

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

October 24, 2013

APPROVAL OF HASSAN AND LEGISLATURE REMAINS HIGH, MOST THINK NH IS ON RIGHT TRACK

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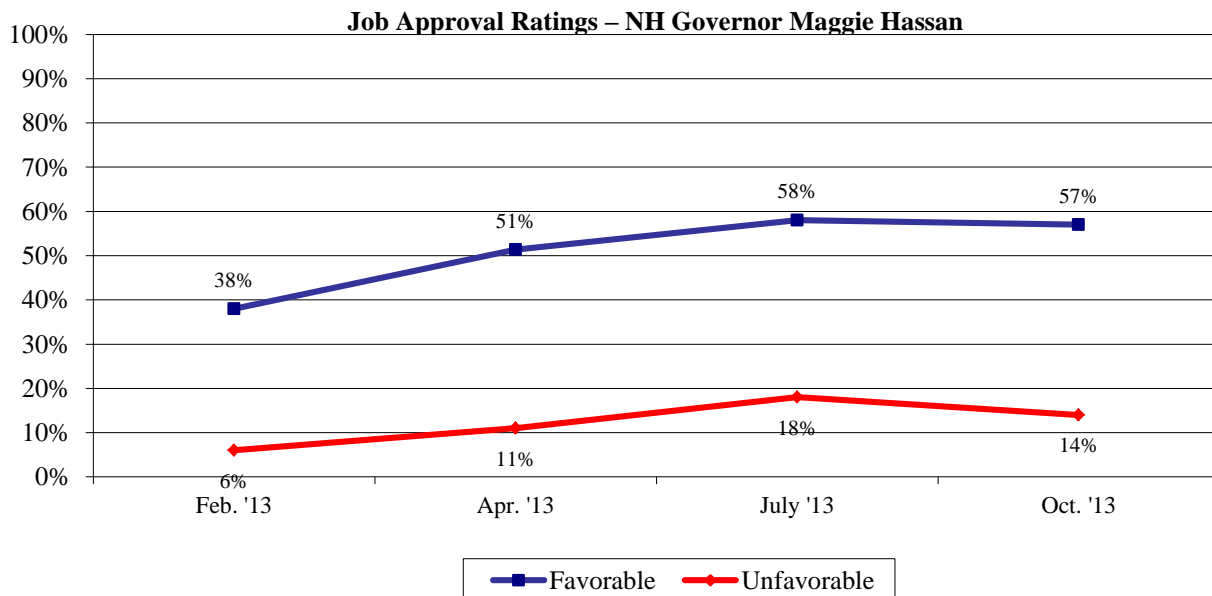
DURHAM, NH –Governor Maggie Hassan has high approval ratings in New Hampshire. Jobs and the economy remain the biggest problem facing New Hampshire, but most Granite Staters think the state is headed in the right direction.

These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Six hundred and sixty-three (663) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 7 and October 16, 2013. The margin of sampling error for the survey is +/- 3.8 percent.

Gubernatorial Approval

After almost one year in office, a majority of New Hampshire residents are happy with Governor Maggie Hassan's performance. In the most recent Granite State Poll, 57% of New Hampshire adults say they approve of the job Hassan is doing as governor, 14% disapprove, and 30% are neutral or don't know enough to say.

