

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 8, 2014

### SHAHEEN AND BROWN RACE REMAINS TIGHT

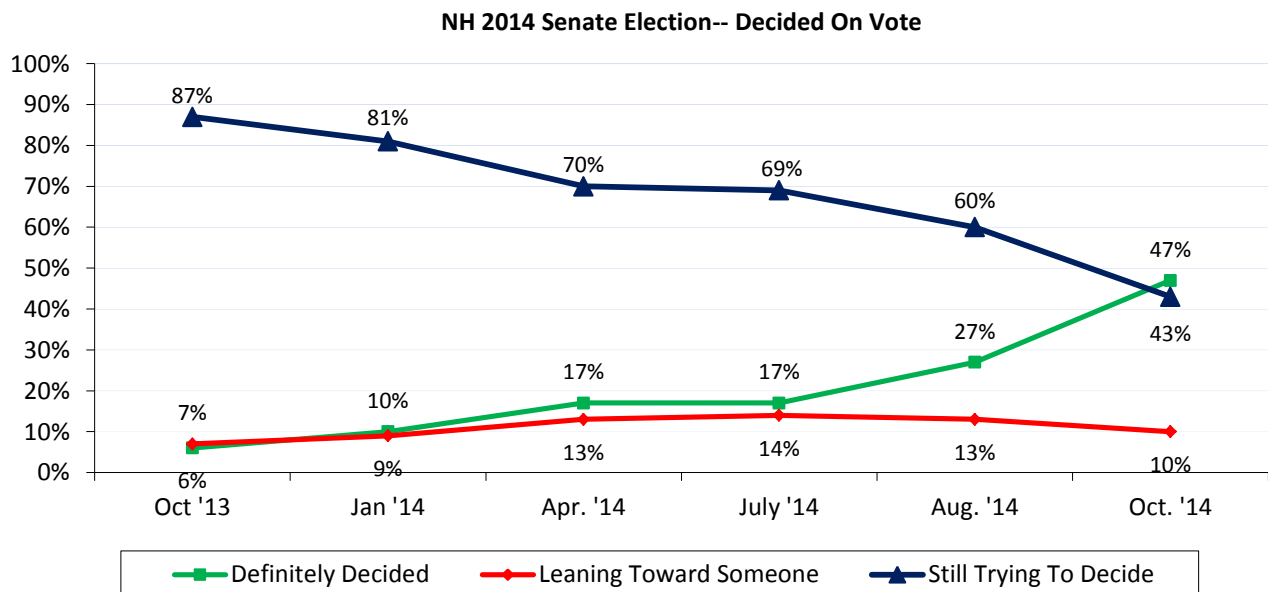
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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH – With just weeks to go before the 2014 election, Senator Jeanne Shaheen continues to be locked in a tight race with former Massachusetts Senator Scott Brown.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Six hundred and eighty-one (681) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 29 and October 5, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 532 likely voters (with a +/- 4.2 percent margin of sampling error).

### 2014 U.S. Senate Election

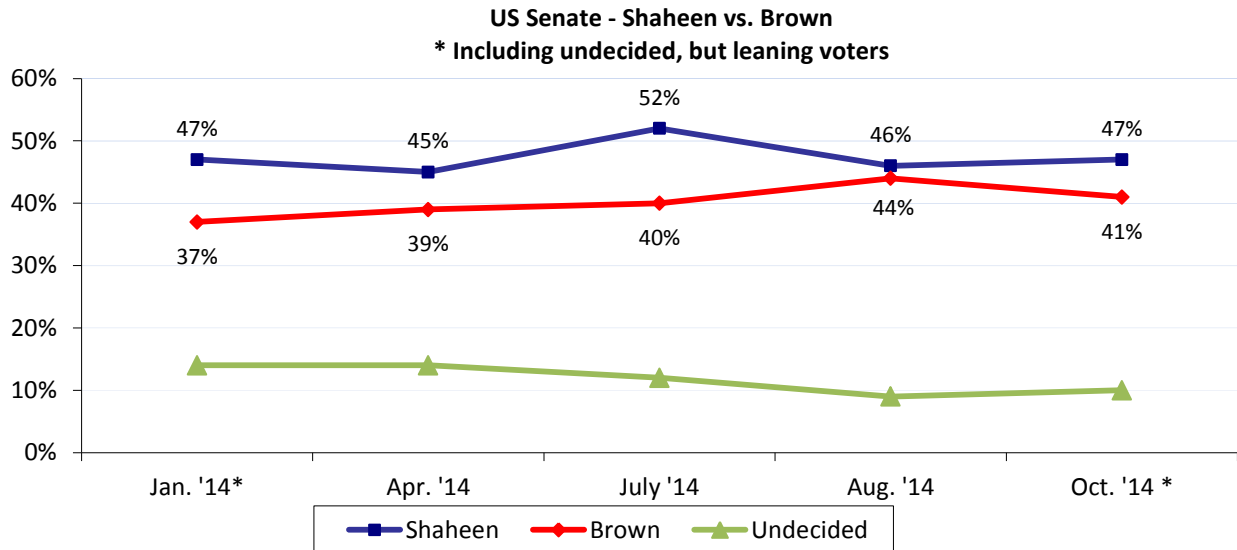
Now that the September primary is over, New Hampshire likely voters are starting to lock in on who they will vote for in the U.S. Senate race. Currently, 47% of likely voters say they have definitely decided who to support, 10% are leaning towards someone, and 43% are still trying to decide.



