DURHAM, NH – The race for president in the battleground state of New Hampshire is close, but President Obama is seen as the candidate who is best able to help most groups of Americans. Mitt Romney is thought to be the candidate presenting new ideas while Obama is presenting more of the same.

These findings are based on the latest WMUR Granite State Poll,* conducted by the University of New Hampshire Survey Center. Six hundred and thirty-five (635) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 4 and September 10, 2012. The margin of sampling error for the survey is +/- 3.9 percent. Included is a subsample of 592 likely general election voters (margin of sampling error +/- 4.0%).

2012 Presidential Election

As reported yesterday, the race between President Barack Obama and Mitt Romney continues to be very close in the battleground state of New Hampshire. In the most recent Granite State Poll, 45% of likely New Hampshire voters plan to vote for Obama, 40% say they will support Romney, 3% prefer some other candidate, and 12% say they are undecided.

But when voters are asked which candidate is better for different groups of Americans, Obama leads over Romney in nearly every category. Majorities of New Hampshire likely voters say that Obama is better for minorities (65%-23%), women (58%-32%), and people like themselves (50%-41%) than Romney. Pluralities of likely voters think Obama is best for the future of America (48%-42%) and is most trustworthy (48%-38%).

Which Candidate ...
(Likely 2012 General Election Voters)

<table>
<thead>
<tr>
<th>Which Candidate</th>
<th>Obama</th>
<th>Romney</th>
<th>Neither/Equal/DK</th>
</tr>
</thead>
<tbody>
<tr>
<td>Better for minorities</td>
<td>65%</td>
<td>23%</td>
<td>12%</td>
</tr>
<tr>
<td>Better for women</td>
<td>58%</td>
<td>32%</td>
<td>10%</td>
</tr>
<tr>
<td>Represents you</td>
<td>50%</td>
<td>41%</td>
<td>9%</td>
</tr>
<tr>
<td>Best for future of America</td>
<td>48%</td>
<td>42%</td>
<td>11%</td>
</tr>
<tr>
<td>Most Trustworthy</td>
<td>48%</td>
<td>38%</td>
<td>15%</td>
</tr>
</tbody>
</table>

* 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.
Obama also receives majority support among likely voters for who is better for the working poor (60%-33%) and the middle class (52%-41%). The only category where Romney leads Obama is on the question of who is best for the wealthy where 80% of likely voters think Romney would be better than Obama (10%).

**New Ideas vs. More of the Same**

New Hampshire voters are more likely to think Romney is presenting new ideas in the campaign than is Obama -- 44% of New Hampshire likely voters say Mitt Romney is presenting new ideas, 49% think he is giving us more of the same, 2% say it depends on the issue, and 5% are unsure. When asked about President Obama, only 25% of likely voters think he is presenting new ideas, 67% think he is giving us more of the same, 3% say it depends on the issue, and 5% are unsure.
Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Six hundred and thirty-five (635) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 4 and September 10, 2012. The margin of sampling error for the survey is +/- 3.9 percent. Included is a subsample of 592 likely general election voters (margin of sampling error +/- 4.0%).

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.

Which Candidate…
(Likely 2012 General Election Voters)

