

# WMUR / GRANITE STATE POLL THE UNIVERSITY OF NEW HAMPSHIRE

## NH SENATE RACE STILL CLOSE, MANY VOTERS STILL TRYING TO DECIDE

By: Andrew E. Smith, Ph.D.  
andrew.smith@unh.edu  
www.unh.edu/survey-center

603/862-2226  
603/862-3877

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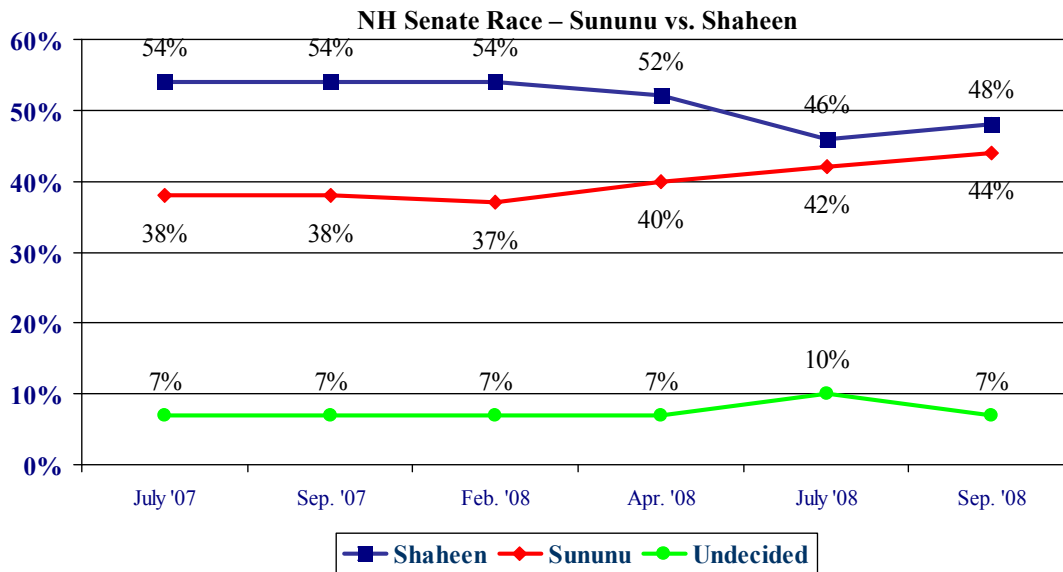
DURHAM, NH – Former Governor Jeanne Shaheen is maintaining a slim lead over incumbent Republican John Sununu in the race for the U.S. Senate in New Hampshire. Many voters have not yet decided who they will vote for.

These findings are based on the latest **WMUR / Granite State Poll**,\* sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center. Five hundred fifty (550) randomly selected New Hampshire adults were interviewed by telephone between September 14 and September 21, 2008. The margin of sampling error for the survey is +/- 4.2%. Included was a subsample of 523 likely November voters (margin of sampling error, +/-4.3%).

### NH Senate Trial Heat

In the final six weeks before the rematch of their 2002 race, Republican Senator John Sununu and former Democratic Governor Jeanne Shaheen are locked in a close race for U.S. Senate. Sununu had trailed Shaheen significantly over the past year but has narrowed her lead in the summer. Shaheen currently receives 48% of the vote with 44% going to Sununu, 2% for some other candidate and 7% are undecided. Sununu had trailed Shaheen by as much as 17% in February and 12% in April. "This race is seen as one of the most important in the country by both Republicans and Democrats," said Andrew Smith, Director of the UNH Survey Center. Both candidates are well known and well funded and this race is likely to stay close."

