

WMUR / FOX News

New Hampshire Primary Tracking Poll

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 www.unh.edu/ipssr/survey-center

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Taxes Top GOP Issues, Healthcare Top for Democrats

Durham, NH -- The top issue for likely New Hampshire Republican primary voters is taxes while Democrats are most concerned about healthcare. John McCain and Al Gore continue to lead in their respective primaries.

These findings are based on the WMUR / FOX News New Hampshire Primary Tracking Poll,* conducted by the University of New Hampshire Survey Center. Seven hundred fifty-seven (757) likely New Hampshire primary voters were interviewed between January 21 and January 24, 2000; 419 likely Republican primary voters and 338 likely Democratic primary voters. The potential sampling error for the survey is $\pm 3.6\%$, the sampling error for Republican and Democratic sub-samples is $\pm 5\%$.

Republican Primary

Likely New Hampshire Republican primary voters are divided in terms of issues they feel are most important in determining their vote with no issue named by more than 20% of GOP voters. The issues most frequently cited among Republicans are taxes (20%), the economy (13%), health care (13%), morality (12%), Social Security (11%), and education (9%).

While all of the Republican candidates have campaigned on tax reform or tax cuts, George W. Bush, John McCain, and Steve Forbes have spent the most time and money spelling out the benefits of their tax cut proposals. Currently, Bush's tax plan appears most attractive to likely Republican primary voters. Of those GOP voters who mentioned taxes as their most important issue, 36% say they plan to vote for Bush, 33% plan to vote for John McCain, and 18% plan to vote for Forbes.

In New Hampshire Republican primary race, McCain continues to hold a slim lead over Bush. Currently, 40% of likely Republican primary voters say they plan to vote for McCain, 35% say they will vote for Bush, 12% will vote for Forbes, 8% favor Alan Keyes, 1% favor Gary Bauer, and 3% remain undecided.

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 21 - 24 (Latest)	1%	35%	12%	0%	8%	40%	3%	419
January 20 - 23	1%	37%	12%	1%	8%	38%	3%	381
Undeclared	2	23	13	0	8	50	2	
Registered Republican	1	41	12	0	8	36	2	
<u>Most Important Issue</u>								
Economy	2	43	8	4	39	0	3	
Health care	4	34	9	4	49	0	0	
Social Security	0	36	11	0	52	0	2	
Campaign finance reform	0	6	0	0	94	0	0	
Education	0	33	6	6	48	0	6	
Morality	1	35	12	24	24	2	1	
Foreign policy	0	36	13	13	37	0	0	
Taxes	0	36	18	9	33	0	4	
Gun control	0	48	17	5	30	0	0	
Abortion	0	36	30	13	15	0	6	

* 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

Among likely Democratic primary voters, the most important issues are healthcare (31%), education (20%), Social Security (16%), the economy (9%), and campaign finance reform (5%). Al Gore has been able to overtake Bill Bradley among New Hampshire Democrats in part because he has focused on these issues and convinced voters that he can better address them.

In the fall, Bradley campaigned hard on his plan to expand health care coverage to the uninsured, and his stance on this issue helped propel him into the lead in several polls. However, Gore has successfully neutralized Bradley’s advantage on health care. Among those likely Democratic voters who say that health care is their most important issue, 48% say they plan to vote for Gore and 45% say they plan to vote for Bradley.

Gore does even better on other top issues. Among those likely voters who say that education is their most important issue, Gore is favored by 58% while 36% favor Bradley. Voters who say that the economy is their most important issue also favor Gore by a similar margin—58% to 32%

Social Security is an especially important issue because it is a major concern of older voters, a group which historically votes at high levels. Voters who say that Social Security is their most important issue favor Gore over Bradley by 71% to 24%.

Gore continues to lead Bradley among likely New Hampshire Democratic primary voters, even before the any potential “bounce” from his win in the Iowa caucuses. In the latest WMUR / FOX News Tracking Poll, 52% say they plan to vote for Gore, 42% say they will vote for Bradley, while 6% remain undecided.

