

September 21, 2022

POST PRIMARY: SUNUNU HOLDS DOUBLE-DIGIT LEAD OVER SHERMAN IN NH GOVERNOR RACE

By: Sean P. McKinley, M.A.
Zachary S. Azem, M.A.

J. Mitchell Scacchi, M.A.
Andrew E. Smith, Ph.D.

andrew.smith@unh.edu
603-862-2226
cola.unh.edu/unh-survey-center

DURHAM, NH - Incumbent Governor Chris Sununu leads his little-known Democratic challenger Tom Sherman in the 2022 race for Governor of New Hampshire. Sununu enjoys near universal support among Republicans and holds a commanding lead among Independents. A majority of New Hampshire adults continue to approve of Sununu's job performance but residents are less likely to approve than they were in September 2020, directly before Sununu's previous re-election. Democrats and Republicans are largely equally matched in elections to the Executive Council and State Senate while Republicans hold a small lead in elections for the State House of Representatives.

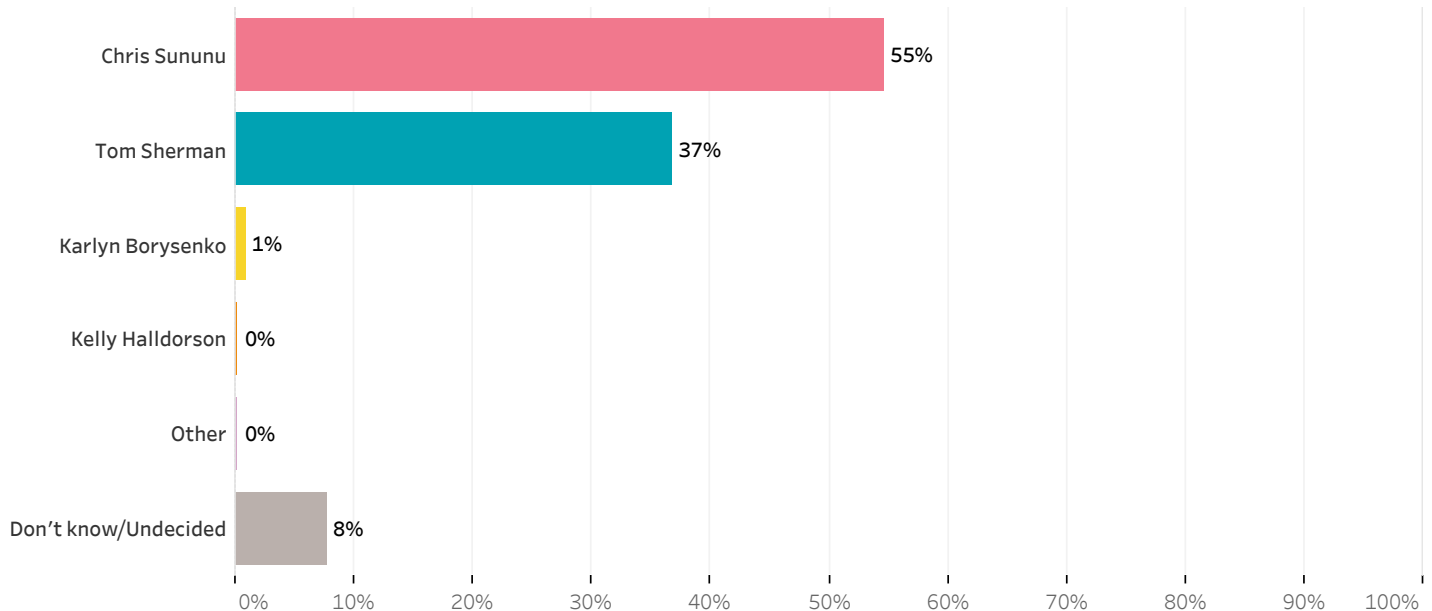
2022 NH Gubernatorial General Election

The New Hampshire state primary elections were held on September 13th, and neither major party candidate for Governor faced significant competition. Three-term incumbent Republican Chris Sununu will face Rye State Senator Tom Sherman, the Democratic Party nominee, in the general election in November. Following the primary, Sununu holds a double-digit lead over Sherman - 55% of likely New Hampshire voters say they would vote for Sununu, 37% would vote for Sherman, 1% prefer Libertarian Karlyn Borysenko, less than 1% favor Libertarian Kelly Halldorson, less than 1% would vote for some other candidate, and 8% are undecided.

Sherman holds a clear lead over Sununu among Democrats (79%-9%), but Sununu holds an even larger lead among Independents (84%-8%) and a larger still lead among Republicans (95%-1%). Sherman and Sununu are closely matched among those under the age of fifty, but Sununu holds a clear lead among those aged fifty and older. Men favor Sununu by a margin of more than two-to-one but the two candidates are closely matched among women. Sununu holds a very large lead among those without a college degree but Sherman leads among those with a college degree.

In September 2020, Sununu held a similar lead over his then Democratic challenger, Dan Feltes, whom he eventually defeated 65%-34%.