\* 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.

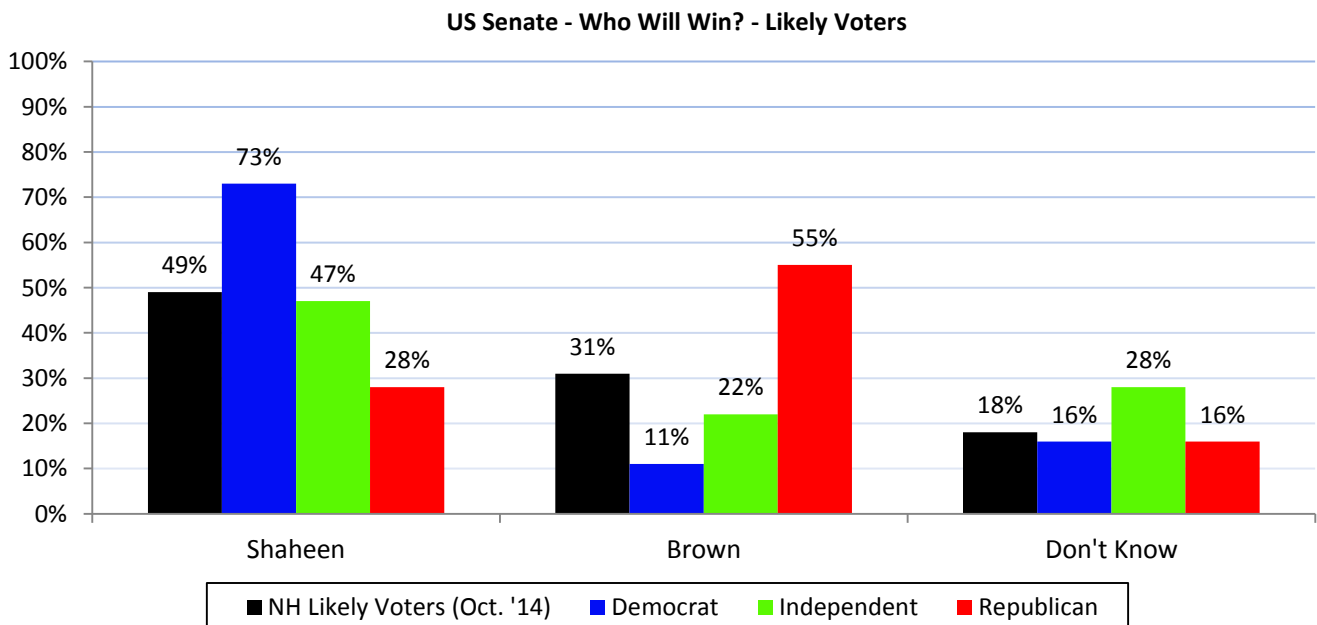
## 2014 Senate Election

If the election were held today, 44% of likely voters say they would vote for Shaheen, 38% would vote for Brown, 1% would vote for someone else and 17% are undecided. When undecided voters are asked which candidate they lean toward supporting, the race stands at 47% plan to vote for Shaheen, 41% for Brown, 1% would vote for someone else and 10% remain undecided. Shaheen and Brown continue to have wide leads among their partisans (90% - 4% and 81% - 6% respectively), while Independents currently favor Shaheen over Brown by a small margin (46% - 35%). Shaheen's margin over Brown has increased since August, but still remains within the poll's margin of sampling error.



