

THE GRANITE STATE POLL

University of New Hampshire

BENSON PULLING AWAY FROM GOP FIELD FOR NH GOVERNOR

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

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DURHAM, NH -- Craig Benson has widened his lead over Gordon Humphrey in the race for the Republican gubernatorial nomination while Bruce Keough is threatening Humphrey for second place. Mark Fernald and Bev Hollingworth are tied in their race for the Democratic nomination.

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. Six hundred fifty-eight (658) New Hampshire adults were interviewed between June 23 and July 1, 2002 (margin of sampling error, +/-4 percent). Included in this sample were 529 likely voters in the 2002 general election (margin of sampling error, +/-4 percent), 230 likely GOP primary voters (margin of sampling error, +/-6 percent), and 179 likely Democratic primary voters (margin of sampling error, +/-7 percent). (For more detailed results, visit the Survey Center web site at www.unh.edu/survey-center and click on Press Releases.)

GOP PRIMARY

The race for Governor of New Hampshire is generating more and more interest entering the summer months. Candidates are heavily into the mass media advertising phase of their campaigns and voters are paying more attention to the races.

In the race for the Republican gubernatorial nomination, Cabletron founder Craig Benson is pulling away from his opponents, former U.S. Senator Gordon Humphrey and former New Hampshire State Senator Bruce Keough. In the latest Granite State Poll, 43 percent of likely Republican primary voters plan to vote for Benson, 23 percent plan to vote for Humphrey, 15 percent favor former State Senator Bruce Keough, 6 percent favor some other candidate, and 13 percent are undecided. Support for Benson has steadily increased over the past six months. In the Winter 2002 Granite State Poll, only 20 percent of likely GOP primary voters favored Benson.

While support for Benson has increased, support for Humphrey continues to decline. In the Winter 2002 Granite State Poll, 37 percent of likely GOP primary voters favored Humphrey. Humphrey now faces the possibility of being passed by Keough, who has seen his support almost double from 8 percent in the Spring 2002 Granite State Poll to 15 percent now.

Humphrey's slide can be tied to an increasingly unfavorable opinion of him in the eyes of New Hampshire voters. Currently, 32 percent of likely November voters say they have a favorable opinion of Humphrey, 46 percent have an unfavorable opinion, 10 percent are neutral, and 12 percent don't know enough about him to say. Humphrey's net favorability ratings, the percentage who have a favorable opinion of him minus the percentage who have an unfavorable opinion, have dropped from +8 percent in April to -14 percent.

Benson has also seen a slide in his favorability ratings, but not on the scale of Humphrey's. Currently, 30 percent of likely November voters say they have a favorable opinion of Benson, 26 percent have an unfavorable opinion

of him, 11 percent are neutral and 34 percent say they don't know enough about him to say. Benson's net favorability rating is +4 percent, down from +10 percent in April. Keough is still relatively unknown to NH voters with 63 percent saying they don't know enough about him to have an opinion. His net favorability rating stands at +6 percent, up from +2 percent in April.

Democratic Primary

Among Democrats, State Senator Bev Hollingworth of Hampton and State Senator Mark Fernald of Sharon continue to run neck and neck for the nomination. Currently, 32 percent of likely Democratic primary voters say they plan to vote for Fernald, 31 percent plan to vote for Hollingworth, 12 percent favor some other candidate, and 25 percent remain undecided. (Caution must be used when interpreting these figures as sample sizes for the likely primary voter sub-samples are small.)

In spite of their campaigns, both Hollingworth and Fernald are not well known to New Hampshire voters. Fifty-nine percent of likely November voters say they don't know enough about Fernald to have an opinion about him, and 62 percent say they don't know enough about Hollingworth to form an opinion of her. The net favorability ratings of the Democratic gubernatorial candidates are +16 percent for Hollingworth and +10 percent for Fernald, essentially unchanged since the Winter 2002 Granite State Poll.

Looking to November

The Granite State Poll also looked at potential match-ups in the November gubernatorial election to test the strength of the five candidates. In trial heats, Craig Benson leads both Mark Fernald and Bev Hollingworth by about 10 percentage points (47% to 36% versus Hollingworth, 48% to 35% versus Fernald). Bruce Keough and Mark Fernald are tied (37% to 37%) and Keough is slightly behind Hollingworth (40% to 35%). Gordon Humphrey fares worst among the potential Republican candidates and is currently trailing both Democratic candidates. Hollingworth currently holds a 49 percent to 38 percent lead over Humphrey and Fernald holds a 44 percent to 39 percent lead over Humphrey.

