

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

November 2, 2014

### NH SENATE RACE – DEAD HEAT

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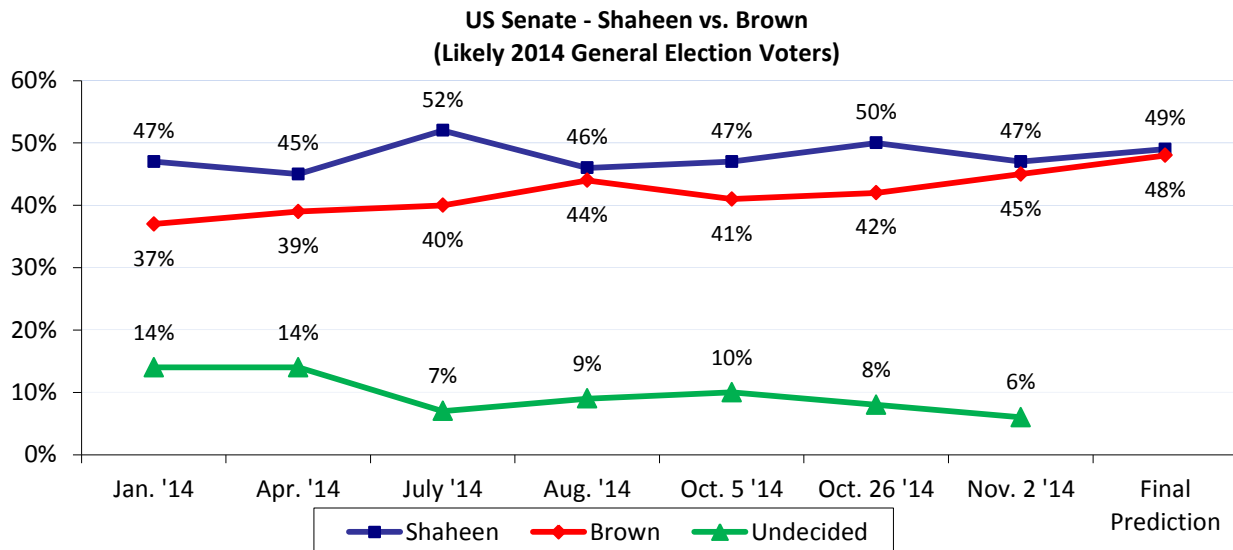
DURHAM, NH – The race between incumbent Senator Jeanne Shaheen and Republican challenger Scott Brown for U.S. Senate from New Hampshire is too close to call.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Seven hundred fifty-seven (757) randomly selected New Hampshire likely voters were interviewed by landline and cellular telephone between October 29 and November 2, 2014. The margin of sampling error for the survey is +/- 3.6 percent.

### 2014 Senate Election

If the election were held today, 46% of likely voters say they would vote for Shaheen, 43% would vote for Brown, 2% say they will vote for some other candidate and 10% are undecided. When undecided voters are asked which candidate they lean toward, the race becomes even closer – 47% say they will vote for Shaheen, 45% for Brown, 3% for some other candidate, and 6% remain undecided. When undecided voters are allocated to the candidate they are most likely to support, the final UNH prediction for the NH Senate race is 49% for Shaheen and 48% for Brown.

Almost all likely voters (90%) are firm in their choice while 10% say they could change their minds. Among voters who are firm in their choice, 53% say they will vote for Shaheen and 46% say they will vote for Brown. Among voters who say they might change their minds, 56% say they plan to vote for Brown and 30% say they will vote for Shaheen.

