THE WMUR GRANITE STATE POLL
THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 17, 2012

OBAMA HOLDS NARROW LEAD OVER ROMNEY IN NEW HAMPSHIRE

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DURHAM, NH – The race for President in New Hampshire is tightening, but President Barack Obama continues to hold a slim lead over Mitt Romney. However, more people now disapprove of Obama's job approval than approve.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred twenty-one (521) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 5 and July 15, 2012. The margin of sampling error for the survey is +/- 4.3 percent. Included is a subsample of 470 likely general election voters (margin of sampling error +/- 4.5%).

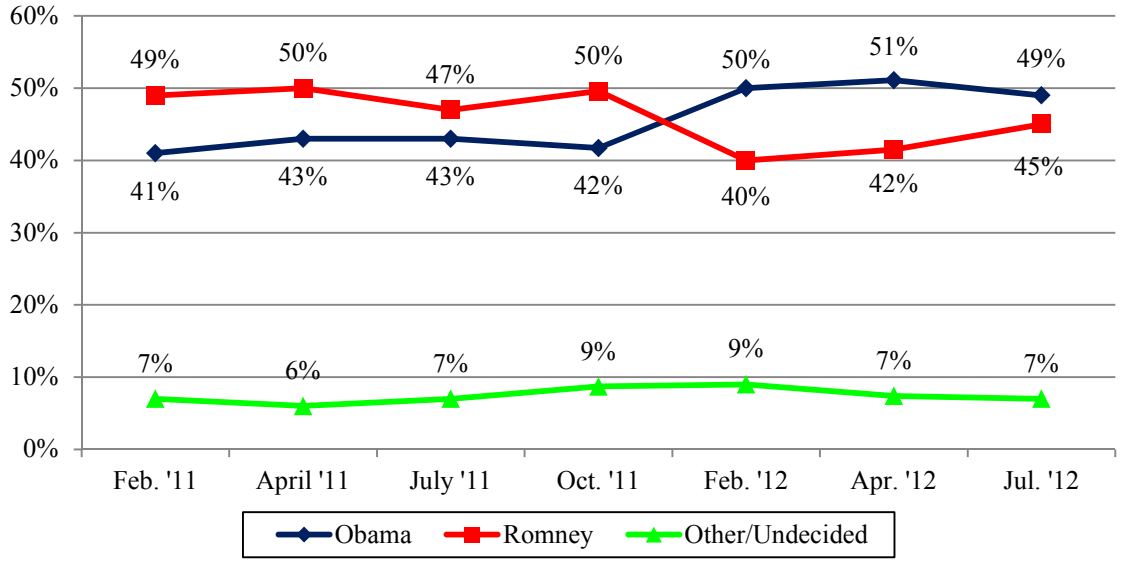
2012 Presidential Election

The race for New Hampshire's 4 electoral votes is getting closer. In a hypothetical race between President Barack Obama and Romney, 49% of likely New Hampshire voters say they will vote for Obama, 45% prefer Romney, 4% favor some other candidate, and 3% are undecided. In April, Obama held a 9 percentage point lead over Romney.

Both Obama and Romney are locking up their partisan bases. Obama currently has the support of 89% of New Hampshire Democrats while Romney has the support of 86% of Republicans. Independents split evenly, 41% for Romney and 40% for Obama. "This election looks to be as close as the 2000 and 2004 elections in New Hampshire," said Andrew Smith, Director of the UNH Survey Center. "In both of those elections, the race was won by about 1 percentage point."

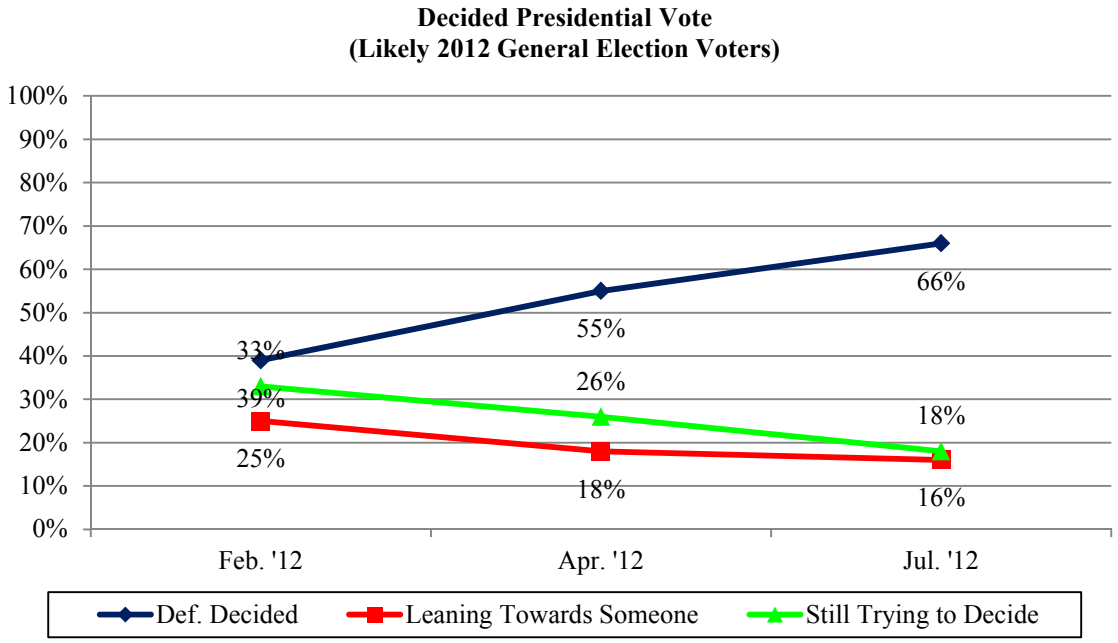
Among those most likely to vote, Obama and Romney are essentially tied, 47% prefer Obama and 46% favor Romney. And there is a gender gap that favors Obama. Women prefer Obama over Romney by 14 percentage points while men favor Romney over Obama by only 6 percentage points. And among those who say they have definitely decided who they will vote for, Obama leads with 52% to 47% for Romney.

