

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

January 31, 2014

SHAHEEN FAVORABILITY SLIDES, BUT LEADS ALL GOP CHALLENGERS IN RACE FOR NH SENATE SEAT

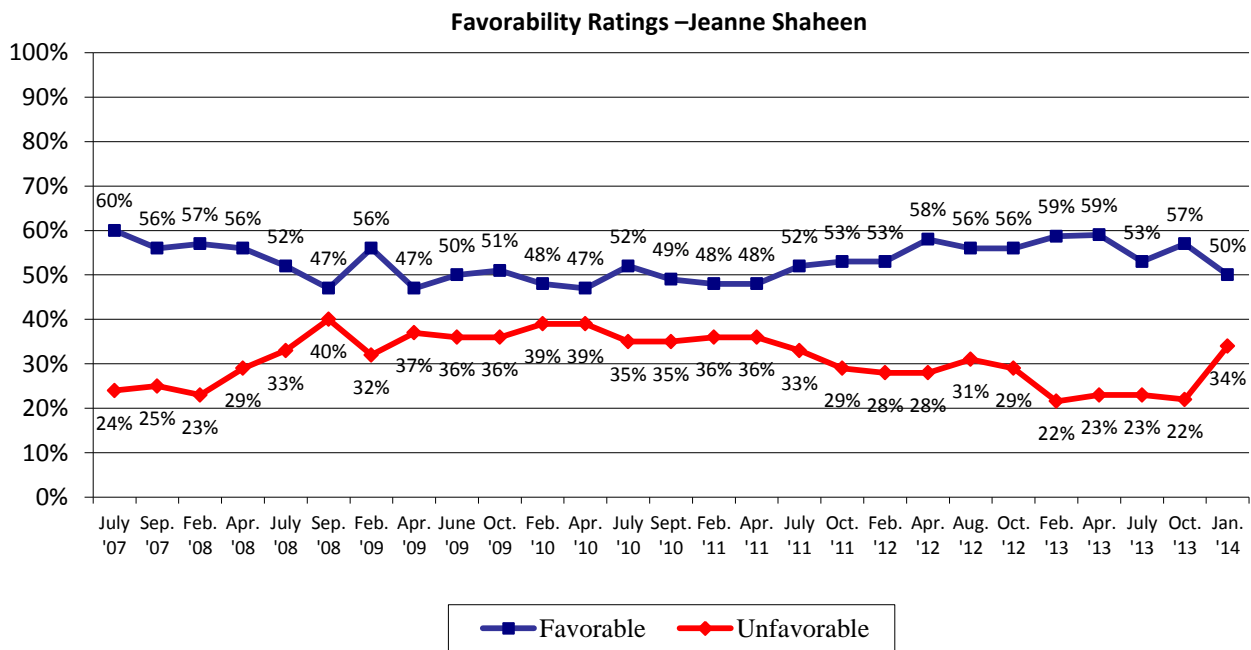
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www.unh.edu/survey-center

DURHAM, NH – Senator Jeanne Shaheen’s favorability in the Granite State have slipped in recent months, but she enjoys double digit leads over four potential Republican challengers for the 2014 election. Former Massachusetts Senator Scott Brown currently matches up the best against Shaheen, 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 eighty-four (584) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 21 and January 26, 2014. The margin of sampling error for the survey is +/- 4.1 percent.

Favorability Ratings – Senator Jeanne Shaheen

The senior member of the New Hampshire delegation, Democratic Senator Jeanne Shaheen, has long been one of the most popular politicians in New Hampshire. In the most recent Granite State Poll, 50% of New Hampshire adults say they have a favorable opinion of Shaheen, 34% 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 +16%. This is a drop from +35% net favorability in October and is her lowest rating in nearly three years, but it is typical for candidates as they enter a re-election period. Shaheen is still viewed very favorably by Democrats (net +64%), and favorably by Independents (+21%), but is viewed very unfavorably by Republicans (-38%).

