



University of
New Hampshire

THE WMUR GRANITE STATE POLL



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CLINTON LEADS POTENTIAL GENERAL ELECTION CHALLENGERS IN NH

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

DURHAM, NH – Former Secretary of State and Democratic frontrunner Hillary Clinton currently leads potential challengers Jeb Bush and Rand Paul in early hypothetical matchups.

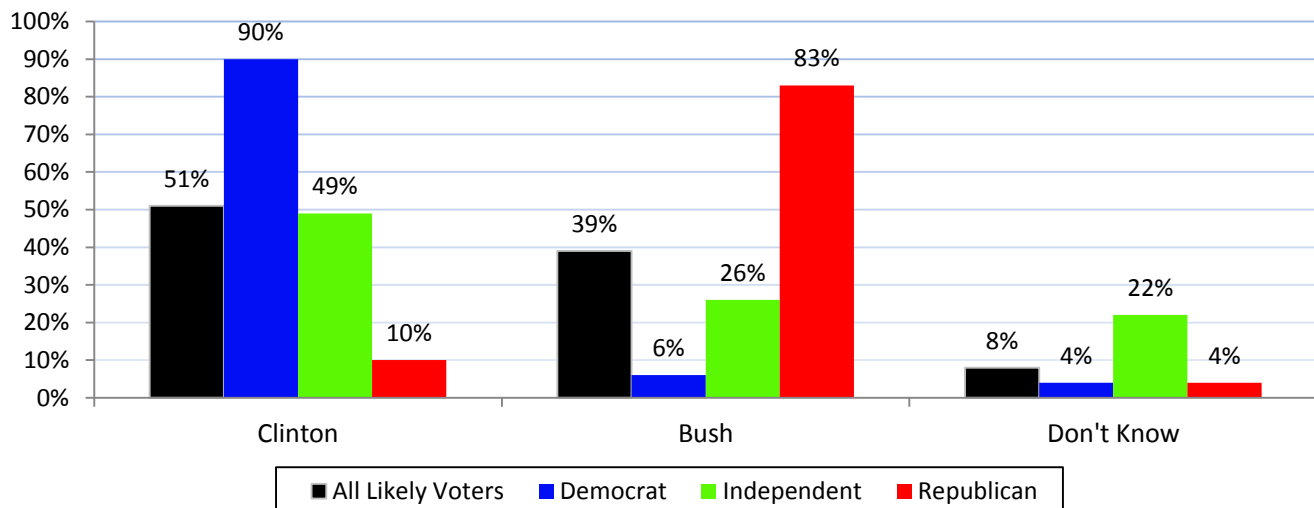
These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Seven hundred and seventy-six (776) randomly selected likely New Hampshire 2016 presidential election voters were interviewed by landline and cellular telephone between January 22 and February 3, 2015. The margin of sampling error is +/- 3.5 percent.

2016 U.S. Presidential Election

Unsurprisingly, very few voters have decided who they will vote support in the November 2016 presidential Election. Only 7% of likely voters say they have definitely decided who to support, 13% are leaning towards someone, and 81% are still trying to decide.

If the presidential election was between Hillary Clinton and Jeb Bush, 51% of likely voters say they would vote for Clinton, 39% would vote for Bush, 2% support someone else, and 8% are undecided. At this point, members of both parties heavily support their candidate with a significant amount of independents undecided. Clinton holds an early edge over Bush among Independents, 49%-26%.

