

# THE CNN /WMUR NEW HAMPSHIRE PRIMARY POLL



University of  
New Hampshire

January 31, 2016

## SANDERS KEEPS NH LEAD, 4 IN 10 DEMOCRATS NOT LOCKED DOWN

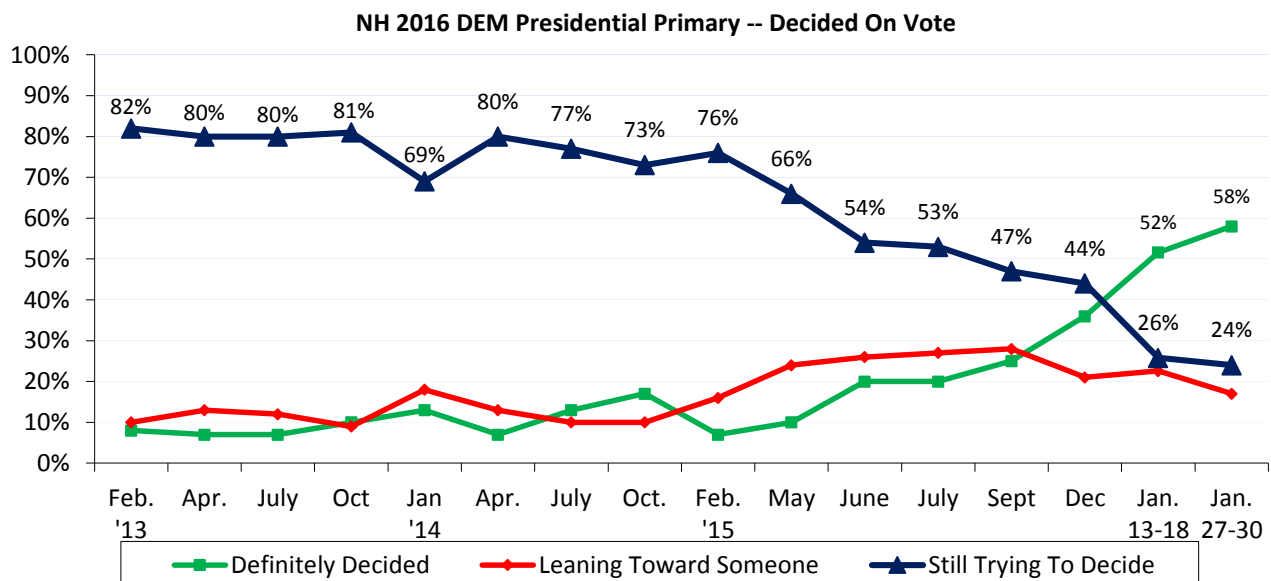
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DURHAM, NH – Vermont senator Bernie Sanders has maintained a sizeable lead over former Secretary of State Hillary Clinton in New Hampshire. Most Democrats now think Sanders will win the New Hampshire Primary. However, more than 40% of Democrats say they have not definitely decided who they will support.

These findings are based on the latest **CNN/WMUR New Hampshire Primary Poll**,\* conducted by the University of New Hampshire Survey Center. Nine hundred fourteen (914) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 27 and January 30, 2016. The margin of sampling error is +/- 3.1 percent for the entire sample. Included were four nine (409) likely 2016 Republican Primary voters (MSE = +/-4.8 percentage points), and three hundred forty-seven (347) likely 2016 Democratic Primary voters (MSE = +/-5.3 percentage points).

### NH Voters Still Not Decided

With just over a week remaining until the February 9 New Hampshire Primary, an increasing percentage of New Hampshire Democrats have decided which candidate they will vote for, however, a significant percentage have not yet firmly committed to a candidate. New Hampshire voters typically decide who they will vote for in the last weeks, or days of the campaign. Currently, 58% of likely Democratic primary voters say they have definitely decided who they will support, 17% are leaning toward a candidate, and 24% are still trying to decide who to support.



\* 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.

Currently, 52% of likely Democratic primary voters say they are extremely interested in the election, 33% are very interested, 12% are somewhat interested and 1% are not very interested. Interest is actually greater than at this point in the 2008 primary cycle when 45% of Democrats said they were extremely interested in the election, 42% were very interested and 13% were somewhat or not very interested.

