



**FOR IMMEDIATE RELEASE
INTERVIEWS AND QUESTIONS:**

**September 3, 2010
DAVID FLAHERTY 303-861-8585**

**AYOTTE LEADS LAMONTAGNE BY 13, 34% TO 21%, BINNIE 17%,
BENDER 13%, 4% OTHER, 11% UNDECIDED
IN NEW HAMPSHIRE GOP NOMINATION FOR US SENATE**

Louisville, CO – In the New Hampshire contest for the Republican US Senate nomination, Kelly Ayotte leads Ovide Lamontagne by 13 points, 34% to 21%. Businessmen Bill Binnie and Jim Bender receive 17% and 13% respectively, the generic “another candidate” has 4%, and 11% are undecided. These results are based on an automated survey of 887 interviews of likely Republican and independent primary voters who intend to vote in the September 14th primary. This survey has a margin of error of +/- 3.3% at the 95% confidence interval. The interviews for the survey were conducted on Wednesday night, September 1st.

There is little difference in the ballot test between men and women, but a significant difference in candidate support between Republican and independent voters. Among all Republican voters, Kelly Ayotte leads Ovide Lamontagne by 16 points, 37% to 21%. Among independent voters, Kelly Ayotte has a 2 point lead on Bill Binnie, 26% to 24%, and Ovide Lamontagne is a close third with 21%. The ballot test among self described fiscal conservatives is similar to the overall ballot test, with Kelly Ayotte leading Ovide Lamontagne, 33% to 23%. Among self described social conservatives it is a tighter race, with Kelly Ayotte leading Ovide Lamontagne by 5 points, 32% to 27%. The following table shows the ballot test by significant voter subgroup.

New Hampshire US Senate Republican Primary Ballot Test

<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	+2	+11	+12	+13	+16	+16
Ayotte	34%	37%	26%	33%	32%	35%	36%	38%
Lamontagne	21%	21%	21%	22%	20%	22%	20%	22%
Binnie	17%	14%	24%	16%	18%	17%	15%	13%
Bender	13%	13%	13%	14%	14%	12%	13%	13%
Other	4%	4%	4%	4%	3%	5%	3%	4%
Undecided	11%	11%	12%	11%	13%	9%	13%	10%

The last time we surveyed this race was May 24th. Since that time, candidates Ovide Lamontagne and Jim Bender have increased their support by 12 and 9 points respectively. Support for Bill Binnie and Kelly Ayotte has declined by 12 and 4 points respectively. The percentage of undecided voters has decreased 5 points, from 16% to 11%. In the next ten days it will be interesting to see if Ovide Lamontagne can build on his momentum and begin attracting Kelly Ayotte supporters. Political observers could argue that Ovide Lamontagne is simply the beneficiary of former Bill Binnie supporters. Businessman Jim Bender is also one to watch. His 9 point increase in support is evidence that his message is gaining traction with primary voters. The following table shows candidate movement on the ballot test since late May.

New Hampshire US Senate GOP Primary Ballot Test Candidate Movement

<u>Candidate</u>	<u>Ballot Test 9/1/10 All Voters</u>	<u>Ballot Test 5/28/10 All Voters</u>	<u>Candidate Movement</u>
Ayotte	34%	38%	-4
Lamontagne	21%	9%	+12
Binnie	17%	29%	-12
Bender	13%	4%	+9
Other	4%	4%	0
Undecided	11%	16%	-5

Republican Primary Candidate Image Ratings

Of the four major candidates in the race, only Bill Binnie has a negative image rating with 30% of respondents having a favorable opinion of him and 54% an unfavorable opinion. It appears the attacks on Bill Binnie as being “shockingly liberal” in the past month has been effective pushing up his unfavorable rating among voters. Kelly Ayotte has the highest favorable rating of all candidates with 54%, and the lowest percentage of voters that do not have an opinion of her with 11%. One third of all likely voters do not have an opinion of Ovide Lamontagne and Bill Bender with only 12 days to go before the election. The following table shows the candidate’s image ratings among all voters.

