



University of  
New Hampshire

# THE WMUR GRANITE STATE POLL



October 7, 2015

## GRANITE STATERS SAY DRUG CRISIS IS MOST IMPORTANT PROBLEM IN THE STATE

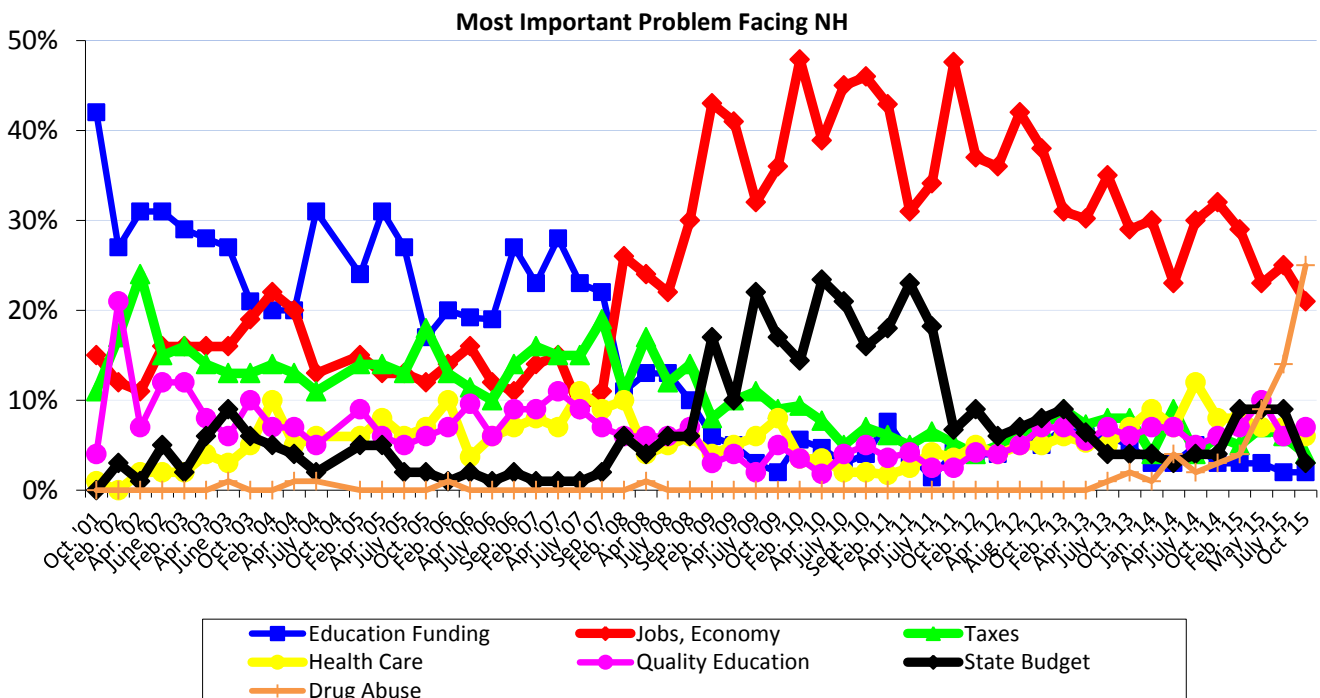
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[www.unh.edu/survey-center](http://www.unh.edu/survey-center)

DURHAM, NH – One quarter of New Hampshire adults believe that drug abuse is the most important problem facing the state. A majority of Granite Staters say state and local governments should be spending more to combat heroin abuse, and nearly half say they know someone who has abused heroin.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and eighty-seven (587) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%).

