

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

April 15, 2013

### **NH FAVORS ONE CASINO AT ROCKINGHAM PARK, LITTLE CONCERN THAT NH IMAGE WOULD SUFFER**

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DURHAM, NH – There is modest support for opening a gambling casino in New Hampshire. A single casino at Rockingham Park is the preferred location. And although few New Hampshire adults regularly visit casinos outside of the state, nearly half state residents say they would visit a casino on the Massachusetts border at least once a year.

These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 4 and April 9, 2013. The margin of sampling error for the survey is +/- 4.4 percent.

#### **Support for a NH Casino**

As reported Friday, there is modest support for legalizing casino gambling in New Hampshire. Almost two-thirds (63%) favor a casino similar to the bill passed by the Senate (44% strongly favor and 19% favor it somewhat), 30% oppose (23% strongly and 7% somewhat), and 7% are neutral or unsure.

#### **No N.I.M.B.Y.**

If a casino is opened in New Hampshire, it will have to have the support of local residents, and concerns have been raised that local residents might not want a casino built in their town. However, most New Hampshire residents favor having a casino in their town if they received a percentage of the revenues – 53% favor (33% strongly and 20% somewhat), 42% oppose (32% strongly and 10% somewhat), and 5% are neutral or unsure. Only 17% of casino supporters say they would oppose a casino if it were in their town.

Union households and young adults are most likely to favor a casino in their town while Republicans, conservatives, regular church goers, people with post graduate educations, and Seacoast residents are most likely to oppose a casino in their town.

When asked where they would like a casino to be built, 57% say they would like it to be built at Rockingham Park in Salem, 22% prefer somewhere else and 21% are unsure. Residents of the North Country and the Connecticut River valley are most likely to want a casino built somewhere other than Rockingham Park. Among casino supporters, 65% say they want the casino to be built at Rockingham Park.

While the legislation being considered in Concord describes only one casino, there have been people who have supported more than one casino being built. There is some support for more than one casino in New Hampshire – 47% prefer only one casino but 32% would like more than one, 18% don't want any casinos, and 4% are unsure. Among casino supporters, 44% prefer more than one casino, 51% want only one casino, and 4% are unsure.

#### **Impact of Massachusetts Casino**

In 2011, Massachusetts passed legislation to open three casinos in that state and is in the process of licensing construction. When asked if imminent casinos in Massachusetts impact their support for a casino, 22% of New Hampshire residents say it makes them more likely to favor a casino in New Hampshire, 11% say this makes them less likely to favor a New Hampshire casino, 67% say it makes no difference to their position and 1% are unsure. One-third of casino supporters (33%) say that Massachusetts casinos make them more likely to favor opening a casino in New Hampshire.

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\* 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.

### Impact on NH Image

Two-thirds of New Hampshire adults (66%) think that opening a casino in New Hampshire will have little impact on New Hampshire's image, 21% think it will harm New Hampshire's image (11% say "a lot" and 10% say "somewhat"), 12% think it will improve New Hampshire's image (6% say "a lot" and 6% say "somewhat") and 2% are unsure.

Majorities of all groups say that a casino would have little impact on New Hampshire's image. However, 58% of casino opponents think a New Hampshire casino will hurt the state's image.

### Casino Usage

Most New Hampshire adults are not regular casino goers, 75% say they have never been to a casino in the last year, 13% say they have gone once, 4% twice, and 8% say they have gone three or more times. Seventy-one percent of casino supporters and 80% of casino opponents say they have not gone to a casino in the past year.

But when asked if they would visit a casino in New Hampshire along the Massachusetts border, only 52% say they would never go, 18% said they would go once a year, 11% say they would go twice a year, 10% say they would go three to five times a year, 7% say they would go six or more times a year, and 2% are unsure. One third of casino supporters (34%) and 81% of casino opponents say they would never visit a New Hampshire casino.

NHPR listeners, people with post-graduate educations, regular church goers, and residents of the North country and the Seacoast are most likely to say they would never go to a New Hampshire casino.

Young adults and people without college degrees are most likely to say they would go to a New Hampshire casino.

