

# WMUR / WCVB NH PRIMARY POLL

## INSIDE THE NH PRIMARY RACE

By: Andrew E. Smith, Ph.D.  
Dennis M. Junius, M.A.  
UNH Survey Center

603/862-2226  
[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

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DURHAM, NH – Howard Dean running away from the field in New Hampshire because he is in tune with the electorate and is viewed more favorably by the electorate.

These findings are based on the latest **WMUR / WCVB NH Primary Poll**, conducted by the University of New Hampshire Survey Center. Four hundred forty-six (447) randomly selected likely Democratic primary voters were interviewed by telephone between December 10 and December 15, 2003. The margin of sampling error for the survey is +/-4.6 percent. (For more detailed results, visit the Survey Center web site at [www.unh.edu/survey-center](http://www.unh.edu/survey-center) and click on Press Releases.)

### Assessing the Campaigns

#### Howard Dean

Former Vermont Governor Howard Dean leads the field in New Hampshire with 46 percent of the prospective vote and he is also leading in favorability ratings. Currently, 75 percent of likely Democratic primary voters say they have a favorable opinion of Dean, 14 percent have an unfavorable opinion, 5 percent are neutral, and 6 percent say they don't know enough about him to say. Dean's net favorability rating, the percentage of voters who have a favorable opinion minus the percentage who have an unfavorable opinion, is a very high +61 percent. Dean's favorability ratings have risen over the summer and have stayed very high throughout the fall, despite increasing attacks from his primary opponents. Also, 36 percent of likely primary voters say that Dean is the candidate they "like" the most.

But while candidate personality is important, New Hampshire voters say that a candidate's position on the issues is more important than their character or personality – 68 percent say that a candidate's position on the issues is most important to their vote, 14 percent say it is the candidate's character and personality, and 18 percent say it is a combination of both. One of the most important issues to likely primary voters is the war in Iraq. Dean's strong opposition to the war in Iraq has endeared him to liberals in New Hampshire, who made up more than half of the 2000 NH Primary electorate. Dean currently gets 68 percent of the liberal primary vote. Further evidence of Dean's being in tune with the New Hampshire primary electorate is seen in the results to a question which asked voters to name the candidate whose positions on the issues is closest to their own – 34 percent said this was Howard Dean.

#### John Kerry

Despite being the early favorite, Massachusetts Senator John Kerry has been mired in a distant second place with 17 percent of the New Hampshire primary vote. Kerry has not been able to capitalize on his familiarity among New Hampshire voters and the support he has received from many important people in New Hampshire politics, including former Governor Jeanne Shaheen. Currently, Kerry is viewed favorably by 60 percent of likely Democratic primary voters, 27 percent have an unfavorable opinion of him, 8 percent are neutral, and 5 percent don't know enough about him

to say. Kerry's net favorability rating has slipped to +33 percent from +48 percent one month ago. Only 13 percent of likely voters say that Kerry is the candidate they like the most.

Kerry's vote for authorizing the use of force against Iraq has kept him from doing as well among liberal voters as Howard Dean, despite his reputation of being a moderate to liberal U.S. Senator. Among all likely primary voters, 15 percent say that Kerry's positions on the issues are closest to their own.

### **Wesley Clark**

General Wesley Clark has moved into the third position in New Hampshire and currently is receiving 10 percent of the primary vote. Clark's favorability ratings have increased as he has decided to forego the Iowa caucuses to concentrate his campaign in New Hampshire. This re-focus appears to be paying off as Clark's favorability ratings have increased over the past month. Currently, 54 percent of likely primary voters say they have a favorable opinion of Clark, 23 percent have an unfavorable opinion of him, 9 percent are neutral and 14 percent don't know enough about him to say. Clark's net favorability rating has risen to +31 percent from +24 percent in November. Eleven percent of likely voters say that Clark is the candidate they like best and 8 percent say that his positions on the issues are closest to their own.

### **Joe Lieberman**

Like Clark, Connecticut Senator Joe Lieberman has decided to skip Iowa and is campaigning heavily in New Hampshire. This has stopped the skid in Lieberman's approval rating that had been occurring throughout the summer and fall. In the latest WMUR / WCVB poll, 55 percent of likely Democratic primary voters said they have a favorable opinion of Lieberman, 33 percent have an unfavorable opinion, 7 percent are neutral and 6 percent don't know enough about him to say. Lieberman's net favorability rating is now stands at +22 percent, up from +14 percent in November. Ten percent of likely primary voters say that Lieberman is the candidate they like the most. "Lieberman appears to have benefited from Al Gore's decision to endorse Howard Dean," said Andrew Smith, Director of the UNH Survey Center. "Gore's perceived disloyalty to his 2000 running mate has led New Hampshire voters to view Lieberman in a more sympathetic light."

But Lieberman's problems in New Hampshire are most likely due to his consistent support for the war in Iraq which puts him out of step with the New Hampshire electorate. While Lieberman is currently getting 7 percent of the primary vote, he is getting only 5 percent of the liberal vote, but 11 percent of the conservative vote. The problem for Lieberman is that conservative voters make up only 15 percent of the current primary electorate. Only 10 percent of primary voters say that Lieberman's position on the issues is closest to their own.

Lieberman is also trying to win the support of undeclared voters (those who can vote in either Republican or Democratic primary) who supported John McCain in 2000 to vote for him. This strategy has not yet paid off. Among likely Democratic primary voters who voted for John McCain in 2000, only 7 percent say they plan to vote for Lieberman, while 41 percent support Dean, 20 percent support Kerry, and 15 percent support Clark.

### **John Edwards**

North Carolina Senator John Edwards remains stuck in low single digits in New Hampshire with 4 percent of the vote. Currently, 46 percent of likely Democratic primary voters say they have a favorable opinion of Edwards, 22 percent have an unfavorable opinion, 11 percent are neutral, and 20 percent don't know enough about him to say. Edwards' net

favorability rating is +24 percent, up from +20 percent in October. Six percent of likely primary voters say that Edwards is the candidate they like the most.

Like Lieberman, Clark, and Dick Gephardt, Edwards is campaigning for the support of moderate to conservative voters and these voters are splitting their votes among these four candidates.

### **Dick Gephardt**

Unlike Clark and Lieberman, Missouri Congressman Dick Gephardt has decided to skip New Hampshire and concentrate on winning the Iowa caucuses where his union support will be of better use. As a result, his support, and favorability ratings have slipped in New Hampshire. Gephardt is currently favored by only 3 percent of likely Democratic primary voters down from 7 percent earlier this year. Currently, he is viewed favorably by 46 percent of likely Democratic primary voters, 31 percent have an unfavorable opinion of him, 11 percent are neutral, and 13 percent don't know enough about him to say. Gephardt's net favorability rating is +15 percent, down from +18 percent in October and equal to the +27 percent rating he had in July.

### **Dennis Kucinich**

Ohio Congressman Dennis Kucinich is largely unknown to New Hampshire voters and most of those who do know him don't like what they see. Currently, 17 percent of likely Democratic primary voters have a favorable opinion of Kucinich, 32 percent have an unfavorable opinion of him, 8 percent are neutral, and 44 percent don't know enough about him to say. Kucinich's net favorability rating is a poor -15 percent, down from +1 percent in November. Only 1 percent of likely primary voters say they will vote for Kucinich.

### **Carol Mosely Braun**

Former Illinois Senator Carol Mosely Braun is the only woman in the race and she is currently getting 1 percent of the vote of likely primary voters. Like, Kucinich, Mosely Braun is relatively unknown in New Hampshire – 25 percent of likely Democratic primary voters have a favorable opinion of her, 30 percent have an unfavorable opinion, 12 percent are neutral, and 33 percent don't know enough about her to say. Mosely Braun's net favorability rating is -5 percent, down from +5 percent in November.

