



University of
New Hampshire

THE WMUR GRANITE STATE POLL



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CLINTON LEADS TRUMP IN NH, DEADLOCKED WITH OTHER GOP CANDIDATES

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DURHAM, NH –Democratic frontrunner Hillary Clinton is locked in tight matchups with four potential Republican challengers, but holds a lead over the current leader of the New Hampshire Republican field, Donald Trump.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Seven hundred and twenty-two (722) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 22 and July 30, 2015. The margin of sampling error is +/- 3.6 percent. Included were three hundred nine (309) likely 2016 Republican Primary voters (MSE = +/-5.6), two hundred seventy-six (276) likely 2016 Democratic Primary voters (MSE = +/-5.9), and six hundred and fifty-two (652) likely 2016 presidential election voters (MSE = +/- 3.8).

2016 U.S. Presidential Election

With the 2016 election more than a year away, very few New Hampshire voters have decided who they will vote support in the November 2016 presidential Election. Only 16% of likely voters say they have definitely decided who to support, 22% are leaning towards someone, and 62% are still trying to decide.

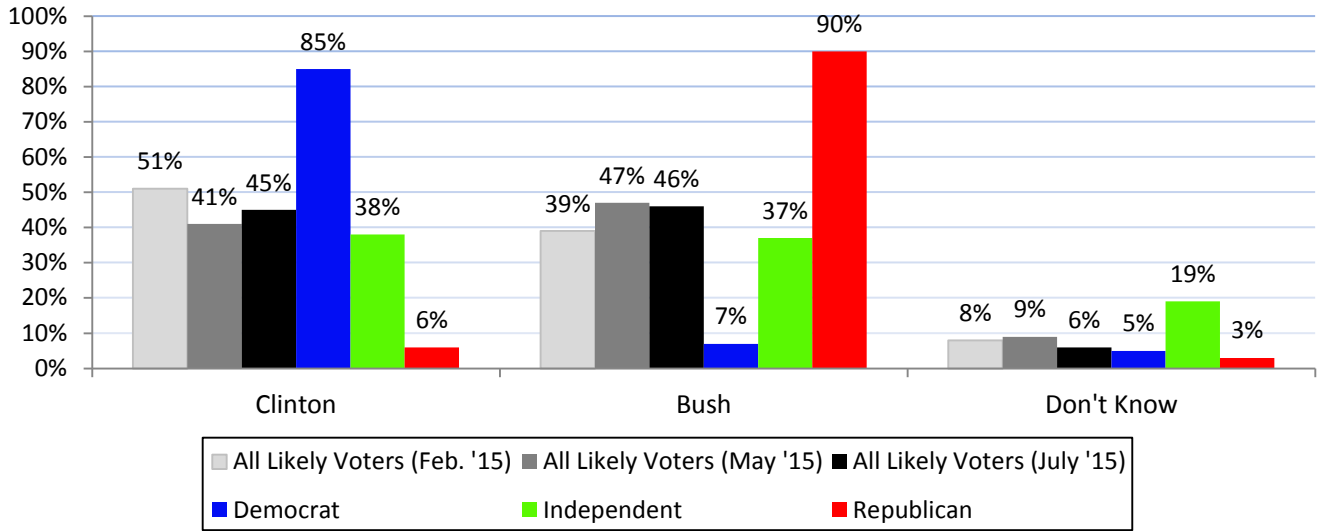
Former Secretary of State Hillary Clinton currently is in a tight race with Bernie Sanders in New Hampshire to be the 2016 nominee of the Democratic Party. One of her strongest arguments has been her electability in part because polls have shown her leading potential Republican candidates by comfortable margins, even in swing states. In February, Clinton held comfortable leads over top Republican candidates in the swing state of New Hampshire, but her advantage has dissipated over recent months and she would face significant challenges from all of the top Republican candidates.

If the 2016 presidential election was held today and the candidates were Hillary Clinton and former Florida governor Jeb Bush, 46% of likely voters say they would vote for Bush, 45% would vote for Clinton, 3% would support someone else, and 6% are undecided.

At this point, members of both parties heavily support their candidate and a significant percentage of independents are undecided. Bush has a 14 point edge among male voters, while Clinton has a 10 point advantage among female voters.

