

THE GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE

BUSH APPROVAL CONTINUES TO DECLINE

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UNH Survey Center
www.unh.edu/survey-center

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DURHAM, NH -- President George W. Bush's approval rating in New Hampshire has continued to decline as concerns about the economy and Iraq increase. However, Bush leads over his three main Democratic rivals at this time.

These findings are based on the latest **Granite State Poll**, conducted by the University of New Hampshire Survey Center. The Granite State Poll is sponsored by the University of New Hampshire. Five hundred six (506) randomly selected adults were interviewed by telephone between September 30 and October 7, 2003. The margin of sampling error for the survey is +/-4.4 percent. (For more detailed results, visit the Survey Center web site at www.unh.edu/survey-center and click on Press Releases.)

Approval Continues to Slide

President Bush's approval ratings in New Hampshire have continued to slide since the official end of the war in Iraq. As concerns about the economy and Iraq mount, Granite Staters assessments of the Bush Presidency have declined. In the most recent Granite State Poll, 56 percent of New Hampshire adults say they approve of the job Bush is doing as president, 40 percent disapprove, and 4 percent are neutral. The percentage of Granite Staters who approve of Bush is down from a post Iraq war high of 71 percent in the April 2003 Granite State Poll and down 8 percentage points from the June Granite State Poll. However, Bush's approval ratings in New Hampshire are still in an acceptable range. "Bush's approval ratings in New Hampshire may have hit bottom, given the large number of Republicans in the state," said Andrew Smith, Director of the UNH Survey Center. "But if they should fall below 50 percent, Bush may have to worry about holding New Hampshire in 2004."

Bush's personal favorability ratings have also continued to decline. Currently, 57 percent of New Hampshire adults say they have a favorable opinion of Bush, 38 percent have an unfavorable opinion of him, and 4 percent are neutral. Bush's net favorability rating, the percentage who have a favorable opinion minus the percentage who have an unfavorable opinion, is a modest +19 percent, down from +58 percent in April and +30 percent in June.

Economic Approval Rating

A president's approval rating is typically tied to the performance of the economy. And despite signs that the US economy is recovering from the recent recession, Granite Staters assessments of Bush's handling of the economy continue to decline. In the most recent Granite State Poll, 46 percent of New Hampshire residents say they approve of the job President Bush is doing handling the economy, 50 percent disapprove, and 4 percent are neutral. This is the first time that Bush's economic approval ratings have dropped below 50 percent in New Hampshire.

Foreign Affairs & Iraq

When asked to rate the job Bush is doing handling foreign affairs, 53 percent of New Hampshire adults say they approve, 44 percent disapprove, and 3 percent are neutral. This represents a decline of 10 percentage points since June and the lowest since the September 11 attacks.

Despite strong criticism of his handling of Iraq by candidates in New Hampshire's Democratic primary, most New Hampshire residents still support the war with Iraq, but by an ever smaller margin. Currently, 65 percent of New Hampshire adults say they support the United States having gone to war with Iraq, 30 percent oppose, and 5 percent are neutral. Support for the war was highest in the April 2003 Granite State Poll when 77 percent of New Hampshire adults said they supported the US having gone to war with Iraq.

When asked about Bush's handling of the situation in Iraq, only 54 percent approve, 42 percent disapprove, and 3 percent are neutral. This again represents a significant decline since April when 79 percent of Granite Staters approved of Bush's handling of the situation in Iraq.

2004 Presidential Election

Presidential approval ratings are closely followed by political analysts because of correlation between approval ratings and reelection. Despite a decline in approval ratings, Bush leads his three most likely Democratic challengers in New Hampshire in 2004 presidential election trial heats. When asked to think ahead to a 2004 presidential matchup with former Vermont Governor Howard Dean, 48 percent of Granite Staters say they plan to vote for Bush, 38 percent say they would vote for Dean, 1 percent will vote for some other candidate, 9 percent are undecided, and 4 percent say they won't vote.

