



University of  
New Hampshire

# THE WMUR GRANITE STATE POLL



October 20, 2016

## HASSAN LEADS AYOTTE IN NH SENATE RACE

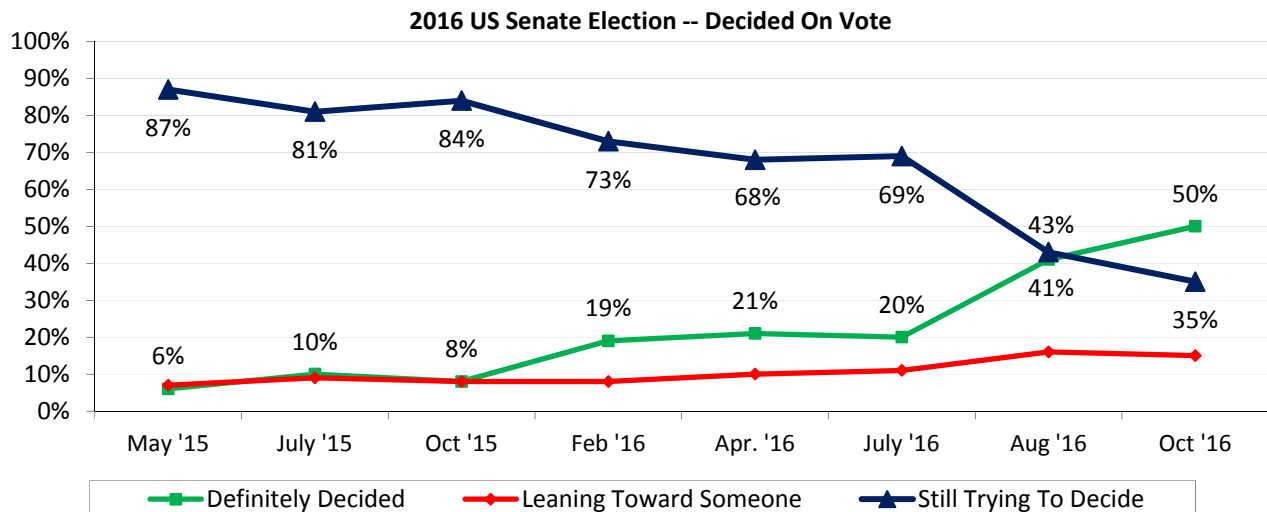
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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH – Governor Maggie Hassan has opened a slim lead over Incumbent Senator Kelly Ayotte. Ayotte’s favorability ratings have declined in recent months while Hassan’s have remained stable. However, with less than three weeks before Election Day, only half of New Hampshire likely voters have definitely decided whom they will vote for.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Nine hundred and seven (907) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 11 and October 17, 2016. The margin of sampling error for the survey is +/- 3.3 percent. Included were seven hundred and seventy (770) likely 2016 general election voters (MSE = +/- 3.5%).

### 2016 US Senate Election

This year’s Senate race between incumbent Senator Kelly Ayotte and Governor Maggie Hassan could determine control of the U.S. Senate and will likely be the most expensive election in New Hampshire history. However, half of likely voters have not definitely decided whom they will vote for – currently 50% of likely voters say they have definitely decided, 15% are leaning toward a candidate, and 35% are still trying to decide.



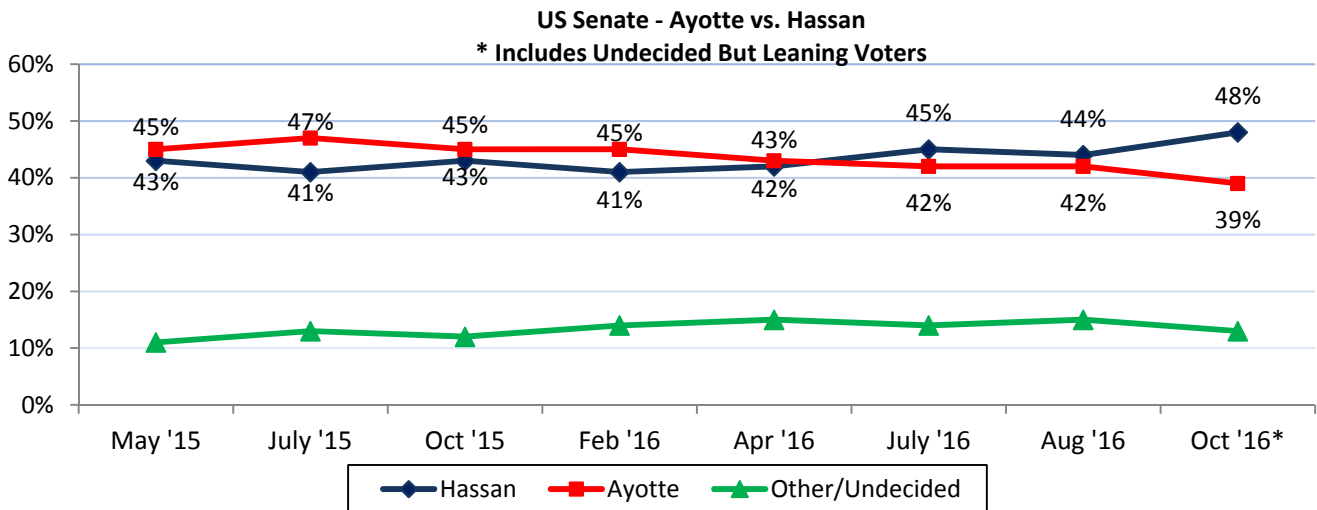
\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

### 2016 US Senate Election – Ayotte vs. Hassan

If the 2016 Senate election was held today, 46% of likely general election voters say they would vote for Hassan, 38% would vote for Ayotte, 3% would vote for someone else, and 13% are undecided.

