University of Massachusetts Lowell
Center for Public Opinion

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UMass Lowell/7News
Survey of New Hampshire Voters

Survey produced by Professor Joshua J. Dyck, Ph.D.

Field Dates: October 7-11, 2016

N=654 New Hampshire Registered Voters (RVs)
N=517 Likely Voters (LVs)
Adjusted Margin of Error: +/- 4.35% for all RVs; +/-4.87% for LVs
Margins of error have been adjusted to include for design effects resulting from weighting and survey design features.

Methodology in Brief

Data collection by live interviewers from Abt SRBI, Inc. This is a probability sample of 654 New Hampshire Registered Voters (RVs) collected using an overlapping dual-frame random digit dial design with a 50% landline/50% cell phone target split (actual split of RVs is 53% LL/47% Cell). Using the model detailed on page 2, we classified 517 RVs as Likely Voters (LVs).

The data were first weighted to address the imbalance that occurs because some respondents have a greater probability of being included in the frame if they have multiple landlines or both a landline and a cellular number. To ensure a representative sample, we collected demographic data on all respondents who were residents of New Hampshire and at least 18 years of age (including non-registered voters) so that our overall sample can be weighted to data on age by gender, education, and race from the 2014 American Community Survey for New Hampshire. The youngest male/female method was used for in-household selection.

UMass Lowell is a public institution and releases surveys as a source of public information. We report our questionnaire in our topline document which includes likely voter model questions and wording. We offer a complete methodology report, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something in the release you do not see, please contact Professor Joshua J. Dyck (joshua_dyck@uml.edu; @drjjdyck).

* indicates <0.5%; some numbers do not sum to 100 due to rounding

LIKELY VOTER MODEL (Asked of all RVs)

Q3 As you know, the election for U.S. President, U.S. Senate and New Hampshire Governor will be held in New Hampshire on Tuesday, November 8th. How closely are you following news about candidates running for President, Senator and Governor— very closely, somewhat closely, just a bit, or haven't you really been following it much at all?

48%	Very closely
34	Somewhat closely
10	Just a bit
6	Haven't really been following it much at all
1	(VOL) Don't know/no answer

Q4 How often would you say that you vote when there's a Presidential election – always, almost always, just sometimes, hardly ever, or never? If you have just registered to vote for the first time, please tell me.

85%	Always
6	Almost always
2	Just sometimes
1	Hardly ever
1	Never
6	Just registered to vote for first time
0	(VOL) Don't know/no answer

Q5 Many people don't vote when there's an election. At this point, would you say you'll definitely NOT vote in the election for President, Senator and Governor in New Hampshire, PROBABLY NOT vote, may or may not vote depending upon how you feel at the time, PROBABLY vote, or DEFINITELY vote in the election for President, Senator and Governor in New Hampshire? If you have already voted or early voted, just tell me.

5	Definitely not vote	
3	Probably not vote	
3	May or may not vote	
7	Probably vote	
81	Definitely vote	
*	Already voted/Early Voted	SKIP TO Q6b
*	(VOL) Don't know/No Answer	

Likely voters are defined as those who are following news of the election "very closely" or "somewhat closely" or "just a bit" (Q3=1,2,3), "always" or "almost always" vote when there's an election (Q4=1,2), and say that they "definitely will vote," or have "already voted" in the election (Q5=5,6). Voters who have just registered (Q4=6) are also defined as likely voters if they "definitely will vote," or have "already voted" in the election (Q5=5,6) and are following news of the election "very closely" or "somewhat closely" (Q3=1,2). Out of 654 RVs, 517 are defined as Likely Voters. This model estimates that 79% (weighted=76%) of RVs are defined as LVs.

Q6 If the election for President of the United States was being held today, would you vote for [RANDOMIZE ORDER of Dems/Republicans] Democrats Hillary Clinton and Tim Kaine, Republicans Donald Trump and Mike Pence, [ROTATE ORDER of Libertarians/Green Party] Libertarians Gary Johnson and Bill Weld, or Green Party Candidates Jill Stein and Ajamu Baraka?

Q6a Do you lean more towards… ?

[If Q6=6 – already voted]
Q6b Turning to the U.S. Presidential Election, did you vote for…?

LV	**RV**	
45%	43%	Clinton/Kaine
39	36	Trump/Pence
9	11	Johnson/Weld
2	2	Stein/Baraka
2	2	(VOL) Other Candidate (Specify)
3	4	(VOL) Don't know/Unsure
1	1	(VOL) Refused

Q7 Will you definitely vote for [candidate] for President or is there a chance you could change your mind and vote for someone else?

