

# WMUR / GRANITE STATE POLL THE UNIVERSITY OF NEW HAMPSHIRE

## MCCAIN WITH SLIGHT NH EDGE, MANY VOTERS UNDECIDED

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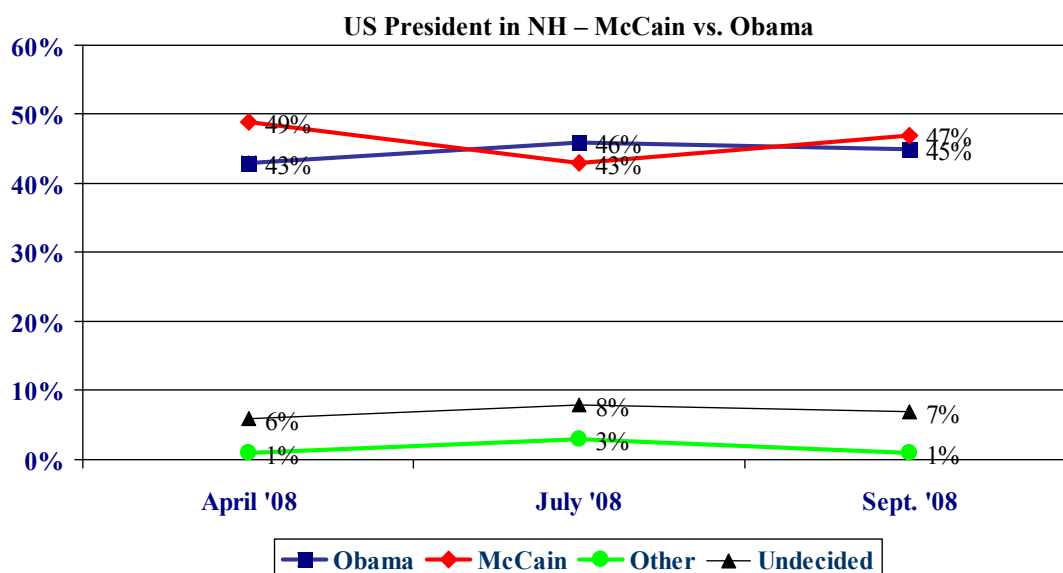
DURHAM, NH – John McCain has regained a slight lead over Barack Obama in the race for President in the swing state of New Hampshire. But many voters remain undecided and many more say they could change their minds between now and the election. The most important issue to voters continues to be jobs and the economy.

These findings are based on the latest **WMUR / Granite State Poll**,\* sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center. Five hundred fifty (550) randomly selected New Hampshire adults were interviewed by telephone between September 14 and September 21, 2008. The margin of sampling error for the survey is +/- 4.2%. Included was a subsample of 523 likely November voters (margin of sampling error, +/-4.3%).

### U.S. President

Although New Hampshire has only 4 votes in the Electoral College it will be a battleground state in the November election. Currently, Arizona Senator John McCain holds a small lead over Illinois Senator Barack Obama.

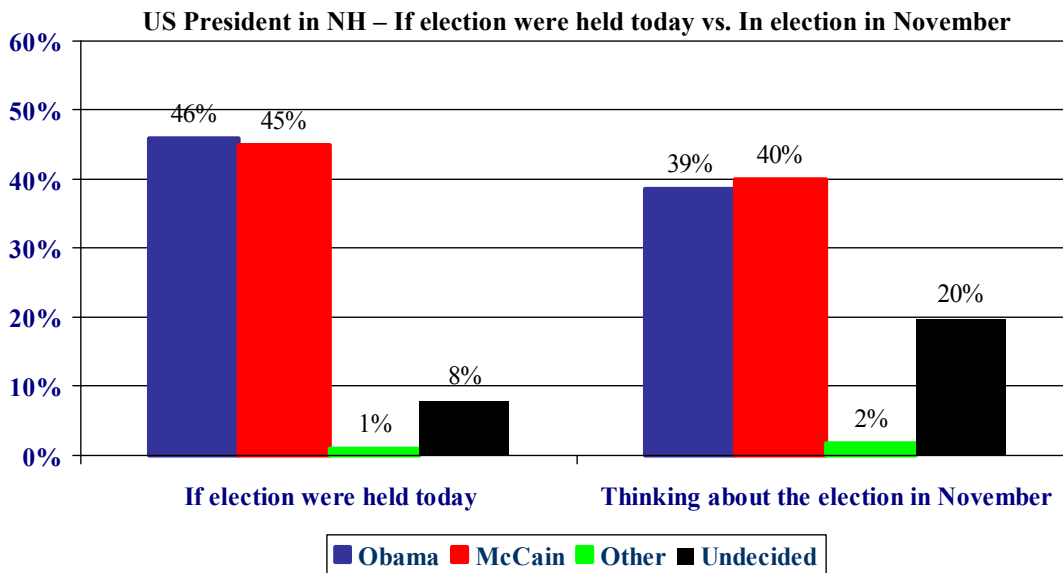
In the most recent Granite State Poll, 47% of likely voters say they plan to vote for McCain, 45% say they will vote for Obama, 1% prefer some other candidate and 7% are undecided. (These percentages include undecided voters who say they lean toward a candidate.) The race between Obama and McCain has swung back and forth over the summer and promises to stay close until the election.



But concentrating on the “horse race” provides a misleading depiction of the New Hampshire electorate. It is crucial to point out that many New Hampshire voters have not firmly decided who they will actually vote for in November. In order to investigate this, the Granite State Poll conducted an experiment in which half the sample of respondents were asked “Suppose the 2008 presidential election was being held today and the candidates were John McCain and Sarah Palin, the Republicans and Barack Obama and Joe Biden, the Democrats, who would you vote for?” and half were asked “Thinking about the presidential election in November, would you vote for Republicans John McCain and Sarah Palin ... Democrats Barack Obama and Joe Biden ... someone else ... or haven’t you decided yet?”

While the closeness of the race is similar under both question wordings, a significantly higher percentage say they are undecided when asked about voting in November (20%) than they are if asked if the election were held today (8%).

