

WMUR / FOX News

New Hampshire Primary Tracking Poll

By: Andrew E. Smith, Ph.D.
UNH Survey Center
www.unh.edu/ipssr/survey-center

FOR RELEASE
January 30, 2000
4:00 P.M.
(603) 862-2226

GOP RACE TIGHTENS

Durham, NH – In the waning days of the New Hampshire campaign, George W. Bush has narrowed John McCain's lead. Al Gore maintains a solid lead over Bill Bradley

These findings are based on the WMUR / FOX News New Hampshire Primary Tracking Poll,* conducted by the University of New Hampshire Survey Center. Eight hundred, twenty-seven (827) likely New Hampshire primary voters were interviewed between January 26 and January 29, 2000; 487 likely Republican primary voters and 340 likely Democratic primary voters. The potential sampling error for the survey is $\pm 3.4\%$, the sampling error for the Republican sub-sample is $\pm 4\%$ and $\pm 5\%$ for the Democratic sub-sample.

Republican Primary

George W. Bush has managed to close the gap with John McCain in the final days of the New Hampshire primary campaign. In the most recent WMUR / FOX News tracking poll, 38% of likely Republican primary voters say they plan to vote for McCain, 35% say they will vote for Bush, 15% say they will vote for Steve Forbes, 9% say they will vote for Alan Keyes, less than 1% say they will vote for Gary Bauer, 1% favor other candidates, and 2% are undecided. The three percentage point gap between Bush and McCain stood at 8% in yesterday's WMUR / FOX News tracking poll.

Bush's increase has come largely from registered Republicans who are increasingly breaking for Bush. In the most recent poll, 44% of registered Republicans say they will vote for Bush, 29% say they will vote for McCain, 14% will vote for Forbes, and 10% will vote for Keyes. In earlier tracking polls, Bush has been averaging a slim 3% lead over McCain among registered Republicans.

McCain continues to lead Bush among "independents", those undeclared voters who plan to vote in the Republican primary. Currently, 54% of these independents say they will vote for McCain, 18% will vote for Bush, 16% will vote for Forbes, and 7% will vote for Keyes. McCain has consistently received more than 50% of the independent vote in tracking polls.

Turnout will be critical in the Republican primary and both Bush and McCain have been working very hard to make sure their supporters turn out and vote. Bush has somewhat of an edge in turnout because registered Republicans, among whom Bush is leading, historically have voted at a much higher rate than independents. Because of this historical trend, McCain will have to see very high turnout among independents to overcome Bush's turnout advantage.

Democratic Primary

In the Democratic race, Al Gore is maintaining his lead over Bill Bradley. Currently, 53% of likely Democratic primary voters say they will vote for Gore, 42% will vote for Bradley, and 4% remain undecided.

Gore leads Bradley 56% to 39% among registered Democrats. The two Democrats are tied among undeclared voters who plan to vote in the Democratic primary.

Gore has the advantage in turnout as well because registered Democrats, like registered Republicans, have historically voted at higher rates than independents.

Independents

Undeclared voters, or "independents" can vote in either primary, but a more plan to vote in the Republican primary than in the Democratic primary. Currently, 64% of the independent voters who will vote Tuesday say they will vote in the Republican primary and 38% will vote in the Democratic primary.

* We ask users to properly attribute this copyrighted information to the "WMUR / FOX News New Hampshire Primary Tracking Poll," conducted by the University of New Hampshire Survey Center. The UNH Survey Center will conduct daily tracking until January 30, 2000. The tracking poll results will be reported each day.

NH Republican Primary

| | <u>Bauer</u> | <u>Bush</u> | <u>Forbes</u> | <u>Hatch*</u> | <u>Keyes</u> | <u>McCain</u> | <u>Und.</u> | <u>(N)</u> |
|-----------------------------------|---------------------|--------------------|----------------------|----------------------|---------------------|----------------------|--------------------|-------------------|
| January 26-29 (Latest) | 0% | 35% | 15% | -- | 9% | 38% | 2% | 487 |
| January 25-28 | 1% | 33% | 16% | -- | 8% | 41% | 2% | 495 |
| January 24-27 | 0% | 33% | 15% | -- | 9% | 40% | 2% | 508 |
| January 23-26 | 0% | 33% | 14% | -- | 9% | 41% | 3% | 520 |
| January 22-25 | 1% | 32% | 13% | -- | 8% | 43% | 2% | 521 |
| January 21-24 | 1% | 35% | 12% | 0% | 8% | 40% | 3% | 419 |
| January 20-23 | 1% | 37% | 12% | 1% | 8% | 38% | 3% | 381 |
| <u>Registration Status</u> | | | | | | | | |
| Undeclared | 1 | 18 | 16 | -- | 7 | 54 | 2 | |
| Registered Republican | 0 | 44 | 14 | -- | 10 | 29 | 2 | |

* Withdrew 1/26/00

NH Democratic Primary

| | <u>Bradley</u> | <u>Gore</u> | <u>Other</u> | <u>Undecided</u> | <u>(N)</u> |
|-----------------------------------|-----------------------|--------------------|---------------------|-------------------------|-------------------|
| January 26-29 (Latest) | 42% | 53% | 0% | 4% | 340 |
| January 25-28 | 42% | 54% | 1% | 4% | 346 |
| January 24-27 | 41% | 54% | 0% | 4% | 394 |
| January 23-26 | 42% | 53% | 0% | 4% | 406 |
| January 22-25 | 44% | 50% | 0% | 5% | 393 |
| January 21-24 | 42% | 52% | 0% | 6% | 338 |
| January 20-23 | 41% | 50% | 1% | 8% | 280 |
| <u>Registration Status</u> | | | | | |
| Registered Democrat | 39 | 56 | 0 | 4 | |
| Undeclared | 47 | 48 | 0 | 5 | |

