University of
Massachusetts
UMASS Lowell
Center for Public Opinion

Dr. Joshua J. Dyck and Dr. Francis Talty, Co-Directors
http://www.uml.edu/polls
@UML_CPO

# UMass Lowell/7News
# Tracking Poll of New Hampshire Voters Release 1

**Survey produced by Prof. Joshua J. Dyck, Ph.D.**

Field Dates: 1/29/16-1/31/16

N=1413 New Hampshire Registered Voters (RVs)
N=461 Republican Primary Likely Voters (LVs); N=442 Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 2.97% for all RVs; +/- 5.1% for Rep LVs; +/- 5.3% for Dem LVs
Margins of error have been adjusted to include for design effects resulting from weighting and survey design features.

**METHODOLOGY IN BRIEF**

Data collection by live interviewers from Abt SRBI, Inc. This is a probability sample of 1413 New Hampshire Registered Voters (RVs) collected using an overlapping dual-frame random digit dial design with a 50% landline/50% cell phone target split (actual split was 53% LL/47% cell). Using the model detailed on page 2, we classified 461 RVs as Republican Likely Voters (LVs) and 442 as Democratic LVs.

The data were first weighted to address the imbalance that occurs because some respondents have a greater probability of being included in the frame if they have multiple landlines or both a landline and a cellular number. To ensure a representative sample, we collected demographic data on all respondents who were residents of New Hampshire and at least 18 years of age (including non-registered voters) so that our overall sample can we weighted to data on age by gender, education, and race from the 2014 American Community Survey for New Hampshire. The youngest male/female method was used for in-household selection.

UMass Lowell is a public institution and releases surveys as a source of public information. We report our questionnaire in our topline document, which includes likely voter model questions and wording. We offer a complete methodology report, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something in the release you do not see, please contact Dr. Joshua J. Dyck (joshua_dyck@uml.edu; @drjjdyck).

* indicates <0.5%; some numbers do not sum to 100 due to rounding

**LIKELY VOTER MODEL (Asked of all RVs)**

Q3   As you know, the primary election for U.S. President will be held in New Hampshire on Tuesday, February 9th.  How closely are you following news about candidates running for President— very closely, somewhat closely, just a bit, or haven't you really been following it much at all?

| | |
|---|---|
| 50% | Very closely |
| 34 | Somewhat closely |
| 11 | Just a bit |
| 5 | Haven't really been following it much at all |
| * | (VOL) Don't know/no answer |

Q4   How often would you say that you vote when there's a Presidential primary election – always, almost always, just sometimes, hardly ever, or never? If you have just registered to vote for the first time, please tell me.

| | |
|---|---|
| 74% | Always |
| 12 | Almost always |
| 5 | Just sometimes |
| 2 | Hardly ever |
| 2 | Never |
| 5 | Just registered to vote for first time |
| * | (VOL) Don't know/no answer |

Q5   Many people don't vote when there's an election.  At this point, would you say you'll definitely NOT vote New Hampshire Presidential primary election, PROBABLY NOT vote, may or may not vote depending upon how you feel at the time, PROBABLY vote, or DEFINITELY vote in the New Hampshire Presidential primary election? If you have already voted or early voted, just tell me.

| | |
|---|---|
| 8% | Definitely not vote |
| 2 | Probably not vote |
| 4 | May or may not vote |
| 10 | Probably vote |
| 74 | Definitely vote |
| 2 | Already voted |
| * | (VOL) Don't know/No Answer |

Likely voters are defined as those who are following news of the election "very closely" or "somewhat closely" (Q3=1,2), "always" or "almost always" vote when there's an election (Q4=1,2), and say that they "definitely will vote," or have "already voted" in the election (Q5=5,6).  Voters who have just registered (Q4=6) are also defined as likely voters if they they "definitely will vote," or have "already voted" in the election (Q5=5,6) and aver following news of the election "very closely" (Q3=1).  Independent registratns who don't know or refuse to state which ballot they will take are also screened out.

Out of 1413 RVs, 461 are defined as Republican Likely Voters and 442 are defined as Democratic Likely Voters.

**ALLOCATING INDEPENDENTS**

All registered Republicans and Democrats were asked the trial heat questions in Q7 and Q8 on the next few pages (we use the Likely Voter Model on Page 2 to distinguish between RVs and LVs). However, we created an additional screen for those who are not registered with a political party.


Q6a     Those not registered with a political party have the option to take either the Republican or Democratic ballot. Which ballot would you take -- The Democratic ballot or the Republican ballot?

