THE WMUR / UNH NEW HAMPSHIRE ELECTION POLL
THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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AYOTTE MAINTAINS LEAD OVER HODES FOR NH SENATE SEAT

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DURHAM, NH – Republican Kelly Ayotte continues to lead Democrat Paul Hodes in the race for U.S. Senate in New Hampshire. Half of voters say they have definitely decided who they will vote for.

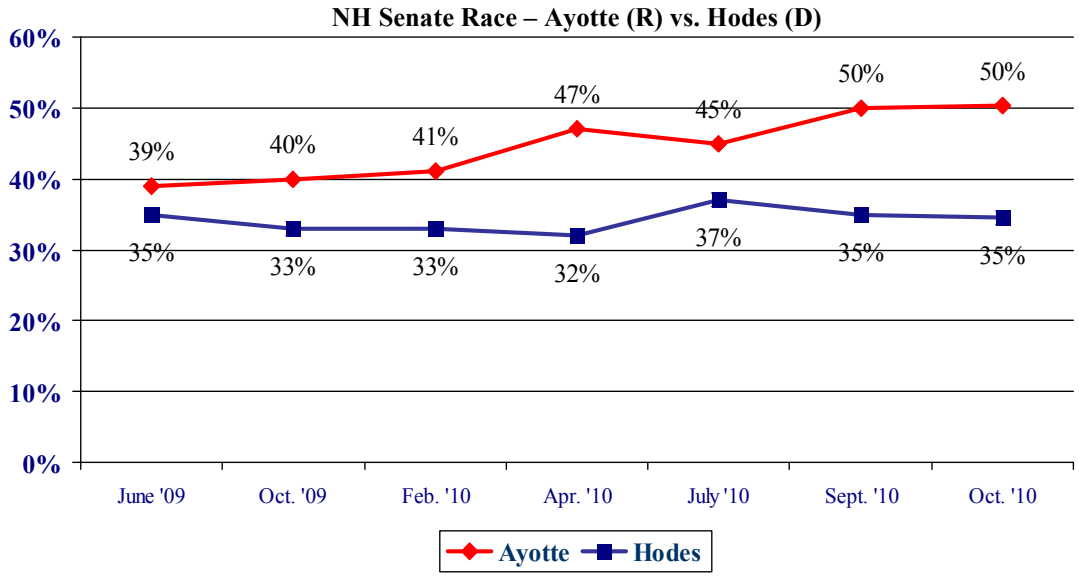
These findings are based on the latest **WMUR / UNH New Hampshire Election Poll**,* conducted by the University of New Hampshire Survey Center. Seven hundred nine (709) randomly selected New Hampshire likely voters were interviewed by telephone between October 7 and October 12, 2010. The margin of sampling error for the survey is +/- 3.7 percent.

2010 U.S. Senate Race

With less than three weeks remaining in the campaign for the U.S. Senate seat in New Hampshire, former Attorney General Kelly Ayotte continues to hold a sizeable lead over her Democratic challenger, Congressman Paul Hodes. This is a closely watched race for the open seat currently held by Judd Gregg, who is retiring. Currently, 50% of New Hampshire likely voters say they will vote for Ayotte, 35% back Hodes, 1% say they will vote for Libertarian candidate Ken Blevens, 1% will vote for Independent Chris Booth, 1% prefer some other candidate and 12% are undecided. Ayotte's lead over Hodes is unchanged since late September.

