



October 28, 2016

Media Contact: Prof. Spencer Kimball  
 Emerson College Polling Advisor  
 Spencer\_Kimball@emerson.edu  
 617-824-8737

**Emerson College Polls: Clinton Expands Her Lead in Michigan (to +7), and Pennsylvania (+5).  
 In New Hampshire, Trump Closes to Within 3 Points.  
 Ayotte Has a 6-point Edge in NH Senate Race. McGinty Up By 2 in PA.**

BOSTON, MA – Three new Emerson College polls—in New Hampshire, Michigan and Pennsylvania—show Hillary Clinton maintaining her lead over Donald Trump in all three states since earlier Emerson polls. In Michigan, where she led Trump by 5 points in late August, she is now ahead by 7 points (50% to 43%). In Pennsylvania, Clinton is winning 48% to 43%, picking up 3 points in the last 10 days while Trump gained 2. In New Hampshire, however, the race is narrowing. In a poll published October 19, Clinton led by 8 points (44% to 36%) but now has just a 3-point margin, 46% to 43%.

In all three states, a sizable share of Gary Johnson and Jill Stein supporters have shifted their allegiance to one of the major-party candidates, and the percentage of voters who remain undecided has shrunk to just 2 or 3 points in each state.

**Presidential Ballot Test**

	<i>Oct. 28</i>	<i>Oct. 19</i>
<b>New Hampshire</b>	Clinton 46% Trump 43% Johnson 6% Stein 2% Unsure 3%	Clinton 44% Trump 36% Johnson 10% Stein 6% Unsure 5%
	<i>Oct. 28</i>	<i>Aug. 28</i>
<b>Michigan</b>	Clinton 50% Trump 43% Johnson 3% Stein 3% Unsure 2%	Clinton 45% Trump 40% Johnson 7% Stein 3% Unsure 7%
	<i>Oct. 28</i>	<i>Oct. 18</i>
<b>Pennsylvania</b>	Clinton 48% Trump 43% Johnson 6% Stein – Unsure 3%	Clinton 45% Trump 41% Johnson 4% Stein 4% Unsure 6%

In two hotly contested Senate races, New Hampshire’s GOP incumbent Kelly Ayotte has put some daylight between herself and Governor Maggie Hassan and now has a 6-point advantage, 50% to 44%. The two were tied at 45% in the prior poll. Much of Ayotte’s gain comes from voters who previously said they planned to vote for someone else, most likely Libertarian Brian Chabot, who is also on the ballot.

In Pennsylvania’s seesaw contest, Democratic challenger Katie McGinty has carved out a slender 2-point lead over GOP incumbent Pat Toomey after being down 46% to 43% in mid-October. Since then, McGinty’s favorability has increased while Toomey’s has declined. Previously only 29% of voters had a favorable view of her, compared to 49% with an unfavorable opinion, a net of -20. In the new poll, her numbers are 40% favorable, 49% unfavorable for net -9. In the same period, Toomey went from a neutral opinion (42%/42%) to a 14-point deficit (38%/52%).

**Senate Races**

	<i>Oct. 28</i>	<i>Oct. 19</i>
<b>New Hampshire</b>	Ayotte 50% Hassan 44% Someone else 6%	Ayotte 45% Hassan 45% Someone else 10%
	<i>Oct. 28</i>	<i>Oct. 18</i>
<b>Pennsylvania</b>	Toomey 43% McGinty 45% Someone else 7% Undecided 5%	Toomey 46% McGinty 43% Someone else 5% Undecided 7%

In the presidential race, younger voters and Bernie Sanders primary voters are moving to the Clinton camp. In Pennsylvania, 66% of Sanders supporters now plan to vote for Clinton, compared to 50% of those polled earlier. New Hampshire voters in the 18-34 age bracket now prefer her 57% to 33% over Trump, compared to the 33% to 23% margin she held earlier. Trump continues to show strength in the 35-54 age group, leading Clinton by 11 points in Pennsylvania, 14 in Michigan and 13 in New Hampshire.

There is evidence of ticket splitting. In the Granite State, 18% of those who support Clinton plan to vote for Ayotte, a Republican. Conversely 12% of Trump supporters intend to vote for Hassan, a Democrat. In Pennsylvania, 7% of Trump supporters say they plan to vote for Katie McGinty while 10% of Clinton voters are with Pat Toomey.

