EPIC-MRA Press Release -- Marijuana Poll

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Contact: Bernie Porn, EPIC-MRA
517-886-0860 Off
517-285-5681 cell

EPIC ▪ MRA

4710 W. Saginaw Highway
Suite 2C
Lansing, MI 48917
517/886-0860
800/545-8249
Fax 517/886-9176
e-mail:
bernie@epicmra.com
Web: www.epicmra.com

EPIC-MRA Statewide Survey – 600 sample – 4% error rate
Conducted by live callers from March 19-22, 2016
Includes 30% cell phones

Commissioned by Michigan NORML, the Michigan Chapter of the National Organization for the Reform of Marijuana Laws

Key findings

53% majority of Michigan voters would vote "yes" on a ballot proposal to legalize and tax marijuana, with 45% voting "no" and 2% undecided

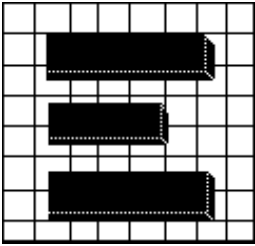**This is up 3 points from a 50%-46% bare majority voting "yes" in December of 2014**

This is also up 6 points from a 47% plurality who favored one of four proposals that would legalize and tax marijuana in September of 2013

Here is the question all survey respondents were asked in the recent March 2016 survey:

"If there are enough valid petition signatures collected in the coming months, a proposal to legalize and tax marijuana in Michigan will be placed on the November election ballot. If approved by voters, the proposal would allow for the cultivation, possession and sale of marijuana to adults age 21 and over. It would impose an excise tax of up to 10 percent on the sale of non-medical marijuana, with the funding provided earmarked for education, improvements to roads and bridges, and to supplement the budgets of local governments if they license the sale of marijuana in their community. The proposal would provide regulations to protect the public, give local governments the authority to decide if they want to allow the sale of marijuana in their community, and to draft zoning and licensing ordinances to regulate commercial activity. Finally, it would authorize statewide cultivation and processing of industrial hemp.

Based on this description and what you know or have heard or read about this proposal, if the election were held today, would you vote Yes in favor of the proposal, or No, to reject it? **[IF UNDECIDED, ASK: "**Well, if the election were held today and you had to decide right now, would you lean toward voting Yes in favor of the proposal, or lean toward voting No to reject it?" **AND CODE BEST RESPONSE]**"

▪ **Educational**
▪ **Political**
▪ **Industrial**
▪ **Consumer**

▪ **Market**
▪ **Research**
▪ **Analysis**

49%	Vote Yes
4%	Lean toward voting Yes
53%	**TOTAL YES VOTE**
42%	Vote No
3%	Lean toward voting No
45%	**TOTAL NO VOTE**
2%	Undecided/Refused

In December of 2014, a 50% bare majority said they would vote "yes" on a question with similar wording, with 46% opposed:

Also, in a survey conducted in September of 2013 for Michigan NORML, a 47 percent plurality said they favored a proposal to "legalize marijuana by taxing and regulating it like alcohol." Only 26% said they prefer to "continue our present system of state criminal penalties for marijuana offenses," with another 16% who said they want to "replace criminal penalties for marijuana offenses with a fine," and 4% who say "repeal all state criminal penalties for marijuana offenses."

Support continues to increase over time, and if enough valid petition signatures are collected to require the proposal to be placed on the ballot, a presidential election turnout, including younger voters and presidential voters will likely increase support by several points. Moreover, this survey did not test messages for and against the proposal, which could also increase support for the proposal.

In the recent March 2016 survey, Democrats, especially Democratic men, were the most supportive, followed by Independent men, with Independent women and Republicans opposed. While Republican men opposed the proposal by 53% to 46%, they were 14 points more supportive than Republican women (46% to 32%).

Voters who participated in one of the past two general elections (mostly presidential election voters), would vote "yes" by 71%, which means that as the November election nears and more presidential election voters become engaged, support for marijuana legalization would likely increase. Younger voters age 18-34 were most supportive among age groups (75%), while voters age 65 and over were most opposed (63%).

The following chart illustrates how voters view the issue based on partisan affiliation:

Partisan Breakdown	All	Dems	Ind	Gop	Dem Men	Dem Wom	Ind Men	Ind Wom	Gop Men	Gop Wom
Yes	53	67	52	39	72	64	60	43	46	32
No	45	31	46	60	25	36	38	55	53	66
Undecided	2	2	2	1	3	0	2	2	1	2

Demographic groups favoring marijuana legalization by more than the statewide results of 53% included:

Liberals (77%); voters age 18-34 (75%); Democratic men (72%); voted in one of past two general elections, no religious preference (71% each); men age 18-49 (68%); pro-choice, Democrats (67% each); Democratic women (64%); outer metro area, voted in Democratic primary on March 8th, age 18-49 (63% each); opposes the Tea Party, Independent men (60% each); moderates, all men, women age 18-49 (59% each); somewhat certain to vote in November, incomes of $50K-$75K, Oakland County (58% each); did not vote on March 8th, incomes under $25K (57% each); age 35-49 (56%); households with children, African Americans, incomes of $25K-$50K, incomes of $75K-$100K, and incomes over $100K (55% each).

Demographic voter groups opposing marijuana legalization by more than the statewide results of 45% included:

Strong Republican Tea Party supporters, moderate Republican Tea Party supporter (68% each); Republican women (66%); age 65 and over (63%); pro-life, conservatives (61% each); supports Tea Party, Republicans (60% each); women age 50 and over (59%); voted in Republican primary on March 8th (57%); Independent women (55%); age 50 and over, Republican men (53% each); Western Michigan, other racial groups, all women (51% each); Protestants, Catholics, Wayne County, Detroit (50% each); Northern Michigan, outer Wayne County (49% each); voted in both general elections (48%); households without children, college educated, and men age 50 and over (47% each).

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