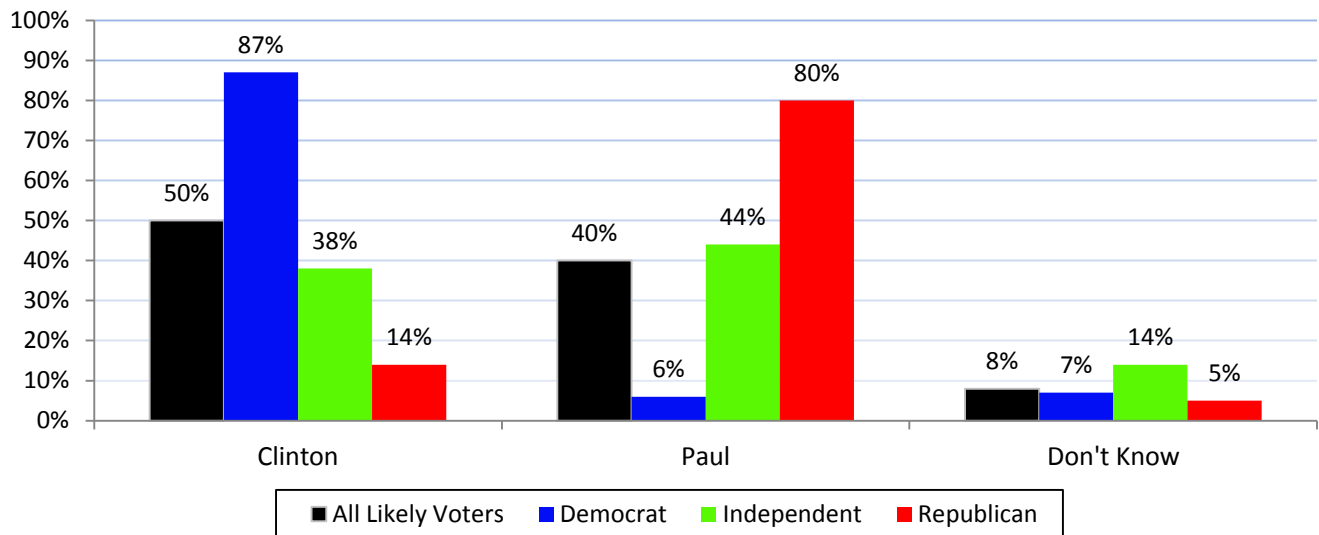
President - Clinton vs. Bush



* 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.

If Paul were the Republican nominee, 50% of likely voters say they would vote for Clinton, 40% would vote for Paul, 2% support someone else, and 8% are undecided. Paul fares better among independents than Bush as he gets 44% to Clinton's 38%.

US President - Clinton vs. Paul



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Seven hundred and seventy-six (776) randomly selected likely New Hampshire 2016 presidential election voters were interviewed by landline and cellular telephone between January 22 and February 3, 2015. The margin of sampling error is +/- 3.5 percent.

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 sum to just above or below 100%. Respondent numbers in each demographic may not equal the total respondent number due to respondents choosing not to answer some demographic questions.

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

| | | | | | |
|-----------------------------------|----------|----------|-----------------------------|----------|----------|
| Sex | N | % | Region | N | % |
| Male | 380 | 49% | North Country | 64 | 8% |
| Female | 396 | 51% | Central/Lakes | 124 | 16% |
| | | | Connecticut Valley | 111 | 14% |
| Age | N | % | Mass Border | 212 | 27% |
| 18 to 34 | 175 | 24% | Seacoast | 127 | 16% |
| 35 to 49 | 216 | 29% | Manchester Area | 139 | 18% |
| 50 to 64 | 208 | 28% | | | |
| 65 and Over | 137 | 19% | Party Registration | N | % |
| | | | Democrat | 174 | 24% |
| Highest Level of Education | N | % | Undeclared | 359 | 50% |
| High School or Less | 110 | 14% | Republican | 183 | 26% |
| Some College | 162 | 21% | | | |
| College Graduate | 318 | 42% | Party Identification | N | % |
| Post-Graduate | 173 | 23% | Democrat | 323 | 43% |
| | | | Independent | 142 | 19% |
| | | | Republican | 288 | 38% |

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> |
|------------------------|-----------------|
| Definitely Decided | 7% |
| Leaning Toward Someone | 13% |
| Still Trying to Decide | 81% |
| N= | (768) |

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> |
|------------------------|-----------------|
| Bush | 39% |
| Clinton | 51% |
| Other | 2% |
| Don't know / undecided | 8% |
| (N=) | (742) |

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> |
|------------------------|-----------------|
| Paul | 40% |
| Clinton | 50% |
| Other | 2% |
| Don't know / undecided | 8% |
| (N=) | (748) |

