

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

November 3, 2012

### DEAD HEAT FOR PRESIDENT IN NH

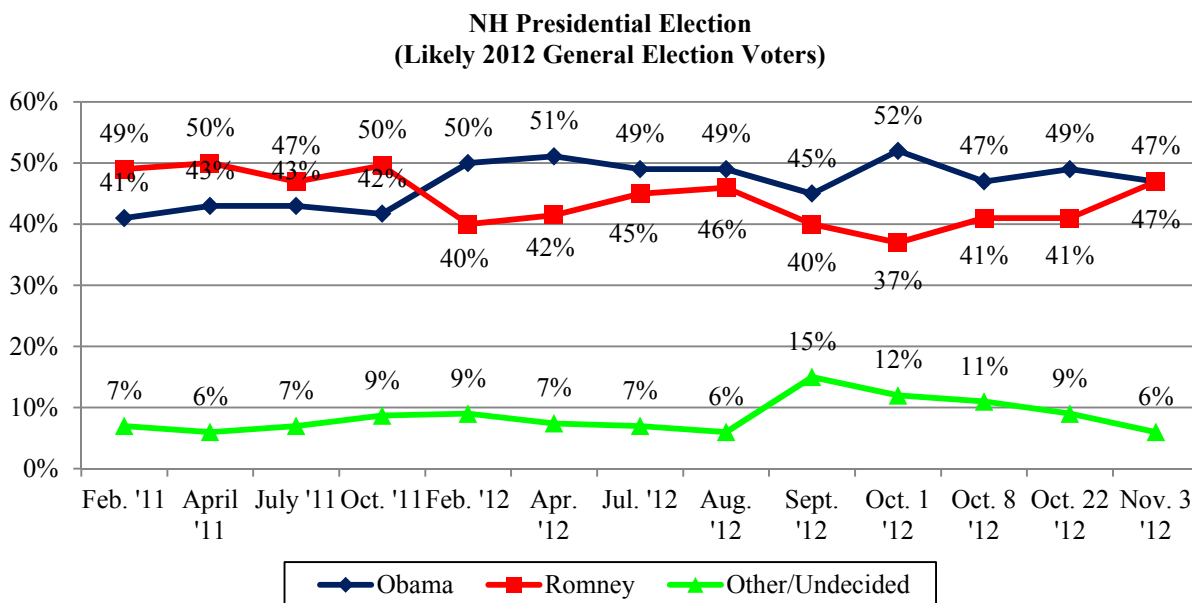
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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH – President Barack Obama and former Massachusetts Governor Mitt Romney are tied in New Hampshire as the campaign enters the final weekend. The race for Governor remains too close to call with Democrat Maggie Hassan holding a narrow advantage over Republican Ovide Lamontagne.

These findings are based on the latest **WMUR Granite State Poll\*** conducted by the University of New Hampshire Survey Center. Five hundred and two (502) randomly selected New Hampshire likely voters were interviewed by landline and cellular telephone between October 31 and November 2, 2012. The margin of sampling error for the survey is +/- 4.4 percent. In the following charts and tables, percentages may not sum to 100% due to rounding.

### 2012 Presidential Election

Mitt Romney has closed the gap with Barack Obama in the Granite State, and the two are now locked in a dead heat. In the most recent Granite State Poll, 47% of likely New Hampshire voters say they will vote for Obama, 47% say they will vote for Romney, 2% prefer some other candidate, and 4% are undecided.



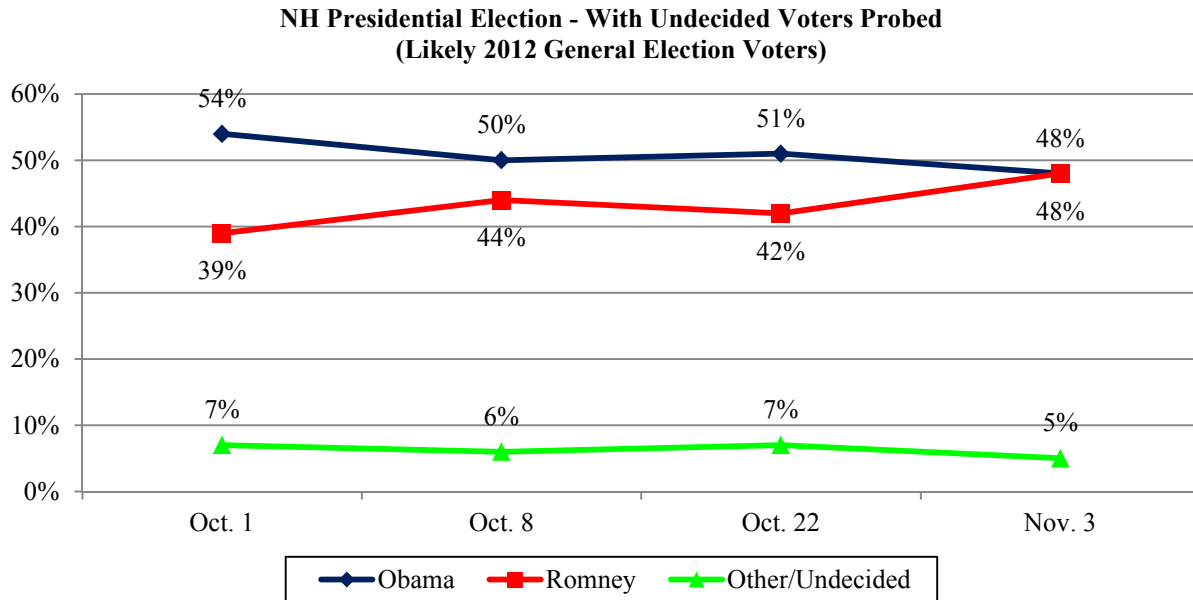
When undecided voters are asked which candidate they lean toward, Obama and Romney remain tied, with 48% for Obama, 48% for Romney, 2% for some other candidate, and 3% remain undecided.

Obama has lost considerable support since 2008 as only 87% of 2008 Obama voters say they will vote for him this time while 94% of McCain voters say they will vote for Romney.

