

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 9, 2014

SHAHEEN CONTINUES TO LEAD GOP CHALLENGERS

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DURHAM, NH – With four months to go before the 2014 election, Senator Jeanne Shaheen leads her potential Republican challengers by double digits. Former Massachusetts Senator Scott Brown is the strongest challenger, but he is still 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. Six hundred and sixty-nine (669) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between June 19 and July 1, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 509 likely voters (with a +/- 4.3 percent margin of sampling error).

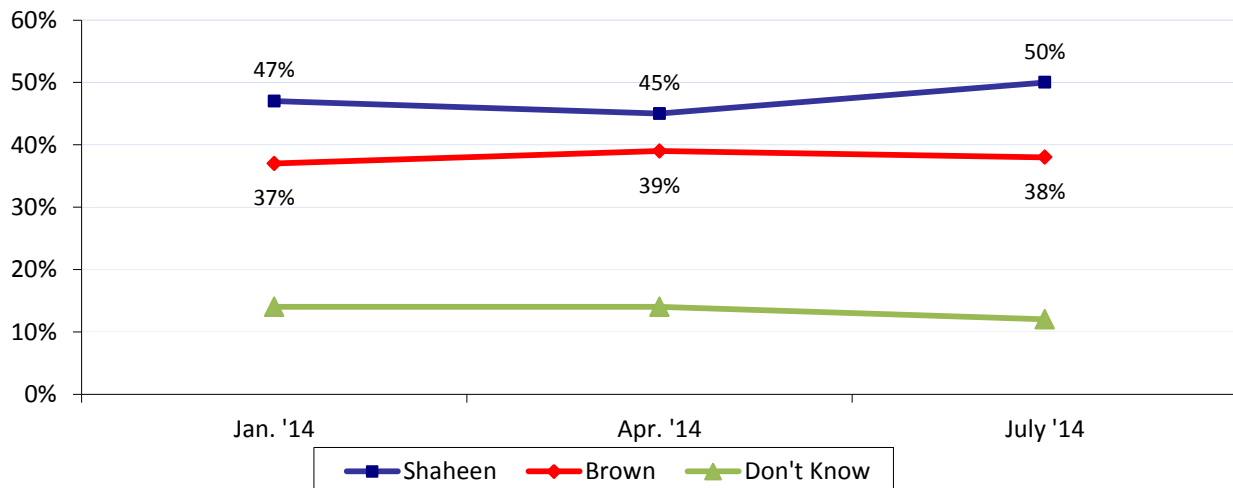
2014 U.S. Senate Election

Despite considerable media attention, very few voters have decided who they will vote support in the race for the U.S. Senate seat from New Hampshire. Only 17% of likely voters say they have definitely decided who to support, 14% are leaning towards someone, and 69% are still trying to decide.

The overriding dynamic in this race is that the Republican challengers to incumbent Senator Jeanne Shaheen are either unknown or unpopular.

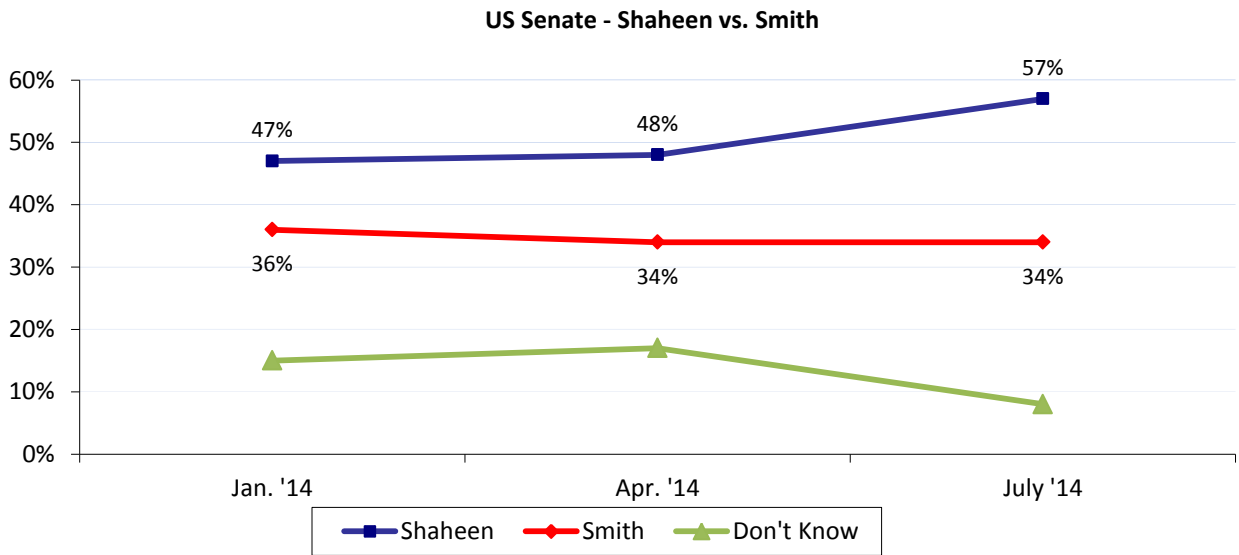
If the election were held today and Shaheen and former Massachusetts Senator Scott Brown were the candidates, 50% of likely voters say they would vote for Shaheen, 38% would vote for Brown, and 12% are undecided. When undecided voters are asked which candidate they lean toward supporting, 52% would vote for Shaheen, 40% would vote for Brown, 1% would vote for someone else and 7% are still undecided.