### Most Important Problem Facing New Hampshire

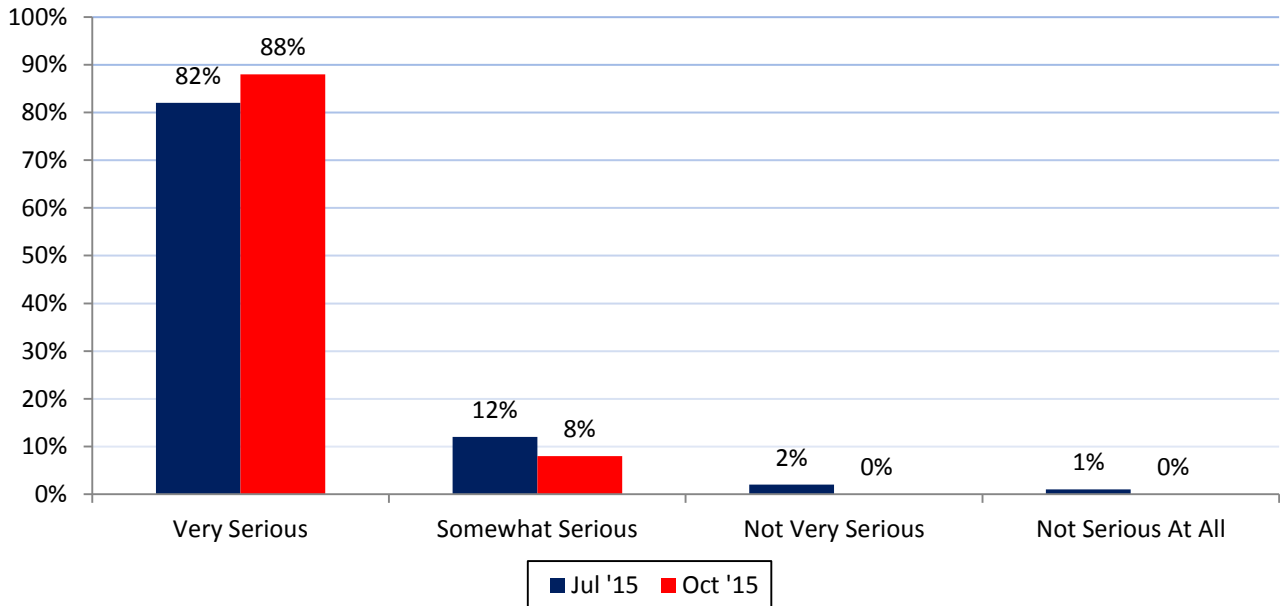
For the first time in nearly eight years, a plurality of Granite Staters think that something other than jobs and the economy is the most important problem facing the state. Currently, 25% of New Hampshire adults cite drug abuse as the most important problem facing the state, followed by jobs and the economy (21%), education (9%), health care (6%), taxes (4%) and the state budget (3%). At this point last year just 3% of New Hampshire residents cited drug abuse as the most important problem.



\* 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.

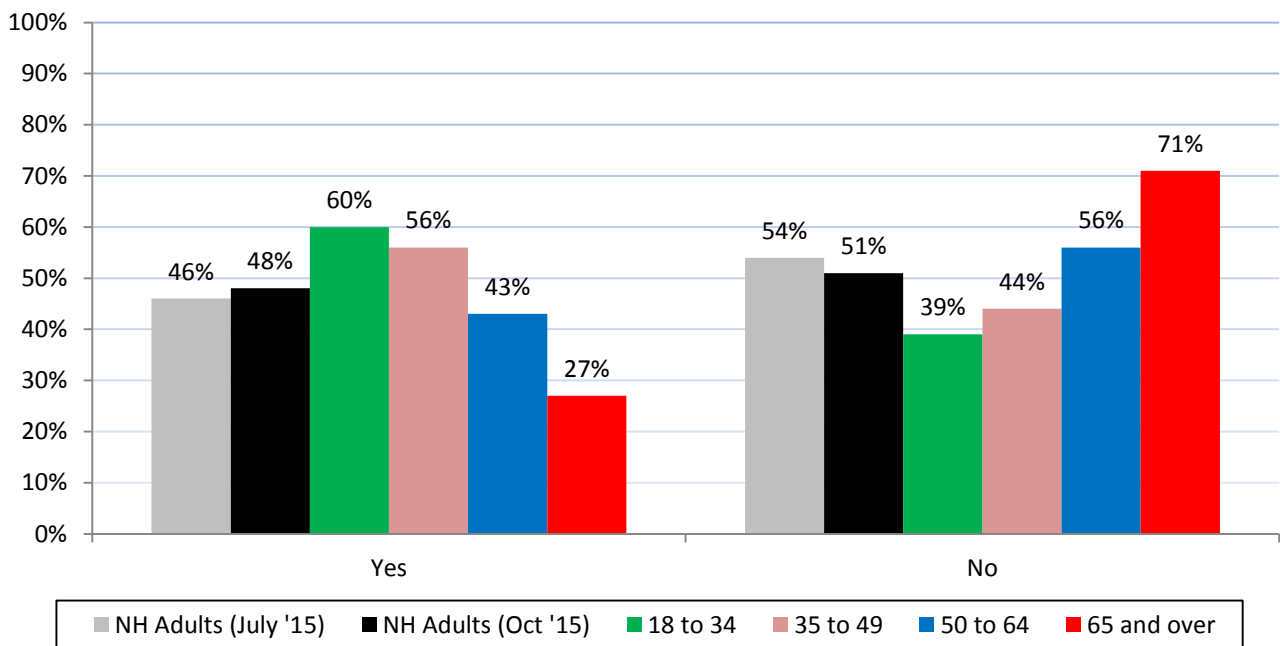
### Seriousness of Heroin Problem in New Hampshire

