

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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### NH AWARE OF GAS TAX INCREASE, SMALL MAJORITY SUPPORT IT

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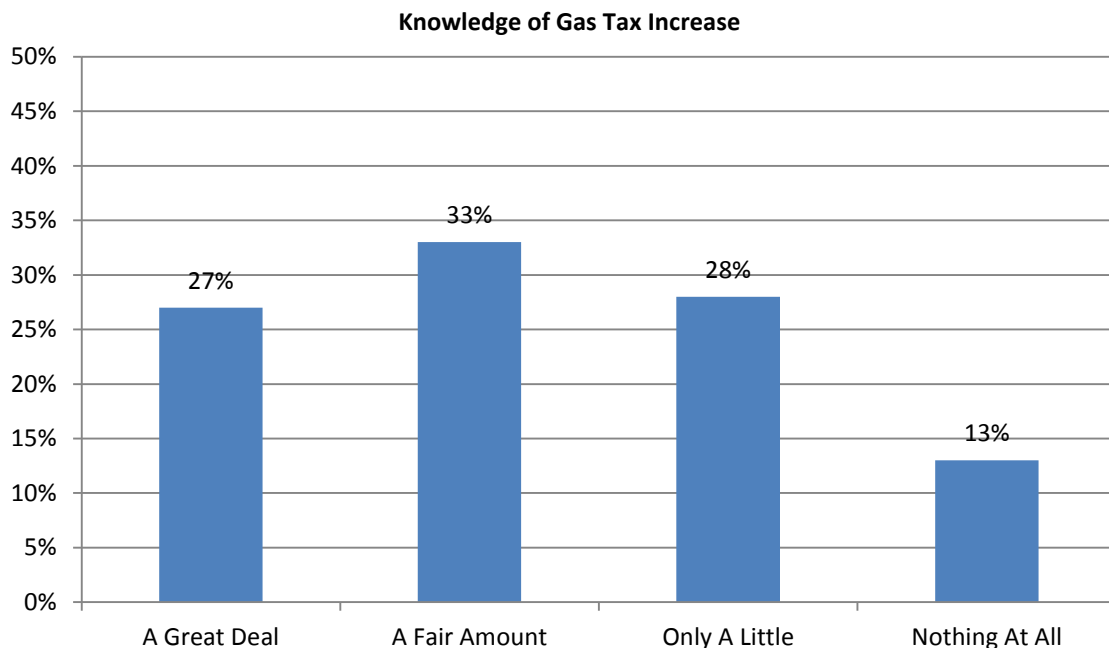
DURHAM, NH – Most Granite Staters are familiar with the recent four cent increase to the state’s gas tax and a small majority favors the increase.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. The margin of sampling error for the survey is +/- 4.3 percent.

#### Knowledge of Gas Tax Increase

Most New Hampshire residents are aware of the 4 cent increase to the state gas tax that kicked in earlier this month. Currently 27% say they have heard a great deal about the tax, 33% have heard a fair amount, 28% have heard only a little and 12% have heard nothing at all.

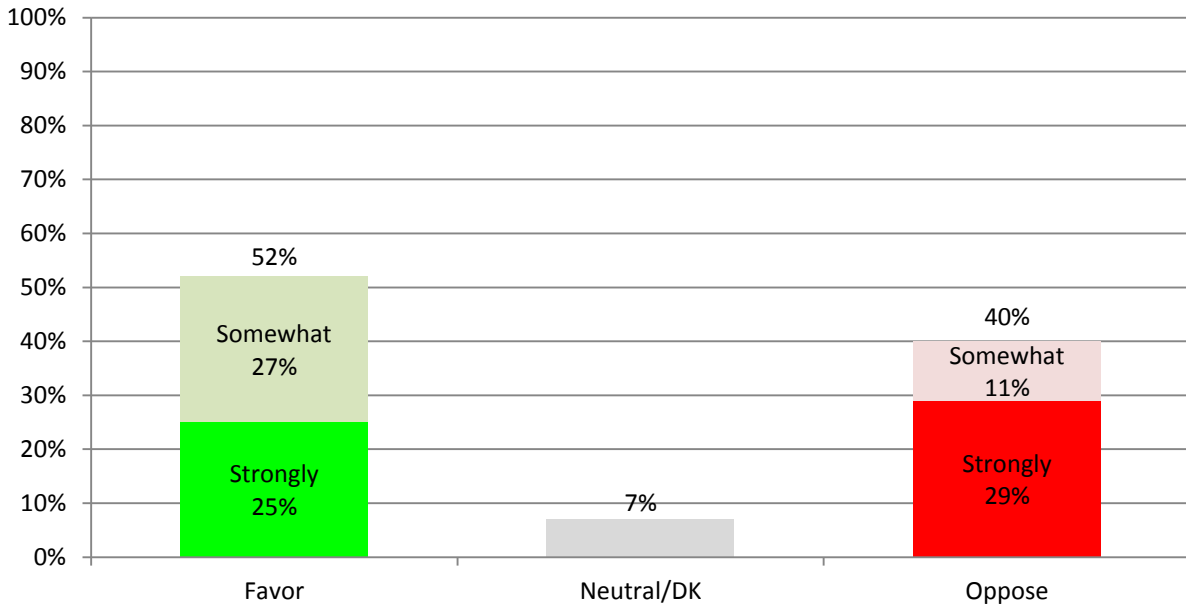
Union Leader readers (42%), Manchester area residents (38%) and older residents (35%) are more likely to say they know a great deal about the gas tax increase. Republicans (33%) are more likely to know a great deal about the increase than Democrats (24%) or Independents (19%).



