August 10, 2017

SUNUNU POPULAR IN NH; STATE IS HEADED IN RIGHT DIRECTION

By: Andrew E. Smith, Ph.D.
     Zachary S. Azem, M.A.
     Sean P. McKinley, M.A.

andrew.smith@unh.edu
603-862-2226
cola.unh.edu/survey-center

DURHAM, NH – A majority of New Hampshire residents approve of the job Chris Sununu is doing as governor. Nearly three in four Granite Staters feel the state is headed in the right direction, the highest percentage in a decade. A majority of New Hampshire residents continue to see drug abuse as the most important problem facing the state.

These findings are based on the latest **Granite State Poll***, conducted by the University of New Hampshire Survey Center. Five hundred and two (502) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 29 and August 8, 2017. The margin of sampling error for the survey is +/- 4.4 percent.

Gubernatorial Approval

Just seven months into his first term, a majority of Granite Staters approve of Governor Chris Sununu's job perfomance. Currently 62% approve of the job Sununu is doing, 16% disapprove, and 22% are neutral or unsure.

The percentage of respondents who approve of Sununu has increased each quarter, while the percentage who disapprove has remained relatively steady.

Gubernatorial Approval - Chris Sununu
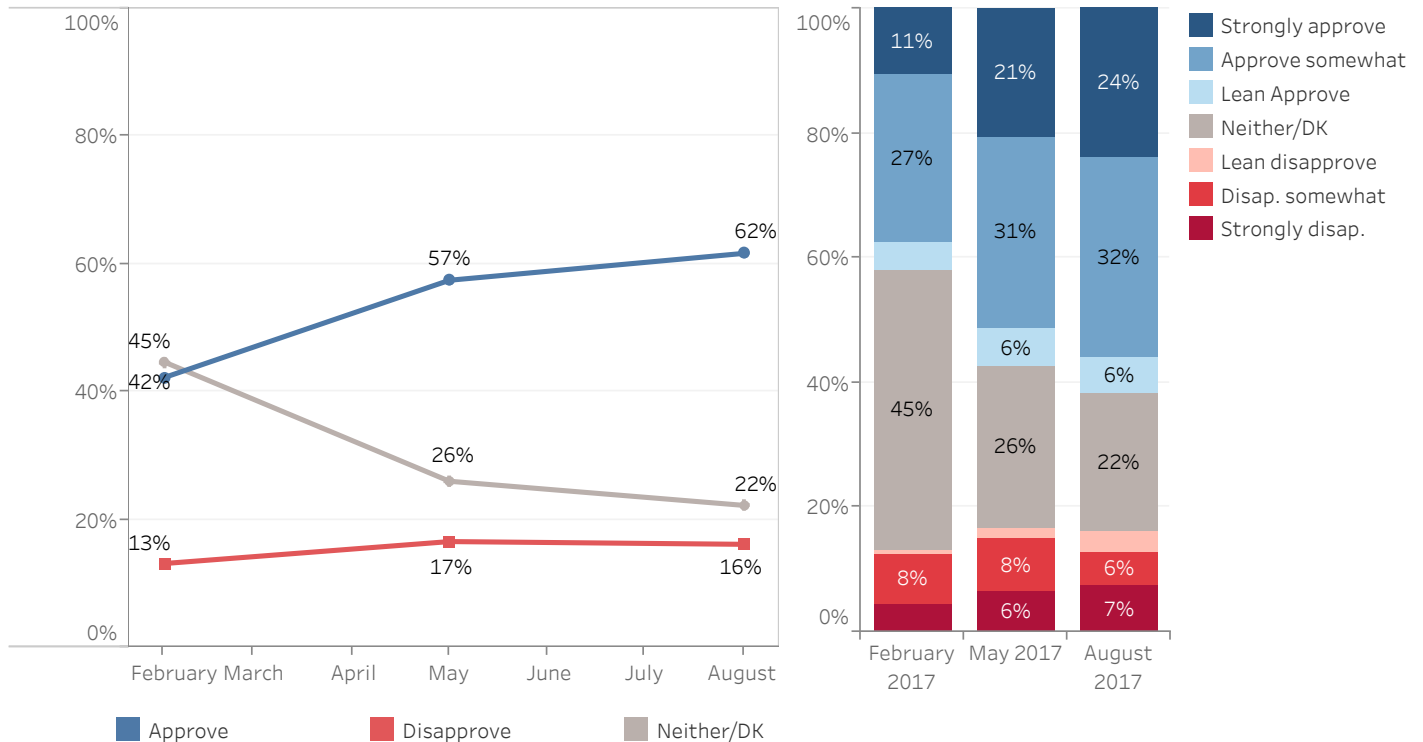
* We ask that this copyrighted information be referred to as *the Granite State Poll,* conducted by the University of New Hampshire Survey Center.

