



University of
New Hampshire

THE WMUR GRANITE STATE POLL



July 21, 2015

GRANITE STATERS GROWING CONCERN WITH HEROIN PROBLEM

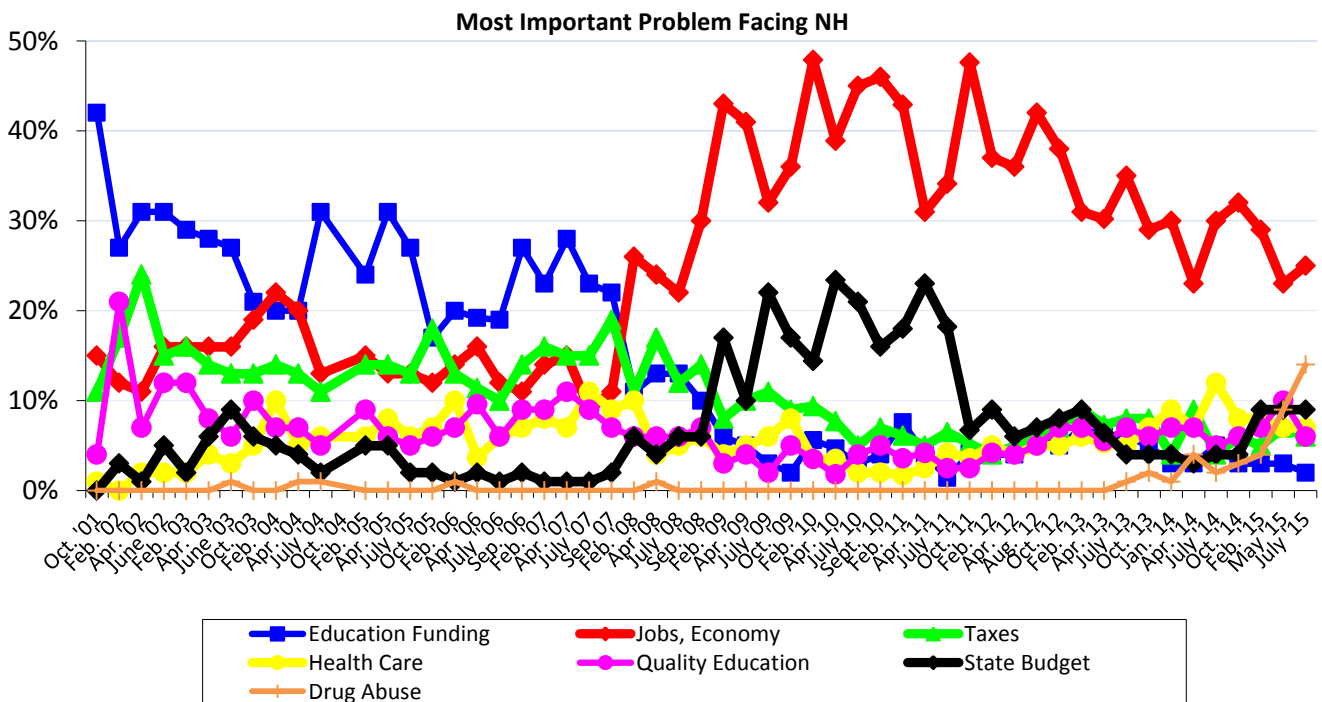
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UNH Survey Center
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DURHAM, NH – An increasing number of New Hampshire adults believe that drug abuse is the most important problem facing the state. Furthermore, almost half of New Hampshire residents know of someone who has recently 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 thirty-two (532) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%).