<table>
<thead>
<tr>
<th>Question</th>
<th>Obama</th>
<th>Romney</th>
<th>Both Equal</th>
<th>Neither</th>
<th>Undecided</th>
<th>N=</th>
</tr>
</thead>
<tbody>
<tr>
<td>“In your view, which candidate is the most trustworthy?”</td>
<td>48%</td>
<td>38%</td>
<td>5%</td>
<td>8%</td>
<td>2%</td>
<td>(586)</td>
</tr>
<tr>
<td>“Which candidate can best represent people like you?”</td>
<td>50%</td>
<td>41%</td>
<td>1%</td>
<td>5%</td>
<td>3%</td>
<td>(592)</td>
</tr>
<tr>
<td>“Which candidate do you think will do a better job representing women?”</td>
<td>58%</td>
<td>32%</td>
<td>3%</td>
<td>2%</td>
<td>5%</td>
<td>(591)</td>
</tr>
<tr>
<td>“Which candidate is best for the future of America?”</td>
<td>48%</td>
<td>42%</td>
<td>2%</td>
<td>5%</td>
<td>4%</td>
<td>(592)</td>
</tr>
<tr>
<td>“Which candidate do you think will do a better job of representing the middle class?”</td>
<td>52%</td>
<td>41%</td>
<td>2%</td>
<td>3%</td>
<td>3%</td>
<td>(589)</td>
</tr>
<tr>
<td>“Which candidate do you think will do a better job representing wealthy Americans?”</td>
<td>10%</td>
<td>80%</td>
<td>3%</td>
<td>2%</td>
<td>6%</td>
<td>(588)</td>
</tr>
<tr>
<td>“Which candidate do you think will do a better job of representing the working poor?”</td>
<td>60%</td>
<td>33%</td>
<td>1%</td>
<td>3%</td>
<td>4%</td>
<td>(589)</td>
</tr>
<tr>
<td>“Which candidate do you think will do a better job of representing minorities?”</td>
<td>65%</td>
<td>23%</td>
<td>5%</td>
<td>2%</td>
<td>5%</td>
<td>(586)</td>
</tr>
</tbody>
</table>

New Ideas vs. More of the Same
(Likely 2012 General Election Voters)

Thinking about the 2012 presidential campaign, would you say Mitt Romney / Barack Obama is PRESENTING NEW IDEAS or giving us MORE OF THE SAME? [ROTATE RESPONSES]

<table>
<thead>
<tr>
<th>Candidate</th>
<th>New Ideas</th>
<th>More of the Same</th>
<th>Depends</th>
<th>Don’t Know</th>
<th>N=</th>
</tr>
</thead>
<tbody>
<tr>
<td>Romney</td>
<td>44%</td>
<td>49%</td>
<td>2%</td>
<td>5%</td>
<td>(587)</td>
</tr>
<tr>
<td>Obama</td>
<td>25%</td>
<td>67%</td>
<td>3%</td>
<td>5%</td>
<td>(590)</td>
</tr>
</tbody>
</table>
## Which Candidate Is Most Trustworthy?

