

WMUR / FOX News

New Hampshire Primary Tracking Poll

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BOTH RACES TOO CLOSE TO CALL

Durham, NH – Bill Bradley has narrowed Al Gore's lead among New Hampshire Democrats. John McCain is holding his edge over George W. Bush among Republicans. Both races are too close to call.

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, twenty-five (825) likely New Hampshire primary voters were interviewed between January 28 and January 31, 2000; 498 likely Republican primary voters and 327 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.

Democratic Primary

An aggressive and energized Bill Bradley continues to close the gap with Al Gore just before the New Hampshire primary election today, but he may have left himself just short of victory. In the final WMUR / FOX News New Hampshire tracking poll, 46% of likely Democratic primary voters say they will vote for Bradley, 49% say they will vote for Al Gore, 1% will vote for some other candidate, and 4% remain undecided. Gore's lead over Bradley is well within the poll's margin of error making the race too close to call.

Bradley has recently cut into Gore's lead among registered Democrats – 49% of registered Democrats in the final WMUR / FOX News tracking poll say they will vote for Gore, 44% say they will vote for Bradley, 1% favor some other candidate and 5% remain undecided. Gore had earlier held significant leads over Bradley among registered Democrats. Independent voters have evenly split their votes between Bradley and Gore for several days.

Gore is getting both credit and blame for his part in the Clinton administration. He gets credit from voters who have a favorable opinion of President Bill Clinton and leads Bradley among this group 58% to 38%. However, Bradley gets his strongest support from voters who have a neutral or unfavorable opinion of the President.

Republican Primary

John McCain is maintaining the lead he has held of George W. Bush for the past week. In the final WMUR / FOX News tracking poll, 41% of likely Republican primary voters say they will vote for McCain, 34% say they will vote for Bush, 13% say they will vote for Steve Forbes, 8% say they plan to vote for Alan Keyes, 1% favor other candidates, and 3% remain undecided. The GOP race has remained remarkably stable over the past week. McCain's lead over Bush is just within the polls' margin of error and this race is too close to call.

If McCain manages to win the New Hampshire primary, he can thank independent voters for his victory. More than half (53%) of the independent voters who plan to vote in the Republican primary say they will vote for McCain, 21% say they will vote for Bush, 12% say they will vote for Forbes, 9% say they will vote for Keyes, 1% favor some other candidate, and 4% are undecided.

Bush continues to lead McCain among registered Republicans, but by a considerably smaller margin than McCain's lead among independents. Forty-two percent of registered Republican voters favor Bush, 34% favor McCain, 13% favor Forbes, 8% favor Keyes, and 2% remain undecided.

* 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 31, 2000. The tracking poll results will be reported each day.

Turnout

Turnout will be critical to the election. High turnout will result in more independents in the electorate and this will help both Bradley and McCain. Low turnout helps Bush and Gore because registered Democrats and Republicans are more likely to turn out and vote than are independents. The weather forecast for election day calls for partly cloudy skies over much of New Hampshire and no precipitation, so bad weather should not be a factor in reducing turnout.

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 28-31 (FINAL)	0%	34%	13%	--	8%	41%	3%	498
January 27-30	0%	35%	13%	--	8%	41%	3%	538
January 26-29	0%	35%	15%	--	9%	38%	2%	487
January 25-28	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	0	21	12	--	9	53	4	
Registered Republican	0	42	13	--	8	34	2	

