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Survey of New Hampshire Voters

October 7-11, 2016

N=654 New Hampshire Registered Voters with a subsample of a 517 Likely Voters

The RV sample has an adjusted margin of error of +/-4.35%; the LV sample has an adjusted margin of error +/-4.87

See http://uml.edu/polls for full questionnaire/topline results and detailed methodology disclosure.

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Do you have a question about this poll? If so, tweet @UML_CPO and we'll get back to you.

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HIGHLIGHTS

Presidential Election – Clinton leads by 6

Small in electoral stature, but not importance, the race is on in New Hampshire in three critical elections for President, U.S. Senate and Governor. In the race for four important Electoral College votes in the state of New Hampshire, Hillary Clinton leads Donald Trump by 6 points, 45% to 39% among likely voters; Libertarian Gary Johnson receives the support of 9% of likely voters; and Green party candidate Jill Stein is polling at 2%. Only 4% of voters report being undecided and few indicate that they are likely to change their mind. Majorities of both Clinton (85%) and Trump (79%) supporters indicate that they are locked-in and will definitely vote for their candidate.

Clinton's lead is bolstered by a sizable gender gap, with 52% of women supporting the former Secretary of State and First Lady, compared to 33% support for Trump. Among men, 46% support the Republican nominee Donald Trump, compared to only 37% who support Clinton. Clinton appears to have consolidated Democrats after a bitter primary that she lost to Bernie Sanders in New Hampshire. Among Democratic identifiers, she is winning 88% of the vote. This

is a considerably better rate of partisan retention than her opponent Donald Trump, who is winning just 77% of Republicans. Quite notably, 11% of Republican identifiers indicate their intention to vote for Libertarian Gary Johnson compared to only 2% of Democrats. In New Hampshire, Gary Johnson is definitively hurting Trump more than Clinton. Clinton does best among the youngest and oldest voters, while Trump is winning those ages 40-49 by a 2 to 1 margin, 50 to 24 percent.

Effect of the Leaked Tape on Support for Trump

The field period on our poll started before the controversial remarks made by Donald Trump in a taped conversation from 2005 were widely disseminated last Friday. However, over the last three days of calling, respondents were asked if they were aware and/or had heard his remarks, and if it had affected their support of Trump (margin of error on these respondents is +/- 6.19%). New Hampshire voters are widely aware of the tape's existence – 62% of likely voters report that they have listened to the audio and an additional 21% of likely voters state that they had "heard a lot about the conversation" between Trump and Billy Bush. Nearly a third of those who were aware of the audio (30%) say that it made them less likely to vote for Trump, 1% said it made them more likely to vote for Trump and the vast majority, 66%, said it does not make a difference. Women are 15 percentage points more likely to say that the comments make them less likely to vote for Trump (37% to 22%). However, there is considerable evidence of motivated partisan reasoning – just 7% of Republicans say that they are less likely to vote for Trump after becoming aware of his comments.

Candidate Characteristics

As has been a theme of national polling analysis throughout this campaign, both of the major party candidates have net negative favorability ratings: 32% of likely voters view Trump as favorable compared to 63% who view him as unfavorable. For Clinton, the numbers are a little better, but still only 42% of voters view her favorably, compared to 55% who view her unfavorably. Where is this lack of favorability coming from? Perhaps it can be attributed to just a third (33% for each, respectively) of New Hampshire voters who view either candidate as honest and trustworthy. Clinton, however, does considerably better than Trump on whether each candidate has the "necessary qualifications to be President." Clinton is viewed as qualified by 61% of likely voters, compared to only 34% who view Trump as qualified. The results are even more stark on the question of temperament; 64% of New Hampshire likely voters feel that Clinton has the necessary temperament to be President compared to only 28% who feel Trump has the necessary temperament to be President. Both candidates have tried to make temperament a central part of the campaign and Clinton's lead can be attributed to the fact that she is winning this argument among voters in New Hampshire.

U.S. Senate Race Very Close

Just one point separates incumbent U.S. Senator Kelly Ayotte from her challenger, Governor Maggie Hassan in a race that could tip the balance of power in the U.S. Senate. Ayotte polls at 45% compared to Hassan's 44%; Libertarian Brian Chabot is the choice of 4% of likely voters. Voters have largely made up their minds in this race – only 6% of likely voters remain undecided and most likely voters (87% of Hassan voters; 85% of Ayotte voters) describe their vote choice as "definite." This race breaks down on fairly typical partisan lines, with Ayotte doing considerably better among independents. Ayotte is pulling 84% of Republicans compared to Hassan's 88% of Democrats. In order to retain her seat, Ayotte must keep Republican attrition in check; her partisan loyalty number is 7 points better than the Republican Presidential candidate, which explains why she is up 1 point and Trump trails by 6 among likely voters.

Governor's Race Also Very Competitive

New Hampshire voters also have an open-seat gubernatorial election on the 2016 ballot that pits Democrat Colin Van Ostern against Republican Chris Sununu. Sununu is winning the support of 41% of likely voters compared to Van Ostern's 39%. This race is characterized by considerably less attention and more undecideds and may be decided by any late national-level surges/trends. Undecided voters still make up 14% of the likely voter pool and a quarter (25%) of Sununu's supporters say they could still change their mind, compared to only 11% for Van Ostern. Both candidates have net favorable ratings, but Van Ostern suffers from the fact that many New Hampshire voters either do not know who he is (15%) or have yet to develop an opinion about him (26%). The partisan loyalty rates in this race are lower – 78% of Democrats support Van Ostern, compared to 77% of Republicans who support Sununu. A third party candidate, Libertarian Max Abramson, is also polling at 6% of likely voters. More than the other two races, this contest has some room to move and may be influenced by national trends.

Two Americas; Two Narratives

In a Presidential election year where Democrats seek to control the White House for a third consecutive term, only 31% of likely voters say that things in the country are headed in the right direction, compared to 61% who say the country is on the wrong track. There is an important partisan divide here, with 60% of Democrats saying "right direction" compared to 15% of independents and 6% of Republicans. Similarly, 89% of Republicans express distrust in the federal government, compared to 50% of Democrats. These are the characteristics of an electorate poised for change – it remains to be seen if that will materialize in any meaningful way on November 8.