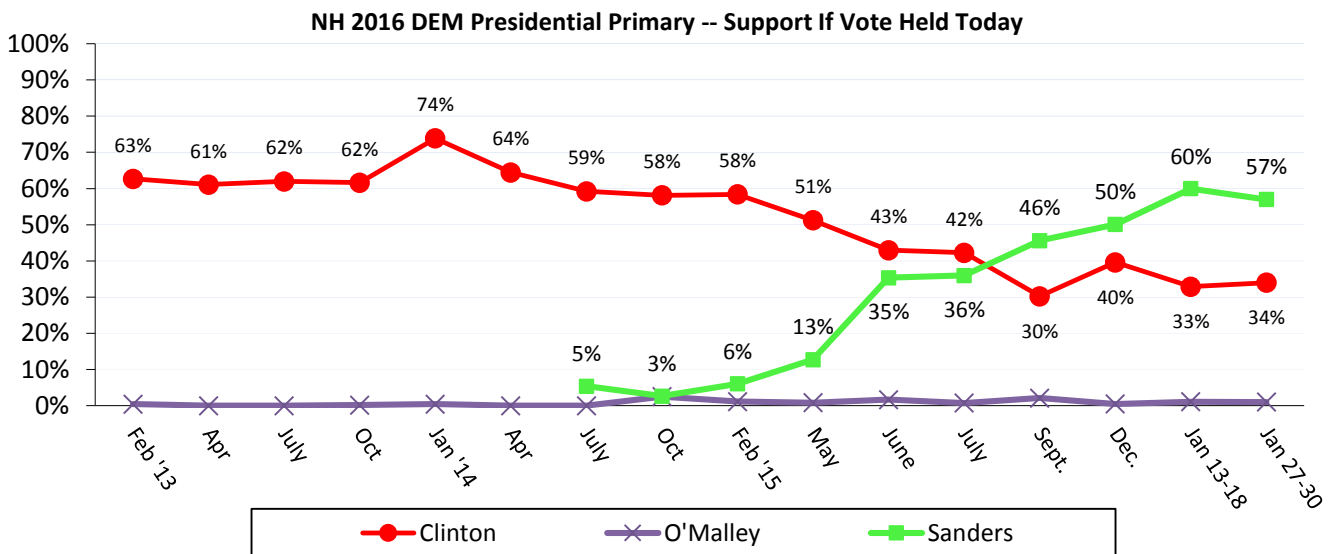
Undeclared voters, often erroneously referred to as “independents”, are more likely to say they plan to vote in the Republican primary than the Democratic primary. Currently, 47% of undeclared voters say they plan to vote in the Republican primary, 42% plan to vote in the Democratic primary, and 11% are unsure which primary they would vote in.

### 2016 NH Democratic Primary Trial Heat

Senator Sanders has maintained his considerable lead over Clinton in New Hampshire. If the Democratic Primary were held today, 57% of likely Democratic Primary voters say they would vote for Sanders, 34% say they would vote for Clinton, 1% prefer O’Malley, 2% say they will vote for some other candidate, and 7% are undecided.

Sanders leads Clinton among nearly every demographic group. His strongest support comes from voters under 35 (66%), voters between 35 and 49 (64%), and voters who have not previously voted in a primary (76%). The trouble for the Sanders campaign is that younger voters and first-time primary voters are the least likely to show up on election day. Clinton’s strongest support comes from voters who are 65 and older (46%), voters with only high school degrees (44%), and readers of the *Boston Globe* (44%).

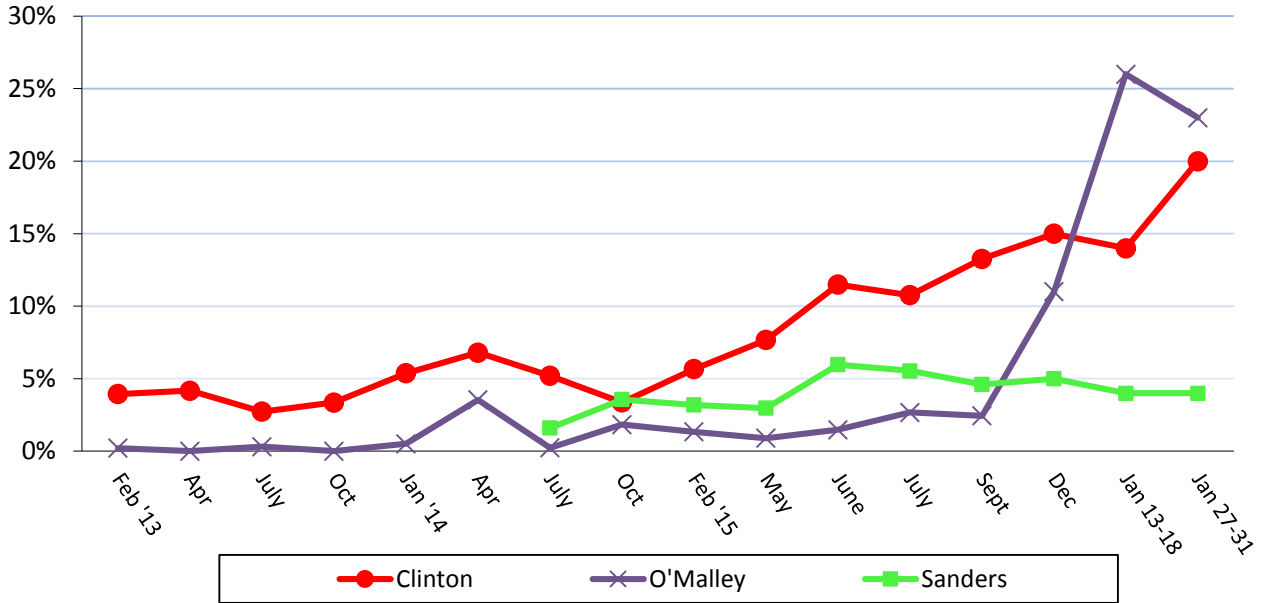
There continues to be a large gender gap with Sanders leading among men by 50 percentage points (72% to 22%). But Sanders leads over women by 7 percentage points (48% to 41%), but this is smaller than the 14 percentage point advantage he held earlier in the month.



