



University of  
New Hampshire

# THE WMUR GRANITE STATE POLL



October 5, 2015

## AYOTTE AND HASSAN DEADLOCKED IN 2016 SENATE MATCHUP

By: Andrew E. Smith, Ph.D.  
Zachary S. Azem, M.A.  
UNH Survey Center  
603/862-2226  
[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

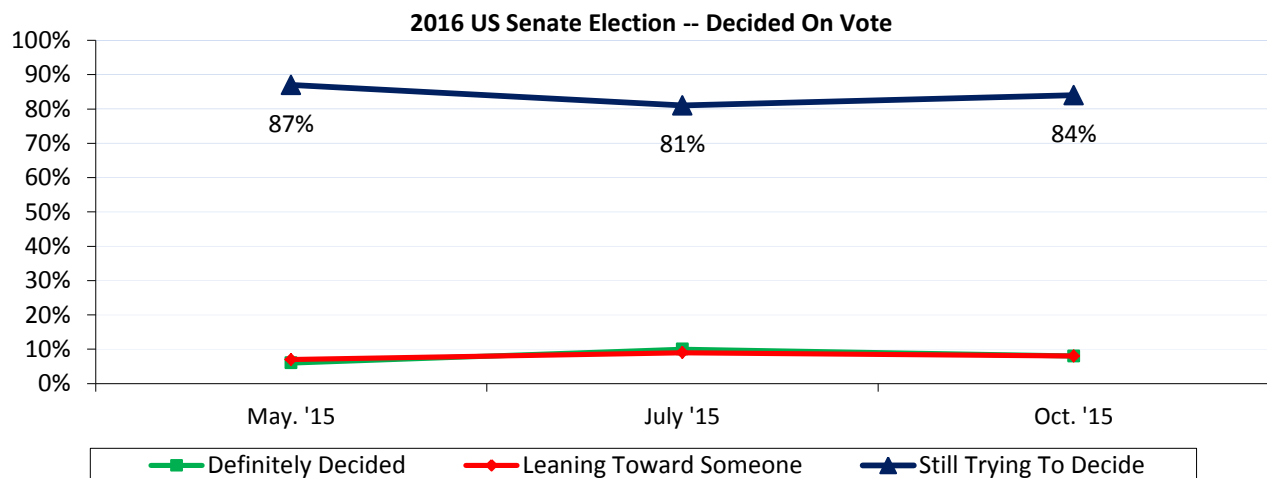
DURHAM, NH – Governor Maggie Hassan, who just announced she will run against incumbent Senator Kelly Ayotte for New Hampshire’s US Senate seat, is deadlocked with Ayotte. Both Hassan and Ayotte are popular among Granite State residents entering the campaign.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and eighty-seven (587) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%).

### 2016 US Senate Election

There had been considerable speculation whether Governor Hassan would run for re-election, or follow former Governor Jeanne Shaheen to try for the US Senate. Hassan’s decision to run for Senate will be more challenging than if she had run for re-election to the corner office as incumbent Republican Kelly Ayotte is far better known and liked than her potential Republican gubernatorial challengers.

Now that both Ayotte and Hassan are announced candidates, the New Hampshire Senate race will be one of the most closely watched races in the country and likely the most expensive election in New Hampshire history. However, because the election is so far away, very few likely voters have decided on who they will support -- just 8% of likely voters say they have definitely decided, 8% are leaning toward a candidate, and 84% are still trying to decide.

