

## How the Survey was Conducted

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

This survey of 1,108 adults was conducted September 6<sup>th</sup> through September 8<sup>th</sup>, 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  $\pm 2.9$  percentage points. There are 987 registered voters. The results for this subset are statistically significant within  $\pm 3.1$  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  $\pm 3.6$  percentage points. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample - New Hampshire

		New Hampshire Adults	New Hampshire Registered 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.

		New Hampshire Likely Voters		
		Do you approve or disapprove of the job Barack Obama is doing as president?		
		Approve	Disapprove	Unsure
		Row %	Row %	Row %
New Hampshire Likely Voters		47%	49%	4%
Party Identification	Democrat	90%	8%	2%
	Republican	8%	90%	2%
	Independent	47%	46%	7%
Political Ideology	Very liberal-Liberal	90%	8%	2%
	Moderate	51%	43%	6%
	Conservative-Very conservative	11%	86%	3%
Tea Party Supporters		11%	88%	1%
Region	Hillsborough	44%	54%	3%
	Rockingham	46%	51%	3%
	Northern Counties	45%	50%	5%
	Southern Counties	53%	41%	6%
Household Income	Less than \$50,000	47%	47%	6%
	\$50,000 or more	48%	49%	3%
Education	Not college graduate	35%	60%	5%
	College graduate	58%	38%	3%
Age	18 to 29	66%	27%	7%
	30 to 44	46%	52%	1%
	45 to 59	40%	56%	4%
	60 or older	47%	49%	4%
Age	Under 45	54%	42%	4%
	45 or older	43%	53%	4%
Gender	Men	41%	55%	5%
	Women	53%	43%	4%
White Men	White men	41%	55%	5%
White Women	White women	54%	43%	3%
Race and Education	White - Not College Graduate	35%	60%	5%
	White - College Graduate	59%	38%	3%
White Evangelical Christians		20%	74%	6%
U.S. Military Veteran	Yes	33%	61%	5%
	No	49%	47%	4%
Interview Type	Landline	47%	49%	4%
	Cell Phone	47%	49%	4%

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

		New Hampshire Likely 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 Likely Voters		42%	41%	11%	2%	3%
Intensity of Support	Strongly support	52%	48%	0%	0%	0%
	Somewhat support	44%	56%	0%	0%	0%
Party Identification	Democrat	91%	4%	3%	1%	1%
	Republican	3%	86%	6%	3%	2%
	Independent	38%	34%	19%	3%	6%
Political Ideology	Very liberal-Liberal	84%	6%	6%	2%	2%
	Moderate	41%	33%	17%	3%	5%
	Conservative-Very conservative	12%	78%	6%	2%	2%
Tea Party Supporters		10%	84%	5%	1%	0%
Region	Hillsborough	37%	47%	12%	1%	4%
	Rockingham	40%	43%	9%	4%	3%
	Northern Counties	42%	43%	10%	3%	2%
	Southern Counties	48%	34%	12%	2%	4%
Household Income	Less than \$50,000	41%	38%	14%	2%	4%
	\$50,000 or more	43%	43%	9%	3%	2%
Education	Not college graduate	31%	49%	13%	3%	3%
	College graduate	52%	34%	9%	2%	3%
Age	18 to 29	48%	27%	20%	3%	2%
	30 to 44	39%	41%	13%	4%	4%
	45 to 59	39%	47%	9%	2%	2%
	60 or older	45%	43%	7%	1%	4%
Age	Under 45	43%	35%	15%	4%	3%
	45 or older	42%	45%	8%	2%	3%
Gender	Men	34%	48%	12%	4%	3%
	Women	50%	35%	10%	1%	4%
White Men	White men	35%	50%	10%	4%	2%
White Women	White women	51%	34%	10%	1%	4%
Race and Education	White - Not College Graduate	31%	51%	12%	3%	3%
	White - College Graduate	54%	34%	8%	2%	3%
White Evangelical Christians		19%	66%	11%	1%	2%
U.S. Military Veteran	Yes	25%	57%	12%	3%	3%
	No	45%	39%	11%	2%	3%
Interview Type	Landline	44%	40%	9%	3%	4%
	Cell Phone	40%	43%	13%	2%	2%

