

**FOR IMMEDIATE RELEASE**

**September 12, 2010**

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**QUESTIONS ABOUT THE POLL: TOM JENSEN 919-744-6312**

## **Ayotte Holding Onto Lead**

**Raleigh, N.C.** – Kelly Ayotte’s had a quite a dramatic fall from PPP’s last poll of the New Hampshire Republican primary for Senate, when she led Ovide Lamontagne by 39 points. But Lamontagne may have run out of time to catch up. Ayotte leads with 37% to 30% for Lamontagne, 13% for Bill Binnie, and 12% for Jim Bender.

If Ayotte survives where many GOP establishment candidates have failed in Senate primaries this year it will be because she managed to be the Tea Party candidate herself. With the third of Republican primary voters who describe themselves as members of that movement she leads Lamontagne 38-37, a contrast to the wallopings folks like Trey Grayson, Sue Lowden, Lisa Murkowski, and likely Mike Castle have received with that group.

Ayotte builds on her running even with the Tea Party folks with a 39-17 lead over Lamontagne with moderate voters. Binnie actually finishes second with that group at 19%.

Although Binnie is best case scenario going to finish a distant third his numbers in this poll say a lot about where the Republican Party is headed. Generally viewed as the moderate candidate in the race, 55% of GOP primary voters have an unfavorable opinion of him to only 26% who see him favorably. That is telling when it comes to the ability of centrists to make their way in Republican primaries this year.

Lamontagne actually has the best net favorability of the candidates at +40 (56/16), followed by Ayotte at +29 (56/27), and Bender at +23 (42/19).

“It looks like Kelly Ayotte will hang on but the momentum has certainly been in Ovide Lamontagne’s direction so an upset is not out of the question,” said Dean Debnam, President of Public Policy Polling. “Our general election polling finds little difference between how Ayotte and Lamontagne do against Paul Hodes so it may not matter from an electability standpoint.”

PPP surveyed 1,134 likely Republican primary voters on September 11<sup>th</sup> and 12<sup>th</sup>. The margin of error is +/-2.9%. Other factors, such as refusal to be interviewed and weighting, may introduce additional error that is more difficult to quantify.

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## New Hampshire Survey Results

**Q1** The Republican candidates for Senate are Tom Alciere, Kelly Ayotte, Gerard Beloin, Jim Bender, Bill Binnie, Dennis Lamare, and Ovide Lamontagne. If the primary was today, who would you vote for?

<i>Tom Alciere</i> .....	1%
<i>Kelly Ayotte</i> .....	37%
<i>Gerard Beloin</i> .....	1%
<i>Jim Bender</i> .....	12%
<i>Bill Binnie</i> .....	13%
<i>Dennis Lamare</i> .....	1%
<i>Ovide Lamontagne</i> .....	30%
<i>Undecided</i> .....	5%

**Q2** Do you have a favorable or unfavorable opinion of Kelly Ayotte?

<i>Favorable</i> .....	56%
<i>Unfavorable</i> .....	27%
<i>Not sure</i> .....	17%

**Q3** Do you have a favorable or unfavorable opinion of Bill Binnie?

<i>Favorable</i> .....	26%
<i>Unfavorable</i> .....	55%
<i>Not sure</i> .....	19%

**Q4** Do you have a favorable or unfavorable opinion of Jim Bender?

<i>Favorable</i> .....	42%	<i>Not sure</i> .....	39%
<i>Unfavorable</i> .....	19%		

**Q5** Do you have a favorable or unfavorable opinion of Ovide Lamontagne?

<i>Favorable</i> .....	56%
<i>Unfavorable</i> .....	16%
<i>Not sure</i> .....	28%

**Q6** The Republican candidates for Governor are Frank Emiro, Jack Kimball, John Stephen, and Karen Testerman. If the primary was today, who would you vote for?

