



University of  
New Hampshire

# THE WMUR GRANITE STATE POLL



March 3, 2016

## AYOTTE AND HASSAN DEADLOCKED IN NH

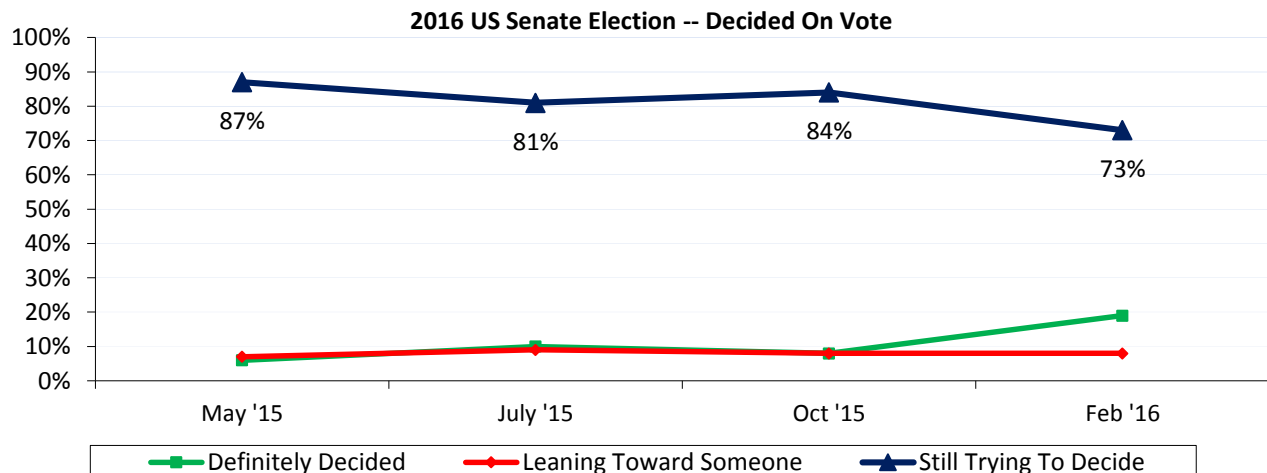
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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH – Incumbent Senator Kelly Ayotte and Governor Maggie Hassan are locked in a close race for New Hampshire’s U.S. Senate seat although few voters have decided who they will support. Both Hassan and Ayotte are popular among Granite State residents entering the campaign.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Six hundred and eighty-seven (687) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 20 and February 28, 2016. The margin of sampling error for the survey is +/- 3.7 percent. Included were six hundred and twenty-eight (628) likely 2016 general election voters (MSE = +/- 3.9%).

### 2016 US Senate Election

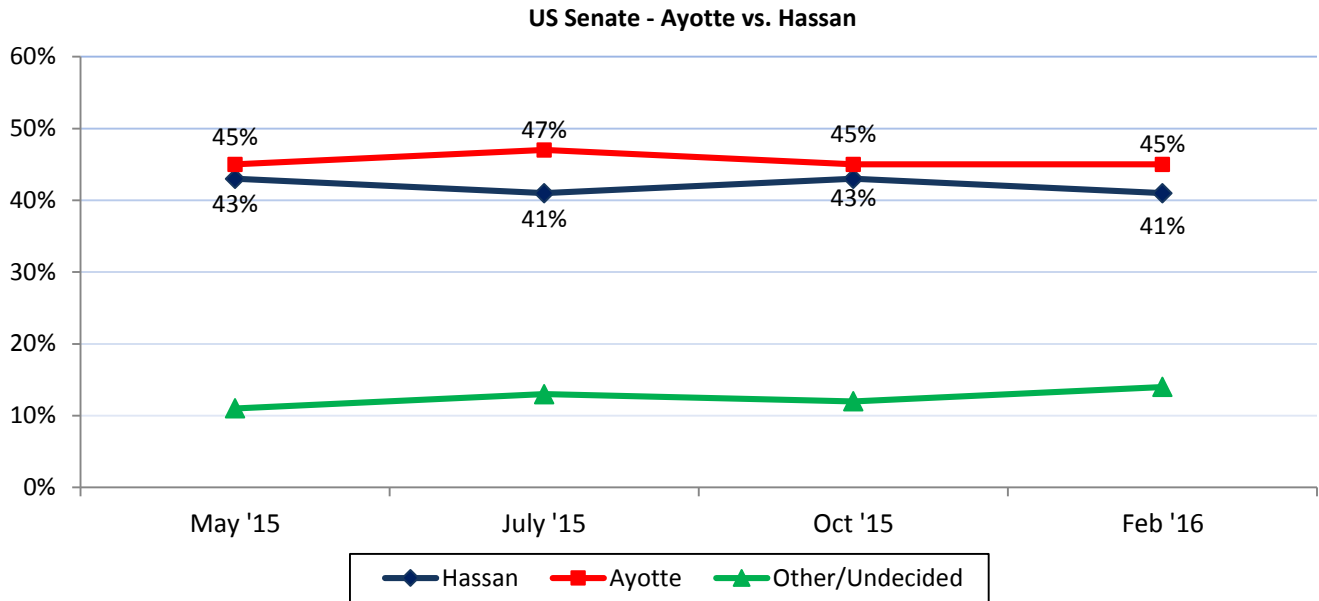
This year’s New Hampshire Senate race, between incumbent Senator Kelly Ayotte and Governor Maggie Hassan will be one of the most closely watched races in the nation and likely the most expensive election in New Hampshire history. However, because the election is months away, very few likely voters have decided on who they will support -- just 19% of likely voters say they have definitely decided, 8% are leaning toward a candidate, and 73% 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.

