

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE

IRAQ, JOBS, AND TERRORISM MOST IMPORTANT ISSUES IN NH

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DURHAM, NH – The war in Iraq, jobs and the economy, and the war on terrorism are the three most important issues to New Hampshire voters in this year’s presidential election.

These findings are based on the latest **WMUR Granite State Poll**,[?] conducted by the University of New Hampshire Survey Center. The Granite State Poll is sponsored by WMUR-TV, Manchester and the University of New Hampshire. Five hundred seventy-nine (579) randomly selected adults were interviewed by telephone between September 27 and October 3, 2004. The margin of sampling error for the survey is +/-4.1 percent. Included in this sample were 538 likely November 2004 voters. The margin of error for the likely voter sub-sample is +/- 4.3 percent. (For more detailed results, visit the Survey Center web site at www.unh.edu/survey-center/issues100704.pdf)

Most Important Issue in Presidential Vote

New Hampshire has been seen as a battleground state in the 2004 presidential election ever since George W. Bush narrowly defeated Al Gore by 7,000 votes in 2000. While Massachusetts Senator John Kerry has led the race in New Hampshire most of this year, Bush has recently taken a 50 percent to 45 percent lead in the most recent WMUR Granite State Poll. When voters are asked what issue is most important to them in their vote for president, 25 percent said that the war in Iraq is most important, 23 said jobs and the economy, and 21 percent responded that it is the U.S. campaign against terrorism. Other issues mentioned by voters are health care (7%), Medicare and prescription drugs (5%), education (3%), some other issue (13%), while 3 percent are unsure.

The top three issues in the current poll were also the top issues cited in a July WMUR Granite State Poll, although the order was slightly different. In July, 25 percent felt that jobs and the economy was the most important issue, 21 percent thought the war in Iraq was most important and 21 percent thought the U.S. war on terror was the most important issue.

U.S. Jobs Going Abroad

The issues identified by voters as most important are quite broad. In order to understand how voters viewed the strengths of the candidates, they were asked which candidate they thought would do a better job handling several more specific issues. The broad issue of jobs and the economy is typically the most important issue to presidential voters, but the more specific issue of US jobs going overseas has come up in this year’s campaign. In the most recent Granite State Poll, almost half (48%) of likely New Hampshire voters think that Senator Kerry would do a better job in dealing with American jobs going abroad, 37 percent thinking that President Bush would do a better job, and 14 percent unsure of who would do a better job.

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

On this issue, as with most others, voters tend to support their party's candidate -- 83 percent of Democrats feel Kerry would do a better job handling US jobs going overseas, while 66 percent of self-declared Republicans feel President Bush would do a better job. More than half of independents, 57 percent, think Kerry would do a better job while only 27 percent think Bush would do a better job keeping jobs in the US.

War on Terror

The war on terror has dominated the presidential campaign and has been stressed particularly by President Bush. Fifty-four percent of likely New Hampshire voters feel President Bush would do a better job handling the war on terror, 38 percent think Senator Kerry would do a better job, and 8 percent are not sure.

Taxes and the Budget Deficit

President Bush has credited his tax cuts for the revival of the US economy while Senator Kerry has said these cuts have resulted in a large federal budget deficit. And the issue of taxes also resonates strongly among New Hampshire voters, who have a history of opposing candidates who are seen as likely to raise their taxes. On this issue of taxes, more than half of likely New Hampshire voters (53%) believe Bush would do a better job with the amount Americans pay in taxes, 36% think that Kerry would do a better job, and 12 percent are unsure.

Turning to the federal budget deficit, New Hampshire voters give a slight edge to Senator Kerry over President Bush -- 46 percent feel that Kerry would do a better job handling the federal budget deficit, 42 percent feel that Bush would do a better job, and 12 percent are unsure.

Health Care and Prescription Drugs

While health care is not seen as one of the top issues in the campaign, both candidates have devoted significant time discussing their plans to deal with rising health care costs. Senator Kerry is viewed more as being able to do a better job handling the rising cost of health care by 51 percent of likely voters, 35 percent feel President Bush would do a better job and 13 percent are unsure.

