

THE WMUR GRANITE STATE POLL

THE UNIVERSITY OF NEW HAMPSHIRE SURVEY CENTER

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GRANITE STATERS SUPPORT FOR MARIJUANA LEGALIZATION CONTINUES TO RISE

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DURHAM, NH – Support for legalizing the recreational use of marijuana continues rise in the state. Support is especially high for taxing marijuana and selling it in licensed retail outlets.

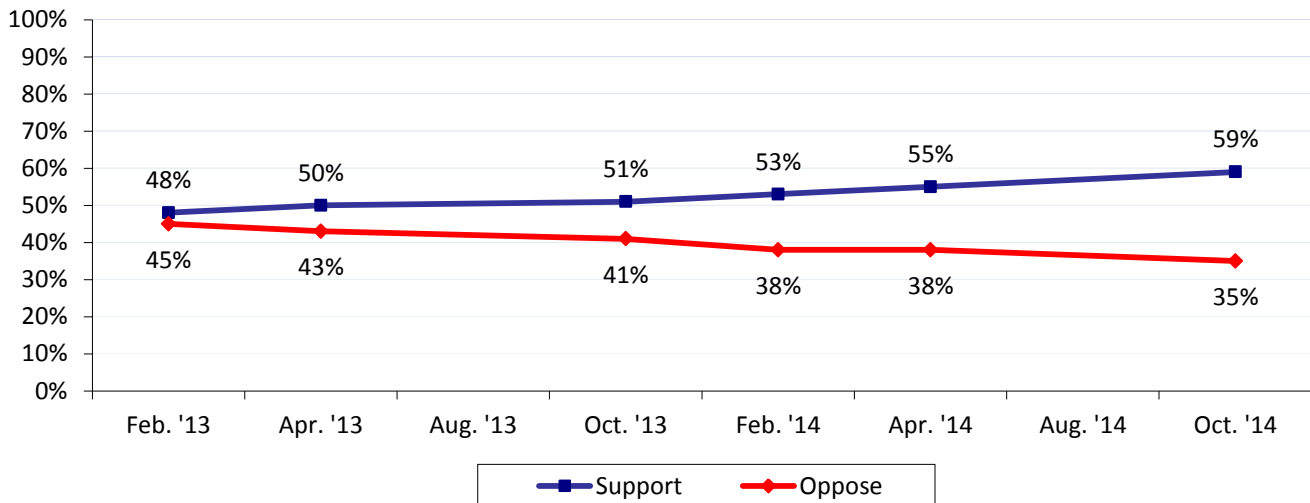
These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and forty-three (543) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 6 and October 13, 2014. The margin of sampling error for the survey is +/- 4.2 percent.

Recreational Marijuana Legalization

Although New Hampshire has legalized marijuana for medical purposes, earlier this year the New Hampshire legislature defeated an effort to legalize marijuana for recreational use. There is growing support for legalizing recreational marijuana in New Hampshire -- 59% now support legalizing marijuana for recreational use (34% strongly and 25% somewhat), 35% oppose (25% strongly and 10% somewhat), 5% are neutral and 2% are unsure. Support for legalization has increased 8 percentage points in the past year.

Support for recreational marijuana legalization is strongest among those who never attend church (71% support), Independents (71%) and Democrats (70%). Opposition is strongest among regular churchgoers (58% oppose), older residents (52%), and Republicans (50%).