2022 New Hampshire Gubernatorial Election - September 2022

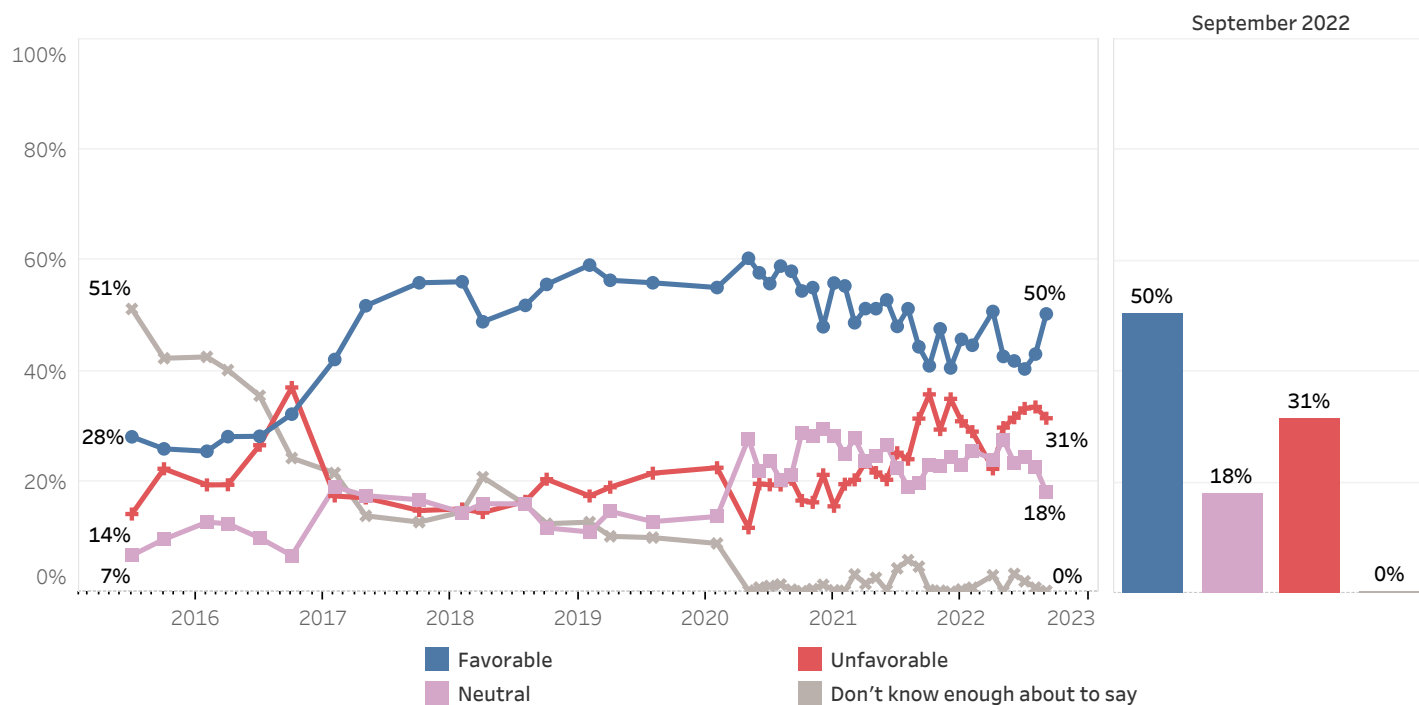


* We ask that this copyrighted information be referred to as *the Granite State Poll*, conducted by the University of New Hampshire Survey Center.

Half (50%) of Granite Staters have a favorable opinion of Sununu, 18% have a neutral opinion of him, and 31% have an unfavorable opinion of him. Sununu's net favorability rating (the percentage who have a favorable opinion of him minus the percentage who have an unfavorable opinion), is +19, up from +10 in August.

Sununu is very popular among Republicans (+68) and Independents (+57) in the state but is unpopular among Democrats (-43).

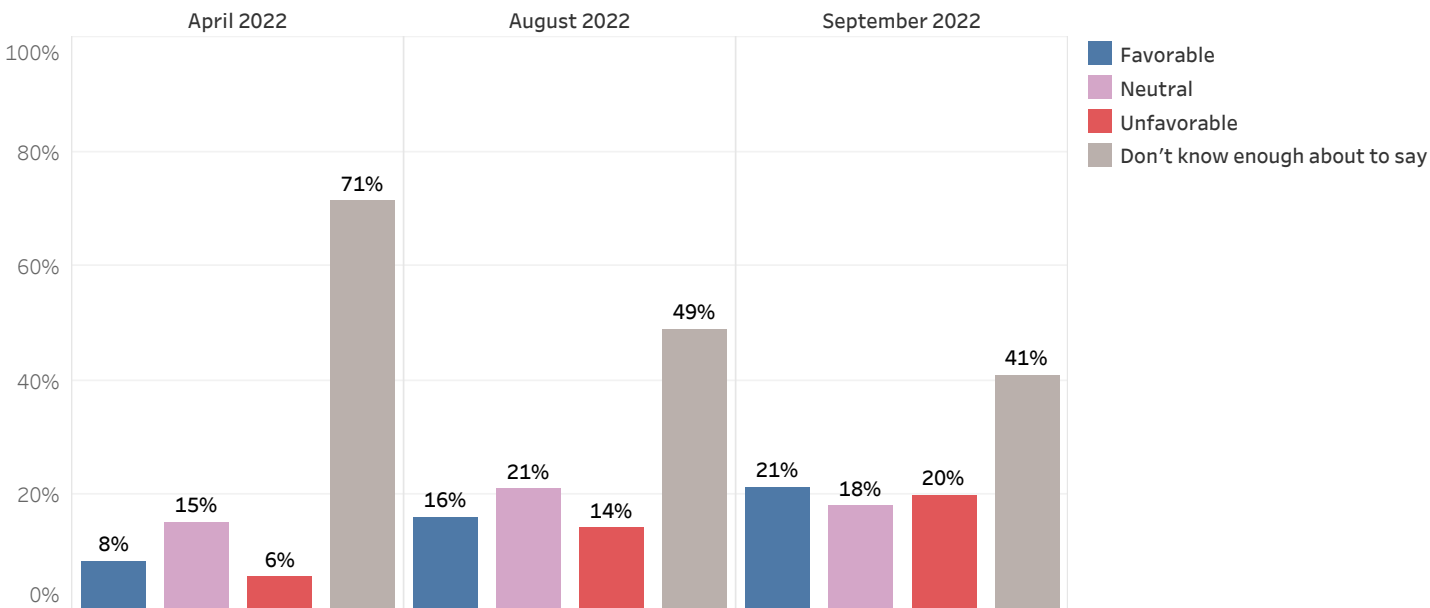
Favorability - Chris Sununu



Sherman is not well-known in New Hampshire, in part a consequence of not facing a primary challenger. Twenty-one percent of Granite Staters have a favorable opinion of Sherman, 18% have a neutral opinion of him, 20% have an unfavorable opinion of him, and 41% don't know enough about him to say. Sherman's net favorability rating is +2, unchanged since August (+2), but the percentage who know enough about Sherman to have an opinion has slightly increased since August.

