

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 29, 2000
6:00 P.M.
(603) 862-2226

LITTLE MOVEMENT IN NEW HAMPSHIRE

Durham, NH – Both the Democrat and Republican primary races are stable going into the final campaign weekend.

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, forty-one (841) likely New Hampshire primary voters were interviewed between January 25 and January 28, 2000; 495 likely Republican primary voters and 346 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.

With time running out before Tuesday's vote, the primary campaigns in New Hampshire have settled into a stable pattern. There has been very little movement among candidates from either party this past week. However, almost one-third of the electorate says they may change their mind and support another candidate.

Republican Primary

John McCain continues to hold an 8 percentage point lead over his main rival, George W. Bush. In the latest WMUR / FOX News New Hampshire primary tracking poll, 41% of likely Republican primary voters say they will vote for McCain, 33% say they will vote for Bush, 16% will vote for Steve Forbes, 8% will vote for Alan Keyes, 1% will vote for Gary Bauer, and 2% remain undecided.

Support for McCain has been hovering near 40% all week. Support for Bush, after a drop over last weekend, has remained steady at 33%. Forbes, perhaps as a result of his strong finish in Iowa, and also because of heavy advertising, has seen his support slowly increase in the past week. Monday, 12% of likely GOP primary voters said they planned to vote for Forbes. This has increased daily to his current level of support, 16%. Keyes has remained steady with 8% of the GOP vote. Bauer has been unable to attract many voters this past week and his support has never climbed above 1%.

Undeclared voters voting in the Republican primary, often called "independents", are still McCain's strongest supporters. Currently, 52% of independent voters say they plan to vote for McCain, 24% say they will vote for Bush, 19% will vote for Forbes, and 5% will vote for Keyes. Among registered Republicans, 38% say they will vote for Bush, 34% will vote for McCain, 14% will vote for Forbes, and 10% will vote for Keyes.

Although the GOP race has remained fairly stable, it is by no means settled. Fully one-third of likely GOP primary voters say they may change their mind and support someone else, while 67% say they are certain in their vote. McCain voters are most certain in their support, 73% say they are certain to vote for McCain. By comparison, 67% of Bush voters say they are certain to vote for Bush, 64% of Forbes voters say they are certain to support Forbes, and 58% of Keyes voters say they are certain to support Keyes.

Democratic Primary

In the Democratic race, Vice President Al Gore has been slowly pulling away from his rival, former New Jersey Senator Bill Bradley. In the latest WMUR / FOX News tracking poll, 54% of likely Democratic primary voters say they will vote for Gore, 42% will vote for Bradley, and 4% are undecided.

Gore continues to run strongest among registered Democrats. Currently, 57% of registered Democrats say they will vote for Gore and 39% say they will vote for Bradley. Among undeclared voters, or "independents", voting in the Democratic primary, 49% say they plan to vote for Bradley and 46% plan to vote for Gore.

Overall, 71% of Democratic voters say they are certain to support their candidate; 76% of Gore voters and 70% of Bradley voters.

* 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 25-28 (Latest)	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	24	19	--	5	52	0	
Registered Republican	1	38	14	--	10	34	3	

* Withdrew 1/26/00

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 25-28 (Latest)	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	57	1	3	
Undeclared	49	46	0	5	

Certainty of Vote

	<u>Certain</u>	<u>May Change Mind</u>	<u>Don't Know</u>
<u>GOP Primary</u>			
January 25-28 (Latest)	67%	31%	2%
January 24-27	66	32	1
January 23-26	66	32	2
January 22-25	66	32	2
January 21-24	67	31	2
January 20-23	67	33	0
<u>GOP Candidate Favored</u>			
Bauer	56	44	0
Bush	67	33	0
Forbes	64	36	0
Keyes	58	42	0
McCain	73	27	0
<u>DEM Primary</u>			
January 25-28 (Latest)	71%	26%	3%
January 24-27	71	26	2
January 23-26	71	26	3
January 22-25	69	28	3
January 21-24	69	28	4
January 20-23	72	28	0
<u>DEM Candidate Favored</u>			
Bradley	70	30	0
Gore	76	24	0

