

October 21, 2021

2022 NH SENATE RACE REMAINS CLOSE

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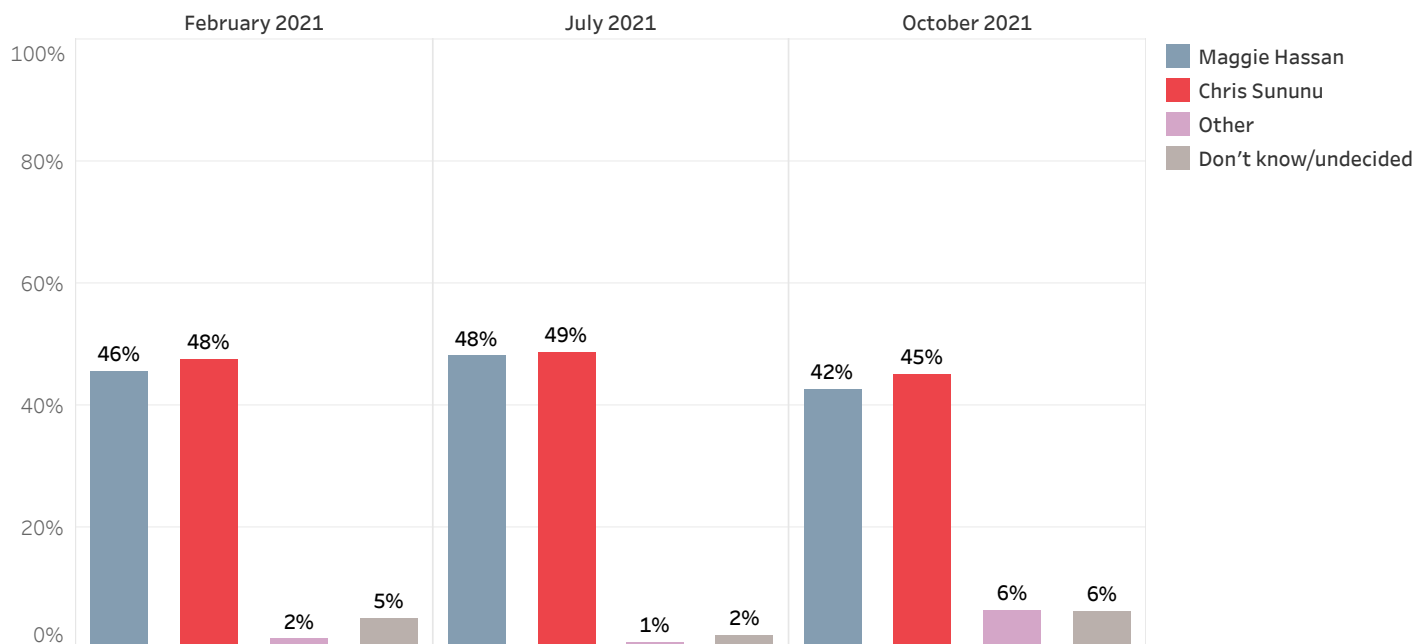
DURHAM, NH - New Hampshire residents are divided between incumbent Democratic Senator Maggie Hassan and her possible Republican challengers for the 2022 Senate election. Current Governor Chris Sununu is the strongest potential challenger, followed by former Senator Kelly Ayotte and retired General Don Bolduc, the only announced Republican candidate in the race. Hassan's popularity in the state continues to decline and for the first time a majority have an unfavorable view of her, while Sununu's popularity has also fallen in recent months.

These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. One thousand and sixty-one (1,061) Granite State Panel members completed the survey online between October 14 and October 18, 2021. The margin of sampling error for the survey is +/- 3.0 percent. Included in the sample were 979 likely 2022 general election voters (MSE = +/- 3.1%). 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

Incumbent Democratic Senator Maggie Hassan is up for reelection in 2022 and is being challenged, at least indirectly, by several well-known Republicans. Republican Governor Chris Sununu has not ruled out challenging 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, 45% of likely 2022 voters say they would vote for Sununu, 42% would vote for Hassan, 6% would vote for another candidate, and 6% are undecided. Both candidates have overwhelming support from their respective parties - 85% of Democrats support Hassan and 86% of Republicans support Sununu while Sununu leads among Independents (63%-25%). The matchup between Hassan and Sununu is unchanged over the past year.

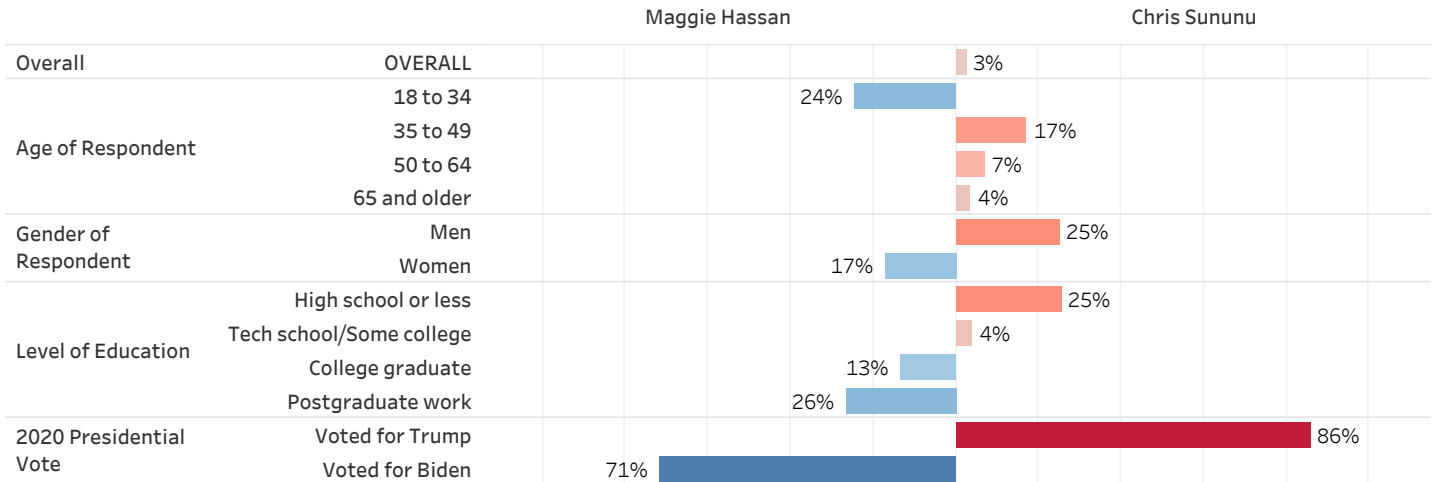
2022 U.S. Senate Election - Hassan (D) vs. Sununu (R)



* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

- Hassan leads Sununu by 24 percentage points among those aged 18 to 34 while Sununu leads by 17 points among those aged 35 to 49 and holds very small leads among those aged 50 to 64 (+7) and those aged 65 and older (+4).
- Sununu leads Hassan by 25 percentage points among men while Hassan leads Sununu by 17 points among women.
- Sununu leads Hassan by 25 percentage points among those with a high school education or less while Hassan leads by 26 points among those who have completed postgraduate work and by 13 points among college graduates.
- Sununu leads Hassan by 86 percentage points among those who voted for Donald Trump in 2020 while Hassan leads Sununu by 71 points among those who voted for Joe Biden.

