

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 4, 2010

HEALTHCARE AND ECONOMY DRAG DOWN OBAMA APPROVAL RATING IN NH

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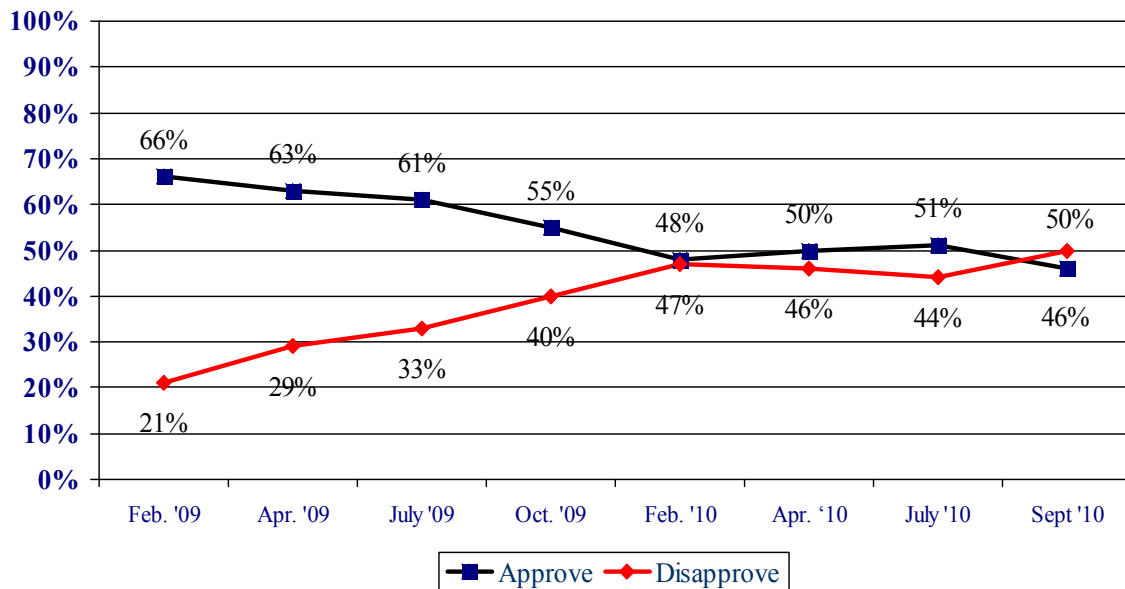
DURHAM, NH – For the first time since taking office, more New Hampshire adults disapprove of President Barack Obama’s job performance than approve. Obama also receives a negative net favorability rating for the first time among Granite Staters.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred fifteen (515) randomly selected New Hampshire adults were interviewed by telephone between September 23 and September 29, 2010. The margin of sampling error for the survey is +/- 4.3 percent.

Presidential Approval

More New Hampshire residents disapprove of President Barack Obama’s job performance than approve for the first time since he took office nearly two years ago. In the most recent Granite State Poll, 46% of New Hampshire adults say they approve of the job Obama is doing as president, 50% disapprove, and 4% are neutral. These figures are similar to his national ratings, a recent Gallup poll showed 46% of U.S. residents approved of the job Obama is doing as President.

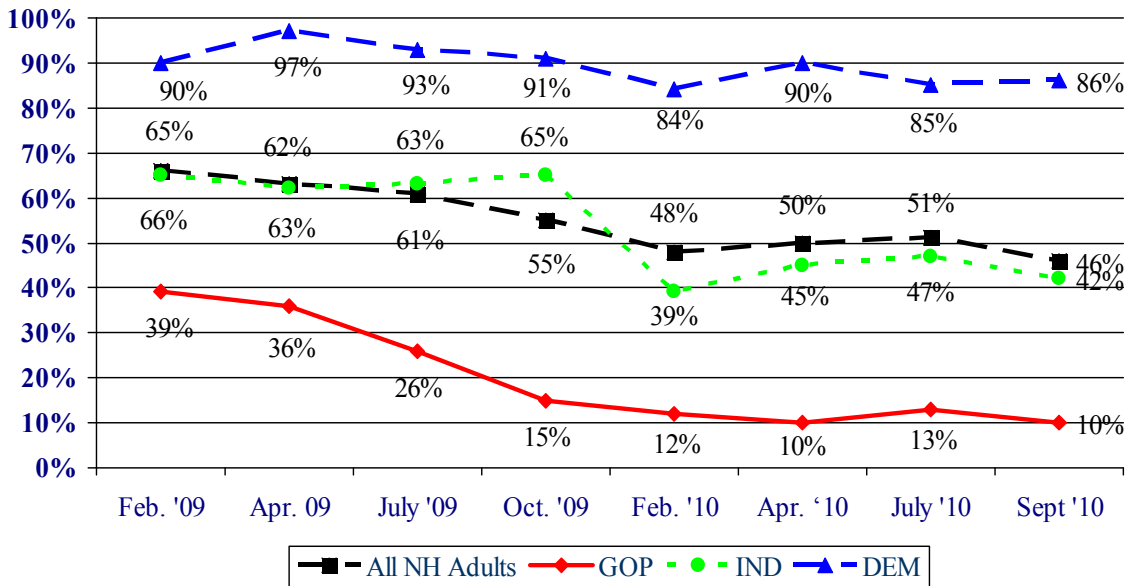
Presidential Approval – Barack Obama



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

The primary drag on Obama's job approval comes from political independents. Approval among independents currently stands at 42%, down from 47% in July and down more than 20 percentage points from a year ago. Approval among Democrats is unchanged at 86%, while support among Republicans is down slightly, from 13% in July to 10% today.

