

# THE CNN /WMUR NEW HAMPSHIRE PRIMARY POLL



University of  
New Hampshire

February 7, 2016

## HOME STRETCH: TRUMP KEEPS LEAD

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

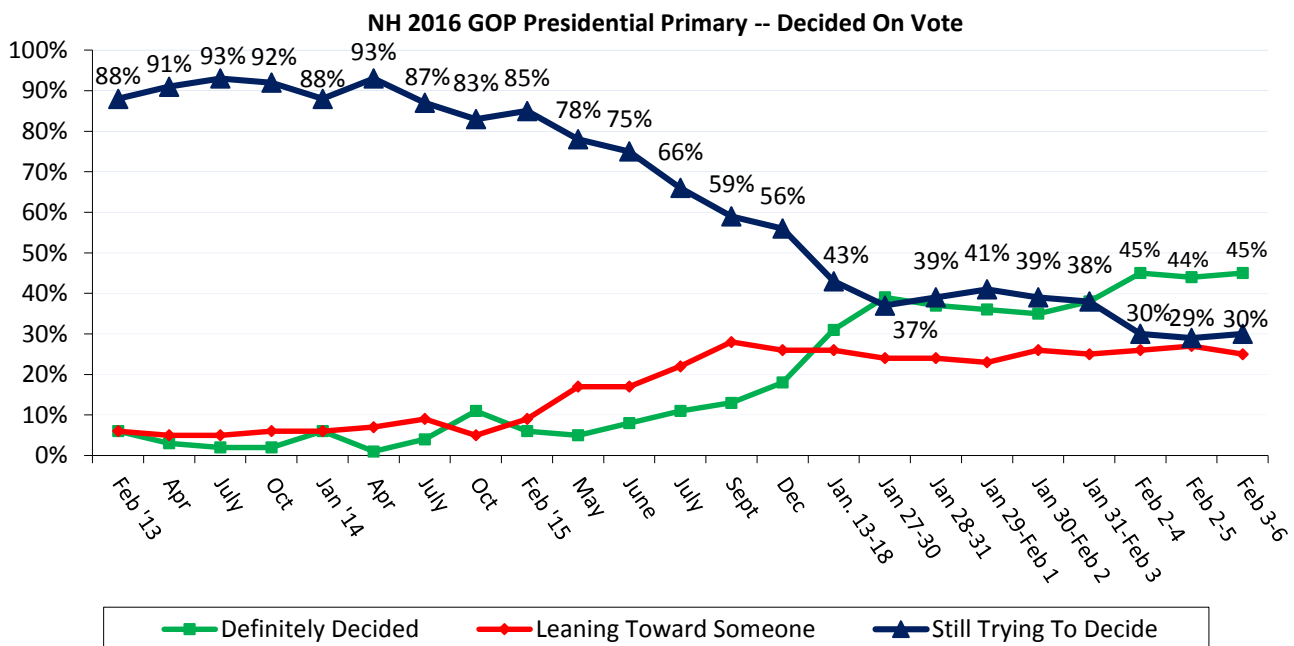
andrew.smith@unh.edu  
603-862-2226  
www.unh.edu/survey-center

DURHAM, NH – With only days remaining, Donald Trump still holds the lead in the New Hampshire Primary race and most Republican voters think he will win the primary. But only forty-five percent of New Hampshire Republican Primary voters say they have firmly decided who they will vote for in the Primary.

These findings are based on the latest **CNN/WMUR New Hampshire Primary Poll**,\* conducted by the University of New Hampshire Survey Center. Nine hundred and fifty-three (953) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 3 and February 6, 2016. The margin of sampling error is +/- 3.2 percent for the entire sample. Included were three hundred and sixty-two (362) likely 2016 Republican Primary voters (MSE = +/-5.2 percentage points), and four hundred and six (406) likely 2016 Democratic Primary voters (MSE = +/-4.9 percentage points).

### NH Republicans Still Undecided

New Hampshire primary voters usually decide who they will vote for in the last weeks, or days of the campaign and a majority of likely Republican primary voters have not yet made up their minds about who they will vote for. Currently, only 45% of likely Republican Primary voters say they have definitely decided who they will support, 25% are leaning toward a candidate, and 30% are still trying to decide.



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

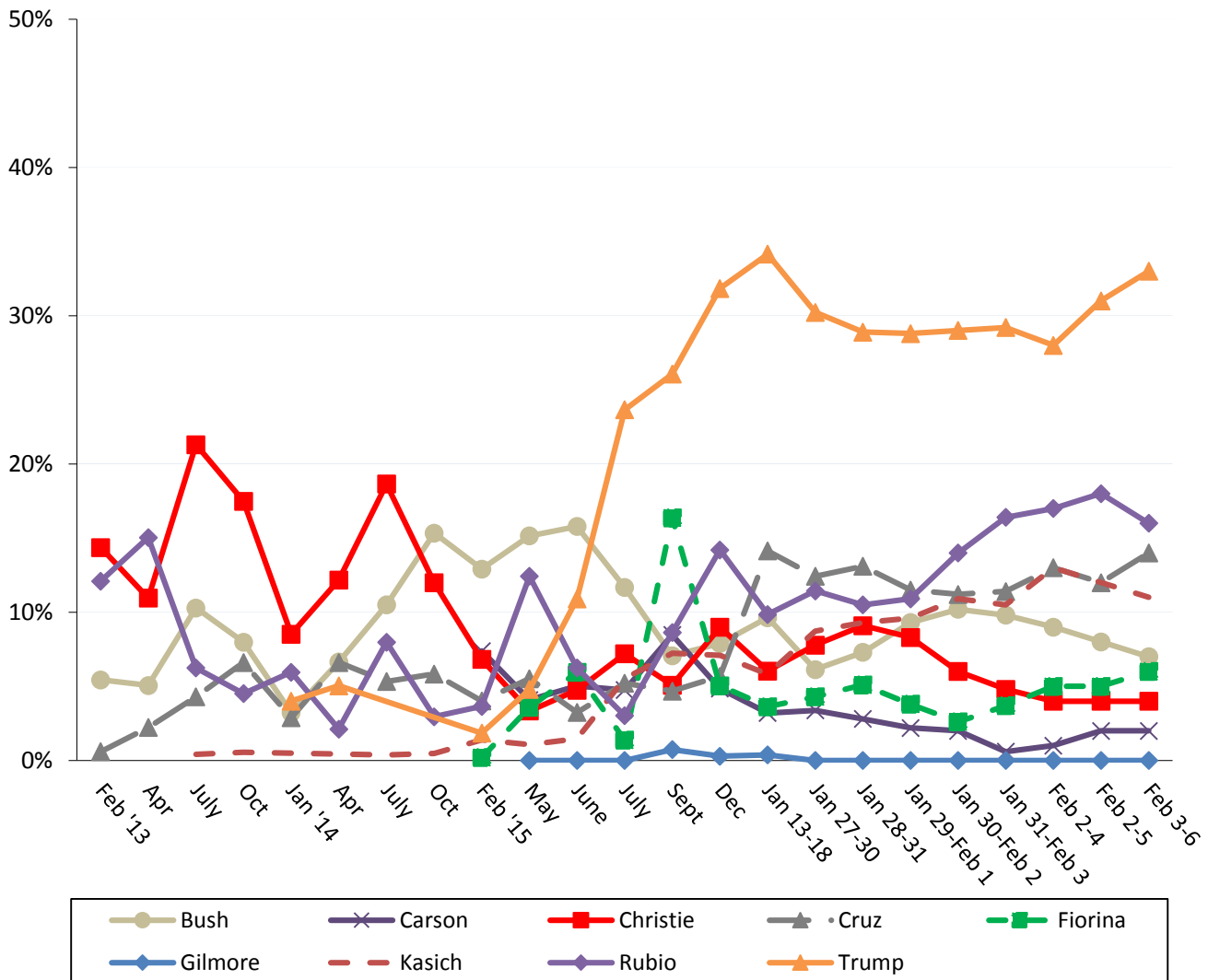
The Republican electorate is more interested in the 2016 primary than it was at a similar point in the 2008 cycle, the last time both parties had contested primaries. Currently, 58% of likely Republican primary voters say they are extremely interested in the election, 33% are very interested, and 9% are only somewhat interested or not very interested. By comparison, at this point in the election cycle, only 43% of likely Republican primary voters said they were extremely interested in the 2008 primary, 49% were very interested, and 9% were only somewhat interested or not very interested. Currently, 46% of undeclared voters who can vote in either primary, say they will vote in the Republican primary and 46% say they will vote in the Democratic primary.

