

# WMUR / WCVB NH PRIMARY POLL

## DEAN WIDENS LEAD, VOTERS THINK HE'LL WIN IN NH

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DURHAM, NH -- Howard Dean continues to expand his lead over his rivals in the New Hampshire Democratic primary race. Three-quarters of likely primary voters now expect Dean to win the New Hampshire primary.

These findings are based on the latest **WMUR / WCVB NH Primary Poll**, conducted by the University of New Hampshire Survey Center. Four hundred forty-six (447) randomly selected likely Democratic primary voters were interviewed by telephone between December 10 and December 15, 2003. The margin of sampling error for the survey is +/-4.6 percent. (For more detailed results, visit the Survey Center web site at [www.unh.edu/survey-center](http://www.unh.edu/survey-center) and click on Press Releases.)

### Dean Widens Lead Before Holidays

Six weeks before the January 27, 2004 New Hampshire primary, former Vermont Governor Howard Dean has expanded his lead in the Granite State while support for his opponents is either dropping or at best, staying the same. In the most recent WMUR / WCVB New Hampshire Primary Poll, 46 percent of likely Democratic primary voters say they will vote for Dean, 17 percent say they will vote for Massachusetts Senator John Kerry, 10 percent say they will vote for General Wesley Clark, 7 percent support Connecticut Senator Joe Lieberman, 4 percent support North Carolina Senator John Edwards, 3 percent support Missouri Congressman Dick Gephardt, and 1 percent favor Ohio Congressman Dennis Kucinich, former Illinois Senator Carol Mosely Braun, and Reverend Al Sharpton. In a November 2003 WMUR Poll Dean led Kerry 38 percent to 16 percent.

Both Wesley Clark and Joe Lieberman recently decided to skip the Iowa caucuses and concentrate their campaigns in New Hampshire and later states, and these decisions are starting paying off somewhat. Support for Clark has increased from 5 percent to 10 percent over the past month, while support for Lieberman has increased slightly from 4 percent to 7 percent. "It is too early to tell if Lieberman will get much traction out of the recent capture of Saddam Hussein," said Andrew Smith, Director of the UNH Survey Center. "But Hussein's capture does provide Lieberman an opportunity to point out his differences with the other candidates on foreign affairs."

As the primary gets closer, the percentage of likely primary voters who remain undecided is shrinking. Currently, 11 percent remain undecided, down from 27 percent in November. The drop in undecided voters will be troubling for all but the Dean campaign. Candidates who have not been faring well in the polls have looked at the high number of undecided voters as potential supporters for their campaigns.

### Gore Endorsement

In a dramatic announcement the day of the December 9 WMUR / ABC debate in New Hampshire, former Vice President Al Gore announced that he was endorsing Howard Dean for President. This was seen at the time to be a big boost for the Dean campaign, but the endorsement has had a mixed impact among Democrats in New Hampshire. Nine percent of likely Democratic Primary voters say the Gore endorsement makes them more likely to vote for Dean, 10 percent said the endorsement makes them less likely to vote for Dean, and 81 percent think it has little impact on who they will vote for.

### **Expected Winner**

There is a strong feeling among voters that Dean will be the inevitable winner in New Hampshire. When asked who they thought would win the New Hampshire primary, 77 percent of likely Democratic primary voters named Howard Dean, only 5 percent think John Kerry will win, 3 percent think Wesley Clark will win, 1 percent think Joe Lieberman will win, 1 percent think one of the other candidates will win, and 13 percent don't know. One month ago, 61 percent thought Dean would win, 14 percent thought Kerry would win, and 2 percent thought Clark would win.

### **Bush Reelection**

A major theme that has run through the campaign can be summed up as "anybody but Bush." During campaign appearances and debates, all of the Democratic candidates have emphasized their differences with the Bush administration and have tried to capitalize on anti-Bush feelings held by New Hampshire Democrats. But there is a sense among Democrats that Bush will be reelected in 2004. Currently, two-thirds of likely Democratic Primary voters think that Bush's reelection is "very likely" or "somewhat likely". Only 15 percent think it is "not very likely" that Bush will be reelected, 15 percent think it is not likely at all, and 3 percent are unsure. The feeling that Bush will be reelected is shared by Democrats of all demographic groups.

### **Subgroup Analysis**

In New Hampshire, both registered Democrats and undeclared voters (often referred to as "independents") can vote in the Democratic primary. It is important to note that there is no difference in who registered democrats and undeclared voters say they will vote for.