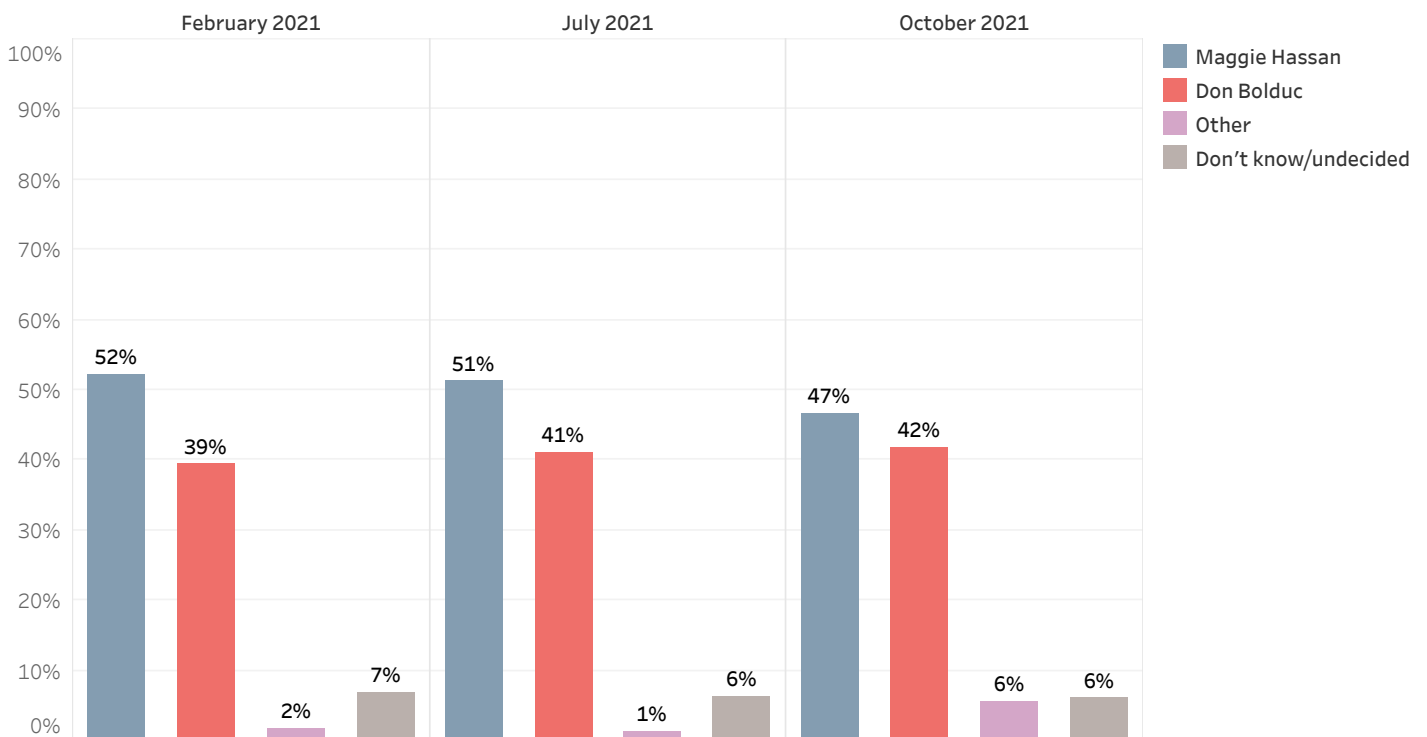
2022 U.S. Senate Election - Hassan (D) vs. Sununu (R) - Difference in Support - October 2021



Retired General Don Bolduc, who unsuccessfully sought the Republican nomination in the 2020 Senate race against Jeanne Shaheen, has already announced he will run for Senate against Hassan. Hassan currently is in a tight race with Bolduc - 47% of likely voters say they will vote for Hassan, 42% for Bolduc, 6% prefer another candidate, and 6% are undecided. In July, Hassan led this hypothetical matchup 51%-41%.

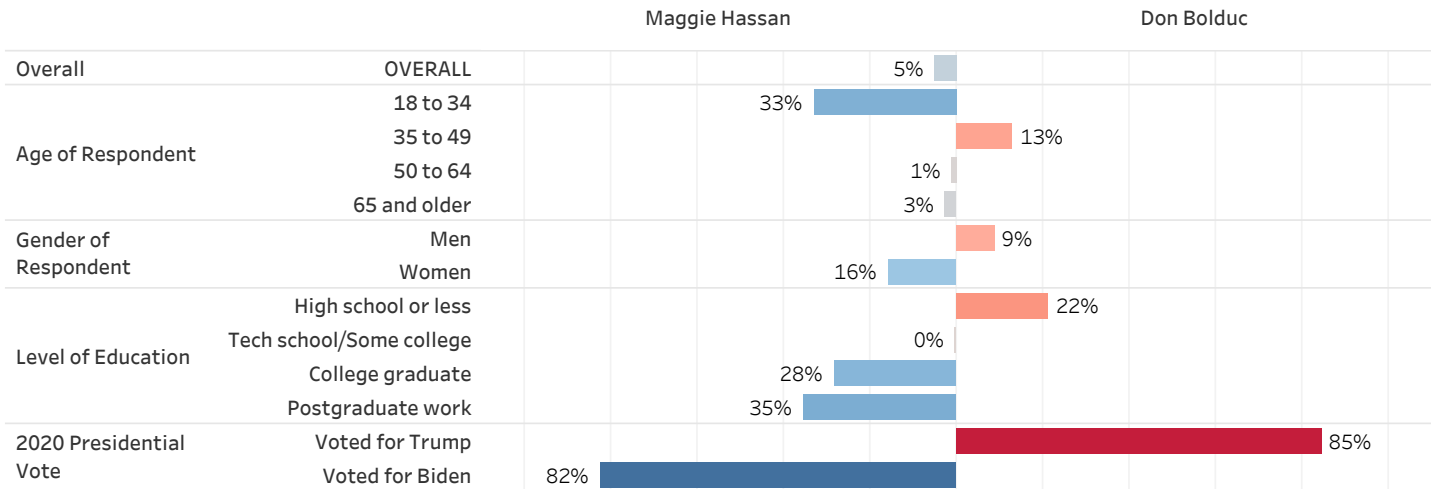
Eighty-eight percent of Democrats say they would support Hassan and 87% of Republicans would support Bolduc while Bolduc leads among Independents (41%-36%).

