

WMUR / FOX News

New Hampshire Primary Tracking Poll

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www.unh.edu/ipssr/survey-center

BUSH CONTINUES TO SLIDE IN NEW HAMPSHIRE SNOW

Durham, NH – Arizona Senator John McCain is widening his lead over Texas Governor George Bush in New Hampshire. McCain now leads Bush among registered Republicans.

These findings are based on the WMUR / FOX News New Hampshire Primary Tracking Poll,* conducted by the University of New Hampshire Survey Center. Nine-hundred fourteen (914) likely New Hampshire primary voters were interviewed between January 22 and January 25, 2000; 521 likely Republican primary voters and 393 likely Democratic primary voters. The potential sampling error for the survey is $\pm 3.2\%$, the sampling error for the Republican sub-sample is $\pm 4\%$ and $\pm 5\%$ for the Democratic sub-sample.

Republican Primary

Tuesday, a snow storm hit New Hampshire sending cars slipping off icy roads. Texas Governor George W. Bush is also slipping, but he may have more trouble digging himself out of the ditch his New Hampshire campaign is heading towards. In the latest WMUR / FOX News New Hampshire Tracking Poll, Arizona Senator John McCain has built his lead over Bush to 11%. Currently, 43% of likely GOP primary voters say they will vote for McCain, 32% say they will vote for Bush, 13% say they will vote for Steve Forbes, 8% say they will vote for Alan Keyes, 1% favor Gary Bauer, and only 2% remain undecided.

McCain has gained ground over Bush largely by attracting registered Republicans. For the first time, McCain leads Bush among registered Republicans, 39% to 36%. McCain has maintained his lead over Bush among independent voters, 50% to 27%.

Steve Forbes has not yet gotten much of a bounce from his strong showing in the Iowa caucuses. Currently, 13% of likely Republican primary voters say they will vote for Forbes, essentially unchanged since Monday.

Alan Keyes continues to attract 8% of likely GOP primary voters and has not ceded the social conservative vote to Forbes.

The withdrawal of Orrin Hatch from the race is not likely to be felt as less than 1% of likely Republican primary voters said they had planned to vote for Hatch.

McCain's strongest support comes from political Independents, voters with higher levels of income, voters with higher levels of education, and voters who have a favorable opinion of Bill Clinton. Bush's strongest support comes from younger voters, voters with lower levels of income, voters with lower levels of education, and strong Republicans.

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 22-25 (Latest)	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
Undeclared	1	27	14	-	6	50	2	
Registered Republican	1	36	13	-	9	39	2	

* Withdrew 1/26/00

* 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.

Democratic Primary

In the Democratic primary race, Vice President Al Gore continues to lead former New Jersey Senator Bill Bradley. Currently, 50% of likely Democratic primary voters say they will vote for Gore, 44% say they will vote for Bradley, and 5% are undecided. Support for Bradley has been inching up daily although the increase is not statistically significant.

Gore leads Bradley 53% to 41% among registered Democrats while Bradley has maintained his lead over Gore among independents, 51% to 42%.

Rising support for Bradley may help George W. Bush in the Republican primary race. When asked who their second choice for President is, 32% of Bradley supporters named John McCain. If the Democratic race stays close, these potential McCain voters will be less likely to vote in the Republican primary.

Gore gets his strongest support from lower income voters and voters with lower levels of education. Bradley's strongest support comes from political Independents, voters who have an unfavorable opinion of President Clinton, upper income voters, college graduates and voters with post-graduate educations, and with voters who have lived in New Hampshire 5 years or less.

