NH Statewide Horserace Poll

NH Survey of Likely Voters
October 26-28, 2016
N=408

Trump Leads Clinton in Final Stretch; New Hampshire U.S. Senate Race - Ayotte 49.1, Hassan 47

With just over a week to go until Election Day, Republican presidential nominee Donald Trump has a 1.7 point advantage over former U.S. Sec. of State Hillary Clinton, with 42.9 percent favoring her versus 44.6 percent for her Republican opponent in a five-way race. Among the third-party candidates, Libertarian candidate Gary Johnson received 4.4 percent support, Green presidential hopeful Jill Stein was at 1.8 percent, and independent Evan McMullin was at 0.9 percent support. The poll found 2.1 percent support for other candidates and 3.5 percent are undecided. This survey, conducted via landline poll from a random sample of 408 likely voters in New Hampshire, has a margin of error of +/-5.1 percent. In a binary race, Trump leads Clinton 47.1 percent to 45.5 percent, with 7.4 percent unsure, suggesting both candidates lose support to minor party candidates. Public opinion surveys on the general election in New Hampshire conducted using landline telephone calls earlier in the year have tended to favor Trump over Clinton in comparison with similar surveys using other means of sample construction.

According to the poll, incumbent U.S. Sen. Kelly Ayotte leads in her race with Gov. Maggie Hassan for New Hampshire's U.S. Senate seat. Hassan trails Ayotte 47 percent to 49.1 percent, with another 3.9 percent of the electorate undecided. In order to further explore which punches are landing successfully in this hard-fought contest, InsideSources tested three messages which have been used by the candidates this cycle at the end of the survey. Voters were asked if Ayotte's refusal to vote for Donald Trump because of his comments about women influenced their support for Ayotte, and 54.1 percent reported this information had no effect on their potential support for Ayotte, while 18.4 percent said this made them more likely to support the incumbent Republican and 26.1 claimed it made them less likely to support her.

Some conservative Republicans and the billionaire Koch brothers have criticized Ayotte for her disagreements with the party mainstream. When informed about this criticism, 52.0 percent reported that this had no effect on their potential support for Ayotte, with 28.5 percent reporting it made them less likely to support the incumbent, and 19.5 percent reporting it made them more likely to give their vote to the Republican. Voters were also asked for their opinion of Gov. Hassan's support of Hillary Clinton's policies and her belief that Clinton was trustworthy. A majority of voters, 48.6 percent, claimed the information made them less likely to support Hassan, while 28.3 percent claimed the information made them more likely to support Hassan, and 22.3 percent said it made no difference.

The study also asked voters for their preferences in New Hampshire's three-way race for Governor, between Republican Chris Sununu, Democrat Colin Van Ostern, and Libertarian candidate Max Abramson. Chris Sununu held a lead over his opponents, with 45.2 percent versus 41.8 and 2.3 percent respectively, with 10.8 percent undecided.

Selected Crosstabulated Results

Note: All numbers are percentages. Numbers without parentheses are percentages of the total weighted sample. Due to rounding, columns may not total 100 percent and summed columns and rows may vary across crosstabs.

Senate Ballot Preference by Gender

	Maggie Hassan	Kelly Ayotte	Undecided	
Female	25.9	25.6	0.8	52.3
Male	21.1	23.5	3.1	47.7
	47	49.1	3.9	

5-Way Presidential Ballot Preference by Gender

	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Another Candidate	Un-decided	
Female	24.8	22.3	1.2	0.3	0.4	1.2	2.2	54.5
Male	18.1	22.3	3.2	1.5	0.5	0.9	1.3	45.6
	42.9	44.6	4.4	1.8	0.9	2.1	3.5	

5-Way Presidential Ballot Preference by Party ID

	Hillary Clinton	Donald Trump	Gary Johnson	Jill Stein	Evan McMullin	Another Candidate	Un-decided	
Democrat	20	4.3	0.2	0.4	0.3	0.4	0.3	25.9
Republican	6.3	23.1	1.5	0.5	0.5	0.6	1.3	33.8
Un-affiliated	11.2	9.6	1.8	0.7	0.1	0.7	1.2	25.3
No Information	5.5	7.8	0.8	0.2	0	0.3	0.6	15.2
	43	44.8	4.3	1.8	0.9	2	3.4	

