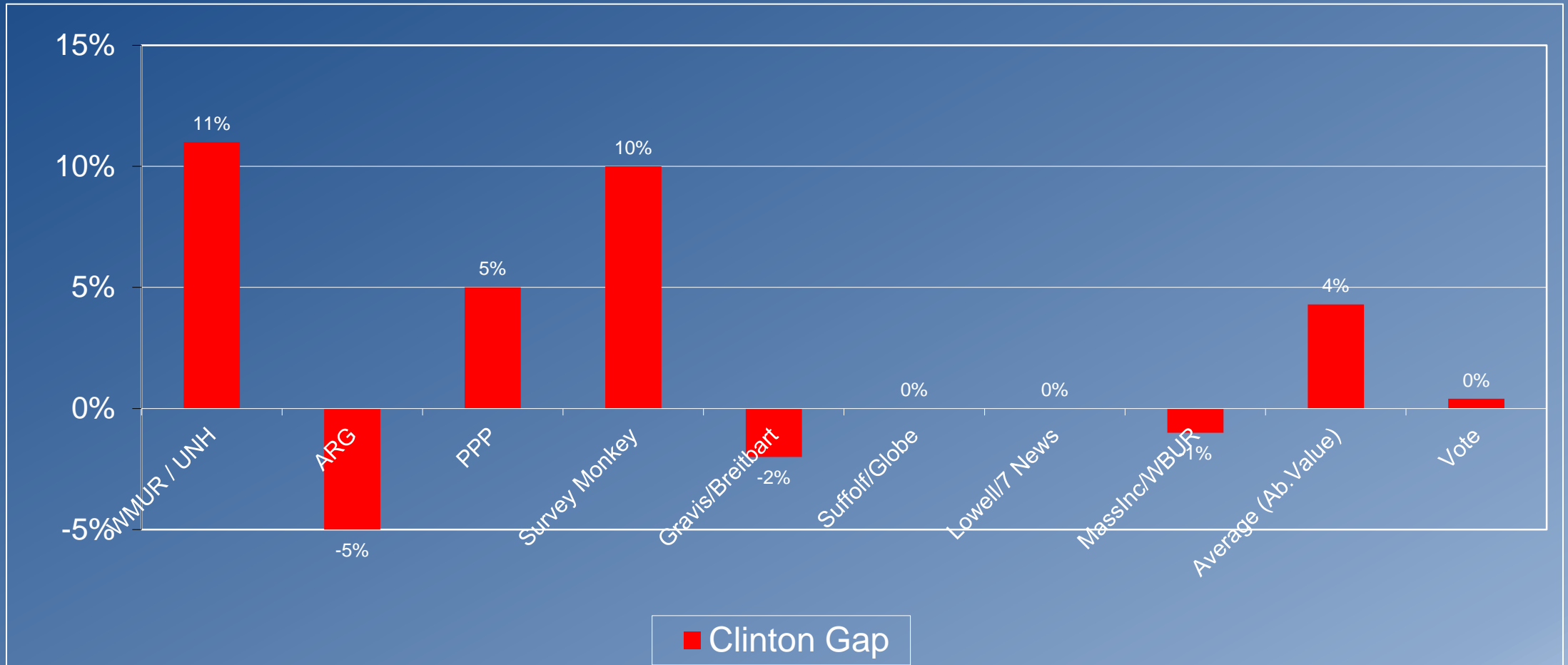




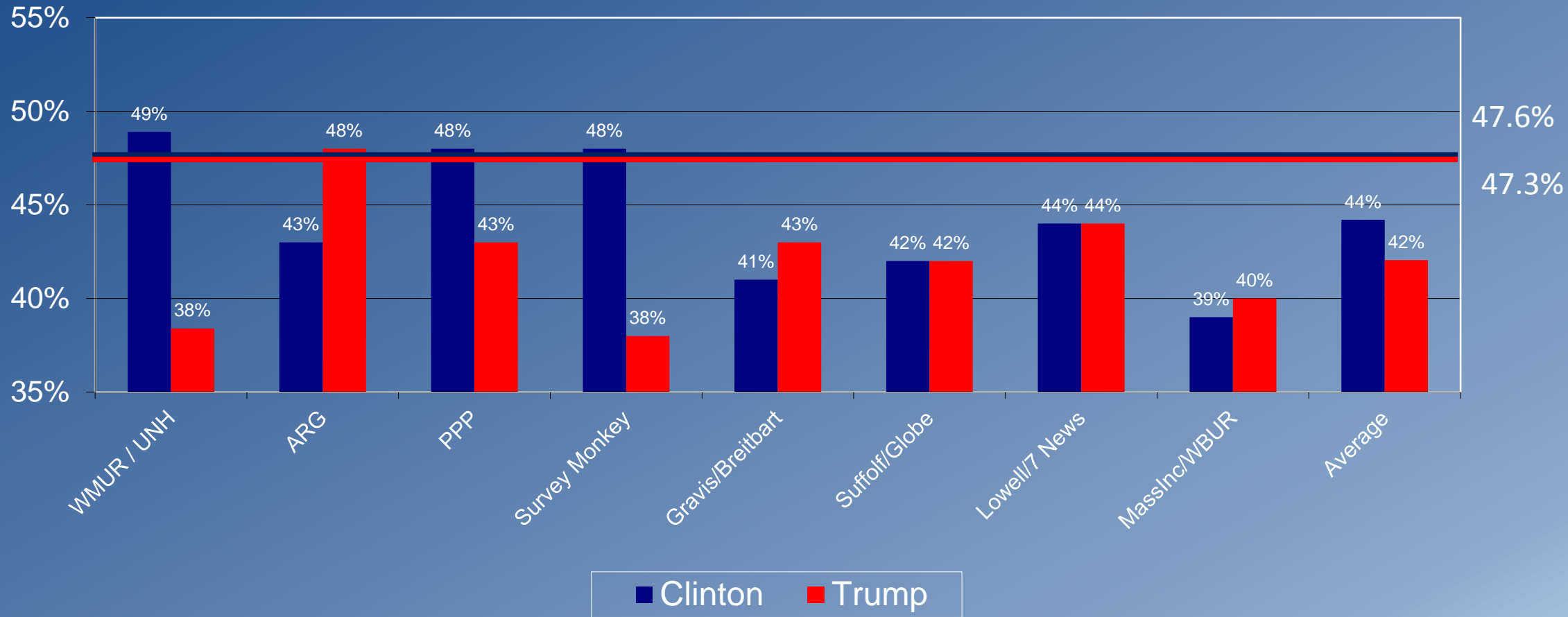
**University of
New Hampshire**

UNH 2016 Election Polls

NH Presidential Poll Predictions - 2016



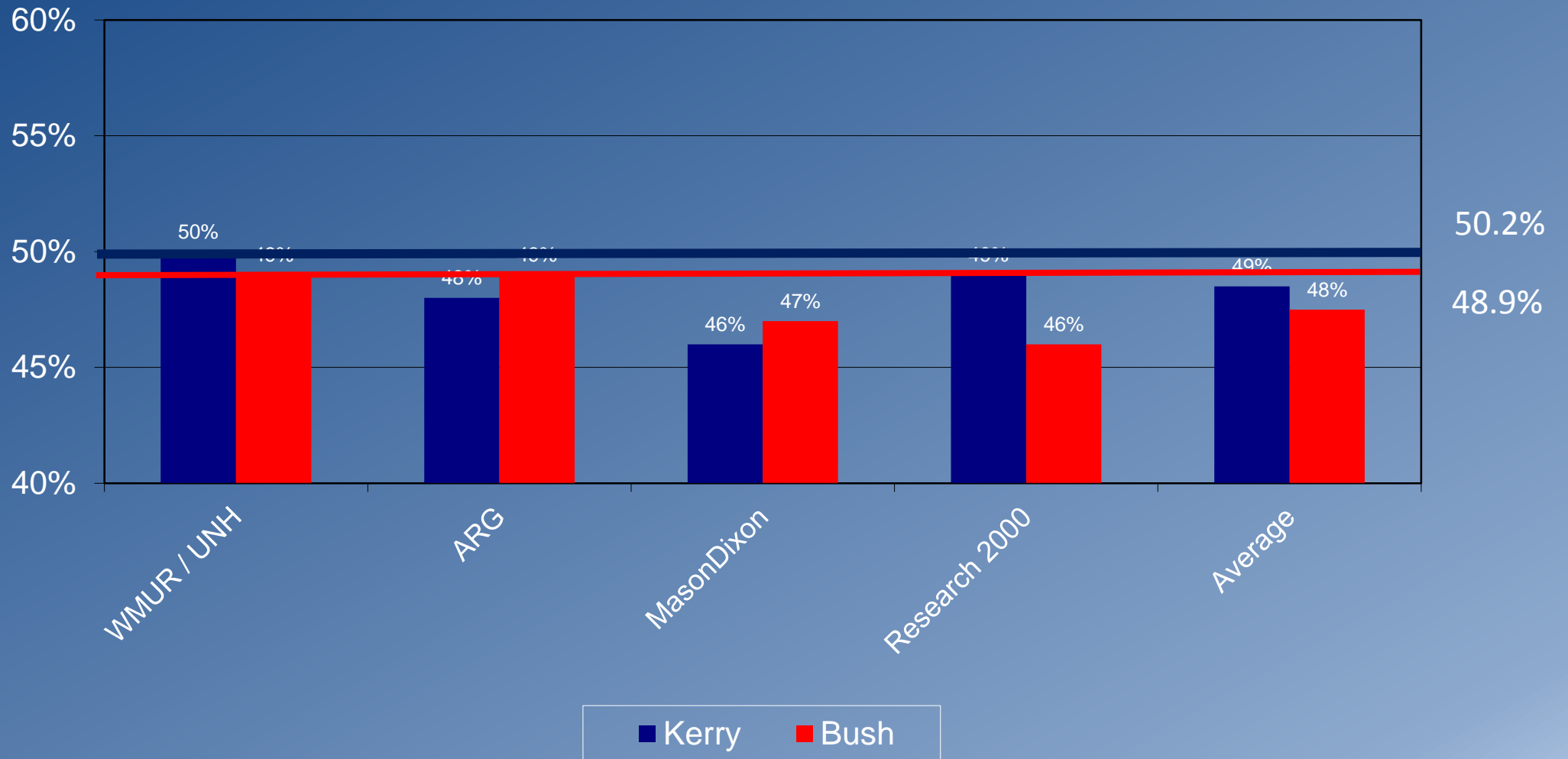
