UMassAmherst WBZ

Crosstabs

UMass Amherst/WBZ Poll of New Hampshire 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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Results on this page are for likely voters.

Vote for Governor (without Leaners)

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	47	37	37	40	45	31	48	43	43	47	41	38	3	90	42	0	41	81
Shaheen	45	48	56	42	47	54	42	41	37	46	51	55	94	2	38	93	48	6
Not sure	2	10	7	9	4	5	8	6	13	2	4	2	3	4	10	7	5	3

	Obama Approval		Nation		New Hampshire	
	Approve	Disapprove	Right Direction	Wrong Track	Right Direction	Wrong Track
Brown	0	74	2	61	13	71
Shaheen	97	11	94	24	81	12
Not sure	3	7	3	7	5	8

Vote for Senator (with Leaners)

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	48	42	37	43	47	33	51	43	49	47	43	38	3	90	48	0	43	83
Shaheen	46	49	56	46	47	57	43	44	38	47	53	55	95	4	39	96	49	7

	Obama Approval		Nation		New Hampshire	
	Approve	Disapprove	Right Direction	Wrong Track	Right Direction	Wrong Track
Brown	0	78	2	65	14	74
Shaheen	100	11	97	25	83	13

Results from this point forward are for registered voters.

Which candidate does the following statement best describe?

Cares about people like me

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	45	36	35	44	39	29	46	43	40	44	39	39	1	89	45	0	38	79
Shaheen	55	64	65	56	61	71	54	57	60	56	61	61	99	11	55	100	62	21

Takes clear positions on the issues

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	44	43	32	47	43	35	49	42	47	48	37	40	4	91	46	1	42	83
Shaheen	56	57	68	53	57	65	51	58	53	52	63	60	96	9	54	99	58	17

Willing to go against their own party on issues

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	56	55	52	58	55	40	60	69	55	56	52	65	22	99	58	20	55	88
Shaheen	44	45	48	42	45	60	40	31	45	44	48	35	78	1	42	80	45	12

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

The Economy

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	43	34	26	41	40	28	42	40	38	44	36	38	4	90	38	1	40	76
Shaheen	43	45	51	38	47	49	42	42	38	42	47	53	89	2	33	90	43	8
Not Sure	8	17	23	14	7	14	13	10	17	10	12	7	7	3	20	8	12	6

Health Care

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	39	33	25	36	40	27	39	35	36	42	33	34	1	86	34	0	33	74
Shaheen	45	44	49	40	47	51	42	46	38	42	48	53	91	2	35	92	45	9
Not Sure	10	18	24	17	10	15	16	12	20	13	14	8	8	8	22	7	16	9

Taxes

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	43	34	25	39	41	27	42	42	42	40	35	34	2	84	39	1	39	70
Shaheen	46	41	58	37	44	48	41	38	33	41	50	53	88	2	34	91	43	7
Not Sure	5	19	17	13	10	16	11	10	18	13	8	8	6	7	19	7	10	12

Education

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	34	25	25	27	33	23	35	26	33	32	26	24	1	75	26	0	27	60
Shaheen	45	51	56	44	50	53	45	47	43	43	54	55	95	3	38	95	48	11
Not Sure	14	21	19	22	13	17	17	20	18	21	16	13	4	17	27	5	19	19

Immigration

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	45	34	29	40	41	30	44	37	41	44	36	36	2	86	41	1	41	75
Shaheen	41	40	48	37	42	45	38	39	34	36	46	50	86	2	29	89	37	6
Not Sure	9	23	23	17	14	18	17	14	17	17	16	12	10	6	26	10	18	11

National Security

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Brown	45	35	27	42	41	30	45	37	42	44	34	39	3	90	40	0	41	76
Shaheen	42	38	50	32	43	43	36	39	35	36	44	46	84	1	29	86	37	6
Not Sure	8	23	23	20	10	16	16	15	16	13	19	12	12	5	23	14	15	8

What is your opinion of Jeanne Shaheen?

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Favorable	45	53	40	46	54	54	47	57	46	47	51	55	89	12	40	92	49	17
Unfavorable	48	39	24	49	44	34	48	39	45	48	38	43	4	86	49	1	46	83

What is your opinion of Scott Brown?

	Gender		Age			Income			Education				Party ID			Ideology		
	Male	Female	18-29	30-54	>55	<$40k	$40-$100k	>$100k	HS or less	Some Coll.	Coll. Deg.	Postgrad	Dem.	Rep.	Ind.	Lib.	Mod.	Cons.
Favorable	41	38	26	40	43	31	44	40	43	41	36	38	6	89	37	3	38	77
Unfavorable	51	52	36	54	55	57	49	56	45	53	53	60	83	10	51	88	55	23