SUB-GROUP ANALYSIS

There are few demographic differences between supporters of both the GOP and Democratic candidates among their respective primary electorates.

Both Bev Hollingworth and Mark Fernald draw their strongest support among the November electorate from Democrats, Liberals, people with post-graduate educations, and people who do not attend church.

Craig Benson's strongest support in November comes from Republicans, Conservatives, voters with lower levels of income, those with high school educations and regular church goers. Benson also does very well among undeclared (independent) voters compared to his potential Democratic challengers.

Gordon Humphrey gets his strongest support from Republicans, Conservatives, voters with high school educations and regular church goers. Undeclared voters split evenly between Humphrey and his potential Democratic challengers.

Bruce Keough get his strongest support from Republicans and Conservatives. Undeclared voters also split evenly between Keough and his Democratic challengers.

NH Gubernatorial Election - Likely GOP Primary Voters *

	<u>Oct. '01</u>	<u>Feb. '02</u>	<u>April '02</u>	<u>June '02</u>
Benson	13%	20%	37%	43%
Humphrey	37	37	27	23
Keough	4	6	8	15
Corbin	2	2	-	-
Other/Neither	8	9	10	6
Undecided	35	26	18	13
	(N=200)	(N=226)	(N=236)	(N=229)

* Corbin has dropped out of the GOP race.

NH Gubernatorial Election - Likely DEM Primary Voters *

	<u>Oct. '01</u>	<u>Feb. '02</u>	<u>April '02</u>	<u>June '02</u>
Fernald	22%	19%	16%	32%
Hollingworth	24	18	23	31
Normand	-	7	8	-
Other/Neither	11	12	10	12
Undecided	41	44	44	25
	(N=172)	(N=196)	(N=172)	(N=179)

* Normand has dropped out of the race

**Gubernatorial Election Trial Heats
(Likely November Voters)**

	<u>June '02</u>		<u>June '02</u>
Benson (R)	47%	Benson (R)	48%
Hollingworth (D)	36	Fernald (D)	35
Other	2	Other	2
Don't Know	16	Don't Know	15
	(N=520)		(N=518)

	<u>June '02</u>		<u>June '02</u>
Humphrey (R)	38%	Humphrey (R)	39%
Hollingworth (D)	49	Fernald (D)	44
Other	3	Other	24
Don't Know	10	Don't Know	13
	(N=519)		(N=518)

	<u>June '02</u>		<u>June '02</u>
Keough (R)	35%	Keough (R)	37%
Hollingworth (D)	40	Fernald (D)	37
Other	5	Other	4
Don't Know	20	Don't Know	21
		(N=514)	(N=514)

Favorability Ratings (Likely Voters)

	<u>Favorable</u>	<u>Unfavorable</u>	<u>Neutral</u>	<u>DK Enough</u>	<u>Net</u>	<u>(N)</u>
Benson	30%	26%	11%	34%	+4	(536)
Fernald	21	11	9	59	+10	(536)
Hollingworth	24	8	7	62	+16	(534)
Humphrey	32	46	10	12	-14	(535)
Keough	16	10	12	63	+6	(536)

Net Favorability Ratings

	Registered Voters			Likely Nov. Voters
	<u>Oct. '01</u>	<u>Feb. '02</u>	<u>April '02</u>	<u>June '02</u>
Benson	+2%	+3%	+10%	+4%
Fernald	+7	+12	+8	+10
Hollingworth	+14	+14	+15	+16
Humphrey	+16	+13	+8	-14
Keough	+4	0	+2	+6

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 June 23 to July 1, 2002. A random sample of 658 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 3.8 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population. The margin of sampling error for likely November voters (N=529) is +/-4 percent. The margin of sampling error for likely GOP primary voters (N=230) is +/-6 percent and the margin of sampling error for likely Democratic primary voters (N=179) is +/-7 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, region of the state, and likelihood of voting in either the September 10 NH Primary Election or the November 5 General Election. 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.

Respondents to the Granite State Poll were asked:

