

# THE CNN /WMUR NEW HAMPSHIRE PRIMARY POLL



University of  
New Hampshire

January 19, 2016

## SANDERS WIDENS NH LEAD, ALMOST HALF OF DEMOCRATS STILL NOT DECIDED

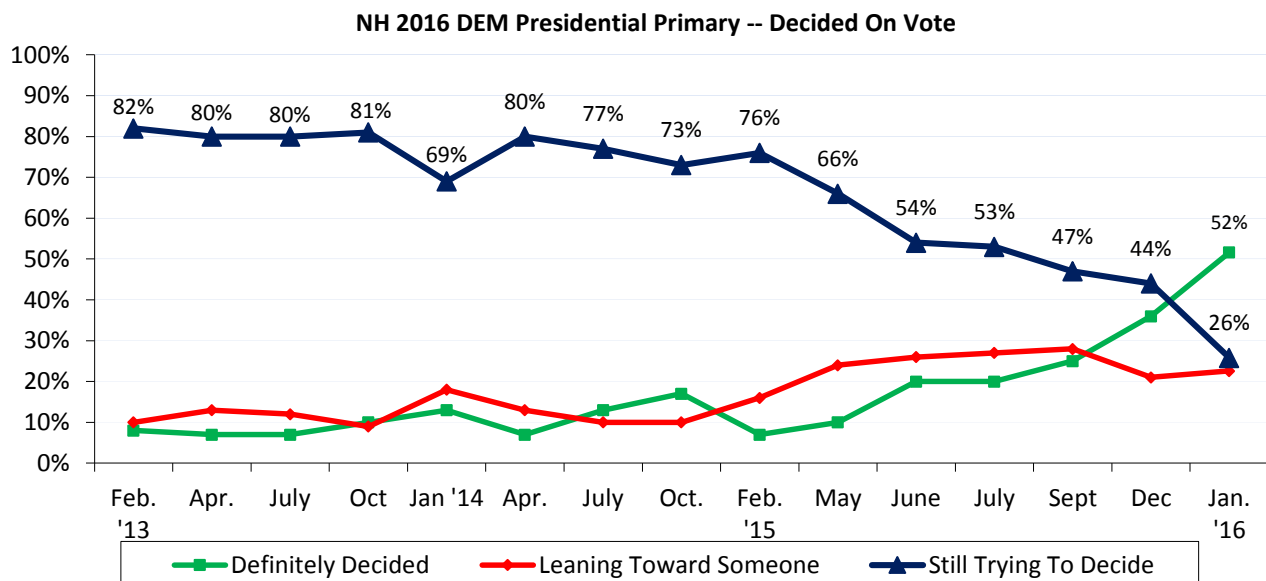
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DURHAM, NH – Vermont senator Bernie Sanders has increased his lead over former Secretary of State Hillary Clinton in New Hampshire. Sanders' popularity among Democratic Primary voters continues to increase and a majority say he has the personal characteristics and qualities that a President should have. Just over half of Democratic Primary voters say they have definitely decided who they will support.

These findings are based on the latest **CNN/WMUR New Hampshire Primary Poll**,\* conducted by the University of New Hampshire Survey Center. Nine hundred seventy-two (972) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 13 and January 18, 2016. The margin of sampling error is +/- 3.1 percent for the entire sample. Included were four hundred thirteen (413) likely 2016 Republican Primary voters (MSE = +/-4.8 percentage points), and four hundred twenty (420) likely 2016 Democratic Primary voters (MSE = +/-4.8 percentage points).

### NH Voters Still Not Decided

With three weeks remaining until the February 9 New Hampshire Primary, almost half of Democratic primary voters still have not decided on who they will eventually support. 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 many voters have not firmly decided who they will support in 2016. Currently, 52% of likely Democratic primary voters say they have definitely decided who they will support, 23% are leaning toward a candidate, and 26% 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, 48% of likely Democratic primary voters say they are extremely interested in the election, 37% are very interested, 13% are somewhat interested and 2% are not very interested. Interest is actually greater than at this point in the 2008 primary cycle when 44% of Democrats said they were extremely interested in the election, 41% were very interested and 15% were somewhat or not very interested.

Interest in the Democratic Primary has increased in the past month and undeclared voters, often erroneously referred to as “independents”, are more likely to say they plan to vote in the Democratic primary for the first time in the 2016 cycle. Currently, 48% of undeclared voters say they plan to vote in the Democratic primary, 44% plan to vote in the Republican primary, and 8% are unsure which primary they would vote in.

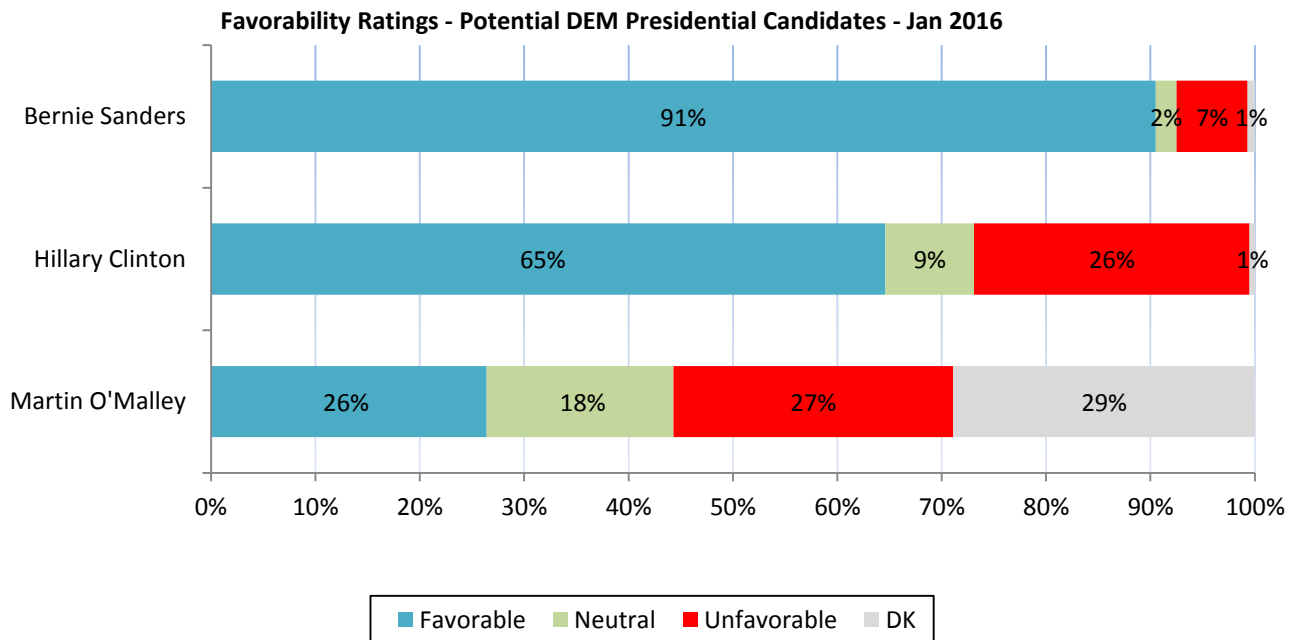
### Democratic Favorability Ratings

Vermont senator Bernie Sanders remains the most popular Democratic candidate in New Hampshire by a significant margin. More than nine in ten (91%) likely Democratic Primary voters have a favorable opinion of Sanders, only 7% have an unfavorable opinion of him, 2% are neutral, and 1% don't know enough about him to say. Sanders' net favorability rating is an almost unheard of +84%.

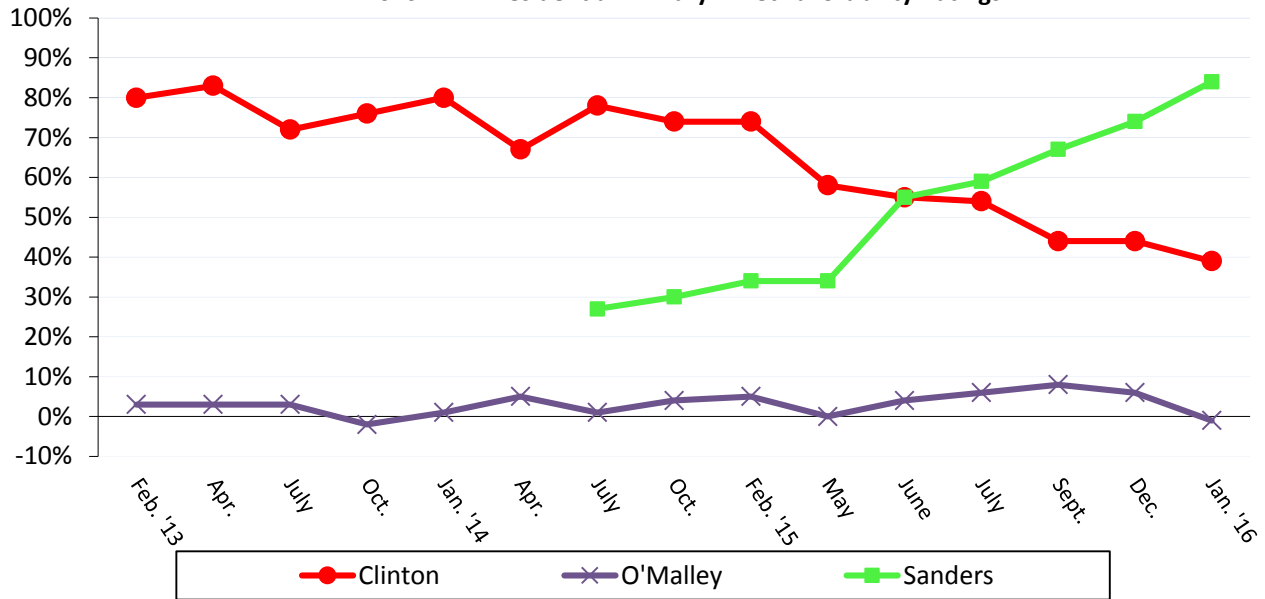
Former Secretary of State and 2008 New Hampshire Primary winner Hillary Clinton also continues to be popular in the state – 65% of likely Democratic Primary voters have a favorable opinion of Clinton, 26% have an unfavorable opinion of her, 9% are neutral, and 1% don't know enough about her to say. Clinton's net favorability rating is +39%.

