

How the Survey was Conducted

Nature of the Sample: NBC News/WSJ/Marist New Hampshire Poll of 1,108 Adults

This survey of 1,108 adults was conducted September 6th through September 8th, 2016 by The Marist Poll sponsored and funded in partnership with NBC News and *The Wall Street Journal*. Adults 18 years of age and older residing in the state of New Hampshire were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the state of New Hampshire from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Respondents in the household were randomly selected by first asking for the youngest male. This landline sample was combined with respondents reached through random dialing of mobile phone numbers from Survey Sampling International. Assistance was provided by Luce Research for data collection. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 5-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.9 percentage points. There are 987 registered voters. The results for this subset are statistically significant within ± 3.1 percentage points. There are 737 likely voters defined by a probability turnout model which determines the likelihood respondents will participate in the 2016 Presidential Election based upon their chance of vote, interest in the election, and past election participation. The results for this subset are statistically significant within ± 3.6 percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - New Hampshire

		New Hampshire Registered		
		New Hampshire Adults	Voters	New Hampshire Likely Voters
		Col %	Col %	Col %
New Hampshire Adults		100%		
New Hampshire Registered Voters		89%	100%	
New Hampshire Likely Voters		67%	75%	100%
Party Registration	Democrat	n/a	29%	29%
	Republican	n/a	32%	33%
	Independent	n/a	39%	37%
	Other	n/a	0%	0%
Party Identification	Democrat	n/a	27%	28%
	Republican	n/a	28%	29%
	Independent	n/a	44%	42%
	Other	n/a	2%	2%
Political Ideology	Very liberal	n/a	10%	10%
	Liberal	n/a	16%	16%
	Moderate	n/a	40%	39%
	Conservative	n/a	25%	26%
	Very conservative	n/a	8%	8%
Tea Party Supporters		n/a	18%	18%
Gender	Men	49%	48%	49%
	Women	51%	52%	51%
Age	Under 45	42%	40%	37%
	45 or older	58%	60%	63%
Age	18 to 29	19%	17%	14%
	30 to 44	23%	23%	22%
	45 to 59	31%	32%	34%
	60 or older	26%	28%	29%
Race	White	93%	94%	95%
	African American	1%	1%	1%
	Latino	2%	2%	2%
	Other	4%	3%	3%
White Men	White men	95%	95%	97%
	Non-white men	5%	5%	3%
White Women	White women	98%	98%	98%
	Non-white women	2%	2%	2%
Region	Hillsborough	30%	30%	29%
	Rockingham	22%	23%	24%
	Northern Counties	18%	18%	18%
	Southern Counties	30%	30%	29%
Household Income	Less than \$50,000	35%	33%	32%
	\$50,000 or more	65%	67%	68%
Education	Not college graduate	50%	48%	46%
	College graduate	50%	52%	54%
Race and Education	White - Not College Graduate	47%	45%	44%
	White - College Graduate	46%	49%	51%
	Non-White - Not College Graduate	4%	3%	3%
	Non-White - College Graduate	4%	3%	3%
Evangelical Christian	Yes	17%	16%	16%
	No	83%	84%	84%
White Evangelical Christians		15%	14%	14%
U.S. Military Veteran	Yes	14%	14%	14%
	No	86%	86%	86%
Interview Type	Landline	46%	49%	51%
	Cell Phone	54%	51%	49%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted September 6th through September 8th, 2016, n=1108 MOE +/- 2.9 percentage points. New Hampshire Registered Voters: n=987 MOE +/- 3.1 percentage points. New Hampshire Likely Voters: n=737 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Adults		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
New Hampshire Adults		47%	46%	7%
New Hampshire Registered Voters		47%	48%	5%
Party Identification^	Democrat	88%	8%	3%
	Republican	8%	89%	3%
	Independent	48%	45%	7%
Political Ideology^	Very liberal-Liberal	88%	9%	3%
	Moderate	50%	43%	6%
	Conservative-Very conservative	13%	83%	4%
Tea Party Supporters^		15%	84%	1%
Region	Hillsborough	44%	50%	6%
	Rockingham	47%	48%	6%
	Northern Counties	43%	47%	9%
	Southern Counties	51%	41%	7%
Household Income	Less than \$50,000	45%	45%	10%
	\$50,000 or more	49%	46%	5%
Education	Not college graduate	38%	55%	7%
	College graduate	57%	37%	6%
Age	18 to 29	64%	24%	11%
	30 to 44	44%	50%	6%
	45 to 59	38%	56%	6%
	60 or older	47%	47%	6%
Age	Under 45	53%	38%	9%
	45 or older	42%	52%	6%
Gender	Men	42%	52%	6%
	Women	51%	41%	8%
White Men	White men	41%	52%	7%
White Women	White women	52%	41%	7%
Race and Education	White - Not College Graduate	38%	55%	7%
	White - College Graduate	56%	37%	6%
White Evangelical Christians		23%	68%	9%
U.S. Military Veteran	Yes	35%	60%	5%
	No	49%	44%	7%
Interview Type	Landline	46%	48%	7%
	Cell Phone	48%	45%	8%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted September 6th through September 8th, 2016, n=1108
 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. ^New Hampshire Registered Voters: n=987 MOE +/-
 3.1 percentage points.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters				
		2016 presidential election including those who are undecided yet leaning toward a candidate				
		Hillary Clinton and Tim Kaine, the Democrats	Donald Trump and Mike Pence, the Republicans	Neither	Other	Undecided
		Row %	Row %	Row %	Row %	Row %
New Hampshire Registered Voters		40%	40%	14%	2%	4%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	47%	53%	0%	0%	0%
Party Identification	Democrat	90%	5%	3%	1%	1%
	Republican	3%	84%	7%	3%	2%
	Independent	36%	32%	23%	3%	7%
Political Ideology	Very liberal-Liberal	80%	8%	9%	2%	2%
	Moderate	39%	32%	21%	3%	5%
