



University of
New Hampshire

THE WMUR GRANITE STATE POLL



May 28, 2015

MAJORITY OF GRANITE STATERS FAVOR MARIJUANA LEGALIZATION

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DURHAM, NH – A majority of New Hampshire adults favor marijuana legalization and a larger majority favor decriminalization. When asked what they would prefer the legislature to do in regards to marijuana policy, half of New Hampshire residents want it to be legalized and taxed.

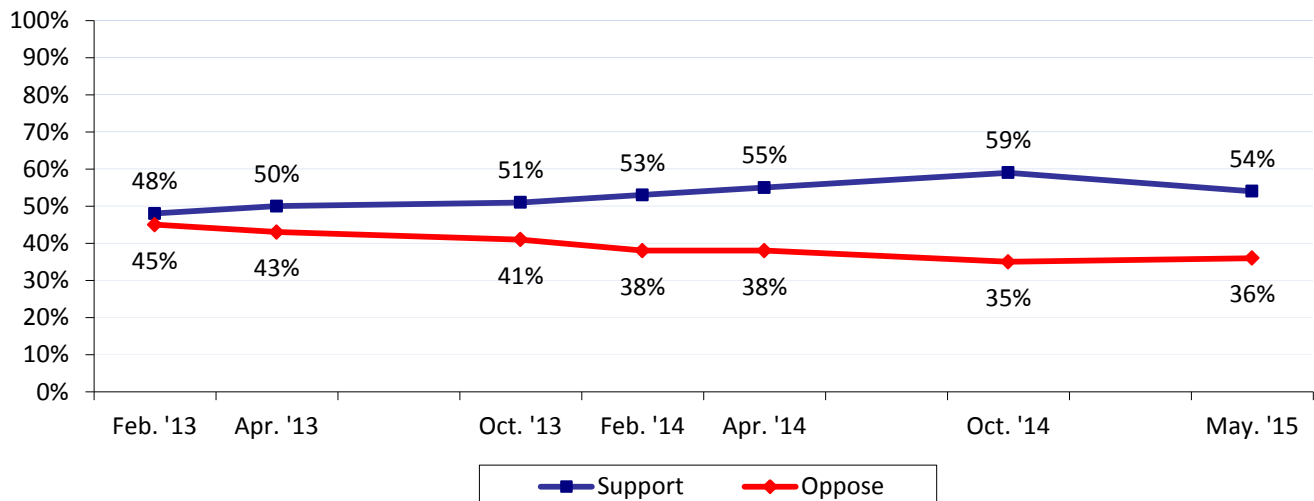
These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

Recreational Marijuana Legalization

Although New Hampshire has legalized marijuana for medical purposes, the New Hampshire legislature has repeatedly defeated efforts to legalize marijuana for recreational use. However, a majority of Granite Staters continue to support legalizing recreational marijuana in New Hampshire -- 54% support legalizing marijuana for recreational use (37% strongly and 17% somewhat), 36% oppose (27% strongly and 9% somewhat)

Support for recreational marijuana legalization is strongest among liberals (73% support), younger adults (69%) those who never attend church (67%), and Democrats (62%). Opposition is strongest among older residents (55% oppose), regular churchgoers (53%), and Republicans (47%).

