

# WMUR / UNH New Hampshire Tracking Poll

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

October 28, 2004  
6:30 P.M.

## **KERRY TAKES NARROW LEAD IN NH**

Durham, NH – John Kerry holds a narrow lead over George Bush in the race for New Hampshire’s 4 electoral votes. Incumbent governor Craig Benson narrowly leads his Democratic challenger, John Lynch.

These findings are based on the 2004 WMUR / UNH New Hampshire Tracking Poll, conducted by the University of New Hampshire Survey Center. This survey is sponsored by WMUR-TV Manchester and the University of New Hampshire.\* Seven hundred fifty-eight (758) likely New Hampshire voters were interviewed between October 25 and October 27, 2004. The potential sampling error for the survey is  $\pm 3.6\%$ . (For more information about the NH Election Tracking Poll, go to [www.unh.edu/survey-center/track04.html](http://www.unh.edu/survey-center/track04.html))

### **Presidential Election**

John Kerry has a narrow lead over George Bush in New Hampshire. Currently, 50 percent of likely voters say they will vote for Kerry, 46 percent will vote for Bush, 1 percent will vote for Ralph Nader or some other candidate, and only 3 percent remain undecided. In an early October WMUR / UNH poll, Bush held a 50 to 45 percent lead over Kerry. The most important issues to voters in the presidential election are jobs and the economy (22%), the war in Iraq (22%) and the war on terrorism (21%).

Kerry runs strongest among Democrats and in the Connecticut Valley. Bush does best among Republicans and in the Manchester area. Kerry leads among swing voters by 54 percent to 35 percent. There is a gender gap that favors Kerry – women prefer Kerry by a 54 percent to 41 percent margin while men prefer Bush 52 percent to 45 percent.

### **Gubernatorial Election**

In the race for New Hampshire Governor, incumbent Republican Craig Benson has taken a slight lead over John Lynch. Currently 47 percent of New Hampshire voters say they plan to vote for Benson, 44 prefer John Lynch, 1 percent favor some other candidate, and 9 percent are undecided. In an early October WMUR / UNH poll, Benson and Lynch were tied with 43 percent each. The most important issue to voters in the governors race are taxes (28%), education funding (18%), jobs and the economy (15%), and ethics in government (13%).

Benson and Lynch do well among their partisans and Lynch has a slight 46 percent to 41 percent lead among swing voters. Benson does best in the Massachusetts border town, where his anti-tax message plays especially well, and in Manchester. Lynch runs best in traditional Democratic strongholds near Concord and in the Connecticut Valley

### **U.S. Senate**

Incumbent Republican Senator Judd Gregg holds a commanding 62 percent to 23 percent lead over Democratic challenger “Granny D” Haddock with 1 percent preferring some other candidate and 13 percent remaining undecided. Gregg has maintained a wide lead over Granny D throughout the race.

### **U.S. Congress**

In New Hampshire’s First Congressional district, incumbent Republican Jeb Bradley leads Democrat Justin Nadeau by a comfortable margin – 60 percent of likely voters say they will vote for Bradley, 26 percent prefer Nadeau, and 14 percent are undecided.

In the Second District, incumbent Republican Charlie Bass leads Democrat Paul Hodes 57 percent to 30 percent, with 2 percent preferring some other candidate and 12 percent undecided.

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\* We ask that this copyrighted information be referred to as the *WMUR / UNH New Hampshire Tracking Poll*, sponsored by WMUR-TV and the University of New Hampshire.