**CALLER ID**

The Emerson College New Hampshire poll was conducted October 23-25, under the Supervision of Professor Spencer Kimball. The sample consisted of likely general election voters, n=600, with a margin of error (MOE) of +/- 3.9 percentage points. Data was weighted by 2012 election results, age, gender, district and party affiliation. The Michigan and Pennsylvania polls were conducted October 25-26. The Michigan sample consisted of likely general election voters, n=500, with an MOE of +/- 4.3 percentage points and was weighted by 2012 election results, age, gender, race and region. The Pennsylvania sample consisted of likely general election voters, n=550, with an MOE of +/- 4.1 percentage points and was weighted by 2012 election results, age, gender, race and party affiliation. It is important to remember that subsets based on gender, age and party breakdowns carry with them higher margins of

error, as the sample size is reduced. Data was collected using an Interactive Voice Response (IVR) system of landlines only. The full methodology and results can be found at [www.theecps.com](http://www.theecps.com).

## New Hampshire Frequency Table

### Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Voted	68	11.3	11.3	11.3
	Voting Early	38	6.3	6.3	17.6
	Election Day	494	82.4	82.4	100.0
	Total	600	100.0	100.0	

### Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	180	30.0	30.0	30.0
	Republican	162	27.0	27.0	57.0
	Independent	258	43.0	43.0	100.0
	Total	600	100.0	100.0	

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	288	48.0	48.0	48.0
	female	312	52.0	52.0	100.0
	Total	600	100.0	100.0	

**2012 Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	312	52.0	52.0	52.0
	Mitt Romney	276	46.0	46.0	98.0
	Someone else	12	2.0	2.0	100.0
	Total	600	100.0	100.0	

**2016 primary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sanders	160	26.6	26.6	26.6
	Clinton	147	24.5	24.5	51.1
	Cruz	33	5.4	5.4	56.5
	Trump	141	23.5	23.5	80.0
	Kasich	51	8.5	8.5	88.5
	Rubio	27	4.5	4.5	93.1
	Other	40	6.7	6.7	99.7
	No vote	2	.3	.3	100.0
	Total	600	100.0	100.0	

**Clinton Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	228	38.0	38.0	38.0
	unfavorable	361	60.2	60.2	98.2
	undecided	10	1.6	1.6	99.8
	never heard of	1	.2	.2	100.0
	Total	600	100.0	100.0	

**Trump Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	233	38.8	38.8	38.8
	unfavorable	349	58.1	58.1	96.9
	undecided	17	2.9	2.9	99.8
	never heard of	1	.2	.2	100.0
	Total	600	100.0	100.0	

**Ayotte Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	292	48.6	48.6	48.6
	unfavorable	280	46.7	46.7	95.3
	undecided	25	4.1	4.1	99.4
	never heard of	3	.6	.6	100.0
	Total	600	100.0	100.0	

**Hassan Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	274	45.6	45.6	45.6
	unfavorable	286	47.7	47.7	93.2
	undecided	35	5.9	5.9	99.1
	never heard of	5	.9	.9	100.0
	Total	600	100.0	100.0	

**Presidential Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	278	46.3	46.3	46.3
	Donald Trump	259	43.1	43.1	89.4
	Gary Johnson	35	5.9	5.9	95.2
	Jill Stein	11	1.9	1.9	97.1
	Unsure	17	2.9	2.9	100.0
	Total	600	100.0	100.0	

**Intensity of vote**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Won't Change	513	85.5	88.0	88.0
	Will Listen	70	11.7	12.0	100.0
	Total	583	97.1	100.0	
Missing	System	17	2.9		
Total		600	100.0		

**Presidential Expectation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trump	245	40.8	40.8	40.8
	Clinton	290	48.3	48.3	89.0
	Johnson	15	2.5	2.5	91.5
	Stein	8	1.3	1.3	92.8
	Unsure	43	7.2	7.2	100.0
	Total	600	100.0	100.0	

**Senate Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Ayotte	297	49.5	49.5	49.5
	Hassan	264	44.0	44.0	93.5
	Someone Else	36	6.0	6.0	99.5
	Undecided	3	.5	.5	100.0
	Total	600	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	162	27.0	27.0	27.0
	35-54	228	38.0	38.0	65.0
	55-74	168	28.0	28.0	93.0
	75+	42	7.0	7.0	100.0
	Total	600	100.0	100.0	

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	38	6.3	6.3	6.3
	HS	61	10.1	10.2	16.5
	Some College	105	17.5	17.6	34.1
	Associate	47	7.8	7.9	42.0
	Bachelor	160	26.6	26.8	68.8
	Post Grad	186	31.0	31.2	100.0
	Total	596	99.4	100.0	
Missing	System	4	.6		
Total		600	100.0		

### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	484	80.6	81.2	81.2
	black	60	9.9	10.0	91.2
	American Indian	6	1.0	1.0	92.2
	Asian	2	.4	.4	92.6
	Hawaiian	8	1.4	1.4	94.0
	Hispanic	14	2.3	2.3	96.3
	2+/Other	12	2.0	2.0	98.3
	refused	10	1.7	1.7	100.0
	Total	596	99.3	100.0	
Missing	System	4	.7		
Total		600	100.0		

### USC District

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1.00	300	50.0	50.0	50.0
	2.00	300	50.0	50.0	100.0
	Total	600	100.0	100.0	

# Michigan Frequency Table

## Voting Intention

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Voted	79	15.8	15.8	15.8
	Voting Early	68	13.6	13.6	29.4
	Election Day	353	70.6	70.6	100.0
	Total	500	100.0	100.0	

## Party

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	204	40.7	40.7	40.7
	Republican	163	32.6	32.6	73.3
	Independent	133	26.7	26.7	100.0
	Total	500	100.0	100.0	

## Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	240	48.0	48.0	48.0
	female	260	52.0	52.0	100.0
	Total	500	100.0	100.0	

## 2012 Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	270	54.0	54.0	54.0
	Mitt Romney	225	45.0	45.0	99.0
	Someone else	5	1.0	1.0	100.0
	Total	500	100.0	100.0	



**2016 primary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sanders	119	23.8	23.8	23.8
	Clinton	149	29.8	29.8	53.6
	Cruz	42	8.5	8.5	62.1
	Trump	119	23.8	23.8	85.9
	Kasich	41	8.2	8.2	94.1
	Rubio	12	2.4	2.4	96.6
	Other	17	3.4	3.4	100.0
	Total	500	100.0	100.0	

**Clinton Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	221	44.1	44.1	44.1
	unfavorable	267	53.3	53.3	97.5
	undecided	9	1.9	1.9	99.3
	never heard of	3	.7	.7	100.0
	Total	500	100.0	100.0	

**Trump Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	188	37.5	37.5	37.5
	unfavorable	296	59.2	59.2	96.7
	undecided	14	2.7	2.7	99.4
	never heard of	3	.6	.6	100.0
	Total	500	100.0	100.0	

**Presidential Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	249	49.7	49.7	49.7
	Donald Trump	213	42.6	42.6	92.3
	Gary Johnson	15	3.0	3.0	95.2
	Jill Stein	12	2.5	2.5	97.7
	Unsure	11	2.3	2.3	100.0
	Total	500	100.0	100.0	

**Intensity of vote**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Won't Change	436	87.1	89.1	89.1
	Will Listen	53	10.6	10.9	100.0
	Total	489	97.7	100.0	
Missing	System	11	2.3		
Total		500	100.0		

**Presidential Expectation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trump	192	38.4	38.4	38.4
	Clinton	259	51.7	51.7	90.1
	Johnson	3	.6	.6	90.7
	Stein	8	1.6	1.6	92.4
	Unsure	38	7.6	7.6	100.0
	Total	500	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	120	24.0	24.0	24.0
	35-54	200	40.0	40.0	64.0
	55-74	150	30.0	30.0	94.0
	75+	30	6.0	6.0	100.0
	Total	500	100.0	100.0	

### Education

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	20	4.0	4.0	4.0
	HS	64	12.9	12.9	16.9
	Some College	111	22.2	22.2	39.1
	Associate	66	13.3	13.3	52.4
	Bachelor	120	24.0	24.0	76.3
	Post Grad	118	23.7	23.7	100.0
	Total	500	100.0	100.0	

### Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	357	71.4	71.4	71.4
	black	77	15.3	15.3	86.7
	American Indian	5	1.0	1.0	87.7
	Asian	12	2.3	2.3	90.1
	Hispanic	29	5.9	5.9	95.9
	2+/Other	16	3.3	3.3	99.2
	refused	4	.8	.8	100.0
	Total	500	100.0	100.0	

### Phone Status

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cell Phone Only	50	10.0	10.1	10.1
	Land Line only	70	14.1	14.2	24.3
	both	374	74.9	75.7	100.0
	Total	495	99.0	100.0	
Missing	System	5	1.0		
Total		500	100.0		

**Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	North	71	14.3	14.3	14.3
	West	71	14.3	14.3	28.6
	Bay City	36	7.1	7.1	35.7
	South Border	71	14.3	14.3	50.0
	North City	71	14.3	14.3	64.3
	Eastern Coast	36	7.1	7.1	71.4
	West of City	71	14.3	14.3	85.7
	Detriot	71	14.3	14.3	100.0
	Total	500	100.0	100.0	