In a matchup between Bush and Massachusetts Senator John Kerry, 49 percent say they would vote for Bush, 38 percent say they would vote for Kerry, 1 percent favor some other candidate, 9 percent are undecided, and 4 percent say they will not vote.

And in a matchup with retired General Wesley Clark, 47 percent say they would vote for Bush, 32 percent say they would vote for Clark, 2 percent favor some other candidate, 16 percent are undecided, and 4 percent say they will not vote.

Regardless of who they plan to vote for in the 2004 election, 47 percent of New Hampshire residents believe Bush will win the election, 36 percent think the Democratic party's nominee will win, 1 percent think some other candidate will win, and 15 percent don't know who will win the election. While Granite Staters still think Bush will win in November, the percentage who think a Democrat will win has increased significantly from 21 percent in the June Granite State Poll to 36 percent in October.

"Bush's electoral strength in New Hampshire is not surprising given that Republicans have an 11 percentage point margin in registered voters over Democrats," said Dr. Smith. "Most voters will vote for the candidate of their party. The Republicans edge in voter registration in New Hampshire is an almost insurmountable obstacle for Democrats running here."

SUB-GROUP ANALYSIS

New Hampshire is extremely polarized in how it views President Bush. Republicans are quite supportive while Democrats strongly disapprove of his performance as President. Bush gets his highest overall, economic, and foreign affairs approval ratings as well as his highest personal favorability ratings from Republicans, conservatives, people who voted for Bush in the 2000 New Hampshire primary, and people who have lived in New Hampshire between 6 and 10 years. He gets low marks from Democrats, liberals, and people who voted for Bill Bradley or Al Gore in the 2000 New Hampshire Primary.

And New Hampshire is even more polarized over Iraq with 84 percent of Republicans approving and 79 percent of Democrats disapproving of Bush's handling of the situation in Iraq. Similarly, 90 percent of Republicans support the US having gone to war with Iraq while 61 percent of Democrats oppose the war. Independent voters support the war, but at significantly lower levels than Republicans - 59 percent say they support the US having gone to war with Iraq.

Looking at a 2004 presidential election between Bush and Dean, 85 percent of Republicans say they would vote for Bush and 83 percent of Democrats say they would vote for Dean. Independents are evenly split in their support for Bush or Dean. Results are similar in matchups with other Kerry and Clark with Bush getting 80 percent or more of the Republican vote while Kerry gets 82 percent and Clark gets 70 percent of the Democratic vote. Interestingly, Kerry does better than either Dean or Clark among Independents where he holds a narrow 37 percent to 32 percent lead over Bush.

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 30 to October 8, 2003. A random sample of 506 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.4 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.

Presidential Approval

“GENERALLY SPEAKING, do you approve or disapprove of the way President Bush is handling his job as president?”

	Oct. '01	Feb. '02	Apr. '02	June '02	Feb. '03	Apr. '03	June '03	Oct. '03
Approve	92%	87%	81%	75%	65%	71%	64%	56%
Neutral	2	4	6	5	4	6	5	4
Disapprove	6	9	13	21	30	23	31	40
(N)	(687)	(724)	(685)	(658)	(646)	(503)	(511)	(502)

Presidential Approval - Economy

"GENERALLY SPEAKING, do you approve or disapprove of the way President Bush is handling THE ECONOMY?"

	Oct. '01	Feb. '02	Apr. '02	June '02	Feb. '03	Apr. '03	June '03	Oct. '03
Approve	75%	69%	70%	62%	51%	56%	51%	46%
Neutral	8	6	7	6	6	6	3	4
Disapprove	18	25	23	32	43	38	45	50
(N)	(684)	(725)	(688)	(644)	(644)	(502)	(512)	(499)

Presidential Approval - Foreign Affairs

"GENERALLY SPEAKING, do you approve or disapprove of the way President Bush is handling FOREIGN AFFAIRS?"

	Oct. '01	Feb. '02	Apr. '02	June '02	Feb. '03	Apr. '03	June '03	Oct. '03
Approve	88%	86%	76%	69%	60%	72%	63%	53%
Neutral	4	4	5	5	4	3	3	3
Disapprove	7	10	19	26	36	25	34	44
(N)	(685)	(722)	(690)	(644)	(646)	(506)	(512)	(501)

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."