## Who Will Win 2014 Senate Election?

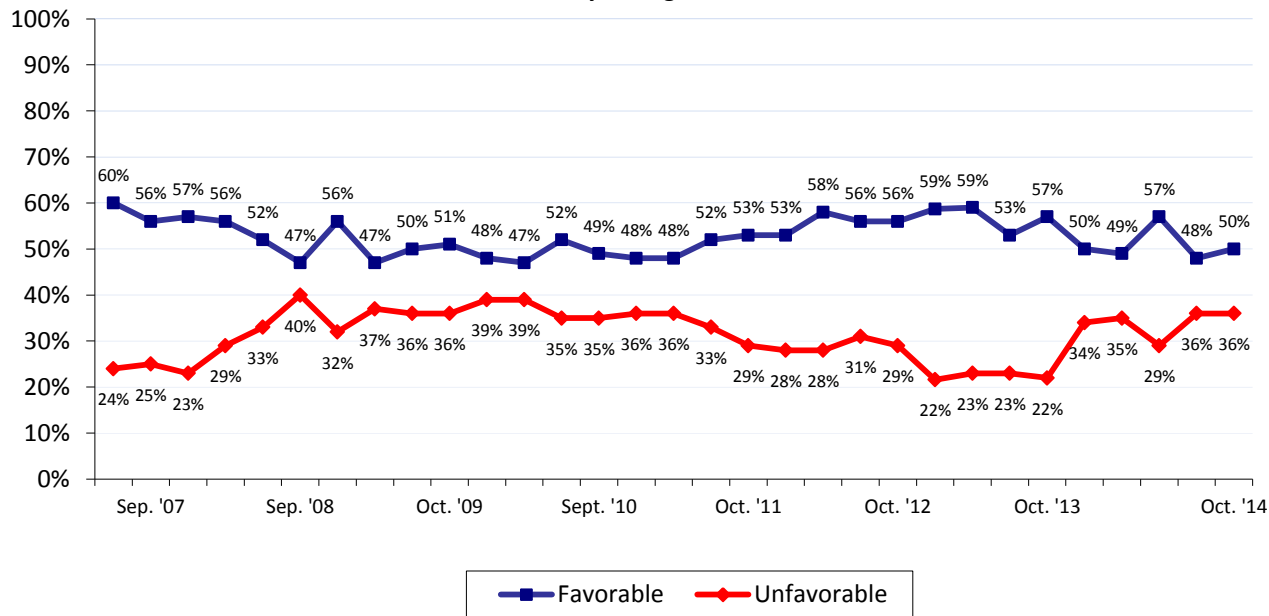
When asked which candidate they think will win the 2014 U.S. Senate election, 49% of likely voters think Shaheen will be re-elected, only 31% think Brown will win, 1% think someone else will win and 18% are unsure. Most Democrats (73%) think Shaheen will win and a smaller majority of Republicans (55%) think Brown will win. The large majority of voters who support Shaheen (77%) think she will win while 64% of Brown supporters believe he will win. Of those who chose another candidate or are undecided, 40% think Shaheen will win and 25% 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.



### Favorability Ratings – US Senate Candidates

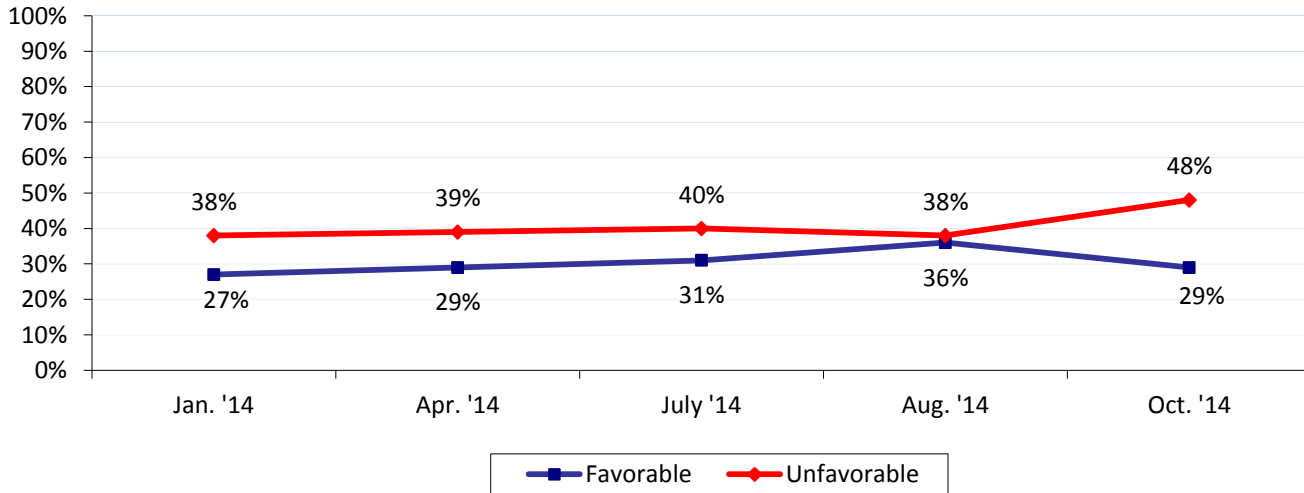
Shaheen continues to be popular in New Hampshire-- 50% of New Hampshire adults say they have a favorable opinion of Shaheen, 36% have an unfavorable opinion of her, 6% are neutral and 9% don't know enough about her to say. Shaheen's net favorability rating, the percentage who have a favorable opinion of her minus the percentage who have an unfavorable opinion, is +14%, which is up from +12% in August. Shaheen is very popular among Democrats (net +83%), and very unpopular among Republicans (-47%), while Independents are divided on her (+3%). Shaheen's net favorability among 2014 likely voters is +13%.

