UMassAmherst WBZ

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UMass Amherst/WBZ Poll of NH Registered/Likely Voters

Field Dates:	October 10 - October 15
Sample:	400 Registered New Hampshire Voters
	322 Likely Voters
Margin of Error:	6.0% for Registered Voters
	6.6% for Likely Voters

YouGov interviewed 453 respondents who were then matched down to a sample of 400 to produce the final dataset. The respondents were matched to a sampling frame on gender, age, race, education, party identification, ideology, and political interest. The frame was constructed by stratified sampling from the full 2010 American Community Survey (ACS) sample with selection within strata by weighted sampling with replacements (using the person weights on the public use file). Data on voter registration status and turnout were matched to this frame using the November 2010 Current Population Survey. Data on interest in politics and party identification were then matched to this frame from the 2007 Pew Religious Life Survey. The matched cases were weighted to the sampling frame using propensity scores. The matched cases and the frame were combined and a logistic regression was estimated for inclusion in the frame. The propensity score function included age, gender, race/ethnicity, years of education, and ideology. The propensity scores were grouped into deciles of the estimated propensity score in the frame and post-stratified according to these deciles.

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All results are for registered voters unless otherwise noted.

If the 2014 New Hampshire election for the U.S. Senate were being held today, which candidate would you vote for?

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Scott Brown (Republican)	39	42	41	45
Jeanne Shaheen (Democrat)	47	46	49	48
Other	5	5	5	5
Not sure	9	6	5	2

What is your opinion of the following individuals?

	Brown	Shaheen
Very Favorable	16	27
Somewhat Favorable	23	22
Somewhat Unfavorable	16	12
Very Unfavorable	36	31
Not Sure	9	8

Which candidate does the following statement best describe?

	Brown	Shaheen
Cares about people like me	41	59
Takes clear positions on the issues	43	57
Willing to go against their own party on issues	56	44

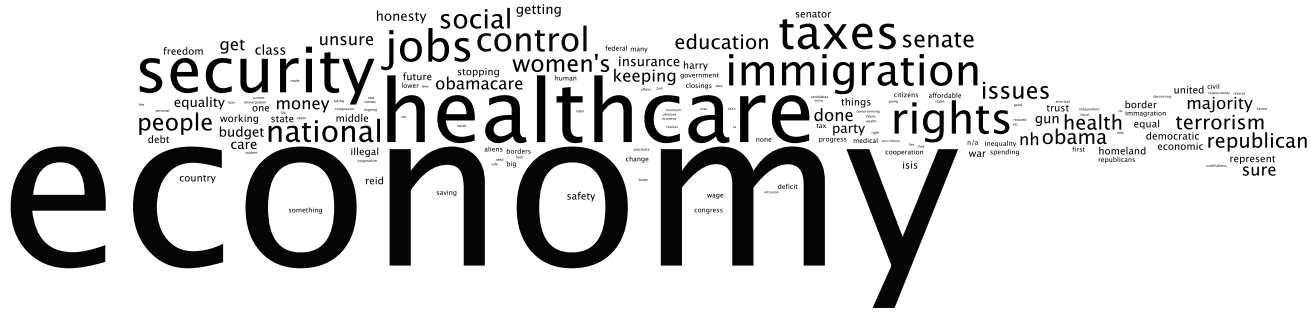
Which candidate do you think would do a better job of representing the following groups while Senator?

	Brown	Shaheen	Neither	Not sure
Women	22	57	12	9
The Middle Class	34	44	15	6
Independents	34	39	14	13
Labor Unions	14	58	11	16
New Hampshire Voters	33	47	11	9

Which candidate do you think has run the more negative campaign?

Scott Brown	37
Jeanne Shaheen	35
Not sure	28

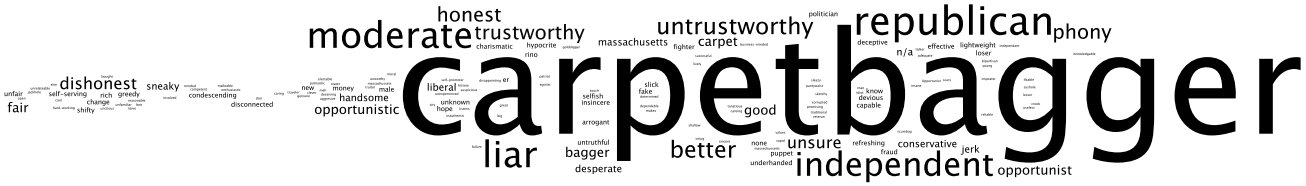
In thinking about the election for U.S. Senate, what issue is most important to your vote?