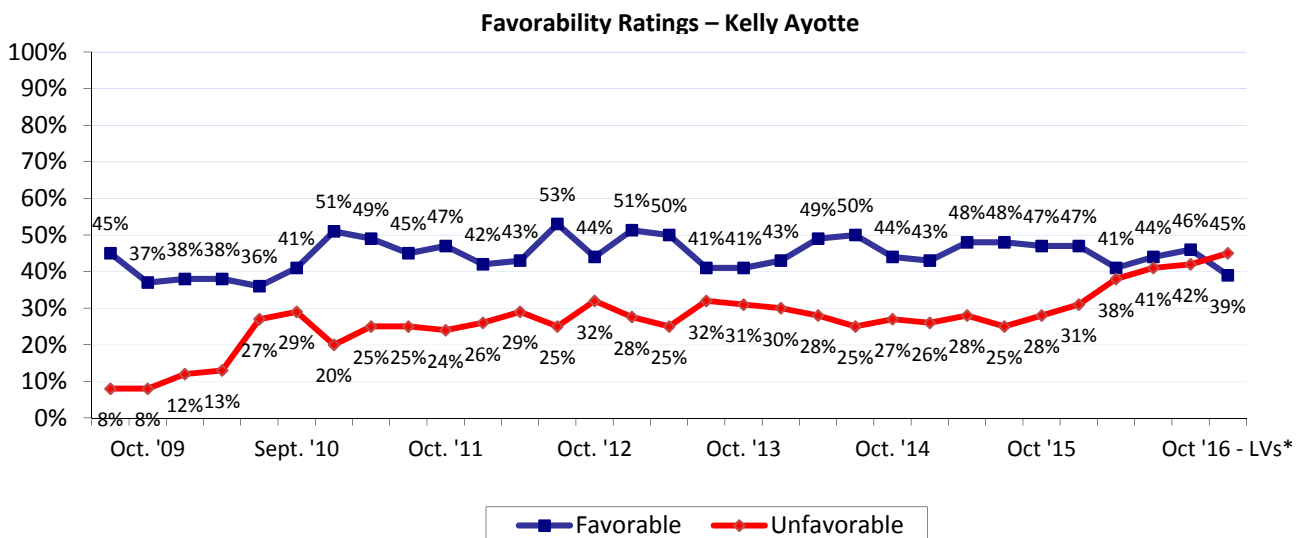
After including undecided voters who have indicated the candidate to whom they are leaning toward, the percentages become 48% for Hassan, 39% for Ayotte, 4% for someone else, and 9% remain undecided.

This marks the first time a candidate has held a statistically significant lead since the UNH Survey Center began polling on this contest in May, 2015. Ayotte and Hassan hold wide leads among members of their parties; Ayotte leads among Republicans 81%-5% and Hassan leads among Democrats 84%-8%, while Independents are divided (36%-34% Hassan). Ayotte recently said she would not vote for Donald Trump but this has not hurt her support among Trump voters. Trump voters currently favor Ayotte 82%-5% while Clinton voters favor Hassan 84%-10%.



### Favorability Ratings – Senator Kelly Ayotte

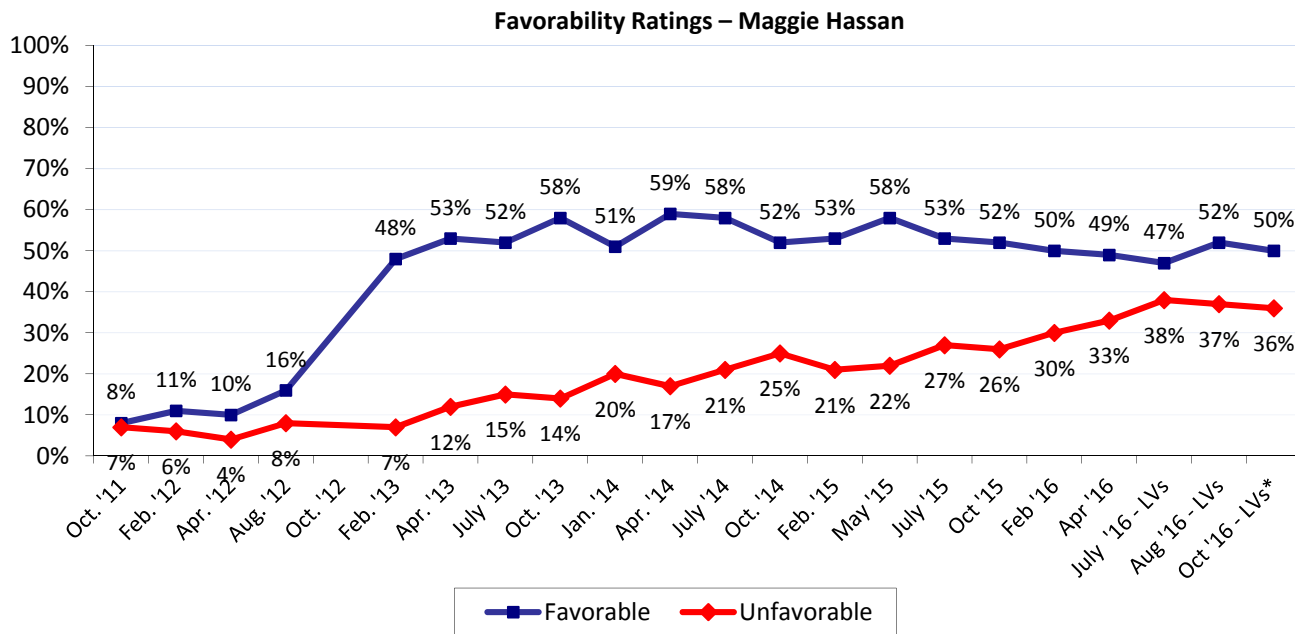
Senator Ayotte has become increasingly unpopular in recent months -- currently, only 39% of likely voters have a favorable opinion of Ayotte, 45% have an unfavorable opinion of her, 7% are neutral, and 9% don't know enough about her to say. Ayotte's net favorability rating is -6%, down from +4% in August, and marks the first time her favorability ratings have been underwater. She is still very popular among Republicans (net favorability rating of +52%), and very unpopular among Democrats (-53%) while Independents (-4%) are divided.



