

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

September 14, 2012

### NH VOTERS: OBAMA BETTER FOR MOST GROUPS OF AMERICANS

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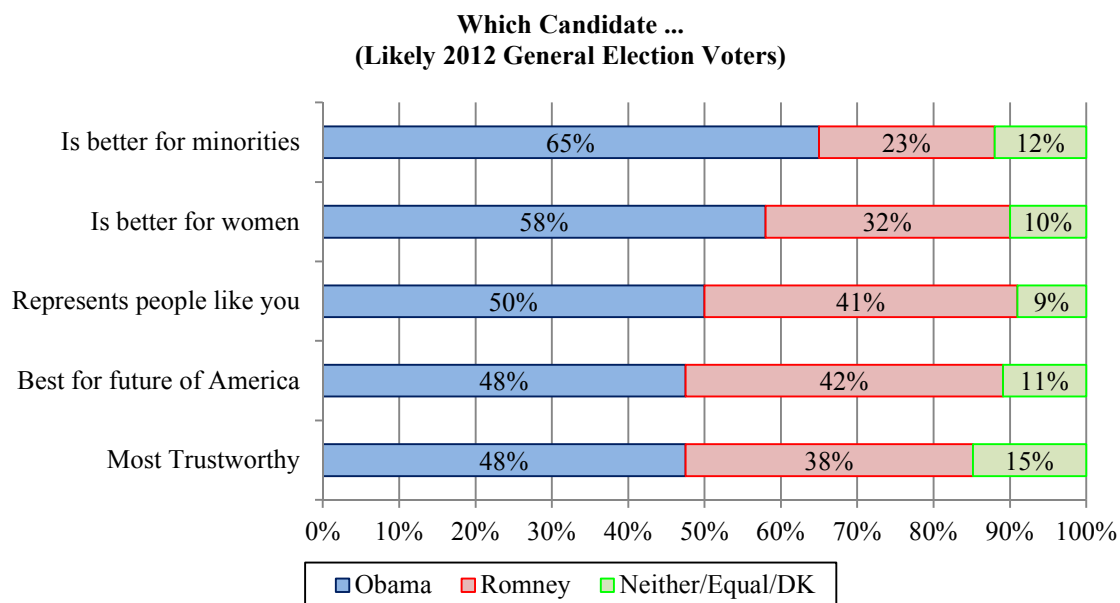
DURHAM, NH – The race for president in the battleground state of New Hampshire is close, but President Obama is seen as the candidate who is best able to help most groups of Americans. Mitt Romney is thought to be the candidate presenting new ideas while Obama is presenting more of the same.

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.

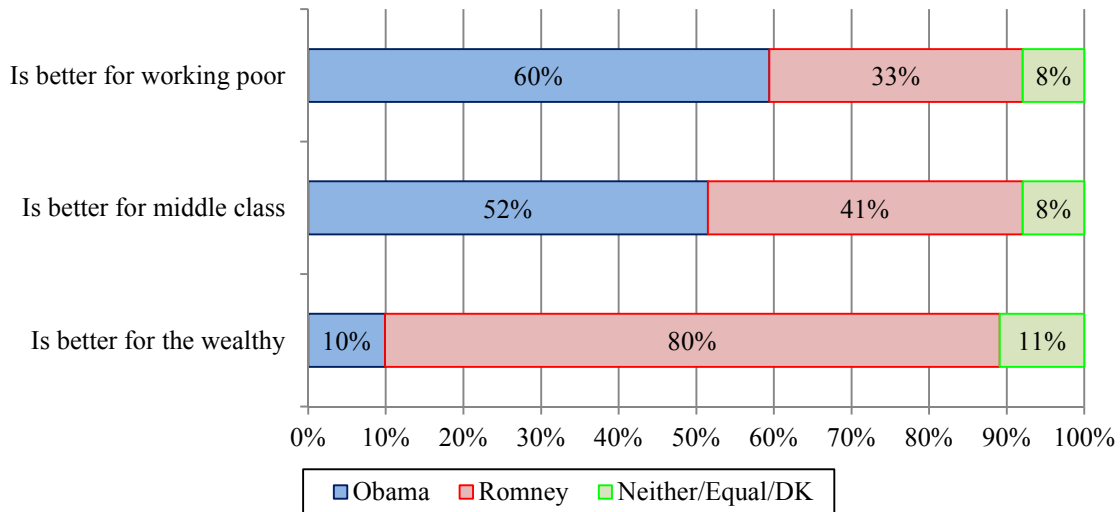
But when voters are asked which candidate is better for different groups of Americans, Obama leads over Romney in nearly every category. Majorities of New Hampshire likely voters say that Obama is better for minorities (65%-23%), women (58%-32%), and people like themselves (50%-41%) than Romney. Pluralities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



\* 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%).