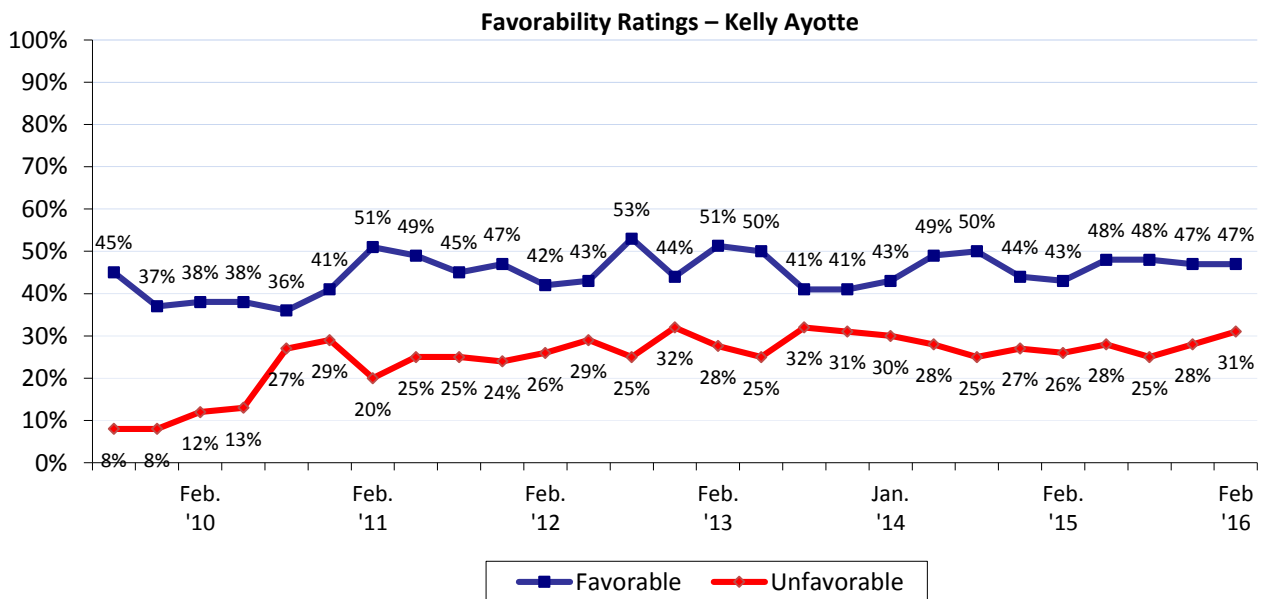
### 2016 US Senate Election – Ayotte vs. Hassan

If the 2016 senate election was held today, 45% of likely voters say they would vote for Ayotte, 41% would vote for Hassan, 4% would vote for someone else and 10% are undecided. These figures have are largely unchanged since May 2015. Ayotte and Hassan hold wide leads among members of their party, Ayotte leads among Republicans 84%-7% and Hassan leads among Democrats 77%-10%, but Ayotte has a 49%-25% edge among Independents.