Favorability Ratings –Jeanne Shaheen



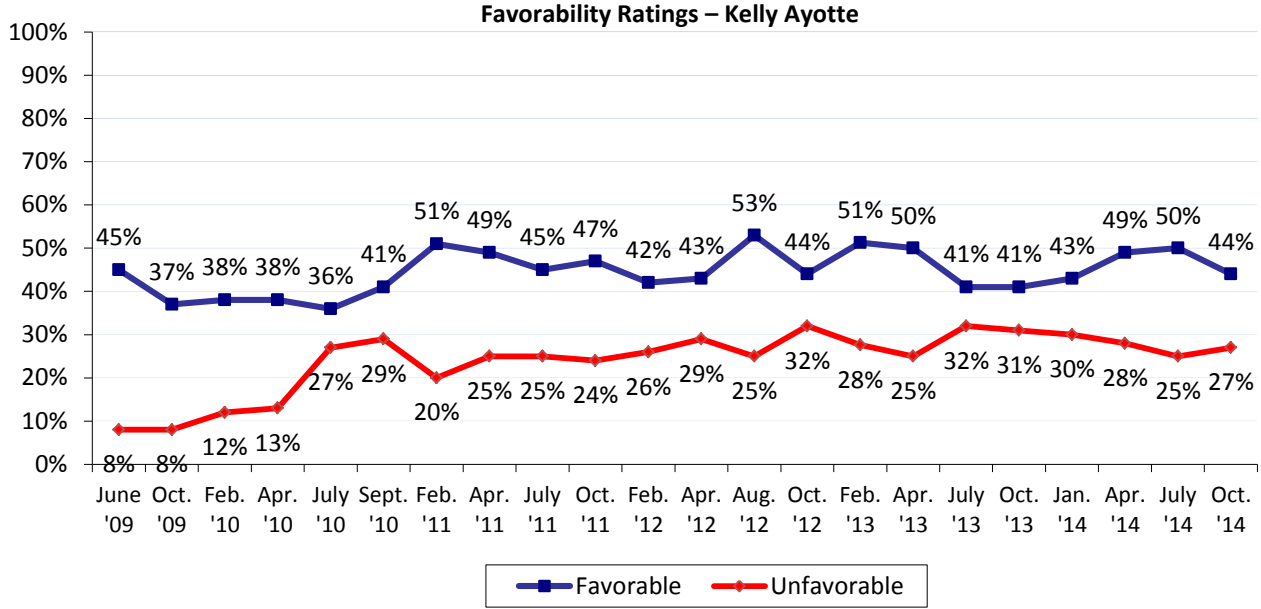
While Brown has very high name recognition in the state, he has become increasingly unpopular. Currently, only 29% of New Hampshire adults say they have a favorable opinion of Brown, 48% have an unfavorable opinion, 5% are neutral and 18% don't know enough to say. His net favorability is -19%, which is down significantly from -2% in August. Brown remains very popular among Republicans (net +41%), but is very unpopular among Independents (-31%) and very unpopular among Democrats (net -74%). Brown's net favorability among 2014 likely voters is -18%.

Favorability Ratings - Scott Brown



### Favorability Ratings – Senator Kelly Ayotte

New Hampshire’s junior senator, Republican Kelly Ayotte, continues to be popular in the state. Currently, 44% of New Hampshire adults have a favorable opinion of Ayotte, 27% have an unfavorable opinion of her, 7% are neutral and 22% don’t know enough about her to say. Ayotte’s net favorability rating is +17%, which is down from +25% in July. She remains very popular among Republicans (net favorability rating of +58%), and is somewhat popular among independents (+11%) and unpopular among Democrats (-21%).



### 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 eighty-one (681) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 29 and October 5, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 532 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

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	336	49%	North Country	52	8%
Female	345	51%	Central/Lakes	112	16%
			Connecticut Valley	98	14%
			Mass Border	179	26%
			Seacoast	113	17%
			Manchester Area	127	19%
<b>Age</b>	<b>N</b>	<b>%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
18 to 34	175	27%	Democrat	140	24%
35 to 49	182	28%	Undeclared	290	49%
50 to 64	173	26%	Republican	158	27%
65 and Over	123	19%			
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
High School or Less	116	18%	Democrat	259	39%
Some College	169	25%	Independent	147	22%
College Graduate	249	37%	Republican	261	39%
Post-Graduate	135	20%			
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>			
10 yrs. or less	114	17%			
11-20 yrs.	145	22%			
> 20 yrs.	398	61%			

### 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. '14</u>
Definitely Decided	6%	10%	17%	17%	27%	<b>47%</b>
Leaning Toward Someone	7%	9%	13%	14%	13%	<b>10%</b>
Still Trying to Decide	87%	81%	70%	69%	60%	<b>43%</b>
N=	(504)	(457)	(378)	(498)	(609)	<b>(528)</b>