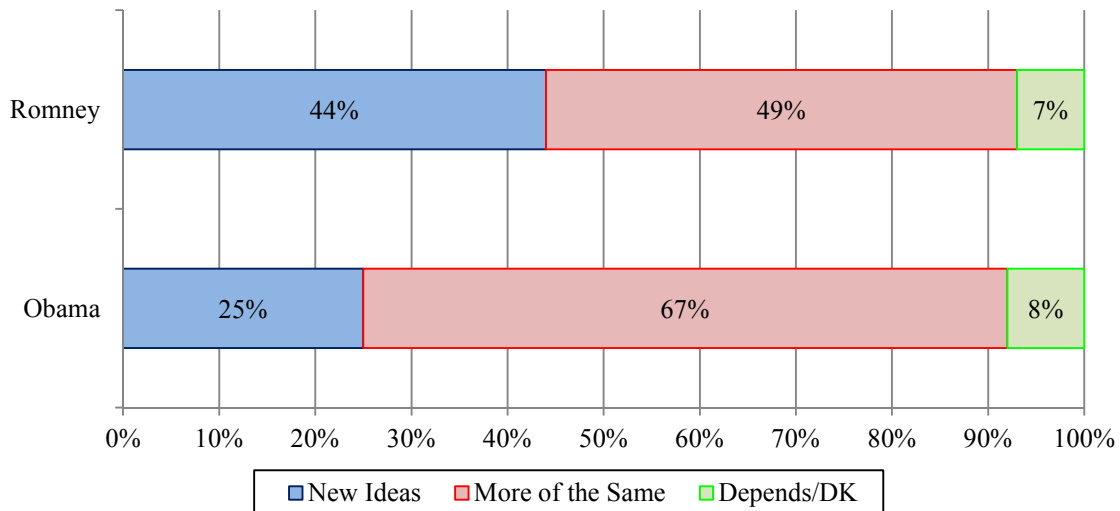
**Which Candidate ...  
(Likely 2012 General Election Voters)**



**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.

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

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

### 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]

	<u>New Ideas</u>	<u>More of the Same</u>	<u>Depends</u>	<u>Don't Know</u>	<u>(N=)</u>
Romney	44%	49%	2%	5%	(587)
Obama	25%	67%	3%	5%	(590)

### Which Candidate Is Most Trustworthy?

STATEWIDE	<u>Romney</u> 38%	<u>Obama</u> 48%	<u>Both Equal</u> 5%	<u>Neither</u> 8%	<u>DK</u> 2%	<u>(N)</u> 586
Registered Democrat	4%	88%	3%	5%	0%	131
Registered Undeclared	29%	51%	6%	11%	3%	244
Registered Republican	80%	8%	6%	6%	1%	174
Democrat	1%	90%	2%	5%	2%	251
Independent	27%	40%	13%	18%	2%	92
Republican	79%	7%	6%	6%	2%	242
Liberal	5%	84%	3%	6%	2%	132
Moderate	30%	54%	6%	8%	1%	259
Conservative	75%	10%	6%	8%	1%	173
Romney supporter	88%	1%	5%	6%	1%	234
Obama supporter	1%	91%	4%	4%	0%	262
Other/Undecided	16%	43%	11%	20%	11%	87
Support Tea Party	89%	2%	4%	5%	0%	122
Neutral	45%	32%	7%	14%	3%	198
Oppose Tea Party	4%	86%	5%	3%	2%	233
McCain/Palin Voter	79%	4%	6%	9%	1%	224
Obama/Biden Voter	7%	82%	4%	5%	2%	282
Other	54%	28%	8%	10%	0%	27
Did Not Vote in 2008	13%	66%	5%	12%	5%	47
Union household	30%	52%	7%	9%	1%	80
Non union	39%	47%	5%	7%	2%	504
Read Union Leader	51%	37%	4%	7%	1%	188
Read Boston Globe	29%	58%	2%	8%	3%	96
Watch WMUR	41%	45%	5%	7%	2%	372
Listen to NHPR	23%	65%	4%	5%	2%	176
18 to 34	24%	57%	3%	13%	2%	85
35 to 49	41%	42%	5%	11%	1%	120
50 to 64	31%	56%	6%	6%	1%	220
65 and over	52%	36%	4%	4%	4%	142
Working class men	38%	48%	3%	10%	1%	115
College educ. men	44%	39%	8%	9%	2%	170
Working class women	39%	47%	4%	6%	4%	119
College educ. women	31%	57%	5%	6%	1%	179
Male	41%	42%	6%	9%	1%	286
Female	34%	53%	5%	6%	2%	300
High school or less	34%	54%	4%	5%	4%	101
Some college	41%	42%	4%	11%	2%	133
College graduate	44%	40%	6%	9%	1%	216
Post graduate	26%	60%	7%	5%	2%	132
Less than \$30K	30%	49%	6%	11%	5%	58
\$30K to \$60K	30%	60%	3%	7%	1%	93
\$60K to \$75K	22%	57%	8%	12%	2%	54
\$75K to \$100K	53%	38%	6%	3%	0%	60
\$100K or more	40%	48%	6%	7%	0%	142
Attend services 1 or more/week	51%	33%	7%	8%	1%	139
1 2 times a month	47%	40%	4%	7%	2%	75
Less often	36%	50%	1%	9%	3%	151
Never	28%	57%	8%	5%	2%	195
North Country	30%	58%	3%	5%	4%	52
Central / Lakes	40%	47%	4%	6%	3%	102
Connecticut Valley	27%	57%	7%	7%	2%	85
Mass Border	49%	36%	7%	7%	1%	169
Seacoast	32%	56%	3%	8%	1%	95
Manchester Area	33%	46%	5%	12%	4%	83
First Cong. Dist.	37%	46%	4%	10%	3%	280
Second Cong. Dist.	38%	49%	6%	5%	1%	306

