

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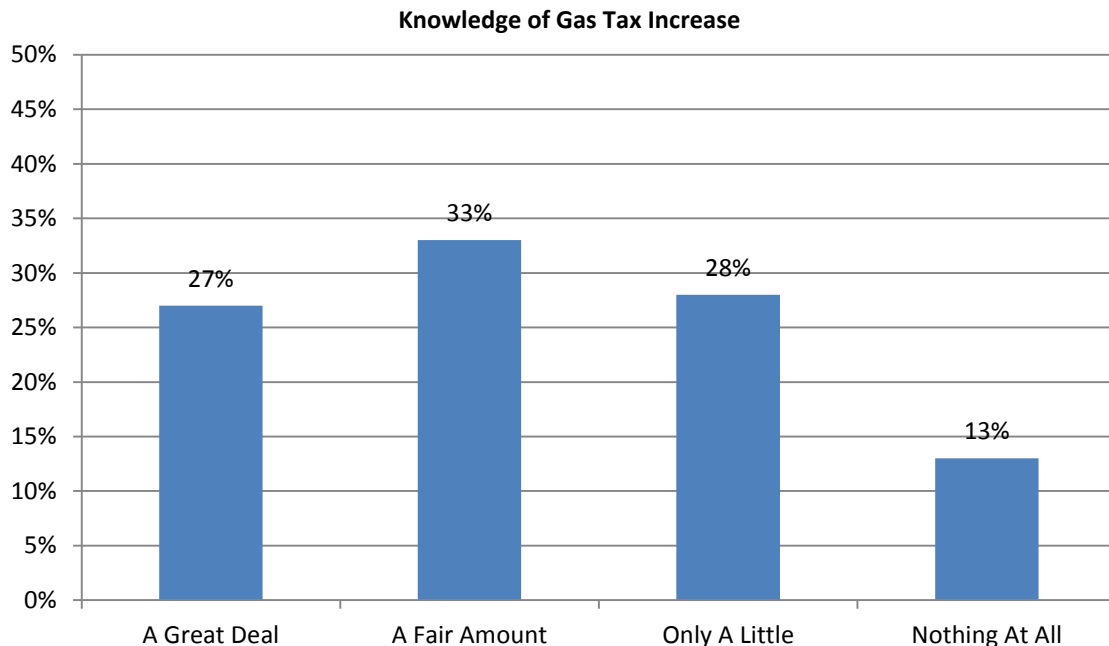
DURHAM, NH – Most Granite Staters are familiar with the recent four cent increase to the state’s gas tax and a small majority favors the increase.

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.

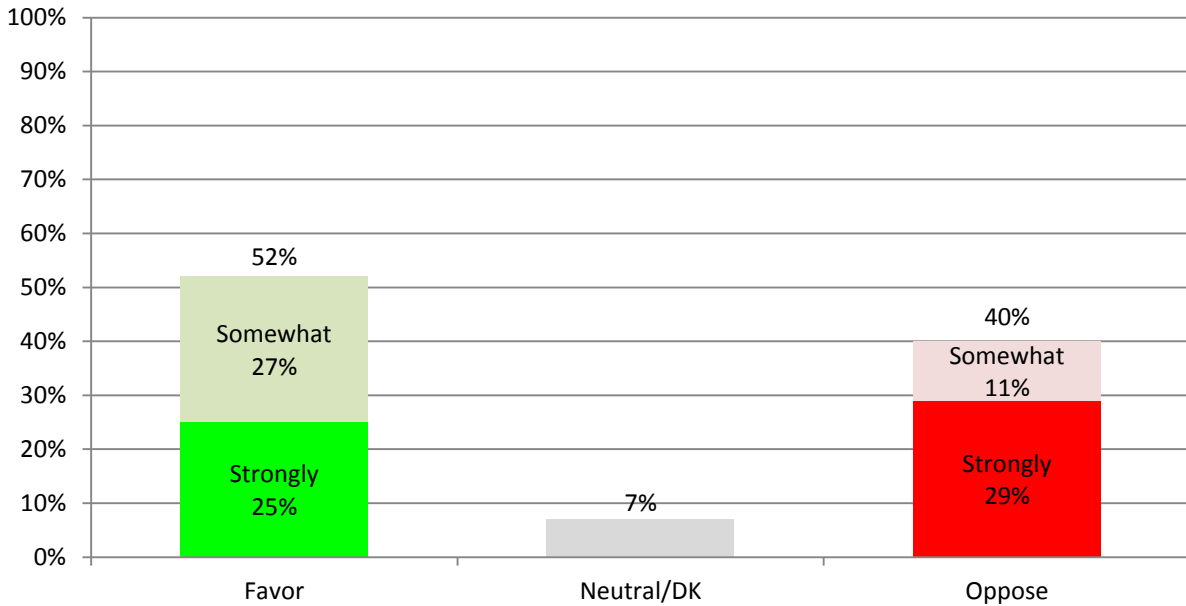
Union Leader readers (42%), Manchester area residents (38%) and older residents (35%) are more likely to say they know a great deal about the gas tax increase. Republicans (33%) are more likely to know a great deal about the increase than Democrats (24%) or Independents (19%).