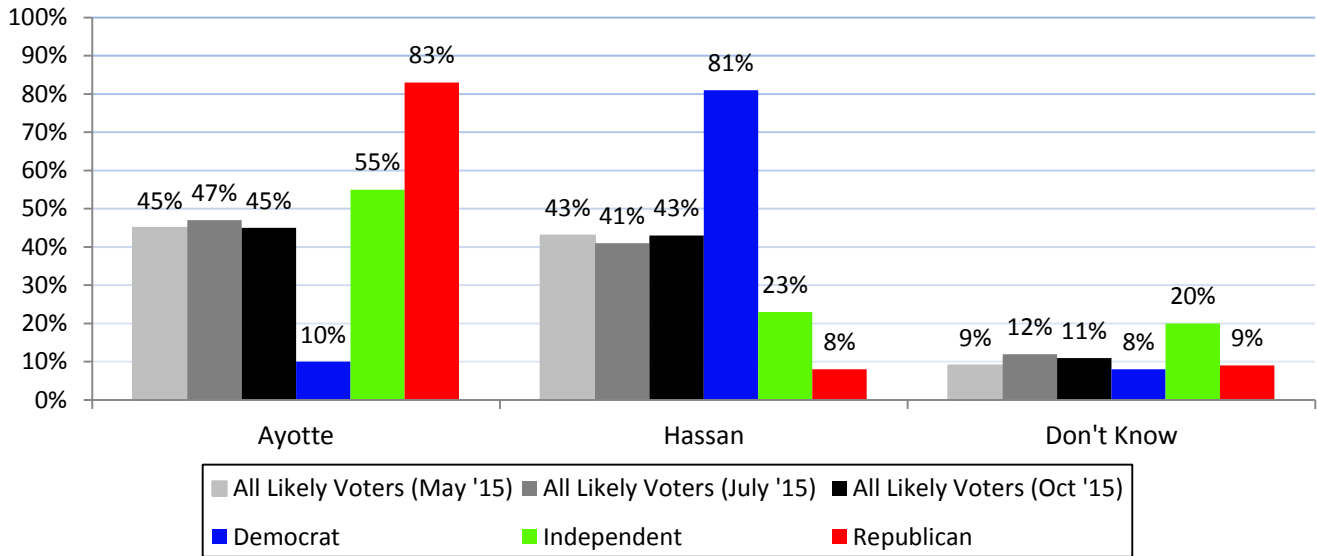


\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

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

If the 2016 senate election was held today and Ayotte and Hassan were the candidates, 45% of likely voters say they would vote for Ayotte, 43% would vote for Hassan, 1% would vote for someone else and 11% are undecided. These figures have stayed steady since May. Ayotte and Hassan hold wide leads among members of their party (Ayotte leads among Republicans 83%-8% and Hassan leads among Democrats 81%-10%) but Ayotte has a 55%-23% edge among Independents. Both candidates are quite popular in the state – 24% of all likely voters have favorable opinions of both Ayotte and Hassan – and among this group, 53% say they would support Ayotte and 34% would support Hassan.

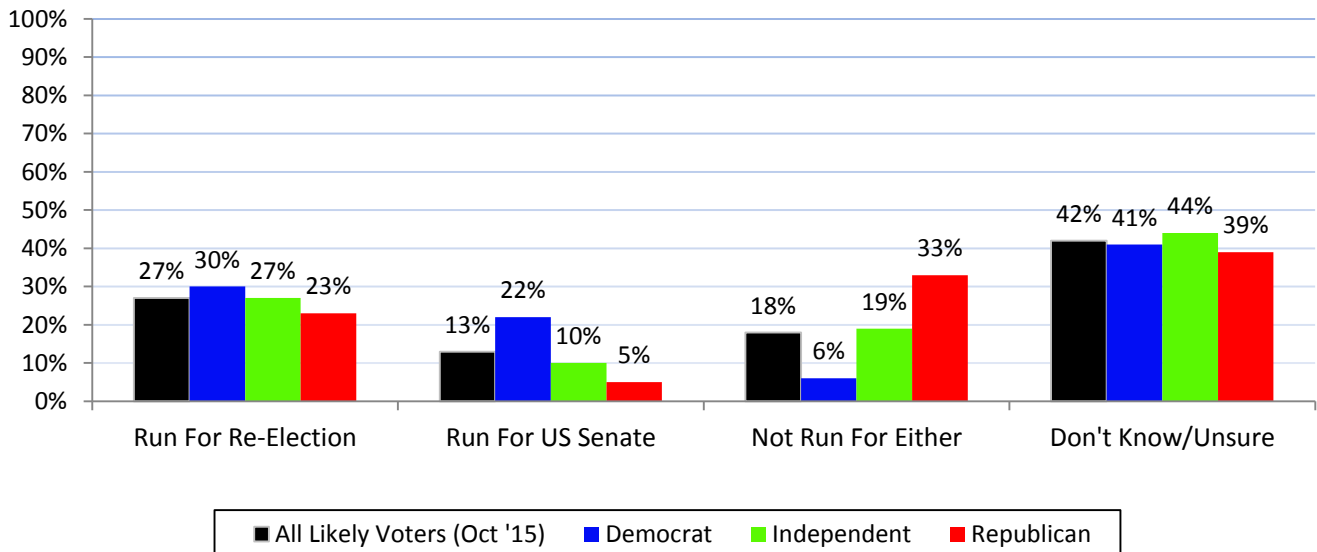
US Senate - Ayotte vs. Hassan



### Public Opinion About What Hassan Should Do in 2016

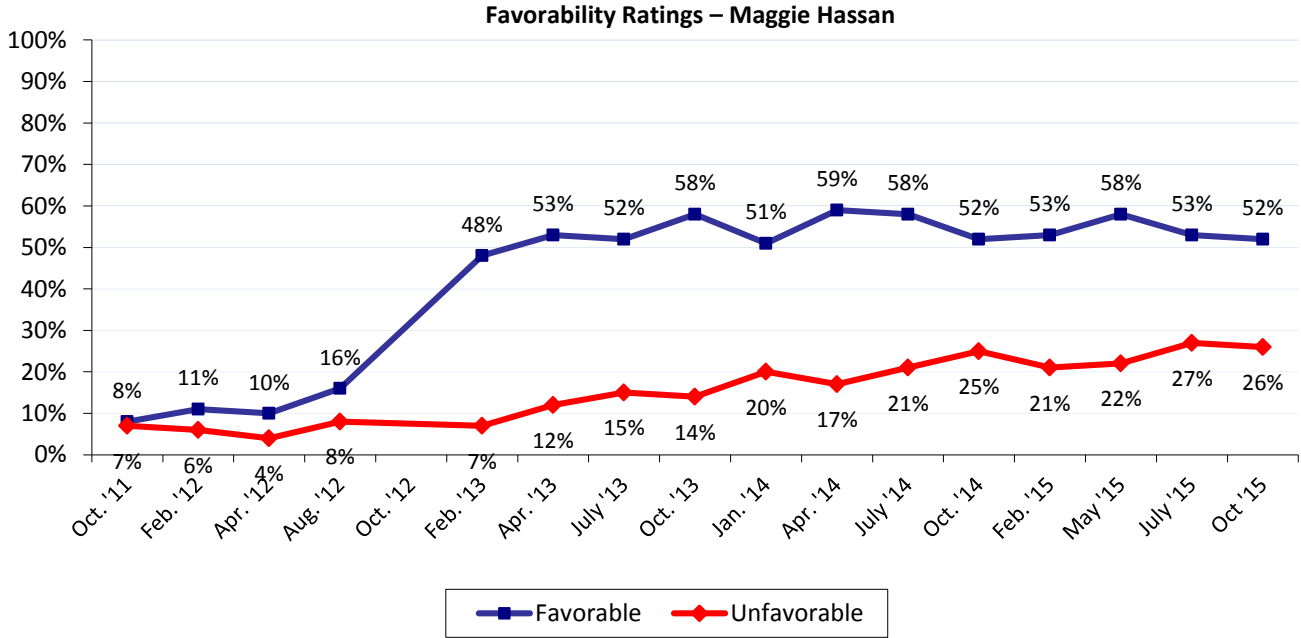
As this poll was in the field prior to Hassan’s announcement, we asked 2016 likely voters if they thought Hassan should run for Governor or the US Senate. Granite State voters were largely divided and unsure as 42% said they didn’t know what she should do, 27% said she should run for re-election for Governor, 18% said she shouldn’t run for anything and 13% said she should run for US Senate. Hassan likely chose the more difficult race as in this poll she led potential Republican candidates for Governor Chris Sununu (51%-35%) and Jeb Bradley (50%-34%) by double digit margins in hypothetical matchups.