Candidate Image Ratings Among All Voters

<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%



Thoughts on Republican Primary Voter Turnout

One trend that has been consistent throughout the Republican primary elections in 2010 is the participation of “first time” primary voters. In Colorado, 30% of all ballots cast in the Republican primary were among voters that had never voted in a primary. In past Republican primary elections, rarely do you find a first time primary voter participation rate exceed 10%. It remains to be seen if this trend appears in New Hampshire, and which candidate will benefit.

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 887 interviews were conducted on Wednesday, September 1st from 5:30 to 8:00pm. This survey has a margin of error of 3.3% 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

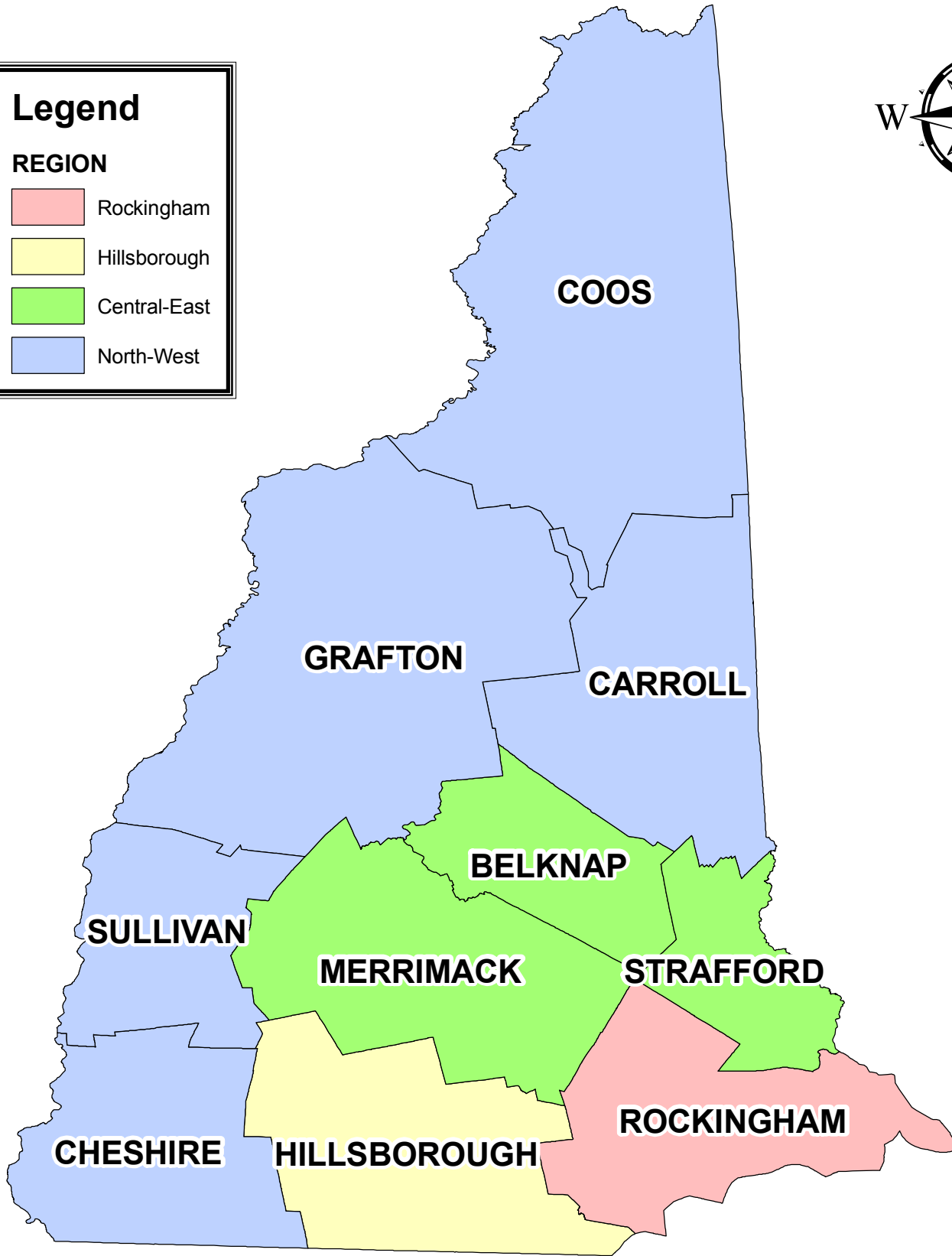
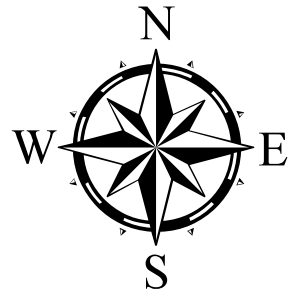
Magellan CEO David Flaherty has extensive experience applying political data and technology gained throughout his 18 year career at the Republican National Committee, the U.S. House of Representatives, and public affairs firms specializing in measuring public opinion. The Magellan Strategies team has 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.



