

 MORNING CONSULT



# New Hampshire Voters

NATIONAL COUNCIL FOR BEHAVIORAL HEALTH  
POLLING PRESENTATION

November 2019

# Key Points

- 1 Experience with mental health and addiction is common among New Hampshire voters.**
  - A majority of New Hampshire voters have either personally or had a family member experience a mental health condition or addiction.
  - About seven in ten New Hampshire voters say individuals experiencing addiction to drugs or alcohol and individuals experiencing a mental health condition is prevalent in their local community.
- 2 Mental health and addiction and opioid policy is a top issue to about one in five New Hampshire voters entering 2020.**
  - About one in five New Hampshire voters select mental health (13%) or addiction and opioid policy (8%) as one of the top three issues important to their 2020 presidential vote.
- 3 A majority of New Hampshire voters say a candidate's plan for increasing funding for mental health and addiction treatment services is important to their 2020 vote.**
  - This issue is especially important to young voters- two in three young 18-29 year olds (67%) say a candidate's plan for increasing funding for mental health services is *very important* on their 2020 vote.

- 4 And a presidential candidate's plan for mental health and addiction treatment can influence the vote of New Hampshire voters.**
  - Two in three New Hampshire voters would be more likely to vote for a 2020 presidential candidate if they promised to do more to address mental health.
- 5 A bipartisan majority of New Hampshire voters think the federal government is responsible to provide funding for mental health and addiction treatment.**
  - Similarly, a majority of Democrats and Republicans think the federal government and the state of New Hampshire is *not doing enough* to address mental health.
- 6 About half of New Hampshire voters think it is *very important* the federal government provide funding for mental health training in schools and increasing the amount of mental health professionals in schools.**

## **Methodology**

This poll was conducted from November 13-21, 2019, among a national sample of 300 New Hampshire Registered Voters. The interviews were conducted online and the data were weighted to approximate a target sample of NH Registered Voters based on age, race, gender, and educational attainment. Results from the full survey have a margin of error of +/-6%.

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**Top Issues in 2020 Election**



**Impact on the 2020 Vote**



**Funding for Mental Health & Addiction Treatment**



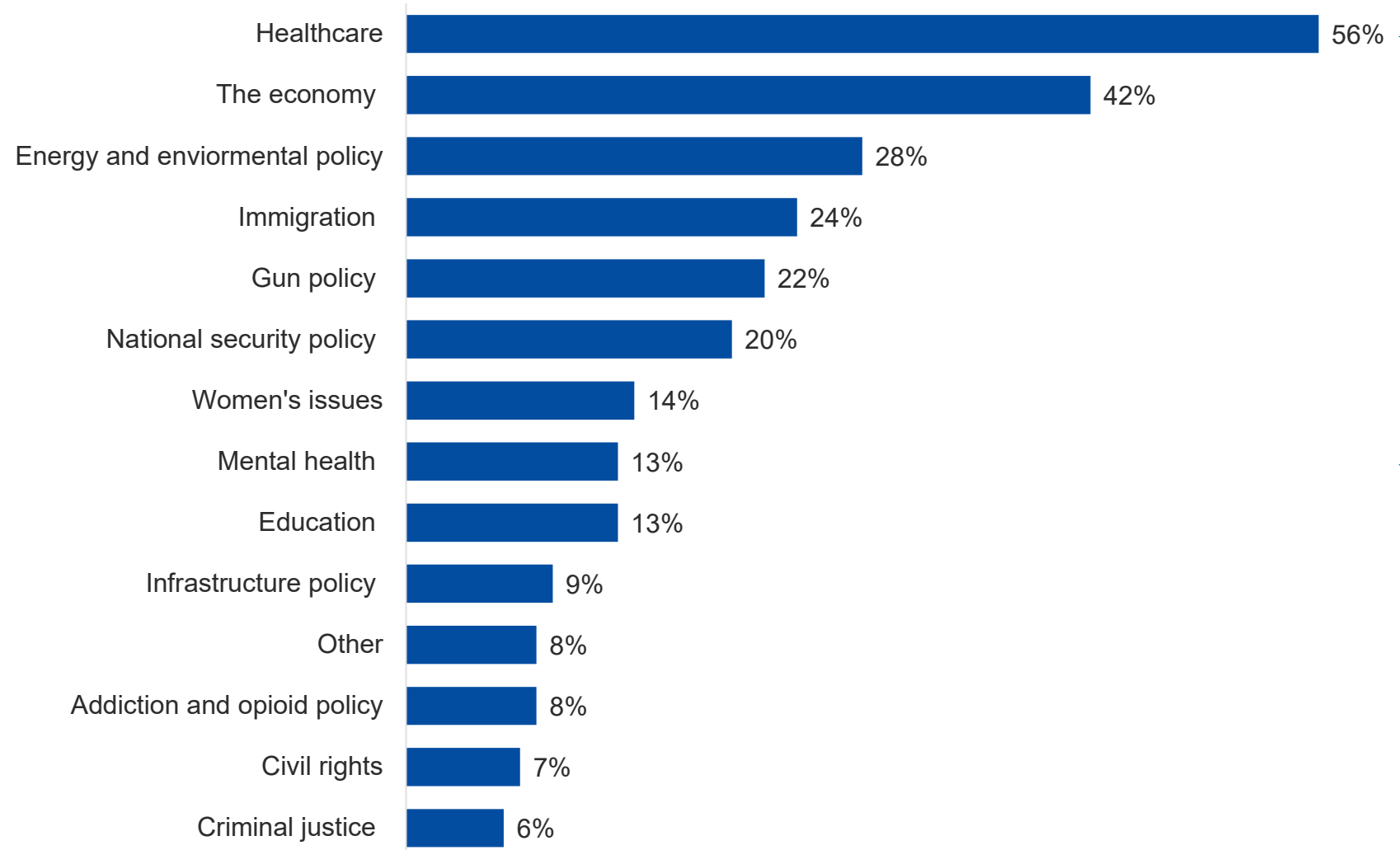
**General Impressions of Mental Health & Addiction**



**Experience With Mental Health & Addiction**

## About one in five New Hampshire voters select mental health (13%) or addiction and opioid policy (8%) as one of the top three issues important to their 2020 presidential vote.

*Thinking about who you will vote for in the 2020 presidential election, which of the following issues will be most important in your vote choice? Select your top three areas.*

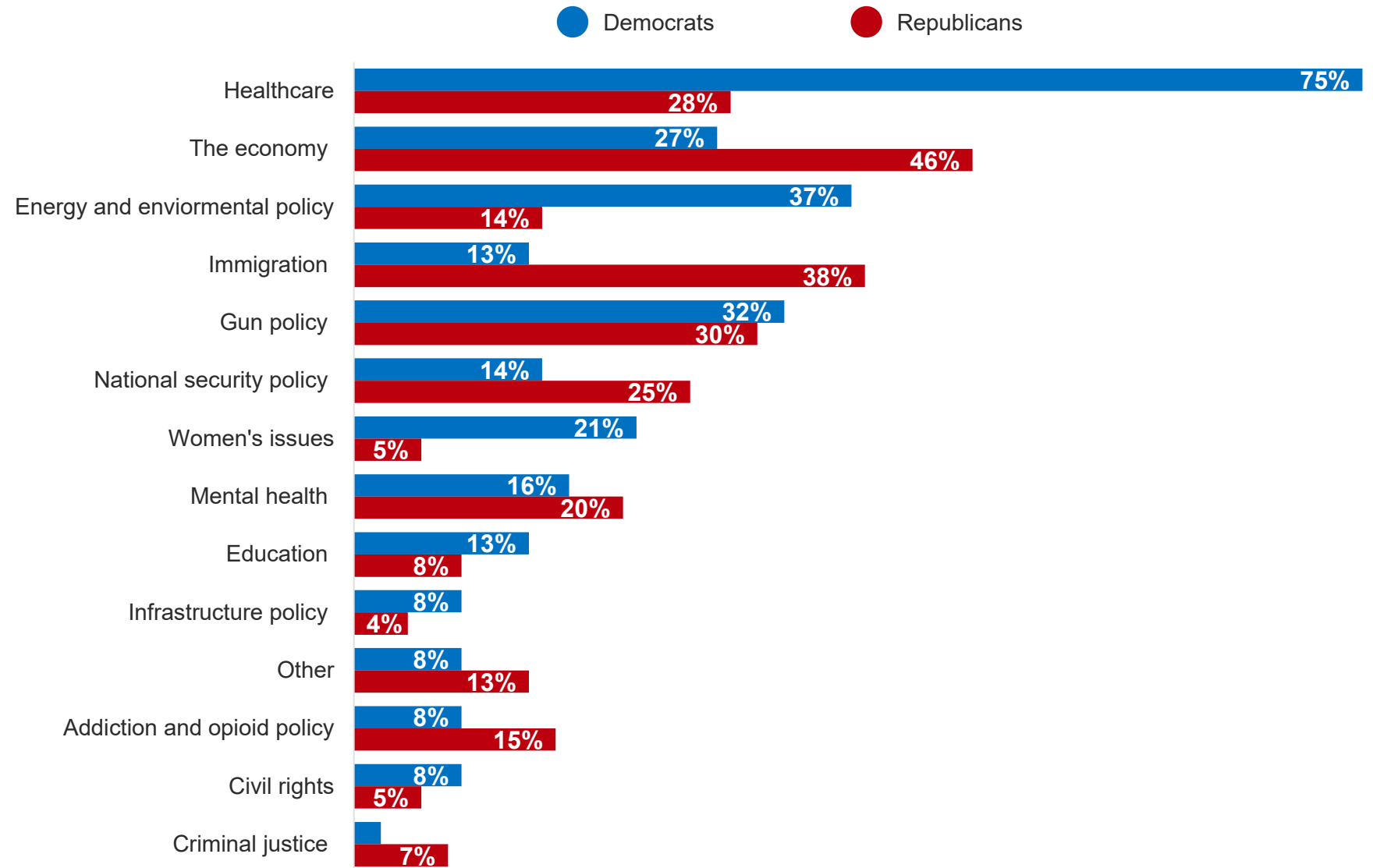


*Among those who selected healthcare as an important issue, 43% also selected mental health as an important issue in their vote choice.*

## Top Issues in 2020 Election

# Healthcare policy is energizing New Hampshire Democrats as they consider a presidential candidate (76% selected), while economy is the topic driving nearly half of Republicans' vote preference in 2020 (46% selected).

