



NH Statewide Horserace Poll

NH Survey of Registered Voters
July 19-21, 2016
N=1166

Trump Leads Clinton Following RNC; New Hampshire US Senate Race - Ayotte 48.9, Hassan 41.4

Days after officially receiving the Republican nomination in Cleveland, an InsideSources/NH Journal poll finds businessman Donald Trump leads former Secretary of State Hillary Clinton 47.9 percent to 38.5 percent, with 13.6 percent undecided. These results, collected via landlines from a random sample of 1,166 registered New Hampshire voters, have a margin of error of +/- 5.1 percent. New Hampshire general election surveys conducted earlier in the 2016 cycle have found that voters contacted via landline are more likely to prefer Trump over Clinton than voters contacted through other means, and for the purposes of comparison, a June 24-26 ARG poll found that registered voters contacted via landline preferred Trump to Clinton 47-42 percent, with seven percent undecided. These findings suggest that the focus on Hillary Clinton during the Republican National Convention may have succeeded in leading some supporters of Hillary Clinton in the Granite State to reconsider.

The poll finds that in New Hampshire's Senate race between incumbent U.S. Senator Kelly Ayotte and Governor Maggie Hassan, Ayotte leads Hassan 49 percent to 41.4 percent, with 9.6 percent undecided. InsideSources tested two negative messages, with one associated with each of the two major party candidates. When voters were asked if Ayotte's intention to vote for Donald Trump without endorsing him influenced their support for Ayotte, 46.7 percent reported that this information had no effect on their potential support for Ayotte, while 34.2 percent claimed it made them less likely to support Ayotte, and 17.5 said this information made them more likely to support Ayotte. Women were more likely to be positively swayed by Ayotte's position on the Republican nominee than men, who were more likely to report the position had no effect on their support for Ayotte.

Voters were also informed about recent controversy surrounding Governor Hassan allowing a teacher who engaged in sexual misconduct with a student to take a leadership role in her campaign. A majority of voters, 52.4 percent, claimed the information made them less likely to support Hassan, while 32.4 percent claimed the information made no difference, and 14.1 percent claimed it actually made them more likely to support Hassan.

The study queried voters regarding their opinions about Hassan and Ayotte's handling of the opioid crisis in New Hampshire, which has been gathering additional attention this election cycle. 44.5 percent of Granite State registered voters have a positive view of Ayotte's handling of the crisis, while 22.7 percent have a negative view. 32.8% are undecided. In contrast, Hassan is underwater on the issue, as 40 percent hold a negative view, 37 percent hold a positive view of Hassan's handling of the crisis, with 23 percent undecided.

When asked which party primary they preferred to participate in, among the 1,166 registered voters included in the survey, 619 preferred to vote in the Republican primary for NH governor, while 444 preferred to vote in the Democratic primary. 103 respondents declared they were unsure if they preferred to vote as a Republican or Democrat. Among the Republicans, 27 percent planned to vote for Chris Sununu, and 20.65 percent for Ted Gatsas, while Frank Edelblut, Jeanie Forester and Jonathan Lavoie received support in the single digits. 41.04 percent were undecided. Colin Van Ostern led the Democratic race for the nomination, with 13.44 percent, while Mark Connolly, Derek Dextraze, Ian Freeman, and Steve Marchand trailed in the single digits. A sizeable proportion of Democratic registered voters, 70.6 percent, were undecided. The generic Republican candidate for governor leads the generic Democrat 47 percent to 39.1 percent, with 13.7 percent unsure of who they would support.

Selected Crosstabulated Results

Note: All numbers are percentages. Numbers without parentheses are percentages of the total weighted sample, while numbers in parentheses are within-row percentages. Due to rounding, columns may not total 100 percent.

