WMUR / FOX News New Hampshire Primary Tracking Poll Methodology

WMUR / FOX News New Hampshire Primary Tracking Poll is a joint project of WMUR-TV, Manchester New Hampshire 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 20 and January 30, 2000, approximately 200 randomly selected likely voters will be interviewed -- approximately 100 likely Democratic primary voters and 100 Republican primary voters. The results from four 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 800 likely voters), one can say with 95 percent confidence that the error attributable to sampling and other random effects would be ± 3.5%. The sampling error for the Democratic and Republican sub-samples (about 400 likely voters) would be ± 5%. 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:

"I am going to read the names of the candidates who are on the Republican primary ballot. If you were voting in the 2000 New Hampshire Republican primary for President today, would you vote for . . . (ROTATE RESPONSES) Gary Bauer ... George W. Bush ... Steve Forbes ... Orrin Hatch ... Alan Keyes ... or John McCain?"

"Currently, Al Gore and Bill Bradley are on the Democratic primary ballot. If you were voting in the 2000 New Hampshire Democratic primary today ... would you vote for Al Gore or Bill Bradley?" (ROTATE)

"Are you certain to support that person, or do you think you may change your mind and support someone else in the 2000 New Hampshire Primary?"

"Which candidate would be your second choice?"

"There are many issues facing the candidates in the election for President. In your opinion, which of the following is the MOST IMPORTANT ISSUE to YOUR VOTE in the presidential primary ... [READ NUMBERS 1 TO 10, ROTATE, RECORD THREE RESPONSES] 1) the economy ... 2) health care ... 3) Social Security ... 4) campaign finance reform ... 5) education ... 6) morality ... 7) foreign policy ... 8) taxes ... 9) gun control ... or 10) abortion?"

REPUBLICAN PRIMARY VOTERS ONLY

"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 stands up for what he believes ... he understands complex issues ... he has the best chance to win in November ... he best represents conservative values ... he is a strong and decisive leader ... he cares about the average American ... or he has the right experience?"

DEMOCRATIC PRIMARY VOTERS ONLY

"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 has new ideas ... he is not a typical politician ... he has the right experience ... he has the best chance to win in November ... he stands up for what he believes ... or he is a loyal Democrat?"