



American Research Group, Inc.

February 18, 2008 - Wisconsin Primary Preferences

Democrats	Wisconsin		
	Feb 6-7	Feb 15-16	Feb 17-18
Clinton	50%	49%	42%
Obama	41%	43%	52%
Someone else	1%	1%	1%
Undecided	8%	7%	5%

Barack Obama leads Hillary Clinton among men 59% to 37% (46% of likely Democratic primary voters). Among women, it is Clinton 47% and Obama 46%. In the February 15-16 survey, Obama was leading Clinton among men 48% to 42% and Clinton was leading Obama among women 55% to 39%.

Obama leads Clinton among white voters 49% to 45% (88% of likely Democratic primary voters), Obama leads Clinton among African American voters 86% to 9% (8% of likely Democratic primary voters), and Obama leads Clinton among Latino voters 61% to 33%.

27% of likely Democratic primary voters say they would never vote for Hillary Clinton in the Democratic primary and 15% of likely Democratic primary voters say they would never vote for Barack Obama in the primary. White voters age 45 to 64 have switched from Clinton to Obama, although women in this age group are less apt to say they would never vote for Hillary Clinton when compared to the men in the age group.

Sample Size: 600 completed telephone interviews among a random sample of likely Democratic primary voters living in Wisconsin (407 Democrats and 193 independents and Republicans).

Sample Dates: February 17-18, 2008

Margin of Error: ± 4 percentage points, 95% of the time, on questions where opinion is evenly split.

Forward!

George H. W. Bush's claim that he had the "Big Mo" after winning the Iowa caucus in 1980 was his artful recognition of the boost that winning provides campaigns. The concept of momentum is not new (see Mark 4:25, and even On, Wisconsin!) and it is difficult for non-winners to overcome because they have to win (ask Rudy Giuliani). The results from our surveys in Wisconsin demonstrate the impact of momentum in the Democratic race.

Our first survey in Wisconsin on February 6 and 7 had Hillary Clinton leading Barack Obama in the ballot question 50% to 41%. In that survey, 57% of likely Democratic primary voters said that

Clinton was the only candidate they would vote for in the primary or that they preferred her over the other candidates, and 28% said that Obama was the only candidate they would vote for in the primary or that they preferred Obama over the other candidates. Also in that survey, 17% of likely Democratic primary voters said they would never vote for Clinton and 9% said they would never vote for Obama.

In our final survey conducted February 17 and 18, 43% of likely Democratic primary voters said that Clinton was the only candidate they would vote for in the primary or that they preferred her over the other candidates, and 46% said that Obama was the only candidate they would voter for in the primary or that they preferred him over the other candidates. A total of 27% of likely Democratic primary voters said in this survey that they would never vote for Clinton and 15% said they would never vote for Obama.

During the course of the campaign in Wisconsin, Clinton lost 14 percentage points of strong support (close to a 25% drop) and Obama gained 18 percentage points of strong support (over a 64% increase). Also, Clinton's strong negative increased by 10 percentage points while Obama's increased by 6 percentage points. That is political momentum for Obama.

The results from the ballot question in the final survey reflect these shifts with Obama leading Clinton 52% to 42%, nearly reversing the results from the first survey.

The shifts began as white, working class men between the ages of 45 and 64 (and fitting the demographic profile of an Edwards voter in the early states) moved from saying Obama was acceptable to them, but not a favorite candidate, to saying they preferred Obama over the other candidates running. At the same time, these men began to also say that they would never vote for Clinton in the primary once Obama became their preferred candidate.

The sharp drop for Clinton came, however, when white, working class women between the ages of 45 and 64 switched from Clinton to Obama in the final days of the campaign. They know and like both candidates and they could switch back to Clinton (as women in this demographic group did in New Hampshire), but Obama's gains and Clinton's losses give the edge to Obama. That is the benefit of political momentum.

--Dick Bennett

	Wisconsin		
Republicans	Feb 6-7	Feb 15-16	Feb 17-18
Huckabee	4%	42%	43%
McCain	51%	46%	51%
Paul	7%	4%	3%
Romney	29%	ni	ni
Someone else	1%	1%	1%
Undecided	8%	7%	2%

John McCain leads Mike Huckabee 50% to 45% among Republicans and McCain leads Huckabee 54% to 38% among independents and Democrats likely to vote in the Republican primary. Huckabee leads McCain among men 53% to 42% (52% of likely Republican primary voters), while McCain leads Huckabee 61% to 33% among women.

Sample Size: 600 completed telephone interviews among a random sample of likely Republican primary voters living in Wisconsin (433 Republicans and 167 independents and Democrats).

Sample Dates: February 17-18, 2008

Margin of Error: ± 4 percentage points, 95% of the time, on questions where opinion is evenly split.