Most Important Problem Facing New Hampshire

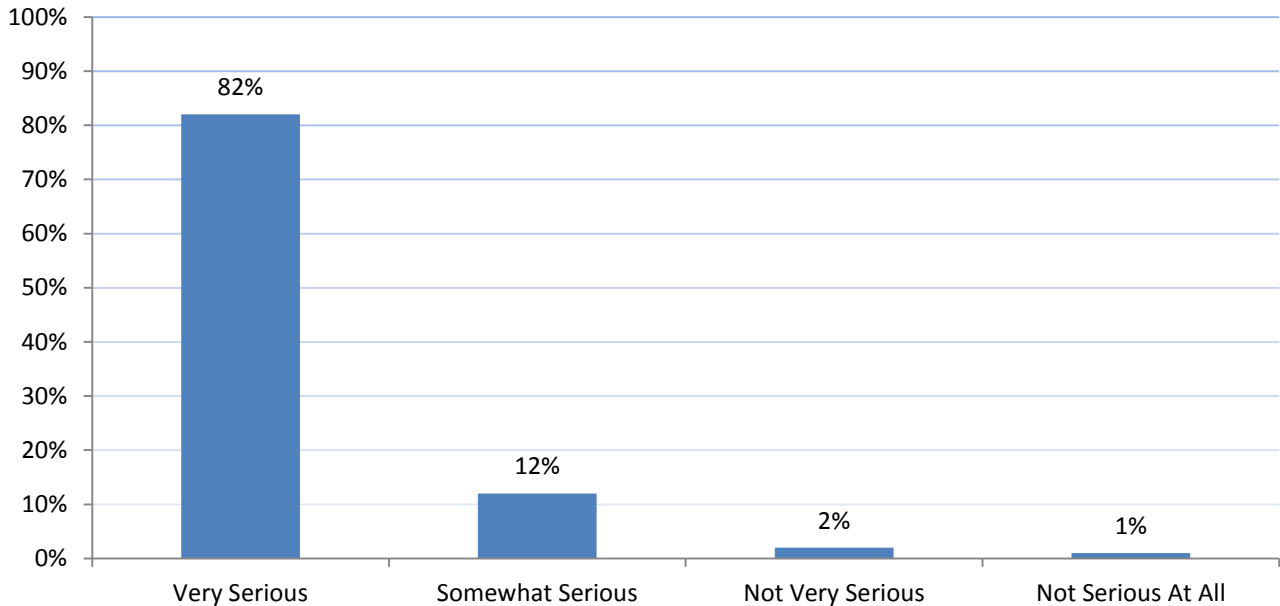
Although a lack of jobs and the slowly recovering economy are still seen as the most important problem facing the state, Granite Staters are increasingly concerned with drug abuse. Currently, 25% of New Hampshire adults cite jobs and the economy as the most important problem facing the state, followed by drug abuse (14%), the state budget (9%), education (8%), health care (7%), and taxes (6%).



* 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.

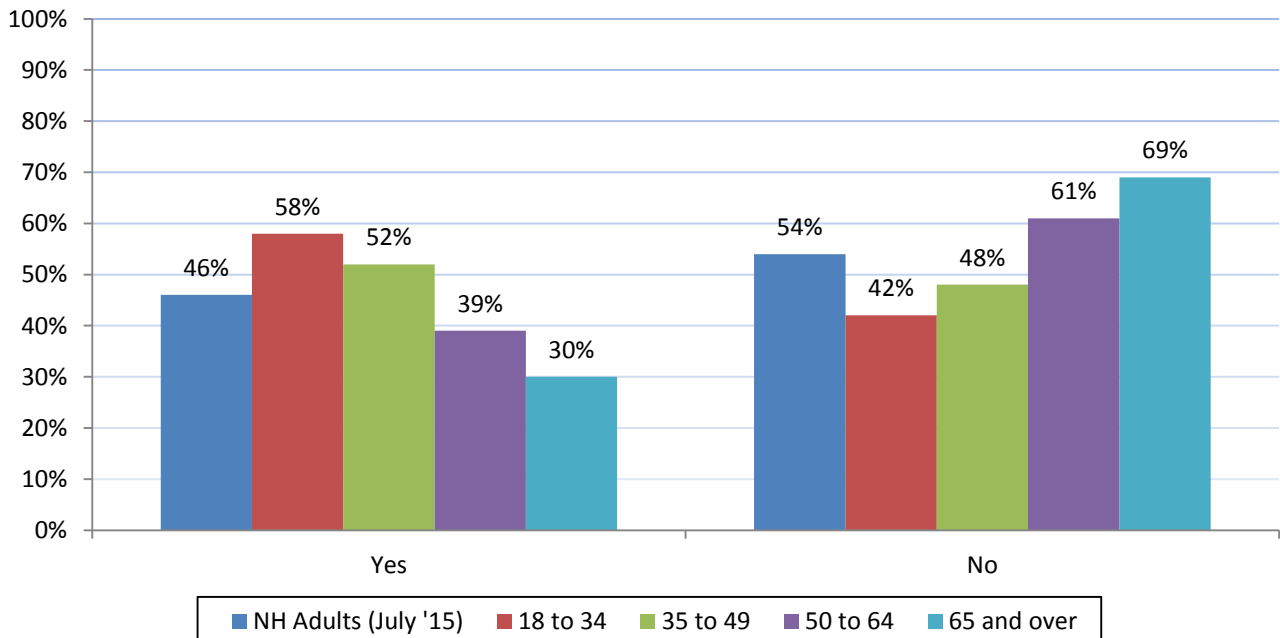
Seriousness of Heroin Problem in New Hampshire

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. The visibility of this problem is reflected in this poll as four of five Granite State adults (82%) say that heroin abuse is a very serious problem in New Hampshire, 12% say it is somewhat serious and only 3% say it is not very serious or not serious at all.