Legend

REGION

-  Rockingham
-  Hillsborough
-  Central-East
-  North-West



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Magellan Polling Regions for New Hampshire



September 3, 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 an 887N 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 1st, 2010. This survey has a margin of error of +/- 3.3% at the 95 percent confidence interval. This survey was weighted based upon Republican primary voter 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..... 89%
Very Likely 7%
Somewhat Likely 4%

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..... 90%
Very Likely 6%
Somewhat Likely 4%

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

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

Favorable 38%
Unfavorable 18%
No Opinion 32%

Name ID..... 88%
Hard Name ID 56%
Never Heard Of..... 12%

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

Favorable 38%
Unfavorable 24%
No Opinion 35%

Name ID..... 97%
Hard Name ID 62%
Never Heard Of..... 3%

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

Favorable 54%
Unfavorable 34%
No Opinion 11%

Name ID..... 99%
Hard Name ID 88%
Never Heard Of..... 1%



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

Favorable	30%
Unfavorable	54%
No Opinion	15%
Name ID	99%
Hard Name ID	84%
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.....	34%
Ovide Lamontagne.....	21%
Bill Binnie	17%
Jim Bender.....	13%
Another Candidate.....	4%
Undecided.....	11%

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

Conservative.....	63%
Moderate.....	30%
Liberal	7%

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

Conservative.....	83%
Moderate	16%
Liberal	1%

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

Male.....	52%
Female.....	48%



T13. 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		55+		18-54		WOM		55+		UN	
	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	FAV	UN	FAV	UN	
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		
REPUBLICAN	598	310	288	20	56	127	130	265	598	310	288				111	200	92	195	236	98	67.4	67.6	67.2	68.8	63.7	62.6	73.1	100.0	100.0	100.0	100.0	
INDEPENDENT	289	148	141	16	25	72	78	97				289	148	141	53	95	60	80	98	58	32.6	32.4	32.8	44.4	31.2	36.3	37.4	26.9	100.0	100.0	100.0	100.0

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			SOC IDEOLOGY			FISC IDEOLOGY			REGIONS				
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
	FAV	100.0	FAV	100.0	FAV	100.0	NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	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
REPUBLICAN	226	134	348	180	161	341	125	80	221	83	413	152	33	517	75	6	133	162	156	147
	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	107	78	127	125	109	134	59	37	76	70	145	114	30	222	64	3	70	80	58	82
	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	TOT GOP	WOM	IND MEN	IND WOM	MEN 18-54	MEN 55+	WOM 18-54	WOM 55+	UN FAV	UN FAV
TOTAL	289	148	141	100.0	100.0	100.0	100.0	100.0	289	148	141	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
EXTREMELY LIKELY	257	136	122	13	21	67	69	88	257	136	122	89.0	91.4	86.5	50	86	51	71	92	54
	89.0	91.4	86.5	80.0	82.8	92.6	88.3	90.1	89.0	91.4	86.5	93.7	90.2	84.2	93.7	90.2	84.2	88.3	94.1	91.9
VERY LIKELY	19	10	10	2	3	4	6	5	19	10	10	6.7	6.4	6.9	3	6	4	5	2	3
	6.7	6.4	6.9	10.0	10.3	4.9	7.8	5.5	6.7	6.4	6.9	6.5	6.5	7.3	6.5	7.3	6.5	6.5	2.1	4.9
SOMEWHAT LIKELY	12	3	9	2	2	2	3	4	12	3	9	4.3	2.1	6.6	3	3	5	4	4	2
	4.3	2.1	6.6	10.0	6.9	2.5	3.9	4.4	4.3	2.1	6.6	3.3	2.1	6.6	3.3	8.5	5.2	3.8	3.8	3.3