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

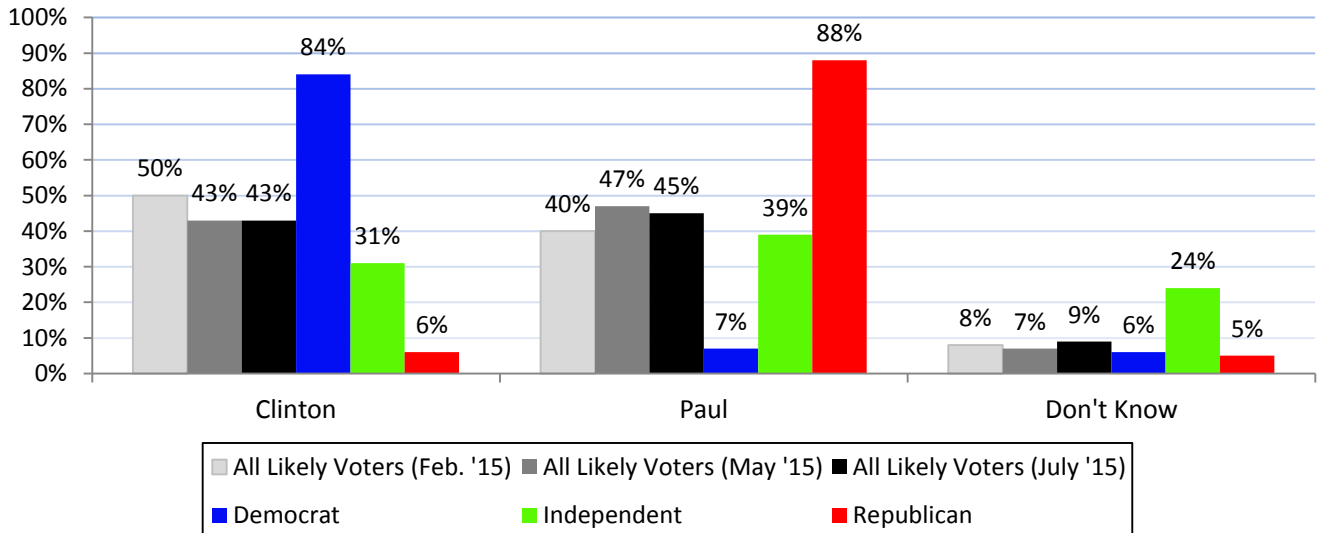
President - Clinton vs. Bush



Kentucky senator Rand Paul currently is among the leading Republicans vying for the nomination but represents a more libertarian wing of the party. If Paul were the Republican nominee, 45% of likely voters say they would vote for him, 43% would vote for Clinton, 3% support someone else, and 9% are undecided. Independents lean toward Paul over Clinton – 39% favor Paul and 31% favor Clinton.

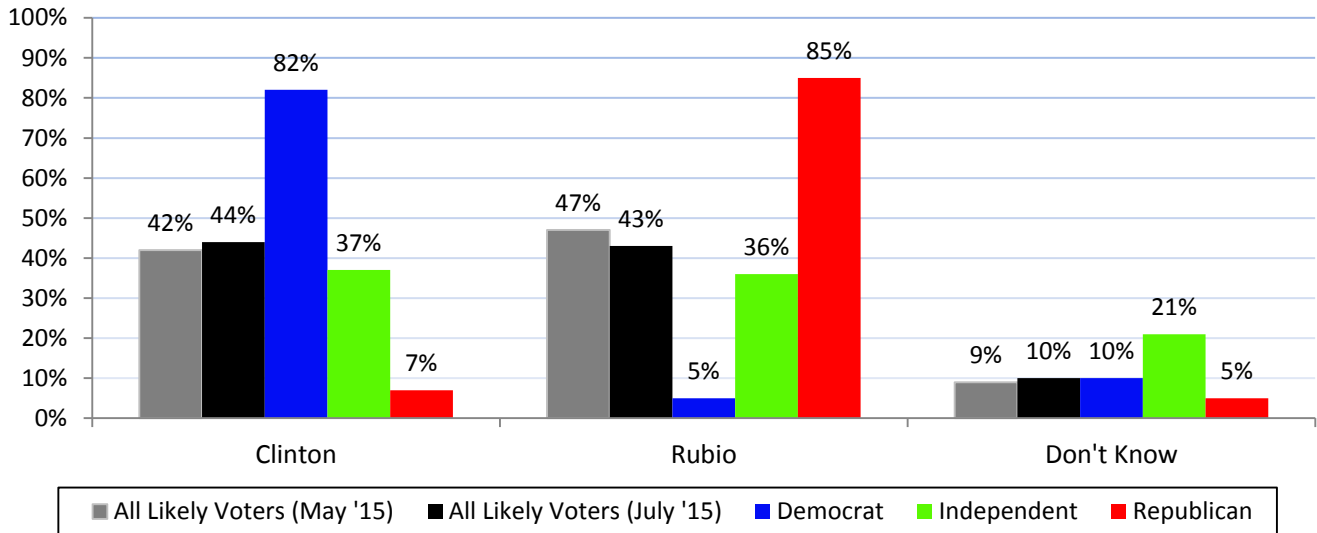
Clinton leads among women by 14 percentage points but Paul leads among men by 20 percentage points.