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



- Hassan holds a wide lead over Bolduc (+33 percentage points) among those aged 18 to 34 while Bolduc leads by 13 points among those aged 35 to 49. The two candidates are effectively tied among those aged 50 to 64 and 65 and older.
- Bolduc holds a small lead over Hassan among men (+9) while Hassan leads Bolduc by 16 points among women.
- Bolduc leads Hassan by 22 percentage points among those with a high school education or less while Hassan holds large leads among college graduates (+28) and those who have completed postgraduate work (+35).
- Bolduc leads Hassan by 85 percentage points among those who voted for Trump in 2020 while Hassan leads Bolduc by 82 points among those who voted for Biden.

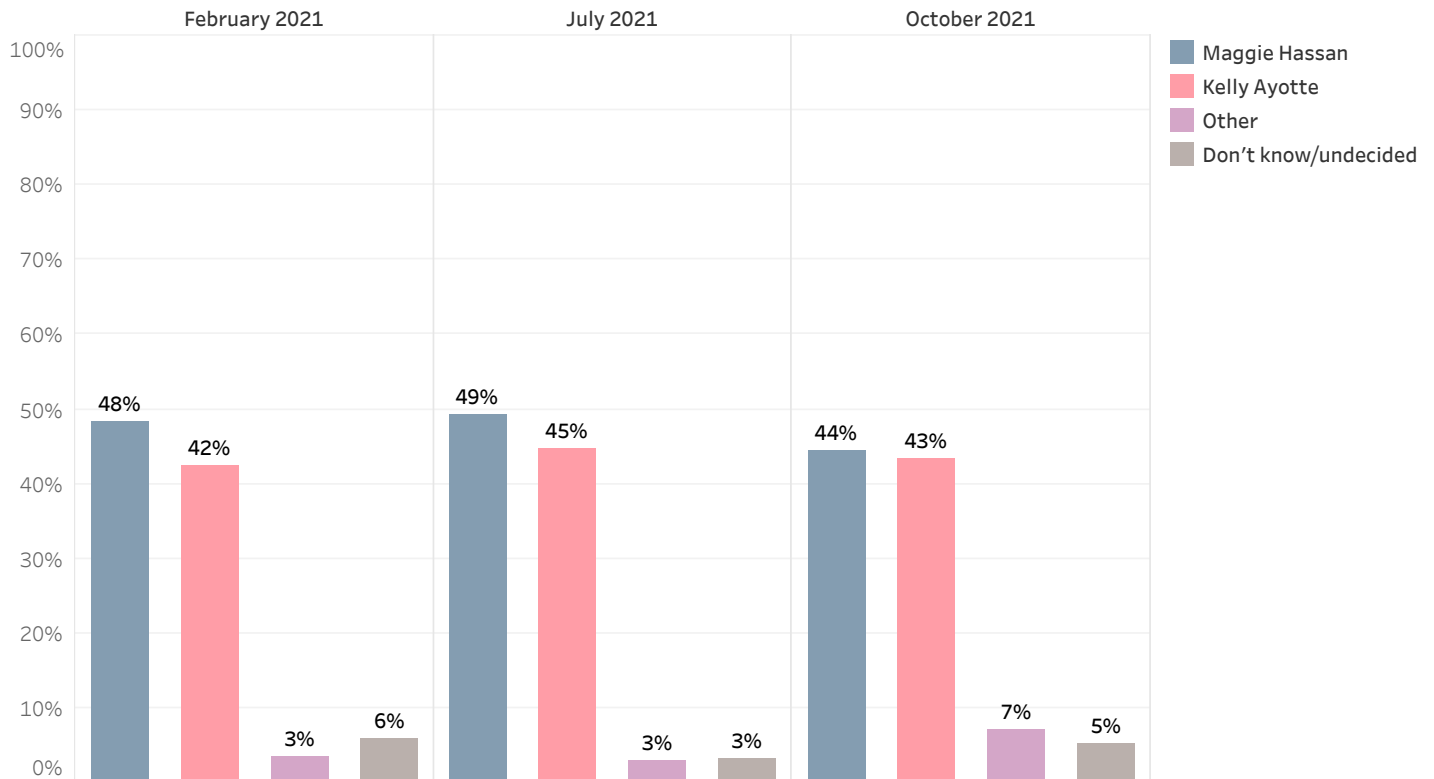
2022 U.S. Senate Election - Hassan (D) vs. Bolduc (R) - Difference in Support - October 2021



Former Senator Kelly Ayotte, who lost very narrowly to Hassan in 2016, is also seen as a possible challenger. Granite Staters are evenly split between Hassan and Ayotte - 44% of likely 2022 voters say they would vote for Hassan, 43% would vote for Ayotte, 7% would vote for another candidate, and 5% are undecided. In July, Hassan was ahead in this hypothetical matchup 49%-45%.

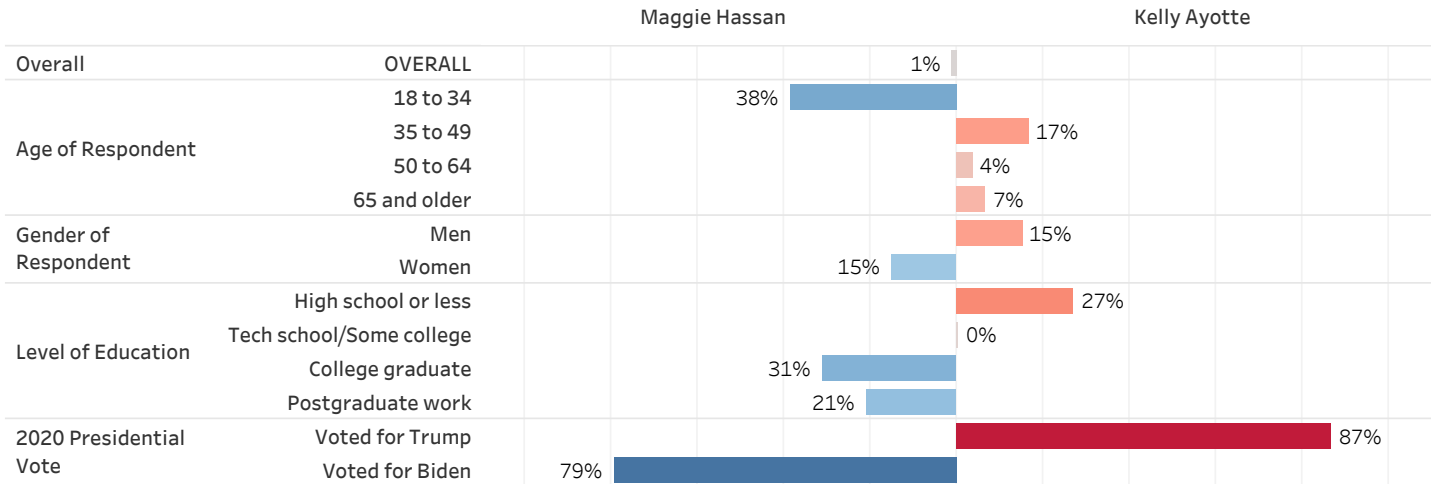
Eighty-eight percent of Democrats say they would support Hassan and 92% of Republicans would support Ayotte while Independents are about evenly split between the two (34%-32% Ayotte).

