



University of
New Hampshire

THE WMUR GRANITE STATE POLL



July 20, 2016

AYOTTE AND HASSAN REMAIN DEADLOCKED IN NH SENATE RACE

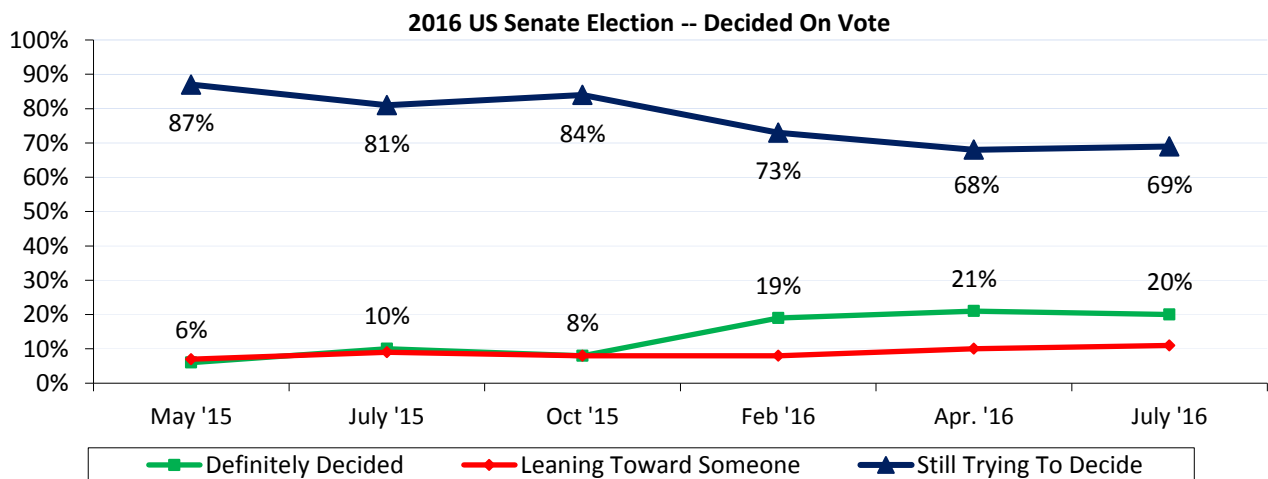
By: Andrew E. Smith, Ph.D.
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UNH Survey Center
603/862-2226
www.unh.edu/survey-center

DURHAM, NH – Incumbent Senator Kelly Ayotte and Governor Maggie Hassan remain deadlocked for New Hampshire’s U.S. Senate seat. Most voters have not yet decided who they will vote for in the Senate election.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and thirty-two (532) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 9 and July 18, 2016. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred and sixty-nine (469) likely 2016 general election voters (MSE = +/- 4.5%).

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, because the election is months away, few likely voters have finally decided on who they will support -- just 20% of likely voters say they have definitely decided, 11% are leaning toward a candidate, and 69% are still trying to decide.

