

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

April 10, 2014

SHAHEEN – BROWN RACE HEATS UP

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DURHAM, NH – Senator Jeanne Shaheen continues to lead all Republican challengers, but her favorability ratings have slipped in recent months. Former Massachusetts Senator Scott Brown is the strongest challenger, but is viewed unfavorably by Granite Staters.

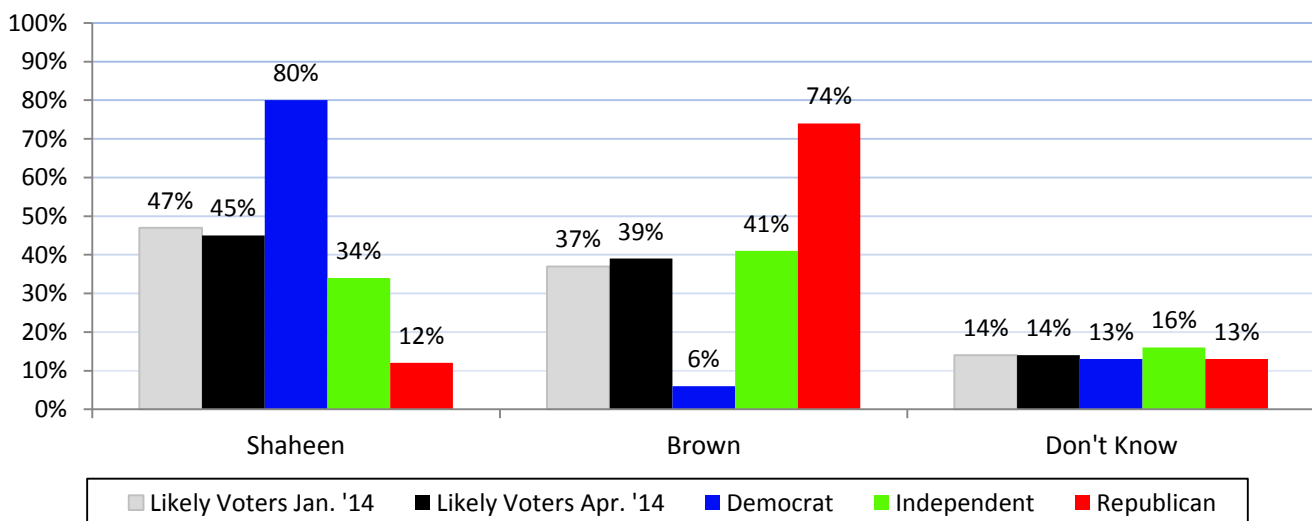
These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 1 and April 9, 2014. The margin of sampling error for the survey is +/- 4.4 percent. The sample includes 387 likely voters (with a +/- 5.0 percent margin of sampling error).

2014 U.S. Senate Election

In one of the most watched races in the country, New Hampshire Senator Jeanne Shaheen could be facing former Senator Scott Brown, a recent transplant from Massachusetts. And while there has been considerable media attention to Brown's decision to run, very few voters have decided who they will vote support. Only 17% of likely voters say they have definitely decided who to support, 13% are leaning towards someone, and 70% are still trying to decide.

If the election were held today and Shaheen and Brown were the candidates, 45% of likely voters say they would vote for Shaheen, 39% would vote for Brown, 2% support someone else, and 14% are undecided. One interesting thing to note about this matchup is that Brown leads in residents who have moved to the state from Massachusetts (50%-37%), while Shaheen has a slight edge in lifelong New Hampshire residents (44%-42%) and a big lead among those who have moved here from other states (50%-31%).

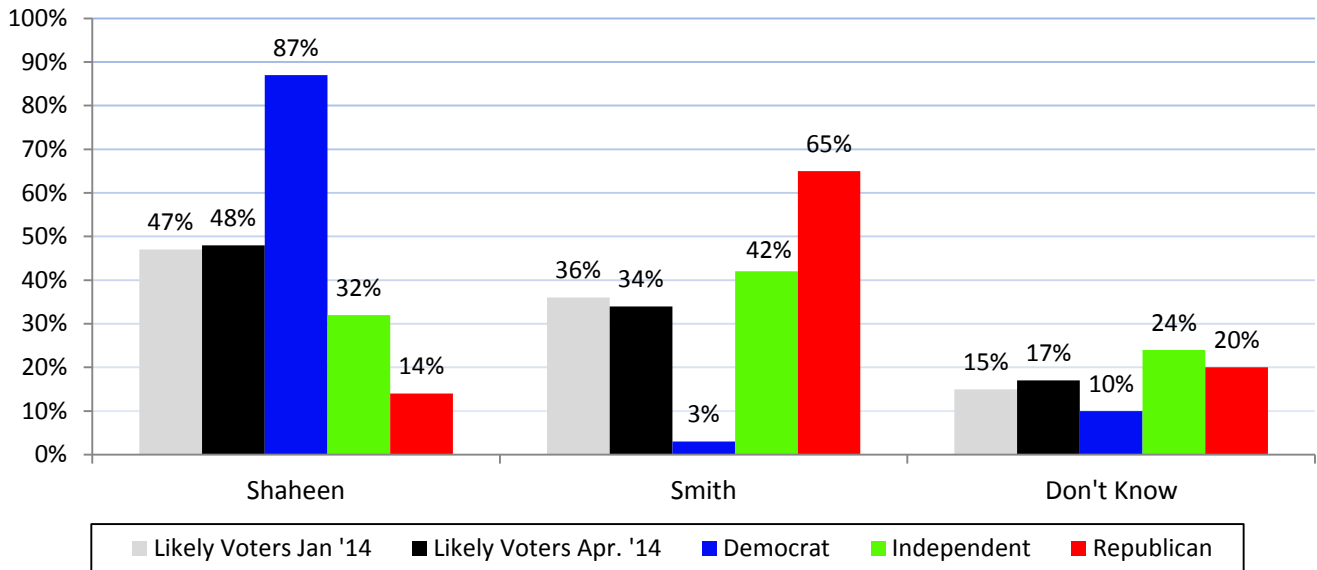
US Senate - Shaheen vs. Brown



* 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.

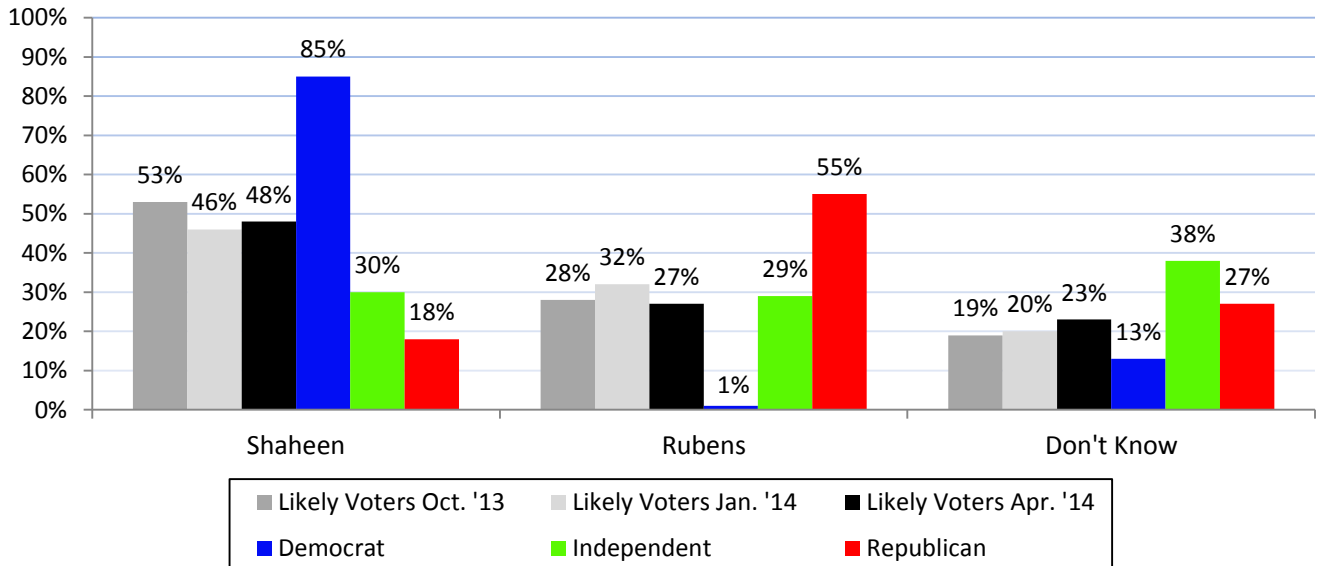
Former Senator Bob Smith, who lost a primary for this seat in 2002 to John Sununu, is running to win back his old seat. If Smith were the Republican nominee, 48% of likely voters say they would vote for Shaheen, 34% would vote for Smith, 1% support someone else, and 17% are undecided.

