

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 2, 2012

GUBERNATORIAL RACE TIGHT IN NEW HAMPSHIRE

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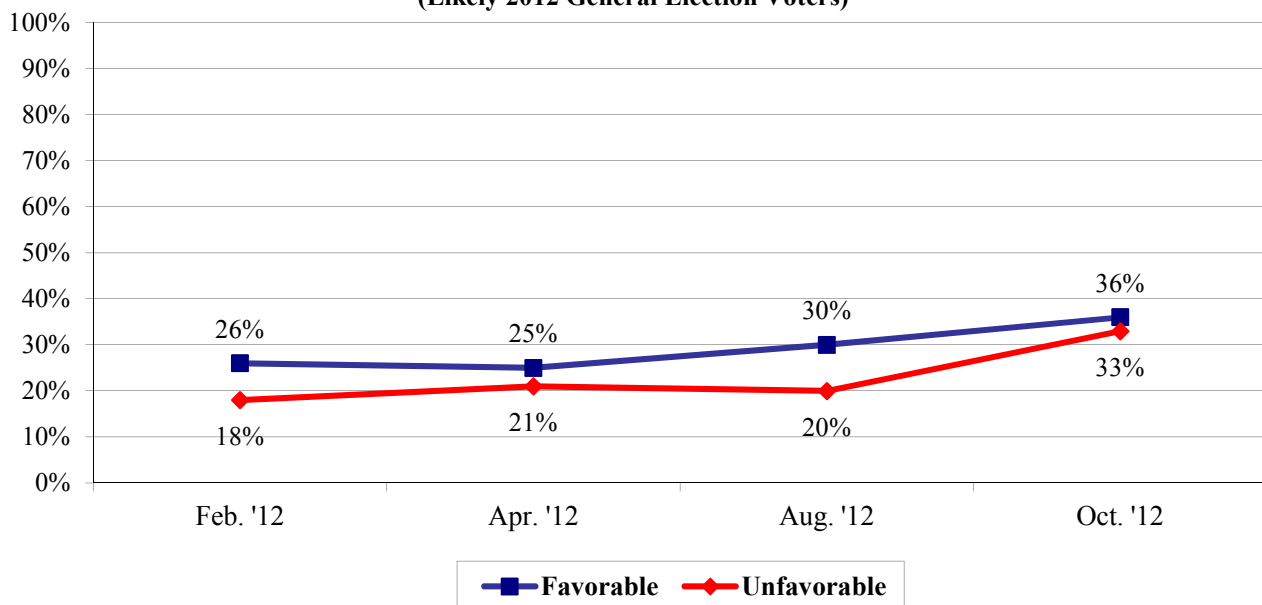
DURHAM, NH – The race to succeed New Hampshire Governor John Lynch in New Hampshire is very close between Republican Ovide Lamontagne and Democrat Maggie Hassan. Neither candidate is well known to voters.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred and thirty-eight (638) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 27 and September 30, 2012. The margin of sampling error for the survey is +/- 3.9 percent. Included is a subsample of 600 likely general election voters (margin of sampling error +/- 4.0%).

NH 2012 Gubernatorial Candidates

Likely 2012 voters in New Hampshire are split in their views of Republican gubernatorial candidate Ovide Lamontagne. Currently, 36% of New Hampshire likely voters view Lamontagne favorably, 33% have an unfavorable view of him, 5% are neutral, and 26% don't know enough about him to say. Lamontagne's net favorability rating is +3%, down from +10% in August. Among Republicans, Lamontagne's net favorability rating is +62%, up from +47% in August. He is also viewed somewhat favorably among Independents (+5%) but very unfavorably among Democrats (-45%).

