



University of
New Hampshire

THE WMUR GRANITE STATE POLL



July 23, 2015

MAJORITY OF GRANITE STATERS FAVOR MARIJUANA LEGALIZATION, DECRIMINALIZATION

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

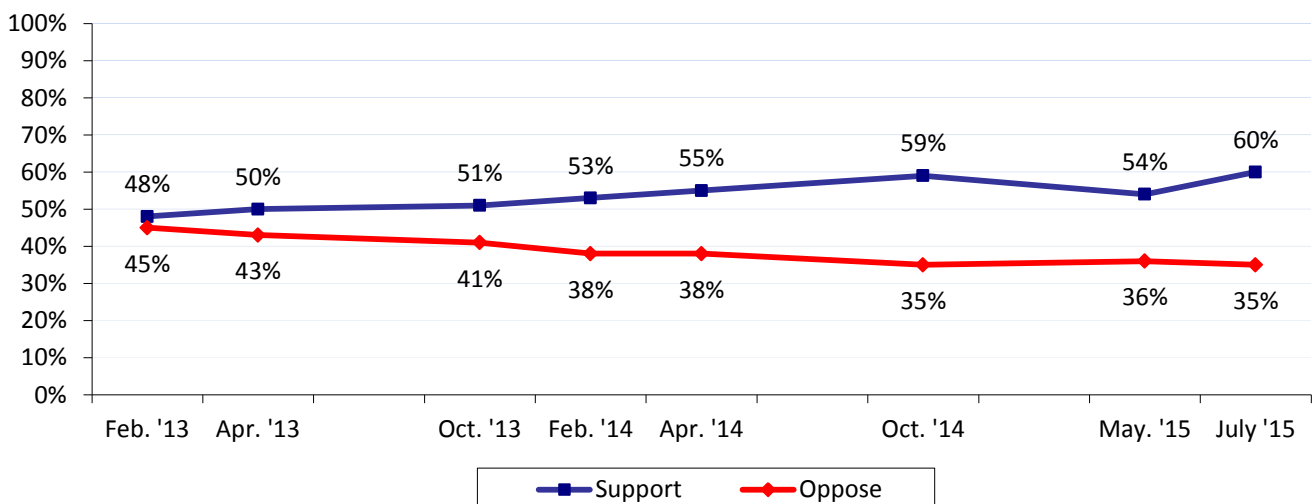
These findings are based on the latest **WMUR Granite State Poll**,* conducted by the University of New Hampshire Survey Center. Five hundred and thirty-two (532) randomly selected New Hampshire adults were interviewed by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%).

Recreational Marijuana Legalization

New Hampshire legalized marijuana for medical purposes in 2013, but bills to legalize marijuana for recreational use have not passed the legislature. However, a majority of Granite Staters support legalizing recreational marijuana in New Hampshire and have for several years. Currently, 60% support legalizing marijuana for recreational use (45% strongly and 15% somewhat), 35% oppose (24% strongly and 11% somewhat) and 5% are neutral or unsure.

Support for recreational marijuana legalization is strongest among liberals (77% support), younger adults (72%) those who never attend church (67%), and Democrats (67%). Opposition is strongest among older residents (59% oppose), conservatives (54%) and regular churchgoers (53%).