**Penn.  
Frequency  
Table**

**Voting Intention**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Already Voted	68	12.3	12.3	12.3
	Voting Early	131	23.8	23.8	36.1
	Election Day	351	63.9	63.9	100.0
	Total	550	100.0	100.0	

**Party**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	247	45.0	45.0	45.0
	Republican	192	35.0	35.0	80.0
	Independent	110	20.0	20.0	100.0
	Total	550	100.0	100.0	

**Gender**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	258	47.0	47.0	47.0
	female	291	53.0	53.0	100.0
	Total	550	100.0	100.0	

**2012 Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Barack Obama	286	52.0	52.0	52.0
	Mitt Romney	256	46.6	46.6	98.6
	Someone else	8	1.4	1.4	100.0
	Total	550	100.0	100.0	

**2016 primary**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Sanders	110	20.1	20.1	20.1
	Clinton	145	26.3	26.3	46.4
	Cruz	44	8.0	8.0	54.4
	Trump	144	26.2	26.2	80.6
	Kasich	36	6.6	6.6	87.1
	Rubio	19	3.4	3.4	90.5
	Other	47	8.6	8.6	99.2
	No vote	5	.8	.8	100.0
	Total	550	100.0	100.0	

**Clinton Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	223	40.6	40.6	40.6
	unfavorable	304	55.2	55.2	95.8
	undecided	17	3.0	3.0	98.9
	never heard of	6	1.1	1.1	100.0
	Total	550	100.0	100.0	

**Trump Name Rec**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	212	38.6	38.6	38.6
	unfavorable	326	59.2	59.2	97.9
	undecided	7	1.3	1.3	99.2
	never heard of	5	.8	.8	100.0
	Total	550	100.0	100.0	

**McGinty**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	219	39.8	39.8	39.8
	unfavorable	269	48.8	48.8	88.7
	undecided	46	8.4	8.4	97.1
	never heard of	16	2.9	2.9	100.0
	Total	550	100.0	100.0	

**Toomey**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	favorable	211	38.4	38.4	38.4
	unfavorable	285	51.8	51.8	90.2
	undecided	52	9.5	9.5	99.7
	never heard of	2	.3	.3	100.0
	Total	550	100.0	100.0	

**Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hillary Clinton	262	47.6	47.6	47.6
	Donald Trump	237	43.1	43.1	90.7
	Gary Johnson	33	6.1	6.1	96.8
	Jill Stein	2	.3	.3	97.1
	Unsure	16	2.9	2.9	100.0
	Total	550	100.0	100.0	

**Presidential Expectation**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Trump	235	42.8	42.8	42.8
	Clinton	275	50.1	50.1	92.9
	Johnson	11	2.0	2.0	94.9
	Unsure	28	5.1	5.1	100.0
	Total	550	100.0	100.0	

**Senate Ballot**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Toomey	235	42.7	42.7	42.7
	McGinty	248	45.0	45.0	87.7
	Someone Else	39	7.0	7.0	94.7
	Undecided	29	5.3	5.3	100.0
	Total	550	100.0	100.0	

**Age**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34	154	28.0	28.0	28.0
	35-54	187	34.0	34.0	62.0
	55-74	154	28.0	28.0	90.0
	75+	55	10.0	10.0	100.0
	Total	550	100.0	100.0	

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	>HS	38	6.9	6.9	6.9
	HS	71	12.9	12.9	19.8
	Some College	78	14.2	14.2	34.0
	Associate	63	11.5	11.5	45.5
	Bachelor	159	28.9	28.9	74.5
	Graduate	141	25.5	25.5	100.0
	Total	550	100.0	100.0	

**Race**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	white	440	80.0	80.0	80.0
	black	71	13.0	13.0	93.0
	Hispanic	38	7.0	7.0	100.0
	Total	550	100.0	100.0	

**Phone Status**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Cell Phone Only	48	8.7	8.7	8.7
	Land Line only	61	11.1	11.1	19.8
	both	440	79.9	80.2	100.0
	Total	548	99.7	100.0	
Missing	System	2	.3		
Total		550	100.0		

**region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Philly	25	4.6	4.6	4.6
	Pittsburg	26	4.8	4.8	9.4
	Suburbs	192	35.0	35.0	44.3
	Southern	140	25.5	25.5	69.8
	Northwestern	56	10.2	10.2	80.0
	Northeastern	110	20.0	20.0	100.0
	Total	550	100.0	100.0	