

# WMUR / FOX News

## New Hampshire Primary Tracking Poll

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### BRADLEY GAINS OVER FINAL CAMPAIGN WEEKEND

Durham, NH – Senator Bill Bradley's more aggressive campaigning over the last several days appear to be paying political dividends. Bradley has narrowed Vice President Al Gore's lead in the New Hampshire Democratic primary.

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, eighty-five (885) likely New Hampshire primary voters were interviewed between January 27 and January 30, 2000; 538 likely Republican primary voters and 347 likely Democratic primary voters. The potential sampling error for the survey is  $\pm 3.3\%$ , the sampling error for the Republican sub-sample is  $\pm 4\%$  and  $\pm 5\%$  for the Democratic sub-sample.

#### Democratic Primary

Last week, the Bradley campaign decided it was time to take the gloves off and to begin taking the fight to Al Gore. Bradley has recently taken Gore to task over his evolving abortion position and also for allegedly mis-characterizing the Bradley health care plan. This strategy appears to be working, although there may not be enough time left for Bradley to overtake Gore. Currently, 51% of likely Democratic primary voters say they will vote for Gore, 45% will vote for Bradley, and 4% remain undecided. Gore had been leading Bradley by as much as 13 percentage points last week.

Bradley's new strategy has helped him erode some of Gore's base among registered Democrats. Gore now leads Bradley 52% to 43% among registered Democrats with 1% preferring some other candidate and 5% undecided. Earlier this week, Gore had been leading Bradley by as many as 18 percentage points among registered Democrats.

Gore and Bradley remained tied among undeclared voters, or "independents", who say they plan to vote in the Democratic primary.

Higher turnout means that more independent voters will be coming to the polls and this will help Bradley. A low turnout election will help Gore because registered Democrats, who are more supportive of the Vice President, historically turn out to vote in higher numbers than independents.

#### Republican Primary

Arizona Senator John McCain has been campaigning in New Hampshire since the spring and his hard work appears to be paying off. After the final campaign weekend, McCain holds a narrow lead over Texas Governor George W. Bush with 41% of likely Republican primary voters saying they will vote for McCain, 35% planning to vote for Bush, 13% planning to vote for publisher Steve Forbes, 8% planning to vote for former Ambassador Alan Keyes, 1% favoring other candidates, and 3% remaining undecided.

McCain strongest support continues to come from undeclared voters who say they will vote in the Republican primary. These voters are often referred to as "independents". In the latest WMUR / FOX News tracking poll, 54% of independents say they will vote for McCain, 20% will vote for Bush, 14% will vote for Forbes, 8% will vote for Keyes, 1% will vote for some other candidate, and 2% are undecided.

Bush continues to lead among registered Republicans. In the final tracking poll, 44% of registered Republicans say they will vote for Bush, 32% will vote for McCain, 12% will vote for Forbes, and 8% will vote for Keyes.

\* 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 31, 2000. The tracking poll results will be reported each day.

Turnout will be the key factor in tomorrow’s election. High voter turnout favors McCain because it will mean more independent voters heading to the polls. If the percentage of independents who vote in the Republican primary reaches 30%, McCain will likely hold his lead over Bush. But if the percentage of independents is lower, in the 20-25% range, Bush could catch McCain. Lower turnout helps Bush because he does better than McCain among registered Republicans, who are more likely to actually come out and vote than are independents.

Steve Forbes saw a small bounce after his strong performance in the Iowa caucuses, but this appears to have run its course. Forbes currently gets 13% of the likely GOP primary vote, the average for his polling numbers over the past week.

Alan Keyes has remained stable with 8% of the likely Republican electorate.

**NH Republican Primary**

	<b><u>Bauer</u></b>	<b><u>Bush</u></b>	<b><u>Forbes</u></b>	<b><u>Hatch*</u></b>	<b><u>Keyes</u></b>	<b><u>McCain</u></b>	<b><u>Und.</u></b>	<b><u>(N)</u></b>
<b>January 27-30 (Latest)</b>	<b>0%</b>	<b>35%</b>	<b>13%</b>	<b>--</b>	<b>8%</b>	<b>41%</b>	<b>3%</b>	<b>538</b>
January 26-29	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