November 2012 General Election - Obama vs. Romney
(Likely 2012 General Election Voters)



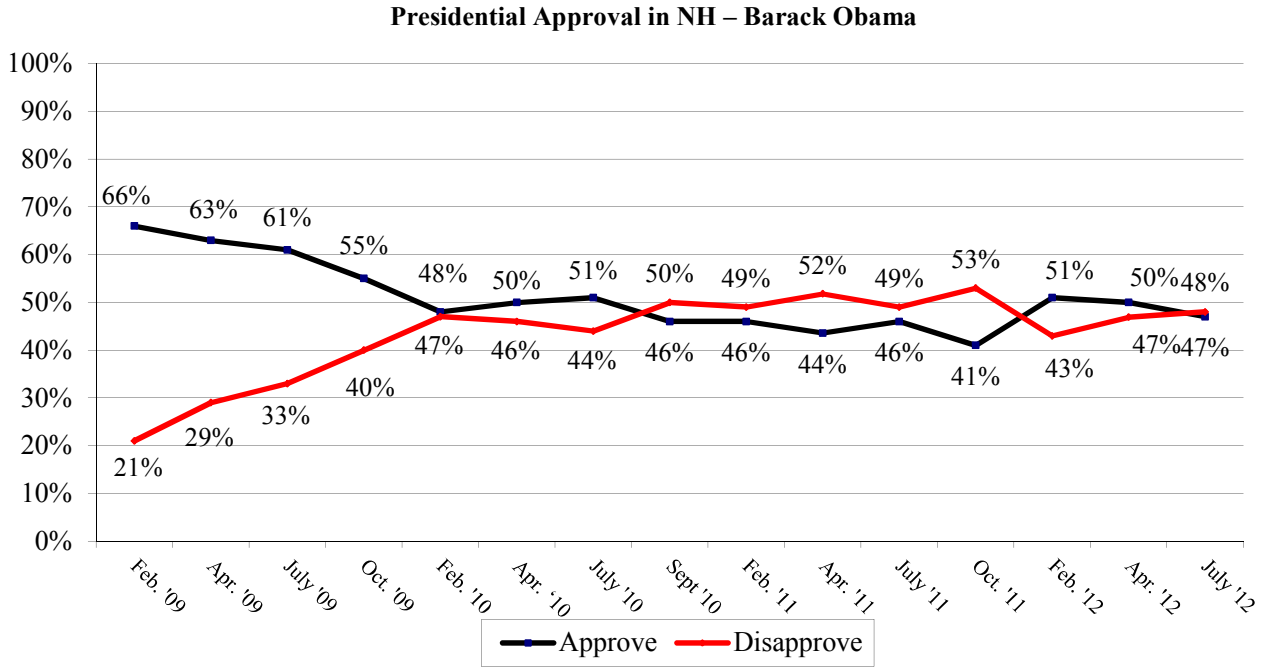
* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

New Hampshire voters are also becoming more sure of their choice for president. Currently, 66% of likely New Hampshire voters say they have definitely decided who they will vote for in November, 16% are leaning towards a candidate, and 18% are still trying to decide. The percentage of those who say they have definitely decided who they will vote for has doubled since February.

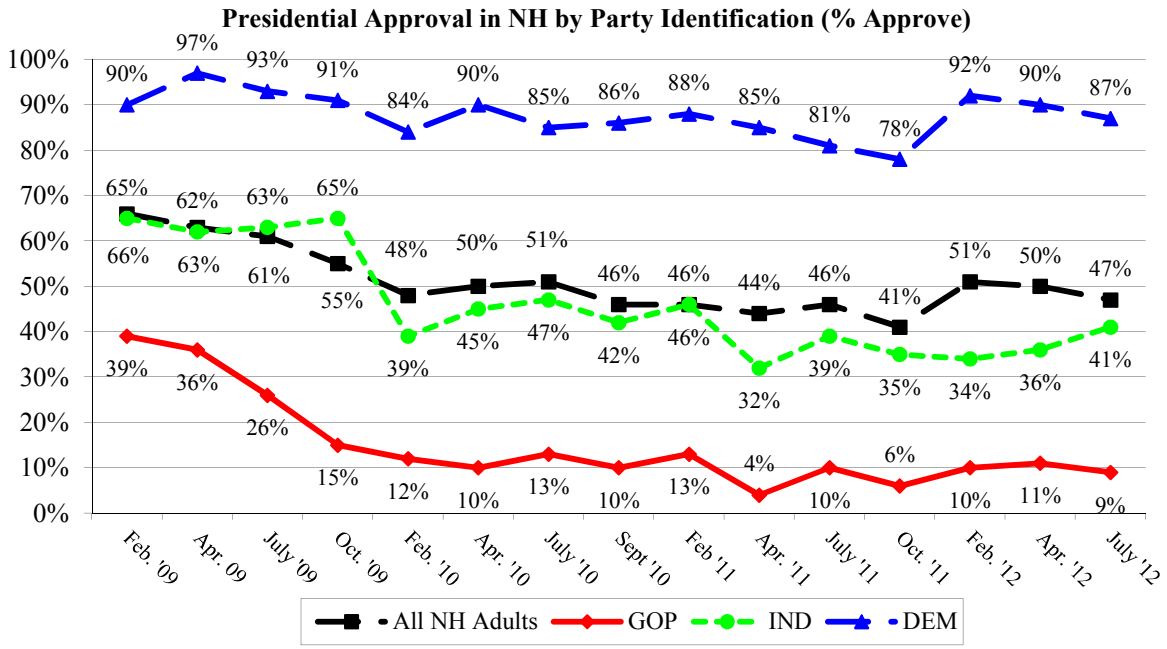


Presidential Approval

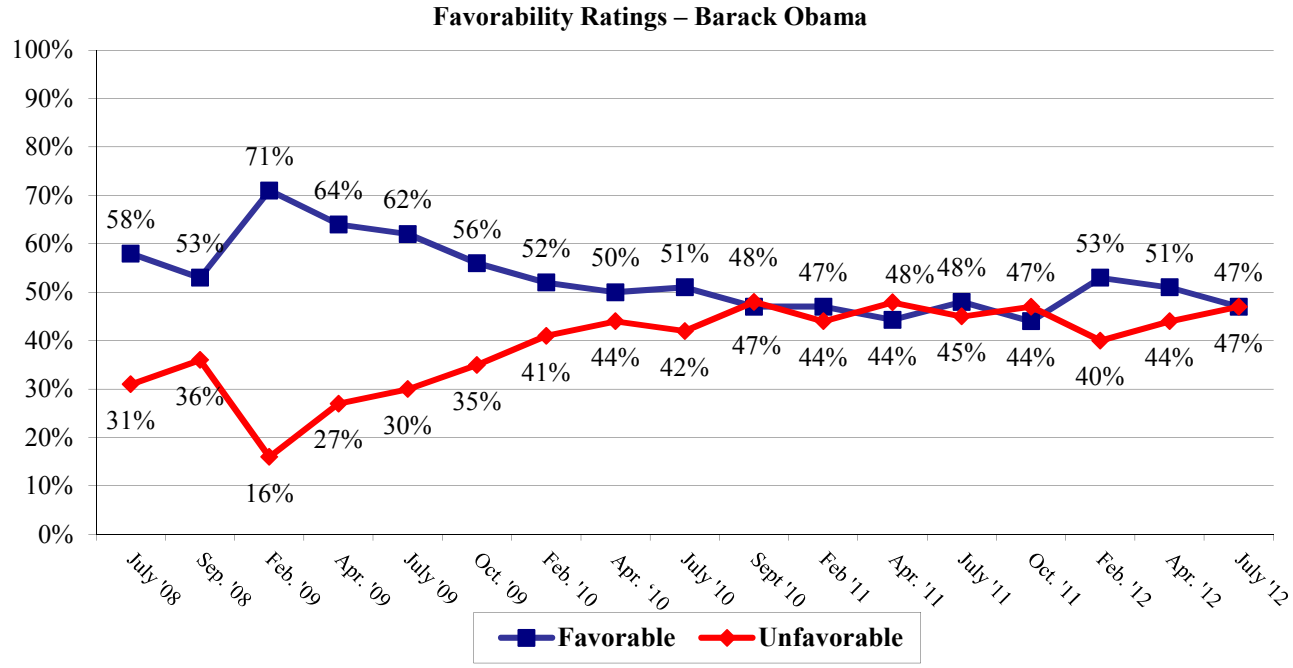
President Obama's job approval ratings in New Hampshire have declined very slightly in recent months. Currently, 47% of New Hampshire adults say they approve of the job Obama is doing as president, 48% disapprove, and 5% are neutral. By comparison, George W. Bush's New Hampshire approval rating in July 2004 stood at 46%.