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

		New Hampshire Likely 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 Likely Voters with a Candidate Preference		65%	27%	7%	1%
Candidate Support	Hillary Clinton	68%	24%	8%	0%
	Donald Trump	62%	30%	6%	1%
Party Identification	Democrat	76%	19%	4%	1%
	Republican	68%	27%	5%	0%
	Independent	52%	35%	12%	1%
Political Ideology	Very liberal-Liberal	76%	19%	5%	0%
	Moderate	53%	38%	9%	0%
	Conservative-Very conservative	66%	25%	8%	2%
Tea Party Supporters		68%	28%	3%	1%
Region	Hillsborough	63%	27%	10%	0%
	Rockingham	64%	25%	9%	2%
	Northern Counties	66%	28%	4%	2%
	Southern Counties	67%	27%	5%	1%
Household Income	Less than \$50,000	71%	25%	4%	1%
	\$50,000 or more	61%	28%	9%	1%
Education	Not college graduate	63%	27%	9%	1%
	College graduate	66%	28%	5%	1%
Age	18 to 29	51%	32%	16%	0%
	30 to 44	51%	38%	10%	1%
	45 to 59	71%	24%	4%	1%
	60 or older	74%	21%	4%	1%
Age	Under 45	51%	36%	12%	1%
	45 or older	72%	22%	4%	1%
Gender	Men	61%	28%	10%	1%
	Women	69%	26%	4%	1%
White Men	White men	61%	29%	9%	1%
White Women	White women	69%	26%	5%	0%
Race and Education	White - Not College Graduate	63%	27%	9%	0%
	White - College Graduate	67%	28%	4%	1%
White Evangelical Christians		61%	36%	3%	0%
U.S. Military Veteran	Yes	66%	26%	6%	2%
	No	65%	27%	7%	0%
Interview Type	Landline	71%	24%	4%	1%
	Cell Phone	59%	30%	10%	1%

NBC News/WSJ/Marist Poll New Hampshire Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=584 MOE +/- 4.1 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely 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 Likely Voters		39%	37%	15%	3%	1%	5%
Party Identification	Democrat	88%	3%	5%	2%	0%	2%
	Republican	3%	80%	10%	1%	1%	4%
	Independent	32%	29%	24%	6%	1%	8%
Political Ideology	Very liberal-Liberal	78%	5%	8%	7%	1%	2%
	Moderate	37%	29%	24%	3%	0%	7%
	Conservative-Very conservative	11%	70%	12%	1%	2%	4%
Tea Party Supporters		9%	80%	9%	0%	0%	1%
Region	Hillsborough	35%	42%	17%	0%	1%	4%
	Rockingham	37%	36%	17%	4%	0%	6%
	Northern Counties	39%	41%	10%	4%	0%	5%
	Southern Counties	43%	30%	15%	5%	1%	6%
Household Income	Less than \$50,000	39%	36%	12%	3%	1%	8%
	\$50,000 or more	39%	37%	18%	4%	0%	2%
Education	Not college graduate	28%	45%	17%	3%	2%	5%
	College graduate	48%	29%	14%	4%	0%	4%
Age	18 to 29	41%	17%	34%	4%	0%	4%
	30 to 44	35%	35%	18%	6%	0%	5%
	45 to 59	36%	43%	13%	2%	1%	4%
	60 or older	42%	42%	7%	2%	1%	5%
Age	Under 45	38%	28%	24%	5%	0%	5%
	45 or older	39%	43%	10%	2%	1%	5%
Gender	Men	30%	42%	20%	5%	1%	4%
	Women	47%	33%	11%	2%	1%	6%
White Men	White men	30%	44%	19%	4%	0%	3%
White Women	White women	48%	32%	11%	2%	1%	6%
Race and Education	White - Not College Graduate	28%	46%	17%	3%	1%	5%
	White - College Graduate	50%	30%	13%	3%	0%	4%
White Evangelical Christians		21%	62%	12%	1%	2%	3%
U.S. Military Veteran	Yes	23%	52%	16%	4%	1%	5%
	No	41%	35%	15%	3%	1%	5%
Interview Type	Landline	41%	37%	10%	4%	1%	7%
	Cell Phone	36%	37%	21%	3%	0%	3%

