

1. Seriousness

How serious of a problem do you think heroin abuse in America is?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Very serious	49%	40%	56%	39%	44%	51%	63%	46%	59%	59%	41%
Somewhat serious	38%	43%	33%	42%	46%	34%	28%	40%	33%	25%	48%
Not very serious	7%	9%	5%	10%	3%	9%	3%	8%	1%	8%	2%
Not at all serious	1%	2%	0%	2%	1%	1%	—	1%	1%	3%	1%
Not sure	6%	5%	6%	7%	6%	5%	6%	5%	5%	5%	9%
Totals (Unweighted N)	100% (998)	100% (482)	100% (516)	100% (205)	100% (245)	100% (392)	100% (156)	100% (677)	100% (120)	100% (135)	100% (66)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Very serious	49%	59%	41%	49%	55%	50%	25%	48%	57%	47%	46%	47%
Somewhat serious	38%	32%	42%	38%	35%	37%	60%	27%	29%	42%	42%	35%
Not very serious	7%	3%	9%	7%	6%	7%	9%	8%	11%	4%	5%	8%
Not at all serious	1%	0%	2%	0%	1%	1%	1%	3%	—	1%	1%	1%
Not sure	6%	5%	6%	6%	4%	5%	4%	13%	3%	6%	6%	7%
Totals (Unweighted N)	100% (998)	100% (360)	100% (415)	100% (223)	100% (466)	100% (274)	100% (136)	100% (122)	100% (245)	100% (218)	100% (356)	100% (179)

2. Abuse Level

Thinking about the level of heroin abuse in your community compared to the nation as a whole, would you say that:

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Heroin abuse is more of an issue in your community than in other places	10%	8%	11%	12%	8%	11%	6%	11%	9%	6%	9%
Heroin abuse is about as much of an issue in your community as in other places	37%	37%	37%	34%	31%	38%	47%	40%	36%	31%	28%
Heroin abuse is less of an issue in your community than in other places	35%	41%	30%	44%	41%	30%	26%	34%	32%	38%	44%
Not sure	18%	14%	22%	11%	20%	20%	21%	16%	23%	26%	18%
Totals (Unweighted N)	100% (996)	100% (482)	100% (514)	100% (204)	100% (245)	100% (393)	100% (154)	100% (676)	100% (119)	100% (135)	100% (66)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Heroin abuse is more of an issue in your community than in other places	10%	10%	9%	10%	10%	14%	5%	5%	14%	11%	6%	11%
Heroin abuse is about as much of an issue in your community as in other places	37%	40%	35%	36%	40%	36%	40%	26%	43%	37%	37%	33%
Heroin abuse is less of an issue in your community than in other places	35%	29%	39%	36%	34%	34%	43%	35%	29%	37%	38%	35%
Not sure	18%	21%	17%	17%	17%	16%	12%	34%	15%	16%	19%	22%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%

continued on the next page . . .

continued from previous page

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
(Unweighted N)	(996)	(360)	(413)	(223)	(465)	(275)	(135)	(121)	(245)	(217)	(355)	(179)

3. Racial Aspect

To the best of your knowledge, is heroin abuse is more common among white or black Americans?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Whites	27%	27%	26%	30%	28%	26%	21%	25%	48%	21%	23%
Blacks	8%	14%	3%	10%	6%	9%	10%	7%	6%	12%	15%
About the same among both groups	46%	42%	50%	41%	49%	46%	50%	47%	32%	55%	43%
Not sure	19%	17%	20%	19%	17%	19%	19%	21%	14%	12%	20%
Totals (Unweighted N)	100% (997)	100% (482)	100% (515)	100% (205)	100% (245)	100% (391)	100% (156)	100% (676)	100% (120)	100% (135)	100% (66)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Whites	27%	33%	26%	19%	26%	35%	20%	18%	30%	27%	24%	27%
Blacks	8%	4%	8%	15%	7%	9%	17%	6%	8%	4%	9%	11%
About the same among both groups	46%	46%	46%	47%	51%	41%	45%	43%	44%	48%	49%	41%
Not sure	19%	17%	20%	19%	16%	16%	19%	33%	18%	21%	17%	20%
Totals (Unweighted N)	100% (997)	100% (359)	100% (416)	100% (222)	100% (466)	100% (274)	100% (136)	100% (121)	100% (244)	100% (218)	100% (356)	100% (179)

4. Urban Aspect

To the best of your knowledge, is heroin abuse is more common in central cities, suburbs, or rural areas?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Central cities	31%	34%	29%	38%	27%	30%	32%	34%	18%	24%	35%
Suburbs	12%	15%	9%	14%	14%	11%	9%	10%	18%	12%	21%
Rural areas	7%	8%	5%	13%	6%	5%	3%	6%	7%	8%	8%
About the same in all those places	34%	30%	39%	20%	33%	37%	48%	34%	44%	36%	20%
Not sure	16%	13%	18%	14%	19%	17%	8%	15%	13%	20%	16%
Totals (Unweighted N)	100% (997)	100% (481)	100% (516)	100% (205)	100% (245)	100% (391)	100% (156)	100% (676)	100% (120)	100% (135)	100% (66)