### 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 seven (507) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between April 4 and April 9, 2013. The margin of sampling error for the survey is +/- 4.4 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.

"Would you favor or oppose a casino in YOUR city town if a percentage of the revenues went to your city or town government?" "Is that strongly or just somewhat?"

	<u>Apr. '13</u>
Strongly Favor	33%
Favor Somewhat	20%
Neutral	4%
Oppose Somewhat	10%
Strongly Oppose	32%
Don't Know	1%
(N=)	(504)

"And as you may know ... Massachusetts is moving forward with a plan to open three casinos. Does this make you more or less likely to favor opening a casino in New Hampshire, or does this not affect your position on a casino in New Hampshire?"

	<u>Apr. '13</u>
More likely to favor casino in NH	22%
Less likely to favor casino in NH	11%
No impact	67%
Don't Know	1%
(N=)	(505)

“If New Hampshire allows a casino, would you like it built at Rockingham in Salem or somewhere else?”

	<b><u>Apr. '13</u></b>
Rockingham Park – Salem	57%
Somewhere Else	22%
Don't Know	21%
(N=)	(495)

“The Senate bill allows only one casino to be opened. Do you think there should be only one casino or more than one?”

	<b><u>Apr. '13</u></b>
Only One	47%
More than One	32%
No Casino	18%
Don't Know	4%
(N=)	(506)

“Do you think that opening a casino in New Hampshire would improve New Hampshire's image ... harm New Hampshire's image ... or have little impact on it?” “Is that a lot or just somewhat?”

	<b><u>Apr. '13</u></b>
Improve a Lot	6%
Improve Somewhat	6%
Neutral	66%
Harm Somewhat	10%
Harm a Lot	11%
Don't Know	2%
(N=)	(506)

“How many times in the past year have you gone to a casino?”

	<b><u>Apr. '13</u></b>
Never	75%
Once	13%
Twice	4%
3 – 5 Times	5%
6 + Times	3%
(N=)	(504)

“If a casino were built in New Hampshire near the Massachusetts border, about how many times a year do you think you would visit it?”

	<b><u>Apr. '13</u></b>
Never	52%
Once	18%
Twice	11%
3 – 5 Times	10%
6 + Times	7%
Don't know	2%
(N=)	(504)

**“Would you favor or oppose a casino in YOUR city town if a percentage of the revenues went to your city or town government?”  
“Is that strongly or just somewhat?”**

