



University of  
New Hampshire

# THE WMUR GRANITE STATE POLL



February 18, 2015

## GRANITE STATE SENATORS POPULAR, REPRESENTATIVES NOT SO MUCH

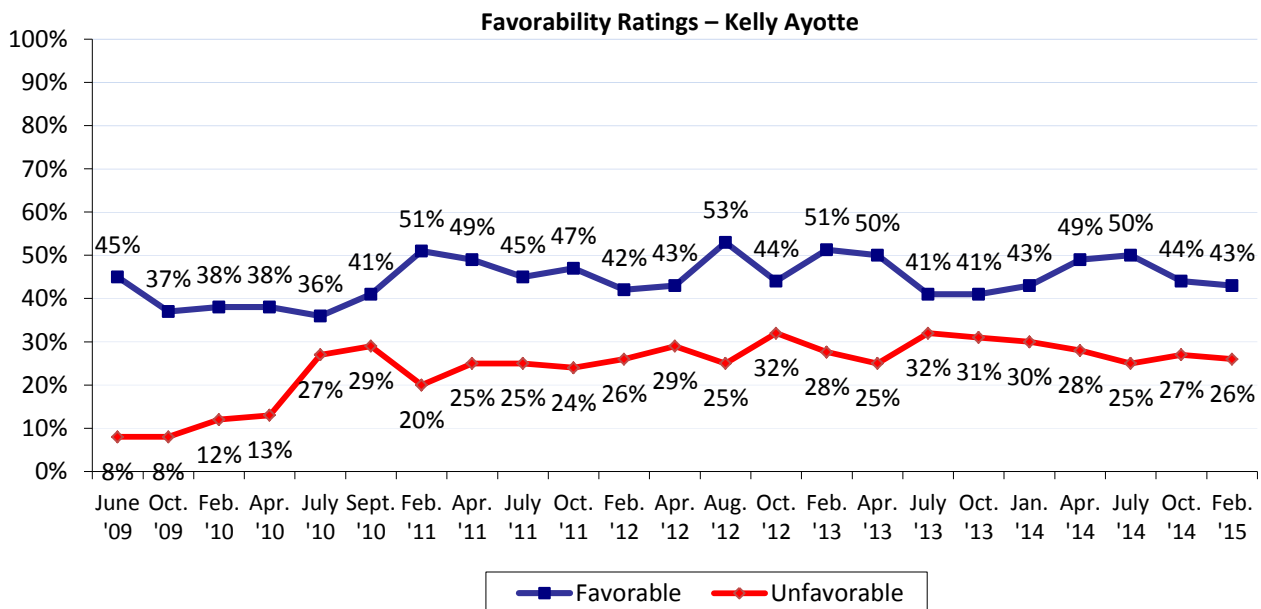
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DURHAM, NH – New Hampshire Senators Kelly Ayotte and Jeanne Shaheen continue to be among the most popular politicians in the Granite State. However, Congressional representatives Frank Guinta and Ann Kuster are less well known and unpopular in their districts.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and nine (509) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 5 and February 12, 2015. The margin of sampling error for the survey is +/- 4.3 percent. Included were 236 residents of New Hampshire’s First Congressional District (MSE = +/- 6.4%) and 273 from the Second District (MSE = +/- 5.9%).