Registration Status

Undeclared	1	20	14	--	8	54	3
Registered Republican	0	44	12	--	8	32	2

\* Withdrew 1/26/00

**NH Democratic Primary**

	<b><u>Bradley</u></b>	<b><u>Gore</u></b>	<b><u>Other</u></b>	<b><u>Undecided</u></b>	<b><u>(N)</u></b>
<b>January 27-30 (Latest)</b>	<b>45%</b>	<b>51%</b>	<b>0%</b>	<b>4%</b>	<b>347</b>
January 26-29	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

Registration Status

Registered Democrat	43	52	1	5
Undeclared	49	50	0	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%
<b>January 20-23</b>							
<b>January 21-24</b>	<b>1</b>	<b>35</b>	<b>12</b>	<b>8</b>	<b>40</b>	<b>0</b>	<b>3</b>
<b>January 22-25</b>	<b>1</b>	<b>32</b>	<b>13</b>	<b>8</b>	<b>43</b>	<b>0</b>	<b>2</b>
<b>January 23-26</b>	<b>0</b>	<b>33</b>	<b>14</b>	<b>9</b>	<b>41</b>	<b>0</b>	<b>3</b>
<b>January 24-27</b>	<b>0</b>	<b>33</b>	<b>15</b>	<b>9</b>	<b>40</b>	<b>0</b>	<b>2</b>
<b>January 25-28</b>	<b>1</b>	<b>33</b>	<b>16</b>	<b>8</b>	<b>41</b>	<b>0</b>	<b>2</b>
<b>January 26-29</b>	<b>0</b>	<b>35</b>	<b>15</b>	<b>9</b>	<b>38</b>	<b>1</b>	<b>2</b>
<b>January 27-30 (Latest)</b>	<b>0</b>	<b>35</b>	<b>13</b>	<b>8</b>	<b>41</b>	<b>1</b>	<b>3</b>
Undeclared	1	20	14	8	54	1	3
Registered Republican	0	44	12	8	32	1	2
Independent or Democrat	1	10	16	6	66	0	2
Lean Republican	2	25	15	9	45	2	3
Not so strong Republican	0	45	10	8	34	0	4
Strong Republican	0	52	11	9	26	1	1
Clinton - Favorable	1	28	13	7	51	0	1
Neither	0	35	12	1	43	0	9
Clinton - Unfavorable	0	37	13	9	37	1	2
Primary-extremely interested	0	33	13	10	43	0	1
Very interested	1	36	12	7	40	1	3
Somewhat interested	1	34	15	6	39	1	3
May vote	0	43	5	3	49	0	0
Will vote unless emergency	2	32	18	9	36	0	3
Will definitely vote	0	35	12	8	41	1	3
18 to 29	0	36	22	11	29	0	2
30 to 45	1	39	10	7	39	1	3
46 to 64	1	30	13	9	45	1	2
65 and over	0	37	15	5	40	1	2
Male	0	31	15	9	43	0	2
Female	0	39	10	8	38	1	4
High school or less	0	42	20	7	29	1	1
Some college	1	34	13	7	40	2	3
College graduate	0	32	8	8	48	0	3
Post-graduate	0	30	10	12	45	0	3
Less than \$25,000	2	56	7	5	25	3	3
\$25,000 to \$49,999	0	30	20	8	42	0	0
\$50,000 to \$74,999	1	29	14	10	42	1	3
\$75,000 to \$99,999	0	34	10	6	45	0	5
\$100,000 or more	0	32	10	8	50	0	0
Lived in NH 5 yrs or less	1	33	3	8	54	2	0
6 to 10 years	0	41	9	10	35	0	5
11 to 20 years	1	35	11	13	35	1	4
More than 20 years	0	34	17	6	41	0	2
North West Central NH	0	35	7	8	45	0	4
Western NH	0	40	11	13	29	0	6
Central/Lakes	0	33	12	5	47	1	2
Hillsborough County	1	35	16	8	37	0	3
Seacoast	0	33	12	9	44	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%
<b>January 20-23</b>							
<b>January 21-24</b>	1	35	12	8	40	0	3
<b>January 22-25</b>	1	32	13	8	43	0	2
<b>January 23-26</b>	0	33	14	9	41	0	3
<b>January 24-27</b>	0	33	15	9	40	0	2
<b>January 25-28</b>	1	33	16	8	41	0	2
<b>January 26-29</b>	0	35	15	9	38	1	2
<b>January 27-30 (Latest)</b>	0	35	13	8	41	1	3