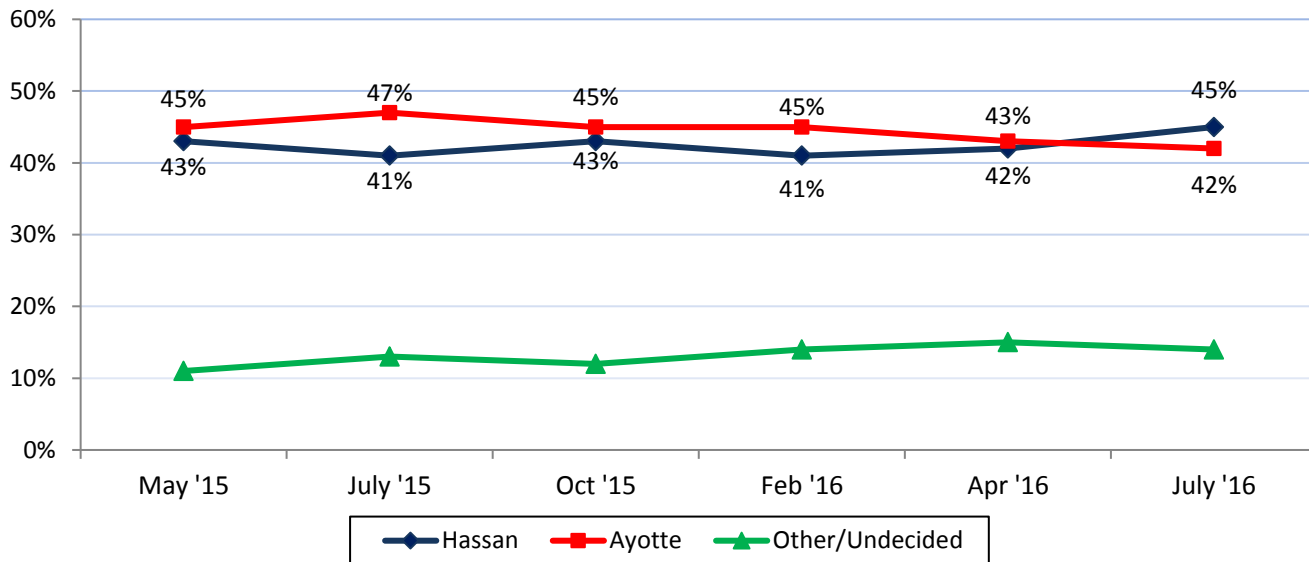


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

2016 US Senate Election – Ayotte vs. Hassan

If the 2016 Senate election was held today, 45% of likely voters say they would vote for Hassan, 42% would vote for Ayotte, 3% would vote for someone else and 11% are undecided. Support for Hassan has increased three percentage points since February. Ayotte and Hassan hold wide leads among members of their parties; Ayotte leads among Republicans 77%-9% and Hassan leads among Democrats 84%-1%.

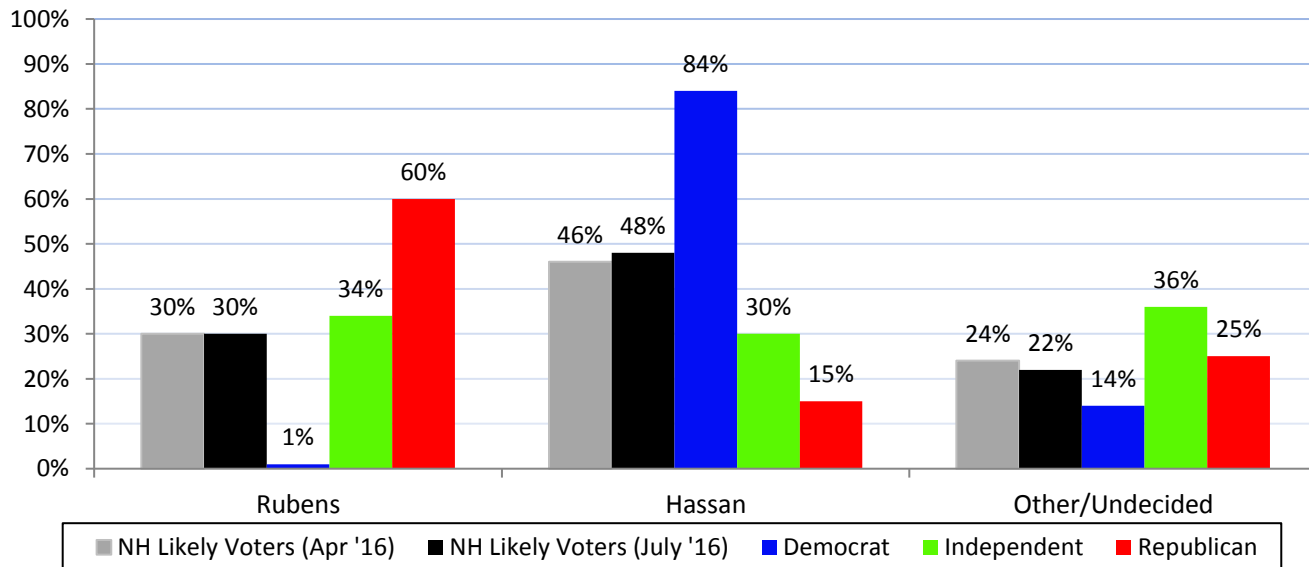
US Senate - Ayotte vs. Hassan



2016 US Senate Election – Rubens vs. Hassan

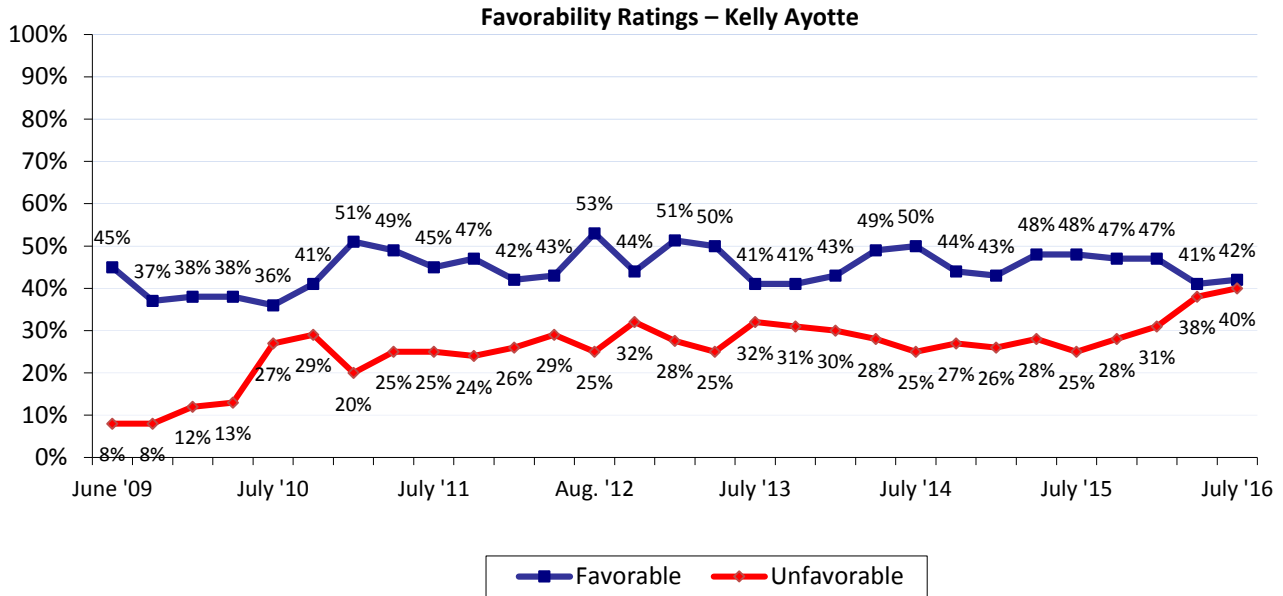
Former New Hampshire state senator Jim Rubens (R-Hanover), who lost to Scott Brown in the 2014 Republican primary for Senate, has decided to challenge Ayotte for the Republican nomination. If an election between Rubens and Hassan was held today, 48% of likely voters say they would vote for Hassan, 30% would vote for Rubens, 6% would vote for someone else and 16% are undecided. Hassan has a wide lead among Democrats (84%-1%) while Rubens has a 60%-15% lead among Republicans and a slight advantage (34%-30%) among Independents.