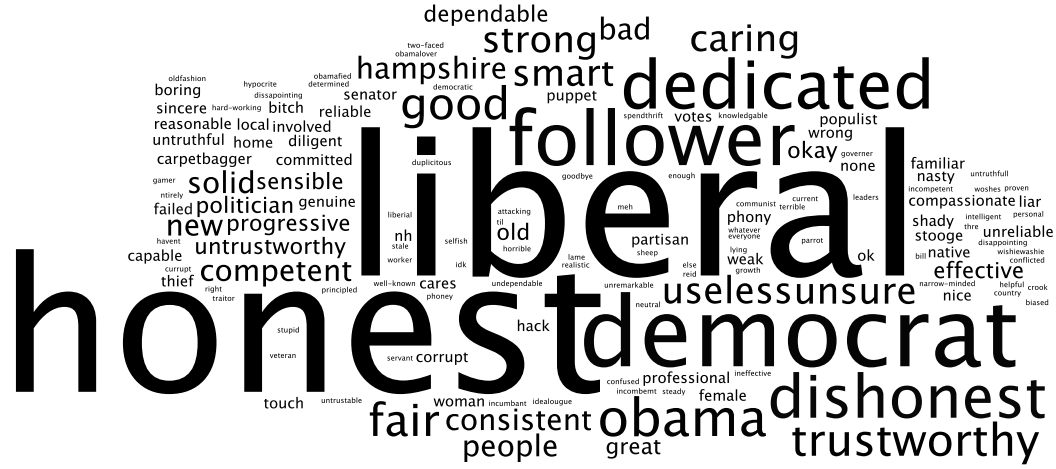
Which candidate do you trust more to handle the following issues:

	Brown	Shaheen	Other	Not sure
The Economy	39	44	5	12
Health Care	36	45	5	14
Taxes	38	43	6	12
Immigration	39	41	4	16
Education	29	49	5	17
National Security	40	40	5	15

What one word would you use to describe Scott Brown?



What one word would you use to describe Jeanne Shaheen?



If the 2014 New Hampshire election for the U.S. House of Representatives were being held today, which candidate would you vote for? *(N = 197 RVs, 160 LVs)*

Question was only shown to respondents who reside in NH District 1.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Frank Guinta (Republican)	33	33	38	37
Carol Shea-Porter (Democrat)	48	53	50	54
Other	2	2	4	3
Not sure	17	13	8	6

If the 2014 New Hampshire election for the U.S. House of Representatives were being held today, which candidate would you vote for? *(N = 198 RVs, 162 LVs)*

Question was only shown to respondents who reside in NH District 2.

	W/o Leaners		W/ Leaners	
	Registered	Likely	Registered	Likely
Marilinda Garcia (Republican)	40	45	43	48
Annie Kuster (Democrat)	43	41	45	43
Other	4	3	5	4
Not sure	13	11	7	5

Thinking ahead to the 2016 presidential election, if the Democratic primary were held today, please indicate which one of the following candidates you would be most likely to support? *(N = 204)*

Hillary Clinton	49
Elizabeth Warren	16
Bernie Sanders	11
Joseph Biden	6
Andrew Cuomo	3
Deval Patrick	3
Martin O'Malley	<1
Cory Booker	<1
Other	11

Thinking ahead to the 2016 presidential election, if the Republican primary were held today, please indicate which one of the following candidates you would be most likely to support? *(N = 191)*

Mitt Romney	29
Rand Paul	11
Jeb Bush	11
Ted Cruz	10
Mike Huckabee	7
Chris Christie	6
Marco Rubio	5
Paul Ryan	3
Rick Perry	3
John Huntsman	2
Rick Santorum	2
Bobby Jindal	2
Rob Portman	<1
Other	9

Do you think things in this country are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction	31
Wrong Track	69

Do you think things in New Hampshire are generally going in the right direction or do you feel things have gotten pretty seriously off on the wrong track?

Right Direction	52
Wrong Track	48

Do you approve or disapprove of the way each is doing their job?

	Strongly Approve	Approve	Disapprove	Strongly Disapprove	Not Sure
Governor Maggie Hassan	20	29	21	19	12
Senator Kelly Ayotte	16	29	19	23	13
Senator Jeanne Shaheen	20	27	16	29	7
President Barack Obama	10	28	10	47	5
Congresswoman Carol Shea-Porter	16	31	18	21	14
Congresswoman Annie Kuster	11	27	14	34	13

Sample Demographics

	Category	Registered	Likely
Gender	Male	47	49
	Female	53	51
Age	18-29	14	12
	30-54	38	38
	55+	48	51
Race	White	94	94
	Other	6	6
Education	HS or less	31	30
	Some college	22	22
	College degree	32	31
	Postgraduate	16	17
Income	< $40k	29	25
	$40 - $100k	58	61
	> $100k	13	15
Party ID	Democrat	32	32
	Republican	23	26
	Independent	45	42
Ideology	liberal	28	30
	moderate	33	33
	conservative	32	35
	Other	6	2