

WBUR Poll
New Hampshire 2016 Presidential Primary
Field Dates: January 16-19, 2016
Survey of 436 Likely Voters, Registered Undeclared (Independent)

Which primary are you more likely to vote in—the Democratic Primary or the Republican primary?
Or have you not yet made up your mind?

Democratic	35%
Republican	44%
Don't Know / Have not made up mind / Refused	21%
Won't vote in either → TERMINATE	

Next question asked to those who said to previous question that they have not made up their mind.

Which primary are you leaning toward voting in as of now?

Democratic	30%
Republican	30%
Don't Know / Refused	41%

Primary choice with leaners:

Democratic	41%
Republican	50%
Undecided	9%

Next question asked to those who said they are planning to vote in the Democratic primary.

Would you say you are sure you will vote in the Democratic primary, or is it possible you will change your mind and vote in the Republican primary?

Sure I will vote in Democratic primary	83%
Might change mind, vote in Republican primary	15%
Don't Know / Refused	3%

Next question asked to those who said they are planning to vote in the Republican primary.

Would you say you are sure you will vote in the Republican primary, or is it possible you will change your mind and vote in the Democratic primary?

Sure I will vote in Republican primary	87%
Might change mind, vote in Democratic primary	12%
Don't Know / Refused	1%

Primary choice certainty:

Sure Democratic	29%
Democratic, might change	6%
Undecided, Leaning Democratic	6%
Undecided	9%
Undecided, Leaning Republican	6%
Republican, might change	6%
Sure Republican	38%

Next question asked to those who have not made their mind up which primary to choose.

What are the main factors that will help you decide which primary you will vote in? *Open end, coded afterwards. Percentages may not add up to 100% as respondents could mention more than one topic.*

Concerned with specific issues	24%
Based on choice of candidates / personal qualities	20%
Undecided / Waiting to decide	14%
Watching the polls	10%
Want to vote against Trump	8%
Want to vote against Clinton	8%
Want to vote for Sanders	4%
Other	14%

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>	Favorable	Unfavorable	Heard of / Undecided	Never heard of	Refused
Bernie Sanders	59%	32%	8%	1%	0%
John Kasich	40%	34%	21%	5%	0%
Hillary Clinton	33%	59%	8%	0%	0%
Jeb Bush	32%	49%	18%	<1%	<1%
Chris Christie	31%	52%	14%	1%	1%
Marco Rubio	29%	54%	15%	2%	0%
Donald Trump	28%	65%	8%	0%	<1%
Ted Cruz	24%	62%	14%	<1%	<1%

The results on this page show the horserace if voters do what they say they will—41% of NH undeclared voters choose the Democratic primary and 50% choose the Republican primary. The 9% who are undecided on which ballot to draw are not reflected here. See next page for scenarios showing what happens if leaners and undecided voters choose each party's contest.

Let's say for a moment you decided to vote in the Democratic primary. If the candidates in the Democratic primary were **READ AND ROTATE ORDER**, for whom would you vote? *If undecided, ask...Even though you say you are undecided -- which way are you leaning as of today? List not read again unless requested by respondent. Order rotated, if read.*

Bernie Sanders	60%
Hillary Clinton	33%
Martin O'Malley	3%
Some other candidate (not read)	1%
Would not vote (not read)	1%
Don't Know / Refused	2%

Let's say for a moment you decided to vote in the Republican primary. If the candidates in the Republican primary were **READ AND ROTATE ORDER**, for whom would you vote? *If undecided, ask...Even though you say you are undecided -- which way are you leaning as of today? List not read again unless requested by respondent. Order rotated, if read.*

Donald Trump	26%
John Kasich	15%
Ted Cruz	15%
Jeb Bush	10%
Marco Rubio	7%
Rand Paul	5%
Ben Carson	5%
Carly Fiorina	4%
Chris Christie	4%
Mike Huckabee	1%
Jim Gilmore	<1%
Rick Santorum	<1%
Some other candidate (not read)	1%
Would not vote (not read)	<1%
Don't Know / Refused	5%

All respondents were asked the primary ballot question for both the Democratic and Republican side. Those who said they were voting in the Democratic primary got the Democrat questions first, and vice versa. Tables show the horserace based on including voters who said they are definitely voting in one primary, might change their mind, are leaning toward one primary, or are truly undecided.