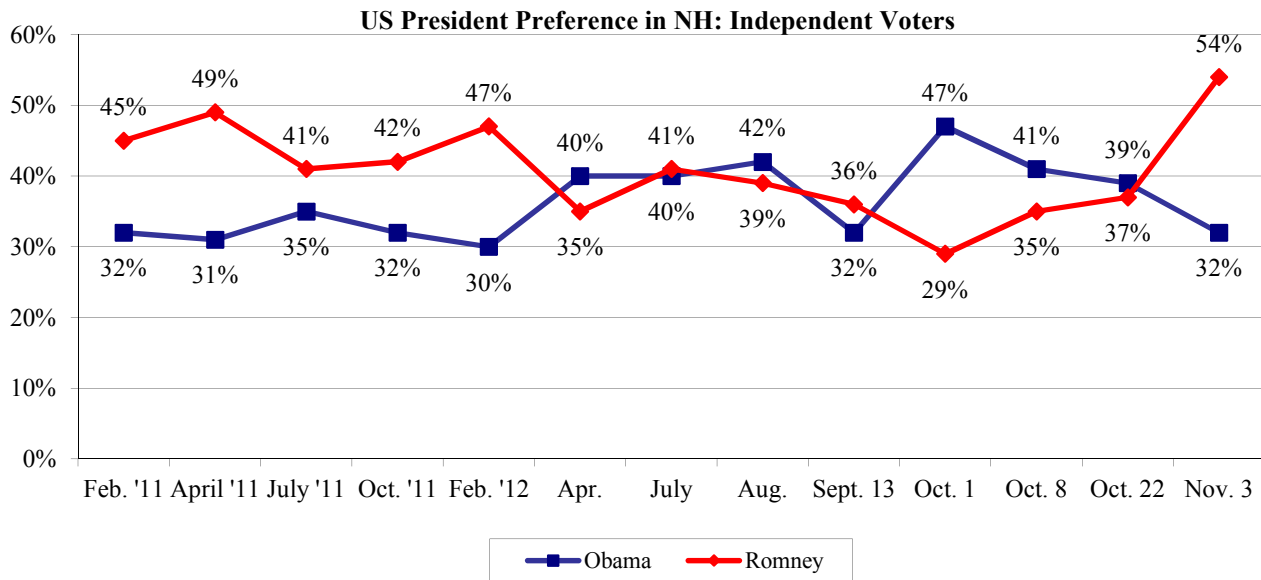
Romney runs strongest in the vote rich Manchester area and in towns along the Massachusetts border while Obama gets more support in the North Country and in the Connecticut River valley.

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

There is a pronounced gender gap, but neither candidate benefits. Obama leads among women by 58% to 40% while Romney leads among men, 57% to 38%. There is also a religious divide -- among regular church goers, Romney holds a 69% to 29% lead while Obama leads by 60% to 34% among people who never attend church services.

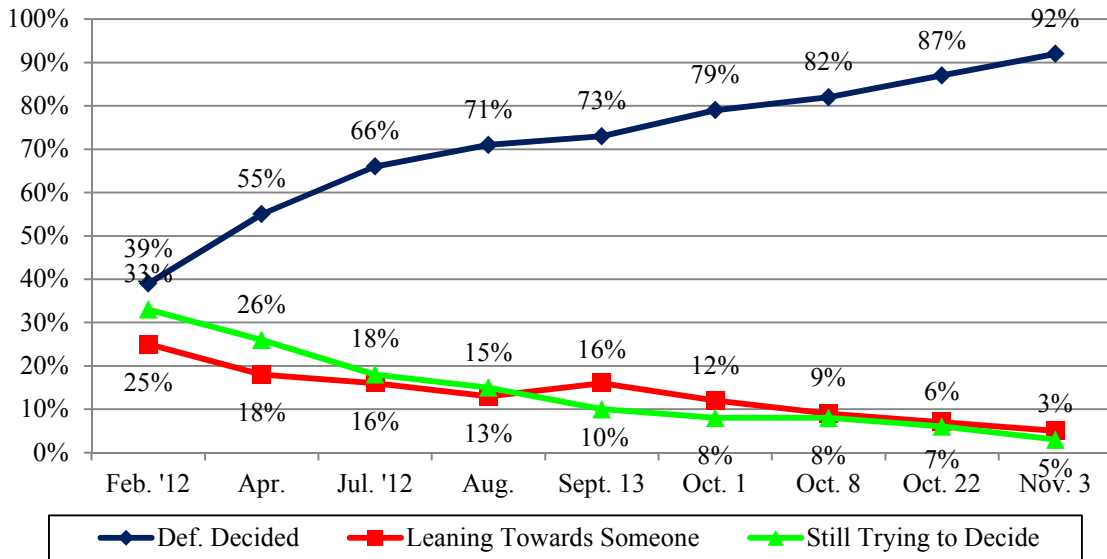


Both candidates have secured their bases -- Obama currently has the support of 95% of New Hampshire Democrats, and Romney has the support of 95% of Republicans. Independents are breaking heavily to Romney -- 54% say they will vote for Romney while only 32% say they will vote for Obama. "The movement of Independents to Romney is the most significant factor in his making this race a dead heat," said Andrew Smith, Director of the UNH Survey Center. "Two weeks ago, independents were divided in who they would support."



Only a small percentage of New Hampshire voters are "persuadable." Currently, 92% of likely New Hampshire voters say they have definitely decided who they will vote for in November, 5% are leaning towards a candidate, and 3% are still trying to decide. Among voters who prefer a candidate, 97% say they are firm in their choice while only 3% say they could change their minds.

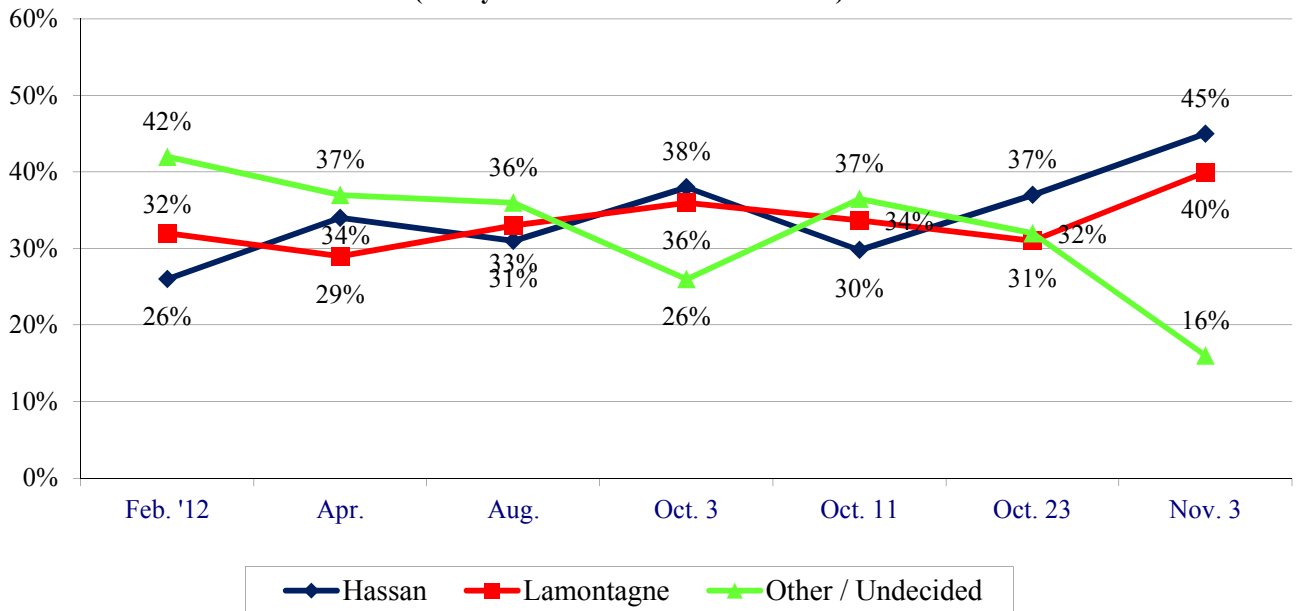
**Decided Presidential Vote  
(Likely 2012 General Election Voters)**



