

WBUR Poll
New Hampshire 2016 Democratic Primary
Field Dates: October 15-18, 2015
Survey of 401 Likely Voters

I'm going to read you the names of several people who are active in public affairs. After I read each one please tell me if you have a generally favorable or generally unfavorable view of the person. If you have never heard of the person or if you are undecided, please just say so. **READ FIRST NAME.** How about **READ NEXT NAME?**

REPEAT QUESTION TEXT ONLY IF NECESSARY, PROBE IF RESPONDENT SAYS "DON'T KNOW". Have you heard of **READ NAME** and are undecided about (him/her)? Or **PAUSE** have you never heard of (him/her)?

<i>Order rotated.</i>	Dates	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
Bernie Sanders	Oct 2015	70%	17%	12%	1%	<1%
	Sep 2015	64%	15%	17%	3%	0%
Hillary Clinton	Oct 2015	64%	27%	9%	0%	<1%
	Sep 2015	56%	30%	13%	<1%	<1%
Joe Biden	Oct 2015	55%	28%	16%	1%	1%
	Sep 2015	66%	19%	14%	1%	<1%
Martin O'Malley	Oct 2015	16%	26%	37%	21%	0%
	Sep 2015	14%	12%	38%	35%	1%
Jim Webb	Oct 2015	9%	30%	26%	35%	<1%
	Sep 2015	13%	11%	28%	48%	1%
Lincoln Chafee	Oct 2015	6%	42%	30%	22%	0%
	Sep 2015	14%	17%	31%	38%	<1%
Lawrence Lessig	Oct 2015	6%	14%	25%	55%	<1%

Some questions held for later release.

If the candidates in the Democratic primary were _____, for whom would you vote? *Order rotated.*

*If undecided, ask...Even though you say you are undecided -- which way are you leaning as of today?
List not read unless requested by respondent. Order rotated, if read.*

	Sep	Oct.
Initial preference, sorted (without leaners)	2015	2015
Bernie Sanders	32%	32%
Hillary Clinton	29%	35%
Joe Biden	12%	7%
Martin O'Malley	1%	1%
Jim Webb	1%	2%
Lincoln Chafee	1%	<1%
Lawrence Lessig	NA	0%
Some other candidate (not read)	3%	3%
Would not vote (not read)	2%	3%
Don't Know / Refused	20%	17%
Vote preference with leaners		
Bernie Sanders	35%	34%
Hillary Clinton	31%	38%
Joe Biden	14%	9%
Martin O'Malley	1%	1%
Jim Webb	2%	2%
Lincoln Chafee	1%	<1%
Lawrence Lessig	NA	0%
Some other candidate (not read)	4%	4%
Would not vote (not read)	2%	3%
Don't Know / Refused	10%	9%

Regardless of who you are supporting, who do you think is most likely to win the Democratic primary nationally? *List not read unless requested by respondent. Order rotated, if read.*

Bernie Sanders	13%
Hillary Clinton	60%
Joe Biden	9%
Martin O'Malley	<1%
Jim Webb	0%
Lincoln Chafee	<1%
Lawrence Lessig	0%
Some other candidate (not read)	0%
Would not vote (not read)	<1%
Don't Know / Refused	18%

Thinking of all of the candidates running in the Democratic primary, how satisfied are you with the overall Democratic field? *Order rotated top to bottom, bottom to top.*

Very satisfied	26%
Somewhat satisfied	48%
Not too satisfied	13%
Not at all satisfied	12%
Don't Know / Refused	2%

Now I would like to ask you about a few other issues.

Order of next two questions rotated.

Do you think that Hillary Clinton is honest and trustworthy, or not?

	Sep 2015	Oct 2015
Yes	51%	53%
No	40%	39%
Don't Know / Refused	9%	8%

Do you think that Bernie Sanders is honest and trustworthy, or not?

	Sep 2015	Oct 2015
Yes	78%	80%
No	10%	11%
Don't Know / Refused	12%	9%

Order of next two questions rotated.

Do you think that Hillary Clinton understands the needs of everyday people, or not?

	Sep 2015	Oct 2015
Yes	61%	61%
No	34%	36%
Don't Know / Refused	5%	4%

Do you think that Bernie Sanders understands the needs of everyday people, or not?

	Sep 2015	Oct 2015
Yes	75%	75%
No	12%	15%
Don't Know / Refused	13%	10%

Order of next two questions rotated.

Do you think that Hillary Clinton can win the general election, or not?

	Sep 2015	Oct 2015
Yes	56%	71%
No	29%	18%
Don't Know / Refused	15%	11%

Do you think that Bernie Sanders can win the general election, or not?

	Sep 2015	Oct 2015
Yes	34%	39%
No	48%	45%
Don't Know / Refused	18%	16%

Demographics

Race

White / Caucasian	94%
All others	4%
Don't Know / Refused	2%

Age

18 to 29	15%
30 to 44	27%
45 to 59	35%
60+	23%

Gender

Male	44%
Female	56%

Party Registration

Democrat	57%
Independent / Unenrolled	43%

Education

High School or less	19%
Some college, no degree	24%
College graduate (BA/BS)	31%
Advanced degree	26%
Don't Know / Refused	<1%

About the Poll

These results are based on a survey of 401 likely voters in the 2016 New Hampshire Democratic Primary. Live telephone interviews were conducted October 15-18, 2015 via both landline and cell phone using conventional registration based sampling procedures. Approximately 9 in 10 respondents are previous primary voters. The margin of sampling error for the full sample is +/- 4.9 percentage points with a 95 percent level of confidence. The poll was sponsored by WBUR, a National Public Radio station in the Boston area.