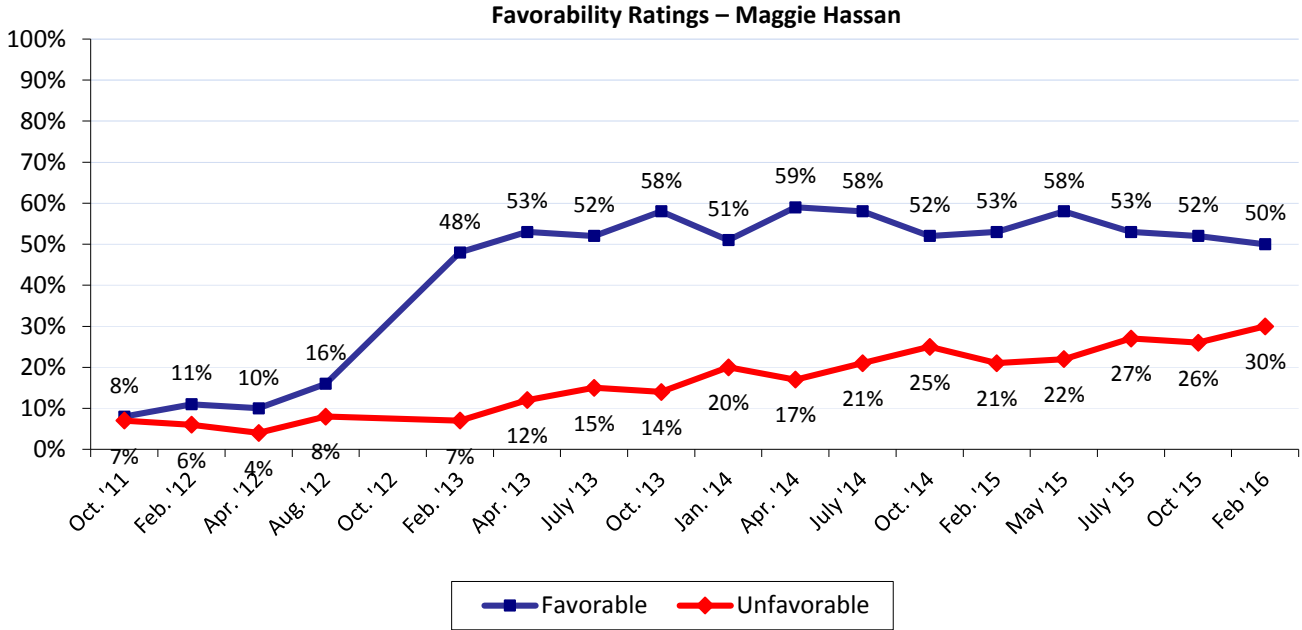
### Favorability Ratings – Senator Kelly Ayotte

Senator Ayotte is popular in New Hampshire -- currently, 47% of New Hampshire adults have a favorable opinion of Ayotte, 31% have an unfavorable opinion of her, 9% are neutral and 13% don't know enough about her to say. Ayotte's net favorability rating is +16%, down slightly from +19% in October. She remains very popular among Republicans (net favorability rating of +52%), popular among Independents (+22%) and unpopular among Democrats (-22%).



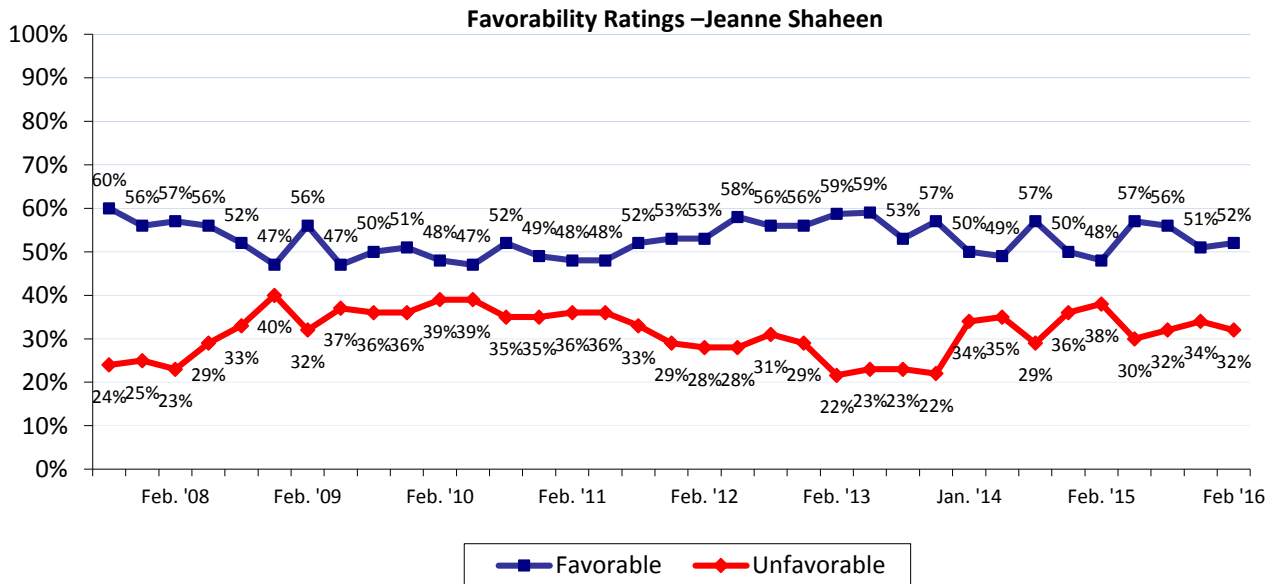
### Favorability Ratings – Governor Maggie Hassan