### 2016 NH Republican Primary

Donald Trump continues to top the field in New Hampshire, rebounding to getting the support of 33% of likely Republican primary voters. Trump is followed by Marco Rubio (16%), Ted Cruz (14%), John Kasich (11%), Jeb Bush (7%), Carly Fiorina (6%), Chris Christie (4%), and Ben Carson (2%). All other potential candidates receive less than 1% support, and 6% say they are undecided.

Trump (44%) and Cruz (22%) are the leading candidates among primary voters who regularly listen to conservative talk radio. Trump (37%) and Rubio (25%) are the top choices among primary voters who regularly read the Union Leader. Trump also has the support of 47% of likely primary voters who say they have definitely decided who they are voting for on primary day.

NH 2016 GOP Presidential Primary -- Who Support If Vote Held Today?

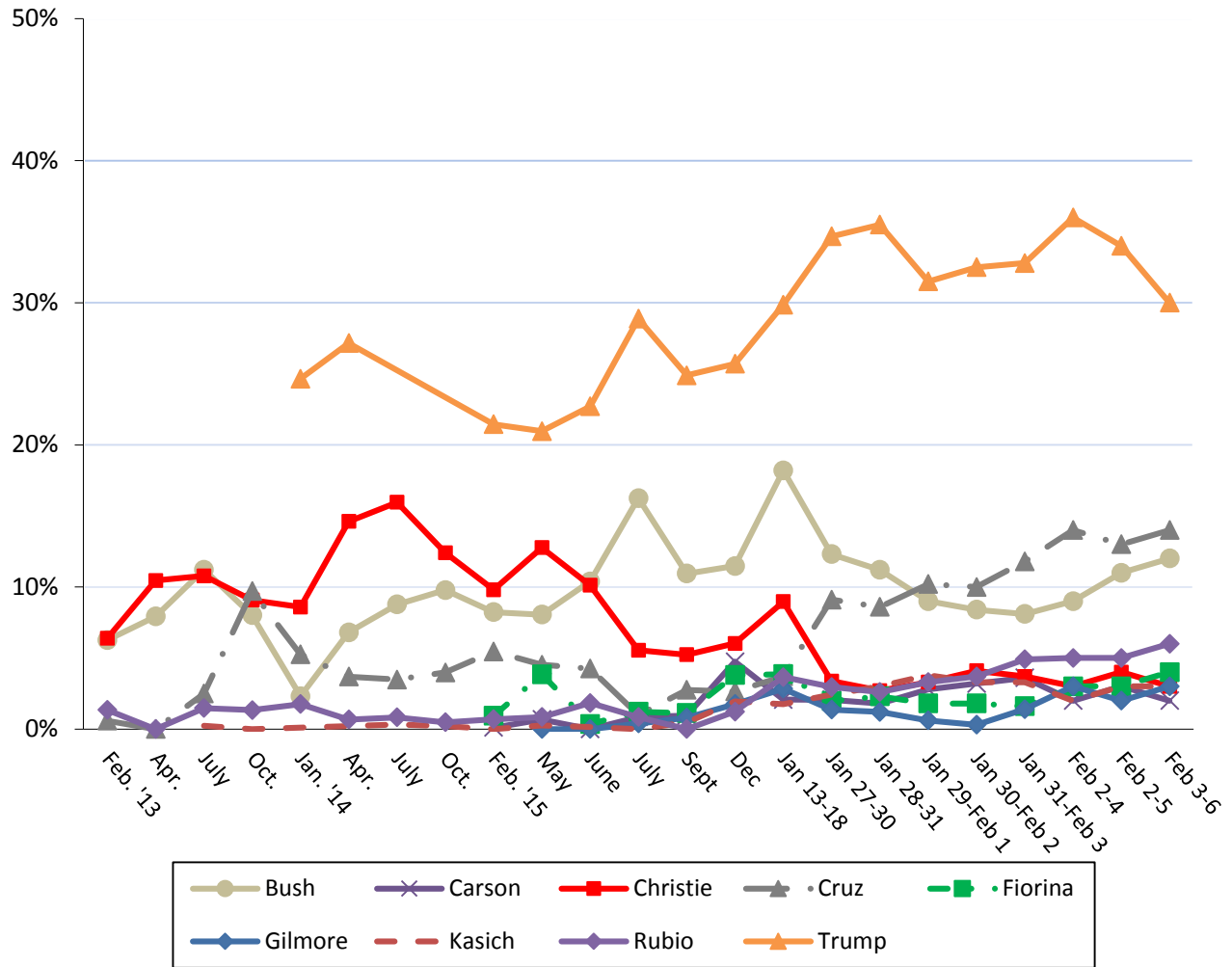


## Most Unpopular Republican Candidate

Despite leading the New Hampshire field, Trump is also the candidate New Hampshire Republicans are least likely to vote for. When asked which candidate they would NOT vote for under any circumstance, 30% of likely Republican Primary voters say they would not vote for Trump, 14% would not vote for Cruz, 12% would not vote for Bush, 6% would not vote for Rubio, 4% would not vote for Fiorina, 3% would not vote for Kasich, 3% would not vote for Gilmore, 3% would not vote for Christie, 2% would not vote for Carson, 13% think all the prospective candidates are acceptable, and 9% are unsure.

Voters who frequently attend religious services (45%) and voters with a post-graduate education (41%) are most likely to say they wouldn't vote for Trump under any circumstances and conservative talk radio listeners (29%) are most likely to say they wouldn't vote for Bush under any circumstances.