Support/Oppose Legalizing Marijuana For Recreational Use

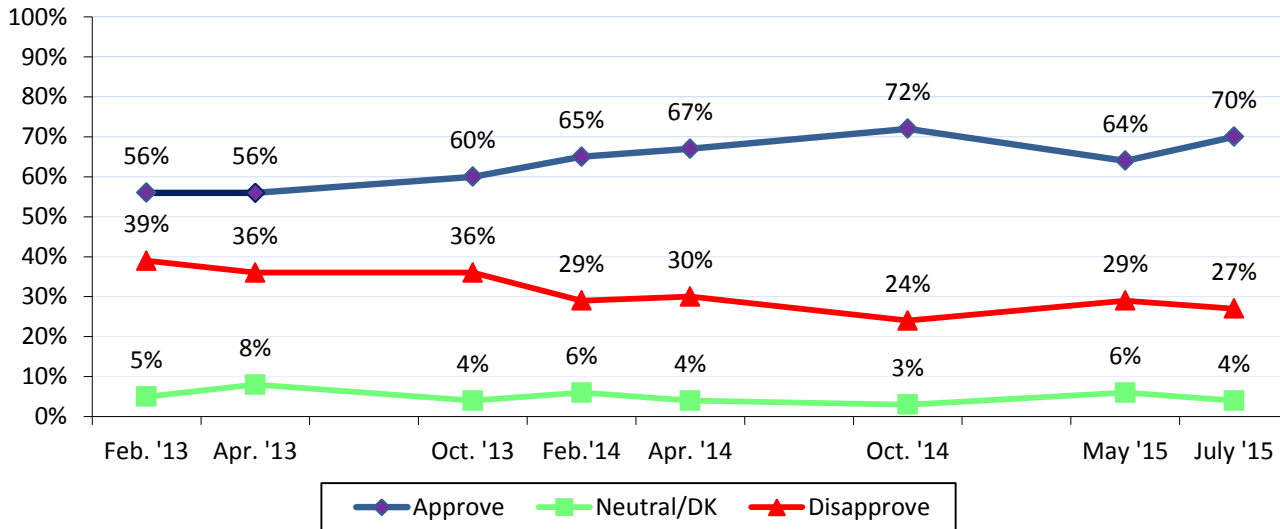


* We ask that this copyrighted information be referred to as *the Granite State Poll*, sponsored by WMUR-TV, and conducted by the University of New Hampshire Survey Center.

Approve Of Marijuana Sold At Licensed Outlets

If marijuana were legalized in the Granite State, a majority of New Hampshire residents (70%) approve of selling it at licensed retail outlets and taxing it, similar to how alcohol is sold (53% strongly and 17% somewhat), only 27% disapprove of this idea (20% strongly and 7% somewhat), 3% are neutral and 1% are unsure.

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

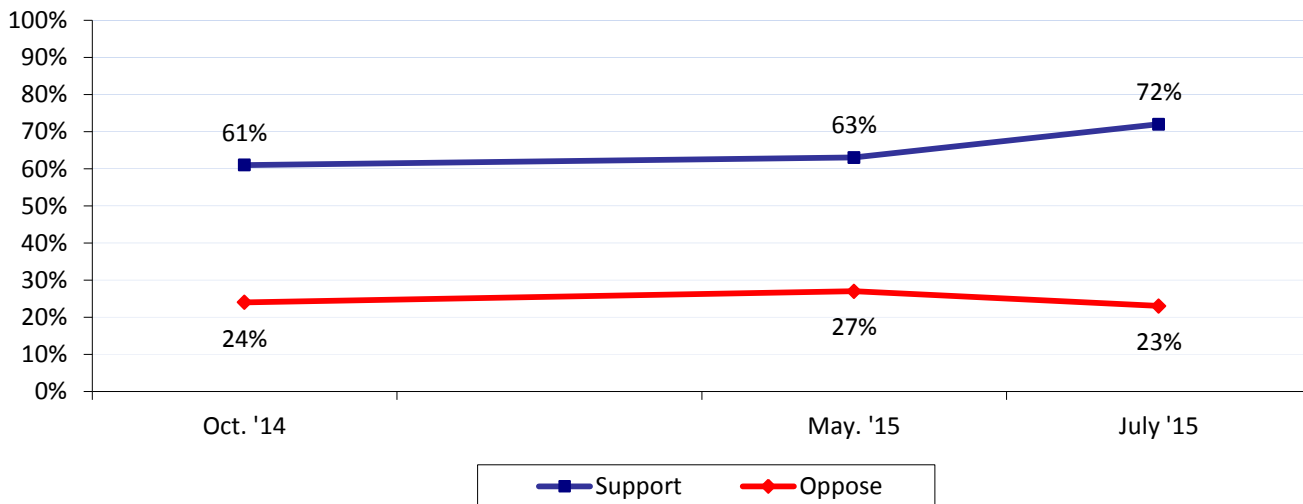


Marijuana Decriminalization

Earlier this year, the New Hampshire House overwhelmingly passed a decriminalization bill that reduced penalties for possession of small amounts marijuana and made punishment similar to minor traffic violations, but the Senate later tabled this legislation. But there is strong popular support for decriminalization. Almost three-quarters of Granite Staters (72%) favor decriminalization of marijuana (54% strongly, 18% somewhat), 23% oppose it (16% strongly, 7% somewhat), 3% are neutral and 2% are unsure. Support for decriminalization has increased since May.

