



University of
New Hampshire

THE WMUR GRANITE STATE POLL



September 1, 2016

DEAD HEAT IN NEW HAMPSHIRE SENATE RACE

By: Andrew E. Smith, Ph.D.
Zachary S. Azem, M.A.
UNH Survey Center

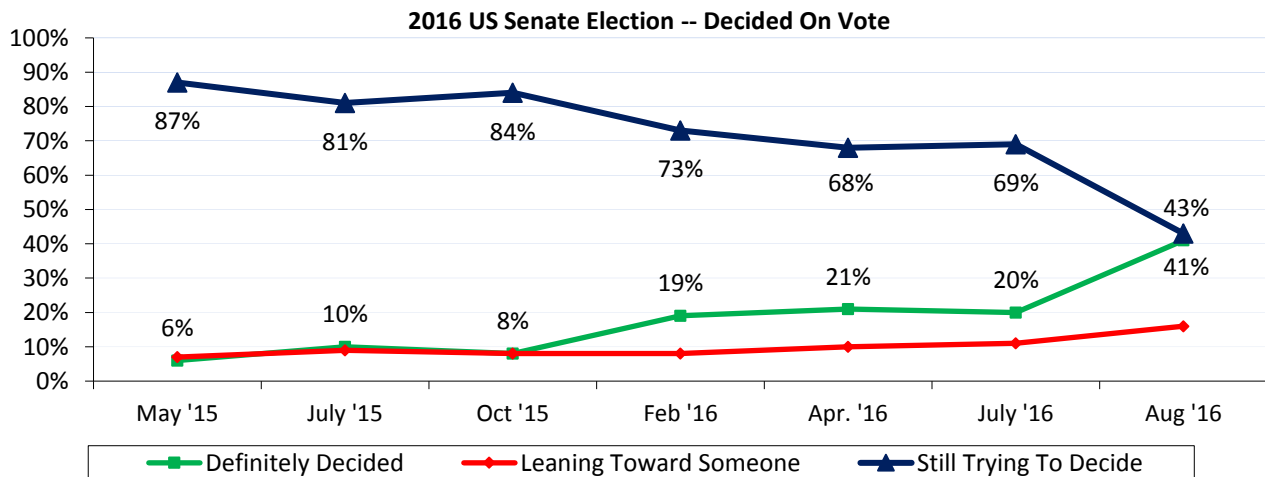
andrew.smith@unh.edu
603-862-2226
www.unh.edu/survey-center

DURHAM, NH – Incumbent Senator Kelly Ayotte and Governor Maggie Hassan remain in a dead heat for New Hampshire’s U.S. Senate seat. However, less than half of likely voters say they have decided which candidate they will vote for in November.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and fifty-nine (559) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between August 20 and August 28, 2016. The margin of sampling error for the survey is +/- 4.1 percent. Included were four hundred and thirty-three (433) likely 2016 general election voters (MSE = +/- 4.7%).

2016 US Senate Election

This year’s New Hampshire Senate race between incumbent Senator Kelly Ayotte and Governor Maggie Hassan is one of the most closely watched races in the nation and likely will be the most expensive election in New Hampshire history. However, most voters are just starting to figure out who they will support – currently only 41% of likely voters say they have definitely decided, 16% are leaning toward a candidate, and 43% are still trying to decide.

