                   | 51%           | 36%            | 5%           | 8%               | 100        |
| College graduate               | 56%           | 38%            | 2%           | 4%               | 160        |
| Post-graduate                  | 28%           | 65%            | 1%           | 6%               | 79         |
| Less than \$30K                | 45%           | 50%            | 0%           | 5%               | 44         |
| \$30K to \$60K                 | 40%           | 45%            | 4%           | 11%              | 81         |
| \$60K to \$75K                 | 53%           | 34%            | 0%           | 13%              | 37         |
| \$75K to \$100K                | 46%           | 45%            | 3%           | 7%               | 64         |
| More than \$100K               | 47%           | 49%            | 1%           | 3%               | 96         |
| Married                        | 49%           | 41%            | 2%           | 8%               | 301        |
| Divorced/separated             | 46%           | 45%            | 2%           | 7%               | 87         |
| Never married                  | 35%           | 63%            | 2%           | 0%               | 44         |
| Protestant                     | 53%           | 38%            | 1%           | 8%               | 184        |
| Catholic                       | 46%           | 47%            | 3%           | 4%               | 144        |
| Other / None                   | 33%           | 58%            | 3%           | 6%               | 85         |
| Attend services 1 or more/week | 55%           | 39%            | 3%           | 2%               | 122        |
| 1-2 times a month              | 32%           | 57%            | 0%           | 11%              | 63         |
| Less often                     | 48%           | 44%            | 2%           | 6%               | 140        |
| Never                          | 44%           | 44%            | 2%           | 9%               | 97         |
| Born in NH                     | 49%           | 42%            | 2%           | 7%               | 114        |
| Moved from MA                  | 46%           | 44%            | 2%           | 7%               | 132        |
| Moved from other NE            | 46%           | 43%            | 4%           | 6%               | 52         |
| Moved from Mid-Atlantic        | 41%           | 48%            | 5%           | 7%               | 60         |
| Moved from other state         | 49%           | 45%            | 0%           | 5%               | 80         |
| North Country                  | 47%           | 41%            | 4%           | 8%               | 40         |
| Central/Lakes                  | 51%           | 40%            | 4%           | 4%               | 76         |
| Connecticut Valley             | 31%           | 59%            | 1%           | 8%               | 69         |
| Mass Border                    | 46%           | 44%            | 4%           | 6%               | 118        |
| Seacoast                       | 53%           | 44%            | 0%           | 3%               | 71         |
| Manchester Area                | 55%           | 35%            | 0%           | 10%              | 66         |
| 1st Cong. District             | 50%           | 41%            | 2%           | 7%               | 221        |
| 2nd Cong. District             | 44%           | 47%            | 2%           | 7%               | 218        |

**US President: McCain v. Obama**

|                                | <u>McCain</u> | <u>Obama</u> | <u>Other</u> | <u>Undecided</u> | <u>(N)</u> |
|--------------------------------|---------------|--------------|--------------|------------------|------------|
| STATEWIDE                      | 49%           | 43%          | 1%           | 6%               | 435        |
| Registered Democrat            | 16%           | 80%          | 1%           | 3%               | 116        |
| Undeclared                     | 49%           | 42%          | 2%           | 8%               | 191        |
| Registered Republican          | 82%           | 8%           | 2%           | 8%               | 115        |
| Not registered                 | 73%           | 27%          | 0%           | 0%               | 11         |
| Democrat                       | 15%           | 78%          | 2%           | 4%               | 191        |
| Independent                    | 61%           | 27%          | 0%           | 12%              | 69         |
| Republican                     | 83%           | 9%           | 1%           | 6%               | 172        |
| Liberal                        | 19%           | 76%          | 4%           | 1%               | 71         |
| Moderate                       | 43%           | 49%          | 1%           | 7%               | 211        |
| Conservative                   | 78%           | 12%          | 2%           | 8%               | 135        |
| Union household                | 34%           | 59%          | 0%           | 7%               | 53         |
| Non-union                      | 52%           | 40%          | 2%           | 6%               | 381        |
| 5 years or less in NH          | 38%           | 62%          | 0%           | 0%               | 16         |
| 6 to 10 years                  | 43%           | 51%          | 2%           | 5%               | 39         |
| 11 to 20 years                 | 43%           | 50%          | 4%           | 3%               | 63         |
| More than 20 years             | 52%           | 39%          | 1%           | 8%               | 310        |
| 18 to 34                       | 22%           | 66%          | 7%           | 5%               | 27         |
| 35 to 49                       | 54%           | 37%          | 1%           | 8%               | 127        |
| 50 to 64                       | 45%           | 45%          | 1%           | 8%               | 174        |
| 65 and over                    | 61%           | 36%          | 1%           | 2%               | 90         |
| Male                           | 54%           | 41%          | 1%           | 5%               | 212        |
| Female                         | 45%           | 45%          | 2%           | 8%               | 223        |
| High school or less            | 54%           | 39%          | 1%           | 6%               | 95         |
| Some college                   | 55%           | 35%          | 2%           | 8%               | 99         |
