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## **DEAN AND CLARK RUNNING ONE-TWO AMONG LIKELY VOTERS IN CALIFORNIA'S MARCH 2 DEMOCRATIC PRIMARY.**

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by Mark DiCamillo and Mervin Field

Howard Dean at 25% and Wesley Clark at 20% are running ahead of six other Democrats vying for their party's 2004 Presidential nomination among likely California voters in the upcoming March 2 Democratic primary election.

Last April support for the former Vermont Governor was at just 7% in California and he trailed Connecticut Senator Joseph Lieberman, Massachusetts Senator John Kerry and Congressman Richard Gephardt. However, by early September Dean had vaulted to the lead in voter preference.

When retired U.S. General Wesley Clark entered the race in September, he jumped ahead of Dean by a narrow margin in this state. In the ensuing months both Dean and Clark have increased their voter support, although Dean has added more to his total than Clark.

Preferences for Lieberman and Kerry have declined steadily over the past nine months, while support for Gephardt has fallen by a somewhat smaller amount. Civil rights leader Al Sharpton, Ohio Congressman Dennis Kucinich, North Carolina Senator John Edwards and former Illinois Senator Carol Moseley Braun have not managed to get more than low single digit support in each of the five statewide surveys taken by *The Field Poll*. Braun dropped out of the race yesterday and endorsed Dean.

**Table 1**  
**Trend of voter preferences in the March 2 Democratic**  
**presidential primary in California**  
**(among likely voters in the Democratic primary)**

	<b>Jan.</b> <b><u>2004</u></b>	<b>Late</b> <b>Sept</b> <b><u>2003</u></b>	<b>Early</b> <b>Sept.</b> <b><u>2003</u></b>	<b>July</b> <b><u>2003</u></b>	<b>April</b> <b><u>2003</u></b>
Howard Dean	25%	14%	23%	14%	7%
Wesley Clark	20	17	4	N/A	N/A
Joseph Lieberman	12	14	15	15	22
John Kerry	7	9	11	15	16
Richard Gephardt	6	5	8	8	12
John Edwards	3	1	1	4	3
Al Sharpton	3	4	3	4	4
Dennis Kucinich	3	1	1	3	1
Other/undecided	21	35	34	37	35

*N/A = Not Asked (2003 measures conducted among all registered voters)*

*Note: Preferences for Carol Moseley Braun (2%) were allocated to a voter's second choice preference in the January 2004 survey.*

### **Second choice preferences**

Next Monday Iowa voters will be participating in caucuses, the first formal step in the process of nominating convention delegates. On January 27 New Hampshire voters will be going to the polls in that state's primary. During the month of February thirteen states will hold primary elections or caucuses, while eleven others, including California, will be holding primaries or caucuses on March 2.

All this voting is likely to winnow the field of viable candidates. As some candidates lose viability their supporters could tend to consider voting for another contender. For this reason examining voters' second choice preferences provides some clues as to the potential additional support that might accrue to each contender if other candidates lose ground.

Clark appears to be the most frequently cited second choice of Dean voters, while Dean is by far the preferred second choice of Clark voters. Lieberman voters divide their second choice preferences among Dean, Kerry and Gephardt. Kerry voters mention Edwards and Dean most as their second choice, while Gephardt voters favor Dean more than any of the other alternatives.

**Table 2**  
**Second choice preferences for President**  
**(among likely voters in the Democratic primary)**

2 <sup>nd</sup> choice preference	<b>Total</b>	<b>1<sup>st</sup> choice preference</b>				
		<b>Dean</b>	<b>Clark</b>	<b>Lieberman</b>	<b>Kerry</b>	<b>Gephardt</b>
Dean	19%	--	53%	16%	23%	51%
Clark	11	32%	--	9	13	5
Kerry	11	15	13	14	--	23
Lieberman	9	13	13	--	14	6
Gephardt	7	12	9	16	6	--
Edwards	5	8	3	4	27	*
Kucinich	2	10	*	*	*	*
Sharpton	1	3	*	3	*	*
Other/undecided	35	7	9	38	17	15

\* Less than ½ of 1%.