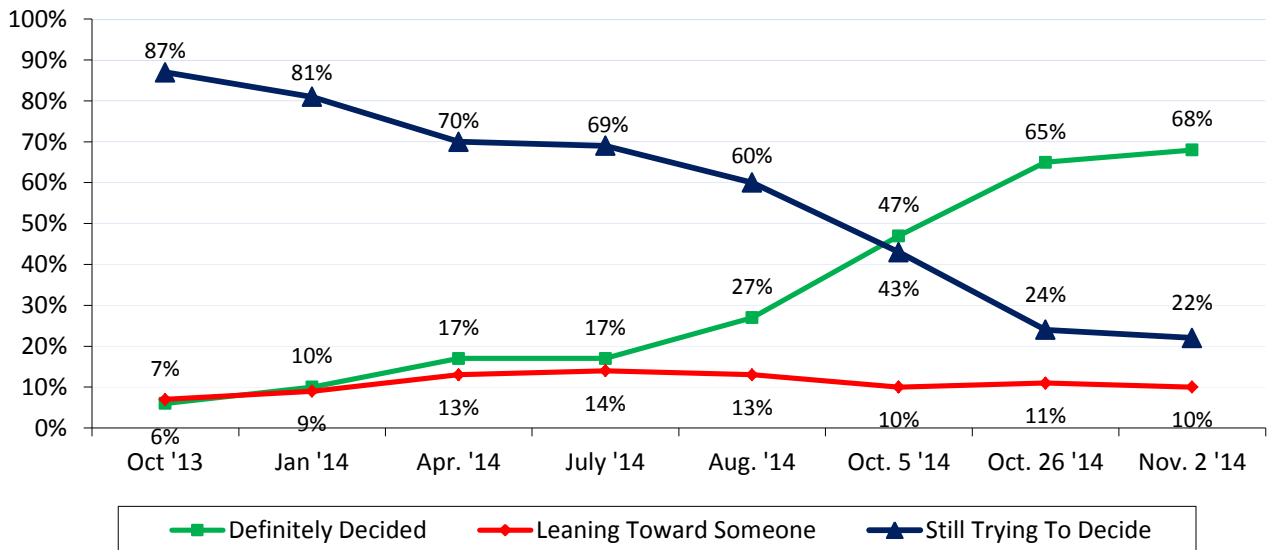


\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

## 2014 U.S. Senate Election

Most New Hampshire likely voters (68%) now say they have definitely decided who they will vote for in the U.S. Senate election, 10% are leaning towards someone and 22% are still trying to decide. There is still room for movement in the last days of the campaign as the race is neck and neck.

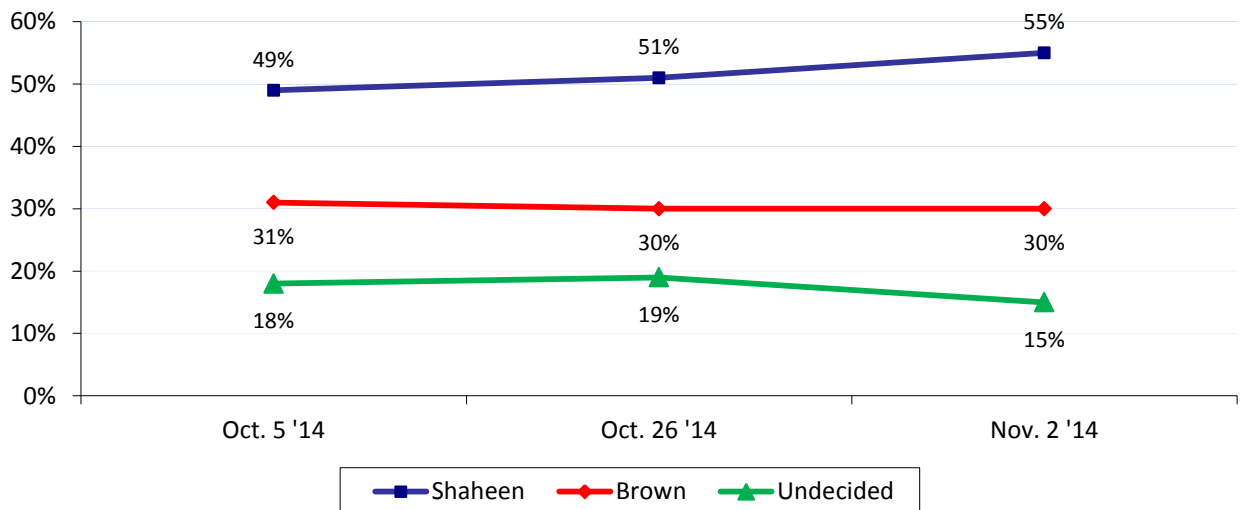
### NH 2014 Senate Election-- Decided On Vote



### Who Will Win 2014 Senate Election?

When asked which candidate they think will win the 2014 U.S. Senate election, 55% of likely voters think Shaheen will be re-elected, only 30% think Brown will win, and 15% are unsure. This measure of election races has been shown to be a more accurate predictor of the winner, but not the margin of victory.