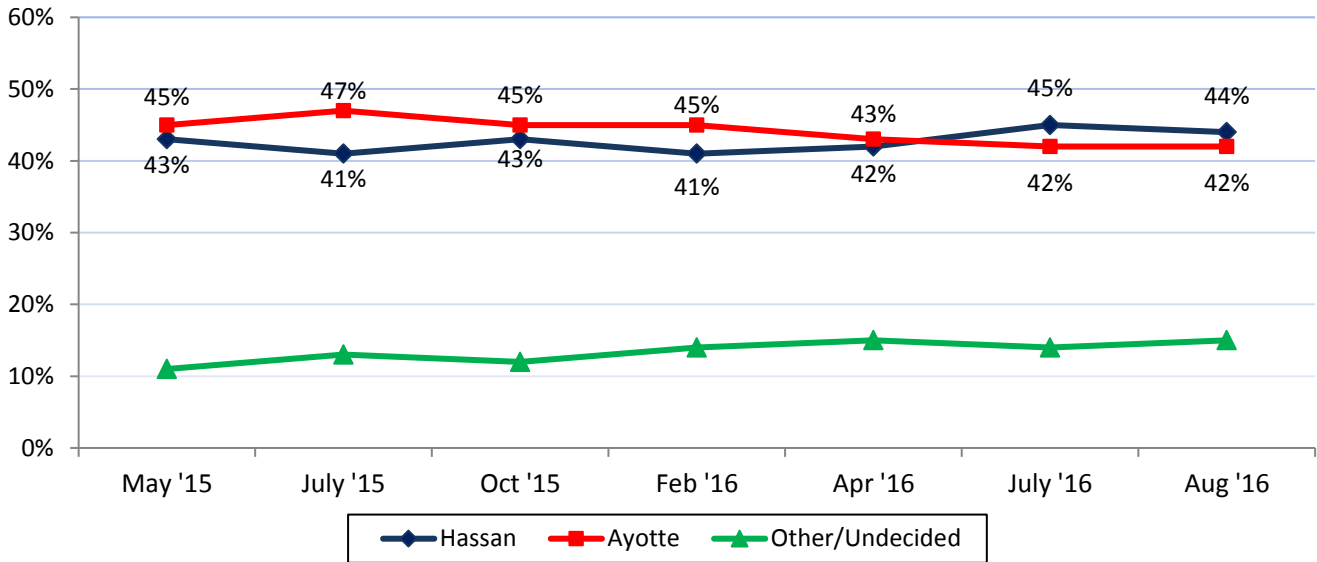


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

2016 US Senate Election – Ayotte vs. Hassan

If the 2016 Senate election was held today, 44% of likely general election voters say they would vote for Hassan, 42% would vote for Ayotte, 3% would vote for someone else, and 12% are undecided. The race between Hassan and Ayotte has been statistically tied 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 85%-4% and Hassan leads among Democrats 83%-5%, while Independents are divided (38%-32% Ayotte). Turnout in November will be critical to deciding this race.

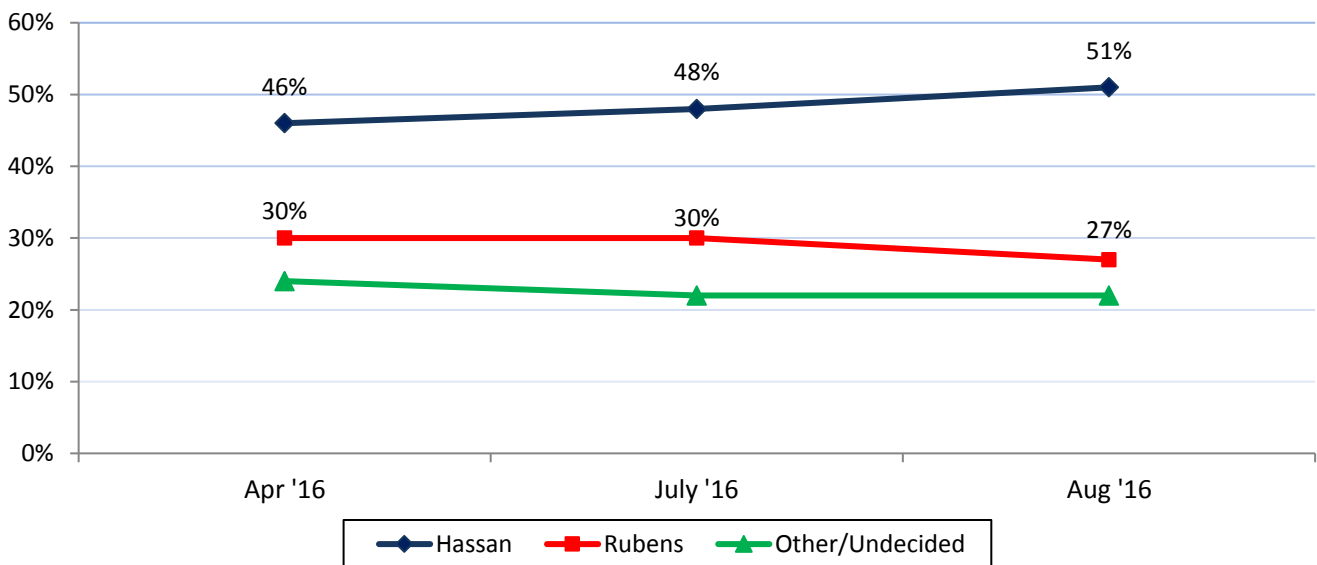
US Senate - Ayotte vs. Hassan



2016 US Senate Election – Rubens vs. Hassan

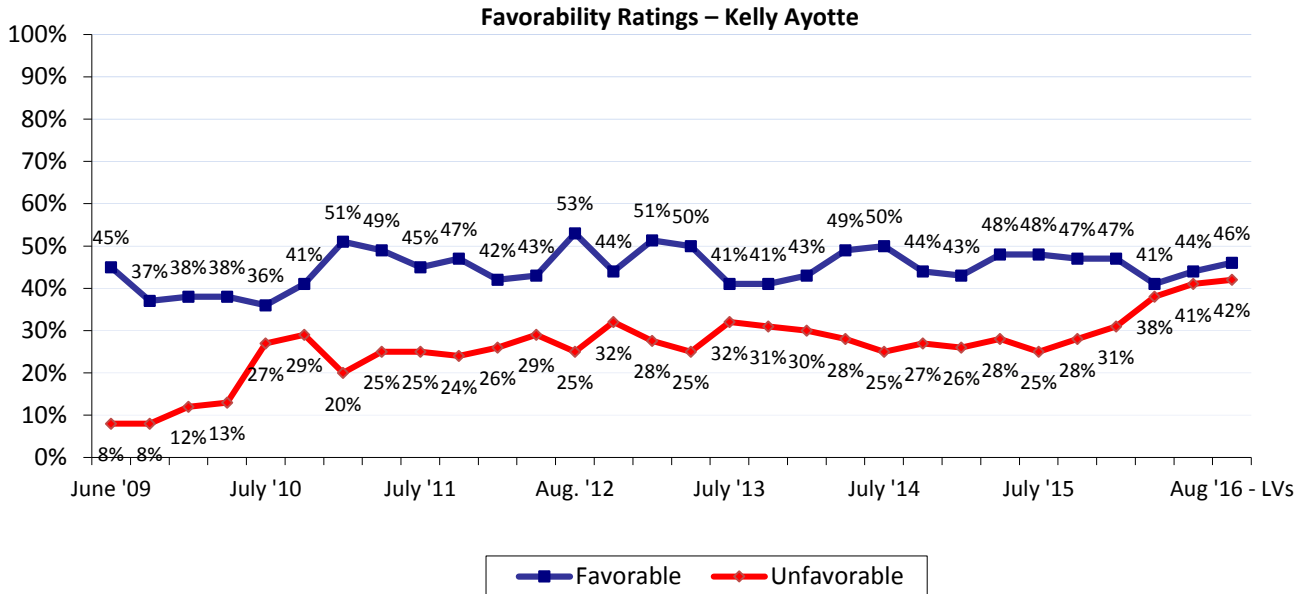
Former New Hampshire State Senator Jim Rubens (R-Hanover), is challenging Ayotte for the Republican nomination. If an election between Rubens and Hassan was held today, 51% of likely voters say they would vote for Hassan, 27% would vote for Rubens, 8% would vote for someone else, and 14% are undecided. Hassan has a wide lead among Democrats (86%-3%) and the advantage among Independents (42%-19%) while Rubens only has a 59%-14% lead among Republicans.