<b>STATEWIDE</b>	<b>Strongly Favor 33%</b>	<b>Somewhat Favor 20%</b>	<b>Neutral 4%</b>	<b>Somewhat Oppose 10%</b>	<b>Strongly Oppose 32%</b>	<b>Don't Know 1%</b>	<b>(N) 504</b>
Casino Supporters	51%	28%	3%	8%	9%	1%	316
Neutral / DK	6%	11%	26%	23%	29%	6%	35
Casino Opponents	3%	4%	2%	11%	80%	0%	150
Registered Democrat	36%	18%	5%	11%	29%	2%	124
Registered Undeclared	33%	24%	5%	9%	29%	0%	227
Registered Republican	29%	11%	4%	11%	45%	0%	113
Democrat	35%	20%	5%	10%	28%	1%	199
Independent	36%	20%	6%	7%	30%	1%	122
Republican	29%	19%	3%	11%	38%	0%	170
Liberal	30%	23%	6%	9%	30%	2%	106
Moderate	41%	18%	5%	8%	28%	0%	222
Conservative	25%	20%	3%	12%	40%	0%	147
Romney/Ryan Voter	30%	18%	5%	11%	36%	1%	205
Obama/Biden Voter	35%	21%	4%	11%	28%	1%	228
Did Not Vote in 2012	38%	29%	2%	3%	29%	0%	38
Union household	48%	17%	3%	13%	19%	0%	63
Non union	31%	20%	5%	9%	33%	1%	437
Read Union Leader	31%	20%	5%	10%	33%	0%	152
Read Boston Globe	35%	15%	4%	14%	30%	1%	75
Watch WMUR	37%	18%	5%	11%	29%	1%	336
Listen to NHPR	26%	16%	2%	10%	43%	2%	151
10 yrs or less in NH	34%	14%	7%	8%	37%	0%	88
11 to 20 years	34%	18%	4%	14%	29%	1%	88
More than 20 years	33%	22%	4%	9%	31%	1%	317
18 to 34	33%	35%	4%	13%	15%	0%	60
35 to 49	37%	16%	5%	9%	32%	1%	128
50 to 64	36%	19%	4%	10%	30%	1%	173
65 and over	26%	19%	5%	11%	38%	1%	128
Male	36%	21%	4%	7%	32%	0%	247
Female	30%	18%	5%	13%	32%	1%	257
High school or less	37%	24%	6%	10%	23%	1%	100
Some college	38%	22%	8%	9%	23%	0%	115
College graduate	36%	17%	2%	7%	35%	2%	156
Post graduate	22%	18%	4%	14%	41%	1%	128
Attend services 1 or more/week	19%	18%	5%	11%	45%	2%	116
1 2 times a month	29%	25%	6%	9%	31%	0%	52
Less often	36%	21%	4%	12%	27%	0%	137
Never	40%	19%	5%	8%	27%	1%	183
North Country	28%	22%	6%	20%	22%	2%	39
Central / Lakes	41%	19%	5%	6%	27%	1%	82
Connecticut Valley	35%	15%	2%	11%	37%	0%	80
Mass Border	31%	22%	6%	11%	28%	1%	135
Seacoast	26%	19%	2%	8%	44%	1%	86
Manchester Area	36%	21%	5%	9%	29%	0%	82
First Cong. Dist	33%	20%	6%	9%	30%	1%	230
Second Cong. Dist	33%	19%	3%	11%	33%	1%	274

**“And as you may know ... Massachusetts is moving forward with a plan to open three casinos. Does this make you more or less likely to favor opening a casino in New Hampshire, or does this not affect your position on a casino in New Hampshire?”**

<b>STATEWIDE</b>	<b>More Likely To Favor in NH 22%</b>	<b>Less Likely To Favor in NH 11%</b>	<b>No Impact 67%</b>	<b>Don't Know 1%</b>	<b>(N) 505</b>
Casino Supporters	33%	6%	61%	1%	319
Neutral / DK	11%	3%	83%	3%	36
Casino Opponents	1%	24%	75%	0%	150
Registered Democrat	26%	9%	64%	0%	125
Registered Undeclared	20%	10%	70%	0%	227
Registered Republican	23%	13%	63%	1%	113
Democrat	22%	12%	66%	0%	201
Independent	20%	8%	72%	0%	122
Republican	24%	10%	65%	1%	169
Liberal	19%	12%	69%	0%	108
Moderate	24%	10%	65%	1%	221
Conservative	21%	10%	68%	0%	147
Romney/Ryan Voter	23%	10%	66%	1%	204
Obama/Biden Voter	24%	10%	66%	0%	230
Did Not Vote in 2012	8%	17%	74%	0%	38
Union household	36%	12%	52%	0%	64
Non union	20%	11%	69%	1%	437
Read Union Leader	27%	14%	58%	1%	151
Read Boston Globe	22%	12%	66%	0%	76
Watch WMUR	26%	9%	65%	1%	335
Listen to NHPR	14%	15%	72%	0%	153
10 yrs or less in NH	12%	15%	73%	0%	89
11 to 20 years	17%	20%	61%	1%	88
More than 20 years	26%	7%	67%	1%	317
18 to 34	13%	14%	73%	0%	60
35 to 49	19%	9%	72%	1%	128
50 to 64	24%	11%	64%	0%	175
65 and over	26%	10%	62%	1%	127
Male	22%	13%	64%	0%	248
Female	21%	9%	69%	1%	257
High school or less	22%	8%	68%	1%	100
Some college	26%	9%	64%	1%	114
College graduate	24%	11%	64%	1%	158
Post graduate	15%	14%	70%	0%	128
Attend services 1 or more/week	16%	15%	68%	1%	114
1 2 times a month	28%	24%	48%	1%	52
Less often	26%	8%	66%	0%	137
Never	20%	7%	72%	1%	185
North Country	10%	12%	78%	0%	39
Central / Lakes	28%	8%	63%	0%	81
Connecticut Valley	26%	12%	62%	0%	81
Mass Border	24%	7%	68%	0%	136
Seacoast	17%	19%	62%	2%	86
Manchester Area	18%	10%	72%	0%	82
First Cong. Dist	21%	12%	66%	1%	230
Second Cong. Dist	22%	10%	68%	0%	275