US Senate - Shaheen vs. Brown

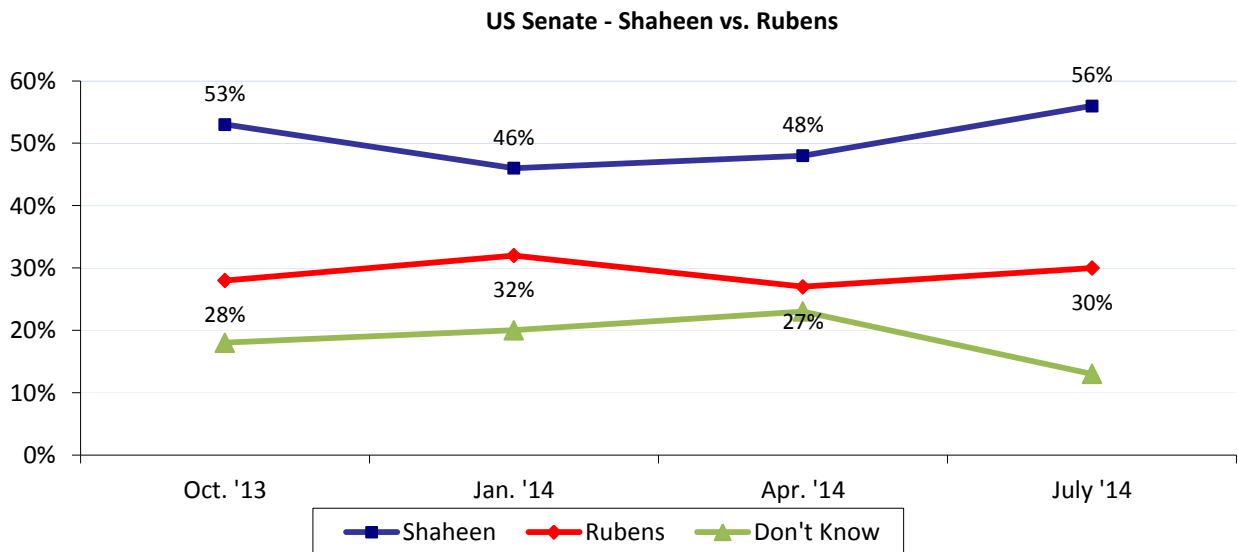


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

If former New Hampshire Senator Bob Smith were the Republican nominee, 57% of likely voters say they would vote for Shaheen, 34% would vote for Smith, 1% support someone else, and 8% are undecided. When undecided voters are asked which candidate they lean toward supporting, the margin stays the same -- 57% would vote for Shaheen, 34% would vote for Smith, 1% would vote for someone else and 8% are still undecided.



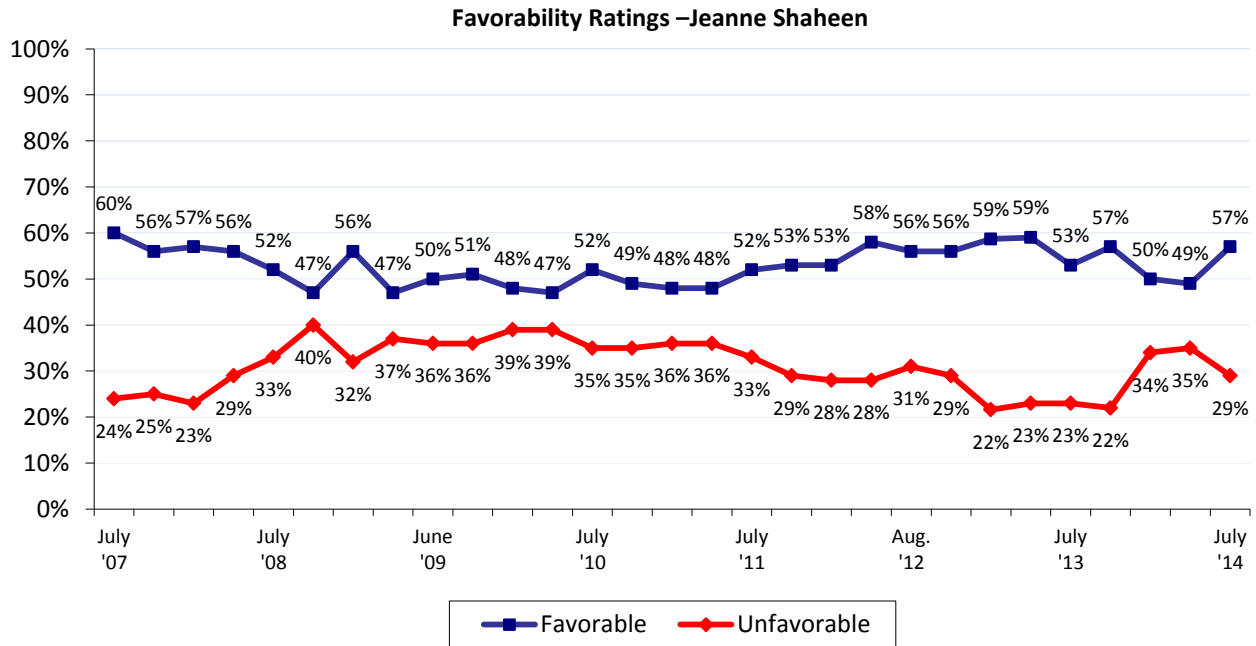
And if former State Senator Jim Rubens were the Republican nominee, 56% of likely voters say they would vote for Shaheen, 30% would vote for Rubens, 1% support someone else, and 13% are undecided. When undecided voters are asked which candidate they lean toward supporting, 57% would vote for Shaheen, 33% would vote for Rubens, 1% would support someone else and 9% are undecided.



While all candidates lead by large margins in their respective parties, Brown is closer to Shaheen because he leads among Independents by a 42%-34% margin. Smith (38%-44%) and Rubens (28%-41%) trail Shaheen among independents.

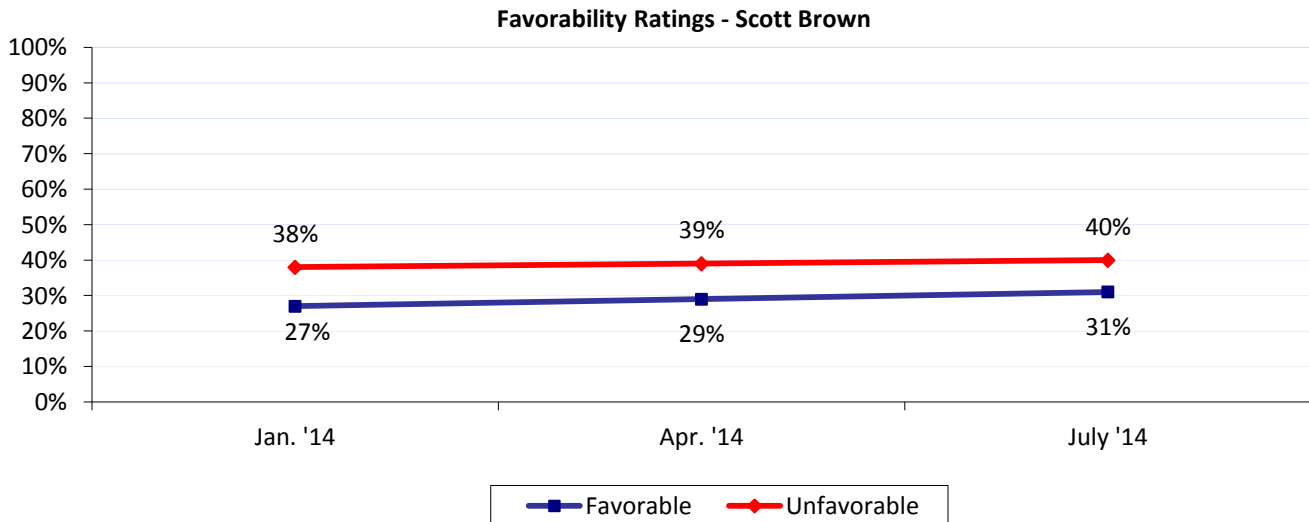
Favorability Ratings – Senator Jeanne Shaheen

A major reason why Shaheen is currently leading is that she is a popular incumbent. In the most recent Granite State Poll, 57% of New Hampshire adults say they have a favorable opinion of Shaheen, 29% have an unfavorable opinion of her, 5% 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 +28%, which is up from +14% in April. Shaheen is viewed very favorably by Democrats (net +78%) and unfavorably by Republicans (-19%), while Independents are divided (+0%). Shaheen's net favorability among 2014 likely voters is +25%.