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



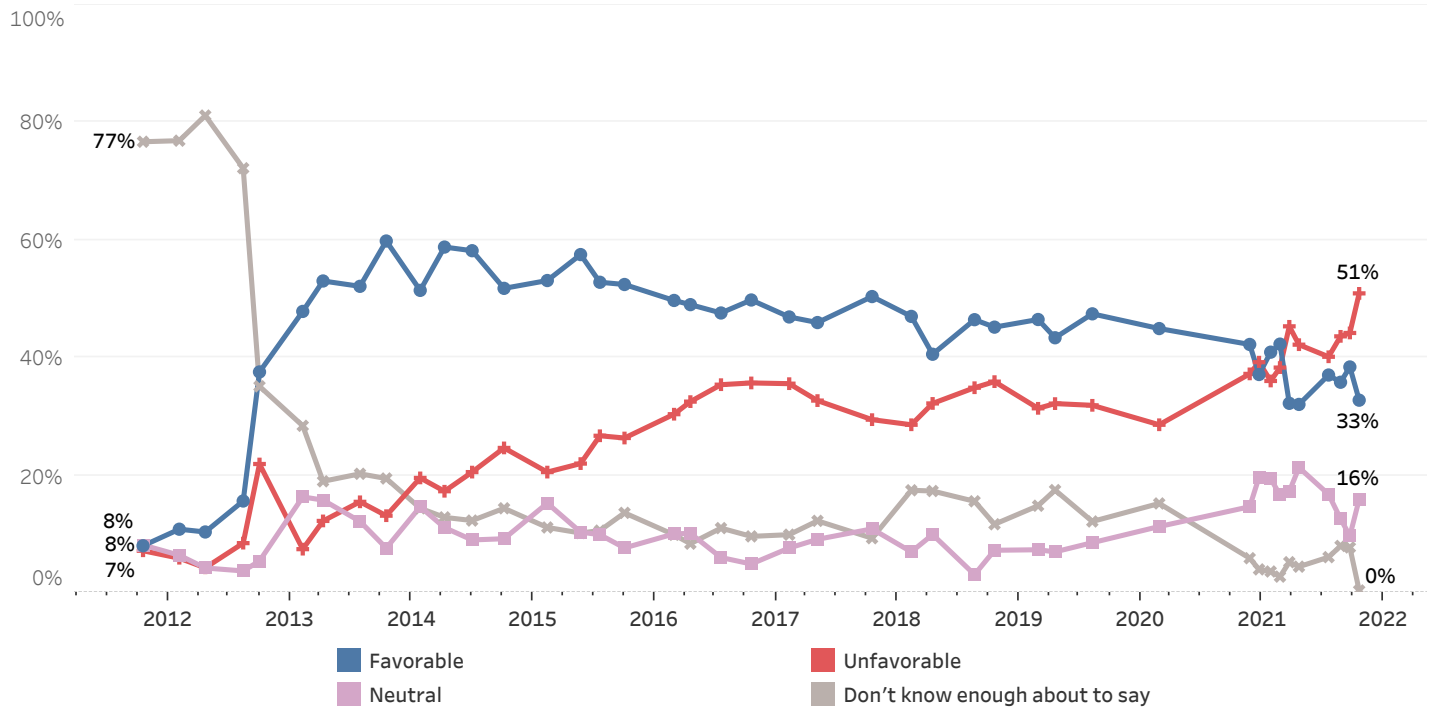
- Hassan holds a wide lead over Ayotte (+38 percentage points) among those aged 18 to 34, while Ayotte leads among those aged 35 to 49 (+17) and holds very small leads among those aged 50 to 64 (+4) and those aged 65 and older (+7).
- Ayotte leads Hassan by 15 percentage points among men while Hassan leads Ayotte by 15 points among women.
- Ayotte leads Hassan by 27 percentage points among those with a high school education or less while Hassan holds leads among college graduates (+31) and those who have completed postgraduate work (+21).
- Ayotte leads Hassan by 87 percentage points among those who voted for Trump in 2020 while Hassan leads Ayotte by 79 points among those who voted for Biden.

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



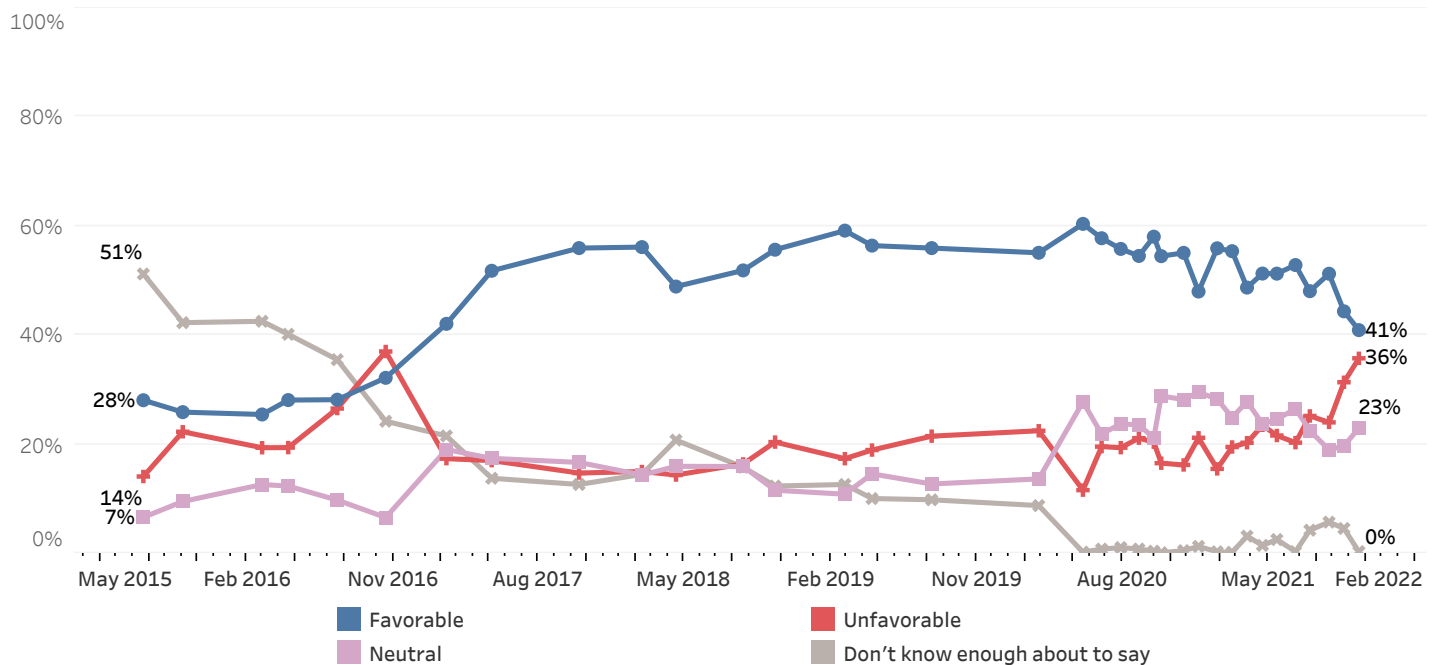
Senator Hassan's popularity continues to slide in the state: one-third (33%) of New Hampshire residents have a favorable opinion of her, 51% have an unfavorable opinion of her, 16% are neutral, and less than 1% don't know enough about her to say. Hassan's net favorability rating, the percentage who have a favorable opinion minus the percentage having an unfavorable opinion, is -18, down from -6 in September. Hassan is popular among Democrats (+59 net favorability rating) but is unpopular among Independents (-47) and is very unpopular among Republicans (-86).