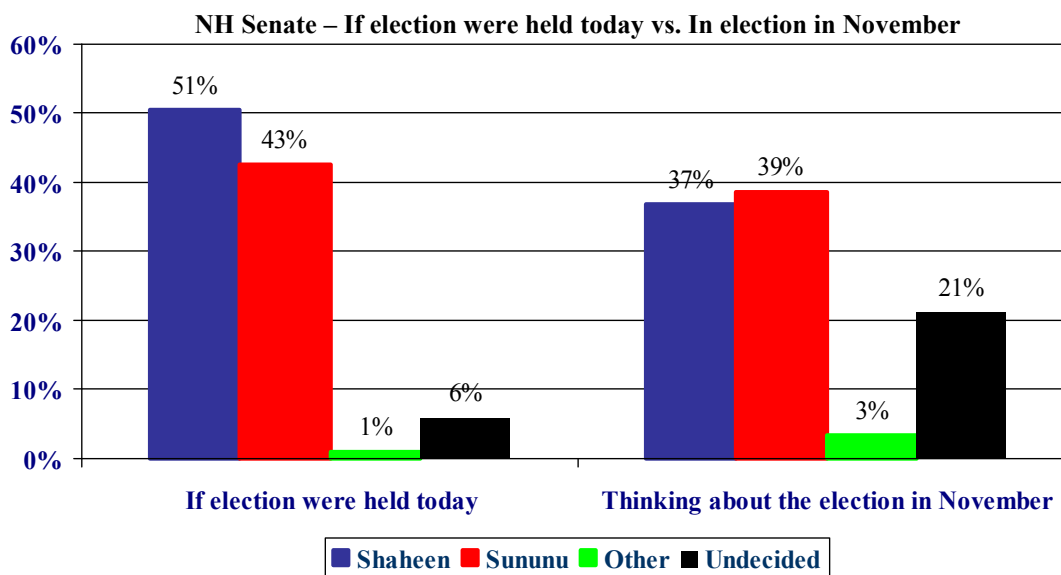
Shaheen runs strongest among Democrats, liberals, union households, lower income voters, young voters, non-religious voters, and voters in the Seacoast. Sununu runs strongest among Republicans, conservatives, and regular church goers.



In order to get a better understanding of the electorate, in particular to understand the role of undecided voters, an experiment was conducted in which half the sample of respondents were asked "Suppose the 2008 election for U.S. Senator for New Hampshire was being held TODAY and the candidates were John Sununu, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" and half were asked "Lets turn to the November election for U.S. Senate from New Hampshire ... would you vote for John Sununu the Republican ... Jeanne Shaheen the Democrat ... someone else ... or haven't you decided yet?"

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

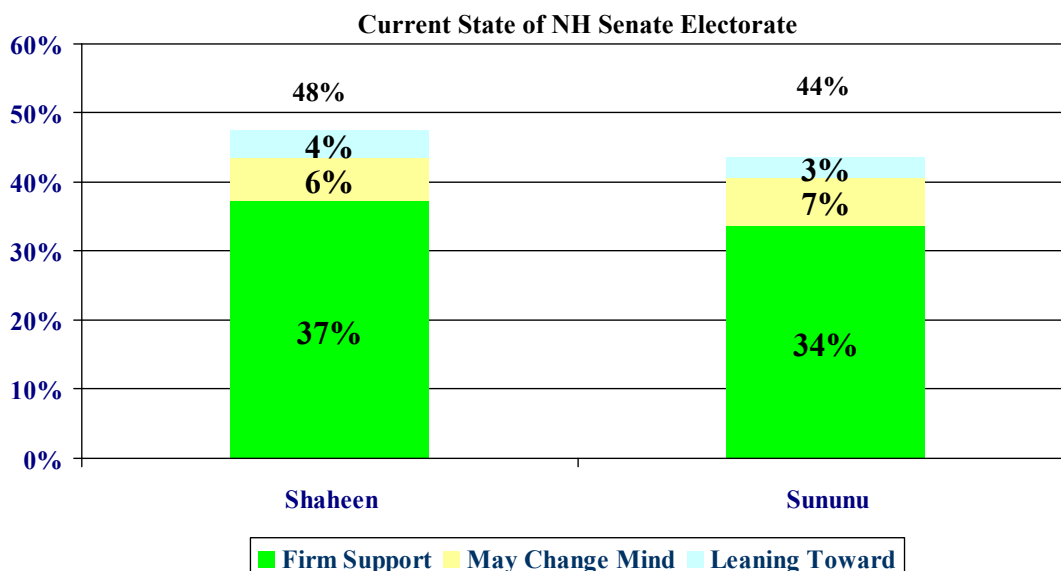
The half of the sample who were asked if the election were held today were more likely to say they would vote for Shaheen (51% to 43%) but Sununu holds a 39% to 37% lead over voters who were asked who they planned to vote for in November. And significantly, more than 3 times as many voters (21% to 6%) said they were undecided when they were asked the version of the question about voting in November than those who were asked “if the election were held today.”