Trump

79%	Definitely will vote for candidate
20	Could change mind
1	(VOL) Don't know/Unsure
0	(VOL) Refused

Clinton
Will you definitely vote for [candidate] for President or is there a chance you could change your mind and vote for someone else?

85%	Definitely will vote for candidate
13	Could change mind
1	(VOL) Don't know/Unsure
*	(VOL) Refused

Presidential Horse Race Crosstabs

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Clinton/Kaine	92	37	10	88	21	8
Trump/Pence	2	39	77	2	34	77
Johnson/Weld	1	14	9	2	28	11
Stein/Baraka	0	3	1	2	4	1
Undecided/Other	3	2	4	6	12	3

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Clinton/Kaine	47	45	48	35	38	54	63
Trump/Pence	32	43	41	46	46	29	28
Johnson/Weld	12	7	7	9	11	9	3
Stein/Baraka	3	2	2	2	0	3	1
Undecided/Other	5	4	4	7	4	5	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Clinton/Kaine	37	52	40	26	24	47	51	82	48	10
Trump/Pence	46	33	32	35	50	38	40	8	31	75
Johnson/Weld	10	8	11	14	14	7	4	2	12	12
Stein/Baraka	1	2	5	0	1	2	1	3	1	1
Undecided/Other	6	5	11	5	0	5	4	4	8	3

Q8 If the election for U.S. SENATOR of NEW HAMPSHIRE was being held today would you vote for [RANDOMIZE ORDER: Democrat Maggie Hassan, Republican Kelly Ayotte], or Libertarian Brian Chabot?

Q8a As of TODAY, do you LEAN more toward…?

[If Q5=6 – already voted]
Q8b. Did you vote for…?

LV	**RV**	
44%	43%	Maggie Hassan
45	43	Kelly Ayotte
4	5	Brian Chabot
*	*	(VOL) Other Candidate (Specify)
5	7	(VOL) Don't know/Unsure
1	1	(VOL) Refused

Q9 Will you definitely vote for [candidate] for Senate or is there a chance you could change your mind and vote for someone else?

Hassan

87%	Definitely will vote for candidate
12	Could change mind
1	(VOL) Don't know/Unsure

Ayotte

86%	Definitely will vote for candidate
14	Could change mind
0	(VOL) Don't know/Unsure

US Senate Crosstabs

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Hassan	88	39	8	88	24	6
Ayotte	6	48	82	6	46	84
Chabot	*	6	4	2	10	5
Undecided/Other	6	6	7	5	20	5

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Hassan	50	45	42	38	36	50	64
Ayotte	39	43	52	52	51	40	32
Chabot	5	4	5	3	6	5	0
Undecided/Other	6	8	1	7	8	5	4

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Hassan	38	50	43	48	36	46	47	84	45	9
Ayotte	52	39	43	36	56	41	50	12	40	80
Chabot	4	4	11	4	5	4	1	0	5	6
Undecided/Other	6	6	4	12	3	9	2	4	9	5

Q10 If the election for GOVERNOR of NEW HAMPSHIRE was being held today would you vote for [RANDOMIZE ORDER: Democrat Colin Van Ostern, Republican Chris Sununu] OR Libertarian Max Abramson?

Q10a As of TODAY, do you LEAN more toward…?

Q10b Did you vote for…?

LV	RV	
39%	38%	Colin Van Ostern
41	40	Chris Sununu
6	7	Max Abramson
0	*	(VOL) Other Candidate (Specify)
13	14	(VOL) Don't know/Unsure
1	*	(VOL) Refused

Q11 Will you definitely vote for [candidate] for Governor or is there a chance you could change your mind and vote for someone else?

Van Ostern

86%	Definitely will vote for candidate
11	Could change mind
2	(VOL) Don't know/Unsure
*	(VOL) Refused

Sununu

74%	Definitely will vote for candidate
25	Could change mind
1	(VOL) Don't know/Unsure
0	(VOL) Refused

NH Governor Crosstabs

	Party Registration			Party ID		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Van Ostern	78	36	3	78	24	4
Sununu	8	38	81	8	34	77
Abramson	3	8	5	5	12	5
Undecided/Other	12	17	10	10	25	14

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Van Ostern	50	36	35	31	34	44	54
Sununu	34	43	45	44	44	42	30
Abramson	9	5	7	9	6	4	2
Undecided/Other	8	16	12	16	16	8	14

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Van Ostern	34	43	44	36	25	43	43	79	38	6
Sununu	43	40	38	25	64	39	41	12	39	70
Abramson	9	2	5	15	3	4	5	3	6	8
Undecided/Other	13	15	13	24	9	13	11	5	18	16

Q12 Now I'm going to read the names of some people in politics. Please tell me if overall you have a favorable or unfavorable view of each person. If you have never heard of the person, please just say so.

