

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 28, 2000
6:00 P.M.
(603) 862-2226

CANDIDATE QUALITIES, NOT ISSUES, IMPORTANT TO NH VOTERS

Durham, NH – With low unemployment and a strong economy, New Hampshire voters are focusing less on issues, and more on candidate qualities, in choosing presidential candidates.

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 two (902) likely New Hampshire primary voters were interviewed between January 24 and January 27, 2000; 508 likely Republican primary voters and 394 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.

In 1992 and 1996, the state economy was the major concern for New Hampshire voters. But in 2000, with unemployment hovering between 2% and 3%, and with no major domestic or foreign policy problems looming, New Hampshire voters are focusing less on issues and more on the personal qualities of candidates.

Republican Primary

Among likely Republican primary voters, the most important issue in their selection of a candidate is taxes, but this is hardly a dominant issue, named by only 18% GOP voters. Other issues were named almost as frequently, morality was cited by 14%, health care was named by 14%, the economy by 12%, Social Security by 11%, and education was mentioned by 11% of likely GOP primary voters.

Among those Republicans who said taxes was the most important issue, 36% say they will vote for Bush, 25% will vote for McCain, 23% will vote for Forbes, and 11% will vote for Keyes.

Two issues which have been widely discussed, but which have not registered with GOP voters, are abortion and campaign finance reform. Despite heavy emphasis on abortion by Steve Forbes and Alan Keyes, only 7% of likely Republican primary voters say that abortion is their most important issue. The New Hampshire Republican electorate is moderately pro-choice, perhaps a reason that neither Forbes or Keyes has caught on here.

Similarly, John McCain has put heavy emphasis on campaign finance reform but only 5% of Republican primary voters say that this is their most important issue. However, McCain has effectively used this issue to portray himself as a candidate willing to stand up to his party and to stand up for what he believes, a candidate quality which is very attractive to Republicans.

While issues are not having much impact among Republican voters, the personal qualities of candidates are important in 2000. Likely GOP voters were read a list of 7 qualities that are important in candidates, and asked which was most important in their decision of who to support. Among Republicans, the most important candidate qualities are that he “stands up for what he believes” (38%), that he is a “strong, decisive leader” (14%), that he “cares about the average American” (12%), that he “represents conservative values” (11%), and that he has the “right experience” (11%). “Understanding complex issues” (7%), and having the “best chance to win in November” (5%) are less important to Republican voters.

As mentioned earlier, John McCain does very well among those Republicans who say standing up for what he believes is the candidate quality they hold most important. Among these Republicans, 48% say they plan to vote for McCain, 22% plan to vote for Bush, 15% plan to vote for Forbes, and 12% plan to 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 30, 2000. The tracking poll results will be reported each day.

McCain also does well among those Republican voters who say that the quality they hold most important is that a candidate is a “strong, decisive leader”. Among these Republicans, 50% say they will vote for McCain, 33% will vote for Bush, 8% will vote for Forbes and 6% will vote for Keyes.

McCain’s lead over Bush among voters who believe that firm personal beliefs and strong leadership qualities are most important is a major reason why he continues to hold a lead over Bush going into this final campaign weekend. Currently, 40% of likely GOP primary voters say they will vote for McCain, 33% will vote for Bush, 15% will vote for Forbes, 9% will vote for Keyes, less than 1% will vote for Gary Bauer, and 2% are undecided.

Democratic Primary

Issues are somewhat more important among Democratic primary voters than among Republicans. The issues most important to Democrats are health care (30%), education (21%), Social Security (14%), and the economy (13%). Less important issues are abortion (6%), taxes (5%), gun control (4%), campaign finance reform (3%), morality (2%), and foreign policy (2%).

Al Gore and Bill Bradley have spent the last two months debating health care plans and Gore appears to have an edge in the debate. Among those Democratic voters who say that health care is their most important issue, 56% say they plan to vote for Gore and 42% plan to vote for Bradley.

Gore is also besting Bradley among those voters who consider education to be their most important issue, 55% to 37%.

