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

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

Field Dates: 2/5/16-2/7/16

N=1411 New Hampshire Registered Voters (RVs)
N=464 Republican Primary Likely Voters (LVs); N=407 Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 2.99% for all RVs; +/-5.13% for Rep LVs; +/-5.52% 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 1411 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 464 RVs as Republican Likely Voters (LVs) and 407 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?

        55%   Very closely
        30   Somewhat closely
        7   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.

        73%   Always
        12   Almost always
        5   Just sometimes
        3   Hardly ever
        2   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
        7   Probably vote
        76   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" vote when there's an election (Q4=1), 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, 464 are defined as Republican Likely Voters and 407 are defined as Democratic Likely Voters. This model estimates that 57% (weighted %) of RVs are defined as LVs. Two alternative likely voter models are presented under conditions of lower or higher turnout.

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?

        39%   Democratic
        38   Republican
        23   (VOL) Don't know/No answer/ Neither ballot/Will not vote

DEMOCRATIC PRIMARY (N=407 LVs)

Q7 If the NEW HAMPSHIRE DEMOCRATIC PRESIDENTIAL PRIMARY was being held today would you vote for [RANDOMIZE ORDER: Hillary Clinton or 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
56	60	Bernie Sanders
1	*	(VOL) Other Candidate (Specify) [1]
2	2	(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**
Hillary Clinton	30	30	32	36	40	41	40	**40**
Bernie Sanders	61	63	61	58	55	55	57	**56**
Martin O'Malley[1]	1	1	1	--	--	--	--	**--**
Undecided/Other	8	5	5	5	5	4	2	**4**

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

Two Alternative Likely Voter Models

	Alternative Likely Voter Models		
	FINAL LV MODEL N=407	HIGH[2] TURNOUT N=449	LOW[3] TURNOUT N=321
Hillary Clinton	**40**	39	40
Bernie Sanders	**56**	57	55
Undecided/Other	**4**	4	5

2 High turnout model: Q3=1,2 AND Q4=1,2 AND Q5=5,6; For Q4=6 (just registered), LV if Q3=1 and Q5=5,6
3 Low turnout model: Q3=1 AND Q4=1 AND Q5=5,6; For Q4=6 (just registered), LV if Q3=1 and Q5=5,6

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]

78%   Definitely will vote for candidate
22   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	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	84	81	82	81	79	82
Could Change Mind	19	19	16	19	18	19	21	18

DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican[4]
Hillary Clinton	42	38	--	46	31	--
Bernie Sanders	54	59	--	50	65	--
Undecided/Other	4	3	--	4	4	--

[4] –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	33	38	48	37	36	47	40
Bernie Sanders	64	58	48	58	60	49	58
Undecided/Other	3	4	4	5	5	3	2

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Hillary Clinton	31	46	23	17	35	49	52	39	42	42
Bernie Sanders	64	51	77	83	63	46	40	59	52	51
Undecided/Other	5	1	0	0	2	3	8	2	7	7

REPUBLICAN PRIMARY (N=464 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%	35%	Donald Trump
13	11	Ted Cruz
13	12	Marco Rubio
10	9	John Kasich
10	11	Jeb Bush
5	5	Chris Christie
3	3	Ben Carson
4	4	Carly Fiorina
*	*	Other Candidate (Specify)[5]
9	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**
Donald Trump	38	38	38	36	34	35	36	**34**
Ted Cruz	12	14	14	14	14	13	13	**13**
Marco Rubio	8	10	12	15	15	14	14	**13**
John Kasich	9	9	7	7	8	10	9	**10**
Jeb Bush	9	9	9	8	8	10	10	**10**
Chris Christie	7	5	6	5	5	4	4	**5**
Ben Carson	4	3	3	4	4	3	3	**3**
Carly Fiorina	2	3	3	3	3	3	4	**4**
Rand Paul	4	2	2	--	--	--	--	--
Rick Santorum	1	1	*	--	--	--	--	--
Mike Huckabee	0	0	--	--	--	--	--	--
Undecided/Other	8	7	4	8	8	9	7	**9**

[5]Note: Mike Huckabee, Rand Paul and Rick Santorum all suspended their campaigns prior to calling on 2/3/16

	Alternative Likely Voter Models		
	FINAL LV MODEL N=464	HIGH TURNOUT N=515	LOW TURNOUT N=362
Donald Trump	**34**	35	36
Ted Cruz	**13**	12	13
Marco Rubio	**13**	13	14
John Kasich	**10**	10	11
Jeb Bush	**10**	10	8
Chris Christie	**5**	5	4
Ben Carson	**3**	3	2
Carly Fiorina	**4**	4	4
Undecided/Other	**9**	9	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?