Donald Trump

32%	Favorable
63	Unfavorable
4	Undecided/heard of
0	Never heard of
1	(VOL) Don't know/Refused

Hillary Clinton

42%	Favorable
55	Unfavorable
3	Undecided/heard of
0	Never heard of
1	(VOL) Don't know/Refused

Gary Johnson

21%	Favorable
40	Unfavorable
24	Undecided/heard of
12	Never heard of
3	(VOL) Don't know/Refused

Barack Obama

51%	Favorable
47	Unfavorable
2	Undecided/heard of
0	Never heard of
*	(VOL) Don't know/Refused

Jeanne Shaheen

50%	Favorable
36	Unfavorable
11	Undecided/heard of
1	Never heard of
1	(VOL) Don't know/Refused

Maggie Hassan

50	Favorable
42	Unfavorable
7	Undecided/heard of
*	Never heard of
*	(VOL) Don't know/Refused

Kelly Ayotte

51%	Favorable
40	Unfavorable
8	Undecided/heard of
0	Never heard of
*	(VOL) Don't know/Refused

Colin Van Ostern

35%	Favorable
21	Unfavorable
26	Undecided/heard of
15	Never heard of
3	(VOL) Don't know/Refused

Chris Sununu

42%	Favorable
37	Unfavorable
19	Undecided/heard of
1	Never heard of
1	(VOL) Don't know/Refused

Q13 Regardless of who you support in the election, who do you think will be the next President of the United States?

[do not read responses unless needed]

60%	Hillary Clinton
26	Donald Trump
2	Gary Johnson
0	Jill Stein
0	Other [specify]
13	(VOL) Don't know/Unsure/Refused

Q17/Q18 Do you think Hillary Clinton/Donald Trump is honest and trustworthy, or not?

Clinton

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Honest/trustworthy	33	31	69	11	3
Not	63	65	23	85	97
DK/NA/REF	4	4	8	4	1

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Honest/trustworthy	36	32	36	28	23	39	52
Not	58	65	62	69	71	57	43
DK/NA/REF	6	3	2	3	6	4	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Honest/trustworthy	29	36	15	36	22	34	42	65	33	5
Not	69	57	76	61	76	60	54	26	63	95
DK/NA/REF	2	7	9	3	1	5	4	9	4	*

Trump

	Voers		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Honest/trustworthy	33	32	5	22	63
Not	64	63	95	74	30
DK/NA/REF	3	5	0	4	7

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Honest/trustworthy	24	38	38	39	37	25	25
Not	73	58	61	57	58	72	74
DK/NA/REF	4	4	1	4	5	3	1

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Honest/trustworthy	35	30	25	35	39	32	33	7	31	58
Not	60	67	75	62	52	66	64	93	65	36
DK/NA/REF	4	3	0	3	9	2	3	0	4	7

Q19/Q20 Do you feel that Hillary Clinton/Donald Trump has the necessary qualifications to be President, or not?

Q19 Clinton

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Has Qualifications	61	60	96	59	25
Does not have…	37	37	3	37	71
DK/NA/REF	3	3	1	5	4

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Has Qualifications	63	63	59	52	55	66	80
Does not have…	33	35	41	42	43	34	20
DK/NA/REF	4	2	0	6	2	*	0

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Has Qualifications	52	69	70	60	48	64	61	92	67	24
Does not have…	46	28	26	40	49	34	36	7	28	74
DK/NA/REF	2	3	4	0	3	2	3	1	4	2

Q20 Trump

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Has Qualifications	34	33	2	34	64
Does not have…	62	62	96	60	27
DK/NA/REF	5	5	1	5	8

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Has Qualifications	29	36	33	41	37	28	23
Does not have…	68	59	64	51	59	69	74
DK/NA/REF	3	6	3	8	4	3	3

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Has Qualifications	40	27	27	34	40	35	30	9	24	67
Does not have…	55	68	69	63	53	61	65	91	69	27
DK/NA/REF	5	5	4	3	7	4	5	1	7	6

Q21/22 Do you feel that Hillary Clinton/Donald Trump has the necessary temperament to be President, or not?