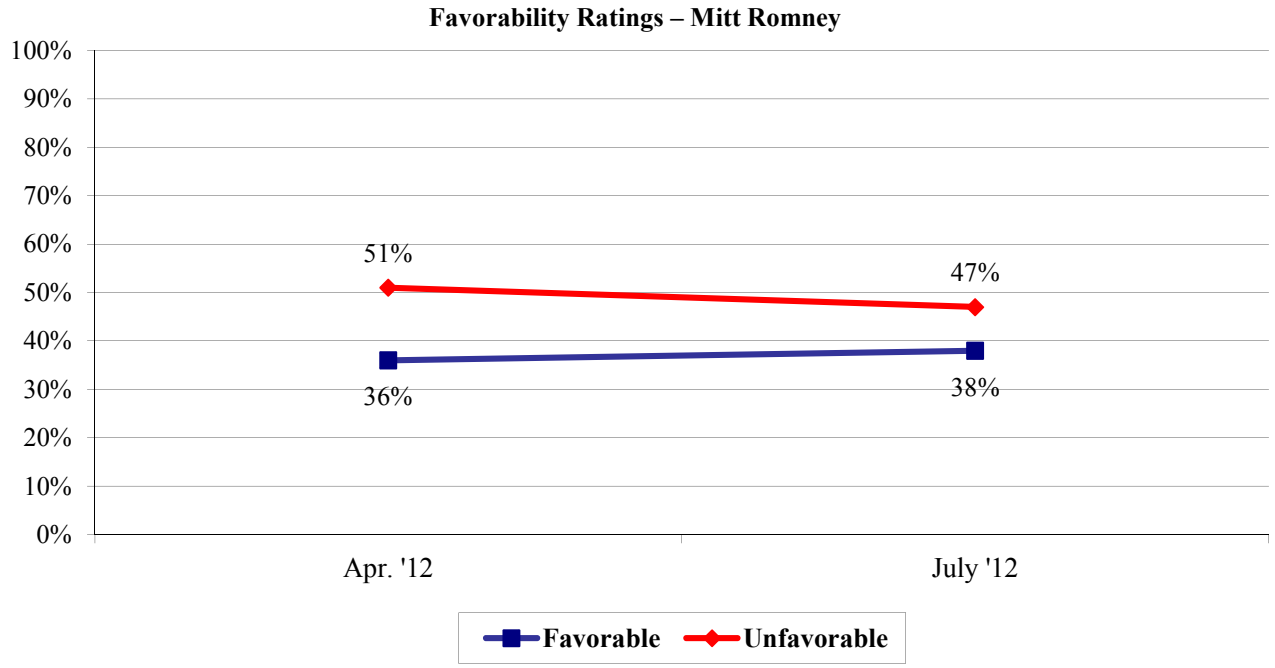
President Obama's job approval ratings have remained steady among different political groups. Nearly all Democrats (87%) approve of President Obama's job performance, while four in ten (41%) Independents continue to say they approve and only 9% of Republicans approve.



Obama's favorability ratings have also declined slightly in recent months. Obama is currently viewed favorably by 47% of New Hampshire adults, 47% have an unfavorable opinion of him, and 7% are neutral or 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 0%, down from +7% in April. New Hampshire Democrats continue to like Obama (net favorability rating of +82%), while political independents (-14% net) and Republicans (-76% net) have unfavorable opinion of the President.

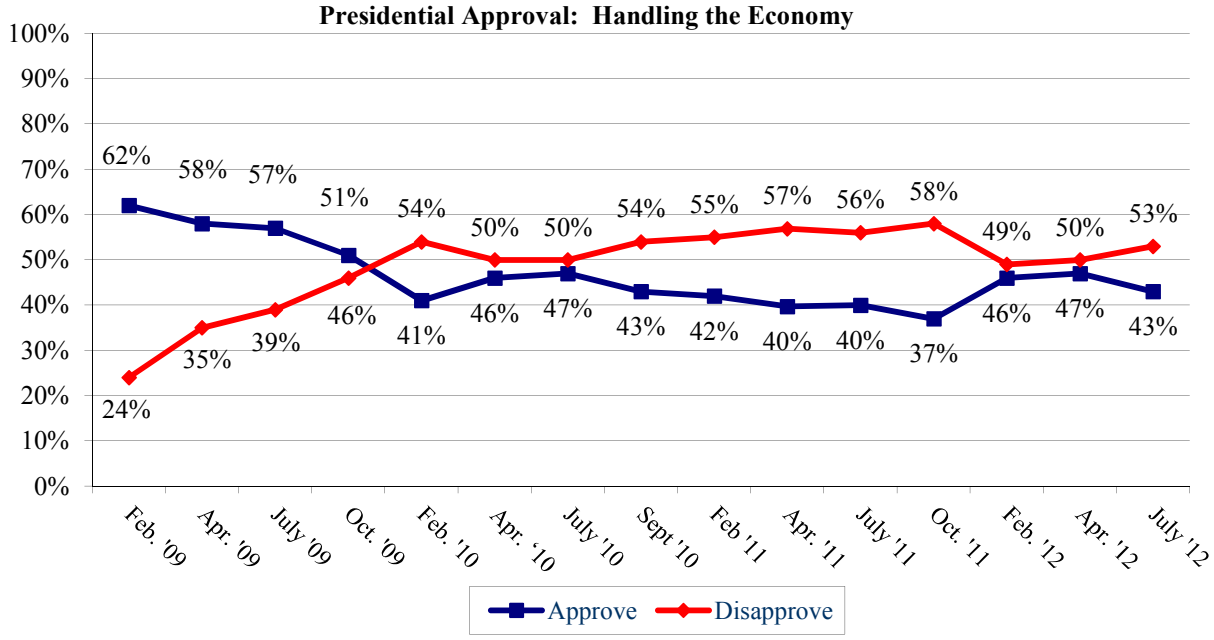


Mitt Romney remains less popular than President Obama in New Hampshire. Only 38% of Granite Staters have a favorable opinion of Romney, 47% have an unfavorable opinion of him, and 14% are neutral or don't know enough about him to say. His net favorability rating is -9%, a slight improvement from -15% in April. Romney's net favorability rating has improved somewhat among Republicans – it currently stands at +55%, up from +43% in April. He is still viewed unfavorably among Independents (-19% net) and Democrats (-69% net).



