

# THE CNN /WMUR NEW HAMPSHIRE PRIMARY POLL



University of  
New Hampshire

September 24, 2015

## SANDERS SURGES IN NH

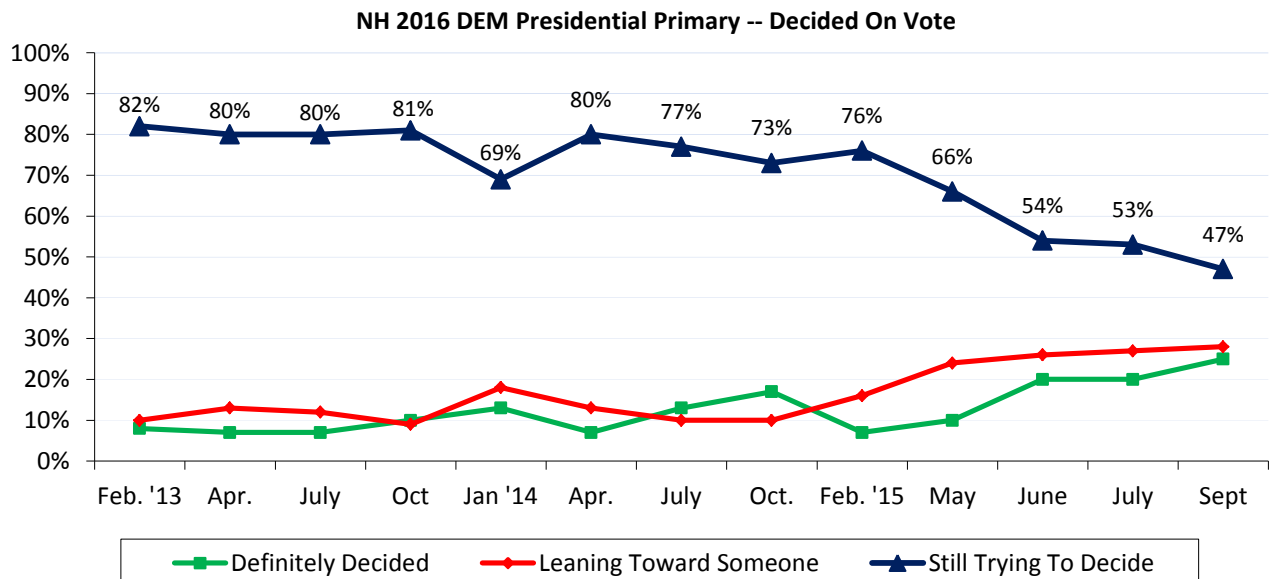
By: Andrew E. Smith, Ph.D.  
Zachary S. Azem, M.A.  
UNH Survey Center  
603-862-2226  
[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH –Vermont senator Bernie Sanders has taken a lead over former Secretary of State Hillary Clinton in New Hampshire. Clinton, Sanders and Vice President Joe Biden are all popular among Democratic primary voters.

These findings are based on the latest **CNN/WMUR New Hampshire Primary Poll**,\* conducted by the University of New Hampshire Survey Center. Eight hundred and twenty (820) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 17 and September 23, 2015. The margin of sampling error is +/- 3.4 percent for the entire sample. Included were three hundred forty-three (343) likely 2016 Republican Primary voters (MSE = +/-5.3), three hundred fourteen (314) likely 2016 Democratic Primary voters (MSE = +/-5.5), and seven hundred and forty-seven (747) likely 2016 presidential election voters (MSE = +/- 3.6).

### NH Voters Still Not Decided

After the end of summer vacations and the return of children to school, the Primary season in New Hampshire has officially begun. But that does not mean that voters in the Granite State have decided who they will finally support in the New Hampshire primary, which is scheduled to be held February 9, 2016. New Hampshire voters typically decide who they will vote for in the last weeks, or days of the campaign and it is no surprise that few voters have firmly decided who they will support in 2016. Currently, only 25% of likely Democratic primary voters say they have definitely decided who they will support, 28% are leaning toward a candidate, and almost half (47%) 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, 42% of likely Democratic primary voters say they are extremely interested in the election, 43% are very interested, 12% are somewhat interested and 3% are not very interested. Interest is about the same as this point in the 2008 primary cycle when 41% of Democrats said they were extremely interested in the election and 41% were very interested.

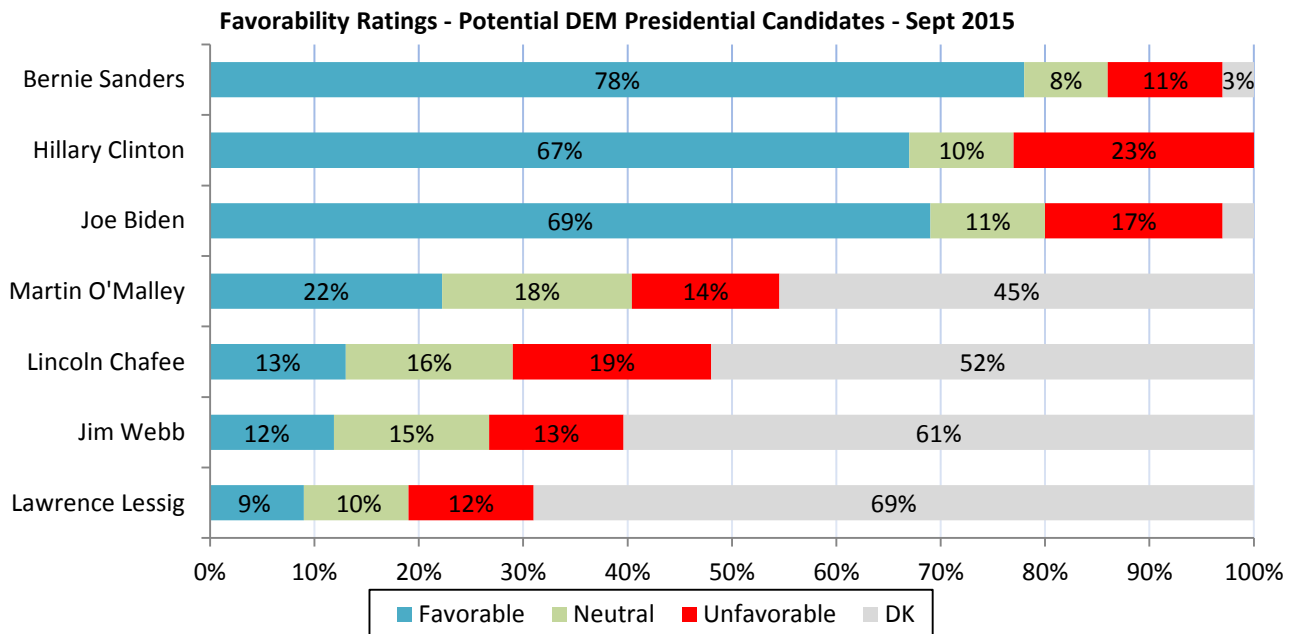
One indication that there is less interest in the Democratic primary is that undeclared voters, often erroneously referred to as “independents”, are much less likely to say they plan to vote in the Democratic primary than they were in 2008. Currently, 41% of undeclared voters say they plan to vote in the Republican primary, 32% plan to vote in the Democratic primary, and 27% say they will not vote in either primary or are unsure which primary they would vote in. At this time in 2007, 46% of undeclared voters said they would vote in the Democratic primary, only 29% said they planned to vote in the Republican primary, and 25% said they would not vote in either primary or were unsure which primary they would vote in.

### Democratic Favorability Ratings

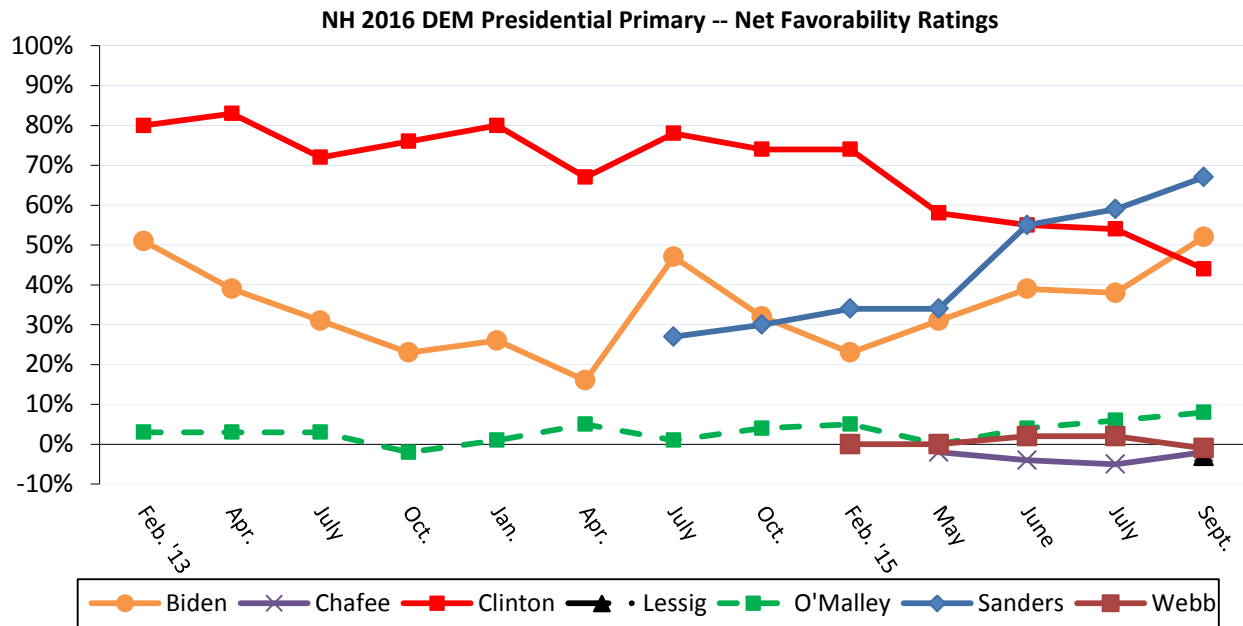
Vermont senator Bernie Sanders is now the most popular Democrat running for President. More than three-quarters (78%) of likely Democratic Primary voters have a favorable opinion of Sanders, only 11% have an unfavorable opinion of him, 8% are neutral, and 3% don't know enough about him to say. Sanders' net favorability rating is a very high +67%. Vice President Joe Biden has the second highest favorability ratings with a +52% net favorability rating while former Secretary of State Hillary Clinton has a +44% net favorability rating.

Sanders' net favorability rating have steadily increased over 2015 from +34% in February, to +67% in September. Clinton's have eroded through the same period, from +74% in February to +44% in September.

Other Democratic challengers -- former Maryland governor Martin O'Malley (+8%), former Virginia senator Jim Webb (-1%), professor Lawrence Lessig (-3%) and former Rhode Island governor Lincoln Chafee (-6%) are less well known and have low net favorability ratings.



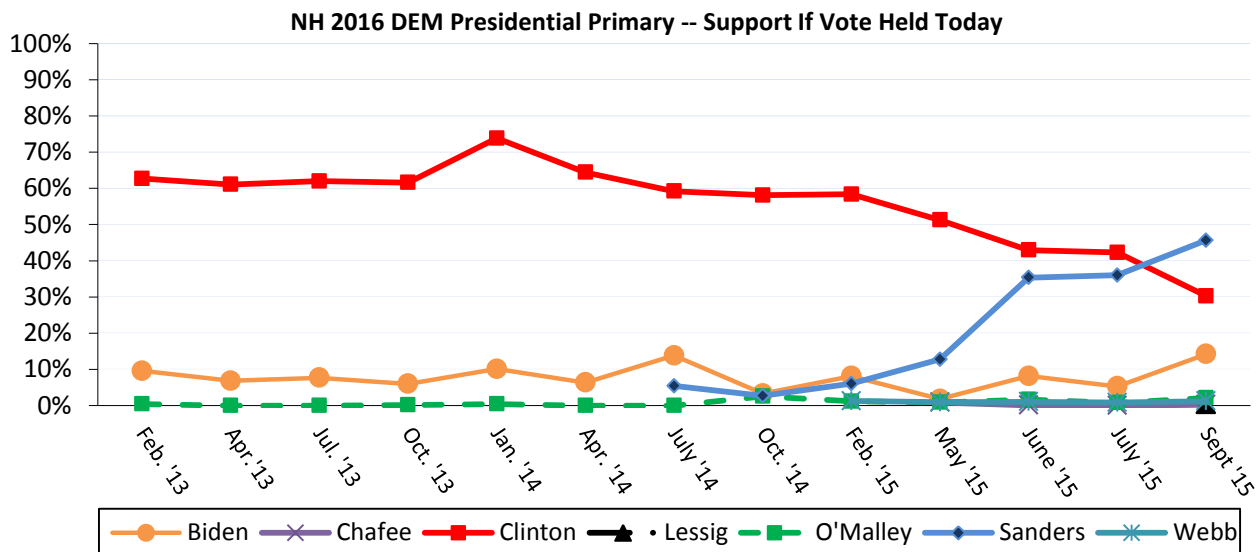
Clinton's net favorability ratings have been declining throughout 2015 while Sanders' have increased as he has become better known. Clinton's net favorability ratings are now lower than those of Sanders and Biden.



### 2016 NH Democratic Primary Trial Heat

Clinton had been the clear favorite among Democratic voters when they are asked to choose from a list of prospective candidates since 2013, however, Sanders has surged in recent months and has now overtaken Clinton in New Hampshire. Currently 46% of likely Democratic Primary voters say they would vote for Sanders if the election were held today, 30% say they would vote for Clinton, 14% prefer Biden, 2% prefer O'Malley, 1% prefer Webb, 1% favor some other candidate, and 6% are undecided.

Sanders strongest support comes from men (56%), 18 to 34 year olds (58%), Connecticut Valley residents (67%), and liberals (56%). Clinton's strongest support comes from voters who live in Northern NH (50%) and voters who 50 and older (40%).



## Why Support Candidate

Democratic primary voters were asked the primary reason they supported a particular candidate. The most frequent reasons named by Sanders supporters are that they agree with his ideas in general (16%), his honesty (11%), his support for the middle class (7%), his views on income inequality (6%), his positions on education and student loans (6%), and that he is not tied to special interests.