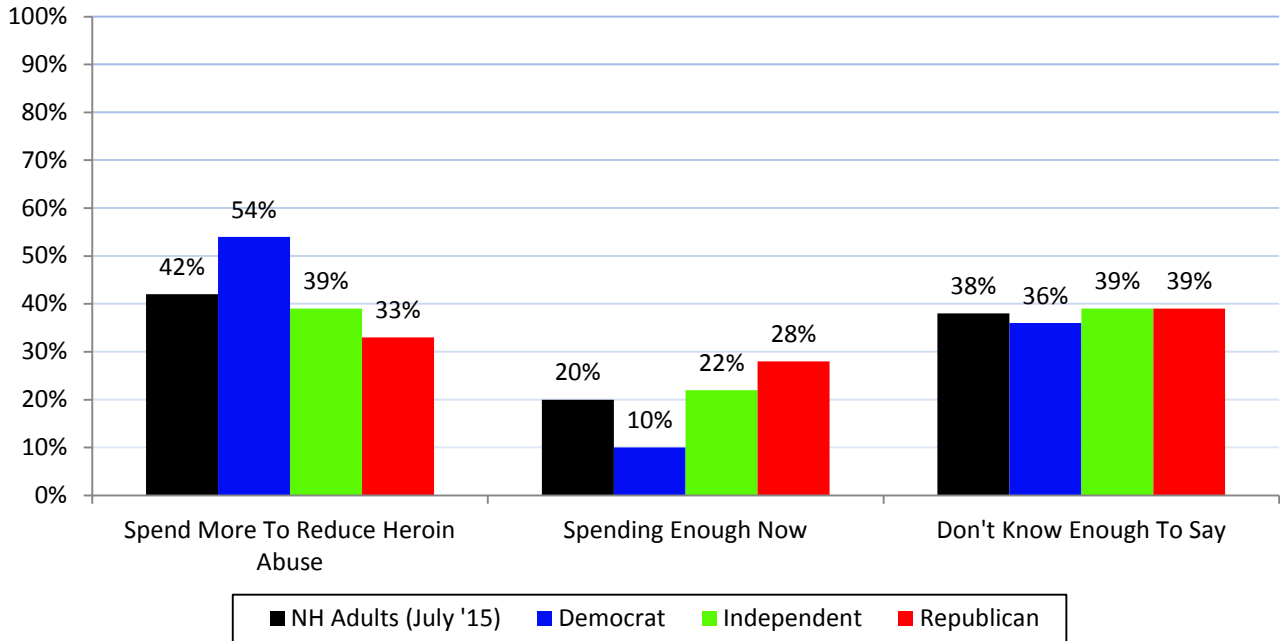
Know Someone Who Has Abused Heroin

Furthermore, 46% 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 (58%) adults under 35 years old say they personally know someone who has abused heroin in the past 5 years.



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, Granite Staters are divided – a plurality, 42%, believe the government should spend more, 20% believe we are spending enough now and 38% don't know enough to say. Democrats (54%) are more likely to say the government should spend more to reduce heroin abuse than Independents (39%) or Republicans (33%).



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 thirty-two (532) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2% and 1.2% for the sample of likely 2016 general election voters.

The random sample used in the WMUR Granite State Poll was purchased from Scientific Telephone Samples (STS), Foothill Ranch, CA. STS 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.

