



**MEMORANDUM**

**TO:** Interested parties  
**FROM:** Hickman Analytics, Inc.  
**RE:** New Hampshire Survey Results  
**DATE:** May 1, 2015

**Summary.** Most New Hampshire voters support expanded drilling for oil and natural gas in the Arctic Circle. Hillary Clinton has a large early lead for the Democratic Presidential nomination. The Republican field is much more closely contested; Jeb Bush and Scott Walker are the current leaders, but all the candidates are below 20% support.

**Key Findings.**

**Arctic drilling.** A majority of registered voters in New Hampshire support allowing offshore drilling for oil and natural gas in U.S. waters inside the Arctic Circle while only about a third oppose it (54% support, 35% oppose). More than two-thirds of Republicans support Arctic drilling (70% support, 18% oppose), as does a narrower majority of non-partisans (54% support, 35% oppose). Most Democrats oppose the measure (34% support, 54% oppose). These patterns of support are exaggerated among strong partisans. Men, particularly those over 50, are stronger supporters of Arctic drilling than women.

**Presidential preference: Democrats.** 58% of Democratic primary voters prefer Hillary Clinton as the nominee. U.S. Senator Bernie Sanders, who represents neighboring Vermont, is a distant second with 16%. (NOTE: When the survey was conducted, Clinton was the only Democrat who had formally announced a presidential bid; Sanders announced his after the conclusion of interviewing.) Unannounced candidates Joe Biden, former U.S. Senator Jim Webb (VA), and former Maryland Governor Martin O’Malley all poll in the single digits. Clinton leads by a wide margin across all major geographic and demographic subgroups, and among voters most likely to vote on primary day. She performs better women than men and with older versus younger voters. Her lead drops below two-to-one only among men under 50, where she leads closest challenger Bernie Sanders 46% to 30%.

	Democratic primary vote						
	All	Likely primary	Sex		Age		
			Men	Women	18-39	40-59	60+
Clinton	58%	62%	50%	64%	52%	54%	65%
Sanders	16	17	22	12	22	20	10
Biden	6	6	8	4	3	6	7
Webb	3	2	4	2	2	3	3
O’Malley	2	2	4	1	0	2	2
Don’t know	15	11	13	17	21	14	14

**Presidential preference: Republicans.** No candidate has a clear advantage in the Republican primary. Scott Walker and Jeb Bush currently lead the field with 17% each, followed by Rand Paul (11%), and Marco Rubio (8%). Among voters most likely to vote in the primary, Walker leads Bush 20% to 17%. More than seven months before the primary, more voters are undecided (22%) than register a preference for any candidate. Candidate support varies with age, ideology, and partisanship. Paul leads among voters under 40, while Bush and Walker are statistically tied among older voters. Walker leads among conservatives and Republicans, and Bush leads with non-partisans and more moderate primary voters.

Republican primary vote							
	<u>All</u>	<u>Likely primary</u>	<u>Sex</u>		<u>Age</u>		
			<u>Men</u>	<u>Women</u>	<u>18-39</u>	<u>40-59</u>	<u>60+</u>
Bush	17%	17%	16%	18%	14%	15%	20%
Walker	17	20	21	13	10	16	20
Paul	11	10	15	5	20	10	8
Rubio	8	9	8	9	2	10	9
Christie	7	9	8	7	12	7	6
Cruz	5	6	8	2	6	8	3
Huckabee	5	5	5	4	3	3	6
Carson	3	3	3	2	2	2	4
Fiorina	2	3	1	3	3	1	3
Graham	1	1	0	2	2	1	1
Perry	1	1	1	2	2	1	1
Santorum	0	0	1	0	0	1	0
Don't know	22	17	13	32	23	25	19

Republican primary vote preference also varies by gender. The three contenders colloquially referred to as “establishment candidates” (Jeb Bush, Marco Rubio, and Chris Christie) perform about the same with men as they do with women. The three who are often described as right of the establishment or “Tea Party candidates” (Scott Walker, Ted Cruz, and Rand Paul), all do better among men than women. There are also more undecided women (32%) than men (13%).

Republican primary vote by sex				
	<u>All</u>	<u>Sex</u>		
		<u>Men</u>	<u>Women</u>	<u>Net women</u>
Bush	17%	16%	18%	+2
Rubio	8	8	9	-1
Christie	7	8	7	+1
<b>“Establishment” combined</b>	32%	32%	34%	+2
Walker	17%	21%	13%	-8
Paul	11	15	5	-10
Cruz	5	8	2	-6
<b>“Tea Party” combined</b>	32%	44%	20%	-24

Among those who have officially announced their candidacy for President, Rubio (20%) has a narrow advantage over Paul (17%), and Cruz lags (7%). Rubio leads among registered Republicans and older voters. Paul has an edge with younger voters and non-partisans.

Republican caucus preference among announced candidates							
	All	Likely primary	Sex		Age		
			Men	Women	18-39	40-59	60+
Rubio	20%	22%	20%	20%	9%	16%	28%
Paul	17	16	23	11	30	17	13
Cruz	7	8	10	4	6	11	3
Don't know	58	55	49	67	55	59	57

**Energy Issues and Voting.** Energy issues will be important when New Hampshire voters vote next year. More than eight of every ten (86%) say energy issues will be important in their 2016 voting decisions. The salience of energy issues is over 80% among Republicans, Democrats, and Independents; among men and women; among voters of all age groups; and among voters of every ideological stripe.

***Technical note:** This memo is based on a survey of 500 registered voters in New Hampshire. Telephone interviewing was conducted April 21-23, 2015. The sample was selected so all registered voters were equally likely to be contacted, including a sample of cell phone numbers. The results were adjusted slightly to align the sample with known facts about the geographic and demographic composition of New Hampshire registered voters. All polls are subject to errors associated with interviewing a sample rather than the entire universe. The estimation error associated with a sample of 500 is +/-4.4 percentage points. In other words, in 95 out of 100 cases, the results of this poll are within 4.4 percentage points (plus or minus) of the results that would have been achieved in interviews with every registered voter in New Hampshire. Estimation errors are higher among subgroups of the sample.*