Sherman is popular among Democrats in the state (+47) but is somewhat unpopular among Independents (-17) and is unpopular among Republicans (-34).

Favorability - Tom Sherman

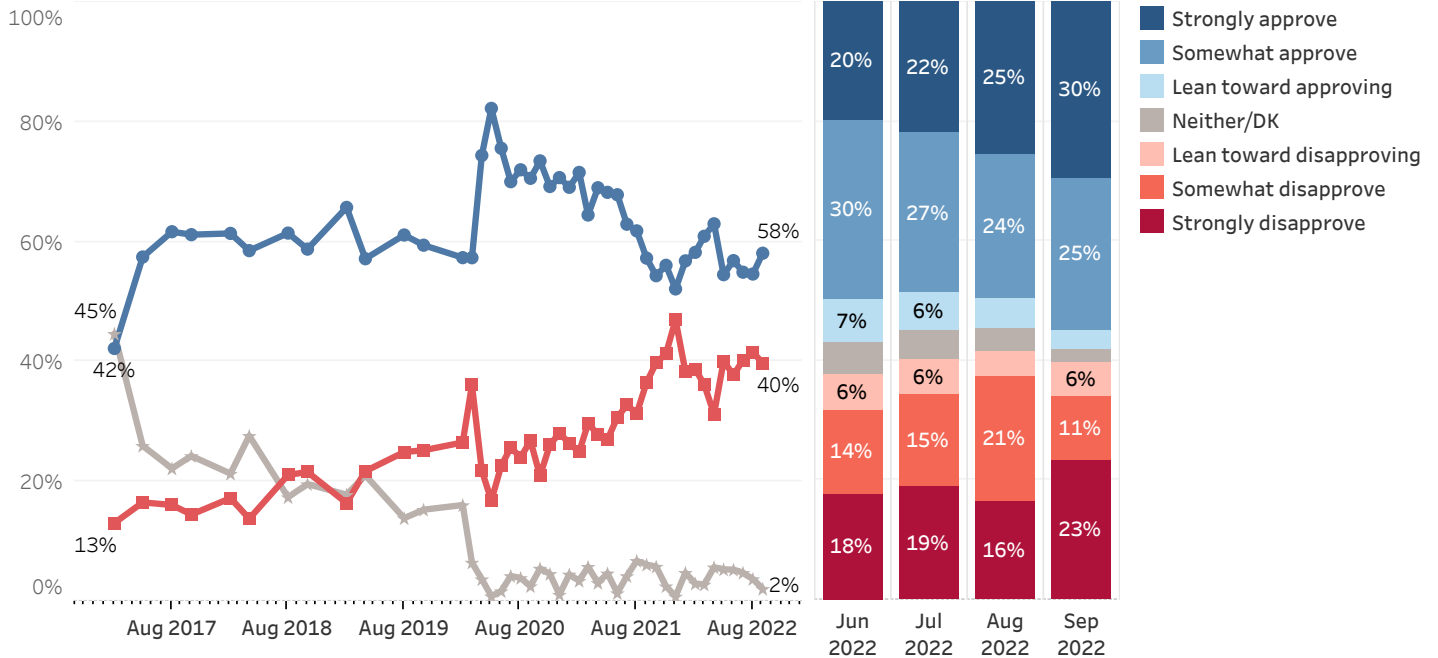


Gubernatorial Approval

Sununu continues to enjoy high marks from a majority of Granite Staters - 58% of New Hampshire residents approve of Governor Sununu's job performance, 40% disapprove, and 2% neither approve nor disapprove or don't know. Sununu's net approval rating (the percentage who approve minus the percentage who disapprove) is +18, slightly higher than in August (+13), but far lower than at the same point in the 2020 electoral cycle (+44).

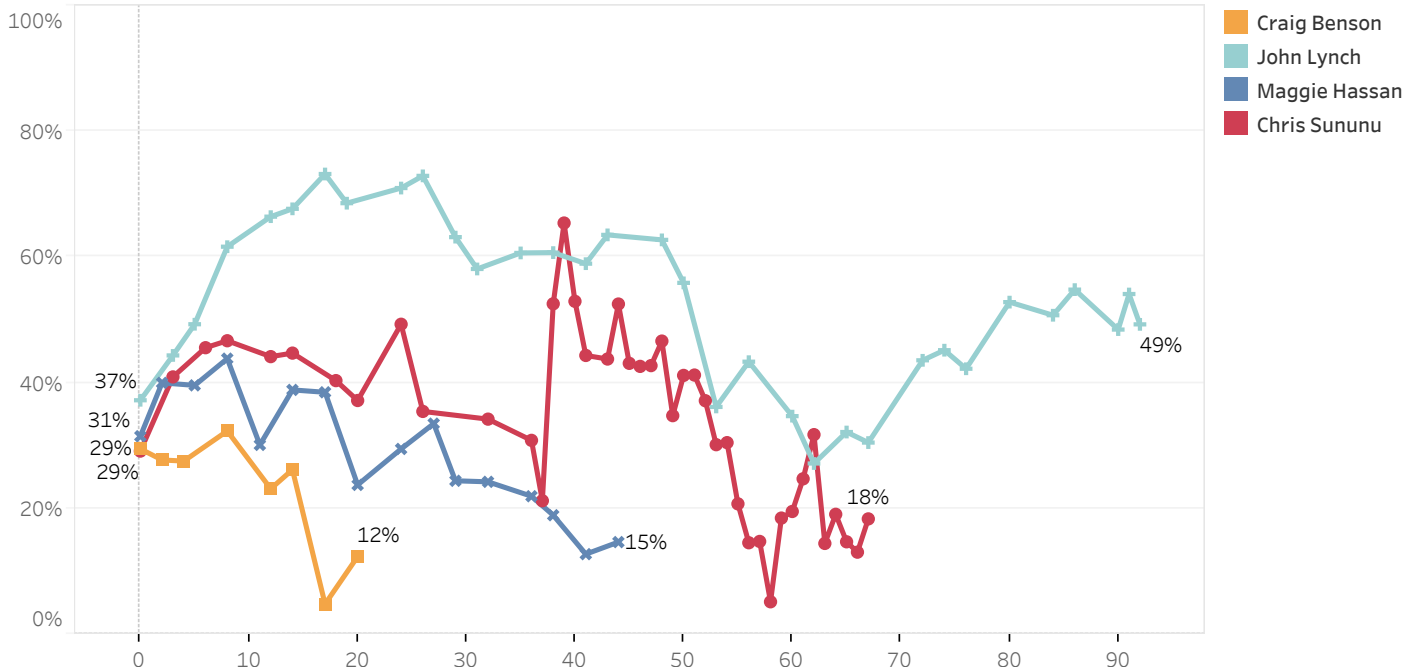
Eighty-six percent of Republicans and 80% of Independents approve of Sununu's performance as Governor but only 23% of Democrats agree.