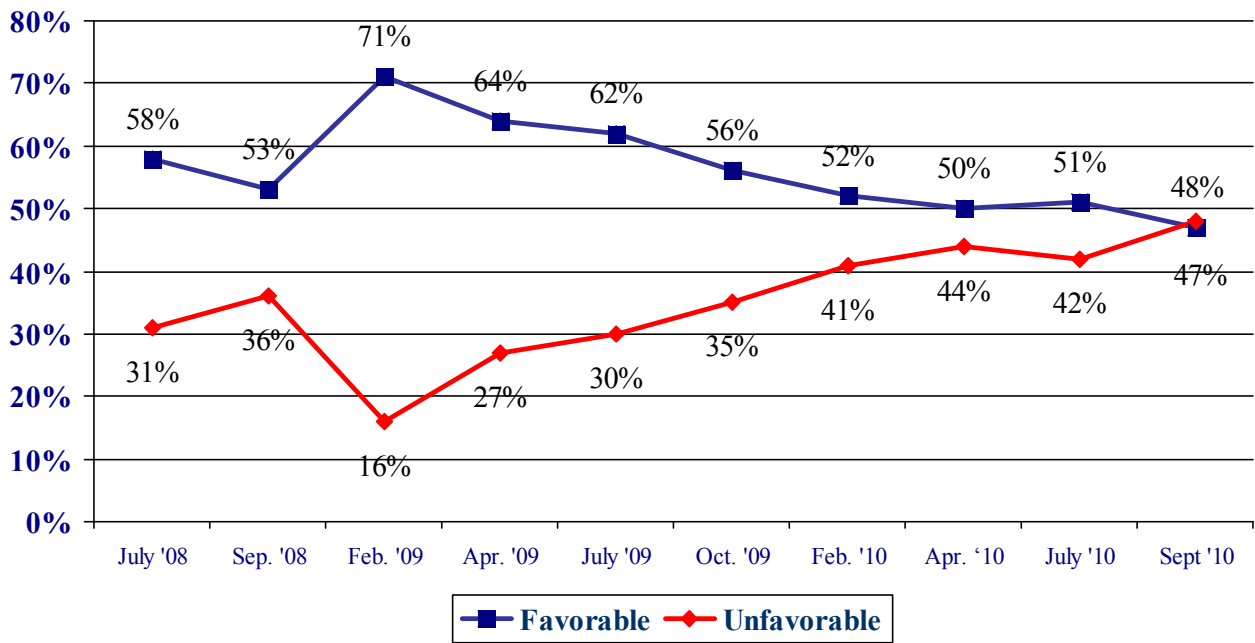
Presidential Approval in NH by Party Identification



Obama is also viewed unfavorably for the first time among New Hampshire adults. Obama is currently viewed favorably by 47% of New Hampshire adults, 48% have an unfavorable opinion of him, and 5% are neutral or don't know enough about him to say. Obama's net favorability rating, the percentage having a favorable opinion minus the percentage having an unfavorable opinion, is -1%, down from +9% in July.