Let's say for a moment you decided to vote in the Democratic primary. If the candidates in the Democratic primary were **READ AND ROTATE ORDER**, for whom would you vote? *If undecided, ask...Even though you say you are undecided -- which way are you leaning as of today? List not read again unless requested by respondent. Order rotated, if read.*

	Light Indy turnout on D side				Heavy Indy turnout on D side	
Bernie Sanders	59%	60%	60%	57%	59%	59%
Hillary Clinton	33%	32%	33%	32%	28%	28%
Martin O'Malley	4%	4%	3%	5%	6%	5%
Some other candidate (not read)	1%	1%	1%	1%	1%	1%
Would not vote (not read)	1%	1%	1%	1%	2%	2%
Don't Know / Refused	1%	2%	2%	4%	4%	4%
% Voting in Democratic Primary	29%	35%	41%	50%	56%	62%
% Voting in Republican Primary	71%	65%	59%	50%	44%	38%

Let's say for a moment you decided to vote in the Republican primary. If the candidates in the Republican primary were **READ AND ROTATE ORDER**, for whom would you vote? *If undecided, ask...Even though you say you are undecided -- which way are you leaning as of today? List not read again unless requested by respondent. Order rotated, if read.*

	Heavy Indy turnout on R side				Light Indy turnout on R side	
Donald Trump	20%	22%	24%	26%	26%	29%
John Kasich	19%	16%	15%	15%	15%	14%
Jeb Bush	13%	11%	11%	10%	10%	8%
Ted Cruz	12%	13%	14%	15%	14%	16%
Marco Rubio	7%	8%	7%	7%	7%	6%
Rand Paul	7%	7%	7%	5%	6%	6%
Ben Carson	4%	5%	5%	5%	5%	4%
Carly Fiorina	4%	4%	3%	4%	4%	4%
Chris Christie	4%	5%	4%	4%	5%	4%
Mike Huckabee	1%	1%	2%	1%	1%	1%
Jim Gilmore	<1%	<1%	<1%	<1%	<1%	<1%
Rick Santorum	<1%	<1%	<1%	<1%	<1%	<1%
Some other candidate (not read)	1%	1%	1%	1%	1%	1%
Would not vote (not read)	1%	1%	1%	<1%	<1%	1%
Don't Know / Refused	5%	5%	6%	5%	4%	5%
% Voting in Democratic Primary	29%	35%	41%	50%	56%	62%
% Voting in Republican Primary	71%	65%	59%	50%	44%	38%

How much of a priority should each of the following issues be for the next President? First, **READ FIRST**. Should that be a major priority, a minor priority, or not a priority? How about **READ NEXT**? **REPEAT QUESTION STEM AND SCALE ONLY AS NEEDED.**

<i>Order rotated</i>	Major priority	Minor priority	Not a priority	Don't Know / Refused
Stopping Illegal Immigration	51%	34%	13%	2%
Reducing taxes	43%	45%	10%	2%
Increasing the size of the US Military	40%	35%	21%	3%
Defeating ISIS	80%	15%	3%	1%
Addressing global warming	46%	36%	17%	1%
Addressing income inequality	51%	34%	13%	2%
Repealing Obamacare	38%	23%	35%	3%
Improving the economy	83%	16%	1%	<1%

Demographics

Party ID

Democrat	10%
Independent, Lean Democrat	30%
Independent / Other	10%
Independent, Lean Republican	38%
Republican	10%
Don't Know / Refused	3%

Race

White / Caucasian	93%
All others	3%
Don't Know / Refused	4%

Age

18 to 29	16%
30 to 44	17%
45 to 59	41%
60+	25%

Gender

Male	48%
Female	52%

Party Registration

Independent / Undeclared	100%
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Education

High School or less	19%
Some college, no degree	27%
College graduate (BA/BS)	30%
Advanced degree	23%
Don't Know / Refused	1%

About the Poll

These results are based on a survey of 436 registered undeclared (i.e. independent) voters likely to vote in the 2016 New Hampshire presidential primary. Live telephone interviews were conducted January 16-19, 2016 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 +/- 4.7 percentage points with a 95 percent level of confidence. The poll was sponsored by WBUR, a National Public Radio station in the Boston area.