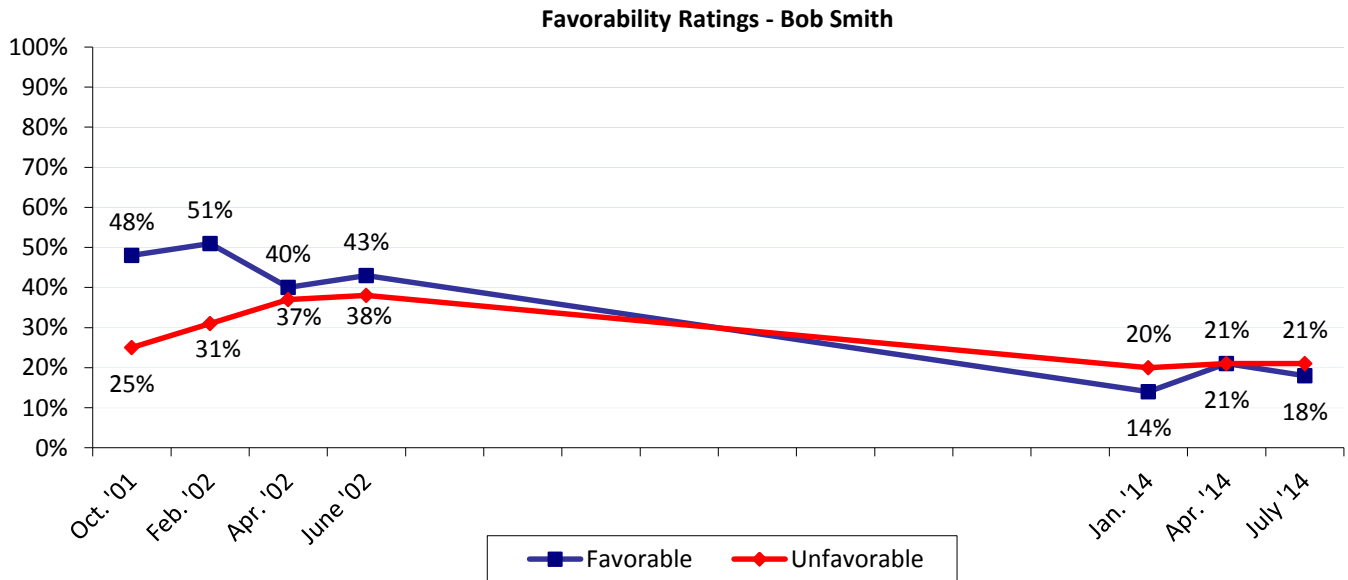


GOP Challengers for U.S. Senate

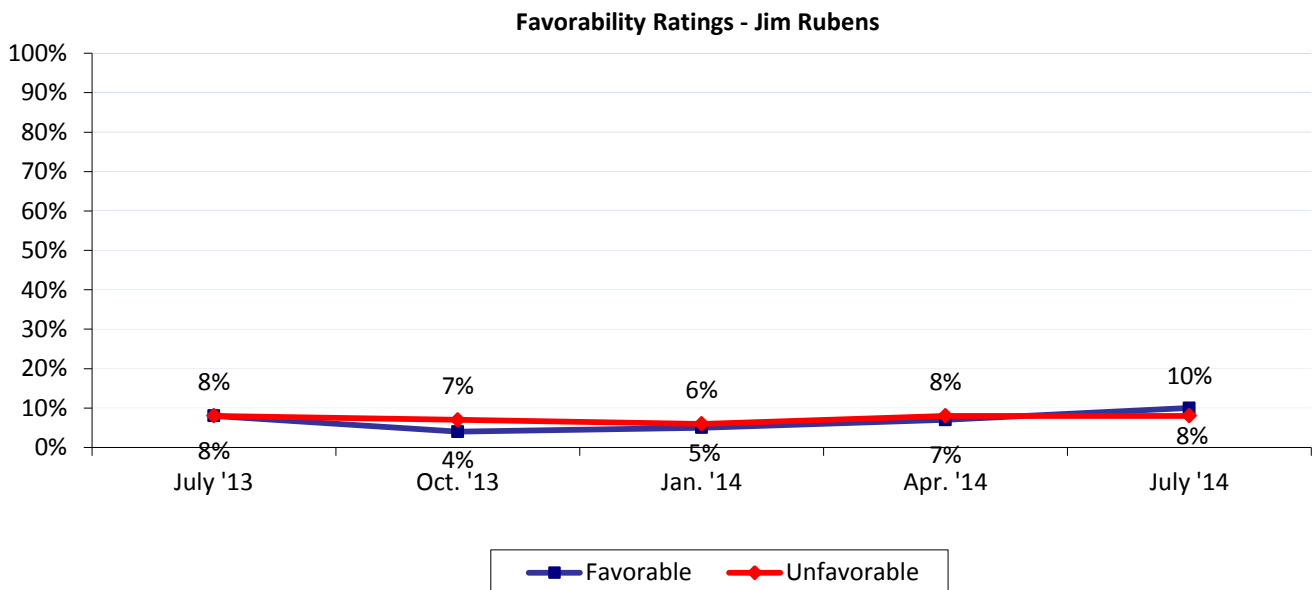
Brown has the highest name recognition of any Republican challenger but he remains unpopular in the state. Currently 31% of New Hampshire adults say they have a favorable opinion of Brown, 40% have an unfavorable opinion, 8% are neutral and 21% don't know enough to say. His net favorability is -9%, which is up from -10% in April. Brown remains popular among Republicans (net +45%), but is somewhat unpopular among Independents (-5%) and very unpopular among Democrats (net -52%).



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 largely unknown in the state. Currently, 18% of New Hampshire adults say they have a favorable opinion of Smith, 21% have an unfavorable opinion, 6% are neutral and 55% don't know enough to say. His net favorability is -3%, which is down from 0% in April. Smith is somewhat popular among Republicans (net +13%) and somewhat unpopular among Independents (-3%) and Democrats (net -17%).