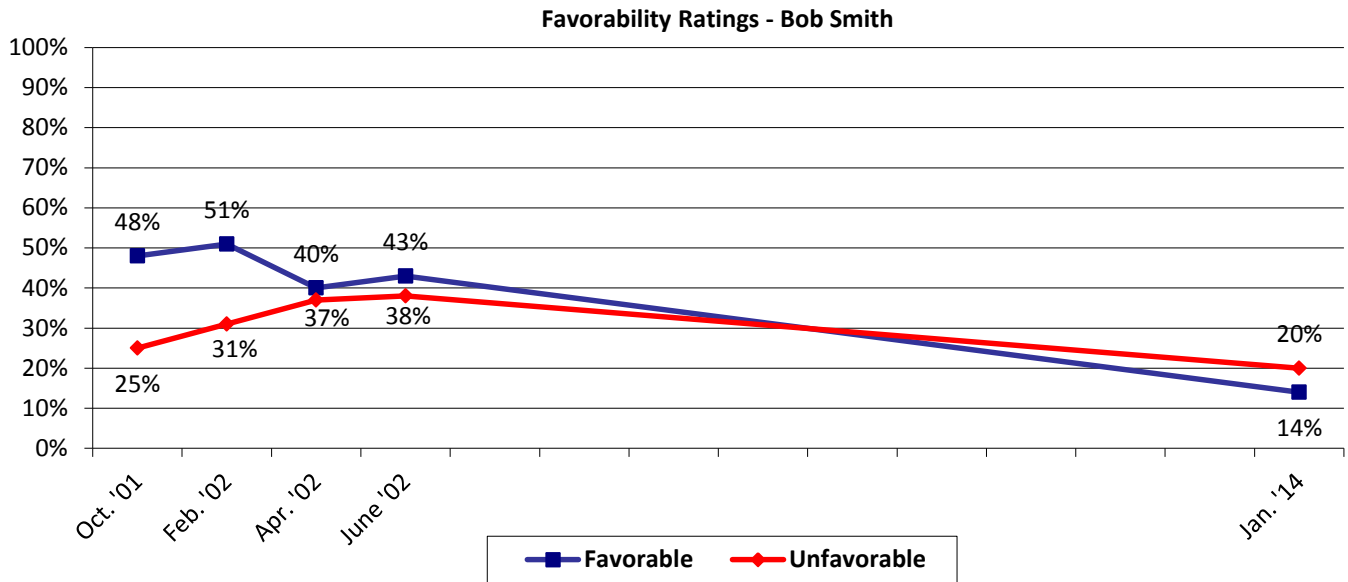


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

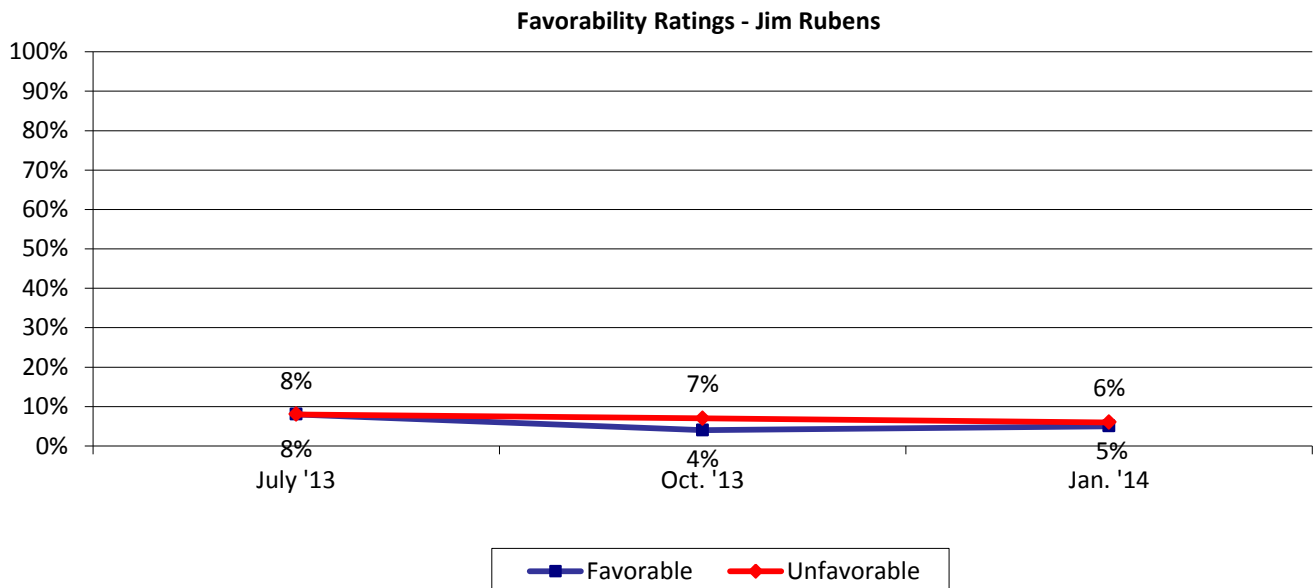
GOP Challengers for U.S. Senate

Over the last few months, three challengers have officially announced their intentions to run against Senator Shaheen: Former Senator Bob Smith (R-Tuftsboro), political activist Karen Testerman (R-Franklin), and former State Senator Jim Rubens (R-Hanover). The big question is whether former Massachusetts Senator Scott Brown (R-Rye) will also get in the race.

It has been more than a decade since Bob Smith, a three-term congressman and two-term senator, has been active in New Hampshire politics and the time away from the state has hurt Smith. Currently, only 14% of New Hampshire adults say they have a favorable opinion of Smith, 20% have an unfavorable opinion, 11% are neutral and 55% don't know enough to say. His net favorability is -6%. Smith is somewhat popular among Republicans (net +6%), while Independents are neutral about Smith (0%) and he is unpopular among Democrats (net -21%).

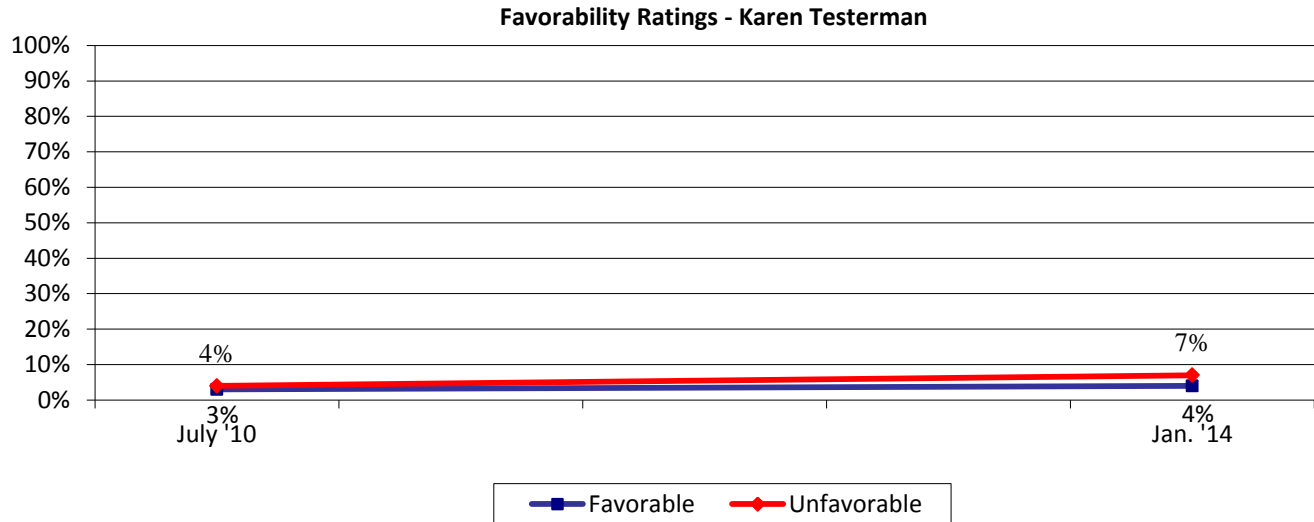


Despite campaigning for several months, Jim Rubens remains unknown in the Granite State. Currently, only 5% of New Hampshire adults have a favorable opinion of Rubens, 6% have an unfavorable opinion, 12% are neutral and 76% don't know enough to say. Rubens' net favorability rating is -1%.

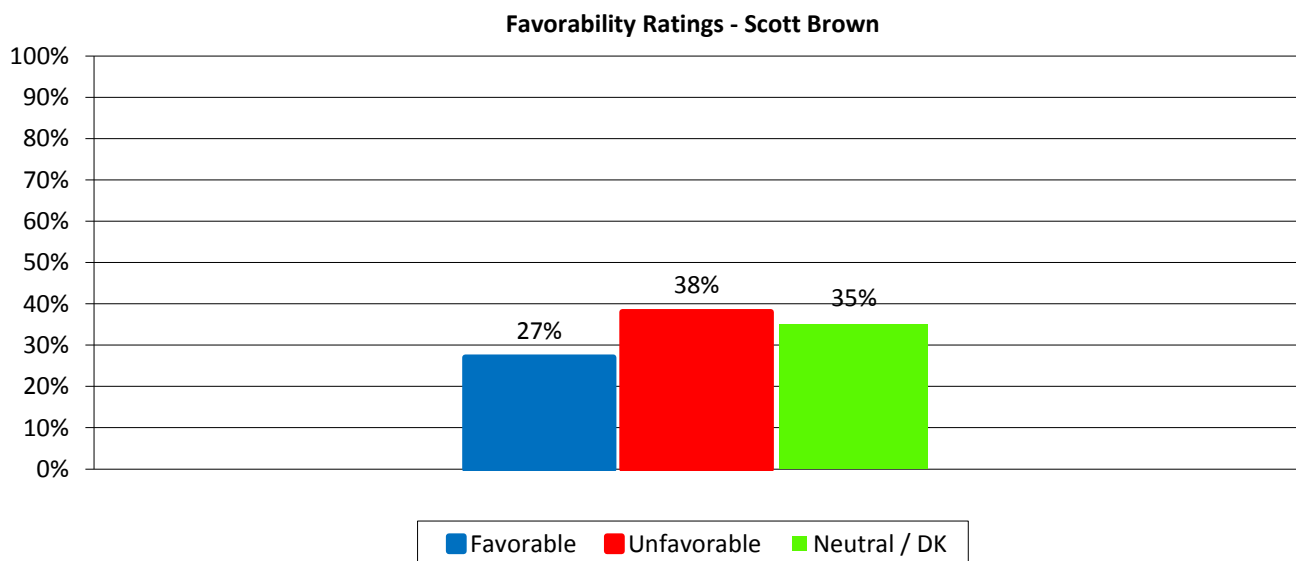


Karen Testerman, who is running her second statewide campaign in four years (she finished 3rd in the Republican primary for Governor in 2010), is also unknown in the state.

Currently, only 4% of New Hampshire adults have a favorable opinion of Testerman, 7% have an unfavorable opinion, 9% are neutral and 80% don't know enough to say. Testerman's net favorability rating is -3%.



Scott Brown is an enigma in New Hampshire politics. He has left Massachusetts and established residency in New Hampshire and is actively involved in Republican politics in the state. However, he has been coy about running for senate, so far resisting calls from Republicans to challenge Shaheen. Brown is the best known of potential challengers to Shaheen, but he is not very popular. Currently 27% of New Hampshire adults say they have a favorable opinion of Brown, 38% have an unfavorable opinion, 8% are neutral and 27% don't know enough to say. His net favorability is -11%. Brown is only modestly popular among Republicans (net +25%), but unpopular among Independents (-8%) and very unpopular among Democrats (net -50%).

