

## RKM / Franklin Pierce University / WBZ Poll

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By: R. Kelly Myers  
Senior Fellow  
The Marlin Fitzwater Center for Communication  
Franklin Pierce University

President and Chief Analyst  
RKM Research and Communications

Meghan Van Horn  
Analyst  
RKM Research and Communications

603.433.3982



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### Post-poll Evaluation

RKM Research and Communications in Portsmouth, NH, Franklin Pierce University in Rindge, NH, and WBZ-TV News in Boston conducted a pre-presidential primary poll of Republican and Democratic voters, January 4 – 6, 2008. On the Democratic side, Barack Obama (34%) and Hillary Clinton (31%) were in a statistical tie, while John Edwards came in third, with 20 percent of the vote. Among Republican voters, Mitt Romney (29%) trailed John McCain (38%) by 9 points. Mike Huckabee (9%) was third, and support for Giuliani was at 8 percent.

The purpose of this memorandum is to review the results of our polling efforts, and to show results from other polls conducted by other polling organizations.

## Democratic presidential primary vote choice

The RKM/FPU/WBZ poll results among likely Democratic primary voters, released on Sunday, January 6<sup>th</sup>, indicated that Obama held what appeared to be a narrow 3-point lead over Clinton. However, this lead was within the margin-of-error, meaning the two candidates were in a statistical dead-heat. The actual results of the New Hampshire primary on January 8<sup>th</sup> showed Clinton winning by a narrow margin, with 39 percent of the vote, while Obama received 36 percent of the vote. John Edwards came in third, with 17 percent of the vote.

Other polls among likely Democratic primary voters taken after the Iowa caucuses on January 3<sup>rd</sup> suggested that Obama would win the New Hampshire primary by a large margin. In fact, a USA Today/Gallup poll (conducted during the same time period as the RKM/FPU/WBZ poll) indicated that Obama held a 13-point lead over Clinton after the Iowa caucuses.

	RKM/FPU/WBZ (1/4-1/6)	USA Today/Gallup (1/4-1/6)	CNN/WMUR/ UNH (1/5-1/6)	Fox News/Opinion Dynamics (1/4-1/6)	Marist College (1/5-1/6)	Zogby/C- Span (1/4-1/6)	Strategic Vision (1/4-1/6)	Suffolk U./7News (1/5-1/6)
Barack Obama	<b>34%</b>	41%	39%	32%	36%	39%	38%	35%
Hillary Clinton	<b>31%</b>	28%	30%	28%	28%	29%	29%	34%
John Edwards	<b>20%</b>	19%	16%	18%	22%	19%	19%	15%
	<b>N=403</b>	N=778	N=599	N=500	N=788	N=844	N=600	N=500

None of these polls showed Clinton in the lead, suggesting that her victory was due to a late surge in support.

The following is a comparison of our final poll results with the actual election results.

	NH Democratic Primary results* – January 8 <sup>th</sup>	RKM/FPU/WBZ (1/4-1/6)	Difference
Hillary Clinton	39%	<b>34%</b>	<b>-5</b>
Barack Obama	36%	<b>37%</b>	<b>+1</b>
John Edwards	17%	<b>22%</b>	<b>+5</b>

\*source=MSN.com

**“Undecided” voters  
removed**

## Republican presidential primary vote choice

The RKM/FPU/WBZ poll results among likely Republican primary voters, also released on Sunday, January 6<sup>th</sup>, indicated that McCain led Romney by 9 points. Both Mike Huckabee (9%) and Rudy Giuliani (8%) had fewer supporters. The actual results of the New Hampshire primary on January 8<sup>th</sup> showed McCain coming out ahead, with 37 percent of the vote, while Romney received 31 percent of the vote. Huckabee received 11 percent of the vote, Giuliani received 9 percent of the vote and Ron Paul received 8 percent of the vote.

Although the majority of polls conducted among likely Republican primary voters after the Iowa caucuses had McCain leading Romney, a Suffolk University/7 News poll showed the opposite trend. In that poll, Romney led McCain by a narrow margin of 3 points, which, again, is within the margin-of-error of the poll.

	RKM/FPU/WBZ (1/4-1/6)	USA Today/Gallup (1/4-1/6)	CNN/WMUR/ UNH (1/5-1/6)	Fox News/Opinion Dynamics (1/4-1/6)	Marist College (1/5-1/6)	Zogby/C- Span (1/4-1/6)	Strategic Vision (1/4-1/6)	Suffolk U./7News (1/5-1/6)
John McCain	<b>38%</b>	34%	31%	34%	35%	34%	35%	27%
Mitt Romney	<b>29%</b>	30%	26%	27%	31%	29%	27%	30%
Mike Huckabee	<b>9%</b>	13%	13%	11%	13%	10%	13%	9%
Rudy Giuliani	<b>8%</b>	8%	10%	8%	5%	9%	8%	10%
Ron Paul	<b>7%</b>	8%	10%	5%	8%	6%	7%	8%
	<b>N=409</b>	N=776	N=492	N=500	N=628	N=834	N=600	N=500

The following is a comparison of our final poll results with the actual election results.

	NH Republican Primary results* – January 8 <sup>th</sup>	RKM/FPU/WBZ (1/4-1/6)	Difference
John McCain	37%	<b>41%</b>	<b>+4</b>
Mitt Romney	31%	<b>31%</b>	<b>0</b>
Mike Huckabee	11%	<b>10%</b>	<b>-1</b>
Rudy Giuliani	9%	<b>9%</b>	<b>0</b>
Ron Paul	8%	<b>7%</b>	<b>-1</b>

\*source=MSN.com

**“Undecided” voters  
removed**