Sanders' net favorability rating has steadily increased over 2015 from +34% in February to +67% in September to +84% in the most recent poll. Clinton's has eroded through the same period, from +74% in February to +44% in September, and remaining at +39% in the latest CNN/WMUR poll.

Former Maryland governor Martin O'Malley (-1% net favorability rating), continues to be not as well known or well liked as Sanders or Clinton.



NH 2016 DEM Presidential Primary -- Net Favorability Ratings



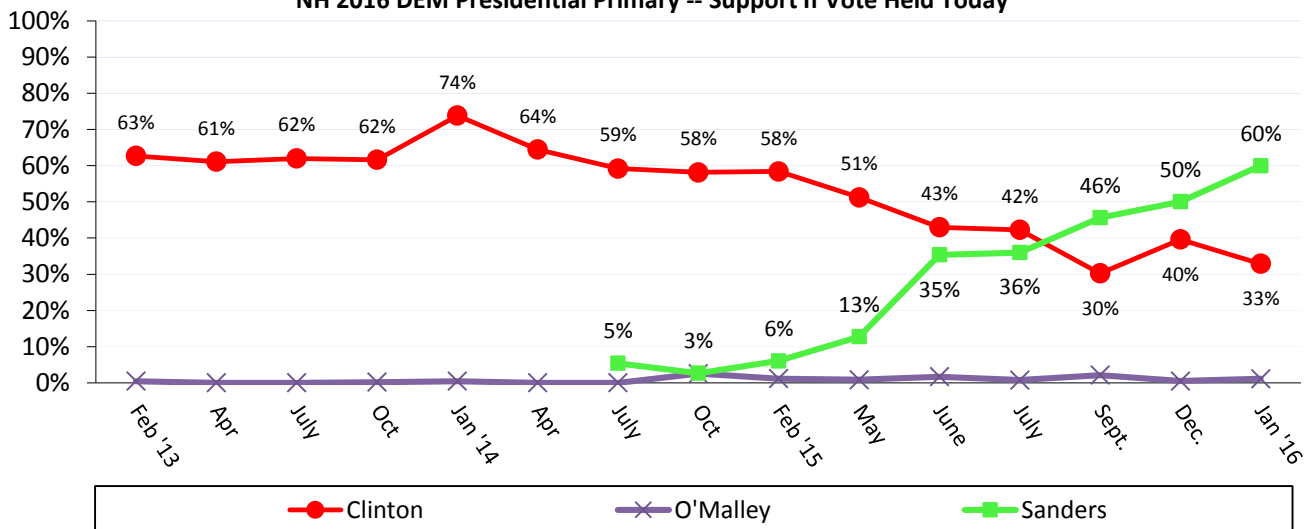
2016 NH Democratic Primary Trial Heat

Senator Sanders has now taken a commanding lead over Clinton in New Hampshire. If the Democratic Primary were held today, 60% of likely Democratic Primary voters say they would vote for Sanders, 33% say they would vote for Clinton, 1% prefer O'Malley, and 6% are undecided. Sanders has increased his lead over Clinton from 10 percentage points in December to 27 percentage points in the latest poll.

Sanders now leads Clinton among nearly every demographic group. His strongest support comes from voters under 35 (81%), voters who have not previously voted in a primary (76%), and voters living in the northernmost parts of the state (74%). The trouble for the Sanders campaign is that younger voters and first-time primary voters are the least likely to show up on election day. Clinton's strongest support comes from voters who are 50 and older (41%).

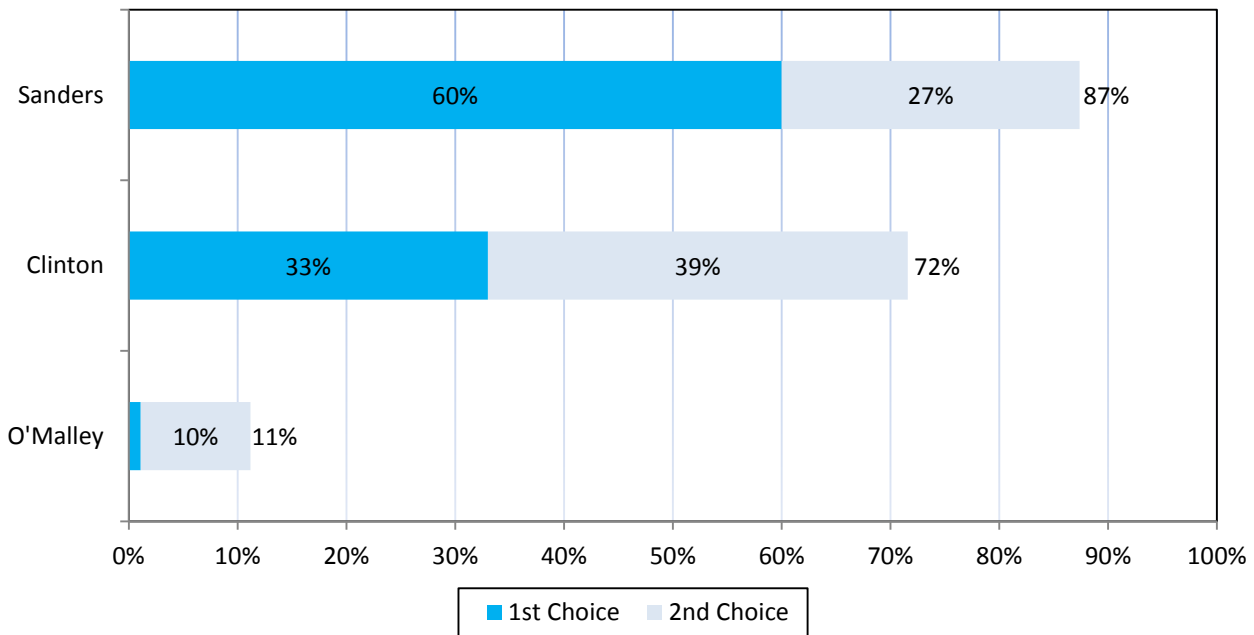
There is a pronounced gender gap with Sanders leading among men by a 44 percentage points (70% to 26%). But Sanders has also opened a 14 percentage point advantage among women (52% to 38%).

NH 2016 DEM Presidential Primary -- Support If Vote Held Today



### 2016 NH Democratic Primary with Second Choice

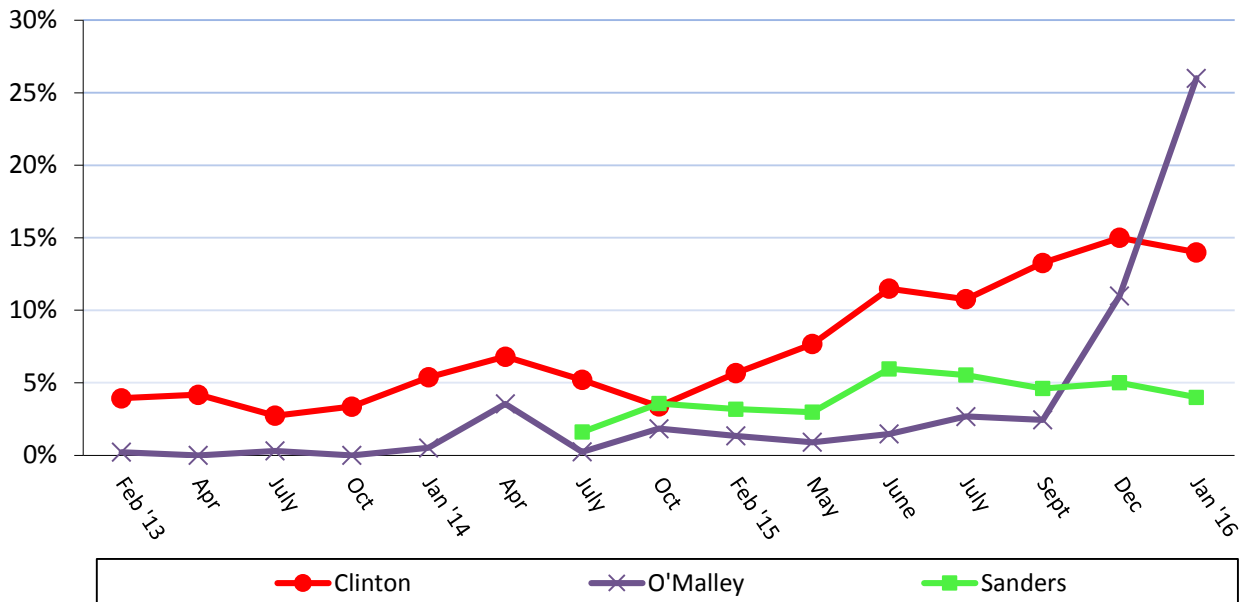
Likely Democratic primary voters see both Hillary Clinton and Bernie Sanders as viable options -- when the top two choices are combined, 87% of likely primary voters favor Sanders and 72% favor Clinton.



