

# THE CNN / WMUR NEW HAMPSHIRE PRIMARY POLL



University of  
New Hampshire

February 8, 2016

## TRUMP LIKELY TO WIN NEW HAMPSHIRE PRIMARY

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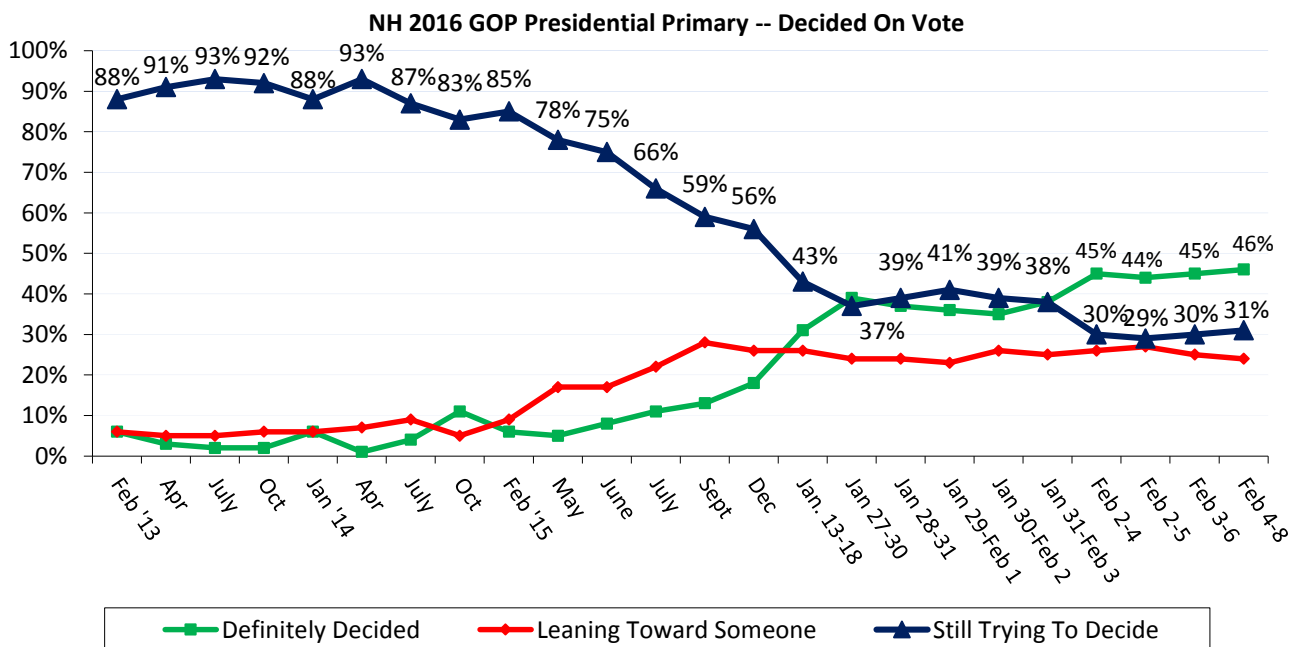
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DURHAM, NH – On the eve of the New Hampshire Primary, Donald Trump still holds the lead and most Republican voters think he will win the primary. Behind Trump, the race for second place is tightly packed between Marco Rubio, Ted Cruz, John Kasich and Jeb Bush, and any of these candidates could plausibly finish in second. However a majority of New Hampshire Republican Primary voters say they have not definitely decided who they will support.

These findings are based on the latest **CNN/WMUR New Hampshire Primary Poll**,\* conducted by the University of New Hampshire Survey Center. Eight hundred and eighty-seven (887) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 4 and February 8, 2016. The margin of sampling error is +/- 3.3 percent for the entire sample. Included were three hundred and sixty-two (362) likely 2016 Republican Primary voters (MSE = +/-5.2 percentage points), and three hundred and sixty-three (363) likely 2016 Democratic Primary voters (MSE = +/-5.1 percentage points).

### NH Republicans Still Undecided

New Hampshire primary voters usually decide who they will vote for in the last weeks, or days of the campaign and on the eve of the election, a majority of likely Republican primary voters have not yet made up their minds about who they will vote for. Currently, only 46% of likely Republican Primary voters say they have definitely decided who they will support, 24% are leaning toward a candidate, and 31% are still trying to decide.



\* 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.

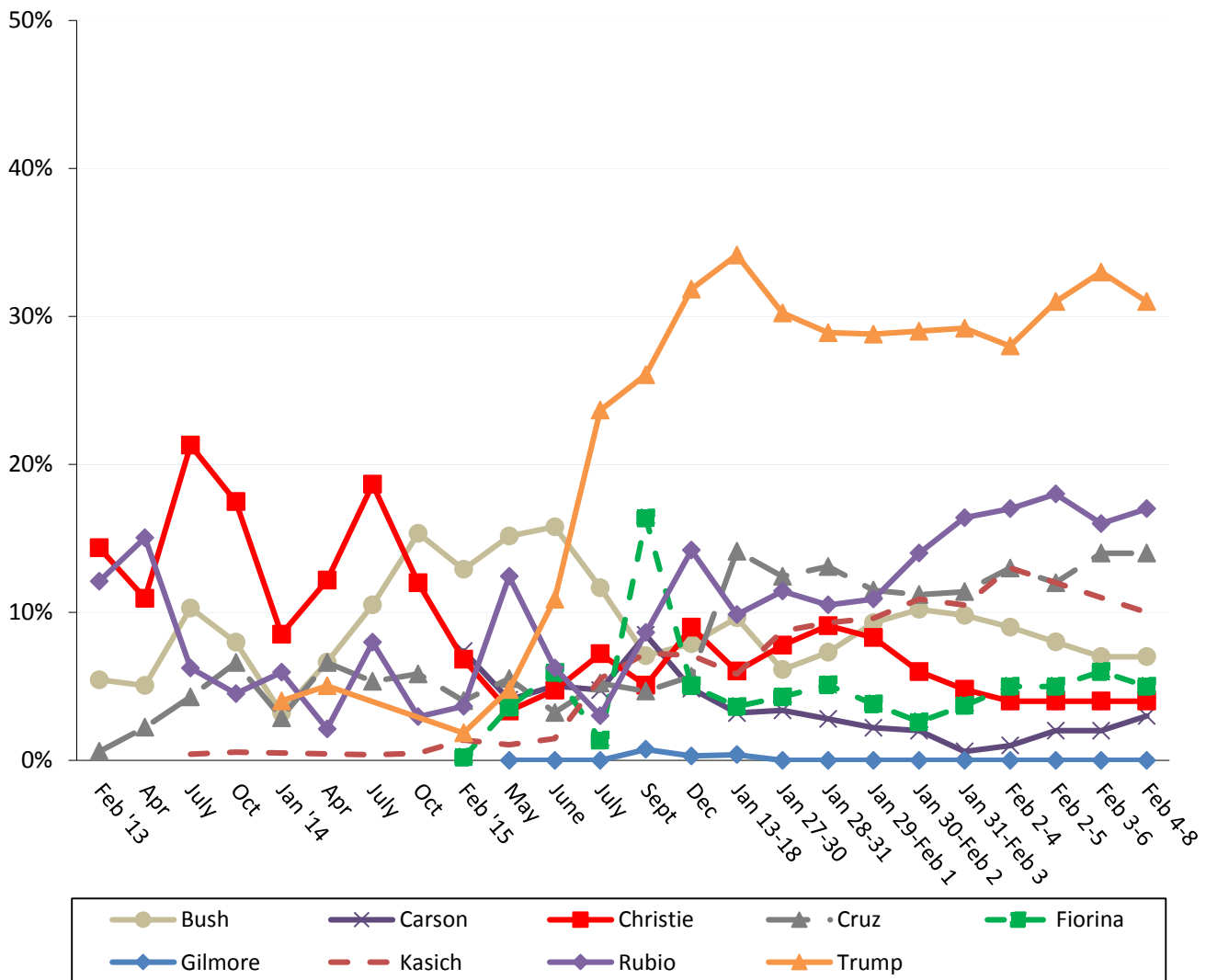
The Republican electorate is more interested in the 2016 primary than it was at a similar point in the 2008 cycle, the last time both parties had contested primaries. Currently, 56% of likely Republican primary voters say they are extremely interested in the election, 35% are very interested, and 8% are only somewhat interested or not very interested. By comparison, at this point in the 2008 election cycle, only 42% of likely Republican primary voters said they were extremely interested in the primary, 47% were very interested, and 11% were only somewhat interested or not very interested. Currently, 46% of undeclared voters who can vote in either primary, say they will vote in the Republican primary and 47% say they will vote in the Democratic primary.

