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## Poll: Gore, Bradley in dead heat

By KEATING HOLLAND/CNN

October 29, 1999

Web posted at: 11:06 a.m. EDT (1506 GMT)

WASHINGTON (CNN) -- Vice President Al Gore and former Senator Bill Bradley remain in a statistical dead heat in the wake of he first face-to-face meeting between the two candidates Wednesday night, according to a new CNN/Gallup poll. However, Bradley has a slight advantage among New Hampshire Democratic primary voters who watched at least some of the town meeting.

The poll is based on interviews conducted October 28 with 432 New Hampshire voters who say they will participate in next year's Democratic presidential primary.

Some 39 percent of Democratic primary voters tuned into at least part of Wednesday night's forum, sponsored by CNN and television station WMUR of Manchester, New Hampshire. They found Bradley more likeable, more thoughtful, more caring, and more sincere than Gore. But they also felt that Gore is more presidential and that he is more likely to be a strong leader and understand the nation's problems.

As a result, debate watchers were split over which candidate did a better job on Wednesday night -- 39 percent said Bradley, 38 percent picked Gore.

Among all potential Democratic primary voters, Bradley holds a statistically insignificant 48 percent-46 percent lead over the vice president. That indicates that Wednesday's candidate forum had little immediate impact statewide, since independent polls published before the debate showed Bradley with similar single-digit leads.

Among primary voters who saw at least part of the debate, however, Bradley has a slightly larger 51

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debate, however, Bradley has a slightly larger 51 percent-45 percent margin. That may be an effect of the debate, or may simply indicate that Bradley voters, who are more educated, were more likely to watch the town meeting.

Would Granite State primary voters like weekly debates, as Gore has proposed? Not really. When given a choice of a debate between Bradley and Gore on a different issue each week, or four debates between now and the primary in February (the schedule both candidates have already agreed to), a majority of Democratic primary voters chose the current schedule. Only 39 percent said they would like to see the two Democrats face off every week.

### Choice for Democratic Nominee in 2000

Bradley	48%
Gore	46
Sampling error: +/-5% pts	

### Choice for Democratic Nominee in 2000

	All	Debate Watchers
Bradley	48%	51%
Gore	46	45
Sampling error: +/-7.5% pts		

### Who Did Better in Town Meeting on Wednesday?

	Debate Watchers
Bradley	39%
Gore	38
Sampling error: +/-7.5% pts	

### Preferred Schedule for Gore-Bradley Debates

Current schedule	56%
Weekly debates	39
Sampling error: +/-5% pts	

Let's look past the debate to the next few months of campaigning. Gore's advantage in New Hampshire is that potential Democratic primary voters think he is more presidential than Bradley, more likely to understand the nation's problems, and more likely to be a strong and decisive leader. Bradley's advantages

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are that primary voters see him as more inspiring, more likeable, more sincere, and more likely to have new ideas than Gore.

Gore, whose mantra has become "stay and fight," has not convinced Granite State primary voters that he is more likely to fight for what he believes in than Bradley. And Bradley, who paints himself as the champion of big, bold ideas, has been unable to convince primary voters that he is more likely than Gore to have a vision for the future. Both men have their work cut out for them.

### Personal Qualities Which Apply More to...

	Gore	Bradley
Presidential	51%	34%
Understands problems	49	27
Strong leader	43	38
Sampling error: +/-5% pts		

### Personal Qualities Which Apply More to...

	Gore	Bradley
New ideas	24%	56%
Inspiring	35	44
Likeable	33	42
Sincere	30	41
Sampling error: +/-5% pts		

### Personal Qualities Which Apply More to...

	Gore	Bradley
Fights for beliefs	37%	36%
Vision for future	38	37
Sampling error: +/-5% pts		

Turning back to the town meeting, one issue dominated -- health care, and those who watched the candidates square off against each other on Wednesday night believe that Bradley would do a better job than Gore of improving the health care system. But Democratic primary voters in general are split down the middle over who would better handle health care.

When it comes to some personal qualities that both men tried to highlight in the debate, the same split emerges. All Democratic primary voters are evenly

divided over whether which candidate is more thoughtful, more caring, and has a better vision for the future. But debate watchers feel all those qualities apply more to Bradley than to Gore.

Gore, who used the word "fight" or "fighting" 20 times on Wednesday night, did not convince debate watchers that he is more likely to fight for what he believes in than Bradley; debate watchers and the general primary electorate are split over who is more likely to fight for their beliefs.

### **Who Would Do Better Job Improving Health Care System?**

	All	Debate Watchers
Gore	41%	39%
Bradley	40	49
Sampling error: +/-7.5% pts		

### **Who is More Thoughtful?**

	All	Debate Watchers
Gore	38%	41%
Bradley	34	30
Sampling error: +/-7.5% pts		

### **Who Cares More About People Like You?**

	All	Debate Watchers
Gore	38%	41%
Bradley	35	30
Sampling error: +/-7.5% pts		

### **Who is More Likely to Have Vision for the Future?**

	All	Debate Watchers
Gore	37%	41%
Bradley	38	36
Sampling error: +/-7.5% pts		

### **Who Fights For What He Believes In?**

	All	Debate Watchers
Gore	37%	35%
Bradley	36	39
Sampling error: +/-7.5% pts		

## Best Chance of Beating George W. Bush

Gore 51%  
Bradley 35  
Sampling error: +/-5% pts

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