Hassan (D) Favorability



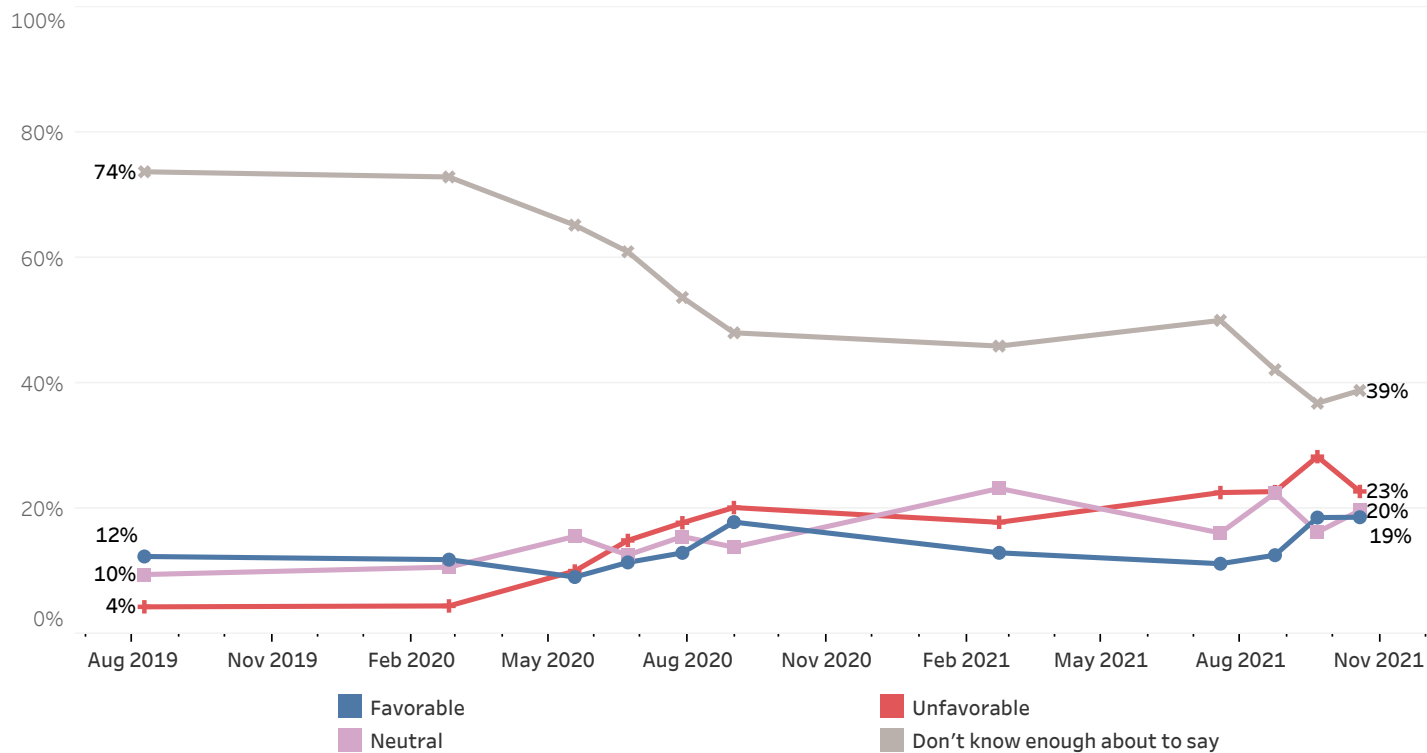
Governor Sununu's popularity in the state has also fallen in recent months: 41% of New Hampshire residents have a favorable opinion of him, 36% have an unfavorable opinion of him, 23% are neutral, and less than 1% don't know enough about him to say. Sununu's net favorability rating is +5, down from +13 in September and at its lowest point since October 2016. Sununu is very popular among Republicans (+70 net favorability rating) and is unpopular among Democrats (-56) while Independents are divided (-5). Sununu's net favorability among Independents has fallen considerably since May (+49).

Sununu (R) Favorability



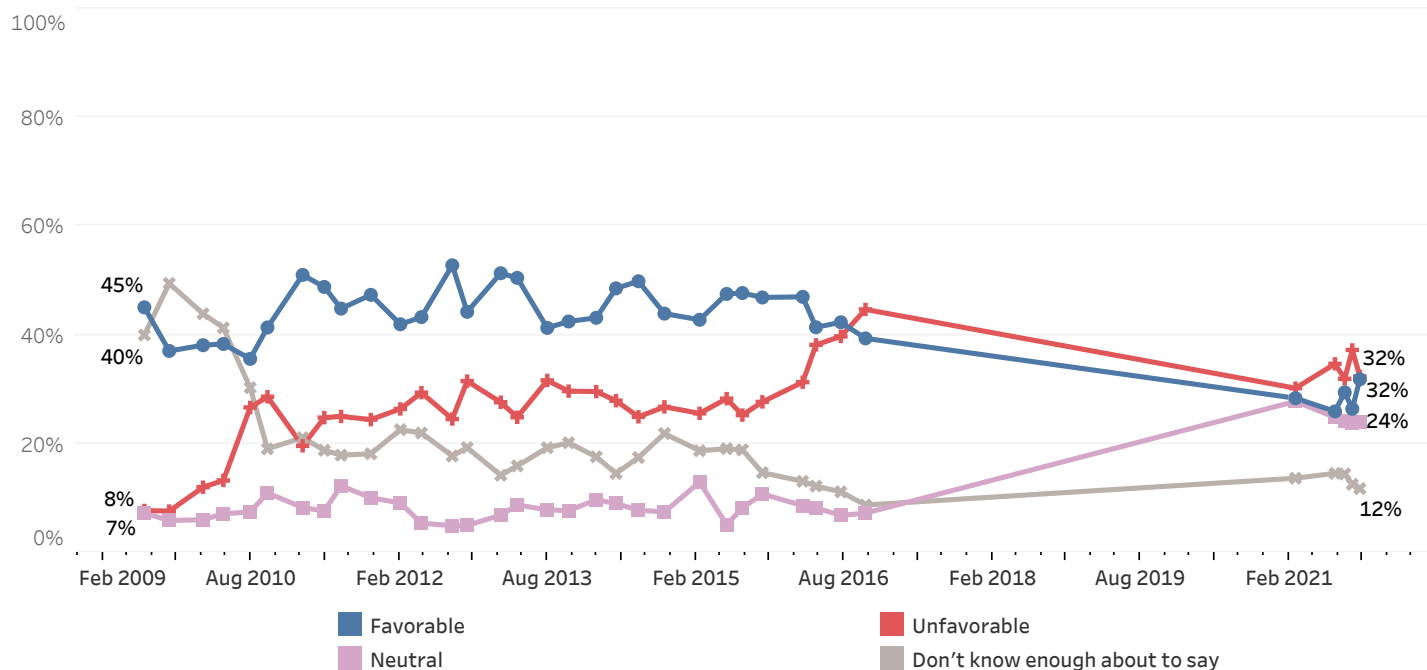
Despite running for the GOP nomination for Senate in 2020, Bolduc remains largely unknown in New Hampshire. Only 19% of New Hampshire residents have a favorable opinion of Bolduc, 23% have an unfavorable opinion of him, 20% are neutral, and 39% don't know enough about him to say. Bolduc's net favorability rating is -4, up slightly compared to the past few months. Bolduc is somewhat popular among Republicans (+38 net favorability rating) and is unpopular among Democrats (-45) while Independents are divided (-3).