**“How many times in the past year have you gone to a casino?”**

	<u>Never</u> <b>75%</b>	<u>Once</u> <b>13%</b>	<u>Twice</u> <b>4%</b>	<u>3-5 Times</u> <b>5%</b>	<u>6 or More</u> <u>Times</u> <b>3%</b>	<u>(N)</u> <b>504</b>
<b>STATEWIDE</b>						
Casino Supporters	71%	14%	5%	5%	4%	318
Neutral / DK	86%	6%	0%	8%	0%	36
Casino Opponents	80%	14%	3%	1%	1%	150
Registered Democrat	78%	9%	3%	8%	1%	124
Registered Undeclared	73%	17%	4%	4%	2%	227
Registered Republican	72%	11%	6%	5%	5%	113
Democrat	79%	10%	4%	6%	1%	200
Independent	75%	17%	2%	4%	2%	121
Republican	70%	14%	5%	5%	5%	170
Liberal	82%	11%	4%	1%	2%	108
Moderate	71%	15%	2%	10%	3%	222
Conservative	75%	12%	6%	2%	4%	146
Romney/Ryan Voter	72%	14%	5%	5%	4%	205
Obama/Biden Voter	79%	10%	3%	6%	2%	229
Did Not Vote in 2012	84%	9%	2%	2%	2%	38
Union household	72%	13%	5%	8%	3%	64
Non union	75%	13%	4%	5%	3%	436
Read Union Leader	70%	16%	7%	5%	2%	151
Read Boston Globe	71%	17%	2%	8%	1%	76
Watch WMUR	75%	10%	5%	7%	3%	335
Listen to NHPR	84%	10%	2%	4%	1%	152
10 yrs or less in NH	75%	12%	4%	7%	1%	89
11 to 20 years	79%	12%	6%	2%	0%	88
More than 20 years	73%	13%	4%	6%	4%	316
18 to 34	74%	15%	5%	5%	2%	59
35 to 49	70%	14%	6%	9%	1%	128
50 to 64	77%	14%	2%	2%	5%	175
65 and over	78%	10%	4%	6%	2%	127
Male	73%	12%	5%	7%	3%	248
Female	76%	14%	3%	4%	3%	256
High school or less	76%	8%	9%	3%	3%	99
Some college	73%	17%	2%	4%	5%	115
College graduate	74%	10%	4%	9%	3%	157
Post graduate	76%	17%	2%	4%	1%	128
Attend services 1 or more/week	74%	13%	4%	8%	1%	116
1 2 times a month	77%	8%	7%	8%	0%	52
Less often	74%	17%	3%	3%	3%	137
Never	76%	11%	4%	5%	5%	184
North Country	75%	15%	2%	6%	2%	39
Central / Lakes	73%	9%	5%	10%	3%	81
Connecticut Valley	79%	9%	2%	9%	2%	81
Mass Border	69%	21%	3%	2%	6%	136
Seacoast	80%	8%	5%	4%	2%	86
Manchester Area	77%	13%	7%	3%	0%	82
First Cong. Dist	79%	9%	5%	5%	2%	229
Second Cong. Dist	71%	16%	3%	5%	4%	275

**“If a casino were built in New Hampshire near the Massachusetts border, about how many times a year do you think you would visit it?”**

