



**POLL MUST BE SOURCED:**

**NBC News/Marist Poll\***

**New Hampshire 2016**

**Could Be Swing State**

\*\*\* Complete Tables for Poll Appended \*\*\*

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**This NBC News/Marist Poll reports:**

Former Secretary of State Hillary Clinton is in a close contest against potential GOP rival, Kentucky Senator Rand Paul in a 2016 general election matchup in New Hampshire. Clinton has single-digit leads against New Jersey Governor Chris Christie, former Florida Governor Jeb Bush, and Florida Senator Marco Rubio. She has a wider lead over Wisconsin Governor Scott Walker and Texas Senator Ted Cruz. But, only against Cruz is Clinton supported by more than 50% of New Hampshire voters. Clinton does better than each of her potential opponents among independent voters. The gender gap in all of these matchups is wide.

Clinton is well liked by a majority of New Hampshire residents owing to her strong standing among women. Vice President Biden has a higher negative rating than positive score among residents in the state.

New Hampshire residents give mixed reviews to Republicans Marco Rubio, Rand Paul, and Scott Walker. The ratings for Chris Christie, Jeb Bush, and Ted Cruz are all upside down with more residents viewing them negatively than positively.

The morning line for the first-in-the-nation presidential primary has Hillary Clinton the overwhelming choice of Democrats over Joe Biden. Both Clinton and Biden are popular among most Democrats in the state.

On the Republican side, there is no clear choice among the potential 2016 New Hampshire Primary electorate for their party's nominee. More than one in five GOP'ers are undecided, and only Rand Paul, Chris Christie, and Jeb Bush have low double-digit support. Each potential GOP contender is viewed more favorably than unfavorably by Republicans in the state. Rand Paul is the most popular among GOP voters.

\*All references to the survey must be sourced as "NBC News/Marist Poll."

“New Hampshire always gets a lot of attention because of its status as the first-in-the-nation primary and 2016 will be no exception,” says Dr. Lee M. Miringoff, Director of The Marist College Institute for Public Opinion. “It may be a frequent stopping off point for the general election, as well.”

### **Poll Points**

- Democrat Hillary Clinton is in a competitive contest against potential GOP rival Rand Paul, 46% to 43%. She has a narrow lead over Jeb Bush, Chris Christie, and Marco Rubio, 47% to 42%, in each instance. Clinton does better against Scott Walker, 48% to 39%, and Ted Cruz, 51% to 38%.
- Clinton is boosted by her support among independent voters and is backed by the majority of women in each matchup.
- Statewide, 53%, of residents have a favorable view of Hillary Clinton including 60% of women. 42% of state residents have an unfavorable opinion of her. Biden is viewed positively by 39% of New Hampshire residents, but 48% have a negative opinion of him.
- Residents in the state divide about how they view several of the potential GOP candidates: Marco Rubio who has a 31% positive rating and a 28% negative score; Rand Paul who receives a favorable rating of 39% and an unfavorable score of 38%; and Scott Walker, with whom voters are least familiar, is liked by 24% of residents and disliked by 23%.
- Chris Christie, Jeb Bush, and Ted Cruz all have ratings that are upside down.

### **Dems: Clinton Strong Frontrunner**

- Hillary Clinton outpaces Joe Biden 74% to 18% among the potential New Hampshire Democratic Primary electorate for 2016.
- Most Democrats in the state, 94%, have a positive opinion of Clinton. Just 4% view her negatively. Joe Biden is also liked by most New Hampshire Democrats. 79% have a favorable view of him, and 14% have an unfavorable opinion of him.

### **GOP: No Pace Horse**

- 22% of the potential New Hampshire Republican Primary electorate are undecided in their preference for a 2016 GOP presidential nominee. Paul at 14%, Christie at 13%, and Bush at 10% are the only potential candidates who have double-digit support.
- The contest is no clearer when the potential Republican electorate is asked for a second choice. Rubio is the backup pick of 16%, Bush garners 13%, Christie and Paul each attract 12%, and Ryan is the second choice of 10%.
- 71% of state Republicans have a positive opinion of Rand Paul and only 15% have a negative impression of him. Although each of the potential GOP candidates are more popular than unpopular among New Hampshire Republicans, Paul has the highest favorability rating. A majority of state Republicans like Bush, 65%, Rubio, 58%, and Christie, 52%. 50% have a positive view of Cruz and Walker.

