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# UMass Lowell/7News Tracking Poll of New Hampshire Voters Release 1

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

Field Dates: 1/29/16-1/31/16

N=1413 New Hampshire Registered Voters (RVs)

N=461 Republican Primary Likely Voters (LVs); N=442 Democratic Primary Likely Voters  
Adjusted Margin of Error: +/- 2.97% for all RVs; +/- 5.1% for Rep LVs; +/- 5.3% 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 was 53% LL/47% cell). Using the model detailed on page 2, we classified 461 RVs as Republican Likely Voters (LVs) and 442 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 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?

50% Very closely  
34 Somewhat closely  
11 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.

74% Always  
12 Almost always  
5 Just sometimes  
2 Hardly ever  
2 Never  
5 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.

8% Definitely not vote  
2 Probably not vote  
4 May or may not vote  
10 Probably vote  
74 Definitely vote  
2 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 they "definitely will vote," or have "already voted" in the election (Q5=5,6) and aver following news of the election "very closely" (Q3=1). Independent registratns who don't know or refuse to state which ballot they will take are also screened out.

Out of 1413 RVs, 461 are defined as Republican Likely Voters and 442 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 2 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
36	Republican
25	(VOL) Don't know/No answer/ Neither ballot/Will not vote

**DEMOCRATIC PRIMARY (N=442 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	
30%	32%	Hillary Clinton
61	60	Bernie Sanders
1	1	Martin O’Malley
1	1	(VOL) Other Candidate (Specify)
6	4	(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							
Bernie Sanders	61							
Martin O’Malley	1							
Undecided/Other	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?

	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						
	24	24						
	2/5		2/6		2/7		2/8	
	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders	Clinton	Sanders
Definitely Could Change Mind								

\*indicates not enough data to make comparison

**DEMOCRATIC PRIMARY LV CROSS-TABS**

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican <sup>1</sup>
<b>Hillary Clinton</b>	35	23	--	39	19	--
<b>Bernie Sanders</b>	54	71	--	55	70	--
<b>Martin O'Malley</b>	*	2	--	1	1	--
<b>Undecided/Other</b>	10	5	--	6	11	--

<sup>1</sup> – 10 Republican identifiers were classified as Dem LVs; 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>	30	27	36	30	27	26	43
<b>Bernie Sanders</b>	61	65	59	63	64	66	49
<b>Martin O'Malley</b>	1	0	3	0	2	0	1
<b>Undecided/Other</b>	9	7	3	7	6	8	7

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
<b>Hillary Clinton</b>	23	36	5	13	23	38	43	32	26	37
<b>Bernie Sanders</b>	68	55	89	80	66	53	47	62	64	45
<b>Martin O'Malley</b>	2	0	3	0	2	1	0	1	0	2
<b>Undecided/Other</b>	7	9	2	7	9	8	10	5	10	16

	Trust Government <sup>2</sup>			Religiosity <sup>3</sup>	
	Always/Most of the Time	Only Sometimes	Never	Not Very Religious	Very Religious
<b>Hillary Clinton</b>	46	25	21	30	35
<b>Bernie Sanders</b>	46	67	69	62	53
<b>Martin O'Malley</b>	1	*	3	1	3
<b>Undecided/Other</b>	6	8	8	8	9

<sup>2</sup>“How much of the time can you trust the federal government in Washington DC to do what’s right?”

<sup>3</sup>Religiosity defined as those who attend church at least once a week and who believe that scriptures contain no errors

**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	
38%	38%	Donald Trump
12	11	Ted Cruz
8	8	Marco Rubio
9	8	John Kasich
9	9	Jeb Bush
7	6	Chris Christie
3	3	Ben Carson
3	4	Rand Paul
1	1	Rick Santorum
2	2	Carly Fiorina
0	1	Mike Huckabee
2	2	Other Candidate (Specify)
5	6	(VOL) Don't know/Unsure
1	1	(VOL) 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							
<b>Ted Cruz</b>	12							
<b>Marco Rubio</b>	8							
<b>John Kasich</b>	9							
<b>Jeb Bush</b>	9							
<b>Chris Christie</b>	7							
<b>Ben Carson</b>	4							
<b>Rand Paul</b>	4							
<b>Rick Santorum</b>	1							
<b>Carly Fiorina</b>	2							
<b>Mike Huckabee</b>	0							
<b>Undecided/Other</b>	8							



**REPUBLICAN PRIMARY LV CROSS-TABS**

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat <sup>4</sup>	Independent	Republican
<b>Donald Trump</b>	--	38	38	--	36	39
<b>Ted Cruz</b>	--	9	14	--	11	14
<b>Marco Rubio</b>	--	8	8	--	7	10
<b>John Kasich</b>	--	11	7	--	11	6
<b>Jeb Bush</b>	--	10	8	--	9	9
<b>Chris Christie</b>	--	6	8	--	7	8
<b>Ben Carson</b>	--	4	3	--	5	2
<b>Rand Paul</b>	--	5	2	--	2	3
<b>Rick Santorum</b>	--	2	0	--	2	0
<b>Carly Fiorina</b>	--	3	2	--	3	2
<b>Mike Huckabee</b>	--	0	0	--	0	0
<b>Undecided/Other</b>	--	5	10	--	8	8

