

WMUR / FOX News

New Hampshire Primary Tracking Poll

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 www.unh.edu/ipssr/survey-center

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Gore Opens Lead Over Bradley, Bush and McCain Even

Durham, NH -- With 8 days remaining until the February 1 New Hampshire Primary election, Vice President Al Gore is leading Bill Bradley among Democrats and John McCain and George W. Bush are deadlocked.

These findings are based on the WMUR / FOX News New Hampshire Primary Tracking Poll,* conducted by the University of New Hampshire Survey Center. Six hundred sixty-one (661) likely New Hampshire primary voters were interviewed between January 20 and January 23, 2000; 381 likely Republican primary voters and 280 Democratic primary voters. The potential sampling error for the survey is $\pm 3.8\%$, the sampling error for Republican sub-sample $\pm 5\%$ and $\pm 6\%$ for the Democratic sub-sample.

Republican Primary

Arizona Senator John McCain and Texas Governor George W. Bush are locked in an extremely tight battle in the critical New Hampshire Republican primary. In the latest WMUR / FOX News New Hampshire Primary Tracking Poll, 38% of likely Republican primary voters say they will vote for Arizona Senator John McCain and 37% say they will vote for Texas Governor George W. Bush. Businessman Steve Forbes has not caught on among Republican voters and is currently favored by 12% of likely Republican primary voters. Eight percent say they plan to vote for former Ambassador Alan Keyes, 1% plan to vote for Gary Bauer, 1% say they will vote for Senator Orrin Hatch, and only 3% say they are still undecided.

Bush appears to have regained the momentum going into the final week of campaigning before the election and he is running particularly well among registered Republicans -- 43% favor Bush and 34% plan to vote for McCain. However, McCain continues to lead Bush among undeclared voters who plan to vote in the Republican primary, 48% to 23%.

The GOP electorate is still volatile with 67% saying they are certain to vote for the candidate they support and one-third saying they may change their minds. Bush and McCain voters are more certain in their support, 71% say they are certain in their vote.

Bush and McCain are also faring well as a second choice candidate. When asked who would be their second choice, 30% named Bush, 27% named McCain, 16% named Forbes, and 15% named some other candidate.

Bush's strongest support comes from voters who consider themselves strong Republicans, young voters (18 to 29) and those with lower levels of income (under \$25,000). McCain's strongest support comes from undeclared voters, Independents, those who have a favorable opinion of President Clinton, upper income voters, voters with post graduate educations, and residents of Northern New Hampshire.

The most important issues to likely Republican primary voters are taxes (21%), the economy (15%), health care (14%), social security (12%), morality (11%), and education (9%).

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 20 - 23 (Latest)	1%	37%	12%	1%	8%	38%	3%	381
Undeclared	2	23	15	1	9	48	2	
Registered Republican	1	43	11	1	8	34	3	

* 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, Vice President Al Gore has opened a lead over former New Jersey Senator Bill Bradley. Currently 50% of likely Democratic Primary voters say they will vote for Gore, 41% plan to vote for Bradley, 1% favor some other candidate, and 8% remain undecided.

Earlier polls conducted by UNH have shown Bradley leading Gore among undeclared voters who plan to vote in the Democratic primary. Bradley's advantage in this group has largely evaporated and they are now essentially tied among undeclared voters -- 48% favor Bradley and 45% favor Gore. Gore leads Bradley among registered Democrats by 53% to 38%.

President Bill Clinton continues to have an impact on the Democratic race. Among those likely Democratic primary voters who have an unfavorable opinion of Clinton, 62% say they will vote for Bradley and only 31% say they will vote for Gore. Bradley also gets strong support from voters with post-graduate educations, upper income voters, people who have lived in New Hampshire 5 years or less, and residents of the Central/Lakes region of New Hampshire.