- "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.
- "Businessman Craig Benson."
- "State Senator Mark Fernald."
- "State Senator Bev Hollingworth."
- "Former Senator Gordon Humphrey."
- "Former State Senator Bruce Keough."
- "Now, I am going to read the names of the candidates who are expected to be on the Republican primary ballot for Governor. If you were voting in the Republican primary for Governor today, would you vote for ... Craig Benson ... Gordon Humphrey ... or Bruce Keough?" (ROTATE CANDIDATES)
- "I am going to read the names of the candidates who are expected to be on the Democratic primary ballot for Governor. If you were voting in the Democratic primary for Governor today, would you vote for ... Bev Hollingworth or Mark Fernald?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Craig Benson, the Republican, and Bev Hollingworth, the Democrat. Would you vote for Craig Benson or Bev Hollingworth?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Craig Benson, the Republican, and Mark Fernald, the Democrat. Would you vote for Craig Benson or Mark Fernald?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Gordon Humphrey, the Republican, and Bev Hollingworth, the Democrat. Would you vote for Gordon Humphrey or Bev Hollingworth?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Gordon Humphrey, the Republican, and Mark Fernald, the Democrat. Would you vote for Gordon Humphrey or Mark Fernald?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Bruce Keough, the Republican, and Bev Hollingworth, the Democrat. Would you vote for Bruce Keough or Bev Hollingworth?" (ROTATE CANDIDATES)
- "Suppose the 2002 election for New Hampshire Governor was being held today and the candidates were Bruce Keough, the Republican, and Mark Fernald, the Democrat. Would you vote for Bruce Keough or Mark Fernald?" (ROTATE CANDIDATES)

**NH Governor, GOP Primary
(Likely GOP Primary Voters)**

STATEWIDE	<u>Benson</u> 43%	<u>Humphrey</u> 23%	<u>Keough</u> 15%	<u>Other/Neither</u> 6%	<u>Don't Know</u> 13%	<u>(N)</u> 229
Undeclared	38	32	10	8	12	61
Registered Republican	44	21	18	5	12	143
Not yet registered	50	19	19	1	11	18
Democrat	44	0	25	17	14	20
Independent	31	26	12	21	9	22
Republican	45	25	15	3	13	185
Liberal	54	18	10	9	9	23
Moderate	43	25	16	6	11	92
Conservative	44	24	17	2	13	106
2 Years or less in NH	50	19	0	0	31	10
3 to 5 years	7	27	19	9	38	10
6 to 10 years	46	27	14	0	12	19
11 to 20 years	36	34	14	6	10	47
More than 20 years	48	19	17	5	11	139
18 to 29	42	44	7	0	6	29
30 to 39	43	18	10	10	20	37
40 to 49	53	22	12	2	11	42
50 to 59	28	23	27	6	16	53
60 to 69	56	13	20	0	12	26
70 and over	47	20	13	8	12	35
Male	46	23	12	6	12	131
Female	39	24	19	4	14	98
High school or less	54	17	11	4	14	51
Some college	43	29	14	9	6	52
College graduate	44	25	17	3	11	74
Post-graduate	32	19	19	8	22	50
Less than \$30K	39	39	18	1	3	31
\$30K to \$60K	53	19	13	5	11	58
\$60K to \$75K	45	23	23	6	3	31
\$75K to \$100K	38	15	6	15	26	18
More than \$100K	44	24	14	2	15	41
Attend Church weekly	36	28	11	9	17	82
1-2 times a month	51	19	17	0	12	26
Less often	54	18	17	2	8	75
Never	32	25	20	5	17	36
Northern NH	49	17	15	0	19	33
Western NH	52	19	9	10	10	20
Central/Lakes	50	20	19	3	8	36
Hillsborough County	32	28	13	10	17	70
Seacoast	45	25	17	4	9	69
1st District	52	22	16	2	9	116
2nd District	34	25	15	10	16	113

**NH Governor, DEM Primary
(Likely Democratic Primary Voters)**

STATEWIDE	<u>Hollingworth</u> 31%	<u>Fernald</u> 32%	<u>Other/Neither</u> 12%	<u>Don't Know</u> 25%	<u>(N)</u> 179
Registered Democrat	33	29	15	23	122
Undeclared	26	42	4	27	44
Not yet registered	23	15	19	43	10
Democrat	32	33	10	25	164
Independent	25	25	31	20	7
Republican	16	31	50	3	6
Liberal	31	28	16	25	65
Moderate	28	36	9	27	96
Conservative	49	44	7	0	11
2 Years or less in NH	20	20	0	60	5
3 to 5 years	23	24	16	37	18
6 to 10 years	30	42	11	17	19
11 to 20 years	28	33	6	33	33
More than 20 years	34	33	15	18	103
18 to 29	24	17	1	58	13
30 to 39	45	28	24	3	18
40 to 49	25	39	8	28	52
50 to 59	34	38	12	16	40
60 to 69	35	29	0	36	20
70 and over	29	27	26	18	34
Male	31	34	8	26	59
Female	30	31	14	24	120
High school or less	28	24	21	28	38
Some college	37	37	8	19	41
College graduate	30	37	13	21	57
Post-graduate	29	31	9	30	42
Less than \$30K	37	20	26	17	31
\$30K to \$60K	26	37	15	23	48
\$60K to \$75K	30	34	5	31	26
\$75K to \$100K	38	47	0	15	13
More than \$100K	45	17	7	31	29
Attend Church weekly	29	37	13	21	49
1-2 times a month	29	33	24	14	23
Less often	32	25	16	27	47
Never	31	35	5	28	56
Northern NH	33	40	3	24	28
Western NH	5	50	5	39	18
Central/Lakes	21	45	18	16	24
Hillsborough County	30	38	12	19	47
Seacoast	41	14	16	29	63
1st District	36	23	14	28	98
2nd District	24	44	10	22	82

