

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	887 100.0	459 100.0	428 100.0	36 100.0	81 100.0	199 100.0	208 100.0	362 100.0	598 100.0	310 100.0	288 100.0	289 100.0	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
REPUBLICAN	598 67.4	310 67.6	288 67.2	20 55.6	56 68.8	127 63.7	130 62.6	265 73.1	598 100.0	310 100.0	288 100.0				111 67.5	200 67.7	92 60.4	195 70.9	236 70.6	98 62.7
INDEPENDENT	289 32.6	148 32.4	141 32.8	16 44.4	25 31.2	72 36.3	78 37.4	97 26.9				289 100.0	148 100.0	141 100.0	53 32.5	95 32.3	60 39.6	80 29.1	98 29.4	58 37.3

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

	BENDER IMG		AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS				
	RATING		RATING		RATING		LAMO	BEN	AYO	BIN	CONS	MODE	LIB	CONS	MODE	LIB	ROCK	HILS	CNTR	NRTH	
TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST	
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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
REPUBLICAN	598	226	134	348	180	161	341	125	80	221	83	413	152	33	517	75	6	133	162	156	147
	67.4	68.0	63.2	73.2	59.1	59.7	71.8	67.8	68.2	74.5	54.3	74.0	57.1	52.7	69.9	54.0	66.1	65.6	67.0	73.0	64.3
INDEPENDENT	289	107	78	127	125	109	134	59	37	76	70	145	114	30	222	64	3	70	80	58	82
	32.6	32.0	36.8	26.8	40.9	40.3	28.2	32.2	31.8	25.5	45.7	26.0	42.9	47.3	30.1	46.0	33.9	34.4	33.0	27.0	35.7

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	289 100.0	148 100.0	141 100.0	16 100.0	25 100.0	72 100.0	78 100.0	97 100.0				289 100.0	148 100.0	141 100.0	53 100.0	95 100.0	60 100.0	80 100.0	98 100.0	58 100.0
EXTREMELY LIKELY	257 89.0	136 91.4	122 86.5	13 80.0	21 82.8	67 92.6	69 88.3	88 90.1				257 89.0	136 91.4	122 86.5	50 93.7	86 90.2	51 84.2	71 88.3	92 94.1	54 91.9
VERY LIKELY	19 6.7	10 6.4	10 6.9	2 10.0	3 10.3	4 4.9	6 7.8	5 5.5				19 6.7	10 6.4	10 6.9	3 6.3	6 6.5	4 7.3	5 6.5	2 2.1	3 4.9
SOMEWHAT LIKELY	12 4.3	3 2.1	9 6.6	2 10.0	2 6.9	2 2.5	3 3.9	4 4.4				12 4.3	3 2.1	9 6.6		3 3.3	5 8.5	4 5.2	4 3.8	2 3.3

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 RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONS ERVE	MODE RATE	LIB ERAL	CONS ERVE	MODE RATE	LIB ERAL	ROCK NHAM	HILS BROG	CNTR EAST	NRTH WEST
TOTAL	289 100.0	107 100.0	78 100.0	127 100.0	125 100.0	109 100.0	134 100.0	59 100.0	37 100.0	76 100.0	70 100.0	145 100.0	114 100.0	30 100.0	222 100.0	64 100.0	3 100.0	70 100.0	80 100.0	58 100.0	82 100.0
EXTREMELY LIKELY	257 89.0	95 89.0	74 94.5	119 93.8	110 88.2	95 87.3	125 93.1	57 95.5	33 89.6	71 93.7	58 83.3	133 91.7	102 90.0	22 72.5	201 90.4	54 85.2	2 69.2	61 88.1	69 85.9	55 94.5	73 89.0
VERY LIKELY	19 6.7	8 7.3	3 3.3	6 4.7	8 6.6	9 8.0	8 5.7	1 1.7	3 8.0	4 5.3	6 8.0	6 4.1	8 6.7	6 18.5	12 5.6	6 9.2	1 30.8	4 5.6	7 9.4	2 3.6	6 7.0
SOMEWHAT LIKELY	12 4.3	4 3.7	2 2.2	2 1.5	6 5.2	5 4.8	2 1.3	2 2.8	1 2.4	1 1.1	6 8.7	6 4.2	4 3.3	3 9.0	9 4.0	4 5.6		4 6.3	4 4.7	1 1.9	3 3.9