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 20-23 (Latest)	41%	50%	1%	8%	(280)
Registered Democrat	38	53	1	9	
Undeclared	48	45	0	7	

NH GOP Primary

January 20-23 (Latest)	<u>Bauer</u> 1%	<u>Bush</u> 37%	<u>Forbes</u> 12%	<u>Hatch</u> 1%	<u>Keyes</u> 8%	<u>McCain</u> 38%	<u>DK</u> 3%
Undeclared	2	23	15	1	9	48	2
Registered Republican	1	43	11	1	8	34	3
Independent or Democrat	1	9	13	2	13	58	4
Not so strong Republican	1	37	15	0	6	40	2
Strong Republican	0	54	7	1	9	25	3
Clinton - Favorable	0	31	16	2	2	47	2
Neither	0	37	4	0	4	47	8
Clinton - Unfavorable	1	39	12	0	10	35	3
Primary-extremely interested	2	29	11	1	13	42	3
Very interested	0	37	12	1	5	44	2
Somewhat interested	1	52	15	0	7	19	6
May vote	0	31	18	0	4	33	14
Will vote unless emergency	2	36	8	0	4	44	5
Will definitely vote	1	38	12	1	9	38	2
18 to 29	3	58	9	0	8	21	1
30 to 45	0	33	12	2	12	38	3
46 to 64	0	34	11	0	6	45	3
65 and over	3	42	14	0	4	34	3
Male	1	34	13	1	9	40	2
Female	2	41	10	1	6	36	4
High school or less	0	44	13	1	12	26	3
Some college	2	43	14	0	7	33	1
College graduate	2	35	9	1	6	43	4
Post-graduate	0	24	12	0	7	52	4
Less than \$25,000	6	46	16	0	7	25	0
\$25,000 to \$49,999	0	32	20	1	11	31	5
\$50,000 to \$74,999	1	40	10	0	11	37	0
\$75,000 to \$99,999	0	33	7	0	7	48	4
\$100,000 or more	2	38	9	2	0	47	1
Lived in NH 3 yrs or less	0	38	15	0	0	45	2
4 to 5 years	0	63	0	0	14	24	0
6 to 10 years	3	41	0	0	3	41	12
11 to 20 years	2	29	13	3	13	39	2
More than 20 years	1	39	13	0	8	37	3
Northern NH	3	31	8	0	7	50	0
Western NH	3	36	10	0	3	37	11
Central/Lakes	0	31	15	0	12	39	3
Hillsborough County	1	39	17	1	8	33	3
Seacoast	1	43	5	1	9	40	2

**Likely Republican Primary Voters
Strength of Commitment**

	<u>Bauer</u>	<u>Bush</u>	<u>Forbes</u>	<u>Hatch</u>	<u>Keyes</u>	<u>McCain</u>	<u>All GOP</u>
Certain to Support	66%	71%	52%	54%	69%	71%	67%
May Change Mind	34	29	48	46	31	29	33

**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 (Latest)	30%	16%	27%	5%	5%	15%	3%
<u>First Choice</u>							
Gary Bauer	53	30	17	0	0	0	0
George W. Bush	0	23	57	2	1	16	0
Steve Forbes	51	0	21	0	9	19	0
Orrin Hatch	0	46	0	0	0	54	0
Alan Keyes		10	41	30	0	0	13
	6						
John McCain	59	10	0	10	7	12	2

**Most Important Issue
Likely Republican Primary Voters**

January 20-23 (Latest)	<u>Economy</u> 15%	<u>Health Care</u> 14%	<u>Soc. Sec.</u> 12%	<u>Educ.</u> 9%	<u>Morality</u> 11%	<u>Taxes</u> 21%	<u>Other</u> 19%
Bush supporters	21	12	11	9	12	20	15
Forbes supporters	10	8	13	6	6	32	26
McCain supporters	13	16	15	10	6	19	21
Undeclared	18	15	14	7	9	16	21
Registered Republican	13	13	11	9	13	23	18
Independent or Democrat	12	14	17	4	16	21	16
Not so strong Republican	18	16	13	10	6	16	22
Strong Republican	13	12	7	10	16	26	16
Clinton - Favorable	21	20	13	12	8	14	12
Neither	7	10	21	11	8	27	16
Clinton - Unfavorable	15	13	10	7	12	21	21
May vote	15	7	11	26	19	11	10
Will vote unless emergency	23	12	12	10	13	10	19
Will definitely vote	14	14	12	8	11	23	19
18 to 29	29	0	2	12	16	16	25
30 to 45	20	10	7	8	10	27	17
46 to 64	10	19	9	10	11	23	18
65 and over	7	21	29	5	11	7	20
Male	18	8	9	7	11	26	21
Female	12	22	15	10	12	12	16
High school or less	12	16	17	6	13	13	22
Some college	17	15	10	10	13	18	16
College graduate	15	11	6	11	9	27	20
Post-graduate	18	12	18	4	9	22	16
Less than \$25,000	8	25	34	4	9	12	8
\$25,000 to \$49,999	17	17	9	8	13	15	20
\$50,000 to \$74,999	17	12	5	9	18	17	22
\$75,000 to \$99,999	15	5	3	12	8	42	16
\$100,000 or more	24	14	7	14	3	25	13
Lived in NH 3 yrs or less	20	3	14	16	7	22	18
4 to 5 years	16	0	0	8	21	8	48
6 to 10 years	3	28	5	8	17	19	19
11 to 20 years	16	18	3	3	13	22	25
More than 20 years	16	13	15	10	10	21	15
Northern NH	24	16	14	3	6	15	23
Western NH	9	14	11	14	9	13	30
Central/Lakes	10	18	6	8	21	14	23
Hillsborough County	13	9	10	9	10	33	16
Seacoast	18	14	14	10	11	18	15