Among voters who initially said they were undecided, 30% said they are leaning toward Shaheen, 23% are leaning toward Sununu, and 48% are still undecided.

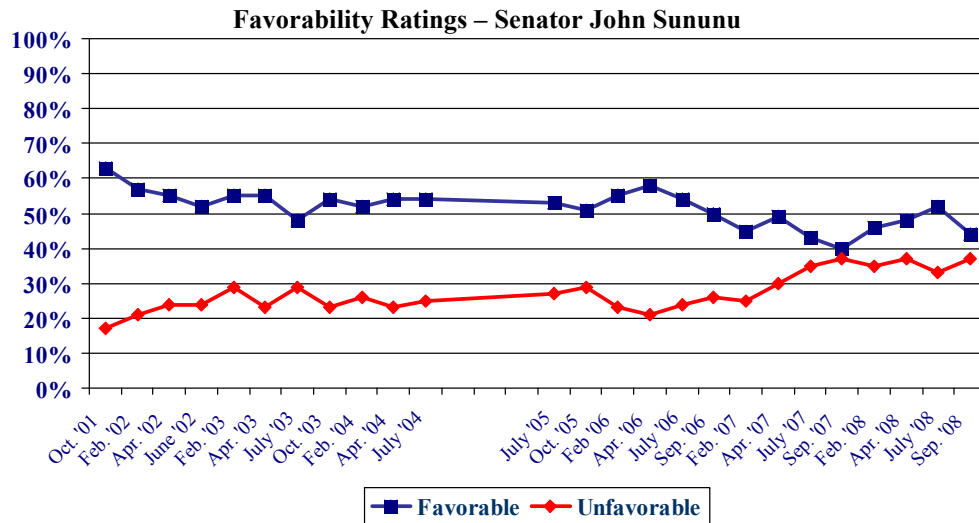
Voters who were decided in their choice for Senator were asked a follow-up question which probed for how firm their choice was. Overall, 83% said they were firm in their choice and 17% said they could change their minds.

When these questions are combined, we get the following picture of the electorate. Currently, 37% of New Hampshire voters firmly support Shaheen, 5% support Shaheen but may change their minds, and 3% are undecided but leaning toward Shaheen. A similar pattern is seen for Sununu – 34% firmly support Sununu, 7% support Sununu but may change their minds, and 3% are undecided but leaning toward Sununu.



