

Table 1-1

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	GEND			AGE					GEN~PTY						GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REPUBLICAN	726	368	358	25	65	165	153	318	726	368	358				135	233	120	238	399	125
	67.0	65.3	68.9	57.2	66.5	69.3	58.8	71.6	100.0	100.0	100.0				68.2	63.7	66.2	70.4	70.4	56.8
INDEPENDENT	357	196	162	19	33	73	107	126				357	196	162	63	133	61	100	167	95
	33.0	34.7	31.1	42.8	33.5	30.7	41.2	28.4				100.0	100.0	100.0	31.8	36.3	33.8	29.6	29.6	43.2

Table 1-2

T1. Are you registered to vote as a Republican, a Democrat or an independent voter?

	BENDER IMG		AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				REGIONS				
	RATING		RATING		RATING		LAMO	BEN	AYO	BIN	ROCK	HILS	CNTR	NRTH	
TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
REPUBLICAN	726	256	213	437	209	175	460	233	51	280	92	168	194	177	187
	67.0	65.5	63.4	72.2	57.8	60.2	69.5	68.5	49.7	74.3	59.8	67.4	66.4	67.9	66.3
INDEPENDENT	357	135	123	169	153	116	202	107	52	97	62	81	98	83	95
	33.0	34.5	36.6	27.8	42.2	39.8	30.5	31.5	50.3	25.7	40.2	32.6	33.6	32.1	33.7

Table 2-1

T2. As you may know, independent voters in New Hampshire can vote in the upcoming September 14th primary election. How likely are you to vote in the September 14th primary election? (Asked to independent voters only)

	GEND			AGE					GEN-PTY						GEN-AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	357 100.0	196 100.0	162 100.0	19 100.0	33 100.0	73 100.0	107 100.0	126 100.0				357 100.0	196 100.0	162 100.0	63 100.0	133 100.0	61 100.0	100 100.0	167 100.0	95 100.0
EXTREMELY LIKELY	315 88.1	177 90.3	138 85.4	15 82.5	26 80.8	65 88.9	96 89.4	112 89.2				315 88.1	177 90.3	138 85.4	55 87.2	122 91.8	52 84.4	86 86.0	157 93.6	86 90.5
VERY LIKELY	24 6.6	14 7.4	9 5.6	2 8.2	4 11.9	5 7.3	7 6.9	5 4.3				24 6.6	14 7.4	9 5.6	6 8.9	9 6.7	5 8.5	4 3.9	7 4.4	7 7.8
SOMEWHAT LIKELY	19 5.3	4 2.3	15 9.0	2 9.3	2 7.2	3 3.8	4 3.7	8 6.5				19 5.3	4 2.3	15 9.0	3 4.0	2 1.5	4 7.1	10 10.2	3 2.1	2 1.8

T2. As you may know, independent voters in New Hampshire can vote in the upcoming September 14th primary election. How likely are you to vote in the September 14th primary election? (Asked to independent voters only)

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST	
TOTAL	357 100.0	135 100.0	123 100.0	169 100.0	153 100.0	116 100.0	202 100.0	107 100.0	52 100.0	97 100.0	62 100.0	81 100.0	98 100.0	83 100.0	95 100.0
EXTREMELY LIKELY	315 88.1	121 89.4	112 90.7	146 86.9	139 90.9	95 82.6	189 93.7	102 95.8	45 85.8	84 86.9	51 83.0	73 89.9	79 80.5	77 92.1	86 90.9
VERY LIKELY	24 6.6	9 6.7	10 7.7	15 8.8	8 5.2	12 10.6	8 4.2	3 2.6	3 4.8	9 9.6	7 11.6	5 6.6	8 8.3	4 4.4	6 6.7
SOMEWHAT LIKELY	19 5.3	5 3.8	2 1.6	7 4.2	6 4.0	8 6.8	4 2.1	2 1.6	5 9.3	3 3.6	3 5.3	3 3.5	11 11.2	3 3.5	2 2.4