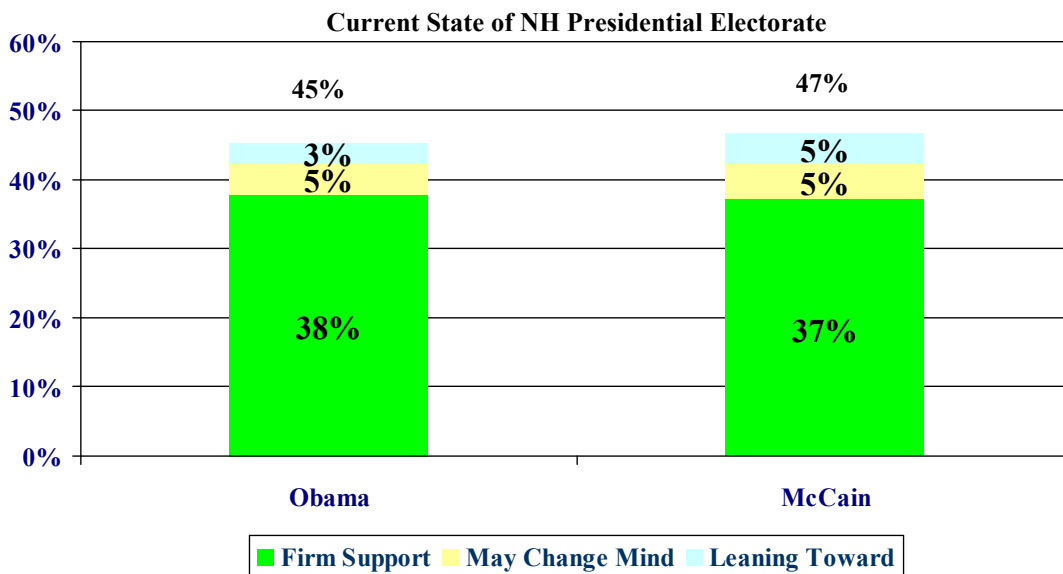
\* We ask that this copyrighted information be referred to as the *WMUR Granite State Poll*, sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center.



Among voters who are initially undecided, 32% say they lean toward McCain, 21% lean toward Obama and 47% are still undecided.

Voters who were decided in their preference for President were asked a follow-up question which probed for how firm their choice was. Overall, 88% percent said they were firm in their choice and 12% said they could change their minds.

When combined, these questions reveal a more nuanced electorate. Currently, 38% of New Hampshire voters firmly support Obama, 5% support Obama but may change their minds, 3% are undecided but lean toward Obama. A similar pattern is seen for McCain – 37% of New Hampshire voters firmly support McCain, 5% support McCain, but may change their minds, and 5% are undecided but lean toward McCain.



“The race in New Hampshire is very close, but about 1 in 4 voters are not firm in supporting either candidate,” said Andrew Smith, Director of the UNH Survey Center. “New Hampshire is definitely a state that is up for grabs and will remain so until election day.”

## Subgroup Analysis

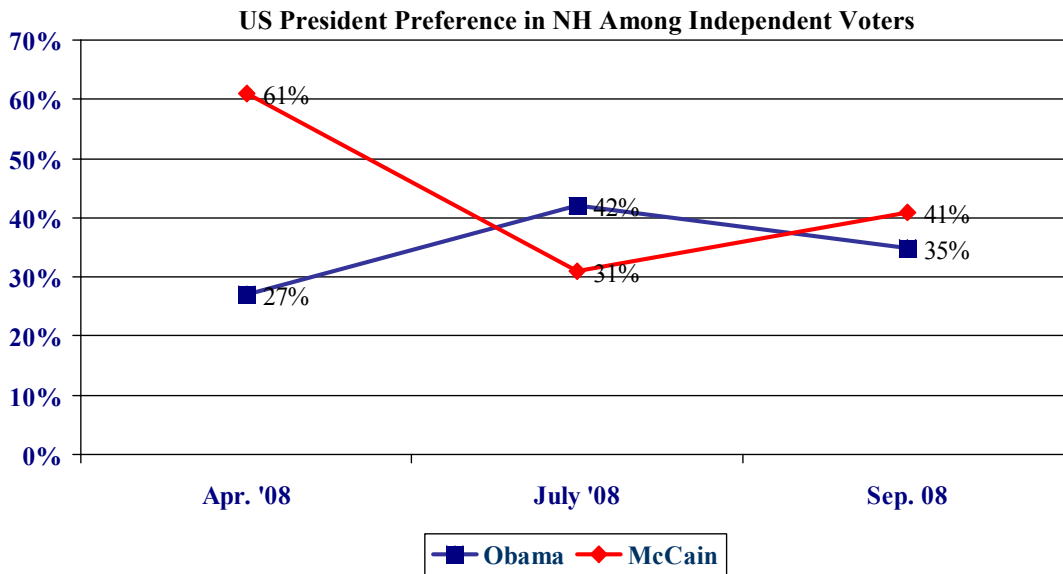
McCain runs strongest among Republicans, conservatives, upper income voters, and voters with high school degrees. Obama does best among Democrats, liberals, younger voters, union households, those who have never been married, and those who do not attend church.

McCain has a ten percentage point or greater advantage over Obama in the North Country, the greater Manchester area, and in Massachusetts border towns. Obama has a 10 percentage point or greater lead over McCain in the Connecticut valley.

There is a gender gap in New Hampshire with McCain holding a 53% to 40% lead over Obama among men and Obama holding a 50% to 42% lead over McCain among women.

The nomination battle between Obama and Hillary Clinton was long and bitter had some hard feelings remain. Among voters who said they voted for Clinton in the New Hampshire Democratic primary, 14% say they plan to vote for McCain in November and another 10% are undecided.

McCain currently leads Obama among independent voters by a slim 41% to 35% margin.



## Favorability Ratings

Both Obama and McCain enjoy positive favorability ratings among New Hampshire voters. Fifty-three percent of likely voters say they have a favorable opinion of Obama, 36% have an unfavorable opinion of him, 9% are neutral and 2% say they don't know enough about him to say. Obama's net favorability rating – the percentage having a favorable opinion minus the percentage having an unfavorable opinion – is +17%, down from +27% in July. Among Independents, Obama's net favorability rating is +30%, essentially unchanged since July when it was +29%.

McCain is viewed favorably by 55% of likely voters, 35% have an unfavorable opinion of him, 9% are neutral and 2% don't know enough about him to say. McCain's net favorability rating is +20%, down from +25% in July. Among Independents, McCain's net favorability rating is +36%, up slightly from +30% in July.

Turning to the candidates for Vice President, both Delaware Senator Joe Biden and Alaska Governor Sarah Palin are only slightly less well known than the top of the ticket. Forty-five percent of likely New Hampshire voters have a favorable opinion of Biden, 32% have an unfavorable opinion of him, 9% are neutral, and 14% don't know enough about him to say. Biden's net favorability rating is +13%.