Approval of Governor Sununu's Job Performance



Sununu's net approval (+18%) is comparable to the final net approval ratings of his predecessor, Maggie Hassan (+15%), and former Governor Craig Benson (+12%).

Net Job Approval of NH Governor - By Months of Governorship

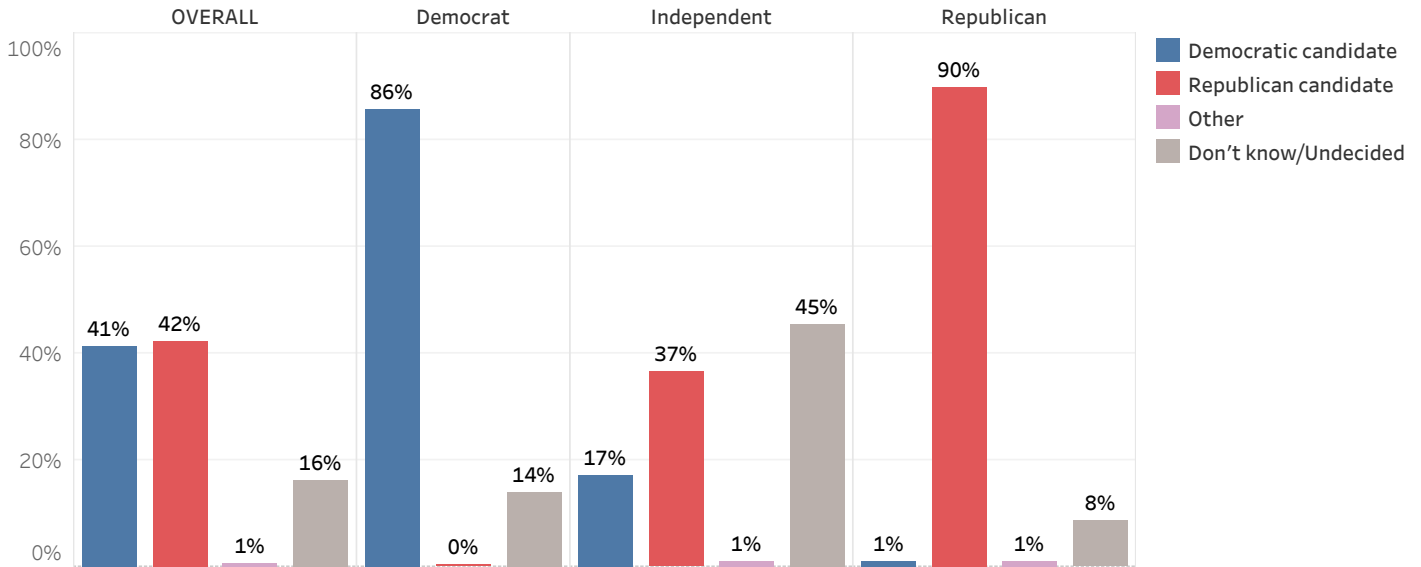


2022 New Hampshire Executive Council Election

When asked the party of the Executive Council candidate they would vote for if the election were held today, 41% of likely voters say that they would vote for the Democratic candidate, 42% say they would vote for the Republican candidate, 1% would vote for another candidate, and 16% are undecided.

Among Democrats, only 86% plan on voting for the Democratic candidate while 14% are undecided, while among Republicans, 90% plan to vote for the Republican candidate and 8% are undecided. Among Independents, 17% plan for vote for the Democratic candidate, 37% plan to vote for the Republican candidate, and 45% are undecided.