	Oct. '01	Feb. '02	Apr. '02	June '02	Feb. '03	Apr. '03	June '03	Oct. '03
Favorable	88%	84%	78%	69%	64%	72%	62%	57%
Neutral	4	5	6	8	7	5	6	4
Unfavorable	8	11	16	23	29	23	32	38
(N)	(678)	(726)	(693)	(641)	(651)	(503)	(514)	(503)

Presidential Approval - Handling of Situation in Iraq

"Do you approve or disapprove of the way George W. Bush is handling the situation with Iraq?"

	Feb. '03	Apr. '03	June '03	Oct. '03
Approve	56%	79%	64%	54%
Neutral	7	2	4	3
Disapprove	37	18	32	42
(N)	(646)	(503)	(513)	(500)

Favor or Oppose Sending US Ground Troops to Iraq (Feb.) / War in Iraq (April on)

"Would you favor or oppose invading Iraq with U.S. ground troops in an attempt to remove Saddam Hussein from power?" (February)

"Do you support or oppose the United States having gone to war with Iraq?" (April on)

	Feb. '03	Apr. '03	June '03	Oct. '03
Favor/Support	55%	77%	69%	65%
Neutral	7	4	4	5
Oppose	38	20	28	30
(N)	(645)	(506)	(513)	(502)

Nov. '04 Presidential Election Trial Heats

"If (Howard Dean/John Kerry/Wesley Clark) wins the Democratic nomination and he runs against George W. Bush runs for President in 2004, would you vote for Howard Dean, the Democrat or George W. Bush, the Republican or will you not vote in the 2004 election for President?" ROTATE CANDIDATES

	Bush/Dean	Bush/Kerry	Bush/Clark
Bush	48%	49%	47%
Dean/Kerry/Clark	38	38	32
Other	1	1	2
Undecided	9	9	16
Will Not Vote	4	3	4
(N)	(496)	(498)	(500)

Who Will WIN the 2004 Presidential Election

"Regardless of who you plan to vote for, who do you think will win the election: President George W. Bush or the Democratic Party's nominee for president?"

	June '03	Oct. '03
Bush	63%	47%
Dem. Candidate	21	36
Other	1	1
Don't Know	16	15
(N)	(512)	(489)

Presidential Approval Rating - Overall

STATEWIDE	<u>Approve</u> 56%	<u>Neutral</u> 4%	<u>Disapprove</u> 40%	<u>(N=)</u> 502
Registered Democrat	16	3	82	91
Undeclared	60	4	36	147
Registered Republican	79	1	20	143
Not registered	54	9	37	118
Democrat	16	2	82	173
Independent	54	10	36	74
Republican	86	4	10	233
Liberal	32	7	61	96
Moderate	54	3	44	217
Conservative	76	3	22	152
Bradley Voter in 2000	6	7	88	22
Gore Voter in 2000	23	1	76	94
Bush Voter in 2000	87	4	9	122
McCain Voter in 2000	64	3	33	80
Union household	54	4	42	66
Non-union	56	5	39	421
5 Years or less in NH	58	8	35	63
6 to 10 years	66	6	29	56
11 to 20 years	51	6	43	109
More than 20 years	55	3	42	263
18 to 34	61	7	32	105
33 to 49	60	5	36	167
50 to 64	49	4	47	141
65 and over	51	3	46	73
Male	59	3	38	245
Female	53	5	42	257
High school or less	60	4	36	128
Some college	56	9	35	141
College graduate	56	2	42	135
Post-graduate	49	2	49	88
Less than \$30K	39	5	55	69
\$30K to \$60K	54	3	43	109
\$60K to \$75K	55	1	44	70
\$75K to \$100K	59	3	38	65
More than \$100K	55	4	41	70
Married	61	3	36	325
Divorced/separated	42	6	52	92
Never married	54	5	41	71
Protestant	58	6	36	181
Catholic	60	3	36	180
Other	47	3	50	116
Northern NH	49	5	47	67
Western NH	54	0	46	48
Central/Lakes	52	2	46	80
Hillsborough County	61	4	35	152
Seacoast	56	8	37	156
1st District	56	6	38	239
2nd District	56	3	42	263