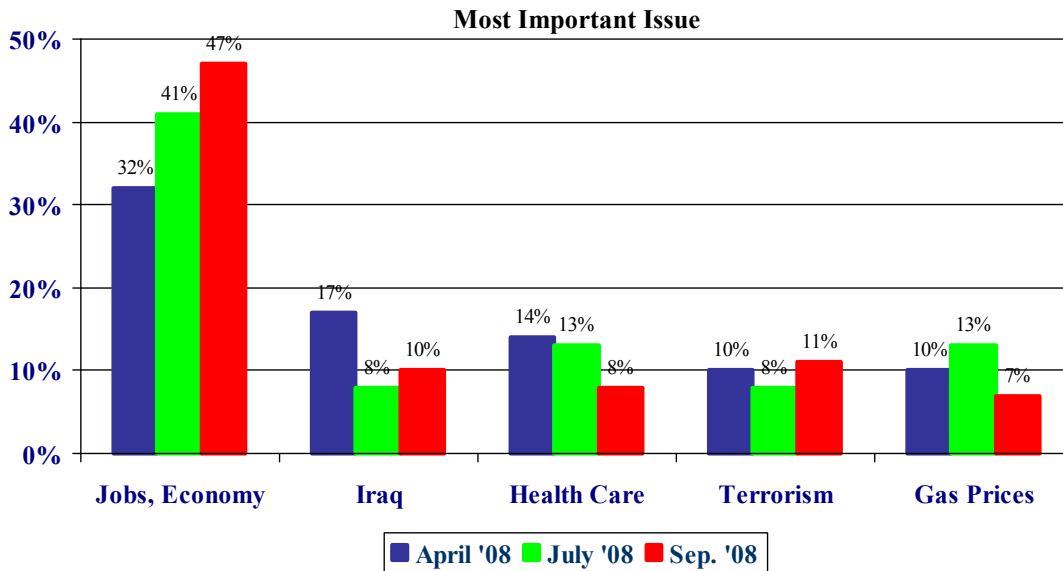
Palin is viewed favorably by 48% of likely New Hampshire voters, 35% have an unfavorable opinion of her, 8% are neutral, and 9% don't know enough about her to say. Palin's net favorability rating is also +13%.

McCain's selection of Palin has energized Republicans to a greater degree than has Obama's choice of Biden. Among Republicans, Palin's net favorability rating is +78% while Biden's is +61% among Democrats.

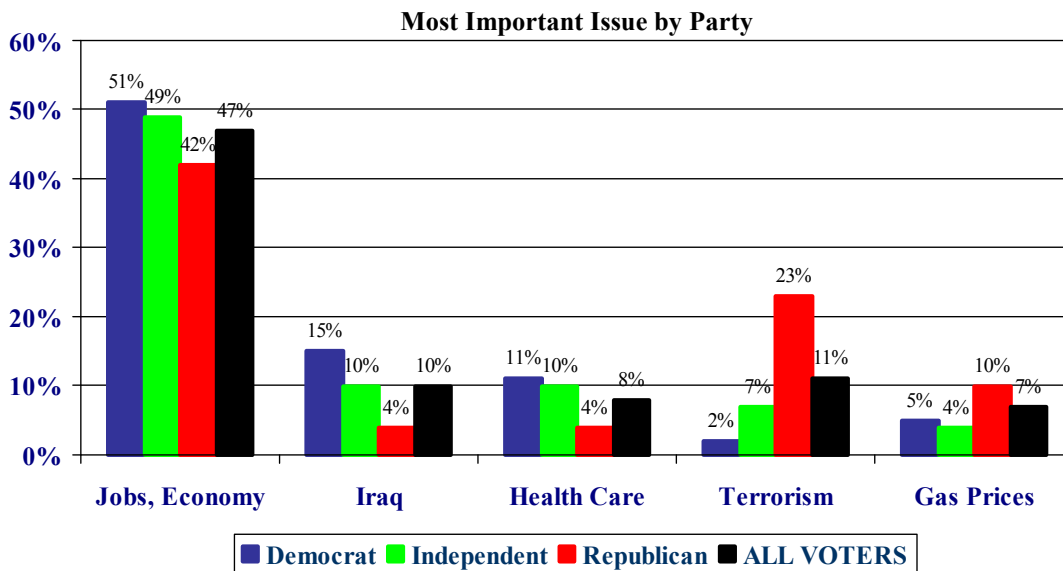
When asked how the selection of Palin has impacted their choice for President, 28% of likely New Hampshire voters say she has made them more likely to vote for McCain, 26% say they are less likely to vote for McCain, 45% say she has made no difference in their choice and 1% don't know.

### Issues

Economic concerns continue to be the top issue for New Hampshire voters. Forty-seven percent of likely New Hampshire voters said jobs and the economy is the most important issue in determining their vote for the election in November, followed by the war on terrorism (11%), the war in Iraq (10%), health care (8%), and gas prices (7%). Concerns about the economy have risen from 41% in July as financial markets remain in turmoil. But concerns about gas prices have dropped from 13% in July as the price of gasoline has dropped from its summer highs.



There are few significant differences between Republicans and Democrats about which issues are most important. Democrats are more concerned about the economy and health care than Republicans while Republicans are more concerned about terrorism than Democrats.



## Granite State Poll Methodology

These findings are based on the latest **WMUR / Granite State Poll**, sponsored by WMUR-TV and conducted by the University of New Hampshire Survey Center. Five hundred fifty (550) randomly selected New Hampshire adults were interviewed by telephone between September 14 and September 21, 2008. The margin of sampling error for the survey is +/-4.2 percent. Included was a subsample of 523 likely November voters (margin of sampling error, +/- 4.3%). Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

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.

### Favorability Ratings – Barack Obama

"Next, I'd like to get your overall opinion of some people who have been in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about him or her to say."

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sept. '08	53%	9%	36%	2%	+17%	(522)
July. '08	58%	10%	31%	1%	+27%	(474)

### Favorability Ratings – John McCain

"Next, I'd like to get your overall opinion of some people who have been in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about him or her to say."

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sept. '08	55%	9%	35%	2%	+20%	(523)
July. '08	56%	12%	31%	1%	+25%	(474)

### Favorability Ratings – Joe Biden

"Next, I'd like to get your overall opinion of some people who have been in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about him or her to say."

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sept. '08	45%	9%	32%	14%	+13%	(522)

### Favorability Ratings – Sarah Palin

"Next, I'd like to get your overall opinion of some people who have been in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about him or her to say."