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

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		TOT		TOT		TOT		TOT		GEN-AGE		LAMONTAG IMG RATING			
	TOTAL	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT	IND	TOT	IND	TOT	IND	TOT	IND	TOT	IND	TOT	IND	TOT	WOM	WOM	WOM	UN	FAV	FAV
TOTAL	289 100.0	148 100.0	16 100.0	25 100.0	72 100.0	78 100.0	97 100.0	289 100.0	148 100.0	141 100.0	289 100.0	148 100.0	141 100.0	53 100.0	95 100.0	60 100.0	80 100.0	80 100.0	98 100.0	98 100.0	80 100.0	80 100.0	98 100.0	58 100.0	58 100.0	
REPUBLICAN	289 100.0	148 100.0	16 100.0	25 100.0	72 100.0	78 100.0	97 100.0	289 100.0	148 100.0	141 100.0	289 100.0	148 100.0	141 100.0	53 100.0	95 100.0	60 100.0	80 100.0	80 100.0	98 100.0	98 100.0	80 100.0	80 100.0	98 100.0	58 100.0	58 100.0	

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)

	BENDER IMG		AYOTTE IMG		AYOTTE IMG		BINNIE IMG		SEN BALLOT TEST		SOC IDEOLOGY		FISC IDEOLOGY		REGIONS							
	FAV	RATING	FAV	RATING	FAV	RATING	FAV	RATING	LAMO	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
TOTAL	107	100.0	127	100.0	125	100.0	109	100.0	59	37	76	70	145	114	30	222	64	3	70	80	58	82
REPUBLICAN	107	100.0	127	100.0	125	100.0	109	100.0	59	37	76	70	145	114	30	222	64	3	70	80	58	82

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		IND		MEN		WOM		UN FAV	UN FAV
									GOP	WOM	IND	WOM	18-54	55+	18-54	55+		
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							
	RATING		RATING		RATING															
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
TOTAL	226	134	180	348	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
EXTREMELY LIKELY	206	127	165	320	144	320	121	71	204	72	390	122	26	478	57	4	120	153	136	130
	91.2	94.8	91.4	92.1	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	16	5	20	5.7	13	18	3	6	12	7	13	18	7	26	10	1	10	6	14	7
	7.1	3.8	6.2	5.7	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	4	2	7	2.2	4	4	1	3	6	4	10	12	8	13	8	1	3	4	5	10
	1.8	1.4	2.3	2.2	2.5	1.1	0.9	3.7	2.5	5.1	2.3	7.8	2.4	2.4	10.6	16.1	2.1	2.3	3.3	6.6

