

# 2008 U.S. Presidential Candidates



## Cook Political Report Briefing March 17, 2008

### *Cook Political Report/* RT Strategies Poll

Conducted: March 6-9, 2008

802 Registered Voters

Margin of Error=  $\pm 3.5\%$

Combined Data for Polls Conducted: March 6-9 & February 28-March 2, 2008

1,604 Registered Voters

Margin of Error=  $\pm 2.5\%$

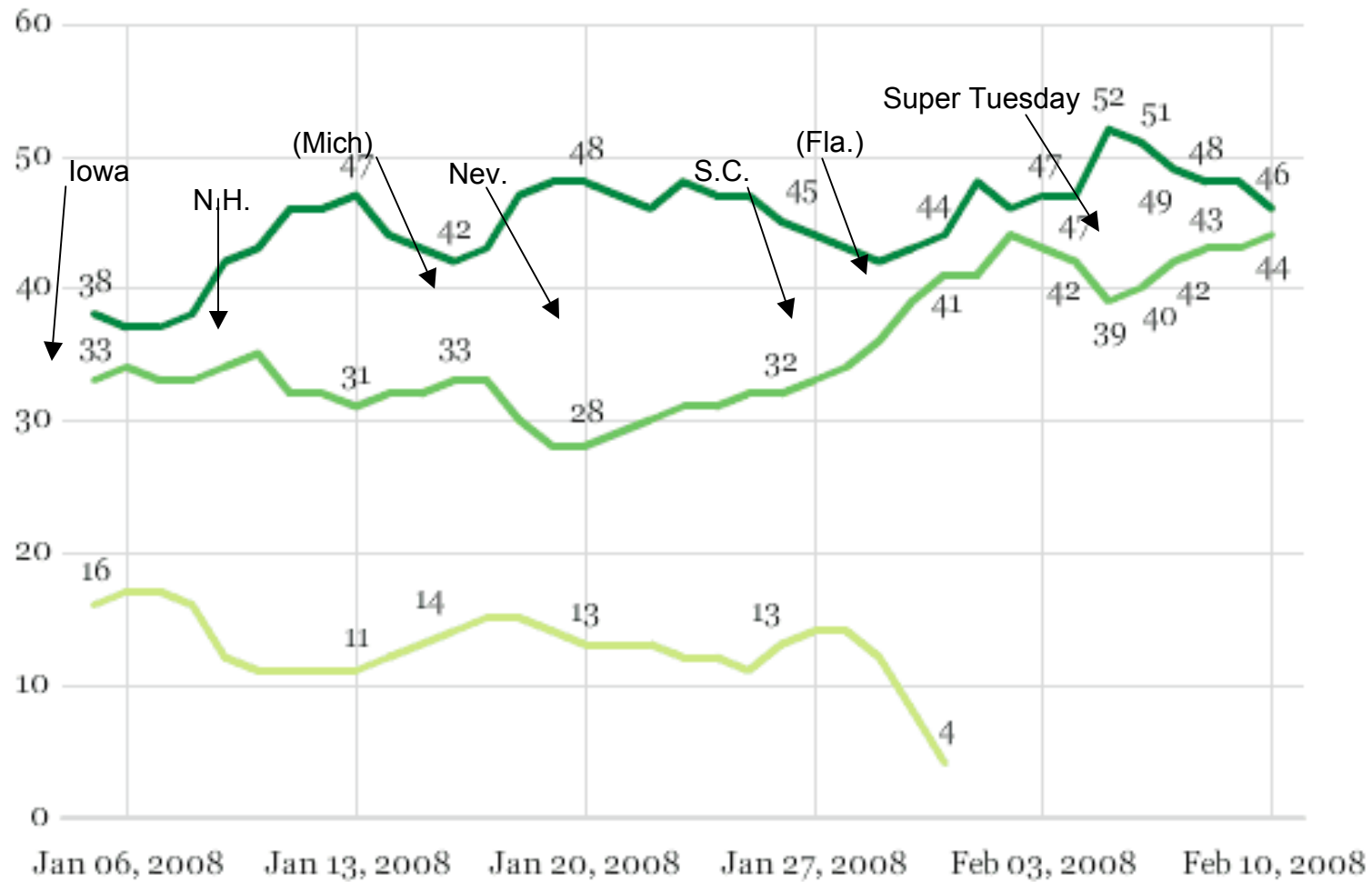
# What's Gonna Happen?

