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New Hampshire Democratic Presidential Primary

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This Marist College Institute for Public Opinion poll reports:

Democratic Presidential Primary 2004

- **How the Democratic Field Shapes Up:** Former Vermont Governor Howard Dean has a wide lead over his Democratic rivals for the 2004 New Hampshire Democratic Presidential Primary. 44% of likely Democratic primary voters support Dean followed by 23% for Senator John Kerry. The other candidates trail with single digits including retired General Wesley Clark whose support has declined since a similar poll conducted in September.*

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

	11/03 Likely Voters w/ Leaners	11/03 Total w/ Leaners	11/03 Total	9/03 Total
Howard Dean	44%	40%	39%	35%
John Kerry	23%	25%	23%	22%
John Edwards	7%	7%	6%	4%
Joe Lieberman	6%	6%	6%	6%
Dick Gephardt	6%	6%	5%	3%
Wesley Clark	3%	4%	4%	11%
Dennis Kucinich	3%	2%	2%	1%
Al Sharpton	1%	1%	1%	1%
Carol Moseley Braun	<1%	<1%	<1%	1%
Other	n.a.	n.a.	n.a.	1%
Undecided	7%	9%	14%	15%

* 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 the next 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 the next 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.

- **The Candidates' Supporters:** Howard Dean does best among liberals, the college educated, Independents, and higher income voters.

Total w/ Leaners	Dean	Kerry	Edwards	Lieberman	Gephardt	Clark	Kucinich	Sharpton	Moseley Braun	Undecided
Democrats	38%	28%	7%	6%	6%	3%	1%	1%	<1%	10%
Independents	44%	21%	6%	7%	5%	5%	3%	1%	<1%	8%
Walk-ups	28%	39%	2%	8%	5%	3%	3%	1%	<1%	11%
Liberal	50%	21%	4%	5%	5%	3%	5%	<1%	<1%	7%
Moderate	38%	27%	7%	7%	6%	4%	<1%	1%	<1%	10%
Conservative	31%	26%	14%	7%	7%	6%	<1%	2%	<1%	7%
Men	39%	25%	8%	7%	7%	4%	3%	1%	<1%	6%
Women	41%	25%	6%	6%	5%	4%	1%	1%	<1%	11%
Not college	35%	30%	8%	5%	7%	4%	1%	1%	<1%	9%
College	47%	20%	5%	8%	5%	3%	3%	1%	<1%	8%
< \$50,000	38%	27%	9%	6%	7%	5%	1%	<1%	<1%	7%
\$50,000 or >	44%	23%	5%	7%	6%	3%	3%	1%	<1%	8%
18 – 44	40%	26%	6%	8%	4%	4%	2%	1%	<1%	9%
45 & older	42%	24%	7%	6%	7%	4%	2%	1%	<1%	7%
Internet	43%	24%	6%	6%	6%	4%	2%	1%	<1%	8%
Work MA	34%	27%	3%	11%	7%	4%	1%	2%	1%	10%
Union	40%	25%	5%	5%	8%	5%	1%	<1%	<1%	11%
Veterans	38%	25%	8%	6%	7%	5%	2%	<1%	1%	8%

- **Intensity of Support:** Nearly half of likely New Hampshire primary voters strongly support a candidate for the Democratic nomination for president. Among the leading candidates, Dean's supporters are more firmly committed to him than are Kerry's backers.

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

	Strongly Support	Somewhat Support	Might Vote Differently	Unsure
November 2003				
Likely voters	46%	32%	21%	1%
Howard Dean	54%	31%	14%	1%
John Kerry	38%	38%	23%	1%
Total	36%	35%	27%	2%
Howard Dean	45%	33%	20%	2%
John Kerry	31%	38%	29%	2%
September 2003				
Total	31%	36%	32%	1%

- **Second Choice:** John Kerry and Howard Dean are also many voters' second choice for the New Hampshire Democratic Presidential Primary.

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	11/03 Likely Voters	11/03 Total
John Kerry	23%	22%
Howard Dean	20%	20%
Wesley Clark	11%	11%
Joe Lieberman	10%	11%
John Edwards	10%	9%
Dick Gephardt	10%	10%
Dennis Kucinich	3%	3%
Al Sharpton	1%	1%
Carol Moseley Braun	1%	1%
Undecided	11%	12%

The Democratic Primary Electorate: The Campaign

- **Campaign Tone:** A majority of potential New Hampshire Democratic primary voters think the presidential candidates are focusing mainly on issues and not attacking each other.

Question Wording: Overall, when thinking about the campaign for the New Hampshire Democratic presidential primary, do you feel that the candidates have spent more time talking about their positions on the issues or attacking each other?