T4. How likely are you to vote in the September 14th primary election to choose a Republican nominee for the US Senate? (Asked to Republican voters only)

	GEND			AGE					65 PLUS	GEN-PTY			GEN-AGE				LAMONTAG IMG RATING						
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT GOP		GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV			
TOTAL	726	368	358	25	65	165	153	318	726	368	358							135	233	120	238	399	125
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0							100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	666	340	326	22	59	153	146	286	666	340	326							124	215	110	217	390	115
	91.8	92.4	91.2	88.0	91.2	92.8	95.5	89.9	91.8	92.4	91.2							92.3	92.4	91.5	91.0	97.7	92.1
VERY LIKELY	40	22	18	1	3	8	2	25	40	22	18							8	15	5	13	8	8
	5.6	6.1	5.0	6.0	5.0	4.9	1.4	8.0	5.6	6.1	5.0							5.8	6.3	4.1	5.4	2.1	6.3
SOMEWHAT LIKELY	19	5	14	1	2	4	5	7	19	5	14							2	3	5	8	1	2
	2.7	1.5	3.9	6.0	3.8	2.4	3.1	2.1	2.7	1.5	3.9							1.9	1.3	4.4	3.6	0.2	1.7

Table 4-2

T4. How likely are you to vote in the September 14th primary election to choose a Republican nominee for the US Senate? (Asked to Republican voters only)

	BENDER IMG			AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				REGIONS			
	RATING			RATING		RATING		LAMO	BEN	AYO	BIN	ROCK	HILS	CNTR	NRTH
TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST	
TOTAL	726	256	213	437	209	175	460	233	51	280	92	168	194	177	187
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	666	242	207	414	193	153	438	226	45	259	78	156	180	164	166
	91.8	94.4	96.8	94.7	92.6	87.4	95.2	97.0	87.9	92.6	85.4	92.9	92.8	92.6	88.9
VERY LIKELY	40	13	5	18	13	16	16	7	4	13	10	9	8	7	16
	5.6	5.0	2.3	4.1	6.5	9.2	3.4	3.0	6.9	4.7	11.0	5.6	4.1	3.9	8.6
SOMEWHAT LIKELY	19	2	2	6	2	6	7		3	8	3	3	6	6	5
	2.7	0.6	0.8	1.3	0.9	3.4	1.4		5.3	2.7	3.6	1.5	3.1	3.5	2.5

Table 5-1

T5. Thinking now about people active in government...Do you have a favorable or unfavorable opinion of Ovide Lamontagne?

	GEND			AGE				65 PLUS	GEN~PTY				GEN-AGE				LAMONTAG IMG RATING			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64		TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	566	311	255	17	49	133	139	229	399	213	185	167	98	70	112	199	86	169	566	
	52.3	55.2	49.1	38.2	50.7	55.7	53.4	51.5	55.0	58.0	51.8	46.8	49.9	43.1	56.8	54.4	47.6	49.9	100.0	
UNFAVORABLE	220	115	106	11	22	51	56	80	125	61	64	95	54	41	45	70	40	65		220
	20.3	20.4	20.3	26.2	22.6	21.6	21.4	18.0	17.2	16.5	18.0	26.6	27.5	25.4	22.5	19.2	22.2	19.3		100.0
NO OPINION	225	109	116	11	16	38	48	112	154	73	80	72	35	36	27	82	38	79		
	20.8	19.3	22.4	25.8	16.3	15.8	18.5	25.3	21.2	20.0	22.4	20.0	18.1	22.4	13.8	22.3	20.7	23.3		
NAME ID	1012	534	477	39	87	222	242	421	678	348	330	334	187	147	184	351	164	313	566	220
	93.4	94.9	91.8	90.2	89.7	93.1	93.3	94.8	93.4	94.6	92.2	93.4	95.5	90.9	93.0	95.9	90.6	92.5	100.0	100.0
HARD NAME ID	786	426	361	28	71	184	194	309	524	274	250	262	152	111	157	269	127	234	566	220
	72.6	75.6	69.4	64.5	73.3	77.2	74.8	69.5	72.2	74.6	69.8	73.4	77.5	68.6	79.3	73.6	69.8	69.2	100.0	100.0
NEVER HEARD OF	71	29	43	4	10	17	18	23	48	20	28	23	9	15	14	15	17	26		
	6.6	5.1	8.2	9.8	10.3	6.9	6.7	5.2	6.6	5.4	7.8	6.6	4.5	9.1	7.0	4.1	9.4	7.5		