### 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. '14</u>
Brown	37%	39%	38%	44%	<b>38%</b>
Shaheen	47%	45%	50%	46%	<b>44%</b>
Other	3%	2%	0%	1%	<b>1%</b>
Don't know / undecided	14%	14%	12%	9%	<b>17%</b>
(N=)	(454)	(387)	(502)	(600)	<b>(520)</b>

### 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. '14</u>
Brown	40%	<b>41%</b>
Shaheen	52%	<b>47%</b>
Other	1%	<b>1%</b>
Don't know / undecided	7%	<b>10%</b>
(N=)	(502)	<b>(519)</b>

### Favorability Rating – Scott Brown

“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. Former Massachusetts Senator Scott Brown?”

<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. '14</b>	<b>29%</b>	<b>5%</b>	<b>48%</b>	<b>18%</b>	<b>-19%</b>	<b>(681)</b>
<b>Aug. '14</b>	36%	8%	38%	18%	-2%	(827)
<b>July '14</b>	31%	8%	40%	21%	-9%	(666)
<b>Apr. '14</b>	29%	11%	39%	21%	-10%	(507)
<b>Jan. '14</b>	27%	8%	38%	27%	-11%	(581)

### 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. '14</b>	<b>50%</b>	<b>6%</b>	<b>36%</b>	<b>9%</b>	<b>+14%</b>	<b>(680)</b>
<b>Aug. '14</b>	48%	6%	36%	10%	+12%	(826)
<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. '14</b>	<b>44%</b>	<b>7%</b>	<b>27%</b>	<b>22%</b>	<b>+17%</b>	<b>(679)</b>
<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 – Senator Jeanne Shaheen**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>50%</b>	<b>6%</b>	<b>36%</b>	<b>9%</b>	<b>680</b>
Democrat	87%	1%	4%	8%	259
Independent	40%	12%	37%	12%	147
Republican	20%	7%	67%	6%	260
Liberal	83%	2%	11%	4%	171
Moderate	51%	7%	31%	11%	259
Conservative	20%	8%	64%	9%	190
Support Tea Party	16%	5%	72%	7%	126
Neutral	42%	8%	38%	12%	258
Oppose Tea Party	77%	2%	16%	5%	260
Approve of Obama	87%	0%	7%	5%	255
Neutral	69%	15%	9%	7%	51
Disapprove of Obama	21%	9%	59%	11%	371
Likely Voter	51%	5%	38%	5%	531
Non-Likely Voter	43%	9%	26%	21%	146
Union household	67%	1%	29%	2%	85
Non-union	48%	6%	36%	9%	587
Read Union Leader	43%	4%	48%	5%	172
Read Boston Globe	54%	2%	38%	6%	73
Watch WMUR	55%	6%	33%	5%	396
Listen to NHPR	65%	3%	27%	5%	193
10 yrs or less in NH	45%	5%	35%	15%	114
11 to 20 years	52%	5%	35%	9%	145
More than 20 years	52%	7%	36%	6%	398
18 to 34	51%	8%	29%	12%	175
35 to 49	48%	9%	34%	10%	182
50 to 64	50%	3%	43%	5%	173
65 and over	54%	3%	36%	7%	121
Male	43%	7%	42%	9%	334
Female	56%	5%	30%	9%	345
High school or less	26%	8%	43%	24%	116
Some college	45%	9%	40%	6%	169
College graduate	59%	4%	31%	6%	249
Post-graduate	62%	3%	31%	4%	134
Attend services 1 or more/week	44%	3%	42%	10%	139
1-2 times a month	47%	5%	39%	9%	70
Less often	55%	7%	33%	6%	185
Never	52%	7%	31%	11%	247
North Country	44%	1%	53%	2%	52
Central / Lakes	57%	1%	36%	6%	112
Connecticut Valley	47%	13%	31%	9%	97
Mass Border	47%	6%	39%	8%	179
Seacoast	52%	5%	28%	14%	113
Manchester Area	50%	7%	34%	9%	127
First Cong. Dist	51%	6%	33%	10%	341
Second Cong. Dist	48%	6%	38%	7%	339