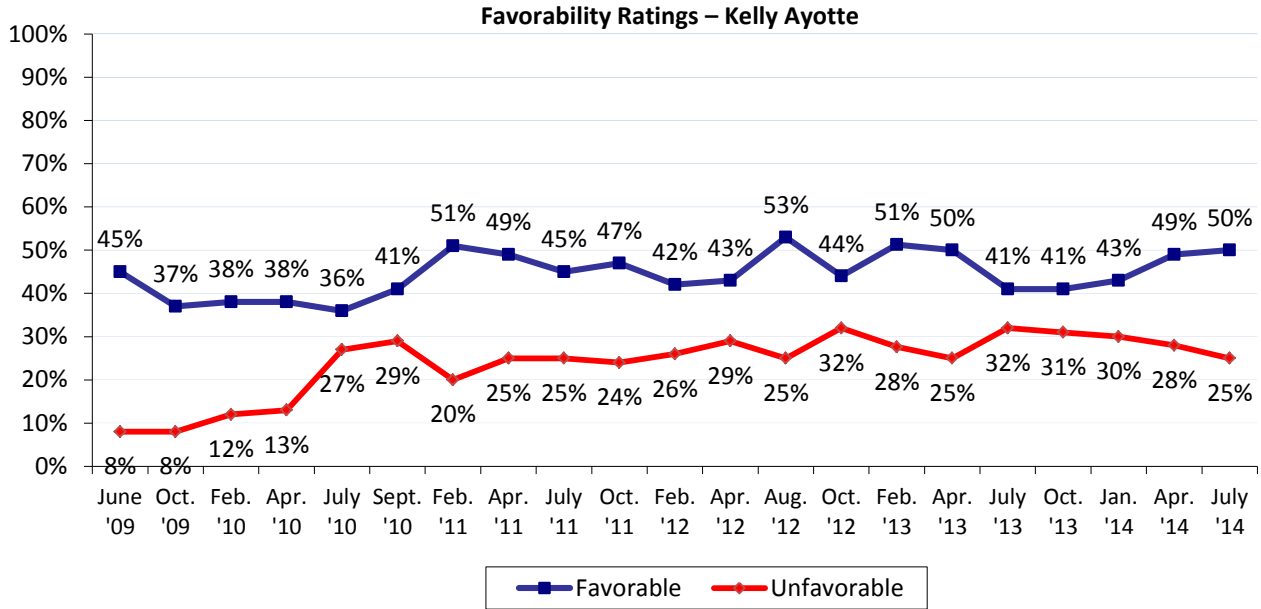


Jim Rubens remains largely unknown in the Granite State. Currently, only 10% of New Hampshire adults have a favorable opinion of Rubens, 8% have an unfavorable opinion, 5% are neutral and 77% don't know enough to say. Rubens' net favorability rating is +2%, which is up from -1% in April.



Favorability Ratings – Senator Kelly Ayotte

The favorability ratings of New Hampshire’s junior senator, Republican Kelly Ayotte, continue to improve over the past year. Currently, 50% of New Hampshire adults have a favorable opinion of Ayotte, 25% have an unfavorable opinion of her, 8% are neutral and 17% don’t know enough about her to say. Ayotte’s net favorability rating is +25%, which is up from +21% in April. She remains very popular among Republicans (net favorability rating of +60%), and is somewhat popular among independents (+14%) and Democrats (+3%).



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Six hundred and sixty-nine (669) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between June 19 and July 1, 2014. The margin of sampling error for the survey is +/- 3.8 percent. The sample included 509 likely voters (with a +/- 4.3 percent margin of sampling error).

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, Summer 2014 Demographics

Sex	N	%	Region	N	%
Male	330	49%	North Country	54	8%
Female	339	51%	Central/Lakes	99	15%
			Connecticut Valley	94	14%
			Mass Border	181	27%
			Seacoast	114	17%
			Manchester Area	127	19%
Age	N	%	Party Registration	N	%
18 to 34	184	28%	Democrat	134	25%
35 to 49	172	26%	Undeclared	274	50%
50 to 64	176	27%	Republican	140	26%
65 and Over	120	18%	Party Identification	N	%
			Democrat	291	44%
			Independent	140	21%
			Republican	228	35%
Highest Level of Education	N	%			
High School or Less	133	20%			
Some College	169	25%			
College Graduate	206	31%			
Post-Graduate	159	24%			
Years Lived in NH	N	%			
10 yrs. or less	80	12%			
11-20 yrs.	152	23%			
> 20 yrs.	421	65%			

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>	<u>July '14</u>
Definitely Decided	6%	10%	17%	17%
Leaning Toward Someone	7%	9%	13%	14%
Still Trying to Decide	87%	81%	70%	69%
N=	(504)	(457)	(378)	(498)

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>	<u>July '14</u>
Brown	37%	39%	38%
Shaheen	47%	45%	50%
Other	3%	2%	0%
Don't know / undecided	14%	14%	12%
(N=)	(454)	(387)	(502)

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>	<u>July '14</u>
Rubens	28%	32%	27%	30%
Shaheen	53%	46%	48%	56%
Other	1%	1%	1%	1%
Don't know / undecided	18%	20%	23%	13%
(N=)	(516)	(461)	(384)	(498)

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>	<u>July '14</u>
Smith	36%	34%	34%
Shaheen	47%	48%	57%
Other	2%	1%	1%
Don't know / undecided	15%	17%	8%
(N=)	(460)	(384)	(500)

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>
July '14	18%	6%	21%	55%	-3%	(668)
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>
July '14	10%	5%	8%	77%	+2%	(668)
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 – 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>
July '14	31%	8%	40%	21%	-9%	(666)
Apr. '14	29%	11%	39%	21%	-10%	(507)
Jan. '14	27%	8%	38%	27%	-11%	(581)

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>
July '14	57%	5%	29%	9%	+28%	(668)
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>
July '14	50%	8%	25%	17%	+25%	(668)
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	57%	5%	29%	9%	668
Democrat	84%	1%	6%	9%	291
Independent	43%	8%	43%	6%	140
Republican	32%	8%	51%	10%	227
Liberal	86%	1%	4%	9%	156
Moderate	63%	4%	26%	7%	284
Conservative	24%	6%	60%	10%	176
Support Tea Party	17%	7%	72%	4%	130
Neutral	53%	7%	27%	13%	229
Oppose Tea Party	80%	2%	13%	5%	272
Lifelong NH Resident	62%	2%	28%	8%	195
Moved From Massachusetts	51%	10%	29%	10%	176
Moved From Somewhere Else	57%	4%	30%	10%	298
Likely Voter	58%	5%	33%	4%	509
Non-Likely Voter	53%	4%	16%	27%	160
Union household	68%	5%	21%	6%	80
Non-union	55%	5%	30%	10%	582
Read Union Leader	50%	5%	33%	12%	151
Read Boston Globe	76%	4%	17%	3%	87
Watch WMUR	55%	4%	31%	9%	377
Listen to NHPR	71%	3%	19%	7%	195
10 yrs or less in NH	53%	6%	29%	13%	80
11 to 20 years	54%	6%	24%	16%	152
More than 20 years	59%	4%	31%	6%	421
18 to 34	62%	4%	16%	17%	184
35 to 49	51%	3%	36%	10%	172
50 to 64	62%	7%	28%	3%	176
65 and over	50%	6%	38%	5%	120
Male	53%	5%	34%	8%	329
Female	61%	5%	24%	10%	339
High school or less	42%	7%	28%	23%	133
Some college	52%	6%	32%	10%	168
College graduate	61%	4%	32%	4%	206
Post-graduate	69%	4%	23%	3%	159
Attend services 1 or more/week	40%	7%	43%	10%	135
1-2 times a month	70%	9%	17%	4%	78
Less often	63%	3%	29%	5%	173
Never	58%	4%	25%	13%	256
North Country	60%	1%	18%	21%	54
Central / Lakes	66%	4%	23%	7%	99
Connecticut Valley	60%	3%	25%	12%	94
Mass Border	54%	4%	31%	10%	180
Seacoast	59%	9%	27%	6%	114
Manchester Area	47%	7%	40%	6%	127
First Cong. Dist	55%	7%	31%	7%	341
Second Cong. Dist	59%	3%	27%	11%	327

