

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

July 13, 2011

### NEW HAMPSHIRE A GREAT PLACE TO LIVE

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DURHAM, NH – Granite Staters say that the State of New Hampshire is an excellent place to live, and give high ratings to the public safety and the environment. Ratings of the quality of their local schools are much lower.

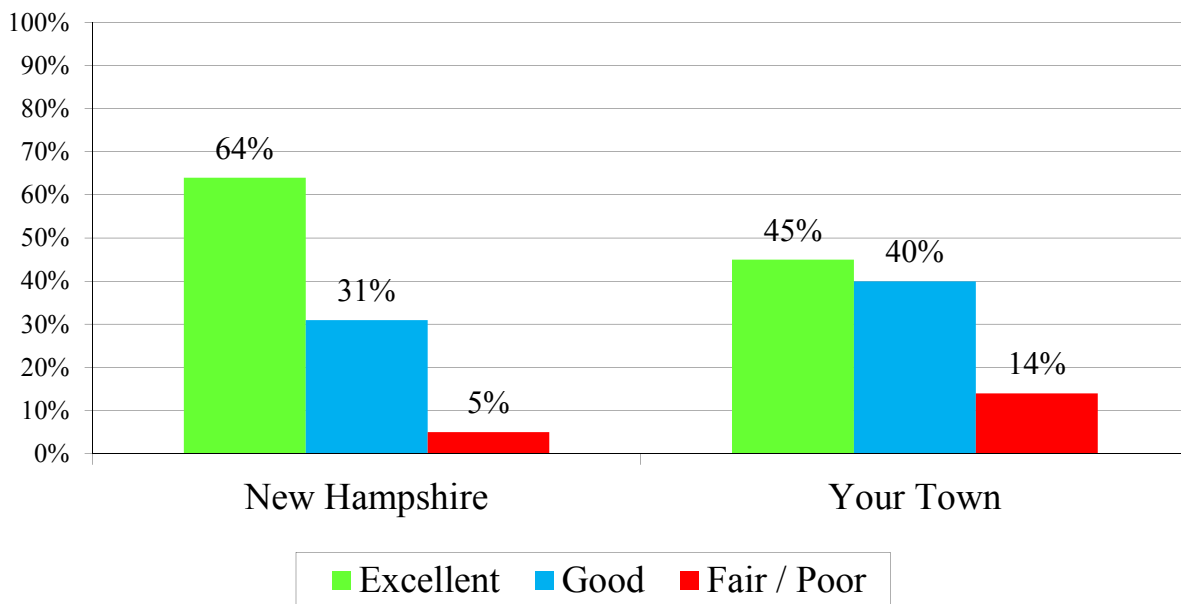
These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred sixteen (516) randomly selected New Hampshire adults were interviewed by telephone between June 21 and July 1, 2011. The margin of sampling error for the survey is +/- 4.3 percent.

### A Great Place to Live

New Hampshire is consistently rated one of the best states in the U.S. to live, and New Hampshire residents know this as well. Almost two-thirds of New Hampshire adults (64%) say that New Hampshire is an excellent place to live, 31% think it is a good place to live, and only 5% say it is either a fair or poor place to live. People are less likely to say that their town is as nice as the state as a whole – 45% think their town is an excellent place to live, 50% think it is a good place to live, and 14% think it is an only fair or poor place to live.

There are remarkably few demographic differences in perception of New Hampshire or one's town as a place to live. Republicans, Tea Party supporters, and regular church goers are most likely to think that New Hampshire is an excellent place to live.