### Most Unpopular Democrat Candidate

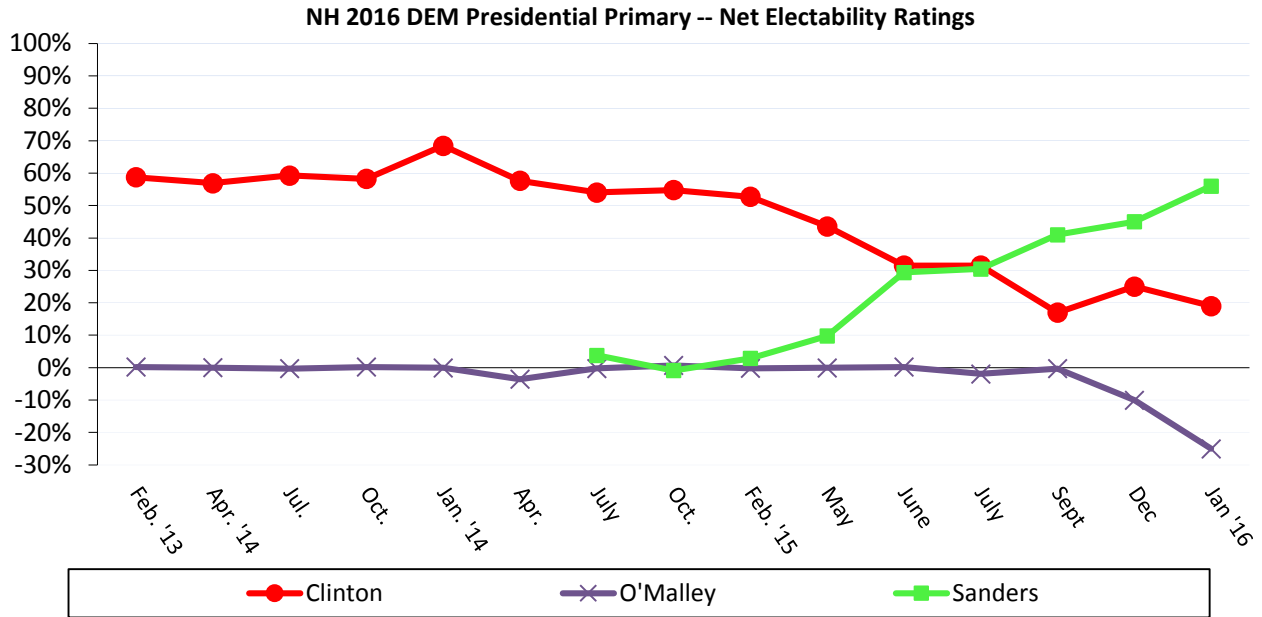
Nominations typically go to candidates who are acceptable to most members of their party and are less polarizing and none of the Democratic candidates are seen as particularly unacceptable. When asked which potential candidate they would NOT vote for under any circumstance, 26% of likely Democratic primary voters would not vote for O'Malley, 14% would not vote for Clinton, 4% would not vote for Sanders, 42% think that all of the prospective candidates are acceptable, and 13% are unsure.

### NH 2016 DEM Presidential Primary -- Would Not Vote For



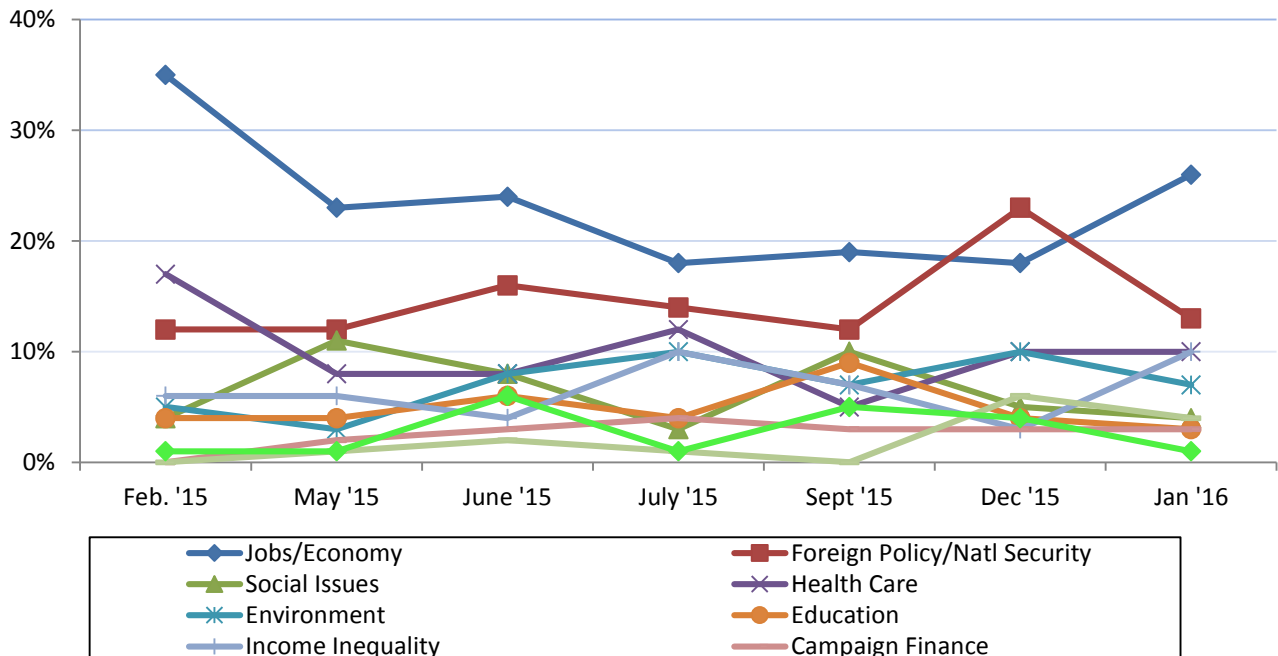
### Democrat Net Electability

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 +56%, while Clinton's net electability score is +19%, and O'Malley's is -26%. Clinton's net electability rating has been declining over the past year while Sanders' has continued to increase.



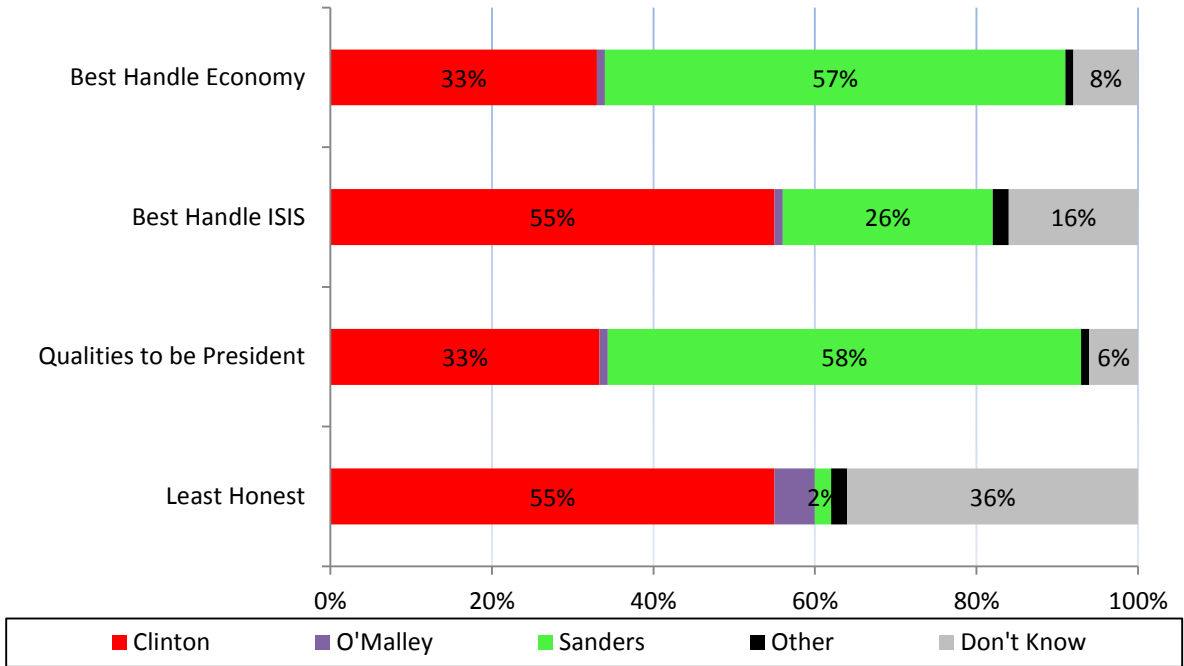
### Most Important Issues to Primary Vote

National security briefly was seen as the most important issue for Democratic primary voters in the wake of the terrorist attacks in Paris and San Bernardino. But in the most recent poll, jobs and the economy again are the most important issues for Democratic voters as 26% cited jobs and the economy as the top issues when deciding to vote in the primary. National security and foreign policy follows with 13%, 10% cite healthcare, 10% cite income inequality, 7% cite the environment or climate change, 4% mention gun control, 4% cite social issues, 3% cite education, 3% mention campaign finance reform, and 1% mention immigration.



### Candidate Qualities

A majority of likely voters (57%) view Bernie Sanders as the best candidate to handle the economy and 58% think he has the best personal qualities to be president. Clinton continues to be seen as the best candidate to handle ISIS (55%). More than half of Democratic primary voters (55%) think Clinton is the least honest candidate.



### CNN/WMUR New Hampshire Primary Poll Methodology

These findings are based on the latest CNN/WMUR New Hampshire Primary Poll, conducted by the University of New Hampshire Survey Center and funded by CNN and WMUR-TV, Manchester, NH. Interviews were conducted by the UNH Survey Center with assistance from the Center for Public Interest Polling in Eagleton Institute at Rutgers University and the Castleton College Polling Institute. Nine hundred seventy-two (972) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 13 and January 18, 2016. If a household included more than one adult, the adult who had the most recent birthday was selected to be interviewed.

