



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**September 13, 2010
DAVID FLAHERTY 303-861-8585**

**OVIDE LAMONTAGNE SHOWING MOMENTUM IN NEW HAMPSHIRE
REPUBLICAN PRIMARY FOR US SENATE, TRAILS AYOTTE BY 4 POINTS
KELLY AYOTTE 35%, OVIDE LAMONTAGNE 31%, BILL BINNIE 14%,
JIM BENDER 10%, OTHER CANDIDATE 3%, UNDECIDED 7%**

Louisville, CO – In our final poll of the New Hampshire Republican primary for US Senate, we find Kelly Ayotte leading Ovide Lamontagne by 4 points, 35% to 31%. Bill Binnie is third with 14%, Jim Bender with 10%, the generic “another candidate” receives 3%, and 7% are undecided. These results are based on a September 12th automated survey of 1,083 likely Republican and independent primary voters who intend to vote in the September 14th primary. This survey has a margin of error of +/- 2.98% at the 95% confidence interval.

The story in this race is the 10 point surge in support for Ovide Lamontagne since our last survey on September 1st. His increase in support is broad, but not limited to any particular subgroup of voters. He has improved his standing among every major voting subgroup in the state by 9 to 11 points. Kelly Ayotte is still leading the race, and has increased her support by 1 to 3 points across major voting subgroups. Clearly she has been successful “holding” her voters in place.

NH US Senate Republican Primary Ballot Test, Sept 12th

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>Seniors 65+</u>	<u>All WOM</u>	<u>All Men</u>	<u>GOP WOM</u>	<u>GOP Men</u>
Ayotte Lead	+4	+7	-3	+2	+4	+2	+9	+5
Ayotte	35%	39%	27%	34%	34%	35%	39%	39%
Lamontagne	31%	32%	30%	32%	30%	33%	30%	34%
Binnie	14%	13%	17%	14%	15%	14%	14%	11%
Bender	10%	7%	15%	9%	9%	10%	6%	8%
Other	3%	3%	4%	3%	4%	3%	3%	3%
Undecided	7%	6%	7%	8%	8%	5%	8%	5%

NH US Senate Abbreviated Republican Primary Ballot Test, Sept 1st

<u>Candidate</u>	<u>All Voters</u>	<u>GOP Voters</u>	<u>Ind Voters</u>	<u>Seniors 65+</u>	<u>All WOM</u>	<u>All Men</u>	<u>GOP WOM</u>	<u>GOP Men</u>
Ayotte Lead	+13	+16	+5	+11	+12	+13	+16	+16
Ayotte	34%	37%	26%	33%	32%	35%	36%	38%
Lamontagne	21%	21%	21%	22%	20%	22%	20%	22%