### Most Unpopular Democrat Candidate

Nominations typically go to candidates who are acceptable to most members of their party and are less polarizing and none of the Democratic candidates are seen as particularly unacceptable. When asked which candidate they would NOT vote for under any circumstance, 23% of likely Democratic primary voters would not vote for O'Malley, 20% would not vote for Clinton, 4% would not vote for Sanders, 45% think that all of the prospective candidates are acceptable, 1% named someone else, and 7% are unsure.

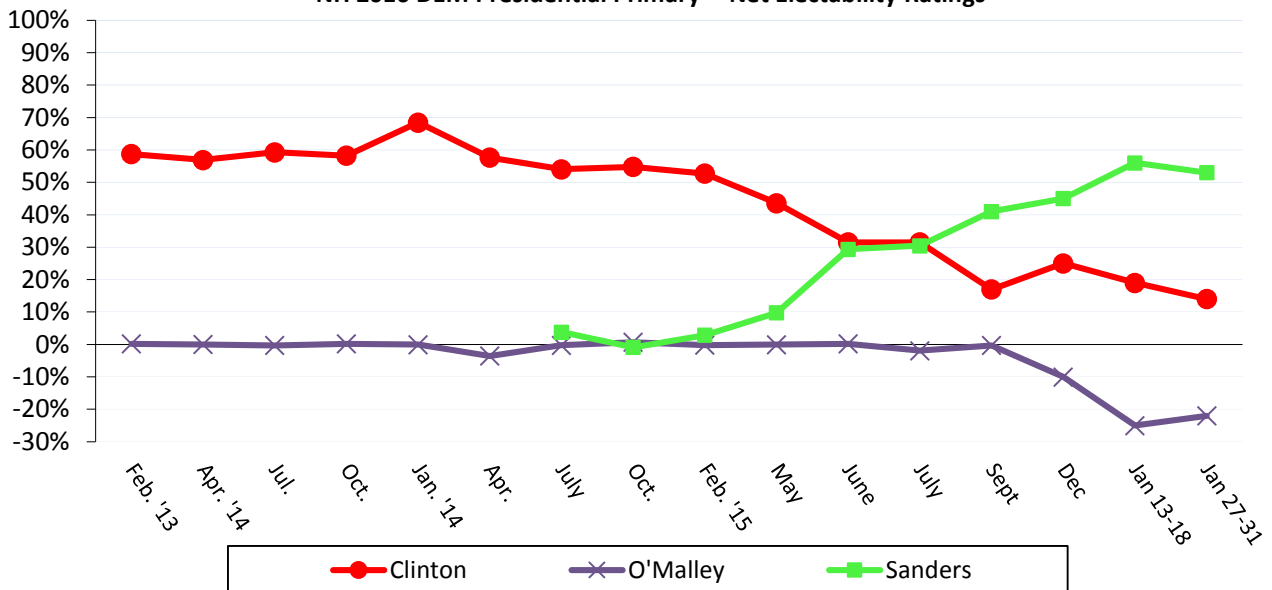
NH 2016 DEM Presidential Primary -- Would Not Vote For



### Democrat Net Electability

Sanders continues to be the most popular Democrat as measured by net electability, the percentage who support a candidate minus the percentage who would not vote for that candidate under any circumstances. Sanders net electability score is +53%, while Clinton's net electability score is +14%, and O'Malley's is -22%.

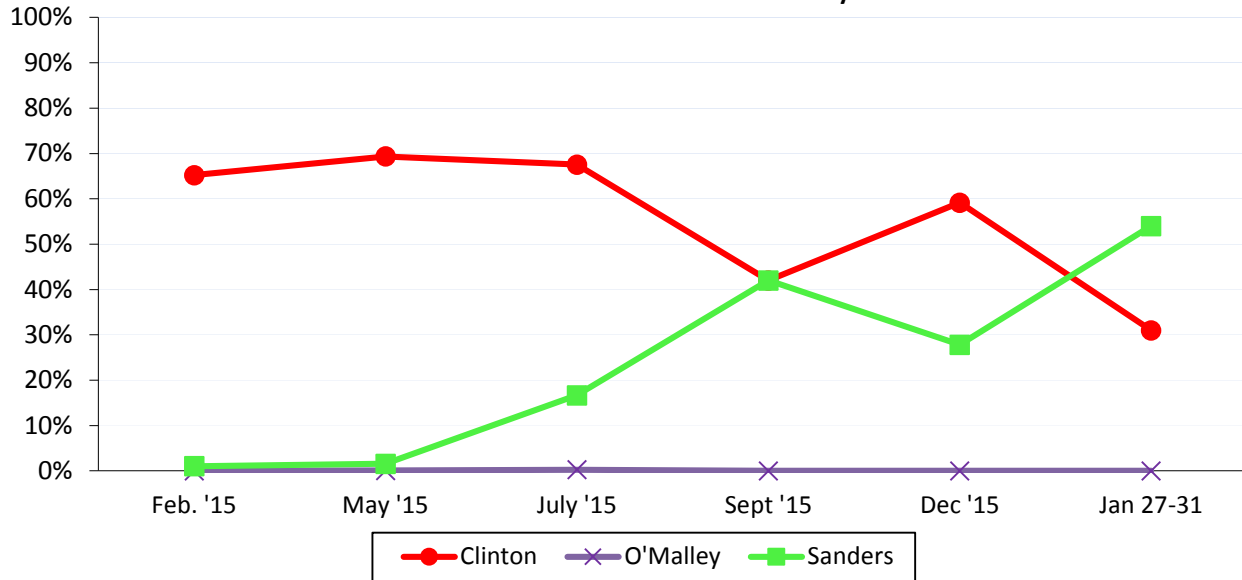
NH 2016 DEM Presidential Primary -- Net Electability Ratings