### 2004 Presidential Election - Bush vs. Kerry vs. Nader

"Now, suppose the 2004 presidential election were being held TODAY. If you had to choose between George W. Bush, the Republican ... John Kerry, the Democrat ... or Ralph Nader, the Independent, who would you vote for?" (ROTATE CANDIDATES)

	<b>George W Bush</b>	<b>John Kerry</b>	<b>Other/ Nader</b>	<b>Undecided</b>	<b>(N)</b>
<b>September 25 – October 3</b>	<b>50%</b>	<b>45%</b>	<b>1%</b>	<b>5%</b>	<b>521</b>
<b>October 25-27 (Latest)</b>	<b>46%</b>	<b>50%</b>	<b>1%</b>	<b>3%</b>	<b>746</b>
Democrat	7	90	1	2	310
Independent	26	61	3	10	99
Republican	90	9	1	1	327
Registered Democrat	10	88	1	2	203
Undeclared	34	57	2	6	260
Registered Republican	89	11	0	0	247
Not registered	45	47	0	7	36
Core GOP	94	6	0	0	279
Swing Voter	35	54	3	8	220
Core Dem.	3	95	0	2	247
Male	52	45	2	2	358
Female	41	54	1	4	389
18 to 34	46	52	0	2	152
35 to 49	48	45	2	4	280
50 to 64	42	55	0	2	205
65 and over	47	49	1	2	94
North Country	38	57	2	4	66
Central / Lakes	42	55	0	3	125
Connecticut Valley	41	59	0	0	110
Mass Border	47	46	2	5	178
Seacoast	47	50	2	1	121
Manchester Area	56	39	1	4	146
Approve	87	10	1	2	360
Neither	14	35	5	47	12
Disapprove	7	89	1	2	372
1st Cong. District	53	44	2	2	399
2nd Cong. District	39	56	1	5	348
1st E.C. District	39	58	1	2	149
2nd E.C. District	42	53	1	4	149
3rd E.C. District	50	49	1	1	172
4th E.C. District	54	41	2	3	149
5th E.C. District	45	47	2	6	124

**Benson vs. Lynch**

"Now, suppose the 2004 gubernatorial election was being held today and the candidates were Craig Benson, the Republican and John Lynch, the Democrat. Who would you vote for ... Craig Benson or John Lynch?" (ROTATE CANDIDATES)

	<u>Craig Benson</u>	<u>John Lynch</u>	<u>Other</u>	<u>DK/ Not Sure</u>	<u>(N)</u>
<b>September 25 – October 3</b>	<b>43%</b>	<b>43%</b>	<b>1%</b>	<b>13%</b>	<b>527</b>
<b>October 25-27 (Latest)</b>	<b>47%</b>	<b>44%</b>	<b>1%</b>	<b>9%</b>	<b>747</b>
Democrat	19	70	1	10	307
Independent	35	47	2	16	100
Republican	77	17	1	5	329
Registered Democrat	13	76	1	10	202
Undeclared	43	47	1	9	258
Registered Republican	79	15	0	6	248
Not registered	41	32	3	25	37
Core GOP	83	11	1	6	282
Swing Voter	41	46	1	12	218
Core Dem.	10	79	1	10	247
Male	53	39	1	7	356
Female	41	48	1	11	390
18 to 34	46	42	1	11	151
35 to 49	49	41	1	9	281
50 to 64	43	48	1	7	204
65 and over	47	45	1	7	95
North Country	47	47	0	6	68
Central / Lakes	43	50	1	6	123
Connecticut Valley	35	53	0	12	111
Mass Border	54	34	2	9	178
Seacoast	41	47	0	11	117
Manchester Area	54	37	1	8	149
Approve	74	19	1	6	361
Neither	10	55	0	35	12
Disapprove	21	67	1	11	369
1st Cong. District	51	40	1	8	398
2nd Cong. District	42	47	1	10	349
1st E.C. District	41	50	0	9	151
2nd E.C. District	41	52	0	7	148
3rd E.C. District	50	38	1	10	168
4th E.C. District	53	37	1	9	151
5th E.C. District	48	42	1	9	126

**Senatorial Race: Gregg vs. Haddock**

"Suppose the election for U.S. Senate were being held TODAY and the candidates were Judd Gregg, the Republican and Dorris "Granny D" Haddock, the Democrat. Who would you vote for ... Judd Gregg or "Granny D" Haddock?" ROTATE CANDIDATES