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 MEN	GOP WOM	TOT IND	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	FAV	UN FAV
TOTAL	598 100.0	310 100.0	288 100.0	20 100.0	56 100.0	127 100.0	130 100.0	265 100.0	598 100.0	310 100.0	288 100.0				111 100.0	200 100.0	92 100.0	195 100.0	236 100.0	98 100.0
EXTREMELY LIKELY	539 90.1	290 93.5	249 86.5	18 88.0	47 84.4	118 93.0	118 90.7	238 89.9	539 90.1	290 93.5	249 86.5				101 91.4	189 94.8	82 88.6	167 85.4	225 95.3	88 90.0
VERY LIKELY	38 6.3	14 4.4	24 8.4	2 8.0	5 9.4	4 3.5	9 7.0	17 6.5	38 6.3	14 4.4	24 8.4				5 4.6	8 4.2	6 6.7	18 9.1	9 3.8	7 7.1
SOMEWHAT LIKELY	21 3.6	7 2.1	15 5.2	1 4.0	4 6.3	4 3.5	3 2.3	10 3.6	21 3.6	7 2.1	15 5.2				4 4.0	2 1.0	4 4.7	11 5.4	2 0.9	3 2.8

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				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO	BEN	AYO	BIN	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILLS BROG	CNTR EAST	NRTH WEST
TOTAL	598	226	134	348	180	161	341	125	80	221	83	413	152	33	517	75	6	133	162	156	147
	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
EXTREMELY LIKELY	539	206	127	320	165	144	320	121	71	204	72	390	122	26	478	57	4	120	153	136	130
	90.1	91.2	94.8	92.1	91.4	89.6	93.6	96.7	88.9	92.2	86.8	94.6	80.6	78.9	92.4	76.1	64.5	90.3	94.1	87.5	88.4
VERY LIKELY	38	16	5	20	11	13	18	3	6	12	7	13	18	7	26	10	1	10	6	14	7
	6.3	7.1	3.8	5.7	6.2	7.9	5.3	2.4	7.4	5.3	8.1	3.1	11.7	21.1	5.1	13.4	19.3	7.6	3.6	9.2	5.0
SOMEWHAT LIKELY	21	4	2	7	4	4	4	1	3	6	4	10	12		13	8	1	3	4	5	10
	3.6	1.8	1.4	2.2	2.3	2.5	1.1	0.9	3.7	2.5	5.1	2.3	7.8		2.4	10.6	16.1	2.1	2.3	3.3	6.6

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

	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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156
	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	334	183	151	8	34	68	91	133	236	130	106	98	53	45	63	120	48	103	334	
	37.6	39.9	35.3	22.2	41.9	34.1	43.7	36.7	39.4	41.9	36.8	33.9	35.6	32.1	38.1	40.8	31.1	37.6	100.0	
UNFAVORABLE	156	93	63	8	12	38	32	65	98	58	40	58	35	23	33	60	25	38		156
	17.6	20.4	14.7	22.2	15.1	19.3	15.5	18.0	16.4	18.7	13.9	20.2	23.9	16.3	20.3	20.4	16.6	13.6		100.0
NO OPINION	288	135	153	12	20	66	69	121	192	93	100	96	42	54	45	89	53	101		
	32.5	29.4	35.8	33.3	24.7	33.2	33.0	33.4	32.2	29.9	34.6	33.1	28.3	38.2	27.7	30.3	34.6	36.5		
NAME ID	778	411	367	28	67	172	192	319	526	281	245	252	130	122	141	269	126	242	334	156
	87.7	89.6	85.8	77.8	81.7	86.5	92.2	88.2	88.0	90.5	85.3	87.2	87.7	86.6	86.2	91.5	82.3	87.7	100.0	100.0
HARD NAME ID	490	276	214	16	46	106	123	198	334	188	146	156	88	68	96	180	73	141	334	156
	55.3	60.2	50.0	44.4	57.0	53.4	59.2	54.7	55.8	60.6	50.7	54.1	59.4	48.4	58.4	61.2	47.7	51.2	100.0	100.0
NEVER HEARD OF	109	48	61	8	15	27	16	43	72	30	42	37	18	19	23	25	27	34		
	12.3	10.4	14.2	22.2	18.3	13.5	7.8	11.8	12.0	9.5	14.7	12.8	12.3	13.4	13.8	8.5	17.7	12.3		

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

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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	334	147	100	189	124	77	232	169	23	77	31	243	77	14	296	37	1	79	107	86	61
	37.6	44.3	47.3	39.8	40.5	28.6	48.9	91.5	19.5	25.9	20.3	43.6	28.9	21.9	40.0	26.4	12.8	39.1	44.2	40.4	26.8
UNFAVORABLE	156	58	83	76	74	63	82	3	25	65	40	81	56	20	120	32	4	39	45	34	38
	17.6	17.4	39.4	16.0	24.3	23.5	17.3	1.6	21.6	21.7	26.3	14.5	21.0	30.8	16.3	23.3	43.5	19.2	18.7	15.9	16.7
NO OPINION	288	102	22	169	71	85	130	13	52	123	52	167	102	19	230	55	3	59	65	77	87
	32.5	30.7	10.2	35.6	23.3	31.5	27.4	6.9	44.4	41.5	34.1	29.9	38.6	29.9	31.1	39.6	34.1	29.2	26.9	36.0	38.0
NAME ID	778	307	205	434	269	225	445	185	100	265	124	491	235	52	647	124	8	177	217	197	186
	87.7	92.4	96.9	91.4	88.0	83.6	93.6	100.0	85.4	89.1	80.7	88.0	88.5	82.5	87.4	89.4	90.4	87.5	89.8	92.3	81.5
HARD NAME ID	490	205	183	265	198	140	315	172	48	141	72	324	132	33	416	69	5	118	152	120	99
	55.3	61.7	86.7	55.8	64.8	52.1	66.2	93.1	41.1	47.6	46.6	58.1	49.9	52.6	56.3	49.7	56.3	58.3	62.9	56.3	43.5
NEVER HEARD OF	109	25	6	41	37	44	30		17	32	30	67	31	11	93	15	1	25	25	17	42
	12.3	7.6	3.1	8.6	12.0	16.4	6.4		14.6	10.9	19.3	12.0	11.5	17.5	12.6	10.6	9.6	12.5	10.2	7.7	18.5