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>Net</u>	<u>(N)</u>
Sept. '08	48%	8%	35%	9%	+13%	(522)

### Party Registration – Likely Voters

"Let's turn to politics for a minute. Are you registered to vote at your current address?" IF YES: "Are you registered as a Democrat, Independent, Republican or something else?" – LIKELY VOTERS

	<u>April. '08</u>	<u>July '08</u>	<u>Sept. '08</u>
REGISTERED DEMOCRAT	27%	25%	24%
REGISTERED INDEPENDENT / UNAFFILIATED	44%	40%	41%
REGISTERED REPUBLICAN	26%	26%	31%
NOT REGISTERED	2%	9%	4%
	(N=451)	(N=515)	(N=523)

**2008 Presidential Election – Likely Voters  
INCLUDING UNDECIDED VOTERS LEANING TOWARD A CANDIDATE**

	<u>April. '08</u>	<u>July '08</u>	<u>Sept. '08</u>
JOHN MCCAIN	49%	43%	47%
BARACK OBAMA	43%	46%	45%
OTHER – VOLUNTEERED	1%	3%	1%
DK / NOT SURE / UNDECIDED	6%	8%	7%
	(N=435)	(N=467)	(N=516)

**2008 Presidential Election by Question Wording – Likely Voters**

NOVEMBER: "Thinking about the presidential election in November, would you vote for Republicans John McCain and Sarah Palin ... Democrats Barack Obama and Joe Biden ... someone else ... or haven't you decided yet?"

TODAY: "Suppose the 2008 presidential election was being held today and the candidates were John McCain and Sarah Palin, the Republicans and Barack Obama and Joe Biden, the Democrats, who would you vote for?"

**NOT INCLUDING UNDECIDED VOTERS WHO LEAN TOAWRD A CANDIDATE**

	<u>NOVEMBER</u>	<u>TODAY</u>
JOHN MCCAIN	40%	45%
BARACK OBAMA	39%	46%
OTHER – VOLUNTEERED	2%	1%
DK / NOT SURE / UNDECIDED	20%	8%
	(N=259)	(N=257)

**Most Important Issue – Likely Voters**

"Of the following list, which one of these will be the single most important issue in your vote for president this year ... the U.S. campaign against terrorism ... the war in Iraq ... the economy and jobs ... education ... health care ... Medicare and prescription drugs ... Social Security ... gas and oil prices ... or something else?" ROTATE RESPONSES

	<u>Apr. '08</u>	<u>July '08</u>	<u>Sept. '08</u>
THE ECONOMY AND JOBS	32%	41%	47%
IRAQ	17%	8%	10%
HEALTH CARE, MEDICARE, PRES. DRUGS	14%	13%	8%
CAMPAIGN AGAINST TERRORISM	10%	8%	11%
OIL AND GAS PRICES	10%	13%	7%
EDUCATION	4%	2%	4%
SOCIAL SECURITY	2%	2%	2%
OTHER – SPECIFY	11%	11%	7%
DK / UNSURE	1%	3%	4%
	(N=456)	(N=475)	(N=520)

**Favorability Rating: Obama - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 7/08</b>	<b>58%</b>	<b>10%</b>	<b>31%</b>	<b>1%</b>	<b>474</b>
<b>STATEWIDE - 9/08</b>	<b>53%</b>	<b>9%</b>	<b>36%</b>	<b>2%</b>	<b>522</b>
Registered Democrat	84%	6%	9%	0%	124
Undeclared	59%	9%	30%	2%	208
Registered Republican	22%	11%	64%	3%	164
Not registered	60%	10%	21%	9%	26
Democrat	86%	5%	7%	2%	225
Independent	57%	16%	27%	0%	80
Republican	18%	9%	71%	3%	204
Liberal	87%	5%	6%	1%	110
Moderate	62%	8%	28%	2%	219
Conservative	18%	11%	70%	2%	158
Extremely interested in election	57%	8%	34%	1%	335
Very interested	49%	8%	41%	3%	151
Somewhat, not very interested	34%	23%	32%	11%	36
McCain/Palin voter	16%	9%	72%	3%	241
Obama/Biden voter	93%	4%	2%	1%	234
Undecided	52%	38%	7%	3%	33
Clinton Primary voter	87%	7%	5%	1%	71
Obama Primary voter	93%	1%	4%	2%	84
McCain Primary voter	31%	13%	55%	2%	89
Other candidate	35%	6%	58%	1%	115
Did not vote in Primary	46%	12%	39%	4%	145
Union household	60%	13%	23%	4%	83
Non-union	52%	8%	38%	2%	429
5 years or less in NH	49%	13%	34%	4%	35
6 to 10 years	58%	5%	37%	0%	36
11 to 20 years	57%	6%	36%	1%	87
More than 20 years	54%	9%	35%	2%	346
18 to 34	71%	9%	19%	0%	50
35 to 49	51%	7%	39%	3%	137
50 to 64	56%	7%	36%	1%	186
65 and over	49%	13%	35%	4%	122
Male	50%	8%	40%	2%	249
Female	56%	9%	32%	3%	273
High school or less	44%	5%	47%	4%	89
Some college	46%	15%	35%	4%	109
College graduate	54%	7%	37%	2%	171
Post-graduate	66%	8%	27%	0%	144
Less than \$30K	65%	5%	27%	3%	44
\$30K to \$60K	51%	12%	37%	0%	85
\$60K to \$75K	50%	9%	36%	5%	55
\$75K to \$100K	60%	7%	30%	3%	71
More than \$100K	56%	11%	33%	1%	129
Married	49%	9%	40%	2%	366
Divorced/separated	59%	10%	27%	4%	94
Never married	74%	7%	17%	1%	50

**Favorability Rating: Obama - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 7/08</b>	<b>58%</b>	<b>10%</b>	<b>31%</b>	<b>1%</b>	<b>474</b>
<b>STATEWIDE - 9/08</b>	<b>53%</b>	<b>9%</b>	<b>36%</b>	<b>2%</b>	<b>522</b>
Protestant	47%	6%	45%	2%	204
Catholic	45%	12%	40%	2%	160
Other	74%	7%	18%	1%	133
Attend services 1 or more/week	41%	10%	47%	3%	128
1-2 times a month	45%	7%	46%	3%	73
Less often	58%	7%	33%	3%	137
Never	63%	9%	26%	1%	159
Born in NH	53%	10%	33%	4%	146
Moved from MA	46%	12%	40%	2%	150
Moved from Other NE	55%	0%	45%	0%	60
Moved from Mid-Atlantic	64%	5%	30%	1%	70
Moved from other	55%	10%	31%	4%	96
North Country	44%	7%	46%	3%	44
Central/Lakes	60%	6%	33%	1%	93
Connecticut Valley	69%	5%	22%	4%	78
Mass Border	45%	11%	41%	3%	149
Seacoast	56%	11%	30%	2%	76
Manchester Area	48%	7%	42%	3%	82
1st Cong. District	50%	8%	39%	3%	251
2nd Cong. District	56%	9%	33%	2%	271



