2022 NH SENATE RACE COULD BE A BARNBURNER – DEPENDING ON THE GOP CANDIDATE

By: Sean P. McKinley, M.A.   andrew.smith@unh.edu
      Zachary S. Azem, M.A.   603-862-2226
      Andrew E. Smith, Ph.D.   cola.unh.edu/unh-survey-center

DURHAM, NH - The 2022 race for New Hampshire's U.S. Senate seat is a dead heat, depending on who the eventual GOP candidate is. Hypothetical matchups between incumbent Democratic Senator Maggie Hassan and potential challengers Governor Chris Sununu and former Senator Kelly Ayotte are very tight while Hassan leads retired General Don Bolduc, the only announced Republican candidate in the race.

These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. One thousand seven hundred and ninety-four (1,794) Granite State Panel members completed the survey online between July 15 and July 19, 2021. The margin of sampling error for the survey is +/- 2.3 percent. Included were 1,540 likely 2022 general election voters (MSE = +/- 2.5%). Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and 2020 election results in NH. Granite State Panel members are recruited from randomly-selected landline and cell phone numbers across New Hampshire and surveys are sent periodically to panel members.

2022 U.S. Senate Election

With the U.S. Senate currently evenly divided, with Democrats and their Independent allies and Republicans each holding 50 seats, every close race will important. In the election for Senate in New Hampshire, Republican Governor Chris Sununu has not ruled out challenging incumbent Democratic Senator Maggie Hassan and if he chooses to run, it will be one of the most closely watched races in the country. If the election were held today, 49% of likely 2022 voters say they would vote for Sununu, 48% would vote for Hassan, 1% would vote for another candidate, and 2% are undecided. These results are largely unchanged from February, when Sununu lead 48%-46%. Both candidates have overwhelming support from their respective parties - 96% of Democrats support Hassan and 97% of Republicans support Sununu while Sununu leads among Independents (52%-38%).
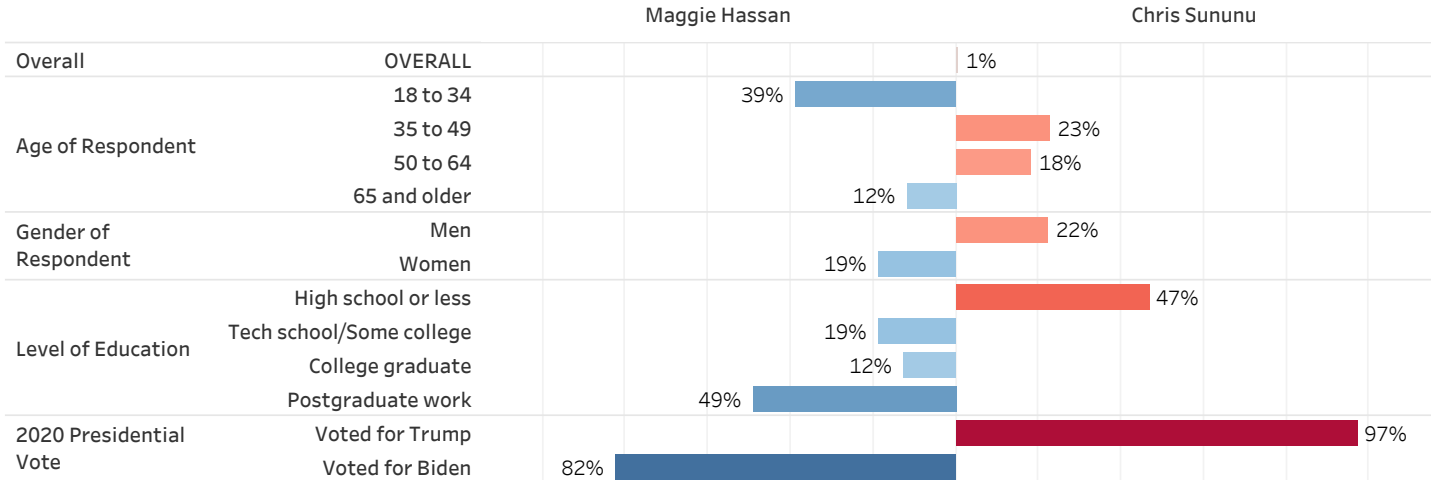
2022 U.S. Senate Election - Hassan (D) vs. Sununu (R)
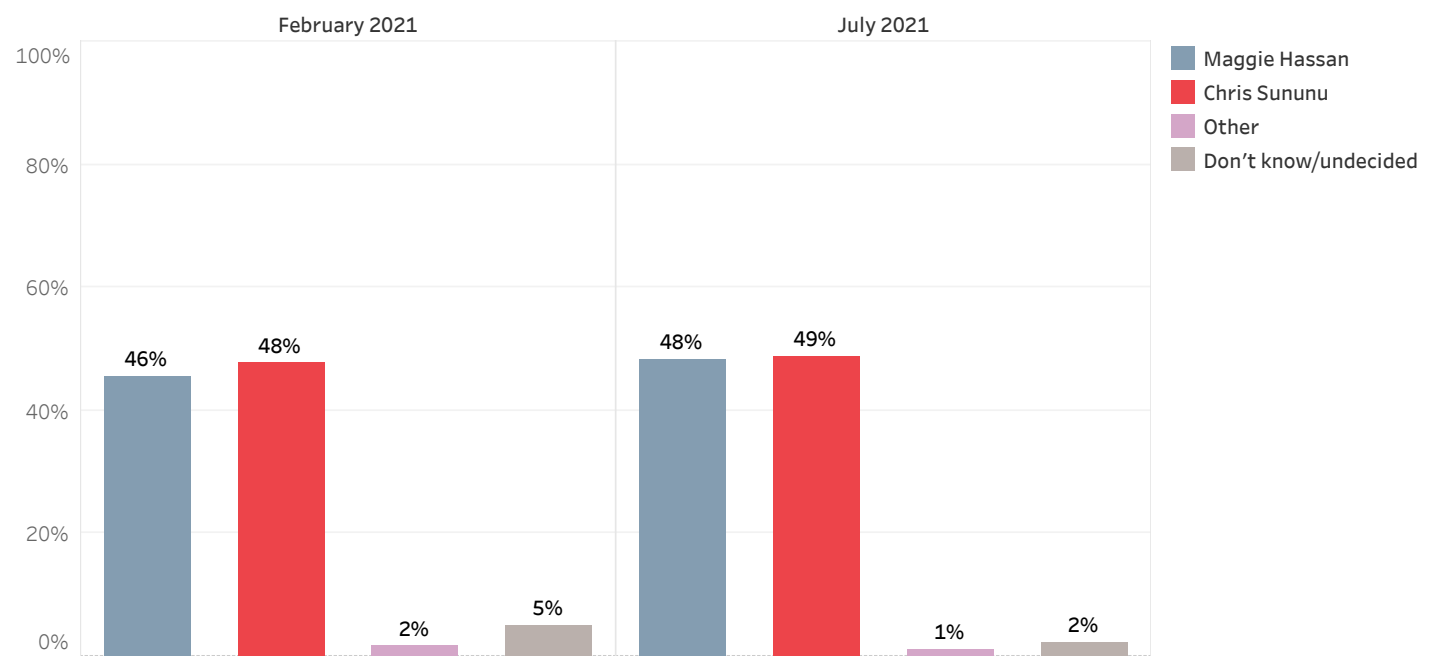
*We ask that this copyrighted information be referred to as *the Granite State Poll,* conducted by the University of New Hampshire Survey Center.*
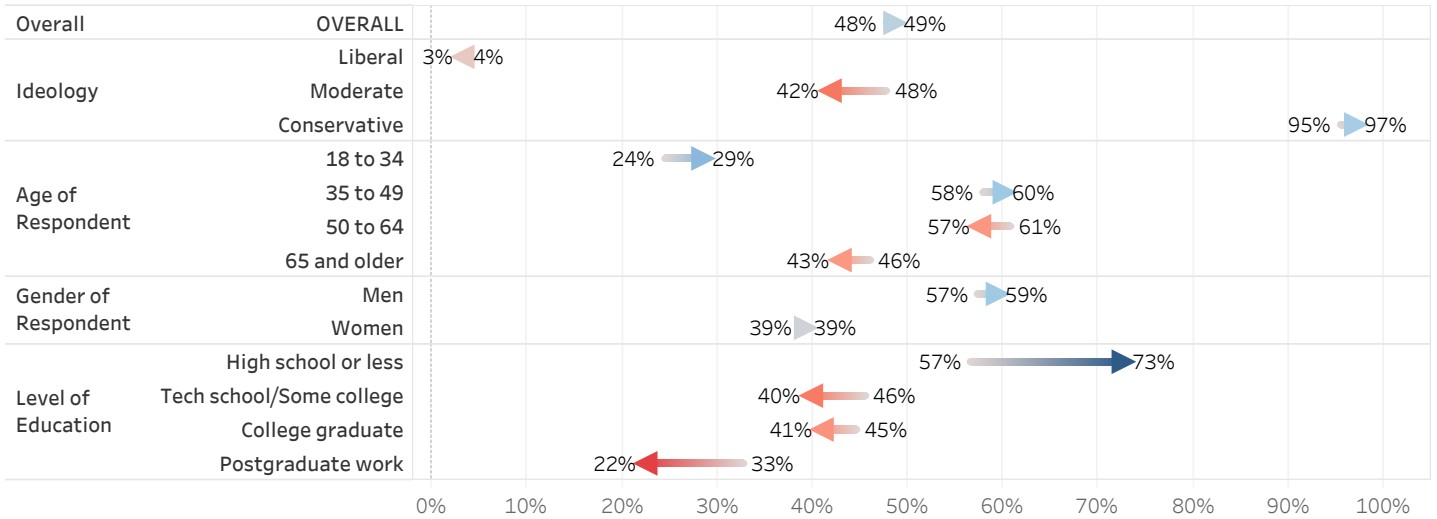
- Hassan holds a wide lead over Sununu (+39 percentage points) among those aged 18 to 34 and a smaller lead among those aged 65 and older (+12) while Sununu leads Hassan among those aged 35 to 49 (+23) and 50 to 64 (+18).
- Sununu leads Hassan by 22 percentage points among men while Hassan leads Sununu by 19 points among women.
- Sununu leads Hassan by 47 percentage points among those with a high school education or less while Hassan leads by 49 points among those who have completed postgraduate work.
- Sununu leads Hassan by 97 percentage points among those who voted for Donald Trump in 2020 while Hassan leads Sununu by 82 points among those who voted for Joe Biden.