	<b>Judd Gregg</b>	<b>Doris Haddock</b>	<b>Other</b>	<b>DK/ Not Sure</b>	<b>(N)</b>
<b>September 25 – October 3</b>	<b>52%</b>	<b>21%</b>	<b>0%</b>	<b>16%</b>	<b>527</b>
<b>October 25-27 (Latest)</b>	<b>62%</b>	<b>23%</b>	<b>1%</b>	<b>13%</b>	<b>738</b>
Democrat	34	45	1	20	303
Independent	52	20	3	25	97
Republican	92	3	1	4	329
Registered Democrat	32	53	0	14	200
Undeclared	55	19	4	22	255
Registered Republican	95	3	0	2	248
Not registered	54	14	3	29	33
Core GOP	94	2	0	3	282
Swing Voter	63	13	3	21	213
Core Dem.	25	55	2	18	244
Male	68	20	3	10	352
Female	57	26	0	17	386
18 to 34	53	28	1	18	150
35 to 49	66	19	2	13	273
50 to 64	60	25	2	14	205
65 and over	71	25	0	5	94
North Country	69	14	3	14	68
Central / Lakes	63	29	1	7	123
Connecticut Valley	50	33	2	15	111
Mass Border	63	18	1	18	170
Seacoast	60	24	1	15	119
Manchester Area	68	19	2	11	146
Approve	85	7	0	8	360
Neither	33	4	0	62	12
Disapprove	40	40	3	17	361
1st Cong. District	67	19	2	12	396
2nd Cong. District	57	27	1	15	342
1st E.C. District	61	23	2	13	151
2nd E.C. District	62	28	1	9	147
3rd E.C. District	63	20	1	16	169
4th E.C. District	69	16	2	13	147
5th E.C. District	55	28	0	17	122

**1st Congressional District: Bradley vs. Nadeau**

"Suppose the election for U.S. Congress were being held TODAY and the candidates in your district were Jeb Bradley, the Republican and Justin Nadeau (NED – O), the Democrat. Who would you vote for ... Jeb Bradley or Justin Nadeau?"  
 ROTATE CANDIDATES

	<u>Jeb Bradley</u>	<u>Justin Nadeau</u>	<u>Other</u>	<u>DK/ Not Sure</u>	<u>(N)</u>
<b>1<sup>st</sup> Cong. Dist. - September 25 – October 3</b>	<b>58%</b>	<b>25%</b>	<b>0%</b>	<b>17%</b>	<b>270</b>
<b>1<sup>st</sup> Cong. Dist. – Oct. 25-27 (Latest)</b>	<b>60%</b>	<b>26%</b>	<b>0%</b>	<b>14%</b>	<b>383</b>
Democrat	26	55	1	19	145
Independent	59	22	0	19	43
Republican	86	5	0	9	192
Registered Democrat	26	62	0	12	96
Undeclared	54	24	1	21	122
Registered Republican	89	5	0	6	148
Not registered	45	15	0	40	18
Core GOP	92	2	0	6	161
Swing Voter	63	14	0	22	104
Core Dem.	13	68	1	17	118
Male	68	21	1	10	180
Female	53	30	0	17	203
18 to 34	53	26	0	20	77
35 to 49	70	19	0	12	144
50 to 64	52	31	1	16	106
65 and over	58	34	0	8	50
Northern NH	55	39	0	6	38
Central/Lakes	73	23	0	4	39
Hillsborough County	69	18	0	12	104
Seacoast	54	27	1	18	202
Approve	86	6	0	8	209
Neither	26	0	0	74	5
Disapprove	29	51	1	19	168

**2nd Congressional District: Bass vs. Hodes**

"Suppose the election for U.S. Congress were being held TODAY and the candidates in your district were Charlie Bass, the Republican and Paul Hodes, the Democrat. Who would you vote for ... Charlie Bass or Paul Hodes?" ROTATE CANDIDATES