Q21 Clinton

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Has Temperament	64	63	97	56	33
Does not have…	33	34	2	37	63
DK/NA/REF	3	3	1	7	3

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Has Temperament	68	68	61	61	56	70	77
Does not have…	28	31	37	34	42	28	23
DK/NA/REF	4	1	2	5	2	2	*

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Has Temperament	56	71	69	70	57	66	62	94	70	31
Does not have…	41	26	27	30	43	30	36	6	26	67
DK/NA/REF	3	3	4	0	0	4	2	0	4	3

Q21 Trump

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Has Temperament	28	28	2	29	55
Does not have…	69	69	98	67	40
DK/NA/REF	3	3	1	4	5

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Has Temperament	24	29	31	35	33	22	20
Does not have…	75	68	67	60	67	75	78
DK/NA/REF	1	3	2	5	1	4	2

	Geder		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Has Temperament	34	23	22	26	32	28	32	5	23	56
Does not have…	62	75	78	74	66	68	65	95	74	39
DK/NA/REF	4	2	0	0	2	4	3	*	3	5

These questions were asked of respondents on October 9-11, 2016. The overall N=340 RVs with a margin of error of +/-6.19%

Q25 On Friday, news broke of a controversial conversation about women between Donald Trump and Billy Bush that took place in 2005. Have you yourself listened to the audio of the conversation, heard a lot about the conversation but not listened to it yourself, heard a little about the conversation, or have you not heard anything about the conversation?

LV	RV	
62%	58%	Listened to the audio
21	22	Heard a lot about the conversation/have not listened to it
11	12	Heard a little about the conversation
5	7	Not heard anything
1	1	DK/NA (VOL)

[ASK IF 1,2,3]

Q26 Does this recent news make you more likely to vote for Donald Trump, less likely to vote for Donald Trump, or does it not make a difference?

1%	More likely
30	Less likely
66	Does not make a difference
3	DK/NA (VOL)

	Gender		Party ID		
	Male	Female	Democrat	Independent	Republican
More likely	1	1	0	3	2
Less likely	22	37	46	44	7
Makes no difference	73	60	50	53	88
DK/NA/REF	4	2	4	0	3

Q23 Would you say things today in the country are going in the right direction or are they off on the wrong track?

	Voers		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Right Direction	31	28	60	15	6
Wrong Track	61	63	28	74	92
DK/NA/REF	8	8	12	11	3

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Right Direction	30	30	36	18	25	40	51
Wrong Track	58	63	62	70	70	53	41
DK/NA/REF	13	7	1	12	5	7	8

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Right Direction	29	32	23	39	19	32	35	57	33	5
Wrong Track	65	58	70	48	72	63	57	32	59	91
DK/NA/REF	6	10	7	13	8	4	7	11	9	4

Q24 How much of the time do you think you can trust the federal government in Washington DC to do what's right?

	Voters		Party ID		
	All LVs	All RVs	Democrat	Independent	Republican
Just about always	2	3	3	4	1
Most of the time	26	24	46	11	9
Only some of the…	60	60	46	71	72
Never (VOL)	11	12	4	15	17
DK/NA/REF (VOL)	1	1	1	0	*

	Income			Education			
	Below $50K	$50k-$100k	$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Just about always	3	1	5	3	2	1	2
Most of the time	22	27	29	13	22	34	42
Only some of the…	65	60	55	66	63	59	46
Never (VOL)	9	12	12	17	12	6	9
DK/NA/REF (VOL)	*	1	1	0	*	1	2

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Just about always	2	2	2	0	2	3	1	3	3	*
Most of the time	22	29	31	29	20	26	26	47	25	8
Only some of the…	60	61	62	63	65	56	61	43	62	73
Never (VOL)	16	7	5	8	13	14	11	6	9	18
DK/NA/REF (VOL)	*	1	0	0	0	1	1	1	1	*

Demographics and Political Variables
Weighted percentages

Party ID	RVs	LVs
Democrat	44	44
Independent	13	12
Republican	42	44
Party Registration	RVs	LVs
Democrat	28	28
Independent/Else/DK/NA	47	45
Republican	25	27
Ideology	RVs	LVs
Liberal	26	28
Moderate	43	41
Conservative	31	32
Age	RVs	LVs
18-29	15	11
30-39	14	14
40-49	15	16
50-64	33	34
65 and up	23	25
Gender	RVs	LVs
Male	49	48
Female	51	52
Race/Ethnicity	RVs	LVs
White	94	95
Non-White	6	5
Education	RVs	LVs
High school or less	29	27
Some College	33	33
College Degree	23	25
Post-Graduate Degree	14	15
Income	RVs	LVs
Less than $50k	36	31
$50k-$100k	46	49
More than $100k	18	20