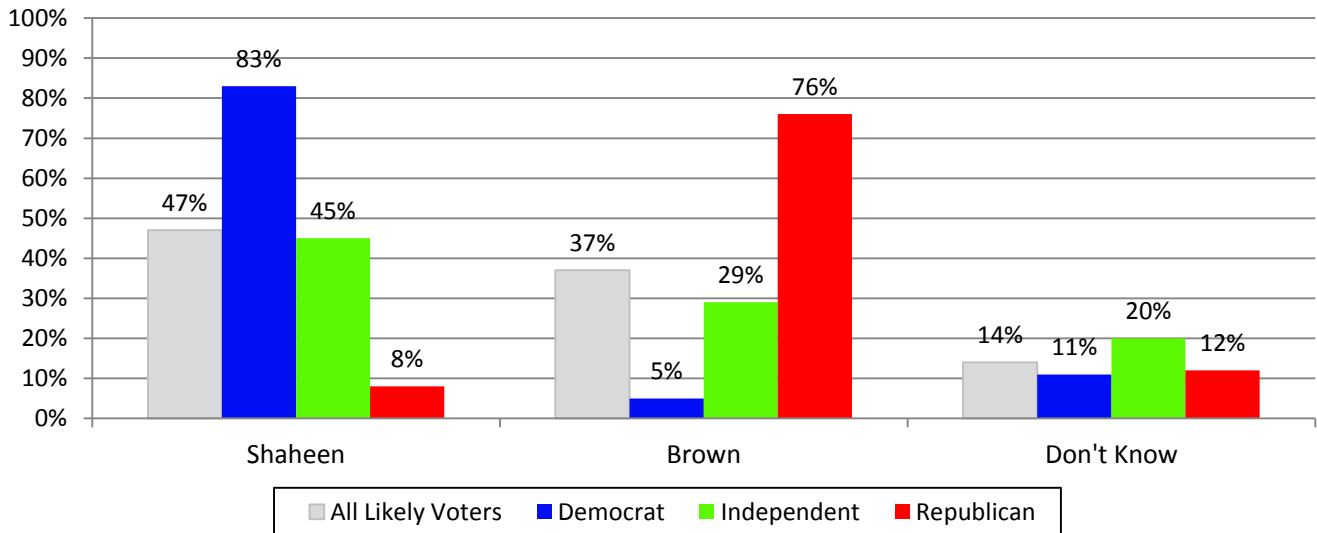


2014 U.S. Senate Election

The 2014 senate election is less than a year away, but very few voters have decided who they will vote support. Only 10% of likely voters say they have definitely decided who to support, 9% are leaning towards someone, and 81% are still trying to decide. Despite greater name recognition, Brown fares no better than Smith in matchups with Shaheen.

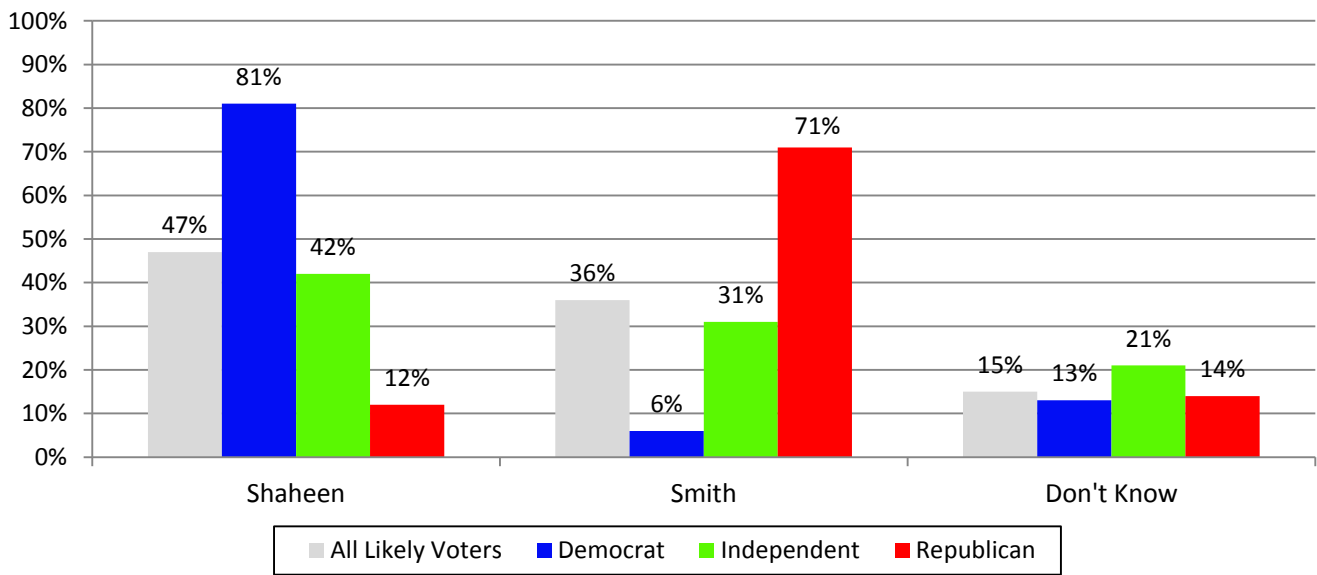
In a matchup between Shaheen and Brown, 47% of likely voters say they would vote for Shaheen if the election were held today, 37% would vote for Brown, 3% support someone else, and 14% are undecided.

US Senate - Shaheen vs. Brown



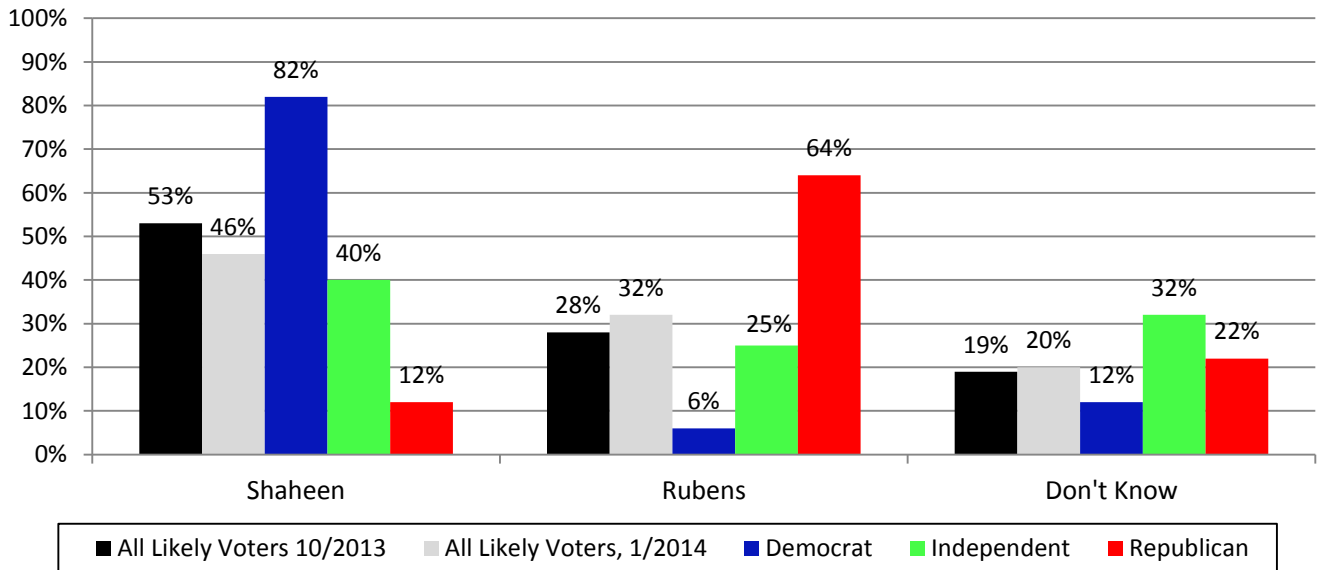
If Smith were the Republican nominee, 47% of likely voters say they would vote for Shaheen, 36% would vote for Smith, 2% support someone else, and 15% are undecided.