Important Candidate Qualities
Likely Republican Primary Voters

	Stands for Beliefs	Knows Complex Issues	Best Chance to Win	Rep. Conser. Issues	Strong Leader	Cares Avg. Amer.	Right Exper.	DK
January 20-23 (Latest)	38%	8%	5%	13%	17%	10%	8%	2%
Bush supporters	35	7	11	15	17	7	8	1
Forbes supporters	34	18	0	17	11	10	10	0
McCain supporters	41	7	2	7	20	14	9	1
Undeclared	37	8	1	6	21	16	10	1
Registered Republican	38	8	7	15	14	8	7	2
Independent or Democrat	37	9	5	5	12	21	10	1
Not so strong Republican	40	8	2	10	22	9	8	1
Strong Republican	35	8	9	20	13	6	7	3
Clinton - Favorable	28	10	9	5	19	15	15	0
Neither	26	8	0	12	24	22	8	0
Clinton - Unfavorable	41	7	5	15	15	8	6	2
May vote	38	7	0	7	19	10	15	4
Will vote unless emergency	36	10	3	11	23	11	6	0
Will definitely vote	38	8	6	13	16	10	8	2
18 to 29	42	3	8	11	26	4	4	0
30 to 45	32	5	4	15	22	13	8	1
46 to 64	43	12	3	9	9	11	11	1
65 and over	36	10	8	15	14	8	6	4
Male	37	8	6	11	19	11	6	3
Female	39	8	3	16	14	9	11	0
High school or less	38	4	7	14	12	10	9	5
Some college	41	9	5	14	15	8	8	0
College graduate	39	7	4	13	21	9	7	1
Post-graduate	28	14	6	10	17	16	9	0
Less than \$25,000	49	9	6	19	6	4	7	0
\$25,000 to \$49,999	46	5	6	10	12	14	6	0
\$50,000 to \$74,999	35	12	4	16	12	13	8	0
\$75,000 to \$99,999	35	8	5	17	19	11	4	1
\$100,000 or more	30	5	6	7	34	8	10	0
Lived in NH 3 yrs or less	29	14	4	4	34	8	7	1
4 to 5 years	37	8	8	32	0	16	0	0
6 to 10 years	30	5	0	8	11	31	8	5
11 to 20 years	40	8	6	11	22	6	7	0
More than 20 years	39	7	5	15	13	10	9	2
Northern NH	37	11	3	16	12	12	8	0
Western NH	55	6	6	4	9	9	8	3
Central/Lakes	37	13	2	17	15	7	6	2
Hillsborough County	34	5	8	15	20	11	6	1
Seacoast	37	6	5	9	18	12	12	1

NH Democratic Primary (Jan, 20 - 23)