**Which Candidate Can Best Represent People Like You?**

<b>STATEWIDE</b>	<b><u>Romney</u></b> <b>41%</b>	<b><u>Obama</u></b> <b>50%</b>	<b><u>Both Equal</u></b> <b>1%</b>	<b><u>Neither</u></b> <b>5%</b>	<b><u>DK</u></b> <b>3%</b>	<b><u>(N)</u></b> <b>592</b>
Registered Democrat	6%	92%	0%	1%	1%	135
Registered Undeclared	34%	53%	2%	7%	4%	246
Registered Republican	85%	9%	0%	4%	2%	174
Democrat	2%	94%	1%	2%	1%	255
Independent	36%	40%	5%	13%	6%	93
Republican	85%	8%	0%	5%	2%	242
Liberal	7%	89%	1%	3%	1%	132
Moderate	34%	57%	2%	5%	3%	264
Conservative	81%	10%	1%	6%	3%	174
Romney supporter	95%	2%	0%	2%	1%	235
Obama supporter	1%	96%	1%	1%	1%	266
Other/Undecided	20%	41%	5%	20%	14%	87
Support Tea Party	93%	2%	0%	3%	2%	123
Neutral	51%	35%	2%	9%	3%	198
Oppose Tea Party	7%	89%	2%	1%	1%	237
McCain/Palin Voter	85%	5%	1%	7%	2%	226
Obama/Biden Voter	9%	84%	1%	3%	3%	283
Other	54%	37%	3%	6%	0%	27
Did Not Vote in 2008	19%	71%	2%	6%	3%	50
Union household	33%	58%	1%	6%	2%	84
Non union	43%	49%	1%	4%	3%	506
Read Union Leader	55%	39%	1%	2%	2%	189
Read Boston Globe	32%	61%	2%	1%	4%	96
Watch WMUR	44%	49%	1%	3%	3%	373
Listen to NHPR	24%	68%	2%	3%	4%	181
18 to 34	27%	63%	2%	7%	2%	89
35 to 49	48%	40%	1%	6%	5%	121
50 to 64	36%	57%	1%	4%	2%	220
65 and over	54%	41%	1%	2%	2%	143
Working class men	44%	44%	1%	7%	3%	117
College educ. men	50%	44%	1%	4%	2%	174
Working class women	41%	54%	0%	3%	2%	119
College educ. women	31%	58%	2%	5%	4%	179
Male	48%	44%	1%	5%	2%	291
Female	35%	56%	1%	4%	3%	301
High school or less	37%	54%	1%	7%	1%	101
Some college	46%	45%	1%	4%	4%	135
College graduate	46%	45%	1%	5%	2%	221
Post graduate	30%	60%	3%	3%	4%	132
Less than \$30K	42%	54%	0%	4%	0%	59
\$30K to \$60K	31%	64%	1%	5%	1%	93
\$60K to \$75K	33%	61%	1%	5%	0%	54
\$75K to \$100K	47%	37%	1%	8%	6%	60
\$100K or more	45%	46%	2%	5%	2%	143
Attend services 1 or more/week	55%	36%	3%	4%	2%	139
1 2 times a month	49%	43%	2%	6%	1%	76
Less often	40%	52%	0%	3%	5%	151
Never	33%	58%	1%	6%	2%	199
North Country	37%	59%	0%	3%	1%	52
Central / Lakes	44%	46%	2%	5%	3%	104
Connecticut Valley	33%	62%	0%	4%	1%	86
Mass Border	50%	39%	1%	6%	4%	172
Seacoast	36%	57%	2%	2%	4%	95
Manchester Area	37%	53%	1%	6%	2%	83
First Cong. Dist.	41%	52%	1%	4%	3%	283
Second Cong. Dist.	42%	49%	1%	5%	3%	309

