

The Granite State Poll

May 23, 2023

GRANITE STATERS SUPPORT MARIJUANA LEGALIZATION, RECEPTIVE TO "STATE CONTROL" PROPOSAL; APPROVAL OF SUNUNU REMAINS HIGH

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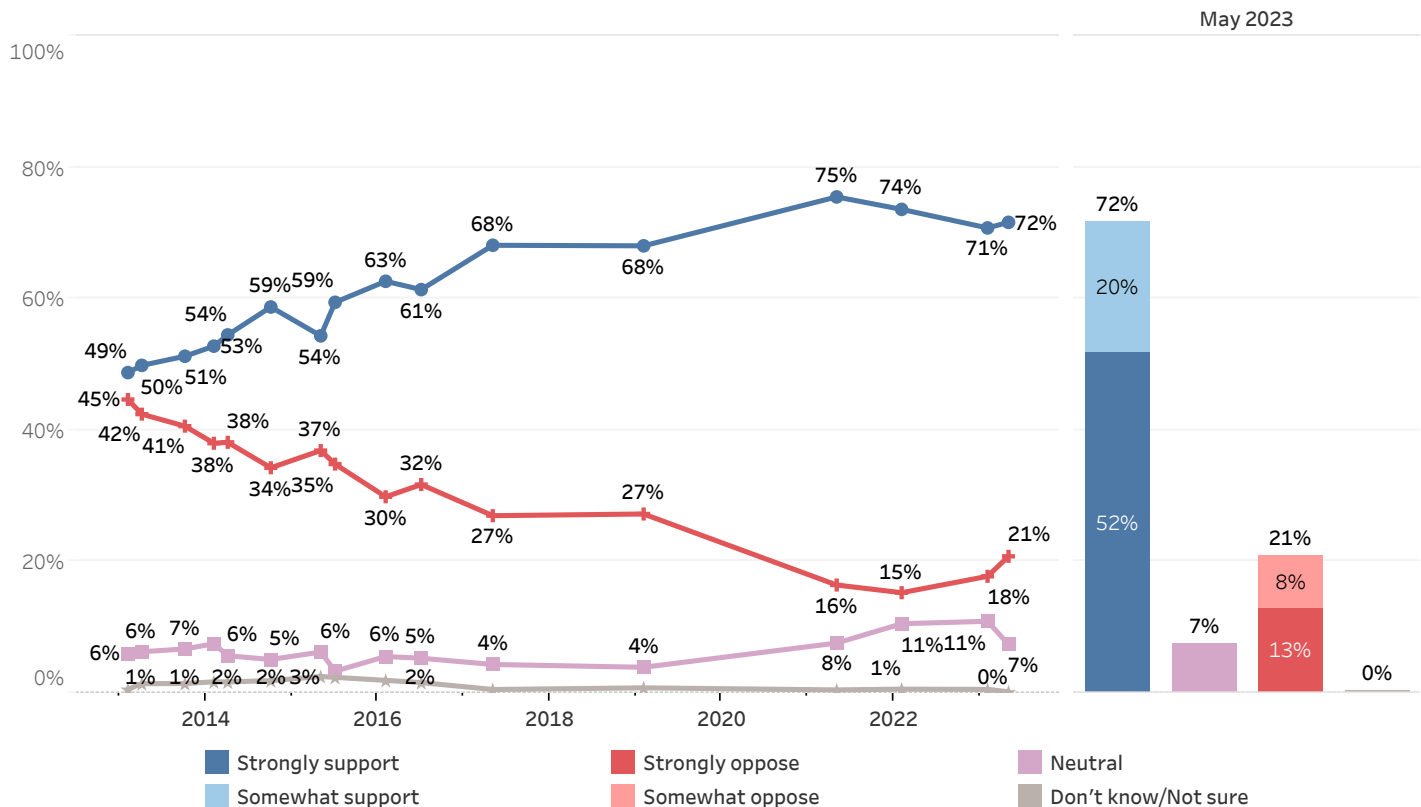
DURHAM, NH - New Hampshire residents continue to strongly support the legalization of recreational marijuana use in the state. Three in five would support a "state control" model for legalizing marijuana in New Hampshire, an approach that Governor Chris Sununu recently indicated he would support.

Marijuana Legalization

After the failure of a bill in the State Legislature, New Hampshire remains the only state in New England which does not allow the sale of marijuana for recreational use. Despite the unwillingness of the Legislature to pass a marijuana legalization bill, 72% of Granite Staters strongly (52%) or somewhat (20%) support legalizing marijuana for recreational use, 21% are somewhat (8%) or strongly (13%) opposed, 7% are neutral on the issue, and less than 1% are unsure. When this question was first asked to Granite State Poll respondents in 2013, New Hampshire residents were evenly divided with 49% in support of legalizing marijuana for recreational use and 45% opposed. More than two-thirds of Granite Staters have supported legalization of marijuana for recreational use since 2017.

