

Newsweek Poll
Who's More Electable?
Princeton Survey Research Associates International

Final Topline Results
(4/18/08)

N = 1,209 registered voters screened from 1,356 adults, 18+
Margin of error: plus or minus 3
Interviewing dates: 4/16-17/08

N = 588 Registered Democrats and Democratic leaners (MOE: plus or minus 5)

Notes: Data are weighted so that sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density.

Results based on smaller subgroups are subject to larger margins of sampling error. Sample size and margins of error for these subgroups are included in a separate methodology statement.

An asterisk () indicates a value less than 1%.*

Questions 1a/b and 2a/b rotated.

1a/b. If the presidential election were being held TODAY and you HAD TO CHOOSE between... Barack Obama, the Democrat, and John McCain, the Republican. (Choices rotated) Who would you be more likely to vote for? [IF OTHER/UNDECIDED, RESPONDENTS WERE ASKED] As of TODAY, do you LEAN more toward Obama, the Democrat; or McCain, the Republican?

BASED ON REGISTERED VOTERS

	<u>Total Obama</u>	<u>Total McCain</u>	<u>Undec./Other</u>	
CURRENT TOTAL	48	44	8	=100
Republicans	14	84	2	=100
Democrats	78	14	8	=100
Independents	44	46	10	=100
TRENDS				
3/5-6/08	46	45	9	=100
6/20-21/07	51	41	8	=100
5/2-3/07	52	39	9	=100
2/28-3/1/07	45	43	12	=100
1/24-25/07	48	42	10	=100
1/17-18/07	46	44	10	=100
12/6-7/06	43	45	12	=100

2a/b. If the presidential election were being held TODAY and you HAD TO CHOOSE between... Hillary Clinton, the Democrat; and John McCain, the Republican. (Choices rotated) Who would you be more likely to vote for? [IF OTHER/UNDECIDED, RESPONDENTS WERE ASKED] As of TODAY, do you LEAN more toward Clinton, the Democrat; or McCain, the Republican?

BASED ON REGISTERED VOTERS

	<u>Total Clinton</u>	<u>Total McCain</u>	<u>Undec./Other</u>	
CURRENT TOTAL	47	43	10	=100
Republicans	13	83	4	=100
Democrats	83	9	8	=100
Independents	35	51	14	=100
TRENDS				
3/5-6/08	48	46	6	=100
6/20-21/07	50	45	5	=100
5/2-3/07	50	44	6	=100
2/28-3/1/07	47	46	7	=100
1/24-25/07	50	44	6	=100
1/17-18/07	48	47	5	=100
12/6-7/06	50	43	7	=100

- 3a/b. Suppose that neither Clinton nor Obama is able to secure the Democratic nomination and the party turns to Al Gore as its presidential candidate... If the presidential election were being held TODAY and you HAD TO CHOOSE between... Al Gore, the Democrat; and John McCain, the Republican (Choices rotated) who would you be more likely to vote for? IF OTHER/UNDECIDED, RESPONDENTS WERE ASKED] As of TODAY, do you LEAN more toward Gore, the Democrat; or McCain, the Republican?

BASED ON REGISTERED VOTERS

	<u>Total Gore</u>	<u>Total McCain</u>	<u>Undec./Other</u>	
CURRENT TOTAL	49	46	5	=100
Republicans	11	87	2	=100
Democrats	80	15	5	=100
Independents	44	48	8	=100

Questions D2/D2a asked here (results posted at end of document).

4. Who would you MOST like to see nominated as the Democratic Party's presidential candidate this year... Hillary Clinton (or) Barack Obama? (Choices Rotated)

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

	<u>Obama</u>	<u>Clinton</u>	<u>Undec/Other</u>	
CURRENT TOTAL	54	35	11	=100
Democrats	51	38	11	=100
Independents/Other	61	28	11	=100
Males	57	31	12	=100
Females	52	38	10	=100
Whites	46	42	12	=100
Blacks	84	6	10	=100
Age 18-39	62	28	10	=100
Age 40-59	54	36	10	=100
Age 60+	47	41	12	=100
Upper/middle class whites	52	35	13	=100
Working class/poor whites	35	54	11	=100
TRENDS (TOTAL)				
3/5-6/08	45	44	11	=100
2/6-7/08	42	41	17	=100

5. Do you support... **(INSERT CHOICE FROM Q4)** STRONGLY or only moderately?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