### **Al Sharpton**

Reverend Al Sharpton is very unpopular among voters in New Hampshire, despite his recent appearance on *Saturday Night Live* and his lively presence in debates. Only 13 percent of likely primary voters have a favorable opinion of Sharpton, 56 percent have an unfavorable opinion of him, 9 percent are neutral, and 22 percent don't know enough about him to say. Sharpton's net favorability rating is a dismal -43 percent, unchanged from November. Less than 1 percent of likely primary voters say they plan to vote for Sharpton

### **Impact of WMUR / ABC Debate**

On December 9<sup>th</sup>, all nine Democratic candidates gathered at the University of New Hampshire in Durham for a televised debate. A surprisingly high percentage of New Hampshire voters say they watched the debate – 20 percent said they watched all of the debate, 20 percent said they watched part of the debate, and 59 percent said they did not watch it.

Among those voters who watched the debate, 7 percent said they changed their mind about who to support after watching the debate, 4 percent said the debate raised questions that may lead them to change their mind, 86 percent said they did not change their mind because of the debate and 3 percent said they did not know.

### **Undecided Voters**

When initially asked who they plan to vote for in the New Hampshire primary, 16 percent of likely primary voters said they were still undecided and 11 percent remained undecided after they were probed about who they were leaning towards. No candidate did significantly better among “leaners”. In order to get a better sense of how undecided voters will make up their minds, all who initially said they were undecided (81 voters) were asked three follow-up questions.

When asked what would help them decide who to vote for in the primary, 48 percent said learning more about the candidates, 46 percent said learning more about a candidate’s position on the issues, 10 percent said they would vote for the candidate with the best chance of beating Bush, 1 percent said they would vote for the candidate with the best chance of winning the New Hampshire primary, and 11 percent said they did not know. (Respondents could give more than one answer so these percentages sum to more than 100%.)

When asked when they would make up their minds, undecided voters say they will do so close to election day – 25 percent said they will make up their mind after they have heard more from the candidates, 24 percent said after they had watched more debates, 33 percent will make up their mind a week or so before the primary election, 15 percent said they will make up their mind on election day or in the voting booth, and 2 percent don’t know.

Finally, undecided voters were asked to name the candidate or candidates they would NOT vote for. Howard Dean and Wesley Clark fare best in the eyes of undecided voters. More than half of undecided voter, 61%, said they would not vote for Sharpton, 50 percent said they would not vote for Mosely Braun, 47 percent will not vote for Kucinich, 23 percent will not vote for Gephardt, 21 percent will not vote for Kerry, 20 percent will not vote for Edwards, 16 percent will not vote for Lieberman, 13 percent will not vote for Clark, 12 percent will not vote for Dean, and 23 percent don’t know.

### **Subgroup Analysis**

Clark: Wes Clark gets his highest favorability ratings from voters who have moved to New Hampshire from Massachusetts, voters aged 35 to 49, and those living in the North Country or in Central New Hampshire. He gets his lowest ratings from older voters.

Dean: Howard Dean gets his highest favorability ratings from liberals, voters with post-graduate educations, voters who have never married, and voters living in the North Country, the Connecticut Valley, and in Central New Hampshire.

Dean gets his lowest favorability ratings from conservatives and older voters, although solid majorities of these groups hold favorable opinions of Dean.

Edwards: Edwards gets his highest favorability ratings from union households and voters with post-graduate educations. Older voters, new arrivals to New Hampshire, and conservatives give Edwards his lowest favorability ratings.

Gephardt: Dick Gephardt gets his highest favorability ratings from liberals, voters aged 35 to 49, and upper income voters. He gets his lowest ratings from conservatives, newcomers to New Hampshire, voters who have moved to New Hampshire from Mid-Atlantic states, and older voters.

Kerry: John Kerry gets his highest favorability ratings from voters in the North Country. Surprisingly, voters living along the Massachusetts border are significantly more likely to hold unfavorable opinions of him than are voters living in other parts of the state.

Kucinich: Dennis Kucinich does not receive high favorability ratings from any segment of the Democratic primary electorate. He gets his lowest ratings from older voters.

Lieberman: Joe Lieberman gets his highest favorability ratings from older voters. He gets his lowest ratings from newcomers to New Hampshire, voters who have moved to New Hampshire from Mid-Atlantic states, and voters living in the Connecticut Valley.

Mosely Braun: Carol Mosely Braun gets her highest favorability ratings from voters aged 35 to 49, voters with post-graduate educations, and upper income voters. She gets her lowest ratings from conservatives, older voters, and voters living in the North Country.

Sharpton: Al Sharpton receives low favorability ratings from all segments of the Democratic electorate.

### **WMUR NH Primary Poll Methodology**

These findings are based on the most recent WMUR NH Primary Poll conducted by the University of New Hampshire Survey Center from December 10 to December 15, 2003. A random sample of 447 likely New Hampshire Democratic primary voters was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.6 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of voters and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

**Favorability Ratings**  
**(Likely Democratic Primary Voters)**

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her ..."

<b>Declared Candidates</b>	<b><u>Favorable</u></b>	<b><u>Unfavorable</u></b>	<b><u>Neutral</u></b>	<b><u>Don't Know</u></b>	<b><u>Net</u></b>	<b><u>(N=)</u></b>
Wesley Clark	54%	23%	9%	14%	+31%	(446)
Howard Dean	75	14	5	6	+61	(447)
John Edwards	46	22	11	20	+24	(446)
Richard Gephardt	46	31	11	13	+15	(446)
John Kerry	60	27	8	5	+33	(446)
Dennis Kucinich	17	32	8	44	-15	(446)
Joe Lieberman	55	33	7	6	+22	(446)
Carol Mosely-Braun	25	30	12	33	-5	(446)
Al Sharpton	13	56	9	22	-43	(446)

**Net Favorability Ratings\***  
**(Likely Democratic Primary Voters)**

	<b><u>Feb. 2003</u></b>	<b><u>April 2003</u></b>	<b><u>July 2003</u></b>	<b><u>Oct. 2003</u></b>	<b><u>Nov. 2003</u></b>	<b><u>Dec. 2003</u></b>
Wesley Clark	#	+7%	+10%	+24%	+24%	+31%
Howard Dean	+39%	+34	+47	+55	+62	+61
John Edwards	+18	+18	+10	+20	+32	+24
Richard Gephardt	+34	+27	+27	+18	+26	+15
Bob Graham	-3	-6	-8	#	#	#
John Kerry	+65	+43	+54	+34	+48	+33
Dennis Kucinich	#	-4	+1	-8	+1	-15
Joe Lieberman	+53	+33	+36	+15	+14	+22
Carol Mosely-Braun	#	+1	-3	-9	+5	-5
Al Sharpton	-39	-40	-45	-49	-44	-43

\* Percent favorable – percent unfavorable

# Not asked

**Candidate you LIKE the MOST**  
**(Likely Dem. Primary Voters)**

"Regardless of the candidate you are going to vote for, which candidate do you like the most ... (READ AND ROTATE RESPONSES)"

	<b><u>Dec. 2003</u></b>
Howard Dean	36%
John Kerry	13
Wesley Clark	11
Joe Lieberman	10
John Edwards	6
Richard Gephardt	4
Dennis Kucinich	4
Carol Mosely-Braun	3
Al Sharpton	1
All Equal	4
Don't know	8
(N=)	(440)

**What Matters More - Issues or Character/Personality?  
(Likely Democratic Primary Voters)**

“I’d like you to think for a minute about how you choose who to vote for in the Primary. What is more important to YOU when you are deciding which candidate to vote for in the Democratic primary ... their positions on the issues OR their character and personality?”