	Conservative-Very conservative	13%	75%	8%	2%	3%
Tea Party Supporters		12%	79%	6%	2%	1%
Region	Hillsborough	35%	45%	16%	1%	4%
	Rockingham	40%	41%	10%	4%	4%
	Northern Counties	42%	40%	13%	2%	3%
	Southern Counties	44%	34%	15%	2%	5%
Household Income	Less than \$50,000	39%	36%	18%	2%	5%
	\$50,000 or more	42%	42%	11%	2%	2%
Education	Not college graduate	31%	46%	17%	3%	4%
	College graduate	50%	33%	11%	2%	3%
Age	18 to 29	41%	26%	27%	3%	3%
	30 to 44	37%	40%	15%	4%	4%
	45 to 59	39%	46%	10%	2%	3%
	60 or older	44%	42%	9%	1%	4%
Age	Under 45	39%	34%	20%	3%	4%
	45 or older	41%	44%	9%	2%	4%
Gender	Men	32%	46%	15%	3%	3%
	Women	49%	33%	12%	1%	5%
White Men	White men	33%	49%	12%	4%	2%
White Women	White women	50%	33%	12%	1%	5%
Race and Education	White - Not College Graduate	31%	48%	14%	3%	4%
	White - College Graduate	52%	33%	10%	2%	3%
White Evangelical Christians		20%	62%	15%	2%	2%
U.S. Military Veteran	Yes	23%	55%	15%	3%	3%
	No	43%	37%	14%	2%	4%
Interview Type	Landline	43%	39%	11%	2%	5%
	Cell Phone	38%	41%	16%	2%	3%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=987 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Registered Voters with a Candidate Preference		62%	29%	7%	1%
Candidate Support	Hillary Clinton	65%	27%	7%	0%
	Donald Trump	59%	31%	7%	2%
Party Identification	Democrat	73%	21%	4%	2%
	Republican	66%	28%	5%	0%
	Independent	50%	37%	12%	1%
Political Ideology	Very liberal-Liberal	72%	22%	5%	0%
	Moderate	51%	39%	10%	0%
	Conservative-Very conservative	63%	27%	8%	2%
Tea Party Supporters		63%	33%	4%	1%
Region	Hillsborough	60%	29%	10%	0%
	Rockingham	61%	28%	9%	2%
	Northern Counties	63%	30%	5%	3%
	Southern Counties	65%	30%	5%	1%
Household Income	Less than \$50,000	68%	27%	4%	1%
	\$50,000 or more	58%	30%	10%	1%
Education	Not college graduate	60%	30%	10%	1%
	College graduate	64%	29%	6%	1%
Age	18 to 29	47%	38%	15%	0%
	30 to 44	48%	40%	11%	2%
	45 to 59	69%	25%	5%	1%
	60 or older	73%	21%	5%	1%
Age	Under 45	47%	39%	13%	1%
	45 or older	71%	24%	5%	1%
Gender	Men	59%	29%	10%	1%
	Women	65%	29%	5%	1%
White Men	White men	60%	30%	9%	2%
White Women	White women	65%	29%	5%	0%
Race and Education	White - Not College Graduate	59%	30%	10%	0%
	White - College Graduate	65%	29%	5%	1%
White Evangelical Christians		59%	37%	3%	0%
U.S. Military Veteran	Yes	62%	27%	7%	4%
	No	62%	30%	8%	1%
Interview Type	Landline	70%	25%	4%	1%
	Cell Phone	55%	33%	11%	1%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=746 MOE +/- 3.6 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters					
		2016 presidential election including those who are undecided yet leaning toward a candidate [multi-field]					
		Hillary Clinton, the Democrat	Donald Trump, the Republican	Gary Johnson, the Libertarian	Jill Stein, of the Green Party	Other	Undecided
		Row %	Row %	Row %	Row %	Row %	Row %
New Hampshire Registered Voters		37%	36%	17%	3%	1%	6%
Party Identification	Democrat	87%	3%	6%	2%	0%	3%
	Republican	3%	78%	10%	1%	2%	5%
	Independent	31%	27%	26%	5%	2%	9%
Political Ideology	Very liberal-Liberal	74%	6%	10%	6%	2%	2%
	Moderate	35%	28%	26%	3%	0%	7%
	Conservative-Very conservative	12%	67%	12%	2%	2%	5%
Tea Party Supporters		11%	75%	12%	0%	0%	2%
Region	Hillsborough	34%	41%	19%	0%	2%	4%
	Rockingham	37%	34%	18%	4%	0%	6%
	Northern Counties	39%	38%	11%	5%	1%	7%
	Southern Counties	40%	30%	17%	5%	2%	7%
Household Income	Less than \$50,000	38%	35%	14%	3%	1%	9%
	\$50,000 or more	38%	36%	19%	3%	1%	3%
Education	Not college graduate	27%	43%	19%	3%	2%	6%
	College graduate	47%	29%	15%	4%	0%	6%
Age	18 to 29	35%	17%	36%	3%	1%	7%
	30 to 44	34%	35%	19%	6%	0%	5%
	45 to 59	36%	41%	13%	2%	1%	5%
	60 or older	42%	41%	7%	3%	2%	6%
Age	Under 45	35%	28%	26%	5%	1%	6%
	45 or older	39%	41%	11%	2%	1%	6%
Gender	Men	28%	40%	22%	5%	1%	4%
	Women	46%	32%	12%	2%	1%	8%
White Men	White men	29%	43%	21%	4%	1%	3%
White Women	White women	47%	31%	12%	2%	1%	7%
Race and Education	White - Not College Graduate	28%	44%	19%	2%	2%	6%
	White - College Graduate	49%	29%	14%	3%	0%	5%
White Evangelical Christians		21%	57%	12%	1%	4%	4%
U.S. Military Veteran	Yes	21%	51%	19%	4%	1%	5%
	No	40%	33%	17%	3%	1%	6%
Interview Type	Landline	40%	36%	11%	4%	2%	8%
	Cell Phone	34%	35%	22%	3%	1%	5%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=987 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Adults		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
New Hampshire Adults		35%	60%	5%
New Hampshire Registered Voters		37%	59%	4%
Party Identification^	Democrat	85%	12%	3%
	Republican	4%	95%	1%
	Independent	31%	64%	5%
Political Ideology^	Very liberal-Liberal	72%	24%	4%
	Moderate	32%	63%	4%
	Conservative-Very conservative	15%	83%	2%
Tea Party Supporters^		13%	85%	1%
Region	Hillsborough	28%	64%	8%
	Rockingham	34%	65%	2%
	Northern Counties	39%	57%	5%
	Southern Counties	42%	53%	4%
Household Income	Less than \$50,000	36%	57%	7%
	\$50,000 or more	35%	63%	3%
Education	Not college graduate	27%	67%	6%
	College graduate	45%	52%	3%
Age	18 to 29	33%	61%	6%
	30 to 44	33%	63%	4%
	45 to 59	34%	62%	4%
	60 or older	40%	54%	6%
Age	Under 45	33%	62%	5%
	45 or older	37%	58%	5%
Gender	Men	26%	70%	3%
	Women	44%	49%	6%
White Men	White men	26%	70%	4%
White Women	White women	45%	49%	6%
Race and Education	White - Not College Graduate	27%	67%	7%
	White - College Graduate	46%	51%	3%
White Evangelical Christians		23%	73%	3%
U.S. Military Veteran	Yes	23%	76%	1%
	No	37%	57%	5%
Interview Type	Landline	40%	55%	5%
	Cell Phone	32%	63%	5%