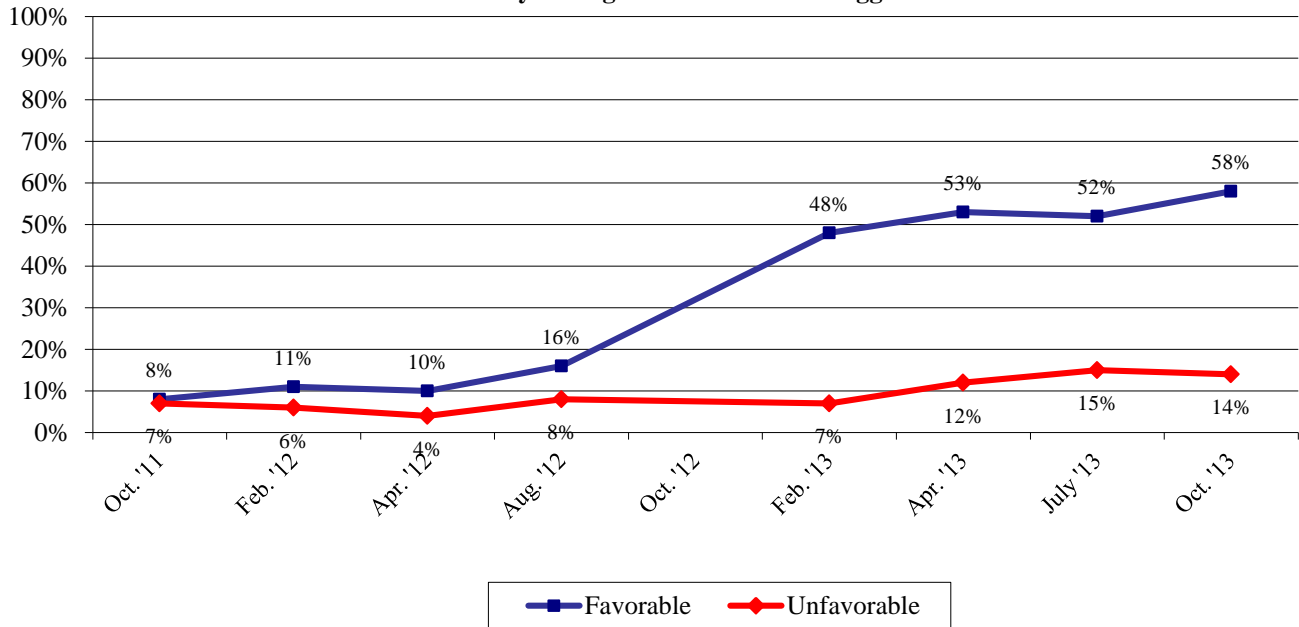
Democrats (74%), liberals (72%), people who oppose the Tea Party (74%), and NHPR listeners (72%) are most likely to say they approve of the job Hassan is doing as governor. Tea Party supporters (22%) and Republicans (36%) are least likely to approve of the governor.



* 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.

Hassan continues to enjoy high favorability ratings. Currently, 58% of New Hampshire adults say they have a favorable opinion of Hassan, 14% have an unfavorable opinion, 8% are neutral, and 20% say they don't know enough about her to say. Hassan's net favorability rating, the percentage having a favorable opinion minus the percentage having an unfavorable opinion, is a high +44%, up from +37% in July. Hassan is viewed favorably by both Democrats and Republicans – Her net favorability rating among Democrats is very high (+72%), and Independents (+36%) and Republicans (+13%) also have positive net favorable views of her.

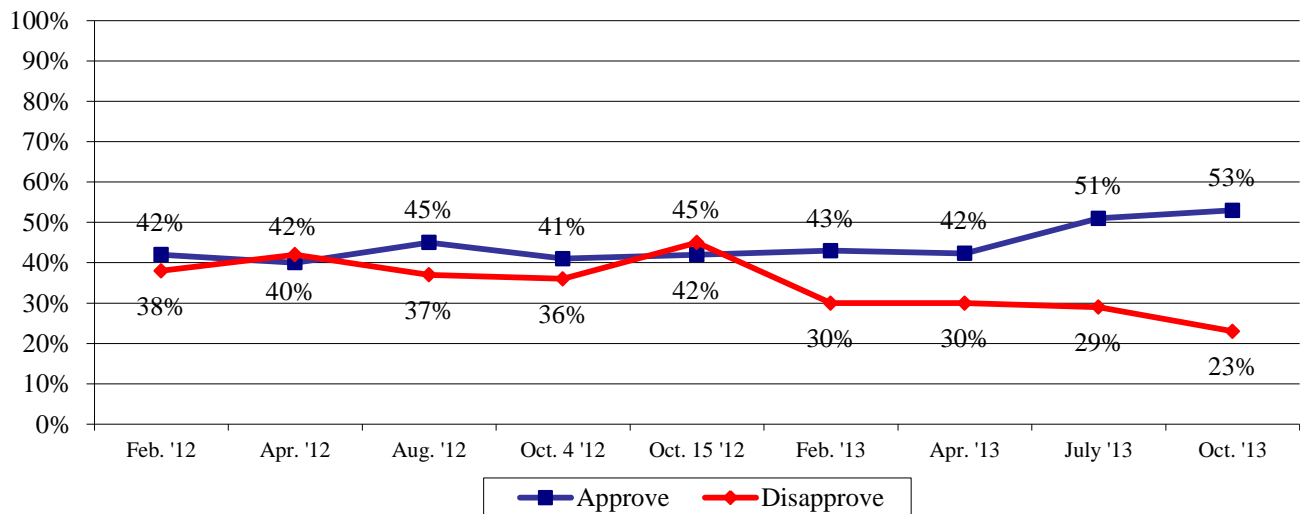
Favorability Ratings – NH Governor Maggie Hassan



