



January 27, 2016

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NEW HAMPSHIRE - TRUMP COMFORTABLY AHEAD; BUSH SURGES TO SECOND, KASICH IN THIRD; SANDERS CRUISING AHEAD OF CLINTON

A new statewide New Hampshire poll reveals Donald Trump holding a significant lead over his Republican opponents with 35% of the vote. Jeb Bush surprisingly takes second with 18%, and John Kasich finishes third with 14%. The rest of the field included Marco Rubio at 9%, Ted Cruz at 8%, and Chris Christie getting 5%, despite a last-minute endorsement from the Boston Herald. Among Democratic primary voters, Sanders holds a steady lead over Clinton of 52% to 44%.

“Bush’s performance may have been helped by the heavy spending on attack ads by his Super PAC, Right to Rise USA”, notes Marion Kinosian a Junior Political Communication major. Right to Rise has spent more than \$65 million overall, including \$12 million on ads in New Hampshire alone (opensecrets.org)

Sanders is the only candidate with a positive favorability overall: (54% favorable to 40% unfavorable) among New Hampshire voters. All other candidates have high negatives among voters: Clinton (40% favorable to 55% unfavorable), Rubio at (31% to 58%), Trump at (31% to 62%), and Cruz (23% to 68%).

Troubling news for Cruz is that likely GOP New Hampshire primary voters are 37% favorable and 53% unfavorable.

Sarah Palin’s recent endorsement of Trump seems to have had an overall negative impact on voters - 55% are less likely to vote for Trump as a result of the endorsement. Only 15% said Palin’s endorsement made them more likely to vote for Trump; 30% said it would have no effect. In contrast among likely GOP voters, 24% said they are more likely to support Trump as a result of Palin’s endorsement, while 38% were less likely; 38% said it made no difference.

Former New York mayor Mike Bloomberg has been considering a third-party run for the presidency. In a general election between Sanders, Trump, and Bloomberg, Sanders comes out ahead by 11 points, securing 44%. Trump comes in second with 33% and Bloomberg finishes third with 11%. In a general election between Clinton, Trump, and Bloomberg, the race tightens with Clinton ahead by three points at 39%, Trump at 36% and Bloomberg at 12%.

Independents are playing a large role in this primary election; among them, Sanders holds a 33 point lead over Clinton at 63% to 30%. In the Republican ballot test, Trump secures 44% of the Independent vote, with Kasich garnering 15% and Bush 9%. Independents favor Sanders over Clinton. In a three-way race where Sanders is the Democratic nominee, he beats Trump 43% to 35% among Independents, while Bloomberg takes 12%. When Clinton is the nominee, Trump leads by 10 points (42% to Clinton's 32%), while Bloomberg gathers 13% of the Independent vote.

Although 44% of New Hampshire voters have met at least one of the candidates - and 19% have met 3 candidates - meeting a candidate does not appear to significantly impact how an individual plans to vote.

Caller ID

The ECPS poll was conducted from Monday, January 25 at 12 pm through Tuesday evening January 26. The polling sample was a random selection of registered voters purchased through Aristotle Inc. Likely primary voters were classified through a screening question. For non-completes with a working residential phone line, at least five callbacks were attempted. The Democratic and GOP Presidential primaries consisted of 350 and 373 adult registered likely primary voters in New Hampshire, with a margin of error of +/-5.2% and +/-5%, respectively, at a 95 percent confidence level, a total of 737 was used for the additional statewide questions at +/- 3.6%. Data was collected using an Interactive Voice Response system and weighted based on 2012 General Election voting to reflect likely voter populations in New Hampshire. The full methodology and results can be found at www.theecps.com

For further information or questions about methodology, contact Professor Spencer Kimball, ECPS polling advisor, at spencer_kimball@emerson.edu

Hello, my name is _____ and I am conducting a survey for ECPS and I would like to get your opinions about the 2016 Presidential Election. Would you like to spend just a few minutes to help us out?