US Senate - Shaheen vs. Smith



If Rubens were the Republican nominee, 46% of likely voters say they would vote for Shaheen, 32% would vote for Rubens, 1% support someone else, and 20% are undecided.

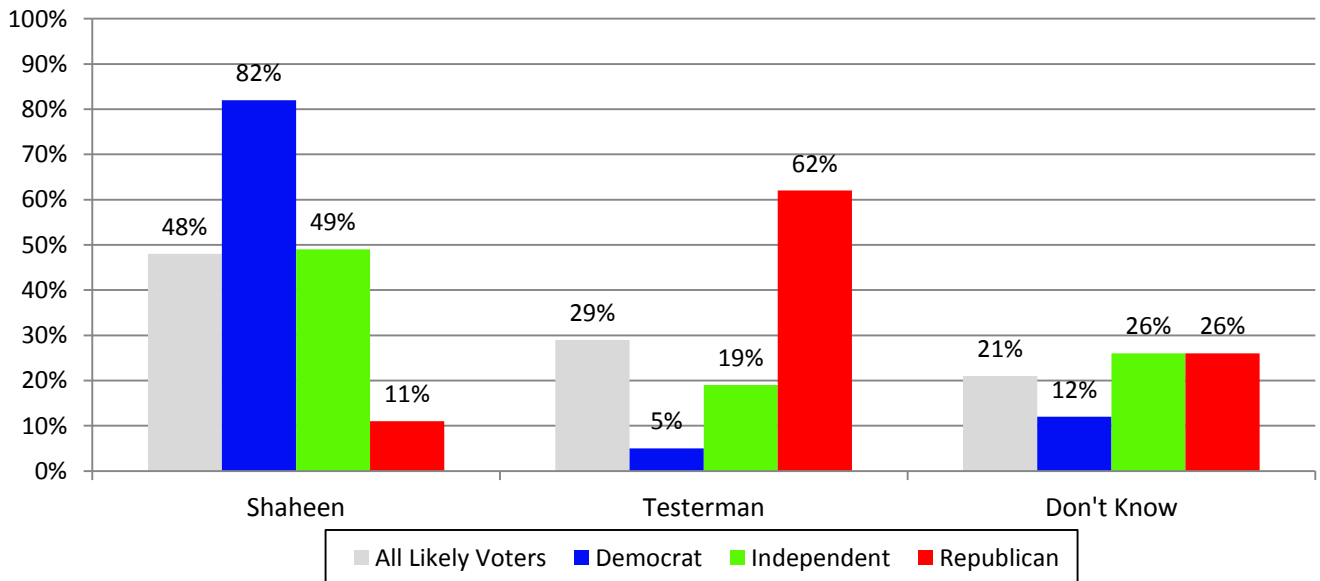
US Senate - Shaheen vs. Rubens



And if Testerman were the Republican nominee, 48% of likely voters would say they would vote for Shaheen, 29% would vote for Testerman, 2% support someone else, and 21% are undecided.

As would be expected in hypothetical matchups this early, Democrats and Republicans largely support their party's candidate while many Independents are undecided. Currently Shaheen holds sizeable leads over all four challengers among Independent voters.

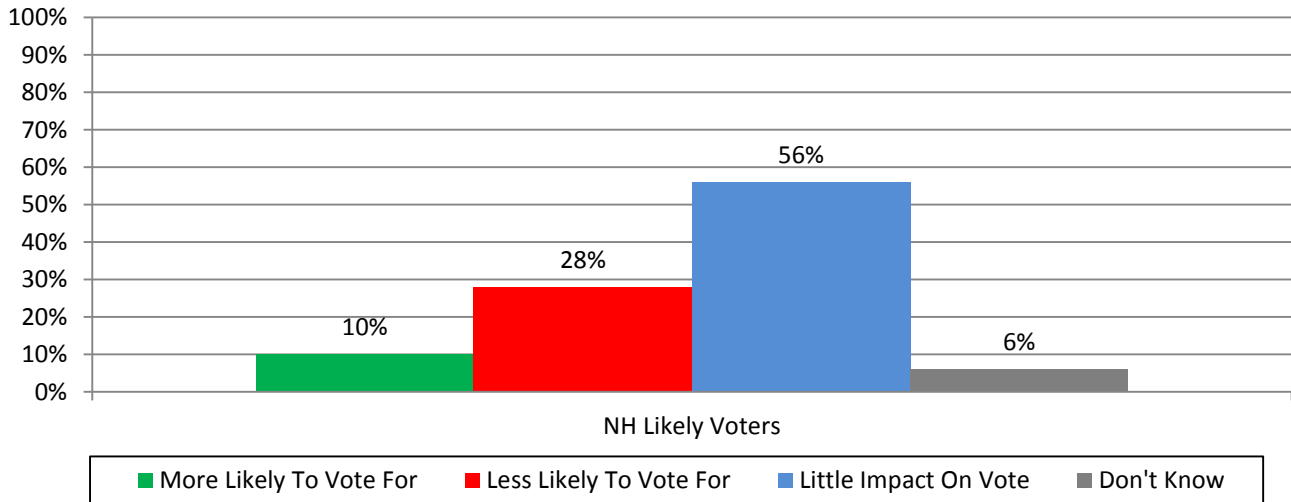
US Senate - Shaheen vs. Testerman



Impact Of Scott Brown Being Former Massachusetts Senator

It's very uncommon for a U.S. Senator to move to another state and run for Senate there. The last time a senator was elected from two states happened in the 19th century. Brown's tenure as a senator from Massachusetts is not welcomed by New Hampshire residents, even by many Republicans. Only 10% of likely voters say they are more likely to vote for Brown because he was a senator from Massachusetts, 28% are less likely to vote for him, 56% say it makes little impact on their vote, and 6% are unsure. There is a partisan divide on this question – 42% of Democrats and 30% of Independents are less likely to vote for Brown but even 11% of Republicans are less likely to vote for him.

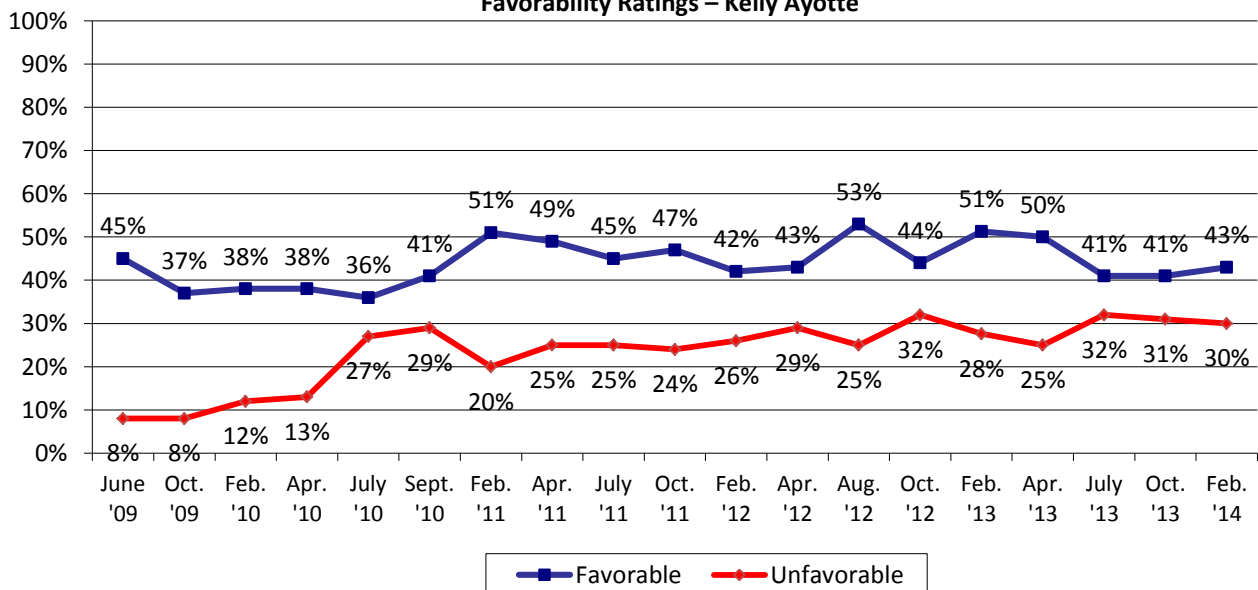
Does Being Former Mass. Senator Make You More Or Less Likely To Vote For Brown?



