



EPIC-MRA Press Release -- Marijuana Poll

Monday, March 28, 2016

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**EPIC-MRA Statewide Survey – 600 sample – 4% error rate
Conducted by live callers from January 30 to February 2, 2017
Includes 30% cell phones**

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

Key findings

A 57% to 40% majority of Michigan voters would now vote “yes” on a ballot proposal to legalize and tax marijuana

This is up 4 points from a 53% majority voting “yes” in March of 2016

It’s up 7 points from a bare 50% majority voting “yes” in 2014

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Here is the question all respondents were asked in the recent February 2017 survey:

“On another topic, voters may circulate petitions to place a proposal on a future election ballot relating to the issue of marijuana. The proposal would make the possession and cultivation of limited amounts marijuana legal in the State of Michigan for adults age 21 or older. Also, it would allow the sale of marijuana to adults age 21 or older only by stores that would be licensed by the state, and finally, it would tax the sale of marijuana by these state licensed stores. If this proposal were to appear on a future election ballot, if the election were held today, would you vote yes to approve of the proposal, or would you vote no to oppose it?

[IF VOTING YES/NO, ASK: “Would you definitely vote (yes/no), or probably vote (yes/no)?” AND CODE BEST RESPONSE]

[IF UNDECIDED, ASK: “Well, if the election were held today and you had to decide right now, would you lean toward voting yes to approve of the proposed law or no to oppose it?” AND CODE BEST RESPONSE]

41	Definitely vote yes
%	
12	Probably vote yes
%	
4%	Lean toward voting yes
57	TOTAL VOTE YES
%	
40	TOTAL VOTE NO
%	
30	Definitely vote no
%	
8%	Probably vote no
2%	Lean toward voting no
3%	Undecided/Refused

In March of 2016, a 53% majority of Michigan voters would vote “yes” on a ballot proposal to legalize and tax marijuana, with 45% voting “no” and 2% undecided.

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

- Educational
- Political
- Industrial
- Consumer

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.”

- Market
- Research
- Analysis

Clearly, support for the legalization and taxation of marijuana continues to increase over time, and if enough valid petition signatures are collected to require the proposal to be placed on the ballot in 2018, younger voters would likely be very motivated to participate in the election to offer their strong support for the proposal. Moreover, this survey did not test messages for and

against the proposal, which could also increase support.

In the recent February 2017 survey, voters in every region of Michigan supported the proposal, ranging from a 50 to 46 percent majority in Northern Michigan to a 62 to 35 percent majority in the outer metro area. All Democrats (74 percent), especially Democratic women (75 percent), were the more supportive than voters with

other partisan affiliations, with Independent women supportive by a 50 to 43 percent majority and Independent men supportive by a 50 to 48 percent majority. Republican men opposed the proposal by a bare 50 to 48 percent majority, while Republican women were more opposed (61 to 36 percent).

Younger voters age 18-34 were most supportive (78 percent), followed by voters age 35 to 49 (61 percent), with voters age 50 to 64 supportive by 56 percent, and voters age 65 and over most opposed (by 55 percent).

How voters view the issue based on partisan affiliation:

Partisan Breakdown					Dem	Dem	Ind	Ind	Gop	Gop
	All	Dems	Ind	Gop	Men	Wom	Men	Wom	Men	Wom
Yes	57	74	50	42	72	75	50	50	48	36
No	40	24	45	55	24	25	48	43	50	61
Undecided	3	2	5	3	43	0	2	7	2	3

Demographic groups favoring marijuana legalization by more than the statewide results of 57% included:

No religious affiliation (85%); liberals (82%); age 18-34 (78%); Democratic women (75%); all Democrats (74%); Democratic men (72%); men age 18-49 (71%); pro-choice on abortion (70%); age 18-49 (68%); someone else in home a union member (66%); opposed to the Tea Party, women age 18-49 (65% each); incomes of \$50K to \$75K (64%); outer metro area, moderates (62% each); age 35-49 (61%); voted in one of past to general elections, somewhat certain/will probably vote, unsure about Tea Party, other religious affiliations, incomes of \$75K to \$100K (60% each); Western Michigan, homes with children, union members, African Americans, all men, incomes over \$100K (59% each).

Demographic voter groups opposed by more than the statewide results of 40% included:

Strong Republican Tea Party supporters (74%); Republican women (61%); moderate/lean Republican Tea Party supporters (63%); conservatives (61%); Tea Party supporters (59%); Pro-life on abortion (56%); all Republicans (55%); age 65 and over (55%); Protestants (52%); unsure about abortion, Republican men (50%); age 50 and over, women age 50 and over (49%); men age 50 and over, independent men (48% each); Northern Michigan, Macomb County (46% each); Bay area region, independents (45% each); Central Michigan (44%); age 50-64, independent women (43% each); voted on both past general elections, no union members in home, HS or less education, Catholics, all women (42% each).

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