\*All favorability ratings shown since July 2016 are among likely voters

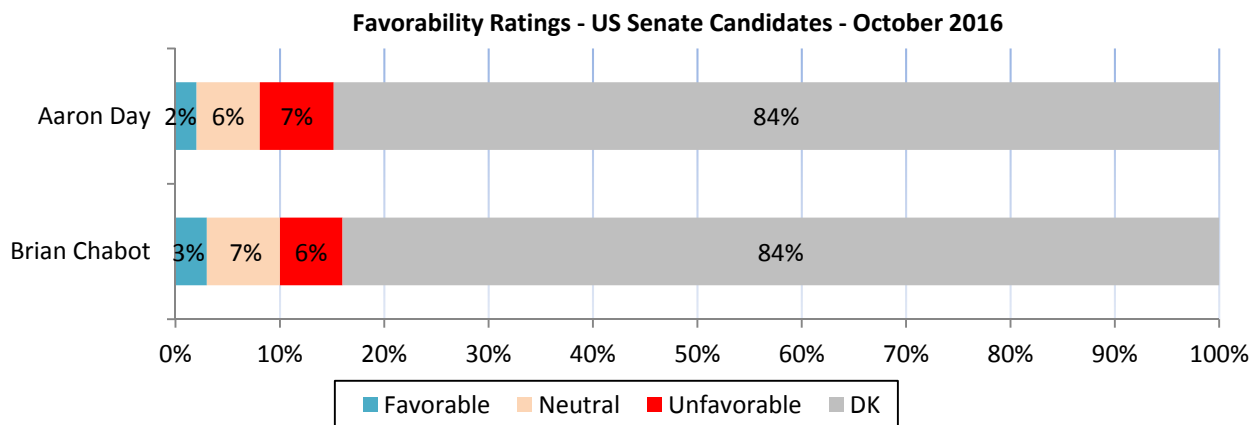
### Favorability Ratings – Governor Maggie Hassan

Governor Hassan has remained somewhat more popular than Ayotte during the election cycle -- 50% of New Hampshire likely voters say they have a favorable opinion of Hassan, 36% have an unfavorable opinion, 5% are neutral, and 10% say they don't know enough about her to say. Hassan's net favorability rating is +14%, down slightly from +15% in August. Hassan is very popular among Democrats (+67% net favorable), and very unpopular among Republicans (-48%) while Independents are divided (+3%).



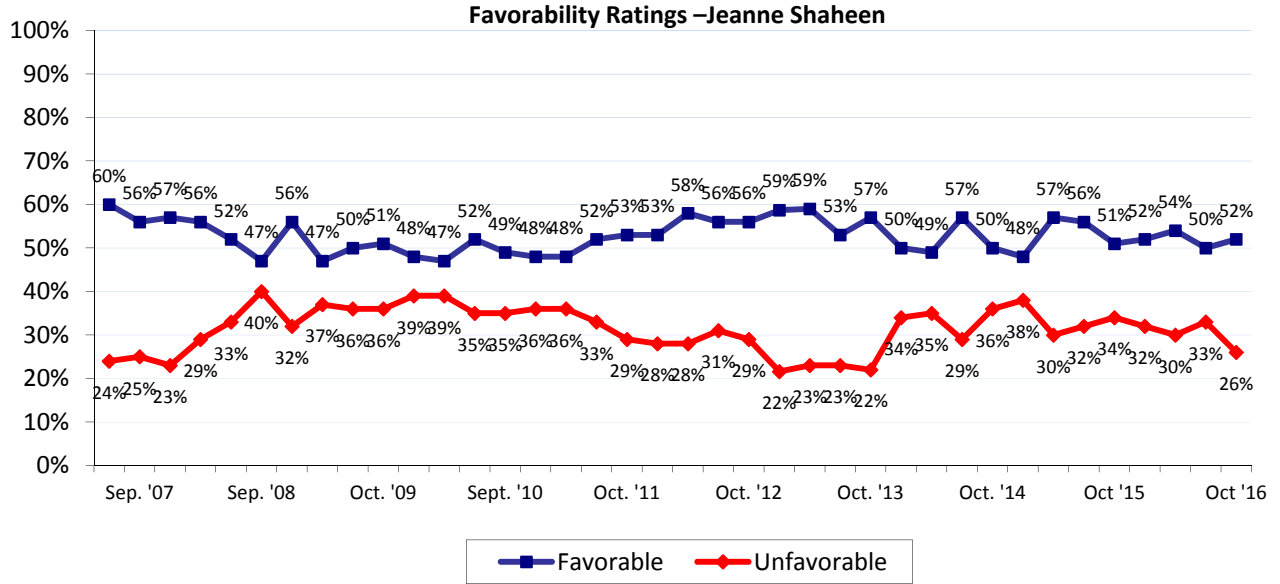
The two other candidates on the ballot for US Senate are largely unknown to New Hampshire voters. Currently 2% have a favorable opinion of Independent candidate Aaron Day, 7% have an unfavorable opinion, 6% are neutral, and 84% don't know enough about him to say. Day's net favorability is -5%.

Only 3% have a favorable opinion of Libertarian candidate Brian Chabot, 6% have an unfavorable opinion, 7% are neutral, and 84% don't know enough about him to say. Chabot's net favorability rating is -3%.



### Favorability Ratings – Senator Jeanne Shaheen

Senior Senator Jeanne Shaheen remains popular in the Granite State. Currently, 52% of New Hampshire adults say they have a favorable opinion of Shaheen, 26% have an unfavorable opinion of her, 8% are neutral, and 14% don't know enough about her to say. Shaheen's net favorability rating is +26%, up from +17% in April. Shaheen is very popular among Democrats (net +70%), somewhat popular among Independents (+14%) and unpopular among Republicans (-25%).



## Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center and funded by WMUR-TV, Manchester, NH. Nine hundred and seven (907) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between October 11 and October 17, 2016. If a household included more than one adult, the adult who had the most recent birthday was selected to be interviewed.

The margin of sampling error is +/- 3.3 percent for the entire sample. Included were seven hundred seventy (770) likely 2016 general election voters (MSE +/- 3.5%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1%.

The random sample used in the WMUR Granite State Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the WMUR Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### Granite State Poll, October 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>444</b>	<b>49%</b>	North Country	<b>79</b>	<b>9%</b>
Female	<b>463</b>	<b>51%</b>	Central/Lakes	<b>142</b>	<b>16%</b>
			Connecticut Valley	<b>128</b>	<b>14%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	<b>247</b>	<b>27%</b>
18 to 34	<b>226</b>	<b>27%</b>	Seacoast	<b>166</b>	<b>18%</b>
35 to 49	<b>228</b>	<b>27%</b>	Manchester Area	<b>145</b>	<b>16%</b>
50 to 64	<b>242</b>	<b>29%</b>			
65 and Over	<b>151</b>	<b>18%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	<b>226</b>	<b>25%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared/Not Reg.	<b>470</b>	<b>52%</b>
High School or Less	<b>137</b>	<b>16%</b>	Republican	<b>202</b>	<b>23%</b>
Some College	<b>212</b>	<b>24%</b>			
College Graduate	<b>347</b>	<b>40%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	<b>183</b>	<b>21%</b>	Democrat	<b>395</b>	<b>45%</b>
			Independent	<b>165</b>	<b>19%</b>
			Republican	<b>310</b>	<b>36%</b>