What Should Hassan Do in 2016?



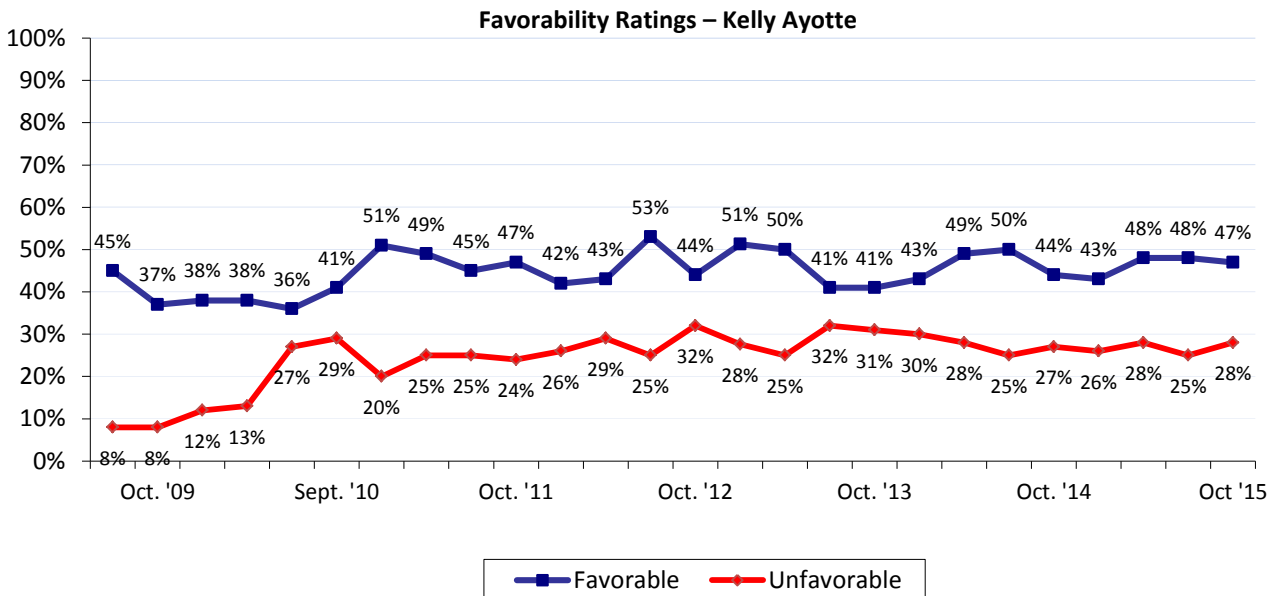
### Favorability Ratings – Governor Maggie Hassan

Governor Hassan enters the Senate race popular in the Granite State -- 52% of New Hampshire adults say they have a favorable opinion of Hassan, 26% have an unfavorable opinion, 8% are neutral, and 14% say they don't know enough about her to say. Hassan's net favorability rating, the percentage having a favorable opinion minus the percentage having an unfavorable opinion, is +26%, which is unchanged since July. Hassan is very popular among Democrats (+71% net favorable), popular among Independents (+28%), but unpopular among Republicans (-28%).