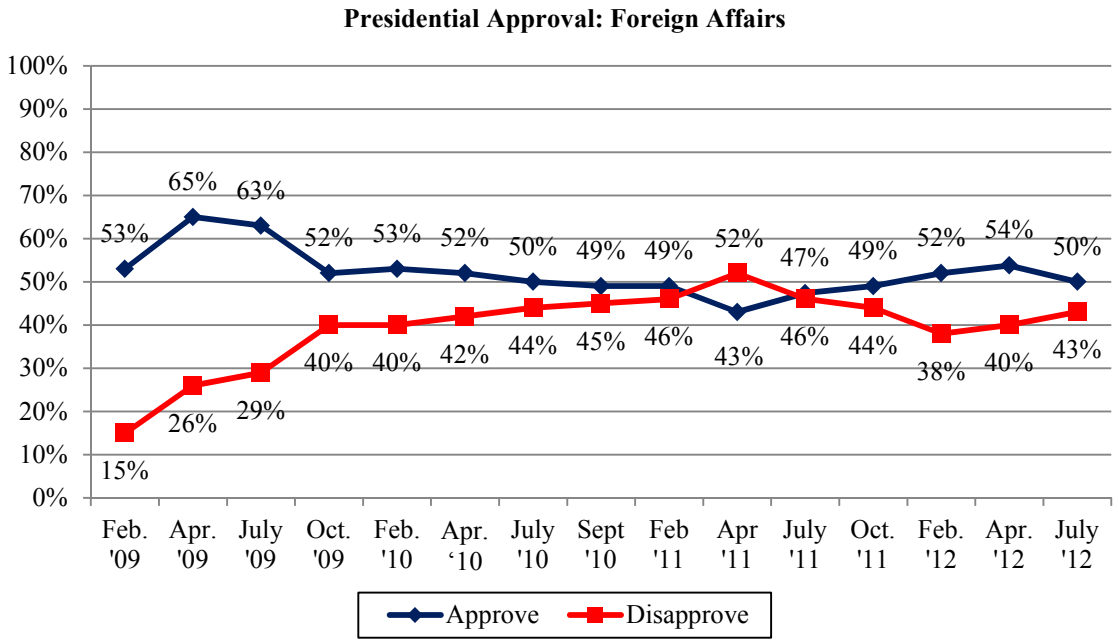
Economic Approval Rating

Recent economic news seems to have hurt President Obama's economic approval rating. Currently, 43% of New Hampshire adults approve of how Obama is handling the economy, 53% disapprove, and 4% are neutral. As with other approval measures, there is a considerable partisan gap -- most Democrats (83%) approve of Obama's handling of the economy, but only 38% of independents and 7% of Republicans approve.



Foreign Affairs

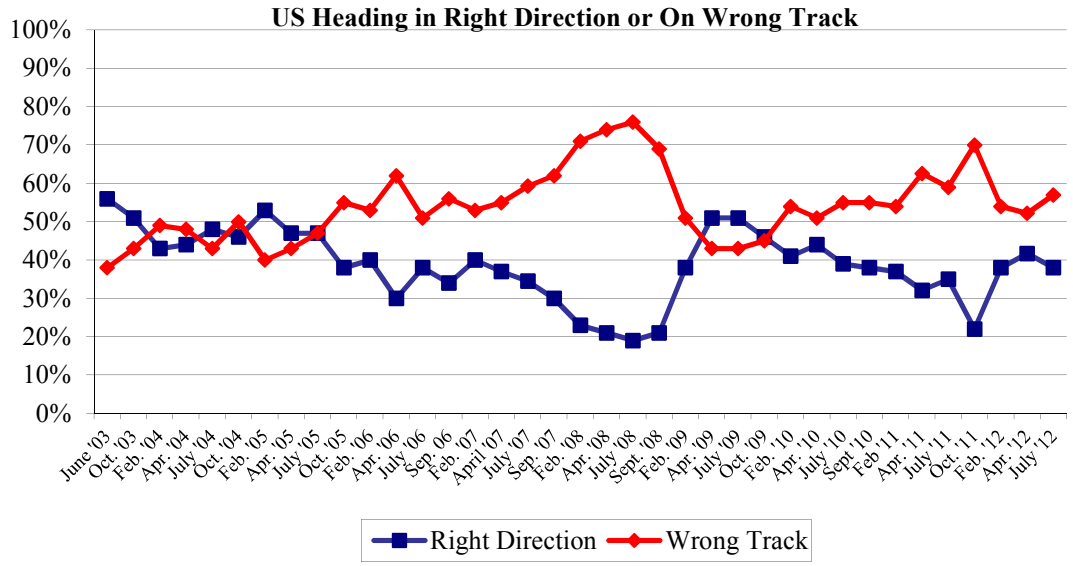
New Hampshire's views about the Obama Administration's handling of foreign policy also dropped slightly. In the most recent Granite State Poll, 50% approve of how President Obama is handling foreign affairs, 43% disapprove, and 7% are neutral. There is a distinct partisan divide, with 87% of Democrats, but only 18% of Republicans approving of Obama's handling of foreign affairs. Independents are divided, with 42% approving and 52% disapproving.



Right Direction – Wrong Track

Granite Staters remain pessimistic about the direction the county is heading, reversing an improving trend that began earlier this year. Currently, 38% of New Hampshire adults think things in this country are generally going in the right direction, 57% think things are seriously off on the wrong track, and 5% don't know.

Democrats are the most optimistic about the county's direction, with 65% saying the country is going in the right direction, but only 32% of Independents and 12% of Republicans agree with this view.



Granite State Poll Methodology

These findings are based on the latest WMUR Granite State Poll, conducted by the University of New Hampshire Survey Center. Five hundred thirty-eight (538) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 5 and July 15, 2012. The margin of sampling error for the survey is +/- 4.3 percent. Included is a subsample of 470 likely general election voters (margin of sampling error +/- 4.5%).

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 Barack Obama is handling his job as president?"

	Approve	Neutral	Disapprove	(N)
July '12	**47%**	**5%**	**48%**	**(517)**
Apr. '12	50%	3%	47%	(535)
Feb. '12	51%	6%	43%	(524)
Oct. '11	41%	6%	53%	(551)
July '11	46%	6%	49%	(512)
Apr. '11	44%	5%	52%	(502)
Feb. '11	46%	4%	49%	(519)
Sept. '10	46%	4%	50%	(514)
July '10	51%	5%	44%	(502)
Apr. '10	50%	4%	46%	(506)
Feb. '10	48%	5%	47%	(495)
Oct. '09	55%	5%	40%	(503)
July '09	61%	6%	33%	(556)
Apr. '09	63%	8%	29%	(500)
Feb. '09	66%	14%	21%	(614)

Favorability Rating – President 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. President Barack Obama?"