And Gore is also attracting more votes than Bradley from those Democrats who consider Social Security to be their most important issue, 61% to 34%. This is politically important because older voters (65 and older) are most concerned about Social Security, and they are more likely to turn out and vote than are younger voters.

The candidate qualities which are most important to Democratic voters are that a candidate “stands up for what he believes” (27%), that he “has the right experience” (24%), and that he is a “strong, decisive leader” (23%). Among Democrats who say the quality they hold most important in a candidate is that he “stands up for his beliefs”, 52% say they will vote for Bradley and 42% will vote for Gore.

Voters who say the candidate quality they hold most important is that he “has the right experience” overwhelmingly say they will vote for Gore, 92% to 7%. And among voters who say the candidate quality they hold most important is that he be a “strong, decisive leader”, 54% say they will vote for Gore and 38% will vote for Bradley.

Gore’s experience and perceived leadership qualities are important reasons why he continues to hold his overall lead over Bradley. In the most recent WMUR / FOX News tracking poll, 54% of all likely Democratic primary voters say they will vote for Gore, 41% will vote for Bradley, and 4% 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 24-27 (Latest)	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	0	24	16	--	6	52	1	
Registered Republican	1	38	14	--	11	34	2	
<u>Most Important Issue</u>								
Taxes	0	36	23	--	11	25	3	
Health care	0	39	16	--	2	42	2	
Morality	1	21	12	--	28	37	0	
Economy	0	39	13	--	5	41	2	
Education	3	29	9	--	4	51	4	
Social Security	0	44	8	--	2	45	0	
Abortion	0	32	33	--	10	18	7	
Foreign policy	0	38	11	--	4	42	4	
Campaign finance reform	0	0	6	--	0	94	0	
Gun control	0	34	6	--	28	31	0	
<u>Candidate Quality</u>								
Stands up for beliefs	0	22	15	--	12	48	3	
Strong decisive leader	2	33	8	--	6	50	2	
Cares about average American	0	29	21	--	5	41	4	
Represents conservative issues	2	40	23	--	23	13	0	
Right experience	0	42	9	--	3	43	2	
Understands complex issues	0	27	20	--	8	42	0	
Best chance to win in Nov.	0	84	0	--	0	16	0	

* Withdrew 1/26/00

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 24-27 (Latest)	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	40	55	1	4	
Undeclared	44	51	0	5	
 <u>Most Important Issue</u>					
Health care	42	56	0	2	
Education	37	55	1	6	
Social Security	34	61	0	5	
Economy	44	52	0	4	
Abortion	49	51	0	0	
Taxes	43	53	3	0	
Gun control	56	40	0	5	
Campaign finance reform	52	36	0	12	
Morality	56	44	0	0	
Foreign policy	39	61	0	0	
 <u>Candidate Quality</u>					
Stands up for what believes	52	42	1	5	
Right experience	7	92	0	1	
Strong/decisive leader	38	54	1	7	
New ideas	70	27	0	3	
Not typical politician	81	14	0	6	
Best chance to win in Nov.	42	58	0	0	
Loyal Democrat	52	48	0	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>
	1%	37%	12%	8%	38%	1%	3%
January 20-23							
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 (Latest)	0	33	15	9	40	0	2
Undeclared	0	24	16	6	52	0	1
Registered Republican	1	38	14	11	34	0	2
Independent or Democrat	1	17	12	7	61	0	2
Not so strong Republican	0	31	18	10	38	1	2
Strong Republican	1	45	13	10	29	1	2
Clinton - Favorable	1	24	11	1	61	0	1
Neither	0	31	19	7	41	3	0
Clinton - Unfavorable	0	35	15	12	35	0	3
Primary-extremely interested	1	33	13	11	40	0	3
Very interested	0	33	15	7	42	0	2
Somewhat interested	1	33	17	11	35	1	1
May vote	0	38	13	9	39	0	0
Will vote unless emergency	2	37	20	8	32	0	1
Will definitely vote	0	32	14	10	42	1	2
18 to 29	0	23	12	15	42	0	8
30 to 45	1	31	17	10	38	1	2
46 to 64	0	32	12	10	44	1	1
65 and over	0	43	16	4	35	0	2
Male	0	30	15	10	43	0	3
Female	1	36	15	8	38	1	1
High school or less	1	43	16	12	26	0	2
Some college	0	37	19	10	33	1	1
College graduate	1	22	12	8	52	1	4
Post-graduate	0	32	9	6	53	0	0
Less than \$25,000	0	55	9	18	19	0	0
\$25,000 to \$49,999	0	34	18	9	38	0	1
\$50,000 to \$74,999	1	29	17	12	38	0	3
\$75,000 to \$99,999	0	42	7	4	46	0	1
\$100,000 or more	0	25	11	9	54	0	0
Lived in NH 5 yrs or less	1	31	6	5	55	0	2
6 to 10 years	0	28	17	14	41	0	0
11 to 20 years	1	25	14	14	46	0	0
More than 20 years	0	36	16	8	36	1	3
North West Central NH	0	37	10	10	44	0	0
Western NH	0	27	17	6	45	0	4
Central/Lakes	0	36	13	10	37	1	3
Hillsborough County	0	31	26	5	36	0	2
Seacoast	1	31	7	13	45	1	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	1	32	13	8	43	0	2
January 23-26	0	33	14	9	41	0	3
January 24-27 (Latest)	0	33	15	9	40	0	2