Presidential Approval Rating - Economy

STATEWIDE	<u>Approve</u> 46%	<u>Neutral</u> 4%	<u>Disapprove</u> 50%	<u>(N=)</u> 499
Registered Democrat	19	3	78	91
Undeclared	44	3	53	146
Registered Republican	73	2	25	143
Not registered	36	10	54	116
Democrat	14	2	83	172
Independent	38	11	51	73
Republican	72	3	25	233
Liberal	26	5	69	96
Moderate	42	1	56	213
Conservative	66	5	28	153
Bradley Voter in 2000	11	0	89	22
Gore Voter in 2000	19	0	81	94
Bush Voter in 2000	75	2	23	121
McCain Voter in 2000	59	2	39	80
Union household	41	3	56	66
Non-union	47	4	49	418
5 Years or less in NH	42	8	51	63
6 to 10 years	64	3	33	56
11 to 20 years	42	6	52	108
More than 20 years	45	3	52	261
18 to 34	51	6	43	103
33 to 49	48	3	49	166
50 to 64	39	5	56	141
65 and over	52	2	46	74
Male	49	3	48	241
Female	43	5	52	257
High school or less	52	7	41	125
Some college	45	5	50	142
College graduate	42	3	55	134
Post-graduate	47	1	53	88
Less than \$30K	38	2	60	68
\$30K to \$60K	48	2	49	107
\$60K to \$75K	49	0	51	70
\$75K to \$100K	40	3	56	65
More than \$100K	47	3	51	70
Married	50	4	47	324
Divorced/separated	35	5	60	92
Never married	44	6	50	70
Protestant	51	3	45	181
Catholic	50	6	45	180
Other	34	3	63	115
Northern NH	37	2	61	66
Western NH	43	4	54	48
Central/Lakes	49	1	50	79
Hillsborough County	49	5	45	150
Seacoast	46	6	48	158
1st District	47	6	47	237
2nd District	46	3	52	261

Presidential Approval Rating - Foreign Affairs

STATEWIDE	<u>Approve</u> 53%	<u>Neutral</u> 3%	<u>Disapprove</u> 44%	<u>(N=)</u> 501
Registered Democrat	16	1	84	91
Undeclared	55	3	42	147
Registered Republican	78	0	22	144
Not registered	47	9	44	116
Democrat	15	1	83	173
Independent	49	8	43	74
Republican	83	2	15	233
Liberal	24	7	69	96
Moderate	54	1	45	217
Conservative	72	3	25	152
Bradley Voter in 2000	17	3	80	22
Gore Voter in 2000	21	1	77	94
Bush Voter in 2000	82	2	16	122
McCain Voter in 2000	64	0	36	80
Union household	48	1	52	66
Non-union	54	3	43	420
5 Years or less in NH	47	4	49	63
6 to 10 years	66	2	32	56
11 to 20 years	51	5	44	108
More than 20 years	53	2	45	263
18 to 34	55	6	38	105
33 to 49	58	4	38	167
50 to 64	45	1	54	140
65 and over	53	1	46	74
Male	56	2	42	244
Female	50	4	47	257
High school or less	58	2	40	126
Some college	51	6	43	142
College graduate	55	2	43	135
Post-graduate	48	1	51	88
Less than \$30K	39	2	59	69
\$30K to \$60K	46	3	51	110
\$60K to \$75K	50	2	47	70
\$75K to \$100K	57	3	40	65
More than \$100K	54	4	42	70
Married	57	2	41	325
Divorced/separated	44	6	50	92
Never married	48	6	46	71
Protestant	57	3	40	182
Catholic	55	3	41	179
Other	45	3	53	116
Northern NH	48	3	49	67
Western NH	49	0	51	48
Central/Lakes	52	2	46	80
Hillsborough County	57	5	38	150
Seacoast	52	3	44	158
1st District	53	4	43	239
2nd District	53	2	45	262