Governor Hassan enters the Senate race popular in the Granite State -- 50% of New Hampshire adults say they have a favorable opinion of Hassan, 30% have an unfavorable opinion, 10% are neutral, and 10% say they don't know enough about her to say. Hassan's net favorability rating, is +20%, down from +26% in October. Hassan is very popular among Democrats (+60% net favorable), popular among Independents (+16%), but unpopular among Republicans (-19%).



### Favorability Ratings – 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, 32% have an unfavorable opinion of her, 8% are neutral and 7% don't know enough about her to say. Shaheen's net favorability rating, is +20%, up from +17% in October. Shaheen is very popular among Democrats (net +74%), somewhat popular among independents (+8%) and unpopular among Republicans (-30%).



### 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. Six hundred and eighty-seven (687) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between February 20 and February 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 +/- 3.7 percent for the entire sample. Included were six hundred twenty-eight (628) likely 2016 general election voters (MSE +/- 3.9%). 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, February 2016 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>336</b>	<b>49%</b>	North Country	<b>58</b>	<b>9%</b>
Female	<b>351</b>	<b>51%</b>	Central/Lakes	<b>111</b>	<b>16%</b>
			Connecticut Valley	<b>102</b>	<b>15%</b>
			Mass Border	<b>177</b>	<b>26%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Seacoast	<b>131</b>	<b>19%</b>
18 to 34	<b>175</b>	<b>26%</b>	Manchester Area	<b>108</b>	<b>16%</b>
35 to 49	<b>179</b>	<b>27%</b>			
50 to 64	<b>190</b>	<b>29%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
65 and Over	<b>119</b>	<b>18%</b>	Democrat	<b>165</b>	<b>24%</b>
			Undeclared/Not Reg.	<b>336</b>	<b>49%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Republican	<b>180</b>	<b>26%</b>
High School or Less	<b>128</b>	<b>19%</b>			
Some College	<b>181</b>	<b>27%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
College Graduate	<b>221</b>	<b>32%</b>	Democrat	<b>278</b>	<b>42%</b>
Post-Graduate	<b>153</b>	<b>22%</b>	Independent	<b>138</b>	<b>21%</b>
			Republican	<b>244</b>	<b>37%</b>

**Granite State Poll, February 2016 - Likely Presidential Election Voter Demographics**

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>299</b>	<b>48%</b>	North Country	<b>50</b>	<b>8%</b>
Female	<b>329</b>	<b>52%</b>	Central/Lakes	<b>103</b>	<b>17%</b>
			Connecticut Valley	<b>92</b>	<b>15%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	<b>156</b>	<b>25%</b>
18 to 34	<b>151</b>	<b>25%</b>	Seacoast	<b>125</b>	<b>20%</b>
35 to 49	<b>157</b>	<b>26%</b>	Manchester Area	<b>101</b>	<b>16%</b>
50 to 64	<b>186</b>	<b>31%</b>			
65 and Over	<b>115</b>	<b>19%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	<b>162</b>	<b>26%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared/Not Reg.	<b>285</b>	<b>45%</b>
High School or Less	<b>106</b>	<b>17%</b>	Republican	<b>176</b>	<b>28%</b>
Some College	<b>157</b>	<b>25%</b>			
College Graduate	<b>214</b>	<b>34%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	<b>149</b>	<b>24%</b>	Democrat	<b>268</b>	<b>44%</b>
			Independent	<b>114</b>	<b>19%</b>
			Republican	<b>230</b>	<b>38%</b>