<i>Frank Emiro</i> .....	4%
<i>Jack Kimball</i> .....	24%
<i>John Stephen</i> .....	45%
<i>Karen Testerman</i> .....	8%
<i>Undecided</i> .....	18%

**Q7** Do you have a favorable or unfavorable opinion of Frank Emiro?

<i>Favorable</i> .....	10%
<i>Unfavorable</i> .....	17%
<i>Not sure</i> .....	73%

**Q8** Do you have a favorable or unfavorable opinion of Jack Kimball?

<i>Favorable</i> .....	37%
<i>Unfavorable</i> .....	11%
<i>Not sure</i> .....	53%

**Q9** Do you have a favorable or unfavorable opinion of John Stephen?

<i>Favorable</i> .....	52%
<i>Unfavorable</i> .....	15%
<i>Not sure</i> .....	34%

**Q10** Do you have a favorable or unfavorable opinion of Karen Testerman?

<i>Favorable</i> .....	19%
<i>Unfavorable</i> .....	25%
<i>Not sure</i> .....	55%





**Q11** Would you be more or less likely to vote for a candidate who was endorsed by Sarah Palin, or would it not make a difference?

*More likely*..... 31%  
*Less likely*..... 22%  
*Makes no difference* ..... 47%

**Q12** Do you consider yourself to be a member of the Tea Party?

*Yes*..... 33%  
*No*..... 48%  
*Not sure* ..... 19%

**Q13** Do you think the Republican Party is too liberal, too conservative, or about right?

*Too liberal* ..... 30%  
*Too conservative*..... 17%  
*About right*..... 48%  
*Not sure* ..... 6%

**Q14** If you are a woman, press 1. If a man, press 2.

*Woman* ..... 47%  
*Man*..... 53%

**Q15** If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

*18 to 29*..... 4%  
*30 to 45*..... 23%  
*46 to 65*..... 46%  
*Older than 65*..... 27%

**Q16** If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

*Democrat*..... 0%  
*Republican*..... 67%  
*Independent/Other*..... 33%

**Q17** Would you describe yourself as a liberal, moderate, or conservative?

*Liberal*..... 2%  
*Moderate*..... 31%  
*Conservative*..... 67%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>GOP Sen Primary</b>			
Tom Alciere	1%	1%	0%
Kelly Ayotte	37%	33%	41%
Gerard Beloin	1%	1%	1%
Jim Bender	12%	13%	11%
Bill Binnie	13%	15%	12%
Dennis Lamare	1%	1%	1%
Ovide Lamontagne	30%	30%	30%
Undecided	5%	6%	4%

	Base	Gender	
		Woman	Man
<b>Ayotte Favorability</b>			
Favorable	56%	50%	61%
Unfavorable	27%	30%	24%
Not sure	17%	20%	14%

	Base	Gender	
		Woman	Man
<b>Binnie Favorability</b>			
Favorable	26%	27%	25%
Unfavorable	55%	54%	56%
Not sure	19%	19%	18%

	Base	Gender	
		Woman	Man
<b>Bender Favorability</b>			
Favorable	42%	41%	43%
Unfavorable	19%	17%	21%
Not sure	39%	42%	36%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Lamontagne Favorability</b>			
<b>Favorable</b>	56%	56%	57%
<b>Unfavorable</b>	16%	14%	17%
<b>Not sure</b>	28%	30%	26%

	Base	Gender	
		Woman	Man
<b>GOP Gov Primary</b>			
<b>Frank Emiro</b>	4%	4%	3%
<b>Jack Kimball</b>	24%	24%	25%
<b>John Stephen</b>	45%	40%	49%
<b>Karen Testerman</b>	8%	9%	8%
<b>Undecided</b>	18%	22%	15%

	Base	Gender	
		Woman	Man
<b>Emiro Favorability</b>			
<b>Favorable</b>	10%	12%	8%
<b>Unfavorable</b>	17%	14%	20%
<b>Not sure</b>	73%	75%	72%

	Base	Gender	
		Woman	Man
<b>Kimball Favorability</b>			
<b>Favorable</b>	37%	36%	37%
<b>Unfavorable</b>	11%	8%	13%
<b>Not sure</b>	53%	56%	50%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>Stephen Favorability</b>			
<b>Favorable</b>	52%	45%	58%
<b>Unfavorable</b>	15%	16%	13%
<b>Not sure</b>	34%	39%	29%