Favorability Rating – Senator Kelly Ayotte

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	50%	8%	25%	17%	668
Democrat	38%	8%	35%	18%	291
Independent	44%	12%	30%	15%	140
Republican	70%	4%	10%	16%	227
Liberal	32%	3%	45%	20%	156
Moderate	52%	9%	22%	17%	284
Conservative	63%	11%	14%	12%	176
Support Tea Party	64%	8%	19%	9%	130
Neutral	56%	9%	8%	27%	229
Oppose Tea Party	39%	7%	44%	10%	272
Lifelong NH Resident	51%	8%	19%	22%	195
Moved From Massachusetts	59%	4%	27%	10%	176
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Non-Likely Voter	39%	6%	10%	44%	160
Union household	49%	17%	25%	9%	80
Non-union	50%	7%	25%	18%	582
Read Union Leader	60%	9%	18%	13%	151
Read Boston Globe	40%	8%	42%	10%	87
Watch WMUR	56%	9%	24%	12%	377
Listen to NHPR	50%	6%	36%	8%	195
10 yrs or less in NH	38%	5%	36%	21%	80
11 to 20 years	57%	5%	19%	20%	152
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65 and over	59%	10%	24%	8%	120
Male	56%	5%	25%	15%	329
Female	44%	11%	25%	20%	339
High school or less	55%	5%	15%	25%	133
Some college	53%	4%	14%	28%	168
College graduate	53%	6%	31%	11%	206
Post-graduate	38%	17%	38%	8%	159
Attend services 1 or more/week	58%	9%	21%	12%	135
1-2 times a month	50%	10%	20%	21%	78
Less often	50%	9%	25%	15%	173
Never	46%	5%	29%	20%	256
North Country	55%	9%	22%	15%	54
Central / Lakes	47%	6%	23%	24%	99
Connecticut Valley	46%	4%	26%	24%	94
Mass Border	56%	9%	23%	13%	180
Seacoast	42%	12%	21%	25%	114
Manchester Area	52%	7%	33%	8%	127
First Cong. Dist	47%	9%	26%	17%	341
Second Cong. Dist	52%	6%	24%	18%	327

Favorability Rating –Jim Rubens

	<u>Favorable</u> 10%	<u>Neutral</u> 5%	<u>Unfavorable</u> 8%	<u>Don't Know</u> 77%	<u>(N)</u> 668
STATEWIDE					
Democrat	7%	4%	8%	81%	291
Independent	8%	5%	7%	79%	140
Republican	16%	7%	7%	70%	227
Liberal	12%	4%	10%	75%	156
Moderate	9%	5%	8%	78%	284
Conservative	12%	7%	7%	74%	176
Support Tea Party	16%	8%	8%	68%	130
Neutral	7%	4%	5%	84%	229
Oppose Tea Party	10%	4%	11%	74%	272
Lifelong NH Resident	14%	4%	7%	75%	195
Moved From Massachusetts	7%	6%	7%	80%	176
Moved From Somewhere Else	10%	5%	8%	77%	298
Likely Voter	11%	5%	10%	74%	509
Non-Likely Voter	6%	5%	1%	88%	160
Union household	3%	6%	15%	75%	80
Non-union	10%	5%	7%	78%	582
Read Union Leader	13%	7%	11%	68%	151
Read Boston Globe	13%	7%	13%	67%	87
Watch WMUR	11%	5%	9%	75%	377
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10 yrs or less in NH	3%	4%	5%	88%	80
11 to 20 years	12%	3%	4%	81%	152
More than 20 years	11%	6%	9%	74%	421
18 to 34	12%	4%	2%	83%	184
35 to 49	5%	3%	8%	84%	172
50 to 64	12%	7%	14%	67%	176
65 and over	13%	6%	7%	74%	120
Male	12%	5%	10%	72%	329
Female	8%	5%	5%	82%	339
High school or less	11%	1%	4%	84%	133
Some college	6%	8%	7%	79%	168
College graduate	14%	5%	7%	74%	206
Post-graduate	8%	7%	12%	74%	159
Attend services 1 or more/week	11%	6%	13%	70%	135
1-2 times a month	19%	9%	8%	64%	78
Less often	11%	4%	6%	79%	173
Never	7%	5%	6%	83%	256
North Country	8%	0%	9%	83%	54
Central / Lakes	7%	5%	6%	82%	99
Connecticut Valley	17%	10%	10%	64%	94
Mass Border	10%	7%	9%	74%	180
Seacoast	10%	5%	5%	80%	114
Manchester Area	8%	2%	7%	83%	127
First Cong. Dist	8%	4%	8%	80%	341
Second Cong. Dist	12%	7%	7%	74%	327

Favorability Rating – Bob Smith

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	18%	6%	21%	55%	668
Democrat	10%	4%	27%	59%	291
Independent	18%	10%	21%	51%	140
Republican	27%	8%	14%	51%	227
Liberal	8%	5%	28%	60%	156
Moderate	16%	6%	21%	57%	284
Conservative	33%	10%	16%	41%	176
Support Tea Party	38%	9%	12%	41%	130
Neutral	18%	6%	12%	64%	229
Oppose Tea Party	8%	6%	35%	51%	272
Lifelong NH Resident	19%	6%	15%	60%	195
Moved From Massachusetts	16%	9%	25%	50%	176
Moved From Somewhere Else	18%	5%	23%	54%	298
Likely Voter	20%	7%	26%	46%	509
Non-Likely Voter	10%	5%	4%	82%	160
Union household	11%	12%	23%	54%	80
Non-union	19%	6%	21%	55%	582
Read Union Leader	24%	10%	28%	38%	151
Read Boston Globe	20%	5%	32%	43%	87
Watch WMUR	21%	6%	24%	49%	377
Listen to NHPR	12%	5%	35%	48%	195
10 yrs or less in NH	10%	6%	7%	78%	80
11 to 20 years	15%	4%	13%	68%	152
More than 20 years	20%	6%	27%	47%	421
18 to 34	5%	2%	5%	89%	184
35 to 49	19%	10%	13%	59%	172
50 to 64	23%	7%	36%	35%	176
65 and over	28%	7%	38%	28%	120
Male	22%	6%	22%	50%	329
Female	14%	7%	20%	60%	339
High school or less	31%	3%	12%	54%	133
Some college	14%	6%	18%	63%	168
College graduate	15%	10%	20%	55%	206
Post-graduate	14%	5%	33%	48%	159
Attend services 1 or more/week	19%	12%	30%	40%	135
1-2 times a month	18%	7%	20%	55%	78
Less often	24%	6%	20%	51%	173
Never	13%	4%	18%	65%	256
North Country	8%	12%	27%	53%	54
Central / Lakes	19%	5%	19%	57%	99
Connecticut Valley	21%	6%	23%	50%	94
Mass Border	18%	7%	21%	54%	180
Seacoast	16%	6%	23%	56%	114
Manchester Area	19%	5%	17%	58%	127
First Cong. Dist	17%	6%	22%	54%	341
Second Cong. Dist	18%	7%	20%	55%	327

