
Toplines

UMass Amherst/WBZ Poll of NH Likely Voters

Field Dates: October 17 - October 21, 2016
Sample: 772 Likely Voters in New Hampshire
Margin of Error: 4.5%

YouGov interviewed 848 respondents who were then matched down to a sample of 772 likely voters to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey.

The matched cases were weighted to New Hampshire registered voters in the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, ideology, and party registration. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

All figures presented in this document are for likely voters unless otherwise noted.

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If the election for U.S. Senate were being held today, which candidate would you vote for?
If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?"

	W/o Leaners	W/ Leaners
Ayotte	46	48
Hassan	43	44
Chabot	3	3
Other	1	1
Not sure	8	4

If the election for governor were being held today, which candidate would you vote for? *If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?"*

	W/o Leaners	W/ Leaners
Van Ostern	42	44
Sununu	39	43
Abramson	4	5
Other	1	1
Not sure	14	7

If the election for House of Representatives were being held today, which candidate would you vote for?

If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?" N = 380 likely voters living in the 1st Congressional District for this question.

	W/o Leaners	W/ Leaners
Shea-Porter	39	41
Guinta	36	37
Lombardo	8	9
Other	2	3
Not sure	15	10

If the election for House of Representatives were being held today, which candidate would you vote for?

If answered "not sure" then follow up question was "Who would you say you are leaning towards voting for?" N = 382 likely voters living in the 2nd Congressional District for this question.

	W/o Leaners	W/ Leaners
Kuster	49	53
Lawrence	41	42
Other	1	1
Not sure	9	4

So far, which candidate do you think has run the more negative Senate campaign?

Hassan	46
Ayotte	31
Not sure	23

As you may know, Republican Senate candidate Kelly Ayotte stated earlier this year that she would vote for Republican presidential nominee Donald Trump, but more recently she said she would not vote for him. Does Ayotte's recent decision to not vote for Trump make you...?

Much more likely to vote for Ayotte	6
Somewhat more likely to vote for Ayotte	9
Somewhat less likely to vote for Ayotte	8
Much less likely to vote for Ayotte	11
Makes no difference	64
Not sure	3

Do you approve or disapprove of the way each is doing their job?

	Strongly approve	Somewhat approve	Somewhat disapprove	Strongly disapprove	Not sure
President Barack Obama	23	23	13	38	2
Governor Maggie Hassan	15	33	23	21	8
Senator Kelly Ayotte	13	33	27	16	10
Senator Jeanne Shaheen	17	30	19	19	15

What is your opinion of the following individuals?

	Very favorable	Somewhat favorable	Somewhat unfavorable	Very unfavorable	Not sure
Barack Obama	31	16	12	40	1
Maggie Hassan	18	29	23	24	6
Kelly Ayotte	19	29	25	22	5
Jeanne Shaheen	20	29	18	23	9

In thinking about the election for U.S. Senate between Kelly Ayotte and Maggie Hassan, what issue is most important to your vote?

Economy/jobs	15
Healthcare	11
Senate Control/Supreme Court	9
Social issues	9
Taxes	8
Homeland security/Terrorism	8
Federal deficit/gov't spending	7
Guns	5
Gov't ethics	4
Immigration	3
Education	3
Environment/climate change	2
Other	16



Sample Demographics

Gender	Male	48%
	Female	52%
Age	18-29	12%
	30-54	47%
	55+	41%
Education	HS or less	29%
	Some college	21%
	College degree	34%
	Postgraduate	16%
Party Registration	Democrat	31%
	Republican	32%
	Unaffiliated	37%
Ideology	Liberal	22%
	Moderate	36%
	Conservative	39%
Income	< \$40k	31%
	\$40 - \$100k	49%
	> \$100k	20%