

## **Comparing Nomination Preferences of Dems and Dem Leaners By Race, Age, Region and Education**

Lots of experiments will take place in 2007 testing new methodologies to see if they can meet or exceed the standards for accuracy of the tried-and-true live interviewer methodology using alternative polling methodologies. One important test will aim to determine whether the internal breakdowns of alternative methodologies yield similar results and similar conclusions to what we learn from live interviewer polls. RT Strategies, which conducts live interviewer polls for *Cook Political Report*, cooperated with a leading online polling firm, YouGov America (formerly Polimetrix) to investigate.

YouGov America is the best choice for an online pollster with whom to compare results, because all “online polls” are *not* the same. YouGov America employs a sophisticated sampling and respondent-matching methodology, in concert with superior panel recruitment, to make it the only online poll that can deliver a true, randomly selected sample without resorting to the crushing expense of recruiting and then providing internet access to communities that are otherwise under-represented online, or by employing the statistical gymnastics of “propensity weighting” to mask that under-representation.

Two recent *Cook Political Report*/RT Strategies polls were combined to yield a healthy sample size of 790 Democrats and Democratic leaners from live interviewer polls conducted April 27-29 and May 11-13. During that same time span, and using a questionnaire identical to the questionnaire used in the *Cook Political Report*/RT Strategies polls, YouGov America interviewed a random selection of its online panelists that included 750 Democrats and Democratic leaners. The results follow.

### **Hillary Clinton scores less well online than she does in live interviewer polling.**

Overall, Clinton gets 32% in the combined *Cook Political Report*/RT Strategies polls, just 24% in the YouGov America online poll. The big differences: Among Baby-boomers and in the West, the online panelists were less likely than respondents to a live interviewer poll to make Clinton their first choice for the nomination. Hispanics online are much less likely than respondents on the phone to support Clinton.

### **Obama’s scores are very similar online to what he scores in live interviewer polls.**

Overall, Obama gets 24% with live interviewers, 23% online. Obama tends to score as well or better online among younger voters, much worse among the oldest voters, and not as well online among African-Americans as he does under the live interviewer methodology.

Cook Political Report/RT Strategies Live Interview Survey  
 April 27-29 and May 11-13, 2007  
 N= 790 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>White</u>	<u>Non-White</u>	<u>Hispanic</u>	<u>Black</u>
Clinton	32	30	35	44	34
Obama	24	20	34	18	40
Edwards	12	15	7	10	5
Gore	10	10	12	21	6
Biden	2	2	1	-	1
Richardson	3	3	4	3	4
Dodd	1	1	1	-	1
Kucinich	1	1	-	-	-
Gravel	1	1	-	-	-
Other/none/ Not sure	14	16	8	3	9

YouGov America Online Survey  
 May, 2007  
 N= 750 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>White</u>	<u>Hispanic</u>	<u>Black</u>
Clinton	24	23	27	32
Obama	23	21	19	35
Edwards	15	17	18	5
Gore	10	10	12	8
Biden	1	1	-	1
Richardson	2	2	6	-
Dodd	-	-	-	-
Kucinich	2	2	6	1
Gravel	-	1	1	-
Other/none/ Not sure	21	22	11	16

**Clinton scores online compared with live interviewers:**

**Overall -8;** Whites -7; Hispanics -17; African Americans -2.

**Obama scores online compared with live interviewers:**

**Overall -1;** Whites +1; Hispanics +1; African Americans -5.

Cook Political Report/RT Strategies Live Interview Survey  
 April 27-29 and May 11-13, 2007  
 N= 790 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>Men</u>	<u>Women</u>	<u>18-34</u>	<u>35-49</u>	<u>50-64</u>	<u>65 +</u>
Clinton	32	26	36	24	33	38	27
Obama	24	27	22	37	20	22	21
Edwards	12	16	10	12	14	11	12
Gore	10	10	11	16	11	7	9
Biden	2	2	1	-	2	2	2
Richardson	3	3	3	3	2	5	4
Dodd	1	2	1	-	1	-	3
Kucinich	1	1	-	-	1	1	-
Gravel	1	1	-	2	-	1	-
Other/none/ Not sure	14	11	17	6	15	13	22

YouGov America Online Survey  
 May, 2007  
 N= 750 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>Men</u>	<u>Women</u>	<u>18-29</u>	<u>30-44</u>	<u>45-64</u>	<u>65 +</u>
Clinton	24	18	29	23	27	24	23
Obama	23	24	23	38	26	20	11
Edwards	15	17	14	6	11	21	19
Gore	10	12	9	13	11	9	8
Biden	1	2	1	2	1	2	0
Richardson	2	4	1	1	2	2	5
Dodd	-	-	-	-	-	-	-
Kucinich	2	2	1	2	1	2	2
Gravel	-	1	-	1	-	1	-
Other/none/ Not sure	21	20	22	14	21	21	32

**Clinton scores online compared with live interviewers:**

**Overall -8;** Men -8; Women -7; Age breaks do not allow precise comparisons, but Clinton's scores are about the same with the youngest voters, a little lower with the oldest voters, and far lower among Baby Boomers online compared with live interviewer polls.

**Obama scores online compared with live interviewers:**

**Overall -1;** Men -3; Women +1; Age: Obama does better in the online poll among younger voters, worse among older voters online, compared with live interviewer polls.

Cook Political Report/RT Strategies Live Interview Survey  
 April 27-29 and May 11-13, 2007  
 N= 790 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>East</u>	<u>Midwest</u>	<u>South</u>	<u>West</u>	Less than <u>College</u>	<u>College +</u>
Clinton	32	35	28	28	37	36	26
Obama	24	17	29	27	24	22	28
Edwards	12	14	18	11	7	13	12
Gore	10	12	6	11	11	10	12
Biden	2	3	1	1	2	2	2
Richardson	3	1	3	4	5	3	4
Dodd	1	3	1	1	-	1	1
Kucinich	1	-	-	1	1	-	1
Gravel	1	1	-	1	1	-	1
Other/none/ Not sure	14	15	13	14	13	13	15

YouGov America Online Survey  
 May, 2007  
 N= 750 Dems and Dem Leaners

	All Dems and Dem <u>Leaners</u>	<u>East</u>	<u>Midwest</u>	<u>South</u>	<u>West</u>	Less than <u>College</u>	<u>College +</u>
Clinton	24	31	24	25	21	27	17
Obama	23	18	25	25	23	22	27
Edwards	15	13	12	20	14	14	17
Gore	10	9	11	8	10	9	11
Biden	1	2	1	1	1	1	2
Richardson	2	2	2	1	4	2	3
Dodd	-	-	-	-	-	-	-
Kucinich	2	3	1	2	1	2	2
Gravel	-	1	-	-	1	-	1
Other/none/ Not sure	21	22	23	19	26	22	19

**Clinton scores online compared with live interviewers:**

**Overall -8;** East -4; Midwest -4; South -3; West -16; Less-than-4-year-degree -9;  
 College or more -9.

**Obama scores online compared with live interviewers:**

**Overall -1;** East +1; Midwest -4; South -2; West -1; Less-than-4-year-degree the same  
 under either methodology; College or more -1.