

# THE WMUR GRANITE STATE POLL

## THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

February 4, 2014

### SUPPORT RISING FOR LEGALIZING POT IN NH, MOST SUPPORT TAXING IT AT LIQUOR LEVELS

By: Andrew E. Smith, Ph.D.  
Zachary S. Azem, M.A.  
UNH Survey Center  
www.unh.edu/survey-center  
603/862-2226

DURHAM, NH – Opposition to legalizing marijuana for recreational use continues to decline as a growing majority of Granite Staters favor the idea. Support for marijuana being sold and taxed similar to alcohol is also on the rise.

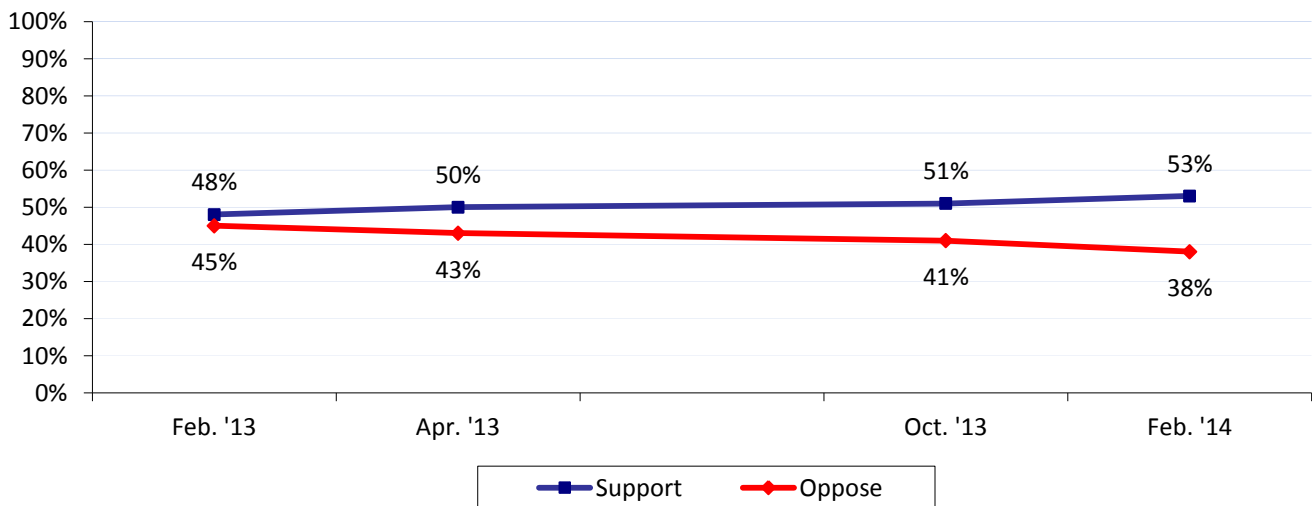
These findings are based on the latest **WMUR Granite State Poll**,\* conducted by the University of New Hampshire Survey Center. Five hundred and sixty-eight (568) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 28 and February 2, 2014. The margin of sampling error for the survey is +/- 4.1 percent.

#### Recreational Marijuana Legalization

Last year, New Hampshire became the 19<sup>th</sup> state to legalize marijuana for medical purposes and last month, the New Hampshire House passed a bill to legalize marijuana for recreational use. There is modest support for legalizing recreational marijuana in New Hampshire -- 53% support legalizing marijuana for recreational use (35% strongly and 18% somewhat), 38% oppose (24% strongly and 14% somewhat), and 10% are neutral or don't know. One important trend to note is the softening of opposition over the past year. While overall opposition to legalizing marijuana dropped 7 percentage points in the past year, the percentage who strongly oppose legalization has dropped 13 percentage points from 37% to 24%.

Support for recreational marijuana legalization is strongest among liberals (67%), NH Public Radio listeners (63%), residents between the ages of 50 and 64 (62%) and Democrats (61%). Opposition is strongest among Tea Party supporters (57% oppose), older residents (55%), conservatives (51%), and Republicans (48%).