**Favorability Rating: McCain - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 7/08</b>	<b>56%</b>	<b>12%</b>	<b>31%</b>	<b>1%</b>	<b>474</b>
<b>STATEWIDE - 9/08</b>	<b>55%</b>	<b>9%</b>	<b>35%</b>	<b>2%</b>	<b>523</b>
Registered Democrat	23%	10%	68%	0%	124
Undeclared	52%	10%	36%	3%	209
Registered Republican	84%	8%	7%	1%	164
Not registered	39%	10%	41%	11%	26
Democrat	21%	9%	68%	2%	225
Independent	58%	19%	22%	1%	81
Republican	90%	5%	4%	1%	204
Liberal	16%	9%	74%	1%	110
Moderate	54%	11%	33%	2%	220
Conservative	86%	4%	8%	2%	158
Extremely interested in election	54%	7%	38%	1%	336
Very interested	56%	11%	29%	3%	151
Somewhat, not very interested	53%	19%	23%	4%	36
McCain/Palin voter	91%	5%	4%	1%	241
Obama/Biden voter	17%	11%	70%	2%	234
Undecided	61%	27%	8%	5%	34
Clinton Primary voter	30%	2%	67%	0%	71
Obama Primary voter	19%	12%	66%	2%	84
McCain Primary voter	94%	2%	4%	0%	89
Other candidate	65%	9%	25%	1%	115
Did not vote in Primary	55%	15%	28%	3%	145
Union household	46%	13%	40%	1%	83
Non-union	56%	9%	34%	2%	430
5 years or less in NH	47%	10%	39%	4%	35
6 to 10 years	67%	7%	24%	2%	36
11 to 20 years	46%	10%	42%	2%	87
More than 20 years	55%	9%	34%	1%	347
18 to 34	38%	13%	49%	0%	50
35 to 49	59%	4%	32%	4%	137
50 to 64	57%	8%	34%	1%	187
65 and over	48%	15%	37%	0%	122
Male	57%	10%	31%	2%	249
Female	52%	8%	38%	2%	274
High school or less	58%	11%	30%	1%	89
Some college	51%	14%	33%	3%	110
College graduate	54%	5%	38%	3%	171
Post-graduate	55%	8%	37%	0%	144
Less than \$30K	35%	5%	58%	1%	44
\$30K to \$60K	55%	6%	37%	2%	85
\$60K to \$75K	49%	10%	37%	4%	55
\$75K to \$100K	50%	14%	35%	2%	71
More than \$100K	66%	8%	25%	1%	129
Married	61%	7%	30%	1%	366
Divorced/separated	40%	15%	40%	5%	95
Never married	32%	11%	57%	0%	50

**Favorability Rating: McCain - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 7/08</b>	<b>56%</b>	<b>12%</b>	<b>31%</b>	<b>1%</b>	<b>474</b>
<b>STATEWIDE - 9/08</b>	<b>55%</b>	<b>9%</b>	<b>35%</b>	<b>2%</b>	<b>523</b>
Protestant	62%	7%	31%	1%	204
Catholic	61%	10%	26%	3%	161
Other	38%	10%	52%	1%	133
Attend services 1 or more/week	72%	4%	23%	0%	128
1-2 times a month	59%	10%	25%	7%	74
Less often	56%	11%	32%	1%	137
Never	38%	11%	51%	1%	159
Born in NH	60%	7%	30%	3%	147
Moved from MA	51%	13%	34%	2%	150
Moved from Other NE	48%	8%	44%	0%	60
Moved from Mid-Atlantic	61%	6%	33%	1%	70
Moved from other	52%	10%	36%	2%	96
North Country	61%	10%	29%	0%	44
Central/Lakes	52%	6%	40%	2%	93
Connecticut Valley	45%	7%	46%	1%	78
Mass Border	56%	15%	27%	1%	149
Seacoast	59%	3%	34%	3%	77
Manchester Area	55%	8%	34%	3%	82
1st Cong. District	58%	6%	34%	3%	252
2nd Cong. District	52%	12%	35%	1%	271

**Favorability Rating: Biden - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 9/08</b>	<b>45%</b>	<b>9%</b>	<b>32%</b>	<b>14%</b>	<b>522</b>
Registered Democrat	72%	6%	10%	11%	124
Undeclared	48%	11%	26%	15%	209
Registered Republican	25%	9%	57%	9%	163
Not registered	20%	14%	23%	43%	26
Democrat	69%	8%	8%	15%	225
Independent	44%	20%	21%	14%	81
Republican	20%	6%	63%	10%	204
Liberal	71%	4%	12%	12%	110
Moderate	53%	11%	23%	12%	220
Conservative	17%	9%	62%	12%	158
Extremely interested in election	52%	8%	32%	8%	335
Very interested	37%	9%	35%	19%	151
Somewhat, not very interested	16%	16%	24%	43%	36
McCain/Palin voter	17%	10%	61%	12%	240
Obama/Biden voter	75%	7%	5%	13%	234
Undecided	41%	23%	10%	26%	34
Clinton Primary voter	66%	12%	7%	15%	71
Obama Primary voter	81%	5%	8%	7%	84
McCain Primary voter	31%	6%	55%	8%	89
Other candidate	31%	6%	53%	10%	115
Did not vote in Primary	35%	15%	28%	22%	145
Union household	55%	9%	21%	15%	83
Non-union	43%	9%	34%	13%	430
5 years or less in NH	55%	4%	27%	14%	35
6 to 10 years	37%	11%	37%	15%	36
11 to 20 years	44%	11%	25%	21%	87
More than 20 years	46%	9%	34%	11%	347
18 to 34	35%	16%	12%	36%	50
35 to 49	45%	11%	31%	12%	137
50 to 64	47%	6%	37%	10%	187
65 and over	47%	9%	33%	11%	123
Male	44%	6%	37%	13%	249
Female	46%	12%	28%	15%	273
High school or less	32%	9%	40%	20%	90
Some college	38%	13%	28%	22%	110
College graduate	49%	9%	31%	12%	171
Post-graduate	55%	7%	32%	6%	144
Less than \$30K	43%	7%	29%	21%	44
\$30K to \$60K	43%	12%	31%	15%	85
\$60K to \$75K	46%	6%	36%	13%	55
\$75K to \$100K	51%	9%	28%	11%	71
More than \$100K	46%	8%	35%	11%	129
Married	44%	10%	36%	10%	366
Divorced/separated	46%	9%	28%	17%	95
Never married	51%	6%	11%	33%	50