\* 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.

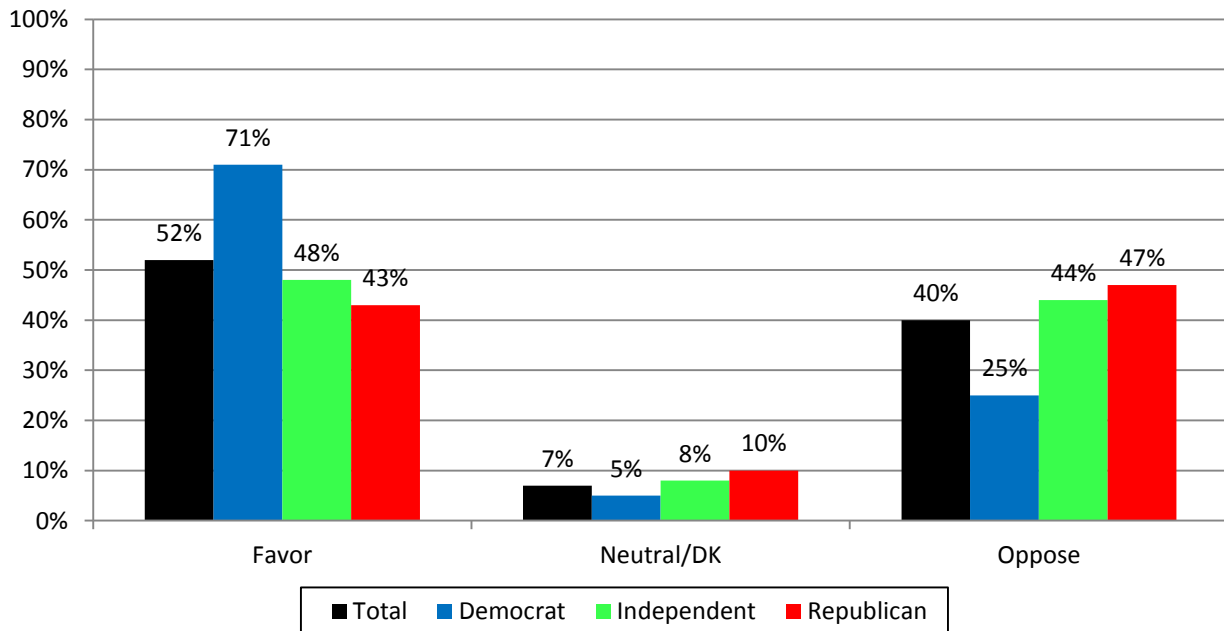
### Favor/Oppose Gas Tax Increase

Fifty-two percent of New Hampshire residents (25% strongly and 27% somewhat) say they support the 4 cent increase to help pay for roads and infrastructure, 40% oppose the increase (29% strongly and 11% somewhat), 5% are neutral and 2% are unsure. Residents who know a great deal about the tax increase are more strongly divided -- 48% favor and 46% oppose.



### Favor/Oppose Gas Tax Increase By Party Identification

While most Democrats favor this gas tax increase (71% favor, 25% oppose), Independents (48% favor, 44% oppose) and Republicans (43% favor, 47% oppose) are divided on the increase. When it comes to political ideology, the increase is popular among liberals (67% favor, 24% oppose) and moderates (60% favor, 32% oppose) but unpopular among conservatives (36% favor, 60% oppose).



## 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 eighteen (518) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 14, 2014. 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, 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.

