



University of
Massachusetts
UMASS Lowell

Center for Public Opinion

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

Feb. 4 - 6, 2016

N=1413 New Hampshire Registered Voters with a subsample of a 428 Democratic Primary Likely Voters and 516 Republican Primary Likely Voters.

The RV sample has an adjusted margin of error of +/-2.97%, the Dem LV sample has an adjusted margin of error of +/-5.38% and the Rep LV sample has an adjusted margin of error +/-4.82%

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.

HIGHLIGHTS

Sanders Adds 3 Points to His Lead; Trump Adds 1

Today's release marks the seventh consecutive daily release of the UMass Lowell/7News Tracking Poll of New Hampshire Primary voters. As with yesterday's release, the race in New Hampshire appears to have moved into a position of greater stasis after the Iowa bounces settled. Sen. Bernie Sanders' increased his lead after four consecutive days of decreases; he now leads Fmr. Sec. of State Hillary Clinton 57%-40% and looks poised to win the New Hampshire Democratic primary absent a late surge by the former Secretary of State.

Donald Trump, who has led by double digits in every day of our tracking poll, tracked upward one point in today's release, moving him to 36%. Senators Marco Rubio and Ted Cruz remain fixed at 14% and 13% respectively. Gov. Jeb Bush is at 10% (no change), Gov. John Kasich is at 9% (-1), Gov. Chris Christie is at 4% (no change), Carly Fiorina is at 4% (+1) and Dr. Ben Carson is at 3% (no change).



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The State of the Republican Race

The story for Republicans continues to be that an incredibly 43% of likely voters say there is a chance they could change their mind and vote for someone else. Of the leading candidates, this number highest for Rubio at 54% soft support. Rubio's debate performance is being widely criticized from Saturday night and it remains to be seen if that soft support will look elsewhere, perhaps to Kasich, Bush, or Christie when the votes are cast on Tuesday. Rubio, Cruz, Bush and Kasich are all polling within the margin of error for second place and the race for second is wide open.

It should be noted that all of today's interviews were conducted prior to the start of the debate, so we will not have any indication of Saturday night's debate performance impact on voters until tomorrow.

The State of the Democratic Race

The Sanders coalition in New Hampshire continues to be made up of Independent voters (62% support Sanders) and young voters – 89% of 18-29 year olds support Sanders and 88% of 30-39 year olds support the Independent Vermont Senator. Today's three-day polling average includes two full days of data collected after Thursday night's spirited Democratic debate. It appears as though Sanders was able to protect his lead with voters, even growing it slightly. A Sanders win seems more likely now that high profile opportunities for Clinton to cut into his lead are over. If Sanders is able to hold his lead, he is likely to be able to pose a continued challenge to Clinton as the campaign moves to South Carolina and Nevada.

Electability and Expectations

For the third consecutive day, our poll also includes head-to-head trial heats for Clinton/Sanders versus the three leading Republicans (Trump/Cruz/Rubio) in New Hampshire. While much has been made about electability in the Democratic race, Sanders dominates his three most likely Republican opponents by double digits, leading Trump by 22%, Cruz by 27% and Rubio by 20%. Clinton beat Trump and Cruz by a smaller margin, 6%. However, the only Republican favored in any trial heat is Rubio, who leads Clinton 45% to 40% in a hypothetical matchup of November's general election.

Despite the fact that Sanders leads in New Hampshire and is presently seen by voters as a stronger choice against Republicans, a plurality of New Hampshire voters think that Clinton is the most likely choice to be the next President: 28% say that they think that Clinton will be the next President, 18% say Sanders, 17% say Trump. No other candidates poll higher than 10%, while "don't know" polls at 23%.