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Massachusetts  
UMASS Lowell

Center for Public Opinion

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

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

Field Dates: 2/4/16-2/6/16

N=1413 New Hampshire Registered Voters (RVs)

N=516 Republican Primary Likely Voters (LVs); N=428 Democratic Primary Likely Voters  
Adjusted Margin of Error: +/- 2.97% for all RVs; +/-4.82% for Rep LVs; +/-5.38% for Dem LVs

Margins of error have been adjusted to include for design effects resulting from weighting and survey design features.

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### Methodology in Brief

Data collection by live interviewers from Abt SRBI, Inc. This is a probability sample of 1413 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 516 RVs as Republican Likely Voters (LVs) and 428 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](mailto: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?

58% Very closely  
29 Somewhat closely  
8 Just a bit  
5 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  
12 Almost always  
6 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.

7% Definitely not vote  
3 Probably not vote  
4 May or may not vote  
9 Probably vote  
75 Definitely vote  
3 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, 516 are defined as Republican Likely Voters and 428 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?

38%	Democratic
37	Republican
24	(VOL) Don't know/No answer/ Neither ballot/Will not vote

**DEMOCRATIC PRIMARY (N=428 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]

<b>LVs</b>	<b>RVs</b>		
40%	35%	Hillary Clinton	
57	60	Bernie Sanders	
*	*	(VOL) Other Candidate (Specify)	1
1	3	(VOL) Don't know/Unsure	
1	1	(VOL) Refused	

	Time Trend							
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
<b>Hillary Clinton</b>	30	30	32	36	40	41	<b>40</b>	
<b>Bernie Sanders</b>	61	63	61	58	55	55	<b>57</b>	
<b>Martin O'Malley<sup>1</sup></b>	1	1	1	--	--	--	--	
<b>Undecided/Other</b>	8	5	5	5	5	4	<b>2</b>	

<sup>1</sup>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]

79% Definitely will vote for candidate  
21 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 Could Change Mind	76	76	79	81	75	81	74	81
	24	24	21	19	25	19	26	19
	2/5		2/6		2/7		2/8	
	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders
<b>Definitely Could Change Mind</b>	81	81	84	81	<b>82</b>	<b>81</b>		
	19	19	16	19	<b>18</b>	<b>19</b>		

**DEMOCRATIC PRIMARY LV CROSS-TABS**

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican <sup>2</sup>
<b>Hillary Clinton</b>	43	37	--	45	33	--
<b>Bernie Sanders</b>	54	62	--	53	64	--
<b>Undecided/Other</b>	3	2	--	2	3	--

<sup>2</sup>—insufficient data for cross-tabs

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
<b>Hillary Clinton</b>	35	38	46	36	41	45	38
<b>Bernie Sanders</b>	64	60	50	61	56	52	62
<b>Undecided/Other</b>	1	2	4	3	3	3	0

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
<b>Hillary Clinton</b>	32	45	11	12	36	49	55	41	38	50
<b>Bernie Sanders</b>	63	54	89	88	64	48	39	57	59	49
<b>Undecided/Other</b>	5	1	0	6	0	3	3	2	2	2

	Race/Ethnicity	
	White	Non-White
<b>Hillary Clinton</b>	40	40
<b>Bernie Sanders</b>	57	60
<b>Undecided/Other</b>	2	0

**REPUBLICAN PRIMARY (N=516 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%	35%	Donald Trump
13	12	Ted Cruz
14	13	Marco Rubio
9	8	John Kasich
10	11	Jeb Bush
4	4	Chris Christie
3	3	Ben Carson
4	5	Carly Fiorina
*	*	Other Candidate (Specify) <sup>2</sup>
7	8	(VOL) Don't know/Unsure/Refused

	Time Trend (LVs only)							
	2/1	2/2	2/3	2/4	2/5	2/6	2/7	2/8
<b>Donald Trump</b>	38	38	38	36	34	35	<b>36</b>	
<b>Ted Cruz</b>	12	14	14	14	14	13	<b>13</b>	
<b>Marco Rubio</b>	8	10	12	15	15	14	<b>14</b>	
<b>John Kasich</b>	9	9	7	7	8	10	<b>9</b>	
<b>Jeb Bush</b>	9	9	9	8	8	10	<b>10</b>	
<b>Chris Christie</b>	7	5	6	5	5	4	<b>4</b>	
<b>Ben Carson</b>	4	3	3	4	4	3	<b>3</b>	
<b>Carly Fiorina</b>	2	3	3	3	3	3	<b>4</b>	
<b>Rand Paul</b>	4	2	2	--	--	--	--	
<b>Rick Santorum</b>	1	1	*	--	--	--	--	
<b>Mike Huckabee</b>	0	0	--	--	--	--	--	
<b>Undecided/Other</b>	8	7	4	8	8	9	<b>7</b>	

<sup>3</sup>Note: Mike Huckabee, Rand Paul and Rick Santorum all suspended their campaigns prior to calling on 2/3/16

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?

