

# 2004 New Hampshire Primary Tracking Poll

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## KERRY TAKES LEAD

Durham, NH – For the first time since early in 2003, John Kerry leads in the race to win the New Hampshire Democratic Primary. Howard Dean continues to drop in the eyes of New Hampshire Democrats.

These findings are based on the 2004 New Hampshire Primary Tracking Poll, conducted by the University of New Hampshire Survey Center. This survey is sponsored by FOX News, WCVB-TV Boston, and WMUR-TV Manchester. Four hundred eighty-nine (489) likely New Hampshire primary voters were interviewed between January 19 and January 21, 2004. The potential sampling error for the survey is  $\pm 4.4\%$ . (For more information about the NH Primary Tracking Poll, go to [www.unh.edu/survey-center](http://www.unh.edu/survey-center) and click on “Press Releases and Publications”.)

John Kerry was the early favorite in the New Hampshire primary. He was well known to NH voters as the junior Senator from neighboring Massachusetts. Yet for much of 2003, another New Englander, former Vermont Governor Howard Dean, held a commanding lead in New Hampshire. But voters in New Hampshire have reconsidered their support for Dean, much as voters in Iowa did earlier this week, and he has lost momentum, and the lead, in the race for the Democratic nomination. Currently, 30% of likely Democratic primary voters support Kerry, 25% support Dean, 19% support Wesley Clark, 8% support John Edwards, 7% support Joe Lieberman, 3% support Dennis Kucinich, 1% support some other candidate and 7% remain undecided.

Dean has dropped 8 percentage points in the last three days while Kerry has gained 6 percentage points. Support for the other candidates has remained essentially unchanged.

## Candidate Qualities

Democratic voters believe the qualities that a candidate has that are most important to how they plan to vote are that he stands up for what he believes (29%), that he is a strong and decisive leader (18%), he cares about people like me (17%), he has the right experience (13%), he has the best chance to beat Bush in November (12%), he shares my anger and frustration with Bush (7%), he is a loyal Democrat (2%) and 3% don't know.

Among those voters who say that standing up for what he believes is the most important candidate quality, 31% support Dean, 18% support Kerry and 18% support Clark. Among those voters who say they are looking for a strong and decisive leader, 27% support Clark, 25% support Kerry, and 23% support Dean. But among voters who say they are looking for a candidate who cares about people like them or who are looking for a candidate with the right experience, support for Kerry is much stronger.

## Subgroup Analysis

Kerry leads Dean among registered Democrats by a 33% to 23% margin and now also leads among undeclared voters (independents) who will vote in the Democratic primary by 27% to 24% over Kerry.

	NH Democratic Primary							UND.	(N=)
	Clark	Dean	Edwards	Kerry	Kucinich	Lieberman	Other		
January 17-19	18%	33%	8%	24%	3%	5%	3%	6%	338
January 18-20	18%	29%	8%	27%	3%	5%	3%	6%	447
January 19-21 (Latest)	19%	25%	8%	30%	3%	7%	1%	7%	483

## Registration Status

Registered Democrat	21	23	6	34	4	4	1	6	215
Undeclared	19	24	9	27	2	10	1	7	250
Not Registered, Will Vote	0	50	21	22	0	7	0	0	17