Overdoses and deaths from heroin have gone up dramatically in New Hampshire recently and the families of victims have been increasingly vocal and public about this problem. Even candidates for president have addressed this issue during visits to the state. There is growing concern about drug abuse as 88% of Granite State adults say that heroin abuse is a very serious problem in New Hampshire, and 8% say it is somewhat serious. The percentage saying heroin abuse is a very serious problem has increased 6 percentage points since July.



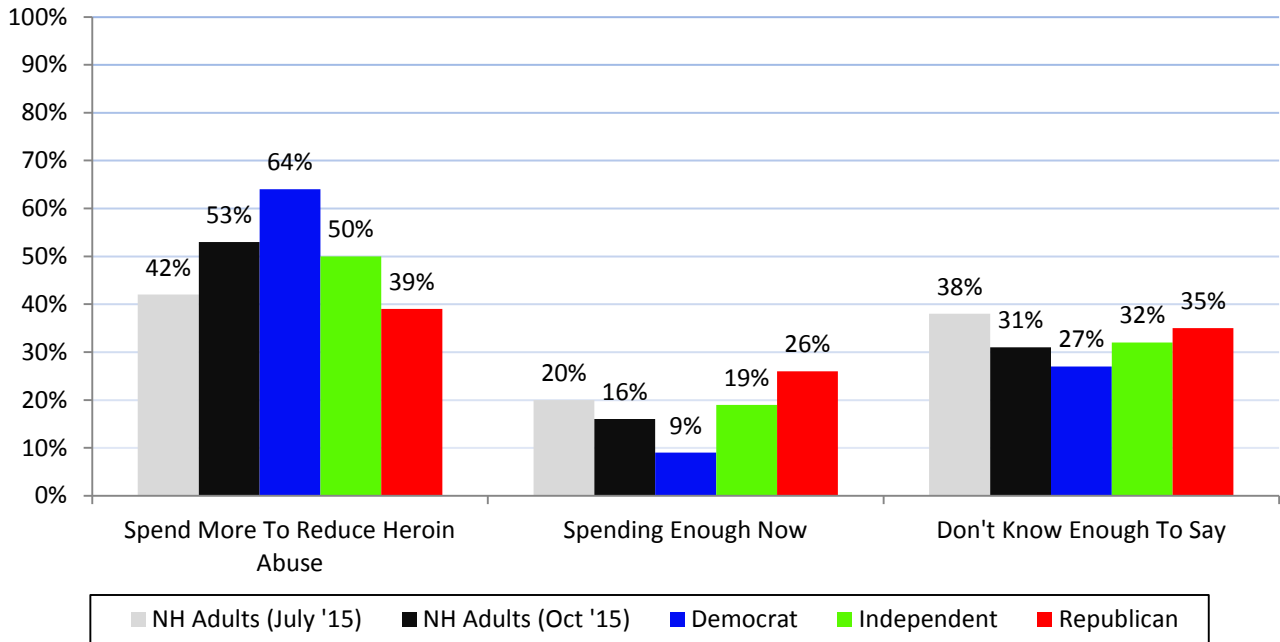
### Know Someone Who Has Abused Heroin

Furthermore, 48% of New Hampshire residents say they personally know someone who has abused heroin in the past 5 years. Younger residents are more likely to know someone who has abused heroin than older residents as nearly three in five (60%) adults under 35 say they personally know someone who has abused heroin in the past 5 years. This measure is unchanged since July.