NH Presidential Poll Predictions - 2016



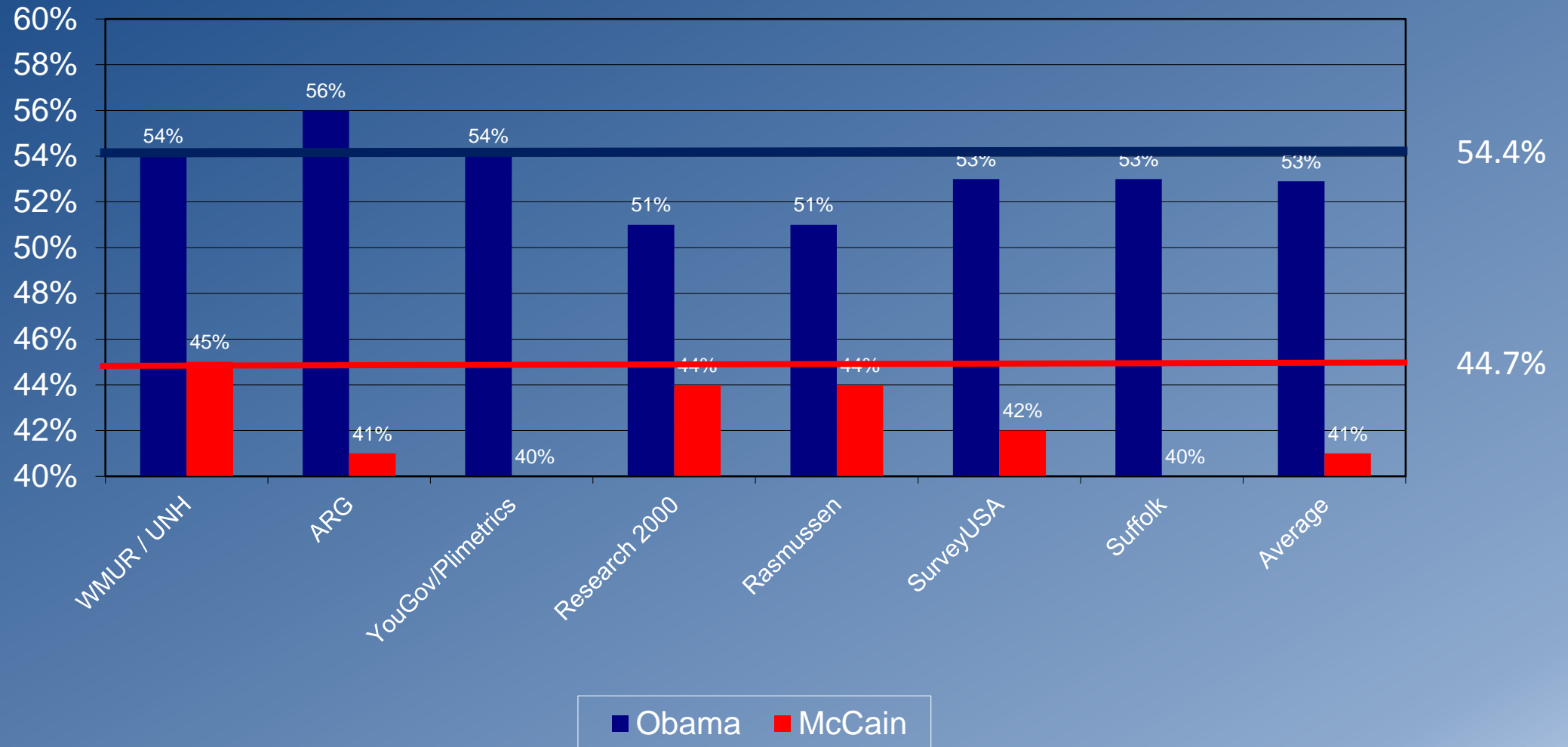
UNH Survey Center Polls

- Conducting polling in NH since 1976
- Knowledge of state electorate, past history
- Knowledge of voting laws
- Consistently most accurate (until 2016)