While Democrats (82%) and Independents (77%) are more likely to support decriminalization, it is also supported by 59% of Republicans. Liberals (90%), young adults (83%) and those who never attend church (79%), are more likely to support decriminalization while conservatives (41%), older residents (40% oppose), and Republicans (34%) are more likely to oppose.

Support/Oppose Marijuana Decriminalization

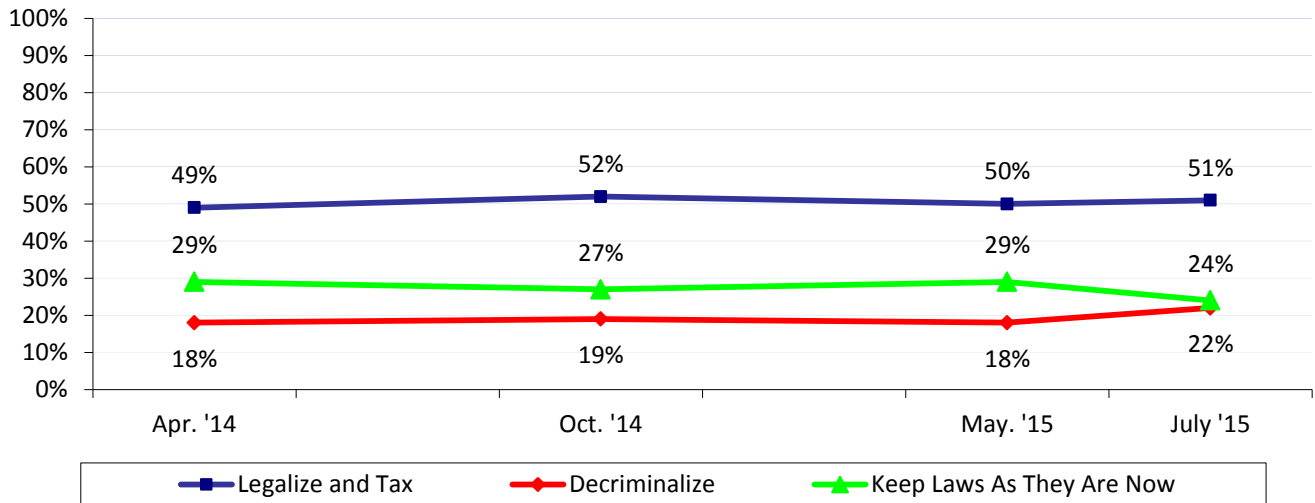


Preference for Marijuana Laws

When asked what they would prefer the state legislature do about marijuana laws, 51% want marijuana legalized and taxed like alcohol, 22% want it decriminalized, 24% want to keep marijuana laws as they are now and 3% don't know or are unsure. This measure has stayed steady over the last year.

Majorities of Democrats (57%) and Independents (58%) prefer legalizing and taxing marijuana, while Republicans are more divided on the issue as 42% prefer legalization and 36% 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 thirty-two (532) randomly selected New Hampshire adults were interviewed in English by landline and cellular telephone between July 7 and July 20, 2015. The margin of sampling error for the survey is +/- 4.2 percent. Included were four hundred seventy-two (472) likely 2016 general election voters (MSE = +/- 4.5%). These MSE's have not been adjusted for design effect. The design effect for the survey is 1.2% and 1.2% for the sample of likely 2016 general election voters.

The random sample used in the WMUR Granite State Poll was purchased from Scientific Telephone Samples (STS), Foothill Ranch, CA. STS screens each selected telephone number to eliminate non-working numbers, disconnected numbers, and business numbers to improve the efficiency of the sample, reducing the amount of time interviewers spend calling non-usable numbers.