### Should State and Local Governments Spend More To Reduce Heroin Abuse?

When asked whether or not state and local governments should be spending more on programs to combat heroin abuse, a majority (53%) believe the government should spend more, 16% believe we are spending enough now and 31% don't know enough to say. Democrats (64%) are more likely to say the government should spend more to reduce heroin abuse than Independents (50%) or Republicans (39%). The percentage of residents who believe the government should spend more has increased 11 points since July.



### 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 and eighty-seven (587) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between September 24 and October 2, 2015. The margin of sampling error for the survey is +/- 4.0 percent. Included were five hundred and nineteen (519) likely 2016 general election voters (MSE = +/- 4.3%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.1% and 1.1% for the sample of likely 2016 general election voters.

The random sample used in the WMUR 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, 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, 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 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 WMUR Granite State Poll, contact Dr. Andrew Smith at (603) 862-2226 or by email at [andrew.smith@unh.edu](mailto:andrew.smith@unh.edu).

### Granite State Poll, Fall 2015 Demographics

<b>Sex</b>	<b>N</b>	<b>%</b>	<b>Region</b>	<b>N</b>	<b>%</b>
Male	<b>287</b>	<b>49%</b>	North Country	<b>56</b>	<b>9%</b>
Female	<b>300</b>	<b>51%</b>	Central/Lakes	<b>103</b>	<b>18%</b>
			Connecticut Valley	<b>81</b>	<b>14%</b>
<b>Age</b>	<b>N</b>	<b>%</b>	Mass Border	<b>156</b>	<b>27%</b>
18 to 34	<b>147</b>	<b>27%</b>	Seacoast	<b>107</b>	<b>18%</b>
35 to 49	<b>147</b>	<b>27%</b>	Manchester Area	<b>84</b>	<b>14%</b>
50 to 64	<b>161</b>	<b>29%</b>			
65 and Over	<b>99</b>	<b>18%</b>	<b>Party Registration</b>	<b>N</b>	<b>%</b>
			Democrat	<b>128</b>	<b>27%</b>
<b>Highest Level of Education</b>	<b>N</b>	<b>%</b>	Undeclared	<b>226</b>	<b>48%</b>
High School or Less	<b>91</b>	<b>16%</b>	Republican	<b>116</b>	<b>25%</b>
Some College	<b>143</b>	<b>25%</b>			
College Graduate	<b>213</b>	<b>37%</b>	<b>Party Identification</b>	<b>N</b>	<b>%</b>
Post-Graduate	<b>125</b>	<b>22%</b>	Democrat	<b>235</b>	<b>42%</b>
			Independent	<b>127</b>	<b>23%</b>
<b>Years Lived in NH</b>	<b>N</b>	<b>%</b>	Republican	<b>194</b>	<b>35%</b>
10 yrs. Or less	<b>85</b>	<b>15%</b>			
11-20 yrs.	<b>139</b>	<b>25%</b>			
> 20 yrs.	<b>341</b>	<b>60%</b>			