**Favorability Rating: Biden - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 9/08</b>	<b>45%</b>	<b>9%</b>	<b>32%</b>	<b>14%</b>	<b>522</b>
Protestant	44%	9%	38%	10%	204
Catholic	35%	9%	42%	14%	161
Other	60%	10%	14%	15%	133
Attend services 1 or more/week	42%	4%	43%	11%	128
1-2 times a month	41%	8%	40%	10%	74
Less often	41%	8%	32%	19%	137
Never	52%	14%	22%	13%	159
Born in NH	45%	9%	33%	13%	147
Moved from MA	41%	9%	34%	16%	150
Moved from Other NE	48%	11%	29%	11%	60
Moved from Mid-Atlantic	52%	4%	34%	10%	70
Moved from other	44%	13%	28%	15%	95
North Country	42%	6%	43%	9%	44
Central/Lakes	55%	8%	23%	14%	93
Connecticut Valley	53%	10%	25%	13%	78
Mass Border	39%	11%	35%	15%	148
Seacoast	45%	7%	34%	15%	77
Manchester Area	39%	12%	37%	12%	82
1st Cong. District	43%	8%	36%	14%	251
2nd Cong. District	47%	11%	29%	13%	271

**Favorability Rating: Palin - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 9/08</b>	<b>48%</b>	<b>8%</b>	<b>35%</b>	<b>9%</b>	<b>522</b>
Registered Democrat	18%	7%	67%	7%	124
Undeclared	45%	9%	35%	12%	208
Registered Republican	79%	6%	11%	5%	164
Not registered	31%	12%	29%	28%	26
Democrat	17%	9%	64%	10%	225
Independent	41%	19%	27%	13%	80
Republican	85%	2%	7%	6%	204
Liberal	17%	7%	71%	5%	110
Moderate	41%	12%	39%	9%	219
Conservative	84%	2%	4%	9%	158
Extremely interested in election	49%	7%	39%	5%	335
Very interested	51%	7%	28%	13%	151
Somewhat, not very interested	34%	21%	18%	27%	36
McCain/Palin voter	86%	4%	3%	7%	241
Obama/Biden voter	13%	8%	70%	9%	234
Undecided	28%	29%	23%	21%	33
Clinton Primary voter	20%	10%	57%	13%	71
Obama Primary voter	14%	7%	74%	5%	84
McCain Primary voter	84%	5%	6%	5%	89
Other candidate	64%	4%	29%	3%	115
Did not vote in Primary	48%	11%	26%	15%	145
Union household	42%	6%	43%	9%	83
Non-union	50%	8%	33%	9%	429
5 years or less in NH	50%	10%	31%	8%	35
6 to 10 years	56%	5%	33%	6%	36
11 to 20 years	46%	7%	37%	9%	87
More than 20 years	48%	8%	36%	9%	346
18 to 34	33%	17%	41%	9%	50
35 to 49	53%	6%	33%	8%	137
50 to 64	50%	7%	36%	7%	186
65 and over	44%	8%	36%	12%	122
Male	57%	4%	32%	7%	249
Female	41%	11%	37%	11%	273
High school or less	54%	8%	21%	16%	89
Some college	40%	13%	35%	12%	109
College graduate	51%	6%	36%	7%	171
Post-graduate	47%	6%	42%	5%	144
Less than \$30K	27%	9%	42%	23%	44
\$30K to \$60K	49%	12%	29%	11%	85
\$60K to \$75K	49%	2%	32%	16%	55
\$75K to \$100K	48%	5%	41%	6%	71
More than \$100K	58%	8%	32%	2%	129
Married	56%	7%	31%	6%	366
Divorced/separated	33%	11%	35%	21%	94
Never married	21%	8%	62%	10%	50

**Favorability Rating: Palin - Likely Voters**

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE - 9/08</b>	<b>48%</b>	<b>8%</b>	<b>35%</b>	<b>9%</b>	<b>522</b>
Protestant	58%	4%	30%	8%	204
Catholic	55%	8%	26%	11%	160
Other	29%	12%	53%	7%	133
Attend services 1 or more/week	63%	7%	22%	8%	128
1-2 times a month	58%	5%	29%	8%	73
Less often	48%	7%	35%	10%	137
Never	34%	10%	48%	9%	159
Born in NH	46%	10%	31%	13%	146
Moved from MA	51%	6%	33%	10%	150
Moved from Other NE	54%	3%	36%	7%	60
Moved from Mid-Atlantic	48%	11%	38%	2%	70
Moved from other	45%	7%	39%	9%	96
North Country	44%	8%	37%	11%	44
Central/Lakes	45%	9%	40%	6%	93
Connecticut Valley	40%	10%	44%	7%	78
Mass Border	53%	8%	29%	10%	149
Seacoast	48%	7%	35%	10%	76
Manchester Area	55%	4%	29%	11%	82
1st Cong. District	51%	7%	32%	10%	251
2nd Cong. District	46%	9%	37%	9%	271