Table 5-2

T5. Thinking now about people active in government...Do you have a favorable or unfavorable opinion of Ovide Lamontagne?

	BENDER IMG		AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				REGIONS				
	RATING		RATING		RATING		LAMO	BEN	AYO	BIN	ROCK	HILS	CNTR	NRTH	
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	566	254	180	323	208	111	427	320	48	138	36	138	154	132	142
	52.3	64.9	53.3	53.4	57.5	38.1	64.4	94.4	46.5	36.7	23.2	55.4	52.7	50.7	50.6
UNFAVORABLE	220	69	126	120	93	83	124	7	25	102	61	46	65	49	60
	20.3	17.7	37.4	19.9	25.6	28.5	18.8	2.1	23.8	27.0	39.9	18.5	22.2	18.8	21.3
NO OPINION	225	53	26	132	47	69	92	11	22	114	38	46	59	60	60
	20.8	13.4	7.6	21.7	13.1	23.7	13.8	3.2	21.7	30.3	25.0	18.6	20.2	23.1	21.2
NAME ID	1012	376	331	575	348	262	643	339	95	354	135	231	278	241	262
	93.4	96.1	98.4	95.0	96.3	90.4	97.0	99.7	92.0	94.0	88.1	92.6	95.1	92.6	93.1
HARD NAME ID	786	323	306	444	300	193	551	328	73	240	97	184	219	181	202
	72.6	82.6	90.7	73.2	83.1	66.6	83.2	96.5	70.3	63.7	63.1	74.0	74.9	69.5	71.9
NEVER HEARD OF	71	15	6	31	14	28	20	1	8	23	18	18	14	19	19
	6.6	3.9	1.6	5.0	3.7	9.6	3.0	0.3	8.0	6.0	11.9	7.4	4.9	7.4	6.9

Table 6-1

T6. Do you have a favorable or unfavorable opinion of Jim Bender?

	GEND			AGE					65 PLUS	GEN~PTY					GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT GOP		GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	391	207	185	16	38	87	103	147	256	131	126	135	76	59	81	125	60	125	254	69
	36.1	36.7	35.6	37.8	38.9	36.7	39.7	33.0	35.3	35.6	35.1	37.7	38.7	36.7	41.2	34.2	33.2	36.8	44.9	31.5
UNFAVORABLE	337	183	154	17	27	76	71	145	213	109	104	123	74	49	63	120	58	96	180	126
	31.1	32.5	29.6	40.1	27.9	32.0	27.3	32.6	29.4	29.7	29.1	34.5	37.8	30.5	31.8	32.9	32.0	28.3	31.7	57.2
NO OPINION	313	151	162	6	29	67	75	137	223	109	114	90	42	48	44	107	58	104	123	23
	28.9	26.9	31.1	13.8	29.4	28.0	28.7	30.8	30.7	29.8	31.7	25.1	21.3	29.7	22.1	29.4	31.7	30.7	21.7	10.2
NAME ID	1041	541	500	40	94	230	249	428	693	350	343	348	191	157	188	353	176	324	556	218
	96.1	96.1	96.2	91.7	96.2	96.7	95.7	96.5	95.5	95.1	95.9	97.4	97.8	96.8	95.2	96.5	96.8	95.8	98.3	99.0
HARD NAME ID	728	390	338	34	65	164	174	291	470	240	230	258	150	109	144	245	118	220	434	195
	67.2	69.2	65.1	77.9	66.8	68.7	67.0	65.6	64.8	65.3	64.2	72.3	76.5	67.1	73.1	67.1	65.1	65.1	76.6	88.7
NEVER HEARD OF	42	22	20	4	4	8	11	16	33	18	15	9	4	5	10	13	6	14	10	2
	3.9	3.9	3.8	8.3	3.8	3.3	4.3	3.5	4.5	4.9	4.1	2.6	2.2	3.2	4.8	3.5	3.2	4.2	1.7	1.0