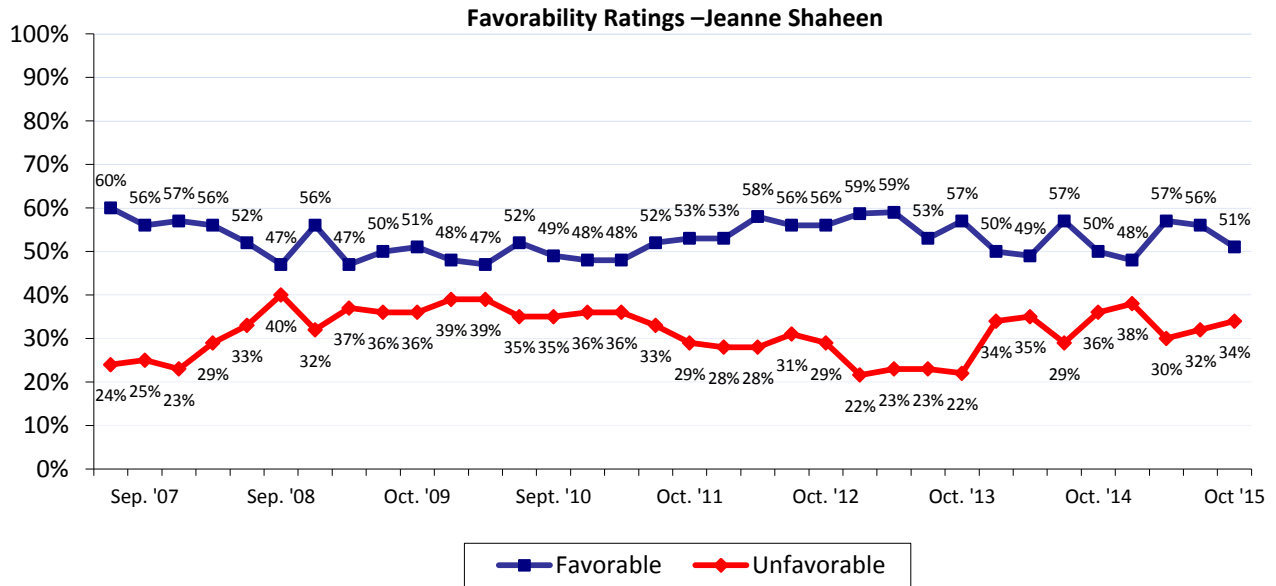
### Favorability Ratings – Senator Kelly Ayotte

Senator Ayotte continues to be popular in New Hampshire -- Currently, 47% of New Hampshire adults have a favorable opinion of Ayotte, 28% have an unfavorable opinion of her, 11% are neutral and 15% don't know enough about her to say. Ayotte's net favorability rating is +19%, down from +23% in July. She remains popular among Republicans (net favorability rating of +48%) and Independents (+38%) and unpopular among Democrats (-17%).



### Favorability Ratings – Jeanne Shaheen

Senior senator Jeanne Shaheen remains popular in the Granite State. Currently, 51% of New Hampshire adults say they have a favorable opinion of Shaheen, 34% have an unfavorable opinion of her, 5% are neutral and 10% don't know enough about her to say. Shaheen's net favorability rating, the percentage who have a favorable opinion of her minus the percentage who have an unfavorable opinion, is +17%, down from +24% in May. Shaheen is very popular among Democrats (net +72%), popular among independents (+20%) and very unpopular among Republicans (-54%).



### Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred and eighty-seven (587) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1% and 1.1% for the sample of likely 2016 general election voters.

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, respondent sex, age, and region of the state. 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, Fall 2015 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>287</b>	<b>49%</b>	North Country	<b>56</b>	<b>9%</b>
Female	<b>300</b>	<b>51%</b>	Central/Lakes	<b>103</b>	<b>18%</b>
			Connecticut Valley	<b>81</b>	<b>14%</b>
			Mass Border	<b>156</b>	<b>27%</b>
			Seacoast	<b>107</b>	<b>18%</b>
			Manchester Area	<b>84</b>	<b>14%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
18 to 34	<b>147</b>	<b>27%</b>	Democrat	<b>128</b>	<b>27%</b>
35 to 49	<b>147</b>	<b>27%</b>	Undeclared	<b>226</b>	<b>48%</b>
50 to 64	<b>161</b>	<b>29%</b>	Republican	<b>116</b>	<b>25%</b>
65 and Over	<b>99</b>	<b>18%</b>			
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
High School or Less	<b>91</b>	<b>16%</b>	Democrat	<b>235</b>	<b>42%</b>
Some College	<b>143</b>	<b>25%</b>	Independent	<b>127</b>	<b>23%</b>
College Graduate	<b>213</b>	<b>37%</b>	Republican	<b>194</b>	<b>35%</b>
Post-Graduate	<b>125</b>	<b>22%</b>			
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>			
10 yrs. Or less	<b>85</b>	<b>15%</b>			
11-20 yrs.	<b>139</b>	<b>25%</b>			
> 20 yrs.	<b>341</b>	<b>60%</b>			

**Granite State Poll, Fall 2015 Demographics – 2016 Likely Voters**

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	251	48%	North Country	46	9%
Female	269	52%	Central/Lakes	96	18%
			Connecticut Valley	72	14%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	139	27%
18 to 34	121	25%	Seacoast	96	18%
35 to 49	128	26%	Manchester Area	71	14%
50 to 64	149	30%			
65 and Over	93	19%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	119	27%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared	206	47%
High School or Less	70	14%	Republican	113	26%
Some College	121	24%			
College Graduate	199	39%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	117	23%	Democrat	214	43%
			Independent	102	20%
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>	Republican	183	37%
10 yrs. Or less	71	14%			
11-20 yrs.	127	25%			
> 20 yrs.	303	60%			

### 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>Oct ‘15</b>	<b>51%</b>	<b>5%</b>	<b>34%</b>	<b>10%</b>	<b>+17%</b>	<b>(583)</b>
<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>Oct ‘15</b>	<b>47%</b>	<b>11%</b>	<b>28%</b>	<b>15%</b>	<b>+21%</b>	<b>(583)</b>
<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>Oct ‘15</b>	<b>52%</b>	<b>8%</b>	<b>26%</b>	<b>14%</b>	<b>+26%</b>	<b>(582)</b>
<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>Oct '15</b>	<b>8%</b>	<b>8%</b>	<b>84%</b>	<b>(506)</b>
<b>July '15</b>	10%	9%	81%	(464)
<b>May '15</b>	6%	7%	87%	(518)

### US Senate – Ayotte vs. Hassan

"If the 2016 Senate election was being held today and the candidates were Kelly Ayotte the Republican and Maggie Hassan, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>May '15</u>	<u>July '15</u>	<u>Oct '15</u>
Ayotte	45%	47%	<b>45%</b>
Hassan	43%	41%	<b>43%</b>
Other	2%	1%	<b>1%</b>
Don't know / undecided	9%	12%	<b>11%</b>
(N=)	(501)	(468)	<b>(498)</b>

### Should Hassan Run for US Senate or Governor In 2016?

"There has been a lot of speculation about whether Maggie Hassan will run for re-election as Governor or run for US Senate against Kelly Ayotte. Do you think Governor Hassan should run for re-election, run for US Senate, or don't you know enough about this to say?"

