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Dr. Joshua J. Dyck and Dr. Francis Talty, Co-Directors
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UMass Lowell/7News
Daily Tracking Poll of New Hampshire Voters Release 6 of 8

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

Field Dates: 2/3/16-2/5/16

N=1421 New Hampshire Registered Voters (RVs)
N=501 Republican Primary Likely Voters (LVs); N=433 Democratic Primary Likely Voters
Adjusted Margin of Error: +/- 2.90% for all RVs; +/-4.86% for Rep LVs; +/-5.24% 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 1421 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 2, we classified 501 RVs as Republican Likely Voters (LVs) and 433 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 we 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; @drjjdyck).

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
      28   Somewhat closely
      9   Just a bit
      4   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
      13   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
      2   Probably not vote
      3   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 1421 RVs, 501 are defined as Republican Likely Voters and 433 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?

    36%   Democratic
    39   Republican
    25   (VOL) Don't know/No answer/ Neither ballot/Will not vote

DEMOCRATIC PRIMARY (N=433 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	
41%	38%	Hillary Clinton
55	57	Bernie Sanders
1	*	(VOL) Other Candidate (Specify) [1]
2	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	30	32	36	40	**41**		
Bernie Sanders	61	63	61	58	55	**55**		
Martin O'Malley[1]	1	1	1	--	--	**--**		
Undecided/Other	8	5	5	5	5	**4**		

[1]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	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**				
Could Change Mind	19	19	**16**	**19**				

DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican[2]
Hillary Clinton	43	39	--	46	37	--
Bernie Sanders	53	58	--	51	60	--
Undecided/Other	4	3	--	4	3	--

[2] –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	34	38	47	35	46	43	41
Bernie Sanders	62	59	49	61	51	55	55
Undecided/Other	4	3	3	5	3	3	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Hillary Clinton	31	48	8	11	41	47	59	40	41	56
Bernie Sanders	63	50	92	84	54	51	37	57	55	42
Undecided/Other	6	2	0	6	5	3	5	3	4	3

	Race/Ethnicity	
	White	Non-White
Hillary Clinton	41	46
Bernie Sanders	55	49
Undecided/Other	4	5

REPUBLICAN PRIMARY (N=501 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	
35%	32%	Donald Trump
13	13	Ted Cruz
14	14	Marco Rubio
10	9	John Kasich
10	11	Jeb Bush
4	4	Chris Christie
3	3	Ben Carson
3	3	Carly Fiorina
*	1	Other Candidate (Specify)
8	9	(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**		
Ted Cruz	12	14	14	14	14	**13**		
Marco Rubio	8	10	12	15	15	**14**		
John Kasich	9	9	7	7	8	**10**		
Jeb Bush	9	9	9	8	8	**10**		
Chris Christie	7	5	6	5	5	**4**		
Ben Carson	4	3	3	4	4	**3**		
Carly Fiorina	2	3	3	3	3	**3**		
Rand Paul[2]	4	2	2	--	--	--		
Rick Santorum	1	1	*	--	--	--		
Mike Huckabee	0	0	--	--	--	--		
Undecided/Other	8	7	4	8	8	**9**		

[3]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?

      59%   Definitely will vote for candidate
      41   Could change mind

      [Cross-Tabs for this question on following page]

	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								
Could Change Mind								
	2/8							
	Trump	Cruz	Rubio	Kasich	Bush	Christie	Carson	Fiorina
Definitely								
Could Change Mind								

REPUBLICAN PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat[4]	Independent	Republican
Donald Trump	--	37	34	--	38	32
Ted Cruz	--	15	11	--	16	10
Marco Rubio	--	13	15	--	12	17
John Kasich	--	15	6	--	11	8
Jeb Bush	--	6	13	--	7	13
Chris Christie	--	5	3	--	3	3
Ben Carson	--	1	4	--	1	4
Carly Fiorina	--	2	3	--	3	2
Undecided/Other	--	5	11	--	8	10

[4] –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	45	39	29	44	37	33	17
Ted Cruz	10	19	11	12	12	17	12
Marco Rubio	12	12	16	11	14	16	20
John Kasich	5	9	13	5	8	10	21
Jeb Bush	13	10	8	12	11	6	11
Chris Christie	2	2	6	1	3	5	8
Ben Carson	3	2	4	3	4	1	2
Carly Fiorina	*	2	4	0	5	1	4
Undecided/Other	9	6	9	11	7	11	2

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal[5]	Moderate	Conservative
Donald Trump	35	34	28	33	44	39	23	--	34	35
Ted Cruz	14	11	11	24	14	11	10	--	5	17
Marco Rubio	13	17	4	8	12	15	21	--	11	15
John Kasich	8	12	21	16	3	9	11	--	15	7
Jeb Bush	11	9	9	7	9	7	17	--	13	9
Chris Christie	4	4	4	2	5	3	4	--	7	2
Ben Carson	3	2	0	0	4	3	4	--	1	4
Carly Fiorina	2	3	4	0	2	4	3	--	2	3
Undecided/Other	10	8	18	10	7	7	7	--	11	7

[5] –insufficient data for cross-tabs

TRIAL HEATS (ALL Registered Voters = 1417)

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**	
46%	Clinton			54%	Sanders
39	Trump			34	Trump
14	Other/DK/REF			11	Other/DK/REF
Q10b	**Clinton vs. Cruz**		Q11b	**Sanders vs. Cruz**	
46%	Clinton			57%	Sanders
39	Cruz			30	Cruz
15	Other/DK/REF			13	Other/DK/REF
Q10c	**Clinton vs. Rubio**		Q11c	**Sanders vs. Rubio**	
42%	Clinton			54%	Sanders
43	Rubio			35	Rubio
15	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**		
Bernie Sanders	16	17	16	17	16	**17**		
Donald Trump	22	24	23	20	17	**17**		
Ted Cruz	3	3	5	6	7	**6**		
Marco Rubio	2	3	4	5	7	**6**		
John Kasich	1	1	1	1	1	*		
Jeb Bush	2	2	1	1	1	**1**		
Chris Christie	1	*	1	*	*	*		
Ben Carson	*	2	*	*	*	**0**		
Carly Fiorina	*	*	0	0	0	**0**		
Michael Bloomberg	*	*	*	*	*	*		
Other/DK/NA	30	27	27	24	23	**23**		

Demographics and Political Variables
Weighted percentages

Party ID	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	29	3	59
Independent	49	42	43	40
Republican	25	30	54	1
Party Registration	RVs	LVs	Rep LVs	Dem LVs
Democrat	26	29	--	63
Independent/Else/DK/NA	48	39	40	37
Republican	25	32	60	--
Ideology	RVs	LVs	Rep LVs	Dem LVs
Liberal	25	27	7	51
Moderate	42	36	31	42
Conservative	33	37	63	7
Age	RVs	LVs	Rep LVs	Dem LVs
18-29	14	9	7	12
30-39	13	11	13	8
40-49	18	18	20	17
50-64	32	35	35	36
65 and up	22	26	25	28
Gender	RVs	LVs	Rep LVs	Dem LVs
Male	49	50	59	39
Female	51	50	41	61
Race/Ethnicity	RVs	LVs	Rep LVs	Dem LVs
White	92	95	95	95
Non-White	8	5	5	5
Education	RVs	LVs	Rep LVs	Dem LVs
High school or less	30	26	29	23
Some College	32	32	34	30
College Degree	23	25	22	27
Post-Graduate Degree	14	16	13	19
Income	RVs	LVs	Rep LVs	Dem LVs
Less than $50k	28	25	21	29
$50k-$100k	32	34	34	34
More than $100k	27	30	32	28