



Marist College Institute for Public Opinion
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New Hampshire Democratic Presidential Primary

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This Marist College Institute for Public Opinion poll reports:

- **Kerry leads the field:** Massachusetts Senator John Kerry leads among likely voters for the New Hampshire Democratic primary in a three-day poll conducted from Friday through Sunday. Including voters who are leaning towards a candidate, Kerry leads his closest rival former Vermont Governor Howard Dean by 13 points. Retired General Wesley Clark, North Carolina Senator John Edwards, and Connecticut Senator Joe Lieberman are in a statistical tie for third place. The other candidates, Congressman Dennis Kucinich and Reverend Al Sharpton trail.*
- **Movement in Sunday results?** In the results from Sunday alone, Kerry's lead over Dean remains 13 points and the order of the next three finishers is now Edwards, Clark, and Lieberman.
- **Contest is firming up:** Only 6% of likely New Hampshire Democratic primary voters are undecided and 73% who have a preference for a candidate are strongly committed to him.

* Total includes: 1) registered Democrats 2) Independents who say they plan to vote in the Democratic primary when asked, "Given that President George Bush has no major opponent in Tuesday's Republican presidential primary in New Hampshire and the Democrats have a serious contest, do you plan on voting in the Democratic primary, the Republican primary, or don't you plan to vote in Tuesday's New Hampshire Presidential Primary," and 3) walk-ups defined in this survey as New Hampshire residents who report they are "almost certain" or will "probably" register as a Democrat or an Independent in order to vote in the Democratic primary.

Question Wording: If the next Democratic presidential primary were held today, whom would you support if the candidates are:

	Sunday Only Likely Voters w/ Leaners	Sunday Only Total Voters w/ Leaners	Friday-Sunday Likely Voters w/ Leaners	Friday-Sunday Total Voters w/ Leaners
John Kerry	36%	35%	37%	37%
Howard Dean	23%	22%	24%	23%
John Edwards	14%	13%	11%	11%
Wesley Clark	11%	12%	11%	12%
Joe Lieberman	9%	11%	9%	11%
Dennis Kucinich	1%	1%	2%	1%
Al Sharpton	<1%	<1%	<1%	<1%
Undecided	6%	6%	6%	5%

- **The Candidates' Supporters:** John Kerry does best among voters who work in Massachusetts, voters without a college education, voters who are 45 years of age or older, women, voters who are members of a labor union, or Democrats.

Friday-Sunday Likely Voters	Kerry	Dean	Edwards	Clark	Lieberman	Kucinich	Sharpton	Undecided
Democrats	41%	26%	10%	9%	6%	2%	<1%	6%
Independents	34%	22%	11%	14%	13%	1%	<1%	5%
Walk-ups	39%	21%	8%	26%	6%	<1%	<1%	<1%
Liberal	36%	33%	10%	11%	3%	2%	<1%	5%
Moderate	41%	18%	11%	12%	11%	1%	<1%	6%
Conservative	31%	23%	10%	12%	18%	<1%	1%	5%
Men	33%	29%	7%	13%	11%	2%	<1%	5%
Women	40%	21%	13%	10%	8%	2%	<1%	6%
Not college	45%	21%	10%	9%	10%	<1%	<1%	5%
College	31%	27%	11%	12%	9%	3%	<1%	7%
< \$50,000	37%	23%	11%	13%	8%	2%	<1%	6%
\$50,000 or >	38%	24%	11%	11%	11%	1%	<1%	4%
18 – 44	34%	27%	12%	12%	10%	2%	<1%	3%
45 & older	40%	23%	10%	10%	8%	2%	<1%	7%
Work MA	50%	16%	6%	13%	11%	<1%	1%	3%
Union	44%	27%	10%	8%	8%	2%	<1%	1%
Veterans	32%	25%	7%	14%	13%	1%	1%	7%
First time NH Dem prim voters	30%	31%	7%	17%	9%	2%	1%	3%

- **Intensity of Support:** 73% of likely New Hampshire Democratic primary voters strongly support a candidate for the Democratic nomination for president. Among the leading candidates, Dean's supporters are most firmly committed to their choice.

Question Wording: Would you say you strongly support (candidate), somewhat support him, or do you think you might vote differently on primary day?

Likely Voters	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
Friday-Sunday	73%	17%	9%	1%
John Kerry	74%	18%	8%	<1%
Howard Dean	80%	12%	7%	1%
John Edwards	59%	25%	15%	1%
Wesley Clark	70%	15%	12%	3%
Joe Lieberman	66%	22%	11%	1%

- **Edwards and Kerry vie as voters' second choice:** John Edwards and John Kerry are the second choice of more likely voters than any of the other candidates.