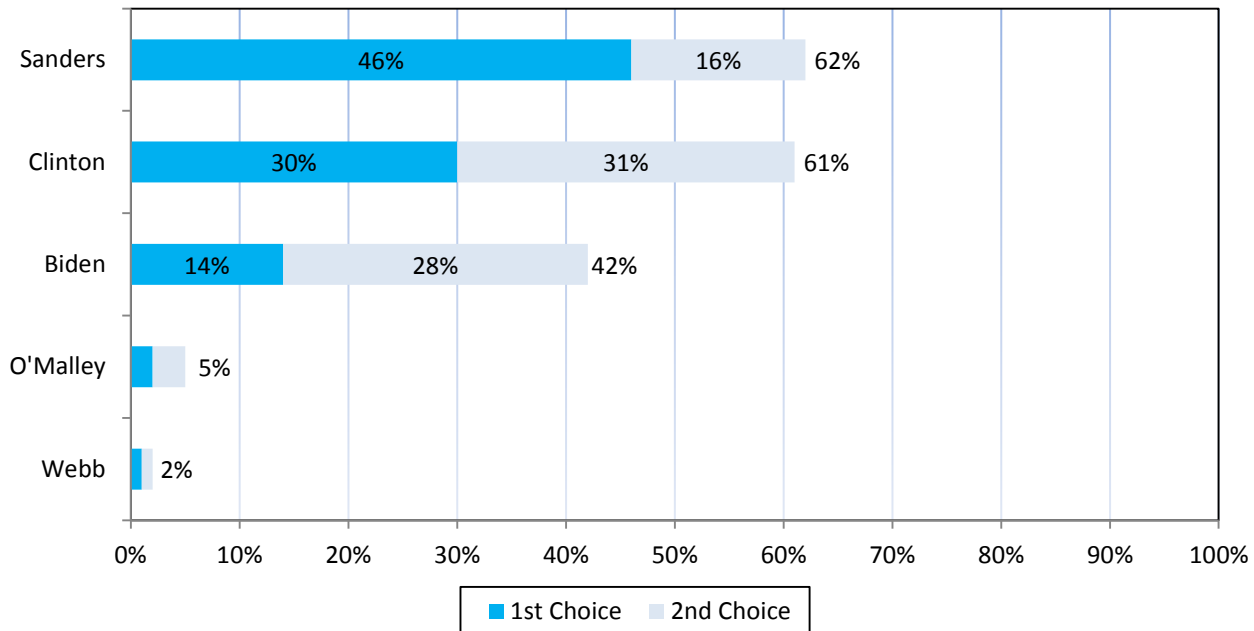
The major reasons given for supporting Clinton are her experience (30%), that they agree with her views in general (10%), that she is smart or knowledgeable (9%), her support for the middle class (7%), and that she is the best option (5%).

The major reasons given by Biden supporters are his experience (30%), his honesty (16%), that he is the best option (14%), that they agree with his views in general (9%), his views on the economy (5%), and that he is electable (5%).

## 2016 NH Democratic Primary with Second Choice

Likely Democratic primary voters see both Hillary Clinton and Bernie Sanders as viable options -- when the top two choices are combined, 62% of likely primary voters favor Sanders, 61% favor Clinton and 42% favor Biden.

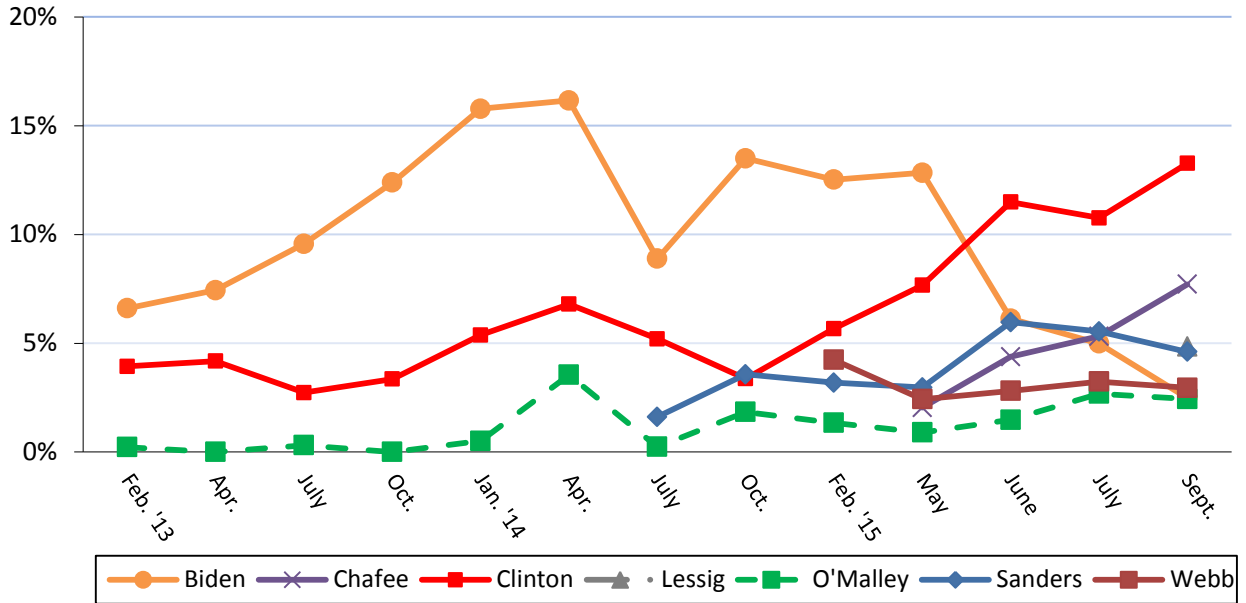
If Biden does not run, his supporters are likely to go to Clinton. Currently, 40% of Biden supporters say Clinton is their second choice while 19% say Sanders is their second choice.



### 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 very unacceptable. When asked which potential candidate they would NOT vote for under any circumstance, 13% of likely Democratic primary voters would not vote for Clinton, 8% would not vote for Chafee, 5% would not vote for Sanders, 5% would not vote for Lessig, 3% would not vote for Biden, 3% would not vote for Webb, 2% would not vote for O'Malley, 30% think that all of the prospective candidates are acceptable, and 31% are unsure.

NH 2016 DEM Presidential Primary -- Would Not Vote For

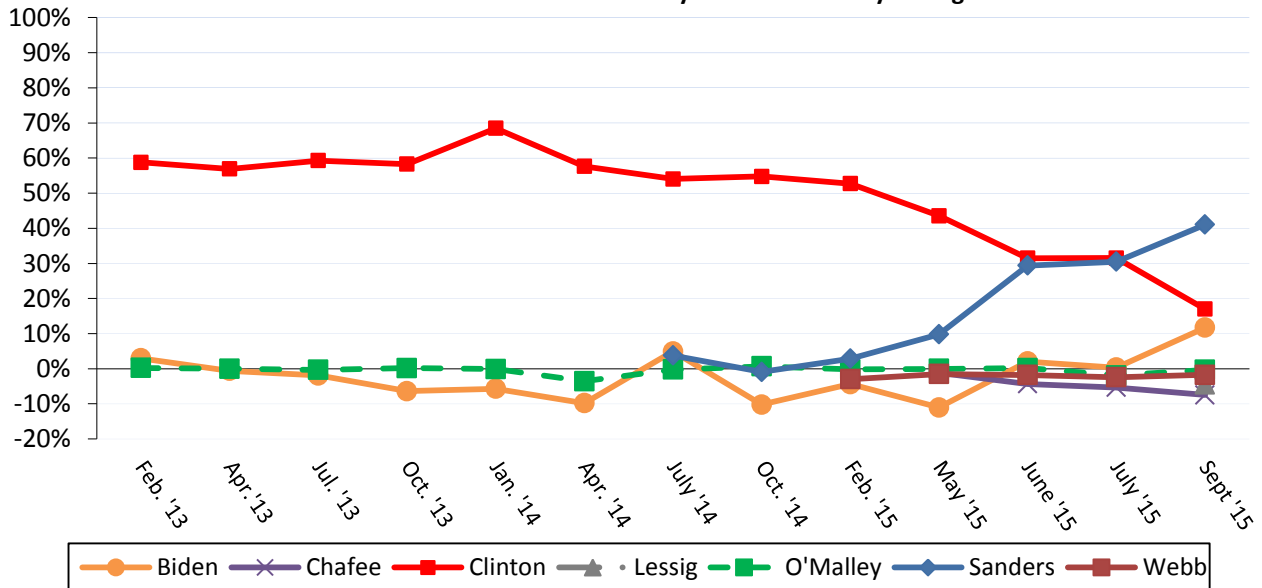


### Democrat Net Electability

Sanders is the most electable 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 +41%, while Clinton's net electability score is +17%, and Biden's is +12%. All other Democrats have neutral or negative net electability scores: O'Malley (0%), Webb (-2%), Lessig (-4%) and Chafee (-7%).

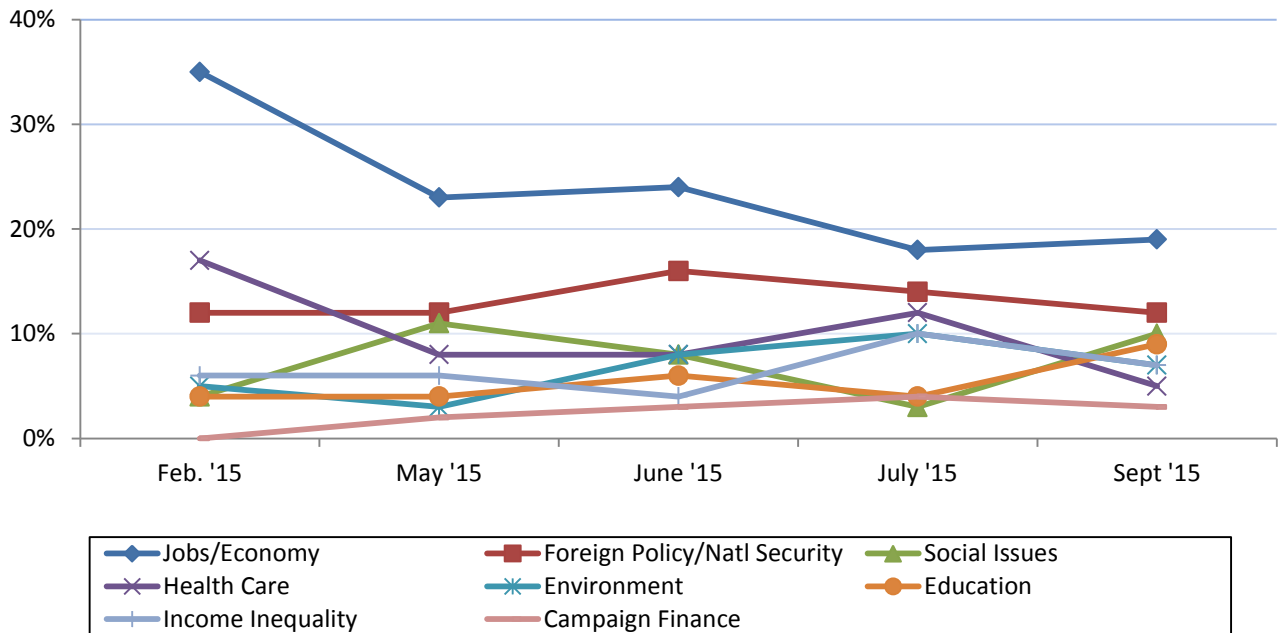
Sanders net electability has increased 11 percentage points since July while Clinton's has dropped 14 percentage points.

NH 2016 DEM Presidential Primary -- Net Electability Ratings



### Most Important Issues to Primary Vote

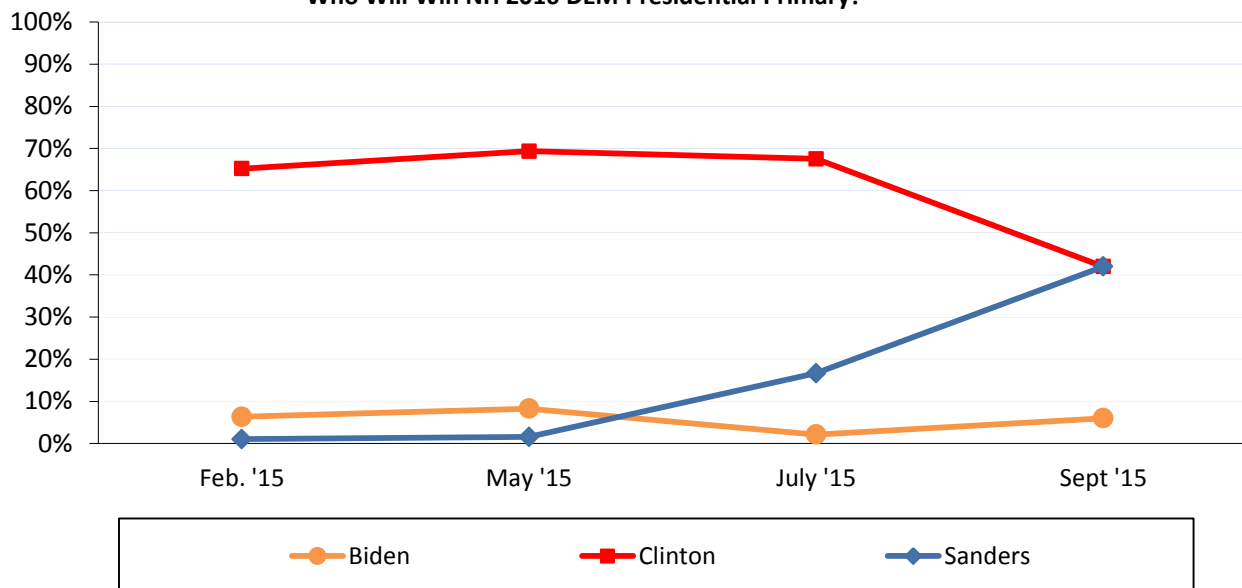
When asked what issue is the most important facing candidates in the presidential primary, 19% of likely Democrat Primary voters cite jobs or the economy, 12% cite foreign policy or national security, 10% cite social issues, 9% cite education, 7% cite income inequality, 7% cite the environment, 5% cite healthcare, and 3% mention campaign finance reform.



