



University of
New Hampshire

THE WMUR GRANITE STATE POLL



April 22, 2016

NEW HAMPSHIRE PRIMARY IMPACT

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center

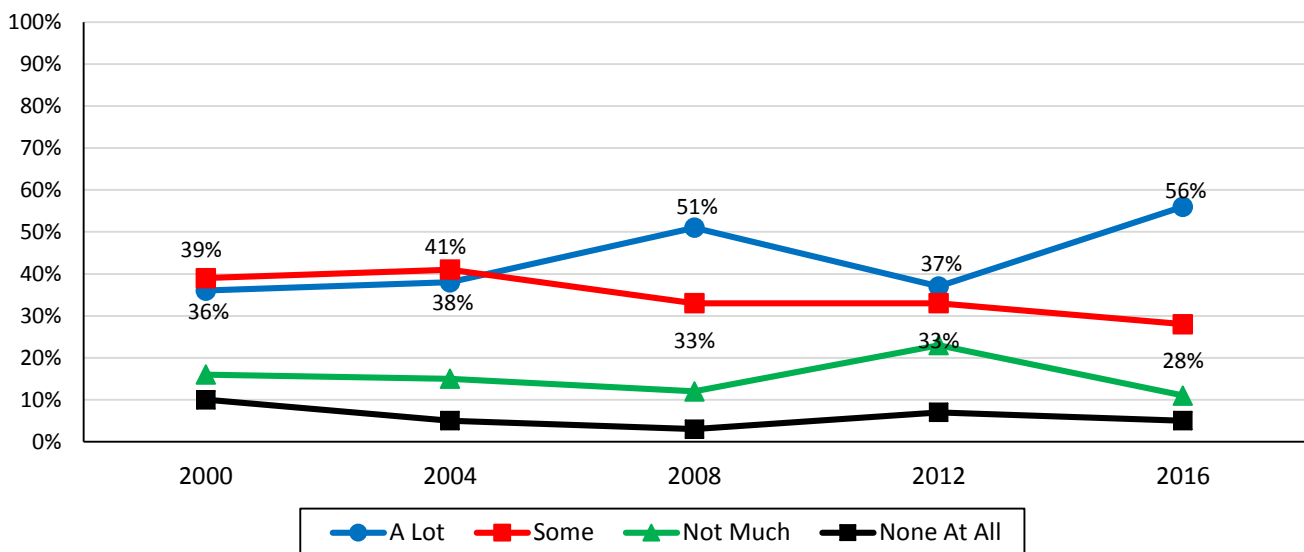
andrew.smith@unh.edu
603-862-2226
www.unh.edu/survey-center

DURHAM, NH – There was record interest in the 2016 New Hampshire primary and one fourth of all state residents reported going to a campaign event. Most Granite Staters believe that losing the First-in-the-Nation primary would have a negative impact on the state.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred and twenty-one (621) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 7 and April 17, 2016. The margin of sampling error for the survey is +/- 3.9 percent. Included were five hundred and fifty-three (553) likely 2016 general election voters (MSE = +/- 4.2%).

