

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE

### BUSH TAKES LEAD IN NEW HAMPSHIRE

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**FOR RELEASE**  
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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**,<sup>?</sup> 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](http://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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<sup>?</sup> 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

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>NET</u>	<u>(N=)</u>
Oct. '04	55%	2%	43%	+12%	(574)
July '04	50	6	44	+6%	(506)
Apr. '04	48	6	46	+2%	(540)
Feb. '04	48	4	48	0	(510)
Oct. '03	57	4	38	+19%	(503)
June '03	62	6	32	+30%	(514)
Apr. '03	72	5	23	+49%	(503)
Feb. '03	64	7	29	+35%	(651)
June '02	69	8	23	+46%	(641)
Apr. '02	78	6	16	+62%	(693)
Feb. '02	84	5	11	+73%	(726)
Oct. '01	88	4	8	+80%	(678)

#### Likely Nov. 2004 Voters

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

### 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

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

#### Likely November 2004 Voters

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>DK Enough to Say</u>	<u>NET</u>	<u>(N=)</u>
Oct. '04	48%	8%	44%	1%	+4%	(532)
July '04	53	6	40	2	+13%	(461)
Apr. '04	46	10	42	2	+4%	(491)
Feb. '04	59	7	32	2	+27%	(464)

**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?"

	<u>Bush</u>	<u>Kerry</u>	<u>Nader/Other</u>	<u>Undecided</u>	<u>(N=)</u>
<b>Oct. '04</b>	<b>50%</b>	<b>45%</b>	<b>1%</b>	<b>5%</b>	<b>(521)</b>
<b>July '04</b>	43	47	4	6	(459)

**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."

	<u>Bush</u>	<u>Kerry</u>	<u>Both</u>	<u>Neither</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>Strong leader</b>	55%	34%	3%	5%	3%	(524)
<b>Trustworthy</b>	47	37	3	9	5	(522)
<b>Reckless</b>	47	30	1	17	5	(523)
<b>Inconsistent</b>	26	58	6	6	4	(523)
<b>Likeable</b>	52	35	8	3	2	(525)

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

<b>STATEWIDE</b>	<b>George W Bush 50%</b>	<b>John Kerry 45%</b>	<b>Other/ Nader 1%</b>	<b>Undecided 5%</b>	<b>(N) 521</b>
Registered Democrat	17	80	0	3	116
Undeclared	39	54	0	6	186
Registered Republican	90	5	3	2	153
Not registered	43	45	1	11	58
Democrat	8	89	0	3	199
Independent	34	50	3	13	74
Republican	89	7	1	3	239
Liberal	15	80	2	4	106
Moderate	43	51	1	5	212
Conservative	84	13	1	2	166
<b>MIP in vote for president</b>					
US Campaign re Terrorism	43	47	2	8	110
War in Iraq	31	68	0	1	133
Economy & Jobs	84	14	0	3	116
Education	13	87	0	0	18
Health Care	24	59	2	16	36
Medicare & Pres. Drugs	46	51	0	2	23
Union household	44	52	0	4	74
Non-union	51	43	1	4	441
5 years or less in NH	59	37	0	4	57
6 to 10 years	59	36	0	5	43
11 to 20 years	51	44	0	5	96
More than 20 years	46	48	2	4	315
18 to 34	43	50	1	6	107
35 to 49	59	34	2	5	169
50 to 64	47	50	0	3	147
65 and over	41	55	1	3	77
Male	57	39	1	3	252
Female	43	50	1	6	269
High school or less	50	40	1	9	129
Some college	64	33	2	2	123
College graduate	48	47	1	4	182
Post-graduate	35	64	0	1	86
Less than \$30K	36	55	2	7	56
\$30K to \$60K	49	42	2	7	128
\$60K to \$75K	46	53	0	1	56
\$75K to \$100K	52	39	0	9	71
More than \$100K	52	44	2	2	85
Married	52	43	1	4	380
Divorced/separated	50	43	2	6	76
Never married	33	60	1	6	64
Protestant	57	39	1	4	201
Catholic	54	40	1	5	186
Other	28	66	2	5	113
Attend 1 or more/week	63	35	0	2	149
1-2 times a month	46	40	0	14	59
Less often	50	45	2	3	157
Never	36	57	2	4	143
Northern NH	47	44	1	9	69
Western NH	40	49	0	11	46
Central/Lakes	48	47	1	4	87
Hillsborough County	52	44	2	2	153
Seacoast	52	43	1	4	167
1st Cong. District	54	42	0	3	273
2nd Cong. District	45	47	2	6	248