Granite State Poll, Summer 2015 Demographics

Sex	N	%	Region	N	%
Male	260	49%	North Country	44	8%
Female	272	51%	Central/Lakes	90	17%
			Connecticut Valley	80	15%
Age	N	%	Mass Border	137	26%
18 to 34	135	27%	Seacoast	98	19%
35 to 49	119	23%	Manchester Area	82	15%
50 to 64	165	32%			
65 and Over	92	18%	Party Registration	N	%
			Democrat	112	24%
Highest Level of Education	N	%	Undeclared	226	49%
High School or Less	101	19%	Republican	123	27%
Some College	128	24%			
College Graduate	178	34%	Party Identification	N	%
Post-Graduate	120	23%	Democrat	209	40%
			Independent	102	20%
Years Lived in NH	N	%	Republican	207	40%
10 yrs. Or less	84	16%			
11-20 yrs.	131	25%			
> 20 yrs.	305	59%			

Granite State Poll, Summer 2015 Demographics – 2016 Likely Voters

Sex	N	%	Region	N	%
Male	229	48%	North Country	36	8%
Female	244	52%	Central/Lakes	82	17%
			Connecticut Valley	76	16%
Age	N	%	Mass Border	127	27%
18 to 34	107	24%	Seacoast	89	19%
35 to 49	105	23%	Manchester Area	63	13%
50 to 64	156	34%			
65 and Over	87	19%	Party Registration	N	%
			Democrat	108	25%
Highest Level of Education	N	%	Undeclared	210	48%
High School or Less	72	15%	Republican	115	27%
Some College	118	25%			
College Graduate	167	36%	Party Identification	N	%
Post-Graduate	111	24%	Democrat	194	42%
			Independent	78	17%
Years Lived in NH	N	%	Republican	194	42%
10 yrs. Or less	66	14%			
11-20 yrs.	115	25%			
> 20 yrs.	282	61%			

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>
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>
Very Serious	82%
Somewhat Serious	12%
Not Very Serious	2%
Not Serious At All	1%
Don't Know	4%
(N=)	(531)

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>
Yes	46%
No	54%
Don't Know	0%
(N=)	(530)

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>
Spend More to Reduce Heroin Abuse	42%
Spending Enough Now	20%
Don't Know Enough to Say	38%
(N=)	(529)

Most Important Problem Facing NH

	<u>Education</u>	<u>Jobs/ Econ</u>	<u>Taxes</u>	<u>State Budget</u>	<u>Health Care</u>	<u>Drug Abuse</u>	<u>Other</u>	<u>Not Sure</u>	<u>(N)</u>
STATEWIDE	8%	25%	6%	9%	7%	14%	27%	4%	509
Registered Democrat	9%	18%	8%	7%	7%	11%	35%	5%	108
Registered Undeclared	9%	23%	7%	13%	8%	12%	25%	3%	220
Registered Republican	6%	34%	7%	6%	9%	14%	20%	4%	122
Democrat	11%	17%	7%	8%	7%	15%	30%	5%	200
Independent	3%	30%	7%	9%	10%	9%	30%	2%	100
Republican	7%	28%	6%	11%	6%	15%	23%	4%	198
Liberal	15%	17%	6%	5%	9%	8%	33%	6%	128
Moderate	6%	24%	7%	14%	4%	18%	23%	4%	207
Conservative	6%	31%	7%	7%	10%	12%	25%	2%	147
Support Tea Party	5%	32%	6%	13%	6%	5%	30%	4%	99
Neutral	9%	26%	7%	6%	7%	21%	19%	4%	157
Oppose Tea Party	8%	19%	5%	11%	9%	12%	33%	4%	219
Likely 2016 Voter	9%	22%	7%	10%	7%	13%	27%	4%	453
Non-Likely 2016 Voter	0%	44%	2%	6%	5%	15%	22%	5%	53
Read Union Leader	10%	26%	3%	11%	5%	19%	23%	2%	111
Read Boston Globe	7%	21%	4%	9%	9%	16%	31%	3%	56
Read Local Newspapers	9%	24%	7%	11%	8%	14%	23%	2%	194
Watch WMUR	4%	24%	7%	11%	7%	17%	25%	4%	302
Listen to NHPR	9%	13%	6%	14%	7%	14%	31%	6%	137
10 yrs or less in NH	9%	26%	1%	8%	5%	10%	30%	11%	78
11 to 20 years	4%	30%	3%	10%	8%	18%	21%	5%	122
More than 20 years	9%	22%	9%	10%	8%	13%	28%	2%	299
18 to 34	11%	33%	2%	2%	10%	15%	21%	7%	126
35 to 49	8%	25%	5%	15%	7%	12%	25%	3%	113
50 to 64	6%	23%	12%	8%	7%	16%	26%	3%	161
65 and over	8%	18%	5%	15%	3%	9%	37%	4%	89
Male	7%	23%	5%	13%	3%	12%	32%	4%	255
Female	9%	26%	7%	5%	11%	15%	23%	4%	254
High school or less	4%	30%	7%	5%	2%	16%	28%	8%	95
Some college	8%	23%	4%	5%	5%	17%	33%	6%	119
College graduate	8%	26%	8%	9%	7%	12%	28%	3%	175
Post-graduate	11%	19%	6%	18%	14%	10%	20%	2%	115
Attend services 1 or more/week	5%	23%	6%	11%	6%	15%	29%	5%	90
1-2 times a month	6%	23%	10%	20%	0%	14%	23%	3%	49
Less often	10%	25%	4%	11%	11%	12%	25%	2%	157
Never	8%	25%	8%	5%	6%	15%	28%	5%	196
North Country	8%	43%	2%	7%	1%	12%	26%	1%	44
Central / Lakes	5%	26%	6%	19%	8%	9%	26%	0%	89
Connecticut Valley	9%	28%	9%	6%	6%	14%	26%	2%	72
Mass Border	10%	22%	5%	9%	8%	16%	25%	5%	133
Seacoast	6%	19%	10%	8%	10%	10%	27%	10%	93
Manchester Area	8%	19%	5%	7%	6%	17%	35%	3%	78
First Cong. Dist	7%	19%	7%	7%	7%	16%	31%	5%	238
Second Cong. Dist	8%	29%	6%	11%	7%	12%	23%	3%	271