Table 6-2

T6. Do you have a favorable or unfavorable opinion of Jim Bender?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	391	391		234	140	125	252	114	89	115	48	99	111	90	91
	36.1	100.0		38.6	38.8	42.9	38.0	33.7	86.3	30.6	31.2	39.7	38.1	34.7	32.3
UNFAVORABLE	337		337	179	147	82	245	129	6	120	55	76	99	77	85
	31.1		100.0	29.6	40.7	28.3	37.0	38.1	5.7	31.9	35.5	30.6	33.8	29.5	30.2
NO OPINION	313			171	71	70	151	89	8	122	43	67	76	85	85
	28.9			28.2	19.7	24.2	22.8	26.2	8.0	32.3	27.7	27.0	25.9	32.8	30.0
NAME ID	1041	391	337	584	358	277	648	333	103	357	145	243	286	252	260
	96.1	100.0	100.0	96.4	99.1	95.5	97.8	98.1	100.0	94.8	94.4	97.4	97.8	97.0	92.5
HARD NAME ID	728	391	337	413	287	207	497	244	95	235	102	175	210	167	176
	67.2	100.0	100.0	68.2	79.4	71.3	75.0	71.8	92.0	62.5	66.7	70.4	71.9	64.2	62.4
NEVER HEARD OF	42			22	3	13	14	6		19	9	6	6	8	21
	3.9			3.6	0.9	4.5	2.2	1.9		5.2	5.6	2.6	2.2	3.0	7.5

Table 7-1

T7. Do you have a favorable or unfavorable opinion of Kelly Ayotte?

	GEND			AGE					GEN~PTY						GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	606	324	281	22	61	134	144	246	437	231	206	169	93	75	117	208	100	182	323	120
	55.9	57.6	54.1	50.7	62.1	56.1	55.4	55.3	60.3	62.9	57.5	47.2	47.6	46.6	59.0	56.9	54.9	53.7	57.1	54.6
UNFAVORABLE	361	192	169	17	26	83	91	144	209	104	105	153	88	65	66	126	60	109	208	93
	33.4	34.1	32.6	40.0	26.3	34.9	35.1	32.4	28.8	28.4	29.2	42.7	44.9	40.1	33.5	34.4	33.0	32.3	36.7	42.1
NO OPINION	105	40	65	4	10	21	20	50	71	27	45	34	14	20	14	26	21	44	33	7
	9.7	7.2	12.5	9.3	9.8	9.0	7.6	11.3	9.8	7.2	12.4	9.5	7.0	12.6	7.1	7.2	11.6	12.9	5.8	3.3
NAME ID	1072	557	516	43	96	238	255	440	717	362	355	355	195	161	197	360	180	335	564	220
	99.0	98.9	99.2	100.0	98.2	100.0	98.2	99.1	98.8	98.5	99.2	99.4	99.5	99.2	99.6	98.5	99.5	99.0	99.6	100.0
HARD NAME ID	967	517	451	39	86	217	235	389	646	336	311	321	181	140	183	334	159	291	531	213
	89.3	91.7	86.7	90.7	88.4	91.0	90.6	87.7	89.0	91.3	86.7	89.9	92.5	86.7	92.5	91.3	87.9	86.1	93.8	96.7
NEVER HEARD OF	11	6	4		2		5	4	8	5	3	2	1	1	1	6	1	3	2	
	1.0	1.1	0.8		1.8		1.8	0.9	1.2	1.5	0.8	0.6	0.5	0.8	0.4	1.5	0.5	1.0	0.4	