	Favorable	Neutral/DK	Unfavorable	NET	(N=)
July '12	**47%**	**7%**	**47%**	**0%**	**(520)**
Apr. '12	51%	5%	44%	+7%	(532)
Feb. '12	53%	7%	40%	+13%	(527)
Oct. '11	44%	9%	47%	-3%	(553)
July '11	48%	6%	45%	+3%	(514)
Apr. '11	44%	8%	48%	-4%	(503)
Feb. '11	47%	8%	44%	3%	(515)
Sept. '10	47%	4%	48%	-1%	(515)
July '10	51%	5%	42%	+9%	(504)
Apr. '10	50%	4%	44%	+6%	(510)
Feb. '10	52%	6%	41%	+11%	(496)
Oct. '09	56%	8%	35%	+21%	(502)
July '09	62%	7%	30%	+32%	(557)
Apr. '09	64%	7%	27%	+37%	(503)
Feb. '09	71%	9%	16%	+55%	(619)
Sep. '08	53%	9%	36%	+17%	(522)
July '08	58%	10%	31%	+27%	(474)

Favorability Rating – Mitt Romney

"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. Former Massachusetts Governor Mitt Romney?"

	Favorable	Neutral/DK	Unfavorable	NET	(N=)
July '12	**38%**	**14%**	**47%**	**-9%**	**(518)**
Apr. '12	36%	12%	51%	-15%	(532)

Presidential Approval – Economy

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

	Approve	Neutral	Disapprove	(N)
July '12	**43%**	**4%**	**53%**	**(517)**
Apr. '12	47%	3%	50%	(536)
Feb. '12	46%	5%	49%	(525)
Oct. '11	37%	5%	58%	(551)
July '11	40%	4%	56%	(511)
Apr. '11	40%	3%	57%	(502)
Feb. '11	42%	3%	55%	(518)
Sept. '10	43%	2%	54%	(513)
July '10	47%	3%	50%	(502)
Apr. '10	46%	3%	50%	(507)
Feb. '10	41%	4%	54%	(493)
Oct. '09	51%	3%	46%	(500)
July '09	57%	4%	39%	(556)
Apr. '09	58%	7%	35%	(499)
Feb. '09	62%	14%	24%	(614)

Presidential Approval - Foreign Affairs

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

	Approve	Neutral	Disapprove	(N)
July '12	**50%**	**7%**	**43%**	**(510)**
Apr. '12	54%	6%	40%	(532)
Feb. '12	52%	9%	38%	(524)
Oct. '11	49%	7%	44%	(552)
July '11	47%	7%	46%	(508)
Apr. '11	43%	5%	52%	(497)
Feb. '11	49%	5%	46%	(515)
Sept. '10	49%	7%	45%	(511)
July '10	50%	6%	44%	(503)
Apr. '10	52%	6%	42%	(504)
Feb. '10	53%	7%	40%	(494)
Oct. '09	52%	8%	40%	(499)
July '09	63%	9%	29%	(552)
Apr. '09	65%	8%	26%	(496)
Feb. '09	53%	32%	15%	(607)

Right Track - Wrong Track

"Do you think things in this country are generally going in the right direction or are they seriously off on the wrong track?"

	Right Direction	Wrong Track	Don't Know	(N=)
July '12	**38%**	**57%**	**5%**	**(512)**
Apr. '12	42%	52%	6%	(525)
Feb. '12	38%	54%	8%	(514)
Oct. '11	22%	70%	8%	(553)
July '11	35%	59%	6%	(507)
Apr. '11	32%	63%	5%	(496)
Feb. '11	37%	54%	9%	(513)
Sept. '10	38%	55%	7%	(512)
July '10	39%	55%	6%	(491)
Apr. '10	44%	51%	4%	(502)
Feb. '10	41%	54%	5%	(484)
Oct. '09	46%	45%	9%	(496)
July '09	51%	43%	5%	(555)
Apr. '09	51%	43%	7%	(498)
Feb. '09	38%	51%	11%	(610)
Sep. '08	21%	69%	10%	(540)
July '08	19%	73%	8%	(508)
Apr. '08	21%	74%	5%	(487)
Feb. '08	23%	71%	7%	(553)
Sep. '07	30%	62%	8%	(505)
July '07	34%	59%	6%	(523)
Apr. '07	37%	55%	8%	(510)
Feb. '07	40%	53%	7%	(516)
Sept. '06	34%	56%	10%	(510)
July '06	38%	51%	11%	(496)
Apr. '06	30%	62%	8%	(501)
Feb. '06	40%	53%	7%	(487)
Oct. '05	38%	55%	7%	(498)
July '05	47%	47%	6%	(492)
Apr. '05	46%	43%	11%	(487)
Feb. '05	53%	40%	7%	(535)
Oct. '04	46%	50%	4%	(574)
July '04	48%	43%	10%	(500)
Apr. '04	44%	48%	8%	(535)
Feb. '04	43%	49%	8%	(503)
Oct. '03	51%	43%	6%	(487)
June '03	56%	38%	5%	(511)

Decided 2012 Presidential Vote

"I know that it is early, but have you definitely decided who you will vote for in the election for President in 2012 … are you leaning toward someone … or have you considered some candidates but are still trying to decide?"

	Def. Decided Vote	Leaning Towards Someone	Still Trying To Decide	Don't Know	(N=)
July '12	**66%**	**16%**	**18%**	**0%**	**(486)**
Apr. '12	55%	18%	26%	1%	(497)
Feb. '12	39%	25%	33%	3%	(492)

2012 Presidential Trial Heats
(Likely 2012 Voters)

Obama v. Romney

"Suppose the 2012 presidential election was being held today and the candidates were Mitt Romney, the Republican, and Barack Obama, the Democrat, who would you vote for?" [ROTATE CANDIDATES]

	Feb. '11	April '11	July '11	Oct. '11	Feb. '12	Apr. '12	July '12
Barack Obama	41%	43%	43%	42%	50%	51%	**49%**
Mitt Romney	49%	50%	47%	50%	40%	42%	**45%**
Other	3%	2%	2%	2%	2%	2%	**4%**
Undecided	7%	6%	7%	7%	9%	5%	**3%**
(N=)	(712)	(471)	(729)	(559)	(483)	(486)	**(470)**

Presidential Approval Rating - Overall

	Approve	Neutral	Disapprove	(N=)
STATEWIDE	**47%**	**5%**	**48%**	**517**
Registered Democrat	85%	5%	10%	116
Registered Undeclared	46%	8%	46%	187
Registered Republican	12%	1%	87%	148
Democrat	87%	6%	7%	212
Independent	41%	8%	51%	82
Republican	9%	4%	87%	211
Liberal	87%	3%	10%	111
Moderate	54%	6%	40%	190
Conservative	12%	6%	82%	182
Support Tea Party	7%	5%	87%	138
Neutral	36%	7%	57%	157
Oppose Tea Party	84%	1%	15%	187
McCain/Palin Voter	6%	3%	91%	194
Obama/Biden Voter	83%	6%	11%	230
Other	23%	0%	77%	15
Did Not Vote in 2008	45%	11%	44%	58
Union household	52%	9%	39%	66
Non union	46%	5%	49%	436
Read Union Leader	28%	3%	69%	130
Read Boston Globe	60%	5%	35%	64
Watch WMUR	45%	5%	51%	308
Listen to NHPR	73%	4%	23%	150
10 yrs or less in NH	42%	2%	56%	84
11 to 20 years	50%	9%	41%	100
More than 20 years	47%	5%	48%	318
18 to 34	61%	9%	30%	83
35 to 49	43%	3%	54%	96
50 to 64	45%	5%	50%	175
65 and over	43%	5%	52%	147
Male	44%	5%	51%	260
Female	50%	6%	44%	258
High school or less	41%	6%	53%	125
Some college	39%	10%	51%	106
College graduate	52%	3%	45%	169
Post graduate	51%	4%	45%	106
Less than $30K	54%	5%	41%	62
$30K to $60K	46%	4%	50%	75
$60K to $75K	54%	5%	41%	44
$75K to $100K	42%	8%	50%	51
$100K or more	50%	3%	47%	113
Attend services 1 or more/week	34%	9%	57%	122
1 2 times a month	40%	5%	55%	49
Less often	45%	5%	50%	143
Never	57%	3%	39%	188
North Country	64%	3%	33%	39
Central / Lakes	44%	4%	52%	89
Connecticut Valley	61%	9%	31%	85
Mass Border	40%	3%	57%	139
Seacoast	41%	10%	49%	92
Manchester Area	47%	3%	50%	73
First Cong. Dist	41%	6%	53%	261
Second Cong. Dist	54%	4%	43%	247
Cell phone	49%	8%	43%	124
Landline	46%	5%	49%	393