**NH Governor - Benson (R) v Hollingworth (D)
(Likely November Voters)**

STATEWIDE	<u>Benson</u> 47%	<u>Hollingworth</u> 36%	<u>Other</u> 2%	<u>Don't Know</u> 16%	<u>(N)</u> 520
Registered Democrat	18	70	0	12	134
Undeclared	45	27	3	25	181
Registered Republican	73	14	3	9	150
Not yet registered	57	30	1	12	42
Democrat	20	66	1	14	219
Independent	32	32	2	34	68
Republican	76	8	4	12	228
Liberal	31	61	1	7	100
Moderate	41	37	1	21	249
Conservative	73	13	5	9	145
2 Years or less in NH	35	23	4	38	21
3 to 5 years	37	50	1	12	46
6 to 10 years	40	43	4	13	47
11 to 20 years	54	30	2	15	108
More than 20 years	48	35	2	14	290
18 to 29	53	27	2	18	56
30 to 39	52	39	0	9	82
40 to 49	44	40	2	15	128
50 to 59	37	39	2	21	110
60 to 69	55	27	5	14	62
70 and over	47	36	4	14	73
Male	55	30	4	11	248
Female	39	41	1	19	272
High school or less	62	25	0	13	115
Some college	45	32	2	21	119
College graduate	45	37	4	14	166
Post-graduate	36	47	1	16	117
Less than \$30K	58	32	0	10	79
\$30K to \$60K	49	31	5	16	134
\$60K to \$75K	45	39	4	12	73
\$75K to \$100K	44	40	3	14	45
More than \$100K	44	38	1	17	84
Attend Church weekly	58	26	2	14	151
1-2 times a month	51	40	0	8	63
Less often	52	32	3	13	150
Never	28	47	3	21	134
Northern NH	52	28	2	18	89
Western NH	45	34	2	19	45
Central/Lakes	55	38	0	7	72
Hillsborough County	44	38	5	13	153
Seacoast	43	37	1	19	161
1st District	46	35	2	18	274
2nd District	47	37	3	13	246

NH Governor - Benson (R) v Fernald (D)
(Likely November Voters)

STATEWIDE	<u>Benson</u> 48%	<u>Fernald</u> 35%	<u>Other</u> 2%	<u>Don't Know</u> 15%	<u>(N)</u> 518
Registered Democrat	21	69	3	7	135
Undeclared	44	29	2	26	181
Registered Republican	78	12	2	8	149
Not yet registered	56	33	0	11	41
Democrat	20	66	2	12	220
Independent	33	29	1	37	67
Republican	78	7	3	12	227
Liberal	30	63	1	6	101
Moderate	42	37	2	19	249
Conservative	75	12	2	10	144
2 Years or less in NH	35	21	4	40	21
3 to 5 years	38	42	4	17	46
6 to 10 years	53	35	4	9	47
11 to 20 years	54	28	1	17	108
More than 20 years	48	38	2	12	290
18 to 29	60	21	2	17	56
30 to 39	49	34	2	14	82
40 to 49	47	34	2	18	127
50 to 59	39	42	2	17	111
60 to 69	54	37	3	7	62
70 and over	47	39	2	11	73
Male	56	29	2	13	249
Female	40	41	2	17	270
High school or less	59	26	2	13	115
Some college	47	29	4	20	118
College graduate	45	40	2	12	167
Post-graduate	40	43	0	17	117
Less than \$30K	53	37	0	10	79
\$30K to \$60K	48	35	4	13	135
\$60K to \$75K	47	37	4	12	72
\$75K to \$100K	43	43	0	14	45
More than \$100K	57	22	2	20	84
Attend Church weekly	55	32	2	11	152
1-2 times a month	58	35	1	7	63
Less often	54	28	3	15	149
Never	31	47	2	20	134
Northern NH	51	32	0	18	90
Western NH	43	46	2	9	45
Central/Lakes	55	40	0	5	70
Hillsborough County	48	33	4	14	153
Seacoast	45	33	2	20	160
1st District	48	30	2	20	273
2nd District	48	40	2	10	245