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

		New Hampshire Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Hillary Clinton?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
New Hampshire Likely Voters		38%	59%	3%
Party Identification	Democrat	86%	11%	2%
	Republican	3%	96%	1%
	Independent	31%	63%	5%
Political Ideology	Very liberal-Liberal	76%	20%	4%
	Moderate	33%	62%	4%
	Conservative-Very conservative	13%	86%	1%
Tea Party Supporters		11%	88%	1%
Region	Hillsborough	31%	64%	6%
	Rockingham	35%	63%	2%
	Northern Counties	40%	57%	3%
	Southern Counties	45%	52%	3%
Household Income	Less than \$50,000	40%	55%	4%
	\$50,000 or more	36%	62%	2%
Education	Not college graduate	28%	67%	5%
	College graduate	46%	52%	2%
Age	18 to 29	42%	54%	4%
	30 to 44	35%	63%	3%
	45 to 59	34%	63%	3%
	60 or older	41%	55%	4%
Age	Under 45	38%	59%	3%
	45 or older	37%	59%	3%
Gender	Men	28%	69%	2%
	Women	47%	49%	4%
White Men	White men	28%	69%	2%
White Women	White women	48%	48%	4%
Race and Education	White - Not College Graduate	28%	67%	5%
	White - College Graduate	48%	50%	2%
White Evangelical Christians		20%	79%	2%
U.S. Military Veteran	Yes	24%	75%	1%
	No	40%	56%	4%
Interview Type	Landline	41%	55%	4%
	Cell Phone	34%	63%	3%

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		New Hampshire Likely Voters		
		Overall, do you have a favorable or an unfavorable impression of Donald Trump?		
		Favorable	Unfavorable	Unsure-Never Heard
		Row %	Row %	Row %
New Hampshire Likely Voters		36%	61%	4%
Party Identification	Democrat	4%	96%	0%
	Republican	75%	21%	4%
	Independent	29%	66%	6%
Political Ideology	Very liberal-Liberal	5%	95%	0%
	Moderate	27%	67%	5%
	Conservative-Very conservative	68%	28%	4%
Tea Party Supporters		74%	23%	3%
Region	Hillsborough	39%	56%	6%
	Rockingham	36%	61%	3%
	Northern Counties	38%	61%	2%
	Southern Counties	31%	65%	4%
Household Income	Less than \$50,000	34%	60%	7%
	\$50,000 or more	36%	62%	2%
Education	Not college graduate	45%	50%	5%
	College graduate	27%	70%	2%
Age	18 to 29	25%	70%	5%
	30 to 44	33%	65%	1%
	45 to 59	41%	56%	3%
	60 or older	37%	58%	5%
Age	Under 45	30%	67%	3%
	45 or older	39%	57%	4%
Gender	Men	42%	54%	4%
	Women	30%	67%	3%
White Men	White men	43%	53%	4%
White Women	White women	30%	67%	3%
Race and Education	White - Not College Graduate	45%	50%	5%
	White - College Graduate	28%	70%	2%
White Evangelical Christians		60%	33%	8%
U.S. Military Veteran	Yes	50%	46%	4%
	No	33%	63%	4%
Interview Type	Landline	34%	61%	4%
	Cell Phone	37%	60%	3%

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		New Hampshire Likely 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 Likely Voters		44%	52%	<1%	4%
Intensity of Support	Strongly support	48%	52%	0%	0%
	Somewhat support	43%	57%	0%	0%
Party Identification	Democrat	90%	9%	0%	1%
	Republican	4%	95%	0%	1%
	Independent	45%	48%	1%	7%
Political Ideology	Very liberal-Liberal	90%	8%	0%	2%
	Moderate	41%	54%	0%	4%
	Conservative-Very conservative	14%	82%	1%	3%
Tea Party Supporters		15%	81%	1%	3%
Region	Hillsborough	40%	54%	0%	6%
	Rockingham	45%	53%	0%	2%
	Northern Counties	39%	58%	0%	3%
	Southern Counties	52%	45%	0%	3%
Household Income	Less than \$50,000	46%	47%	1%	6%
	\$50,000 or more	45%	54%	0%	2%
Education	Not college graduate	37%	58%	0%	5%
	College graduate	51%	46%	0%	3%
Age	18 to 29	53%	41%	0%	5%
	30 to 44	40%	55%	0%	6%
	45 to 59	41%	56%	0%	2%
	60 or older	48%	49%	0%	3%
Age	Under 45	45%	50%	0%	5%
	45 or older	44%	53%	0%	2%
Gender	Men	35%	62%	0%	3%
	Women	53%	42%	0%	4%
White Men	White men	35%	62%	0%	3%
White Women	White women	54%	42%	0%	4%
Race and Education	White - Not College Graduate	37%	58%	0%	5%
	White - College Graduate	52%	45%	0%	2%
White Evangelical Christians		20%	77%	0%	3%
U.S. Military Veteran	Yes	31%	65%	0%	3%
	No	47%	49%	0%	4%
Interview Type	Landline	46%	49%	0%	4%
	Cell Phone	43%	54%	0%	3%