	Base	Gender	
		Woman	Man
<b>Testerman Favorability</b>			
<b>Favorable</b>	19%	20%	19%
<b>Unfavorable</b>	25%	26%	25%
<b>Not sure</b>	55%	54%	56%

	Base	Gender	
		Woman	Man
<b>Palin Endorsement Impact</b>			
<b>More likely</b>	31%	29%	33%
<b>Less likely</b>	22%	24%	19%
<b>Makes no difference</b>	47%	47%	48%

	Base	Gender	
		Woman	Man
<b>Tea Party ID</b>			
<b>Yes</b>	33%	29%	37%
<b>No</b>	48%	48%	48%
<b>Not sure</b>	19%	23%	15%





**Crosstabs**

	Base	Gender	
		Woman	Man
<b>GOP Ideology</b>			
<b>Too liberal</b>	30%	22%	35%
<b>Too conservative</b>	17%	18%	16%
<b>About right</b>	48%	52%	44%
<b>Not sure</b>	6%	7%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>GOP Sen Primary</b>					
<b>Tom Alciere</b>	1%	5%	1%	0%	1%
<b>Kelly Ayotte</b>	37%	32%	39%	36%	38%
<b>Gerard Beloin</b>	1%	-	1%	1%	1%
<b>Jim Bender</b>	12%	9%	13%	13%	9%
<b>Bill Binnie</b>	13%	14%	10%	15%	13%
<b>Dennis Lamare</b>	1%	-	-	1%	2%
<b>Ovide Lamontagne</b>	30%	32%	33%	29%	29%
<b>Undecided</b>	5%	9%	3%	4%	7%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Ayotte Favorability</b>					
<b>Favorable</b>	56%	43%	55%	57%	56%
<b>Unfavorable</b>	27%	29%	28%	28%	25%
<b>Not sure</b>	17%	29%	17%	15%	19%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Binnie Favorability</b>					
<b>Favorable</b>	26%	24%	21%	32%	22%
<b>Unfavorable</b>	55%	52%	61%	51%	58%
<b>Not sure</b>	19%	24%	19%	17%	20%







**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Bender Favorability</b>					
<b>Favorable</b>	<b>42%</b>	45%	46%	41%	40%
<b>Unfavorable</b>	<b>19%</b>	-	20%	20%	19%
<b>Not sure</b>	<b>39%</b>	55%	34%	39%	41%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Lamontagne Favorability</b>					
<b>Favorable</b>	<b>56%</b>	68%	56%	56%	57%
<b>Unfavorable</b>	<b>16%</b>	11%	16%	18%	13%
<b>Not sure</b>	<b>28%</b>	21%	28%	27%	31%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>GOP Gov Primary</b>					
<b>Frank Emiro</b>	<b>4%</b>	18%	3%	4%	3%
<b>Jack Kimball</b>	<b>24%</b>	18%	26%	27%	21%
<b>John Stephen</b>	<b>45%</b>	32%	44%	43%	51%
<b>Karen Testerman</b>	<b>8%</b>	9%	11%	9%	5%
<b>Undecided</b>	<b>18%</b>	23%	16%	18%	20%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Emiro Favorability</b>					
<b>Favorable</b>	<b>10%</b>	11%	7%	12%	7%
<b>Unfavorable</b>	<b>17%</b>	17%	21%	17%	15%
<b>Not sure</b>	<b>73%</b>	72%	72%	71%	78%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Kimball Favorability</b>					
<b>Favorable</b>	37%	41%	44%	38%	28%
<b>Unfavorable</b>	11%	6%	12%	10%	11%
<b>Not sure</b>	53%	53%	45%	52%	61%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Stephen Favorability</b>					
<b>Favorable</b>	52%	33%	56%	48%	56%
<b>Unfavorable</b>	15%	11%	9%	19%	12%
<b>Not sure</b>	34%	56%	34%	33%	32%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Testerman Favorability</b>					
<b>Favorable</b>	19%	22%	22%	21%	13%
<b>Unfavorable</b>	25%	39%	21%	27%	24%
<b>Not sure</b>	55%	39%	56%	52%	62%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Palin Endorsement Impact</b>					
<b>More likely</b>	31%	28%	27%	30%	36%
<b>Less likely</b>	22%	17%	24%	22%	20%
<b>Makes no difference</b>	47%	56%	49%	48%	44%





