

ADRIAN GRAY CONSULTING LLC

Survey of New Hampshire Republican Primary Voters
December 6-8, 2015
609 GOP Voters
Margin of Error +/-4%

If the 2016 Republican presidential primary were held today, for whom would you vote?

Candidate Name	All NH GOP Voters (n=609)	Likely NH GOP Voters (n=525)	Very Likely NH GOP Voters (n=431)
Trump	21%	19%	17%
Rubio	17%	18%	19%
Cruz	11%	11%	10%
Bush	8%	8%	10%
Carson	8%	9%	9%
Christie	7%	8%	9%
Kasich	6%	6%	6%
Paul	4%	5%	4%
Fiorina	3%	2%	3%
Huckabee	2%	2%	2%
Santorum	1%	1%	1%
Graham	1%	1%	2%
Pataki	0%	1%	1%
Don't Know/Undecided	9%	9%	7%

About this survey

AGC conducted statewide interviews of possible Republican primary voters in New Hampshire between December 6-8, 2015. Sample was taken from both registered voter list and randomly selected sample of voters without vote history that had self-reported a very-high interest in the presidential primary. Eighty-eight percent of the sample has some history of voting in previous elections. Surveys were conducted in English only. Interviews were conducted via live interviewer (both landlines and cell phones). AGC built turnout models for the primary based on combination of previous primary vote history, self-reported interest in election and self-reported likelihood to vote. The sample was weighted on gender, age, education and marital status. Notable demographics are included. The margin of error for this survey is calculated at +/-4% at the 95% confidence level.

About the firm

Adrian Gray Consulting (AGC) is a public affairs research company in Westchester, NY. AGC is unaffiliated with any candidate in the 2016 presidential race. For more information on the firm or this survey, please contact ag@adriangrayconsulting.co.

Selected Demographics

Gender

Male	53%
Female	47%

Age

18-29	10%
30-44	23%
45-64	43%
65+	24%

Marital Status

Married	69%
Unmarried	31%

Race

White	97%
Black	1%
Other	1%

Education

College	55%
Non-College	44%

Ideology

Very Conservative	24%
Somewhat Conservative	38%
Moderate to Liberal	38%

Party Registration

Republican	54%
Other	46%

Selected Crosstabs

Gender

Candidate 1st Choice		Male		Female	
		%	Count	%	Count
	Trump	21%	69	20%	56
	Rubio	15%	50	19%	53
	Cruz	13%	43	9%	26
	Bush	9%	29	7%	21
	Carson	8%	27	8%	22
	Christie	8%	25	7%	20
	Kasich	6%	20	7%	19
	Paul	4%	13	5%	13
	Fiorina	3%	9	4%	10
	Huckabee	2%	7	1%	4
	Santorum	1%	2	2%	5
	Graham	1%	3	1%	4
	Pataki	0%	1	1%	2
	Undecided/ Don't Know	8%	27	10%	29
	Total		325		284

Marital Status

Candidate 1st Choice	Married		Unmarried	
	%	Count	%	Count
Trump	17%	73	28%	52
Rubio	18%	78	13%	25
Cruz	12%	52	9%	17
Bush	10%	41	5%	9
Carson	9%	40	5%	9
Christie	7%	29	9%	16
Kasich	6%	26	7%	13
Paul	4%	15	6%	11
Fiorina	3%	12	4%	7
Huckabee	1%	4	4%	7
Santorum	1%	5	1%	2
Graham	1%	6	1%	1
Pataki	0%	2	1%	1
Undecided/ Don't Know	9%	39	9%	17
Total		422		187

Age

Candidate 1st Choice	18-29		30-44		45-64		65+	
	%	Count	%	Count	%	Count	%	Count
Trump	29%	18	22%	31	20%	53	16%	23
Rubio	16%	10	16%	23	17%	45	17%	25
Cruz	11%	7	16%	22	9%	24	11%	16
Bush	2%	1	8%	11	11%	28	7%	10
Carson	5%	3	9%	13	10%	26	5%	7
Christie	3%	2	5%	7	9%	24	8%	12
Kasich	6%	4	7%	10	4%	11	10%	14
Paul	11%	7	4%	6	3%	8	3%	5
Fiorina	0%	0	3%	4	3%	9	4%	6
Huckabee	3%	2	1%	2	2%	5	1%	2
Santorum	3%	2	1%	1	1%	2	1%	2
Graham	0%	0	1%	2	1%	3	1%	2
Pataki	0%	0	0%	0	1%	2	1%	1
Undecided/ Don't Know	10%	6	6%	8	8%	22	14%	20
Total		62		140		262		145

Race

Candidate 1st Choice	White		Black		Other	
	%	Count	%	Count	%	Count
Trump	21%	122	13%	1	25%	2
Rubio	17%	100	25%	2	13%	1
Cruz	11%	68	13%	1	0%	0
Bush	8%	49	0%	0	13%	1
Carson	8%	48	0%	0	13%	1
Christie	7%	44	0%	0	13%	1
Kasich	6%	37	13%	1	13%	1
Paul	4%	26	0%	0	0%	0
Fiorina	3%	19	0%	0	0%	0
Huckabee	2%	11	0%	0	0%	0
Santorum	1%	7	0%	0	0%	0
Graham	1%	7	0%	0	0%	0
Pataki	0%	2	0%	0	13%	1
Undecided/ Don't Know	9%	53	38%	3	0%	0
Total		593		8		8

Education

Candidate 1st Choice	College		Non-College	
	%	Count	%	Count
Trump	18%	60	24%	63
Rubio	17%	58	16%	44
Cruz	11%	38	12%	31
Bush	9%	31	7%	19
Carson	10%	32	6%	17
Christie	7%	24	8%	21
Kasich	7%	25	5%	14
Paul	4%	15	4%	11
Fiorina	3%	10	3%	9
Huckabee	2%	8	1%	3
Santorum	1%	2	2%	5
Graham	1%	5	1%	2
Pataki	1%	3	0%	0
Undecided/ Don't Know	7%	24	10%	28
Total		335		267

Party Registration

Candidate 1st Choice	Republican		Other	
	%	Count	%	Count
Trump	23%	74	19%	51
Rubio	17%	55	17%	45
Cruz	11%	36	12%	33
Bush	10%	34	6%	15
Carson	7%	22	10%	26
Christie	6%	21	9%	23
Kasich	7%	23	6%	15
Paul	2%	8	7%	18
Fiorina	3%	9	4%	10
Huckabee	2%	7	2%	4
Santorum	1%	2	2%	5
Graham	1%	4	1%	3
Pataki	1%	2	0%	1
Undecided/ Don't Know	9%	30	6%	17
Total		327		266

Ideology

Candidate 1st Choice	Very Conservative		Somewhat Conservative		Moderate to Liberal	
	%	Count	%	Count	%	Count
Trump	18%	26	22%	52	21%	47
Rubio	18%	26	19%	44	14%	33
Cruz	21%	30	9%	21	8%	18
Bush	6%	9	9%	20	9%	21
Carson	12%	18	9%	22	4%	9
Christie	4%	6	8%	18	9%	21
Kasich	3%	4	5%	12	10%	23
Paul	4%	6	6%	13	3%	7
Fiorina	3%	4	2%	5	4%	10
Huckabee	3%	5	1%	2	2%	4
Santorum	1%	2	1%	2	1%	3
Graham	0%	0	2%	4	1%	3
Pataki	1%	1	0%	1	0%	1
Undecided/ Don't Know	6%	9	8%	18	13%	29
Total		146		234		229