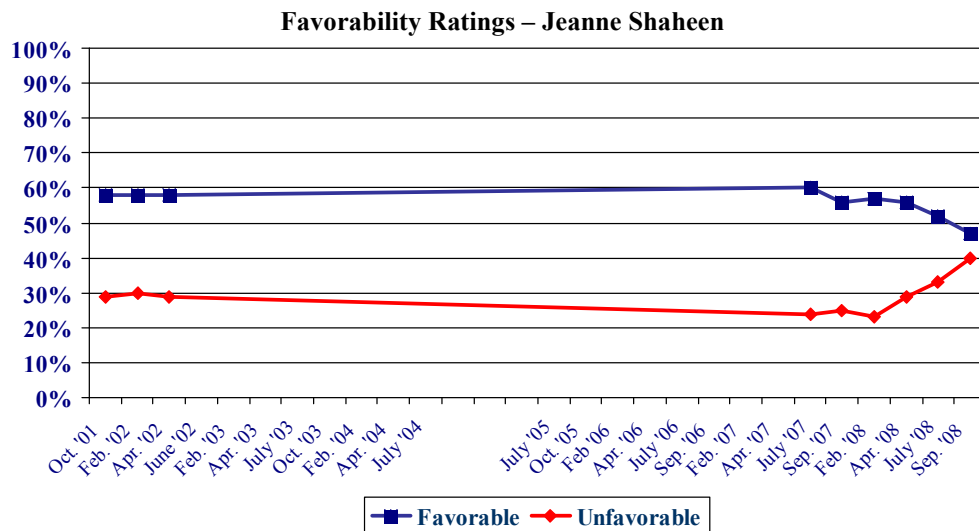
### Favorability Ratings - John Sununu

Currently, Sununu is viewed favorably by 44% of New Hampshire voters, 37% have an unfavorable opinion of him, 7% are neutral and 12% don't know enough about him to say. Sununu's net favorability is +7% and has declined significantly from +19% in July.



### Favorability Ratings – Jeanne Shaheen

Shaheen's favorability ratings have also declined in recent months. Currently, 47% of New Hampshire voters have a favorable opinion of Shaheen, 40% have an unfavorable opinion of her, 5% are neutral, and 8% don't know enough about her to say. Shaheen's net favorability rating is also +7%, down significantly from +22% in July. "Both candidates have seen their reputations suffer as the impact of negative campaign advertising is being felt," said Smith.



## Granite State Poll Methodology

These findings are based on the latest **WMUR / Granite State Poll**, sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center. Five hundred fifty (550) randomly selected New Hampshire adults were interviewed by telephone between September 14 and September 21, 2008. The margin of sampling error for the survey is +/-4.2%. Included was a subsample of 523 likely November voters (margin of sampling error, +/-4.3%).

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, 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.

### U.S. Senate Trial Heats Likely 2008 General Election Voters

HALF OF SAMPLE: "Suppose the 2008 election for U.S. Senator for New Hampshire was being held TODAY and the candidates were John Sununu, the Republican and Jeanne Shaheen, the Democrat, who would you vote for?" ROTATE  
HALF OF SAMPLE: "Let's turn to the November election for U.S. Senate from New Hampshire ... would you vote for John Sununu the Republican ... Jeanne Shaheen the Democrat ... someone else ... or haven't you decided yet?" ROTATE

	<u>July '07</u>	<u>Sep. '07</u>	<u>Feb. '08</u>	<u>Apr. '08</u>	<u>July '08</u>	<u>Sep. '08</u>
Sununu	38%	38%	37%	40%	42%	44%
Shaheen	54%	54%	55%	52%	46%	48%
Other	1%	1%	1%	1%	1%	2%
Undecided	7%	7%	7%	7%	10%	7%
(N=)	(449)	(464)	(516)	(444)	(469)	(512)

### Favorability Rating – U.S. Senator John Sununu Likely 2008 General Election Voters

"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 John Sununu." (Respondents were asked about U.S. REPRESENTATIVE John Sununu from October 2001 to June 2002. He was elected Senator in November 2002.)