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 22-25 (Latest)	44%	50%	0%	5%	(393)
January 21-24	42%	52%	0%	6%	(338)
January 20-23	41%	50%	1%	8%	(280)
Registered Democrat	41	53	0	5	
Undeclared	51	42	0	6	

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%
January 20-23							
January 21-24	1	35	12	8	40	0	3
January 22-25 (Latest)	1	32	13	8	43	0	2
Undeclared	1	27	14	6	50	0	2
Registered Republican	1	36	13	9	39	0	2
Independent or Democrat	1	16	13	9	59	0	2
Not so strong Republican	1	34	14	6	43	1	2
Strong Republican	1	41	12	10	32	0	3
Clinton - Favorable	0	28	12	1	58	0	0
Neither	0	38	6	2	48	3	3
Clinton - Unfavorable	1	33	14	11	38	0	3
Primary-extremely interested	2	29	12	10	43	0	4
Very interested	0	33	12	5	48	0	1
Somewhat interested	1	39	17	11	28	1	3
May vote	0	38	13	7	35	0	7
Will vote unless emergency	2	39	14	5	35	0	5
Will definitely vote	1	31	13	8	44	0	2
18 to 29	3	42	12	6	32	0	6
30 to 45	1	30	17	9	41	0	2
46 to 64	0	30	11	8	49	1	2
65 and over	2	42	11	5	37	0	3
Male	0	29	13	9	46	0	3
Female	2	37	13	7	40	0	2
High school or less	0	42	12	11	32	0	4
Some college	1	37	18	9	34	0	1
College graduate	2	25	11	6	53	1	3
Post-graduate	0	29	11	7	51	0	1
Less than \$25,000	5	45	11	15	24	0	0
\$25,000 to \$49,999	0	34	22	9	33	0	2
\$50,000 to \$74,999	2	30	12	13	42	0	1
\$75,000 to \$99,999	0	26	6	6	58	0	4
\$100,000 or more	2	34	9	3	51	0	1
Lived in NH 5 yrs or less	0	37	8	5	48	0	2
6 to 10 years	1	35	12	9	42	0	1
11 to 20 years	2	26	13	9	49	0	0
More than 20 years	1	34	14	8	40	0	4
North West Central NH	2	35	12	6	45	0	0
Western NH	3	31	14	5	40	0	8
Central/Lakes	0	34	15	11	36	1	3
Hillsborough County	0	28	20	6	42	0	3
Seacoast	1	34	6	10	48	0	2

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 (Latest)	1	32	13	8	43	0	2

Most Important Issue

Economy	2	42	11	3	40	0	3
Health care	2	32	11	3	51	0	0
Social Security	0	39	13	0	47	0	1
Campaign finance reform	0	5	1	0	94	0	0
Education	2	33	9	5	46	0	5
Morality	1	26	9	26	36	2	1
Foreign policy	0	27	10	10	48	0	5
Taxes	0	34	20	8	35	0	2
Gun control	0	42	12	16	30	0	0
Abortion	0	33	36	9	13	0	9

Candidate Quality

Stands up for beliefs	1	24	10	10	51	1	3
Understands complex issues	0	32	23	10	34	0	2
Best chance to win in Nov.	0	78	0	4	17	0	0
Represents conservative issues	1	44	19	15	20	0	0
Strong decisive leader	2	32	8	6	52	0	0
Cares about average American	0	25	21	3	45	0	5
Right experience	0	34	10	3	51	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 (Latest)	32	17	23	5	7	12	4

First Choice

Bauer	52	30	18	0	0	0	0
Bush	0	25	52	3	3	14	4
Forbes	41	0	26	2	8	23	0
Keyes	32	30	20	0	0	14	4
McCain	55	15	0	9	12	8	1