* Withdrew 1/26/00

NH Democratic Primary

	<u>Bradley</u>	<u>Gore</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
January 28-31 (FINAL)	46%	49%	1%	4%	327
January 27-30	45%	51%	0%	4%	347
January 26-29	42%	53%	0%	4%	340
January 25-28	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	44	49	1	5	
Undeclared	50	49	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	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	1	33	16	8	41	0	2
January 26-29	0	35	15	9	38	1	2
January 27-30	0	35	13	8	41	1	3
January 28-31 (FINAL)	0	34	13	8	41	0	3
Undeclared	0	21	12	9	53	1	4
Registered Republican	0	42	13	8	34	0	2
Independent or Democrat	0	11	15	4	68	0	2
Lean Republican	2	25	12	10	45	2	4
Not so strong Republican	0	48	7	5	35	0	5
Strong Republican	0	49	15	10	25	0	1
Clinton - Favorable	0	29	12	6	52	0	1
Neither	0	28	8	4	49	0	12
Clinton - Unfavorable	1	36	14	9	37	1	2
May vote	0	45	0	7	48	0	0
Will vote unless emergency	1	28	15	10	42	0	3
Will definitely vote	0	35	13	8	41	1	3
18 to 29	0	36	19	17	27	0	2
30 to 45	0	38	12	9	37	0	4
46 to 64	1	29	13	8	46	1	2
65 and over	0	36	13	4	45	1	2
Male	0	31	17	9	42	0	1
Female	0	37	8	8	41	1	5
High school or less	0	39	17	8	34	1	1
Some college	1	35	14	6	39	1	3
College graduate	0	32	11	8	45	0	4
Post-graduate	0	27	9	12	48	0	3
Less than \$25,000	2	50	8	4	29	4	4
\$25,000 to \$49,999	0	30	21	12	37	0	0
\$50,000 to \$74,999	1	28	13	6	48	1	2
\$75,000 to \$99,999	0	27	10	7	51	0	5
\$100,000 or more	0	33	9	8	49	0	0
Lived in NH 5 yrs or less	0	36	2	11	48	2	0
6 to 10 years	0	40	7	8	41	0	5
11 to 20 years	1	33	9	14	37	1	5
More than 20 years	0	33	18	5	41	0	3
North West Central NH	0	40	9	7	40	0	5
Western NH	0	35	13	10	36	0	6
Central/Lakes	0	30	11	7	48	2	3
Hillsborough County	1	33	15	9	39	0	3
Seacoast	0	33	14	8	44	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	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	1	33	16	8	41	0	2
January 26-29	0	35	15	9	38	1	2
January 27-30	0	35	13	8	41	1	3
January 28-31 (FINAL)	0	34	13	8	41	0	3

Most Important Issue

Economy	0	37	11	4	45	0	3
Health care	0	31	7	8	51	1	2
Social Security	0	24	17	4	54	0	0
Campaign finance reform	0	9	0	0	83	9	0
Education	0	57	3	3	35	0	2
Morality	1	44	10	16	25	0	4
Foreign policy	0	20	6	8	62	0	5
Taxes	1	36	23	7	33	0	0
Gun control	0	23	22	19	31	0	5
Abortion	0	20	16	25	30	0	9

Candidate Quality

Stands up for beliefs	1	21	13	10	52	1	2
Understands complex issues	0	30	18	12	41	0	0
Best chance to win in Nov.	0	69	5	0	22	0	5
Represents conservative issues	1	44	19	16	13	0	6
Strong decisive leader	0	38	4	7	49	0	1
Cares about average American	0	37	23	2	34	2	2
Right experience	0	43	0	2	51	0	4

**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	30	17	22	8	7	12	3
January 26-29	30	17	24	9	5	13	3
January 27-30	28	18	23	9	5	13	3
January 28-31 (FINAL)	29	17	21	8	6	15	3

First Choice

Bauer	61	0	39	0	0	0	0
Bush	0	24	48	4	4	19	2
Forbes	28	0	36	5	0	28	4
Keyes	25	43	22	0	0	10	0
McCain	55	15	0	14	7	9	0

**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	67	31	2
January 26-29	68	30	2
January 27-30	71	27	2
January 28-31 (FINAL)	73	25	2

GOP Candidate Favored

Bauer	39	61	0
Bush	75	25	0
Forbes	76	24	0
Keyes	60	40	0
McCain	77	23	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	14	16	12	10	12	18	19
January 26-29	14	14	10	11	12	20	19
January 27-30	14	16	9	11	12	21	17
January 28-31 (FINAL)	13	16	10	11	12	21	16
Bauer	0	0	0	0	39	61	0
Bush	13	15	7	18	15	23	9
Forbes	11	9	13	2	10	40	15
Keyes	6	15	5	4	24	18	29
McCain	14	20	13	9	7	18	20
Undeclared	15	17	10	8	14	19	17
Registered Republican	12	15	11	13	11	23	16
Independent or Democrat	15	22	14	12	9	16	12
Lean Republican	9	16	10	9	15	20	21
Not so strong Republican	16	21	7	20	7	22	7
Strong Republican	13	9	10	8	14	26	21
Clinton - Favorable	15	20	15	22	6	12	10