The margin of sampling error is +/- 3.1 percent for the entire sample. Included were four hundred thirteen (413) likely 2016 Republican Primary voters (MSE = +/-4.8 percentage points), and four hundred twenty (420) likely 2016 Democratic Primary voters (MSE = +/-4.8 percentage points). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

The random sample used in the CNN/WMUR New Hampshire Primary Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the CNN/WMUR New Hampshire Primary Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### New Hampshire Primary Poll, January 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>475</b>	<b>49%</b>	North Country	<b>96</b>	<b>10%</b>
Female	<b>497</b>	<b>51%</b>	Central/Lakes	<b>171</b>	<b>18%</b>
			Connecticut Valley	<b>128</b>	<b>13%</b>
			Mass Border	<b>245</b>	<b>25%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>177</b>	<b>18%</b>
18 to 34	<b>248</b>	<b>26%</b>	Manchester Area	<b>155</b>	<b>16%</b>
35 to 49	<b>232</b>	<b>25%</b>			
50 to 64	<b>289</b>	<b>31%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>168</b>	<b>18%</b>	Democrat	<b>227</b>	<b>23%</b>
			Undeclared & Not Reg.	<b>509</b>	<b>52%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>228</b>	<b>24%</b>
High School or Less	<b>190</b>	<b>20%</b>			
Some College	<b>225</b>	<b>23%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>347</b>	<b>36%</b>	Democrat	<b>422</b>	<b>45%</b>
Post-Graduate	<b>208</b>	<b>21%</b>	Independent	<b>134</b>	<b>14%</b>
			Republican	<b>384</b>	<b>41%</b>

## New Hampshire Primary Poll, January 2016 Likely Democrat Primary Voter Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	179	43%	North Country	49	12%
Female	241	57%	Central/Lakes	73	17%
			Connecticut Valley	66	16%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	86	21%
18 to 34	113	28%	Seacoast	88	21%
35 to 49	91	22%	Manchester Area	58	14%
50 to 64	119	29%			
65 and Over	83	20%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	218	52%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared & Not Reg.	202	48%
High School or Less	64	15%	Republican	0	0%
Some College	76	18%			
College Graduate	173	41%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	107	26%	Democrat	367	88%
			Independent	33	8%
			Republican	18	4%



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

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

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

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

"I'm going to read you the names of the candidates who are 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 Hillary Clinton ... Martin O'Malley ... Bernie Sanders ... or someone else?" ROTATE CANDIDATES

	<b>2014</b>				<b>2015</b>						<b>2016</b>
	<b>Jan.</b>	<b>Apr.</b>	<b>July</b>	<b>Oct.</b>	<b>Feb.</b>	<b>May</b>	<b>June</b>	<b>July</b>	<b>Sept</b>	<b>Dec</b>	<b>Jan</b>
<b>Bernie Sanders</b>	---	---	5%	3%	6%	13%	35%	36%	46%	50%	<b>60%</b>
<b>Hillary Clinton</b>	74%	65%	59%	58%	58%	51%	43%	42%	30%	40%	<b>33%</b>
<b>Martin O'Malley</b>	*	0%	0%	3%	1%	1%	2%	1%	2%	1%	<b>1%</b>
<b>Joe Biden</b>	10%	6%	14%	3%	8%	2%	8%	5%	14%	---	---
<b>Jim Webb</b>	---	---	---	---	1%	1%	1%	1%	1%	---	---
<b>Lincoln Chafee</b>	---	---	---	---	---	1%	*	0%	*	---	---
<b>Lawrence Lessig</b>	---	---	---	---	---	---	---	---	*	---	---
<b>Elizabeth Warren</b>	---	---	8%	18%	14%	20%	---	---	---	---	---
<b>Andrew Cuomo</b>	2%	4%	3%	1%	2%	3%	---	---	---	---	---
<b>Mark Warner</b>	1%	2%	1%	*	---	---	---	---	---	---	---
<b>Brian Schweitzer</b>	*	0%	0%	---	---	---	---	---	---	---	---
<b>Kirsten Gillibrand</b>	0%	---	---	---	---	---	---	---	---	---	---
<b>Deval Patrick</b>	---	---	---	---	---	---	---	---	---	---	---
<b>Cory Booker</b>	---	---	---	---	---	---	---	---	---	---	---
<b>Evan Bayh</b>	---	---	---	---	---	---	---	---	---	---	---
<b>John Hickenlooper</b>	---	---	---	---	---	---	---	---	---	---	---
<b>Antonio Villaraigosa</b>	---	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	2%	5%	1%	1%	1%	*	2%	3%	1%	3%	<b>0%</b>
<b>Don't Know Yet</b>	10%	18%	9%	13%	9%	8%	9%	12%	6%	6%	<b>6%</b>
<b>(N)</b>	<b>(201)</b>	<b>(182)</b>	<b>(255)</b>	<b>(228)</b>	<b>(295)</b>	<b>(224)</b>	<b>(353)</b>	<b>(274)</b>	<b>(310)</b>	<b>(366)</b>	<b>(417)</b>

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

	<u>2013</u>			
	<u>Feb.</u>	<u>Apr.</u>	<u>July</u>	<u>Oct.</u>
Bernie Sanders	---	---	---	---
Hillary Clinton	63%	61%	62%	64%
Martin O'Malley	*	*	0%	*
Joe Biden	10%	7%	8%	6%
Jim Webb	---	---	---	---
Lincoln Chafee	---	---	---	---
Lawrence Lessig	---	---	---	---
Elizabeth Warren	---	---	---	6%
Andrew Cuomo	5%	3%	1%	2%
Mark Warner	*	2%	0%	*
Brian Schweitzer	1%	*	---	---
Kirsten Gillibrand	---	---	*	0%
Deval Patrick	1%	3%	5%	1%
Cory Booker	2%	1%	2%	*
Evan Bayh	1%	1%	*	*
John Hickenlooper	*	*	*	0%
Antonio Villaraigosa	*	*	---	---
Someone Else	1%	2%	2%	2%
Don't Know Yet	16%	22%	19%	18%
(N)	(195)	(185)	(187)	(248)

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

“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>	<u>Dec '15</u>	<u>Jan. '16</u>
Hillary Clinton	5%	17%	10%	18%	15%	25%	22%	31%	35%	<b>39%</b>
Bernie Sanders	---	5%	4%	4%	11%	18%	21%	16%	29%	<b>27%</b>
Martin O'Malley	2%	*	*	2%	1%	3%	5%	3%	12%	<b>10%</b>
Joe Biden	24%	23%	21%	21%	18%	20%	20%	28%	---	---
Jim Webb	---	---	---	3%	2%	1%	2%	1%	---	---
Lawrence Lessig	---	---	---	---	---	---	---	1%	---	---
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%	4%	5%	<b>7%</b>
No Second Choice	24%	12%	23%	*	1%	2%	2%	4%	4%	<b>5%</b>
Don't Know Yet	23%	15%	12%	18%	17%	26%	23%	13%	15%	<b>12%</b>
(N)	(182)	(257)	(224)	(268)	(205)	(322)	(244)	(292)	(343)	<b>(392)</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>2016</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>	<u>Dec</u>	<u>Jan</u>
Martin O'Malley	*	*	*	0%	*	4%	*	2%	1%	1%	1%	3%	2%	11%	<b>26%</b>
Hillary Clinton	4%	4%	3%	4%	5%	7%	5%	3%	6%	8%	11%	11%	13%	15%	<b>14%</b>
Bernie Sanders	---	---	---	---	---	---	2%	4%	3%	3%	6%	6%	5%	5%	<b>4%</b>
Lincoln Chafee	---	---	---	---	---	---	---	---	---	2%	4%	5%	8%	---	--
Lawrence Lessig	---	---	---	---	---	---	---	---	---	---	---	---	5%	---	--
Jim Webb	---	---	---	---	---	---	---	---	4%	2%	3%	3%	3%	---	--
Joe Biden	7%	7%	10%	12%	16%	16%	9%	13%	13%	13%	6%	5%	3%	---	--
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%	*	3%	<b>2%</b>
All OK	34%	33%	26%	37%	28%	32%	29%	35%	32%	24%	35%	35%	30%	50%	<b>42%</b>
Don't Know Yet	34%	38%	46%	30%	37%	33%	38%	31%	29%	39%	30%	30%	31%	16%	<b>13%</b>
(N)	(200)	(188)	(185)	(248)	(201)	(183)	(254)	(226)	(293)	(218)	(355)	(272)	(312)	(367)	<b>(415)</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>	<u>Dec '15</u>	<u>Jan. 16</u>
Hillary Clinton	22%	28%	31%	33%	46%	<b>55%</b>
Martin O'Malley	0%	2%	1%	1%	5%	<b>5%</b>
Bernie Sanders	1%	2%	3%	1%	3%	<b>2%</b>
Lincoln Chafee	1%	3%	2%	2%	---	--
Joe Biden	4%	5%	2%	2%	---	--
Jim Webb	*	*	*	*	---	--
Lawrence Lessig	---	---	---	*	---	--
Elizabeth Warren	0%	---	---	---	---	--
Andrew Cuomo	10%	---	---	---	---	--
Someone Else	0%	1%	1%	0%	1%	<b>2%</b>
Don't Know	62%	60%	59%	60%	45%	<b>36%</b>
(N)	(217)	(346)	(270)	(308)	(344)	<b>(394)</b>

“Which Democratic candidate do you think can best handle ISIS?”

	<u>Dec '15</u>	<u>Jan '16</u>
<b>Hillary Clinton</b>	58%	<b>55%</b>
<b>Bernie Sanders</b>	25%	<b>26%</b>
<b>Martin O'Malley</b>	1%	<b>1%</b>
<b>Someone Else</b>	2%	<b>2%</b>
<b>Don't Know</b>	14%	<b>16%</b>
<b>(N)</b>	(360)	<b>(417)</b>

“Which Democratic candidate do you think has the personal characteristics and qualities that you think a President should have?”

