

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 30, 2014

SHAHEEN AND BROWN RACE STILL IN MARGIN OF ERROR

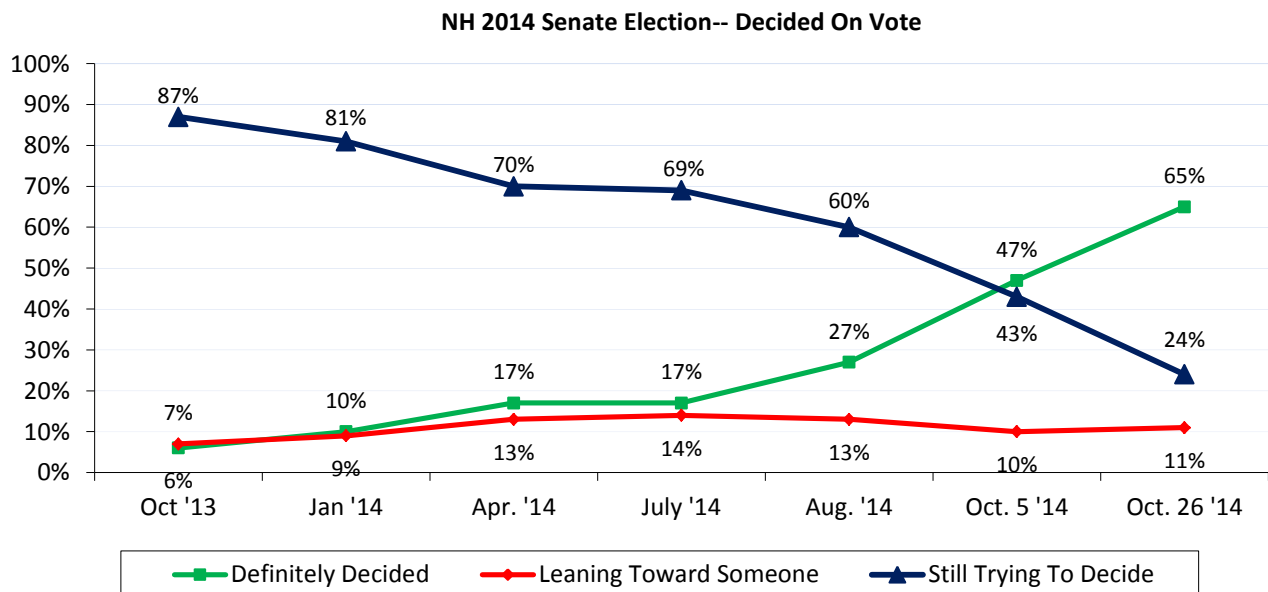
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DURHAM, NH – With less than a week to go before the 2014 election, Senator Jeanne Shaheen leads former Massachusetts Senator Scott Brown but the lead is within the poll's margin of error.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred and seventy-seven (677) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 22 and October 26, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 555 likely voters (with a +/- 4.2 percent margin of sampling error).

2014 U.S. Senate Election

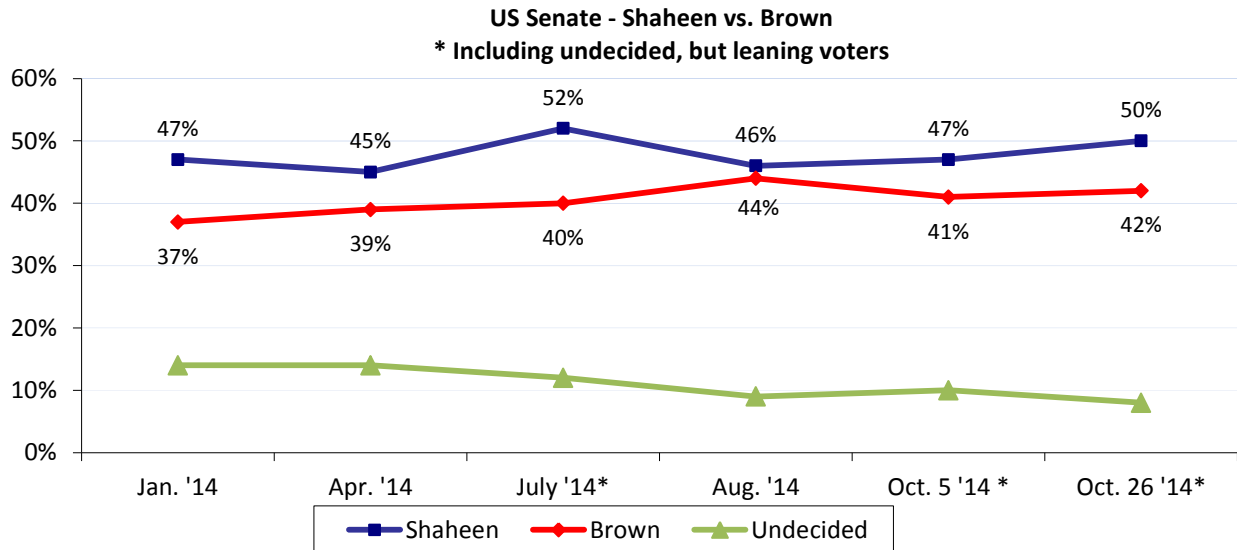
A majority of New Hampshire likely voters (65%) say they have definitely decided who they will vote for in the U.S. Senate election, 11% are leaning towards someone and 24% are still trying to decide. The percentage of voters who have definitely decided has increased by 18 percentage points since earlier this month.