Sununu enjoys bipartisan job approval - three in four Republicans (76%) approve of the job Sununu's doing, while three in five (60%) Independents and half (50%) of Democrats approve.

Job Approval - Governor Chris Sununu - By Party Identification
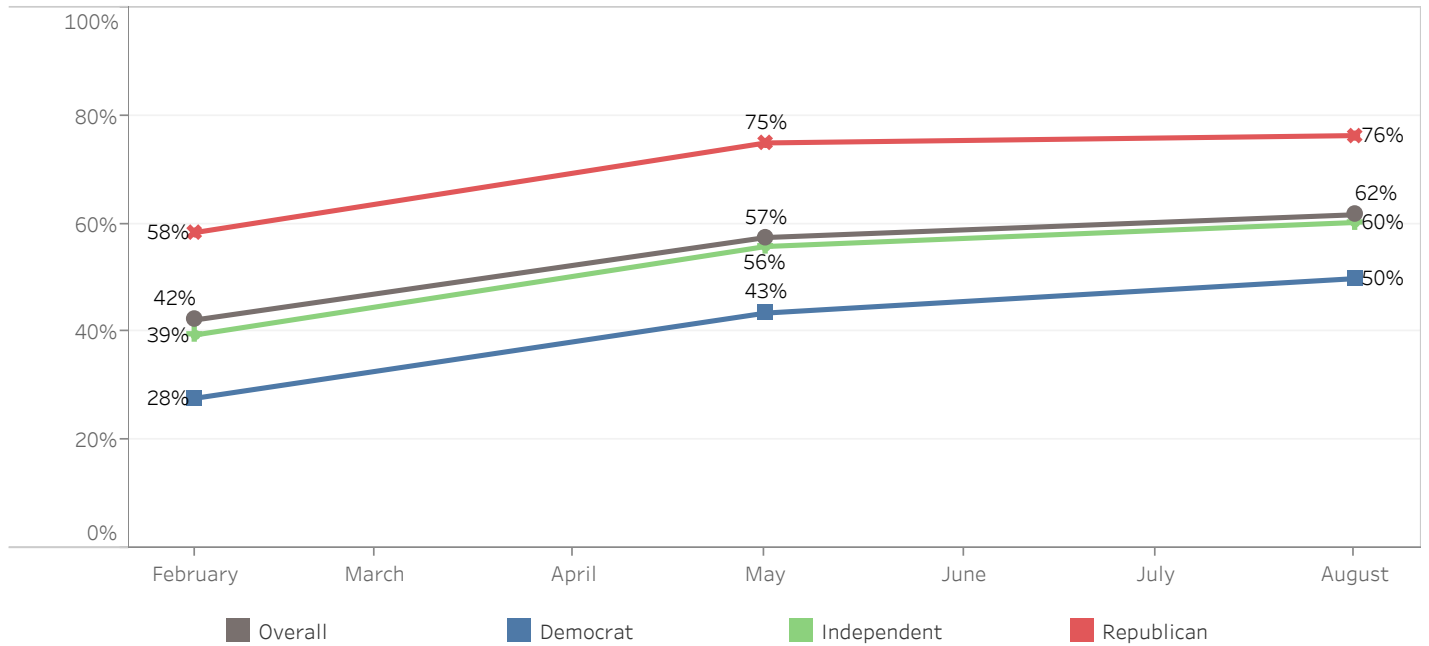
On a scale where "strongly approve" equals 7 and "strongly disapprove" equals 1, Sununu's approval score (5.0) in his third quarter has increased from February (4.6) and April (4.9) and is now similar to where John Lynch (5.1) and Maggie Hassan (4.9) were at this point in their governorships.