- ? People who are not yet registered to vote can also register and vote on election day. This group made up 10 percent of the electorate in the 2000 New Hampshire Primary. Walk-up voters are somewhat more likely to support John Kerry than are registered democrats or undeclared voters.
- ? Dean gets his strongest support from liberals, older voters, those with more than 4 years of college and those with high incomes, people who have never been married, people who have moved to New Hampshire from Massachusetts, and voters who live along the Massachusetts border and the Connecticut Valley.
- ? Kerry's support is consistent across demographic groups.

### **WMUR NH Primary Poll Methodology**

These findings are based on the most recent WMUR NH Primary Poll conducted by the University of New Hampshire Survey Center from December 10 to December 15, 2003. A random sample of 447 likely New Hampshire Democratic primary voters was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.6 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, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

**NH Dem. Primary Vote  
(Likely Dem. Primary Voters)**

"Which of the candidates for the Democratic presidential primary do you plan to vote for in the New Hampshire 2004 primary ... Carol Mosely Braun ... Wesley Clark ...Howard Dean ... John Edwards... Richard Gephardt ... John Kerry ... Dennis Kucinich ... Joe Lieberman ... or ... Al Sharpton?" ROTATE CANDIDATES

	<u>Feb. 2003</u>	<u>April 2003</u>	<u>July 2003</u>	<u>Oct. 2003</u>	<u>Nov. 2003</u>	<u>Dec. 2003</u>
Howard Dean	11%	19%	16%	30%	38%	46%
John Kerry	39	14	18	17	16	17
Wesley Clark	#	2	3	10	5	10
Joe Lieberman	18	11	11	6	4	7
John Edwards	2	2	2	5	5	4
Richard Gephardt	7	7	3	5	3	3
Dennis Kucinich	#	1	*	3	1	1
Al Sharpton	2	1	1	1	0	*
Carol Mosely Braun	#	2	1	1	0	1
Other	2	1	0	2	*	0
Hillary Rodham Clinton	#	#	14	#	#	#
Joseph Biden	#	#	*	#	#	#
Bob Graham	#	1	1	#	#	#
Undecided	19	38	30	20	27	11
(N=)	(172)	(143)	(266)	(260)	(429)	(440)

Figures prior to November, 2003 come from the Granite State Poll, conducted by the UNH Survey Center.

# Not asked.

\* Less than 1%.

**Who Will WIN the 2004 NH Primary Election  
(Likely Dem. Primary Voters)**

"Regardless of who you plan to vote for, who do you think will win the New Hampshire Democratic primary election?"

	<u>Oct. 2003</u>	<u>Nov. 2003</u>	<u>Dec. 2003</u>
Howard Dean	51%	61%	77%
John Kerry	12	14	5
Wesley Clark	5	2	3
Joe Lieberman	2	2	2
John Edwards	1	1	*
Richard Gephardt	4	1	0
Dennis Kucinich	*	*	0
Carol Mosely-Braun	*	0	0
Al Sharpton	*	0	0
Don't know	23	19	13
(N=)	(261)	(438)	(442)

**Impact of Gore Endorsement of Howard Dean  
(Likely Dem. Primary Voters)**

"Recently, former Vice President Al Gore endorsed Howard Dean. How much of an impact has Gore's decision to support Dean made to you ... has it made you more likely to vote for Dean ... less likely to vote for Dean ... or has it had little impact on your preference?"

	<u>Dec. 2003</u>
More likely to vote for Dean	9%
Less likely to vote for Dean	10
Little impact on vote	81
(N=)	(447)

**Likelihood Bush Will be Re-Elected  
(Likely Dem. Primary Voters)**

"How likely do you think it is that George W. Bush will be re-elected President in the November general election ... very likely ... somewhat likely ... not very likely ... or not likely at all?"

	<u>Dec. 2003</u>
Very likely	21%
Somewhat likely	46
Not very likely	15
Not likely at all	15
Don't know	3
(N=)	(444)