NBC News/WSJ/Marist Poll New Hampshire Adults. Interviews conducted September 6th through September 8th, 2016, n=1108 MOE +/- 2.9 percentage points. Totals may not add to 100% due to rounding. ^New Hampshire Registered Voters: n=987 MOE +/- 3.1 percentage points.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Adults		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
New Hampshire Adults		33%	63%	5%
New Hampshire Registered Voters		34%	62%	4%
Party Identification^	Democrat	4%	95%	0%
	Republican	73%	23%	3%
	Independent	26%	67%	7%
Political Ideology^	Very liberal-Liberal	6%	94%	0%
	Moderate	26%	68%	6%
	Conservative-Very conservative	66%	30%	4%
Tea Party Supporters^		69%	27%	4%
Region	Hillsborough	34%	59%	7%
	Rockingham	34%	63%	3%
	Northern Counties	33%	65%	2%
	Southern Counties	30%	65%	5%
Household Income	Less than \$50,000	31%	62%	6%
	\$50,000 or more	33%	64%	3%
Education	Not college graduate	39%	55%	7%
	College graduate	26%	71%	3%
Age	18 to 29	22%	72%	5%
	30 to 44	31%	68%	1%
	45 to 59	38%	57%	5%
	60 or older	35%	59%	6%
Age	Under 45	27%	70%	3%
	45 or older	37%	58%	5%
Gender	Men	38%	57%	5%
	Women	28%	69%	4%
White Men	White men	40%	56%	5%
White Women	White women	27%	69%	3%
Race and Education	White - Not College Graduate	40%	55%	5%
	White - College Graduate	27%	71%	3%
White Evangelical Christians		52%	40%	8%
U.S. Military Veteran	Yes	46%	49%	5%
	No	31%	65%	5%
Interview Type	Landline	33%	62%	6%
	Cell Phone	32%	64%	4%