Strength of Support

	<u>Obama</u>	<u>Clinton</u>
Strong	72	65
Not Strong	28	35
	100	100

6. Which ONE of the following is the MOST important reason that you support ... **(INSERT CHOICE FROM Q4)? (READ AND RANDOMIZE 1-6)**

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS WHO CHOSE CLINTON OR OBAMA

<u>Total</u>	<u>Clinton</u>	<u>Obama</u>		<u>3/5-6/08</u>	<u>2/6-7/08</u>
30	14	40	Can bring about needed change	30	30
20	21	18	Leadership ability	14	18
15	35	3	Experience	21	15
14	11	16	Cares about people like you	14	13
13	10	15	Positions on issues	11	14
4	5	4	Can win in November	5	6
3	3	3	Other/None of these (VOL.)	2	3
<u>1</u>	<u>1</u>	<u>1</u>	Don't know	<u>3</u>	<u>1</u>
100	100	100		100	100

7. In deciding which Democratic presidential candidate to support this year, which ONE of the following issues is most important to you...**(READ AND ROTATE 1-5)**

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

<u>Total</u>	<u>Clinton</u>	<u>Obama</u>		<u>3/5-6/08</u>	<u>2/6-7/08</u>
45	48	43	The economy and jobs	47	46
21	18	25	Iraq	16	17
20	22	18	Health care	24	21
6	5	7	The environment and global warming	6	8
6	7	5	Terrorism and national security	4	5
*	0	*	Other/None of these (VOL.)	1	1
<u>2</u>	<u>*</u>	<u>2</u>	Don't know	<u>2</u>	<u>2</u>
100	100	100		100	100

8. Suppose it is left to the party leaders and elected officials known as the super delegates to decide whether Clinton or Obama is the Democratic Party's presidential nominee. In which of the following ways would you MOST like to see them make their choice? Should the super delegates...**(READ)**

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

<u>Total</u>	<u>Clinton</u>	<u>Obama</u>		<u>3/5-6/08¹</u>
38	35	39	Choose the candidate who won the biggest share of the POPULAR VOTE in primaries and caucuses across the country, or	38
12	7	16	Choose the candidate who won the most DELEGATES in the primaries and caucuses, or	14
46	54	41	Choose the candidate who is BEST QUALIFIED to be the nominee in their judgment?	42
<u>4</u>	<u>4</u>	<u>4</u>	Don't know	<u>6</u>
100	100	100		100

9. Suppose that when the party's national convention starts this summer, neither Obama nor Clinton has enough delegate support to secure the Democratic presidential nomination. Do you think the Democratic Party should consider nominating Al Gore to try to unite the party and break the delegate deadlock, or not?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

49 Yes, should
 43 No, should not
8 Don't know
 100

¹ Modified trend wording read "Suppose that, in the end, the Democratic super delegates decide whether Clinton or Obama is the party's presidential nominee..."

10. We'd like your overall opinion of the three presidential candidates still in the race. As I read each name, please tell me if you have a favorable or unfavorable opinion of this candidate – or if you had never heard of them before this interview. What about... **(INSERT—READ AND RANDOMIZE)** (Do you have a favorable or unfavorable opinion of him (her)?

BASED ON REGISTERED VOTERS

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Never heard of</u>	<u>Can't rate/DK</u>	
a. Barack Obama					
CURRENT TOTAL	57	36	1	6	=100
TRENDS					
3/5-6/08	61	28	1	10	=100
7/2-3/07	56	19	11	14	=100
5/11-12/06	34	10	46	10	=100
b. Hillary Clinton					
CURRENT TOTAL	49	47	*	4	=100
TRENDS					
3/5-6/08	56	40	*	4	=100
7/2-3/07	55	38	1	6	=100
5/11-12/06	51	45	1	3	=100
c. John McCain					
CURRENT TOTAL	52	42	1	5	=100
TREND					
3/5-6/08	55	35	1	9	=100

