

# THE GRANITE STATE POLL

## University of New Hampshire

### BENSON PULLING AWAY FROM GOP FIELD FOR NH GOVERNOR

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**FOR RELEASE**  
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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](http://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**

|              | <b>Registered Voters</b> |                 |                  | <b>Likely Nov. Voters</b> |
|--------------|--------------------------|-----------------|------------------|---------------------------|
|              | <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)**

| <b>STATEWIDE</b>      | <u><b>Benson</b></u><br><b>43%</b> | <u><b>Humphrey</b></u><br><b>23%</b> | <u><b>Keough</b></u><br><b>15%</b> | <u><b>Other/Neither</b></u><br><b>6%</b> | <u><b>Don't Know</b></u><br><b>13%</b> | <u><b>(N)</b></u><br><b>229</b> |
|-----------------------|------------------------------------|--------------------------------------|------------------------------------|--|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Hollingworth</u></b><br><b>31%</b> | <b><u>Fernald</u></b><br><b>32%</b> | <b><u>Other/Neither</u></b><br><b>12%</b> | <b><u>Don't Know</u></b><br><b>25%</b> | <b><u>(N)</u></b><br><b>179</b> |
|-----------------------|--|-------------------------------------|---|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Benson</u></b><br><b>47%</b> | <b><u>Hollingworth</u></b><br><b>36%</b> | <b><u>Other</u></b><br><b>2%</b> | <b><u>Don't Know</u></b><br><b>16%</b> | <b><u>(N)</u></b><br><b>520</b> |
|-----------------------|------------------------------------|--|----------------------------------|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Benson</u></b><br><b>48%</b> | <b><u>Fernald</u></b><br><b>35%</b> | <b><u>Other</u></b><br><b>2%</b> | <b><u>Don't Know</u></b><br><b>15%</b> | <b><u>(N)</u></b><br><b>518</b> |
|-----------------------|------------------------------------|-------------------------------------|----------------------------------|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Humphrey</u><br/>38%</b> | <b><u>Hollingworth</u><br/>49%</b> | <b><u>Other</u><br/>3%</b> | <b><u>Don't Know</u><br/>10%</b> | <b><u>(N)</u><br/>519</b> |
|-----------------------|--------------------------------|------------------------------------|----------------------------|----------------------------------|---------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Humphrey</u></b><br><b>39%</b> | <b><u>Fernald</u></b><br><b>44%</b> | <b><u>Other</u></b><br><b>4%</b> | <b><u>Don't Know</u></b><br><b>13%</b> | <b><u>(N)</u></b><br><b>518</b> |
|-----------------------|--------------------------------------|-------------------------------------|----------------------------------|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Keough</u></b><br><b>35%</b> | <b><u>Hollingworth</u></b><br><b>40%</b> | <b><u>Other</u></b><br><b>5%</b> | <b><u>Don't Know</u></b><br><b>20%</b> | <b><u>(N)</u></b><br><b>514</b> |
|-----------------------|------------------------------------|--|----------------------------------|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Keough</u></b><br><b>37%</b> | <b><u>Fernald</u></b><br><b>37%</b> | <b><u>Other</u></b><br><b>4%</b> | <b><u>Don't Know</u></b><br><b>21%</b> | <b><u>(N)</u></b><br><b>514</b> |
|-----------------------|------------------------------------|-------------------------------------|----------------------------------|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Favorable</u></b><br><b>30%</b> | <b><u>Neutral</u></b><br><b>11%</b> | <b><u>Unfavorable</u></b><br><b>26%</b> | <b><u>Don't Know</u></b><br><b>34%</b> | <b><u>(N)</u></b><br><b>536</b> |
|-----------------------|---------------------------------------|-------------------------------------|---|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Favorable</u></b><br><b>21%</b> | <b><u>Neutral</u></b><br><b>9%</b> | <b><u>Unfavorable</u></b><br><b>11%</b> | <b><u>Don't Know</u></b><br><b>59%</b> | <b><u>(N)</u></b><br><b>536</b> |
|-----------------------|---------------------------------------|------------------------------------|---|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Favorable</u></b><br><b>24%</b> | <b><u>Neutral</u></b><br><b>7%</b> | <b><u>Unfavorable</u></b><br><b>8%</b> | <b><u>Don't Know</u></b><br><b>62%</b> | <b><u>(N)</u></b><br><b>534</b> |
|-----------------------|---------------------------------------|------------------------------------|--|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Favorable</u></b><br><b>32%</b> | <b><u>Neutral</u></b><br><b>10%</b> | <b><u>Unfavorable</u></b><br><b>46%</b> | <b><u>Don't Know</u></b><br><b>12%</b> | <b><u>(N)</u></b><br><b>535</b> |
|-----------------------|---------------------------------------|-------------------------------------|---|--|---------------------------------|
| 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)**

| <b>STATEWIDE</b>      | <b><u>Favorable</u></b><br><b>16%</b> | <b><u>Neutral</u></b><br><b>12%</b> | <b><u>Unfavorable</u></b><br><b>10%</b> | <b><u>Don't Know</u></b><br><b>63%</b> | <b><u>(N)</u></b><br><b>536</b> |
|-----------------------|---------------------------------------|-------------------------------------|---|--|---------------------------------|
| 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                             |