

# 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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#### **2008 DEMOCRATIC PRIMARY**

**CLINTON LEADS OBAMA AND EDWARDS  
IN CALIFORNIA. WHILE GORE NOT A  
FORMAL CANDIDATE, HE WOULD EXERT  
STRONG APPEAL IF HE WERE TO RUN.**

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By Mark DiCamillo and Mervin Field

New York Senator Hillary Clinton, at 41%, currently leads the field of announced candidates for the 2008 Democratic nomination among potential voters in California's February 5th primary election. Illinois Senator Barack Obama is in second place with 28% of voter preferences, while former North Carolina Senator John Edwards is in third position with 13%. No other Democrat receives more than 4% of voter preferences at this time.

However, former vice president and the 2000 Democratic presidential nominee Al Gore shows considerable strength in this state when he is listed along with the other announced candidates. When Gore's name is included as a possible candidate he places second with 25% support and leads Obama by 4 points, but trails Clinton by 6 percentage points.

**Table 1**  
**Voter preferences in the California Democratic primary for President**  
**(among likely voters in the Democratic primary)**

	<b><u>Announced Candidates Only</u></b>	<b><u>When Gore Is Added</u></b>
Hillary Clinton	41%	31%
Al Gore	--	25
Barack Obama	28	21
John Edwards	13	8
Bill Richardson	4	3
Joe Biden	3	2
Dennis Kucinich	2	1
Chris Dodd	*	*
Undecided	9	9

\* Less than 1/2 of 1%.

### **Image ratings**

Clinton, Gore, Obama and Edwards are all very well-known to large majorities of likely Democratic primary voters, and each has an extremely favorable image profile with these voters. In each case between 73% and 85% of likely voters has a favorable opinion of the candidate and only small percentages, ranging from 6% - 19%, hold an unfavorable view.

<b>Table 2</b>			
<b>Image ratings of four of the potential Democratic Presidential candidates (among likely voters in the Democratic primary)</b>			
	<b><u>Favorable</u></b>	<b><u>Unfavorable</u></b>	<b><u>No opinion</u></b>
Gore	85%	13	2
Clinton	76%	19	5
Obama	73%	11	16
Edwards	83%	6	11

### **Likelihood of Democratic primary voters backing each candidate**

Democratic primary voters in this sample were also asked whether there was a good chance, some chance or no chance that they could vote for each of the announced candidates, as well as Gore.

The results indicate that most Democratic primary voters appear open to support each of the four better-known possibilities, but are less inclined to support four others. For example, in the case of Gore, Clinton, Obama and Edwards, very large majorities, ranging from 74% to 80%, say there is a good chance or some chance of their voting for each in the upcoming presidential primary, while relatively small proportions, ranging from 18% to 23%, say there was no chance of their voting for them.

When asked about their chances of voting for New Mexico Governor Bill Richardson, Ohio Congressman Dennis Kucinich, Delaware Senator Joe Biden and Connecticut Senator Chris Dodd, significantly fewer voters – ranging from 22% to 42% - say there is at least some chance that they support these candidacies, while larger proportions – ranging from 49% to 65% – say there is no chance.

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**Table 3**  
**Chances voters give of voting for each of the Democrats**  
**(among likely voters in the Democratic primary)**

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	<u><b>Good chance</b></u>	<u><b>Some chance</b></u>	<u><b>No chance</b></u>	<u><b>No opinion</b></u>
Clinton	49%	31	18	2
Gore	47%	29	23	1
Obama	44%	33	19	4
Edwards	28%	46	23	3
Richardson	10%	32	49	9
Kucinich	7%	18	63	12
Biden	7%	28	57	8
Dodd	3%	19	65	13

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**Sub-group preferences (among announced candidates)**

When the voting preferences of likely voters in the Democratic primary are examined across the major demographic and regional subdivisions of the state, these differences emerge:

- Clinton runs strongest among Latinos, voters with no more than a high school education, older voters and those living in Los Angeles County.
- Obama possesses strong appeal to younger voters, and leads Clinton narrowly among this segment.
- Edwards currently runs a little stronger in Northern California than Southern California and among voters who are permanent absentee voters.

