

THE FIELD POLL

THE INDEPENDENT AND NON-PARTISAN SURVEY
OF PUBLIC OPINION ESTABLISHED IN 1947 AS
THE CALIFORNIA POLL BY MERVIN FIELD

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DECREASE IN CLINTON'S ONCE HUGE MARGIN OVER OBAMA IN CALIFORNIA, BUT SHE STILL HOLDS DOUBLE-DIGIT LEAD. OBAMA'S IMAGE PROFILE MORE FAVORABLE THAN CLINTON'S, YET SHE IS SEEN AS MORE ELECTABLE.

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By Mark DiCamillo and Mervin Field

A new statewide *Field Poll* of 457 voters likely to participate in California's February 5th Democratic presidential primary completed December 10-17 reveals these findings:

- ... Hillary Clinton's once formidable 25-point lead over Barack Obama from October has been reduced to 14 points (36% to 22%). John Edwards remains in third place with 13%.
- ... A growing proportion of Democratic primary voters (20%) are undecided in their preferences, up from 14% in October, 12% in August and 9% in March.
- ... While both Clinton and Obama are viewed favorably by about three in four of this state's Democrats, Obama has a more positive image than Clinton among non-partisans and Republicans, resulting in his having a more favorable image than Clinton among the overall electorate.
- ... Significantly fewer Republican voters say they would consider supporting Clinton than would back Obama if either were to become the Democratic presidential nominee.
- ... Yet, by a wide margin, Democratic primary voters in California think Clinton has the best chance of any of the leading Democrats of winning the presidency in November.
- ... It has been reported that Edwards, unless he wins or finishes in a strong position in the Iowa caucuses on January 3rd, may consider withdrawing from the race. If that were to happen, an examination of the second choice preferences among his California supporters reveals that they would be more inclined to support Obama than Clinton, which could make the race in California closer.

Drop in Clinton's lead

Last October, Clinton lead Obama by 25 points, 45% to 20%. The current poll finds Clinton's margin of support over Obama has declined to 14 points – 36% to 22% – with a growing proportion of voters (20%) undecided

John Edwards is in third place, with 13%. Each of the five other Democrats running for the nomination do no better than score in the low single digits.

Table 1
Voter preferences in the California Democratic primary for president
(among likely voters in the CA Democratic primary)

	<u>December</u> <u>2007</u>	<u>October</u> <u>2007</u>	<u>August</u> <u>2007</u>	<u>March</u> <u>2007</u>
Hillary Clinton	36%	45%	49%	41%
Barack Obama	22	20	19	28
John Edwards	13	11	10	13
Bill Richardson	3	4	3	4
Joe Biden	3	3	3	3
Dennis Kucinich	2	3	2	2
Chris Dodd	1	*	1	*
Mike Gravel	*	*	1	N/A
Undecided	20	14	12	9

* Less than ½ of 1%.

N/A: Not asked.

Both Clinton and Obama viewed favorably by Democratic primary voters

Almost three in four Democrats (76%) have a favorable view of each of the two leading Democratic candidates.

However, Republicans hold very negative views of Clinton (77% to 18%), while their views of Obama are more mixed (43% favorable and 41% unfavorable). In addition, while non-partisans view Clinton positively by a 59% to 33% margin, their views of Obama are even more favorable (70% to 15%).

Among all voters, 63% view Obama favorably, while 23% have an unfavorable opinion. By contrast, views of Clinton among the overall electorate are more divided, with 52% viewing her positively and 42% negatively.

Table 2
Image ratings of Hillary Clinton and Barack Obama
(among all likely general election voters in CA)

	<u>Total</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Non-partisans/ others</u>
<u>Hillary Clinton</u>				
Favorable	52%	76%	18%	59%
Unfavorable	42	18	77	33
No opinion	6	8	5	8
<u>Barack Obama</u>				
Favorable	63%	76%	43%	70%
Unfavorable	23	13	41	15
No opinion	14	11	16	15

Inclination to support Clinton or Obama in the general election

If either Clinton or Obama were to win their party's nomination, huge majorities of Democrats say they would either definitely vote for the nominee in the general election or consider it.