	<u>Charlie Bass</u>	<u>Paul Hodes</u>	<u>Other</u>	<u>DK/ Not Sure</u>	<u>(N)</u>
<b>2nd Cong. Dist. – Sept. 25 – Oct. 3</b>	<b>53%</b>	<b>28%</b>	<b>1%</b>	<b>18%</b>	<b>256</b>
<b>2nd Cong. District – Oct. 25-27 (Latest)</b>	<b>57%</b>	<b>30%</b>	<b>2%</b>	<b>12%</b>	<b>346</b>
Democrat	31	55	1	13	157
Independent	57	22	0	22	52
Republican	86	4	3	7	132
Registered Democrat	31	62	0	7	102
Undeclared	52	26	3	20	132
Registered Republican	88	5	2	5	97
Not registered	65	9	8	19	14
Core GOP	89	1	4	6	116
Swing Voter	63	15	1	20	107
Core Dem.	20	69	0	10	124
Male	61	29	3	6	167
Female	52	30	1	17	179
18 to 34	56	30	4	11	73
35 to 49	55	26	2	17	127
50 to 64	52	38	0	10	93
65 and over	69	27	0	4	45
Northern NH	62	30	1	7	64
Western NH	45	33	0	22	69
Central/Lakes	53	37	1	9	80
Hillsborough County	60	23	4	13	106
Seacoast	71	26	0	2	28
Approve	79	7	2	11	147
Neither	77	0	0	23	7
Disapprove	37	49	2	12	190

### New Hampshire House Races: Democrat vs. Republican

"Please think about the upcoming election for your representative to the New Hampshire House of Representatives. As of today ... do you plan to vote for the Democratic or Republican candidate for the New Hampshire House of Representatives ... or do you plan to skip the election for New Hampshire House of Representatives this time?" ROTATE PARTIES

October 25-27 (Latest)	<u>Republican</u> 41%	<u>Democrat</u> 40%	<u>Other</u> 3%	<u>DK/ Not Sure</u> 15%	<u>(N)</u> 686
Democrat	3	83	2	12	282
Independent	18	32	9	41	83
Republican	82	4	3	12	311
Registered Democrat	4	88	0	7	188
Undeclared	28	40	7	26	225
Registered Republican	84	4	2	11	245
Not registered	37	33	3	27	27
Core GOP	89	2	2	8	271
Swing Voter	23	28	7	42	181
Core Dem.	1	94	1	4	234
Male	50	32	4	14	327
Female	34	47	2	17	359
18 to 34	36	43	3	19	131
35 to 49	42	38	4	15	254
50 to 64	41	43	2	15	193
65 and over	46	39	3	11	92
North Country	39	46	0	16	63
Central / Lakes	36	43	2	19	119
Connecticut Valley	32	50	1	17	102
Mass Border	44	36	7	13	161
Seacoast	44	46	2	8	107
Manchester Area	49	28	3	20	134
Approve	72	9	4	15	336
Neither	17	35	0	48	9
Disapprove	11	71	2	15	336
1st Cong. District	47	36	3	13	367
2nd Cong. District	35	44	3	18	319
1st E.C. District	34	47	1	18	140
2nd E.C. District	40	42	0	18	139
3rd E.C. District	44	43	3	10	149
4th E.C. District	52	34	2	12	140
5th E.C. District	36	35	10	19	114

### New Hampshire Senate Races: Democrat vs. Republican

"Please think about the upcoming election for your representative to the New Hampshire Senate. As of today ... do you plan to vote for the Democratic or Republican candidate for the New Hampshire Senate ... or do you plan to skip the election for New Hampshire Senate this time?" ROTATE PARTIES