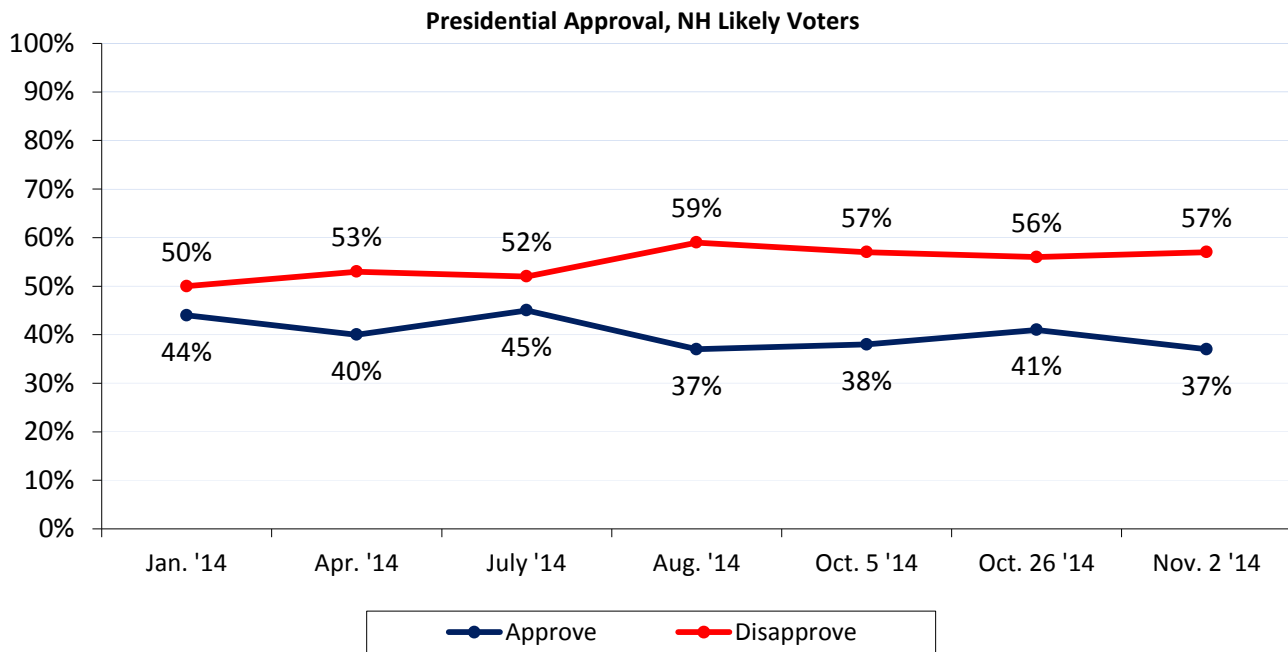
### US Senate - Who Will Win?



### Presidential Approval

President Barack Obama's low approval ratings in the state continue to be a drag on Democratic incumbents. Currently only 37% of New Hampshire likely voters approve of the job the President is doing and 57% disapprove.

Voters who approve of Obama's performance as President say they will vote for Shaheen over Brown by a 90% to 6% margin but those voters who disapprove of Obama favor Brown by 71% to 14%.



## Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Seven hundred fifty-seven (757) randomly selected New Hampshire likely voters were interviewed by landline and cellular telephone between October 29 and November 2, 2014. The margin of sampling error for the survey is +/- 3.6 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, 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. Due to rounding, percentages may sum to just above or below 100%. Respondent numbers in each demographic may not equal the total respondent number due to respondents choosing not to answer some demographic questions.