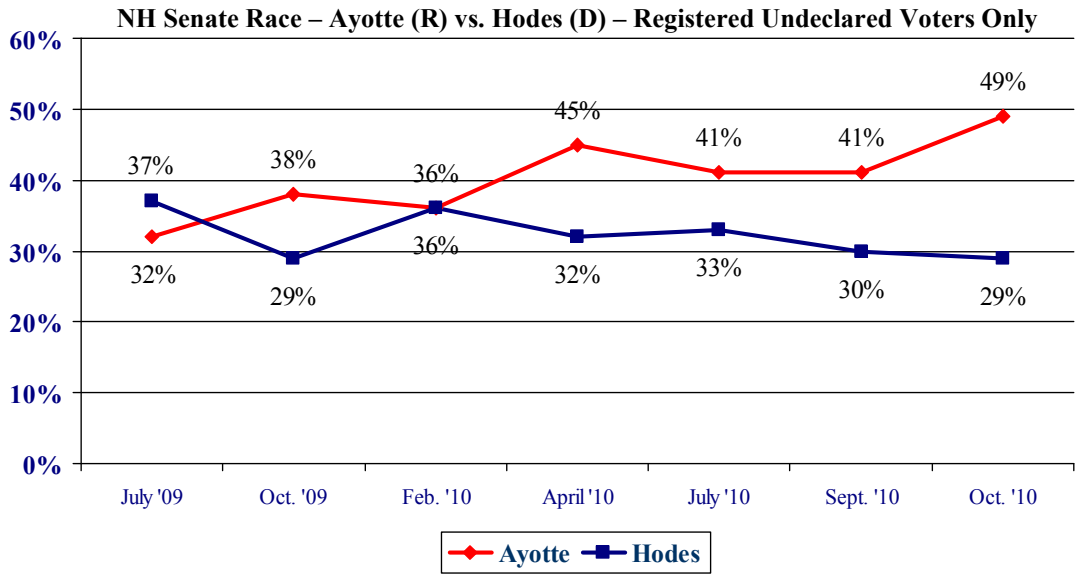
Ayotte gets her strongest support among Republicans, voters who disapprove of Obama's job as President, Tea Party supporters, and regular church goers while Hodes' strongest support comes from Democrats, voters who approve of Obama, Tea Party opponents, and voters with post graduate educations. Ayotte leads Hodes in all regions of the state except for the North Country.

Ayotte also benefits from greater enthusiasm among Republicans. Among voters who say they are extremely interested in the election, Ayotte holds a 59% to 33% lead over Hodes. And among voters who say they are excited about the elections in November, Ayotte holds and even larger lead, 63% to 25%



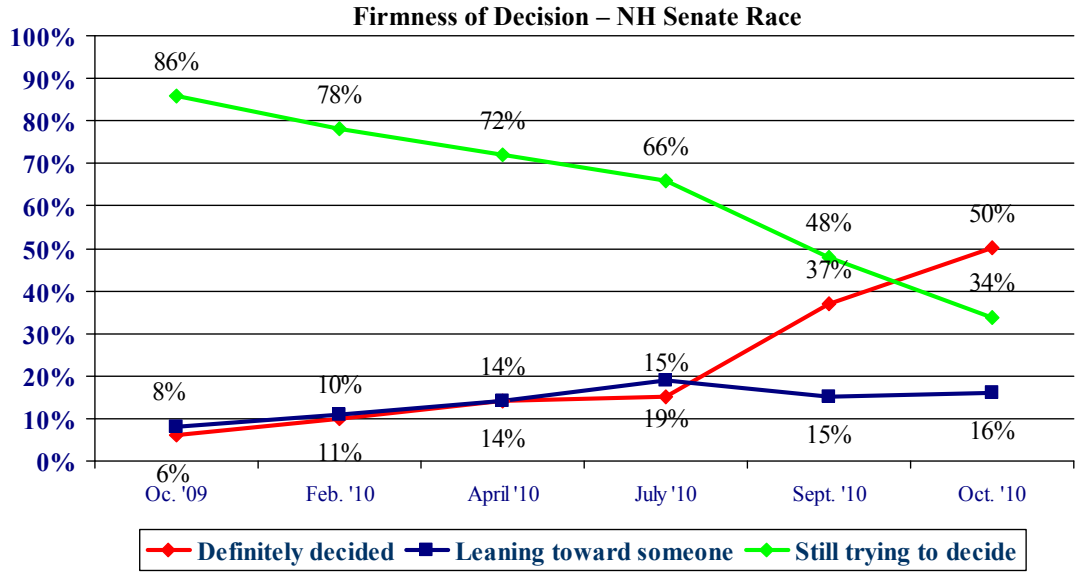
* We ask that this copyrighted information be referred to as *the WMUR / UNH New Hampshire Election Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

