

# THE WMUR / UNH NEW HAMPSHIRE ELECTION POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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### AYOTTE IN POSITION TO TAKE NH SENATE SEAT

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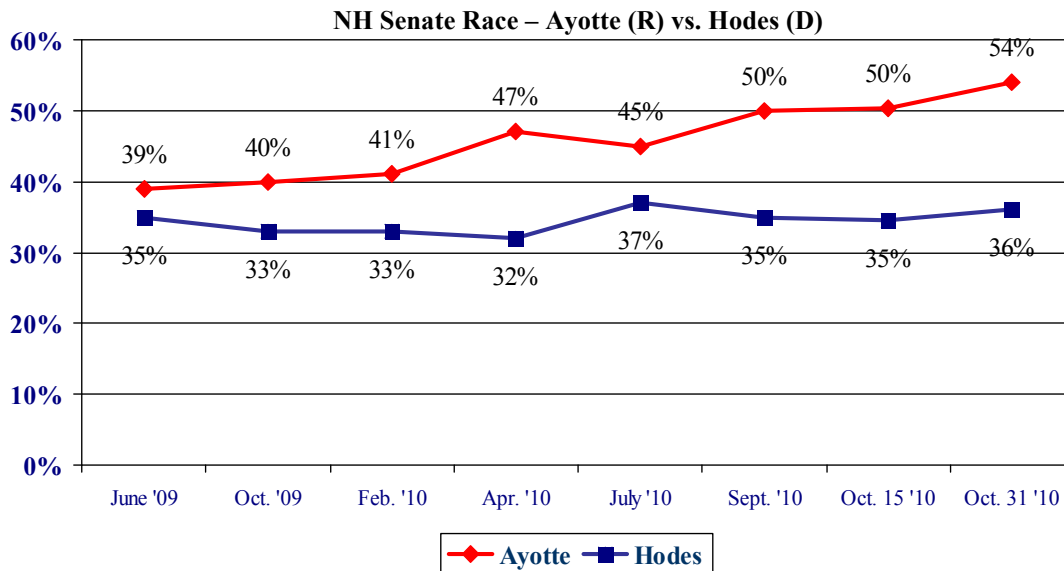
DURHAM, NH – Republican Kelly Ayotte is in a strong position to defeat Democrat Paul Hodes in the race for U.S. Senate in New Hampshire. Most voters have now made up their minds who to support in this race.

These findings are based on the latest **WMUR / UNH New Hampshire Election Poll**,\* conducted by the University of New Hampshire Survey Center. Eight hundred and eighty-five (885) randomly selected New Hampshire likely voters were interviewed by telephone between October 27 and October 31, 2010. The margin of sampling error for the survey is +/- 3.3 percent.

#### 2010 U.S. Senate Race

Former Attorney General Kelly Ayotte has increased her lead over her Democratic challenger, Congressman Paul Hodes in the final weeks of the campaign for the U.S. Senate seat from New Hampshire. This had been seen as a close race, but Hodes has not been able to cut into Ayotte's lead. Currently, 54% of New Hampshire likely voters say they will vote for Ayotte, 36% back Hodes, 1% say they will vote for Libertarian candidate Ken Blevens, 1% will vote for Independent Chris Booth, and 8% are undecided. Ayotte's lead over Hodes is unchanged since late September.

When undecided voters are allocated to the candidate they are most likely to support, Ayotte gets 58%, Hodes gets 40% and other candidates get 2%.



