

## Toplines for Presidential Campaign

### 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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Did you watch any of the presidential debates between Hillary Clinton and Donald Trump?

Yes, watched at least one debate	79
No, did not watch any of the debates	21

Which candidate do you think performed better overall in the debates?

*Asked only of those who said they saw at least one debate.*

Hillary Clinton	52
Donald Trump	23
Neither	23
Both	2
Not sure	1

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

Clinton	37
Trump	48
Not sure	15

Recently, a tape was released from 2005 which showed Donald Trump making derogatory comments about women. Does hearing about this tape make you...?

Much more likely to vote for Trump	4
Somewhat more likely to vote for Trump	2
Somewhat less likely to vote for Trump	6
Much less likely to vote for Trump	33
Makes no difference	53
Not sure	2

In recent days, a number of women have accused Donald Trump of groping or kissing them without their consent. Does hearing about these allegations make you ...?

Much more likely to vote for Trump	5
Somewhat more likely to vote for Trump	2
Somewhat less likely to vote for Trump	6
Much less likely to vote for Trump	32
Makes no difference	53
Not sure	3

Recently, the website Wikileaks released excerpts of paid speeches Hillary Clinton made to a number of Wall Street firms. Does hearing about details from these speeches make you ...?

Much more likely to vote for Clinton	1
Somewhat more likely to vote for Clinton	3
Somewhat less likely to vote for Clinton	10
Much less likely to vote for Clinton	31
Makes no difference	49
Not sure	6

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
Hillary Clinton	16	22	15	46	1
Donald Trump	13	18	14	52	3
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

How well do you think each of the following would do in representing the interests of women?

	Very well	Somewhat well	Not well at all	Not sure
Hillary Clinton	38	24	33	5
Donald Trump	12	23	60	6
Kelly Ayotte	24	37	28	11
Maggie Hassan	30	36	22	12
The Democratic Party	28	36	27	9
The Republican Party	13	33	45	9

### 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%