Decided 2016 Presidential Election Vote

| | Def. <u>Decided</u> | Leaning <u>Towards Someone</u> | Still Trying <u>To Decide</u> | (N) |
|--------------------------------|--------------------------------|---|--|------------|
| STATEWIDE | 7% | 13% | 81% | 768 |
| Democrat | 7% | 18% | 75% | 321 |
| Independent | 6% | 6% | 88% | 142 |
| Republican | 7% | 9% | 84% | 284 |
| Liberal | 8% | 22% | 71% | 171 |
| Moderate | 6% | 11% | 83% | 346 |
| Conservative | 8% | 9% | 83% | 202 |
| Support Tea Party | 15% | 10% | 76% | 143 |
| Neutral | 2% | 10% | 87% | 298 |
| Oppose Tea Party | 7% | 17% | 75% | 283 |
| Likely GOP Primary Voter | 8% | 10% | 82% | 337 |
| Likely DEM Primary Voter | 8% | 21% | 71% | 292 |
| Non-Likely Primary Voter | 0% | 2% | 98% | 140 |
| Voted in 2008 GOP Primary | 7% | 11% | 82% | 249 |
| Voted in 2008 DEM Primary | 7% | 20% | 73% | 292 |
| Voted in 2012 GOP Primary | 6% | 12% | 83% | 310 |
| Voted in 2012 DEM Primary | 7% | 17% | 77% | 302 |
| Union household | 8% | 16% | 76% | 96 |
| Non-union | 7% | 12% | 81% | 657 |
| Read Union Leader | 9% | 15% | 75% | 192 |
| Read Boston Globe | 5% | 19% | 76% | 108 |
| Read Local Newspapers | 8% | 14% | 77% | 266 |
| Watch WMUR | 7% | 13% | 80% | 480 |
| Listen to NHPR | 11% | 12% | 77% | 263 |
| 18 to 34 | 7% | 6% | 87% | 173 |
| 35 to 49 | 3% | 20% | 78% | 216 |
| 50 to 64 | 9% | 13% | 78% | 208 |
| 65 and over | 9% | 9% | 81% | 135 |
| Male | 6% | 11% | 83% | 377 |
| Female | 7% | 14% | 79% | 391 |
| High school or less | 11% | 13% | 76% | 109 |
| Some college | 4% | 13% | 82% | 162 |
| College graduate | 7% | 9% | 84% | 313 |
| Post-graduate | 6% | 18% | 76% | 173 |
| Attend services 1 or more/week | 4% | 7% | 89% | 157 |
| 1-2 times a month | 3% | 21% | 77% | 74 |
| Less often | 6% | 13% | 81% | 228 |
| Never | 9% | 13% | 78% | 285 |
| North Country | 6% | 12% | 81% | 64 |
| Central / Lakes | 5% | 11% | 84% | 122 |
| Connecticut Valley | 11% | 18% | 71% | 110 |
| Mass Border | 6% | 11% | 83% | 212 |
| Seacoast | 6% | 13% | 81% | 123 |
| Manchester Area | 5% | 11% | 84% | 138 |
| First Cong. Dist | 5% | 12% | 83% | 365 |
| Second Cong. Dist | 8% | 12% | 79% | 377 |

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

| STATEWIDE | <u>Bush</u> 39% | <u>Clinton</u> 51% | <u>Other</u> 2% | <u>DK</u> 8% | <u>(N)</u> 742 |
|--------------------------------|----------------------------------|-------------------------------------|----------------------------------|-------------------------------|---------------------------------|
| Democrat | 6% | 90% | 1% | 4% | 316 |
| Independent | 26% | 49% | 3% | 22% | 125 |
| Republican | 83% | 10% | 3% | 4% | 280 |
| Liberal | 9% | 89% | 0% | 2% | 170 |
| Moderate | 32% | 53% | 3% | 11% | 338 |
| Conservative | 80% | 14% | 2% | 4% | 192 |
| Support Tea Party | 68% | 18% | 5% | 9% | 138 |
| Neutral | 46% | 42% | 3% | 10% | 288 |
| Oppose Tea Party | 19% | 76% | 1% | 4% | 276 |
| Definitely Decided | 34% | 63% | 3% | 0% | 50 |
| Leaning Toward Someone | 32% | 67% | 1% | 0% | 91 |
| Still Trying To Decide | 41% | 47% | 2% | 9% | 594 |
| Likely GOP Primary Voter | 77% | 14% | 2% | 7% | 330 |
| Likely DEM Primary Voter | 4% | 94% | 1% | 1% | 283 |
| Non-Likely Primary Voter | 19% | 52% | 5% | 24% | 129 |
| Voted in 2008 GOP Primary | 77% | 13% | 3% | 6% | 240 |
| Voted in 2008 DEM Primary | 11% | 83% | 2% | 4% | 287 |
| Voted in 2012 GOP Primary | 77% | 14% | 2% | 7% | 301 |
| Voted in 2012 DEM Primary | 8% | 83% | 3% | 5% | 295 |
| Read Union Leader | 46% | 45% | 4% | 5% | 190 |
| Read Boston Globe | 37% | 52% | 3% | 8% | 109 |
| Read Local Newspapers | 35% | 55% | 2% | 8% | 263 |
| Watch WMUR | 40% | 51% | 3% | 7% | 461 |
| Listen to NHPR | 28% | 63% | 2% | 7% | 257 |
| 18 to 34 | 36% | 51% | 3% | 9% | 168 |
| 35 to 49 | 35% | 58% | 2% | 4% | 205 |
| 50 to 64 | 37% | 51% | 2% | 10% | 199 |
| 65 and over | 48% | 43% | 2% | 7% | 134 |
| Male | 45% | 43% | 3% | 9% | 357 |
| Female | 34% | 58% | 1% | 7% | 385 |
| High school or less | 40% | 45% | 3% | 12% | 103 |
| Some college | 39% | 53% | 0% | 8% | 156 |
| College graduate | 40% | 49% | 3% | 8% | 302 |
| Post-graduate | 36% | 57% | 3% | 4% | 171 |
| Attend services 1 or more/week | 61% | 29% | 1% | 9% | 152 |
| 1-2 times a month | 40% | 53% | 1% | 6% | 74 |
| Less often | 39% | 54% | 4% | 3% | 228 |
| Never | 26% | 60% | 2% | 11% | 266 |
| North Country | 40% | 45% | 0% | 15% | 64 |
| Central / Lakes | 48% | 43% | 2% | 8% | 120 |
| Connecticut Valley | 36% | 53% | 2% | 9% | 108 |
| Mass Border | 35% | 52% | 5% | 8% | 200 |
| Seacoast | 40% | 56% | 1% | 4% | 125 |
| Manchester Area | 40% | 52% | 2% | 6% | 126 |
| First Cong. Dist | 40% | 53% | 2% | 5% | 353 |
| Second Cong. Dist | 39% | 49% | 3% | 9% | 363 |

