FOR RELEASE: MONDAY, JANUARY 29, 1996

FORBES DRAWS EVEN WITH DOLE IN NEW HAMPSHIRE

FOR FURTHER INFORMATION CONTACT:

Andrew Kohut, Director
Robert C. Toth, Senior Associate
Kimberly Parker, Research Director
Margaret Petrella, Survey Analyst
Pew Research Center for The People & The Press
202/293-3126
http://www.people-press.org

FORBES DRAWS EVEN WITH DOLE IN NEW HAMPSHIRE

Political newcomer Steve Forbes has moved into a statistical tie with Bob Dole for top honors in the New Hampshire primary. A Pew Research Center poll of 543 likely voters taken January 25-28 finds the millionaire publisher leading the Senator 29% to 24%, but the lead is within the poll's margin of sampling error. Well behind the two front runners are Lamar Alexander (11%), Pat Buchanan (11%), and Phil Gramm (10%), all in a statistical tie for third place. All other candidates register less than 5% support.

Despite the big margin that separates Forbes and Dole from the second tier of candidates, voter attitudes in New Hampshire are highly volatile. Only a tiny minority of respondents describe themselves as strong supporters of any of the candidates (Dole 6%, Forbes 7%, Alexander 2%, Gramm 2%, and Buchanan 5%).

There is also widespread discontent among New Hampshire voters with the Republican field, which is currently working to Forbes's advantage. A 64% majority of likely voters gave the Republican candidates as a group a negative rating of fair or poor. Forbes leads Dole by a 30% to 22% margin among these disaffected voters, while Dole leads 32% to 26% among voters who view the Republican field as good or excellent overall.

But Forbes backers are not only motivated by protest. Nearly one in three (30%) volunteered that they support him because of his flat tax proposal and 23% cited his issue positions generally. Many others credited Forbes with either being an "outsider" (17%) or having new ideas that will bring about change (16%). Dole supporters most often mentioned their candidate's position on issues (24%), as well as his experience in Washington (22%) and his overall abilities and qualifications (14%).

Dole continues to hold a lead, 31% to 24%, over Forbes among registered Republicans likely to vote in the New Hampshire primary. However, the New Jersey publisher holds a 2-to-1 lead over the Senate majority leader among Independents who plan to vote in the state's GOP primary (34% vs. 17%). Forbes out-polls Dole among middle income and lower income groups, while Dole leads among more affluent voters. The poll also revealed a gender gap in which men divide their support evenly between Forbes and Dole (30% to 29%), but Forbes enjoys a 27% to 19% margin over Dole among women.

A Clinton Lead In New Hampshire

The Pew Research Center poll was taken at the end of a week in which Bob Dole was widely criticized for his post-State of the Union address, while challenger Forbes was featured on the covers of both Time and Newsweek magazines. Nonetheless, both Republicans trail Bill Clinton in the general election match-ups. The President leads Dole 52% to 36% and wins over Forbes by a thinner 48% to 41% margin in the traditionally Republican state.

Likely New Hampshire voters have a negative opinion about most of the GOP presidential candidates. Only Dole, Forbes and Alexander are rated favorably by majorities, as the table below shows.

Opinion of Likely Primary Voters

	Favorable	*Unfavorable*	*Don't Know*
Bob Dole	56	41	3=100
Steve Forbes	59	32	9=100
Lamar Alexander	51	28	21=100
Phil Gramm	44	43	13=100
Pat Buchanan	41	53	6=100
Richard Lugar	24	33	43=100

Republican Horse Race
Forbes vs. Dole
(Based On Likely Primary Voters)

	Forbes %	Dole %	N
Total	29	24	(543)
Sex			
Male	30	29	(305)
Female	27	19	(238)
Age			
Under 30	29	35	(66)
30-49	27	23	(295)
50-64	33	21	(97)
65+	29	24	(74)
Education			
College Grad.	25	27	(213)
Some College	27	27	(127)
High School Grad. or Less	32	21	(201)
Family Income			
$75,000+	27	32	(99)
$50,000-$74,999	26	28	(93)
$30,000-$49,999	27	22	(182)
<$30,000	33	21	(116)
Primary Voters			
Registered Republican	24	31	(294)
Unaffiliated/Independent	34	17	(249)
Presidential Approval			
Approve	30	22	(176)
Disapprove	28	27	(323)
GOP Congress Approval			
Approve	27	31	(273)
Disapprove	33	17	(214)

Question: Suppose the Republican Primary election were being held today. If you had to choose among (**READ LIST -- ROTATE**), which candidate would you vote for?
IF '10' OTHER OR '99' DON'T''KNOW/NO ANSWER IN Q.7 ASK: Well as of today, to whom do you most lean? (**READ LIST IF NECESSARY**)

ABOUT THIS SURVEY

The survey results are based on telephone interviews conducted in New Hampshire under the direction of Princeton Survey Research Associates among a sample of 902 registered voters, 18 years of age or older, during the period January 25-28, 1996. For results based on the total sample, one can say with 95% confidence that the error attributable to sampling and other random effects is plus or minus 4 percentage points. For results based on likely Republican primary voters (N=543), the margin of error is plus or minus 5 percentage points.