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>Sep. '08</b>	<b>44%</b>	<b>7%</b>	<b>37%</b>	<b>12%</b>	<b>(522)</b>
<b>July '08</b>	52%	9%	33%	7%	(474)
<b>Apr. '08</b>	48%	11%	37%	4%	(498)
<b>Feb. '08</b>	46%	12%	35%	7%	(554)
<b>Sept. '07</b>	40%	14%	37%	9%	(508)
<b>July '07</b>	43%	13%	35%	9%	(521)
<b>Apr. '07</b>	49%	14%	30%	8%	(514)
<b>Feb. '07</b>	45%	20%	25%	11%	(533)
<b>Sept. '06</b>	50%	15%	26%	9%	(513)
<b>July '06</b>	54%	11%	24%	11%	(499)
<b>Apr. '06</b>	58%	14%	21%	10%	(503)
<b>Feb. '06</b>	55%	13%	23%	8%	(500)
<b>Oct. '05</b>	51%	9%	29%	10%	(509)
<b>July '05</b>	53%	6%	27%	13%	(499)
<b>July '04</b>	54%	10%	25%	11%	(507)
<b>Apr. '04</b>	54%	11%	23%	11%	(539)
<b>Feb. '04</b>	52%	11%	26%	12%	(510)
<b>Oct. '03</b>	54%	10%	23%	13%	(495)
<b>June '03</b>	48%	11%	29%	11%	(513)
<b>Apr. '03</b>	55%	9%	23%	12%	(507)
<b>Feb. '03</b>	55%	9%	29%	8%	(651)
<b>June '02</b>	52%	10%	24%	14%	(639)
<b>Apr. '02</b>	55%	7%	24%	14%	(693)
<b>Feb. '02</b>	57%	9%	21%	13%	(724)
<b>Oct. '01</b>	63%	8%	17%	12%	(681)

**Favorability Rating – Former Governor Jeanne Shaheen  
Likely Voters**

"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 Governor Jeanne Shaheen."

<u>Statewide</u>	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
Sep. '08	47%	5%	40%	8%	(522)
July '08	53%	9%	31%	6%	(472)
Apr. '08	56%	10%	29%	5%	(500)
Feb. '08	57%	13%	23%	7%	(555)
Sept. '07	56%	11%	25%	8%	(506)
July '07	60%	9%	24%	8%	(520)

**Net Favorability Ratings**

	<b>Sununu</b>	<b>Shaheen</b>
Sep. '08	+7%	+7%
July '08	+19%	+22%
Apr. '08	+11%	+27%
Feb. '08	+11%	+34%
Sept. '07	+3%	+31%
July '07	+8%	+36%
Apr. '07	+19%	--
Feb. '07	+20%	--
Sept. '06	+24%	--
July '06	+30%	--
Apr. '06	+34%	--
Feb. '06	+32%	--
Oct. '05	+22%	--
July '05	+26%	--
July '04	+29%	--
Apr. '04	+31%	--
Feb. '04	+26%	--
Oct. '03	+31%	--
June '03	+19%	--
Apr. '03	+32%	--
Feb. '03	+26%	--
June '02	+27%	--
Apr. '02	+31%	+29%
Feb. '02	+36%	+28%
Oct. '01	+46%	+29%

**Favorability Rating - John Sununu (Likely Voters)**

	<b><u>Favorable</u></b>	<b><u>Neutral</u></b>	<b><u>Unfavorable</u></b>	<b><u>Don't Know</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>44%</b>	<b>7%</b>	<b>37%</b>	<b>12%</b>	<b>522</b>
Registered Democrat	19%	4%	66%	12%	124
Undeclared	43%	8%	38%	11%	208
Registered Republican	70%	8%	13%	10%	164
Not registered	20%	4%	49%	27%	26
Democrat	16%	5%	67%	13%	225
Independent	44%	11%	33%	12%	80
Republican	76%	7%	8%	10%	204
Liberal	14%	3%	67%	15%	110
Moderate	44%	7%	41%	8%	219
Conservative	70%	9%	11%	11%	158
Union household	36%	9%	47%	8%	83
Non-union	46%	6%	36%	12%	429
5 years or less in NH	35%	10%	30%	24%	35
6 to 10 years	56%	0%	31%	13%	36
11 to 20 years	34%	5%	38%	22%	87
More than 20 years	47%	8%	39%	7%	346
Born in NH	46%	6%	33%	14%	146
Moved from MA	42%	12%	34%	12%	150
Moved from Other NE	40%	1%	41%	17%	60
Moved from Mid-Atlantic	51%	0%	43%	6%	70
Moved from other	44%	7%	42%	7%	96
18 to 34	29%	5%	33%	33%	50
35 to 49	51%	5%	34%	11%	137
50 to 64	45%	7%	41%	7%	186
65 and over	41%	10%	39%	11%	123
Male	50%	6%	36%	8%	249
Female	40%	7%	39%	15%	273
High school or less	52%	4%	31%	13%	90
Some college	40%	7%	35%	18%	109
College graduate	44%	10%	39%	7%	171
Post-graduate	43%	4%	42%	10%	144
Less than \$30K	21%	8%	61%	11%	44
\$30K to \$60K	43%	3%	41%	13%	85
\$60K to \$75K	40%	11%	42%	7%	55
\$75K to \$100K	48%	6%	32%	15%	71
More than \$100K	53%	5%	34%	9%	129
Married	52%	6%	32%	10%	366
Divorced/separated	28%	8%	50%	13%	94
Never married	27%	5%	52%	16%	50
Attend services 1 or more/week	53%	6%	31%	10%	128
1-2 times a month	55%	3%	32%	10%	73
Less often	43%	9%	36%	12%	137
Never	33%	6%	47%	14%	159
North Country	55%	8%	26%	11%	44
Central/Lakes	42%	6%	42%	10%	93
Connecticut Valley	35%	2%	45%	18%	78
Mass Border	45%	10%	33%	11%	149
Seacoast	40%	6%	45%	9%	76
Manchester Area	54%	4%	31%	11%	82