Bolduc (R) Favorability



Thirty-two percent of New Hampshire residents have a favorable opinion of Ayotte, 32% have an unfavorable opinion of her, 24% are neutral, and 12% don't know enough about her to say. Ayotte's net favorability rating is 0, up slightly compared to the past few months. Ayotte is popular among Republicans (+49 net favorability rating) and is unpopular among Democrats (-49) while Independents are divided (-1).

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 and sixty-one (1,061) Granite State Panel members completed the survey online between October 14 and October 18, 2021. The margin of sampling error for the survey is +/- 3.0 percent. Included in the sample were 979 likely 2022 general election voters (MSE = +/- 3.1%). The response rate for the October 2021 Granite State Poll is 29%. The design effect for the survey is 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 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 at andrew.smith@unh.edu.

October 2021 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	49%	505
	Women	51%	524
Age of Respondent	18 to 34	27%	277
	35 to 49	21%	224
	50 to 64	31%	325
	65 and older	21%	215
Level of Education	High school or less	36%	377
	Tech school/Some college	31%	323
	College graduate	21%	218
	Postgraduate work	13%	132
Region of State	Central/Lakes	19%	201
	Connecticut Valley	13%	139
	Manchester Area	14%	150
	Mass Border	29%	304
	North Country	10%	109
	Seacoast	15%	154
Party ID	Democrat	42%	438
	Independent	18%	185
	Republican	40%	417
Ideology	Liberal	29%	284
	Moderate	41%	408
	Conservative	30%	303
Voting Registration	Registered Democrat	28%	288
	Registered Undeclared/Not Reg.	42%	434
	Registered Republican	30%	302
2020 Presidential Vote	Voted for Trump	44%	459
	Voted for Biden	51%	535
	Voted for other 2020 candidate	2%	16
	Did not vote in 2020	3%	36

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...

	<u>Chris Sununu</u>	<u>Maggie Hassan</u>	<u>Other</u>	<u>Don't know/undecided</u>	<u>N</u>
February 2021	48%	46%	2%	5%	1,671
July 2021	49%	48%	1%	2%	1,537
October 2021	45%	42%	6%	6%	891

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...

	<u>Don Bolduc</u>	<u>Maggie Hassan</u>	<u>Other</u>	<u>Don't know/undecided</u>	<u>N</u>
February 2021	39%	52%	2%	7%	1,671
July 2021	41%	51%	1%	6%	1,537
October 2021	42%	47%	6%	6%	887

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...

	<u>Kelly Ayotte</u>	<u>Maggie Hassan</u>	<u>Other</u>	<u>Don't know/undecided</u>	<u>N</u>
February 2021	42%	48%	3%	6%	1,670
July 2021	45%	49%	3%	3%	1,534
October 2021	43%	44%	7%	5%	893

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

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
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%	1,852
March 2021	32%	17%	45%	5%	1,743
April 2021	32%	21%	42%	4%	1,934
July 2021	37%	17%	40%	6%	1,786
August 2021	36%	13%	44%	8%	964
September 2021	38%	10%	44%	8%	1,069
October 2021	33%	16%	51%	0%	1,049

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

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
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%	20%	0%	1,854
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
August 2021	51%	19%	24%	6%	965
September 2021	44%	20%	31%	5%	1,059
October 2021	41%	23%	36%	0%	1,049

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

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
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%	1,831
February 2021	13%	23%	18%	46%	1,841
July 2021	11%	16%	23%	50%	1,783
August 2021	13%	22%	23%	42%	964
September 2021	19%	16%	28%	37%	1,071
October 2021	19%	20%	23%	39%	1,057

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

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
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	28%	28%	30%	14%	1,850
July 2021	26%	25%	35%	15%	1,788
August 2021	29%	24%	32%	14%	963
September 2021	26%	24%	37%	13%	1,070
October 2021	32%	24%	32%	12%	1,047

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

		Chris Sununu	Maggie Hassan	Other	Don't know/undecided	N
STATEWIDE	October 2021	45%	42%	6%	6%	891
Voting Registration	Registered Democrat	4%	94%	0%	2%	243
	Registered Undeclared/Not Reg.	49%	33%	10%	8%	362
	Registered Republican	79%	7%	8%	7%	270
Party ID	Democrat	2%	85%	7%	7%	390
	Independent	63%	25%	7%	5%	130
	Republican	86%	2%	6%	6%	360
Ideology	Liberal	2%	84%	11%	3%	239
	Moderate	45%	48%	1%	7%	341
	Conservative	84%	1%	7%	7%	263
Media Usage	Boston Globe reader	11%	86%	0%	2%	56
	NHPR listener	31%	59%	7%	4%	533
	Union Leader reader	41%	30%	18%	11%	163
	WMUR viewer	46%	42%	7%	5%	661
	Fox News viewer	75%	8%	10%	6%	390
	Conservative radio listener	82%	5%	6%	7%	306
	Local newspapers reader	31%	49%	16%	4%	193
Age of Respondent	18 to 34	24%	48%	21%	7%	184
	35 to 49	55%	37%	3%	5%	210
	50 to 64	50%	43%	4%	3%	280
	65 and older	46%	42%	1%	11%	200
Gender of Respondent	Men	58%	32%	7%	3%	427
	Women	34%	51%	4%	10%	435
Level of Education	High school or less	54%	28%	13%	6%	277
	Tech school/Some college	46%	42%	2%	9%	280
	College graduate	40%	53%	2%	5%	198
	Postgraduate work	34%	60%	4%	2%	126
Region of State	Central/Lakes	45%	38%	16%	1%	177
	Connecticut Valley	66%	26%	1%	6%	126
	Manchester Area	38%	51%	3%	8%	140
	Mass Border	40%	47%	4%	9%	230
	North Country	44%	48%	6%	2%	72
	Seacoast	40%	46%	7%	7%	142
2020 Presidential Vote	Voted for Trump	87%	1%	7%	5%	404
	Voted for Biden	8%	79%	6%	7%	456
	Voted for other 2020 candidate	76%	1%	14%	10%	15
	Did not vote in 2020	7%	89%		4%	7