\*All references to the survey must be sourced as “NBC News/Marist Poll.”

## How the Survey was Conducted

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### **Nature of the Sample: NBC News/Marist Poll of 1,542 New Hampshire Adults**

This survey of 1,542 adults was conducted July 7<sup>th</sup> through July 13<sup>th</sup>, 2014 by The Marist Poll sponsored in partnership with NBC News. Adults 18 years of age and older residing in the state of New Hampshire were interviewed by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of New Hampshire from ASDE Survey Sampler, Inc. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of cell phone numbers from Survey Sampling International. The two samples were then combined and balanced to reflect the 2010 Census results for age, gender, income, and race. Respondents in the household were selected by asking for the youngest male. Results are statistically significant within  $\pm 2.5$  percentage points. There are 1,342 registered voters. The results for this subset are statistically significant within  $\pm 2.7$  percentage points. There are 544 voters in the 2016 Potential Republican Electorate and 479 voters in the 2016 Potential Democratic Electorate. The results for these subsets are statistically significant within  $\pm 4.2$  percentage points and  $\pm 4.5$  percentage points, respectively. The error margin increases for cross-tabulations.

**Nature of the Sample - New Hampshire**

		New Hampshire Adults	New Hampshire Registered Voters
		Col %	Col %
New Hampshire Adults		100%	
New Hampshire Registered Voters		87%	100%
Party Registration	Democrat	n/a	27%
	Republican	n/a	30%
	Independent	n/a	43%
	Other	n/a	0%
Party Identification	Democrat	n/a	25%
	Republican	n/a	26%
	Independent	n/a	48%
	Other	n/a	1%
Political Ideology	Very liberal	n/a	6%
	Liberal	n/a	19%
	Moderate	n/a	38%
	Conservative	n/a	27%
	Very conservative	n/a	9%
Tea Party Supporters		n/a	24%
Gender	Men	49%	50%
	Women	51%	50%
Age	Under 45	36%	32%
	45 or older	64%	68%
Age	18 to 29	12%	9%
	30 to 44	24%	22%
	45 to 59	31%	32%
	60 or older	33%	36%
			33%
Race	White	94%	94%
	African American	1%	1%
	Latino	2%	2%
	Other	3%	3%
Region	Hillsborough	30%	30%
	Rockingham	22%	23%
	Northern Counties	18%	18%
	Southern Counties	30%	30%
Household Income	Less than \$75,000	60%	57%
	\$75,000 or more	40%	43%
Education	Not college graduate	53%	50%
	College graduate	47%	50%
White Evangelical Christians		16%	16%
Interview Type	Landline	76%	78%
	Cell Phone	24%	22%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points. New Hampshire Registered Voters: n=1342 MOE +/- 2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

New Hampshire 2016 Potential Republican Electorate*											
2016 New Hampshire Republican presidential primary including those who are undecided yet leaning toward a candidate											
	Rand Paul	Chris Christie	Jeb Bush	Ted Cruz	Paul Ryan	Marco Rubio	Scott Walker	Rick Perry	Bobby Jindal	Rick Santorum	Undecided
	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
New Hampshire 2016 Potential Republican Electorate*	14%	13%	10%	9%	7%	7%	6%	5%	4%	3%	22%
Political Ideology											
Moderate	11%	24%	17%	5%	7%	5%	3%	4%	3%	2%	19%
Conservative	11%	10%	9%	5%	10%	11%	8%	8%	4%	1%	23%
Very conservative	22%	6%	3%	26%	2%	3%	9%	1%	4%	8%	17%
Tea Party Supporters	18%	9%	5%	17%	6%	6%	10%	6%	5%	2%	14%
Region											
Hillsborough	17%	13%	8%	10%	5%	5%	10%	9%	5%	2%	17%
Rockingham	15%	16%	13%	14%	6%	3%	6%	5%	4%	2%	16%
Northern Counties	14%	16%	12%	6%	10%	7%	2%	1%	1%	4%	27%
Southern Counties	9%	9%	11%	6%	9%	14%	4%	2%	4%	4%	29%
Household Income											
Less than \$75,000	13%	16%	10%	12%	9%	6%	4%	6%	3%	3%	20%
\$75,000 or more	15%	14%	9%	10%	7%	6%	9%	5%	6%	2%	17%
Education											
Not college graduate	16%	16%	10%	11%	7%	8%	4%	6%	3%	2%	19%
College graduate	11%	11%	11%	8%	8%	6%	9%	4%	5%	4%	23%
Age											
Under 45	15%	13%	5%	10%	6%	5%	5%	7%	3%	3%	28%
45 or older	13%	13%	13%	9%	7%	7%	7%	4%	4%	3%	19%
Gender											
Men	16%	11%	10%	9%	9%	5%	8%	5%	4%	2%	20%
Women	12%	16%	11%	9%	4%	10%	3%	4%	3%	4%	24%
White Evangelical Christians	17%	7%	14%	8%	9%	9%	2%	2%	4%	4%	24%
Interview Type											
Landline	15%	13%	11%	8%	7%	7%	7%	6%	4%	3%	19%
Cell Phone	13%	12%	8%	12%	9%	7%	4%	1%	3%	1%	30%