Table 5-1

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

Table 6-1

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

	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	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 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		IND	IND	MEN	MEN	WOM	WOM	55+	WOM	UN	FAV
									GOP	DEM										
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	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	475 53.5	251 54.7	224 52.3	15 42.2	46 57.0	106 53.4	117 56.3	190 52.4	348 58.1	179 57.7	169 58.6	72 48.4	55 39.3	88 53.8	162 55.2	80 52.2	144 52.4	189 56.6	76 48.7	
UNFAVORABLE	305 34.4	158 34.4	147 34.4	16 44.4	23 28.0	66 33.2	74 35.4	126 34.9	180 30.2	97 31.1	84 29.1	61 41.2	64 45.2	63 38.2	95 32.3	42 27.7	105 38.1	124 37.0	74 47.4	
NO OPINION	99 11.1	46 10.1	52 12.2	3 8.9	11 14.0	24 12.1	16 7.8	44 12.1	63 10.5	31 10.0	32 11.0	15 10.4	21 14.9	11 7.0	35 11.8	27 17.8	25 9.2	21 6.4	6 3.9	
NAME ID	879 99.1	455 99.2	424 98.9	35 95.6	81 98.9	196 98.7	207 99.5	360 99.4	590 98.7	306 98.8	284 98.7	148 100.0	140 99.4	162 99.0	293 99.3	149 97.7	274 99.6	334 100.0	156 100.0	
HARD NAME ID	780 87.9	408 89.1	371 86.7	31 86.7	69 84.9	172 86.5	191 91.7	316 87.3	528 88.3	275 88.8	252 87.7	133 89.6	119 84.6	151 92.0	258 87.5	122 79.9	249 90.5	312 93.6	150 96.1	
NEVER HEARD OF	8 0.9	4 0.8	5 1.1	2 4.4	1 1.1	3 1.3	1 0.5	2 0.6	8 1.3	4 1.2	4 1.3	1 0.3	1 0.6	2 1.0	2 0.7	3 2.3	1 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			SOC IDEOLOGY			FISC IDEOLOGY			REGIONS			
	FAV	UN	FAV	UN	FAV	UN	LAMO	BEN	AYO	BIN	CON	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
	100.0	100.0	100.0	100.0	100.0	100.0	NTAG	DER	TTE	NIE	ERVE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	887	333	211	475	305	475	185	117	297	154	558	266	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
FAVORABLE	475	175	122	475	101	313	72	45	284	23	303	142	30	403	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	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	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	43.5	39.8	38.8	28.5	30.5
NO OPINION	99	23	7	3.3	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	10.3	10.3	10.3	7.9	15.7
NAME ID	879	331	210	475	305	475	185	114	296	153	554	263	62	733	8	201	240	213	225
	99.1	99.7	99.2	100.0	99.3	100.0	100.0	97.4	99.7	99.4	99.3	99.0	97.3	99.1	100.0	99.0	99.3	99.6	98.4
HARD NAME ID	780	308	203	475	305	458	167	98	288	131	483	241	56	650	8	180	215	196	189
	87.9	92.7	95.9	100.0	89.7	96.3	90.5	83.9	96.8	85.3	86.6	90.7	88.2	87.9	100.0	88.7	88.9	91.6	82.7
NEVER HEARD OF	8	1	2	0.8	2	0.7	3	1	1	1	4	3	2	7	2	2	2	1	4
	0.9	0.3	0.8		0.7	0.7	2.6	0.3	0.3	0.6	0.7	1.0	2.7	0.9	1.2	1.0	0.7	0.4	1.6

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	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	147	123	28.7	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	1.1	3	1.1	3	2.2	2	0.8	1	0.6		

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			SOC IDEOLOGY			FISC IDEOLOGY			REGIONS				
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR		
	FAV	100.0	FAV	100.0	FAV	100.0	NTAG	DER	TTE	NIE	ERVE	ERATE	ERVE	ERATE	ERAL	NHAM	BROG	EAST	WEST	
TOTAL	887	333	211	475	305	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
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	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	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	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	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	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	4	2	2	5	5	4	5	4	2	8	2	1	1	2	2	8
	1.2	0.3	0.9	0.8	0.8	1.8	1.5	1.5	1.5	1.4	0.9	1.4	2.5	1.1	1.2	9.6	0.5	0.7	0.7	3.3