Gubernatorial Approval Score by Quarters Into Governorship -
Jeanne Shaheen, Craig Benson, John Lynch, Maggie Hassan, Chris Sununu
(7=Strongly Approve, 1= Strongly Disapprove)
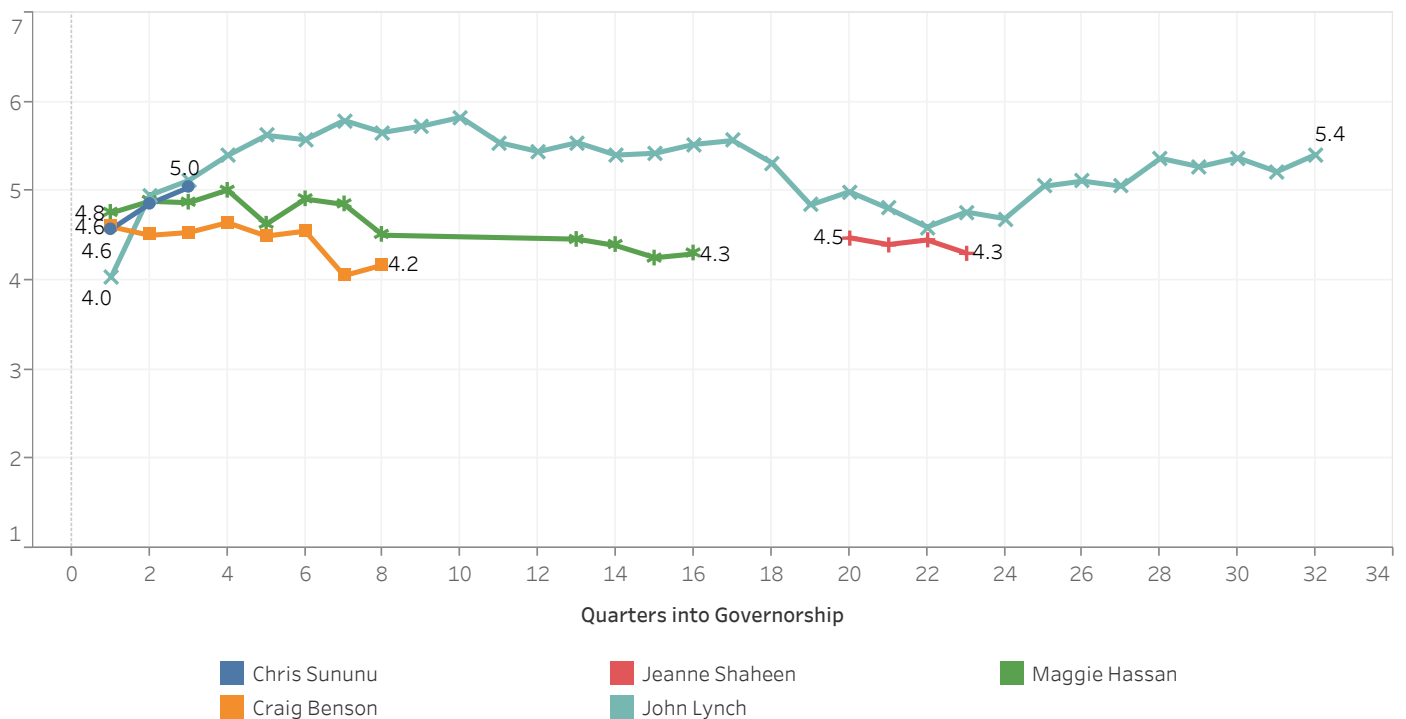
Right Direction or Wrong Track

A large majority of New Hampshire residents believe the state of New Hampshire is headed in the right direction. Currently, 75% of New Hampshire adults feel the state is heading in the right direction, only 15% think the state is seriously off on the wrong track, and 10% don't know or are unsure.

The percentage of Granite Staters who think the state is on the right track (75%) is the highest its been since July 2007. This feeling is bipartisan as majorities of Republicans (86%), Independents (72%), and Democrats (69%) say the state is headed in the right direction.

NH Heading in Right Direction or On Wrong Track?