2004 NH Dem. Primary Vote - Undecideds Probed

	<u>Clark</u>	<u>Dean</u>	<u>Edwards</u>	<u>Gephardt</u>	<u>Kerry</u>	<u>Lieberman</u>	<u>Other</u>	<u>DK</u>	<u>(N=)</u>
STATEWIDE	10%	46%	4%	3%	17%	7%	3%	11%	440
Registered Democrat	8	48	5	3	17	6	1	12	204
Undeclared	12	45	3	3	15	8	4	10	206
Not registered	9	45	0	0	25	9	5	7	30
Democrat	9	49	4	3	19	5	1	11	331
Independent	11	47	1	0	12	12	6	10	62
Republican	20	19	8	5	6	21	11	9	40
Liberal	3	68	2	1	16	5	2	3	131
Moderate	12	38	5	3	18	8	2	14	228
Conservative	13	33	6	5	14	11	4	14	67
Union household	6	50	2	7	16	4	2	14	88
Non-union	11	46	4	2	17	8	3	10	351
5 Years or less in NH	11	53	5	0	20	1	4	7	42
6 to 10 years	8	41	6	1	24	9	3	8	54
11 to 20 years	11	52	1	1	14	8	5	9	98
More than 20 years	10	45	4	4	16	7	1	12	243
NH Native	12	39	5	4	19	7	1	12	88
Moved from MA	9	54	3	2	17	6	3	5	151
Moved from Other NE	7	41	8	6	13	12	2	11	64
Moved from Mid-Atl.	15	58	2	0	14	4	2	6	40
Moved from Other	8	43	1	1	18	4	5	20	90
18 to 34	8	47	0	0	22	9	5	10	79
35 to 49	9	48	3	2	17	5	3	12	147
50 to 64	11	44	6	4	15	8	1	10	140
65 and over	11	52	5	4	11	8	0	9	60
Male	13	46	6	4	12	9	3	9	180
Female	8	47	3	2	20	6	2	12	260
High school or less	9	45	9	3	14	10	1	8	77
Some college	7	43	5	6	17	12	2	9	87
College graduate	12	43	2	2	18	9	4	11	153
Post-graduate	11	55	2	1	16	0	3	12	120
Less than \$30K	8	55	4	4	13	10	4	1	46
\$30K to \$60K	9	38	2	4	20	12	4	11	90
\$60K to \$75K	12	38	7	5	17	8	3	9	45
\$75K to \$100K	9	47	6	3	14	8	4	10	68
More than \$100K	8	57	3	1	19	3	1	6	98
Married	10	44	5	3	17	8	2	11	299
Divorced/separated	14	44	4	3	18	6	2	9	67
Never married	7	59	1	1	14	6	4	8	72
North Country	18	36	4	6	21	2	9	4	25
Central / Lakes	11	44	3	1	19	1	5	15	66
Connecticut Valley	8	60	1	3	10	11	1	6	74
Mass Border	11	54	4	0	19	7	1	3	110
Seacoast	8	42	5	4	17	8	2	15	91
Manchester Area	9	33	5	5	15	9	3	21	75

Who Will Win NH Dem. Primary

	<u>Clark</u> 3%	<u>Dean</u> 77%	<u>Kerry</u> 5%	<u>Lieberman</u> 1%	<u>Other</u> 1%	<u>DK</u> 13%	(N=) 442
STATEWIDE							
Registered Democrat	4	74	5	1	1	14	207
Undeclared	2	82	3	1	0	11	204
Not registered	5	58	9	7	0	21	30
Democrat	3	75	5	2	0	15	334
Independent	1	83	4	2	0	10	61
Republican	4	88	4	0	0	4	40
Liberal	0	87	4	1	0	8	130
Moderate	5	74	5	1	1	14	231
Conservative	3	73	7	3	0	15	65
Union household	3	75	4	2	2	14	90
Non-union	3	78	5	1	0	13	350
5 Years or less in NH	1	80	3	3	2	11	41
6 to 10 years	0	79	7	3	0	12	55
11 to 20 years	4	72	4	3	0	17	99
More than 20 years	4	79	4	1	1	12	244
NH Native	4	70	4	2	2	18	90
Moved from MA	2	82	5	1	0	10	151
Moved from Other NE	4	78	2	2	0	14	64
Moved from Mid-Atl.	1	74	7	3	0	15	40
Moved from Other	4	78	5	1	0	12	89
18 to 34	5	53	7	6	0	29	81
35 to 49	1	87	3	0	0	8	146
50 to 64	4	80	5	1	2	9	138
65 and over	3	80	6	0	0	12	62
Male	3	87	3	1	0	6	180
Female	3	70	6	1	1	18	261
High school or less	6	74	2	2	1	15	77
Some college	2	76	6	1	0	16	86
College graduate	3	79	6	1	0	11	157
Post-graduate	2	78	4	2	2	11	119
Less than \$30K	5	67	2	4	0	22	47
\$30K to \$60K	4	77	6	0	1	12	90
\$60K to \$75K	0	79	4	4	0	13	45
\$75K to \$100K	1	80	12	0	0	7	70
More than \$100K	4	82	2	1	1	9	98
Married	3	81	6	1	1	8	300
Divorced/separated	4	75	2	0	0	19	67
Never married	1	65	3	3	1	27	72
North Country	2	65	6	4	0	23	26
Central / Lakes	0	82	3	1	1	13	65
Connecticut Valley	1	86	2	3	0	8	72
Mass Border	2	76	6	1	1	14	111
Seacoast	8	77	3	2	1	10	90
Manchester Area	4	69	8	0	0	19	78