*Thinking about who you will vote for in the 2020 presidential election, which of the following issues will be most important in your vote choice? Select your top three areas.*

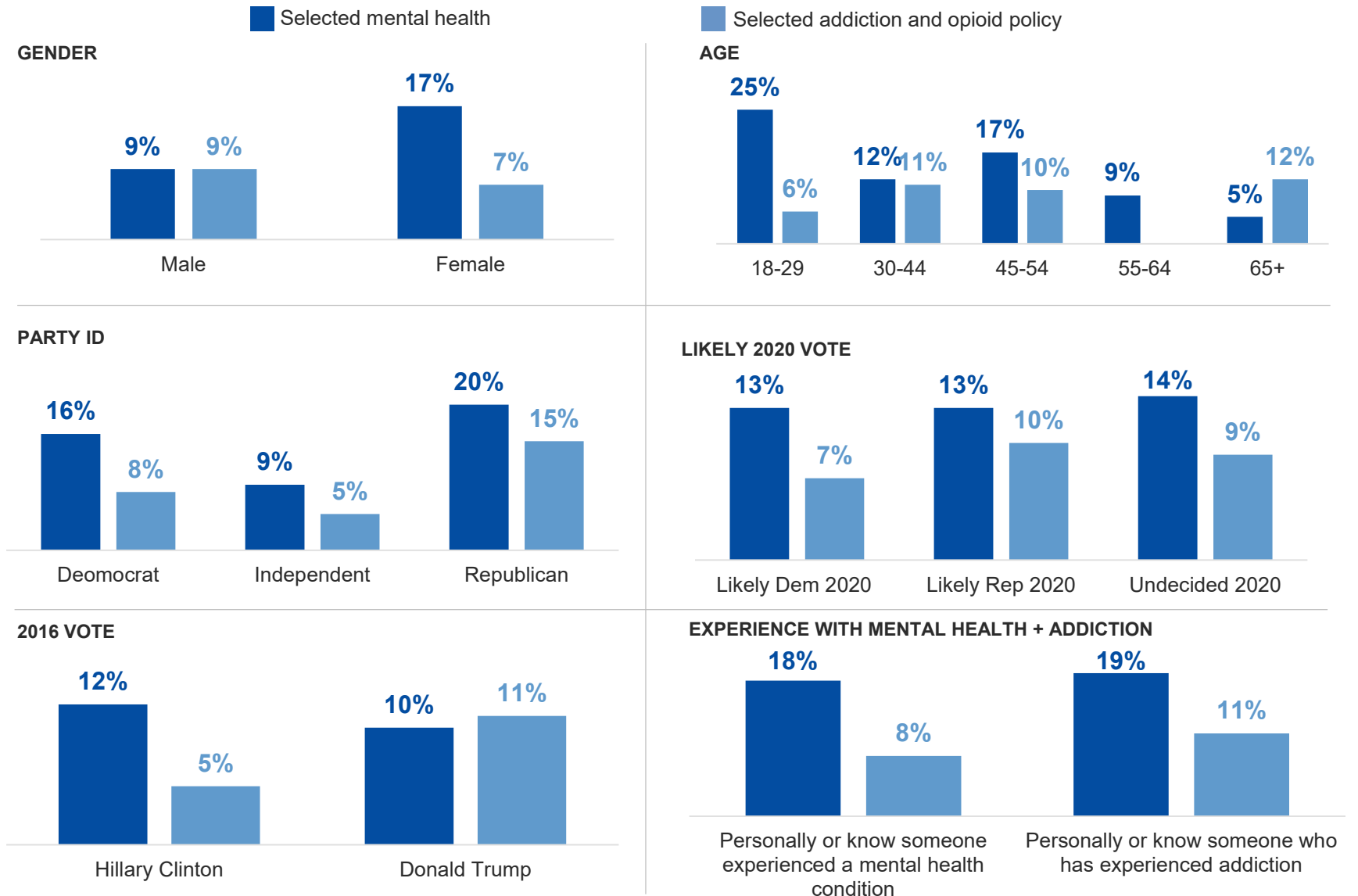


## Top Issues in 2020 Election

**About one in five women (17%), 18-29 year olds (25%), and adults who have personally or know someone who have experienced a mental health condition (18%) say mental health is an important issue influencing their 2020 vote.**

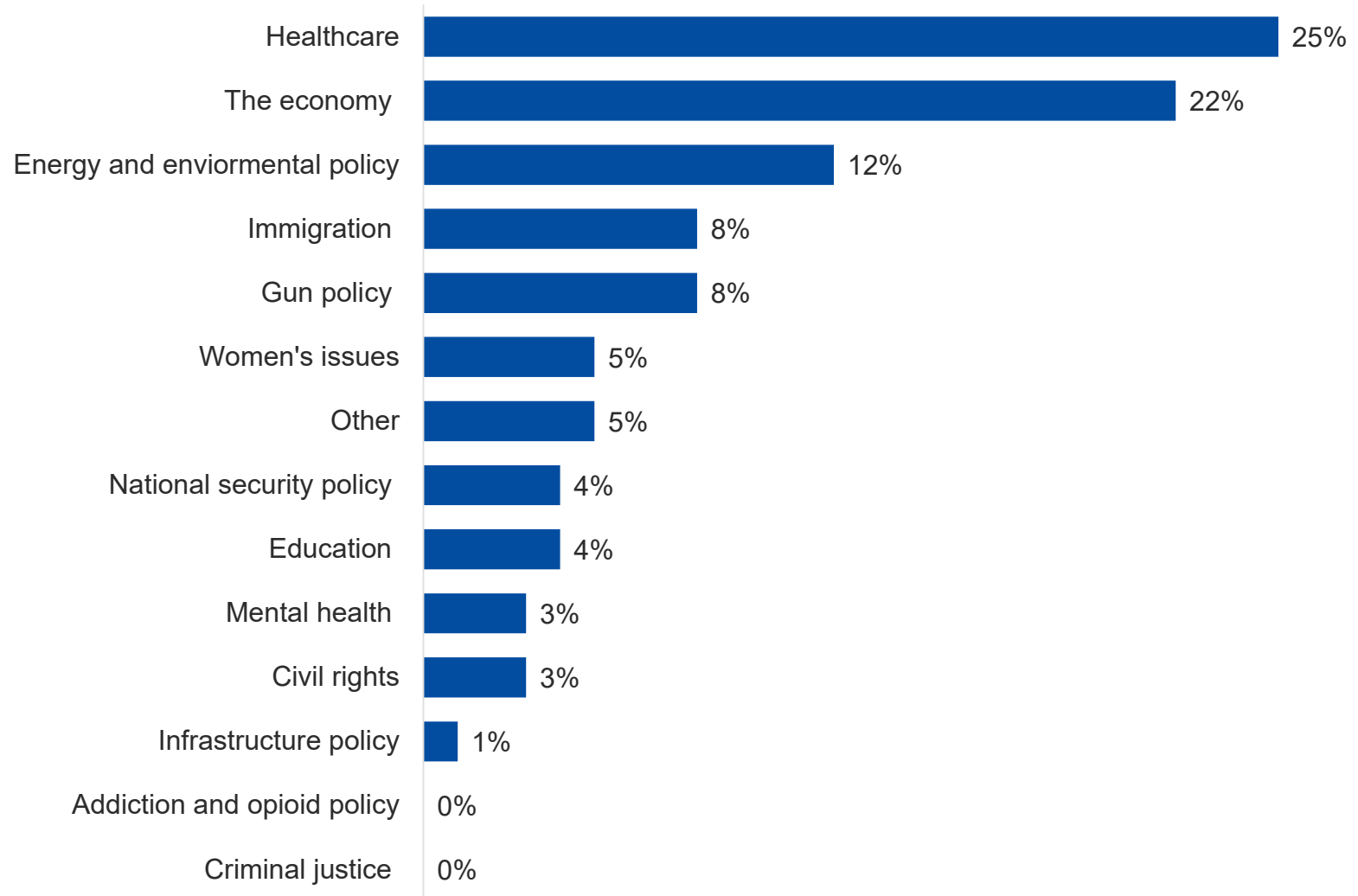
*Thinking about who you will vote for in the 2020 presidential election, which of the following issues will be most important in your vote choice? Select your top three areas.*

# Top Issues in 2020 Election



## A quarter of New Hampshire voters select healthcare (25%) or the economy (22%) as the most important issue influencing their 2020 vote choice.

*Thinking about who you will vote for in the 2020 presidential election, which of the following issues will be most important in your vote choice. Please select one.*



## Top Issues in 2020 Election

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**Top Issues in 2020 Election**



**Impact on the 2020 Vote**



**Funding for Mental Health & Addiction Treatment**



**General Impressions of Mental Health & Addiction**



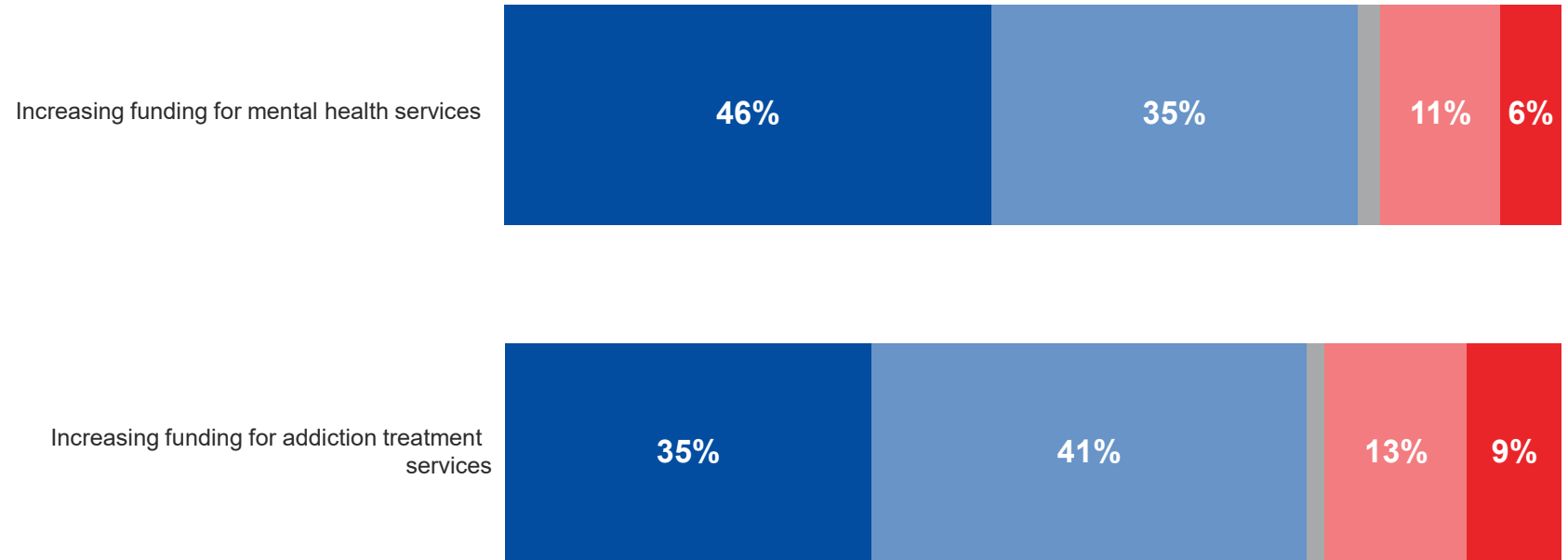
**Experience With Mental Health & Addiction**



**A majority of New Hampshire voters say a candidate's plan for increasing funding for mental health services (81%) and addiction treatment services (76%) is important in their decision about who to vote for in the 2020 election.**

*Thinking about the 2020 presidential election, how important is a candidate's plan on each of the following in your decision about who to vote for?*