Most Important Issue

Economy	0	39	13	5	41	0	2
Health care	0	39	16	2	42	0	2
Social Security	0	44	8	2	45	0	0
Campaign finance reform	0	0	6	0	94	0	0
Education	3	29	9	4	51	0	4
Morality	1	21	12	28	37	2	0
Foreign policy	0	38	11	4	42	0	4
Taxes	0	36	23	11	25	1	3
Gun control	0	34	6	28	31	0	0
Abortion	0	32	33	10	18	0	7

Candidate Quality

Stands up for beliefs	0	22	15	12	48	1	3
Understands complex issues	0	27	20	8	42	4	0
Best chance to win in Nov.	0	84	0	0	16	0	0
Represents conservative issues	2	40	23	23	13	0	0
Strong decisive leader	2	33	8	6	50	0	2
Cares about average American	0	29	21	5	41	0	4
Right experience	0	42	9	3	43	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 (Latest)	30	18	22	7	7	13	4

First Choice

Bauer	0	0	50	0	0	50	0
Bush	0	26	49	4	3	13	4
Forbes	41	0	24	3	6	24	2
Keyes	37	36	14	0	0	12	0
McCain	50	17	0	12	11	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	66	32	2
January 23-26	66	32	2
January 24-27 (Latest)	66	32	1

GOP Candidate Favored

Bauer	46	54	0
Bush	66	34	0
Forbes	67	33	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 (Latest)	12	14	11	11	14	18	21
Bauer	0	0	0	73	27	0	0
Bush	14	16	14	10	9	20	17
Forbes	11	14	6	7	11	28	23
Keyes	7	3	2	4	41	22	21
McCain	12	14	12	14	13	11	24
Undeclared	10	15	14	12	9	17	23
Registered Republican	13	13	9	10	16	18	21
Independent or Democrat	11	15	16	13	9	17	18
Not so strong Republican	11	17	9	10	15	14	23
Strong Republican	13	10	9	10	17	21	21
Clinton - Favorable	12	18	15	19	2	17	17
Neither	15	26	26	8	5	11	8
Clinton - Unfavorable	12	11	8	9	18	19	24
May vote	12	14	15	18	11	23	7
Will vote unless emergency	16	17	10	15	9	23	10
Will definitely vote	11	13	11	10	15	17	23
18 to 29	2	12	0	21	17	34	13
30 to 45	15	14	4	14	13	21	18
46 to 64	11	11	14	9	14	18	23
65 and over	12	19	17	5	17	6	24
Male	13	10	10	8	14	20	26
Female	10	18	12	14	14	15	16
High school or less	14	20	12	6	9	17	23
Some college	15	8	13	15	12	20	16
College graduate	10	13	11	10	19	15	22
Post-graduate	7	17	2	13	16	20	26
Less than \$25,000	22	9	16	9	15	11	19
\$25,000 to \$49,999	7	15	13	12	16	14	22
\$50,000 to \$74,999	13	13	3	12	13	27	19
\$75,000 to \$99,999	13	19	11	19	11	11	18
\$100,000 or more	19	13	7	8	13	22	18
Lived in NH 5 yrs or less	14	16	5	16	11	21	17
6 to 10 years	12	16	5	9	26	14	17
11 to 20 years	9	15	11	11	13	16	24
More than 20 years	13	12	12	10	13	18	21
North West Central NH	10	12	9	12	13	18	27
Western NH	15	11	8	16	4	22	23
Central/Lakes	11	11	16	7	10	20	25
Hillsborough County	17	14	4	9	18	20	18
Seacoast	9	16	14	13	16	14	18

