

Prop 19: Yes, Voters Are Honest With Live Interviewers

PAPOR Conference 2010



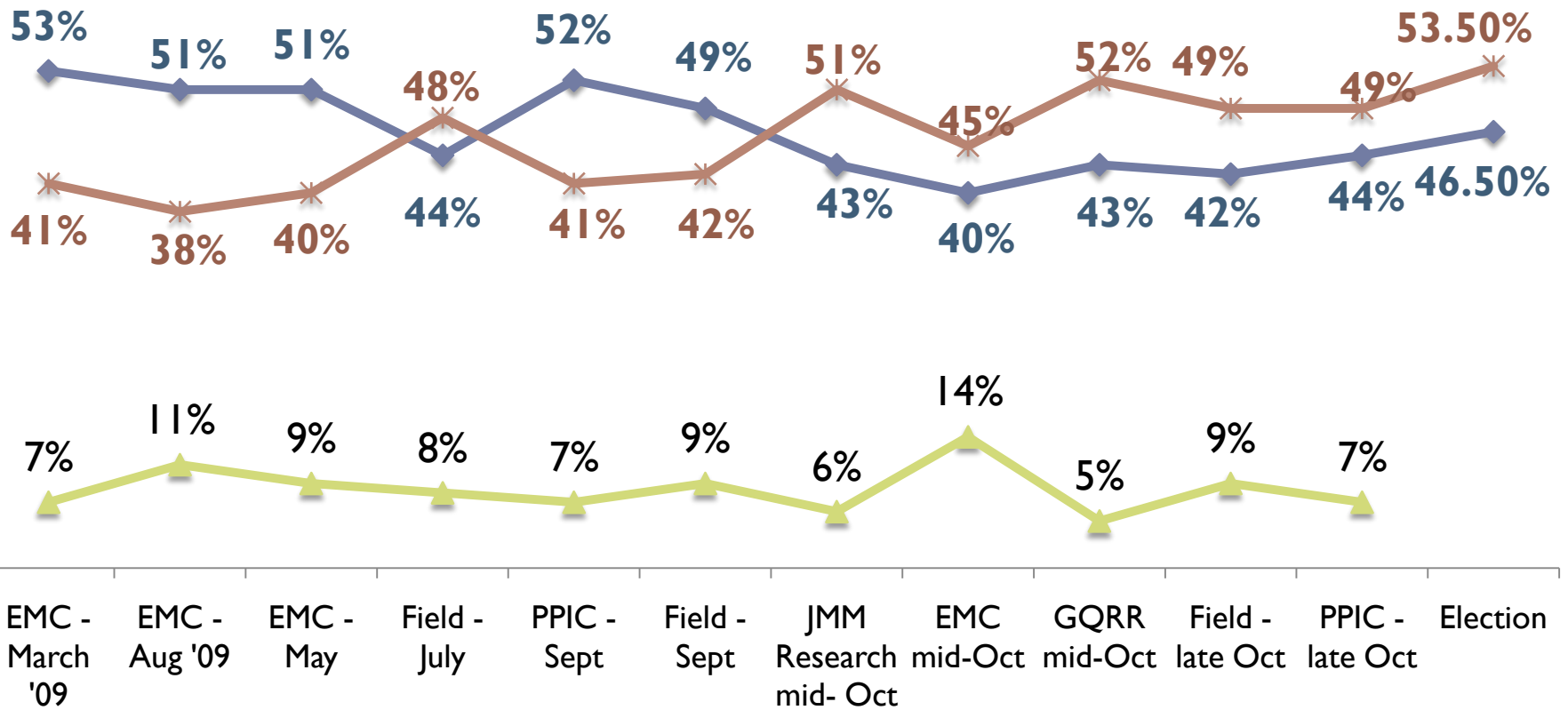
Ruth Bernstein
EMC Research, Inc.

