

ADRIAN GRAY CONSULTING LLC

Survey of New Hampshire Republican Primary Voters (#4)

January 25-27, 2016

583 GOP Voters

Margin of Error +/-4%

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

Candidate Name <i>(Order by LV)</i>	All NH GOP Voters <i>(n=583)</i>	Likely NH GOP Voters <i>(n=491)</i>	Very Likely NH GOP Voters <i>(n=394)</i>	All NH GOP Voters <i>(Dec 15)</i>
Trump	27%	27%	28%	21%
Rubio	15%	15%	16%	17%
Cruz	13%	13%	14%	11%
Bush	11%	12%	12%	8%
Kasich	12%	11%	10%	6%
Christie	6%	7%	7%	7%
Paul	4%	4%	3%	4%
Carson	3%	3%	3%	8%
Fiorina	2%	1%	2%	3%
Huckabee	1%	0%	1%	2%
Santorum	0%	0%	1%	1%
Don't Know/Undecided	5%	4%	3%	9%

About this survey

AGC conducted statewide interviews of possible Republican primary voters in New Hampshire between January 25-27, 2016. 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. Eight-five 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	54%
Female	46%

Age

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

Marital Status

Married	67%
Unmarried	32%

Race

White	98%
Black	0%
Other	1%

Education

College	57%
Non-College	42%

Ideology

Very Conservative	27%
Somewhat Conservative	38%
Moderate to Liberal	34%

Party Registration

Republican	59%
Other	41%

Selected Crosstabs

	<u>Bush</u>	<u>Carson</u>	<u>Christie</u>	<u>Cruz</u>	<u>Fiorina</u>	<u>Huckabee</u>	<u>Kasich</u>	<u>Paul</u>	<u>Rubio</u>	<u>Santorum</u>	<u>Trump</u>	<u>Und/DK</u>	<u>n=</u>
<u>LV SCALE</u>													
Very Likely	12%	3%	7%	13%	2%	1%	10%	3%	16%	1%	28%	3%	394
Likely	12%	3%	7%	13%	1%	0%	11%	4%	15%	0%	27%	4%	491
All	11%	3%	6%	13%	2%	1%	12%	4%	15%	0%	27%	5%	583
<u>PARTY</u>													
GOP	13%	2%	7%	14%	2%	1%	7%	2%	19%	0%	29%	5%	343
Other	10%	4%	5%	12%	3%	0%	18%	6%	9%	1%	25%	7%	240
<u>IDEOLOGY</u>													
Very Cons	4%	4%	2%	26%	2%	1%	4%	4%	9%	1%	39%	5%	159
Smwt Cons	12%	3%	7%	12%	2%	0%	9%	4%	20%	0%	26%	4%	223
Mod/Lib	17%	1%	9%	5%	3%	0%	20%	2%	14%	0%	19%	7%	201
<u>AGE</u>													
18-29	2%	2%	7%	15%	0%	0%	8%	8%	15%	0%	31%	12%	59
30-44	8%	4%	7%	17%	3%	1%	9%	4%	13%	1%	31%	4%	137
45-64	16%	4%	6%	12%	2%	0%	10%	3%	15%	0%	26%	5%	251
65+	10%	1%	5%	13%	3%	1%	18%	2%	16%	1%	24%	6%	136
<u>SEX</u>													
Men	10%	2%	7%	15%	2%	0%	11%	3%	14%	0%	30%	5%	316
Women	13%	4%	6%	12%	3%	1%	12%	4%	16%	1%	24%	6%	267
<u>MARTIAL</u>													
Married	13%	4%	6%	15%	2%	1%	12%	3%	15%	1%	24%	5%	390
Unmarried	9%	1%	6%	10%	3%	1%	11%	4%	15%	0%	34%	7%	193
<u>EDUCATION</u>													
College	13%	4%	7%	14%	2%	1%	12%	3%	21%	0%	20%	4%	332
Non-Col	9%	2%	5%	14%	2%	0%	11%	5%	7%	0%	37%	8%	244
<u>BORN AGAIN</u>													
Yes	6%	5%	9%	19%	3%	2%	9%	4%	12%	1%	28%	3%	127
<u>TEA PARTY</u>													
Yes	5%	4%	4%	25%	2%	1%	5%	6%	11%	1%	34%	3%	183