- National public opinion anticipates and reflects results in delegate selection
  - State results represent the matrix of one event—the selection of delegates on a state-by-state basis—against the calendar
    - In ten days, Obama rallied from 20 points down to a competitive position and a consistent small lead
    - Clinton rallied national public opinion when she needed to by Feb. 5 to avoid elimination
    - John Edwards lost his base, Obama found his
  - All the delegate selection events since Feb. 5 were predictable
    - Predicted in the “Obama Campaign Spreadsheet”
    - Obama planned to win 10 of 11, lose TX, OH, RI
      - For Clinton to now “stop his momentum” means locking in a loss
      - Predicted for the next 10: A 283-283 delegate tie
  - Obama-McCain is less predictable than Clinton-McCain
    - Race does not take shape until both parties have nominees
    - Three candidates, three equal-sized hard core supporters: Obama has strongest Promoter groups (AAs) and a Great Lakes base, McCain has a base with older voters and in the South, Clinton among Hispanics and the less-educated
    - Using Gage tool for political analysis, **“Net Promoter Score”** ...  
  
(0-to-10 scale, how likely to “recommend friend vote for” calculated as “Promoters” [9s and 10s] minus “Detractors” [0s through 6s], and with the merely “Satisfied” left out of the calculation)
- ... **Alex Gage of TargetPoint** identifies the significant areas of strength and weakness in each candidate’s effort to maximize support among partisans and leaners

# Gallup Daily Election Polling Results for the Democratic Presidential Nomination

Based on national Democratic and Democratic-leaning voters

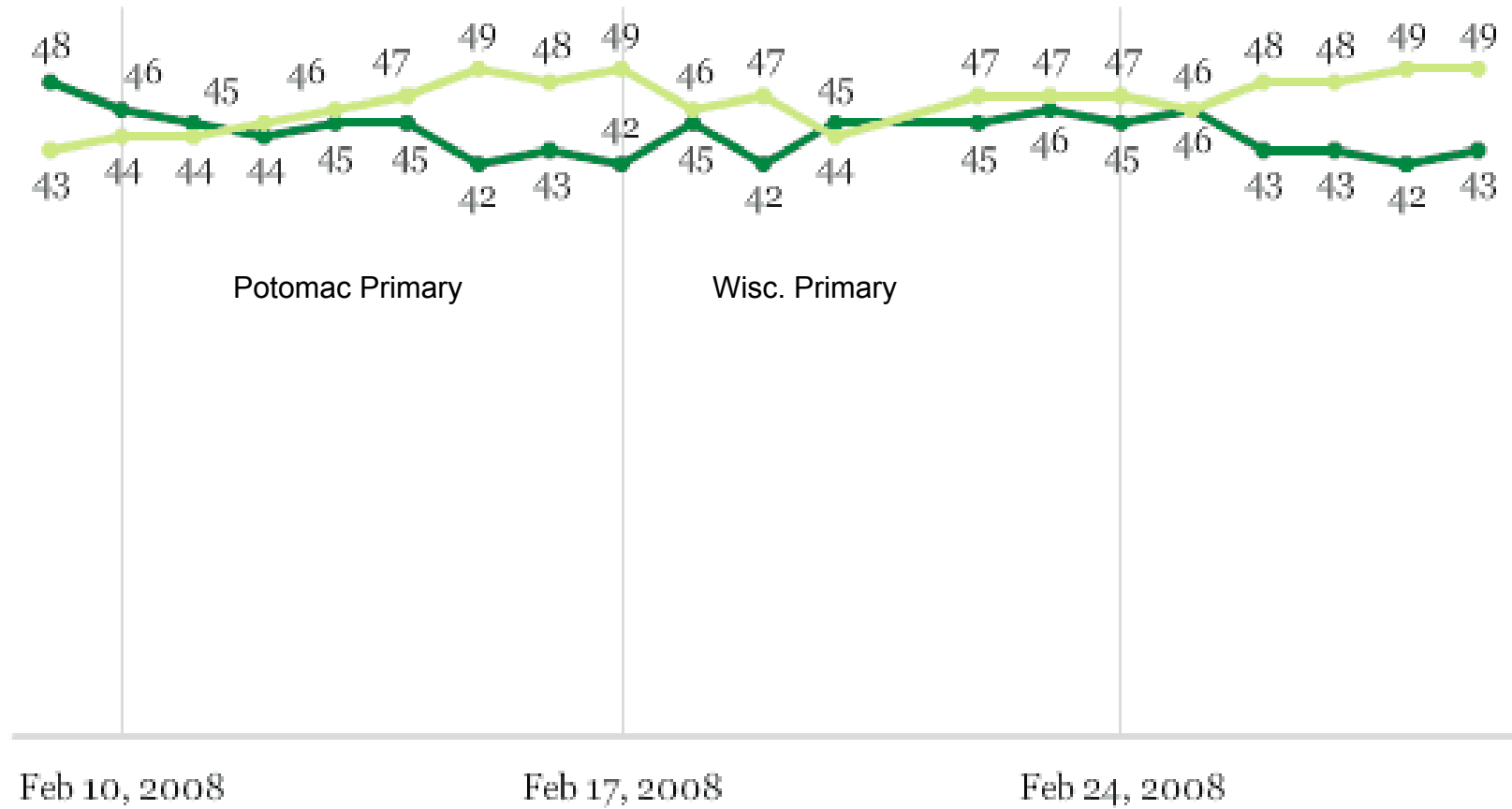
■ % Clinton   ■ % Obama   ■ % Edwards



*Gallup Daily Election Polling Results for the Democratic Presidential Nomination:  
Recent Trend (since Feb. 7-9, 2008)*