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.

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

Granite State Poll, Summer 2015 Demographics

Sex	N	%	Region	N	%
Male	260	49%	North Country	44	8%
Female	272	51%	Central/Lakes	90	17%
			Connecticut Valley	80	15%
Age	N	%	Mass Border	137	26%
18 to 34	135	27%	Seacoast	98	19%
35 to 49	119	23%	Manchester Area	82	15%
50 to 64	165	32%			
65 and Over	92	18%	Party Registration	N	%
			Democrat	112	24%
Highest Level of Education	N	%	Undeclared	226	49%
High School or Less	101	19%	Republican	123	27%
Some College	128	24%			
College Graduate	178	34%	Party Identification	N	%
Post-Graduate	120	23%	Democrat	209	40%
			Independent	102	20%
Years Lived in NH	N	%	Republican	207	40%
10 yrs. Or less	84	16%			
11-20 yrs.	131	25%			
> 20 yrs.	305	59%			

Granite State Poll, Summer 2015 Demographics – 2016 Likely Voters

Sex	N	%	Region	N	%
Male	229	48%	North Country	36	8%
Female	244	52%	Central/Lakes	82	17%
			Connecticut Valley	76	16%
Age	N	%	Mass Border	127	27%
18 to 34	107	24%	Seacoast	89	19%
35 to 49	105	23%	Manchester Area	63	13%
50 to 64	156	34%			
65 and Over	87	19%	Party Registration	N	%
			Democrat	108	25%
Highest Level of Education	N	%	Undeclared	210	48%
High School or Less	72	15%	Republican	115	27%
Some College	118	25%			
College Graduate	167	36%	Party Identification	N	%
Post-Graduate	111	24%	Democrat	194	42%
			Independent	78	17%
Years Lived in NH	N	%	Republican	194	42%
10 yrs. Or less	66	14%			
11-20 yrs.	115	25%			
> 20 yrs.	282	61%			

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>	<u>July '15</u>
Strongly Support	31%	32%	36%	35%	39%	34%	37%	45%
Somewhat Support	17%	18%	15%	18%	16%	25%	17%	15%
Neutral	6%	6%	7%	8%	6%	5%	6%	3%
Somewhat Oppose	8%	7%	11%	14%	9%	10%	9%	11%
Strongly Oppose	37%	36%	30%	24%	29%	25%	27%	24%
Don't Know	1%	1%	1%	2%	2%	2%	3%	2%
(N=)	(578)	(506)	(602)	(566)	(510)	(536)	(566)	(529)

"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>	<u>July '15</u>
Strongly Approve/Support	40%	40%	44%	46%	50%	48%	46%	53%
Somewhat Approve/Support	16%	17%	16%	19%	17%	24%	18%	17%
Neutral	3%	5%	2%	4%	3%	2%	3%	3%
Somewhat Oppose	6%	5%	8%	8%	6%	5%	7%	7%
Strongly Oppose	33%	32%	28%	21%	24%	19%	22%	20%
Don't Know	2%	3%	2%	2%	1%	1%	3%	1%
(N=)	(577)	(503)	(602)	(564)	(508)	(540)	(564)	(529)

Marijuana Decriminalization

"The New Hampshire Legislature recently tabled a bill that would have decriminalized marijuana use and reduced 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>	<u>July '15</u>
Strongly Support/Favor	49%	42%	54%
Somewhat Support/Favor	12%	21%	18%
Neutral	3%	8%	3%
Somewhat Oppose	4%	8%	7%
Strongly Oppose	20%	19%	16%
Don't Know	12%	2%	2%
(N=)	(509)	(566)	(530)

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>	<u>July '15</u>
Legalize & Tax Marijuana	49%	52%	50%	51%
Decriminalize Marijuana	18%	19%	18%	22%
Keep Marijuana Laws As They Are Now	29%	27%	29%	24%
Don't Know	5%	2%	3%	3%
(N=)	(507)	(538)	(566)	(528)