Lamontagne and Ayotte Image Ratings

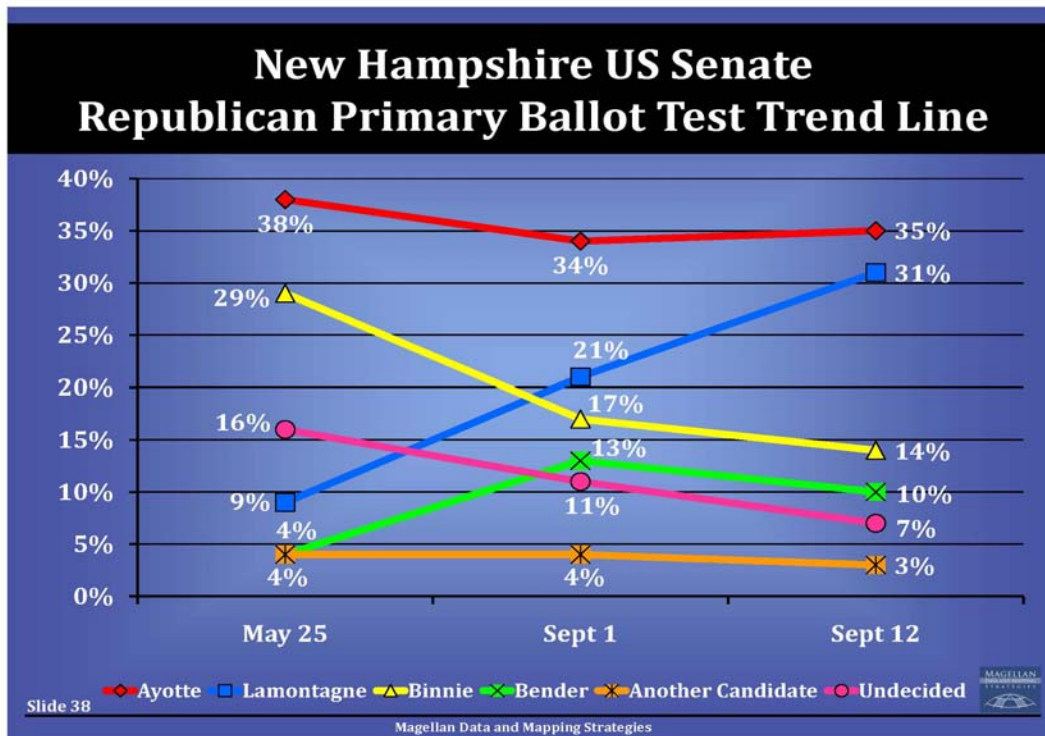
In the past 10, days Ovide Lamontagne’s favorable image rating has increased by 14 points, from 38% to 52%. Voters that have an unfavorable opinion of him have increased by 2 points, from 18% to 20%. Kelly Ayotte’s favorable image among all voters has increased by 2 points, from 54% to 56%, and her unfavorable image has decreased by 1 point from 34% to 33%.

Candidate Image Ratings Among All Voters, Sept 12th

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Ayotte	56%	33%	10%	1%	99%
Lamontagne	52%	20%	21%	7%	93%
Binnie	27%	61%	11%	1%	99%
Bender	36%	31%	29%	4%	96%

Candidate Image Ratings Among All Voters, Sept 1st

<u>Candidate</u>	<u>Fav Opinion</u>	<u>Unfav Opinion</u>	<u>No Opinion</u>	<u>Never Heard Of</u>	<u>Name ID</u>
Ayotte	54%	34%	11%	1%	99%
Lamontagne	38%	18%	32%	12%	88%
Binnie	30%	54%	15%	1%	99%
Bender	38%	24%	35%	3%	97%



Election Night

In our view, tomorrow night is going to be a classic nail biter for the Ayotte and Lamontagne Campaigns. Ovide Lamontagne clearly has the momentum, but it remains to be seen if it generates enough votes to overtake Kelly Ayotte. Her support has remained steady over the last two weeks of the campaign, and has not declined. Ovide Lamontagne's surge in support has not come at the expense of Kelly Ayotte's supporters, and she appears to have a solid 35% base. There is no evidence in the survey that indicates she is losing support. If there were, we would be more inclined to predict a Lamontagne victory. Without question, the voter turnout strategies of both campaigns will play a decisive role in the outcome. It should be an exciting night for political observers.

Survey Commissioned By

Magellan Data and Mapping Strategies paid for this survey. We do not have a business relationship with any candidate or organization with an interest in the New Hampshire Republican primary for US Senate.

Survey Methodology

This survey was conducted using automated telephone touch tone technology. The sample used for this survey was randomly drawn from a New Hampshire voter file among households containing at least one registered Republican or Independent voter. Independent voters were first screened for their intention to vote in the September 14th primary, and their intention to request a Republican ballot. The response data was weighted to reflect past Republican primary voting demographics from the 2006 and 2008 election cycles. The 1,083 interviews were conducted on Sunday, September 12th from 5:30 to 8:00pm. This survey has a margin of error of 2.98% at the 95 percent confidence interval.

The survey topline results are included in this document along with a map of the polling regions. This release, survey toplines, crosstabs and presentation can be downloaded from our website under the "Survey Archives" tab at www.MagellanStrategies.com. Any questions regarding this survey should be directed to David Flaherty at 303-861-8585 or dflaherty@magellanstrategies.com.

About Magellan Data and Mapping Strategies

Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has extensive experience building voter registration databases, data analysis, demographic analysis, GIS mapping technology, quantitative live and automated survey research, predictive modeling, and redistricting technology. Visit our website at MagellanStrategies.com for more information about our firm.