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 21-24 (Latest)	42%	52%	0%	6%	(338)
January 20-23	41%	50%	1%	8%	(280)
Registered Democrat	38	53	1	9	
Undeclared	48	45	0	7	
<u>Most Important Issue</u>					
Economy	32	58	0	11	
Health care	45	48	0	7	
Social Security	24	71	0	5	
Campaign finance reform	78	15	0	8	
Education	36	58	1	5	
Morality	73	27	0	0	
Foreign policy	28	72	0	0	
Taxes	40	60	0	0	
Gun control	48	48	0	5	
Abortion	79	20	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%
January 20-23							
January 21-24 (Latest)	1	35	12	8	40	0	3
Undeclared	1	25	13	8	50	0	2
Registered Republican	1	41	12	8	36	0	2
Independent or Democrat	1	14	13	10	60	0	2
Not so strong Republican	1	35	15	6	41	1	2
Strong Republican	0	49	9	9	29	0	3
Certain to support	1	37	11	7	44	0	0
May change mind	1	34	16	11	35	1	3
Clinton - Favorable	0	32	14	1	52	0	0
Neither	0	32	0	3	57	4	4
Clinton - Unfavorable	1	37	13	10	36	0	3
Primary-extremely interested	2	31	11	11	42	0	3
Very interested	0	35	11	5	46	0	2
Somewhat interested	1	44	17	10	23	1	4
May vote	0	37	16	3	32	0	13
Will vote unless emergency	2	38	10	2	41	0	6
Will definitely vote	1	35	13	9	40	0	2
18 to 29	3	54	9	9	22	0	3
30 to 45	0	31	16	9	40	0	3
46 to 64	0	33	10	7	47	1	2
65 and over	3	44	11	6	33	0	2
Male	1	32	13	9	42	0	3
Female	1	39	12	6	38	1	2
High school or less	0	43	11	13	29	0	4
Some college	2	36	17	6	37	0	1
College graduate	1	31	11	6	46	1	3
Post-graduate	0	32	10	7	49	0	2
Less than \$25,000	6	45	12	11	26	0	0
\$25,000 to \$49,999	0	37	18	9	31	0	4
\$50,000 to \$74,999	1	36	12	13	38	0	0
\$75,000 to \$99,999	0	30	6	6	53	0	5
\$100,000 or more	2	37	9	2	49	0	1
Lived in NH 5 yrs or less	0	42	13	3	40	0	2
6 to 10 years	2	40	7	9	35	0	6
11 to 20 years	1	29	14	11	45	0	0
More than 20 years	1	36	12	8	39	0	3
North West Central NH	2	32	10	7	49	0	0
Western NH	3	37	10	3	36	0	11
Central/Lakes	0	37	15	9	34	2	2
Hillsborough County	1	36	18	6	36	0	3
Seacoast	1	36	6	11	46	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>
January 20-23	1%	37%	12%	8%	38%	1%	3%
January 21-24 (Latest)	1	35	12	8	40	0	3

Most Important Issue

Economy	2	43	8	4	39	0	3
Health care	4	34	9	4	49	0	0
Social Security	0	36	11	0	52	0	2
Campaign finance reform	0	6	0	0	94	0	0
Education	0	33	6	6	48	0	6
Morality	1	35	12	24	24	2	1
Foreign policy	0	36	13	13	37	0	0
Taxes	0	36	18	9	33	0	4
Gun control	0	48	17	5	30	0	0
Abortion	0	36	30	13	15	0	6

Candidate Quality

Stands up for beliefs	1	25	11	9	49	1	4
Understands complex issues	0	27	31	8	32	0	2
Best chance to win in Nov.	0	80	0	5	15	0	0
Represents conservative issues	1	46	16	16	21	0	0
Strong decisive leader	0	40	6	8	46	0	0
Cares about average American	0	25	20	2	49	0	4
Right experience	0	46	9	4	39	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 (Latest)	31	18	25	5	6	14	3

First Choice

Bauer	50	31	19	0	0	0	0
Bush	0	23	56	2	2	17	0
Forbes	42	0	19	3	8	28	0
Keyes	23	40	23	0	0	10	5
McCain	59	15	0	10	9	7	0
Undecided	0	0	13	0	15	0	72