### Most Important Issue

Economy	0	36	10	5	44	0	4
Health care	0	39	7	6	45	1	2
Social Security	0	29	14	4	53	0	0
Campaign finance reform	0	0	0	0	93	7	0
Education	1	54	6	3	34	0	2
Morality	1	38	8	20	28	0	4
Foreign policy	0	15	10	7	67	0	0
Taxes	1	36	25	5	32	1	1
Gun control	0	26	20	23	28	0	3
Abortion	0	32	16	20	28	0	5

### Candidate Quality

Stands up for beliefs	1	22	14	10	51	1	1
Understands complex issues	0	23	18	7	48	4	0
Best chance to win in Nov.	0	73	4	0	19	0	4
Represents conservative issues	2	39	17	21	15	0	6
Strong decisive leader	0	39	6	6	46	0	3
Cares about average American	0	35	22	2	37	2	2
Right experience	0	46	2	4	44	0	3

**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	30	17	24	9	5	13	3
January 27-30 (Latest)	28	18	23	9	5	13	3

**First Choice**

Bauer	48	0	52	0	0	0	0
Bush	0	26	50	4	3	16	1
Forbes	34	0	33	8	1	19	6
Keyes	24	45	19	3	0	9	0
McCain	54	14	0	16	7	9	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	68	30	2
January 27-30 (Latest)	71	27	2

**GOP Candidate Favored**

Bauer	26	74	0
Bush	73	27	0
Forbes	70	30	0
Keyes	57	43	0
McCain	77	23	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>
<b>January 20-23</b>	<b>15%</b>	<b>14%</b>	<b>12%</b>	<b>9%</b>	<b>11%</b>	<b>21%</b>	<b>19%</b>
<b>January 21-24</b>	<b>13</b>	<b>13</b>	<b>11</b>	<b>9</b>	<b>12</b>	<b>20</b>	<b>22</b>
<b>January 22-25</b>	<b>13</b>	<b>14</b>	<b>11</b>	<b>9</b>	<b>14</b>	<b>19</b>	<b>20</b>
<b>January 23-26</b>	<b>11</b>	<b>13</b>	<b>11</b>	<b>10</b>	<b>14</b>	<b>18</b>	<b>22</b>
<b>January 24-27</b>	<b>12</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>14</b>	<b>18</b>	<b>21</b>
<b>January 25-28</b>	<b>14</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>12</b>	<b>18</b>	<b>19</b>
<b>January 26-29</b>	<b>14</b>	<b>14</b>	<b>10</b>	<b>11</b>	<b>12</b>	<b>20</b>	<b>19</b>
<b>January 27-30 (Latest)</b>	<b>14</b>	<b>16</b>	<b>9</b>	<b>11</b>	<b>12</b>	<b>21</b>	<b>17</b>
Bauer	0	0	0	26	26	48	0
Bush	14	18	8	16	13	21	10
Forbes	11	8	10	5	8	41	17
Keyes	9	11	4	4	30	12	29
McCain	15	18	12	9	9	17	21
Undeclared	14	18	9	7	13	20	19
Registered Republican	13	15	9	12	11	22	16
Independent or Democrat	14	23	11	12	7	18	15
Lean Republican	12	17	10	8	15	19	21
Not so strong Republican	15	20	8	19	10	22	6
Strong Republican	14	9	9	7	14	24	23
Clinton - Favorable	16	22	13	20	6	14	10
Neither	11	17	18	25	4	8	18
Clinton - Unfavorable	13	14	8	6	15	25	19
May vote	16	18	13	24	3	16	11
Will vote unless emergency	15	20	11	11	8	22	13
Will definitely vote	14	15	9	10	13	21	18
18 to 29	15	5	3	25	17	25	10
30 to 45	13	13	6	16	8	29	14
46 to 64	15	19	12	7	10	20	18
65 and over	11	20	13	6	19	9	23
Male	17	11	9	8	13	27	15
Female	10	21	9	13	11	15	19
High school or less	13	21	15	10	8	19	15
Some college	14	12	9	12	13	23	16
College graduate	14	16	7	11	14	22	16
Post-graduate	12	16	6	8	13	21	24
Less than \$25,000	21	19	24	8	12	3	12
\$25,000 to \$49,999	12	11	10	12	15	20	20
\$50,000 to \$74,999	12	22	6	7	7	27	18
\$75,000 to \$99,999	13	15	11	18	11	18	15
\$100,000 or more	18	16	6	6	13	23	18
Lived in NH 5 yrs or less	17	18	3	8	9	25	20
6 to 10 years	15	17	13	9	16	9	22
11 to 20 years	16	17	8	13	13	22	11
More than 20 years	12	15	11	11	11	22	18