Presidential Approval Rating - Handling of Iraq

STATEWIDE	<u>Approve</u> 54%	<u>Neutral</u> 3%	<u>Disapprove</u> 42%	<u>(N=)</u> 500
Registered Democrat	20	2	78	91
Undeclared	56	4	39	147
Registered Republican	79	0	21	143
Not registered	48	8	45	116
Democrat	17	4	79	173
Independent	51	5	44	74
Republican	84	1	15	233
Liberal	25	6	69	96
Moderate	54	3	43	216
Conservative	76	1	23	152
Bradley Voter in 2000	23	0	77	22
Gore Voter in 2000	20	4	76	94
Bush Voter in 2000	85	0	15	122
McCain Voter in 2000	66	2	32	80
Union household	55	3	42	66
Non-union	55	3	42	419
5 Years or less in NH	47	3	50	63
6 to 10 years	68	2	29	56
11 to 20 years	52	1	47	108
More than 20 years	55	4	41	261
18 to 34	62	3	35	105
33 to 49	58	4	38	166
50 to 64	48	4	49	140
65 and over	52	1	48	74
Male	60	2	38	243
Female	49	5	47	257
High school or less	62	1	37	126
Some college	50	5	44	141
College graduate	58	5	37	134
Post-graduate	48	0	52	88
Less than \$30K	37	5	58	68
\$30K to \$60K	51	3	46	110
\$60K to \$75K	53	4	43	70
\$75K to \$100K	55	6	40	65
More than \$100K	58	0	42	70
Married	58	2	39	325
Divorced/separated	46	4	50	91
Never married	52	7	41	71
Protestant	58	3	39	181
Catholic	58	4	39	179
Other	45	3	51	116
Northern NH	50	2	48	66
Western NH	60	0	40	48
Central/Lakes	51	5	43	80
Hillsborough County	57	3	39	150
Seacoast	53	4	43	157
1st District	53	4	43	238
2nd District	55	3	41	262

Support / Oppose War with Iraq

STATEWIDE	<u>Support</u> 65%	<u>Neutral</u> 5%	<u>Oppose</u> 30%	<u>(N=)</u> 502
Registered Democrat	39	3	58	91
Undeclared	69	4	28	148
Registered Republican	83	3	13	144
Not registered	59	10	32	118
Democrat	36	4	61	173
Independent	59	9	31	74
Republican	90	2	8	233
Liberal	44	3	52	96
Moderate	66	5	29	217
Conservative	80	4	16	152
Bradley Voter in 2000	34	7	59	22
Gore Voter in 2000	38	5	57	94
Bush Voter in 2000	92	3	5	122
McCain Voter in 2000	78	1	21	79
Union household	60	3	37	66
Non-union	67	5	28	421
5 Years or less in NH	63	4	34	63
6 to 10 years	77	3	20	57
11 to 20 years	67	3	30	109
More than 20 years	63	6	31	262
18 to 34	73	2	25	105
33 to 49	65	5	30	168
50 to 64	61	6	33	140
65 and over	64	6	30	74
Male	71	5	24	245
Female	60	5	35	257
High school or less	70	7	23	128
Some college	67	6	28	142
College graduate	67	3	30	135
Post-graduate	56	2	42	88
Less than \$30K	47	11	42	68
\$30K to \$60K	66	4	31	110
\$60K to \$75K	63	5	32	70
\$75K to \$100K	74	3	23	65
More than \$100K	66	3	32	70
Married	69	4	27	327
Divorced/separated	55	8	38	91
Never married	64	5	32	71
Protestant	70	2	28	181
Catholic	68	7	26	179
Other	56	6	38	117
Northern NH	68	5	27	67
Western NH	53	4	42	48
Central/Lakes	64	3	33	80
Hillsborough County	67	5	28	150
Seacoast	67	6	27	158
1st District	63	4	33	240
2nd District	68	6	27	263