**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 (Latest)	67	31	2

GOP Candidate Favored

Bauer	63	37	0
Bush	71	29	0
Forbes	61	39	0
Keyes	59	41	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 (Latest)	13	13	11	9	12	20	22
Bauer	32	50	0	0	19	0	0
Bush	16	12	11	9	12	21	19
Forbes	8	10	10	5	12	30	26
Keyes	7	7	0	7	36	22	20
McCain	13	16	14	11	7	17	23
Undeclared	14	12	13	10	8	20	22
Registered Republican	12	13	10	8	14	21	22
Independent or Democrat	9	15	17	8	10	25	16
Not so strong Republican	15	13	12	9	10	16	25
Strong Republican	12	12	7	10	16	22	20
Clinton - Favorable	16	14	15	15	6	15	20
Neither	8	9	18	11	12	28	13
Clinton - Unfavorable	13	13	10	7	13	21	23
May vote	23	6	10	23	16	13	10
Will vote unless emergency	24	12	11	9	10	13	21
Will definitely vote	11	13	11	9	12	22	22
18 to 29	24	2	2	14	15	18	26
30 to 45	17	10	6	10	9	26	22
46 to 64	8	17	10	10	13	23	20
65 and over	9	18	32	4	13	6	19
Male	15	7	9	9	11	26	23
Female	11	20	14	9	13	13	20
High school or less	15	15	16	4	12	17	22
Some college	12	12	12	11	12	18	21
College graduate	11	13	6	11	12	23	24
Post-graduate	17	10	13	8	11	23	18
Less than \$25,000	10	16	34	7	4	15	15
\$25,000 to \$49,999	13	16	15	9	10	13	23
\$50,000 to \$74,999	13	12	4	12	19	23	17
\$75,000 to \$99,999	14	12	2	11	8	36	17
\$100,000 or more	20	11	6	10	9	25	19
Lived in NH 5 yrs or less	10	5	10	18	8	21	28
6 to 10 years	2	17	4	10	27	23	17
11 to 20 years	16	16	4	4	11	21	28
More than 20 years	14	12	15	9	11	19	18
North West Central NH	14	13	12	7	4	16	35
Western NH	16	11	11	9	6	23	24
Central/Lakes	11	16	7	7	21	14	26
Hillsborough County	12	10	8	11	13	27	19
Seacoast	13	14	15	10	12	20	17

**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 (Latest)	39	8	6	12	15	11	8	1
Bauer	73	0	0	27	0	0	0	0
Bush	28	6	14	16	17	8	11	1
Forbes	35	19	0	16	7	18	6	0
Keyes	44	7	4	24	15	2	4	0
McCain	47	6	2	6	17	13	8	1
Undeclared	42	6	2	6	18	15	10	1
Registered Republican	37	8	8	16	13	9	8	2
Independent or Democrat	36	7	6	6	11	18	15	0
Not so strong Republican	44	8	3	10	18	9	8	1
Strong Republican	34	7	10	18	14	8	6	3
Clinton - Favorable	35	9	10	3	14	15	13	0
Neither	32	4	0	9	23	23	7	0
Clinton - Unfavorable	41	7	5	15	14	8	7	2
May vote	37	6	0	6	19	16	13	3
Will vote unless emergency	36	11	1	14	17	16	4	1
Will definitely vote	39	7	7	12	15	10	9	1
18 to 29	40	3	11	11	23	4	8	0
30 to 45	33	6	5	14	17	14	10	1
46 to 64	45	9	5	10	11	11	9	1
65 and over	35	13	10	14	13	7	4	4
Male	37	8	7	10	17	12	7	2
Female	41	7	4	15	13	9	10	0
High school or less	39	4	9	12	12	12	10	4
Some college	40	8	4	14	12	11	10	0
College graduate	41	7	5					

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 (Latest)	42	52	0	6
Registered Democrat	39	55	0	6
Undeclared	47	47	0	6
Strong Democrat	34	62	0	4
Not so strong Democrat	44	49	1	6
Lean Democrat	40	50	0	10
Independent or Republican	62	34	0	5
Clinton - Favorable	37	56	0	6
Neither	35	59	0	6
Clinton - Unfavorable	60	35	0	5
Primary-extremely interested	45	47	0	8
Very interested	44	51	0	5
Somewhat interested	31	63	1	5
May vote	48	43	0	9
Will vote unless emergency	39	52	1	8
Will definitely vote	42	52	0	5
18 to 29	47	46	3	4
30 to 45	44	51	0	5
46 to 64	40	53	0	7
65 and over	40	55	0	5
Male	39	55	1	5
Female	43	51	0	6
High school or less	22	75	0	3
Some college	34	59	1	6
College graduate	55	37	0	8
Post-graduate	56	38	0	6
Less than \$25,000	10	86	0	4
\$25,000 to \$49,999	50	45	1	4
\$50,000 to \$74,999	35	61	0	3
\$75,000 to \$99,999	42	50	0	8
\$100,000 or more	63	35	0	2
Lived in NH 5 yrs or less	54	35	2	9
6 to 10 years	30	62	0	8
11 to 20 years	43	50	0	7
More than 20 years	41	54	0	5
North West Central NH	44	49	2	5
Western NH	34	54	0	13
Central/Lakes	48	44	0	7
Hillsborough County	44	50	0	6
Seacoast	39	58	0	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 (Latest)	42	52	0	6
<u>Most Important Issue</u>				
Economy	32	58	0	11
Health care	45	48	0	7
Social Security	24	71	0	5
Campaign finance reform	78	15	0	8
Education	36	58	1	5
Morality	73	27	0	0
Foreign policy	28	72	0	0
Taxes	40	60	0	0
Gun control	48	48	0	5
Abortion	79	20	0	1
<u>Candidate Quality</u>				
Strong/decisive leader	30	62	0	8
New ideas	56	41	0	3
Not typical politician	80	19	0	1
Right experience	7	89	0	3
Best chance to win in Nov.	51	49	0	0
Stands up for what believes	55	37	1	8
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 (Latest)	30	29	23	11	6

