

Results of SurveyUSA Election Poll #21754

Geography: New Hampshire RBS
 Data Collected: 10/04/2014 - 10/08/2014
 Release Date: 10/09/2014
 Percentages

In New Hampshire, Incumbent Democrat Shaheen May Have Narrow Advantage Over GOP's Brown in Senate Fight; Governor Race Shaded Blue: 3 weeks before votes are counted in New Hampshire, a survey by High Point University finds the contest for US Senate breathtakingly close, with incumbent Democrat Jeanne Shaheen holding a narrow 48% to 46% advantage over Republican challenger Scott Brown. The outcome of the Senate race has national implications, and millions of dollars will be spent in the remaining days to influence the outcome, which may differ in either direction by several points from what is shown here. Brown holds 91% of the Republican base, Shaheen holds 91% of the Democratic base. Independents split. For Shaheen to win, she needs help from women, among whom she leads by 12 points, and from moderates, among whom she leads by 19 points. Brown leads by 10 points among men, and is at or above 50% among middle-aged voters age 40 to 64. Although just 36% of New Hampshire voters have a favorable opinion of the Democratic Party, 47% approve of the job Shaheen is doing. In the contest for Governor of New Hampshire, incumbent Democrat Maggie Hassan is at 50% today, 8 points atop Republican challenger Walt Havenstein, who is at 42%. Though the number of cross-over voters is small, twice as many Republicans vote Democratic as Democrats who vote Republican. Hassan has a narrow advantage among independents, which is just enough to position her as a clear favorite in this contest. Havenstein leads by 3 points among men, but trails by 18 points among women. Hassan has a 26-point advantage among moderates, who make up 45% of the electorate in this sample. As a reflection of how close the top-of-ticket statewide contests are, 44% of NH voters say they will vote for a Republican in this year's contest for US House of Representatives, 43% say they will vote for a Democrat. Cell-phone respondents and home-phone respondents included in this survey, which was conducted 100% by telephone. SurveyUSA interviewed 850 state of New Hampshire registered voters 10/04/14 through 10/08/14, using Registration Based Sample (aka: Voter List Sample) purchased from Aristotle in Washington DC. To be included in the sample, a voter needed to have voted in both 2010 and 2012, or needed to have newly registered to vote thereafter. Of the 850 registered voters, 824 were determined to be likely to vote on or before 11/04/14. This research was conducted 100% by telephone. Respondents reachable on a home telephone (72% of likely voters) were interviewed on their home telephone in the recorded voice of a professional announcer. Respondents not reachable on a home telephone (28% of likely voters) were contacted by live operators, who hand-dialed the telephone, secured the respondent's cooperation, qualified the respondent, conducted the interview, and remained on the phone until the call was completed. You must credit High Point University if you broadcast, publish or cite these results in whole or part.

1 On November 4th, New Hampshire will hold its general election for U.S. Senate, U.S. House of Representatives and other offices. How certain are you that you will vote in this election?

850 Registered Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-1.7%																	
Certain	93%	94%	93%	76%	94%	95%	96%	88%	95%	95%	95%	94%	96%	94%	94%	89%	95%
Probably	3%	3%	4%	13%	2%	3%	2%	5%	3%	2%	4%	3%	1%	4%	4%	5%	3%
50/50	2%	1%	2%	6%	1%	1%	2%	3%	1%	0%	2%	3%	2%	2%	1%	3%	1%
Will Not	1%	1%	1%	5%	2%	0%	0%	3%	0%	2%	0%	1%	1%	1%	1%	2%	0%
Not Sure	0%	0%	0%	0%	1%	0%	0%	1%	0%	0%	0%	0%	0%	0%	0%	1%	0%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Registered Voters	100%	47%	53%	8%	17%	39%	37%	25%	75%	26%	27%	45%	33%	45%	18%	29%	71%

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2 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?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.4%																	
Right Direction	32%	30%	33%	43%	21%	26%	39%	28%	33%	4%	62%	27%	6%	36%	64%	25%	34%
Wrong Track	63%	67%	59%	52%	72%	67%	56%	66%	62%	94%	27%	67%	94%	54%	29%	67%	61%
Not Sure	6%	3%	8%	5%	7%	7%	5%	6%	6%	2%	11%	6%	1%	9%	7%	8%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

3 Do you approve or disapprove of the way that Barack Obama is handling his job as president?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.5%																	
Approve	41%	36%	45%	54%	31%	38%	45%	38%	42%	6%	83%	33%	8%	46%	83%	38%	42%
Disapprove	54%	61%	47%	38%	62%	57%	50%	54%	53%	91%	11%	59%	89%	46%	11%	54%	53%
Not Sure	6%	4%	8%	8%	7%	5%	6%	8%	5%	4%	6%	8%	2%	8%	6%	8%	5%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

4 Do you approve or disapprove of the way that Jeanne Shaheen is handling her job as United States Senator?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.5%																	
Approve	47%	40%	54%	50%	35%	46%	54%	39%	50%	8%	89%	46%	14%	55%	90%	43%	49%
Disapprove	48%	56%	40%	44%	55%	50%	43%	52%	46%	87%	8%	48%	83%	38%	7%	47%	48%
Not Sure	5%	4%	6%	6%	10%	5%	3%	9%	4%	5%	3%	6%	3%	6%	4%	10%	3%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