2022 U.S. Senate Election - Hassan (D) vs. Sununu (R) - Difference in Support - July 2021

Maggie Hassan | Chris Sununu

Category	Group	Value
Overall	OVERALL	Sununu 1%
Age of Respondent	18 to 34	Hassan 39%
	35 to 49	Sununu 23%
	50 to 64	Sununu 18%
	65 and older	Hassan 12%
Gender of Respondent	Men	Sununu 22%
	Women	Hassan 19%
Level of Education	High school or less	Sununu 47%
	Tech school/Some college	Hassan 19%
	College graduate	Hassan 12%
	Postgraduate work	Hassan 49%
2020 Presidential Vote	Voted for Trump	Sununu 97%
	Voted for Biden	Hassan 82%

Since February, Sununu has gained support among those with a high school education or less (+16 percentage points) but has lost support among those who have completed postgraduate work (-11 percentage points), those who went to technical school or have some college education (-6), and self-described moderates (-6).

2022 U.S. Senate Election - Support for Sununu (R) - Change from February 2021 to July 2021

Category	Group	February	July
Overall	OVERALL	48%	49%
Ideology	Liberal	4%	3%
	Moderate	48%	42%
	Conservative	95%	97%
Age of Respondent	18 to 34	24%	29%
	35 to 49	58%	60%
	50 to 64	61%	57%
	65 and older	46%	43%
Gender of Respondent	Men	57%	59%
	Women	39%	39%
Level of Education	High school or less	57%	73%
	Tech school/Some college	46%	40%
	College graduate	45%	41%
	Postgraduate work	33%	22%

Retired General Don Bolduc, who unsuccessfully sought the Republican nomination in the 2020 Senate race against Jeanne Shaheen, has already announced his decision to run for Senate against Hassan. Hassan currently leads in this hypothetical matchup - 51% say they would vote for Hassan, 41% would vote for Bolduc, 1% would vote for another candidate, and 6% are undecided. Results largely mirror those provided in February, when Hassan led 52%-39%.
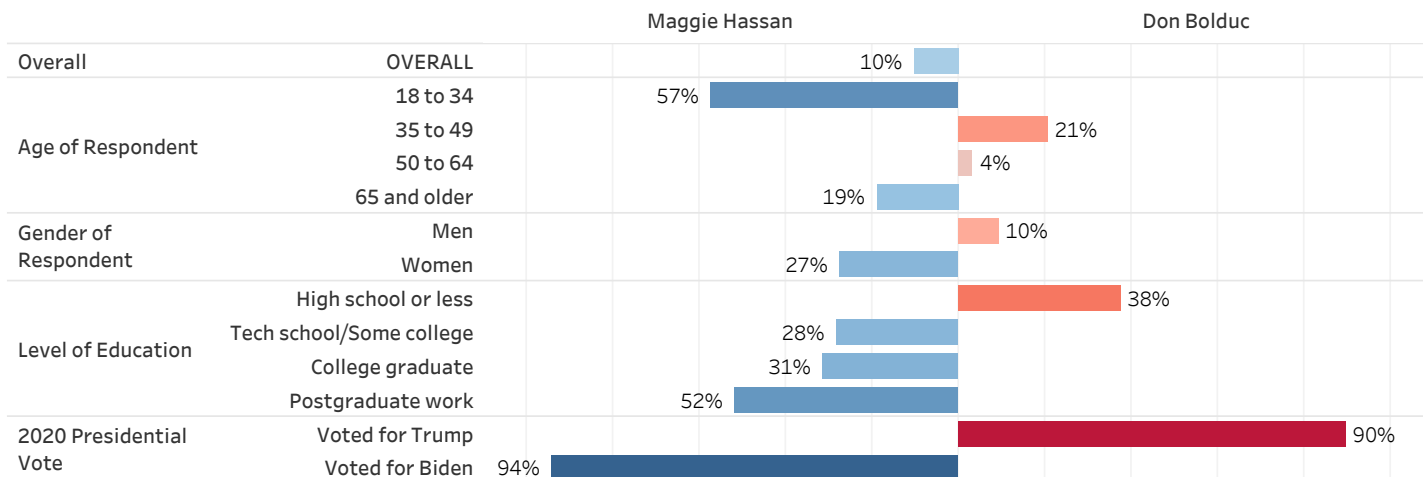
Ninety-eight percent of Democrats say they would support Hassan and 86% of Republicans would support Bolduc while Hassan holds a seven point lead among Independents (45%-38%).