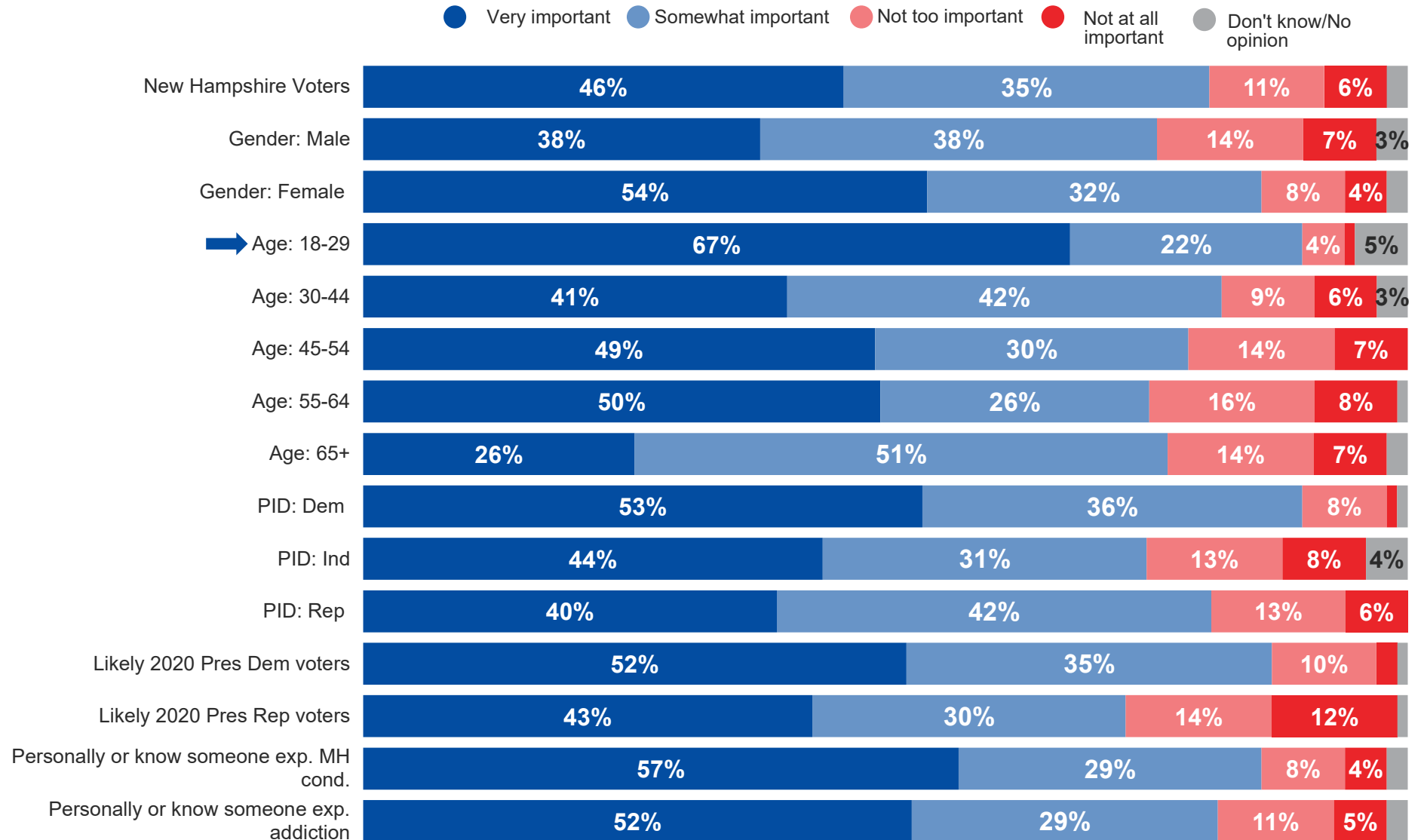
● Very important   ● Somewhat important   ● Don't know/No opinion   ● Not too important   ● Not at all important



## Impact on the 2020 Vote

## Two in three young New Hampshire voters (67%) say a candidate's plan for increasing funding for mental health services is *very important* on their 2020 vote.

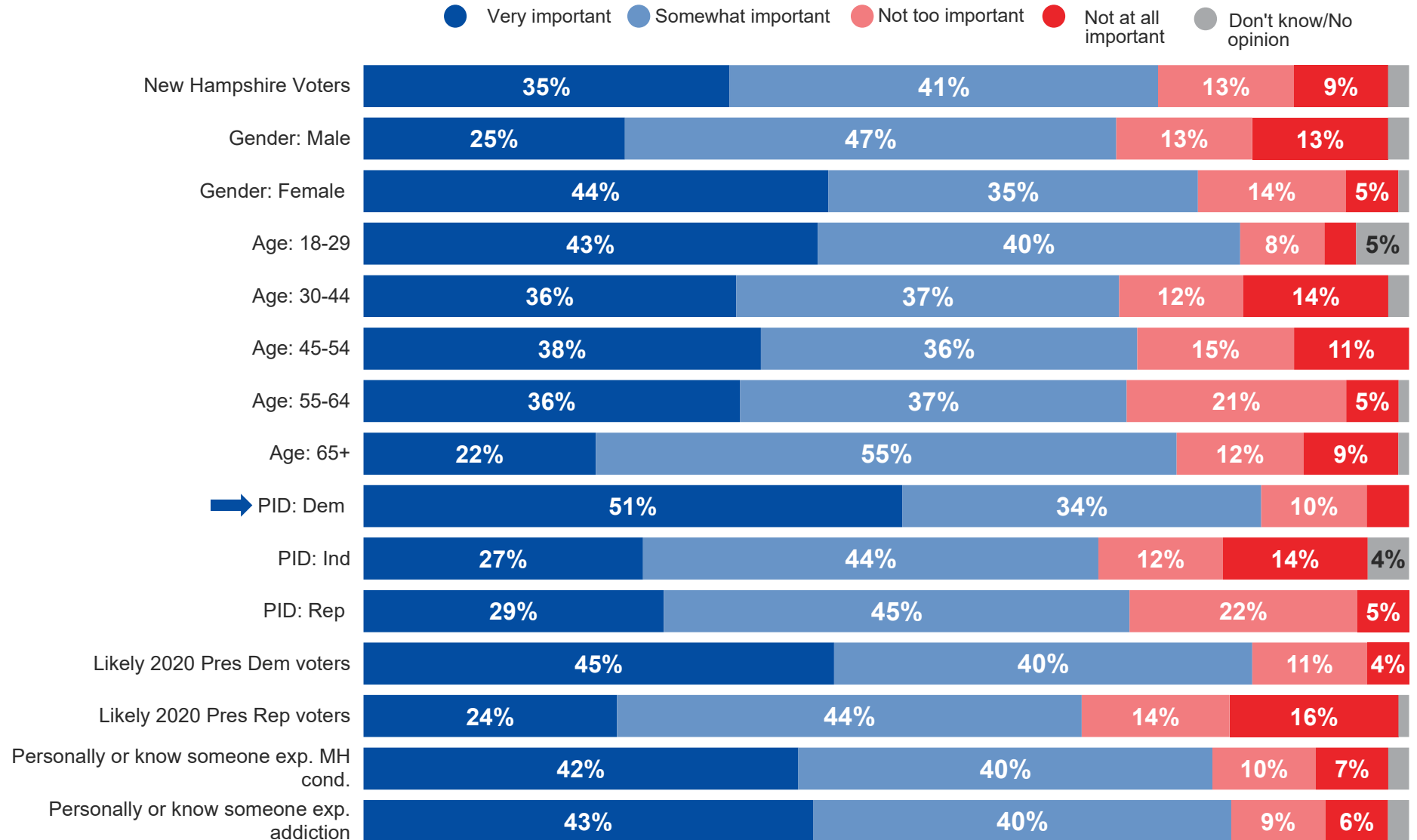
Thinking about the 2020 presidential election, how important is a candidate's plan on each of the following in your decision about who to vote for? **Increasing funding for mental health services**



# Impact on the 2020 Vote

## And, half of New Hampshire Democrats ( 51%) say a candidate’s plan on increasing funding for addiction treatment services is *very important* to their 2020 vote.

Thinking about the 2020 presidential election, how important is a candidate's plan on each of the following in your decision about who to vote for? **Increasing funding for addiction treatment services**