Favorability Rating - George W. Bush

STATEWIDE	<u>Favorable</u> 57%	<u>Neutral</u> 4%	<u>Unfavorable</u> 38%	<u>Don't Know</u> 0%	<u>(N=)</u> 503
Registered Democrat	21	2	77	0	89
Undeclared	60	4	37	0	147
Registered Republican	83	2	15	0	144
Not registered	50	9	40	1	120
Democrat	18	4	78	0	172
Independent	47	10	41	3	75
Republican	90	2	8	0	234
Liberal	31	4	65	0	96
Moderate	56	5	39	0	217
Conservative	80	2	19	0	152
Bradley Voter in 2000	23	13	64	0	22
Gore Voter in 2000	26	1	73	0	94
Bush Voter in 2000	90	3	7	0	123
McCain Voter in 2000	68	3	28	0	80
Union household	59	0	41	0	66
Non-union	57	5	37	0	424
5 Years or less in NH	52	7	40	0	63
6 to 10 years	72	3	25	0	57
11 to 20 years	58	3	40	0	107
More than 20 years	56	4	40	0	263
18 to 34	64	5	31	0	105
33 to 49	59	4	38	0	168
50 to 64	54	4	42	0	139
65 and over	55	5	40	0	74
Male	63	4	33	0	245
Female	53	4	43	1	258
High school or less	62	6	31	2	129
Some college	58	4	38	0	141
College graduate	57	4	39	0	135
Post-graduate	52	2	46	0	88
Less than \$30K	42	11	47	0	69
\$30K to \$60K	57	4	39	0	110
\$60K to \$75K	56	1	43	0	70
\$75K to \$100K	62	4	35	0	65
More than \$100K	55	5	40	0	70
Married	62	3	34	0	326
Divorced/separated	45	5	49	0	92
Never married	53	6	41	0	71
Protestant	61	6	32	1	183
Catholic	62	2	36	0	179
Other	47	5	48	0	117
Northern NH	54	7	39	0	66
Western NH	55	0	45	0	46
Central/Lakes	55	7	37	0	80
Hillsborough County	62	3	34	1	153
Seacoast	56	3	40	0	158
1st District	58	3	38	1	242
2nd District	57	5	38	0	261

2004 Presidential Election - Bush vs. Dean

STATEWIDE	<u>Bush</u> 48%	<u>Dean</u> 38%	<u>Other</u> 1%	<u>Won't Vote</u> 4%	<u>Undecided</u> 9%	<u>(N=)</u> 496
Registered Democrat	10	84	1	1	3	91
Undeclared	46	39	1	1	13	146
Registered Republican	78	12	1	0	8	143
Not registered	43	33	1	14	9	115
Democrat	6	83	1	3	6	171
Independent	36	37	4	9	14	74
Republican	85	5	1	0	8	232
Liberal	22	65	3	3	7	96
Moderate	48	42	1	1	8	213
Conservative	70	19	1	2	8	152
Bradley Voter in 2000	20	80	0	0	0	22
Gore Voter in 2000	9	84	1	1	4	94
Bush Voter in 2000	84	7	0	0	8	121
McCain Voter in 2000	67	28	0	0	5	77
Union household	45	44	0	1	11	66
Non-union	49	37	2	4	8	417
5 Years or less in NH	43	40	3	6	9	62
6 to 10 years	62	27	2	3	6	56
11 to 20 years	49	37	2	6	7	108
More than 20 years	48	40	1	2	10	259
18 to 34	54	29	2	6	8	104
33 to 49	49	36	2	2	11	167
50 to 64	47	45	1	2	6	135
65 and over	46	40	1	4	9	74
Male	55	35	1	3	6	240
Female	42	41	2	4	11	257
High school or less	53	28	1	7	11	130
Some college	49	37	2	3	9	136
College graduate	46	42	1	1	9	135
Post-graduate	45	47	0	5	3	87
Less than \$30K	32	43	2	10	14	68
\$30K to \$60K	46	44	0	1	9	110
\$60K to \$75K	42	52	4	0	2	70
\$75K to \$100K	57	38	0	0	5	62
More than \$100K	53	35	0	5	7	70
Married	53	36	2	2	7	322
Divorced/separated	36	45	1	4	15	92
Never married	48	36	1	9	7	70
Protestant	51	35	1	3	10	180
Catholic	53	35	2	4	7	178
Other	39	45	1	5	10	115
Northern NH	44	39	2	7	8	67
Western NH	45	48	0	1	5	46
Central/Lakes	48	39	1	3	8	80
Hillsborough County	57	31	0	6	6	153
Seacoast	43	40	3	0	14	151
1st District	46	37	2	4	11	235
2nd District	50	39	0	3	7	261