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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156
	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	333	173	159	7	25	70	89	141	226	119	107	107	54	52	58	115	44	115	147	58
	37.5	37.8	37.2	20.0	31.2	35.0	42.7	39.1	37.8	38.3	37.3	36.8	36.7	37.0	35.5	39.0	28.8	41.9	44.2	36.9
UNFAVORABLE	211	123	88	13	20	54	44	80	134	77	57	78	46	31	47	76	39	49	100	83
	23.8	26.8	20.6	35.6	24.7	26.9	21.4	22.2	22.3	24.7	19.8	26.9	31.3	22.3	28.8	25.7	25.8	17.8	30.0	53.3
NO OPINION	310	143	167	15	31	67	67	131	215	101	114	95	42	53	51	91	61	106	84	14
	35.0	31.2	39.1	42.2	37.6	33.6	32.0	36.1	36.0	32.6	39.6	32.9	28.1	38.0	31.4	31.1	40.2	38.4	25.3	9.1
NAME ID	854	439	415	35	76	190	200	352	575	297	278	280	143	137	157	282	145	270	332	155
	96.3	95.8	96.9	97.8	93.5	95.5	96.1	97.3	96.1	95.6	96.7	96.7	96.1	97.4	95.7	95.8	94.8	98.1	99.4	99.4
HARD NAME ID	544	296	248	20	46	123	133	222	360	195	164	184	101	83	106	191	83	164	248	141
	61.3	64.6	57.8	55.6	55.9	61.9	64.1	61.2	60.1	63.0	57.1	63.8	68.0	59.4	64.3	64.7	54.6	59.7	74.1	90.2
NEVER HEARD OF	33	19	13	1	5	9	8	10	23	14	10	9	6	4	7	12	8	5	2	1
	3.7	4.2	3.1	2.2	6.5	4.5	3.9	2.7	3.9	4.4	3.3	3.3	3.9	2.6	4.3	4.2	5.2	1.9	0.6	0.6

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				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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	333	333		175	133	120	183	67	100	75	52	212	104	17	278	52	3	77	94	75	86
	37.5	100.0		36.9	43.6	44.4	38.5	36.3	85.9	25.4	33.9	37.9	39.2	26.5	37.6	37.4	33.0	38.2	39.0	35.1	37.6
UNFAVORABLE	211		211	122	80	53	149	59	5	88	35	130	60	21	175	33	3	49	73	52	38
	23.8		100.0	25.8	26.3	19.6	31.3	32.0	4.1	29.7	22.6	23.4	22.8	32.5	23.7	23.9	33.9	24.1	30.3	24.1	16.5
NO OPINION	310			166	81	87	132	59	10	119	59	195	93	22	260	47	3	68	71	81	90
	35.0			35.0	26.5	32.1	27.7	31.7	8.3	40.1	38.4	35.0	34.8	35.2	35.2	34.1	33.0	33.6	29.2	38.1	39.5
NAME ID	854	333	211	463	294	259	464	185	115	283	146	537	257	60	713	132	8	194	238	208	214
	96.3	100.0	100.0	97.6	96.4	96.0	97.5	100.0	98.3	95.2	94.9	96.3	96.8	94.2	96.4	95.4	100.0	95.8	98.4	97.4	93.6
HARD NAME ID	544	333	211	297	213	172	332	126	105	164	87	342	165	37	453	85	6	126	168	127	124
	61.3	100.0	100.0	62.7	69.9	63.9	69.8	68.3	90.0	55.1	56.5	61.3	62.0	59.0	61.3	61.3	67.0	62.2	69.2	59.3	54.1
NEVER HEARD OF	33			11	11	11	12		2	14	8	21	9	4	26	6		9	4	6	15
	3.7			2.4	3.6	4.0	2.5		1.7	4.8	5.1	3.7	3.2	5.8	3.6	4.6		4.2	1.6	2.6	6.4