     56%   Definitely will vote for candidate
     44   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							
	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	78	61	45	57	57	42	63	79
Could Change Mind	22	39	55	43	43	58	37	21
	2/7							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Fiorina
Definitely	74	53	46	56	61	33	65	63
Could Change Mind	26	47	54	44	39	67	35	37
	2/8							
	Trump	**Cruz**	**Rubio**	**Kasich**	**Bush**	**Christie**	**Carson**	**Fiorina**
Definitely	**75**	**57**	**51**	**53**	**63**	**34**	**68**	**52**
Could Change Mind	**25**	**43**	**49**	**47**	**37**	**63**	**32**	**48**

REPUBLICAN PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat[6]	Independent	Republican
Donald Trump	--	34	33	--	29	35
Ted Cruz	--	13	13	--	15	12
Marco Rubio	--	11	15	--	9	17
John Kasich	--	16	6	--	15	5
Jeb Bush	--	8	11	--	10	11
Chris Christie	--	4	5	--	6	3
Ben Carson	--	2	3	--	3	3
Carly Fiorina	--	4	3	--	5	3
Undecided/Other	--	7	11	--	8	11

[6] –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	38	32	38	36	39	31	21
Ted Cruz	14	15	11	14	14	11	15
Marco Rubio	12	15	11	14	11	14	17
John Kasich	7	8	11	9	3	13	20
Jeb Bush	11	13	8	10	13	6	10
Chris Christie	3	5	5	2	5	10	4
Ben Carson	2	3	3	3	3	1	5
Carly Fiorina	5	3	4	4	2	6	4
Undecided/Other	8	7	9	10	11	9	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal[7]	Moderate	Conservative
Donald Trump	34	33	26	22	48	34	28	--	26	37
Ted Cruz	13	13	15	22	16	11	11	--	5	18
Marco Rubio	14	13	14	12	9	14	16	--	11	15
John Kasich	9	11	14	7	4	10	12	--	19	5
Jeb Bush	10	10	6	19	7	8	12	--	17	7
Chris Christie	4	5	0	5	7	4	5	--	6	3
Ben Carson	4	2	0	0	5	4	1	--	1	4
Carly Fiorina	3	5	6	0	3	4	5	--	6	3
Undecided/Other	9	10	19	13	1	11	10	--	11	9

[7] –insufficient data for cross-tabs

TRIAL HEATS (ALL Registered Voters = 1411)

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**	
45%	Clinton			55%	Sanders
40	Trump			34	Trump
15	Other/DK/REF			12	Other/DK/REF
Q10b	**Clinton vs. Cruz**		Q11b	**Sanders vs. Cruz**	
45%	Clinton			56%	Sanders
40	Cruz			31	Cruz
15	Other/DK/REF			13	Other/DK/REF
Q10c	**Clinton vs. Rubio**		Q11c	**Sanders vs. Rubio**	
40%	Clinton			54%	Sanders
44	Rubio			34	Rubio
16	Other/DK/REF			11	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	29	28	**28**
Bernie Sanders	16	17	16	17	16	17	18	**18**
Donald Trump	22	24	23	20	17	17	17	**17**
Ted Cruz	3	3	5	6	7	6	5	**5**
Marco Rubio	2	3	4	5	7	6	7	**5**
John Kasich	1	1	1	1	1	*	*	*
Jeb Bush	2	2	1	1	1	1	1	**1**
Chris Christie	1	*	1	*	*	*	*	**1**
Ben Carson	*	2	*	*	*	0	*	*
Carly Fiorina	*	*	0	0	0	0	*	**0**
Michael Bloomberg	*	*	*	*	*	*	*	*
Other/DK/NA	30	27	27	24	23	23	23	**24**

Demographics and Political Variables
Weighted percentages

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	30	2	60
Independent	50	40	42	38
Republican	25	30	56	2
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	25	30	--	62
Independent/Else/DK/NA	48	37	36	38
Republican	26	33	64	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	28	30	5	56
Moderate	39	34	33	35
Conservative	34	36	62	79
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	14	9	7	11
30-39	13	10	8	13
40-49	19	18	18	18
50-64	32	38	40	35
65 and up	22	24	26	22
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	48	48	57	38
Female	52	52	43	62
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	92	93	95	91
Non-White	8	7	5	9
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	30	26	31	20
Some College	33	33	35	31
College Degree	23	25	22	29
Post-Graduate Degree	13	16	12	19
Income	RVs	LVs	Rep LVs	Dem LVs
Less than $50k	28	23	20	26
$50k-$100k	33	35	32	38
More than $100k	26	31	34	27