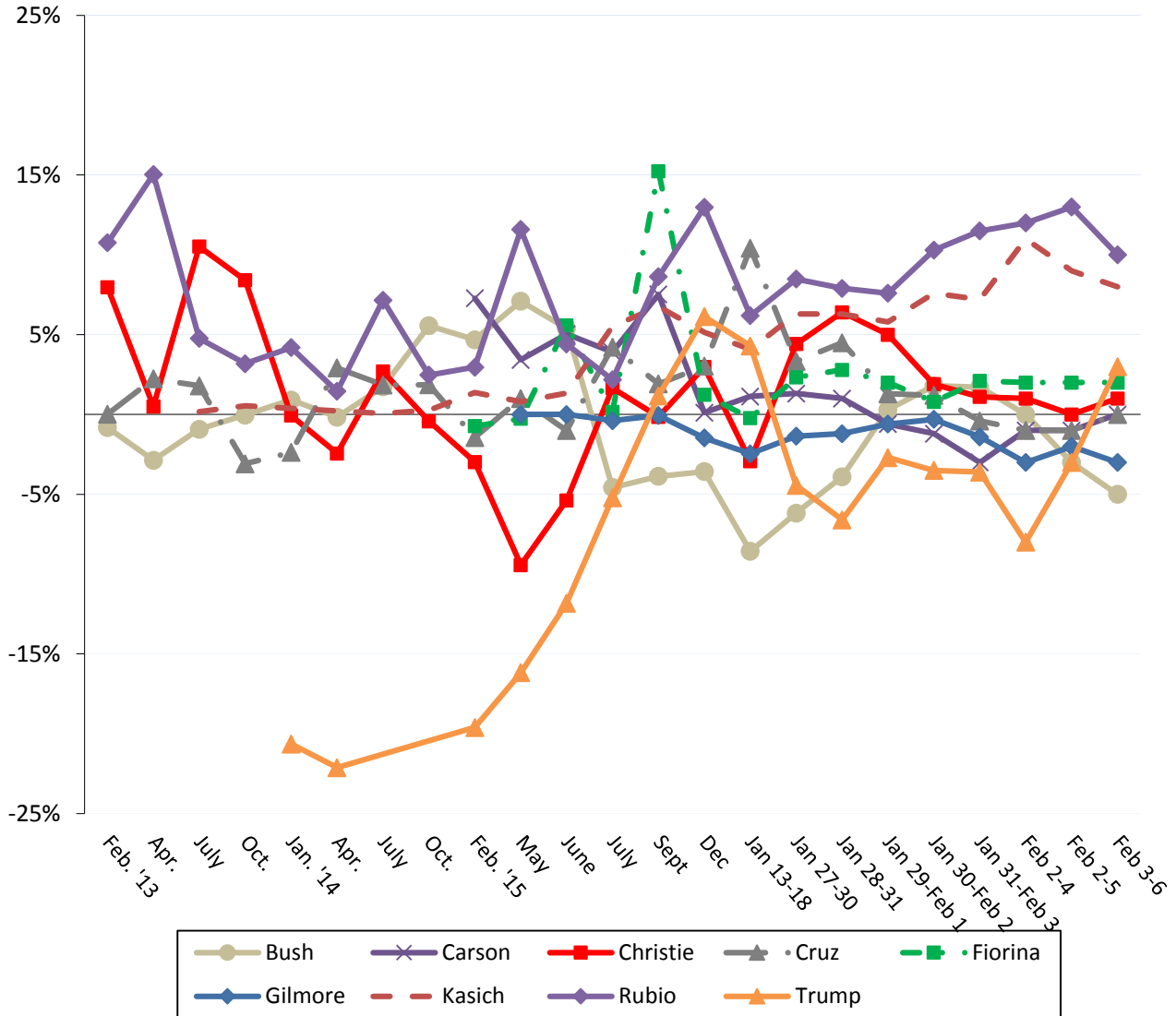
**NH 2016 GOP Presidential Primary -- Would Not Vote For**



## Republican Net Electability

Rubio tops the field in net electability (the percentage who support a candidate minus the percent who would not vote for that candidate) with +10% and is essentially tied with Kasich at +8%. Trump (+3%), Fiorina (+2%) and Christie (+1%) also have positive net electability scores. Cruz (0%), Carson (0%), Gilmore (-3%), and Bush (-5%) have neutral or negative net electability scores.

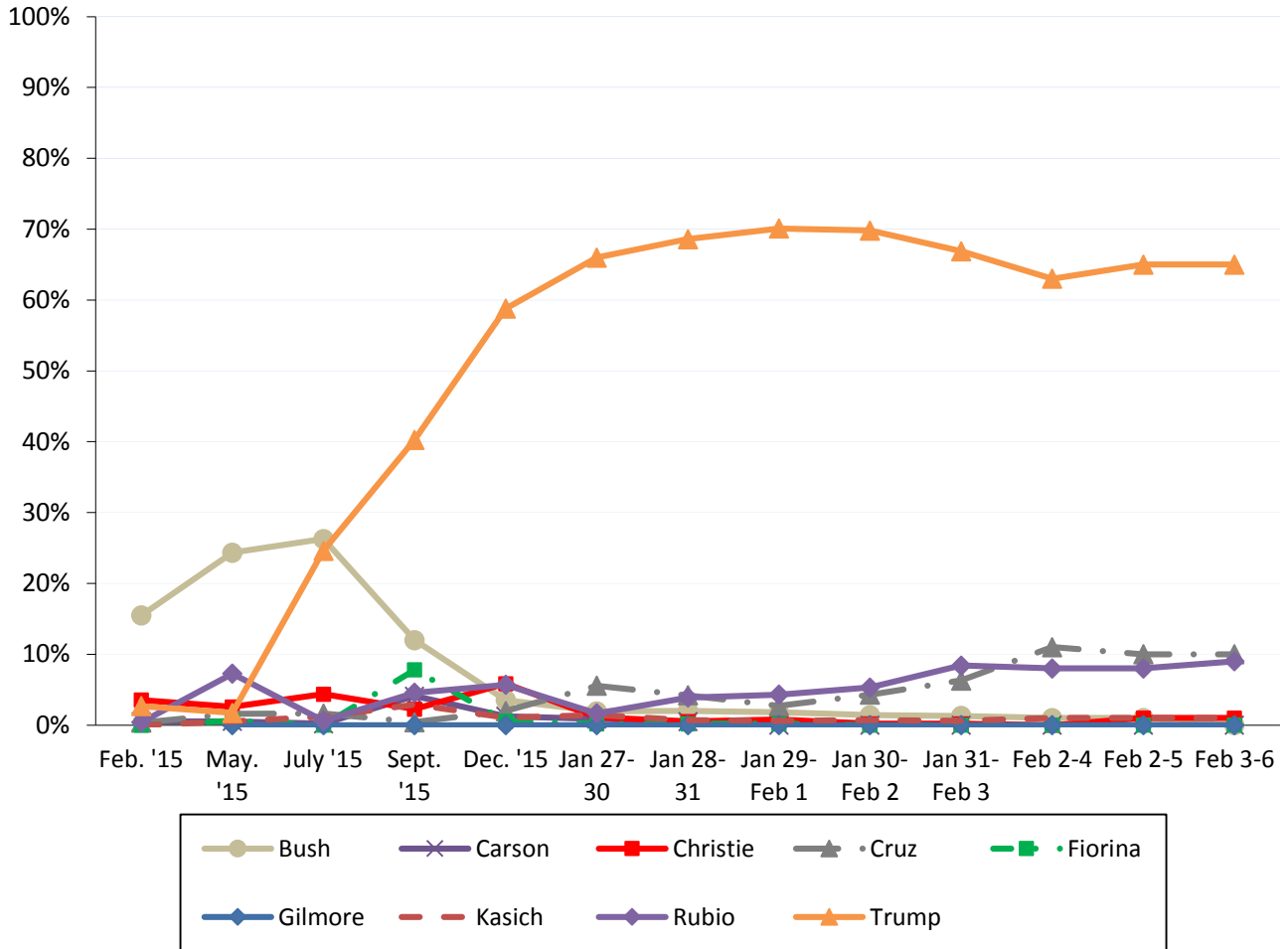
NH 2016 GOP Presidential Primary -- Net Electability Scores



### Who Will Win NH Primary?

Trump remains the candidate that most New Hampshire Republicans think will win in the Granite State. When asked who they think will win the 2016 New Hampshire Republican Primary, 65% think Trump will win, 10% think Cruz will win, and 9% think Rubio will win.

