

2004 New Hampshire Primary Tracking Poll Methodology

2004 New Hampshire Primary Tracking Poll sponsored jointly by WMUR-TV, Manchester New Hampshire, WCVB-TV Boston, and FOX News. It is conducted by the University of New Hampshire Survey Center. Results are based on telephone interviews with likely primary voters throughout New Hampshire. Each day between January 16 and January 26, 2004, approximately 200 randomly selected likely Democratic Primary voters will be interviewed. The results from three days of interviewing are then combined to produce a rolling average. Rolling averages focus on the most recent polling data and reduce the impact of daily fluctuations in survey results.

For results based on samples of this size (approximately 600 likely voters), one can say with 95 percent confidence that the error attributable to sampling and other random effects would be $\pm 4\%$. In addition to sampling error, question wording and practical difficulties in conducting surveys can introduce error into the findings of public opinion polls.

The data reported have been weighted to adjust for the gender of the respondent and the likelihood that the respondent will actually vote on election day.

The following questions were asked as part of the Poll:

"If the upcoming New Hampshire Democratic presidential primary were held today, which one of the following candidates would you vote for..... Wesley Clark ... Howard Dean ... John Edwards ... Dick Gephardt ... John Kerry ... Dennis Kucinich ... Joe Lieberman ... or Al Sharpton?" ROTATE CANDIDATES

NOTE: Dick Gephardt's name was dropped in interviews after 1/19/04.

"Are you certain to support that person, or do you think you may change your mind and support someone else in the 2004 New Hampshire Primary?"

"Which candidate would be your second choice?"

"How confident are you that (CANDIDATE FROM Q5) can win the Democratic party's nomination ... very confident ... somewhat confident ... not very confident ... or not confident at all?"

"And how confident are you that if (CANDIDATE FROM Q5) is nominated he can beat President Bush in the 2004 general election ... very confident ... somewhat confident ... not very confident ... or not confident at all?"

"There are many issues facing the candidates in the election for President. In your opinion, which one issue is the MOST IMPORTANT ISSUE to YOUR VOTE in the presidential primary?" "Which is next most important?" "What is the third most important?"

"Do you think going to war with Iraq was the right thing for the United States to do or the wrong thing?"
"Do you feel that strongly or just somewhat?"

"Here is a list of several qualities many people think are important in Presidential candidates. Which ONE candidate quality mattered most in determining who you are supporting for President ... [ROTATE] ... he is a strong and decisive leader ... he cares about people like me ... he shares my anger and frustration with Bush ... he has the right experience ... he has the best chance to beat Bush in November ... he stands up for what he believes ... he is a loyal Democrat?"

"In your mind, which candidate in the Democratic primary do you think has been the most inconsistent, that is, they have said the most things they later had to retract or flip-flopped on their positions on the issues?"

"How would you feel if Howard Dean wins the Democratic Party's presidential nomination ... very satisfied ... somewhat satisfied ... somewhat dissatisfied ... or very dissatisfied?"