2004 Presidential Election - Bush vs. Kerry

STATEWIDE	<u>Bush</u> 49%	<u>Kerry</u> 38%	<u>Other</u> 1%	<u>Won't Vote</u> 3%	<u>Undecided</u> 9%	<u>(N=)</u> 498
Registered Democrat	10	82	3	1	4	89
Undeclared	46	35	1	2	16	147
Registered Republican	78	13	2	0	7	143
Not registered	44	40	0	11	6	117
Democrat	11	82	1	3	4	172
Independent	32	37	5	10	16	74
Republican	84	5	1	0	9	232
Liberal	19	64	3	4	10	96
Moderate	47	42	0	2	9	215
Conservative	74	17	2	2	5	149
Bradley Voter in 2000	22	75	0	0	3	22
Gore Voter in 2000	10	86	0	1	4	94
Bush Voter in 2000	81	8	0	0	11	123
McCain Voter in 2000	61	28	1	0	9	77
Union household	43	46	0	1	10	66
Non-union	50	37	2	4	8	420
5 Years or less in NH	46	38	3	4	10	62
6 to 10 years	63	21	3	7	6	55
11 to 20 years	51	36	1	5	6	107
More than 20 years	46	42	1	1	10	261
18 to 34	57	29	1	4	8	105
33 to 49	48	38	2	3	10	167
50 to 64	44	45	2	3	7	135
65 and over	49	38	0	3	9	74
Male	57	35	1	3	5	243
Female	40	42	2	4	12	255
High school or less	55	29	1	5	9	128
Some college	48	36	3	3	10	139
College graduate	44	44	1	1	10	135
Post-graduate	49	42	0	7	2	86
Less than \$30K	31	46	0	7	16	68
\$30K to \$60K	47	41	1	1	11	110
\$60K to \$75K	42	50	4	0	4	70
\$75K to \$100K	58	38	0	2	3	64
More than \$100K	52	38	0	6	4	70
Married	54	35	2	2	7	323
Divorced/separated	35	45	0	5	16	92
Never married	49	40	0	6	5	70
Protestant	53	35	1	2	9	181
Catholic	51	34	2	4	8	179
Other	40	47	0	5	8	115
Northern NH	39	39	0	9	12	67
Western NH	44	49	0	0	7	45
Central/Lakes	49	42	0	2	7	80
Hillsborough County	52	31	0	6	11	152
Seacoast	50	39	4	1	6	155
1st District	48	37	2	4	9	240
2nd District	49	39	0	3	8	258