US Senate - Shaheen vs. Smith



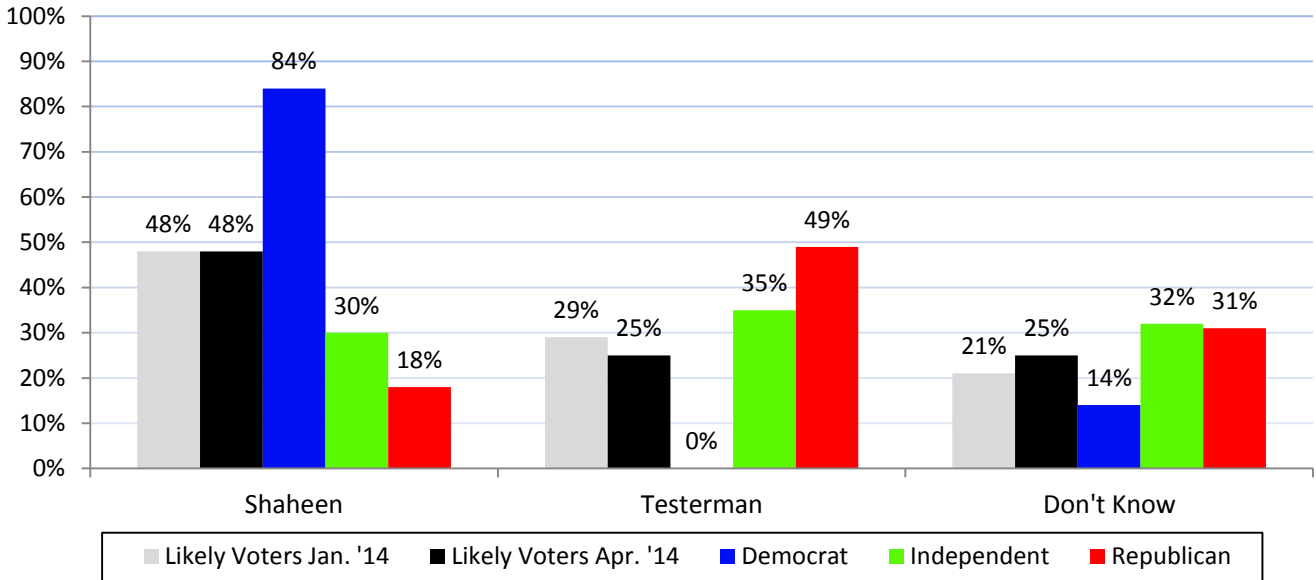
If former State Senator Jim Rubens were the Republican nominee, 48% of likely voters say they would vote for Shaheen, 28% would vote for Rubens, 1% support someone else, and 23% are undecided.

US Senate - Shaheen vs. Rubens



And if conservative activist Karen Testerman were the Republican nominee, 48% of likely voters would say they would vote for Shaheen, 25% would vote for Testerman, 2% support someone else, and 25% are undecided.

US Senate - Shaheen vs. Testerman

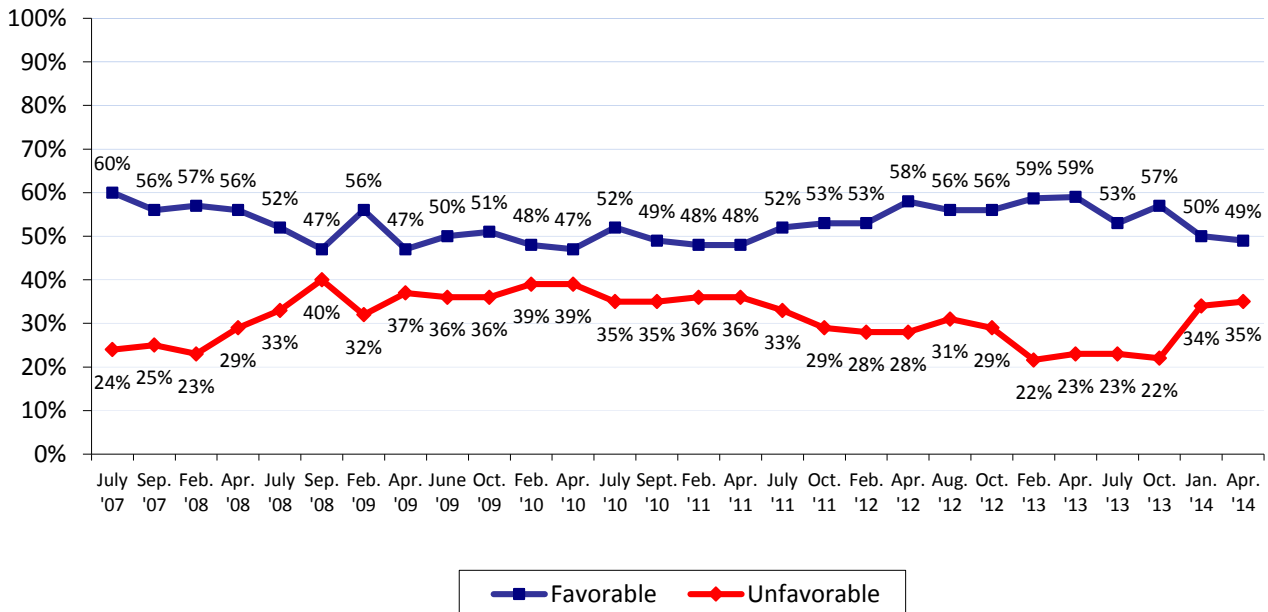


As would be expected in hypothetical matchups this early, Democrats and Republicans largely support their party's candidate while many Independents are undecided. Shaheen trails among independent voters to every challenger except for Rubens. It is also important to note that the incumbent Shaheen does not crack 50% against any Republican challenger.

Favorability Ratings – Senator Jeanne Shaheen

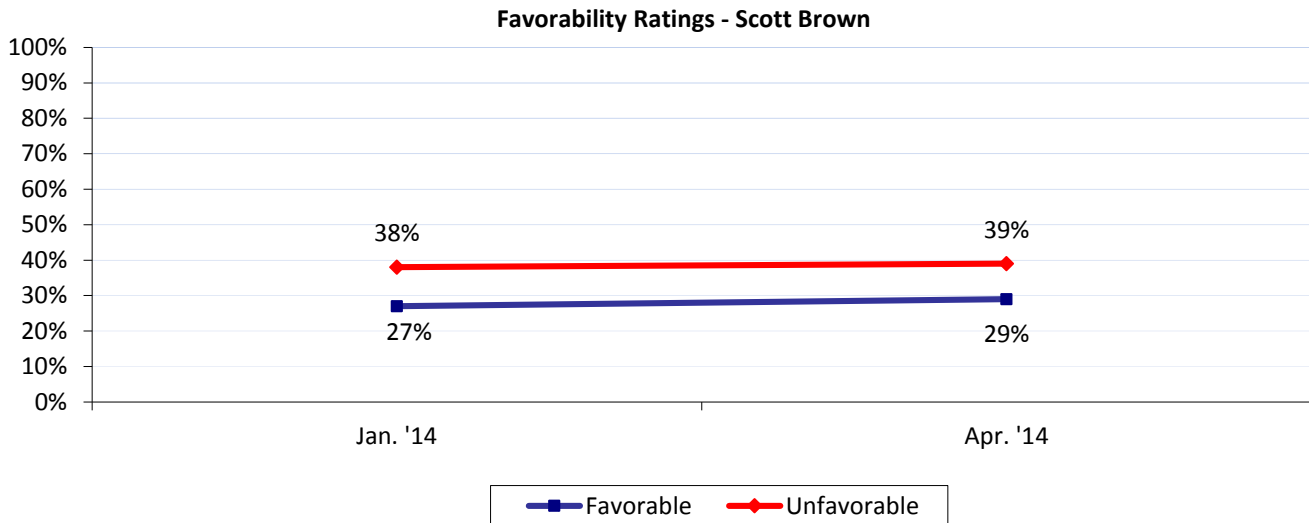
The senior member of the New Hampshire congressional delegation and a three-term governor, Democratic Senator Jeanne Shaheen, has long been one of the most popular politicians in New Hampshire. In the most recent Granite State Poll, 49% of New Hampshire adults say they have a favorable opinion of Shaheen, 35% have an unfavorable opinion of her, 7% are neutral and 9% don't know enough about her to say. Shaheen's net favorability rating, the percentage who have a favorable opinion of her minus the percentage who have an unfavorable opinion, is +14%. This is a slight drop from her +16% net favorability in January and is her lowest rating in three years, but it is typical for candidates as they enter a re-election period. Shaheen is still viewed very favorably by Democrats (net +70%) and very unfavorably by Republicans (-34%). Shaheen's favorability has dropped significantly among Independents (from +21% to -8%) since January.