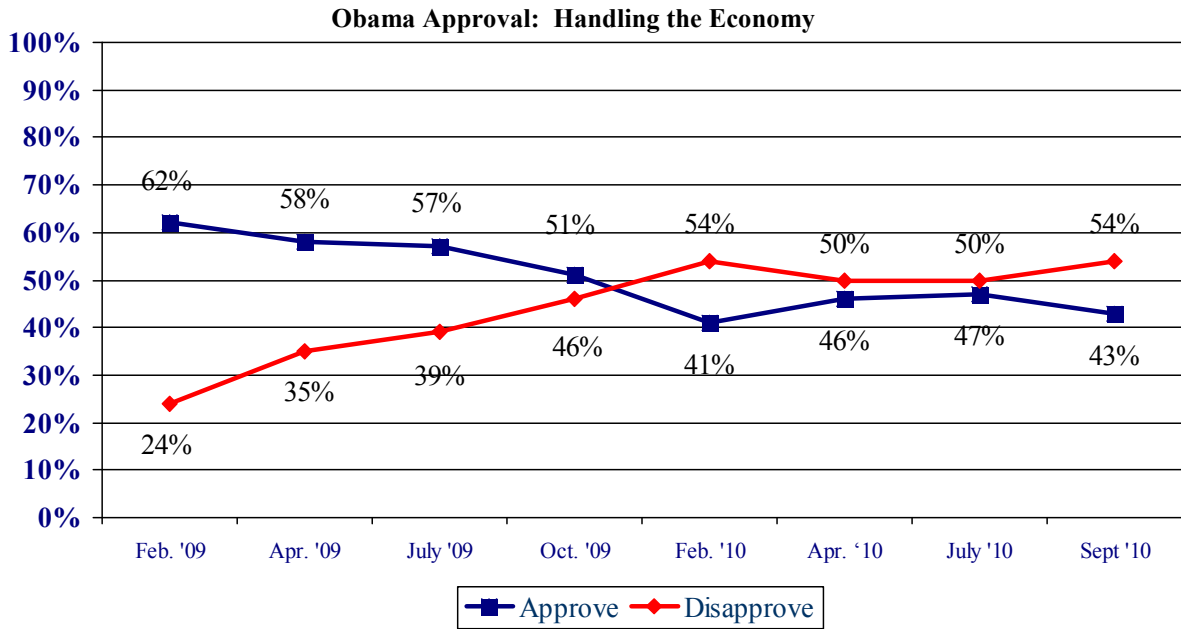
Democrats continue to like Obama with 88% saying they have a favorable opinion of him, but only 42% of political independents and 9% of Republicans have a favorable opinion of the President.

Favorability Ratings – Barack Obama



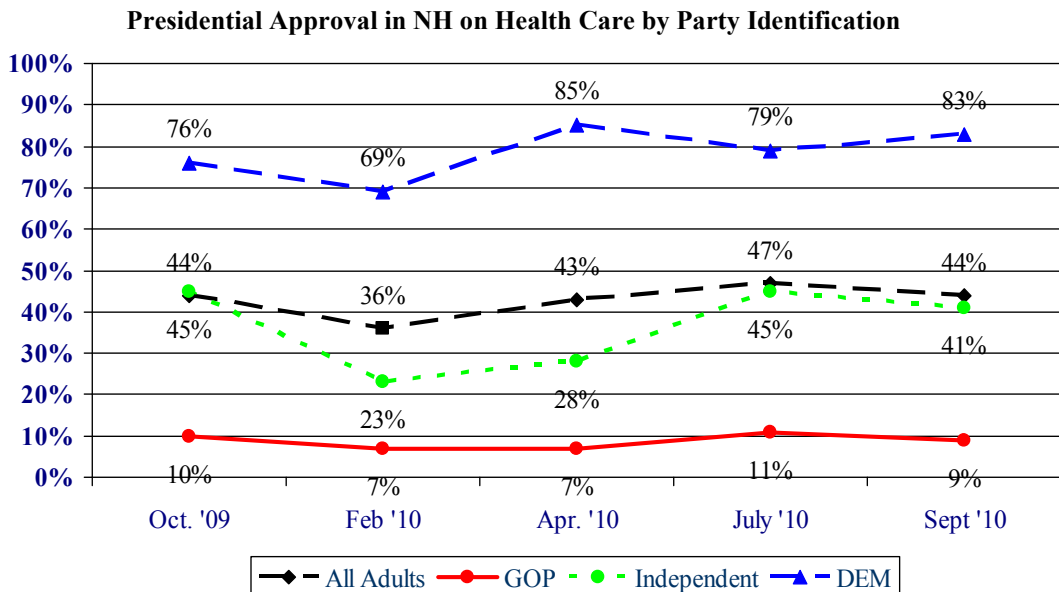
Economic Approval Rating

After holding steady for some months, more Granite Staters disapprove of the Obama Administration's handling of the economy. Currently, 43% of New Hampshire adults approve of how Obama is handling the economy, 54% disapprove, and 2% are neutral. As with other approval measures, there is a considerable partisan gap in approval of Obama's handling of the economy. Democrats (82%) approve of Obama's job handling of the economy while only 38% of independents and 8% of Republicans approve.