Large majorities of self-described socialists (99%), progressives (95%), liberals (93%), and libertarians (83%) support legalizing marijuana for recreational use, while 60% of moderates and only 49% of conservatives support such an action.

Support or Oppose Legalization of Marijuana for Recreational Use

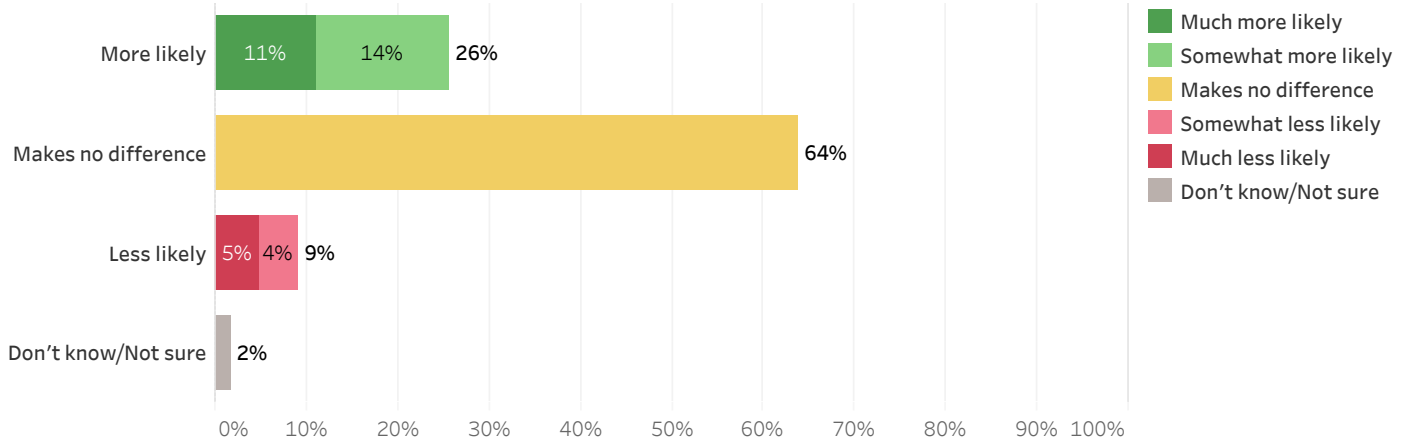


* We ask that this copyrighted information be referred to as *the Granite State Poll*, a States of Opinion Project, conducted by the University of New Hampshire Survey Center.

After the failure of the most recent bill to legalize recreational marijuana use, Governor Chris Sununu announced that he would be willing to sign a bill which would allow the state to control distribution and access to marijuana, the "state control" model. A quarter (26%) of New Hampshire residents say that Sununu's support for a "state control" model makes them much (11%) or somewhat (14%) more likely to support legalizing marijuana for recreational use in the state, 64% say it makes no difference to them, 9% say it makes them somewhat (4%) or much (5%) less likely to support legalization, and 2% are unsure.

Self-described moderates (42%) and libertarians (36%) are particularly likely to say that Sununu's support for this measure makes them more likely to support legalizing marijuana for recreational use in the state.