**Granite State Poll, October 2016 - Likely Voter Demographics**

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>379</b>	<b>49%</b>	North Country	<b>73</b>	<b>9%</b>
Female	<b>391</b>	<b>51%</b>	Central/Lakes	<b>122</b>	<b>16%</b>
			Connecticut Valley	<b>113</b>	<b>15%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	<b>204</b>	<b>27%</b>
18 to 34	<b>161</b>	<b>23%</b>	Seacoast	<b>137</b>	<b>18%</b>
35 to 49	<b>195</b>	<b>27%</b>	Manchester Area	<b>122</b>	<b>16%</b>
50 to 64	<b>218</b>	<b>30%</b>			
65 and Over	<b>143</b>	<b>20%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	<b>209</b>	<b>27%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared/Not Reg.	<b>365</b>	<b>48%</b>
High School or Less	<b>117</b>	<b>16%</b>	Republican	<b>190</b>	<b>25%</b>
Some College	<b>169</b>	<b>23%</b>			
College Graduate	<b>294</b>	<b>39%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	<b>166</b>	<b>22%</b>	Democrat	<b>354</b>	<b>48%</b>
			Independent	<b>108</b>	<b>15%</b>
			Republican	<b>282</b>	<b>38%</b>

### Favorability Rating – Senator Jeanne Shaheen

"Next I'd like to get your overall opinion of some people who are elected officials. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about them to say. Senator (Former Governor) Jeanne Shaheen?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Oct '16</b>	<b>52%</b>	<b>8%</b>	<b>26%</b>	<b>14%</b>	<b>+26%</b>	<b>(904)</b>
<b>July '16</b>	50%	6%	33%	11%	+17%	(532)
<b>Apr '16</b>	54%	7%	30%	9%	+24%	(619)
<b>Feb '16</b>	52%	8%	32%	7%	+20%	(686)
<b>Oct '15</b>	51%	5%	34%	10%	+17%	(583)
<b>July '15</b>	56%	5%	32%	6%	+24%	(530)
<b>May '15</b>	57%	5%	30%	8%	+27%	(567)
<b>Feb. '15</b>	48%	8%	38%	6%	+10%	(509)
<b>Oct. '14</b>	50%	6%	36%	9%	+14%	(680)
<b>July '14</b>	57%	5%	29%	9%	+28%	(668)
<b>Apr. '14</b>	49%	7%	35%	9%	+14%	(505)
<b>Jan. '14</b>	50%	7%	34%	9%	+16%	(581)
<b>Oct. '13</b>	57%	6%	22%	15%	+35%	(662)
<b>July '13</b>	53%	8%	23%	16%	+30%	(512)
<b>Apr. '13</b>	59%	6%	23%	12%	+36%	(504)
<b>Feb. '13</b>	59%	9%	22%	11%	+37%	(580)
<b>Oct. '12</b>	56%	4%	29%	11%	+27%	(588)
<b>Aug. '12</b>	56%	4%	31%	9%	+25%	(580)
<b>Apr. '12</b>	58%	6%	28%	8%	+30%	(533)
<b>Feb. '12</b>	53%	7%	28%	12%	+25%	(527)
<b>Oct. '11</b>	53%	9%	29%	9%	+24%	(554)
<b>July '11</b>	52%	7%	33%	8%	+19%	(511)
<b>Apr. '11</b>	48%	7%	36%	9%	+12%	(503)
<b>Feb. '11</b>	48%	9%	36%	7%	+12%	(519)
<b>Sept. '10</b>	49%	5%	35%	11%	+14%	(515)
<b>July '10</b>	52%	6%	35%	8%	+17%	(503)
<b>Apr. '10</b>	47%	6%	39%	8%	+8%	(511)
<b>Feb. '10</b>	48%	5%	39%	8%	+9%	(496)
<b>Oct. '09</b>	51%	5%	36%	7%	+15%	(502)
<b>Jun. '09</b>	50%	6%	36%	8%	+14%	(557)
<b>Apr. '09</b>	47%	7%	37%	9%	+10%	(503)
<b>Feb. '09</b>	56%	7%	32%	5%	+24%	(617)
<b>Sep. '08</b>	47%	5%	40%	8%	+7%	(522)
<b>July '08</b>	53%	9%	31%	6%	+22%	(472)
<b>Apr. '08</b>	56%	10%	29%	5%	+27%	(500)
<b>Feb. '08</b>	57%	13%	23%	7%	+34%	(555)
<b>Sept. '07</b>	56%	11%	25%	8%	+31%	(506)
<b>July '07</b>	60%	9%	24%	8%	+36%	(520)

### Favorability Rating – US Senate Candidates

“I'd like to get your overall opinion of some candidates for US senate. Just like before, as I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about them to say.”

“Senator (Former New Hampshire Attorney General) Kelly Ayotte?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
<b>Oct '16 - LVs</b>	<b>39%</b>	<b>7%</b>	<b>45%</b>	<b>9%</b>	<b>-6%</b>	<b>(767)</b>
<b>Aug '16 - LVs</b>	46%	5%	42%	7%	+4%	(432)
<b>July '16 - LVs</b>	44%	6%	41%	8%	+3%	(467)
<b>Apr '16</b>	41%	8%	38%	12%	+3%	(619)
<b>Feb '16</b>	47%	9%	31%	13%	+16%	(683)
<b>Oct '15</b>	47%	11%	28%	15%	+21%	(583)
<b>July '15</b>	48%	8%	25%	19%	+23%	(530)
<b>May '15</b>	48%	5%	28%	19%	+20%	(567)
<b>Feb. '15</b>	43%	13%	26%	19%	+17%	(509)
<b>Oct. '14</b>	44%	7%	27%	22%	+17%	(679)
<b>July '14</b>	50%	8%	25%	17%	+25%	(668)
<b>Apr. '14</b>	49%	9%	28%	15%	+21%	(505)
<b>Jan. '14</b>	43%	10%	30%	18%	+13%	(582)
<b>Oct. '13</b>	41%	8%	31%	21%	+10%	(662)
<b>July '13</b>	41%	8%	32%	19%	+9%	(512)
<b>Apr. '13</b>	50%	9%	25%	16%	+25%	(505)
<b>Feb. '13</b>	51%	7%	28%	14%	+23%	(579)
<b>Oct. '12</b>	44%	5%	32%	19%	+12%	(590)
<b>Aug. '12</b>	53%	5%	25%	18%	+28%	(577)
<b>Apr. '12</b>	43%	5%	29%	22%	+14%	(531)
<b>Feb. '12</b>	42%	9%	26%	23%	+16%	(527)
<b>Oct. '11</b>	47%	10%	24%	18%	+23%	(554)
<b>July '11</b>	45%	12%	25%	18%	+20%	(514)
<b>Apr. '11</b>	49%	8%	25%	19%	+24%	(501)
<b>Feb. '11</b>	51%	8%	20%	21%	+31%	(520)
<b>Sept. '10</b>	41%	11%	29%	19%	+12%	(515)
<b>July '10</b>	36%	7%	27%	30%	+9%	(504)
<b>Apr. '10</b>	38%	7%	13%	41%	+25%	(508)
<b>Feb. '10</b>	38%	6%	12%	44%	+26%	(497)
<b>Oct. '09</b>	37%	6%	8%	49%	+29%	(501)
<b>Jun. '09</b>	45%	7%	8%	40%	+37%	(556)



“(Former State Senator) Governor Maggie Hassan.”