**Top 3 Most Important Issues  
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>
<b>January 24-27</b>	<b>35%</b>	<b>41%</b>	<b>38%</b>	<b>37%</b>	<b>35%</b>	<b>46%</b>	<b>61%</b>
<b>January 25-28</b>	<b>36</b>	<b>41</b>	<b>39</b>	<b>36</b>	<b>33</b>	<b>48</b>	<b>61</b>
<b>January 26-29</b>	<b>36</b>	<b>39</b>	<b>40</b>	<b>39</b>	<b>30</b>	<b>49</b>	<b>62</b>
<b>January 27-30 (Latest)</b>	<b>34</b>	<b>42</b>	<b>39</b>	<b>40</b>	<b>30</b>	<b>49</b>	<b>60</b>
Bauer	48	52	0	26	52	74	48
Bush	37	40	40	49	33	50	45
Forbes	24	37	37	35	27	73	64
Keyes	20	37	36	24	53	47	80
McCain	35	46	41	37	24	41	69
Undeclared	28	48	38	40	28	49	63
Registered Republican	36	40	40	41	31	50	58
Independent or Democrat	33	55	40	47	16	45	60
Lean Republican	25	44	40	33	33	50	71
Not so strong Republican	39	45	34	46	26	52	46
Strong Republican	36	32	41	37	39	50	61
Clinton - Favorable	43	51	44	56	15	38	50
Neither	19	46	56	49	27	47	55
Clinton - Unfavorable	33	39	36	35	34	53	63
May vote	45	42	29	61	21	39	58
Will vote unless emergency	38	51	34	38	25	53	53
Will definitely vote	33	41	40	40	31	49	61
18 to 29	36	28	30	62	41	44	59
30 to 45	38	40	25	47	25	60	60
46 to 64	33	44	47	38	29	49	56
65 and over	28	49	51	26	36	35	68
Male	36	35	37	34	32	54	64
Female	31	50	42	47	28	44	55
High school or less	29	51	52	36	23	49	52
Some college	34	37	42	40	36	51	56
College graduate	34	43	29	45	32	50	65
Post-graduate	41	39	34	40	27	45	70
Less than \$25,000	29	58	77	41	28	22	42
\$25,000 to \$49,999	27	41	33	46	34	48	62
\$50,000 to \$74,999	39	40	35	39	25	55	65
\$75,000 to \$99,999	32	53	37	46	30	42	58
\$100,000 or more	37	35	28	38	28	59	70
Lived in NH 5 yrs or less	38	41	39	42	23	51	59
6 to 10 years	42	39	30	46	33	53	57
11 to 20 years	38	39	30	41	36	53	62
More than 20 years	30	45	45	39	28	47	60
North West Central NH	28	38	41	40	35	49	62
Western NH	19	36	49	44	32	47	70
Central/Lakes	40	43	37	46	26	37	67
Hillsborough County	44	43	36	38	28	61	46
Seacoast	28	45	41	39	32	44	66