Support/Oppose Legalizing Marijuana For Recreational Use



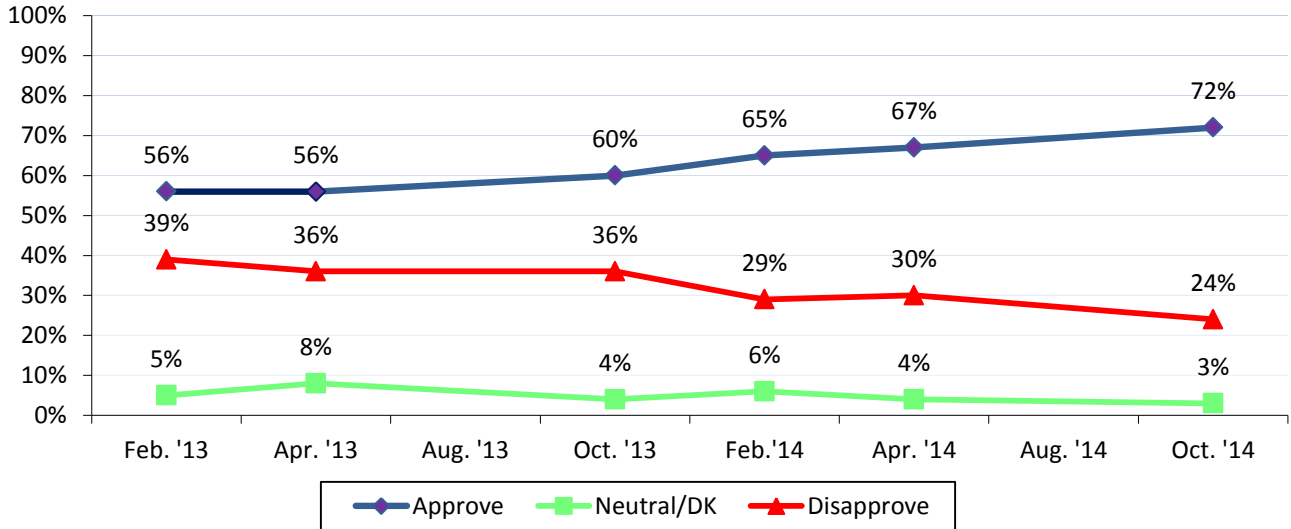
* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

Approve Of Marijuana Sold At Licensed Outlets

If marijuana were legalized in the Granite State, three-quarters of New Hampshire residents (72%) approve of selling it at licensed retail outlets and taxing it, similar to how alcohol is sold (48% strongly and 24% somewhat), only 24% disapprove of this idea (19% strongly and 5% somewhat), 2% are neutral and 1% are unsure. Support for this taxing and selling marijuana like alcohol has steadily increased since 2013.

Young people (86%), liberals (82%), Democrats (80%) are most likely to approve of this concept while regular churchgoers (44% oppose), older adults (38%), and Tea Party supporters (35%) are most likely to disapprove.