### Who Will Win NH Primary?

In a significant change, Sanders and Clinton are now tied when Democrats are asked which candidate will win the New Hampshire Primary – 42% of likely Democratic Primary voters believe Hillary Clinton will win the New Hampshire primary, 42% think Sanders will win, and 6% think Biden will win. In July, Clinton held a 68% to 17% advantage over Sanders on this measure.

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

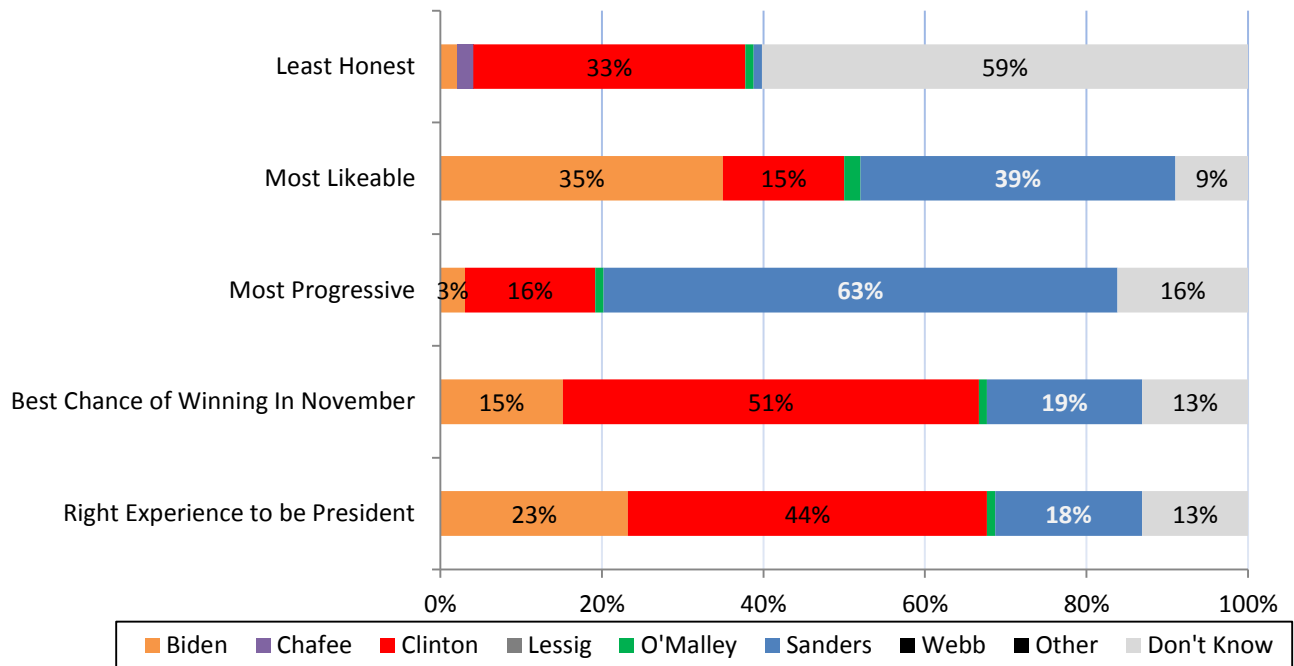


## Candidate Qualities

Voters were asked which candidate most exhibits several candidate qualities. Sanders gets the highest ratings among prospective candidates for being the most progressive and most likeable while Clinton is seen as having the right experience to be president and as the most electable Democrat.

Nearly three-quarters of likely Democratic primary voters (63%) think Sanders is the most progressive candidate while only 16% think Clinton is the most progressive. Thirty-nine percent chose Sanders as the most likeable, 35% chose Biden, 15% chose Clinton, 2% chose O'Malley and 9% were unsure.

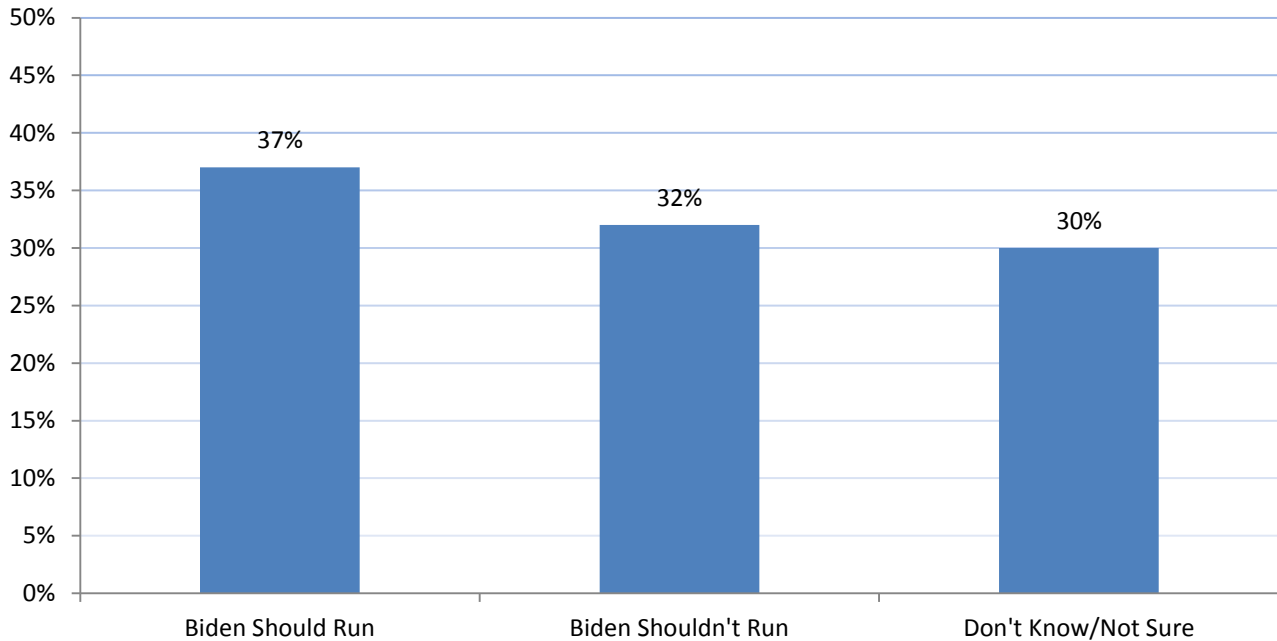
Almost half (44%) say Clinton has the right experience to be President, 23% chose Biden, 18% chose Sanders and 15% named another candidate or were unsure. Half (51%) of likely voters chose Clinton as having the best chance of winning the general election in next November, 19% chose Sanders and 15% named Biden, and 15 named another candidate or were unsure. However, 33% say Clinton is the least honest and 59% were unsure.



### Should Biden Run?

Joe Biden has not announced that he will run for President although there has been considerable speculation that he will run. New Hampshire Democratic Primary voters are split over a Biden run – 37% think he should run, 32% think he should not run, and 30% are unsure.

Biden supporters are most likely to say he should run (84%) while 35% of Sanders supporters and 21% of Clinton supporters think he should run. Conversely, 43% of Clinton supporters and 36% of Sanders think Biden should not run.





## 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. Eight hundred and twenty (820) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 17 and September 23, 2015. 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 +/- 3.4 percent for the entire sample. Included were three hundred forty-three (343) likely 2016 Republican Primary voters (MSE = +/-5.3), three hundred fourteen (314) likely 2016 Democratic Primary voters (MSE = +/-5.5), and seven hundred and forty-seven (747) likely 2016 presidential election voters (MSE = +/- 3.6). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1% and 1.1% for the sample of likely 2016 general election voters.

The random sample used in the CNN/WMUR New Hampshire Primary Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. STS 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, Fall 2015 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>401</b>	<b>49%</b>	North Country	<b>81</b>	<b>10%</b>
Female	<b>419</b>	<b>51%</b>	Central/Lakes	<b>144</b>	<b>18%</b>
			Connecticut Valley	<b>120</b>	<b>15%</b>
			Mass Border	<b>201</b>	<b>25%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>134</b>	<b>16%</b>
18 to 34	<b>208</b>	<b>26%</b>	Manchester Area	<b>139</b>	<b>17%</b>
35 to 49	<b>196</b>	<b>25%</b>			
50 to 64	<b>242</b>	<b>31%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>141</b>	<b>18%</b>	Democrat	<b>190</b>	<b>28%</b>
			Undeclared	<b>310</b>	<b>45%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>185</b>	<b>27%</b>
High School or Less	<b>160</b>	<b>20%</b>			
Some College	<b>178</b>	<b>22%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>302</b>	<b>37%</b>	Democrat	<b>354</b>	<b>45%</b>
Post-Graduate	<b>168</b>	<b>21%</b>	Independent	<b>146</b>	<b>19%</b>
			Republican	<b>288</b>	<b>37%</b>

## New Hampshire Primary Poll, Fall 2015 Likely Democrat Primary Voter Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	121	39%	North Country	25	8%
Female	192	61%	Central/Lakes	65	21%
			Connecticut Valley	49	15%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	65	21%
18 to 34	75	25%	Seacoast	62	20%
35 to 49	75	25%	Manchester Area	48	15%
50 to 64	86	28%			
65 and Over	68	22%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	182	65%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared	99	35%
High School or Less	48	16%	Republican	0	0%
Some College	63	20%			
College Graduate	114	37%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	85	27%	Democrat	277	90%
			Independent	23	7%
			Republican	10	3%

**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?”

	<u>Definitely Decided</u>	<u>Leaning Toward Someone</u>	<u>Still Trying To Decide</u>	<u>(N)</u>
<b>Sept '15</b>	<b>25%</b>	<b>28%</b>	<b>47%</b>	<b>(313)</b>
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 either running or considering 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 Joe Biden ... Lincoln Chafee ... Hillary Clinton ... Lawrence Lessig ... Martin O'Malley ... Bernie Sanders ... Jim Webb or someone else?" ROTATE CANDIDATES

	<u>2013</u>				<u>2014</u>				<u>2015</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>	<u>Feb.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Sept</u>
<b>Bernie Sanders</b>	---	---	---	---	---	---	5%	3%	6%	13%	35%	<b>36%</b>	<b>46%</b>
<b>Hillary Clinton</b>	63%	61%	62%	64%	74%	65%	59%	58%	58%	51%	43%	<b>42%</b>	<b>30%</b>
<b>Joe Biden</b>	10%	7%	8%	6%	10%	6%	14%	3%	8%	2%	8%	<b>5%</b>	<b>14%</b>
<b>Martin O'Malley</b>	*	*	0%	*	*	0%	0%	3%	1%	1%	2%	<b>1%</b>	<b>2%</b>
<b>Jim Webb</b>	---	---	---	---	---	---	---	---	1%	1%	1%	<b>1%</b>	<b>1%</b>
<b>Lincoln Chafee</b>	---	---	---	---	---	---	---	---	---	1%	*	<b>0%</b>	*
<b>Lawrence Lessig</b>	---	---	---	---	---	---	---	---	---	---	---	---	*
<b>Elizabeth Warren</b>	---	---	---	6%	---	---	8%	18%	14%	20%	---	---	---
<b>Andrew Cuomo</b>	5%	3%	1%	2%	2%	4%	3%	1%	2%	3%	---	---	---
<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%	1%	*	2%	<b>3%</b>	<b>1%</b>
<b>Don't Know Yet</b>	16%	22%	19%	18%	10%	18%	9%	13%	9%	8%	9%	<b>12%</b>	<b>6%</b>
<b>(N)</b>	(195)	(185)	(187)	(248)	(201)	(182)	(255)	(228)	(295)	(224)	(353)	<b>(274)</b>	<b>(310)</b>

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

**Why Support Candidate?**  
(Likely NH DEM Primary Voters)

"What is the most important reason you are currently supporting \_\_\_\_\_?"

	<u>Sanders</u>	<u>Clinton</u>	<u>Biden</u>
Experience / Record	4%	30%	30%
Honesty	11%	1%	16%
Electable	0%	0%	5%
Agree with views / ideas	16%	10%	9%
Support for middle class	7%	7%	0%
Views on income inequality	6%	0%	0%
Best option	1%	5%	14%
Position on education / student loans	6%	3%	0%
Views on economy	4%	4%	5%
Smart / knowledgeable	0%	9%	0%
Not tied to special interests	5%	0%	0%
Other	40%	31%	34%
(N=)	(141)	(94)	(44)

**Second Choice in 2016 NH Democratic Primary**  
(Likely NH DEM Primary Voters)

“If \_\_\_\_\_ was not running, who would be your second choice?”

	<u>Apr. '14</u>	<u>July '14</u>	<u>Oct. '14</u>	<u>Feb. '15</u>	<u>May '15</u>	<u>June '15</u>	<u>July '15</u>	<u>Sept '15</u>
Hillary Clinton	5%	17%	10%	18%	15%	25%	22%	<b>31%</b>
Joe Biden	24%	23%	21%	21%	18%	20%	20%	<b>28%</b>
Bernie Sanders	---	5%	4%	4%	11%	18%	21%	<b>16%</b>
Martin O'Malley	2%	*	*	2%	1%	3%	5%	<b>3%</b>
Jim Webb	---	---	---	3%	2%	1%	2%	<b>1%</b>
Lawrence Lessig	---	---	---	---	---	---	---	<b>1%</b>
Lincoln Chafee	---	---	---	---	1%	2%	*	*
Elizabeth Warren	---	19%	21%	23%	23%	---	---	---
Andrew Cuomo	14%	6%	5%	8%	8%	---	---	---
Mark Warner	5%	1%	1%	---	---	---	---	---
Brian Schweitzer	1%	2%	---	---	---	---	---	---
Someone Else	2%	*	2%	1%	2%	3%	5%	<b>4%</b>
No Second Choice	24%	12%	23%	*	1%	2%	2%	<b>4%</b>
Don't Know Yet	23%	15%	12%	18%	17%	26%	23%	<b>13%</b>
(N)	(182)	(257)	(224)	(268)	(205)	(322)	(244)	<b>(292)</b>

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

“Which of the candidates who are either running or considering running for the Democratic nomination would you NOT vote for under any circumstance?”

