

Stockton Polling Institute
Cannabis Poll Weighted Results
April 1-14, 2023

Q1 - Do you support or oppose having dispensaries in your town selling recreational marijuana?

#	Answer	%	Count
1	Support	53%	349
2	Oppose	39%	257
3	Not sure/No opinion	8%	50
4	Refuse	1%	4
	Total	100%	660

Q2 - Would you support or oppose New Jersey's hospitality industry offering cannabis attractions, like restaurants with cannabis-infused food, consumption lounges, and other experiences, in popular New Jersey tourist towns?

#	Answer	%	Count
1	Support	48%	314
2	Oppose	45%	300
3	Not sure/No opinion	6%	43
4	Refuse	1%	3
	Total	100%	660

Q3 - Would you support or oppose cannabis consumption lounges in your town, specifically?

#	Answer	%	Count
1	Support	49%	323
2	Oppose	45%	295
3	Not sure/No opinion	6%	38
4	Refuse	1%	4
	Total	100%	660

Q4A - Must be connected to and run by a licensed cannabis retailer:

#	Answer	%	Count
1	Support	65%	427
2	Oppose	23%	154
3	Not sure/No opinion	10%	68
4	Refuse	1%	10
	Total	100%	660

Q4B - No food sales:

#	Answer	%	Count
1	Support	32%	212
2	Oppose	54%	355
3	Not sure/No opinion	12%	81
4	Refuse	2%	13
	Total	100%	660

Q4C - No alcohol or tobacco use:

#	Answer	%	Count
1	Support	45%	293
2	Oppose	44%	289
3	Not sure/No opinion	9%	61
4	Refuse	2%	16
	Total	100%	660

Q5 - Have you consumed any marijuana or other cannabis products in the past year?

#	Answer	%	Count
1	Yes	32%	213
2	No	66%	435
3	Not sure	1%	6
4	Refuse	1%	6
	Total	100%	660

Q5A - Did you consume these products recreationally, for medicinal purposes, or both?

#	Answer	%	Count
1	Recreational	47%	100
2	Medicinal	13%	29
3	Both	39%	84
4	Refuse	1%	1
	Total	100%	213

Q6 - Have you purchased products from a licensed cannabis dispensary in New Jersey in the past year?

#	Answer	%	Count
1	Yes	69%	148
2	No	31%	65
3	Refuse	0%	0
	Total	100%	213

Q6A - Why not? Choose all that apply.

#	Answer	%	Count
1	Cost in general	11%	9
2	Taxes are too high	7%	5
3	No dispensary nearby	30%	23
4	Prefer the products sold elsewhere	13%	10
5	Not old enough	2%	1
6	Do not have valid ID to purchase	7%	5
7	Some other reason (Please specify)	27%	21
8	Refuse	3%	2
	Total	100%	77

Q7 - Have you purchased marijuana or cannabis products from unlicensed individual sellers in the past year?

#	Answer	%	Count
1	Yes	30%	65
2	No	63%	134
3	Refuse	7%	15
	Total	100%	213

Q8 - Have you purchased cannabis products online or from dispensaries outside of New Jersey in the past year?

#	Answer	%	Count
1	Yes	27%	57
2	No	71%	151
3	Refuse	2%	5
	Total	100%	213

Q9 - Please rate your overall experience buying from a New Jersey dispensary.

#	Answer	%	Count
1	Very satisfied	44%	66
2	Somewhat satisfied	42%	62
3	Somewhat dissatisfied	8%	11
4	Very dissatisfied	6%	9
5	Refuse	0%	0
	Total	100%	148

Q9A - What is the main reason you were satisfied with your experience?

#	Answer	%	Count
1	Prices	7%	9
2	Security knowing products are safe	43%	55
3	Security knowing products are legal	5%	6
4	Good selection	5%	6
5	Good quality	23%	29
6	Convenience	16%	20
7	Other (Please specify)	2%	2
8	Refuse	0%	0
	Total	100%	128

Q9B - What is the main reason you were dissatisfied with your experience?