Legend: Right Direction, Wrong Track
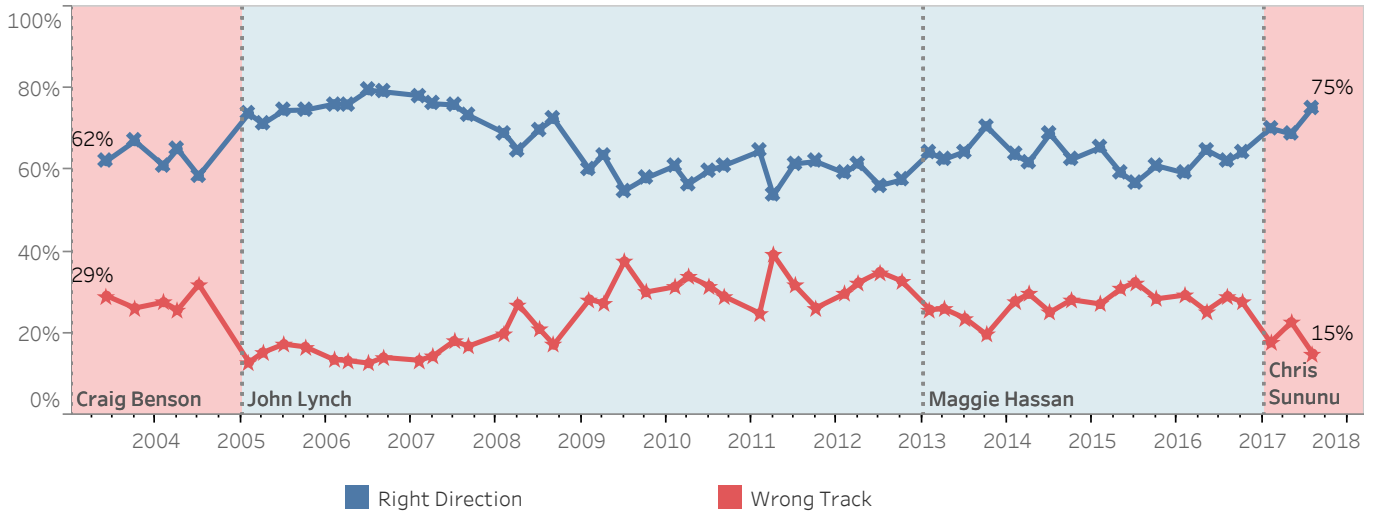
Most Important Problem Facing New Hampshire

Granite Staters remain very concerned with the drug crisis facing the state. More than half (55%) of New Hampshire adults cite drug misuse as the most important problem facing the state. Fourteen percent cite jobs or the economy, 6% cite health care and 5% cite education.

Legend: Drug Misuse, Education, Healthcare, Jobs/Economy, State Budget, Taxes
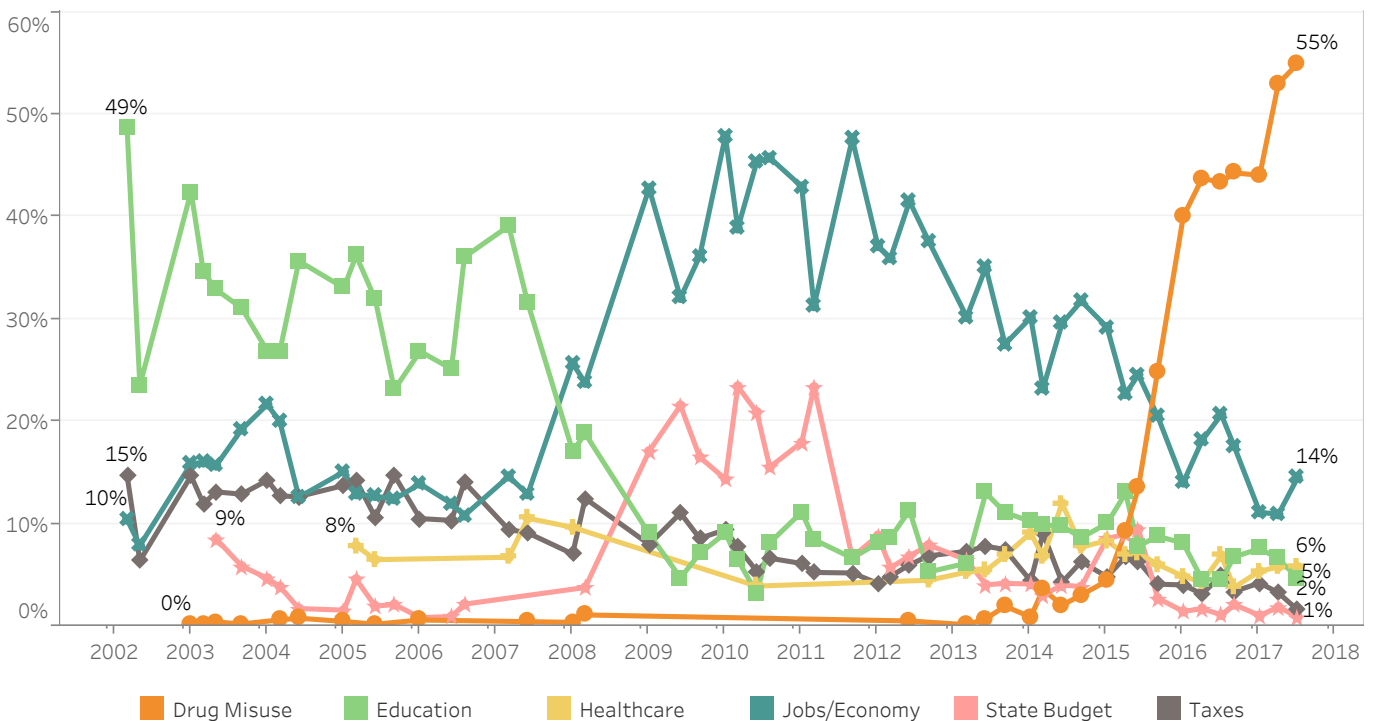
Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. Interviews were conducted by the UNH Survey Center with assistance from the University of North Florida Public Opinion Research Laboratory. Five hundred and two (502) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between July 29 and August 8, 2017. The margin of sampling error for the survey is +/- 4.4 percent. These MSE's have not been adjusted for design effect. The design effect for the survey is 1.4%.