President - Clinton vs. Paul



Florida senator Marco Rubio also does well against Clinton. If Rubio were the Republican nominee, 44% of likely voters say they would vote for Clinton, 43% would vote for Rubio, 3% support someone else, and 10% are undecided. Independents also split between Rubio and Clinton – 37% favor Clinton and 36% favor Rubio. Clinton holds a 15 percentage point lead among women, while Rubio has a 15 percentage point advantage among men.

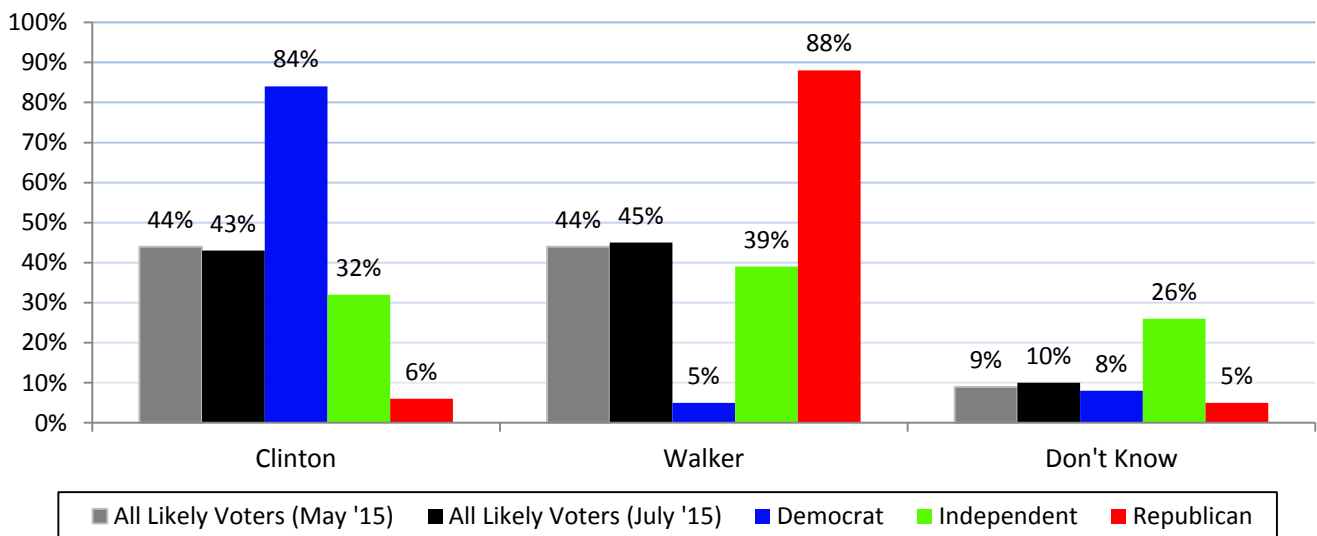
President - Clinton vs. Rubio



Wisconsin governor Scott Walker, who is currently the most popular candidate among New Hampshire likely Republican primary voters, is also deadlocked in a hypothetical matchup with Clinton. If Walker were the Republican nominee, 45% of likely voters say they would vote for Walker, 43% would vote for Clinton, 2% support someone else, and 10% are undecided. Independents lean toward Walker over Clinton – 39% favor Walker and 32% favor Clinton.