### 2016 NH Republican Primary

Donald Trump continues to top the field in New Hampshire, getting the support of 31% of likely Republican primary voters. Trump is followed by Marco Rubio (17%), Ted Cruz (14%), John Kasich (10%), Jeb Bush (7%), Carly Fiorina (5%), Chris Christie (4%), and Ben Carson (3%). All other potential candidates receive less than 1% support, and 7% say they are undecided.

Trump (42%) and Cruz (28%) continue to be the leading candidates among primary voters who regularly listen to conservative talk radio. Trump (36%) and Rubio (25%) are the top choices among primary voters who regularly read the Union Leader. Trump also has the support of 42% of likely primary voters who say they have definitely decided who they are voting for on primary day.

### NH 2016 GOP Presidential Primary -- Who Support If Vote Held Today?

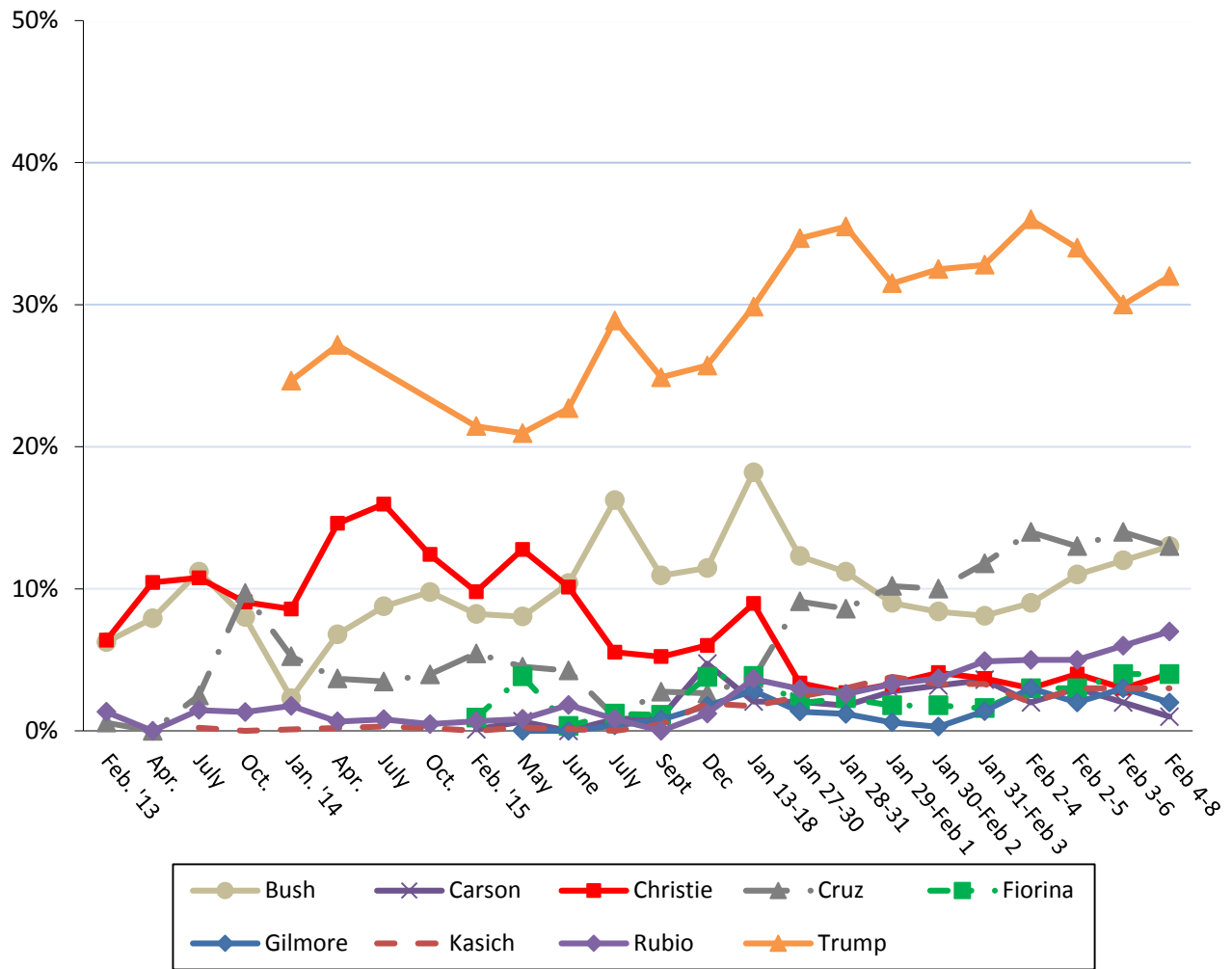


### Most Unpopular Republican Candidate

Despite leading the New Hampshire field, Trump remains the candidate New Hampshire Republicans are least likely to vote for. When asked which candidate they would NOT vote for under any circumstance, 32% of likely Republican Primary voters say they would not vote for Trump, 13% would not vote for Cruz, 13% would not vote for Bush, 7% would not vote for Rubio, 4% would not vote for Christie, 4% would not vote for Fiorina, 3% would not vote for Kasich, 2% would not vote for Gilmore, 1% would not vote for Carson, 13% think all the prospective candidates are acceptable, and 8% are unsure.

Voters who frequently attend religious services (46%) and voters with a post-graduate education (46%) are most likely to say they wouldn't vote for Trump under any circumstances and conservative talk radio listeners (29%) are most likely to say they wouldn't vote for Bush under any circumstances.