**NH 2012 Gubernatorial Candidates**

Democrat Maggie Hassan has maintained her slim advantage over Republican Ovide Lamontagne, but more than one in ten likely voters remain undecided. In the most recent Granite State Poll, 45% of likely general election voters say they would currently vote for Hassan, 40% prefer Lamontagne, 1% favor Libertarian candidate John Babiartz, 2% favor some other candidate, and 13% are undecided.

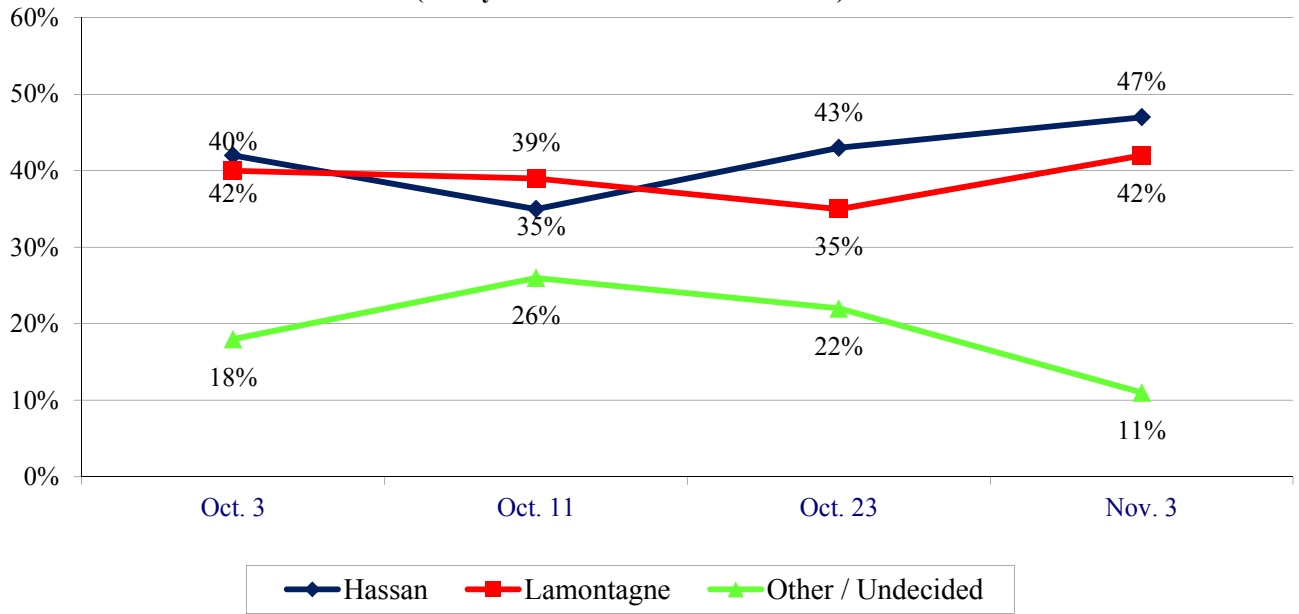
**NH Governor: Lamontagne vs. Hassan  
(Likely 2012 General Election Voters)**



When undecided voters are asked which candidate they lean toward supporting, 47% of likely voters say they will vote for Hassan, 42% for Lamontagne, 1% favor Babiartz, 2% prefer some other candidate, and 8% remain undecided.

Hassan has a small advantage in crossover voting with 7% of Romney voters saying they will vote for Hassan while only 2% of Obama supporters say they will vote for Lamontagne. There is also a gender gap favoring Hassan – she leads by 24 percentage points among women while Lamontagne leads by 14 percentage points among men.

**NH Governor: Lamontagne vs. Hassan -- with undecided voters probed  
(Likely 2012 General Election Voters)**



## Granite State Poll Methodology

These findings are based on the latest **WMUR Granite State Poll** conducted by the University of New Hampshire Survey Center. Five hundred and two (502) randomly selected New Hampshire likely voters were interviewed by landline and cellular telephone between October 31 and November 2, 2012. The margin of sampling error for the survey is +/- 4.4 percent.

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. In the following tables, percentages may not sum to 100% due to rounding.

### Decided 2012 Presidential Vote – Likely Voters

“Have you definitely decided who you will vote for in the election for President on November 6 ... are you leaning toward someone ... or have you considered some candidates but are still trying to decide?”

	<b><u>Def. Decided Vote</u></b>	<b><u>Leaning Towards Someone</u></b>	<b><u>Still Trying To Decide</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>Nov. 3 '12</b>	<b>92%</b>	<b>5%</b>	<b>3%</b>	<b>0%</b>	<b>(502)</b>
<b>Oct. 22 '12</b>	87%	7%	6%	0%	(773)
<b>Oct. 8, '12</b>	82%	9%	8%	1%	(555)
<b>Oct. 1, '12</b>	79%	12%	8%	1%	(600)
<b>Sept. '12</b>	73%	16%	10%	1%	(592)
<b>Aug. '12</b>	71%	13%	15%	1%	(554)
<b>July '12</b>	66%	16%	18%	0%	(486)
<b>Apr. '12</b>	55%	18%	26%	1%	(497)
<b>Feb. '12</b>	39%	25%	33%	3%	(492)

### 2012 Presidential Trial Heats (Likely 2012 Voters)

"Thinking about the presidential election in November, will you vote for Republicans Mitt Romney and Paul Ryan ... Democrats Barack Obama and Joe Biden ... or someone else?" [ROTATE CANDIDATES]  
(Vice Presidential candidate names were added in the September 2012 poll.)