Approval of NH Legislature

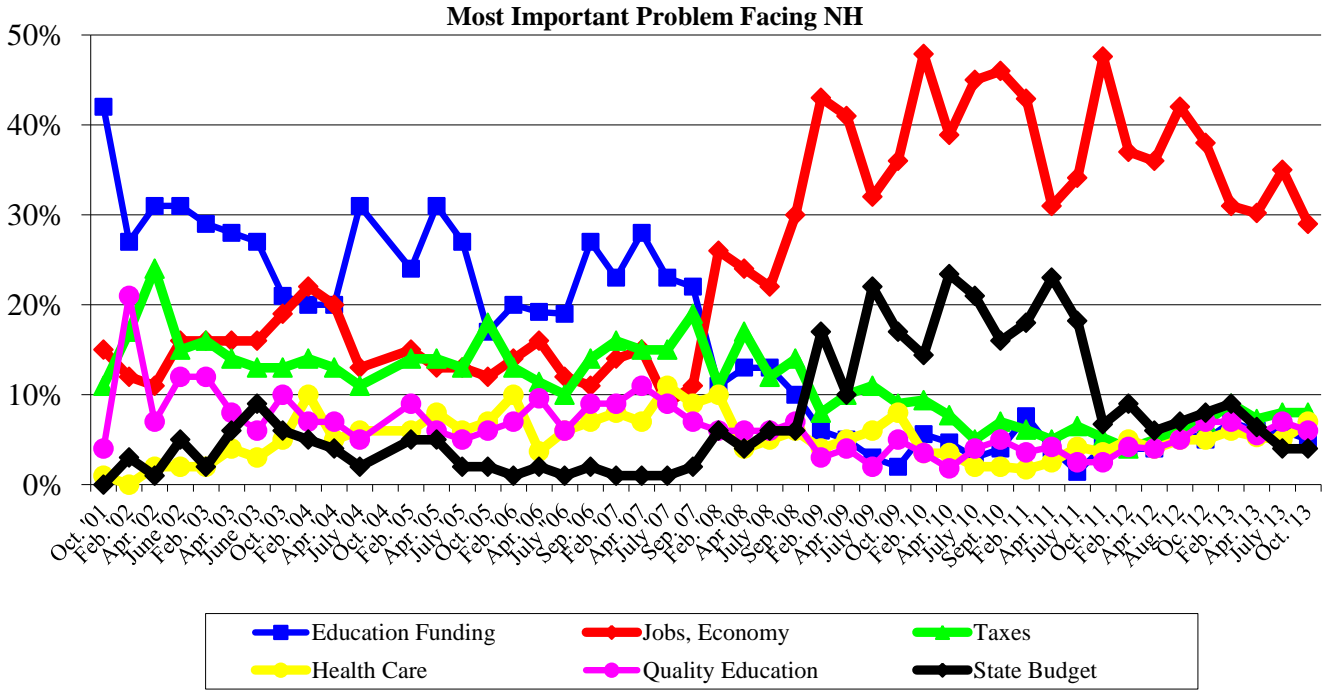
A majority of New Hampshire residents approve of how the state legislature is doing its work. Currently, 53% of New Hampshire adults say they approve of how the legislature is doing its job, 23% disapprove, and 25% are neutral or don't know enough to say. Approval is bi-partisan – 58% of Democrats, 54% of Independents and 46% of Republicans approve of the state legislature.

Approval Rating – NH Legislature



Most Important Problem Facing New Hampshire

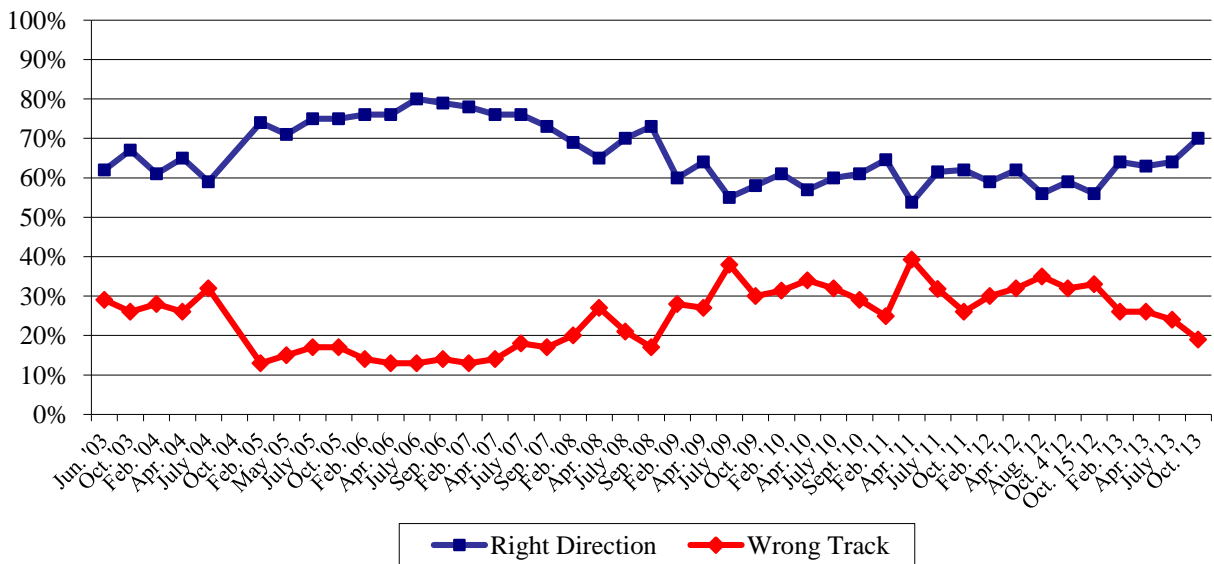
The state's economy and unemployment continue to be seen as the most important problem facing the state. Currently, 29% of New Hampshire adults say that jobs and the economy is the most important issue facing the state, followed by taxes (8%), health care (7%), education quality (6%), education funding (5%) and the state budget (4%). There has been little change in what New Hampshire residents see as the most important problems facing the state over the last two years.