Attention Paid to 2016 New Hampshire Primary

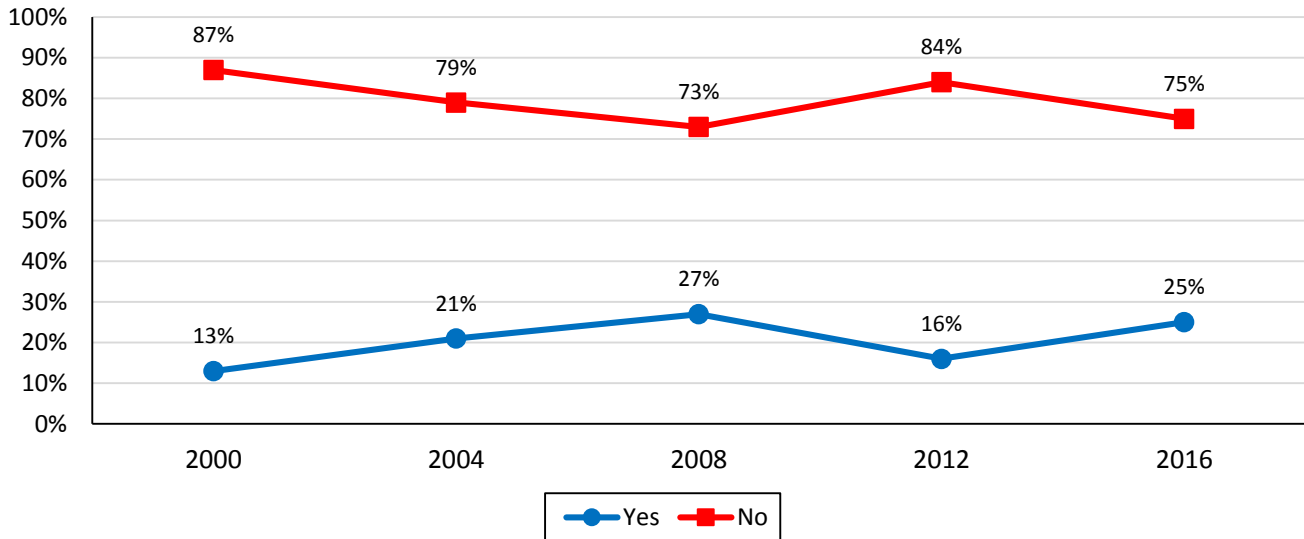
The 2016 primary was contentious for both Republicans and Democrats and spurred record turnout as more than half of all potential voters voted in the primary. The campaigns were certainly effective in spurring interest in the primary as a majority of Granite State adults (56%) say they paid a lot of attention to the 2016 New Hampshire Primary, 28% paid some attention, 11% paid not much attention and 5% paid no attention at all. The percentage of Granite State residents who say they paid a lot of attention to the primary is at its highest since the Granite State Poll began measuring this in 2000. Unsurprisingly, Republicans (63%) and Democrats (57%) were more likely to say they paid a lot of attention to the primaries than Independents (43%). Among Granite Staters who said they voted in the primary, 65% said they paid a lot of attention to the primary.



* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

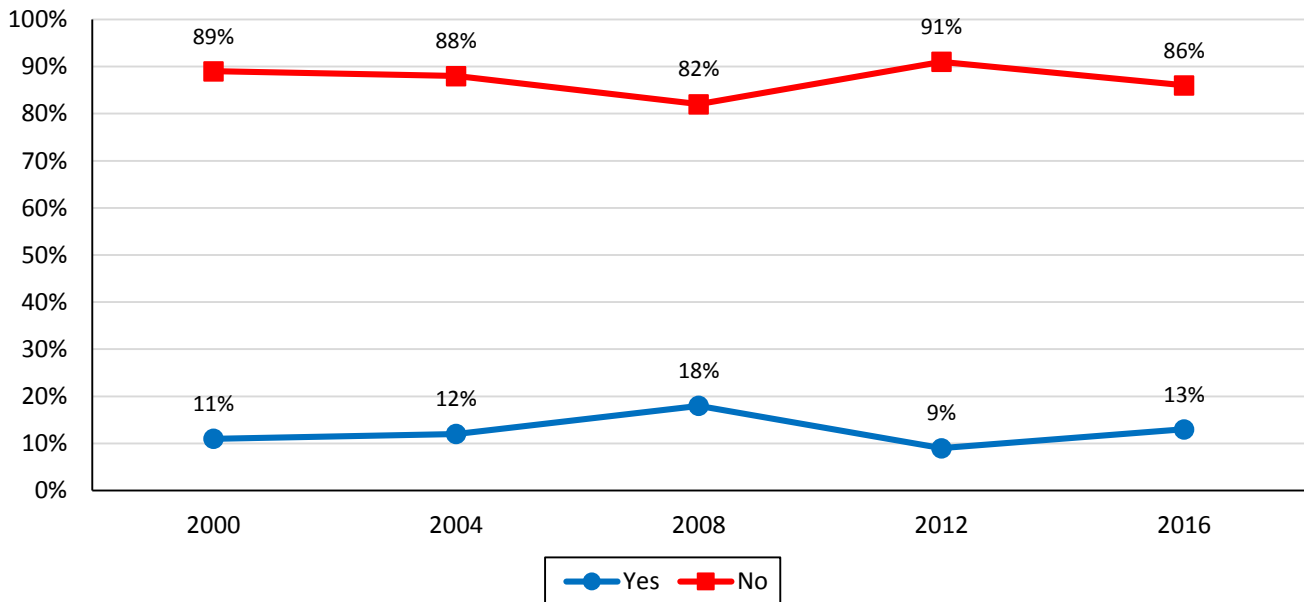
Attend an Event With A Presidential Candidate?