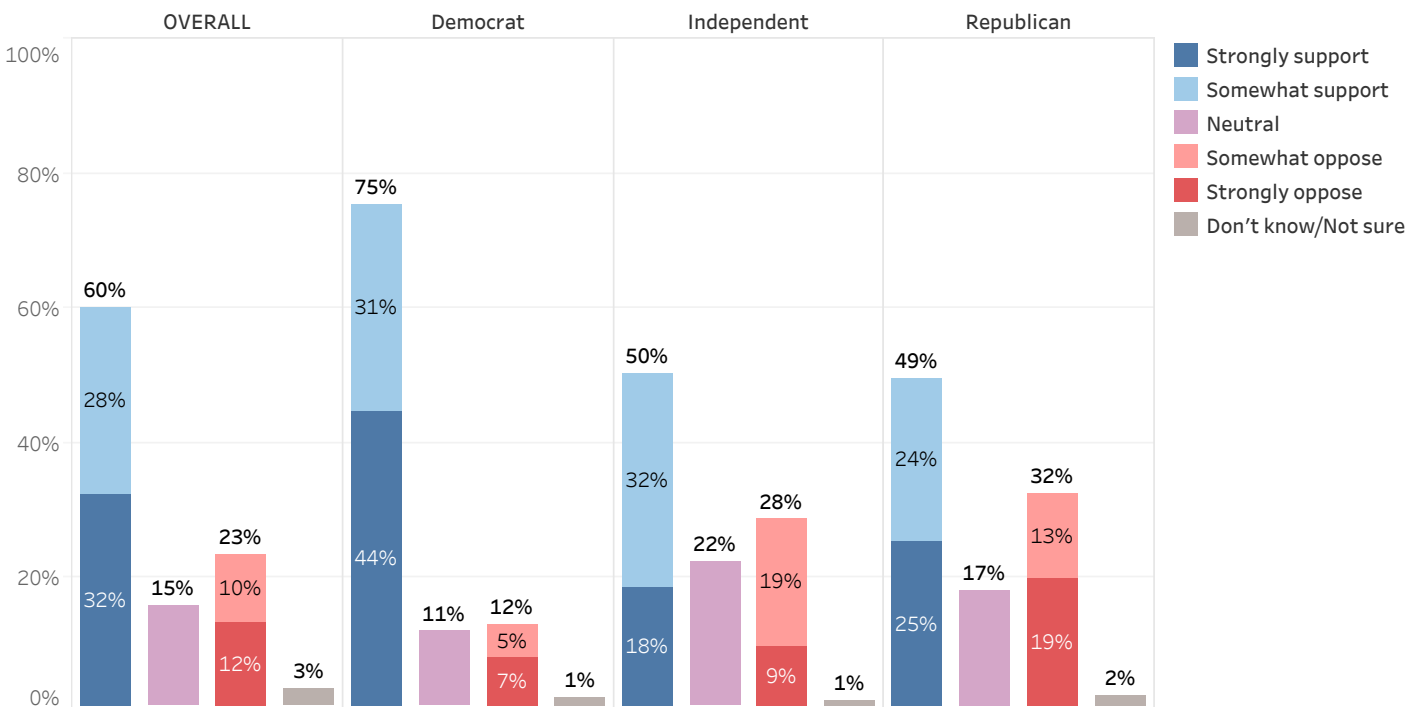
Effect of Sununu's Endorsement of "State Control" Model for Legalizing Marijuana in NH - May 2023



A majority of Granite Staters support the model proposed by Sununu. Sixty percent of state residents strongly (32%) or somewhat (28%) support a "state control" model for legalizing marijuana in New Hampshire, 23% somewhat (10%) or strongly (12%) oppose it, 15% are neutral, and 3% are unsure. Three-quarters (75%) of self-identified Democrats strongly or somewhat support the "state control" model, and half of Independents (50%) and Republicans (49%) support such a measure.

In February 2022, when a similar bill was proposed that would have legalized recreational marijuana for those aged 21 and up and require all marijuana sales to be conducted through the New Hampshire Liquor Commission, 68% of Granite State Poll respondents said they supported the bill while only 20% were opposed.

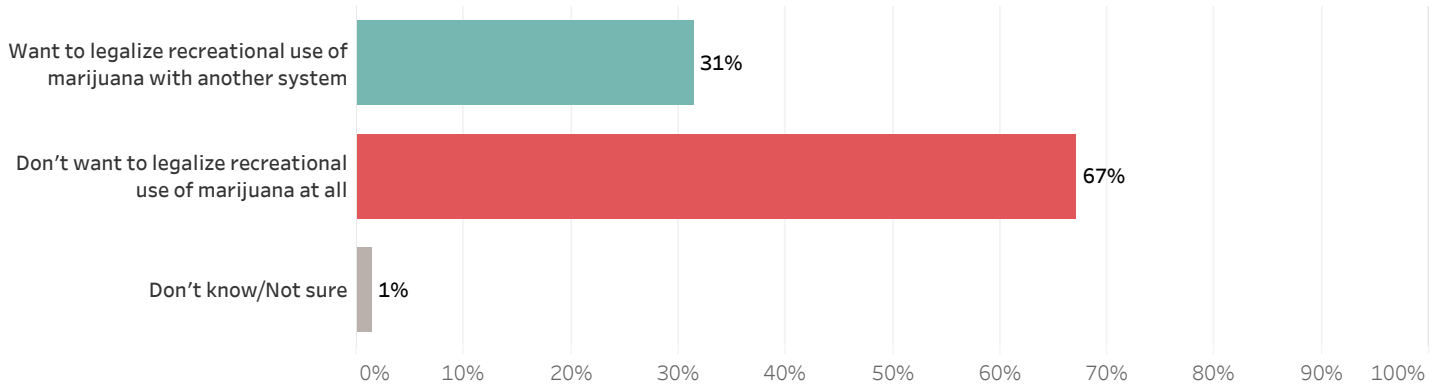
Support or Oppose "State Control" Model for Legalizing Marijuana in NH - By Party ID - May 2023



Among those who oppose a "state control" model for legalizing the recreational use of marijuana in New Hampshire (N=249), 67% say that they oppose this model because they don't want to legalize the recreational use of marijuana at all while 31% say they oppose it because they want to legalize recreational marijuana with another system.

