

COOPERATIVE CAMPAIGN ANALYSIS PROJECT

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For Release
February 3, 2008
Los Angeles

Edwards' Support Breaks for Obama

During the last week of January, CCAP sampled a nationally representative sample of 20,000 registered voters and asked them to rank order the candidates in terms of who they preferred. Edwards' support was 21 percent among Democrats who said they would definitely vote in the Democratic primary. After these data were gathered, Edwards dropped out of the Democratic race.

Among those people who reported they would vote (or had voted) for John Edwards, 39 percent chose Hillary Clinton as their second choice. Fifty-four percent of Edwards voters chose Barack Obama as their second preference.

Percent of Edwards' Voters Choosing Clinton/Obama Second

Edwards' Voters	
<u>2nd Choice</u>	<u>Total</u>
Clinton	39
Obama	54
Other	6
<u>Unknown</u>	<u>1</u>
Total (N)	1,515

Support for Obama among Edwards' supporters is nearly 20 points greater than in the Democratic primary electorate as a whole (which is split 45 percent Clinton to 37 percent Obama when Edwards is removed).

Of Edwards' voters, men are more likely to vote for Obama than for Clinton. **Obama gets 57 percent of men who supported Edwards.** Even women who supported Edwards exhibit a slight preference for Obama over Clinton (49 to 43 percent).

Percent of Edwards' Voters Choosing Clinton/Obama Second by Gender

Edwards' Voters 2 nd Choice	Male	Female	Total
Clinton	35	43	39
Obama	57	49	54
Other	7	5	6
Unknown	0	2	1
Total (N)	775	740	1,515

Roughly, these data suggest **a 10 point boost for Obama going into Super Tuesday and a 7 point boost for Clinton.**

Interest in Democratic Contest More Intense

We also asked voters to tell us whether they talked with other people about the candidates. We specifically asked people about conversations they might have had on the DAY BEFORE they were interviewed. Roughly 46 percent of our 20,000 respondents told us that they had a conversation with someone about a specific candidate. Of these people, 66 percent report talking about Hillary Clinton and 62 percent report talking about Barack Obama. In contrast, 47 percent said they talked with someone about John McCain and only 39 percent told us they talked about Mitt Romney.

Nearly 14 percent of registered voters reported visiting a candidate web site in the day before their interview. Of these people, 18 percent visited Clinton's website while 27 percent visited Obama's website. Again, interest in the Republican candidates is less intense: roughly 13 percent of registered voters report going to McCain or Romney's websites (each).

The Cooperative Campaign Analysis Project (CCAP) is an on-line project carried out through cooperative efforts of 23 Universities across the country. It is fielded by YouGovAmerica (formerly Polimetrix, Inc.) of Palo Alto, California. The survey was in the field from January 24th until the 29th, 2008 and interviewed a representative sample of 20,000 registered voters nationwide.

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