



THE FELDMAN GROUP, INC.

February 18, 2008

TO: Interested Parties

FR: Roy Temple

RE: Results from survey of women Democratic primary voters in Ohio

While Ohio's women voters think highly of both of their choices in the upcoming Democratic Primary, Senator Hillary Clinton holds a substantial—14 point lead—over Senator Barack Obama among likely women voters in the Democratic primary election in Ohio, according to a recent survey conducted on behalf of the EMILY's List Women Vote Project.¹ Fifty-one (51 percent) of those voters support Senator Clinton compared to 37 percent who support Senator Obama, with 11 percent who remain undecided.

Among these women, likely to vote in the upcoming March 4th primary, 81 percent hold a favorable view of Senator Clinton (28 percent *very* favorable, 54 percent favorable, 13 percent total unfavorable) and 73 percent hold a favorable view of Senator Obama (23 percent *very* favorable, 51 percent favorable, 16 percent total unfavorable).

However, in the head to head match up, Senator Clinton maintains a 13 point advantage among those women who hold favorable views toward *both* candidates (49 percent indicate they will support Clinton, and 36 percent indicate they will support Obama).

Clinton's support is also stronger than Obama's support. Among Clinton voters, 69 percent say they are very certain that they will vote for Clinton. Among Obama voters, 59 percent say they are very certain that they will vote for Obama.

Women voters in Ohio are very pessimistic about the direction of the country and of the economy. Ninety (90) percent of these voters think the country is pretty seriously off on the wrong track, and 75 percent believe that the economy in their area is getting worse.

¹ These results are based on a sample of 400 women registered voters who have voted in at least one of the 2004 or 2006 Ohio Democratic Primaries. Calling was conducted February 9-17, 2008. Statewide results have a margin of error of +/- 5 percentage points. Results for sub-samples will have a larger margin of error.

Jobs and the economy, health care, and the war in Iraq are the top issue concerns among these women primary voters. A majority (53 percent) included jobs and the economy in their top two issues, while 45 percent cite health care, followed by 38 percent who indicate the war is a top concern.

The pessimism and economic anxiety combine to make these voters receptive to Senator Clinton's experience and solutions-focused message. Senator Clinton leads by 19 percent among those voters who choose jobs (54 percent for Clinton, 35 percent for Obama) and health care (53 percent for Clinton, 34 percent for Obama) as their top issue concerns, and she leads by 10 percent among those who cite the war in Iraq as a top concern (50 percent for Clinton, 40 percent for Obama).

Senator Clinton also fares well throughout the state with women voters. She leads among non-urban voters 57 percent to 31 percent for Obama, and among urban voters, she leads 48 percent to 39 percent for Obama.

Senator Clinton also maintains a substantial lead among those voters who are feeling the pressures of the economic downturn most acutely. She leads 62 percent to 26 percent among those women voters with no college education and leads 57 percent to 28 percent for Obama among union households.

In addition, women voters in Ohio rate Senator Clinton more highly than Senator Obama on a series of traits relating to the presidency (See Table 1 below). She has a 54 point advantage over Obama on having the experience to be president and a 24 point advantage on being a strong commander in chief. Voters also believe she shares their values (12 point Clinton advantage over Obama) and understands the financial stresses facing their family (12 point Clinton advantage).

Table 1: Traits				
Trait	Describes Clinton	Describes Obama	Describes Both	Clinton Advantage
Has the experience to be President	62	8	18	54
Would be a strong commander in Chief	43	19	29	24
Cares about children	32	10	51	22
Understands my life and shares my values	31	19	28	12
Understands the financial stresses facing my family	31	19	32	12
Stands up for the middle class	31	23	38	8
Has a strong vision for America's future	27	21	48	6
Will change the direction of the country	27	25	40	2

With just two weeks to go until the primary, Senator Clinton holds several key advantages that put her in a strong position for victory in Ohio. Voters think highly of both Senator Clinton and Senator Obama, but those who think highly of both support Senator Clinton by a substantial margin. Voters also perceive Senator Clinton as possessing important traits that prepare her to be President. In addition, the issue terrain, including serious concerns about jobs and the economy and health care, bolsters Clinton's chances for a strong finish in the March 4th Ohio Democratic Primary.

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