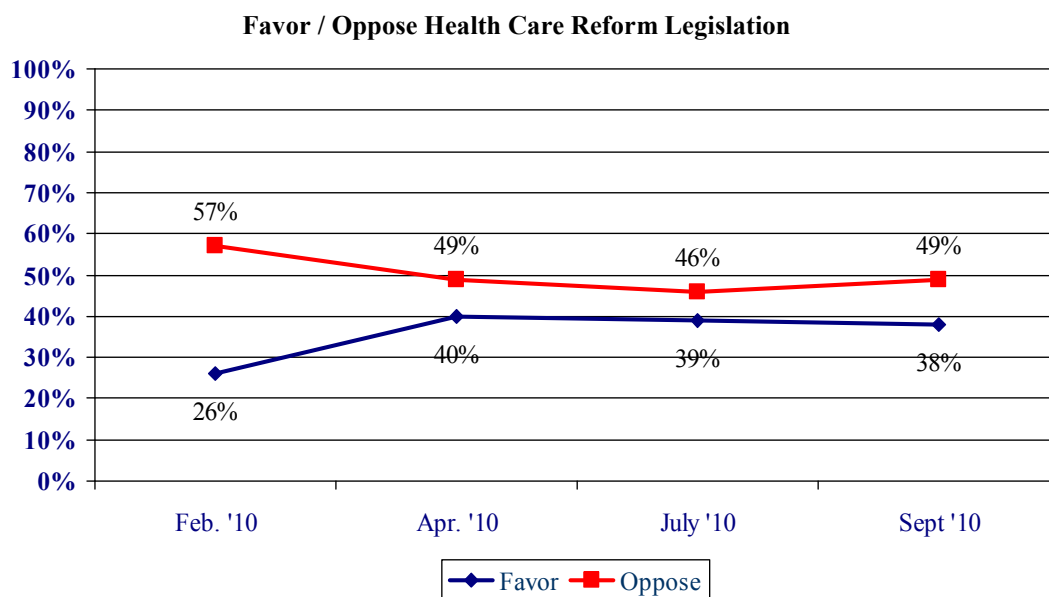


Presidential Approval – Health Care Policy

There has been a small decline in the approval of the administration's handling of health care policy. Currently, 44% of New Hampshire residents approve of Obama's handling of health care policy, 52% disapprove, and 4% are neutral. Support among independents has declined slightly after climbing for several months, as 41% now approve of Obama's handling of health care policy, down from 45% in July, but up from 28% in April. Support among Democrats has risen slightly, from 79% in July to 83% in September, while 9% of Republicans approve, down slightly from 11% in July.

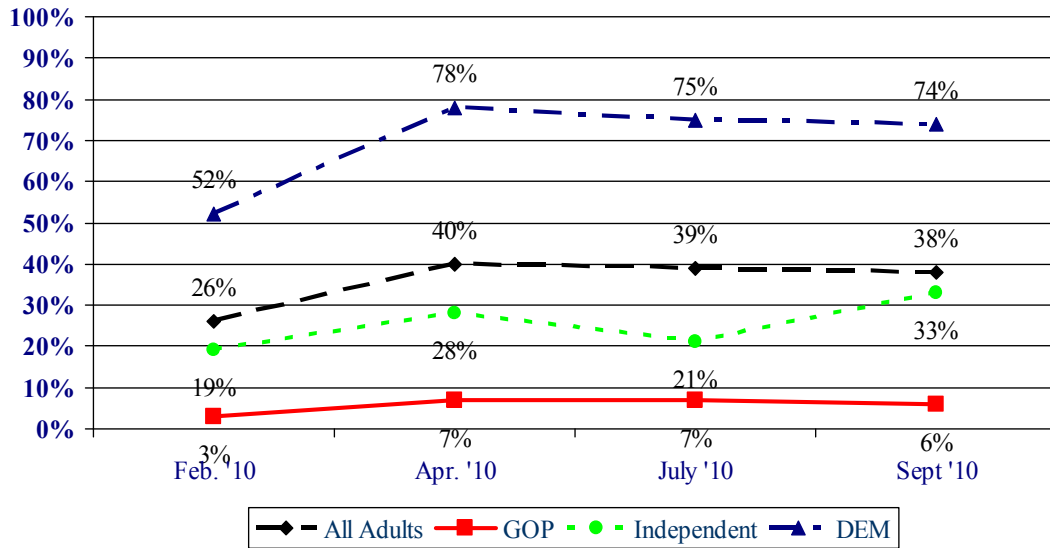


The health care reform legislation that Congress passed in March is more popular in New Hampshire now than it was prior to passage, although most residents continue to oppose the legislation. In the most recent Granite State Poll, only 38% of New Hampshire adults favor the legislation, 49% oppose it, and 13% are neutral or don't know enough about it to say. This is relatively unchanged since July.



Support among independents has seen a large increase from 21% in July to 33% in September, a 12 percentage point increase. Support for the legislation among Democrats has remained steady, from 75% in July to 74% in September. Support among Republicans is unchanged at 6%.

