



New Hampshire State Senate **NEWS RELEASE**

For Immediate Release:
April 18, 2013

Media Contact:
Carole Alfano, 271-7585
carole.alfano@leg.state.nh.us

Senate Passes Reform of State's Push-Polling Law

Bipartisan bill provides clear guidelines and objective measures for campaigns and pollsters

CONCORD, NH -- The New Hampshire Senate today passed bipartisan legislation to reform the state's muddled and outdated push-polling laws. The legislation creates a sliding scale of connected calls required to classify as push-poll and requires campaigns engaging in push-polling to clearly identify themselves at the start of the call.

Commenting on the legislation, **Senate Majority Leader Jeb Bradley**, R-Wolfeboro, said: "Our ambiguous and broadly written push-polling law has caused problems and raised objections from political campaigns and polling organizations alike. Today's bipartisan passage of SB196 takes necessary steps to clarify the law and establish clear guidelines that will allow for legitimate voter outreach and survey research while also ensuring that campaigns are accurately identifying themselves and their motives to voters. Equally as important, this law clarifies the law in a way that will allow national pollsters to lawfully operate in the Granite State during the Presidential Primary, helping to protect the legitimacy of our state's historic position in the primary calendar. I commend Sen. Pierce and the Public and Municipal Affairs Committee for their diligent work on this issue."

Sen. David Pierce, D-Etna, the prime sponsor of SB196 said: "SB196 is a well crafted, bipartisan bill that moves our push-polling laws away from subjective tests and clearly defines what is and what is not a push-poll by reference to objective criteria. This legislation is a necessary response to legitimate concerns raised by state based and national survey research and political organization from both sides of the aisle. Politics is New Hampshire's state sport, and polling is an integral part of the game. This legislation provides clearer guidance to the campaigns and pollsters that compete here every two years and provides a fair and level playing field for all involved."

The legislation now heads to the House for consideration.

###