The random sample used in the Granite State Poll was purchased from Marketing Systems Group (MSG), Horsham, PA. MSG screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, thereby reducing the amount of time interviewers spend calling non-usable numbers.

The data have been weighted to adjust for numbers of adults and telephone lines within households. Additionally, data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau. 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 not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

For more information about the methodology used in the Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

Granite State Poll, Summer 2017 Demographics

		N	%
Sex of Respondent	Female	257	51%
	Male	245	49%
Age of Respondent	18 to 34	130	27%
	35 to 49	116	24%
	50 to 64	148	30%
	65 and older	93	19%
Level of Education	High school or less	148	30%
	Technical school/Some college	190	38%
	College graduate	108	22%
	Postgraduate work	50	10%
Region of State	Central / Lakes	88	17%
	Connecticut Valley	70	14%
	Manchester Area	97	19%
	Mass Border	132	26%
	North Country	44	9%
	Seacoast	71	14%
Registered To Vote	Reg. Democrat	89	18%
	Reg. Undeclared/Not Reg.	288	58%
	Reg. Republican	115	23%
Party ID	Democrat	177	38%
	Independent	134	29%
	Republican	159	34%

Gubernatorial Approval

"Generally speaking, do you approve or disapprove of the way Chris Sununu is handling his job as governor?"

	Approve	Disapprove	Neither/DK	(N)
February 2017	42%	13%	45%	476
May 2017	57%	17%	26%	502
August 2017	62%	16%	22%	484

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?"

	Right direction	Wrong track	Don't Know	(N)		Right direction	Wrong track	Don't Know	(N)
June 2003	62%	29%	9%	510	February 2011	65%	25%	11%	517
October 2003	67%	26%	7%	485	April 2011	54%	39%	7%	491
February 2004	61%	28%	11%	500	July 2011	61%	32%	7%	503
April 2004	65%	26%	9%	530	October 2011	62%	26%	12%	544
July 2004	59%	32%	9%	503	February 2012	59%	30%	11%	517
February 2005	74%	13%	13%	535	April 2012	62%	32%	6%	532
April 2005	71%	15%	13%	488	July 2012	56%	35%	9%	577
July 2005	75%	17%	8%	494	October 2012	59%	32%	9%	622
October 2005	75%	17%	9%	502	February 2013	64%	26%	10%	573
February 2006	76%	14%	10%	495	April 2013	63%	26%	11%	497
April 2006	76%	13%	11%	501	July 2013	64%	24%	12%	509
July 2006	80%	13%	8%	497	October 2013	71%	20%	10%	645
September 2006	79%	14%	7%	509	February 2014	64%	28%	8%	570
February 2007	78%	13%	8%	524	April 2014	62%	30%	8%	505
April 2007	76%	14%	9%	506	July 2014	69%	25%	6%	656
July 2007	76%	18%	6%	500	October 2014	63%	28%	9%	666
September 2007	73%	17%	10%	507	February 2015	65%	27%	7%	501
February 2008	69%	20%	11%	547	May 2015	59%	31%	10%	562
April 2008	65%	27%	8%	491	July 2015	57%	33%	11%	522
July 2008	70%	21%	9%	514	October 2015	61%	28%	11%	581
September 2008	72%	17%	10%	535	February 2016	59%	29%	11%	669
February 2009	60%	28%	12%	605	May 2016	65%	25%	10%	593
April 2009	64%	27%	9%	497	August 2016	62%	29%	9%	517
July 2009	55%	38%	7%	557	October 2016	64%	28%	8%	890
October 2009	58%	30%	12%	496	February 2017	70%	18%	12%	496
February 2010	61%	31%	8%	490	May 2017	69%	23%	8%	510
April 2010	57%	34%	9%	503	August 2017	75%	15%	10%	500
July 2010	60%	32%	9%	496					
September 2010	61%	29%	10%	511					

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?"