Support/Oppose Legalizing Marijuana For Recreational Use

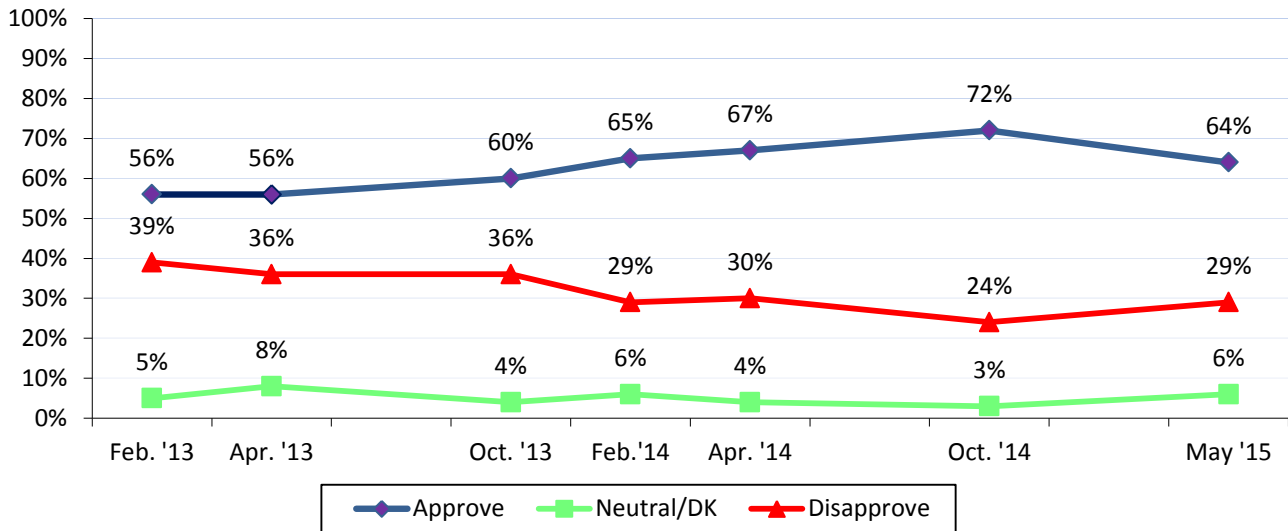


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

Approve Of Marijuana Sold At Licensed Outlets

If marijuana were legalized in the Granite State, a majority of New Hampshire residents (64%) approve of selling it at licensed retail outlets and taxing it, similar to how alcohol is sold (46% strongly and 18% somewhat), only 29% disapprove of this idea (22% strongly and 7% somewhat), 3% are neutral and 3% are unsure.

Approve Of Marijuana Being Sold At Licensed Outlets and Taxed At Liquor Levels

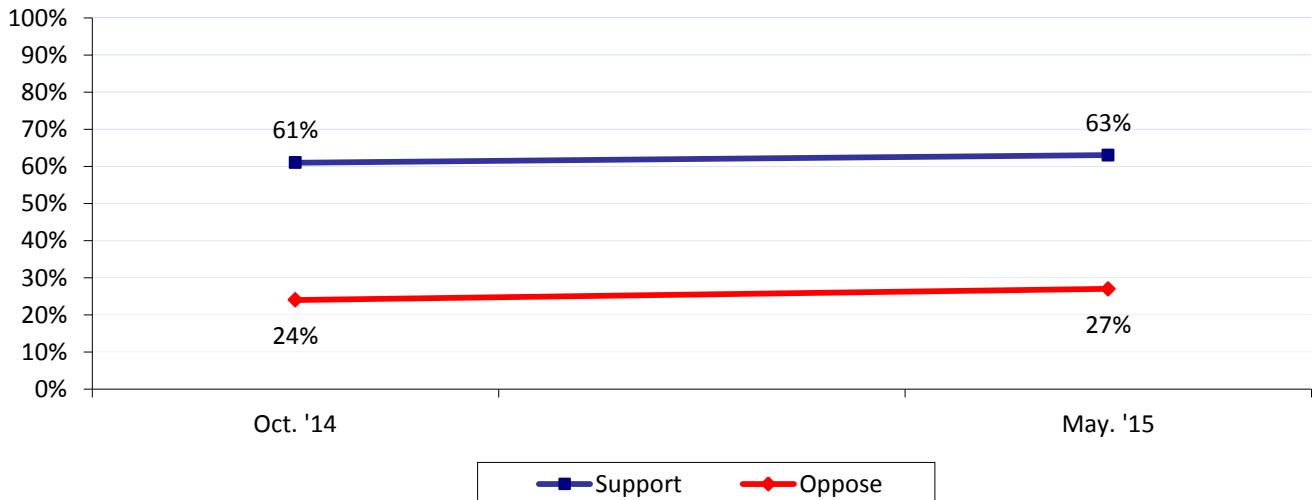


Marijuana Decriminalization

Earlier this year, the New Hampshire House overwhelmingly passed a decriminalization bill that would reduce penalties for minor marijuana offenses and make the punishment similar to minor traffic violations. A majority (63%) of Granite Staters favor decriminalization (42% strongly, 21% somewhat), 27% oppose it (19% strongly, 8% somewhat), 8% are neutral and 2% are unsure. Support for decriminalization has stayed steady since October.