**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 (Latest)	66	32	2

GOP Candidate Favored

Bauer	72	28	0
Bush	66	34	0
Forbes	62	38	0
Keyes	62	38	0
McCain	74	26	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 (Latest)	13	14	11	9	14	19	20
Bauer	26	37	0	23	14	0	0
Bush	17	14	13	10	11	20	16
Forbes	11	12	11	7	9	28	22
Keyes	4	6	0	6	44	19	21
McCain	12	17	12	10	11	15	21
Undeclared	15	14	13	11	8	18	21
Registered Republican	11	14	10	9	16	20	20
Independent or Democrat	10	17	16	8	11	19	18
Not so strong Republican	15	14	11	8	12	17	22
Strong Republican	12	12	8	12	19	20	18
Clinton - Favorable	15	15	16	11	5	17	20
Neither	7	17	24	12	9	21	11
Clinton - Unfavorable	13	14	8	9	16	19	21
May vote	20	13	9	21	19	9	9
Will vote unless emergency	21	11	10	14	12	16	16
Will definitely vote	11	15	11	9	14	19	21
18 to 29	16	7	1	14	20	21	21
30 to 45	19	11	6	11	13	22	19
46 to 64	8	16	11	9	14	22	21
65 and over	10	21	30	4	13	5	16
Male	14	9	10	8	13	22	24
Female	11	20	12	12	15	14	15
High school or less	14	16	17	4	9	18	22
Some college	13	13	13	12	13	18	18
College graduate	12	12	7	11	18	20	21
Post-graduate	13	16	8	8	16	20	19
Less than \$25,000	13	14	31	3	7	15	17
\$25,000 to \$49,999	13	17	12	8	15	14	21
\$50,000 to \$74,999	13	16	4	13	19	19	16
\$75,000 to \$99,999	14	14	0	14	13	29	15
\$100,000 or more	16	14	9	12	7	25	17
Lived in NH 5 yrs or less	9	5	8	18	17	22	21
6 to 10 years	10	18	5	11	30	15	11
11 to 20 years	14	18	5	6	12	21	24
More than 20 years	14	13	15	9	12	18	19
North West Central NH	12	10	13	7	10	15	33
Western NH	18	9	10	10	9	23	22
Central/Lakes	10	16	7	7	16	18	26
Hillsborough County	13	14	6	11	16	23	17
Seacoast	12	16	16	10	15	16	14

**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 (Latest)	37	8	6	13	14	12	8	2
Bauer	50	0	0	19	31	0	0	0
Bush	28	7	14	17	14	9	9	2
Forbes	31	13	0	18	8	20	7	3
Keyes	46	9	3	24	11	5	3	0
McCain	44	6	2	6	17	13	10	2
Undeclared	41	7	3	6	15	18	9	1
Registered Republican	35	8	8	16	13	9	8	3
Independent or Democrat	36	8	4	5	9	20	16	1
Not so strong Republican	42	7	3	10	20	10	7	1
Strong Republican	33	9	9	19	12	9	5	4
May vote	42	5	2	6	16	18	9	2
Will vote unless emergency	42	10	1	13	15	13	5	2
Will definitely vote	37	7	6	13	14	12	9	2
18 to 29	39	3	9	9	30	5	5	0
30 to 45	34	8	5	13	17	14	9	1
46 to 64	42	7	5	14	9	12	8	3
65 and over	30	13	9	11	11	13	8	5
Male	38	7	7	11	16	12	7	2
Female	37	9	3	14	13	13	10	2
High school or less	35	4	7	14	12	15	8	5
Some college	39	9	4	13	11	11	12	1
College graduate	39	7	6	11	20	12	3	2
Post-graduate	33	13	6	13	13	10	11	1
Less than \$25,000	43	10	3	13	6	5	18	0
\$25,000 to \$49,999	34	7	5	13	13	19	8	1
\$50,000 to \$74,999	41	5	7	14	13	14	5	1
\$75,000 to \$99,999	42	7	4	12	22	8	5	0
\$100,000 or more	29	9	6	12	24	9	9	1
Lived in NH 5 yrs or less	34	7	5	11	34	2	5	2
6 to 10 years	34	5	5	12	8	18	13	5
11 to 20 years	39	11	5	8	19	11	5	2
More than 20 years	38	7	6	15	11	13	9	2
North West Central NH	37	10	2	15	10	13	12	2
Western NH	43	8	6	6	15	14	3	6
Central/Lakes	40	9	4	14	15	11	6	2
Hillsborough County	31	8	8	16	15	11	9	2
Seacoast	41	5	6	10	15	13	9	2