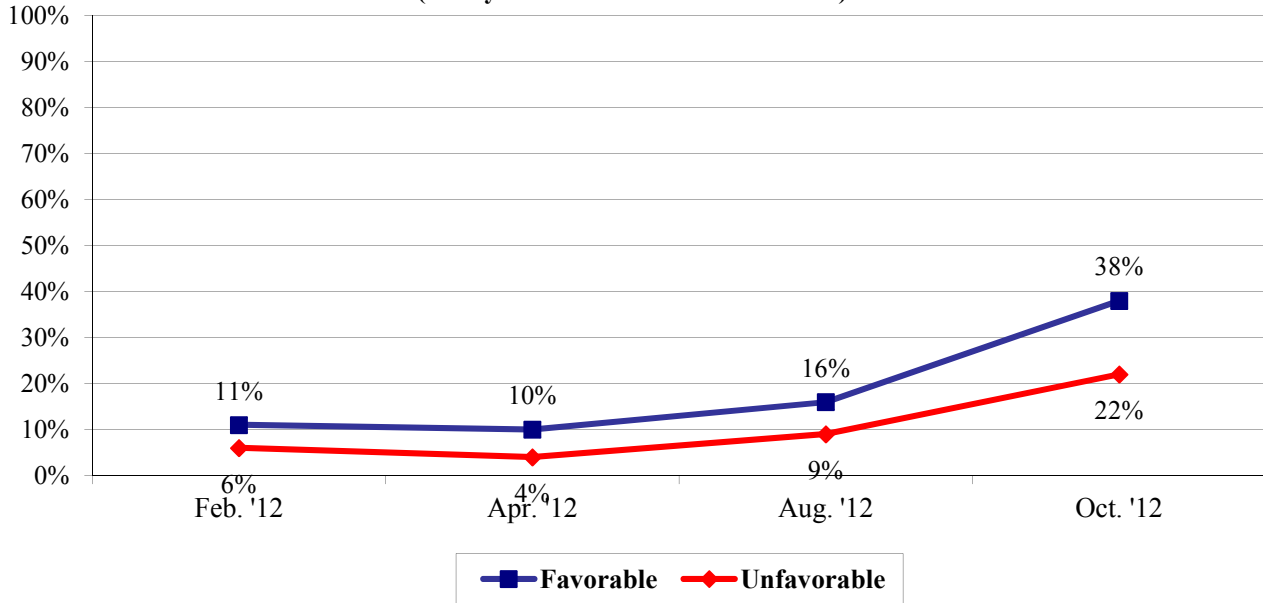
Favorability Ratings – Ovide Lamontagne
(Likely 2012 General Election Voters)



* 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.

Former state Senator Maggie Hassan of Exeter is viewed somewhat more favorably, but is still unknown to more than a third of likely voters. Currently, 38% of New Hampshire 2012 voters have a favorable opinion of Hassan, 22% have an unfavorable opinion of her, 5% are neutral, and 35% don't know enough about her to say. Hassan's net favorability rating is +16%, up from +8% in August. She is viewed very favorably among Democrats (+59%) and unfavorably among Republicans (-33%). Independents are split, with +1% net favorability.