### Favorability Ratings – Senator Kelly Ayotte

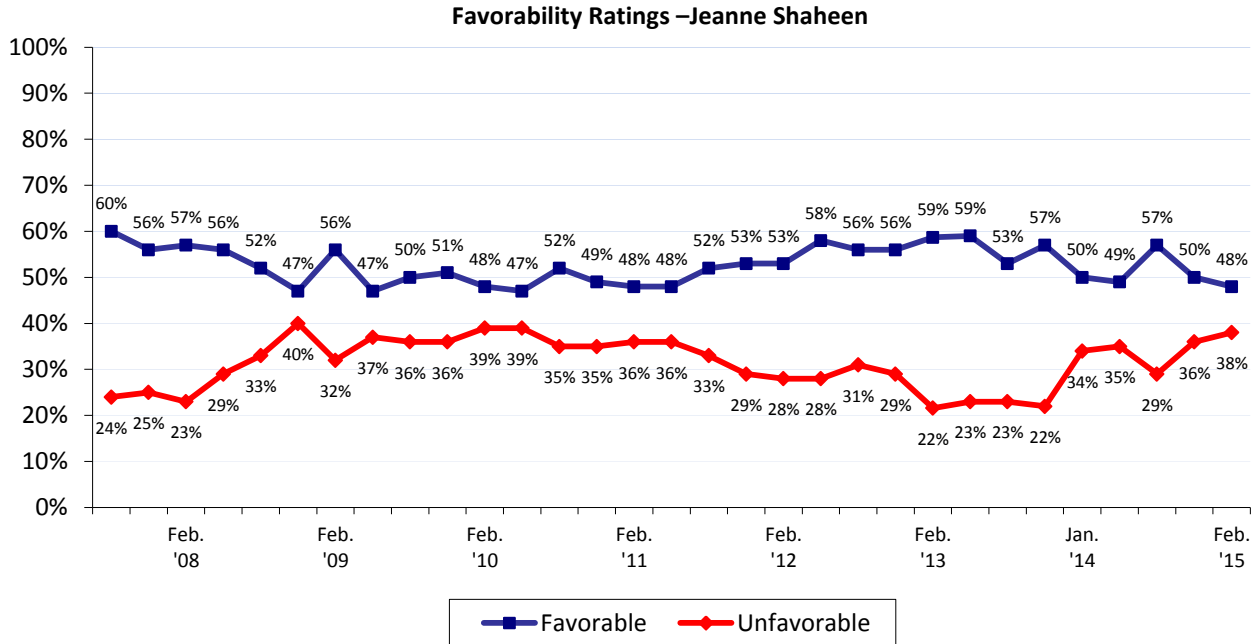
New Hampshire’s junior senator Republican Kelly Ayotte, who faces reelection in 2016, is popular in the state. Currently, 43% of New Hampshire adults have a favorable opinion of Ayotte, 26% have an unfavorable opinion of her, 13% are neutral and 19% don’t know enough about her to say. Ayotte’s net favorability rating is +17%, unchanged since October. She remains very popular among Republicans (net favorability rating of +44%), popular among independents (+17%) and unpopular among Democrats (-15%).



\* 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.

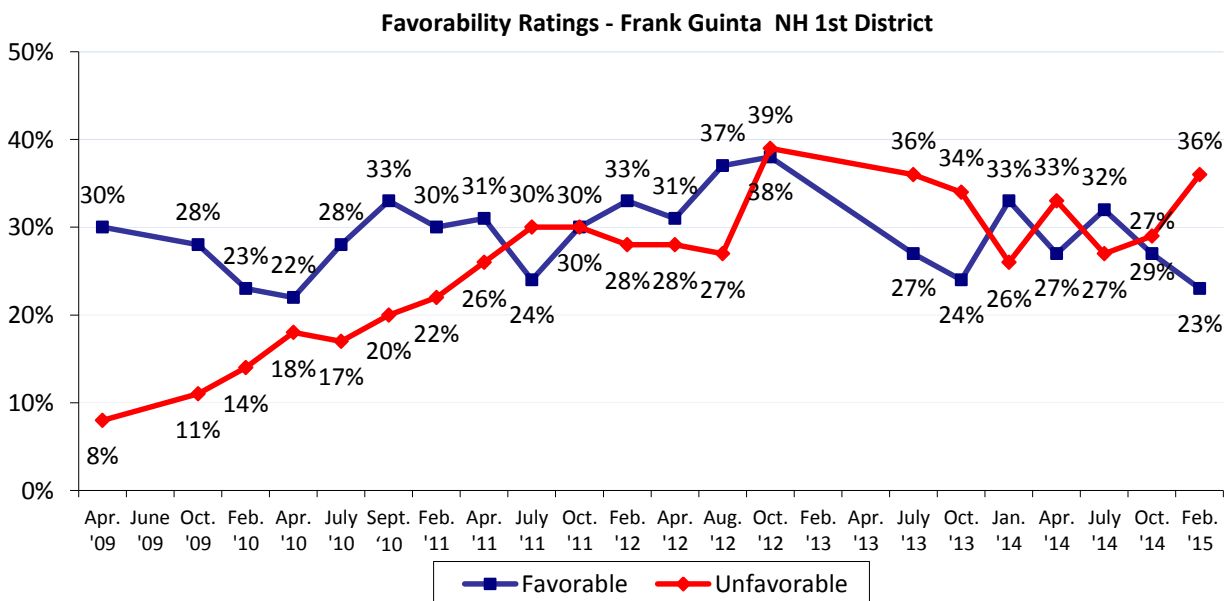
### Favorability Ratings – Jeanne Shaheen