Favorability Rating – Scott Brown

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	31%	8%	40%	21%	666
Democrat	13%	3%	65%	19%	289
Independent	31%	9%	36%	23%	140
Republican	56%	14%	11%	19%	227
Liberal	10%	1%	66%	23%	156
Moderate	34%	7%	40%	19%	282
Conservative	51%	16%	18%	15%	176
Support Tea Party	54%	16%	19%	11%	130
Neutral	33%	9%	25%	34%	229
Oppose Tea Party	20%	5%	65%	10%	272
Lifelong NH Resident	25%	3%	42%	30%	193
Moved From Massachusetts	42%	12%	38%	9%	176
Moved From Somewhere Else	29%	9%	40%	22%	298
Likely Voter	34%	10%	42%	13%	507
Non-Likely Voter	21%	3%	31%	45%	160
Union household	34%	5%	43%	17%	80
Non-union	31%	9%	39%	21%	580
Read Union Leader	42%	9%	34%	15%	151
Read Boston Globe	36%	6%	50%	8%	87
Watch WMUR	38%	10%	38%	14%	375
Listen to NHPR	20%	6%	61%	14%	195
10 yrs or less in NH	45%	2%	33%	21%	80
11 to 20 years	28%	14%	41%	18%	150
More than 20 years	30%	6%	42%	22%	421
18 to 34	20%	6%	40%	34%	182
35 to 49	35%	7%	36%	22%	172
50 to 64	31%	10%	49%	11%	176
65 and over	42%	10%	34%	14%	120
Male	39%	9%	37%	15%	329
Female	23%	8%	42%	27%	337
High school or less	29%	3%	36%	32%	131
Some college	27%	10%	33%	30%	168
College graduate	37%	10%	39%	15%	206
Post-graduate	30%	9%	52%	10%	159
Attend services 1 or more/week	30%	14%	39%	17%	135
1-2 times a month	30%	11%	39%	19%	78
Less often	40%	6%	38%	15%	171
Never	26%	5%	42%	27%	256
North Country	23%	7%	49%	21%	52
Central / Lakes	28%	7%	40%	26%	99
Connecticut Valley	20%	6%	46%	28%	94
Mass Border	38%	8%	40%	14%	180
Seacoast	31%	10%	35%	25%	114
Manchester Area	35%	11%	36%	19%	127
First Cong. Dist	34%	9%	36%	22%	341
Second Cong. Dist	29%	8%	44%	20%	326

Firmness of choice for New Hampshire Senate

	Definitely <u>Decided</u>	Leaning Toward <u>Someone</u>	Still Trying <u>To Decide</u>	(N=)
STATEWIDE	17%	14%	69%	498
Democrat	25%	13%	62%	205
Independent	6%	15%	79%	104
Republican	14%	15%	71%	186
Liberal	30%	11%	60%	109
Moderate	13%	14%	74%	213
Conservative	14%	20%	66%	150
Support Tea Party	13%	27%	60%	112
Neutral	8%	8%	84%	144
Oppose Tea Party	25%	13%	62%	223
Lifelong NH Resident	11%	12%	77%	132
Moved From Massachusetts	21%	19%	60%	133
Moved From Somewhere Else	17%	13%	69%	233
Union household	24%	20%	56%	65
Non-union	16%	13%	71%	432
Read Union Leader	17%	20%	63%	114
Read Boston Globe	24%	13%	63%	69
Watch WMUR	17%	16%	67%	292
Listen to NHPR	25%	15%	61%	165
10 yrs or less in NH	13%	16%	71%	54
11 to 20 years	17%	11%	72%	106
More than 20 years	17%	15%	68%	329
18 to 34	2%	2%	96%	107
35 to 49	14%	15%	71%	121
50 to 64	23%	23%	54%	154
65 and over	26%	13%	61%	105
Male	16%	15%	70%	264
Female	18%	14%	68%	234
High school or less	8%	13%	79%	86
Some college	14%	14%	72%	108
College graduate	12%	19%	70%	171
Post-graduate	31%	11%	59%	133
Attend services 1 or more/week	16%	28%	56%	106
1-2 times a month	18%	9%	73%	58
Less often	17%	9%	74%	143
Never	17%	11%	73%	172
North Country	14%	29%	56%	37
Central / Lakes	15%	10%	74%	71
Connecticut Valley	26%	17%	57%	70
Mass Border	19%	10%	71%	131
Seacoast	15%	16%	69%	90
Manchester Area	10%	15%	76%	99
First Cong. Dist	14%	17%	69%	257
Second Cong. Dist	19%	12%	69%	241

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

STATEWIDE	<u>Brown</u> 38%	<u>Shaheen</u> 50%	<u>Other</u> 0%	<u>DK</u> 12%	<u>(N)</u> 502
Democrat	5%	89%	0%	6%	210
Independent	42%	34%	0%	24%	104
Republican	73%	15%	1%	11%	185
Liberal	8%	88%	0%	4%	114
Moderate	28%	55%	0%	17%	213
Conservative	76%	11%	1%	12%	150
Support Tea Party	81%	7%	0%	11%	112
Neutral	42%	39%	1%	17%	144
Oppose Tea Party	14%	78%	0%	8%	227
Lifelong NH Resident	35%	48%	0%	17%	134
Moved From Massachusetts	40%	50%	1%	10%	133
Moved From Somewhere Else	38%	52%	0%	10%	235
Definitely Decided	33%	66%	0%	1%	83
Leaning Toward Someone	49%	45%	0%	6%	71
Still Trying To Decide	37%	47%	1%	16%	340
Union household	37%	46%	0%	17%	64
Non-union	38%	51%	0%	11%	437
Read Union Leader	49%	36%	0%	16%	114
Read Boston Globe	20%	70%	0%	10%	70
Watch WMUR	41%	48%	0%	11%	292
Listen to NHPR	21%	68%	0%	11%	168
10 yrs or less in NH	41%	45%	1%	12%	56
11 to 20 years	41%	46%	0%	13%	107
More than 20 years	35%	53%	0%	11%	328
18 to 34	28%	65%	0%	7%	107
35 to 49	40%	40%	0%	20%	124
50 to 64	34%	55%	1%	9%	153
65 and over	47%	41%	0%	12%	107
Male	43%	44%	1%	12%	264
Female	31%	57%	0%	12%	239
High school or less	36%	42%	0%	22%	85
Some college	40%	48%	0%	12%	108
College graduate	47%	43%	1%	9%	172
Post-graduate	25%	66%	0%	9%	137
Attend services 1 or more/week	51%	33%	1%	15%	105
1-2 times a month	39%	50%	1%	10%	63
Less often	41%	43%	0%	16%	144
Never	27%	65%	0%	8%	173
North Country	17%	54%	3%	26%	36
Central / Lakes	35%	55%	1%	9%	72
Connecticut Valley	26%	69%	0%	5%	72
Mass Border	44%	44%	0%	12%	131
Seacoast	44%	43%	1%	13%	89
Manchester Area	41%	46%	0%	13%	102
First Cong. Dist	39%	44%	0%	17%	259
Second Cong. Dist	36%	57%	1%	6%	243