### Which Candidate Is Better for Women?

STATEWIDE	<u>Romney</u> 32%	<u>Obama</u> 58%	<u>Both Equal</u> 3%	<u>Neither</u> 2%	<u>DK</u> 5%	<u>(N)</u> 591
Registered Democrat	5%	92%	0%	0%	3%	135
Registered Undeclared	24%	64%	5%	1%	5%	245
Registered Republican	68%	17%	3%	5%	6%	174
Democrat	1%	96%	0%	1%	2%	255
Independent	29%	55%	4%	6%	6%	93
Republican	65%	19%	6%	3%	7%	242
Liberal	4%	95%	0%	0%	1%	132
Moderate	24%	65%	3%	2%	6%	263
Conservative	68%	18%	6%	4%	5%	174
Romney supporter	76%	9%	6%	4%	5%	235
Obama supporter	0%	99%	0%	0%	1%	266
Other/Undecided	12%	64%	5%	3%	16%	87
Support Tea Party	79%	9%	6%	2%	4%	123
Neutral	37%	46%	4%	4%	9%	198
Oppose Tea Party	3%	93%	1%	1%	2%	237
McCain/Palin Voter	70%	15%	6%	3%	6%	226
Obama/Biden Voter	5%	89%	1%	1%	3%	282
Other	32%	38%	8%	14%	8%	27
Did Not Vote in 2008	10%	85%	0%	1%	4%	50
Union household	25%	65%	5%	0%	6%	84
Non union	33%	57%	3%	3%	5%	506
Read Union Leader	46%	43%	2%	1%	8%	189
Read Boston Globe	24%	64%	1%	5%	7%	96
Watch WMUR	35%	55%	3%	2%	5%	372
Listen to NHPR	17%	74%	3%	3%	2%	180
18 to 34	14%	74%	1%	7%	5%	89
35 to 49	41%	50%	3%	2%	3%	120
50 to 64	26%	64%	4%	2%	5%	220
65 and over	44%	46%	4%	1%	5%	143
Working class men	31%	60%	3%	1%	5%	117
College educ. men	34%	52%	5%	4%	5%	174
Working class women	36%	54%	1%	3%	6%	119
College educ. women	27%	65%	3%	1%	4%	179
Male	33%	55%	4%	3%	5%	290
Female	31%	60%	2%	2%	5%	301
High school or less	28%	64%	1%	0%	7%	101
Some college	38%	51%	2%	4%	5%	135
College graduate	35%	52%	6%	3%	4%	221
Post graduate	23%	69%	2%	1%	4%	132
Less than \$30K	28%	62%	2%	5%	4%	59
\$30K to \$60K	21%	69%	4%	0%	7%	93
\$60K to \$75K	21%	70%	6%	0%	3%	54
\$75K to \$100K	42%	49%	4%	2%	3%	60
\$100K or more	32%	56%	2%	6%	3%	143
Attend services 1 or more/week	46%	42%	3%	4%	4%	139
1 2 times a month	41%	51%	5%	3%	1%	76
Less often	32%	58%	2%	1%	7%	151
Never	21%	69%	4%	2%	4%	199
North Country	26%	60%	4%	2%	8%	52
Central / Lakes	37%	53%	5%	3%	3%	103
Connecticut Valley	17%	71%	4%	6%	3%	86
Mass Border	41%	47%	4%	2%	6%	172
Seacoast	29%	64%	1%	1%	5%	95
Manchester Area	27%	64%	2%	1%	6%	83
First Cong. Dist.	32%	59%	3%	2%	5%	283
Second Cong. Dist.	32%	57%	4%	3%	5%	308

**Which Candidate Is Best for the Future of America?**

<b>STATEWIDE</b>	<b><u>Romney</u></b> <b>42%</b>	<b><u>Obama</u></b> <b>48%</b>	<b><u>Both Equal</u></b> <b>2%</b>	<b><u>Neither</u></b> <b>5%</b>	<b><u>DK</u></b> <b>4%</b>	<b><u>(N)</u></b> <b>592</b>
Registered Democrat	6%	91%	0%	1%	1%	135
Registered Undeclared	35%	49%	3%	8%	6%	246
Registered Republican	85%	9%	0%	3%	2%	174
Democrat	1%	92%	1%	2%	3%	255
Independent	36%	32%	3%	14%	14%	93
Republican	86%	7%	1%	4%	2%	242
Liberal	6%	85%	2%	3%	4%	132
Moderate	33%	54%	3%	5%	6%	264
Conservative	83%	10%	0%	5%	2%	174
Romney supporter	97%	0%	0%	1%	1%	235
Obama supporter	0%	95%	1%	2%	1%	266
Other/Undecided	19%	30%	7%	21%	24%	87
Support Tea Party	93%	3%	0%	3%	1%	123
Neutral	52%	30%	2%	9%	7%	198
Oppose Tea Party	7%	87%	1%	1%	4%	237
McCain/Palin Voter	88%	4%	1%	5%	3%	226
Obama/Biden Voter	8%	80%	2%	5%	5%	283
Other	54%	32%	3%	9%	3%	27
Did Not Vote in 2008	15%	73%	3%	3%	5%	50
Union household	37%	53%	3%	4%	4%	84
Non union	42%	47%	1%	5%	4%	506
Read Union Leader	56%	34%	1%	5%	3%	189
Read Boston Globe	32%	59%	1%	5%	3%	96
Watch WMUR	45%	45%	2%	5%	4%	373
Listen to NHPR	25%	67%	1%	4%	3%	181
18 to 34	24%	58%	3%	7%	7%	89
35 to 49	49%	39%	2%	6%	5%	121
50 to 64	36%	55%	1%	4%	4%	220
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Working class men	43%	45%	2%	5%	4%	117
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College educ. women	33%	55%	1%	4%	7%	179
Male	47%	44%	1%	5%	3%	291
Female	36%	52%	2%	4%	6%	301
High school or less	37%	54%	4%	3%	2%	101
Some college	46%	40%	3%	7%	5%	135
College graduate	47%	42%	1%	6%	5%	221
Post graduate	31%	61%	0%	3%	5%	132
Less than \$30K	38%	49%	4%	9%	0%	59
\$30K to \$60K	31%	54%	4%	8%	2%	93
\$60K to \$75K	30%	62%	0%	4%	4%	54
\$75K to \$100K	52%	39%	1%	2%	5%	60
\$100K or more	46%	46%	1%	4%	4%	143
Attend services 1 or more/week	55%	33%	1%	5%	5%	139
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North Country	35%	52%	2%	7%	4%	52
Central / Lakes	46%	44%	2%	6%	2%	104
Connecticut Valley	31%	61%	2%	5%	1%	86
Mass Border	51%	39%	1%	2%	7%	172
Seacoast	36%	55%	2%	4%	4%	95
Manchester Area	37%	46%	4%	7%	6%	83
First Cong. Dist.	40%	48%	2%	5%	4%	283
Second Cong. Dist.	43%	48%	1%	4%	4%	309

