

JANUARY 2014 EDITION

# PURPLEPOLL™



NEW HAMPSHIRE STATEWIDE

## ABOUT PURPLE STRATEGIES

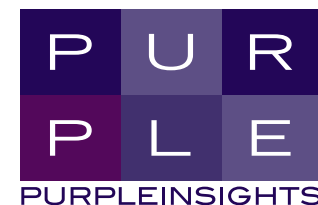
Purple is a fully integrated, bipartisan team that excels at merging red and blue perspectives to find effective strategic solutions. We look to build a consensus that will support a public affairs initiative, influence a debate or stimulate change. Our team includes experts in opinion research, strategic communications, grassroots, government affairs, digital communications and creative.

Recognizing the need for a balanced, bipartisan approach to corporate communications and issue advocacy, Alex Castellanos and Steve McMahon merged two well-established Republican and Democratic firms – National Media and Issue & Image – to create Purple Strategies. By joining forces, Purple brings together strategists and communication specialists from across the political spectrum, including veteran political strategists Bruce Haynes, Mark Squier and Jim Jordan.

The PurplePoll is fielded and analyzed by Purple Insights, the research division of Purple Strategies, the bipartisan public affairs firm.

Fielded 1/21-1/23, interviews were conducted using a mixed methodology of automated telephone interviews using landline phones and online interviews of voters who predominantly or exclusively use cell phones. Seventy-one percent (71%) of the interviews were conducted via phone, and 29% online with cell phone users. Total weighted N size=1052 likely voters, margin of error +/-3.0. Republican primary voters weighted N size=535, margin of error +/- 4.2. Democratic primary voters weighted N size=334 margin of error +/- 5.4.

For more, visit [www.purplestrategies.com](http://www.purplestrategies.com).

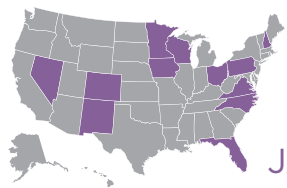


## WHY THE PURPLEPOLL?

Unlike other polls, the PurplePoll focuses exclusively on the 12 states that are most likely to determine presidential elections and offer a closer view of which way the country is leaning. Since 1996, nine of these states swung between the Republican and Democratic candidates. The voters in these states have held the presidential election balance for the past dozen years, represent a fulcrum of American public opinion, and will continue to do so.

The PurplePoll was named one of the most accurate pollsters of 2012 for its national and swing state polls. It has been cited on television, in print, and online by sources that span the political spectrum, including: *MSNBC*, *Fox News*, *ABC News*, *the Wall Street Journal*, *Talking Points Memo*, *Slate*, *Politico*, *the National Review* and over a hundred other sources.

For more information, contact Doug Usher, Ph.D. [[doug.usher@purplestrategies.com](mailto:doug.usher@purplestrategies.com)] or Bruce Haynes [[bruce.haynes@purplestrategies.com](mailto:bruce.haynes@purplestrategies.com)], at 703-548-7877.



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### **An electorate in a sour mood: Every 2016 candidate is viewed unfavorably by potential general election voters.**

All of the candidates for the 2016 nomination find themselves facing a testy New Hampshire electorate. Before the negative ads, debates, and tough campaigns, the general election voters in New Hampshire have rendered a decision: they are not enamored with the 2016 candidates that are up for their party's nomination. Looking at the electorate overall, not a single candidate comes close to being "right-side-up" on this basic measure of appeal.

This sour mood is driven primarily by independents. Not a single candidate in either party receives a 45% favorable rating among the voters who will decide the election in this key Purple state. And all – except Senator Rand Paul (35% favorable/ 34% unfavorable) – are net unfavorable among independent voters.

Democratic primary voters at this point have better feelings about their potential candidates than Republican voters do of theirs. Former Secretary of State Hillary Clinton is very well-liked by Democratic primary voters (89/6), as is Vice President Joe Biden (69/12) and Senator Elizabeth Warren (62/12). As will be seen below, however, this does not translate to a significant advantage in a general election head-to-head.