	<b><u>Obama</u></b>	<b><u>Romney</u></b>	<b><u>Other</u></b>	<b><u>Undecided</u></b>	<b><u>(N=)</u></b>
<b>Nov. 3 '12</b>	<b>47%</b>	<b>47%</b>	<b>2%</b>	<b>4%</b>	<b>(502)</b>
<b>Oct. 22 '12</b>	49%	41%	2%	7%	(773)
<b>Oct. 8, '12</b>	47%	41%	2%	9%	(545)
<b>Oct. 1, '12</b>	52%	37%	3%	9%	(588)
<b>Sept. '12</b>	45%	40%	3%	12%	(588)
<b>Aug. '12</b>	49%	46%	2%	4%	(550)
<b>July '12</b>	49%	45%	4%	3%	(470)
<b>Apr. '12</b>	51%	42%	2%	5%	(486)
<b>Feb. '12</b>	50%	40%	2%	9%	(483)
<b>Oct. '11</b>	42%	50%	2%	7%	(559)
<b>July '11</b>	43%	47%	2%	7%	(729)
<b>April '11</b>	43%	50%	2%	6%	(471)
<b>Feb. '11</b>	41%	49%	3%	7%	(712)

**2012 Presidential Trial Heats with Leaners  
(Likely 2012 Voters)**

"Thinking about the presidential election in November, will you vote for Republicans Mitt Romney and Paul Ryan ... Democrats Barack Obama and Joe Biden ... or someone else?" [ROTATE CANDIDATES]  
(Vice Presidential candidate names were added in the September 2012 poll.)

"Would you say you are leaning towards Republicans Mitt Romney and Paul Ryan or Democrats Barack Obama and Joe Biden?"

	<u>Obama</u>	<u>Romney</u>	<u>Other</u>	<u>Undecided</u>	<u>(N=)</u>
Nov. 3 '12	48%	48%	2%	3%	(502)
Oct. 22 '12	51%	42%	2%	5%	(773)
Oct. 8, '12	50%	44%	2%	4%	(545)
Oct. 1, '12	54%	39%	3%	4%	(588)

**Hassan v. Lamontagne**

"And thinking about the gubernatorial election in November, will you vote for Ovide Lamontagne, the Republican ... Maggie Hassan, the Democrat ... John Babiarez, the Libertarian ... or someone else?" [ROTATE CANDIDATES]

	<u>Hassan</u>	<u>Lamontagne</u>	<u>Babiarez</u>	<u>Other</u>	<u>Undecided</u>	<u>(N=)</u>
Nov. 3 '12	45%	40%	1%	2%	13%	(502)
Oct. 23 '12	37%	31%	2%	1%	29%	(769)
Oct. 11 '12	30%	34%	3%	0%	34%	(419)
Oct. 3 '12	38%	36%	--	2%	25%	(595)
Aug. '12	31%	33%	--	1%	35%	(546)
Apr. '12	34%	29%	--	1%	36%	(484)
Feb. '12	26%	32%	--	1%	41%	(482)

**Hassan v. Lamontagne – with Undecided Voters Probed**

"And thinking about the gubernatorial election in November, will you vote for Ovide Lamontagne, the Republican ... Maggie Hassan, the Democrat ... John Babiarez, the Libertarian ... someone else ... or haven't you decided yet?" [ROTATE CANDIDATES]

"Would you say you are leaning towards Ovide Lamontagne, the Republican ... Maggie Hassan, the Democrat, or John Babiarez, the Libertarian?"

	<u>Hassan</u>	<u>Lamontagne</u>	<u>Babiarez</u>	<u>Other</u>	<u>Undecided</u>	<u>(N=)</u>
Nov. 3 '12	47%	42%	1%	2%	8%	(502)
Oct. 23 '12	43%	35%	3%	1%	18%	(767)
Oct. 11 '12	35%	39%	3%	0%	23%	(418)
Oct. 3 '12	42%	40%	--	2%	16%	(595)

**Decided Presidential Vote?**

	<b><u>Def. Decided</u></b> 92%	<b><u>Leaning Towards Someone</u></b> 5%	<b><u>Still Trying To Decide</u></b> 3%	<b><u>(N)</u></b> 502
<b>STATEWIDE</b>				
<b>Registered to Vote</b>				
Registered Democrat	96%	2%	2%	147
Registered Undeclared	86%	10%	4%	189
Registered Republican	97%	1%	2%	154
<b>Party Identification</b>				
Democrat	96%	1%	3%	207
Independent	75%	20%	5%	93
Republican	97%	0%	3%	194
<b>Swing Voter</b>				
Core Democratic voter	97%	1%	2%	204
Swing voter	76%	15%	9%	102
Core Republican voter	96%	3%	1%	196
<b>Vote in 2008 Election</b>				
McCain/Palin Voter	92%	5%	3%	210
Obama/Biden Voter	95%	2%	4%	250
Did Not Vote in 2008	83%	17%	0%	26
<b>Interest in 2012 Election</b>				
Extremely interested in election	95%	4%	2%	326
Very interested	93%	4%	3%	144
Somewhat/Not very interested	67%	19%	14%	31
<b>Discuss Pres. Election</b>				
Often discuss election	94%	4%	2%	359
Sometimes discuss	90%	6%	4%	96
Rarely/never discuss	85%	9%	6%	47
<b>Presidential Vote</b>				
Romney supporter	94%	5%	1%	238
Obama supporter	98%	2%	0%	238
Other/Undecided	25%	24%	51%	26
<b>Vote in 2008 Election</b>				
McCain/Palin Voter	92%	5%	3%	210
Obama/Biden Voter	95%	2%	4%	250
Did Not Vote in 2008	83%	17%	0%	26
<b>Age</b>				
18 to 34	83%	11%	7%	45
35 to 49	93%	4%	3%	97
50 to 64	91%	5%	4%	192
65 and over	97%	2%	1%	152
<b>Sex</b>				
Male	90%	6%	4%	246
Female	94%	3%	2%	257

**Decided Presidential Vote**

	<b><u>Def. Decided</u></b> 92%	<b><u>Leaning Towards Someone</u></b> 5%	<b><u>Still Trying To Decide</u></b> 3%	<b><u>(N)</u></b> 502
<b>STATEWIDE</b>				
<b>Sex/Education</b>				
Working class men	88%	9%	3%	89
College educ. men	92%	4%	4%	154
Working class women	94%	3%	3%	108
College educ. women	95%	3%	2%	146
<b>Education</b>				
High school or less	89%	8%	2%	98
Some college	93%	4%	3%	100
College graduate	90%	5%	5%	193
Post graduate	99%	1%	0%	107
<b>Religious Service Attendance</b>				
Attend services 1 or more/week	97%	1%	2%	119
1 2 times a month	88%	11%	1%	58
Less often	91%	6%	3%	146
Never	93%	3%	4%	158
<b>Region of State</b>				
North Country	91%	5%	3%	36
Central / Lakes	93%	6%	1%	81
Connecticut Valley	89%	5%	6%	74
Mass Border	91%	6%	4%	163
Seacoast	96%	3%	2%	80
Manchester Area	96%	2%	1%	68
<b>Congressional District</b>				
First Cong. Dist.	92%	6%	2%	229
Second Cong. Dist.	93%	4%	4%	273