	<u>2013</u>					<u>2014</u>			<u>2015</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>	<u>Feb.</u>	<u>May</u>	<u>June</u>	<u>July</u>	<u>Sept</u>
Hillary Clinton	4%	4%	3%	4%	5%	7%	5%	3%	6%	8%	11%	11%	<b>13%</b>
Lincoln Chafee	---	---	---	---	---	---	---	---	---	2%	4%	5%	<b>8%</b>
Lawrence Lessig	---	---	---	---	---	---	---	---	---	---	---	---	<b>5%</b>
Bernie Sanders	---	---	---	---	---	---	2%	4%	3%	3%	6%	6%	<b>5%</b>
Jim Webb	---	---	---	---	---	---	---	---	4%	2%	3%	3%	<b>3%</b>
Joe Biden	7%	7%	10%	12%	16%	16%	9%	13%	13%	13%	6%	5%	<b>3%</b>
Martin O'Malley	*	*	*	0%	*	4%	*	2%	1%	1%	1%	3%	<b>2%</b>
Andrew Cuomo	3%	2%	4%	6%	3%	5%	9%	7%	7%	8%	---	---	---
Elizabeth Warren	---	---	---	2%	---	---	2%	2%	4%	1%	---	---	---
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%	*	0%	3%	0%	<b>*</b>
All OK	34%	33%	26%	37%	28%	32%	29%	35%	32%	24%	35%	35%	<b>30%</b>
Don't Know Yet	34%	38%	46%	30%	37%	33%	38%	31%	29%	39%	30%	30%	<b>31%</b>
(N)	(200)	(188)	(185)	(248)	(201)	(183)	(254)	(226)	(293)	(218)	(355)	(272)	<b>(312)</b>

**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>
<b>Hillary Clinton</b>	65%	69%	68%	<b>42%</b>
<b>Bernie Sanders</b>	1%	2%	17%	<b>42%</b>
<b>Joe Biden</b>	6%	8%	2%	<b>6%</b>
<b>Jim Webb</b>	*	0%	*	<b>0%</b>
<b>Martin O'Malley</b>	0%	*	*	<b>0%</b>
<b>Lincoln Chafee</b>	%	*	0%	<b>0%</b>
<b>Lawrence Lessig</b>	---	---	---	<b>0%</b>
<b>Andrew Cuomo</b>	1%	0%	---	---
<b>Elizabeth Warren</b>	5%	1%	---	---
<b>Someone Else</b>	1%	0%	*	<b>1%</b>
<b>Don't Know</b>	21%	19%	13%	<b>9%</b>
<b>(N)</b>	<b>(298)</b>	<b>(229)</b>	<b>(275)</b>	<b>(311)</b>

**Candidate Characteristics**  
(Likely NH DEM Primary Voters)

“Which Democratic candidate do you think is least honest?”

	<u>May '15</u>	<u>June '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Hillary Clinton</b>	22%	28%	31%	<b>33%</b>
<b>Joe Biden</b>	4%	5%	2%	<b>2%</b>
<b>Lincoln Chafee</b>	1%	3%	2%	<b>2%</b>
<b>Bernie Sanders</b>	1%	2%	3%	<b>1%</b>
<b>Martin O'Malley</b>	0%	2%	1%	<b>1%</b>
<b>Jim Webb</b>	*	*	*	*
<b>Lawrence Lessig</b>	---	---	---	*
<b>Elizabeth Warren</b>	0%	---	---	---
<b>Andrew Cuomo</b>	10%	---	---	---
<b>Someone Else</b>	0%	1%	1%	<b>0%</b>
<b>Don't Know</b>	62%	60%	59%	<b>60%</b>
<b>(N)</b>	<b>(217)</b>	<b>(346)</b>	<b>(270)</b>	<b>(308)</b>

“Which Democratic candidate do you think is most likeable?”

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Bernie Sanders</b>	7%	9%	40%	<b>39%</b>
<b>Joe Biden</b>	22%	18%	18%	<b>35%</b>
<b>Hillary Clinton</b>	32%	21%	24%	<b>15%</b>
<b>Martin O'Malley</b>	2%	4%	3%	<b>2%</b>
<b>Jim Webb</b>	*	*	1%	<b>0%</b>
<b>Lincoln Chafee</b>	---	*	1%	<b>0%</b>
<b>Lawrence Lessig</b>	---	---	---	<b>0%</b>
<b>Elizabeth Warren</b>	12%	15%	---	---
<b>Andrew Cuomo</b>	4%	3%	---	---
<b>Someone Else</b>	0%	0%	*	<b>0%</b>
<b>Don't Know</b>	22%	29%	13%	<b>9%</b>
<b>(N)</b>	<b>(294)</b>	<b>(224)</b>	<b>(274)</b>	<b>(313)</b>

“Which Democratic candidate do you think is most progressive?”

	<u>May '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Bernie Sanders</b>	30%	55%	<b>63%</b>
<b>Hillary Clinton</b>	21%	19%	<b>16%</b>
<b>Joe Biden</b>	6%	2%	<b>3%</b>
<b>Martin O'Malley</b>	*	1%	<b>1%</b>
<b>Lincoln Chafee</b>	0%	0%	*
<b>Lawrence Lessig</b>	---	---	*
<b>Jim Webb</b>	*	*	<b>0%</b>
<b>Elizabeth Warren</b>	16%	---	---
<b>Andrew Cuomo</b>	0%	---	---
<b>Someone Else</b>	0%	*	<b>0%</b>
<b>Don't Know</b>	26%	23%	<b>16%</b>
<b>(N)</b>	<b>(224)</b>	<b>(276)</b>	<b>(313)</b>

“Which Democratic candidate do you think has the best chance of winning in the general election next November?”

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Hillary Clinton</b>	66%	72%	67%	<b>51%</b>
<b>Bernie Sanders</b>	1%	2%	12%	<b>19%</b>
<b>Joe Biden</b>	10%	2%	4%	<b>15%</b>
<b>Martin O'Malley</b>	0%	*	1%	<b>1%</b>
<b>Lincoln Chafee</b>	---	1%	0%	<b>0%</b>
<b>Lawrence Lessig</b>	---	---	---	<b>0%</b>
<b>Jim Webb</b>	1%	1%	1%	<b>0%</b>
<b>Elizabeth Warren</b>	3%	4%	---	---
<b>Andrew Cuomo</b>	1%	2%	---	---
<b>Someone Else</b>	0%	0%	0%	<b>1%</b>
<b>Don't Know</b>	17%	15%	15%	<b>13%</b>
<b>(N)</b>	<b>(298)</b>	<b>(226)</b>	<b>(276)</b>	<b>(312)</b>

“Which Democratic candidate do you think has the right experience to be President?”

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Hillary Clinton</b>	68%	62%	55%	<b>44%</b>
<b>Joe Biden</b>	16%	7%	11%	<b>23%</b>
<b>Bernie Sanders</b>	1%	4%	17%	<b>18%</b>
<b>Martin O'Malley</b>	*	1%	*	<b>1%</b>
<b>Jim Webb</b>	*	1%	1%	*
<b>Lincoln Chafee</b>	---	0%	0%	<b>0%</b>
<b>Lawrence Lessig</b>	---	---	---	<b>0%</b>
<b>Andrew Cuomo</b>	2%	2%	---	---
<b>Elizabeth Warren</b>	2%	5%	---	---
<b>Someone Else</b>	0%	*	1%	*
<b>Don't Know</b>	11%	18%	15%	<b>13%</b>
<b>(N)</b>	<b>(296)</b>	<b>(227)</b>	<b>(273)</b>	<b>(312)</b>

**Most Important Issue To Primary Vote**  
(Likely NH DEM Primary Voters)

“There are many issues facing the candidates in the election for president. In your opinion, which one issue is MOST IMPORTANT to YOUR VOTE in the presidential primary?”

	<u>Feb. '15</u>	<u>May '15</u>	<u>June '15</u>	<u>July '15</u>	<u>Sept '15</u>
<b>Jobs/Economy</b>	35%	23%	24%	18%	<b>19%</b>
<b>Foreign Policy/National Security</b>	12%	12%	16%	14%	<b>12%</b>
<b>Social Issues</b>	4%	11%	8%	3%	<b>10%</b>
<b>Education</b>	4%	4%	6%	4%	<b>9%</b>
<b>Environment/Climate Change</b>	5%	3%	8%	10%	<b>7%</b>
<b>Income Inequality</b>	3%	6%	4%	10%	<b>7%</b>
<b>Health Care</b>	17%	8%	8%	12%	<b>5%</b>
<b>Campaign Finance</b>	0%	2%	3%	4%	<b>3%</b>
<b>Other/Don't Know</b>	22%	31%	22%	25%	<b>28%</b>
<b>(N)</b>	<b>(285)</b>	<b>(213)</b>	<b>(351)</b>	<b>(251)</b>	<b>(301)</b>

**DEM Favorability Ratings**  
(Likely DEM Primary Voters)

"Next, I'd like to get your overall opinion of some DEMOCRAT who are running or may run for President in 2016. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her."

“Vice President Joe Biden?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>69%</b>	<b>11%</b>	<b>17%</b>	<b>3%</b>	<b>+52%</b>	<b>(313)</b>
July '15	63%	9%	25%	3%	+38%	(275)
June '15	63%	11%	24%	2%	+39%	(357)
May '15	57%	14%	26%	3%	+31%	(229)
Feb. '15	53%	13%	30%	5%	+23%	(297)
Oct. '14	59%	11%	27%	3%	+32%	(231)
July '14	67%	9%	20%	4%	+47%	(257)
Apr. '14	53%	5%	37%	5%	+16%	(184)
Jan. '14	53%	12%	27%	8%	+26%	(205)
Oct. '13	54%	9%	31%	6%	+23%	(252)
July '13	61%	5%	30%	3%	+31%	(190)
Apr. '13	64%	9%	25%	2%	+39%	(188)
Feb. '13	73%	4%	22%	1%	+51%	(201)

“Former Rhode Island Governor Lincoln Chafee?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>13%</b>	<b>16%</b>	<b>19%</b>	<b>52%</b>	<b>-6%</b>	<b>(312)</b>
July '15	14%	8%	19%	59%	-5%	(275)
June '15	12%	10%	16%	61%	-4%	(357)
May '15	8%	21%	10%	61%	-2%	(230)



“Former Secretary of State Hillary Clinton?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>67%</b>	<b>10%</b>	<b>23%</b>	<b>0%</b>	<b>+44%</b>	<b>(313)</b>
July '15	73%	8%	19%	0%	+54%	(275)
June '15	74%	5%	19%	2%	+55%	(357)
May '15	73%	11%	15%	0%	+58%	(230)
Feb. '15	83%	6%	9%	1%	+74%	(297)
Oct. '14	84%	5%	10%	1%	+74%	(234)
July '14	87%	3%	9%	0%	+78%	(257)
Apr. '14	78%	8%	11%	3%	+67%	(184)
Jan. '14	88%	3%	8%	0%	+80%	(205)
Oct. '13	84%	5%	8%	3%	+76%	(250)
July '13	85%	1%	13%	1%	+72%	(190)
Apr. '13	88%	4%	5%	3%	+83%	(188)
Feb. '13	87%	5%	7%	1%	+80%	(201)

“Professor Lawrence Lessig?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>9%</b>	<b>10%</b>	<b>12%</b>	<b>69%</b>	<b>-3%</b>	<b>(313)</b>

“Former Maryland Governor Martin O’Malley?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>22%</b>	<b>18%</b>	<b>14%</b>	<b>45%</b>	<b>+8%</b>	<b>(313)</b>
July '15	18%	10%	12%	60%	+6%	(274)
June '15	16%	11%	12%	61%	+4%	(357)
May '15	10%	22%	10%	58%	0%	(230)
Feb. '15	11%	8%	6%	75%	+5%	(297)
Oct. '14	8%	4%	4%	83%	+4%	(234)
July '14	9%	2%	8%	80%	+1%	(257)
Apr. '14	10%	4%	5%	81%	+5%	(184)
Jan. '14	9%	10%	8%	73%	+1%	(205)
Oct. '13	5%	4%	7%	85%	-2%	(252)
July '13	8%	9%	5%	79%	+3%	(190)
Apr. '13	8%	7%	5%	79%	+3%	(188)
Feb. '13	9%	4%	6%	80%	+3%	(201)

“Vermont Senator Bernie Sanders?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Sept '15</b>	<b>78%</b>	<b>8%</b>	<b>11%</b>	<b>3%</b>	<b>+67%</b>	<b>(313)</b>
July '15	69%	4%	10%	16%	+59%	(276)
June '15	66%	8%	11%	16%	+55%	(357)
May '15	45%	16%	11%	28%	+34%	(230)
Feb. '15	44%	9%	10%	37%	+34%	(297)
Oct. '14	39%	7%	9%	45%	+30%	(234)
July '14	37%	2%	10%	51%	+27%	(257)

“Former Virginia Senator Jim Webb?”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sept '15	12%	15%	13%	61%	-1%	(313)
July '15	15%	8%	13%	64%	+2%	(274)
June '15	13%	9%	11%	68%	+2%	(357)
May '15	12%	19%	12%	58%	0%	(230)
Feb. '15	9%	12%	9%	70%	0%	(297)

**Should Joe Biden Run For President?**  
(Likely NH DEM Primary Voters)

“There has been a lot of speculation about whether or not Joe Biden will run for President in 2016. Do you think that Biden should or should not run for President, or are you unsure?”

