



University of
New Hampshire

THE WMUR GRANITE STATE POLL



September 2, 2016

CLINTON LEADS TRUMP IN NEW HAMPSHIRE

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center

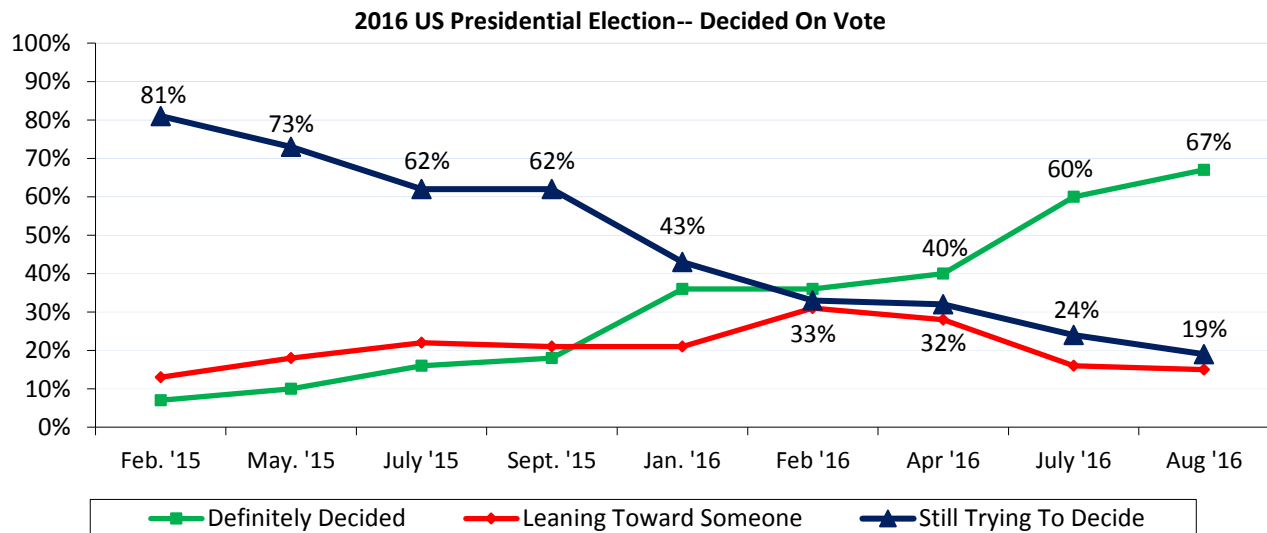
andrew.smith@unh.edu
603-862-2226
www.unh.edu/survey-center

DURHAM, NH – Hillary Clinton has opened a lead over Donald Trump in New Hampshire after being tied prior to the Republican and Democratic conventions. A significant amount of voters say they will vote for Libertarian nominee Gary Johnson or Green Party nominee Jill Stein.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-nine (559) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between August 20 and August 28, 2016. The margin of sampling error for the survey is +/- 4.1 percent. Included were four hundred and thirty-three (433) likely 2016 general election voters (MSE = +/- 4.7%).