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		New Hampshire Likely 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 Likely Voters with a Candidate Preference		64%	29%	7%	<1%
Candidate Support	Maggie Hassan	67%	27%	7%	0%
	Kelly Ayotte	61%	30%	7%	1%
Party Identification	Democrat	76%	18%	6%	0%
	Republican	72%	24%	3%	1%
	Independent	49%	40%	11%	1%
Political Ideology	Very liberal-Liberal	71%	23%	6%	0%
	Moderate	56%	37%	7%	0%
	Conservative-Very conservative	67%	25%	7%	1%
Tea Party Supporters		67%	27%	6%	0%
Region	Hillsborough	67%	28%	5%	0%
	Rockingham	63%	23%	13%	0%
	Northern Counties	65%	31%	3%	0%
	Southern Counties	60%	33%	6%	1%
Household Income	Less than \$50,000	67%	24%	7%	1%
	\$50,000 or more	61%	31%	7%	0%
Education	Not college graduate	62%	27%	10%	1%
	College graduate	65%	30%	5%	0%
Age	18 to 29	45%	42%	11%	2%
	30 to 44	46%	44%	9%	0%
	45 to 59	67%	26%	6%	0%
	60 or older	80%	15%	4%	1%
Age	Under 45	46%	43%	10%	1%
	45 or older	73%	21%	5%	0%
Gender	Men	59%	31%	9%	0%
	Women	68%	26%	5%	1%
White Men	White men	59%	31%	9%	0%
White Women	White women	68%	26%	4%	1%
Race and Education	White - Not College Graduate	62%	28%	9%	1%
	White - College Graduate	66%	29%	5%	0%
White Evangelical Christians		60%	33%	6%	1%
U.S. Military Veteran	Yes	74%	24%	2%	1%
	No	62%	30%	8%	0%
Interview Type	Landline	71%	22%	6%	1%
	Cell Phone	56%	35%	8%	0%

NBC News/WSJ/Marist Poll New Hampshire Likely Voters with a Candidate Preference. Interviews conducted September 6th through September 8th, 2016, n=679 MOE +/- 3.8 percentage points. Totals may not add to 100% due to rounding.

		New Hampshire Likely 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 Likely Voters		43%	47%	1%	10%
Party Identification	Democrat	95%	3%	0%	2%
	Republican	5%	92%	0%	3%
	Independent	36%	43%	2%	19%
Political Ideology	Very liberal-Liberal	90%	5%	1%	4%
	Moderate	38%	47%	1%	14%
	Conservative-Very conservative	13%	78%	1%	8%
Tea Party Supporters		14%	80%	1%	5%
Region	Hillsborough	36%	51%	1%	13%
	Rockingham	45%	45%	1%	9%
	Northern Counties	39%	53%	1%	7%
	Southern Counties	50%	40%	1%	9%
Household Income	Less than \$50,000	44%	45%	1%	10%
	\$50,000 or more	43%	48%	1%	8%
Education	Not college graduate	35%	55%	1%	9%
	College graduate	49%	39%	1%	10%
Age	18 to 29	57%	37%	0%	6%
	30 to 44	43%	47%	1%	9%
	45 to 59	39%	50%	1%	10%
	60 or older	42%	47%	1%	10%
Age	Under 45	48%	43%	1%	8%
	45 or older	40%	49%	1%	10%
Gender	Men	37%	53%	1%	9%
	Women	48%	41%	1%	10%
White Men	White men	37%	53%	1%	9%
White Women	White women	49%	42%	1%	9%
Race and Education	White - Not College Graduate	35%	56%	0%	9%
	White - College Graduate	50%	39%	1%	9%
White Evangelical Christians		20%	74%	1%	4%
U.S. Military Veteran	Yes	28%	62%	0%	10%
	No	45%	44%	1%	10%
Interview Type	Landline	43%	45%	1%	11%
	Cell Phone	43%	48%	0%	9%

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