A hallmark of the New Hampshire Primary is the expectation that candidates must meet with voters and New Hampshire residents do take advantage of this opportunity. One in four (25%) New Hampshire adults say they attended at least one event with a presidential candidate during the 2016 campaign. Residents with a post-graduate education (37%), liberals (36%) and residents who regularly listen to conservative talk radio (36%) were most likely to say they attended an event. Nearly one in three (30%) of New Hampshire Primary voters said they attended a campaign event.



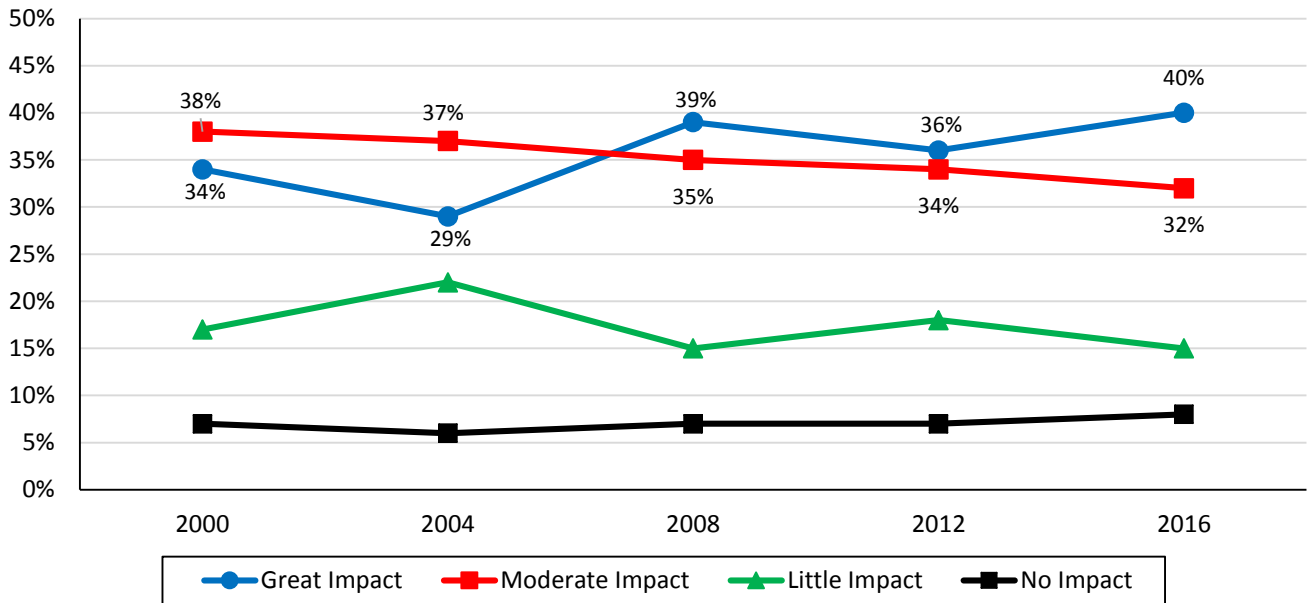
Shook Hands With A Presidential Candidate?

Not only do voters get to see presidential candidates, many actually personally meet the candidate -- 13% of New Hampshire residents say they shook hands with a presidential candidate during the 2016 campaign. Listeners of conservative talk radio (24%), readers of the Boston Globe (24%), and residents with a post-graduate education (23%) are most likely to say they shook hands with a presidential candidate. Fifteen percent of Primary voters said they had shaken hands with a candidate.



Impact of NH Losing First Primary Status

Despite attempts from other states to take away New Hampshire's First in the Nation status, New Hampshire has maintained its position since 1920. Most Granite State residents (72%) believe that if New Hampshire were to lose the first primary it would have a great (40%) or moderate (32%) impact on the state. Just 15% say it would have little impact, 8% say it would have no impact and 5% were unsure. This concern is bi-partisan as 41% of Democrats, 40% of Republicans and 38% of Independents believe this would have a great impact on the Granite State.



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center and funded by WMUR-TV, Manchester, NH. Six hundred and twenty-one (621) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between April 7 and April 17, 2016. If a household included more than one adult, the adult who had the most recent birthday was selected to be interviewed.