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

January 24-27 (Latest)	<u>Economy</u> 35%	<u>Health Care</u> 41%	<u>Soc. Sec.</u> 38%	<u>Educ.</u> 37%	<u>Morality</u> 35%	<u>Taxes</u> 46%	<u>Other</u> 61%
Bauer	73	27	0	100	54	0	46
Bush	42	42	45	36	28	49	48
Forbes	33	36	24	28	44	58	71
Keyes	19	18	21	33	72	61	77
McCain	35	47	42	42	27	36	65
Undeclared	35	48	43	41	24	42	62
Registered Republican	36	36	36	35	39	49	61
Independent or Democrat	34	51	46	39	21	41	62
Lean Republican	28	46	32	30	46	46	72
Not so strong Republican	42	45	46	44	33	40	44
Strong Republican	36	30	32	37	39	52	63
Clinton - Favorable	42	54	50	42	9	38	56
Neither	33	59	63	42	16	41	43
Clinton - Unfavorable	33	35	32	35	43	49	64
May vote	37	52	36	55	27	46	43
Will vote unless emergency	39	52	38	43	30	48	46
Will definitely vote	35	39	38	36	35	45	64
18 to 29	26	30	11	57	32	52	72
30 to 45	38	40	32	41	32	51	64
46 to 64	35	43	41	34	37	49	54
65 and over	36	42	54	30	36	27	65
Male	38	30	36	31	35	50	70
Female	32	53	40	45	34	41	50
High school or less	36	41	42	35	32	46	58
Some college	34	44	45	40	34	49	49
College graduate	33	40	31	38	39	43	67
Post-graduate	39	39	36	35	30	44	74
Less than \$25,000	46	44	57	27	33	30	46
\$25,000 to \$49,999	31	43	34	38	32	47	63
\$50,000 to \$74,999	38	39	22	38	36	58	66
\$75,000 to \$99,999	42	42	47	47	30	39	53
\$100,000 or more	39	36	31	42	30	55	59
Lived in NH 5 yrs or less	41	35	37	60	25	46	48
6 to 10 years	37	46	17	39	42	49	66
11 to 20 years	34	37	29	35	40	46	72
More than 20 years	35	43	45	34	33	45	58
North West Central NH	32	46	48	35	30	44	55
Western NH	35	45	37	43	24	55	61
Central/Lakes	33	40	40	40	32	40	62
Hillsborough County	42	43	32	36	34	47	57
Seacoast	33	38	40	36	39	46	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 (Latest)	38	7	5	11	14	12	11	2
Bauer	0	0	0	54	46	0	0	0
Bush	26	5	13	14	14	10	15	2
Forbes	38	8	0	18	8	17	7	3
Keyes	48	5	0	28	9	6	4	0
McCain	46	6	2	4	18	12	12	1
Undeclared	44	7	4	7	10	16	12	0
Registered Republican	35	6	6	14	16	9	11	2
Independent or Democrat	41	7	2	3	12	18	17	1
Not so strong Republican	39	5	3	13	19	10	10	1
Strong Republican	36	8	9	16	12	8	8	3
May vote	37	4	2	11	11	27	8	0
Will vote unless emergency	42	6	3	9	13	14	11	3
Will definitely vote	38	7	5	12	15	11	11	1
18 to 29	42	0	6	12	21	11	8	0
30 to 45	39	11	3	9	15	12	10	0
46 to 64	40	4	7	14	12	11	10	2
65 and over	31	8	5	12	15	12	15	3
Male	38	6	7	12	16	11	9	0
Female	39	7	2	10	13	13	13	3
High school or less	38	2	4	14	12	16	11	2
Some college	35	9	4	12	13	9	16	0
College graduate	40	7	5	10	17	14	6	2
Post-graduate	40	8	8	11	15	2	14	2
Less than \$25,000	42	3	0	7	14	8	25	0
\$25,000 to \$49,999	31	6	4	16	13	20	11	1
\$50,000 to \$74,999	37	4	8	15	12	13	10	1
\$75,000 to \$99,999	41	8	8	3	22	9	8	0
\$100,000 or more	30	14	5	12	25	4	9	2
Lived in NH 5 yrs or less	28	10	8	7	29	7	10	1
6 to 10 years	40	2	10	17	5	11	12	2
11 to 20 years	49	10	2	7	13	13	5	2
More than 20 years	36	5	5	13	14	12	13	1
North West Central NH	38	6	2	15	7	14	15	2
Western NH	35	8	4	4	21	17	6	4
Central/Lakes	44	6	4	9	16	12	9	0
Hillsborough County	32	10	5	14	12	11	15	2
Seacoast	41	3	6	11	18	11	8	1