**US President: McCain v. Obama**

	<u>McCain</u>	<u>Obama</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
<b>STATEWIDE - 5/08</b>	<b>49%</b>	<b>43%</b>	<b>1%</b>	<b>6%</b>	<b>435</b>
<b>STATEWIDE - 7/08</b>	<b>43%</b>	<b>46%</b>	<b>3%</b>	<b>8%</b>	<b>467</b>
<b>STATEWIDE - 9/08</b>	<b>47%</b>	<b>45%</b>	<b>1%</b>	<b>7%</b>	<b>516</b>
Registered Democrat	12%	85%	0%	2%	124
Undeclared	40%	48%	2%	9%	204
Registered Republican	83%	9%	1%	6%	163
Not registered	35%	60%	0%	5%	24
Democrat	9%	87%	1%	3%	225
Independent	41%	35%	2%	22%	78
Republican	92%	3%	1%	5%	201
Liberal	11%	87%	1%	1%	106
Moderate	39%	50%	1%	10%	217
Conservative	85%	9%	2%	4%	158
Extremely interested in election	45%	47%	1%	6%	332
Very interested	50%	44%	0%	6%	149
Somewhat, not very interested	48%	33%	6%	14%	34
Firm Choice	49%	50%	1%	0%	390
Could Change Mind	50%	43%	6%	0%	53
Clinton Primary voter	14%	75%	2%	10%	71
Obama Primary voter	7%	90%	0%	3%	82
McCain Primary voter	88%	9%	0%	2%	88
Other candidate	63%	31%	0%	6%	115
Did not vote in Primary	47%	41%	3%	9%	144
Union household	38%	58%	2%	3%	83
Non-union	49%	43%	1%	7%	425
5 years or less in NH	47%	44%	4%	5%	35
6 to 10 years	45%	51%	1%	3%	36
11 to 20 years	45%	48%	0%	7%	86
More than 20 years	47%	45%	2%	7%	341
18 to 34	34%	64%	0%	2%	50
35 to 49	46%	45%	3%	5%	137
50 to 64	49%	44%	1%	7%	186
65 and over	46%	44%	1%	8%	118
Male	53%	40%	2%	5%	245
Female	42%	50%	1%	8%	270
High school or less	55%	37%	1%	8%	87
Some college	47%	44%	1%	7%	108
College graduate	46%	44%	2%	8%	171
Post-graduate	43%	52%	1%	3%	143
Less than \$30K	33%	58%	1%	8%	44
\$30K to \$60K	46%	44%	0%	11%	83
\$60K to \$75K	40%	47%	3%	10%	55
\$75K to \$100K	41%	53%	0%	6%	71
More than \$100K	56%	40%	1%	3%	129
Married	53%	40%	2%	6%	362
Divorced/separated	36%	51%	1%	11%	93
Never married	23%	73%	0%	4%	50

**US President: McCain v. Obama**

	<u>McCain</u>	<u>Obama</u>	<u>Other</u>	<u>Undecided</u>	<u>(N)</u>
<b>STATEWIDE - 5/08</b>	<b>49%</b>	<b>43%</b>	<b>1%</b>	<b>6%</b>	<b>435</b>
<b>STATEWIDE - 7/08</b>	<b>43%</b>	<b>46%</b>	<b>3%</b>	<b>8%</b>	<b>467</b>
<b>STATEWIDE - 9/08</b>	<b>47%</b>	<b>45%</b>	<b>1%</b>	<b>7%</b>	<b>516</b>
Protestant	57%	36%	3%	5%	202
Catholic	51%	40%	0%	9%	161
Other	28%	66%	0%	6%	130
Attend services 1 or more/week	62%	32%	1%	5%	128
1-2 times a month	62%	32%	0%	6%	74
Less often	43%	47%	4%	7%	136
Never	32%	60%	1%	7%	154
Born in NH	47%	42%	2%	8%	144
Moved from MA	51%	42%	1%	6%	149
Moved from Other NE	47%	48%	1%	4%	60
Moved from Mid-Atlantic	43%	48%	1%	9%	68
Moved from other	43%	52%	1%	5%	95
North Country	56%	39%	0%	5%	43
Central/Lakes	42%	49%	1%	8%	90
Connecticut Valley	33%	58%	1%	8%	78
Mass Border	52%	41%	1%	5%	148
Seacoast	42%	44%	4%	10%	76
Manchester Area	55%	42%	0%	3%	80
1st Cong. District	50%	41%	2%	7%	246
2nd Cong. District	44%	49%	0%	6%	270



**Impact of Palin Selection - Likely Voters**

	<b>More Likely Vote For 28%</b>	<b>No Difference 45%</b>	<b>More Likely Vote Against 26%</b>	<b>Don't Know 1%</b>	<b>(N+) 521</b>
<b>STATEWIDE - 9/08</b>					
Registered Democrat	8%	48%	44%	0%	124
Undeclared	26%	43%	30%	0%	207
Registered Republican	47%	42%	8%	2%	164
Not registered	11%	65%	24%	0%	25
Democrat	9%	43%	48%	0%	225
Independent	26%	51%	22%	1%	81
Republican	48%	45%	5%	2%	202
Liberal	11%	40%	47%	1%	109
Moderate	25%	44%	31%	0%	219
Conservative	45%	50%	4%	0%	158
McCain/Palin voter	51%	46%	2%	1%	241
Obama/Biden voter	5%	42%	53%	0%	234
Undecided	21%	52%	26%	1%	34
Clinton Primary voter	11%	43%	46%	0%	71
Obama Primary voter	3%	40%	57%	1%	82
McCain Primary voter	41%	54%	4%	1%	89
Other candidate	38%	44%	18%	0%	115
Did not vote in Primary	33%	45%	21%	1%	144
Union household	30%	46%	24%	0%	83
Non-union	27%	45%	27%	1%	428
5 years or less in NH	29%	49%	21%	1%	35
6 to 10 years	19%	56%	25%	0%	36
11 to 20 years	27%	42%	32%	0%	86
More than 20 years	28%	44%	26%	1%	346
18 to 34	23%	53%	24%	0%	50
35 to 49	33%	43%	23%	0%	137
50 to 64	26%	42%	31%	0%	187
65 and over	21%	50%	25%	3%	121
Male	34%	42%	23%	0%	248
Female	22%	48%	29%	1%	274
High school or less	35%	41%	21%	2%	89
Some college	19%	55%	25%	1%	110
College graduate	28%	46%	26%	0%	171
Post-graduate	30%	39%	31%	0%	143
Less than \$30K	19%	56%	25%	0%	44
\$30K to \$60K	30%	52%	17%	1%	85
\$60K to \$75K	29%	44%	27%	0%	55
\$75K to \$100K	21%	47%	32%	0%	71
More than \$100K	38%	35%	27%	0%	129
Married	31%	43%	26%	0%	364
Divorced/separated	20%	52%	26%	3%	95
Never married	23%	52%	25%	0%	50