	<b><u>Dec. 2003</u></b>
Position on issues	68%
Character & personality	14
Combination	18
Neither	0
(N=)	(447)

**Candidate with Issue Positions Closest to Your Own  
(Likely Dem. Primary Voters)**

“Regardless of the candidate you are going to vote for or which candidate you support in the New Hampshire Democratic primary election, which candidate’s issue positions are closest to yours?”

	<b><u>Dec. 2003</u></b>
Howard Dean	34%
John Kerry	15
Joe Lieberman	10
Wesley Clark	8
Dennis Kucinich	5
John Edwards	4
Richard Gephardt	3
Al Sharpton	1
Carol Mosely-Braun	0
All Equal	5
Don’t know	15
(N=)	(436)

### Undecided Voters – What Will Help You Decide?

“What will help you decide who to vote for in the Democratic primary?” \*

	<u>Dec. 2003</u>
Learning more about candidate	48%
Meeting candidate	2
Candidate’s issue positions	46
Candidate that will win in NH	1
Candidate with best chance of beating Bush	10
Don’t know	11
(N=)	(81)

\* Multiple responses possible. Percentages sum to more than 100%.

### Undecided Voters – When Will You Make Up Mind?

“At what point do you think you will make up your mind ... after hearing more from the candidates ... after watching the debates ... a week or so before the election ... the day of the election ... or in the voting booth?”

	<u>Dec. 2003</u>
Hearing more from candidates	25%
After watching debates	24
Week or so before election	33
Day of election / in voting booth	15
Don’t know	2
(N=)	(83)

### Undecided Voters – Who WON’T You Vote For?

“When thinking about the candidates in the Democratic primary, which candidates will you definitely NOT vote for ...?”  
(READ AND ROTATE RESPONSES, RECORD ALL THAT APPLY) \*

	<u>Dec. 2003</u>
Al Sharpton	61%
Carol Mosely-Braun	50
Dennis Kucinich	47
Richard Gephardt	23
John Kerry	21
John Edwards	20
Joe Lieberman	16
Wesley Clark	13
Howard Dean	12
Don’t know	23
(N=)	(76)

\* Multiple responses possible. Percentages sum to more than 100%.



**Watch WMUR / ABC Debate on 12/9?  
(Likely Dem. Primary Voters)**

“Did you watch the most recent debate of the Democratic primary candidates sponsored by WMUR at the University of New Hampshire on December 9<sup>th</sup>? IF YES: “Did you watch all of the debate or only some of it?”

	<b><u>Dec. 2003</u></b>
Yes, Watched all of it	20%
Yes, Watched some of it	20
No, Did not watch	59
(N=)	(447)

**Change Mind After Watching Debate on 12/9?  
(Likely Dem. Primary Voters Who Watched Debate)**

“Did watching the most recent debate of the Democratic primary candidates cause you to change your mind about who you will vote for in the Democratic primary?”

	<b><u>Dec. 2003</u></b>
Changed mind	7%
May change mind	4
No, did not change mind	86
Don't know	3
(N=)	(181)

**Favorability Rating - Wesley Clark**

	<u><b>Favorable</b></u>	<u><b>Neutral</b></u>	<u><b>Unfavorable</b></u>	<u><b>Don't Know</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE</b>	<b>54%</b>	<b>9%</b>	<b>23%</b>	<b>14%</b>	<b>446</b>
Registered Democrat	57	7	23	13	208
Undeclared	55	10	24	12	207
Not registered	36	14	16	34	30
Democrat	55	10	21	14	335
Independent	59	5	23	13	63
Republican	38	6	46	10	40
Liberal	51	12	22	14	132
Moderate	60	7	22	12	233
Conservative	45	8	29	17	66
Union household	62	6	18	14	90
Non-union	53	9	24	14	355
5 Years or less in NH	53	11	22	14	43
6 to 10 years	49	13	23	15	55
11 to 20 years	58	8	20	15	99
More than 20 years	54	8	25	13	246
NH Native	39	12	25	24	91
Moved from MA	63	7	21	9	153
Moved from Other NE	51	4	31	13	65
Moved from Mid-Atl.	51	12	25	11	40
Moved from Other	59	10	18	13	90
18 to 34	41	15	13	31	83
35 to 49	64	8	18	10	147
50 to 64	55	8	26	11	140
65 and over	45	4	43	8	62
Male	54	9	26	10	180
Female	54	8	20	17	266
High school or less	48	7	22	23	78
Some college	53	6	21	20	88
College graduate	55	10	23	12	157
Post-graduate	60	11	24	6	120
Less than \$30K	48	9	17	25	49
\$30K to \$60K	55	6	28	11	91
\$60K to \$75K	59	9	24	8	45
\$75K to \$100K	54	6	19	21	70
More than \$100K	59	9	24	8	98
Married	56	9	24	12	301
Divorced/separated	52	5	28	15	68
Never married	51	13	16	20	75
North Country	66	1	13	20	26
Central / Lakes	74	4	15	7	66
Connecticut Valley	45	15	26	14	74
Mass Border	52	8	25	15	110
Seacoast	51	8	31	11	91
Manchester Area	51	10	18	20	79

**Favorability Rating - Howard Dean**

	<u><b>Favorable</b></u>	<u><b>Neutral</b></u>	<u><b>Unfavorable</b></u>	<u><b>Don't Know</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE</b>	<b>75%</b>	<b>5%</b>	<b>14%</b>	<b>6%</b>	<b>447</b>
Registered Democrat	76	6	11	7	209
Undeclared	73	5	18	4	207
Not registered	83	0	7	11	30
Democrat	78	5	10	6	336
Independent	72	8	15	5	63
Republican	49	1	47	4	40
Liberal	90	4	4	2	132
Moderate	72	5	15	8	233
Conservative	55	6	33	6	67
Union household	77	4	17	2	90
Non-union	74	6	13	7	355
5 Years or less in NH	80	5	12	3	43
6 to 10 years	76	5	10	9	55
11 to 20 years	85	2	11	3	99
More than 20 years	70	7	16	7	247
NH Native	68	10	13	9	91
Moved from MA	79	3	13	5	153
Moved from Other NE	75	5	15	5	65
Moved from Mid-Atl.	79	9	8	5	40
Moved from Other	75	4	16	5	90
18 to 34	75	7	8	9	83
35 to 49	80	5	8	7	147
50 to 64	72	5	19	3	140
65 and over	69	6	24	2	63
Male	74	5	17	4	180
Female	76	5	12	7	266
High school or less	66	8	20	6	79
Some college	71	4	20	5	88
College graduate	72	5	13	10	157
Post-graduate	88	5	7	0	120
Less than \$30K	74	6	15	5	49
\$30K to \$60K	74	3	19	4	91
\$60K to \$75K	66	5	22	6	45
\$75K to \$100K	69	4	15	12	70
More than \$100K	79	8	8	5	98
Married	74	6	15	6	301
Divorced/separated	72	5	16	8	68
Never married	83	4	9	3	75
North Country	88	0	12	0	26
Central / Lakes	82	6	8	4	66
Connecticut Valley	83	2	11	4	74
Mass Border	69	9	17	5	111
Seacoast	73	5	17	5	91
Manchester Area	68	5	15	12	79