	Drugs	Education	Health Care	Jobs/ Economy	State Budget	Taxes	Other/DK	(N)
April 2002		49%		10%		15%	26%	681
June 2002		24%		8%		6%	62%	677
February 2003	0%	42%		16%		15%	27%	644
April 2003	0%	35%		16%		12%	37%	499
June 2003	0%	33%		16%	9%	13%	29%	513
October 2003	0%	31%		19%	6%	13%	31%	490
February 2004		27%		22%	5%	14%	33%	502
April 2004	1%	27%		20%	4%	13%	36%	536
July 2004	1%	36%		13%	2%	13%	37%	505
February 2005	0%	33%		15%	2%	14%	36%	541
April 2005		36%	8%	13%	5%	14%	24%	487
July 2005	0%	32%	6%	13%	2%	11%	36%	496
October 2005		23%		12%	2%	15%	48%	503
February 2006	1%	27%		14%	1%	11%	47%	498
July 2006		25%		12%	1%	10%	52%	490
September 2006		36%		11%	2%	14%	37%	499
April 2007		39%	7%	15%		9%	30%	501
July 2007	0%	32%	11%	13%		9%	35%	488
February 2008	0%	17%	10%	26%		7%	40%	542
April 2008	1%	19%		24%	4%	12%	40%	496
February 2009		9%		43%	17%	8%	23%	607
July 2009		5%		32%	22%	11%	31%	551
October 2009		7%		36%	17%	9%	32%	494
February 2010		9%		48%	14%	9%	19%	486
April 2010		6%		39%	23%	8%	24%	504
July 2010		3%	4%	45%	21%	5%	21%	498
September 2010		8%		46%	16%	7%	24%	504
February 2011		11%		43%	18%	6%	22%	508
April 2011		8%		31%	23%	5%	32%	494
October 2011		7%		48%	7%	5%	34%	548
February 2012		8%		37%	9%	4%	42%	509
April 2012		9%		36%	6%	5%	45%	518
July 2012	0%	11%		42%	7%	6%	34%	541
October 2012		5%	4%	38%	8%	7%	38%	575
April 2013	0%	6%	5%	30%	6%	7%	45%	485
July 2013	1%	13%	5%	35%	4%	8%	34%	458
October 2013	2%	11%	7%	28%	4%	7%	41%	602
February 2014	1%	10%	9%	30%	4%	4%	41%	545
April 2014	4%	10%	7%	23%	3%	9%	44%	464
July 2014	2%	10%	12%	30%	4%	4%	38%	614
October 2014	3%	9%	8%	32%	4%	6%	39%	644

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?"

	Drugs	Education	Health Care	Jobs/ Economy	State Budget	Taxes	Other/DK	(N)
February 2015	4%	10%	8%	29%	9%	5%	35%	467
May 2015	9%	13%	7%	23%	9%	7%	32%	540
July 2015	14%	8%	7%	25%	9%	6%	31%	509
October 2015	25%	9%	6%	21%	3%	4%	33%	563
February 2016	40%	8%	5%	14%	1%	4%	28%	659
May 2016	44%	5%	4%	18%	2%	3%	24%	591
August 2016	43%	5%	7%	21%	1%	5%	19%	509
October 2016	44%	7%	4%	18%	2%	3%	22%	868
February 2017	44%	8%	5%	11%	1%	4%	27%	493
May 2017	53%	7%	6%	11%	2%	3%	19%	508
August 2017	55%	5%	6%	14%	1%	2%	18%	493