NH Governor - Humphrey (R) v Hollingworth (D)
(Likely November Voters)

STATEWIDE	<u>Humphrey</u> 38%	<u>Hollingworth</u> 49%	<u>Other</u> 3%	<u>Don't Know</u> 10%	<u>(N)</u> 519
Registered Democrat	6	87	1	5	137
Undeclared	39	42	3	16	177
Registered Republican	68	22	3	7	151
Not yet registered	38	44	4	13	41
Democrat	9	80	2	9	222
Independent	36	43	0	21	66
Republican	66	22	4	8	227
Liberal	17	77	1	5	102
Moderate	32	55	1	12	250
Conservative	66	21	6	8	143
2 Years or less in NH	43	26	4	27	21
3 to 5 years	37	45	1	16	46
6 to 10 years	37	51	6	7	47
11 to 20 years	44	43	2	11	112
More than 20 years	36	54	3	7	287
18 to 29	46	37	2	16	56
30 to 39	56	38	0	6	81
40 to 49	30	55	3	12	129
50 to 59	34	55	1	11	112
60 to 69	38	53	6	4	59
70 and over	33	51	7	9	74
Male	43	47	4	6	250
Female	33	52	2	13	269
High school or less	48	41	3	8	115
Some college	39	49	2	10	119
College graduate	37	51	3	10	167
Post-graduate	29	55	3	13	117
Less than \$30K	38	49	5	8	79
\$30K to \$60K	36	49	5	11	132
\$60K to \$75K	27	66	0	7	73
\$75K to \$100K	42	53	1	4	46
More than \$100K	40	46	1	13	85
Attend Church weekly	49	40	1	10	150
1-2 times a month	33	58	4	6	61
Less often	42	45	2	10	152
Never	25	61	5	10	135
Northern NH	37	41	3	19	89
Western NH	35	49	2	13	44
Central/Lakes	39	54	5	3	71
Hillsborough County	40	48	3	9	155
Seacoast	37	53	1	9	161
1st District	36	51	2	11	274
2nd District	41	47	3	9	244

**NH Governor - Humphrey (R) v Fernald (D)
(Likely November Voters)**

STATEWIDE	<u>Humphrey</u> 39%	<u>Fernald</u> 44%	<u>Other</u> 4%	<u>Don't Know</u> 13%	<u>(N)</u> 518
Registered Democrat	6	81	4	9	135
Undeclared	41	36	5	18	177
Registered Republican	69	18	3	10	153
Not yet registered	42	37	0	21	39
Democrat	9	77	3	11	221
Independent	36	36	8	20	68
Republican	70	14	4	13	225
Liberal	15	72	4	9	102
Moderate	33	49	4	14	248
Conservative	70	14	4	12	144
2 Years or less in NH	45	20	4	31	21
3 to 5 years	36	40	4	20	46
6 to 10 years	42	44	6	9	47
11 to 20 years	45	38	2	15	111
More than 20 years	38	48	4	11	287
18 to 29	51	29	2	18	56
30 to 39	57	32	3	8	82
40 to 49	30	52	2	16	129
50 to 59	33	50	4	13	113
60 to 69	45	38	8	10	57
70 and over	32	49	4	15	73
Male	44	41	3	12	247
Female	35	46	5	15	271
High school or less	48	38	3	10	113
Some college	41	39	7	14	120
College graduate	38	45	3	13	167
Post-graduate	31	51	2	16	117
Less than \$30K	42	48	3	7	75
\$30K to \$60K	34	45	5	16	134
\$60K to \$75K	33	55	3	9	71
\$75K to \$100K	43	49	0	8	47
More than \$100K	43	34	3	21	86
Attend Church weekly	50	34	4	12	151
1-2 times a month	36	54	2	8	59
Less often	43	36	4	17	153
Never	26	60	3	12	134
Northern NH	39	39	0	21	87
Western NH	32	49	7	12	44
Central/Lakes	38	50	3	9	68
Hillsborough County	40	43	6	11	154
Seacoast	41	43	3	13	164
1st District	38	42	5	15	276
2nd District	41	45	3	11	242

