

2004 New Hampshire Primary Tracking Poll

By: Andrew E. Smith, Ph.D. (603) 862-2226
 Dennis M. Junius, M.A.
 UNH Survey Center www.unh.edu/survey-center

January 26, 2004
 6:15 P.M.

KERRY, DEAN, EDWARDS

Durham, NH – John Kerry holds a comfortable lead over Howard Dean in the final UNH tracking poll. John Edwards, Wesley Clark, and Joe Lieberman are in a close battle for the third slot.

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 sixty-one (461) likely New Hampshire Democratic primary voters were interviewed between January 23 and January 25, 2004. The potential sampling error for the survey is $\pm 4.6\%$. (For more information about the NH Primary Tracking Poll, go to www.unh.edu/survey-center and click on “Press Releases and Publications”.)

After the final weekend of campaigning in the 2004 New Hampshire Democratic primary, John Kerry holds a comfortable 36% to 25% lead over Howard Dean among likely Democratic voters. John Edwards is leading for third place with 13%, Wesley Clark gets 11%, Joe Lieberman gets 7%, and Dennis Kucinich gets 3%. Six percent of likely voters remain undecided.

When undecided voters are allocated to the candidate they are most likely to support, 38% of likely voters favor Kerry, 26% support Dean, 14% support Edwards, 12% favor Clark, 7% favor Lieberman, and 2% support Kucinich.

Kerry’s lead has remained solid over the past 4 days. Dean has begun to recover from the disaster of the past week, but still is 11 percentage points behind Kerry. It will be very difficult for Dean to regain enough support to overtake Kerry. Clark had been challenging Dean for the second slot in New Hampshire, but he has slipped over the past week as support for Edwards and Lieberman has increased.

Support for candidates has solidified -- 70% of likely primary voters say they are certain to support the candidate they favor. Dean (78%) and Kerry (75%) have the highest percentage of definite supporters.

Other good news for Kerry is that he is the second choice of Clark, Dean, Edwards, and Lieberman voters. Only 13% of likely voter say that Dean is their second choice.

The confidence of Kerry supporters is increasing – 55% are very confident that he will win the Democratic nomination while only 22% of Dean supporters are very confident that Dean will win the nomination.

Kerry is well positioned for the election as his support is evenly distributed across political and demographic groups. Support for Dean is concentrated among liberals and young voters.

NH Democratic Primary

	<u>Clark</u>	<u>Dean</u>	<u>Edwards</u>	<u>Kerry</u>	<u>Kucinich</u>	<u>Lieberman</u>	<u>Other</u>	<u>UND.</u>	<u>(N=)</u>
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	19%	25%	8%	30%	3%	7%	1%	7%	483
January 20-22	15%	19%	11%	37%	3%	8%	0%	7%	421
January 21-23	13%	19%	12%	37%	2%	10%	0%	8%	444
January 22-24	11%	22%	12%	37%	2%	8%	1%	6%	458
January 23-25 - FINAL	11%	25%	13%	36%	3%	7%	0%	6%	459
Undecideds allocated	12%	26%	14%	38%	2%	7%	0%	-	459

Registration Status

Registered Democrat	9	29	14	37	2	3	0	6	242
Undeclared	14	19	12	34	3	10	0	7	209

NOTE: Percentages may not sum to 100% due to rounding.