	<u>Biden Should Run</u>	<u>Biden Should Not Run</u>	<u>Don't Know/ Not Sure</u>	<u>(N)</u>
Sept '15	37%	32%	30%	(312)

**Favorability Rating – Joe Biden  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>69%</b>	<b><u>Neutral</u></b> <b>11%</b>	<b><u>Unfavorable</u></b> <b>17%</b>	<b><u>Don't Know</u></b> <b>3%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	76%	6%	16%	2%	182
Registered Undeclared	68%	12%	18%	1%	99
Democrat	72%	9%	16%	3%	277
Independent	45%	41%	13%	2%	23
Republican	53%	0%	47%	0%	10
Liberal	75%	10%	13%	2%	152
Moderate	67%	11%	19%	3%	129
Conservative	48%	9%	40%	3%	13
Voted in 2008 & 2012 NH Primaries	74%	8%	15%	3%	195
Voted in 2008 or 2012 NH Primary	75%	7%	18%	0%	67
Did Not Vote in Either NH Primary	45%	27%	20%	8%	51
Veteran household	71%	16%	13%	0%	53
Non-veteran	69%	10%	17%	4%	258
Union household	75%	13%	12%	0%	48
Non-union	69%	10%	17%	4%	260
Read Union Leader	71%	5%	20%	5%	51
Read Boston Globe	82%	6%	5%	7%	60
Read Local Newspapers	72%	10%	13%	5%	120
Watch WMUR	68%	10%	19%	3%	172
Listen to NHPR	72%	12%	14%	3%	124
18 to 34	67%	12%	16%	4%	75
35 to 49	62%	19%	19%	0%	75
50 to 64	68%	5%	22%	5%	86
65 and over	82%	8%	7%	3%	68
Male	69%	10%	21%	1%	121
Female	70%	11%	14%	5%	192
High school or less	51%	15%	25%	9%	48
Some college	65%	12%	21%	2%	63
College graduate	75%	10%	15%	0%	114
Post-graduate	76%	9%	10%	5%	85
Attend services 1 or more a week	82%	7%	5%	6%	31
1-2 times a month	65%	12%	19%	5%	30
Less often	71%	13%	16%	0%	95
Never	66%	10%	19%	4%	152
North Country	37%	16%	35%	12%	25
Central / Lakes	70%	11%	16%	3%	65
Connecticut Valley	74%	9%	17%	1%	49
Mass Border	74%	8%	17%	1%	65
Seacoast	68%	8%	18%	6%	62
Manchester Area	76%	16%	7%	0%	48
First Cong. Dist	66%	11%	19%	4%	148
Second Cong. Dist	73%	9%	15%	3%	163

**Favorability Rating – Lincoln Chafee  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>13%</b>	<b><u>Neutral</u></b> <b>16%</b>	<b><u>Unfavorable</u></b> <b>19%</b>	<b><u>Don't Know</u></b> <b>52%</b>	<b><u>(N)</u></b> <b>312</b>
Registered Democrat	15%	15%	21%	49%	181
Registered Undeclared	12%	19%	19%	49%	99
Democrat	13%	14%	19%	54%	276
Independent	19%	41%	10%	31%	23
Republican	0%	11%	20%	69%	10
Liberal	12%	11%	18%	59%	151
Moderate	14%	20%	21%	45%	129
Conservative	16%	18%	15%	52%	13
Voted in 2008 & 2012 NH Primaries	17%	15%	23%	46%	194
Voted in 2008 or 2012 NH Primary	9%	16%	15%	60%	67
Did Not Vote in Either NH Primary	1%	19%	11%	69%	51
Veteran household	22%	12%	21%	44%	53
Non-veteran	11%	16%	19%	54%	257
Union household	14%	26%	13%	48%	47
Non-union	13%	13%	20%	53%	260
Read Union Leader	11%	11%	19%	60%	51
Read Boston Globe	26%	15%	15%	43%	60
Read Local Newspapers	18%	13%	20%	48%	120
Watch WMUR	15%	16%	22%	47%	171
Listen to NHPR	18%	20%	21%	40%	124
18 to 34	2%	13%	12%	73%	75
35 to 49	8%	22%	15%	54%	74
50 to 64	20%	14%	25%	41%	86
65 and over	22%	13%	22%	43%	68
Male	11%	15%	26%	48%	121
Female	13%	16%	15%	56%	191
High school or less	8%	15%	27%	50%	48
Some college	11%	14%	13%	63%	63
College graduate	14%	14%	15%	57%	112
Post-graduate	15%	20%	25%	40%	85
Attend services 1 or more a week	12%	19%	21%	48%	31
1-2 times a month	24%	15%	30%	31%	30
Less often	16%	15%	17%	52%	95
Never	9%	15%	18%	58%	150
North Country	20%	9%	21%	50%	25
Central / Lakes	7%	22%	26%	45%	64
Connecticut Valley	8%	15%	15%	63%	49
Mass Border	16%	17%	16%	51%	65
Seacoast	21%	9%	18%	52%	62
Manchester Area	6%	18%	20%	56%	48
First Cong. Dist	15%	12%	18%	56%	147
Second Cong. Dist	11%	19%	21%	49%	163

**Favorability Rating – Hillary Clinton  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>67%</b>	<b><u>Neutral</u></b> <b>10%</b>	<b><u>Unfavorable</u></b> <b>23%</b>	<b><u>Don't Know</u></b> <b>0%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	73%	7%	21%	0%	182
Registered Undeclared	64%	9%	27%	0%	99
Democrat	70%	10%	20%	0%	277
Independent	53%	17%	30%	0%	23
Republican	4%	17%	79%	0%	10
Liberal	71%	12%	16%	0%	152
Moderate	62%	9%	30%	0%	129
Conservative	54%	5%	40%	0%	13
Voted in 2008 & 2012 NH Primaries	68%	8%	23%	0%	195
Voted in 2008 or 2012 NH Primary	67%	7%	26%	0%	67
Did Not Vote in Either NH Primary	60%	21%	16%	3%	51
Veteran household	63%	7%	30%	0%	53
Non-veteran	68%	11%	21%	1%	258
Union household	74%	12%	13%	0%	48
Non-union	66%	10%	24%	1%	260
Read Union Leader	70%	9%	21%	0%	51
Read Boston Globe	85%	4%	12%	0%	60
Read Local Newspapers	68%	9%	23%	0%	120
Watch WMUR	69%	9%	22%	0%	172
Listen to NHPR	67%	8%	25%	0%	124
18 to 34	60%	13%	26%	2%	75
35 to 49	58%	16%	26%	0%	75
50 to 64	73%	4%	24%	0%	86
65 and over	75%	10%	15%	0%	68
Male	52%	11%	38%	0%	121
Female	76%	10%	13%	1%	192
High school or less	58%	14%	25%	3%	48
Some college	71%	8%	21%	0%	63
College graduate	65%	10%	25%	0%	114
Post-graduate	70%	10%	20%	0%	85
Attend services 1 or more a week	74%	5%	21%	0%	31
1-2 times a month	68%	13%	19%	0%	30
Less often	68%	8%	24%	0%	95
Never	64%	12%	23%	1%	152
North Country	75%	5%	20%	0%	25
Central / Lakes	67%	9%	22%	2%	65
Connecticut Valley	54%	19%	27%	0%	49
Mass Border	74%	6%	20%	0%	65
Seacoast	70%	9%	21%	0%	62
Manchester Area	61%	12%	27%	0%	48
First Cong. Dist	66%	9%	24%	1%	148
Second Cong. Dist	68%	12%	21%	0%	163

**Favorability Rating – Lawrence Lessig  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>9%</b>	<b><u>Neutral</u></b> <b>10%</b>	<b><u>Unfavorable</u></b> <b>12%</b>	<b><u>Don't Know</u></b> <b>69%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	11%	11%	11%	67%	182
Registered Undeclared	6%	11%	14%	69%	99
Democrat	10%	10%	11%	70%	277
Independent	9%	18%	12%	60%	23
Republican	0%	0%	38%	62%	10
Liberal	11%	9%	14%	66%	152
Moderate	5%	9%	10%	75%	129
Conservative	13%	14%	9%	64%	13
Voted in 2008 & 2012 NH Primaries	9%	10%	13%	68%	195
Voted in 2008 or 2012 NH Primary	7%	11%	14%	67%	67
Did Not Vote in Either NH Primary	13%	6%	3%	78%	51
Veteran household	8%	10%	8%	74%	53
Non-veteran	9%	10%	12%	68%	258
Union household	8%	13%	14%	65%	48
Non-union	9%	9%	11%	70%	260
Read Union Leader	8%	7%	10%	75%	51
Read Boston Globe	13%	8%	8%	71%	60
Read Local Newspapers	13%	12%	11%	64%	120
Watch WMUR	6%	12%	11%	71%	172
Listen to NHPR	15%	12%	13%	61%	124
18 to 34	7%	5%	14%	74%	75
35 to 49	11%	12%	7%	70%	75
50 to 64	7%	9%	13%	70%	86
65 and over	10%	15%	13%	62%	68
Male	7%	8%	16%	70%	121
Female	11%	11%	9%	69%	192
High school or less	11%	8%	12%	69%	48
Some college	9%	6%	6%	80%	63
College graduate	6%	12%	12%	71%	114
Post-graduate	12%	12%	16%	60%	85
Attend services 1 or more a week	12%	6%	12%	70%	31
1-2 times a month	13%	7%	15%	65%	30
Less often	7%	13%	10%	70%	95
Never	9%	10%	12%	69%	152
North Country	3%	5%	8%	85%	25
Central / Lakes	12%	18%	12%	58%	65
Connecticut Valley	10%	11%	13%	67%	49
Mass Border	14%	10%	6%	71%	65
Seacoast	7%	5%	12%	76%	62
Manchester Area	4%	7%	19%	70%	48
First Cong. Dist	9%	8%	11%	72%	148
Second Cong. Dist	9%	12%	12%	67%	163

**Favorability Rating – Martin O’Malley  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>22%</b>	<b><u>Neutral</u></b> <b>18%</b>	<b><u>Unfavorable</u></b> <b>14%</b>	<b><u>Don’t Know</u></b> <b>45%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	26%	19%	15%	40%	182
Registered Undeclared	18%	17%	11%	54%	99
Democrat	23%	19%	11%	47%	277
Independent	23%	23%	18%	36%	23
Republican	0%	11%	51%	38%	10
Liberal	26%	19%	9%	46%	152
Moderate	20%	18%	18%	45%	129
Conservative	10%	18%	24%	49%	13
Voted in 2008 & 2012 NH Primaries	27%	19%	10%	44%	195
Voted in 2008 or 2012 NH Primary	21%	9%	19%	51%	67
Did Not Vote in Either NH Primary	6%	29%	22%	43%	51
Veteran household	40%	18%	10%	32%	53
Non-veteran	18%	19%	14%	48%	258
Union household	37%	39%	5%	19%	48
Non-union	19%	15%	16%	50%	260
Read Union Leader	15%	19%	18%	49%	51
Read Boston Globe	34%	16%	4%	46%	60
Read Local Newspapers	29%	21%	9%	41%	120
Watch WMUR	19%	19%	14%	48%	172
Listen to NHPR	32%	19%	12%	37%	124
18 to 34	13%	12%	18%	57%	75
35 to 49	18%	32%	12%	37%	75
50 to 64	30%	13%	12%	44%	86
65 and over	27%	17%	11%	45%	68
Male	24%	17%	19%	40%	121
Female	21%	19%	11%	48%	192
High school or less	15%	14%	24%	47%	48
Some college	23%	7%	14%	56%	63
College graduate	20%	19%	12%	49%	114
Post-graduate	29%	30%	10%	31%	85
Attend services 1 or more a week	34%	9%	10%	47%	31
1-2 times a month	20%	12%	27%	41%	30
Less often	28%	22%	15%	35%	95
Never	17%	19%	11%	53%	152
North Country	14%	4%	15%	66%	25
Central / Lakes	24%	24%	16%	36%	65
Connecticut Valley	15%	17%	18%	50%	49
Mass Border	29%	11%	14%	46%	65
Seacoast	17%	22%	10%	52%	62
Manchester Area	29%	24%	14%	33%	48
First Cong. Dist	23%	19%	13%	45%	148
Second Cong. Dist	22%	18%	16%	44%	163

**Favorability Rating – Bernie Sanders  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>78%</b>	<b><u>Neutral</u></b> <b>8%</b>	<b><u>Unfavorable</u></b> <b>11%</b>	<b><u>Don't Know</u></b> <b>3%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	79%	6%	12%	4%	182
Registered Undeclared	73%	12%	12%	2%	99
Democrat	81%	6%	9%	3%	277
Independent	54%	21%	22%	2%	23
Republican	29%	13%	40%	17%	10
Liberal	87%	3%	7%	3%	152
Moderate	73%	11%	15%	1%	129
Conservative	54%	19%	14%	13%	13
Voted in 2008 & 2012 NH Primaries	82%	6%	10%	2%	195
Voted in 2008 or 2012 NH Primary	69%	12%	13%	6%	67
Did Not Vote in Either NH Primary	76%	6%	13%	5%	51
Veteran household	73%	13%	12%	2%	53
Non-veteran	79%	6%	11%	4%	258
Union household	90%	3%	5%	2%	48
Non-union	75%	8%	12%	4%	260
Read Union Leader	69%	4%	24%	3%	51
Read Boston Globe	84%	7%	9%	0%	60
Read Local Newspapers	82%	6%	10%	2%	120
Watch WMUR	72%	10%	15%	3%	172
Listen to NHPR	89%	7%	3%	2%	124
18 to 34	80%	7%	8%	4%	75
35 to 49	74%	11%	13%	1%	75
50 to 64	78%	6%	13%	3%	86
65 and over	77%	7%	11%	4%	68
Male	81%	6%	10%	4%	121
Female	76%	9%	12%	3%	192
High school or less	54%	12%	21%	12%	48
Some college	80%	7%	8%	5%	63
College graduate	79%	8%	13%	0%	114
Post-graduate	88%	5%	6%	1%	85
Attend services 1 or more a week	70%	12%	13%	4%	31
1-2 times a month	75%	4%	20%	0%	30
Less often	77%	11%	11%	2%	95
Never	81%	6%	9%	4%	152
North Country	58%	10%	29%	3%	25
Central / Lakes	77%	9%	9%	5%	65
Connecticut Valley	92%	3%	4%	1%	49
Mass Border	72%	5%	16%	6%	65
Seacoast	85%	6%	8%	2%	62
Manchester Area	74%	14%	11%	1%	48
First Cong. Dist	78%	9%	11%	3%	148
Second Cong. Dist	79%	6%	11%	4%	163