After being reelected to a second term in 2014, senior senator Jeanne Shaheen is also popular in the Granite State— 48% of New Hampshire adults say they have a favorable opinion of Shaheen, 38% have an unfavorable opinion of her, 8% are neutral and 6% 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 +10%, down from +14% in October. Shaheen is very popular among Democrats (net +70%), somewhat popular among independents (+9%) and very unpopular among Republicans (-45%).



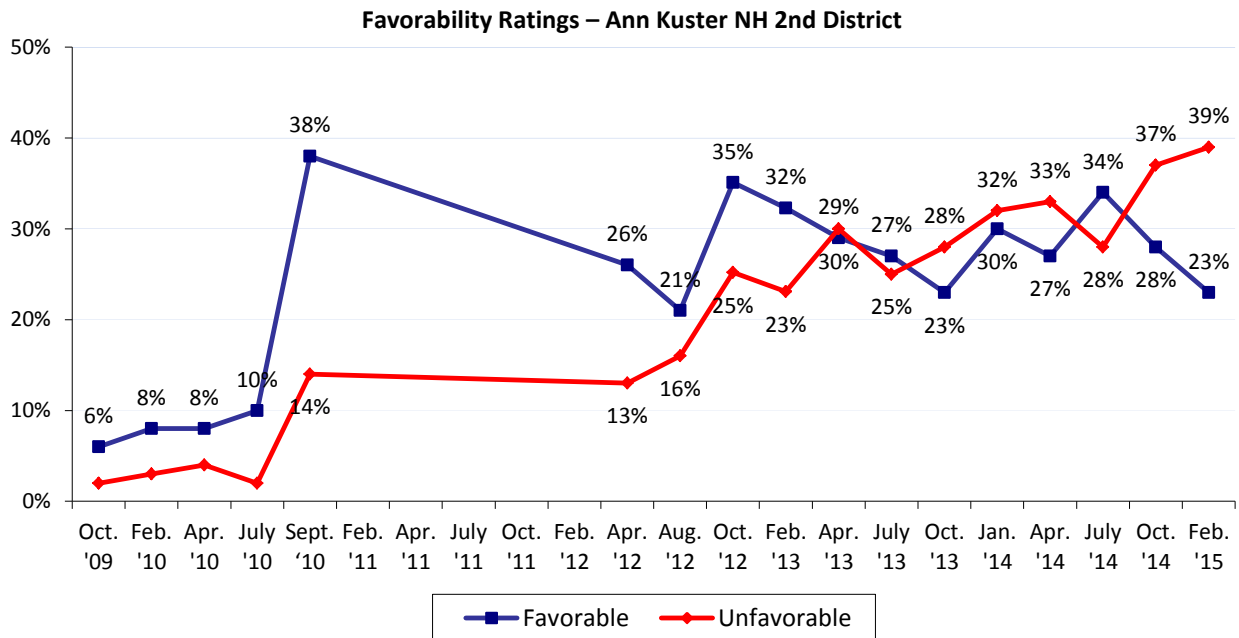
### Favorability Ratings – Frank Guinta

First District Congressman Frank Guinta, who won his second term after defeating Carol Shea-Porter last November, is not well known or popular in his district. Currently, only 23% of 1<sup>st</sup> C.D. adults have a favorable opinion of Guinta, 36% have an unfavorable opinion of him, 13% are neutral and 28% don't know enough about him to say. His net favorability rating is -13%, down from -2% in October. Guinta is only somewhat popular among Republicans (net +32%), and is unpopular among Independents (-36%) and Democrats (-48%).



### Favorability Ratings – Ann Kuster

Second District Congresswoman Ann Kuster, who also won a second term in November, is similarly unpopular in her district. Currently, only 23% of 2<sup>nd</sup> District adults have a favorable opinion of Kuster, 39% have an unfavorable opinion of her, 16% are neutral, and 21% don't know enough about her to say. Her net favorability rating is -16%, down from -9% in October. She is only somewhat popular among Democrats (net +37%), unpopular among Independents (net -17%) and very unpopular among Republicans (net -59%).



### 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 nine (509) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between February 5 and February 12, 2015. The margin of sampling error for the survey is +/- 4.3 percent. Included were 236 residents of New Hampshire's First Congressional District (MSE = +/- 6.4%) and 273 from the Second District (MSE = +/- 5.9%).

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.

### Granite State Poll, Winter 2015 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	251	49%	North Country	40	8%
Female	258	51%	Central/Lakes	89	17%