**Which Candidate Is Better for the Middle Class?**

<b>STATEWIDE</b>	<b><u>Romney</u></b> <b>41%</b>	<b><u>Obama</u></b> <b>52%</b>	<b><u>Both Equal</u></b> <b>2%</b>	<b><u>Neither</u></b> <b>3%</b>	<b><u>DK</u></b> <b>3%</b>	<b><u>(N)</u></b> <b>589</b>
Registered Democrat	6%	92%	0%	2%	1%	135
Registered Undeclared	35%	55%	1%	5%	4%	243
Registered Republican	82%	10%	3%	2%	4%	174
Democrat	1%	96%	0%	1%	1%	252
Independent	41%	45%	4%	5%	5%	93
Republican	82%	8%	2%	5%	4%	242
Liberal	5%	92%	0%	1%	2%	132
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Obama supporter	1%	97%	0%	2%	0%	263
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McCain/Palin Voter	86%	5%	3%	5%	2%	226
Obama/Biden Voter	7%	87%	1%	1%	3%	280
Other	50%	33%	0%	5%	11%	27
Did Not Vote in 2008	17%	74%	0%	8%	1%	50
Union household	32%	56%	2%	4%	6%	82
Non union	42%	51%	1%	3%	2%	505
Read Union Leader	54%	37%	2%	2%	5%	187
Read Boston Globe	34%	61%	1%	3%	1%	94
Watch WMUR	43%	50%	1%	2%	3%	371
Listen to NHPR	26%	71%	0%	1%	2%	179
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College educ. women	32%	60%	3%	2%	4%	177
Male	46%	45%	1%	5%	3%	291
Female	35%	58%	2%	2%	3%	298
High school or less	34%	57%	1%	4%	5%	101
Some college	45%	47%	2%	4%	3%	133
College graduate	48%	44%	2%	4%	3%	219
Post graduate	30%	65%	1%	2%	2%	132
Less than \$30K	37%	49%	1%	8%	4%	58
\$30K to \$60K	30%	65%	1%	1%	3%	93
\$60K to \$75K	32%	57%	4%	6%	1%	54
\$75K to \$100K	48%	40%	1%	6%	4%	60
\$100K or more	45%	50%	1%	3%	0%	141
Attend services 1 or more/week	52%	37%	4%	2%	5%	138
1 2 times a month	53%	41%	2%	4%	0%	74
Less often	37%	55%	1%	3%	4%	151
Never	33%	60%	0%	5%	2%	199
North Country	37%	59%	0%	2%	1%	52
Central / Lakes	48%	48%	1%	2%	1%	104
Connecticut Valley	34%	62%	2%	0%	3%	84
Mass Border	46%	42%	3%	5%	3%	172
Seacoast	34%	60%	1%	4%	2%	94
Manchester Area	36%	50%	1%	5%	7%	83
First Cong. Dist.	39%	52%	1%	4%	4%	282
Second Cong. Dist.	42%	51%	2%	3%	2%	307



### Which Candidate Is Better for Wealthy Americans?

STATEWIDE	<u>Romney</u> 80%	<u>Obama</u> 10%	<u>Both Equal</u> 3%	<u>Neither</u> 2%	<u>DK</u> 6%	<u>(N)</u> 588
Registered Democrat	82%	14%	2%	0%	1%	135
Registered Undeclared	79%	9%	3%	3%	6%	244
Registered Republican	75%	9%	4%	4%	9%	173
Democrat	85%	12%	1%	0%	2%	253
Independent	73%	11%	3%	4%	9%	92
Republican	77%	6%	5%	4%	8%	241
Liberal	82%	14%	1%	0%	3%	132
Moderate	82%	8%	3%	2%	5%	261
Conservative	76%	8%	4%	5%	8%	173
Romney supporter	77%	7%	4%	5%	7%	234
Obama supporter	82%	13%	1%	0%	3%	264
Other/Undecided	78%	5%	3%	3%	12%	87
Support Tea Party	75%	7%	3%	8%	7%	122
Neutral	80%	9%	4%	1%	6%	197
Oppose Tea Party	84%	10%	1%	1%	4%	235
McCain/Palin Voter	78%	6%	5%	5%	5%	225
Obama/Biden Voter	82%	14%	1%	1%	3%	281
Other	62%	7%	6%	2%	23%	27
Did Not Vote in 2008	84%	4%	0%	0%	12%	50
Union household	83%	7%	4%	0%	6%	82
Non union	79%	10%	3%	3%	6%	505
Read Union Leader	80%	8%	4%	3%	5%	186
Read Boston Globe	83%	10%	4%	1%	2%	94
Watch WMUR	78%	10%	4%	2%	7%	370
Listen to NHPR	81%	12%	3%	2%	2%	179
18 to 34	93%	7%	0%	0%	0%	89
35 to 49	80%	8%	5%	3%	4%	120
50 to 64	71%	13%	3%	4%	8%	217
65 and over	84%	7%	1%	2%	6%	143
Working class men	78%	11%	2%	3%	7%	116
College educ. men	87%	6%	3%	1%	3%	174
Working class women	78%	11%	1%	4%	6%	118
College educ. women	74%	11%	4%	2%	8%	177
Male	83%	8%	2%	2%	4%	290
Female	76%	11%	3%	3%	7%	298
High school or less	76%	15%	2%	0%	7%	100
Some college	80%	8%	1%	6%	6%	134
College graduate	81%	8%	3%	2%	5%	219
Post graduate	81%	9%	4%	2%	5%	132
Less than \$30K	76%	18%	0%	2%	3%	59
\$30K to \$60K	84%	7%	3%	0%	7%	93
\$60K to \$75K	73%	14%	1%	2%	10%	54
\$75K to \$100K	84%	10%	1%	1%	5%	60
\$100K or more	86%	6%	1%	6%	2%	141
Attend services 1 or more/week	75%	11%	5%	0%	9%	139
1 2 times a month	80%	5%	2%	9%	4%	74
Less often	83%	10%	2%	1%	4%	150
Never	79%	11%	2%	3%	6%	199
North Country	78%	16%	3%	0%	3%	52
Central / Lakes	83%	7%	3%	1%	6%	103
Connecticut Valley	78%	13%	1%	2%	7%	84
Mass Border	78%	8%	5%	5%	4%	172
Seacoast	84%	7%	2%	1%	7%	95
Manchester Area	78%	13%	0%	2%	8%	83
First Cong. Dist.	79%	9%	3%	2%	7%	283
Second Cong. Dist.	80%	10%	3%	3%	5%	305