First Choice

Bradley	35	1	51	9	4
Gore	28	56	0	13	2
Undecided	14	9	5	1	70

**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 (Latest)	69	28	4
<u>DEM Candidate Favored</u>			
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 (Latest)	9	31	16	5	20	18
Bradley	7	33	9	9	17	24
Gore	10	28	22	1	22	16
Other	0	0	0	0	100	0
Undecided	18	38	15	7	18	5
Registered Democrat	10	32	17	4	19	17
Undeclared	8	28	14	6	22	21
Strong Democrat	11	34	15	5	20	16
Not so strong Democrat	4	22	19	5	19	30
Lean Democrat	9	35	18	4	21	13
Independent or Republican	12	31	15	5	22	15
Clinton - Favorable	9	32	17	5	22	16
Neither	9	31	18	2	18	23
Clinton - Unfavorable	11	28	14	5	17	24
May vote	9	23	18	5	23	23
Will vote unless emergency	13	33	14	2	13	24
Will definitely vote	8	31	17	6	22	16
18 to 29	8	8	5	5	43	31
30 to 45	13	28	7	4	27	22
46 to 64	7	36	20	3	17	17
65 and over	8	36	28	8	7	13
Male	9	30	16	8	17	20
Female	10	31	16	4	22	17
High school or less	10	31	33	1	9	16
Some college	17	24	14	2	23	21
College graduate	9	38	7	7	22	17
Post-graduate	2	30	13	9	26	19
Less than \$25,000	6	33	31	0	19	11
\$25,000 to \$49,999	10	35	15	5	19	17
\$50,000 to \$74,999	13	38	15	4	23	7
\$75,000 to \$99,999	8	25	13	7	22	25
\$100,000 or more	6	23	10	13	26	23
Lived in NH 5 yrs or less	11	32	8	9	21	19
6 to 10 years	6	33	13	0	28	19
11 to 20 years	9	24	10	8	30	18
More than 20 years	10	32	21	4	16	18
North West Central NH	5	36	13	6	19	21
Western NH	9	31	24	10	17	9
Central/Lakes	10	29	13	5	23	21
Hillsborough County	16	27	21	4	17	14
Seacoast	7	33	13	3	22	22

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

Opinion of Bill Clinton
Likely Democratic Primary Voters

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>
January 20-23	69%	9%	21%
January 21-24 (Latest)	68	12	21
Bradley	61	10	29
Gore	74	13	14
Undecided	71	12	17
Registered Democrat	68	12	20
Undeclared	67	10	23
Strong Democrat	74	11	15
Not so strong Democrat	64	11	25
Lean Democrat	69	12	19
Independent or Republican	54	13	33
May vote	52	22	26
Will vote unless emergency	68	14	18
Will definitely vote	68	11	21
18 to 29	68	11	20
30 to 45	62	8	30
46 to 64	74	8	18
65 and over	69	23	8
Male	71	9	20
Female	66	13	21
High school or less	74	17	9
Some college	58	9	33
College graduate	74	7	19
Post-graduate	68	13	19
Less than \$25,000	78	13	9
\$25,000 to \$49,999	70	10	20
\$50,000 to \$74,999	69	7	25
\$75,000 to \$99,999	68	10	22
\$100,000 or more	75	6	19
Lived in NH 5 yrs or less	58	21	21
6 to 10 years	78	3	19
11 to 20 years	68	8	24
More than 20 years	68	12	20
North West Central NH	72	15	13
Western NH	64	8	28
Central/Lakes	67	9	24
Hillsborough County	72	11	17
Seacoast	68	12	20