#### Who Will Win NH 2016 GOP Presidential Primary?



### CNN/WMUR New Hampshire Primary Poll Methodology

These findings are based on the latest CNN/WMUR New Hampshire Primary Poll, conducted by the University of New Hampshire Survey Center and funded by CNN and WMUR-TV, Manchester, NH. Interviews were conducted by the UNH Survey Center with assistance from the Center for Public Interest Polling in Eagleton Institute at Rutgers. Nine hundred and fifty-three (953) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 3 and February 6, 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 +/- 3.2 percent for the entire sample. Included were three hundred and sixty-two (362) likely 2016 Republican Primary voters (MSE = +/-5.2 percentage points), and four hundred and six (406) likely 2016 Democratic Primary voters (MSE = +/-4.9 percentage points). 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 CNN/WMUR New Hampshire Primary 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 CNN/WMUR New Hampshire Primary Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### New Hampshire Primary Poll, February 3-6, 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>466</b>	<b>49%</b>	North Country	<b>76</b>	<b>8%</b>
Female	<b>487</b>	<b>51%</b>	Central/Lakes	<b>152</b>	<b>16%</b>
			Connecticut Valley	<b>140</b>	<b>15%</b>
			Mass Border	<b>276</b>	<b>29%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>159</b>	<b>17%</b>
18 to 34	<b>242</b>	<b>27%</b>	Manchester Area	<b>151</b>	<b>16%</b>
35 to 49	<b>227</b>	<b>25%</b>			
50 to 64	<b>280</b>	<b>31%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>163</b>	<b>18%</b>	Democrat	<b>264</b>	<b>28%</b>
			Undeclared & Not Reg.	<b>473</b>	<b>50%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>211</b>	<b>22%</b>
High School or Less	<b>139</b>	<b>18%</b>			
Some College	<b>196</b>	<b>25%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>281</b>	<b>36%</b>	Democrat	<b>374</b>	<b>47%</b>
Post-Graduate	<b>176</b>	<b>22%</b>	Independent	<b>115</b>	<b>15%</b>
			Republican	<b>299</b>	<b>38%</b>

## New Hampshire Primary Poll, February 3-6, 2016 Likely Republican Primary Voter Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	192	53%	North Country	29	8%
Female	170	47%	Central/Lakes	62	17%
			Connecticut Valley	38	10%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	118	33%
18 to 34	62	18%	Seacoast	52	14%
35 to 49	90	26%	Manchester Area	63	18%
50 to 64	132	38%			
65 and Over	64	18%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	0	0%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared & Not Reg.	162	45%
High School or Less	65	18%	Republican	200	55%
Some College	82	23%			
College Graduate	152	43%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	58	16%	Democrat	32	9%
			Independent	45	13%
			Republican	281	79%

### Decided Who to Vote for in 2016 GOP Primary?

(Likely NH GOP Primary Voters)

“Have you definitely decided who you will vote for in the New Hampshire primary ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Definitely Decided</u>	<u>Leaning Toward Someone</u>	<u>Still Trying to Decide</u>	<u>(N)</u>
<b>Feb 3-6 '16</b>	<b>45%</b>	<b>25%</b>	<b>30%</b>	<b>(362)</b>
Feb 2-5 '16	44%	27%	29%	(370)
Feb 2-4 '16	45%	26%	30%	(287)
Jan 31-Feb 3 '16	38%	25%	38%	(390)
Jan 30-Feb 2 '16	35%	26%	39%	(378)
Jan 29-Feb 1 '16	36%	23%	41%	(362)
Jan 28-31 '16	37%	24%	39%	(359)
Jan 27-30 '16	39%	24%	37%	(409)
Jan 13-18 '16	31%	26%	43%	(412)
Dec '15	18%	26%	56%	(403)
Sept '15	13%	28%	59%	(343)
July '15	11%	22%	66%	(309)
June '15	8%	17%	75%	(401)
May '15	5%	17%	78%	(291)
Feb. '15	6%	9%	85%	(346)
Oct. '14	11%	5%	83%	(271)
July '14	4%	9%	87%	(247)
Apr. '14	1%	7%	83%	(182)
Jan. '14	6%	6%	88%	(245)
Oct. '13	2%	6%	92%	(220)
July '13	2%	5%	93%	(197)
Apr. '13	3%	5%	91%	(164)
Feb. '13	6%	6%	88%	(205)



## Republican Nomination in 2016 NH Primary

(Likely NH GOP Primary Voters)

"I'm going to read you the names of the candidates who are running for the Republican nomination. If the Republican primary for president were held today, which of the following would you support for the Republican nomination Jeb Bush ... Ben Carson ... Chris Christie ... Ted Cruz ... Carly Fiorina ... Jim Gilmore ... John Kasich ... Marco Rubio ... Donald Trump ... or someone else?" ROTATE CANDIDATES

	<u>2015</u>						<u>2016</u>								
	<u>Feb</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Sept</u>	<u>Dec</u>	<u>Jan 13-18</u>	<u>Jan 27-30</u>	<u>Jan 28-31</u>	<u>Jan 29-Feb 1</u>	<u>Jan 30-Feb 2</u>	<u>Jan 31-Feb 3</u>	<u>Feb 2-4</u>	<u>Feb 2-5</u>	<u>Feb 3-6</u>
<b>Donald Trump</b>	2%	5%	11%	24%	26%	32%	34%	30%	29%	29%	29%	29%	28%	31%	<b>33%</b>
<b>Marco Rubio</b>	5%	12%	6%	3%	9%	14%	10%	11%	11%	11%	14%	16%	17%	18%	<b>16%</b>
<b>Ted Cruz</b>	4%	6%	3%	5%	5%	6%	14%	12%	13%	12%	11%	11%	13%	12%	<b>14%</b>
<b>John Kasich</b>	1%	1%	1%	6%	7%	7%	6%	9%	9%	10%	11%	11%	13%	12%	<b>11%</b>
<b>Jeb Bush</b>	17%	15%	16%	12%	7%	8%	10%	6%	7%	9%	10%	10%	9%	8%	<b>7%</b>
<b>Carly Fiorina</b>	*	4%	6%	1%	16%	5%	4%	4%	5%	4%	3%	4%	5%	5%	<b>6%</b>
<b>Chris Christie</b>	9%	3%	5%	7%	5%	9%	6%	8%	9%	9%	6%	5%	4%	4%	<b>4%</b>
<b>Ben Carson</b>	8%	4%	5%	5%	8%	5%	3%	3%	3%	2%	2%	1%	1%	2%	<b>2%</b>
<b>Jim Gilmore</b>	---	0%	0%	0%	1%	*	*	0%	0%	0%	0%	0%	0%	0%	*
<b>Rand Paul</b>	9%	10%	9%	7%	3%	2%	6%	3%	4%	4%	4%	---	---	---	---
<b>Mike Huckabee</b>	9%	3%	2%	2%	*	1%	1%	1%	1%	1%	---	---	---	---	---
<b>Rick Santorum</b>	2%	2%	0%	1%	*	*	0%	0%	0%	0%	0%	---	---	---	---
<b>Lindsey Graham</b>	---	1%	1%	1%	1%	1%	---	---	---	---	---	---	---	---	---
<b>George Pataki</b>	1%	2%	1%	*	*	0%	---	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	12%	11%	8%	11%	*	---	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	---	0%	---	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	1%	2%	*	2%	0%	---	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	2%	4%	4%	2%	---	---	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	*	*	0%	---	---	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	*	*	0%	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	1%	0%	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Paul Ryan</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Kelly Ayotte</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Scott Brown</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Rob Portman</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Huntsman</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Thune</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	1%	1%	1%	0%	*	0%	*	3%	2%	2%	*	4%	2%	2%	<b>1%</b>
<b>Don't Know Yet</b>	15%	14%	21%	12%	11%	9%	6%	10%	7%	9%	10%	9%	8%	7%	<b>6%</b>
<b>(N)</b>	(348)	(293)	(400)	(305)	(344)	(399)	(408)	(400)	(352)	(354)	(372)	(386)	(285)	(367)	<b>(361)</b>