Support/Oppose Marijuana Decriminalization

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know	(N)
STATEWIDE	54%	18%	3%	7%	16%	2%	530
Registered Democrat	63%	17%	1%	3%	11%	4%	112
Registered Undeclared	56%	18%	4%	6%	15%	1%	226
Registered Republican	43%	13%	5%	12%	21%	5%	122
Democrat	65%	17%	2%	3%	10%	2%	209
Independent	56%	21%	3%	7%	12%	1%	102
Republican	42%	17%	5%	11%	23%	3%	206
Liberal	71%	19%	2%	0%	7%	0%	136
Moderate	55%	18%	2%	9%	11%	4%	213
Conservative	36%	16%	5%	11%	30%	2%	148
Support Tea Party	44%	11%	5%	6%	33%	2%	100
Neutral	49%	21%	4%	10%	14%	3%	161
Oppose Tea Party	61%	20%	2%	6%	8%	2%	235
Likely 2016 Voter	51%	18%	4%	8%	17%	3%	472
Non-Likely 2016 Voter	79%	10%	0%	1%	10%	0%	55
Union household	48%	18%	5%	8%	18%	3%	72
Non-union	55%	18%	3%	7%	16%	2%	453
Read Union Leader	47%	24%	2%	3%	20%	4%	111
Read Boston Globe	66%	18%	0%	4%	8%	4%	56
Read Local Newspapers	50%	14%	3%	9%	22%	3%	197
Watch WMUR	50%	20%	3%	7%	17%	3%	309
Listen to NHPR	56%	18%	1%	4%	18%	3%	142
10 yrs or less in NH	71%	13%	0%	4%	10%	2%	85
11 to 20 years	49%	23%	3%	8%	14%	2%	129
More than 20 years	51%	16%	4%	7%	19%	3%	305
18 to 34	59%	24%	2%	5%	9%	0%	135
35 to 49	58%	11%	3%	9%	16%	3%	118
50 to 64	59%	15%	4%	7%	13%	2%	165
65 and over	34%	19%	4%	8%	32%	3%	90
Male	55%	15%	3%	7%	18%	2%	259
Female	53%	20%	3%	7%	14%	2%	270
High school or less	61%	19%	3%	1%	16%	0%	101
Some college	59%	17%	2%	6%	11%	4%	127
College graduate	49%	18%	4%	8%	19%	2%	177
Post-graduate	51%	17%	3%	11%	17%	2%	120
Attend services 1 or more/week	40%	20%	3%	12%	21%	5%	93
1-2 times a month	45%	16%	4%	9%	26%	0%	52
Less often	57%	15%	3%	7%	15%	4%	160
Never	60%	19%	3%	4%	13%	0%	209
North Country	73%	12%	0%	0%	10%	5%	44
Central / Lakes	41%	20%	3%	5%	26%	5%	90
Connecticut Valley	60%	21%	3%	5%	11%	1%	80
Mass Border	47%	16%	5%	10%	20%	2%	136
Seacoast	60%	13%	5%	8%	11%	2%	98
Manchester Area	55%	24%	2%	7%	13%	0%	81
First Cong. Dist	59%	16%	3%	6%	14%	3%	247
Second Cong. Dist	50%	19%	3%	7%	18%	2%	282