US Senate - Rubens vs. Hassan



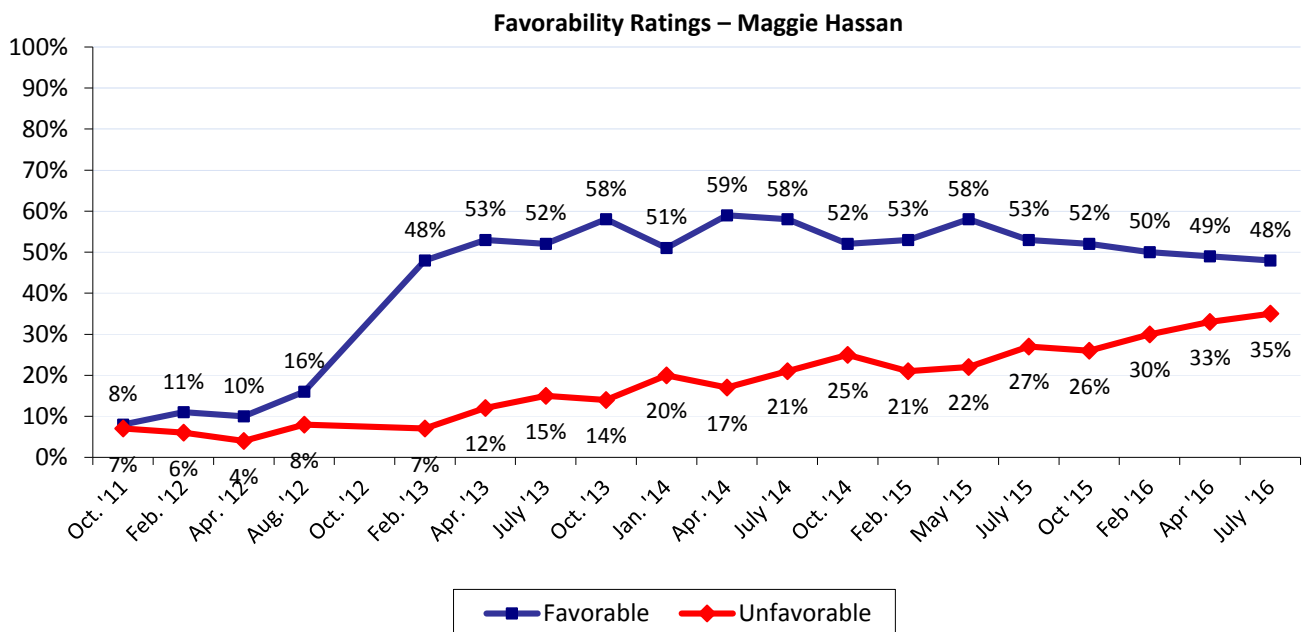
Favorability Ratings – Senator Kelly Ayotte

Senator Ayotte has become less popular in recent months -- currently, 42% of New Hampshire adults have a favorable opinion of Ayotte, 40% have an unfavorable opinion of her, 7% are neutral and 11% don't know enough about her to say. Ayotte's net favorability rating is +2%, which is down slightly from +3% in April. She remains very popular among Republicans (net favorability rating of +47%), somewhat popular among Independents (+10%) and very unpopular among Democrats (-42%). Ayotte's net favorability among 2016 likely voters is +3%.