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NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters			
		2016 New Hampshire election for U.S. Senate including those who are undecided yet leaning toward a candidate			
		Maggie Hassan, the Democrat	Kelly Ayotte, the Republican	Other	Undecided
		Row %	Row %	Row %	Row %
New Hampshire Registered Voters		44%	51%	<1%	5%
Intensity of Support	Strongly support	48%	52%	0%	0%
	Somewhat support	43%	57%	0%	0%
Party Identification	Democrat	90%	9%	0%	1%
	Republican	5%	94%	0%	1%
	Independent	43%	49%	0%	8%
Political Ideology	Very liberal-Liberal	88%	9%	0%	2%
	Moderate	40%	56%	0%	4%
	Conservative-Very conservative	16%	79%	1%	5%
Tea Party Supporters		17%	78%	1%	4%
Region	Hillsborough	38%	54%	0%	7%
	Rockingham	45%	53%	0%	2%
	Northern Counties	41%	55%	0%	4%
	Southern Counties	49%	46%	0%	5%
Household Income	Less than \$50,000	44%	46%	0%	9%
	\$50,000 or more	44%	54%	0%	2%
Education	Not college graduate	37%	57%	0%	6%
	College graduate	50%	46%	0%	4%
Age	18 to 29	49%	45%	0%	6%
	30 to 44	40%	53%	0%	7%
	45 to 59	40%	56%	0%	3%
	60 or older	48%	49%	0%	3%
Age	Under 45	44%	50%	0%	7%
	45 or older	44%	53%	0%	3%
Gender	Men	34%	61%	0%	4%
	Women	52%	42%	0%	5%
White Men	White men	34%	61%	0%	4%
White Women	White women	52%	42%	0%	5%
Race and Education	White - Not College Graduate	36%	57%	0%	6%
	White - College Graduate	51%	45%	0%	3%
White Evangelical Christians		20%	76%	0%	3%
U.S. Military Veteran	Yes	31%	65%	0%	4%
	No	46%	49%	0%	5%
Interview Type	Landline	45%	49%	0%	5%
	Cell Phone	42%	54%	0%	4%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=987 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters with a Candidate Preference			
		Would you say that you strongly support <candidate>, somewhat support <candidate>, or do you think that you might vote differently on Election Day?			
		Strongly support	Somewhat support	Might vote differently	Unsure
		Row %	Row %	Row %	Row %
New Hampshire Registered Voters with a Candidate Preference		62%	30%	7%	1%
Candidate Support	Maggie Hassan	65%	28%	7%	0%
	Kelly Ayotte	60%	31%	7%	1%
Party Identification	Democrat	74%	20%	6%	0%
	Republican	71%	24%	4%	1%
	Independent	48%	40%	11%	1%
Political Ideology	Very liberal-Liberal	69%	23%	8%	0%
	Moderate	56%	37%	7%	0%
	Conservative-Very conservative	65%	26%	7%	2%
Tea Party Supporters		66%	28%	6%	0%
Region	Hillsborough	64%	30%	5%	0%
	Rockingham	62%	23%	15%	0%
	Northern Counties	63%	33%	3%	1%
	Southern Counties	59%	33%	6%	1%
Household Income	Less than \$50,000	66%	25%	8%	2%
	\$50,000 or more	60%	32%	8%	0%
Education	Not college graduate	61%	28%	9%	1%
	College graduate	64%	31%	6%	0%
Age	18 to 29	46%	40%	11%	2%
	30 to 44	45%	45%	10%	0%
	45 to 59	67%	27%	7%	0%
	60 or older	79%	16%	5%	1%
Age	Under 45	45%	43%	10%	1%
	45 or older	72%	22%	6%	0%
Gender	Men	58%	33%	9%	0%
	Women	66%	27%	6%	1%
White Men	White men	58%	33%	9%	0%
White Women	White women	66%	27%	6%	1%
Race and Education	White - Not College Graduate	60%	30%	9%	1%
	White - College Graduate	65%	29%	6%	0%
White Evangelical Christians		60%	34%	6%	1%
U.S. Military Veteran	Yes	72%	25%	2%	1%
	No	61%	31%	8%	1%
Interview Type	Landline	69%	23%	6%	1%
	Cell Phone	55%	36%	8%	0%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=888 MOE +/- 3.3 percentage points. Totals may not add to 100% due to rounding.