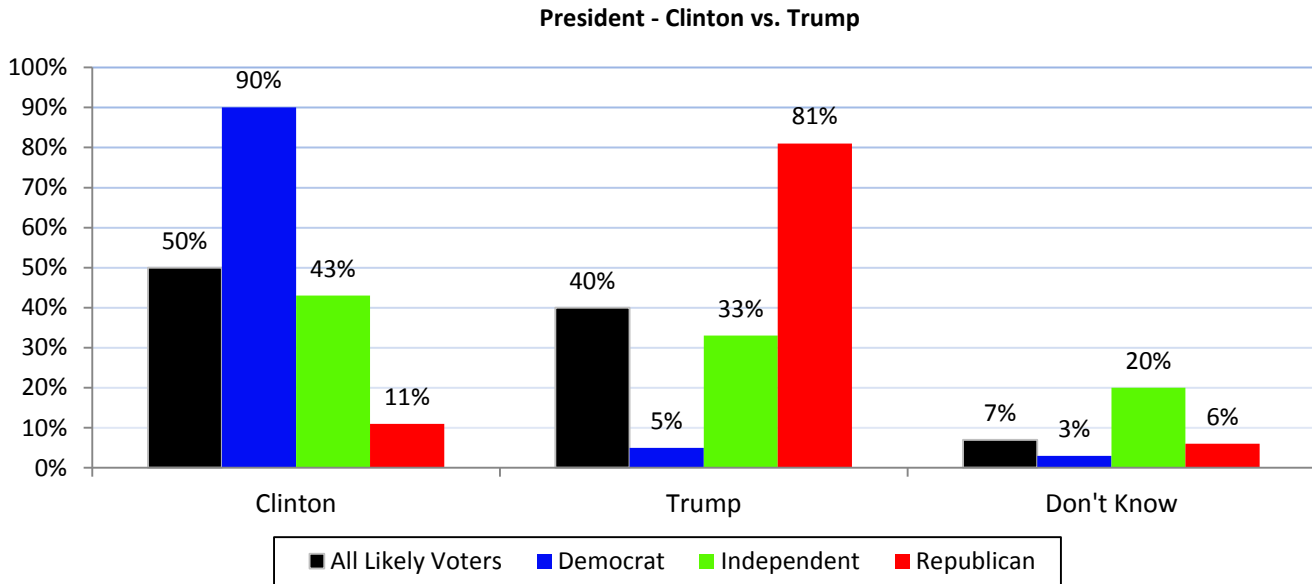
The gender gap between Clinton and Walker is a wash as Clinton has a 15 percentage point advantage over Walker among women and Walker holds a 19 percentage point lead among men.

President - Clinton vs. Walker



Businessman Donald Trump, who now tops the New Hampshire Republican primary field, does not do as well in a matchup with Clinton as other Republicans. If Trump were the Republican nominee, 50% of likely voters say they would vote for Clinton, 40% would vote for Trump, 2% support someone else, and 7% are undecided. Independent voters lean to Clinton over Trump – 43% favor Clinton while 33% say they would vote for Trump. Republican voters lean to Trump – 11% favor Clinton while 81% say they would vote for Trump.

There is a significant gender gap between Clinton and Trump with Clinton holding a 26 percentage point lead over Trump among women while Trump has only a 6 percentage point advantage among men.



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center and funded by WMUR-TV, Manchester, NH. Seven hundred and twenty-two (722) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 22 and July 30, 2015. The margin of sampling error is +/- 3.6 percent for the entire sample. Included were three hundred nine (309) likely 2016 Republican Primary voters (MSE = +/-5.6), two hundred seventy-six (276) likely 2016 Democratic Primary voters (MSE = +/-5.9), and six hundred and fifty-two (652) likely 2016 presidential election voters (MSE = +/- 3.8). 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 WMUR Granite State Poll was purchased from Scientific Telephone Samples (STS), Foothill Ranch, CA. 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, respondent sex, age, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

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

Granite State Poll, Summer 2015 Demographics

Sex	N	%	Region	N	%
Male	353	49%	North Country	56	8%
Female	369	51%	Central/Lakes	117	16%
			Connecticut Valley	112	16%
			Mass Border	197	27%
			Seacoast	123	17%
			Manchester Area	117	16%
Age	N	%	Party Registration	N	%
18 to 34	185	26%	Democrat	163	27%
35 to 49	186	27%	Undeclared	294	48%
50 to 64	204	29%	Republican	157	26%
65 and Over	126	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	123	17%	Democrat	290	41%
Some College	171	24%	Independent	123	18%
College Graduate	256	36%	Republican	290	41%
Post-Graduate	163	23%			

Granite State Poll, Summer 2015 - Likely Presidential Election Voter Demographics