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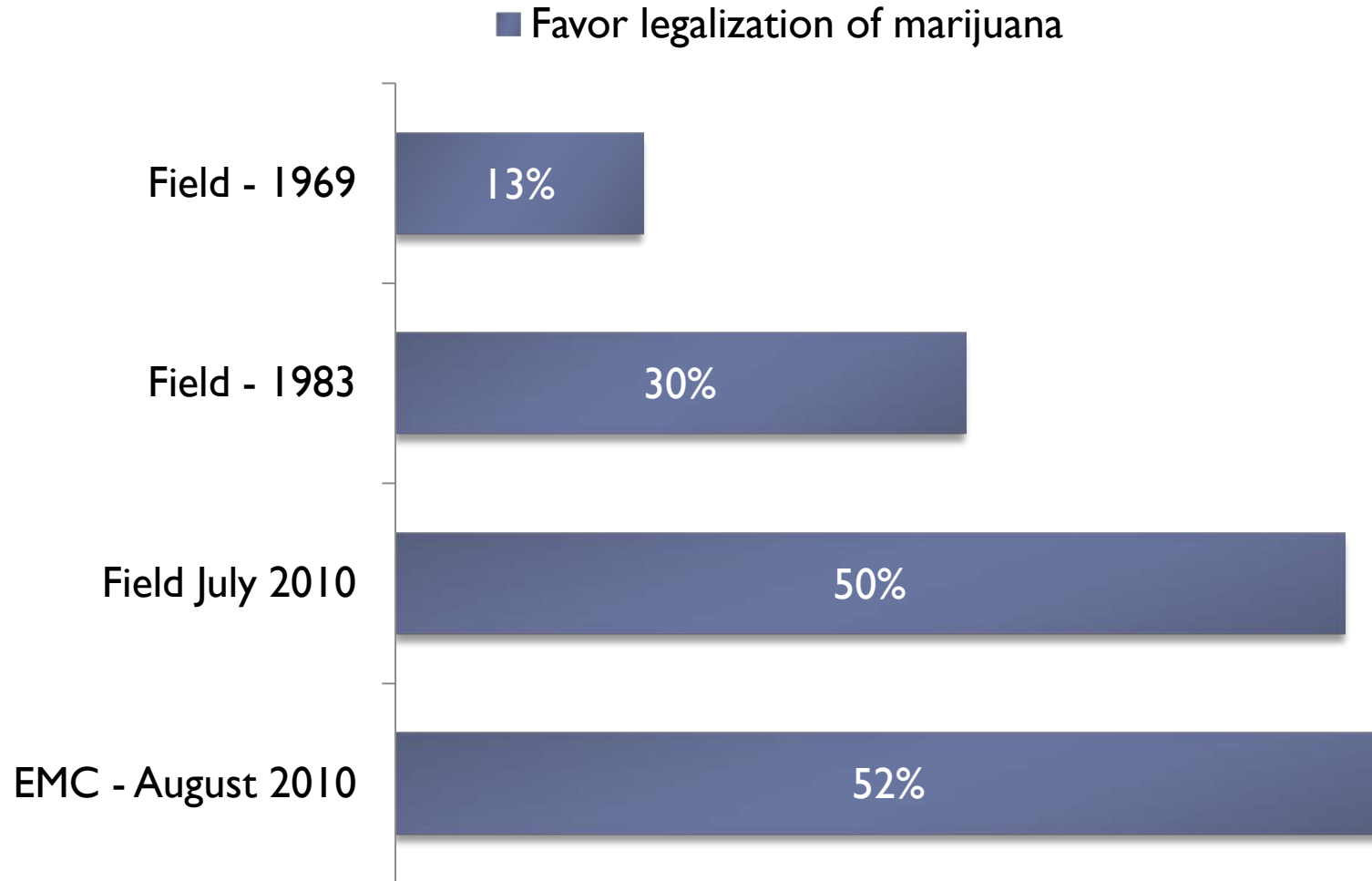
- ▶ EMC Research is a full service opinion research and strategic consulting firm with offices in Oakland, Seattle and Columbus
- ▶ Wide range of political, policy and corporate clients
- ▶ Over 20 years of experience polling California voters
- ▶ Lead pollster for Yes on Proposition 19: Control and Tax Cannabis 2010