### Who Will Win NH Primary?

Sanders' leads in polls have led most Democratic Primary voters believe will win the New Hampshire Primary – 54% of likely Democratic Primary voters think Sanders will win the New Hampshire primary, 31% think Clinton will win, 0% think O'Malley will win, 1% named some other candidate, and 15% were unsure. This is a reversal in perceptions of Sanders' chances since December.

#### Who Will Win NH 2016 DEM 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 fourteen (914) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 27 and January 30, 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 +/- 3.1 percent for the entire sample. Included were four hundred nine (409) likely 2016 Republican Primary voters (MSE = +/-4.8 percentage points), and three hundred forty-seven (347) likely 2016 Democratic Primary voters (MSE = +/-5.3 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, January 27-30, 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>447</b>	<b>49%</b>	North Country	<b>86</b>	<b>9%</b>
Female	<b>467</b>	<b>51%</b>	Central/Lakes	<b>155</b>	<b>17%</b>
			Connecticut Valley	<b>124</b>	<b>14%</b>
			Mass Border	<b>217</b>	<b>24%</b>
			Seacoast	<b>163</b>	<b>18%</b>
			Manchester Area	<b>169</b>	<b>19%</b>
			<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	<b>202</b>	<b>22%</b>
			Undeclared & Not Reg.	<b>463</b>	<b>51%</b>
			Republican	<b>246</b>	<b>27%</b>
			<b>Party Identification</b>	<b>N</b>	<b>%</b>
			Democrat	<b>332</b>	<b>43%</b>
			Independent	<b>109</b>	<b>14%</b>
			Republican	<b>336</b>	<b>43%</b>

**New Hampshire Primary Poll, January 27-30, 2016 Likely Democrat Primary Voter Demographics**

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	131	38%	North Country	29	8%
Female	215	62%	Central/Lakes	66	19%
			Connecticut Valley	59	18%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	68	20%
18 to 34	94	28%	Seacoast	68	20%
35 to 49	80	24%	Manchester Area	56	16%
50 to 64	101	30%			
65 and Over	61	18%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	195	56%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared & Not Reg.	152	44%
High School or Less	49	14%	Republican	0	0%
Some College	78	23%			
College Graduate	130	38%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	89	26%	Democrat	294	87%
			Independent	31	9%
			Republican	15	4%

**Decided Who to Vote for in 2016 DEM Primary?**  
(Likely NH DEM 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?”

	<b><u>Definitely Decided</u></b>	<b><u>Leaning Toward Someone</u></b>	<b><u>Still Trying To Decide</u></b>	<b><u>(N)</u></b>
<b>Jan 27-30 '16</b>	<b>58%</b>	<b>17%</b>	<b>24%</b>	<b>(347)</b>
Jan 13-18 '16	52%	23%	26%	(420)
Dec '15	36%	21%	44%	(370)
Sept '15	25%	28%	47%	(313)
July '15	20%	27%	53%	(276)
June '15	20%	26%	54%	(359)
May '15	10%	24%	66%	(227)
Feb. '15	7%	16%	76%	(298)
Oct. '14	17%	10%	73%	(227)
July '14	13%	10%	77%	(252)
Apr. '14	7%	13%	80%	(180)
Jan. '14	13%	18%	69%	(202)
Oct. '13	10%	9%	81%	(245)
July '13	7%	12%	80%	(187)
Apr. '13	7%	13%	80%	(185)
Feb. '13	8%	10%	82%	(193)