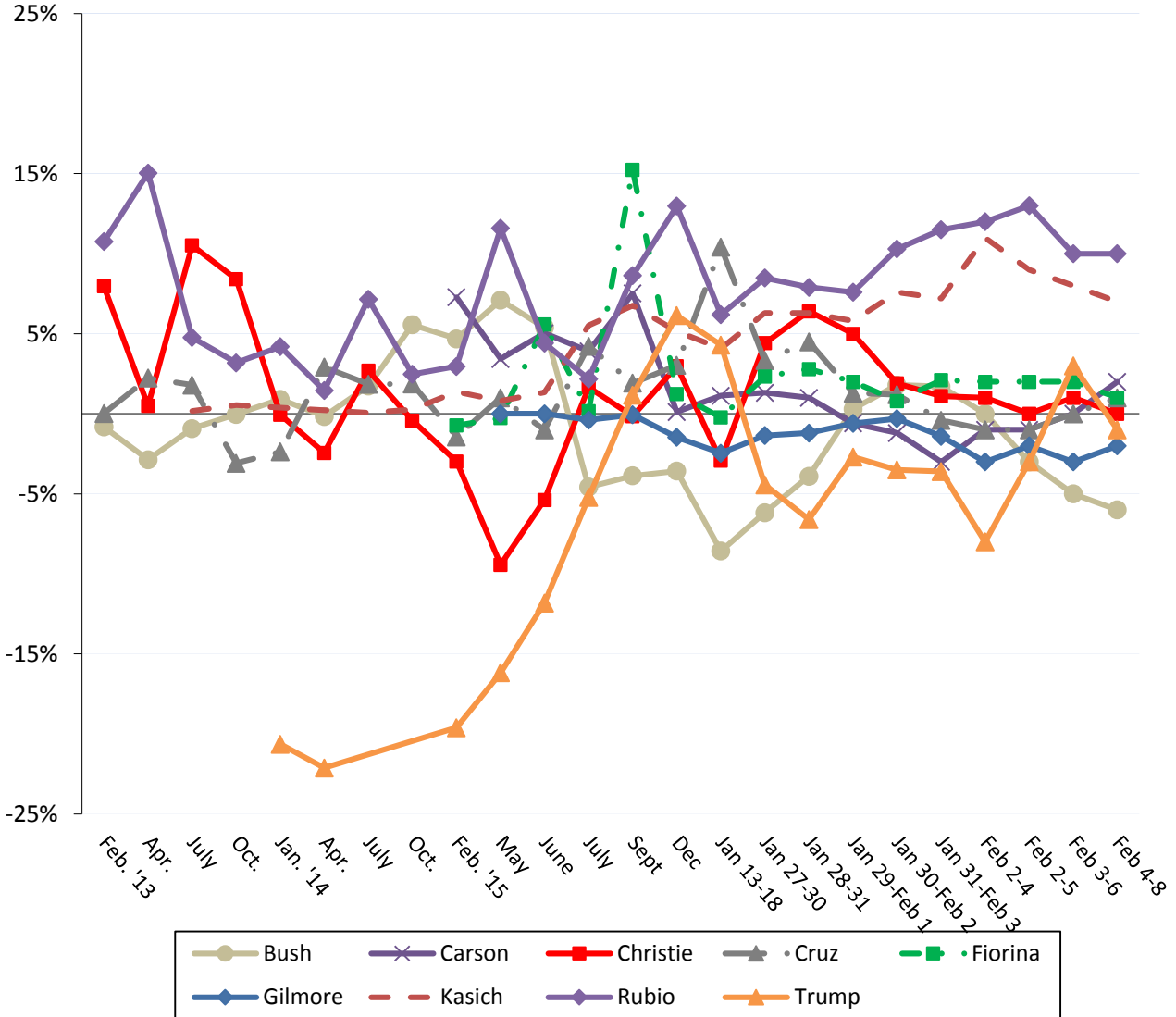
NH 2016 GOP Presidential Primary -- Would Not Vote For



## Republican Net Electability

Rubio tops the field in net electability (the percentage who support a candidate minus the percent who would not vote for that candidate) with +10%, while Kasich at (+7%), Carson (+2%), Fiorina (+1%) and Cruz (+1%) also have positive net electability scores. Christie (0%), Trump (-1%), Gilmore (-2%), and Bush (-6%) have neutral or negative net electability scores.

**NH 2016 GOP Presidential Primary -- Net Electability Scores**





### 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. Eight hundred and eighty-seven (887) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 4 and February 8, 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 +/- 3.3 percent for the entire sample. Included were three hundred and sixty-two (362) likely 2016 Republican Primary voters (MSE = +/-5.2 percentage points), and three hundred and sixty-three (363) likely 2016 Democratic Primary voters (MSE = +/-5.1 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, February 4-8, 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>434</b>	<b>49%</b>	North Country	<b>75</b>	<b>9%</b>
Female	<b>453</b>	<b>51%</b>	Central/Lakes	<b>145</b>	<b>16%</b>
			Connecticut Valley	<b>125</b>	<b>14%</b>
			Mass Border	<b>262</b>	<b>30%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>139</b>	<b>16%</b>
18 to 34	<b>225</b>	<b>27%</b>	Manchester Area	<b>140</b>	<b>16%</b>
35 to 49	<b>211</b>	<b>25%</b>			
50 to 64	<b>262</b>	<b>31%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>152</b>	<b>18%</b>	Democrat	<b>224</b>	<b>25%</b>
			Undeclared & Not Reg.	<b>441</b>	<b>50%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>216</b>	<b>24%</b>
High School or Less	<b>120</b>	<b>16%</b>			
Some College	<b>182</b>	<b>25%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>285</b>	<b>38%</b>	Democrat	<b>332</b>	<b>45%</b>
Post-Graduate	<b>158</b>	<b>21%</b>	Independent	<b>104</b>	<b>14%</b>
			Republican	<b>305</b>	<b>41%</b>

**New Hampshire Primary Poll, February 4-8, 2016 Likely Republican Primary Voter Demographics**

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	195	54%	North Country	34	10%
Female	167	46%	Central/Lakes	60	17%
			Connecticut Valley	38	10%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	121	34%
18 to 34	68	20%	Seacoast	53	15%
35 to 49	85	25%	Manchester Area	55	15%
50 to 64	132	38%			
65 and Over	61	18%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	0	0%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared & Not Reg.	155	43%
High School or Less	60	17%	Republican	207	57%
Some College	84	24%			
College Graduate	152	43%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	60	17%	Democrat	31	9%
			Independent	41	11%
			Republican	285	80%