### Granite State Poll, November 2014 Demographics

	<u>All Adults</u>	<u>Likely Voters</u>		<u>All Adults</u>	<u>Likely Voters</u>
<b>Sex</b>			<b>Party Registration</b>		
Male	49%	51%	Reg. Democrat	29%	31%
Female	51%	49%	Reg. Undeclared	43%	38%
	(860)	(757)	Reg. Republican	28%	31%
				(804)	(751)
<b>Age</b>			<b>Party Identification</b>		
18 to 34	27%	19%	Democrat	38%	40%
35 to 49	28%	29%	Independent	22%	17%
50 to 64	28%	32%	Republican	40%	43%
65 and over	18%	20%		(819)	(749)
	(827)	(725)			
<b>Region</b>					
North Country	8%	8%			
Central/Lakes	16%	18%			
Connecticut Valley	15%	14%			
Mass Border	26%	26%			
Seacoast	17%	19%			
Manchester Area	18%	16%			
	(860)	(757)			

### Firmness of NH Senate Vote

“Have you definitely decided who you will vote for in the New Hampshire Senate election in 2014 ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<u>Oct. '13</u>	<u>Jan. '14</u>	<u>Apr. '14</u>	<u>July '14</u>	<u>Aug. '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>	<u>Nov. 2 '14</u>
Definitely Decided	6%	10%	17%	17%	27%	47%	65%	<b>68%</b>
Leaning Toward Someone	7%	9%	13%	14%	13%	10%	11%	<b>10%</b>
Still Trying to Decide	87%	81%	70%	69%	60%	43%	24%	<b>22%</b>
N=	(504)	(457)	(378)	(498)	(609)	(528)	(551)	<b>(757)</b>

### US Senate – Brown vs. Shaheen

“Thinking about the senate election in November, will you vote for Scott Brown, the Republican or Jeanne Shaheen, the Democrat?” ROTATE CANDIDATES

	<u>Jan. '14</u>	<u>Apr. '14</u>	<u>July '14</u>	<u>Aug. '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>	<u>Nov. 2 '14</u>
Brown	37%	39%	38%	44%	38%	39%	<b>43%</b>
Shaheen	47%	45%	50%	46%	44%	47%	<b>46%</b>
Other	3%	2%	0%	1%	1%	0%	<b>2%</b>
Don't know / undecided	14%	14%	12%	9%	17%	14%	<b>10%</b>
(N=)	(454)	(387)	(502)	(600)	(520)	(551)	<b>(753)</b>

### With Leaners

“Would you say you are leaning towards Scott Brown, the Republican or Jeanne Shaheen, the Democrat?” ROTATE CANDIDATES

	<u>July '14</u>	<u>Oct. 5 '14</u>	<u>Oct. 26 '14</u>	<u>Nov. 2 '14</u>	<u>PREDICTION</u>
Brown	40%	41%	42%	<b>45%</b>	<b>48%</b>
Shaheen	52%	47%	50%	<b>47%</b>	<b>49%</b>
Other	1%	1%	0%	<b>3%</b>	<b>3%</b>
Don't know / undecided	7%	10%	8%	<b>6%</b>	--
(N=)	(502)	(519)	(551)	<b>(753)</b>	<b>(753)</b>

### US Senate – Brown vs. Shaheen -- Who Will Win?

“Regardless of who you are voting for, which candidate do you think is most likely to win the senate election, Scott Brown or Jeanne Shaheen?” ROTATE CANDIDATES

	<u>Oct. 5 '14</u>	<u>Oct. 24 '14</u>	<u>Nov. 2 '14</u>
Brown	31%	30%	<b>30%</b>
Shaheen	49%	51%	<b>55%</b>
Other / Don't know	19%	19%	<b>15%</b>
(N=)	(528)	(555)	<b>(756)</b>