Table 7-2

T7. Do you have a favorable or unfavorable opinion of Kelly Ayotte?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	606	234	179	606		123	413	139	39	359	40	133	169	145	159
	55.9	59.7	53.3	100.0		42.3	62.4	41.0	37.6	95.3	26.1	53.5	57.9	55.7	56.3
UNFAVORABLE	361	140	147		361	134	211	166	50	2	95	90	95	87	89
	33.4	35.8	43.6		100.0	46.1	31.9	48.8	48.6	0.5	62.0	36.1	32.7	33.4	31.6
NO OPINION	105	17	10			29	37	34	13	15	15	24	28	24	29
	9.7	4.2	3.1			10.0	5.6	9.9	12.8	4.0	9.8	9.7	9.5	9.3	10.4
NAME ID	1072	390	337	606	361	286	661	338	102	376	150	247	292	256	277
	99.0	99.7	100.0	100.0	100.0	98.5	99.8	99.7	99.0	99.8	97.9	99.2	100.0	98.5	98.3
HARD NAME ID	967	374	326	606	361	257	625	305	89	360	135	223	265	232	248
	89.3	95.5	96.9	100.0	100.0	88.5	94.3	89.8	86.2	95.8	88.0	89.6	90.5	89.2	87.9
NEVER HEARD OF	11	1				4	1	1	1	1	3	2		4	5
	1.0	0.3				1.5	0.2	0.3	1.0	0.2	2.1	0.8		1.5	1.7

Table 8-1

T8. Do you have a favorable or unfavorable opinion of Bill Binnie?

	GEND			AGE					65 PLUS	GEN~PTY					GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	TOT GOP		GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	290	148	142	12	20	68	73	118	175	79	95	116	69	47	52	96	47	95	111	83
	26.8	26.3	27.3	28.3	20.3	28.5	28.0	26.5	24.1	21.6	26.6	32.3	35.2	28.9	26.5	26.2	26.2	28.0	19.5	37.6
UNFAVORABLE	662	362	300	25	58	145	157	278	460	250	211	202	112	90	125	237	103	198	427	124
	61.2	64.3	57.8	57.7	59.2	60.9	60.4	62.5	63.5	67.9	58.9	56.5	57.4	55.4	63.2	64.8	56.7	58.4	75.3	56.5
NO OPINION	120	48	72	6	18	23	26	48	83	33	49	37	14	23	18	30	28	44	28	13
	11.1	8.5	13.9	14.0	18.0	9.6	9.9	10.8	11.4	9.1	13.8	10.5	7.4	14.2	9.3	8.1	15.6	13.0	4.9	5.9
NAME ID	1073	558	515	43	95	236	256	443	718	362	355	355	196	159	196	362	179	336	565	220
	99.1	99.1	99.0	100.0	97.5	99.0	98.3	99.8	98.9	98.6	99.3	99.3	100.0	98.5	99.0	99.1	98.4	99.3	99.8	100.0
HARD NAME ID	953	510	443	37	77	213	230	395	635	329	306	318	181	136	177	333	150	292	537	207
	88.0	90.6	85.1	86.0	79.5	89.3	88.4	89.0	87.5	89.5	85.5	88.8	92.6	84.3	89.7	91.0	82.9	86.3	94.9	94.1
NEVER HEARD OF	10	5	5		2	2	4	1	8	5	3	2		2	2	3	3	2	1	
	0.9	0.9	1.0		2.5	1.0	1.7	0.2	1.1	1.4	0.7	0.7		1.5	1.0	0.9	1.6	0.7	0.2	