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

STATEWIDE	<u>Brown</u> 40%	<u>Shaheen</u> 52%	<u>Other</u> 1%	<u>DK</u> 7%	<u>(N)</u> 502
Democrat	5%	91%	0%	3%	210
Independent	47%	36%	1%	16%	104
Republican	75%	17%	1%	6%	185
Liberal	9%	88%	0%	2%	114
Moderate	28%	60%	1%	11%	213
Conservative	82%	11%	1%	6%	150
Support Tea Party	86%	8%	0%	6%	112
Neutral	44%	41%	2%	13%	144
Oppose Tea Party	15%	82%	0%	3%	227
Lifelong NH Resident	38%	54%	0%	8%	134
Moved From Massachusetts	43%	50%	1%	6%	133
Moved From Somewhere Else	39%	53%	0%	8%	235
Definitely Decided	33%	67%	0%	1%	83
Leaning Toward Someone	49%	51%	0%	0%	71
Still Trying To Decide	40%	49%	1%	10%	340
Union household	37%	53%	2%	9%	64
Non-union	40%	52%	0%	7%	437
Read Union Leader	51%	40%	1%	8%	114
Read Boston Globe	25%	71%	0%	4%	70
Watch WMUR	43%	51%	0%	6%	292
Listen to NHPR	22%	71%	0%	8%	168
10 yrs or less in NH	41%	46%	3%	10%	56
11 to 20 years	46%	46%	0%	8%	107
More than 20 years	37%	56%	0%	7%	328
18 to 34	28%	68%	0%	4%	107
35 to 49	48%	45%	1%	6%	124
50 to 64	35%	55%	1%	9%	153
65 and over	47%	43%	0%	10%	107
Male	47%	46%	1%	6%	264
Female	32%	59%	0%	8%	239
High school or less	46%	44%	0%	10%	85
Some college	40%	51%	0%	9%	108
College graduate	48%	46%	1%	4%	172
Post-graduate	25%	66%	1%	8%	137
Attend services 1 or more/week	51%	38%	2%	10%	105
1-2 times a month	40%	50%	1%	8%	63
Less often	47%	46%	0%	8%	144
Never	28%	67%	0%	5%	173
North Country	17%	68%	3%	12%	36
Central / Lakes	35%	55%	1%	9%	72
Connecticut Valley	26%	69%	0%	5%	72
Mass Border	47%	47%	1%	6%	131
Seacoast	45%	46%	1%	8%	89
Manchester Area	46%	47%	0%	7%	102
First Cong. Dist	42%	48%	1%	9%	259
Second Cong. Dist	37%	58%	1%	5%	243

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

STATEWIDE	<u>Rubens</u> 30%	<u>Shaheen</u> 56%	<u>Other</u> 1%	<u>DK</u> 13%	<u>(N)</u> 498
Democrat	3%	96%	0%	1%	209
Independent	28%	41%	2%	29%	104
Republican	63%	19%	1%	17%	181
Liberal	4%	94%	0%	3%	114
Moderate	20%	63%	0%	16%	211
Conservative	67%	13%	2%	18%	147
Support Tea Party	70%	10%	3%	18%	111
Neutral	31%	51%	1%	18%	142
Oppose Tea Party	10%	82%	0%	8%	226
Lifelong NH Resident	30%	53%	0%	17%	134
Moved From Massachusetts	32%	56%	2%	10%	132
Moved From Somewhere Else	29%	58%	0%	13%	232
Definitely Decided	25%	68%	2%	5%	81
Leaning Toward Someone	44%	52%	0%	5%	69
Still Trying To Decide	29%	54%	1%	17%	339
Union household	27%	57%	2%	14%	64
Non-union	30%	56%	1%	13%	433
Read Union Leader	34%	48%	2%	15%	114
Read Boston Globe	19%	75%	2%	4%	69
Watch WMUR	32%	57%	0%	11%	291
Listen to NHPR	16%	72%	0%	11%	166
10 yrs or less in NH	29%	52%	2%	17%	55
11 to 20 years	34%	57%	0%	10%	107
More than 20 years	29%	57%	1%	13%	325
18 to 34	21%	67%	0%	12%	107
35 to 49	30%	53%	2%	15%	123
50 to 64	30%	58%	1%	11%	151
65 and over	39%	46%	0%	16%	105
Male	37%	48%	1%	14%	262
Female	22%	65%	1%	12%	236
High school or less	34%	47%	0%	19%	83
Some college	35%	54%	1%	10%	107
College graduate	31%	53%	1%	15%	172
Post-graduate	23%	67%	1%	9%	136
Attend services 1 or more/week	40%	41%	3%	16%	104
1-2 times a month	28%	57%	0%	14%	62
Less often	30%	53%	0%	17%	143
Never	24%	67%	1%	9%	172
North Country	19%	76%	0%	5%	36
Central / Lakes	27%	59%	2%	11%	71
Connecticut Valley	24%	67%	2%	8%	72
Mass Border	34%	50%	1%	16%	130
Seacoast	36%	55%	0%	9%	88
Manchester Area	30%	48%	0%	22%	101
First Cong. Dist	31%	52%	1%	16%	258
Second Cong. Dist	29%	60%	1%	10%	240