### 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>State Budget</u>	<u>Drugs</u>	<u>Other/ DK</u>	<u>(N=)</u>
Oct '15	21%	2%	4%	6%	7%	3%	25%	33%	(563)
July '15	25%	2%	6%	7%	6%	9%	14%	31%	(509)
May '15	23%	3%	7%	7%	10%	9%	9%	32%	(540)
Feb. '15	29%	3%	5%	8%	7%	9%	4%	35%	(467)
Oct. '14	32%	3%	6%	8%	6%	4%	3%	39%	(644)
July '14	30%	5%	4%	12%	5%	4%	2%	39%	(614)
Apr. '14	23%	3%	9%	7%	7%	3%	4%	44%	(464)
Jan. '14	30%	3%	4%	9%	7%	4%	1%	39%	(545)
Oct. '13	29%	5%	8%	7%	6%	4%	2%	37%	(599)
July '13	35%	6%	8%	5%	7%	4%	1%	33%	(458)
Apr. '13	30%	6%	7%	5%	6%	6%	*	40%	(485)
Feb. '13	31%	7%	9%	6%	6%	9%	0%	30%	(564)
Oct. '12	38%	5%	7%	5%	7%	8%	*	24%	(575)
Aug. '12	42%	6%	6%	5%	5%	7%	*	23%	(541)
Apr. '12	36%	4%	5%	4%	4%	6%	0%	31%	(518)
Feb. '12	37%	4%	4%	5%	4%	9%	0%	27%	(509)
Oct. '11	48%	4%	5%	4%	3%	7%	0%	21%	(548)
July '11	34%	1%	6%	4%	3%	18%	0%	28%	(512)
Apr. '11	31%	4%	5%	3%	4%	23%	0%	22%	(494)
Feb. '11	43%	8%	6%	2%	4%	18%	0%	18%	(508)
Sept. '10	46%	4%	7%	2%	5%	16%	0%	21%	(504)
July '10	45%	3%	5%	2%	4%	21%	0%	17%	(498)
Apr. '10	39%	5%	8%	4%	2%	23%	0%	19%	(504)
Feb. '10	48%	6%	9%	4%	4%	14%	0%	15%	(486)
Oct. '09	36%	2%	9%	8%	5%	17%	0%	18%	(494)
July '09	32%	3%	11%	6%	2%	22%	0%	31%	(551)
Apr. '09	41%	5%	10%	5%	4%	10%	*	24%	(491)
Feb. '09	43%	6%	8%	4%	3%	17%	0%	19%	(607)
Sep. '08	30%	10%	14%	6%	7%	6%	*	20%	(531)
July '08	22%	13%	12%	5%	6%	6%	0%	22%	(504)
Apr. '08	24%	13%	17%	4%	6%	4%	1%	24%	(496)
Feb. '08	26%	11%	11%	10%	6%	6%	*	28%	(542)
Sept. '07	11%	22%	19%	9%	7%	2%	0%	28%	(499)
July '07	9%	23%	15%	11%	9%	1%	*	29%	(488)
Apr. '07	15%	28%	15%	7%	11%	1%	0%	20%	(501)
Feb. '07	14%	23%	16%	8%	9%	1%	0%	26%	(527)
Sept. '06	11%	27%	14%	7%	9%	2%	0%	26%	(499)
July '06	12%	19%	10%	6%	6%	1%	0%	38%	(490)
Apr. '06	16%	19%	11%	4%	10%	2%	0%	30%	(501)
Feb. '06	14%	20%	13%	10%	7%	1%	1%	28%	(498)
Oct. '05	12%	17%	18%	7%	6%	2%	0%	30%	(503)
July '05	13%	27%	13%	6%	5%	2%	*	28%	(496)
Apr. '05	13%	31%	14%	8%	6%	5%	0%	18%	(487)
Feb. '05	15%	24%	14%	6%	9%	2%	*	28%	(541)
July '04	13%	31%	11%	6%	5%	2%	1%	27%	(504)
Apr. '04	20%	20%	13%	5%	7%	4%	1%	28%	(536)
Feb. '04	22%	20%	14%	10%	7%	5%	0%	21%	(502)
Oct. '03	19%	21%	13%	5%	10%	6%	*	23%	(490)
June '03	16%	27%	13%	3%	6%	9%	1%	24%	(513)
Apr. '03	16%	28%	14%	4%	8%	6%	*	22%	(497)
Feb. '03	16%	29%	16%	2%	12%	2%	*	21%	(644)
June '02	16%	31%	15%	2%	12%	5%	0%	18%	(424)
Apr. '02	11%	31%	24%	2%	7%	1%	0%	22%	(684)
Feb. '02	12%	27%	17%	0%	21%	3%	0%	19%	(312)
Oct. '01	15%	42%	11%	1%	4%	*	0%	25%	(519)

### Seriousness of Heroin Problem in New Hampshire

“On a different topic, how serious of a problem do you think the abuse of heroin is in New Hampshire ... is it very serious ... somewhat serious ... not very serious ... or not serious at all?”

	<u>July '15</u>	<u>Oct '15</u>
Very Serious	82%	<b>88%</b>
Somewhat Serious	12%	<b>8%</b>
Not Very Serious	2%	<b>0%</b>
Not Serious At All	1%	<b>0%</b>
Don't Know	4%	<b>3%</b>
(N=)	(531)	<b>(587)</b>

### Known Anyone Who Has Abused Heroin

“During the past 5 years, have you know anyone who has abused heroin, or not?”