Favorability Ratings – Governor Maggie Hassan

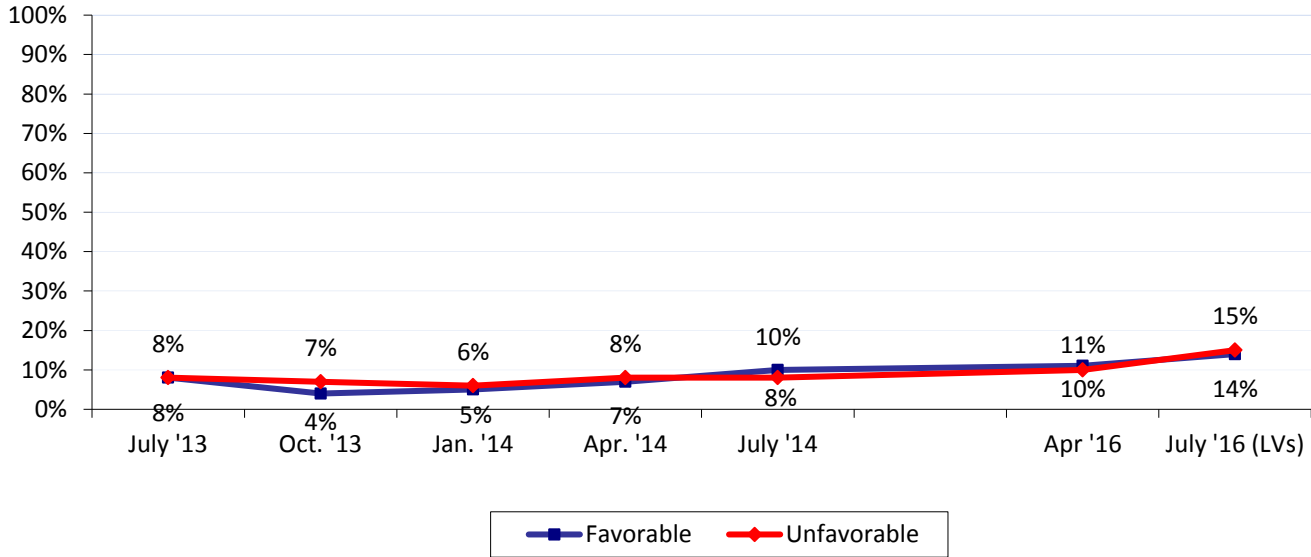
Governor Hassan has remained popular entering the election cycle -- 48% of New Hampshire adults say they have a favorable opinion of Hassan, 35% have an unfavorable opinion, 6% are neutral, and 11% say they don't know enough about her to say. Hassan's net favorability rating, is +13%, down slightly from +16% in April. Hassan is very popular among Democrats (+71% net favorable), unpopular among Independents (-12%) and very unpopular among Republicans (-42%). Hassan's net favorability among 2016 likely voters is +9%.



Favorability Ratings – Jim Rubens

Jim Rubens remains largely unknown in the Granite State. Currently, only 14% of New Hampshire likely voters have a favorable opinion of Rubens, 15% have an unfavorable opinion, 9% are neutral and 62% don't know enough to say. Rubens' net favorability rating is -1%.

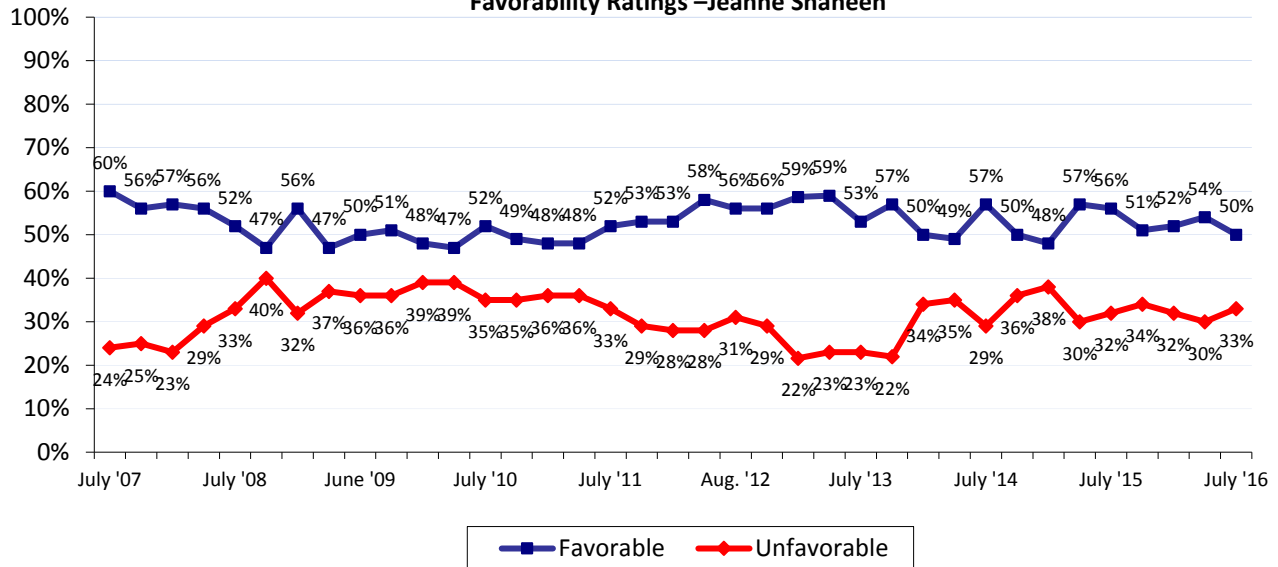
Favorability Ratings - Jim Rubens



Favorability Ratings – Senator Jeanne Shaheen

Senior senator Jeanne Shaheen remains popular in the Granite State. Currently, 50% of New Hampshire adults say they have a favorable opinion of Shaheen, 33% have an unfavorable opinion of her, 6% are neutral and 11% don't know enough about her to say. Shaheen's net favorability rating, is +17%, down from +24% in April. Shaheen is very popular among Democrats (net +68%), somewhat unpopular among independents (-7%) and unpopular among Republicans (-31%).