Favor / Oppose Health Care Reform Legislation by Party Identification

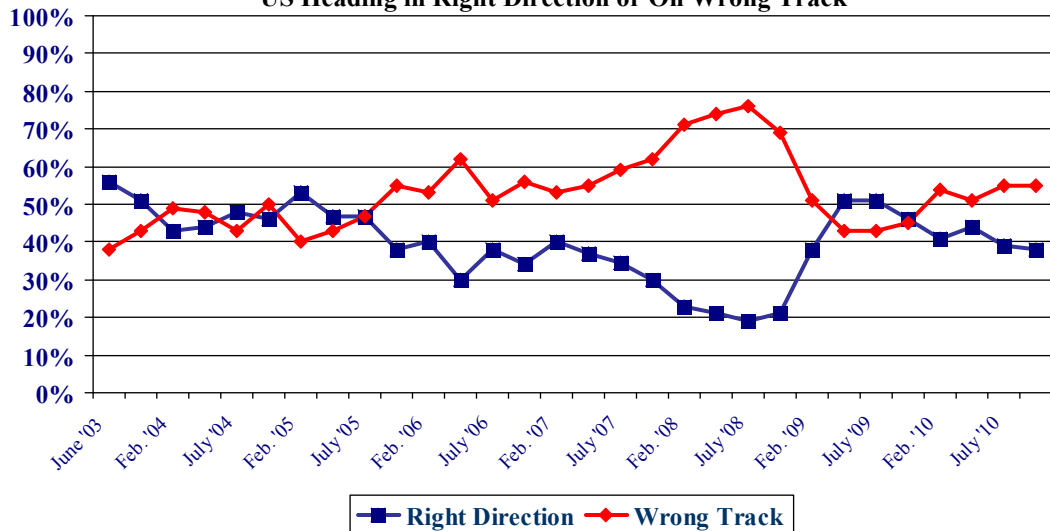


Right Direction – Wrong Track

Granite Staters continue to be pessimistic about the direction the country is heading. Currently, 38% of New Hampshire adults think things in this country are generally going in the right direction, 55% think things are seriously off on the wrong track, and 7% don't know. This measure is unchanged since July.

Democrats are still the most optimistic about the county's direction, with 66% saying the country is going in the right direction, unchanged from 65% in July. Meanwhile, only 30% of independents and 15% of Republicans think the country is heading in the right direction.

US Heading in Right Direction or On Wrong Track



Granite State Poll Methodology

These findings are based on the latest **WMUR Granite State Poll**, conducted by the University of New Hampshire Survey Center. Five hundred fifteen (515) randomly selected New Hampshire adults were interviewed by telephone between September 23 and September 29, 2010. The margin of sampling error for the survey is +/- 4.3 percent.

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

Presidential Approval

“GENERALLY SPEAKING, do you approve or disapprove of the way Barack Obama is handling his job as president?”

	<u>Approve</u>	<u>Neutral</u>	<u>Disapprove</u>	<u>(N)</u>
Sept. '10	46%	4%	50%	(514)
July '10	51%	5%	44%	(502)
Apr. '10	50%	4%	46%	(506)
Feb. '10	48%	5%	47%	(495)
Oct. '09	55%	5%	40%	(503)
July '09	61%	6%	33%	(556)
Apr. '09	63%	8%	29%	(500)
Feb. '09	66%	14%	21%	(614)

Favorability Rating – President Barack Obama

"Next, I'd like to get your overall opinion of some people who have been in the news. As I read each name, please say if you have a favorable or unfavorable opinion of this person - or if you don't know enough about him or her to say. President Barack Obama?"

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

Presidential Approval – Economy

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

	<u>Approve</u>	<u>Neutral</u>	<u>Disapprove</u>	<u>(N)</u>
Sept. '10	43%	2%	54%	(513)
July '10	47%	3%	50%	(502)
Apr. '10	46%	3%	50%	(507)
Feb. '10	41%	4%	54%	(493)
Oct. '09	51%	3%	46%	(500)
July '09	57%	4%	39%	(556)
Apr. '09	58%	7%	35%	(499)
Feb. '09	62%	14%	24%	(614)

Presidential Approval on Health Care

“Do you approve or disapprove of the way Barack Obama is handling health care policy?”

	<u>Approve</u>	<u>Neutral</u>	<u>Disapprove</u>	<u>(N)</u>
Sept. '10	44%	4%	52%	(511)
July '10	47%	3%	50%	(503)
Apr. '10	43%	6%	52%	(506)
Feb. '10	36%	5%	58%	(493)
Oct. '09	44%	7%	49%	(499)

Favor / Oppose Health Care Reform Legislation Passed in Congress

“Let me ask you a question about healthcare. The U.S. House and Senate passed legislation in March that will overhaul the nation’s health care system. Based on what you have seen or heard, do you favor or oppose the health care legislation that was passed in Congress, or don’t you have an opinion?”

(ASKED IN FEB '10) “Let me ask you a question about healthcare. The U.S. House and Senate have just passed legislation that would overhaul the nation’s health care system. Based on what you have seen or heard, do you favor or oppose the health care legislation that is going through Congress, or don’t you have an opinion?”