			Connecticut Valley	78	15%
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	145	28%
18 to 34	131	27%	Seacoast	94	18%
35 to 49	138	28%	Manchester Area	64	13%
50 to 64	134	27%			
65 and Over	89	18%	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	104	25%
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared	187	45%
High School or Less	92	18%	Republican	122	29%
Some College	139	28%			
College Graduate	169	34%	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	99	20%	Democrat	184	38%
			Independent	98	21%
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>	Republican	196	41%
10 yrs. Or less	68	13%			
11-20 yrs.	103	21%			
> 20 yrs.	328	66%			

### 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. ‘15</b>	<b>48%</b>	<b>8%</b>	<b>38%</b>	<b>6%</b>	<b>+10%</b>	<b>(509)</b>
<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. '15</b>	<b>43%</b>	<b>13%</b>	<b>26%</b>	<b>19%</b>	<b>+17%</b>	<b>(509)</b>
<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 Rating – Frank Guinta - NH 1st District

"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. Congressman (Former Congressman) Frank Guinta?"

<u>1st C.D.</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Feb. '15	23%	13%	36%	28%	-13%	(236)
Oct. '14	27%	9%	29%	35%	-2%	(339)
July '14	32%	8%	27%	33%	+5%	(336)
Apr. '14	27%	7%	33%	33%	-6%	(255)
Jan. '14	33%	11%	26%	29%	+7%	(300)
Oct. '13	24%	8%	34%	34%	-10%	(325)
July '13	27%	6%	36%	31%	-9%	(274)
Oct. '12 – LVs	38%	6%	39%	17%	-1%	(273)
Aug. '12	37%	5%	27%	31%	+6%	(270)
Apr. '12	31%	9%	28%	33%	+3%	(253)
Feb. '12	33%	8%	28%	30%	+5%	(256)
Oct. '11	30%	12%	30%	28%	0%	(247)
July '11	24%	12%	30%	34%	-6%	(248)
Apr. '11	31%	10%	26%	33%	+5%	(243)
Feb. '11	30%	12%	22%	35%	+8%	(236)
Sept. '10	33%	4%	20%	42%	+13%	(262)
July '10	28%	9%	17%	46%	+11%	(264)
Apr. '10	22%	7%	18%	52%	+4%	(257)
Feb. '10	23%	7%	14%	55%	+9%	(251)
Oct. '09	28%	9%	11%	52%	+17%	(251)
April '09	30%	12%	8%	51%	+22%	(260)

### Favorability Rating – U.S. Representative Ann McLane Kuster - NH 2<sup>nd</sup> District

"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. Congresswoman (Attorney) Ann McLane Kuster?"