In Clinton's case, 64% of Democrats say they would definitely vote for her and 24% say they would give it some consideration. Just 10% of Democrats say they would definitely not vote for her.

For Obama, 54% of Democratic voters would definitely support him, and 30% would consider it, while 12% maintain they would definitely not support him.

However, Obama has greater potential appeal to this state's GOP voters than does Clinton in the general election. Among Republicans, almost half (47%) say they definitely or consider supporting Obama, compared to just 21% who say this about Clinton.

Table 3				
California voter inclination to support Clinton and Obama in the general election if either were to be the Democratic Party's nominee (among all likely general election voters in CA)				
	<u>Total</u>	<u>Democrats</u>	<u>Republicans</u>	<u>Non-partisans/ others</u>
<u>Hillary Clinton</u>				
Definitely vote for her	38%	64%	6%	35%
Consider voting for her	23	24	15	36
Definitely <u>not</u> voting for her	36	10	77	23
No opinion	3	2	2	6
<u>Barack Obama</u>				
Definitely vote for him	35%	54%	10%	36%
Consider voting for him	35	30	37	42
Definitely <u>not</u> voting for him	26	12	50	15
No opinion	4	4	3	7

Clinton seen as more electable

Despite having a less favorable image than Obama among the overall electorate, Clinton is viewed by Democratic primary voters as having the best chance of any of the leading Democrats of being elected president next November. A majority (52%) of likely voters in the California Democratic primary believe Clinton is the candidate with the best chance to win in November. Just 18% say this about Obama, while 16% choose Edwards in this context.

Table 4	
Which of the three leading Democratic candidates do you think has the best chance of being elected president if (he) (she) were the Democratic nominee (among likely CA Democratic primary voters)	
Clinton	52%
Obama	18
Edwards	16
All	2
None	2
Not sure	10

Democratic primary preferences by demographic groups

The survey finds that 87% of the likely voters in this state's Democratic primary will be registered Democrats, while about one in eight (13%) will be non-partisans opting to cast a Democratic ballot. With the former group, Clinton has a large 17-point preference lead, while among the non-partisan voting segment Obama is preferred by 3 points.

Clinton is ahead of Obama and Edwards in all parts of California, with her largest leads existing in Southern California.

Democratic women prefer Clinton by a nearly two to one margin (41% to 21%). Among men, she leads Obama by just six points – 30% to 24%.

Clinton leads Obama by 13 points among white non-Hispanics, by 20 points among Latinos, and by 24 points among Asians. Among the relatively small segment of African-American voters, Obama is preferred by 10 points.

Obama's support is closer to Clinton's among younger and middle-age voters. However, among Democratic primary voters age 65 and older, Clinton has a four to one lead (45% to 11%).

Clinton has strong appeal to voters with less than \$40,000 in annual household income, as well as those in the \$40,000 to \$79,999 bracket. Obama runs slightly ahead of Clinton among voters with annual incomes of \$80,000 or more.

Table 5
Likely voter preferences in the California Democratic Primary for president
– by subgroup

	<u>Clinton</u>	<u>Obama</u>	<u>Edwards</u>	<u>Others</u>	<u>Undecided</u>
Statewide	36%	22	13	9	20
<u>Party</u>					
(87%) Democrat	38%	21	13	8	20
(13%) Non-partisan*	27%	30	9	17	17
<u>Region</u>					
(.28) Los Angeles County	38%	21	10	10	21
(.27) Other Southern California	36%	18	13	12	21
(.27) San Francisco Bay Area	39%	24	13	8	16
(.18) Other Northern California*	31%	24	16	7	22
<u>Gender</u>					
(.42) Men	30%	24	17	10	19
(.58) Women	41%	21	9	9	20
<u>Race/ethnicity</u>					
(.61) White non-Hispanic	34%	21	15	12	18
(.25) Latino	42%	22	8	7	21
(.07) Black*	28%	38	4	*	30
(.07) Asian/other*	44%	20	14	5	17
<u>Age</u>					
(.25) 18 – 39	32%	28	8	13	19
(.53) 40 – 64	35%	24	16	9	16
(.22) 65 or older	45%	11	10	10	24
<u>Political ideology</u>					
(.41) Liberal	35%	26	14	9	16
(.45) Middle-of-the-road	38%	23	10	9	20
(.14) Conservative*	34%	6	14	16	30
<u>Union household</u>					
(.31) Yes	29%	24	14	10	23
(.69) No	40%	21	12	9	18
<u>Household income</u>					
(.27) Less than \$40,000	45%	18	9	9	19
(.30) \$40,000 – \$79,999	41%	16	11	13	19
(.43) \$80,000 or more	27%	30	17	7	19
<u>Voting method</u>					
(.57) Precinct voter	34%	21	13	10	22
(.43) Mail ballot voter	40%	24	12	8	16