**Which Candidate Is Better for the Working Poor?**

<b>STATEWIDE</b>	<b><u>Romney</u></b> <b>33%</b>	<b><u>Obama</u></b> <b>60%</b>	<b><u>Both Equal</u></b> <b>1%</b>	<b><u>Neither</u></b> <b>3%</b>	<b><u>DK</u></b> <b>4%</b>	<b><u>(N)</u></b> <b>589</b>
Registered Democrat	5%	95%	0%	0%	0%	135
Registered Undeclared	26%	64%	1%	3%	6%	243
Registered Republican	70%	22%	1%	3%	4%	174
Democrat	1%	98%	0%	0%	0%	253
Independent	31%	55%	1%	7%	7%	93
Republican	67%	22%	2%	3%	6%	242
Liberal	4%	94%	1%	0%	1%	132
Moderate	24%	70%	0%	3%	4%	261
Conservative	69%	21%	1%	4%	5%	174
Romney supporter	78%	14%	1%	4%	4%	235
Obama supporter	0%	99%	0%	0%	1%	264
Other/Undecided	13%	66%	2%	5%	14%	87
Support Tea Party	76%	15%	1%	6%	2%	123
Neutral	39%	50%	1%	3%	7%	198
Oppose Tea Party	5%	93%	0%	1%	1%	235
McCain/Palin Voter	70%	22%	1%	3%	4%	226
Obama/Biden Voter	5%	90%	0%	2%	3%	280
Other	50%	35%	0%	6%	9%	27
Did Not Vote in 2008	13%	84%	2%	0%	2%	50
Union household	30%	68%	1%	0%	2%	82
Non union	33%	59%	1%	3%	4%	506
Read Union Leader	45%	47%	0%	4%	4%	187
Read Boston Globe	24%	69%	1%	2%	4%	94
Watch WMUR	35%	58%	1%	2%	5%	370
Listen to NHPR	21%	77%	0%	1%	1%	178
18 to 34	21%	76%	0%	1%	2%	89
35 to 49	37%	52%	1%	6%	4%	120
50 to 64	26%	69%	1%	2%	1%	218
65 and over	46%	44%	1%	1%	8%	143
Working class men	37%	58%	1%	2%	2%	117
College educ. men	36%	58%	0%	3%	3%	174
Working class women	35%	56%	2%	2%	5%	119
College educ. women	26%	66%	0%	3%	5%	177
Male	36%	58%	0%	3%	3%	290
Female	30%	62%	1%	2%	5%	299
High school or less	32%	60%	3%	1%	5%	101
Some college	40%	54%	1%	3%	3%	135
College graduate	36%	57%	0%	3%	3%	219
Post graduate	21%	72%	0%	1%	5%	132
Less than \$30K	41%	55%	0%	0%	4%	59
\$30K to \$60K	26%	68%	0%	1%	5%	93
\$60K to \$75K	19%	75%	0%	5%	1%	54
\$75K to \$100K	36%	59%	0%	2%	3%	60
\$100K or more	33%	62%	0%	2%	3%	141
Attend services 1 or more/week	46%	47%	0%	3%	4%	139
1 2 times a month	40%	53%	0%	6%	1%	74
Less often	30%	64%	2%	1%	3%	151
Never	25%	67%	1%	3%	4%	199
North Country	34%	63%	0%	0%	3%	52
Central / Lakes	38%	54%	1%	2%	5%	103
Connecticut Valley	27%	69%	0%	2%	2%	84
Mass Border	36%	55%	2%	3%	4%	172
Seacoast	31%	63%	0%	1%	5%	95
Manchester Area	27%	64%	0%	6%	4%	83
First Cong. Dist.	32%	60%	1%	3%	4%	283
Second Cong. Dist.	34%	60%	1%	2%	3%	306