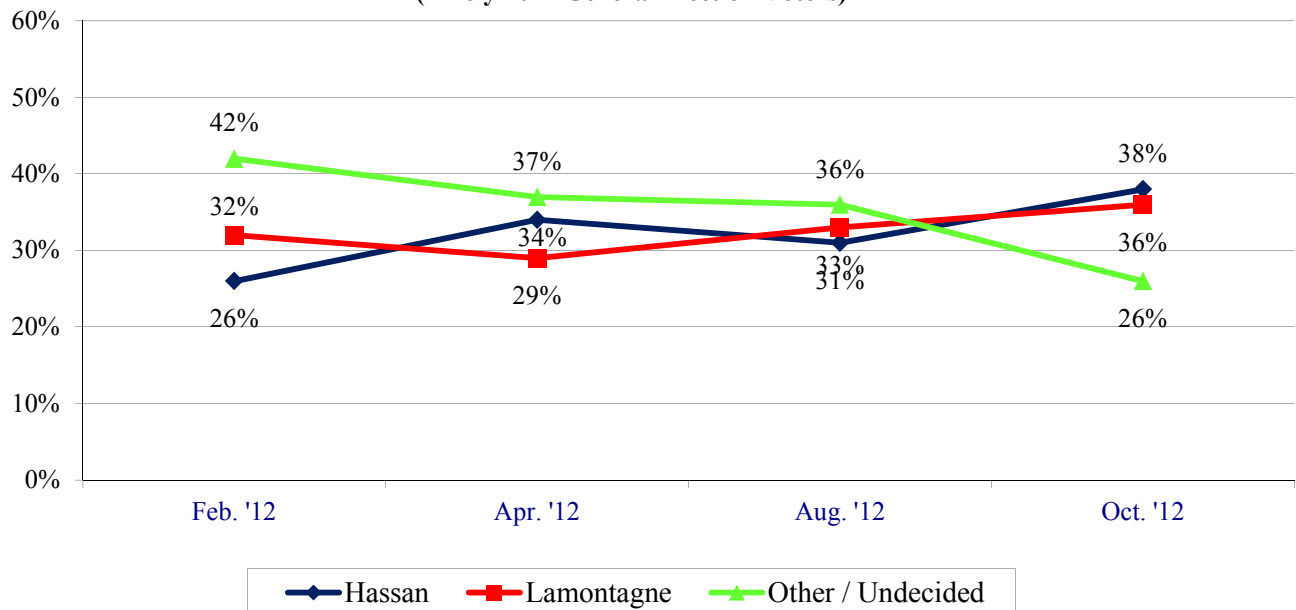
**Favorability Ratings – Maggie Hassan
(Likely 2012 General Election Voters)**



Libertarian John Babiarez is largely unknown in the state – 5% have a favorable opinion of him, 3% have an unfavorable opinion of him, 5% are neutral, and 87% don't know enough about him to say. Babiarez's net favorability is +2%.

Lamontagne and Hassan remain tied in the race for governor --38% of likely general election voters say they would vote for Hassan, 36% prefer Lamontagne, 2% favor some other candidate, and 25% are undecided. When undecided voters are asked which candidate they lean toward supporting, 42% say they will vote for Hassan, 40% for Lamontagne, 2% for some other candidate and 16% remain undecided. The two candidates have remained close since February.

**November 2012 General Election - Lamontagne vs. Hassan
(Likely 2012 General Election 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 thirty-eight (638) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 27 and September 30, 2012. The margin of sampling error for the survey is +/- 3.9 percent. Included is a subsample of 600 likely general election voters (margin of sampling error +/- 4.0%).

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, 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.

Gubernatorial Candidate Favorability Ratings (Likely Voters)

"Next, I'd like to get your overall opinion of (some people who may run for Governor of New Hampshire next year / some people who are running in the 2012 elections this November). As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about them to say." "First, how about ...

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>NET</u>	<u>(N=)</u>
Attorney Ovide Lamontagne – Oct. '12	36%	5%	33%	26%	+3%	(600)
Attorney Ovide Lamontagne – Aug. '12	30%	5%	20%	46%	+10%	(554)
Attorney Ovide Lamontagne – Apr. '12	25%	3%	21%	52%	+4%	(496)
Attorney Ovide Lamontagne – Feb. '12	26%	5%	18%	51%	+8%	(493)
Former State Sen. Maggie Hassan – Oct. '12	38%	5%	22%	35%	+16%	(600)
Former State Sen. Maggie Hassan – Aug. '12	16%	4%	9%	72%	+7%	(554)
Former State Sen. Maggie Hassan – Apr. '12	10%	4%	4%	81%	+6%	(494)
Former State Sen. Maggie Hassan – Feb. '12	11%	6%	6%	77%	+5%	(493)
Grafton Fire Chief John Babiarz – Oct. '12	5%	5%	3%	87%	+2%	(600)

Hassan v. Lamontagne

"And thinking about the gubernatorial election in November, will you vote for Ovide Lamontagne, the Republican ... Maggie Hassan, the Democrat ... someone else ... or haven't you decided yet?" [ROTATE CANDIDATES]