<table>
<thead>
<tr>
<th>STATEWIDE</th>
<th>Romney</th>
<th>Obama</th>
<th>Both Equal</th>
<th>Neither</th>
<th>DK</th>
<th>(N)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Democrat</td>
<td>4%</td>
<td>88%</td>
<td>3%</td>
<td>5%</td>
<td>0%</td>
<td>131</td>
</tr>
<tr>
<td>Registered Undeclared</td>
<td>29%</td>
<td>51%</td>
<td>6%</td>
<td>11%</td>
<td>3%</td>
<td>244</td>
</tr>
<tr>
<td>Registered Republican</td>
<td>80%</td>
<td>8%</td>
<td>6%</td>
<td>6%</td>
<td>1%</td>
<td>174</td>
</tr>
<tr>
<td>Democrat</td>
<td>1%</td>
<td>90%</td>
<td>2%</td>
<td>5%</td>
<td>2%</td>
<td>251</td>
</tr>
<tr>
<td>Independent</td>
<td>27%</td>
<td>40%</td>
<td>13%</td>
<td>18%</td>
<td>2%</td>
<td>92</td>
</tr>
<tr>
<td>Republican</td>
<td>79%</td>
<td>7%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
<td>242</td>
</tr>
<tr>
<td>Liberal</td>
<td>5%</td>
<td>84%</td>
<td>3%</td>
<td>6%</td>
<td>2%</td>
<td>132</td>
</tr>
<tr>
<td>Moderate</td>
<td>30%</td>
<td>54%</td>
<td>6%</td>
<td>8%</td>
<td>1%</td>
<td>259</td>
</tr>
<tr>
<td>Conservative</td>
<td>75%</td>
<td>10%</td>
<td>6%</td>
<td>8%</td>
<td>1%</td>
<td>173</td>
</tr>
<tr>
<td>Romney supporter</td>
<td>88%</td>
<td>1%</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
<td>234</td>
</tr>
<tr>
<td>Obama supporter</td>
<td>1%</td>
<td>91%</td>
<td>4%</td>
<td>4%</td>
<td>0%</td>
<td>262</td>
</tr>
<tr>
<td>Other/Undecided</td>
<td>16%</td>
<td>43%</td>
<td>11%</td>
<td>20%</td>
<td>11%</td>
<td>87</td>
</tr>
<tr>
<td>Support Tea Party</td>
<td>89%</td>
<td>2%</td>
<td>4%</td>
<td>5%</td>
<td>0%</td>
<td>122</td>
</tr>
<tr>
<td>Neutral</td>
<td>45%</td>
<td>32%</td>
<td>7%</td>
<td>14%</td>
<td>3%</td>
<td>198</td>
</tr>
<tr>
<td>Oppose Tea Party</td>
<td>4%</td>
<td>86%</td>
<td>5%</td>
<td>3%</td>
<td>2%</td>
<td>233</td>
</tr>
<tr>
<td>McCain/Palin Voter</td>
<td>79%</td>
<td>4%</td>
<td>6%</td>
<td>9%</td>
<td>1%</td>
<td>224</td>
</tr>
<tr>
<td>Obama/Biden Voter</td>
<td>7%</td>
<td>82%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
<td>282</td>
</tr>
<tr>
<td>Other</td>
<td>54%</td>
<td>28%</td>
<td>8%</td>
<td>10%</td>
<td>0%</td>
<td>27</td>
</tr>
<tr>
<td>Did Not Vote in 2008</td>
<td>13%</td>
<td>66%</td>
<td>5%</td>
<td>12%</td>
<td>5%</td>
<td>47</td>
</tr>
<tr>
<td>Union household</td>
<td>30%</td>
<td>52%</td>
<td>7%</td>
<td>9%</td>
<td>1%</td>
<td>80</td>
</tr>
<tr>
<td>Non union</td>
<td>39%</td>
<td>47%</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
<td>504</td>
</tr>
<tr>
<td>Read Union Leader</td>
<td>51%</td>
<td>37%</td>
<td>4%</td>
<td>7%</td>
<td>1%</td>
<td>188</td>
</tr>
<tr>
<td>Read Boston Globe</td>
<td>29%</td>
<td>58%</td>
<td>2%</td>
<td>8%</td>
<td>3%</td>
<td>96</td>
</tr>
<tr>
<td>Watch WMUR</td>
<td>41%</td>