Table 7-1

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

	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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156	
	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	475	251	224	15	46	106	117	190	348	179	169	127	72	55	88	162	80	144	189	76	
	53.5	54.7	52.3	42.2	57.0	53.4	56.3	52.4	58.1	57.7	58.6	44.0	48.4	39.3	53.8	55.2	52.2	52.4	56.6	48.7	
UNFAVORABLE	305	158	147	16	23	66	74	126	180	97	84	125	61	64	63	95	42	105	124	74	
	34.4	34.4	34.4	44.4	28.0	33.2	35.4	34.9	30.2	31.1	29.1	43.2	41.2	45.2	38.2	32.3	27.7	38.1	37.0	47.4	
NO OPINION	99	46	52	3	11	24	16	44	63	31	32	36	15	21	11	35	27	25	21	6	
	11.1	10.1	12.2	8.9	14.0	12.1	7.8	12.1	10.5	10.0	11.0	12.6	10.4	14.9	7.0	11.8	17.8	9.2	6.4	3.9	
NAME ID	879	455	424	35	81	196	207	360	590	306	284	288	148	140	162	293	149	274	334	156	
	99.1	99.2	98.9	95.6	98.9	98.7	99.5	99.4	98.7	98.8	98.7	99.7	100.0	99.4	99.0	99.3	97.7	99.6	100.0	100.0	
HARD NAME ID	780	408	371	31	69	172	191	316	528	275	252	252	133	119	151	258	122	249	312	150	
	87.9	89.1	86.7	86.7	84.9	86.5	91.7	87.3	88.3	88.8	87.7	87.2	89.6	84.6	92.0	87.5	79.9	90.5	93.6	96.1	
NEVER HEARD OF	8	4	5	2	1	3	1	2	8	4	4	1		1	2	2	3	1			
	0.9	0.8	1.1	4.4	1.1	1.3	0.5	0.6	1.3	1.2	1.3	0.3		0.6	1.0	0.7	2.3	0.4			

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

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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	475	175	122	475		101	313	72	45	284	23	303	142	30	403	67	5	99	121	135	119
	53.5	52.6	57.9	100.0		37.5	65.8	38.9	38.5	95.7	15.2	54.3	53.6	46.8	54.4	48.6	56.5	48.9	50.1	63.2	52.2
UNFAVORABLE	305	133	80		305	141	145	95	53	3	108	180	99	26	248	54	4	81	94	61	70
	34.4	40.0	37.9		100.0	52.2	30.5	51.6	45.4	1.0	70.1	32.3	37.1	41.4	33.5	38.8	43.5	39.8	38.8	28.5	30.5
NO OPINION	99	23	7			26	18	18	16	9	22	71	22	6	83	16		21	25	17	36
	11.1	7.0	3.3			9.6	3.7	9.5	13.5	3.0	14.1	12.7	8.3	9.2	11.2	11.4		10.3	10.3	7.9	15.7
NAME ID	879	331	210	475	305	268	475	185	114	296	153	554	263	62	733	137	8	201	240	213	225
	99.1	99.7	99.2	100.0	100.0	99.3	100.0	100.0	97.4	99.7	99.4	99.3	99.0	97.3	99.1	98.8	100.0	99.0	99.3	99.6	98.4
HARD NAME ID	780	308	203	475	305	242	458	167	98	288	131	483	241	56	650	121	8	180	215	196	189
	87.9	92.7	95.9	100.0	100.0	89.7	96.3	90.5	83.9	96.8	85.3	86.6	90.7	88.2	87.9	87.4	100.0	88.7	88.9	91.6	82.7
NEVER HEARD OF	8	1	2			2			3	1	1	4	3	2	7	2		2	2	1	4
	0.9	0.3	0.8			0.7			2.6	0.3	0.6	0.7	1.0	2.7	0.9	1.2		1.0	0.7	0.4	1.6

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	887 100.0	459 100.0	428 100.0	36 100.0	81 100.0	199 100.0	208 100.0	362 100.0	598 100.0	310 100.0	288 100.0	289 100.0	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
FAVORABLE	270 30.4	147 32.0	123 28.7	17 46.7	20 24.7	59 29.6	69 33.0	105 29.0	161 26.9	91 29.4	70 24.2	109 37.6	55 37.3	53 38.0	57 35.0	89 30.3	39 25.2	85 30.7	77 23.1	63 40.5
UNFAVORABLE	475 53.6	250 54.5	225 52.6	13 35.6	44 53.8	104 52.0	120 57.8	195 53.8	341 57.1	175 56.5	166 57.8	134 46.3	75 50.5	59 42.0	85 51.6	165 56.2	76 49.5	150 54.3	232 69.6	82 52.6
NO OPINION	132 14.8	57 12.4	74 17.4	4 11.1	16 19.4	36 17.9	18 8.7	58 16.0	87 14.6	40 12.9	47 16.4	44 15.4	17 11.5	27 19.5	20 12.4	37 12.5	35 23.0	39 14.2	24 7.3	10 6.2
NAME ID	877 98.8	454 98.9	423 98.7	34 93.3	80 97.8	198 99.6	207 99.5	358 98.8	589 98.6	306 98.8	283 98.4	287 99.4	147 99.3	140 99.4	162 99.0	291 98.9	149 97.8	273 99.2	334 100.0	155 99.4
HARD NAME ID	745 84.0	397 86.5	348 81.4	30 82.2	64 78.5	162 81.6	189 90.8	300 82.8	502 84.0	266 85.9	236 82.0	243 84.0	130 87.8	112 80.0	142 86.6	255 86.4	114 74.8	234 85.0	310 92.7	146 93.2
NEVER HEARD OF	10 1.2	5 1.1	5 1.3	2 6.7	2 2.2	1 0.4	1 0.5	4 1.2	8 1.4	4 1.2	5 1.6	2 0.6	1 0.7	1 0.6	2 1.0	3 1.1	3 2.2	2 0.8		1 0.6