	<u>Feb. '12</u>	<u>Apr. '12</u>	<u>Aug. '12</u>	<u>Oct. '12</u>
Maggie Hassan	26%	34%	31%	38%
Ovide Lamontagne	32%	29%	33%	36%
Other	1%	1%	1%	2%
Undecided	41%	36%	35%	25%
(N=)	(482)	(484)	(546)	(595)

Favorability Rating – Attorney Ovide Lamontagne

STATEWIDE	<u>Favorable</u> 36%	<u>Neutral</u> 5%	<u>Unfavorable</u> 33%	<u>Don't Know</u> 26%	<u>(N=)</u> 600
Registered Democrat	4%	4%	63%	29%	166
Registered Undeclared	41%	6%	29%	24%	233
Registered Republican	68%	5%	12%	16%	161
Democrat	11%	4%	56%	29%	277
Independent	32%	9%	27%	32%	81
Republican	68%	6%	6%	20%	231
Liberal	7%	3%	65%	25%	128
Moderate	31%	9%	32%	28%	250
Conservative	66%	2%	11%	21%	183
Support Tea Party	80%	4%	4%	12%	152
Neutral	41%	9%	17%	32%	137
Oppose Tea Party	12%	4%	58%	26%	280
Union household	25%	5%	49%	20%	85
Non union	37%	5%	30%	27%	508
Read Union Leader	48%	6%	26%	19%	192
Read Boston Globe	32%	3%	50%	14%	95
Watch WMUR	38%	6%	34%	22%	357
Listen to NHPR	24%	3%	50%	23%	207
18 to 34	20%	2%	25%	53%	64
35 to 49	46%	2%	23%	29%	105
50 to 64	29%	8%	39%	24%	212
65 and over	41%	5%	37%	17%	198
Male	38%	4%	32%	26%	294
Female	34%	7%	34%	26%	305
High school or less	38%	9%	16%	38%	125
Some college	32%	4%	37%	27%	124
College graduate	39%	4%	34%	23%	206
Post graduate	32%	5%	43%	20%	139
Attend services 1 or more/week	52%	6%	22%	20%	158
1 2 times a month	41%	1%	33%	25%	55
Less often	34%	7%	35%	24%	173
Never	21%	4%	42%	33%	178
North Country	42%	4%	41%	13%	48
Central / Lakes	37%	1%	39%	24%	110
Connecticut Valley	34%	4%	31%	31%	84
Mass Border	36%	10%	23%	31%	172
Seacoast	28%	7%	37%	28%	102
Manchester Area	42%	0%	38%	19%	84
First Cong. Dist	34%	4%	37%	24%	273
Second Cong. Dist	38%	6%	29%	27%	325

Favorability Rating - Former state Senator Maggie Hassan

STATEWIDE	<u>Favorable</u> 38%	<u>Neutral</u> 5%	<u>Unfavorable</u> 22%	<u>Don't Know</u> 35%	<u>(N=)</u> 600
Registered Democrat	72%	2%	4%	23%	166
Registered Undeclared	32%	8%	24%	36%	233
Registered Republican	14%	6%	42%	38%	161
Democrat	64%	5%	5%	27%	277
Independent	19%	11%	18%	52%	81
Republican	12%	5%	45%	38%	231
Liberal	65%	4%	6%	25%	128
Moderate	38%	7%	19%	36%	250
Conservative	16%	6%	39%	39%	183
Support Tea Party	9%	6%	55%	30%	152
Neutral	21%	8%	20%	51%	137
Oppose Tea Party	62%	4%	7%	27%	280
Union household	47%	4%	19%	30%	85
Non union	36%	6%	23%	36%	508
Read Union Leader	30%	5%	30%	35%	192
Read Boston Globe	44%	5%	18%	33%	95
Watch WMUR	42%	5%	23%	30%	357
Listen to NHPR	59%	5%	13%	23%	207
18 to 34	19%	3%	12%	66%	64
35 to 49	22%	5%	28%	45%	105
50 to 64	48%	8%	17%	27%	212
65 and over	41%	4%	28%	27%	198
Male	35%	7%	29%	30%	294
Female	40%	4%	15%	40%	305
High school or less	21%	2%	18%	58%	125
Some college	36%	9%	25%	31%	124
College graduate	40%	6%	22%	33%	206
Post graduate	51%	5%	22%	22%	139
Attend services 1 or more/week	31%	5%	29%	36%	158
1 2 times a month	40%	5%	21%	34%	55
Less often	38%	6%	22%	34%	173
Never	44%	6%	14%	36%	178
North Country	41%	7%	19%	32%	48
Central / Lakes	41%	5%	27%	27%	110
Connecticut Valley	40%	5%	12%	44%	84
Mass Border	27%	6%	23%	45%	172
Seacoast	51%	6%	19%	23%	102
Manchester Area	34%	4%	28%	34%	84
First Cong. Dist	41%	5%	24%	30%	273
Second Cong. Dist	35%	6%	20%	39%	325