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 (Latest)	44	50	0	5
Registered Democrat	41	53	0	5
Undeclared	51	42	0	6
Strong Democrat	40	56	0	4
Not so strong Democrat	45	49	2	5
Lean Democrat	43	50	0	8
Independent or Republican	62	35	0	3
Clinton - Favorable	39	56	0	5
Neither	49	42	3	7
Clinton - Unfavorable	62	34	0	4
Primary-extremely interested	51	41	0	8
Very interested	44	53	1	3
Somewhat interested	34	59	0	7
May vote	55	37	0	8
Will vote unless emergency	38	55	0	7
Will definitely vote	46	49	0	5
18 to 29	48	46	0	6
30 to 45	45	50	0	4
46 to 64	43	51	1	5
65 and over	44	49	0	7
Male	46	47	0	6
Female	43	52	0	5
High school or less	29	70	0	1
Some college	34	58	0	8
College graduate	55	37	1	6
Post-graduate	55	39	0	5
Less than \$25,000	19	81	0	0
\$25,000 to \$49,999	46	49	0	5
\$50,000 to \$74,999	37	60	0	3
\$75,000 to \$99,999	50	42	2	6
\$100,000 or more	64	34	0	1
Lived in NH 5 yrs or less	58	30	3	9
6 to 10 years	46	51	0	4
11 to 20 years	48	46	0	6
More than 20 years	40	56	0	5
North West Central NH	57	39	0	4
Western NH	29	59	0	12
Central/Lakes	45	49	0	6
Hillsborough County	47	48	0	5
Seacoast	43	52	1	4

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 (Latest)	44	50	0	5
<u>Most Important Issue</u>				
Economy	34	57	0	9
Health care	47	48	0	4
Social Security	35	60	0	4
Campaign finance reform	77	15	0	8
Education	40	52	1	6
Morality	63	37	0	0
Foreign policy	4	86	0	0
Taxes	53	47	0	0
Gun control	42	54	0	4
Abortion	64	35	0	1
<u>Candidate Quality</u>				
Strong/decisive leader	36	55	0	9
New ideas	69	28	0	3
Not typical politician	84	13	0	3
Right experience	9	90	0	2
Best chance to win in Nov.	39	61	0	0
Stands up for what believes	56	38	1	6
Loyal Democrat	39	61	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 (Latest)	27	31	27	10	6

First Choice

Bradley	32	1	57	9	1
Gore	24	62	1	11	3
Undecided	13	8	0	1	78

**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 (Latest)	69	28	3

DEM Candidate Favored

Bradley	70	30	0
Gore	75	25	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 (Latest)	10	30	15	4	22	18
Bradley	8	31	12	7	20	21
Gore	12	28	18	1	23	17
Undecided	19	27	13	7	29	5
Registered Democrat	12	31	16	4	21	16
Undeclared	8	24	11	4	27	25
Strong Democrat	11	33	14	4	22	15
Not so strong Democrat	7	26	15	5	20	27
Lean Democrat	11	30	15	2	24	18
Independent or Republican	12	26	17	6	21	18
Clinton - Favorable	9	32	15	4	23	16
Neither	13	23	13	2	26	23
Clinton - Unfavorable	14	24	14	5	19	23
May vote	12	19	15	4	20	30
Will vote unless emergency	16	32	11	1	14	25
Will definitely vote	9	29	16	5	25	16
18 to 29	11	6	1	5	47	30
30 to 45	15	25	1	3	32	24
46 to 64	8	38	20	2	17	16
65 and over	8	32	34	8	8	10
Male	12	27	14	5	24	17
Female	10	31	15	3	22	19
High school or less	10	37	28	1	9	15
Some college	16	19	17	2	25	21
College graduate	11	34	6	5	25	19
Post-graduate	5	28	12	6	29	19
Less than \$25,000	8	33	31	0	18	10
\$25,000 to \$49,999	10	35	14	4	21	15
\$50,000 to \$74,999	16	32	10	4	22	16
\$75,000 to \$99,999	11	28	10	3	23	24
\$100,000 or more	9	19	10	10	34	18
Lived in NH 5 yrs or less	10	27	7	10	23	24
6 to 10 years	13	28	4	0	38	16
11 to 20 years	11	23	14	6	32	14
More than 20 years	10	33	18	3	16	20
North West Central NH	4	34	9	9	18	26
Western NH	6	23	20	10	26	14
Central/Lakes	15	27	12	2	21	22
Hillsborough County	15	31	18	2	18	15
Seacoast	9	31	12	2	27	19

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