Sex	N	%	Region	N	%
Male	317	49%	North Country	54	8%
Female	335	51%	Central/Lakes	106	16%
			Connecticut Valley	99	15%
Age	N	%	Mass Border	175	27%
18 to 34	160	25%	Seacoast	112	17%
35 to 49	162	25%	Manchester Area	106	16%
50 to 64	195	31%			
65 and Over	118	19%	Party Registration	N	%
			Democrat	158	27%
Highest Level of Education	N	%	Undeclared	279	47%
High School or Less	94	15%	Republican	151	26%
Some College	157	24%			
College Graduate	238	37%	Party Identification	N	%
Post-Graduate	156	24%	Democrat	275	43%
			Independent	100	15%
			Republican	268	42%

Firmness of Presidential Vote

"I know that it is early, but have you definitely decided who you will vote for in the election for President in 2016... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?"

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>
Definitely Decided	7%	10%	16%
Leaning Toward Someone	13%	18%	22%
Still Trying to Decide	81%	73%	62%
N=	(768)	(625)	(650)

US President – Clinton vs. Bush

"Suppose the 2016 presidential election was being held today and the candidates were Jeb Bush, the Republican, and Hillary Clinton, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>
Bush	39%	47%	46%
Clinton	51%	41%	45%
Other	2%	3%	3%
Don't know / undecided	8%	9%	6%
(N=)	(742)	(589)	(631)

US President – Clinton vs. Paul

"Suppose the 2016 presidential election was being held today and the candidates were Rand Paul, the Republican, and Hillary Clinton, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Feb. '15</u>	<u>May '15</u>	<u>July '15</u>
Paul	40%	47%	45%
Clinton	50%	43%	43%
Other	2%	2%	3%
Don't know / undecided	8%	7%	9%
(N=)	(748)	(597)	(632)

US President – Clinton vs. Walker

"Suppose the 2016 presidential election was being held today and the candidates were Scott Walker, the Republican, and Hillary Clinton, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>May '15</u>	<u>July '15</u>
Walker	44%	45%
Clinton	44%	43%
Other	3%	2%
Don't know / undecided	9%	10%
(N=)	(596)	(638)

US President – Clinton vs. Rubio

“Suppose the 2016 presidential election was being held today and the candidates were Marco Rubio, the Republican, and Hillary Clinton, the Democrat, who would you vote for?” ROTATE CANDIDATES

	<u>May '15</u>	<u>July '15</u>
Rubio	47%	43%
Clinton	42%	44%
Other	1%	3%
Don't know / undecided	9%	10%
(N=)	(603)	(641)

US President – Clinton vs. Trump

“Suppose the 2016 presidential election was being held today and the candidates were Donald Trump, the Republican, and Hillary Clinton, the Democrat, who would you vote for?” ROTATE CANDIDATES

	<u>July '15</u>
Trump	40%
Clinton	50%
Other	2%
Don't know / undecided	7%
(N=)	(619)

Decided 2016 Presidential Election Vote

	Def. <u>Decided</u>	Leaning <u>Towards Someone</u>	Still Trying <u>To Decide</u>	(N)
STATEWIDE	16%	22%	62%	650
Democrat	22%	25%	53%	273
Independent	9%	16%	74%	100
Republican	12%	22%	66%	267
Liberal	22%	29%	49%	170
Moderate	10%	17%	73%	255
Conservative	18%	25%	56%	188
Support Tea Party	19%	28%	53%	145
Neutral	8%	14%	78%	200
Oppose Tea Party	21%	26%	53%	268
Definitely Decided	100%	0%	0%	104
Leaning Toward Someone	0%	100%	0%	145
Still Trying To Decide	0%	0%	100%	401
Likely GOP Primary Voter	12%	22%	65%	296
Likely DEM Primary Voter	22%	25%	53%	274
Non-Likely Primary Voter	7%	15%	79%	80
Union household	22%	18%	60%	77
Non-union	15%	23%	62%	562
Read Union Leader	14%	19%	68%	129
Read Boston Globe	23%	20%	58%	98
Read Local Newspapers	17%	24%	58%	248
Watch WMUR	14%	23%	64%	351
Listen to NHPR	23%	23%	55%	211
18 to 34	13%	21%	65%	160
35 to 49	20%	22%	58%	160
50 to 64	12%	23%	65%	195
65 and over	19%	25%	55%	117
Male	19%	28%	54%	317
Female	13%	17%	70%	333
High school or less	17%	28%	55%	94
Some college	13%	25%	62%	156
College graduate	13%	18%	69%	237
Post-graduate	22%	24%	54%	156
Attend services 1 or more/week	15%	27%	58%	135
1-2 times a month	8%	24%	68%	74
Less often	14%	21%	65%	189
Never	21%	22%	57%	234
North Country	21%	14%	65%	54
Central / Lakes	14%	18%	68%	104
Connecticut Valley	9%	32%	60%	99
Mass Border	19%	23%	58%	175
Seacoast	17%	24%	59%	112
Manchester Area	15%	19%	65%	105
First Cong. Dist	17%	22%	61%	310
Second Cong. Dist	15%	23%	63%	339