Favorability Rating – Grafton Fire Chief John Babiarz

STATEWIDE	<u>Favorable</u> 5%	<u>Neutral</u> 5%	<u>Unfavorable</u> 3%	<u>Don't Know</u> 87%	<u>(N=)</u> 600
Registered Democrat	4%	3%	4%	89%	166
Registered Undeclared	6%	5%	3%	86%	233
Registered Republican	7%	7%	3%	84%	161
Democrat	3%	4%	4%	89%	277
Independent	7%	6%	1%	86%	81
Republican	8%	6%	2%	84%	231
Liberal	4%	3%	3%	90%	128
Moderate	5%	5%	5%	84%	250
Conservative	8%	6%	1%	86%	183
Support Tea Party	9%	7%	3%	81%	152
Neutral	4%	6%	1%	89%	137
Oppose Tea Party	4%	4%	4%	89%	280
Union household	7%	6%	6%	82%	85
Non union	5%	5%	2%	88%	508
Read Union Leader	9%	5%	4%	83%	192
Read Boston Globe	7%	5%	5%	83%	95
Watch WMUR	6%	5%	3%	86%	357
Listen to NHPR	6%	5%	3%	86%	207
18 to 34	5%	2%	5%	87%	64
35 to 49	3%	6%	2%	90%	105
50 to 64	7%	5%	3%	85%	212
65 and over	5%	5%	2%	88%	198
Male	5%	6%	5%	84%	294
Female	5%	4%	2%	89%	305
High school or less	9%	4%	0%	87%	125
Some college	6%	7%	4%	83%	124
College graduate	4%	5%	4%	87%	206
Post graduate	3%	4%	4%	89%	139
Attend services 1 or more/week	8%	3%	0%	89%	158
1 2 times a month	3%	3%	1%	93%	55
Less often	4%	7%	5%	85%	173
Never	5%	7%	3%	86%	178
North Country	4%	9%	0%	87%	48
Central / Lakes	5%	3%	6%	86%	110
Connecticut Valley	4%	7%	3%	85%	84
Mass Border	4%	4%	4%	88%	172
Seacoast	7%	6%	3%	85%	102
Manchester Area	8%	2%	2%	88%	84
First Cong. Dist	5%	5%	3%	87%	273
Second Cong. Dist	6%	5%	4%	86%	325