NH GOP Primary

| | <u>Bauer</u> | <u>Bush</u> | <u>Forbes</u> | <u>Keyes</u> | <u>McCain</u> | <u>Other</u> | <u>DK</u> |
|-------------------------------|--------------|-------------|---------------|--------------|---------------|--------------|-----------|
| January 20-23 | 1% | 37% | 12% | 8% | 38% | 1% | 3% |
| January 21-24 | 1 | 35 | 12 | 8 | 40 | 0 | 3 |
| January 22-25 | 1 | 32 | 13 | 8 | 43 | 0 | 2 |
| January 23-26 | 0 | 33 | 14 | 9 | 41 | 0 | 3 |
| January 24-27 | 0 | 33 | 15 | 9 | 40 | 0 | 2 |
| January 25-28 | 1 | 33 | 16 | 8 | 41 | 0 | 2 |
| January 26-29 (Latest) | 0 | 35 | 15 | 9 | 38 | 1 | 2 |
| Undeclared | 1 | 18 | 16 | 7 | 54 | 1 | 2 |
| Registered Republican | 0 | 44 | 14 | 10 | 29 | 1 | 2 |
| Independent or Democrat | 1 | 14 | 18 | 7 | 61 | 0 | 0 |
| Lean Republican | 1 | 24 | 18 | 10 | 42 | 2 | 4 |
| Not so strong Republican | 1 | 46 | 13 | 7 | 30 | 0 | 3 |
| Strong Republican | 0 | 49 | 13 | 11 | 26 | 1 | 1 |
| Clinton - Favorable | 1 | 24 | 15 | 6 | 53 | 0 | 2 |
| Neither | 0 | 27 | 22 | 6 | 41 | 0 | 3 |
| Clinton - Unfavorable | 0 | 39 | 14 | 10 | 34 | 1 | 2 |
| Primary-extremely interested | 0 | 34 | 14 | 13 | 38 | 0 | 1 |
| Very interested | 0 | 37 | 15 | 7 | 38 | 1 | 2 |
| Somewhat interested | 1 | 31 | 17 | 7 | 40 | 1 | 2 |
| May vote | 0 | 43 | 8 | 5 | 44 | 0 | 0 |
| Will vote unless emergency | 3 | 30 | 21 | 8 | 37 | 0 | 1 |
| Will definitely vote | 0 | 35 | 14 | 9 | 38 | 1 | 2 |
| 18 to 29 | 0 | 29 | 23 | 18 | 28 | 0 | 2 |
| 30 to 45 | 1 | 35 | 14 | 9 | 37 | 1 | 3 |
| 46 to 64 | 0 | 34 | 13 | 10 | 41 | 1 | 2 |
| 65 and over | 0 | 38 | 18 | 4 | 39 | 1 | 0 |
| Male | 0 | 31 | 18 | 9 | 40 | 0 | 1 |
| Female | 1 | 39 | 12 | 9 | 36 | 2 | 2 |
| High school or less | 1 | 44 | 21 | 9 | 24 | 1 | 1 |
| Some college | 0 | 36 | 16 | 9 | 36 | 2 | 2 |
| College graduate | 0 | 28 | 12 | 7 | 50 | 0 | 3 |
| Post-graduate | 0 | 31 | 8 | 14 | 44 | 0 | 2 |
| Less than \$25,000 | 2 | 57 | 15 | 5 | 14 | 4 | 4 |
| \$25,000 to \$49,999 | 0 | 32 | 19 | 11 | 37 | 0 | 0 |
| \$50,000 to \$74,999 | 0 | 28 | 20 | 9 | 38 | 1 | 4 |
| \$75,000 to \$99,999 | 0 | 43 | 10 | 5 | 41 | 0 | 2 |
| \$100,000 or more | 0 | 29 | 7 | 10 | 55 | 0 | 0 |
| Lived in NH 5 yrs or less | 1 | 35 | 5 | 7 | 51 | 2 | 0 |
| 6 to 10 years | 0 | 30 | 15 | 13 | 42 | 0 | 0 |
| 11 to 20 years | 0 | 31 | 10 | 12 | 43 | 1 | 3 |
| More than 20 years | 0 | 36 | 19 | 8 | 33 | 0 | 2 |
| North West Central NH | 0 | 34 | 8 | 9 | 48 | 0 | 2 |
| Western NH | 0 | 38 | 17 | 10 | 32 | 0 | 4 |
| Central/Lakes | 0 | 35 | 12 | 10 | 40 | 1 | 2 |
| Hillsborough County | 1 | 34 | 23 | 5 | 35 | 0 | 3 |
| Seacoast | 1 | 35 | 12 | 12 | 39 | 1 | 1 |

NH GOP Primary

| | <u>Bauer</u> | <u>Bush</u> | <u>Forbes</u> | <u>Keyes</u> | <u>McCain</u> | <u>Other</u> | <u>DK</u> |
|-------------------------------|--------------|-------------|---------------|--------------|---------------|--------------|-----------|
| | 1% | 37% | 12% | 8% | 38% | 1% | 3% |
| January 20-23 | | | | | | | |
| January 21-24 | 1 | 35 | 12 | 8 | 40 | 0 | 3 |
| January 22-25 | 1 | 32 | 13 | 8 | 43 | 0 | 2 |
| January 23-26 | 0 | 33 | 14 | 9 | 41 | 0 | 3 |
| January 24-27 | 0 | 33 | 15 | 9 | 40 | 0 | 2 |
| January 25-28 | 1 | 33 | 16 | 8 | 41 | 0 | 2 |
| January 26-29 (Latest) | 0 | 35 | 15 | 9 | 38 | 1 | 2 |