Favorability Ratings –Jeanne Shaheen

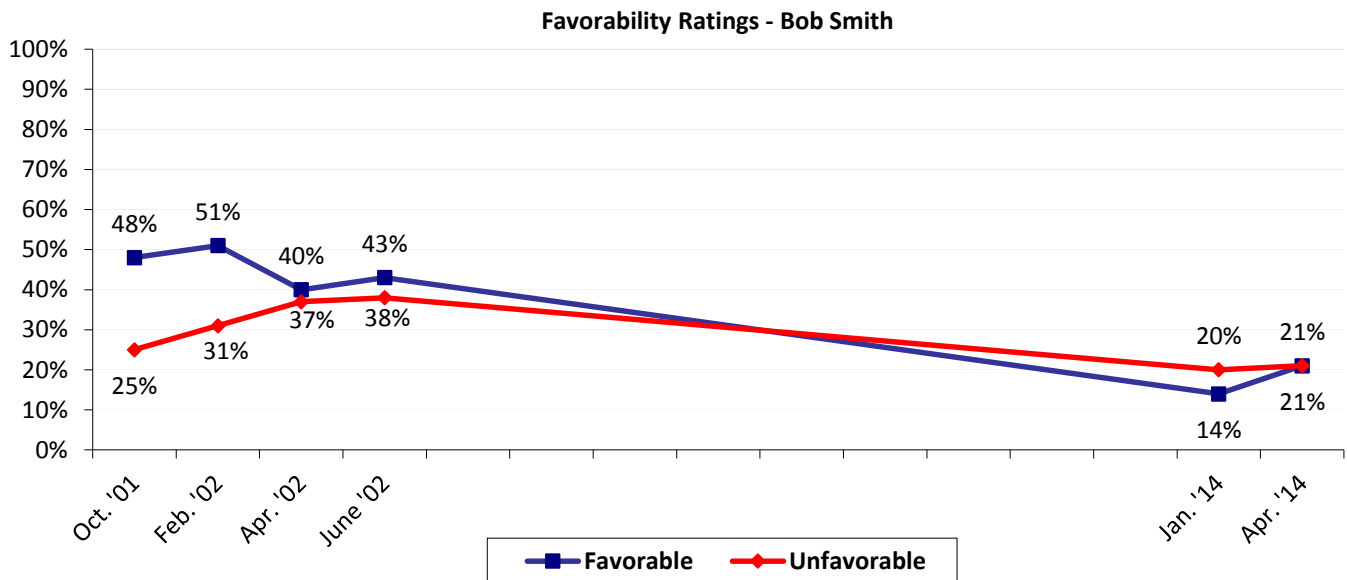


GOP Challengers for U.S. Senate

Brown enters the race with by far the most name recognition of any Republican challenger but he remains unpopular in the state. Currently 29% of New Hampshire adults say they have a favorable opinion of Brown, 39% have an unfavorable opinion, 11% are neutral and 21% don't know enough to say. His net favorability is -10%, which is up from -11% in January. Brown is very popular among Republicans (net +41%, which is up from +25% in January), but is unpopular among Independents (-27%) and very unpopular among Democrats (net -46%).

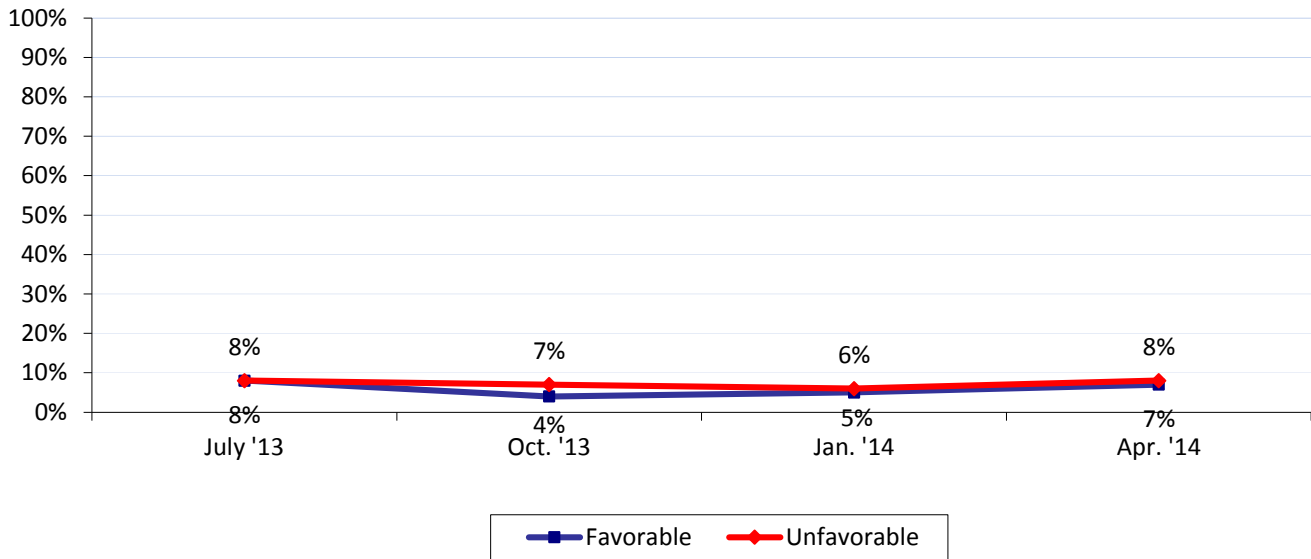


Despite being a three-term congressman and two-term senator, it has been more than a decade since Bob Smith has been active in New Hampshire politics and he remains somewhat unknown in the state. Currently, 21% of New Hampshire adults say they have a favorable opinion of Smith, 21% have an unfavorable opinion, 9% are neutral and 49% don't know enough to say. His net favorability is 0%, which is up from -6% in January. Smith is somewhat popular among Republicans (net +17%), while Independents are neutral about Smith (0%) and he is unpopular among Democrats (net -17%).



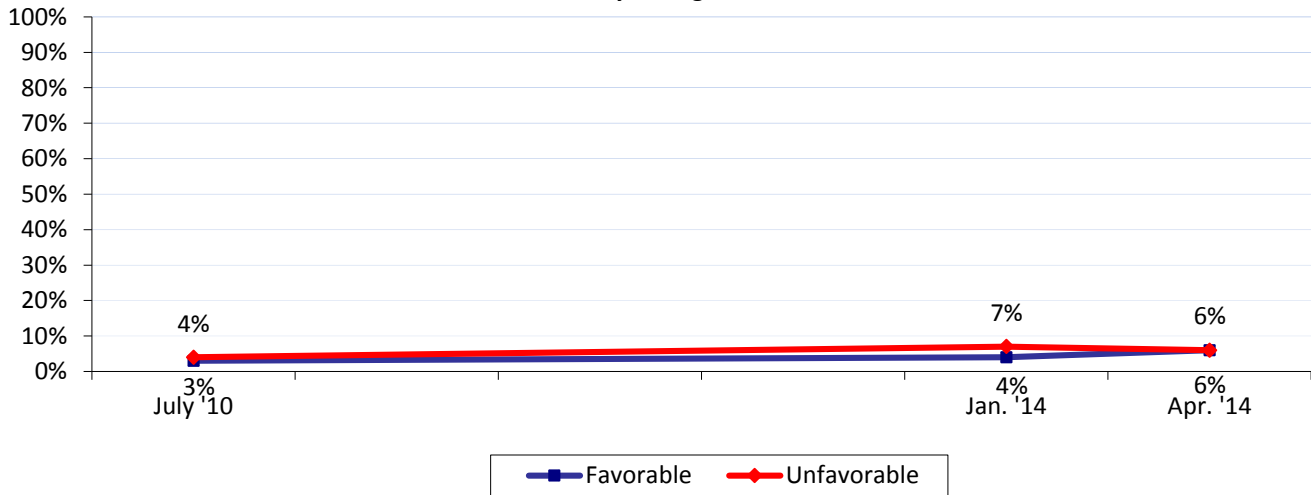
Despite campaigning for over a year, Jim Rubens remains largely unknown in the Granite State. Currently, only 7% of New Hampshire adults have a favorable opinion of Rubens, 8% have an unfavorable opinion, 7% are neutral and 78% don't know enough to say. Rubens' net favorability rating is -1%, which is the same as it was in January.