Republicans are more circumspect about their field. Former Presidential candidate Mitt Romney is best liked (66/25), followed by Senator Rand Paul (53/19) as the only other candidate viewed favorably by more than half of the Republican primary electorate. Importantly, Governor Chris Christie's troubles in New Jersey may be catching up to him in New Hampshire. His unfavorables (34%) among the Republican primary electorate are the highest of any candidate.

### **Mitt Romney holds a lead in the Republican primary, with Rand Paul and Chris Christie essentially tied.**

If Romney were to run, he currently holds a lead in the New Hampshire Republican primary, with 25% of the vote. While Romney says he is not likely to run, it is instructive to

note that he continues to cast a shadow over the primary at this early stage. He serves as a convenient "parking lot" for Republican voters who are waiting for other candidates to develop.

Of non-Romney candidates, Rand Paul has 18% of the vote, essentially tied with Chris Christie (17%), with Jeb Bush receiving 13%. Ted Cruz (7%) and Bobby Jindal (5%) round out the GOP candidates tested in this wave of the PurplePoll.

### **Hillary Clinton dominates the Democratic field in an historic way.**

As expected based on other early polling, Hillary Clinton dominates the New Hampshire Democratic primary race with 68% of the vote. Elizabeth Warren gets 13%, followed by Joe Biden (6%). Governor Deval Patrick (2%) and Governor Martin O'Malley (1%) barely register at this early stage.

This level of primary polling strength for Hillary Clinton in New Hampshire – based on a search of past polling – appears to be unprecedented. Reviewing past polling from New Hampshire primaries without a sitting president, it seems that no candidate from either party has come close to this level of support in New Hampshire.



### Clinton holds small but surmountable leads in general election tests.

Presidential election tests at this stage provide a snapshot of the general mood of the electorate – their predictive power for a race that’s nearly 2 years away is small. Today, Hillary Clinton holds a small lead against Chris Christie (44% to 42%), and a slightly larger lead against Jeb Bush (46% to 42%).

What may be of more interest than the head-to-head is the status of the race among independents, and the continued presence of a strong gender gap. Christie leads Clinton among independents (41% to 38%), while Clinton and Bush are essentially tied (she leads by 1 point).

The gender gap is pronounced: against Christie, Clinton leads among women by 14 points, but trails among men by 13. A similar split is present between Clinton and Jeb Bush: Clinton leads by 17 among women, Bush leads by 10 among men.

Both tested Republicans do much better against Elizabeth Warren. Christie holds a

12-point lead (45% to 33%) and Bush holds an 11-point lead (46% to 35%).

### The New Hampshire Senate race is a dead heat.

For national politics, the next consequential election is not the Presidential Primary but the US Senate race, which may determine party control of the chamber. Today, sitting Senator Jeanne Shaheen is tied with potential candidate (and former Senator) Scott Brown, with both candidates holding 44% of the vote. This indicates substantial vulnerability for the Democratic incumbent.

Additional trouble for the sitting Senator is apparent in the vote across party lines. Independents currently support Brown by 9 points (48% to 39%). Shaheen has consolidated Democrats (87% to 6%), yet Brown still has room to grow among Republicans (holding just 76% of the vote). If Brown can capture his potential base, Shaheen will need to reverse the trend among independents or will trail. This race is clearly competitive in 2014.

### Once again, it’s jobs, jobs, jobs.

As it has since even before the 2008 election, jobs and the economy continue to dominate the mind of New Hampshire voters – 49% say it’s the most important issue facing the state. It’s the top-rated issue across every demographic group, with nothing else coming close. “Addressing new challenges in health care as a result of Obamacare” rated second (18%), somewhat higher among Republicans (24%). Rounding out the list are the minimum wage (9%), improving the business climate (9%) and energy (7%).