**Interest in General Election**

	<b><u>Extremely Interested</u></b> 65%	<b><u>Very Interested</u></b> 29%	<b><u>Somewhat Interested</u></b> 5%	<b><u>Not Very Interested</u></b> 1%	<b><u>(N)</u></b> 501
<b>STATEWIDE</b>					
<b>Registered to Vote</b>					
Registered Democrat	74%	19%	7%	0%	147
Registered Undeclared	56%	38%	5%	2%	187
Registered Republican	71%	25%	3%	1%	154
<b>Party Identification</b>					
Democrat	66%	29%	5%	1%	207
Independent	56%	31%	10%	3%	92
Republican	67%	29%	3%	1%	194
<b>Swing Voter</b>					
Core Democratic voter	66%	26%	6%	2%	204
Swing voter	51%	39%	8%	1%	102
Core Republican voter	71%	27%	2%	1%	194
<b>Vote in 2008 Election</b>					
McCain/Palin Voter	66%	29%	5%	0%	210
Obama/Biden Voter	66%	28%	4%	2%	250
Did Not Vote in 2008	58%	28%	14%	0%	26
<b>Decided Presidential Vote</b>					
Def. decided vote	67%	29%	3%	1%	462
Leaning/Still trying to decide	46%	28%	23%	4%	38
<b>Discuss Pres. Election</b>					
Often discuss election	73%	25%	2%	0%	357
Sometimes discuss	50%	41%	9%	0%	96
Rarely/never discuss	34%	33%	22%	10%	47
<b>Presidential Vote</b>					
Romney supporter	67%	30%	3%	0%	237
Obama supporter	65%	28%	5%	1%	238
Other/Undecided	45%	23%	25%	7%	26
<b>Age</b>					
18 to 34	42%	40%	16%	1%	45
35 to 49	66%	29%	2%	4%	97
50 to 64	69%	24%	6%	0%	191
65 and over	65%	32%	2%	1%	152
<b>Sex</b>					
Male	69%	26%	5%	0%	244
Female	61%	32%	5%	2%	257

**Interest in General Election**

	<b><u>Extremely Interested</u></b> 65%	<b><u>Very Interested</u></b> 29%	<b><u>Somewhat Interested</u></b> 5%	<b><u>Not Very Interested</u></b> 1%	<b><u>(N)</u></b> 501
<b>STATEWIDE</b>					
<b>Sex/Education</b>					
Working class men	62%	29%	8%	1%	89
College educ. men	73%	24%	3%	0%	152
Working class women	50%	40%	6%	4%	108
College educ. women	69%	27%	4%	1%	146
<b>Education</b>					
High school or less	51%	33%	11%	4%	98
Some college	59%	37%	3%	1%	100
College graduate	68%	27%	5%	0%	192
Post graduate	77%	22%	1%	0%	107
<b>Religious Service Attendance</b>					
Attend services 1 or more/week	64%	33%	2%	1%	119
1 2 times a month	84%	16%	1%	0%	58
Less often	65%	27%	7%	1%	144
Never	56%	34%	7%	3%	158
<b>Region of State</b>					
North Country	69%	21%	10%	0%	36
Central / Lakes	65%	34%	1%	0%	81
Connecticut Valley	73%	20%	5%	1%	74
Mass Border	62%	31%	5%	2%	163
Seacoast	65%	28%	7%	1%	79
Manchester Area	62%	32%	4%	1%	68
<b>Congressional District</b>					
First Cong. Dist.	67%	27%	5%	1%	227
Second Cong. Dist.	64%	31%	4%	1%	273

**Discuss Presidential Election with Family/Friends**

<b>STATEWIDE</b>	<b><u>Often</u></b> <b>71%</b>	<b><u>Sometimes</u></b> <b>19%</b>	<b><u>Rarely/ Never</u></b> <b>9%</b>	<b><u>(N)</u></b> <b>502</b>
<b>Registered to Vote</b>				
Registered Democrat	71%	21%	8%	147
Registered Undeclared	69%	19%	12%	189
Registered Republican	74%	17%	8%	154
<b>Party Identification</b>				
Democrat	69%	23%	8%	207
Independent	69%	14%	17%	93
Republican	76%	17%	7%	194
<b>Swing Voter</b>				
Core Democratic voter	69%	22%	9%	204
Swing voter	67%	18%	14%	102
Core Republican voter	76%	17%	7%	196
<b>Vote in 2008 Election</b>				
McCain/Palin Voter	78%	15%	8%	210
Obama/Biden Voter	70%	21%	9%	250
Did Not Vote in 2008	41%	38%	21%	26
<b>Decided Presidential Vote</b>				
Def. decided vote	73%	19%	9%	464
Leaning/Still trying to decide	57%	25%	18%	38
<b>Interest in 2012 Election</b>				
Extremely interested in election	80%	15%	5%	326
Very interested	62%	27%	11%	144
Somewhat/Not very interested	23%	27%	50%	31
<b>Presidential Vote</b>				
Romney supporter	77%	17%	6%	238
Obama supporter	68%	21%	11%	238
Other/Undecided	48%	23%	29%	26
<b>Age</b>				
18 to 34	55%	32%	13%	45
35 to 49	72%	16%	12%	97
50 to 64	69%	22%	9%	192
65 and over	78%	13%	8%	152
<b>Sex</b>				
Male	72%	19%	9%	246
Female	71%	19%	10%	257

**Discuss Presidential Election with Family/Friends**

	<u>Often</u> 71%	<u>Sometimes</u> 19%	<u>Rarely/ Never</u> 9%	<u>(N)</u> 502
<b>STATEWIDE</b>				
<b>Sex/Education</b>				
Working class men	61%	21%	18%	89
College educ. men	78%	19%	3%	154
Working class women	67%	17%	16%	108
College educ. women	74%	19%	6%	146
<b>Education</b>				
High school or less	56%	17%	27%	98
Some college	73%	21%	7%	100
College graduate	74%	21%	5%	193
Post graduate	80%	15%	4%	107
<b>Religious Service Attendance</b>				
Attend services 1 or more/week	77%	15%	7%	119
1 2 times a month	66%	29%	5%	58
Less often	74%	17%	8%	146
Never	66%	21%	13%	158
<b>Region of State</b>				
North Country	69%	12%	19%	36
Central / Lakes	69%	22%	9%	81
Connecticut Valley	81%	17%	3%	74
Mass Border	71%	21%	8%	163
Seacoast	63%	21%	16%	80
Manchester Area	77%	16%	7%	68
<b>Congressional District</b>				
First Cong. Dist.	70%	19%	11%	229
Second Cong. Dist.	72%	19%	8%	273

