BUSH TAKES LEAD IN NEW HAMPSHIRE

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www.unh.edu/survey-center

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DURHAM, NH – President George W. Bush has taken a narrow lead over Massachusetts Senator John Kerry in New Hampshire. Kerry has become less popular in New Hampshire over the course of the summer while Bush has gained popularity among voters in the Granite State.

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. The Granite State Poll is sponsored by WMUR-TV, Manchester and the University of New Hampshire. Five hundred seventy-nine (579) randomly selected adults were interviewed by telephone between September 27 and October 3, 2004. The margin of sampling error for the survey is +/-4.1 percent. Included in this sample were 538 likely November 2004 voters. The margin of error for the likely voter sub-sample is +/- 4.3 percent. (For more detailed results, visit the Survey Center web site at www.unh.edu/survey-center/elect100404.pdf)

2004 NH Presidential Election

After trailing Massachusetts Senator John Kerry since the New Hampshire primary, President George W. Bush has taken the lead going into the final month of the campaign. In the most recent Granite State Poll, 50 percent of likely voters say they plan on voting for Bush, 45 percent plan on voting for Kerry, 1 percent favor some other candidate (including Ralph Nader), and 5 percent are undecided. Bush has been closing the gap over Kerry throughout the summer. In a head to head Granite State Poll in February, Kerry led Bush by 14 percentage points and slipped to a 4 percentage point lead by July.

“The Bush campaign has been very effective in focusing the campaign on John Kerry’s weaknesses, especially during their August convention,” said Andrew Smith, Director of the UNH Survey Center. “The Bush campaign has succeeded in driving Kerry’s unfavorable ratings up and this has led to a decline in voter support for Kerry.”

But there is evidence that Kerry has recovered somewhat after his September swoon. The first presidential debate occurred while interviews were being conducted for the Granite State Poll, and Kerry was doing better after the debate than he was before the debate. Prior to the September 30 debate, Bush held a 51 percent to 43 percent lead over Kerry. After the debate, his lead was only 48% to 46%.

Partisan Strength

Both Bush and Kerry have been able to rally their partisan troops – 89 percent of Democrats say they will vote for Kerry and 89 percent of Republicans say they will vote for Bush. Independent voters are breaking toward Kerry 50 percent to 34 percent. But Bush is able to hold a lead over Kerry because New Hampshire has approximately 40,000 more Republican voters than Democratic voters, according to the New Hampshire Secretary of State.

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We ask that this copyrighted information be referred to as the WMUR Granite State Poll, sponsored by WMUR-TV and the University of New Hampshire.
Favorability Ratings

President Bush’s favorability ratings have been increasing after declining for most the past year. In the latest Granite State Poll, 55 percent of likely voters have a favorable opinion of Bush, 43 percent have an unfavorable opinion of him, and 2 percent are neutral. Bush’s net favorability rating among likely voters, the percentage that has a favorable opinion of him minus the percentage that has an unfavorable opinion, is a +12 percent, up from +4% in July.

While Bush’s favorability ratings have inched up, Kerry’s have slipped. Forty-eight percent of likely voters have a favorable opinion of Kerry, 44 percent have an unfavorable opinion of him, 8 percent are neutral, and 1 percent don’t know enough about him to say. Kerry’s net favorability rating is +4 percent, down from +13 percent in July.

Candidate Qualities

Voters in New Hampshire are more likely to say that George Bush exhibits leadership qualities than Kerry. When asked which candidate is a strong leader, 55 percent named Bush while 34 percent named Kerry. Similarly, 47 percent said that Bush is the more trustworthy candidate compared to 37 percent who named Kerry. Bush is also seen as the more likeable candidate named by 52 percent of likely voters compared to 35 percent who named Kerry. Kerry is weakest when voters are asked about consistency – 58 percent of New Hampshire likely voters say that Kerry is more inconsistent while only 26 percent named Bush.

One area that Kerry is viewed more favorably than Bush is that 47 percent say the Bush is the more reckless candidate while only 30 percent named Kerry.