US Senate - Rubens vs. Hassan



Favorability Ratings – Senator Kelly Ayotte

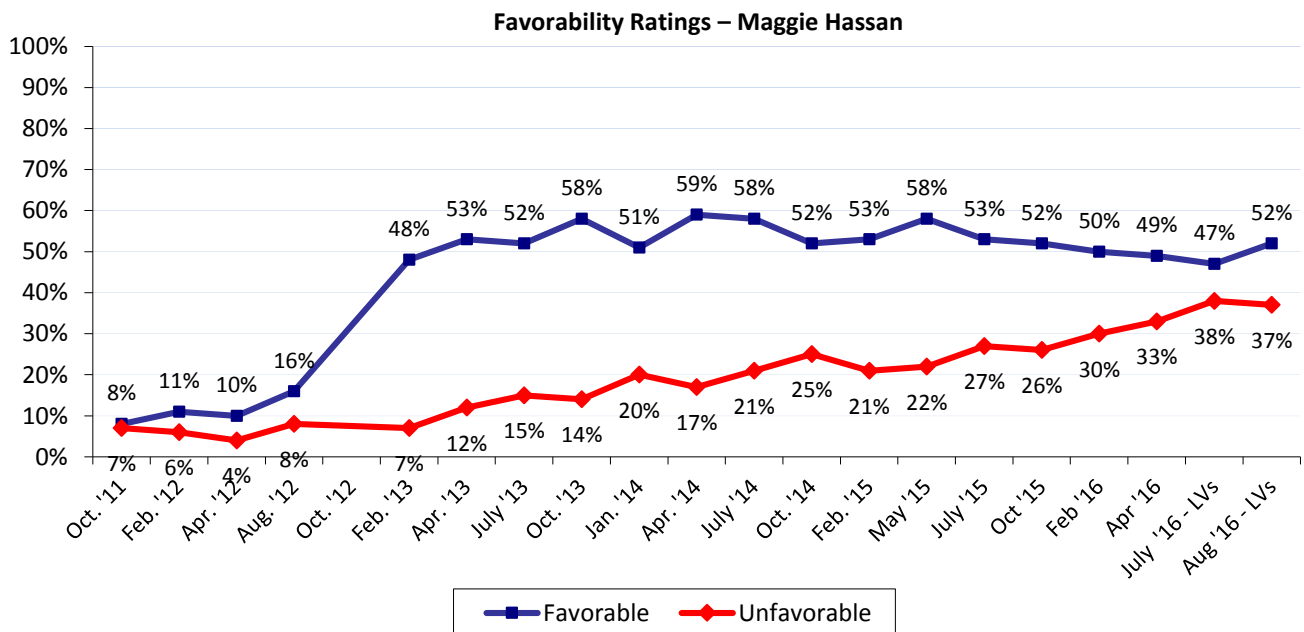
Opinions on Senator Ayotte have become more polarized as the election approaches -- currently, 46% of likely voters have a favorable opinion of Ayotte, 42% have an unfavorable opinion of her, 5% are neutral, and 7% don't know enough about her to say. Ayotte's net favorability rating is +4%, which is up slightly from +3% in July. She remains very popular among Republicans (net favorability rating of +64%), but is somewhat unpopular among Independents (-5%) and very unpopular among Democrats (-49%).



*All favorability ratings shown in July 2016 and August 2016 results are among likely voters