**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>44%</b>	<b>7%</b>	<b>27%</b>	<b>22%</b>	<b>679</b>
Democrat	27%	6%	48%	19%	259
Independent	32%	12%	21%	35%	147
Republican	68%	6%	10%	16%	260
Liberal	22%	4%	52%	22%	171
Moderate	45%	11%	25%	19%	259
Conservative	63%	5%	13%	19%	190
Support Tea Party	65%	8%	11%	16%	126
Neutral	50%	6%	15%	29%	258
Oppose Tea Party	28%	7%	50%	15%	260
Approve of Obama	25%	8%	48%	19%	255
Neutral	33%	13%	17%	38%	51
Disapprove of Obama	59%	6%	13%	22%	371
Likely Voter	47%	7%	32%	14%	531
Non-Likely Voter	31%	9%	9%	50%	146
Union household	46%	6%	43%	5%	85
Non-union	43%	8%	24%	24%	586
Read Union Leader	57%	6%	27%	9%	172
Read Boston Globe	42%	4%	42%	13%	73
Watch WMUR	46%	7%	30%	17%	396
Listen to NHPR	35%	4%	51%	10%	193
10 yrs or less in NH	47%	5%	18%	29%	114
11 to 20 years	42%	8%	31%	20%	145
More than 20 years	44%	8%	28%	20%	398
18 to 34	29%	10%	21%	40%	175
35 to 49	46%	6%	25%	23%	182
50 to 64	50%	5%	33%	11%	173
65 and over	50%	8%	31%	11%	121
Male	46%	9%	21%	24%	334
Female	42%	5%	32%	20%	345
High school or less	36%	9%	20%	36%	116
Some college	48%	8%	22%	22%	169
College graduate	47%	7%	26%	20%	249
Post-graduate	38%	6%	43%	13%	134
Attend services 1 or more/week	54%	6%	21%	20%	139
1-2 times a month	51%	9%	24%	16%	70
Less often	52%	6%	27%	15%	185
Never	29%	8%	32%	31%	247
North Country	40%	4%	35%	21%	52
Central / Lakes	52%	3%	33%	12%	112
Connecticut Valley	29%	12%	40%	19%	97
Mass Border	52%	11%	20%	17%	178
Seacoast	35%	6%	22%	36%	113
Manchester Area	47%	6%	21%	26%	127
First Cong. Dist	43%	7%	25%	26%	341
Second Cong. Dist	45%	8%	29%	18%	339

**Favorability Rating – Scott Brown**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>29%</b>	<b>5%</b>	<b>48%</b>	<b>18%</b>	<b>681</b>
Democrat	5%	2%	79%	14%	259
Independent	18%	11%	49%	22%	147
Republican	58%	5%	17%	20%	261
Liberal	12%	3%	69%	16%	171
Moderate	27%	5%	54%	14%	259
Conservative	49%	6%	23%	22%	191
Support Tea Party	56%	4%	22%	18%	126
Neutral	29%	6%	37%	28%	258
Oppose Tea Party	16%	3%	74%	7%	261
Approve of Obama	9%	3%	80%	8%	255
Neutral	12%	20%	25%	42%	51
Disapprove of Obama	45%	5%	28%	22%	372
Likely Voter	32%	5%	50%	12%	532
Non-Likely Voter	15%	7%	37%	41%	146
Union household	19%	5%	68%	8%	85
Non-union	30%	5%	45%	20%	588
Read Union Leader	35%	4%	48%	13%	172
Read Boston Globe	32%	2%	63%	4%	73
Watch WMUR	29%	5%	49%	17%	396
Listen to NHPR	22%	3%	63%	12%	193
10 yrs or less in NH	31%	3%	39%	27%	114
11 to 20 years	29%	6%	45%	20%	145
More than 20 years	28%	5%	51%	16%	398
18 to 34	21%	3%	44%	32%	175
35 to 49	29%	6%	45%	20%	182
50 to 64	33%	6%	52%	9%	173
65 and over	33%	5%	52%	10%	123
Male	33%	5%	44%	19%	336
Female	25%	5%	52%	18%	345
High school or less	30%	10%	32%	28%	116
Some college	27%	4%	45%	24%	169
College graduate	30%	3%	53%	13%	249
Post-graduate	27%	5%	56%	12%	135
Attend services 1 or more/week	32%	5%	49%	14%	139
1-2 times a month	34%	5%	41%	20%	70
Less often	34%	4%	45%	16%	186
Never	21%	5%	51%	23%	247
North Country	18%	10%	54%	17%	52
Central / Lakes	28%	2%	45%	25%	112
Connecticut Valley	24%	5%	50%	20%	98
Mass Border	37%	6%	46%	11%	178
Seacoast	22%	6%	52%	20%	113
Manchester Area	31%	4%	44%	20%	127
First Cong. Dist	25%	6%	52%	18%	341
Second Cong. Dist	33%	5%	44%	19%	340