**NH Governor - Keough (R) v Hollingworth (D)
(Likely November Voters)**

STATEWIDE	<u>Keough</u> 35%	<u>Hollingworth</u> 40%	<u>Other</u> 5%	<u>Don't Know</u> 20%	<u>(N)</u> 514
Registered Democrat	6	79	5	10	134
Undeclared	31	32	6	31	179
Registered Republican	68	13	3	17	148
Not yet registered	33	45	0	23	40
Democrat	10	74	3	13	220
Independent	17	36	6	40	67
Republican	64	9	6	21	223
Liberal	18	73	3	6	99
Moderate	32	42	3	23	248
Conservative	57	14	8	21	143
2 Years or less in NH	20	26	8	45	21
3 to 5 years	28	44	6	23	46
6 to 10 years	34	47	9	11	47
11 to 20 years	43	36	5	16	108
More than 20 years	34	42	4	21	286
18 to 29	42	35	2	21	56
30 to 39	42	35	4	18	82
40 to 49	26	45	9	20	125
50 to 59	34	44	3	19	111
60 to 69	41	32	3	24	59
70 and over	27	46	5	22	73
Male	39	36	5	21	246
Female	31	45	5	20	268
High school or less	41	37	3	20	113
Some college	32	38	5	25	115
College graduate	36	40	7	17	169
Post-graduate	29	47	3	21	116
Less than \$30K	33	45	4	17	78
\$30K to \$60K	31	42	7	21	131
\$60K to \$75K	40	48	2	10	73
\$75K to \$100K	35	45	0	20	42
More than \$100K	32	35	8	25	85
Attend Church weekly	39	35	7	20	149
1-2 times a month	33	48	4	16	60
Less often	38	38	3	20	150
Never	26	47	5	21	134
Northern NH	35	30	4	31	89
Western NH	28	47	7	17	44
Central/Lakes	35	51	4	10	69
Hillsborough County	39	37	6	18	152
Seacoast	32	43	3	22	160
1st District	33	41	5	21	272
2nd District	37	40	4	19	242

NH Governor - Keough (R) v Fernald (D)
(Likely November Voters)

STATEWIDE	<u>Keough</u> 37%	<u>Fernald</u> 37%	<u>Other</u> 4%	<u>Don't Know</u> 21%	<u>(N)</u> 514
Registered Democrat	9	74	4	14	134
Undeclared	32	33	5	30	180
Registered Republican	71	8	3	17	149
Not yet registered	40	34	0	25	40
Democrat	11	70	3	16	219
Independent	28	28	5	38	68
Republican	65	8	4	22	224
Liberal	18	65	6	11	102
Moderate	33	41	2	23	248
Conservative	64	11	4	22	141
2 Years or less in NH	23	23	5	49	21
3 to 5 years	28	46	4	23	46
6 to 10 years	40	43	4	13	47
11 to 20 years	48	32	4	16	111
More than 20 years	36	38	4	22	285
18 to 29	47	31	2	20	56
30 to 39	45	36	2	17	82
40 to 49	30	40	7	23	128
50 to 59	36	37	3	23	110
60 to 69	41	31	3	25	59
70 and over	33	44	3	20	72
Male	42	33	3	22	244
Female	34	41	5	21	270
High school or less	46	30	3	20	112
Some college	32	32	6	30	118
College graduate	38	41	5	15	168
Post-graduate	33	44	0	23	117
Less than \$30K	40	37	3	20	76
\$30K to \$60K	32	40	6	22	131
\$60K to \$75K	44	44	0	12	73
\$75K to \$100K	31	46	6	17	45
More than \$100K	40	24	3	33	85
Attend Church weekly	41	37	6	16	151
1-2 times a month	37	38	4	21	61
Less often	42	32	2	24	147
Never	29	44	3	23	135
Northern NH	36	33	0	31	89
Western NH	33	51	6	10	45
Central/Lakes	40	45	3	12	67
Hillsborough County	39	34	8	18	155
Seacoast	37	36	1	26	159
1st District	35	35	4	25	270
2nd District	40	39	4	17	244