11. Do you approve or disapprove of the way George W. Bush is handling his job as president?

	<u>Approve</u>	<u>Disapprove</u>	<u>DK</u>	
CURRENT TOTAL	28	65	7	=100
TRENDS ²				
3/5-6/08	30	61	9	=100
2/6-7/08	30	60	10	=100
8/1-2/07	29	63	8	=100
7/11-12/07	29	64	7	=100
7/2-3/07	26	65	9	=100
6/18-19/07	26	65	9	=100
5/2-3/07	28	64	8	=100
3/28-29/07	33	60	7	=100
3/14-15/07	30	60	10	=100
2/28-3/1/07	31	61	8	=100
1/24-25/07	30	64	6	=100
1/17-18/07	31	62	7	=100
12/6-7/06	32	60	8	=100
11/9-10/06	31	63	6	=100
11/2-3/06	35	56	9	=100
10/26-27/06	37	53	10	=100
10/19-20/06	35	57	8	=100
10/5-6/06	33	59	8	=100
8/24-25/06	36	56	8	=100
8/10-11/06	38	55	7	=100
5/11-12/06	35	59	6	=100
3/16-17/06	36	58	6	=100
11/10-11/05	36	58	6	=100
9/29-30/05	40	53	7	=100
9/8-9/05	38	55	7	=100
8/2-4/05	42	51	7	=100
3/17-18/05	45	48	7	=100
2/3-4/05	50	42	8	=100
12/2-3/04	49	44	7	=100
10/27-29/04	46	47	7	=100
10/14-15/04	47	46	7	=100
9/30-10/2/04	46	48	6	=100
9/9-10/04	48	44	8	=100
9/2-3/04	52	41	7	=100
7/29-30/04	45	49	6	=100
7/8-9/04	48	46	6	=100
5/13-14/04	42	52	6	=100
4/8-9/04	49	45	6	=100
3/18-19/04	48	44	8	=100
2/5-6/04	48	45	7	=100
1/22-23/04	50	44	6	=100
1/8-9/04	54	41	5	=100
12/18-19/03	54	38	8	=100
11/6-7/03	52	40	8	=100
8/21-22/03	53	36	11	=100
5/29-30/03	61	28	11	=100

² Full trendline from 1/04 to present; earlier trends selected. Approval figures for 8/25-9/5/01 from Pew Research Center.

12. Thinking again about the presidential candidates, please tell me what effect, if any, you think some different things will have on their chances of being elected president this year. (First,) what about...**(INSERT--READ AND RANDOMIZE)**? (Do you think this will help, hurt, or not have much effect on his (her) chances of being elected president?)

BASED ON REGISTERED VOTERS

	<u>Will help</u>	<u>Will hurt</u>	<u>No effect</u>	<u>DK</u>	
a. Barack Obama's race					
CURRENT TOTAL	20	22	52	6	=100
b. Hillary Clinton's gender					
CURRENT TOTAL	20	27	48	5	=100
c. John McCain's age					
CURRENT TOTAL	7	36	52	5	=100

13. Please tell me if you think each of the following presidential candidates **SHARES YOUR VALUES**. What about...**(INSERT--READ AND RANDOMIZE)** (Does he (she) share your values, or not?)

BASED ON REGISTERED VOTERS

	<u>Shares values</u>	<u>Does not</u>	<u>DK</u>	
a. Barack Obama				
CURRENT TOTAL	53	39	8	=100
b. Hillary Clinton				
CURRENT TOTAL	47	47	6	=100
c. John McCain				
CURRENT TOTAL	45	45	10	=100

14. Please tell me if you think each of the following presidential candidates **IS HONEST AND TRUSTWORTHY**. What about...**(INSERT--READ AND RANDOMIZE)**? (Is he (she) honest and trustworthy, or not?)

BASED ON REGISTERED VOTERS

	<u>Honest & Trustworthy</u>	<u>Not Honest & Trustworthy</u>	<u>DK</u>	
a. Barack Obama				
CURRENT TOTAL	61	28	11	=100
b. Hillary Clinton				
CURRENT TOTAL	41	51	8	=100
c. John McCain				
CURRENT TOTAL	61	29	10	=100

Questions 15 and 16 rotated.

15. We'd like your views on whether Barack Obama or John McCain would do a better job handling certain issues as president. What about...(INSERT--READ AND RANDOMIZE)? (Do you think Obama or McCain would do a better job handling this issue?)