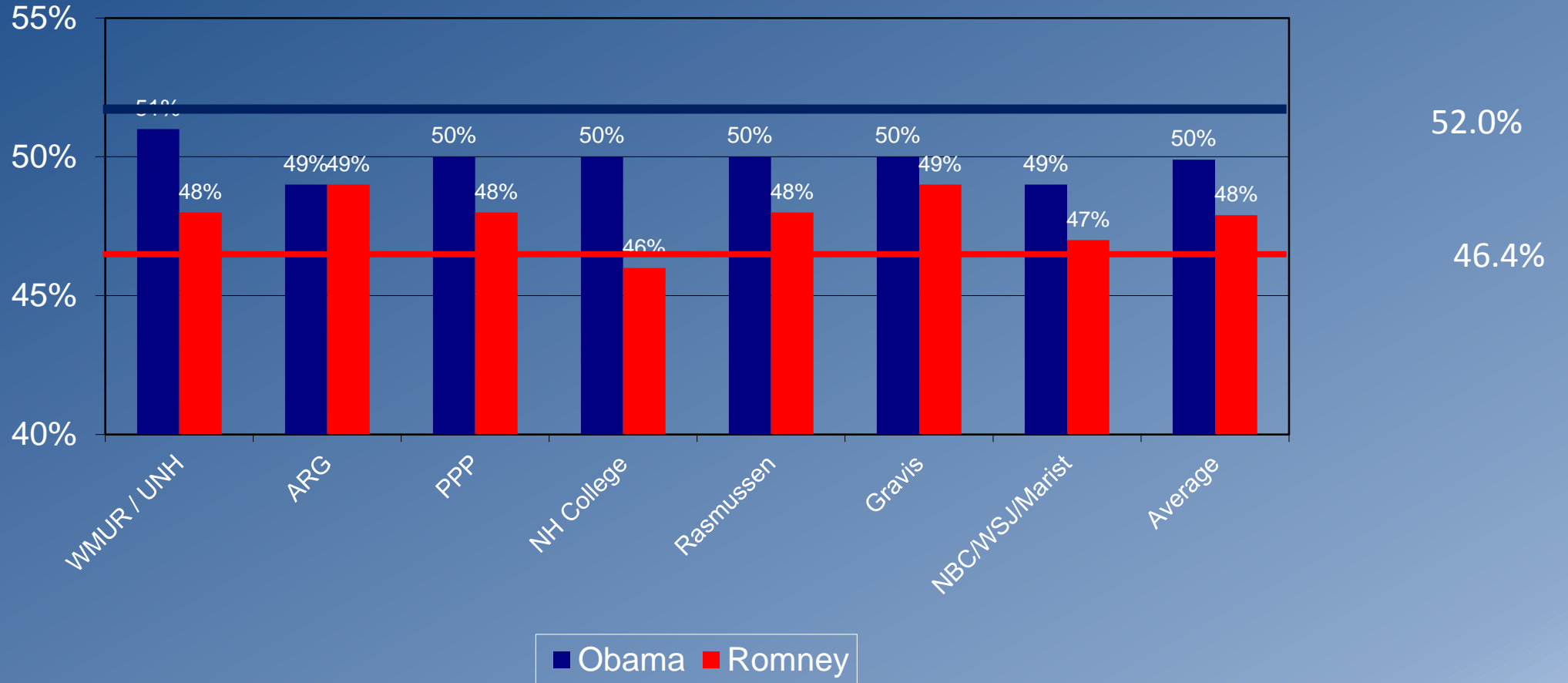
NH Presidential Poll Predictions - 2004



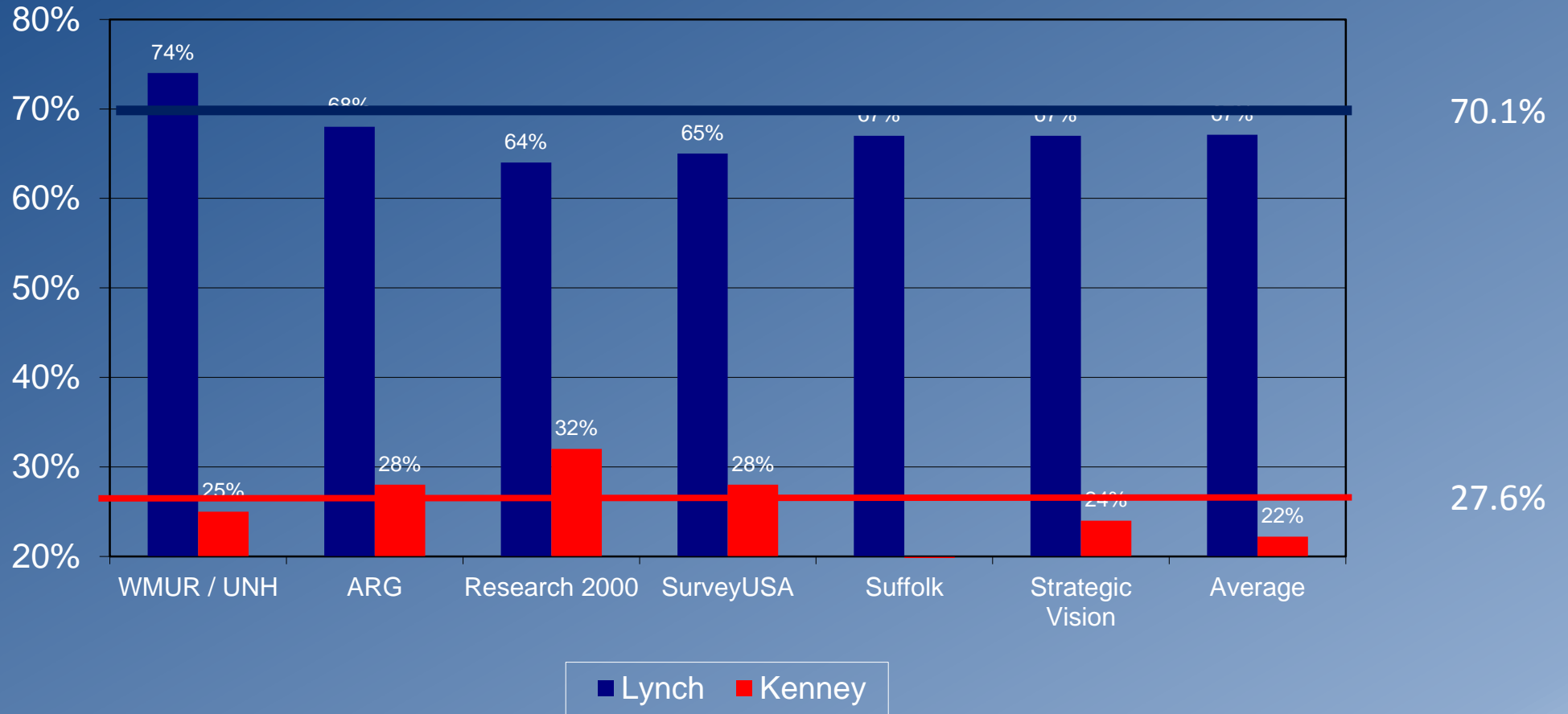
NH Presidential Poll Predictions - 2008



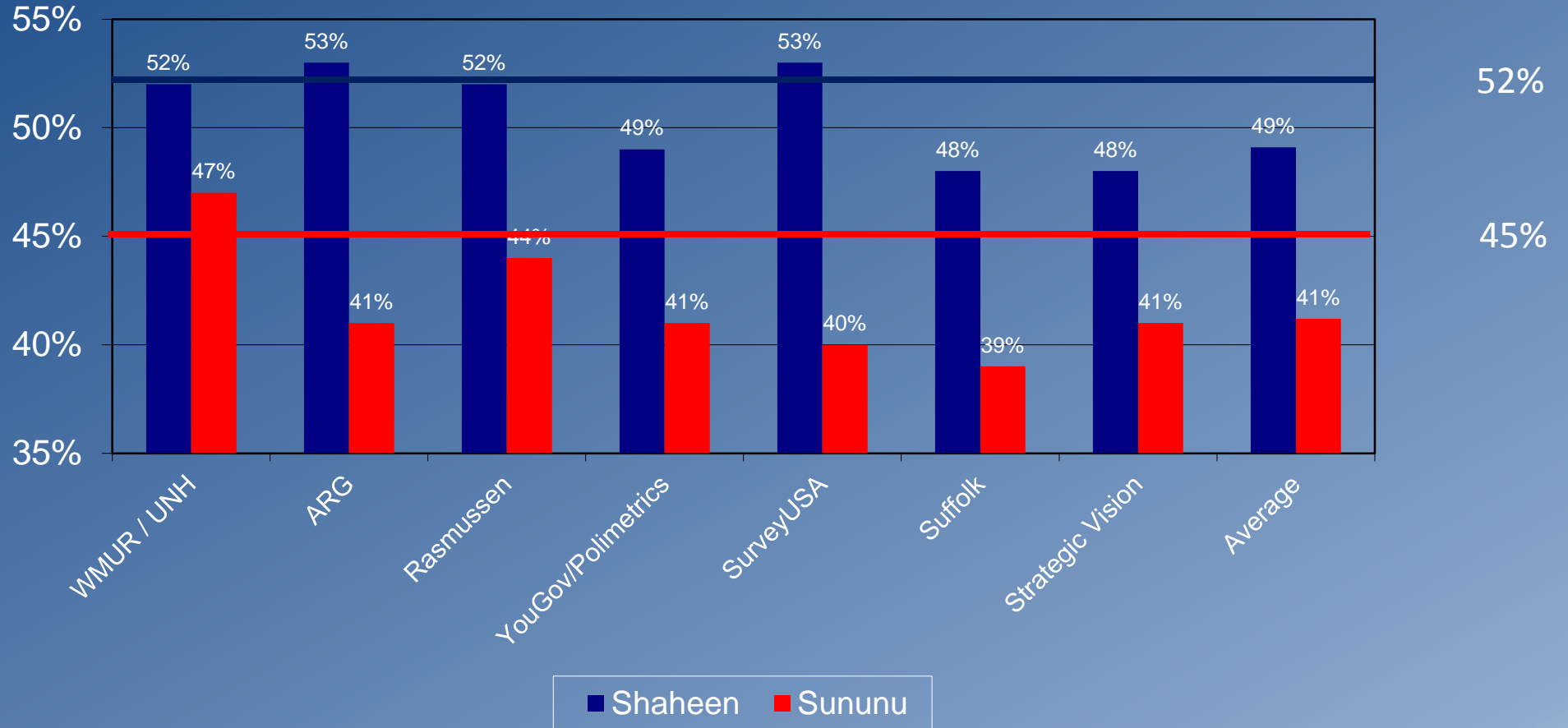
NH Presidential Poll Predictions - 2012



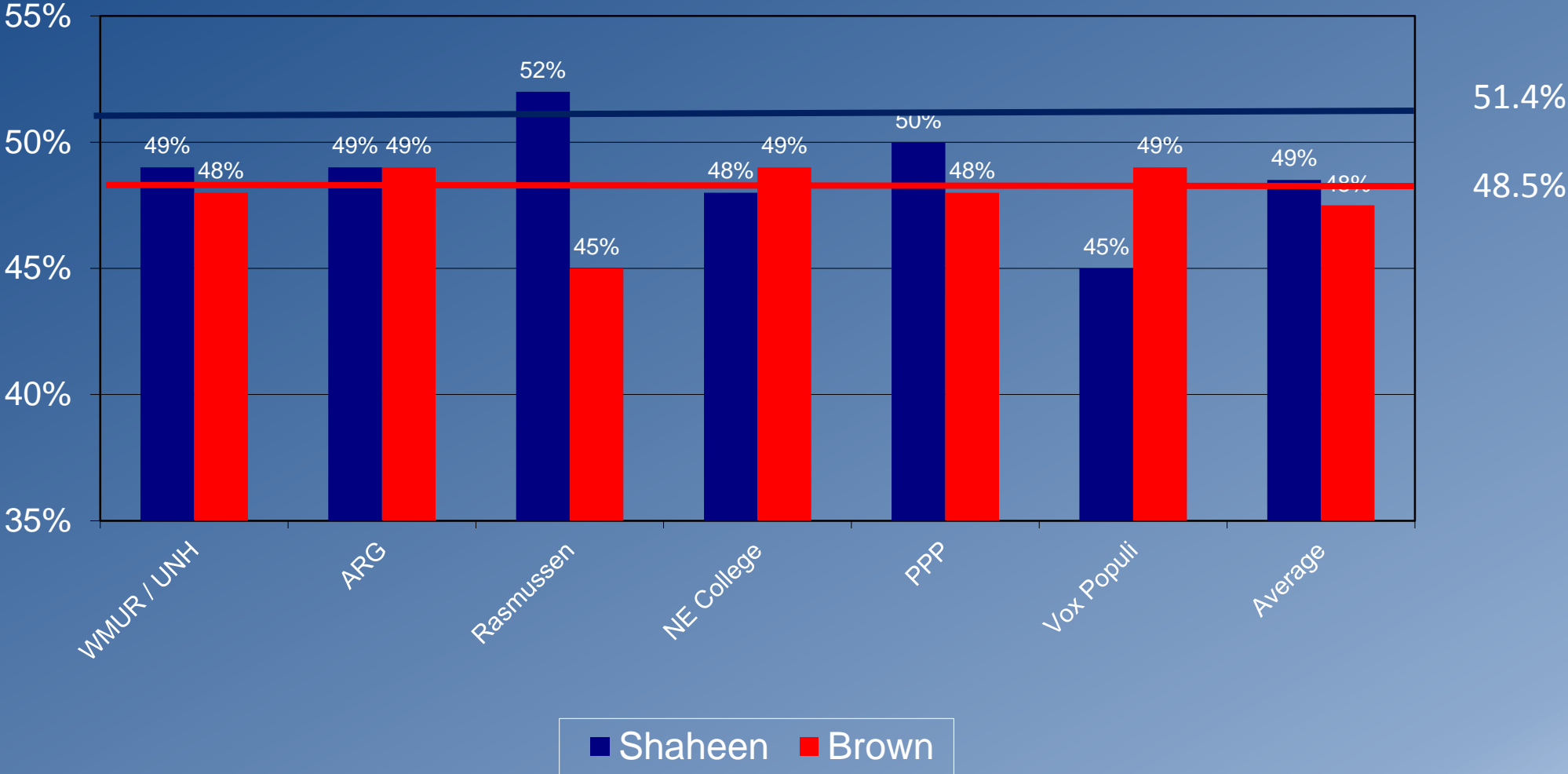
NH Gubernatorial Poll Predictions - 2008



NH Senate Poll Predictions - 2008



NH Senate Poll Predictions - 2014



What Happened in 2016?

Hypotheses

- Sampling Frame?
- Differential Response?
- Likely Voter Screen?
- Late Change?
- Bradley (Clinton) Effect?
- Weighting?

Sampling Frame

Did sampling frame exclude voters?