**Crosstabs**

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>Tea Party ID</b>					
<b>Yes</b>	<b>33%</b>	56%	32%	32%	32%
<b>No</b>	<b>48%</b>	39%	52%	48%	46%
<b>Not sure</b>	<b>19%</b>	6%	16%	20%	22%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
<b>GOP Ideology</b>					
<b>Too liberal</b>	<b>30%</b>	33%	42%	28%	20%
<b>Too conservative</b>	<b>17%</b>	17%	19%	18%	15%
<b>About right</b>	<b>48%</b>	50%	32%	48%	60%
<b>Not sure</b>	<b>6%</b>	-	7%	6%	5%

	Base	Party	
		Republican	Independent/Other
<b>GOP Sen Primary</b>			
<b>Tom Alciere</b>	<b>1%</b>	1%	0%
<b>Kelly Ayotte</b>	<b>37%</b>	40%	31%
<b>Gerard Beloin</b>	<b>1%</b>	1%	2%
<b>Jim Bender</b>	<b>12%</b>	10%	15%
<b>Bill Binnie</b>	<b>13%</b>	12%	17%
<b>Dennis Lamare</b>	<b>1%</b>	1%	1%
<b>Ovide Lamontagne</b>	<b>30%</b>	31%	29%
<b>Undecided</b>	<b>5%</b>	5%	5%

	Base	Party	
		Republican	Independent/Other
<b>Ayotte Favorability</b>			
<b>Favorable</b>	<b>56%</b>	60%	47%
<b>Unfavorable</b>	<b>27%</b>	25%	32%
<b>Not sure</b>	<b>17%</b>	15%	21%





**Crosstabs**

	Base	Party	
		Republican	Independent/Other
<b>Binnie Favorability</b>			
<b>Favorable</b>	26%	24%	30%
<b>Unfavorable</b>	55%	59%	47%
<b>Not sure</b>	19%	16%	23%

	Base	Party	
		Republican	Independent/Other
<b>Bender Favorability</b>			
<b>Favorable</b>	42%	43%	41%
<b>Unfavorable</b>	19%	21%	15%
<b>Not sure</b>	39%	37%	44%

	Base	Party	
		Republican	Independent/Other
<b>Lamontagne Favorability</b>			
<b>Favorable</b>	56%	58%	52%
<b>Unfavorable</b>	16%	16%	16%
<b>Not sure</b>	28%	26%	32%

	Base	Party	
		Republican	Independent/Other
<b>GOP Gov Primary</b>			
<b>Frank Emiro</b>	4%	3%	6%
<b>Jack Kimball</b>	24%	23%	27%
<b>John Stephen</b>	45%	47%	40%
<b>Karen Testerman</b>	8%	8%	9%
<b>Undecided</b>	18%	19%	18%





**Crosstabs**

	Base	Party	
		Republican	Independent/Other
<b>Emiro Favorability</b>			
<b>Favorable</b>	10%	8%	12%
<b>Unfavorable</b>	17%	19%	13%
<b>Not sure</b>	73%	72%	75%

	Base	Party	
		Republican	Independent/Other
<b>Kimball Favorability</b>			
<b>Favorable</b>	36%	37%	35%
<b>Unfavorable</b>	11%	12%	8%
<b>Not sure</b>	53%	51%	56%

	Base	Party	
		Republican	Independent/Other
<b>Stephen Favorability</b>			
<b>Favorable</b>	52%	55%	46%
<b>Unfavorable</b>	15%	12%	19%
<b>Not sure</b>	34%	33%	35%

	Base	Party	
		Republican	Independent/Other
<b>Testerman Favorability</b>			
<b>Favorable</b>	19%	20%	18%
<b>Unfavorable</b>	25%	24%	28%
<b>Not sure</b>	55%	56%	54%