2022 U.S. Senate Election - Hassan (D) vs. Bolduc (R)
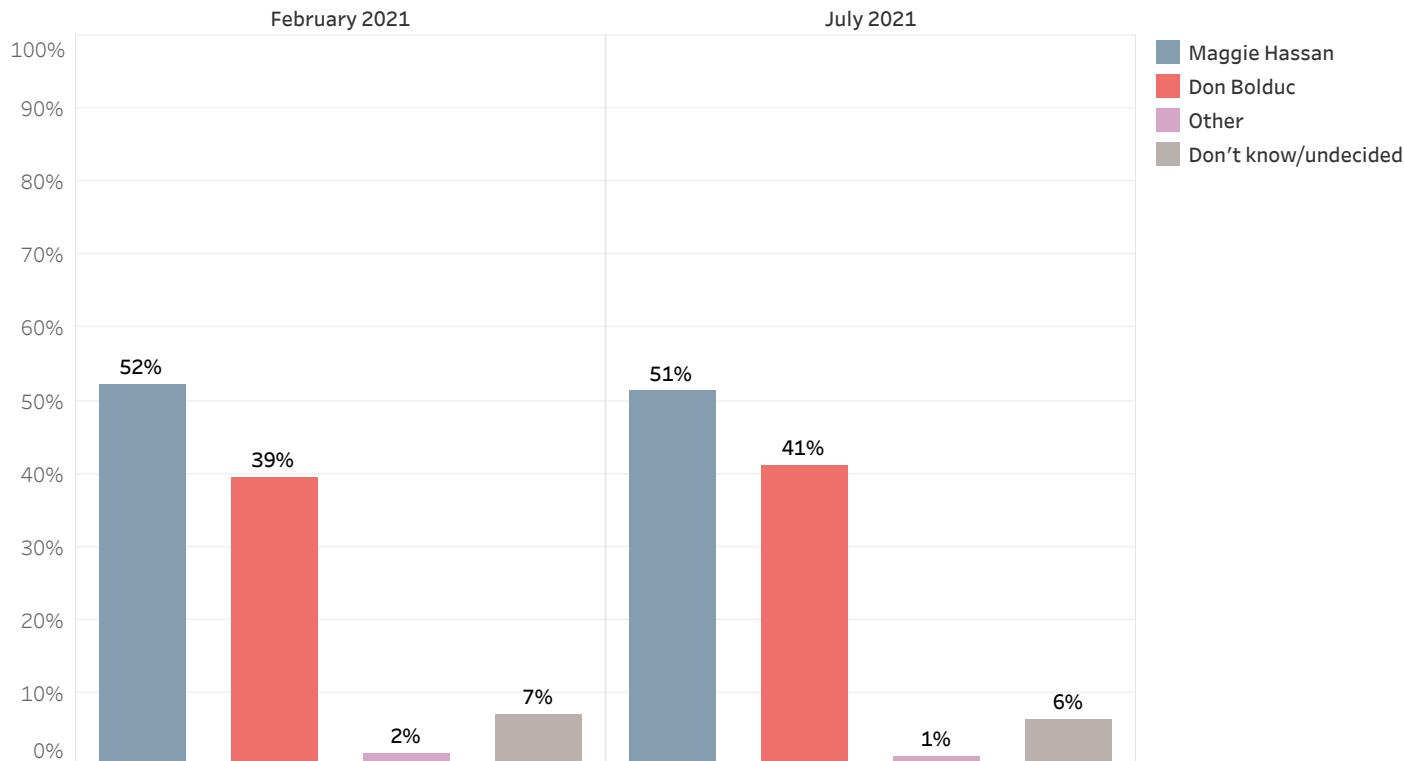
- Hassan holds a wide lead over Bolduc (+57 percentage points) among those aged 18 to 34 and a smaller lead among those aged 65 and older (+19), while Bolduc leads Hassan among those aged 35 to 49 (+21).
- Bolduc holds a small lead over Hassan among men (+10) while Hassan leads Bolduc by 27 points among women.
- Bolduc leads Hassan by 38 percentage points among those with a high school education or less while Hassan holds large leads among those with higher levels of education.
- Bolduc leads Hassan by 90 percentage points among those who voted for Trump in 2020 while Hassan leads Bolduc by 94 points among those who voted for Biden.

2022 U.S. Senate Election - Hassan (D) vs. Bolduc (R) - Difference in Support - July 2021

		Maggie Hassan	Don Bolduc
Overall	OVERALL	10%	
Age of Respondent	18 to 34	57%	
	35 to 49		21%
	50 to 64		4%
	65 and older	19%	
Gender of Respondent	Men		10%
	Women	27%	
Level of Education	High school or less		38%
	Tech school/Some college	28%	
	College graduate	31%	
	Postgraduate work	52%	
2020 Presidential Vote	Voted for Trump		90%
	Voted for Biden	94%	

Former Senator Kelly Ayotte, who lost very narrowly to Hassan in 2016, has also been seen as a possible challenger to Hassan in 2022. Granite Staters are about evenly split between Hassan and Ayotte - 49% of likely 2022 voters say they would vote for Hassan, 45% would vote for Ayotte, 3% would vote for another candidate, and 3% are undecided. Results are similar to those provided in February, when Hassan led 48%-43%.

Ninety-seven percent of Democrats say they would support Hassan and 93% of Republicans would support Ayotte while Independents are evenly split between the two (40%-40%).

2022 U.S. Senate Election - Hassan (D) vs. Ayotte (R)
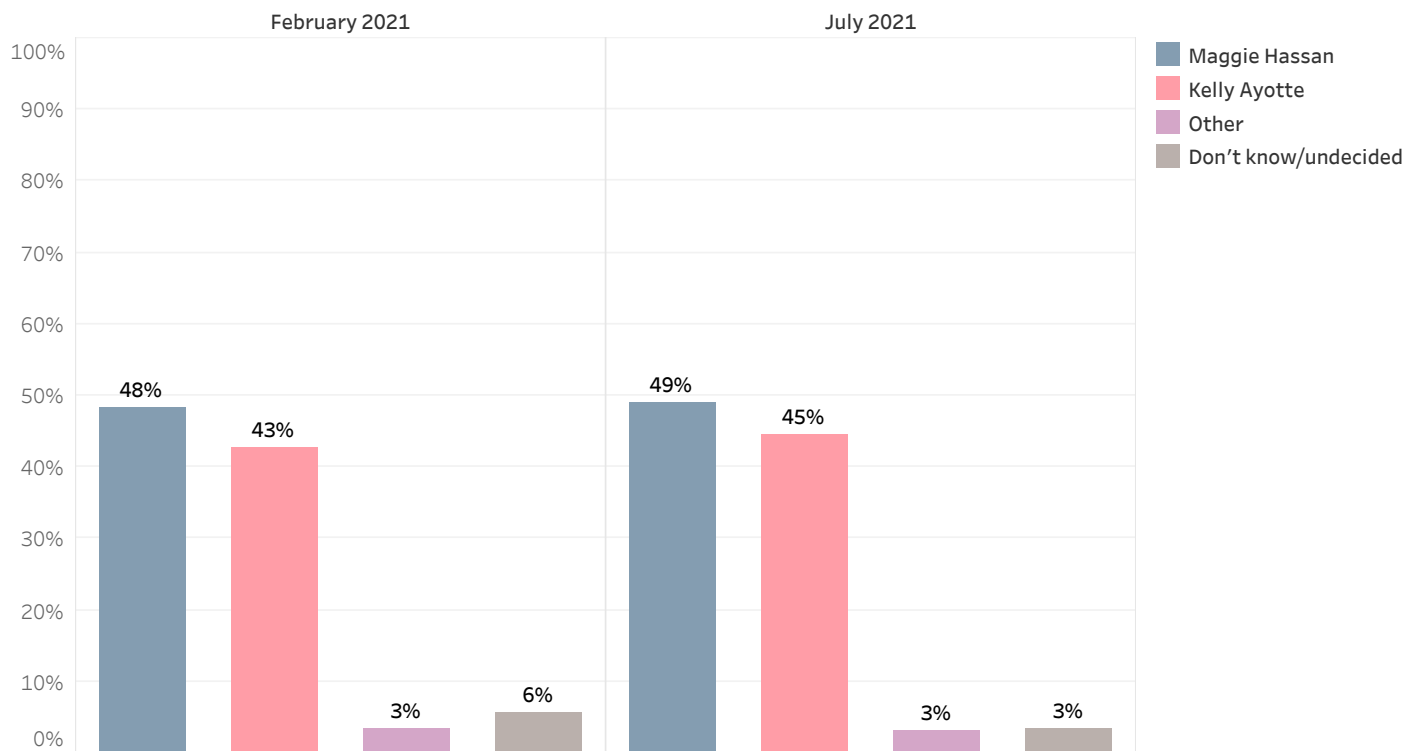
- Hassan holds a wide lead over Ayotte (+56 percentage points) among those aged 18 to 34, while Ayotte holds smaller leads over Hassan among those aged 35 to 49 (+22) and 50 to 64 (+16).
- Ayotte leads Hassan by 15 percentage points among men while Hassan leads Ayotte by 22 points among women.
- Ayotte leads Hassan by 44 percentage points among those with a high school education or less while Hassan holds leads among those with higher levels of education.
- Ayotte leads Hassan by 91 percentage points among those who voted for Trump in 2020 while Hassan leads Ayotte by 85 points among those who voted for Biden.
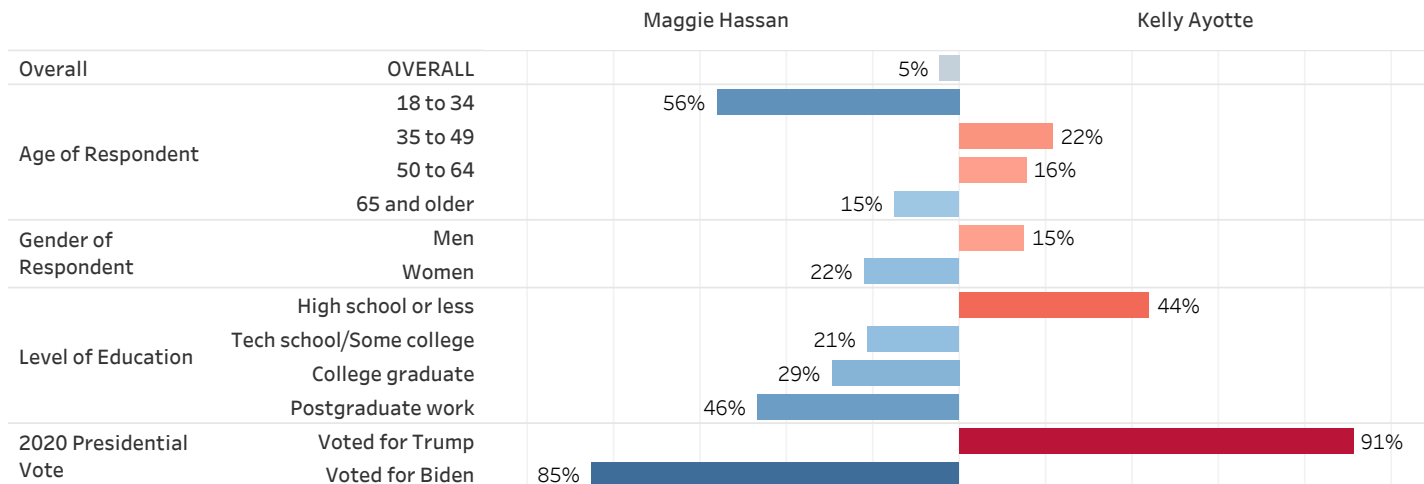
2022 U.S. Senate Election - Hassan (D) vs. Ayotte (R) - Difference in Support - July 2021