While Democrats (70%) are more likely to support decriminalization, it is also supported by 64% of independents and 56% of Republicans. Liberals (79%), young adults (75%) and those who never attend church (70%), are more likely to support decriminalization while older residents (42% oppose), frequent churchgoers (38%), and conservatives (38%) are more likely to oppose.

Support/Oppose Marijuana Decriminalization

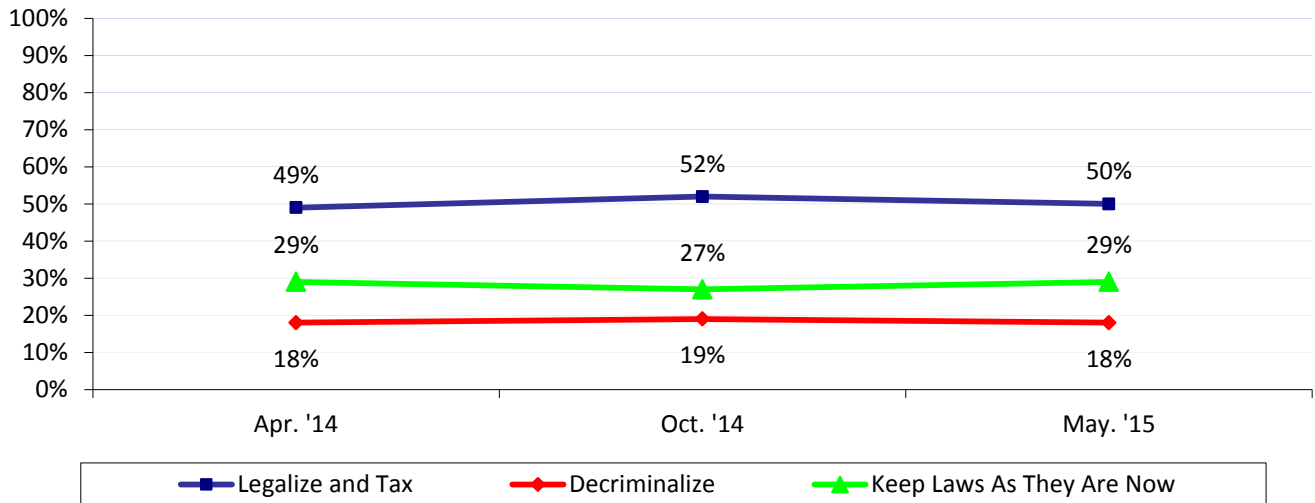


Preference for Marijuana Laws

When asked what they would prefer the state legislature do with marijuana laws, 50% want marijuana legalized and taxed like alcohol, 18% want it decriminalized, 29% want to keep marijuana laws as they are now and 3% don't know or are unsure. This has measure has been unchanged over the last year.

Majorities of Democrats (58%) and Independents (56%) prefer legalizing and taxing marijuana, while Republicans are more divided on the issue as 38% prefer legalization and 37% prefer keeping laws the way they are now.

Preference for Marijuana Laws in NH



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 sixty-seven (567) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between May 6 and May 22, 2015. The margin of sampling error for the survey is +/- 4.1 percent. Included were five hundred twenty-four (524) likely 2016 general election voters (MSE = +/- 4.3%).

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. Due to rounding, percentages may not sum to 100%. The number of respondents in each demographic below may not equal the number reported in cross-tabulation tables as some respondents choose not to answer some questions.

Granite State Poll, Spring 2015 Demographics

Sex	N	%	Region	N	%
Male	280	49%	North Country	52	9%
Female	287	51%	Central/Lakes	88	16%
			Connecticut Valley	78	14%
			Mass Border	152	27%
			Seacoast	88	16%
			Manchester Area	109	19%
Age	N	%	Party Registration	N	%
18 to 34	138	25%	Democrat	110	23%
35 to 49	164	30%	Undeclared	245	51%
50 to 64	152	27%	Republican	129	26%
65 and Over	99	18%			
Highest Level of Education	N	%	Party Identification	N	%
High School or Less	89	16%	Democrat	206	37%
Some College	152	27%	Independent	139	25%
College Graduate	190	34%	Republican	210	38%
Post-Graduate	127	23%			
Years Lived in NH	N	%			
10 yrs. Or less	72	13%			
11-20 yrs.	114	21%			
> 20 yrs.	369	67%			