* 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.

2014 Senate Election

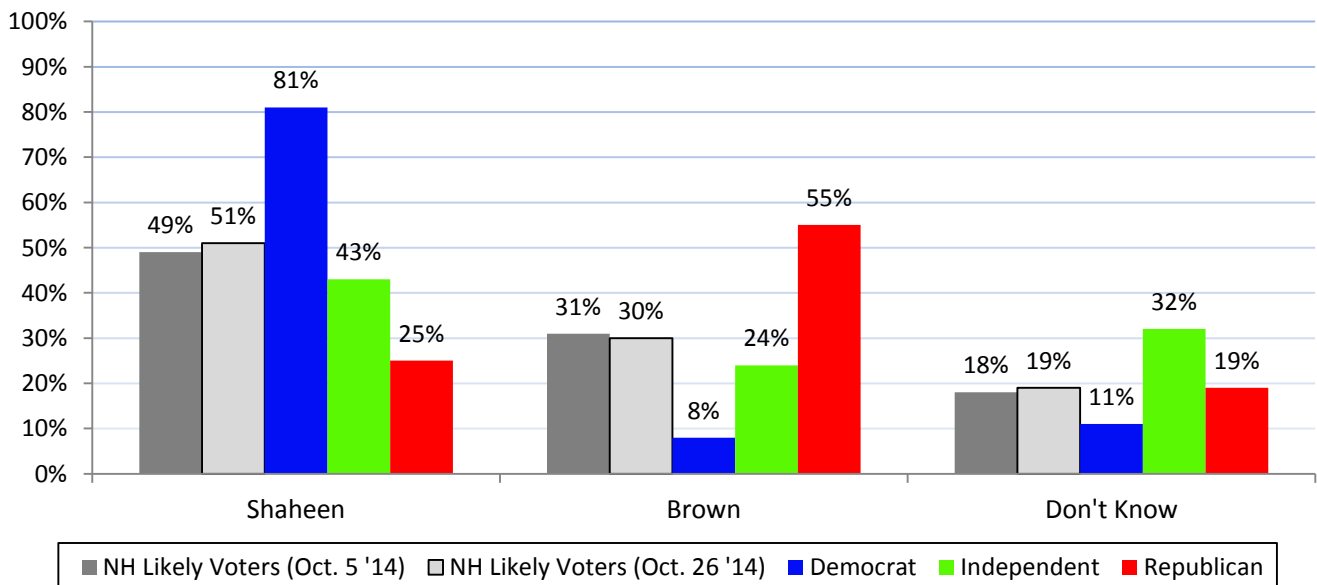
If the election were held today, 47% of likely voters say they would vote for Shaheen, 39% would vote for Brown, and 14% are undecided. When undecided voters are asked which candidate they lean toward supporting, 50% say they will vote for Shaheen, 42% for Brown, and 8% remain undecided. Shaheen and Brown continue to have wide leads among their partisans (91% - 5% and 83% - 10% respectively), while Independents currently favor Shaheen over Brown by 50%-33% margin. Shaheen's margin over Brown has increased since earlier this month, but still remains within the poll's margin of sampling error.



Who Will Win 2014 Senate Election?