October 25-27 (Latest)	<u>Republican</u> 45%	<u>Democrat</u> 40%	<u>Other</u> 3%	<u>DK/ Not Sure</u> 12%	<u>(N)</u> 691
Democrat	8	80	2	10	283
Independent	18	37	11	34	83
Republican	86	5	2	8	316
Registered Democrat	8	86	0	6	194
Undeclared	34	38	7	21	223
Registered Republican	86	5	2	8	245
Not registered	42	36	0	22	27
Core GOP	92	2	1	5	276
Swing Voter	31	30	7	32	177
Core Dem.	2	91	2	5	238
Male	54	31	5	10	329
Female	37	47	1	14	362
18 to 34	40	41	3	17	135
35 to 49	49	37	4	10	258
50 to 64	43	41	3	14	193
65 and over	43	46	3	8	93
North Country	35	46	4	15	64
Central / Lakes	38	46	1	15	118
Connecticut Valley	35	48	2	14	107
Mass Border	51	36	5	8	160
Seacoast	47	44	2	6	105
Manchester Area	55	26	3	16	137
Approve	79	8	4	9	337
Neither	6	31	0	63	9
Disapprove	12	72	2	14	339
1st Cong. District	50	36	3	11	371
2nd Cong. District	40	44	3	13	320
1st E.C. District	37	46	2	15	142
2nd E.C. District	40	45	1	14	138
3rd E.C. District	51	39	2	8	148
4th E.C. District	57	30	2	11	145
5th E.C. District	40	39	8	13	115



**Most Important Issue in Vote for President**

"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

	Health/Medicare/ Social							All of the		Don't Know (N=)	
	Jobs 22%	Iraq 22%	Terror 21%	Educ. 3%	Care 8%	Rx Drugs 2%	Security 2%	Other 11%	Above 5%		
<b>October 25-27 (Latest)</b>											
Democrat	27	32	5	4	10	3	4	9	4	3	311
Independent	24	22	9	3	13	2	5	10	7	5	101
Republican	17	14	40	2	5	2	1	12	7	1	333
Registered Democrat	23	33	4	4	8	4	4	11	5	4	203
Undeclared	24	23	16	4	13	1	2	10	5	2	266
Registered Republican	18	12	41	1	3	2	2	11	7	2	250
Not registered	25	25	10	2	8	6	0	16	5	3	37
Core GOP	14	13	43	2	4	1	1	12	7	2	283
Swing Voter	28	24	10	3	9	4	2	10	6	4	226
Core Dem.	24	31	5	5	13	2	4	10	4	3	249
<u>Bush vs. Kerry</u>											
George W. Bush	17	14	41	2	4	1	1	13	7	2	345
John Kerry	26	31	4	3	12	3	5	9	3	4	371
Nader/Other	14	31	0	0	9	14	0	6	26	0	9
Undecided	29	12	6	22	11	10	0	3	6	0	22
Male	25	19	26	2	6	2	2	12	5	2	363
Female	19	25	16	4	10	2	3	10	6	4	395
18 to 34	31	20	19	4	4	1	2	12	3	4	152
35 to 49	26	20	19	3	9	1	1	13	7	2	283
50 to 64	15	30	23	3	10	1	3	7	5	3	209
65 and over	15	19	26	1	8	12	5	9	3	2	98
North Country	22	20	23	4	12	5	2	10	3	0	68
Central / Lakes	18	22	18	4	11	3	3	11	8	2	126
Connecticut Valley	23	31	16	3	4	1	1	12	3	6	112
Mass Border	22	21	21	5	5	1	4	10	8	3	180
Seacoast	28	21	18	2	10	3	1	11	3	4	123
Manchester Area	18	19	27	1	10	3	3	11	5	1	150
Approve	18	14	37	2	5	2	1	13	7	2	364
Neither	11	0	4	19	0	14	6	22	16	8	13
Disapprove	26	31	6	4	12	2	4	8	3	3	375
1st Cong. District	22	19	23	2	8	3	3	12	4	3	406
2nd Cong. District	21	26	17	4	8	2	2	10	7	3	352
1st E.C. District	23	25	20	3	9	3	3	9	3	2	151
2nd E.C. District	18	28	19	3	9	2	1	10	8	3	151
3rd E.C. District	24	20	18	3	9	1	2	13	5	5	172
4th E.C. District	19	18	29	2	8	4	4	9	5	2	153
5th E.C. District	26	21	16	5	7	1	2	13	6	2	127