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 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				SOC IDEOLOGY				FISC IDEOLOGY				REGIONS																			
	RATING		UN		FAV		UN		FAV		UN		FAV		LAMO		BEN		AYO		BIN		CONS		MODE		LIB		CON		ERVE		ERAL		LIB		ROCK		HILS		CNTR		NRTH	
	FAV	100.0	333	211	475	305	270	475	100.0	270	475	100.0	100.0	185	117	297	154	154	100.0	100.0	558	266	63	740	139	8	203	242	214	228	100.0	100.0	203	242	214	228	100.0	100.0	203	242	214	228		
TOTAL	887	333	211	475	305	270	475	100.0	270	475	100.0	100.0	185	117	297	154	154	100.0	100.0	558	266	63	740	139	8	203	242	214	228	100.0	100.0	203	242	214	228	100.0	100.0	203	242	214	228			
AYOTTE	297	75	88	284	3	46	208		46	208		297								178	100	19	247	46	4	66	79	81	71			66	79	81	71			66	79	81	71			
	33.5	22.7	41.8	59.9	1.0	16.9	43.8		16.9	43.8		100.0								31.9	37.8	29.5	33.4	33.2	45.8	32.7	32.5	38.0	31.0			32.7	32.5	38.0	31.0			32.7	32.5	38.0	31.0			
LAMONTAGNE	185	67	59	72	95	29	139		29	139		185								150	31	4	168	17		39	53	57	36			39	53	57	36			39	53	57	36			
	20.8	20.2	28.0	15.2	31.2	10.9	29.2		10.9	29.2		100.0								27.0	11.6	5.9	22.7	12.1		19.1	22.0	26.5	15.9			19.1	22.0	26.5	15.9			19.1	22.0	26.5	15.9			
BINNIE	154	52	35	23	108	144	3		144	3		154								80	61	12	128	26		50	39	29	36			50	39	29	36			50	39	29	36			
	17.3	15.6	16.4	4.9	35.3	53.3	0.6		53.3	0.6		100.0								14.4	23.0	19.3	17.3	18.5		24.8	16.1	13.4	15.6			24.8	16.1	13.4	15.6			24.8	16.1	13.4	15.6			
BENDER	117	100	5	45	53	21	70		21	70		117								74	33	10	100	16		21	41	15	40			21	41	15	40			21	41	15	40			
	13.2	30.2	2.3	9.5	17.4	7.9	14.6		7.9	14.6		100.0								13.3	12.3	15.8	13.6	11.3		10.2	17.0	7.2	17.4			10.2	17.0	7.2	17.4			10.2	17.0	7.2	17.4			
OTHER	33	6	14	5	21	4	24		4	24		33								10	14	9	15	16		6	6	10	12			6	6	10	12			6	6	10	12			
	3.8	1.9	6.7	1.0	7.0	1.4	5.0		1.4	5.0		33								1.8	5.2	14.8	2.0	11.4	33.9	2.8	2.3	4.8	5.2			2.8	2.3	4.8	5.2			2.8	2.3	4.8	5.2			
UNDECIDED	101	31	10	45	25	26	32		26	32		101								65	27	9	82	19		21	25	22	34			21	25	22	34			21	25	22	34			
	11.4	9.5	4.9	9.5	8.1	9.6	6.8		9.6	6.8		101								11.6	10.1	14.7	11.0	13.4	10.7	10.5	10.1	10.1	14.8			10.5	10.1	10.1	14.8			10.5	10.1	10.1	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		IND		MEN		WOM		UN FAV	FAV
									887	459	428	36	81	199	208	362	598	310		
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
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

Table 11-1

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

Table 11-2

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

	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	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
	100.0	100.0	100.0	100.0	100.0	100.0	NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	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
CONSERVATIVE	278	175	403	248	222	402	168	100	247	128	532	174	34	740			164	204	180	193
	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	52	33	67	54	46	69	17	16	46	26	25	88	25		139		38	36	32	33
	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	3	3	5	4	2	4		1	4	1	1	3	5		8		1	3	2	3
	0.9	0.8	1.3	1.0	0.7	0.8		0.7	1.3	0.1	0.1	1.1	7.2		100.0		0.5	1.1	0.9	1.2