**Favorability Rating - Craig Benson
(Likely November Voters)**

STATEWIDE	<u>Favorable</u> 30%	<u>Neutral</u> 11%	<u>Unfavorable</u> 26%	<u>Don't Know</u> 34%	<u>(N)</u> 536
Registered Democrat	18	15	35	32	140
Undeclared	26	9	21	45	183
Registered Republican	41	11	25	22	156
Not yet registered	41	7	17	35	44
Democrat	21	12	30	37	228
Independent	21	8	32	39	69
Republican	39	11	21	30	233
Liberal	20	10	35	36	104
Moderate	29	10	26	36	257
Conservative	41	11	20	27	146
2 Years or less in NH	15	12	0	73	22
3 to 5 years	30	0	35	36	46
6 to 10 years	29	11	17	42	47
11 to 20 years	30	12	29	29	118
More than 20 years	31	12	26	31	295
18 to 29	35	9	19	38	56
30 to 39	26	6	26	42	84
40 to 49	36	13	25	25	131
50 to 59	24	11	35	31	116
60 to 69	39	7	24	29	62
70 and over	21	17	18	44	76
Male	32	12	23	34	256
Female	28	10	29	34	280
High school or less	35	10	21	35	117
Some college	31	8	26	35	124
College graduate	32	10	25	33	172
Post-graduate	20	16	32	32	119
Less than \$30K	38	5	19	38	80
\$30K to \$60K	30	13	19	37	138
\$60K to \$75K	34	8	31	27	73
\$75K to \$100K	20	18	39	23	49
More than \$100K	30	14	22	34	87
Attend Church weekly	35	9	24	32	155
1-2 times a month	35	16	23	25	64
Less often	30	13	27	30	156
Never	20	8	26	45	137
Northern NH	21	20	18	40	92
Western NH	28	7	22	44	45
Central/Lakes	40	4	25	30	76
Hillsborough County	26	8	32	34	156
Seacoast	33	13	25	29	166
1st District	32	10	25	34	286
2nd District	27	12	27	34	250

**Favorability Rating - Mark Fernald
(Likely November Voters)**

STATEWIDE	<u>Favorable</u> 21%	<u>Neutral</u> 9%	<u>Unfavorable</u> 11%	<u>Don't Know</u> 59%	<u>(N)</u> 536
Registered Democrat	31	10	7	53	140
Undeclared	20	3	11	66	182
Registered Republican	14	14	16	56	155
Not yet registered	21	5	8	66	44
Democrat	30	10	9	51	228
Independent	12	4	16	68	69
Republican	14	10	12	63	231
Liberal	30	15	11	44	104
Moderate	23	7	9	61	256
Conservative	12	9	16	63	145
2 Years or less in NH	1	6	2	91	22
3 to 5 years	19	13	17	51	46
6 to 10 years	31	4	6	59	47
11 to 20 years	19	12	14	56	117
More than 20 years	23	9	10	58	295
18 to 29	10	11	8	72	56
30 to 39	17	11	9	64	85
40 to 49	21	12	15	53	131
50 to 59	32	8	10	49	116
60 to 69	15	6	11	68	61
70 and over	26	5	7	62	76
Male	23	6	12	59	256
Female	20	11	10	59	279
High school or less	15	6	9	69	117
Some college	13	7	12	68	122
College graduate	23	8	12	57	172
Post-graduate	34	15	10	41	120
Less than \$30K	14	2	14	71	80
\$30K to \$60K	21	7	11	61	138
\$60K to \$75K	28	10	16	46	73
\$75K to \$100K	30	20	3	46	50
More than \$100K	13	11	9	67	86
Attend Church weekly	27	14	8	51	154
1-2 times a month	20	5	8	67	65
Less often	20	10	13	56	156
Never	19	3	12	65	137
Northern NH	16	10	8	66	92
Western NH	35	2	10	54	45
Central/Lakes	32	10	15	44	76
Hillsborough County	21	11	15	53	156
Seacoast	16	8	7	68	167
1st District	17	10	10	63	286
2nd District	26	8	12	54	249

**Favorability Rating - Bev Hollingworth
(Likely November Voters)**

STATEWIDE	<u>Favorable</u> 24%	<u>Neutral</u> 7%	<u>Unfavorable</u> 8%	<u>Don't Know</u> 62%	<u>(N)</u> 534
Registered Democrat	34	5	3	57	140
Undeclared	21	4	6	69	183
Registered Republican	20	11	16	53	154
Not yet registered	11	8	0	81	44
Democrat	34	5	3	58	228
Independent	24	6	9	60	69
Republican	15	9	11	64	231
Liberal	35	6	5	53	104
Moderate	25	6	5	64	257
Conservative	13	9	14	64	144
2 Years or less in NH	9	3	0	88	22
3 to 5 years	17	5	15	63	46
6 to 10 years	19	9	6	66	45
11 to 20 years	14	12	5	68	118
More than 20 years	30	5	8	56	295
18 to 29	13	7	6	74	56
30 to 39	16	9	8	66	84
40 to 49	27	8	4	61	129
50 to 59	36	6	7	51	116
60 to 69	13	7	7	74	62
70 and over	24	5	12	58	76
Male	22	5	9	64	255
Female	26	9	6	59	280
High school or less	14	4	9	73	117
Some college	21	10	8	61	124
College graduate	24	6	8	62	171
Post-graduate	37	8	6	49	119
Less than \$30K	24	6	12	59	80
\$30K to \$60K	18	4	7	71	138
\$60K to \$75K	31	3	4	63	73
\$75K to \$100K	22	22	2	54	49
More than \$100K	28	8	6	59	85
Attend Church weekly	22	9	9	60	155
1-2 times a month	25	8	1	65	64
Less often	26	7	11	56	155
Never	18	4	5	73	137
Northern NH	12	9	11	68	92
Western NH	10	9	2	80	45
Central/Lakes	23	8	12	57	76
Hillsborough County	30	5	5	61	156
Seacoast	29	7	8	56	165
1st District	26	7	8	58	284
2nd District	21	7	7	65	250