**Impact of Gore Endorsement of Dean**

	<b>More Likely FOR Dean</b>	<b>More Likely AGAINST Dean</b>	<b>Little Impact</b>	<b>(N=)</b>
<b>STATEWIDE</b>	<b>9%</b>	<b>10%</b>	<b>81%</b>	<b>447</b>
Registered Democrat	10	6	84	209
Undeclared	6	15	79	207
Not registered	14	11	74	30
Democrat	10	6	84	336
Independent	4	15	81	63
Republican	2	39	59	40
Liberal	11	4	84	132
Moderate	7	9	83	233
Conservative	3	26	71	67
Union household	6	9	86	90
Non-union	9	11	80	355
5 Years or less in NH	7	16	77	43
6 to 10 years	10	11	79	55
11 to 20 years	10	8	83	99
More than 20 years	8	10	82	247
NH Native	7	8	84	91
Moved from MA	7	12	81	153
Moved from Other NE	14	18	68	65
Moved from Mid-Atl.	9	2	89	40
Moved from Other	8	6	86	90
18 to 34	10	12	78	83
35 to 49	8	7	84	147
50 to 64	7	11	82	140
65 and over	10	16	75	63
Male	7	15	78	180
Female	10	7	83	266
High school or less	13	13	75	79
Some college	16	11	74	88
College graduate	3	13	84	157
Post-graduate	7	6	87	120
Less than \$30K	15	6	79	49
\$30K to \$60K	9	11	80	91
\$60K to \$75K	4	13	82	45
\$75K to \$100K	7	15	78	70
More than \$100K	10	13	77	98
Married	8	12	80	301
Divorced/separated	8	10	82	68
Never married	11	5	84	75
North Country	16	4	80	26
Central / Lakes	5	7	88	66
Connecticut Valley	16	7	76	74
Mass Border	4	13	83	111
Seacoast	9	15	75	91
Manchester Area	9	8	83	79

**Likelihood Bush Will Be Re-Elected**

	<b><u>Very</u> <u>Likely</u></b> <b>21%</b>	<b><u>Somewhat</u> <u>Likely</u></b> <b>46%</b>	<b><u>Not Very</u> <u>Likely</u></b> <b>15%</b>	<b><u>Not Likely</u> <u>At All</u></b> <b>15%</b>	<b><u>DK</u></b> <b>3%</b>	<b><u>(N=)</u></b> <b>444</b>
<b>STATEWIDE</b>						
Registered Democrat	20	47	17	16	1	209
Undeclared	23	45	14	12	5	205
Not registered	12	51	15	23	0	30
Democrat	16	49	17	16	3	335
Independent	24	43	17	14	3	63
Republican	59	32	5	4	0	40
Liberal	13	53	17	14	2	129
Moderate	24	46	14	14	3	233
Conservative	31	34	17	17	2	67
Union household	22	40	20	16	2	90
Non-union	21	48	14	14	3	353
5 Years or less in NH	17	40	24	15	4	43
6 to 10 years	12	50	17	18	3	55
11 to 20 years	20	45	16	17	2	97
More than 20 years	25	47	14	12	2	246
NH Native	28	42	16	13	1	91
Moved from MA	25	44	12	17	2	152
Moved from Other NE	15	52	15	13	4	65
Moved from Mid-Atl.	10	65	17	6	2	39
Moved from Other	18	42	22	14	4	90
18 to 34	17	39	22	21	0	83
35 to 49	18	51	18	10	3	147
50 to 64	28	49	14	8	2	139
65 and over	20	44	8	23	6	62
Male	26	49	8	15	2	180
Female	18	45	20	14	3	264
High school or less	28	32	12	23	5	79
Some college	20	43	16	19	2	88
College graduate	24	48	16	11	1	156
Post-graduate	15	57	17	9	3	119
Less than \$30K	26	27	21	27	0	49
\$30K to \$60K	21	42	15	16	5	90
\$60K to \$75K	25	48	20	7	1	45
\$75K to \$100K	16	57	10	14	2	70
More than \$100K	20	52	18	11	0	98
Married	23	47	14	13	3	300
Divorced/separated	23	46	10	19	1	67
Never married	12	44	25	18	1	75
North Country	16	31	25	24	4	25
Central / Lakes	31	46	13	10	0	66
Connecticut Valley	15	42	22	17	4	74
Mass Border	21	51	11	15	3	109
Seacoast	14	53	12	17	4	91
Manchester Area	29	41	20	9	2	79