In addition to sampling error, one should bear in mind that question wording and practical difficulties in conducting surveys can introduce error or bias into the findings of opinion polls.

Hello, I am _____ calling for Princeton Survey Research Associates in Princeton, New Jersey. We are conducting a telephone opinion survey for leading newspapers and TV stations around the country. I'd like to ask a few questions of the youngest male, 18 years of age or older, who is now at home. **[IF NO MALE, ASK:** May I please speak with the oldest female, 18 years of age or older, who is now at home?**]**

Q.1   Do you approve or disapprove of the way Bill Clinton is handling his job as president? **(IF "DON'T KNOW," ENTER AS CODE 9. IF "DEPENDS," PROBE ONCE WITH:** Overall, do you approve or disapprove of the way Bill Clinton is handling his job as president?)

BASED ON REGISTERED VOTERS:

		National Jan 1996	*-----Bush-----* New Hampshire Jan 1992	National Jan 1992
46	Approve	50	37	46
44	Disapprove	43	49	43
10	Don't know	7	14	11
100		100	100	100

Q.1a   Do you approve or disapprove of the policies and proposals of the Republican leaders in Congress? **(IF DON'T KNOW," ENTER AS CODE 9.   IF "DEPENDS," PROBE ONCE WITH:** Overall, do you approve or disapprove of the policies and proposals of the Republican leaders in Congress?)

BASED ON REGISTERED VOTERS:

		National Jan 1996
35	Approve	36
53	Disapprove	54
12	Don't know/Refused	10
100		100

ASK ALL:
ON A DIFFERENT SUBJECT...
Q.5   Are you now registered in your precinct or election district as a Republican, as a Democrat, or haven't you declared a party affiliation?

36   Registered Republican
24   Registered Democrat **-- GO TO Q.9**
 8   Other party **(VOL) -- GO TO Q.6**
30   Haven't declared party affiliation/Independent **-- GO TO Q.6**
 2   Not sure **-- GO TO Q.6**
100

IF RESPONDENT ANSWERED '1' REGISTERED REPUBLICAN: [N=324]
Q.5a   Do you, yourself, plan to vote in the February 20 Republican primary?

          90   Yes -- **GO TO Q.7**
           7   No -- **GO TO Q.7**
           3   Not sure -- **GO TO Q.7**
          100

IF RESPONDENT ANSWERED '3' OTHER PARTY, '4' INDEPENDENT, OR '9' NOT SURE IN Q. 5, ASK: [N=370]
Q.6   Do you plan to vote in the February 20 Republican primary?

          68   Yes
          22   No -- **GO TO Q.9**
          10   Not sure -- **GO TO Q.9**
          100

IF RESPONDENT ANSWERED '1' REGISTERED REPUBLICAN IN Q. 5 OR '1' IN Q. 6, ASK:
Q.7   Suppose the Republican Primary election were being held <u>today</u>. If you had to choose among (**READ LIST -- ROTATE**), which candidate would you vote for?
Q.7a   Do you support (**INSERT RESPONSE FROM Q.7**) strongly or only moderately?
IF '10' OTHER OR '99' DON'T KNOW/NO ANSWER IN Q. 7 ASK:
Q.8   Well as of today, to whom do you most lean? (**REREAD LIST IF NECESSARY**)

          BASED ON LIKELY GOP PRIMARY VOTERS: [N=543]

          24   Robert Dole (total)
                      6   Strong
                     18   Moderate/Lean
          29   Steve Forbes (total)
                      7   Strong
                     22   Moderate/Lean
          10   Phil Gramm (total)
                      2   Strong
                      8   Moderate/Lean
          11   Lamar Alexander (total)
                      2   Strong
                      9   Moderate/Lean
          11   Pat Buchanan (total)
                      5   Strong
                      6   Moderate/Lean
           3   Richard Lugar (total)
                      2   Strong
                      1   Moderate/Lean
           *   Robert Dornan (total)
                     --   Strong
                     --   Moderate/Lean
           *   Alan Keyes (total)
                     --   Strong
                     --   Moderate/Lean
           3   Morry Taylor (total)
                     --   Strong
                     --   Moderate/Lean
           1   Other (**DO NOT READ**) -- **GO TO Q.8**