**Favorability Rating - Gordon Humphrey
(Likely November Voters)**

STATEWIDE	<u>Favorable</u> 32%	<u>Neutral</u> 10%	<u>Unfavorable</u> 46%	<u>Don't Know</u> 12%	<u>(N)</u> 535
Registered Democrat	13	12	66	8	140
Undeclared	32	8	45	15	182
Registered Republican	47	12	33	9	156
Not yet registered	35	11	30	24	44
Democrat	17	9	62	12	228
Independent	28	7	45	20	68
Republican	47	13	31	9	233
Liberal	20	9	61	9	104
Moderate	26	11	50	13	257
Conservative	50	9	30	12	145
2 Years or less in NH	14	23	11	53	21
3 to 5 years	37	16	29	18	46
6 to 10 years	28	16	46	10	47
11 to 20 years	30	10	43	16	118
More than 20 years	33	8	52	7	294
18 to 29	30	15	28	28	56
30 to 39	41	8	37	14	84
40 to 49	29	14	46	11	131
50 to 59	28	9	55	8	116
60 to 69	31	9	53	6	62
70 and over	32	8	47	14	75
Male	32	9	44	14	255
Female	31	11	47	11	280
High school or less	38	7	40	15	117
Some college	31	9	47	13	123
College graduate	31	12	47	10	172
Post-graduate	26	13	49	13	119
Less than \$30K	38	6	39	17	79
\$30K to \$60K	29	7	53	11	138
\$60K to \$75K	24	6	58	13	73
\$75K to \$100K	37	19	38	6	49
More than \$100K	41	14	35	10	87
Attend Church weekly	43	8	37	12	155
1-2 times a month	23	6	57	13	64
Less often	31	17	41	10	156
Never	25	7	52	15	137
Northern NH	35	11	35	19	91
Western NH	32	5	52	11	45
Central/Lakes	37	13	46	4	76
Hillsborough County	30	11	46	14	156
Seacoast	29	10	50	11	166
1st District	31	8	48	13	285
2nd District	32	13	44	11	250

**Favorability Rating - Bruce Keough
(Likely November Voters)**

STATEWIDE	<u>Favorable</u> 16%	<u>Neutral</u> 12%	<u>Unfavorable</u> 10%	<u>Don't Know</u> 63%	<u>(N)</u> 536
Registered Democrat	10	17	11	62	140
Undeclared	16	8	8	68	183
Registered Republican	24	14	11	51	156
Not yet registered	8	6	2	84	44
Democrat	11	13	11	65	228
Independent	16	5	15	64	69
Republican	21	13	7	59	233
Liberal	8	19	9	64	104
Moderate	17	10	11	62	257
Conservative	22	11	8	59	146
2 Years or less in NH	8	21	0	71	22
3 to 5 years	9	12	12	67	46
6 to 10 years	12	12	5	72	47
11 to 20 years	12	16	8	64	118
More than 20 years	20	10	11	59	295
18 to 29	9	7	15	70	56
30 to 39	16	7	6	70	84
40 to 49	15	17	10	58	131
50 to 59	18	17	9	56	116
60 to 69	26	6	3	65	62
70 and over	10	11	11	68	76
Male	17	11	11	62	256
Female	15	13	8	64	280
High school or less	16	7	8	68	117
Some college	15	10	11	64	124
College graduate	17	12	8	64	172
Post-graduate	16	19	12	52	119
Less than \$30K	25	5	6	64	80
\$30K to \$60K	14	8	13	65	138
\$60K to \$75K	17	10	10	63	73
\$75K to \$100K	8	25	6	60	49
More than \$100K	18	14	2	65	87
Attend Church weekly	11	16	10	63	155
1-2 times a month	18	11	7	64	64
Less often	20	11	10	59	156
Never	15	10	7	68	137
Northern NH	15	13	4	68	92
Western NH	9	6	0	85	45
Central/Lakes	18	13	11	59	76
Hillsborough County	20	11	10	59	156
Seacoast	14	14	14	58	166
1st District	17	13	11	60	286
2nd District	15	11	8	66	250