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UMass Lowell/7News Poll of New Hampshire Voters

Survey produced by Professor Joshua J. Dyck, Ph.D.

Field Dates: 10/15/14-10/21/14

N=900 New Hampshire Registered Voters (RVs)

N=643 Likely Voters (LVs)

Adjusted Margin of Error: +/- 3.8% for RVs; +/-4.5 for LVs

Margins of error have been adjusted to include for design effects resulting from weighting and survey design features.

Methodology in Brief

Data collection by live interviewers from Abt SRBI, Inc. This is a probability sample of 900 New Hampshire Registered Voters (RVs) collected using an overlapping dual-frame random digit dial design with a 65% landline/35% cell phone split. Using the model detailed on page 2, 643 of these RVs were identified as Likely Voters (LVs).

The data were first weighted to address the imbalance that occurs because some respondents have a greater probability of being included in the frame if they have multiple landlines or both a landline and a cellular number. To ensure a representative sample, we collected demographic data on all respondents who were residents of New Hampshire and at least 18 years of age (including non-registered voters) so that our overall sample can be weighted to data on age by gender, education, and race from the 2012 American Community Survey for New Hampshire. The youngest male/female method was used for in-household selection.

UMass Lowell is a public institution and releases surveys as a source of public information. We report our questionnaire in our topline document which includes likely voter model questions and wording. We offer a complete methodology report, as well an extensive set of crosstabs. Our goal is complete transparency in the reporting of our findings. If there is something in the release you do not see, please contact Professor Joshua J. Dyck (joshua_dyck@uml.edu; [@drjdyck](#)).

Likely Voter Model (Asked of all RVs)

Q3 As you know, a general election will be held across the country in November which includes races for Governor and U.S. Senator in New Hampshire. How closely are you following news about candidates running for office in New Hampshire— very closely, somewhat closely, just a bit, or haven't you really been following it much at all?

32% Very closely
35 Somewhat closely
20 Just a bit
13 Haven't really been following it much at all
1 (VOL) Don't know/no answer

Q4 How often would you say that you vote when there's a general election for statewide offices like Governor or U.S. Senator – always, almost always, just sometimes, hardly ever, or never? If you have just registered to vote for the first time, please tell me.

60% Always
23 Almost always
9 Just sometimes
2 Hardly ever
4 Never
2 Just registered to vote for first time
* (VOL) Don't know/no answer

Q5 Many people don't vote when there's an election. At this point, would you say you'll definitely NOT vote in the elections for Governor and U.S. Senator in New Hampshire, PROBABLY NOT vote, may or may not vote depending upon how you feel at the time, PROBABLY vote, or DEFINITELY vote in the elections for Governor and U.S. Senator in New Hampshire? If you have already voted or early voted, just tell me.

5% Definitely not vote
5 Probably not vote
5 May or may not vote
12 Probably vote
71 Definitely vote
2 Already voted
* (VOL) Don't know/No Answer

Likely voters are defined as those who are following news of the election "very closely," "somewhat closely" or "just a bit" (Q3=1,2,3), "always" or "almost always" vote when there's an election (Q4=1,2), and say that they "definitely will vote," or have "already voted" in the election (Q5=5,6)

Among partisans (using leaned party ID), **64% of Democrats, 70% of Republicans and 54% of Independents** are classified as "Likely Voters."

US SENATE: Shaheen vs. Brown Trial Heat

Q6 If the election for U.S. SENATOR of NEW HAMPSHIRE was being held today would you vote for [RANDOMIZE ORDER: Jeanne Shaheen [shuh-HEEN], the Democrat OR Scott Brown, the Republican]?

