



University of  
Massachusetts  
UMASS Lowell

Center for Public Opinion

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

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

Field Dates: 2/1/16-2/3/16

N=1410 New Hampshire Registered Voters (RVs)

N=487 Republican Primary Likely Voters (LVs); N=420 Democratic Primary Likely Voters  
Adjusted Margin of Error: +/- 2.88% for all RVs; +/-4.87% for Rep LVs; +/-5.33% for Dem LVs

Margins of error have been adjusted to include for design effects resulting from weighting and survey design features.

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### 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 of RVs is 53% LL/47% cell). Using the model detailed on page two, we classified 487 RVs as Republican Likely Voters (LVs) and 420 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 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](mailto: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?

55% Very closely  
30 Somewhat closely  
9 Just a bit  
5 Haven't really been following it much at all  
1 (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.

72% Always  
13 Almost always  
4 Just sometimes  
3 Hardly ever  
4 Never  
4 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.

7% Definitely not vote  
2 Probably not vote  
3 May or may not vote  
8 Probably vote  
76 Definitely vote  
3 Already voted  
1 (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, 487 are defined as Republican Likely Voters and 420 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?

33%	Democratic
40	Republican
27	(VOL) Don't know/No answer/ Neither ballot/Will not vote

**DEMOCRATIC PRIMARY (N=420 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]

<b>LVs</b>	<b>RVs</b>		
36%	34%	Hillary Clinton	
58	61	Bernie Sanders	
1	1	(VOL) Other Candidate (Specify)	<sup>1</sup>
4	4	(VOL) Don't know/Unsure	
*	*	(VOL) Refused	

<sup>1</sup>Martin O'Malley suspended his campaign on 2/1/16; was not offered as a response option on 2/2/16 or 2/3/16. We have allocated any of his intended voters to the category above, "other candidate."

	Time Trend							
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
<b>Hillary Clinton</b>	30	30	32	<b>36</b>				
<b>Bernie Sanders</b>	61	63	61	<b>58</b>				
<b>Martin O'Malley</b>	1	1	1	--				
<b>Undecided/Other</b>	8	5	5	<b>5</b>				

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? [ALL DEM LVs]

75% Definitely will vote for candidate  
25 Could change mind

	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
<b>Definitely Could Change Mind</b>	76	76	79	81	75	81	<b>74</b>	<b>81</b>
	24	24	21	19	25	19	<b>26</b>	<b>19</b>
<b>Definitely Could Change Mind</b>	2/5		2/6		2/7		2/8	
	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders

## DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican <sup>2</sup>
<b>Hillary Clinton</b>	40	30	--	44	26	--
<b>Bernie Sanders</b>	54	66	--	51	69	--
<b>Undecided/Other</b>	6	4	--	5	5	--

<sup>2</sup>—insufficient data for cross-tabs

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
<b>Hillary Clinton</b>	29	34	44	35	30	34	49
<b>Bernie Sanders</b>	67	60	52	59	66	63	44
<b>Undecided/Other</b>	4	6	4	6	4	3	7

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
<b>Hillary Clinton</b>	32	39	13	21	35	36	52	35	40	31
<b>Bernie Sanders</b>	61	56	87	74	60	60	40	62	54	56
<b>Undecided/Other</b>	5	6	0	5	5	5	8	3	6	13

	Race/Ethnicity	
	White	Non-White
<b>Hillary Clinton</b>	35	47
<b>Bernie Sanders</b>	59	49
<b>Undecided/Other</b>	6	4

**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	
36%	34%	Donald Trump
14	13	Ted Cruz
15	15	Marco Rubio
7	7	John Kasich
8	10	Jeb Bush
5	5	Chris Christie
4	4	Ben Carson
3	2	Carly Fiorina
2	3	Other Candidate (Specify) <sup>3</sup>
6	7	(VOL) Don't know/Unsure/Refused

<sup>3</sup>Note: Rand Paul and Rick Santorum suspended their campaigns on 2/3/16 before the start of calling; we did not include them on the candidate list. We have allocated any voters from 2/1/16 and 2/2/16 to "Other Candidate"

	Time Trend (LVs only)							
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
<b>Donald Trump</b>	38	38	38	<b>36</b>				
<b>Ted Cruz</b>	12	14	14	<b>14</b>				
<b>Marco Rubio</b>	8	10	12	<b>15</b>				
<b>John Kasich</b>	9	9	7	<b>7</b>				
<b>Jeb Bush</b>	9	9	9	<b>8</b>				
<b>Chris Christie</b>	7	5	6	<b>5</b>				
<b>Ben Carson</b>	4	3	3	<b>4</b>				
<b>Carly Fiorina</b>	2	3	3	<b>3</b>				
<b>Rand Paul</b>	4	2	2	--				
<b>Rick Santorum</b>	1	1	*	--				
<b>Mike Huckabee</b>	0	0	--	--				
<b>Undecided/Other</b>	8	7	4	<b>8</b>				

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?