Right Direction or Wrong Track?

New Hampshire residents believe the state as a whole is headed in the right direction. Currently, 70% of New Hampshire adults feel the state is heading in the right direction, 19% think the state is seriously off on the wrong track, and 11% are unsure. The view that New Hampshire is headed in the right direction is bi-partisan -- majorities of Democrats (81%), Republicans (65%), and Independents (61%) say the state is headed in the right direction. This stands in great contrast to how Granite Staters view the direction of the country – only 27% think the U.S. is headed in the right direction.

NH 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. Six hundred and sixty-three (663) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 7 and October 16, 2013. The margin of sampling error for the survey is +/- 3.8 percent.

The data have been weighted to adjust for numbers of adults and telephone lines within households, respondent sex, age, 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. Due to rounding, percentages may sum to just above or below 100%. Respondent numbers in each demographic may not equal the total respondent number due to respondents choosing not to answer some demographic questions.

Gubernatorial Approval

“GENERALLY SPEAKING, do you approve or disapprove of the way Governor Hassan is handling her job as governor?”

	<u>Approve</u>	<u>Neutral/DK</u>	<u>Disapprove</u>	<u>(N=)</u>
Oct. '13	57%	30%	14%	(649)
July '13	58%	24%	18%	(497)
Apr. '13	51%	37%	11%	(500)
Feb. '13	38%	56%	6%	(569)

Favorability Ratings – Governor Maggie Hassan

“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. Governor Maggie Hassan.”

(Prior to Feb. 2013, referred to as “Former State Senator Maggie Hassan.”)

	<u>Favorable</u>	<u>Neutral</u>	<u>Unfavorable</u>	<u>Don't Know</u>	<u>NET</u>	<u>(N=)</u>
Oct. '13	58%	8%	14%	20%	+44%	(662)
July '13	52%	12%	15%	20%	+37%	(515)
Apr. '13	53%	16%	12%	19%	+41%	(505)
Feb. '13	48%	16%	7%	28%	+41%	(578)
Aug. '12	16%	4%	8%	72%	+8%	(580)
Apr. '12	10%	4%	4%	81%	+6%	(531)
Feb. '12	11%	6%	6%	77%	+5%	(524)
Oct. '11	8%	8%	7%	77%	+1%	(555)

NH Legislature Approval

“And generally speaking, do you approve or disapprove of the way the New Hampshire legislature is handling its job?”

	<u>Approve</u>	<u>Neutral/DK</u>	<u>Disapprove</u>	<u>(N=)</u>
Oct. '13	53%	25%	23%	(649)
July '13	51%	20%	29%	(504)
Apr. '13	42%	28%	30%	(498)
Feb. '13	43%	28%	30%	(571)
Oct. 15 '12	42%	13%	45%	(584)
Oct. 4 '12	41%	23%	36%	(634)
Aug. '12	45%	18%	37%	(566)
Apr. '12	40%	18%	42%	(533)
Feb. '12	42%	20%	38%	(522)