**Which Candidate Is Better for Minorities?**

<b>STATEWIDE</b>	<b><u>Romney</u></b> <b>23%</b>	<b><u>Obama</u></b> <b>65%</b>	<b><u>Both Equal</u></b> <b>5%</b>	<b><u>Neither</u></b> <b>2%</b>	<b><u>DK</u></b> <b>5%</b>	<b><u>(N)</u></b> <b>586</b>
Registered Democrat	4%	93%	0%	0%	2%	135
Registered Undeclared	17%	68%	7%	1%	7%	242
Registered Republican	48%	34%	5%	5%	7%	172
Democrat	1%	96%	1%	1%	2%	253
Independent	19%	61%	4%	6%	10%	91
Republican	47%	33%	9%	2%	8%	240
Liberal	4%	94%	0%	1%	2%	132
Moderate	15%	69%	7%	3%	6%	260
Conservative	50%	36%	5%	2%	8%	172
Romney supporter	56%	25%	8%	4%	6%	231
Obama supporter	0%	97%	1%	0%	2%	264
Other/Undecided	3%	73%	7%	3%	14%	87
Support Tea Party	58%	25%	8%	4%	5%	121
Neutral	26%	57%	5%	2%	9%	196
Oppose Tea Party	3%	93%	2%	1%	2%	235
McCain/Palin Voter	51%	32%	10%	2%	5%	222
Obama/Biden Voter	4%	90%	1%	1%	4%	280
Other	15%	49%	0%	14%	22%	27
Did Not Vote in 2008	8%	80%	0%	4%	7%	50
Union household	16%	71%	3%	0%	10%	82
Non union	24%	64%	5%	3%	5%	502
Read Union Leader	32%	53%	5%	2%	8%	185
Read Boston Globe	17%	73%	2%	5%	3%	94
Watch WMUR	25%	61%	5%	3%	7%	368
Listen to NHPR	13%	77%	5%	3%	2%	178
18 to 34	10%	79%	2%	7%	3%	89
35 to 49	28%	60%	2%	2%	8%	120
50 to 64	15%	73%	5%	2%	6%	217
65 and over	37%	50%	8%	0%	5%	142
Working class men	26%	64%	3%	0%	6%	115
College educ. men	23%	64%	5%	4%	4%	174
Working class women	28%	63%	3%	2%	4%	118
College educ. women	17%	68%	6%	2%	7%	176
Male	24%	64%	4%	3%	5%	289
Female	21%	66%	5%	2%	6%	296
High school or less	22%	70%	4%	0%	4%	100
Some college	30%	59%	2%	2%	6%	133
College graduate	24%	62%	6%	3%	6%	218
Post graduate	13%	73%	6%	2%	6%	132
Less than \$30K	28%	70%	1%	1%	0%	58
\$30K to \$60K	15%	73%	8%	0%	4%	93
\$60K to \$75K	13%	73%	7%	2%	5%	54
\$75K to \$100K	30%	55%	6%	1%	7%	60
\$100K or more	19%	67%	2%	6%	7%	140
Attend services 1 or more/week	35%	44%	7%	4%	10%	139
1 2 times a month	26%	65%	4%	3%	2%	72
Less often	19%	69%	3%	2%	7%	150
Never	16%	76%	5%	1%	2%	199
North Country	18%	63%	8%	0%	11%	52
Central / Lakes	28%	59%	7%	2%	5%	101
Connecticut Valley	15%	73%	5%	5%	3%	83
Mass Border	26%	61%	6%	2%	5%	172
Seacoast	26%	70%	0%	1%	3%	95
Manchester Area	17%	69%	1%	3%	11%	83
First Cong. Dist.	23%	64%	4%	2%	7%	283
Second Cong. Dist.	22%	66%	5%	3%	4%	302