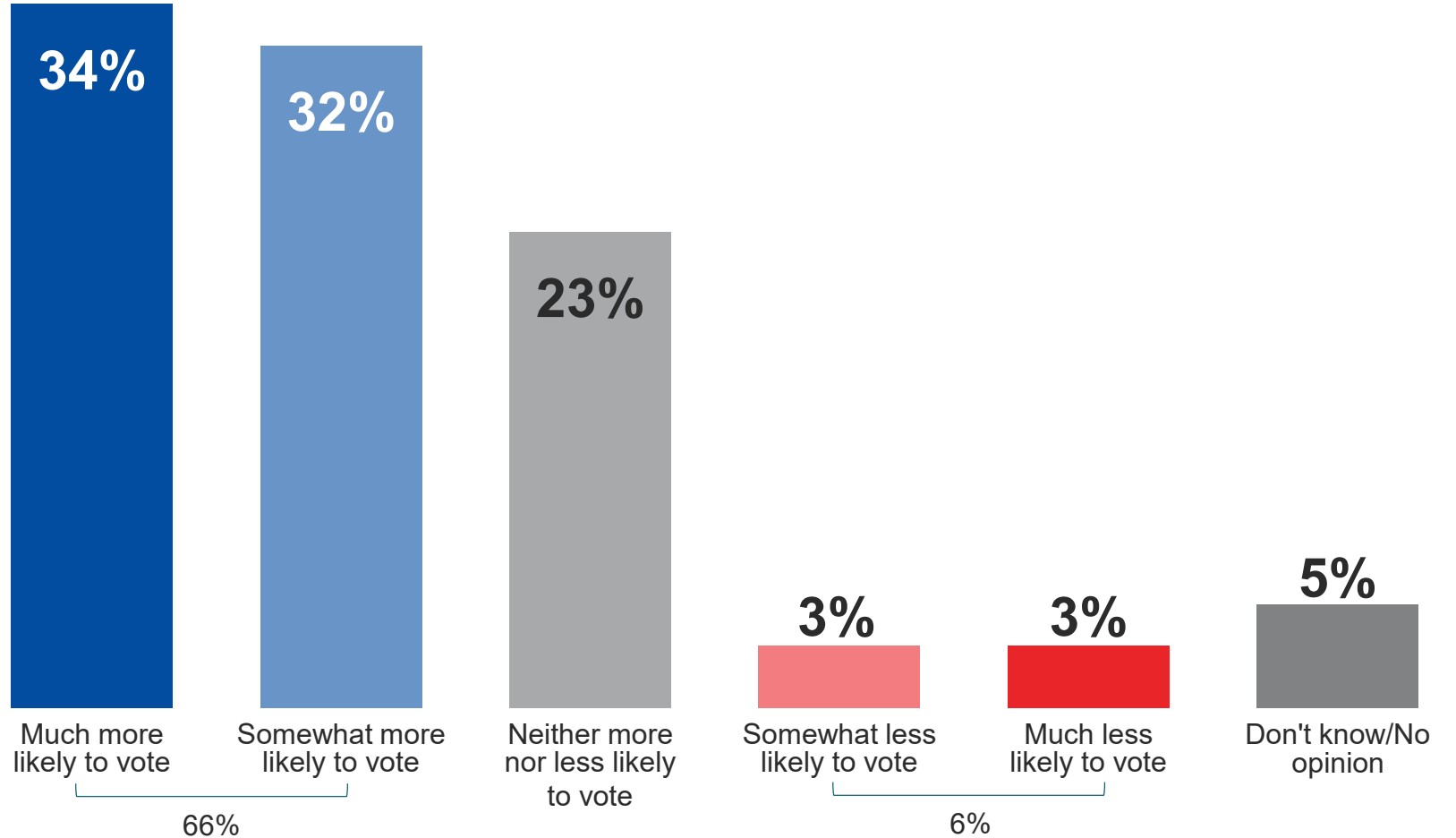


## Impact on the 2020 Vote

## Impact on the 2020 Vote

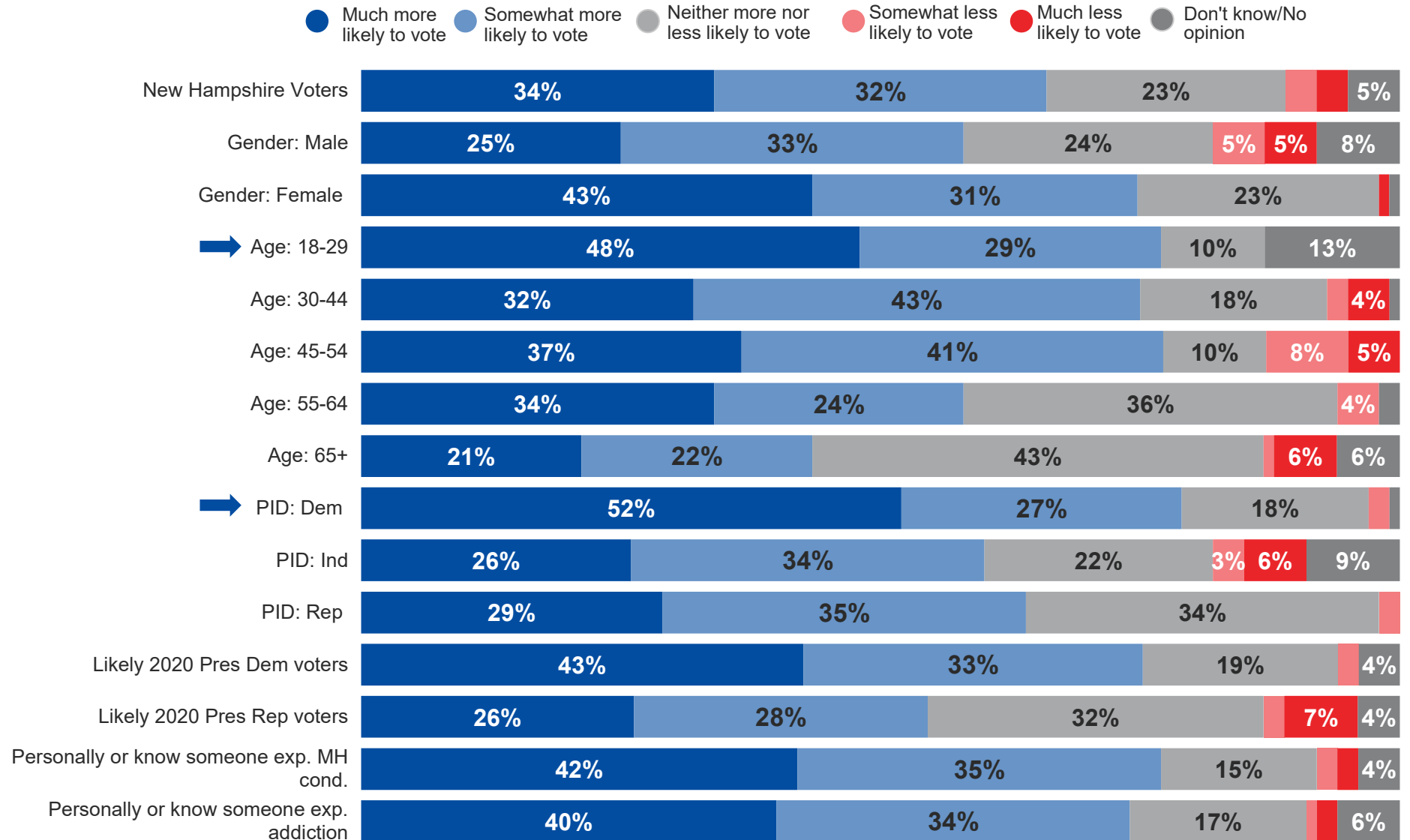
# Two in three New Hampshire voters would be more likely to vote for a 2020 presidential candidate if they promised to do more to address mental health.

*Would you be more or less likely to vote for a candidate in the 2020 presidential election if they promised to do more to **address mental health** in the United States?*



# About half of young adults (48%) and Democrats (52%) would be much more likely to vote for a candidate in 2020 if they promised to do more to address mental health in the U.S.

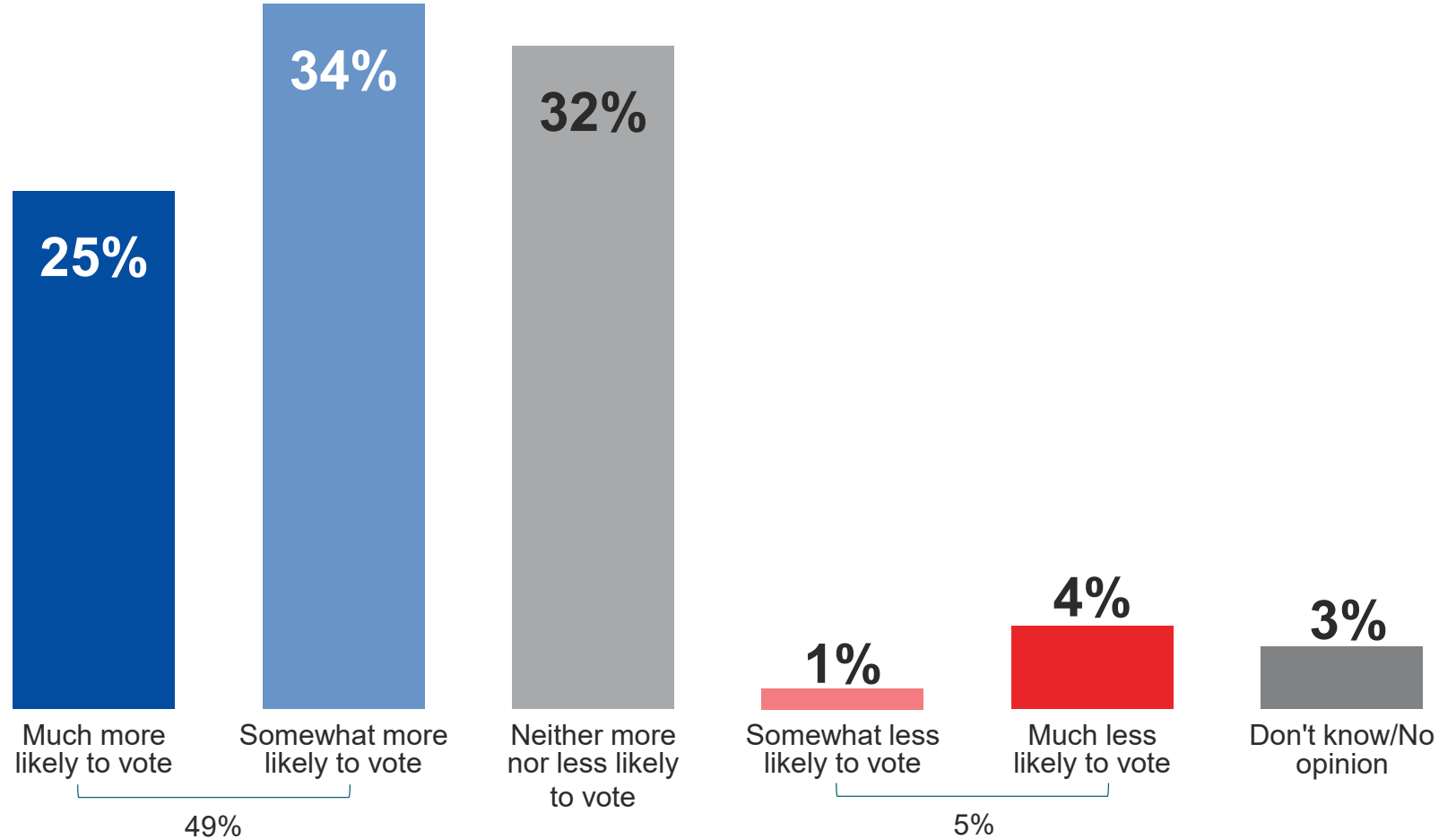
Would you be more or less likely to vote for a candidate in the 2020 presidential election if they promised to do more to **address mental health** in the United States?



## Impact on the 2020 Vote

## And about half of New Hampshire voters (49%) would be more likely to vote for a candidate in the 2020 presidential election if they promised to do more to address addiction in the U.S.

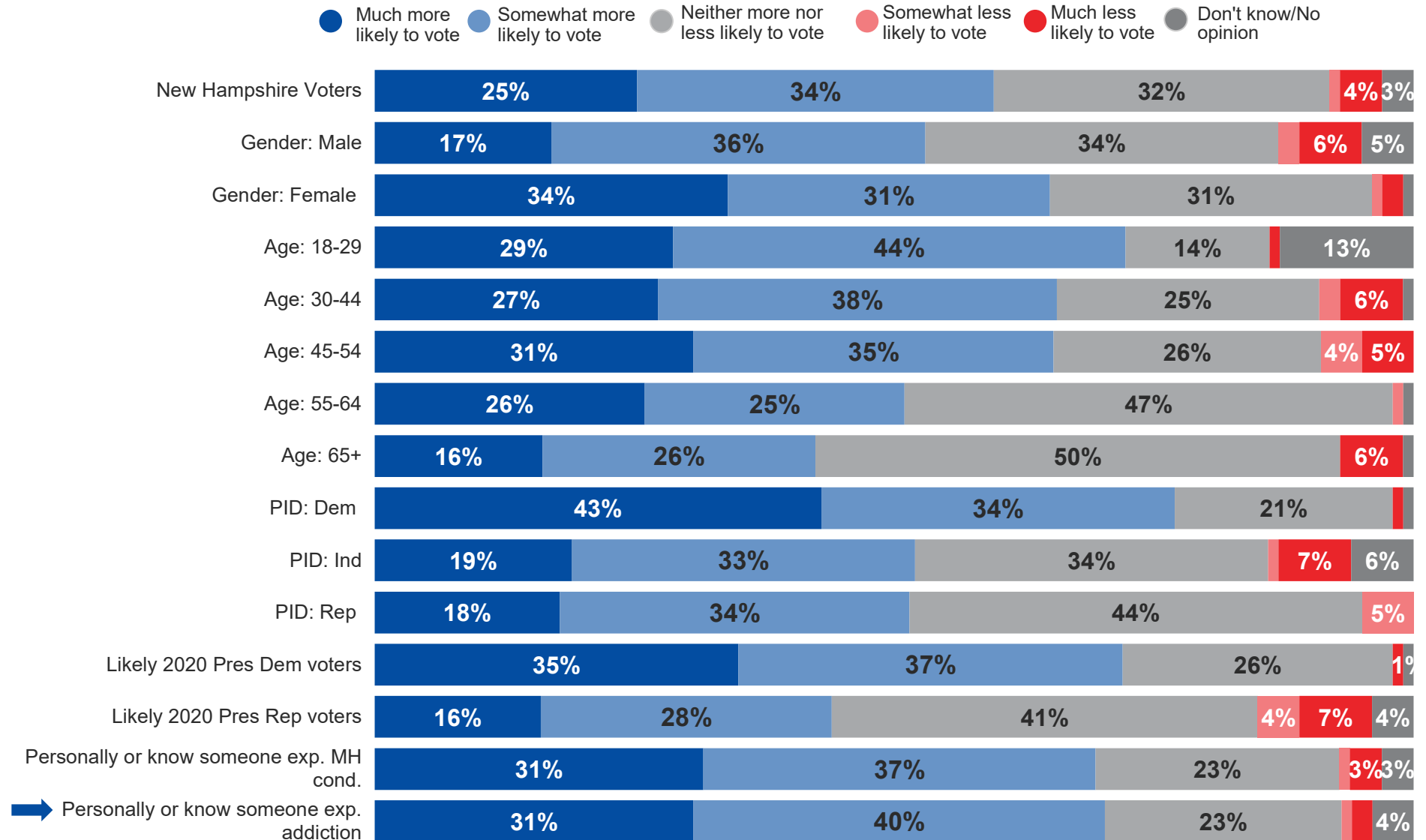
*Would you be more or less likely to vote for a candidate in the 2020 presidential election if they promised to do more to **address addiction** in the United States?*



## Impact on the 2020 Vote

## Seven in ten New Hampshire voters (71%) who know someone or have personally experienced addiction would be more likely to vote for a candidate who promised to do more to address the issue.