### Granite State Poll, Summer 2014 Demographics

|                                   |          |          |                             |          |          |
|-----------------------------------|----------|----------|-----------------------------|----------|----------|
| <b>Sex</b>                        | <b>N</b> | <b>%</b> | <b>Region</b>               | <b>N</b> | <b>%</b> |
| Male                              | 255      | 49%      | North Country               | 43       | 8%       |
| Female                            | 263      | 51%      | Central/Lakes               | 88       | 17%      |
|                                   |          |          | Connecticut Valley          | 84       | 16%      |
| <b>Age</b>                        | <b>N</b> | <b>%</b> | Mass Border                 | 142      | 27%      |
| 18 to 34                          | 124      | 25%      | Seacoast                    | 82       | 16%      |
| 35 to 49                          | 146      | 30%      | Manchester Area             | 79       | 15%      |
| 50 to 64                          | 139      | 28%      |                             |          |          |
| 65 and Over                       | 84       | 17%      | <b>Party Registration</b>   | <b>N</b> | <b>%</b> |
|                                   |          |          | Democrat                    | 93       | 22%      |
| <b>Highest Level of Education</b> | <b>N</b> | <b>%</b> | Undeclared                  | 226      | 53%      |
| High School or Less               | 110      | 21%      | Republican                  | 107      | 25%      |
| Some College                      | 126      | 25%      |                             |          |          |
| College Graduate                  | 184      | 36%      | <b>Party Identification</b> | <b>N</b> | <b>%</b> |
| Post-Graduate                     | 93       | 18%      | Democrat                    | 178      | 37%      |
|                                   |          |          | Independent                 | 128      | 27%      |
| <b>Years Lived in NH</b>          | <b>N</b> | <b>%</b> | Republican                  | 178      | 37%      |
| 10 yrs. or less                   | 64       | 13%      |                             |          |          |
| 11-20 yrs.                        | 107      | 22%      |                             |          |          |
| > 20 yrs.                         | 317      | 65%      |                             |          |          |

### Knowledge of Gas Tax Increase

“Now let’s talk about the gas tax.” “As you may know, earlier this year the New Hampshire legislature passed legislation which increased the gas tax in the state by 4 cents per gallon. How much have you heard about this? Would you say a great deal ... a fair amount... only a little... or nothing at all?”

|                | <u>July '14</u> |
|----------------|-----------------|
| A Great Deal   | 27%             |
| A Fair Amount  | 33%             |
| Only A Little  | 28%             |
| Nothing At All | 12%             |
| (N)            | (518)           |

### Favor/Oppose Gas Tax Increase

“Based on what you have seen or heard, do you favor or oppose the increase of the gasoline tax by 4 cents per gallon to pay for improvements and maintenance on the state’s roads and bridges?”

“Is that strongly or just somewhat?”

|                 | <u>July '14</u> |
|-----------------|-----------------|
| Strongly Favor  | 25%             |
| Favor Somewhat  | 27%             |
| Neutral         | 5%              |
| Oppose Somewhat | 11%             |
| Strongly Oppose | 29%             |
| DK/Not Sure     | 2%              |
| (N)             | (513)           |