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5 Is your opinion of the Democratic party ... favorable? Unfavorable? Neutral? Or, do you have no opinion of the Democratic party?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.5%																	
Favorable	36%	30%	42%	34%	28%	35%	42%	30%	38%	4%	86%	24%	7%	39%	83%	31%	38%
Unfavorable	43%	49%	37%	28%	50%	47%	38%	43%	43%	83%	7%	44%	80%	33%	6%	40%	44%
Neutral	17%	17%	17%	32%	18%	14%	18%	22%	16%	11%	5%	27%	10%	24%	8%	20%	16%
No Opinion	3%	3%	4%	6%	5%	4%	1%	5%	3%	2%	2%	5%	2%	4%	3%	10%	1%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

6 Is your opinion of the Republican party ... favorable? Unfavorable? Neutral? Or, do you have no opinion of the Republican party?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.5%																	
Favorable	25%	26%	25%	15%	28%	28%	24%	24%	26%	60%	4%	19%	53%	16%	2%	24%	26%
Unfavorable	46%	44%	47%	41%	37%	45%	51%	38%	48%	13%	84%	43%	16%	53%	85%	36%	49%
Neutral	25%	26%	25%	38%	29%	25%	22%	32%	23%	24%	9%	34%	28%	27%	10%	32%	23%
No Opinion	3%	3%	4%	6%	7%	2%	3%	6%	2%	3%	3%	4%	3%	4%	3%	8%	2%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

7 If the election for United States Senate were held today would you be voting for (names rotated) Republican Scott Brown? Or Democrat Jeanne Shaheen?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan	
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Moder	Liberal	Cell Ph	Landlin
Margin of Sampling Error: +/-3.5%																	
Scott Brown (R)	46%	52%	41%	31%	51%	50%	42%	45%	46%	91%	7%	45%	83%	38%	6%	44%	47%
Jeanne Shaheen (D)	48%	42%	53%	55%	39%	45%	54%	44%	49%	5%	91%	46%	11%	57%	90%	45%	49%
Undecided	6%	6%	6%	14%	10%	4%	4%	11%	4%	4%	2%	9%	5%	5%	4%	11%	4%
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%

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8 If the election for New Hampshire Governor were held today would you be voting for (names rotated) Republican Walt Havenstein? Democrat Maggie Hassan? Or some other candidate?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan		
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Modera	Liberal	Cell Ph	Landlin	
Margin of Sampling Error: +/-3.5%																		
Walt Havenstein (R)	42%	47%	37%	28%	49%	43%	40%	42%	41%	83%	5%	41%	76%	33%	4%	38%	43%	
Maggie Hassan (D)	50%	44%	55%	63%	38%	48%	54%	46%	51%	10%	93%	46%	15%	59%	89%	48%	51%	
Other	4%	3%	5%	6%	7%	5%	2%	7%	4%	4%	1%	6%	5%	3%	4%	4%	5%	
Undecided	4%	5%	3%	3%	6%	4%	3%	5%	4%	3%	1%	6%	4%	5%	2%	11%	1%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%	

9 If the elections for U.S. Congress were being held today, would you vote for (rotated) The Republican party's candidate? Or The Democratic party's candidate? for Congress in your district? Or, will you vote for some other party's candidate?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan		
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Modera	Liberal	Cell Ph	Landlin	
Margin of Sampling Error: +/-3.5%																		
The Republican Party's Candidate	44%	51%	38%	26%	53%	48%	40%	44%	44%	88%	8%	42%	82%	35%	6%	44%	44%	
The Democratic Party's Candidate	43%	38%	47%	52%	27%	41%	50%	35%	46%	6%	87%	37%	8%	50%	86%	35%	46%	
Other	6%	5%	6%	12%	7%	4%	5%	9%	5%	2%	1%	10%	4%	7%	3%	5%	6%	
Undecided	7%	5%	8%	10%	13%	6%	5%	12%	5%	4%	4%	11%	6%	8%	5%	15%	4%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%	

10 We are interested in how people are getting along financially these days. Would you say that you and your family living there are better off or worse off financially than you were a year ago?

824 Likely Voters	All	Gender		Age				<50 / 50+		Party Affiliation			Ideology			Cell Phone / Lan		
		Male	Female	18-39	40-49	50-64	65+	18-49	50+	Republi	Democr	Indepen	Conser	Modera	Liberal	Cell Ph	Landlin	
Margin of Sampling Error: +/-3.5%																		
Better Off	31%	31%	31%	54%	28%	26%	33%	36%	29%	10%	50%	29%	11%	33%	57%	35%	29%	
Worse Off	43%	46%	41%	25%	44%	52%	37%	38%	45%	67%	18%	46%	66%	37%	18%	40%	45%	
Neither	25%	23%	26%	21%	27%	22%	28%	25%	25%	21%	30%	24%	21%	30%	23%	24%	25%	
Not Sure	1%	1%	1%	0%	1%	0%	2%	1%	1%	2%	2%	0%	1%	1%	2%	1%	1%	
Total	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	
Composition of Likely Voters	100%	47%	53%	7%	16%	39%	37%	24%	76%	26%	27%	45%	33%	45%	18%	28%	72%	