\* = Less than 1% --- = Not Included

	<u>2013</u>				<u>2014</u>			
	<u>Feb</u>	<u>Apr</u>	<u>July</u>	<u>Oct</u>	<u>Jan</u>	<u>Apr</u>	<u>July</u>	<u>Oct</u>
<b>Donald Trump</b>	---	---	---	---	4%	5%	---	---
<b>Ted Cruz</b>	1%	2%	4%	6%	3%	7%	5%	6%
<b>Marco Rubio</b>	12%	15%	6%	4%	6%	2%	8%	3%
<b>John Kasich</b>	---	---	*	*	---	---	*	*
<b>Chris Christie</b>	14%	11%	21%	16%	9%	12%	19%	12%
<b>Jeb Bush</b>	5%	5%	10%	8%	3%	7%	11%	15%
<b>Carly Fiorina</b>	---	---	---	---	---	---	---	---
<b>Ben Carson</b>	---	---	---	---	---	---	---	---
<b>Rand Paul</b>	8%	15%	16%	17%	16%	15%	14%	7%
<b>Mike Huckabee</b>	---	---	---	---	---	---	8%	9%
<b>Jim Gilmore</b>	---	---	---	---	---	---	---	---
<b>Rick Santorum</b>	3%	4%	4%	4%	---	1%	1%	2%
<b>Lindsey Graham</b>	---	---	---	---	---	---	---	---
<b>George Pataki</b>	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	3%	1%	2%	2%	2%	3%	3%	3%
<b>Mark Everson</b>	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	2%	2%	*	---	---	3%	5%	3%
<b>Rick Perry</b>	---	---	4%	1%	2%	1%	2%	2%
<b>Bob Ehrlich</b>	---	---	---	---	---	---	---	---
<b>Peter King</b>	---	---	---	*	*	---	---	---
<b>John Bolton</b>	---	---	---	---	---	---	---	---
<b>Paul Ryan</b>	11%	11%	8%	9%	6%	13%	5%	6%
<b>Kelly Ayotte</b>	10%	5%	---	---	13%	13%	---	---
<b>Scott Brown</b>	---	---	---	7%	11%	---	---	---
<b>Rob Portman</b>	0%	1%	*	*	*	*	1%	*
<b>John Huntsman</b>	8%	5%	---	---	---	---	---	---
<b>John Thune</b>	1%	*	---	---	---	---	---	---
<b>Someone Else</b>	2%	0%	3%	3%	6%	3%	3%	3%
<b>Don't Know Yet</b>	20%	23%	20%	21%	18%	15%	15%	28%
<b>(N)</b>	(209)	(167)	(199)	(233)	(244)	(186)	(245)	(274)

**Candidate You Wouldn't Vote For In 2016 NH Republican Primary**  
(Likely NH GOP Primary Voters)

“Which of the candidates who are running for the Republican nomination would you NOT vote for under any circumstance?”

	<u>2015</u>						<u>2016</u>								
	<u>Feb</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Sept</u>	<u>Dec</u>	<u>Jan 13-18</u>	<u>Jan 27-30</u>	<u>Jan 28-31</u>	<u>Jan 29-Feb 1</u>	<u>Jan 30-Feb 2</u>	<u>Jan 31-Feb 3</u>	<u>Feb 2-4</u>	<u>Feb 2-5</u>	<u>Feb 3-6</u>
<b>Donald Trump</b>	21%	21%	23%	29%	25%	26%	30%	35%	36%	31%	33%	33%	36%	34%	<b>30%</b>
<b>Ted Cruz</b>	5%	5%	4%	1%	3%	3%	4%	9%	9%	10%	10%	12%	14%	13%	<b>14%</b>
<b>Jeb Bush</b>	8%	8%	10%	16%	11%	11%	18%	12%	11%	9%	8%	8%	9%	11%	<b>12%</b>
<b>Marco Rubio</b>	1%	1%	2%	1%	0%	1%	4%	3%	3%	3%	4%	5%	5%	5%	<b>6%</b>
<b>Carly Fiorina</b>	1%	4%	*	1%	1%	4%	4%	2%	2%	2%	2%	2%	3%	3%	<b>4%</b>
<b>Chris Christie</b>	10%	13%	10%	6%	5%	6%	9%	3%	3%	3%	4%	4%	3%	4%	<b>3%</b>
<b>Jim Gilmore</b>	---	0%	0%	*	1%	2%	3%	1%	1%	1%	*	1%	3%	2%	<b>3%</b>
<b>John Kasich</b>	0%	*	*	0%	*	2%	2%	2%	3%	4%	3%	3%	2%	3%	<b>3%</b>
<b>Ben Carson</b>	*	1%	0%	1%	1%	5%	2%	2%	2%	3%	3%	4%	2%	3%	<b>2%</b>
<b>Rand Paul</b>	5%	5%	4%	2%	10%	7%	5%	4%	5%	6%	5%	---	---	---	---
<b>Rick Santorum</b>	3%	4%	2%	1%	2%	3%	1%	1%	2%	2%	2%	---	---	---	---
<b>Mike Huckabee</b>	3%	2%	3%	3%	8%	4%	2%	1%	1%	1%	---	---	---	---	---
<b>Lindsey Graham</b>	---	2%	1%	4%	4%	3%	---	---	---	---	---	---	---	---	---
<b>George Pataki</b>	*	4%	2%	2%	2%	2%	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	---	1%	---	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	1%	1%	2%	*	1%	---	---	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	*	1%	2%	*	*	---	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	2%	1%	1%	2%	---	---	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	0%	*	0%	---	---	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	1%	0%	1%	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	0%	1%	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Mitt Romney</b>	5%	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Paul Ryan</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Rob Portman</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Kelly Ayotte</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Scott Brown</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Huntsman</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Thune</b>	---	---	---	---	---	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	1%	*	1%	1%	0%	1%	*	1%	1%	1%	1%	6%	2%	2%	<b>1%</b>
<b>All OK</b>	11%	10%	13%	12%	10%	12%	10%	14%	14%	15%	15%	13%	13%	13%	<b>13%</b>
<b>Don't Know</b>	22%	18%	19%	17%	15%	9%	6%	9%	9%	10%	9%	10%	10%	9%	<b>9%</b>
<b>(N)</b>	(347)	(285)	(397)	(307)	(343)	(399)	(406)	(400)	(353)	(358)	(374)	(387)	(284)	(364)	<b>(357)</b>