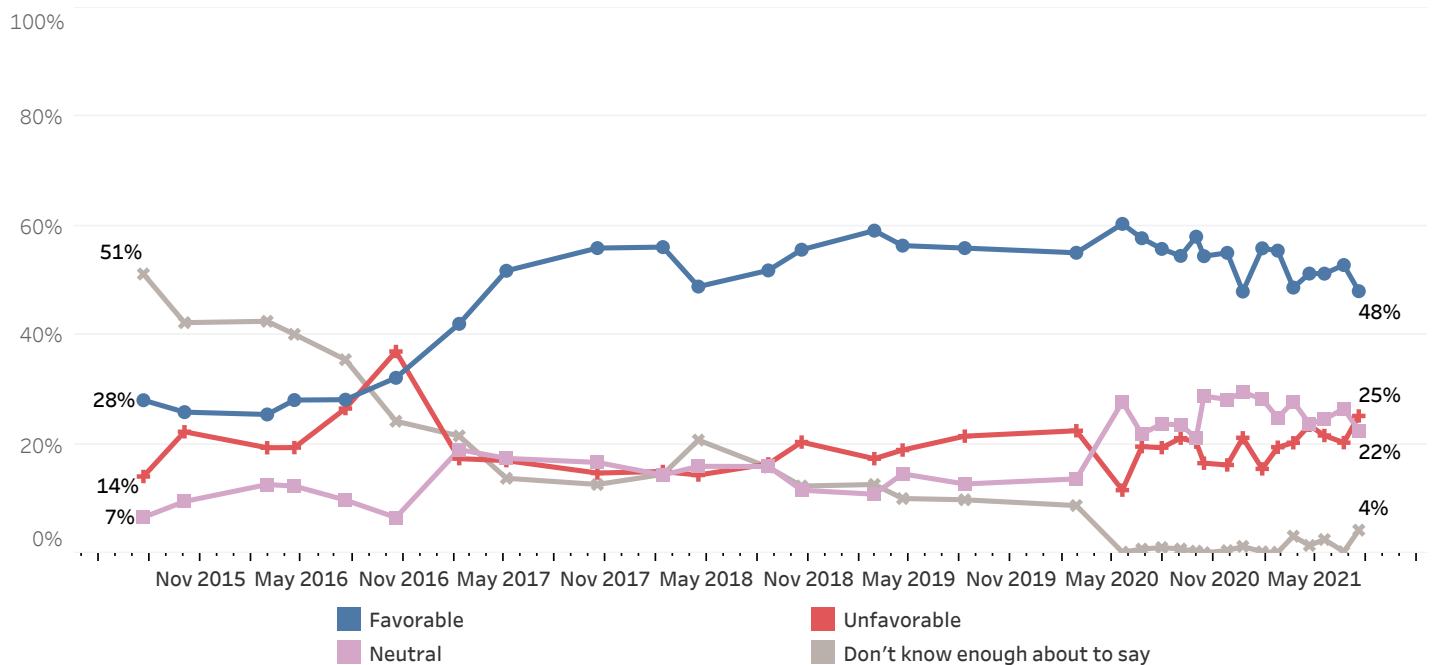Perceptions of Senator Hassan continue to be divided as 37% of New Hampshire residents have a favorable opinion of her, 40% have an unfavorable opinion of her, 17% are neutral, and 6% don't know enough about her to say. Hassan's net favorability rating, the percentage who have a favorable opinion minus the percentage having an unfavorable opinion, is -3, up somewhat since April (-10). Hassan is very popular among Democrats (+74 net favorability rating) but is somewhat unpopular among Independents (-21) and is very unpopular among Republicans (-71).

Hassan (D) Favorability
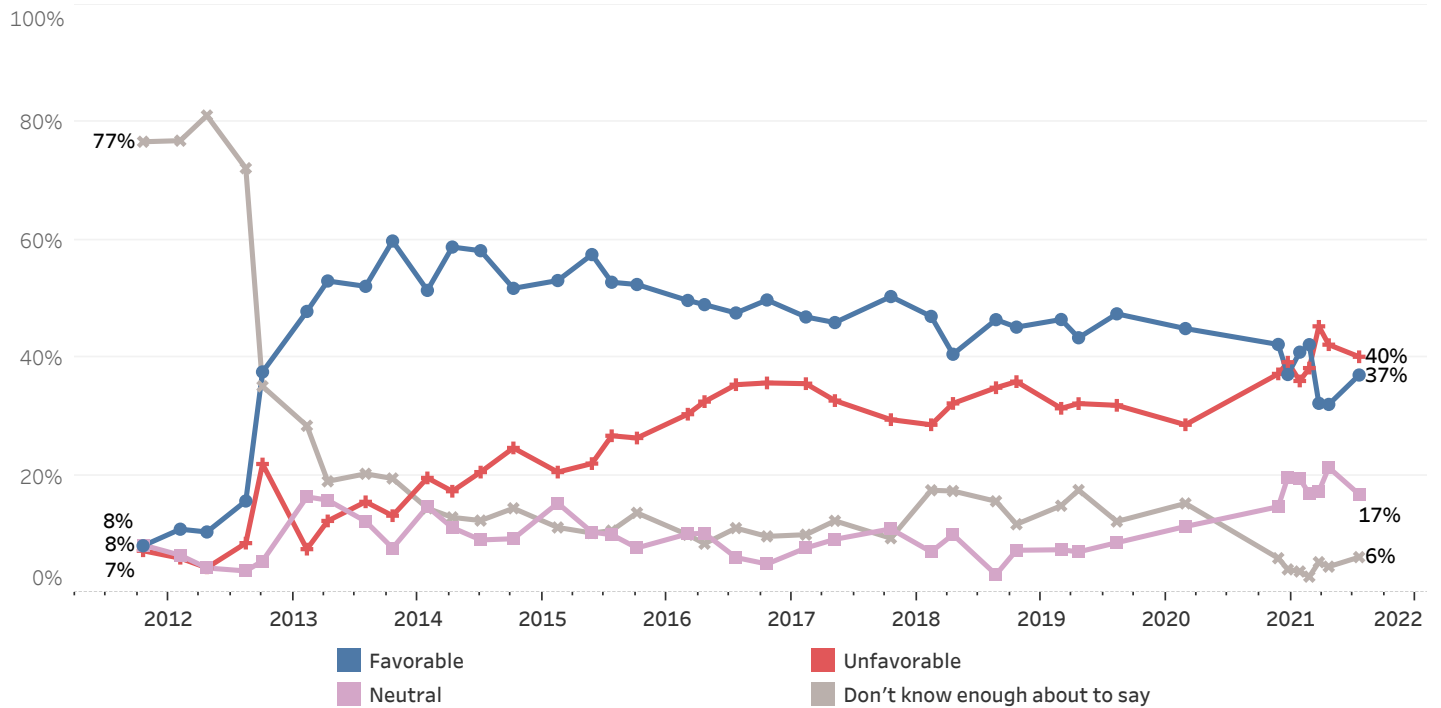
Governor Sununu remains a popular figure in New Hampshire but his popularity has declined in the past month. Just under half (48%) of New Hampshire residents have a favorable opinion of Sununu, 25% have an unfavorable opinion of him, 22% are neutral, and 4% don't know enough about him to say. Sununu's net favorability rating is +23, down from +33 in June. Sununu is very popular among Republicans (+77 net favorability rating) and is popular among Independents (+41) but is unpopular among Democrats (-40). Sununu's net favorability has fallen among all three groups since June, most notably among Democrats (-16 percentage points).