The margin of sampling error is +/- 3.9 percent for the entire sample. Included were five hundred fifty-three (553) likely 2016 general election voters (MSE +/- 4.2%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

The random sample used in the WMUR Granite State Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the WMUR Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Poll, April 2016 Demographics

Sex	N	%	Region	N	%
Male	304	49%	North Country	56	9%
Female	317	51%	Central/Lakes	112	18%
			Connecticut Valley	91	15%
			Mass Border	163	26%
			Seacoast	107	17%
			Manchester Area	92	15%
Age	N	%	Party Registration	N	%
18 to 34	158	27%	Democrat	173	28%
35 to 49	146	24%	Undeclared/Not Reg.	301	48%
50 to 64	186	31%	Republican	143	23%
65 and Over	107	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	120	19%	Democrat	284	47%
Some College	145	24%	Independent	106	18%
College Graduate	210	34%	Republican	217	36%
Post-Graduate	141	23%			

Granite State Poll, April 2016 - Likely Presidential Election Voter Demographics

Sex	N	%	Region	N	%
Male	265	48%	North Country	53	10%
Female	288	52%	Central/Lakes	97	18%
			Connecticut Valley	86	16%
Age	N	%	Mass Border	142	26%
18 to 34	128	24%	Seacoast	91	17%
35 to 49	137	26%	Manchester Area	84	15%
50 to 64	172	32%			
65 and Over	96	18%	Party Registration	N	%
			Democrat	167	30%
Highest Level of Education	N	%	Undeclared/Not Reg.	249	45%
High School or Less	86	16%	Republican	132	24%
Some College	129	24%			
College Graduate	200	36%	Party Identification	N	%
Post-Graduate	134	25%	Democrat	267	49%
			Independent	80	15%
			Republican	196	36%

Attention Paid to 2016 New Hampshire Primary

“Now I’d like to ask you some questions about the recent 2016 New Hampshire primary. Some people don’t pay much attention to political campaigns. Others pay more attention. How about you? How much attention did you pay to the 2016 New Hampshire primary campaign -- a lot ... some ... not much ... or none at all?”

	<u>A Lot</u>	<u>Some</u>	<u>Not Much</u>	<u>None At All</u>	<u>(N)</u>
2016	56%	28%	11%	5%	(621)
2012	37%	33%	23%	7%	(536)
2008	51%	33%	12%	3%	(518)
2004	38%	41%	15%	5%	(506)
2000	36%	39%	16%	10%	(1001)

Attend Event With Presidential Candidate?

“As you know, there are many ways in which the candidates attempt to win the support of voters. We would like to know if you had any of the following contacts with candidates during the primary campaign, that is, since January 2015.”

“Did you personally attend a rally, speech, or other event on behalf of any of the presidential candidates during the primary campaign?”

	<u>Yes</u>	<u>No/DK</u>	<u>(N)</u>
2016	25%	75%	(620)
2012	16%	84%	(533)
2008	27%	73%	(504)
2004	21%	79%	(516)
2000	13%	87%	(1004)

Shake Hands With Presidential Candidate?

“Did you personally shake hands with any of the presidential candidates during the primary campaign?”

	<u>Yes</u>	<u>No/DK</u>	<u>(N)</u>
2016	13%	86%	(618)
2012	9%	91%	(533)
2008	18%	82%	(515)
2004	12%	88%	(504)
2000	11%	89%	(1002)

Impact of NH Losing First in the Nation Primary Status?

“There have been many proposals to change the Presidential nomination system and many do not include having New Hampshire keep the first in the nation primary. If this should happen, how much overall impact do you think it will have on the State of New Hampshire ... a great impact ... a moderate impact ... little impact ... or no impact at all?”

	<u>Great Impact</u>	<u>Moderate Impact</u>	<u>Little Impact</u>	<u>No Impact</u>	<u>Don't Know</u>	<u>(N)</u>
2016	40%	32%	15%	8%	5%	(619)
2012	36%	34%	18%	7%	5%	(530)
2008	39%	35%	15%	7%	5%	(508)
2004	29%	37%	22%	6%	5%	(504)
2000	34%	38%	17%	7%	5%	(1000)

