



University of
Massachusetts
UMASS Lowell

Center for Public Opinion

UMass Lowell/7News Daily Tracking Poll of New Hampshire Voters, Release 4 of 8

Feb. 1-3, 2016

N=1410 New Hampshire Registered Voters with a subsample of a 420 Democratic Primary Likely Voters and 487 Republican Primary Likely Voters.

The RV sample has an adjusted margin of error of +/-2.9% the Dem LV sample has an adjusted margin of error of +/-5.3% and the Rep LV sample has an adjusted margin of error +/-4.9%.

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

Clinton and Rubio Gaining; Trump and Sanders Each Still Lead by More Than 20 Points

On the fourth day of the UMass Lowell/7News Tracking Poll of New Hampshire Primary Voters, former Secretary of State Hillary Clinton has made a big move. She now trails Sen. Bernie Sanders of Vermont by 22 points, 58%-36%. While Sanders still has a large lead, this represents a 4 point increase for Clinton and a 3 point decrease for Sanders from yesterday, for a net change of 7 percentage points. Sanders' lead has decreased 12 points since Tuesday's release, when he led Clinton 63%-30%. It remains to be seen if this number represents a static bounce for Clinton following her win in Iowa or if her support is trending towards another comeback. Clinton famously came back and won New Hampshire after losing Iowa to Barack Obama and trailing by double digits in the polls in 2008. However, Clinton never trailed Obama by as much as she trails Sanders now.

Meanwhile, businessman and reality television personality Donald Trump leads his nearest Republican challenger by 21 points. Trump is garnering support from 36% of Republican primary voters; he is down 2 points from Wednesday's release. What has changed in the race for second place. Sen. Marco Rubio from Florida increased another 3 points on the Republican side



University of
Massachusetts
UMASS Lowell

Center for Public Opinion

to 15%, followed by Sen. Ted Cruz at 14% (no change), Gov. Jeb Bush at 8% (-1), Gov. John Kasich at 7% (no change), Gov. Chris Christie at 5% (-1), Dr. Ben Carson at 4% (+1) and Carly Fiorina is at 3% (no change). Rubio is the only candidate on either the Democratic or Republican side to increase his share of the vote every day in our tracking poll and his apparent increase is evidence that his strong third place finish in Iowa may have cemented his place in this race. Despite winning Iowa, Ted Cruz has held steady at 14%. The trends suggest that if anyone is to pose a challenge to Trump in New Hampshire, it is most likely to be the surging Rubio.

Why Trump Leads, Where Rubio is Gaining

Trump continues to lead his opponents among every subgroup presented in our cross-tabs, suggesting he has broad-based support. His support continues to be strongest among those whose highest level of education is “high school or less,” where he garners 53% support; none of his rivals get more than 9%. Despite his own wealth, Trump’s support is strongest among those whose family income is less than \$50,000 a year. He wins 42% of those voters, compared to 30% of those who have an annual income of \$100,000 or more. Trump also gets strong support from men – 40% indicate they will vote for him, compared to 31% of women.

Rubio’s gains are strongest among Republican registrants. Two days ago, Rubio was winning 11% of Republicans, while today he gets the support of 18%, an increase of 7%. Rubio has also seen an 8 percentage point increase among women since Tuesday, moving from 12% support to 20% support. Rubio’s support among older voters, those 65 and up, has doubled from 11% to 22% since Tuesday as well.

Why Sanders Leads, Where Clinton is Gaining

Sanders’ coalition has not changed. He wins young voters by wide margins, garnering 87% support from those 18-29 and 74% support from those 30-39. Sanders also does best among those with lower family incomes, where he enjoys 67% of those whose family income is below \$50,000 per year, compared to 52% support from those who make over \$100,000. Liberals (62%-35%) prefer Sanders more so than moderates (54%-40%), but he is winning among both groups. Interestingly, while Sanders finds more support among liberals, it is Independents and not Democrats who bolster his lead the most. Sanders leads by 7 points (51%-44%) among those who self-identify as Democrats (as opposed to those who are registered as Democrats) but by 43 points (69%-26%) among those who self-identify as Independents and intend to vote in the Democratic primary. The shift we have seen in Independents becoming more likely to take the Republican over the Democratic ballot over the last two days has helped Clinton close the gap.

Clinton has had some success cutting into Sanders’ lead among 30-39 year olds, increasing her vote share from 5% to 21% over the last two days (compared to the tracking release on 2/2/16). She is also strongest and has gained among those who have a graduate degree, where she now leads by five points, 49%-44%. Interestingly, the gender gap is not nearly as pronounced as it



University of
Massachusetts
Lowell

Center for Public Opinion

was in the Iowa entrance polls: Sanders leads among men 61%-32% and among women 56%-39%.

The Iowa Bounce

This tracking poll was conducted from Monday, Feb. 1 through Wednesday, Feb. 3. Because of that, two of three nights of data collection occurred after the Iowa Caucuses (held on Feb. 1). Today provides more evidence of the Iowa bounce, apparent gains for both Rubio and Clinton. All of the interviews in tomorrow's tracking poll update will have been completed after the Iowa Caucus.

General Election Trial Heats Tomorrow

In addition to a 100% post-Iowa release tomorrow, our tracking poll will also contain general election trial-heat matchups pitting both Sanders and Clinton against Trump, Rubio and Cruz in the general election in Nov. One of the major discussions in this campaign has centered on the electability of candidates, particularly with the success of outsider candidates.