

WMUR-TV/CNN POLL

Sponsored by WMUR TV, and CNN

By: Andrew E. Smith, Ph.D.
UNH Survey Center
(603) 862-4367

FOR RELEASE
May 4, 1998

GORE MAINTAINS WIDE LEAD OVER BRADLEY

DURHAM, NH Vice President Al Gore continues to lead former New Jersey Senator Bill Bradley among New Hampshire Democratic primary voters. Gore enjoys a significant advantage in name recognition over his challenger.

These findings are based on the latest WMUR-TV/CNN POLL, conducted by the University of New Hampshire Survey Center. The WMUR-TV/CNN POLL is sponsored by WMUR TV, Channel 9 in Manchester New Hampshire and CNN.

GORE MAINTAINS LEAD

With nine months remaining until the New Hampshire First in the Nation Presidential Primary, Vice President Al Gore enjoys a greater than 2-1 lead over his only challenger for the Democratic nomination, former New Jersey Senator Bill Bradley. In the latest WMUR-TV/CNN POLL, 68% of New Hampshire voters who say they will vote in the Democratic primary favor Gore, 23% favor Bradley, 3% favor some other candidate, and 6% are undecided.

In a WMUR poll conducted in January, 1999 when other Democrats were potentially in the race, Gore was favored by 34% 14% favored Bradley, 33% favored some other candidate, and 19% were undecided. Gore has appeared to have picked up a large portion of those Democratic primary voters who had favored some other candidate.

FAVORABILITY RATINGS

Gore is able to maintain his large lead over Bradley in part because he is much better known than his opponent. While only 2% of Democratic primary voters say they know too little about Gore to form a favorable or unfavorable opinion of him, 39% say they know too little about Bradley to form an opinion of him. Among Democratic primary voters, 81% have a favorable opinion of Gore and 48% have a favorable opinion of Bradley.

NET FAVORABILITY

Al Gore's net favorability rating (the percent unfavorable subtracted from the percent favorable) is extremely high, +72. This indicates that not only do Democratic voters know who he is, but that they also have a favorable opinion of him. On the other hand, Bradley's net favorability rating is a modest +44. New Hampshire Democrats don't really know him yet, but those that do know him have a favorable opinion of him.

A SILVER LINING FOR BRADLEY

Bradley is losing by a close to 2-1 margin and his opponent enjoys both the perks of incumbency and a favorable image, so why continue to run? First, there are 9 months remaining until the primary election and a lot can happen between now and then. Second, Gore does have potential vulnerabilities.

One area in which Gore may be vulnerable is in his perceived trustworthiness. Perhaps because of being closely linked to President Clinton, a surprisingly low percentage of New Hampshire Democratic primary voters, 40%, believe that Gore can be trusted "most of the time". While only 20% say they can trust Bradley most of the time, this is primarily because he is relatively unknown.

Similarly, despite being Vice President for 6 years and a Senator before that, only 46% of Democratic primary voters believe that Gore has "strong leadership qualities." Bradley has even lower ratings for his leadership qualities (only 24% say that Bradley has strong leadership qualities), but again this is due mostly to his not being as well known as Gore.

SUB-GROUP ANALYSIS

Al Gore is favored by majorities of all demographic subgroups in the state.

He runs strongest among Democratic primary voters with lower levels of education and among Democrats who are least likely to vote in the primary. Bill Bradley runs strongest among older voters and regular church attenders.

Bradley gets his highest favorability ratings from Democratic primary voters aged 46 and older, those with college degrees, upper income primary voters, and those who attend church regularly. Gore's favorability ratings are high among all Democratic primary voters and his highest ratings come from lower income voters.

Democratic primary voters in union households, those who have done postgraduate work, upper income voters, voters living in Hillsborough County, and those least likely to vote are most likely to say they can trust Al Gore most of the time. Democratic voters aged 46 to 64 and those who have done postgraduate work are most likely to say they can trust Bill Bradley most of the time.

Likely Democratic primary voters in union households, those aged 46 to 64, those who have never been married, and those who are least likely to vote in the primary are most likely to say that Al Gore has strong leadership qualities. Democratic voters with college degrees and those with higher incomes are most likely to say that Bill Bradley has strong leadership qualities.

Democratic Favorability Ratings

(Democratic Primary Voters)

	Favorable	Unfavorable	Neutral	Don't Know	Net Favorable	
Al Gore	81%	9%	8%	2%	+72	(N=202)
Bill Bradley	48%	4%	8%	39%	+44	(N=200)

Candidate Favored in Democratic Primary

(Democratic Primary Voters)

	Percent
Al Gore	68%
Bill Bradley	23%
Other	3%
Undecided	6%

(N=190)

Democratic Candidates You Can Trust Most of the Time*

(Choose all that apply)

	Percent
Al Gore	40%
Bill Bradley	20%

(N=202)

* Multiple response variable. Percentages can sum to more than 100%

Democratic Candidates with Strong Leadership Qualities*

(Choose all that apply)

	Percent
Al Gore	46%
Bill Bradley	24%

(N=202)

* Multiple response variable. Percentages can sum to more than 100%

WMUR-TV/CNN POLL Methodology

These findings are based on the most recent WMUR-TV/CNN POLL conducted by the University of New Hampshire Survey Center from April 26 through May 2, 1999.

A random sample of 700 registered voters from throughout the state was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.7 percent. This sample included 202 Democrats likely to vote in the New Hampshire primary. In 95 of 100 cases, the statewide estimates for the Democratic sub-sample will be accurate to plus or minus 6.5 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of voters and telephone lines within households.

In addition to potential sampling error, there are potential

sources of non-sampling error including question order and question wording effects, and non-response.

Respondents to the WMUR-TV/CNN POLL were asked:

C "I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or an unfavorable opinion of that person -- or if you have never heard of him or her." (ROTATE NAMES)

- Former New Jersey Senator Bill Bradley
- Vice President Al Gore

C "Currently, Al Gore and Bill Bradley are expected to be on the Democratic primary ballot. If you were voting in the Democratic primary today ... would you vote for Al Gore or Bill Bradley?"

C "Which of the following candidates can you trust most of the time?" (RECORD ALL THAT APPLY) ... Lamar Alexander, Gary Bauer, Bill Bradley, Pat Buchanan, George W. Bush, Elizabeth Dole, Steve Forbes, Al Gore, John Kasich, John McCain, Dan Quayle, Bob Smith.

C "Which of the following candidates do you think have strong leadership qualities?" (RECORD ALL THAT APPLY) ... Lamar Alexander, Gary Bauer, Bill Bradley, Pat Buchanan, George W. Bush, Elizabeth Dole, Steve Forbes, Al Gore, John Kasich, John McCain, Dan Quayle, Bob Smith.

* We ask users to properly attribute this information to the "WMUR-TV/CNN POLL," sponsored by WMUR TV and the CNN.