Firmness of choice for New Hampshire Senate

	<b>Definitely Decided</b>	<b>Leaning Toward Someone</b>	<b>Still Trying To Decide</b>	<b>(N=)</b>
<b>STATEWIDE</b>	<b>68%</b>	<b>10%</b>	<b>22%</b>	<b>752</b>
Registered Democrat	73%	7%	20%	229
Registered Undeclared	56%	14%	30%	285
Registered Republican	79%	8%	13%	233
Democrat	72%	11%	17%	296
Independent	49%	9%	42%	128
Republican	73%	10%	17%	321
Core GOP	82%	7%	11%	268
Swing Voter	43%	12%	45%	189
Core DEM	72%	11%	17%	295
Extremely Interested in Election	82%	6%	12%	315
Very Interested	66%	16%	18%	286
Somewhat/Not Very Interested	45%	8%	48%	149
Definitely Will Vote	71%	10%	19%	641
Will Vote Unless Emergency	50%	13%	38%	111
Approve of Obama	78%	8%	15%	276
Neutral	42%	22%	36%	42
Disapprove of Obama	65%	11%	24%	425
18 to 34	55%	13%	32%	139
35 to 49	61%	11%	28%	207
50 to 64	77%	9%	14%	230
65 and over	79%	7%	14%	143
Male	72%	10%	18%	384
Female	64%	10%	26%	368
Married Male	77%	9%	14%	264
Unmarried Male	62%	11%	27%	116
Married Female	68%	6%	26%	247
Unmarried Female	55%	19%	25%	117
Working Class Male	65%	10%	25%	147
College Educ. Male	77%	9%	14%	236
Working Class Female	57%	14%	30%	135
College Educ. Female	68%	8%	23%	230
High school or less	58%	17%	24%	139
Some college	63%	7%	30%	143
College graduate	70%	8%	22%	315
Post-graduate	78%	9%	12%	151
North Country	56%	9%	35%	60
Central / Lakes	74%	12%	14%	136
Connecticut Valley	71%	10%	19%	104
Mass Border	72%	10%	18%	192
Seacoast	62%	13%	25%	140
Manchester Area	66%	5%	29%	121
First Cong. Dist	70%	10%	19%	403
Second Cong. Dist	66%	9%	25%	350

**US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters**

	<u>Brown</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>43%</b>	<b>46%</b>	<b>2%</b>	<b>10%</b>	<b>751</b>
Registered Democrat	6%	89%	0%	6%	227
Registered Undeclared	39%	45%	4%	13%	286
Registered Republican	84%	7%	1%	9%	233
Democrat	3%	91%	0%	5%	296
Independent	36%	40%	8%	16%	126
Republican	82%	7%	1%	10%	323
Core GOP	91%	1%	0%	7%	269
Swing Voter	38%	34%	6%	22%	186
Core DEM	2%	94%	0%	4%	296
Definitely Decided	50%	50%	0%	0%	512
Leaning Toward Someone	41%	50%	1%	8%	75
Still Trying To Decide	21%	33%	7%	39%	160
Firm Choice	46%	53%	1%	0%	614
Could Change Mind	56%	30%	14%	0%	65
Extremely Interested in Election	50%	44%	0%	6%	314
Very Interested	40%	52%	0%	8%	286
Somewhat/Not Very Interested	33%	40%	6%	21%	149
Definitely Will Vote	46%	44%	1%	9%	639
Will Vote Unless Emergency	25%	56%	4%	14%	112
Approve of Obama	6%	90%	1%	3%	276
Neutral	7%	80%	0%	13%	41
Disapprove of Obama	71%	14%	2%	13%	425
18 to 34	36%	48%	0%	16%	139
35 to 49	44%	41%	3%	12%	210
50 to 64	47%	44%	2%	6%	229
65 and over	38%	58%	0%	5%	142
Male	49%	40%	2%	8%	383
Female	36%	52%	1%	11%	367
Married Male	51%	40%	2%	7%	263
Unmarried Male	43%	42%	4%	11%	117
Married Female	40%	47%	2%	11%	247
Unmarried Female	26%	63%	0%	11%	116
Working Class Male	40%	45%	3%	12%	148
College Educ. Male	55%	37%	2%	6%	234
Working Class Female	41%	44%	1%	14%	135
College Educ. Female	32%	58%	1%	9%	229
High school or less	41%	46%	2%	11%	139
Some college	40%	43%	2%	15%	144
College graduate	45%	45%	2%	8%	314
Post-graduate	40%	52%	1%	6%	149
North Country	42%	48%	1%	9%	58
Central / Lakes	38%	49%	1%	12%	136
Connecticut Valley	32%	59%	2%	8%	104
Mass Border	50%	42%	2%	7%	193
Seacoast	40%	47%	1%	12%	139
Manchester Area	48%	36%	4%	11%	121
First Cong. Dist	44%	46%	2%	8%	399
Second Cong. Dist	41%	46%	2%	12%	352