### Firmness of choice for New Hampshire Senate

	<b>Definitely Decided</b>	<b>Leaning Toward Someone</b>	<b>Still Trying To Decide</b>	<b>(N=)</b>
<b>STATEWIDE</b>	<b>47%</b>	<b>10%</b>	<b>43%</b>	<b>528</b>
Democrat	52%	10%	38%	217
Independent	25%	8%	66%	84
Republican	50%	11%	39%	222
Liberal	56%	11%	33%	129
Moderate	46%	8%	46%	207
Conservative	42%	9%	49%	162
Support Tea Party	54%	13%	34%	97
Neutral	31%	9%	60%	186
Oppose Tea Party	56%	10%	34%	230
Approve of Obama	56%	12%	32%	201
Neutral	17%	26%	57%	26
Disapprove of Obama	43%	8%	49%	300
Union household	52%	10%	38%	76
Non-union	46%	10%	44%	446
Read Union Leader	46%	8%	46%	153
Read Boston Globe	54%	9%	37%	71
Watch WMUR	48%	8%	44%	319
Listen to NHPR	54%	13%	33%	172
10 yrs or less in NH	45%	8%	47%	88
11 to 20 years	38%	18%	44%	113
More than 20 years	50%	8%	41%	310
18 to 34	26%	12%	62%	108
35 to 49	45%	3%	52%	138
50 to 64	52%	15%	33%	150
65 and over	60%	12%	28%	109
Male	52%	10%	38%	257
Female	42%	11%	48%	271
High school or less	37%	10%	53%	63
Some college	40%	8%	52%	130
College graduate	46%	12%	42%	207
Post-graduate	61%	9%	30%	121
Attend services 1 or more/week	48%	9%	43%	122
1-2 times a month	46%	5%	49%	60
Less often	47%	17%	36%	146
Never	44%	6%	50%	171
North Country	42%	9%	49%	39
Central / Lakes	48%	9%	42%	87
Connecticut Valley	48%	2%	50%	81
Mass Border	50%	12%	38%	139
Seacoast	44%	11%	45%	81
Manchester Area	45%	15%	40%	101
First Cong. Dist	46%	12%	42%	256
Second Cong. Dist	48%	8%	44%	271

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

	<b><u>Brown</u></b>	<b><u>Shaheen</u></b>	<b><u>Other</u></b>	<b><u>DK</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>38%</b>	<b>44%</b>	<b>1%</b>	<b>17%</b>	<b>520</b>
Democrat	3%	87%	1%	9%	215
Independent	29%	36%	3%	32%	78
Republican	76%	5%	1%	18%	221
Liberal	11%	79%	0%	10%	127
Moderate	34%	48%	0%	18%	204
Conservative	65%	11%	3%	21%	162
Support Tea Party	81%	3%	3%	12%	96
Neutral	45%	31%	1%	23%	184
Oppose Tea Party	14%	73%	0%	13%	226
Approve of Obama	4%	86%	1%	9%	198
Neutral	21%	38%	0%	41%	26
Disapprove of Obama	63%	16%	2%	20%	295
Definitely Decided	47%	51%	1%	1%	242
Leaning Toward Someone	46%	47%	0%	8%	54
Still Trying To Decide	28%	35%	2%	36%	222
Union household	24%	64%	1%	11%	76
Non-union	41%	40%	1%	18%	439
Read Union Leader	50%	36%	2%	12%	150
Read Boston Globe	28%	51%	2%	19%	69
Watch WMUR	36%	47%	1%	16%	316
Listen to NHPR	27%	63%	2%	8%	171
10 yrs or less in NH	40%	41%	0%	19%	87
11 to 20 years	43%	39%	2%	16%	113
More than 20 years	35%	47%	1%	17%	306
18 to 34	33%	37%	0%	30%	108
35 to 49	39%	45%	2%	13%	137
50 to 64	41%	45%	2%	13%	147
65 and over	37%	50%	1%	12%	107
Male	44%	38%	1%	17%	250
Female	33%	48%	1%	17%	270
High school or less	44%	31%	2%	24%	61
Some college	46%	31%	3%	21%	127
College graduate	36%	47%	1%	16%	206
Post-graduate	30%	59%	0%	11%	120
Attend services 1 or more/week	39%	35%	4%	22%	117
1-2 times a month	45%	31%	0%	23%	60
Less often	43%	46%	0%	11%	145
Never	29%	54%	1%	16%	170
North Country	43%	41%	0%	16%	39
Central / Lakes	37%	50%	0%	13%	88
Connecticut Valley	36%	35%	2%	27%	76
Mass Border	46%	39%	1%	14%	139
Seacoast	24%	48%	4%	24%	79
Manchester Area	40%	49%	1%	11%	99
First Cong. Dist	35%	49%	2%	14%	253
Second Cong. Dist	41%	38%	1%	20%	266