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

	<u>Rubens</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	33%	57%	1%	9%	498
Democrat	3%	96%	0%	1%	209
Independent	37%	44%	2%	18%	104
Republican	66%	20%	2%	13%	181
Liberal	4%	94%	0%	3%	114
Moderate	23%	64%	1%	11%	211
Conservative	72%	14%	2%	12%	147
Support Tea Party	76%	11%	4%	10%	111
Neutral	32%	53%	1%	15%	142
Oppose Tea Party	13%	82%	0%	5%	226
Lifelong NH Resident	34%	53%	0%	13%	134
Moved From Massachusetts	32%	57%	2%	9%	132
Moved From Somewhere Else	32%	60%	1%	7%	232
Definitely Decided	26%	68%	2%	4%	81
Leaning Toward Someone	44%	52%	0%	4%	69
Still Trying To Decide	33%	55%	1%	11%	339
Union household	29%	57%	2%	12%	64
Non-union	34%	57%	1%	9%	433
Read Union Leader	35%	49%	3%	13%	114
Read Boston Globe	19%	76%	2%	3%	69
Watch WMUR	33%	58%	1%	8%	291
Listen to NHPR	19%	73%	0%	8%	166
10 yrs or less in NH	32%	52%	2%	15%	55
11 to 20 years	37%	57%	1%	6%	107
More than 20 years	32%	59%	1%	9%	325
18 to 34	27%	67%	0%	6%	107
35 to 49	34%	55%	3%	9%	123
50 to 64	30%	59%	1%	10%	151
65 and over	41%	46%	0%	13%	105
Male	41%	49%	1%	9%	262
Female	23%	66%	1%	10%	236
High school or less	40%	50%	0%	10%	83
Some college	35%	54%	1%	10%	107
College graduate	35%	54%	2%	9%	172
Post-graduate	24%	67%	1%	8%	136
Attend services 1 or more/week	43%	43%	3%	12%	104
1-2 times a month	33%	57%	0%	9%	62
Less often	36%	54%	1%	9%	143
Never	24%	67%	1%	9%	172
North Country	19%	76%	0%	5%	36
Central / Lakes	28%	59%	2%	10%	71
Connecticut Valley	25%	67%	2%	7%	72
Mass Border	40%	52%	1%	8%	130
Seacoast	36%	55%	1%	8%	88
Manchester Area	35%	49%	0%	16%	101
First Cong. Dist	34%	53%	1%	12%	258
Second Cong. Dist	32%	61%	1%	6%	240

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%	57%	1%	8%	500
Democrat	2%	95%	0%	3%	210
Independent	38%	44%	1%	17%	104
Republican	69%	20%	2%	9%	182
Liberal	5%	93%	0%	2%	114
Moderate	24%	64%	1%	11%	212
Conservative	75%	14%	2%	9%	148
Support Tea Party	81%	10%	2%	7%	112
Neutral	33%	53%	2%	12%	142
Oppose Tea Party	12%	82%	0%	6%	227
Lifelong NH Resident	36%	54%	1%	9%	133
Moved From Massachusetts	33%	58%	1%	9%	133
Moved From Somewhere Else	34%	58%	1%	8%	234
Definitely Decided	26%	68%	0%	5%	81
Leaning Toward Someone	41%	56%	0%	4%	72
Still Trying To Decide	35%	54%	1%	10%	338
Union household	28%	60%	2%	10%	64
Non-union	35%	56%	1%	8%	435
Read Union Leader	38%	49%	3%	9%	112
Read Boston Globe	22%	75%	0%	3%	70
Watch WMUR	35%	57%	1%	7%	291
Listen to NHPR	19%	75%	0%	6%	168
10 yrs or less in NH	30%	51%	2%	17%	57
11 to 20 years	38%	56%	1%	5%	107
More than 20 years	33%	58%	1%	7%	325
18 to 34	25%	65%	1%	8%	107
35 to 49	36%	57%	2%	6%	124
50 to 64	34%	57%	1%	9%	152
65 and over	40%	49%	0%	11%	104
Male	41%	51%	1%	7%	262
Female	26%	63%	1%	10%	238
High school or less	42%	46%	0%	12%	83
Some college	36%	55%	1%	8%	108
College graduate	38%	54%	1%	7%	173
Post-graduate	22%	69%	1%	8%	135
Attend services 1 or more/week	50%	40%	2%	8%	104
1-2 times a month	33%	60%	0%	7%	63
Less often	35%	54%	1%	10%	142
Never	24%	67%	1%	8%	173
North Country	17%	76%	3%	5%	36
Central / Lakes	30%	58%	0%	12%	71
Connecticut Valley	26%	69%	0%	6%	72
Mass Border	41%	51%	1%	7%	131
Seacoast	35%	54%	3%	8%	88
Manchester Area	40%	50%	0%	11%	102
First Cong. Dist	36%	52%	1%	10%	259
Second Cong. Dist	32%	61%	0%	7%	241

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

	<u>Smith</u>	<u>Shaheen</u>	<u>Other</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	34%	57%	1%	8%	500
Democrat	2%	96%	0%	2%	210
Independent	38%	44%	1%	17%	104
Republican	69%	20%	2%	9%	182
Liberal	5%	93%	0%	2%	114
Moderate	24%	65%	1%	10%	212
Conservative	75%	14%	2%	9%	148
Support Tea Party	81%	10%	2%	7%	112
Neutral	34%	53%	2%	11%	142
Oppose Tea Party	12%	83%	0%	5%	227
Lifelong NH Resident	36%	54%	1%	9%	133
Moved From Massachusetts	33%	58%	1%	9%	133
Moved From Somewhere Else	34%	59%	1%	6%	234
Definitely Decided	28%	68%	0%	4%	81
Leaning Toward Someone	41%	56%	0%	4%	72
Still Trying To Decide	35%	55%	1%	9%	338
Union household	28%	60%	2%	10%	64
Non-union	35%	57%	1%	7%	435
Read Union Leader	38%	49%	3%	9%	112
Read Boston Globe	22%	75%	0%	3%	70
Watch WMUR	35%	58%	1%	6%	291
Listen to NHPR	19%	75%	0%	6%	168
10 yrs or less in NH	31%	51%	2%	16%	57
11 to 20 years	38%	56%	1%	5%	107
More than 20 years	33%	59%	1%	6%	325
18 to 34	25%	68%	1%	6%	107
35 to 49	36%	57%	2%	6%	124
50 to 64	34%	57%	1%	9%	152
65 and over	41%	49%	0%	10%	104
Male	41%	51%	1%	7%	262
Female	26%	65%	1%	8%	238
High school or less	42%	50%	0%	9%	83
Some college	36%	55%	1%	8%	108
College graduate	38%	54%	1%	7%	173
Post-graduate	23%	69%	1%	7%	135
Attend services 1 or more/week	51%	40%	2%	7%	104
1-2 times a month	33%	60%	0%	7%	63
Less often	36%	56%	1%	8%	142
Never	24%	67%	1%	8%	173
North Country	17%	76%	3%	5%	36
Central / Lakes	30%	62%	0%	8%	71
Connecticut Valley	27%	69%	0%	5%	72
Mass Border	41%	51%	1%	7%	131
Seacoast	35%	54%	3%	7%	88
Manchester Area	40%	50%	0%	11%	102
First Cong. Dist	36%	52%	1%	10%	259
Second Cong. Dist	32%	62%	0%	5%	241