2016 U.S. Presidential Election

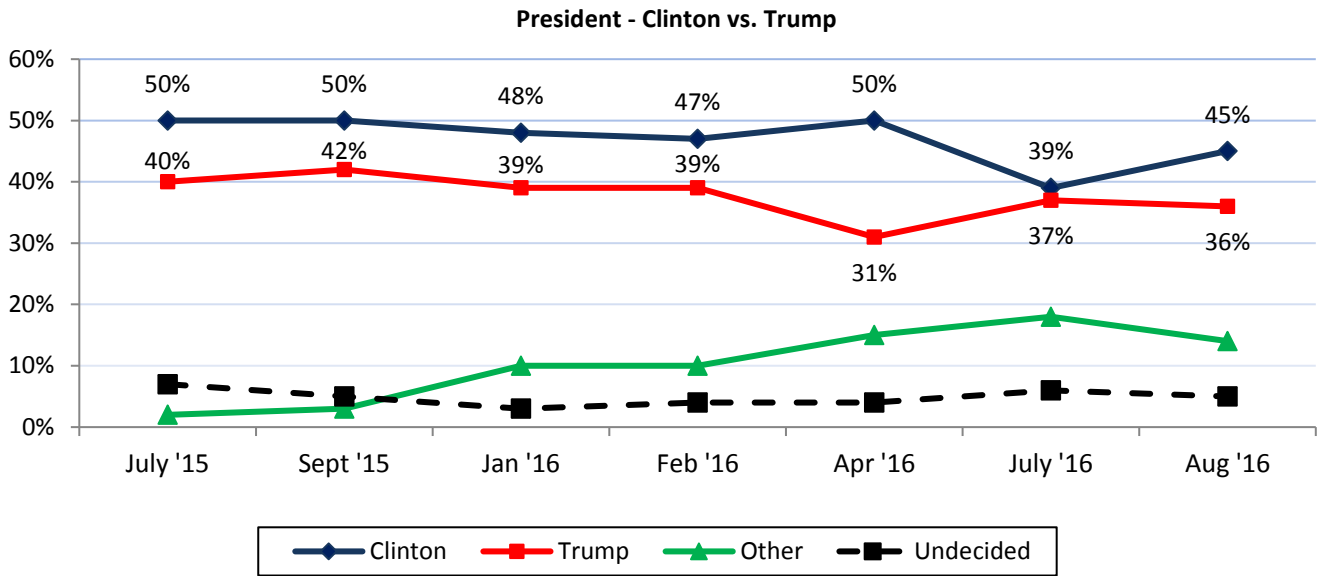
With less than 10 weeks left until the 2016 general election, an increasing number of New Hampshire voters have decided who they will vote for in November. Currently, 67% of likely voters say they have definitely decided who to support, 15% are leaning towards someone, and 19% are still trying to decide.



* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

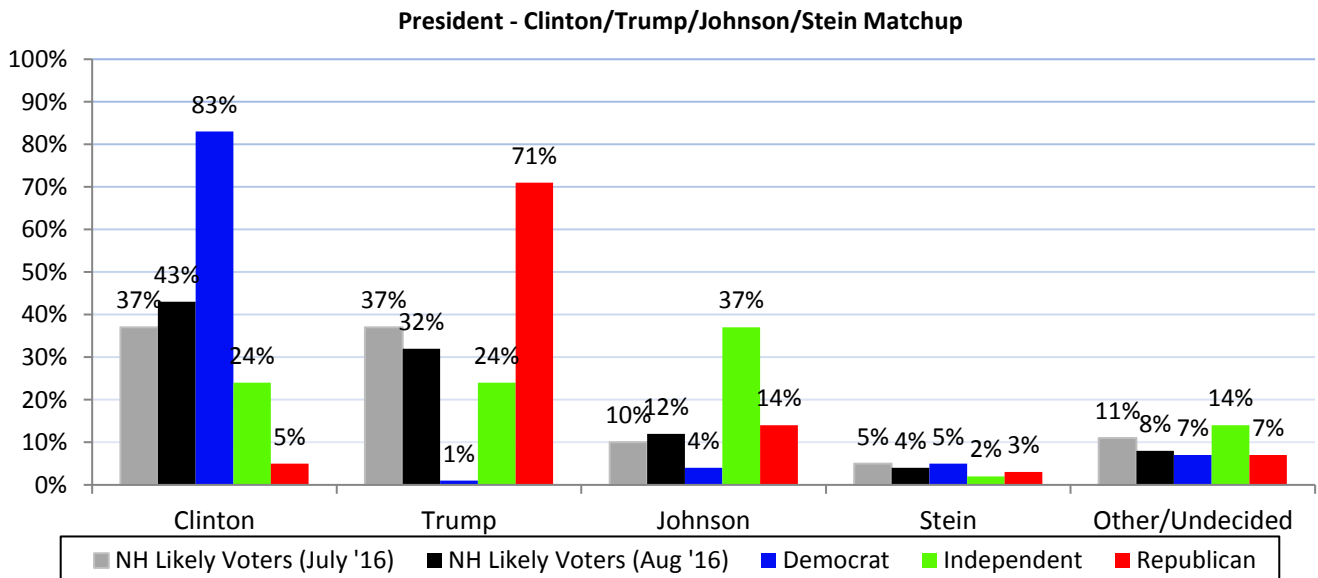
2016 Presidential Election -- Clinton vs. Trump