## Is Mitt Romney Presenting New Ideas or More of the Same?

STATEWIDE	<u>New Ideas</u> 44%	<u>More of the Same</u> 49%	<u>Depends</u> 2%	<u>DK</u> 5%	<u>(N)</u> 587
Registered Democrat	11%	80%	4%	5%	132
Registered Undeclared	41%	51%	2%	7%	244
Registered Republican	76%	19%	2%	3%	174
Democrat	14%	78%	3%	5%	252
Independent	40%	50%	1%	9%	93
Republican	76%	18%	2%	4%	241
Liberal	17%	74%	3%	6%	128
Moderate	35%	58%	2%	5%	263
Conservative	78%	17%	2%	2%	174
Romney supporter	83%	11%	3%	4%	234
Obama supporter	15%	77%	2%	6%	263
Other/Undecided	27%	67%	1%	5%	87
Support Tea Party	88%	12%	1%	0%	122
Neutral	52%	39%	3%	6%	198
Oppose Tea Party	16%	77%	2%	5%	234
McCain/Palin Voter	78%	18%	2%	2%	224
Obama/Biden Voter	20%	71%	2%	7%	280
Other	31%	52%	9%	8%	27
Did Not Vote in 2008	31%	62%	2%	6%	50
Union household	38%	48%	5%	9%	84
Non union	45%	49%	2%	4%	502
Read Union Leader	59%	34%	2%	5%	189
Read Boston Globe	36%	56%	3%	5%	96
Watch WMUR	48%	46%	2%	4%	370
Listen to NHPR	33%	61%	2%	4%	181
18 to 34	35%	61%	3%	1%	89
35 to 49	50%	42%	1%	7%	121
50 to 64	36%	54%	3%	7%	219
65 and over	55%	40%	2%	3%	140
Working class men	42%	54%	1%	2%	114
College educ. men	48%	46%	3%	3%	173
Working class women	49%	45%	1%	5%	119
College educ. women	38%	50%	4%	8%	179
Male	46%	49%	2%	3%	287
Female	42%	48%	3%	7%	301
High school or less	42%	53%	2%	3%	101
Some college	48%	47%	1%	4%	132
College graduate	48%	43%	3%	6%	219
Post graduate	34%	56%	4%	6%	132
Less than \$30K	43%	50%	3%	5%	56
\$30K to \$60K	42%	52%	1%	6%	93
\$60K to \$75K	35%	51%	2%	12%	54
\$75K to \$100K	55%	40%	0%	5%	60
\$100K or more	40%	52%	5%	4%	143
Attend services 1 or more/week	50%	45%	1%	5%	139
1 2 times a month	49%	46%	1%	4%	76
Less often	49%	43%	2%	5%	149
Never	33%	58%	4%	5%	198
North Country	35%	57%	2%	7%	49
Central / Lakes	45%	47%	1%	6%	104
Connecticut Valley	28%	63%	2%	7%	86
Mass Border	56%	39%	3%	2%	172
Seacoast	40%	52%	0%	8%	94
Manchester Area	44%	49%	5%	3%	83
First Cong. Dist.	45%	48%	2%	4%	283
Second Cong. Dist.	43%	49%	3%	5%	305

**Is Barack Obama Presenting New Ideas or More of the Same?**

<b>STATEWIDE</b>	<b><u>New Ideas</u></b> <b>25%</b>	<b><u>More of the Same</u></b> <b>67%</b>	<b><u>Depends</u></b> <b>3%</b>	<b><u>DK</u></b> <b>5%</b>	<b><u>(N)</u></b> <b>590</b>
Registered Democrat	43%	46%	3%	8%	135
Registered Undeclared	26%	65%	4%	5%	246
Registered Republican	7%	90%	0%	3%	172
Democrat	45%	42%	5%	7%	255
Independent	17%	72%	2%	9%	93
Republican	7%	92%	0%	1%	240
Liberal	46%	47%	4%	3%	132
Moderate	23%	66%	3%	8%	264
Conservative	11%	86%	1%	1%	172
Romney supporter	3%	95%	1%	2%	233
Obama supporter	47%	41%	5%	7%	266
Other/Undecided	18%	73%	2%	8%	87
Support Tea Party	6%	93%	0%	1%	123
Neutral	12%	79%	2%	7%	196
Oppose Tea Party	47%	43%	5%	5%	237
McCain/Palin Voter	5%	94%	0%	1%	223
Obama/Biden Voter	40%	48%	4%	8%	283
Other	13%	87%	0%	0%	27
Did Not Vote in 2008	39%	44%	6%	11%	50
Union household	29%	65%	2%	4%	84
Non union	24%	68%	3%	5%	504
Read Union Leader	22%	70%	3%	5%	187
Read Boston Globe	31%	60%	5%	4%	96
Watch WMUR	25%	68%	3%	4%	373
Listen to NHPR	33%	56%	5%	6%	181
18 to 34	27%	69%	2%	2%	89
35 to 49	18%	76%	1%	6%	121
50 to 64	28%	61%	4%	7%	220
65 and over	25%	67%	3%	4%	141
Working class men	19%	77%	2%	2%	117
College educ. men	18%	76%	1%	4%	172
Working class women	28%	61%	2%	8%	119
College educ. women	33%	56%	5%	6%	179
Male	19%	76%	1%	3%	289
Female	31%	58%	4%	7%	301
High school or less	29%	63%	3%	6%	101
Some college	20%	73%	1%	5%	135
College graduate	24%	69%	3%	4%	219
Post graduate	29%	60%	4%	6%	132
Less than \$30K	20%	74%	2%	4%	59
\$30K to \$60K	35%	57%	1%	8%	93
\$60K to \$75K	27%	57%	8%	7%	54
\$75K to \$100K	13%	81%	1%	5%	58
\$100K or more	23%	70%	5%	2%	143
Attend services 1 or more/week	19%	73%	3%	6%	139
1 2 times a month	17%	76%	3%	4%	76
Less often	31%	61%	4%	5%	151
Never	26%	66%	3%	5%	197
North Country	35%	58%	3%	4%	52
Central / Lakes	29%	62%	4%	5%	102
Connecticut Valley	26%	59%	8%	8%	86
Mass Border	20%	75%	2%	3%	172
Seacoast	23%	73%	2%	2%	95
Manchester Area	24%	66%	0%	10%	83
First Cong. Dist.	21%	71%	2%	5%	283
Second Cong. Dist.	28%	63%	4%	5%	306