NBC News/Marist Poll New Hampshire 2016 Potential Republican Electorate. Interviews conducted July 7th through July 13th, 2014, n=544 MOE +/- 4.2 percentage points. Totals may not add to 100% due to rounding.

\*The potential 2016 Republican electorate includes all registered voters planning to vote in the Republican presidential primary and registered Republicans without a primary preference.

NBC News/Marist Poll 2016 New Hampshire Tables

New Hampshire 2016 Potential Republican Electorate with a Candidate Preference*												
Who is your second choice for the 2016 Republican presidential primary in New Hampshire:												
		Chris								Rick		
		Marco Rubio	Jeb Bush	Christie	Rand Paul	Paul Ryan	Ted Cruz	Bobby Jindal	Scott Walker	Rick Perry	Santorum	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %	Row %
New Hampshire 2016 Potential Republican Electorate with a Candidate Preference*		16%	13%	12%	12%	10%	7%	6%	6%	6%	4%	8%
Political Ideology	Moderate	16%	18%	17%	8%	2%	4%	9%	4%	5%	6%	11%
	Conservative	14%	13%	10%	15%	17%	9%	4%	6%	5%	3%	3%
	Very conservative	19%	5%	7%	13%	11%	9%	7%	10%	9%	2%	9%
Tea Party Supporters		21%	9%	8%	15%	9%	10%	5%	8%	8%	2%	5%
Household Income	Less than \$75,000	13%	12%	14%	14%	9%	8%	6%	6%	6%	5%	7%
	\$75,000 or more	19%	15%	10%	12%	11%	6%	4%	6%	6%	3%	6%
Education	Not college graduate	14%	11%	14%	15%	11%	9%	6%	5%	6%	2%	8%
	College graduate	17%	16%	9%	9%	10%	5%	7%	7%	6%	5%	7%
Race	White	16%	13%	12%	11%	11%	7%	6%	6%	6%	4%	8%
	Non-white	5%	21%	20%	19%	10%	9%	6%	4%	0%	4%	3%
Age	Under 45	17%	12%	13%	13%	6%	7%	8%	3%	4%	4%	13%
	45 or older	15%	13%	11%	12%	12%	7%	5%	7%	7%	3%	6%
Gender	Men	18%	9%	14%	13%	11%	8%	4%	6%	5%	4%	8%
	Women	12%	19%	8%	10%	9%	6%	9%	6%	7%	4%	8%
White Evangelical Christians		18%	10%	16%	13%	12%	4%	10%	3%	7%	0%	7%
Interview Type	Landline	16%	15%	10%	11%	10%	7%	7%	6%	7%	3%	9%
	Cell Phone	16%	4%	23%	17%	11%	6%	3%	4%	3%	8%	3%

NBC News/Marist Poll New Hampshire 2016 Potential Republican Electorate with a Candidate Preference. Interviews conducted July 7th through July 13th, 2014, n=391 MOE +/- 5.0 percentage points. Totals may not add to 100% due to rounding.