#	Answer	%	Count
1	Prices are high	48%	10
2	Dissatisfied with selection	5%	1
3	Dissatisfied with quality	20%	4
4	Inconvenient (locations too far, hours are limited, etc.)	15%	3
5	Other (Please specify)	12%	2
6	Refuse	0%	0
	Total	100%	20

Q10 - Have you been to a New Jersey brewery in the past year?

#	Answer	%	Count
1	Yes	29%	190
2	No	71%	466
3	Not sure	0%	1
4	Refuse	0%	3
	Total	100%	660

Q11 - Do you support or oppose the current restrictions on New Jersey breweries which limit the number of special events they can host and prohibit them from coordinating with food vendors like food trucks?

#	Answer	%	Count
1	Support	26%	168
2	Oppose	61%	402
3	Not sure/No opinion	13%	86
4	Refuse	1%	3
	Total	100%	660

Q12 - Would you support or oppose breweries selling food?

#	Answer	%	Count
1	Support	78%	513
2	Oppose	16%	108
3	Not sure/No opinion	6%	37
4	Refuse	0%	3
	Total	100%	660

DEMOGRAPHICS

PHONE_TYPE - Phone type

#	Answer	%	Count
1	Landline	14%	94
2	Cell phone	86%	566
	Total	100%	660

QAGE - Please select your age group.

#	Answer	%	Count
1	18-29	19%	125
2	30-49	31%	207
3	50-64	26%	173
4	65 and older	22%	147
5	Refuse	1%	8
	Total	100%	660

COUNTY - Select your New Jersey county.

#	Answer	%	Count
1	North	50%	330
2	Central	32%	211
3	South	15%	99
22	Not sure	0%	0
23	Refuse	3%	20
	Total	100%	660

D1 - Are you Hispanic or Latino, or not?

#	Answer	%	Count
1	Yes, Hispanic or Latino	19%	124
2	No	77%	509
3	Refuse	4%	26
	Total	100%	659

D2 - Which of the following best describes your race:

#	Answer	%	Count
1	White Non-Hispanic	56%	370
2	Black or African American	14%	94
3	Asian or Pacific Islander	5%	30
4	Native American	1%	6
5	Some other race alone	14%	92
6	More than one race	4%	25
7	Refuse	6%	42
	Total	100%	660

D3 - Which of the following best describes your highest level of education:

#	Answer	%	Count
1	Less than a four-year college degree	54%	356
2	A four-year college degree or more	43%	283
3	Refuse	3%	21
	Total	100%	660

D4 - Which of the following general categories best represents your household income last year before taxes:

#	Answer	%	Count
1	Less than \$50,000	26%	172
2	\$50,000 to less than \$100,000	20%	129
3	\$100,000 or more	33%	215
6	Refuse	22%	144
	Total	100%	660

D5 - Do you consider yourself to be a:

#	Answer	%	Count
1	Democrat	33%	217
2	Republican	18%	116
3	Independent	28%	183
4	Something else	7%	47
5	Not sure	6%	37
6	Refuse	9%	60
	Total	100%	660

D6 - Lastly, what is your gender?

#	Answer	%	Count
1	Man	48%	316
2	Woman	49%	326
3	Identify another way	0%	3
4	Refuse	2%	14
	Total	100%	660

Methodology

The poll of New Jersey adult residents was conducted by the Stockton Polling Institute of the William J. Hughes Center for Public Policy from April 1-14, 2023. Stockton University students texted cell phones with invitations to take the survey online and Opinion Services supplemented the dialing portion of the fieldwork, which consisted of cell and landline telephone calls. Overall, 86% of interviews were conducted on cell phones and 14% on landline phones. In terms of mode, 83% were reached via dialing and 17% were reached via text-to-web. A total of 660 New Jersey adult residents were interviewed. Both cell and landline samples consisted of random digit dialing (RDD) sample from MSG. Data are weighted based on U.S. Census Bureau American Community Survey data for New Jersey on variables of age, race, ethnicity, education level, sex, and region. The poll's margin of error is +/- 3.8 percentage points at a 95% confidence level. MOE is higher for subsets.