Table 8-2

T8. Do you have a favorable or unfavorable opinion of Bill Binnie?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	290	125	82	123	134	290		42	33	52	140	78	74	60	77
	26.8	31.8	24.4	20.3	37.0	100.0		12.3	31.6	13.9	91.4	31.4	25.4	23.2	27.5
UNFAVORABLE	662	252	245	413	211		662	284	61	260	10	154	176	168	164
	61.2	64.4	72.8	68.2	58.4		100.0	83.6	59.5	69.2	6.8	61.6	60.3	64.8	58.3
NO OPINION	120	15	10	66	16			14	9	59	2	15	42	29	34
	11.1	3.8	2.8	10.9	4.5			4.1	9.0	15.6	1.2	6.0	14.4	11.3	12.1
NAME ID	1073	391	337	602	361	290	662	340	103	371	153	246	292	258	276
	99.1	100.0	100.0	99.4	100.0	100.0	100.0	100.0	100.0	98.7	99.4	98.9	100.0	99.3	97.9
HARD NAME ID	953	377	327	536	345	290	662	326	94	313	151	232	250	229	242
	88.0	96.2	97.2	88.5	95.5	100.0	100.0	95.9	91.0	83.1	98.2	93.0	85.6	88.0	85.9
NEVER HEARD OF	10			3						5	1	3		2	6
	0.9			0.6						1.3	0.6	1.1		0.7	2.1

T9. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Ovide Lamontagne, Jim Bender, Kelly Ayotte, Bill Binnie, or another candidate?

	GEND			AGE					GEN-PTY						GEN-AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083 100.0	563 100.0	520 100.0	43 100.0	97 100.0	238 100.0	260 100.0	444 100.0	726 100.0	368 100.0	358 100.0	357 100.0	196 100.0	162 100.0	198 100.0	366 100.0	181 100.0	338 100.0	566 100.0	220 100.0
AYOTTE	376 34.8	198 35.2	178 34.3	15 34.1	39 40.5	83 34.9	89 34.2	150 33.8	280 38.5	142 38.6	138 38.5	97 27.1	56 28.9	40 24.9	73 37.1	125 34.2	64 35.4	114 33.6	138 24.4	102 46.1
LAMONTAGNE	340 31.4	183 32.6	156 30.0	12 28.3	25 26.1	82 34.5	78 30.2	141 31.8	233 32.1	124 33.8	108 30.3	107 29.9	59 30.2	48 29.5	66 33.2	118 32.2	54 30.0	102 30.1	320 56.6	7 3.3
BINNIE	154 14.2	78 13.8	76 14.6	3 7.1	10 10.7	37 15.3	42 16.2	61 13.8	92 12.7	41 11.1	51 14.3	62 17.3	37 18.8	25 15.4	22 10.9	56 15.3	29 15.7	47 14.0	36 6.3	61 27.8
BENDER	103 9.5	58 10.3	45 8.7	8 18.4	9 8.9	18 7.5	28 10.7	41 9.2	51 7.1	30 8.2	21 5.9	52 14.5	28 14.3	24 14.8	22 11.3	36 9.8	12 6.8	33 9.7	48 8.5	25 11.2
OTHER	38 3.5	18 3.2	20 3.8	3 7.0	3 2.7	10 4.4	7 2.5	15 3.4	24 3.4	12 3.4	12 3.3	14 3.8	6 2.9	8 4.8	8 4.1	10 2.8	8 4.5	12 3.4	8 1.4	13 5.9
UNDECIDED	72 6.7	28 4.9	45 8.6	2 5.0	11 11.0	8 3.3	16 6.2	35 8.0	46 6.3	18 4.9	28 7.8	27 7.4	10 4.9	17 10.5	7 3.5	21 5.7	14 7.7	31 9.1	16 2.8	13 5.7