	<u>July '15</u>	<u>Oct '15</u>
Yes	46%	<b>48%</b>
No	54%	<b>51%</b>
Don't Know	0%	<b>1%</b>
(N=)	(530)	<b>(586)</b>

### Should State and Local Governments Spend More Trying To Reduce Heroin Abuse

“Do you think that state and local governments should spend more money than they do now trying to reduce heroin abuse or do you think they are spending enough already, or would you say you don't know enough about this topic?”

	<u>July '15</u>	<u>Oct '15</u>
Spend More to Reduce Heroin Abuse	42%	<b>53%</b>
Spending Enough Now	20%	<b>16%</b>
Don't Know Enough to Say	38%	<b>31%</b>
(N=)	(529)	<b>(585)</b>

**Most Important Problem Facing NH**

	<u>Education</u>	<u>Jobs/ Econ</u>	<u>Taxes</u>	<u>State Budget</u>	<u>Health Care</u>	<u>Drugs</u>	<u>Other</u>	<u>Not Sure</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>9%</b>	<b>21%</b>	<b>4%</b>	<b>3%</b>	<b>6%</b>	<b>25%</b>	<b>26%</b>	<b>7%</b>	<b>563</b>
Registered Democrat	13%	9%	3%	3%	10%	22%	32%	8%	123
Registered Undeclared	5%	22%	4%	4%	7%	29%	24%	5%	222
Registered Republican	8%	33%	5%	2%	4%	14%	26%	8%	115
Democrat	12%	9%	3%	2%	8%	28%	29%	8%	222
Independent	6%	24%	2%	2%	8%	29%	24%	5%	120
Republican	8%	32%	6%	4%	3%	18%	22%	8%	188
Liberal	14%	15%	2%	2%	8%	27%	25%	6%	135
Moderate	9%	17%	4%	1%	6%	27%	27%	8%	229
Conservative	7%	31%	7%	5%	4%	18%	22%	6%	130
Support Tea Party	13%	35%	3%	1%	2%	14%	25%	8%	99
Neutral	5%	25%	4%	3%	8%	27%	19%	9%	174
Oppose Tea Party	11%	13%	4%	3%	6%	28%	28%	6%	248
Likely 2016 Voter	8%	22%	4%	3%	6%	25%	26%	7%	500
Non-Likely 2016 Voter	14%	12%	6%	1%	5%	23%	26%	14%	62
Read Union Leader	11%	21%	4%	4%	4%	33%	19%	4%	126
Read Boston Globe	7%	15%	3%	3%	9%	29%	30%	5%	80
Read Local Newspapers	8%	19%	5%	4%	8%	21%	28%	7%	214
Watch WMUR	8%	21%	5%	2%	7%	27%	24%	6%	311
Listen to NHPR	10%	16%	3%	3%	7%	26%	32%	4%	190
10 yrs or less in NH	3%	17%	2%	0%	2%	30%	35%	10%	82
11 to 20 years	9%	23%	2%	3%	7%	26%	19%	11%	129
More than 20 years	10%	20%	5%	3%	7%	24%	25%	6%	330
18 to 34	17%	18%	0%	0%	5%	24%	24%	12%	135
35 to 49	6%	23%	6%	3%	9%	31%	18%	4%	144
50 to 64	5%	25%	4%	2%	5%	25%	27%	6%	156
65 and over	8%	16%	6%	6%	7%	17%	33%	8%	97
Male	8%	23%	6%	4%	5%	22%	26%	7%	274
Female	10%	18%	3%	1%	7%	28%	26%	8%	289
High school or less	5%	16%	6%	1%	8%	27%	18%	18%	88
Some college	10%	17%	3%	1%	4%	34%	25%	6%	138
College graduate	11%	27%	4%	3%	5%	21%	23%	6%	200
Post-graduate	8%	16%	4%	4%	9%	19%	35%	5%	121
Attend services 1 or more/week	8%	24%	6%	0%	5%	24%	27%	5%	112
1-2 times a month	10%	10%	5%	7%	15%	16%	29%	8%	54
Less often	11%	18%	3%	3%	5%	23%	29%	8%	154
Never	8%	24%	4%	2%	6%	28%	21%	9%	216
North Country	3%	29%	3%	1%	3%	22%	29%	10%	54
Central / Lakes	9%	19%	5%	5%	6%	27%	26%	5%	101
Connecticut Valley	10%	16%	8%	3%	8%	20%	28%	6%	79
Mass Border	10%	26%	5%	3%	4%	21%	24%	7%	150
Seacoast	8%	12%	3%	2%	11%	23%	25%	16%	97
Manchester Area	10%	22%	0%	0%	3%	39%	25%	1%	82
First Cong. Dist	6%	20%	3%	3%	7%	27%	27%	8%	271
Second Cong. Dist	11%	21%	6%	3%	5%	23%	25%	7%	292