**Favorability Rating – Jim Webb  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>12%</b>	<b><u>Neutral</u></b> <b>15%</b>	<b><u>Unfavorable</u></b> <b>13%</b>	<b><u>Don't Know</u></b> <b>61%</b>	<b><u>(N)</u></b> <b>313</b>
Registered Democrat	14%	17%	14%	55%	182
Registered Undeclared	11%	15%	12%	62%	99
Democrat	13%	13%	11%	62%	277
Independent	6%	42%	6%	46%	23
Republican	0%	0%	37%	63%	10
Liberal	13%	13%	13%	61%	152
Moderate	13%	15%	8%	63%	129
Conservative	0%	10%	33%	58%	13
Voted in 2008 & 2012 NH Primaries	14%	13%	15%	58%	195
Voted in 2008 or 2012 NH Primary	13%	15%	11%	60%	67
Did Not Vote in Either NH Primary	2%	21%	6%	71%	51
Veteran household	20%	12%	12%	56%	53
Non-veteran	10%	16%	12%	62%	258
Union household	6%	13%	12%	68%	48
Non-union	13%	16%	13%	59%	260
Read Union Leader	9%	21%	12%	58%	51
Read Boston Globe	18%	25%	4%	52%	60
Read Local Newspapers	13%	17%	14%	57%	120
Watch WMUR	12%	13%	12%	63%	172
Listen to NHPR	15%	22%	13%	50%	124
18 to 34	9%	8%	9%	74%	75
35 to 49	10%	22%	10%	58%	75
50 to 64	16%	13%	17%	54%	86
65 and over	11%	17%	13%	59%	68
Male	17%	14%	15%	55%	121
Female	8%	16%	11%	65%	192
High school or less	5%	11%	23%	61%	48
Some college	4%	8%	9%	79%	63
College graduate	18%	17%	9%	57%	114
Post-graduate	14%	21%	13%	52%	85
Attend services 1 or more a week	20%	15%	9%	56%	31
1-2 times a month	21%	15%	18%	46%	30
Less often	13%	11%	13%	63%	95
Never	8%	17%	11%	64%	152
North Country	7%	5%	10%	78%	25
Central / Lakes	12%	18%	19%	51%	65
Connecticut Valley	6%	17%	14%	63%	49
Mass Border	16%	14%	13%	58%	65
Seacoast	14%	17%	9%	61%	62
Manchester Area	12%	13%	8%	68%	48
First Cong. Dist	12%	14%	10%	65%	148
Second Cong. Dist	12%	16%	15%	57%	163

**Decided 2016 DEM Primary Vote  
(Likely 2016 DEM 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 DEM PRIMARY VOTERS</b>	<b>25%</b>	<b>28%</b>	<b>47%</b>	<b>313</b>
Registered Democrat	30%	26%	43%	182
Registered Undeclared	21%	29%	49%	99
Democrat	26%	28%	46%	277
Independent	16%	33%	50%	23
Republican	12%	4%	85%	10
Liberal	31%	33%	37%	152
Moderate	19%	25%	56%	129
Conservative	15%	16%	69%	13
Voted in 2008 & 2012 NH Primaries	27%	28%	45%	195
Voted in 2008 or 2012 NH Primary	27%	22%	50%	67
Did Not Vote in Either NH Primary	17%	33%	49%	51
Veteran household	38%	22%	41%	53
Non-veteran	22%	29%	49%	258
Union household	29%	25%	46%	48
Non-union	25%	29%	47%	260
Read Union Leader	24%	29%	48%	51
Read Boston Globe	24%	34%	42%	60
Read Local Newspapers	30%	28%	43%	120
Watch WMUR	25%	25%	50%	172
Listen to NHPR	27%	35%	38%	124
18 to 34	22%	23%	56%	75
35 to 49	21%	31%	49%	75
50 to 64	27%	25%	48%	86
65 and over	33%	33%	35%	68
Male	28%	31%	41%	121
Female	24%	26%	50%	192
High school or less	28%	29%	43%	48
Some college	29%	16%	55%	63
College graduate	20%	29%	51%	114
Post-graduate	27%	36%	37%	85
Attend services 1 or more a week	26%	30%	44%	31
1-2 times a month	31%	31%	38%	30
Less often	31%	22%	46%	95
Never	20%	30%	50%	152
North Country	30%	26%	44%	25
Central / Lakes	26%	19%	54%	65
Connecticut Valley	30%	25%	45%	49
Mass Border	28%	23%	49%	65
Seacoast	20%	33%	48%	62
Manchester Area	21%	44%	35%	48
First Cong. Dist	25%	27%	48%	148
Second Cong. Dist	27%	28%	45%	163

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

	<u>Bernie Sanders</u>	<u>Hillary Clinton</u>	<u>Joe Biden</u>	<u>Martin O'Malley</u>	<u>Jim Webb</u>	<u>Lawrence Lessig</u>	<u>Someone Else</u>	<u>Undecided</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>46%</b>	<b>30%</b>	<b>14%</b>	<b>2%</b>	<b>1%</b>	<b>0%</b>	<b>1%</b>	<b>6%</b>	<b>310</b>
Registered Democrat	41%	32%	18%	3%	0%	0%	1%	6%	180
Registered Undeclared	50%	33%	9%	2%	1%	1%	1%	4%	98
Democrat	46%	31%	15%	1%	1%	0%	0%	6%	275
Independent	40%	35%	4%	11%	3%	4%	0%	3%	23
Republican	14%	0%	33%	12%	15%	0%	15%	10%	9
Liberal	56%	30%	8%	1%	2%	1%	0%	3%	151
Moderate	37%	31%	19%	4%	1%	0%	1%	8%	129
Conservative	30%	24%	28%	0%	0%	0%	11%	7%	12
Voted in 2008 & 2012 NH Primaries	45%	31%	15%	2%	0%	1%	1%	6%	193
Voted in 2008 or 2012 NH Primary	41%	38%	13%	4%	4%	0%	0%	0%	66
Did Not Vote in Either NH Primary	53%	18%	14%	0%	3%	0%	0%	12%	50
Veteran household	43%	37%	11%	1%	3%	1%	0%	4%	53
Non-veteran	46%	29%	15%	2%	1%	0%	1%	6%	254
Union household	49%	31%	8%	4%	0%	2%	0%	7%	48
Non-union	44%	31%	16%	2%	1%	0%	1%	5%	256
Read Union Leader	35%	36%	21%	0%	1%	2%	0%	5%	50
Read Boston Globe	42%	37%	17%	2%	0%	0%	0%	1%	59
Read Local Newspapers	49%	27%	15%	1%	0%	1%	1%	7%	120
Watch WMUR	38%	36%	18%	3%	0%	0%	1%	5%	170
Listen to NHPR	50%	28%	9%	4%	1%	1%	2%	5%	122
18 to 34	58%	17%	13%	3%	2%	0%	2%	6%	74
35 to 49	52%	27%	12%	0%	2%	0%	1%	5%	74
50 to 64	34%	40%	14%	5%	1%	0%	0%	6%	86
65 and over	36%	40%	17%	1%	0%	2%	0%	5%	66
Male	56%	20%	14%	3%	2%	0%	2%	4%	121
Female	39%	37%	15%	2%	1%	1%	0%	6%	189
High school or less	39%	36%	14%	0%	0%	0%	0%	11%	46
Some college	42%	37%	9%	2%	5%	0%	2%	4%	63
College graduate	46%	26%	20%	3%	0%	1%	0%	3%	113
Post-graduate	51%	28%	11%	2%	1%	0%	1%	5%	84
Attend services 1 or more a week	32%	41%	19%	0%	0%	0%	0%	8%	30
1-2 times a month	48%	27%	9%	6%	0%	0%	4%	6%	29
Less often	42%	33%	16%	3%	2%	0%	1%	4%	95
Never	49%	28%	13%	1%	1%	1%	0%	6%	150
North Country	36%	50%	8%	0%	0%	0%	0%	6%	23
Central / Lakes	49%	22%	13%	1%	0%	1%	3%	11%	64
Connecticut Valley	67%	12%	11%	5%	3%	0%	0%	2%	49
Mass Border	47%	32%	17%	0%	0%	1%	0%	3%	65
Seacoast	37%	39%	19%	1%	0%	0%	0%	3%	61
Manchester Area	34%	35%	12%	6%	5%	0%	0%	8%	48
First Cong. Dist	40%	35%	14%	2%	2%	1%	1%	6%	146
Second Cong. Dist	51%	26%	15%	2%	1%	0%	0%	5%	162

**DEM 2016 Primary – Second Choice  
(Likely 2016 DEM Primary Voters)**

	<u>Hillary Clinton</u>	<u>Joe Biden</u>	<u>Bernie Sanders</u>	<u>Martin O'Malley</u>	<u>Jim Webb</u>	<u>Someone Else</u>	<u>No Second Choice</u>	<u>Undecided</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>31%</b>	<b>28%</b>	<b>16%</b>	<b>3%</b>	<b>1%</b>	<b>5%</b>	<b>4%</b>	<b>13%</b>	<b>292</b>
Registered Democrat	32%	29%	16%	2%	0%	2%	5%	13%	169
Registered Undeclared	26%	31%	15%	4%	2%	8%	1%	14%	94
Democrat	33%	29%	17%	3%	1%	2%	4%	11%	259
Independent	17%	24%	6%	3%	0%	22%	0%	28%	22
Republican	5%	14%	17%	0%	0%	38%	0%	27%	8
Liberal	43%	25%	15%	3%	0%	2%	1%	11%	146
Moderate	19%	33%	19%	2%	2%	7%	6%	12%	119
Conservative	23%	30%	0%	6%	0%	0%	0%	40%	11
Clinton Supporter	0%	33%	38%	3%	1%	7%	5%	12%	94
Sanders Supporter	51%	33%	0%	1%	1%	3%	2%	9%	141
Biden Supporter	40%	0%	19%	5%	0%	7%	8%	21%	44
Other Supporter	12%	0%	45%	25%	0%	0%	0%	19%	7
Voted in 2008 & 2012 NH Primaries	30%	31%	15%	4%	1%	4%	3%	11%	182
Voted in 2008 or 2012 NH Primary	18%	32%	25%	4%	0%	0%	3%	19%	66
Did Not Vote in Either NH Primary	53%	8%	6%	0%	1%	12%	7%	12%	44
Veteran household	19%	26%	21%	8%	0%	7%	9%	10%	50
Non-veteran	33%	28%	15%	2%	1%	4%	2%	14%	239
Union household	37%	23%	16%	10%	1%	1%	0%	11%	45
Non-union	29%	29%	16%	2%	1%	5%	4%	13%	243
Read Union Leader	35%	28%	12%	0%	0%	0%	8%	17%	47
Read Boston Globe	42%	31%	21%	1%	0%	3%	0%	2%	58
Read Local Newspapers	30%	28%	13%	5%	1%	5%	5%	13%	112
Watch WMUR	27%	27%	18%	3%	0%	6%	4%	14%	161
Listen to NHPR	35%	26%	20%	4%	2%	3%	0%	9%	117
18 to 34	39%	26%	16%	0%	0%	0%	5%	15%	70
35 to 49	29%	33%	11%	4%	2%	9%	5%	8%	71
50 to 64	24%	22%	22%	5%	1%	6%	3%	18%	81
65 and over	33%	33%	16%	3%	1%	2%	1%	10%	63
Male	24%	40%	11%	3%	2%	2%	4%	15%	116
Female	36%	20%	19%	3%	0%	6%	4%	12%	177
High school or less	32%	18%	8%	2%	0%	15%	8%	17%	41
Some college	28%	25%	21%	7%	0%	0%	5%	14%	61
College graduate	26%	33%	15%	1%	1%	6%	3%	14%	109
Post-graduate	39%	27%	19%	3%	2%	1%	0%	8%	80
Attend services 1 or more a week	26%	36%	12%	8%	5%	2%	2%	10%	27
1-2 times a month	36%	30%	18%	3%	2%	0%	0%	11%	27
Less often	23%	30%	14%	4%	1%	4%	10%	14%	91
Never	35%	25%	18%	2%	0%	6%	0%	13%	141
North Country	27%	33%	19%	0%	0%	10%	8%	3%	22
Central / Lakes	35%	21%	8%	3%	1%	10%	1%	20%	57
Connecticut Valley	35%	37%	9%	2%	0%	1%	5%	11%	47
Mass Border	33%	29%	12%	6%	0%	7%	0%	12%	63
Seacoast	28%	16%	33%	0%	1%	1%	7%	14%	59
Manchester Area	24%	37%	16%	6%	3%	0%	4%	9%	44
First Cong. Dist	28%	25%	23%	4%	2%	4%	4%	10%	138
Second Cong. Dist	34%	30%	10%	3%	0%	5%	3%	16%	154

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

	<u>Hillary Clinton</u>	<u>Lincoln Chafee</u>	<u>Lawrence Lessig</u>	<u>Bernie Sanders</u>	<u>Jim Webb</u>	<u>Someone Else</u>	<u>All Acceptable</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>13%</b>	<b>8%</b>	<b>5%</b>	<b>5%</b>	<b>3%</b>	<b>5%</b>	<b>30%</b>	<b>31%</b>	<b>312</b>
Registered Democrat	11%	10%	5%	5%	3%	3%	33%	30%	181
Registered Undeclared	16%	6%	6%	6%	2%	10%	28%	27%	99
Democrat	11%	8%	5%	4%	3%	5%	32%	31%	277
Independent	23%	5%	0%	9%	0%	0%	24%	38%	23
Republican	76%	0%	0%	0%	0%	0%	24%	0%	9
Liberal	11%	10%	6%	4%	4%	3%	33%	31%	151
Moderate	15%	7%	5%	6%	2%	7%	33%	24%	129
Conservative	31%	0%	0%	5%	4%	10%	3%	47%	13
Clinton Supporter	0%	5%	7%	10%	1%	5%	35%	36%	94
Sanders Supporter	18%	11%	3%	0%	6%	6%	30%	26%	141
Biden Supporter	13%	7%	4%	12%	0%	3%	34%	27%	43
Undecided	13%	0%	3%	0%	0%	12%	16%	55%	17
Voted in 2008 & 2012 NH Primaries	12%	8%	6%	4%	3%	5%	31%	30%	193
Voted in 2008 or 2012 NH Primary	18%	5%	4%	7%	3%	8%	31%	22%	67
Did Not Vote in Either NH Primary	11%	10%	0%	4%	3%	3%	26%	43%	51
Veteran household	22%	7%	2%	6%	8%	3%	23%	28%	53
Non-veteran	12%	8%	5%	4%	2%	5%	32%	31%	256
Union household	5%	10%	12%	0%	1%	4%	30%	39%	48
Non-union	15%	7%	4%	6%	3%	5%	31%	30%	258
Read Union Leader	12%	7%	3%	15%	4%	2%	20%	39%	50
Read Boston Globe	3%	13%	3%	12%	4%	3%	33%	29%	60
Read Local Newspapers	14%	7%	2%	5%	2%	5%	30%	35%	119
Watch WMUR	13%	7%	6%	5%	3%	5%	30%	30%	171
Listen to NHPR	10%	13%	6%	4%	5%	4%	26%	33%	123
18 to 34	18%	7%	3%	7%	6%	4%	27%	28%	74
35 to 49	15%	2%	3%	1%	0%	6%	43%	30%	75
50 to 64	11%	12%	9%	9%	2%	4%	25%	28%	86
65 and over	9%	10%	4%	1%	4%	6%	32%	36%	67
Male	21%	12%	5%	3%	3%	3%	30%	21%	121
Female	8%	5%	5%	6%	3%	7%	30%	37%	191
High school or less	14%	9%	0%	9%	1%	7%	20%	39%	47
Some college	21%	9%	2%	4%	8%	2%	21%	32%	63
College graduate	11%	4%	7%	5%	2%	5%	42%	25%	114
Post-graduate	10%	11%	7%	3%	2%	6%	29%	31%	84
Attend services 1 or more a week	14%	9%	3%	4%	4%	1%	26%	39%	31
1-2 times a month	7%	15%	9%	4%	6%	5%	37%	18%	29
Less often	16%	6%	5%	5%	0%	6%	37%	25%	94
Never	13%	8%	4%	5%	4%	5%	27%	34%	152
North Country	10%	0%	3%	7%	2%	0%	25%	53%	23
Central / Lakes	20%	13%	5%	0%	2%	10%	16%	33%	65
Connecticut Valley	13%	3%	3%	2%	3%	7%	40%	30%	48
Mass Border	9%	10%	4%	11%	3%	1%	41%	22%	65
Seacoast	8%	6%	5%	6%	3%	9%	31%	31%	62
Manchester Area	19%	8%	8%	2%	6%	1%	28%	29%	48
First Cong. Dist	16%	5%	6%	4%	4%	6%	29%	29%	147
Second Cong. Dist	11%	10%	4%	5%	2%	5%	32%	32%	162

