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## NJ 2008 Democratic Presidential Primary

**To:** Interested Parties

**From:** Greenberg Quinlan Rosner Research

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In one of the first New Jersey statewide surveys following Senator John Edwards's departure from the Democratic Presidential primary contest, Senator Barack Obama has dramatically closed the gap with Senator Hillary Clinton. While public polls released last week showed Clinton with a lead ranging from 15 to 17 points, the race is now substantially closer. Likely Democratic primary voters now give her a 41 . 34 percent advantage, a margin that narrows further to 44 . 38 percent when supporters of Edwards and other candidates are informed that their choice has left the race.

The following are key findings of the survey conducted January 30<sup>th</sup> and 31<sup>st</sup>, 2008 among 600 likely Democratic Presidential Primary voters.<sup>1</sup>

- **Both candidates viewed favorably.** Democratic primary voters view both candidates equally favorably at this point. Obama receives 64 percent favorable ratings and just 17 percent unfavorable ratings. Clinton receives a 66 percent positive and 19 percent negative personal favorability rating from voters.
- **Obama has more room to grow with Edwards supporters and undecided voters.** Edwards supporters are more open to Obama than Clinton in New Jersey. Among voters initially supporting Edwards, 26 percent shift their support to Obama, while only 12 percent shift to Clinton (34 percent of Edwards's supporters say they will continue to support Edwards although he is no longer in the race and 28 percent remain undecided). And among the 25 percent of voters who have no preference or indicate that they would vote for a candidate who is no longer campaigning, just 14 percent say there is no chance they would vote for Obama in the primary election. Among this same group, more than one-fifth (21 percent) say that there is no chance they would support Clinton.
- **Candidates tied in Clinton's back yard.** In Clinton's home New York media market, covering about 75 percent of the state, she leads Obama by just 4 points in the allocated

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<sup>1</sup> This survey was prepared and supervised by Greenberg Quinlan Rosner Research, Inc. Calling took place January 30 and 31, 2008. These findings, based on a sample size of 600 likely Democratic primary voters in New Jersey, are subject to a sampling error of +/- 4.0 percent.

vote, 43 . 39 percent, within the margin of error. In the Philadelphia media market, Obama garners 36 percent to Clinton's 47 percent.

- Obama does well with African Americans, keeps Clinton under 50 percent with whites.** Among African American voters, Obama holds a 2-1 lead over Clinton, 61 . 31 percent. This margin mirrors pre-election polling done in South Carolina, where Obama's share of the African American electorate rose to near 80 percent on Election Day. Among white voters, the race is somewhat closer, with Clinton receiving support from less than half of white voters with 47 percent of the allocated vote and Obama garnering support from 33 percent of whites.
- Obama has closed the gap with a coalition of broad support among men and younger voters.** Obama runs even with Clinton among men, with each at 41 percent. The Illinois Senator receives support from more than one-third of white men (35 percent), compared to 42 percent for Clinton. Obama also has strength with younger voters. Among voters under the age of 30, Obama leads Clinton by 58 . 33 percent in the allocated vote. And while Clinton leads among voters over the age of 64, the two candidates are in a dead heat among voters age 50-64, with Clinton and Obama nearly tied at 42 . 40 percent.

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	<b>% of vote with all candidates listed</b>	<b>% allocated vote**</b>
Clinton	41	44
Obama	34	38
*Edwards	8	3
*Biden	4	1
*Richardson	2	1
*Kucinich	2	1
Other	2	2
Undecided	6	11

\*Candidate has dropped out of the race, but remains on the ballot.

\*\*Once supporters of Edwards, Biden, Richardson, and Kucinich have been informed that they are no longer running.