#### Support/Oppose Legalizing Marijuana For Recreational Use



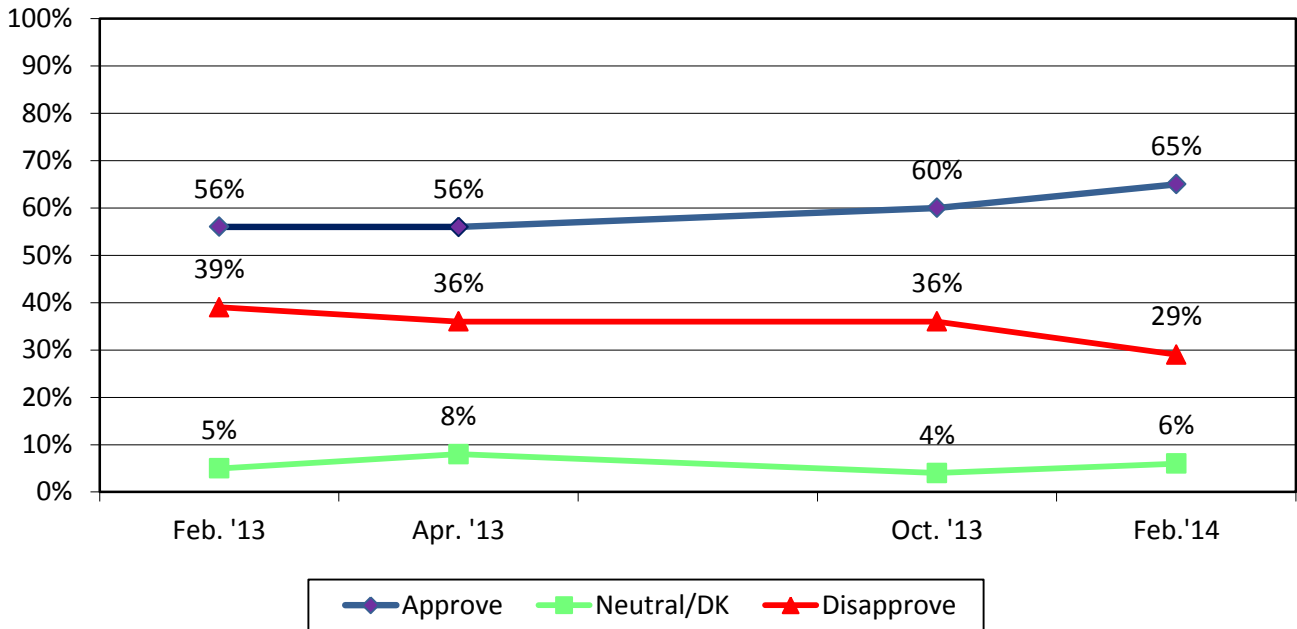
\* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

### Approve Of Marijuana Sold At Licensed Outlets

If marijuana were legalized in the Granite State, nearly two-thirds (65%) of New Hampshire residents support the concept of selling of marijuana at licensed retail outlets and being taxed similar to alcohol, 29% oppose this idea, and 6% are unsure. Support for this idea has increased since February and April 2013, however in those polls residents were asked about marijuana being sold at state liquor stores.

Liberals are most likely to support this concept while older adults and conservatives are most likely to oppose.

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



## 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-eight (568) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between January 28 and February 2, 2014. The margin of sampling error for the survey is +/- 4.1 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.