**Favorability Rating - George W. Bush**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> <b>55%</b>	<b><u>Neutral</u></b> <b>2%</b>	<b><u>Unfavorable</u></b> <b>43%</b>	<b><u>(N)</u></b> <b>574</b>
Likely November Voter	55	2	43	534
Non-voter	61	0	39	39
Registered Democrat	22	0	78	125
Undeclared	45	3	52	197
Registered Republican	94	1	5	156
Not registered	58	2	40	88
Democrat	17	2	82	218
Independent	44	7	49	86
Republican	91	1	8	256
Liberal	26	1	74	114
Moderate	48	3	49	237
Conservative	85	0	15	179
Union household	49	1	49	78
Non-union	57	2	42	490
5 years or less in NH	62	0	38	71
6 to 10 years	61	4	36	47
11 to 20 years	55	3	42	99
More than 20 years	53	2	45	346
18 to 34	55	3	42	121
35 to 49	62	2	36	184
50 to 64	53	1	47	165
65 and over	44	2	54	82
Male	61	1	38	275
Female	50	3	47	298
High school or less	61	2	37	161
Some college	69	0	31	128
College graduate	51	2	48	193
Post-graduate	37	3	59	90
Less than \$30K	52	1	47	72
\$30K to \$60K	57	3	40	139
\$60K to \$75K	56	0	44	62
\$75K to \$100K	59	3	38	79
More than \$100K	49	1	49	88
Married	56	2	42	408
Divorced/separated	56	2	42	90
Never married	49	3	48	74
Protestant	62	2	36	220
Catholic	58	2	40	208
Other	36	1	63	123
Attend 1 or more/week	65	2	33	158
1-2 times a month	60	3	37	63
Less often	54	2	44	178
Never	46	1	53	158
Northern NH	56	5	40	76
Western NH	44	0	56	54
Central/Lakes	56	2	43	90
Hillsborough County	55	1	44	175
Seacoast	59	2	39	178
1st Cong. District	59	1	40	297
2nd Cong. District	52	3	45	276

**Favorability Rating - John Kerry**

<b>STATEWIDE</b>	<b><u>Favorable</u></b> 47%	<b><u>Neutral</u></b> 8%	<b><u>Unfavorable</u></b> 43%	<b><u>Don't Know</u></b> 2%	<b><u>(N)</u></b> 571
Likely November Voter	48	8	44	1	532
Non-voter	43	14	32	12	39
Registered Democrat	79	6	14	1	125
Undeclared	50	10	38	2	197
Registered Republican	16	7	77	0	153
Not registered	50	9	35	6	88
Democrat	82	5	12	1	218
Independent	50	18	27	5	86
Republican	17	7	75	1	253
Liberal	74	8	16	3	114
Moderate	51	9	37	2	237
Conservative	25	4	70	0	178
Union household	52	11	37	0	78
Non-union	46	7	44	2	488
5 years or less in NH	44	9	44	2	71
6 to 10 years	42	4	51	4	47
11 to 20 years	52	5	43	0	98
More than 20 years	48	9	41	2	344
18 to 34	54	8	37	1	121
35 to 49	38	9	51	2	183
50 to 64	50	8	39	2	165
65 and over	55	7	36	2	80
Male	48	6	45	1	275
Female	46	10	41	3	296
High school or less	42	12	41	5	161
Some college	33	5	60	2	127
College graduate	55	6	39	0	192
Post-graduate	61	9	30	0	90
Less than \$30K	47	11	36	7	70
\$30K to \$60K	46	9	42	3	139
\$60K to \$75K	47	12	41	0	62
\$75K to \$100K	58	3	38	1	79
More than \$100K	48	6	46	0	88
Married	47	7	45	1	407
Divorced/separated	42	13	42	3	89
Never married	56	9	30	4	74
Protestant	42	9	47	3	219
Catholic	48	7	44	1	207
Other	60	9	30	1	123
Attend 1 or more/week	39	6	54	2	156
1-2 times a month	51	11	35	2	63
Less often	47	7	45	2	178
Never	54	11	33	2	158
Northern NH	51	5	40	5	75
Western NH	52	17	27	4	54
Central/Lakes	47	9	42	3	90
Hillsborough County	47	4	48	1	174
Seacoast	45	10	45	1	178
1st Cong. District	44	8	46	1	297
2nd Cong. District	50	8	39	3	274