<b>STATEWIDE</b>	<b><u>Never</u> 52%</b>	<b><u>Once</u> 18%</b>	<b><u>Twice</u> 11%</b>	<b><u>3-5 Times</u> 10%</b>	<b><u>6 or More Times</u> 7%</b>	<b><u>Don't Know</u> 2%</b>	<b><u>(N)</u> 504</b>
Casino Supporters	34%	21%	17%	15%	10%	2%	319
Neutral / DK	83%	11%	0%	6%	0%	0%	36
Casino Opponents	81%	13%	1%	2%	1%	3%	151
Registered Democrat	55%	13%	7%	14%	10%	0%	124
Registered Undeclared	47%	20%	13%	11%	5%	4%	227
Registered Republican	54%	20%	10%	10%	6%	0%	113
Democrat	54%	19%	7%	11%	8%	1%	200
Independent	53%	14%	12%	8%	9%	3%	121
Republican	47%	21%	14%	13%	3%	2%	170
Liberal	60%	17%	7%	7%	6%	3%	108
Moderate	49%	19%	10%	13%	7%	1%	222
Conservative	52%	19%	12%	9%	5%	3%	146
Romney/Ryan Voter	51%	17%	12%	12%	5%	3%	205
Obama/Biden Voter	53%	20%	6%	11%	8%	1%	229
Did Not Vote in 2012	55%	15%	18%	4%	5%	3%	38
Union household	52%	20%	7%	15%	6%	0%	64
Non union	52%	18%	11%	10%	7%	3%	436
Read Union Leader	45%	19%	15%	13%	7%	1%	151
Read Boston Globe	56%	16%	11%	10%	5%	2%	76
Watch WMUR	46%	20%	12%	13%	7%	1%	335
Listen to NHPR	69%	14%	7%	3%	5%	1%	152
10 yrs or less in NH	67%	11%	8%	6%	6%	2%	89
11 to 20 years	45%	23%	17%	7%	6%	2%	88
More than 20 years	49%	19%	10%	13%	7%	2%	316
18 to 34	36%	25%	15%	13%	9%	2%	59
35 to 49	46%	19%	10%	20%	4%	1%	128
50 to 64	57%	18%	10%	6%	7%	2%	175
65 and over	57%	14%	10%	7%	8%	4%	127
Male	47%	19%	15%	10%	6%	3%	248
Female	56%	17%	7%	11%	7%	2%	256
High school or less	38%	22%	14%	14%	8%	3%	99
Some college	41%	20%	17%	11%	7%	3%	115
College graduate	53%	20%	8%	11%	7%	1%	157
Post graduate	69%	12%	5%	7%	5%	2%	128
Attend services 1 or more/week	65%	15%	11%	6%	2%	2%	116
1 2 times a month	40%	24%	13%	12%	5%	5%	52
Less often	44%	24%	14%	8%	9%	1%	137
Never	53%	14%	7%	15%	9%	2%	184
North Country	67%	17%	6%	5%	5%	0%	39
Central / Lakes	49%	20%	10%	16%	1%	4%	81
Connecticut Valley	60%	14%	6%	7%	12%	2%	81
Mass Border	44%	14%	16%	12%	11%	2%	136
Seacoast	64%	19%	8%	5%	2%	2%	86
Manchester Area	40%	26%	13%	14%	5%	2%	82
First Cong. Dist	51%	18%	13%	10%	5%	2%	229
Second Cong. Dist	52%	18%	9%	11%	8%	2%	275