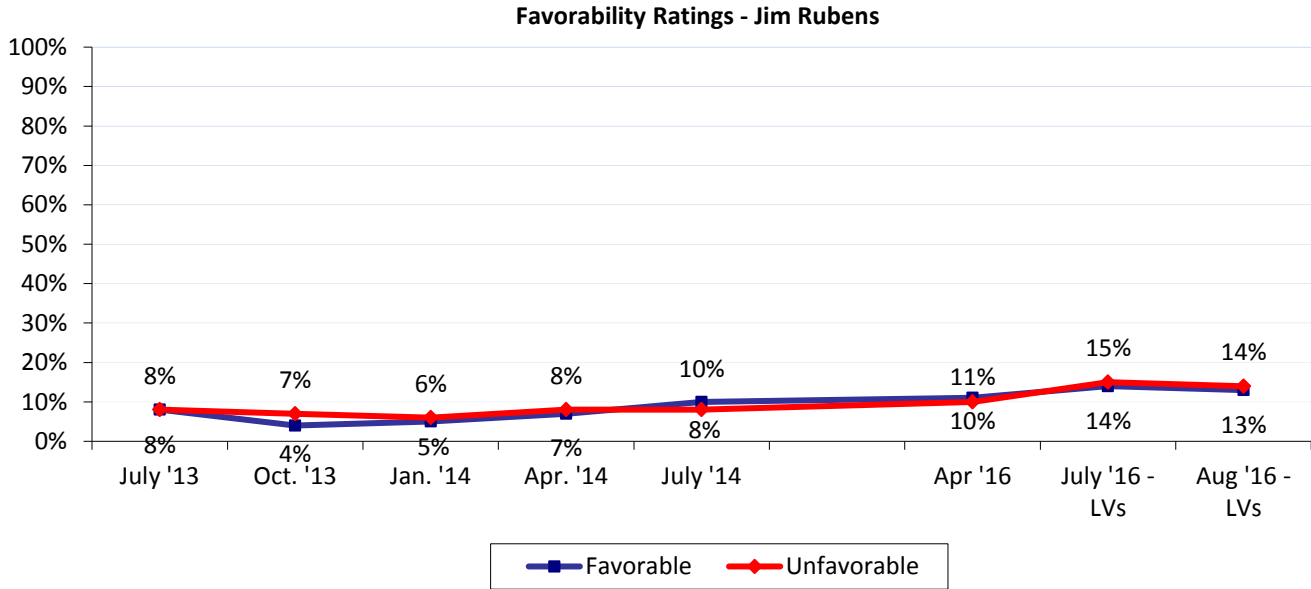
Favorability Ratings – Governor Maggie Hassan

Governor Hassan has remained somewhat more popular than Ayotte -- 52% of New Hampshire likely voters say they have a favorable opinion of Hassan, 37% have an unfavorable opinion, 6% are neutral, and 6% say they don't know enough about her to say. Hassan's net favorability rating is +15%, up slightly from +9% in July. Hassan is very popular among Democrats (+78% net favorable), somewhat unpopular among Independents (-5%), and very unpopular among Republicans (-48%).



Favorability Ratings – Jim Rubens

Jim Rubens remains largely unknown in the Granite State. Currently, only 13% of New Hampshire likely voters have a favorable opinion of Rubens, 14% have an unfavorable opinion, 10% are neutral, and 63% don't know enough to say. Rubens' net favorability rating is -1%.



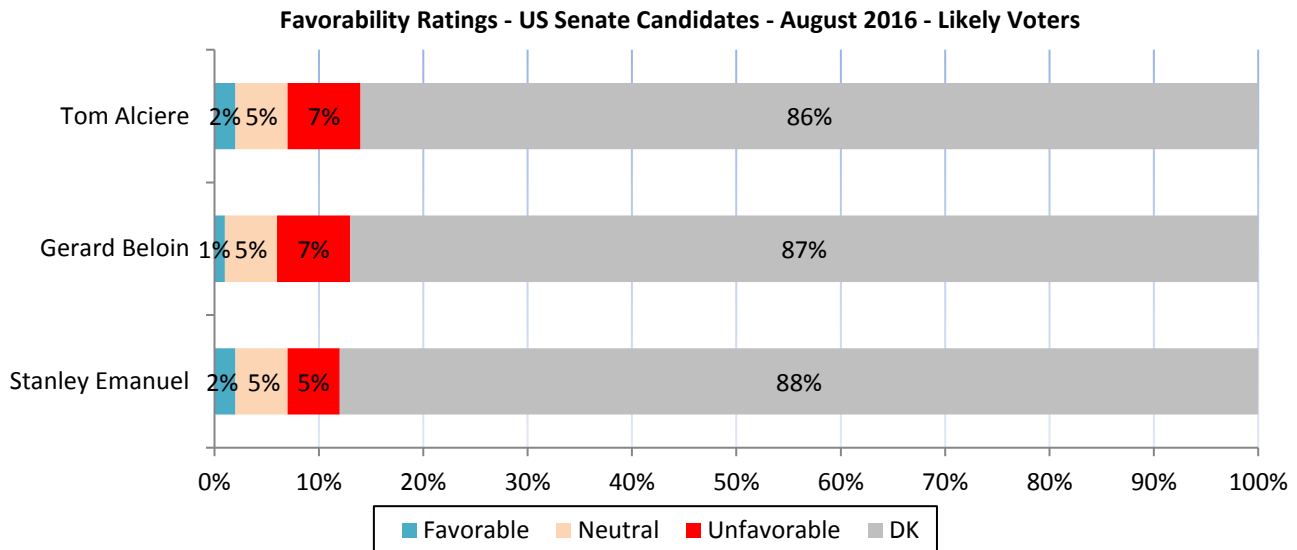
Favorability Ratings – US Senate Candidates

Three other candidates round out the field for the Republican nomination, but all are unknown to likely New Hampshire voters.

Currently, only 2% of likely November voters have a favorable opinion of Tom Alciere (R-Hudson), 7% have an unfavorable opinion, 5% are neutral, and 86% don't know enough about him to say. Alciere's net favorability is -5%.