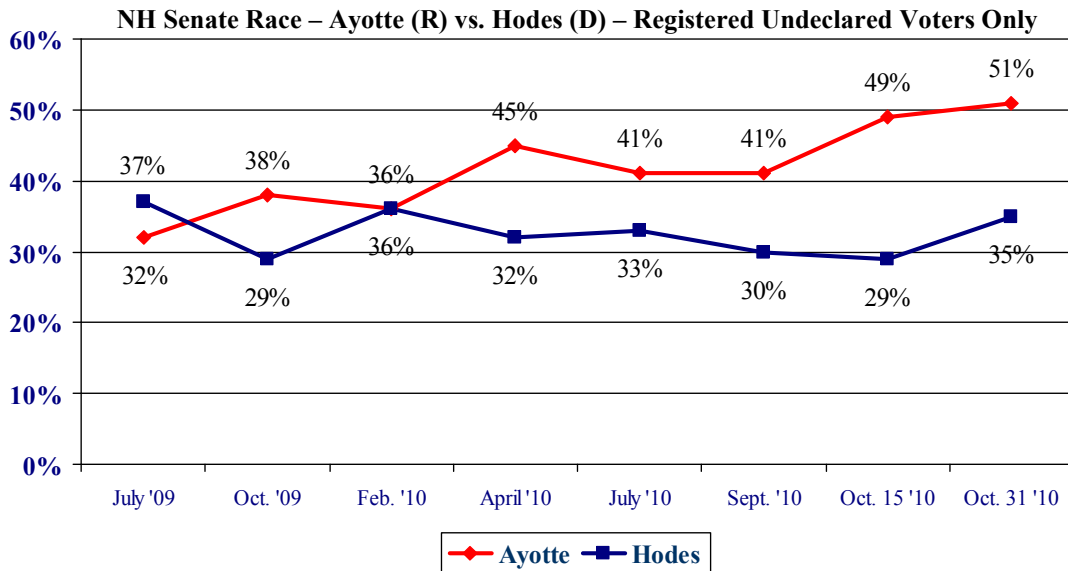
Ayotte gets her strongest support from Republicans and voters in towns along the Massachusetts border. Hodes' strongest support comes from Democrats, voters with post graduate educations, and residents of the Concord area and the Connecticut River valley.

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

Ayotte also benefits from greater enthusiasm among Republicans. Among voters who say they are extremely interested in the election, Ayotte holds a 58% to 36% lead over Hodes. And among voters who say they are excited about the elections in November, Ayotte holds an even larger lead, 71% to 22%.

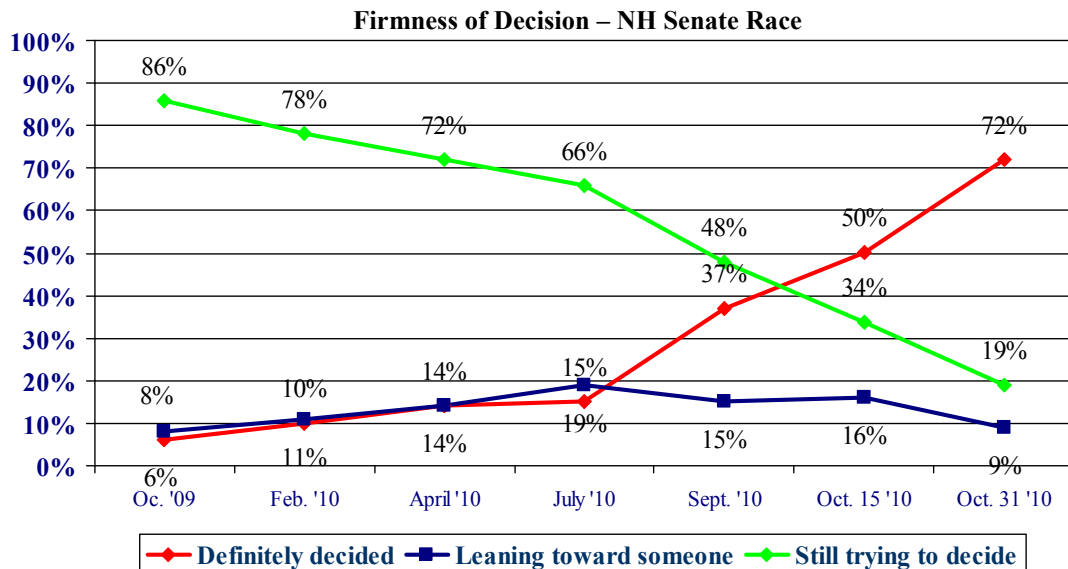
Ayotte has neutralized the traditional advantage Democrats have held among women voters in New Hampshire. Among women, Ayotte leads 47% to 40% and she holds a 60% to 32% advantage among men.