	<u>June '15</u>	<u>Jan '16</u>
<b>Bernie Sanders</b>	27%	<b>58%</b>
<b>Hillary Clinton</b>	38%	<b>33%</b>
<b>Martin O'Malley</b>	2%	<b>1%</b>
<b>Joe Biden</b>	12%	--
<b>Jim Webb</b>	1%	--
<b>Lincoln Chafee</b>	*	--
<b>Someone Else</b>	1%	<b>1%</b>
<b>Don't Know</b>	19%	<b>6%</b>
<b>(N)</b>	(351)	<b>(416)</b>

“Which Democratic candidate do you think can best handle the economy?”

	<u>June '15</u>	<u>July '15</u>	<u>Jan. '16</u>
<b>Bernie Sanders</b>	28%	32%	<b>57%</b>
<b>Hillary Clinton</b>	37%	43%	<b>33%</b>
<b>Martin O'Malley</b>	2%	1%	<b>1%</b>
<b>Joe Biden</b>	6%	5%	--
<b>Jim Webb</b>	2%	1%	--
<b>Lincoln Chafee</b>	1%	0%	--
<b>Someone Else</b>	2%	*	<b>1%</b>
<b>Don't Know</b>	22%	17%	<b>8%</b>
<b>(N)</b>	(357)	(276)	<b>(419)</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>	<u>Dec '15</u>	<u>Jan. '16</u>
<b>Jobs/Economy</b>	35%	23%	24%	18%	19%	18%	<b>26%</b>
<b>Foreign Policy/National Security</b>	12%	12%	16%	14%	12%	23%	<b>13%</b>
<b>Health Care</b>	17%	8%	8%	12%	5%	10%	<b>10%</b>
<b>Income Inequality</b>	3%	6%	4%	10%	7%	3%	<b>10%</b>
<b>Environment/Climate Change</b>	5%	3%	8%	10%	7%	10%	<b>7%</b>
<b>Gun Control</b>	0%	1%	2%	1%	0%	6%	<b>4%</b>
<b>Social Issues</b>	4%	11%	8%	3%	10%	5%	<b>4%</b>
<b>Education</b>	4%	4%	6%	4%	9%	3%	<b>3%</b>
<b>Campaign Finance</b>	0%	2%	3%	4%	3%	3%	<b>3%</b>
<b>Immigration</b>	1%	1%	6%	1%	5%	3%	<b>1%</b>
<b>Other/Don't Know</b>	22%	31%	22%	25%	28%	16%	<b>18%</b>
<b>(N)</b>	<b>(285)</b>	<b>(213)</b>	<b>(351)</b>	<b>(251)</b>	<b>(301)</b>	<b>(363)</b>	<b>(408)</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."

“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>Jan. '16</b>	<b>65%</b>	<b>9%</b>	<b>26%</b>	<b>1%</b>	<b>+39%</b>	<b>(420)</b>
Dec '15	68%	7%	24%	1%	+44%	(370)
Sept '15	67%	10%	23%	0%	+44%	(313)
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)

“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>Jan. ‘16</b>	<b>26%</b>	<b>18%</b>	<b>27%</b>	<b>29%</b>	<b>-1%</b>	<b>(420)</b>
Dec ‘15	26%	20%	20%	34%	+6%	(370)
Sept ‘15	22%	18%	14%	45%	+8%	(313)
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>Jan. ‘16</b>	<b>91%</b>	<b>2%</b>	<b>7%</b>	<b>1%</b>	<b>+84%</b>	<b>(420)</b>
Dec ‘15	83%	4%	9%	4%	+74%	(370)
Sept ‘15	78%	8%	11%	3%	+67%	(313)
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)

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

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>65%</b>	<b><u>Neutral</u></b> <b>9%</b>	<b><u>Unfavorable</u></b> <b>26%</b>	<b><u>Don't Know</u></b> <b>1%</b>	<b><u>(N)</u></b> <b>420</b>
Registered Democrat	76%	7%	16%	0%	218
Registered Undeclared	52%	10%	37%	1%	202
Democrat	69%	9%	22%	0%	367
Independent	41%	9%	47%	2%	33
Republican	20%	0%	80%	0%	18
Liberal	66%	8%	26%	1%	200
Moderate	64%	8%	28%	0%	172
Conservative	56%	14%	29%	0%	23
Voted in 2008 & 2012 NH Primaries	73%	5%	21%	0%	282
Voted in 2008 or 2012 NH Primary	58%	20%	21%	0%	64
Did Not Vote in Either NH Primary	37%	11%	50%	2%	74
Union household	68%	10%	21%	0%	48
Non-union	65%	8%	26%	1%	364
Read Union Leader	59%	13%	26%	2%	68
Read Boston Globe	64%	12%	22%	2%	78
Read Local Newspapers	72%	7%	21%	0%	152
Watch WMUR	70%	8%	22%	0%	219
Listen to NHPR	70%	6%	23%	1%	209
18 to 34	42%	14%	43%	1%	113
35 to 49	65%	8%	27%	0%	91
50 to 64	78%	4%	17%	1%	119
65 and over	76%	6%	17%	0%	83
Male	53%	9%	37%	1%	179
Female	73%	8%	18%	0%	241
High school or less	53%	6%	40%	0%	64
Some college	59%	15%	25%	1%	76
College graduate	66%	7%	26%	1%	173
Post-graduate	72%	8%	20%	0%	107
Attend services 1 or more a week	69%	10%	21%	0%	63
1-2 times a month	69%	3%	28%	0%	27
Less often	67%	6%	25%	2%	118
Never	61%	10%	30%	0%	204
North Country	64%	2%	33%	2%	49
Central / Lakes	55%	10%	35%	0%	73
Connecticut Valley	63%	11%	25%	0%	66
Mass Border	72%	4%	22%	2%	86
Seacoast	64%	12%	24%	0%	88
Manchester Area	68%	11%	21%	0%	58
First Cong. Dist.	65%	9%	26%	1%	227
Second Cong. Dist.	64%	8%	27%	0%	193

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

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>26%</b>	<b><u>Neutral</u></b> <b>18%</b>	<b><u>Unfavorable</u></b> <b>27%</b>	<b><u>Don’t Know</u></b> <b>29%</b>	<b><u>(N)</u></b> <b>420</b>
Registered Democrat	35%	16%	26%	23%	218
Registered Undeclared	18%	19%	28%	35%	201
Democrat	28%	19%	26%	28%	367
Independent	15%	10%	44%	31%	33
Republican	12%	19%	22%	48%	18
Liberal	33%	19%	24%	24%	200
Moderate	24%	19%	27%	30%	171
Conservative	0%	8%	35%	57%	23
Voted in 2008 & 2012 NH Primaries	32%	18%	26%	24%	282
Voted in 2008 or 2012 NH Primary	14%	17%	23%	46%	64
Did Not Vote in Either NH Primary	17%	17%	34%	32%	74
Union household	27%	17%	23%	32%	48
Non-union	26%	18%	27%	28%	363
Read Union Leader	28%	16%	33%	23%	68
Read Boston Globe	37%	18%	23%	22%	78
Read Local Newspapers	36%	15%	29%	19%	152
Watch WMUR	24%	18%	32%	26%	219
Listen to NHPR	36%	18%	25%	21%	208
18 to 34	18%	23%	28%	30%	113
35 to 49	20%	19%	29%	32%	91
50 to 64	37%	14%	25%	24%	119
65 and over	31%	13%	26%	30%	83
Male	29%	17%	31%	23%	178
Female	25%	18%	24%	33%	241
High school or less	19%	5%	33%	43%	64
Some college	12%	19%	36%	33%	76
College graduate	29%	19%	23%	29%	173
Post-graduate	36%	23%	23%	18%	106
Attend services 1 or more a week	24%	15%	32%	29%	63
1-2 times a month	43%	16%	15%	26%	27
Less often	28%	18%	32%	22%	118
Never	24%	19%	24%	33%	203
North Country	26%	17%	28%	29%	49
Central / Lakes	31%	21%	25%	23%	73
Connecticut Valley	27%	22%	29%	22%	65
Mass Border	28%	17%	25%	31%	86
Seacoast	23%	18%	27%	33%	88
Manchester Area	24%	13%	28%	34%	58
First Cong. Dist.	24%	16%	27%	34%	227
Second Cong. Dist.	30%	20%	27%	23%	193



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

<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b><u>Favorable</u></b> <b>91%</b>	<b><u>Neutral</u></b> <b>2%</b>	<b><u>Unfavorable</u></b> <b>7%</b>	<b><u>Don't Know</u></b> <b>1%</b>	<b><u>(N)</u></b> <b>420</b>
Registered Democrat	88%	3%	8%	1%	218
Registered Undeclared	94%	1%	6%	0%	202
Democrat	91%	2%	6%	1%	367
Independent	87%	2%	8%	2%	33
Republican	80%	0%	20%	0%	18
Liberal	94%	1%	5%	0%	200
Moderate	87%	4%	8%	1%	172
Conservative	89%	0%	11%	0%	23
Voted in 2008 & 2012 NH Primaries	89%	3%	7%	1%	282
Voted in 2008 or 2012 NH Primary	90%	1%	9%	0%	64
Did Not Vote in Either NH Primary	98%	0%	2%	0%	74
Union household	92%	0%	8%	0%	48
Non-union	90%	2%	7%	1%	364
Read Union Leader	83%	1%	14%	1%	68
Read Boston Globe	92%	1%	7%	0%	78
Read Local Newspapers	90%	3%	6%	0%	152
Watch WMUR	89%	3%	8%	1%	219
Listen to NHPR	92%	2%	6%	0%	209
18 to 34	96%	0%	4%	0%	113
35 to 49	91%	1%	8%	0%	91
50 to 64	88%	4%	6%	2%	119
65 and over	85%	2%	12%	1%	83
Male	94%	1%	4%	1%	179
Female	88%	3%	9%	1%	241
High school or less	88%	3%	8%	0%	64
Some college	90%	1%	5%	3%	76
College graduate	90%	2%	7%	0%	173
Post-graduate	92%	2%	6%	0%	107
Attend services 1 or more a week	84%	3%	12%	1%	63
1-2 times a month	95%	3%	0%	2%	27
Less often	86%	2%	11%	1%	118
Never	95%	1%	4%	0%	204
North Country	92%	0%	7%	2%	49
Central / Lakes	90%	3%	7%	0%	73
Connecticut Valley	98%	0%	2%	0%	66
Mass Border	93%	0%	5%	1%	86
Seacoast	84%	5%	11%	0%	88
Manchester Area	88%	3%	7%	2%	58
First Cong. Dist.	88%	3%	9%	0%	227
Second Cong. Dist.	94%	1%	4%	1%	193