Based on national Democratic and Democratic-leaning voters

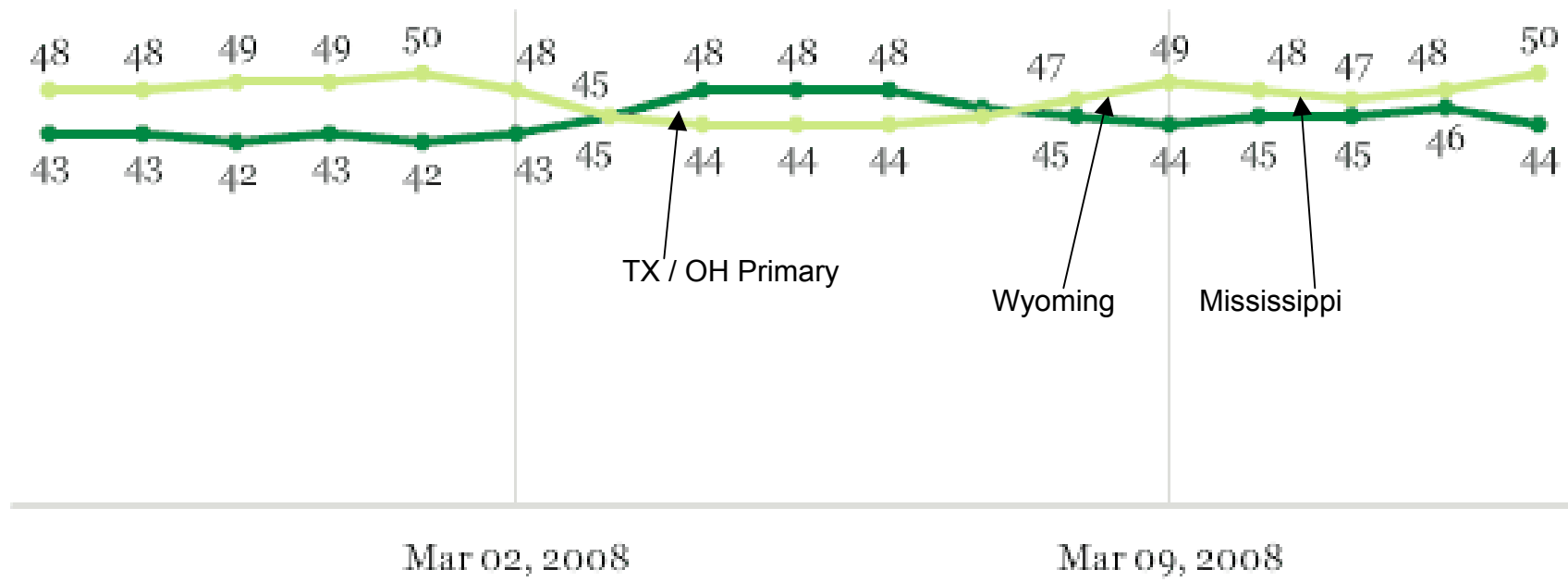
■ % Clinton    ■ % Obama



*Gallup Daily Election Polling Results for the Democratic Presidential Nomination:  
Recent Trend (since Feb. 24-26, 2008)*