When asked which candidate they think will win the 2014 U.S. Senate election, 51% of likely voters think Shaheen will be re-elected, only 30% think Brown will win, and 19% are unsure. This has stayed stable since earlier this month. Most Democrats (81%) think Shaheen will win and a smaller majority of Republicans (55%) think Brown will win. The large majority of voters who support Shaheen (83%) think she will win while 63% of Brown supporters believe he will win. Of those who chose another candidate or are undecided, 33% think Shaheen will win and 26% think Brown will win. This measure of election races has been shown to be a more accurate predictor of the winner, but not the margin of victory.

US Senate - Who Will Win? - Likely Voters



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Six hundred and seventy-seven (677) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 22 and October 26, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 555 likely voters (with a +/- 4.2 percent margin of sampling error).

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 sum to just above or below 100%. Respondent numbers in each demographic may not equal the total respondent number due to respondents choosing not to answer some demographic questions.

Granite State Poll, Fall 2014 Demographics

Sex	N	%	Region	N	%
Male	334	49%	North Country	57	8%
Female	343	51%	Central/Lakes	112	17%
			Connecticut Valley	92	14%
			Mass Border	199	30%
			Seacoast	117	17%
			Manchester Area	98	15%
Age	N	%	Party Registration	N	%
18 to 34	160	25%	Democrat	163	26%
35 to 49	193	30%	Undeclared	298	48%
50 to 64	179	28%	Republican	165	26%
65 and Over	113	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	118	18%	Democrat	254	40%
Some College	190	28%	Independent	144	22%
College Graduate	239	36%	Republican	249	38%
Post-Graduate	124	19%			

Firmness of NH Senate Vote

“Have you definitely decided who you will vote for in the New Hampshire Senate election in 2014 ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Oct. '13</u>	<u>Jan. '14</u>	<u>Apr. '14</u>	<u>July '14</u>	<u>Aug. '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>
Definitely Decided	6%	10%	17%	17%	27%	47%	65%
Leaning Toward Someone	7%	9%	13%	14%	13%	10%	11%
Still Trying to Decide	87%	81%	70%	69%	60%	43%	24%
N=	(504)	(457)	(378)	(498)	(609)	(528)	(551)

US Senate – Brown vs. Shaheen

“Thinking about the senate election in November, will you vote for Scott Brown, the Republican ... Jeanne Shaheen, the Democrat ... or haven't you decided yet?” ROTATE CANDIDATES

	<u>Jan. '14</u>	<u>Apr. '14</u>	<u>July '14</u>	<u>Aug. '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>
Brown	37%	39%	38%	44%	38%	39%
Shaheen	47%	45%	50%	46%	44%	47%
Other	3%	2%	0%	1%	1%	0%
Don't know / undecided	14%	14%	12%	9%	17%	14%
(N=)	(454)	(387)	(502)	(600)	(520)	(551)

With Leaners

“Would you say you are leaning towards Scott Brown, the Republican or Jeanne Shaheen, the Democrat?” ROTATE CANDIDATES

	<u>July '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>
Brown	40%	41%	42%
Shaheen	52%	47%	50%
Other	1%	1%	0%
Don't know / undecided	7%	10%	8%
(N=)	(502)	(519)	(551)

US Senate – Brown vs. Shaheen -- Who Will Win

“Regardless of who you are voting for, which candidate do you think is most likely to win the senate election, Scott Brown or Jeanne Shaheen?” ROTATE CANDIDATES

	<u>Oct. 5 '14</u>	<u>Oct. 24 '14</u>
Brown	31%	30%
Shaheen	49%	51%
Other	1%	0%
Don't know / undecided	18%	19%
(N=)	(528)	(555)