Sununu (R) Favorability

Despite running for the GOP nomination for Senate in 2020, Bolduc is largely unknown in New Hampshire. Only 11% of New Hampshire residents have a favorable opinion of Bolduc, 23% have an unfavorable opinion of him, 16% are neutral, and 50% don't know enough about him to say. Bolduc's net favorability rating is -11, down slightly since February (-5). Bolduc is only somewhat popular among Republicans (+18 net favorability rating) and somewhat unpopular among Independents (-17) and is unpopular among Democrats (-39).

Bolduc (R) Favorability
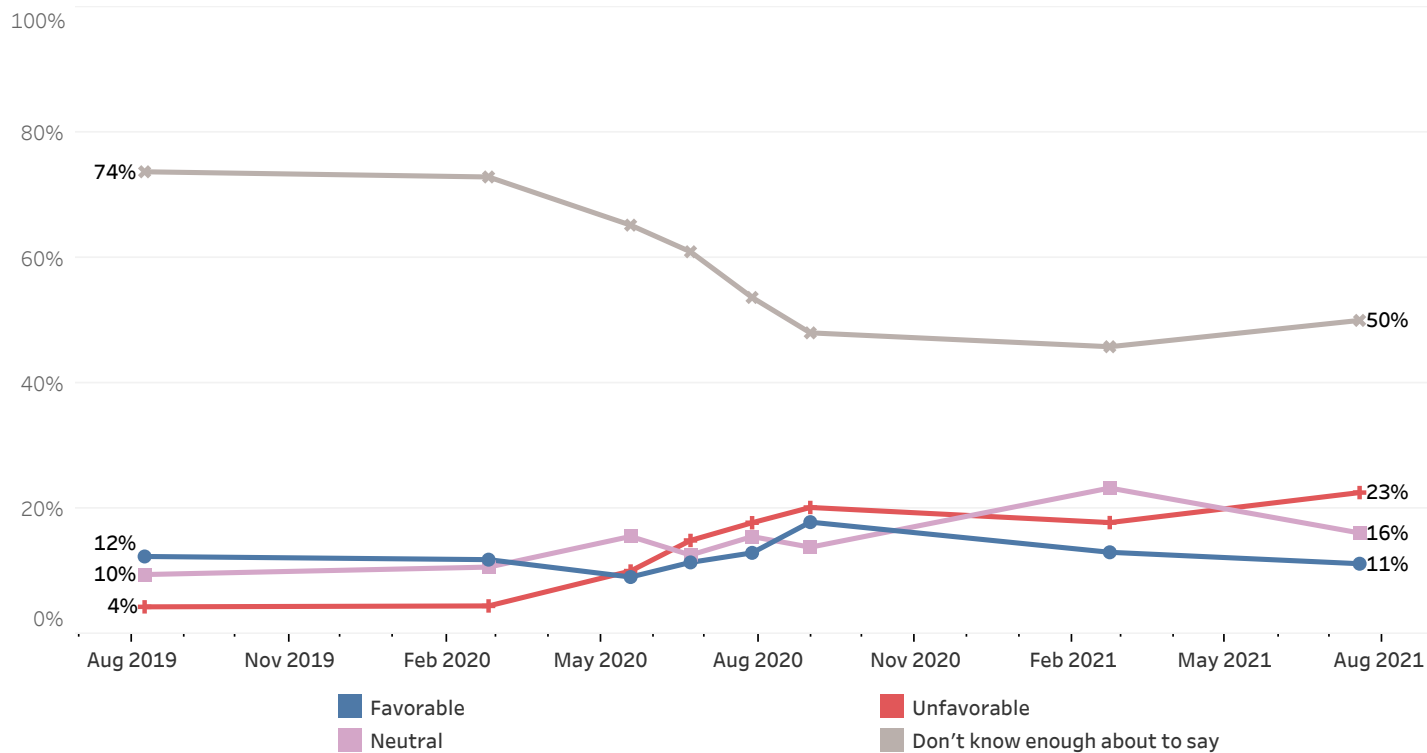
Twenty-six percent of New Hampshire residents have a favorable opinion of Ayotte, 35% have an unfavorable opinion of her, 25% are neutral, and 15% don't know enough about her to say. Ayotte's net favorability rating is -9, down slightly since February (-2). Ayotte is somewhat popular among Republicans (+24 net favorability rating) but is unpopular among Democrats (-45) while Independents (+1) are divided on her.

Ayotte (R) Favorability
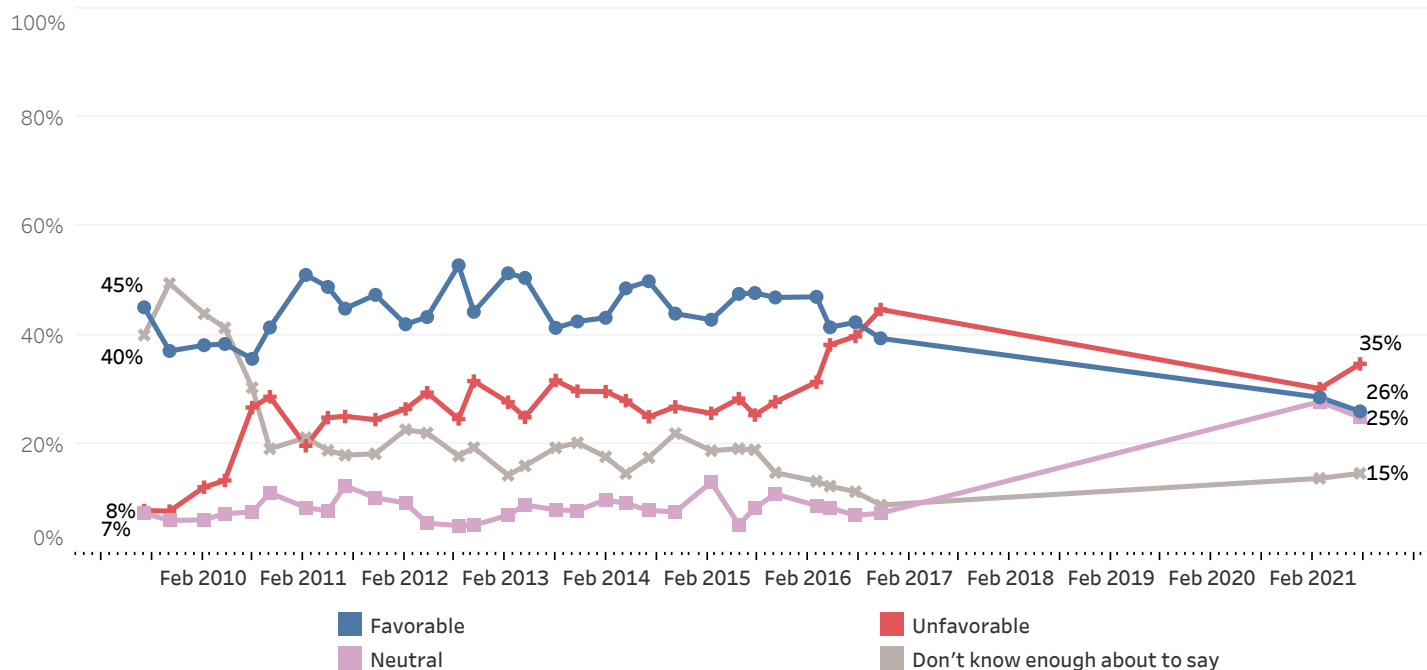
Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. One thousand seven hundred and ninety-four (1,794) Granite State Panel members completed the survey online between July 15 and July 19, 2021. The margin of sampling error for the survey is +/- 2.3 percent. Included were 1,540 likely 2022 general election voters (MSE = +/- 2.5%). These MSE's have not been adjusted for design effect. The response rate for the July 2021 Granite State Poll is 28%. The design effect for the survey is 2.9%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 6,250 New Hampshire adults were recruited from randomly selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

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. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email..