Subgroup Analysis

Republicans, conservatives, regular church goers, and people who have lived in New Hampshire 10 years or less have are most likely to vote for Bush. Democrats, liberals, voters with post-graduate educations, those who have never married, and those who do not attend religious services are most likely to vote for Senator Kerry.

There is a gender gap in New Hampshire. Bush leads Kerry among men by a 57 percent to 39 percent margin while Kerry holds a smaller 50 percent to 43 percent lead among women.

Granite State Poll Methodology

These findings are based on the most recent Granite State Poll conducted by the University of New Hampshire Survey Center from September 27 to October 3, 2004. A random sample of 579 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.1 percent. Included in this sample were 538 likely November 2004 voters. The margin of error for the likely voter sub-sample is +/- 4.3 percent. 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 Rating - President George W. Bush**

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. President George W. Bush."

### All NH Adults

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Neutral</th>
<th>Unfavorable</th>
<th>NET</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '04</td>
<td>55%</td>
<td>2%</td>
<td>43%</td>
<td>+12%</td>
<td>(574)</td>
</tr>
<tr>
<td>July '04</td>
<td>50</td>
<td>6%</td>
<td>44%</td>
<td>+6%</td>
<td>(506)</td>
</tr>
<tr>
<td>Apr. '04</td>
<td>48</td>
<td>6%</td>
<td>46%</td>
<td>+2%</td>
<td>(540)</td>
</tr>
<tr>
<td>Feb. '04</td>
<td>48</td>
<td>4%</td>
<td>48%</td>
<td>0</td>
<td>(510)</td>
</tr>
<tr>
<td>Oct. '03</td>
<td>57</td>
<td>4%</td>
<td>38%</td>
<td>+19%</td>
<td>(503)</td>
</tr>
<tr>
<td>June '03</td>
<td>62</td>
<td>6%</td>
<td>32%</td>
<td>+30%</td>
<td>(514)</td>
</tr>
<tr>
<td>Apr. '03</td>
<td>72</td>
<td>5%</td>
<td>23%</td>
<td>+49%</td>
<td>(503)</td>
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<tr>
<td>Feb. '03</td>
<td>64</td>
<td>7%</td>
<td>29%</td>
<td>+35%</td>
<td>(651)</td>
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<tr>
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<td>69</td>
<td>8%</td>
<td>23%</td>
<td>+46%</td>
<td>(641)</td>
</tr>
<tr>
<td>Apr. '02</td>
<td>78</td>
<td>6%</td>
<td>16%</td>
<td>+62%</td>
<td>(693)</td>
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<tr>
<td>Feb. '02</td>
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<td>5%</td>
<td>11%</td>
<td>+73%</td>
<td>(726)</td>
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<tr>
<td>Oct. '01</td>
<td>88</td>
<td>4%</td>
<td>8%</td>
<td>+80%</td>
<td>(678)</td>
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</table>

### Likely November 2004 Voters

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Neutral</th>
<th>Unfavorable</th>
<th>NET</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '04</td>
<td>55%</td>
<td>2%</td>
<td>43%</td>
<td>+12%</td>
<td>(534)</td>
</tr>
<tr>
<td>July '04</td>
<td>50</td>
<td>5%</td>
<td>46%</td>
<td>+4%</td>
<td>(462)</td>
</tr>
<tr>
<td>Apr. '04</td>
<td>49</td>
<td>4%</td>
<td>47%</td>
<td>+2%</td>
<td>(489)</td>
</tr>
<tr>
<td>Feb. '04</td>
<td>47</td>
<td>4%</td>
<td>49%</td>
<td>-2%</td>
<td>(464)</td>
</tr>
<tr>
<td>Oct. '03</td>
<td>57</td>
<td>4%</td>
<td>39%</td>
<td>+18%</td>
<td>(414)</td>
</tr>
</tbody>
</table>

**Favorability Rating – Senator John Kerry**

"Next, I'd like to get your overall opinion of some people in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you have never heard of him or her. Senator John Kerry."