# Favorability Rating - Jeanne Shaheen

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	47%	5%	40%	8%	522
Registered Democrat	78%	2%	14%	6%	124
Undeclared	47%	6%	36%	11%	208
Registered Republican	24%	5%	69%	3%	164
Not registered	42%	7%	24%	27%	26
Democrat	76%	4%	11%	8%	225
Independent	42%	8%	43%	7%	81
Republican	17%	5%	72%	7%	203
Liberal	74%	5%	8%	13%	110
Moderate	56%	3%	34%	7%	220
Conservative	13%	7%	75%	5%	157
Union household	59%	3%	32%	6%	83
Non-union	44%	5%	43%	8%	429
5 years or less in NH	27%	3%	40%	30%	35
6 to 10 years	40%	5%	37%	18%	36
11 to 20 years	48%	4%	42%	6%	87
More than 20 years	50%	6%	40%	4%	347
Born in NH	47%	7%	40%	6%	147
Moved from MA	41%	4%	45%	9%	150
Moved from Other NE	47%	1%	44%	9%	60
Moved from Mid-Atlantic	55%	4%	34%	7%	70
Moved from other	50%	6%	37%	8%	96
18 to 34	56%	2%	17%	24%	50
35 to 49	43%	6%	43%	9%	137
50 to 64	49%	4%	43%	4%	187
65 and over	49%	6%	41%	5%	123
Male	43%	5%	46%	6%	249
Female	51%	4%	35%	10%	273
High school or less	36%	6%	52%	6%	90
Some college	45%	7%	36%	13%	110
College graduate	49%	4%	41%	6%	170
Post-graduate	53%	4%	37%	6%	144
Less than \$30K	56%	1%	39%	3%	44
\$30K to \$60K	45%	7%	38%	10%	85
\$60K to \$75K	47%	6%	41%	6%	55
\$75K to \$100K	60%	2%	34%	4%	71
More than \$100K	47%	6%	41%	7%	128
Married	43%	4%	46%	6%	366
Divorced/separated	50%	7%	32%	11%	95
Never married	65%	2%	21%	12%	50
Attend services 1 or more/week	33%	8%	55%	4%	128
1-2 times a month	52%	3%	39%	6%	74
Less often	45%	4%	40%	11%	137
Never	55%	4%	33%	9%	159
North Country	37%	4%	50%	9%	44
Central/Lakes	51%	3%	42%	4%	93
Connecticut Valley	57%	5%	31%	7%	78
Mass Border	46%	5%	40%	10%	149
Seacoast	54%	6%	32%	8%	77
Manchester Area	34%	6%	51%	9%	82