US President – Jeb Bush vs. Hillary Clinton – Likely Voters

STATEWIDE	<u>Bush</u> 46%	<u>Clinton</u> 45%	<u>Other</u> 3%	<u>DK</u> 6%	<u>(N)</u> 631
Democrat	7%	85%	2%	5%	270
Independent	37%	38%	6%	19%	93
Republican	90%	6%	1%	3%	259
Liberal	13%	80%	4%	3%	167
Moderate	45%	43%	2%	10%	252
Conservative	82%	13%	2%	2%	176
Support Tea Party	81%	12%	2%	5%	136
Neutral	58%	30%	3%	8%	195
Oppose Tea Party	19%	73%	3%	5%	263
Definitely Decided	31%	63%	4%	3%	99
Leaning Toward Someone	43%	52%	3%	2%	140
Still Trying To Decide	52%	37%	2%	9%	389
Likely GOP Primary Voter	87%	9%	2%	2%	283
Likely DEM Primary Voter	7%	83%	3%	7%	268
Non-Likely Primary Voter	35%	41%	4%	19%	79
Union household	45%	43%	5%	7%	74
Non-union	46%	45%	2%	6%	546
Read Union Leader	54%	36%	4%	6%	125
Read Boston Globe	34%	62%	1%	3%	99
Read Local Newspapers	41%	51%	2%	5%	240
Watch WMUR	50%	44%	1%	5%	341
Listen to NHPR	31%	62%	2%	5%	203
18 to 34	34%	55%	3%	8%	151
35 to 49	52%	40%	2%	6%	160
50 to 64	45%	47%	2%	5%	186
65 and over	52%	39%	3%	6%	116
Male	51%	37%	4%	8%	301
Female	42%	52%	1%	5%	329
High school or less	53%	36%	8%	4%	92
Some college	47%	42%	2%	9%	149
College graduate	52%	42%	2%	5%	230
Post-graduate	32%	59%	2%	7%	153
Attend services 1 or more/week	63%	31%	1%	5%	132
1-2 times a month	47%	41%	2%	10%	74
Less often	47%	43%	4%	6%	183
Never	34%	57%	3%	6%	225
North Country	57%	39%	0%	5%	54
Central / Lakes	49%	46%	1%	4%	104
Connecticut Valley	47%	48%	4%	1%	91
Mass Border	45%	44%	4%	7%	169
Seacoast	39%	51%	2%	8%	110
Manchester Area	48%	38%	2%	12%	102
First Cong. Dist	48%	43%	1%	8%	305
Second Cong. Dist	44%	46%	4%	5%	326

US President – Rand Paul vs. Hillary Clinton – Likely Voters

STATEWIDE	<u>Paul</u> 45%	<u>Clinton</u> 43%	<u>Other</u> 3%	<u>DK</u> 9%	<u>(N)</u> 632
Democrat	7%	84%	3%	6%	270
Independent	39%	31%	5%	24%	95
Republican	88%	6%	1%	5%	260
Liberal	15%	76%	4%	5%	169
Moderate	42%	44%	3%	11%	247
Conservative	81%	12%	1%	7%	183
Support Tea Party	83%	13%	2%	2%	143
Neutral	55%	27%	3%	15%	192
Oppose Tea Party	18%	72%	3%	7%	263
Definitely Decided	35%	60%	5%	0%	99
Leaning Toward Someone	45%	48%	1%	6%	144
Still Trying To Decide	48%	37%	3%	12%	389
Likely GOP Primary Voter	86%	8%	1%	5%	289
Likely DEM Primary Voter	8%	81%	4%	7%	270
Non-Likely Primary Voter	23%	39%	4%	33%	74
Union household	47%	43%	3%	7%	76
Non-union	45%	43%	3%	9%	548
Read Union Leader	53%	36%	4%	6%	123
Read Boston Globe	28%	66%	1%	5%	94
Read Local Newspapers	42%	50%	2%	7%	243
Watch WMUR	48%	42%	2%	8%	342
Listen to NHPR	31%	63%	2%	4%	205
18 to 34	39%	47%	3%	11%	156
35 to 49	52%	37%	2%	8%	156
50 to 64	42%	48%	3%	7%	189
65 and over	49%	41%	2%	9%	116
Male	54%	34%	4%	8%	308
Female	37%	51%	2%	10%	324
High school or less	56%	30%	6%	9%	93
Some college	45%	40%	2%	13%	153
College graduate	49%	42%	2%	7%	227
Post-graduate	33%	56%	3%	8%	154
Attend services 1 or more/week	66%	23%	0%	10%	132
1-2 times a month	45%	39%	4%	12%	73
Less often	45%	42%	4%	9%	183
Never	34%	57%	2%	7%	229
North Country	45%	44%	0%	11%	52
Central / Lakes	50%	40%	0%	10%	103
Connecticut Valley	50%	45%	4%	1%	94
Mass Border	43%	42%	5%	10%	171
Seacoast	35%	56%	2%	7%	109
Manchester Area	52%	33%	2%	13%	102
First Cong. Dist	46%	43%	2%	9%	305
Second Cong. Dist	45%	43%	3%	9%	327

