



FOR IMMEDIATE RELEASE

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Obama leads by six in New Hampshire

Raleigh, N.C. – President Obama’s lead in the Granite State has been halved in the three months since PPP last polled the state. He once led Mitt Romney by 12 points not long after he had wrapped up the GOP nomination, but he now leads by only six (51-45) among likely November voters.

As the Republican convention approaches, Romney has locked up his base. He ceded 13% of his party to Obama in the previous poll, but now is losing only 8% of them. But Obama has maintained his lead among the state’s plurality block of independent voters. He leads Romney 52-40 with them now, roughly the same as his 50-39 advantage earlier. Independents make up 36% of voters likely to cast a ballot this fall, one of the largest shares they have of any state’s electorate.

This corresponds with the movement in Obama’s approval rating and Romney’s favorability mark. 49% approve and 48% disapprove of the president’s job performance now, versus a healthy 52-45 in May. At the same time, Romney has gotten more popular, almost entirely due to sunnier reviews from his base. 45% view him positively now, and 50% negatively, up from 40-54 in PPP’s last survey. He has jumped from 77% to 86% favorability with the GOP.

Romney’s new running mate Paul Ryan is still a fairly unknown quantity to many of the state’s voters, and those who do say they have an opinion on him already are split about evenly. 27% are either unaware of him at this point or not able to say how they feel about him. The rest break down at 36% favorable and 37% unfavorable. Ryan will be a polarizing figure, and that effect should only increase as he campaigns more for the ticket. 67% of Republicans like him, and 64% of Democrats dislike him, while independents fall at 33-39.

“New Hampshire is like many of the states that Obama won in 2008,” said Dean Debnam, President of Public Policy Polling. “He’s not likely to win by the same kind of margin that he did last time around, but he’s still the clear favorite there.”

PPP surveyed 1,055 likely New Hampshire voters from August 9th to 12th. The margin of error for the survey is +/-3.0%. This poll was not paid for or authorized by any campaign or political organization. PPP surveys are conducted through automated telephone interviews.





New Hampshire Survey Results

Q1 Do you approve or disapprove of President Barack Obama's job performance?

Approve 49%
Disapprove..... 48%
Not sure 3%

Q2 Do you have a favorable or unfavorable opinion of Mitt Romney?

Favorable..... 45%
Unfavorable 50%
Not sure 5%

Q3 If the candidates for President this year were Democrat Barack Obama and Republican Mitt Romney, who would you vote for?

Barack Obama..... 51%
Mitt Romney..... 45%
Undecided..... 5%

Q4 Do you have a favorable or unfavorable opinion of Paul Ryan?

Favorable..... 36%
Unfavorable 37%
Not sure 27%

Q5 Do you approve or disapprove of Senator Jeanne Shaheen's job performance?

Approve 50% *Not sure* 10%
Disapprove..... 40%

Q6 Generally speaking, if there was an election today, would you vote for Democrat Jeanne Shaheen or her Republican opponent?

Jeanne Shaheen.... 51% *Not sure* 7%
Republican opponent..... 42%

Q7 Would you describe yourself as very liberal, somewhat liberal, moderate, somewhat conservative, or very conservative?

Very liberal..... 11%
Somewhat liberal 19%
Moderate..... 33%
Somewhat conservative..... 22%
Very conservative 15%

Q8 If you are a woman, press 1. If a man, press 2.

Woman 54%
Man..... 46%

Q9 If you are a Democrat, press 1. If a Republican, press 2. If you are an independent or identify with another party, press 3.

Democrat 32%
Republican..... 32%
Independent/Other..... 36%

Q10 If you are white, press 1. If other, press 2.

White 91%
Other..... 9%

Q11 If you are 18 to 29 years old, press 1. If 30 to 45, press 2. If 46 to 65, press 3. If you are older than 65, press 4.

18 to 29..... 7%
30 to 45..... 22%
46 to 65..... 46%
Older than 65..... 25%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama Approval						
Approve	49%	87%	85%	60%	12%	6%
Disapprove	48%	9%	13%	35%	87%	93%
Not sure	3%	3%	3%	5%	1%	1%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Romney Favorability						
Favorable	45%	7%	12%	33%	80%	88%
Unfavorable	50%	89%	86%	61%	16%	6%
Not sure	5%	4%	2%	6%	4%	6%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Obama/Romney						
Barack Obama	51%	92%	87%	62%	13%	5%
Mitt Romney	45%	7%	10%	32%	80%	91%
Undecided	5%	1%	3%	6%	7%	4%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Ryan Favorability						
Favorable	36%	7%	11%	24%	66%	70%
Unfavorable	37%	72%	59%	47%	10%	3%
Not sure	27%	21%	31%	29%	24%	27%





Crosstabs

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Shaheen Approval						
Approve	50%	84%	79%	64%	19%	8%
Disapprove	40%	6%	13%	25%	72%	83%
Not sure	10%	10%	8%	12%	9%	9%