## Knowledge of Gas Tax Increase

|                       | <b>A Great<br/>Deal</b><br><b>27%</b> | <b>A Fair<br/>Amount</b><br><b>33%</b> | <b>Only A<br/>Little</b><br><b>28%</b> | <b>Nothing<br/>At All</b><br><b>12%</b> | <b>(N=)</b><br><b>518</b> |
|-----------------------|---------------------------------------|--|--|---|---------------------------|
| <b>STATEWIDE</b>      |                                       |  |  |   |                           |
| Registered Democrat   | 28%                                   | 34%                                    | 34%                                    | 4%                                      | 93                        |
| Registered Undeclared | 22%                                   | 34%                                    | 29%                                    | 15%                                     | 226                       |
| Registered Republican | 36%                                   | 42%                                    | 19%                                    | 3%                                      | 107                       |
| Democrat              | 24%                                   | 35%                                    | 27%                                    | 14%                                     | 178                       |
| Independent           | 19%                                   | 30%                                    | 33%                                    | 19%                                     | 128                       |
| Republican            | 33%                                   | 33%                                    | 28%                                    | 6%                                      | 178                       |
| Liberal               | 15%                                   | 34%                                    | 32%                                    | 19%                                     | 130                       |
| Moderate              | 29%                                   | 31%                                    | 31%                                    | 9%                                      | 190                       |
| Conservative          | 33%                                   | 38%                                    | 21%                                    | 8%                                      | 146                       |
| Support Tea Party     | 32%                                   | 32%                                    | 31%                                    | 5%                                      | 101                       |
| Neutral               | 18%                                   | 35%                                    | 28%                                    | 18%                                     | 207                       |
| Oppose Tea Party      | 30%                                   | 34%                                    | 27%                                    | 9%                                      | 176                       |
| Union household       | 34%                                   | 35%                                    | 30%                                    | 1%                                      | 74                        |
| Non-union             | 25%                                   | 33%                                    | 28%                                    | 14%                                     | 436                       |
| Read Union Leader     | 42%                                   | 38%                                    | 17%                                    | 3%                                      | 97                        |
| Read Boston Globe     | 33%                                   | 43%                                    | 23%                                    | 1%                                      | 50                        |
| Watch WMUR            | 32%                                   | 38%                                    | 22%                                    | 8%                                      | 291                       |
| Listen to NHPR        | 29%                                   | 36%                                    | 30%                                    | 6%                                      | 147                       |
| 10 yrs or less in NH  | 16%                                   | 29%                                    | 44%                                    | 11%                                     | 64                        |
| 11 to 20 years        | 17%                                   | 32%                                    | 34%                                    | 17%                                     | 107                       |
| More than 20 years    | 31%                                   | 35%                                    | 24%                                    | 10%                                     | 317                       |
| 18 to 34              | 11%                                   | 17%                                    | 34%                                    | 38%                                     | 124                       |
| 35 to 49              | 25%                                   | 39%                                    | 30%                                    | 5%                                      | 146                       |
| 50 to 64              | 34%                                   | 36%                                    | 26%                                    | 3%                                      | 139                       |
| 65 and over           | 35%                                   | 41%                                    | 21%                                    | 3%                                      | 84                        |
| Male                  | 29%                                   | 30%                                    | 28%                                    | 12%                                     | 255                       |
| Female                | 24%                                   | 36%                                    | 28%                                    | 12%                                     | 263                       |
| High school or less   | 28%                                   | 30%                                    | 26%                                    | 16%                                     | 110                       |
| Some college          | 27%                                   | 33%                                    | 26%                                    | 14%                                     | 126                       |
| College graduate      | 26%                                   | 31%                                    | 31%                                    | 12%                                     | 184                       |
| Post-graduate         | 25%                                   | 41%                                    | 28%                                    | 6%                                      | 93                        |
| North Country         | 33%                                   | 30%                                    | 14%                                    | 23%                                     | 43                        |
| Central / Lakes       | 31%                                   | 29%                                    | 26%                                    | 14%                                     | 88                        |
| Connecticut Valley    | 19%                                   | 45%                                    | 18%                                    | 18%                                     | 84                        |
| Mass Border           | 22%                                   | 29%                                    | 37%                                    | 13%                                     | 142                       |
| Seacoast              | 22%                                   | 35%                                    | 34%                                    | 9%                                      | 82                        |
| Manchester Area       | 38%                                   | 33%                                    | 27%                                    | 2%                                      | 79                        |
| First Cong. Dist      | 28%                                   | 31%                                    | 28%                                    | 12%                                     | 252                       |
| Second Cong. Dist     | 26%                                   | 35%                                    | 28%                                    | 11%                                     | 258                       |