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

	<b><u>Brown</u></b>	<b><u>Shaheen</u></b>	<b><u>Other</u></b>	<b><u>DK</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>41%</b>	<b>47%</b>	<b>1%</b>	<b>10%</b>	<b>519</b>
Democrat	4%	90%	1%	6%	215
Independent	35%	46%	3%	16%	78
Republican	81%	6%	2%	11%	220
Liberal	12%	82%	0%	6%	127
Moderate	36%	54%	0%	9%	204
Conservative	71%	12%	3%	14%	161
Support Tea Party	87%	3%	3%	6%	96
Neutral	48%	34%	1%	16%	184
Oppose Tea Party	15%	78%	1%	6%	226
Approve of Obama	4%	90%	1%	5%	198
Neutral	24%	50%	0%	27%	26
Disapprove of Obama	68%	18%	2%	12%	295
Definitely Decided	47%	51%	1%	1%	242
Leaning Toward Someone	47%	47%	0%	6%	54
Still Trying To Decide	35%	42%	2%	21%	221
Union household	29%	65%	1%	5%	75
Non-union	44%	44%	1%	11%	439
Read Union Leader	55%	37%	2%	7%	150
Read Boston Globe	30%	53%	2%	15%	69
Watch WMUR	39%	51%	1%	9%	315
Listen to NHPR	29%	65%	2%	4%	171
10 yrs or less in NH	40%	43%	0%	17%	87
11 to 20 years	45%	42%	2%	11%	113
More than 20 years	39%	51%	1%	8%	305
18 to 34	36%	39%	0%	24%	108
35 to 49	41%	50%	2%	6%	137
50 to 64	45%	47%	2%	7%	147
65 and over	40%	54%	1%	5%	106
Male	48%	39%	1%	11%	249
Female	35%	54%	1%	9%	269
High school or less	46%	34%	2%	18%	61
Some college	49%	35%	3%	13%	127
College graduate	41%	48%	1%	10%	205
Post-graduate	31%	64%	1%	4%	120
Attend services 1 or more/week	43%	40%	4%	13%	117
1-2 times a month	50%	38%	0%	12%	60
Less often	46%	49%	0%	5%	144
Never	33%	55%	1%	11%	170
North Country	47%	42%	0%	11%	39
Central / Lakes	42%	51%	0%	7%	87
Connecticut Valley	43%	39%	2%	17%	76
Mass Border	47%	44%	1%	7%	138
Seacoast	27%	50%	4%	19%	79
Manchester Area	41%	53%	1%	5%	99
First Cong. Dist	37%	53%	2%	8%	252
Second Cong. Dist	46%	42%	1%	12%	266

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

	<b><u>Brown</u></b>	<b><u>Shaheen</u></b>	<b><u>Other</u></b>	<b><u>DK</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>31%</b>	<b>49%</b>	<b>1%</b>	<b>18%</b>	<b>528</b>
Democrat	11%	73%	0%	16%	216
Independent	22%	47%	3%	28%	84
Republican	55%	28%	1%	16%	223
Liberal	13%	71%	0%	16%	128
Moderate	28%	54%	0%	18%	208
Conservative	51%	28%	2%	19%	162
Support Tea Party	60%	21%	3%	15%	98
Neutral	35%	43%	1%	22%	186
Oppose Tea Party	15%	67%	0%	18%	228
Approve of Obama	7%	73%	0%	20%	200
Neutral	16%	36%	1%	47%	26
Disapprove of Obama	49%	35%	1%	15%	301
Definitely Decided	34%	51%	1%	15%	245
Leaning Toward Someone	24%	45%	1%	29%	54
Still Trying To Decide	31%	49%	1%	19%	226
Brown Supporter	64%	18%	1%	17%	215
Shaheen Supporter	5%	77%	0%	17%	244
Other/Undecided	25%	40%	5%	30%	60
Read Union Leader	35%	49%	2%	15%	153
Read Boston Globe	27%	58%	1%	15%	71
Watch WMUR	30%	54%	1%	15%	318
Listen to NHPR	24%	60%	1%	15%	173
10 yrs or less in NH	39%	43%	0%	18%	89
11 to 20 years	39%	40%	0%	21%	113
More than 20 years	26%	55%	2%	17%	309
18 to 34	35%	46%	0%	19%	108
35 to 49	31%	56%	1%	12%	138
50 to 64	33%	47%	1%	19%	148
65 and over	26%	49%	1%	24%	110
Male	36%	44%	1%	18%	255
Female	27%	54%	0%	19%	272
High school or less	42%	42%	2%	15%	63
Some college	37%	49%	2%	13%	128
College graduate	34%	49%	0%	17%	208
Post-graduate	17%	55%	0%	28%	121
Attend services 1 or more/week	26%	53%	3%	17%	122
1-2 times a month	41%	38%	0%	22%	60
Less often	35%	48%	0%	17%	146
Never	29%	53%	0%	18%	170
North Country	33%	48%	0%	20%	39
Central / Lakes	25%	55%	1%	18%	88
Connecticut Valley	25%	50%	2%	23%	79
Mass Border	41%	40%	0%	19%	140
Seacoast	34%	49%	2%	15%	81
Manchester Area	25%	57%	1%	17%	101
First Cong. Dist	31%	51%	1%	17%	257
Second Cong. Dist	32%	47%	1%	20%	271