Favorability Ratings –Jeanne Shaheen



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 thirty-two (532) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between July 9 and July 18, 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 +/- 4.2 percent for the entire sample. Included were four hundred sixty-nine (469) likely 2016 general election voters (MSE +/- 4.5%). 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 Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Poll, July 2016 Demographics

Sex	N	%	Region	N	%
Male	260	49%	North Country	44	8%
Female	272	51%	Central/Lakes	100	19%
			Connecticut Valley	85	16%
Age	N	%	Mass Border	140	26%
18 to 34	132	27%	Seacoast	85	16%
35 to 49	127	26%	Manchester Area	78	15%
50 to 64	148	30%			
65 and Over	88	18%	Party Registration	N	%
			Democrat	139	26%
Highest Level of Education	N	%	Undeclared/Not Reg.	252	48%
High School or Less	101	20%	Republican	139	26%
Some College	123	23%			
College Graduate	159	31%	Party Identification	N	%
Post-Graduate	131	26%	Democrat	226	44%
			Independent	87	17%
			Republican	195	38%

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

Sex	N	%	Region	N	%
Male	223	48%	North Country	34	7%
Female	246	52%	Central/Lakes	95	20%
			Connecticut Valley	74	16%
Age	N	%	Mass Border	121	26%
18 to 34	106	24%	Seacoast	79	17%
35 to 49	116	26%	Manchester Area	66	14%
50 to 64	136	31%			
65 and Over	83	19%	Party Registration	N	%
			Democrat	125	27%
Highest Level of Education	N	%	Undeclared/Not Reg.	209	45%
High School or Less	83	18%	Republican	133	29%
Some College	102	22%			
College Graduate	146	32%	Party Identification	N	%
Post-Graduate	124	27%	Democrat	201	45%
			Independent	63	14%
			Republican	186	41%

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>
July '16	50%	6%	33%	11%	+17%	(532)
Apr '16	54%	7%	30%	9%	+24%	(619)
Feb '16	52%	8%	32%	7%	+20%	(686)
Oct '15	51%	5%	34%	10%	+17%	(583)
July '15	56%	5%	32%	6%	+24%	(530)
May '15	57%	5%	30%	8%	+27%	(567)
Feb. '15	48%	8%	38%	6%	+10%	(509)
Oct. '14	50%	6%	36%	9%	+14%	(680)
July '14	57%	5%	29%	9%	+28%	(668)
Apr. '14	49%	7%	35%	9%	+14%	(505)
Jan. '14	50%	7%	34%	9%	+16%	(581)
Oct. '13	57%	6%	22%	15%	+35%	(662)
July '13	53%	8%	23%	16%	+30%	(512)
Apr. '13	59%	6%	23%	12%	+36%	(504)
Feb. '13	59%	9%	22%	11%	+37%	(580)
Oct. '12	56%	4%	29%	11%	+27%	(588)
Aug. '12	56%	4%	31%	9%	+25%	(580)
Apr. '12	58%	6%	28%	8%	+30%	(533)
Feb. '12	53%	7%	28%	12%	+25%	(527)
Oct. '11	53%	9%	29%	9%	+24%	(554)
July '11	52%	7%	33%	8%	+19%	(511)
Apr. '11	48%	7%	36%	9%	+12%	(503)
Feb. '11	48%	9%	36%	7%	+12%	(519)
Sept. '10	49%	5%	35%	11%	+14%	(515)
July '10	52%	6%	35%	8%	+17%	(503)
Apr. '10	47%	6%	39%	8%	+8%	(511)
Feb. '10	48%	5%	39%	8%	+9%	(496)
Oct. '09	51%	5%	36%	7%	+15%	(502)
Jun. '09	50%	6%	36%	8%	+14%	(557)
Apr. '09	47%	7%	37%	9%	+10%	(503)
Feb. '09	56%	7%	32%	5%	+24%	(617)
Sep. '08	47%	5%	40%	8%	+7%	(522)
July '08	53%	9%	31%	6%	+22%	(472)
Apr. '08	56%	10%	29%	5%	+27%	(500)
Feb. '08	57%	13%	23%	7%	+34%	(555)
Sept. '07	56%	11%	25%	8%	+31%	(506)
July '07	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>
July '16	42%	7%	40%	11%	+2%	(530)
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>
July '16	48%	6%	35%	11%	+13%	(529)
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>
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)

