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 (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]

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

[1]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
Hillary Clinton	30	30	32	**36**				
Bernie Sanders	61	63	61	**58**				
Martin O'Malley	1	1	1	**--**				
Undecided/Other	8	5	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? [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**
Definitely	76	76	79	81	75	81	**74**	**81**
Could Change Mind	24	24	21	19	25	19	**26**	**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 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

[3]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
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]

	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							
	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**	**Fiorina**
Definitely	**74**	**64**	**54**	**57**	**54**	**37**	**45**	**66**
Could Change Mind	**26**	**35**	**46**	**43**	**46**	**63**	**55**	**34**
	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 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