Favorability Ratings - Jim Rubens



Former gubernatorial candidate Karen Testerman, who announced her run last fall, is also largely unknown in the state. Only 6% of New Hampshire adults have a favorable opinion of Testerman, 6% have an unfavorable opinion, 6% are neutral and 83% don't know enough to say. Testerman's net favorability rating is 0%, which is up from -3% in January.

Favorability Ratings - Karen Testerman



Word Association With Scott Brown & Jeanne Shaheen

To get a better sense of how Granite Staters feel about Scott Brown and Jeanne Shaheen, we asked what one word voters associate with each of them.

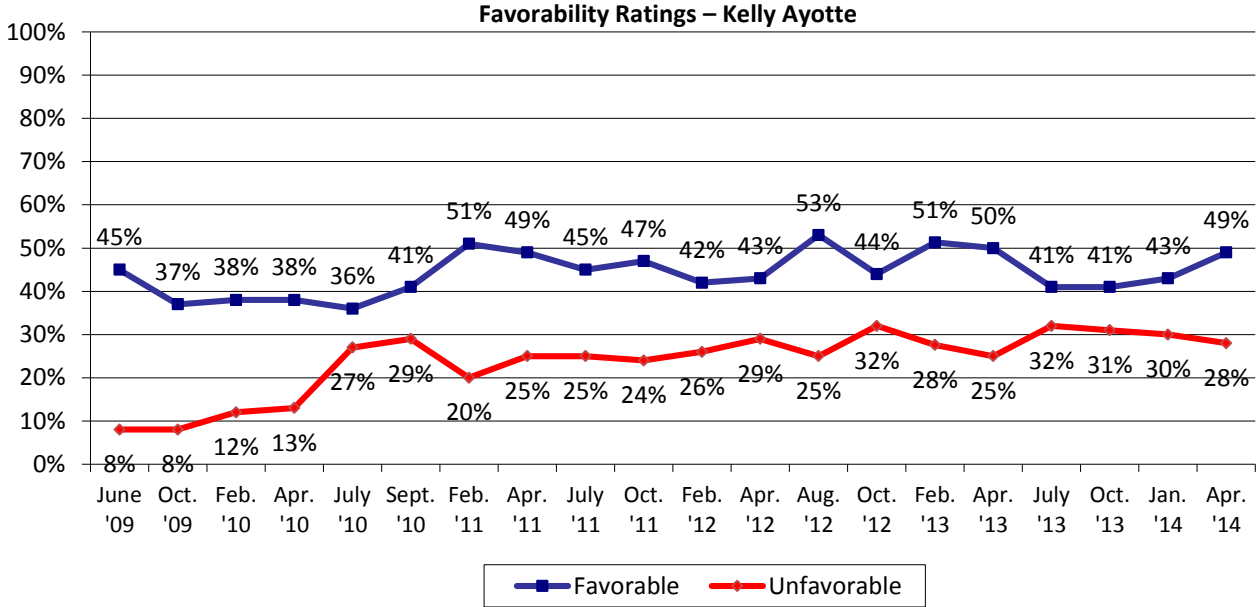
For Brown, 15% said carpetbagger or outsider, 7% said Massachusetts, 5% said untrustworthy, 4% said Republican or conservative, 3% said honest or trustworthy, 3% said independent or bipartisan, 3% said opportunist, 3% said moderate or middle of the road, 3% said possibilities or ambitious, 2% said RINO or liberal, 1% said intelligent or capable, 1% said hardworking or dedicated, 1% said experienced, 16% had something else positive to say, 10% had something else negative to say, 13% had a neutral comment and 10% were unsure.

For Shaheen, 6% said honest or trustworthy, 6% said dedicated or hard-working, 6% said untrustworthy, 5% said experienced, 5% said Democrat, 4% said intelligent, 4% said liberal, 4% said New Hampshire, 3% said consistent, 2% said she should retire, 2% said Obama or healthcare, 2% said follows party line, 1% said moderate, 18% had something else positive to say, 14% had something else negative to say, 11% had a neutral comment, and 8% were unsure.

Brown					Shaheen				
Party ID	DEM	IND	GOP	Total	Party ID	DEM	IND	GOP	Total
Carpetbagger/Outsider	19%	29%	6%	15%	Dedicated/Hardworking	8%	12%	2%	6%
Massachusetts	7%	17%	4%	7%	Untrustworthy	0%	9%	10%	6%
Untrustworthy	7%	5%	3%	5%	Honest/Trustworthy	11%	0%	3%	6%
Republican/Conservative	5%	2%	4%	4%	Democrat	5%	2%	7%	5%
Honest/Trustworthy	2%	2%	4%	3%	Experienced/Gov/Senator	8%	9%	2%	5%
Independent/Bipartisan	0%	5%	4%	3%	Intelligent	8%	0%	1%	4%
Moderate	1%	3%	5%	3%	Liberal	1%	0%	9%	4%
Opportunist	7%	0%	1%	3%	New Hampshire/Good For NH	4%	2%	5%	4%
Possibilities/Ambitious	1%	2%	6%	3%	Consistent	5%	0%	2%	3%
RINO/Liberal	1%	0%	4%	2%	Follows Party Line	0%	3%	2%	2%
Intelligent/Capable	2%	0%	1%	1%	Obama/Healthcare	1%	3%	3%	2%
Experienced/Senator	1%	0%	1%	1%	Old/Should Retire	1%	2%	4%	2%
Hardworking/Dedicated	0%	2%	2%	1%	Moderate	2%	0%	0%	1%
Other Positive Comment	7%	15%	26%	16%	Other Positive Comment	28%	14%	9%	18%
Other Negative Comment	16%	8%	5%	10%	Other Negative Comment	4%	19%	22%	14%
Other	13%	7%	14%	13%	Other	8%	19%	9%	11%
Don't Know	12%	3%	10%	10%	Don't Know	6%	6%	9%	8%

Favorability Ratings – Senator Kelly Ayotte

The favorability ratings of New Hampshire’s junior senator, Republican Kelly Ayotte, have improved since January. Currently, 49% of New Hampshire adults have a favorable opinion of Ayotte, 28% have an unfavorable opinion of her, 9% are neutral and 15% don’t know enough about her to say. Ayotte’s net favorability rating is +21%, which is up from +13% in January. She remains very popular among Republicans (net favorability rating of +54%), popular among independents (+14%) and somewhat unpopular among Democrats (-9%).



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred and seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 1 and April 9, 2014. The margin of sampling error for the survey is +/- 4.4 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.