January 20-23 (Latest)	<u>Bradley</u> 41%	<u>Gore</u> 50%	<u>Other</u> 1%	<u>Undecided</u> 8%
Registered Democrat	38	53	1	9
Undeclared	48	45	0	7
Strong Democrat	34	59	0	7
Not so strong Democrat	39	53	2	6
Lean Democrat	44	45	0	11
Independent or Republican	57	32	2	9
Clinton - Favorable	37	54	0	9
Neither	23	66	0	11
Clinton - Unfavorable	62	31	1	6
Primary-extremely interested	44	44	0	12
Very interested	45	47	1	7
Somewhat interested	28	65	1	6
May vote	43	50	0	7
Will vote unless emergency	35	54	3	8
Will definitely vote	42	49	0	8
18 to 29	50	35	4	11
30 to 45	35	54	1	11
46 to 64	46	48	0	6
65 and over	39	54	0	7
Male	42	49	2	7
Female	40	51	0	9
High school or less	23	71	1	5
Some college	33	56	1	10
College graduate	50	40	0	10
Post-graduate	60	33	0	7
Less than \$25,000	17	78	0	5
\$25,000 to \$49,999	50	44	1	4
\$50,000 to \$74,999	31	58	0	11
\$75,000 to \$99,999	50	45	0	5
\$100,000 or more	57	41	0	2
Lived in NH 3 yrs or less	54	21	4	20
4 to 5 years	60	34	0	6
6 to 10 years	29	56	0	14
11 to 20 years	48	47	0	5
More than 20 years	38	54	0	7
Northern NH	37	53	3	8
Western NH	37	42	2	18
Central/Lakes	62	35	0	3
Hillsborough County	39	53	0	8
Seacoast	36	59	0	5

**Most Important Issue
Likely Democratic Primary Voters**

January 20-23 (Latest)	<u>Economy</u> 10%	<u>Health Care</u> 33%	<u>Soc. Sec.</u> 15%	<u>Camp. Finan.</u> 5%	<u>Educ.</u> 20%	<u>Other</u> 17%
Bradley supporters	4	36	9	11	17	23
Gore supporters	12	31	20	1	22	13
Undecided	18	36	18	0	17	12
Registered Democrat	11	33	17	4	19	17
Undeclared	8	35	10	7	22	18
Strong Democrat	12	37	15	5	16	16
Not so strong Democrat	6	22	20	4	23	24
Lean Democrat	7	38	11	4	25	15
Independent or Republican	12	29	15	7	21	16
Clinton - Favorable	10	33	15	6	23	13
Neither	7	39	22	0	14	18
Clinton - Unfavorable	10	32	11	4	15	28
May vote	4	35	16	4	19	22
Will vote unless emergency	14	31	13	3	17	21
Will definitely vote	9	34	15	5	21	16
18 to 29	9	9	7	6	27	41
30 to 45	14	23	7	5	33	18
46 to 64	5	41	18	3	17	15
65 and over	9	42	23	9	7	11
Male	7	35	16	8	17	16
Female	12	33	14	3	22	17
High school or less	11	37	30	0	7	16
Some college	11	25	15	2	28	18
College graduate	13	37	8	4	19	19
Post-graduate	3	34	7	16	26	15
Less than \$25,000	7	36	26	0	14	17
\$25,000 to \$49,999	10	36	13	5	20	16
\$50,000 to \$74,999	13	38	8	6	29	6
\$75,000 to \$99,999	10	24	13	7	22	25
\$100,000 or more	0	33	14	14	24	14
Lived in NH 3 yrs or less	17	24	2	13	18	26
4 to 5 years	23	50	0	8	0	18
6 to 10 years	3	32	20	0	33	13
11 to 20 years	9	26	6	8	30	20
More than 20 years	10	35	20	3	16	16
Northern NH	7	36	13	9	22	13
Western NH	8	34	18	9	19	12
Central/Lakes	2	36	12	7	22	21
Hillsborough County	18	32	20	3	13	13
Seacoast	10	33	11	3	24	19

**Likely Democratic Primary Voters
Strength of Commitment**

	<u>Bradley</u>	<u>Gore</u>	<u>All DEM</u>
Certain to Support	71%	73%	72%
May Change Mind	29	27	28

**Likely Democratic Primary Voters
Second Choice**

	<u>McCain</u>	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>DK</u>
January 20-23 (Latest)	29%	28%	23%	13%	7%
<u>First Choice</u>					
Bill Bradley	36	0	51	11	2
Al Gore	26	57	0	14	2