<sup>4</sup> - 7 Democratic identifiers were classified as Rep LVs; 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>Donald Trump</b>	37	38	41	46	42	32	18
<b>Ted Cruz</b>	11	15	10	11	16	10	11
<b>Marco Rubio</b>	6	7	12	6	7	12	11
<b>John Kasich</b>	5	10	9	1	7	13	19
<b>Jeb Bush</b>	12	5	8	7	10	7	12
<b>Chris Christie</b>	5	9	6	8	3	10	11
<b>Ben Carson</b>	7	4	1	5	2	3	2
<b>Rand Paul</b>	8	1	2	4	2	4	0
<b>Rick Santorum</b>	0	0	2	2	1	0	0
<b>Carly Fiorina</b>	2	2	3	1	3	2	6
<b>Mike Huckabee</b>	0	0	0	0	0	0	0
<b>Undecided/Other</b>	7	8	5	8	7	6	8



	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal <sup>5</sup>	Moderate	Conservative
<b>Donald Trump</b>	42	32	47	66	40	37	25	--	34	38
<b>Ted Cruz</b>	11	15	0	2	19	16	10	--	4	16
<b>Marco Rubio</b>	7	10	21	8	4	8	10	--	3	11
<b>John Kasich</b>	9	8	0	3	4	9	16	--	18	
<b>Jeb Bush</b>	6	12	12	0	12	5	13	--	13	7
<b>Chris Christie</b>	6	8	3	7	7	7	9	--	9	7
<b>Ben Carson</b>	2	4	3	0	5	3	4	--	1	4
<b>Rand Paul</b>	5	*	5	9	1	4	0	--	1	4
<b>Rick Santorum</b>	1	0	0	0	2	0	1	--	2	*
<b>Carly Fiorina</b>	2	3	0	0	0	3	5	--	3	2
<b>Mike Huckabee</b>	0	0	0	0	0	0	0	--	0	0
<b>Undecided/Other</b>	9	7	9	6	6	9	7	--	11	6

<sup>5</sup> – 18 “liberals” classified as Republican LVs; insufficient data for cross-tabs

	Trust Government <sup>6</sup>			Religiosity <sup>7</sup>	
	Always/Most of the Time	Only Sometimes	Never	Not Very Religious	Very Religious
<b>Donald Trump</b>	27	34	53	41	24
<b>Ted Cruz</b>	6	14	11	9	27
<b>Marco Rubio</b>	15	10	3	9	6
<b>John Kasich</b>	7	17	2	8	9
<b>Jeb Bush</b>	13	9	6	8	10
<b>Chris Christie</b>	11	8	3	6	10
<b>Ben Carson</b>	0	3	5	4	2
<b>Rand Paul</b>	1	2	5	3	1
<b>Rick Santorum</b>	0	*	2	1	0
<b>Carly Fiorina</b>	0	2	2	2	3
<b>Mike Huckabee</b>	0	3	0	0	0
<b>Undecided/Other</b>	10	8	7	8	3

<sup>6</sup>“How much of the time can you trust the federal government in Washington DC to do what’s right?”

<sup>7</sup>Religiosity defined as those who attend church at least once a week and who believe that scriptures contain no errors

**WHO WILL WIN? & TRUST IN GOVERNMENT**

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							
<b>Bernie Sanders</b>	16							
<b>Martin O'Malley</b>	*							
<b>Donald Trump</b>	22							
<b>Ted Cruz</b>	3							
<b>Marco Rubio</b>	2							
<b>John Kasich</b>	1							
<b>Jeb Bush</b>	2							
<b>Chris Christie</b>	1							
<b>Ben Carson</b>	*							
<b>Rand Paul</b>	0							
<b>Rick Santorum</b>	0							
<b>Carly Fiorina</b>	*							
<b>Mike Huckabee</b>	0							
<b>Michael Bloomberg</b>	*							
<b>Other/DK/NA</b>	30							

Q18 How much of the time do you think you can trust the federal government in Washington DC to do what's right?

LV	RV	
2%	3%	Just about always
16	15	Most of the time
63	63	Only some of the time
17	17	(VOL) Never
2	2	(VOL) Don't know/No Answer
*	*	(VOL) Refused

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

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	29	2	58
Independent	47	41	41	40
Republican	27	30	57	2
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	25	29	--	61
Independent/Else/DK/NA	48	38	38	39
Republican	27	32	62	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	24	27	4	52
Moderate	39	31	26	37
Conservative	37	42	71	11
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	15	9	7	12
30-39	12	11	10	13
40-49	17	17	21	12
50-64	32	35	37	32
65 and up	23	27	25	30
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	48	52	57	46
Female	52	48	43	54
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	92	94	93	94
Non-White	8	6	7	6
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	31	27	30	24
Some College	31	32	32	33
College Degree	24	24	26	23
Post-Graduate Degree	14	16	12	20
Income	RVs	LVs	Rep LVs	Dem LVs
Less than \$50k	32	29	22	36
\$50k-\$100k	31	31	33	29
More than \$100k	24	27	31	23
Religiosity	RVs	LVs	Rep LVs	Dem LVs
Not Very Religious	86	85	79	91
Very Religious	14	15	21	9