Senate Ballot Preference by Gender

| | Maggie Hassan | Kelly Ayotte | Undecided | |
|--------|----------------|----------------|--------------|------|
| Female | 22.9 (43.8) | 24.2 (46.3) | 5.2 (9.9) | 52.3 |
| Male | 18.4 (38.7) | 24.8 (52.1) | 4.4 (9.2) | 47.6 |
| | 41.3 | 49 | 9.6 | |

Senate Ballot Preference by Age Cohort

| | Maggie Hassan | Kelly Ayotte | Undecided | |
|-------|---------------|--------------|-----------|------|
| 18-24 | 3.5 | 3 | 1.1 | 7.6 |
| 25-34 | 3.8 | 5.9 | 1.3 | 11 |
| 35-44 | 6.6 | 7.6 | 1 | 15.1 |
| 45-64 | 17.2 | 21 | 3.7 | 41.9 |
| 65 | 10.3 | 11.5 | 2.5 | 24.3 |
| | 41.3 | 49 | 9.6 | |

Ayotte Trump Message Test by Gender

| | More Likely to Support | Less Likely to Support | Not Affect | Not Sure | |
|--------|------------------------|------------------------|----------------|--------------|------|
| Female | 10.8 (20.7) | 17.9 (33.6) | 22.7 (43.4) | 1 (1.9) | 52.3 |
| Male | 6.8 (14.3) | 16.3 (34.2) | 24 (50.4) | 0.5 (1.1) | 47.6 |
| | 17.6 | 34.2 | 46.7 | 1.5 | |

Hassan Teacher Message Test by Gender

| | More Likely to Support | Less Likely to Support | Not Affect | Not Sure | |
|--------|------------------------|------------------------|----------------|--------------|------|
| Female | 6.9 (13.2) | 27.8 (53.2) | 16.8 (32.1) | 0.8 (1.5) | 52.3 |
| Male | 7.2 (15.1) | 24.7 (51.9) | 15.6 (32.8) | 0.2 (0.4) | 47.6 |
| | 14.1 | 52.5 | 32.4 | 1 | |

Topline Results

Note: All numbers are percentages. Due to rounding, columns may not total 100 percent.

Q1: U.S. Senate Ballot Preference

If the election for U.S. Senate were held today who would you vote for?

| | |
|---------------|------|
| Maggie Hassan | 41.4 |
| Kelly Ayotte | 49 |
| Not sure | 9.6 |

Q2: Ayotte Trump Vote Message Test

Kelly Ayotte has said she will vote for Donald Trump, but she has declined to endorse Mr. Trump. Does hearing this make you more likely or less likely to support Ayotte's campaign for U.S. Senate?

| | |
|---------------|------|
| More likely | 17.6 |
| Less likely | 34.2 |
| No difference | 46.7 |
| Not sure | 1.5 |

Q3: Hassan Teacher Message Test

Maggie Hassan's husband once served as a school headmaster. A teacher at his school engaged in sexual misconduct, and Hassan's husband admitted to an inadequate response. The teacher was forced to resign, but Hassan invited this teacher to take a leadership role in her campaign. Does hearing this make you more likely or less likely to support Hassan's campaign for U.S. Senate?

| | |
|---------------|------|
| More likely | 14.1 |
| Less likely | 52.4 |
| No difference | 32.4 |
| Not sure | 0.9 |

Q4: Ayotte Opioid Crisis

Thinking about Senator Kelly Ayotte's response to New Hampshire's opioid crisis, do you have a positive opinion or a negative opinion of her response?

| | |
|------------------|------|
| Positive opinion | 44.5 |
| Negative opinion | 22.7 |
| Not sure | 32.8 |

Q5: Hassan Opioid Crisis

Thinking about Governor Maggie Hassan's response to New Hampshire's opioid crisis, do you have a positive opinion or a negative opinion of her response?

| | |
|------------------|----|
| Positive opinion | 37 |
| Negative opinion | 40 |
| Not sure | 23 |

Q6a: Republican Primary Governor Ballot Preference

If the Republican Primary for governor were held today who would you vote for?