<u>2<sup>nd</sup> C.D.</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Feb. '15	23%	16%	39%	21%	-16%	(273)
Oct. '14	28%	10%	37%	24%	-9%	(339)
July '14	34%	7%	28%	31%	+6%	(325)
Apr. '14	27%	10%	33%	29%	-6%	(245)
Jan. '14	30%	6%	32%	31%	-2%	(281)
Oct. '13	23%	9%	28%	40%	-5%	(330)
July '13	27%	9%	25%	38%	+2%	(232)
Apr. '13	29%	8%	30%	34%	-1%	(276)
Feb. '13	32%	8%	23%	36%	+9%	(325)
Oct. '12 – LVs	35%	7%	25%	33%	+10%	(325)
Aug. '12	21%	1%	16%	61%	+5%	(311)
Apr. '12	26%	3%	13%	58%	+13%	(270)
Sept. '10	38%	6%	14%	42%	+24%	(243)
July '10	10%	3%	2%	85%	+8%	(226)
Apr. '10	8%	7%	4%	81%	+4%	(250)
Feb. '10	8%	2%	3%	87%	+5%	(240)
Oct. '09	6%	5%	2%	87%	+4%	(252)

**Favorability Rating – Senator Jeanne Shaheen**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>48%</b>	<b><u>Neutral</u></b> <b>8%</b>	<b><u>Unfavorable</u></b> <b>38%</b>	<b><u>Don't Know</u></b> <b>6%</b>	<b><u>(N)</u></b> <b>509</b>
Registered Democrat	88%	3%	7%	2%	104
Registered Undeclared	51%	5%	38%	7%	187
Registered Republican	18%	6%	71%	4%	122
Democrat	80%	7%	10%	3%	184
Independent	42%	14%	33%	10%	98
Republican	22%	5%	67%	6%	196
Liberal	79%	9%	9%	2%	91
Moderate	63%	5%	28%	4%	197
Conservative	20%	9%	66%	6%	169
Support Tea Party	11%	1%	86%	2%	110
Neutral	41%	12%	37%	10%	186
Oppose Tea Party	81%	6%	11%	2%	183
Union household	56%	4%	39%	2%	80
Non-union	46%	8%	38%	7%	421
Read Union Leader	34%	9%	52%	5%	105
Read Boston Globe	61%	5%	33%	1%	72
Read Local Newspapers	60%	7%	27%	6%	188
Watch WMUR	49%	7%	37%	7%	313
Listen to NHPR	73%	4%	18%	5%	126
10 yrs or less in NH	44%	10%	37%	9%	67
11 to 20 years	41%	9%	43%	7%	103
More than 20 years	51%	7%	37%	5%	328
18 to 34	37%	7%	48%	8%	131
35 to 49	46%	13%	36%	5%	138
50 to 64	52%	7%	36%	5%	134
65 and over	60%	4%	30%	6%	89
Male	47%	9%	39%	6%	251
Female	49%	7%	37%	7%	258
High school or less	35%	7%	40%	18%	92
Some college	47%	9%	38%	5%	139
College graduate	48%	8%	39%	5%	169
Post-graduate	58%	5%	36%	1%	99
Attend services 1 or more/week	41%	8%	44%	7%	114
1-2 times a month	27%	11%	55%	7%	55
Less often	52%	5%	39%	4%	150
Never	56%	10%	27%	7%	174
North Country	58%	4%	33%	5%	40
Central / Lakes	35%	13%	38%	14%	89
Connecticut Valley	52%	13%	30%	6%	78
Mass Border	42%	7%	45%	6%	145
Seacoast	57%	4%	36%	3%	94
Manchester Area	57%	3%	35%	5%	64
First Cong. Dist	52%	8%	33%	7%	236
Second Cong. Dist	45%	8%	42%	6%	273



