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UMass Lowell/7News Tracking Poll of New Hampshire Voters Release 3

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

Field Dates: 1/31/16-2/2/16

N=1410 New Hampshire Registered Voters (RVs)
N=502 Republican Primary Likely Voters (LVs); N=415 Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 2.92% for all RVs; +/-4.83% for Rep LVs; +/-5.38% 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 1410 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 two, we classified 502 RVs as Republican Likely Voters (LVs) and 415 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 be 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 inhousehold 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)

- 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?
 - 53% Very closely
 - 33 Somewhat closely
 - 9 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.
 - 71% Always
 - 14 Almost always
 - 5 Just sometimes
 - 2 Hardly ever
 - 3 Never
 - 5 Just registered to vote for first time
 - * (VOL) Don't know/no answer
- 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.
 - 7% Definitely not vote
 - 1 Probably not vote
 - 4 May or may not vote
 - 9 Probably vote
 - 76 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 "definitely will vote," or have "already voted" in the election (Q5=5,6) and are following news of the election "very closely" (Q3=1). Independent registrants who don't know or refuse to state which ballot they will take are also screened out.

Out of 1410 RVs, 502 are defined as Republican Likely Voters and 415 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 two 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?

33% Democratic

40 Republican

28 (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^1	RVs	
32%	30%	Hillary Clinton
61	63	Bernie Sanders
1	1	Martin O'Malley ²
1	2	(VOL) Other Candidate (Specify)
4	4	(VOL) Don't know/Unsure
*	*	(VOL) Refused

¹Clinton, Sanders numbers corrected in this column at 7:15 a.m. on 2/3/16. Column previously showed RV #s.

²O'Malley suspended his campaign on 2/1/16; was not offered as a response option on 2/2/16.

	Time T	rend						
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
Hillary Clinton	30	30	32					
Bernie Sanders	61	63	61					
Martin O'Malley	1	1	1					
Undecided/Other	8	5	5					

- 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?
 - 74% Definitely will vote for candidate
 - 26 Could change mind

	presiden	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	2/1 2/2 2/3 2/4										
	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders				
Definitely	76	76	79	81	75	81						
Could Change Mind	24	24	21	19	25	19						
	2/5		2/6		2/7		2/8					
	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders				
Definitely												
Could Change												
Mind												

DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Regis	stration		Party ID				
	Democrat	Independent	Republican	Democrat	Independent	Republican ²		
Hillary Clinton	36	26		39	21			
Bernie Sanders	58	67		55	70			
Martin O'Malley	*	2		1	1			
Undecided/Other	7	5		4	8			

²-insufficient data for cross-tabs

		Income		Education				
	Below \$50k- \$50K \$100k up		\$100k & up	High School or Less Some College		College Degree	Post Graduate Degree	
Hillary Clinton	31	31	38	38	24	27	45	
Bernie Sanders	65	63	57	59	69	66	48	
Martin O'Malley	1	0	2	0	3	0	2	
Undecided/Other	3	7	3	3	4	7	5	

	Gende	er	Age	Age				Ideology			
	Male	Female	18- 29	30- 39	40- 49	50- 64	65+	Liberal	Moderate	Conservative	
Hillary Clinton	29	35	10	15	24	36	46	33	33	29	
Bernie Sanders	63	59	86	81	69	56	47	63	59	53	
Martin O'Malley	3	0	4	0	2	1	0	1	0	5	
Undecided/Other	5	6	0	4	4	7	7	3	8	12	

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%	37%	Donald Trump
14	13	Ted Cruz
12	12	Marco Rubio
7	6	John Kasich
9	10	Jeb Bush
6	6	Chris Christie
3	4	Ben Carson
2	3	Rand Paul
*	*	Rick Santorum
3	2	Carly Fiorina
2	2	Other Candidate (Specify)
4	6	(VOL) Don't know/Unsure
*	*	(VOL) Refused

	Time Tr	end (LVs o	only)					
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
Donald Trump	38	38	38					
Ted Cruz	12	14	14					
Marco Rubio	8	10	12					
John Kasich	9	9	7					
Jeb Bush	9	9	9					
Chris Christie	7	5	6					
Ben Carson	4	3	3					
Rand Paul	4	2	2					
Rick Santorum	1	1	*					
Carly Fiorina	2	3	3					
Mike Huckabee	0	0						
Undecided/Other	8	7	4					