# Favorability Rating - John Edwards

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	46%	11%	22%	20%	446
Registered Democrat	50	11	23	16	208
Undeclared	43	13	25	19	207
Not registered	39	3	0	59	30
Democrat	47	11	20	21	335
Independent	37	15	28	21	63
Republican	50	10	29	11	40
Liberal	50	10	24	16	132
Moderate	47	13	19	21	233
Conservative	37	10	32	21	66
Union household	61	5	21	14	90
Non-union	43	13	23	22	355
5 Years or less in NH	29	8	35	27	43
6 to 10 years	37	19	19	25	55
11 to 20 years	46	10	21	23	99
More than 20 years	51	11	22	17	246
NH Native	50	10	18	22	91
Moved from MA	44	9	28	20	153
Moved from Other NE	47	13	20	20	65
Moved from Mid-Atl.	39	9	25	28	40
Moved from Other	49	17	18	16	90
18 to 34	40	10	18	32	83
35 to 49	51	17	16	16	147
50 to 64	50	10	22	19	140
65 and over	35	5	44	16	62
Male	50	13	20	17	180
Female	43	10	24	23	266
High school or less	36	6	28	30	78
Some college	48	9	22	22	88
College graduate	43	13	22	22	157
Post-graduate	56	15	19	10	120
Less than \$30K	35	9	27	29	49
\$30K to \$60K	47	6	25	22	91
\$60K to \$75K	51	4	20	25	45
\$75K to \$100K	47	14	19	20	70
More than \$100K	46	15	22	17	98
Married	46	12	24	18	301
Divorced/separated	48	9	17	25	68
Never married	43	12	19	26	75
North Country	53	4	28	15	26
Central / Lakes	53	6	27	14	66
Connecticut Valley	37	16	25	22	74
Mass Border	44	11	22	23	110
Seacoast	46	12	24	18	91
Manchester Area	50	13	12	26	79

**Favorability Rating - Richard Gephardt**

	<u><b>Favorable</b></u>	<u><b>Neutral</b></u>	<u><b>Unfavorable</b></u>	<u><b>Don't Know</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE</b>	<b>46%</b>	<b>11%</b>	<b>31%</b>	<b>13%</b>	<b>446</b>
Registered Democrat	53	10	26	10	208
Undeclared	41	11	36	11	207
Not registered	27	8	25	40	30
Democrat	50	10	26	13	335
Independent	30	17	42	12	63
Republican	39	3	54	4	40
Liberal	55	10	25	10	132
Moderate	46	11	29	14	233
Conservative	27	11	48	13	66
Union household	52	4	30	13	90
Non-union	45	12	31	12	355
5 Years or less in NH	39	7	42	11	43
6 to 10 years	35	24	30	11	55
11 to 20 years	40	12	30	18	99
More than 20 years	52	8	29	11	246
NH Native	44	9	22	24	91
Moved from MA	51	10	35	5	153
Moved from Other NE	48	5	33	14	65
Moved from Mid-Atl.	41	9	42	9	40
Moved from Other	42	19	26	14	90
18 to 34	21	15	29	35	83
35 to 49	57	12	24	7	147
50 to 64	53	5	34	7	140
65 and over	34	11	47	7	62
Male	50	7	34	10	180
Female	43	13	29	15	266
High school or less	34	5	40	21	78
Some college	53	7	24	16	88
College graduate	43	12	31	14	157
Post-graduate	53	15	29	3	120
Less than \$30K	23	10	34	33	49
\$30K to \$60K	48	5	36	11	91
\$60K to \$75K	55	7	28	10	45
\$75K to \$100K	47	10	28	15	70
More than \$100K	56	10	29	5	98
Married	50	10	32	8	301
Divorced/separated	42	12	30	15	68
Never married	32	12	26	30	75
North Country	53	4	23	20	26
Central / Lakes	47	15	29	9	66
Connecticut Valley	46	8	30	16	74
Mass Border	46	11	36	7	110
Seacoast	40	11	34	14	91
Manchester Area	49	10	24	17	79

# **Favorability Rating - John Kerry**

	<b><u>Favorable</u></b>	<b><u>Neutral</u></b>	<b><u>Unfavorable</u></b>	<b><u>Don't Know</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>60%</b>	<b>8%</b>	<b>27%</b>	<b>5%</b>	<b>446</b>
Registered Democrat	67	5	24	3	208
Undeclared	55	10	32	4	207
Not registered	46	18	19	17	30
Democrat	66	8	22	4	335
Independent	46	13	36	5	63
Republican	27	2	67	4	40
Liberal	65	6	25	4	132
Moderate	61	8	27	4	233
Conservative	47	13	35	5	66
Union household	64	7	27	2	90
Non-union	59	9	28	5	355
5 Years or less in NH	55	6	39	0	43
6 to 10 years	57	18	16	8	55
11 to 20 years	56	7	33	5	99
More than 20 years	62	7	26	5	246
NH Native	53	9	27	11	91
Moved from MA	61	7	31	1	153
Moved from Other NE	51	8	32	9	65
Moved from Mid-Atl.	65	6	24	5	40
Moved from Other	69	12	19	0	90
18 to 34	50	7	32	10	83
35 to 49	67	9	21	3	147
50 to 64	62	9	26	2	140
65 and over	50	5	38	7	62
Male	58	5	33	5	180
Female	61	11	24	4	266
High school or less	41	12	35	12	78
Some college	63	5	28	4	88
College graduate	61	8	27	4	157
Post-graduate	67	9	23	1	120
Less than \$30K	47	11	31	11	49
\$30K to \$60K	67	7	21	6	91
\$60K to \$75K	54	7	36	3	45
\$75K to \$100K	65	7	21	7	70
More than \$100K	66	5	27	1	98
Married	61	9	26	5	301
Divorced/separated	56	9	31	4	68
Never married	57	6	32	5	75
North Country	73	10	17	0	26
Central / Lakes	65	1	31	3	66
Connecticut Valley	53	11	26	9	74
Mass Border	56	10	34	1	110
Seacoast	60	5	28	7	91
Manchester Area	62	13	19	6	79

# **Favorability Rating - Dennis Kucinich**

	<b><u>Favorable</u></b>	<b><u>Neutral</u></b>	<b><u>Unfavorable</u></b>	<b><u>Don't Know</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>17%</b>	<b>8%</b>	<b>32%</b>	<b>44%</b>	<b>446</b>
Registered Democrat	18	7	31	44	208
Undeclared	18	7	34	41	207
Not registered	3	14	21	61	30
Democrat	18	9	28	45	335
Independent	14	8	39	39	63
Republican	11	1	52	36	40
Liberal	28	9	26	37	132
Moderate	13	9	35	43	233
Conservative	2	4	31	63	66
Union household	17	8	36	40	90
Non-union	17	8	30	45	355
5 Years or less in NH	20	15	28	36	43
6 to 10 years	22	11	19	48	55
11 to 20 years	18	6	32	43	99
More than 20 years	15	7	34	44	246
NH Native	8	2	34	56	91
Moved from MA	11	12	32	45	153
Moved from Other NE	26	7	24	43	65
Moved from Mid-Atl.	21	6	33	39	40
Moved from Other	29	7	32	32	90
18 to 34	11	9	19	61	83
35 to 49	26	9	21	45	147
50 to 64	13	7	42	38	140
65 and over	15	6	49	29	62
Male	18	9	37	36	180
Female	16	7	28	49	266
High school or less	2	3	32	63	78
Some college	11	8	27	54	88
College graduate	17	8	33	42	157
Post-graduate	31	10	33	26	120
Less than \$30K	15	4	28	54	49
\$30K to \$60K	16	1	35	47	91
\$60K to \$75K	13	9	36	42	45
\$75K to \$100K	18	11	25	46	70
More than \$100K	18	9	34	38	98
Married	16	9	35	40	301
Divorced/separated	18	5	26	51	68
Never married	19	6	23	52	75
North Country	18	4	41	37	26
Central / Lakes	27	8	28	37	66
Connecticut Valley	25	14	27	35	74
Mass Border	8	8	37	46	110
Seacoast	14	6	30	50	91
Manchester Area	16	4	31	49	79