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

		<u>Don Bolduc</u>	<u>Maggie Hassan</u>	<u>Other</u>	<u>Don't know/undecided</u>	<u>N</u>
STATEWIDE	October 2021	42%	47%	6%	6%	887
Voting Registration	Registered Democrat	3%	96%	0%	1%	243
	Registered Undeclared/Not Reg.	41%	39%	10%	10%	363
	Registered Republican	81%	9%	4%	6%	265
Party ID	Democrat	1%	88%	7%	4%	390
	Independent	41%	36%	7%	16%	131
	Republican	87%	4%	3%	5%	356
Ideology	Liberal	1%	88%	11%	1%	239
	Moderate	33%	56%	1%	10%	333
	Conservative	89%	2%	4%	5%	266
Media Usage	Boston Globe reader	6%	90%	3%	2%	56
	NHPR listener	27%	63%	7%	3%	538
	Union Leader reader	41%	31%	17%	10%	162
	WMUR viewer	40%	47%	7%	6%	657
	Fox News viewer	73%	10%	9%	7%	387
	Conservative radio listener	83%	7%	4%	7%	303
	Local newspapers reader	26%	53%	15%	6%	192
Age of Respondent	18 to 34	22%	55%	18%	6%	184
	35 to 49	55%	42%	1%	2%	214
	50 to 64	46%	47%	4%	4%	272
	65 and older	42%	45%	2%	11%	200
Gender of Respondent	Men	47%	38%	7%	7%	419
	Women	38%	54%	3%	5%	439
Level of Education	High school or less	51%	29%	13%	7%	269
	Tech school/Some college	46%	46%	1%	7%	284
	College graduate	34%	62%	2%	3%	199
	Postgraduate work	29%	64%	1%	6%	126
Region of State	Central/Lakes	42%	39%	15%	4%	176
	Connecticut Valley	59%	33%	1%	7%	126
	Manchester Area	31%	53%	1%	15%	140
	Mass Border	41%	50%	4%	5%	225
	North Country	48%	51%	0%	0%	73
	Seacoast	36%	54%	8%	2%	142
2020 Presidential Vote	Voted for Trump	86%	2%	5%	7%	400
	Voted for Biden	4%	86%	6%	4%	456
	Voted for other 2020 candidate	29%	2%	12%	57%	15
	Did not vote in 2020	3%	96%		1%	7

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

		<u>Kelly Ayotte</u>	<u>Maggie Hassan</u>	<u>Other</u>	<u>Don't know/undecided</u>	<u>N</u>
STATEWIDE	October 2021	43%	44%	7%	5%	893
Voting Registration	Registered Democrat	3%	96%	0%	1%	242
	Registered Undeclared/Not Reg.	39%	37%	14%	10%	362
	Registered Republican	86%	7%	4%	3%	273
Party ID	Democrat	1%	88%	7%	4%	389
	Independent	34%	32%	18%	15%	130
	Republican	92%	2%	3%	3%	364
Ideology	Liberal	1%	88%	11%	0%	238
	Moderate	39%	51%	3%	8%	341
	Conservative	87%	1%	7%	5%	266
Media Usage	Boston Globe reader	13%	82%	3%	2%	56
	NHPR listener	28%	62%	6%	4%	537
	Union Leader reader	48%	30%	16%	5%	162
	WMUR viewer	44%	44%	8%	4%	665
	Fox News viewer	77%	8%	11%	4%	394
	Conservative radio listener	82%	5%	6%	7%	310
	Local newspapers reader	27%	51%	18%	5%	193
Age of Respondent	18 to 34	16%	55%	21%	8%	184
	35 to 49	57%	40%	1%	2%	213
	50 to 64	47%	43%	4%	5%	280
	65 and older	50%	43%	2%	6%	200
Gender of Respondent	Men	51%	36%	7%	5%	426
	Women	37%	52%	6%	5%	439
Level of Education	High school or less	56%	28%	13%	4%	277
	Tech school/Some college	45%	45%	3%	7%	283
	College graduate	29%	60%	5%	6%	198
	Postgraduate work	38%	58%	1%	2%	125
Region of State	Central/Lakes	43%	38%	15%	4%	176
	Connecticut Valley	53%	31%	12%	5%	126
	Manchester Area	42%	50%	1%	8%	140
	Mass Border	42%	48%	4%	6%	232
	North Country	49%	51%		0%	73
	Seacoast	37%	52%	7%	5%	142
2020 Presidential Vote	Voted for Trump	87%	0%	8%	5%	408
	Voted for Biden	6%	84%	6%	4%	455
	Voted for other 2020 candidate	34%	4%	12%	51%	15
	Did not vote in 2020	3%	89%		8%	7

Favorability - Maggie Hassan (D)

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	October 2021	33%	16%	51%	0%	1,049
Voting Registration	Registered Democrat	72%	22%	6%	0%	278
	Registered Undeclared/Not Reg.	27%	14%	59%	1%	431
	Registered Republican	6%	9%	85%		302
Party ID	Democrat	69%	20%	11%	1%	426
	Independent	15%	24%	61%	0%	185
	Republican	3%	8%	89%	0%	417
Ideology	Liberal	63%	21%	16%	0%	273
	Moderate	37%	17%	45%	1%	406
	Conservative	1%	8%	90%		303
Media Usage	Boston Globe reader	72%	20%	8%		61
	NHPR listener	50%	16%	33%	1%	578
	Union Leader reader	25%	11%	64%		167
	WMUR viewer	38%	13%	49%	0%	742
	Fox News viewer	8%	10%	82%	0%	433
	Conservative radio listener	6%	7%	87%	0%	327
	Local newspapers reader	43%	11%	46%	0%	195
Age of Respondent	18 to 34	24%	34%	42%		267
	35 to 49	30%	10%	59%	1%	222
	50 to 64	37%	7%	55%	1%	325
	65 and older	41%	12%	47%		215
Gender of Respondent	Men	27%	14%	59%	0%	505
	Women	40%	16%	44%	0%	512
Level of Education	High school or less	22%	11%	67%		377
	Tech school/Some college	31%	23%	45%	1%	312
	College graduate	44%	16%	39%	1%	216
	Postgraduate work	52%	14%	34%	0%	132
Region of State	Central/Lakes	27%	16%	56%	1%	201
	Connecticut Valley	26%	11%	64%	0%	139
	Manchester Area	40%	19%	40%	1%	150
	Mass Border	28%	18%	54%	0%	294
	North Country	48%	12%	39%	1%	109
	Seacoast	38%	16%	45%	0%	153
2020 Presidential Vote	Voted for Trump	1%	8%	91%	0%	459
	Voted for Biden	61%	21%	18%	0%	523
	Voted for other 2020 candidate	1%	7%	88%	4%	16
	Did not vote in 2020	29%	49%	20%	2%	36