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

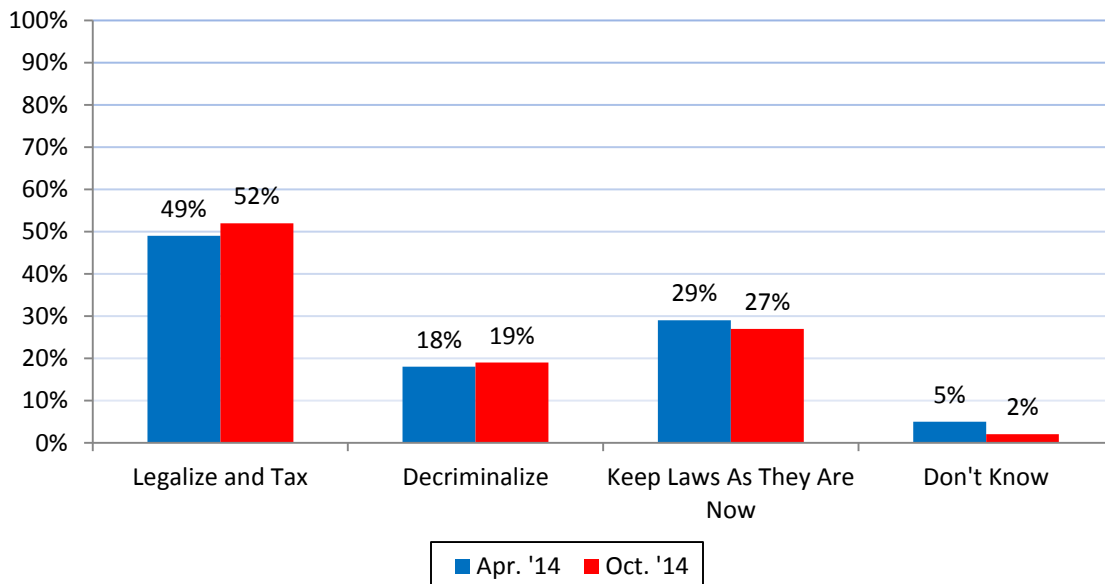


Preference for Marijuana Laws

When asked what they would prefer the state legislature to do with marijuana laws, 52% want marijuana legalized and taxed like alcohol, 19% want it decriminalized, 27% want to keep marijuana laws as they are now and 2% don't know or are unsure. This measure is unchanged since it was last asked in April.

Majorities of Democrats (56%) and Independents (66%) prefer legalizing and taxing marijuana, while Republicans are more divided on the issue as 39% prefer legalization and 40% prefer keeping laws the way they are now.

Preference for NH's Position on Marijuana Laws



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 forty-three (543) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between October 6 and October 13, 2014. The margin of sampling error for the survey is +/- 4.3 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.

Granite State Poll, Fall 2014 Demographics

Sex	N	%	Region	N	%
Male	268	49%	North Country	58	11%
Female	275	51%	Central/Lakes	82	15%
			Connecticut Valley	62	11%
Age	N	%	Mass Border	145	26%
18 to 34	142	27%	Seacoast	94	17%
35 to 49	142	27%	Manchester Area	105	19%
50 to 64	134	26%			
65 and Over	102	20%	Party Registration	N	%
			Democrat	129	29%
Highest Level of Education	N	%	Undeclared	199	44%
High School or Less	111	21%	Republican	121	27%
Some College	146	27%			
College Graduate	168	31%	Party Identification	N	%
Post-Graduate	114	21%	Democrat	203	40%
			Independent	127	25%
Years Lived in NH	N	%	Republican	182	36%
10 yrs. or less	70	13%			
11-20 yrs.	94	18%			
> 20 yrs.	364	69%			

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

"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>
Strongly Approve/Support	40%	40%	44%	46%	50%	48%
Somewhat Approve/Support	16%	17%	16%	19%	17%	24%
Neutral	3%	5%	2%	4%	3%	2%
Somewhat Oppose	6%	5%	8%	8%	6%	5%
Strongly Oppose	33%	32%	28%	21%	24%	19%
Don't Know	2%	3%	2%	2%	1%	1%
(N=)	(577)	(503)	(602)	(564)	(508)	(540)

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>
Legalize & Tax Marijuana	49%	52%
Decriminalize Marijuana	18%	19%
Keep Marijuana Laws As They Are Now	29%	27%
Don't Know	5%	2%
(N=)	(507)	(538)

Support/Oppose Recreational Marijuana?