Based on national Democratic and Democratic-leaning voters

■ % Clinton    ■ % Obama



GALLUP POLL

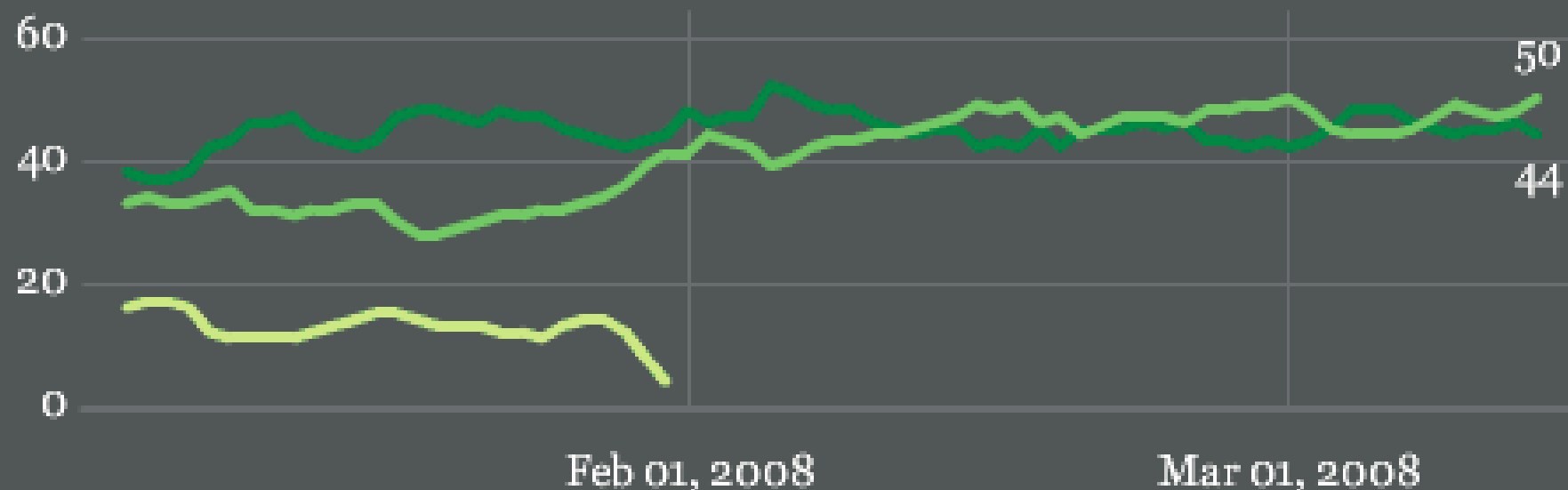
## Preference for 2008 Democratic Presidential Nominee

Based on national Democratic and Democratic-leaning voters

■ % Clinton

■ % Obama

■ % Edwards



Gallup Poll Daily tracking (Jan. 3 - March 13, 2008)

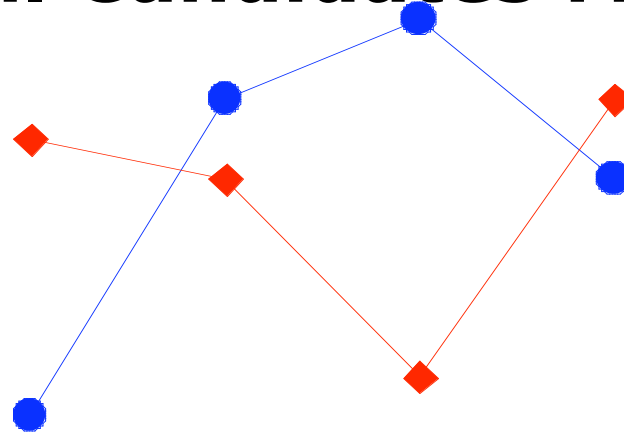
GALLUP POLL



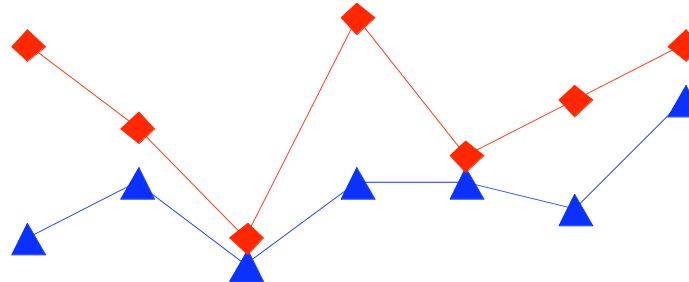
# Democratic U.S. Presidential Nomination Obama Campaign Prediction vs Actual Results since Super Tuesday

State	OBAMA CAMP VOTE PROJECTION		ACTUAL VOTE		Net Obama ± Clinton	OBAMA CAMP DELEGATE COUNT		ACTUAL DELEGATE COUNT		Net Obama ± Clinton	
	Obama	Clinton	Obama	Clinton		Obama	Clinton	Obama	Clinton		
<b>Total</b>	-	-	-	-		-	-	<b>1614</b>	1487		
<b>Super Delegates</b>	-	-	-	-		-	-	<b>211</b>	<b>247</b>		
Washington	60	40	68	31	+17	49	29	53	25	+8	
Louisiana	54	44	57	36	+11	31	25	34	22	+6	
Nebraska	60	40	68	32	+16	15	9	16	8	+2	
Virgin Islands	60	40	90	8	+62	2	1	3	-	+2	Feb. 9
Maine	49	51	59	40	+21	10	14	15	9	+10	
Dems Abroad	60	40	66	33	+13	5	2	3	1	- 1	Feb. 10-11
Virginia	50	48	64	35	+27	43	40	54	29	+22	
Maryland	53	46	60	37	+16	37	33	42	28	+10	
District of Columbia	58	42	75	24	+35	9	6	11	3	+5	Feb. 12
Wisconsin	53	46	58	41	+10	40	34	42	32	+ 4	
Hawaii	52	47	76	24	+47	11	9	14	5	+7	Feb. 19
Texas	47	51	47	51	0	92	101	98	95	+ 12	
Ohio	46	53	44	54	-3	68	73	65	74	-4	
Rhode Island	42	57	40	58	-3	8	13	8	12	+ 1	
Vermont	55	44	59	39	+9	9	6	9	6	0	Mar. 4
Wyoming	60	40	61	38	+3	7	5	7	5	0	Mar. 8
Mississippi	62	38	61	37	0	20	13	19	14	-2	Mar.11