	Base	Ideology				
		Very liberal	Somewhat liberal	Moderate	Somewhat conservative	Very conservative
Shaheen or GOP Opponent						
Jeanne Shaheen	51%	93%	87%	64%	14%	5%
Republican opponent	42%	6%	8%	25%	81%	90%
Not sure	7%	1%	6%	12%	5%	4%

	Base	Gender	
		Woman	Man
Obama Approval			
Approve	49%	54%	42%
Disapprove	48%	43%	55%
Not sure	3%	3%	3%

	Base	Gender	
		Woman	Man
Romney Favorability			
Favorable	45%	41%	49%
Unfavorable	50%	55%	45%
Not sure	5%	4%	5%





Crosstabs

	Base	Gender	
		Woman	Man
Obama/Romney			
Barack Obama	51%	55%	45%
Mitt Romney	45%	40%	50%
Undecided	5%	5%	5%

	Base	Gender	
		Woman	Man
Ryan Favorability			
Favorable	36%	31%	42%
Unfavorable	37%	36%	38%
Not sure	27%	33%	20%

	Base	Gender	
		Woman	Man
Shaheen Approval			
Approve	50%	57%	43%
Disapprove	40%	33%	47%
Not sure	10%	10%	10%

	Base	Gender	
		Woman	Man
Shaheen or GOP Opponent			
Jeanne Shaheen	51%	56%	46%
Republican opponent	42%	36%	49%
Not sure	7%	8%	5%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Obama Approval				
Approve	49%	89%	8%	48%
Disapprove	48%	9%	91%	47%
Not sure	3%	2%	1%	5%

	Base	Party		
		Democrat	Republican	Independent/Other
Romney Favorability				
Favorable	45%	12%	86%	39%
Unfavorable	50%	86%	10%	54%
Not sure	5%	3%	4%	7%

	Base	Party		
		Democrat	Republican	Independent/Other
Obama/Romney				
Barack Obama	51%	90%	8%	52%
Mitt Romney	45%	7%	88%	40%
Undecided	5%	2%	3%	8%

	Base	Party		
		Democrat	Republican	Independent/Other
Ryan Favorability				
Favorable	36%	10%	67%	33%
Unfavorable	37%	64%	7%	39%
Not sure	27%	25%	26%	29%





Crosstabs

	Base	Party		
		Democrat	Republican	Independent/Other
Shaheen Approval				
Approve	50%	87%	13%	51%
Disapprove	40%	7%	76%	37%
Not sure	10%	6%	11%	12%

	Base	Party		
		Democrat	Republican	Independent/Other
Shaheen or GOP Opponent				
Jeanne Shaheen	51%	92%	10%	51%
Republican opponent	42%	4%	86%	37%
Not sure	7%	4%	4%	12%

	Base	Race	
		White	Other
Obama Approval			
Approve	49%	49%	52%
Disapprove	48%	49%	43%
Not sure	3%	3%	5%

	Base	Race	
		White	Other
Romney Favorability			
Favorable	45%	45%	41%
Unfavorable	50%	50%	49%
Not sure	5%	4%	10%





Crosstabs

	Base	Race	
		White	Other
Obama/Romney			
Barack Obama	51%	51%	49%
Mitt Romney	45%	45%	42%
Undecided	5%	4%	9%

	Base	Race	
		White	Other
Ryan Favorability			
Favorable	36%	36%	39%
Unfavorable	37%	37%	39%
Not sure	27%	27%	22%

	Base	Race	
		White	Other
Shaheen Approval			
Approve	50%	51%	43%
Disapprove	40%	40%	41%
Not sure	10%	9%	16%

	Base	Race	
		White	Other
Shaheen or GOP Opponent			
Jeanne Shaheen	51%	52%	44%
Republican opponent	42%	42%	43%
Not sure	7%	6%	13%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama Approval					
Approve	49%	71%	45%	48%	47%
Disapprove	48%	29%	51%	49%	50%
Not sure	3%	-	4%	3%	2%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Romney Favorability					
Favorable	45%	38%	44%	46%	46%
Unfavorable	50%	54%	53%	49%	49%
Not sure	5%	8%	3%	5%	5%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Obama/Romney					
Barack Obama	51%	71%	48%	49%	49%
Mitt Romney	45%	25%	45%	47%	47%
Undecided	5%	4%	7%	4%	4%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Ryan Favorability					
Favorable	36%	38%	29%	37%	40%
Unfavorable	37%	42%	38%	35%	38%
Not sure	27%	21%	33%	28%	22%





Crosstabs

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Shaheen Approval					
Approve	50%	67%	45%	50%	51%
Disapprove	40%	21%	42%	41%	39%
Not sure	10%	13%	13%	8%	10%

	Base	Age			
		18 to 29	30 to 45	46 to 65	Older than 65
Shaheen or GOP Opponent					
Jeanne Shaheen	51%	75%	48%	50%	51%
Republican opponent	42%	21%	45%	43%	43%
Not sure	7%	4%	7%	7%	7%