September 13, 2010

MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY
MAGELLAN DATA AND MAPPING STRATEGIES
RE: NEW HAMPSHIRE REPUBLICAN PRIMARY SURVEY TOPLINE RESULTS

Magellan Data and Mapping Strategies are pleased to present the topline results of a 1,083N autodial survey of likely Republican primary voters, and independent voters that are likely to vote in the September 14th Republican primary in the state of New Hampshire. The interviews were conducted September 12th, 2010. This survey has a margin of error of +/- 2.98% at the 95 percent confidence interval. This survey was weighted based upon Republican primary turnout demographics from the 2008 and 2006 election cycles.

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

Republican..... 67%
Independent..... 33%

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)

Extremely Likely..... 88%
Very Likely 7%
Somewhat Likely 5%

T3. And if the primary election was held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to independent voters only)

Republican primary100%

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)

Extremely Likely..... 92%
Very Likely 5%
Somewhat Likely 3%

Thinking now about people active in government.....

T5. Do you have a favorable or unfavorable opinion of Ovide Lamontagne?

Favorable 52%
Unfavorable 20%
No Opinion 21%

Name ID..... 93%
Hard Name ID 72%
Never Heard Of..... 7%

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

Favorable 36%
Unfavorable 31%
No Opinion 29%

Name ID..... 96%
Hard Name ID 67%
Never Heard Of..... 4%

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

Favorable 56%
Unfavorable 33%
No Opinion 10%

Name ID..... 99%
Hard Name ID 89%
Never Heard Of..... 1%



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

Favorable 27%
Unfavorable 61%
No Opinion 11%

Name ID 99%
Hard Name ID 88%
Never Heard Of 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?

Kelly Ayotte 35%
Ovide Lamontagne 31%
Bill Binnie 14%
Jim Bender 10%
Another Candidate 3%
Undecided 7%

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

Male 52%
Female 48%

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

18-34 4%
35-44 9%
45-54 22%
55-64 24%
65+ 41%



Table 1-1

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

	AGE										GEN-PTY				GEN-AGE				LAMONTAG IMG RATING																	
	GEND		18-34		35-44		45-54		55-64		65 PLUS		TOT		GOP		IND		MEN		WOM		MEN		WOM		MEN		WOM		55+		18-54		55+	
	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	TOTAL	MEN	WOM	UN	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		
REPUBLICAN	726	368	358	25	65	165	153	318	726	368	358	357	196	162	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	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	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 RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST		REGIONS					
	FAV	UN	FAV	UN	FAV	UN	LAMO	BEN	AYO	BIN	ROCK	HILLS	CNTR	NRTH
	100.0	100.0	100.0	100.0	100.0	100.0	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST
TOTAL	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
REPUBLICAN	256	213	437	209	175	460	233	51	280	92	168	194	177	187
	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	135	123	169	153	116	202	107	52	97	62	81	98	83	95
	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

New Hampshire GOP Primary Auto Survey, September 12th, 2010, 1,083N, 2.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585
 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				
	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+	UN FAV	UN FAV
TOTAL	357	196	162	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138	138
	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
EXTREMELY LIKELY	315	177	138	15	26	65	96	112	88.1	90.3	85.4	87.2	91.8	122	52	86	86.0	157	86
	88.1	90.3	85.4	82.5	80.8	88.9	89.4	89.2	88.1	90.3	85.4	87.2	91.8	91.8	84.4	86.0	93.6	93.6	90.5
VERY LIKELY	24	14	9	2	4	5	7	5	6.6	7.4	5.6	8.9	6.7	9	5	4	3.9	7	7.8
	6.6	7.4	5.6	8.2	11.9	7.3	6.9	4.3	6.6	7.4	5.6	8.9	6.7	9	5	4	3.9	7	7.8
SOMEWHAT LIKELY	19	4	15	2	2	3	4	8	19	4	15	3	2	2	4	10	3	3	2
	5.3	2.3	9.0	9.3	7.2	3.8	3.7	6.5	5.3	2.3	9.0	4.0	1.5	1.5	7.1	10.2	2.1	2.1	1.8