President Bush and Congress have recently passed legislation designed to provide a Medicare prescription drug benefit to seniors, but despite this legislation, Senator Kerry is seen as the candidate who could do a better job handling this issue. When asked which candidate would do a better job dealing with the amount senior citizens pay for prescription drugs, 52 percent named Kerry, only 32 percent named Bush, and 16 percent were unsure. Only 59 percent of Republicans sided with Bush on this issue, while 83 percent of Democrats sided with Kerry on this issue.

Granite State Poll Methodology

These findings are based on the most recent Granite State Poll conducted by the University of New Hampshire Survey Center from September 27 to October 3, 2004. A random sample of 579 New Hampshire adults was interviewed by telephone. In 95 of 100 cases, the statewide estimates will be accurate to plus or minus 4.1 percent. Included in this sample were 538 likely November 2004 voters. The margin of error for the likely voter sub-sample is +/- 4.3 percent. Results reported for other subgroups have potential for somewhat larger variation than those for the entire population.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, and region of the state. In addition to potential sampling error, all surveys have other potential sources of non-sampling error including question order effects, question wording effects, and non-response.

**Most Important Issue in Presidential Vote
(Likely Voters)**

"Of the following list, which one of these will be the single most important issue in your vote for president this year: the U.S. campaign against terrorism, the war in Iraq, the economy and jobs, education health care, Medicare and prescription drugs, Social Security or something else?"

	<u>July 2004</u>	<u>October 2004</u>
War in Iraq	21%	25%
Jobs / Economy	25	23
US Campaign Against Terrorism	21	21
Health Care	10	7
Medicare / Prescription Drugs	4	5
Education	6	3
Other	12	13
DK	2	3
(N=)	(461)	(532)

Which Candidate Will Do a Better Job Dealing With ...

"From the following issues please tell me which presidential candidate you feel will do a better job dealing with it ... the number of Americans losing their job because of foreign competition ... the amount of money Americans pay in taxes ... the amount of money senior citizens pay for prescription drugs ... the federal budget deficit ... cost of healthcare ... and the war on terror?"

All Likely Voters

	<u>Bush</u>	<u>Kerry</u>	<u>Don't Know/ Not Sure</u>	<u>(N=)</u>
War on Terror	54%	38%	8%	(522)
Amount Americans Pay in Taxes	53	36	12	(519)
Federal Budget Deficit	42	46	12	(519)
American Jobs Going Abroad	37	48	14	(516)
Cost of Health Care	35	51	13	(515)
Amount Seniors Pay for Rx Drugs	32	52	16	(516)

Bush Voters

	<u>Bush</u>	<u>Kerry</u>	<u>Don't Know/ Not Sure</u>	<u>(N=)</u>
War on Terror	97%	2%	1%	(254)
Amount Americans Pay in Taxes	90	4	6	(253)
Federal Budget Deficit	78	11	11	(249)
American Jobs Going Abroad	71	10	19	(248)
Cost of Health Care	69	15	15	(246)
Amount Seniors Pay for Rx Drugs	64	19	17	(246)

Kerry Voters

	<u>Bush</u>	<u>Kerry</u>	<u>Don't Know/ Not Sure</u>	<u>(N=)</u>
War on Terror	9%	82%	9%	(230)
Amount Americans Pay in Taxes	15	75	11	(228)
Federal Budget Deficit	5	87	8	(230)
American Jobs Going Abroad	4	90	6	(230)
Cost of Health Care	2	91	7	(231)
Amount Seniors Pay for Rx Drugs	2	88	10	(231)