BASED ON REGISTERED VOTERS

	<u>Obama</u>	<u>McCain</u>	<u>Both equally</u>	<u>Neither</u>	<u>DK</u>	
a. The economy and jobs CURRENT TOTAL	54	34	2	3	7	=100
b. The Iraq war CURRENT TOTAL	41	50	1	3	5	=100
c. Terrorism and national security CURRENT TOTAL	33	57	2	2	6	=100
d. Health care CURRENT TOTAL	55	32	2	4	7	=100

16. We'd like your views on whether Hillary Clinton or John McCain would do a better job handling certain issues as president. What about...(INSERT--READ AND RANDOMIZE)? (Do you think Clinton or McCain would do a better job handling this issue?)

BASED ON REGISTERED VOTERS

	<u>Clinton</u>	<u>McCain</u>	<u>Both equally</u>	<u>Neither</u>	<u>DK</u>	
a. The economy and jobs CURRENT TOTAL	54	35	2	4	5	=100
b. The Iraq war CURRENT TOTAL	41	49	1	5	4	=100
c. Terrorism and national security CURRENT TOTAL	33	56	3	3	5	=100
d. Health care CURRENT TOTAL	59	31	1	4	5	=100

17. Turning again to the DEMOCRATIC presidential candidates... Regardless of which candidate you may support, please tell me if you think each of the following statements BEST describes Hillary Clinton or Barack Obama. (First,) What about... (**READ AND RANDOMIZE**) (Does this statement best describe Clinton or Obama?)

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

	<u>Clinton</u>	<u>Obama</u>	<u>Both equally</u>	<u>Neither</u>	<u>DK</u>	
a. Is most likely to defeat John McCain in November						
CURRENT TOTAL	33	55	6	2	4	=100
TRENDS						
3/5-6/08	38	44	9	2	7	=100
2/6-7/08 ³	43	38	8	1	10	=100
b. Would give the country the best chance at a fresh start						
CURRENT TOTAL	31	60	5	2	2	=100
c. Is better able to improve this country's image around the world						
CURRENT TOTAL	36	55	4	2	3	=100

Questions 18 and 19 rotated.

18. If Barack Obama is the Democratic presidential candidate who runs against John McCain in November, who do you think is more likely to win that election – Obama or McCain?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

71 Obama
23 McCain
6 Not sure
100

19. If Hillary Clinton is the Democratic presidential candidate who runs against John McCain in November, who do you think is more likely to win that election – Clinton or McCain?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

64 Clinton
32 McCain
4 Not sure
100

³ Trend wording read "Is most likely to win in November".

20. Do you think the time Barack Obama spent living in Indonesia as a youth gives him a better understanding of the foreign policy challenges this country faces, or don't you feel this way?

BASED ON REGISTERED VOTERS

33 Yes, does
 59 No, does not
8 Don't know
 100

21. If Hillary Clinton were to win the 2008 presidential election, would you personally LIKE or DISLIKE the idea of Bill Clinton being back in the White House?

BASED ON REGISTERED VOTERS

<u>Current</u>		<u>10/17-23/07⁴</u>
36	Like	45
42	Dislike	33
18	Neither/Doesn't matter (VOL.)	18
<u>4</u>	Don't know	<u>4</u>
100		100

22. If Bill Clinton returns to the White House, do you think it is likely or NOT likely that he will be involved in another scandal like the Monica Lewinsky affair?

BASED ON REGISTERED VOTERS

31 Likely
 57 Not likely
12 Don't know
 100

⁴ Pew Research Center national trend.

Questions 23 and 24 rotated.

23. I'm going to read you some things people say might hurt Barack Obama's chances of winning in November if he is the Democratic candidate for president. Please tell me if you think each would SERIOUSLY hurt, SOMEWHAT hurt, or NOT hurt his chances... (First,) what about...(READ AND RANDOMIZE)? (Would this SERIOUSLY hurt his chances, SOMEWHAT hurt his chances, or NOT hurt his chances (of winning in November)?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

	Seriously <u>hurt</u>	Somewhat <u>hurt</u>	Does not <u>hurt</u>	Can't <u>rate</u>	
a. Obama's limited experience in Washington as an elected official					
CURRENT TOTAL	14	46	37	3	=100
b. Obama's association with the Reverend Jeremiah Wright, the former pastor of his church who made controversial statements					
CURRENT TOTAL	21	41	34	4	=100

24. I'm going to read you some things people say might hurt Hillary Clinton's chances of winning in November if she is the Democratic candidate for president. Please tell me if you think each would SERIOUSLY hurt, SOMEWHAT hurt, or NOT hurt her chances... (First,) what about...(READ AND RANDOMIZE)? (Would this SERIOUSLY hurt her chances, SOMEWHAT hurt her chances, or NOT hurt her chances (of winning in November)?