	Party ID (3 category)				Family Income (3 category)				Census Region			
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Central cities	31%	25%	31%	39%	26%	34%	51%	23%	22%	28%	36%	34%
Suburbs	12%	13%	11%	12%	13%	13%	11%	7%	14%	13%	7%	17%
Rural areas	7%	8%	6%	6%	7%	9%	6%	1%	8%	9%	4%	7%
About the same in all those places	34%	41%	33%	28%	38%	33%	19%	40%	37%	38%	38%	24%
Not sure	16%	12%	18%	15%	15%	11%	13%	29%	19%	12%	15%	18%
Totals (Unweighted N)	100% (997)	100% (360)	100% (415)	100% (222)	100% (465)	100% (275)	100% (136)	100% (121)	100% (245)	100% (218)	100% (356)	100% (178)

5. Know Anyone

Do you personally know anyone who has been addicted to heroin or another opiate?

	Gender		Age (4 category)				Race (4 category)				
	Total	Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Yes, I have been addicted	1%	2%	1%	0%	1%	3%	—	1%	0%	2%	—
Yes, someone else I know has been addicted	33%	29%	37%	28%	29%	38%	34%	33%	33%	32%	37%
No	63%	68%	59%	67%	67%	58%	64%	64%	66%	61%	59%
Prefer not to say	2%	1%	4%	5%	3%	1%	2%	2%	0%	5%	4%
Totals (Unweighted N)	100% (997)	100% (482)	100% (515)	100% (204)	100% (245)	100% (392)	100% (156)	100% (677)	100% (119)	100% (135)	100% (66)

	Party ID (3 category)			Family Income (3 category)				Census Region				
	Total	Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Yes, I have been addicted	1%	3%	1%	0%	2%	2%	0%	—	1%	1%	1%	2%
Yes, someone else I know has been addicted	33%	33%	33%	33%	34%	35%	30%	28%	40%	34%	29%	33%
No	63%	63%	62%	65%	61%	63%	70%	66%	58%	62%	67%	62%
Prefer not to say	2%	1%	3%	2%	3%	0%	—	6%	1%	3%	3%	3%
Totals (Unweighted N)	100% (997)	100% (360)	100% (415)	100% (222)	100% (466)	100% (275)	100% (136)	100% (120)	100% (244)	100% (218)	100% (356)	100% (179)

6. Most to Blame

Which of these groups do you think is most to blame for the heroin problem in the U.S.?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	Under 30	30-44	45-64	65+	White	Black	Hispanic	Other
Drug dealers who sell heroin	11%	11%	12%	15%	11%	12%	7%	12%	13%	9%	10%
People who choose to buy and use heroin	28%	29%	27%	26%	32%	28%	27%	30%	23%	31%	15%
Government and law enforcement officials who determine how heroin users are treated	5%	8%	2%	7%	5%	5%	3%	4%	4%	5%	16%
All of those groups are about equally to blame	48%	45%	52%	44%	43%	50%	59%	47%	56%	49%	51%
Not sure	7%	7%	7%	8%	9%	6%	5%	8%	3%	6%	8%
Totals (Unweighted N)	100% (995)	100% (482)	100% (513)	100% (202)	100% (244)	100% (393)	100% (156)	100% (676)	100% (120)	100% (132)	100% (67)

	Total	Party ID (3 category)			Family Income (3 category)				Census Region			
		Democrat	Independent	Republican	Under \$50K	\$50-100K	\$100K or more	Prefer not to say	Northeast	Midwest	South	West
Drug dealers who sell heroin	11%	15%	7%	15%	10%	10%	11%	17%	18%	11%	8%	11%
People who choose to buy and use heroin	28%	23%	28%	35%	28%	28%	35%	21%	20%	29%	31%	31%
Government and law enforcement officials who determine how heroin users are treated	5%	5%	7%	3%	6%	4%	6%	5%	5%	7%	4%	5%
All of those groups are about equally to blame	48%	51%	50%	42%	50%	52%	43%	42%	48%	47%	50%	46%
Not sure	7%	7%	8%	6%	5%	6%	5%	15%	9%	7%	6%	6%
Totals (Unweighted N)	100% (995)	100% (359)	100% (413)	100% (223)	100% (461)	100% (276)	100% (136)	100% (122)	100% (245)	100% (218)	100% (354)	100% (178)

Interviewing Dates	January 20 - 22, 2016
Target population	U.S. adults, aged 18 and over.
Sampling method	Respondents were selected from YouGov's opt-in Internet panel using sample matching. A random sample (stratified by age, gender, race, education, and region) was selected from the 2010 American Community Study. Voter registration was imputed from the November 2010 Current Population Survey Registration and Voting Supplement. Religion, minor party identification, and non-placement on an ideology scale, were imputed from the 2008 Pew Religion in American Life Survey.
Weighting	The sample was weighted using propensity scores based on age, gender, race, education, voter registration, and non-placement on an ideology scale. The weights range from 0.019 to 4.174, with a mean of one and a standard deviation of 0.958.
Number of respondents	1000
Margin of error	± 4.3% (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	20 questions not reported.