### All NH Adults

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Neutral</th>
<th>Unfavorable</th>
<th>DK Enough to Say</th>
<th>NET</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '04</td>
<td>47%</td>
<td>8%</td>
<td>43%</td>
<td>2%</td>
<td>+4%</td>
<td>(571)</td>
</tr>
<tr>
<td>July '04</td>
<td>52</td>
<td>7%</td>
<td>39%</td>
<td>3</td>
<td>+13%</td>
<td>(506)</td>
</tr>
<tr>
<td>Apr. '04</td>
<td>46</td>
<td>10%</td>
<td>41%</td>
<td>3</td>
<td>+5%</td>
<td>(542)</td>
</tr>
<tr>
<td>Feb. '04</td>
<td>57</td>
<td>8%</td>
<td>31%</td>
<td>3</td>
<td>+26%</td>
<td>(510)</td>
</tr>
</tbody>
</table>

### Likely November 2004 Voters

<table>
<thead>
<tr>
<th></th>
<th>Favorable</th>
<th>Neutral</th>
<th>Unfavorable</th>
<th>DK Enough to Say</th>
<th>NET</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '04</td>
<td>48%</td>
<td>8%</td>
<td>44%</td>
<td>1%</td>
<td>+4%</td>
<td>(532)</td>
</tr>
<tr>
<td>July '04</td>
<td>53</td>
<td>6%</td>
<td>40%</td>
<td>2</td>
<td>+13%</td>
<td>(461)</td>
</tr>
<tr>
<td>Apr. '04</td>
<td>46</td>
<td>10%</td>
<td>42%</td>
<td>2</td>
<td>+4%</td>
<td>(491)</td>
</tr>
<tr>
<td>Feb. '04</td>
<td>59</td>
<td>7%</td>
<td>32%</td>
<td>2</td>
<td>+27%</td>
<td>(464)</td>
</tr>
</tbody>
</table>
**Nov. '04 Presidential Election Trial Heat– Bush vs. Kerry vs. Nader**
*(Likely Voters)*

"Now, suppose the 2004 presidential election was 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?"

<table>
<thead>
<tr>
<th></th>
<th>Bush</th>
<th>Kerry</th>
<th>Nader/Other</th>
<th>Undecided</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. '04</td>
<td>50%</td>
<td>45%</td>
<td>1%</td>
<td>5%</td>
<td>(521)</td>
</tr>
<tr>
<td>July '04</td>
<td>43</td>
<td>47</td>
<td>4</td>
<td>6</td>
<td>(459)</td>
</tr>
</tbody>
</table>

**Candidate Qualities**
*(Likely Voters)*

“Please tell me whether you think each of the following words or phrases applies more to George W. Bush or John Kerry.”

<table>
<thead>
<tr>
<th></th>
<th>Bush</th>
<th>Kerry</th>
<th>Both</th>
<th>Neither</th>
<th>Don’t Know</th>
<th>(N=)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Strong leader</td>
<td>55%</td>
<td>34%</td>
<td>3%</td>
<td>5%</td>
<td>3%</td>
<td>(524)</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>47</td>
<td>37</td>
<td>3</td>
<td>9</td>
<td>5</td>
<td>(522)</td>
</tr>
<tr>
<td>Reckless</td>
<td>47</td>
<td>30</td>
<td>1</td>
<td>17</td>
<td>5</td>
<td>(523)</td>
</tr>
<tr>
<td>Inconsistent</td>
<td>26</td>
<td>58</td>
<td>6</td>
<td>6</td>
<td>4</td>
<td>(523)</td>
</tr>
<tr>
<td>Likeable</td>
<td>52</td>
<td>35</td>
<td>8</td>
<td>3</td>
<td>2</td>
<td>(525)</td>
</tr>
</tbody>
</table>
## 2004 Presidential Election - Bush vs. Kerry vs. Nader