**Favorability Rating – Senator Kelly Ayotte**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>43%</b>	<b><u>Neutral</u></b> <b>13%</b>	<b><u>Unfavorable</u></b> <b>26%</b>	<b><u>Don't Know</u></b> <b>19%</b>	<b><u>(N)</u></b> <b>509</b>
Registered Democrat	30%	10%	44%	16%	104
Registered Undeclared	38%	15%	28%	20%	187
Registered Republican	72%	7%	12%	9%	122
Democrat	26%	16%	41%	17%	184
Independent	39%	19%	22%	20%	98
Republican	60%	7%	16%	17%	196
Liberal	22%	12%	48%	18%	91
Moderate	44%	12%	25%	19%	197
Conservative	60%	10%	18%	11%	169
Support Tea Party	60%	10%	18%	11%	110
Neutral	43%	13%	17%	27%	186
Oppose Tea Party	35%	14%	42%	9%	183
Union household	44%	6%	33%	17%	80
Non-union	43%	14%	24%	19%	421
Read Union Leader	48%	9%	31%	12%	105
Read Boston Globe	30%	17%	36%	18%	72
Read Local Newspapers	41%	17%	29%	13%	188
Watch WMUR	50%	10%	23%	17%	313
Listen to NHPR	44%	11%	38%	7%	126
10 yrs or less in NH	34%	16%	17%	34%	67
11 to 20 years	35%	20%	23%	22%	103
More than 20 years	47%	10%	29%	15%	328
18 to 34	29%	15%	21%	35%	131
35 to 49	38%	16%	31%	14%	138
50 to 64	56%	7%	22%	15%	134
65 and over	45%	15%	32%	8%	89
Male	49%	12%	28%	11%	251
Female	36%	14%	24%	26%	258
High school or less	33%	18%	15%	34%	92
Some college	40%	13%	23%	24%	139
College graduate	48%	11%	27%	13%	169
Post-graduate	44%	11%	37%	8%	99
Attend services 1 or more/week	45%	17%	23%	15%	114
1-2 times a month	60%	5%	20%	15%	55
Less often	42%	8%	23%	28%	150
Never	35%	18%	32%	15%	174
North Country	51%	9%	18%	23%	40
Central / Lakes	37%	12%	31%	20%	89
Connecticut Valley	39%	15%	34%	12%	78
Mass Border	40%	15%	19%	26%	145
Seacoast	46%	12%	27%	15%	94
Manchester Area	52%	11%	26%	11%	64
First Cong. Dist	43%	14%	25%	19%	236
Second Cong. Dist	43%	12%	27%	19%	273