New Hampshire GOP Primary Auto Survey, September 12th, 2010, 1,083N, 2.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585
 Table 2-2
 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				AYOTTE IMG				BINNIE IMG				SEN BALLOT TEST				REGIONS															
	RATING		UN		FAV		UN		FAV		RATING		UN		FAV		LAMO		BEN		AYO		BIN		ROCK		HILS		CNTR		NRTH	
	FAV	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	81	100.0	98	100.0	83	100.0	98	100.0	83	100.0
TOTAL	357	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	81	100.0	98	100.0	83	100.0	98	100.0	83	100.0
EXTREMELY LIKELY	315	88.1	121	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	73	89.9	79	80.5	77	77	86	92.1	86	90.9
VERY LIKELY	24	6.6	9	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	5	6.6	8	8.3	4	4	6	4.4	6	6.7
SOMEWHAT LIKELY	19	5.3	5	3.8	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	3	3.5	11	11.2	3	3.5	2	2.4	2	2.4

Table 3-1

T3. And if the primary election was held today, would you choose to vote in the Democrat primary or the Republican primary? (Asked to independent voters only)

	GEND		AGE						65 PLUS		TOT GOP		TOT IND		TOT MEN		TOT WOM		GEN-AGE		LAMONTAG IMG RATING	
	TOTAL	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	TOT IND	TOT MEN	TOT WOM	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN	FAV	UN	
TOTAL	357 100.0	196 100.0	19 100.0	33 100.0	73 100.0	107 100.0	126 100.0	357 100.0	196 100.0	63 100.0	162 100.0	196 100.0	162 100.0	63 100.0	133 100.0	61 100.0	100 100.0	167 100.0	167 100.0	95 100.0	95 100.0	
REPUBLICAN	357 100.0	196 100.0	19 100.0	33 100.0	73 100.0	107 100.0	126 100.0	357 100.0	196 100.0	63 100.0	162 100.0	196 100.0	162 100.0	63 100.0	133 100.0	61 100.0	100 100.0	167 100.0	167 100.0	95 100.0	95 100.0	

Table 4-1

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						GEN-PTY				GEN-AGE				LAMONTAG IMG RATING			
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT GOP	GOP		TOT IND	IND		MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
										100.0	368		358	25						
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 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		AYO		BIN		ROCK		HILLS		CNTR		NRTH	
	RATING		RATING		RATING		RATING		TTE		NIE		NHAM		BROG		EAST		WEST	
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV
TOTAL	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	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
FAVORABLE	254	180	323	208	111	427	320	48	138	36	138	154	132	142	52.3	64.9	53.3	57.5	38.1	64.4
	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	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
	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	53	26	132	47	69	92	11	22	114	38	46	59	60	60	22.5	5.3	26	132	47	69
	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	376	331	575	348	262	643	339	95	354	135	231	278	241	262	1012	93.4	96.1	98.4	95.0	96.3
	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	323	306	444	300	193	551	328	73	240	97	184	219	181	202	786	82.6	82.6	90.7	73.2	83.1
	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	15	6	31	14	28	20	1	8	23	18	18	14	19	19	71	6.6	3.9	1.6	5.0	3.7
	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?

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

Table 7-1

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

	GEN-D		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	2	5	4	8	1.2	1.5	3	2	1	1	1	6	1	3	2	0.4
	1.0	1.1	0.8	1.8	1.8	1.8	0.9	1.2	1.2	1.5	0.8	0.6	0.5	0.8	0.4	1.5	0.5	1.0	0.4	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	UN FAV	UN FAV	UN FAV	LAMO	BEN	AYO	BIN	ROCK	HILLS	CNTR	NRTH	EAST		WEST
															FAV	UN FAV	
TOTAL	1083	391	337	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
FAVORABLE	606	234	179	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
UNFAVORABLE	361	140	147	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
NO OPINION	105	17	10	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
NAME ID	1072	390	337	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
HARD NAME ID	967	374	326	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0
NEVER HEARD OF	11	1	1	606	361	662	340	103	376	154	249	292	260	282	100.0	100.0	100.0