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 (Latest)	1	33	16	8	41	0	2
Undeclared	1	24	19	5	52	0	0
Registered Republican	1	38	14	10	34	0	3
Independent or Democrat	1	15	17	5	61	0	1
Lean Republican	1	25	22	8	41	0	2
Not so strong Republican	1	42	12	8	35	0	3
Strong Republican	1	44	13	11	30	1	1
Clinton - Favorable	1	23	15	3	57	0	1
Neither	0	36	24	7	33	0	0
Clinton - Unfavorable	1	35	15	10	37	0	2
Primary-extremely interested	1	33	13	11	40	0	2
Very interested	0	34	17	7	40	0	2
Somewhat interested	2	30	18	7	42	0	1
May vote	0	40	12	9	38	0	0
Will vote unless emergency	3	35	23	8	30	0	0
Will definitely vote	0	32	15	8	42	0	2
18 to 29	0	18	22	14	42	0	4
30 to 45	2	33	18	10	35	1	2
46 to 64	0	31	13	9	45	0	1
65 and over	0	39	16	2	42	0	1
Male	0	29	17	8	44	0	2
Female	1	37	14	9	37	0	1
High school or less	1	43	20	9	26	0	1
Some college	1	34	19	10	34	1	1
College graduate	1	22	12	7	54	0	4
Post-graduate	0	33	10	6	50	0	0
Less than \$25,000	2	54	11	11	22	0	0
\$25,000 to \$49,999	0	28	22	10	40	0	0
\$50,000 to \$74,999	1	27	20	9	39	0	4
\$75,000 to \$99,999	0	43	12	7	37	0	2
\$100,000 or more	0	27	8	7	58	0	0
Lived in NH 5 yrs or less	2	31	4	5	58	0	0
6 to 10 years	0	30	19	12	40	0	0
11 to 20 years	1	26	13	13	45	0	2
More than 20 years	0	35	18	7	37	0	2
North West Central NH	0	33	7	9	51	0	0
Western NH	0	33	21	10	36	0	0
Central/Lakes	0	32	12	11	42	0	3
Hillsborough County	1	33	25	3	35	0	3
Seacoast	2	30	11	12	43	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>
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 (Latest)	1	33	16	8	41	0	2

Most Important Issue

Economy	0	37	12	5	43	0	4
Health care	0	43	13	3	39	0	1
Social Security	0	36	13	4	47	0	0
Campaign finance reform	0	0	9	0	91	0	0
Education	4	33	12	2	47	0	2
Morality	2	21	10	28	39	0	0
Foreign policy	0	30	10	0	56	0	4
Taxes	0	35	29	8	26	1	1
Gun control	0	33	13	34	19	0	0
Abortion	0	32	29	13	22	0	5

Candidate Quality

Stands up for beliefs	0	26	17	12	44	0	1
Understands complex issues	0	32	22	3	41	3	0
Best chance to win in Nov.	0	80	0	0	20	0	0
Represents conservative issues	4	33	27	22	14	0	0
Strong decisive leader	1	33	8	4	51	0	3
Cares about average American	0	27	16	5	48	0	4
Right experience	0	41	11	1	45	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 (Latest)	30	17	22	8	7	12	3

First Choice

Bauer	0	0	67	0	0	33	0
Bush	0	26	49	5	3	13	4
Forbes	41	0	29	5	5	18	2
Keyes	31	36	15	0	0	17	0
McCain	52	15	0	14	10	8	2