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

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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	270	120	53	101	141	270		29	21	46	144	155	95	19	222	46	2	73	64	50	83
	30.4	36.0	25.0	21.3	46.1	100.0		15.9	18.3	15.3	93.6	27.9	35.9	29.9	29.9	33.3	22.4	35.9	26.3	23.5	36.3
UNFAVORABLE	475	183	149	313	145		475	139	70	208	3	315	130	30	402	69	4	105	150	132	88
	53.6	55.0	70.5	65.9	47.5		100.0	75.0	59.5	70.1	1.9	56.5	49.0	47.4	54.4	49.9	46.7	51.8	61.9	61.9	38.7
NO OPINION	132	29	8	57	19			17	24	39	7	82	37	13	108	22	2	24	27	31	50
	14.8	8.7	3.7	12.0	6.4			9.1	20.3	13.0	4.5	14.7	13.8	20.1	14.6	15.6	21.3	11.8	11.1	14.6	21.7
NAME ID	877	331	210	471	305	270	475	185	115	293	154	553	262	62	732	137	8	202	240	214	221
	98.8	99.7	99.1	99.2	100.0	100.0	100.0	100.0	98.2	98.5	100.0	99.1	98.6	97.5	98.9	98.8	90.4	99.5	99.3	100.0	96.7
HARD NAME ID	745	302	202	414	286	270	475	168	91	254	147	471	225	49	624	115	6	178	214	183	171
	84.0	90.9	95.5	87.2	93.6	100.0	100.0	90.9	77.9	85.5	95.5	84.4	84.9	77.3	84.3	83.2	69.1	87.7	88.2	85.4	75.0
NEVER HEARD OF	10	1	2	4					2	5		5	4	2	8	2	1	1	2		8
	1.2	0.3	0.9	0.8					1.8	1.5		0.9	1.4	2.5	1.1	1.2	9.6	0.5	0.7		3.3

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	887 100.0	459 100.0	428 100.0	36 100.0	81 100.0	199 100.0	208 100.0	362 100.0	598 100.0	310 100.0	288 100.0	289 100.0	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
AYOTTE	297 33.5	160 34.9	137 32.0	9 24.4	32 38.7	65 32.7	74 35.4	118 32.5	221 37.0	119 38.3	102 35.6	76 26.2	41 27.6	35 24.8	57 34.9	103 34.8	48 31.6	89 32.3	77 23.0	65 41.3
LAMONTAGNE	185 20.8	100 21.7	85 19.9	7 20.0	18 22.6	37 18.4	44 21.4	78 21.6	125 21.0	67 21.8	58 20.1	59 20.6	32 21.7	27 19.4	32 19.2	68 23.1	31 20.1	54 19.8	169 50.7	3 1.8
BINNIE	154 17.3	77 16.7	77 17.9	7 20.0	11 14.0	36 17.9	42 20.4	57 15.7	83 14.0	40 13.0	43 15.0	70 24.3	36 24.6	34 23.9	29 17.5	48 16.3	26 16.8	51 18.5	31 9.3	40 25.8
BENDER	117 13.2	55 12.1	62 14.4	6 17.8	7 8.6	27 13.5	26 12.6	50 13.9	80 13.3	41 13.3	38 13.4	37 12.9	14 9.5	23 16.4	18 10.7	38 12.8	23 14.9	39 14.1	23 6.8	25 16.1
OTHER	33 3.8	22 4.8	12 2.7	2 4.4	3 3.2	9 4.5	3 1.5	17 4.7	22 3.7	14 4.4	8 2.9	11 4.0	8 5.6	3 2.2	12 7.5	10 3.2	1 0.6	11 3.9	6 1.8	15 9.8
UNDECIDED	101 11.4	45 9.8	56 13.1	5 13.3	11 12.9	26 13.0	18 8.7	42 11.5	66 11.1	29 9.3	37 13.0	35 12.1	16 11.0	19 13.3	17 10.2	28 9.6	24 16.0	32 11.5	28 8.4	8 5.1

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?