Most Important Issue

| | | | | | | | |
|-------------------------|---|----|----|----|----|---|---|
| Economy | 0 | 36 | 11 | 6 | 44 | 0 | 4 |
| Health care | 0 | 44 | 9 | 7 | 37 | 2 | 2 |
| Social Security | 0 | 30 | 14 | 5 | 51 | 0 | 0 |
| Campaign finance reform | 0 | 0 | 8 | 0 | 85 | 7 | 0 |
| Education | 1 | 48 | 6 | 2 | 40 | 0 | 2 |
| Morality | 2 | 30 | 12 | 26 | 27 | 0 | 2 |
| Foreign policy | 0 | 31 | 10 | 3 | 57 | 0 | 0 |
| Taxes | 0 | 38 | 30 | 5 | 25 | 1 | 1 |
| Gun control | 0 | 27 | 20 | 30 | 19 | 0 | 4 |
| Abortion | 0 | 23 | 21 | 24 | 32 | 0 | 0 |

Candidate Quality

| | | | | | | | |
|--------------------------------|---|----|----|----|----|---|---|
| Stands up for beliefs | 0 | 23 | 17 | 11 | 46 | 1 | 1 |
| Understands complex issues | 0 | 24 | 21 | 4 | 47 | 4 | 0 |
| Best chance to win in Nov. | 0 | 86 | 0 | 0 | 14 | 0 | 0 |
| Represents conservative issues | 4 | 31 | 28 | 22 | 12 | 0 | 2 |
| Strong decisive leader | 0 | 40 | 7 | 6 | 44 | 0 | 3 |
| Cares about average American | 0 | 36 | 18 | 6 | 36 | 2 | 2 |
| Right experience | 0 | 47 | 5 | 5 | 41 | 0 | 2 |

**Likely Republican Primary Voters
Second Choice**

| | <u>Bush</u> | <u>Forbes</u> | <u>McCain</u> | <u>Bradley</u> | <u>Gore</u> | <u>Other</u> | <u>DK</u> |
|-------------------------------|-------------|---------------|---------------|----------------|-------------|--------------|-----------|
| January 20-23 | 30% | 16% | 27% | 5% | 5% | 15% | 3% |
| January 21-24 | 31 | 18 | 25 | 5 | 6 | 14 | 3 |
| January 22-25 | 32 | 17 | 23 | 5 | 7 | 12 | 4 |
| January 23-26 | 30 | 17 | 24 | 5 | 7 | 13 | 4 |
| January 24-27 | 30 | 18 | 22 | 7 | 7 | 13 | 4 |
| January 25-28 | 30 | 17 | 22 | 8 | 7 | 12 | 3 |
| January 26-29 (Latest) | 30 | 17 | 24 | 9 | 5 | 13 | 3 |

First Choice

| | | | | | | | |
|--------|----|----|----|----|---|----|---|
| Bauer | 0 | 0 | 67 | 0 | 0 | 33 | 0 |
| Bush | 0 | 24 | 52 | 4 | 4 | 14 | 1 |
| Forbes | 38 | 0 | 27 | 5 | 4 | 21 | 5 |
| Keyes | 27 | 45 | 15 | 3 | 0 | 10 | 0 |
| McCain | 56 | 12 | 0 | 17 | 6 | 8 | 0 |

**Likely Republican Primary Voters
Certainty of Vote**

| | <u>Certain</u> | <u>May Change Mind</u> | <u>Don't Know</u> |
|-------------------------------|----------------|----------------------------|-----------------------|
| January 20-23 | 67% | 33% | 0% |
| January 21-24 | 67 | 31 | 2 |
| January 22-25 | 66 | 32 | 2 |
| January 23-26 | 66 | 32 | 2 |
| January 24-27 | 66 | 32 | 1 |
| January 25-28 | 67 | 31 | 2 |
| January 26-29 (Latest) | 68 | 30 | 2 |

GOP Candidate Favored

| | | | |
|--------|----|----|---|
| Bauer | 33 | 67 | 0 |
| Bush | 72 | 28 | 0 |
| Forbes | 68 | 32 | 0 |
| Keyes | 54 | 46 | 0 |
| McCain | 73 | 27 | 0 |