Ayotte has expanded her lead among Undeclared voters, often referred to as Independents. She currently leads Hodes by 49% to 29% among this group. Ayotte also has stronger support among her partisans than does Hodes – 85% of registered Republicans say they will vote for Ayotte while only 75% of registered Democrats say they will vote for Hodes.



Decisions Being Made

As the election approaches, a higher percentage of voters have definitely decided on who they will vote for. Currently, 50% of likely voters say they have definitely decided who they will vote for, 16% are leaning to a candidate, and 34% are still trying to decide. Ayotte leads Hodes by 58% to 39% among voters who have definitely decided who they will support.



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The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

Firmness of NH Senate Vote

"I know that it is early, but have you definitely decided who you will vote for in the New Hampshire Senate election in 2010 … are you leaning toward someone … or have you considered some candidates but are still trying to decide?"

	Oct. '09	Feb. '10	Apr. '10	July '10	Sept. '10	Oct. '10
Definitely Decided	6%	10%	14%	15%	37%	50%
Leaning Toward Someone	8%	11%	14%	19%	15%	16%
Still Trying to Decide	86%	78%	72%	66%	48%	34%
N=	(458)	(440)	(456)	(446)	(471)	(709)

US Senate – Ayotte vs. Hodes

"If the 2010 Senate election was being held today and the candidates were Kelly Ayotte the Republican … Paul Hodes the Democrat … Ken Blevens the Libertarian … or Chris Booth the Independent … who would you vote for?"* ROTATE CANDIDATES

	Jun. '09	Oct. '09	Feb. '10	Apr. '10	July '10	Sept. '10	Oct. '10
Ayotte	39%	40%	41%	47%	45%	50%	50%
Hodes	35%	33%	33%	32%	37%	35%	35%
Blevens	-	-	-	-	-	-	1%
Booth	-	-	-	-	-	-	1%
Other	2%	2%	1%	*	1%	2%	1%
Don't know / undecided	24%	25%	25%	21%	17%	12%	12%
(N=)	(497)	(408)	(440)	(460)	(446)	(466)	(705)

*Blevens and Booth not included in earlier surveys.

Firmness of Choice for New Hampshire Senate

	Definitely Decided	Leaning Toward Someone	Still Trying To Decide	(N=)
STATEWIDE	**50%**	**16%**	**34%**	**709**
Registered Democrat	52%	16%	32%	201
Registered Undeclared	41%	20%	40%	270
Registered Republican	60%	12%	28%	236
Democrat	51%	15%	34%	298
Independent	33%	17%	50%	99
Republican	55%	17%	27%	309
Core Republican	60%	15%	25%	282
Swing Voter	24%	22%	54%	160
Core Democrat	55%	14%	31%	267
Excited about election outcome	53%	17%	30%	423
Depressed about election outcome	52%	11%	36%	196
Neutral/Don't Know	31%	21%	48%	90
Extremely interested in election	67%	13%	20%	304
Very interested	44%	20%	36%	296
Somewhat/Not very interested	18%	15%	67%	109
Definitely will vote	56%	16%	28%	558
Will vote unless emergency	29%	16%	55%	151
Support Tea Party	57%	20%	23%	240
Neutral	36%	13%	51%	180
Oppose Tea Party	57%	15%	27%	259
Approve of Obama	49%	15%	36%	313
Neutral	23%	24%	52%	26
Disapprove of Obama	53%	16%	31%	369
Male	56%	17%	28%	349
Female	45%	16%	40%	360
18 to 34	39%	10%	51%	50
35 to 49	39%	16%	45%	178
50 to 64	53%	20%	26%	264
65 and over	58%	12%	30%	208
High school or less	39%	16%	45%	121
Some college	45%	18%	37%	125
College graduate	52%	16%	32%	263
Post-graduate	59%	15%	26%	197
Attend services 1 or more/week	56%	11%	33%	203
1-2 times a month	47%	9%	44%	102
Less often	44%	21%	35%	213
Never	55%	19%	26%	173
10 yrs or less in NH	40%	11%	50%	108
11 to 20 years	46%	18%	37%	141
More than 20 years	54%	17%	29%	457
North Country	54%	11%	36%	59
Central / Lakes	48%	17%	35%	115
Connecticut Valley	45%	19%	37%	94
Mass Border	49%	17%	34%	214
Seacoast	48%	14%	38%	111
Manchester Area	58%	16%	26%	116
First Cong. Dist	52%	13%	35%	339
Second Cong. Dist	48%	19%	33%	369