**US Senate – Scott Brown vs. Jeanne Shaheen – How Firm Is Choice?**

<b>STATEWIDE</b>	<b><u>Firm Choice</u></b>	<b><u>Could Change Mind</u></b>	<b><u>(N)</u></b>
	<b>90%</b>	<b>10%</b>	<b>679</b>
Registered Democrat	94%	6%	214
Registered Undeclared	83%	17%	250
Registered Republican	95%	5%	213
Democrat	95%	5%	280
Independent	74%	26%	106
Republican	92%	8%	289
Core GOP	96%	4%	249
Swing Voter	71%	29%	146
Core DEM	96%	4%	284
Brown Supporter	89%	11%	320
Shaheen Supporter	94%	6%	346
Other	28%	72%	13
Definitely Decided	98%	2%	509
Leaning Toward Someone	72%	28%	69
Still Trying To Decide	64%	36%	97
Extremely Interested in Election	94%	6%	296
Very Interested	93%	7%	263
Somewhat/Not Very Interested	76%	24%	117
Definitely Will Vote	92%	8%	583
Will Vote Unless Emergency	78%	22%	96
Approve of Obama	97%	3%	267
Neutral	82%	18%	36
Disapprove of Obama	87%	13%	370
18 to 34	88%	12%	117
35 to 49	89%	11%	184
50 to 64	93%	7%	214
65 and over	93%	7%	135
Male	91%	9%	351
Female	90%	10%	328
Married Male	92%	8%	244
Unmarried Male	90%	10%	104
Married Female	90%	10%	220
Unmarried Female	89%	11%	104
Working Class Male	87%	13%	131
College Educ. Male	93%	7%	219
Working Class Female	94%	6%	116
College Educ. Female	88%	12%	209
High school or less	94%	6%	124
Some college	86%	14%	123
College graduate	88%	12%	289
Post-graduate	95%	5%	139
North Country	76%	24%	53
Central / Lakes	94%	6%	120
Connecticut Valley	95%	5%	96
Mass Border	89%	11%	180
Seacoast	91%	9%	123
Manchester Area	90%	10%	107
First Cong. Dist	92%	8%	368
Second Cong. Dist	88%	12%	311