**Crosstabs**

	Base	Party	
		Republican	Independent/Other
<b>Palin Endorsement Impact</b>			
<b>More likely</b>	31%	34%	24%
<b>Less likely</b>	22%	19%	27%
<b>Makes no difference</b>	47%	47%	49%

	Base	Party		
		Republican	Independent/Other	
<b>Tea Party ID</b>				
<b>Yes</b>	33%	34%		31%
<b>No</b>	48%	47%		51%
<b>Not sure</b>	19%	20%		18%

	Base	Party	
		Republican	Independent/Other
<b>GOP Ideology</b>			
<b>Too liberal</b>	29%	31%	26%
<b>Too conservative</b>	17%	14%	24%
<b>About right</b>	48%	51%	41%
<b>Not sure</b>	6%	4%	9%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>GOP Sen Primary</b>				
<b>Tom Alciere</b>	1%	-	1%	0%
<b>Kelly Ayotte</b>	37%	34%	39%	37%
<b>Gerard Beloin</b>	1%	8%	1%	1%
<b>Jim Bender</b>	12%	-	15%	11%
<b>Bill Binnie</b>	13%	21%	19%	10%
<b>Dennis Lamare</b>	1%	4%	2%	1%
<b>Ovide Lamontagne</b>	30%	25%	17%	36%
<b>Undecided</b>	5%	8%	6%	4%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Ayotte Favorability</b>				
Favorable	56%	37%	52%	58%
Unfavorable	27%	50%	30%	25%
Not sure	17%	13%	18%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Binnie Favorability</b>				
Favorable	26%	17%	30%	25%
Unfavorable	55%	66%	48%	58%
Not sure	19%	17%	22%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Bender Favorability</b>				
Favorable	42%	20%	38%	45%
Unfavorable	19%	41%	20%	18%
Not sure	39%	39%	41%	38%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Lamontagne Favorability</b>				
Favorable	56%	51%	43%	63%
Unfavorable	16%	35%	23%	12%
Not sure	28%	14%	34%	25%





**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>GOP Gov Primary</b>				
<b>Frank Emiro</b>	4%	15%	5%	3%
<b>Jack Kimball</b>	24%	19%	21%	26%
<b>John Stephen</b>	45%	32%	43%	46%
<b>Karen Testerman</b>	8%	24%	9%	7%
<b>Undecided</b>	18%	10%	21%	17%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Emiro Favorability</b>				
<b>Favorable</b>	10%	18%	10%	10%
<b>Unfavorable</b>	17%	29%	16%	17%
<b>Not sure</b>	73%	53%	74%	73%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Kimball Favorability</b>				
<b>Favorable</b>	37%	16%	27%	41%
<b>Unfavorable</b>	11%	21%	11%	10%
<b>Not sure</b>	53%	63%	61%	49%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Stephen Favorability</b>				
<b>Favorable</b>	52%	26%	44%	56%
<b>Unfavorable</b>	15%	49%	18%	12%
<b>Not sure</b>	34%	25%	38%	32%







**Crosstabs**

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Testerman Favorability</b>				
<b>Favorable</b>	19%	31%	17%	20%
<b>Unfavorable</b>	25%	28%	24%	26%
<b>Not sure</b>	55%	41%	59%	54%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Palin Endorsement Impact</b>				
<b>More likely</b>	31%	25%	16%	38%
<b>Less likely</b>	22%	53%	36%	14%
<b>Makes no difference</b>	47%	23%	48%	48%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>Tea Party ID</b>				
<b>Yes</b>	33%	16%	18%	41%
<b>No</b>	48%	46%	67%	39%
<b>Not sure</b>	19%	37%	15%	20%

	Base	Ideology		
		Liberal	Moderate	Conservative
<b>GOP Ideology</b>				
<b>Too liberal</b>	30%	25%	10%	39%
<b>Too conservative</b>	17%	36%	41%	5%
<b>About right</b>	48%	33%	40%	52%
<b>Not sure</b>	6%	6%	9%	4%