### Favor/Oppose Gas Tax Increase

|                            | <b>Strongly<br/>Favor</b><br>25% | <b>Favor<br/>Somewhat</b><br>27% | <b>Neutral</b><br>5% | <b>Oppose<br/>Somewhat</b><br>11% | <b>Strongly<br/>Oppose</b><br>29% | <b>DK</b><br>2% | <b>(N=)</b><br>513 |
|----------------------------|----------------------------------|----------------------------------|----------------------|-----------------------------------|-----------------------------------|-----------------|--------------------|
| <b>STATEWIDE</b>           |                                  |                                  |                      |                                   |                                   |                 |                    |
| Registered Democrat        | 39%                              | 25%                              | 7%                   | 11%                               | 15%                               | 2%              | 93                 |
| Registered Undeclared      | 23%                              | 29%                              | 6%                   | 9%                                | 30%                               | 3%              | 225                |
| Registered Republican      | 20%                              | 24%                              | 4%                   | 9%                                | 41%                               | 2%              | 106                |
| Democrat                   | 41%                              | 30%                              | 3%                   | 10%                               | 15%                               | 2%              | 178                |
| Independent                | 19%                              | 29%                              | 7%                   | 10%                               | 34%                               | 1%              | 127                |
| Republican                 | 17%                              | 26%                              | 6%                   | 11%                               | 36%                               | 4%              | 176                |
| Liberal                    | 40%                              | 27%                              | 5%                   | 10%                               | 14%                               | 3%              | 130                |
| Moderate                   | 29%                              | 31%                              | 7%                   | 10%                               | 22%                               | 2%              | 189                |
| Conservative               | 12%                              | 24%                              | 2%                   | 10%                               | 50%                               | 2%              | 145                |
| Support Tea Party          | 12%                              | 18%                              | 2%                   | 15%                               | 50%                               | 3%              | 99                 |
| Neutral                    | 15%                              | 36%                              | 10%                  | 12%                               | 26%                               | 2%              | 207                |
| Oppose Tea Party           | 48%                              | 24%                              | 3%                   | 7%                                | 15%                               | 2%              | 176                |
| Know A Great Deal          | 30%                              | 18%                              | 6%                   | 6%                                | 40%                               | 0%              | 135                |
| Know A Fair Amount         | 33%                              | 26%                              | 3%                   | 11%                               | 27%                               | 0%              | 172                |
| Know Only a Little/Nothing | 16%                              | 34%                              | 7%                   | 13%                               | 24%                               | 5%              | 206                |
| Union household            | 31%                              | 29%                              | 9%                   | 6%                                | 25%                               | 0%              | 74                 |
| Non-union                  | 25%                              | 27%                              | 5%                   | 11%                               | 29%                               | 3%              | 433                |
| Read Union Leader          | 25%                              | 24%                              | 6%                   | 6%                                | 36%                               | 2%              | 96                 |
| Read Boston Globe          | 46%                              | 30%                              | 1%                   | 8%                                | 15%                               | 0%              | 49                 |
| Watch WMUR                 | 28%                              | 29%                              | 6%                   | 10%                               | 26%                               | 2%              | 288                |
| Listen to NHPR             | 42%                              | 27%                              | 7%                   | 7%                                | 16%                               | 0%              | 146                |
| 10 yrs or less in NH       | 21%                              | 22%                              | 4%                   | 15%                               | 35%                               | 3%              | 63                 |
| 11 to 20 years             | 25%                              | 42%                              | 5%                   | 7%                                | 18%                               | 2%              | 107                |
| More than 20 years         | 24%                              | 24%                              | 6%                   | 12%                               | 32%                               | 2%              | 314                |
| 18 to 34                   | 12%                              | 43%                              | 7%                   | 11%                               | 22%                               | 5%              | 123                |
| 35 to 49                   | 19%                              | 19%                              | 7%                   | 11%                               | 42%                               | 2%              | 146                |
| 50 to 64                   | 36%                              | 24%                              | 4%                   | 8%                                | 27%                               | 1%              | 138                |
| 65 and over                | 40%                              | 26%                              | 3%                   | 11%                               | 20%                               | 0%              | 83                 |
| Male                       | 25%                              | 31%                              | 5%                   | 7%                                | 30%                               | 0%              | 253                |
| Female                     | 25%                              | 23%                              | 6%                   | 14%                               | 28%                               | 4%              | 260                |
| High school or less        | 15%                              | 27%                              | 9%                   | 14%                               | 34%                               | 1%              | 110                |
| Some college               | 18%                              | 28%                              | 8%                   | 6%                                | 35%                               | 6%              | 125                |
| College graduate           | 31%                              | 31%                              | 2%                   | 8%                                | 27%                               | 1%              | 183                |
| Post-graduate              | 37%                              | 19%                              | 4%                   | 18%                               | 20%                               | 2%              | 89                 |
| North Country              | 31%                              | 36%                              | 5%                   | 11%                               | 17%                               | 0%              | 39                 |
| Central / Lakes            | 17%                              | 28%                              | 6%                   | 12%                               | 34%                               | 2%              | 87                 |
| Connecticut Valley         | 31%                              | 25%                              | 7%                   | 10%                               | 27%                               | 0%              | 84                 |
| Mass Border                | 24%                              | 20%                              | 5%                   | 10%                               | 37%                               | 3%              | 142                |
| Seacoast                   | 27%                              | 35%                              | 2%                   | 8%                                | 24%                               | 4%              | 82                 |
| Manchester Area            | 26%                              | 28%                              | 8%                   | 14%                               | 22%                               | 3%              | 79                 |
| First Cong. Dist           | 27%                              | 32%                              | 6%                   | 9%                                | 24%                               | 3%              | 249                |
| Second Cong. Dist          | 24%                              | 22%                              | 5%                   | 12%                               | 34%                               | 2%              | 256                |