Favorability Ratings – Senator Kelly Ayotte

The favorability ratings of New Hampshire's junior senator, Republican Kelly Ayotte, have remained steady since October. Currently, 43% of New Hampshire adults have a favorable opinion of Ayotte, 30% have an unfavorable opinion of her, 10% are neutral and 18% don't know enough about her to say. Ayotte's net favorability rating is +13%, which is up from +10% in October. She remains very popular among Republicans (net favorability rating of +48%), popular among independents (+21%) and unpopular among Democrats (-22%).

Favorability Ratings – Kelly Ayotte



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 eighty-four (584) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 21 and January 26, 2014. The margin of sampling error for the survey is +/- 4.1 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>
Definitely Decided	6%	10%
Leaning Toward Someone	7%	9%
Still Trying to Decide	87%	81%
N=	(504)	(457)

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>
Rubens	28%	32%
Shaheen	53%	46%
Other	1%	1%
Don't know / undecided	18%	20%
(N=)	(516)	(461)

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>
Testerman	29%
Shaheen	48%
Other	2%
Don't know / undecided	21%
(N=)	(461)

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>
Smith	36%
Shaheen	47%
Other	2%
Don't know / undecided	15%
(N=)	(460)

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>
Brown	37%
Shaheen	47%
Other	3%
Don't know / undecided	14%
(N=)	(454)

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>
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>
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>
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>
Jan. '14	27%	8%	38%	27%	-11%	(581)

Effect of Brown Being Former Massachusetts Senator On Vote

"Does the fact that Scott Brown recently served as the Senator from Massachusetts make you more or less likely to vote for him or does this make little difference in your vote?"

<u>Statewide</u>	<u>More Likely To Vote For</u>	<u>Less Likely To Vote For</u>	<u>Little Difference In Vote</u>	<u>Don't Know</u>	<u>(N)</u>
Jan. '14	10%	28%	56%	6%	(465)

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>
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>
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	50%	7%	34%	9%	581
Registered Democrat	82%	5%	6%	7%	117
Registered Undeclared	51%	7%	36%	6%	267
Registered Republican	22%	7%	61%	9%	137
Democrat	77%	4%	13%	6%	217
Independent	49%	12%	28%	11%	125
Republican	23%	6%	61%	10%	219
Liberal	72%	7%	15%	6%	126
Moderate	57%	6%	28%	8%	227
Conservative	24%	7%	62%	8%	167
Support Tea Party	15%	5%	75%	5%	110
Neutral	38%	8%	42%	12%	195
Oppose Tea Party	75%	6%	12%	7%	248
Likely Voter	50%	7%	37%	6%	466
Non-Likely Voter	49%	8%	25%	19%	115
Union household	53%	3%	32%	12%	68
Non-union	49%	7%	35%	8%	504
Read Union Leader	47%	6%	43%	4%	151
Read Boston Globe	58%	3%	28%	10%	82
Watch WMUR	51%	8%	32%	8%	339
Listen to NHPR	63%	4%	24%	10%	185
10 yrs or less in NH	48%	3%	34%	15%	81
11 to 20 years	45%	9%	38%	9%	130
More than 20 years	52%	7%	33%	8%	354
18 to 34	50%	6%	37%	8%	143
35 to 49	39%	5%	41%	15%	164
50 to 64	51%	7%	35%	8%	155
65 and over	66%	9%	23%	2%	97
Male	44%	7%	42%	7%	288
Female	55%	7%	26%	11%	294
High school or less	43%	6%	39%	12%	113
Some college	54%	9%	32%	4%	125
College graduate	47%	7%	34%	12%	219
Post-graduate	58%	4%	32%	6%	113
Attend services 1 or more/week	42%	9%	39%	10%	104
1-2 times a month	42%	6%	38%	14%	72
Less often	53%	7%	32%	8%	158
Never	54%	6%	32%	8%	214
North Country	50%	5%	29%	15%	57
Central / Lakes	52%	9%	30%	9%	98
Connecticut Valley	52%	5%	33%	10%	75
Mass Border	43%	8%	39%	11%	158
Seacoast	60%	6%	29%	4%	79
Manchester Area	50%	6%	38%	6%	115
First Cong. Dist	47%	8%	36%	9%	299
Second Cong. Dist	53%	6%	33%	8%	281

Favorability Rating – Senator Kelly Ayotte

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	43%	10%	30%	18%	582
Registered Democrat	21%	9%	55%	15%	117
Registered Undeclared	46%	11%	29%	14%	267
Registered Republican	59%	9%	15%	17%	137
Democrat	25%	10%	47%	18%	217
Independent	47%	13%	26%	14%	125
Republican	61%	7%	13%	19%	219
Liberal	20%	8%	49%	23%	126
Moderate	46%	11%	28%	15%	227
Conservative	58%	9%	19%	15%	167
Support Tea Party	72%	6%	9%	13%	110
Neutral	45%	10%	21%	25%	195
Oppose Tea Party	29%	11%	47%	12%	248
Likely Voter	41%	10%	32%	16%	466
Non-Likely Voter	51%	7%	19%	23%	115
Union household	42%	19%	19%	20%	68
Non-union	43%	8%	31%	17%	505
Read Union Leader	60%	6%	25%	8%	152
Read Boston Globe	40%	6%	34%	19%	82
Watch WMUR	51%	11%	26%	12%	340
Listen to NHPR	42%	9%	36%	13%	185
10 yrs or less in NH	34%	6%	40%	20%	81
11 to 20 years	41%	12%	26%	21%	130
More than 20 years	45%	10%	28%	16%	355
18 to 34	35%	5%	29%	31%	143
35 to 49	43%	13%	20%	25%	164
50 to 64	47%	11%	34%	9%	155
65 and over	48%	9%	41%	2%	97
Male	45%	11%	30%	14%	288
Female	42%	8%	29%	21%	294
High school or less	54%	5%	25%	16%	114
Some college	41%	10%	32%	18%	125
College graduate	41%	11%	28%	21%	219
Post-graduate	41%	13%	35%	12%	113
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North Country	46%	12%	18%	24%	57
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Connecticut Valley	34%	4%	39%	23%	75
Mass Border	36%	15%	27%	22%	158
Seacoast	42%	15%	33%	10%	79
Manchester Area	58%	5%	25%	12%	115
First Cong. Dist	45%	12%	27%	17%	300
Second Cong. Dist	42%	8%	33%	18%	281