If the 2016 presidential election was held today, 45% of likely New Hampshire voters say they would vote for Hillary Clinton, 36% would vote for Donald Trump, 14% say they would vote for another candidate, and 5% are undecided. Support for Clinton has rebounded somewhat since July while Trump remains below 40%. Clinton does somewhat better among Democrats (88% to 3%) than Trump does among Republicans (77% to 6%). Independents are not enthusiastic about either candidate as a plurality (41%) say they would vote for another candidate. Trump continues to lead among men (45%-35%) and voters with a high school education or less (53%-32%) while Clinton maintains an advantage among women (54%-28%) and voters with a post-graduate education (55%-23%).



2016 Presidential Election -- Clinton vs. Trump with Johnson and Stein

In an election where both major party nominees are very unpopular, considerable attention has focused on the effect Libertarian nominee Gary Johnson and Green Party nominee Jill Stein will have in November. In a four-way matchup, 43% of likely November voters say they would vote for Clinton, 32% would vote for Trump, 12% would vote for Johnson, 4% would vote for Stein, 3% would vote for someone else, and 5% are undecided. Johnson currently has the advantage among Independents (37%) but also is doing best among voters who are still trying to decide who to vote for (30%). There is a significant age gap in third party support, as 27% of voters between 18 and 34 currently support Johnson or Stein, compared to just 8% of voters 65 and over.



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center and funded by WMUR-TV, Manchester, NH. Five hundred and fifty-nine (559) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between August 20 and August 28, 2016. If a household included more than one adult, the adult who had the most recent birthday was selected to be interviewed.

The margin of sampling error is +/- 4.1 percent for the entire sample. Included were four hundred thirty-three (433) likely 2016 general election voters (MSE +/- 4.7%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

The random sample used in the WMUR Granite State Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the WMUR Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Poll, August 2016 Demographics

Sex	N	%	Region	N	%
Male	273	49%	North Country	50	9%
Female	286	51%	Central/Lakes	90	16%
			Connecticut Valley	75	13%
			Mass Border	148	26%
			Seacoast	88	16%
			Manchester Area	109	19%
Age	N	%	Party Registration	N	%
18 to 34	144	26%	Democrat	114	20%
35 to 49	139	26%	Undeclared/Not Reg.	307	55%
50 to 64	165	30%	Republican	135	24%
65 and Over	98	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	138	25%	Democrat	226	42%
Some College	110	20%	Independent	116	22%
College Graduate	193	35%	Republican	193	36%
Post-Graduate	113	20%			

Granite State Poll, August 2016 - Likely Presidential Election Voter Demographics

Sex	N	%	Region	N	%
Male	203	47%	North Country	38	9%
Female	230	53%	Central/Lakes	67	16%
			Connecticut Valley	52	12%
Age	N	%	Mass Border	118	27%
18 to 34	84	20%	Seacoast	70	16%
35 to 49	111	26%	Manchester Area	88	20%
50 to 64	137	32%			
65 and Over	90	21%	Party Registration	N	%
			Democrat	101	23%
Highest Level of Education	N	%	Undeclared/Not Reg.	201	47%
High School or Less	81	19%	Republican	129	30%
Some College	83	19%			
College Graduate	171	40%	Party Identification	N	%
Post-Graduate	95	22%	Democrat	194	46%
			Independent	64	15%
			Republican	167	39%