	<u>Oct '15</u>
Run For Re-Election	<b>27%</b>
Run For US Senate	<b>13%</b>
Not Run For Either	<b>18%</b>
Don't know / undecided	<b>42%</b>
(N=)	<b>(516)</b>

### NH Governor – Sununu vs. Hassan

"If the 2016 Governor election was being held today and the candidates were Chris Sununu the Republican and Maggie Hassan, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>July '15</u>	<u>Oct '15</u>
Sununu	32%	<b>35%</b>
Hassan	48%	<b>51%</b>
Other	0%	<b>2%</b>
Don't know / undecided	20%	<b>12%</b>
(N=)	(464)	<b>(504)</b>

### NH Governor – Bradley vs. Hassan

"If the 2016 Governor election was being held today and the candidates were Jeb Bradley, the Republican and Maggie Hassan, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Oct '15</u>
Bradley	<b>34%</b>
Hassan	<b>50%</b>
Other	<b>1%</b>
Don't know / undecided	<b>16%</b>
(N=)	<b>(505)</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>51%</b>	<b>5%</b>	<b>34%</b>	<b>10%</b>	<b>583</b>
Registered Democrat	88%	2%	5%	5%	128
Registered Undeclared	54%	4%	33%	9%	226
Registered Republican	16%	6%	73%	4%	115
Democrat	79%	3%	7%	10%	234
Independent	51%	5%	31%	13%	125
Republican	17%	6%	71%	6%	193
Liberal	73%	6%	13%	9%	142
Moderate	58%	4%	30%	7%	236
Conservative	19%	5%	65%	11%	135
Support Tea Party	26%	3%	67%	4%	102
Neutral	36%	7%	44%	14%	187
Oppose Tea Party	74%	4%	15%	8%	250
Likely 2016 Voter	53%	5%	34%	8%	518
Non-Likely 2016 Voter	35%	5%	32%	27%	64
Union household	57%	6%	32%	5%	70
Non-union	51%	4%	34%	11%	495
Read Union Leader	46%	4%	50%	1%	130
Read Boston Globe	67%	1%	25%	7%	82
Read Local Newspapers	55%	4%	35%	6%	217
Watch WMUR	52%	5%	37%	6%	322
Listen to NHPR	68%	4%	23%	5%	197
10 yrs or less in NH	46%	3%	31%	21%	84
11 to 20 years	41%	9%	35%	15%	138
More than 20 years	58%	4%	33%	5%	340
18 to 34	45%	4%	36%	15%	146
35 to 49	50%	5%	30%	15%	147
50 to 64	55%	4%	37%	4%	159
65 and over	61%	4%	31%	4%	98
Male	47%	5%	39%	9%	285
Female	55%	4%	29%	12%	299
High school or less	40%	5%	37%	17%	90
Some college	49%	5%	34%	11%	143
College graduate	50%	5%	37%	8%	211
Post-graduate	64%	4%	25%	6%	124
Attend services 1 or more/week	44%	6%	43%	8%	114
1-2 times a month	61%	4%	32%	4%	59
Less often	49%	3%	37%	12%	158
Never	54%	6%	28%	12%	226
North Country	50%	8%	28%	14%	55
Central / Lakes	52%	5%	36%	7%	103
Connecticut Valley	62%	2%	25%	10%	79
Mass Border	47%	5%	38%	11%	156
Seacoast	50%	3%	30%	16%	106
Manchester Area	53%	6%	39%	2%	84
First Cong. Dist	53%	4%	32%	11%	284
Second Cong. Dist	50%	6%	35%	9%	299

**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>11%</b>	<b>28%</b>	<b>15%</b>	<b>583</b>
Registered Democrat	24%	16%	48%	12%	128
Registered Undeclared	49%	7%	32%	12%	226
Registered Republican	74%	6%	15%	5%	115
Democrat	28%	13%	45%	14%	234
Independent	54%	12%	16%	19%	125
Republican	65%	8%	17%	10%	192
Liberal	27%	6%	54%	13%	142
Moderate	53%	11%	24%	11%	236
Conservative	62%	12%	13%	13%	135
Support Tea Party	62%	6%	22%	10%	102
Neutral	53%	13%	10%	24%	187
Oppose Tea Party	36%	11%	47%	6%	250
Likely 2016 Voter	46%	10%	31%	13%	517
Non-Likely 2016 Voter	52%	14%	6%	29%	64
Union household	47%	14%	30%	9%	70
Non-union	47%	10%	28%	15%	494
Read Union Leader	53%	15%	28%	4%	130
Read Boston Globe	35%	10%	39%	15%	82
Read Local Newspapers	48%	16%	31%	5%	217
Watch WMUR	50%	11%	29%	9%	322
Listen to NHPR	42%	12%	38%	8%	197
10 yrs or less in NH	44%	7%	21%	28%	84
11 to 20 years	42%	11%	30%	17%	137
More than 20 years	49%	12%	29%	10%	340
18 to 34	45%	12%	16%	27%	146
35 to 49	41%	11%	32%	15%	146
50 to 64	53%	8%	33%	6%	159
65 and over	47%	12%	33%	7%	98
Male	50%	10%	28%	13%	285
Female	44%	12%	27%	17%	298
High school or less	46%	19%	21%	14%	90
Some college	54%	12%	18%	16%	143
College graduate	46%	7%	32%	16%	210
Post-graduate	42%	11%	38%	10%	124
Attend services 1 or more/week	53%	10%	26%	11%	114
1-2 times a month	55%	6%	21%	18%	59
Less often	49%	9%	29%	12%	158
Never	40%	13%	31%	16%	226
North Country	54%	6%	25%	15%	55
Central / Lakes	43%	17%	35%	5%	102
Connecticut Valley	43%	13%	28%	16%	79
Mass Border	47%	9%	27%	16%	156
Seacoast	47%	10%	19%	24%	106
Manchester Area	49%	8%	33%	9%	84
First Cong. Dist	49%	8%	26%	17%	284
Second Cong. Dist	45%	13%	29%	12%	299