Similarly, only 1% have a favorable opinion of Gerard Beloin (R-Colebrook), 7% have an unfavorable opinion, 5% are neutral, and 87% don't know enough about him to say. Beloin's net favorability is -6%.

And only 2% have a favorable opinion of Stanley Emanuel (R-Laconia), 5% have an unfavorable opinion, 5% are neutral, and 88% don't know enough about him to say. Emanuel's net favorability is -3%.



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. Five hundred and fifty-nine (559) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between August 20 and August 28, 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 +/- 4.1 percent for the entire sample. Included were four hundred thirty-three (433) likely 2016 general election voters (MSE +/- 4.7%). 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 Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Poll, August 2016 Demographics

Sex	N	%	Region	N	%
Male	273	49%	North Country	50	9%
Female	286	51%	Central/Lakes	90	16%
			Connecticut Valley	75	13%
Age	N	%	Mass Border	148	26%
18 to 34	144	26%	Seacoast	88	16%
35 to 49	139	26%	Manchester Area	109	19%
50 to 64	165	30%			
65 and Over	98	18%	Party Registration	N	%
			Democrat	114	20%
Highest Level of Education	N	%	Undeclared/Not Reg.	307	55%
High School or Less	138	25%	Republican	135	24%
Some College	110	20%			
College Graduate	193	35%	Party Identification	N	%
Post-Graduate	113	20%	Democrat	226	42%
			Independent	116	22%
			Republican	193	36%

Granite State Poll, August 2016 - Likely Presidential Election Voter Demographics

Sex	N	%	Region	N	%
Male	203	47%	North Country	38	9%
Female	230	53%	Central/Lakes	67	16%
			Connecticut Valley	52	12%
Age	N	%	Mass Border	118	27%
18 to 34	84	20%	Seacoast	70	16%
35 to 49	111	26%	Manchester Area	88	20%
50 to 64	137	32%			
65 and Over	90	21%	Party Registration	N	%
			Democrat	101	23%
Highest Level of Education	N	%	Undeclared/Not Reg.	201	47%
High School or Less	81	19%	Republican	129	30%
Some College	83	19%			
College Graduate	171	40%	Party Identification	N	%
Post-Graduate	95	22%	Democrat	194	46%
			Independent	64	15%
			Republican	167	39%

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>
Aug '16 - LVs	46%	5%	42%	7%	+4%	(432)
July '16 - LVs	44%	6%	41%	8%	+3%	(467)
Apr '16	41%	8%	38%	12%	+3%	(619)
Feb '16	47%	9%	31%	13%	+16%	(683)
Oct '15	47%	11%	28%	15%	+21%	(583)
July '15	48%	8%	25%	19%	+23%	(530)
May '15	48%	5%	28%	19%	+20%	(567)
Feb. '15	43%	13%	26%	19%	+17%	(509)
Oct. '14	44%	7%	27%	22%	+17%	(679)
July '14	50%	8%	25%	17%	+25%	(668)
Apr. '14	49%	9%	28%	15%	+21%	(505)
Jan. '14	43%	10%	30%	18%	+13%	(582)
Oct. '13	41%	8%	31%	21%	+10%	(662)
July '13	41%	8%	32%	19%	+9%	(512)
Apr. '13	50%	9%	25%	16%	+25%	(505)
Feb. '13	51%	7%	28%	14%	+23%	(579)
Oct. '12	44%	5%	32%	19%	+12%	(590)
Aug. '12	53%	5%	25%	18%	+28%	(577)
Apr. '12	43%	5%	29%	22%	+14%	(531)
Feb. '12	42%	9%	26%	23%	+16%	(527)
Oct. '11	47%	10%	24%	18%	+23%	(554)
July '11	45%	12%	25%	18%	+20%	(514)
Apr. '11	49%	8%	25%	19%	+24%	(501)
Feb. '11	51%	8%	20%	21%	+31%	(520)
Sept. '10	41%	11%	29%	19%	+12%	(515)
July '10	36%	7%	27%	30%	+9%	(504)
Apr. '10	38%	7%	13%	41%	+25%	(508)
Feb. '10	38%	6%	12%	44%	+26%	(497)
Oct. '09	37%	6%	8%	49%	+29%	(501)
Jun. '09	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>
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)

“Former State Senator Jim Rubens?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Aug '16 - LVs	13%	10%	14%	63%	-1%	(431)
July '16 - LVs	14%	9%	15%	62%	-1%	(467)
Apr '16	11%	9%	10%	71%	+1%	(619)
July '14	10%	5%	8%	77%	+2%	(668)
Apr. '14	7%	7%	8%	78%	-1%	(504)
Jan. '14	5%	12%	6%	76%	-1%	(580)
Oct. '13	4%	7%	7%	82%	-3%	(659)
July '13	8%	8%	8%	77%	0%	(514)

“Businessman Stanley Emanuel?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Aug '16 - LVs	2%	5%	5%	88%	-3%	(432)

“Businessman Tom Alciere?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Aug '16 - LVs	2%	5%	7%	86%	-5%	(432)

“Businessman Gerard Beloin?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Aug '16 - LVs	1%	5%	7%	87%	-6%	(432)