	<u>2013</u>				<u>2014</u>			
	<u>Feb</u>	<u>Apr</u>	<u>July</u>	<u>Oct</u>	<u>Jan</u>	<u>Apr</u>	<u>July</u>	<u>Oct</u>
Donald Trump	---	---	---	---	25%	27%	---	---
Jeb Bush	6%	8%	11%	8%	2%	7%	9%	10%
Ted Cruz	1%	*	3%	8%	5%	4%	3%	4%
Rand Paul	6%	9%	3%	5%	3%	4%	3%	5%
Chris Christie	6%	11%	11%	7%	9%	15%	16%	12%
Marco Rubio	1%	*	2%	2%	2%	1%	1%	*
John Kasich	---	---	*	0%	---	---	*	*
Ben Carson	---	---	---	---	---	---	---	---
Carly Fiorina	---	---	---	---	---	---	---	---
Rick Santorum	11%	13%	11%	6%	---	5%	7%	4%
Jim Gilmore	---	---	---	---	---	---	---	---
Mike Huckabee	---	---	---	---	---	---	4%	6%
Lindsey Graham	---	---	---	---	---	---	---	---
George Pataki	---	---	---	---	---	---	---	---
Mark Everson	---	---	---	---	---	---	---	---
Bobby Jindal	2%	*	1%	---	---	*	1%	1%
Scott Walker	2%	*	0%	*	*	0%	3%	*
Rick Perry	---	---	5%	6%	2%	3%	7%	4%
Bob Ehrlich	---	---	---	---	---	---	---	---
Peter King	---	---	---	5%	1%	---	---	---
John Bolton	---	---	---	---	---	---	---	---
Mitt Romney	---	---	---	---	---	---	---	---
Paul Ryan	2%	*	*	1%	*	0%	1%	0%
Rob Portman	3%	1%	1%	*	*	0%	*	1%
Kelly Ayotte	6%	6%	---	---	5%	4%	---	---
Scott Brown	---	---	---	2%	5%	---	---	---
John Huntsman	4%	6%	---	---	---	---	---	---
John Thune	1%	*	---	---	---	---	---	---
Someone Else	2%	*	*	1%	*	2%	*	*
All OK	15%	24%	25%	20%	21%	16%	23%	17%
Don't Know	32%	21%	25%	28%	19%	14%	21%	34%
(N)	(208)	(168)	(197)	(232)	(243)	(185)	(243)	(271)

**Who Will Win 2016 NH Republican Primary?**  
(Likely NH GOP Primary Voters)

“Regardless of who you are voting for, which candidate do you think is most likely to win the New Hampshire Republican primary?”

	<u>2015</u>					<u>2016</u>							
	<u>Feb</u>	<u>May</u>	<u>July</u>	<u>Sept</u>	<u>Dec</u>	<u>Jan 27-30</u>	<u>Jan 28-31</u>	<u>Jan 29-Feb 1</u>	<u>Jan 30-Feb 2</u>	<u>Jan 31-Feb 3</u>	<u>Feb 2-4</u>	<u>Feb 2-5</u>	<u>Feb 3-6</u>
<b>Donald Trump</b>	3%	2%	25%	40%	59%	66%	69%	70%	70%	67%	63%	65%	<b>65%</b>
<b>Ted Cruz</b>	*	2%	2%	*	2%	6%	4%	3%	4%	6%	11%	10%	<b>10%</b>
<b>Marco Rubio</b>	*	7%	1%	5%	6%	2%	4%	4%	5%	8%	8%	8%	<b>9%</b>
<b>John Kasich</b>	0%	1%	1%	3%	1%	1%	1%	1%	1%	1%	1%	1%	<b>1%</b>
<b>Chris Christie</b>	4%	3%	4%	2%	6%	1%	1%	1%	*	*	*	1%	<b>1%</b>
<b>Jeb Bush</b>	15%	24%	26%	12%	4%	2%	2%	2%	1%	1%	1%	1%	*
<b>Carly Fiorina</b>	0%	1%	0%	8%	1%	*	*	*	0%	0%	*	*	*
<b>Ben Carson</b>	1%	1%	*	4%	1%	1%	1%	0%	0%	0%	0%	0%	<b>0%</b>
<b>Jim Gilmore</b>	---	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>
<b>Rand Paul</b>	7%	10%	2%	1%	1%	1%	1%	1%	1%	---	---	---	---
<b>Mike Huckabee</b>	1%	*	2%	0%	*	0%	0%	0%	---	---	---	---	---
<b>Rick Santorum</b>	1%	3%	*	1%	0%	0%	0%	0%	0%	---	---	---	---
<b>George Pataki</b>	0%	*	0%	0%	0%	---	---	---	---	---	---	---	---
<b>Lindsey Graham</b>	---	0%	0%	0%	0%	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	3%	7%	8%	*	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	1%	0%	1%	0%	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	0%	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	2%	2%	*	---	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	0%	0%	---	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	*	*	---	---	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	0%	*	---	---	---	---	---	---	---	---	---	---	---
<b>Mitt Romney</b>	22%	---	---	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	*	0%	0%	0%	0%	1%	2%	2%	1%	0%	*	0%	<b>1%</b>
<b>Don't Know</b>	40%	38%	28%	24%	20%	19%	17%	17%	16%	16%	16%	15%	<b>13%</b>
<b>(N)</b>	(347)	(289)	(309)	(344)	(403)	(405)	(357)	(360)	(378)	(389)	(287)	(370)	<b>(361)</b>

**Decided 2016 GOP Primary Vote  
(Likely 2016 GOP Primary Voters)**

	<b>Def. <u>Decided</u></b>	<b>Leaning <u>Towards Someone</u></b>	<b>Still Trying <u>To Decide</u></b>	<b>(N)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>45%</b>	<b>25%</b>	<b>30%</b>	<b>362</b>
Registered Undeclared	40%	24%	36%	155
Registered Republican	49%	26%	25%	200
Democrat/Independent	53%	18%	30%	77
Republican	43%	27%	30%	281
Liberal/Moderate	43%	26%	31%	149
Conservative	46%	24%	29%	196
Extremely Interested	49%	25%	25%	210
Very Interested	42%	26%	32%	118
Somewhat/Not Very Interested	30%	14%	55%	33
Voted in 2008 & 2012 NH Primaries	45%	27%	28%	251
Voted in 2008 or 2012 NH Primary	49%	27%	24%	47
Did Not Vote in Either NH Primary	43%	14%	43%	63
Will Definitely Vote	50%	24%	26%	302
Will Vote Unless Emergency	18%	30%	52%	60
Read Union Leader	45%	22%	33%	92
Read Boston Globe	75%	13%	12%	28
Read Local Newspapers	45%	25%	30%	107
Watch WMUR	41%	26%	33%	215
Listen to NHPR	42%	24%	33%	76
Listen to Conserv. Talk Radio	50%	24%	26%	78
18 to 34	52%	23%	25%	62
35 to 49	37%	23%	39%	90
50 to 64	45%	26%	29%	132
65 and over	51%	27%	22%	64
Male	48%	24%	27%	192
Female	42%	25%	34%	170
High school or less	55%	26%	19%	65
Some college	51%	17%	33%	82
College graduate	36%	30%	34%	152
Post-graduate	47%	22%	31%	58
Attend services 1 or more/week	36%	28%	35%	105
1-2 times a month	50%	21%	29%	34
Less often	48%	25%	27%	121
Never	48%	22%	30%	94
North Country	48%	19%	32%	29
Central / Lakes	49%	15%	36%	62
Connecticut Valley	39%	29%	31%	38
Mass Border	44%	32%	24%	118
Seacoast	50%	20%	30%	52
Manchester Area	42%	24%	35%	63
First Cong. Dist	47%	22%	32%	182
Second Cong. Dist	44%	27%	29%	180