**Favorability Rating – Governor Maggie Hassan**

	<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>26%</b>	<b>14%</b>	<b>582</b>
Registered Democrat	83%	3%	7%	7%	128
Registered Undeclared	54%	6%	28%	12%	225
Registered Republican	29%	12%	52%	7%	115
Democrat	78%	3%	7%	11%	235
Independent	48%	15%	20%	17%	124
Republican	26%	9%	54%	12%	192
Liberal	80%	3%	10%	7%	142
Moderate	56%	10%	20%	14%	235
Conservative	25%	10%	52%	13%	135
Support Tea Party	30%	8%	50%	12%	102
Neutral	38%	10%	33%	19%	186
Oppose Tea Party	74%	4%	14%	8%	251
Likely 2016 Voter	54%	8%	27%	11%	516
Non-Likely 2016 Voter	37%	7%	23%	33%	64
Union household	61%	3%	28%	8%	70
Non-union	51%	8%	27%	15%	494
Read Union Leader	45%	7%	44%	4%	129
Read Boston Globe	64%	8%	20%	8%	82
Read Local Newspapers	55%	10%	26%	9%	216
Watch WMUR	53%	8%	30%	9%	321
Listen to NHPR	69%	9%	16%	6%	197
10 yrs or less in NH	39%	9%	25%	27%	84
11 to 20 years	56%	9%	20%	15%	137
More than 20 years	54%	7%	29%	10%	339
18 to 34	49%	6%	25%	21%	146
35 to 49	45%	9%	25%	20%	146
50 to 64	56%	7%	30%	7%	159
65 and over	63%	8%	25%	4%	99
Male	50%	9%	31%	11%	285
Female	55%	7%	22%	16%	297
High school or less	41%	6%	32%	21%	90
Some college	45%	9%	29%	16%	143
College graduate	54%	9%	25%	12%	209
Post-graduate	64%	6%	22%	8%	124
Attend services 1 or more/week	51%	7%	33%	9%	114
1-2 times a month	58%	2%	23%	18%	59
Less often	47%	8%	30%	15%	158
Never	54%	10%	22%	14%	225
North Country	62%	13%	18%	7%	55
Central / Lakes	51%	8%	32%	9%	102
Connecticut Valley	51%	8%	22%	18%	79
Mass Border	45%	6%	33%	16%	156
Seacoast	59%	5%	18%	17%	105
Manchester Area	54%	8%	28%	11%	84
First Cong. Dist	58%	7%	21%	14%	283
Second Cong. Dist	48%	8%	31%	13%	299

**Firmness of choice for New Hampshire Senate – 2016 Likely Voters**

	<b>Definitely Decided</b>	<b>Leaning Toward Someone</b>	<b>Still Trying To Decide</b>	<b>(N=)</b>
<b>STATEWIDE</b>	<b>8%</b>	<b>8%</b>	<b>84%</b>	<b>506</b>
Registered Democrat	8%	13%	78%	114
Registered Undeclared	7%	9%	84%	204
Registered Republican	11%	8%	81%	109
Democrat	7%	10%	83%	205
Independent	5%	4%	91%	102
Republican	11%	9%	80%	180
Liberal	7%	7%	85%	127
Moderate	8%	8%	84%	210
Conservative	12%	12%	76%	121
Support Tea Party	10%	7%	83%	94
Neutral	7%	6%	88%	157
Oppose Tea Party	9%	12%	80%	224
Union household	11%	6%	82%	61
Non-union	8%	8%	84%	429
Read Union Leader	13%	8%	79%	119
Read Boston Globe	10%	9%	80%	71
Read Local Newspapers	12%	11%	78%	193
Watch WMUR	10%	8%	83%	283
Listen to NHPR	8%	13%	78%	175
10 yrs or less in NH	11%	6%	83%	68
11 to 20 years	6%	5%	88%	122
More than 20 years	9%	10%	82%	297
18 to 34	2%	6%	92%	116
35 to 49	9%	7%	85%	125
50 to 64	8%	11%	81%	147
65 and over	12%	10%	77%	90
Male	8%	10%	81%	246
Female	7%	7%	86%	260
High school or less	4%	2%	94%	66
Some college	10%	2%	89%	114
College graduate	8%	8%	84%	196
Post-graduate	9%	18%	73%	116
Attend services 1 or more/week	8%	12%	80%	105
1-2 times a month	9%	13%	78%	48
Less often	9%	7%	84%	135
Never	7%	7%	86%	196
North Country	14%	5%	81%	45
Central / Lakes	6%	8%	86%	94
Connecticut Valley	10%	9%	80%	69
Mass Border	5%	8%	88%	134
Seacoast	7%	11%	83%	95
Manchester Area	12%	9%	79%	69
First Cong. Dist	8%	7%	84%	249
Second Cong. Dist	8%	10%	83%	256