Which Candidate Will Do Better Job: Dealing with American Jobs Going Overseas

STATEWIDE	George W Bush 37%	John Kerry 48%	Don't Know/ Not Sure 14%	(N) 516
Registered Democrat	9	81	9	118
Undeclared	30	57	13	185
Registered Republican	71	12	17	146
Not registered	32	46	21	60
Democrat	9	83	9	205
Independent	27	57	15	71
Republican	66	15	19	232
Liberal	12	76	12	107
Moderate	30	57	14	210
Conservative	66	18	16	162
Union household	34	54	12	73
Non-union	38	47	15	438
5 years or less in NH	41	46	13	57
6 to 10 years	47	46	6	41
11 to 20 years	42	46	12	94
More than 20 years	33	50	17	314
18 to 34	29	53	18	107
35 to 49	45	40	15	174
50 to 64	33	52	15	145
65 and over	31	58	11	73
Male	42	42	16	249
Female	33	54	13	267
High school or less	32	45	23	130
Some college	51	39	10	116
College graduate	39	48	12	185
Post-graduate	22	66	12	84
Less than \$30K	27	59	15	57
\$30K to \$60K	38	49	13	128
\$60K to \$75K	33	56	10	58
\$75K to \$100K	39	44	17	71
More than \$100K	42	49	9	83
Married	39	46	14	379
Divorced/separated	33	52	15	74
Never married	27	57	16	62
Protestant	42	43	15	197
Catholic	40	48	12	185
Other	22	61	17	114
Attend 1 or more/week	46	43	11	148
1-2 times a month	35	55	11	59
Less often	38	48	15	154
Never	28	53	19	144
Northern NH	35	48	18	69
Western NH	26	60	15	47
Central/Lakes	34	50	16	84
Hillsborough County	39	47	14	149
Seacoast	41	46	12	167
1st Cong. District	43	46	11	266
2nd Cong. District	31	51	18	250
1st E.C. District	38	49	13	100
2nd E.C. District	31	52	17	119
3rd E.C. District	35	52	14	107
4th E.C. District	52	38	10	88
5th E.C. District	33	49	18	96

Which Candidate Will Do Better Job: Amount Americans Pay in Taxes

STATEWIDE	George W Bush 53%	John Kerry 36%	Don't Know/ Not Sure 12%	(N) 519
Registered Democrat	23	65	12	119
Undeclared	44	43	13	186
Registered Republican	88	6	5	146
Not registered	51	35	14	60
Democrat	21	66	12	204
Independent	38	43	19	72
Republican	85	8	7	235
Liberal	26	61	13	106
Moderate	49	39	11	215
Conservative	77	15	8	160
Union household	43	48	10	73
Non-union	54	35	11	440
5 years or less in NH	58	29	13	57
6 to 10 years	67	30	2	42
11 to 20 years	53	37	10	96
More than 20 years	49	38	12	314
18 to 34	46	39	15	106
35 to 49	64	28	7	173
50 to 64	49	40	11	147
65 and over	37	48	15	74
Male	58	31	11	253
Female	47	42	11	266
High school or less	52	28	20	130
Some college	64	33	3	117
College graduate	53	37	10	186
Post-graduate	38	53	9	84
Less than \$30K	37	50	14	57
\$30K to \$60K	57	32	11	128
\$60K to \$75K	50	46	4	58
\$75K to \$100K	61	27	12	72
More than \$100K	58	37	6	83
Married	56	34	10	380
Divorced/separated	43	42	15	75
Never married	44	45	12	62
Protestant	57	32	11	200
Catholic	56	35	10	186
Other	39	49	12	113
Attend 1 or more/week	61	29	10	148
1-2 times a month	54	33	13	59
Less often	52	39	9	156
Never	43	43	14	144
Northern NH	54	34	11	69
Western NH	40	49	11	49
Central/Lakes	50	36	14	85
Hillsborough County	55	35	10	149
Seacoast	55	34	10	167
1st Cong. District	58	32	10	268
2nd Cong. District	47	41	12	251
1st E.C. District	56	34	9	100
2nd E.C. District	48	39	13	120
3rd E.C. District	49	41	10	107
4th E.C. District	64	27	9	86
5th E.C. District	48	38	13	100