# 2008 Presidential Candidates Match-Ups



	Nov. 12, 2006	Feb. 2, 2008	Mar. 2, 2008	Mar. 9, 2008
Barack Obama	37	45	47	43
John McCain	44	43	38	45

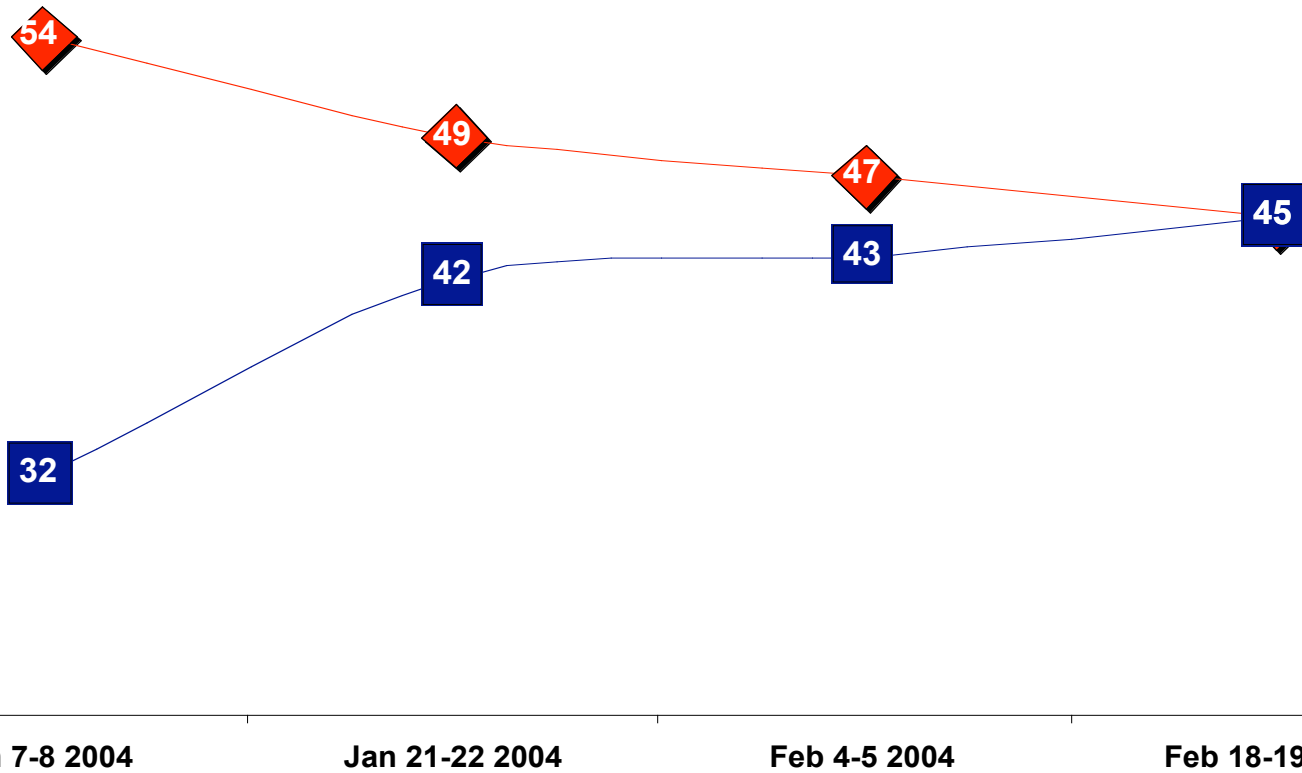


	June 4, 2006	Nov. 12, 2006	Dec. 17, 2006	Jan. 21, 2007	Apr. 22, 2007	Feb. 2, 2008	Mar. 9, 2008
Hillary Clinton	40	42	39	42	42	41	45
John McCain	47	44	40	48	43	45	47

# 2004 U.S. Presidential Candidates - Head to Head -

\* Results are based from the  
Fox/Opinion Dynamics Poll

◆ George Bush ■ John Kerry



# Recommendation of Candidates

On a 0-10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for [INSERT NAME] in the upcoming presidential election to a friend or colleague?