Gubernatorial Approval

		Approve	Disapprove	Neither/DK	(N)
STATEWIDE		62%	16%	22%	484
Registered To Vote	Reg. Democrat	42%	36%	23%	88
	Reg. Undeclared/Not Reg.	60%	14%	26%	272
	Reg. Republican	80%	7%	13%	115
Party ID	Democrat	50%	28%	22%	171
	Independent	60%	13%	27%	128
	Republican	76%	8%	16%	157
Ideology	Liberal	49%	32%	19%	106
	Moderate	63%	10%	26%	184
	Conservative	72%	12%	16%	137
Media Usage	Listen to Conserv. Radio	77%	2%	20%	43
	Listen to NHPR	58%	26%	16%	144
	Read Boston Globe	63%	24%	13%	37
	Read Local Newspapers	55%	20%	25%	153
	Read Union Leader	58%	16%	27%	78
	Watch WMUR	67%	13%	19%	251
Age of Respondent	18 to 34	46%	20%	34%	122
	35 to 49	80%	8%	13%	116
	50 to 64	62%	19%	20%	140
	65 and older	59%	19%	21%	91
Sex of Respondent	Female	60%	18%	23%	245
	Male	64%	15%	22%	239
Level of Education	High school or less	68%	10%	22%	141
	Technical school/Some college	64%	17%	19%	183
	College graduate	53%	16%	31%	103
	Postgraduate work	56%	29%	15%	50
Frequency Attend Relig. Service	Once a week or more	67%	12%	21%	91
	Once-twice a month	55%	20%	25%	33
	Few times a year	66%	15%	18%	129
	Never	58%	18%	24%	213
2016 Presidential Election Vote	Donald Trump	73%	9%	19%	158
	Hillary Clinton	51%	29%	20%	168
	Did Not Vote	62%	9%	29%	85
Gun Owner In Household	Gun Owner	68%	14%	19%	217
	Not Gun Owner	56%	19%	25%	245
Labor Union Member	Union household	51%	26%	23%	62
	Non union household	63%	15%	22%	414
Veteran/Active In Household	Active/Veteran Military	65%	10%	25%	120
	Not Active/Veteran Military	61%	18%	21%	358
Region of State	Central / Lakes	68%	20%	13%	85
	Connecticut Valley	54%	19%	28%	66
	Manchester Area	64%	15%	21%	93
	Mass Border	57%	18%	25%	129
	North Country	76%	8%	16%	42
	Seacoast	59%	13%	28%	68
Congressional District	First Cong. District	64%	17%	20%	263
	Second Cong. District	59%	15%	25%	221

N.H. Right Direction/Wrong Track

		Right Direction	Wrong Track	Don't Know	(N)
STATEWIDE		75%	15%	10%	500
Registered To Vote	Reg. Democrat	65%	22%	13%	88
	Reg. Undeclared/Not Reg.	75%	15%	10%	287
	Reg. Republican	84%	11%	6%	115
Party ID	Democrat	69%	22%	9%	176
	Independent	72%	13%	15%	134
	Republican	86%	12%	3%	158
Ideology	Liberal	66%	22%	12%	111
	Moderate	77%	14%	9%	187
	Conservative	82%	12%	7%	140
Media Usage	Listen to Conserv. Radio	83%	13%	4%	43
	Listen to NHPR	68%	21%	11%	145
	Read Boston Globe	74%	20%	6%	39
	Read Local Newspapers	73%	20%	6%	155
	Read Union Leader	67%	23%	10%	79
	Watch WMUR	78%	14%	7%	256
Age of Respondent	18 to 34	66%	19%	15%	130
	35 to 49	86%	8%	6%	116
	50 to 64	78%	15%	7%	146
	65 and older	71%	18%	10%	93
Sex of Respondent	Female	71%	18%	12%	255
	Male	80%	12%	8%	245
Level of Education	High school or less	80%	13%	7%	148
	Technical school/Some college	72%	17%	10%	190
	College graduate	77%	11%	12%	106
	Postgraduate work	70%	20%	10%	50
Frequency Attend Relig. Service	Once a week or more	78%	18%	4%	92
	Once-twice a month	77%	16%	7%	33
	Few times a year	80%	12%	8%	134
	Never	70%	16%	14%	220
2016 Presidential Election Vote	Donald Trump	84%	11%	6%	160
	Hillary Clinton	69%	21%	10%	170
	Did Not Vote	78%	10%	12%	88
Gun Owner In Household	Gun Owner	78%	16%	6%	222
	Not Gun Owner	72%	15%	13%	256
Labor Union Member	Union household	70%	18%	13%	63
	Non union household	76%	15%	9%	429
Veteran/Active In Household	Active/Veteran Military	77%	8%	14%	124
	Not Active/Veteran Military	75%	17%	8%	371
Region of State	Central / Lakes	74%	16%	10%	87
	Connecticut Valley	73%	19%	8%	70
	Manchester Area	76%	15%	9%	97
	Mass Border	68%	21%	11%	132
	North Country	90%	5%	5%	44
	Seacoast	81%	7%	12%	70
Congressional District	First Cong. District	77%	14%	9%	271
	Second Cong. District	73%	16%	10%	229