2022 New Hampshire Executive Council Election - September 2022

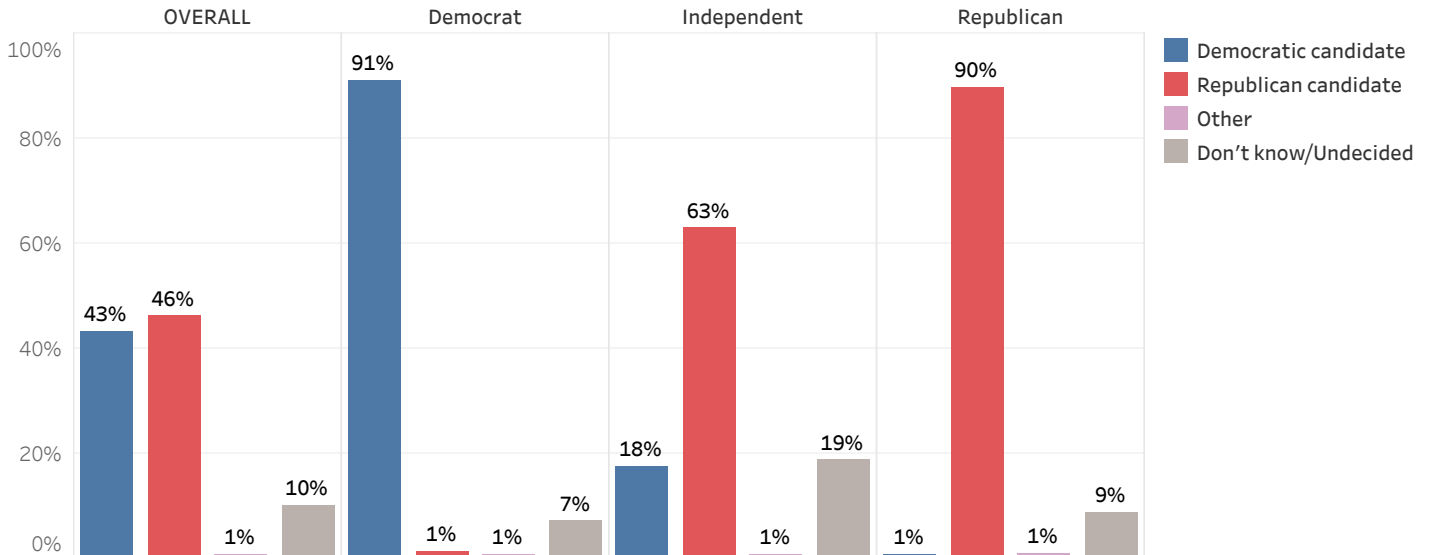


2022 New Hampshire State Senate Election

When asked the party of the State Senate candidate they would vote for if the election were held today, 43% of likely voters say that they would vote for the Democratic candidate, 46% say they would vote for the Republican candidate, 1% would vote for another candidate, and 10% are undecided.

Among Democrats, 91% plan on voting for the Democratic candidate while 7% are undecided, while among Republicans, 90% plan to vote for the Republican candidate and 9% are undecided. Among Independents, 18% plan for vote for the Democratic candidate, 63% plan to vote for the Republican candidate, and 19% are undecided.

2022 New Hampshire State Senate Election - September 2022

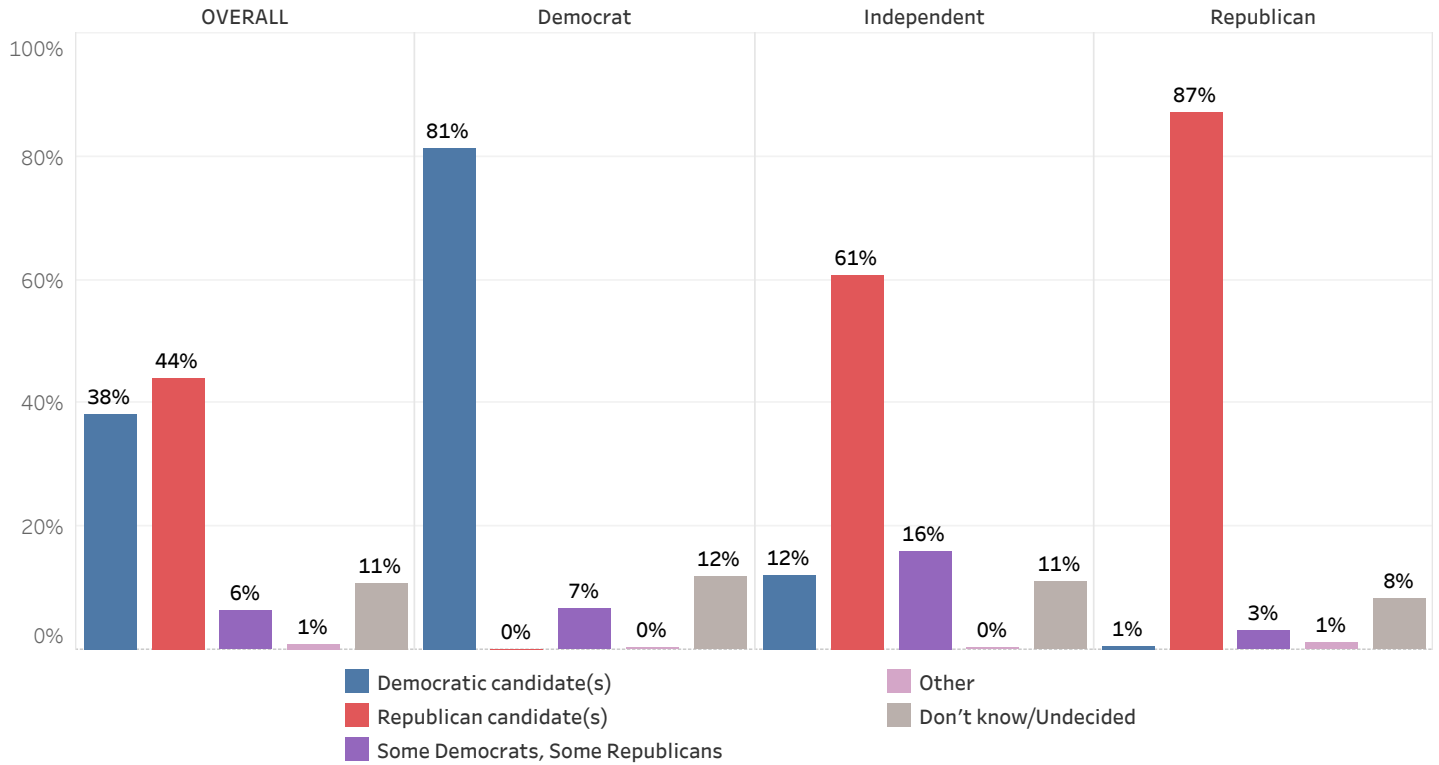


2022 New Hampshire State House Election

When asked the party of the State House of Representative candidate or candidates they would vote for if the election were held today, 38% of likely voters say that they would vote for the Democratic candidate(s), 44% say they would vote for the Republican candidate(s), 6% would vote for some Democrats and some Republicans, 1% would vote for another candidate, and 11% are undecided.

Among Democrats, 81% plan on voting for the Democratic candidate(s) while 12% are undecided, while among Republicans, 87% plan to vote for the Republican candidate(s) and only 8% are undecided. Among Independents, 12% plan to vote for the Democratic candidate(s), 61% plan to vote for the Republican candidate(s), and 11% are undecided.

2022 New Hampshire State House Election - September 2022



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Nine hundred seventy-six (976) Granite State Panel members completed the survey online between September 15 and September 19, 2022. The margin of sampling error for the survey is +/- 3.1 percent. Included in the sample were 870 likely 2022 general election voters (MSE = +/- 3.3%). These MSE's have not been adjusted for design effect. The response rate for the September 2022 Granite State Poll is 27%. 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 7,250 New Hampshire adults have been 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.