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>NET</u>	<u>(N=)</u>
Oct '16 - LVs	50%	5%	36%	10%	+14%	(767)
Aug '16 - LVs	52%	6%	37%	6%	+15%	(432)
July '16 - LVs	47%	5%	38%	9%	+9%	(466)
Apr '16	49%	10%	33%	8%	+16%	(620)
Feb '16	50%	10%	30%	10%	+20%	(684)
Oct '15	52%	8%	26%	14%	+26%	(582)
July '15	53%	10%	27%	11%	+26%	(530)
May '15	58%	10%	22%	10%	+36%	(567)
Feb. '15	53%	15%	21%	11%	+32%	(507)
Oct. '14	52%	9%	25%	14%	+27%	(681)
July '14	58%	9%	21%	12%	+37%	(664)
Apr. '14	59%	11%	17%	13%	+42%	(507)
Jan. '14	51%	15%	20%	14%	+31%	(581)
Oct. '13	58%	8%	14%	20%	+44%	(662)
July '13	52%	12%	15%	20%	+37%	(515)
Apr. '13	53%	16%	12%	19%	+41%	(505)
Feb. '13	48%	16%	7%	28%	+41%	(578)
Aug. '12	16%	4%	8%	72%	+8%	(580)
Apr. '12	10%	4%	4%	81%	+6%	(531)
Feb. '12	11%	6%	6%	77%	+5%	(524)
Oct. '11	8%	8%	7%	77%	+1%	(555)

“Political Activist Aaron Day?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Oct '16 - LVs	2%	6%	7%	84%	-5%	(767)

“Businessman Brian Chabot?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Oct '16 - LVs	3%	7%	6%	84%	-3%	(766)

#### Firmness of Choice For New Hampshire Senate – Likely Voters

“Have you definitely decided who you will vote for in the New Hampshire Senate election in 2016 ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Def. Decided</u>	<u>Leaning</u>	<u>Trying to Decide</u>	<u>(N=)</u>
Oct '16	50%	15%	35%	(748)
Aug '16	41%	16%	43%	(422)
July '16	20%	11%	69%	(460)
Apr '16	21%	10%	68%	(538)
Feb '16	19%	8%	73%	(588)
Oct '15	8%	8%	84%	(506)
July '15	10%	9%	81%	(464)
May '15	6%	7%	87%	(518)

### US Senate – Ayotte vs. Hassan – Likely Voters

“If the 2016 US Senate election was being held today, would you vote for Kelly Ayotte, the Republican ... Maggie Hassan, the Democrat ... some other candidate... or would you skip this election?” ROTATE CANDIDATES

	<u>May '15</u>	<u>July '15</u>	<u>Oct '15</u>	<u>Feb '16</u>	<u>Apr '16</u>	<u>July '16</u>	<u>Aug '16</u>	<u>Oct '16</u>
Ayotte	45%	47%	45%	45%	43%	42%	42%	<b>38%</b>
Hassan	43%	41%	43%	41%	42%	45%	44%	<b>46%</b>
Other	2%	1%	1%	4%	5%	3%	3%	<b>3%</b>
Don't know / undecided	9%	12%	11%	10%	10%	11%	12%	<b>13%</b>
(N=)	(501)	(468)	(498)	(597)	(527)	(448)	(412)	<b>(725)</b>

### US Senate – Ayotte vs. Hassan – Likely Voters – With Leaners

“Would you say you are leaning towards Kelly Ayotte, the Republican ... or Maggie Hassan, the Democrat?” ROTATE CANDIDATES

	<u>Oct '16</u>
Ayotte	<b>39%</b>
Hassan	<b>48%</b>
Other	<b>4%</b>
Don't know / undecided	<b>9%</b>
(N=)	<b>(724)</b>

## Decided on US Senate Vote

	Definitely Decided	Leaning Toward Someone	Still Trying to Decide	(N)
<b>NH Likely Voters</b>	50%	15%	35%	748
Registered Democrat	71%	10%	18%	205
Registered Undeclared/Not Reg.	37%	18%	45%	351
Registered Republican	52%	15%	33%	187
Democrat	60%	16%	24%	344
Independent	28%	12%	60%	104
Republican	47%	15%	38%	274
Liberal	65%	15%	20%	213
Moderate	42%	16%	42%	292
Conservative	48%	14%	38%	186
Will Definitely Vote	51%	16%	33%	691
Will Vote Unless Emergency	36%	5%	59%	56
18 to 34	31%	18%	51%	155
35 to 49	38%	16%	45%	188
50 to 64	61%	13%	26%	214
65 and older	66%	14%	19%	141
Male	51%	14%	35%	366
Female	50%	16%	34%	382
High school or less	33%	19%	48%	114
Technical school/Some college	40%	17%	43%	164
College graduate	50%	16%	34%	285
Postgraduate work	71%	8%	20%	162
Read Union Leader	51%	15%	34%	142
Read Boston Globe	65%	11%	24%	92
Read Local Newspapers	58%	11%	31%	238
Watch WMUR	54%	16%	30%	387
Listen to NHPR	57%	14%	29%	241
Listen to Conserv. Radio	46%	10%	43%	82
Attend Services 1 or More/Week	49%	18%	33%	125
1-2 Times a Month	49%	11%	40%	83
Less Often	50%	18%	33%	209
Never	51%	13%	36%	294
Married	56%	14%	30%	444
Divorced/Separated	40%	17%	42%	141
Never married	40%	16%	45%	141
Less than \$30,000	25%	27%	48%	51
\$30,000 to \$59,999	47%	14%	39%	85
\$60,000 to \$74,999	42%	13%	46%	67
\$75,000 to \$99,999	49%	18%	33%	86
\$100,000 or more	64%	12%	24%	194
Central / Lakes	44%	20%	35%	120
Connecticut Valley	53%	10%	36%	110
Manchester Area	53%	18%	29%	120
Mass Border	52%	16%	32%	194
North Country	42%	10%	48%	69
Seacoast	52%	13%	35%	134
First Cong. District	53%	14%	33%	368
Second Cong. District	48%	16%	36%	380