Favorability Rating –Jim Rubens

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	5%	12%	6%	76%	580
Registered Democrat	1%	10%	12%	76%	117
Registered Undeclared	6%	12%	6%	76%	267
Registered Republican	6%	18%	4%	72%	137
Democrat	4%	10%	12%	74%	217
Independent	3%	8%	4%	84%	125
Republican	6%	17%	4%	73%	217
Liberal	4%	10%	10%	75%	126
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Conservative	7%	14%	5%	75%	166
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Neutral	4%	12%	3%	81%	194
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Likely Voter	5%	14%	8%	74%	465
Non-Likely Voter	4%	7%	2%	87%	114
Union household	3%	17%	9%	72%	68
Non-union	5%	12%	6%	77%	503
Read Union Leader	7%	13%	11%	70%	150
Read Boston Globe	2%	19%	11%	67%	82
Watch WMUR	5%	13%	8%	73%	338
Listen to NHPR	5%	11%	9%	76%	185
10 yrs or less in NH	4%	13%	3%	80%	81
11 to 20 years	1%	14%	7%	78%	130
More than 20 years	7%	12%	7%	74%	353
18 to 34	3%	6%	3%	88%	142
35 to 49	4%	18%	7%	71%	164
50 to 64	5%	13%	9%	73%	155
65 and over	10%	11%	7%	72%	97
Male	5%	14%	9%	72%	288
Female	5%	10%	4%	80%	292
High school or less	4%	8%	4%	85%	113
Some college	6%	9%	4%	81%	125
College graduate	7%	15%	8%	70%	219
Post-graduate	2%	16%	9%	74%	113
Attend services 1 or more/week	7%	11%	8%	74%	104
1-2 times a month	4%	12%	7%	77%	72
Less often	7%	17%	5%	72%	156
Never	3%	10%	7%	80%	214
North Country	3%	6%	5%	86%	57
Central / Lakes	3%	10%	5%	83%	98
Connecticut Valley	11%	8%	7%	75%	75
Mass Border	5%	18%	7%	70%	158
Seacoast	5%	17%	3%	75%	79
Manchester Area	4%	10%	9%	77%	114
First Cong. Dist	3%	15%	8%	74%	297
Second Cong. Dist	7%	9%	5%	79%	281

Favorability Rating –Bob Smith

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	14%	11%	20%	55%	580
Registered Democrat	7%	8%	38%	48%	117
Registered Undeclared	16%	12%	16%	55%	267
Registered Republican	22%	11%	13%	54%	137
Democrat	9%	8%	30%	54%	216
Independent	16%	10%	16%	58%	125
Republican	19%	14%	13%	54%	219
Liberal	7%	8%	27%	58%	126
Moderate	14%	13%	23%	50%	226
Conservative	21%	12%	12%	54%	167
Support Tea Party	24%	12%	9%	55%	110
Neutral	14%	9%	11%	66%	193
Oppose Tea Party	10%	12%	32%	46%	248
Likely Voter	17%	11%	23%	49%	465
Non-Likely Voter	4%	12%	6%	78%	114
Union household	15%	16%	23%	46%	68
Non-union	14%	10%	19%	57%	504
Read Union Leader	17%	12%	25%	47%	150
Read Boston Globe	11%	9%	31%	48%	82
Watch WMUR	14%	12%	22%	52%	339
Listen to NHPR	10%	8%	30%	52%	185
10 yrs or less in NH	6%	5%	9%	79%	81
11 to 20 years	9%	8%	12%	71%	130
More than 20 years	17%	13%	25%	45%	353
18 to 34	6%	5%	5%	83%	142
35 to 49	10%	13%	14%	64%	163
50 to 64	20%	15%	29%	35%	155
65 and over	21%	7%	35%	36%	97
Male	15%	13%	23%	48%	288
Female	13%	9%	16%	62%	293
High school or less	17%	9%	15%	59%	114
Some college	14%	12%	15%	59%	125
College graduate	12%	12%	19%	56%	218
Post-graduate	12%	9%	30%	49%	113
Attend services 1 or more/week	23%	8%	26%	43%	104
1-2 times a month	13%	11%	21%	55%	72
Less often	14%	14%	15%	57%	156
Never	9%	8%	19%	64%	214
North Country	7%	3%	13%	76%	57
Central / Lakes	8%	14%	25%	53%	99
Connecticut Valley	16%	12%	16%	55%	75
Mass Border	17%	14%	16%	52%	158
Seacoast	18%	10%	29%	43%	79
Manchester Area	14%	9%	18%	59%	113
First Cong. Dist	15%	12%	19%	53%	299
Second Cong. Dist	13%	10%	20%	57%	280

Favorability Rating – Karen Testerman

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	4%	9%	7%	80%	581
Registered Democrat	3%	9%	7%	82%	117
Registered Undeclared	4%	8%	7%	81%	267
Registered Republican	2%	15%	8%	75%	137
Democrat	5%	9%	6%	80%	217
Independent	1%	8%	9%	82%	125
Republican	6%	11%	7%	76%	218
Liberal	9%	6%	5%	81%	126
Moderate	3%	11%	8%	78%	227
Conservative	4%	12%	8%	77%	166
Support Tea Party	2%	8%	8%	82%	109
Neutral	6%	9%	3%	82%	194
Oppose Tea Party	3%	10%	10%	77%	248
Likely Voter	4%	9%	8%	78%	466
Non-Likely Voter	5%	10%	1%	85%	114
Union household	2%	15%	11%	71%	68
Non-union	5%	8%	6%	81%	503
Read Union Leader	3%	11%	9%	78%	151
Read Boston Globe	4%	11%	5%	80%	82
Watch WMUR	3%	10%	10%	78%	338
Listen to NHPR	3%	9%	7%	81%	185
10 yrs or less in NH	10%	7%	8%	76%	81
11 to 20 years	4%	7%	5%	84%	130
More than 20 years	3%	11%	7%	79%	354
18 to 34	12%	3%	7%	78%	142
35 to 49	3%	15%	5%	76%	164
50 to 64	2%	9%	9%	81%	154
65 and over	0%	9%	7%	84%	97
Male	2%	12%	10%	76%	288
Female	6%	7%	4%	83%	293
High school or less	5%	4%	5%	86%	113
Some college	8%	9%	8%	75%	124
College graduate	2%	8%	7%	83%	219
Post-graduate	4%	18%	7%	72%	113
Attend services 1 or more/week	6%	4%	7%	83%	104
1-2 times a month	2%	8%	8%	82%	72
Less often	7%	16%	4%	73%	156
Never	3%	7%	8%	82%	214
North Country	12%	7%	6%	75%	57
Central / Lakes	0%	7%	9%	84%	99
Connecticut Valley	6%	7%	5%	82%	75
Mass Border	5%	10%	5%	80%	158
Seacoast	4%	14%	9%	74%	79
Manchester Area	2%	10%	8%	80%	114
First Cong. Dist	2%	12%	7%	79%	298
Second Cong. Dist	7%	7%	7%	80%	281

Favorability Rating – Scott Brown

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	27%	8%	38%	27%	581
Registered Democrat	12%	7%	65%	16%	117
Registered Undeclared	27%	9%	37%	28%	267
Registered Republican	46%	7%	23%	25%	137
Democrat	11%	7%	61%	21%	217
Independent	22%	12%	30%	36%	125
Republican	46%	6%	21%	27%	219
Liberal	12%	9%	61%	18%	126
Moderate	29%	7%	38%	26%	227
Conservative	42%	9%	22%	27%	167
Support Tea Party	46%	7%	20%	27%	110
Neutral	29%	9%	24%	38%	194
Oppose Tea Party	19%	8%	59%	15%	248
Likely Voter	29%	8%	41%	21%	466
Non-Likely Voter	19%	6%	26%	49%	114
Union household	25%	10%	44%	22%	68
Non-union	27%	8%	37%	28%	504
Read Union Leader	33%	10%	42%	15%	151
Read Boston Globe	22%	2%	56%	20%	82
Watch WMUR	26%	11%	36%	27%	339
Listen to NHPR	19%	5%	50%	26%	185
10 yrs or less in NH	34%	4%	47%	16%	81
11 to 20 years	25%	11%	33%	31%	130
More than 20 years	26%	8%	38%	28%	354
18 to 34	17%	3%	39%	41%	142
35 to 49	28%	7%	32%	33%	164
50 to 64	33%	14%	37%	16%	155
65 and over	30%	5%	48%	17%	97
Male	28%	8%	41%	22%	288
Female	27%	7%	34%	32%	294
High school or less	14%	8%	30%	48%	114
Some college	24%	12%	38%	26%	125
College graduate	35%	5%	37%	22%	219
Post-graduate	29%	9%	47%	15%	113
Attend services 1 or more/week	31%	2%	45%	21%	104
1-2 times a month	32%	5%	43%	20%	72
Less often	28%	7%	30%	35%	157
Never	24%	9%	40%	26%	214
North Country	14%	6%	33%	47%	57
Central / Lakes	22%	5%	36%	37%	99
Connecticut Valley	21%	4%	47%	29%	75
Mass Border	39%	11%	31%	19%	158
Seacoast	33%	11%	36%	20%	79
Manchester Area	24%	7%	47%	22%	114
First Cong. Dist	27%	10%	37%	26%	299
Second Cong. Dist	28%	5%	39%	28%	281