                                         OR

[For those who indicated "already vote" in Q5]

Q6b     Those not registered with a political party have the option to take either the Republican or Democratic ballot. Which ballot did you take -- The Democratic ballot or the Republican ballot?

        39%     Democratic
        36      Republican
        25      (VOL) Don't know/No answer/ Neither ballot/Will not vote

**DEMOCRATIC PRIMARY (N=442 LVs)**

Q7    If the NEW HAMPSHIRE DEMOCRATIC PRESIDENTIAL PRIMARY was being held today would you vote for [RANDOMIZE ORDER: Hillary Clinton, Bernie Sanders, or Martin O'Malley]?

     Q7a    Do you lean more towards…[order as Q7]? [if DK/NA/REF]

     Q7b.    Did you vote for [RANDOMIZE ORDER: Hillary Clinton, Bernie Sanders or Martin O'Malley]? [if already voted, q5=6]

| LVs | RVs | |
|-----|-----|---|
| 30% | 32% | Hillary Clinton |
| 61 | 60 | Bernie Sanders |
| 1 | 1 | Martin O'Malley |
| 1 | 1 | (VOL) Other Candidate (Specify) |
| 6 | 4 | (VOL) Don't know/Unsure |
| 1 | 1 | (VOL) Refused |

| | Time Trend | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **2/1** | 2/2 | 2/3 | 2/4 | 2/5 | 2/6 | 2/7 | 2/8 |
| **Hillary Clinton** | 30 | | | | | | | |
| **Bernie Sanders** | 61 | | | | | | | |
| **Martin O'Malley** | 1 | | | | | | | |
| **Undecided/Other** | 8 | | | | | | | |

Q9    Will you definitely vote for [candidate named] in the New Hampshire presidential primary or is there a chance you could change your mind and vote for someone else?

| | Will you definitely vote for [candidate named] in the New Hampshire presidential primary or is there a chance you could change your mind and vote for someone else? | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **2/1** | | 2/2 | | 2/3 | | 2/4 | |
| | **Clinton** | **Sanders** | **Clinton** | **Sanders** | **Clinton** | **Sanders** | **Clinton** | **Sanders** |
| **Definitely** | 76 | 76 | | | | | | |
| **Could Change Mind** | 24 | 24 | | | | | | |
| | 2/5 | | 2/6 | | 2/7 | | 2/8 | |
| | Clinton | Sanders | Clinton | Sanders | Clinton | Sanders | Clinton | Sanders |
| **Definitely** | | | | | | | | |
| **Could Change Mind** | | | | | | | | |

*indicates not enough data to make comparison

**DEMOCRATIC PRIMARY LV CROSS-TABS**

| | Party Registration | | | Party ID | | |
|---|---|---|---|---|---|---|
| | Democrat | Independent | Republican | Democrat | Independent | Republican[1] |
| **Hillary Clinton** | 35 | 23 | -- | 39 | 19 | -- |
| **Bernie Sanders** | 54 | 71 | -- | 55 | 70 | -- |
| **Martin O'Malley** | * | 2 | -- | 1 | 1 | -- |
| **Undecided/Other** | 10 | 5 | -- | 6 | 11 | -- |

[1] – 10 Republican identifiers were classified as Dem LVs; insufficient data for cross-tabs

| | Income | | | Education | | | |
|---|---|---|---|---|---|---|---|
| | Below $50K | $50k-$100k | $100k & up | High School or Less | Some College | College Degree | Post Graduate Degree |
| **Hillary Clinton** | 30 | 27 | 36 | 30 | 27 | 26 | 43 |
| **Bernie Sanders** | 61 | 65 | 59 | 63 | 64 | 66 | 49 |
| **Martin O'Malley** | 1 | 0 | 3 | 0 | 2 | 0 | 1 |
| **Undecided/Other** | 9 | 7 | 3 | 7 | 6 | 8 | 7 |

| | Gender | | Age | | | | | Ideology | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Liberal | Moderate | Conservative |
| **Hillary Clinton** | 23 | 36 | 5 | 13 | 23 | 38 | 43 | 32 | 26 | 37 |
| **Bernie Sanders** | 68 | 55 | 89 | 80 | 66 | 53 | 47 | 62 | 64 | 45 |
| **Martin O'Malley** | 2 | 0 | 3 | 0 | 2 | 1 | 0 | 1 | 0 | 2 |
| **Undecided/Other** | 7 | 9 | 2 | 7 | 9 | 8 | 10 | 5 | 10 | 16 |

| | Trust Government[2] | | | Religiosity[3] | |
|---|---|---|---|---|---|
| | Always/Most of the Time | Only Sometimes | Never | Not Very Religious | Very Religious |
| **Hillary Clinton** | 46 | 25 | 21 | 30 | 35 |
| **Bernie Sanders** | 46 | 67 | 69 | 62 | 53 |
| **Martin O'Malley** | 1 | * | 3 | 1 | 3 |
| **Undecided/Other** | 6 | 8 | 8 | 8 | 9 |