NH - Right Direction or Wrong Track

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

	<u>Right Direction</u>	<u>Wrong Track</u>	<u>Don't Know</u>	<u>(N=)</u>
Oct. '13	70%	19%	11%	(646)
July '13	64%	24%	12%	(509)
Apr. '13	63%	26%	11%	(497)
Feb. '13	64%	26%	10%	(573)
Oct. 15 '12	56%	33%	11%	(576)
Oct. 4 '12	52%	39%	9%	(622)
Aug. '12	56%	35%	9%	(577)
Apr. '12	62%	32%	6%	(532)
Feb. '12	59%	30%	11%	(517)
Oct. '11	62%	26%	12%	(544)
July '11	61%	32%	7%	(503)
Apr. '11	54%	39%	7%	(491)
Feb. '11	65%	25%	11%	(517)
Sept. '10	61%	29%	10%	(511)
July '10	60%	32%	9%	(496)
Apr. '10	57%	34%	9%	(503)
Feb. '10	61%	31%	8%	(490)
Oct. '09	58%	30%	12%	(496)
July '09	55%	38%	7%	(557)
Apr. '09	64%	27%	9%	(497)
Feb. '09	60%	28%	12%	(605)
Sept. '08	73%	17%	10%	(535)
July '08	70%	21%	9%	(514)
Apr. '08	65%	27%	8%	(491)
Feb. '08	69%	20%	11%	(547)
Sept. '07	73%	17%	10%	(507)
July '07	76%	18%	6%	(500)
Apr. '07	76%	14%	9%	(506)
Feb. '07	78%	13%	8%	(524)
Sept. '06	79%	14%	7%	(509)
July '06	80%	13%	8%	(497)
Apr. '06	76%	13%	11%	(501)
Feb. '06	76%	14%	10%	(495)
Oct. '05	75%	17%	9%	(502)
July '05	75%	17%	8%	(494)
May '05	71%	15%	13%	(488)
Feb. '05	74%	13%	13%	(535)
July '04	59%	32%	9%	(503)
Apr. '04	65%	26%	9%	(530)
Feb. '04	61%	28%	11%	(500)
Oct. '03	67%	26%	7%	(485)
Jun. '03	62%	29%	9%	(510)

Most Important Problem Facing New Hampshire

“Let's turn to the State of New Hampshire ... There are many problems facing the STATE OF NEW HAMPSHIRE today. In general, what do you think is the most IMPORTANT problem facing the STATE OF NEW HAMPSHIRE today?”

	<u>Jobs / Economy</u>	<u>Educ. Funding</u>	<u>Taxes</u>	<u>Health Care</u>	<u>Qual. Educ.</u>	<u>Growth/ Sprawl</u>	<u>State Budget</u>	<u>Cost of Gas/Oil</u>	<u>Other/ DK</u>	<u>(N=)</u>
Oct. '13	29%	5%	8%	7%	6%	0%	4%	0%	39%	(599)
July '13	35%	6%	8%	5%	7%	0%	4%	1%	34%	(458)
Apr. '13	30%	6%	7%	5%	6%	0%	6%	*	40%	(485)
Feb. '13	31%	7%	9%	6%	6%	*	9%	2%	30%	(564)
Oct. '12	38%	5%	7%	5%	7%	0%	8%	1%	24%	(575)
Aug. '12	42%	6%	6%	5%	5%	0%	7%	*	23%	(541)
Apr. '12	36%	4%	5%	4%	4%	0%	6%	2%	31%	(518)
Feb. '12	37%	4%	4%	5%	4%	0%	9%	*	27%	(509)
Oct. '11	48%	4%	5%	4%	3%	0%	7%	*	21%	(548)
July '11	34%	1%	6%	4%	3%	0%	18%	1%	28%	(512)
Apr. '11	31%	4%	5%	3%	4%	0%	23%	1%	22%	(494)
Feb. '11	43%	8%	6%	2%	4%	0%	18%	1%	18%	(508)
Sept. '10	46%	4%	7%	2%	5%	0%	16%	0%	21%	(504)
July '10	45%	3%	5%	2%	4%	*	21%	*	17%	(498)
Apr. '10	39%	5%	8%	4%	2%	*	23%	*	19%	(504)
Feb. '10	48%	6%	9%	4%	4%	*	14%	*	15%	(486)
Oct. '09	36%	2%	9%	8%	5%	*	17%	0%	18%	(494)
July '09	32%	3%	11%	6%	2%	*	22%	1%	31%	(551)
Apr. '09	41%	5%	10%	5%	4%	*	10%	*	24%	(491)
Feb. '09	43%	6%	8%	4%	3%	0%	17%	*	19%	(607)
Sep. '08	30%	10%	14%	6%	7%	*	6%	7%	20%	(531)
July '08	22%	13%	12%	5%	6%	1%	6%	14%	22%	(504)
Apr. '08	24%	13%	17%	4%	6%	0%	4%	7%	25%	(496)
Feb. '08	26%	11%	11%	10%	6%	1%	6%	1%	28%	(542)
Sept. '07	11%	22%	19%	9%	7%	1%	2%	1%	28%	(499)
July '07	9%	23%	15%	11%	9%	2%	1%	2%	29%	(488)
Apr. '07	15%	28%	15%	7%	11%	2%	1%	1%	20%	(501)
Feb. '07	14%	23%	16%	8%	9%	2%	1%	1%	26%	(527)
Sept. '06	11%	27%	14%	7%	9%	3%	2%	2%	26%	(499)
July '06	12%	19%	10%	6%	6%	3%	1%	5%	38%	(490)
Apr. '06	16%	19%	11%	4%	10%	3%	2%	5%	30%	(501)
Feb. '06	14%	20%	13%	10%	7%	3%	1%	3%	29%	(498)
Oct. '05	12%	17%	18%	7%	6%	5%	2%	3%	30%	(503)
July '05	13%	27%	13%	6%	5%	4%	2%	*	28%	(496)
Apr. '05	13%	31%	14%	8%	6%	3%	5%	3%	18%	(487)
Feb. '05	15%	24%	14%	6%	9%	2%	2%	*	28%	(541)
July '04	13%	31%	11%	6%	5%	4%	2%	0%	28%	(504)
Apr. '04	20%	20%	13%	5%	7%	3%	4%	0%	29%	(536)
Feb. '04	22%	20%	14%	10%	7%	2%	5%	0%	21%	(502)
Oct. '03	19%	21%	13%	5%	10%	3%	6%	0%	23%	(490)
June '03	16%	27%	13%	3%	6%	1%	9%	0%	25%	(513)
Apr. '03	16%	28%	14%	4%	8%	2%	6%	0%	22%	(497)
Feb. '03	16%	29%	16%	2%	12%	2%	2%	0%	21%	(644)
June '02	16%	31%	15%	2%	12%	1%	5%	0%	18%	(424)
Apr. '02	11%	31%	24%	2%	7%	2%	1%	0%	22%	(684)
Feb. '02	12%	27%	17%	0%	21%	1%	3%	0%	19%	(312)
Oct. '01	15%	42%	11%	1%	45	2%	*	0%	25%	(519)