Attention Paid to New Hampshire Primary

	<u>A Lot</u>	<u>Some</u>	<u>Not Much</u>	<u>None</u> <u>At All</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	56%	28%	11%	5%	0%	621
Registered Democrat	64%	21%	12%	3%	0%	173
Registered Undeclared	47%	34%	12%	7%	0%	301
Registered Republican	69%	23%	7%	2%	0%	143
Democrat	57%	28%	9%	6%	0%	284
Independent	43%	31%	17%	9%	0%	106
Republican	63%	27%	8%	2%	1%	217
Liberal	60%	26%	8%	6%	0%	165
Moderate	57%	28%	11%	4%	0%	245
Conservative	57%	27%	11%	4%	1%	168
2016 NH Primary Voter	65%	26%	7%	2%	0%	504
Did Not Vote in NH Primary	19%	38%	25%	17%	1%	117
Union household	63%	25%	7%	5%	0%	81
Non-union	55%	29%	11%	5%	0%	536
Read Union Leader	63%	27%	9%	1%	1%	115
Read Boston Globe	75%	16%	8%	1%	0%	69
Read Local Newspapers	70%	19%	7%	4%	0%	197
Watch WMUR	59%	27%	10%	3%	0%	331
Listen to NHPR	70%	22%	7%	1%	0%	192
Listen to Conserv. Radio	78%	11%	6%	5%	0%	60
18 to 34	40%	30%	19%	10%	1%	158
35 to 49	63%	27%	7%	4%	0%	146
50 to 64	60%	29%	8%	3%	0%	186
65 and over	64%	27%	6%	2%	1%	107
Male	55%	26%	12%	6%	0%	304
Female	57%	30%	9%	4%	0%	317
High school or less	43%	31%	15%	12%	0%	120
Some college	47%	36%	13%	3%	1%	145
College graduate	62%	26%	9%	3%	0%	210
Post-graduate	70%	20%	7%	3%	1%	141
Attend services 1 or more/week	61%	29%	6%	4%	0%	118
1-2 times a month	70%	20%	10%	0%	0%	59
Less often	54%	24%	14%	6%	1%	165
Never	52%	33%	10%	5%	0%	264
North Country	58%	29%	11%	2%	0%	56
Central / Lakes	54%	23%	18%	5%	0%	112
Connecticut Valley	50%	35%	10%	5%	1%	91
Mass Border	59%	25%	11%	4%	0%	163
Seacoast	56%	29%	6%	9%	0%	107
Manchester Area	60%	30%	7%	2%	1%	92
First Cong. Dist	59%	25%	10%	5%	0%	310
Second Cong. Dist	54%	31%	11%	4%	0%	311

Attend Events With Presidential Candidate?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	25%	74%	1%	620
Registered Democrat	29%	71%	0%	173
Registered Undeclared	23%	76%	1%	301
Registered Republican	24%	75%	1%	141
Democrat	29%	71%	1%	284
Independent	21%	78%	1%	106
Republican	23%	77%	0%	215
Liberal	36%	63%	1%	165
Moderate	21%	79%	1%	243
Conservative	21%	79%	0%	168
2016 NH Primary Voter	30%	70%	1%	503
Did Not Voter In NH Primary	5%	94%	1%	117
Union household	34%	65%	1%	79
Non-union	24%	76%	1%	536
Read Union Leader	33%	67%	0%	115
Read Boston Globe	41%	59%	0%	69
Read Local Newspapers	36%	64%	0%	195
Watch WMUR	24%	75%	1%	331
Listen to NHPR	35%	65%	0%	192
Listen to Conserv. Radio	36%	64%	0%	60
18 to 34	22%	77%	1%	158
35 to 49	30%	69%	1%	146
50 to 64	23%	76%	1%	185
65 and over	26%	74%	0%	107
Male	24%	75%	1%	304
Female	26%	73%	1%	315
High school or less	14%	84%	1%	118
Some college	23%	76%	1%	144
College graduate	24%	75%	1%	210
Post-graduate	37%	62%	0%	141
Attend services 1 or more/week	28%	71%	1%	117
1-2 times a month	27%	73%	0%	59
Less often	23%	76%	1%	164
Never	24%	75%	1%	264
North Country	23%	77%	0%	56
Central / Lakes	28%	71%	1%	111
Connecticut Valley	21%	79%	1%	91
Mass Border	25%	75%	0%	163
Seacoast	28%	71%	0%	106
Manchester Area	23%	75%	2%	92
First Cong. Dist	27%	72%	1%	309
Second Cong. Dist	23%	77%	0%	310

Did You Shake Hands With A Presidential Candidate?