| | |
|------------------|------|
| Frank Edelbut | 4.4 |
| Jeanie Forrester | 5.4 |
| Ted Gatsas | 20.7 |
| Jonathan Lavoie | 1.6 |
| Chris Sununu | 27 |
| Not sure | 41 |

Q6b: Democratic Primary Governor Ballot Preference

If the Democratic Primary for governor were held today who would you vote for?

| | |
|------------------|------|
| Mark Connolly | 6.8 |
| Derek Dextraze | 0.7 |
| Ian Freeman | 2.6 |
| Steve Marchand | 5.8 |
| Colin Van Ostern | 13.4 |
| Not sure | 70.6 |

Q7: General Election Governor Ballot Preference

Generally speaking, if the GENERAL election for New Hampshire's Governor were held today, would you vote for the Democratic or Republican candidate?

| | |
|----------------------|------|
| Democratic Candidate | 39.1 |
| Republican Candidate | 47 |
| Not sure | 13.7 |

Q8: Presidential Ballot Preference

If the GENERAL election for President were held today, who would you vote for?

| | |
|-----------------|------|
| Donald Trump | 47.9 |
| Hillary Clinton | 38.5 |
| Not sure | 13.5 |

Polling Methodology

Survey results are based on a statewide sample of registered voters in New Hampshire. Respondents were contacted over landline telephone via random selection of numbers from a voter list on July 19-21, 2016. Of 916,560 registered voters in New Hampshire, 722,841 were reachable via phone numbers provided on the voter list. Data were gathered via interactive voice response (IVR) calls conducted in English. 64,965 numbers were dialed during the three day survey period, with 15,256 live answers. Out of 2,532 partial responses, 1,116 complete responses were gathered.

The margin of error for the entire sample is +/- 2.9%. The design effect for the survey is 3.21, and after adjusting the margin of error for the design effect, the resulting weighted margin of error is +/- 5.1%.

Differential rates of nonresponse among subgroups in the population can produce survey bias. To compensate for known bias, responses have been weighted by sex, age, education, county, race, number of registered voters in the household, Hispanic ethnicity, and among Hispanics, whether or not they were born in the United States or its territories. Respondent sex, age, race, and Hispanic ethnicity were weighted to population targets from the 2010 American Community Survey from the U.S. Census Bureau for New Hampshire registered voters. Respondent education, county, number of voters in the household, and Hispanic birthplace were weighted to population targets for New Hampshire registered voters derived through modeling. These population targets were compared with equivalent parameters from the sample to construct weights, using iterative proportional fitting, which simultaneously balances the distributions of all variables used to weight the data.

Weighting is not a silver bullet for survey bias. The sample used in this study was collected using only landline telephone numbers, and while weighting may address nonresponse bias to a great degree, sampling bias introduced by targeting landline telephone users cannot be addressed by weighting. It is well known that landline-only samples tend to be older and more conservative, even after appropriate weighting is applied. The results of this survey should be compared to the findings of other landline-only samples. A comparison of this survey's results to the landline-only portion of the ARG's most recent NH poll in June finds that Ayotte has slipped against Hassan in the 2016 U.S. Senate race even as Trump has gained against Clinton in the presidential race.

Respondents were asked to self-identify as a Republican, Democrat, or Independent, and Independents were asked if they would vote as a Republican or Democrat, or if they were unsure, in the upcoming New Hampshire gubernatorial primary. Republican identifiers and Independents stating they would vote as a Republican were asked to state their vote intention among the Republican candidates, while Democrat identifiers and Independents stating they would vote as a Democrat were asked to provide the candidate for whom they intended to vote among the Democratic candidates for governor. Respondents were asked if they attended college or not, and college attenders were asked to provide their highest education level while non-college attenders were asked if they graduated high school or not. Respondents were asked if they were Hispanic or Latino, and Hispanic or Latino respondents were asked if they were born in one of the 50 United States, Puerto Rico, another U.S. Territory, or somewhere else.