* Less than 1%

Gubernatorial Approval

STATEWIDE	<u>Approve</u> 57%	<u>Neutral</u> 30%	<u>Disapprove</u> 14%	<u>(N=)</u> 649
Registered Democrat	73%	25%	2%	145
Registered Undeclared	61%	26%	13%	282
Registered Republican	32%	37%	32%	141
Democrat	74%	23%	3%	276
Independent	54%	30%	16%	144
Republican	36%	38%	26%	208
Liberal	72%	27%	1%	148
Moderate	63%	25%	12%	262
Conservative	41%	34%	25%	179
Support Tea Party	22%	34%	44%	120
Neutral	53%	35%	11%	197
Oppose Tea Party	74%	23%	3%	295
Union household	63%	23%	14%	76
Non-union	56%	31%	14%	559
Read Union Leader	53%	26%	21%	154
Read Boston Globe	74%	21%	5%	92
Watch WMUR	62%	25%	13%	373
Listen to NHPR	72%	19%	9%	202
18 to 34	39%	49%	12%	163
35 to 49	59%	24%	17%	177
50 to 64	61%	24%	15%	170
65 and over	69%	21%	10%	116
Male	55%	31%	14%	322
Female	58%	28%	14%	327
High school or less	61%	27%	12%	119
Some college	52%	35%	13%	143
College graduate	53%	31%	16%	247
Post-graduate	65%	21%	14%	129
Attend services 1 or more/week	52%	26%	22%	115
1-2 times a month	58%	24%	18%	61
Less often	54%	29%	17%	180
Never	60%	33%	7%	255
North Country	74%	16%	10%	54
Central / Lakes	62%	18%	21%	105
Connecticut Valley	61%	30%	8%	89
Mass Border	47%	40%	13%	180
Seacoast	61%	26%	13%	115
Manchester Area	51%	34%	15%	105
First Cong. Dist	60%	27%	13%	317
Second Cong. Dist	54%	32%	14%	326