<td>45%</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
<td>372</td>
</tr>
<tr>
<td>Listen to NHPR</td>
<td>23%</td>
<td>65%</td>
<td>4%</td>
<td>5%</td>
<td>2%</td>
<td>176</td>
</tr>
<tr>
<td>18 to 34</td>
<td>24%</td>
<td>57%</td>
<td>3%</td>
<td>13%</td>
<td>2%</td>
<td>85</td>
</tr>
<tr>
<td>35 to 49</td>
<td>41%</td>
<td>42%</td>
<td>5%</td>
<td>11%</td>
<td>1%</td>
<td>120</td>
</tr>
<tr>
<td>50 to 64</td>
<td>31%</td>
<td>56%</td>
<td>6%</td>
<td>6%</td>
<td>1%</td>
<td>220</td>
</tr>
<tr>
<td>65 and over</td>
<td>52%</td>
<td>36%</td>
<td>4%</td>
<td>4%</td>
<td>4%</td>
<td>142</td>
</tr>
<tr>
<td>Working class men</td>
<td>38%</td>
<td>48%</td>
<td>3%</td>
<td>10%</td>
<td>1%</td>
<td>115</td>
</tr>
<tr>
<td>College educ. men</td>
<td>44%</td>
<td>39%</td>
<td>8%</td>
<td>9%</td>
<td>2%</td>
<td>170</td>
</tr>
<tr>
<td>Working class women</td>
<td>39%</td>
<td>47%</td>
<td>4%</td>
<td>6%</td>
<td>4%</td>
<td>119</td>
</tr>
<tr>
<td>College educ. women</td>
<td>31%</td>
<td>57%</td>
<td>5%</td>
<td>6%</td>
<td>1%</td>
<td>179</td>
</tr>
<tr>
<td>Male</td>
<td>41%</td>
<td>42%</td>
<td>6%</td>
<td>9%</td>
<td>1%</td>
<td>286</td>
</tr>
<tr>
<td>Female</td>
<td>34%</td>
<td>53%</td>
<td>5%</td>
<td>6%</td>
<td>2%</td>
<td>300</td>
</tr>
<tr>
<td>High school or less</td>
<td>34%</td>
<td>54%</td>
<td>4%</td>
<td>5%</td>
<td>4%</td>
<td>101</td>
</tr>
<tr>
<td>Some college</td>
<td>41%</td>
<td>42%</td>
<td>4%</td>
<td>11%</td>
<td>2%</td>
<td>133</td>
</tr>
<tr>
<td>College graduate</td>
<td>44%</td>
<td>40%</td>
<td>6%</td>
<td>9%</td>
<td>1%</td>
<td>216</td>
</tr>
<tr>
<td>Post graduate</td>
<td>26%</td>
<td>60%</td>
<td>7%</td>
<td>5%</td>
<td>2%</td>
<td>132</td>
</tr>
<tr>
<td>Less than $30K</td>
<td>30%</td>
<td>49%</td>
<td>6%</td>
<td>11%</td>
<td>5%</td>
<td>58</td>
</tr>
<tr>
<td>$30K to $60K</td>
<td>30%</td>
<td>60%</td>
<td>3%</td>
<td>7%</td>
<td>1%</td>
<td>93</td>
</tr>
<tr>
<td>$60K to $75K</td>
<td>22%</td>
<td>57%</td>
<td>8%</td>
<td>12%</td>
<td>2%</td>
<td>54</td>
</tr>
<tr>
<td>$75K to $100K</td>
<td>53%</td>
<td>38%</td>
<td>6%</td>
<td>3%</td>
<td>0%</td>
<td>60</td>
</tr>
<tr>
<td>$100K or more</td>
<td>40%</td>
<td>48%</td>
<td>6%</td>
<td>7%</td>
<td>0%</td>
<td>142</td>
</tr>
<tr>
<td>Attend services 1 or more/week</td>
<td>51%</td>
<td>33%</td>
<td>7%</td>
<td>8%</td>
<td>1%</td>
<td>139</td>
</tr>
<tr>
<td>1 2 times a month</td>
<td>47%</td>
<td>40%</td>
<td>4%</td>
<td>7%</td>
<td>2%</td>
<td>75</td>
</tr>
<tr>
<td>Less often</td>
<td>36%</td>
<td>50%</td>
<td>1%</td>
<td>9%</td>
<td>3%</td>
<td>151</td>
</tr>
<tr>
<td>Never</td>
<td>28%</td>
<td>57%</td>
<td>8%</td>
<td>5%</td>
<td>2%</td>
<td>195</td>
</tr>
<tr>
<td>North Country</td>
<td>30%</td>
<td>58%</td>
<td>3%</td>
<td>5%</td>
<td>4%</td>
<td>52</td>