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

| STATEWIDE | <u>Paul</u> 40% | <u>Clinton</u> 50% | <u>Other</u> 2% | <u>DK</u> 8% | <u>(N)</u> 748 |
|--------------------------------|----------------------------------|-------------------------------------|----------------------------------|-------------------------------|---------------------------------|
| Democrat | 6% | 87% | 1% | 7% | 320 |
| Independent | 44% | 38% | 5% | 14% | 132 |
| Republican | 80% | 14% | 2% | 5% | 277 |
| Liberal | 8% | 87% | 0% | 5% | 170 |
| Moderate | 38% | 51% | 2% | 9% | 340 |
| Conservative | 77% | 16% | 3% | 5% | 196 |
| Support Tea Party | 81% | 11% | 1% | 7% | 140 |
| Neutral | 47% | 42% | 1% | 10% | 288 |
| Oppose Tea Party | 16% | 79% | 2% | 4% | 280 |
| Definitely Decided | 46% | 52% | 0% | 2% | 49 |
| Leaning Toward Someone | 30% | 68% | 1% | 1% | 92 |
| Still Trying To Decide | 42% | 47% | 2% | 9% | 599 |
| Likely GOP Primary Voter | 77% | 17% | 1% | 5% | 330 |
| Likely DEM Primary Voter | 4% | 90% | 2% | 5% | 288 |
| Non-Likely Primary Voter | 29% | 45% | 5% | 21% | 130 |
| Voted in 2008 GOP Primary | 77% | 16% | 2% | 5% | 240 |
| Voted in 2008 DEM Primary | 14% | 79% | 1% | 6% | 290 |
| Voted in 2012 GOP Primary | 75% | 17% | 2% | 6% | 303 |
| Voted in 2012 DEM Primary | 11% | 80% | 1% | 7% | 297 |
| Read Union Leader | 49% | 39% | 3% | 9% | 186 |
| Read Boston Globe | 30% | 58% | 5% | 7% | 106 |
| Read Local Newspapers | 34% | 55% | 3% | 8% | 260 |
| Watch WMUR | 41% | 51% | 2% | 7% | 460 |
| Listen to NHPR | 31% | 60% | 2% | 7% | 260 |
| 18 to 34 | 46% | 43% | 1% | 10% | 170 |
| 35 to 49 | 36% | 58% | 2% | 5% | 211 |
| 50 to 64 | 37% | 51% | 2% | 9% | 199 |
| 65 and over | 43% | 48% | 3% | 6% | 131 |
| Male | 46% | 43% | 3% | 8% | 363 |
| Female | 35% | 56% | 1% | 8% | 385 |
| High school or less | 54% | 39% | 1% | 7% | 105 |
| Some college | 39% | 52% | 2% | 7% | 155 |
| College graduate | 41% | 47% | 1% | 11% | 312 |
| Post-graduate | 31% | 63% | 4% | 2% | 163 |
| Attend services 1 or more/week | 58% | 31% | 1% | 10% | 149 |
| 1-2 times a month | 30% | 62% | 1% | 7% | 73 |
| Less often | 40% | 52% | 3% | 5% | 223 |
| Never | 34% | 56% | 2% | 9% | 280 |
| North Country | 41% | 38% | 5% | 16% | 63 |
| Central / Lakes | 48% | 48% | 0% | 4% | 121 |
| Connecticut Valley | 41% | 51% | 1% | 7% | 106 |
| Mass Border | 35% | 52% | 3% | 9% | 204 |
| Seacoast | 40% | 57% | 2% | 2% | 122 |
| Manchester Area | 41% | 47% | 1% | 11% | 132 |
| First Cong. Dist | 39% | 50% | 2% | 8% | 357 |
| Second Cong. Dist | 42% | 50% | 2% | 6% | 364 |