**Decided Who to Vote for in 2016 GOP Primary?**  
(Likely NH GOP 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>Feb 4-8 '16</b>	<b>46%</b>	<b>24%</b>	<b>31%</b>	<b>(362)</b>
Feb 3-6 '16	45%	25%	30%	(362)
Feb 2-5 '16	44%	27%	29%	(370)
Feb 2-4 '16	45%	26%	30%	(287)
Jan 31-Feb 3 '16	38%	25%	38%	(390)
Jan 30-Feb 2 '16	35%	26%	39%	(378)
Jan 29-Feb 1 '16	36%	23%	41%	(362)
Jan 28-31 '16	37%	24%	39%	(359)
Jan 27-30 '16	39%	24%	37%	(409)
Jan 13-18 '16	31%	26%	43%	(412)
Dec '15	18%	26%	56%	(403)
Sept '15	13%	28%	59%	(343)
July '15	11%	22%	66%	(309)
June '15	8%	17%	75%	(401)
May '15	5%	17%	78%	(291)
Feb. '15	6%	9%	85%	(346)
Oct. '14	11%	5%	83%	(271)
July '14	4%	9%	87%	(247)
Apr. '14	1%	7%	83%	(182)
Jan. '14	6%	6%	88%	(245)
Oct. '13	2%	6%	92%	(220)
July '13	2%	5%	93%	(197)
Apr. '13	3%	5%	91%	(164)
Feb. '13	6%	6%	88%	(205)



## Republican Nomination in 2016 NH Primary

(Likely NH GOP Primary Voters)

"I'm going to read you the names of the candidates who are running for the Republican nomination. If the Republican primary for president were held today, which of the following would you support for the Republican nomination Jeb Bush ... Ben Carson ... Chris Christie ... Ted Cruz ... Carly Fiorina ... Jim Gilmore ... John Kasich ... Marco Rubio ... Donald Trump ... or someone else?" ROTATE CANDIDATES

	<u>2016</u>									
	Jan	Jan	Jan	Jan 29-	Jan 30-	Jan 31-	Feb	Feb	Feb	Feb
	<u>13-18</u>	<u>27-30</u>	<u>28-31</u>	<u>Feb 1</u>	<u>Feb 2</u>	<u>Feb 3</u>	<u>2-4</u>	<u>2-5</u>	<u>3-6</u>	<u>4-8</u>
<b>Donald Trump</b>	34%	30%	29%	29%	29%	29%	28%	31%	33%	<b>31%</b>
<b>Marco Rubio</b>	10%	11%	11%	11%	14%	16%	17%	18%	16%	<b>17%</b>
<b>Ted Cruz</b>	14%	12%	13%	12%	11%	11%	13%	12%	14%	<b>14%</b>
<b>John Kasich</b>	6%	9%	9%	10%	11%	11%	13%	12%	11%	<b>10%</b>
<b>Jeb Bush</b>	10%	6%	7%	9%	10%	10%	9%	8%	7%	<b>7%</b>
<b>Carly Fiorina</b>	4%	4%	5%	4%	3%	4%	5%	5%	6%	<b>5%</b>
<b>Chris Christie</b>	6%	8%	9%	9%	6%	5%	4%	4%	4%	<b>4%</b>
<b>Ben Carson</b>	3%	3%	3%	2%	2%	1%	1%	2%	2%	<b>3%</b>
<b>Jim Gilmore</b>	*	0%	0%	0%	0%	0%	0%	0%	*	*
<b>Rand Paul</b>	6%	3%	4%	4%	4%	---	---	---	---	---
<b>Mike Huckabee</b>	1%	1%	1%	1%	---	---	---	---	---	---
<b>Rick Santorum</b>	0%	0%	0%	0%	0%	---	---	---	---	---
<b>Lindsey Graham</b>	---	---	---	---	---	---	---	---	---	---
<b>George Pataki</b>	---	---	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	---	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	---	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	---	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	---	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	---	---	---	---	---	---	---	---	---	---
<b>Paul Ryan</b>	---	---	---	---	---	---	---	---	---	---
<b>Kelly Ayotte</b>	---	---	---	---	---	---	---	---	---	---
<b>Scott Brown</b>	---	---	---	---	---	---	---	---	---	---
<b>Rob Portman</b>	---	---	---	---	---	---	---	---	---	---
<b>John Huntsman</b>	---	---	---	---	---	---	---	---	---	---
<b>John Thune</b>	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	*	3%	2%	2%	*	4%	2%	2%	1%	<b>1%</b>
<b>Don't Know Yet</b>	6%	10%	7%	9%	10%	9%	8%	7%	6%	<b>7%</b>
<b>(N)</b>	(408)	(400)	(352)	(354)	(372)	(386)	(285)	(367)	(361)	<b>(362)</b>

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

	<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>	<u>Dec</u>
<b>Donald Trump</b>	---	---	---	---	4%	5%	---	---	2%	5%	11%	24%	26%	32%
<b>Ted Cruz</b>	1%	2%	4%	6%	3%	7%	5%	6%	4%	6%	3%	5%	5%	6%
<b>Marco Rubio</b>	12%	15%	6%	4%	6%	2%	8%	3%	5%	12%	6%	3%	9%	14%
<b>John Kasich</b>	---	---	*	*	---	---	*	*	1%	1%	1%	6%	7%	7%
<b>Chris Christie</b>	14%	11%	21%	16%	9%	12%	19%	12%	9%	3%	5%	7%	5%	9%
<b>Jeb Bush</b>	5%	5%	10%	8%	3%	7%	11%	15%	17%	15%	16%	12%	7%	8%
<b>Carly Fiorina</b>	---	---	---	---	---	---	---	---	*	4%	6%	1%	16%	5%
<b>Ben Carson</b>	---	---	---	---	---	---	---	---	8%	4%	5%	5%	8%	5%
<b>Rand Paul</b>	8%	15%	16%	17%	16%	15%	14%	7%	9%	10%	9%	7%	3%	2%
<b>Mike Huckabee</b>	---	---	---	---	---	---	8%	9%	9%	3%	2%	2%	*	1%
<b>Jim Gilmore</b>	---	---	---	---	---	---	---	---	---	0%	0%	0%	1%	*
<b>Rick Santorum</b>	3%	4%	4%	4%	---	1%	1%	2%	2%	2%	0%	1%	*	*
<b>Lindsey Graham</b>	---	---	---	---	---	---	---	---	---	1%	1%	1%	1%	1%
<b>George Pataki</b>	---	---	---	---	---	---	---	---	1%	2%	1%	*	*	0%
<b>Scott Walker</b>	3%	1%	2%	2%	2%	3%	3%	3%	12%	11%	8%	11%	*	---
<b>Mark Everson</b>	---	---	---	---	---	---	---	---	---	---	---	---	0%	---
<b>Bobby Jindal</b>	2%	2%	*	---	---	3%	5%	3%	1%	2%	*	2%	0%	---
<b>Rick Perry</b>	---	---	4%	1%	2%	1%	2%	2%	2%	4%	4%	2%	---	---
<b>Bob Ehrlich</b>	---	---	---	---	---	---	---	---	---	*	*	0%	---	---
<b>Peter King</b>	---	---	---	*	*	---	---	---	*	*	0%	---	---	---
<b>John Bolton</b>	---	---	---	---	---	---	---	---	1%	0%	---	---	---	---
<b>Paul Ryan</b>	11%	11%	8%	9%	6%	13%	5%	6%	---	---	---	---	---	---
<b>Kelly Ayotte</b>	10%	5%	---	---	13%	13%	---	---	---	---	---	---	---	---
<b>Scott Brown</b>	---	---	---	7%	11%	---	---	---	---	---	---	---	---	---
<b>Rob Portman</b>	0%	1%	*	*	*	*	1%	*	---	---	---	---	---	---
<b>John Huntsman</b>	8%	5%	---	---	---	---	---	---	---	---	---	---	---	---
<b>John Thune</b>	1%	*	---	---	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	2%	0%	3%	3%	6%	3%	3%	3%	1%	1%	1%	0%	*	0%
<b>Don't Know Yet</b>	20%	23%	20%	21%	18%	15%	15%	28%	15%	14%	21%	12%	11%	9%
<b>(N)</b>	(209)	(167)	(199)	(233)	(244)	(186)	(245)	(274)	(348)	(293)	(400)	(305)	(344)	(399)

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

“Which of the candidates who are running for the Republican nomination would you NOT vote for under any circumstance?”