Granite State Poll, Spring 2015 Demographics – 2016 Likely Voters

Sex	N	%	Region	N	%
Male	261	50%	North Country	46	9%
Female	263	50%	Central/Lakes	85	16%
			Connecticut Valley	72	14%
Age	N	%	Mass Border	140	27%
18 to 34	113	22%	Seacoast	80	15%
35 to 49	161	32%	Manchester Area	101	19%
50 to 64	143	28%			
65 and Over	94	18%	Party Registration	N	%
			Democrat	99	22%
Highest Level of Education	N	%	Undeclared	236	51%
High School or Less	75	15%	Republican	125	27%
Some College	144	28%			
College Graduate	176	34%	Party Identification	N	%
Post-Graduate	120	23%	Democrat	188	37%
			Independent	122	24%
Years Lived in NH	N	%	Republican	203	40%
10 yrs. Or less	69	13%			
11-20 yrs.	108	21%			
> 20 yrs.	336	66%			

Marijuana Legalization

"Do you support or oppose legalizing the possession of small amounts of marijuana for personal recreational use in New Hampshire?"

	<u>Feb. '13</u>	<u>Apr. '13</u>	<u>Oct. '13</u>	<u>Feb. '14</u>	<u>Apr. '14</u>	<u>Oct. '14</u>	<u>May '15</u>
Strongly Support	31%	32%	36%	35%	39%	34%	37%
Somewhat Support	17%	18%	15%	18%	16%	25%	17%
Neutral	6%	6%	7%	8%	6%	5%	6%
Somewhat Oppose	8%	7%	11%	14%	9%	10%	9%
Strongly Oppose	37%	36%	30%	24%	29%	25%	27%
Don't Know	1%	1%	1%	2%	2%	2%	3%
(N=)	(578)	(506)	(602)	(566)	(510)	(536)	(566)

"If small amounts of marijuana were legalized for personal use in New Hampshire, would you approve or disapprove of marijuana being sold at licensed retail outlets (*In Feb-April 2013 "state liquor stores"*) and taxed at levels similar to alcohol or tobacco?"

Asked in October 2013 "The New Hampshire House is currently considering a bill that would make possession of small amounts of marijuana for personal recreational use legal. Retailers would be required to get a yearly license from the state in order to sell marijuana. The state would collect a 15 percent tax on all marijuana sales. Based on what you have heard would you support or oppose this bill?"

	<u>Feb. '13</u>	<u>Apr. '13</u>	<u>Oct. '13</u>	<u>Feb. '14</u>	<u>Apr. '14</u>	<u>Oct. '14</u>	<u>May '15</u>
Strongly Approve/Support	40%	40%	44%	46%	50%	48%	46%
Somewhat Approve/Support	16%	17%	16%	19%	17%	24%	18%
Neutral	3%	5%	2%	4%	3%	2%	3%
Somewhat Oppose	6%	5%	8%	8%	6%	5%	7%
Strongly Oppose	33%	32%	28%	21%	24%	19%	22%
Don't Know	2%	3%	2%	2%	1%	1%	3%
(N=)	(577)	(503)	(602)	(564)	(508)	(540)	(564)

Marijuana Decriminalization

"There is a bill in the New Hampshire Legislature that would decriminalize marijuana use and reduce the penalty for possession of small amounts of marijuana so that they are similar to a traffic ticket. Do you support or oppose decriminalizing marijuana use in New Hampshire?" "Is that strongly or just somewhat?"

Asked in Apr. 14 "Recently the New Hampshire House passed a bill that would decriminalize marijuana in the state. If signed into law this bill would significantly reduce the penalties for minor marijuana offenses, making the punishment similar to minor traffic violations. Would you favor or oppose the decriminalization of marijuana in New Hampshire or don't you know enough about this to say?"