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 (Latest)	41	54	0	4
Registered Democrat	40	55	1	4
Undeclared	44	51	0	5
Strong Democrat	40	57	0	3
Not so strong Democrat	34	60	2	3
Lean Democrat	44	52	0	5
Independent or Republican	51	42	0	7
Clinton - Favorable	35	61	0	4
Neither	50	39	2	9
Clinton - Unfavorable	59	39	0	2
Primary-extremely interested	48	48	0	4
Very interested	39	57	1	4
Somewhat interested	38	58	0	4
May vote	34	63	0	3
Will vote unless emergency	44	50	1	6
Will definitely vote	41	55	0	4
18 to 29	38	60	0	2
30 to 45	41	55	1	3
46 to 64	45	50	1	4
65 and over	36	58	0	6
Male	41	54	0	5
Female	42	54	1	4
High school or less	28	71	0	1
Some college	38	53	0	9
College graduate	51	44	1	3
Post-graduate	46	50	1	4
Less than \$25,000	26	71	0	3
\$25,000 to \$49,999	37	59	0	4
\$50,000 to \$74,999	41	54	0	4
\$75,000 to \$99,999	42	49	2	7
\$100,000 or more	57	43	0	0
Lived in NH 5 yrs or less	44	48	4	4
6 to 10 years	44	52	0	3
11 to 20 years	47	47	0	6
More than 20 years	37	59	0	3
North West Central NH	45	50	0	5
Western NH	28	67	0	5
Central/Lakes	35	56	1	8
Hillsborough County	43	55	0	2
Seacoast	45	51	1	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 (Latest)	41	54	0	4

Most Important Issue

Economy	44	52	0	4
Health care	42	56	0	2
Social Security	34	61	0	5
Campaign finance reform	52	36	0	12
Education	37	55	1	6
Morality	56	44	0	0
Foreign policy	39	61	0	0
Taxes	43	53	3	0
Gun control	56	40	0	5
Abortion	49	51	0	0

Candidate Quality

Strong/decisive leader	38	54	1	7
New ideas	70	27	0	3
Not typical politician	81	14	0	6
Right experience	7	92	0	1
Best chance to win in Nov.	42	58	0	0
Stands up for what believes	52	42	1	5
Loyal Democrat	52	48	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 (Latest)	26	32	24	12	6

First Choice

Bradley	31	1	56	9	2
Gore	24	59	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 (Latest)	71	26	2