**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>52%</b>	<b>23%</b>	<b>26%</b>	<b>420</b>
Registered Democrat	54%	23%	23%	218
Registered Undeclared	49%	22%	29%	202
Democrat	52%	23%	25%	366
Independent	48%	20%	31%	33
Republican	43%	19%	38%	18
Liberal	62%	24%	15%	200
Moderate	43%	21%	36%	171
Conservative	36%	23%	41%	23
Clinton Supporter	54%	21%	25%	137
O'Malley Supporter	25%	0%	75%	5
Sanders Supporter	55%	26%	19%	250
Undecided	0%	6%	94%	23
Voted in 2008 & 2012 NH Primaries	52%	23%	25%	282
Voted in 2008 or 2012 NH Primary	49%	21%	30%	64
Did Not Vote in Either NH Primary	53%	24%	24%	74
Union household	34%	36%	30%	48
Non-union	55%	20%	25%	363
Read Union Leader	51%	15%	34%	67
Read Boston Globe	52%	28%	20%	78
Read Local Newspapers	47%	23%	30%	151
Watch WMUR	47%	23%	30%	218
Listen to NHPR	54%	20%	26%	208
18 to 34	51%	26%	23%	113
35 to 49	51%	22%	26%	91
50 to 64	50%	21%	29%	119
65 and over	56%	19%	25%	83
Male	56%	22%	22%	178
Female	48%	23%	29%	241
High school or less	55%	21%	24%	64
Some college	48%	26%	26%	76
College graduate	51%	20%	29%	173
Post-graduate	54%	25%	21%	106
Attend services 1 or more a week	45%	28%	28%	63
1-2 times a month	55%	7%	38%	27
Less often	42%	27%	31%	118
Never	59%	21%	21%	204
North Country	49%	20%	31%	49
Central / Lakes	45%	24%	31%	73
Connecticut Valley	58%	24%	18%	66
Mass Border	49%	18%	33%	86
Seacoast	55%	26%	20%	87
Manchester Area	54%	24%	22%	58
First Cong. Dist.	52%	23%	25%	226
Second Cong. Dist.	51%	22%	27%	193

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

	<b><u>Bernie Sanders</u></b>	<b><u>Hillary Clinton</u></b>	<b><u>Martin O'Malley</u></b>	<b><u>Someone Else</u></b>	<b><u>Undecided</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>60%</b>	<b>33%</b>	<b>1%</b>	<b>0%</b>	<b>6%</b>	<b>417</b>
Registered Democrat	50%	41%	2%	0%	7%	217
Registered Undeclared	70%	25%	0%	0%	5%	200
Democrat	58%	36%	1%	0%	6%	366
Independent	75%	15%	0%	0%	10%	31
Republican	79%	8%	8%	5%	0%	18
Liberal	65%	30%	0%	0%	5%	198
Moderate	57%	34%	3%	0%	6%	171
Conservative	58%	34%	0%	4%	4%	23
Voted in 2008 & 2012 NH Primaries	55%	36%	1%	0%	7%	281
Voted in 2008 or 2012 NH Primary	64%	31%	0%	0%	4%	63
Did Not Vote in Either NH Primary	76%	22%	1%	0%	2%	74
Union household	62%	35%	1%	0%	2%	48
Non-union	59%	33%	1%	0%	6%	361
Read Union Leader	63%	30%	2%	0%	5%	67
Read Boston Globe	63%	29%	3%	0%	4%	77
Read Local Newspapers	54%	36%	1%	1%	8%	151
Watch WMUR	56%	36%	2%	0%	6%	218
Listen to NHPR	57%	33%	2%	0%	8%	208
18 to 34	81%	17%	0%	0%	2%	111
35 to 49	60%	36%	2%	1%	1%	91
50 to 64	50%	41%	1%	0%	8%	119
65 and over	44%	42%	3%	0%	11%	82
Male	70%	26%	0%	1%	3%	177
Female	52%	38%	2%	0%	8%	240
High school or less	58%	37%	0%	2%	3%	62
Some college	65%	29%	0%	0%	5%	76
College graduate	62%	31%	2%	0%	6%	172
Post-graduate	54%	36%	2%	0%	7%	107
Attend services 1 or more a week	49%	40%	5%	0%	6%	63
1-2 times a month	73%	22%	0%	0%	5%	27
Less often	53%	36%	1%	0%	11%	118
Never	66%	31%	0%	0%	2%	202
North Country	74%	17%	0%	0%	9%	49
Central / Lakes	61%	28%	2%	0%	9%	73
Connecticut Valley	65%	28%	3%	0%	5%	65
Mass Border	53%	41%	1%	0%	5%	85
Seacoast	54%	40%	1%	1%	4%	87
Manchester Area	61%	35%	0%	0%	4%	58
First Cong. Dist.	58%	36%	1%	0%	4%	225
Second Cong. Dist.	62%	29%	1%	0%	8%	192

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

	<b>Hillary <u>Clinton</u></b>	<b>Bernie <u>Sanders</u></b>	<b>Martin <u>O'Malley</u></b>	<b>Someone <u>Else</u></b>	<b>No Second <u>Choice</u></b>	<b><u>Undecided</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>39%</b>	<b>27%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>	<b>12%</b>	<b>392</b>
Registered Democrat	41%	34%	9%	5%	3%	8%	203
Registered Undeclared	36%	20%	11%	8%	8%	17%	189
Democrat	41%	30%	10%	3%	3%	12%	345
Independent	21%	7%	16%	24%	24%	8%	28
Republican	20%	5%	11%	41%	7%	15%	18
Liberal	47%	24%	9%	5%	4%	11%	188
Moderate	31%	29%	11%	10%	6%	13%	159
Conservative	29%	29%	12%	4%	7%	19%	22
Clinton Supporter	0%	77%	4%	3%	3%	13%	136
O'Malley Supporter	25%	14%	0%	62%	0%	0%	5
Sanders Supporter	60%	0%	14%	7%	6%	12%	250
Voted in 2008 & 2012 NH Primaries	38%	29%	10%	7%	4%	11%	259
Voted in 2008 or 2012 NH Primary	45%	25%	8%	5%	5%	11%	60
Did Not Vote in Either NH Primary	35%	22%	13%	5%	7%	18%	73
Union household	41%	27%	6%	6%	6%	14%	48
Non-union	38%	28%	11%	7%	5%	11%	337
Read Union Leader	38%	15%	7%	13%	9%	19%	64
Read Boston Globe	44%	20%	9%	9%	9%	9%	74
Read Local Newspapers	42%	32%	9%	4%	2%	10%	139
Watch WMUR	39%	29%	9%	5%	5%	13%	204
Listen to NHPR	38%	28%	12%	7%	7%	8%	190
18 to 34	43%	15%	13%	6%	9%	16%	107
35 to 49	41%	31%	5%	8%	2%	14%	89
50 to 64	38%	34%	10%	7%	3%	8%	109
65 and over	31%	34%	11%	6%	8%	11%	73
Male	39%	23%	12%	9%	7%	10%	171
Female	38%	31%	8%	5%	4%	14%	221
High school or less	34%	31%	10%	2%	3%	19%	61
Some college	40%	22%	6%	8%	9%	16%	72
College graduate	41%	25%	9%	7%	5%	13%	160
Post-graduate	37%	32%	16%	7%	3%	5%	99
Attend services 1 or more a week	34%	33%	12%	8%	7%	6%	59
1-2 times a month	54%	11%	13%	3%	5%	13%	26
Less often	33%	29%	10%	10%	7%	11%	105
Never	40%	27%	9%	5%	4%	15%	196
North Country	51%	12%	12%	9%	12%	4%	45
Central / Lakes	37%	25%	21%	2%	5%	9%	66
Connecticut Valley	44%	26%	9%	7%	1%	14%	62
Mass Border	37%	32%	2%	8%	6%	14%	81
Seacoast	33%	36%	10%	6%	3%	13%	82
Manchester Area	36%	25%	8%	7%	8%	16%	56
First Cong. Dist.	37%	28%	9%	7%	5%	13%	215
Second Cong. Dist.	41%	26%	11%	6%	5%	11%	176