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	DK	(N)
STATEWIDE	34%	25%	5%	10%	25%	2%	536
Registered Democrat	37%	35%	3%	10%	15%	1%	128
Registered Undeclared	35%	26%	5%	11%	21%	3%	195
Registered Republican	17%	21%	4%	12%	43%	3%	121
Democrat	39%	31%	5%	9%	16%	1%	198
Independent	45%	26%	1%	5%	20%	3%	127
Republican	22%	19%	6%	14%	36%	2%	182
Liberal	38%	29%	7%	11%	13%	3%	117
Moderate	33%	31%	4%	7%	24%	1%	212
Conservative	33%	18%	7%	10%	30%	2%	159
Support Tea Party	33%	22%	4%	6%	32%	2%	94
Neutral	31%	24%	4%	13%	27%	0%	207
Oppose Tea Party	37%	27%	6%	9%	20%	2%	199
Romney/Ryan Voter	19%	22%	5%	14%	38%	1%	180
Obama/Biden Voter	37%	33%	2%	9%	17%	2%	226
Other	59%	6%	6%	10%	13%	5%	18
Did Not Vote in 2008	54%	12%	11%	1%	19%	3%	87
Union household	29%	27%	5%	9%	25%	5%	71
Non-union	36%	24%	5%	10%	24%	1%	455
Read Union Leader	25%	20%	5%	9%	39%	2%	117
Read Boston Globe	41%	32%	3%	4%	20%	0%	60
Watch WMUR	28%	25%	4%	12%	29%	2%	314
Listen to NHPR	34%	24%	7%	10%	24%	1%	146
10 yrs or less in NH	41%	30%	2%	10%	16%	0%	70
11 to 20 years	27%	20%	12%	7%	34%	0%	89
More than 20 years	34%	25%	4%	11%	24%	2%	362
18 to 34	42%	23%	9%	8%	17%	0%	142
35 to 49	33%	24%	3%	13%	25%	2%	139
50 to 64	38%	27%	4%	8%	20%	3%	134
65 and over	21%	21%	5%	11%	41%	1%	100
Male	35%	23%	5%	9%	27%	1%	267
Female	33%	26%	5%	11%	22%	3%	270
High school or less	44%	16%	6%	6%	25%	2%	111
Some college	37%	26%	7%	6%	24%	0%	146
College graduate	31%	29%	4%	11%	25%	1%	168
Post-graduate	23%	25%	4%	18%	25%	5%	107
Attend services 1 or more/week	20%	11%	5%	7%	51%	6%	92
1-2 times a month	27%	25%	3%	9%	31%	4%	56
Less often	30%	29%	5%	12%	24%	0%	138
Never	45%	26%	6%	10%	13%	0%	232
North Country	33%	31%	7%	7%	22%	0%	57
Central / Lakes	29%	21%	6%	10%	29%	4%	82
Connecticut Valley	32%	35%	0%	11%	20%	2%	60
Mass Border	33%	28%	3%	14%	22%	0%	141
Seacoast	36%	24%	2%	11%	22%	6%	91
Manchester Area	41%	13%	12%	4%	31%	0%	105
First Cong. Dist	34%	21%	6%	9%	27%	2%	277
Second Cong. Dist	36%	26%	4%	10%	23%	2%	246

Approve/Disapprove Marijuana Sold At Licensed Retail Outlets?

	Strongly Approve	Somewhat Approve	Neutral	Somewhat Disapprove	Strongly Disapprove	DK	(N)
STATEWIDE	48%	24%	2%	5%	19%	1%	540
Registered Democrat	59%	21%	1%	7%	12%	1%	129
Registered Undeclared	49%	31%	1%	4%	14%	1%	197
Registered Republican	29%	22%	4%	7%	35%	3%	121
Democrat	56%	24%	1%	7%	12%	1%	201
Independent	60%	23%	0%	2%	13%	2%	127
Republican	32%	27%	4%	5%	29%	2%	182
Liberal	59%	23%	1%	9%	7%	1%	119
Moderate	51%	29%	1%	1%	17%	1%	212
Conservative	41%	21%	4%	5%	28%	2%	159
Support Tea Party	41%	22%	0%	5%	30%	3%	94
Neutral	44%	26%	2%	6%	21%	0%	207
Oppose Tea Party	54%	25%	1%	5%	13%	1%	202
Romney/Ryan Voter	30%	31%	2%	6%	29%	2%	180
Obama/Biden Voter	56%	22%	1%	6%	13%	1%	228
Other	60%	26%	0%	0%	14%	0%	18
Did Not Vote in 2008	66%	14%	3%	1%	16%	1%	87
Union household	47%	26%	3%	7%	15%	2%	73
Non-union	49%	24%	2%	5%	19%	1%	456
Read Union Leader	38%	23%	4%	6%	29%	1%	117
Read Boston Globe	61%	18%	2%	5%	12%	1%	62
Watch WMUR	44%	25%	1%	6%	24%	1%	314
Listen to NHPR	48%	27%	0%	3%	21%	1%	149
10 yrs or less in NH	62%	18%	4%	3%	10%	2%	70
11 to 20 years	41%	26%	1%	6%	26%	1%	91
More than 20 years	47%	25%	2%	6%	19%	1%	364
18 to 34	65%	21%	0%	6%	7%	0%	142
35 to 49	49%	21%	2%	4%	23%	1%	139
50 to 64	42%	31%	3%	5%	17%	2%	134
65 and over	36%	20%	4%	6%	32%	2%	102
Male	46%	27%	2%	2%	21%	1%	267
Female	50%	21%	2%	8%	18%	1%	273
High school or less	51%	17%	5%	5%	22%	1%	111
Some college	57%	16%	2%	4%	22%	0%	146
College graduate	41%	32%	2%	5%	18%	3%	168
Post-graduate	43%	30%	2%	8%	16%	1%	110
Attend services 1 or more/week	27%	26%	2%	7%	37%	1%	93
1-2 times a month	46%	26%	2%	0%	23%	4%	56
Less often	48%	24%	1%	6%	20%	1%	138
Never	58%	22%	2%	5%	11%	1%	234
North Country	55%	16%	7%	4%	16%	1%	58
Central / Lakes	40%	30%	2%	4%	20%	4%	82
Connecticut Valley	54%	18%	0%	12%	15%	0%	62
Mass Border	50%	24%	2%	7%	17%	0%	141
Seacoast	43%	33%	3%	4%	15%	2%	91
Manchester Area	50%	18%	1%	1%	30%	0%	105
First Cong. Dist	44%	24%	3%	5%	23%	1%	277
Second Cong. Dist	51%	24%	2%	5%	16%	1%	248