July 2021 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	49%	861
	Women	51%	893
Age of Respondent	18 to 34	27%	475
	35 to 49	21%	376
	50 to 64	32%	566
	65 and older	21%	369
Level of Education	High school or less	36%	642
	Tech school/Some college	31%	551
	College graduate	21%	370
	Postgraduate work	13%	224
Region of State	Central/Lakes	17%	310
	Connecticut Valley	17%	309
	Manchester Area	17%	308
	Mass Border	26%	471
	North Country	6%	111
	Seacoast	16%	280
Party ID	Democrat	42%	730
	Independent	16%	276
	Republican	43%	748
Ideology	Liberal	28%	470
	Moderate	40%	682
	Conservative	32%	548
Voting Registration	Registered Democrat	28%	492
	Registered Undeclared/Not Reg.	42%	736
	Registered Republican	29%	513
2020 Presidential Vote	Voted for Trump	44%	784
	Voted for Biden	52%	911
	Voted for other 2020 candidate	2%	27
	Did not vote in 2020	2%	40

2022 U.S. Senate Election - Hassan (D) vs. Sununu (R)

If the election for U.S. Senate was being held today and the candidates were Maggie Hassan and Chris Sununu, would you vote for...

	Chris Sununu	Maggie Hassan	Other	Don't know/undecided	N
February 2021	48%	46%	2%	5%	1,675
July 2021	49%	48%	1%	2%	1,537

2022 U.S. Senate Election - Hassan (D) vs. Bolduc (R)

If the election for U.S. Senate was being held today and the candidates were Maggie Hassan and Don Bolduc, would you vote for...

	Don Bolduc	Maggie Hassan	Other	Don't know/undecided	N
February 2021	39%	52%	2%	7%	1,676
July 2021	41%	51%	1%	6%	1,537

2022 U.S. Senate Election - Hassan (D) vs. Ayotte (R)

If the election for U.S. Senate was being held today and the candidates were Maggie Hassan and Kelly Ayotte, would you vote for...

	Kelly Ayotte	Maggie Hassan	Other	Don't know/undecided	N
February 2021	43%	48%	3%	6%	1,674
July 2021	45%	49%	3%	3%	1,534

Favorability - Maggie Hassan (D)

Below are a list of public figures in New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Senator Maggie Hassan

	Favorable	Neutral	Unfavorable	Don't know enough about to say	N
October 2011	8%	8%	7%	77%	555
February 2012	11%	6%	6%	77%	524
April 2012	10%	4%	4%	81%	531
August 2012	16%	4%	8%	72%	580
September 2012	38%	5%	22%	35%	600
February 2013	48%	16%	7%	28%	578
April 2013	53%	16%	12%	19%	505
July 2013	52%	12%	15%	20%	515
October 2013	60%	8%	13%	19%	661
January 2014	51%	15%	20%	14%	581
April 2014	59%	11%	17%	13%	507
July 2014	58%	9%	21%	12%	664
October 2014	52%	9%	25%	14%	681
February 2015	53%	15%	21%	11%	507
May 2015	58%	10%	22%	10%	567
July 2015	53%	10%	27%	11%	530
October 2015	52%	8%	26%	14%	582
February 2016	50%	10%	30%	10%	684
April 2016	49%	10%	33%	8%	620
July 2016	48%	6%	35%	11%	529
October 2016	50%	5%	36%	10%	767
February 2017	47%	8%	36%	10%	503
May 2017	46%	9%	33%	12%	516
October 2017	50%	11%	29%	9%	571
February 2018	47%	7%	29%	17%	522
April 2018	41%	10%	32%	17%	207
August 2018	46%	3%	35%	16%	498
October 2018	45%	7%	36%	12%	641
February 2019	46%	7%	31%	15%	603
April 2019	43%	7%	32%	17%	546
August 2019	47%	9%	32%	12%	495
February 2020	45%	11%	29%	15%	609
November 2020	42%	15%	37%	6%	1,897
December 2020	37%	20%	39%	4%	770
January 2021	41%	19%	36%	4%	2,015
February 2021	42%	17%	38%	3%	1,856
March 2021	32%	17%	45%	5%	1,743
April 2021	32%	21%	42%	4%	1,934
July 2021	37%	17%	40%	6%	1,786

Favorability - Chris Sununu (R)

Below are a list of public figures in New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Governor Chris Sununu

	Favorable	Neutral	Unfavorable	Don't know enough about to say	N
July 2015	28%	7%	14%	51%	530
October 2015	26%	10%	22%	42%	581
February 2016	25%	13%	19%	43%	684
April 2016	28%	12%	19%	40%	618
July 2016	28%	10%	27%	36%	467
October 2016	32%	7%	37%	24%	767
February 2017	42%	19%	17%	22%	502
May 2017	52%	17%	17%	14%	514
October 2017	56%	17%	15%	13%	570
February 2018	56%	14%	15%	14%	519
April 2018	49%	16%	14%	21%	208
August 2018	52%	16%	16%	16%	500
October 2018	56%	12%	20%	12%	640
February 2019	59%	11%	17%	13%	603
April 2019	56%	15%	19%	10%	548
August 2019	56%	13%	21%	10%	496
February 2020	55%	14%	22%	9%	610
May 2020	60%	28%	12%	0%	838
June 2020	58%	22%	20%	1%	993
July 2020	56%	24%	19%	1%	1,884
August 2020	55%	24%	21%	1%	1,873
September 2020	58%	21%	20%	0%	1,017
October 2020	54%	29%	17%	0%	908
November 2020	55%	28%	16%	0%	1,897
December 2020	48%	30%	21%	1%	775
January 2021	56%	28%	15%	0%	2,021
February 2021	55%	25%	19%	0%	1,858
March 2021	49%	28%	20%	3%	1,740
April 2021	51%	24%	23%	1%	1,940
May 2021	51%	25%	22%	3%	1,823
June 2021	53%	27%	20%	0%	1,600
July 2021	48%	22%	25%	4%	1,790

Favorability - Don Bolduc (R)

Below are a list of public figures in New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Retired General Don Bolduc

	Favorable	Neutral	Unfavorable	Don't know enough about to say	N
August 2019	12%	10%	4%	74%	495
February 2020	12%	11%	4%	73%	610
May 2020	9%	16%	10%	65%	832
June 2020	11%	13%	15%	61%	971
July 2020	13%	16%	18%	54%	1,858
August 2020	18%	14%	20%	48%	1,832
February 2021	13%	23%	18%	46%	1,845
July 2021	11%	16%	23%	50%	1,783

Favorability - Kelly Ayotte (R)

Below are a list of public figures in New Hampshire. Please indicate whether you have a favorable or unfavorable opinion of each of them or if you don't know enough about them to say - Former Senator Kelly Ayotte