## Likelihood of Voting in Election

STATEWIDE	<u>Will Vote Unless Emergency</u> 6%	<u>Definitely Will Vote</u> 94%	<u>(N)</u> 502
<b>Registered to Vote</b>			
Registered Democrat	7%	93%	147
Registered Undeclared	7%	93%	189
Registered Republican	1%	99%	154
<b>Party Identification</b>			
Democrat	7%	93%	207
Independent	5%	95%	93
Republican	4%	96%	194
<b>Swing Voter</b>			
Core Democratic voter	8%	92%	204
Swing voter	5%	95%	102
Core Republican voter	3%	97%	196
<b>Vote in 2008 Election</b>			
McCain/Palin Voter	2%	98%	210
Obama/Biden Voter	7%	93%	250
Did Not Vote in 2008	17%	83%	26
<b>Decided Presidential Vote</b>			
Def. decided vote	5%	95%	464
Leaning/Still trying to decide	13%	87%	38
<b>Discuss Pres. Election</b>			
Often discuss election	4%	96%	359
Sometimes discuss	9%	91%	96
Rarely/never discuss	12%	88%	47
<b>Interest in 2012 Election</b>			
Extremely interested in election	2%	98%	326
Very interested	9%	91%	144
Somewhat/Not very interested	27%	73%	31
<b>Presidential Vote</b>			
Romney supporter	3%	97%	238
Obama supporter	8%	92%	238
Other/Undecided	15%	85%	26
<b>Age</b>			
18 to 34	17%	83%	45
35 to 49	11%	89%	97
50 to 64	3%	97%	192
65 and over	2%	98%	152
<b>Sex</b>			
Male	3%	97%	246
Female	8%	92%	257

## Likelihood of Voting in Election

STATEWIDE	<b>Will Vote Unless Emergency 6%</b>	<b>Definitely Will Vote 94%</b>	<b>(N) 502</b>
<b>Sex/Education</b>			
Working class men	2%	98%	89
College educ. men	4%	96%	154
Working class women	12%	88%	108
College educ. women	5%	95%	146
<b>Education</b>			
High school or less	9%	91%	98
Some college	6%	94%	100
College graduate	4%	96%	193
Post graduate	4%	96%	107
<b>Religious Service Attendance</b>			
Attend services 1 or more/week	2%	98%	119
1 2 times a month	3%	97%	58
Less often	6%	94%	146
Never	9%	91%	158
<b>Region of State</b>			
North Country	6%	94%	36
Central / Lakes	4%	96%	81
Connecticut Valley	8%	92%	74
Mass Border	5%	95%	163
Seacoast	5%	95%	80
Manchester Area	7%	93%	68
<b>Congressional District</b>			
First Cong. Dist.	5%	95%	229
Second Cong. Dist.	6%	94%	273

**2012 Presidential Election – Romney vs. Obama  
(2012 Likely General Election Voters)**

	<u>Romney</u> 47%	<u>Obama</u> 47%	<u>Other</u> 2%	<u>Undecided</u> 4%	<u>(N)</u> 502
<b>STATEWIDE</b>					
<b>Registered to Vote</b>					
Registered Democrat	2%	94%	0%	4%	147
Registered Undeclared	47%	45%	3%	5%	189
Registered Republican	92%	6%	0%	1%	154
<b>Party Identification</b>					
Democrat	2%	94%	1%	3%	207
Independent	53%	32%	6%	10%	93
Republican	94%	4%	0%	2%	194
<b>Swing Voter</b>					
Core Democratic voter	0%	97%	1%	2%	204
Swing voter	48%	36%	4%	13%	102
Core Republican voter	97%	2%	1%	1%	196
<b>Vote in 2008 Election</b>					
McCain/Palin Voter	93%	3%	1%	4%	210
Obama/Biden Voter	9%	86%	2%	3%	250
Did Not Vote in 2008	47%	45%	3%	5%	26
<b>Decided Presidential Vote</b>					
Def. decided vote	48%	50%	1%	0%	464
Leaning/Still trying to decide	36%	13%	8%	43%	38
<b>Firmness of Presidential Vote</b>					
Firm choice	50%	50%	0%	0%	464
Could change mind	56%	44%	0%	0%	12
<b>When Decided Presidential Vote</b>					
Decided within last week	42%	58%	0%	0%	17
Decided within last month	55%	45%	0%	0%	38
Decided longer ago	50%	50%	0%	0%	417
<b>Changed Vote Since Sept.</b>					
Have changed mind since Sept.	46%	32%	6%	16%	47
Have not changed mind since Sept.	48%	49%	1%	1%	450
<b>Likelihood to Vote</b>					
Def. Will Vote	49%	46%	1%	3%	474
Vote unless emergency	22%	64%	4%	11%	28
<b>Interest in 2012 Election</b>					
Extremely interested in election	49%	48%	1%	3%	326
Very interested	49%	47%	2%	2%	144
Somewhat/Not very interested	23%	50%	8%	20%	31
<b>Discuss Pres Election</b>					
Often discuss election	51%	45%	2%	2%	359
Sometimes discuss	42%	52%	1%	5%	96
Rarely/never discuss	31%	53%	2%	14%	47
<b>Gubernatorial Vote</b>					
Lamontagne supporter	97%	2%	0%	1%	201
Hassan supporter	7%	89%	1%	3%	225
Other/Undecided	36%	44%	7%	12%	67
<b>Election Outcome Prediction</b>					
Think Romney will win	98%	2%	0%	0%	166
Think Obama will win	11%	81%	3%	5%	234
Other/Undecided	49%	44%	1%	7%	101