Table 8-1

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

	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	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	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	1.5	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							
	TOTAL	FAV	UN FAV	UN FAV	UN FAV	UN FAV	LAMO	BEN	AYO	BIN	ROCK	HILLS	CNTR	NRTH	EAST		WEST	
															FAV	UN FAV		DER
TOTAL	1083	391	337	606	361	662	340	103	376	154	249	292	260	282	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
UNFAVORABLE	662	252	245	413	211	662	284	61	260	10	154	176	168	164	61.2	64.4	72.8	68.2
NO OPINION	120	15	10	66	16	14	9	59	2	15	42	29	34	11.1	3.8	2.8	10.9	
NAME ID	1073	391	337	602	361	662	340	103	371	153	246	292	258	276	99.1	100.0	99.4	100.0
HARD NAME ID	953	377	327	536	345	662	326	94	313	151	232	250	229	242	88.0	96.2	97.2	88.5
NEVER HEARD OF	10	3	3	0.6	0.6	5	1	3	1.3	0.6	1.1	0.7	2.1	0.9	0.9	0.6	1.1	

New Hampshire GOP Primary Auto Survey, September 12th, 2010, 1,083N, 2.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585
 Table 9-1
 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	PLUS	TOT GOP	GOP MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	UN 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
AYOTTE	376	198	178	15	39	83	89	150	280	142	138	97	56	40	73	125	64	114	138	102
	34.8	35.2	34.3	34.1	40.5	34.9	34.2	33.8	38.5	38.6	38.5	27.1	28.9	24.9	37.1	34.2	35.4	33.6	24.4	46.1
LAMONTAGNE	340	183	156	12	25	82	78	141	233	124	108	107	59	48	66	118	54	102	320	7
	31.4	32.6	30.0	28.3	26.1	34.5	30.2	31.8	32.1	33.8	30.3	29.9	30.2	29.5	33.2	32.2	30.0	30.1	56.6	3.3
BINNIE	154	78	76	3	10	37	42	61	92	41	51	62	37	25	22	56	29	47	36	61
	14.2	13.8	14.6	7.1	10.7	15.3	16.2	13.8	12.7	11.1	14.3	17.3	18.8	15.4	10.9	15.3	15.7	14.0	6.3	27.8
BENDER	103	58	45	8	9	18	28	41	51	30	21	52	28	24	22	36	12	33	48	25
	9.5	10.3	8.7	18.4	8.9	7.5	10.7	9.2	7.1	8.2	5.9	14.5	14.3	14.8	11.3	9.8	6.8	9.7	8.5	11.2
OTHER	38	18	20	3	3	10	7	15	24	12	12	14	6	8	8	10	8	12	8	13
	3.5	3.2	3.8	7.0	2.7	4.4	2.5	3.4	3.4	3.4	3.3	3.8	2.9	4.8	4.1	2.8	4.5	3.4	1.4	5.9
UNDECIDED	72	28	45	2	11	8	16	35	46	18	28	27	10	17	7	21	14	31	16	13
	6.7	4.9	8.6	5.0	11.0	3.3	6.2	8.0	6.3	4.9	7.8	7.4	4.9	10.5	3.5	5.7	7.7	9.1	2.8	5.7

New Hampshire GOP Primary Auto Survey, September 12th, 2010, 1,083N, 2.98% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585
 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		AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST		REGIONS					
	RATING		RATING		RATING				BIN		HILS		NRTH	
	FAV	UN	FAV	UN	FAV	UN	LAMO	BEN	AYO	ROCK	BROG	CNTR	EAST	WEST
TOTAL	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
AYOTTE	115	120	359	2	52	260			376		69	103	102	102
	29.4	35.7	59.2	0.5	18.0	39.3			100.0		27.8	35.1	39.2	36.4
LAMONTAGNE	114	129	139	166	42	284	340				95	91	74	80
	29.2	38.4	23.0	45.8	14.4	42.9	100.0				38.0	31.1	28.5	28.4
BINNIE	48	55	40	95	140	10				154	38	39	32	45
	12.2	16.2	6.6	26.3	48.4	1.6			100.0	15.1	13.3	12.2	16.1	16.1
BENDER	89	6	39	50	33	61		103		30	27	27	20	20
	22.7	1.8	6.4	13.9	11.2	9.3		100.0		11.9	9.3	10.3	7.0	7.0
OTHER	7	14	12	22	9	19				6	8	9	15	15
	1.9	4.2	1.9	6.1	3.1	2.9				2.5	2.8	3.3	5.3	5.3
UNDECIDED	18	12	18	27	14	27				12	25	17	19	19
	4.5	3.7	2.9	7.4	4.9	4.1				4.7	8.4	6.5	6.8	6.8