Reaction to Ayotte Trump Vote Statement by Senate Support

	More Likely	Less Likely	No Difference	Not Sure	
Hassan	7.6	11.1	27.5	1	47.2
Ayotte	10.8	12.9	25.3	0.4	49.4
Not Sure	0.1	2.2	1.3	0	3.6
	18.5	26.2	54.1	1.4	

Reaction to Ayotte Independence Vote Statement by Senate Support

	More Likely	Less Likely	No Difference	Not Sure	
Hassan	5.9	20.4	20.3	0	46.6
Ayotte	13.5	7.1	29.1	0	49.7
Not Sure	0.1	0.9	2.7	0	3.7
	19.5	28.4	52.1	0	

Reaction to Hassan Clinton Vote Statement by Senate Support

	More Likely	Less Likely	No Difference	Not Sure	
Hassan	27.7	2.8	15.7	0	46.2
Ayotte	0.4	43.9	5.1	0.7	50.1
Not Sure	0.2	1.9	1.5	0	3.6
	28.3	48.6	22.3	0.7	

Reaction to Ayotte Trump Vote Statement by Party ID

	More Likely	Less Likely	No Difference	Not Sure	
Democrat	3.8	6.8	14.8	0.4	25.8
Republican	5.9	10	17.2	0.4	33.5
Unaffiliated	7	4	14	0.5	25.5
No Information	2.5	4.9	7.8	0	15.2
	19.2	25.7	53.8	1.3	

Reaction to Ayotte Independence Vote Statement by Party ID

	More Likely	Less Likely	No Difference	Not Sure	
Democrat	3.8	8.8	12.4	0.2	25.2
Republican	7.3	8.6	17.4	0.3	33.6
Unaffiliated	6.6	7	11.5	0.2	25.3
No Information	2.2	3.4	10	0.4	16
	19.9	27.8	51.3	1.1	

Reaction to Hassan Clinton Vote Statement by Party ID

	More Likely	Less Likely	No Difference	Not Sure	
Democrat	12.5	4.2	8.2	0	24.9
Republican	4	24.5	4.9	0.2	33.6
Unaffiliated	7.5	11.4	6.1	0.6	25.6
No Information	4.9	8.5	2.8	0	16.2
	28.9	48.6	22	0.8	

Senate Ballot Preference by Party ID

	Maggie Hassan	Kelly Ayotte	Undecided	
Democrat	21.7	4	0.1	25.8
Republican	6.8	25.1	1.8	33.5
Unaffiliated	13.1	12	0.2	25.3
No Information	5.6	8.1	1.5	15.2
	47.2	49.2	3.6	

Governor Ballot Preference by Party ID

	Chris Sununu	Colin Van Ostern	Max Abramson	Not Sure	
Democrat	4.1	19.1	0	2.6	25.8
Republican	24.1	5	1.1	3.6	33.8
Unaffiliated	9.1	12	1.2	3	25.3
No Information	7.7	5.1	0	2.4	15.2
	45	41.2	2.3	11.6	

Topline Results

Note: All numbers are percentages. Due to rounding, columns may not total 100 percent.

Q1: U.S. Senate Ballot Preference

If the election for U.S. Senate were held today who would you vote for?

Maggie Hassan	47.0
Kelly Ayotte	49.1
Not sure	3.9

Q2: New Hampshire Governor Ballot Preference

If the election for New Hampshire Governor were held today who would you vote for?

Chris Sununu	45.2
Colin Van Ostern	41.8
Max Abramson	2.3
Not sure	10.8

Q3: U.S. Presidential Ballot Preference (Binary)

If the election for President were held today:

Hillary Clinton	45.5
Donald Trump	47.1
Not sure	7.4

Q4: U.S. Presidential Ballot Preference (5-Way Plus)

There are several other candidates running for President against Trump and Clinton who have gained attention and support. When considering these other candidates, if the election for President were held   today, who would you vote for?

Hillary Clinton	42.9
Donald Trump	44.6
Gary Johnson	4.4
Jill Stein	1.8
Evan McMullin	0.9
Another candidate	2.1
Not sure	3.5

Q5: Ayotte Trump Support Message Test

Kelly Ayotte has stated she will not vote for Donald Trump because she "cannot and will not support a candidate for president who brags about degrading and assaulting women." Does hearing this make you more likely or less likely to support Ayotte's campaign for U.S. Senate?