**Democratic Nomination in 2016 NH Primary**  
(Likely NH DEM Primary Voters)

"I'm going to read you the names of the candidates who are running for the Democratic nomination. If the Democratic primary for president were held today, which of the following would you support for the Democratic nomination Hillary Clinton ... Martin O'Malley ... Bernie Sanders ... 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>
<b>Bernie Sanders</b>	6%	13%	35%	36%	46%	50%	60%	<b>57%</b>
<b>Hillary Clinton</b>	58%	51%	43%	42%	30%	40%	33%	<b>34%</b>
<b>Martin O'Malley</b>	1%	1%	2%	1%	2%	1%	1%	<b>1%</b>
<b>Joe Biden</b>	8%	2%	8%	5%	14%	---	---	---
<b>Jim Webb</b>	1%	1%	1%	1%	1%	---	---	---
<b>Lincoln Chafee</b>	---	1%	*	0%	*	---	---	---
<b>Lawrence Lessig</b>	---	---	---	---	*	---	---	---
<b>Elizabeth Warren</b>	14%	20%	---	---	---	---	---	---
<b>Andrew Cuomo</b>	2%	3%	---	---	---	---	---	---
<b>Mark Warner</b>	---	---	---	---	---	---	---	---
<b>Brian Schweitzer</b>	---	---	---	---	---	---	---	---
<b>Kirsten Gillibrand</b>	---	---	---	---	---	---	---	---
<b>Deval Patrick</b>	---	---	---	---	---	---	---	---
<b>Cory Booker</b>	---	---	---	---	---	---	---	---
<b>Evan Bayh</b>	---	---	---	---	---	---	---	---
<b>John Hickenlooper</b>	---	---	---	---	---	---	---	---
<b>Antonio Villaraigosa</b>	---	---	---	---	---	---	---	---
<b>Someone Else</b>	1%	*	2%	3%	1%	3%	0%	<b>2%</b>
<b>Don't Know Yet</b>	9%	8%	9%	12%	6%	6%	6%	<b>7%</b>
<b>(N)</b>	(295)	(224)	(353)	(274)	(310)	(366)	(417)	<b>(344)</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>Bernie Sanders</b>	---	---	---	---	---	---	5%	3%
<b>Hillary Clinton</b>	63%	61%	62%	64%	74%	65%	59%	58%
<b>Martin O'Malley</b>	*	*	0%	*	*	0%	0%	3%
<b>Joe Biden</b>	10%	7%	8%	6%	10%	6%	14%	3%
<b>Jim Webb</b>	---	---	---	---	---	---	---	---
<b>Lincoln Chafee</b>	---	---	---	---	---	---	---	---
<b>Lawrence Lessig</b>	---	---	---	---	---	---	---	---
<b>Elizabeth Warren</b>	---	---	---	6%	---	---	8%	18%
<b>Andrew Cuomo</b>	5%	3%	1%	2%	2%	4%	3%	1%
<b>Mark Warner</b>	*	2%	0%	*	1%	2%	1%	*
<b>Brian Schweitzer</b>	1%	*	---	---	*	0%	0%	---
<b>Kirsten Gillibrand</b>	---	---	*	0%	0%	---	---	---
<b>Deval Patrick</b>	1%	3%	5%	1%	---	---	---	---
<b>Cory Booker</b>	2%	1%	2%	*	---	---	---	---
<b>Evan Bayh</b>	1%	1%	*	*	---	---	---	---
<b>John Hickenlooper</b>	*	*	*	0%	---	---	---	---
<b>Antonio Villaraigosa</b>	*	*	---	---	---	---	---	---
<b>Someone Else</b>	1%	2%	2%	2%	2%	5%	1%	1%
<b>Don't Know Yet</b>	16%	22%	19%	18%	10%	18%	9%	13%
<b>(N)</b>	(195)	(185)	(187)	(248)	(201)	(182)	(255)	(228)



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

“Which of the candidates who are running for the Democratic 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</u>	<u>Jan</u>
							<u>13-18</u>	<u>27-30</u>
Martin O'Malley	1%	1%	1%	3%	2%	11%	26%	23%
Hillary Clinton	6%	8%	11%	11%	13%	15%	14%	20%
Bernie Sanders	3%	3%	6%	6%	5%	5%	4%	4%
Lincoln Chafee	---	2%	4%	5%	8%	---	---	---
Lawrence Lessig	---	---	---	---	5%	---	---	---
Jim Webb	4%	2%	3%	3%	3%	---	---	---
Joe Biden	13%	13%	6%	5%	3%	---	---	---
Andrew Cuomo	7%	8%	---	---	---	---	---	---
Elizabeth Warren	4%	1%	---	---	---	---	---	---
Mark Warner	---	---	---	---	---	---	---	---
Brian Schweitzer	---	---	---	---	---	---	---	---
Kirsten Gillibrand	---	---	---	---	---	---	---	---
Deval Patrick	---	---	---	---	---	---	---	---
John Hickenlooper	---	---	---	---	---	---	---	---
Cory Booker	---	---	---	---	---	---	---	---
Evan Bayh	---	---	---	---	---	---	---	---
Antonio Villaraigosa	---	---	---	---	---	---	---	---
Someone Else	*	0%	3%	0%	*	3%	2%	1%
All OK	32%	24%	35%	35%	30%	50%	42%	45%
Don't Know Yet	29%	39%	30%	30%	31%	16%	13%	7%
(N)	(293)	(218)	(355)	(272)	(312)	(367)	(415)	(341)