## Favorability Ratings - Maggie Hassan

	Favorable	Neutral	Unfavorable	Don't Know	(N)
<b>NH Likely Voters</b>	50%	5%	36%	10%	767
Registered Democrat	86%	3%	6%	5%	208
Registered Undeclared/Not Reg.	45%	6%	38%	12%	364
Registered Republican	20%	6%	63%	11%	190
Democrat	78%	3%	11%	8%	354
Independent	40%	10%	37%	13%	108
Republican	18%	5%	66%	11%	280
Liberal	81%	4%	10%	6%	217
Moderate	52%	6%	32%	10%	298
Conservative	14%	4%	71%	11%	190
Will Definitely Vote	51%	5%	34%	10%	710
Will Vote Unless Emergency	34%	4%	59%	4%	58
18 to 34	44%	6%	32%	18%	161
35 to 49	46%	4%	35%	15%	195
50 to 64	55%	4%	39%	3%	217
65 and older	55%	5%	36%	4%	142
Male	43%	6%	40%	12%	378
Female	57%	4%	31%	8%	389
High school or less	40%	3%	41%	17%	116
Technical school/Some college	43%	5%	41%	12%	169
College graduate	52%	6%	34%	8%	294
Postgraduate work	61%	5%	29%	5%	165
Read Union Leader	43%	5%	47%	5%	145
Read Boston Globe	64%	6%	26%	5%	92
Read Local Newspapers	58%	6%	31%	5%	245
Watch WMUR	54%	4%	34%	8%	395
Listen to NHPR	67%	5%	22%	6%	244
Listen to Conserv. Radio	12%	5%	75%	8%	83
Attend Services 1 or More/Week	38%	6%	51%	5%	127
1-2 Times a Month	50%	2%	38%	10%	85
Less Often	48%	4%	33%	14%	216
Never	57%	6%	30%	8%	302
Married	51%	5%	36%	8%	452
Divorced/Separated	54%	4%	33%	8%	143
Never married	44%	4%	35%	17%	151
Less than \$30,000	40%	8%	30%	21%	53
\$30,000 to \$59,999	46%	5%	46%	3%	87
\$60,000 to \$74,999	60%	1%	33%	6%	68
\$75,000 to \$99,999	56%	5%	34%	6%	86
\$100,000 or more	47%	6%	40%	6%	197
Central / Lakes	52%	4%	37%	7%	122
Connecticut Valley	56%	5%	27%	12%	112
Manchester Area	45%	5%	41%	9%	122
Mass Border	45%	3%	41%	11%	202
North Country	52%	6%	32%	10%	73
Seacoast	53%	8%	31%	8%	137
First Cong. District	47%	6%	36%	10%	376
Second Cong. District	52%	4%	35%	9%	392

## Favorability Ratings - Kelly Ayotte

	Favorable	Neutral	Unfavorable	Don't Know	(N)
<b>NH Likely Voters</b>	39%	7%	45%	9%	767
Registered Democrat	12%	6%	75%	7%	207
Registered Undeclared/Not Reg.	38%	8%	42%	12%	364
Registered Republican	71%	8%	16%	5%	190
Democrat	16%	7%	69%	9%	353
Independent	37%	9%	41%	13%	108
Republican	69%	7%	17%	7%	280
Liberal	13%	7%	72%	8%	217
Moderate	40%	7%	44%	8%	298
Conservative	69%	8%	17%	6%	190
Will Definitely Vote	39%	7%	45%	8%	710
Will Vote Unless Emergency	47%	5%	36%	13%	57
18 to 34	40%	9%	37%	14%	161
35 to 49	33%	6%	44%	16%	195
50 to 64	40%	9%	49%	3%	217
65 and older	46%	5%	48%	2%	142
Male	44%	7%	41%	9%	378
Female	35%	8%	49%	9%	389
High school or less	46%	6%	34%	13%	116
Technical school/Some college	42%	10%	38%	10%	169
College graduate	40%	6%	46%	8%	294
Postgraduate work	30%	7%	58%	5%	165
Read Union Leader	57%	4%	33%	5%	145
Read Boston Globe	34%	4%	59%	4%	92
Read Local Newspapers	39%	5%	49%	7%	245
Watch WMUR	47%	6%	41%	7%	395
Listen to NHPR	29%	6%	57%	8%	244
Listen to Conserv. Radio	58%	8%	29%	6%	83
Attend Services 1 or More/Week	52%	7%	36%	5%	127
1-2 Times a Month	40%	4%	41%	15%	85
Less Often	44%	5%	42%	9%	216
Never	30%	10%	51%	8%	302
Married	39%	7%	46%	8%	452
Divorced/Separated	41%	5%	47%	7%	143
Never married	36%	11%	38%	14%	151
Less than \$30,000	43%	2%	41%	13%	53
\$30,000 to \$59,999	39%	8%	48%	4%	87
\$60,000 to \$74,999	37%	8%	46%	9%	68
\$75,000 to \$99,999	33%	6%	54%	7%	86
\$100,000 or more	42%	9%	43%	6%	197
Central / Lakes	39%	9%	45%	6%	122
Connecticut Valley	37%	5%	49%	10%	112
Manchester Area	48%	6%	39%	7%	122
Mass Border	41%	7%	43%	9%	202
North Country	32%	6%	49%	14%	72
Seacoast	36%	10%	47%	8%	137
First Cong. District	40%	8%	44%	8%	376
Second Cong. District	39%	6%	46%	9%	391