	<u>2016</u>									
	<u>Jan 13-18</u>	<u>Jan 27-30</u>	<u>Jan 28-31</u>	<u>Jan 29-Feb 1</u>	<u>Jan 30-Feb 2</u>	<u>Jan 31-Feb 3</u>	<u>Feb 2-4</u>	<u>Feb 2-5</u>	<u>Feb 3-6</u>	<u>Feb 4-8</u>
<b>Donald Trump</b>	30%	35%	36%	31%	33%	33%	36%	34%	30%	<b>32%</b>
<b>Ted Cruz</b>	4%	9%	9%	10%	10%	12%	14%	13%	14%	<b>13%</b>
<b>Jeb Bush</b>	18%	12%	11%	9%	8%	8%	9%	11%	12%	<b>13%</b>
<b>Marco Rubio</b>	4%	3%	3%	3%	4%	5%	5%	5%	6%	<b>7%</b>
<b>Carly Fiorina</b>	4%	2%	2%	2%	2%	2%	3%	3%	4%	<b>4%</b>
<b>Chris Christie</b>	9%	3%	3%	3%	4%	4%	3%	4%	3%	<b>4%</b>
<b>John Kasich</b>	2%	2%	3%	4%	3%	3%	2%	3%	3%	<b>3%</b>
<b>Jim Gilmore</b>	3%	1%	1%	1%	*	1%	3%	2%	3%	<b>2%</b>
<b>Ben Carson</b>	2%	2%	2%	3%	3%	4%	2%	3%	2%	<b>1%</b>
<b>Rand Paul</b>	5%	4%	5%	6%	5%	---	---	---	---	---
<b>Rick Santorum</b>	1%	1%	2%	2%	2%	---	---	---	---	---
<b>Mike Huckabee</b>	2%	1%	1%	1%	---	---	---	---	---	---
<b>Lindsey Graham</b>	---	---	---	---	---	---	---	---	---	---
<b>George Pataki</b>	---	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	---	---	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	---	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	---	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	---	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	---	---	---	---	---	---	---	---	---	---
<b>Mitt Romney</b>	---	---	---	---	---	---	---	---	---	---
<b>Paul Ryan</b>	---	---	---	---	---	---	---	---	---	---
<b>Rob Portman</b>	---	---	---	---	---	---	---	---	---	---
<b>Kelly Ayotte</b>	---	---	---	---	---	---	---	---	---	---
<b>Scott Brown</b>	---	---	---	---	---	---	---	---	---	---
<b>John Huntsman</b>	---	---	---	---	---	---	---	---	---	---
<b>John Thune</b>	---	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	*	1%	1%	1%	1%	6%	2%	2%	1%	<b>1%</b>
<b>All OK</b>	10%	14%	14%	15%	15%	13%	13%	13%	13%	<b>13%</b>
<b>Don't Know</b>	6%	9%	9%	10%	9%	10%	10%	9%	9%	<b>8%</b>
<b>(N)</b>	(406)	(400)	(353)	(358)	(374)	(387)	(284)	(364)	(357)	<b>(356)</b>

	<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>	<u>Dec</u>
Donald Trump	---	---	---	---	25%	27%	---	---	21%	21%	23%	29%	25%	26%
Jeb Bush	6%	8%	11%	8%	2%	7%	9%	10%	8%	8%	10%	16%	11%	11%
Ted Cruz	1%	*	3%	8%	5%	4%	3%	4%	5%	5%	4%	1%	3%	3%
Rand Paul	6%	9%	3%	5%	3%	4%	3%	5%	5%	5%	4%	2%	10%	7%
Chris Christie	6%	11%	11%	7%	9%	15%	16%	12%	10%	13%	10%	6%	5%	6%
Marco Rubio	1%	*	2%	2%	2%	1%	1%	*	1%	1%	2%	1%	0%	1%
John Kasich	---	---	*	0%	---	---	*	*	0%	*	*	0%	*	2%
Ben Carson	---	---	---	---	---	---	---	---	*	1%	0%	1%	1%	5%
Carly Fiorina	---	---	---	---	---	---	---	---	1%	4%	*	1%	1%	4%
Rick Santorum	11%	13%	11%	6%	---	5%	7%	4%	3%	4%	2%	1%	2%	3%
Jim Gilmore	---	---	---	---	---	---	---	---	---	0%	0%	*	1%	2%
Mike Huckabee	---	---	---	---	---	---	4%	6%	3%	2%	3%	3%	8%	4%
Lindsey Graham	---	---	---	---	---	---	---	---	---	2%	1%	4%	4%	3%
George Pataki	---	---	---	---	---	---	---	---	*	4%	2%	2%	2%	2%
Mark Everson	---	---	---	---	---	---	---	---	---	---	---	---	1%	---
Bobby Jindal	2%	*	1%	---	---	*	1%	1%	1%	1%	2%	*	1%	---
Scott Walker	2%	*	0%	*	*	0%	3%	*	*	1%	2%	*	*	---
Rick Perry	---	---	5%	6%	2%	3%	7%	4%	2%	1%	1%	2%	---	---
Bob Ehrlich	---	---	---	---	---	---	---	---	---	0%	*	0%	---	---
Peter King	---	---	---	5%	1%	---	---	---	1%	0%	1%	---	---	---
John Bolton	---	---	---	---	---	---	---	---	0%	1%	---	---	---	---
Mitt Romney	---	---	---	---	---	---	---	---	5%	---	---	---	---	---
Paul Ryan	2%	*	*	1%	*	0%	1%	0%	---	---	---	---	---	---
Rob Portman	3%	1%	1%	*	*	0%	*	1%	---	---	---	---	---	---
Kelly Ayotte	6%	6%	---	---	5%	4%	---	---	---	---	---	---	---	---
Scott Brown	---	---	---	2%	5%	---	---	---	---	---	---	---	---	---
John Huntsman	4%	6%	---	---	---	---	---	---	---	---	---	---	---	---
John Thune	1%	*	---	---	---	---	---	---	---	---	---	---	---	---
Someone Else	2%	*	*	1%	*	2%	*	*	1%	*	1%	1%	0%	1%
All OK	15%	24%	25%	20%	21%	16%	23%	17%	11%	10%	13%	12%	10%	12%
Don't Know	32%	21%	25%	28%	19%	14%	21%	34%	22%	18%	19%	17%	15%	9%
(N)	(208)	(168)	(197)	(232)	(243)	(185)	(243)	(271)	(347)	(285)	(397)	(307)	(343)	(399)