**DEM 2016 Primary Who Will Win  
(Likely 2016 DEM Primary Voters)**

	<b><u>Bernie Sanders</u></b>	<b><u>Hillary Clinton</u></b>	<b><u>Joe Biden</u></b>	<b><u>Someone Else</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>42%</b>	<b>42%</b>	<b>6%</b>	<b>1%</b>	<b>9%</b>	<b>311</b>
Registered Democrat	42%	44%	5%	0%	9%	181
Registered Undeclared	43%	37%	7%	3%	10%	98
Democrat	43%	43%	6%	0%	8%	275
Independent	20%	46%	0%	10%	24%	23
Republican	50%	15%	17%	0%	17%	10
Liberal	42%	45%	3%	1%	9%	152
Moderate	46%	39%	8%	0%	7%	128
Conservative	31%	48%	0%	0%	21%	12
Voted in 2008 & 2012 NH Primaries	41%	41%	4%	1%	13%	193
Voted in 2008 or 2012 NH Primary	47%	45%	7%	0%	2%	67
Did Not Vote in Either NH Primary	41%	40%	10%	4%	4%	51
Veteran household	50%	35%	8%	0%	7%	53
Non-veteran	40%	44%	5%	1%	9%	256
Union household	40%	45%	5%	0%	10%	48
Non-union	42%	42%	6%	1%	9%	258
Read Union Leader	28%	54%	6%	0%	12%	51
Read Boston Globe	31%	52%	5%	0%	13%	60
Read Local Newspapers	40%	43%	4%	1%	12%	120
Watch WMUR	41%	44%	6%	2%	7%	170
Listen to NHPR	46%	39%	3%	0%	11%	123
18 to 34	45%	45%	7%	0%	3%	75
35 to 49	50%	39%	2%	3%	6%	74
50 to 64	42%	39%	7%	1%	10%	85
65 and over	29%	49%	5%	0%	17%	68
Male	59%	29%	8%	0%	4%	120
Female	32%	50%	4%	2%	13%	191
High school or less	33%	49%	9%	5%	4%	47
Some college	54%	28%	8%	1%	8%	63
College graduate	40%	45%	5%	0%	9%	113
Post-graduate	40%	45%	3%	0%	12%	85
Attend services 1 or more a week	42%	40%	3%	2%	12%	31
1-2 times a month	66%	27%	0%	0%	8%	30
Less often	45%	39%	5%	0%	11%	95
Never	36%	49%	7%	2%	7%	149
North Country	42%	32%	6%	0%	19%	25
Central / Lakes	45%	34%	8%	5%	8%	65
Connecticut Valley	56%	35%	1%	0%	8%	48
Mass Border	48%	38%	11%	0%	3%	65
Seacoast	29%	58%	3%	0%	11%	61
Manchester Area	34%	49%	3%	0%	14%	48
First Cong. Dist	38%	50%	5%	0%	7%	147
Second Cong. Dist	47%	33%	7%	2%	11%	162

**Who is Least Honest?  
(Likely 2016 DEM Primary Voters)**

	<u>Hillary Clinton</u>	<u>Lincoln Chafee</u>	<u>Joe Biden</u>	<u>Bernie Sanders</u>	<u>Martin O'Malley</u>	<u>Lawrence Lessig</u>	<u>Someone Else</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>33%</b>	<b>2%</b>	<b>2%</b>	<b>1%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>59%</b>	<b>308</b>
Registered Democrat	32%	3%	1%	1%	1%	0%	0%	62%	182
Registered Undeclared	35%	1%	2%	3%	1%	1%	1%	56%	94
Democrat	33%	3%	1%	2%	1%	1%	1%	60%	272
Independent	27%	0%	11%	0%	0%	0%	0%	62%	23
Republican	67%	0%	0%	0%	0%	0%	0%	33%	10
Liberal	33%	2%	2%	0%	0%	1%	0%	61%	150
Moderate	35%	3%	1%	3%	3%	0%	1%	54%	127
Conservative	45%	0%	5%	0%	0%	0%	0%	49%	13
Voted in 2008 & 2012 NH Primaries	30%	1%	1%	2%	1%	1%	0%	64%	192
Voted in 2008 or 2012 NH Primary	39%	3%	1%	0%	2%	0%	1%	53%	66
Did Not Vote in Either NH Primary	38%	4%	3%	0%	3%	0%	0%	51%	50
Veteran household	39%	2%	0%	3%	0%	2%	0%	54%	53
Non-veteran	32%	2%	2%	1%	2%	0%	1%	60%	254
Union household	28%	4%	0%	2%	0%	2%	2%	62%	48
Non-union	34%	2%	2%	1%	2%	0%	0%	59%	256
Read Union Leader	35%	8%	2%	2%	0%	0%	0%	54%	51
Read Boston Globe	34%	6%	0%	3%	3%	1%	1%	53%	59
Read Local Newspapers	35%	2%	1%	3%	2%	0%	0%	57%	119
Watch WMUR	29%	2%	2%	2%	1%	0%	0%	63%	169
Listen to NHPR	34%	3%	1%	3%	2%	1%	1%	54%	121
18 to 34	46%	3%	2%	0%	0%	0%	0%	49%	75
35 to 49	33%	1%	2%	1%	2%	0%	1%	59%	74
50 to 64	30%	3%	2%	3%	1%	1%	0%	60%	85
65 and over	26%	2%	0%	1%	2%	1%	1%	68%	66
Male	51%	1%	1%	0%	0%	1%	1%	46%	119
Female	22%	3%	2%	2%	2%	0%	0%	68%	189
High school or less	23%	1%	3%	3%	0%	0%	0%	69%	48
Some college	42%	3%	3%	0%	0%	0%	0%	52%	63
College graduate	34%	3%	0%	0%	2%	1%	0%	59%	110
Post-graduate	33%	1%	2%	2%	2%	0%	1%	59%	83
Attend services 1 or more a week	40%	2%	0%	0%	0%	0%	0%	58%	30
1-2 times a month	43%	5%	0%	3%	0%	0%	2%	48%	30
Less often	24%	2%	1%	2%	2%	0%	1%	69%	94
Never	37%	2%	3%	1%	2%	1%	0%	55%	150
North Country	22%	0%	0%	0%	0%	0%	0%	78%	24
Central / Lakes	33%	1%	1%	2%	2%	0%	2%	60%	63
Connecticut Valley	38%	0%	5%	0%	3%	0%	0%	54%	48
Mass Border	36%	6%	0%	3%	0%	0%	0%	56%	64
Seacoast	32%	3%	0%	1%	1%	2%	0%	60%	62
Manchester Area	32%	1%	4%	2%	0%	0%	1%	60%	48
First Cong. Dist	34%	3%	0%	1%	1%	1%	0%	60%	147
Second Cong. Dist	33%	2%	3%	2%	1%	0%	1%	58%	159

**Who is Most Likeable?  
(Likely 2016 DEM Primary Voters)**

	<b><u>Bernie Sanders</u></b>	<b><u>Joe Biden</u></b>	<b><u>Hillary Clinton</u></b>	<b><u>Martin O'Malley</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>39%</b>	<b>35%</b>	<b>15%</b>	<b>2%</b>	<b>9%</b>	<b>313</b>
Registered Democrat	36%	42%	13%	2%	7%	182
Registered Undeclared	41%	28%	18%	2%	12%	99
Democrat	38%	36%	15%	2%	8%	277
Independent	44%	15%	17%	0%	24%	23
Republican	36%	54%	0%	0%	9%	10
Liberal	38%	37%	14%	3%	8%	151
Moderate	41%	36%	12%	2%	9%	129
Conservative	41%	24%	29%	0%	7%	13
Voted in 2008 & 2012 NH Primaries	37%	40%	12%	2%	9%	195
Voted in 2008 or 2012 NH Primary	42%	29%	20%	3%	7%	67
Did Not Vote in Either NH Primary	45%	24%	18%	0%	13%	50
Veteran household	22%	45%	22%	2%	9%	53
Non-veteran	42%	34%	13%	2%	9%	257
Union household	45%	35%	8%	3%	8%	48
Non-union	38%	36%	16%	2%	9%	260
Read Union Leader	23%	43%	24%	0%	10%	51
Read Boston Globe	29%	48%	14%	1%	8%	60
Read Local Newspapers	34%	41%	17%	0%	8%	120
Watch WMUR	36%	34%	21%	1%	8%	172
Listen to NHPR	41%	36%	10%	3%	10%	123
18 to 34	41%	35%	14%	0%	9%	75
35 to 49	39%	37%	11%	4%	8%	75
50 to 64	39%	34%	17%	4%	6%	86
65 and over	35%	33%	17%	0%	14%	68
Male	38%	45%	10%	3%	4%	121
Female	40%	29%	17%	1%	12%	192
High school or less	28%	24%	33%	0%	14%	48
Some college	34%	30%	17%	5%	14%	63
College graduate	46%	36%	9%	1%	8%	113
Post-graduate	39%	45%	10%	3%	4%	85
Attend services 1 or more a week	30%	33%	14%	3%	21%	31
1-2 times a month	41%	38%	10%	0%	10%	30
Less often	40%	36%	15%	5%	5%	94
Never	40%	35%	16%	1%	9%	152
North Country	32%	25%	38%	0%	5%	25
Central / Lakes	43%	35%	7%	2%	12%	65
Connecticut Valley	53%	28%	13%	2%	4%	49
Mass Border	30%	45%	21%	0%	5%	65
Seacoast	40%	37%	7%	1%	15%	62
Manchester Area	35%	34%	14%	6%	10%	48
First Cong. Dist	39%	37%	13%	2%	10%	147
Second Cong. Dist	39%	34%	16%	2%	8%	163



**Who is Most Progressive?  
(Likely 2016 DEM Primary Voters)**

	<b><u>Bernie Sanders</u></b>	<b><u>Hillary Clinton</u></b>	<b><u>Joe Biden</u></b>	<b><u>Martin O'Malley</u></b>	<b><u>Lincoln Chafee</u></b>	<b><u>Lawrence Lessig</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>63%</b>	<b>16%</b>	<b>3%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>16%</b>	<b>313</b>
Registered Democrat	65%	16%	4%	0%	0%	1%	14%	182
Registered Undeclared	64%	19%	1%	2%	0%	0%	14%	99
Democrat	65%	16%	3%	1%	0%	0%	15%	277
Independent	52%	25%	3%	0%	0%	0%	21%	23
Republican	23%	15%	0%	0%	13%	0%	48%	10
Liberal	71%	15%	4%	0%	1%	1%	9%	152
Moderate	61%	17%	2%	2%	0%	0%	18%	129
Conservative	33%	17%	0%	0%	0%	0%	50%	13
Voted in 2008 & 2012 NH Primaries	66%	15%	3%	0%	0%	0%	15%	195
Voted in 2008 or 2012 NH Primary	59%	22%	6%	3%	0%	0%	11%	67
Did Not Vote in Either NH Primary	54%	14%	3%	0%	3%	0%	27%	51
Veteran household	51%	27%	1%	0%	3%	0%	18%	53
Non-veteran	64%	14%	4%	1%	0%	0%	16%	258
Union household	76%	8%	7%	2%	0%	0%	7%	48
Non-union	60%	18%	3%	1%	1%	0%	18%	260
Read Union Leader	48%	24%	4%	3%	0%	0%	22%	51
Read Boston Globe	79%	16%	0%	0%	0%	0%	5%	60
Read Local Newspapers	67%	17%	0%	0%	0%	1%	14%	120
Watch WMUR	56%	21%	2%	1%	0%	0%	20%	172
Listen to NHPR	75%	12%	1%	1%	1%	1%	9%	124
18 to 34	62%	13%	6%	2%	2%	0%	17%	75
35 to 49	61%	12%	4%	0%	0%	0%	24%	75
50 to 64	68%	20%	2%	2%	0%	1%	7%	86
65 and over	59%	21%	1%	0%	0%	0%	18%	68
Male	74%	7%	4%	1%	1%	0%	13%	121
Female	55%	22%	3%	1%	0%	0%	18%	192
High school or less	32%	21%	7%	3%	0%	0%	37%	48
Some college	57%	20%	2%	0%	2%	0%	19%	63
College graduate	67%	16%	1%	1%	0%	1%	14%	114
Post-graduate	77%	12%	5%	1%	0%	0%	5%	85
Attend services 1 or more a week	56%	22%	0%	0%	0%	0%	21%	31
1-2 times a month	63%	24%	3%	0%	0%	0%	11%	30
Less often	61%	15%	4%	0%	0%	1%	20%	95
Never	66%	15%	4%	2%	1%	0%	13%	152
North Country	44%	41%	0%	0%	0%	0%	15%	25
Central / Lakes	66%	15%	4%	1%	0%	0%	14%	65
Connecticut Valley	70%	6%	3%	2%	3%	0%	16%	49
Mass Border	61%	24%	3%	0%	0%	0%	12%	65
Seacoast	72%	9%	0%	0%	0%	1%	18%	62
Manchester Area	52%	14%	8%	3%	0%	0%	24%	48
First Cong. Dist	61%	16%	3%	1%	0%	1%	18%	148
Second Cong. Dist	65%	16%	3%	1%	1%	0%	14%	163