	Favorable	Neutral	Unfavorable	Don't know enough about to say	N
July 2009	45%	7%	8%	40%	556
October 2009	37%	6%	8%	49%	501
February 2010	38%	6%	12%	44%	497
April 2010	38%	7%	13%	41%	508
July 2010	36%	7%	27%	30%	504
September 2010	41%	11%	29%	19%	515
February 2011	51%	8%	20%	21%	520
April 2011	49%	8%	25%	19%	501
June 2011	45%	12%	25%	18%	514
October 2011	47%	10%	24%	18%	554
February 2012	42%	9%	26%	23%	527
April 2012	43%	5%	29%	22%	531
August 2012	53%	5%	25%	18%	577
October 2012	44%	5%	32%	19%	590
February 2013	51%	7%	28%	14%	579
April 2013	50%	9%	25%	16%	505
July 2013	41%	8%	32%	19%	512
October 2013	42%	8%	30%	20%	661
January 2014	43%	10%	30%	18%	582
April 2014	49%	9%	28%	15%	505
July 2014	50%	8%	25%	17%	668
October 2014	44%	7%	27%	22%	679
February 2015	43%	13%	26%	19%	509
May 2015	48%	5%	28%	19%	567
July 2015	48%	8%	25%	19%	530
October 2015	47%	11%	28%	15%	583
February 2016	47%	9%	31%	13%	683
April 2016	41%	8%	38%	12%	619
July 2016	42%	7%	40%	11%	530
October 2016	39%	7%	45%	9%	767
February 2021	29%	28%	30%	14%	1,854
July 2021	26%	25%	35%	15%	1,788

2022 U.S. Senate Election - Hassan (D) vs. Sununu (R)

		Chris Sununu	Maggie Hassan	Other	Don't know/undecided	N
STATEWIDE	July 2021	49%	48%	1%	2%	1,537
Voting Registration	Registered Democrat	3%	94%	0%	2%	473
	Registered Undeclared/Not Reg.	48%	48%	1%	4%	578
	Registered Republican	95%	3%	1%	0%	468
Party ID	Democrat	2%	96%	0%	2%	646
	Independent	52%	38%	3%	8%	249
	Republican	97%	2%	1%	0%	608
Ideology	Liberal	3%	94%	1%	2%	426
	Moderate	42%	55%	1%	3%	548
	Conservative	97%	1%	2%	1%	482
Media Usage	Boston Globe reader	25%	74%	0%	1%	105
	NHPR listener	36%	61%	0%	3%	893
	Union Leader reader	41%	55%	3%	1%	206
	WMUR viewer	43%	55%	1%	2%	1,079
	Fox News viewer	85%	11%	0%	3%	481
	Conservative radio listener	90%	7%	1%	2%	411
	Local newspapers reader	32%	64%	3%	2%	270
Age of Respondent	18 to 34	29%	67%	2%	2%	307
	35 to 49	60%	37%	1%	1%	355
	50 to 64	57%	39%	0%	3%	509
	65 and older	43%	54%	1%	2%	359
Gender of Respondent	Men	59%	37%	1%	3%	695
	Women	39%	58%	1%	2%	813
Level of Education	High school or less	73%	26%		1%	512
	Tech school/Some college	40%	58%	0%	1%	475
	College graduate	41%	53%	2%	4%	331
	Postgraduate work	22%	71%	4%	3%	212
Region of State	Central/Lakes	54%	44%	1%	2%	237
	Connecticut Valley	69%	27%	0%	4%	271
	Manchester Area	45%	50%	3%	2%	284
	Mass Border	40%	58%	1%	1%	407
	North Country	54%	42%	2%	2%	98
	Seacoast	37%	61%	1%	2%	236
2020 Presidential Vote	Voted for Trump	97%	0%	1%	1%	665
	Voted for Biden	8%	90%	0%	2%	818
	Voted for other 2020 candidate	82%	3%	11%	4%	25
	Did not vote in 2020	97%	2%	1%		6

2022 U.S. Senate Election - Hassan (D) vs. Bolduc (R)

		Don Bolduc	Maggie Hassan	Other	Don't know/undecided	N
STATEWIDE	July 2021	41%	51%	1%	6%	1,537
Voting Registration	Registered Democrat	1%	96%	1%	3%	473
	Registered Undeclared/Not Reg.	38%	53%	2%	7%	577
	Registered Republican	86%	5%	0%	9%	470
Party ID	Democrat	0%	98%	0%	1%	645
	Independent	38%	45%	6%	12%	249
	Republican	86%	4%	1%	10%	609
Ideology	Liberal	0%	95%	1%	4%	426
	Moderate	31%	60%	1%	8%	548
	Conservative	91%	3%	1%	5%	483
Media Usage	Boston Globe reader	12%	83%	1%	3%	105
	NHPR listener	29%	64%	1%	6%	893
	Union Leader reader	33%	61%	2%	4%	206
	WMUR viewer	34%	57%	1%	7%	1,079
	Fox News viewer	73%	13%	2%	12%	481
	Conservative radio listener	81%	8%	1%	11%	413
	Local newspapers reader	26%	70%	2%	2%	271
Age of Respondent	18 to 34	17%	74%	3%	6%	307
	35 to 49	59%	38%	0%	2%	355
	50 to 64	46%	42%	1%	11%	510
	65 and older	38%	57%	1%	4%	359
Gender of Respondent	Men	51%	41%	1%	7%	696
	Women	33%	60%	1%	6%	813
Level of Education	High school or less	64%	27%		9%	512
	Tech school/Some college	34%	62%	1%	3%	475
	College graduate	29%	60%	2%	9%	331
	Postgraduate work	22%	73%	1%	4%	212
Region of State	Central/Lakes	45%	50%	1%	4%	237
	Connecticut Valley	58%	30%	0%	12%	271
	Manchester Area	37%	53%	2%	7%	284
	Mass Border	33%	60%	1%	5%	408
	North Country	51%	45%	2%	3%	98
	Seacoast	31%	64%	1%	4%	235
2020 Presidential Vote	Voted for Trump	90%	0%	1%	8%	666
	Voted for Biden	1%	95%	1%	4%	818
	Voted for other 2020 candidate	34%	18%	14%	34%	25
	Did not vote in 2020	71%	3%	1%	24%	6

2022 U.S. Senate Election - Hassan (D) vs. Ayotte (R)

		Kelly Ayotte	Maggie Hassan	Other	Don't know/undecided	N
STATEWIDE	July 2021	45%	49%	3%	3%	1,534
Voting Registration	Registered Democrat	2%	95%	1%	2%	473
	Registered Undeclared/Not Reg.	40%	49%	5%	5%	575
	Registered Republican	92%	4%	2%	2%	468
Party ID	Democrat	1%	97%	0%	1%	646
	Independent	40%	40%	11%	10%	249
	Republican	93%	2%	3%	2%	606
Ideology	Liberal	3%	95%	1%	2%	426
	Moderate	35%	57%	3%	5%	547
	Conservative	93%	1%	4%	2%	480
Media Usage	Boston Globe reader	22%	73%	0%	5%	105
	NHPR listener	34%	62%	1%	3%	893
	Union Leader reader	40%	53%	1%	5%	206
	WMUR viewer	40%	55%	1%	4%	1,077
	Fox News viewer	82%	11%	3%	4%	478
	Conservative radio listener	84%	7%	5%	5%	411
	Local newspapers reader	31%	65%	2%	2%	271
Age of Respondent	18 to 34	16%	72%	6%	5%	305
	35 to 49	59%	37%	2%	2%	355
	50 to 64	56%	40%	1%	3%	508
	65 and older	39%	54%	4%	4%	359
Gender of Respondent	Men	54%	39%	3%	5%	696
	Women	37%	59%	2%	2%	810
Level of Education	High school or less	71%	27%	2%	1%	512
	Tech school/Some college	38%	58%	2%	2%	475
	College graduate	29%	58%	6%	7%	328
	Postgraduate work	23%	70%	3%	4%	212
Region of State	Central/Lakes	52%	45%	1%	1%	234
	Connecticut Valley	65%	30%	4%	1%	271
	Manchester Area	45%	49%	3%	3%	284
	Mass Border	33%	58%	3%	6%	407
	North Country	43%	43%	9%	5%	98
	Seacoast	32%	64%	1%	3%	236
2020 Presidential Vote	Voted for Trump	92%	0%	5%	3%	662
	Voted for Biden	6%	91%	0%	3%	818
	Voted for other 2020 candidate	58%	17%	20%	5%	25
	Did not vote in 2020	95%	3%	1%		6

Favorability - Maggie Hassan (D)