Q6a As of TODAY, do you LEAN more toward: (asked to those who answered 8/9 in Q6)

Q6b. Did you vote for [RANDOMIZE ORDER: Jeanne Shaheen [shuh-HEEN], the Democrat OR Scott Brown, the Republican]? (if the respondent reports already voting, Q5=6)

LVs	RVs	
49%	48%	Jeanne Shaheen, the Democrat
46	41	Scott Brown, Scott Brown
1	2	(VOL) Other Candidate (Specify)
3	9	(VOL) Don't know/Unsure
1	1	(VOL) Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Jeanne Shaheen	93	50	12	95	52	8
Scott Brown	4	31	84	3	42	89
Undecided/Other	3	19	4	2	6	3

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Jeanne Shaheen	54	49	47	39	46	54	61
Scott Brown	40	47	49	56	49	39	36
Undecided/Other	6	4	4	5	5	7	3

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Jeanne Shaheen	41	56	65	72	41	50	43	92	58	12
Scott Brown	53	39	31	25	54	45	52	8	34	83
Undecided/Other	8	5	4	3	7	5	5	*	8	5

	Obama Approval Rating			Shaheen Approval Rating		
	Approve	Disapprove	DK/NA/REF	Approve	Disapprove	DK/NA/REF
Jeanne Shaheen	94	20	72	91	8	40
Scott Brown	5	73	10	7	85	37
Undecided/Other	1	7	8	1	7	23

GOVERNOR: Hassan vs. Havenstein Trial Heat

Q7 If the election for GOVERNOR of NEW HAMPSHIRE was being held today would you vote for [RANDOMIZE ORDER: Maggie Hassan, the Democrat OR Walt Havenstein [ha-ven-STEEN], the Republican]?

Q7a As of TODAY, do you LEAN more toward:

Q7b. Did you vote for [RANDOMIZE ORDER: Maggie Hassan, the Democrat OR Walt Havenstein [ha-ven-STEEN], the Republican]? (if the respondent reports already voting, Q5=6)

LVs	RVs	
49%	49%	Maggie Hassan
45	40	Walt Havenstein [ha-ven-STEEN]
*	*	(VOL) Other Candidate (Specify)
6	10	(VOL) Don't know/Unsure
1	1	(VOL) Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Maggie Hassan	91	48	15	92	52	11
Walt Havenstein	6	29	80	5	39	85
Undecided/Other	3	23	5	3	9	4

	Income			Education			
	Below \$50K	\$50k-\$100k	\$100k & up	High School or Less	Some College	College Degree	Post Graduate Degree
Maggie Hassan	55	46	48	36	45	54	62
Walt Havenstein	39	46	46	55	49	39	33
Undecided/Other	6	7	6	9	6	7	5

	Gender		Age					Ideology		
	Male	Female	18-29	30-39	40-49	50-64	65+	Liberal	Moderate	Conservative
Maggie Hassan	40	56	56	61	45	50	43	93	41	17
Walt Havenstein	53	38	35	36	50	43	49	7	35	79
Undecided/Other	7	7	9	2	5	6	8	*	14	4

Q8 Now I'm going to read the names of some people in politics. Please tell me if overall you have a favorable or unfavorable view of each person. If you have never heard of the person, please just say so. (order randomized)

Favorability Ratings – LIKELY VOTERS				
	Favorable	Unfavorable	Heard of/No opinion	Never Heard of
Maggie Hassan	55	36	7	2
Walt Havenstein	44	25	21	10
Scott Brown	44	49	4	3
Jeanne Shaheen	54	42	3	1

Favorability Ratings – REGISTERED VOTERS				
	Favorable	Unfavorable	Heard of/No opinion	Never Heard of
Maggie Hassan	53	31	10	5
Walt Havenstein	37	23	22	18
Scott Brown	40	49	7	4
Jeanne Shaheen	54	38	6	2

Q11 Do you approve or disapprove of the way Jeanne Shaheen [shuh-HEEN] is handling her job as U.S. Senator?

LVs	RVs	
48%	46	Approve
47	42	Disapprove
6	12	(VOL) Don't know/No Answer/Refused

Q9 Overall, do you approve or disapprove of the way Barack Obama is handling his job as President?