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

	<u>Martin O'Malley</u>	<u>Hillary Clinton</u>	<u>Bernie Sanders</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>26%</b>	<b>14%</b>	<b>4%</b>	<b>2%</b>	<b>42%</b>	<b>13%</b>	<b>415</b>
Registered Democrat	26%	8%	4%	1%	50%	11%	216
Registered Undeclared	25%	20%	3%	2%	35%	15%	200
Democrat	27%	10%	4%	2%	45%	13%	363
Independent	17%	38%	2%	0%	35%	9%	33
Republican	8%	49%	8%	0%	15%	21%	18
Liberal	26%	11%	3%	1%	48%	11%	199
Moderate	24%	18%	5%	3%	39%	12%	169
Conservative	34%	18%	4%	0%	17%	27%	22
Clinton Supporter	34%	0%	9%	2%	44%	11%	136
O'Malley Supporter	0%	0%	44%	0%	38%	18%	5
Sanders Supporter	21%	23%	0%	1%	42%	13%	247
Undecided	33%	0%	0%	4%	38%	25%	23
Voted in 2008 & 2012 NH Primaries	26%	12%	4%	1%	46%	11%	279
Voted in 2008 or 2012 NH Primary	30%	10%	4%	2%	40%	14%	63
Did Not Vote in Either NH Primary	21%	26%	1%	2%	33%	17%	74
Union household	26%	11%	8%	0%	46%	9%	48
Non-union	26%	14%	3%	2%	42%	13%	359
Read Union Leader	21%	17%	11%	0%	37%	15%	66
Read Boston Globe	33%	13%	4%	0%	42%	8%	76
Read Local Newspapers	24%	11%	4%	1%	49%	10%	149
Watch WMUR	31%	12%	4%	2%	42%	9%	217
Listen to NHPR	24%	11%	3%	2%	50%	10%	205
18 to 34	21%	21%	2%	1%	40%	16%	112
35 to 49	23%	14%	5%	3%	41%	14%	89
50 to 64	24%	13%	4%	1%	48%	10%	117
65 and over	39%	7%	5%	1%	39%	9%	83
Male	24%	19%	2%	2%	39%	14%	177
Female	27%	11%	5%	1%	45%	12%	239
High school or less	30%	21%	3%	0%	25%	20%	63
Some college	25%	17%	4%	2%	42%	11%	74
College graduate	25%	13%	4%	1%	42%	15%	172
Post-graduate	25%	10%	3%	3%	54%	6%	106
Attend services 1 or more a week	28%	8%	7%	1%	39%	16%	63
1-2 times a month	34%	17%	0%	0%	48%	0%	25
Less often	26%	14%	7%	0%	42%	12%	117
Never	24%	16%	1%	3%	43%	14%	202
North Country	33%	15%	2%	5%	37%	9%	46
Central / Lakes	9%	19%	2%	0%	55%	15%	73
Connecticut Valley	24%	14%	2%	2%	48%	10%	64
Mass Border	29%	9%	3%	0%	37%	21%	86
Seacoast	31%	14%	4%	3%	40%	9%	88
Manchester Area	29%	17%	7%	0%	37%	10%	58
First Cong. Dist.	29%	14%	6%	2%	39%	11%	225
Second Cong. Dist.	22%	15%	1%	1%	47%	15%	190

**Who has the Personal Characteristics and Qualities a President Should Have?  
(Likely 2016 DEM Primary Voters)**

	<u>Bernie Sanders</u>	<u>Hillary Clinton</u>	<u>Martin O'Malley</u>	<u>Someone Else</u>	<u>Undecided</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>58%</b>	<b>33%</b>	<b>1%</b>	<b>1%</b>	<b>6%</b>	<b>416</b>
Registered Democrat	52%	41%	1%	1%	5%	216
Registered Undeclared	64%	26%	1%	1%	8%	199
Democrat	57%	35%	1%	1%	6%	363
Independent	61%	27%	2%	0%	9%	33
Republican	72%	20%	0%	8%	0%	18
Liberal	63%	31%	0%	1%	4%	199
Moderate	55%	35%	2%	1%	7%	170
Conservative	50%	42%	0%	0%	8%	22
Clinton Supporter	10%	84%	0%	1%	5%	134
O'Malley Supporter	0%	25%	46%	29%	0%	5
Sanders Supporter	87%	7%	0%	1%	5%	250
Undecided	34%	24%	7%	4%	31%	23
Voted in 2008 & 2012 NH Primaries	53%	38%	1%	2%	6%	280
Voted in 2008 or 2012 NH Primary	60%	35%	0%	0%	6%	63
Did Not Vote in Either NH Primary	77%	13%	2%	0%	8%	72
Union household	55%	35%	1%	5%	4%	48
Non-union	58%	34%	1%	1%	6%	359
Read Union Leader	63%	32%	0%	2%	3%	68
Read Boston Globe	60%	34%	2%	1%	3%	77
Read Local Newspapers	52%	40%	1%	1%	6%	151
Watch WMUR	53%	37%	2%	1%	7%	217
Listen to NHPR	55%	37%	2%	1%	5%	205
18 to 34	77%	17%	0%	1%	4%	113
35 to 49	58%	32%	0%	2%	8%	88
50 to 64	45%	45%	2%	1%	7%	118
65 and over	47%	42%	2%	2%	6%	83
Male	71%	23%	1%	0%	5%	177
Female	48%	41%	1%	2%	8%	239
High school or less	52%	35%	0%	0%	13%	63
Some college	67%	26%	1%	0%	5%	75
College graduate	59%	33%	1%	2%	5%	171
Post-graduate	53%	38%	1%	2%	6%	107
Attend services 1 or more a week	48%	40%	1%	4%	6%	62
1-2 times a month	69%	28%	0%	3%	0%	27
Less often	56%	38%	2%	0%	4%	117
Never	61%	29%	1%	1%	9%	202
North Country	76%	17%	0%	2%	6%	48
Central / Lakes	60%	25%	2%	3%	10%	73
Connecticut Valley	61%	26%	2%	3%	8%	64
Mass Border	48%	45%	1%	0%	6%	85
Seacoast	55%	41%	1%	0%	4%	87
Manchester Area	55%	38%	0%	0%	7%	58
First Cong. Dist.	56%	37%	1%	1%	5%	224
Second Cong. Dist.	59%	30%	1%	2%	8%	192

**Who can Best Handle the Economy?  
(Likely 2016 DEM Primary Voters)**

	<b><u>Bernie Sanders</u></b> 57%	<b><u>Hillary Clinton</u></b> 33%	<b><u>Martin O'Malley</u></b> 1%	<b><u>Someone Else</u></b> 1%	<b><u>Undecided</u></b> 8%	<b><u>(N=)</u></b> 419
<b>LIKELY NH DEM PRIMARY VOTERS</b>						
Registered Democrat	48%	41%	2%	1%	8%	217
Registered Undeclared	67%	25%	0%	0%	7%	202
Democrat	58%	34%	1%	0%	7%	366
Independent	61%	24%	3%	0%	12%	33
Republican	48%	28%	0%	13%	11%	18
Liberal	66%	28%	0%	0%	6%	200
Moderate	51%	37%	2%	1%	9%	171
Conservative	46%	37%	0%	8%	9%	23
Clinton Supporter	12%	82%	0%	0%	6%	136
O'Malley Supporter	14%	15%	42%	29%	0%	5
Sanders Supporter	87%	7%	1%	0%	5%	250
Undecided	30%	30%	3%	0%	36%	24
Voted in 2008 & 2012 NH Primaries	51%	38%	2%	1%	9%	282
Voted in 2008 or 2012 NH Primary	68%	28%	0%	0%	4%	64
Did Not Vote in Either NH Primary	73%	18%	0%	1%	8%	72
Union household	66%	24%	2%	0%	8%	48
Non-union	56%	35%	1%	1%	7%	363
Read Union Leader	52%	38%	3%	3%	3%	68
Read Boston Globe	62%	28%	4%	0%	6%	78
Read Local Newspapers	46%	43%	2%	1%	8%	151
Watch WMUR	52%	39%	1%	1%	7%	219
Listen to NHPR	54%	36%	2%	1%	7%	207
18 to 34	74%	19%	1%	0%	6%	113
35 to 49	54%	33%	1%	3%	8%	89
50 to 64	52%	40%	0%	0%	8%	119
65 and over	45%	44%	3%	0%	8%	83
Male	66%	27%	1%	1%	5%	178
Female	51%	37%	2%	1%	9%	241
High school or less	57%	33%	0%	2%	9%	64
Some college	58%	31%	2%	1%	8%	76
College graduate	62%	30%	0%	1%	7%	172
Post-graduate	51%	39%	3%	0%	7%	107
Attend services 1 or more a week	48%	36%	5%	2%	9%	62
1-2 times a month	61%	39%	0%	0%	0%	27
Less often	54%	38%	1%	1%	6%	118
Never	62%	28%	1%	0%	9%	204
North Country	63%	18%	2%	0%	17%	49
Central / Lakes	51%	30%	2%	3%	14%	73
Connecticut Valley	64%	28%	2%	0%	5%	64
Mass Border	52%	43%	0%	0%	5%	86
Seacoast	58%	33%	2%	1%	6%	88
Manchester Area	61%	39%	0%	0%	0%	58
First Cong. Dist.	56%	35%	2%	1%	6%	227
Second Cong. Dist.	59%	31%	1%	0%	9%	192