Note: Percentages based on each candidate's first choice preference have relatively small sample sizes.

### **Candidate images**

Dean, Clark, and Kerry all have very positive image profiles among likely Democratic primary voters. However, there are still large blocs of voters – about one in three – who do not know enough about these three Democrats to have formed an opinion.

While Lieberman is slightly better known, he receives a more divided assessment. Gephardt has a similar profile. A majority have no opinion of Edwards, but among those who do, he is seen in a very favorable light. Sharpton is well-known, but receives more negative than positive ratings. Kucinich is the least known of all the candidates.

**Table 3**  
**Images of the Democratic presidential candidates**  
**(among likely voters in the Democratic primary)**

	<b>Favorable</b>	<b>Unfavorable</b>	<b>No opinion</b>
Dean	52%	15	33
Kerry	46%	17	37
Clark	45%	18	37
Lieberman	40%	34	26
Gephardt	39%	27	34
Edwards	29%	13	58
Sharpton	18%	49	33
Kucinich	18%	14	68

### **Inclination to re-elect Bush**

California voters split virtually down the middle in respect to their inclination to re-elect President George W. Bush in the November election. About one-half (46%) say they are inclined to re-elect the President and 47% are not inclined.

The 46% who say they are presently inclined to re-elect Bush divide between 27% who hold fast to this conviction regardless of who the Democrats nominate, and 19% who say their eventual decision may depend on his opposition in the general election.

The 47% who report being not inclined to re-elect Bush divide between 33% who say their present disposition will not change regardless of who the Democrats select. Fourteen percent say their decision will depend on who the Democrats nominate.

Californians who are inclined to re-elect the President regardless of whom the Democrats nominate have distinct characteristics, as are those disinclined to re-elect the President regardless of whom the Democrats nominate.

Those who intend to support the President regardless of whom the Democrats nominate include a majority of Republicans, conservatives, and pluralities of voters residing outside of Los Angeles County or the San Francisco Bay Area, Protestants, and those who attend religious service at least weekly.

Voters not inclined to support Bush's re-election regardless of whom the Democrats nominate include majorities of Democrats, liberals and black/African-Americans, as well as pluralities of non-partisans, voters living in Los Angeles County and the San Francisco Bay Area, females, Latinos, middle-of-the-road voters, those with no religious preference or who are affiliated with non-Christian religions and those who rarely or never attend religious services.

**Table 4**  
**Inclination to re-elect President Bush**  
**(among California registered voters)**

	<u>Inclined to re-elect Bush</u>		<u>Not inclined to re-elect Bush</u>		<u>Undecided</u>
	<u>Regardless of whom Democrats nominate</u>	<u>Depends</u>	<u>Regardless of whom Democrats nominate</u>	<u>Depends</u>	
Statewide	27%	19	33	14	7
<u>Party</u>					
Democrats	5%	16	52	20	7
Republicans	58%	22	10	6	4
Non-partisans/others	20%	23	35	14	8
<u>Region</u>					
Los Angeles County	18%	17	40	15	10
San Diego/Orange	33%	27	29	9	2
Inland Empire	37%	23	18	11	11
Central Valley	35%	18	26	16	5
San Francisco Bay Area	18%	16	43	18	5
Other*	36%	20	30	11	3
<u>Gender</u>					
Male	31%	22	28	11	8
Female	23%	16	38	17	6
<u>Race/ethnicity</u>					
White non-Hispanic	30%	19	31	14	6
Latino	18%	27	31	17	7
Black*	10%	12	57	14	7
Asian/other*	27%	16	39	10	8
<u>Political ideology</u>					
Conservative	60%	23	8	5	4
Middle-of-the-road	17%	24	32	19	8
Liberal	5%	6	69	16	4
<u>Religion</u>					
Protestant	39%	18	28	11	4
Catholic	22%	25	25	12	6
Other	12%	24	47	12	5
No preference	19%	10	47	13	11
<u>Attendance at religious services</u>					
Weekly	39%	21	25	11	4
1-3 times per month	26%	19	32	17	6
Less than once a month	23%	20	35	15	7
Never	19%	17	43	14	7

\* Relatively small sample base.