**Which Candidate: Strong Leader**

<b>STATEWIDE</b>	<b><u>Bush</u></b> <b>55%</b>	<b><u>Kerry</u></b> <b>34%</b>	<b><u>Both</u></b> <b>3%</b>	<b><u>Neither</u></b> <b>5%</b>	<b><u>DK</u></b> <b>3%</b>	<b><u>Count</u></b> <b>524</b>
Registered Democrat	21	66	3	6	3	122
Undeclared	46	37	5	8	4	186
Registered Republican	92	5	2	1	0	148
Not registered	58	31	2	3	6	60
Democrat	18	69	4	7	2	207
Independent	45	28	5	10	12	73
Republican	91	6	2	1	0	234
Liberal	29	62	3	6	1	107
Moderate	48	37	4	5	6	215
Conservative	83	12	2	2	0	162
Union household	50	34	4	9	3	75
Non-union	56	34	3	4	3	444
5 years or less in NH	61	24	6	8	1	58
6 to 10 years	62	32	1	4	1	42
11 to 20 years	54	34	5	3	5	96
More than 20 years	52	37	3	5	3	318
18 to 34	51	35	4	7	4	107
35 to 49	62	29	4	3	3	174
50 to 64	51	35	4	8	3	149
65 and over	47	47	1	2	3	74
Male	60	30	2	4	4	255
Female	50	39	4	6	2	269
High school or less	62	27	4	2	6	132
Some college	66	29	2	4	0	118
College graduate	52	35	4	6	4	187
Post-graduate	36	50	3	11	0	85
Less than \$30K	44	47	3	3	3	57
\$30K to \$60K	60	30	2	4	3	130
\$60K to \$75K	51	34	5	9	2	58
\$75K to \$100K	47	30	9	9	5	74
More than \$100K	55	33	3	5	4	84
Married	56	33	3	5	3	385
Divorced/separated	58	33	2	4	3	75
Never married	43	44	4	4	5	62
Protestant	59	29	4	5	3	200
Catholic	58	32	1	4	3	188
Other	38	49	5	6	2	115
Attend 1 or more/week	62	25	4	6	4	148
1-2 times a month	53	34	3	2	8	59
Less often	56	38	2	3	1	160
Never	45	41	4	8	2	144
Northern NH	53	36	0	6	5	69
Western NH	51	25	10	10	4	49
Central/Lakes	50	37	3	4	6	87
Hillsborough County	55	35	4	5	1	151
Seacoast	59	34	2	4	2	168
1st Cong. District	58	34	2	4	2	271
2nd Cong. District	52	34	4	6	4	253



**Which Candidate: Trustworthy**

<b>STATEWIDE</b>	<b><u>Bush</u></b> <b>47%</b>	<b><u>Kerry</u></b> <b>37%</b>	<b><u>Both</u></b> <b>3%</b>	<b><u>Neither</u></b> <b>9%</b>	<b><u>DK</u></b> <b>5%</b>	<b><u>Count</u></b> <b>522</b>
Registered Democrat	15	68	4	7	6	120
Undeclared	36	44	3	14	3	186
Registered Republican	86	5	2	4	2	148
Not registered	46	34	1	8	12	60
Democrat	10	74	3	7	6	204
Independent	30	29	6	24	11	73
Republican	84	7	2	5	1	235
Liberal	14	72	2	8	4	107
Moderate	41	41	4	8	6	214
Conservative	81	9	2	7	1	162
Union household	41	37	5	14	3	75
Non-union	48	37	3	7	5	442
5 years or less in NH	53	33	2	7	5	57
6 to 10 years	57	31	4	8	0	42
11 to 20 years	46	38	2	7	6	96
More than 20 years	45	38	3	9	5	317
18 to 34	42	43	2	7	7	107
35 to 49	53	27	5	9	6	173
50 to 64	44	41	2	10	3	149
65 and over	44	46	4	4	3	74
Male	53	33	3	7	4	254
Female	42	40	3	10	5	269
High school or less	51	29	5	8	7	130
Some college	59	29	0	5	6	120
College graduate	44	37	3	13	3	186
Post-graduate	31	57	4	6	2	85
Less than \$30K	41	35	4	10	9	57
\$30K to \$60K	48	37	2	8	6	130
\$60K to \$75K	44	38	7	9	2	56
\$75K to \$100K	44	39	3	8	6	74
More than \$100K	47	36	5	11	1	84
Married	49	36	3	9	3	384
Divorced/separated	47	37	4	7	6	75
Never married	33	45	1	8	13	62
Protestant	55	33	2	6	3	200
Catholic	51	31	4	10	4	186
Other	27	54	3	10	7	115
Attend 1 or more/week	63	28	1	7	2	148
1-2 times a month	43	38	0	9	10	58
Less often	46	38	5	8	3	160
Never	34	45	3	10	8	144
Northern NH	47	39	2	6	6	69
Western NH	33	34	3	24	6	48
Central/Lakes	43	35	6	9	7	87
Hillsborough County	50	38	2	6	3	152
Seacoast	50	37	2	8	4	167
1st Cong. District	51	36	4	6	4	269
2nd Cong. District	43	38	2	11	5	253