**Most Important Issue
Likely Republican Primary Voters**

| | <u>Economy</u> | <u>Health Care</u> | <u>Soc. Sec.</u> | <u>Educ.</u> | <u>Morality</u> | <u>Taxes</u> | <u>Other</u> |
|-------------------------------|----------------|--------------------|------------------|--------------|-----------------|--------------|--------------|
| January 20-23 | 15% | 14% | 12% | 9% | 11% | 21% | 19% |
| January 21-24 | 13 | 13 | 11 | 9 | 12 | 20 | 22 |
| January 22-25 | 13 | 14 | 11 | 9 | 14 | 19 | 20 |
| January 23-26 | 11 | 13 | 11 | 10 | 14 | 18 | 22 |
| January 24-27 | 12 | 14 | 11 | 11 | 14 | 18 | 21 |
| January 25-28 | 14 | 16 | 12 | 10 | 12 | 18 | 19 |
| January 26-29 (Latest) | 14 | 14 | 10 | 11 | 12 | 20 | 19 |
| Bauer | 0 | 0 | 0 | 33 | 67 | 0 | 0 |
| Bush | 14 | 18 | 9 | 16 | 10 | 22 | 12 |
| Forbes | 10 | 8 | 10 | 4 | 9 | 40 | 18 |
| Keyes | 9 | 11 | 6 | 3 | 33 | 10 | 29 |
| McCain | 16 | 14 | 14 | 12 | 8 | 13 | 23 |
| Undeclared | 14 | 16 | 11 | 11 | 11 | 15 | 23 |
| Registered Republican | 14 | 13 | 10 | 12 | 12 | 23 | 16 |
| Independent or Democrat | 14 | 18 | 14 | 16 | 8 | 15 | 15 |
| Lean Republican | 13 | 16 | 8 | 6 | 13 | 14 | 29 |
| Not so strong Republican | 15 | 18 | 7 | 20 | 12 | 20 | 8 |
| Strong Republican | 14 | 9 | 11 | 7 | 12 | 27 | 20 |
| Clinton - Favorable | 15 | 20 | 14 | 21 | 6 | 14 | 10 |
| Neither | 16 | 20 | 19 | 22 | 2 | 7 | 14 |
| Clinton - Unfavorable | 14 | 11 | 8 | 7 | 14 | 23 | 22 |
| May vote | 7 | 17 | 18 | 27 | 5 | 18 | 8 |
| Will vote unless emergency | 15 | 16 | 11 | 11 | 9 | 25 | 12 |
| Will definitely vote | 14 | 13 | 10 | 11 | 12 | 19 | 20 |
| 18 to 29 | 11 | 6 | 4 | 20 | 20 | 28 | 12 |
| 30 to 45 | 14 | 14 | 6 | 15 | 8 | 27 | 16 |
| 46 to 64 | 16 | 14 | 13 | 9 | 12 | 18 | 19 |
| 65 and over | 11 | 17 | 15 | 7 | 16 | 10 | 24 |
| Male | 18 | 9 | 9 | 8 | 12 | 24 | 20 |
| Female | 10 | 19 | 11 | 15 | 11 | 17 | 17 |
| High school or less | 12 | 19 | 14 | 9 | 11 | 18 | 17 |
| Some college | 16 | 9 | 9 | 13 | 14 | 23 | 16 |
| College graduate | 16 | 14 | 10 | 12 | 10 | 19 | 19 |
| Post-graduate | 10 | 15 | 6 | 11 | 12 | 21 | 24 |
| Less than \$25,000 | 22 | 15 | 20 | 9 | 18 | 5 | 11 |
| \$25,000 to \$49,999 | 12 | 9 | 9 | 15 | 13 | 20 | 22 |
| \$50,000 to \$74,999 | 13 | 13 | 6 | 10 | 6 | 28 | 23 |
| \$75,000 to \$99,999 | 12 | 16 | 14 | 18 | 11 | 14 | 15 |
| \$100,000 or more | 22 | 17 | 7 | 6 | 8 | 21 | 18 |
| Lived in NH 5 yrs or less | 19 | 16 | 4 | 9 | 10 | 21 | 22 |
| 6 to 10 years | 16 | 24 | 9 | 12 | 5 | 9 | 26 |
| 11 to 20 years | 14 | 17 | 10 | 13 | 10 | 19 | 16 |
| More than 20 years | 13 | 11 | 12 | 12 | 14 | 22 | 17 |