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 (Latest)	13	30	14	3	21	19
Bradley	13	31	11	4	19	22
Gore	12	31	16	2	21	17
Registered Democrat	13	32	14	4	20	18
Undeclared	12	27	15	2	22	22
Strong Democrat	11	33	15	3	23	15
Not so strong Democrat	13	32	9	3	19	22
Lean Democrat	11	31	17	2	19	20
Independent or Republican	21	15	16	6	18	24
Clinton - Favorable	11	32	15	3	20	18
Neither	11	28	9	3	25	24
Clinton - Unfavorable	17	27	14	2	20	19
May vote	8	19	17	3	25	28
Will vote unless emergency	15	27	12	5	17	23
Will definitely vote	12	31	15	3	22	18
18 to 29	18	12	0	0	47	24
30 to 45	14	27	4	3	29	23
46 to 64	13	36	17	3	14	17
65 and over	4	34	39	3	9	10
Male	15	27	13	4	27	14
Female	11	32	15	3	17	22
High school or less	9	39	25	1	12	15
Some college	19	16	16	0	22	27
College graduate	16	35	9	5	19	16
Post-graduate	7	29	9	5	30	20
Less than \$25,000	8	33	34	0	15	10
\$25,000 to \$49,999	16	37	11	3	17	16
\$50,000 to \$74,999	22	34	13	1	14	17
\$75,000 to \$99,999	12	25	2	5	31	24
\$100,000 or more	11	13	10	5	40	21
Lived in NH 5 yrs or less	14	29	8	7	24	18
6 to 10 years	18	22	6	3	31	21
11 to 20 years	16	22	15	5	24	18
More than 20 years	10	36	16	2	17	19
North West Central NH	13	33	16	7	13	18
Western NH	9	7	23	10	34	17
Central/Lakes	15	35	9	2	13	26
Hillsborough County	13	31	12	2	25	17
Seacoast	13	32	14	1	22	19

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

January 24-27 (Latest)	<u>Economy</u> 35%	<u>Health Care</u> 69%	<u>Soc. Sec.</u> 49%	<u>Camp. Finan.</u> 13%	<u>Educ.</u> 57%	<u>Other</u> 74%
Bradley	36	68	37	20	50	87
Gore	34	72	55	7	62	64
Undecided	29	43	78	19	61	65
Registered Democrat	33	72	47	14	60	68
Undeclared	37	62	51	9	49	86
Strong Democrat	31	74	45	14	62	67
Not so strong Democrat	42	73	45	7	55	74
Lean Democrat	31	63	54	17	53	78
Independent or Republican	43	56	54	8	49	86
Clinton - Favorable	35	72	51	15	58	65
Neither	38	61	47	3	53	92
Clinton - Unfavorable	31	66	42	10	54	90
May vote	42	55	39	3	57	99
Will vote unless emergency	36	65	48	10	58	80
Will definitely vote	34	71	49	13	57	72
18 to 29	34	31	28	7	70	121
30 to 45	43	69	33	6	63	84
46 to 64	35	79	54	18	49	59
65 and over	20	69	81	16	54	52
Male	42	64	49	16	54	68
Female	31	72	48	10	59	77
High school or less	30	73	66	5	53	65
Some college	44	53	53	8	57	80
College graduate	39	76	41	12	55	73
Post-graduate	26	71	38	22	63	77
Less than \$25,000	24	61	70	7	65	66
\$25,000 to \$49,999	38	73	50	13	52	64
\$50,000 to \$74,999	37	79	57	14	49	63
\$75,000 to \$99,999	47	61	29	11	60	91
\$100,000 or more	32	59	29	15	69	93
Lived in NH 5 yrs or less	39	59	39	19	43	98
6 to 10 years	40	60	46	11	58	80
11 to 20 years	35	68	42	14	66	73
More than 20 years	33	73	54	11	55	67
North West Central NH	37	69	43	18	55	72
Western NH	31	53	50	26	65	65
Central/Lakes	30	73	47	6	59	78
Hillsborough County	34	71	56	11	56	70
Seacoast	37	70	44	9	55	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 (Latest)	23	10	9	24	4	27	3	1
Bradley	21	16	17	4	4	33	3	0
Gore	24	5	2	41	4	21	2	1
Registered Democrat	23	9	7	24	6	27	3	1
Undeclared	25	12	14	22	0	25	1	1
Strong Democrat	25	8	4	28	6	23	4	2
Not so strong Democrat	21	6	9	27	7	28	3	0
Lean Democrat	25	10	14	21	1	27	1	1
Independent or Republican	21	20	12	12	0	35	0	0
Clinton - Favorable	22	9	9	27	5	23	3	1
Neither	27	11	6	11	1	41	2	0
Clinton - Unfavorable	24	11	10	21	1	29	2	2
May vote	25	9	14	19	0	25	3	6
Will vote unless emergency	21	8	14	27	3	27	1	0
Will definitely vote	24	10	8	23	4	26	3	1
18 to 29	31	22	5	17	7	18	0	0
30 to 45	21	7	9	23	4	34	2	1
46 to 64	25	10	12	23	5	22	2	1
65 and over	21	10	2	29	3	27	8	0
Male	25	13	10	22	6	18	5	2
Female	23	8	8	25	3	32	1	1
High school or less	28	6	4	24	3	26	8	1
Some college	24	9	17	18	5	25	2	0
College graduate	20	8	6	24	5	36	0	1
Post-graduate	22	15	10	28	4	19	1	1
Less than \$25,000	17	7	2	24	3	39	8	0
\$25,000 to \$49,999	15	8	16	26	5	27	3	0
\$50,000 to \$74,999	21	16	9	25	5	20	2	2
\$75,000 to \$99,999	20	9	10	30	2	26	0	3
\$100,000 or more	43	6	6	19	0	25	0	0
Lived in NH 5 yrs or less	21	6	10	31	3	29	0	0
6 to 10 years	28	7	9	20	3	32	0	0
11 to 20 years	23	8	6	19	8	32	4	0
More than 20 years	23	11	10	25	3	23	3	2
North West Central NH	18	14	7	26	2	28	5	0
Western NH	19	12	5	33	4	26	0	0
Central/Lakes	28	8	7	24	5	24	2	2
Hillsborough County	24	11	10	24	3	24	2	2
Seacoast	22	7	12	22	5	29	3	0

