

New Mexico Statewide

November 5th – 9th, 2021

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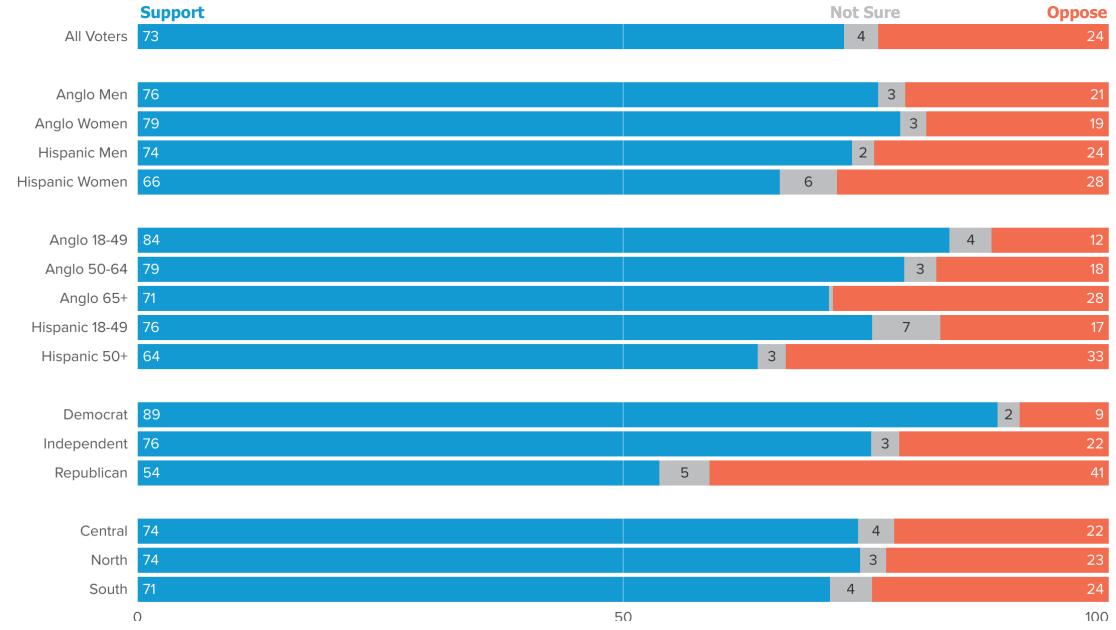
Methodology



- 603 New Mexico voters
- Interviewing conducted November 5th-9th, 2021 online using text message and online recruitment
- Post-stratification weights were made on age, gender, ethnicity, education, 2020 presidential vote, party ID, and region to reflect the distribution of voters within the state.