Which Candidate Will Do Better Job: Amount Seniors Pay for Prescription Drugs

STATEWIDE	George W Bush 32%	John Kerry 52%	Don't Know/ Not Sure 16%	(N) 516
Registered Democrat	11	81	8	119
Undeclared	22	58	19	186
Registered Republican	63	22	15	142
Not registered	30	49	21	60
Democrat	6	83	11	205
Independent	20	61	19	72
Republican	59	23	17	229
Liberal	12	77	11	107
Moderate	24	61	15	211
Conservative	58	23	19	159
Union household	27	56	17	73
Non-union	33	52	15	437
5 years or less in NH	38	47	14	58
6 to 10 years	29	58	13	41
11 to 20 years	26	58	16	95
More than 20 years	33	51	16	312
18 to 34	26	55	19	105
35 to 49	35	50	16	174
50 to 64	30	55	15	145
65 and over	32	54	14	72
Male	35	51	14	249
Female	29	53	17	267
High school or less	34	47	20	127
Some college	40	49	10	118
College graduate	30	51	19	185
Post-graduate	23	67	10	83
Less than \$30K	29	55	16	57
\$30K to \$60K	30	53	17	127
\$60K to \$75K	29	62	9	58
\$75K to \$100K	27	53	20	70
More than \$100K	29	57	13	84
Married	34	50	15	378
Divorced/separated	31	52	18	74
Never married	18	67	15	62
Protestant	36	46	19	199
Catholic	38	51	11	184
Other	15	69	16	113
Attend 1 or more/week	45	38	17	148
1-2 times a month	26	53	21	58
Less often	29	59	11	156
Never	23	61	16	141
Northern NH	29	47	24	69
Western NH	14	69	17	48
Central/Lakes	26	54	20	85
Hillsborough County	35	54	11	149
Seacoast	39	47	13	164
1st Cong. District	36	51	13	263
2nd Cong. District	28	54	18	252
1st E.C. District	33	49	19	101
2nd E.C. District	31	52	18	119
3rd E.C. District	31	53	17	107
4th E.C. District	36	57	7	84
5th E.C. District	32	51	17	99

Which Candidate Will Do Better Job: Federal Budget Deficit

STATEWIDE	George W Bush 42%	John Kerry 46%	Don't Know/ Not Sure 12%	(N) 519
Registered Democrat	15	79	6	118
Undeclared	36	53	10	187
Registered Republican	74	14	12	145
Not registered	34	40	26	60
Democrat	11	82	7	205
Independent	30	46	24	72
Republican	73	16	11	232
Liberal	15	74	11	107
Moderate	38	51	11	215
Conservative	68	20	12	159
Union household	38	56	6	73
Non-union	43	45	13	439
5 years or less in NH	43	48	9	57
6 to 10 years	49	43	8	42
11 to 20 years	42	46	11	96
More than 20 years	41	47	13	313
18 to 34	29	52	20	106
35 to 49	52	41	7	174
50 to 64	42	46	12	145
65 and over	35	54	11	74
Male	44	45	10	250
Female	40	47	13	269
High school or less	39	42	19	127
Some college	57	39	3	119
College graduate	38	49	13	187
Post-graduate	36	56	8	84
Less than \$30K	36	51	12	57
\$30K to \$60K	42	45	14	129
\$60K to \$75K	36	57	7	58
\$75K to \$100K	40	47	13	71
More than \$100K	44	46	10	84
Married	44	45	12	381
Divorced/separated	45	43	12	74
Never married	28	59	12	62
Protestant	49	39	12	198
Catholic	46	45	9	188
Other	26	61	13	113
Attend 1 or more/week	53	34	13	148
1-2 times a month	47	44	10	59
Less often	41	53	6	156
Never	30	54	16	143
Northern NH	42	43	15	68
Western NH	28	52	20	48
Central/Lakes	40	54	6	86
Hillsborough County	40	49	11	150
Seacoast	49	40	12	167
1st Cong. District	47	43	10	267
2nd Cong. District	37	50	13	252
1st E.C. District	43	45	12	100
2nd E.C. District	36	51	13	120
3rd E.C. District	44	44	12	107
4th E.C. District	53	43	4	86
5th E.C. District	36	47	17	100