*Would you be more or less likely to vote for a candidate in the 2020 presidential election if they promised to do more to **address addiction** in the United States?*

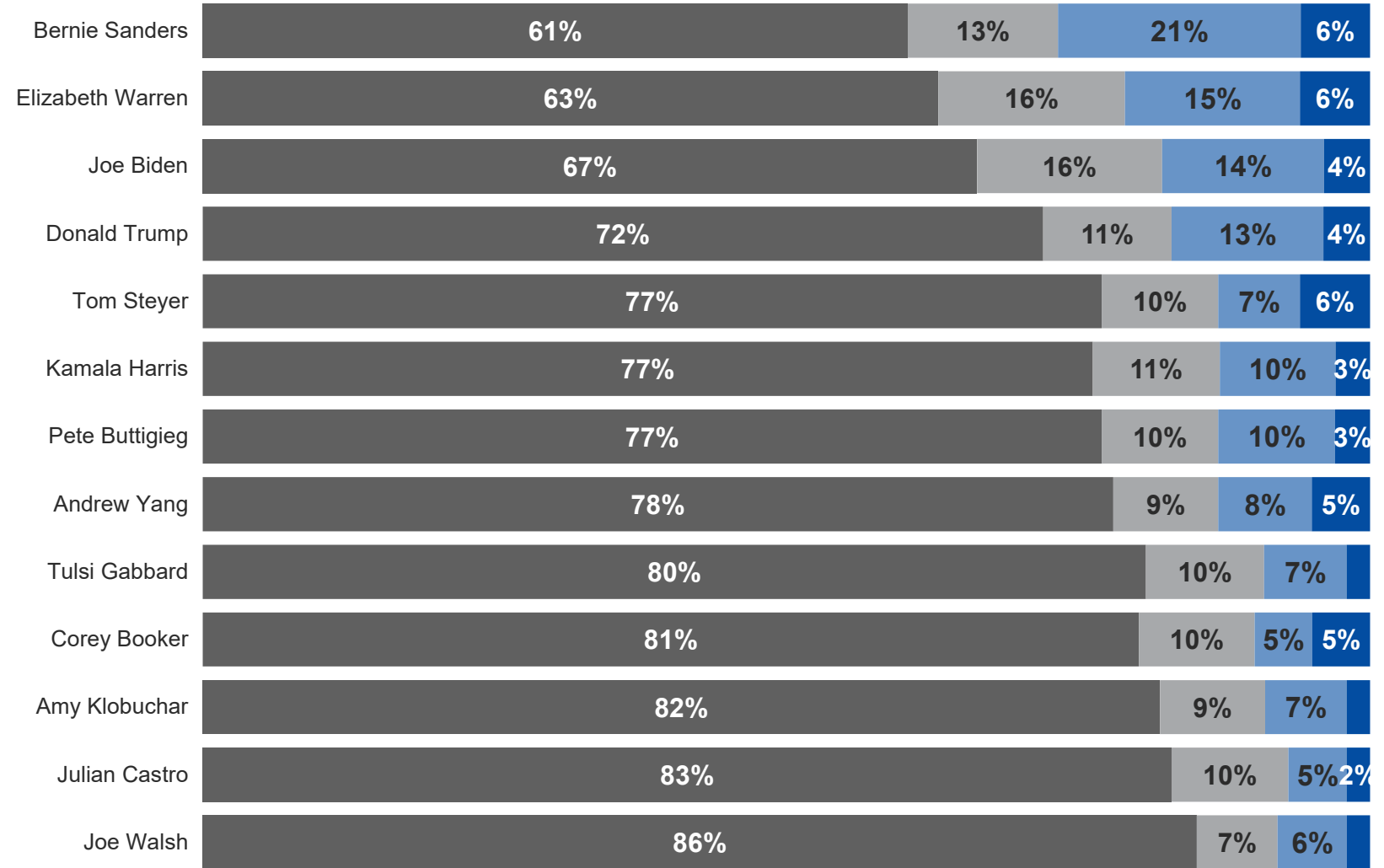


## Impact on the 2020 Vote

## At most, 6% of New Hampshire voters have a detailed sense of a tested candidate's mental health and addiction treatment plans.

*How familiar are you with the mental health and addiction treatment plans of the following 2020 presidential candidates?*

- I have not heard anything about their plan
- I have heard of their plan, but I don't know what it is
- I have heard of their plan, and I have a general sense of what it is
- I have heard of their plan, and I have a detailed sense of what it is



## Impact on the 2020 Vote

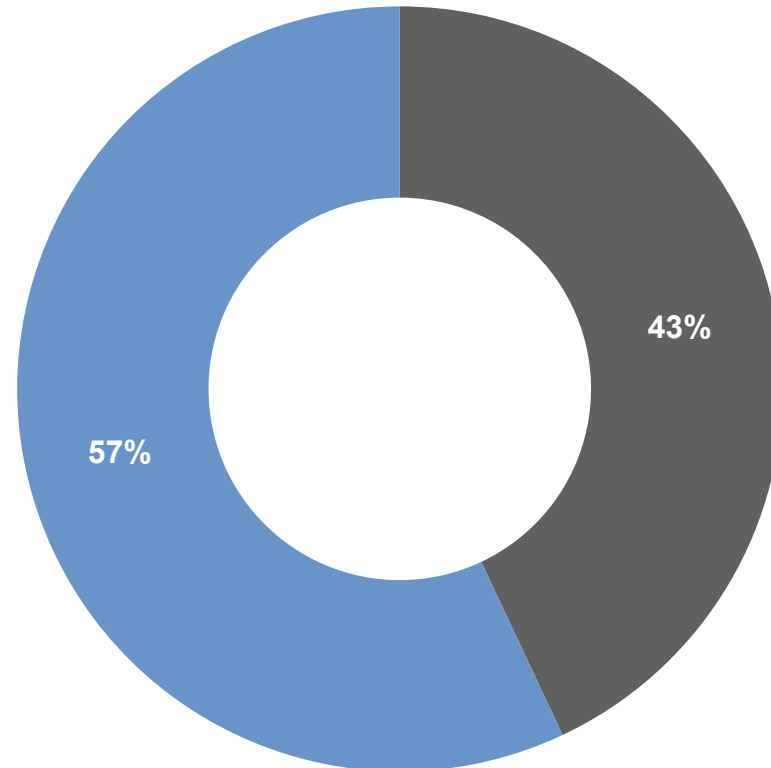


## Half of New Hampshire voters have not heard *anything* about any of the tested 2020 Democratic presidential candidate's mental health and addiction treatment plans.

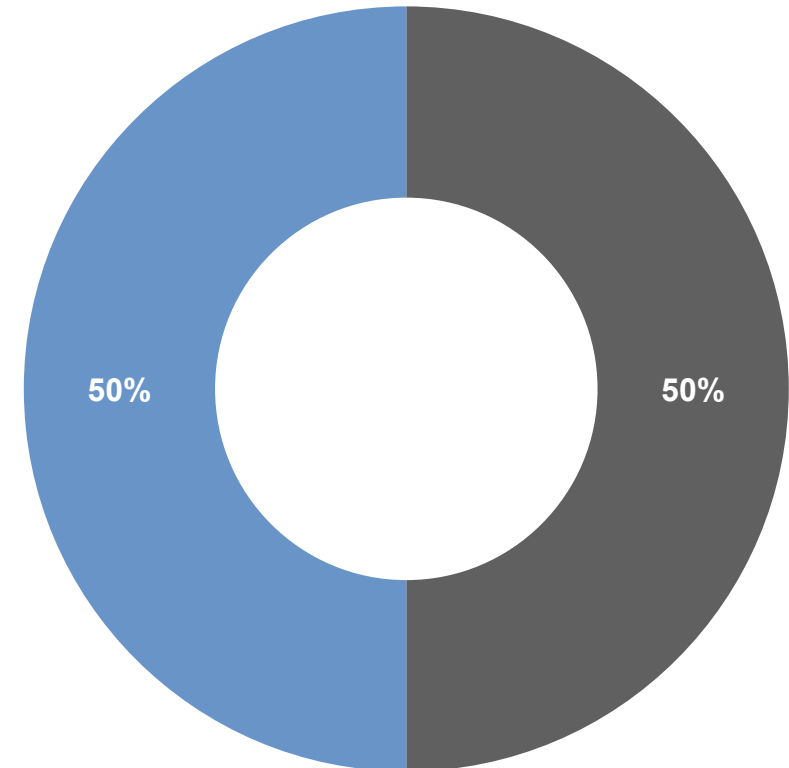
*How familiar are you with the mental health and addiction treatment plans of the following 2020 presidential candidates?*

- I have at least heard of one of the tested candidate's plans
- I have not heard anything about any of the tested candidate's plans

**Awareness of All Tested Candidate's Plans**



**Awareness of Tested Democratic Candidate's Plans**



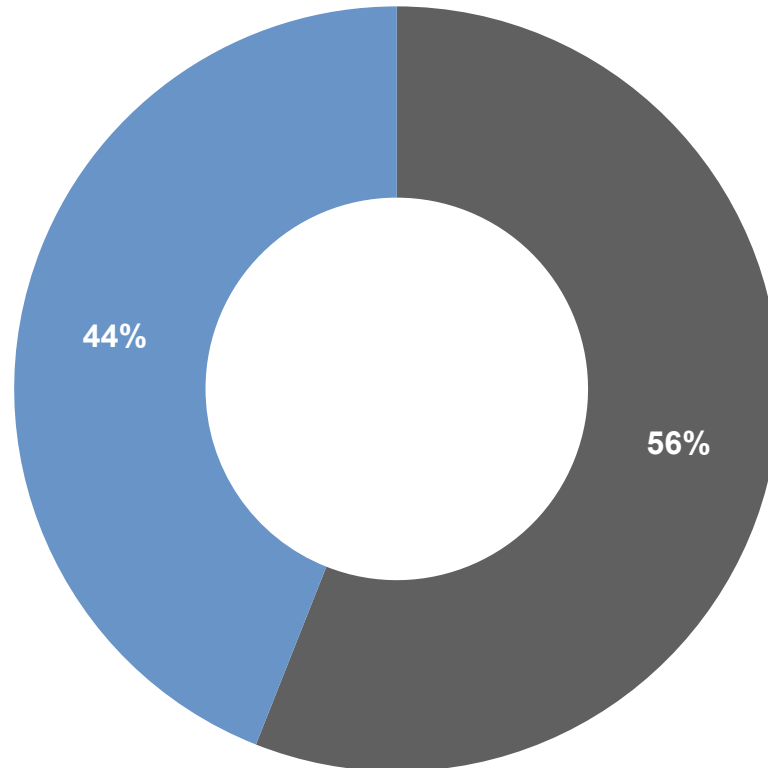
**Impact on the  
2020 Vote**

## Three in five New Hampshire voters (63%) have not heard of or don't know anything about any of the tested Democratic candidate's mental health and addiction treatment plans.