Among those who oppose the "state control" model, a majority of self-identified Democrats and Independents oppose it because they want to legalize recreational marijuana with another system while nearly all Republicans oppose the "state control" model because they don't want to legalize recreational marijuana at all.

Why Oppose "State Control" Model for Legalizing Marijuana in NH (Among those Opposed)

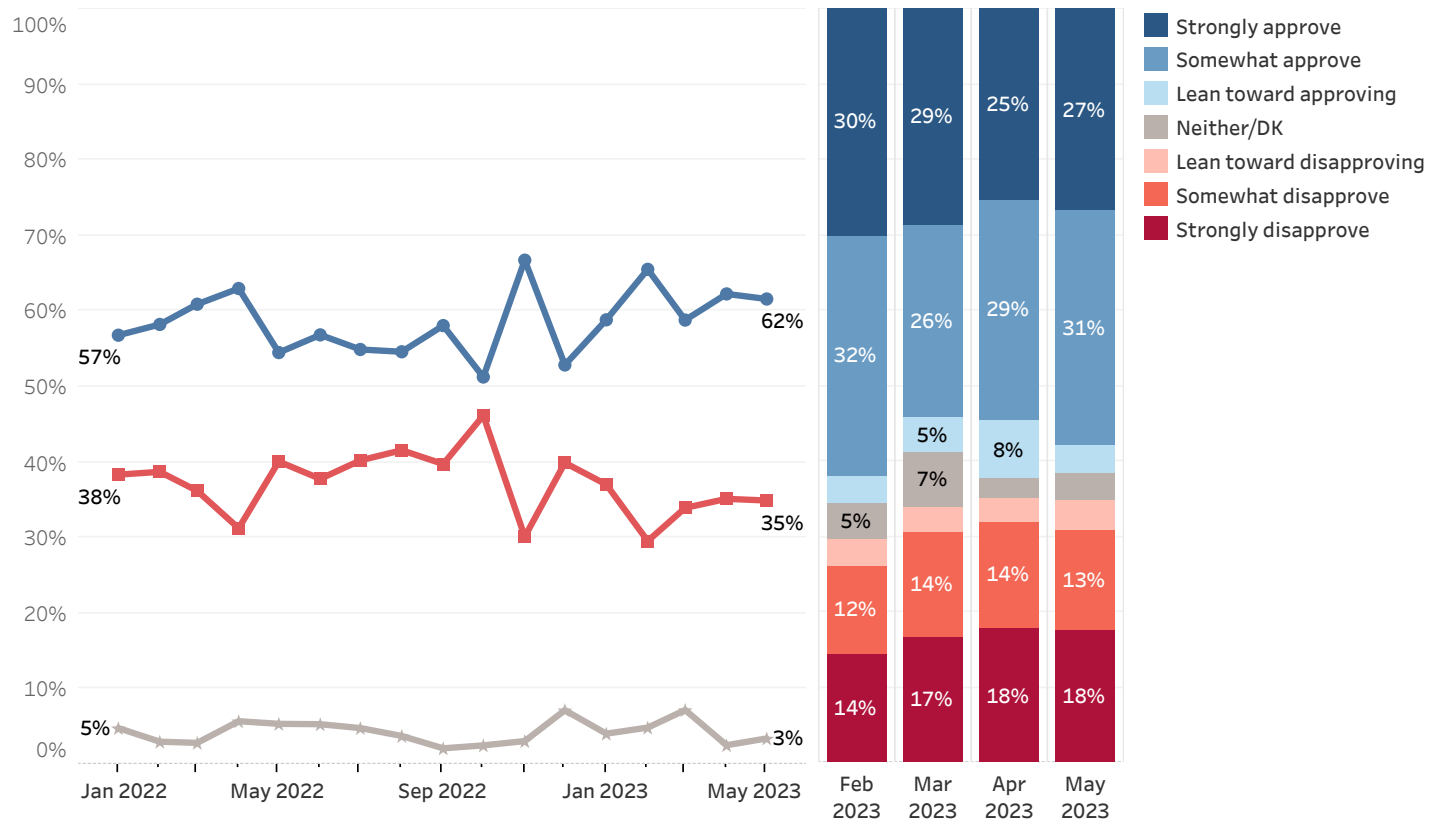


Gubernatorial Approval

Chris Sununu remains a popular governor in New Hampshire. Currently, 62% of New Hampshire residents approve of Governor Sununu's job performance, 35% disapprove, and 3% neither approve nor disapprove or don't know. Sununu's net approval rating (the percentage who approve minus the percentage who disapprove) is +27, unchanged since April (+27).