### 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>
Strongly Support	31%	32%	36%	<b>35%</b>
Somewhat Support	17%	18%	15%	<b>18%</b>
Neutral	6%	6%	7%	<b>8%</b>
Somewhat Oppose	8%	7%	11%	<b>14%</b>
Strongly Oppose	37%	36%	30%	<b>24%</b>
Don't Know	1%	1%	1%	<b>2%</b>
(N=)	(578)	(506)	(602)	<b>(566)</b>

"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>
Strongly Approve/Support	40%	40%	44%	<b>46%</b>
Somewhat Approve/Support	16%	17%	16%	<b>19%</b>
Neutral	3%	5%	2%	<b>4%</b>
Somewhat Oppose	6%	5%	8%	<b>8%</b>
Strongly Oppose	33%	32%	28%	<b>21%</b>
Don't Know	2%	3%	2%	<b>2%</b>
(N=)	(577)	(503)	(602)	<b>(564)</b>

**Support/Oppose Recreational Pot?**

	<b><u>Strongly Support</u></b>	<b><u>Somewhat Support</u></b>	<b><u>Neutral</u></b>	<b><u>Somewhat Oppose</u></b>	<b><u>Strongly Oppose</u></b>	<b><u>DK</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>35%</b>	<b>18%</b>	<b>8%</b>	<b>14%</b>	<b>24%</b>	<b>2%</b>	<b>566</b>
Registered Democrat	38%	19%	7%	15%	19%	2%	125
Registered Undeclared	33%	20%	8%	14%	23%	3%	242
Registered Republican	26%	14%	7%	17%	36%	0%	121
Democrat	42%	19%	7%	13%	18%	2%	210
Independent	33%	17%	10%	15%	21%	3%	159
Republican	28%	18%	6%	16%	32%	1%	189
Liberal	42%	25%	10%	15%	8%	0%	115
Moderate	33%	19%	8%	13%	24%	2%	250
Conservative	30%	13%	5%	16%	35%	1%	142
Support Tea Party	21%	17%	4%	18%	39%	0%	105
Neutral	32%	19%	10%	14%	23%	2%	230
Oppose Tea Party	45%	20%	5%	13%	15%	2%	194
Romney/Ryan Voter	25%	19%	7%	19%	29%	1%	198
Obama/Biden Voter	41%	18%	7%	13%	19%	2%	246
Other	32%	8%	25%	4%	32%	0%	28
Did Not Vote in 2008	41%	22%	4%	14%	18%	1%	73
Union household	24%	19%	11%	17%	29%	0%	85
Non-union	37%	18%	7%	14%	22%	2%	479
Read Union Leader	40%	13%	4%	13%	28%	0%	127
Read Boston Globe	46%	20%	10%	6%	13%	5%	74
Watch WMUR	34%	17%	8%	13%	28%	1%	368
Listen to NHPR	36%	27%	5%	12%	19%	2%	179
10 yrs or less in NH	40%	14%	10%	15%	20%	1%	76
11 to 20 years	46%	13%	3%	11%	24%	3%	134
More than 20 years	29%	20%	9%	15%	24%	1%	345
18 to 34	41%	19%	14%	12%	12%	1%	147
35 to 49	33%	16%	4%	18%	27%	2%	154
50 to 64	41%	21%	5%	10%	23%	0%	145
65 and over	18%	16%	7%	17%	38%	4%	103
Male	41%	17%	9%	12%	20%	1%	279
Female	29%	19%	6%	17%	27%	2%	287
High school or less	38%	15%	8%	10%	28%	1%	107
Some college	39%	19%	6%	13%	21%	2%	138
College graduate	31%	19%	10%	16%	22%	2%	211
Post-graduate	33%	17%	5%	18%	25%	2%	108
Attend services 1 or more/week	31%	17%	4%	12%	34%	1%	108
1-2 times a month	31%	18%	12%	17%	22%	0%	74
Less often	32%	20%	5%	18%	24%	2%	167
Never	41%	17%	10%	12%	18%	3%	202
North Country	26%	34%	4%	17%	18%	2%	46
Central / Lakes	34%	14%	8%	15%	24%	6%	100
Connecticut Valley	35%	12%	6%	11%	33%	3%	77
Mass Border	39%	18%	9%	14%	20%	0%	153
Seacoast	28%	23%	13%	14%	21%	1%	87
Manchester Area	39%	15%	4%	17%	25%	0%	103
First Cong. Dist	37%	21%	8%	16%	18%	0%	276
Second Cong. Dist	33%	15%	7%	13%	28%	3%	282