<table>
<thead>
<tr>
<th>Category</th>
<th>George W Bush</th>
<th>John Kerry</th>
<th>Other/Nader</th>
<th>Undecided</th>
<th>N</th>
</tr>
</thead>
<tbody>
<tr>
<td>Registered Democrat</td>
<td>17</td>
<td>80</td>
<td>0</td>
<td>3</td>
<td>116</td>
</tr>
<tr>
<td>Undeclared</td>
<td>39</td>
<td>54</td>
<td>0</td>
<td>6</td>
<td>186</td>
</tr>
<tr>
<td>Registered Republican</td>
<td>90</td>
<td>5</td>
<td>3</td>
<td>2</td>
<td>153</td>
</tr>
<tr>
<td>Not registered</td>
<td>43</td>
<td>45</td>
<td>1</td>
<td>11</td>
<td>58</td>
</tr>
<tr>
<td>Democrat</td>
<td>8</td>
<td>89</td>
<td>0</td>
<td>3</td>
<td>199</td>
</tr>
<tr>
<td>Independent</td>
<td>34</td>
<td>50</td>
<td>3</td>
<td>13</td>
<td>74</td>
</tr>
<tr>
<td>Republican</td>
<td>89</td>
<td>7</td>
<td>1</td>
<td>3</td>
<td>239</td>
</tr>
<tr>
<td>Liberal</td>
<td>15</td>
<td>80</td>
<td>2</td>
<td>4</td>
<td>106</td>
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<tr>
<td>Moderate</td>
<td>43</td>
<td>51</td>
<td>1</td>
<td>5</td>
<td>212</td>
</tr>
<tr>
<td>Conservative</td>
<td>84</td>
<td>13</td>
<td>1</td>
<td>2</td>
<td>166</td>
</tr>
<tr>
<td>MIP in vote for president</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>US Campaign re Terrorism</td>
<td>43</td>
<td>47</td>
<td>2</td>
<td>8</td>
<td>110</td>
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<tr>
<td>War in Iraq</td>
<td>31</td>
<td>68</td>
<td>0</td>
<td>1</td>
<td>133</td>
</tr>
<tr>
<td>Economy &amp; Jobs</td>
<td>84</td>
<td>14</td>
<td>0</td>
<td>3</td>
<td>116</td>
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<tr>
<td>Education</td>
<td>13</td>
<td>87</td>
<td>0</td>
<td>0</td>
<td>18</td>
</tr>
<tr>
<td>Health Care</td>
<td>24</td>
<td>59</td>
<td>2</td>
<td>16</td>
<td>36</td>
</tr>
<tr>
<td>Medicare &amp; Pres. Drugs</td>
<td>46</td>
<td>51</td>
<td>0</td>
<td>2</td>
<td>23</td>
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<tr>
<td>Union household</td>
<td>44</td>
<td>52</td>
<td>0</td>
<td>4</td>
<td>74</td>
</tr>
<tr>
<td>Non-union</td>
<td>51</td>
<td>43</td>
<td>1</td>
<td>4</td>
<td>441</td>
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<tr>
<td>5 years or less in NH</td>
<td>59</td>
<td>37</td>
<td>0</td>
<td>4</td>
<td>57</td>
</tr>
<tr>
<td>6 to 10 years</td>
<td>59</td>
<td>36</td>
<td>0</td>
<td>5</td>
<td>43</td>
</tr>
<tr>
<td>11 to 20 years</td>
<td>51</td>
<td>44</td>
<td>0</td>
<td>5</td>
<td>96</td>
</tr>
<tr>
<td>More than 20 years</td>
<td>46</td>
<td>48</td>
<td>2</td>
<td>4</td>
<td>315</td>
</tr>
<tr>
<td>18 to 34</td>
<td>43</td>
<td>50</td>
<td>1</td>
<td>6</td>
<td>107</td>
</tr>
<tr>
<td>35 to 49</td>
<td>59</td>
<td>34</td>
<td>2</td>
<td>5</td>