	<u>Apr. '14</u>	<u>May '15</u>
Strongly Support/Favor	49%	42%
Somewhat Support/Favor	12%	21%
Neutral	3%	8%
Somewhat Oppose	4%	8%
Strongly Oppose	20%	19%
Don't Know	12%	2%
(N=)	(509)	(566)

Preference For Marijuana Laws in NH

“Which one of the following comes closest to what you would like to see the New Hampshire legislature do with marijuana laws –would you like lawmakers to legalize marijuana and tax it like alcohol ... decriminalize marijuana ... or keep marijuana laws as they are now?” ROTATE RESPONSES

	<u>Apr. '14</u>	<u>Oct. '14</u>	<u>May '15</u>
Legalize & Tax Marijuana	49%	52%	50%
Decriminalize Marijuana	18%	19%	18%
Keep Marijuana Laws As They Are Now	29%	27%	29%
Don't Know	5%	2%	3%
(N=)	(507)	(538)	(566)

Support/Oppose Marijuana Decriminalization

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know	(N)
STATEWIDE	42%	21%	8%	8%	19%	2%	566
Registered Democrat	47%	26%	6%	5%	13%	2%	110
Registered Undeclared	45%	20%	8%	6%	19%	2%	245
Registered Republican	28%	22%	7%	14%	26%	3%	129
Democrat	45%	25%	9%	6%	13%	2%	206
Independent	51%	13%	9%	6%	18%	3%	139
Republican	33%	23%	6%	11%	24%	2%	210
Liberal	60%	19%	9%	5%	8%	0%	130
Moderate	38%	22%	9%	10%	17%	4%	238
Conservative	31%	24%	5%	8%	30%	2%	158
Support Tea Party	40%	16%	6%	10%	27%	1%	109
Neutral	40%	20%	11%	7%	18%	3%	209
Oppose Tea Party	45%	26%	5%	8%	13%	2%	214
Likely 2016 Voter	43%	20%	8%	7%	19%	2%	523
Non-Likely 2016 Voter	26%	35%	2%	19%	18%	0%	43
Union household	34%	24%	9%	9%	19%	4%	82
Non-union	43%	21%	8%	8%	19%	2%	472
Read Union Leader	41%	21%	6%	7%	22%	3%	171
Read Boston Globe	46%	23%	6%	10%	14%	0%	85
Read Local Newspapers	41%	24%	4%	8%	20%	2%	210
Watch WMUR	43%	22%	6%	8%	20%	2%	324
Listen to NHPR	51%	23%	6%	7%	11%	2%	144
10 yrs or less in NH	45%	24%	5%	7%	14%	5%	71
11 to 20 years	36%	19%	10%	11%	22%	1%	114
More than 20 years	43%	21%	7%	8%	19%	2%	369
18 to 34	52%	23%	7%	7%	11%	0%	138
35 to 49	40%	21%	10%	7%	19%	4%	164
50 to 64	48%	20%	7%	10%	14%	2%	152
65 and over	25%	22%	7%	11%	31%	4%	99
Male	44%	22%	7%	9%	17%	1%	280
Female	40%	20%	8%	8%	20%	4%	287
High school or less	43%	17%	12%	6%	21%	1%	89
Some college	46%	14%	9%	10%	19%	1%	152
College graduate	39%	25%	6%	9%	17%	4%	190
Post-graduate	41%	26%	7%	6%	17%	3%	127
Attend services 1 or more/week	33%	25%	3%	7%	31%	2%	140
1-2 times a month	35%	18%	8%	15%	17%	6%	59
Less often	42%	22%	11%	9%	14%	2%	170
Never	52%	18%	9%	7%	12%	2%	176
North Country	61%	14%	11%	4%	9%	0%	52
Central / Lakes	42%	19%	9%	4%	20%	5%	88
Connecticut Valley	36%	18%	10%	8%	25%	3%	77
Mass Border	53%	17%	3%	7%	18%	2%	152
Seacoast	24%	21%	14%	15%	24%	2%	88
Manchester Area	36%	33%	6%	10%	14%	1%	109
First Cong. Dist	35%	23%	9%	13%	18%	2%	289
Second Cong. Dist	49%	19%	7%	4%	20%	2%	277