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

January 24-27 (Latest)	<u>Economy</u> 35%	<u>Health Care</u> 53%	<u>Soc. Sec.</u> 43%	<u>Educ.</u> 46%	<u>Taxes</u> 35%	<u>Other</u> 82%
Registered Democrat	33	72	47	60	20	62
Undeclared	36	53	46	44	35	81
Registered Republican	36	36	36	35	49	101
Democrat	34	70	48	55	22	67
Independent	36	48	52	45	41	72
Republican	36	38	36	37	47	99
Clinton - Favorable	37	67	51	54	27	60
Neither	36	60	54	48	30	67
Clinton - Unfavorable	33	41	34	39	43	103
Primary-extremely interested	33	52	42	44	30	92
Very interested	35	53	43	46	37	80
Somewhat interested	38	53	42	47	41	72
May vote	39	53	37	56	39	71
Will vote unless emergency	38	58	43	51	39	68
Will definitely vote	34	52	43	44	35	86
18 to 29	30	30	19	63	40	102
30 to 45	40	52	32	51	42	81
46 to 64	35	58	46	40	34	80
65 and over	29	53	64	39	22	82
Male	39	42	41	38	39	92
Female	31	62	44	52	32	74
High school or less	34	54	52	42	36	73
Some college	38	47	48	46	42	75
College graduate	35	54	35	44	35	90
Post-graduate	31	58	37	52	27	92
Less than \$25,000	35	53	64	47	27	63
\$25,000 to \$49,999	34	56	41	44	38	76
\$50,000 to \$74,999	37	56	36	43	41	84
\$75,000 to \$99,999	44	50	39	53	32	81
\$100,000 or more	36	45	30	53	40	90
Lived in NH 5 yrs or less	40	46	38	52	31	88
6 to 10 years	38	52	29	47	38	91
11 to 20 years	34	51	35	50	35	90
More than 20 years	34	55	49	43	36	77
North West Central NH	34	56	46	43	33	80
Western NH	33	49	43	53	37	79
Central/Lakes	32	53	43	48	32	82
Hillsborough County	39	55	42	45	37	76
Seacoast	34	51	42	44	37	88