	<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>
Martin O'Malley	*	*	*	0%	*	4%	*	2%
Hillary Clinton	4%	4%	3%	4%	5%	7%	5%	3%
Bernie Sanders	---	---	---	---	---	---	2%	4%
Lincoln Chafee	---	---	---	---	---	---	---	---
Lawrence Lessig	---	---	---	---	---	---	---	---
Jim Webb	---	---	---	---	---	---	---	---
Joe Biden	7%	7%	10%	12%	16%	16%	9%	13%
Andrew Cuomo	3%	2%	4%	6%	3%	5%	9%	7%
Elizabeth Warren	---	---	---	2%	---	---	2%	2%
Mark Warner	2%	3%	2%	*	3%	2%	1%	3%
Brian Schweitzer	1%	1%	---	---	3%	1%	3%	---
Kirsten Gillibrand	---	---	*	*	3%	---	---	---
Deval Patrick	6%	3%	3%	3%	---	---	---	---
John Hickenlooper	*	1%	*	2%	---	---	---	---
Cory Booker	2%	*	*	2%	---	---	---	---
Evan Bayh	3%	4%	3%	*	---	---	---	---
Antonio Villaraigosa	2%	3%	---	---	---	---	---	---
Someone Else	2%	1%	3%	1%	1%	1%	2%	1%
All OK	34%	33%	26%	37%	28%	32%	29%	35%
Don't Know Yet	34%	38%	46%	30%	37%	33%	38%	31%
(N)	(200)	(188)	(185)	(248)	(201)	(183)	(254)	(226)

**Who Will Win 2016 NH Democratic Primary?**  
(Likely NH DEM Primary Voters)

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

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>	<u>Sept '15</u>	<u>Dec '15</u>	<u>Jan 27-30</u>
<b>Bernie Sanders</b>	1%	2%	17%	42%	28%	<b>54%</b>
<b>Hillary Clinton</b>	65%	69%	68%	42%	59%	<b>31%</b>
<b>Martin O'Malley</b>	0%	*	*	0%	0%	<b>0%</b>
<b>Joe Biden</b>	6%	8%	2%	6%	---	---
<b>Jim Webb</b>	*	0%	*	0%	---	---
<b>Lincoln Chafee</b>	%	*	0%	0%	---	---
<b>Lawrence Lessig</b>	---	---	---	0%	---	---
<b>Andrew Cuomo</b>	1%	0%	---	---	---	---
<b>Elizabeth Warren</b>	5%	1%	---	---	---	---
<b>Someone Else</b>	1%	0%	*	1%	1%	<b>1%</b>
<b>Don't Know</b>	21%	19%	13%	9%	12%	<b>15%</b>
<b>(N)</b>	<b>(298)</b>	<b>(229)</b>	<b>(275)</b>	<b>(311)</b>	<b>(370)</b>	<b>(347)</b>

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

	<u>Def. Decided</u>	<u>Leaning Towards Someone</u>	<u>Still Trying To Decide</u>	<u>(N)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>58%</b>	<b>17%</b>	<b>24%</b>	<b>347</b>
Registered Democrat	62%	17%	21%	195
Registered Undeclared	53%	18%	29%	137
Democrat	60%	16%	24%	294
Independent/Republican	52%	20%	28%	47
Liberal	68%	12%	20%	157
Moderate/Conservative	49%	21%	29%	171
Clinton Supporter	65%	12%	23%	115
Sanders Supporter	62%	21%	17%	197
Undecided	0%	6%	94%	24
Extremely Interested	68%	17%	16%	183
Very Interested	54%	20%	26%	115
Somewhat/Not Very Interested	33%	14%	53%	49
Voted in 2008 & 2012 NH Primaries	60%	16%	23%	201
Voted in 2008 or 2012 NH Primary	54%	22%	23%	73
Did Not Vote in Either NH Primary	57%	15%	28%	72
Will Definitely Vote	61%	17%	22%	295
Will Vote Unless Emergency	44%	20%	37%	52
Read Union Leader	51%	19%	30%	57
Read Boston Globe	56%	17%	27%	61
Read Local Newspapers	58%	23%	19%	114
Watch WMUR	54%	21%	25%	170
Listen to NHPR	56%	20%	24%	146
18 to 34	53%	16%	31%	94
35 to 49	58%	20%	22%	80
50 to 64	61%	15%	24%	101
65 and over	67%	19%	14%	61
Male	61%	22%	18%	131
Female	57%	15%	28%	215
High school or less	63%	19%	18%	49
Some college	63%	13%	24%	78
College graduate	59%	18%	23%	130
Post-graduate	51%	18%	31%	89
Attend services 1 or more a week	57%	22%	21%	38
1-2 times a month	62%	7%	32%	34
Less often	63%	19%	19%	115
Never	56%	18%	26%	156
North Country	72%	16%	12%	29
Central / Lakes	50%	18%	31%	66
Connecticut Valley	63%	20%	17%	59
Mass Border	66%	9%	25%	68
Seacoast	56%	21%	24%	68
Manchester Area	50%	21%	29%	56
First Cong. Dist.	54%	19%	27%	171
Second Cong. Dist.	63%	16%	21%	176