**Who Will Win 2016 NH Republican Primary?**  
(Likely NH GOP Primary Voters)

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

2016

	<u>Jan 27-30</u>	<u>Jan 28-31</u>	<u>Jan 29- Feb 1</u>	<u>Jan 30- Feb 2</u>	<u>Jan 31- Feb 3</u>	<u>Feb 2-4</u>	<u>Feb 2-5</u>	<u>Feb 3-6</u>	<u>Feb 4-8</u>
<b>Donald Trump</b>	66%	69%	70%	70%	67%	63%	65%	65%	<b>64%</b>
<b>Ted Cruz</b>	6%	4%	3%	4%	6%	11%	10%	10%	<b>11%</b>
<b>Marco Rubio</b>	2%	4%	4%	5%	8%	8%	8%	9%	<b>8%</b>
<b>John Kasich</b>	1%	1%	1%	1%	1%	1%	1%	1%	<b>1%</b>
<b>Chris Christie</b>	1%	1%	1%	*	*	*	1%	1%	<b>1%</b>
<b>Jeb Bush</b>	2%	2%	2%	1%	1%	1%	1%	*	<b>1%</b>
<b>Carly Fiorina</b>	*	*	*	0%	0%	*	*	*	<b>*</b>
<b>Ben Carson</b>	1%	1%	0%	0%	0%	0%	0%	0%	<b>0%</b>
<b>Jim Gilmore</b>	0%	0%	0%	0%	0%	0%	0%	0%	<b>0%</b>
<b>Rand Paul</b>	1%	1%	1%	1%	---	---	---	---	---
<b>Mike Huckabee</b>	0%	0%	0%	---	---	---	---	---	---
<b>Rick Santorum</b>	0%	0%	0%	0%	---	---	---	---	---
<b>George Pataki</b>	---	---	---	---	---	---	---	---	---
<b>Lindsey Graham</b>	---	---	---	---	---	---	---	---	---
<b>Scott Walker</b>	---	---	---	---	---	---	---	---	---
<b>Bobby Jindal</b>	---	---	---	---	---	---	---	---	---
<b>Mark Everson</b>	---	---	---	---	---	---	---	---	---
<b>Rick Perry</b>	---	---	---	---	---	---	---	---	---
<b>Bob Ehrlich</b>	---	---	---	---	---	---	---	---	---
<b>John Bolton</b>	---	---	---	---	---	---	---	---	---
<b>Peter King</b>	---	---	---	---	---	---	---	---	---
<b>Mitt Romney</b>	---	---	---	---	---	---	---	---	---
<b>Someone Else</b>	1%	2%	2%	1%	0%	*	0%	1%	<b>1%</b>
<b>Don't Know</b>	19%	17%	17%	16%	16%	16%	15%	13%	<b>13%</b>
<b>(N)</b>	(405)	(357)	(360)	(378)	(389)	(287)	(370)	(361)	<b>(363)</b>

2015

	<u>Feb</u>	<u>May</u>	<u>July</u>	<u>Sept</u>	<u>Dec</u>
<b>Donald Trump</b>	3%	2%	25%	40%	59%
<b>Ted Cruz</b>	*	2%	2%	*	2%
<b>Marco Rubio</b>	*	7%	1%	5%	6%
<b>John Kasich</b>	0%	1%	1%	3%	1%
<b>Chris Christie</b>	4%	3%	4%	2%	6%
<b>Jeb Bush</b>	15%	24%	26%	12%	4%
<b>Carly Fiorina</b>	0%	1%	0%	8%	1%
<b>Ben Carson</b>	1%	1%	*	4%	1%
<b>Jim Gilmore</b>	---	0%	0%	0%	0%
<b>Rand Paul</b>	7%	10%	2%	1%	1%
<b>Mike Huckabee</b>	1%	*	2%	0%	*
<b>Rick Santorum</b>	1%	3%	*	1%	0%
<b>George Pataki</b>	0%	*	0%	0%	0%
<b>Lindsey Graham</b>	---	0%	0%	0%	0%
<b>Scott Walker</b>	3%	7%	8%	*	---
<b>Bobby Jindal</b>	1%	0%	1%	0%	---
<b>Mark Everson</b>	---	---	---	0%	---
<b>Rick Perry</b>	2%	2%	*	---	--
<b>Bob Ehrlich</b>	---	0%	0%	---	---
<b>John Bolton</b>	*	*	---	---	---
<b>Peter King</b>	0%	*	---	---	---
<b>Mitt Romney</b>	22%	---	---	---	---
<b>Someone Else</b>	*	0%	0%	0%	0%
<b>Don't Know</b>	40%	38%	28%	24%	20%
<b>(N)</b>	(347)	(289)	(309)	(344)	(403)

**Decided 2016 GOP Primary Vote  
(Likely 2016 GOP 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 GOP PRIMARY VOTERS</b>	<b>46%</b>	<b>24%</b>	<b>31%</b>	<b>362</b>
Registered Undeclared	40%	23%	37%	142
Registered Republican	51%	24%	25%	207
Democrat/Independent	55%	21%	24%	71
Republican	44%	24%	32%	285
Liberal/Moderate	46%	22%	32%	162
Conservative	45%	26%	29%	185
Extremely Interested	53%	23%	23%	201
Very Interested	37%	25%	37%	128
Somewhat/Not Very Interested	32%	17%	51%	32
Voted in 2008,2012 NH Primaries	48%	25%	27%	248
Voted in 2008 or 2012 NH Primary	41%	29%	30%	49
Did Not Vote in Either NH Primary	40%	13%	47%	65
Will Definitely Vote	51%	22%	27%	305
Will Vote Unless Emergency	18%	33%	49%	57
Read Union Leader	49%	21%	31%	84
Read Boston Globe	64%	13%	23%	35
Read Local Newspapers	47%	25%	28%	109
Watch WMUR	41%	27%	32%	210
Listen to NHPR	42%	24%	34%	92
Listen to Conserv. Talk Radio	48%	32%	21%	74
18 to 34	42%	21%	37%	68
35 to 49	32%	25%	43%	85
50 to 64	51%	24%	24%	132
65 and over	54%	26%	20%	61
Male	48%	24%	28%	195
Female	43%	23%	34%	167
Male, 18-34	45%	24%	31%	33
Male, 35-64	44%	25%	31%	118
Male, 65 and over	58%	26%	16%	35
Female, 18-34	39%	18%	42%	35
Female, 35-64	44%	24%	32%	99
Female, 65 and over	49%	27%	24%	27
High school or less	55%	24%	21%	60
Some college	49%	17%	34%	84
College graduate	36%	28%	36%	152
Post-graduate	53%	21%	26%	60
Attend services 1 or more/week	45%	24%	31%	93
1-2 times a month	45%	23%	33%	36
Less often	46%	28%	27%	130
Never	46%	19%	35%	96
First Cong. Dist	47%	23%	30%	177
Second Cong. Dist	45%	24%	31%	185