Ninety-one percent of Republicans and 64% of Independents approve of Sununu's performance as governor but only 34% of Democrats agree.

Approval of Governor Sununu's Job Performance



Respondents were asked what one word they would use to describe Governor Sununu. Those who approve of Sununu's performance as governor most use often the words "competent," "capable," "moderate," "consistent," and "bipartisan." Those who disapprove of Sununu's performance most often mention the words "follower," "self-serving," "uncaring," "cowardly," and "liar."

One Word to Describe Sununu

Approve

Disapprove



Granite State Poll Methodology

These findings are based on the latest Granite State Poll, conducted by the University of New Hampshire Survey Center. One thousand, one hundred and five (1,105) Granite State Panel members completed the survey online between May 18 and May 22, 2023. The margin of sampling error for the survey is +/- 2.9 percent. These MSE's have not been adjusted for design effect. The response rate for the May 2023 Granite State Poll is 28%. The design effect for the survey is 2.6%.

Data were weighted by respondent sex, age, education, and region of the state to targets from the most recent American Community Survey (ACS) conducted by the U.S. Census Bureau, as well as party registration levels provided by the NH Secretary of State and to 2020 election results in New Hampshire.

The Granite State Panel is part of an effort by the University of New Hampshire Survey Center to investigate new ways of gathering and understanding the opinion of New Hampshire residents. Approximately 7,500 New Hampshire adults have been recruited from randomly-selected landline and cell phone numbers to participate in the panel. Panelists are then asked to participate in online surveys sponsored by the UNH Survey Center.

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. Due to rounding, percentages may not sum to 100%.

For more information about the methodology used in the Granite State Panel, contact Dr. Andrew Smith at (603) 862-2226 or by email at andrew.smith@unh.edu.

May 2023 Granite State Poll Demographics

		%	N
Gender of Respondent	Men	50%	517
	Women	50%	526
Age of Respondent	18 to 34	27%	291
	35 to 49	19%	206
	50 to 64	31%	337
	65 and older	24%	263
Level of Education	High school or less	33%	367
	Tech school/Some college	29%	323
	College graduate	23%	252
	Postgraduate work	14%	159
Region of State	Central/Lakes	18%	204
	Connecticut Valley	14%	154
	Manchester Area	20%	220
	Mass Border	24%	266
	North Country	8%	88
	Seacoast	15%	169
Party ID	Democrat	44%	477
	Independent	13%	144
	Republican	43%	462
Voting Registration	Registered Democrat	31%	336
	Registered Undeclared/Not Reg.	38%	408
	Registered Republican	31%	330
2020 Pres Vote	Voted for Trump	44%	487
	Voted for Biden	51%	566
	Voted for other 2020 candidate	2%	17
	Did not vote in 2020	3%	33

Support or Oppose Legalization of Marijuana for Recreational Use

In general, do you support or oppose legalizing the possession of small amounts of marijuana for personal recreational use in New Hampshire?

