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UMASS Lowell

Center for Public Opinion

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

Jan. 31-Feb. 2, 2016

N=1410 New Hampshire Registered Voters with a subsample of a 415 Democratic Primary Likely Voters and 502 Republican Primary Likely Voters.

The RV sample has an adjusted margin of error of +/-2.92% the Dem LV sample has an adjusted margin of error of +/-5.4% and the Rep LV sample has an adjusted margin of error +/-4.8%

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

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

HIGHLIGHTS

Trump and Sanders Ahead; Gains by Clinton and Rubio

On the third day of the UMass Lowell/7News Tracking Poll of New Hampshire Primary Voters, Donald Trump continues to lead the Republican field by a wide margin even after a disappointing second place finish in Iowa on Monday night. Trump's lead over his nearest rival is 24 points -- he stays steady at 38%, followed by Sen. Ted Cruz at 14% (no change) and Sen. Marco Rubio at 12% (+2% change). Three former governors, Jeb Bush of Texas at 9% (no change), John Kasich of Ohio at 7% (-2%) and Chris Christie at 6% (+1% change).

In the two-person contest in the first-in-the-nation Democratic primary, Sen. Bernie Sanders continues to hold a commanding 29 point lead over former Secretary of State Hillary Clinton, 61% to 32%. This is a net change of 4 points from yesterday's release, which had Sanders leading by 33 points.

Catch Me If You Can

With six days remaining until Granite State voters head to the polls, Trump and Sanders have commanding leads. On the Republican side, Sen. Marco Rubio appears the most likely to offer a challenge to Trump after outperforming expectations by the greatest margin in Iowa's



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Republican Caucus Monday night. Rubio has gained slowly, but steadily, increasing two points each day since the poll's release on Feb. 1. It remains to be seen whether Rubio will continue to rise after a strong showing in Iowa. He needs big gains in order to get close to Trump's steady 38%.

In 2008, Clinton trailed Obama in every poll released in the final days of the campaign, but Clinton beat the odds and won that primary. While it is possible that she will be able to mount such a comeback in New Hampshire again, she must be able to cut into Sanders' lead in the coming days, as he has polled over 60% in every day of our tracking poll. Furthermore, Sanders supporters are more firmly committed to their votes than Clinton supporters (19% of Sanders voters say the "could change their mind" compared to 25% of Clinton voters). Clinton will have two high profile opportunities to make her case this week with a nationally televised town hall on Wednesday night and a nationally televised debate on Thursday.

Why Trump Leads

Despite a disappointing second place finish in Iowa, Trump still projects a great deal of strength in our tracking poll. He does best among blue-collar voters, winning 47% of those with yearly incomes below \$50,000 compared to 33% among those with yearly incomes over \$100,000. Among those whose highest level of education is high school, or less, Trump gets his strongest support, 60%, compared to those with some college (32%), a college degree (25%) or a graduate degree (25%). Trump also wins 43% of men, compared to 32% of women. And, much like Sanders, he runs strongest among young voters: 48% of 18-29 year olds support Trump, 47% of 30-39 year olds, 40% of 40-49 year olds, 36% of 50-64 year olds and 33% of those 65 and up.

Why Sanders Leads

Bernie Sanders leads Hillary Clinton among every sub-category presented in our cross-tabs, but some of those leads are bigger than others. Sanders, an Independent senator from Vermont, draws his strongest support from those Independent and unaffiliated New Hampshire voters who intend to take the Democratic ballot, winning 67% of Independents compared to 58% of Democrats. While much was made about the gender gap in Iowa, Sanders wins 63% of men and 59% of women. And finally, as we have reported over the last two days, young voters have an overwhelming preference for Sanders. He wins 18-29 year olds, 86%-10% and 30-39 year olds 81%-15%. If the electorate was made up solely of those 65 and older, this would be a near dead heat: Sanders only leads Hillary Clinton 47%-46% among older voters.

More Independents Taking Republican Ballot

The biggest change in our release today is the allocation of Independent voters. On Monday, Independents indicated that 39% would take the Democratic ballot and 36% would take the Republican ballot. On Tuesday, the number was even, with 37% of Independents choosing the



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Democratic ballot and 37% choosing the Republican ballot. In today's release, however, 33% indicate they intend to take the Democratic ballot, while 40% indicated that they intend to take the Republican ballot. This might be occurring for a variety of reasons. First, there are more candidates running on the Republican side, which means greater campaign activity, more phone calls, door knocks, events and advertisements that might mobilize a voter. Additionally, given Sanders' prohibitive lead in New Hampshire, some Independents may be choosing the Republican ballot as their vote is seen as making more of a difference. Whatever the reason, we will pay close attention to this statistic in the days ahead. Independents in New Hampshire are free to choose either ballot on election day and so can wait until the very last minute to decide which party's primary they will participate in.

The Iowa Bounce

This tracking poll was conducted from Sunday-Tuesday of this week. Because of that, only one of three days of data occurred after Iowa. Today provides a preliminary assessment of the Iowa bounce, which appears to be +2 net for Rubio and +4 net for Clinton. However, we hasten to add that these changes are well within the margin of error and might simply be an artifact of random sampling error. A more complete picture of the Iowa bounce will appear in tomorrow's release and the first completely post-Iowa poll will be released on Friday, Feb. 6.