



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 his rivals among likely voters for the New Hampshire Democratic primary in a two-day poll conducted Sunday and Monday. Including voters who are leaning towards a candidate, Kerry leads his closest opponent former Vermont Governor Howard Dean by 11 points. There is a statistical tie among the next three finishers, North Carolina Senator John Edwards, retired General Wesley Clark, and Connecticut Senator Joe Lieberman. Congressman Dennis Kucinich and Reverend Al Sharpton trail.*
- **Changes from Sunday?** In the results from Monday alone, Kerry's lead over Dean is now 9 points. Clark, Edwards, and Lieberman remain in a close contest for third place.
- **Turnout expected to be high:** Based on likely voter models, turnout for the primary is expected to be high. It is fueled by an unusually large number of Independent voters who plan to participate in the Democratic primary and the high degree of interest expressed by Democratic voters in the contest.

* 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 tomorrow'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 tomorrow'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-Monday Likely Voters w/ Leaners	Monday Only Likely Voters w/ Leaners	Sunday Only Total Voters w/ Leaners
John Kerry	36%	36%	36%
Howard Dean	25%	27%	23%
John Edwards	12%	10%	14%
Wesley Clark	11%	11%	11%
Joe Lieberman	9%	10%	9%
Dennis Kucinich	2%	1%	1%
Al Sharpton	<1%	<1%	<1%
Undecided	5%	5%	6%

- **Intensity of Support:** 74% of likely New Hampshire Democratic primary voters strongly support a candidate for the Democratic nomination for president.

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
Sunday-Monday	74%	17%	8%	1%
John Kerry	74%	19%	6%	1%
Howard Dean	81%	13%	6%	<1%
John Edwards	63%	22%	15%	<1%
Wesley Clark	71%	16%	11%	2%
Joe Lieberman	79%	15%	6%	<1%

- **Candidates vie as voters' second choice:** John Kerry, John Edwards, and Wesley Clark are more likely to be the second choice of voters than 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	Sunday-Monday Likely Voters
John Kerry	24%
John Edwards	22%
Wesley Clark	18%
Howard Dean	13%
Joe Lieberman	12%
Dennis Kucinich	3%
Al Sharpton	1%
Undecided	7%

Nature of the Sample: Sunday and Monday: 1,054 Potential New Hampshire Democratic Presidential Primary Voters and 807 Likely Voters

The two-day survey was conducted on January 25th and January 26th, 2004. 1,054 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 807 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.

Monday Only: 517 Potential New Hampshire Democratic Presidential Primary Voters and 391 Likely Voters

The Monday survey was conducted on January 26th, 2004. There are 517 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 Monday sample. There are 391 likely voters. The results for this sub-sample are statistically significant at $\pm 5\%$. The error margin increases for cross-tabulations.