Presidential Approval Rating - Economy

	Approve	Neutral	Disapprove	(N=)
STATEWIDE	**43%**	**4%**	**53%**	**517**
Registered Democrat	83%	3%	14%	115
Registered Undeclared	45%	6%	49%	187
Registered Republican	10%	2%	88%	148
Democrat	83%	3%	14%	210
Independent	38%	10%	53%	83
Republican	7%	3%	90%	211
Liberal	84%	1%	14%	110
Moderate	47%	7%	46%	190
Conservative	11%	3%	86%	182
Support Tea Party	8%	1%	91%	138
Neutral	32%	5%	63%	158
Oppose Tea Party	76%	5%	19%	186
McCain/Palin Voter	5%	2%	93%	194
Obama/Biden Voter	80%	5%	15%	229
Other	16%	7%	77%	15
Did Not Vote in 2008	38%	8%	54%	58
Union household	48%	2%	50%	67
Non union	42%	4%	53%	435
Read Union Leader	26%	2%	72%	130
Read Boston Globe	57%	5%	38%	63
Watch WMUR	43%	2%	55%	308
Listen to NHPR	70%	4%	26%	150
10 yrs or less in NH	38%	1%	61%	84
11 to 20 years	47%	3%	50%	101
More than 20 years	44%	5%	51%	316
18 to 34	53%	6%	41%	83
35 to 49	38%	3%	59%	96
50 to 64	44%	2%	54%	174
65 and over	40%	7%	53%	147
Male	38%	5%	57%	259
Female	49%	3%	48%	258
High school or less	38%	2%	61%	125
Some college	40%	4%	56%	106
College graduate	44%	6%	50%	169
Post graduate	50%	5%	45%	106
Less than $30K	49%	9%	43%	62
$30K to $60K	44%	2%	55%	74
$60K to $75K	47%	2%	51%	44
$75K to $100K	41%	5%	54%	51
$100K or more	48%	3%	49%	113
Attend services 1 or more/week	36%	3%	61%	122
1 2 times a month	29%	4%	67%	49
Less often	44%	3%	53%	142
Never	51%	6%	44%	187
North Country	63%	4%	33%	39
Central / Lakes	42%	2%	56%	89
Connecticut Valley	57%	3%	39%	85
Mass Border	35%	5%	60%	139
Seacoast	38%	5%	56%	92
Manchester Area	39%	6%	54%	73
First Cong. Dist	37%	5%	58%	260
Second Cong. Dist	50%	3%	47%	248
Cell phone	43%	6%	51%	123
Landline	43%	4%	53%	393

Presidential Approval Rating - Foreign Affairs

	Approve	Neutral	Disapprove	(N=)
STATEWIDE	**50%**	**7%**	**43%**	**510**
Registered Democrat	87%	3%	10%	115
Registered Undeclared	51%	8%	40%	185
Registered Republican	17%	8%	75%	146
Democrat	87%	5%	8%	207
Independent	42%	6%	52%	82
Republican	18%	9%	73%	209
Liberal	87%	4%	10%	110
Moderate	59%	4%	36%	188
Conservative	16%	11%	73%	179
Support Tea Party	9%	10%	81%	137
Neutral	44%	7%	49%	153
Oppose Tea Party	86%	1%	13%	186
McCain/Palin Voter	11%	7%	82%	191
Obama/Biden Voter	86%	4%	10%	227
Other	36%	0%	64%	15
Did Not Vote in 2008	47%	14%	39%	58
Union household	55%	9%	37%	67
Non union	50%	6%	44%	429
Read Union Leader	36%	9%	56%	128
Read Boston Globe	64%	3%	33%	63
Watch WMUR	51%	8%	42%	304
Listen to NHPR	74%	8%	19%	151
10 yrs or less in NH	46%	1%	53%	82
11 to 20 years	55%	8%	37%	100
More than 20 years	50%	8%	42%	313
18 to 34	67%	7%	26%	77
35 to 49	47%	4%	49%	96
50 to 64	49%	5%	47%	174
65 and over	46%	11%	43%	146
Male	46%	8%	45%	257
Female	54%	5%	41%	254
High school or less	39%	10%	51%	124
Some college	49%	9%	42%	106
College graduate	54%	3%	42%	166
Post graduate	58%	5%	37%	104
Less than $30K	53%	10%	37%	62
$30K to $60K	52%	8%	40%	74
$60K to $75K	61%	2%	37%	41
$75K to $100K	61%	2%	37%	50
$100K or more	54%	6%	40%	113
Attend services 1 or more/week	39%	9%	51%	121
1 2 times a month	39%	6%	55%	47
Less often	51%	7%	42%	142
Never	60%	5%	36%	185
North Country	58%	11%	31%	39
Central / Lakes	45%	2%	53%	89
Connecticut Valley	64%	7%	29%	82
Mass Border	45%	4%	51%	138
Seacoast	48%	10%	42%	90
Manchester Area	50%	11%	39%	73
First Cong. Dist	46%	7%	47%	257
Second Cong. Dist	54%	6%	39%	245
Cell phone	58%	5%	37%	122
Landline	48%	7%	45%	388