- Not systematically
 - Random digit dialing
 - Land line and cell phone
 - 25% landline, 75% cell phone
 - Random selection of individuals in land-line households
- NH has same day registration
 - Not excluded
 - 1/3 of NH electorate different people between 2008 and 2016

Differential Response

- Contact rates?
 - Clinton voters somewhat harder to reach than Trump voters
- Still conducting non-response survey

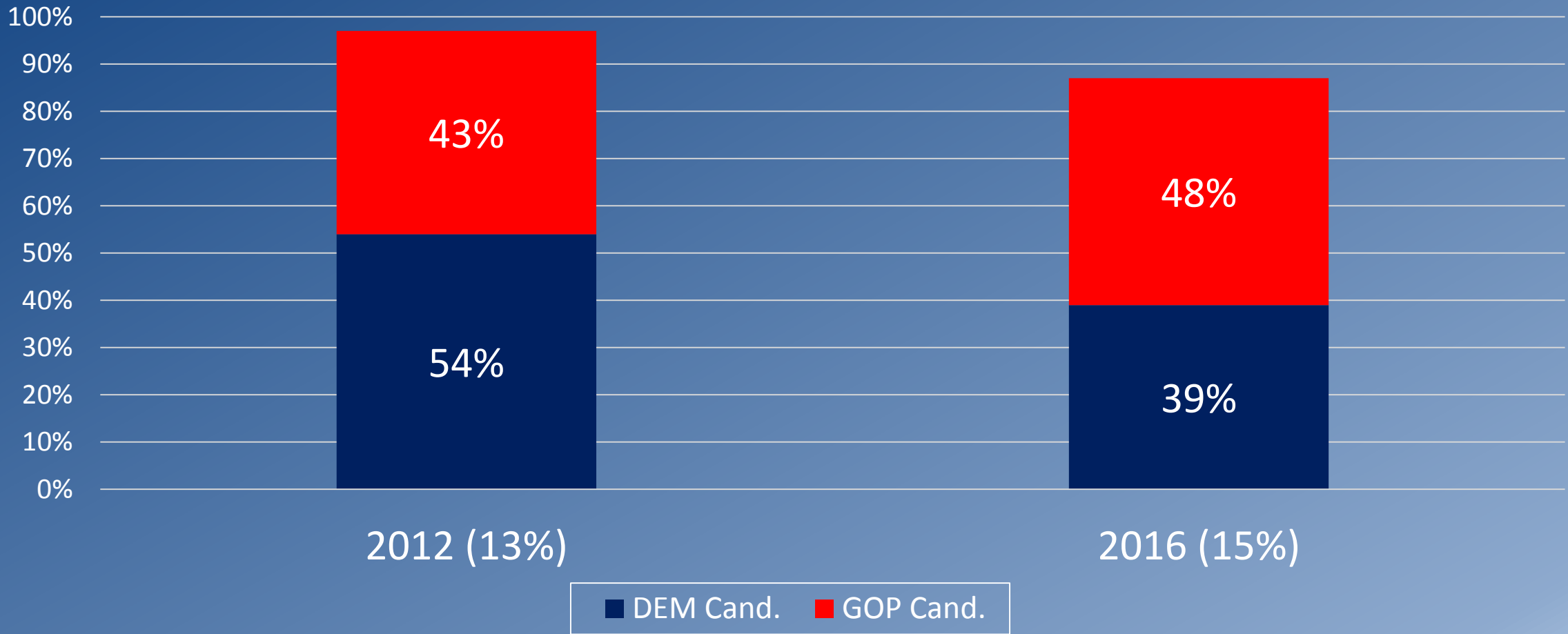
Likely Voter Screen?

- Same as used in previous election. Designed to let respondents opt-out
 - Party registration
 - Interest in election
 - How often discuss election
 - Intention of voting
 - Only take “definitely vote” and “vote unless an emergency”
 - Opt out at each horse race question: “Or will you skip this election?”

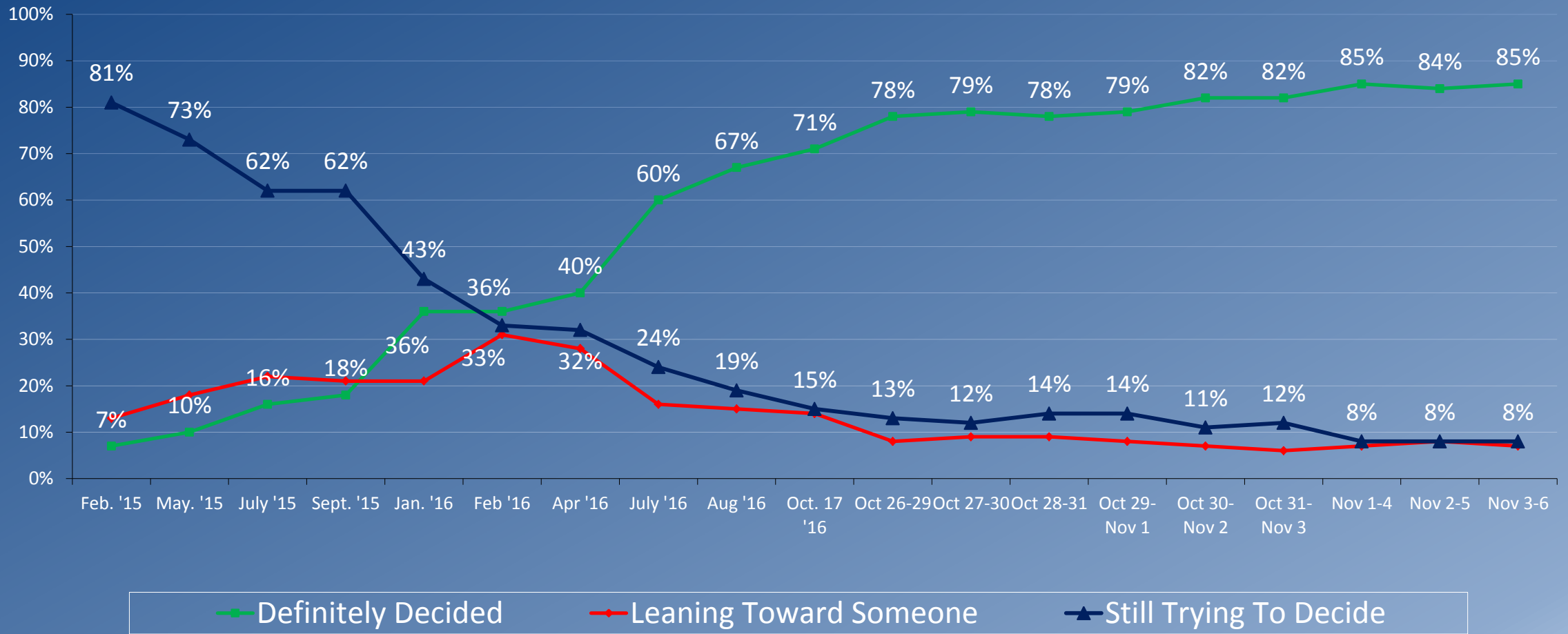
Late Change?

- Tracked last 1 ½ weeks of the campaign – very little change
- Some evidence from Exit Polls
- Follow-up survey with respondents