	<u>Favor</u>	<u>Neutral</u>	<u>Oppose</u>	<u>(N)</u>
Sept. '10	38%	13%	49%	(513)
July '10	39%	15%	46%	(502)
Apr. '10	40%	10%	49%	(512)
Feb. '10	26%	16%	57%	(498)

Right Track - Wrong Track

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

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

Presidential Approval Rating - Overall

STATEWIDE	<u>Approve</u> 46%	<u>Neutral</u> 4%	<u>Disapprove</u> 50%	<u>(N=)</u> 514
Registered Democrat	90%	2%	8%	112
Registered Undeclared	46%	6%	48%	226
Registered Republican	11%	0%	89%	136
Democrat	86%	3%	10%	200
Independent	42%	8%	50%	103
Republican	10%	2%	88%	207
Liberal	89%	2%	9%	92
Moderate	54%	5%	41%	227
Conservative	14%	3%	83%	165
Get most news from Local TV news	49%	5%	46%	135
National TV news	41%	3%	55%	131
Radio	50%	2%	49%	55
Newspapers	56%	1%	43%	64
Internet	47%	3%	49%	96
Other	28%	9%	62%	24
McCain/Palin Voter	7%	3%	89%	224
Obama/Biden Voter	83%	3%	14%	248
Other	29%	0%	71%	13
Did Not Vote in 2008	61%	12%	26%	21
Union household	43%	8%	49%	58
Non-union	47%	3%	50%	453
10 yrs or less in NH	53%	3%	45%	87
11 to 20 years	49%	5%	46%	75
More than 20 years	44%	4%	52%	346
18 to 34	44%	13%	43%	47
35 to 49	45%	4%	52%	137
50 to 64	50%	3%	48%	192
65 and over	46%	2%	52%	129
Male	43%	3%	54%	251
Female	50%	4%	46%	263
High school or less	39%	7%	54%	94
Some college	48%	1%	51%	123
College graduate	47%	5%	47%	191
Post-graduate	51%	0%	49%	105
Less than \$30K	63%	6%	31%	41
\$30K to \$60K	46%	4%	50%	74
\$60K to \$75K	46%	8%	46%	39
\$75K to \$100K	43%	0%	57%	66
\$100K or more	51%	2%	46%	128
Attend services 1 or more/week	38%	2%	61%	140
1-2 times a month	38%	3%	58%	69
Less often	48%	3%	49%	146
Never	58%	7%	36%	138
North Country	62%	2%	36%	41
Central / Lakes	43%	2%	55%	77
Connecticut Valley	50%	6%	44%	80
Mass Border	40%	2%	58%	142
Seacoast	50%	6%	43%	91
Manchester Area	44%	4%	51%	84
First Cong. Dist	47%	4%	49%	261
Second Cong. Dist	46%	3%	51%	253

Presidential Approval Rating - Economy

STATEWIDE	<u>Approve</u> 43%	<u>Neutral</u> 2%	<u>Disapprove</u> 54%	<u>(N=)</u> 513
Registered Democrat	83%	2%	15%	112
Registered Undeclared	45%	4%	51%	225
Registered Republican	10%	0%	90%	136
Democrat	82%	3%	15%	200
Independent	38%	6%	56%	102
Republican	8%	1%	91%	207
Liberal	82%	5%	13%	92
Moderate	52%	2%	46%	226
Conservative	12%	1%	87%	165
Get most news from Local TV news	43%	3%	54%	134
National TV news	37%	2%	60%	131
Radio	50%	0%	50%	55
Newspapers	55%	1%	44%	64
Internet	44%	4%	52%	96
Other	28%	4%	67%	24
McCain/Palin Voter	5%	1%	94%	224
Obama/Biden Voter	78%	4%	18%	246
Other	24%	0%	76%	13
Did Not Vote in 2008	56%	8%	36%	22
Union household	39%	4%	57%	58
Non-union	44%	2%	54%	451
10 yrs or less in NH	45%	3%	52%	87
11 to 20 years	49%	0%	51%	75
More than 20 years	41%	3%	56%	345
18 to 34	50%	5%	45%	48
35 to 49	39%	0%	61%	137
50 to 64	44%	4%	53%	192
65 and over	45%	3%	53%	127
Male	39%	1%	60%	252
Female	47%	4%	49%	261
High school or less	35%	4%	61%	94
Some college	46%	2%	52%	123
College graduate	43%	2%	55%	189
Post-graduate	49%	3%	48%	106
Less than \$30K	59%	0%	41%	41
\$30K to \$60K	48%	0%	52%	74
\$60K to \$75K	39%	4%	57%	39
\$75K to \$100K	42%	2%	56%	66
\$100K or more	47%	2%	51%	128
Attend services 1 or more/week	34%	1%	65%	140
1-2 times a month	36%	4%	60%	68
Less often	44%	1%	54%	146
Never	55%	3%	42%	139
North Country	56%	5%	39%	40
Central / Lakes	42%	4%	54%	77
Connecticut Valley	46%	2%	52%	80
Mass Border	33%	3%	64%	141
Seacoast	54%	2%	44%	91
Manchester Area	40%	1%	59%	84
First Cong. Dist	45%	2%	53%	260
Second Cong. Dist	42%	3%	55%	253