		Total	Male	Female	GOP Pri Vtr	Dem Pri Vtr	Dem	GOP	Ind	No college	College	<44	45-64	65+
Barack Obama Favorability	Favorable	40	35	46	12	88	88	5	34	32	48	37	44	39
	Unfavorable	52	61	45	84	6	6	91	57	61	45	55	49	56
	Not sure	7	4	10	4	6	6	4	9	7	7	8	7	5
Hillary Clinton Favorability	Favorable	45	36	53	16	89	88	11	40	38	52	41	48	44
	Unfavorable	46	56	37	76	6	5	81	49	51	41	49	42	49
	Not sure	9	8	11	7	5	7	8	11	11	7	9	10	7
Chris Christie Favorability	Favorable	31	34	29	44	14	15	48	32	32	31	25	36	33
	Unfavorable	42	44	40	34	60	60	30	39	41	43	40	43	45
	Not sure	27	22	31	22	27	25	22	29	26	26	35	20	22
Jeb Bush Favorability	Favorable	28	33	23	49	4	4	59	25	29	27	23	27	45
	Unfavorable	42	43	41	23	73	73	15	41	39	46	41	47	31
	Not sure	30	24	36	28	23	23	26	35	32	28	36	26	25
Elizabeth Warren Favorability	Favorable	29	26	31	10	62	61	7	23	22	36	22	33	35
	Unfavorable	41	49	33	63	12	13	64	44	43	37	40	41	38
	Not sure	31	25	36	27	25	27	28	33	35	27	38	26	27
Joseph Biden Favorability	Favorable	31	26	35	9	69	70	6	23	26	36	27	34	33
	Unfavorable	51	62	41	80	12	14	83	55	57	45	51	50	53
	Not sure	18	13	24	11	19	16	11	23	17	19	22	16	15
Bobby Jindal Favorability	Favorable	19	25	14	32	4	5	31	22	23	16	20	19	22
	Unfavorable	29	33	25	17	52	51	15	24	24	33	20	35	34
	Not sure	52	42	62	51	44	44	54	54	52	51	61	46	44

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=1052 likely voters, margin of error +/-3.0.



		Total	Male	Female	GOP Pri Vtr	Dem Pri Vtr	Dem	GOP	Ind	No college	College	<44	45-64	65+
Rand Paul Favorability	Favorable	33	42	24	53	4	8	53	35	38	27	35	32	30
	Unfavorable	38	37	39	19	74	70	16	34	31	47	28	46	45
	Not sure	29	21	37	28	22	22	31	31	31	26	37	22	25
Ted Cruz Favorability	Favorable	21	28	15	37	2	1	42	22	28	15	21	21	24
	Unfavorable	37	42	33	22	65	66	16	34	27	47	32	40	42
	Not sure	41	30	52	40	33	33	42	44	44	38	47	38	34
Mitt Romney Favorability	Favorable	41	44	38	66	6	5	72	44	46	35	42	40	40
	Unfavorable	50	48	53	25	88	89	17	47	45	56	49	52	48
	Not sure	9	8	10	9	6	6	10	9	9	9	9	8	12
2016 Republican Presidential Primary Vote	Romney	25	24	26	25	-	*	28	26	25	24	25	26	23
	Christie	17	17	17	17	-	*	17	15	15	20	12	20	20
	Paul	18	20	15	18	-	*	15	21	19	17	25	14	10
	Jindal	5	6	4	5	-	*	6	5	5	5	6	5	4
	Bush	13	12	15	13	-	*	16	9	12	14	10	14	19
	Cruz	7	9	5	7	-	*	6	10	8	6	5	8	9
	Someone else	4	5	3	4	-	*	3	2	4	5	4	4	5
	None of the above	2	0	4	2	-	*	1	2	1	3	1	2	3
	Not sure	9	6	12	9	-	*	9	10	10	7	12	7	7

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=1052 likely voters, margin of error +/-3.0. Republican primary voters weighted N size=535, margin of error +/- 4.2.

\* sample size too small.