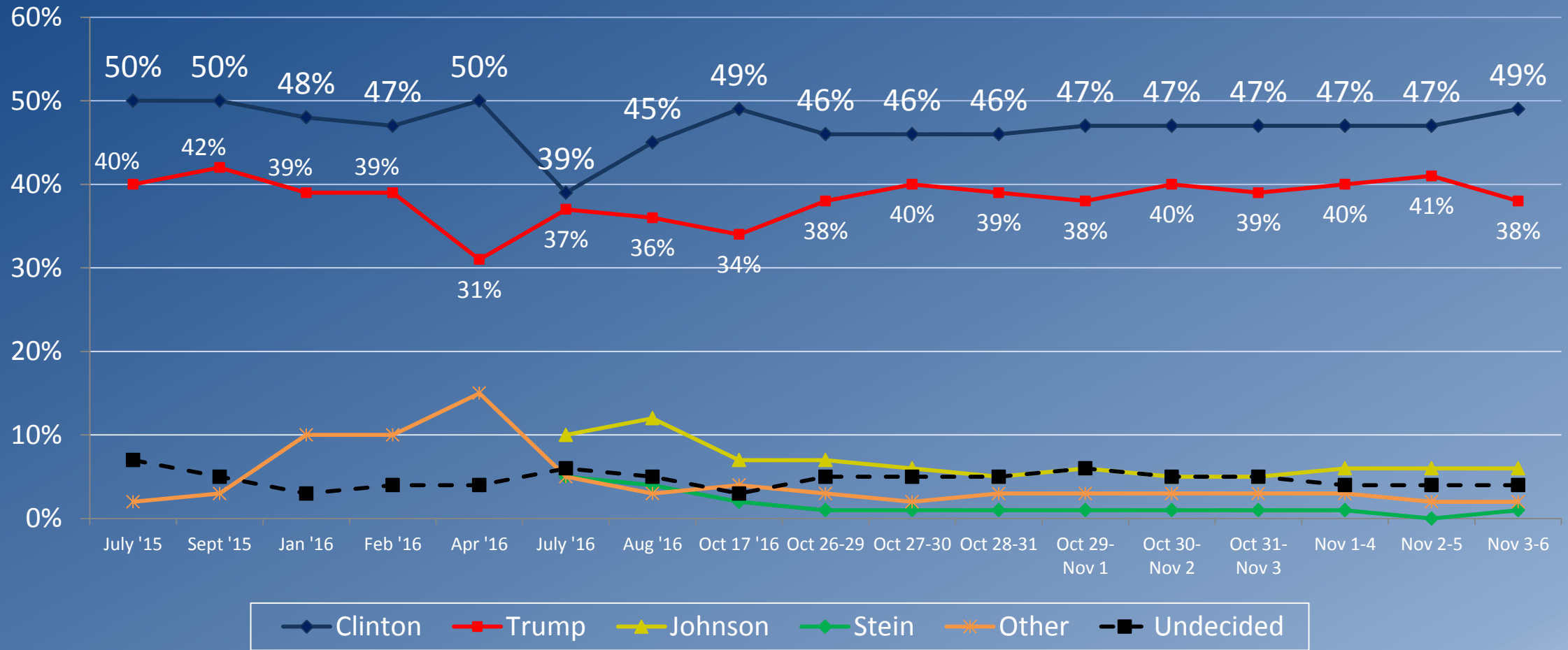
NH Pres. Vote: Made up mind in last couple days



Firmness of Vote Decision



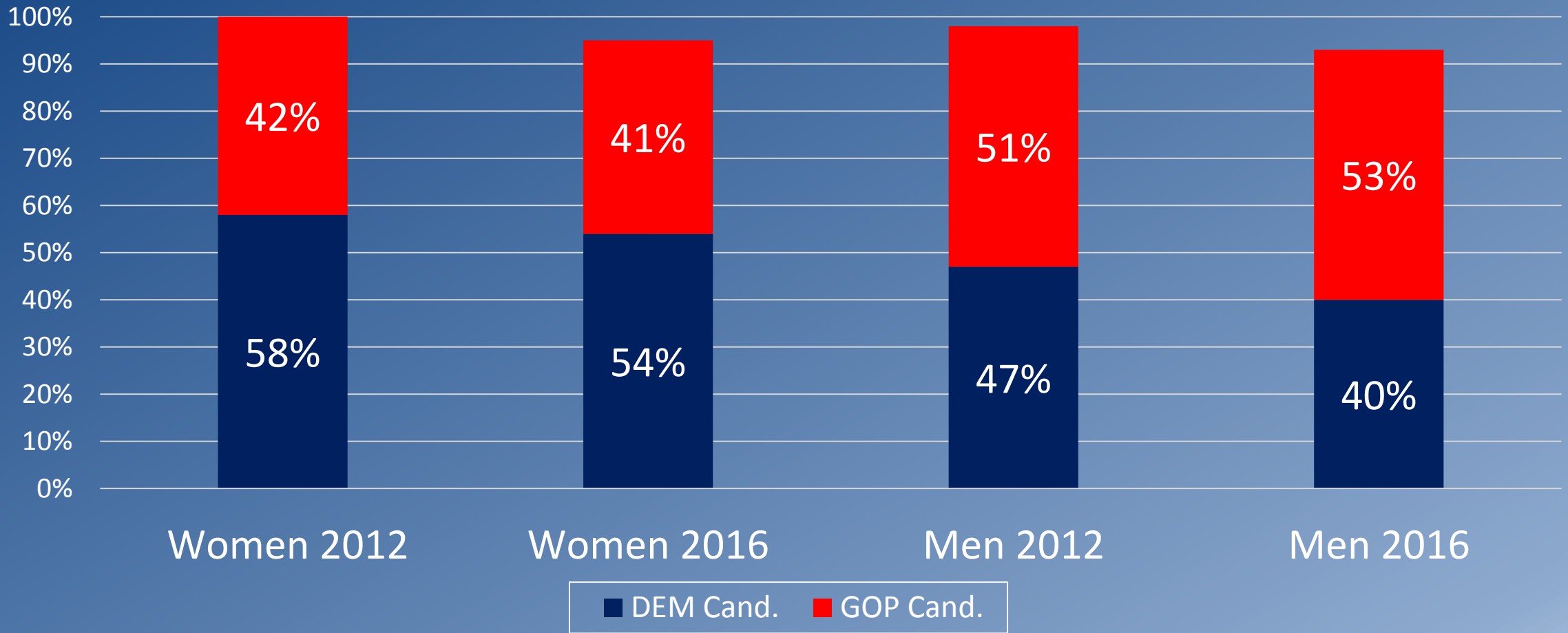
NH Presidential Race



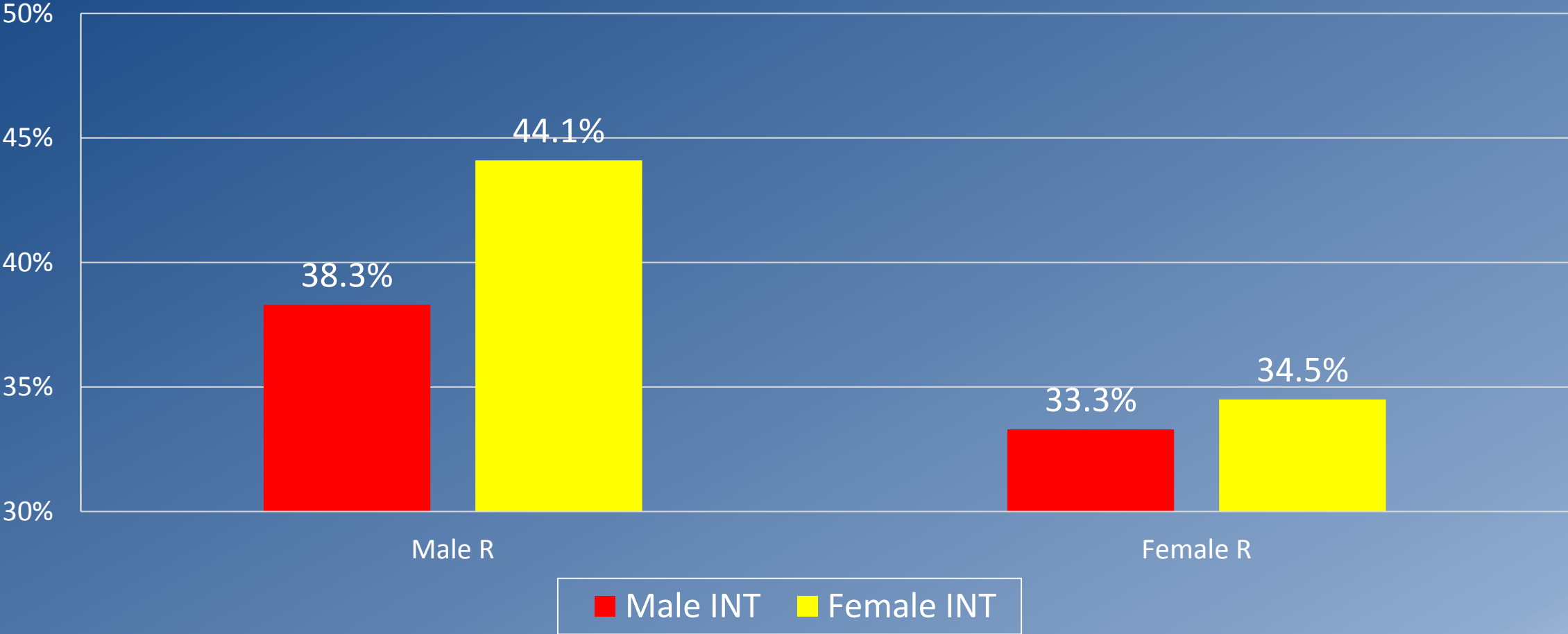
Clinton Effect?