[2] "How much of the time can you trust the federal government in Washington DC to do what's right?"
[3] Religiosity defined as those who attend church at least once a week and who believe that scriptures contain no errors

**REPUBLICAN PRIMARY (N=461 LVs)**

Q8    If the NEW HAMPSHIRE REPUBLICAN PRESIDENTIAL PRIMARY was being held today would you vote for [RANDOMIZE ORDER: candidate list below]?

Q8a    Do you lean more towards…[order as Q8]? [if DK/NA/REF]

Q8b.    Did you vote for [RANDOMIZE ORDER: candidate list below]? [if already voted, q5=6]

| LVs | RVs | |
|-----|-----|---|
| 38% | 38% | Donald Trump |
| 12 | 11 | Ted Cruz |
| 8 | 8 | Marco Rubio |
| 9 | 8 | John Kasich |
| 9 | 9 | Jeb Bush |
| 7 | 6 | Chris Christie |
| 3 | 3 | Ben Carson |
| 3 | 4 | Rand Paul |
| 1 | 1 | Rick Santorum |
| 2 | 2 | Carly Fiorina |
| 0 | 1 | Mike Huckabee |
| 2 | 2 | Other Candidate (Specify) |
| 5 | 6 | (VOL) Don't know/Unsure |
| 1 | 1 | (VOL) Refused |

| | Time Trend (LVs only) | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **2/1** | 2/2 | 2/3 | 2/4 | 2/5 | 2/6 | 2/7 | 2/8 |
| **Donald Trump** | 38 | | | | | | | |
| **Ted Cruz** | 12 | | | | | | | |
| **Marco Rubio** | 8 | | | | | | | |
| **John Kasich** | 9 | | | | | | | |
| **Jeb Bush** | 9 | | | | | | | |
| **Chris Christie** | 7 | | | | | | | |
| **Ben Carson** | 4 | | | | | | | |
| **Rand Paul** | 4 | | | | | | | |
| **Rick Santorum** | 1 | | | | | | | |
| **Carly Fiorina** | 2 | | | | | | | |
| **Mike Huckabee** | 0 | | | | | | | |
| **Undecided/Other** | 8 | | | | | | | |

Q9    Will you definitely vote for [candidate named] in the New Hampshire presidential primary or is there a chance you could change your mind and vote for someone else?

*Candidates excluded: (insufficient data to draw comparisons)

| | Will you definitely vote for [candidate named] in the New Hampshire presidential primary or is there a chance you could change your mind and vote for someone else? | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **2/1** | | | | | | | |
| | **Trump** | **Cruz** | **Rubio** | **Kasich** | **Bush** | **Christie** | **Carson** | **Paul** |
| **Definitely** | 72 | 65 | 43 | 65 | 41 | 34 | 34 | 42 |
| **Could Change Mind** | 28 | 35 | 57 | 35 | 59 | 66 | 66 | 58 |
| | 2/2 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/3 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/4 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/5 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/6 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/7 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |
| | 2/8 | | | | | | | |
| | Trump | Cruz | Rubio | Kasich | Bush | Christie | Carson | Paul |
| Definitely | | | | | | | | |
| Could Change Mind | | | | | | | | |

**REPUBLICAN PRIMARY LV CROSS-TABS**

| | Party Registration | | | Party ID | | |
|---|---|---|---|---|---|---|
| | Democrat | Independent | Republican | Democrat[4] | Independent | Republican |
| **Donald Trump** | -- | 38 | 38 | -- | 36 | 39 |
| **Ted Cruz** | -- | 9 | 14 | -- | 11 | 14 |
| **Marco Rubio** | -- | 8 | 8 | -- | 7 | 10 |
| **John Kasich** | -- | 11 | 7 | -- | 11 | 6 |
| **Jeb Bush** | -- | 10 | 8 | -- | 9 | 9 |
| **Chris Christie** | -- | 6 | 8 | -- | 7 | 8 |
| **Ben Carson** | -- | 4 | 3 | -- | 5 | 2 |
| **Rand Paul** | -- | 5 | 2 | -- | 2 | 3 |
| **Rick Santorum** | -- | 2 | 0 | -- | 2 | 0 |
| **Carly Fiorina** | -- | 3 | 2 | -- | 3 | 2 |
| **Mike Huckabee** | -- | 0 | 0 | -- | 0 | 0 |
| **Undecided/Other** | -- | 5 | 10 | -- | 8 | 8 |