		<u>Strongly support</u>	<u>Somewhat support</u>	<u>Neutral</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	May 2023	52%	20%	7%	8%	13%	0%	1,104
Voting Registration	Registered Democrat	66%	18%	7%	5%	4%	0%	336
	Registered Undeclared/Not Reg.	51%	21%	8%	8%	12%	0%	408
	Registered Republican	40%	18%	7%	12%	23%	0%	330
Party ID	Democrat	66%	19%	7%	4%	4%	0%	477
	Independent	50%	18%	8%	15%	7%	0%	144
	Republican	39%	19%	8%	10%	24%	0%	462
Political Ideology	Socialist	90%	9%	1%		0%		93
	Progressive	72%	23%	1%	1%	3%	0%	89
	Liberal	73%	20%	2%	1%	3%	0%	160
	Moderate	44%	16%	13%	10%	16%	0%	303
	Conservative	33%	16%	8%	14%	28%	0%	277
	Libertarian	46%	37%	5%	10%	2%		120
Age of Respondent	18 to 34	58%	26%	3%	5%	8%		291
	35 to 49	72%	18%	2%	4%	4%	0%	206
	50 to 64	52%	20%	7%	6%	16%	0%	336
	65 and older	31%	14%	17%	16%	22%	0%	262
Gender of Respondent	Men	53%	20%	4%	7%	16%	0%	517
	Women	48%	22%	11%	8%	11%	0%	525
Level of Education	High school or less	58%	12%	9%	7%	14%		367
	Tech school/Some college	50%	16%	7%	11%	15%	0%	323
	College graduate	47%	31%	7%	7%	7%	1%	252
	Postgraduate work	49%	28%	5%	6%	12%	0%	158
Children in Household	Children in household	58%	14%	4%	8%	15%		257
	No children in household	50%	21%	8%	8%	12%	0%	836
Region of State	Central/Lakes	48%	20%	8%	2%	22%		203
	Connecticut Valley	64%	19%	9%	3%	4%		154
	Manchester Area	52%	18%	7%	14%	8%	0%	220
	Mass Border	44%	22%	7%	7%	19%	0%	266
	North Country	59%	27%	7%	4%	3%	0%	88
	Seacoast	54%	15%	6%	14%	10%	0%	169
Media Usage	Conservative radio listener	6%	8%	6%	10%	69%	1%	70
	CNN viewer	42%	33%	9%	8%	9%		130
	Fox News viewer	26%	17%	3%	21%	33%	0%	128
	Joe Rogan listener	70%	5%	6%	2%	18%		59
	Local NH news viewer	47%	26%	10%	8%	9%	0%	399
	MSNBC viewer	56%	32%	5%	4%	3%	0%	101
	NHPR listener	70%	14%	3%	6%	7%	0%	237
2020 Pres Vote	Voted for Trump	37%	20%	8%	11%	24%	0%	486
	Voted for Biden	62%	21%	7%	6%	4%	0%	566
	Voted for other 2020 candidate	79%	2%	4%	9%	5%		17
	Did not vote in 2020	80%	7%	12%	0%	1%	0%	33

Effect of Sununu's Endorsement of "State Control" Model for Legalizing Marijuana in NH

Governor Chris Sununu has recently signaled that he is willing to sign a bill legalizing the recreational use of marijuana using a "state control" model, in which the state would control distribution and sales in a system modeled after the way liquor is handled in New Hampshire. Does Sununu's support for such a measure make you more or less likely to support legalizing marijuana in New Hampshire?

		<u>Much more likely</u>	<u>Somewhat more likely</u>	<u>Makes no difference</u>	<u>Somewhat less likely</u>	<u>Much less likely</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	May 2023	11%	14%	64%	4%	5%	2%	1,105
Voting Registration	Registered Democrat	7%	13%	75%	2%	3%	1%	336
	Registered Undeclared/Not Reg.	17%	15%	60%	5%	3%	0%	408
	Registered Republican	8%	17%	59%	6%	9%	0%	330
Party ID	Democrat	9%	12%	73%	2%	2%	0%	477
	Independent	17%	11%	59%	9%	3%	1%	144
	Republican	11%	18%	58%	5%	8%	0%	462
Political Ideology	Socialist	1%	8%	90%	1%	0%		93
	Progressive	7%	14%	74%	3%	1%	1%	90
	Liberal	3%	4%	86%	2%	5%	0%	160
	Moderate	17%	25%	53%	3%	2%	0%	303
	Conservative	11%	8%	61%	7%	12%	0%	278
	Libertarian	16%	20%	61%	0%	2%		120
Age of Respondent	18 to 34	5%	20%	72%	2%	0%		291
	35 to 49	9%	6%	74%	2%	2%	7%	206
	50 to 64	17%	10%	58%	4%	11%	0%	337
	65 and older	12%	20%	54%	8%	5%	1%	263
Gender of Respondent	Men	12%	14%	65%	3%	6%	0%	517
	Women	12%	14%	63%	5%	4%	3%	526
Level of Education	High school or less	11%	11%	64%	4%	7%	4%	367
	Tech school/Some college	16%	16%	55%	7%	5%	0%	323
	College graduate	7%	15%	73%	2%	2%	1%	252
	Postgraduate work	8%	19%	68%	2%	3%	1%	159
Children in Household	Children in household	12%	16%	64%	1%	6%	1%	257
	No children in household	11%	14%	63%	5%	4%	2%	837
Region of State	Central/Lakes	6%	13%	68%	2%	10%	0%	204
	Connecticut Valley	5%	6%	84%	3%	2%		154
	Manchester Area	22%	7%	56%	6%	2%	7%	220
	Mass Border	9%	24%	60%	1%	6%		266
	North Country	20%	15%	54%	9%	2%	1%	88
	Seacoast	8%	20%	61%	7%	4%	0%	169
Media Usage	Conservative radio listener	1%	28%	31%	4%	36%		70
	CNN viewer	21%	10%	51%	6%	1%	11%	131
	Fox News viewer	9%	12%	49%	20%	10%		128
	Joe Rogan listener	3%	4%	78%	1%	15%		59
	Local NH news viewer	20%	15%	54%	5%	2%	4%	399
	MSNBC viewer	29%	8%	45%	3%	1%	14%	101
	NHPR listener	9%	9%	77%	2%	2%	1%	237
2020 Pres Vote	Voted for Trump	11%	18%	57%	6%	8%	0%	487
	Voted for Biden	11%	12%	68%	3%	2%	3%	566
	Voted for other 2020 candidate	8%	5%	74%	2%	10%	1%	17
	Did not vote in 2020	0%	3%	97%				33