Table 10-1

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		IND		MEN		WOM		UN FAV	FAV	
									WOM	100.0	IND	WOM	18-54	55+	18-54	55+			
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	196 100.0	196 100.0	198 100.0	366 100.0	181 100.0	338 100.0	566 100.0	220 100.0
MALE	563 52.0	563 100.0		30 68.3	51 52.7	117 49.0	148 56.8	218 49.1	368 50.6	368 100.0	196 54.7	196 100.0	198 100.0	366 100.0				311 54.9	115 52.1
FEMALE	520 48.0		520 100.0	14 31.7	46 47.3	122 51.0	112 43.2	226 50.9	358 49.4	358 100.0	162 45.3	162 100.0			181 100.0	338 100.0		255 45.1	106 47.9

Table 10-2

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

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				REGIONS			
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	BIN	ROCK	HILLS	CNTR	NRTH
	FAV	100.0	FAV	100.0	FAV	100.0	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST
TOTAL	391	100.0	337	100.0	606	100.0	340	103	376	154	249	292	260	282
	1083	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	207	100.0	183	100.0	324	100.0	183	58	198	78	134	150	134	144
	563	100.0	54.4	53.1	53.6	51.0	54.0	56.3	52.7	50.5	53.8	51.4	51.7	51.3
FEMALE	185	100.0	154	100.0	281	100.0	156	45	178	76	115	142	125	137
	520	100.0	45.6	46.9	46.4	49.0	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	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220
18-34	43	30	14	43				25	18	7	19	11	7	30			14		17	11
	4.0	5.3	2.6	100.0				3.4	5.0	1.8	5.2	5.8	4.5	15.0			7.6		2.9	5.2
35-44	97	51	46		97			65	38	27	33	13	19	51			46		49	22
	9.0	9.1	8.9		100.0			8.9	10.4	7.5	9.1	6.7	12.0	26.0			25.4		8.7	10.0
45-54	238	117	122			238		165	78	87	73	38	35	117			122		133	51
	22.0	20.7	23.4			100.0		22.8	21.3	24.2	20.5	19.6	21.5	59.0			67.0		23.4	23.3
55-64	260	148	112				260	153	89	64	107	59	48					112	139	56
	24.0	26.2	21.6				100.0	21.1	24.1	17.9	30.0	30.1	29.8					33.2	24.5	25.3
65 PLUS	444	218	226				444	318	144	174	126	74	52					226	229	80
	41.0	38.7	43.5				100.0	43.8	39.2	48.6	35.3	37.7	32.3					66.8	40.4	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	UN	FAV	UN	FAV	UN	FAV	LAMO		BEN		AYO		BIN		ROCK		HILLS		CNTR		NRTH									
								FAV	UN	FAV	UN	FAV	UN	DER	NTAG	DER	TTE	NIE	NHAM	BROG	EAST	WEST	NRTH	WEST							
TOTAL	1083	391	337	606	361	290	662	340	103	103	376	154	249	292	260	282	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	8	15	3	13	16	6	9	4.0	5.2	3.6	4.8	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	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	18	83	37	69	73	49	47	22.0	22.3	22.7	23.0	23.4	22.1	23.8	27.7	25.1	18.9	16.6				
55-64	260	103	71	144	91	73	157	78	28	28	89	42	49	67	67	77	26.0	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	41	150	61	101	107	110	125	41.0	37.4	43.0	40.5	39.8	40.5	40.0	40.4	36.7	42.5	44.6				

	GEND				AGE								GEN-PTY				GEN-AGE				LAMONTAG IMG RATING	
	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	
	TOTAL	100.0	563	520	43	97	238	260	444	726	368	358	357	196	162	198	366	181	338	566	220	
TOTAL	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	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		