Support for Cannabis Law



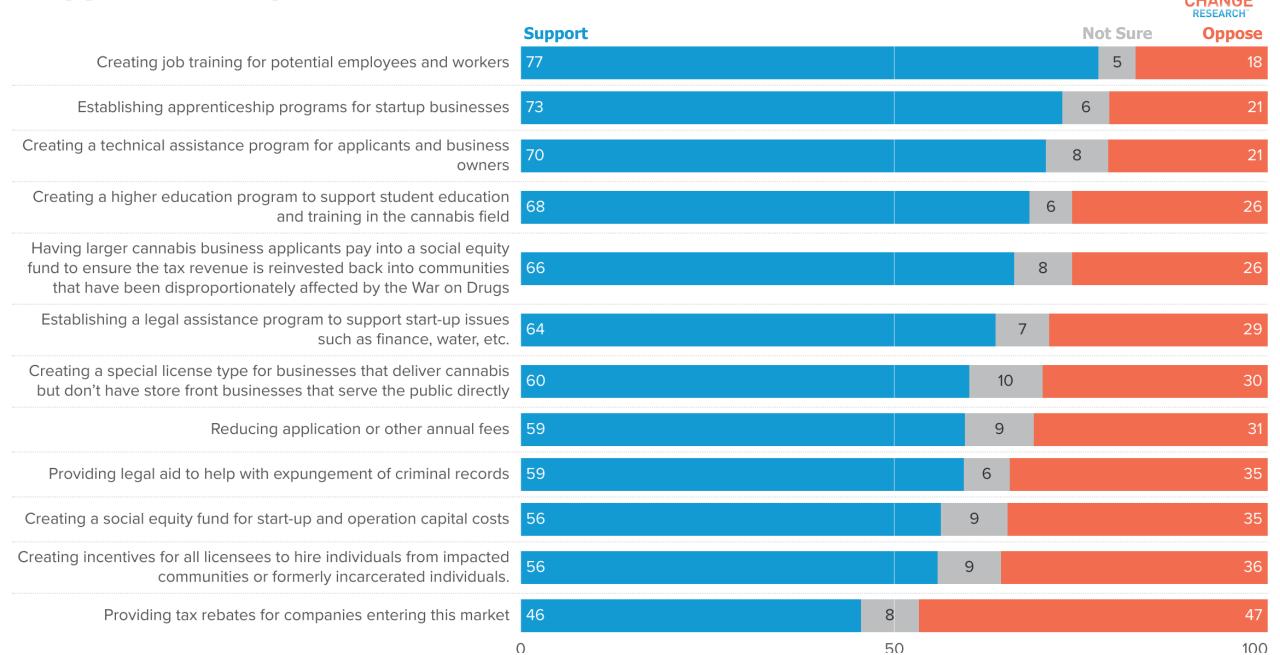


Importance of Factors for Equity Assistance



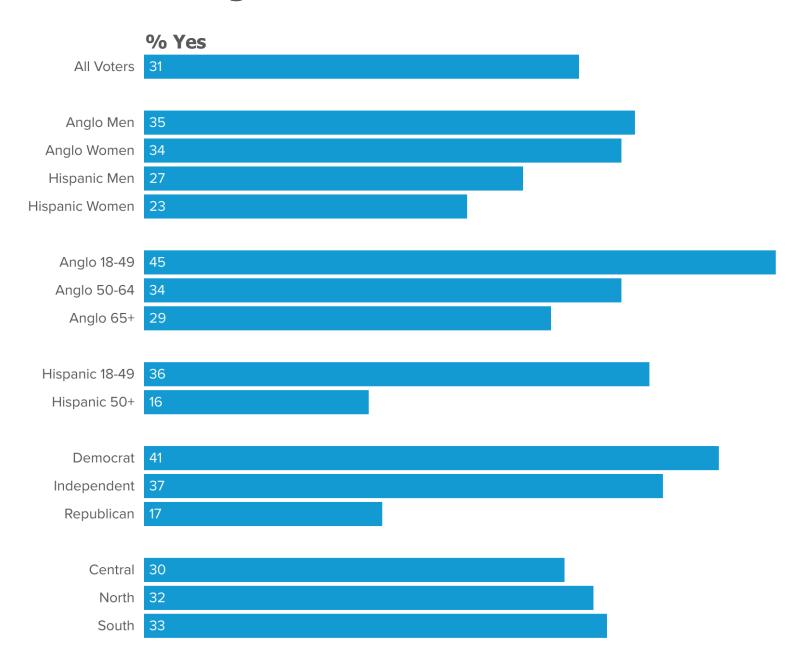
	% Important All Voters	How Closely Follow Cannabis Issues Very Closely Somewhat Closely Not Closely		
Be a service-disabled vetera	n 75	78	75	73
Have lived in a New Mexico census tract for the past 5 year where at least 17% of the households have incomes at obelow the federal poverty levels.	or 62	72	62	54
Have lost a job as a direct result of being a registered New Mexico medical cannabis patient or have violated probation or parole as a direct result of being a registered NM medical cannabis patier	n al	76	60	56
Have a household income below \$50,00	0 59	72	61	48
Lost housing in New Mexico after 2008 through eviction foreclosure or subsidy cancellation	20	72	57	44
Have been cited for or arrested for or convicted of cannabis misdemeanor or felony in the pas	מא	70	51	50
Have been arrested for or convicted of a non-violent, low level felon	53	67	51	45
Be an enrolled member of a Tribe or Pueblo, Acequi Parciante in good standing, or Land Grant and/or have live in or a member of a NM designated traditional histori community for at least the past 5 year	d ic 49	64	50	37
Have a parent, sibling, grandchild or child who was arreste for or convicted of a non-violent, low-level felon	46	57	46	37

