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To: Interested Parties

From: GBA Strategies

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Hassan Opens Up Slight Lead in Race for Senate in New Hampshire

According to a recent survey[1], New Hampshire Governor Maggie Hassan leads U.S. Senator Kelly Ayotte 47 – 44 percent in the race for Ayotte's Senate seat. Hassan's slim advantage is an improvement since our most recent survey in July and comes despite a tightening of the Presidential race in the state—which Hillary Clinton continues to lead over Donald Trump.

The following are key findings from the survey:

- **Clinton continues to lead Trump; Johnson/Stein Winning Sizable Share of Vote.** In a 4-way contest for President, Democrat Hillary Rodham Clinton leads Republican Donald Trump by a 43 – 37 percent margin, a slight narrowing of the race from July when Clinton led 48 – 38 percent. Libertarian Gary Johnson (11 percent) and Green Jill Stein (4 percent) are winning a real share of the vote, and perform particularly well among unaffiliated voters—especially men—and voters under the age of 50.

  In a two-way contest, Clinton leads Trump by the same margin, 46 – 40 percent, although this is a slight deterioration from her 10-point lead in July. We should note that roughly two-thirds of the interviews were conducted before Monday night's Presidential debate.

- **Hassan leads Ayotte.** In July, this race was completely knotted up at 47 – 47 percent. Currently, however, Hassan leads Ayotte by a 47 – 44 percent margin, with Libertarian Brian Chabot winning 7 percent. When Chabot's voters are allocated by their second choice, Hassan continues to lead at 49 – 47 percent.

  Both major party nominees have consolidated their bases—the big shift in the race comes among those voters unregistered to either party. After trailing with this bloc by 5 points in July, Hassan now leads among them by a solid 11-point margin.

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[1] Survey conducted on behalf of End Citizens United on September 25-27, 2016 by professional dialers, reaching 600 likely New Hampshire voters on land lines and cell phones. Results carry a margin of error of +/- 4.0 percentage points at the 95 percent confidence interval.

	September	July	Net difference (Hassan – Ayotte)
Total	**47 – 44 – 7**	**47 – 47 – 4**	**+3**
Registered Democrats	88 – 9 – 2	84 – 13 – 2	+8
Registered Republicans	12 – 81 – 6	13 – 80 – 4	-1
Unaffiliated voters	47 – 37 – 13	43 – 48 – 6	*+16*

- **Ayotte more closely tied to corporate special interests.** When voters were asked which candidate was more associated with the phrase "too close to corporate special interests," 40 percent said Kelly Ayotte and just 25 percent said Maggie Hassan. Among unaffiliated voters, Hassan's advantage on this issue grows to 18 points over Ayotte (41 – 23 percent).