59% Definitely will vote for candidate  
41 Could change mind

[Cross-Tabs for this question on following page]



**REPUBLICAN PRIMARY LV CROSS-TABS**

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat <sup>4</sup>	Independent	Republican
<b>Donald Trump</b>	--	38	35	--	36	36
<b>Ted Cruz</b>	--	16	13	--	16	13
<b>Marco Rubio</b>	--	11	18	--	14	17
<b>John Kasich</b>	--	11	5	--	9	6
<b>Jeb Bush</b>	--	7	9	--	7	9
<b>Chris Christie</b>	--	7	3	--	5	4
<b>Ben Carson</b>	--	4	4	--	4	4
<b>Carly Fiorina</b>	--	2	3	--	1	3
<b>Undecided/Other</b>	--	4	10	--	7	8

<sup>4</sup>--insufficient data for cross-tabs

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Graduate Degree
<b>Donald Trump</b>	42	38	30	53	33	23	28
<b>Ted Cruz</b>	13	18	10	9	15	18	14
<b>Marco Rubio</b>	17	13	18	8	18	20	18
<b>John Kasich</b>	1	9	8	5	3	11	17
<b>Jeb Bush</b>	8	9	8	9	11	3	8
<b>Chris Christie</b>	2	4	7	4	*	10	8
<b>Ben Carson</b>	5	3	4	3	6	2	3
<b>Carly Fiorina</b>	4	1	2	1	5	1	3
<b>Undecided/Other</b>	4	5	11	8	8	8	2

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal <sup>5</sup>	Moderate	Conservative
<b>Donald Trump</b>	40	31	36	38	34	38	34	--	38	34
<b>Ted Cruz</b>	15	13	15	16	19	15	6	--	6	20
<b>Marco Rubio</b>	11	20	9	14	15	12	22	--	11	17
<b>John Kasich</b>	6	9	10	13	2	6	10	--	11	5
<b>Jeb Bush</b>	8	9	10	0	12	8	10	--	10	7
<b>Chris Christie</b>	6	3	5	6	4	6	3	--	7	3
<b>Ben Carson</b>	4	3	0	3	3	5	3	--	2	5
<b>Carly Fiorina</b>	1	4	0	6	2	3	2	--	3	2
<b>Undecided/Other</b>	9	6	16	3	9	7	9	--	12	6

<sup>5</sup>--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
<b>Hillary Clinton</b>	23	23	22	<b>25</b>				
<b>Bernie Sanders</b>	16	17	16	<b>17</b>				
<b>Donald Trump</b>	22	24	23	<b>20</b>				
<b>Ted Cruz</b>	3	3	5	<b>6</b>				
<b>Marco Rubio</b>	2	3	4	<b>5</b>				
<b>John Kasich</b>	1	1	1	<b>1</b>				
<b>Jeb Bush</b>	2	2	1	<b>1</b>				
<b>Chris Christie</b>	1	*	1	<b>*</b>				
<b>Ben Carson</b>	*	2	*	<b>*</b>				
<b>Carly Fiorina</b>	*	*	0	<b>*</b>				
<b>Michael Bloomberg</b>	*	*	*	<b>*</b>				
<b>Other/DK/NA</b>	30	27	27	<b>24</b>				

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

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	25	27	3	59
Independent	50	41	41	41
Republican	26	32	56	1
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	25	28	--	66
Independent/Else/DK/NA	48	37	39	34
Republican	27	35	61	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	24	26	5	54
Moderate	42	36	32	41
Conservative	34	38	62	6
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	15	9	9	11
30-39	13	11	12	9
40-49	18	21	22	18
50-64	31	35	35	35
65 and up	22	24	22	27
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	49	50	57	40
Female	51	50	43	60
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	91	94	95	91
Non-White	9	6	5	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