\*The potential 2016 Republican electorate includes all registered voters planning to vote in the Republican presidential primary and registered Republicans without a primary preference.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire 2016 Potential Democratic Electorate*		
		2016 New Hampshire Democratic presidential primary including those who are undecided yet leaning toward a candidate		
		Hillary Clinton	Joe Biden	Undecided
		Row %	Row %	Row %
New Hampshire 2016 Potential Democratic Electorate*		74%	18%	8%
Political Ideology	Very liberal	84%	15%	1%
	Liberal	77%	16%	6%
	Moderate	72%	20%	8%
Tea Party Supporters		65%	18%	17%
Region	Hillsborough	77%	17%	6%
	Rockingham	79%	15%	6%
	Northern Counties	68%	23%	10%
	Southern Counties	70%	20%	11%
Household Income	Less than \$75,000	75%	16%	9%
	\$75,000 or more	71%	21%	8%
Education	Not college graduate	72%	21%	7%
	College graduate	76%	16%	8%
Age	Under 45	66%	23%	12%
	45 or older	77%	16%	7%
Gender	Men	69%	23%	8%
	Women	76%	15%	8%
Interview Type	Landline	74%	17%	8%
	Cell Phone	71%	22%	7%

NBC News/Marist Poll New Hampshire 2016 Potential Democratic Electorate. Interviews conducted July 7th through July 13th, 2014, n=479 MOE +/- 4.5 percentage points. Totals may not add to 100% due to rounding.

\*The potential 2016 Democratic electorate includes all registered voters planning to vote in the Democratic presidential primary and registered Democrats without a primary preference.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Chris Christie, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		47%	42%	11%
Party Identification	Democrat	94%	3%	3%
	Republican	4%	87%	9%
	Independent	44%	40%	16%
Political Ideology	Very liberal-Liberal	91%	4%	4%
	Moderate	49%	38%	13%
	Conservative-Very conservative	15%	74%	10%
Tea Party Supporters		12%	83%	5%
Region	Hillsborough	44%	46%	10%
	Rockingham	50%	39%	11%
	Northern Counties	40%	49%	11%
	Southern Counties	50%	37%	13%
Household Income	Less than \$75,000	52%	35%	13%
	\$75,000 or more	44%	50%	6%
Education	Not college graduate	44%	45%	11%
	College graduate	50%	40%	10%
Age	Under 45	44%	41%	15%
	45 or older	48%	43%	9%
Gender	Men	40%	50%	10%
	Women	53%	35%	12%
White Evangelical Christians		27%	66%	7%
Interview Type	Landline	46%	45%	9%
	Cell Phone	50%	33%	17%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=672 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.



NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Jeb Bush, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		47%	42%	11%
Party Identification	Democrat	91%	5%	4%
	Republican	7%	88%	6%
	Independent	45%	37%	17%
Political Ideology	Very liberal-Liberal	91%	6%	4%
	Moderate	50%	36%	14%
	Conservative-Very conservative	16%	75%	9%
Tea Party Supporters		12%	81%	7%
Region	Hillsborough	46%	46%	7%
	Rockingham	50%	41%	9%
	Northern Counties	38%	48%	14%
	Southern Counties	51%	35%	14%
Household Income	Less than \$75,000	53%	34%	13%
	\$75,000 or more	43%	49%	8%
Education	Not college graduate	43%	45%	12%
	College graduate	51%	40%	9%
Age	Under 45	45%	41%	15%
	45 or older	49%	42%	9%
Gender	Men	40%	51%	9%
	Women	54%	34%	12%
White Evangelical Christians		25%	69%	6%
Interview Type	Landline	46%	45%	8%
	Cell Phone	50%	32%	19%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=672 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Rand Paul, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		46%	43%	11%
Party Identification	Democrat	90%	8%	3%
	Republican	5%	89%	6%
	Independent	44%	38%	18%
Political Ideology	Very liberal-Liberal	87%	9%	4%
	Moderate	49%	34%	16%
	Conservative-Very conservative	16%	77%	7%
Tea Party Supporters		12%	85%	4%
Region	Hillsborough	48%	43%	9%
	Rockingham	46%	44%	11%
	Northern Counties	35%	49%	16%
	Southern Counties	50%	40%	10%
Household Income	Less than \$75,000	50%	38%	12%
	\$75,000 or more	42%	49%	8%
Education	Not college graduate	40%	48%	12%
	College graduate	51%	39%	10%
Age	Under 45	39%	50%	11%
	45 or older	49%	40%	11%
Gender	Men	38%	54%	8%
	Women	53%	33%	14%
White Evangelical Christians		27%	67%	6%
Interview Type	Landline	46%	44%	10%
	Cell Phone	43%	41%	16%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=672 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Scott Walker, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		48%	39%	13%
Party Identification	Democrat	96%	2%	2%
	Republican	7%	77%	16%
	Independent	47%	36%	17%
Political Ideology	Very liberal-Liberal	84%	8%	9%
	Moderate	55%	30%	15%
	Conservative-Very conservative	17%	72%	11%
Tea Party Supporters		10%	81%	8%
Region	Hillsborough	47%	41%	12%
	Rockingham	46%	44%	10%
	Northern Counties	46%	34%	20%
	Southern Counties	51%	36%	12%
Household Income	Less than \$75,000	51%	38%	11%
	\$75,000 or more	50%	39%	10%
Education	Not college graduate	43%	44%	13%
	College graduate	54%	34%	12%
Age	Under 45	51%	34%	15%
	45 or older	48%	41%	11%
Gender	Men	36%	50%	14%
	Women	59%	29%	12%
White Evangelical Christians		41%	49%	11%
Interview Type	Landline	49%	39%	12%
	Cell Phone	44%	38%	17%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=664 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Ted Cruz, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		51%	38%	11%
Party Identification	Democrat	93%	2%	5%
	Republican	11%	78%	11%
	Independent	52%	34%	14%
Political Ideology	Very liberal-Liberal	90%	5%	5%
	Moderate	54%	32%	14%
	Conservative-Very conservative	21%	70%	9%
Tea Party Supporters		9%	82%	9%
Region	Hillsborough	50%	41%	9%
	Rockingham	49%	44%	7%
	Northern Counties	53%	32%	15%
	Southern Counties	52%	35%	13%
Household Income	Less than \$75,000	54%	35%	11%
	\$75,000 or more	53%	39%	8%
Education	Not college graduate	46%	43%	11%
	College graduate	57%	33%	10%
Age	Under 45	54%	32%	14%
	45 or older	51%	41%	8%
Gender	Men	40%	48%	12%
	Women	61%	30%	9%
White Evangelical Christians		36%	48%	16%
Interview Type	Landline	51%	39%	10%
	Cell Phone	49%	36%	15%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=664 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Registered Voters		
		If the 2016 presidential election were held today, whom would you support if the candidates are:		
		Hillary Clinton, the Democrat	Marco Rubio, the Republican	Undecided
		Row %	Row %	Row %
New Hampshire Registered Voters		47%	42%	11%
Party Identification	Democrat	95%	2%	4%
	Republican	8%	78%	14%
	Independent	45%	41%	14%
Political Ideology	Very liberal-Liberal	84%	7%	9%
	Moderate	50%	37%	13%
	Conservative-Very conservative	18%	74%	8%
Tea Party Supporters		12%	80%	8%
Region	Hillsborough	46%	42%	12%
	Rockingham	44%	48%	8%
	Northern Counties	46%	36%	18%
	Southern Counties	50%	40%	10%
Household Income	Less than \$75,000	50%	38%	12%
	\$75,000 or more	49%	44%	7%
Education	Not college graduate	43%	45%	12%
	College graduate	52%	38%	10%
Age	Under 45	48%	38%	13%
	45 or older	47%	43%	10%
Gender	Men	37%	50%	13%
	Women	56%	34%	10%
White Evangelical Christians		30%	53%	17%
Interview Type	Landline	47%	43%	10%
	Cell Phone	45%	39%	17%