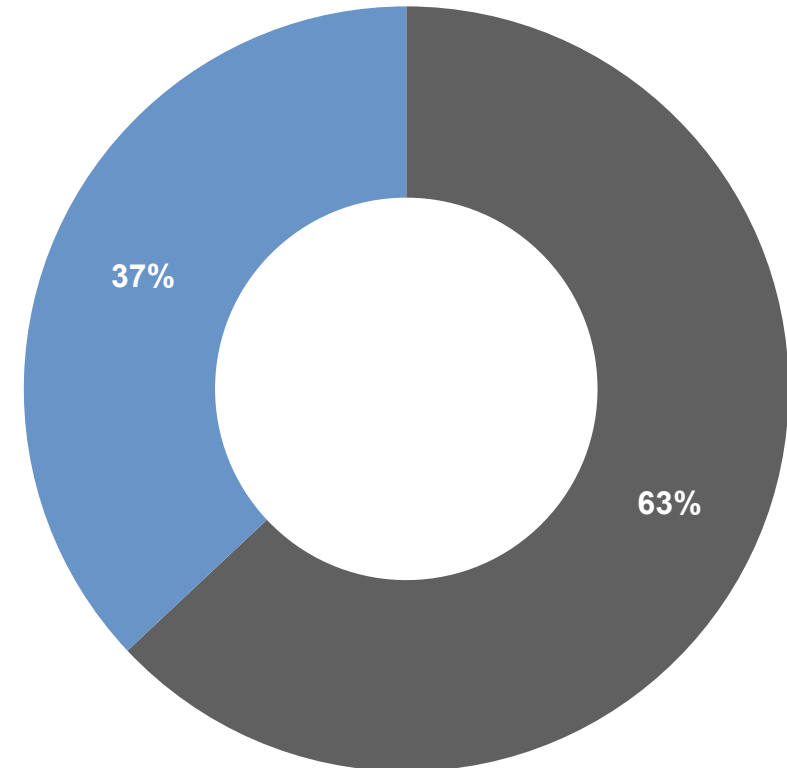
*How familiar are you with the mental health and addiction treatment plans of the following 2020 presidential candidates?*

- I have at least heard of and have a general sense of one of the tested candidate's plans
- I have not heard or don't know anything about any of the tested candidate's plans

**Awareness of All Tested Candidate's Plans**



**Awareness of Tested Democratic Candidate's Plans**

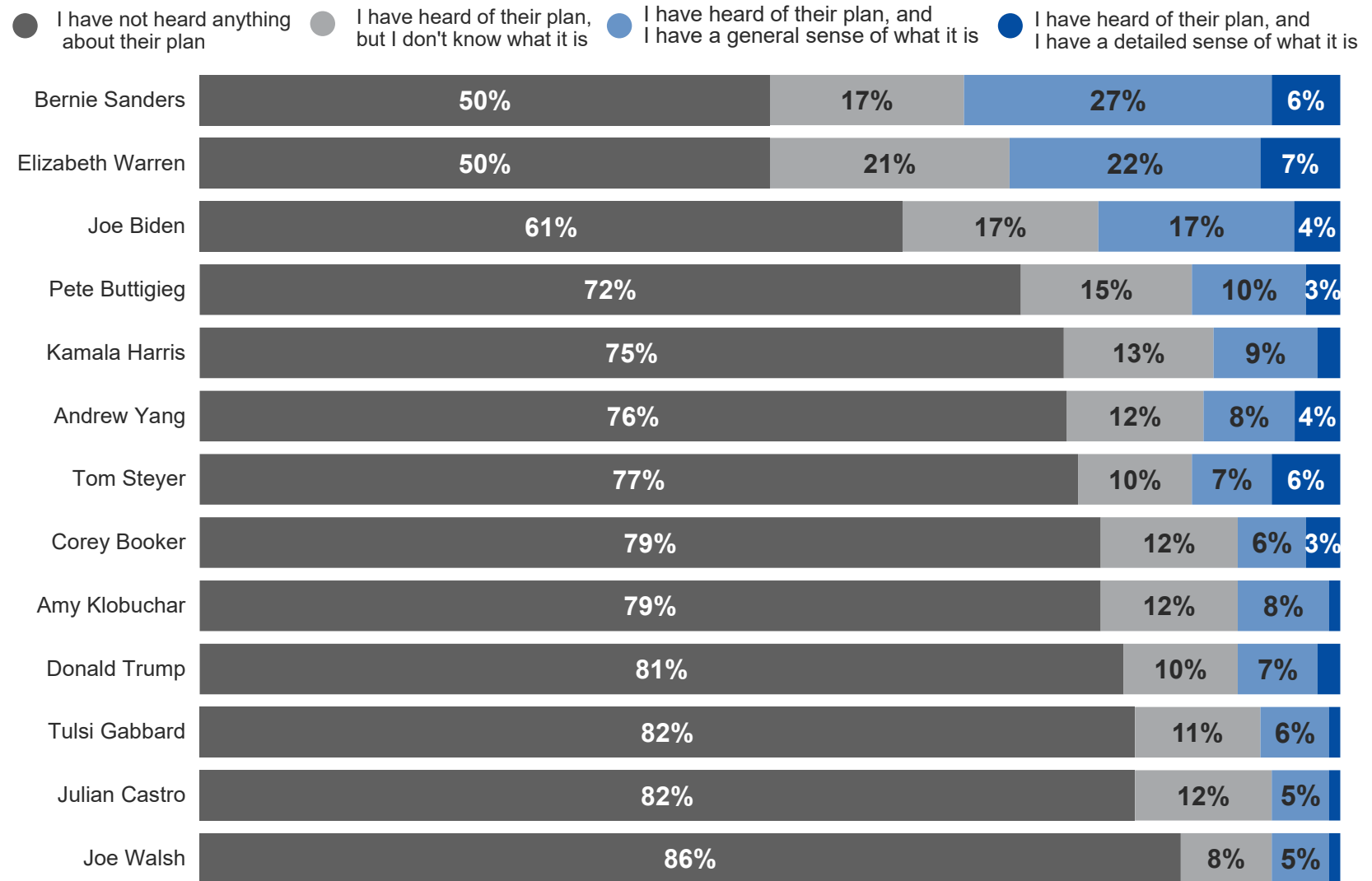


**Impact on the  
2020 Vote**

Similarly, among likely New Hampshire 2020 Presidential Democrat voters, at least half have not heard anything about the tested candidate's mental health and addiction treatment plans.

*How familiar are you with the mental health and addiction treatment plans of the following 2020 presidential candidates?*

AMONG LIKELY NEW HAMPSHIRE 2020 PRESIDENTIAL DEMOCRAT VOTERS



# Impact on the 2020 Vote

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**Top Issues in 2020 Election**



**Impact on the 2020 Vote**



**Funding for Mental Health & Addiction Treatment**



**General Impressions of Mental Health & Addiction**

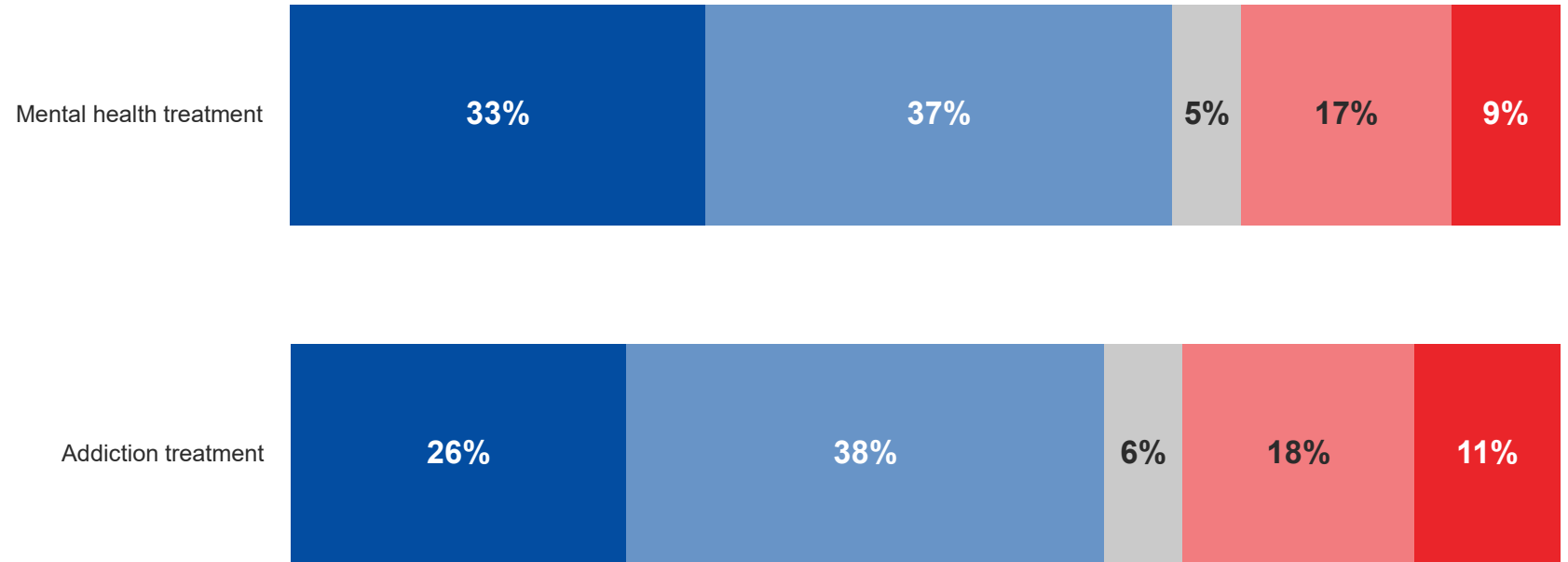


**Experience With Mental Health & Addiction**

About two in three New Hampshire voters think the federal government is responsible to provide funding for mental health treatment (70%) and addiction treatment (64%).