Support/Oppose Marijuana Legalization

	Strongly Support	Somewhat Support	Neutral	Somewhat Oppose	Strongly Oppose	Don't Know	(N)
STATEWIDE	45%	15%	3%	11%	24%	2%	529
Registered Democrat	54%	19%	3%	7%	15%	3%	112
Registered Undeclared	45%	14%	5%	14%	21%	1%	225
Registered Republican	38%	4%	3%	11%	40%	4%	122
Democrat	51%	16%	3%	14%	14%	3%	209
Independent	51%	16%	4%	10%	19%	1%	102
Republican	36%	13%	4%	9%	35%	3%	205
Liberal	60%	17%	3%	10%	10%	1%	136
Moderate	43%	19%	3%	11%	22%	3%	213
Conservative	31%	8%	4%	14%	40%	3%	148
Support Tea Party	40%	5%	1%	9%	44%	1%	100
Neutral	41%	20%	6%	11%	20%	4%	160
Oppose Tea Party	50%	15%	3%	13%	16%	3%	235
Likely 2016 Voter	41%	16%	4%	11%	25%	2%	471
Non-Likely 2016 Voter	75%	3%	0%	6%	13%	4%	55
Union household	45%	13%	5%	15%	20%	3%	72
Non-union	45%	15%	3%	11%	24%	2%	453
Read Union Leader	40%	16%	2%	10%	29%	2%	111
Read Boston Globe	54%	12%	4%	8%	18%	3%	56
Read Local Newspapers	42%	11%	2%	15%	28%	2%	197
Watch WMUR	42%	14%	4%	12%	25%	2%	308
Listen to NHPR	45%	14%	3%	12%	21%	3%	142
10 yrs or less in NH	61%	13%	0%	15%	10%	1%	85
11 to 20 years	41%	18%	3%	13%	23%	2%	129
More than 20 years	42%	13%	4%	9%	27%	3%	304
18 to 34	47%	25%	4%	14%	10%	0%	135
35 to 49	52%	11%	2%	9%	22%	4%	118
50 to 64	48%	13%	4%	9%	23%	3%	164
65 and over	27%	7%	4%	12%	47%	3%	90
Male	48%	11%	3%	12%	26%	1%	259
Female	42%	18%	4%	10%	22%	3%	270
High school or less	61%	7%	3%	9%	18%	3%	101
Some college	47%	17%	2%	8%	23%	3%	127
College graduate	39%	17%	5%	11%	26%	2%	177
Post-graduate	38%	15%	3%	17%	26%	2%	120
Attend services 1 or more/week	31%	11%	3%	10%	43%	2%	92
1-2 times a month	32%	19%	4%	11%	34%	0%	52
Less often	51%	11%	2%	13%	17%	5%	160
Never	48%	19%	4%	10%	18%	0%	209
North Country	65%	11%	0%	2%	19%	2%	44
Central / Lakes	34%	17%	4%	4%	37%	4%	90
Connecticut Valley	45%	16%	2%	20%	16%	2%	80
Mass Border	38%	16%	3%	15%	24%	4%	136
Seacoast	53%	12%	5%	10%	20%	0%	98
Manchester Area	47%	13%	5%	10%	23%	2%	81
First Cong. Dist	49%	14%	4%	9%	23%	1%	247
Second Cong. Dist	41%	15%	3%	13%	24%	4%	281

Approve/Disapprove Marijuana Being Sold At Liquor Stores

	Strongly Approve	Somewhat Approve	Neutral	Somewhat Disapprove	Strongly Disapprove	Don't Know	(N)
STATEWIDE	53%	17%	3%	7%	20%	1%	529
Registered Democrat	63%	13%	3%	5%	13%	4%	112
Registered Undeclared	54%	18%	2%	8%	18%	1%	225
Registered Republican	45%	14%	1%	10%	30%	1%	122
Democrat	61%	16%	2%	8%	11%	2%	209
Independent	51%	16%	6%	6%	21%	0%	102
Republican	46%	17%	1%	7%	28%	1%	205
Liberal	68%	15%	3%	6%	6%	1%	136
Moderate	56%	16%	1%	8%	17%	1%	212
Conservative	36%	18%	2%	7%	35%	2%	148
Support Tea Party	40%	13%	5%	13%	28%	1%	99
Neutral	56%	12%	3%	10%	17%	1%	161
Oppose Tea Party	57%	21%	1%	3%	17%	1%	235
Likely 2016 Voter	51%	18%	2%	7%	20%	2%	471
Non-Likely 2016 Voter	71%	5%	6%	2%	16%	0%	55
Union household	48%	14%	4%	13%	22%	0%	72
Non-union	54%	17%	2%	6%	19%	2%	453
Read Union Leader	53%	18%	2%	4%	21%	2%	112
Read Boston Globe	65%	14%	5%	3%	13%	0%	56
Read Local Newspapers	52%	19%	3%	6%	19%	2%	197
Watch WMUR	53%	18%	2%	8%	19%	2%	308
Listen to NHPR	52%	20%	4%	7%	15%	3%	142
10 yrs or less in NH	67%	13%	4%	1%	15%	1%	84
11 to 20 years	44%	25%	4%	9%	17%	1%	129
More than 20 years	53%	14%	2%	8%	22%	1%	304
18 to 34	50%	23%	7%	9%	11%	0%	135
35 to 49	60%	11%	1%	6%	21%	1%	118
50 to 64	58%	16%	1%	6%	16%	2%	164
65 and over	40%	15%	1%	5%	35%	3%	90
Male	56%	13%	4%	9%	18%	1%	260
Female	50%	20%	1%	5%	22%	2%	269
High school or less	61%	13%	6%	4%	16%	1%	101
Some college	54%	17%	0%	11%	16%	1%	127
College graduate	52%	16%	2%	3%	25%	2%	177
Post-graduate	46%	20%	3%	10%	19%	2%	120
Attend services 1 or more/week	40%	11%	3%	11%	33%	1%	92
1-2 times a month	46%	16%	8%	7%	19%	3%	51
Less often	53%	18%	2%	8%	16%	3%	161
Never	60%	18%	1%	4%	16%	0%	209
North Country	58%	15%	3%	12%	12%	0%	44
Central / Lakes	41%	23%	1%	5%	28%	2%	90
Connecticut Valley	57%	25%	0%	6%	10%	2%	80
Mass Border	51%	12%	4%	8%	24%	2%	136
Seacoast	64%	11%	1%	8%	15%	1%	98
Manchester Area	48%	17%	7%	6%	22%	0%	81
First Cong. Dist	53%	16%	3%	8%	19%	1%	247
Second Cong. Dist	53%	17%	3%	6%	21%	2%	282