Favorability - Chris Sununu (R)

		Favorable	Neutral	Unfavorable	Don't know enough about to say	N
STATEWIDE	October 2021	41%	23%	36%	0%	1,049
Voting Registration	Registered Democrat	9%	23%	68%	0%	278
	Registered Undeclared/Not Reg.	42%	28%	29%	0%	432
	Registered Republican	73%	13%	13%		302
Party ID	Democrat	8%	29%	63%	0%	426
	Independent	33%	30%	37%	0%	185
	Republican	78%	14%	8%	0%	417
Ideology	Liberal	7%	26%	67%	0%	273
	Moderate	38%	26%	35%	0%	406
	Conservative	79%	9%	12%		303
Media Usage	Boston Globe reader	15%	29%	56%		61
	NHPR listener	29%	29%	41%	0%	578
	Union Leader reader	40%	27%	33%		167
	WMUR viewer	43%	24%	33%	0%	742
	Fox News viewer	63%	23%	14%	0%	433
	Conservative radio listener	71%	14%	14%	0%	327
	Local newspapers reader	31%	28%	41%	0%	195
Age of Respondent	18 to 34	19%	29%	52%		267
	35 to 49	50%	19%	30%	0%	222
	50 to 64	50%	23%	27%	1%	325
	65 and older	47%	21%	32%	0%	215
Gender of Respondent	Men	48%	23%	29%	0%	505
	Women	35%	23%	42%	0%	512
Level of Education	High school or less	37%	26%	36%		377
	Tech school/Some college	46%	19%	34%	1%	312
	College graduate	43%	22%	34%	0%	216
	Postgraduate work	38%	20%	42%		132
Region of State	Central/Lakes	39%	34%	28%		201
	Connecticut Valley	33%	45%	22%	0%	139
	Manchester Area	43%	11%	46%	0%	150
	Mass Border	38%	17%	45%	0%	294
	North Country	42%	15%	43%	1%	109
	Seacoast	54%	19%	27%	0%	153
2020 Presidential Vote	Voted for Trump	76%	15%	9%	0%	459
	Voted for Biden	11%	29%	60%	0%	523
	Voted for other 2020 candidate	63%	16%	21%		16
	Did not vote in 2020	23%	37%	39%	1%	36

Favorability - Don Bolduc (R)

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	October 2021	19%	20%	23%	39%	1,057
Voting Registration	Registered Democrat	3%	11%	46%	40%	288
	Registered Undeclared/Not Reg.	16%	20%	20%	45%	430
	Registered Republican	40%	24%	7%	29%	302
Party ID	Democrat	1%	10%	47%	42%	435
	Independent	8%	28%	11%	53%	185
	Republican	42%	26%	4%	28%	417
Ideology	Liberal	1%	14%	40%	45%	283
	Moderate	10%	16%	30%	44%	405
	Conservative	48%	25%	1%	26%	303
Media Usage	Boston Globe reader	5%	11%	61%	22%	61
	NHPR listener	13%	19%	34%	33%	576
	Union Leader reader	14%	15%	23%	48%	167
	WMUR viewer	17%	20%	26%	36%	750
	Fox News viewer	35%	19%	8%	38%	443
	Conservative radio listener	37%	27%	6%	30%	327
	Local newspapers reader	10%	14%	28%	48%	195
Age of Respondent	18 to 34	8%	22%	16%	55%	277
	35 to 49	34%	20%	27%	19%	222
	50 to 64	16%	23%	24%	37%	324
	65 and older	20%	13%	27%	40%	214
Gender of Respondent	Men	20%	21%	23%	36%	504
	Women	18%	19%	23%	40%	521
Level of Education	High school or less	18%	23%	13%	47%	377
	Tech school/Some college	25%	16%	23%	36%	323
	College graduate	15%	19%	36%	30%	216
	Postgraduate work	12%	22%	31%	36%	130
Region of State	Central/Lakes	21%	17%	19%	43%	201
	Connecticut Valley	16%	36%	11%	37%	139
	Manchester Area	12%	16%	32%	40%	149
	Mass Border	19%	16%	23%	43%	303
	North Country	25%	28%	21%	26%	109
	Seacoast	20%	15%	32%	33%	153
2020 Presidential Vote	Voted for Trump	42%	26%	3%	30%	459
	Voted for Biden	0%	14%	43%	43%	531
	Voted for other 2020 candidate	14%	14%	7%	64%	16
	Did not vote in 2020	1%	39%	1%	59%	36

Favorability - Kelly Ayotte (R)

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	October 2021	32%	24%	32%	12%	1,047
Voting Registration	Registered Democrat	10%	14%	62%	14%	278
	Registered Undeclared/Not Reg.	31%	30%	26%	14%	430
	Registered Republican	57%	22%	18%	4%	302
Party ID	Democrat	9%	20%	58%	14%	426
	Independent	19%	33%	23%	26%	185
	Republican	61%	24%	12%	4%	416
Ideology	Liberal	10%	22%	55%	13%	273
	Moderate	28%	22%	31%	18%	405
	Conservative	56%	26%	15%	3%	303
Media Usage	Boston Globe reader	16%	23%	57%	4%	61
	NHPR listener	27%	23%	41%	9%	577
	Union Leader reader	33%	41%	21%	5%	167
	WMUR viewer	35%	26%	32%	7%	740
	Fox News viewer	54%	28%	14%	4%	432
	Conservative radio listener	55%	27%	16%	3%	326
	Local newspapers reader	22%	38%	29%	11%	194
Age of Respondent	18 to 34	13%	23%	33%	31%	267
	35 to 49	42%	20%	31%	7%	222
	50 to 64	35%	26%	35%	5%	325
	65 and older	42%	24%	30%	4%	214
Gender of Respondent	Men	37%	24%	27%	12%	505
	Women	28%	25%	37%	10%	511
Level of Education	High school or less	42%	23%	17%	17%	377
	Tech school/Some college	29%	28%	36%	8%	311
	College graduate	21%	24%	44%	11%	216
	Postgraduate work	29%	20%	44%	7%	131
Region of State	Central/Lakes	33%	33%	23%	11%	200
	Connecticut Valley	38%	24%	23%	15%	139
	Manchester Area	31%	20%	37%	12%	150
	Mass Border	30%	23%	31%	17%	294
	North Country	43%	19%	37%	1%	109
	Seacoast	21%	23%	48%	8%	153
2020 Presidential Vote	Voted for Trump	57%	24%	16%	2%	458
	Voted for Biden	12%	20%	50%	18%	523
	Voted for other 2020 candidate	23%	59%	16%	2%	16
	Did not vote in 2020	3%	56%	3%	38%	36