Rate New Hampshire / Your Town as a Place to Live



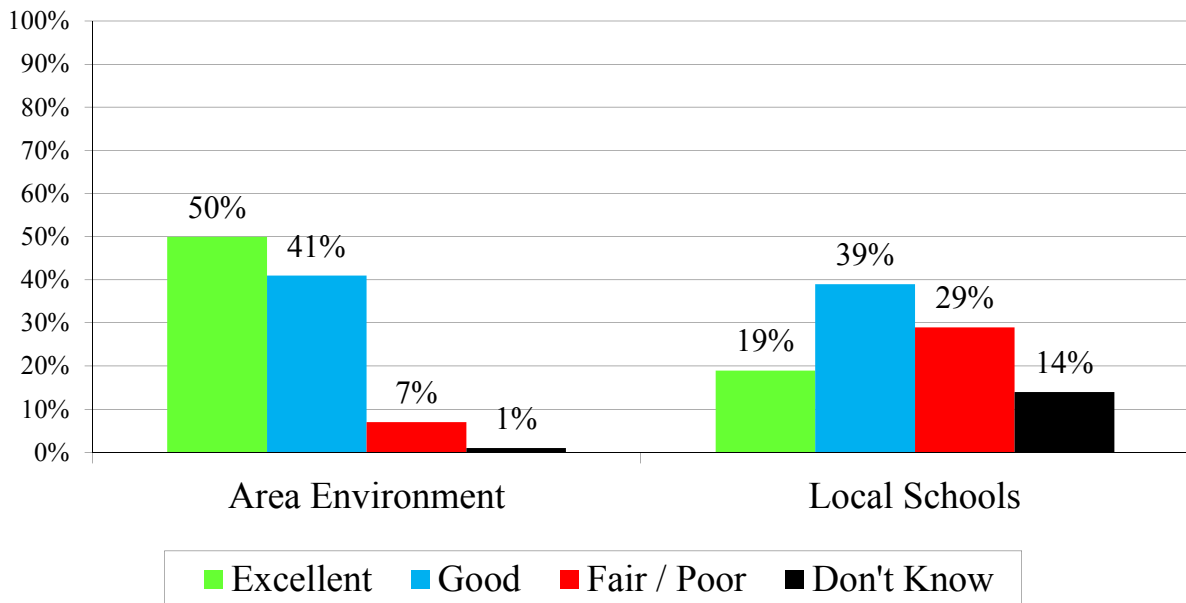
\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

## Environment & Schools

When it comes to understanding why people think New Hampshire is a great place to live, New Hampshire's environment is seen as much better than things such as schools. Half of New Hampshire adults think that the quality of the environment in their local area is excellent, 41% think that it is good, 7% think it is fair or poor, and 1% are not sure. People living in the North Country and the Connecticut River valley are most likely to say they quality of the environment in their area is excellent, while residents of the Manchester area are most likely to give their area lower environmental quality ratings.

Turning to the quality of education provided by their local schools, only 19% think their local schools are doing an excellent job, 39% think they are doing a good job, 21% think they are only doing a fair job, 8% think they are doing a poor job, and 14% are not sure. People with a union member living in their households and people who have lived in New Hampshire for 10 years or less are most likely to say their local schools are doing an excellent job and people living in the North Country and in the central part of the state are most likely to say their local schools are doing only a fair or poor job.

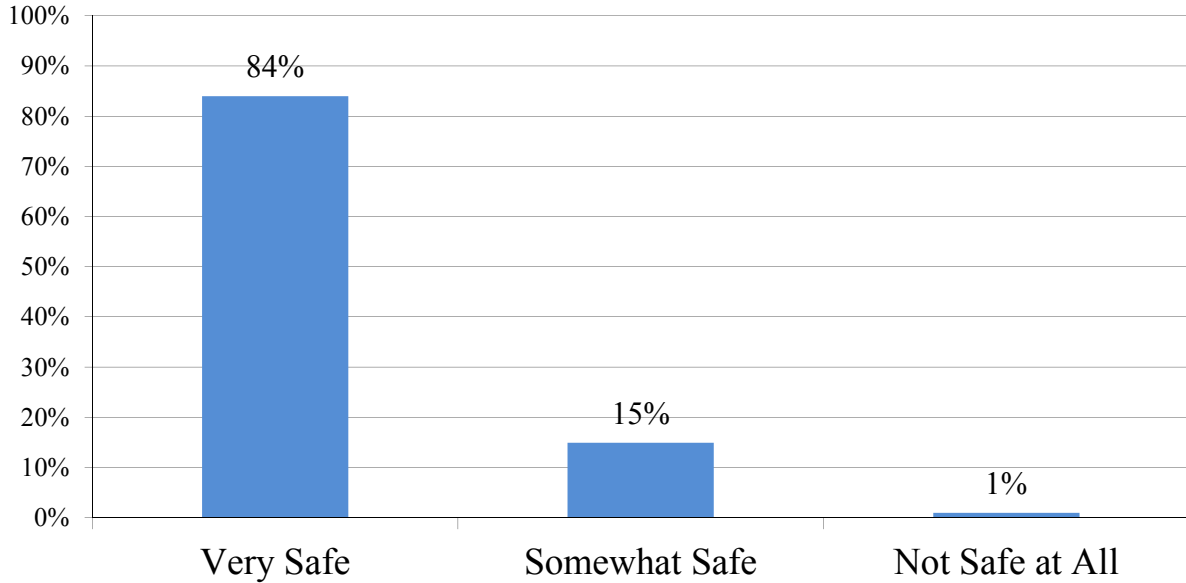
**Rate Area Environment / Local Schools**



## Public Safety

New Hampshire also gets high ratings for being a safe place to live, and New Hampshire residents agree with that assessment. Eighty-four percent of New Hampshire adults say they feel very safe in their neighborhood at night, 15% feel somewhat safe, and only 1% say they do not feel safe at all. People with lower levels of income and education are least likely to say they feel very safe at night in their neighborhood, but almost three-quarters of people in these groups say they feel very safe at night.