Seriousness of Heroin Problem in New Hampshire

	<u>Very Serious</u>	<u>Somewhat Serious</u>	<u>Not Very Serious</u>	<u>Not Serious At All</u>	<u>Don't Know/Not Sure</u>	<u>(N)</u>
STATEWIDE	82%	12%	2%	1%	4%	531
Registered Democrat	78%	15%	2%	2%	3%	112
Registered Undeclared	84%	8%	1%	0%	6%	226
Registered Republican	79%	15%	4%	0%	2%	123
Democrat	82%	13%	1%	1%	3%	209
Independent	85%	8%	0%	0%	6%	102
Republican	80%	13%	3%	0%	4%	207
Liberal	77%	16%	2%	2%	4%	136
Moderate	84%	12%	1%	0%	3%	214
Conservative	83%	9%	3%	0%	5%	148
Support Tea Party	78%	12%	3%	0%	7%	100
Neutral	85%	8%	0%	0%	6%	162
Oppose Tea Party	82%	16%	0%	1%	1%	235
Likely 2016 Voter	82%	12%	2%	0%	4%	472
Non-Likely 2016 Voter	79%	11%	0%	4%	6%	55
Union household	85%	11%	0%	0%	4%	72
Non-union	82%	12%	2%	1%	4%	454
Read Union Leader	87%	6%	2%	3%	2%	112
Read Boston Globe	87%	9%	1%	0%	3%	57
Read Local Newspapers	84%	10%	1%	0%	5%	197
Watch WMUR	89%	7%	1%	0%	3%	309
Listen to NHPR	83%	12%	1%	0%	4%	142
10 yrs or less in NH	78%	8%	5%	3%	7%	85
11 to 20 years	77%	19%	0%	0%	5%	129
More than 20 years	85%	10%	2%	0%	3%	305
18 to 34	75%	15%	5%	2%	3%	135
35 to 49	89%	7%	0%	0%	4%	118
50 to 64	82%	14%	1%	0%	3%	165
65 and over	84%	9%	0%	1%	6%	92
Male	79%	13%	2%	1%	4%	260
Female	85%	10%	1%	0%	4%	271
High school or less	81%	9%	3%	2%	5%	101
Some college	84%	10%	2%	0%	3%	127
College graduate	81%	14%	2%	0%	3%	178
Post-graduate	83%	12%	1%	0%	4%	120
Attend services 1 or more/week	87%	7%	2%	0%	3%	93
1-2 times a month	81%	15%	0%	0%	4%	52
Less often	80%	12%	3%	0%	5%	161
Never	82%	13%	1%	1%	3%	209
North Country	84%	13%	0%	0%	3%	44
Central / Lakes	86%	10%	0%	0%	4%	90
Connecticut Valley	69%	28%	0%	0%	4%	80
Mass Border	83%	10%	2%	0%	5%	137
Seacoast	89%	7%	0%	0%	4%	98
Manchester Area	81%	6%	7%	3%	3%	81
First Cong. Dist	85%	8%	2%	1%	3%	248
Second Cong. Dist	79%	15%	1%	0%	5%	283