Which Candidate Will Do Better Job: Cost of Health Care

STATEWIDE	George W Bush 35%	John Kerry 51%	Don't Know/ Not Sure 13%	(N) 515
Registered Democrat	10	79	11	119
Undeclared	26	58	16	185
Registered Republican	67	22	11	144
Not registered	33	52	16	60
Democrat	6	83	11	205
Independent	23	60	16	73
Republican	65	21	14	228
Liberal	14	74	12	107
Moderate	25	62	12	212
Conservative	64	23	13	158
Union household	33	54	12	73
Non-union	35	51	14	436
5 years or less in NH	47	40	13	58
6 to 10 years	35	54	11	41
11 to 20 years	33	52	15	93
More than 20 years	33	54	13	314
18 to 34	32	54	15	107
35 to 49	42	46	12	173
50 to 64	28	57	14	145
65 and over	32	55	13	72
Male	38	51	11	249
Female	32	52	16	266
High school or less	40	43	17	129
Some college	45	44	11	118
College graduate	30	56	14	185
Post-graduate	25	64	11	82
Less than \$30K	28	55	17	57
\$30K to \$60K	37	52	11	129
\$60K to \$75K	29	59	11	58
\$75K to \$100K	36	53	11	71
More than \$100K	33	54	13	84
Married	37	50	12	377
Divorced/separated	35	46	19	75
Never married	21	65	14	62
Protestant	40	45	15	196
Catholic	39	50	11	185
Other	20	65	14	114
Attend 1 or more/week	48	40	12	147
1-2 times a month	23	62	16	58
Less often	36	51	13	154
Never	25	61	14	144
Northern NH	30	53	17	67
Western NH	23	66	12	49
Central/Lakes	30	56	14	85
Hillsborough County	42	45	13	149
Seacoast	37	50	13	165
1st Cong. District	38	51	11	265
2nd Cong. District	32	52	16	251
1st E.C. District	33	53	14	98
2nd E.C. District	31	57	13	120
3rd E.C. District	32	52	17	105
4th E.C. District	49	47	5	88
5th E.C. District	34	47	19	98

Which Candidate Will Do Better Job: War on Terror

STATEWIDE	George W Bush 54%	John Kerry 38%	Don't Know/ Not Sure 8%	(N) 522
Registered Democrat	19	74	7	119
Undeclared	44	45	11	187
Registered Republican	92	5	4	148
Not registered	60	31	9	60
Democrat	17	74	9	205
Independent	34	40	26	73
Republican	92	6	1	235
Liberal	21	72	7	107
Moderate	50	40	10	215
Conservative	85	12	3	162
Union household	54	38	8	73
Non-union	54	38	8	443
5 years or less in NH	62	28	10	58
6 to 10 years	60	37	3	42
11 to 20 years	53	40	7	96
More than 20 years	52	40	9	316
18 to 34	51	40	9	107
35 to 49	64	29	7	174
50 to 64	51	43	6	147
65 and over	38	50	12	74
Male	62	33	5	254
Female	46	43	11	269
High school or less	55	32	13	130
Some college	65	29	5	120
College graduate	54	38	8	187
Post-graduate	38	59	3	84
Less than \$30K	42	42	16	57
\$30K to \$60K	50	38	12	129
\$60K to \$75K	58	37	5	58
\$75K to \$100K	65	29	7	74
More than \$100K	54	41	4	84
Married	57	37	6	384
Divorced/separated	49	38	13	75
Never married	40	46	14	62
Protestant	59	34	7	200
Catholic	58	33	9	188
Other	36	56	8	114
Attend 1 or more/week	63	29	8	148
1-2 times a month	56	38	5	59
Less often	54	38	8	159
Never	43	47	9	144
Northern NH	48	43	9	69
Western NH	53	36	10	49
Central/Lakes	52	40	8	86
Hillsborough County	55	38	7	152
Seacoast	57	36	7	167
1st Cong. District	59	35	6	268
2nd Cong. District	49	41	10	254
1st E.C. District	52	40	8	101
2nd E.C. District	49	41	10	120
3rd E.C. District	51	41	8	107
4th E.C. District	70	28	2	88
5th E.C. District	51	39	11	101

