



Bloomberg Politics - Saint Anselm College Poll
Conducted by Purple Strategies
2016 New Hampshire Presidential General & Primary Election Topline
February 2015

METHODOLOGY

Purple Insights conducted 953 telephone (landline & cell) interviews of New Hampshire likely 2016 general election voters, including oversamples of 2016 Republican and Democratic presidential primary voters, between January 31 and February 5, 2015. Respondents were randomly selected from a voter file.

Base sample:

- 503 general election voters (MoE: +/- 4.4%, at the 95% confidence level)

Base + Oversample:

- 400 Republican primary voters (MoE: +/- 4.9%, at the 95% confidence level)
- 400 Democratic primary voters (MoE: +/- 4.9%, at the 95% confidence level)

FAVORABILITY

1. I will now read you a list of people. For each one, please tell me whether you have a very favorable, somewhat favorable, somewhat unfavorable, or very unfavorable opinion of them. If you have never heard of the person, please say so. Showing Net Favorable / Net Unfavorable	General Election Voters (including primary voters)	GOP Primary Voters	DEM Primary Voters
Barack Obama	51/47	12/87	88/10
Hillary Clinton	54/42	18/77	89/9
Elizabeth Warren	40/34	18/59	64/14
Joseph Biden	46/45	14/77	80/14
Bernie Sanders	27/20	12/32	44/12
Martin O'Malley	10/10	5/12	19/8
Jim Webb	13/12	9/9	22/12
Chris Christie	40/46	59/29	23/61
Jeb Bush	35/50	61/26	14/76
Bobby Jindal	22/26	41/12	9/41
Rand Paul	40/40	63/25	19/61
Rick Perry	29/45	51/25	11/67
Donald Trump	24/66	38/53	11/84
Ted Cruz	23/33	43/16	7/52
Mike Huckabee	34/45	55/29	16/66

Ben Carson	20/13	33/7	10/20
Scott Walker	26/24	44/10	10/40
Carly Fiorina	11/13	15/11	9/16
Marco Rubio	27/29	52/14	11/41
Mike Pence	6/10	6/7	5/13
Rick Santorum	25/38	45/21	9/56
John Kasich	12/12	19/11	9/15

PRIMARY ELECTION

2. If the 2016 New Hampshire Republican presidential primary were held today and the candidates were: Chris Christie, Rand Paul, Bobby Jindal, Jeb Bush, Rick Perry, Ted Cruz, Scott Walker, Mike Huckabee, Ben Carson, Carly Fiorina, Marco Rubio, Donald Trump, Mike Pence, Rick Santorum, and John Kasich, for whom would you vote? 3. Who would be your second choice?	GOP Primary Voters		
	First Choice	Second Choice	First + Second (Combined)
Christie	10	8	18
Paul	13	6	18
Jindal	3	5	7
Bush	16	14	30
Perry	1	5	7
Cruz	3	5	9
Walker	12	6	18
Huckabee	6	5	11
Carson	6	4	10
Fiorina	1	1	2
Rubio	5	7	12
Trump	3	6	9
Pence	0	0	0
Santorum	2	3	5
Kasich	2	2	3
Someone else	1	0	--
None of the above	2	5	--
Not sure	14	19	--

4. Thinking just about Rand Paul, Scott Walker, Chris Christie, and Jeb Bush for a moment, which of these four candidates do you think...	GOP Primary Voters				
	Paul	Walker	Christie	Bush	Neither/ Not Sure
Understands people like you?	23	20	20	20	17
Has a more positive vision for the future?	23	21	14	22	19
Would be a stronger candidate against Hillary Clinton?	18	18	18	28	17
Would do a better job creating new jobs?	18	20	19	22	21
Would do a better job combatting terrorism?	17	16	13	33	21

5. If the 2016 New Hampshire Democratic presidential primary were held today and the candidates were: Hillary Clinton, Joseph Biden, Elizabeth Warren, Bernie Sanders, Martin O'Malley, and Jim Webb, for whom would you vote? 6. Who would be your second choice?	DEM Primary Voters		
	First Choice	Second Choice	First + Second (Combined)
Clinton	56	17	73
Biden	8	22	30
Warren	15	23	38
Sanders	8	7	15
O'Malley	0	3	3
Webb	0	3	3
Someone else	0	0	--
None of the above	2	6	--
Not sure	11	18	--

CANDIDATE QUESTIONS

7. When it comes to Jeb Bush, do you think the strength of his potential candidacy is based more on his unique qualities and achievements, or his family connections to politics?	GOP Primary Voters	DEM Primary Voters
Unique qualities and achievements	31	14
Family connections to politics	59	78
Not sure	10	9

8. When it comes to Hillary Clinton, do you think the strength of her potential candidacy is based more on her unique qualities and achievements, or her family connections to politics?	GOP Primary Voters	DEM Primary Voters
Unique qualities and achievements	22	74
Family connections to politics	68	21
Not sure	9	5

9. I'm going to mention some things about Scott Walker and Jeb Bush that some people consider negatives. For each, please tell me if this is a deal-killer for you, something you'd have to consider when deciding whether to support him, or is it no real problem for you?	GOP Primary Voters			
	Deal Killer	Would Consider	Not a Real Problem	Not Sure
Scott Walker has no foreign policy experience, and wouldn't be able to handle the terrorist threats facing our country	28	29	37	7
Scott Walker doesn't know how to get things done in Washington, and wouldn't fix the gridlock	21	25	43	12
Scott Walker is facing a large number of campaign finance scandals, including what has been called a "criminal scheme" by prosecutors	31	30	29	10
Jeb Bush is the son of a former president and the brother of a former president – there have been enough Bushes in the White House	18	20	59	3
Jeb Bush has been out of political office for 12 years – he's just too rusty to run an effective campaign	13	25	57	4
Jeb Bush supports Common Core	20	28	40	12
Jeb Bush supports allowing undocumented immigrants to stay in this country	41	33	22	4

10. I'm going to mention some things that supporters of Scott Walker say about him. After each, please tell me whether it is a very convincing, somewhat convincing, or not a convincing reason to vote for him.	GOP Primary Voters			
	Very Convincing	Somewhat Convincing	Not Convincing	Not Sure
Scott Walker is a fresh face from outside Washington, who can bring new ideas to help break the gridlock	28	39	23	9
Scott Walker has won three statewide elections in a Democratic state, which positions him to win the states that Republicans need to win the White House	28	37	24	10
Scott Walker stood up to unions—and won	39	30	20	10