**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>
<b>January 20-23</b>	<b>38%</b>	<b>8%</b>	<b>5%</b>	<b>13%</b>	<b>17%</b>	<b>10%</b>	<b>8%</b>	<b>2%</b>
<b>January 21-24</b>	<b>39</b>	<b>8</b>	<b>6</b>	<b>12</b>	<b>15</b>	<b>11</b>	<b>8</b>	<b>1</b>
<b>January 22-25</b>	<b>37</b>	<b>8</b>	<b>6</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>8</b>	<b>2</b>
<b>January 23-26</b>	<b>38</b>	<b>6</b>	<b>5</b>	<b>13</b>	<b>14</b>	<b>12</b>	<b>9</b>	<b>2</b>
<b>January 24-27</b>	<b>38</b>	<b>7</b>	<b>5</b>	<b>11</b>	<b>14</b>	<b>12</b>	<b>11</b>	<b>2</b>
<b>January 25-28</b>	<b>36</b>	<b>8</b>	<b>4</b>	<b>12</b>	<b>16</b>	<b>12</b>	<b>10</b>	<b>2</b>
<b>January 26-29</b>	<b>35</b>	<b>7</b>	<b>4</b>	<b>12</b>	<b>18</b>	<b>12</b>	<b>11</b>	<b>2</b>
<b>January 27-30 (Latest)</b>	<b>35</b>	<b>7</b>	<b>6</b>	<b>11</b>	<b>17</b>	<b>12</b>	<b>11</b>	<b>2</b>
Bauer	48	0	0	52	0	0	0	0
Bush	22	4	12	12	20	12	14	2
Forbes	41	9	2	15	9	21	2	2
Keyes	43	6	0	27	12	3	6	3
McCain	43	8	3	4	20	11	11	1
Undeclared	32	7	5	10	19	13	12	3
Registered Republican	37	7	6	12	16	11	10	1
Independent or Democrat	38	7	2	4	18	18	12	1
Lean Republican	35	8	2	9	22	13	10	1
Not so strong Republican	34	8	9	9	19	11	9	1
Strong Republican	33	5	9	18	14	8	12	2
Clinton - Favorable	41	9	4	6	12	16	13	1
Neither	32	4	0	10	23	9	20	3
Clinton - Unfavorable	33	6	7	13	18	12	9	2
May vote	38	8	0	16	3	27	5	3
Will vote unless emergency	30	8	4	10	20	13	14	1
Will definitely vote	35	6	6	11	17	12	10	2
18 to 29	34	0	5	19	16	13	13	0
30 to 45	32	8	1	9	22	13	13	2
46 to 64	36	7	8	8	17	13	9	1
65 and over	38	5	9	14	11	9	9	4
Male	32	7	8	12	20	11	9	1
Female	37	6	4	10	15	13	12	3
High school or less	30	7	4	10	12	20	15	2
Some college	32	8	10	9	18	12	10	1
College graduate	38	7	4	15	17	10	7	2
Post-graduate	39	3	6	7	26	5	12	2
Less than \$25,000	34	6	6	11	11	10	19	3
\$25,000 to \$49,999	42	2	4	13	14	15	9	1
\$50,000 to \$74,999	32	8	7	12	14	14	13	0
\$75,000 to \$99,999	32	7	9	7	27	9	9	0
\$100,000 or more	34	11	6	11	24	7	8	0
Lived in NH 5 yrs or less	27	11	8	13	18	12	11	0
6 to 10 years	41	5	11	5	16	10	13	0
11 to 20 years	42	6	5	8	19	8	13	0
More than 20 years	33	6	5	12	17	15	9	3



## NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>
<b>January 20-23</b>	<b>41%</b>	<b>50%</b>	<b>1%</b>	<b>8%</b>
<b>January 21-24</b>	<b>42</b>	<b>52</b>	<b>0</b>	<b>6</b>
<b>January 22-25</b>	<b>44</b>	<b>50</b>	<b>0</b>	<b>5</b>
<b>January 23-26</b>	<b>42</b>	<b>53</b>	<b>0</b>	<b>4</b>
<b>January 24-27</b>	<b>41</b>	<b>54</b>	<b>0</b>	<b>4</b>
<b>January 25-28</b>	<b>42</b>	<b>54</b>	<b>1</b>	<b>4</b>
<b>January 26-29</b>	<b>42</b>	<b>53</b>	<b>0</b>	<b>4</b>
<b>January 27-30 (Latest)</b>	<b>45</b>	<b>51</b>	<b>0</b>	<b>4</b>
Registered Democrat	43	52	1	5
Undeclared	49	50	0	1
Strong Democrat	39	53	1	6
Not so strong Democrat	46	54	0	0
Lean Democrat	48	50	0	3
Independent or Republican	54	43	0	4
Clinton - Favorable	37	59	1	3
Neither	57	33	0	10
Clinton - Unfavorable	65	32	0	3
Primary-extremely interested	45	50	0	5
Very interested	46	50	1	3
Somewhat interested	42	55	0	3
May vote	38	58	0	4
Will vote unless emergency	42	55	0	4
Will definitely vote	46	50	0	4
18 to 29	39	61	0	0
30 to 45	45	52	0	4
46 to 64	49	47	0	4
65 and over	40	55	0	5
Male	44	54	0	2
Female	45	49	1	5
High school or less	33	63	0	4
Some college	50	46	0	5
College graduate	54	42	0	5
Post-graduate	41	55	2	2
Less than \$25,000	48	43	0	9
\$25,000 to \$49,999	37	61	0	3
\$50,000 to \$74,999	50	46	0	3
\$75,000 to \$99,999	51	40	5	5
\$100,000 or more	54	46	0	0
Lived in NH 5 yrs or less	47	52	0	2
6 to 10 years	48	52	0	0
11 to 20 years	46	48	0	7
More than 20 years	44	52	0	4
North West Central NH	44	56	0	0
Western NH	41	51	0	7
Central/Lakes	39	53	0	7
Hillsborough County	50	45	1	4
Seacoast	45	52	0	3

## NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>
<b>January 20-23</b>	<b>41%</b>	<b>50%</b>	<b>1%</b>	<b>8%</b>
<b>January 21-24</b>	<b>42</b>	<b>52</b>	<b>0</b>	<b>6</b>
<b>January 22-25</b>	<b>44</b>	<b>50</b>	<b>0</b>	<b>5</b>
<b>January 23-26</b>	<b>42</b>	<b>53</b>	<b>0</b>	<b>4</b>
<b>January 24-27</b>	<b>41</b>	<b>54</b>	<b>0</b>	<b>4</b>
<b>January 25-28</b>	<b>42</b>	<b>54</b>	<b>1</b>	<b>4</b>
<b>January 26-29</b>	<b>42</b>	<b>53</b>	<b>0</b>	<b>4</b>
<b>January 27-30 (Latest)</b>	<b>45</b>	<b>51</b>	<b>0</b>	<b>4</b>

### Most Important Issue

Economy	45	52	0	3
Health care	52	44	0	4
Social Security	29	66	0	5
Campaign finance reform	61	29	0	11
Education	37	57	2	3
Morality	78	22	0	0
Foreign policy	54	46	0	0
Taxes	19	81	0	0
Gun control	38	50	0	11
Abortion	43	57	0	0

### Candidate Quality

Strong/decisive leader	41	57	0	2
New ideas	62	30	0	8
Not typical politician	94	5	0	1
Right experience	15	85	0	0
Best chance to win in Nov.	29	64	0	7
Stands up for what believes	58	35	1	5
Loyal Democrat	22	78	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	31	30	20	14	5
January 27-30 (Latest)	30	25	23	18	4

**First Choice**

Bradley	40	0	45	14	1
Gore	24	53	1	23	0

**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	72	25	3
January 27-30 (Latest)	73	25	3

**DEM Candidate Favored**

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

**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>
<b>January 24-27</b>	<b>35%</b>	<b>69%</b>	<b>49%</b>	<b>13%</b>	<b>57%</b>	<b>74%</b>
<b>January 25-28</b>	<b>33</b>	<b>73</b>	<b>44</b>	<b>12</b>	<b>58</b>	<b>74</b>
<b>January 26-29</b>	<b>33</b>	<b>72</b>	<b>42</b>	<b>13</b>	<b>54</b>	<b>79</b>
<b>January 27-30 (Latest)</b>	<b>36</b>	<b>68</b>	<b>38</b>	<b>12</b>	<b>53</b>	<b>84</b>
Bradley	39	65	31	18	49	91
Gore	37	71	42	7	58	77
Undecided	25	51	57	17	53	86
Registered Democrat	36	69	37	13	55	82
Undeclared	36	65	40	10	49	88
Strong Democrat	34	72	34	14	59	81
Not so strong Democrat	41	65	39	6	52	88
Lean Democrat	38	60	38	11	52	91
Independent or Republican	33	72	46	16	45	81
Clinton - Favorable	38	69	39	14	51	77
Neither	40	67	48	13	56	72
Clinton - Unfavorable	29	65	26	6	58	116
May vote	43	59	43	4	53	88
Will vote unless emergency	35	71	40	8	58	83
Will definitely vote	37	68	37	13	52	84
18 to 29	31	51	17	8	81	104
30 to 45	41	69	27	8	61	86
46 to 64	41	68	41	17	44	81
65 and over	18	77	65	11	44	78
Male	46	62	44	19	42	77
Female	31	72	34	8	60	88
High school or less	40	69	54	7	47	76
Some college	30	73	43	10	48	83
College graduate	40	62	31	11	56	90
Post-graduate	36	68	22	20	63	85
Less than \$25,000	25	73	56	10	54	77
\$25,000 to \$49,999	40	69	37	12	50	80
\$50,000 to \$74,999	43	68	41	18	48	76
\$75,000 to \$99,999	43	74	22	5	63	79
\$100,000 or more	39	71	17	17	61	95
Lived in NH 5 yrs or less	37	65	31	11	46	103
6 to 10 years	42	70	37	13	52	82
11 to 20 years	34	76	27	16	59	84
More than 20 years	36	65	45	10	52	80
North West Central NH	34	72	26	13	65	85
Western NH	34	69	46	20	52	69
Central/Lakes	31	60	40	21	55	82
Hillsborough County	41	67	43	3	56	83
Seacoast	37	74	36	14	45	86