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>
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 and the candidates were Kelly Ayotte, the Republican, and Maggie Hassan, the Democrat, would you vote for Kelly Ayotte... Maggie Hassan... 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>
Ayotte	45%	47%	45%	45%	43%	42%	42%
Hassan	43%	41%	43%	41%	42%	45%	44%
Other	2%	1%	1%	4%	5%	3%	3%
Don't know / undecided	9%	12%	11%	10%	10%	11%	12%
(N=)	(501)	(468)	(498)	(597)	(527)	(448)	(412)

US Senate – Rubens vs. Hassan – Likely Voters

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

	<u>Apr '16</u>	<u>July '16</u>	<u>Aug '16</u>
Rubens	30%	30%	27%
Hassan	46%	48%	51%
Other	7%	6%	8%
Don't know / undecided	17%	16%	14%
(N=)	(523)	(433)	(408)

Favorability Rating – Maggie Hassan – Likely Voters

STATEWIDE	<u>Favorable</u> 52%	<u>Neutral</u> 6%	<u>Unfavorable</u> 37%	<u>Don't Know</u> 6%	<u>(N)</u> 432
Registered Democrat	88%	1%	5%	6%	101
Registered Undeclared	55%	7%	31%	7%	201
Registered Republican	18%	6%	71%	5%	128
Democrat	84%	3%	6%	7%	194
Independent	43%	3%	48%	6%	64
Republican	19%	10%	67%	5%	166
Will Definitely Vote	52%	5%	38%	5%	391
Will Vote Unless Emergency	49%	9%	24%	19%	41
18 to 34	49%	9%	29%	13%	84
35 to 49	45%	6%	47%	2%	111
50 to 64	62%	5%	30%	4%	136
65 and over	51%	3%	39%	7%	89
Male	42%	7%	43%	8%	202
Female	60%	5%	31%	4%	230
High school or less	44%	6%	46%	4%	80
Some college	45%	4%	45%	6%	83
College graduate	57%	4%	29%	10%	171
Post-graduate	56%	9%	34%	1%	95
Likely Primary Voter	53%	5%	39%	3%	337
Non-Likely Primary Voter	51%	5%	29%	15%	90
North Country	56%	2%	35%	7%	38
Central / Lakes	52%	8%	36%	4%	66
Connecticut Valley	58%	4%	33%	5%	52
Mass Border	47%	9%	38%	6%	118
Seacoast	53%	2%	34%	11%	70
Manchester Area	51%	5%	40%	3%	88
First Cong. Dist	56%	6%	31%	7%	211
Second Cong. Dist	47%	6%	43%	5%	221

Favorability Rating – Kelly Ayotte – Likely Voters

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	46%	5%	42%	7%	432
Registered Democrat	13%	6%	75%	6%	101
Registered Undeclared	40%	5%	45%	10%	201
Registered Republican	81%	3%	12%	3%	128
Democrat	19%	5%	68%	8%	194
Independent	43%	3%	48%	6%	64
Republican	76%	5%	12%	7%	166
Will Definitely Vote	45%	5%	44%	6%	391
Will Vote Unless Emergency	50%	4%	28%	17%	41
18 to 34	37%	7%	40%	17%	84
35 to 49	50%	6%	37%	7%	111
50 to 64	41%	4%	52%	3%	136
65 and over	56%	3%	36%	6%	89
Male	49%	4%	39%	8%	202
Female	43%	5%	45%	6%	230
High school or less	46%	4%	42%	8%	80
Some college	50%	1%	38%	11%	83
College graduate	45%	5%	42%	8%	171
Post-graduate	42%	7%	48%	2%	95
Likely Primary Voter	50%	4%	42%	4%	337
Non-Likely Primary Voter	31%	4%	45%	19%	90
North Country	39%	0%	51%	10%	38
Central / Lakes	49%	1%	45%	5%	66
Connecticut Valley	31%	15%	46%	7%	52
Mass Border	48%	7%	40%	5%	118
Seacoast	45%	2%	37%	15%	70
Manchester Area	53%	2%	41%	4%	88
First Cong. Dist	42%	4%	45%	10%	211
Second Cong. Dist	50%	5%	40%	5%	221

Favorability Rating – Jim Rubens – Likely Voters

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	13%	10%	14%	63%	431
Registered Democrat	5%	9%	21%	65%	101
Registered Undeclared	11%	11%	10%	67%	199
Registered Republican	22%	9%	14%	55%	128
Democrat	6%	10%	17%	67%	192
Independent	18%	16%	8%	58%	64
Republican	20%	8%	11%	61%	166
Will Definitely Vote	13%	11%	15%	61%	390
Will Vote Unless Emergency	11%	3%	4%	83%	41
18 to 34	15%	7%	13%	65%	84
35 to 49	15%	8%	4%	72%	111
50 to 64	9%	14%	17%	59%	135
65 and over	15%	12%	21%	52%	89
Male	16%	13%	17%	55%	202
Female	11%	8%	11%	70%	229
High school or less	14%	9%	17%	59%	80
Some college	13%	7%	14%	66%	83
College graduate	16%	8%	12%	65%	169
Post-graduate	9%	19%	13%	59%	95
Likely Primary Voter	14%	11%	15%	60%	337
Non-Likely Primary Voter	11%	8%	9%	72%	89
North Country	10%	6%	8%	76%	38
Central / Lakes	18%	14%	7%	61%	66
Connecticut Valley	7%	11%	26%	57%	52
Mass Border	15%	12%	15%	58%	117
Seacoast	11%	5%	11%	74%	70
Manchester Area	15%	11%	14%	61%	88
First Cong. Dist	13%	9%	11%	68%	211
Second Cong. Dist	14%	12%	16%	58%	220