Favorability Rating – Maggie Hassan

STATEWIDE	<u>Favorable</u> 58%	<u>Neutral</u> 8%	<u>Unfavorable</u> 14%	<u>Don't Know</u> 20%	<u>(N)</u> 662
Registered Democrat	73%	7%	3%	18%	147
Registered Undeclared	62%	8%	12%	18%	287
Registered Republican	36%	7%	35%	22%	143
Democrat	75%	5%	3%	17%	279
Independent	50%	14%	14%	22%	148
Republican	42%	8%	29%	21%	214
Liberal	70%	9%	0%	21%	152
Moderate	66%	8%	12%	15%	262
Conservative	40%	7%	30%	23%	184
Support Tea Party	25%	11%	46%	18%	122
Neutral	57%	8%	12%	23%	204
Oppose Tea Party	74%	7%	4%	16%	298
Union household	55%	5%	17%	23%	78
Non-union	58%	8%	14%	19%	570
Read Union Leader	58%	8%	20%	14%	157
Read Boston Globe	73%	10%	7%	10%	93
Watch WMUR	66%	6%	13%	15%	377
Listen to NHPR	71%	7%	8%	15%	206
18 to 34	44%	10%	12%	33%	165
35 to 49	57%	10%	16%	17%	184
50 to 64	61%	8%	20%	12%	172
65 and over	70%	3%	8%	19%	117
Male	53%	9%	15%	24%	327
Female	62%	8%	14%	17%	335
High school or less	60%	7%	11%	21%	121
Some college	50%	8%	15%	27%	147
College graduate	56%	10%	15%	18%	251
Post-graduate	67%	5%	15%	13%	131
Attend services 1 or more/week	49%	10%	22%	19%	123
1-2 times a month	64%	8%	16%	13%	62
Less often	62%	6%	18%	14%	180
Never	58%	9%	9%	25%	258
North Country	65%	6%	11%	18%	56
Central / Lakes	63%	7%	19%	12%	107
Connecticut Valley	55%	11%	13%	22%	92
Mass Border	51%	9%	12%	28%	182
Seacoast	59%	11%	13%	17%	118
Manchester Area	60%	3%	18%	19%	109
First Cong. Dist	62%	7%	14%	17%	325
Second Cong. Dist	54%	9%	14%	22%	331

Are Things in NH on Right/Wrong Track

	<u>Right Direction</u> 70%	<u>Wrong Track</u> 19%	<u>Don't Know</u> 11%	<u>(N=)</u> 646
STATEWIDE				
Registered Democrat	81%	11%	8%	144
Registered Undeclared	70%	17%	12%	279
Registered Republican	56%	32%	12%	141
Democrat	81%	10%	9%	276
Independent	65%	22%	12%	141
Republican	61%	27%	12%	207
Liberal	86%	9%	5%	148
Moderate	75%	15%	10%	259
Conservative	57%	29%	13%	178
Support Tea Party	46%	41%	13%	117
Neutral	70%	18%	13%	203
Oppose Tea Party	82%	10%	8%	289
Union household	75%	16%	9%	77
Non-union	69%	19%	11%	555
Read Union Leader	69%	24%	7%	153
Read Boston Globe	79%	13%	8%	90
Watch WMUR	73%	17%	10%	367
Listen to NHPR	79%	14%	7%	201
18 to 34	65%	17%	18%	160
35 to 49	73%	19%	8%	180
50 to 64	70%	21%	8%	169
65 and over	72%	19%	9%	114
Male	72%	16%	11%	319
Female	67%	22%	11%	327
High school or less	70%	22%	8%	121
Some college	69%	16%	15%	141
College graduate	71%	18%	11%	246
Post-graduate	67%	23%	9%	127
Attend services 1 or more/week	61%	32%	7%	120
1-2 times a month	64%	21%	14%	61
Less often	70%	21%	9%	176
Never	76%	11%	13%	251
North Country	70%	17%	13%	56
Central / Lakes	72%	19%	9%	106
Connecticut Valley	71%	17%	13%	88
Mass Border	67%	21%	12%	175
Seacoast	72%	15%	13%	116
Manchester Area	69%	26%	6%	106
First Cong. Dist	75%	18%	8%	322
Second Cong. Dist	66%	20%	14%	318