### How Safe Feel Out at Night in Neighborhood



### 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 sixteen (516) randomly selected New Hampshire adults were interviewed by telephone between June 21 and July 1, 2011. 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.

“Overall, how would you rate New Hampshire as a place to live? Would you rate it as excellent ... good ... fair ... or poor?”

	<u>July '11</u>
EXCELLENT	64%
GOOD	31%
FAIR	4%
POOR	1%
DON'T KNOW/NOT SURE	*
(N=)	(515)

“How would you rate your town or city as a place to live? Would you rate it as excellent ... good ... fair ... or poor?”

	<u>July '11</u>
EXCELLENT	45%
GOOD	40%
FAIR	11%
POOR	3%
DON'T KNOW/NOT SURE	0%
(N=)	(515)

“How would you rate the quality of the environment in your area? Would you rate it as excellent ... good ... fair ... or poor?”

	<u>July '11</u>
EXCELLENT	50%
GOOD	41%
FAIR	6%
POOR	1%
DON'T KNOW/NOT SURE	1%
(N=)	(514)

“How would you rate the job your local schools are doing? Would you rate it as excellent ... good ... fair ... or poor?”

	<u>July '11</u>
EXCELLENT	19%
GOOD	39%
FAIR	21%
POOR	8%
DON'T KNOW/NOT SURE	14%
(N=)	(513)

“How safe do you feel in your neighborhood at night? Would you say very safe ... somewhat safe ... or not safe at all?”

	<u>July '11</u>
VERY SAFE	84%
SOMEWHAT SAFE	15%
NOT SAFE AT ALL	1%
DON'T KNOW/NOT SURE	*
(N=)	(515)

### New Hampshire as a Place to Live

	<u>Excellent</u> 64%	<u>Good</u> 31%	<u>Fair</u> 4%	<u>Poor</u> 1%	<u>Don't Know</u> 0%	<u>(N=)</u> 515
<b>STATEWIDE</b>						
Registered Democrat	64%	31%	5%	0%	0%	135
Registered Undeclared	64%	31%	4%	1%	0%	208
Registered Republican	73%	26%	2%	0%	0%	123
Democrat	60%	35%	5%	1%	0%	216
Independent	53%	40%	5%	2%	0%	88
Republican	73%	23%	4%	0%	0%	199
Liberal	58%	35%	6%	1%	0%	120
Moderate	66%	31%	3%	0%	0%	211
Conservative	67%	26%	5%	1%	0%	153
Support Tea Party	74%	22%	2%	1%	0%	137
Neutral	64%	29%	6%	0%	0%	184
Oppose Tea Party	57%	39%	3%	1%	0%	184
Union household	60%	35%	5%	0%	0%	90
Non-union	64%	31%	4%	1%	0%	417
Read Union Leader	69%	28%	2%	1%	0%	146
Read Boston Globe	69%	26%	4%	0%	0%	92
Watch WMUR	66%	30%	4%	1%	0%	340
Listen to NHPR	69%	28%	3%	0%	0%	182
10 yrs. or less in NH	58%	35%	6%	1%	0%	74
11 to 20 years	60%	34%	7%	0%	0%	82
More than 20 years	66%	30%	3%	1%	0%	346
18 to 34	64%	33%	2%	1%	0%	60
35 to 49	55%	36%	9%	0%	0%	125
50 to 64	66%	30%	3%	0%	0%	176
65 and over	69%	27%	2%	1%	0%	132
Male	68%	27%	4%	0%	0%	256
Female	60%	34%	4%	1%	0%	259
High school or less	57%	33%	9%	1%	0%	116
Some college	63%	32%	3%	2%	0%	122
College graduate	69%	27%	4%	0%	0%	147
Post graduate	64%	34%	2%	0%	0%	125
Less than \$30K	53%	36%	7%	4%	0%	57
\$30K to \$60K	66%	29%	5%	0%	1%	72
\$60K to \$75K	64%	33%	1%	2%	0%	44
\$75K to \$100K	65%	35%	0%	0%	0%	57
\$100K or more	68%	28%	3%	0%	0%	111
Attend services 1 or more/week	75%	21%	3%	1%	0%	122
1 2 times a month	67%	28%	5%	0%	0%	55
Less often	61%	34%	5%	0%	0%	133
Never	57%	37%	4%	1%	0%	186
North Country	72%	24%	4%	0%	0%	46
Central / Lakes	64%	32%	4%	0%	0%	95
Connecticut Valley	53%	37%	6%	3%	1%	72
Mass Border	70%	29%	2%	0%	0%	129
Seacoast	56%	38%	5%	2%	0%	95
Manchester Area	72%	22%	6%	0%	0%	77
First Cong. Dist.	60%	34%	5%	1%	0%	247
Second Cong. Dist.	68%	28%	4%	1%	0%	265