**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>
<b>January 20-23</b>	<b>19%</b>	<b>11%</b>	<b>7%</b>	<b>15%</b>	<b>2%</b>	<b>39%</b>	<b>2%</b>	<b>4%</b>
<b>January 21-24</b>	<b>21</b>	<b>11</b>	<b>9</b>	<b>18</b>	<b>3</b>	<b>34</b>	<b>2</b>	<b>3</b>
<b>January 22-25</b>	<b>23</b>	<b>10</b>	<b>9</b>	<b>19</b>	<b>3</b>	<b>31</b>	<b>2</b>	<b>2</b>
<b>January 23-26</b>	<b>21</b>	<b>10</b>	<b>10</b>	<b>21</b>	<b>3</b>	<b>30</b>	<b>3</b>	<b>2</b>
<b>January 24-27</b>	<b>23</b>	<b>10</b>	<b>9</b>	<b>24</b>	<b>4</b>	<b>27</b>	<b>3</b>	<b>1</b>
<b>January 25-28</b>	<b>23</b>	<b>10</b>	<b>8</b>	<b>22</b>	<b>3</b>	<b>29</b>	<b>3</b>	<b>2</b>
<b>January 26-29</b>	<b>23</b>	<b>9</b>	<b>8</b>	<b>22</b>	<b>4</b>	<b>29</b>	<b>3</b>	<b>2</b>
<b>January 27-30 (Latest)</b>	<b>26</b>	<b>8</b>	<b>7</b>	<b>18</b>	<b>5</b>	<b>30</b>	<b>4</b>	<b>3</b>
Bradley	23	10	15	6	4	39	2	1
Gore	29	4	1	30	7	21	6	3
Undecided	10	16	1	0	10	43	0	20
Registered Democrat	23	6	8	20	6	30	4	3
Undeclared	33	12	6	13	4	27	3	1
Strong Democrat	26	6	3	23	9	24	5	3
Not so strong Democrat	27	4	9	16	5	32	4	3
Lean Democrat	24	10	10	16	3	30	4	3
Independent or Republican	29	11	7	12	1	40	0	0
Clinton - Favorable	27	8	5	19	7	27	4	3
Neither	23	11	4	2	0	51	4	5
Clinton - Unfavorable	26	7	14	19	2	29	2	2
May vote	28	4	2	19	6	30	8	4
Will vote unless emergency	24	9	8	15	3	36	1	4
Will definitely vote	26	8	7	18	6	28	4	2
18 to 29	22	18	7	17	4	17	9	7
30 to 45	28	7	10	15	4	31	4	1
46 to 64	28	7	7	18	9	28	2	1
65 and over	17	5	3	22	3	36	6	8
Male	27	7	4	21	10	23	6	2
Female	25	8	9	16	3	33	3	3
High school or less	23	7	0	26	3	37	4	0
Some college	23	10	10	11	7	29	5	5
College graduate	24	6	13	13	5	34	3	2
Post-graduate	35	7	5	22	7	19	3	2
Less than \$25,000	31	11	2	17	3	31	0	6
\$25,000 to \$49,999	21	3	14	24	5	25	7	1
\$50,000 to \$74,999	25	9	5	20	3	32	4	1
\$75,000 to \$99,999	15	14	5	19	2	45	0	1
\$100,000 or more	42	7	3	9	7	25	7	0
Lived in NH 5 yrs or less	33	3	0	21	8	22	9	3
6 to 10 years	16	9	6	17	0	43	8	0
11 to 20 years	23	10	4	17	6	33	3	4
More than 20 years	28	7	11	17	5	27	2	2