**Approve/Disapprove Pot Sold At Licensed Retail Outlets?**

	<b><u>Strongly Approve</u></b>	<b><u>Somewhat Approve</u></b>	<b><u>Neutral</u></b>	<b><u>Somewhat Disapprove</u></b>	<b><u>Strongly Disapprove</u></b>	<b><u>DK</u></b>	<b><u>(N)</u></b>
<b>STATEWIDE</b>	<b>46%</b>	<b>19%</b>	<b>4%</b>	<b>8%</b>	<b>21%</b>	<b>2%</b>	<b>564</b>
Registered Democrat	51%	22%	2%	9%	14%	3%	124
Registered Undeclared	46%	18%	2%	10%	23%	1%	242
Registered Republican	40%	17%	5%	3%	32%	3%	121
Democrat	53%	19%	2%	8%	16%	2%	209
Independent	38%	25%	5%	10%	19%	2%	159
Republican	44%	15%	5%	6%	28%	2%	189
Liberal	60%	16%	4%	10%	7%	2%	115
Moderate	46%	22%	3%	7%	19%	2%	249
Conservative	37%	16%	6%	7%	34%	1%	142
Support Tea Party	31%	21%	3%	9%	33%	3%	105
Neutral	47%	21%	6%	6%	20%	0%	230
Oppose Tea Party	55%	18%	2%	8%	14%	2%	193
Romney/Ryan Voter	40%	17%	5%	9%	28%	1%	198
Obama/Biden Voter	53%	19%	3%	7%	16%	2%	245
Other	26%	34%	4%	4%	33%	0%	28
Did Not Vote in 2008	46%	23%	6%	10%	14%	2%	73
Union household	35%	32%	0%	9%	20%	4%	85
Non-union	48%	17%	5%	8%	21%	2%	478
Read Union Leader	48%	16%	1%	6%	27%	1%	127
Read Boston Globe	67%	15%	3%	2%	12%	0%	74
Watch WMUR	45%	19%	4%	6%	24%	2%	367
Listen to NHPR	50%	20%	1%	6%	20%	2%	179
10 yrs or less in NH	53%	16%	4%	10%	17%	0%	76
11 to 20 years	50%	15%	6%	9%	18%	2%	134
More than 20 years	43%	22%	3%	7%	22%	2%	344
18 to 34	54%	19%	6%	10%	10%	2%	147
35 to 49	44%	17%	3%	11%	25%	0%	154
50 to 64	50%	24%	2%	4%	18%	2%	145
65 and over	31%	18%	7%	6%	35%	4%	102
Male	51%	18%	4%	7%	18%	2%	278
Female	41%	21%	4%	9%	23%	2%	287
High school or less	42%	20%	1%	7%	26%	2%	106
Some college	47%	23%	5%	10%	13%	2%	138
College graduate	47%	17%	4%	6%	23%	1%	211
Post-graduate	45%	18%	4%	8%	21%	3%	108
Attend services 1 or more/week	40%	22%	4%	2%	30%	3%	107
1-2 times a month	33%	28%	2%	16%	16%	5%	74
Less often	47%	18%	4%	7%	22%	1%	167
Never	52%	17%	5%	10%	16%	1%	202
North Country	34%	23%	5%	14%	22%	2%	46
Central / Lakes	50%	10%	5%	8%	25%	1%	100
Connecticut Valley	39%	21%	4%	5%	30%	2%	77
Mass Border	46%	21%	4%	8%	18%	2%	153
Seacoast	49%	22%	4%	11%	12%	3%	87
Manchester Area	50%	21%	3%	5%	20%	2%	102
First Cong. Dist	50%	23%	4%	7%	15%	1%	275
Second Cong. Dist	44%	16%	3%	8%	26%	2%	282