**Favorability Rating - Joe Lieberman**

	<u><b>Favorable</b></u>	<u><b>Neutral</b></u>	<u><b>Unfavorable</b></u>	<u><b>Don't Know</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE</b>	<b>55%</b>	<b>7%</b>	<b>33%</b>	<b>6%</b>	<b>446</b>
Registered Democrat	56	5	33	7	208
Undeclared	55	9	33	3	207
Not registered	47	5	32	16	30
Democrat	53	6	34	6	335
Independent	52	14	28	5	63
Republican	67	1	29	4	40
Liberal	46	7	43	5	132
Moderate	61	8	25	5	233
Conservative	53	3	36	8	66
Union household	58	2	32	8	90
Non-union	54	8	33	5	355
5 Years or less in NH	41	9	46	3	43
6 to 10 years	54	10	31	5	55
11 to 20 years	53	3	41	4	99
More than 20 years	58	7	27	7	246
NH Native	51	7	28	14	91
Moved from MA	59	4	33	4	153
Moved from Other NE	55	5	33	6	65
Moved from Mid-Atl.	49	2	44	5	40
Moved from Other	51	16	32	1	90
18 to 34	38	10	37	15	83
35 to 49	55	10	31	4	147
50 to 64	60	3	34	3	140
65 and over	65	3	30	3	62
Male	59	9	29	4	180
Female	52	6	35	7	266
High school or less	54	5	29	12	78
Some college	49	7	39	4	88
College graduate	53	7	32	7	157
Post-graduate	62	7	29	1	120
Less than \$30K	47	6	35	12	49
\$30K to \$60K	48	4	40	8	91
\$60K to \$75K	68	0	29	3	45
\$75K to \$100K	57	5	29	9	70
More than \$100K	55	9	34	1	98
Married	56	7	32	5	301
Divorced/separated	59	3	28	10	68
Never married	46	9	39	6	75
North Country	57	10	33	0	26
Central / Lakes	52	8	37	4	66
Connecticut Valley	43	7	44	6	74
Mass Border	52	7	38	3	110
Seacoast	59	8	26	7	91
Manchester Area	66	3	18	12	79



**Favorability Rating - Carol Mosely-Braun**

	<u><b>Favorable</b></u>	<u><b>Neutral</b></u>	<u><b>Unfavorable</b></u>	<u><b>Don't Know</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE</b>	<b>25%</b>	<b>12%</b>	<b>30%</b>	<b>33%</b>	<b>446</b>
Registered Democrat	33	11	30	27	208
Undeclared	20	12	34	34	207
Not registered	4	14	12	69	30
Democrat	28	14	25	33	335
Independent	20	7	38	35	63
Republican	8	2	67	22	40
Liberal	36	15	24	25	132
Moderate	24	12	30	33	233
Conservative	7	3	43	47	66
Union household	33	7	35	25	90
Non-union	23	13	29	35	355
5 Years or less in NH	23	17	31	30	43
6 to 10 years	29	16	22	33	55
11 to 20 years	30	13	28	28	99
More than 20 years	23	9	33	35	246
NH Native	11	11	31	48	91
Moved from MA	26	12	30	31	153
Moved from Other NE	25	7	35	33	65
Moved from Mid-Atl.	25	7	38	30	40
Moved from Other	39	17	23	22	90
18 to 34	18	13	18	51	83
35 to 49	37	15	22	26	147
50 to 64	23	8	37	33	140
65 and over	13	12	50	25	62
Male	19	12	40	28	180
Female	29	11	24	37	266
High school or less	9	5	29	58	78
Some college	21	13	24	42	88
College graduate	27	11	35	27	157
Post-graduate	36	15	31	18	120
Less than \$30K	19	8	22	50	49
\$30K to \$60K	13	13	33	41	91
\$60K to \$75K	29	8	30	33	45
\$75K to \$100K	37	9	25	29	70
More than \$100K	37	10	33	21	98
Married	24	11	36	29	301
Divorced/separated	28	11	23	37	68
Never married	25	15	16	43	75
North Country	17	6	42	35	26
Central / Lakes	32	12	28	28	66
Connecticut Valley	26	16	28	30	74
Mass Border	20	14	34	32	110
Seacoast	25	11	26	38	91
Manchester Area	27	7	31	35	79

**Favorability Rating - Al Sharpton**

	<b><u>Favorable</u></b>	<b><u>Neutral</u></b>	<b><u>Unfavorable</u></b>	<b><u>Don't Know</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>13%</b>	<b>9%</b>	<b>56%</b>	<b>22%</b>	<b>446</b>
Registered Democrat	15	9	53	23	208
Undeclared	10	8	62	19	207
Not registered	21	10	35	34	30
Democrat	15	10	53	22	335
Independent	7	5	63	25	63
Republican	6	5	75	14	40
Liberal	18	10	57	15	132
Moderate	13	9	58	20	233
Conservative	4	6	49	40	66
Union household	8	2	73	16	90
Non-union	14	10	52	24	355
5 Years or less in NH	13	9	56	22	43
6 to 10 years	9	15	50	27	55
11 to 20 years	16	11	59	15	99
More than 20 years	12	7	57	24	246
NH Native	8	9	52	31	91
Moved from MA	13	8	56	23	153
Moved from Other NE	12	6	65	17	65
Moved from Mid-Atl.	19	4	59	17	40
Moved from Other	15	13	55	18	90
18 to 34	16	11	43	30	83
35 to 49	15	10	60	16	147
50 to 64	12	7	58	23	140
65 and over	9	8	60	23	62
Male	16	7	62	16	180
Female	12	10	52	26	266
High school or less	6	3	54	37	78
Some college	16	5	51	28	88
College graduate	15	10	56	19	157
Post-graduate	13	14	61	12	120
Less than \$30K	10	7	53	30	49
\$30K to \$60K	6	7	62	25	91
\$60K to \$75K	29	12	41	18	45
\$75K to \$100K	10	5	60	24	70
More than \$100K	17	8	63	12	98
Married	12	8	60	20	301
Divorced/separated	14	13	46	27	68
Never married	17	10	49	24	75
North Country	19	6	55	20	26
Central / Lakes	11	11	59	18	66
Connecticut Valley	14	16	51	19	74
Mass Border	9	6	61	24	110
Seacoast	18	4	57	21	91
Manchester Area	13	10	51	27	79