1. What is your Gender

Press 1 for Male
Press 2 for Female

2. Are you currently registered as a Democrat, Republican, Independent/Other?

Press 1 for Democrat
Press 2 for Republican
Press 3 for Independent/other
Press 4 if you are not a registered voter (eliminate)

3. For whom did you vote for in the last presidential election in 2012 between Barack Obama and Mitt Romney?

Press 1 for Barack Obama
Press 2 for Mitt Romney
Press 3 for someone else
Press 4 if you did not vote

4. Thinking about the upcoming presidential primary, do you think you will vote/lean toward voting in your state's Democratic contest, Republican contest, or do you think you will skip the primary season and just vote next November?

Press 1 for Vote in Democratic primary (q5)
Press 2 for Vote in Republican primary (q6)
Press 3 for Skip Primaries. Vote in November (q8)
Press 4 for Undecided (q8)

5. If the Democratic Primary for President was held today, and the candidates were {RANDOMIZE} Bernie Sanders, Hillary Clinton, or Martin O'Malley, for whom would you vote or lean toward?

Press 1 for Bernie Sanders (q8)
Press 2 for Hillary Clinton (q8)
Press 3 for Martin O'Malley (q8)
Press 4 for Someone Else (q8)
Press 5 for Undecided (q8)
Press 6 to repeat answer choices

6. If the Republican Primary for President of the United States were held today, who would be your first choice to win the Republican nomination?
{RANDOMIZE LIST}

Press 1 for Mike Huckabee (q8)
Press 2 for Rand Paul (q8)
Press 3 for Chris Christie (q8)

Press 4 for Ted Cruz (q8)
Press 5 for Marco Rubio (q8)
Press 6 for Ben Carson (q8)
Press 7 for Donald Trump (q8)
Press 8 for Jeb Bush (q8)
Press 9 for John Kasich (q8)
Press 0 for Someone else (q7)
Press * to repeat answer choices

7. You selected other in your choice for the Republican, then from the following who would be your first choice to win the Republican nomination? {RANDOMIZE LIST}

Press 1 for Carly Fiorina
Press 2 for Rick Santorum
Press 3 for Jim Gilmore
Press 4 for Other
Press 5 for Undecided

8. Great, I am going to read you a short list of individuals and for each, please tell me if your opinion of them is generally favorable or generally unfavorable. If you are undecided or if you have never heard of someone, just tell me that.

First take Hillary Clinton. Is your opinion of Hillary Clinton generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

9. Is your opinion of Marco Rubio generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

10. Is your opinion of Donald Trump generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

11. Is your opinion of Ted Cruz generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

12. Is your opinion of Bernie Sanders generally favorable or generally unfavorable?

Press 1 for favorable
Press 2 for unfavorable
Press 3 if you are undecided
Press 4 if you've never heard of this public figure

13. Sarah Palin has recently endorsed GOP Presidential Candidate Donald Trump. Knowing this, are you more or less likely to vote for Donald Trump?

Press 1 for more likely
Press 2 for less likely
Press 3 for makes no difference
Press 4 for don't know

14. If the general election were held today and the candidates were Hillary Clinton, Donald Trump and Michael Bloomberg, who would you vote for?

Press 1 for Hillary Clinton
Press 2 for Donald Trump
Press 3 for Michael Bloomberg
Press 4 for Another candidate
Press 5 for Undecided

15. If the general election were held today and the candidates were Bernie Sanders, Donald Trump and Michael Bloomberg, who would you vote for?

Press 1 for Bernie Sanders
Press 2 for Donald Trump
Press 3 for Michael Bloomberg
Press 4 for Another candidate
Press 5 for Undecided

16. In this period leading up to the New Hampshire primary, how many presidential candidates have you met or seen in person at events in New Hampshire?

Press 1 for 1 candidate
Press 2 for 2 candidates
Press 3 for 3 or more candidates
Press 4 for none

17. What is your age category?

Press 1 for 18-34 Years
Press 2 for 35-54 Years
Press 3 for 55-74 Years
Press 4 for 75+

18. For statistical purposes only, can you please tell me what your ethnic background/ancestry is?

Press 1 for White/Caucasian
Press 2 for Black/African-American
Press 3 for American Indian / Alaska Native
Press 4 for Asian
Press 5 for Middle Eastern
Press 6 for Hispanic/Latino
Press 7 for Other
Press 8 for Don't know

19. Do you own a cell phone?

Press 1 for Yes
Press 2 for No

20. Region: (based on voter file)