US President – Scott Walker vs. Hillary Clinton – Likely Voters

STATEWIDE	<u>Walker</u> 45%	<u>Clinton</u> 43%	<u>Other</u> 2%	<u>DK</u> 10%	<u>(N)</u> 638
Democrat	5%	84%	4%	8%	269
Independent	39%	32%	3%	26%	97
Republican	88%	6%	0%	5%	264
Liberal	14%	81%	3%	2%	167
Moderate	40%	42%	3%	16%	254
Conservative	84%	12%	0%	4%	183
Support Tea Party	83%	12%	0%	5%	144
Neutral	55%	29%	2%	14%	198
Oppose Tea Party	17%	72%	4%	7%	261
Definitely Decided	34%	62%	2%	1%	100
Leaning Toward Someone	49%	48%	1%	2%	142
Still Trying To Decide	46%	37%	2%	15%	394
Likely GOP Primary Voter	85%	8%	1%	5%	293
Likely DEM Primary Voter	7%	82%	3%	7%	269
Non-Likely Primary Voter	22%	38%	3%	38%	76
Union household	44%	42%	4%	10%	77
Non-union	45%	43%	2%	10%	552
Read Union Leader	50%	37%	2%	10%	125
Read Boston Globe	26%	61%	0%	13%	98
Read Local Newspapers	41%	49%	2%	8%	248
Watch WMUR	47%	43%	1%	10%	348
Listen to NHPR	28%	63%	2%	7%	208
18 to 34	39%	47%	5%	9%	155
35 to 49	50%	36%	1%	13%	160
50 to 64	42%	48%	1%	8%	191
65 and over	48%	42%	2%	9%	116
Male	53%	34%	3%	10%	310
Female	37%	52%	1%	10%	328
High school or less	54%	32%	6%	9%	93
Some college	48%	39%	0%	13%	156
College graduate	49%	40%	1%	10%	231
Post-graduate	30%	60%	3%	7%	154
Attend services 1 or more/week	66%	27%	0%	7%	131
1-2 times a month	49%	38%	3%	10%	74
Less often	44%	42%	3%	11%	186
Never	32%	55%	2%	10%	232
North Country	41%	42%	6%	11%	53
Central / Lakes	48%	42%	0%	10%	104
Connecticut Valley	47%	41%	4%	8%	96
Mass Border	46%	40%	4%	10%	172
Seacoast	37%	54%	1%	9%	111
Manchester Area	48%	40%	0%	13%	103
First Cong. Dist	47%	43%	1%	9%	309
Second Cong. Dist	43%	43%	3%	11%	329