LVs	RVs	
37%	37%	Approve
60	57	Disapprove
4	6	(VOL) Don't know/No Answer/Refused

(crosstabs are of LVs)

	Party ID Leaned			Party ID Unleaned		
	Democrat	Independent	Republican	Democrat	Independent	Republican
Approve	78	29	3	87	35	1
Disapprove	15	61	96	10	60	99
Undecided/Other	5	10	1	4	5	*

Q10 Now, I'm going to read you a list of issues. For each one, please tell me if you approve or disapprove of the job Barack Obama is doing in handling these issues?

First, do you approve or disapprove of the way Obama is handling [ITEM]?

How about [NEXT ITEM]?

	Approve of Obama on...				
	International Affairs	Healthcare	The Economy	ISIL/ISIS*	Ebola**
Approve	36	35	38	36	38
Disapprove	59	62	59	59	54
Undecided/Other	5	3	3	6	8

*exact wording: "The situation involving the insurgents known as the Islamic State in Iraq and Syria"

**exact wording: "Containment of the Ebola virus"

[Rotate order of Q12 and Q13]

Q12 Do you think of Scott Brown as "Independent-minded" or is he is more a "typical Republican?"

LVs	RVs	
42%	36%	Independent-minded
50	51	Typical Republican
7	12	(VOL) Don't know/No Answer
1	2	(VOL) Refused

Q13 Do you think of Jeanne Shaheen [shuh-HEEN] as "Independent-minded" or is she is more a "typical Democrat?"

LVs	RVs	
24%	22%	Independent-minded
72	69	Typical Democrat
4	8	(VOL) Don't know/No Answer
1	1	(VOL) Refused

Q15 Do you think Scott Brown knows enough or does not know enough about local New Hampshire issues to represent the state in the U.S. Senate?

LVs	RVs	
43%	38%	Knows Enough
51	52	Does Not Know Enough
5	10	(VOL) Don't know/No Answer
1	1	(VOL) Refused

[Rotate order of Q16 and Q17]

Q16 Regardless of who you plan to vote for, who do you think has run a better campaign in the U.S. Senate election in New Hampshire – [ROTATE: Jeanne Shaheen [shuh-HEEN] OR Scott Brown same as Q17]?

LVs	RVs	
37%	40%	Jeanne Shaheen [shuh-HEEN]
41	37	Scott Brown
20	22	(VOL) Don't know/No Answer
2	1	(VOL) Refused

Q17 Regardless of who you plan to vote for, who do you think has run a more negative campaign in the U.S. Senate election in New Hampshire – [ROTATE: Jeanne Shaheen [shuh-HEEN] OR Scott Brown same as Q16]?

LVs	RVs	
43%	40%	Jeanne Shaheen [shuh-HEEN]
36	36	Scott Brown
20	23	(VOL) Don't know/No Answer
1	1	(VOL) Refused

Q18 Regardless of who you plan to vote for, who do you think will win the U.S. Senate election in New Hampshire – [ROTATE: Jeanne Shaheen [shuh-HEEN], the Democrat OR Scott Brown, the Republican same as Q16/Q17]?

LVs	RVs	
59%	60%	Jeanne Shaheen [shuh-HEEN]
30	28	Scott Brown
10	12	(VOL) Don't know/No Answer
1	1	(VOL) Refused

Demographics and Political Variables

Weighted percentages; numbers are for Registered Voter Sample

Party ID	
Strong Dem	10
Weak Dem	9
Ind Leaning Dem	20
Pure Independent	22
Ind Leaning Rep	21
Weak Rep	8
Strong Rep	11

Party Registration	
Democrat	21
Independent/Else/DK/NA	52
Republican	27

Ideology	
Very Liberal	7
Somewhat Liberal	16
Moderate	40
Somewhat Conservative	20
Very Conservative	13

Political Interest	
A great deal	31
A fair amount	45
Only a Little	20
None	3

Gender	
Male	49
Female	51

Age	
18-29	19
30-39	14
40-49	19
50-64	29
65 and up	18

Race/Ethnicity	
White	91
Black	1
Hispanic	2
Other	5

Education	
High school or less	36
Some College	40
College Degree	21
Post-Graduate Degree	12

Income	
Less than \$50k	31
\$50k-\$100k	41
More than \$100k	29