	GEND		AGE							GEN-PTY				GEN-AGE				LAMONTAG IMG RATING		
	TOTAL	MEN	WOM	18-34	35-44	45-54	55-64	65 PLUS	TOT		GOP		IND		MEN		WOM		UN FAV	FAV 100.0
									WOM	IND	WOM	MEN	WOM	MEN	18-54	55+	18-54	55+		
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	148 100.0	164 100.0	295 100.0	153 100.0	276 100.0	334 100.0	156 100.0
MALE	459 51.7	459 100.0		19 53.3	43 52.7	102 51.1	106 51.0	188 52.1	310 51.9	310 100.0		148 51.3	148 100.0		164 100.0	295 100.0			183 54.8	93 59.7
FEMALE	428 48.3		428 100.0	17 46.7	39 47.3	97 48.9	102 49.0	174 47.9	288 48.1	288 100.0	288 100.0	141 48.7	141 100.0				153 100.0	276 100.0	151 45.2	63 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					
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILLS	CNTR	NRTH
	FAV	100.0	211	475	305	270	185	117	297	154	558	266	63	740	139	8	203	242	214	228
TOTAL	887	100.0	333	100.0	475	100.0	185	100.0	297	154	558	266	63	740	139	8	203	242	214	228
MALE	459	173	123	58.2	251	51.7	100	47.3	160	77	311	122	26	389	64	6	96	127	107	129
	51.7	52.1	58.2	51.7	52.8	54.4	53.9	53.8	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	48.3	224	48.3	85	62	137	77	247	144	37	351	74	3	107	115	107	99
	48.3	47.9	41.8	48.3	47.2	45.6	46.1	46.2	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		IND		GOP		TOT		IND		MEN		WOM		UN FAV	FAV
									65 PLUS	TOT	IND	WOM	IND	WOM	IND	WOM	IND	WOM	IND	WOM	IND	WOM		
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	148 100.0	141 100.0	164 100.0	295 100.0	153 100.0	276 100.0	100.0	100.0	100.0	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				
	UN	FAV	UN	FAV	UN	FAV	LAMO	BEN	AYO	BIN	CON	MODE	LIB	CON	MODE	LIB	ROCK	HILS	CNTR	NRTH
	FAV	100.0	FAV	100.0	FAV	100.0	NTAG	DER	TTE	NIE	ERVE	RATE	ERAL	ERVE	RATE	ERAL	NHAM	BROG	EAST	WEST
TOTAL	887	333	211	475	305	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
18-34	36	7	13	15	16	17	7	6	9	7	17	14	6	31	4	2	9	10	10	7
	4.1	2.2	6.1	3.2	5.3	6.3	3.9	5.5	3.0	4.7	3.0	5.1	8.9	4.1	2.9	19.2	4.4	4.3	4.5	3.2
35-44	81	25	20	46	23	20	18	7	32	11	48	29	4	66	15	1	22	25	18	17
	9.2	7.6	9.5	9.8	7.5	7.5	9.9	6.0	10.6	7.4	8.6	10.9	6.9	8.9	10.7	10.5	10.8	10.1	8.6	7.3
45-54	199	70	54	106	66	59	37	27	65	36	118	65	16	170	27	3	53	58	43	46
	22.4	20.9	25.3	22.4	21.7	21.9	19.8	22.9	21.9	23.3	21.1	24.5	25.3	22.9	19.3	32.0	26.0	24.0	20.0	19.9
55-64	208	89	44	117	74	69	44	26	74	42	123	65	20	171	37		47	67	46	47
	23.5	26.7	21.0	24.7	24.2	25.5	24.0	22.5	24.8	27.6	22.1	24.3	31.9	23.1	26.9		23.4	27.5	21.7	20.8
65 PLUS	362	141	80	190	126	105	78	50	118	57	252	93	17	303	56	3	72	82	96	111
	40.8	42.5	38.0	39.9	41.4	38.9	42.3	43.1	39.6	37.0	45.1	35.1	27.0	41.0	40.1	38.4	35.4	34.1	45.1	48.8

	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