           8   Don't Know/No answer (**DO NOT READ**) -- **GO TO Q.8**
          100

Q.7b   At this point, why would you vote for **(INSERT RESPONSE FROM Q.7)**? **(OPEN-ENDED-- PROBE, ACCEPTING UP TO TWO RESPONSES. THEN GO TO Q.9)**

BASED ON LIKELY GOP PRIMARY VOTERS: [N=543]

	Forbes	Dole	Alexander	Gramm	Buchanan
Issue Positions (General)	23	24	33	24	48
Flat tax proposal	30	2	6	15	0
Character	5	7	21	25	16
"Less of all evils"/Dislike this candidate the least of them all	9	13	12	13	6
New ideas/Will bring change	16	6	4	6	5
Washington outsider/Will reform system	17	1	10	0	7
Experience in public office/Washington	0	22	8	2	2
Best promise of ability/Most qualifications	3	14	3	7	5
Businessman	10	0	0	0	2
Strong leader/Can get things done	2	7	2	2	7
To register a vote against Bob Dole/Out of dislike for Dole	8	0	1	2	0
Personality	1	1	8	0	0
Has country's/American people's best interest in mind	1	3	5	2	5
Have followed/supported candidate for years	1	4	4	0	3
Conservative values	1	3	0	3	1
Electability	2	2	1	3	0
Position on abortion	*	0	0	3	9
Will balance budget	1	1	1	6	0
Strong foreign policy	2	0	0	0	4
Will reduce size of government/Send power to the states	0	0	1	0	0
Other -- **(SPECIFY)**	3	11	8	3	3
Don't Know/Refused	3	5	3	6	8

Q.12   Overall, what's your impression of the candidates running for the Republican presidential nomination? <u>As a group,</u> would you say they are excellent candidates, good candidates, fair candidates or poor candidates?

BASED ON LIKELY GOP PRIMARY VOTERS: [N=543]

National
<u>Oct 1995</u>

5	Excellent	3
29	Good	29
48	Fair	46
16	Poor	18
<u>2</u>	Don't know/Refused	<u>4</u>
100		100

ROTATE QUESTIONS 15/15a AND 16/16a
Q.15   Suppose the 1996 presidential election were being held TODAY, and the candidates were Bill Clinton, the Democrat and Bob Dole, the Republican. Who would you vote for?
Q.15a   Do you LEAN most to Clinton, the Democrat or Dole, the Republican?

BASED ON REGISTERED VOTERS:

National
<u>Jan 1996</u>

54	Clinton/Lean Clinton	53
40	Dole/Lean Dole	41
<u>6</u>	Other/Don't Know/Refused	<u>6</u>
100		100

ASK ALL:
Q.16   Suppose the 1996 presidential election were being held TODAY, and the candidates were Bill Clinton, the Democrat and Steve Forbes, the Republican. Who would you vote for?
Q.16a   Do you LEAN most to Clinton, the Democrat or Forbes, the Republican?

BASED ON REGISTERED VOTERS:

50	Clinton/Lean Clinton
44	Forbes/Lean Forbes
<u>6</u>	Other/Don't Know/Refused
100	

Q.18   Now I'd like your views on some people and things in the news. As I read from a list, please tell me which category best describes your overall opinion of who or what I name. (First,) would you say your overall opinion of... **(INSERT ITEM. ROTATE)** is very favorable, mostly favorable, mostly UNfavorable, or very unfavorable? **(INTERVIEWERS: PROBE TO DISTINGUISH BETWEEN "NEVER HEARD OF" AND CAN'T RATE")**

BASED ON LIKELY GOP PRIMARY VOTERS: [N=543]

		Very Favor-able	Mostly Favor-able	Mostly Unfavor-able	Very Unfavor-able	Never Heard of	Can't Rate
b.	Bob Dole	10	46	27	14	0	3=100
c.	Newt Gingrich	12	28	29	25	1	5=100
d.	Steve Forbes	13	46	23	9	*	9=100
e.	Phil Gramm	7	37	33	10	1	12=100
f.	Pat Buchanan	10	31	36	17	0	6=100
g.	Lamar Alexander	8	43	23	5	5	16=100
h.	Richard Lugar	6	18	25	8	12	31=100