**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 (Latest)	67	31	2

GOP Candidate Favored

Bauer	56	44	0
Bush	67	33	0
Forbes	64	36	0
Keyes	58	42	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 (Latest)	14	16	12	10	12	18	19
Bauer	0	0	0	56	44	0	0
Bush	15	21	13	10	8	19	15
Forbes	10	14	9	8	8	33	19
Keyes	8	6	6	2	40	16	24
McCain	14	16	14	12	12	12	21
Undeclared	13	20	13	11	10	15	18
Registered Republican	14	14	11	10	13	19	19
Independent or Democrat	11	20	17	14	9	14	15
Lean Republican	13	15	9	7	17	13	26
Not so strong Republican	15	24	8	13	10	19	11
Strong Republican	15	9	11	8	14	22	20
May vote	6	21	15	17	11	20	9
Will vote unless emergency	15	19	11	12	9	25	9
Will definitely vote	14	15	12	10	13	17	20
18 to 29	10	10	4	20	19	27	11
30 to 45	17	16	5	13	12	23	15
46 to 64	13	14	15	9	11	17	20
65 and over	11	21	17	7	14	8	23
Male	15	11	11	7	13	19	25
Female	13	20	13	14	12	16	12
High school or less	12	20	13	6	10	17	21
Some college	15	11	13	13	11	22	15
College graduate	16	14	12	11	15	14	18
Post-graduate	8	23	4	10	12	19	24
Less than \$25,000	24	12	17	9	20	3	15
\$25,000 to \$49,999	9	12	10	11	17	17	24
\$50,000 to \$74,999	12	15	5	11	10	25	21
\$75,000 to \$99,999	14	21	11	17	10	13	14
\$100,000 or more	24	21	13	9	8	16	9
Lived in NH 5 yrs or less	21	21	6	7	12	17	16
6 to 10 years	20	21	10	10	14	8	17
11 to 20 years	13	22	9	13	13	15	16
More than 20 years	12	12	14	10	12	20	20
North West Central NH	10	16	10	9	15	20	20
Western NH	9	15	13	19	4	8	33
Central/Lakes	13	15	13	10	7	21	22
Hillsborough County	20	15	8	6	13	24	14
Seacoast	12	17	15	12	16	12	16

**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>
January 24-27	35%	41%	38%	37%	35%	46%	61%
January 25-28 (Latest)	36	41	39	36	33	48	61
Bauer	56	44	0	78	66	22	34
Bush	41	41	44	38	30	51	47
Forbes	31	34	29	27	34	65	76
Keyes	16	29	29	31	68	47	80
McCain	37	47	42	39	25	37	65
Undeclared	33	50	40	42	25	43	61
Registered Republican	37	37	38	34	36	50	62
Independent or Democrat	30	55	48	42	20	40	58
Lean Republican	31	45	34	29	40	49	70
Not so strong Republican	43	46	40	41	30	45	47
Strong Republican	39	28	35	34	38	53	65
Clinton - Favorable	43	56	49	45	9	41	49
Neither	23	54	67	49	18	43	47
Clinton - Unfavorable	35	36	33	33	40	50	66
May vote	32	54	35	55	29	42	45
Will vote unless emergency	35	49	34	37	32	59	49
Will definitely vote	36	39	40	36	33	46	63
18 to 29	27	30	21	56	41	51	62
30 to 45	43	41	26	40	30	55	63
46 to 64	33	44	43	33	33	50	54
65 and over	34	42	55	28	33	30	69
Male	36	30	36	29	34	50	74
Female	36	52	42	44	31	45	48
High school or less	32	46	43	32	30	49	60
Some college	36	37	45	36	33	54	51
College graduate	39	41	33	40	37	40	64
Post-graduate	38	40	30	34	23	49	79
Less than \$25,000	44	50	62	29	37	23	43
\$25,000 to \$49,999	27	41	33	35	32	49	72
\$50,000 to \$74,999	39	36	22	36	34	59	69
\$75,000 to \$99,999	41	47	43	43	30	42	52
\$100,000 or more	40	47	37	42	27	50	52
Lived in NH 5 yrs or less	43	36	40	53	27	44	52
6 to 10 years	38	54	27	39	34	46	60
11 to 20 years	37	46	29	35	37	48	63
More than 20 years	34	38	44	34	32	48	62
North West Central NH	34	43	47	33	31	41	60
Western NH	21	41	45	46	24	50	72
Central/Lakes	35	42	37	41	30	43	63
Hillsborough County	47	40	29	35	30	59	52
Seacoast	31	42	45	33	37	43	63