Most Important Problem Facing New Hampshire

		Drugs	Jobs/ Economy	Health Care	Education	Taxes	State Budget	Other/DK	(N)
STATEWIDE		55%	14%	6%	5%	2%	1%	18%	493
Registered To Vote	Reg. Democrat	48%	16%	3%	8%	0%	1%	23%	88
	Reg. Undeclared/Not Reg.	58%	12%	8%	3%	1%	1%	17%	282
	Reg. Republican	52%	19%	3%	6%	4%	0%	16%	115
Party ID	Democrat	56%	15%	4%	4%	0%	1%	21%	175
	Independent	55%	8%	13%	5%	2%	2%	14%	130
	Republican	58%	17%	3%	4%	3%	0%	16%	158
Ideology	Liberal	56%	11%	4%	9%		1%	21%	112
	Moderate	57%	20%	7%	3%	1%	2%	11%	183
	Conservative	51%	9%	7%	5%	4%	0%	23%	141
Media Usage	Listen to Conserv. Radio	59%	5%	5%	8%	7%		16%	43
	Listen to NHPR	51%	16%	5%	8%	1%	1%	18%	146
	Read Boston Globe	58%	20%	4%	8%	1%	1%	8%	40
	Read Local Newspapers	51%	22%	5%	2%	2%	1%	17%	155
	Read Union Leader	62%	11%	7%	4%	1%		15%	78
	Watch WMUR	55%	15%	5%	5%	1%	1%	17%	253
Age of Respondent	18 to 34	64%	8%	5%	5%	0%		18%	128
	35 to 49	50%	26%	4%	5%	0%	1%	13%	116
	50 to 64	55%	11%	9%	5%	2%	1%	17%	146
	65 and older	53%	15%	4%	2%	3%	1%	23%	91
Sex of Respondent	Female	52%	17%	10%	5%	0%	0%	16%	254
	Male	58%	12%	1%	4%	3%	2%	20%	239
Level of Education	High school or less	52%	16%	5%	4%	2%	1%	20%	145
	Technical school/Some college	56%	17%	5%	3%	1%		18%	188
	College graduate	59%	10%	10%	7%	2%	2%	10%	106
	Postgraduate work	50%	11%	3%	8%	1%	3%	24%	50
Frequency Attend Relig. Service	Once a week or more	54%	18%	6%	5%	2%	2%	13%	92
	Once-twice a month	51%	2%	15%	9%	4%	5%	15%	33
	Few times a year	59%	10%	5%	2%	1%	0%	22%	133
	Never	55%	17%	3%	6%	1%	0%	19%	218
2016 Presidential Election Vote	Donald Trump	57%	11%	3%	5%	4%	1%	19%	159
	Hillary Clinton	58%	16%	5%	5%	0%	1%	15%	170
	Did Not Vote	47%	21%	6%	4%	1%		20%	85
Gun Owner In Household	Gun Owner	54%	20%	5%	5%	2%	0%	14%	220
	Not Gun Owner	57%	10%	5%	4%	1%	2%	22%	254
Labor Union Member	Union household	59%	14%	3%	6%	1%	1%	17%	64
	Non union household	55%	15%	6%	4%	2%	1%	17%	424
Veteran/Active In Household	Active/Veteran Military	43%	20%	4%	4%	4%	2%	23%	121
	Not Active/Veteran Military	59%	13%	7%	5%	1%	0%	16%	369
Region of State	Central / Lakes	52%	11%	4%	8%	3%	1%	21%	86
	Connecticut Valley	46%	24%	8%	3%	2%	1%	17%	70
	Manchester Area	63%	9%	6%	4%	1%		18%	95
	Mass Border	55%	18%	4%	4%	1%	1%	17%	130
	North Country	61%	13%	1%	5%	3%		16%	43
	Seacoast	54%	13%	10%	3%	2%	3%	15%	70
Congressional District	First Cong. District	55%	14%	5%	4%	2%	1%	19%	266
	Second Cong. District	55%	16%	7%	5%	1%	0%	16%	227