**Most Important Issue in Vote for Governor**

"Of the following list, which one of these will be the single most important issue in your vote for New Hampshire governor this year ... education funding ... taxes ... ethics in government ... the cost of health insurance ... cuts in public services ... jobs and the economy ... health care ...or something else?" ROTATE RESPONSES

October 25-27 (Latest)	<u>Educ.</u> 18%	<u>Taxes</u> 28%	<u>Ethics in Cost of Gov.</u> 13%		<u>Cuts in Services</u> 4%	<u>Jobs/ Economy</u> 15%	<u>Health Care</u> 7%	<u>Other</u> 3%	<u>All of the Above</u> 2%		<u>Don't Know</u> 3%	(N=) 756
			<u>Gov.</u>	<u>Insurance</u>								
Democrat	24	18	14	6	5	17	9	3	2	2	309	
Independent	20	26	12	11	2	13	7	0	4	5	101	
Republican	12	38	13	6	3	13	5	3	2	4	333	
Registered Democrat	21	16	19	6	6	18	9	1	2	2	203	
Undeclared	22	29	12	7	3	13	6	2	2	2	264	
Registered Republican	11	38	11	6	3	13	6	5	3	4	250	
Not registered	12	16	2	21	3	20	11	0	2	12	37	
Core GOP	12	40	9	6	3	14	6	4	2	3	283	
Swing Voter	15	28	17	9	3	15	4	1	4	5	225	
Core Dem.	27	14	15	6	6	16	11	3	1	2	249	
<u>Benson vs. Lynch</u>												
Craig Benson	12	42	7	8	1	15	6	4	3	2	347	
John Lynch	26	14	21	4	6	13	8	2	2	3	325	
Other	8	8	0	40	0	19	25	0	0	0	7	
Undecided	13	22	10	13	5	19	7	3	2	7	66	
Male	15	33	15	7	3	14	4	3	3	2	362	
Female	21	23	11	6	4	16	9	3	2	4	395	
18 to 34	19	26	6	9	6	18	7	3	1	6	152	
35 to 49	18	29	13	7	4	17	6	3	2	1	282	
50 to 64	18	28	19	4	4	13	7	1	3	3	209	
65 and over	18	26	16	10	2	7	12	3	3	4	98	
North Country	29	13	8	7	8	15	14	3	2	0	68	
Central / Lakes	9	25	13	6	9	20	6	6	2	4	126	
Connecticut Valley	23	25	14	10	2	13	6	0	3	5	112	
Mass Border	21	36	10	4	0	16	7	2	2	1	178	
Seacoast	19	25	18	7	2	12	6	0	1	9	123	
Manchester Area	12	31	16	9	4	13	6	4	4	2	150	
Approve	15	39	10	6	3	14	5	3	3	3	364	
Neither	35	0	6	8	0	17	0	0	16	18	13	
Disapprove	20	18	17	8	5	16	9	3	1	3	373	
1st Cong. District	16	28	12	8	5	16	6	3	2	4	406	
2nd Cong. District	21	27	14	5	3	14	8	3	3	3	351	
1st E.C. District	22	17	7	9	8	16	10	4	2	4	151	
2nd E.C. District	15	28	17	3	5	15	5	4	4	4	151	
3rd E.C. District	18	30	11	6	1	16	8	1	2	5	172	
4th E.C. District	14	37	12	6	3	16	6	3	1	1	153	
5th E.C. District	22	26	20	8	1	11	6	1	4	1	126	