Toplines for Presidential Election

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.

UMass Poll Directors/Fellows

Brian F. Schaffner, Ph.D.	Director	schaffne@polsci.umass.edu
Raymond La Raja, Ph.D.	Associate Director	laraja@polsci.umass.edu
Tatishe Nteta, Ph.D.	Associate Director	nteta@polsci.umass.edu
Mia Costa	Research Fellow	micosta@polsci.umass.edu
Kaylee Johnson	Research Fellow	ktjohnson@polsci.umass.edu

If the presidential election 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
Clinton	41	43
Trump	37	38
Johnson	6	8
Stein	3	3
Other	4	5
Not sure	10	4

Among Trump Supporters:

Would you say that your support for Trump is...?

Enthusiastic	53
Not very enthusiastic	39
Not at all enthusiastic	8

Among Clinton Supporters

Would you say that your support for Clinton is...?

Enthusiastic	56
Not very enthusiastic	36
Not at all enthusiastic	8

What one word would you use to describe the following individuals?

Hillary Clinton

Donald Trump

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%