Firmness of choice for New Hampshire Senate

	Definitely Decided	Leaning Toward Someone	Still Trying To Decide	(N=)
STATEWIDE	10%	9%	81%	457
Registered Democrat	19%	15%	66%	103
Registered Undeclared	7%	5%	88%	207
Registered Republican	6%	11%	82%	118
Democrat	16%	12%	73%	182
Independent	2%	2%	96%	100
Republican	6%	10%	83%	164
Liberal	13%	12%	75%	110
Moderate	9%	10%	81%	171
Conservative	8%	7%	85%	139
Support Tea Party	7%	6%	86%	94
Neutral	3%	8%	89%	131
Oppose Tea Party	15%	11%	74%	211
Union household	12%	16%	72%	58
Non-union	9%	8%	83%	392
Read Union Leader	13%	12%	76%	129
Read Boston Globe	10%	8%	81%	72
Watch WMUR	9%	9%	82%	270
Listen to NHPR	12%	12%	76%	157
10 yrs or less in NH	13%	7%	80%	68
11 to 20 years	5%	8%	87%	92
More than 20 years	10%	10%	80%	287
18 to 34	5%	4%	91%	103
35 to 49	11%	7%	82%	121
50 to 64	9%	14%	77%	129
65 and over	15%	11%	74%	88
Male	11%	11%	78%	239
Female	8%	7%	85%	218
High school or less	11%	5%	84%	65
Some college	4%	7%	88%	96
College graduate	9%	8%	83%	190
Post-graduate	13%	15%	72%	99
Attend services 1 or more/week	14%	7%	79%	94
1-2 times a month	5%	13%	82%	51
Less often	8%	11%	81%	121
Never	10%	7%	82%	163
North Country	3%	7%	90%	40
Central / Lakes	10%	10%	80%	77
Connecticut Valley	10%	3%	87%	58
Mass Border	8%	9%	83%	126
Seacoast	8%	16%	77%	69
Manchester Area	16%	6%	78%	86
First Cong. Dist	11%	9%	80%	241
Second Cong. Dist	8%	8%	84%	216

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

	<u>Brown</u> 37%	<u>Shaheen</u> 47%	<u>Other</u> 3%	<u>DK</u> 14%	<u>(N)</u> 454
STATEWIDE					
Registered Democrat	3%	89%	2%	7%	105
Registered Undeclared	39%	46%	2%	12%	208
Registered Republican	66%	11%	5%	18%	115
Democrat	5%	83%	1%	11%	181
Independent	29%	45%	5%	20%	97
Republican	76%	8%	3%	12%	164
Liberal	11%	78%	1%	10%	107
Moderate	32%	51%	3%	15%	171
Conservative	67%	18%	1%	14%	138
Support Tea Party	77%	11%	0%	11%	95
Neutral	46%	29%	6%	19%	126
Oppose Tea Party	13%	74%	2%	11%	212
Definitely Decided	19%	73%	0%	8%	44
Leaning Toward Someone	37%	59%	1%	3%	40
Still Trying To Decide	39%	42%	3%	16%	360
Union household	38%	52%	2%	8%	54
Non-union	37%	46%	3%	15%	393
Read Union Leader	43%	40%	5%	12%	125
Read Boston Globe	34%	55%	4%	7%	71
Watch WMUR	37%	49%	1%	13%	273
Listen to NHPR	23%	66%	4%	7%	155
10 yrs or less in NH	44%	40%	11%	5%	67
11 to 20 years	44%	40%	0%	16%	95
More than 20 years	32%	51%	1%	15%	281
18 to 34	38%	40%	7%	15%	102
35 to 49	45%	41%	1%	13%	119
50 to 64	39%	46%	0%	15%	129
65 and over	22%	64%	1%	13%	86
Male	42%	43%	4%	11%	233
Female	32%	50%	1%	17%	222
High school or less	41%	49%	1%	10%	63
Some college	31%	41%	4%	24%	100
College graduate	42%	44%	1%	13%	184
Post-graduate	31%	57%	6%	6%	99
Attend services 1 or more/week	39%	46%	3%	12%	95
1-2 times a month	58%	30%	0%	12%	50
Less often	39%	41%	2%	18%	121
Never	28%	58%	4%	10%	160
North Country	35%	55%	0%	11%	39
Central / Lakes	26%	52%	7%	14%	76
Connecticut Valley	26%	56%	0%	18%	57
Mass Border	47%	33%	3%	17%	126
Seacoast	36%	50%	1%	13%	72
Manchester Area	39%	51%	4%	7%	85
First Cong. Dist	40%	45%	2%	13%	243
Second Cong. Dist	33%	49%	4%	15%	211

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	32%	46%	1%	20%	461
Registered Democrat	3%	85%	1%	11%	105
Registered Undeclared	33%	47%	2%	18%	210
Registered Republican	60%	11%	1%	28%	119
Democrat	6%	82%	1%	12%	181
Independent	25%	40%	2%	32%	99
Republican	64%	12%	2%	22%	168
Liberal	13%	76%	1%	10%	108
Moderate	27%	52%	1%	20%	174
Conservative	57%	18%	2%	23%	141
Support Tea Party	74%	12%	2%	12%	99
Neutral	37%	32%	1%	30%	127
Oppose Tea Party	11%	71%	1%	17%	213
Definitely Decided	18%	72%	0%	10%	44
Leaning Toward Someone	24%	59%	1%	17%	40
Still Trying To Decide	34%	42%	2%	22%	367
Union household	29%	52%	2%	17%	56
Non-union	32%	45%	1%	21%	398
Read Union Leader	36%	39%	2%	23%	128
Read Boston Globe	37%	53%	0%	10%	72
Watch WMUR	28%	50%	2%	20%	275
Listen to NHPR	18%	63%	1%	18%	157
10 yrs or less in NH	42%	40%	0%	19%	67
11 to 20 years	45%	39%	0%	16%	96
More than 20 years	26%	51%	2%	21%	287
18 to 34	38%	43%	0%	20%	103
35 to 49	43%	37%	1%	19%	123
50 to 64	29%	47%	2%	22%	129
65 and over	19%	61%	2%	18%	88
Male	38%	41%	2%	20%	238
Female	26%	52%	1%	21%	223
High school or less	37%	47%	3%	13%	64
Some college	32%	45%	1%	23%	101
College graduate	36%	43%	1%	21%	188
Post-graduate	22%	55%	2%	21%	101
Attend services 1 or more/week	38%	45%	0%	17%	95
1-2 times a month	56%	30%	0%	15%	51
Less often	30%	48%	2%	20%	123
Never	25%	54%	2%	20%	163
North Country	35%	49%	1%	15%	40
Central / Lakes	23%	48%	2%	27%	76
Connecticut Valley	22%	54%	0%	23%	57
Mass Border	37%	41%	3%	20%	128
Seacoast	26%	52%	1%	21%	72
Manchester Area	42%	42%	1%	15%	87
First Cong. Dist	36%	43%	1%	19%	245
Second Cong. Dist	27%	50%	2%	22%	215

