



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.

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; [@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 LV CROSS-TABS

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

²—insufficient data for cross-tabs

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

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

| | Race/Ethnicity | |
|------------------------|----------------|-----------|
| | White | Non-White |
| Hillary Clinton | 35 | 47 |
| Bernie Sanders | 59 | 49 |
| Undecided/Other | 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) ³ |
| 6 | 7 | (VOL) Don't know/Unsure/Refused |

³Note: 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 |
| Donald Trump | 38 | 38 | 38 | 36 | | | | |
| Ted Cruz | 12 | 14 | 14 | 14 | | | | |
| Marco Rubio | 8 | 10 | 12 | 15 | | | | |
| John Kasich | 9 | 9 | 7 | 7 | | | | |
| Jeb Bush | 9 | 9 | 9 | 8 | | | | |
| Chris Christie | 7 | 5 | 6 | 5 | | | | |
| Ben Carson | 4 | 3 | 3 | 4 | | | | |
| Carly Fiorina | 2 | 3 | 3 | 3 | | | | |
| Rand Paul | 4 | 2 | 2 | -- | | | | |
| Rick Santorum | 1 | 1 | * | -- | | | | |
| Mike Huckabee | 0 | 0 | -- | -- | | | | |
| Undecided/Other | 8 | 7 | 4 | 8 | | | | |

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

⁴--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 | 42 | 38 | 30 | 53 | 33 | 23 | 28 |
| Ted Cruz | 13 | 18 | 10 | 9 | 15 | 18 | 14 |
| Marco Rubio | 17 | 13 | 18 | 8 | 18 | 20 | 18 |
| John Kasich | 1 | 9 | 8 | 5 | 3 | 11 | 17 |
| Jeb Bush | 8 | 9 | 8 | 9 | 11 | 3 | 8 |
| Chris Christie | 2 | 4 | 7 | 4 | * | 10 | 8 |
| Ben Carson | 5 | 3 | 4 | 3 | 6 | 2 | 3 |
| Carly Fiorina | 4 | 1 | 2 | 1 | 5 | 1 | 3 |
| Undecided/Other | 4 | 5 | 11 | 8 | 8 | 8 | 2 |

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

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

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 |