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>
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>
Ayotte	45%	47%	45%	45%	43%	42%
Hassan	43%	41%	43%	41%	42%	45%
Other	2%	1%	1%	4%	5%	3%
Don't know / undecided	9%	12%	11%	10%	10%	11%
(N=)	(501)	(468)	(498)	(597)	(527)	(448)

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>
Rubens	30%	30%
Hassan	46%	48%
Other	7%	6%
Don't know / undecided	17%	16%
(N=)	(523)	(433)

Favorability Rating – Maggie Hassan

STATEWIDE	<u>Favorable</u> 48%	<u>Neutral</u> 6%	<u>Unfavorable</u> 35%	<u>Don't Know</u> 11%	(N) 529
Registered Democrat	80%	3%	8%	9%	138
Registered Undeclared	49%	7%	30%	14%	250
Registered Republican	13%	8%	73%	7%	139
Democrat	77%	5%	6%	12%	223
Independent	33%	4%	45%	17%	87
Republican	22%	8%	64%	5%	195
Liberal	74%	4%	13%	9%	141
Moderate	50%	6%	31%	13%	195
Conservative	21%	7%	65%	7%	147
Likely 2016 Voter	47%	5%	38%	9%	466
Non-Likely 2016 Voter	49%	11%	16%	24%	62
Read Union Leader	43%	7%	45%	4%	80
Read Boston Globe	72%	7%	17%	4%	62
Read Local Newspapers	56%	5%	35%	4%	173
Watch WMUR	52%	5%	37%	6%	284
Listen to NHPR	64%	5%	21%	10%	171
Listen to Conserv. Radio	12%	7%	79%	2%	59
18 to 34	48%	5%	26%	20%	130
35 to 49	50%	5%	35%	10%	127
50 to 64	42%	6%	44%	7%	147
65 and over	58%	7%	30%	5%	88
Male	45%	6%	39%	10%	260
Female	50%	6%	32%	12%	269
High school or less	39%	7%	39%	15%	99
Some college	37%	11%	38%	14%	122
College graduate	49%	4%	37%	10%	159
Post-graduate	64%	3%	27%	6%	131
Attend services 1 or more/week	35%	5%	46%	15%	110
1-2 times a month	43%	10%	37%	9%	42
Less often	53%	8%	31%	8%	152
Never	53%	4%	31%	12%	203
North Country	46%	8%	36%	10%	44
Central / Lakes	39%	5%	48%	7%	100
Connecticut Valley	58%	10%	24%	8%	85
Mass Border	46%	2%	36%	16%	139
Seacoast	53%	8%	27%	11%	85
Manchester Area	45%	5%	38%	12%	76
First Cong. Dist	47%	5%	37%	11%	247
Second Cong. Dist	48%	7%	34%	11%	282

Favorability Rating – Kelly Ayotte

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	42%	7%	40%	11%	530
Registered Democrat	19%	8%	65%	8%	139
Registered Undeclared	40%	7%	39%	15%	250
Registered Republican	70%	7%	16%	7%	139
Democrat	21%	5%	63%	11%	224
Independent	38%	14%	28%	20%	87
Republican	68%	6%	21%	5%	195
Liberal	19%	6%	64%	10%	142
Moderate	43%	5%	40%	13%	195
Conservative	66%	6%	21%	7%	147
Likely 2016 Voter	44%	6%	41%	8%	467
Non-Likely 2016 Voter	29%	11%	27%	33%	62
Read Union Leader	53%	3%	37%	7%	80
Read Boston Globe	28%	2%	64%	5%	63
Read Local Newspapers	43%	4%	48%	5%	173
Watch WMUR	46%	5%	41%	8%	284
Listen to NHPR	31%	5%	53%	12%	171
Listen to Conserv. Radio	72%	7%	19%	2%	59
18 to 34	32%	11%	33%	24%	130
35 to 49	42%	7%	40%	10%	127
50 to 64	48%	5%	42%	5%	147
65 and over	46%	1%	47%	5%	88
Male	44%	8%	37%	11%	260
Female	41%	6%	42%	12%	270
High school or less	46%	10%	30%	15%	99
Some college	40%	7%	34%	19%	123
College graduate	44%	6%	42%	8%	159
Post-graduate	39%	6%	50%	5%	131
Attend services 1 or more/week	44%	2%	43%	11%	111
1-2 times a month	55%	1%	32%	12%	42
Less often	43%	10%	36%	10%	152
Never	37%	8%	43%	12%	203
North Country	39%	3%	44%	14%	44
Central / Lakes	57%	7%	32%	4%	100
Connecticut Valley	31%	13%	46%	10%	85
Mass Border	44%	7%	34%	15%	140
Seacoast	36%	5%	52%	7%	85
Manchester Area	42%	3%	37%	17%	76
First Cong. Dist	40%	7%	43%	10%	247
Second Cong. Dist	44%	6%	37%	12%	283