**“If New Hampshire allows a casino, would you like it built at Rockingham in Salem or somewhere else?”**

	<b>Rockingham</b>	<b>Somewhere</b>		
	<b><u>Park</u></b>	<b><u>Else</u></b>	<b><u>Don't Know</u></b>	<b><u>(N=)</u></b>
<b>STATEWIDE</b>	<b>57%</b>	<b>22%</b>	<b>21%</b>	<b>495</b>
Casino Supporters	65%	19%	16%	317
Neutral / DK	50%	19%	31%	36
Casino Opponents	42%	28%	31%	141
Registered Democrat	53%	21%	26%	124
Registered Undeclared	56%	22%	23%	225
Registered Republican	64%	22%	14%	106
Democrat	56%	22%	22%	198
Independent	52%	20%	28%	120
Republican	63%	23%	15%	164
Liberal	55%	17%	28%	108
Moderate	55%	26%	18%	218
Conservative	66%	16%	17%	140
Romney/Ryan Voter	67%	16%	17%	199
Obama/Biden Voter	53%	24%	23%	228
Did Not Vote in 2012	44%	29%	27%	38
Union household	50%	29%	21%	64
Non union	58%	20%	21%	426
Read Union Leader	62%	21%	17%	144
Read Boston Globe	57%	13%	30%	74
Watch WMUR	60%	22%	18%	328
Listen to NHPR	51%	16%	32%	147
10 yrs or less in NH	55%	16%	29%	87
11 to 20 years	65%	16%	20%	85
More than 20 years	57%	24%	20%	313
18 to 34	50%	22%	28%	59
35 to 49	64%	20%	16%	126
50 to 64	56%	25%	19%	172
65 and over	56%	19%	25%	124
Male	56%	22%	21%	243
Female	58%	21%	21%	251
High school or less	66%	23%	12%	100
Some college	55%	26%	18%	113
College graduate	57%	17%	26%	155
Post graduate	53%	21%	26%	122
Attend services 1 or more/week	48%	24%	28%	110
1 2 times a month	72%	14%	14%	51
Less often	57%	26%	17%	137
Never	59%	19%	23%	182
North Country	44%	36%	20%	38
Central / Lakes	63%	21%	16%	80
Connecticut Valley	42%	27%	31%	81
Mass Border	62%	17%	20%	135
Seacoast	57%	21%	23%	82
Manchester Area	64%	18%	18%	78
First Cong. Dist	58%	21%	21%	222
Second Cong. Dist	56%	22%	22%	273



**“The Senate bill allows only one casino to be opened. Do you think there should be only one casino or more than one?”**

<b>STATEWIDE</b>	<b><u>Only One</u></b> <b>47%</b>	<b><u>More Than One</u></b> <b>32%</b>	<b><u>No Casino</u></b> <b>18%</b>	<b><u>Don't Know</u></b> <b>4%</b>	<b><u>(N)</u></b> <b>506</b>
Casino Supporters	51%	44%	1%	4%	319
Neutral / DK	65%	14%	11%	11%	37
Casino Opponents	32%	11%	56%	1%	149
Registered Democrat	46%	29%	19%	6%	125
Registered Undeclared	46%	37%	15%	3%	228
Registered Republican	49%	26%	22%	3%	113
Democrat	49%	29%	17%	5%	201
Independent	37%	38%	21%	4%	122
Republican	50%	31%	17%	2%	170
Liberal	44%	30%	19%	7%	108
Moderate	48%	35%	16%	1%	222
Conservative	49%	30%	20%	1%	147
Romney/Ryan Voter	49%	32%	16%	3%	205
Obama/Biden Voter	45%	33%	17%	4%	230
Did Not Vote in 2012	49%	29%	18%	4%	38
Union household	38%	43%	18%	2%	64
Non union	48%	31%	18%	4%	438
Read Union Leader	49%	30%	17%	3%	152
Read Boston Globe	47%	28%	20%	5%	76
Watch WMUR	46%	36%	15%	3%	335
Listen to NHPR	42%	22%	30%	6%	152
10 yrs or less in NH	43%	34%	19%	4%	89
11 to 20 years	49%	28%	20%	3%	88
More than 20 years	47%	32%	17%	4%	318
18 to 34	57%	28%	6%	9%	60
35 to 49	44%	36%	16%	4%	128
50 to 64	43%	32%	22%	3%	175
65 and over	49%	31%	17%	4%	127
Male	45%	35%	16%	4%	248
Female	48%	29%	19%	4%	258
High school or less	51%	39%	9%	2%	100
Some college	47%	38%	12%	3%	115
College graduate	47%	35%	15%	3%	158
Post graduate	42%	19%	33%	7%	128
Attend services 1 or more/week	43%	23%	32%	2%	116
1 2 times a month	60%	24%	16%	0%	52
Less often	48%	37%	12%	3%	137
Never	46%	36%	12%	6%	186
North Country	37%	44%	12%	6%	39
Central / Lakes	47%	37%	11%	4%	82
Connecticut Valley	39%	33%	24%	3%	82
Mass Border	54%	25%	19%	2%	136
Seacoast	41%	30%	21%	8%	85
Manchester Area	51%	33%	15%	1%	82
First Cong. Dist	46%	32%	18%	4%	230
Second Cong. Dist	47%	32%	18%	4%	276

