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Massachusetts
UMASS Lowell

Center for Public Opinion

UMass Lowell/7NEWS Daily Tracking Poll of New Hampshire Voters, Release 2 of 8

Jan. 30-Feb. 1, 2016

N=1412 New Hampshire Registered Voters with a subsample of a 443 Democratic Primary Likely Voters and 470 Republican Primary Likely Voters.

The RV sample has an adjusted margin of error of +/-2.95% the Dem LV sample has an adjusted margin of error of +/-5.3% and the Rep LV sample has an adjusted margin of error +/-5.0%

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

Survey design and analysis by Joshua J. Dyck, Ph.D., co-director of the Center for Public Opinion and acting chair/associate professor of Political Science, University of Massachusetts Lowell.

Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

HIGHLIGHTS

Trump and Sanders Still Lead by Wide Margins

On the second day of the UMass Lowell/7NEWS Tracking Poll of New Hampshire, Bernie Sanders expanded his lead over former Secretary of State Hillary Clinton, 63-30%. Former Maryland Gov. Martin O'Malley (who has since announced that he is suspending his campaign) had only 1% support. On the Republican side, businessman Donald Trump held steady at 38% of the vote, while his nearest rivals, Sen. Ted Cruz of Texas and Sen. Marco Rubio of Florida, both gained 2 points: Cruz is at 14% and Rubio is at 10%. Former Ohio Gov. John Kasich polls at 9%, former Florida Gov. Jeb Bush polls at 9% and former New Jersey Gov. Chris Christie polls at 5%.

Democrats Certain; Republicans Uncertain

Democrats are considerably more certain in their vote choices, with only 19% of Sanders voters and 21% of Clinton voters saying that they could change their mind between now and Election Day. But among Republicans, there is considerably less certainty with 44% reporting that they could still change their mind. Trump supporters are still the most certain at 69%, but this



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number is down from 72% yesterday. The lack of certainty among other candidates, notably 50% of Bush supporters, 51% of Christie supporters, 73% of Carson supporters and 51% of Paul supporters say they “could change their mind,” leaves considerable ambiguity about whether Republicans will ultimately coalesce behind one or two challengers to Donald Trump, or whether their votes will be diffused across several candidates. Iowa offers a clarifying mechanism for suggesting such changes and we will be paying close attention to these changes in the day ahead.

Sanders and the Youth Vote

Bernie Sanders is 74 years old, but his supporters are not. Sanders continues to win young voters by huge margins, with 91% of the vote among 18-29 year olds and 88% of the vote among 30-39 year olds. The age difference in the Democratic electorate is truly remarkable.

Cracks in the Trump Armor

There were some small indicators of cracks in the Trump armor, despite his large lead. Notably, Cruz (+2) and Rubio (+3) improved their numbers among Republican registrants, whereas Trump was bolstered by support from Independents (+4) while losing ground among Republicans (-3). The question of this campaign remains whether Trump, who has offered relatively scant specifics on his policy platform, can convince conservative Republican voters that he is a conservative on the gamut of issues from healthcare to social policy like abortion. He has been successful in getting support across the spectrum.

Clinton and Trump Lead Predictions of Who Will be the Next President

Trump (24%), Clinton (23%), and Sanders (17%) continue to be the only three candidates registering when New Hampshire residents are asked, “Who do you think will be the next President?” More impressively, the modal answer is “Don’t Know,” which given the uncertainty surrounding who will be the nominee on both sides, is perhaps to be expected.

The Iowa Bounce

The vast majority of this poll was conducted before any information was available about the Iowa Caucus results on Monday evening. Interviews were completed by just after 10 p.m. EST, and only 30 interviews were completed during the 9 to 10 p.m. hour, when reporting of returns was ongoing. With that in mind, this poll is something of a pre-Iowa benchmark in New Hampshire. Tomorrow’s release (2/3/16) will contain a full day (1/3 of the sample) of post-Iowa data and we will be able to have a preliminary assessment of whether a candidate or candidates are enjoying any sort of Iowa bounce.