2004 Presidential Election - Bush vs. Clark

STATEWIDE	<u>Bush</u> 47%	<u>Clark</u> 32%	<u>Other</u> 2%	<u>Won't Vote</u> 4%	<u>Undecided</u> 16%	<u>(N=)</u> 500
Registered Democrat	12	75	1	2	10	89
Undeclared	45	29	2	2	23	148
Registered Republican	74	11	2	0	13	144
Not registered	40	29	3	11	17	117
Democrat	9	70	1	2	18	171
Independent	35	26	5	11	23	75
Republican	80	7	1	1	11	233
Liberal	19	56	3	5	17	96
Moderate	45	35	1	2	18	216
Conservative	70	16	2	2	11	150
Bradley Voter in 2000	18	63	0	0	19	22
Gore Voter in 2000	12	72	1	0	14	93
Bush Voter in 2000	80	5	0	0	14	123
McCain Voter in 2000	56	28	1	0	15	80
Union household	46	37	0	1	16	66
Non-union	47	31	2	4	16	421
5 Years or less in NH	43	34	5	3	15	62
6 to 10 years	59	24	4	3	10	56
11 to 20 years	46	34	2	6	12	107
More than 20 years	46	32	0	2	19	261
18 to 34	52	26	3	5	14	105
33 to 49	47	33	1	3	15	167
50 to 64	44	36	2	2	16	137
65 and over	45	30	0	3	21	74
Male	52	30	2	3	14	244
Female	41	34	2	4	19	256
High school or less	53	24	2	5	16	128
Some college	45	28	4	4	19	139
College graduate	45	38	1	1	15	135
Post-graduate	43	39	0	5	12	88
Less than \$30K	33	35	0	6	25	68
\$30K to \$60K	42	38	0	3	17	110
\$60K to \$75K	47	32	2	2	17	69
\$75K to \$100K	48	37	1	0	14	64
More than \$100K	55	34	2	5	4	70
Married	51	30	2	2	14	323
Divorced/separated	35	37	1	5	23	92
Never married	44	31	1	7	16	71
Protestant	51	26	1	2	20	182
Catholic	50	30	2	3	13	178
Other	35	42	2	7	15	115
Northern NH	45	32	0	7	16	67
Western NH	36	36	0	1	26	46
Central/Lakes	52	30	1	2	15	80
Hillsborough County	47	29	2	6	16	153
Seacoast	47	34	4	1	14	155
1st District	47	31	3	4	15	240
2nd District	46	33	1	3	18	260

Who Will Win in 2004 General Election?

STATEWIDE	<u>Bush</u> 47%	<u>Democrat</u> 36%	<u>Other</u> 1%	<u>Don't Know</u> 15%	<u>(N=)</u> 489
Registered Democrat	20	64	1	15	89
Undeclared	49	32	2	17	145
Registered Republican	68	20	1	11	143
Not registered	38	41	1	19	110
Democrat	21	63	2	15	169
Independent	40	35	2	23	73
Republican	70	17	1	12	229
Liberal	24	63	1	12	93
Moderate	46	34	2	18	213
Conservative	66	22	0	11	150
Bradley Voter in 2000	23	51	0	27	22
Gore Voter in 2000	23	62	1	14	93
Bush Voter in 2000	74	15	0	11	120
McCain Voter in 2000	61	27	4	8	79
Union household	39	46	3	12	66
Non-union	49	35	1	15	410
5 Years or less in NH	31	50	0	19	60
6 to 10 years	62	26	0	12	52
11 to 20 years	50	37	1	12	104
More than 20 years	48	35	2	15	259
18 to 34	48	39	0	12	102
33 to 49	46	37	1	15	161
50 to 64	50	36	2	12	134
65 and over	48	34	0	18	74
Male	54	36	0	10	239
Female	40	37	2	21	250
High school or less	47	38	1	14	125
Some college	46	38	2	15	139
College graduate	49	35	1	15	131
Post-graduate	50	33	0	17	84
Less than \$30K	36	41	0	23	66
\$30K to \$60K	44	40	0	16	108
\$60K to \$75K	53	38	4	6	68
\$75K to \$100K	56	35	2	7	65
More than \$100K	52	36	0	12	66
Married	53	34	2	12	316
Divorced/separated	36	40	0	24	88
Never married	41	44	0	15	70
Protestant	51	34	2	14	183
Catholic	51	33	1	15	174
Other	39	45	1	15	107
Northern NH	45	38	2	15	64
Western NH	33	48	0	18	46
Central/Lakes	45	41	4	10	78
Hillsborough County	57	26	0	17	147
Seacoast	44	39	1	15	154
1st District	48	34	1	16	234
2nd District	46	38	1	15	255