**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	36	8	4	12	16	12	10	2
January 26-29	35	7	4	12	18	12	11	2
January 27-30	35	7	6	11	17	12	11	2
January 28-31 (FINAL)	35	7	5	12	16	14	10	1
Bauer	61	0	0	39	0	0	0	0
Bush	22	6	11	16	18	14	12	1
Forbes	38	10	2	18	6	24	0	2
Keyes	45	10	0	24	14	3	2	3
McCain	45	7	3	4	19	11	11	1
Undeclared	34	7	4	12	18	13	9	2
Registered Republican	37	6	6	12	15	14	10	1
Independent or Democrat	41	7	2	5	16	20	10	1
Lean Republican	37	8	2	10	21	11	10	1
Not so strong Republican	28	9	10	11	18	13	10	1
Strong Republican	35	4	8	18	13	11	10	1
Clinton - Favorable	44	6	5	5	10	18	13	0
Neither	37	4	0	12	16	10	17	2
Clinton - Unfavorable	33	7	6	14	18	13	8	2
May vote	41	6	0	12	3	25	6	6
Will vote unless emergency	33	7	2	14	20	12	13	0
Will definitely vote	36	6	6	12	16	14	9	2
18 to 29	31	3	3	20	16	16	11	0
30 to 45	34	6	1	12	18	14	12	2
46 to 64	36	8	7	7	18	14	9	1
65 and over	40	7	8	15	9	13	6	2
Male	35	7	6	12	19	12	9	1
Female	36	6	5	12	13	16	11	2
High school or less	33	9	3	10	10	20	12	2
Some college	34	5	9	11	16	14	10	1
College graduate	36	7	3	15	20	12	5	2
Post-graduate	41	4	6	8	19	6	14	1
Less than \$25,000	34	6	6	12	12	13	13	3
\$25,000 to \$49,999	42	2	3	15	13	17	5	1
\$50,000 to \$74,999	31	8	7	9	16	13	15	0
\$75,000 to \$99,999	36	4	6	10	25	10	9	0
\$100,000 or more	36	8	6	9	22	10	10	0
Lived in NH 5 yrs or less	35	5	5	15	14	16	11	0
6 to 10 years	42	7	9	7	11	13	12	0
11 to 20 years	38	5	4	10	21	8	15	0
More than 20 years	34	7	5	12	15	16	7	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	42	54	1	4
January 26-29	42	53	0	4
January 27-30	45	51	0	4
January 28-31 (FINAL)	46	49	1	4
Registered Democrat	44	49	1	5
Undeclared	50	49	0	1
Strong Democrat	38	55	1	6
Not so strong Democrat	50	47	1	2
Lean Democrat	48	49	0	3
Independent or Republican	58	36	3	4
Clinton - Favorable	38	58	1	3
Neither	65	29	0	7
Clinton - Unfavorable	64	26	3	7
Primary-extremely interested	50	46	0	4
Very interested	46	49	1	4
Somewhat interested	39	55	2	3
May vote	42	56	0	2
Will vote unless emergency	37	58	2	3
Will definitely vote	48	47	1	4
18 to 29	44	56	0	0
30 to 45	46	49	1	4
46 to 64	49	45	0	5
65 and over	39	57	2	3
Male	49	48	1	2
Female	44	50	1	5
High school or less	30	64	3	3
Some college	48	49	0	3
College graduate	55	37	0	7
Post-graduate	49	48	2	2
Less than \$25,000	59	34	0	7
\$25,000 to \$49,999	37	62	0	2
\$50,000 to \$74,999	46	48	2	4
\$75,000 to \$99,999	56	36	4	4
\$100,000 or more	51	46	0	3
Lived in NH 5 yrs or less	48	50	0	3
6 to 10 years	66	34	0	0
11 to 20 years	42	51	0	7
More than 20 years	45	50	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	41	54	0	4
January 25-28	42	54	1	4
January 26-29	42	53	0	4
January 27-30	45	51	0	4
January 28-31 (FINAL)	46	49	1	4

Most Important Issue

Economy	41	55	0	4
Health care	57	39	1	3
Social Security	31	63	0	6
Campaign finance reform	73	12	0	15
Education	43	53	2	2
Morality	70	30	0	0
Foreign policy	47	53	0	0
Taxes	30	65	5	0
Gun control	29	59	0	12
Abortion	40	60	0	0

Candidate Quality

Strong/decisive leader	44	53	0	3
New ideas	72	20	0	8
Not typical politician	92	5	3	0
Right experience	16	84	0	0
Best chance to win in Nov.	16	70	7	7
Stands up for what believes	55	38	1	5
Loyal Democrat	12	88	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	28	32	22	13	5
January 26-29	31	30	20	14	5
January 27-30	30	25	23	18	4
January 28-31 (FINAL)	30	24	25	18	3

