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Daily Tracking Poll of New Hampshire Voters Release 5 of 8

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

Field Dates: 2/2/16-2/4/16

N=1417 New Hampshire Registered Voters (RVs)
N=500 Republican Primary Likely Voters (LVs); N=434 Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 2.89% for all RVs; +/-4.80% for Rep LVs; +/-5.24% 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 500 RVs as Republican Likely Voters (LVs) and 434 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 as 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?

57%   Very closely
29   Somewhat closely
9   Just a bit
4   Haven't really been following it much at all
*   (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
5   Just sometimes
2   Hardly ever
3   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.

6%   Definitely not vote
2   Probably not vote
3   May or may not vote
8   Probably vote
77   Definitely vote
4   Already voted
*   (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, 500 are defined as Republican Likely Voters and 434 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 two 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?

    36%   Democratic
    39   Republican
    25   (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	
40%	36%	Hillary Clinton
55	58	Bernie Sanders
*	*	(VOL) Other Candidate (Specify) [1]
4	4	(VOL) Don't know/Unsure
*	*	(VOL) Refused

	Time Trend							
	2/1	2/2	2/3	2/4	**2/5**	2/6	2/7	2/8
Hillary Clinton	30	30	32	36	**40**			
Bernie Sanders	61	63	61	58	**55**			
Martin O'Malley[1]	1	1	1	--	--			
Undecided/Other	8	5	5	5	**5**			

[1]Martin O'Malley suspended his campaign on 2/1/16; he was not asked as a response option starting on 2/2

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]

81%   Definitely will vote for candidate[1]
19   Could change mind

1 Percentages corrected as of 8:15 a.m. on 2/5/16. Numbers did not reflect latest results.

	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	**81**	**81**						
Could Change Mind	**19**	**19**						

DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican[2]
Hillary Clinton	43	35	--	46	32	--
Bernie Sanders	52	62	--	49	64	--
Undecided/Other	5	3	--	5	3	--

[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	36	35	45	36	41	39	45
Bernie Sanders	60	60	51	61	55	58	48
Undecided/Other	4	4	3	3	4	3	6

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Hillary Clinton	35	43	11	22	41	41	54	40	40	43
Bernie Sanders	59	53	89	72	53	56	39	56	54	54
Undecided/Other	6	4	0	6	6	3	7	3	6	3

	Race/Ethnicity	
	White	Non-White
Hillary Clinton	39	53
Bernie Sanders	56	45
Undecided/Other	5	3

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	
34%	32%	Donald Trump
14	14	Ted Cruz
15	15	Marco Rubio
8	8	John Kasich
8	9	Jeb Bush
5	5	Chris Christie
4	4	Ben Carson
3	3	Carly Fiorina
2	2	Other Candidate (Specify)[3]
6	8	(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 for Paul or Santorum from 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	**34**			
Ted Cruz	12	14	14	14	**14**			
Marco Rubio	8	10	12	15	**15**			
John Kasich	9	9	7	7	**8**			
Jeb Bush	9	9	9	8	**8**			
Chris Christie	7	5	6	5	**5**			
Ben Carson	4	3	3	4	**4**			
Carly Fiorina	2	3	3	3	**3**			
Rand Paul	4	2	2	--	--			
Rick Santorum	1	1	*	--	--			
Mike Huckabee	0	0	--	--	--			
Undecided/Other	8	7	4	8	**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?

     58%   Definitely will vote for candidate
     42   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**	**Fiorina**
Definitely	**74**	**69**	**47**	**63**	**49**	**38**	**49**	**65**
Could Change Mind	**26**	**31**	**53**	**37**	**51**	**62**	**51**	**35**
	2/6							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Fiorina
Definitely								
Could Change Mind								
	2/7							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Fiorina
Definitely								
Could Change Mind								
	2/8							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Fiorina
Definitely								
Could Change Mind								