Table 9-2

T9. If the Republican primary election to choose a candidate for the US Senate was being held today, for whom would you vote if the candidates were Ovide Lamontagne, Jim Bender, Kelly Ayotte, Bill Binnie, or another candidate?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
AYOTTE	376	115	120	359	2	52	260			376		69	103	102	102
	34.8	29.4	35.7	59.2	0.5	18.0	39.3			100.0		27.8	35.1	39.2	36.4
LAMONTAGNE	340	114	129	139	166	42	284	340				95	91	74	80
	31.4	29.2	38.4	23.0	45.8	14.4	42.9	100.0				38.0	31.1	28.5	28.4
BINNIE	154	48	55	40	95	140	10				154	38	39	32	45
	14.2	12.2	16.2	6.6	26.3	48.4	1.6				100.0	15.1	13.3	12.2	16.1
BENDER	103	89	6	39	50	33	61		103			30	27	27	20
	9.5	22.7	1.8	6.4	13.9	11.2	9.3		100.0			11.9	9.3	10.3	7.0
OTHER	38	7	14	12	22	9	19					6	8	9	15
	3.5	1.9	4.2	1.9	6.1	3.1	2.9					2.5	2.8	3.3	5.3
UNDECIDED	72	18	12	18	27	14	27					12	25	17	19
	6.7	4.5	3.7	2.9	7.4	4.9	4.1					4.7	8.4	6.5	6.8

T10. For statistical purposes, are you a man or a woman?

	GEND			AGE					GEN~PTY						GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	563	563		30	51	117	148	218	368	368		196	196		198	366			311	115
	52.0	100.0		68.3	52.7	49.0	56.8	49.1	50.6	100.0		54.7	100.0		100.0	100.0			54.9	52.1
FEMALE	520		520	14	46	122	112	226	358		358	162		162			181	338	255	106
	48.0		100.0	31.7	47.3	51.0	43.2	50.9	49.4		100.0	45.3		100.0			100.0	100.0	45.1	47.9

T10. For statistical purposes, are you a man or a woman?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
MALE	563	207	183	324	192	148	362	183	58	198	78	134	150	134	144
	52.0	52.8	54.4	53.6	53.1	51.0	54.6	54.0	56.3	52.7	50.5	53.8	51.4	51.7	51.3
FEMALE	520	185	154	281	169	142	300	156	45	178	76	115	142	125	137
	48.0	47.2	45.6	46.4	46.9	49.0	45.4	46.0	43.7	47.3	49.5	46.2	48.6	48.3	48.7

Table 11-1

T11. Which of the following age groups applies to you?

	GEND			AGE					GEN~PTY						GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083 100.0	563 100.0	520 100.0	43 100.0	97 100.0	238 100.0	260 100.0	444 100.0	726 100.0	368 100.0	358 100.0	357 100.0	196 100.0	162 100.0	198 100.0	366 100.0	181 100.0	338 100.0	566 100.0	220 100.0
18-34	43 4.0	30 5.3	14 2.6	43 100.0					25 3.4	18 5.0	7 1.8	19 5.2	11 5.8	7 4.5	30 15.0		14 7.6		17 2.9	11 5.2
35-44	97 9.0	51 9.1	46 8.9		97 100.0				65 8.9	38 10.4	27 7.5	33 9.1	13 6.7	19 12.0	51 26.0		46 25.4		49 8.7	22 10.0
45-54	238 22.0	117 20.7	122 23.4			238 100.0			165 22.8	78 21.3	87 24.2	73 20.5	38 19.6	35 21.5	117 59.0		122 67.0		133 23.4	51 23.3
55-64	260 24.0	148 26.2	112 21.6				260 100.0		153 21.1	89 24.1	64 17.9	107 30.0	59 30.1	48 29.8		148 40.4		112 33.2	139 24.5	56 25.3
65 PLUS	444 41.0	218 38.7	226 43.5					444 100.0	318 43.8	144 39.2	174 48.6	126 35.3	74 37.7	52 32.3		218 59.6		226 66.8	229 40.4	80 36.2

Table 11-2

T11. Which of the following age groups applies to you?