- 2/3 interviews conducted by women 1/3 by men
- Clinton Effect? Some evidence, but not how expected
 - No difference among female respondents
 - Men more likely to say Trump when interviewed by a female

NH Pres. Vote: by Gender



Percent reporting vote for Trump



Weighting?

- Historically used minimal weighting
 - Weight to known parameters
 - Weight only if correlated with outcomes
- UNH used same weights since 2000 election
 - # of telephones HH can be reached & # adults in HH
 - Gender
 - Age
 - Region of state
- Has been accurate in past

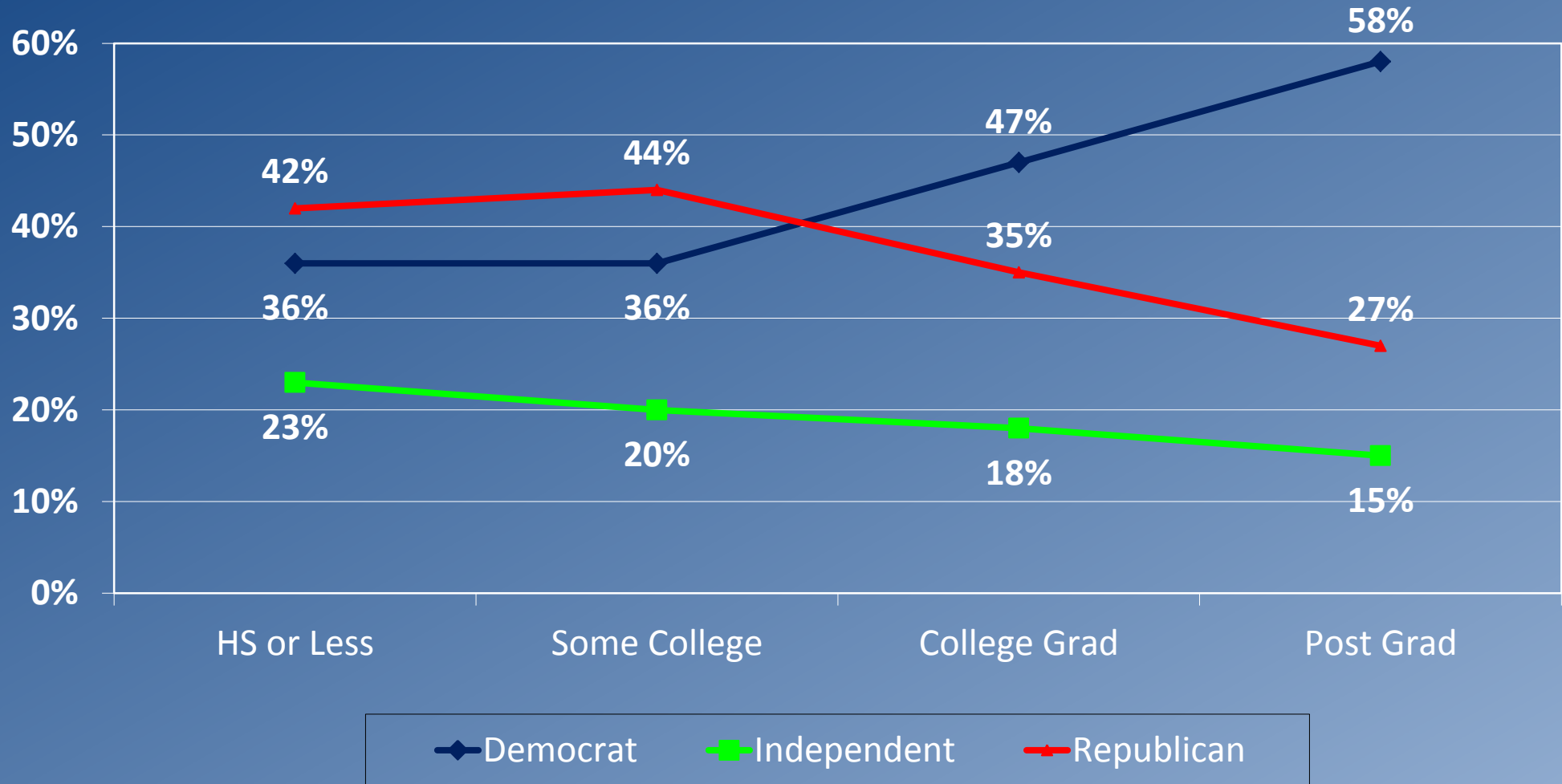
Weighting?

- Do NOT weight by party ID or party registration
 - No parameters – measurement issues
 - Lists not updated regularly
 - 10% - 15% same day registration
 - Attitudes
 - PID definitely, changes with political climate
 - Registration moves too
 - Past research showed no systematic difference when weighting by party registration in NH

Weighting?

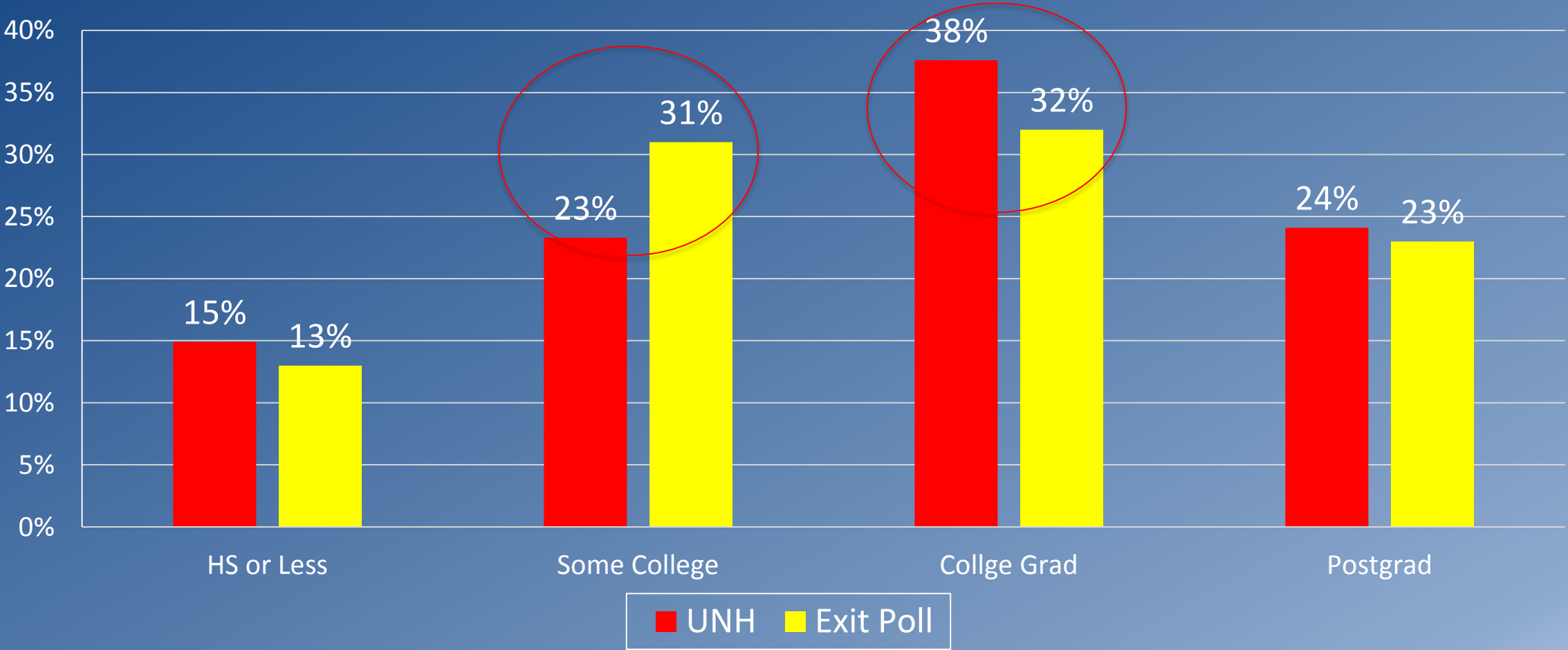
- Education?
- Hasn't impacted in prior years.
- Hints in survey data & exit polls