**Town or City as a Place to Live**

	<u>Excellent</u>	<u>Good</u>	<u>Fair</u>	<u>Poor</u>	<u>Don't Know</u>	<u>(N=)</u>
<b>STATEWIDE</b>	<b>45%</b>	<b>40%</b>	<b>11%</b>	<b>3%</b>	<b>0%</b>	<b>515</b>
Registered Democrat	55%	32%	10%	4%	0%	135
Registered Undeclared	40%	43%	13%	4%	0%	208
Registered Republican	49%	39%	12%	1%	0%	123
Democrat	45%	38%	12%	4%	1%	216
Independent	45%	44%	8%	4%	0%	88
Republican	46%	41%	12%	1%	0%	199
Liberal	49%	37%	11%	3%	0%	120
Moderate	43%	42%	12%	3%	0%	211
Conservative	46%	39%	12%	3%	0%	153
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Neutral	44%	42%	13%	0%	1%	184
Oppose Tea Party	45%	41%	9%	5%	0%	184
Union household	45%	45%	9%	2%	0%	90
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Read Union Leader	48%	38%	12%	2%	0%	146
Read Boston Globe	53%	34%	10%	3%	0%	92
Watch WMUR	42%	42%	13%	3%	0%	340
Listen to NHPR	52%	36%	9%	3%	0%	182
10 yrs. or less in NH	55%	32%	12%	1%	0%	74
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18 to 34	31%	50%	17%	0%	2%	60
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50 to 64	46%	40%	10%	4%	0%	176
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\$75K to \$100K	40%	49%	7%	4%	0%	57
\$100K or more	50%	36%	11%	3%	0%	111
Attend services 1 or more/week	47%	45%	7%	1%	0%	122
1 2 times a month	55%	26%	16%	4%	0%	55
Less often	46%	38%	11%	3%	1%	133
Never	42%	41%	12%	4%	0%	186
North Country	51%	34%	9%	5%	0%	46
Central / Lakes	45%	40%	14%	1%	0%	95
Connecticut Valley	50%	38%	9%	4%	0%	72
Mass Border	44%	45%	8%	3%	0%	129
Seacoast	44%	39%	12%	4%	2%	95
Manchester Area	42%	38%	17%	3%	0%	77
First Cong. Dist.	44%	40%	13%	3%	1%	247
Second Cong. Dist.	46%	40%	10%	4%	0%	265

### Quality of the Environment in Area

	<u>Excellent</u> 50%	<u>Good</u> 41%	<u>Fair</u> 6%	<u>Poor</u> 1%	<u>Don't Know</u> 1%	<u>(N=)</u> 514
<b>STATEWIDE</b>						
Registered Democrat	47%	44%	7%	0%	2%	134
Registered Undeclared	51%	39%	6%	2%	1%	208
Registered Republican	59%	39%	2%	0%	1%	123
Democrat	51%	42%	5%	1%	1%	215
Independent	48%	39%	8%	3%	1%	88
Republican	51%	41%	5%	1%	1%	199
Liberal	43%	50%	5%	1%	1%	120
Moderate	52%	39%	6%	1%	1%	210
Conservative	53%	40%	5%	1%	1%	153
Support Tea Party	61%	32%	5%	1%	2%	137
Neutral	49%	41%	8%	2%	1%	184
Oppose Tea Party	45%	48%	5%	1%	1%	183
Union household	48%	49%	1%	2%	0%	90
Non-union	51%	40%	7%	1%	1%	416
Read Union Leader	55%	36%	6%	1%	1%	146
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10 yrs. or less in NH	56%	32%	6%	2%	4%	74
11 to 20 years	53%	41%	6%	0%	0%	81
More than 20 years	49%	44%	6%	2%	1%	346
18 to 34	48%	39%	13%	0%	0%	60
35 to 49	49%	42%	5%	3%	1%	125
50 to 64	56%	39%	4%	0%	1%	176
65 and over	45%	46%	5%	2%	2%	131
Male	54%	38%	5%	2%	1%	256
Female	47%	44%	7%	1%	1%	258
High school or less	42%	43%	10%	3%	3%	116
Some college	55%	39%	3%	2%	1%	122
College graduate	55%	39%	6%	0%	0%	147
Post graduate	48%	45%	6%	1%	1%	124
Less than \$30K	46%	38%	13%	3%	0%	57
\$30K to \$60K	50%	40%	9%	0%	2%	72
\$60K to \$75K	47%	51%	1%	0%	0%	44
\$75K to \$100K	49%	50%	1%	0%	0%	57
\$100K or more	49%	44%	5%	0%	1%	111
Attend services 1 or more/week	51%	42%	6%	0%	0%	122
1 2 times a month	63%	33%	4%	0%	0%	55
Less often	51%	43%	5%	1%	0%	133
Never	45%	43%	6%	3%	3%	185
North Country	77%	20%	4%	0%	0%	46
Central / Lakes	46%	44%	6%	1%	3%	95
Connecticut Valley	58%	37%	4%	1%	0%	72
Mass Border	48%	45%	4%	1%	2%	129
Seacoast	44%	47%	6%	3%	0%	94
Manchester Area	43%	42%	12%	2%	1%	77
First Cong. Dist.	48%	42%	7%	2%	1%	246
Second Cong. Dist.	53%	40%	6%	0%	1%	265