**2012 Gubernatorial Election – Lamontagne vs. Hassan
(2012 Likely General Election Voters)**

	<u>Lamontagne</u> 36%	<u>Hassan</u> 38%	<u>Other</u> 2%	<u>Undecided</u> 25%	<u>(N)</u> 595
STATEWIDE					
Registered Democrat	7%	76%	0%	17%	166
Registered Undeclared	35%	30%	3%	32%	232
Registered Republican	75%	10%	1%	13%	161
Democrat	7%	70%	0%	22%	275
Independent	28%	19%	7%	46%	78
Republican	73%	5%	1%	21%	232
Liberal	4%	74%	2%	20%	127
Moderate	28%	36%	2%	34%	248
Conservative	72%	13%	1%	14%	181
Support Tea Party	85%	2%	1%	12%	152
Neutral	38%	16%	2%	44%	135
Oppose Tea Party	9%	68%	2%	21%	277
Union household	23%	57%	0%	21%	85
Non union	38%	35%	2%	25%	503
Read Union Leader	49%	31%	1%	19%	188
Read Boston Globe	32%	50%	2%	15%	94
Watch WMUR	37%	39%	1%	23%	353
Listen to NHPR	18%	57%	2%	23%	204
18 to 34	15%	30%	8%	47%	61
35 to 49	46%	27%	1%	26%	104
50 to 64	28%	45%	1%	25%	211
65 and over	44%	39%	1%	16%	198
Male	38%	36%	2%	24%	291
Female	34%	40%	1%	25%	304
High school or less	42%	31%	1%	26%	124
Some college	36%	35%	3%	26%	122
College graduate	36%	36%	1%	27%	205
Post graduate	29%	50%	2%	19%	139
Attend services 1 or more/week	54%	30%	1%	15%	156
1 2 times a month	31%	41%	2%	27%	54
Less often	34%	38%	2%	27%	173
Never	23%	46%	2%	29%	177
North Country	37%	42%	0%	21%	48
Central / Lakes	33%	40%	1%	26%	110
Connecticut Valley	28%	44%	1%	27%	84
Mass Border	40%	29%	2%	29%	168
Seacoast	32%	42%	5%	20%	102
Manchester Area	44%	36%	0%	20%	84
First Cong. Dist	37%	40%	3%	21%	270
Second Cong. Dist	36%	36%	1%	27%	322

**2012 Gubernatorial Election – Lamontagne vs. Hassan – with leaners
(2012 Likely General Election Voters)**

	<u>Lamontagne</u> 40%	<u>Hassan</u> 42%	<u>Other</u> 2%	<u>Undecided</u> 16%	<u>(N)</u> 595
STATEWIDE					
Registered Democrat	8%	84%	0%	8%	166
Registered Undeclared	39%	34%	3%	24%	232
Registered Republican	80%	11%	1%	7%	161
Democrat	7%	78%	0%	14%	275
Independent	30%	23%	7%	40%	78
Republican	82%	6%	1%	11%	232
Liberal	5%	79%	2%	14%	127
Moderate	35%	42%	2%	21%	248
Conservative	75%	14%	1%	10%	181
Support Tea Party	88%	4%	1%	6%	152
Neutral	48%	22%	2%	27%	135
Oppose Tea Party	10%	74%	2%	14%	277
Union household	27%	58%	0%	16%	85
Non union	42%	40%	2%	16%	503
Read Union Leader	52%	35%	1%	12%	188
Read Boston Globe	36%	50%	2%	11%	94
Watch WMUR	43%	42%	1%	15%	353
Listen to NHPR	21%	64%	2%	13%	204
18 to 34	18%	39%	8%	35%	61
35 to 49	54%	30%	1%	15%	104
50 to 64	32%	51%	1%	15%	211
65 and over	47%	42%	1%	10%	198
Male	44%	40%	2%	15%	291
Female	37%	45%	1%	17%	304
High school or less	44%	34%	1%	22%	124
Some college	41%	41%	3%	14%	122
College graduate	41%	40%	1%	18%	205
Post graduate	33%	54%	2%	11%	139
Attend services 1 or more/week	59%	31%	1%	9%	156
1 2 times a month	38%	45%	2%	15%	54
Less often	37%	43%	2%	18%	173
Never	25%	53%	2%	20%	177
North Country	38%	51%	0%	11%	48
Central / Lakes	40%	50%	1%	10%	110
Connecticut Valley	31%	47%	1%	21%	84
Mass Border	45%	32%	2%	22%	168
Seacoast	34%	44%	5%	17%	102
Manchester Area	48%	41%	0%	10%	84
First Cong. Dist	40%	43%	3%	15%	270
Second Cong. Dist	41%	42%	1%	17%	322