Support or Oppose "State Control" Model for Legalizing Marijuana in NH

Would you support or oppose legalizing the recreational use of marijuana in New Hampshire using a "state control" model?

		<u>Strongly support</u>	<u>Somewhat support</u>	<u>Neutral</u>	<u>Somewhat oppose</u>	<u>Strongly oppose</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	May 2023	32%	28%	15%	10%	12%	3%	1,104
Voting Registration	Registered Democrat	46%	30%	11%	3%	9%	1%	336
	Registered Undeclared/Not Reg.	27%	34%	14%	15%	9%	1%	407
	Registered Republican	24%	19%	22%	12%	20%	2%	330
Party ID	Democrat	44%	31%	11%	5%	7%	1%	477
	Independent	18%	32%	22%	19%	9%	1%	144
	Republican	25%	24%	17%	13%	19%	2%	462
Political Ideology	Socialist	52%	8%	25%	7%	5%	4%	93
	Progressive	41%	39%	5%	5%	7%	1%	90
	Liberal	42%	36%	10%	5%	5%	1%	160
	Moderate	28%	33%	14%	12%	12%	1%	303
	Conservative	14%	18%	25%	14%	26%	2%	278
	Libertarian	53%	29%	3%	10%	4%	1%	120
Age of Respondent	18 to 34	40%	40%	8%	8%	1%	2%	291
	35 to 49	34%	19%	19%	12%	9%	8%	206
	50 to 64	37%	23%	12%	8%	19%	1%	336
	65 and older	15%	28%	23%	14%	19%	1%	262
Gender of Respondent	Men	30%	28%	12%	13%	15%	2%	517
	Women	36%	25%	16%	8%	11%	4%	525
Level of Education	High school or less	33%	17%	23%	10%	14%	4%	367
	Tech school/Some college	28%	33%	13%	14%	13%	1%	323
	College graduate	31%	35%	10%	9%	10%	4%	251
	Postgraduate work	38%	33%	9%	6%	10%	3%	159
Children in Household	Children in household	28%	25%	19%	9%	17%	2%	257
	No children in household	33%	29%	13%	10%	11%	3%	837
Region of State	Central/Lakes	17%	25%	28%	3%	24%	4%	204
	Connecticut Valley	43%	23%	23%	5%	3%	2%	154
	Manchester Area	45%	21%	7%	11%	10%	7%	220
	Mass Border	27%	32%	10%	18%	12%	0%	266
	North Country	32%	29%	18%	15%	5%	1%	88
	Seacoast	30%	39%	9%	9%	14%	0%	169
Media Usage	Conservative radio listener	4%	10%	9%	28%	49%	0%	70
	CNN viewer	32%	29%	10%	9%	9%	11%	130
	Fox News viewer	15%	23%	10%	24%	28%	0%	128
	Joe Rogan listener	19%	12%	38%	13%	17%		59
	Local NH news viewer	36%	33%	10%	10%	8%	4%	399
	MSNBC viewer	34%	33%	8%	5%	5%	14%	101
	NHPR listener	35%	30%	20%	5%	8%	1%	237
2020 Pres Vote	Voted for Trump	22%	23%	18%	16%	19%	2%	486
	Voted for Biden	41%	32%	11%	5%	7%	4%	566
	Voted for other 2020 candidate	19%	49%	10%	2%	18%	1%	17
	Did not vote in 2020	22%	17%	54%	5%	1%		33

Why Oppose "State Control" Model for Legalizing Marijuana in NH (Among those Opposed)

Which of the following best describes why you oppose legalizing the recreational use of marijuana using a "state control" model?