[4] – 7 Democratic identifiers were classified as Rep LVs; insufficient data for cross-tabs

| | Income | | | Education | | | |
|---|---|---|---|---|---|---|---|
| | Below $50K | $50k-$100k | $100k & up | High School or Less | Some College | College Degree | Post Graduate Degree |
| **Donald Trump** | 37 | 38 | 41 | 46 | 42 | 32 | 18 |
| **Ted Cruz** | 11 | 15 | 10 | 11 | 16 | 10 | 11 |
| **Marco Rubio** | 6 | 7 | 12 | 6 | 7 | 12 | 11 |
| **John Kasich** | 5 | 10 | 9 | 1 | 7 | 13 | 19 |
| **Jeb Bush** | 12 | 5 | 8 | 7 | 10 | 7 | 12 |
| **Chris Christie** | 5 | 9 | 6 | 8 | 3 | 10 | 11 |
| **Ben Carson** | 7 | 4 | 1 | 5 | 2 | 3 | 2 |
| **Rand Paul** | 8 | 1 | 2 | 4 | 2 | 4 | 0 |
| **Rick Santorum** | 0 | 0 | 2 | 2 | 1 | 0 | 0 |
| **Carly Fiorina** | 2 | 2 | 3 | 1 | 3 | 2 | 6 |
| **Mike Huckabee** | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| **Undecided/Other** | 7 | 8 | 5 | 8 | 7 | 6 | 8 |

| | Gender | | Age | | | | | Ideology | | |
|---|---|---|---|---|---|---|---|---|---|---|
| | Male | Female | 18-29 | 30-39 | 40-49 | 50-64 | 65+ | Liberal[5] | Moderate | Conservative |
| **Donald Trump** | 42 | 32 | 47 | 66 | 40 | 37 | 25 | -- | 34 | 38 |
| **Ted Cruz** | 11 | 15 | 0 | 2 | 19 | 16 | 10 | -- | 4 | 16 |
| **Marco Rubio** | 7 | 10 | 21 | 8 | 4 | 8 | 10 | -- | 3 | 11 |
| **John Kasich** | 9 | 8 | 0 | 3 | 4 | 9 | 16 | -- | 18 | |
| **Jeb Bush** | 6 | 12 | 12 | 0 | 12 | 5 | 13 | -- | 13 | 7 |
| **Chris Christie** | 6 | 8 | 3 | 7 | 7 | 7 | 9 | -- | 9 | 7 |
| **Ben Carson** | 2 | 4 | 3 | 0 | 5 | 3 | 4 | -- | 1 | 4 |
| **Rand Paul** | 5 | * | 5 | 9 | 1 | 4 | 0 | -- | 1 | 4 |
| **Rick Santorum** | 1 | 0 | 0 | 0 | 2 | 0 | 1 | -- | 2 | * |
| **Carly Fiorina** | 2 | 3 | 0 | 0 | 0 | 3 | 5 | -- | 3 | 2 |
| **Mike Huckabee** | 0 | 0 | 0 | 0 | 0 | 0 | 0 | -- | 0 | 0 |
| **Undecided/Other** | 9 | 7 | 9 | 6 | 6 | 9 | 7 | -- | 11 | 6 |

[5] – 18 "liberals" classified as Republican LVs; insufficient data for cross-tabs

| | Trust Government[6] | | | Religiosity[7] | |
|---|---|---|---|---|---|
| | Always/Most of the Time | Only Sometimes | Never | Not Very Religious | Very Religious |
| **Donald Trump** | 27 | 34 | 53 | 41 | 24 |
| **Ted Cruz** | 6 | 14 | 11 | 9 | 27 |
| **Marco Rubio** | 15 | 10 | 3 | 9 | 6 |
| **John Kasich** | 7 | 17 | 2 | 8 | 9 |
| **Jeb Bush** | 13 | 9 | 6 | 8 | 10 |
| **Chris Christie** | 11 | 8 | 3 | 6 | 10 |
| **Ben Carson** | 0 | 3 | 5 | 4 | 2 |
| **Rand Paul** | 1 | 2 | 5 | 3 | 1 |
| **Rick Santorum** | 0 | * | 2 | 1 | 0 |
| **Carly Fiorina** | 0 | 2 | 2 | 2 | 3 |
| **Mike Huckabee** | 0 | 3 | 0 | 0 | 0 |
| **Undecided/Other** | 10 | 8 | 7 | 8 | 3 |

[6]"How much of the time can you trust the federal government in Washington DC to do what's right?"
[7]Religiosity defined as those who attend church at least once a week and who believe that scriptures contain no errors

**WHO WILL WIN? & TRUST IN GOVERNMENT**

Q16 Regardless of who you support, who do you think will be the next President of the United States?