### Favorability Rating – Senator Jeanne Shaheen

“Next, I’d like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person – or if you have never heard of him or her. 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>Feb ‘16</b>	<b>52%</b>	<b>8%</b>	<b>32%</b>	<b>7%</b>	<b>+20%</b>	<b>(686)</b>
<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 – Senator Kelly Ayotte**

“Next, I’d like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person – or if you have never heard of him or her. 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>Feb ‘16</b>	<b>47%</b>	<b>9%</b>	<b>31%</b>	<b>13%</b>	<b>+16%</b>	<b>(683)</b>
<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)

### Favorability Ratings – Maggie Hassan

“Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Governor Maggie Hassan.”  
(Prior to Feb. 2013, referred to as “Former State Senator Maggie Hassan.”)

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

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

“I know that it is early, but 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>
<b>Feb '16</b>	<b>19%</b>	<b>8%</b>	<b>73%</b>	<b>(588)</b>
<b>Oct '15</b>	8%	8%	84%	(506)
<b>July '15</b>	10%	9%	81%	(464)
<b>May '15</b>	6%	7%	87%	(518)

### US Senate – Ayotte vs. Hassan

“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>
Ayotte	45%	47%	45%	<b>45%</b>
Hassan	43%	41%	43%	<b>41%</b>
Other	2%	1%	1%	<b>4%</b>
Don't know / undecided	9%	12%	11%	<b>10%</b>
(N=)	(501)	(468)	(498)	<b>(597)</b>



**Favorability Rating – Senator Jeanne Shaheen**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>52%</b>	<b>8%</b>	<b>32%</b>	<b>7%</b>	<b>686</b>
Registered Democrat	84%	4%	8%	5%	165
Registered Undeclared	53%	10%	32%	5%	253
Registered Republican	26%	11%	55%	8%	180
Democrat	82%	6%	8%	5%	278
Independent	44%	10%	36%	10%	137
Republican	26%	11%	56%	7%	244
Liberal	75%	5%	12%	8%	166
Moderate	59%	12%	24%	5%	274
Conservative	24%	7%	63%	6%	177
Likely 2016 Voter	53%	9%	32%	6%	628
Non-Likely 2016 Voter	43%	4%	30%	22%	58
Union household	62%	12%	23%	4%	110
Non-union	51%	8%	34%	7%	570
Read Union Leader	47%	9%	41%	3%	127
Read Boston Globe	66%	9%	25%	1%	75
Read Local Newspapers	57%	8%	31%	4%	246
Watch WMUR	52%	10%	35%	4%	405
Listen to NHPR	66%	7%	21%	6%	199
Listen to Conserv. Radio	25%	16%	58%	2%	49
18 to 34	54%	9%	27%	10%	175
35 to 49	50%	10%	35%	6%	178
50 to 64	50%	9%	35%	6%	190
65 and over	62%	5%	28%	6%	119
Male	48%	8%	36%	8%	335
Female	57%	9%	28%	6%	351
High school or less	49%	5%	30%	15%	127
Some college	41%	6%	43%	10%	181
College graduate	57%	11%	28%	4%	221
Post-graduate	61%	11%	26%	1%	153
Attend services 1 or more/week	41%	14%	37%	8%	96
1-2 times a month	53%	12%	32%	2%	80
Less often	51%	6%	38%	4%	204
Never	58%	7%	25%	9%	282
North Country	48%	7%	39%	6%	58
Central / Lakes	54%	7%	32%	7%	111
Connecticut Valley	47%	12%	32%	9%	102
Mass Border	51%	8%	32%	10%	176
Seacoast	60%	9%	26%	6%	131
Manchester Area	51%	7%	37%	5%	108
First Cong. Dist	53%	9%	33%	5%	357
Second Cong. Dist	51%	8%	31%	9%	329