**Undecideds - What will Help You Decide?**

	<b>Learning About <u>Cand.</u> 48%</b>	<b>Meeting <u>Cand.</u> 2%</b>	<b>Candidate Issue <u>Pos.</u> 46%</b>	<b>Can Win In <u>NH</u> 1%</b>	<b>Chance of Beating <u>Bush</u> 10%</b>	<b><u>DK</u> 11%</b>	<b>(N=) 81</b>
<b>STATEWIDE</b>							
Registered Democrat	49	0	32	3	17	16	45
Undeclared	47	4	62	0	0	6	33
Democrat	51	2	39	2	12	13	67
Independent	30	0	70	0	0	0	7
Republican	39	0	83	0	0	0	6
Liberal	56	14	62	11	7	0	10
Moderate	46	0	42	0	14	11	50
Conservative	46	0	45	0	0	21	16
Union household	38	0	50	2	18	7	19
Non-union	52	2	43	1	7	13	61
5 Years or less in NH	52	0	48	0	0	0	5
6 to 10 years	28	0	53	14	9	25	8
11 to 20 years	45	0	57	0	0	9	14
More than 20 years	52	3	40	0	14	11	53
NH Native	56	0	56	0	0	9	17
Moved from MA	59	0	34	5	3	15	25
Moved from Other NE	80	0	41	0	19	0	10
Moved from Mid-Atl.	20	0	54	0	26	0	5
Moved from Other	26	7	48	0	14	19	21
18 to 34	59	0	62	5	5	0	13
35 to 49	50	5	41	2	4	18	31
50 to 64	50	0	33	0	21	12	24
65 and over	43	0	48	0	8	0	9
Male	44	0	44	0	9	13	26
Female	49	3	46	2	10	10	55
High school or less	49	0	47	0	7	6	11
Some college	58	0	15	0	5	27	13
College graduate	58	0	46	2	9	15	33
Post-graduate	31	6	58	2	15	0	23
Less than \$30K	87	0	66	14	14	0	5
\$30K to \$60K	45	0	46	0	0	20	13
\$60K to \$75K	25	0	50	0	0	25	5
\$75K to \$100K	53	7	49	0	12	7	19
More than \$100K	47	0	16	5	28	6	10
Married	43	2	40	1	11	15	59
Divorced/separated	73	0	48	0	0	0	10
Never married	58	0	69	7	7	0	10
North Country	100	0	0	0	0	0	1
Central / Lakes	44	0	54	0	15	12	15
Connecticut Valley	65	0	20	0	0	25	9
Mass Border	52	11	39	4	11	6	12
Seacoast	33	0	33	4	27	18	16
Manchester Area	49	0	60	0	0	5	28

# Undecideds - When Make Up Mind?

	Hearing More From <u>Cand.</u> 25%	After Watching <u>Debates</u> 24%	Right Before <u>Primary</u> 33%	Day Of <u>Primary</u> 15%	<u>DK</u> 2%	(N=) 83
<b>STATEWIDE</b>						
Registered Democrat	37	27	17	17	3	46
Undeclared	12	15	57	14	2	33
Democrat	29	25	29	15	2	69
Independent	15	20	56	0	9	7
Republican	0	0	66	34	0	6
Liberal	32	41	28	0	0	10
Moderate	21	21	39	16	3	52
Conservative	30	20	26	23	0	16
Union household	26	36	28	11	0	19
Non-union	26	18	35	17	3	62
5 Years or less in NH	23	13	51	13	0	5
6 to 10 years	49	7	43	0	0	10
11 to 20 years	30	15	30	25	0	14
More than 20 years	21	28	31	16	4	53
NH Native	9	32	22	32	4	17
Moved from MA	40	13	33	14	0	26
Moved from Other NE	20	25	28	13	13	10
Moved from Mid-Atl.	0	26	74	0	0	5
Moved from Other	29	26	35	10	0	21
18 to 34	24	45	16	15	0	13
35 to 49	35	23	32	10	0	32
50 to 64	22	20	41	17	0	24
65 and over	16	0	45	15	24	9
Male	17	18	40	18	5	26
Female	29	26	30	14	1	57
High school or less	34	20	34	13	0	11
Some college	32	10	27	26	5	13
College graduate	19	24	39	17	0	33
Post-graduate	28	28	30	8	6	25
Less than \$30K	22	39	0	39	0	5
\$30K to \$60K	61	15	24	0	0	13
\$60K to \$75K	0	38	37	25	0	5
\$75K to \$100K	14	42	31	14	0	19
More than \$100K	12	24	48	15	0	11
Married	27	25	38	9	2	60
Divorced/separated	35	14	19	26	6	10
Never married	14	20	27	40	0	10
Northern NH	33	0	33	33	0	3
Western NH	26	0	74	0	0	7
Central/Lakes	31	14	41	10	3	18
Hillsborough County	20	39	15	27	0	28
Seacoast	27	24	36	8	5	26

**Undecideds - Who NOT Vote For**

	<u>Braun</u>	<u>Clark</u>	<u>Dean</u>	<u>Edwards</u>	<u>Gephardt</u>	<u>Kerry</u>	<u>Kucinich</u>	<u>Lieberman</u>	<u>Sharpton</u>	<u>DK</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>50%</b>	<b>13%</b>	<b>12%</b>	<b>20%</b>	<b>23%</b>	<b>21%</b>	<b>47%</b>	<b>16%</b>	<b>61%</b>	<b>23%</b>	<b>76</b>
Registered Democrat	40	13	14	11	23	8	40	19	53	30	41
Undeclared	67	14	9	33	26	41	61	15	78	8	32
Democrat	50	12	11	18	26	17	48	18	66	22	62
Independent	54	17	0	37	0	31	37	17	54	32	6
Republican	58	22	39	22	30	64	58	6	34	0	6
Liberal	47	12	0	0	26	33	59	12	86	7	10
Moderate	52	12	11	22	23	18	45	18	64	24	46
Conservative	51	14	26	26	29	28	51	17	43	22	16
Union household	78	8	14	8	36	27	85	18	95	5	15
Non-union	44	14	12	23	21	20	38	16	54	26	59
5 Years or less in NH	23	0	37	23	0	0	47	13	60	16	5
6 to 10 years	71	35	15	28	49	49	56	27	78	0	10
11 to 20 years	53	6	5	6	17	16	53	11	64	20	13
More than 20 years	49	12	11	22	23	20	45	16	59	27	47
NH Native	38	18	10	23	5	18	38	8	59	41	13
Moved from MA	48	16	13	18	26	14	42	22	63	13	24
Moved from Other NE	37	0	7	16	8	0	23	14	40	52	9
Moved from Mid-Atl.	46	0	0	0	26	27	26	26	46	26	5
Moved from Other	65	12	19	25	41	38	73	12	75	5	21
18 to 34	9	0	6	0	0	19	0	0	9	66	11
35 to 49	69	16	15	27	42	22	61	28	68	9	31
50 to 64	40	10	15	13	12	13	42	10	74	23	22
65 and over	51	22	5	51	15	29	62	16	72	10	7
Male	60	10	6	25	11	33	49	13	72	8	23
Female	46	14	15	17	29	16	46	18	57	29	53
High school or less	25	15	5	15	5	29	25	29	25	61	7
Some college	37	16	5	16	11	0	42	16	69	26	13
College graduate	54	12	15	25	19	21	41	18	56	22	31
Post-graduate	62	11	15	17	44	32	66	11	79	6	23
Less than \$30K	27	0	0	54	54	55	27	0	27	18	3
\$30K to \$60K	43	8	5	8	11	14	45	8	64	31	13
\$60K to \$75K	25	0	12	0	0	26	0	25	25	13	5
\$75K to \$100K	62	20	14	21	35	21	69	14	79	13	19
More than \$100K	54	28	43	21	28	15	51	27	85	4	11
Married	58	13	12	20	27	19	52	19	67	20	57
Divorced/separated	38	23	26	30	11	18	53	4	71	17	9
Never married	17	0	0	8	17	45	17	17	25	30	8
Northern NH	100	33	0	33	33	33	33	33	100	0	3
Western NH	48	0	0	22	22	37	33	22	33	52	6
Central/Lakes	48	14	13	21	16	23	48	27	55	21	18
Hillsborough County	49	6	14	20	26	17	46	14	66	20	24
Seacoast	46	18	14	15	25	18	52	7	63	23	25
1st District	49	13	11	20	26	19	48	9	56	26	47
2nd District	52	12	14	19	20	25	45	29	71	17	29