Legislature Approval

STATEWIDE	<u>Approve</u> 53%	<u>Neutral</u> 25%	<u>Disapprove</u> 23%	<u>(N=)</u> 649
Registered Democrat	52%	25%	23%	142
Registered Undeclared	56%	22%	22%	283
Registered Republican	40%	28%	32%	141
Democrat	58%	23%	19%	273
Independent	54%	27%	20%	144
Republican	46%	25%	29%	210
Liberal	57%	28%	15%	149
Moderate	57%	21%	22%	259
Conservative	45%	23%	32%	180
Support Tea Party	37%	24%	39%	121
Neutral	55%	27%	18%	197
Oppose Tea Party	59%	20%	21%	294
Union household	54%	20%	26%	75
Non-union	52%	25%	23%	560
Read Union Leader	56%	23%	22%	155
Read Boston Globe	56%	18%	25%	92
Watch WMUR	55%	22%	23%	373
Listen to NHPR	57%	19%	24%	205
18 to 34	52%	34%	14%	162
35 to 49	54%	21%	25%	180
50 to 64	51%	20%	29%	168
65 and over	54%	23%	23%	114
Male	53%	24%	23%	324
Female	52%	25%	23%	325
High school or less	52%	32%	16%	117
Some college	58%	20%	22%	144
College graduate	52%	24%	24%	246
Post-graduate	48%	23%	29%	131
Attend services 1 or more/week	50%	21%	29%	119
1-2 times a month	52%	20%	27%	62
Less often	51%	24%	26%	176
Never	57%	27%	16%	252
North Country	58%	23%	18%	55
Central / Lakes	50%	18%	31%	104
Connecticut Valley	55%	23%	22%	91
Mass Border	50%	30%	20%	179
Seacoast	54%	22%	24%	114
Manchester Area	53%	27%	20%	106
First Cong. Dist	55%	22%	23%	315
Second Cong. Dist	51%	27%	22%	328

Most Important Problem Facing NH

	<u>Education</u>	<u>Jobs Econ</u>	<u>Taxes</u>	<u>State Budget</u>	<u>Health Care</u>	<u>Envi- nment</u>	<u>Other</u>	<u>Not Sure</u>	<u>(N)</u>
STATEWIDE	11%	29%	8%	4%	7%	3%	25%	14%	599
Registered Democrat	14%	29%	8%	2%	10%	3%	25%	10%	124
Registered Undeclared	11%	28%	9%	3%	8%	3%	26%	12%	266
Registered Republican	8%	34%	6%	11%	5%	4%	20%	13%	132
Democrat	12%	23%	7%	4%	10%	4%	23%	18%	244
Independent	10%	27%	10%	4%	5%	1%	32%	11%	138
Republican	10%	38%	7%	6%	5%	3%	21%	11%	197
Liberal	13%	24%	5%	3%	9%	4%	26%	16%	138
Moderate	12%	29%	8%	5%	7%	3%	25%	10%	231
Conservative	6%	33%	9%	6%	5%	1%	25%	14%	171
Support Tea Party	9%	34%	6%	8%	5%	1%	30%	7%	119
Neutral	7%	33%	7%	3%	6%	4%	19%	21%	180
Oppose Tea Party	13%	24%	9%	4%	9%	3%	25%	12%	267
Union household	14%	36%	12%	7%	4%	0%	16%	12%	69
Non-union	10%	28%	7%	4%	8%	3%	26%	14%	520
Read Union Leader	9%	32%	8%	5%	6%	3%	24%	13%	149
Read Boston Globe	11%	25%	10%	2%	13%	3%	29%	7%	84
Watch WMUR	8%	32%	8%	3%	7%	3%	27%	11%	352
Listen to NHPR	13%	25%	8%	6%	10%	2%	26%	10%	186
18 to 34	5%	24%	5%	4%	8%	5%	24%	25%	151
35 to 49	14%	32%	8%	4%	5%	1%	27%	9%	160
50 to 64	13%	36%	10%	7%	8%	2%	18%	6%	161
65 and over	9%	21%	7%	3%	9%	2%	34%	15%	109
Male	11%	25%	11%	6%	5%	2%	26%	14%	295
Female	11%	33%	4%	3%	9%	3%	23%	14%	304
High school or less	7%	30%	8%	1%	5%	4%	29%	17%	99
Some college	8%	25%	6%	7%	8%	2%	26%	18%	139
College graduate	12%	29%	11%	4%	8%	3%	21%	13%	229
Post-graduate	14%	33%	2%	6%	7%	2%	30%	6%	122
Attend services 1 or more/week	3%	40%	13%	7%	7%	2%	22%	6%	112
1-2 times a month	18%	24%	1%	3%	6%	5%	27%	16%	61
Less often	12%	34%	6%	3%	8%	2%	20%	14%	164
Never	11%	23%	8%	4%	7%	3%	28%	16%	228
North Country	9%	36%	6%	3%	10%	5%	20%	11%	52
Central / Lakes	9%	30%	3%	6%	4%	7%	25%	17%	96
Connecticut Valley	13%	24%	11%	2%	11%	0%	27%	12%	82
Mass Border	10%	31%	8%	6%	4%	3%	25%	15%	163
Seacoast	10%	27%	12%	3%	12%	1%	21%	14%	108
Manchester Area	14%	28%	5%	6%	6%	2%	28%	10%	97
First Cong. Dist	13%	28%	8%	4%	9%	3%	23%	13%	298
Second Cong. Dist	9%	30%	6%	5%	6%	2%	27%	15%	295