Firmness of Presidential Vote

“Have you definitely decided who you will vote for in the election for President in 2016... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Definitely Decided</u>	<u>Leaning Toward Someone</u>	<u>Still Trying To Decide</u>	<u>(N)</u>
Aug '16	67%	15%	19%	(432)
July '16	60%	16%	24%	(465)
Apr '16	40%	28%	32%	(549)
Feb '16	36%	31%	33%	(620)
Jan '16	36%	21%	43%	(885)
Sept '15	18%	21%	62%	(743)
July '15	16%	22%	62%	(650)
May '15	10%	18%	73%	(625)
Feb. '15	7%	13%	81%	(768)

US President – Clinton vs. Trump

“If the 2016 presidential election was being held today would you vote for Donald Trump, the Republican ... Hillary Clinton, the Democrat... some other candidate or would you skip this election?” ROTATE CANDIDATES

	<u>July '15</u>	<u>Sept '15</u>	<u>Jan. '16</u>	<u>Feb '16</u>	<u>Apr '16</u>	<u>July '16</u>	<u>Aug '16</u>
Trump	40%	42%	39%	39%	31%	37%	36%
Clinton	50%	50%	48%	47%	50%	39%	45%
Other	2%	3%	10%	10%	15%	18%	14%
Don't know / undecided	7%	5%	3%	4%	4%	6%	5%
(N=)	(619)	(692)	(839)	(578)	(533)	(462)	(417)

US President –Clinton vs. Trump vs. Johnson vs. Stein

“What if the candidates were Donald Trump, the Republican... Hillary Clinton, the Democrat... Gary Johnson, the Libertarian ... and Jill Stein of the Green Party. If the 2016 presidential election was being held today, would you vote for Donald Trump ... Hillary Clinton... Gary Johnson... Jill Stein... some other candidate or would you skip this election?” ROTATE CANDIDATES

	<u>July '16</u>	<u>Aug '16</u>
Trump	37%	32%
Clinton	37%	43%
Johnson	10%	12%
Stein	5%	4%
Other	5%	3%
Don't know / undecided	6%	5%
(N=)	(460)	(417)

Decided 2016 Presidential Election Vote

	Def. <u>Decided</u> 67%	Leaning <u>Towards Someone</u> 15%	Still Trying <u>To Decide</u> 19%	(N) 432
STATEWIDE				
Registered Democrat	79%	6%	14%	101
Registered Undeclared	60%	21%	19%	201
Registered Republican	67%	12%	21%	128
Democrat	74%	14%	12%	194
Independent	52%	24%	24%	64
Republican	64%	13%	23%	166
Will Definitely Vote	69%	14%	17%	391
Will Vote Unless Emergency	46%	19%	35%	40
18 to 34	49%	19%	32%	84
35 to 49	68%	17%	15%	111
50 to 64	70%	13%	17%	136
65 and over	76%	11%	14%	89
Male	62%	21%	17%	201
Female	70%	9%	20%	230
High school or less	70%	13%	17%	81
Some college	57%	19%	24%	82
College graduate	68%	13%	19%	171
Post-graduate	70%	16%	14%	95
Likely Primary Voter	68%	13%	19%	336
Non-Likely Primary Voter	60%	23%	17%	90
North Country	64%	16%	20%	38
Central / Lakes	72%	14%	13%	67
Connecticut Valley	65%	14%	21%	52
Mass Border	70%	16%	15%	118
Seacoast	58%	25%	17%	70
Manchester Area	67%	5%	28%	88
First Cong. Dist	62%	17%	21%	211
Second Cong. Dist	71%	13%	16%	221