Those highly likely to recommend to a friend/colleague to vote for Barack Obama:

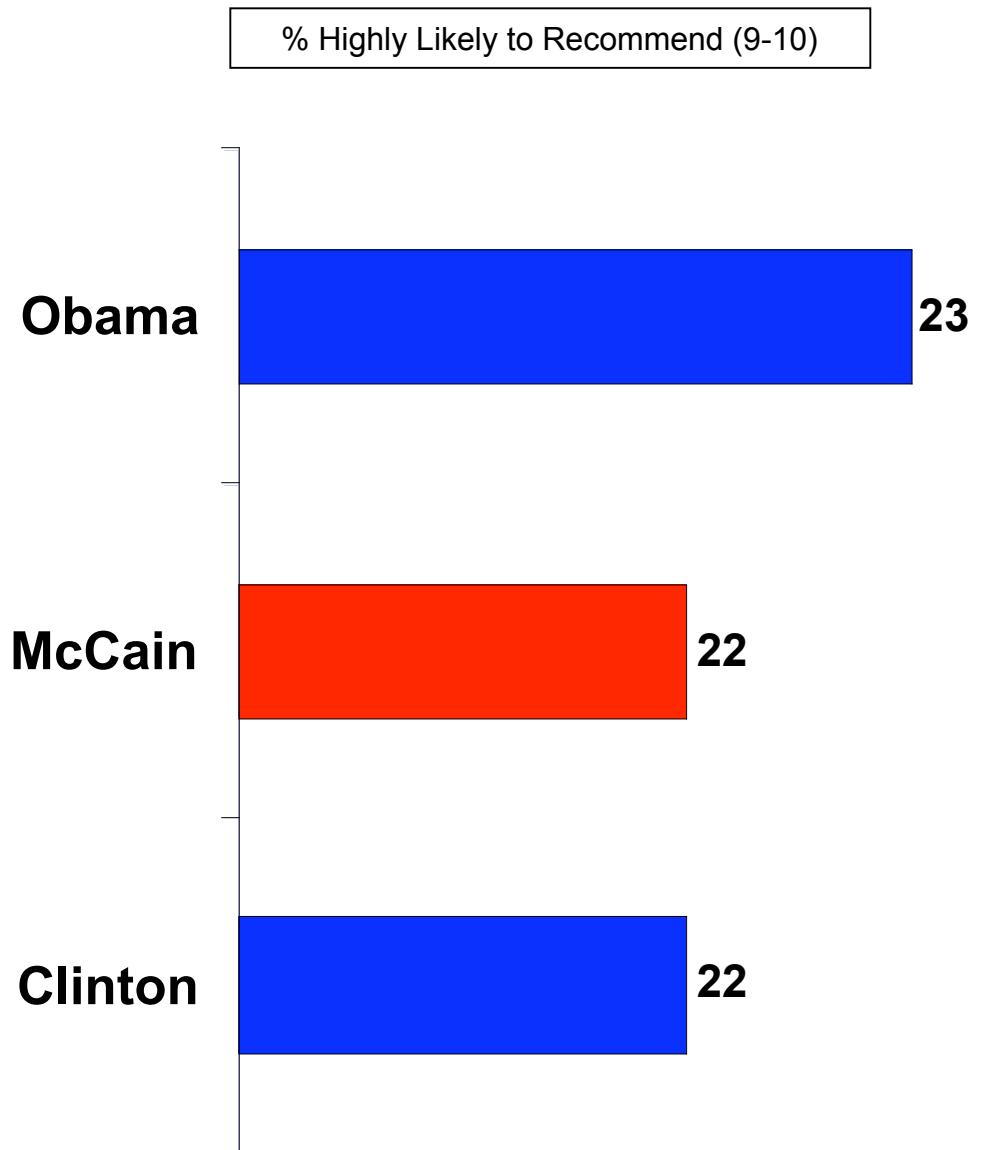
- African-Americans (66%)
- Liberals (37%)
- Great Lakes (29%)

Those highly likely to recommend to a friend/colleague to vote for John McCain:

- Conservatives (38%)
- South (28%)
- Age 65 or older (27%)

Those highly likely to recommend to a friend/colleague to vote for Hillary Clinton:

- Hispanics (43%)
- Liberals (40%)
- HS or less (31%)
- Non-whites (31%)



# **Net Promoter Score**

RT Strategies National Omnibus Poll

TargetPoint 

March 2006

N=1,000

*Registered Voters*

# The Net Promoter Concept

**Q:** *On a 0 to 10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for (Candidate X) in the next election to a friend or colleague?*

The Calculation

$$\begin{array}{ccc} \% \text{ PROMOTERS} & \text{—} & \% \text{ DETRACTORS} & \text{=} \\ \text{(9's \& 10's)} & & \text{(0's thru 6's)} & \end{array}$$

**NET PROMOTER SCORE**

*Used in the business world to measure customer satisfaction.*

*Shown to correlate directly with company growth, across industries.*

# The Net Promoter Concept (cont.)

# Recommendation =

LOYALTY

PASSION

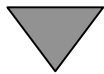
BUZZ

SACRIFICE

*A recommendation means putting your own reputation on the line – the ultimate act of loyalty and passion – the ultimate endorsement.*