**Favorability Rating – Congressman Frank Guinta**

<b>FIRST CONG DIST</b>	<b><u>Favorable</u></b> <b>23%</b>	<b><u>Neutral</u></b> <b>13%</b>	<b><u>Unfavorable</u></b> <b>36%</b>	<b><u>Don't Know</u></b> <b>28%</b>	<b><u>(N)</u></b> <b>236</b>
Registered Democrat	1%	3%	71%	25%	47
Registered Undeclared	14%	17%	34%	36%	93
Registered Republican	48%	12%	20%	20%	58
Democrat	11%	8%	59%	22%	84
Independent	6%	11%	39%	44%	51
Republican	45%	19%	13%	24%	88
Liberal	1%	4%	72%	23%	38
Moderate	10%	10%	49%	31%	90
Conservative	49%	15%	13%	23%	90
Support Tea Party	57%	14%	14%	15%	50
Neutral	18%	20%	28%	34%	85
Oppose Tea Party	10%	6%	60%	24%	87
Union household	15%	12%	42%	32%	29
Non-union	24%	13%	34%	28%	204
Read Union Leader	36%	12%	35%	17%	52
Read Boston Globe	13%	6%	63%	18%	45
Read Local Newspapers	19%	10%	37%	35%	87
Watch WMUR	23%	13%	34%	29%	150
Listen to NHPR	13%	8%	63%	16%	62
10 yrs or less in NH	17%	1%	52%	30%	28
11 to 20 years	20%	16%	36%	27%	41
More than 20 years	25%	14%	33%	28%	159
18 to 34	32%	3%	39%	27%	55
35 to 49	20%	18%	36%	26%	69
50 to 64	19%	11%	34%	36%	64
65 and over	21%	20%	36%	23%	40
Male	26%	16%	34%	24%	115
Female	20%	11%	38%	31%	121
High school or less	15%	20%	14%	52%	43
Some college	6%	21%	47%	25%	63
College graduate	35%	7%	36%	22%	85
Post-graduate	26%	3%	47%	24%	38
Attend services 1 or more/week	44%	12%	25%	19%	62
1-2 times a month	19%	25%	25%	31%	21
Less often	12%	13%	42%	32%	71
Never	18%	10%	42%	31%	74
North Country	16%	22%	11%	51%	18
Central / Lakes	23%	5%	43%	30%	27
Mass Border	14%	23%	26%	37%	41
Seacoast	21%	12%	40%	27%	94
Manchester Area	34%	10%	42%	15%	57

**Favorability Rating – Congresswoman Ann Kuster**

<b>SECOND CONG DIST</b>	<b><u>Favorable</u></b> <b>23%</b>	<b><u>Neutral</u></b> <b>16%</b>	<b><u>Unfavorable</u></b> <b>39%</b>	<b><u>Don't Know</u></b> <b>21%</b>	<b><u>(N)</u></b> <b>273</b>
Registered Democrat	61%	10%	14%	15%	57
Registered Undeclared	23%	19%	36%	22%	95
Registered Republican	7%	9%	74%	10%	63
Democrat	47%	19%	10%	24%	99
Independent	15%	35%	32%	18%	47
Republican	7%	8%	66%	19%	109
Liberal	52%	18%	15%	16%	54
Moderate	26%	19%	30%	25%	108
Conservative	4%	12%	68%	16%	79
Support Tea Party	2%	11%	78%	9%	59
Neutral	10%	22%	32%	35%	101
Oppose Tea Party	51%	16%	21%	12%	96
Union household	27%	10%	35%	27%	52
Non-union	22%	18%	40%	20%	217
Read Union Leader	13%	14%	56%	18%	53
Read Boston Globe	31%	9%	22%	38%	27
Read Local Newspapers	36%	14%	31%	19%	101
Watch WMUR	26%	10%	41%	23%	164
Listen to NHPR	46%	11%	23%	20%	65
10 yrs or less in NH	17%	21%	40%	22%	39
11 to 20 years	17%	17%	38%	28%	62
More than 20 years	27%	15%	40%	18%	169
18 to 34	13%	23%	42%	22%	76
35 to 49	11%	25%	39%	25%	69
50 to 64	30%	9%	37%	24%	70
65 and over	42%	7%	40%	10%	49
Male	26%	12%	40%	21%	136
Female	20%	20%	38%	21%	137
High school or less	16%	18%	38%	27%	49
Some college	15%	15%	43%	26%	76
College graduate	25%	19%	39%	17%	84
Post-graduate	35%	10%	36%	18%	61
Attend services 1 or more/week	24%	16%	38%	23%	52
1-2 times a month	18%	24%	37%	21%	34
Less often	16%	15%	43%	26%	79
Never	31%	16%	36%	17%	100
North Country	24%	19%	30%	27%	21
Central / Lakes	24%	7%	54%	16%	62
Connecticut Valley	28%	21%	30%	20%	78
Mass Border	19%	17%	39%	25%	104
Manchester Area	19%	26%	43%	11%	8