**US Senate – Kelly Ayotte vs. Maggie Hassan – 2016 Likely Voters**

	<u>Ayotte</u>	<u>Hassan</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>45%</b>	<b>43%</b>	<b>1%</b>	<b>11%</b>	<b>498</b>
Registered Democrat	8%	84%	1%	7%	119
Registered Undeclared	49%	39%	1%	12%	199
Registered Republican	83%	12%	1%	4%	110
Democrat	10%	81%	1%	8%	210
Independent	55%	23%	3%	20%	90
Republican	83%	8%	1%	9%	177
Liberal	9%	84%	0%	7%	132
Moderate	48%	40%	2%	10%	204
Conservative	87%	7%	1%	5%	119
Support Tea Party	78%	6%	4%	13%	94
Neutral	62%	26%	0%	12%	145
Oppose Tea Party	21%	70%	1%	7%	227
Favorable of Ayotte	96%	2%	0%	2%	115
Favorable of Hassan	3%	88%	3%	6%	156
Favorable of Both	53%	34%	2%	11%	118
Favorable of Neither	44%	29%	1%	26%	108
Read Union Leader	64%	29%	1%	6%	116
Read Boston Globe	27%	57%	2%	14%	70
Read Local Newspapers	45%	45%	1%	9%	189
Watch WMUR	49%	42%	2%	8%	284
Listen to NHPR	28%	59%	1%	11%	176
10 yrs or less in NH	50%	43%	0%	7%	62
11 to 20 years	44%	44%	0%	12%	123
More than 20 years	45%	42%	2%	11%	294
18 to 34	48%	35%	2%	16%	109
35 to 49	43%	46%	0%	10%	123
50 to 64	47%	43%	1%	8%	145
65 and over	43%	45%	3%	8%	92
Male	52%	34%	2%	12%	241
Female	40%	50%	1%	9%	257
High school or less	51%	33%	1%	15%	65
Some college	55%	34%	1%	10%	112
College graduate	44%	43%	1%	12%	195
Post-graduate	36%	54%	3%	7%	113
Attend services 1 or more/week	50%	38%	1%	11%	106
1-2 times a month	55%	34%	1%	10%	49
Less often	53%	42%	0%	4%	132
Never	36%	47%	3%	15%	190
North Country	34%	49%	2%	16%	45
Central / Lakes	45%	45%	2%	8%	91
Connecticut Valley	43%	44%	1%	12%	68
Mass Border	48%	39%	1%	13%	135
Seacoast	43%	44%	3%	10%	89
Manchester Area	55%	38%	0%	8%	71
First Cong. Dist	43%	45%	1%	11%	244
Second Cong. Dist	48%	40%	2%	10%	254

What Should Hassan Do In 2016? – 2016 Likely Voters

	<u>Run For Re-Election</u> 27%	<u>Run For US Senate</u> 13%	<u>Not Run For Either</u> 18%	<u>Don't Know/ Unsure</u> 42%	<u>(N=)</u> 516
<b>STATEWIDE</b>					
Registered Democrat	32%	26%	4%	38%	119
Registered Undeclared	27%	13%	24%	36%	205
Registered Republican	26%	7%	30%	37%	111
Democrat	30%	22%	6%	41%	214
Independent	27%	10%	19%	44%	101
Republican	23%	5%	33%	39%	181
Liberal	26%	26%	6%	41%	132
Moderate	33%	13%	13%	41%	211
Conservative	25%	2%	36%	37%	124
Support Tea Party	18%	9%	33%	40%	95
Neutral	26%	5%	22%	48%	157
Oppose Tea Party	34%	22%	10%	34%	232
Union household	31%	22%	19%	28%	61
Non-union	26%	12%	19%	43%	440
Read Union Leader	36%	6%	25%	33%	121
Read Boston Globe	34%	21%	11%	34%	74
Read Local Newspapers	32%	14%	15%	39%	195
Watch WMUR	29%	13%	21%	36%	289
Listen to NHPR	29%	20%	16%	36%	181
10 yrs or less in NH	14%	12%	20%	54%	71
11 to 20 years	26%	13%	8%	53%	126
More than 20 years	31%	14%	22%	33%	301
18 to 34	29%	7%	16%	48%	121
35 to 49	25%	14%	19%	41%	128
50 to 64	28%	15%	21%	35%	147
65 and over	30%	17%	16%	37%	91
Male	33%	15%	19%	33%	250
Female	22%	12%	17%	50%	267
High school or less	19%	7%	21%	53%	69
Some college	26%	10%	23%	40%	120
College graduate	30%	16%	17%	36%	198
Post-graduate	28%	16%	14%	42%	117
Attend services 1 or more/week	26%	10%	26%	37%	107
1-2 times a month	25%	11%	10%	54%	49
Less often	24%	13%	18%	44%	137
Never	31%	16%	16%	36%	200
North Country	21%	18%	9%	53%	45
Central / Lakes	26%	12%	22%	41%	96
Connecticut Valley	23%	13%	18%	47%	72
Mass Border	28%	11%	19%	42%	139
Seacoast	34%	16%	14%	36%	93
Manchester Area	26%	14%	24%	37%	71
First Cong. Dist	27%	14%	17%	42%	251
Second Cong. Dist	27%	13%	19%	41%	265