		Total	Male	Female	GOP Pri Vtr	Dem Pri Vtr	Dem	GOP	Ind	No college	College	<44	45-64	65+
2016 Democratic Presidential Primary Vote	Clinton	68	60	74	-	68	72	*	62	71	67	66	69	76
	Biden	6	7	6	-	6	7	*	6	8	6	6	7	4
	Warren	13	20	10	-	13	13	*	16	12	15	10	16	13
	O'Malley	1	3	0	-	1	0	*	5	1	1	2	1	0
	Patrick	2	3	2	-	2	2	*	1	2	2	2	4	1
	Someone else	2	3	2	-	2	0	*	7	2	2	4	1	2
	None of the above	1	2	1	-	1	1	*	1	1	1	2	1	0
	Not sure	5	2	6	-	5	5	*	3	3	6	8	2	3
2016 Presidential General Election Vote: Democrat Hillary Clinton vs. Republican Jeb Bush	Clinton	46	39	53	15	94	92	10	41	39	54	44	50	43
	Bush	42	49	36	74	4	5	83	40	49	35	41	40	50
	Not sure	12	12	12	12	2	3	7	18	12	11	15	10	7
2016 Presidential General Election Vote: Democrat Hillary Clinton vs. Republican Chris Christie	Clinton	44	37	49	14	91	89	8	38	38	50	41	47	40
	Christie	42	50	35	71	6	10	79	41	48	37	42	42	45
	Not sure	14	13	15	15	3	1	13	21	15	13	16	12	15
2016 Presidential General Election Vote: Democrat Elizabeth Warren vs. Republican Chris Christie	Warren	33	29	36	10	75	74	6	25	28	37	28	36	37
	Christie	45	52	39	72	9	9	81	46	50	41	44	46	44
	Not sure	22	19	25	18	16	17	13	29	22	22	28	18	18
2016 Presidential General Election Vote: Democrat Elizabeth Warren vs. Republican Jeb Bush	Warren	35	30	39	9	78	76	6	28	28	41	30	39	36
	Bush	46	55	38	78	5	7	84	46	52	39	46	43	53
	Not sure	20	15	24	13	16	17	10	25	19	20	24	18	11

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=1052 likely voters, margin of error +/-3.0. Democratic primary voters weighted N size=334 margin of error +/- 5.4.

\*" sample size too small.



		Total	Male	Female	GOP Pri Vtr	Dem Pri Vtr	Dem	GOP	Ind	No college	College	<44	45-64	65+
<b>2014 Senate General Election Vote: Democrat Jeanne Shaheen vs. Republican Scott Brown</b>	Shaheen	44	40	46	15	90	87	9	39	36	52	39	48	44
	Brown	44	51	38	73	4	6	76	48	50	37	45	42	50
	Not sure	12	9	15	12	5	7	15	13	14	11	17	10	6
<b>Most Important Issue (First Choice)</b>	Economy/Jobs	49	51	47	49	46	46	49	50	48	50	51	46	51
	Minimum Wage	9	7	12	3	21	19	3	8	9	10	8	10	10
	Energy sources	7	7	7	6	8	10	4	8	6	9	5	10	7
	Health care/Obamacare	18	16	20	22	14	13	24	17	19	17	17	20	13
	Business climate	9	14	4	13	3	5	12	10	7	11	11	8	6
	DK/Not sure	8	5	10	8	7	7	8	7	11	4	7	6	12
<b>Most Important Issue (Second Choice)</b>	Economy/Jobs	27	26	28	25	30	30	25	26	28	26	28	26	26
	Minimum Wage	11	10	12	5	20	17	5	11	13	10	8	14	12
	Energy sources	17	18	16	16	18	17	17	18	16	18	18	16	18
	Health care/Obamacare	21	18	23	24	17	19	27	19	20	22	21	20	22
	Business climate	22	25	19	28	14	16	26	22	21	23	24	21	18
	DK/Not sure	2	2	2	2	2	1	1	3	2	2	1	2	4

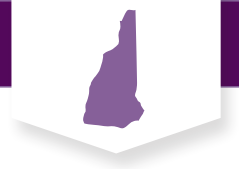
Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=1052 likely voters, margin of error +/-3.0.