Ayotte also leads among Undeclared voters, often referred to as Independents, by 51% to 35%. Ayotte also has stronger support among her partisans than does Hodes – 89% of registered Republicans say they will vote for Ayotte while only 77% of registered Democrats say they will vote for Hodes.



**Decisions Being Made**

As the election approaches, most voters have definitely decided on who they will vote for. Currently, 72% of likely voters say they have definitely decided who they will vote for, 9% are leaning to a candidate, and 19% are still trying to decide. Ayotte leads Hodes by 58% to 40% among voters who have definitely decided who they will support.



These findings are based on the latest WMUR / UNH New Hampshire Election Poll, conducted by the University of New Hampshire Survey Center. Eight hundred and eighty-five (885) randomly selected New Hampshire likely voters were interviewed by telephone between October 27 and October 31, 2010. The margin of sampling error for the survey is +/- 3.3 percent.

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.

#### Firmness of NH Senate Vote

"I know that it is early, but have you definitely decided who you will vote for in the New Hampshire Senate election in 2010 ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?"

	<u>Oct. '09</u>	<u>Feb. '10</u>	<u>Apr. '10</u>	<u>July '10</u>	<u>Sept. '10</u>	<u>Oct. 14 '10</u>	<u>Oct. 31 '10</u>
Definitely Decided	6%	10%	14%	15%	37%	50%	72%
Leaning Toward Someone	8%	11%	14%	19%	15%	16%	9%
Still Trying to Decide	86%	78%	72%	66%	48%	34%	19%
N=	(458)	(440)	(456)	(446)	(471)	(709)	(879)

#### US Senate – Ayotte vs. Hodes

"If the 2010 Senate election was being held today and the candidates were Kelly Ayotte the Republican ... Paul Hodes the Democrat ... Ken Blevens the Libertarian ... or Chris Booth the Independent ... who would you vote for?" + ROTATE CANDIDATES

	<u>Jun. '09</u>	<u>Oct. '09</u>	<u>Feb. '10</u>	<u>Apr. '10</u>	<u>July '10</u>	<u>Sept. '10</u>	<u>Oct. 14 '10</u>	<u>Oct. 31 '10</u>	<b>Final Prediction</b>
Ayotte	39%	40%	41%	47%	45%	50%	50%	54%	<b>58%</b>
Hodes	35%	33%	33%	32%	37%	35%	35%	36%	<b>40%</b>
Blevens	-	-	-	-	-	-	1%	1%	<b>1%</b>
Booth	-	-	-	-	-	-	1%	1%	<b>1%</b>
Other	2%	2%	1%	*	1%	2%	1%	*	<b>0%</b>
Don't know / undecided (N=)	24%	25%	25%	21%	17%	12%	12%	8%	
	(497)	(408)	(440)	(460)	(446)	(466)	(705)	(868)	

+ Blevens and Booth not included in earlier surveys.

\* Less than 1%.