September 2022 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	49%	465
	Women	51%	481
Age of Respondent	18 to 34	27%	256
	35 to 49	19%	181
	50 to 64	34%	326
	65 and older	21%	197
Level of Education	High school or less	36%	347
	Tech school/Some college	31%	298
	College graduate	21%	200
	Postgraduate work	13%	122
Region of State	Central/Lakes	18%	178
	Connecticut Valley	11%	105
	Manchester Area	19%	187
	Mass Border	26%	254
	North Country	12%	115
	Seacoast	14%	136
Party ID	Democrat	42%	401
	Independent	13%	120
	Republican	45%	430
Voting Registration	Registered Democrat	28%	268
	Registered Undeclared/Not Reg.	41%	387
	Registered Republican	31%	291
2020 Pres Vote	Voted for Biden	51%	491
	Voted for Trump	44%	423
	Voted for other 2020 candidate	2%	16
	Did not vote in 2020	3%	27
Household Income	Less than \$45,000	13%	96
	\$45,000 - \$74,999	25%	188
	\$75,000 - \$99,999	18%	136
	\$100,000 - \$149,999	34%	253
	\$150,000 or more	10%	75

2022 New Hampshire Gubernatorial Election

If the election for Governor were held today, would you vote for...

		<u>Karlyn Borysenko</u>	<u>Kelly Halldorson</u>	<u>Tom Sherman</u>	<u>Chris Sununu</u>	<u>Other</u>	<u>Don't know/ Undecided</u>	<u>N</u>
STATEWIDE	September 2022	1%	0%	37%	55%	0%	8%	870
Voting Registration	Registered Democrat			87%	11%		2%	259
	Registered Undeclared/Not Reg.	1%	0%	29%	53%	0%	18%	310
	Registered Republican	2%		0%	96%	0%	2%	282
Party ID	Democrat			79%	9%		12%	387
	Independent	0%		8%	84%		8%	109
	Republican	2%	0%	1%	95%	0%	2%	361
Age of Respondent	18 to 34			45%	49%		5%	210
	35 to 49	4%		47%	43%	0%	6%	155
	50 to 64	0%	0%	29%	59%		11%	303
	65 and older	0%		33%	61%	0%	5%	190
Gender of Respondent	Men	2%		27%	67%	0%	4%	397
	Women		0%	47%	43%		11%	443
Level of Education	High school or less			23%	67%		10%	288
	Tech school/Some college	2%		36%	58%	0%	4%	275
	College graduate	0%		51%	40%	0%	9%	182
	Postgraduate work	0%	0%	54%	38%		7%	115
Region of State	Central/Lakes			43%	52%	0%	5%	159
	Connecticut Valley	5%	0%	46%	49%		1%	93
	Manchester Area	0%		30%	51%	0%	19%	185
	Mass Border	1%		34%	58%		7%	207
	North Country			21%	73%	1%	5%	93
	Seacoast			47%	49%		4%	132
Household Income	Less than \$45,000		0%	62%	35%	0%	2%	83
	\$45,000 - \$74,999	0%		23%	57%		20%	168
	\$75,000 - \$99,999	3%		39%	54%		4%	130
	\$100,000 - \$149,999	1%		44%	45%		10%	200
	\$150,000 or more			66%	33%		1%	73
Media Usage	Conservative radio listener				97%	0%	3%	136
	CNN viewer	0%		66%	31%		3%	200
	Fox News viewer			2%	98%			245
	Joe Rogan listener	2%		2%	95%		2%	132
	Local NH news viewer	0%		33%	57%		9%	598
	MSNBC viewer	0%		62%	20%		18%	169
	NHPR listener	1%		53%	38%		8%	245
2020 Pres Vote	Voted for Biden	0%		71%	17%		12%	436
	Voted for Trump	2%	0%	0%	96%	0%	2%	385

Favorability - Chris Sununu

Below is a list of public figures in New Hampshire, some of whom are running for office in the 2022 General Election. 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 - Chris Sununu

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	September 2022	50%	18%	31%	0%	973
Voting Registration	Registered Democrat	17%	14%	69%		267
	Registered Undeclared/Not Reg.	46%	27%	27%	0%	386
	Registered Republican	86%	11%	3%		291
Party ID	Democrat	16%	25%	59%	0%	400
	Independent	70%	17%	13%		120
	Republican	78%	13%	9%		429
Age of Respondent	18 to 34	49%	8%	42%	0%	256
	35 to 49	38%	27%	34%	0%	181
	50 to 64	55%	20%	25%		326
	65 and older	54%	20%	25%		195
Gender of Respondent	Men	62%	13%	26%		465
	Women	40%	23%	37%	0%	479
Level of Education	High school or less	58%	18%	24%		347
	Tech school/Some college	51%	18%	30%		296
	College graduate	43%	11%	45%	0%	199
	Postgraduate work	38%	28%	34%	1%	122
Region of State	Central/Lakes	59%	15%	26%		176
	Connecticut Valley	39%	27%	35%		105
	Manchester Area	53%	19%	28%		187
	Mass Border	45%	15%	39%	0%	254
	North Country	61%	26%	12%		115
	Seacoast	45%	12%	43%	1%	136
Household Income	Less than \$45,000	37%	9%	54%		94
	\$45,000 - \$74,999	52%	27%	21%		188
	\$75,000 - \$99,999	60%	15%	26%		136
	\$100,000 - \$149,999	42%	15%	43%		253
	\$150,000 or more	41%	21%	36%	1%	75
Media Usage	Conservative radio listener	90%	7%	2%		146
	CNN viewer	31%	13%	57%		247
	Fox News viewer	82%	5%	12%		292
	Joe Rogan listener	90%	10%	0%		134
	Local NH news viewer	55%	17%	28%	0%	691
	MSNBC viewer	31%	29%	41%		193
	NHPR listener	42%	18%	40%		253
2020 Pres Vote	Voted for Biden	22%	21%	57%	0%	490
	Voted for Trump	83%	15%	2%		423

Favorability - Tom Sherman

Below is a list of public figures in New Hampshire, some of whom are running for office in the 2022 General Election. 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 - Tom Sherman