		New Hampshire
Are you male or female?	Male	48
	Female	52
Do you consider yourself to be a Democrat, Republican, or Independent?	Democrat	27
	Republican	27
	Independent	43
	Not sure/Would rather not say	2
In today's politics, do you consider yourself a liberal, moderate or conservative?	Liberal	19
	Moderate	43
	Conservative	30
	Not sure/Would rather not say	7
What is your race?	Black	3
	Hispanic/Latino	1
	White	85
	Asian	1
	Other	3
	Would rather not say	7
What is the highest level of education you have completed?	No college	47
	College	51
	Don't know/refused	3
What is your age?	18-44	42
	45-64	43
	65+	15
	Don't know/refused	1

Fielded 1/21-1/23, using automated telephone and online interviews. Total weighted N size=1052 likely voters, margin of error +/-3.0.





1. Do you have a favorable or unfavorable view of Barack Obama?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

2. Do you have a favorable or unfavorable view of Hillary Clinton?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

3. Do you have a favorable or unfavorable view of Chris Christie?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

4. Do you have a favorable or unfavorable view of Jeb Bush?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

5. Do you have a favorable or unfavorable view of Elizabeth Warren?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

6. Do you have a favorable or unfavorable view of Joseph Biden?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

7. Do you have a favorable or unfavorable view of Bobby Jindal?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

8. Do you have a favorable or unfavorable view of Rand Paul?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

9. Do you have a favorable or unfavorable view of Ted Cruz?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

10. Do you have a favorable or unfavorable view of Mitt Romney?

- 1) Favorable
- 2) Unfavorable
- 3) Not sure

11. IF REPUBLICAN PRIMARY VOTER: If the 2016 New Hampshire Republican presidential primary were held today and the candidates were: Mitt Romney, Chris Christie, Rand Paul, Bobby Jindal, Ted Cruz, and Jeb Bush, for whom would you vote?

- 1) Romney
- 2) Christie
- 3) Paul
- 4) Jindal
- 5) Bush
- 6) Cruz
- 7) Someone else
- 8) None of the above
- 9) Not sure

12. IF DEMOCRATIC PRIMARY VOTER If the 2016 New Hampshire Democratic presidential primary were held today and the candidates were: Hilary Clinton, Joseph Biden, Elizabeth Warren, Martin O'Malley and Deval Patrick, for whom would you vote?

- 1) Clinton
- 2) Biden
- 3) Warren
- 4) O'Malley
- 5) Patrick
- 6) Someone else
- 7) None of the above
- 8) Not sure



13. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Jeb Bush, for whom would you vote?

- 1) Clinton
- 2) Bush
- 3) Not sure

14. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Hillary Clinton and Republican Chris Christie, for whom would you vote?

- 1) Clinton
- 2) Christie
- 3) Not sure

15. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Elizabeth Warren and Republican Chris Christie, for whom would you vote?

- 1) Warren
- 2) Christie
- 3) Not sure

16. While it's a long way off, if the 2016 presidential election were held today and the candidates were Democrat Elizabeth Warren and Republican Jeb Bush, for whom would you vote?

- 1) Warren
- 2) Bush
- 3) Not sure

17. The next election for US Senator in New Hampshire will be held in November 2014. If the 2014 Senate election were held today and the candidates were Democrat Jeanne Shaheen and Republican Scott Brown, for whom would you vote?

- 1) Shaheen
- 2) Brown
- 3) Not sure

18. Now I'm going to ask you about some issues facing New Hampshire. Which of the following do you think is the most important?

- 1) Improving the economy and creating jobs
- 2) Raising the minimum wage
- 3) Maintaining consistent, reliable and affordable sources of energy
- 4) Addressing new challenges in health care as a result of Obamacare
- 5) Improving the business climate
- 6) DK/Not sure

19. Which is the second most important?

- 1) Improving the economy and creating jobs
- 2) Raising the minimum wage
- 3) Maintaining consistent, reliable and affordable sources of energy
- 4) Addressing new challenges in health care as a result of Obamacare
- 5) Improving the business climate
- 6) DK/Not sure