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	July 2021	37%	17%	40%	6%	1,786
Voting Registration	Registered Democrat	85%	10%	3%	2%	490
	Registered Undeclared/Not Reg.	31%	24%	37%	8%	732
	Registered Republican	3%	14%	77%	6%	511
Party ID	Democrat	77%	11%	3%	9%	729
	Independent	27%	22%	48%	3%	274
	Republican	3%	19%	74%	5%	745
Ideology	Liberal	75%	13%	9%	3%	469
	Moderate	38%	21%	32%	9%	679
	Conservative	2%	15%	77%	6%	546
Media Usage	Boston Globe reader	66%	9%	24%	1%	108
	NHPR listener	52%	14%	31%	3%	957
	Union Leader reader	44%	22%	33%	0%	213
	WMUR viewer	47%	15%	36%	3%	1,185
	Fox News viewer	12%	13%	73%	2%	540
	Conservative radio listener	6%	13%	81%	0%	440
	Local newspapers reader	52%	20%	28%	1%	284
Age of Respondent	18 to 34	33%	26%	27%	15%	475
	35 to 49	30%	12%	54%	4%	375
	50 to 64	36%	14%	46%	4%	563
	65 and older	51%	14%	35%	0%	365
Gender of Respondent	Men	23%	22%	47%	8%	858
	Women	50%	12%	33%	5%	890
Level of Education	High school or less	21%	16%	53%	10%	642
	Tech school/Some college	43%	20%	34%	4%	545
	College graduate	43%	17%	35%	5%	368
	Postgraduate work	60%	12%	26%	2%	223
Region of State	Central/Lakes	34%	19%	45%	1%	309
	Connecticut Valley	19%	19%	58%	3%	309
	Manchester Area	35%	21%	41%	3%	307
	Mass Border	44%	17%	30%	10%	466
	North Country	32%	10%	35%	23%	111
	Seacoast	54%	10%	33%	4%	280
2020 Presidential Vote	Voted for Trump	1%	18%	77%	4%	781
	Voted for Biden	70%	16%	6%	7%	907
	Voted for other 2020 candidate	14%	9%	76%		27
	Did not vote in 2020	4%	19%	69%	9%	40

Favorability - Chris Sununu (R)

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	July 2021	48%	22%	25%	4%	1,790
Voting Registration	Registered Democrat	14%	26%	59%	1%	489
	Registered Undeclared/Not Reg.	52%	24%	18%	6%	734
	Registered Republican	76%	14%	5%	5%	513
Party ID	Democrat	13%	27%	53%	7%	728
	Independent	54%	33%	13%	0%	276
	Republican	80%	14%	3%	3%	746
Ideology	Liberal	9%	27%	63%	1%	469
	Moderate	43%	30%	20%	7%	681
	Conservative	83%	10%	2%	4%	547
Media Usage	Boston Globe reader	33%	25%	43%		108
	NHPR listener	41%	24%	33%	3%	958
	Union Leader reader	53%	18%	29%		218
	WMUR viewer	48%	22%	29%	2%	1,187
	Fox News viewer	75%	16%	8%	1%	542
	Conservative radio listener	75%	18%	7%		440
	Local newspapers reader	39%	22%	38%	0%	288
Age of Respondent	18 to 34	34%	27%	29%	10%	474
	35 to 49	55%	19%	25%	2%	375
	50 to 64	54%	20%	22%	3%	564
	65 and older	50%	25%	25%	0%	368
Gender of Respondent	Men	54%	22%	18%	6%	860
	Women	43%	22%	32%	3%	892
Level of Education	High school or less	53%	23%	13%	10%	642
	Tech school/Some college	49%	20%	30%	0%	550
	College graduate	46%	22%	30%	2%	367
	Postgraduate work	35%	25%	40%		223
Region of State	Central/Lakes	66%	14%	20%		309
	Connecticut Valley	52%	34%	13%	1%	308
	Manchester Area	47%	20%	33%		308
	Mass Border	41%	25%	24%	10%	469
	North Country	33%	22%	28%	17%	111
	Seacoast	45%	18%	37%	1%	280
2020 Presidential Vote	Voted for Trump	79%	15%	3%	3%	782
	Voted for Biden	22%	27%	46%	5%	910
	Voted for other 2020 candidate	49%	31%	20%		26
	Did not vote in 2020	31%	65%	2%	2%	40

Favorability - Don Bolduc (R)

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	July 2021	11%	16%	23%	50%	1,783
Voting Registration	Registered Democrat	2%	5%	44%	49%	489
	Registered Undeclared/Not Reg.	8%	21%	19%	52%	733
	Registered Republican	26%	21%	8%	45%	508
Party ID	Democrat	1%	4%	40%	55%	727
	Independent	8%	24%	25%	43%	276
	Republican	23%	24%	5%	49%	739
Ideology	Liberal	1%	7%	44%	49%	469
	Moderate	5%	18%	21%	56%	677
	Conservative	29%	21%	4%	45%	543
Media Usage	Boston Globe reader		6%	52%	42%	107
	NHPR listener	9%	14%	30%	47%	955
	Union Leader reader	4%	26%	24%	47%	216
	WMUR viewer	8%	19%	27%	46%	1,184
	Fox News viewer	22%	31%	10%	37%	537
	Conservative radio listener	28%	34%	5%	33%	436
	Local newspapers reader	5%	17%	39%	39%	288
Age of Respondent	18 to 34	4%	5%	20%	71%	474
	35 to 49	14%	20%	19%	48%	376
	50 to 64	14%	23%	22%	42%	560
	65 and older	14%	16%	31%	39%	365
Gender of Respondent	Men	15%	20%	21%	44%	858
	Women	8%	13%	25%	55%	886
Level of Education	High school or less	12%	22%	18%	48%	642
	Tech school/Some college	13%	15%	23%	50%	542
	College graduate	9%	12%	24%	55%	367
	Postgraduate work	8%	11%	33%	49%	224
Region of State	Central/Lakes	16%	14%	23%	47%	309
	Connecticut Valley	6%	26%	8%	60%	309
	Manchester Area	10%	19%	19%	52%	305
	Mass Border	15%	11%	26%	49%	464
	North Country	4%	16%	19%	61%	111
	Seacoast	9%	14%	39%	38%	280
2020 Presidential Vote	Voted for Trump	24%	26%	3%	47%	777
	Voted for Biden	1%	8%	40%	52%	909
	Voted for other 2020 candidate	8%	23%	26%	43%	27
	Did not vote in 2020	5%	16%	5%	74%	38

Favorability - Kelly Ayotte (R)

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	July 2021	26%	25%	35%	15%	1,788
Voting Registration	Registered Democrat	9%	17%	61%	14%	490
	Registered Undeclared/Not Reg.	26%	28%	30%	16%	735
	Registered Republican	44%	25%	19%	12%	509
Party ID	Democrat	8%	18%	53%	21%	729
	Independent	37%	20%	36%	7%	276
	Republican	39%	34%	15%	12%	744
Ideology	Liberal	8%	18%	58%	16%	469
	Moderate	25%	28%	31%	16%	681
	Conservative	40%	29%	18%	12%	544
Media Usage	Boston Globe reader	12%	29%	54%	5%	108
	NHPR listener	22%	23%	44%	12%	958
	Union Leader reader	35%	22%	34%	9%	218
	WMUR viewer	27%	27%	35%	11%	1,187
	Fox News viewer	49%	28%	14%	9%	539
	Conservative radio listener	49%	32%	13%	6%	437
	Local newspapers reader	24%	22%	45%	9%	288
Age of Respondent	18 to 34	9%	29%	34%	28%	475
	35 to 49	33%	20%	37%	11%	376
	50 to 64	35%	23%	29%	13%	561
	65 and older	27%	27%	42%	4%	368
Gender of Respondent	Men	31%	27%	26%	16%	860
	Women	21%	24%	43%	12%	888
Level of Education	High school or less	31%	27%	26%	15%	642
	Tech school/Some college	25%	27%	36%	13%	547
	College graduate	22%	20%	41%	17%	369
	Postgraduate work	22%	21%	44%	13%	223
Region of State	Central/Lakes	31%	37%	27%	5%	309
	Connecticut Valley	33%	23%	31%	13%	309
	Manchester Area	33%	20%	33%	13%	307
	Mass Border	19%	27%	35%	19%	466
	North Country	18%	12%	41%	28%	111
	Seacoast	19%	21%	47%	13%	280
2020 Presidential Vote	Voted for Trump	42%	30%	16%	12%	779
	Voted for Biden	13%	18%	52%	17%	910
	Voted for other 2020 candidate	16%	50%	33%	1%	27
	Did not vote in 2020	6%	71%	14%	10%	40