

Presidential Primary Poll

WSMV Channel 4 News

January 30, 2008

With one week remaining before the Tennessee presidential primary, about one in four voters in both parties remain undecided about which candidate will receive their vote on Super Tuesday. However, over the past week there has been some significant realignment of support for both the Republicans and the Democrats.

This poll shows large numbers of voters in both parties who are strongly interested in participating in the February 5 vote, but who have not chosen a specific candidate to support. The poll was conducted among 811 registered Tennessee voters across the entire state who indicated likelihood to vote on Super Tuesday. In the past week, however, there was been a decrease of 6% in the percentage of registered voters who say they are “very likely” to vote, possibly reflecting the disappointment of some over the withdrawal of Senator Thompson.

Are you very, somewhat or not at all likely to vote in the presidential primary that will be held on Tuesday, February 5, 2008?

N =	811	100%
Very likely	688	85%
Somewhat likely	123	15%
Not at all likely	0	0%

Are you registered as a Democrat, Republican or Independent?

N =	811	100%
Democrat.....	289	36%
Republican	346	43%
Independent	115	14%
Did not register with any affiliation	61	8%

In which primary do you intend to participate?

N =	811	100%
Democrat.....	402	50%
Republican	409	50%

Democratic Race

Among the Democrats, Senator John Edwards' support largely dissolved (and this survey was taken before Edwards' decision to withdraw). Most of his supporters – nearly all of whom were white – shifted to the Hillary Clinton camp. At the same time, a significant portion of Clinton's support among African-Americans has moved to Barack Obama's camp.

Clinton now leads with 36% of the overall vote, but Obama is competitive with 31%. Again, a substantial number of undecided voters remain.

If the election was held today, which candidate would you vote for?

N =	402	100%
Hillary Clinton	144	36%
John Edwards.....	29	7%
Barack Obama	124	31%
Other	5	1%
Don't know yet.....	100	25%

Support across the different regions of the state:

	East	Central	West
Hillary Clinton	46%	33%	30%
Obama	28%	32%	32%
Edwards	9%	8%	5%
Other	2%	1%	1%
Don't Know	16%	27%	31%

It appears the campaign is increasingly becoming more divided among ethnic lines, although huge numbers of undecideds remain.

If the election was held today, which candidate would you vote for?

	Caucasian	African American
Hillary Clinton	48%	13%
Barack Obama	19%	54%
John Edwards	10%	1%
Other	2%	0%
Don't Know	22%	31%
Total	100%	100%

Gender

Obama has nearly equaled Clinton among women, although Clinton is still favored by a larger percentage of men.

If the election was held today, which candidate would you vote for?

	Men	Women
Hillary Clinton	36%	35%
Barack Obama	28%	34%
John Edwards	11%	4%
Other	2%	1%
Don't Know	23%	27%
Total	100%	100%

Issues

The economy has decidedly become the most important issue to Tennessee Democrats.

What is the single most important issue among Democrats in deciding which candidate to support? (Based on those who name a candidate they support.)

	Total	Men	Women
The economy	42%	41%	43%
Health care	21%	19%	22%
Change in Washington politics	14%	14%	14%
War in Iraq	15%	18%	13%
Family values	5%	3%	6%
Immigration	4%	6%	2%
Total	101%*	101%*	100%

Republican Race

On the Republican side, since the withdrawal of Senator Fred Thompson, John McCain and Mitt Romney have become competitive in the race and are now within reach of Mike Huckabee. In this new survey, nearly half of Republican voters said they had planned to vote for Thompson prior to his decision to drop out of the race.

If the election was held today, which candidate would you vote for?

N =	409	100%
Rudi Giuliani.....	12	3%
Mike Huckabee.....	100	24%
John McCain	93	23%
Mitt Romney	72	18%
Ron Paul	17	4%
Other	10	2%
Don't know yet.....	105	26%

Were you originally planning on voting for Fred Thompson before he dropped out of the race this past week?

N =	409	100%
Yes.....	190	46%
No	219	54%

***If the election was held today, which candidate would you vote for?
Voter shift from Fred Thompson:***

	Thompson Supporter	Non-Thompson Support	Total
N =	190	219	409
Rudy Giuliani	2%	4%	3%
Mike Huckabee.....	21%	27%	24%
John McCain	24%	22%	23%
Mitt Romney	20%	16%	18%
Ron Paul.....	1%	7%	4%
Other	4%	1%	2%
Don't know yet.....	28%	23%	26%

Support by geographic region:

	East	Central	West	Total
Mike Huckabee	27%	16%	32%	24%
John McCain	23%	24%	22%	23%
Mitt Romney	16%	24%	12%	18%
Ron Paul	4%	6%	2%	4%
Rudy Guiliani	4%	2%	1%	3%
Other	3%	2%	3%	2%
Undecided	25%	27%	26%	26%

Gender

Nearly as many women now support John McCain as do Mike Huckabee. Among men, it's virtually a three-way dead heat.

