Center for Public Opinion

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UMass Lowell/7NEW

LIKELY VOTER MODEL (Asked of all RVs)

Q3   As you know, the primary election for U.S. President will be held in New Hampshire on Tuesday, February 9th. How closely are you following news about candidates running for President—very closely, somewhat closely, just a bit, or haven't you really been following it much at all?

        51%   Very closely
        34   Somewhat closely

ALLOCATING INDEPENDENTS

All registered Republicans and Democrats were asked the trial heat questions in Q7 and Q8 on the next few pages (we use the Likely Voter Model on Page two to distinguish between RVs and LVs). However, we created an 72.584 671.416 cmB6w

DEMOCRATIC PRIMARY (N=442 LVs)

Q7   If the NEW HAMPSHIRE DEMOCRATIC PRESIDENTIAL PRIMARY was being held today would you vote for [RANDOMIZE ORDER: Hillary Clinton, Bernie Sanders, or Martin O'Malley]?

    Q7a   Do you lean more towards…[order as Q7]? [if DK/NA/REF]

DEMOCRATIC PRIMARY LV CROSS-TABS

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican[1]
Hillary Clinton	34	24	--	37	21	--
Bernie Sanders	59	70	--	58	71	--
Martin O'Malley	*	2	--	1	1	--
Undecided/Other	7	4	--	4	9	--

[1] – 10 Republican identifiers were classified as Dem LVs; insufficient data for cross-tabs

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Hillary Clinton	28	28	36	36	24	22	43
Bernie Sanders	68	64	58	61	69	73	50
Martin O'Malley	1	0	3	0	2	0	1
Undecided/Other	3	7	3	3	5	6	6

Gender		Age		Ideology
Male	Female	18-29	30	

REPUBLICAN PRIMARY (N=461 LVs)

Q8   If the NEW HAMPSHIRE REPUBLICAN PRESIDENTIAL PRIMARY was being held today would you vote for [RANDOMIZE ORDER: candidate list below]?

     Q8a   Do you lean more towards…[order as Q8]? [if DK/NA/REF]

     Q8b.   Did you vote for [RANDOMIZE ORDER: candidate list below]? [if already voted, q5=6]

LVs	RVs	
38%	38%	Donald Trump
14	12	Ted Cruz
10	10	Marco Rubio
9	8	John Kasich
9	10	Jeb Bush
5	5	Chris Christie
3	3	Ben Carson
2	3	Rand Paul
1	*	Rick Santorum
3	2	Carly Fiorina
0	*	Mike Huckabee
2	2	Other Candidate (Specify)
4	6	(VOL) Don't know/Unsure
1	1	(VOL) Refused

Time Trend (LVs only)	
2/1	**2/2**

Will you

REPUBLICAN PRIMARY LV CROSS-TABS

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal[5]	Moderate	Conservative
Donald Trump	42	32	41	54	45	36	27	--	37	38
Ted Cruz	12	16	12	9	18	16	10	--	8	18
Marco Rubio	8	12	18	13	5	10	11	--	5	13
John Kasich	9	9	0	5	5	9	16	--	16	5
Jeb Bush	5	13	6	0	12	7	11	--	12	7
Chris Christie	6	4	3	2	3	7	7	--	6	4
Ben Carson	3	3	3	2	4	2	4	--	*	4
Rand Paul	3	0	13	2	1	1	0	--	2	2
Rick Santorum	1	0	0	0	2	0	1	--	2	*
Carly Fiorina	2	4	0	7	1	3	4	--	5	2
Mike Huckabee	0	0	0	0	0	0	0	--	0	0
Undecided/Other	7	6	4	5	3	9	9	--	8	5

[5] – 18 "liberals" classified as Republican LVs; insufficient data for coss -tabs

WHO WILL WIN? & TRUST IN GOVERNMENT

Q16 Regardless of who you support, who do you think will be the next President of the United States?

[OPTIONS WERE NOT READ]

	ALL Registered Voters

Demographics and Political Variables
Weighted percentages

Party ID	RVs	LVs	Rep LVs	Dem LVs