**2012 Presidential Election – Romney vs. Obama  
(2012 Likely General Election Voters)**

	<u>Romney</u>	<u>Obama</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
STATEWIDE	47%	47%	2%	4%	502
<b>Most Imp. Issue Besides Economy</b>					
Social issues most important	15%	82%	1%	2%	110
Fiscal issues most important	64%	31%	1%	4%	308
Both issues equally important	19%	76%	3%	3%	66
<b>Sex</b>					
Male	56%	37%	2%	5%	246
Female	40%	57%	1%	2%	257
<b>Sex/Education</b>					
Working class men	59%	34%	1%	6%	89
College educ men	53%	39%	3%	5%	154
Working class women	44%	53%	1%	3%	108
College educ women	36%	61%	1%	2%	146
<b>Education</b>					
High school or less	42%	52%	1%	4%	98
Some college	59%	37%	0%	4%	100
College graduate	46%	46%	3%	5%	193
Post graduate	43%	56%	1%	0%	107
<b>Age</b>					
18 to 34	24%	59%	5%	12%	45
35 to 49	55%	41%	2%	2%	97
50 to 64	51%	43%	2%	5%	192
65 and over	44%	55%	0%	1%	152
<b>Religious Service Attendance</b>					
Attend services 1 or more/week	69%	29%	0%	2%	119
1 2 times a month	58%	39%	0%	3%	58
Less often	42%	51%	2%	5%	146
Never	34%	60%	3%	3%	158
<b>Region of State</b>					
North Country	28%	65%	0%	7%	36
Central / Lakes	48%	48%	2%	1%	81
Connecticut Valley	33%	58%	3%	6%	74
Mass Border	55%	41%	1%	4%	163
Seacoast	45%	49%	2%	3%	80
Manchester Area	59%	40%	0%	1%	68
<b>Congressional District</b>					
First Cong. Dist	52%	43%	1%	4%	229
Second Cong. Dist	44%	51%	2%	4%	273
<b>Contacted by Obama Campaign</b>					
In last few days	29%	64%	2%	5%	141
Within last week	34%	59%	2%	6%	56
Within last month or more	37%	60%	0%	3%	57
Never contacted	65%	31%	2%	2%	230
<b>Contacted by Romney Campaign</b>					
In last few days	66%	29%	1%	4%	118
Within last week	60%	35%	4%	1%	48
Within last month or more	60%	39%	1%	0%	36
Never contacted	37%	57%	1%	5%	276



**2012 Presidential Election – Romney vs. Obama – with Leaners  
(2012 Likely General Election Voters)**

	<u>Romney</u> 48%	<u>Obama</u> 48%	<u>Other</u> 2%	<u>Undecided</u> 3%	<u>(N)</u> 502
<b>STATEWIDE</b>					
<b>Registered to Vote</b>					
Registered Democrat	2%	94%	0%	4%	147
Registered Undeclared	48%	45%	3%	4%	189
Registered Republican	92%	6%	0%	1%	154
<b>Party Identification</b>					
Democrat	2%	95%	1%	2%	207
Independent	54%	32%	6%	9%	93
Republican	95%	4%	0%	1%	194
<b>Swing Voter</b>					
Core Democratic voter	0%	97%	1%	2%	204
Swing voter	49%	37%	4%	11%	102
Core Republican voter	97%	2%	1%	0%	196
<b>Vote in 2008 Election</b>					
McCain/Palin Voter	94%	3%	1%	2%	210
Obama/Biden Voter	9%	87%	2%	3%	250
Did Not Vote in 2008	47%	45%	3%	5%	26
<b>Decided Presidential Vote</b>					
Def. decided vote	48%	50%	1%	0%	464
Leaning/Still trying to decide	41%	19%	8%	32%	38
<b>Firmness of Presidential Vote</b>					
Firm choice	50%	50%	0%	0%	464
Could change mind	56%	44%	0%	0%	12
<b>When Decided Presidential Vote</b>					
Decided within last week	42%	58%	0%	0%	17
Decided within last month	55%	45%	0%	0%	38
Decided longer ago	50%	50%	0%	0%	417
<b>Changed Vote Since Sept.</b>					
Have changed mind since Sept.	47%	35%	6%	12%	47
Have not changed mind since Sept.	49%	50%	1%	1%	450
<b>Likelihood to Vote</b>					
Def. Will Vote	49%	46%	1%	3%	474
Vote unless emergency	22%	72%	4%	3%	28
<b>Interest in 2012 Election</b>					
Extremely interested in election	49%	48%	1%	3%	326
Very interested	49%	47%	2%	2%	144
Somewhat/Not very interested	24%	57%	8%	11%	31
<b>Discuss Pres Election</b>					
Often discuss election	51%	46%	2%	1%	359
Sometimes discuss	42%	52%	1%	5%	96
Rarely/never discuss	33%	55%	2%	10%	47
<b>Gubernatorial Vote</b>					
Lamontagne supporter	97%	2%	0%	1%	201
Hassan supporter	7%	89%	1%	3%	225
Other/Undecided	38%	46%	7%	9%	67
<b>Election Outcome Prediction</b>					
Think Romney will win	98%	2%	0%	0%	166
Think Obama will win	12%	82%	3%	4%	234
Other/Undecided	49%	45%	1%	6%	101

**2012 Presidential Election – Romney vs. Obama – with Leaners  
(2012 Likely General Election Voters)**

	<u>Romney</u> 48%	<u>Obama</u> 48%	<u>Other</u> 2%	<u>Undecided</u> 3%	<u>(N)</u> 502
<b>STATEWIDE</b>					
<b>Most Imp. Issue Besides Economy</b>					
Social issues most important	15%	83%	1%	1%	110
Fiscal issues most important	64%	31%	1%	3%	308
Both issues equally important	19%	76%	3%	3%	66
<b>Sex</b>					
Male	57%	38%	2%	4%	246
Female	40%	58%	1%	2%	257
<b>Sex/Education</b>					
Working class men	61%	34%	1%	4%	89
College educ. men	53%	40%	3%	4%	154
Working class women	44%	54%	1%	2%	108
College educ. women	36%	61%	1%	2%	146
<b>Education</b>					
High school or less	44%	53%	1%	1%	98
Some college	59%	37%	0%	4%	100
College graduate	46%	47%	3%	4%	193
Post graduate	43%	56%	1%	0%	107
<b>Age</b>					
18 to 34	27%	61%	5%	7%	45
35 to 49	55%	42%	2%	1%	97
50 to 64	51%	43%	2%	5%	192
65 and over	44%	55%	0%	1%	152
<b>Religious Service Attendance</b>					
Attend services 1 or more/week	69%	29%	0%	1%	119
1 2 times a month	58%	39%	0%	3%	58
Less often	43%	51%	2%	3%	146
Never	34%	61%	3%	3%	158
<b>Region of State</b>					
North Country	28%	68%	0%	3%	36
Central / Lakes	48%	48%	2%	1%	81
Connecticut Valley	33%	59%	3%	5%	74
Mass Border	56%	41%	1%	3%	163
Seacoast	45%	49%	2%	3%	80
Manchester Area	59%	40%	0%	1%	68
<b>Congressional District</b>					
First Cong. Dist.	52%	43%	1%	3%	229
Second Cong. Dist.	44%	52%	2%	3%	273
<b>Contacted by Obama Campaign</b>					
In last few days	29%	65%	2%	4%	141
Within last week	35%	59%	2%	5%	56
Within last month or more	37%	60%	0%	3%	57
Never contacted	65%	32%	2%	2%	230
<b>Contacted by Romney Campaign</b>					
In last few days	67%	29%	1%	3%	118
Within last week	61%	35%	4%	0%	48
Within last month or more	60%	39%	1%	0%	36
Never contacted	37%	58%	1%	4%	276