57% Definitely will vote for candidate  
 43 Could change mind

[Cross-Tabs for this question on following page]



**REPUBLICAN PRIMARY LV CROSS-TABS**

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat <sup>4</sup>	Independent	Republican
<b>Donald Trump</b>	--	40	34	--	36	36
<b>Ted Cruz</b>	--	12	13	--	14	12
<b>Marco Rubio</b>	--	12	15	--	11	17
<b>John Kasich</b>	--	13	7	--	12	6
<b>Jeb Bush</b>	--	7	12	--	8	12
<b>Chris Christie</b>	--	4	4	--	4	4
<b>Ben Carson</b>	--	2	4	--	3	4
<b>Carly Fiorina</b>	--	5	4	--	6	3
<b>Undecided/Other</b>	--	4	9	--	6	8

<sup>4</sup>--insufficient data for cross-tabs

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Graduate Degree
<b>Donald Trump</b>	41	40	36	42	40	37	20
<b>Ted Cruz</b>	12	16	13	13	12	17	10
<b>Marco Rubio</b>	12	12	14	15	10	14	20
<b>John Kasich</b>	8	6	11	4	7	11	18
<b>Jeb Bush</b>	10	12	8	11	13	4	13
<b>Chris Christie</b>	3	3	5	*	6	5	6
<b>Ben Carson</b>	4	3	3	5	2	1	5
<b>Carly Fiorina</b>	3	3	1	3	5	3	4
<b>Undecided/Other</b>	8	5	9	8	6	8	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal <sup>5</sup>	Moderate	Conservative
<b>Donald Trump</b>	38	33	29	33	51	39	26	--	30	40
<b>Ted Cruz</b>	15	9	12	26	12	10	12	--	6	17
<b>Marco Rubio</b>	14	14	13	6	8	17	17	--	13	14
<b>John Kasich</b>	7	13	21	11	3	8	10	--	15	5
<b>Jeb Bush</b>	9	12	6	11	9	8	14	--	15	8
<b>Chris Christie</b>	3	5	0	0	7	3	5	--	5	2
<b>Ben Carson</b>	4	2	0	0	5	5	2	--	2	4
<b>Carly Fiorina</b>	3	5	6	0	4	4	6	--	5	4
<b>Undecided/Other</b>	7	7	13	13	1	6	8	--	8	7

<sup>5</sup>--insufficient data for cross-tabs



**TRIAL HEATS (ALL Registered Voters = 1413)**

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 <b>Clinton vs. Trump</b> 45% Clinton 39 Trump 16 Other/DK/REF	Q11a <b>Sanders vs. Trump</b> 55% Sanders 33 Trump 11 Other/DK/REF
Q10b <b>Clinton vs. Cruz</b> 45% Clinton 39 Cruz 16 Other/DK/REF	Q11b <b>Sanders vs. Cruz</b> 57% Sanders 30 Cruz 13 Other/DK/REF
Q10c <b>Clinton vs. Rubio</b> 40% Clinton 45 Rubio 15 Other/DK/REF	Q11c <b>Sanders vs. Rubio</b> 55% Sanders 35 Rubio 10 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
<b>Hillary Clinton</b>	23	23	22	25	27	29	<b>28</b>	
<b>Bernie Sanders</b>	16	17	16	17	16	17	<b>18</b>	
<b>Donald Trump</b>	22	24	23	20	17	17	<b>17</b>	
<b>Ted Cruz</b>	3	3	5	6	7	6	<b>5</b>	
<b>Marco Rubio</b>	2	3	4	5	7	6	<b>7</b>	
<b>John Kasich</b>	1	1	1	1	1	*	*	
<b>Jeb Bush</b>	2	2	1	1	1	1	<b>1</b>	
<b>Chris Christie</b>	1	*	1	*	*	*	*	
<b>Ben Carson</b>	*	2	*	*	*	0	*	
<b>Carly Fiorina</b>	*	*	0	0	0	0	*	
<b>Michael Bloomberg</b>	*	*	*	*	*	*	*	
<b>Other/DK/NA</b>	30	27	27	24	23	23	<b>23</b>	

**Demographics and Political Variables**  
*Weighted percentages*

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	28	1	60
Independent	48	42	44	39
Republican	25	30	54	1
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	25	28	--	60
Independent/Else/DK/NA	49	39	39	40
Republican	26	33	61	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	27	28	5	55
Moderate	39	34	31	38
Conservative	34	38	64	7
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	15	9	7	11
30-39	13	11	12	10
40-49	18	17	17	17
50-64	32	37	38	36
65 and up	22	26	26	25
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	49	49	61	35
Female	51	51	39	65
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	93	94	94	94
Non-White	7	6	6	6
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	31	27	30	23
Some College	32	32	33	30
College Degree	23	24	22	27
Post-Graduate Degree	13	16	14	19
Income	RVs	LVs	Rep LVs	Dem LVs
Less than \$50k	28	25	21	30
\$50k-\$100k	32	33	33	34
More than \$100k	27	30	34	27