**Seriousness of Heroin Problem in New Hampshire**

	<b>Very Serious</b>	<b>Somewhat Serious</b>	<b>Not Very Serious</b>	<b>Not Serious At All</b>	<b>Don't Know/ Not Sure</b>	<b>(N)</b>
<b>STATEWIDE</b>	<b>88%</b>	<b>8%</b>	<b>0%</b>	<b>0%</b>	<b>3%</b>	<b>587</b>
Registered Democrat	85%	13%	0%	0%	2%	128
Registered Undeclared	93%	4%	0%	1%	3%	226
Registered Republican	87%	12%	0%	0%	1%	116
Democrat	86%	9%	1%	0%	4%	235
Independent	90%	6%	0%	0%	4%	127
Republican	88%	8%	0%	1%	3%	194
Liberal	83%	10%	1%	0%	5%	142
Moderate	92%	5%	0%	0%	2%	238
Conservative	90%	7%	0%	0%	2%	135
Support Tea Party	88%	9%	0%	1%	2%	102
Neutral	84%	10%	1%	0%	5%	189
Oppose Tea Party	90%	7%	0%	0%	3%	251
Likely 2016 Voter	89%	8%	0%	0%	2%	520
Non-Likely 2016 Voter	81%	11%	0%	0%	8%	64
Union household	85%	7%	0%	1%	7%	70
Non-union	88%	8%	0%	0%	3%	499
Read Union Leader	97%	2%	0%	0%	1%	130
Read Boston Globe	90%	8%	0%	0%	2%	82
Read Local Newspapers	90%	8%	0%	0%	2%	218
Watch WMUR	90%	7%	1%	0%	2%	322
Listen to NHPR	87%	11%	0%	0%	2%	198
10 yrs or less in NH	85%	9%	0%	0%	6%	85
11 to 20 years	86%	9%	1%	0%	3%	139
More than 20 years	89%	8%	0%	0%	3%	341
18 to 34	84%	9%	1%	0%	6%	147
35 to 49	90%	9%	0%	0%	1%	147
50 to 64	88%	9%	0%	0%	3%	161
65 and over	91%	4%	0%	1%	4%	99
Male	87%	9%	0%	0%	4%	287
Female	89%	8%	1%	0%	3%	300
High school or less	88%	4%	2%	0%	7%	91
Some college	91%	8%	0%	0%	1%	143
College graduate	85%	11%	0%	0%	3%	213
Post-graduate	87%	8%	0%	0%	4%	125
Attend services 1 or more/week	94%	5%	0%	0%	2%	114
1-2 times a month	83%	13%	0%	0%	4%	59
Less often	87%	8%	0%	0%	6%	161
Never	86%	10%	1%	1%	3%	227
North Country	90%	2%	3%	1%	4%	56
Central / Lakes	87%	7%	0%	0%	6%	103
Connecticut Valley	88%	6%	0%	0%	6%	81
Mass Border	87%	11%	0%	0%	2%	156
Seacoast	89%	10%	0%	1%	1%	107
Manchester Area	89%	8%	0%	0%	4%	84
First Cong. Dist	86%	9%	1%	0%	4%	286
Second Cong. Dist	90%	7%	0%	0%	3%	301