		<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't know enough about to say</u>	<u>N</u>
STATEWIDE	September 2022	21%	18%	20%	41%	973
Voting Registration	Registered Democrat	53%	13%	2%	32%	266
	Registered Undeclared/Not Reg.	16%	20%	14%	50%	386
	Registered Republican	0%	15%	45%	40%	291
Party ID	Democrat	50%	10%	3%	38%	399
	Independent	4%	40%	22%	34%	120
	Republican	1%	20%	35%	44%	429
Age of Respondent	18 to 34	17%	10%	28%	44%	256
	35 to 49	26%	15%	15%	44%	181
	50 to 64	21%	25%	17%	37%	326
	65 and older	24%	19%	18%	39%	194
Gender of Respondent	Men	18%	14%	32%	36%	464
	Women	25%	21%	8%	46%	478
Level of Education	High school or less	13%	19%	20%	48%	347
	Tech school/Some college	24%	17%	26%	33%	296
	College graduate	26%	16%	14%	44%	199
	Postgraduate work	32%	21%	14%	33%	122
Region of State	Central/Lakes	29%	21%	22%	28%	177
	Connecticut Valley	21%	23%	7%	50%	105
	Manchester Area	18%	14%	23%	44%	187
	Mass Border	17%	17%	19%	47%	253
	North Country	13%	30%	12%	45%	115
	Seacoast	32%	7%	31%	30%	136
Household Income	Less than \$45,000	22%	12%	4%	62%	95
	\$45,000 - \$74,999	15%	13%	39%	33%	188
	\$75,000 - \$99,999	20%	15%	28%	36%	136
	\$100,000 - \$149,999	25%	20%	11%	44%	253
	\$150,000 or more	43%	4%	14%	39%	75
Media Usage	Conservative radio listener	0%	19%	40%	40%	146
	CNN viewer	38%	19%	9%	34%	246
	Fox News viewer	1%	18%	42%	40%	292
	Joe Rogan listener	1%	24%	43%	31%	134
	Local NH news viewer	21%	22%	19%	38%	689
	MSNBC viewer	47%	12%	7%	34%	193
	NHPR listener	29%	12%	24%	34%	254
2020 Pres Vote	Voted for Biden	42%	14%	3%	41%	489
	Voted for Trump	1%	24%	35%	40%	423

Approval of Governor Sununu's Job Performance

Generally speaking, do you approve or disapprove of the way Chris Sununu is handling his job as governor?

		<u>Approve</u>	<u>Disapprove</u>	<u>Neither/DK</u>	<u>N</u>
STATEWIDE	September 2022	58%	40%	2%	976
Voting Registration	Registered Democrat	22%	76%	1%	268
	Registered Undeclared/Not Reg.	57%	42%	1%	387
	Registered Republican	91%	4%	4%	291
Party ID	Democrat	23%	75%	2%	401
	Independent	80%	19%	0%	120
	Republican	86%	11%	3%	430
Age of Respondent	18 to 34	47%	53%	0%	256
	35 to 49	52%	45%	3%	181
	50 to 64	64%	36%	0%	326
	65 and older	69%	24%	7%	197
Gender of Respondent	Men	66%	33%	1%	465
	Women	50%	47%	3%	481
Level of Education	High school or less	67%	29%	4%	347
	Tech school/Some college	57%	41%	2%	298
	College graduate	50%	49%	1%	200
	Postgraduate work	45%	54%	0%	122
Region of State	Central/Lakes	62%	37%	0%	178
	Connecticut Valley	45%	43%	12%	105
	Manchester Area	54%	45%	1%	187
	Mass Border	53%	47%	0%	254
	North Country	82%	18%	0%	115
	Seacoast	58%	39%	3%	136
Household Income	Less than \$45,000	50%	50%		96
	\$45,000 - \$74,999	62%	36%	1%	188
	\$75,000 - \$99,999	69%	31%	0%	136
	\$100,000 - \$149,999	52%	48%	0%	253
	\$150,000 or more	32%	67%	0%	75
Media Usage	Conservative radio listener	97%	3%		146
	CNN viewer	37%	63%	0%	248
	Fox News viewer	86%	13%	1%	292
	Joe Rogan listener	99%	1%		134
	Local NH news viewer	62%	37%	1%	693
	MSNBC viewer	40%	60%	1%	193
	NHPR listener	47%	52%	0%	254
2020 Pres Vote	Voted for Biden	28%	71%	1%	491
	Voted for Trump	93%	4%	3%	423

2022 New Hampshire Executive Council Election

If the election for the Executive Council were held today, would you vote for the...

		<u>Democratic</u> <u>candidate</u>	<u>Republican</u> <u>candidate</u>	<u>Other</u>	<u>Don't</u> <u>know/Undecided</u>	<u>N</u>
STATEWIDE	September 2022	41%	42%	1%	16%	866
Voting Registration	Registered Democrat	93%	4%		3%	259
	Registered Undeclared/Not Reg.	34%	28%	1%	37%	309
	Registered Republican	2%	91%	0%	7%	279
Party ID	Democrat	86%	0%		14%	387
	Independent	17%	37%	1%	45%	108
	Republican	1%	90%	1%	8%	358
Age of Respondent	18 to 34	49%	42%		9%	210
	35 to 49	48%	34%	1%	16%	155
	50 to 64	35%	40%	0%	25%	302
	65 and older	39%	53%	0%	8%	188
Gender of Respondent	Men	33%	56%	1%	10%	395
	Women	49%	30%	0%	20%	442
Level of Education	High school or less	25%	57%		19%	288
	Tech school/Some college	41%	44%	1%	14%	273
	College graduate	56%	28%	1%	15%	181
	Postgraduate work	63%	23%	1%	14%	115
Region of State	Central/Lakes	45%	44%	0%	10%	159
	Connecticut Valley	46%	43%	0%	10%	93
	Manchester Area	32%	43%	0%	25%	185
	Mass Border	43%	43%	1%	13%	204
	North Country	24%	40%		37%	92
	Seacoast	54%	38%	1%	6%	132
Household Income	Less than \$45,000	64%	35%	0%	1%	83
	\$45,000 - \$74,999	25%	52%	0%	23%	167
	\$75,000 - \$99,999	43%	50%	1%	6%	129
	\$100,000 - \$149,999	48%	37%	1%	14%	200
	\$150,000 or more	67%	16%		17%	73
Media Usage	Conservative radio listener		96%		4%	135
	CNN viewer	74%	19%	0%	6%	200
	Fox News viewer	2%	88%	0%	11%	241
	Joe Rogan listener	1%	78%	2%	19%	132
	Local NH news viewer	39%	43%	0%	19%	597
	MSNBC viewer	67%	11%		22%	169
	NHPR listener	57%	29%	1%	13%	245
2020 Pres Vote	Voted for Biden	79%	5%	0%	16%	436
	Voted for Trump	0%	84%	1%	15%	382