**Important Candidate Qualities
Likely Republican Primary Voters**

| | <u>Stands for Beliefs</u> | <u>Knows Complex Issues</u> | <u>Best Chance to Win</u> | <u>Rep. Conser. Issues</u> | <u>Strong Leader</u> | <u>Cares Avg. Amer.</u> | <u>Right Exper.</u> | <u>DK</u> |
|-------------------------------|-----------------------------------|-------------------------------------|-----------------------------------|------------------------------------|--------------------------|---------------------------------|-------------------------|-----------|
| January 20-23 | 38% | 8% | 5% | 13% | 17% | 10% | 8% | 2% |
| January 21-24 | 39 | 8 | 6 | 12 | 15 | 11 | 8 | 1 |
| January 22-25 | 37 | 8 | 6 | 13 | 14 | 12 | 8 | 2 |
| January 23-26 | 38 | 6 | 5 | 13 | 14 | 12 | 9 | 2 |
| January 24-27 | 38 | 7 | 5 | 11 | 14 | 12 | 11 | 2 |
| January 25-28 | 36 | 8 | 4 | 12 | 16 | 12 | 10 | 2 |
| January 26-29 (Latest) | 35 | 7 | 4 | 12 | 18 | 12 | 11 | 2 |
| Bauer | 0 | 0 | 0 | 100 | 0 | 0 | 0 | 0 |
| Bush | 24 | 5 | 10 | 10 | 21 | 13 | 15 | 3 |
| Forbes | 40 | 10 | 0 | 22 | 9 | 14 | 4 | 2 |
| Keyes | 42 | 3 | 0 | 28 | 11 | 7 | 6 | 3 |
| McCain | 42 | 8 | 1 | 4 | 21 | 11 | 12 | 1 |
| Undeclared | 33 | 8 | 1 | 9 | 19 | 14 | 13 | 3 |
| Registered Republican | 36 | 7 | 5 | 13 | 17 | 11 | 10 | 1 |
| Independent or Democrat | 37 | 8 | 1 | 4 | 17 | 19 | 14 | 1 |
| Lean Republican | 33 | 8 | 1 | 11 | 22 | 12 | 12 | 1 |
| Not so strong Republican | 36 | 7 | 2 | 11 | 24 | 10 | 8 | 1 |
| Strong Republican | 34 | 6 | 8 | 17 | 14 | 8 | 11 | 2 |
| Clinton - Favorable | 41 | 9 | 1 | 6 | 12 | 15 | 15 | 1 |
| Neither | 32 | 0 | 0 | 12 | 26 | 10 | 16 | 3 |
| Clinton - Unfavorable | 33 | 7 | 5 | 13 | 18 | 12 | 10 | 2 |
| May vote | 30 | 5 | 0 | 18 | 8 | 30 | 10 | 0 |
| Will vote unless emergency | 32 | 7 | 3 | 10 | 21 | 14 | 12 | 1 |
| Will definitely vote | 35 | 7 | 4 | 12 | 17 | 12 | 11 | 2 |
| 18 to 29 | 39 | 0 | 2 | 23 | 16 | 13 | 6 | 0 |
| 30 to 45 | 34 | 9 | 1 | 10 | 17 | 14 | 12 | 2 |
| 46 to 64 | 34 | 8 | 6 | 10 | 20 | 12 | 10 | 1 |
| 65 and over | 36 | 5 | 4 | 14 | 15 | 8 | 14 | 4 |
| Male | 31 | 8 | 6 | 13 | 21 | 11 | 9 | 1 |
| Female | 39 | 6 | 1 | 10 | 14 | 14 | 13 | 3 |
| High school or less | 31 | 9 | 2 | 14 | 12 | 17 | 14 | 2 |
| Some college | 32 | 8 | 6 | 10 | 20 | 10 | 12 | 1 |
| College graduate | 38 | 6 | 2 | 13 | 19 | 12 | 8 | 2 |
| Post-graduate | 40 | 5 | 7 | 7 | 21 | 6 | 12 | 2 |
| Less than \$25,000 | 28 | 4 | 4 | 16 | 17 | 10 | 19 | 4 |
| \$25,000 to \$49,999 | 38 | 2 | 3 | 14 | 15 | 18 | 9 | 1 |
| \$50,000 to \$74,999 | 30 | 9 | 4 | 13 | 13 | 12 | 17 | 0 |
| \$75,000 to \$99,999 | 36 | 7 | 8 | 5 | 25 | 10 | 9 | 0 |
| \$100,000 or more | 29 | 13 | 6 | 13 | 25 | 6 | 8 | 0 |
| Lived in NH 5 yrs or less | 32 | 12 | 6 | 13 | 19 | 12 | 7 | 0 |
| 6 to 10 years | 39 | 7 | 5 | 10 | 18 | 12 | 8 | 0 |
| 11 to 20 years | 49 | 7 | 2 | 7 | 15 | 8 | 12 | 0 |
| More than 20 years | 29 | 6 | 4 | 13 | 18 | 14 | 12 | 3 |

NH Democratic Primary

| | <u>Bradley</u> | <u>Gore</u> | <u>Other</u> | <u>Undecided</u> |
|-------------------------------|----------------|-------------|--------------|------------------|
| January 20-23 | 41% | 50% | 1% | 8% |
| January 21-24 | 42 | 52 | 0 | 6 |
| January 22-25 | 44 | 50 | 0 | 5 |
| January 23-26 | 42 | 53 | 0 | 4 |
| January 24-27 | 41 | 54 | 0 | 4 |
| January 25-28 | 42 | 54 | 1 | 4 |
| January 26-29 (Latest) | 42 | 53 | 0 | 4 |
| Registered Democrat | 39 | 56 | 0 | 4 |
| Undeclared | 47 | 48 | 0 | 5 |
| Strong Democrat | 37 | 58 | 0 | 5 |
| Not so strong Democrat | 34 | 65 | 1 | 0 |
| Lean Democrat | 51 | 45 | 0 | 4 |
| Independent or Republican | 52 | 42 | 0 | 6 |
| Clinton - Favorable | 35 | 61 | 0 | 4 |
| Neither | 37 | 45 | 0 | 18 |
| Clinton - Unfavorable | 64 | 35 | 0 | 1 |
| Primary-extremely interested | 46 | 50 | 0 | 5 |
| Very interested | 40 | 55 | 0 | 4 |
| Somewhat interested | 40 | 57 | 0 | 3 |
| May vote | 38 | 60 | 0 | 2 |
| Will vote unless emergency | 40 | 55 | 1 | 4 |
| Will definitely vote | 43 | 53 | 0 | 4 |
| 18 to 29 | 37 | 63 | 0 | 0 |
| 30 to 45 | 42 | 54 | 1 | 3 |
| 46 to 64 | 47 | 48 | 0 | 5 |
| 65 and over | 35 | 61 | 0 | 5 |
| Male | 42 | 56 | 0 | 2 |
| Female | 42 | 52 | 0 | 6 |
| High school or less | 31 | 67 | 0 | 2 |
| Some college | 48 | 46 | 0 | 7 |
| College graduate | 50 | 44 | 0 | 6 |
| Post-graduate | 38 | 59 | 1 | 2 |
| Less than \$25,000 | 47 | 47 | 0 | 7 |
| \$25,000 to \$49,999 | 37 | 62 | 0 | 1 |
| \$50,000 to \$74,999 | 45 | 49 | 0 | 6 |
| \$75,000 to \$99,999 | 43 | 49 | 0 | 8 |
| \$100,000 or more | 51 | 49 | 0 | 0 |
| Lived in NH 5 yrs or less | 44 | 53 | 2 | 2 |
| 6 to 10 years | 49 | 48 | 0 | 4 |
| 11 to 20 years | 47 | 46 | 0 | 7 |
| More than 20 years | 38 | 58 | 0 | 4 |
| North West Central NH | 36 | 62 | 0 | 2 |
| Western NH | 49 | 47 | 0 | 5 |
| Central/Lakes | 41 | 52 | 1 | 6 |
| Hillsborough County | 40 | 58 | 0 | 3 |
| Seacoast | 48 | 47 | 0 | 6 |