Firmness of NH Senate Vote

"I know that it is early, but have you definitely decided who you will vote for in the New Hampshire Senate election in 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>
Definitely Decided	6%	10%	17%
Leaning Toward Someone	7%	9%	13%
Still Trying to Decide	87%	81%	70%
N=	(504)	(457)	(378)

US Senate – Brown vs. Shaheen

"If the 2014 Senate election was being held today and the candidates were Scott Brown, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Jan. '14</u>	<u>Apr. '14</u>
Brown	37%	39%
Shaheen	47%	45%
Other	3%	2%
Don't know / undecided	14%	14%
(N=)	(454)	(387)

US Senate – Rubens vs. Shaheen

"If the 2014 Senate election was being held today and the candidates were Jim Rubens, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Oct. '13</u>	<u>Jan. '14</u>	<u>Apr. '14</u>
Rubens	28%	32%	27%
Shaheen	53%	46%	48%
Other	1%	1%	1%
Don't know / undecided	18%	20%	23%
(N=)	(516)	(461)	(384)

US Senate – Smith vs. Shaheen

"If the 2014 Senate election was being held today and the candidates were Bob Smith, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Jan. '14</u>	<u>Apr. '14</u>
Smith	36%	34%
Shaheen	47%	48%
Other	2%	1%
Don't know / undecided	15%	17%
(N=)	(460)	(384)

US Senate – Testerman vs. Shaheen

"If the 2014 Senate election was being held today and the candidates were Karen Testerman, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" ROTATE CANDIDATES

	<u>Jan. '14</u>	<u>Apr. '14</u>
Testerman	29%	25%
Shaheen	48%	48%
Other	2%	2%
Don't know / undecided	21%	25%
(N=)	(461)	(384)

Favorability Rating – Bob Smith

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Former Senator (Senator) Bob Smith?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	21%	9%	21%	49%	0%	(503)
Jan. '14	14%	11%	20%	55%	-6%	(580)
June '02	43%	11%	38%	9%	+5%	(535)
Apr. '02	40%	11%	37%	12%	+3%	(506)
Feb. '02	51%	8%	31%	11%	+20%	(558)
Oct. '01	48%	10%	25%	17%	+23%	(681)

Favorability Rating – Jim Rubens

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Former State Senator Jim Rubens?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	7%	7%	8%	78%	-1%	(504)
Jan. '14	5%	12%	6%	76%	-1%	(580)
Oct. '13	4%	7%	7%	82%	-3%	(659)
July '13	8%	8%	8%	77%	0%	(514)

Favorability Rating – Karen Testerman

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Political Activist Karen Testerman?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	6%	6%	6%	83%	0%	(507)
Jan. '14	4%	9%	7%	80%	-3%	(581)
July '10	3%	3%	4%	90%	-1%	(472)

Favorability Rating – Scott Brown

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Former Massachusetts Senator Scott Brown?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	29%	11%	39%	21%	-10%	(507)
Jan. '14	27%	8%	38%	27%	-11%	(581)

Word Associated With Brown and Shaheen

“What one word comes to mind when you think of Scott Brown?” ROTATE QUESTION ORDER

	<u>Apr. '14</u>
Carpetbagger/Outsider	15%
Experienced/Senator	1%
Hardworking/Dedicated	1%
Honest/Trustworthy	3%
Independent/Bipartisan	3%
Intelligent/Capable	1%
Massachusetts	7%
Moderate	3%
Opportunist	3%
Possibilities/Ambitious	3%
Republican/Conservative	4%
RINO/Liberal	2%
Untrustworthy	5%
Other Positive Comment	16%
Other Negative Comment	10%
Other	13%
Don't know / undecided	10%
(N=)	(345)

“What one word comes to mind when you think of Jeanne Shaheen?” ROTATE QUESTION ORDER

	<u>Apr. '14</u>
Consistent	3%
Dedicated/Hardworking	6%
Democrat	5%
Experienced/Gov/Senator	5%
Follows Party Line	2%
Honest/Trustworthy	6%
Intelligent	4%
Liberal	4%
Moderate	1%
New Hampshire/Good For NH	4%
Obama/Healthcare	2%
Old/Should Retire	2%
Untrustworthy	6%
Other Positive Comment	18%
Other Negative Comment	14%
Other	11%
Don't know / undecided	8%
(N=)	(347)

Favorability Rating – Senator Jeanne Shaheen

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Senator (Former Governor) Jeanne Shaheen?"

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	49%	7%	35%	9%	+14%	(505)
Jan. '14	50%	7%	34%	9%	+16%	(581)
Oct. '13	57%	6%	22%	15%	+35%	(662)
July '13	53%	8%	23%	16%	+30%	(512)
Apr. '13	59%	6%	23%	12%	+36%	(504)
Feb. '13	59%	9%	22%	11%	+37%	(580)
Oct. '12	56%	4%	29%	11%	+27%	(588)
Aug. '12	56%	4%	31%	9%	+25%	(580)
Apr. '12	58%	6%	28%	8%	+30%	(533)
Feb. '12	53%	7%	28%	12%	+25%	(527)
Oct. '11	53%	9%	29%	9%	+24%	(554)
July '11	52%	7%	33%	8%	+19%	(511)
Apr. '11	48%	7%	36%	9%	+12%	(503)
Feb. '11	48%	9%	36%	7%	+12%	(519)
Sept. '10	49%	5%	35%	11%	+14%	(515)
July '10	52%	6%	35%	8%	+17%	(503)
Apr. '10	47%	6%	39%	8%	+8%	(511)
Feb. '10	48%	5%	39%	8%	+9%	(496)
Oct. '09	51%	5%	36%	7%	+15%	(502)
Jun. '09	50%	6%	36%	8%	+14%	(557)
Apr. '09	47%	7%	37%	9%	+10%	(503)
Feb. '09	56%	7%	32%	5%	+24%	(617)
Sep. '08	47%	5%	40%	8%	+7%	(522)
July '08	53%	9%	31%	6%	+22%	(472)
Apr. '08	56%	10%	29%	5%	+27%	(500)
Feb. '08	57%	13%	23%	7%	+34%	(555)
Sept. '07	56%	11%	25%	8%	+31%	(506)
July '07	60%	9%	24%	8%	+36%	(520)

Favorability Rating – Senator Kelly Ayotte

“Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Senator (Former New Hampshire Attorney General) Kelly Ayotte?”

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Apr. '14	49%	9%	28%	15%	+21%	(505)
Jan. '14	43%	10%	30%	18%	+13%	(582)
Oct. '13	41%	8%	31%	21%	+10%	(662)
July '13	41%	8%	32%	19%	+9%	(512)
Apr. '13	50%	9%	25%	16%	+25%	(505)
Feb. '13	51%	7%	28%	14%	+23%	(579)
Oct. '12	44%	5%	32%	19%	+12%	(590)
Aug. '12	53%	5%	25%	18%	+28%	(577)
Apr. '12	43%	5%	29%	22%	+14%	(531)
Feb. '12	42%	9%	26%	23%	+16%	(527)
Oct. '11	47%	10%	24%	18%	+23%	(554)
July '11	45%	12%	25%	18%	+20%	(514)
Apr. '11	49%	8%	25%	19%	+24%	(501)
Feb. '11	51%	8%	20%	21%	+31%	(520)
Sept. '10	41%	11%	29%	19%	+12%	(515)
July '10	36%	7%	27%	30%	+9%	(504)
Apr. '10	38%	7%	13%	41%	+25%	(508)
Feb. '10	38%	6%	12%	44%	+26%	(497)
Oct. '09	37%	6%	8%	49%	+29%	(501)
Jun. '09	45%	7%	8%	40%	+37%	(556)

Favorability Rating – Senator Jeanne Shaheen

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	49%	7%	35%	9%	505
Democrat	78%	4%	8%	10%	197
Independent	36%	11%	44%	9%	95
Republican	27%	5%	61%	8%	186
Liberal	77%	3%	9%	11%	98
Moderate	49%	6%	37%	8%	207
Conservative	27%	9%	57%	6%	125
Support Tea Party	20%	7%	68%	5%	103
Neutral	48%	10%	35%	7%	178
Oppose Tea Party	70%	5%	18%	8%	179
Lifelong NH Resident	53%	5%	31%	11%	155
Moved From Massachusetts	41%	6%	46%	8%	112
Moved From Somewhere Else	51%	8%	32%	8%	238
Likely Voter	52%	6%	39%	4%	387
Non-Likely Voter	40%	10%	23%	27%	116
Union household	68%	4%	27%	0%	78
Non-union	45%	8%	37%	11%	409
Read Union Leader	49%	3%	46%	3%	97
Read Boston Globe	73%	2%	21%	4%	63
Watch WMUR	49%	8%	35%	9%	307
Listen to NHPR	66%	2%	26%	6%	159
10 yrs. or less in NH	47%	9%	31%	13%	61
11 to 20 years	47%	4%	37%	12%	97
More than 20 years	51%	7%	35%	7%	316
18 to 34	48%	5%	26%	21%	122
35 to 49	48%	12%	34%	6%	136
50 to 64	55%	2%	42%	2%	130
65 and over	49%	5%	40%	6%	81
Male	48%	7%	39%	6%	250
Female	50%	7%	31%	12%	255
High school or less	41%	12%	39%	8%	86
Some college	44%	6%	40%	9%	126
College graduate	53%	6%	28%	13%	171
Post-graduate	57%	5%	36%	3%	105
Attend services 1 or more/week	31%	8%	53%	8%	109
1-2 times a month	67%	6%	27%	0%	58
Less often	61%	3%	32%	5%	133
Never	47%	9%	29%	15%	172
North Country	47%	11%	32%	10%	55
Central / Lakes	52%	5%	33%	10%	89
Connecticut Valley	52%	3%	32%	13%	64
Mass Border	47%	11%	34%	8%	124
Seacoast	52%	9%	30%	10%	91
Manchester Area	46%	0%	49%	5%	82
First Cong. Dist.	51%	5%	37%	7%	256
Second Cong. Dist.	48%	8%	33%	11%	244