Favorability Rating – Stanley Emanuel – Likely Voters

STATEWIDE	<u>Favorable</u> 2%	<u>Neutral</u> 5%	<u>Unfavorable</u> 5%	<u>Don't Know</u> 88%	<u>(N)</u> 432
Registered Democrat	0%	3%	5%	92%	101
Registered Undeclared	2%	6%	6%	87%	201
Registered Republican	2%	6%	5%	86%	128
Democrat	1%	5%	5%	90%	194
Independent	0%	6%	5%	89%	64
Republican	3%	4%	6%	87%	166
Will Definitely Vote	1%	5%	6%	87%	391
Will Vote Unless Emergency	5%	3%	0%	92%	41
18 to 34	4%	2%	6%	88%	84
35 to 49	0%	6%	5%	90%	111
50 to 64	2%	6%	3%	89%	136
65 and over	2%	7%	9%	82%	89
Male	2%	5%	8%	85%	202
Female	1%	5%	3%	91%	230
High school or less	2%	4%	5%	89%	80
Some college	3%	2%	8%	88%	83
College graduate	1%	7%	3%	89%	171
Post-graduate	1%	7%	8%	84%	95
Likely Primary Voter	1%	5%	5%	88%	337
Non-Likely Primary Voter	2%	5%	6%	87%	90
North Country	0%	6%	1%	93%	38
Central / Lakes	0%	8%	5%	87%	66
Connecticut Valley	0%	2%	12%	86%	52
Mass Border	2%	6%	8%	84%	118
Seacoast	4%	2%	2%	92%	70
Manchester Area	2%	6%	3%	89%	88
First Cong. Dist	3%	4%	3%	90%	211
Second Cong. Dist	0%	7%	7%	86%	221

Favorability Rating – Tom Alciere – Likely Voters

STATEWIDE	<u>Favorable</u> 2%	<u>Neutral</u> 5%	<u>Unfavorable</u> 7%	<u>Don't Know</u> 86%	<u>(N)</u> 432
Registered Democrat	0%	5%	6%	89%	101
Registered Undeclared	3%	5%	5%	87%	201
Registered Republican	1%	6%	9%	84%	128
Democrat	1%	6%	6%	87%	194
Independent	4%	2%	7%	87%	64
Republican	1%	5%	6%	87%	166
Will Definitely Vote	2%	5%	7%	86%	391
Will Vote Unless Emergency	0%	6%	0%	93%	41
18 to 34	2%	2%	5%	91%	84
35 to 49	1%	5%	3%	91%	111
50 to 64	3%	7%	8%	82%	136
65 and over	1%	7%	10%	82%	89
Male	1%	7%	8%	84%	202
Female	2%	4%	5%	88%	230
High school or less	2%	4%	8%	86%	80
Some college	4%	2%	10%	84%	83
College graduate	0%	7%	5%	88%	171
Post-graduate	2%	7%	5%	86%	95
Likely Primary Voter	2%	6%	8%	84%	337
Non-Likely Primary Voter	1%	3%	1%	96%	90
North Country	0%	6%	1%	93%	38
Central / Lakes	1%	11%	5%	83%	66
Connecticut Valley	0%	3%	4%	94%	52
Mass Border	1%	5%	14%	79%	118
Seacoast	3%	1%	3%	92%	70
Manchester Area	3%	5%	5%	87%	88
First Cong. Dist	2%	4%	6%	88%	211
Second Cong. Dist	1%	7%	8%	85%	221

Favorability Rating – Gerard Beloin – Likely Voters

STATEWIDE	<u>Favorable</u> 1%	<u>Neutral</u> 5%	<u>Unfavorable</u> 7%	<u>Don't Know</u> 87%	<u>(N)</u> 432
Registered Democrat	1%	4%	6%	89%	101
Registered Undeclared	2%	7%	5%	87%	201
Registered Republican	0%	5%	10%	84%	128
Democrat	1%	6%	5%	88%	194
Independent	3%	6%	6%	85%	64
Republican	1%	5%	8%	86%	166
Will Definitely Vote	1%	5%	7%	86%	391
Will Vote Unless Emergency	0%	6%	2%	92%	41
18 to 34	2%	2%	9%	88%	84
35 to 49	0%	7%	5%	88%	111
50 to 64	1%	6%	6%	86%	136
65 and over	3%	7%	8%	83%	89
Male	2%	6%	10%	82%	202
Female	1%	5%	3%	91%	230
High school or less	3%	4%	9%	84%	80
Some college	0%	2%	10%	89%	83
College graduate	0%	6%	4%	89%	171
Post-graduate	2%	10%	6%	82%	95
Likely Primary Voter	1%	6%	7%	86%	337
Non-Likely Primary Voter	1%	4%	5%	90%	90
North Country	0%	2%	7%	91%	38
Central / Lakes	0%	11%	4%	85%	66
Connecticut Valley	2%	5%	6%	87%	52
Mass Border	1%	6%	9%	85%	118
Seacoast	3%	1%	5%	91%	70
Manchester Area	1%	7%	7%	85%	88
First Cong. Dist	1%	4%	7%	88%	211
Second Cong. Dist	1%	7%	6%	85%	221