Support for Proposals



Intent to Consume Legal Cannabis

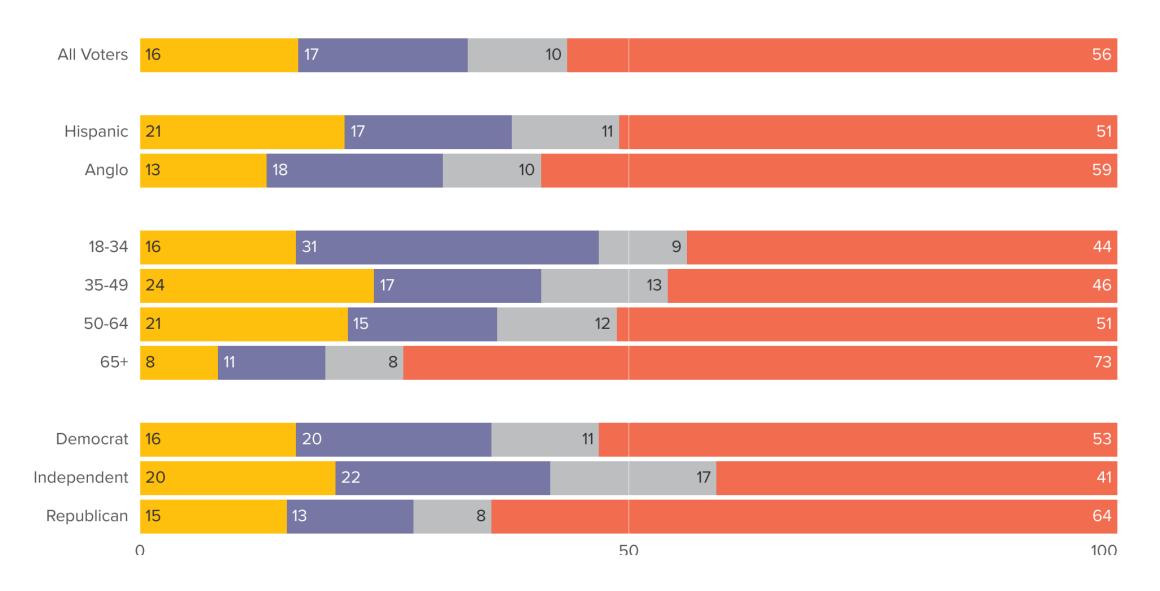




Intent to Get Into the Cannabis Business



● Would consider applying for a license to grow or sell ● Would consider working in the industry ● Not sure ● Would not consider



Barriers to Getting a License



Difficult application and licensing processes	54
Distrust of government	52
High regulatory fees	52
Lack of access to capital or financing – start-up and operational	51
Difficult/unfamiliar legal and regulatory rules	50
Unfamiliarity with general business ownership	40
Lack of awareness of opportunities	33
Social stigma associated with cannabis industry	27
Lack of access to real estate	27
Challenges of living in a rural area of the State	17
Existing criminal records	17
Language barriers	8
Other (specified)	12

Barriers to Working in the Industry



Lack of awareness on application and licensing processes	46
Difficult/unfamiliar legal and regulatory rules	45
Unfamiliarity with general industry	42
Lack of access to training and/or education	38
Lack of awareness of opportunities	34
Distrust of government	34
Difficult/unfamiliar local business licensing requirements	32
Social stigma associated with cannabis industry	29
Challenges of living in a rural area of New Mexico	26
Existing criminal records	24
Language barriers	6
Other (specified)	7

Past Arrest or Citation for Marijuana Possession



	Yes, I have	Yes, a friend has	Yes, a relative has	No
All Voters	9	25	20	60
Hispanic	10	24	19	61
Anglo	9	25	20	59
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18-34	11	38	23	46
35-49	13	34	26	52
50-64	9	18	16	67
65+	6	18	16	69
	_			
Democrat	12	29	23	55
Independent	8	30	25	49
Republican	6	20	15	69
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