### Firmness of choice for New Hampshire Senate

	<b>Definitely Decided</b> 72%	<b>Leaning Toward Someone</b> 9%	<b>Still Trying To Decide</b> 19%	<b>(N=)</b> 879
<b>STATEWIDE</b>				
Registered Democrat	75%	7%	18%	254
Registered Undeclared	63%	12%	25%	321
Registered Republican	78%	8%	14%	298
Democrat	72%	7%	21%	370
Independent	62%	12%	26%	122
Republican	75%	9%	16%	377
Core Republican	80%	7%	13%	340
Swing Voter	54%	15%	31%	211
Core Democrat	74%	7%	19%	328
Excited about election outcome	74%	8%	18%	504
Depressed about election outcome	71%	9%	20%	228
Neutral/Don't Know	65%	11%	24%	145
Extremely interested in election	85%	6%	9%	421
Very interested	67%	12%	21%	339
Somewhat/Not very interested	35%	14%	51%	115
Definitely will vote	77%	8%	15%	733
Will vote unless emergency	44%	16%	39%	145
Male	76%	10%	13%	441
Female	67%	8%	26%	438
18 to 34	51%	12%	37%	70
35 to 49	67%	11%	22%	215
50 to 64	74%	9%	18%	355
65 and over	79%	6%	15%	228
High school or less	62%	11%	27%	149
Some college	65%	11%	24%	190
College graduate	74%	9%	17%	322
Post-graduate	80%	7%	13%	215
North Country	71%	11%	19%	81
Central / Lakes	77%	5%	18%	139
Connecticut Valley	73%	4%	23%	119
Mass Border	68%	10%	21%	252
Seacoast	71%	10%	19%	149
Manchester Area	72%	13%	15%	139
First Cong. Dist	71%	10%	19%	432
Second Cong. Dist	72%	8%	20%	447
1st E.C. District	73%	7%	20%	169
2nd E.C. District	70%	6%	24%	167
3rd E.C. District	70%	11%	19%	194
4th E.C. District	72%	11%	17%	148
5th E.C. District	73%	10%	17%	200

**US Senate – Kelly Ayotte vs. Paul Hodes – Likely Voters**

<b>STATEWIDE</b>	<b><u>Ayotte</u> 54%</b>	<b><u>Hodes</u> 36%</b>	<b><u>Other</u> 2%</b>	<b><u>DK</u> 8%</b>	<b><u>(N)</u> 868</b>
Registered Democrat	14%	77%	0%	8%	250
Registered Undeclared	51%	35%	4%	10%	315
Registered Republican	89%	3%	2%	5%	299
Democrat	15%	75%	1%	8%	363
Independent	58%	26%	5%	11%	117
Republican	89%	3%	3%	6%	379
Core Republican	92%	1%	2%	5%	342
Swing Voter	62%	20%	4%	14%	202
Core Democrat	8%	84%	1%	8%	324
Definitely decided vote	58%	40%	1%	1%	617
Leaning toward someone	62%	26%	6%	6%	78
Still trying to decide	36%	27%	5%	33%	170
Excited about election outcome	71%	22%	2%	6%	502
Depressed about election outcome	23%	66%	2%	9%	225
Neutral/Don't Know	42%	41%	2%	15%	137
Extremely interested in election	58%	36%	2%	4%	423
Very interested	53%	36%	2%	9%	332
Somewhat/Not very interested	39%	41%	3%	17%	111
Definitely will vote	55%	36%	2%	7%	726
Will vote unless emergency	45%	36%	4%	15%	142
Male	60%	32%	2%	5%	432
Female	47%	40%	2%	11%	436
18 to 34	45%	33%	5%	17%	69
35 to 49	55%	32%	3%	10%	212
50 to 64	51%	42%	2%	6%	355
65 and over	60%	34%	0%	5%	223
High school or less	58%	31%	1%	11%	147
Some college	56%	34%	2%	8%	189
College graduate	59%	32%	3%	7%	317
Post-graduate	41%	49%	2%	8%	213
North Country	58%	33%	4%	6%	77
Central / Lakes	44%	50%	1%	6%	140
Connecticut Valley	40%	50%	3%	7%	119
Mass Border	62%	28%	2%	8%	244
Seacoast	54%	34%	3%	10%	148
Manchester Area	59%	30%	2%	9%	140
First Cong. Dist	56%	34%	2%	9%	426
Second Cong. Dist	52%	39%	2%	7%	443
1st E.C. District	51%	41%	3%	5%	164
2nd E.C. District	45%	45%	1%	9%	168
3rd E.C. District	56%	33%	4%	7%	191
4th E.C. District	62%	27%	0%	11%	147
5th E.C. District	55%	36%	2%	8%	198