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Center for Public Opinion

**UMass Lowell/7News  
Daily Tracking Poll of New Hampshire Voters, Release 6 of 8**

**February 3 - February 5, 2016**

**N=1421 New Hampshire Registered Voters with a subsample of a 433 Democratic Primary Likely Voters and 501 Republican Primary Likely Voters.**

**The RV sample has an adjusted margin of error of +/-2.90% the Dem LV sample has an adjusted margin of error of +/-5.24% and the Rep LV sample has an adjusted margin of error +/-4.86%**

See <http://uml.edu/polls> for full questionnaire/topline results and detailed methodology disclosure.

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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**

### ***Trump Leads by 21; Sanders Leads by 14***

Today's release marks the sixth consecutive daily release of the UMass Lowell/7News Tracking Poll of New Hampshire Primary. The name of today's release is stasis. Sen. Bernie Sanders' lead dropped one point from 15 to 14; he now leads Fmr. Sec. of State Hillary Clinton 55%-41%. Meanwhile, Donald Trump, whose political obituary has been written several times in the last two weeks, saw his lead track upward for the first time this week. Trump is up overnight by 1 point, from 34 to 35%. He leads nearest rival Sen. Marco Rubio, who dropped one point overnight to 14% by 21 points. Sen. Ted Cruz is at 13% (-1), Gov. John Kasich is at 10% (+2), Gov. Jeb Bush is at 10% (+2), Gov. Chris Christie is at 4% (-1), Dr. Ben Carson is at 3% (-1), and business executive Carly Fiorina is at 3% (no change). Undecided voters trended up one point to 9%.

### ***Results Are Static, but a Lot of Republican Voters Might Still Change Their Minds***

After it looked like Rubio was potentially surging in New Hampshire after a strong third place finish in the Iowa Caucus, he began to face increased criticism from other so-called establishment candidates, including Bush, Kasich and Christie. His surge appears to have stalled, while Kasich and Bush are eying third place. Cruz, who had a stunning victory in the Iowa Caucus, stands at 13 and has not enjoyed any bounce out of Iowa. Of the candidates polling over 10% on the Republican side, the candidate with the softest support is Rubio – 55% of those



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who intend to vote for him could still change their mind. That “could change mind” number is at 43% for Kasich, 43% for Bush, 39% for Cruz, and 22% for Trump. This reflects the fact that no single challenger has been able to break away from the pack to challenge Trump in New Hampshire. While the cumulative support for Rubio, Kasich, Bush and Christie totals 38% of the vote, it would take a concerted coordination effort for the coalition that is most likely to oppose and defeat Trump to come together. The likelihood of that happening in New Hampshire is decreasing with every day.

Indeed, one of the most uncommon numbers in this poll is that the number of registered Republicans at 11% outnumbers the undecided rate among registered independents who intend to take the Republican ballot (5%). In most polls, partisan voters are much quicker to decide than unenrolled voters, but the sheer number of candidates along with the lack of a clear frontrunner and/or challenger has led to a great deal of indecision in the Republican electorate. We are not seeing big changes right now, but the potential for change before next Tuesday’s primary is quite high.

### ***The Democrats and the Gender Gap***

One of the more compelling stories at the start of our tracking poll was that Sanders was winning among both men and women by large margins. As the poll tracked forward, Clinton was cutting into both leads as she surged from down 31 points to down 15 points. As that happened, the gender gap began to shrink. However, the gap is now widening again, even though Clinton tracked up 1 point in last night’s numbers. Men support Sanders by more than 2 to 1, 63% to 31% for Clinton. However, among women, support is now nearly even; Sanders leads 50%-48%. If the Clinton campaign finds a way to turn the increase in support among women into a lead, that can pay huge dividends, as women represent 61% of the Democratic likely voter electorate. It remains to be seen what effect the spirited Thursday night debate had on Clinton’s margins with women. This survey includes one day of post-debate data; if the trend continues tomorrow, we could see Clinton continue to close the gap.