Party ID by Level of Education



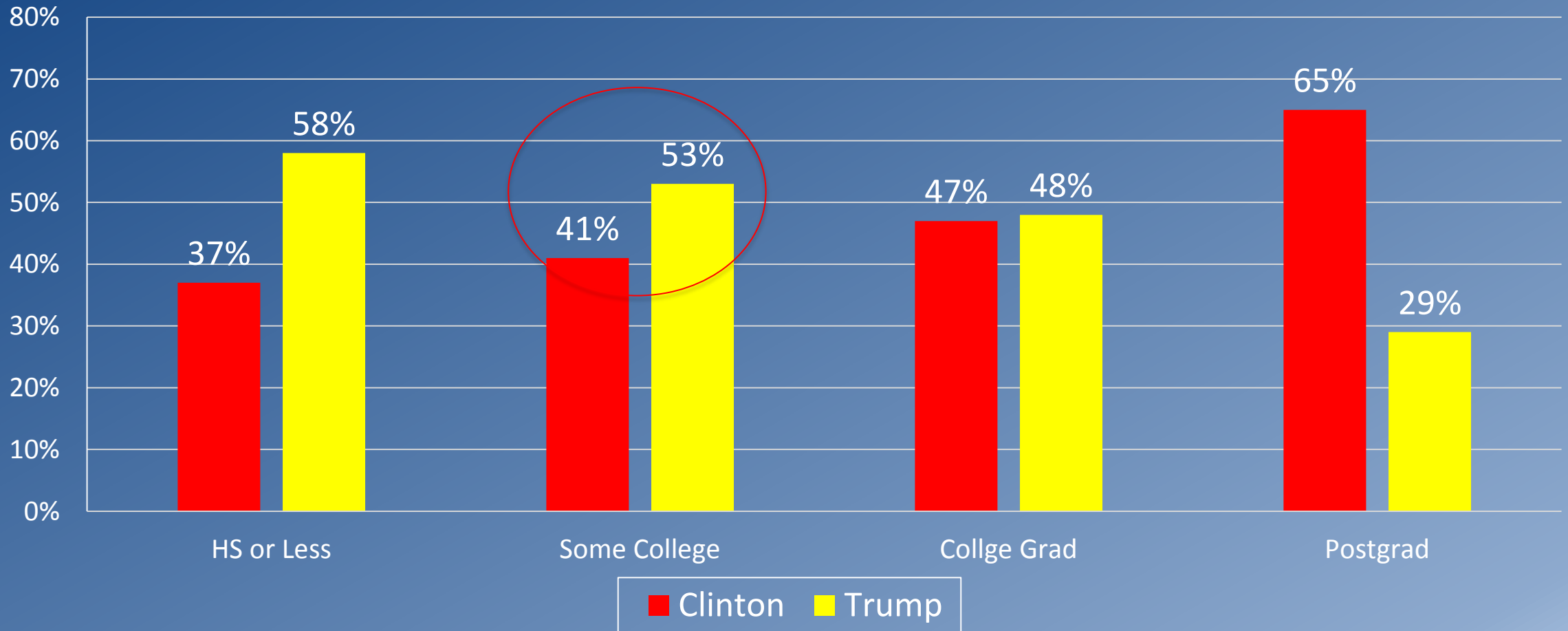
Comparison of Final UNH Poll and Exit Poll

Only demographic difference was education

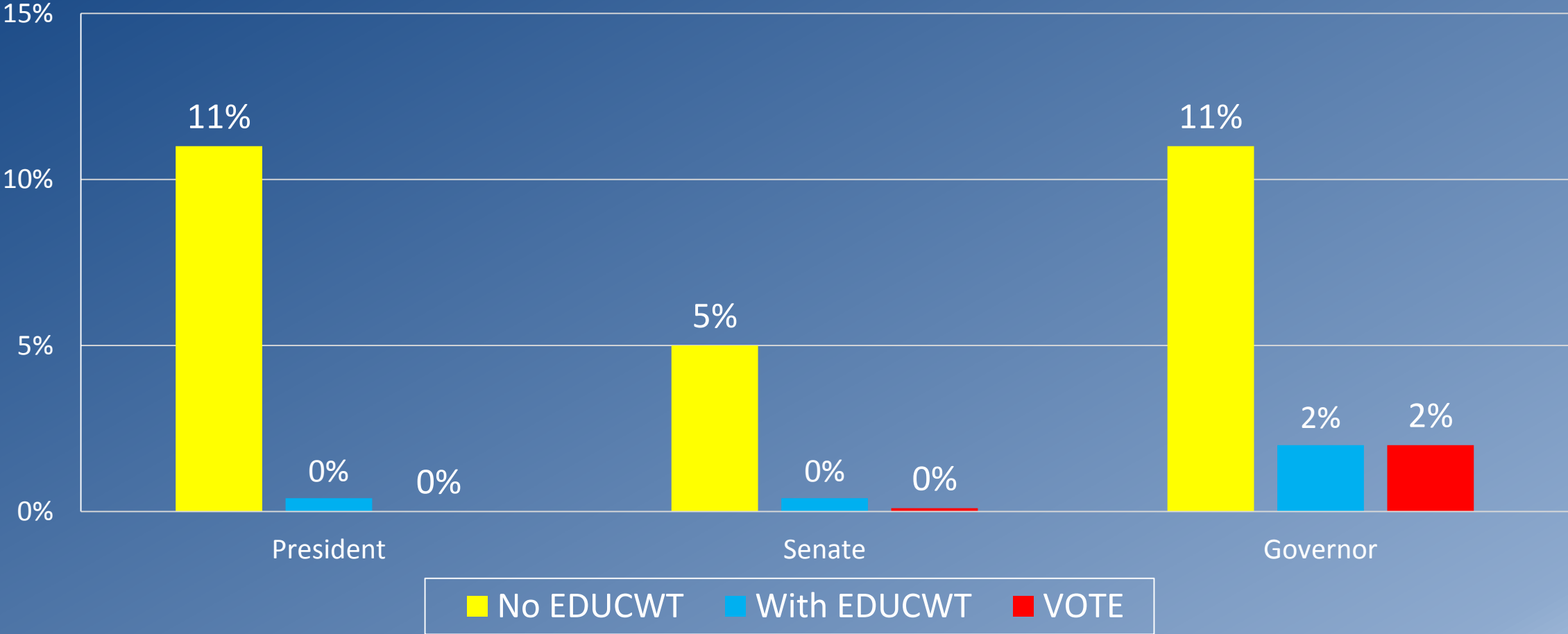


NH Exit Poll

Pres Vote by Education



2016 NH Elections with EDUCWT



Questions?