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	51%	22%	24%	3%	528
Registered Democrat	51%	32%	14%	3%	112
Registered Undeclared	52%	24%	22%	2%	223
Registered Republican	41%	16%	40%	4%	123
Democrat	57%	27%	14%	2%	209
Independent	58%	23%	19%	1%	100
Republican	42%	19%	36%	4%	206
Liberal	63%	28%	8%	1%	136
Moderate	56%	21%	21%	2%	211
Conservative	30%	23%	44%	3%	148
Support Tea Party	39%	20%	39%	2%	100
Neutral	51%	19%	27%	2%	159
Oppose Tea Party	57%	25%	16%	3%	235
Likely 2016 Voter	48%	25%	25%	2%	470
Non-Likely 2016 Voter	81%	0%	15%	5%	55
Union household	45%	26%	29%	0%	72
Non-union	52%	22%	23%	3%	452
Read Union Leader	45%	27%	28%	0%	111
Read Boston Globe	47%	39%	14%	0%	56
Read Local Newspapers	49%	21%	28%	2%	197
Watch WMUR	53%	20%	26%	2%	307
Listen to NHPR	51%	26%	21%	1%	140
10 yrs or less in NH	62%	20%	16%	2%	85
11 to 20 years	55%	22%	19%	4%	129
More than 20 years	46%	23%	29%	2%	303
18 to 34	55%	30%	12%	2%	135
35 to 49	57%	15%	25%	3%	118
50 to 64	53%	21%	22%	4%	163
65 and over	34%	21%	43%	1%	91
Male	53%	22%	25%	0%	259
Female	50%	22%	23%	5%	268
High school or less	66%	13%	16%	4%	101
Some college	53%	23%	22%	2%	126
College graduate	43%	26%	28%	3%	176
Post-graduate	49%	22%	27%	1%	120
Attend services 1 or more/week	33%	21%	44%	1%	92
1-2 times a month	41%	23%	32%	4%	52
Less often	53%	22%	20%	5%	159
Never	60%	23%	16%	1%	209
North Country	64%	18%	16%	1%	44
Central / Lakes	42%	19%	34%	5%	90
Connecticut Valley	49%	36%	14%	2%	80
Mass Border	48%	18%	29%	5%	137
Seacoast	57%	22%	21%	0%	97
Manchester Area	55%	22%	23%	0%	81
First Cong. Dist	56%	20%	23%	1%	246
Second Cong. Dist	47%	24%	25%	4%	282