*How responsible is the federal government to provide funding for the following?*

● Very responsible ● Somewhat responsible ● Don't know/No opinion ● Not too responsible ● Not at all responsible



## Funding for Mental Health & Addiction Treatment

**A bipartisan majority of New Hampshire voters think the federal government is responsible to provide funding for mental health and addiction treatment.**

*How responsible is the federal government to provide funding for the following?*

**Responsibility to Provide Funding Across Party ID**

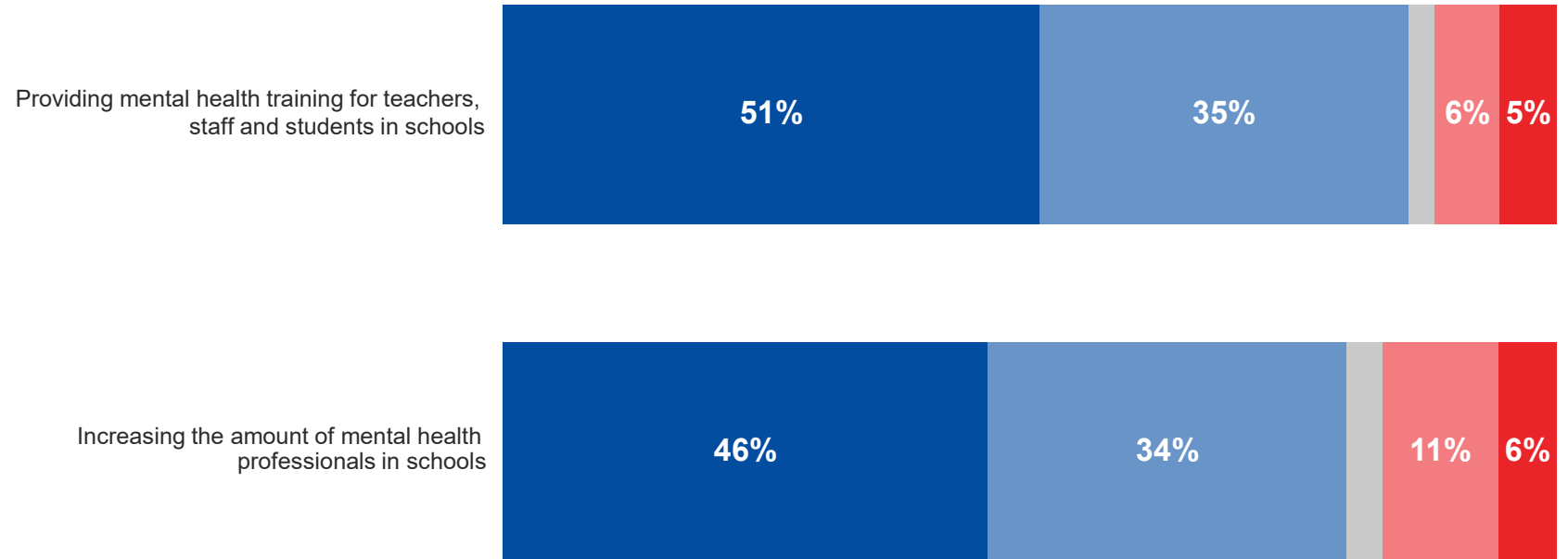
	<u>NH Voters</u>	<u>PID: Democrat</u>	<u>PID: Independent</u>	<u>PID: Republican</u>
<b>Mental health treatment</b>	70%	83%	63%	65%
<b>Addiction treatment</b>	64%	82%	55%	60%

**Funding for  
Mental Health  
& Addiction  
Treatment**

About half of New Hampshire voters think it is *very important* the federal government provide funding for mental health training in schools (51%) and increasing the among of mental health professionals in schools (46%).

*How important or unimportant is it that the federal government provide more funding for each of the following?*

● Very important   ● Somewhat important   ● Don't know/No opinion   ● Not too important   ● Not at all important



## Funding for Mental Health & Addiction Treatment

Again, a bipartisan majority of New Hampshire voters think it is important the federal government provide funding for mental health training and more mental health professionals in schools.

*How important or unimportant is it that the federal government provide more funding for each of the following?*

## Funding for Mental Health & Addiction Treatment

### Importance to Provide Funding Across Party ID

	<u>NH Voters</u>	<u>PID: Democrat</u>	<u>PID: Independent</u>	<u>PID: Republican</u>
Providing mental health training for teachers, staff and students in schools	86%	95%	82%	83%
Increasing the amount of mental health professionals in schools	80%	92%	75%	77%



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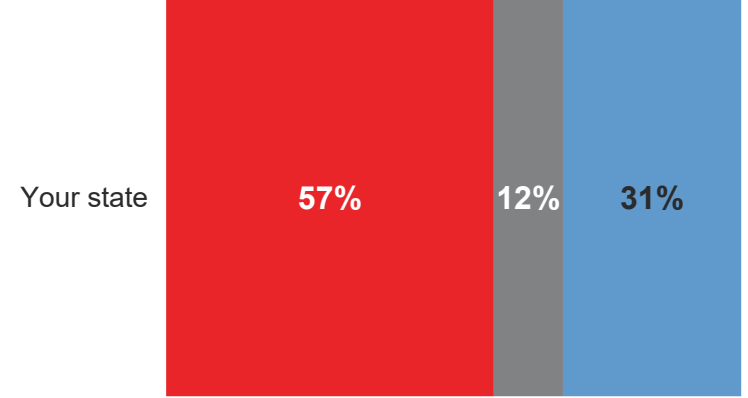
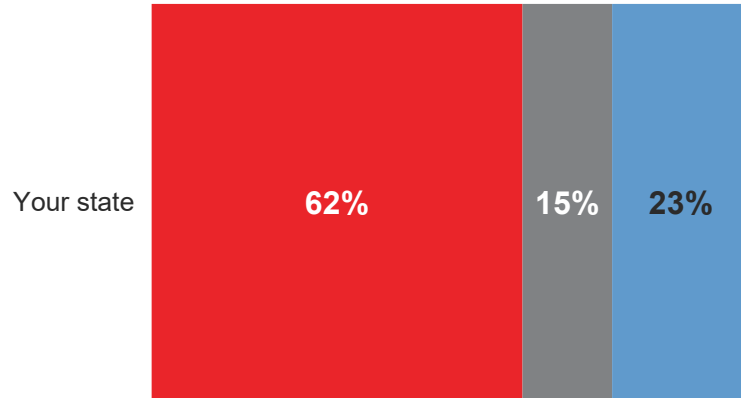
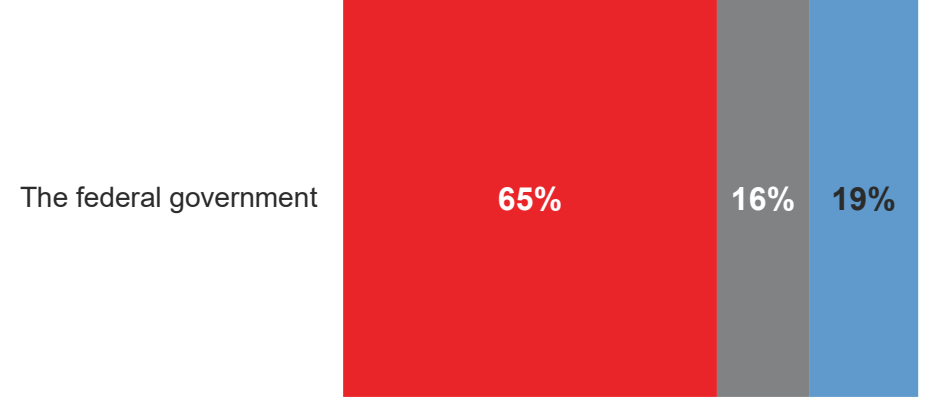
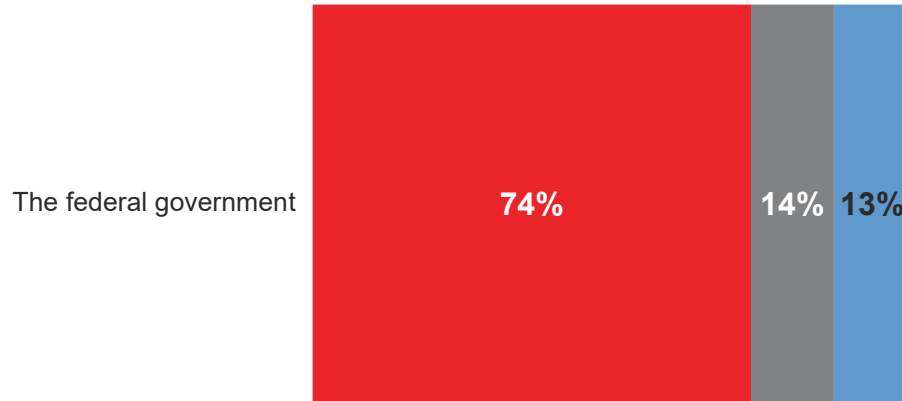
**Experience With Mental Health & Addiction**

# Voters are more likely to say their state and federal government are *not doing enough* to address mental health than they are to say the same about addiction.

Would you say each of the following is doing enough or not doing enough to **address mental health**?

Would you say each of the following is doing enough or not doing enough to **address addiction**?

● Not doing enough    ● Don't know/No opinion    ● Doing enough



## General Impressions of Mental Health & Addiction

A majority of Democrats and Republicans think the federal government and the state of New Hampshire is *not doing enough* to address mental health.

*Would you say each of the following is doing enough or not doing enough to **address mental health**?*

### Not Doing Enough to Address *Mental Health* Across Party ID

	<u>NH Voters</u>	<u>PID: Democrat</u>	<u>PID: Independent</u>	<u>PID: Republican</u>
The federal government	74%	84%	68%	72%
Your state	62%	69%	58%	64%

## General Impressions of Mental Health & Addiction

Similarly, a bipartisan majority of New Hampshire voters think the federal government and state is not doing enough to address addiction.