US President – Marco Rubio vs. Hillary Clinton – Likely Voters

STATEWIDE	Rubio 43%	Clinton 44%	Other 3%	DK 10%	(N) 641
Democrat	5%	82%	3%	10%	270
Independent	36%	37%	6%	21%	99
Republican	85%	7%	3%	5%	265
Liberal	13%	78%	3%	5%	167
Moderate	38%	43%	4%	15%	254
Conservative	81%	13%	2%	3%	184
Support Tea Party	82%	12%	2%	4%	144
Neutral	50%	33%	4%	13%	200
Oppose Tea Party	17%	70%	4%	9%	262
Definitely Decided	33%	62%	4%	1%	101
Leaning Toward Someone	43%	51%	2%	4%	144
Still Trying To Decide	46%	36%	4%	14%	394
Likely GOP Primary Voter	81%	10%	3%	6%	294
Likely DEM Primary Voter	8%	80%	3%	8%	268
Non-Likely Primary Voter	21%	44%	4%	31%	79
Union household	44%	40%	6%	9%	77
Non-union	43%	44%	3%	10%	555
Read Union Leader	53%	34%	5%	8%	126
Read Boston Globe	26%	68%	1%	5%	96
Read Local Newspapers	37%	52%	3%	8%	245
Watch WMUR	48%	42%	2%	9%	346
Listen to NHPR	29%	60%	3%	8%	208
18 to 34	33%	51%	6%	10%	156
35 to 49	48%	36%	2%	13%	160
50 to 64	42%	48%	2%	8%	192
65 and over	49%	41%	3%	8%	117
Male	51%	36%	5%	7%	313
Female	36%	51%	1%	12%	328
High school or less	48%	32%	8%	12%	94
Some college	47%	41%	3%	10%	156
College graduate	46%	42%	2%	10%	232
Post-graduate	33%	56%	3%	8%	154
Attend services 1 or more/week	71%	24%	0%	5%	133
1-2 times a month	44%	39%	2%	15%	74
Less often	40%	44%	5%	11%	187
Never	29%	57%	4%	10%	231
North Country	41%	41%	6%	12%	53
Central / Lakes	45%	43%	0%	12%	105
Connecticut Valley	49%	42%	4%	5%	96
Mass Border	42%	44%	5%	8%	170
Seacoast	38%	54%	1%	7%	111
Manchester Area	43%	36%	5%	17%	106
First Cong. Dist	44%	42%	3%	10%	311
Second Cong. Dist	42%	45%	4%	9%	330

US President – Donald Trump vs. Hillary Clinton – Likely Voters

STATEWIDE	<u>Trump</u> 40%	<u>Clinton</u> 50%	<u>Other</u> 2%	<u>DK</u> 7%	<u>(N)</u> 619
Democrat	5%	90%	2%	3%	269
Independent	33%	43%	4%	20%	95
Republican	81%	11%	2%	6%	247
Liberal	10%	86%	2%	3%	166
Moderate	36%	52%	3%	8%	243
Conservative	77%	15%	1%	7%	174
Support Tea Party	80%	15%	2%	3%	136
Neutral	46%	40%	1%	13%	189
Oppose Tea Party	15%	78%	4%	3%	260
Definitely Decided	37%	60%	2%	0%	102
Leaning Toward Someone	42%	54%	2%	2%	140
Still Trying To Decide	41%	46%	2%	11%	375
Likely GOP Primary Voter	77%	17%	2%	4%	279
Likely DEM Primary Voter	5%	88%	2%	5%	268
Non-Likely Primary Voter	31%	41%	2%	26%	72
Union household	39%	49%	5%	7%	74
Non-union	41%	50%	2%	7%	535
Read Union Leader	45%	46%	1%	8%	117
Read Boston Globe	19%	75%	1%	5%	92
Read Local Newspapers	37%	56%	2%	5%	236
Watch WMUR	43%	49%	2%	6%	335
Listen to NHPR	23%	70%	2%	5%	201
18 to 34	30%	59%	4%	7%	155
35 to 49	45%	46%	2%	7%	153
50 to 64	40%	53%	2%	4%	181
65 and over	47%	43%	1%	8%	115
Male	47%	41%	3%	8%	303
Female	34%	60%	1%	5%	316
High school or less	58%	35%	3%	4%	90
Some college	43%	44%	2%	12%	152
College graduate	43%	52%	1%	4%	222
Post-graduate	24%	64%	4%	7%	150
Attend services 1 or more/week	58%	28%	1%	13%	126
1-2 times a month	43%	48%	3%	6%	72
Less often	39%	53%	2%	7%	178
Never	32%	62%	3%	4%	227
North Country	36%	47%	6%	10%	52
Central / Lakes	42%	47%	0%	10%	99
Connecticut Valley	40%	53%	3%	5%	91
Mass Border	41%	52%	2%	4%	166
Seacoast	34%	57%	1%	9%	108
Manchester Area	46%	43%	3%	7%	103
First Cong. Dist	43%	48%	2%	7%	297
Second Cong. Dist	38%	53%	2%	7%	322