Question Wording: If you do not vote for (first choice-candidate name) in the New Hampshire Democratic presidential primary, who would be your second choice:

Second Choice	Friday-Sunday Likely Voters
John Edwards	26%
John Kerry	24%
Wesley Clark	16%
Howard Dean	14%
Joe Lieberman	10%
Dennis Kucinich	3%
Al Sharpton	1%
Undecided	6%

- **Campaign Tone:** Among likely New Hampshire Democratic primary voters, John Edwards is seen as having run the most positive campaign and Howard Dean is viewed as having had the most negative campaign.

Question Wording: Which of the Democratic Presidential candidates do you think has run the most positive/negative campaign:

Friday-Sunday Likely Voters	Most Positive Campaign	Most Negative Campaign
John Kerry	18%	14%
Howard Dean	12%	29%
John Edwards	37%	1%
Wesley Clark	9%	5%
Joe Lieberman	14%	10%
Dennis Kucinich	3%	5%
Al Sharpton	1%	11%
None of them	1%	7%
Unsure	5%	18%

- **What counts for voters:** The top quality likely New Hampshire Democratic primary voters are looking for in a candidate is someone who can beat President George Bush in November. John Kerry leads his opponents among these voters. Kerry and Dean run neck and neck among likely voters who are looking for a candidate who is closer to them on the issues, the second most important factor on voters' minds.

Question Wording: Which one of the following is most important to you in deciding whom to support for the Democratic presidential nomination? A candidate who:

Friday-Sunday	Likely Voters	Support for Candidate by Quality				
		Kerry	Dean	Edwards	Clark	Lieberman
Can beat Bush	34%	47%	23%	9%	12%	3%
Closer on issues	20%	33%	30%	10%	10%	11%
Values like you	17%	29%	24%	14%	10%	12%
Stands up for beliefs	15%	22%	32%	12%	11%	17%
Has the experience	8%	60%	8%	7%	7%	11%
Not a typical politician	4%	16%	17%	20%	26%	10%
Unsure	2%	--	--	--	--	--

- **The Issues:** Domestic issues such as health care and education, followed by the economy outdistance other concerns on the minds of likely New Hampshire Democratic primary voters.

Question Wording: Which of the following issues are you most interested in hearing about during the campaign:

Friday-Sunday	Likely Voters	Support for Candidate by the Issues				
		Kerry	Dean	Edwards	Clark	Lieberman
Domestic issues	57%	39%	26%	12%	9%	8%
Economy	24%	39%	20%	10%	13%	11%
Iraq	9%	34%	28%	4%	20%	7%
Homeland security	4%	37%	20%	6%	11%	14%
Terrorism	4%	18%	22%	14%	14%	25%
Unsure	2%	--	--	--	--	--

- **The Voters' Priority:** Issues outweigh a candidate's personal qualities as likely voters assess the field of Democratic candidates.

Question Wording: Which is more important to you in deciding whom to support for the Democratic presidential nomination:

Likely Voters	Issues	Qualities	Unsure
Friday-Sunday	74%	23%	3%

Nature of the Sample:

Friday through Sunday: 1,044 Potential New Hampshire Democratic Presidential Primary Voters and 805 Likely Voters

The three-day survey was conducted on January 23rd through January 25th, 2004. 1,044 registered Democrats, Independents who expressed an interest in voting in the Democratic presidential primary, and New Hampshire residents who are likely to register as Democrats or Independents in order to vote in the Democratic primary were interviewed. The sample was selected in proportion to the voter registration in each county in New Hampshire and adjusted for turnout in comparable elections. All interviews were conducted by telephone. The results are statistically significant at $\pm 3\%$ for the entire sample. There are 805 likely voters in the total sample. The results for this sub-sample are statistically significant at $\pm 3.5\%$. The error margin increases for cross-tabulations.

Sunday Only: 537 Potential New Hampshire Democratic Presidential Primary Voters and 416 Likely Voters

The Sunday survey was conducted on January 25th, 2004. There are 537 registered Democrats, Independents who expressed an interest in voting in the Democratic presidential primary, and New Hampshire residents who are likely to register as Democrats or Independents in order to vote in the Democratic primary were interviewed. The results are statistically significant at $\pm 4.5\%$ for the Sunday sample. There are 416 likely voters. The results for this sub-sample are statistically significant at $\pm 5\%$. The error margin increases for cross-tabulations.