**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 (Latest)	36	8	4	12	16	12	10	2
Bauer	0	0	0	66	34	0	0	0
Bush	28	8	9	12	17	10	13	3
Forbes	38	11	0	20	8	12	7	4
Keyes	51	3	0	30	7	7	2	0
McCain	39	8	2	4	20	14	11	1
Undeclared	37	9	2	7	14	19	11	1
Registered Republican	36	7	5	14	17	9	10	3
Independent or Democrat	36	9	1	2	14	22	13	2
Lean Republican	32	9	1	14	20	14	10	0
Not so strong Republican	36	5	2	12	27	9	6	4
Strong Republican	37	8	7	17	11	6	10	3
May vote	37	7	2	13	9	26	6	0
Will vote unless emergency	41	4	3	10	16	13	11	2
Will definitely vote	35	9	4	12	16	12	10	2
18 to 29	42	0	2	15	30	10	2	0
30 to 45	38	11	2	7	18	14	9	1
46 to 64	36	7	5	16	14	11	9	2
65 and over	31	8	5	11	13	11	16	5
Male	35	8	6	13	17	10	9	1
Female	37	8	1	10	15	15	11	3
High school or less	31	8	2	14	14	16	11	4
Some college	36	8	5	10	19	9	13	1
College graduate	39	8	3	11	17	14	6	2
Post-graduate	39	6	6	12	14	7	14	2
Less than \$25,000	40	7	3	6	15	7	20	3
\$25,000 to \$49,999	30	7	3	16	17	18	8	1
\$50,000 to \$74,999	39	5	6	14	12	13	10	1
\$75,000 to \$99,999	35	9	7	6	25	12	6	0
\$100,000 or more	31	13	3	16	20	6	9	2
Lived in NH 5 yrs or less	31	11	6	8	25	12	8	0
6 to 10 years	36	6	8	12	16	11	8	3
11 to 20 years	50	9	2	7	13	9	7	2
More than 20 years	31	7	3	14	16	13	12	3
North West Central NH	40	7	4	15	8	14	12	1
Western NH	30	8	4	8	30	10	6	4
Central/Lakes	43	8	1	6	16	17	10	0
Hillsborough County	31	10	3	15	13	9	16	3
Seacoast	36	6	5	12	20	13	6	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 (Latest)	42	54	1	4
Registered Democrat	39	57	1	3
Undeclared	49	46	0	5
Strong Democrat	37	60	0	4
Not so strong Democrat	31	65	4	0
Lean Democrat	51	45	0	4
Independent or Republican	52	40	0	7
Clinton - Favorable	35	62	0	3
Neither	46	38	3	13
Clinton - Unfavorable	61	37	0	2
Primary-extremely interested	52	46	0	3
Very interested	39	57	1	4
Somewhat interested	34	60	0	6
May vote	39	59	0	2
Will vote unless emergency	40	52	1	7
Will definitely vote	43	54	0	3
18 to 29	35	62	0	3
30 to 45	39	57	1	4
46 to 64	48	48	1	3
65 and over	34	61	0	5
Male	46	51	0	3
Female	40	55	1	4
High school or less	34	66	0	0
Some college	40	51	0	9
College graduate	49	46	1	4
Post-graduate	43	54	1	2
Less than \$25,000	38	59	0	3
\$25,000 to \$49,999	31	65	0	4
\$50,000 to \$74,999	41	54	0	5
\$75,000 to \$99,999	51	42	3	3
\$100,000 or more	61	39	0	0
Lived in NH 5 yrs or less	48	45	5	2
6 to 10 years	43	53	0	4
11 to 20 years	51	43	0	6
More than 20 years	35	63	0	3
North West Central NH	39	56	0	5
Western NH	39	61	0	0
Central/Lakes	36	56	2	6
Hillsborough County	43	56	0	1
Seacoast	45	48	1	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 (Latest)	42	54	1	4

Most Important Issue

Economy	38	57	0	5
Health care	42	56	0	2
Social Security	35	58	0	7
Campaign finance reform	61	28	0	11
Education	43	51	2	4
Morality	39	61	0	0
Foreign policy	69	31	0	0
Taxes	42	53	5	0
Gun control	42	51	0	7
Abortion	43	57	0	0

Candidate Quality

Strong/decisive leader	40	55	1	4
New ideas	76	18	0	6
Not typical politician	79	13	0	8
Right experience	7	93	0	0
Best chance to win in Nov.	35	65	0	0
Stands up for what believes	52	43	1	4
Loyal Democrat	37	63	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 (Latest)	28	32	22	13	5