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

	<u>Donald Trump</u>	<u>Marco Rubio</u>	<u>Ted Cruz</u>	<u>John Kasich</u>	<u>Jeb Bush</u>	<u>Carly Fiorina</u>	<u>Chris Christie</u>	<u>Someone Else</u>	<u>Undecided</u>	<u>(N=)</u>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>31%</b>	<b>17%</b>	<b>14%</b>	<b>10%</b>	<b>7%</b>	<b>5%</b>	<b>4%</b>	<b>4%</b>	<b>7%</b>	<b>362</b>
Registered Undeclared	31%	11%	14%	14%	6%	8%	4%	1%	10%	144
Registered Republican	31%	22%	14%	8%	8%	4%	5%	4%	4%	205
Democrat/Independent	30%	5%	7%	29%	7%	7%	5%	4%	6%	70
Republican	31%	20%	15%	5%	7%	5%	4%	4%	8%	286
Liberal/Moderate	29%	15%	5%	20%	12%	3%	6%	2%	7%	160
Conservative	31%	20%	22%	2%	4%	7%	3%	6%	7%	186
Extremely Interested	29%	16%	17%	10%	6%	7%	6%	3%	5%	203
Very Interested	34%	20%	10%	12%	7%	3%	2%	5%	7%	127
Somewhat/Not Very Interested	30%	8%	13%	0%	13%	5%	5%	3%	23%	32
Voted in 2008,2012 NH Primaries	29%	19%	13%	10%	8%	6%	4%	4%	6%	247
Voted in 2008 or 2012 NH Primary	33%	14%	12%	10%	7%	3%	10%	1%	10%	49
Did Not Vote in Either NH Primary	37%	11%	18%	10%	3%	4%	0%	6%	10%	65
Definitely Decided	42%	15%	14%	14%	5%	4%	5%	2%	0%	164
Leaning Towards Someone	23%	23%	17%	9%	7%	6%	5%	6%	4%	85
Still Trying to Decide	18%	15%	13%	5%	11%	8%	4%	5%	22%	110
Will Definitely Vote	33%	19%	13%	11%	4%	5%	5%	4%	6%	305
Will Vote Unless Emergency	19%	6%	18%	6%	23%	6%	3%	5%	13%	57
Read Union Leader	36%	25%	11%	9%	7%	4%	6%	2%	1%	83
Read Boston Globe	27%	15%	10%	20%	9%	0%	10%	0%	8%	35
Read Local Newspapers	33%	20%	7%	9%	11%	6%	6%	4%	5%	108
Watch WMUR	34%	16%	11%	9%	10%	5%	5%	2%	8%	208
Listen to NHPR	22%	17%	15%	21%	7%	4%	3%	4%	7%	94
Listen to Conserv. Talk Radio	42%	13%	28%	2%	1%	6%	4%	2%	3%	74
18 to 34	30%	14%	24%	6%	7%	0%	0%	5%	14%	71
35 to 49	38%	20%	9%	8%	6%	5%	6%	4%	5%	85
50 to 64	26%	18%	15%	12%	7%	9%	4%	3%	6%	130
65 and over	32%	17%	9%	16%	10%	5%	4%	5%	3%	61
Male	31%	14%	15%	8%	7%	7%	4%	4%	9%	195
Female	30%	20%	13%	12%	8%	3%	5%	4%	6%	167
Male, 18-34	39%	9%	24%	4%	5%	0%	0%	0%	18%	36
Male, 35-64	29%	15%	15%	9%	7%	9%	3%	5%	8%	117
Male, 65 and over	32%	17%	7%	14%	10%	8%	7%	2%	2%	34
Female, 18-34	20%	19%	24%	8%	9%	0%	0%	10%	9%	35
Female, 35-64	33%	22%	10%	12%	6%	5%	8%	1%	3%	99
Female, 65 and over	31%	16%	11%	17%	10%	2%	0%	8%	5%	27
High school or less	40%	18%	20%	6%	7%	2%	0%	6%	2%	60
Some college	33%	22%	13%	6%	5%	5%	3%	3%	10%	84
College graduate	30%	14%	13%	10%	9%	9%	4%	3%	7%	149
Post-graduate	21%	16%	13%	19%	4%	2%	10%	5%	10%	63
Attend services 1 or more/week	19%	22%	20%	8%	9%	7%	1%	7%	7%	93
1-2 times a month	21%	26%	10%	14%	2%	7%	0%	4%	15%	36
Less often	35%	14%	12%	9%	6%	6%	9%	3%	6%	130
Never	38%	13%	14%	11%	8%	4%	3%	2%	8%	93
First Cong. Dist	36%	16%	13%	10%	7%	6%	3%	2%	7%	175
Second Cong. Dist	27%	18%	15%	10%	7%	5%	5%	6%	8%	187