2022 New Hampshire State Senate Election

If the election for the New Hampshire Senate were held today, would you vote for the...

		<u>Democratic candidate</u>	<u>Republican candidate</u>	<u>Other</u>	<u>Don't know/Undecided</u>	<u>N</u>
STATEWIDE	September 2022	43%	46%	1%	10%	868
Voting Registration	Registered Democrat	91%	6%	1%	2%	258
	Registered Undeclared/Not Reg.	42%	39%	1%	18%	309
	Registered Republican	2%	93%	0%	4%	281
Party ID	Democrat	91%	1%	1%	7%	387
	Independent	18%	63%	1%	19%	108
	Republican	1%	90%	1%	9%	361
Age of Respondent	18 to 34	45%	36%		18%	210
	35 to 49	50%	38%	1%	10%	155
	50 to 64	42%	52%	0%	6%	303
	65 and older	40%	54%	1%	5%	189
Gender of Respondent	Men	32%	59%	1%	8%	397
	Women	54%	35%	1%	10%	443
Level of Education	High school or less	32%	67%		1%	288
	Tech school/Some college	41%	48%	2%	8%	275
	College graduate	54%	23%	1%	22%	181
	Postgraduate work	62%	23%	0%	15%	115
Region of State	Central/Lakes	47%	46%		7%	159
	Connecticut Valley	46%	46%	1%	7%	93
	Manchester Area	43%	45%	1%	11%	185
	Mass Border	44%	40%	2%	15%	206
	North Country	24%	67%		9%	93
	Seacoast	50%	43%	1%	7%	132
Household Income	Less than \$45,000	59%	34%	1%	6%	82
	\$45,000 - \$74,999	41%	53%	0%	5%	168
	\$75,000 - \$99,999	43%	51%	1%	5%	130
	\$100,000 - \$149,999	46%	40%	1%	13%	200
	\$150,000 or more	69%	27%		4%	73
Media Usage	Conservative radio listener		98%		2%	136
	CNN viewer	72%	16%	0%	12%	200
	Fox News viewer	2%	90%	0%	8%	244
	Joe Rogan listener	2%	95%	2%	1%	132
	Local NH news viewer	42%	47%	1%	10%	598
	MSNBC viewer	81%	13%	0%	5%	169
	NHPR listener	58%	29%	2%	12%	245
2020 Pres Vote	Voted for Biden	84%	2%	1%	13%	436
	Voted for Trump	0%	95%	1%	4%	385

2022 New Hampshire State House Election

If the election for the New Hampshire House of Representatives were held today, would you vote for the...

		<u>Democratic</u> <u>candidate(s)</u>	<u>Republican</u> <u>candidate(s)</u>	<u>Some</u> <u>Democrats,</u> <u>Some</u> <u>Republicans</u>	<u>Other</u>	<u>Don't know/</u> <u>Undecided</u>	<u>N</u>
STATEWIDE	September 2022	38%	44%	6%	1%	11%	868
Voting Registration	Registered Democrat	90%	3%	5%	0%	2%	259
	Registered Undeclared/Not Reg.	29%	37%	12%	1%	21%	309
	Registered Republican	2%	92%	2%	0%	4%	281
Party ID	Democrat	81%	0%	7%	0%	12%	387
	Independent	12%	61%	16%	0%	11%	108
	Republican	1%	87%	3%	1%	8%	360
Age of Respondent	18 to 34	45%	36%	7%		12%	210
	35 to 49	46%	37%	6%	2%	8%	155
	50 to 64	31%	50%	4%	0%	14%	303
	65 and older	37%	51%	8%	1%	4%	189
Gender of Respondent	Men	30%	55%	7%	1%	6%	397
	Women	46%	34%	5%	1%	14%	442
Level of Education	High school or less	23%	65%	3%		10%	288
	Tech school/Some college	39%	47%	4%	2%	8%	275
	College graduate	51%	22%	12%	1%	15%	181
	Postgraduate work	58%	20%	12%	0%	10%	115
Region of State	Central/Lakes	44%	44%	4%	1%	8%	159
	Connecticut Valley	45%	43%	5%		7%	93
	Manchester Area	28%	44%	4%	0%	24%	185
	Mass Border	41%	40%	9%	1%	9%	205
	North Country	22%	64%	8%	1%	5%	93
	Seacoast	49%	37%	7%	1%	6%	132
Household Income	Less than \$45,000	54%	28%	10%	1%	7%	83
	\$45,000 - \$74,999	24%	53%	4%	0%	19%	168
	\$75,000 - \$99,999	41%	51%	2%		6%	130
	\$100,000 - \$149,999	45%	36%	10%	2%	8%	200
	\$150,000 or more	66%	27%	6%	0%	1%	73
Media Usage	Conservative radio listener		97%	1%	0%	2%	136
	CNN viewer	69%	13%	6%	0%	12%	200
	Fox News viewer	1%	87%	4%		7%	244
	Joe Rogan listener	0%	94%	2%	2%	1%	132
	Local NH news viewer	36%	45%	7%	0%	12%	597
	MSNBC viewer	63%	10%	7%	0%	20%	169
	NHPR listener	55%	29%	8%	1%	7%	245
2020 Pres Vote	Voted for Biden	74%	1%	9%	0%	16%	436
	Voted for Trump	0%	92%	3%	1%	4%	385