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

	<u>Bernie Sanders</u>	<u>Hillary Clinton</u>	<u>Martin O'Malley</u>	<u>Someone Else</u>	<u>Undecided</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>57%</b>	<b>34%</b>	<b>1%</b>	<b>2%</b>	<b>7%</b>	<b>344</b>
Registered Democrat	50%	40%	0%	3%	7%	192
Registered Undeclared	64%	27%	1%	0%	8%	137
Democrat	54%	37%	1%	1%	7%	292
Independent/Republican	72%	15%	0%	8%	6%	46
Liberal	59%	35%	0%	0%	5%	156
Moderate/Conservative	55%	32%	1%	3%	9%	170
Extremely Interested	64%	33%	0%	1%	3%	183
Very Interested	50%	37%	1%	4%	8%	113
Somewhat/Not Very Interested	50%	29%	0%	0%	21%	48
Voted in 2008 & 2012 NH Primaries	53%	35%	0%	3%	8%	199
Voted in 2008 or 2012 NH Primary	49%	43%	2%	1%	6%	73
Did Not Vote in Either NH Primary	76%	20%	0%	0%	4%	72
Definitely Decided	60%	37%	0%	2%	0%	201
Leaning Towards Someone	70%	24%	0%	4%	3%	59
Still Trying to Decide	40%	31%	2%	0%	27%	84
Will Definitely Vote	57%	35%	1%	2%	6%	294
Will Vote Unless Emergency	57%	27%	0%	2%	14%	50
Read Union Leader	61%	34%	0%	1%	4%	56
Read Boston Globe	51%	44%	1%	0%	4%	61
Read Local Newspapers	51%	41%	1%	1%	6%	113
Watch WMUR	53%	36%	1%	3%	7%	169
Listen to NHPR	53%	41%	1%	1%	5%	145
18 to 34	66%	25%	1%	0%	7%	94
35 to 49	64%	29%	0%	1%	5%	80
50 to 64	51%	37%	0%	4%	8%	98
65 and over	45%	46%	1%	0%	8%	61
Male	72%	22%	1%	2%	3%	130
Female	48%	41%	0%	1%	9%	214
High school or less	43%	44%	3%	3%	8%	48
Some college	68%	21%	0%	1%	10%	77
College graduate	57%	36%	0%	2%	5%	130
Post-graduate	55%	36%	1%	0%	8%	87
Attend services 1 or more a week	47%	36%	2%	7%	8%	37
1-2 times a month	42%	37%	4%	2%	14%	34
Less often	61%	33%	0%	1%	5%	115
Never	60%	34%	0%	1%	5%	154
North Country	56%	33%	0%	6%	5%	29
Central / Lakes	55%	36%	0%	2%	8%	64
Connecticut Valley	67%	26%	1%	0%	5%	58
Mass Border	55%	34%	0%	2%	8%	68
Seacoast	57%	38%	0%	0%	5%	68
Manchester Area	53%	32%	2%	3%	10%	56
First Cong. Dist.	55%	36%	1%	1%	7%	170
Second Cong. Dist.	60%	31%	0%	2%	7%	174