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODE RATE	LIBERAL	CONSERVE	MODE RATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887 100.0	333 100.0	211 100.0	475 100.0	305 100.0	270 100.0	475 100.0	185 100.0	117 100.0	297 100.0	154 100.0	558 100.0	266 100.0	63 100.0	740 100.0	139 100.0	8 100.0	203 100.0	242 100.0	214 100.0	228 100.0
AYOTTE	297 33.5	75 22.7	88 41.8	284 59.9	3 1.0	46 16.9	208 43.8			297 100.0		178 31.9	100 37.8	19 29.5	247 33.4	46 33.2	4 45.8	66 32.7	79 32.5	81 38.0	71 31.0
LAMONTAGNE	185 20.8	67 20.2	59 28.0	72 15.2	95 31.2	29 10.9	139 29.2	185 100.0				150 27.0	31 11.6	4 5.9	168 22.7	17 12.1		39 19.1	53 22.0	57 26.5	36 15.9
BINNIE	154 17.3	52 15.6	35 16.4	23 4.9	108 35.3	144 53.3	3 0.6				154 100.0	80 14.4	61 23.0	12 19.3	128 17.3	26 18.5		50 24.8	39 16.1	29 13.4	36 15.6
BENDER	117 13.2	100 30.2	5 2.3	45 9.5	53 17.4	21 7.9	70 14.6		117 100.0			74 13.3	33 12.3	10 15.8	100 13.6	16 11.3	1 9.6	21 10.2	41 17.0	15 7.2	40 17.4
OTHER	33 3.8	6 1.9	14 6.7	5 1.0	21 7.0	4 1.4	24 5.0					10 1.8	14 5.2	9 14.8	15 2.0	16 11.4	3 33.9	6 2.8	6 2.3	10 4.8	12 5.2
UNDECIDED	101 11.4	31 9.5	10 4.9	45 9.5	25 8.1	26 9.6	32 6.8					65 11.6	27 10.1	9 14.7	82 11.0	19 13.4	1 10.7	21 10.5	25 10.1	22 10.1	34 14.8

Table 10-1

T10. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage, and abortion?

	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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156
	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
CONSERVATIVE	558	311	247	17	48	118	123	252	413	227	186	145	84	61	97	213	86	162	243	81
	62.9	67.7	57.7	46.7	59.1	59.2	59.2	69.5	69.0	73.1	64.7	50.2	56.6	43.5	59.4	72.4	56.0	58.7	72.9	51.9
MODERATE	266	122	144	14	29	65	65	93	152	67	85	114	55	59	57	65	51	93	77	56
	29.9	26.5	33.6	37.8	35.5	32.7	31.1	25.7	25.4	21.5	29.5	39.4	37.0	41.9	34.8	21.9	33.2	33.8	23.0	35.6
LIBERAL	63	26	37	6	4	16	20	17	33	17	17	30	9	21	10	17	17	21	14	20
	7.2	5.7	8.7	15.6	5.4	8.1	9.7	4.7	5.6	5.4	5.8	10.4	6.3	14.7	5.8	5.7	10.9	7.5	4.2	12.5

T10. Do you consider yourself to be conservative, moderate, or liberal in your social beliefs such as same sex marriage, and abortion?

	BENDER IMG			AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO	BEN	AYO	BIN	CONSERVE	MODE	LIB	CONSERVE	MODE	LIB	ROCK	HILS	CNTR	NRTH
								NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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
CONSERVATIVE	558	212	130	303	180	155	315	150	74	178	80	558			532	25	1	124	142	135	156
	62.9	63.6	61.7	63.8	59.1	57.6	66.3	81.4	63.4	59.9	52.3	100.0			71.9	18.0	9.6	61.2	58.8	63.2	68.5
MODERATE	266	104	60	142	99	95	130	31	33	100	61		266		174	88	3	70	79	63	55
	29.9	31.3	28.6	30.0	32.3	35.3	27.4	16.6	28.0	33.8	39.8		100.0		23.5	63.8	36.2	34.3	32.4	29.4	24.0
LIBERAL	63	17	21	30	26	19	30	4	10	19	12			63	34	25	5	9	21	16	17
	7.2	5.1	9.7	6.2	8.6	7.0	6.3	2.0	8.6	6.3	8.0			100.0	4.5	18.3	54.2	4.5	8.7	7.4	7.6

T11. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

	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	887 100.0	459 100.0	428 100.0	36 100.0	81 100.0	199 100.0	208 100.0	362 100.0	598 100.0	310 100.0	288 100.0	289 100.0	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
CONSERVATIVE	740 83.4	389 84.7	351 82.0	31 84.4	66 80.6	170 85.2	171 82.0	303 83.7	517 86.5	269 86.7	249 86.4	222 76.9	120 80.7	103 73.0	141 86.0	247 84.0	125 81.7	226 82.2	296 88.7	120 77.0
MODERATE	139 15.6	64 14.0	74 17.4	4 11.1	15 18.3	27 13.5	37 18.0	56 15.4	75 12.5	38 12.2	37 12.9	64 22.1	27 18.0	37 26.4	19 11.9	45 15.3	26 17.2	48 17.5	37 11.0	32 20.7
LIBERAL	8 0.9	6 1.2	3 0.6	2 4.4	1 1.1	3 1.3		3 0.9	6 0.9	4 1.2	2 0.7	3 1.0	2 1.3	1 0.6	3 2.1	2 0.7	2 1.1	1 0.4	1 0.3	4 2.3

T11. Do you consider yourself to be conservative, moderate, or liberal in your fiscal beliefs such as taxes and government spending?