NH Democratic Primary

| | <u>Bradley</u> | <u>Gore</u> | <u>Other</u> | <u>Undecided</u> |
|-------------------------------|----------------|-------------|--------------|------------------|
| January 20-23 | 41% | 50% | 1% | 8% |
| January 21-24 | 42 | 52 | 0 | 6 |
| January 22-25 | 44 | 50 | 0 | 5 |
| January 23-26 | 42 | 53 | 0 | 4 |
| January 24-27 | 41 | 54 | 0 | 4 |
| January 25-28 | 42 | 54 | 1 | 4 |
| January 26-29 (Latest) | 42 | 53 | 0 | 4 |

Most Important Issue

| | | | | |
|-------------------------|----|----|---|----|
| Economy | 45 | 50 | 0 | 4 |
| Health care | 48 | 49 | 0 | 3 |
| Social Security | 28 | 65 | 0 | 8 |
| Campaign finance reform | 56 | 35 | 0 | 9 |
| Education | 36 | 61 | 0 | 3 |
| Morality | 68 | 32 | 0 | 0 |
| Foreign policy | 41 | 59 | 0 | 0 |
| Taxes | 13 | 81 | 6 | 0 |
| Gun control | 38 | 50 | 0 | 12 |
| Abortion | 44 | 56 | 0 | 0 |

Candidate Quality

| | | | | |
|-----------------------------|----|----|---|----|
| Strong/decisive leader | 39 | 58 | 1 | 2 |
| New ideas | 59 | 30 | 0 | 11 |
| Not typical politician | 82 | 13 | 0 | 5 |
| Right experience | 11 | 89 | 0 | 0 |
| Best chance to win in Nov. | 39 | 61 | 0 | 0 |
| Stands up for what believes | 57 | 37 | 0 | 6 |
| Loyal Democrat | 15 | 85 | 0 | 0 |

**Likely Democratic Primary Voters
Second Choice**

| | <u>McCain</u> | <u>Bradley</u> | <u>Gore</u> | <u>Other</u> | <u>DK</u> |
|-------------------------------|---------------|----------------|-------------|--------------|-----------|
| January 20-23 | 29% | 28% | 23% | 13% | 7% |
| January 21-24 | 30 | 29 | 23 | 11 | 6 |
| January 22-25 | 27 | 31 | 27 | 10 | 6 |
| January 23-26 | 25 | 34 | 27 | 9 | 6 |
| January 24-27 | 26 | 32 | 24 | 12 | 6 |
| January 25-28 | 28 | 32 | 22 | 13 | 5 |
| January 26-29 (Latest) | 31 | 30 | 20 | 14 | 5 |

First Choice

| | | | | | |
|---------|----|----|----|----|---|
| Bradley | 44 | 0 | 44 | 11 | 1 |
| Gore | 21 | 59 | 1 | 18 | 1 |

**Likely Democratic Primary Voters
Certainty of Vote**

| | <u>Certain</u> | <u>May Change Mind</u> | <u>Don't Know</u> |
|-------------------------------|----------------|----------------------------|-----------------------|
| January 20-23 | 72% | 28% | 0% |
| January 21-24 | 69 | 28 | 4 |
| January 22-25 | 69 | 28 | 3 |
| January 23-26 | 71 | 26 | 3 |
| January 24-27 | 71 | 26 | 2 |
| January 25-28 | 71 | 26 | 3 |
| January 26-29 (Latest) | 72 | 25 | 3 |

DEM Candidate Favored

| | | | |
|---------|----|----|---|
| Bradley | 73 | 27 | 0 |
| Gore | 77 | 23 | 0 |