**Important Candidate Qualities
Likely Democratic Primary Voters**

January 20-23 (Latest)	<u>Strong Leader</u> 19%	<u>New Ideas</u> 11%	<u>Not Typical Pol.</u> 7%	<u>Right Exper.</u> 15%	<u>Best Chance to Win</u> 2%	<u>Stands For Beliefs</u> 39%	<u>Loyal Dem.</u> 2%	<u>DK</u> 4%
Bradley supporters	14	14	15	3	2	51	0	0
Gore supporters	22	9	2	28	1	29	4	4
Undecided	28	5	2	3	0	41	0	22
Registered Democrat	20	14	6	17	2	33	3	5
Undeclared	17	3	11	12	2	54	0	2
Strong Democrat	17	13	5	22	3	30	2	8
Not so strong Democrat	20	11	7	12	3	45	2	0
Lean Democrat	23	7	10	9	0	48	2	0
Independent or Republican	19	12	10	9	0	46	0	4
Clinton - Favorable	19	13	8	20	1	33	2	4
Neither	14	4	6	8	0	52	4	12
Clinton - Unfavorable	22	8	8	4	2	53	0	3
May vote	17	3	24	7	0	41	0	7
Will vote unless emergency	18	8	7	16	0	50	0	1
Will definitely vote	20	12	7	16	2	37	2	5
18 to 29	18	28	9	6	0	39	0	0
30 to 45	24	4	8	15	0	43	2	5
46 to 64	18	14	8	14	1	41	2	1
65 and over	15	10	6	23	4	33	2	7
Male	18	15	7	14	3	33	3	8
Female	20	8	8	16	1	43	1	2
High school or less	15	12	13	14	2	39	2	3
Some college	27	7	5	14	0	42	2	4
College graduate	26	11	6	17	1	38	1	0
Post-graduate	5	13	9	16	5	41	3	8
Less than \$25,000	13	6	1	17	3	55	0	4
\$25,000 to \$49,999	16	14	11	13	2	40	3	0
\$50,000 to \$74,999	33	5	11	16	5	22	3	5
\$75,000 to \$99,999	20	9	4	17	0	43	4	4
\$100,000 or more	9	19	9	25	0	38	0	0
Lived in NH 3 yrs or less	29	12	0	17	0	42	0	0
4 to 5 years	14	15	4	24	0	43	0	0
6 to 10 years	27	14	4	14	0	35	0	7
11 to 20 years	14	8	9	22	2	40	2	2
More than 20 years	19	10	9	13	2	40	2	4
Northern NH	16	18	13	14	0	39	0	0
Western NH	15	3	5	20	3	48	0	7
Central/Lakes	15	19	8	8	4	43	0	3
Hillsborough County	21	9	13	16	2	32	2	4
Seacoast	21	10	3	17	1	40	4	4

**Most Important Issue
All Likely Primary Voters**

January 20-23 (Latest)	<u>Economy</u>	<u>Health Care</u>	<u>Soc. Sec.</u>	<u>Camp. Finan.</u>	<u>Educ.</u>	<u>Morality</u>	<u>For. Policy</u>	<u>Taxes</u>	<u>Gun Control</u>	<u>Abortion</u>
	13%	22%	13%	4%	13%	8%	4%	14%	5%	4%
Registered Democrat	11	33	17	4	19	2	3	4	3	6
Undeclared	14	23	12	5	12	9	3	11	5	5
Registered Republican	13	13	11	4	9	13	5	23	7	3
Certain to support	11	22	12	6	12	10	5	12	6	4
May change mind	15	21	14	2	17	5	2	18	3	4
Clinton - Favorable	13	30	15	6	20	3	3	6	3	3
Neither	7	24	21	4	12	5	3	19	3	3
Clinton - Unfavorable	14	16	10	4	9	12	4	18	7	6
Primary-extremely interested	13	24	8	6	12	11	3	16	3	3
Very interested	10	22	16	5	13	8	4	12	5	6
Somewhat interested	22	18	14	1	16	4	2	14	8	2
May vote	10	21	13	2	23	15	2	10	2	3
Will vote unless emergency	19	21	12	4	13	8	3	7	8	5
Will definitely vote	12	22	13	5	13	8	4	15	4	4
18 to 29	22	3	4	6	17	15	2	13	11	7
30 to 45	18	14	7	3	17	7	2	19	7	5
46 to 64	8	30	13	4	13	8	5	14	2	4
65 and over	8	30	26	7	6	6	4	5	5	3
Male	14	16	11	6	10	8	4	19	8	2
Female	12	27	15	3	16	8	3	8	2	6
High school or less	12	24	22	1	7	9	2	10	9	4
Some college	15	20	12	2	18	10	3	12	4	3
College graduate	14	21	7	4	14	6	4	18	4	6
Post-graduate	11	22	13	12	14	7	4	12	2	2
Less than \$25,000	7	31	30	0	9	4	0	7	6	5
\$25,000 to \$49,999	14	25	11	5	13	8	4	10	6	3