Support/Oppose Marijuana Legalization

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know	(N)
STATEWIDE	37%	17%	6%	9%	27%	3%	566
Registered Democrat	45%	19%	3%	12%	17%	2%	110
Registered Undeclared	42%	14%	7%	8%	26%	3%	245
Registered Republican	23%	17%	5%	11%	42%	2%	129
Democrat	41%	21%	7%	12%	17%	3%	206
Independent	46%	11%	8%	6%	24%	4%	139
Republican	27%	18%	5%	9%	38%	2%	210
Liberal	53%	20%	6%	10%	9%	2%	130
Moderate	32%	18%	7%	9%	30%	3%	238
Conservative	32%	15%	4%	9%	38%	2%	158
Support Tea Party	32%	8%	9%	13%	37%	1%	109
Neutral	35%	22%	8%	6%	27%	3%	209
Oppose Tea Party	42%	19%	4%	11%	20%	3%	214
Likely 2016 Voter	37%	17%	7%	9%	28%	3%	523
Non-Likely 2016 Voter	35%	23%	1%	17%	22%	2%	43
Union household	32%	13%	5%	17%	24%	9%	82
Non-union	38%	18%	7%	7%	28%	2%	472
Read Union Leader	40%	14%	6%	7%	31%	2%	171
Read Boston Globe	46%	21%	4%	9%	19%	0%	85
Read Local Newspapers	33%	17%	4%	10%	33%	3%	210
Watch WMUR	40%	15%	5%	9%	28%	2%	324
Listen to NHPR	44%	17%	5%	10%	21%	3%	144
10 yrs or less in NH	48%	15%	3%	8%	17%	8%	71
11 to 20 years	31%	21%	11%	5%	32%	1%	114
More than 20 years	37%	17%	5%	11%	28%	2%	369
18 to 34	47%	22%	8%	7%	16%	0%	138
35 to 49	38%	14%	5%	9%	31%	3%	164
50 to 64	41%	18%	5%	11%	22%	3%	152
65 and over	16%	16%	8%	12%	43%	4%	99
Male	40%	17%	6%	8%	27%	1%	280
Female	34%	17%	6%	11%	28%	4%	287
High school or less	38%	13%	6%	6%	36%	1%	89
Some college	44%	15%	5%	10%	24%	1%	152
College graduate	33%	20%	8%	10%	26%	4%	190
Post-graduate	33%	20%	6%	11%	27%	3%	127
Attend services 1 or more/week	25%	18%	3%	9%	44%	2%	140
1-2 times a month	41%	13%	1%	15%	29%	2%	59
Less often	36%	15%	8%	11%	26%	4%	170
Never	47%	20%	9%	6%	15%	2%	176
North Country	50%	21%	12%	3%	14%	0%	52
Central / Lakes	34%	18%	4%	11%	29%	4%	88
Connecticut Valley	29%	19%	10%	6%	31%	5%	77
Mass Border	49%	13%	5%	5%	25%	2%	152
Seacoast	19%	15%	5%	23%	37%	1%	88
Manchester Area	38%	21%	5%	9%	25%	2%	109
First Cong. Dist	32%	17%	7%	12%	30%	2%	289
Second Cong. Dist	42%	17%	6%	6%	25%	3%	277