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	52%	19%	27%	2%	538
Registered Democrat	57%	19%	21%	2%	129
Registered Undeclared	56%	23%	20%	1%	196
Registered Republican	33%	15%	48%	4%	121
Democrat	56%	23%	20%	2%	200
Independent	66%	14%	19%	1%	126
Republican	39%	18%	40%	3%	182
Liberal	57%	27%	14%	2%	118
Moderate	56%	17%	25%	2%	212
Conservative	48%	17%	33%	2%	159
Support Tea Party	42%	23%	32%	3%	94
Neutral	51%	17%	31%	1%	207
Oppose Tea Party	56%	19%	22%	2%	202
Romney/Ryan Voter	37%	16%	45%	2%	180
Obama/Biden Voter	58%	20%	20%	2%	227
Other	60%	26%	14%	0%	18
Did Not Vote in 2008	68%	15%	16%	1%	87
Union household	56%	17%	25%	2%	73
Non-union	52%	19%	27%	2%	455
Read Union Leader	40%	15%	45%	1%	117
Read Boston Globe	53%	24%	20%	3%	61
Watch WMUR	48%	18%	33%	1%	313
Listen to NHPR	44%	27%	26%	3%	149
10 yrs or less in NH	64%	17%	15%	3%	70
11 to 20 years	40%	22%	37%	1%	91
More than 20 years	52%	19%	27%	2%	363
18 to 34	74%	11%	14%	0%	142
35 to 49	46%	22%	30%	1%	139
50 to 64	47%	27%	23%	3%	133
65 and over	34%	14%	48%	5%	101
Male	52%	20%	26%	2%	266
Female	52%	18%	29%	2%	272
High school or less	55%	16%	28%	1%	111
Some college	54%	19%	27%	0%	146
College graduate	51%	17%	28%	3%	167
Post-graduate	45%	24%	27%	4%	110
Attend services 1 or more/week	29%	25%	44%	1%	93
1-2 times a month	40%	23%	29%	8%	56
Less often	56%	13%	31%	0%	138
Never	61%	19%	18%	1%	234
North Country	56%	10%	33%	1%	58
Central / Lakes	36%	25%	36%	3%	82
Connecticut Valley	58%	19%	20%	2%	62
Mass Border	59%	18%	23%	0%	141
Seacoast	52%	17%	27%	4%	91
Manchester Area	49%	21%	29%	2%	105
First Cong. Dist	50%	17%	30%	2%	276
Second Cong. Dist	53%	21%	25%	2%	248