### Quality of Local Schools

	<u>Excellent</u> 19%	<u>Good</u> 39%	<u>Fair</u> 21%	<u>Poor</u> 8%	<u>Don't Know</u> 14%	<u>(N=)</u> 513
<b>STATEWIDE</b>						
Registered Democrat	26%	43%	12%	7%	12%	135
Registered Undeclared	16%	37%	24%	8%	13%	206
Registered Republican	17%	39%	26%	7%	11%	123
Democrat	24%	39%	18%	6%	13%	215
Independent	15%	41%	20%	6%	18%	86
Republican	16%	39%	23%	10%	13%	199
Liberal	23%	35%	19%	8%	14%	119
Moderate	20%	43%	20%	6%	11%	211
Conservative	16%	35%	23%	9%	16%	152
Support Tea Party	16%	35%	25%	11%	12%	136
Neutral	19%	43%	19%	6%	14%	184
Oppose Tea Party	21%	37%	19%	8%	15%	184
Union household	29%	40%	15%	7%	9%	88
Non-union	17%	39%	21%	8%	15%	416
Read Union Leader	20%	41%	21%	7%	10%	146
Read Boston Globe	25%	35%	21%	9%	11%	92
Watch WMUR	19%	43%	20%	6%	11%	339
Listen to NHPR	22%	39%	18%	6%	14%	182
10 yrs. or less in NH	30%	21%	14%	8%	27%	73
11 to 20 years	10%	39%	32%	6%	14%	82
More than 20 years	20%	43%	19%	8%	11%	344
18 to 34	18%	28%	32%	7%	14%	60
35 to 49	26%	39%	15%	9%	11%	124
50 to 64	17%	40%	21%	8%	13%	176
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\$75K to \$100K	19%	55%	15%	4%	8%	56
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Attend services 1 or more/week	21%	42%	23%	6%	8%	122
1 2 times a month	24%	45%	14%	3%	13%	55
Less often	18%	42%	22%	7%	11%	131
Never	18%	32%	20%	11%	19%	186
North Country	11%	38%	29%	14%	8%	45
Central / Lakes	13%	38%	28%	10%	11%	95
Connecticut Valley	23%	32%	22%	9%	14%	71
Mass Border	21%	45%	17%	4%	13%	129
Seacoast	21%	35%	17%	9%	18%	95
Manchester Area	21%	41%	17%	5%	17%	77
First Cong. Dist.	18%	42%	16%	8%	15%	246
Second Cong. Dist.	20%	35%	25%	7%	12%	265



### How Safe Do You Feel In Your Neighborhood At Night

	<u>Very Safe</u> 84%	<u>Somewhat Safe</u> 15%	<u>Not Safe At All</u> 1%	<u>DK</u> 0%	<u>(N)</u> 515
<b>STATEWIDE</b>					
Registered Democrat	83%	15%	2%	0%	135
Registered Undeclared	84%	15%	1%	1%	208
Registered Republican	88%	12%	0%	0%	123
Democrat	85%	14%	1%	0%	216
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Union household	90%	9%	0%	0%	90
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50 to 64	90%	10%	0%	0%	176
65 and over	79%	20%	1%	0%	132
Male	85%	14%	1%	1%	256
Female	82%	17%	1%	0%	259
High school or less	73%	25%	1%	1%	116
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