**General election match-up**

When Bush is paired against each of the five leading Democratic candidates in simulated general election trial heats, he bests each by margins ranging from three to ten percentage points. A Bush/Dean match-up produces a 47% to 43% result in favor of Bush, while the President leads Clark 44% to 41% when these two are paired in a general election preference test. Bush's lead over Lieberman is four points (47% to 43%), while against Gephardt and Kerry the President is favored by ten points and nine points, respectively.

**Table 5**  
**Voter preferences in the 2004 general election for President**  
**(among registered California voters)**

	<b><u>Total</u></b>	<b><u>Democrats</u></b>	<b><u>Republicans</u></b>	<b><u>Non-partisans/ others</u></b>
Bush	47%	22%	82%	42%
Dean	43	68	12	44
Undecided	10	10	6	14
Bush	44%	17%	77%	42%
Clark	41	68	11	36
Undecided	15	15	12	22
Bush	47%	21%	82%	41%
Lieberman	43	68	12	43
Undecided	10	11	6	16
Bush	48%	25%	82%	41%
Kerry	39	62	10	39
Undecided	13	13	8	20
Bush	48%	24%	78%	49%
Gephardt	38	63	12	31
Undecided	14	13	10	20

## **Information About the Survey**

### **Sample Details**

The findings in this report are based on a telephone survey conducted January 5-13, 2004 in English and Spanish among a random sample of 929 registered voters in California. Preferences in the March Democratic primary are based on 301 Democrats and non-partisans likely to vote in that election.

Sampling was completed by means of random digit dialing, which selects telephone exchanges within all area codes serving California in proportion to population. Within each exchange a random sample of telephone numbers was created by adding random digits to the telephone exchange selected, permitting access to both listed and unlisted telephones. Up to five attempts was made to reach a randomly selected voter at each number dialed. After the completion of interviewing, the sample was adjusted slightly to Field Poll estimates of the state's total registered voter population.

According to statistical theory, results from the overall sample of 929 registered voters have a sampling error of +/- 3.4 percentage points at the 95% confidence level. Democratic primary preferences have a sampling error of +/- 5.8 percentage points.

There are other possible sources of error in any survey in addition to sampling variability. Different results could occur because of differences in question wording, sequencing or through omissions or errors in sampling, interviewing or data processing. Extensive efforts were made to minimize such potential errors.

### **Questions Asked**

ASKED OF ALL REGISTERED VOTERS: If the November Presidential election were being held today, would you be inclined or not inclined to vote to re-elect President Bush? IF INCLINED TO SUPPORT BUSH: Is it likely that you will vote to re-elect Bush no matter who the Democratic Presidential nominee is or will you wait and see who the Democrats nominate before making your decision? IF NOT INCLINED TO SUPPORT BUSH: Is it likely that you will not vote to re-elect Bush no matter who the Democratic Presidential nominee is or would you consider voting to re-elect Bush?

ASKED OF REGISTERED DEMOCRATS AND NON-PARTISANS LIKELY TO VOTE IN THE DEMOCRATIC PRIMARY: I am going to read the names of some people running for the Democratic Presidential nomination this year. For each, please tell me whether you have a favorable or unfavorable opinion of that person or whether you don't know enough about that person to have an opinion. (NAMES AND TITLES READ IN RANDOM ORDER, ASKING:) Do you have a favorable or unfavorable opinion of \_\_\_\_\_? (SEE RELEASE FOR CANDIDATES)

Suppose California's March Democratic Primary for President were being held today and the candidates were (CANDIDATE NAMES READ IN RANDOM ORDER), for whom would you vote? IF PREFERENCE GIVEN, ASK: Who would be your second choice?

ASKED OF ALL REGISTERED VOTERS: I am going to read some possible match-ups between Democratic and Republican candidates for President in the November 2004 presidential election. For each pairing, please tell me which candidate you would choose if the election for President were being held today. If the election were being held today and these were the candidates for President, who would you prefer? (PAIRINGS READ IN RANDOM ORDER)