**Most Important Issue
Likely Democratic Primary Voters**

| | <u>Economy</u> | <u>Health Care</u> | <u>Soc. Sec.</u> | <u>Camp. Finan.</u> | <u>Educ.</u> | <u>Other</u> |
|-------------------------------|----------------|--------------------|------------------|---------------------|--------------|--------------|
| January 20-23 | 10% | 33% | 15% | 5% | 20% | 17% |
| January 21-24 | 9 | 31 | 16 | 5 | 20 | 18 |
| January 22-25 | 10 | 30 | 15 | 4 | 22 | 18 |
| January 23-26 | 10 | 30 | 15 | 4 | 21 | 21 |
| January 24-27 | 13 | 30 | 14 | 3 | 21 | 19 |
| January 25-28 | 13 | 33 | 12 | 4 | 22 | 17 |
| January 26-29 (Latest) | 15 | 34 | 10 | 5 | 17 | 19 |
| Bradley | 16 | 39 | 7 | 6 | 15 | 17 |
| Gore | 14 | 30 | 12 | 3 | 20 | 20 |
| Undecided | 15 | 28 | 19 | 10 | 14 | 14 |
| Registered Democrat | 14 | 32 | 11 | 5 | 18 | 20 |
| Undeclared | 15 | 39 | 10 | 3 | 16 | 17 |
| Strong Democrat | 14 | 33 | 7 | 5 | 19 | 22 |
| Not so strong Democrat | 15 | 40 | 12 | 1 | 16 | 17 |
| Lean Democrat | 12 | 30 | 12 | 7 | 21 | 17 |
| Independent or Republican | 19 | 36 | 13 | 5 | 9 | 18 |
| Clinton - Favorable | 16 | 31 | 10 | 6 | 19 | 18 |
| Neither | 7 | 41 | 13 | 3 | 9 | 27 |
| Clinton - Unfavorable | 13 | 42 | 9 | 3 | 15 | 18 |
| May vote | 21 | 21 | 17 | 2 | 19 | 21 |
| Will vote unless emergency | 20 | 18 | 12 | 7 | 27 | 17 |
| Will definitely vote | 13 | 38 | 10 | 4 | 15 | 19 |
| 18 to 29 | 19 | 18 | 0 | 5 | 40 | 18 |
| 30 to 45 | 15 | 31 | 6 | 5 | 21 | 22 |
| 46 to 64 | 19 | 38 | 11 | 5 | 14 | 13 |
| 65 and over | 0 | 40 | 24 | 3 | 8 | 26 |
| Male | 23 | 32 | 10 | 7 | 15 | 12 |
| Female | 9 | 35 | 10 | 4 | 19 | 23 |
| High school or less | 10 | 37 | 18 | 0 | 17 | 17 |
| Some college | 16 | 27 | 15 | 3 | 17 | 23 |
| College graduate | 19 | 39 | 8 | 5 | 14 | 16 |
| Post-graduate | 13 | 34 | 2 | 10 | 21 | 21 |
| Less than \$25,000 | 3 | 41 | 21 | 0 | 19 | 16 |
| \$25,000 to \$49,999 | 14 | 39 | 13 | 4 | 10 | 20 |
| \$50,000 to \$74,999 | 22 | 34 | 10 | 4 | 15 | 16 |
| \$75,000 to \$99,999 | 18 | 25 | 5 | 11 | 28 | 13 |
| \$100,000 or more | 14 | 30 | 4 | 6 | 27 | 19 |
| Lived in NH 5 yrs or less | 19 | 28 | 9 | 9 | 17 | 18 |
| 6 to 10 years | 16 | 32 | 4 | 7 | 14 | 28 |
| 11 to 20 years | 16 | 32 | 5 | 7 | 16 | 24 |
| More than 20 years | 12 | 38 | 15 | 2 | 19 | 15 |

**Top 3 Most Important Issues
Likely Democratic Primary Voters**

| | <u>Economy</u> | <u>Health Care</u> | <u>Soc. Sec.</u> | <u>Camp. Finan.</u> | <u>Educ.</u> | <u>Other</u> |
|-------------------------------|----------------|--------------------|------------------|---------------------|--------------|--------------|
| January 24-27 | 35% | 69% | 49% | 13% | 57% | 74% |
| January 25-28 | 33 | 73 | 44 | 12 | 58 | 74 |
| January 26-29 (Latest) | 33 | 72 | 42 | 13 | 54 | 79 |
| Bradley | 35 | 71 | 33 | 21 | 49 | 87 |
| Gore | 33 | 75 | 48 | 8 | 58 | 72 |
| Undecided | 15 | 46 | 61 | 15 | 66 | 88 |
| Registered Democrat | 31 | 74 | 42 | 16 | 56 | 76 |
| Undeclared | 36 | 69 | 44 | 7 | 51 | 85 |
| Strong Democrat | 27 | 79 | 38 | 18 | 60 | 75 |
| Not so strong Democrat | 38 | 75 | 52 | 4 | 52 | 73 |
| Lean Democrat | 32 | 58 | 39 | 17 | 54 | 91 |
| Independent or Republican | 39 | 76 | 47 | 9 | 45 | 81 |
| Clinton - Favorable | 36 | 72 | 42 | 16 | 53 | 70 |
| Neither | 29 | 79 | 60 | 6 | 52 | 73 |
| Clinton - Unfavorable | 24 | 69 | 34 | 8 | 56 | 107 |
| May vote | 42 | 62 | 43 | 4 | 54 | 93 |
| Will vote unless emergency | 38 | 70 | 40 | 8 | 60 | 80 |
| Will definitely vote | 31 | 73 | 42 | 15 | 53 | 78 |
| 18 to 29 | 33 | 39 | 27 | 11 | 71 | 110 |
| 30 to 45 | 36 | 75 | 33 | 8 | 60 | 81 |
| 46 to 64 | 37 | 73 | 43 | 21 | 48 | 73 |
| 65 and over | 14 | 82 | 68 | 10 | 42 | 76 |
| Male | 42 | 68 | 44 | 22 | 45 | 73 |
| Female | 27 | 75 | 41 | 8 | 59 | 83 |
| High school or less | 37 | 76 | 56 | 6 | 47 | 77 |
| Some college | 29 | 73 | 51 | 12 | 48 | 75 |
| College graduate | 39 | 70 | 38 | 10 | 56 | 81 |
| Post-graduate | 25 | 72 | 25 | 26 | 65 | 83 |
| Less than \$25,000 | 24 | 78 | 65 | 4 | 63 | 62 |
| \$25,000 to \$49,999 | 36 | 74 | 45 | 11 | 47 | 78 |
| \$50,000 to \$74,999 | 36 | 75 | 46 | 14 | 53 | 73 |
| \$75,000 to \$99,999 | 43 | 71 | 25 | 16 | 60 | 76 |
| \$100,000 or more | 30 | 76 | 27 | 22 | 52 | 93 |
| Lived in NH 5 yrs or less | 42 | 67 | 36 | 15 | 42 | 91 |
| 6 to 10 years | 40 | 66 | 43 | 11 | 54 | 82 |
| 11 to 20 years | 27 | 71 | 27 | 16 | 63 | 94 |
| More than 20 years | 31 | 75 | 51 | 12 | 53 | 68 |
| North West Central NH | 34 | 76 | 32 | 13 | 61 | 79 |
| Western NH | 38 | 67 | 43 | 20 | 70 | 59 |
| Central/Lakes | 33 | 68 | 37 | 18 | 58 | 80 |
| Hillsborough County | 32 | 77 | 49 | 6 | 56 | 75 |
| Seacoast | 32 | 75 | 45 | 16 | 43 | 85 |