NBC News/WSJ/Marist Poll New Hampshire Tables of Adults and Registered Voters

		New Hampshire Registered Voters			
		2016 New Hampshire election for governor including those who are undecided yet leaning toward a candidate			
		The Democrat	The Republican	Other	Undecided
		Row %	Row %	Row %	Row %
New Hampshire Registered Voters		43%	46%	1%	10%
Party Identification	Democrat	95%	4%	0%	2%
	Republican	5%	91%	0%	3%
	Independent	37%	42%	1%	19%
Political Ideology	Very liberal-Liberal	88%	6%	1%	5%
	Moderate	38%	48%	1%	14%
	Conservative-Very conservative	15%	74%	1%	10%
Tea Party Supporters		17%	77%	1%	6%
Region	Hillsborough	36%	50%	1%	13%
	Rockingham	46%	44%	1%	9%
	Northern Counties	40%	51%	1%	8%
	Southern Counties	48%	41%	1%	11%
Household Income	Less than \$50,000	43%	45%	1%	11%
	\$50,000 or more	43%	48%	1%	9%
Education	Not college graduate	36%	53%	1%	10%
	College graduate	49%	39%	1%	11%
Age	18 to 29	56%	37%	0%	7%
	30 to 44	43%	47%	1%	10%
	45 to 59	38%	50%	1%	11%
	60 or older	41%	47%	1%	11%
Age	Under 45	48%	43%	0%	9%
	45 or older	40%	48%	1%	11%
Gender	Men	37%	52%	1%	10%
	Women	48%	40%	1%	11%
White Men	White men	37%	53%	1%	10%
White Women	White women	49%	41%	1%	9%
Race and Education	White - Not College Graduate	36%	54%	0%	10%
	White - College Graduate	50%	39%	1%	10%
White Evangelical Christians		22%	72%	2%	4%
U.S. Military Veteran	Yes	27%	62%	1%	10%
	No	46%	43%	1%	10%
Interview Type	Landline	42%	45%	1%	11%
	Cell Phone	43%	47%	0%	9%

NBC News/WSJ/Marist Poll New Hampshire Registered Voters. Interviews conducted September 6th through September 8th, 2016, n=987 MOE +/- 3.1 percentage points. Totals may not add to 100% due to rounding.