\* 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.

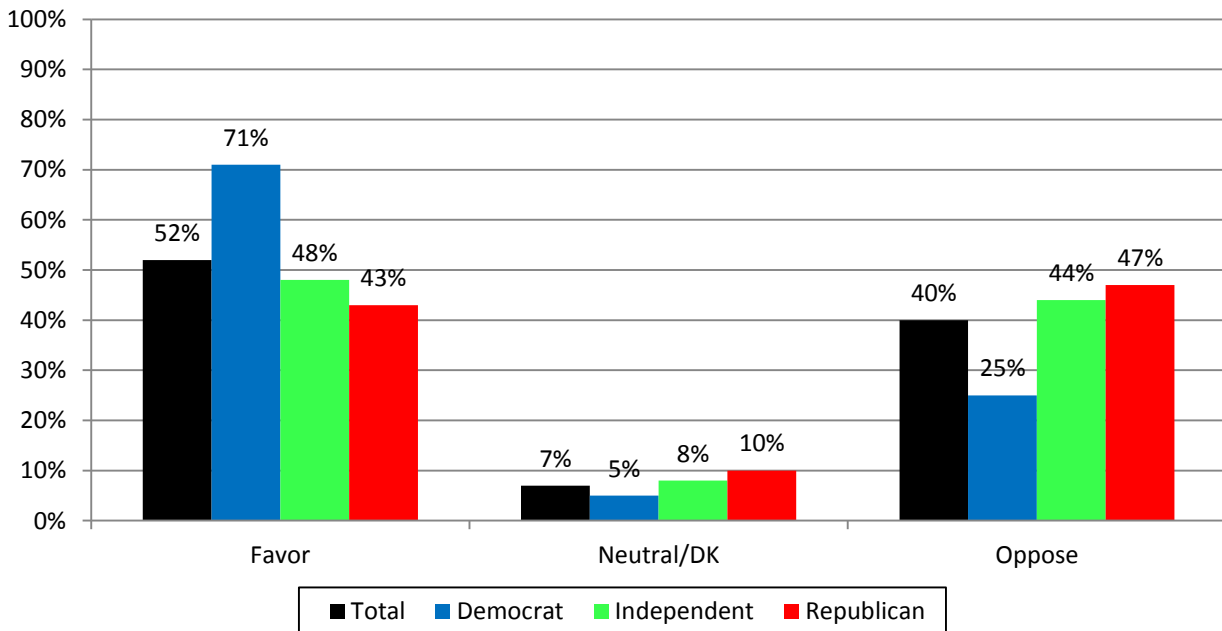
### Favor/Oppose Gas Tax Increase

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 Deal</b> <b>27%</b>	<b>A Fair Amount</b> <b>33%</b>	<b>Only A Little</b> <b>28%</b>	<b>Nothing At All</b> <b>12%</b>	<b>(N=)</b> <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 Favor 25%</b>	<b>Favor Somewhat 27%</b>	<b>Neutral 5%</b>	<b>Oppose Somewhat 11%</b>	<b>Strongly Oppose 29%</b>	<b>DK 2%</b>	<b>(N=) 513</b>
<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