## Favorability Ratings - Aaron Day

	Favorable	Neutral	Unfavorable	Don't Know	(N)
<b>NH Likely Voters</b>	2%	6%	7%	84%	767
Registered Democrat	2%	8%	4%	86%	207
Registered Undeclared/Not Reg.	3%	6%	8%	82%	364
Registered Republican	1%	5%	8%	85%	190
Democrat	2%	8%	4%	86%	353
Independent	3%	5%	8%	85%	108
Republican	2%	5%	11%	82%	280
Liberal	3%	8%	5%	83%	217
Moderate	2%	6%	7%	85%	298
Conservative	0%	6%	12%	82%	190
Will Definitely Vote	2%	6%	8%	84%	710
Will Vote Unless Emergency	7%	7%	3%	83%	57
18 to 34	8%	8%	4%	80%	161
35 to 49	0%	7%	5%	87%	195
50 to 64	2%	6%	10%	83%	217
65 and older	0%	6%	11%	83%	142
Male	3%	7%	8%	81%	378
Female	1%	6%	7%	86%	389
High school or less	3%	5%	6%	86%	116
Technical school/Some college	3%	6%	9%	81%	169
College graduate	1%	6%	6%	87%	294
Postgraduate work	3%	8%	9%	80%	165
Read Union Leader	3%	5%	12%	81%	145
Read Boston Globe	4%	4%	7%	85%	92
Read Local Newspapers	2%	6%	7%	85%	245
Watch WMUR	2%	5%	9%	85%	395
Listen to NHPR	1%	8%	8%	83%	244
Listen to Conserv. Radio		5%	12%	83%	83
Attend Services 1 or More/Week	1%	7%	9%	83%	127
1-2 Times a Month	2%	4%	12%	82%	85
Less Often	2%	3%	7%	88%	216
Never	3%	9%	6%	81%	302
Married	1%	7%	7%	85%	452
Divorced/Separated	3%	6%	9%	82%	143
Never married	6%	6%	6%	82%	151
Less than \$30,000	3%	4%	2%	91%	53
\$30,000 to \$59,999	9%	4%	10%	78%	87
\$60,000 to \$74,999		7%	5%	89%	68
\$75,000 to \$99,999		7%	7%	86%	86
\$100,000 or more	2%	5%	6%	87%	197
Central / Lakes	2%	5%	7%	86%	122
Connecticut Valley	1%	9%	12%	78%	112
Manchester Area	3%	8%	7%	83%	122
Mass Border	4%	5%	5%	85%	202
North Country	1%	7%	7%	84%	72
Seacoast	1%	6%	8%	85%	137
First Cong. District	2%	7%	7%	84%	376
Second Cong. District	2%	6%	8%	84%	391

## Favorability Ratings - Brian Chabot

	Favorable	Neutral	Unfavorable	Don't Know	(N)
<b>NH Likely Voters</b>	3%	7%	6%	84%	766
Registered Democrat	1%	8%	6%	85%	207
Registered Undeclared/Not Reg.	3%	7%	7%	83%	364
Registered Republican	3%	6%	7%	84%	190
Democrat	2%	8%	5%	85%	353
Independent	5%	6%	6%	84%	108
Republican	3%	6%	8%	83%	279
Liberal	2%	11%	8%	79%	216
Moderate	4%	7%	5%	85%	298
Conservative	3%	5%	8%	85%	190
Will Definitely Vote	3%	7%	7%	83%	709
Will Vote Unless Emergency		6%	4%	89%	57
18 to 34	4%	10%	7%	79%	161
35 to 49	1%	7%	4%	88%	195
50 to 64	4%	7%	7%	83%	217
65 and older	3%	5%	11%	81%	141
Male	4%	8%	7%	81%	378
Female	2%	6%	6%	86%	388
High school or less	6%	7%	4%	83%	116
Technical school/Some college	2%	9%	5%	83%	168
College graduate	2%	6%	6%	86%	294
Postgraduate work	2%	8%	9%	81%	165
Read Union Leader	2%	6%	10%	81%	145
Read Boston Globe	6%	6%	6%	81%	92
Read Local Newspapers	2%	5%	9%	84%	245
Watch WMUR	3%	5%	7%	85%	394
Listen to NHPR	4%	9%	7%	81%	244
Listen to Conserv. Radio	3%	4%	11%	82%	83
Attend Services 1 or More/Week	3%	6%	10%	81%	127
1-2 Times a Month	5%	4%	11%	79%	85
Less Often	2%	3%	5%	90%	216
Never	3%	11%	5%	81%	301
Married	2%	7%	6%	85%	452
Divorced/Separated	3%	5%	9%	83%	143
Never married	5%	10%	6%	79%	151
Less than \$30,000	3%	4%	5%	88%	53
\$30,000 to \$59,999	5%	9%	8%	77%	87
\$60,000 to \$74,999		2%	5%	93%	68
\$75,000 to \$99,999	1%	8%	4%	88%	86
\$100,000 or more	4%	6%	7%	83%	197
Central / Lakes	5%	4%	6%	85%	122
Connecticut Valley	5%	5%	13%	77%	112
Manchester Area	1%	11%	6%	83%	122
Mass Border	3%	6%	4%	87%	202
North Country	2%	9%	8%	81%	72
Seacoast	2%	9%	6%	84%	137
First Cong. District	3%	9%	6%	83%	375
Second Cong. District	3%	5%	7%	84%	391

## US Senate - Ayotte vs. Hassan

	Ayotte	Hassan	Other	Undecided	(N)
<b>NH Likely Voters</b>	38%	46%	3%	13%	725
Registered Democrat	4%	90%		6%	205
Registered Undeclared/Not Reg.	37%	39%	4%	19%	335
Registered Republican	77%	9%	5%	9%	180
Democrat	7%	82%	1%	10%	343
Independent	32%	33%	3%	32%	95
Republican	79%	5%	6%	10%	265
Liberal	5%	86%	2%	7%	211
Moderate	37%	44%	3%	16%	282
Conservative	77%	6%	3%	14%	179
Definitely Decided	39%	58%	1%	2%	373
Leaning Towards Someone	40%	55%	1%	3%	113
Still Trying To Decide	36%	24%	8%	32%	224
Will Definitely Vote	37%	47%	2%	13%	672
Will Vote Unless Emergency	43%	29%	15%	12%	53
Trump Voter	80%	5%	5%	10%	236
Clinton Voter	8%	81%	0%	11%	354
Johnson Voter	46%	26%	6%	22%	56
Stein Voter		64%	20%	16%	14
Other/Undecided	49%	15%	7%	29%	54
18 to 34	37%	43%	7%	14%	141
35 to 49	33%	42%	5%	20%	184
50 to 64	38%	49%	2%	12%	211
65 and older	43%	51%	0%	5%	140
Male	44%	39%	4%	13%	356
Female	32%	53%	3%	13%	369
High school or less	48%	28%	7%	17%	109
Technical school/Some college	42%	40%	2%	16%	157
College graduate	36%	49%	4%	12%	272
Postgraduate work	29%	61%	2%	9%	165
Read Union Leader	53%	30%	4%	13%	143
Read Boston Globe	27%	58%	2%	13%	90
Read Local Newspapers	35%	51%	2%	12%	240
Watch WMUR	40%	45%	4%	11%	378
Listen to NHPR	23%	64%	1%	12%	240
Listen to Conserv. Radio	70%	12%	5%	13%	79
Attend Services 1 or More/Week	50%	34%	3%	13%	121
1-2 Times a Month	40%	36%	6%	18%	81
Less Often	39%	46%	4%	11%	199
Never	29%	55%	3%	13%	289
Central / Lakes	39%	46%	5%	10%	120
Connecticut Valley	36%	53%	3%	8%	106
Manchester Area	44%	41%	1%	14%	113
Mass Border	39%	43%	4%	13%	192
North Country	32%	42%		26%	67
Seacoast	34%	51%	4%	11%	127
First Cong. District	39%	45%	2%	14%	352
Second Cong. District	37%	47%	4%	12%	373