Favorability Rating – Senator Kelly Ayotte

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	49%	9%	28%	15%	505
Democrat	32%	9%	41%	18%	197
Independent	47%	9%	33%	10%	95
Republican	67%	8%	13%	12%	186
Liberal	32%	14%	38%	17%	98
Moderate	53%	8%	25%	14%	207
Conservative	62%	10%	21%	8%	125
Support Tea Party	65%	5%	19%	11%	103
Neutral	55%	10%	20%	16%	178
Oppose Tea Party	32%	11%	46%	11%	179
Lifelong NH Resident	47%	5%	26%	22%	155
Moved From Massachusetts	50%	11%	27%	11%	112
Moved From Somewhere Else	49%	11%	30%	11%	238
Likely Voter	51%	9%	30%	10%	387
Non-Likely Voter	41%	8%	20%	31%	116
Union household	59%	7%	27%	6%	78
Non-union	47%	9%	28%	16%	409
Read Union Leader	64%	6%	23%	6%	97
Read Boston Globe	42%	11%	38%	9%	63
Watch WMUR	52%	10%	27%	10%	307
Listen to NHPR	41%	6%	47%	7%	159
10 yrs. or less in NH	36%	9%	33%	23%	61
11 to 20 years	58%	8%	23%	12%	97
More than 20 years	47%	9%	30%	14%	316
18 to 34	41%	5%	22%	32%	122
35 to 49	47%	10%	30%	13%	136
50 to 64	53%	10%	32%	5%	130
65 and over	53%	12%	29%	5%	81
Male	46%	9%	29%	15%	250
Female	51%	9%	26%	14%	255
High school or less	35%	13%	28%	24%	86
Some college	55%	5%	28%	12%	126
College graduate	50%	6%	26%	17%	171
Post-graduate	48%	15%	33%	4%	105
Attend services 1 or more/week	53%	9%	24%	14%	109
1-2 times a month	45%	13%	31%	10%	58
Less often	62%	7%	26%	5%	133
Never	36%	9%	31%	24%	172
North Country	42%	5%	32%	20%	55
Central / Lakes	36%	8%	37%	19%	89
Connecticut Valley	38%	11%	33%	19%	64
Mass Border	54%	10%	21%	15%	124
Seacoast	46%	11%	32%	10%	91
Manchester Area	70%	7%	17%	6%	82
First Cong. Dist.	48%	8%	28%	16%	256
Second Cong. Dist.	49%	10%	28%	13%	244

Favorability Rating – Scott Brown

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	29%	11%	39%	21%	507
Democrat	10%	8%	56%	26%	199
Independent	20%	19%	47%	13%	95
Republican	55%	10%	14%	21%	186
Liberal	23%	6%	57%	13%	99
Moderate	31%	12%	32%	26%	207
Conservative	44%	11%	31%	14%	125
Support Tea Party	53%	5%	27%	14%	103
Neutral	27%	16%	29%	28%	180
Oppose Tea Party	19%	8%	59%	14%	179
Lifelong NH Resident	29%	7%	37%	27%	155
Moved From Massachusetts	44%	13%	32%	11%	114
Moved From Somewhere Else	22%	13%	43%	22%	238
Likely Voter	34%	10%	41%	14%	389
Non-Likely Voter	12%	13%	29%	46%	116
Union household	20%	11%	57%	12%	78
Non-union	32%	10%	35%	22%	411
Read Union Leader	32%	14%	36%	18%	97
Read Boston Globe	40%	9%	47%	4%	65
Watch WMUR	29%	14%	38%	20%	309
Listen to NHPR	22%	13%	50%	15%	161
10 yrs. or less in NH	36%	7%	40%	18%	62
11 to 20 years	28%	15%	30%	27%	97
More than 20 years	28%	10%	42%	20%	316
18 to 34	25%	9%	30%	36%	122
35 to 49	32%	12%	35%	20%	136
50 to 64	30%	7%	48%	15%	130
65 and over	33%	14%	43%	10%	83
Male	30%	8%	48%	15%	250
Female	28%	14%	30%	28%	257
High school or less	29%	13%	28%	29%	86
Some college	35%	5%	32%	27%	127
College graduate	28%	13%	42%	17%	171
Post-graduate	25%	12%	49%	14%	105
Attend services 1 or more/week	37%	10%	29%	24%	109
1-2 times a month	45%	13%	27%	15%	59
Less often	25%	9%	44%	22%	133
Never	25%	10%	43%	23%	172
North Country	16%	4%	37%	43%	55
Central / Lakes	19%	10%	46%	25%	89
Connecticut Valley	10%	9%	46%	36%	64
Mass Border	45%	13%	32%	9%	126
Seacoast	35%	11%	37%	18%	91
Manchester Area	33%	14%	38%	14%	82
First Cong. Dist.	32%	10%	38%	20%	256
Second Cong. Dist.	26%	12%	39%	23%	246

Favorability Rating –Jim Rubens

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	7%	7%	8%	78%	504
Democrat	3%	6%	10%	82%	197
Independent	9%	8%	7%	76%	95
Republican	9%	8%	8%	75%	185
Liberal	5%	5%	13%	76%	98
Moderate	6%	8%	9%	77%	207
Conservative	9%	8%	5%	78%	123
Support Tea Party	14%	5%	9%	73%	102
Neutral	4%	8%	6%	82%	178
Oppose Tea Party	7%	8%	12%	73%	179
Lifelong NH Resident	6%	9%	9%	76%	155
Moved From Massachusetts	11%	4%	11%	75%	111
Moved From Somewhere Else	5%	8%	7%	80%	238
Likely Voter	7%	7%	9%	77%	386
Non-Likely Voter	5%	8%	6%	81%	116
Union household	5%	14%	8%	74%	78
Non-union	7%	5%	9%	79%	408
Read Union Leader	6%	11%	8%	75%	97
Read Boston Globe	6%	13%	11%	70%	63
Watch WMUR	7%	7%	7%	78%	306
Listen to NHPR	6%	9%	12%	74%	159
10 yrs. or less in NH	8%	7%	4%	82%	59
11 to 20 years	6%	5%	3%	86%	97
More than 20 years	7%	8%	11%	74%	316
18 to 34	4%	5%	3%	89%	122
35 to 49	5%	6%	8%	80%	135
50 to 64	9%	12%	11%	68%	130
65 and over	7%	6%	12%	75%	81
Male	11%	7%	9%	73%	249
Female	2%	8%	8%	82%	255
High school or less	5%	6%	7%	82%	86
Some college	9%	6%	10%	76%	126
College graduate	5%	8%	7%	81%	171
Post-graduate	7%	9%	11%	73%	104
Attend services 1 or more/week	3%	10%	11%	76%	107
1-2 times a month	12%	5%	8%	75%	58
Less often	5%	8%	8%	79%	133
Never	7%	6%	8%	79%	172
North Country	7%	3%	12%	78%	55
Central / Lakes	6%	3%	8%	83%	89
Connecticut Valley	5%	13%	11%	71%	64
Mass Border	5%	8%	4%	83%	124
Seacoast	6%	11%	10%	73%	90
Manchester Area	10%	5%	11%	74%	82
First Cong. Dist.	6%	5%	9%	80%	255
Second Cong. Dist.	7%	9%	8%	75%	244