| College graduate               | 52%           | 41%          | 2%           | 6%               | 161        |
| Post-graduate                  | 32%           | 60%          | 1%           | 7%               | 77         |
| Less than \$30K                | 48%           | 44%          | 1%           | 7%               | 41         |
| \$30K to \$60K                 | 49%           | 41%          | 1%           | 8%               | 78         |
| \$60K to \$75K                 | 50%           | 46%          | 0%           | 3%               | 39         |
| \$75K to \$100K                | 43%           | 47%          | 0%           | 9%               | 64         |
| More than \$100K               | 54%           | 42%          | 2%           | 2%               | 96         |
| Married                        | 52%           | 40%          | 1%           | 7%               | 299        |
| Divorced/separated             | 44%           | 47%          | 3%           | 7%               | 86         |
| Never married                  | 40%           | 51%          | 4%           | 4%               | 43         |
| Protestant                     | 57%           | 36%          | 0%           | 7%               | 180        |
| Catholic                       | 53%           | 39%          | 3%           | 6%               | 143        |
| Other / None                   | 32%           | 62%          | 2%           | 4%               | 84         |
| Attend services 1 or more/week | 58%           | 34%          | 2%           | 7%               | 120        |
| 1-2 times a month              | 39%           | 50%          | 4%           | 7%               | 61         |
| Less often                     | 50%           | 42%          | 1%           | 7%               | 138        |
| Never                          | 46%           | 50%          | 1%           | 3%               | 99         |
| Born in NH                     | 56%           | 36%          | 2%           | 6%               | 109        |
| Moved from MA                  | 55%           | 35%          | 1%           | 9%               | 129        |
| Moved from Other NE            | 41%           | 51%          | 3%           | 5%               | 53         |
| Moved from Mid-Atlantic        | 43%           | 53%          | 1%           | 3%               | 62         |
| Moved from other state         | 42%           | 51%          | 0%           | 6%               | 81         |
| North Country                  | 50%           | 43%          | 0%           | 8%               | 40         |
| Central/Lakes                  | 55%           | 35%          | 2%           | 8%               | 74         |
| Connecticut Valley             | 30%           | 63%          | 3%           | 5%               | 68         |
| Mass Border                    | 51%           | 40%          | 2%           | 6%               | 118        |
| Seacoast                       | 51%           | 42%          | 1%           | 6%               | 69         |
| Manchester Area                | 58%           | 36%          | 0%           | 6%               | 66         |
| 1st Cong. District             | 55%           | 37%          | 1%           | 7%               | 219        |
| 2nd Cong. District             | 44%           | 48%          | 2%           | 6%               | 216        |

**Most Important Issue in Presidential Vote**

|                                | <b>Jobs,<br/>Economy</b> | <b>Iraq</b> | <b>Health<br/>Care</b> | <b>Terrorism</b> | <b>Gas<br/>Prices</b> | <b>Other</b> | <b>(N=)</b> |
|--------------------------------|--------------------------|-------------|------------------------|------------------|-----------------------|--------------|-------------|
| <b>STATEWIDE</b>               | <b>32%</b>               | <b>17%</b>  | <b>14%</b>             | <b>10%</b>       | <b>10%</b>            | <b>18%</b>   | <b>456</b>  |
| Registered Democrat            | 32%                      | 18%         | 21%                    | 2%               | 7%                    | 20%          | 123         |
| Undeclared                     | 31%                      | 17%         | 13%                    | 12%              | 9%                    | 19%          | 199         |
| Registered Republican          | 31%                      | 16%         | 10%                    | 15%              | 15%                   | 14%          | 117         |
| Not registered                 | 25%                      | 11%         | 22%                    | 17%              | 10%                   | 16%          | 12          |
| Democrat                       | 31%                      | 22%         | 20%                    | 2%               | 8%                    | 18%          | 201         |
| Independent                    | 28%                      | 13%         | 17%                    | 9%               | 7%                    | 25%          | 75          |
| Republican                     | 33%                      | 13%         | 7%                     | 19%              | 13%                   | 15%          | 176         |
| Liberal                        | 28%                      | 25%         | 25%                    | 2%               | 3%                    | 16%          | 72          |
| Moderate                       | 33%                      | 17%         | 17%                    | 6%               | 11%                   | 16%          | 219         |
| Conservative                   | 32%                      | 13%         | 5%                     | 20%              | 11%                   | 19%          | 145         |
| Union household                | 40%                      | 19%         | 12%                    | 6%               | 8%                    | 14%          | 55          |
| Non-union                      | 30%                      | 17%         | 14%                    | 10%              | 10%                   | 18%          | 400         |
| 5 years or less in NH          | 23%                      | 12%         | 23%                    | 16%              | 6%                    | 20%          | 16          |
| 6 to 10 years                  | 32%                      | 21%         | 13%                    | 14%              | 12%                   | 9%           | 42          |
| 11 to 20 years                 | 39%                      | 13%         | 4%                     | 7%               | 6%                    | 31%          | 64          |
| More than 20 years             | 31%                      | 17%         | 16%                    | 9%               | 10%                   | 17%          | 328         |