**Table 4**  
**Preferences in the California Democratic Presidential primary**  
**(among announced candidates) – by subgroup**  
**(among likely voters in the Democratic primary)**

	<u>Clinton</u>	<u>Obama</u>	<u>Edwards</u>	<u>Others</u>	<u>Undecided</u>
Statewide	41%	28	13	9	9
<u>Region</u>					
(.26) Los Angeles County	51%	26	11	6	6
(.29) Other Southern California	43%	25	8	12	12
(.26) San Francisco Bay Area	35%	30	17	7	11
(.19) Other Northern California*	34%	30	16	12	8
<u>Gender</u>					
(.44) Men	41%	29	14	10	6
(.56) Women	41%	27	11	9	12
<u>Age</u>					
(.29) 18 – 39	38%	39	9	5	9
(.49) 40 – 64	41%	25	15	9	10
(.22) 65 or older	45%	19	13	15	8
<u>Race/ethnicity</u>					
(.63) White non-Hispanic	34%	30	14	10	12
(.24) Latino	59%	18	11	8	4
(.13) African-American/Asian*	48%	36	7	6	3
<u>Education</u>					
(.18) High school or less*	62%	15	8	6	9
(.34) Some college/trade school	41%	28	10	12	9
(.48) College graduate	34%	32	16	8	10
<u>Permanent absentee voter</u>					
(.31) Yes	39%	26	18	7	10
(.69) No	42%	28	10	11	9

\* Small sample size.

**Subgroup preferences (including Gore)**

When Gore's name is added to the list of Democratic candidates, he draws considerable support from voters in the San Francisco Bay Area, where he holds a six-point lead over both Clinton and Obama. He also narrowly leads Clinton among college graduates and among white non-Hispanics.

**Table 4**  
**Preferences in the California Democratic Presidential primary**  
**(including Gore) – by subgroup**  
**(among likely voters in the Democratic primary)**

	<b><u>Clinton</u></b>	<b><u>Gore</u></b>	<b><u>Obama</u></b>	<b><u>Edwards</u></b>	<b><u>Others</u></b>	<b><u>Undecided</u></b>
Statewide	31%	25	21	8	7	8
<b><u>Region</u></b>						
(.26) Los Angeles County	38%	29	19	6	4	4
(.29) Other Southern California	35%	20	19	4	8	13
(.26) San Francisco Bay Area	22%	28	22	13	6	9
(.19) Other Northern California*	29%	20	25	9	10	7
<b><u>Gender</u></b>						
(.44) Men	33%	25	21	10	6	5
(.56) Women	30%	24	21	6	7	12
<b><u>Age</u></b>						
(.29) 18 – 39	30%	24	30	6	3	7
(.49) 40 – 64	30%	25	19	10	6	10
(.22) 65 or older	35%	25	14	5	13	8
<b><u>Race/ethnicity</u></b>						
(.63) White non-Hispanic	24%	26	22	9	8	11
(.24) Latino	47%	26	12	7	3	5
(.13) African-American/Asian*	38%	25	28	3	4	2
<b><u>Education</u></b>						
(.18) High school or less*	54%	15	13	3	6	9
(.34) Some college/trade school	33%	25	21	7	7	7
(.48) College graduate	22%	28	24	11	6	9
<b><u>Permanent absentee voter</u></b>						
(.31) Yes	32%	19	21	12	7	9
(.69) No	31%	27	21	6	7	8

\* Small sample size.

## **Information About The Survey**

### **Sample Details**

The findings in this report are based on a random sample survey of 1,093 registered voters statewide, of whom 417 can be considered likely voters in the California Democratic primary. Interviewing was conducted by telephone in English and Spanish March 20-31, 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. When drawing samples from registration-based lists, *The Field Poll* stratifies the sample by region and age to insure that the poll includes adequate representations of voters across each major region of the state and across different age categories. 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 are 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 sample of likely voters in the Democratic primary are subject to a sampling error of +/- 5.0 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**

I am going to read the names of some Democrats who are running or considering 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 like as people you would be inclined to vote for. (NAMES AND TITLES OF CANDIDATES READ IN RANDOM ORDER, ASKING:) Is there a good chance, some chance or no chance that you would vote for (NAME) in the California Democratic primary for President? (SEE RELEASE FOR CANDIDATES READ)

IF GOOD OR SOME CHANCE OF VOTING FOR MULTIPLE CANDIDATES: 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? Who would be your second choice?

I am going to read the names of some people in public affairs and politics and for each please tell me whether you have a favorable or unfavorable opinion or whether you don't know enough about the person to have an opinion. (NAMES READ IN RANDOM ORDER, ASKING) Do you have a favorable or unfavorable opinion of (NAME AND TITLE)? (SEE RELEASE FOR NAMES READ)