	BENDER IMG			AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO	BEN	AYO	BIN	CONSERVE	MODE	LIB	CONSERVE	MODE	LIB	ROCK	HILLS	CNTR	NRTH
								NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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
CONSERVATIVE	740	278	175	403	248	222	402	168	100	247	128	532	174	34	740			164	204	180	193
	83.4	83.6	82.9	84.8	81.2	82.2	84.6	90.9	85.8	83.2	83.3	95.4	65.5	52.9	100.0			80.8	84.1	84.0	84.5
MODERATE	139	52	33	67	54	46	69	17	16	46	26	25	88	25		139		38	36	32	33
	15.6	15.6	15.7	14.2	17.6	17.2	14.6	9.1	13.5	15.5	16.7	4.5	33.3	40.0		100.0		18.6	14.8	15.1	14.4
LIBERAL	8	3	3	5	4	2	4		1	4		1	3	5			8	1	3	2	3
	0.9	0.8	1.3	1.0	1.2	0.7	0.8		0.7	1.3		0.1	1.1	7.2			100.0	0.5	1.1	0.9	1.2

Table 12-1

T12. 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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156
	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	459	459		19	43	102	106	188	310	310		148	148		164	295			183	93
	51.7	100.0		53.3	52.7	51.1	51.0	52.1	51.9	100.0		51.3	100.0		100.0	100.0			54.8	59.7
FEMALE	428		428	17	39	97	102	174	288		288	141		141		153	276	151	63	
	48.3		100.0	46.7	47.3	48.9	49.0	47.9	48.1		100.0	48.7		100.0		100.0	100.0	45.2	40.3	

T12. For statistical purposes, are you a man or a woman?

	BENDER IMG RATING		AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS				
	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST	
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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
MALE	459	173	123	251	158	147	250	100	55	160	77	311	122	26	389	64	6	96	127	107	129
	51.7	52.1	58.2	52.8	51.7	54.4	52.6	53.9	47.3	53.8	50.0	55.7	45.8	41.2	52.5	46.4	67.0	47.4	52.4	50.0	56.4
FEMALE	428	159	88	224	147	123	225	85	62	137	77	247	144	37	351	74	3	107	115	107	99
	48.3	47.9	41.8	47.2	48.3	45.6	47.4	46.1	52.7	46.2	50.0	44.3	54.2	58.8	47.5	53.6	33.0	52.6	47.6	50.0	43.6

Table 13-1

T13. 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	887 100.0	459 100.0	428 100.0	36 100.0	81 100.0	199 100.0	208 100.0	362 100.0	598 100.0	310 100.0	288 100.0	289 100.0	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
18-34	36 4.1	19 4.2	17 3.9	36 100.0					20 3.4	11 3.6	9 3.1	16 5.6	8 5.4	8 5.7	19 11.8		17 11.1		8 2.4	8 5.1
35-44	81 9.2	43 9.4	39 9.0		81 100.0				56 9.4	32 10.2	25 8.5	25 8.8	11 7.7	14 10.0	43 26.2		39 25.2		34 10.2	12 7.8
45-54	199 22.4	102 22.2	97 22.7			199 100.0			127 21.2	68 21.9	59 20.5	72 25.0	34 22.9	38 27.3	102 62.1		97 63.7		68 20.3	38 24.6
55-64	208 23.5	106 23.1	102 23.8				208 100.0		130 21.8	66 21.2	65 22.5	78 26.9	40 27.2	37 26.6		106 36.0		102 37.0	91 27.2	32 20.7
65 PLUS	362 40.8	188 41.1	174 40.5					362 100.0	265 44.2	134 43.2	131 45.4	97 33.7	55 36.8	43 30.5		188 64.0		174 63.0	133 39.8	65 41.8

Table 13-2

T13. Which of the following age groups applies to you?