Know Someone Who Has Abused Heroin

	<u>Yes</u>	<u>No</u>	<u>Don't Know</u>	<u>(N)</u>
STATEWIDE	46%	54%	0%	530
Registered Democrat	36%	63%	1%	111
Registered Undeclared	49%	51%	0%	226
Registered Republican	45%	54%	1%	123
Democrat	48%	51%	1%	208
Independent	45%	55%	0%	102
Republican	42%	58%	0%	207
Liberal	49%	50%	1%	136
Moderate	43%	57%	0%	213
Conservative	41%	58%	0%	148
Support Tea Party	32%	68%	1%	100
Neutral	56%	44%	0%	162
Oppose Tea Party	42%	58%	0%	235
Likely 2016 Voter	45%	55%	0%	472
Non-Likely 2016 Voter	53%	47%	0%	55
Union household	39%	61%	0%	72
Non-union	46%	53%	0%	453
Read Union Leader	48%	52%	1%	111
Read Boston Globe	42%	57%	1%	57
Read Local Newspapers	46%	54%	0%	197
Watch WMUR	47%	52%	0%	309
Listen to NHPR	38%	61%	1%	142
10 yrs or less in NH	38%	62%	0%	85
11 to 20 years	48%	52%	0%	129
More than 20 years	46%	53%	1%	305
18 to 34	58%	42%	0%	135
35 to 49	52%	48%	0%	118
50 to 64	39%	61%	0%	165
65 and over	30%	69%	1%	91
Male	45%	55%	0%	259
Female	47%	53%	1%	271
High school or less	49%	50%	0%	101
Some college	45%	54%	0%	127
College graduate	45%	55%	0%	178
Post-graduate	43%	56%	1%	119
Attend services 1 or more/week	40%	60%	0%	93
1-2 times a month	32%	68%	0%	52
Less often	44%	56%	0%	161
Never	52%	47%	1%	208
North Country	59%	41%	0%	44
Central / Lakes	51%	49%	0%	89
Connecticut Valley	41%	59%	0%	80
Mass Border	44%	56%	0%	137
Seacoast	37%	62%	1%	98
Manchester Area	51%	49%	0%	81
First Cong. Dist	47%	53%	0%	248
Second Cong. Dist	45%	55%	0%	282

Should State & Local Governments 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>
STATEWIDE	42%	20%	38%	529
Registered Democrat	45%	7%	48%	112
Registered Undeclared	46%	22%	33%	225
Registered Republican	38%	27%	34%	122
Democrat	54%	10%	36%	208
Independent	39%	22%	39%	102
Republican	33%	28%	39%	206
Liberal	50%	17%	33%	136
Moderate	45%	15%	40%	213
Conservative	33%	27%	41%	147
Support Tea Party	29%	26%	45%	100
Neutral	41%	28%	31%	161
Oppose Tea Party	47%	11%	42%	234
Likely 2016 Voter	43%	19%	37%	471
Non-Likely 2016 Voter	32%	20%	48%	55
Union household	39%	24%	37%	72
Non-union	43%	19%	39%	452
Read Union Leader	50%	23%	27%	112
Read Boston Globe	53%	14%	33%	57
Read Local Newspapers	44%	17%	39%	197
Watch WMUR	49%	19%	32%	308
Listen to NHPR	53%	17%	30%	142
10 yrs or less in NH	32%	25%	43%	84
11 to 20 years	42%	16%	42%	129
More than 20 years	45%	18%	37%	304
18 to 34	41%	21%	38%	135
35 to 49	37%	23%	40%	118
50 to 64	45%	17%	38%	164
65 and over	44%	15%	42%	91
Male	40%	23%	38%	258
Female	45%	17%	39%	271
High school or less	36%	20%	44%	100
Some college	52%	20%	29%	127
College graduate	39%	21%	41%	178
Post-graduate	42%	17%	40%	119
Attend services 1 or more/week	50%	16%	35%	93
1-2 times a month	34%	18%	48%	52
Less often	42%	24%	34%	160
Never	41%	19%	40%	209
North Country	38%	13%	49%	44
Central / Lakes	44%	17%	40%	89
Connecticut Valley	38%	22%	40%	80
Mass Border	36%	26%	38%	137
Seacoast	45%	14%	41%	98
Manchester Area	53%	21%	26%	79
First Cong. Dist	47%	17%	36%	246
Second Cong. Dist	38%	22%	40%	282