**“Do you think that opening a casino in New Hampshire would improve New Hampshire’s image ... harm New Hampshire’s image ... or have little impact on it?” “Is that a lot or just somewhat?”**

	<b>Improve <u>A Lot</u> 6%</b>	<b>Improve <u>Somewhat</u> 6%</b>	<b>Neutral/ <u>Little Impact</u> 66%</b>	<b>Harm <u>Somewhat</u> 10%</b>	<b>Harm <u>A Lot</u> 11%</b>	<b>Don’t <u>Know</u> 2%</b>	<b>(N) 506</b>
<b>STATEWIDE</b>							
Casino Supporters	9%	9%	78%	3%	0%	1%	319
Neutral / DK	0%	0%	73%	19%	0%	8%	37
Casino Opponents	1%	1%	38%	21%	37%	2%	149
Registered Democrat	8%	6%	62%	14%	8%	2%	125
Registered Undeclared	5%	5%	70%	8%	10%	3%	229
Registered Republican	6%	3%	64%	10%	16%	1%	113
Democrat	7%	7%	65%	10%	10%	2%	201
Independent	6%	8%	63%	10%	10%	3%	122
Republican	3%	2%	70%	9%	14%	2%	170
Liberal	6%	5%	72%	9%	8%	0%	108
Moderate	5%	5%	67%	9%	12%	2%	222
Conservative	5%	7%	62%	9%	13%	4%	147
Romney/Ryan Voter	4%	5%	67%	10%	12%	2%	205
Obama/Biden Voter	7%	5%	68%	9%	9%	1%	231
Did Not Vote in 2012	5%	10%	60%	5%	17%	2%	38
Union household	5%	4%	77%	8%	4%	2%	64
Non union	6%	6%	64%	10%	12%	2%	438
Read Union Leader	10%	7%	56%	11%	13%	3%	152
Read Boston Globe	9%	1%	64%	13%	13%	0%	76
Watch WMUR	6%	6%	67%	10%	9%	2%	336
Listen to NHPR	7%	4%	56%	15%	15%	2%	153
10 yrs or less in NH	6%	6%	61%	14%	14%	0%	89
11 to 20 years	7%	3%	66%	10%	11%	3%	88
More than 20 years	6%	6%	67%	8%	10%	3%	319
18 to 34	4%	6%	78%	5%	6%	1%	60
35 to 49	7%	8%	64%	9%	8%	3%	128
50 to 64	7%	6%	64%	9%	14%	1%	175
65 and over	5%	2%	64%	14%	12%	4%	128
Male	7%	3%	68%	10%	12%	1%	247
Female	5%	8%	64%	10%	11%	3%	258
High school or less	11%	10%	65%	5%	6%	3%	100
Some college	5%	6%	71%	5%	11%	2%	115
College graduate	6%	7%	65%	12%	8%	2%	158
Post graduate	3%	1%	62%	14%	19%	1%	128
Attend services 1 or more/week	3%	4%	60%	7%	20%	5%	116
1 2 times a month	10%	2%	70%	5%	11%	1%	52
Less often	6%	6%	68%	12%	7%	1%	137
Never	6%	6%	68%	11%	8%	1%	186
North Country	3%	13%	60%	6%	12%	7%	39
Central / Lakes	7%	9%	70%	4%	8%	1%	82
Connecticut Valley	7%	6%	57%	16%	13%	2%	82
Mass Border	6%	5%	71%	6%	9%	3%	136
Seacoast	4%	2%	60%	18%	15%	0%	86
Manchester Area	8%	4%	69%	9%	10%	1%	81
First Cong. Dist	6%	5%	65%	10%	12%	1%	229
Second Cong. Dist	6%	6%	66%	9%	10%	3%	276