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

	<b>Donald <u>Trump</u></b>	<b>Ted <u>Cruz</u></b>	<b>Jeb <u>Bush</u></b>	<b>Marco <u>Rubio</u></b>	<b>Chris <u>Christie</u></b>	<b>Someone <u>Else</u></b>	<b>All <u>Acceptable</u></b>	<b>Don't <u>Know</u></b>	<b>(N=)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>32%</b>	<b>13%</b>	<b>13%</b>	<b>7%</b>	<b>4%</b>	<b>11%</b>	<b>13%</b>	<b>8%</b>	<b>356</b>
Registered Undeclared	32%	16%	14%	5%	3%	9%	10%	10%	139
Registered Republican	31%	12%	12%	7%	3%	12%	17%	6%	205
Democrat/Independent	28%	17%	5%	6%	9%	11%	12%	13%	69
Republican	32%	12%	14%	7%	3%	11%	14%	6%	282
Liberal/Moderate	36%	18%	9%	6%	1%	13%	8%	9%	156
Conservative	30%	9%	14%	6%	6%	10%	18%	7%	185
Extremely Interested	36%	11%	14%	6%	4%	10%	14%	5%	197
Very Interested	27%	16%	11%	6%	5%	10%	13%	11%	127
Somewhat/Not Very Interested	21%	16%	10%	10%	6%	20%	8%	9%	32
Voted in 2008,2012 NH Primaries	33%	10%	14%	8%	2%	12%	15%	6%	243
Voted in 2008 or 2012 NH Primary	21%	25%	10%	5%	7%	10%	13%	9%	48
Did Not Vote in Either NH Primary	33%	13%	7%	4%	9%	10%	9%	14%	65
Definitely Decided	27%	14%	17%	8%	6%	8%	15%	5%	160
Leaning Towards Someone	37%	9%	9%	1%	4%	22%	15%	3%	85
Still Trying to Decide	34%	14%	9%	9%	2%	8%	10%	14%	111
Will Definitely Vote	33%	12%	13%	7%	5%	10%	15%	5%	300
Will Vote Unless Emergency	27%	17%	10%	4%	2%	14%	6%	21%	57
Read Union Leader	38%	12%	11%	6%	3%	11%	16%	3%	80
Read Boston Globe	40%	21%	7%	9%	2%	0%	7%	13%	34
Read Local Newspapers	34%	16%	8%	6%	2%	10%	11%	13%	106
Watch WMUR	27%	16%	11%	8%	4%	12%	14%	8%	206
Listen to NHPR	37%	14%	13%	8%	4%	12%	6%	6%	90
Listen to Conserv. Talk Radio	17%	10%	29%	9%	3%	14%	15%	3%	74
18 to 34	34%	14%	8%	7%	7%	12%	10%	9%	68
35 to 49	35%	10%	13%	10%	3%	11%	9%	10%	84
50 to 64	30%	15%	16%	7%	3%	11%	12%	6%	130
65 and over	34%	13%	9%	4%	5%	9%	21%	6%	59
Male	27%	11%	16%	8%	5%	12%	17%	6%	193
Female	38%	15%	9%	6%	4%	10%	9%	9%	163
Male, 18-34	15%	10%	10%	14%	5%	20%	20%	6%	33
Male, 35-64	28%	12%	18%	8%	4%	11%	14%	6%	117
Male, 65 and over	38%	11%	11%	2%	4%	4%	22%	7%	33
Female, 18-34	52%	17%	5%	0%	8%	5%	0%	12%	35
Female, 35-64	37%	14%	11%	8%	2%	11%	7%	10%	96
Female, 65 and over	30%	15%	7%	6%	5%	15%	19%	4%	26
High school or less	25%	5%	14%	10%	8%	15%	14%	9%	60
Some college	28%	15%	15%	4%	4%	13%	12%	8%	83
College graduate	31%	13%	12%	8%	4%	10%	14%	8%	147
Post-graduate	46%	17%	10%	5%	2%	7%	8%	6%	60
Attend services 1 or more/week	46%	7%	14%	4%	2%	10%	14%	3%	90
1-2 times a month	35%	10%	13%	6%	2%	3%	15%	16%	36
Less often	24%	15%	11%	8%	4%	14%	15%	9%	129
Never	28%	18%	12%	8%	8%	12%	9%	6%	94
First Cong. Dist	27%	14%	9%	10%	6%	12%	14%	8%	176
Second Cong. Dist	37%	12%	16%	3%	2%	10%	12%	8%	180

**Who will win NH Republican Primary?  
(Likely 2016 GOP Primary Voters)**

	<b>Donald <u>Trump</u></b>	<b>Ted <u>Cruz</u></b>	<b>Marco <u>Rubio</u></b>	<b>Jeb <u>Bush</u></b>	<b>John <u>Kasich</u></b>	<b>Chris <u>Christie</u></b>	<b>Someone <u>Else</u></b>	<b>Don't <u>Know</u></b>	<b>(N=)</b>
<b>LIKELY NH GOP PRIMARY VOTERS</b>	<b>64%</b>	<b>11%</b>	<b>8%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>1%</b>	<b>13%</b>	<b>363</b>
Registered Undeclared	66%	10%	4%	1%	1%	0%	1%	16%	145
Registered Republican	62%	11%	11%	1%	1%	1%	1%	11%	205
Democrat/Independent	62%	10%	3%	0%	2%	0%	3%	19%	70
Republican	65%	11%	9%	2%	1%	1%	0%	12%	287
Liberal/Moderate	64%	5%	6%	0%	2%	1%	2%	18%	161
Conservative	64%	16%	10%	2%	0%	0%	0%	7%	187
Extremely Interested	64%	12%	8%	1%	2%	1%	2%	11%	204
Very Interested	61%	10%	9%	2%	1%	0%	0%	16%	127
Somewhat/Not Very Interested	75%	3%	5%	0%	0%	0%	0%	17%	32
Voted in 2008,2012 NH Primaries	66%	10%	7%	1%	1%	1%	1%	13%	249
Voted in 2008 or 2012 NH Primary	60%	7%	13%	0%	2%	3%	0%	15%	49
Did Not Vote in Either NH Primary	58%	18%	8%	2%	1%	0%	0%	13%	65
Definitely Decided	66%	9%	8%	2%	2%	2%	0%	10%	165
Leaning Towards Someone	58%	13%	12%	0%	0%	0%	1%	16%	85
Still Trying to Decide	64%	13%	4%	1%	0%	0%	2%	16%	109
Will Definitely Vote	65%	11%	8%	1%	1%	1%	1%	11%	307
Will Vote Unless Emergency	57%	11%	5%	2%	1%	0%	0%	26%	56
Read Union Leader	67%	10%	12%	1%	1%	2%	0%	8%	84
Read Boston Globe	64%	8%	3%	4%	5%	0%	0%	15%	35
Read Local Newspapers	60%	4%	12%	1%	2%	1%	1%	20%	109
Watch WMUR	64%	8%	10%	1%	1%	1%	1%	13%	209
Listen to NHPR	60%	12%	7%	0%	2%	0%	3%	17%	95
Listen to Conserv. Talk Radio	74%	15%	4%	1%	0%	0%	0%	6%	74
18 to 34	64%	14%	7%	2%	0%	0%	0%	13%	71
35 to 49	67%	12%	10%	0%	0%	1%	2%	8%	83
50 to 64	68%	10%	6%	1%	3%	0%	1%	13%	132
65 and over	57%	8%	10%	4%	1%	1%	1%	19%	61
Male	67%	11%	9%	1%	0%	2%	0%	10%	196
Female	60%	11%	6%	2%	2%	0%	1%	17%	167
Male, 18-34	68%	14%	9%	0%	0%	0%	0%	9%	36
Male, 35-64	71%	11%	9%	0%	0%	1%	1%	8%	117
Male, 65 and over	61%	4%	9%	5%	0%	2%	0%	19%	35
Female, 18-34	59%	15%	4%	5%	0%	0%	0%	17%	35
Female, 35-64	63%	10%	6%	1%	4%	0%	2%	15%	99
Female, 65 and over	52%	12%	11%	2%	2%	0%	2%	18%	27
High school or less	58%	14%	9%	4%	0%	0%	1%	14%	60
Some college	62%	17%	9%	2%	1%	1%	0%	9%	82
College graduate	68%	9%	6%	0%	0%	0%	0%	16%	152
Post-graduate	63%	7%	9%	1%	3%	0%	3%	13%	63
Attend services 1 or more/week	52%	21%	9%	1%	1%	0%	1%	15%	92
1-2 times a month	42%	2%	16%	7%	2%	0%	5%	25%	36
Less often	71%	8%	6%	0%	1%	2%	1%	11%	129
Never	72%	9%	8%	1%	1%	0%	0%	10%	96
First Cong. Dist	67%	10%	6%	1%	1%	1%	1%	14%	176
Second Cong. Dist	61%	12%	10%	2%	1%	1%	1%	13%	187