**US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters – With Leaners**

	<u>Brown</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>45%</b>	<b>47%</b>	<b>3%</b>	<b>6%</b>	<b>751</b>
Registered Democrat	6%	90%	0%	5%	227
Registered Undeclared	41%	46%	6%	7%	286
Registered Republican	87%	7%	1%	4%	233
Democrat	3%	93%	0%	4%	296
Independent	38%	41%	9%	12%	126
Republican	86%	8%	3%	4%	323
Core GOP	95%	2%	0%	3%	269
Swing Voter	41%	36%	10%	13%	186
Core DEM	2%	95%	0%	3%	296
Definitely Decided	50%	50%	0%	0%	512
Leaning Toward Someone	47%	51%	1%	0%	75
Still Trying To Decide	27%	37%	11%	25%	160
Extremely Interested in Election	53%	44%	0%	2%	314
Very Interested	41%	53%	1%	5%	286
Somewhat/Not Very Interested	34%	41%	10%	15%	149
Definitely Will Vote	48%	45%	2%	5%	639
Will Vote Unless Emergency	28%	58%	4%	10%	112
Approve of Obama	6%	91%	1%	1%	276
Neutral	11%	80%	0%	9%	41
Disapprove of Obama	73%	15%	4%	8%	425
18 to 34	36%	50%	4%	10%	139
35 to 49	47%	42%	3%	9%	210
50 to 64	49%	45%	2%	4%	229
65 and over	39%	59%	1%	1%	142
Male	52%	41%	3%	4%	383
Female	37%	53%	3%	7%	367
Married Male	55%	40%	2%	2%	263
Unmarried Male	44%	43%	4%	9%	117
Married Female	41%	48%	2%	9%	247
Unmarried Female	27%	65%	5%	3%	116
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College Educ. Male	57%	38%	2%	3%	234
Working Class Female	41%	45%	5%	9%	135
College Educ. Female	33%	59%	1%	6%	229
High school or less	44%	46%	3%	7%	139
Some college	42%	44%	6%	8%	144
College graduate	47%	46%	2%	5%	314
Post-graduate	41%	53%	1%	5%	149
North Country	45%	48%	1%	5%	58
Central / Lakes	41%	51%	5%	3%	136
Connecticut Valley	32%	60%	3%	5%	104
Mass Border	51%	42%	2%	5%	193
Seacoast	42%	49%	1%	8%	139
Manchester Area	51%	37%	4%	8%	121
First Cong. Dist	46%	47%	2%	5%	399
Second Cong. Dist	43%	47%	4%	6%	352

**US Senate – Scott Brown vs. Jeanne Shaheen – Likely Voters – Who Will Win?**

	<u>Brown</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>30%</b>	<b>55%</b>	<b>1%</b>	<b>15%</b>	<b>757</b>
Registered Democrat	7%	82%	0%	10%	229
Registered Undeclared	31%	54%	1%	14%	289
Registered Republican	50%	30%	0%	20%	233
Democrat	7%	82%	0%	11%	297
Independent	32%	49%	2%	16%	129
Republican	50%	32%	0%	17%	323
Core GOP	58%	23%	0%	19%	269
Swing Voter	27%	56%	2%	15%	191
Core DEM	5%	83%	0%	11%	296
Brown Supporter	57%	24%	1%	18%	335
Shaheen Supporter	5%	85%	0%	10%	352
Other/Undecided	27%	47%	3%	23%	63
Extremely Interested in Election	34%	51%	0%	14%	316
Very Interested	25%	61%	1%	13%	289
Somewhat/Not Very Interested	28%	51%	0%	21%	149
Definitely Will Vote	32%	52%	0%	15%	645
Will Vote Unless Emergency	15%	69%	2%	15%	113
Approve of Obama	7%	82%	1%	10%	277
Neutral	14%	63%	0%	21%	42
Disapprove of Obama	46%	36%	0%	17%	429
18 to 34	28%	62%	0%	11%	139
35 to 49	30%	54%	1%	15%	211
50 to 64	34%	51%	1%	14%	232
65 and over	23%	61%	1%	14%	143
Male	34%	50%	1%	15%	387
Female	24%	60%	0%	15%	371
Married Male	35%	49%	1%	15%	264
Unmarried Male	33%	54%	0%	13%	118
Married Female	27%	55%	0%	18%	249
Unmarried Female	20%	71%	0%	9%	118
Working Class Male	31%	57%	1%	11%	149
College Educ. Male	37%	45%	0%	17%	237
Working Class Female	28%	59%	1%	13%	137
College Educ. Female	22%	61%	0%	17%	230
High school or less	33%	57%	1%	9%	141
Some college	25%	59%	0%	15%	145
College graduate	32%	53%	0%	14%	316
Post-graduate	24%	53%	0%	22%	151
North Country	19%	54%	0%	27%	60
Central / Lakes	24%	65%	0%	12%	136
Connecticut Valley	33%	56%	1%	11%	104
Mass Border	34%	53%	2%	11%	195
Seacoast	24%	52%	0%	23%	140
Manchester Area	39%	48%	0%	13%	123
First Cong. Dist	28%	55%	0%	16%	405
Second Cong. Dist	32%	54%	1%	13%	352