* Small sample base. ** Less than ½ of 1%.

Edwards drops out?

It has been reported that Edwards, unless he wins or finishes in a strong position in the Iowa caucuses on January 3rd, may consider withdrawing from the race. If that were to happen, an examination of the second choice preferences among his California supporters reveals that they would be more inclined to support Obama than Clinton, which could make the race in California closer.

Table 2
Second choice preferences among voters
currently supporting Edwards
(among likely Edwards voters in the CA
Democratic primary)

Obama	40%
Clinton	24
Richardson	11
Biden	6
Others	3
Not sure	16

Information About The Survey

Sample Details

The findings in this report are based on a random sample survey of 1,283 registered voters in California, including 543 Democrats, 439 Republicans and 301 voters registered as decline to state or with another party. Democratic primary preferences are based on 457 voters likely to vote in the California Democratic primary for president.

Interviewing was conducted by telephone in English and Spanish December 10-17, 2007. Up to eight attempts were made to reach and interview each randomly selected voter on different days and times of day during the interviewing period.

The sample was developed from telephone listings of individual voters selected at random from a statewide list of registered voters in California. Once a voter's name and telephone number has been selected, interviews are attempted only with the specified voter. Interviews can be conducted on either the voter's landline or cell phone, depending on the source of the telephone listing from the voter file. After the completion of interviewing, the results were weighted slightly to *Field Poll* estimates of the demographic and regional characteristics of the state's registered voter population.

Sampling error estimates applicable to any probability-based survey depend on sample size. According to statistical theory, 95% of the time results from findings based on the overall sample of likely Democratic primary voters are subject to a sampling error of +/- 4.7 percentage points. There are other possible sources of error in any survey other than sampling variability. Different results could occur because of differences in question wording, the sequencing of questions, the rigor with which sampling procedures are implemented, as well as other factors.

Questions Asked

(ASKED OF LIKELY VOTERS IN THE CALIFORNIA DEMOCRATIC PRIMARY ELECTION)

I am going to read the names of some Democrats who are running for the Democratic presidential nomination next year. For each, please tell me whether there would be a good chance, some chance or no chance that you would vote for that person in California's presidential primary election. You may name as many or as few persons as you like as people you would be inclined to vote for. (NAMES AND TITLES OF CANDIDATES READ IN RANDOM ORDER) I am going to read back the names of the candidates you said you would have at least some chance of voting for. (NAMES OF CANDIDATES READ BACK) Of these persons, who would be your first choice if the California Democratic primary election for President were being held today? (IF FIRST CHOICE GIVEN) Who would be your second choice? (SEE RELEASE FOR CANDIDATES READ)

Let's take three of the Democratic candidates – Hillary Clinton, Barack Obama and John Edwards. Which of the three do you think has the best chance of being elected President if he or she were to become the Democratic Party's nominee – Clinton, Obama or Edwards?

(ASKED OF LIKELY VOTERS IN THE NOVEMBER GENERAL ELECTION)

Generally speaking, do you have a favorable or unfavorable opinion of Hillary Clinton?

Generally speaking, do you have a favorable or unfavorable opinion of Barack Obama?

If Hillary Clinton were to be the Democratic nominee for President, would you definitely vote for her in the general election for president, would you consider voting for her, or would you definitely not vote for her?

If Barack Obama were to be the Democratic nominee for President, would you definitely vote for him in the general election for president, would you consider voting for him, or would you definitely not vote for him?