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887 100.0	333 100.0	211 100.0	475 100.0	305 100.0	270 100.0	475 100.0	185 100.0	117 100.0	297 100.0	154 100.0	558 100.0	266 100.0	63 100.0	740 100.0	139 100.0	8 100.0	203 100.0	242 100.0	214 100.0	228 100.0
18-34	36 4.1	7 2.2	13 6.1	15 3.2	16 5.3	17 6.3	13 2.7	7 3.9	6 5.5	9 3.0	7 4.7	17 3.0	14 5.1	6 8.9	31 4.1	4 2.9	2 19.2	9 4.4	10 4.3	10 4.5	7 3.2
35-44	81 9.2	25 7.6	20 9.5	46 9.8	23 7.5	20 7.5	44 9.2	18 9.9	7 6.0	32 10.6	11 7.4	48 8.6	29 10.9	4 6.9	66 8.9	15 10.7	1 10.5	22 10.8	25 10.1	18 8.6	17 7.3
45-54	199 22.4	70 20.9	54 25.3	106 22.4	66 21.7	59 21.9	104 21.8	37 19.8	27 22.9	65 21.9	36 23.3	118 21.1	65 24.5	16 25.3	170 22.9	27 19.3	3 32.0	53 26.0	58 24.0	43 20.0	46 19.9
55-64	208 23.5	89 26.7	44 21.0	117 24.7	74 24.2	69 25.5	120 25.3	44 24.0	26 22.5	74 24.8	42 27.6	123 22.1	65 24.3	20 31.9	171 23.1	37 26.9		47 23.4	67 27.5	46 21.7	47 20.8
65 PLUS	362 40.8	141 42.5	80 38.0	190 39.9	126 41.4	105 38.9	195 41.0	78 42.3	50 43.1	118 39.6	57 37.0	252 45.1	93 35.1	17 27.0	303 41.0	56 40.1	3 38.4	72 35.4	82 34.1	96 45.1	111 48.8

New Hampshire GOP Primary Auto Survey, September 1st, 2010, 887N, 3.29% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585  
 Table 14-1  
 T14. 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	887	459	428	36	81	199	208	362	598	310	288	289	148	141	164	295	153	276	334	156
	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	203	96	107	9	22	53	47	72	133	71	62	70	25	45	35	61	48	58	79	39
	22.9	21.0	24.9	24.4	26.9	26.5	22.8	19.8	22.3	23.0	21.5	24.1	16.7	31.9	21.4	20.7	31.6	21.2	23.7	24.9
HILLSBOROUGH	242	127	115	10	25	58	67	82	162	82	80	80	44	36	51	76	42	73	107	45
	27.3	27.7	26.9	28.9	30.1	29.1	32.0	22.8	27.1	26.6	27.7	27.7	29.9	25.4	31.0	25.8	27.6	26.5	32.1	29.0
CENTRAL EAST	214	107	107	10	18	43	46	96	156	75	81	58	32	26	39	68	32	75	86	34
	24.1	23.3	25.0	26.7	22.6	21.5	22.3	26.6	26.1	24.2	28.2	20.0	21.5	18.4	23.5	23.2	21.2	27.0	25.9	21.7
NORTH WEST	228	129	99	7	17	46	47	111	147	81	65	82	47	34	40	89	30	70	61	38
	25.7	28.1	23.2	20.0	20.4	22.9	22.8	30.8	24.5	26.3	22.7	28.2	31.9	24.3	24.1	30.3	19.6	25.2	18.3	24.4

New Hampshire GOP Primary Auto Survey, September 1st, 2010, 887N, 3.29% MoE, Weighted Results, Magellan Data and Mapping Strategies, 1685 Boxelder St. Ste 300, Louisville, CO 80027, 303-861-8585  
 Table 14-2  
 T14. REGION

	BENDER IMG RATING			AYOTTE IMG RATING		BINNIE IMG RATING		SEN BALLOT TEST				SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	TOTAL	FAV	UN FAV	FAV	UN FAV	FAV	UN FAV	LAMO NTAG	BEN DER	AYO TTE	BIN NIE	CONSERVE	MODERATE	LIBERAL	CONSERVE	MODERATE	LIBERAL	ROCK NHAM	HILSBROG	CNTR EAST	NRTH WEST
TOTAL	887	333	211	475	305	270	475	185	117	297	154	558	266	63	740	139	8	203	242	214	228
	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	203	77	49	99	81	73	105	39	21	66	50	124	70	9	164	38	1	203			
	22.9	23.3	23.1	20.9	26.4	26.9	22.1	20.9	17.6	22.3	32.7	22.2	26.2	14.3	22.1	27.2	12.8	100.0			
HILLSBOROUGH	242	94	73	121	94	64	150	53	41	79	39	142	79	21	204	36	3		242		
	27.3	28.4	34.7	25.6	30.8	23.7	31.5	28.8	35.3	26.5	25.4	25.5	29.6	33.3	27.5	25.8	32.8		100.0		
CENTRAL EAST	214	75	52	135	61	50	132	57	15	81	29	135	63	16	180	32	2			214	
	24.1	22.6	24.4	28.5	19.9	18.6	27.8	30.6	13.1	27.3	18.7	24.2	23.6	25.1	24.3	23.3	22.4			100.0	
NORTH WEST	228	86	38	119	70	83	88	36	40	71	36	156	55	17	193	33	3				228
	25.7	25.8	17.9	25.1	22.8	30.7	18.6	19.7	34.0	23.9	23.3	28.0	20.6	27.3	26.1	23.6	32.0				100.0