First Choice

Bradley	39	0	47	14	0
Gore	23	53	1	22	0

**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	71	26	3
January 26-29	72	25	3
January 27-30	73	25	3
January 28-31 (FINAL)	75	23	3

DEM Candidate Favored

Bradley	78	22	0
Gore	79	21	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	13	33	12	4	22	17
January 26-29	15	34	10	5	17	19
January 27-30	18	31	8	4	18	20
January 28-31 (FINAL)	17	27	8	5	19	24
Bradley	15	33	5	8	18	20
Gore	19	21	10	1	21	29
Undecided	18	21	12	21	11	17
Registered Democrat	17	28	9	5	19	23
Undeclared	15	24	6	5	20	29
Strong Democrat	18	28	4	6	21	23
Not so strong Democrat	17	28	10	1	15	29
Lean Democrat	16	18	12	7	23	25
Independent or Republican	11	38	8	8	14	21
Clinton - Favorable	19	25	7	4	22	24
Neither	16	28	10	4	4	37
Clinton - Unfavorable	10	34	10	12	15	19
May vote	32	23	16	0	11	18
Will vote unless emergency	21	19	10	2	29	21
Will definitely vote	15	29	7	6	17	25
18 to 29	11	18	5	5	33	28
30 to 45	19	21	3	4	24	29
46 to 64	20	32	7	8	14	19
65 and over	3	35	23	0	10	28
Male	29	24	5	8	13	21
Female	10	29	9	4	22	26
High school or less	18	23	16	0	15	27
Some college	16	31	11	4	14	23
College graduate	16	24	3	10	24	24
Post-graduate	16	31	2	6	22	23
Less than \$25,000	1	38	13	0	23	25
\$25,000 to \$49,999	18	29	11	2	14	26
\$50,000 to \$74,999	23	19	5	8	24	22
\$75,000 to \$99,999	16	25	5	8	26	20
\$100,000 or more	29	28	0	3	20	20
Lived in NH 5 yrs or less	16	12	6	13	19	34
6 to 10 years	12	36	3	5	19	24
11 to 20 years	18	33	4	6	21	18
More than 20 years	16	27	11	3	17	26

**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	23	10	8	22	3	29	3	2
January 26-29	23	9	8	22	4	29	3	2
January 27-30	26	8	7	18	5	30	4	3
January 28-31 (FINAL)	29	8	8	15	5	28	4	3
Bradley	28	12	16	5	2	34	1	1
Gore	31	3	1	26	7	22	7	3
Undecided	19	16	0	0	10	36	0	19
Registered Democrat	26	7	9	17	6	29	4	3
Undeclared	35	13	7	11	4	26	4	1
Strong Democrat	28	7	4	18	8	25	6	3
Not so strong Democrat	33	7	9	13	3	28	4	3
Lean Democrat	30	11	9	15	3	26	3	3
Independent or Republican	25	6	14	9	4	42	0	0
Clinton - Favorable	29	8	5	17	6	26	5	3
Neither	25	16	8	0	0	42	4	4
Clinton - Unfavorable	31	4	19	11	4	28	0	2
May vote	30	5	2	18	5	27	9	5
Will vote unless emergency	29	8	10	13	3	32	2	5
Will definitely vote	29	8	8	15	6	28	4	2
18 to 29	30	8	13	14	0	16	10	8
30 to 45	30	12	11	13	4	26	4	1
46 to 64	32	5	5	14	9	31	2	1
65 and over	20	8	4	22	0	33	5	8
Male	28	7	4	17	9	29	5	2
Female	30	9	10	14	3	28	3	3
High school or less	23	5	1	24	3	38	6	0
Some college	26	11	8	12	7	25	5	5
College graduate	25	8	14	11	3	33	3	2
Post-graduate	42	8	7	14	8	18	2	2
Less than \$25,000	32	17	0	14	0	29	0	7
\$25,000 to \$49,999	25	6	11	21	4	24	7	1
\$50,000 to \$74,999	27	8	9	13	7	30	5	1
\$75,000 to \$99,999	18	12	5	9	3	54	0	0
\$100,000 or more	38	7	6	13	6	23	6	0
Lived in NH 5 yrs or less	38	11	3	15	5	17	9	3
6 to 10 years	15	11	9	6	0	49	10	0
11 to 20 years	32	9	3	15	5	30	2	4
More than 20 years	28	6	12	16	6	27	3	2