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Massachusetts  
UMASS Lowell

Center for Public Opinion

## UMass Lowell/7News Daily Tracking Poll of New Hampshire Voters, Release 5 of 8

Feb. 2-4, 2016

**N=1417 New Hampshire Registered Voters with a subsample of a 434 Democratic Primary Likely Voters and 500 Republican Primary Likely Voters.**

**The RV sample has an adjusted margin of error of +/-2.89% the Dem LV sample has an adjusted margin of error of +/-5.24% and the Rep LV sample has an adjusted margin of error +/-4.80%.**

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.

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### HIGHLIGHTS

#### ***Post-Iowa Caucus Poll Shows Clinton Closing the Gap; Sanders leads by 15***

Today's release marks the fifth day of the UMass Lowell/7News Tracking Poll of New Hampshire Primary Voters and is the first release with three days of post-Iowa Caucus data. Former Secretary of State Hillary Clinton has made another big move. She now trails Sen. Bernie Sanders of Vermont by 15 points, 55%-40%. While Sanders still has a double-digit lead, this represents a four-point increase for Clinton and a three-point decrease for Sanders from yesterday, for a net change of seven percentage points. Since our first release on Feb. 1, Clinton has closed the gap by 16 points, when she trailed Sanders 61%-30%. It is now quite clear that Clinton's win in Iowa has led to a sizeable bump. The candidates engaged in a spirited debate on Thursday night and it remains to be seen if that may have any impact in the trajectory of the Democratic nomination contest in New Hampshire.

#### ***Trump Leads by 19; Race is Tightening***

Meanwhile, after losing the expectations game in Iowa, businessman and reality television personality Donald Trump continues to lead his nearest Republican challenger by 19 points. Trump is garnering support from 34% of Republican primary voters; he is down two points from



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Wednesday's release and four points since our first release before the Iowa Caucus. Senator Marco Rubio of Florida, who had previously gained in every day of our tracking poll, remains at 15%, unchanged from yesterday. Ted Cruz is at 14% (no change), John Kasich is at 8% (+1), Jeb Bush is at 8% (no change), Chris Christie is at 5% (no change), Ben Carson is at 4% (no change), Carly Fiorina is at 3% (no change), of Republican Primary Likely Voters 8% remain undecided.

### ***Soft Support: 42% of Republicans Still Could Change Their Minds***

Republican primary voters, however, are still making up their minds. In addition to the 8% who remain undecided, 42% say that they could change their mind. Of these, support is strongest for Trump (26% of his voters could change their minds) and Ted Cruz (31% of his voters could change their mind). Support is weakest for Chris Christie (62% could change mind), Marco Rubio (53%), Bush (51%) and Carson (51%). Notably these numbers should be troubling for Marco Rubio, who has gained on the frontrunner Trump because more than half of his support remains soft.

On the Democratic side, equal numbers (19%) of Sanders and Clinton voters report that they could still change their mind.

### ***Sanders Wins the Youth Vote and Independents, Clinton Making Inroads with Independents***

Sanders continue to win young voters an astounding 89%. He gets 72% of support from 30-39 year olds, 53% support from 40-49 year olds, 56% support from 50-64 year olds; the only age category where Sanders loses to Clinton is those 65 and older – he gets 39% to Clinton 54%. Sanders' support has softened most among those over 40. He is down seven points from yesterday's release among 40-49 year olds and four points among 50-64 year olds. Sanders also continues to win Independents by a large margin, 62%-35%, although, his lead has decreased from 66-30% since yesterday's release.

### ***Trump Winning Among Less Educated, Lower Income Voters***

Trump continues to poll strongly; he leads in every sub-category presented in the cross-tabs of the topline. He gains equivalent support (34%) from both registered Republicans and Independents and nearly equivalent support among men (35%) and women (33%). His largest constituency of support continues to be blue collar voters – those whose highest level of education is high school or less – support Trump at 46%, although this number is down seven points from Thursday's release; his support among those whose family income is \$50,000 or less is 42%, compared to 27% among those whose family income is \$100,000 or more.



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*Trial Heats and Electability*

Today's release also includes data on six hypothetical trial heats for the general Presidential election in the Fall of 2016 pitting both Sanders and Clinton against the three top polling GOP candidates among registered voters in the Granite State. New Hampshire, which is a battleground state, supports the Democratic candidate in five of the six hypothetical matchups. Bernie Sanders leads Donald Trump by 19 points (54%-35%), Ted Cruz by 21 points (54-33%) and Marco Rubio by 14 points (51%-37%). Hillary Clinton leads Trump by four points (44%-40%), Ted Cruz by three points (44%-41%), but she trails Marco Rubio by three points (41% to Rubio's 44%). As has been argued by his campaign, Rubio runs the best in hypothetical matchups against both Clinton and Sanders. However, on the Democratic side, Sanders appears to have a broader initial appeal to voters in New Hampshire than Clinton.