# Net Promoter Standards

+ 16



In the business world, the MEDIAN NP score of >400 companies across 28 industries

+ 81

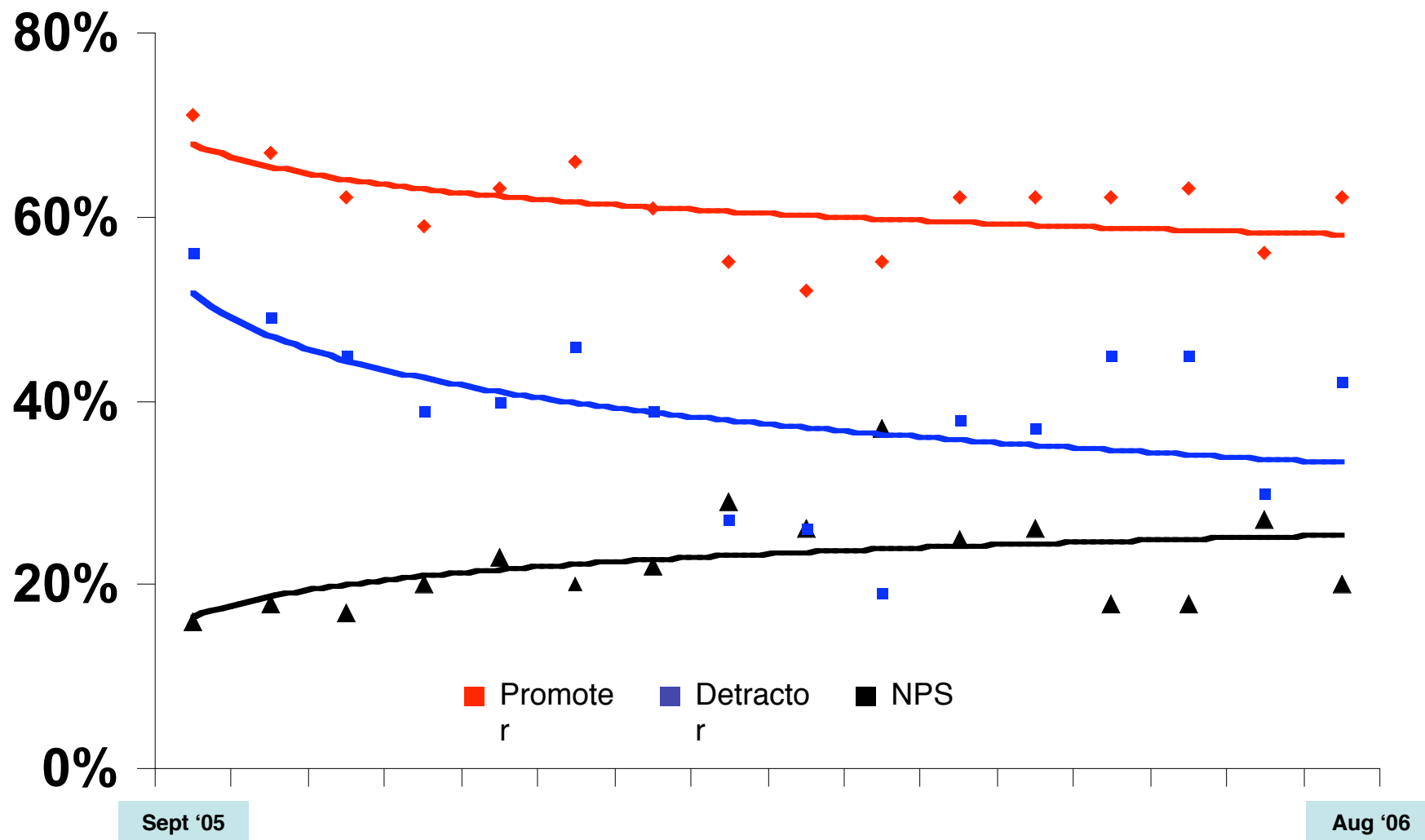


CostCo's net promoter score, one of the highest NP scores across all industries

# Word-of-Mouth Marketing

- ✓ More Trustworthy and Impactful
- ✓ Lower Costs
- ✓ Less Hindered by Social Taboos
- ✓ Speed & Broad Coverage
- ✓ Complements other Marketing Activity

# Historical GOP Net Promoter Trend ('05-'06)



# '08 General Net Promoter Scores



*On a 0-10 scale, with 0 being “not at all likely” and 10 being “extremely likely,” how likely is it that you would recommend voting for [OBAMA, MCCAIN] in the upcoming presidential election to a friend or colleague?*

*Among Obama Voters*

Obama NPS	
10	45%
9	8
<b>PROM</b>	<b>53%</b>
8	14%
7	7%
<b>SAT</b>	<b>21%</b>
6	6%
5	12%
4	1%
3	1%
2	1%
1	0%
0	4%
<b>DET</b>	<b>25%</b>
<b>NPS</b>	<b>+28</b>

*Among McCain Voters*

McCain NPS	
10	39%
9	9%
<b>PROM</b>	<b>48%</b>
8	15%
7	6%
<b>SAT</b>	<b>21%</b>
6	6%
5	14%
4	3%
3	1%
2	1%
1	1%
0	5%
<b>DET</b>	<b>31%</b>
<b>NPS</b>	<b>+17</b>

# '08 General Net Promoter Scores

## Scores



Vs.