**GOP 2016 Primary Support  
(Likely 2016 GOP Primary Voters)**

	<b>Donald <u>Trump</u></b>	<b>Marco <u>Rubio</u></b>	<b>Ted <u>Cruz</u></b>	<b>John <u>Kasich</u></b>	<b>Jeb <u>Bush</u></b>	<b>Carly <u>Fiorina</u></b>	<b>Chris <u>Christie</u></b>	<b>Someone <u>Else</u></b>	<b><u>Undecided</u></b>	<b>(N=)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>33%</b>	<b>16%</b>	<b>14%</b>	<b>11%</b>	<b>7%</b>	<b>6%</b>	<b>4%</b>	<b>3%</b>	<b>6%</b>	<b>361</b>
Registered Undeclared	34%	13%	13%	14%	6%	8%	3%	0%	8%	157
Registered Republican	31%	19%	15%	8%	8%	6%	4%	4%	5%	197
Democrat/Independent	32%	4%	10%	29%	6%	4%	4%	3%	8%	76
Republican	33%	19%	15%	6%	7%	7%	3%	3%	6%	282
Liberal/Moderate	31%	17%	6%	20%	11%	3%	6%	1%	6%	146
Conservative	31%	17%	21%	4%	4%	9%	2%	5%	7%	198
Extremely Interested	32%	17%	15%	10%	6%	6%	4%	3%	6%	211
Very Interested	35%	17%	13%	13%	5%	4%	2%	3%	7%	116
Somewhat/Not Very Interested	30%	3%	12%	4%	19%	17%	7%	0%	8%	33
Voted in 2008 & 2012 NH Primaries	29%	18%	15%	12%	8%	7%	3%	3%	6%	250
Voted in 2008 or 2012 NH Primary	36%	9%	11%	9%	6%	7%	11%	1%	10%	47
Did Not Vote in Either NH Primary	45%	13%	13%	9%	3%	6%	0%	4%	7%	63
Definitely Decided	47%	13%	14%	14%	5%	2%	4%	2%	0%	161
Leaning Towards Someone	22%	25%	20%	8%	5%	6%	5%	5%	4%	88
Still Trying to Decide	19%	14%	11%	8%	11%	13%	4%	3%	18%	108
Will Definitely Vote	35%	19%	13%	11%	5%	6%	4%	2%	5%	301
Will Vote Unless Emergency	23%	3%	21%	8%	15%	8%	5%	4%	15%	60
Read Union Leader	37%	25%	7%	8%	6%	7%	4%	2%	3%	90
Read Boston Globe	37%	17%	2%	22%	7%	0%	8%	0%	6%	28
Read Local Newspapers	36%	17%	3%	11%	12%	9%	6%	3%	3%	106
Watch WMUR	37%	15%	11%	9%	9%	5%	5%	2%	8%	213
Listen to NHPR	24%	20%	13%	21%	4%	8%	2%	4%	5%	77
Listen to Conserv. Talk Radio	44%	13%	22%	1%	1%	10%	3%	1%	5%	77
18 to 34	34%	12%	20%	11%	8%	5%	0%	3%	7%	65
35 to 49	39%	17%	14%	5%	3%	7%	6%	3%	6%	90
50 to 64	26%	16%	14%	14%	8%	8%	4%	2%	7%	130
65 and over	38%	18%	7%	14%	9%	6%	1%	4%	3%	61
Male	33%	15%	16%	12%	6%	7%	4%	3%	5%	191
Female	32%	18%	13%	10%	8%	6%	4%	3%	7%	170
High school or less	42%	21%	17%	7%	2%	3%	0%	2%	5%	65
Some college	34%	15%	17%	6%	7%	6%	3%	3%	9%	82
College graduate	33%	15%	12%	10%	9%	9%	4%	3%	5%	149
Post-graduate	21%	15%	13%	23%	6%	4%	6%	4%	8%	61
Attend services 1 or more/week	19%	17%	22%	5%	10%	9%	1%	7%	10%	105
1-2 times a month	25%	20%	11%	23%	6%	6%	0%	0%	9%	33
Less often	36%	16%	12%	12%	5%	6%	7%	2%	6%	121
Never	46%	14%	10%	11%	7%	5%	4%	1%	3%	91
North Country	22%	19%	23%	14%	0%	10%	0%	5%	7%	27
Central / Lakes	31%	13%	15%	7%	10%	4%	5%	5%	10%	61
Connecticut Valley	23%	15%	8%	22%	15%	5%	3%	7%	2%	38
Mass Border	39%	17%	11%	12%	5%	5%	5%	2%	5%	121
Seacoast	45%	8%	16%	11%	3%	12%	2%	0%	4%	51
Manchester Area	25%	24%	17%	3%	7%	7%	4%	2%	11%	62
First Cong. Dist	36%	14%	13%	10%	7%	9%	2%	1%	7%	179
Second Cong. Dist	29%	18%	15%	11%	7%	4%	5%	4%	6%	182