Firmness of choice for New Hampshire Senate

	Definitely Decided	Leaning Toward Someone	Still Trying To Decide	(N=)
STATEWIDE	41%	16%	43%	422
Registered Democrat	51%	17%	32%	99
Registered Undeclared	34%	12%	54%	193
Registered Republican	44%	22%	34%	127
Democrat	41%	18%	40%	187
Independent	25%	15%	60%	63
Republican	46%	15%	39%	165
Will Definitely Vote	43%	16%	42%	384
Will Vote Unless Emergency	28%	21%	51%	38
18 to 34	36%	21%	43%	79
35 to 49	36%	16%	48%	108
50 to 64	44%	15%	41%	135
65 and over	48%	13%	39%	88
Male	44%	16%	40%	197
Female	39%	16%	45%	225
High school or less	39%	15%	46%	77
Some college	38%	12%	51%	81
College graduate	42%	17%	42%	167
Post-graduate	45%	21%	34%	93
Likely Primary Voter	46%	16%	38%	334
Non-Likely Primary Voter	25%	16%	60%	83
North Country	27%	37%	36%	35
Central / Lakes	41%	20%	39%	64
Connecticut Valley	40%	16%	44%	50
Mass Border	40%	13%	47%	118
Seacoast	35%	14%	51%	70
Manchester Area	54%	11%	35%	85
First Cong. Dist	43%	12%	45%	207
Second Cong. Dist	39%	20%	41%	215

US Senate – Kelly Ayotte vs. Maggie Hassan – Likely Voters

	<u>Ayotte</u>	<u>Hassan</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	42%	44%	3%	12%	412
Registered Democrat	4%	90%	1%	5%	98
Registered Undeclared	30%	47%	4%	19%	189
Registered Republican	89%	4%	2%	6%	124
Democrat	5%	83%	2%	10%	187
Independent	38%	32%	2%	29%	59
Republican	85%	4%	3%	7%	159
Definitely Decided	49%	51%	0%	0%	173
Leaning Toward Someone	48%	45%	1%	7%	68
Still Trying to Decide	34%	38%	6%	23%	162
Favorable of Ayotte	96%	0%	0%	4%	129
Favorable of Hassan	2%	94%	1%	2%	151
Favorable of Both	37%	40%	0%	22%	66
Favorable of Neither	32%	18%	13%	36%	66
Will Definitely Vote	43%	45%	3%	10%	374
Will Vote Unless Emergency	36%	36%	1%	27%	38
18 to 34	29%	47%	3%	21%	79
35 to 49	48%	33%	3%	17%	106
50 to 64	36%	55%	3%	7%	129
65 and over	53%	40%	2%	6%	88
Male	49%	38%	4%	9%	188
Female	36%	49%	1%	14%	224
High school or less	50%	33%	7%	10%	74
Some college	50%	32%	2%	16%	79
College graduate	37%	52%	1%	10%	164
Post-graduate	36%	50%	1%	13%	91
Likely Primary Voter	44%	46%	3%	7%	326
Non-Likely Primary Voter	28%	39%	3%	29%	81
North Country	30%	39%	5%	26%	38
Central / Lakes	46%	45%	3%	7%	64
Connecticut Valley	31%	49%	9%	12%	50
Mass Border	42%	45%	2%	11%	109
Seacoast	43%	42%	1%	14%	68
Manchester Area	50%	43%	0%	7%	83
First Cong. Dist	37%	51%	1%	11%	199
Second Cong. Dist	46%	38%	4%	12%	213

US Senate – Jim Rubens vs. Maggie Hassan – Likely Voters

STATEWIDE	<u>Rubens</u> 27%	<u>Hassan</u> 51%	<u>Other</u> 8%	<u>Don't Know</u> 14%	<u>(N)</u> 408
Registered Democrat	3%	91%	1%	4%	97
Registered Undeclared	18%	54%	10%	18%	186
Registered Republican	61%	15%	11%	13%	123
Democrat	3%	86%	2%	8%	187
Independent	19%	42%	11%	27%	59
Republican	59%	14%	13%	14%	155
Definitely Decided	26%	57%	12%	6%	171
Leaning Toward Someone	34%	54%	3%	10%	67
Still Trying to Decide	28%	45%	7%	20%	160
Will Definitely Vote	29%	52%	8%	12%	369
Will Vote Unless Emergency	16%	40%	13%	31%	38
18 to 34	23%	54%	5%	18%	77
35 to 49	32%	45%	8%	15%	103
50 to 64	25%	57%	8%	11%	130
65 and over	31%	49%	9%	11%	87
Male	34%	45%	11%	11%	184
Female	22%	56%	6%	15%	223
High school or less	32%	44%	11%	13%	75
Some college	28%	41%	11%	20%	79
College graduate	27%	55%	7%	11%	161
Post-graduate	22%	60%	6%	12%	88
Likely Primary Voter	30%	51%	9%	10%	325
Non-Likely Primary Voter	15%	53%	6%	26%	78
North Country	19%	55%	7%	20%	38
Central / Lakes	30%	50%	10%	10%	62
Connecticut Valley	22%	51%	9%	19%	50
Mass Border	30%	49%	9%	12%	107
Seacoast	26%	52%	6%	16%	68
Manchester Area	30%	52%	8%	10%	83
First Cong. Dist	22%	58%	6%	15%	199
Second Cong. Dist	33%	44%	10%	13%	209