### Know Someone Who Has Abused Heroin

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>48%</b>	<b>51%</b>	<b>1%</b>	<b>586</b>
Registered Democrat	45%	55%	0%	128
Registered Undeclared	49%	50%	1%	225
Registered Republican	42%	58%	1%	116
Democrat	47%	52%	0%	235
Independent	58%	40%	2%	127
Republican	41%	58%	1%	194
Liberal	53%	47%	0%	142
Moderate	49%	51%	0%	238
Conservative	45%	54%	1%	135
Support Tea Party	45%	53%	2%	102
Neutral	56%	44%	0%	189
Oppose Tea Party	45%	55%	0%	251
Likely 2016 Voter	47%	52%	1%	519
Non-Likely 2016 Voter	57%	43%	0%	64
Union household	46%	52%	2%	70
Non-union	49%	51%	0%	499
Read Union Leader	51%	49%	0%	130
Read Boston Globe	49%	50%	1%	82
Read Local Newspapers	47%	53%	0%	218
Watch WMUR	46%	53%	0%	322
Listen to NHPR	47%	52%	1%	198
10 yrs or less in NH	54%	46%	0%	85
11 to 20 years	47%	52%	1%	139
More than 20 years	48%	52%	1%	341
18 to 34	60%	39%	1%	147
35 to 49	56%	44%	0%	147
50 to 64	43%	56%	0%	161
65 and over	27%	71%	2%	99
Male	49%	50%	1%	287
Female	48%	51%	0%	299
High school or less	51%	48%	1%	91
Some college	55%	44%	1%	143
College graduate	45%	54%	1%	213
Post-graduate	45%	55%	0%	125
Attend services 1 or more/week	44%	55%	1%	114
1-2 times a month	47%	52%	1%	59
Less often	41%	57%	1%	161
Never	56%	44%	0%	227
North Country	57%	41%	3%	56
Central / Lakes	52%	48%	0%	103
Connecticut Valley	45%	55%	0%	81
Mass Border	48%	51%	1%	155
Seacoast	45%	54%	1%	107
Manchester Area	46%	54%	1%	84
First Cong. Dist	48%	52%	1%	286
Second Cong. Dist	49%	50%	1%	300

**Should State & Local Government Spend More Trying To Reduce Heroin Abuse**

	<u>Spend More To Reduce Heroin Abuse</u>	<u>Spending Enough Now</u>	<u>Don't Know Enough To Say</u>	<u>(N)</u>
<b>STATEWIDE</b>	<b>53%</b>	<b>16%</b>	<b>31%</b>	<b>585</b>
Registered Democrat	72%	7%	21%	127
Registered Undeclared	51%	14%	35%	226
Registered Republican	41%	27%	32%	116
Democrat	64%	9%	27%	234
Independent	50%	19%	32%	127
Republican	39%	26%	35%	193
Liberal	67%	10%	23%	142
Moderate	55%	16%	30%	238
Conservative	40%	19%	41%	135
Support Tea Party	40%	29%	31%	101
Neutral	46%	21%	34%	189
Oppose Tea Party	64%	11%	25%	250
Likely 2016 Voter	53%	16%	31%	518
Non-Likely 2016 Voter	52%	15%	32%	64
Union household	58%	25%	17%	70
Non-union	52%	16%	32%	497
Read Union Leader	55%	22%	24%	130
Read Boston Globe	67%	9%	24%	82
Read Local Newspapers	55%	16%	29%	217
Watch WMUR	53%	20%	27%	322
Listen to NHPR	57%	11%	32%	197
10 yrs or less in NH	41%	21%	38%	84
11 to 20 years	46%	14%	40%	139
More than 20 years	59%	16%	25%	340
18 to 34	42%	21%	36%	147
35 to 49	60%	13%	27%	147
50 to 64	56%	17%	27%	159
65 and over	57%	14%	29%	98
Male	50%	19%	31%	285
Female	55%	14%	31%	300
High school or less	42%	22%	36%	90
Some college	63%	17%	20%	143
College graduate	51%	18%	31%	212
Post-graduate	53%	9%	38%	124
Attend services 1 or more/week	46%	17%	37%	113
1-2 times a month	64%	9%	27%	59
Less often	53%	15%	32%	160
Never	55%	18%	26%	226
North Country	57%	17%	25%	55
Central / Lakes	58%	11%	32%	103
Connecticut Valley	48%	16%	36%	81
Mass Border	51%	17%	33%	156
Seacoast	47%	18%	36%	106
Manchester Area	59%	20%	20%	84
First Cong. Dist	54%	16%	30%	284
Second Cong. Dist	51%	17%	32%	301