Presidential Approval Rating - Health Care

STATEWIDE	<u>Approve</u> 44%	<u>Neutral</u> 4%	<u>Disapprove</u> 52%	<u>(N=)</u> 511
Registered Democrat	82%	2%	16%	111
Registered Undeclared	46%	6%	48%	223
Registered Republican	9%	2%	89%	136
Democrat	83%	2%	15%	198
Independent	41%	10%	49%	101
Republican	9%	2%	90%	207
Liberal	88%	1%	11%	91
Moderate	51%	4%	45%	224
Conservative	11%	3%	86%	165
Get most news from Local TV news	47%	6%	46%	133
National TV news	37%	2%	61%	131
Radio	55%	3%	42%	55
Newspapers	53%	2%	45%	63
Internet	44%	3%	52%	96
Other	14%	4%	82%	24
McCain/Palin Voter	9%	2%	89%	224
Obama/Biden Voter	77%	4%	19%	244
Other	21%	9%	71%	13
Did Not Vote in 2008	64%	7%	29%	22
Union household	34%	5%	62%	58
Non-union	45%	3%	51%	449
10 yrs or less in NH	47%	2%	50%	85
11 to 20 years	54%	4%	42%	75
More than 20 years	41%	4%	55%	345
18 to 34	44%	2%	54%	47
35 to 49	43%	2%	55%	137
50 to 64	46%	4%	51%	192
65 and over	44%	5%	51%	125
Male	39%	3%	57%	251
Female	48%	4%	48%	260
High school or less	37%	7%	56%	94
Some college	43%	3%	55%	121
College graduate	47%	2%	51%	187
Post-graduate	47%	5%	48%	106
Less than \$30K	53%	7%	40%	40
\$30K to \$60K	47%	3%	50%	74
\$60K to \$75K	39%	3%	58%	39
\$75K to \$100K	38%	1%	61%	65
\$100K or more	47%	4%	49%	127
Attend services 1 or more/week	34%	4%	62%	140
1-2 times a month	41%	5%	55%	68
Less often	47%	1%	52%	144
Never	53%	3%	44%	138
North Country	58%	4%	38%	40
Central / Lakes	35%	9%	56%	77
Connecticut Valley	55%	1%	44%	80
Mass Border	40%	3%	56%	140
Seacoast	43%	4%	53%	90
Manchester Area	42%	1%	57%	84
First Cong. Dist	43%	3%	54%	258
Second Cong. Dist	45%	4%	51%	253

Favor / Oppose Health Care Legislation Passed in Congress

STATEWIDE	<u>Favor</u> 38%	<u>Neutral/DK</u> 13%	<u>Oppose</u> 49%	<u>(N=)</u> 513
Registered Democrat	76%	14%	11%	112
Registered Undeclared	38%	15%	47%	225
Registered Republican	9%	7%	84%	136
Democrat	74%	13%	14%	200
Independent	33%	20%	47%	102
Republican	6%	9%	84%	207
Liberal	83%	8%	9%	92
Moderate	45%	14%	41%	226
Conservative	6%	10%	84%	165
Get most news from Local TV news	33%	20%	47%	134
National TV news	36%	9%	55%	131
Radio	51%	11%	39%	55
Newspapers	53%	7%	41%	64
Internet	40%	9%	52%	96
Other	6%	20%	74%	24
McCain/Palin Voter	6%	8%	86%	224
Obama/Biden Voter	68%	15%	16%	246
Other	21%	16%	63%	13
Did Not Vote in 2008	44%	24%	32%	22
Union household	36%	10%	54%	58
Non-union	39%	13%	48%	451
10 yrs or less in NH	38%	12%	50%	87
11 to 20 years	48%	12%	39%	75
More than 20 years	36%	12%	52%	345
18 to 34	31%	16%	52%	48
35 to 49	36%	13%	51%	137
50 to 64	42%	11%	47%	192
65 and over	38%	12%	49%	127
Male	36%	11%	53%	252
Female	40%	15%	45%	261
High school or less	23%	30%	47%	94
Some college	39%	13%	48%	123
College graduate	42%	7%	51%	189
Post-graduate	45%	7%	48%	106
Less than \$30K	50%	27%	23%	41
\$30K to \$60K	37%	19%	44%	74
\$60K to \$75K	42%	12%	47%	39
\$75K to \$100K	38%	7%	55%	66
\$100K or more	41%	6%	52%	128
Attend services 1 or more/week	29%	12%	59%	140
1-2 times a month	32%	10%	58%	68
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Mass Border	36%	9%	55%	141
Seacoast	40%	14%	46%	91
Manchester Area	32%	14%	54%	84
First Cong. Dist	37%	14%	49%	260
Second Cong. Dist	39%	12%	49%	253