NBC News/Marist Poll New Hampshire Registered Voters Split Sample. Interviews conducted July 7th through July 13th, 2014, n=664 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		53%	42%	0%	5%
New Hampshire Registered Voters		52%	44%	0%	4%
Party Identification^	Democrat	94%	4%	0%	1%
	Republican	9%	86%	0%	5%
	Independent	54%	41%	0%	5%
Political Ideology^	Very liberal-Liberal	89%	9%	0%	2%
	Moderate	58%	37%	0%	4%
	Conservative-Very conservative	21%	76%	0%	3%
Tea Party Supporters^		14%	83%	0%	3%
Region	Hillsborough	50%	46%	1%	3%
	Rockingham	53%	43%	0%	4%
	Northern Counties	55%	40%	0%	5%
	Southern Counties	54%	40%	0%	6%
Household Income	Less than \$75,000	58%	37%	1%	4%
	\$75,000 or more	51%	45%	0%	4%
Education	Not college graduate	51%	44%	1%	5%
	College graduate	55%	41%	0%	4%
Race	White	53%	43%	0%	4%
	Non-white	58%	32%	3%	7%
Age	18 to 29	57%	34%	0%	9%
	30 to 44	54%	42%	1%	4%
	45 to 59	53%	43%	0%	4%
	60 or older	52%	44%	1%	3%
Age	Under 45	55%	39%	0%	6%
	45 or older	52%	44%	0%	4%
Gender	Men	44%	51%	0%	5%
	Women	60%	34%	1%	5%
White Evangelical Christians		36%	59%	0%	4%
Interview Type	Landline	51%	44%	0%	4%
	Cell Phone	56%	36%	1%	7%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points.

^New Hampshire Registered Voters: n=1342 MOE +/-2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Joe Biden?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		39%	48%	3%	10%
New Hampshire Registered Voters		41%	49%	2%	8%
Party Identification^	Democrat	79%	14%	1%	6%
	Republican	13%	81%	1%	5%
	Independent	38%	50%	2%	10%
Political Ideology^	Very liberal-Liberal	72%	20%	1%	7%
	Moderate	43%	48%	3%	6%
	Conservative-Very conservative	18%	73%	1%	8%
Tea Party Supporters^		11%	82%	1%	5%
Region	Hillsborough	35%	51%	6%	8%
	Rockingham	41%	52%	1%	6%
	Northern Counties	42%	44%	1%	13%
	Southern Counties	41%	46%	2%	11%
Household Income	Less than \$75,000	41%	44%	4%	11%
	\$75,000 or more	40%	54%	1%	6%
Education	Not college graduate	33%	52%	4%	11%
	College graduate	46%	44%	1%	8%
Race	White	40%	48%	3%	9%
	Non-white	34%	47%	4%	15%
Age	18 to 29	34%	42%	5%	19%
	30 to 44	35%	49%	5%	11%
	45 to 59	43%	49%	1%	6%
	60 or older	41%	49%	2%	7%
Age	Under 45	35%	47%	5%	14%
	45 or older	42%	49%	2%	7%
Gender	Men	33%	56%	2%	9%
	Women	45%	42%	4%	10%
White Evangelical Christians		30%	52%	6%	12%
Interview Type	Landline	40%	50%	1%	8%
	Cell Phone	36%	43%	7%	14%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points.

^New Hampshire Registered Voters: n=1342 MOE +/-2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Jeb Bush?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		36%	43%	7%	15%
New Hampshire Registered Voters		38%	43%	4%	15%
Party Identification <sup>^</sup>	Democrat	16%	67%	5%	12%
	Republican	65%	20%	3%	13%
	Independent	37%	42%	4%	17%
Political Ideology <sup>^</sup>	Very liberal-Liberal	19%	68%	3%	10%
	Moderate	39%	39%	5%	17%
	Conservative-Very conservative	52%	31%	4%	13%
Tea Party Supporters <sup>^</sup>		52%	33%	4%	11%
Region	Hillsborough	35%	43%	9%	12%
	Rockingham	38%	43%	4%	15%
	Northern Counties	39%	36%	7%	17%
	Southern Counties	32%	46%	6%	15%
Household Income	Less than \$75,000	32%	47%	8%	14%
	\$75,000 or more	40%	42%	3%	15%
Education	Not college graduate	34%	42%	10%	15%
	College graduate	38%	44%	4%	15%
Race	White	36%	43%	6%	14%
	Non-white	27%	40%	14%	18%
Age	18 to 29	23%	39%	20%	17%
	30 to 44	26%	49%	9%	16%
	45 to 59	39%	44%	4%	13%
	60 or older	44%	39%	4%	14%
Age	Under 45	25%	46%	13%	16%
	45 or older	41%	41%	4%	13%
Gender	Men	41%	41%	5%	13%
	Women	30%	44%	9%	17%
White Evangelical Christians		46%	28%	9%	17%
Interview Type	Landline	36%	43%	6%	15%
	Cell Phone	33%	41%	10%	15%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points.

<sup>^</sup>New Hampshire Registered Voters: n=1342 MOE +/-2.7 percentage points. Totals may not add to 100% due to rounding.



NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Chris Christie?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		37%	42%	7%	14%
New Hampshire Registered Voters		39%	43%	5%	13%
Party Identification^	Democrat	23%	60%	3%	13%
	Republican	52%	31%	5%	12%
	Independent	40%	40%	6%	14%
Political Ideology^	Very liberal-Liberal	27%	62%	1%	10%
	Moderate	44%	36%	6%	13%
	Conservative-Very conservative	43%	40%	5%	12%
Tea Party Supporters^		48%	38%	5%	9%
Region	Hillsborough	38%	42%	8%	12%
	Rockingham	36%	48%	2%	14%
	Northern Counties	37%	37%	9%	17%
	Southern Counties	37%	40%	8%	16%
Household Income	Less than \$75,000	36%	39%	9%	17%
	\$75,000 or more	40%	48%	2%	9%
Education	Not college graduate	38%	37%	9%	16%
	College graduate	37%	47%	4%	12%
Race	White	37%	42%	7%	14%
	Non-white	42%	25%	8%	25%
Age	18 to 29	25%	36%	18%	21%
	30 to 44	34%	41%	8%	16%
	45 to 59	41%	44%	3%	12%
	60 or older	40%	43%	5%	12%
Age	Under 45	31%	40%	11%	18%
	45 or older	40%	43%	4%	12%
Gender	Men	39%	42%	6%	12%
	Women	35%	41%	8%	16%
White Evangelical Christians		38%	32%	12%	18%
Interview Type	Landline	37%	43%	6%	14%
	Cell Phone	36%	38%	11%	15%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points.

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NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Scott Walker?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		24%	23%	28%	25%
New Hampshire Registered Voters		26%	24%	24%	26%
Party Identification^	Democrat	8%	45%	28%	18%
	Republican	50%	7%	18%	25%
	Independent	23%	21%	25%	31%
Political Ideology^	Very liberal-Liberal	8%	46%	25%	21%
	Moderate	19%	24%	28%	29%
	Conservative-Very conservative	48%	9%	18%	25%
Tea Party Supporters^		55%	10%	17%	18%
Region	Hillsborough	25%	21%	31%	23%
	Rockingham	23%	20%	27%	30%
	Northern Counties	22%	27%	24%	27%
	Southern Counties	24%	23%	29%	24%
Household Income	Less than \$75,000	21%	21%	32%	25%
	\$75,000 or more	29%	27%	23%	21%
Education	Not college graduate	26%	18%	30%	26%
	College graduate	22%	28%	26%	24%
Race	White	24%	23%	29%	24%
	Non-white	21%	18%	22%	40%
Age	18 to 29	20%	18%	35%	27%
	30 to 44	22%	20%	27%	31%
	45 to 59	24%	23%	29%	24%
	60 or older	25%	27%	26%	22%
Age	Under 45	21%	19%	30%	30%
	45 or older	25%	25%	27%	23%
Gender	Men	31%	21%	24%	25%
	Women	18%	24%	32%	26%
White Evangelical Christians		31%	12%	29%	28%
Interview Type	Landline	25%	23%	27%	25%
	Cell Phone	20%	22%	32%	26%

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NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Ted Cruz?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		26%	33%	20%	21%
New Hampshire Registered Voters		27%	35%	16%	22%
Party Identification^	Democrat	6%	61%	16%	16%
	Republican	50%	14%	10%	26%
	Independent	24%	33%	19%	23%
Political Ideology^	Very liberal-Liberal	6%	64%	16%	14%
	Moderate	19%	40%	19%	22%
	Conservative-Very conservative	52%	11%	13%	25%
Tea Party Supporters^		62%	12%	9%	17%
Region	Hillsborough	28%	31%	22%	18%
	Rockingham	29%	30%	19%	23%
	Northern Counties	23%	36%	16%	25%
	Southern Counties	21%	36%	21%	22%
Household Income	Less than \$75,000	24%	31%	25%	20%
	\$75,000 or more	28%	39%	13%	20%
Education	Not college graduate	27%	27%	24%	22%
	College graduate	23%	41%	15%	20%
Race	White	25%	33%	20%	21%
	Non-white	24%	31%	18%	28%
Age	18 to 29	17%	27%	26%	30%
	30 to 44	21%	28%	23%	29%
	45 to 59	28%	34%	19%	19%
	60 or older	28%	40%	16%	16%
Age	Under 45	19%	27%	24%	29%
	45 or older	28%	37%	17%	18%
Gender	Men	30%	34%	16%	20%
	Women	21%	32%	23%	23%
White Evangelical Christians		35%	18%	23%	25%
Interview Type	Landline	26%	35%	18%	21%
	Cell Phone	23%	28%	25%	24%