US Senate – Kelly Ayotte vs. Paul Hodes – Likely Voters

	Ayotte	Hodes	Other	DK	(N)
STATEWIDE	**50%**	**35%**	**3%**	**12%**	**705**
Registered Democrat	12%	76%	1%	11%	200
Registered Undeclared	49%	29%	5%	17%	267
Registered Republican	85%	5%	3%	6%	234
Democrat	13%	72%	2%	13%	300
Independent	52%	17%	7%	25%	96
Republican	87%	3%	3%	6%	307
Core Republican	91%	2%	3%	4%	280
Swing Voter	55%	13%	6%	26%	157
Core Democrat	5%	81%	2%	11%	268
Definitely decided vote	57%	43%	1%	0%	352
Leaning toward someone	61%	33%	3%	3%	112
Still trying to decide	37%	24%	7%	32%	239
Excited about election outcome	63%	25%	3%	9%	419
Depressed about election outcome	33%	51%	2%	15%	196
Neutral/Don't Know	32%	43%	9%	16%	90
Extremely interested in election	59%	33%	2%	6%	302
Very interested	46%	36%	4%	14%	294
Somewhat/Not very interested	37%	34%	6%	23%	109
Definitely will vote	53%	34%	3%	10%	555
Will vote unless emergency	41%	35%	6%	18%	150
Support Tea Party	88%	4%	4%	4%	239
Neutral	57%	19%	5%	19%	181
Oppose Tea Party	11%	76%	1%	12%	257
Approve of Obama	13%	71%	2%	14%	313
Neutral	42%	25%	11%	21%	24
Disapprove of Obama	83%	5%	4%	9%	367
Male	58%	31%	4%	7%	346
Female	43%	38%	3%	16%	359
18 to 34	40%	39%	6%	15%	52
35 to 49	54%	25%	5%	16%	176
50 to 64	50%	37%	3%	9%	263
65 and over	51%	38%	2%	9%	205
High school or less	56%	26%	4%	13%	121
Some college	60%	21%	5%	13%	123
College graduate	51%	34%	2%	13%	265
Post-graduate	39%	50%	3%	8%	193
Attend services 1 or more/week	62%	28%	2%	8%	201
1-2 times a month	57%	28%	1%	15%	103
Less often	45%	38%	5%	12%	211
Never	42%	43%	4%	11%	171
10 yrs or less in NH	48%	31%	8%	13%	109
11 to 20 years	50%	32%	4%	15%	141
More than 20 years	51%	37%	2%	10%	452
North Country	36%	40%	7%	17%	58
Central / Lakes	47%	38%	1%	13%	113
Connecticut Valley	49%	37%	3%	10%	96
Mass Border	57%	30%	4%	9%	212
Seacoast	41%	43%	4%	13%	110
Manchester Area	58%	27%	3%	12%	116
First Cong. Dist	52%	32%	3%	12%	337
Second Cong. Dist	48%	37%	3%	11%	368