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
18-34	43	16	17	22	17	12	25	12	8	15	3	13	16	6	9
	4.0	4.2	5.2	3.6	4.8	4.2	3.8	3.6	7.7	3.9	2.0	5.0	5.4	2.3	3.2
35-44	97	38	27	61	26	20	58	25	9	39	10	18	28	28	23
	9.0	9.7	8.1	10.0	7.1	6.8	8.7	7.5	8.5	10.5	6.8	7.3	9.7	10.6	8.3
45-54	238	87	76	134	83	68	145	82	18	83	37	69	73	49	47
	22.0	22.3	22.7	22.1	23.0	23.4	21.9	24.2	17.3	22.1	23.8	27.7	25.1	18.9	16.6
55-64	260	103	71	144	91	73	157	78	28	89	42	49	67	67	77
	24.0	26.4	21.1	23.8	25.3	25.0	23.7	23.1	27.0	23.6	27.4	19.5	23.1	25.8	27.3
65 PLUS	444	147	145	246	144	118	278	141	41	150	61	101	107	110	125
	41.0	37.4	43.0	40.5	39.8	40.5	41.9	41.6	39.5	39.8	40.0	40.4	36.7	42.5	44.6

Table 12-1

T12. REGION

	GEND			AGE					GEN~PTY						GEN~AGE				LAMONTAG IMG RATING	
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	1083	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ROCKINGHAM	249	134	115	13	18	69	49	101	168	90	78	81	44	37	48	86	51	64	138	46
	23.0	23.8	22.2	29.0	18.7	29.0	18.7	22.7	23.2	24.5	21.8	22.7	22.4	23.0	24.5	23.4	28.4	18.8	24.4	21.0
HILLSBOROUGH	292	150	142	16	28	73	67	107	194	98	96	98	52	46	59	91	58	84	154	65
	27.0	26.7	27.3	36.6	29.1	30.8	25.9	24.2	26.8	26.7	26.8	27.5	26.7	28.4	29.9	25.0	32.2	24.7	27.2	29.5
CENTRAL EAST	260	134	125	6	28	49	67	110	177	90	87	83	45	38	46	88	36	89	132	49
	24.0	23.9	24.1	13.5	28.2	20.6	25.8	24.9	24.3	24.4	24.3	23.3	22.9	23.8	23.3	24.2	20.1	26.3	23.3	22.2
NORTH WEST	282	144	137	9	23	47	77	125	187	90	97	95	55	40	44	100	35	102	142	60
	26.0	25.6	26.4	20.9	24.0	19.6	29.6	28.3	25.7	24.4	27.1	26.5	28.0	24.8	22.3	27.5	19.4	30.1	25.1	27.3

Table 12-2

T12. REGION

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST	
TOTAL	1083	391	337	606	361	290	662	340	103	376	154	249	292	260	282
	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
ROCKINGHAM	249	99	76	133	90	78	154	95	30	69	38	249			
	23.0	25.3	22.7	22.0	24.9	26.9	23.2	27.9	28.7	18.4	24.5	100.0			
HILLSBOROUGH	292	111	99	169	95	74	176	91	27	103	39		292		
	27.0	28.4	29.3	27.9	26.4	25.6	26.6	26.7	26.3	27.3	25.3		100.0		
CENTRAL EAST	260	90	77	145	87	60	168	74	27	102	32			260	
	24.0	23.0	22.8	23.9	24.1	20.8	25.4	21.8	26.0	27.1	20.7			100.0	
NORTH WEST	282	91	85	159	89	77	164	80	20	102	45				282
	26.0	23.2	25.2	26.2	24.6	26.7	24.8	23.6	19.0	27.2	29.6				100.0