- 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?
 - 56% Definitely will vote for candidate
 - 44 Could change mind

	Will you	definitely	vote for [candidate i	named] in	the New H	ampshire	
	presiden	tial prima	ary or is th	ere a chan	ce you cot	ıld change y	your mind	and vote
		one 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	69	58	57	65	50	49	27	49
Could Change Mind	31	42	43	35	50	51	73	51
	2/3							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Paul
Definitely	69	63	56	61	53	37	36	49
Could Change Mind	31	37	44	39	47	63	64	49
	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 Regis	stration		Party ID		
	Democrat	Independent	Republican	Democrat ³	Independent	Republican
Donald Trump		39	38		35	41
Ted Cruz		14	14		14	15
Marco Rubio		10	14		11	14
John Kasich		9	5		10	4
Jeb Bush		9	8		9	8
Chris Christie		8	4		8	4
Ben Carson		5	3		5	3
Rand Paul		3	1		3	1
Rick Santorum		*	0		*	0
Carly Fiorina		2	3		2	4
Undecided/Other		1	9		4	7

³-insufficient data for cross-tabs

		Income		Education			
	Below \$50K	\$50k- \$100k	\$100k & up	High School or Less	Some College	College Degree	Graduate Degree
Donald Trump	47	42	33	60	32	25	25
Ted Cruz	14	15	11	10	16	16	13
Marco Rubio	12	11	15	7	13	16	20
John Kasich	2	9	8	3	4	14	12
Jeb Bush	10	5	9	5	14	4	10
Chris Christie	1	6	8	4	2	12	9
Ben Carson	5	3	4	3	4	2	4
Rand Paul	0	1	3	1	2	3	0
Rick Santorum	0	0	*	0	*	0	0
Carly Fiorina	5	1	3	1	4	1	7
Undecided/Other	4	5	6	6	8	7	1

	Gende	er	Age					Ideology		
	Male	Female	18- 29	30- 39	40- 49	50- 64	65+	Liberal4	Moderate	Conservative
Donald Trump	43	32	48	47	40	36	33		37	38
Ted Cruz	14	14	12	16	21	14	8		5	20
Marco Rubio	9	16	14	12	11	11	15		11	14
John Kasich	5	9	4	3	3	8	11		12	4
Jeb Bush	7	11	6	0	11	8	11		11	7
Chris Christie	7	4	4	5	4	7	6		9	4
Ben Carson	4	3	0	4	2	4	3		2	5
Rand Paul	3	0	12	1	1	1	0		3	1
Rick Santorum	*	0	0	0	0	0	1		0	*
Carly Fiorina	2	1	0	7	3	3	3		4	2
Undecided/Other	6	6	0	3	4	8	6		7	5

⁵ –insufficient data for cross-tabs

WHO WILL WIN?

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

[OPTIONS WERE NOT READ]

	ALL Registered Voters							
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
Hillary Clinton	23	23	22					
Bernie Sanders	16	17	16					
Donald Trump	22	24	23					
Ted Cruz	3	3	5					
Marco Rubio	2	3	4					
John Kasich	1	1	1					
Jeb Bush	2	2	1					
Chris Christie	1	*	1					
Ben Carson	*	2	*					
Rand Paul	0	*	*					
Rick Santorum	0	0	0					
Carly Fiorina	*	*	0					
Michael	*	*	*					
Bloomberg								
Other/DK/NA	30	27	27					

Demographics and Political Variables Weighted percentages

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	24	26	2	61
Independent	49	41	43	39
Republican	27	33	56	1
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	23	27		64
Independent/Else/DK/NA	49	35	39	36
Republican	28	38	61	
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	24	25	4	53
Moderate	40	35	32	40
Conservative	35	40	65	7
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	15	9	8	11
30-39	13	11	9	11
40-49	18	19	21	16
50-64	31	36	37	33
65 and up	22	25	22	29
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	48	51	57	42
Female	52	49	43	58
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	91	93	94	91
Non-White	9	7	6	9
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	30	27	32	18
Some College	32	31	33	28
College Degree	23	26	21	31
Post-Graduate Degree	13	16	12	22
Income	RVs	LVs	Rep LVs	Dem LVs
Less than \$50k	29	23	19	29
\$50k-\$100k	31	33	34	32
More than \$100k	28	32	35	29