**Who can Best Handle ISIS?  
(Likely 2016 DEM Primary Voters)**

	<b>Hillary <u>Clinton</u></b>	<b>Bernie <u>Sanders</u></b>	<b>Martin <u>O'Malley</u></b>	<b>Someone <u>Else</u></b>	<b><u>Undecided</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>55%</b>	<b>26%</b>	<b>1%</b>	<b>2%</b>	<b>16%</b>	<b>417</b>
Registered Democrat	61%	22%	2%	2%	14%	216
Registered Undeclared	48%	31%	1%	2%	18%	201
Democrat	58%	26%	1%	2%	14%	365
Independent	36%	33%	7%	0%	25%	33
Republican	31%	17%	8%	12%	31%	16
Liberal	53%	30%	0%	1%	15%	199
Moderate	58%	25%	2%	2%	13%	169
Conservative	51%	17%	6%	3%	22%	23
Clinton Supporter	89%	1%	0%	1%	9%	137
O'Malley Supporter	14%	0%	42%	44%	0%	5
Sanders Supporter	36%	43%	2%	2%	18%	248
Undecided	64%	5%	0%	0%	30%	23
Voted in 2008 & 2012 NH Primaries	60%	25%	2%	2%	12%	281
Voted in 2008 or 2012 NH Primary	50%	29%	0%	2%	20%	64
Did Not Vote in Either NH Primary	39%	31%	2%	1%	27%	71
Union household	58%	15%	4%	4%	18%	48
Non-union	55%	28%	1%	2%	14%	360
Read Union Leader	49%	28%	2%	3%	18%	68
Read Boston Globe	52%	26%	4%	5%	14%	78
Read Local Newspapers	57%	25%	2%	2%	14%	151
Watch WMUR	59%	24%	2%	2%	12%	217
Listen to NHPR	63%	23%	2%	2%	10%	208
18 to 34	46%	31%	1%	1%	20%	110
35 to 49	48%	28%	1%	2%	20%	91
50 to 64	66%	22%	1%	2%	10%	119
65 and over	62%	22%	3%	3%	10%	82
Male	47%	36%	1%	1%	15%	176
Female	60%	19%	2%	2%	16%	240
High school or less	55%	24%	0%	2%	19%	64
Some college	47%	29%	3%	2%	19%	75
College graduate	52%	29%	1%	1%	17%	171
Post-graduate	64%	23%	3%	3%	8%	107
Attend services 1 or more a week	51%	23%	7%	5%	14%	62
1-2 times a month	60%	34%	0%	0%	6%	27
Less often	59%	23%	0%	1%	16%	117
Never	52%	29%	1%	1%	17%	203
North Country	51%	33%	2%	0%	14%	49
Central / Lakes	55%	23%	4%	3%	16%	72
Connecticut Valley	51%	30%	2%	2%	15%	64
Mass Border	61%	24%	0%	3%	13%	85
Seacoast	52%	29%	2%	2%	15%	88
Manchester Area	57%	21%	0%	0%	22%	58
First Cong. Dist.	56%	26%	1%	2%	15%	227
Second Cong. Dist.	53%	27%	2%	1%	17%	190



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

	<b>Hillary <u>Clinton</u></b>	<b>Martin <u>O'Malley</u></b>	<b>Bernie <u>Sanders</u></b>	<b>Someone <u>Else</u></b>	<b><u>Undecided</u></b>	<b><u>(N=)</u></b>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>55%</b>	<b>5%</b>	<b>2%</b>	<b>2%</b>	<b>36%</b>	<b>394</b>
Registered Democrat	52%	5%	2%	3%	39%	201
Registered Undeclared	59%	5%	2%	2%	32%	193
Democrat	54%	5%	2%	2%	37%	342
Independent	58%	6%	6%	0%	30%	33
Republican	80%	0%	0%	0%	20%	18
Liberal	55%	7%	2%	3%	33%	188
Moderate	60%	3%	2%	2%	33%	161
Conservative	47%	0%	2%	0%	51%	22
Clinton Supporter	24%	9%	5%	4%	58%	122
O'Malley Supporter	71%	0%	0%	0%	29%	4
Sanders Supporter	74%	3%	1%	2%	21%	242
Undecided	22%	0%	0%	0%	78%	22
Voted in 2008 & 2012 NH Primaries	51%	5%	3%	3%	39%	262
Voted in 2008 or 2012 NH Primary	64%	2%	1%	1%	32%	60
Did Not Vote in Either NH Primary	63%	6%	0%	1%	30%	72
Union household	58%	0%	3%	0%	39%	43
Non-union	55%	5%	2%	2%	35%	343
Read Union Leader	58%	4%	5%	0%	32%	65
Read Boston Globe	55%	3%	2%	5%	36%	74
Read Local Newspapers	48%	4%	2%	3%	43%	142
Watch WMUR	46%	5%	1%	3%	45%	204
Listen to NHPR	55%	6%	1%	2%	37%	193
18 to 34	70%	6%	1%	0%	23%	111
35 to 49	60%	4%	3%	3%	30%	86
50 to 64	45%	3%	3%	4%	45%	108
65 and over	41%	5%	1%	2%	51%	74
Male	68%	5%	1%	3%	23%	169
Female	46%	4%	2%	2%	46%	225
High school or less	48%	9%	3%	3%	37%	62
Some college	61%	5%	0%	5%	29%	70
College graduate	59%	4%	1%	0%	35%	164
Post-graduate	51%	2%	4%	3%	41%	97
Attend services 1 or more a week	48%	2%	6%	4%	41%	60
1-2 times a month	53%	18%	0%	0%	29%	25
Less often	54%	5%	1%	3%	37%	112
Never	59%	4%	1%	1%	35%	191
North Country	57%	6%	1%	0%	36%	46
Central / Lakes	65%	3%	4%	3%	25%	67
Connecticut Valley	58%	3%	5%	0%	33%	63
Mass Border	47%	5%	0%	3%	46%	81
Seacoast	57%	7%	0%	5%	31%	83
Manchester Area	50%	4%	2%	0%	44%	54
First Cong. Dist.	52%	6%	1%	3%	38%	211
Second Cong. Dist.	59%	3%	3%	1%	34%	183

**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>Educ- ation</u>	<u>Income equality</u>	<u>Social Issues</u>	<u>Gun Control</u>	<u>Camp Finance</u>	<u>Immi- gration</u>	<u>Other/ DK</u>	<u>(N=)</u>
<b>LIKELY NH DEM PRIMARY VOTERS</b>	<b>26%</b>	<b>10%</b>	<b>13%</b>	<b>7%</b>	<b>3%</b>	<b>10%</b>	<b>4%</b>	<b>4%</b>	<b>3%</b>	<b>1%</b>	<b>18%</b>	<b>408</b>
Registered Democrat	25%	9%	15%	7%	2%	9%	3%	6%	4%	2%	16%	210
Registered Undeclared	27%	11%	12%	8%	4%	10%	5%	2%	2%	0%	19%	198
Democrat	26%	11%	13%	7%	3%	11%	4%	4%	3%	1%	18%	357
Independent	28%	8%	9%	13%	5%	6%	4%	7%	2%	5%	13%	33
Republican	22%	7%	32%	0%	7%	0%	0%	0%	0%	8%	23%	17
Liberal	23%	11%	10%	10%	2%	12%	5%	6%	4%	0%	16%	199
Moderate	32%	6%	17%	6%	5%	9%	3%	2%	3%	2%	16%	164
Conservative	18%	19%	26%	0%	0%	0%	0%	0%	0%	0%	38%	22
Clinton Supporter	28%	16%	22%	5%	1%	3%	3%	5%	1%	1%	16%	133
O'Malley Supporter	15%	0%	0%	0%	0%	0%	0%	25%	14%	0%	47%	5
Sanders Supporter	26%	8%	9%	7%	4%	14%	5%	4%	4%	2%	17%	246
Undecided	26%	6%	7%	20%	10%	8%	0%	0%	0%	0%	23%	21
Voted in 2008 & 2012 NH Primaries	30%	10%	12%	7%	2%	10%	3%	4%	4%	1%	16%	272
Voted in 2008 or 2012 NH Primary	15%	8%	18%	8%	5%	11%	4%	3%	0%	0%	28%	62
Did Not Vote in Either NH Primary	19%	13%	12%	6%	5%	8%	9%	4%	3%	5%	15%	74
Union household	24%	18%	9%	8%	4%	12%	0%	6%	2%	0%	17%	47
Non-union	26%	9%	14%	7%	3%	10%	4%	4%	3%	1%	18%	353
Read Union Leader	27%	6%	17%	0%	5%	4%	3%	6%	4%	2%	25%	66
Read Boston Globe	28%	9%	16%	5%	5%	11%	2%	10%	5%	0%	11%	76
Read Local Newspapers	28%	10%	18%	6%	3%	7%	3%	7%	4%	0%	15%	144
Watch WMUR	30%	9%	16%	7%	4%	6%	3%	3%	3%	2%	17%	213
Listen to NHPR	27%	7%	14%	11%	2%	11%	3%	5%	4%	0%	17%	201
18 to 34	25%	10%	5%	8%	8%	8%	8%	3%	5%	3%	17%	111
35 to 49	20%	16%	12%	5%	0%	13%	5%	6%	1%	0%	22%	89
50 to 64	31%	6%	18%	10%	3%	9%	2%	3%	4%	1%	13%	117
65 and over	29%	10%	20%	3%	2%	8%	2%	5%	1%	2%	18%	79
Male	29%	9%	8%	6%	1%	14%	4%	4%	4%	3%	19%	174
Female	24%	11%	17%	8%	5%	7%	5%	4%	3%	0%	17%	234
High school or less	28%	18%	9%	5%	4%	7%	8%	2%	0%	0%	21%	61
Some college	23%	13%	14%	0%	5%	5%	7%	6%	1%	3%	24%	73
College graduate	28%	6%	11%	10%	4%	12%	2%	3%	5%	2%	17%	170
Post-graduate	25%	11%	19%	9%	1%	11%	4%	6%	3%	0%	12%	103
Attend services 1 or more a week	21%	13%	7%	6%	6%	5%	2%	7%	2%	4%	27%	59
1-2 times a month	20%	2%	23%	5%	0%	9%	8%	6%	0%	3%	25%	27
Less often	27%	11%	16%	7%	7%	13%	2%	3%	1%	2%	11%	116
Never	29%	10%	12%	8%	1%	9%	6%	4%	5%	0%	17%	200
North Country	25%	10%	12%	5%	0%	5%	6%	9%	2%	0%	25%	47
Central / Lakes	20%	8%	10%	5%	5%	15%	11%	6%	5%	0%	16%	68
Connecticut Valley	26%	8%	11%	6%	4%	19%	0%	2%	5%	0%	19%	64
Mass Border	33%	9%	13%	11%	2%	12%	1%	4%	0%	3%	13%	85
Seacoast	21%	16%	20%	6%	2%	3%	5%	4%	3%	3%	16%	86
Manchester Area	33%	7%	11%	10%	7%	4%	3%	0%	5%	0%	21%	58
First Cong. Dist.	28%	12%	14%	8%	3%	6%	5%	4%	3%	1%	15%	220
Second Cong. Dist.	23%	8%	12%	6%	4%	13%	3%	5%	3%	1%	21%	188