[OPTIONS WERE NOT READ]

| | ALL Registred Voters | | | | | | | |
|---|---|---|---|---|---|---|---|---|
| | **2/1** | 2/2 | 2/3 | 2/4 | 2/5 | 2/6 | 2/7 | 2/8 |
| **Hillary Clinton** | 23 | | | | | | | |
| **Bernie Sanders** | 16 | | | | | | | |
| **Martin O'Malley** | * | | | | | | | |
| **Donald Trump** | 22 | | | | | | | |
| **Ted Cruz** | 3 | | | | | | | |
| **Marco Rubio** | 2 | | | | | | | |
| **John Kasich** | 1 | | | | | | | |
| **Jeb Bush** | 2 | | | | | | | |
| **Chris Christie** | 1 | | | | | | | |
| **Ben Carson** | * | | | | | | | |
| **Rand Paul** | 0 | | | | | | | |
| **Rick Santorum** | 0 | | | | | | | |
| **Carly Fiorina** | * | | | | | | | |
| **Mike Huckabee** | 0 | | | | | | | |
| **Michael Bloomberg** | * | | | | | | | |
| **Other/DK/NA** | 30 | | | | | | | |

Q18 How much of the time do you think you can trust the federal government in Washington DC to do what's right?

| LV | RV | |
|---|---|---|
| 2% | 3% | Just about always |
| 16 | 15 | Most of the time |
| 63 | 63 | Only some of the time |
| 17 | 17 | (VOL) Never |
| 2 | 2 | (VOL) Don't know/No Answer |
| * | * | (VOL) Refused |

**Demographics and Political Variables**
*Weighted percentages*

| Party ID | RVs | LVs | Rep LVs | Dem LVs |
|---|---|---|---|---|
| Democrat | 26 | 29 | 2 | 58 |
| Independent | 47 | 41 | 41 | 40 |
| Republican | 27 | 30 | 57 | 2 |
| Party Registration | RVs | LVs | Rep LVs | Dem LVs |
| Democrat | 25 | 29 | -- | 61 |
| Independent/Else/DK/NA | 48 | 38 | 38 | 39 |
| Republican | 27 | 32 | 62 | -- |
| Ideology | RVs | LVs | Rep LVs | Dem LVs |
| Liberal | 24 | 27 | 4 | 52 |
| Moderate | 39 | 31 | 26 | 37 |
| Conservative | 37 | 42 | 71 | 11 |
| Age | RVs | LVs | Rep LVs | Dem LVs |
| 18-29 | 15 | 9 | 7 | 12 |
| 30-39 | 12 | 11 | 10 | 13 |
| 40-49 | 17 | 17 | 21 | 12 |
| 50-64 | 32 | 35 | 37 | 32 |
| 65 and up | 23 | 27 | 25 | 30 |
| Gender | RVs | LVs | Rep LVs | Dem LVs |
| Male | 48 | 52 | 57 | 46 |
| Female | 52 | 48 | 43 | 54 |
| Race/Ethnicity | RVs | LVs | Rep LVs | Dem LVs |
| White | 92 | 94 | 93 | 94 |
| Non-White | 8 | 6 | 7 | 6 |
| Education | RVs | LVs | Rep LVs | Dem LVs |
| High school or less | 31 | 27 | 30 | 24 |
| Some College | 31 | 32 | 32 | 33 |
| College Degree | 24 | 24 | 26 | 23 |
| Post-Graduate Degree | 14 | 16 | 12 | 20 |
| Income | RVs | LVs | Rep LVs | Dem LVs |
| Less than $50k | 32 | 29 | 22 | 36 |
| $50k-$100k | 31 | 31 | 33 | 29 |
| More than $100k | 24 | 27 | 31 | 23 |
| Religiosity | RVs | LVs | Rep LVs | Dem LVs |
| Not Very Religious | 86 | 85 | 79 | 91 |
| Very Religious | 14 | 15 | 21 | 9 |