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

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Martin O'Malley</u> 23%</b>	<b><u>Hillary Clinton</u> 20%</b>	<b><u>Bernie Sanders</u> 4%</b>	<b><u>Someone Else</u> 1%</b>	<b><u>All Acceptable</u> 45%</b>	<b><u>Don't Know</u> 7%</b>	<b><u>(N=)</u> 341</b>
Registered Democrat	24%	15%	6%	0%	50%	5%	191
Registered Undeclared	23%	26%	1%	2%	38%	10%	136
Democrat	26%	12%	4%	1%	50%	6%	290
Independent/Republican	7%	63%	2%	2%	14%	11%	46
Liberal	21%	14%	3%	1%	55%	5%	154
Moderate/Conservative	26%	24%	5%	0%	37%	9%	170
Clinton Supporter	28%	0%	10%	1%	56%	4%	112
Sanders Supporter	20%	33%	0%	0%	41%	5%	195
Undecided	34%	0%	0%	4%	32%	29%	23
Extremely Interested	21%	24%	5%	0%	47%	3%	181
Very Interested	29%	16%	2%	1%	43%	9%	113
Somewhat/Not Very Interested	16%	14%	6%	2%	44%	18%	47
Voted in 2008 & 2012 NH Primaries	26%	19%	3%	1%	44%	6%	198
Voted in 2008 or 2012 NH Primary	20%	9%	8%	1%	50%	11%	72
Did Not Vote in Either NH Primary	19%	34%	1%	0%	42%	4%	71
Definitely Decided	18%	22%	4%	1%	50%	5%	199
Leaning Towards Someone	25%	25%	4%	0%	42%	5%	60
Still Trying to Decide	35%	13%	3%	1%	36%	12%	82
Will Definitely Vote	23%	21%	5%	1%	45%	6%	291
Will Vote Unless Emergency	25%	17%	0%	0%	43%	14%	51
Read Union Leader	20%	38%	6%	0%	34%	2%	57
Read Boston Globe	27%	15%	7%	0%	47%	2%	60
Read Local Newspapers	19%	18%	5%	1%	50%	7%	111
Watch WMUR	22%	20%	4%	1%	46%	7%	167
Listen to NHPR	26%	15%	5%	0%	51%	3%	143
18 to 34	17%	22%	4%	0%	50%	7%	94
35 to 49	22%	20%	1%	2%	46%	8%	80
50 to 64	29%	21%	5%	1%	38%	6%	99
65 and over	21%	12%	6%	0%	54%	7%	58
Male	19%	34%	4%	0%	40%	4%	130
Female	26%	12%	3%	2%	48%	9%	212
High school or less	12%	22%	0%	2%	53%	10%	47
Some college	20%	33%	1%	1%	39%	6%	77
College graduate	21%	18%	7%	0%	46%	7%	129
Post-graduate	35%	10%	4%	2%	45%	5%	87
Attend services 1 or more a week	19%	19%	3%	0%	46%	12%	36
1-2 times a month	11%	31%	4%	0%	45%	9%	33
Less often	24%	20%	5%	1%	42%	7%	114
Never	26%	17%	3%	1%	48%	5%	153
North Country	24%	28%	3%	0%	42%	3%	29
Central / Lakes	27%	12%	3%	0%	53%	5%	65
Connecticut Valley	24%	18%	0%	3%	52%	3%	57
Mass Border	11%	21%	5%	3%	50%	11%	67
Seacoast	26%	23%	8%	0%	33%	10%	68
Manchester Area	28%	22%	2%	0%	40%	7%	56
First Cong. Dist.	27%	20%	6%	0%	39%	7%	169
Second Cong. Dist.	19%	20%	2%	2%	51%	6%	173

Who will win NH Democratic Primary? - Likely 2016 DEM Primary Voters

LIKELY NH DEM PRIMARY VOTERS	<u>Bernie Sanders</u> 54%	<u>Hillary Clinton</u> 31%	<u>Someone Else</u> 1%	<u>Undecided</u> 15%	<u>(N=)</u> 347
Registered Democrat	48%	37%	0%	15%	195
Registered Undeclared	61%	23%	1%	15%	137
Democrat	53%	32%	1%	15%	294
Independent/Republican	61%	23%	0%	17%	47
Liberal	53%	32%	0%	15%	157
Moderate/Conservative	57%	29%	1%	14%	171
Clinton Supporter	23%	58%	0%	19%	115
O'Malley Supporter	100%	0%	0%	0%	2
Sanders Supporter	75%	15%	1%	10%	197
Undecided	28%	35%	0%	37%	24
Extremely Interested	61%	25%	0%	13%	183
Very Interested	46%	39%	0%	15%	115
Somewhat/Not Very Interested	47%	30%	4%	20%	49
Voted in 2008 & 2012 NH Primaries	50%	35%	0%	15%	201
Voted in 2008 or 2012 NH Primary	51%	34%	0%	15%	73
Did Not Vote in Either NH Primary	69%	15%	2%	14%	72
Definitely Decided	59%	28%	1%	12%	202
Leaning Towards Someone	58%	30%	0%	12%	60
Still Trying to Decide	40%	37%	0%	23%	84
Will Definitely Vote	55%	32%	0%	13%	295
Will Vote Unless Emergency	49%	24%	3%	23%	52
Read Union Leader	48%	46%	0%	7%	57
Read Boston Globe	42%	48%	3%	8%	61
Read Local Newspapers	50%	34%	2%	14%	114
Watch WMUR	54%	36%	0%	10%	170
Listen to NHPR	51%	32%	0%	18%	146
18 to 34	63%	22%	2%	13%	94
35 to 49	52%	32%	0%	16%	80
50 to 64	53%	34%	0%	13%	101
65 and over	49%	37%	0%	14%	61
Male	67%	24%	1%	7%	131
Female	46%	35%	0%	19%	215
High school or less	44%	42%	4%	11%	49
Some college	69%	17%	0%	14%	78
College graduate	53%	28%	0%	19%	130
Post-graduate	49%	41%	0%	11%	89
Attend services 1 or more a week	46%	40%	0%	13%	38
1-2 times a month	45%	38%	0%	17%	34
Less often	53%	30%	2%	15%	115
Never	59%	28%	0%	13%	156
North Country	61%	21%	6%	12%	29
Central / Lakes	41%	39%	0%	20%	66
Connecticut Valley	58%	25%	0%	17%	59
Mass Border	55%	27%	0%	18%	68
Seacoast	61%	29%	0%	10%	68
Manchester Area	53%	38%	0%	9%	56
First Cong. Dist.	56%	35%	0%	9%	171
Second Cong. Dist.	53%	26%	1%	20%	176