**GOP 2016 Primary – Would NOT Support  
(Likely 2016 GOP Primary Voters)**

	<b>Donald <u>Trump</u></b>	<b>Ted <u>Cruz</u></b>	<b>Jeb <u>Bush</u></b>	<b>Marco <u>Rubio</u></b>	<b>Carly <u>Fiorina</u></b>	<b>Someone <u>Else</u></b>	<b>All <u>Acceptable</u></b>	<b>Don't <u>Know</u></b>	<b>(N=)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>30%</b>	<b>14%</b>	<b>12%</b>	<b>6%</b>	<b>4%</b>	<b>12%</b>	<b>13%</b>	<b>9%</b>	<b>357</b>
Registered Undeclared	25%	20%	13%	6%	3%	12%	10%	10%	152
Registered Republican	34%	9%	12%	6%	4%	11%	15%	8%	198
Democrat/Independent	20%	19%	4%	7%	4%	14%	14%	17%	75
Republican	33%	12%	14%	6%	4%	12%	13%	7%	279
Liberal/Moderate	32%	18%	8%	7%	5%	12%	7%	10%	144
Conservative	30%	10%	13%	5%	4%	13%	17%	8%	196
Extremely Interested	35%	11%	12%	8%	3%	12%	14%	5%	207
Very Interested	23%	17%	13%	3%	5%	11%	11%	15%	116
Somewhat/Not Very Interested	22%	18%	7%	6%	6%	16%	11%	14%	33
Voted in 2008 & 2012 NH Primaries	34%	11%	14%	6%	4%	11%	13%	6%	248
Voted in 2008 or 2012 NH Primary	22%	28%	5%	7%	0%	17%	13%	9%	46
Did Not Vote in Either NH Primary	20%	12%	8%	6%	8%	13%	13%	20%	63
Definitely Decided	25%	16%	18%	8%	2%	13%	13%	5%	159
Leaning Towards Someone	42%	6%	10%	2%	8%	14%	14%	4%	88
Still Trying to Decide	26%	16%	5%	8%	4%	10%	12%	19%	109
Will Definitely Vote	30%	14%	13%	6%	4%	12%	14%	7%	297
Will Vote Unless Emergency	29%	13%	9%	7%	7%	12%	5%	18%	60
Read Union Leader	33%	13%	9%	7%	6%	10%	15%	7%	88
Read Boston Globe	33%	16%	9%	13%	0%	3%	9%	16%	26
Read Local Newspapers	32%	17%	7%	7%	3%	12%	11%	12%	105
Watch WMUR	27%	16%	10%	6%	5%	15%	12%	9%	212
Listen to NHPR	34%	11%	15%	6%	3%	15%	7%	8%	75
Listen to Conserv. Talk Radio	11%	12%	29%	10%	1%	18%	13%	6%	77
18 to 34	24%	20%	13%	5%	5%	10%	13%	12%	62
35 to 49	34%	10%	8%	10%	6%	13%	8%	11%	90
50 to 64	31%	13%	15%	6%	5%	11%	12%	7%	129
65 and over	31%	15%	9%	4%	0%	15%	19%	6%	61
Male	24%	13%	16%	6%	5%	12%	17%	6%	191
Female	37%	14%	7%	6%	3%	13%	8%	12%	166
High school or less	26%	7%	16%	8%	4%	19%	7%	13%	65
Some college	19%	16%	18%	2%	4%	15%	19%	8%	81
College graduate	33%	12%	10%	6%	5%	10%	14%	9%	148
Post-graduate	41%	21%	3%	11%	2%	8%	7%	6%	58
Attend services 1 or more/week	45%	6%	12%	6%	3%	9%	13%	5%	103
1-2 times a month	26%	15%	13%	7%	0%	9%	16%	14%	34
Less often	25%	14%	9%	8%	5%	13%	15%	12%	121
Never	22%	21%	15%	4%	7%	17%	7%	8%	91
North Country	22%	16%	12%	4%	4%	8%	20%	14%	26
Central / Lakes	31%	22%	11%	1%	3%	11%	6%	15%	62
Connecticut Valley	37%	5%	12%	8%	0%	20%	13%	4%	38
Mass Border	33%	13%	11%	8%	9%	5%	14%	6%	117
Seacoast	13%	15%	14%	6%	1%	26%	12%	13%	52
Manchester Area	35%	10%	12%	8%	2%	12%	14%	7%	62
First Cong. Dist	26%	15%	10%	7%	4%	14%	14%	10%	180
Second Cong. Dist	33%	12%	14%	5%	4%	11%	12%	8%	176



**Who will win NH Republican Primary?  
(Likely 2016 GOP Primary Voters)**

	<b>Donald <u>Trump</u></b>	<b>Ted <u>Cruz</u></b>	<b>Marco <u>Rubio</u></b>	<b>John <u>Kasich</u></b>	<b>Chris <u>Christie</u></b>	<b>Jeb <u>Bush</u></b>	<b>Someone <u>Else</u></b>	<b>Don't <u>Know</u></b>	<b>(N=)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>65%</b>	<b>10%</b>	<b>9%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>13%</b>	<b>361</b>
Registered Undeclared	66%	10%	7%	1%	0%	0%	1%	15%	157
Registered Republican	64%	10%	12%	1%	1%	1%	0%	11%	198
Democrat/Independent	58%	14%	6%	3%	0%	0%	2%	16%	76
Republican	67%	9%	10%	1%	1%	1%	0%	12%	282
Liberal/Moderate	64%	8%	7%	2%	1%	0%	1%	17%	148
Conservative	65%	13%	11%	0%	0%	1%	0%	9%	197
Extremely Interested	65%	12%	10%	1%	1%	0%	1%	10%	212
Very Interested	64%	9%	9%	1%	0%	1%	0%	17%	116
Somewhat/Not Very Interested	70%	9%	5%	0%	0%	0%	0%	16%	33
Voted in 2008 & 2012 NH Primaries	66%	11%	8%	1%	0%	1%	1%	11%	250
Voted in 2008 or 2012 NH Primary	62%	4%	14%	0%	3%	0%	0%	17%	47
Did Not Vote in Either NH Primary	61%	14%	9%	1%	0%	0%	0%	15%	64
Definitely Decided	70%	10%	8%	2%	1%	1%	0%	7%	162
Leaning Towards Someone	58%	12%	14%	0%	0%	0%	0%	16%	88
Still Trying to Decide	62%	11%	7%	1%	0%	0%	2%	18%	107
Will Definitely Vote	65%	11%	10%	1%	1%	1%	1%	11%	303
Will Vote Unless Emergency	64%	8%	8%	1%	0%	0%	0%	19%	59
Read Union Leader	66%	9%	13%	1%	1%	0%	0%	10%	92
Read Boston Globe	73%	0%	7%	3%	0%	2%	0%	14%	28
Read Local Newspapers	66%	5%	9%	1%	0%	1%	1%	17%	107
Watch WMUR	66%	8%	10%	1%	1%	0%	0%	13%	214
Listen to NHPR	58%	12%	8%	2%	0%	0%	2%	18%	79
Listen to Conserv. Talk Radio	76%	11%	4%	0%	0%	1%	0%	8%	78
18 to 34	74%	7%	7%	0%	0%	0%	0%	12%	65
35 to 49	69%	9%	12%	0%	1%	0%	2%	7%	88
50 to 64	64%	13%	6%	2%	0%	0%	0%	14%	131
65 and over	56%	8%	14%	2%	0%	2%	0%	18%	63
Male	67%	11%	10%	0%	1%	0%	0%	9%	193
Female	62%	10%	8%	2%	0%	0%	1%	17%	168
High school or less	61%	13%	13%	0%	0%	0%	0%	12%	65
Some college	62%	16%	8%	1%	1%	1%	0%	12%	79
College graduate	70%	8%	8%	0%	0%	0%	0%	14%	152
Post-graduate	62%	7%	10%	2%	0%	1%	3%	13%	61
Attend services 1 or more/week	54%	16%	11%	1%	0%	1%	1%	17%	104
1-2 times a month	54%	2%	14%	3%	0%	0%	5%	22%	34
Less often	69%	11%	7%	1%	2%	0%	0%	12%	120
Never	76%	8%	9%	1%	0%	0%	0%	6%	95
North Country	59%	17%	17%	0%	0%	0%	0%	8%	29
Central / Lakes	61%	14%	13%	1%	0%	0%	3%	7%	61
Connecticut Valley	63%	11%	10%	2%	3%	2%	0%	8%	38
Mass Border	71%	7%	6%	1%	0%	0%	0%	15%	120
Seacoast	72%	7%	2%	0%	0%	1%	1%	17%	52
Manchester Area	55%	13%	15%	1%	2%	0%	0%	15%	62
First Cong. Dist	66%	12%	7%	1%	1%	0%	0%	13%	182
Second Cong. Dist	64%	9%	11%	1%	1%	0%	1%	13%	180