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NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Marco Rubio?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		31%	28%	20%	21%
New Hampshire Registered Voters		34%	29%	16%	21%
Party Identification <sup>^</sup>	Democrat	8%	56%	17%	19%
	Republican	58%	10%	9%	23%
	Independent	34%	25%	19%	22%
Political Ideology <sup>^</sup>	Very liberal-Liberal	12%	55%	15%	19%
	Moderate	28%	30%	20%	22%
	Conservative-Very conservative	56%	11%	12%	21%
Tea Party Supporters <sup>^</sup>		65%	12%	8%	14%
Region	Hillsborough	32%	27%	22%	19%
	Rockingham	34%	23%	21%	21%
	Northern Counties	26%	31%	17%	26%
	Southern Counties	30%	30%	19%	20%
Household Income	Less than \$75,000	27%	27%	26%	20%
	\$75,000 or more	38%	31%	11%	20%
Education	Not college graduate	31%	24%	24%	20%
	College graduate	31%	33%	15%	22%
Race	White	31%	28%	20%	20%
	Non-white	22%	32%	19%	26%
Age	18 to 29	20%	25%	26%	29%
	30 to 44	27%	21%	27%	25%
	45 to 59	32%	31%	17%	20%
	60 or older	36%	33%	14%	17%
Age	Under 45	25%	22%	27%	26%
	45 or older	34%	32%	16%	18%
Gender	Men	37%	29%	15%	19%
	Women	25%	27%	24%	24%
White Evangelical Christians		38%	16%	25%	20%
Interview Type	Landline	33%	29%	19%	19%
	Cell Phone	23%	25%	24%	27%

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<sup>^</sup>New Hampshire Registered Voters: n=1342 MOE +/-2.7 percentage points. Totals may not add to 100% due to rounding.

NBC News/Marist Poll 2016 New Hampshire Tables

		New Hampshire Adults			
		Overall, do you have a favorable or an unfavorable impression of Rand Paul?			
		Favorable	Unfavorable	Never heard	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Adults		39%	38%	9%	14%
New Hampshire Registered Voters		41%	40%	6%	13%
Party Identification^	Democrat	12%	71%	6%	12%
	Republican	71%	15%	3%	11%
	Independent	39%	37%	8%	16%
Political Ideology^	Very liberal-Liberal	15%	68%	6%	11%
	Moderate	34%	46%	6%	15%
	Conservative-Very conservative	67%	16%	5%	12%
Tea Party Supporters^		76%	14%	3%	8%
Region	Hillsborough	39%	36%	10%	16%
	Rockingham	43%	36%	8%	13%
	Northern Counties	40%	39%	10%	12%
	Southern Counties	37%	40%	10%	13%
Household Income	Less than \$75,000	38%	37%	12%	13%
	\$75,000 or more	43%	41%	3%	13%
Education	Not college graduate	42%	31%	13%	14%
	College graduate	36%	46%	5%	13%
Race	White	39%	38%	9%	13%
	Non-white	40%	28%	14%	19%
Age	18 to 29	45%	25%	18%	13%
	30 to 44	42%	32%	11%	16%
	45 to 59	39%	41%	7%	13%
	60 or older	35%	46%	6%	13%
Age	Under 45	43%	29%	14%	14%
	45 or older	37%	43%	7%	13%
Gender	Men	48%	33%	8%	11%
	Women	31%	42%	11%	16%
White Evangelical Christians		54%	25%	6%	15%
Interview Type	Landline	39%	41%	8%	13%
	Cell Phone	41%	27%	15%	17%

NBC News/Marist Poll New Hampshire Adults. Interviews conducted July 7th through July 13th, 2014, n=1542 MOE +/- 2.5 percentage points.

^New Hampshire Registered Voters: n=1342 MOE +/-2.7 percentage points. Totals may not add to 100% due to rounding.