Total	Talking Issues	Attacking Each Other	Unsure
November 2003	54%	39%	7%

- **In Touch?** Most potential New Hampshire Democratic primary voters are following the presidential campaign and 19% have seen or met a candidate in person during the campaign.

Question Wording: In general, would you say that you are currently following the presidential campaign very closely, closely, not very closely, or not at all?

November 2003	Very Closely	Closely	Not Very Closely	Not at All
Total	15%	50%	33%	2%
Likely voters	22%	58%	20%	<1%

Question Wording: Have you, yourself, seen or met any of the Democratic candidates for president in person during this campaign?

November 2003	Yes	No
Total	19%	81%
Likely voters	24%	76%

The Democratic Primary Electorate: The Issues

- **The Voters' Agenda:** Issues, winning, values, and standing up for your beliefs count most to potential New Hampshire Democratic primary voters in deciding whom to support. Dean tops Kerry among voters who value each of these qualities in a candidate. Kerry has more support among voters who place a greater weight on experience.

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:

	11/03 Total	Support for Candidate by Quality			
		Dean	Kerry	Others	Undecided
Is closer to you on the issues	25%	42%	22%	25%	11%
Can beat Bush in November	21%	49%	25%	22%	4%
Has values like your own	20%	38%	22%	30%	10%
Stands up for what they believe in	18%	38%	30%	27%	5%
Has the experience to be president	8%	25%	36%	26%	13%
Is not a typical politician	6%	49%	23%	25%	3%
Unsure	2%	--	--	--	--

- **The Voters' Priorities:** Domestic issues such as health care, education, and the economy far outdistance other concerns on the minds of potential New Hampshire Democratic primary voters.

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

	11/03 Total	9/03 Total
Domestic issues like health care or education	49%	42%
The economy	27%	35%
The situation in Iraq	13%	10%
Homeland security	5%	5%
The war against terrorism	4%	5%
Unsure	2%	3%

- **Terrorism vs. Economy:** When thinking about the future, 75% of potential New Hampshire Democratic primary voters are more concerned about jobs and the economy compared with 23% who are more concerned about the war on terrorism.

Question Wording: Thinking about the future, are you more concerned about the war on terrorism, or more concerned about jobs and the economy?

Total	War on Terrorism	Jobs and Economy	Unsure
November 2003	23%	75%	2%
September 2003	23%	75%	2%
December 2002	39%	59%	2%

The Democratic Primary Electorate: Iraq

- **The Iraq War:** A majority of potential New Hampshire Democratic primary voters are more likely to support a candidate who opposed U.S. involvement in Iraq. Dean garners the support of 51% of these voters compared to 20% for Kerry.

Question Wording: Are you more likely to vote for a candidate who supported the U.S. going to war with Iraq or are you more likely to vote for a candidate who opposed the U.S. going to war with Iraq?

	11/03 Total	Support for Candidate by Position			
		Dean	Kerry	Others	Und.
Vote for candidate who supported war	35%	28%	34%	33%	5%
Vote for candidate who opposed war	56%	51%	20%	20%	9%
Unsure	9%	--	--	--	--

- **Spending for Iraq:** Most potential New Hampshire Democratic primary voters are more likely to support a candidate who opposed spending \$87 billion for U.S. operations in Iraq.

Question Wording: Are you more likely to vote for a candidate who supported the \$87 billion for U.S. operations in Iraq, or are you more likely to vote for a candidate who opposed the \$87 billion for U.S. operations in Iraq?

	11/03 Total	Support for Candidate by Position			
		Dean	Kerry	Others	Und.
Vote for candidate who supported \$\$\$	29%	34%	26%	34%	6%
Vote for candidate who opposed \$\$\$	63%	43%	25%	24%	8%
Unsure	8%	--	--	--	--

The Democratic Primary Electorate: President Bush

- **President Bush:** 77% of potential New Hampshire Democratic primary voters disapprove of the job President Bush is doing in office.

Question Wording: Do you approve or disapprove of the job George Bush is doing as president?

Total	Approve	Disapprove	Unsure
November 2003	19%	77%	4%
Democrats	17%	78%	5%
Independents	22%	75%	3%
September 2003	21%	75%	4%
Democrats	19%	78%	3%
Independents	24%	71%	5%

Nature of the Sample: 711 Potential New Hampshire Democratic Presidential Primary Voters

This survey was conducted on November 11th through November 13th, 2003. 711 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 $\pm 4\%$ for the entire sample. There are 447 likely voters. The results for this sub-sample are statistically significant at $\pm 5\%$. The error margin increases for cross-tabulations.