| 18 to 34                       | 31%                      | 10%         | 16%                    | 5%               | 10%                   | 29%          | 27          |
| 35 to 49                       | 37%                      | 13%         | 8%                     | 8%               | 12%                   | 22%          | 130         |
| 50 to 64                       | 32%                      | 20%         | 18%                    | 13%              | 6%                    | 11%          | 183         |
| 65 and over                    | 25%                      | 16%         | 16%                    | 7%               | 14%                   | 23%          | 97          |
| Male                           | 36%                      | 18%         | 12%                    | 12%              | 10%                   | 12%          | 219         |
| Female                         | 27%                      | 16%         | 16%                    | 8%               | 10%                   | 23%          | 237         |
| High school or less            | 30%                      | 18%         | 13%                    | 8%               | 11%                   | 20%          | 102         |
| Some college                   | 34%                      | 13%         | 10%                    | 10%              | 14%                   | 18%          | 106         |
| College graduate               | 31%                      | 14%         | 13%                    | 14%              | 10%                   | 19%          | 166         |
| Post-graduate                  | 32%                      | 27%         | 24%                    | 2%               | 2%                    | 13%          | 79          |
| Less than \$30K                | 20%                      | 13%         | 22%                    | 4%               | 22%                   | 19%          | 44          |
| \$30K to \$60K                 | 33%                      | 15%         | 18%                    | 7%               | 11%                   | 16%          | 82          |
| \$60K to \$75K                 | 37%                      | 20%         | 17%                    | 11%              | 2%                    | 14%          | 41          |
| \$75K to \$100K                | 37%                      | 17%         | 11%                    | 10%              | 9%                    | 16%          | 65          |
| More than \$100K               | 35%                      | 23%         | 10%                    | 14%              | 4%                    | 14%          | 97          |
| Married                        | 34%                      | 17%         | 14%                    | 11%              | 8%                    | 17%          | 314         |
| Divorced/separated             | 23%                      | 21%         | 14%                    | 9%               | 14%                   | 17%          | 91          |
| Never married                  | 31%                      | 12%         | 19%                    | 0%               | 15%                   | 23%          | 45          |
| Protestant                     | 26%                      | 19%         | 15%                    | 11%              | 10%                   | 20%          | 188         |
| Catholic                       | 38%                      | 15%         | 13%                    | 10%              | 9%                    | 15%          | 149         |
| Other / None                   | 31%                      | 19%         | 16%                    | 7%               | 11%                   | 17%          | 90          |
| Attend services 1 or more/week | 28%                      | 15%         | 14%                    | 11%              | 12%                   | 20%          | 124         |
| 1-2 times a month              | 18%                      | 25%         | 19%                    | 10%              | 2%                    | 25%          | 65          |
| Less often                     | 39%                      | 16%         | 13%                    | 9%               | 11%                   | 12%          | 143         |
| Never                          | 32%                      | 19%         | 13%                    | 10%              | 8%                    | 18%          | 105         |
| Born in NH                     | 36%                      | 17%         | 13%                    | 5%               | 17%                   | 11%          | 119         |
| Moved from MA                  | 26%                      | 17%         | 12%                    | 9%               | 9%                    | 27%          | 137         |
| Moved from Other NE            | 43%                      | 14%         | 16%                    | 9%               | 8%                    | 10%          | 54          |
| Moved from Mid-Atlantic        | 27%                      | 16%         | 20%                    | 13%              | 8%                    | 17%          | 63          |
| Moved from other state         | 31%                      | 18%         | 15%                    | 15%              | 3%                    | 18%          | 84          |
| North Country                  | 36%                      | 22%         | 5%                     | 3%               | 15%                   | 18%          | 41          |
| Central/Lakes                  | 34%                      | 15%         | 18%                    | 7%               | 9%                    | 17%          | 79          |
| Connecticut Valley             | 25%                      | 13%         | 22%                    | 7%               | 15%                   | 19%          | 72          |
| Mass Border                    | 31%                      | 14%         | 13%                    | 10%              | 7%                    | 24%          | 125         |
| Seacoast                       | 35%                      | 25%         | 6%                     | 16%              | 7%                    | 11%          | 71          |
| Manchester Area                | 30%                      | 17%         | 17%                    | 14%              | 10%                   | 12%          | 69          |
| 1st Cong. District             | 32%                      | 19%         | 12%                    | 12%              | 7%                    | 18%          | 228         |
| 2nd Cong. District             | 31%                      | 15%         | 16%                    | 8%               | 13%                   | 18%          | 228         |