## US Senate - Ayotte vs. Hassan With Leaners

	Ayotte	Hassan	Other	Undecided	(N)
<b>NH Likely Voters</b>	39%	48%	4%	9%	724
Registered Democrat	5%	90%		5%	205
Registered Undeclared/Not Reg.	40%	43%	5%	12%	335
Registered Republican	78%	9%	5%	8%	180
Democrat	8%	84%	1%	6%	343
Independent	34%	36%	6%	23%	94
Republican	81%	5%	6%	8%	265
Liberal	6%	87%	2%	5%	211
Moderate	39%	47%	4%	10%	282
Conservative	79%	7%	4%	10%	178
Definitely Decided	39%	59%	1%	1%	373
Leaning Towards Someone	40%	57%	1%	1%	113
Still Trying To Decide	41%	28%	9%	22%	223
Will Definitely Vote	39%	49%	3%	9%	671
Will Vote Unless Emergency	49%	31%	15%	5%	53
Trump Voter	82%	5%	5%	8%	236
Clinton Voter	10%	84%	1%	6%	354
Johnson Voter	48%	28%	7%	16%	55
Stein Voter		64%	20%	16%	14
Other/Undecided	49%	17%	7%	28%	54
18 to 34	38%	45%	8%	9%	141
35 to 49	36%	43%	6%	16%	183
50 to 64	40%	51%	2%	7%	211
65 and older	43%	53%	0%	4%	140
Male	46%	39%	4%	10%	355
Female	33%	56%	3%	8%	369
High school or less	48%	29%	8%	14%	109
Technical school/Some college	46%	44%	2%	8%	157
College graduate	37%	50%	4%	9%	271
Postgraduate work	30%	62%	2%	7%	165
Read Union Leader	55%	32%	4%	9%	143
Read Boston Globe	28%	61%	4%	8%	90
Read Local Newspapers	35%	54%	2%	9%	240
Watch WMUR	42%	47%	4%	7%	378
Listen to NHPR	24%	66%	2%	9%	240
Listen to Conserv. Radio	72%	12%	5%	11%	79
Attend Services 1 or More/Week	52%	35%	3%	9%	121
1-2 Times a Month	42%	38%	8%	12%	81
Less Often	41%	48%	4%	8%	198
Never	31%	57%	3%	9%	289
Central / Lakes	41%	48%	6%	5%	120
Connecticut Valley	36%	54%	3%	7%	106
Manchester Area	45%	44%	1%	10%	113
Mass Border	42%	45%	6%	8%	192
North Country	36%	44%		21%	67
Seacoast	35%	52%	4%	9%	126
First Cong. District	41%	47%	3%	9%	352
Second Cong. District	38%	49%	4%	9%	373

## Favorability Ratings - Jeanne Shaheen

	Favorable	Neutral	Unfavorable	Don't Know	(N)
<b>NH Residents</b>	52%	8%	26%	14%	904
Registered Democrat	80%	6%	7%	7%	226
Registered Undeclared/Not Reg.	47%	8%	25%	19%	468
Registered Republican	30%	8%	51%	10%	202
Democrat	77%	5%	7%	11%	395
Independent	42%	15%	28%	15%	163
Republican	25%	8%	50%	17%	310
Liberal	75%	7%	8%	10%	242
Moderate	54%	7%	24%	15%	373
Conservative	23%	10%	53%	15%	212
Likely Voter	54%	7%	27%	12%	769
Non-Likely Voter	35%	13%	24%	29%	135
18 to 34	48%	10%	16%	25%	226
35 to 49	43%	10%	33%	14%	227
50 to 64	57%	7%	28%	9%	242
65 and older	60%	5%	27%	7%	150
Male	46%	9%	32%	13%	442
Female	57%	6%	21%	15%	462
High school or less	43%	8%	22%	27%	136
Technical school/Some college	46%	13%	27%	15%	210
College graduate	51%	7%	29%	13%	347
Postgraduate work	67%	5%	21%	7%	183
Read Union Leader	47%	7%	36%	11%	161
Read Boston Globe	67%	8%	15%	11%	102
Read Local Newspapers	59%	8%	24%	9%	274
Watch WMUR	55%	7%	27%	12%	463
Listen to NHPR	66%	6%	15%	13%	278
Listen to Conserv. Radio	22%	10%	58%	11%	89
Attend Services 1 or More/Week	43%	6%	38%	12%	141
1-2 Times a Month	45%	9%	28%	18%	99
Less Often	55%	7%	24%	14%	251
Never	54%	9%	22%	15%	370
Married	54%	6%	28%	12%	506
Divorced/Separated	54%	6%	29%	11%	170
Never married	44%	13%	18%	25%	204
Less than \$30,000	55%	4%	21%	21%	65
\$30,000 to \$59,999	49%	8%	22%	21%	101
\$60,000 to \$74,999	64%	11%	19%	7%	78
\$75,000 to \$99,999	53%	11%	27%	9%	102
\$100,000 or more	51%	5%	30%	14%	222
Central / Lakes	57%	3%	27%	13%	142
Connecticut Valley	56%	7%	24%	13%	126
Manchester Area	46%	9%	31%	14%	145
Mass Border	53%	9%	23%	15%	246
North Country	51%	9%	27%	13%	79
Seacoast	48%	9%	28%	15%	166
First Cong. District	49%	8%	29%	14%	449
Second Cong. District	54%	8%	24%	14%	455