Firmness of choice for New Hampshire Senate

	Definitely Decided	Leaning Toward Someone	Still Trying To Decide	(N=)
STATEWIDE	65%	11%	24%	551
Registered Democrat	70%	10%	20%	146
Registered Undeclared	62%	12%	27%	244
Registered Republican	68%	10%	22%	152
Democrat	72%	9%	19%	220
Independent	53%	12%	34%	108
Republican	63%	12%	25%	214
Definitely Will Vote	68%	11%	21%	465
Will Vote Unless Emergency	48%	12%	41%	86
Excited About Election Outcome	72%	10%	18%	298
Depressed About Election Outcome	54%	14%	32%	127
Neutral/Don't Know	59%	9%	32%	124
Approve of Obama	75%	7%	18%	227
Neutral	67%	2%	31%	16
Disapprove of Obama	58%	14%	28%	306
18 to 34	55%	17%	27%	105
35 to 49	56%	9%	35%	148
50 to 64	74%	9%	17%	162
65 and over	72%	10%	18%	103
Male	68%	13%	19%	273
Female	62%	9%	29%	278
Married Male	78%	8%	14%	168
Unmarried Male	51%	21%	28%	103
Married Female	66%	11%	23%	176
Unmarried Female	56%	5%	39%	96
High school or less	60%	8%	32%	86
Some college	57%	11%	33%	136
College graduate	64%	13%	23%	210
Post-graduate	80%	9%	11%	114
Attend services 1 or more a week	68%	14%	18%	115
1-2 times a month	69%	12%	19%	75
Less often	59%	10%	30%	168
Never	67%	9%	24%	163
North Country	71%	6%	23%	46
Central / Lakes	62%	13%	25%	89
Connecticut Valley	75%	4%	21%	85
Mass Border	63%	15%	22%	157
Seacoast	68%	12%	20%	98
Manchester Area	54%	8%	38%	75
First Cong. Dist	65%	10%	25%	257
Second Cong. Dist	65%	11%	23%	293

US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters

STATEWIDE	<u>Brown</u> 39%	<u>Shaheen</u> 47%	<u>Other</u>	<u>DK</u> 14%	<u>(N)</u> 551
Registered Democrat	8%	87%		5%	146
Registered Undeclared	35%	46%		19%	244
Registered Republican	77%	10%		13%	152
Democrat	4%	86%		10%	222
Independent	30%	46%		24%	106
Republican	79%	7%		14%	214
Definitely Decided	45%	55%		0%	357
Leaning Toward Someone	47%	39%		15%	59
Still Trying To Decide	20%	27%		52%	131
Definitely Will Vote	42%	47%		11%	466
Will Vote Unless Emergency	27%	44%		29%	84
Excited About Election Outcome	46%	43%		10%	301
Depressed About Election Outcome	30%	53%		17%	125
Neutral/Don't Know	32%	48%		20%	123
Approve of Obama	4%	88%		8%	228
Neutral	0%	80%		20%	16
Disapprove of Obama	68%	14%		18%	305
18 to 34	34%	47%		19%	107
35 to 49	42%	40%		18%	148
50 to 64	43%	49%		9%	163
65 and over	32%	57%		11%	101
Male	44%	44%		12%	274
Female	35%	49%		16%	277
Married Male	53%	38%		9%	167
Unmarried Male	28%	53%		18%	105
Married Female	34%	52%		13%	177
Unmarried Female	34%	46%		20%	94
High school or less	37%	49%		14%	87
Some college	42%	43%		15%	135
College graduate	42%	41%		17%	211
Post-graduate	30%	62%		9%	113
Attend services 1 or more a week	51%	32%		17%	114
1-2 times a month	51%	42%		7%	75
Less often	41%	44%		15%	170
Never	23%	62%		15%	163
North Country	48%	45%		7%	46
Central / Lakes	39%	47%		14%	88
Connecticut Valley	23%	65%		13%	85
Mass Border	49%	36%		15%	158
Seacoast	36%	51%		13%	98
Manchester Area	38%	43%		20%	75
First Cong. Dist	43%	43%		14%	258
Second Cong. Dist	37%	49%		14%	293