<td>169</td>
</tr>
<tr>
<td>50 to 64</td>
<td>47</td>
<td>50</td>
<td>0</td>
<td>3</td>
<td>147</td>
</tr>
<tr>
<td>65 and over</td>
<td>41</td>
<td>55</td>
<td>1</td>
<td>3</td>
<td>77</td>
</tr>
<tr>
<td>Male</td>
<td>57</td>
<td>39</td>
<td>1</td>
<td>3</td>
<td>252</td>
</tr>
<tr>
<td>Female</td>
<td>43</td>
<td>50</td>
<td>1</td>
<td>6</td>
<td>269</td>
</tr>
<tr>
<td>High school or less</td>
<td>50</td>
<td>40</td>
<td>1</td>
<td>9</td>
<td>129</td>
</tr>
<tr>
<td>Some college</td>
<td>64</td>
<td>33</td>
<td>2</td>
<td>2</td>
<td>123</td>
</tr>
<tr>
<td>College graduate</td>
<td>48</td>
<td>47</td>
<td>1</td>
<td>4</td>
<td>182</td>
</tr>
<tr>
<td>Post-graduate</td>
<td>35</td>
<td>64</td>
<td>0</td>
<td>1</td>
<td>86</td>
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<tr>
<td>Less than $30K</td>
<td>36</td>
<td>55</td>
<td>2</td>
<td>7</td>
<td>56</td>
</tr>
<tr>
<td>$30K to $60K</td>
<td>49</td>
<td>42</td>
<td>2</td>
<td>7</td>
<td>128</td>
</tr>
<tr>
<td>$60K to $75K</td>
<td>46</td>
<td>53</td>
<td>0</td>
<td>1</td>
<td>56</td>
</tr>
<tr>
<td>$75K to $100K</td>
<td>52</td>
<td>42</td>
<td>0</td>
<td>9</td>
<td>71</td>
</tr>
<tr>
<td>More than $100K</td>
<td>52</td>
<td>53</td>
<td>2</td>
<td>2</td>
<td>85</td>
</tr>
<tr>
<td>Married</td>
<td>52</td>
<td>43</td>
<td>1</td>
<td>4</td>
<td>380</td>
</tr>
<tr>
<td>Divorced/separated</td>
<td>50</td>
<td>43</td>
<td>2</td>
<td>6</td>
<td>76</td>
</tr>
<tr>
<td>Never married</td>
<td>33</td>
<td>60</td>
<td>1</td>
<td>6</td>
<td>64</td>
</tr>
<tr>
<td>Protestant</td>
<td>57</td>
<td>39</td>
<td>1</td>
<td>4</td>
<td>201</td>
</tr>
<tr>
<td>Catholic</td>
<td>54</td>
<td>40</td>
<td>1</td>
<td>5</td>
<td>186</td>
</tr>
<tr>
<td>Other</td>
<td>28</td>
<td>66</td>
<td>2</td>
<td>5</td>
<td>113</td>
</tr>
<tr>
<td>Attend 1 or more/week</td>
<td>63</td>
<td>35</td>
<td>0</td>
<td>2</td>
<td>149</td>
</tr>
<tr>
<td>1-2 times a month</td>
<td>46</td>
<td>40</td>
<td>0</td>
<td>14</td>
<td>59</td>
</tr>
<tr>
<td>Less often</td>
<td>50</td>
<td>45</td>
<td>2</td>
<td>3</td>
<td>157</td>
</tr>
<tr>
<td>Never</td>
<td>36</td>
<td>57</td>
<td>2</td>
<td>4</td>
<td>143</td>
</tr>
<tr>
<td>Northern NH</td>
<td>47</td>
<td>44</td>
<td>1</td>
<td>9</td>
<td>69</td>
</tr>
<tr>
<td>Western NH</td>
<td>40</td>
<td>49</td>
<td>0</td>
<td>11</td>
<td>46</td>
</tr>
<tr>
<td>Central/Lakes</td>
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<td>47</td>
<td>1</td>
<td>4</td>
<td>87</td>
</tr>
<tr>
<td>Hillsborough County</td>
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<td>44</td>
<td>2</td>
<td>2</td>
<td>153</td>
</tr>
<tr>
<td>Seacoast</td>
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