FINAL GOP NH February 2016 Study

Area Code:

(N=500) n %
North/West ------------------------------- 102 20.40
Central --------------------------------- 122 24.40
Hillsborough ----------------------------- 151 30.20
Rockingham ----------------------------- 125 25.00

Hello, my name is __________ and I am conducting a survey for Suffolk University and I would like to get your opinions on some political questions. Would you be willing to spend five minutes answering some questions?

Q.1 Gender

(N=500) n %
Male ----------------------------------- 245 49.00
Female ---------------------------------- 255 51.00

Q.2. How likely are you to vote in the Republican Presidential Primary next week – very likely, somewhat likely, would you say you are 50-50, not very likely, or not at all likely?

(N=500) n %
Very Likely ------------------------------ 500 100.00

Q.3 Are you currently registered as a Democrat, Republican, Undeclared/Independent, something else or are you not registered to vote?

(N=500) n %
Democrat ------------------------------- 20 4.00
Republican ----------------------------- 308 61.60
Undeclared/Independent ---------------- 169 33.80
Other ---------------------------------- 0 0.00
Not registered ------------------------- 2 0.40
Refused ------------------------------- 1 0.20

{Q3.2, 3.3, 3.4 only}

Q.4 Just to be clear, although you are a registered <party> you intend to vote in the Republican Presidential Primary next week?

(N=189) n %
Yes ------------------------------------- 189 100.00
Q5. What is your age category?

(N=500)  
17-24 Years ---------------------------------- 24 4.80  
25-34 Years ---------------------------------- 94 18.80  
35-44 Years ---------------------------------- 97 19.40  
45-54 Years ---------------------------------- 101 20.20  
55-64 Years ---------------------------------- 72 14.40  
65-74 Years ---------------------------------- 45  9.00  
75 + Years ---------------------------------- 41  8.20  
Refused ---------------------------------- 26  5.20  

Q6. For statistical purposes only, can you please tell me what your ethnic background / ancestry is?

(N=500)  
White/Caucasian---------------------------------- 457 91.40  
Black/African-American -------------------------  7  1.40  
American Indian / Alaska Native ---------------  3  0.60  
Asian -----------------------------------------  5  1.00  
Native Hawaiian / Other Pacific Islander ------  2  0.40  
Hispanic/Latino -------------------------------  6  1.20  
Other ----------------------------------------  8  1.60  
Refused ---------------------------------- 12  2.40  

7. There are 30 Republican candidates listed on the official New Hampshire Primary ballot. 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)

(N=500)  
Jeb Bush ---------------------------------- 49  9.80  
Ben Carson ---------------------------------- 22  4.40  
Chris Christie ----------------------------  26  5.20  
Ted Cruz ----------------------------------- 33  6.60  
Carly Fiorina -------------------------------- 19  3.80  
John Kasich ---------------------------------- 65 13.00  
Marco Rubio ---------------------------------- 97 19.40  
Donald Trump ------------------------------- 144 28.80  
Other ----------------------------------  5  1.00  
Undecided ---------------------------------- 40  8.00  

{7.12 only}

8. Which “other” candidate would be your first choice?
{DO NOT LIST NAMES - ONLY USE ALPHA LIST IF THEY KNOW WHO THEY PREFER}

(N=5)  
“Andy Martin”---------------------------------- 1  20.00  
“Rand Paul”---------------------------------- 1  20.00  
“Vermin Supreme”----------------------------- 1  20.00  
“Hillary Clinton”----------------------------- 1  20.00  
“Bernie Sanders”------------------------------- 1  20.00
9. Who would be your second choice to win the Republican nomination? {REMOVE 1ST CHOICE}

(N=460)  
- Jeb Bush: 41, 8.91%  
- Ben Carson: 18, 3.91%  
- Chris Christie: 47, 10.22%  
- Ted Cruz: 67, 14.57%  
- Carly Fiorina: 24, 5.22%  
- Jim Gilmore: 1, 0.22%  
- John Kasich: 51, 11.09%  
- Rand Paul: 9, 1.96%  
- Marco Rubio: 75, 16.30%  
- Rick Santorum: 2, 0.43%  
- Donald Trump: 31, 6.74%  
- Other: 5, 1.09%  
- Undecided: 89, 19.35%

10. Thinking about your first choice, is your mind made up or is it possible you'll change your mind before the Republican primary next Tuesday?

(N=460)  
- Mind made up – firmly committed: 267, 58.04%  
- Might change mind between now and primary: 153, 33.26%  
- Undecided: 40, 8.70%

11. If Donald Trump becomes the eventual Republican nominee after all of the caucuses and primaries, would you feel enthusiastic, satisfied, dissatisfied, or upset?

(N=500)  
- Enthusiastic: 127, 25.40%  
- Satisfied: 139, 27.80%  
- Dissatisfied: 73, 14.60%  
- Upset: 135, 27.00%  
- Undecided: 26, 5.20%

12. Would you describe yourself as conservative, moderate or liberal?

(N=500)  
- Conservative: 279, 55.80%  
- Moderate: 176, 35.20%  
- Liberal: 25, 5.00%  
- Undecided: 20, 4.00%

[THANK YOU FOR YOUR TIME. HAVE A NICE DAY/EVENING.]