**Candidate You LIKE the MOST**

	<u>Braun</u>	<u>Clark</u>	<u>Dean</u>	<u>Edwards</u>	<u>Gep.</u>	<u>Kerry</u>	<u>Kuc.</u>	<u>Lieb.</u>	<u>Sharp.</u>	<u>All</u>	<u>DK</u>	<u>(N=)</u>
STATEWIDE	3%	11%	36%	6%	4%	13%	4%	10%	1%	4%	8%	440
Registered Democrat	3	9	39	6	5	16	4	7	1	3	7	205
Undeclared	2	12	33	6	4	11	5	13	1	5	8	204
Not registered	0	11	44	1	0	13	6	11	4	0	9	30
Democrat	2	8	39	6	4	15	5	7	2	4	7	330
Independent	5	19	34	1	3	14	3	14	0	2	6	63
Republican	3	16	19	13	8	1	1	28	0	0	10	40
Liberal	3	4	50	6	4	11	10	6	0	1	5	131
Moderate	3	12	30	6	4	15	2	11	3	5	9	229
Conservative	0	17	32	7	6	13	1	15	0	3	6	66
Union household	6	6	47	5	5	16	2	5	0	2	5	88
Non-union	2	12	34	6	4	13	5	11	2	4	8	350
5 Years or less in NH	3	14	42	8	0	10	8	4	3	0	8	43
6 to 10 years	3	6	33	6	1	17	11	9	3	6	5	54
11 to 20 years	5	8	38	2	3	13	5	11	1	5	9	97
More than 20 years	2	12	35	7	6	14	2	11	1	3	7	243
NH Native	0	12	33	9	4	18	0	13	2	5	5	89
Moved from MA	2	11	44	5	5	11	3	9	1	2	7	152
Moved from Other NE	4	7	32	8	11	9	3	12	0	6	9	65
Moved from Mid-Atl.	2	11	47	2	0	18	2	12	0	0	7	38
Moved from Other	6	9	27	4	1	17	13	6	3	5	8	88
18 to 34	4	9	37	1	0	18	6	8	3	2	12	80
35 to 49	3	9	39	9	3	14	6	8	1	2	5	146
50 to 64	3	11	34	6	9	10	3	12	1	2	8	138
65 and over	1	15	37	2	2	11	3	13	0	8	7	62
Male	3	14	35	5	7	11	5	11	2	3	4	180
Female	2	9	37	6	3	15	4	9	1	4	10	259
High school or less	0	14	43	9	2	8	0	11	0	4	9	79
Some college	2	7	31	5	9	19	3	14	2	4	4	88
College graduate	5	12	34	4	4	13	5	10	3	4	6	153
Post-graduate	2	9	39	7	2	14	8	6	0	3	10	118
Less than \$30K	6	12	38	5	3	9	3	14	1	5	4	47
\$30K to \$60K	1	14	34	6	3	18	6	10	0	2	7	91
\$60K to \$75K	2	6	28	9	13	8	3	13	6	0	13	45
\$75K to \$100K	2	11	43	7	5	12	2	9	0	0	10	68
More than \$100K	6	12	38	6	3	15	6	4	3	3	3	98
Married	3	11	37	5	5	14	4	8	2	4	7	300
Divorced/separated	2	13	23	12	4	10	3	17	0	8	7	66
Never married	2	7	47	2	2	14	6	10	1	0	8	72
North Country	0	29	23	4	6	22	4	6	0	0	6	26
Central / Lakes	8	6	39	10	1	14	9	4	2	3	5	66
Connecticut Valley	1	5	49	2	4	8	11	13	0	2	5	73
Mass Border	1	11	39	5	3	15	2	7	3	3	9	111
Seacoast	4	12	39	8	3	10	2	9	0	3	10	91
Manchester Area	2	11	18	5	11	17	0	19	2	9	7	73

**Candidate with Issue Positions Closest to Your Own**

	<u>Clark</u>	<u>Dean</u>	<u>Edwards</u>	<u>Gephardt</u>	<u>Kerry</u>	<u>Kucinich</u>	<u>Lieberman</u>	<u>Sharpton</u>	<u>All</u>	<u>DK</u>	<u>(N=)</u>
STATEWIDE	8%	34%	4%	3%	15%	5%	10%	1%	5%	15%	436
Registered Democrat	9	33	5	4	19	5	6	1	6	13	207
Undeclared	9	34	2	3	12	4	13	3	6	15	200
Not registered	5	33	5	0	7	7	11	0	0	33	28
Democrat	6	36	4	4	18	5	6	2	5	16	328
Independent	15	35	2	3	10	4	15	2	5	9	62
Republican	17	16	5	1	0	4	33	0	7	17	39
Liberal	1	50	2	4	14	10	5	3	2	9	127
Moderate	12	28	5	4	17	2	11	1	5	15	229
Conservative	11	26	2	1	12	1	16	2	8	22	65
Union household	6	39	2	9	21	3	6	2	3	8	86
Non-union	9	33	4	2	13	5	10	1	6	17	348
5 Years or less in NH	6	35	3	0	15	11	6	0	2	21	40
6 to 10 years	5	28	4	1	11	12	15	0	8	15	54
11 to 20 years	9	38	0	0	16	5	10	3	6	13	97
More than 20 years	9	33	5	6	16	2	9	2	5	15	242
NH Native	13	30	4	4	19	0	8	0	4	17	89
Moved from MA	7	42	3	3	14	4	9	0	3	15	147
Moved from Other NE	4	27	2	10	10	4	16	2	6	19	64
Moved from Mid-Atl.	6	42	5	0	14	2	8	2	14	9	40
Moved from Other	9	26	4	0	17	13	8	3	6	14	88
18 to 34	7	36	2	0	13	6	11	0	5	19	79
35 to 49	8	34	5	3	14	7	9	1	4	14	146
50 to 64	8	35	3	6	15	2	10	2	7	12	138
65 and over	9	29	3	4	16	2	10	3	5	19	60
Male	14	32	5	7	12	6	11	2	3	9	177
Female	5	35	3	1	17	4	8	1	7	20	259
High school or less	10	29	4	5	14	0	12	0	6	21	76
Some college	9	34	5	6	14	2	11	4	7	9	88
College graduate	7	33	2	2	18	5	11	1	6	16	152
Post-graduate	9	39	4	2	12	10	6	2	3	14	118
Less than \$30K	8	43	6	3	8	3	14	1	4	9	47
\$30K to \$60K	9	25	3	5	17	7	7	3	5	18	88
\$60K to \$75K	7	28	3	3	18	6	8	0	3	24	44
\$75K to \$100K	9	35	6	7	14	1	14	0	2	13	68
More than \$100K	6	44	3	3	16	7	8	2	7	4	96
Married	9	32	4	4	16	4	9	2	5	14	295
Divorced/separated	7	26	2	3	11	3	12	1	8	26	68
Never married	7	48	1	1	15	7	10	0	1	9	71
North Country	13	32	0	0	31	4	2	0	0	18	25
Central / Lakes	9	36	3	0	16	10	5	1	3	19	64
Connecticut Valley	4	46	1	3	5	11	13	1	4	12	72
Mass Border	7	41	5	2	12	2	10	2	7	14	108
Seacoast	13	29	4	4	17	2	10	1	3	16	90
Manchester Area	7	16	6	10	20	1	11	3	11	16	77