Favorability Rating – Jim Rubens – Likely Voters

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	14%	9%	15%	62%	467
Registered Democrat	7%	10%	21%	63%	125
Registered Undeclared	12%	8%	12%	68%	207
Registered Republican	22%	10%	13%	55%	133
Democrat	5%	8%	17%	69%	199
Independent	9%	12%	13%	66%	63
Republican	24%	10%	13%	53%	186
Liberal	9%	9%	18%	64%	127
Moderate	12%	10%	13%	65%	168
Conservative	22%	10%	13%	56%	138
Read Union Leader	18%	6%	16%	60%	74
Read Boston Globe	4%	9%	24%	63%	61
Read Local Newspapers	12%	10%	18%	59%	160
Watch WMUR	15%	7%	16%	62%	252
Listen to NHPR	9%	11%	19%	61%	155
Listen to Conserv. Radio	24%	9%	10%	57%	57
18 to 34	9%	9%	12%	69%	104
35 to 49	12%	11%	17%	60%	116
50 to 64	17%	12%	10%	60%	136
65 and over	15%	4%	23%	58%	83
Male	18%	9%	15%	58%	223
Female	10%	9%	14%	66%	244
High school or less	20%	6%	16%	58%	81
Some college	19%	8%	11%	62%	102
College graduate	10%	8%	14%	68%	146
Post-graduate	9%	14%	18%	60%	124
Attend services 1 or more/week	16%	8%	19%	57%	103
1-2 times a month	7%	3%	14%	77%	39
Less often	12%	13%	14%	61%	134
Never	14%	10%	13%	63%	172
North Country	13%	15%	12%	61%	34
Central / Lakes	18%	9%	21%	52%	95
Connecticut Valley	16%	10%	13%	61%	74
Mass Border	14%	9%	9%	68%	121
Seacoast	6%	10%	18%	66%	79
Manchester Area	15%	4%	15%	66%	64
First Cong. Dist	15%	7%	15%	63%	213
Second Cong. Dist	12%	12%	14%	62%	254

Favorability Rating – Jeanne Shaheen

STATEWIDE	<u>Favorable</u> 50%	<u>Neutral</u> 6%	<u>Unfavorable</u> 33%	<u>Don't Know</u> 11%	<u>(N)</u> 532
Registered Democrat	87%	3%	6%	4%	139
Registered Undeclared	47%	6%	30%	17%	252
Registered Republican	18%	9%	67%	6%	139
Democrat	76%	6%	8%	10%	226
Independent	35%	5%	42%	17%	87
Republican	27%	7%	58%	7%	195
Liberal	74%	4%	10%	12%	144
Moderate	56%	7%	25%	12%	195
Conservative	23%	5%	63%	8%	147
Likely 2016 Voter	51%	6%	34%	9%	469
Non-Likely 2016 Voter	45%	7%	24%	23%	62
Read Union Leader	39%	12%	42%	8%	80
Read Boston Globe	75%	5%	12%	8%	63
Read Local Newspapers	53%	7%	30%	10%	173
Watch WMUR	54%	6%	31%	10%	284
Listen to NHPR	69%	5%	20%	6%	171
Listen to Conserv. Radio	14%	1%	80%	5%	59
18 to 34	47%	9%	23%	20%	132
35 to 49	46%	5%	41%	9%	127
50 to 64	50%	6%	35%	9%	148
65 and over	66%	4%	26%	4%	88
Male	47%	4%	37%	11%	260
Female	53%	8%	29%	10%	272
High school or less	34%	12%	43%	11%	101
Some college	43%	4%	37%	16%	123
College graduate	54%	7%	30%	9%	159
Post-graduate	66%	2%	26%	7%	131
Attend services 1 or more/week	36%	5%	50%	9%	111
1-2 times a month	47%	6%	38%	9%	42
Less often	53%	7%	27%	13%	154
Never	58%	6%	26%	10%	203
North Country	45%	3%	34%	18%	44
Central / Lakes	45%	8%	44%	2%	100
Connecticut Valley	61%	1%	28%	10%	85
Mass Border	47%	11%	28%	14%	140
Seacoast	53%	4%	32%	11%	85
Manchester Area	50%	3%	36%	12%	78
First Cong. Dist	49%	5%	36%	11%	249
Second Cong. Dist	51%	7%	31%	11%	283

Firmness of choice for New Hampshire Senate

	<u>Definitely Decided</u> 20%	<u>Leaning Toward Someone</u> 11%	<u>Still Trying To Decide</u> 69%	<u>(N=)</u> 460
STATEWIDE				
Registered Democrat	30%	10%	60%	120
Registered Undeclared	11%	11%	78%	207
Registered Republican	24%	11%	65%	131
Democrat	22%	11%	66%	195
Independent	14%	7%	79%	62
Republican	20%	12%	68%	184
Liberal	25%	9%	66%	128
Moderate	16%	13%	71%	164
Conservative	23%	11%	66%	135
Read Union Leader	26%	17%	57%	73
Read Boston Globe	30%	14%	55%	61
Read Local Newspapers	28%	8%	64%	159
Watch WMUR	23%	12%	65%	251
Listen to NHPR	25%	14%	61%	151
Listen to Conserv. Radio	24%	16%	60%	57
18 to 34	6%	6%	88%	101
35 to 49	20%	10%	70%	114
50 to 64	24%	11%	65%	135
65 and over	30%	19%	51%	82
Male	20%	13%	67%	222
Female	20%	9%	71%	237
High school or less	5%	12%	84%	79
Some college	18%	13%	69%	99
College graduate	20%	14%	66%	144
Post-graduate	31%	5%	65%	124
Attend services 1 or more/week	24%	10%	66%	103
1-2 times a month	17%	12%	71%	39
Less often	19%	13%	69%	132
Never	18%	10%	72%	167
North Country	21%	24%	56%	33
Central / Lakes	20%	8%	72%	91
Connecticut Valley	23%	15%	61%	73
Mass Border	17%	10%	73%	119
Seacoast	20%	6%	74%	77
Manchester Area	20%	9%	71%	65
First Cong. Dist	19%	11%	71%	208
Second Cong. Dist	21%	11%	68%	251

