

## FINAL DEM NH February 2016 Study

Area Code:

(N=500)	n	%
North/West -----	120	24.00
Central -----	130	26.00
Hillsborough -----	140	28.00
Rockingham -----	110	22.00

\*\*\*\*\*  
 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?

Q1. Gender

(N=500)	n	%
Male -----	215	43.00
Female -----	285	57.00

Q2. How likely are you to vote in the Democratic 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

Q3. Are you currently registered as a Democrat, Republican, Undeclared/Independent, something else or are you not registered to vote?

(N=500)	n	%
Democrat -----	350	70.00
Republican -----	28	5.60
Undeclared/Independent -----	117	23.40
Other -----	1	0.20
Not registered -----	2	0.40
Refused -----	2	0.40

{S3.2, 3.3, 3.4 only}

Q4. Just to be clear, although you are a registered <party> you intend to vote in the Democratic Presidential Primary next week?

(N=146)	n	%
Yes -----	146	100.00

Q5. What is your age category?

(N=500)	n	%
17-24 Years -----	23	4.60
25-34 Years -----	97	19.40
35-44 Years -----	105	21.00
45-54 Years -----	102	20.40
55-64 Years -----	70	14.00
65-74 Years -----	46	9.20
75 + Years -----	45	9.00
Refused -----	12	2.40

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

(N=500)	n	%
White/Caucasian-----	456	91.20
Black/African-American-----	9	1.80
American Indian / Alaska Native-----	3	0.60
Asian-----	5	1.00
Native Hawaiian / Other Pacific Islander-----	3	0.60
Hispanic/Latino-----	9	1.80
Other-----	0	0.00
Refused-----	15	3.00

7. There are 28 Democratic candidates listed on the official New Hampshire Primary ballot. Of these, there are two major candidates {RANDOMIZE} Hillary Clinton and Bernie Sanders. At this point, who would be your first choice?

(N=500)	n	%
Hillary Clinton-----	203	40.60
Bernie Sanders-----	248	49.60
Other-----	8	1.60
Undecided-----	41	8.20

{7.4 only}

8. Which “other” candidate of the remaining 26 listed Democratic candidates would be your first choice?

{DO NOT LIST NAMES - ONLY USE ALPHA LIST IF THEY KNOW WHO THEY PREFER}

(N=8)	n	%
“Ted Cruz”-----	3	37.50
“Donald Trump”-----	3	37.50
“Joe Biden”-----	1	12.50
“Marco Rubio”-----	1	12.50

9. Is your mind made up or is it possible you'll change your mind before the Democratic primary next Tuesday?

(N=459)	n	%
Mind made up – firmly committed-----	378	82.35
Might change mind between now and primary-----	59	12.85
Undecided-----	22	4.79

10. If Hillary Clinton eventually becomes the Democratic nominee after all of the caucuses and primaries, would you feel enthusiastic, satisfied, dissatisfied, or upset?

(N=500)	n	%
Enthusiastic-----	179	35.80
Satisfied-----	160	32.00
Dissatisfied-----	64	12.80
Upset-----	66	13.20
Undecided-----	31	6.20

11. If Bernie Sanders eventually becomes the Democratic nominee after all of the caucuses and primaries, would you feel enthusiastic, satisfied, dissatisfied, or upset?

(N=500)	n	%
Enthusiastic -----	197	39.40
Satisfied -----	159	31.80
Dissatisfied -----	70	14.00
Upset -----	40	8.00
Undecided -----	34	6.80

12. I'm going to read you three words and phrases that could describe some New Hampshire Primary voters. For each, please tell me if this is a word or phrase you would use to describe yourself—just answer yes or no. {RANDOMIZE}

12a. Feminist

(N=500)	n	%
Yes -----	258	51.60
No -----	213	42.60
Undecided -----	29	5.80

12b. Socialist

(N=500)	n	%
Yes -----	155	31.00
No -----	322	64.40
Undecided -----	23	4.60

12c. Anti-Wall Street

(N=500)	n	%
Yes -----	249	49.80
No -----	210	42.00
Undecided -----	41	8.20

13. Overall, would you describe yourself as liberal, moderate or conservative?

(N=500)	n	%
Liberal -----	212	42.40
Moderate -----	217	43.40
Conservative -----	55	11.00
Undecided -----	16	3.20

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