Which Candidate: Reckless

STATEWIDE	<u>Bush</u> 47%	<u>Kerry</u> 30%	<u>Both</u> 1%	<u>Neither</u> 17%	<u>DK</u> 5%	<u>Count</u> 523
Registered Democrat	79	8	0	11	2	120
Undeclared	53	24	2	17	4	187
Registered Republican	14	58	1	23	4	147
Not registered	48	26	0	13	13	60
Democrat	82	5	0	10	3	205
Independent	43	21	3	19	13	73
Republican	19	55	1	22	3	234
Liberal	80	12	0	7	0	107
Moderate	49	24	2	18	7	215
Conservative	21	52	1	22	4	161
Union household	47	21	1	29	2	75
Non-union	47	32	1	15	5	442
5 years or less in NH	44	29	1	22	4	58
6 to 10 years	44	41	0	15	0	41
11 to 20 years	52	27	1	11	9	96
More than 20 years	47	30	1	18	4	317
18 to 34	54	24	0	13	9	107
35 to 49	41	35	2	20	2	174
50 to 64	48	29	0	17	6	149
65 and over	51	29	2	13	4	74
Male	48	32	1	15	3	254
Female	46	28	1	18	6	269
High school or less	42	35	1	13	9	129
Some college	41	41	1	13	4	120
College graduate	49	25	1	20	3	187
Post-graduate	58	19	0	20	3	85
Less than \$30K	56	27	4	11	3	57
\$30K to \$60K	45	36	2	10	8	130
\$60K to \$75K	49	25	0	22	4	58
\$75K to \$100K	47	23	1	25	4	74
More than \$100K	50	23	0	27	0	84
Married	44	32	1	19	4	385
Divorced/separated	46	32	1	17	4	75
Never married	66	17	0	4	12	61
Protestant	38	38	2	17	5	200
Catholic	45	29	1	20	6	188
Other	66	20	1	8	4	115
Attend 1 or more/week	35	35	0	23	6	148
1-2 times a month	46	30	3	18	3	59
Less often	46	31	1	17	5	160
Never	60	24	1	10	5	144
Northern NH	43	33	0	12	12	69
Western NH	60	17	4	13	6	49
Central/Lakes	51	26	0	15	8	87
Hillsborough County	48	34	0	15	2	151
Seacoast	41	31	2	23	3	167
1st Cong. District	43	32	1	20	4	268
2nd Cong. District	52	29	1	13	6	254