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%	45%	3%	11%	448
Registered Democrat	5%	86%	1%	8%	123
Registered Undeclared	37%	46%	5%	12%	194
Registered Republican	83%	4%	3%	10%	129
Democrat	6%	84%	2%	8%	194
Independent	50%	26%	6%	18%	62
Republican	77%	9%	4%	10%	176
Liberal	9%	85%	1%	5%	124
Moderate	35%	45%	4%	16%	160
Conservative	79%	9%	5%	8%	135
Favorable of Ayotte	98%	1%	0%	1%	135
Favorable of Hassan	1%	95%	0%	4%	150
Favorable of Both	40%	41%	0%	19%	69
Favorable of Neither	28%	29%	15%	29%	93
Read Union Leader	51%	39%	0%	10%	73
Read Boston Globe	17%	71%	2%	9%	61
Read Local Newspapers	40%	49%	6%	6%	153
Watch WMUR	42%	45%	4%	9%	244
Listen to NHPR	24%	61%	3%	13%	150
Listen to Conserv. Radio	87%	6%	3%	3%	55
18 to 34	27%	58%	3%	12%	95
35 to 49	42%	44%	1%	13%	112
50 to 64	49%	35%	7%	10%	132
65 and over	42%	52%	2%	5%	81
Male	48%	40%	2%	10%	211
Female	36%	49%	4%	11%	237
High school or less	53%	30%	4%	12%	73
Some college	49%	41%	3%	7%	95
College graduate	42%	45%	3%	10%	143
Post-graduate	26%	59%	3%	12%	123
Attend services 1 or more/week	51%	33%	6%	10%	101
1-2 times a month	49%	48%	0%	3%	39
Less often	40%	46%	2%	12%	126
Never	33%	53%	3%	11%	165
North Country	43%	46%	3%	8%	34
Central / Lakes	54%	37%	4%	5%	92
Connecticut Valley	31%	54%	3%	12%	73
Mass Border	47%	37%	2%	14%	113
Seacoast	33%	53%	3%	11%	76
Manchester Area	36%	48%	4%	13%	60
First Cong. Dist	39%	48%	3%	10%	202
Second Cong. Dist	44%	42%	3%	11%	246

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

STATEWIDE	<u>Rubens</u> 30%	<u>Hassan</u> 48%	<u>Other</u> 6%	<u>Don't Know</u> 16%	<u>(N)</u> 433
Registered Democrat	3%	84%	0%	13%	123
Registered Undeclared	25%	52%	6%	18%	186
Registered Republican	65%	7%	12%	16%	122
Democrat	1%	84%	1%	13%	192
Independent	34%	30%	7%	29%	53
Republican	60%	15%	11%	14%	173
Liberal	9%	76%	1%	14%	123
Moderate	21%	55%	6%	18%	154
Conservative	60%	15%	11%	14%	131
Read Union Leader	31%	50%	9%	10%	73
Read Boston Globe	7%	76%	2%	15%	60
Read Local Newspapers	27%	56%	6%	11%	153
Watch WMUR	30%	49%	6%	14%	235
Listen to NHPR	12%	66%	3%	19%	148
Listen to Conserv. Radio	65%	7%	8%	20%	53
18 to 34	27%	51%	5%	17%	95
35 to 49	31%	47%	2%	20%	108
50 to 64	35%	42%	10%	13%	126
65 and over	21%	63%	5%	11%	78
Male	39%	44%	4%	13%	209
Female	21%	52%	8%	19%	224
High school or less	43%	33%	7%	17%	73
Some college	40%	38%	8%	14%	96
College graduate	26%	52%	4%	18%	136
Post-graduate	18%	64%	6%	12%	116
Attend services 1 or more/week	38%	36%	10%	16%	97
1-2 times a month	22%	58%	9%	11%	34
Less often	28%	49%	6%	18%	127
Never	27%	56%	3%	14%	159
North Country	37%	48%	5%	11%	34
Central / Lakes	39%	37%	11%	13%	86
Connecticut Valley	18%	59%	4%	20%	72
Mass Border	33%	46%	2%	18%	112
Seacoast	26%	53%	3%	17%	74
Manchester Area	24%	53%	10%	13%	55
First Cong. Dist	31%	49%	5%	15%	197
Second Cong. Dist	29%	48%	6%	17%	235