Approve/Disapprove Marijuana Being Sold At Liquor Stores

	Strongly Approve	Somewhat Approve	Neutral	Somewhat Disapprove	Strongly Disapprove	Don't Know	(N)
STATEWIDE	46%	18%	3%	7%	22%	3%	564
Registered Democrat	50%	24%	3%	7%	15%	2%	110
Registered Undeclared	52%	15%	4%	8%	20%	2%	243
Registered Republican	31%	22%	1%	10%	34%	3%	129
Democrat	49%	22%	4%	7%	16%	2%	206
Independent	52%	13%	6%	6%	20%	4%	137
Republican	40%	18%	1%	8%	31%	2%	210
Liberal	61%	18%	6%	4%	10%	1%	130
Moderate	41%	21%	3%	9%	24%	3%	238
Conservative	40%	19%	2%	7%	30%	3%	156
Support Tea Party	42%	15%	1%	14%	27%	0%	107
Neutral	42%	18%	6%	4%	26%	4%	209
Oppose Tea Party	51%	22%	2%	7%	16%	2%	214
Likely 2016 Voter	46%	19%	3%	7%	23%	2%	521
Non-Likely 2016 Voter	46%	16%	1%	7%	17%	13%	43
Union household	47%	14%	0%	9%	20%	9%	82
Non-union	45%	20%	4%	7%	23%	2%	470
Read Union Leader	49%	12%	4%	6%	27%	2%	171
Read Boston Globe	65%	13%	4%	4%	15%	0%	85
Read Local Newspapers	46%	18%	2%	8%	25%	2%	208
Watch WMUR	47%	17%	2%	9%	22%	3%	324
Listen to NHPR	49%	21%	3%	9%	17%	2%	144
10 yrs or less in NH	59%	16%	5%	6%	14%	0%	71
11 to 20 years	43%	14%	7%	7%	27%	2%	114
More than 20 years	45%	21%	2%	7%	22%	3%	367
18 to 34	56%	17%	6%	3%	15%	4%	138
35 to 49	50%	14%	1%	8%	26%	2%	162
50 to 64	45%	23%	3%	9%	17%	3%	152
65 and over	31%	21%	3%	10%	32%	3%	99
Male	53%	15%	3%	7%	20%	1%	278
Female	39%	21%	3%	8%	24%	5%	287
High school or less	42%	17%	4%	8%	27%	2%	89
Some college	46%	13%	6%	8%	22%	4%	152
College graduate	49%	23%	2%	5%	19%	2%	190
Post-graduate	45%	20%	2%	8%	23%	2%	125
Attend services 1 or more/week	31%	20%	0%	10%	36%	2%	138
1-2 times a month	51%	12%	4%	11%	19%	3%	59
Less often	48%	18%	7%	8%	19%	0%	170
Never	55%	21%	1%	3%	15%	5%	176
North Country	54%	32%	2%	3%	6%	2%	52
Central / Lakes	40%	20%	5%	11%	23%	2%	88
Connecticut Valley	41%	21%	6%	3%	27%	2%	77
Mass Border	57%	15%	2%	8%	16%	1%	150
Seacoast	34%	15%	2%	11%	33%	6%	88
Manchester Area	46%	16%	3%	7%	25%	3%	109
First Cong. Dist	43%	17%	3%	7%	27%	4%	289
Second Cong. Dist	49%	20%	4%	7%	18%	2%	275

Preference of Marijuana Laws in NH

	<u>Legalize & Tax</u>	<u>Decriminalize</u>	<u>Keep Laws As They Are Now</u>	<u>DK</u>	<u>(N)</u>
STATEWIDE	50%	18%	29%	3%	566
Registered Democrat	59%	18%	18%	5%	110
Registered Undeclared	53%	16%	28%	2%	244
Registered Republican	33%	24%	39%	3%	129
Democrat	58%	17%	22%	3%	206
Independent	56%	15%	28%	1%	138
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Likely 2016 Voter	50%	18%	29%	3%	522
Non-Likely 2016 Voter	48%	19%	28%	5%	43
Union household	50%	12%	34%	4%	81
Non-union	50%	20%	28%	2%	472
Read Union Leader	48%	16%	33%	3%	170
Read Boston Globe	61%	13%	25%	1%	85
Read Local Newspapers	46%	19%	32%	3%	210
Watch WMUR	49%	18%	31%	3%	324
Listen to NHPR	55%	24%	18%	3%	143
10 yrs or less in NH	70%	8%	21%	2%	71
11 to 20 years	47%	16%	35%	2%	114
More than 20 years	47%	21%	29%	3%	369
18 to 34	63%	19%	18%	0%	138
35 to 49	49%	18%	32%	2%	164
50 to 64	52%	20%	25%	3%	151
65 and over	33%	18%	41%	7%	99
Male	55%	16%	27%	2%	279
Female	45%	21%	31%	3%	287
High school or less	48%	15%	36%	0%	89
Some college	52%	12%	33%	2%	151
College graduate	53%	20%	24%	3%	190
Post-graduate	44%	25%	27%	5%	127
Attend services 1 or more/week	35%	24%	39%	2%	140
1-2 times a month	49%	14%	33%	5%	59
Less often	47%	20%	31%	1%	169
Never	66%	13%	17%	3%	176
North Country	75%	12%	13%	0%	52
Central / Lakes	39%	26%	29%	5%	87
Connecticut Valley	51%	13%	32%	4%	77
Mass Border	58%	16%	25%	2%	152
Seacoast	32%	20%	44%	3%	88
Manchester Area	48%	21%	29%	2%	109
First Cong. Dist	46%	18%	34%	2%	289
Second Cong. Dist	54%	19%	24%	3%	276