U.S. Right Direction / Wrong Track

	Right Direction	Wrong Track	Don't Know	(N=)
STATEWIDE	**38%**	**57%**	**5%**	**512**
Registered Democrat	65%	28%	6%	112
Registered Undeclared	37%	56%	7%	186
Registered Republican	16%	83%	1%	147
Democrat	65%	27%	8%	210
Independent	32%	65%	3%	83
Republican	12%	84%	3%	208
Liberal	63%	31%	6%	109
Moderate	42%	51%	7%	187
Conservative	15%	83%	2%	182
Support Tea Party	6%	90%	4%	138
Neutral	35%	60%	5%	156
Oppose Tea Party	60%	33%	8%	183
McCain/Palin Voter	10%	88%	1%	191
Obama/Biden Voter	63%	30%	7%	228
Other	16%	84%	0%	15
Did Not Vote in 2008	40%	49%	11%	58
Union household	37%	54%	9%	64
Non union	38%	58%	5%	434
Read Union Leader	26%	70%	4%	131
Read Boston Globe	45%	50%	5%	64
Watch WMUR	41%	55%	3%	309
Listen to NHPR	53%	38%	10%	152
10 yrs or less in NH	37%	60%	3%	85
11 to 20 years	33%	58%	9%	98
More than 20 years	40%	55%	5%	315
18 to 34	47%	43%	10%	84
35 to 49	39%	57%	3%	94
50 to 64	36%	58%	5%	171
65 and over	34%	63%	3%	147
Male	36%	60%	4%	257
Female	40%	54%	7%	256
High school or less	34%	59%	8%	122
Some college	34%	62%	4%	105
College graduate	38%	56%	5%	169
Post graduate	43%	53%	4%	107
Less than $30K	44%	48%	8%	62
$30K to $60K	33%	64%	3%	76
$60K to $75K	39%	59%	2%	42
$75K to $100K	38%	55%	7%	50
$100K or more	41%	53%	6%	112
Attend services 1 or more/week	31%	65%	4%	124
1 2 times a month	34%	57%	9%	49
Less often	38%	57%	6%	141
Never	43%	52%	5%	183
North Country	36%	52%	11%	39
Central / Lakes	41%	56%	3%	87
Connecticut Valley	42%	50%	8%	82
Mass Border	32%	64%	4%	139
Seacoast	39%	56%	5%	91
Manchester Area	39%	57%	4%	74
First Cong. Dist	37%	58%	5%	260
Second Cong. Dist	39%	55%	5%	244
Cell phone	41%	55%	4%	121
Landline	37%	58%	6%	391

Favorability Rating - Barack Obama

	Favorable	Neutral	Unfavorable	DK	(N)
STATEWIDE	**47%**	**4%**	**47%**	**3%**	**520**
Registered Democrat	86%	3%	10%	1%	116
Registered Undeclared	49%	5%	42%	3%	188
Registered Republican	11%	2%	87%	1%	148
Democrat	89%	2%	7%	2%	213
Independent	36%	7%	50%	6%	84
Republican	9%	4%	85%	2%	211
Liberal	87%	1%	11%	1%	111
Moderate	52%	7%	39%	3%	191
Conservative	14%	2%	81%	4%	182
Support Tea Party	7%	2%	87%	4%	138
Neutral	31%	8%	58%	4%	158
Oppose Tea Party	85%	1%	13%	1%	187
McCain/Palin Voter	6%	4%	89%	1%	194
Obama/Biden Voter	83%	3%	12%	2%	232
Other	26%	8%	67%	0%	14
Did Not Vote in 2008	45%	5%	42%	8%	59
Union household	56%	5%	35%	5%	67
Non union	45%	4%	49%	2%	438
Read Union Leader	29%	4%	64%	3%	132
Read Boston Globe	61%	6%	33%	0%	64
Watch WMUR	45%	4%	49%	3%	312
Listen to NHPR	73%	3%	23%	1%	153
10 yrs or less in NH	41%	4%	52%	3%	86
11 to 20 years	53%	2%	42%	4%	100
More than 20 years	46%	4%	47%	2%	318
18 to 34	58%	4%	33%	6%	85
35 to 49	42%	4%	55%	0%	96
50 to 64	47%	3%	47%	3%	175
65 and over	44%	4%	50%	2%	147
Male	44%	3%	52%	2%	260
Female	49%	5%	42%	4%	260
High school or less	38%	3%	52%	6%	124
Some college	41%	6%	50%	3%	106
College graduate	51%	3%	45%	2%	171
Post graduate	53%	3%	44%	0%	108
Less than $30K	49%	2%	44%	5%	62
$30K to $60K	47%	3%	49%	1%	76
$60K to $75K	56%	0%	41%	2%	44
$75K to $100K	46%	3%	48%	2%	51
$100K or more	50%	4%	44%	1%	113
Attend services 1 or more/week	37%	4%	55%	3%	123
1 2 times a month	34%	2%	59%	5%	49
Less often	46%	3%	49%	3%	143
Never	56%	4%	39%	2%	188
North Country	65%	2%	33%	0%	39
Central / Lakes	43%	3%	53%	1%	89
Connecticut Valley	60%	3%	28%	9%	85
Mass Border	38%	5%	56%	1%	140
Seacoast	44%	3%	50%	2%	92
Manchester Area	43%	3%	49%	4%	75
First Cong. Dist	41%	3%	53%	2%	263
Second Cong. Dist	52%	5%	40%	3%	248
Cell phone	48%	2%	45%	6%	124
Landline	46%	4%	48%	2%	396

Favorability Rating – Mitt Romney

	Favorable	Neutral	Unfavorable	DK	(N)
STATEWIDE	**38%**	**9%**	**47%**	**5%**	**518**
Registered Democrat	13%	8%	77%	3%	116
Registered Undeclared	35%	12%	48%	5%	186
Registered Republican	69%	8%	20%	2%	148
Democrat	9%	9%	78%	3%	212
Independent	27%	12%	46%	15%	84
Republican	72%	8%	17%	3%	210
Liberal	8%	5%	85%	2%	111
Moderate	30%	14%	49%	7%	189
Conservative	69%	7%	19%	5%	182
Support Tea Party	76%	4%	17%	3%	138
Neutral	39%	18%	35%	8%	156
Oppose Tea Party	13%	6%	79%	3%	187
McCain/Palin Voter	74%	8%	14%	3%	194
Obama/Biden Voter	10%	10%	75%	5%	230
Other	20%	26%	46%	9%	14
Did Not Vote in 2008	32%	7%	49%	11%	59
Union household	29%	14%	55%	2%	67
Non union	40%	8%	46%	6%	436
Read Union Leader	53%	8%	34%	5%	131
Read Boston Globe	34%	14%	52%	0%	63
Watch WMUR	42%	10%	44%	4%	310
Listen to NHPR	21%	7%	70%	2%	151
10 yrs or less in NH	40%	11%	43%	6%	86
11 to 20 years	35%	8%	49%	7%	100
More than 20 years	39%	9%	48%	4%	316
18 to 34	20%	4%	67%	10%	85
35 to 49	42%	16%	38%	4%	95
50 to 64	38%	11%	48%	4%	174
65 and over	47%	6%	43%	4%	147
Male	40%	8%	48%	4%	258
Female	36%	11%	47%	7%	259
High school or less	41%	6%	46%	6%	124
Some college	46%	7%	42%	5%	104
College graduate	33%	10%	51%	6%	171
Post graduate	38%	12%	47%	3%	108
Less than $30K	24%	2%	62%	13%	62
$30K to $60K	35%	7%	55%	3%	74
$60K to $75K	38%	2%	51%	8%	44
$75K to $100K	37%	8%	53%	2%	51
$100K or more	38%	10%	51%	1%	113
Attend services 1 or more/week	52%	12%	31%	5%	122
1 2 times a month	48%	4%	42%	6%	49
Less often	42%	6%	45%	6%	143
Never	25%	10%	61%	4%	187
North Country	19%	3%	70%	8%	39
Central / Lakes	37%	12%	46%	6%	87
Connecticut Valley	20%	6%	65%	10%	85
Mass Border	49%	11%	39%	2%	140
Seacoast	43%	10%	43%	3%	92
Manchester Area	44%	10%	38%	8%	75
First Cong. Dist	43%	8%	43%	5%	261
Second Cong. Dist	34%	11%	51%	5%	248
Cell phone	35%	7%	47%	11%	123
Landline	39%	10%	47%	4%	395