		<u>Don't want to legalize recreational use of marijuana at all</u>	<u>Want to legalize recreational use of marijuana with another system</u>	<u>Don't know/Not sure</u>	<u>N</u>
STATEWIDE	May 2023	67%	31%	1%	249
Voting Registration	Registered Democrat	30%	70%	0%	42
	Registered Undeclared/Not Reg.	56%	41%	2%	96
	Registered Republican	91%	8%	0%	107
Party ID	Democrat	26%	74%	0%	58
	Independent	39%	58%	2%	40
	Republican	93%	6%	1%	146
Political Ideology	Socialist	3%	97%		11
	Progressive	23%	77%		11
	Liberal	32%	68%		17
	Moderate	65%	33%	1%	73
	Conservative	92%	7%	1%	112
	Libertarian	38%	62%		17
Age of Respondent	18 to 34	69%	31%		28
	35 to 49	33%	64%	3%	42
	50 to 64	65%	35%		90
	65 and older	86%	13%	1%	87
Gender of Respondent	Men	65%	34%	1%	146
	Women	73%	26%	2%	98
Level of Education	High school or less	79%	20%	1%	87
	Tech school/Some college	66%	33%	1%	84
	College graduate	41%	56%	3%	49
	Postgraduate work	77%	21%	2%	26
Children in Household	Children in household	66%	32%	2%	68
	No children in household	68%	32%	0%	179
Region of State	Central/Lakes	84%	13%	3%	55
	Connecticut Valley	30%	62%	8%	13
	Manchester Area	71%	28%	0%	45
	Mass Border	68%	31%	1%	80
	North Country	25%	75%		17
	Seacoast	64%	36%		37
Media Usage	Conservative radio listener	91%	9%		54
	CNN viewer	41%	58%	1%	24
	Fox News viewer	84%	14%	2%	67
	Joe Rogan listener	61%	39%		18
	Local NH news viewer	65%	34%	1%	72
	MSNBC viewer	51%	39%	10%	10
	NHPR listener	50%	50%		32
2020 Pres Vote	Voted for Trump	82%	18%	1%	173
	Voted for Biden	34%	63%	2%	70
	Voted for other 2020 candidate	30%	70%		3
	Did not vote in 2020	16%	34%	50%	2

Approval of Governor Sununu's Job Performance

Generally speaking, do you approve or disapprove of the way Chris Sununu is handling his job as governor?

		<u>Approve</u>	<u>Disapprove</u>	<u>Neither/DK</u>	<u>N</u>
STATEWIDE	May 2023	62%	35%	3%	1,102
Voting Registration	Registered Democrat	37%	61%	2%	336
	Registered Undeclared/Not Reg.	63%	34%	3%	405
	Registered Republican	88%	6%	6%	330
Party ID	Democrat	34%	64%	2%	477
	Independent	64%	29%	7%	142
	Republican	91%	4%	4%	462
Political Ideology	Socialist	4%	94%	1%	93
	Progressive	36%	63%	1%	90
	Liberal	27%	72%	2%	160
	Moderate	72%	25%	3%	303
	Conservative	86%	7%	7%	278
	Libertarian	95%	5%	0%	120
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	35 to 49	62%	37%	1%	206
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	65 and older	68%	23%	9%	260
Gender of Respondent	Men	68%	30%	2%	517
	Women	58%	37%	5%	524
Level of Education	High school or less	68%	25%	8%	367
	Tech school/Some college	62%	37%	1%	321
	College graduate	58%	41%	1%	252
	Postgraduate work	54%	43%	3%	159
Children in Household	Children in household	70%	29%	1%	257
	No children in household	59%	37%	4%	835
Region of State	Central/Lakes	73%	27%	0%	204
	Connecticut Valley	57%	28%	15%	154
	Manchester Area	54%	46%	0%	220
	Mass Border	65%	32%	3%	264
	North Country	66%	31%	3%	88
	Seacoast	54%	44%	2%	169
Media Usage	Conservative radio listener	89%	11%	1%	70
	CNN viewer	64%	35%	2%	130
	Fox News viewer	94%	5%	1%	128
	Joe Rogan listener	96%	2%	2%	59
	Local NH news viewer	67%	32%	1%	399
	MSNBC viewer	42%	55%	3%	100
	NHPR listener	54%	45%	1%	237
2020 Pres Vote	Voted for Trump	91%	5%	4%	486
	Voted for Biden	40%	58%	1%	564
	Voted for other 2020 candidate	38%	12%	49%	17
	Did not vote in 2020	18%	78%	4%	33