First Choice

Bradley	37	0	52	10	1
Gore	22	61	1	14	2

**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 (Latest)	71	26	3

DEM Candidate Favored

Bradley	70	30	0
Gore	76	24	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 (Latest)	13	33	12	4	22	17
Bradley	12	33	10	5	22	18
Gore	14	34	13	2	21	17
Undecided	17	19	22	11	25	6
Registered Democrat	13	32	13	4	21	17
Undeclared	13	34	10	3	22	18
Strong Democrat	11	33	13	3	22	18
Not so strong Democrat	17	40	11	0	23	10
Lean Democrat	9	31	11	5	25	20
Independent or Republican	22	25	13	7	11	22
May vote	10	27	17	2	19	24
Will vote unless emergency	18	21	10	5	26	20
Will definitely vote	12	36	12	3	21	16
18 to 29	20	14	0	0	45	21
30 to 45	13	24	4	5	33	20
46 to 64	16	42	13	3	12	13
65 and over	2	39	35	3	8	12
Male	16	29	12	5	27	11
Female	11	35	12	3	19	21
High school or less	10	42	20	0	14	14
Some college	13	19	18	2	24	24
College graduate	15	38	9	5	19	15
Post-graduate	12	31	3	7	30	17
Less than \$25,000	5	41	29	0	13	12
\$25,000 to \$49,999	16	37	13	2	17	15
\$50,000 to \$74,999	22	32	8	1	18	19
\$75,000 to \$99,999	15	22	0	9	36	18
\$100,000 or more	10	20	8	6	38	17
Lived in NH 5 yrs or less	14	31	4	8	20	22
6 to 10 years	15	24	2	4	34	21
11 to 20 years	16	26	12	7	24	16
More than 20 years	10	39	16	1	18	16
North West Central NH	14	28	16	7	21	15
Western NH	8	21	18	6	30	15
Central/Lakes	15	33	10	3	10	29
Hillsborough County	10	39	8	2	25	17
Seacoast	15	32	12	4	23	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 (Latest)	33	73	44	12	58	74
Bradley	34	70	34	19	53	87
Gore	33	78	51	7	61	63
Undecided	34	35	60	17	62	82
Registered Democrat	33	76	43	13	61	69
Undeclared	35	66	45	9	52	87
Strong Democrat	31	80	39	14	61	69
Not so strong Democrat	43	77	49	2	63	62
Lean Democrat	26	62	45	16	57	85
Independent or Republican	44	68	51	9	44	84
Clinton - Favorable	35	76	44	14	58	67
Neither	37	61	49	5	62	82
Clinton - Unfavorable	28	68	42	11	55	91
May vote	39	63	38	2	55	97
Will vote unless emergency	38	67	45	8	62	76
Will definitely vote	32	75	44	13	57	73
18 to 29	37	42	28	8	67	108
30 to 45	36	73	31	6	67	83
46 to 64	38	80	47	18	48	64
65 and over	20	75	78	13	53	51
Male	40	67	45	18	57	68
Female	29	76	43	8	58	78
High school or less	36	77	60	4	50	68
Some college	32	62	53	10	54	80
College graduate	38	77	35	11	58	76
Post-graduate	27	74	32	23	68	74
Less than \$25,000	24	67	72	5	67	60
\$25,000 to \$49,999	37	75	52	9	49	64
\$50,000 to \$74,999	38	79	48	10	53	70
\$75,000 to \$99,999	45	66	19	16	63	91
\$100,000 or more	26	71	22	17	63	100
Lived in NH 5 yrs or less	46	67	33	15	41	93
6 to 10 years	41	63	45	10	55	78
11 to 20 years	35	69	32	14	67	79
More than 20 years	28	78	54	10	57	65
North West Central NH	39	70	38	16	58	72
Western NH	26	58	46	21	80	62
Central/Lakes	32	71	43	7	65	77
Hillsborough County	28	80	47	9	56	76
Seacoast	37	73	45	11	51	80