*Would you say each of the following is doing enough or not doing enough to **address addiction**?*

**Not Doing Enough to Address *Addiction* Across Party ID**

	<u>NH Voters</u>	<u>PID: Democrat</u>	<u>PID: Independent</u>	<u>PID: Republican</u>
The federal government	65%	77%	62%	53%
Your state	57%	63%	55%	51%

**General Impressions of Mental Health & Addiction**

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**Top Issues in 2020 Election**



**Impact on the 2020 Vote**



**Funding for Mental Health & Addiction Treatment**



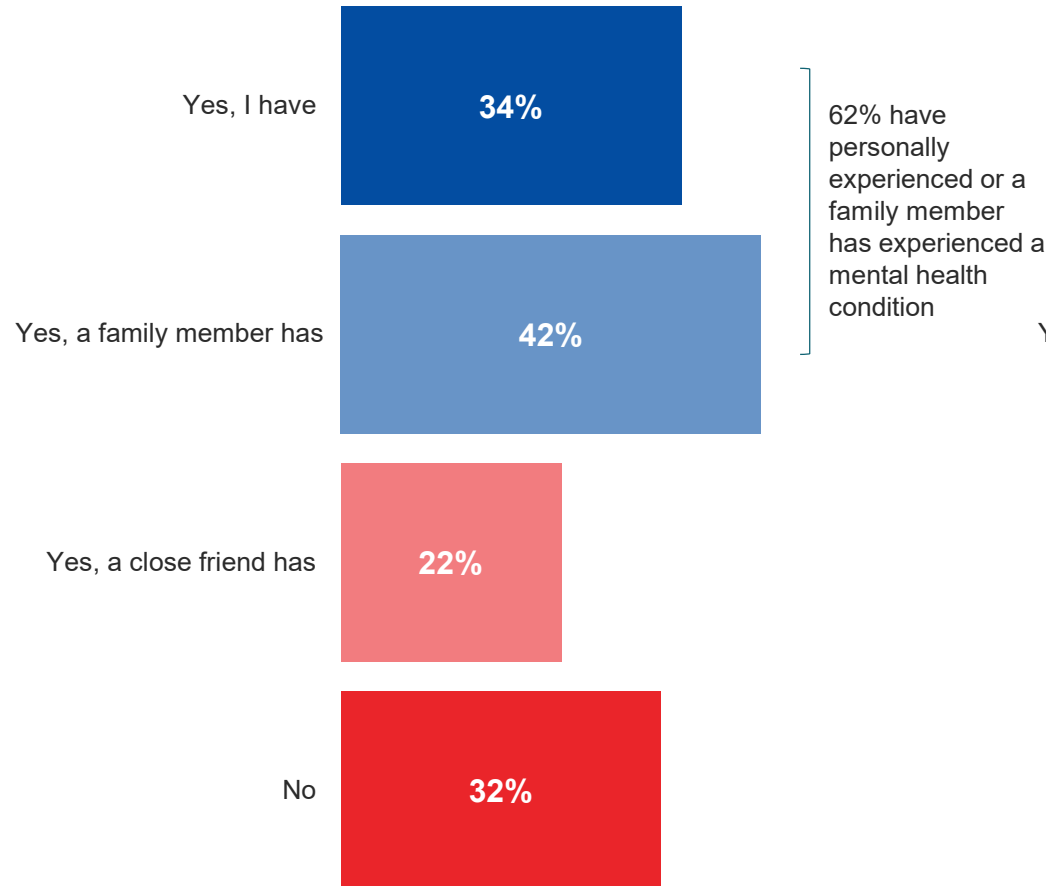
**General Impressions of Mental Health & Addiction**



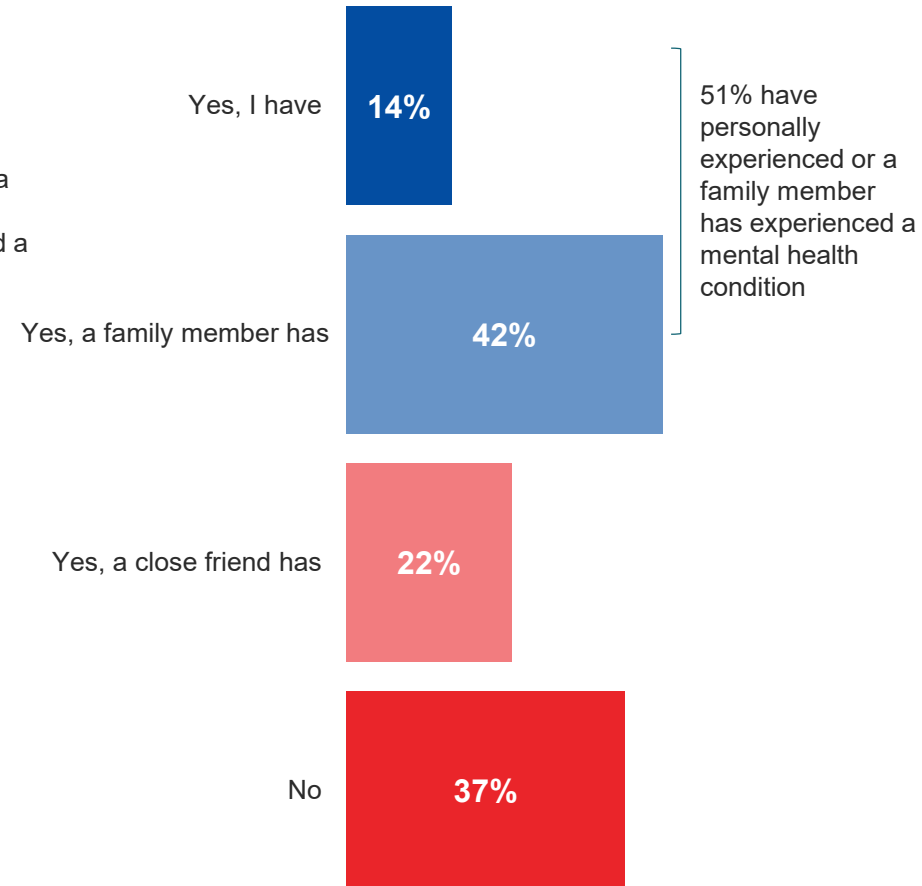
**Experience With Mental Health & Addiction**

## A majority of New Hampshire voters have either personally (34%) or had a family member experience (42%) a mental health condition.

*Have you, a family member, or close friend ever experienced a mental health condition of any kind? Please select all that apply.*



*Have you, a family member, or close friend ever experienced an addiction to drugs or alcohol? Please select all that apply.*



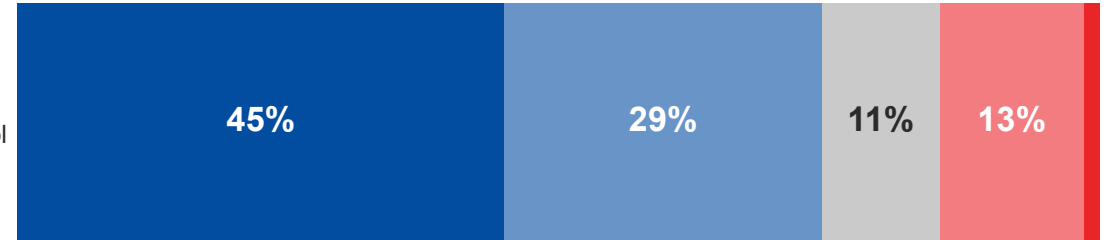
## Experience With Mental Health & Addiction

About seven in ten New Hampshire voters say individuals experiencing addiction to drugs or alcohol (74%) and individuals experiencing a mental health condition (69%) is prevalent in their local community.

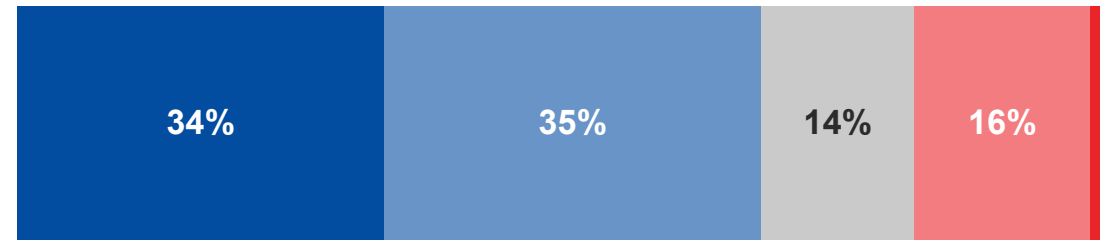
*How prevalent, if at all, are each of the following in your local community?*

● Very prevalent   ● Somewhat prevalent   ● Don't know/No opinion   ● Not too prevalent   ● Not at all prevalent

Individuals experiencing addiction to drugs or alcohol



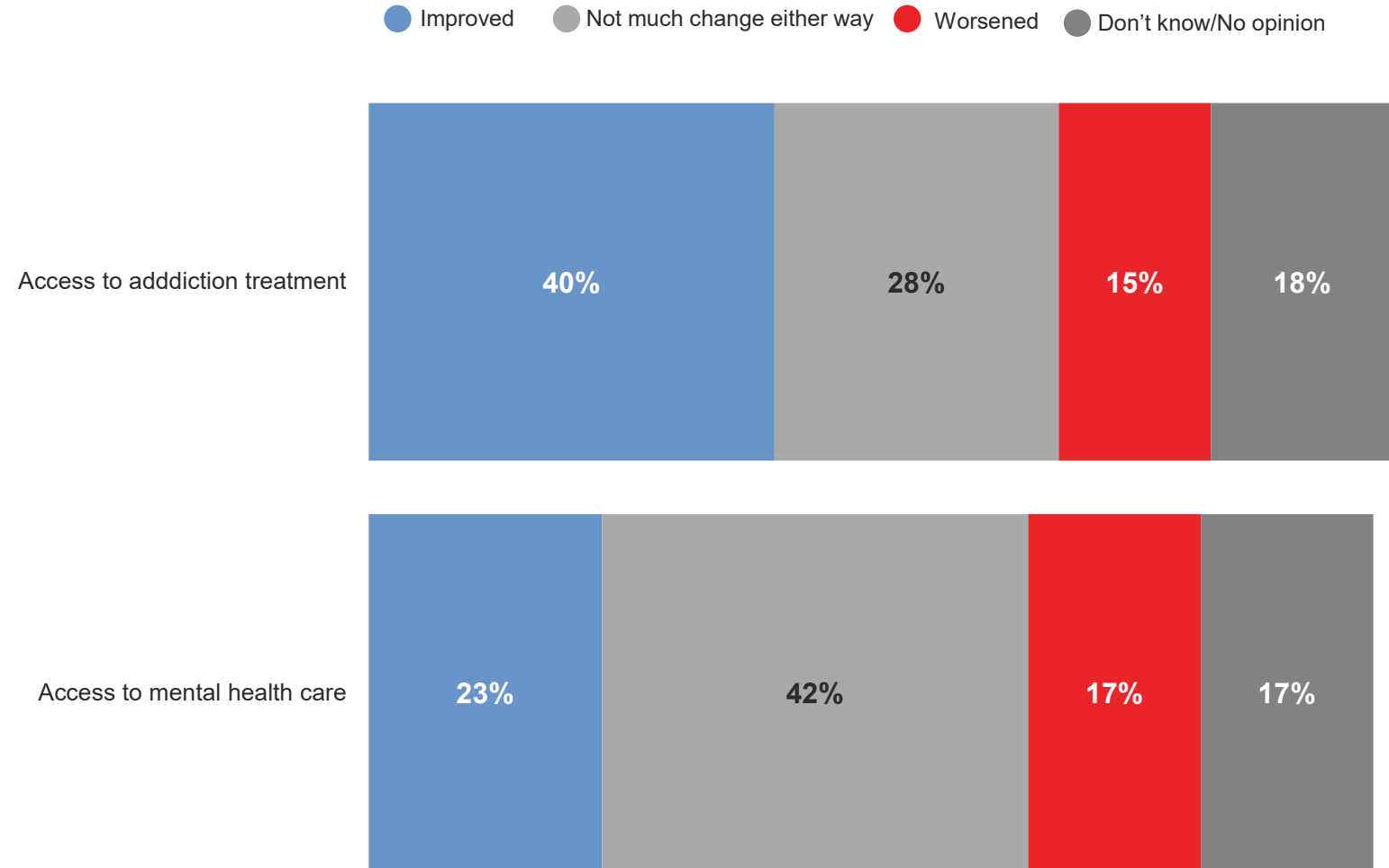
Individuals experiencing a mental health condition



## Experience With Mental Health & Addiction

# A majority of New Hampshire voters say access to mental health care has not changed (42%) or worsened (17%) in their community over the past four years.

*Compared to four years ago, has access to mental health care and addiction treatment improved or worsened in your community?*



## Experience With Mental Health & Addiction



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