U.S. Right Direction / Wrong Track

	<u>Right Direction</u> 38%	<u>Wrong Track</u> 55%	<u>Don't Know</u> 7%	<u>(N=)</u> 512
STATEWIDE				
Registered Democrat	69%	19%	12%	112
Registered Undeclared	38%	56%	6%	224
Registered Republican	16%	79%	5%	136
Democrat	66%	23%	10%	199
Independent	30%	62%	8%	102
Republican	15%	82%	3%	207
Liberal	70%	18%	12%	91
Moderate	45%	46%	9%	228
Conservative	13%	84%	2%	165
Get most news from Local TV news	41%	55%	4%	135
National TV news	32%	63%	6%	132
Radio	41%	45%	15%	55
Newspapers	46%	45%	9%	63
Internet	42%	49%	9%	95
Other	21%	79%	0%	24
McCain/Palin Voter	13%	84%	4%	224
Obama/Biden Voter	63%	28%	10%	246
Other	29%	54%	16%	13
Did Not Vote in 2008	39%	55%	6%	21
Union household	34%	59%	7%	57
Non-union	39%	54%	7%	452
10 yrs or less in NH	45%	52%	3%	87
11 to 20 years	34%	60%	6%	75
More than 20 years	37%	55%	8%	344
18 to 34	41%	56%	3%	47
35 to 49	38%	55%	7%	137
50 to 64	38%	54%	8%	189
65 and over	38%	55%	7%	129
Male	35%	59%	6%	251
Female	41%	51%	8%	262
High school or less	30%	66%	4%	92
Some college	37%	56%	6%	123
College graduate	41%	51%	8%	191
Post-graduate	43%	49%	8%	104
Less than \$30K	51%	44%	6%	41
\$30K to \$60K	41%	51%	8%	74
\$60K to \$75K	38%	59%	3%	39
\$75K to \$100K	33%	64%	3%	65
\$100K or more	48%	48%	5%	128
Attend services 1 or more/week	30%	62%	8%	140
1-2 times a month	38%	53%	8%	69
Less often	38%	59%	3%	146
Never	47%	44%	9%	137
North Country	45%	48%	6%	41
Central / Lakes	33%	63%	5%	76
Connecticut Valley	44%	47%	9%	80
Mass Border	33%	59%	8%	142
Seacoast	44%	50%	6%	90
Manchester Area	37%	57%	7%	84
First Cong. Dist	41%	53%	7%	259
Second Cong. Dist	36%	57%	7%	254

Favorability Rating - Barack Obama

STATEWIDE	<u>Favorable</u> 47%	<u>Neutral</u> 4%	<u>Unfavorable</u> 48%	<u>DK</u> 1%	<u>(N)</u> 515
Registered Democrat	91%	1%	8%	0%	112
Registered Undeclared	47%	8%	43%	1%	227
Registered Republican	10%	1%	89%	0%	136
Democrat	88%	2%	9%	1%	200
Independent	42%	13%	44%	1%	105
Republican	9%	3%	88%	0%	207
Liberal	91%	3%	6%	0%	92
Moderate	55%	6%	38%	1%	228
Conservative	13%	3%	83%	1%	165
Get most news from Local TV news	50%	3%	46%	1%	135
National TV news	40%	5%	55%	0%	132
Radio	51%	2%	47%	0%	55
Newspapers	57%	5%	35%	3%	64
Internet	49%	4%	47%	0%	96
Other	24%	19%	57%	0%	24
McCain/Palin Voter	6%	4%	90%	0%	224
Obama/Biden Voter	84%	5%	10%	1%	248
Other	29%	0%	71%	0%	13
Did Not Vote in 2008	68%	8%	25%	0%	22
Union household	42%	9%	49%	0%	58
Non-union	47%	4%	48%	1%	453
10 yrs or less in NH	51%	4%	45%	0%	88
11 to 20 years	52%	8%	40%	1%	75
More than 20 years	44%	4%	51%	1%	346
18 to 34	54%	6%	40%	0%	48
35 to 49	46%	6%	47%	2%	137
50 to 64	47%	5%	48%	0%	192
65 and over	46%	3%	50%	1%	128
Male	42%	4%	53%	1%	251
Female	51%	5%	43%	1%	263
High school or less	41%	5%	54%	0%	94
Some college	47%	5%	45%	3%	123
College graduate	48%	4%	48%	0%	191
Post-graduate	51%	4%	45%	0%	105
Less than \$30K	66%	7%	27%	0%	40
\$30K to \$60K	48%	2%	50%	0%	74
\$60K to \$75K	47%	9%	38%	5%	39
\$75K to \$100K	42%	4%	54%	0%	66
\$100K or more	51%	2%	47%	0%	128
Attend services 1 or more/week	37%	1%	60%	2%	140
1-2 times a month	39%	6%	54%	0%	69
Less often	49%	4%	46%	0%	147
Never	57%	7%	36%	0%	139
North Country	65%	5%	30%	0%	40
Central / Lakes	40%	4%	56%	0%	78
Connecticut Valley	53%	3%	41%	3%	80
Mass Border	40%	4%	56%	0%	142
Seacoast	51%	8%	40%	1%	91
Manchester Area	46%	3%	51%	1%	84
First Cong. Dist	47%	5%	47%	1%	262
Second Cong. Dist	47%	4%	49%	1%	253