

Embargoed Until 6:00AM, Sunday, January 6, 2008

JANUARY 2008 NEW HAMPSHIRE DEMOCRATIC PRIMARY RESULTS

400 likely Democratic primary voters were interviewed by telephone January 2-4, 2008 by Mason-Dixon Polling & Research, Inc. of Washington, D.C. The margin for error is plus or minus 5%.

STATEWIDE NAME RECOGNITION:

QUESTION: I am going to read a list of names. The first (next) name is _____. Do you recognize that name? (IF YES) Do you have a favorable, unfavorable or neutral opinion of _____?

	<u>RECOGNIZE FAVORABLE</u>	<u>RECOGNIZE UNFAVORABLE</u>	<u>RECOGNIZE NEUTRAL</u>	<u>DON'T RECOGNIZE</u>
Barack Obama	77%	8%	15%	-
John Edwards	64%	19%	17%	-
Hillary Clinton	62%	21%	17%	-

QUESTION: If the 2008 New Hampshire Democratic primary were held today, which one of the following candidates would get your vote: (ORDER ROTATED)

		SEX		AGE		UNION?	
	<u>STATE</u>	<u>MEN</u>	<u>WOMEN</u>	<u><50</u>	<u>50+</u>	<u>YES</u>	<u>NO</u>
Barrack Obama	33%	32%	33%	47%	23%	31%	34%
Hillary Clinton	31%	19%	40%	18%	40%	33%	31%
John Edwards	17%	26%	11%	16%	18%	28%	15%
Bill Richardson	7%	12%	4%	6%	8%	1%	8%
Dennis Kucinich	1%	2%	-	1%	1%	1%	1%
Other (NOT READ)	3%	4%	2%	4%	2%	3%	2%
Undecided(NOT READ)	8%	5%	10%	8%	8%	3%	9%

		PARTY REG		TRACKING	
	<u>STATE</u>	<u>DEM</u>	<u>IND</u>	<u>JAN 2-3</u>	<u>JAN 4</u>
Barrack Obama	33%	30%	42%	27%	39%
Hillary Clinton	31%	33%	25%	30%	32%
John Edwards 17%	17%	18%	17%	17%	
Bill Richardson	7%	8%	7%	8%	6%
Dennis Kucinich	1%	1%	1%	2%	1%
Other (NOT READ)	3%	3%	2%	5%	-
Undecided(NOT READ)	8%	9%	6%	11%	5%

(IF THEY VOTED FOR A CANDIDATE QUESTION: At this point, would you say you will probably stick with that choice, or are that you still might change your mind?)

	<u>ALL</u>	<u>CLINTON</u> <u>VOTERS</u>	<u>OBAMA</u> <u>VOTERS</u>	<u>EDWARDS</u> <u>VOTERS</u>
STICK W/CHOICE	70%	73%	72%	57%
MIGHT CHANGE MIND	30%	27%	28%	43%

QUESTION: Which ONE of the following qualities are you most looking for in deciding which candidate to support? Someone who: (ORDER ROTATED)

36%	- cares about the issues you care about
20%	– is honest and trustworthy
19%	- represents change and a new approach
12%	- has the right experience
10%	- has the best chance to win in November
5%	– Other/Not Sure(NOT READ)

	<u>CHANGE</u>	<u>ISSUES</u>	<u>EXPERIENCE</u>	<u>HONEST</u>
OBAMA	65%	28%	15%	37%
CLINTON	9%	32%	49%	26%
EDWARDS	16%	23%	13%	20%
RICHARDSON	-	9%	17%	9%
KUCINICH	-	2%	-	1%
UNDECIDED	8%	4%	4%	5%

QUESTION: Which ONE of the following issues do you feel is MOST important: (ORDER ROTATED)

The Economy & Jobs	30%
Health care	24%
Iraq	23%
The Environment, Energy & Climate Change	12%
National Security or Terrorism	4%
Social Security	2%
Other/Not Sure(NOT READ)	6%

	<u>IRAQ</u>	<u>ECONOMY</u>	<u>HEALTH CARE</u>	<u>ENVIRONMENT</u>
OBAMA	34%	42%	26%	31%
CLINTON	26%	28%	44%	23%
EDWARDS	24%	11%	18%	17%
RICHARDSON	11%	3%	2%	2%
KUCINICH	-	-	1%	-
UNDECIDED	3%	13%	8%	4%

DEMOGRAPHICS:

SEX:

Men	43%
Women	57%

AGE:

<50	40%
50+	60%

UNION HOUSEHOLD?

Yes	18%
No	82%

PARTY REGISTRATION:

Democrat	74%
Independent	26%