# NH Senate - Sununu vs. Shaheen

	<u>Sununu</u>	<u>Shaheen</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
<b>STATEWIDE - 4/08</b>	<b>40%</b>	<b>52%</b>	<b>1%</b>	<b>7%</b>	<b>444</b>
<b>STATEWIDE - 7/08</b>	<b>42%</b>	<b>46%</b>	<b>1%</b>	<b>10%</b>	<b>469</b>
<b>STATEWIDE - 9/08</b>	<b>44%</b>	<b>48%</b>	<b>2%</b>	<b>7%</b>	<b>512</b>
Registered Democrat	8%	86%	2%	4%	121
Undeclared	40%	49%	3%	8%	205
Registered Republican	80%	15%	0%	5%	161
Not registered	14%	62%	6%	18%	25
Democrat	7%	87%	2%	3%	222
Independent	39%	42%	4%	16%	79
Republican	86%	7%	1%	6%	199
Liberal	6%	89%	0%	5%	105
Moderate	38%	51%	3%	7%	217
Conservative	79%	12%	2%	6%	156
Firm Choice	47%	52%	1%	0%	368
Could Change Mind	49%	44%	7%	0%	72
Union household	33%	58%	2%	7%	83
Non-union	46%	46%	2%	6%	419
5 years or less in NH	43%	47%	0%	10%	35
6 to 10 years	47%	41%	0%	11%	35
11 to 20 years	41%	50%	8%	1%	87
More than 20 years	44%	49%	1%	6%	339
Born in NH	41%	46%	2%	11%	139
Moved from MA	45%	44%	4%	7%	150
Moved from Other NE	48%	48%	4%	1%	59
Moved from Mid-Atlantic	43%	51%	0%	6%	69
Moved from other	42%	53%	0%	5%	94
18 to 34	24%	58%	3%	15%	49
35 to 49	49%	44%	2%	6%	135
50 to 64	45%	48%	3%	4%	185
65 and over	42%	52%	0%	6%	121
Male	48%	43%	3%	6%	244
Female	40%	52%	1%	7%	268
High school or less	51%	41%	4%	5%	87
Some college	40%	51%	2%	7%	106
College graduate	44%	48%	3%	5%	167
Post-graduate	42%	50%	1%	7%	143
Less than \$30K	22%	68%	7%	3%	43
\$30K to \$60K	37%	54%	0%	9%	83
\$60K to \$75K	41%	54%	4%	1%	55
\$75K to \$100K	44%	46%	2%	8%	69
More than \$100K	52%	44%	1%	3%	128



**NH Senate - Sununu vs. Shaheen**

	<u><b>Sununu</b></u>	<u><b>Shaheen</b></u>	<u><b>Other</b></u>	<u><b>Undecided</b></u>	<u><b>(N)</b></u>
<b>STATEWIDE - 4/08</b>	<b>40%</b>	<b>52%</b>	<b>1%</b>	<b>7%</b>	<b>444</b>
<b>STATEWIDE - 7/08</b>	<b>42%</b>	<b>46%</b>	<b>1%</b>	<b>10%</b>	<b>469</b>
<b>STATEWIDE - 9/08</b>	<b>44%</b>	<b>48%</b>	<b>2%</b>	<b>7%</b>	<b>512</b>
Married	52%	40%	2%	6%	360
Divorced/separated	27%	61%	3%	8%	93
Never married	19%	75%	0%	6%	48
Attend services 1 or more/week	57%	35%	2%	6%	128
1-2 times a month	51%	42%	1%	7%	72
Less often	43%	50%	2%	5%	135
Never	31%	60%	4%	6%	153
North Country	53%	39%	0%	8%	44
Central/Lakes	44%	48%	4%	4%	93
Connecticut Valley	28%	58%	2%	12%	78
Mass Border	48%	44%	3%	5%	144
Seacoast	34%	57%	0%	9%	76
Manchester Area	54%	40%	1%	4%	78
1st Cong. District	46%	45%	2%	7%	243
2nd Cong. District	42%	50%	2%	6%	270