</tr>
<tr>
<td>Central / Lakes</td>
<td>40%</td>
<td>47%</td>
<td>4%</td>
<td>6%</td>
<td>3%</td>
<td>102</td>
</tr>
<tr>
<td>Connecticut Valley</td>
<td>27%</td>
<td>57%</td>
<td>7%</td>
<td>7%</td>
<td>2%</td>
<td>85</td>
</tr>
<tr>
<td>Mass Border</td>
<td>49%</td>
<td>36%</td>
<td>7%</td>
<td>7%</td>
<td>1%</td>
<td>169</td>
</tr>
<tr>
<td>Seacoast</td>
<td>32%</td>
<td>56%</td>
<td>3%</td>
<td>8%</td>
<td>1%</td>
<td>95</td>
</tr>
<tr>
<td>Manchester Area</td>
<td>33%</td>
<td>46%</td>
<td>5%</td>
<td>12%</td>
<td>4%</td>
<td>83</td>
</tr>
<tr>
<td>First Cong. Dist.</td>
<td>37%</td>
<td>46%</td>
<td>4%</td>
<td>10%</td>
<td>3%</td>
<td>280</td>
</tr>
<tr>
<td>Second Cong. Dist.</td>
<td>38%</td>
<td>49%</td>
<td>6%</td>
<td>5%</td>
<td>1%</td>
<td>306</td>
</tr>
<tr>
<td></td>
<td>Romney</td>
<td>Obama</td>
<td>Both Equal</td>
<td>Neither</td>
<td>DK</td>
<td>(N)</td>
</tr>
<tr>
<td>------------------------</td>
<td>--------</td>
<td>-------</td>
<td>------------</td>
<td>---------</td>
<td>----</td>
<td>-----</td>
</tr>
<tr>
<td><strong>STATEWIDE</strong></td>
<td>41%</td>
<td>50%</td>
<td>1%</td>
<td>5%</td>
<td>3%</td>
<td>592</td>
</tr>
<tr>
<td>Registered Democrat</td>
<td>6%</td>
<td>92%</td>
<td>0%</td>
<td>1%</td>
<td>1%</td>
<td>135</td>
</tr>
<tr>
<td>Registered Undeclared</td>
<td>34%</td>
<td>53%</td>
<td>2%</td>
<td>7%</td>
<td>4%</td>
<td>246</td>
</tr>
<tr>
<td>Registered Republican</td>
<td>85%</td>
<td>9%</td>
<td>0%</td>
<td>4%</td>
<td>2%</td>
<td>174</td>
</tr>
<tr>
<td>Democrat</td>
<td>2%</td>
<td>94%</td>
<td>1%</td>
<td>2%</td>
<td>1%</td>
<td>255</td>
</tr>
<tr>
<td>Independent</td>
<td>36%</td>
<td>40%</td>
<td>5%</td>
<td>13%</td>
<td>6%</td>
<td>93</td>
</tr>
<tr>
<td>Republican</td>
<td>85%</td>
<td>8%</td>
<td>0%</td>
<td>5%</td>
<td>2%</td>
<td>242</td>
</tr>
<tr>
<td>Liberal</td>
<td>7%</td>
<td>89%</td>
<td>1%</td>
<td>3%</td>
<td>1%</td>
<td>132</td>
</tr>
<tr>
<td>Moderate</td>
<td>34%</td>
<td>57%</td>
<td>2%</td>
<td>5%</td>
<td>3%</td>
<td>264</td>
</tr>
<tr>
<td>Conservative</td>
<td>81%</td>
<td>10%</td>
<td>1%</td>
<td>6%</td>
<td>3%</td>
<td>174</td>
</tr>
<tr>
<td>Romney supporter</td>
<td>95%</td>
<td>2%</td>
<td>0%</td>
<td>2%</td>
<td>1%</td>
<td>235</td>
</tr>
<tr>
<td>Obama supporter</td>
<td>1%</td>
<td>96%</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
<td>266</td>
</tr>
<tr>
<td>Other/Undecided</td>
<td>20%</td>
<td>41%</td>
<td>5%</td>
<td>20%</td>
<td>14%</td>
<td>87</td>
</tr>
<tr>
<td>Support Tea Party</td>
<td>93%</td>
<td>2%</td>
<td>0%</td>
<td>3%</td>
<td>2%</td>
<td>123</td>
</tr>
<tr>
<td>Neutral</td>
<td>51%</td>
<td>35%</td>
<td>2%</td>
<td>9%</td>
<td>3%</td>
<td>198</td>
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### Which Candidate Is Better for Women?