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

	<u>Smith</u> 36%	<u>Shaheen</u> 47%	<u>Other</u> 2%	<u>DK</u> 15%	<u>(N)</u> 460
STATEWIDE					
Registered Democrat	3%	87%	1%	9%	105
Registered Undeclared	38%	45%	3%	14%	212
Registered Republican	66%	13%	2%	19%	116
Democrat	6%	81%	1%	13%	183
Independent	31%	42%	6%	21%	100
Republican	71%	12%	2%	14%	164
Liberal	13%	75%	1%	12%	109
Moderate	24%	56%	3%	17%	172
Conservative	69%	14%	3%	14%	140
Support Tea Party	86%	6%	3%	5%	96
Neutral	46%	32%	2%	21%	130
Oppose Tea Party	8%	74%	3%	15%	213
Definitely Decided	22%	72%	4%	2%	44
Leaning Toward Someone	25%	65%	1%	9%	40
Still Trying To Decide	38%	42%	2%	18%	367
Union household	33%	53%	3%	11%	58
Non-union	36%	46%	2%	16%	395
Read Union Leader	43%	40%	4%	13%	128
Read Boston Globe	34%	54%	4%	8%	72
Watch WMUR	33%	50%	2%	15%	275
Listen to NHPR	26%	62%	1%	11%	159
10 yrs or less in NH	45%	41%	4%	10%	67
11 to 20 years	44%	40%	0%	16%	95
More than 20 years	31%	51%	2%	16%	287
18 to 34	44%	37%	2%	17%	106
35 to 49	44%	42%	1%	12%	122
50 to 64	36%	46%	2%	16%	129
65 and over	16%	65%	3%	16%	86
Male	44%	41%	3%	13%	238
Female	27%	53%	2%	18%	222
High school or less	50%	34%	4%	12%	66
Some college	34%	44%	3%	19%	100
College graduate	34%	47%	1%	18%	187
Post-graduate	31%	59%	2%	8%	100
Attend services 1 or more/week	39%	45%	4%	12%	95
1-2 times a month	57%	33%	0%	10%	50
Less often	31%	48%	4%	17%	123
Never	32%	53%	1%	14%	164
North Country	37%	49%	0%	13%	40
Central / Lakes	36%	48%	3%	13%	76
Connecticut Valley	27%	52%	0%	22%	59
Mass Border	40%	41%	3%	16%	127
Seacoast	28%	54%	1%	17%	70
Manchester Area	41%	44%	4%	11%	88
First Cong. Dist	39%	42%	3%	16%	244
Second Cong. Dist	32%	52%	1%	15%	216

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

	<u>Testerman</u> 29%	<u>Shaheen</u> 48%	<u>Other</u> 2%	<u>DK</u> 21%	<u>(N)</u> 461
STATEWIDE					
Registered Democrat	2%	89%	1%	8%	105
Registered Undeclared	32%	48%	3%	17%	211
Registered Republican	56%	10%	1%	33%	117
Democrat	5%	82%	1%	12%	183
Independent	19%	49%	5%	26%	98
Republican	62%	11%	1%	26%	167
Liberal	11%	78%	1%	10%	109
Moderate	22%	54%	3%	21%	173
Conservative	55%	20%	1%	24%	140
Support Tea Party	70%	11%	1%	19%	98
Neutral	37%	33%	1%	29%	129
Oppose Tea Party	7%	75%	3%	15%	212
Definitely Decided	21%	73%	0%	6%	44
Leaning Toward Someone	23%	67%	1%	10%	40
Still Trying To Decide	31%	43%	2%	24%	367
Union household	32%	53%	2%	13%	58
Non-union	29%	48%	2%	22%	395
Read Union Leader	34%	43%	2%	21%	127
Read Boston Globe	34%	53%	4%	9%	72
Watch WMUR	29%	52%	1%	18%	274
Listen to NHPR	18%	65%	1%	16%	158
10 yrs or less in NH	35%	42%	4%	20%	67
11 to 20 years	40%	43%	0%	17%	95
More than 20 years	25%	52%	2%	21%	286
18 to 34	29%	46%	3%	22%	105
35 to 49	40%	40%	1%	19%	122
50 to 64	29%	46%	1%	24%	129
65 and over	19%	63%	2%	16%	88
Male	33%	43%	2%	21%	239
Female	25%	53%	1%	20%	222
High school or less	42%	45%	1%	12%	65
Some college	26%	48%	4%	23%	99
College graduate	32%	45%	0%	23%	187
Post-graduate	21%	59%	2%	18%	100
Attend services 1 or more/week	33%	45%	3%	18%	95
1-2 times a month	51%	35%	0%	15%	49
Less often	27%	52%	2%	19%	123
Never	24%	54%	1%	21%	165
North Country	38%	47%	1%	14%	40
Central / Lakes	24%	50%	1%	25%	75
Connecticut Valley	23%	53%	0%	23%	59
Mass Border	34%	44%	3%	19%	128
Seacoast	28%	50%	1%	22%	71
Manchester Area	29%	48%	4%	19%	87
First Cong. Dist	33%	45%	2%	21%	244
Second Cong. Dist	26%	53%	1%	21%	217

Does Scott Brown Being Mass Senator Affect Your Vote For Him?

	<u>More Likely</u> 10%	<u>Less Likely</u> 28%	<u>Little Impact</u> 56%	<u>DK</u> 6%	<u>(N)</u> 465
STATEWIDE					
Registered Democrat	1%	41%	49%	9%	105
Registered Undeclared	11%	29%	58%	2%	213
Registered Republican	16%	19%	60%	6%	118
Democrat	4%	42%	49%	6%	184
Independent	10%	30%	51%	8%	100
Republican	16%	11%	68%	5%	168
Liberal	6%	37%	53%	4%	111
Moderate	9%	29%	55%	7%	173
Conservative	15%	19%	62%	4%	142
Support Tea Party	22%	14%	56%	8%	97
Neutral	6%	20%	66%	8%	131
Oppose Tea Party	7%	41%	49%	2%	215
Definitely Decided	3%	41%	48%	8%	44
Leaning Toward Someone	19%	37%	44%	0%	40
Still Trying To Decide	9%	25%	59%	7%	371
Union household	14%	21%	57%	8%	59
Non-union	10%	29%	55%	6%	398
Read Union Leader	9%	28%	57%	6%	130
Read Boston Globe	8%	30%	57%	4%	72
Watch WMUR	10%	28%	57%	4%	278
Listen to NHPR	6%	42%	47%	4%	160
10 yrs or less in NH	10%	29%	60%	1%	68
11 to 20 years	14%	27%	57%	2%	96
More than 20 years	8%	28%	55%	9%	290
18 to 34	11%	28%	53%	8%	106
35 to 49	13%	18%	59%	11%	123
50 to 64	9%	29%	58%	4%	129
65 and over	5%	39%	54%	2%	89
Male	11%	32%	54%	3%	242
Female	9%	24%	58%	10%	223
High school or less	7%	35%	54%	4%	66
Some college	14%	27%	55%	4%	101
College graduate	8%	25%	58%	9%	190
Post-graduate	11%	30%	55%	4%	101
Attend services 1 or more/week	8%	37%	46%	10%	96
1-2 times a month	12%	13%	73%	2%	50
Less often	10%	21%	66%	3%	123
Never	11%	33%	51%	6%	167
North Country	2%	17%	69%	11%	40
Central / Lakes	3%	39%	54%	4%	77
Connecticut Valley	0%	33%	58%	9%	59
Mass Border	18%	27%	48%	7%	130
Seacoast	15%	26%	57%	2%	72
Manchester Area	10%	26%	60%	5%	86
First Cong. Dist	12%	23%	59%	6%	245
Second Cong. Dist	8%	34%	52%	6%	220