BASED ON REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS

	Seriously <u>hurt</u>	Somewhat <u>hurt</u>	Does not <u>hurt</u>	Can't <u>rate</u>	
a. Clinton's Senate votes giving George W. Bush the authority to use military force in Iraq					
CURRENT TOTAL	23	39	34	4	=100
b. Clinton being part of another political dynasty, when many voters say they want change					
CURRENT TOTAL	16	40	41	3	=100

D2. Regardless of how you might have voted in recent elections, in politics TODAY, do you consider yourself a Republican, Democrat, or Independent?

D2a. As of TODAY do you LEAN more toward the Republican Party or the Democratic Party?

BASED ON REGISTERED VOTERS

<u>Total</u>	<u>Dem/ Ln Dem</u>	
27	0	Republican
38	71	Democrat
32	27	Independent
2	1	No party/Not interested in politics (VOL.)
*	0	Other party (VOL.)
<u>1</u>	<u>1</u>	Don't know
100	100	
39	Total Republican/Lean Republican	
53	Total Democrat/Lean Democratic	

END OF INTERVIEW. THANK RESPONDENT: That completes the interview. Thank you very much for your cooperation.

Newsweek Poll
Who's More Electable?
Princeton Survey Research Associates International

Methodology Statement
(4/18/08)

This poll was conducted by Princeton Survey Research Associates International from April 16-17, 2008. Telephone interviews were conducted with 1,209 registered voters. Registered voters were screened from a random-digit-dial (RDD) telephone sample of 1,356 national adults. Registration status is self-reported. Eighty-three percent of adults in the sample reported being registered. Thirty-nine percent of registered voters are Republicans or lean Republican and 53% of registered voters are Democrats or lean Democratic.

Results are weighted so that the sample demographics match Census Current Population Survey parameters for gender, age, education, race, region, and population density. The overall margin of sampling error is plus or minus 3 percentage points for results based on 1,209 registered voters. Results based on smaller subgroups are subject to larger margins of sampling error.

SAMPLE SIZE/MARGIN OF ERROR FOR REGISTERED VOTERS SUBGROUPS:

1,209 Registered voters (plus or minus 3)

365 Republicans (plus or minus 6)

422 Democrats (plus or minus 6)

388 Independents (plus or minus 6)

SAMPLE SIZE/MARGIN OF ERROR FOR REGISTERED DEMOCRATS AND DEMOCRATIC LEANERS:

588 Democrats/Democratic Leaners (plus or minus 5)

224 Clinton supporters (plus or minus 8)

297 Obama supporters (plus or minus 7)

422 Democrats (plus or minus 6)

166 Independents/Other (plus or minus 9)

244 Males (plus or minus 8)

344 Females (plus or minus 6)

433 Whites (plus or minus 6)

87 Blacks (plus or minus 12)

97 Age 18-39 (plus or minus 11)

245 Age 40-59 (plus or minus 7)

230 Age 60+ (plus or minus 7)

300 Upper/middle class whites (plus or minus 7)

150 Working class/poor whites (plus or minus 9)

In addition to sampling error, the practical difficulties of conducting surveys can also introduce error or bias to poll results.

NEWSWEEK POLL: WHO'S MORE ELECTABLE? DEMOGRAPHIC PROFILE		
	<u>All RVs</u> (n=1,209)	<u>Reg. Dems and Leaners</u> (n=588)
<i>Based on Registered Voters</i>	%	%
<u>Gender</u>		
Male	47	43
Female	53	57
<u>Age</u>		
18-39	31	30
40-59	40	41
60+	26	26
Undesignated	3	3
<u>Party ID</u>		
Republican	27	0
Democrat	38	71
Independent	32	27
Other/Don't know	3	2
<u>Education</u>		
College graduate	31	30
Some college	25	25
No college	43	45
Undesignated	1	*
<u>Race/Ethnicity</u>		
White, non-Hispanic	72	60
Total Non-White	26	38
Black	12	22
Hispanic	9	11
Asian	3	4
Other/Mixed race	2	1
Undesignated	2	2
<u>Whites by Class</u>		
Upper/middle class whites	60	54
Working class/poor whites	38	44
Undesignated	2	2

An asterisk () indicates a value less than 1%.*