**Which Candidate: Inconsistent**

<b>STATEWIDE</b>	<b><u>Bush</u></b> <b>26%</b>	<b><u>Kerry</u></b> <b>58%</b>	<b><u>Both</u></b> <b>6%</b>	<b><u>Neither</u></b> <b>6%</b>	<b><u>DK</u></b> <b>4%</b>	<b><u>Count</u></b> <b>523</b>
Registered Democrat	50	23	9	14	4	120
Undeclared	28	54	8	5	5	187
Registered Republican	5	89	1	2	2	148
Not registered	27	58	4	4	7	60
Democrat	50	27	9	9	5	205
Independent	30	47	13	4	7	73
Republican	5	88	1	5	1	235
Liberal	53	28	7	9	3	107
Moderate	26	55	8	5	6	214
Conservative	9	83	2	5	0	162
Union household	18	56	11	12	3	75
Non-union	28	58	5	5	4	443
5 years or less in NH	19	65	8	5	3	58
6 to 10 years	25	68	2	4	0	42
11 to 20 years	25	60	5	4	5	96
More than 20 years	29	54	6	7	4	317
18 to 34	31	54	5	6	4	107
35 to 49	21	66	6	6	2	174
50 to 64	25	56	6	7	6	149
65 and over	37	44	5	8	5	74
Male	24	63	3	6	3	255
Female	29	53	8	6	5	268
High school or less	26	58	3	7	6	130
Some college	22	67	3	4	4	119
College graduate	27	59	6	4	4	187
Post-graduate	34	41	12	13	0	85
Less than \$30K	31	52	6	7	4	57
\$30K to \$60K	32	56	4	3	5	130
\$60K to \$75K	23	54	14	8	2	58
\$75K to \$100K	21	60	4	9	5	74
More than \$100K	18	63	8	9	3	84
Married	25	60	6	5	4	385
Divorced/separated	25	52	5	14	4	74
Never married	40	48	4	3	6	62
Protestant	23	60	6	7	3	200
Catholic	23	63	5	5	4	187
Other	41	43	6	6	4	115
Attend 1 or more/week	20	66	5	6	3	148
1-2 times a month	27	53	7	5	8	59
Less often	27	58	7	6	2	160
Never	32	49	6	8	5	144
Northern NH	23	62	6	5	4	69
Western NH	28	55	8	9	1	49
Central/Lakes	25	56	9	5	5	87
Hillsborough County	26	55	7	8	4	152
Seacoast	29	60	2	4	5	166
1st Cong. District	26	60	4	5	5	269
2nd Cong. District	27	55	8	7	3	254

Which Candidate: Likeable

STATEWIDE	<u>Bush</u> 52%	<u>Kerry</u> 35%	<u>Both</u> 8%	<u>Neither</u> 3%	<u>DK</u> 2%	<u>Count</u> 525
Registered Democrat	29	57	6	7	1	122
Undeclared	44	39	8	4	4	187
Registered Republican	82	9	8	0	0	148
Not registered	49	39	7	0	5	60
Democrat	23	62	7	5	3	207
Independent	42	40	6	4	8	73
Republican	80	10	8	1	0	235
Liberal	35	49	4	8	3	109
Moderate	46	41	7	3	4	215
Conservative	75	14	10	0	0	162
Union household	49	36	11	2	1	75
Non-union	52	35	7	3	2	445
5 years or less in NH	54	33	9	3	1	58
6 to 10 years	45	42	10	3	0	42
11 to 20 years	51	37	5	4	3	96
More than 20 years	52	34	8	3	3	319
18 to 34	50	40	4	2	3	107
35 to 49	51	34	8	4	3	174
50 to 64	51	36	7	4	1	150
65 and over	52	30	15	2	1	74
Male	57	33	8	1	2	255
Female	47	37	7	5	3	270
High school or less	53	30	8	4	4	132
Some college	57	34	7	1	1	120
College graduate	50	36	8	3	2	187
Post-graduate	46	40	6	7	1	85
Less than \$30K	50	40	6	2	2	57
\$30K to \$60K	47	39	6	4	4	130
\$60K to \$75K	46	42	8	4	0	58
\$75K to \$100K	52	28	9	7	4	75
More than \$100K	60	31	7	1	1	84
Married	54	32	9	3	1	386
Divorced/separated	53	37	5	4	2	75
Never married	39	48	2	4	7	62
Protestant	57	29	9	3	3	200
Catholic	51	34	8	5	2	189
Other	43	49	4	3	2	115
Attend 1 or more/week	61	23	9	4	2	148
1-2 times a month	43	41	8	3	6	59
Less often	48	39	10	2	1	162
Never	49	40	4	4	3	144
Northern NH	54	34	6	3	3	69
Western NH	49	39	6	6	0	49
Central/Lakes	46	31	8	7	8	87
Hillsborough County	53	36	8	2	1	152
Seacoast	55	35	8	2	1	168
1st Cong. District	54	35	7	3	1	271
2nd Cong. District	50	35	8	4	3	254