More likely	18.4
Less likely	26.1
No difference	54.1
Not sure	0.1

Q6: Hassan Clinton Support Message Test

Maggie Hassan has been a strong supporter of Hillary Clinton and her policy proposals, and Hassan says she believes Clinton is honest and trustworthy. Does hearing this make you more likely or less likely to support Hassan's campaign for U.S. Senate?

More likely	28.3
Less likely	48.6
No difference	22.3
Not sure	0.7

Q7: Ayotte Partisan Divergence Message Test

Kelly Ayotte has been criticized by the libertarian billionaire Koch Brothers and has broken with the Republican Party on several issues, including climate change, women's healthcare, and gay rights. Does hearing this make you more likely or less likely to support Ayotte's campaign for U.S. Senate?

More likely	19.5
Less likely	28.5
No difference	52

Polling Methodology

Survey results are based on a statewide sample of registered voters in New Hampshire. Respondents were recontacted from a prior sample, with 263 completions provided by past participants and 261 complete responses added by random selection of numbers from the voter list, for a total of 524 completions from registered voters. Data were gathered using interactive voice response (IVR) calls conducted in English. Starting with the 1,237 respondents from the prior sample, 2,315 numbers were dialed during the survey period, including repeated dials to the same number. There were 1,184 live answers, and 392 partial responses collected from the panel. Of the remaining registered voters in New Hampshire, 514,381 were reachable via phone numbers provided on the voter list. 28,264 fresh numbers were dialed during the three day survey period, with 5,813 live answers from new participants. 513 partial responses were gathered from outside the panel.

The margin of error for the entire sample is +/- 4.2%. The design effect for the survey is 1.44, and after adjusting the margin of error for the design effect, the resulting weighted margin of error is +/- 5.1%.

Responses have been weighted using a likely voter scale taking into account interest in politics, self-declared likelihood of voting, thought dedicated to the election, news consumption related to the primary election, knowledge of where to vote, with adjustment given to particularly young voters who are historically underweighted on such scales. The scale was used to select 408 likely voters using an expected turnout rate of 78%, which was the 2012 general election turnout rate among New Hampshire registered voters.

Differential rates of nonresponse among subgroups in the population can produce survey bias. To compensate for known bias, responses have been weighted by sex, race, number of registered voters in the household, Hispanic ethnicity. Respondent sex, race, and Hispanic ethnicity were weighted to population targets from the 2010 American Community Survey from the U.S. Census Bureau for New Hampshire registered voters. Respondent number of voters in the household were weighted to population targets for New Hampshire registered voters derived through modeling. These population targets were compared with equivalent parameters from the sample to construct weights, using iterative proportional fitting, which simultaneously balances the distributions of all variables used to weight the data.

Weighting is not a silver bullet for survey bias. The sample used in this study was collected using only landline telephone numbers, and while weighting may address nonresponse bias to a great degree, sampling bias introduced by targeting landline telephone users cannot be addressed by weighting. It is well known that landline-only samples tend to be more conservative, even after appropriate weighting is applied. The results of this survey should be compared to the findings of other landline-only samples. A comparison of this survey's results to the landline-only portion of the ARG's most recent NH poll in September finds that Ayotte has picked up support against Hassan in the 2016 U.S. Senate race as Trump has gained against Clinton in the presidential race. Nearly half of the survey consisted of resampled voters, and tracking polls consisting of voters who prefer to participate in polls over time have tended to favor Trump over Clinton this cycle.

Applying likely voter weighting serves to focus poll results on the 78% of the sample which is most likely to turn out to vote, given that this proportion is the turnout rate we expect given past history. As such, this effectively reduces the sample size of the poll to 408 individuals. The smaller effective sample size and adjustments to the design effectiveness of the survey from using weights results in a larger weighted margin of error, which is +/-6.3%. As elections draw closer and the pool of likely voters defines itself, likely voter survey designs become increasingly effective in predicting final vote tallies over registered voter survey designs. We took the choice to derive and present estimates from a likely voter design with a larger margin of error rather than estimates from registered voters because we believe that at this stage in the race likely voter estimates will be much better indicators of the result on Election Day.

Respondents were asked if they were Hispanic or Latino, and Hispanic or Latino respondents were asked if they were born in one of the 50 United States, Puerto Rico, another U.S. Territory, or somewhere else.