Favorability Rating –Bob Smith

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	21%	9%	21%	49%	503
Democrat	13%	6%	30%	51%	196
Independent	24%	11%	24%	41%	95
Republican	28%	10%	11%	51%	185
Liberal	20%	8%	30%	42%	98
Moderate	15%	11%	23%	52%	206
Conservative	34%	10%	11%	45%	123
Support Tea Party	42%	11%	9%	38%	102
Neutral	19%	13%	10%	57%	178
Oppose Tea Party	12%	5%	41%	42%	178
Lifelong NH Resident	26%	7%	18%	49%	154
Moved From Massachusetts	15%	15%	21%	49%	111
Moved From Somewhere Else	20%	8%	23%	48%	238
Likely Voter	23%	9%	25%	43%	385
Non-Likely Voter	13%	11%	8%	67%	116
Union household	25%	13%	26%	36%	78
Non-union	20%	9%	21%	51%	407
Read Union Leader	30%	13%	22%	34%	97
Read Boston Globe	24%	10%	30%	36%	63
Watch WMUR	19%	10%	21%	50%	305
Listen to NHPR	19%	7%	35%	38%	158
10 yrs. or less in NH	10%	4%	11%	75%	59
11 to 20 years	12%	8%	11%	69%	97
More than 20 years	25%	12%	26%	38%	315
18 to 34	25%	5%	10%	60%	122
35 to 49	17%	15%	15%	53%	135
50 to 64	21%	10%	26%	44%	129
65 and over	20%	10%	36%	34%	81
Male	24%	12%	25%	39%	248
Female	18%	7%	18%	58%	255
High school or less	19%	11%	12%	58%	85
Some college	19%	9%	16%	56%	126
College graduate	24%	6%	21%	50%	171
Post-graduate	16%	15%	36%	33%	104
Attend services 1 or more/week	24%	12%	17%	48%	107
1-2 times a month	14%	7%	22%	57%	58
Less often	25%	11%	22%	42%	133
Never	18%	9%	22%	52%	171
North Country	14%	16%	18%	52%	54
Central / Lakes	21%	7%	28%	44%	89
Connecticut Valley	9%	7%	20%	64%	64
Mass Border	19%	8%	19%	54%	124
Seacoast	26%	8%	19%	47%	90
Manchester Area	32%	11%	23%	34%	82
First Cong. Dist.	26%	7%	20%	48%	255
Second Cong. Dist.	16%	12%	22%	50%	243

Favorability Rating – Karen Testerman

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	6%	6%	6%	83%	507
Democrat	3%	4%	5%	88%	199
Independent	5%	6%	5%	83%	95
Republican	9%	6%	7%	79%	186
Liberal	12%	6%	8%	74%	99
Moderate	3%	3%	7%	87%	207
Conservative	6%	9%	4%	80%	125
Support Tea Party	14%	7%	8%	71%	103
Neutral	2%	8%	3%	87%	180
Oppose Tea Party	4%	4%	7%	85%	179
Lifelong NH Resident	4%	3%	5%	88%	155
Moved From Massachusetts	3%	5%	9%	83%	114
Moved From Somewhere Else	8%	7%	5%	80%	238
Likely Voter	7%	5%	7%	81%	389
Non-Likely Voter	2%	6%	2%	89%	116
Union household	6%	7%	6%	80%	78
Non-union	6%	5%	6%	84%	411
Read Union Leader	9%	6%	8%	76%	97
Read Boston Globe	16%	7%	10%	68%	65
Watch WMUR	7%	5%	5%	82%	309
Listen to NHPR	7%	6%	8%	79%	161
10 yrs. or less in NH	3%	9%	9%	79%	62
11 to 20 years	5%	6%	5%	85%	97
More than 20 years	5%	5%	5%	84%	316
18 to 34	11%	4%	2%	83%	122
35 to 49	3%	7%	8%	82%	136
50 to 64	3%	6%	4%	87%	130
65 and over	4%	6%	10%	80%	83
Male	4%	6%	7%	83%	250
Female	7%	6%	4%	83%	257
High school or less	7%	3%	5%	85%	86
Some college	6%	7%	8%	78%	127
College graduate	5%	4%	4%	87%	171
Post-graduate	2%	9%	6%	82%	105
Attend services 1 or more/week	5%	6%	2%	86%	109
1-2 times a month	6%	1%	11%	82%	59
Less often	2%	6%	5%	87%	133
Never	8%	6%	7%	80%	172
North Country	5%	8%	2%	85%	55
Central / Lakes	5%	6%	9%	80%	89
Connecticut Valley	2%	4%	7%	86%	64
Mass Border	3%	5%	5%	88%	126
Seacoast	4%	7%	5%	83%	91
Manchester Area	16%	5%	6%	74%	82
First Cong. Dist.	8%	6%	4%	82%	256
Second Cong. Dist.	4%	5%	7%	83%	246

Firmness of choice for New Hampshire Senate

	<u>Definitely Decided</u>	<u>Leaning Toward Someone</u>	<u>Still Trying To Decide</u>	<u>(N=)</u>
STATEWIDE	17%	13%	70%	378
Democrat	22%	12%	67%	156
Independent	16%	18%	66%	60
Republican	14%	13%	73%	144
Liberal	21%	9%	70%	78
Moderate	15%	19%	65%	155
Conservative	16%	9%	76%	104
Support Tea Party	11%	11%	78%	89
Neutral	11%	11%	78%	114
Oppose Tea Party	27%	16%	57%	152
Lifelong NH Resident	17%	15%	68%	111
Moved From Massachusetts	17%	7%	76%	96
Moved From Somewhere Else	18%	14%	68%	171
Union household	18%	13%	68%	70
Non-union	17%	13%	70%	297
Read Union Leader	27%	20%	53%	81
Read Boston Globe	23%	14%	63%	58
Watch WMUR	16%	15%	69%	228
Listen to NHPR	23%	17%	60%	142
10 yrs. or less in NH	19%	3%	77%	50
11 to 20 years	9%	9%	82%	59
More than 20 years	19%	16%	65%	246
18 to 34	8%	10%	82%	73
35 to 49	13%	12%	75%	102
50 to 64	25%	12%	62%	108
65 and over	21%	16%	63%	70
Male	22%	19%	59%	192
Female	13%	6%	81%	186
High school or less	10%	10%	80%	57
Some college	11%	17%	72%	87
College graduate	20%	9%	71%	129
Post-graduate	24%	15%	61%	92
Attend services 1 or more/week	16%	13%	71%	92
1-2 times a month	18%	11%	71%	50
Less often	13%	16%	71%	103
Never	23%	10%	67%	110
North Country	9%	3%	88%	34
Central / Lakes	18%	18%	64%	65
Connecticut Valley	23%	16%	60%	44
Mass Border	13%	8%	80%	105
Seacoast	25%	6%	70%	60
Manchester Area	17%	25%	58%	71
First Cong. Dist.	19%	9%	73%	199
Second Cong. Dist.	16%	18%	67%	178

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

	<u>Brown</u> 39%	<u>Shaheen</u> 45%	<u>Other</u> 2%	<u>DK</u> 14%	<u>(N)</u> 387
STATEWIDE					
Democrat	6%	80%	1%	13%	157
Independent	41%	34%	9%	16%	62
Republican	74%	12%	1%	13%	148
Liberal	15%	76%	0%	9%	79
Moderate	38%	45%	2%	15%	158
Conservative	66%	16%	2%	16%	105
Support Tea Party	80%	2%	3%	15%	92
Neutral	40%	42%	3%	15%	119
Oppose Tea Party	11%	75%	1%	13%	152
Lifelong NH Resident	42%	44%	2%	13%	111
Moved From Massachusetts	50%	37%	2%	11%	99
Moved From Somewhere Else	31%	50%	2%	16%	177
Definitely Decided	28%	65%	6%	1%	65
Leaning Toward Someone	43%	50%	0%	7%	49
Still Trying To Decide	40%	40%	1%	19%	263
Union household	32%	61%	0%	6%	70
Non-union	41%	41%	3%	16%	304
Read Union Leader	44%	43%	5%	8%	81
Read Boston Globe	21%	64%	2%	12%	58
Watch WMUR	39%	48%	1%	12%	234
Listen to NHPR	28%	65%	3%	5%	144
10 yrs. or less in NH	32%	43%	7%	17%	51
11 to 20 years	38%	42%	2%	18%	62
More than 20 years	40%	46%	1%	12%	249
18 to 34	40%	42%	6%	12%	74
35 to 49	42%	40%	2%	16%	105
50 to 64	37%	51%	1%	11%	109
65 and over	38%	48%	0%	13%	71
Male	45%	42%	2%	11%	197
Female	33%	48%	2%	17%	191
High school or less	45%	30%	0%	25%	56
Some college	50%	38%	3%	9%	91
College graduate	38%	49%	1%	12%	129
Post-graduate	27%	56%	4%	13%	95
Attend services 1 or more/week	54%	31%	2%	12%	93
1-2 times a month	29%	51%	1%	19%	50
Less often	35%	52%	1%	13%	105
Never	38%	46%	4%	13%	113
North Country	23%	65%	0%	12%	34
Central / Lakes	37%	51%	8%	4%	67
Connecticut Valley	26%	66%	0%	8%	44
Mass Border	48%	33%	0%	19%	110
Seacoast	39%	41%	2%	18%	61
Manchester Area	43%	39%	2%	17%	71
First Cong. Dist.	43%	41%	1%	14%	201
Second Cong. Dist.	34%	49%	3%	14%	185