US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters – With Leaners

STATEWIDE	<u>Brown</u> 42%	<u>Shaheen</u> 50%	<u>Other</u> 0%	<u>DK</u> 8%	<u>(N)</u> 551
Registered Democrat	9%	89%	0%	2%	146
Registered Undeclared	38%	53%	0%	9%	244
Registered Republican	80%	11%	0%	8%	152
Democrat	5%	91%	0%	4%	222
Independent	33%	50%	0%	17%	106
Republican	83%	10%	0%	6%	214
Definitely Decided	45%	55%	0%	0%	357
Leaning Toward Someone	49%	40%	0%	11%	59
Still Trying To Decide	30%	43%	0%	27%	131
Definitely Will Vote	44%	51%	0%	5%	466
Will Vote Unless Emergency	31%	49%	0%	20%	84
Excited About Election Outcome	47%	46%	0%	6%	301
Depressed About Election Outcome	34%	58%	0%	9%	125
Neutral/Don't Know	37%	53%	0%	10%	123
Approve of Obama	4%	91%	0%	5%	228
Neutral	0%	89%	0%	11%	16
Disapprove of Obama	73%	18%	0%	9%	305
18 to 34	36%	50%	0%	15%	107
35 to 49	45%	46%	0%	8%	148
50 to 64	45%	52%	0%	2%	163
65 and over	34%	61%	0%	6%	101
Male	47%	48%	0%	5%	274
Female	37%	53%	0%	10%	277
Married Male	57%	41%	0%	2%	167
Unmarried Male	31%	58%	0%	11%	105
Married Female	37%	56%	0%	7%	177
Unmarried Female	36%	50%	0%	15%	94
High school or less	38%	53%	1%	8%	87
Some college	45%	48%	0%	7%	135
College graduate	46%	44%	0%	10%	211
Post-graduate	32%	64%	0%	3%	113
Attend services 1 or more a week	53%	33%	0%	14%	114
1-2 times a month	55%	44%	0%	1%	75
Less often	45%	49%	0%	5%	170
Never	25%	67%	0%	8%	163
North Country	48%	46%	0%	6%	46
Central / Lakes	40%	56%	1%	4%	88
Connecticut Valley	23%	71%	0%	7%	85
Mass Border	52%	39%	0%	9%	158
Seacoast	42%	51%	0%	7%	98
Manchester Area	42%	46%	0%	12%	75
First Cong. Dist	47%	46%	0%	7%	258
Second Cong. Dist	38%	54%	0%	8%	293

US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters – Who Will Win?

STATEWIDE	<u>Brown</u> 30%	<u>Shaheen</u> 51%	<u>Other</u> 0%	<u>DK</u> 19%	<u>(N)</u> 555
Registered Democrat	10%	80%	0%	10%	146
Registered Undeclared	25%	51%	0%	24%	246
Registered Republican	60%	24%	0%	16%	152
Democrat	8%	81%	0%	11%	222
Independent	24%	43%	1%	32%	108
Republican	55%	25%	0%	19%	215
Definitely Decided	32%	51%	0%	17%	359
Leaning Toward Someone	42%	38%	0%	20%	59
Still Trying To Decide	20%	54%	1%	25%	133
Brown Supporter	63%	16%	0%	21%	231
Shaheen Supporter	3%	83%	0%	14%	277
Other/Undecided	26%	33%	0%	40%	43
Definitely Will Vote	32%	51%	0%	17%	469
Will Vote Unless Emergency	21%	49%	0%	31%	86
Excited About Election Outcome	38%	48%	0%	13%	301
Depressed About Election Outcome	21%	61%	1%	16%	127
Neutral/Don't Know	20%	45%	0%	35%	125
Approve of Obama	5%	80%	0%	14%	229
Neutral	7%	54%	0%	39%	16
Disapprove of Obama	50%	28%	0%	21%	307
18 to 34	39%	46%	0%	15%	107
35 to 49	30%	50%	0%	21%	148
50 to 64	28%	53%	0%	18%	164
65 and over	22%	55%	1%	20%	104
Male	36%	51%	0%	13%	275
Female	25%	50%	0%	24%	280
Married Male	37%	47%	0%	17%	168
Unmarried Male	34%	59%	0%	7%	105
Married Female	24%	53%	0%	22%	178
Unmarried Female	24%	48%	1%	28%	96
High school or less	27%	50%	0%	24%	88
Some college	33%	54%	0%	13%	136
College graduate	35%	45%	0%	19%	211
Post-graduate	18%	58%	0%	23%	114
Attend services 1 or more a week	39%	37%	0%	24%	115
1-2 times a month	41%	38%	0%	21%	76
Less often	30%	53%	0%	17%	170
Never	19%	62%	0%	19%	163
North Country	35%	44%	0%	21%	46
Central / Lakes	28%	52%	1%	19%	89
Connecticut Valley	14%	64%	0%	20%	86
Mass Border	39%	44%	0%	17%	158
Seacoast	30%	51%	0%	18%	100
Manchester Area	30%	49%	0%	21%	75
First Cong. Dist	31%	48%	0%	21%	260
Second Cong. Dist	29%	53%	0%	17%	294