# What Matters More - Issues or Character/Personality?

	Issue Positions	Character Personality	Comb- ination	Other/ Neither	(N=)
<u>STATEWIDE</u>	<u>68%</u>	<u>14%</u>	<u>18%</u>	<u>0%</u>	<u>447</u>
Registered Democrat	67	12	20	1	209
Undeclared	72	13	15	0	207
Not registered	44	34	23	0	30
Democrat	69	12	18	0	336
Independent	66	13	21	0	63
Republican	63	28	8	0	40
Liberal	65	14	21	0	132
Moderate	69	14	16	1	233
Conservative	71	15	14	0	67
Union household	67	14	19	0	90
Non-union	68	14	17	0	355
5 Years or less in NH	70	16	14	0	43
6 to 10 years	66	12	21	0	55
11 to 20 years	74	12	13	1	99
More than 20 years	66	14	19	0	247
NH Native	61	21	18	0	91
Moved from MA	67	12	20	1	153
Moved from Other NE	73	6	21	0	65
Moved from Mid-Atl.	78	14	8	0	40
Moved from Other	70	14	15	0	90
18 to 34	68	16	16	0	83
35 to 49	68	15	16	1	147
50 to 64	70	12	18	0	140
65 and over	67	12	21	0	63
Male	63	19	18	0	180
Female	71	10	18	1	266
High school or less	60	21	19	0	79
Some college	66	11	21	2	88
College graduate	68	16	16	0	157
Post-graduate	75	8	17	0	120
Less than \$30K	69	16	16	0	49
\$30K to \$60K	72	9	18	0	91
\$60K to \$75K	68	9	19	3	45
\$75K to \$100K	67	13	20	0	70
More than \$100K	69	18	14	0	98
Married	68	16	16	0	301
Divorced/separated	64	11	25	0	68
Never married	73	8	17	2	75
North Country	74	14	12	0	26
Central / Lakes	55	15	30	0	66
Connecticut Valley	62	22	15	2	74
Mass Border	73	12	15	0	111
Seacoast	67	14	19	0	91
Manchester Area	77	7	16	0	79



**Watch WMUR/ABC Debate on 12/9?**

	<b>Watched <u>All</u> 20%</b>	<b>Watched <u>Some</u> 20%</b>	<b><u>No</u> 59%</b>	<b><u>(N=)</u> 447</b>
<b>STATEWIDE</b>				
Registered Democrat	19	20	60	209
Undeclared	22	21	57	207
Not registered	16	16	69	30
Democrat	21	21	59	336
Independent	29	19	52	63
Republican	8	23	70	40
Liberal	21	20	59	132
Moderate	22	19	59	233
Conservative	19	26	55	67
Union household	17	25	58	90
Non-union	21	19	60	355
5 Years or less in NH	16	13	71	43
6 to 10 years	19	14	67	55
11 to 20 years	14	26	60	99
More than 20 years	24	21	56	247
NH Native	20	23	57	91
Moved from MA	17	19	64	153
Moved from Other NE	25	19	55	65
Moved from Mid-Atl.	20	16	64	40
Moved from Other	24	21	55	90
18 to 34	13	21	65	83
35 to 49	20	17	63	147
50 to 64	20	21	59	140
65 and over	32	19	49	63
Male	22	20	58	180
Female	20	20	60	266
High school or less	21	13	66	79
Some college	14	24	63	88
College graduate	23	20	57	157
Post-graduate	21	22	56	120
Less than \$30K	20	16	64	49
\$30K to \$60K	19	20	62	91
\$60K to \$75K	23	9	68	45
\$75K to \$100K	17	24	59	70
More than \$100K	14	21	65	98
Married	20	20	60	301
Divorced/separated	30	15	55	68
Never married	13	26	61	75
North Country	21	17	62	26
Central / Lakes	27	18	55	66
Connecticut Valley	21	17	62	74
Mass Border	16	22	62	111
Seacoast	19	25	56	91
Manchester Area	22	19	59	79

# Did Watching Debate Cause Change of Mind?

	Changed <u>Mind</u> 7%	May Change <u>Mind</u> 4%	<u>No</u> 86%	Still Not <u>Sure</u> 3%	(N=) 181
<b>STATEWIDE</b>					
Registered Democrat	4	5	85	6	83
Undeclared	10	2	87	1	89
Democrat	3	4	89	4	138
Independent	24	4	71	1	31
Republican	4	0	96	0	12
Liberal	1	2	96	1	54
Moderate	10	5	79	5	96
Conservative	6	2	92	0	30
Union household	9	1	85	6	38
Non-union	6	5	87	3	143
5 Years or less in NH	2	5	93	0	12
6 to 10 years	28	0	70	2	18
11 to 20 years	5	2	91	2	40
More than 20 years	4	5	86	4	110
NH Native	9	1	89	0	39
Moved from MA	3	3	93	2	55
Moved from Other NE	1	6	87	7	29
Moved from Mid-Atl.	10	4	86	0	14
Moved from Other	14	6	75	5	40
18 to 34	22	2	76	0	29
35 to 49	8	1	88	2	54
50 to 64	1	4	89	6	57
65 and over	0	10	86	4	32
Male	7	5	87	0	75
Female	6	3	86	5	106
High school or less	9	2	89	0	27
Some college	7	2	85	6	33
College graduate	7	1	90	1	68
Post-graduate	5	9	80	6	53
Less than \$30K	11	7	78	4	18
\$30K to \$60K	17	0	81	2	35
\$60K to \$75K	0	14	86	0	15
\$75K to \$100K	10	1	89	0	29
More than \$100K	1	0	91	8	34
Married	6	4	87	2	121
Divorced/separated	5	7	82	6	31
Never married	10	0	87	4	29
North Country	0	0	100	0	10
Central / Lakes	7	9	82	2	30
Connecticut Valley	6	3	91	0	28
Mass Border	13	0	84	2	42
Seacoast	7	7	77	9	40
Manchester Area	0	2	96	2	32

**Political Ideology Likely Dem Primary Voters**

	<u><b>Liberal</b></u>	<u><b>Moderate</b></u>	<u><b>Conservative</b></u>	<u><b>(N=)</b></u>
<b>STATEWIDE</b>	<b>31%</b>	<b>54%</b>	<b>15%</b>	<b>431</b>
Wesley Clark Voter	9	69	22	40
Howard Dean Voter	45	44	11	199
John Edwards Voter	15	62	23	17
Richard Gephardt Voter	13	61	25	12
John Kerry Voter	30	57	13	72
Joe Lieberman Voter	21	56	23	31
Other Candidate Voter	25	50	25	11
Undecided Voter	8	71	20	44
Registered Democrat	35	53	12	205
Undeclared	22	59	19	198
Not registered	57	30	13	28
Union household	32	57	11	88
Non-union	30	53	17	343
5 Years or less in NH	50	38	12	43
6 to 10 years	27	65	8	54
11 to 20 years	34	55	11	96
More than 20 years	27	54	19	237
NH Native	20	59	22	87
Moved from MA	36	50	14	150
Moved from Other NE	31	54	14	63
Moved from Mid-Atl.	36	55	9	36
Moved from Other	31	55	14	88
18 to 34	37	43	19	82
35 to 49	28	59	12	144
50 to 64	32	53	14	135
65 and over	22	58	20	57
Male	26	57	16	174
Female	33	52	15	257
High school or less	29	46	25	76
Some college	26	55	20	83
College graduate	27	61	12	155
Post-graduate	40	50	10	116
Less than \$30K	35	47	18	47
\$30K to \$60K	32	49	18	87
\$60K to \$75K	26	59	15	45
\$75K to \$100K	34	53	12	70
More than \$100K	38	50	12	96
Married	27	57	16	294
Divorced/separated	28	52	20	62
Never married	46	45	10	74
North Country	34	41	25	25
Central / Lakes	31	54	15	65
Connecticut Valley	41	46	13	69
Mass Border	29	54	17	106
Seacoast	33	56	11	90
Manchester Area	20	62	18	75