**Favorability Rating – Senator Kelly Ayotte**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>47%</b>	<b>9%</b>	<b>31%</b>	<b>13%</b>	<b>683</b>
Registered Democrat	22%	9%	55%	14%	165
Registered Undeclared	51%	10%	28%	11%	253
Registered Republican	68%	7%	18%	8%	180
Democrat	28%	9%	50%	13%	278
Independent	48%	13%	26%	12%	137
Republican	67%	6%	15%	12%	244
Liberal	22%	7%	58%	13%	166
Moderate	51%	11%	26%	12%	273
Conservative	68%	6%	16%	10%	177
Likely 2016 Voter	49%	9%	32%	10%	627
Non-Likely 2016 Voter	29%	8%	20%	43%	56
Union household	38%	6%	46%	9%	110
Non-union	49%	9%	28%	14%	569
Read Union Leader	53%	8%	31%	8%	127
Read Boston Globe	47%	5%	43%	4%	75
Read Local Newspapers	48%	7%	38%	7%	246
Watch WMUR	52%	9%	31%	8%	405
Listen to NHPR	37%	6%	44%	13%	199
Listen to Conserv. Radio	51%	12%	28%	10%	49
18 to 34	45%	5%	26%	24%	173
35 to 49	44%	10%	33%	13%	178
50 to 64	48%	12%	32%	7%	190
65 and over	49%	8%	37%	6%	119
Male	51%	7%	28%	14%	335
Female	43%	10%	35%	12%	348
High school or less	47%	12%	20%	21%	126
Some college	49%	6%	25%	20%	181
College graduate	51%	10%	33%	7%	220
Post-graduate	38%	7%	46%	8%	153
Attend services 1 or more/week	54%	12%	25%	10%	96
1-2 times a month	41%	9%	36%	14%	80
Less often	48%	9%	34%	8%	204
Never	46%	8%	31%	16%	280
North Country	53%	9%	30%	8%	57
Central / Lakes	44%	7%	39%	10%	111
Connecticut Valley	41%	8%	34%	18%	102
Mass Border	52%	8%	27%	13%	176
Seacoast	42%	13%	28%	17%	131
Manchester Area	51%	7%	32%	10%	106
First Cong. Dist	49%	10%	29%	13%	355
Second Cong. Dist	45%	7%	34%	13%	328

**Favorability Rating – Governor Maggie Hassan**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>50%</b>	<b><u>Neutral</u></b> <b>10%</b>	<b><u>Unfavorable</u></b> <b>30%</b>	<b><u>Don't Know</u></b> <b>10%</b>	<b><u>(N)</u></b> <b>684</b>
Registered Democrat	78%	6%	11%	5%	165
Registered Undeclared	53%	10%	29%	9%	253
Registered Republican	30%	15%	49%	6%	180
Democrat	73%	8%	13%	6%	278
Independent	47%	10%	31%	12%	136
Republican	29%	13%	48%	11%	244
Liberal	68%	7%	19%	6%	166
Moderate	56%	12%	22%	10%	273
Conservative	29%	10%	53%	8%	177
Likely 2016 Voter	52%	10%	30%	8%	627
Non-Likely 2016 Voter	26%	10%	35%	30%	57
Union household	57%	11%	25%	7%	110
Non-union	48%	10%	32%	10%	568
Read Union Leader	45%	8%	40%	7%	127
Read Boston Globe	61%	8%	24%	7%	75
Read Local Newspapers	55%	10%	27%	8%	246
Watch WMUR	52%	11%	31%	6%	405
Listen to NHRP	62%	8%	22%	7%	198
Listen to Conserv. Radio	24%	14%	59%	3%	49
18 to 34	42%	9%	32%	18%	175
35 to 49	47%	9%	34%	10%	178
50 to 64	54%	12%	30%	5%	190
65 and over	63%	10%	22%	5%	119
Male	48%	9%	34%	10%	334
Female	52%	11%	27%	10%	350
High school or less	45%	12%	31%	12%	126
Some college	39%	9%	41%	12%	181
College graduate	54%	9%	27%	10%	220
Post-graduate	59%	13%	24%	5%	153
Attend services 1 or more/week	44%	9%	39%	8%	95
1-2 times a month	46%	14%	29%	11%	80
Less often	50%	11%	34%	5%	204
Never	54%	8%	26%	12%	282
North Country	53%	14%	31%	2%	57
Central / Lakes	56%	7%	26%	11%	111
Connecticut Valley	44%	9%	36%	11%	102
Mass Border	51%	8%	28%	13%	176
Seacoast	48%	14%	32%	6%	130
Manchester Area	46%	12%	30%	12%	108
First Cong. Dist	46%	12%	33%	9%	356
Second Cong. Dist	54%	7%	28%	11%	328