US President – Donald Trump vs. Hillary Clinton – Likely Voters

STATEWIDE	<u>Trump</u> 36%	<u>Clinton</u> 45%	<u>Other</u> 14%	<u>DK</u> 5%	<u>(N)</u> 417
Registered Democrat	2%	89%	6%	2%	98
Registered Undeclared	29%	47%	17%	7%	194
Registered Republican	72%	8%	16%	4%	125
Democrat	3%	88%	8%	1%	189
Independent	25%	20%	41%	13%	60
Republican	77%	6%	12%	5%	162
Definitely Decided	39%	54%	7%	0%	282
Leaning Toward Someone	38%	41%	17%	3%	62
Still Trying To Decide	22%	13%	40%	25%	73
Will Definitely Vote	36%	45%	13%	5%	379
Will Vote Unless Emergency	28%	47%	22%	2%	39
18 to 34	34%	43%	16%	6%	79
35 to 49	37%	35%	26%	2%	110
50 to 64	30%	55%	8%	6%	133
65 and over	41%	46%	8%	5%	85
Male	45%	35%	15%	5%	193
Female	28%	54%	13%	5%	224
High school or less	53%	32%	12%	4%	75
Some college	36%	37%	19%	8%	82
College graduate	35%	51%	10%	5%	164
Post-graduate	23%	55%	20%	2%	92
Likely Primary Voter	38%	45%	12%	5%	330
Non-Likely Primary Voter	26%	48%	24%	2%	82
North Country	25%	50%	19%	6%	35
Central / Lakes	39%	46%	9%	6%	66
Connecticut Valley	39%	53%	8%	1%	50
Mass Border	33%	45%	16%	6%	114
Seacoast	42%	38%	20%	0%	69
Manchester Area	34%	44%	12%	9%	83
First Cong. Dist	31%	47%	16%	7%	204
Second Cong. Dist	41%	44%	13%	3%	213

US President – Donald Trump vs. Hillary Clinton vs. Gary Johnson vs. Jill Stein – Likely Voters

	<u>Trump</u>	<u>Clinton</u>	<u>Johnson</u>	<u>Stein</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	32%	43%	12%	4%	3%	5%	417
Registered Democrat	2%	86%	2%	4%	2%	4%	97
Registered Undeclared	25%	46%	15%	3%	5%	5%	195
Registered Republican	67%	6%	16%	3%	2%	6%	125
Democrat	1%	83%	4%	5%	3%	4%	189
Independent	24%	24%	37%	2%	9%	5%	59
Republican	71%	5%	14%	3%	1%	6%	163
Definitely Decided	36%	53%	7%	3%	1%	0%	281
Leaning Toward Someone	33%	37%	18%	3%	3%	6%	62
Still Trying To Decide	18%	9%	30%	7%	11%	25%	73
Will Definitely Vote	33%	44%	12%	3%	4%	5%	378
Will Vote Unless Emergency	29%	35%	20%	7%	0%	9%	38
18 to 34	27%	40%	16%	11%	6%	0%	79
35 to 49	34%	35%	20%	2%	3%	5%	110
50 to 64	29%	51%	8%	2%	3%	8%	132
65 and over	39%	45%	7%	1%	2%	5%	85
Male	40%	34%	15%	3%	3%	4%	192
Female	26%	51%	10%	4%	3%	6%	225
High school or less	48%	29%	13%	5%	3%	3%	75
Some college	34%	34%	9%	6%	7%	9%	82
College graduate	30%	50%	13%	2%	3%	3%	164
Post-graduate	22%	53%	14%	4%	1%	6%	92
Likely Primary Voter	35%	43%	10%	4%	3%	5%	330
Non-Likely Primary Voter	21%	45%	22%	3%	2%	6%	82
North Country	20%	56%	15%	4%	4%	2%	35
Central / Lakes	40%	45%	8%	2%	4%	2%	66
Connecticut Valley	36%	50%	7%	0%	2%	5%	50
Mass Border	32%	41%	15%	4%	4%	4%	113
Seacoast	31%	37%	18%	1%	5%	7%	69
Manchester Area	31%	39%	11%	9%	1%	10%	83
First Cong. Dist	24%	44%	15%	6%	3%	8%	204
Second Cong. Dist	40%	42%	10%	1%	3%	3%	213