**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 (Latest)	23	10	8	22	3	29	3	2
Bradley	23	18	15	4	3	35	3	0
Gore	24	3	2	38	4	23	4	1
Registered Democrat	23	8	7	25	5	27	3	2
Undeclared	25	13	9	17	0	32	3	1
Strong Democrat	26	7	3	28	6	22	5	3
Not so strong Democrat	17	7	4	23	4	40	5	0
Lean Democrat	25	9	17	18	1	26	1	1
Independent or Republican	21	22	5	11	0	41	0	0
May vote	23	7	11	15	7	27	6	4
Will vote unless emergency	22	6	12	24	1	35	0	0
Will definitely vote	24	11	7	22	4	27	4	2
18 to 29	31	17	6	19	5	20	0	0
30 to 45	21	9	9	21	1	35	3	1
46 to 64	24	10	9	22	6	24	3	2
65 and over	22	4	1	30	3	32	5	3
Male	23	14	8	21	7	20	5	2
Female	24	7	8	23	1	34	2	1
High school or less	29	5	1	23	2	34	7	0
Some college	23	10	15	18	3	25	5	0
College graduate	18	8	6	21	5	39	0	3
Post-graduate	25	16	9	26	3	16	2	3
Less than \$25,000	22	6	2	22	3	37	7	0
\$25,000 to \$49,999	17	6	14	24	4	28	6	0
\$50,000 to \$74,999	22	15	9	22	4	25	2	2
\$75,000 to \$99,999	19	11	11	23	0	33	0	4
\$100,000 or more	45	12	0	18	0	22	4	0
Lived in NH 5 yrs or less	23	7	7	29	4	29	0	0
6 to 10 years	21	4	8	14	1	50	4	0
11 to 20 years	25	11	4	16	7	31	4	1
More than 20 years	22	11	10	26	2	23	3	3
North West Central NH	27	12	7	26	3	23	3	0
Western NH	27	4	3	23	4	38	0	0
Central/Lakes	27	10	7	20	3	27	3	3
Hillsborough County	21	13	9	22	4	24	4	2
Seacoast	21	8	9	23	3	32	3	1

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

	<u>Economy</u>	<u>Health Care</u>	<u>Soc. Sec.</u>	<u>Educ.</u>	<u>Taxes</u>	<u>Other</u>
January 24-27	35%	53%	43%	46%	35%	82%
January 25-28 (Latest)	35	53	41	45	37	82
Registered Democrat	33	76	43	61	21	62
Undeclared	34	56	42	45	36	81
Registered Republican	37	37	38	34	50	97
Democrat	33	72	44	57	22	65
Independent	32	55	47	45	41	77
Republican	38	37	36	35	49	99
Clinton - Favorable	37	70	45	54	28	58
Neither	29	57	59	55	33	65
Clinton - Unfavorable	34	41	35	37	44	102
Primary-extremely interested	34	50	39	41	33	96
Very interested	34	55	42	47	37	79
Somewhat interested	39	55	41	46	46	68
May vote	36	58	37	55	38	69
Will vote unless emergency	36	58	39	49	43	71
Will definitely vote	35	52	41	44	36	85
18 to 29	32	35	24	61	43	94
30 to 45	40	54	28	51	42	81
46 to 64	35	58	44	39	37	80
65 and over	29	52	62	36	27	83
Male	38	42	39	38	39	95
Female	33	63	43	50	36	71
High school or less	33	57	49	39	40	75
Some college	35	46	48	42	45	76
College graduate	38	54	34	47	33	88
Post-graduate	32	60	31	53	29	91
Less than \$25,000	34	59	67	49	22	60
\$25,000 to \$49,999	31	54	40	40	42	81
\$50,000 to \$74,999	38	54	33	43	41	87
\$75,000 to \$99,999	43	53	35	50	36	82
\$100,000 or more	35	56	31	50	39	85
Lived in NH 5 yrs or less	44	50	37	48	32	85
6 to 10 years	40	58	35	45	35	83
11 to 20 years	36	56	30	50	35	88
More than 20 years	32	52	47	42	39	80
North West Central NH	36	54	43	44	30	83
Western NH	23	50	45	62	33	82
Central/Lakes	34	52	39	49	35	83
Hillsborough County	39	56	36	43	47	72
Seacoast	34	54	45	40	34	89