**NH Governor – Sununu vs Hassan**

<b>STATEWIDE</b>	<b><u>Sununu</u></b> <b>35%</b>	<b><u>Hassan</u></b> <b>51%</b>	<b><u>Other</u></b> <b>2%</b>	<b><u>Don't Know</u></b> <b>12%</b>	<b><u>(N)</u></b> <b>504</b>
Registered Democrat	2%	95%	1%	2%	119
Registered Undeclared	31%	51%	2%	15%	201
Registered Republican	83%	10%	0%	7%	110
Democrat	3%	93%	1%	3%	212
Independent	30%	32%	5%	32%	95
Republican	78%	9%	0%	13%	177
Liberal	8%	86%	1%	5%	132
Moderate	28%	55%	2%	15%	205
Conservative	83%	7%	1%	9%	120
Support Tea Party	68%	13%	4%	14%	94
Neutral	55%	28%	0%	16%	150
Oppose Tea Party	10%	83%	1%	6%	229
Will Definitely Vote in 2016	39%	50%	1%	9%	379
Will Vote Unless Emergency	20%	58%	3%	19%	74
May Vote in 2016	28%	41%	1%	29%	51
Read Union Leader	56%	36%	0%	8%	120
Read Boston Globe	15%	68%	2%	15%	70
Read Local Newspapers	29%	58%	1%	12%	189
Watch WMUR	41%	48%	2%	9%	285
Listen to NHPR	19%	69%	3%	9%	180
10 yrs or less in NH	37%	53%	2%	9%	64
11 to 20 years	32%	48%	1%	19%	123
More than 20 years	37%	51%	2%	10%	298
18 to 34	38%	43%	2%	17%	115
35 to 49	29%	54%	2%	15%	124
50 to 64	37%	53%	2%	8%	144
65 and over	40%	52%	1%	7%	93
Male	41%	41%	2%	15%	242
Female	30%	59%	1%	10%	262
High school or less	42%	41%	0%	18%	64
Some college	44%	43%	3%	10%	119
College graduate	33%	53%	1%	13%	195
Post-graduate	30%	58%	2%	11%	114
Attend services 1 or more/week	43%	46%	2%	10%	104
1-2 times a month	32%	42%	3%	23%	49
Less often	47%	46%	2%	6%	132
Never	26%	57%	1%	15%	195
North Country	32%	51%	3%	14%	46
Central / Lakes	38%	47%	1%	14%	93
Connecticut Valley	26%	58%	4%	13%	69
Mass Border	41%	44%	0%	15%	136
Seacoast	28%	59%	3%	10%	90
Manchester Area	43%	48%	0%	9%	71
First Cong. Dist	32%	54%	1%	13%	247
Second Cong. Dist	39%	47%	2%	12%	257

**NH Governor – Bradley vs Hassan**

	<u>Bradley</u>	<u>Hassan</u>	<u>Other</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>34%</b>	<b>50%</b>	<b>1%</b>	<b>16%</b>	<b>505</b>
Registered Democrat	2%	91%	0%	7%	119
Registered Undeclared	33%	50%	0%	16%	200
Registered Republican	71%	11%	1%	17%	109
Democrat	4%	89%	0%	7%	211
Independent	38%	29%	3%	30%	95
Republican	67%	14%	1%	18%	177
Liberal	12%	82%	0%	6%	132
Moderate	29%	50%	2%	19%	205
Conservative	69%	16%	1%	14%	118
Support Tea Party	69%	15%	4%	13%	94
Neutral	45%	32%	0%	22%	149
Oppose Tea Party	12%	78%	0%	10%	230
Will Definitely Vote in 2016	36%	51%	1%	13%	377
Will Vote Unless Emergency	20%	57%	3%	20%	76
May Vote in 2016	34%	35%	0%	30%	52
Read Union Leader	49%	38%	0%	13%	118
Read Boston Globe	21%	67%	0%	12%	69
Read Local Newspapers	28%	55%	0%	17%	192
Watch WMUR	37%	47%	1%	15%	283
Listen to NHPR	20%	65%	1%	13%	180
10 yrs or less in NH	41%	44%	0%	15%	67
11 to 20 years	30%	51%	1%	19%	122
More than 20 years	33%	51%	1%	14%	298
18 to 34	40%	42%	2%	16%	117
35 to 49	26%	55%	1%	19%	122
50 to 64	34%	50%	1%	15%	146
65 and over	33%	54%	0%	12%	91
Male	38%	40%	1%	20%	243
Female	30%	59%	0%	11%	262
High school or less	41%	38%	0%	21%	68
Some college	41%	43%	1%	15%	118
College graduate	33%	52%	0%	14%	193
Post-graduate	24%	58%	2%	16%	112
Attend services 1 or more/week	46%	42%	1%	11%	104
1-2 times a month	33%	40%	0%	27%	49
Less often	42%	51%	1%	6%	134
Never	22%	55%	1%	22%	194
North Country	34%	51%	2%	13%	46
Central / Lakes	35%	48%	0%	17%	92
Connecticut Valley	25%	57%	0%	18%	69
Mass Border	38%	43%	1%	18%	135
Seacoast	28%	56%	3%	13%	92
Manchester Area	39%	49%	0%	12%	71
First Cong. Dist	33%	52%	1%	14%	249
Second Cong. Dist	35%	48%	0%	17%	255