If the election was held today, which candidate would you vote for?

	Men	Women
Mike Huckabee	23%	26%
John McCain	22%	23%
Mitt Romney	20%	15%
Ron Paul	6%	2%
Rudy Guiliani	4%	2%
Other	3%	2%
Undecided	22%	30%
Total	100%	100%

Issues

The economy remains a leading concern of Republican voters in Tennessee, although not to the extent it is for the Democrats. Family values are just as important an issue to them.

What is the single most important issue among Republicans in deciding which candidate to support? (Based on those who name a candidate they support.)

	Total	Men	Women
The economy	28%	28%	27%
Family values	28%	26%	28%
Immigration	13%	16%	9%
War in Iraq	15%	16%	13%
Change in Washington	10%	11%	10%
Health care	7%	4%	10%
Total	100%	100%	100%

County Breakouts

In what county do you live?

N =	811	100%
Anderson.....01	11	1%
Bedford02	5	1%
Benton03	0	0%
Bledsoe.....04	2	0%
Blount.....05	23	3%
Bradley.....06	22	3%
Campbell.....07	1	0%
Cannon08	4	0%
Carroll09	7	1%
Carter10	6	1%
Cheatham11	4	0%
Chester12	1	0%
Claiborne.....13	1	0%
Clay.....14	1	0%
Cocke.....15	1	0%
Coffee16	9	1%
Crockett.....17	0	0%
Cumberland18	7	1%
Davidson19	55	7%
Decatur20	4	0%
Dekalb.....21	1	0%
Dickson22	1	0%
Dyer23	5	1%
Fayette.....24	7	1%
Fentress.....25	5	1%
Franklin26	3	0%
Gibson.....27	8	1%
Giles.....28	3	0%
Grainger.....29	3	0%
Greene.....30	15	2%
Grundy31	1	0%
Hamblen.....32	7	1%
Hamilton.....33	34	4%
Hancock.....34	0	0%
Hardeman35	5	1%
Hardin36	5	1%
Hawkins37	4	0%
Haywood.....38	4	0%
Henderson39	6	1%
Henry40	3	0%
Hickman.....41	2	0%
Houston.....42	0	0%
Humphreys.....43	3	0%
Jackson.....44	0	0%
Jefferson45	7	1%
Johnson46	1	0%

Knox.....	47	58	7%
Lake	48	0	0%
Lauderdale	49	6	1%
Lawrence	50	4	0%
Lewis.....	51	2	0%
Lincoln	52	3	0%
Loudon	53	11	1%
Macon	54	9	1%
Madison	55	3	0%
Marion	56	2	0%
Marshall	57	11	1%
Maury.....	58	5	1%
McMinn	59	5	1%
McNairy.....	60	15	2%
Meigs	61	5	1%
Monroe.....	62	6	1%
Montgomery	63	26	3%
Moore.....	64	2	0%
Morgan.....	65	2	0%
Obion	66	4	0%
Overton	67	2	0%
Perry	68	2	0%
Pickett	69	0	0%
Polk.....	70	4	0%
Putnam.....	71	8	1%
Rhea	72	4	0%
Roane	73	3	0%
Robertson	74	11	1%
Rutherford.....	75	38	5%
Scott.....	76	3	0%
Sequatchie	77	1	0%
Sevier.....	78	7	1%
Shelby	79	106	13%
Smith.....	80	3	0%
Stewart.....	81	0	0%
Sullivan	82	21	3%
Sumner	83	13	2%
Tipton.....	84	9	1%
Trousdale	85	2	0%
Unicoi.....	86	0	0%
Union	87	7	1%
Van Buren.....	88	0	0%
Warren	89	3	0%
Washington.....	90	26	3%
Wayne.....	91	2	0%
Weakly	92	10	1%
White.....	93	6	1%
Williamson.....	94	36	4%
Wilson	95	8	1%
OTHER COUNTY / REFUSED.....	00	0	0%

How the Poll was Conducted

This poll was conducted as a telephone survey among registered Tennessee voters, ages 18 and older who indicated that they are “likely” or “very likely” to vote in the February 5 presidential primary. There were 811 respondents who participated, giving the poll a margin of error of +/- 5% at the 95% confidence level. All interviews were conducted over a two-day period from January 28 through 29. Age, gender, race and geographic representation among respondents mirrors current Tennessee Census demographics. Data was not weighted. Interviews were conducted in all Tennessee counties.

This poll was commissioned by WSMV-TV/Nashville and conducted by Crawford Johnson & Northcott, Inc., a national marketing research company based in Des Moines, Iowa.