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## Which Candidate Is Better for the Middle Class?

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<tr>
<td>$100K or more</td>
<td>45%</td>
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<td>3%</td>
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<td>141</td>
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<tr>
<td>Attend services 1 or more/week</td>
<td>52%</td>
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<td>53%</td>
<td>41%</td>
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<td>Never</td>
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<td>Central / Lakes</td>
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<td>Obama</td>
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<td>Neither</td>
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<td>(N)</td>
</tr>
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<td>1%</td>
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<tr>
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<td>Moderate</td>
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<td>2%</td>
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<td>5%</td>
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<tr>
<td>Romney supporter</td>
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<td>0%</td>
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<td>264</td>
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<tr>
<td>Other/Undecided</td>
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<td>1%</td>
<td>6%</td>
<td>197</td>
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<tr>
<td>Oppose Tea Party</td>
<td>84%</td>
<td>10%</td>
<td>1%</td>
<td>1%</td>
<td>4%</td>
<td>235</td>
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<tr>
<td>McCain/Palin Voter</td>
<td>78%</td>
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<td>225</td>
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<td>82%</td>
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<td>281</td>
</tr>
<tr>
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<td>62%</td>
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<tr>
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<td>84%</td>
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<td>50</td>
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<tr>
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<td>2%</td>
<td>94</td>
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<tr>
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<td>2%</td>
<td>7%</td>
<td>370</td>
</tr>
<tr>
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<td>2%</td>
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<td>179</td>
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<tr>
<td>18 to 34</td>
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<td>0%</td>
<td>0%</td>
<td>89</td>
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<tr>
<td>35 to 49</td>
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<td>3%</td>
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<tr>
<td>50 to 64</td>
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<td>3%</td>
<td>4%</td>
<td>8%</td>
<td>217</td>
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<tr>
<td>65 and over</td>
<td>84%</td>
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<td>2%</td>
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<td>143</td>
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<tr>
<td>Working class men</td>
<td>78%</td>
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<td>3%</td>
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<td>116</td>
</tr>
<tr>
<td>College educ. men</td>
<td>87%</td>
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<td>1%</td>
<td>3%</td>
<td>174</td>
</tr>
<tr>
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</tr>
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<td>2%</td>
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<tr>
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<tr>
<td>$30K to $60K</td>
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<td>0%</td>
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<td>1%</td>
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<td>60</td>
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<tr>
<td>$100K or more</td>
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<td>141</td>
</tr>
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<td>Attend services 1 or more/week</td>
<td>75%</td>
<td>11%</td>
<td>5%</td>
<td>0%</td>
<td>9%</td>
<td>139</td>
</tr>
<tr>
<td>1 2 times a month</td>
<td>80%</td>
<td>5%</td>
<td>2%</td>
<td>9%</td>
<td>4%</td>
<td>74</td>
</tr>
<tr>
<td>Less often</td>
<td>83%</td>
<td>10%</td>
<td>2%</td>
<td>1%</td>
<td>4%</td>
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</tr>
<tr>
<td>Never</td>
<td>79%</td>
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</tr>
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</tr>
<tr>
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<td>7%</td>
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</tr>
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<td>5%</td>
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</tr>
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<td>Seacoast</td>
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</tr>
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<tr>
<td></td>
<td>Romney</td>
<td>Obama</td>
<td>Both Equal</td>
<td>Neither</td>
<td>DK</td>
<td>(N)</td>
</tr>
<tr>
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<tr>
<td><strong>STATEWIDE</strong></td>
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<td>135</td>
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<tr>
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<td>64%</td>
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<tr>
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</tr>
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</tr>
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<td>Moderate</td>
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<tr>
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<td>1%</td>
<td>4%</td>
<td>5%</td>
<td>174</td>
</tr>
<tr>
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<td>4%</td>
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<td>235</td>
</tr>
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<tr>
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<tr>
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<tr>
<td>McCain/Palin Voter</td>
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<tr>
<td>Did Not Vote in 2008</td>
<td>13%</td>
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<td>2%</td>
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<td>94</td>
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<td>370</td>
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<td>2%</td>
<td>89</td>
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<tr>
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Is Mitt Romney Presenting New Ideas or More of the Same?

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<tr>
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