Decided Presidential Vote

	Def. Decided	Leaning Towards Someone	Still Trying To Decide	DK	(N)
STATEWIDE	**66%**	**16%**	**18%**	**0%**	**486**
Registered Democrat	78%	9%	13%	0%	111
Registered Undeclared	56%	19%	24%	1%	178
Registered Republican	73%	15%	12%	0%	145
Democrat	70%	16%	13%	1%	203
Independent	50%	20%	30%	0%	72
Republican	68%	14%	18%	0%	203
Liberal	83%	11%	5%	0%	104
Moderate	56%	24%	20%	1%	180
Conservative	68%	11%	21%	0%	176
Support Tea Party	80%	7%	13%	0%	131
Neutral	48%	21%	31%	0%	145
Oppose Tea Party	75%	17%	7%	1%	180
McCain/Palin Voter	73%	15%	11%	0%	189
Obama/Biden Voter	69%	14%	16%	0%	225
Other	17%	15%	68%	0%	13
Did Not Vote in 2008	43%	20%	37%	0%	44
Union household	54%	27%	19%	0%	65
Non union	67%	14%	18%	0%	408
Read Union Leader	70%	16%	13%	1%	128
Read Boston Globe	78%	13%	8%	0%	61
Watch WMUR	67%	15%	18%	0%	296
Listen to NHPR	76%	10%	14%	1%	145
10 yrs or less in NH	69%	17%	12%	2%	77
11 to 20 years	72%	12%	16%	0%	93
More than 20 years	63%	17%	20%	0%	301
18 to 34	52%	24%	22%	2%	71
35 to 49	62%	21%	18%	0%	90
50 to 64	70%	13%	17%	0%	166
65 and over	71%	11%	18%	0%	143
Male	66%	17%	17%	0%	243
Female	67%	14%	19%	0%	243
High school or less	59%	18%	24%	0%	108
Some college	61%	14%	25%	0%	106
College graduate	70%	14%	15%	0%	162
Post graduate	72%	18%	9%	2%	102
Less than $30K	60%	11%	29%	0%	54
$30K to $60K	66%	11%	23%	0%	72
$60K to $75K	73%	16%	12%	0%	42
$75K to $100K	58%	28%	14%	0%	49
$100K or more	72%	18%	9%	1%	111
Attend services 1 or more/week	62%	17%	21%	0%	122
1 2 times a month	69%	11%	18%	2%	45
Less often	63%	17%	20%	0%	133
Never	70%	16%	14%	0%	169
North Country	70%	10%	20%	0%	34
Central / Lakes	76%	7%	16%	0%	82
Connecticut Valley	71%	9%	20%	0%	78
Mass Border	62%	21%	16%	1%	132
Seacoast	63%	16%	21%	0%	89
Manchester Area	61%	24%	15%	0%	71
First Cong. Dist	65%	18%	17%	0%	249
Second Cong. Dist	68%	13%	18%	0%	229
Cell phone	59%	19%	21%	1%	113
Landline	68%	14%	17%	0%	373

2012 Presidential Election – Romney vs. Obama
(2012 Likely General Election Voters)

	Romney	Obama	Other	Undecided	(N)
STATEWIDE	**45%**	**49%**	**4%**	**3%**	**470**
Registered Democrat	7%	88%	1%	4%	111
Registered Undeclared	42%	49%	4%	5%	169
Registered Republican	83%	13%	3%	1%	142
Democrat	5%	89%	2%	4%	202
Independent	41%	40%	13%	6%	63
Republican	86%	10%	3%	1%	197
Liberal	6%	91%	3%	0%	104
Moderate	36%	56%	3%	5%	169
Conservative	80%	13%	5%	2%	171
Def. decided vote	47%	52%	1%	0%	319
Leaning towards someone	40%	49%	10%	2%	73
Still trying to decide	40%	36%	9%	15%	77
Extremely interested	50%	45%	4%	0%	271
Very interested	40%	54%	3%	3%	135
Somewhat/Not very interested	33%	50%	7%	11%	61
Approve of Obama	3%	95%	0%	2%	224
Neutral	35%	27%	18%	20%	22
Disapprove of Obama	89%	4%	6%	2%	222
Support Tea Party	91%	6%	2%	2%	128
Neutral	48%	38%	9%	5%	136
Oppose Tea Party	10%	86%	2%	2%	176
McCain/Palin Voter	90%	5%	3%	2%	184
Obama/Biden Voter	8%	87%	3%	2%	219
Other	47%	29%	10%	13%	12
Did Not Vote in 2008	33%	50%	14%	3%	41
Union household	32%	55%	8%	5%	61
Non union	47%	47%	3%	3%	396
Read Union Leader	61%	32%	5%	2%	122
Read Boston Globe	30%	66%	3%	1%	58
Watch WMUR	46%	48%	3%	3%	290
Listen to NHPR	20%	76%	2%	2%	140
10 yrs or less in NH	48%	40%	7%	5%	76
11 to 20 years	45%	51%	3%	1%	92
More than 20 years	44%	50%	3%	2%	288
18 to 34	26%	61%	10%	3%	66
35 to 49	49%	48%	3%	1%	88
50 to 64	45%	49%	3%	3%	162
65 and over	49%	44%	3%	4%	140
Male	50%	44%	5%	1%	233
Female	40%	54%	3%	4%	237

2012 Presidential Election – Romney vs. Obama
(2012 Likely General Election Voters)

	Romney	Obama	Other	Undecided	(N)
STATEWIDE	**45%**	**49%**	**4%**	**3%**	**470**
High school or less	49%	42%	5%	4%	105
Some college	49%	43%	3%	5%	106
College graduate	41%	54%	4%	1%	153
Post graduate	42%	52%	4%	2%	99
Less than $30K	28%	67%	5%	0%	46
$30K to $60K	40%	54%	6%	1%	70
$60K to $75K	38%	59%	0%	3%	42
$75K to $100K	45%	48%	5%	2%	47
$100K or more	43%	51%	4%	2%	109
Attend services 1 or more/week	54%	35%	6%	5%	121
1 2 times a month	56%	39%	0%	4%	44
Less often	46%	47%	4%	2%	132
Never	34%	61%	3%	1%	160
North Country	27%	73%	0%	0%	33
Central / Lakes	47%	46%	4%	2%	80
Connecticut Valley	26%	63%	4%	8%	78
Mass Border	53%	38%	6%	3%	128
Seacoast	52%	46%	2%	0%	86
Manchester Area	47%	48%	3%	2%	66
First Cong. Dist	51%	43%	4%	1%	240
Second Cong. Dist	38%	54%	4%	5%	224
Cell phone	41%	52%	5%	2%	107
Landline	46%	48%	3%	3%	363