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	13%	86%	0%	618
Registered Democrat	12%	88%	0%	173
Registered Undeclared	13%	87%	0%	299
Registered Republican	16%	84%	0%	141
Democrat	12%	88%	1%	283
Independent	15%	85%	0%	106
Republican	15%	85%	0%	215
Liberal	16%	83%	1%	165
Moderate	13%	87%	0%	242
Conservative	10%	90%	0%	168
2016 NH Primary Voter	15%	85%	0%	503
Did Not Voter In NH Primary	6%	93%	1%	116
Union household	19%	81%	0%	78
Non-union	13%	87%	0%	536
Read Union Leader	21%	79%	0%	115
Read Boston Globe	24%	76%	0%	69
Read Local Newspapers	20%	80%	0%	195
Watch WMUR	15%	85%	0%	331
Listen to NHPR	18%	82%	0%	192
Listen to Conserv. Radio	24%	76%	0%	60
18 to 34	10%	89%	1%	158
35 to 49	13%	87%	0%	146
50 to 64	15%	85%	0%	185
65 and over	16%	84%	0%	107
Male	13%	86%	0%	304
Female	13%	87%	0%	315
High school or less	7%	92%	1%	118
Some college	10%	90%	0%	144
College graduate	13%	87%	0%	210
Post-graduate	23%	77%	0%	141
Attend services 1 or more/week	18%	81%	1%	117
1-2 times a month	18%	82%	0%	59
Less often	13%	87%	0%	164
Never	10%	90%	0%	264
North Country	13%	87%	0%	56
Central / Lakes	11%	89%	0%	111
Connecticut Valley	10%	89%	1%	91
Mass Border	18%	82%	0%	163
Seacoast	11%	89%	0%	106
Manchester Area	13%	85%	2%	92
First Cong. Dist	14%	85%	0%	309
Second Cong. Dist	12%	88%	0%	310

Impact of NH Losing First Primary Status

	Great Impact	Moderate Impact	Little Impact	No Impact	Don't Know	(N)
STATEWIDE	40%	32%	15%	8%	5%	619
Registered Democrat	42%	34%	13%	6%	5%	173
Registered Undeclared	39%	33%	15%	9%	5%	299
Registered Republican	42%	30%	17%	7%	5%	141
Democrat	41%	37%	14%	4%	4%	284
Independent	38%	24%	16%	14%	8%	106
Republican	40%	31%	15%	10%	4%	214
Liberal	39%	38%	10%	5%	7%	165
Moderate	40%	34%	18%	7%	1%	242
Conservative	42%	27%	15%	11%	4%	168
2016 NH Primary Voter	42%	33%	14%	7%	4%	501
Did Not Voter In NH Primary	33%	27%	21%	8%	10%	117
Union household	50%	30%	12%	5%	2%	79
Non-union	39%	32%	15%	8%	5%	535
Read Union Leader	50%	34%	11%	2%	3%	114
Read Boston Globe	52%	30%	11%	6%	1%	68
Read Local Newspapers	51%	30%	11%	5%	3%	194
Watch WMUR	48%	28%	12%	7%	5%	330
Listen to NHPR	44%	33%	15%	5%	3%	192
Listen to Conserv. Radio	42%	31%	13%	9%	5%	60
18 to 34	25%	45%	17%	9%	4%	158
35 to 49	44%	30%	15%	5%	5%	146
50 to 64	44%	25%	18%	8%	5%	185
65 and over	47%	31%	10%	7%	5%	107
Male	35%	33%	19%	10%	3%	303
Female	45%	32%	11%	5%	7%	316
High school or less	47%	22%	16%	6%	9%	118
Some college	36%	33%	15%	9%	7%	145
College graduate	39%	42%	11%	7%	1%	209
Post-graduate	41%	27%	20%	9%	4%	141
Attend services 1 or more/week	45%	26%	12%	11%	6%	116
1-2 times a month	37%	45%	13%	4%	0%	59
Less often	43%	33%	13%	8%	4%	165
Never	37%	33%	18%	7%	6%	264
North Country	49%	25%	15%	3%	7%	55
Central / Lakes	41%	32%	11%	8%	9%	112
Connecticut Valley	42%	36%	6%	6%	10%	91
Mass Border	35%	29%	20%	12%	3%	163
Seacoast	39%	39%	19%	2%	1%	106
Manchester Area	44%	31%	14%	11%	0%	92
First Cong. Dist	45%	32%	15%	4%	4%	307
Second Cong. Dist	36%	32%	15%	11%	6%	311