

Battleground state: Trump and Clinton play tug of war for the white working class vote in New Hampshire

Presidential candidate strategy in New Hampshire



New Hampshire from Clinton's perspective

- Clinton has held a strong lead in New Hampshire since the race began and according to the most recent *RealClearPolitics Average*, she is up five points in the state, though a recent NBC/WSJ/Marist poll shows a tighter race among likely NH voters
- Clinton runs a robust ground game in the state, evident in her 17 NH field offices, while Trump has only one field office in the state
- The NH electorate is about as white as Iowa's, but the social attitudes in the state lean more libertarian, which contributes to Clinton's stronger lead in NH than in Iowa
- Because Bernie Sanders is a favorite in NH (he won the NH primary in February), Clinton will likely campaign with him in the fall to unite the state's Democratic base
- Clinton has also planned to spend \$8.7 million on TV advertising in NH



New Hampshire from Trump's perspective

- Trump may be making a late comeback in NH, the state that gave him his first primary win in February
- Though he is down by five points according to the RCP average, his campaign gained momentum from an NBC/WSJ/Marist poll (released Sept. 11th) showing Trump behind Clinton by only one point in NH among likely voters and tied among registered voters
- Trump, as recently as Sept. 3rd, began investing in data-driven ad buys on cable channels in the state
- In a move that raised some eyebrows in Connecticut, the Trump campaign emailed CT supporters to canvass in NH and shift some of their resources to NH in an effort to rally support and increase momentum across New England
- Trump may be able to appeal to the state's largely white electorate with his tough stance on immigration and "America first" policy on trade

Sources: Janet Hook, "Contest expands to new battlegrounds," *Wall Street Journal*, September 11, 2016; Darren Samuelsohn, Katie Glueck, Kyle Cheney, Daniel Strauss, "25 battleground counties to watch," *POLITICO*, August 8, 2016; *RealClearPolitics Poll Average*, September 13, 2016; Kate Kaye, "Trump's TV turning point: data-driven ad buys are happening," *AdAge*, September 8, 2016; Niel Vigdor, "Trump campaign steers Conn. voters to NH," *CT Post*, September 12, 2016.

Battleground state: Trump won New Hampshire’s most competitive counties in the primary, but Clinton did not

Key battleground counties in New Hampshire

County	Past elections	Population	Registered voters	Analysis
Hillsborough County	<p>2016 primary: Sanders, Trump</p> <p>2012: Obama 50, Romney 49</p>	406,678	<p>Undeclared: 105,097</p> <p>Republican: 87,763</p> <p>Democrat: 77,383</p>	<ul style="list-style-type: none"> Hillsborough has the largest population in the state and contains Manchester and Nashua Despite the Republican voter registration advantage, the county has had tight presidential margins over the past several cycles The county voted twice for Obama and twice for Bush In 2012 Obama won by less than 4,000 and in 2004 Bush won by about 5,000 votes
Rockingham County	<p>2016 primary: Sanders, Trump</p> <p>2012: Romney 52, Obama 47</p>	301,777	<p>Undeclared: 82,008</p> <p>Republican: 80,068</p> <p>Democrat: 63,257</p>	<ul style="list-style-type: none"> A Democrat has only won this county three times since 1960, though the margins have grown more narrow in the past four presidential elections Rockingham was one of few counties in 2012 that flipped party support when Romney beat Obama in the county after Obama won it in 2008

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