*On a 0-10 scale, with 0 being "not at all likely" and 10 being "extremely likely," how likely is it that you would recommend voting for [CLINTON, MCCAIN] in the upcoming presidential election to a friend or colleague?*

*Among Clinton Voters*

Clinton NPS	
10	40%
9	8%
<b>PROM</b>	<b>48%</b>
8	14%
7	8%
<b>SAT</b>	<b>22%</b>
6	5%
5	13%
4	3%
3	1%
2	2%
1	0%
0	5%
<b>DET</b>	<b>29%</b>
<b>NPS</b>	<b>+19</b>

*Among McCain Voters*

McCain NPS	
10	36%
9	8%
<b>PROM</b>	<b>44%</b>
8	14%
7	6%
<b>SAT</b>	<b>20%</b>
6	6%
5	16%
4	1%
3	1%
2	2%
1	1%
0	6%
<b>DET</b>	<b>33%</b>
<b>NPS</b>	<b>+11</b>

# NPS Comparison

## Obama v. McCain Ballot

Obama NPS - Among Obama Voters

53%

21%

25%

NPS

+28

McCain NPS - Among McCain Voters

48%

21%

31%

+17

DEM Advantage:

+1

1

## Clinton v. McCain Ballot

Clinton NPS - Among Clinton Voters

48%

22%

29%

+19

McCain NPS - Among McCain Voters

44%

20%

33%

+11

DEM Advantage:

+8

**Promoters**

**Satisfied**

**Detractors**

0% 20% 40% 60% 80% 100%

# NPS Demographics – Obama v. McCain

## Comparison Among Each Candidate's Voters

	<b>Obama NPS</b>	<b>McCain NPS</b>	<b>Obama Advantage</b>
<b>Female</b>	<b>+30</b>	<b>+8</b>	<b>+22</b>
<b>Male</b>	<b>+27</b>	<b>+26</b>	<b>+1</b>
<b>65+</b>	<b>+25</b>	<b>+34</b>	<b>-9</b>
<b>40-64</b>	<b>+30</b>	<b>+18</b>	<b>+12</b>
<b>18-39</b>	<b>+32</b>	<b>+7</b>	<b>+25</b>
<b>College</b>	<b>+28</b>	<b>+12</b>	<b>+16</b>
<b>Some College</b>	<b>+21</b>	<b>+18</b>	<b>+3</b>
<b>HS or Less</b>	<b>+33</b>	<b>+24</b>	<b>+9</b>
<b>Candidate Party</b>	<b>+29</b>	<b>+51</b>	<b>-22</b>
<b>IND</b>	<b>+30</b>	<b>-19</b>	<b>+49</b>
<b>Candidate Ideology</b>	<b>+32</b>	<b>+39</b>	<b>-7</b>
<b>Moderate</b>	<b>+15</b>	<b>-14</b>	<b>+29</b>

# NPS Demographics – Clinton v. McCain

## Comparison Among Each Candidate's Voters

	Clinton NPS	McCain NPS	Clinton Advantage
Female	+23	+12	+11
Male	+12	+14	-2
65+	+34	+46	-12
40-64	+26	+17	+9
18-39	-13	-5	-8
College	+12	+5	+7
Some College	+15	+11	+4
HS or Less	+30	+33	-3
Candidate Party	+31	+47	-16
IND	-5	-21	+16
Candidate Ideology	+32	+31	+1
Moderate	+15	-19	+34

# Key Demographic Differences

- **A Partisan Enthusiasm Gap:** McCain's NPS is consistently higher among Republicans than Obama's and Clinton's NPS among Democrats.
- **A Tale of Two Independents:** Obama is the only candidate to have a positive NPS among independent voters, while McCain has the lowest NPS among them.
- **Generational Differences:** Obama receives a higher NPS among younger age groups, while both Clinton's and McCain's increase among older groups.
- **McCain's Gender Gap:** McCain's NPS among men is +26 when paired against Obama, however when paired against Clinton it drops to +14.

# RT Strategies

**Add your questions to the next  
National Omnibus Poll**

**Call Thomas Riehle at (202) 544-2550**

**or**

**e-mail: [Thomas.Riehle@rtstrategies.com](mailto:Thomas.Riehle@rtstrategies.com)**