**2012 Gubernatorial Election – Lamontagne vs. Hassan  
(2012 Likely General Election Voters)**

<b>STATEWIDE</b>	<b><u>Lamontagne</u></b> 40%	<b><u>Hassan</u></b> 45%	<b><u>Babiarz/ Other</u></b> 3%	<b><u>Undecided</u></b> 13%	<b><u>(N)</u></b> 502
<b>Registered to Vote</b>					
Registered Democrat	1%	88%	1%	9%	147
Registered Undeclared	35%	42%	4%	19%	188
Registered Republican	84%	9%	1%	6%	154
<b>Party Identification</b>					
Democrat	3%	84%	1%	12%	207
Independent	38%	33%	6%	23%	93
Republican	82%	7%	3%	8%	194
<b>Swing Voter</b>					
Core Democratic voter	0%	89%	1%	10%	204
Swing voter	29%	34%	7%	30%	101
Core Republican voter	87%	5%	2%	6%	196
<b>Vote in 2008 Election</b>					
McCain/Palin Voter	79%	8%	3%	10%	210
Obama/Biden Voter	6%	79%	2%	12%	250
Did Not Vote in 2008	52%	13%	4%	32%	25
<b>Likelihood to Vote</b>					
Def. Will Vote	41%	44%	3%	12%	474
Vote unless emergency	21%	64%	0%	15%	28
<b>Presidential Vote</b>					
Romney supporter	81%	7%	2%	9%	238
Obama supporter	2%	84%	2%	13%	237
Other/Undecided	8%	38%	14%	40%	26
<b>Age</b>					
18 to 34	22%	34%	7%	37%	45
35 to 49	44%	37%	5%	14%	97
50 to 64	43%	48%	1%	7%	192
65 and over	38%	50%	2%	10%	152
<b>Sex</b>					
Male	51%	38%	3%	9%	245
Female	30%	52%	3%	16%	257

**2012 Gubernatorial Election – Lamontagne vs. Hassan  
(2012 Likely General Election Voters)**

	<u>Lamontagne</u> 40%	<u>Hassan</u> 45%	<u>Babiarz/ Other</u> 3%	<u>Undecided</u> 13%	<u>(N)</u> 502
<b>STATEWIDE</b>					
<b>Sex/Education</b>					
Working class men	58%	30%	3%	9%	89
College educ. men	46%	43%	3%	9%	154
Working class women	31%	41%	6%	22%	108
College educ. women	28%	60%	0%	12%	146
<b>Education</b>					
High school or less	41%	37%	4%	19%	97
Some college	46%	35%	5%	14%	100
College graduate	40%	46%	2%	12%	193
Post graduate	33%	59%	1%	7%	107
<b>Religious Service Attendance</b>					
Attend services 1 or more/week	59%	25%	2%	14%	119
1 2 times a month	51%	37%	0%	12%	58
Less often	32%	51%	6%	11%	146
Never	29%	57%	1%	13%	158
<b>Region of State</b>					
North Country	23%	61%	0%	16%	36
Central / Lakes	40%	49%	4%	8%	81
Connecticut Valley	27%	59%	4%	9%	74
Mass Border	47%	35%	2%	15%	163
Seacoast	35%	48%	1%	16%	80
Manchester Area	51%	34%	5%	9%	68
<b>Congressional District</b>					
First Cong. Dist.	44%	40%	2%	14%	228
Second Cong. Dist.	37%	49%	3%	11%	273

**2012 Gubernatorial Election – Lamontagne vs. Hassan – with leaners  
(2012 Likely General Election Voters)**

<b>STATEWIDE</b>	<u>Lamontagne</u> 42%	<u>Hassan</u> 47%	<u>Babiarz/ Other</u> 3%	<u>Undecided</u> 8%	<u>(N)</u> 502
<b>Registered to Vote</b>					
Registered Democrat	1%	92%	1%	5%	147
Registered Undeclared	38%	45%	4%	13%	188
Registered Republican	86%	9%	1%	4%	154
<b>Party Identification</b>					
Democrat	3%	88%	1%	8%	207
Independent	45%	38%	6%	12%	93
Republican	83%	8%	3%	7%	194
<b>Swing Voter</b>					
Core Democratic voter	0%	92%	1%	6%	204
Swing voter	36%	38%	7%	19%	101
Core Republican voter	89%	5%	2%	5%	196
<b>Vote in 2008 Election</b>					
McCain/Palin Voter	83%	8%	3%	7%	210
Obama/Biden Voter	7%	84%	2%	7%	250
Did Not Vote in 2008	52%	18%	4%	27%	25
<b>Likelihood to Vote</b>					
Def. Will Vote	43%	46%	3%	8%	474
Vote unless emergency	21%	68%	0%	11%	28
<b>Presidential Vote</b>					
Romney supporter	85%	7%	2%	5%	238
Obama supporter	2%	88%	2%	8%	237
Other/Undecided	8%	45%	14%	33%	26
<b>Age</b>					
18 to 34	22%	34%	7%	37%	45
35 to 49	46%	42%	5%	8%	97
50 to 64	45%	50%	1%	4%	192
65 and over	39%	54%	2%	5%	152
<b>Sex</b>					
Male	53%	39%	3%	6%	245
Female	31%	55%	3%	11%	257

**2012 Gubernatorial Election – Lamontagne vs. Hassan – with leaners  
(2012 Likely General Election Voters)**

	<u>Lamontagne</u>	<u>Hassan</u>	<u>Babiarz/ Other</u>	<u>Undecided</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>42%</b>	<b>47%</b>	<b>3%</b>	<b>8%</b>	<b>502</b>
<b>Sex/Education</b>					
Working class men	58%	30%	3%	9%	89
College educ. men	49%	44%	3%	4%	154
Working class women	34%	47%	6%	14%	108
College educ. women	29%	62%	0%	9%	146
<b>Education</b>					
High school or less	42%	42%	4%	13%	97
Some college	48%	37%	5%	10%	100
College graduate	41%	49%	2%	8%	193
Post graduate	35%	60%	1%	3%	107
<b>Religious Service Attendance</b>					
Attend services 1 or more/week	64%	27%	2%	6%	119
1 2 times a month	51%	39%	0%	10%	58
Less often	33%	55%	6%	7%	146
Never	30%	59%	1%	10%	158
<b>Region of State</b>					
North Country	24%	73%	0%	3%	36
Central / Lakes	42%	51%	4%	4%	81
Connecticut Valley	29%	61%	4%	7%	74
Mass Border	50%	37%	2%	11%	163
Seacoast	36%	53%	1%	11%	80
Manchester Area	52%	34%	5%	8%	68
<b>Congressional District</b>					
First Cong. Dist.	44%	43%	2%	10%	228
Second Cong. Dist.	40%	51%	3%	7%	273