Most Important Issue in Vote for President

STATEWIDE	<u>Terror</u> 21%	<u>Iraq</u> 25%	<u>Econ.</u> 23%	<u>Educ.</u> 3%	<u>Health</u> 7%	<u>Medicare</u> 5%	<u>Other</u> 13%	<u>DK</u> 3%	<u>(N=)</u> 532
Registered Democrat	20	37	11	4	9	6	9	5	122
Undeclared	26	27	21	4	10	4	8	0	190
Registered Republican	14	17	36	2	1	6	19	5	153
Not registered	28	18	17	5	8	2	18	4	60
Democrat	24	35	11	6	8	5	9	3	208
Independent	29	20	10	6	17	6	10	2	74
Republican	16	19	36	0	4	4	16	4	240
Liberal	23	40	6	5	10	3	10	4	108
Moderate	21	25	22	4	9	4	13	2	220
Conservative	19	18	36	1	2	6	14	4	163
Union household	29	19	23	8	2	7	9	1	76
Non-union	20	27	22	3	8	4	14	3	450
5 years or less in NH	39	15	24	2	7	5	9	0	62
6 to 10 years	16	19	28	7	10	1	19	0	43
11 to 20 years	20	32	24	3	4	1	10	7	97
More than 20 years	19	26	21	3	8	6	14	3	321
18 to 34	30	25	16	6	5	1	13	4	109
35 to 49	23	24	25	2	11	1	10	4	176
50 to 64	19	27	26	4	6	3	14	0	149
65 and over	10	26	18	2	5	20	16	3	78
Male	24	25	26	2	6	4	13	1	256
Female	19	26	19	5	8	5	13	5	276
High school or less	21	24	18	1	6	12	18	0	132
Some college	20	29	26	0	7	1	14	3	123
College graduate	22	21	27	5	7	3	10	4	187
Post-graduate	20	31	15	8	8	2	10	5	88
Less than \$30K	11	26	12	1	13	11	25	2	58
\$30K to \$60K	28	22	21	1	9	5	14	0	131
\$60K to \$75K	18	33	13	9	5	3	13	6	58
\$75K to \$100K	24	26	21	7	3	5	9	4	74
More than \$100K	25	23	32	3	8	1	6	3	87
Married	19	26	26	4	6	4	13	3	388
Divorced/separated	24	26	12	1	11	10	15	1	79
Never married	33	22	14	3	10	1	12	6	64
Protestant	20	26	24	4	7	4	14	2	204
Catholic	20	21	25	4	8	7	11	3	192
Other	27	30	13	2	6	3	14	5	116
Attend 1 or more/week	14	24	20	5	6	7	18	7	152
1-2 times a month	20	21	30	8	9	5	4	2	60
Less often	25	23	28	3	7	3	11	1	161
Never	25	32	16	1	7	5	12	2	147
Northern NH	11	35	20	4	11	2	15	2	71
Western NH	26	24	22	3	4	6	14	0	49
Central/Lakes	24	23	19	3	7	2	15	7	88
Hillsborough County	23	29	23	2	5	4	10	3	156
Seacoast	21	19	25	5	8	7	13	2	168
1st Cong. District	20	23	25	4	8	5	12	4	276
2nd Cong. District	23	28	20	3	6	4	14	3	256
1st E.C. District	13	31	20	4	9	3	16	4	105
2nd E.C. District	27	21	20	3	10	4	13	3	122
3rd E.C. District	20	22	20	6	9	6	14	2	107
4th E.C. District	16	25	33	2	7	6	7	4	92
5th E.C. District	29	28	22	1	1	3	12	3	101