REPUBLICAN PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat[4]	Independent	Republican
Donald Trump	--	34	34	--	33	35
Ted Cruz	--	17	12	--	19	11
Marco Rubio	--	12	17	--	14	17
John Kasich	--	13	5	--	9	7
Jeb Bush	--	6	10	--	6	10
Chris Christie	--	7	4	--	5	4
Ben Carson	--	4	5	--	4	4
Carly Fiorina	--	2	4	--	3	3
Undecided/Other	--	3	10	--	6	9

[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	39	27	46	33	28	21
Ted Cruz	13	20	10	13	11	20	11
Marco Rubio	15	13	18	10	18	16	20
John Kasich	1	9	10	4	8	9	18
Jeb Bush	10	6	8	10	10	2	10
Chris Christie	2	4	8	3	2	9	10
Ben Carson	7	3	4	5	6	1	3
Carly Fiorina	2	2	5	1	5	1	4
Undecided/Other	8	5	10	8	6	13	3

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal[5]	Moderate	Conservative
Donald Trump	35	33	38	38	35	37	25	--	36	32
Ted Cruz	17	10	13	25	15	14	8	--	5	20
Marco Rubio	11	21	0	9	18	14	22	--	13	16
John Kasich	6	11	16	14	2	6	10	--	11	7
Jeb Bush	8	8	12	0	9	7	12	--	9	8
Chris Christie	5	4	6	5	6	5	4	--	10	3
Ben Carson	5	3	0	2	3	6	5	--	2	5
Carly Fiorina	3	3	4	2	2	3	4	--	3	4
Undecided/Other	9	5	11	7	9	6	6	--	11	6

[5] –insufficient data for cross-tabs

TRIAL HEATS (ALL Registered Voters = 1417)

Thinking ahead to November, if the election for President of the United States was being held today and the candidates were (Hillary Clinton/Bernie Sanders, the Democrat) and (Donald Trump/Marco Rubio/Ted Cruz, the Republican), for whom would you vote?

Q10a	**Clinton vs. Trump**		Q11a	**Sanders vs. Trump**	
44%	Clinton		54%	Sanders	
40	Trump		35	Trump	
16	Other/DK/REF		11	Other/DK/REF	
Q10b	**Clinton vs. Cruz**		Q11b	**Sanders vs. Cruz**	
44%	Clinton		54%	Sanders	
41	Cruz		33	Cruz	
15	Other/DK/REF		13	Other/DK/REF	
Q10c	**Clinton vs. Rubio**		Q11c	**Sanders vs. Rubio**	
41%	Clinton		51%	Sanders	
44	Rubio		37	Rubio	
15	Other/DK/REF		12	Other/DK/REF	

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	**27**			
Bernie Sanders	16	17	16	17	**16**			
Donald Trump	22	24	23	20	**17**			
Ted Cruz	3	3	5	6	**7**			
Marco Rubio	2	3	4	5	**7**			
John Kasich	1	1	1	1	**1**			
Jeb Bush	2	2	1	1	**1**			
Chris Christie	1	*	1	*	*****			
Ben Carson	*	2	*	*	*****			
Carly Fiorina	*	*	0	0	**0**			
Michael Bloomberg	*	*	*	*	*****			
Other/DK/NA	30	27	27	24	**23**			

Demographics and Political Variables
Weighted percentages

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	28	3	59
Independent	49	41	41	40
Republican	25	31	56	*
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	27	29	--	65
Independent/Else/DK/NA	47	37	38	35
Republican	26	34	62	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	25	26	5	53
Moderate	40	35	30	42
Conservative	34	39	65	6
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	14	9	7	12
30-39	13	11	13	8
40-49	18	19	20	16
50-64	32	34	35	34
65 and up	22	26	24	30
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	49	51	60	39
Female	51	49	40	61
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	91	94	95	93
Non-White	9	6	5	7
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	30	28	31	24
Some College	31	29	31	27
College Degree	24	25	22	29
Post-Graduate Degree	14	16	14	19
Income	RVs	LVs	Rep LVs	Dem LVs
Less than $50k	26	22	19	26
$50k-$100k	33	36	36	36
More than $100k	29	32	34	29