Firmness of choice for New Hampshire Senate

	<u>Definitely Decided</u>	<u>Leaning Toward Someone</u>	<u>Still Trying To Decide</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>19%</b>	<b>8%</b>	<b>73%</b>	<b>588</b>
Registered Democrat	26%	12%	61%	156
Registered Undeclared	15%	6%	79%	216
Registered Republican	22%	7%	72%	170
Democrat	22%	9%	69%	252
Independent	16%	7%	77%	106
Republican	18%	8%	74%	216
Liberal	24%	12%	64%	148
Moderate	13%	9%	78%	236
Conservative	23%	5%	72%	158
Union household	22%	9%	69%	98
Non-union	19%	8%	73%	488
Read Union Leader	21%	10%	69%	109
Read Boston Globe	28%	16%	55%	74
Read Local Newspapers	23%	8%	69%	229
Watch WMUR	20%	8%	72%	359
Listen to NHPR	28%	8%	64%	170
Listen to Conserv. Radio	41%	8%	51%	45
18 to 34	11%	7%	83%	138
35 to 49	14%	8%	78%	145
50 to 64	22%	9%	69%	179
65 and over	31%	9%	60%	110
Male	21%	9%	70%	282
Female	18%	7%	75%	307
High school or less	18%	6%	76%	98
Some college	17%	7%	76%	149
College graduate	20%	7%	72%	197
Post-graduate	21%	12%	67%	143
Attend services 1 or more/week	19%	6%	75%	84
1-2 times a month	14%	12%	74%	73
Less often	22%	7%	72%	189
Never	18%	8%	73%	229
North Country	19%	7%	74%	46
Central / Lakes	24%	6%	69%	98
Connecticut Valley	17%	12%	71%	89
Mass Border	14%	9%	77%	147
Seacoast	20%	5%	75%	121
Manchester Area	25%	9%	66%	87
First Cong. Dist	18%	6%	76%	307
Second Cong. Dist	21%	10%	69%	282

**US Senate – Kelly Ayotte vs. Maggie Hassan**

	<u>Ayotte</u>	<u>Hassan</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>45%</b>	<b>41%</b>	<b>4%</b>	<b>10%</b>	<b>597</b>
Registered Democrat	8%	79%	6%	7%	160
Registered Undeclared	46%	37%	2%	15%	225
Registered Republican	81%	11%	4%	4%	168
Democrat	10%	77%	5%	8%	261
Independent	49%	25%	4%	22%	109
Republican	84%	7%	3%	6%	213
Liberal	11%	79%	5%	5%	153
Moderate	44%	38%	4%	14%	244
Conservative	79%	12%	4%	5%	158
Favorable of Ayotte	92%	2%	1%	5%	156
Favorable of Hassan	3%	87%	3%	7%	180
Favorable of Both	53%	37%	0%	10%	140
Favorable of Neither	40%	26%	15%	19%	121
Union household	40%	48%	7%	6%	101
Non-union	47%	39%	4%	10%	494
Read Union Leader	51%	34%	4%	10%	109
Read Boston Globe	43%	52%	3%	3%	71
Read Local Newspapers	43%	44%	4%	9%	228
Watch WMUR	50%	40%	3%	7%	363
Listen to NHPR	26%	61%	3%	11%	173
Listen to Conserv. Radio	66%	18%	8%	8%	44
18 to 34	40%	45%	6%	9%	143
35 to 49	48%	31%	7%	13%	147
50 to 64	49%	41%	2%	9%	180
65 and over	40%	51%	2%	7%	111
Male	50%	36%	4%	10%	281
Female	41%	46%	4%	9%	316
High school or less	49%	36%	6%	9%	99
Some college	57%	34%	4%	5%	147
College graduate	42%	40%	4%	14%	206
Post-graduate	35%	53%	3%	10%	143
Attend services 1 or more/week	52%	28%	3%	17%	86
1-2 times a month	47%	39%	3%	10%	77
Less often	48%	37%	6%	8%	189
Never	39%	50%	3%	8%	232
North Country	42%	43%	9%	6%	46
Central / Lakes	49%	45%	2%	4%	100
Connecticut Valley	45%	44%	3%	8%	90
Mass Border	47%	39%	3%	11%	143
Seacoast	45%	39%	5%	11%	121
Manchester Area	39%	38%	7%	16%	95
First Cong. Dist	46%	38%	6%	11%	314
Second Cong. Dist	45%	45%	2%	8%	283