**Important Candidate Qualities
Likely Democratic Primary Voters**

| | <u>Strong Leader</u> | <u>New Ideas</u> | <u>Not Typical Pol.</u> | <u>Right Exper.</u> | <u>Best Chance to Win</u> | <u>Stands For Beliefs</u> | <u>Loyal Dem.</u> | <u>DK</u> |
|-------------------------------|--------------------------|----------------------|---------------------------------|-------------------------|-----------------------------------|-----------------------------------|-----------------------|-----------|
| January 20-23 | 19% | 11% | 7% | 15% | 2% | 39% | 2% | 4% |
| January 21-24 | 21 | 11 | 9 | 18 | 3 | 34 | 2 | 3 |
| January 22-25 | 23 | 10 | 9 | 19 | 3 | 31 | 2 | 2 |
| January 23-26 | 21 | 10 | 10 | 21 | 3 | 30 | 3 | 2 |
| January 24-27 | 23 | 10 | 9 | 24 | 4 | 27 | 3 | 1 |
| January 25-28 | 23 | 10 | 8 | 22 | 3 | 29 | 3 | 2 |
| January 26-29 (Latest) | 23 | 9 | 8 | 22 | 4 | 29 | 3 | 2 |
| Bradley | 21 | 13 | 16 | 6 | 4 | 39 | 1 | 0 |
| Gore | 25 | 5 | 2 | 36 | 5 | 20 | 5 | 2 |
| Undecided | 9 | 23 | 10 | 0 | 0 | 39 | 0 | 18 |
| Registered Democrat | 22 | 7 | 8 | 24 | 5 | 28 | 4 | 2 |
| Undeclared | 25 | 13 | 9 | 17 | 2 | 30 | 3 | 1 |
| Strong Democrat | 26 | 6 | 4 | 28 | 6 | 23 | 4 | 2 |
| Not so strong Democrat | 25 | 7 | 5 | 21 | 4 | 31 | 7 | 0 |
| Lean Democrat | 19 | 10 | 16 | 17 | 3 | 30 | 2 | 3 |
| Independent or Republican | 23 | 13 | 8 | 13 | 1 | 41 | 0 | 0 |
| Clinton - Favorable | 24 | 9 | 7 | 23 | 6 | 26 | 4 | 2 |
| Neither | 21 | 11 | 5 | 6 | 0 | 47 | 5 | 6 |
| Clinton - Unfavorable | 23 | 8 | 12 | 23 | 2 | 30 | 2 | 1 |
| May vote | 23 | 6 | 8 | 19 | 6 | 30 | 6 | 4 |
| Will vote unless emergency | 21 | 8 | 10 | 18 | 3 | 39 | 0 | 1 |
| Will definitely vote | 24 | 9 | 8 | 22 | 4 | 26 | 4 | 2 |
| 18 to 29 | 22 | 20 | 9 | 23 | 6 | 21 | 0 | 0 |
| 30 to 45 | 24 | 11 | 8 | 18 | 2 | 33 | 3 | 1 |
| 46 to 64 | 25 | 8 | 9 | 21 | 7 | 25 | 3 | 2 |
| 65 and over | 18 | 3 | 3 | 32 | 3 | 31 | 5 | 5 |
| Male | 24 | 9 | 6 | 25 | 10 | 20 | 5 | 1 |
| Female | 23 | 9 | 9 | 20 | 1 | 34 | 2 | 2 |
| High school or less | 21 | 5 | 1 | 30 | 2 | 36 | 6 | 0 |
| Some college | 21 | 14 | 17 | 15 | 3 | 25 | 5 | 2 |
| College graduate | 21 | 7 | 8 | 19 | 5 | 37 | 0 | 4 |
| Post-graduate | 30 | 10 | 6 | 24 | 7 | 17 | 3 | 2 |
| Less than \$25,000 | 26 | 10 | 2 | 26 | 4 | 28 | 0 | 3 |
| \$25,000 to \$49,999 | 23 | 3 | 14 | 22 | 4 | 25 | 9 | 0 |
| \$50,000 to \$74,999 | 22 | 13 | 10 | 23 | 3 | 25 | 3 | 1 |
| \$75,000 to \$99,999 | 17 | 17 | 2 | 24 | 2 | 33 | 0 | 5 |
| \$100,000 or more | 32 | 8 | 4 | 17 | 4 | 32 | 4 | 0 |
| Lived in NH 5 yrs or less | 35 | 3 | 3 | 25 | 5 | 26 | 3 | 0 |
| 6 to 10 years | 14 | 8 | 11 | 17 | 0 | 42 | 7 | 0 |
| 11 to 20 years | 19 | 8 | 5 | 19 | 7 | 35 | 5 | 2 |
| More than 20 years | 25 | 11 | 11 | 23 | 3 | 23 | 2 | 2 |