**Impact of Palin Selection - Likely Voters**

	<b>More Likely <u>Vote For</u> 28%</b>	<b>No <u>Difference</u> 45%</b>	<b>More Likely <u>Vote Against</u> 26%</b>	<b>Don't <u>Know</u> 1%</b>	<b>(N+) 521</b>
<b>STATEWIDE - 9/08</b>					
Protestant	29%	51%	19%	1%	204
Catholic	37%	40%	23%	0%	161
Other	15%	42%	41%	1%	131
Attend services 1 or more/week	33%	55%	11%	1%	128
1-2 times a month	37%	40%	23%	1%	74
Less often	27%	41%	30%	1%	136
Never	20%	44%	36%	1%	157
Born in NH	30%	49%	21%	0%	147
Moved from MA	30%	43%	26%	1%	150
Moved from Other NE	36%	40%	24%	1%	60
Moved from Mid-Atlantic	25%	41%	35%	0%	68
Moved from other	18%	49%	30%	2%	96
North Country	21%	54%	21%	3%	44
Central/Lakes	24%	45%	30%	1%	91
Connecticut Valley	23%	42%	35%	0%	78
Mass Border	29%	47%	23%	1%	148
Seacoast	30%	42%	28%	0%	77
Manchester Area	36%	41%	23%	0%	82
1st Cong. District	31%	44%	25%	0%	250
2nd Cong. District	25%	46%	28%	1%	271

**Most Important Issue in Presidential Vote**

	<b>Jobs, Economy</b>	<b>Iraq</b>	<b>Health Care</b>	<b>Terrorism</b>	<b>Gas Prices</b>	<b>Other</b>	<b>(N=)</b>
<b>STATEWIDE - 5/08</b>	<b>32%</b>	<b>17%</b>	<b>14%</b>	<b>10%</b>	<b>10%</b>	<b>18%</b>	<b>456</b>
<b>STATEWIDE - 7/08</b>	<b>41%</b>	<b>8%</b>	<b>13%</b>	<b>8%</b>	<b>13%</b>	<b>17%</b>	<b>475</b>
<b>STATEWIDE - 9/08</b>	<b>47%</b>	<b>10%</b>	<b>8%</b>	<b>11%</b>	<b>7%</b>	<b>17%</b>	<b>520</b>
Registered Democrat	50%	17%	10%	1%	7%	15%	124
Undeclared	52%	10%	7%	11%	5%	15%	206
Registered Republican	41%	3%	7%	20%	11%	18%	164
Not registered	34%	15%	12%	2%	0%	38%	25
Democrat	51%	15%	11%	2%	5%	15%	225
Independent	49%	10%	10%	7%	4%	21%	80
Republican	42%	4%	4%	23%	10%	17%	202
Liberal	45%	19%	10%	3%	4%	20%	109
Moderate	56%	7%	10%	10%	5%	13%	219
Conservative	38%	7%	4%	20%	12%	20%	157
McCain/Palin voter	45%	5%	4%	21%	9%	15%	240
Obama/Biden voter	51%	15%	11%	1%	3%	19%	234
Undecided	39%	10%	15%	8%	12%	15%	34
Union household	57%	8%	6%	7%	5%	16%	83
Non-union	46%	10%	9%	11%	7%	17%	427
5 years or less in NH	57%	4%	10%	15%	0%	14%	35
6 to 10 years	42%	16%	9%	8%	8%	17%	36
11 to 20 years	50%	10%	12%	13%	5%	10%	86
More than 20 years	46%	10%	7%	11%	8%	19%	346
18 to 34	44%	15%	9%	2%	11%	19%	50
35 to 49	55%	10%	5%	9%	4%	18%	137
50 to 64	44%	10%	10%	14%	5%	17%	187
65 and over	45%	8%	10%	11%	9%	16%	121
Male	50%	10%	7%	11%	9%	13%	247
Female	45%	9%	9%	11%	5%	21%	274
High school or less	43%	17%	5%	11%	7%	17%	88
Some college	42%	4%	12%	12%	13%	17%	110
College graduate	46%	9%	10%	13%	7%	16%	171
Post-graduate	56%	11%	5%	8%	2%	18%	143
Less than \$30K	62%	11%	2%	5%	7%	13%	44
\$30K to \$60K	46%	10%	10%	9%	8%	17%	85
\$60K to \$75K	42%	6%	12%	14%	7%	20%	55
\$75K to \$100K	53%	11%	7%	8%	10%	12%	71
More than \$100K	52%	10%	6%	16%	2%	14%	129
Married	49%	8%	8%	14%	6%	14%	363
Divorced/separated	43%	15%	7%	3%	6%	27%	95
Never married	40%	16%	10%	3%	13%	19%	50

**Most Important Issue in Presidential Vote**

	<b>Jobs, <u>Economy</u></b>	<b><u>Iraq</u></b>	<b>Health <u>Care</u></b>	<b><u>Terrorism</u></b>	<b>Gas <u>Prices</u></b>	<b><u>Other</u></b>	<b><u>(N=)</u></b>
<b>STATEWIDE - 5/08</b>	<b>32%</b>	<b>17%</b>	<b>14%</b>	<b>10%</b>	<b>10%</b>	<b>18%</b>	<b>456</b>
<b>STATEWIDE - 7/08</b>	<b>41%</b>	<b>8%</b>	<b>13%</b>	<b>8%</b>	<b>13%</b>	<b>17%</b>	<b>475</b>
<b>STATEWIDE - 9/08</b>	<b>47%</b>	<b>10%</b>	<b>8%</b>	<b>11%</b>	<b>7%</b>	<b>17%</b>	<b>520</b>
Protestant	42%	8%	7%	14%	7%	21%	203
Catholic	54%	7%	9%	12%	5%	12%	161
Other	44%	16%	9%	5%	9%	16%	131
Attend services 1 or more/week	52%	5%	6%	16%	6%	15%	127
1-2 times a month	46%	9%	7%	15%	4%	19%	74
Less often	48%	9%	11%	10%	4%	17%	136
Never	41%	15%	9%	6%	12%	18%	157
Born in NH	50%	13%	2%	8%	9%	18%	147
Moved from MA	48%	7%	10%	14%	6%	15%	150
Moved from Other NE	43%	12%	7%	8%	8%	21%	60
Moved from Mid-Atlantic	45%	10%	14%	10%	3%	18%	68
Moved from other	47%	8%	10%	12%	7%	16%	95
North Country	46%	1%	15%	19%	7%	13%	43
Central/Lakes	49%	8%	5%	11%	10%	17%	91
Connecticut Valley	47%	9%	10%	4%	4%	26%	78
Mass Border	43%	9%	8%	14%	5%	22%	148
Seacoast	55%	13%	10%	7%	7%	9%	77
Manchester Area	48%	15%	4%	12%	11%	11%	82
1st Cong. District	50%	12%	6%	12%	8%	12%	249
2nd Cong. District	45%	8%	10%	10%	5%	22%	271