US Senate – Bob Smith vs. Jeanne Shaheen – Likely Voters

	<u>Smith</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	34%	48%	1%	17%	384
Democrat	3%	87%	1%	10%	156
Independent	42%	32%	2%	24%	62
Republican	65%	14%	0%	20%	145
Liberal	8%	83%	0%	9%	79
Moderate	28%	51%	1%	20%	155
Conservative	64%	15%	1%	20%	105
Support Tea Party	66%	14%	1%	18%	90
Neutral	40%	35%	0%	25%	116
Oppose Tea Party	9%	79%	1%	11%	151
Lifelong NH Resident	38%	51%	0%	11%	111
Moved From Massachusetts	40%	39%	3%	19%	99
Moved From Somewhere Else	28%	51%	0%	21%	174
Definitely Decided	35%	60%	1%	4%	64
Leaning Toward Someone	38%	53%	0%	9%	48
Still Trying To Decide	33%	45%	1%	22%	263
Union household	33%	61%	0%	6%	70
Non-union	34%	45%	1%	20%	300
Read Union Leader	47%	43%	1%	9%	81
Read Boston Globe	24%	62%	0%	14%	58
Watch WMUR	35%	50%	0%	15%	232
Listen to NHPR	19%	70%	1%	10%	143
10 yrs. or less in NH	27%	49%	0%	25%	51
11 to 20 years	29%	48%	0%	24%	61
More than 20 years	35%	50%	1%	14%	248
18 to 34	35%	46%	2%	17%	74
35 to 49	29%	45%	0%	25%	104
50 to 64	37%	51%	0%	13%	108
65 and over	31%	54%	2%	13%	70
Male	42%	45%	0%	13%	195
Female	25%	51%	1%	22%	189
High school or less	38%	33%	1%	27%	56
Some college	36%	48%	2%	14%	89
College graduate	36%	49%	1%	14%	128
Post-graduate	23%	59%	0%	18%	95
Attend services 1 or more/week	40%	36%	1%	23%	94
1-2 times a month	34%	50%	0%	17%	50
Less often	35%	51%	1%	14%	103
Never	29%	56%	1%	15%	112
North Country	23%	64%	0%	13%	34
Central / Lakes	31%	51%	2%	15%	67
Connecticut Valley	33%	58%	0%	9%	44
Mass Border	28%	45%	1%	26%	108
Seacoast	36%	42%	1%	20%	60
Manchester Area	49%	40%	0%	12%	71
First Cong. Dist.	36%	45%	1%	19%	199
Second Cong. Dist.	32%	51%	1%	16%	183

US Senate – Jim Rubens vs. Jeanne Shaheen – Likely Voters

	<u>Rubens</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	27%	48%	1%	23%	384
Democrat	1%	85%	1%	13%	156
Independent	29%	30%	3%	38%	62
Republican	55%	18%	1%	27%	145
Liberal	8%	83%	0%	9%	79
Moderate	19%	50%	1%	30%	155
Conservative	55%	17%	2%	25%	105
Support Tea Party	61%	11%	2%	26%	91
Neutral	25%	41%	0%	34%	117
Oppose Tea Party	6%	77%	1%	15%	151
Lifelong NH Resident	23%	54%	0%	23%	111
Moved From Massachusetts	41%	39%	3%	17%	99
Moved From Somewhere Else	22%	50%	1%	27%	175
Definitely Decided	25%	60%	2%	13%	64
Leaning Toward Someone	30%	56%	0%	14%	48
Still Trying To Decide	27%	44%	1%	28%	264
Union household	25%	65%	0%	10%	70
Non-union	28%	44%	1%	27%	301
Read Union Leader	34%	40%	2%	24%	81
Read Boston Globe	16%	62%	1%	22%	58
Watch WMUR	29%	48%	0%	22%	232
Listen to NHPR	14%	71%	1%	13%	144
10 yrs. or less in NH	22%	50%	1%	26%	51
11 to 20 years	26%	45%	1%	27%	62
More than 20 years	26%	50%	1%	22%	247
18 to 34	24%	53%	2%	22%	74
35 to 49	21%	43%	1%	34%	104
50 to 64	31%	51%	0%	19%	108
65 and over	30%	51%	2%	17%	71
Male	33%	46%	0%	21%	195
Female	21%	51%	2%	26%	189
High school or less	39%	31%	1%	29%	56
Some college	32%	43%	1%	23%	89
College graduate	24%	55%	1%	19%	128
Post-graduate	16%	57%	1%	26%	95
Attend services 1 or more/week	32%	43%	2%	24%	93
1-2 times a month	28%	43%	0%	29%	50
Less often	25%	52%	1%	22%	103
Never	24%	53%	1%	22%	113
North Country	12%	70%	0%	19%	34
Central / Lakes	24%	48%	3%	24%	67
Connecticut Valley	26%	56%	0%	18%	45
Mass Border	25%	44%	1%	30%	108
Seacoast	30%	42%	3%	25%	60
Manchester Area	40%	43%	0%	17%	71
First Cong. Dist.	29%	47%	1%	22%	199
Second Cong. Dist.	25%	50%	1%	25%	184

US Senate – Karen Testerman vs. Jeanne Shaheen – Likely Voters

STATEWIDE	<u>Testerman</u> 25%	<u>Shaheen</u> 48%	<u>Other</u> 2%	<u>DK</u> 25%	<u>(N)</u> 384
Democrat	0%	84%	1%	14%	157
Independent	35%	30%	3%	32%	62
Republican	49%	18%	1%	31%	144
Liberal	8%	83%	0%	9%	79
Moderate	17%	48%	2%	33%	155
Conservative	50%	19%	2%	29%	105
Support Tea Party	56%	16%	2%	26%	91
Neutral	25%	39%	0%	36%	116
Oppose Tea Party	6%	76%	2%	17%	151
Lifelong NH Resident	20%	55%	1%	25%	110
Moved From Massachusetts	35%	40%	3%	22%	99
Moved From Somewhere Else	23%	48%	1%	27%	175
Definitely Decided	28%	60%	4%	9%	63
Leaning Toward Someone	21%	58%	0%	21%	48
Still Trying To Decide	26%	43%	2%	29%	264
Union household	21%	64%	0%	15%	70
Non-union	26%	44%	2%	28%	301
Read Union Leader	36%	42%	2%	20%	80
Read Boston Globe	9%	63%	1%	26%	58
Watch WMUR	25%	50%	1%	25%	232
Listen to NHPR	15%	65%	1%	18%	144
10 yrs. or less in NH	24%	53%	1%	21%	51
11 to 20 years	27%	41%	1%	30%	62
More than 20 years	23%	51%	2%	25%	246
18 to 34	22%	56%	2%	20%	74
35 to 49	23%	42%	3%	32%	104
50 to 64	26%	50%	0%	24%	108
65 and over	25%	50%	2%	23%	72
Male	28%	46%	1%	25%	195
Female	23%	50%	2%	25%	189
High school or less	32%	36%	1%	31%	55
Some college	27%	46%	3%	23%	90
College graduate	24%	52%	1%	23%	128
Post-graduate	19%	55%	1%	26%	95
Attend services 1 or more/week	30%	38%	3%	29%	93
1-2 times a month	19%	51%	0%	30%	50
Less often	21%	52%	1%	26%	103
Never	27%	53%	1%	19%	113
North Country	8%	61%	0%	31%	34
Central / Lakes	23%	57%	3%	17%	67
Connecticut Valley	33%	51%	0%	16%	45
Mass Border	22%	46%	1%	31%	108
Seacoast	26%	43%	3%	29%	60
Manchester Area	37%	39%	2%	23%	71
First Cong. Dist.	24%	45%	2%	29%	199
Second Cong. Dist.	26%	52%	1%	21%	184