**Who has Best Chance of Winning the General Election?  
(Likely 2016 DEM Primary Voters)**

	<b>Hillary <u>Clinton</u></b>	<b>Bernie <u>Sanders</u></b>	<b>Joe <u>Biden</u></b>	<b>Martin <u>O'Malley</u></b>	<b>Someone <u>Else</u></b>	<b>Don't <u>Know</u></b>	<b>(N=)</b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>51%</b>	<b>19%</b>	<b>15%</b>	<b>1%</b>	<b>1%</b>	<b>13%</b>	<b>312</b>
Registered Democrat	52%	18%	18%	0%	1%	12%	181
Registered Undeclared	50%	20%	10%	1%	3%	17%	99
Democrat	54%	21%	15%	1%	0%	10%	276
Independent	36%	8%	8%	0%	13%	35%	23
Republican	15%	12%	50%	0%	0%	22%	10
Liberal	62%	20%	7%	1%	0%	10%	152
Moderate	40%	21%	23%	1%	3%	12%	129
Conservative	50%	20%	12%	0%	0%	18%	12
Voted in 2008 & 2012 NH Primaries	51%	19%	13%	0%	2%	15%	194
Voted in 2008 or 2012 NH Primary	51%	21%	17%	3%	1%	7%	67
Did Not Vote in Either NH Primary	50%	19%	18%	0%	0%	12%	51
Veteran household	48%	24%	19%	0%	0%	9%	53
Non-veteran	51%	18%	14%	1%	2%	14%	257
Union household	62%	20%	9%	0%	0%	10%	48
Non-union	49%	19%	16%	1%	2%	13%	259
Read Union Leader	59%	14%	16%	0%	1%	10%	51
Read Boston Globe	62%	10%	21%	0%	0%	7%	60
Read Local Newspapers	51%	22%	15%	0%	0%	12%	120
Watch WMUR	49%	20%	16%	1%	2%	13%	171
Listen to NHPR	55%	17%	15%	1%	0%	13%	124
18 to 34	51%	25%	16%	0%	0%	8%	75
35 to 49	44%	25%	11%	2%	4%	14%	74
50 to 64	51%	17%	18%	1%	1%	12%	86
65 and over	60%	9%	15%	0%	0%	16%	68
Male	41%	26%	21%	1%	1%	10%	121
Female	57%	15%	12%	1%	1%	14%	191
High school or less	60%	17%	14%	0%	2%	7%	47
Some college	45%	23%	17%	3%	0%	12%	63
College graduate	44%	23%	19%	1%	2%	12%	114
Post-graduate	58%	14%	9%	0%	1%	18%	85
Attend services 1 or more a week	48%	23%	13%	0%	0%	16%	31
1-2 times a month	53%	13%	17%	0%	0%	17%	30
Less often	47%	25%	13%	2%	0%	12%	95
Never	54%	17%	16%	1%	3%	10%	150
North Country	46%	24%	8%	0%	9%	13%	25
Central / Lakes	44%	20%	14%	0%	0%	22%	65
Connecticut Valley	54%	16%	20%	2%	0%	8%	49
Mass Border	48%	26%	16%	0%	2%	9%	65
Seacoast	56%	12%	21%	0%	0%	11%	61
Manchester Area	57%	19%	7%	4%	1%	13%	48
First Cong. Dist	55%	20%	13%	1%	2%	9%	147
Second Cong. Dist	46%	18%	17%	1%	1%	17%	163

**Who has the Right Experience to be President?  
(Likely 2016 DEM Primary Voters)**

	<b><u>Hillary Clinton</u></b>	<b><u>Joe Biden</u></b>	<b><u>Bernie Sanders</u></b>	<b><u>Martin O'Malley</u></b>	<b><u>Jim Webb</u></b>	<b><u>Someone Else</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>44%</b>	<b>23%</b>	<b>18%</b>	<b>1%</b>	<b>0%</b>	<b>0%</b>	<b>13%</b>	<b>312</b>
Registered Democrat	48%	23%	16%	1%	0%	0%	11%	182
Registered Undeclared	37%	23%	22%	2%	1%	0%	15%	97
Democrat	46%	22%	19%	0%	0%	0%	11%	276
Independent	37%	19%	2%	11%	3%	0%	27%	23
Republican	12%	53%	0%	0%	0%	0%	35%	10
Liberal	47%	19%	24%	1%	0%	0%	8%	152
Moderate	43%	33%	10%	2%	1%	1%	12%	129
Conservative	25%	9%	28%	0%	0%	0%	39%	13
Voted in 2008 & 2012 NH Primaries	47%	21%	18%	0%	0%	0%	13%	195
Voted in 2008 or 2012 NH Primary	43%	31%	17%	4%	1%	0%	4%	67
Did Not Vote in Either NH Primary	34%	21%	18%	0%	0%	0%	27%	50
Veteran household	53%	19%	15%	1%	0%	2%	11%	53
Non-veteran	43%	24%	18%	1%	1%	0%	13%	257
Union household	43%	18%	25%	0%	0%	0%	14%	48
Non-union	45%	24%	17%	1%	1%	0%	12%	260
Read Union Leader	57%	21%	9%	0%	1%	0%	12%	51
Read Boston Globe	61%	20%	14%	2%	0%	1%	3%	60
Read Local Newspapers	47%	22%	17%	0%	0%	1%	13%	119
Watch WMUR	49%	21%	13%	0%	0%	1%	15%	171
Listen to NHPR	43%	20%	20%	2%	1%	1%	13%	124
18 to 34	36%	29%	18%	3%	0%	0%	14%	75
35 to 49	39%	23%	16%	0%	0%	0%	21%	75
50 to 64	51%	23%	17%	0%	1%	0%	8%	86
65 and over	54%	19%	16%	2%	1%	1%	6%	67
Male	29%	35%	25%	1%	1%	0%	11%	120
Female	54%	16%	13%	2%	0%	1%	15%	191
High school or less	42%	19%	20%	0%	0%	0%	19%	48
Some college	54%	21%	15%	0%	0%	0%	10%	63
College graduate	41%	29%	16%	3%	0%	0%	11%	112
Post-graduate	42%	20%	21%	0%	2%	1%	14%	85
Attend services 1 or more a week	57%	17%	17%	3%	0%	0%	7%	30
1-2 times a month	52%	12%	14%	2%	0%	2%	17%	30
Less often	43%	28%	15%	2%	1%	0%	11%	95
Never	42%	24%	20%	0%	0%	0%	13%	152
North Country	65%	0%	18%	0%	0%	0%	17%	24
Central / Lakes	39%	23%	18%	2%	0%	1%	17%	64
Connecticut Valley	25%	29%	33%	0%	0%	0%	13%	49
Mass Border	52%	22%	18%	0%	0%	0%	8%	65
Seacoast	46%	27%	15%	1%	1%	1%	9%	62
Manchester Area	48%	24%	5%	4%	1%	0%	17%	48
First Cong. Dist	49%	22%	14%	2%	1%	0%	12%	147
Second Cong. Dist	40%	24%	22%	1%	0%	0%	14%	162

**Should Joe Biden Run For President?  
(Likely 2016 DEM Primary Voters)**

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>Biden <u>Should Run</u> 37%</b>	<b>Biden Should <u>Not Run</u> 32%</b>	<b>Don't Know/ <u>Not Sure</u> 30%</b>	<b>(N=) 312</b>
Registered Democrat	38%	35%	27%	182
Registered Undeclared	32%	34%	33%	98
Democrat	40%	34%	27%	276
Independent	17%	22%	61%	23
Republican	21%	26%	54%	10
Liberal	36%	35%	29%	152
Moderate	39%	30%	30%	128
Conservative	36%	34%	30%	13
Voted in 2008 & 2012 NH Primaries	37%	34%	29%	194
Voted in 2008 or 2012 NH Primary	43%	32%	25%	67
Did Not Vote in Either NH Primary	33%	28%	40%	51
Veteran household	29%	38%	33%	53
Non-veteran	39%	31%	29%	257
Union household	30%	41%	29%	48
Non-union	39%	31%	30%	259
Read Union Leader	48%	21%	31%	51
Read Boston Globe	33%	36%	31%	60
Read Local Newspapers	35%	34%	31%	119
Watch WMUR	37%	33%	30%	171
Listen to NHPR	28%	32%	40%	124
18 to 34	50%	22%	28%	75
35 to 49	31%	35%	34%	75
50 to 64	35%	39%	26%	86
65 and over	32%	33%	34%	67
Male	43%	29%	28%	121
Female	34%	35%	31%	191
High school or less	42%	30%	27%	48
Some college	36%	28%	36%	63
College graduate	43%	31%	26%	112
Post-graduate	30%	37%	33%	85
Attend services 1 or more a week	35%	29%	35%	30
1-2 times a month	18%	46%	36%	30
Less often	43%	25%	33%	95
Never	38%	36%	26%	151
North Country	26%	48%	26%	25
Central / Lakes	37%	32%	31%	64
Connecticut Valley	37%	29%	34%	49
Mass Border	37%	34%	29%	65
Seacoast	29%	34%	36%	62
Manchester Area	56%	24%	20%	48
First Cong. Dist	37%	33%	30%	148
Second Cong. Dist	38%	32%	30%	162

**Most Important To Your Vote In Presidential Primary?  
(Likely 2016 DEM Primary Voters)**

	<u>Jobs/ Economy</u>	<u>Health Care</u>	<u>Foreign Policy</u>	<u>Environ- ment</u>	<u>Education</u>	<u>Income Inequality</u>	<u>Social Issues</u>	<u>Campaign Finance</u>	<u>Other/ DK</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>19%</b>	<b>5%</b>	<b>12%</b>	<b>7%</b>	<b>9%</b>	<b>7%</b>	<b>10%</b>	<b>3%</b>	<b>28%</b>	<b>301</b>
Registered Democrat	17%	3%	14%	8%	9%	8%	9%	3%	28%	178
Registered Undeclared	25%	6%	9%	6%	4%	8%	13%	2%	27%	94
Democrat	18%	5%	12%	6%	9%	7%	11%	4%	29%	266
Independent	30%	0%	9%	19%	12%	20%	8%	0%	3%	22
Republican	23%	12%	17%	9%	0%	0%	0%	0%	38%	10
Liberal	19%	4%	8%	9%	9%	11%	11%	5%	23%	145
Moderate	22%	6%	17%	6%	10%	2%	7%	1%	29%	125
Conservative	5%	0%	30%	7%	0%	0%	9%	0%	49%	13
Voted in 2008 & 2012 NH Primaries	21%	5%	13%	8%	5%	8%	10%	4%	28%	193
Voted in 2008 or 2012 NH Primary	19%	3%	11%	6%	11%	7%	17%	1%	24%	65
Did Not Vote in Either NH Primary	10%	7%	13%	8%	21%	7%	0%	1%	33%	44
Veteran household	17%	3%	17%	12%	4%	7%	6%	4%	29%	50
Non-veteran	20%	5%	12%	6%	10%	8%	11%	3%	27%	248
Union household	26%	3%	13%	7%	7%	5%	7%	3%	29%	48
Non-union	18%	5%	12%	7%	8%	8%	11%	3%	27%	250
Read Union Leader	26%	6%	17%	0%	11%	8%	2%	0%	30%	50
Read Boston Globe	25%	3%	11%	7%	15%	9%	3%	1%	25%	58
Read Local Newspapers	15%	7%	16%	9%	10%	7%	8%	4%	26%	117
Watch WMUR	24%	5%	13%	7%	8%	5%	8%	2%	28%	166
Listen to NHPR	20%	4%	14%	7%	7%	12%	8%	5%	23%	119
18 to 34	14%	6%	2%	9%	21%	6%	13%	2%	27%	70
35 to 49	22%	6%	13%	6%	7%	8%	11%	2%	25%	72
50 to 64	20%	4%	20%	8%	4%	5%	7%	5%	27%	85
65 and over	19%	4%	12%	6%	3%	10%	10%	3%	32%	66
Male	17%	4%	12%	6%	11%	11%	4%	3%	31%	118
Female	20%	5%	13%	8%	7%	5%	14%	3%	25%	183
High school or less	17%	6%	12%	2%	4%	12%	4%	0%	42%	46
Some college	16%	7%	16%	7%	7%	11%	11%	0%	24%	58
College graduate	19%	4%	9%	10%	10%	5%	12%	5%	26%	111
Post-graduate	23%	3%	15%	7%	8%	6%	9%	5%	24%	83
Attend services 1 or more a week	25%	0%	16%	5%	1%	7%	4%	2%	40%	31
1-2 times a month	25%	4%	13%	10%	6%	6%	2%	0%	34%	28
Less often	23%	7%	15%	7%	10%	4%	8%	5%	23%	90
Never	14%	5%	10%	7%	10%	10%	14%	3%	26%	148
North Country	26%	3%	13%	0%	0%	9%	6%	5%	38%	25
Central / Lakes	13%	8%	12%	5%	11%	7%	5%	6%	33%	64
Connecticut Valley	13%	6%	10%	11%	1%	13%	11%	1%	34%	46
Mass Border	25%	2%	14%	8%	13%	4%	15%	0%	20%	59
Seacoast	22%	4%	11%	7%	7%	7%	15%	5%	22%	61
Manchester Area	17%	4%	14%	9%	15%	8%	5%	2%	26%	46
First Cong. Dist	19%	6%	11%	6%	11%	8%	9%	4%	27%	142
Second Cong. Dist	19%	4%	13%	8%	7%	7%	11%	3%	28%	157