Poll Tracking: Prop 19

◆ Yes ▲ Undecided ✱ No

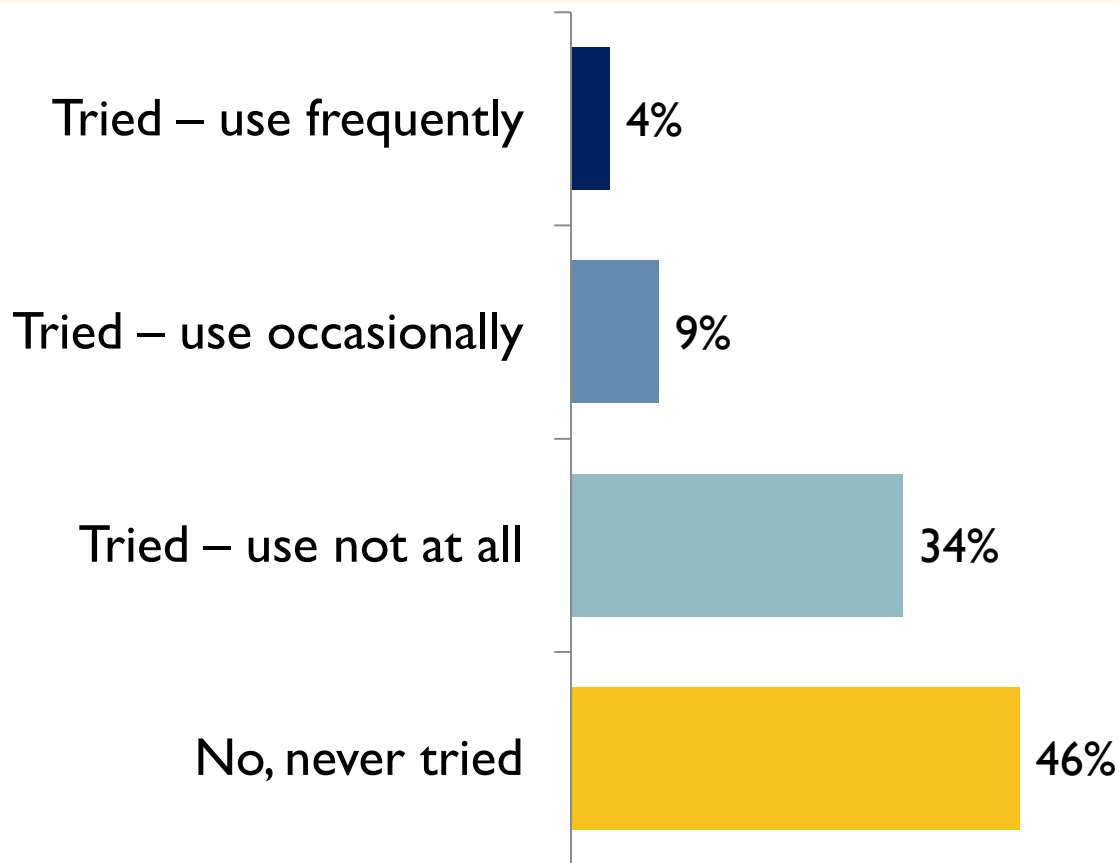


Support for marijuana legalization has increased dramatically over time

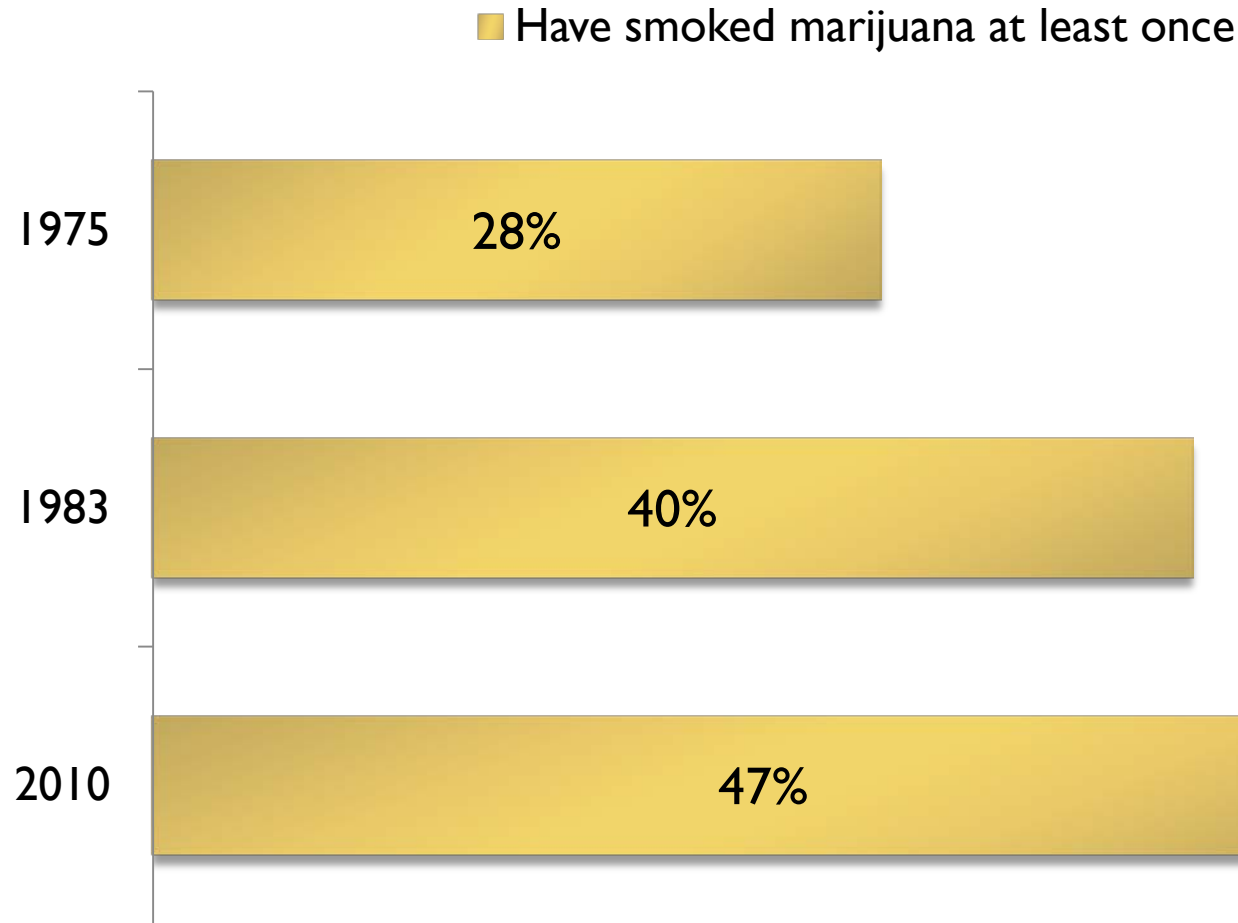


Voters are willing to answer questions about marijuana use

Have you personally ever tried marijuana? If yes: Do you use marijuana frequently, occasionally or really not at all?

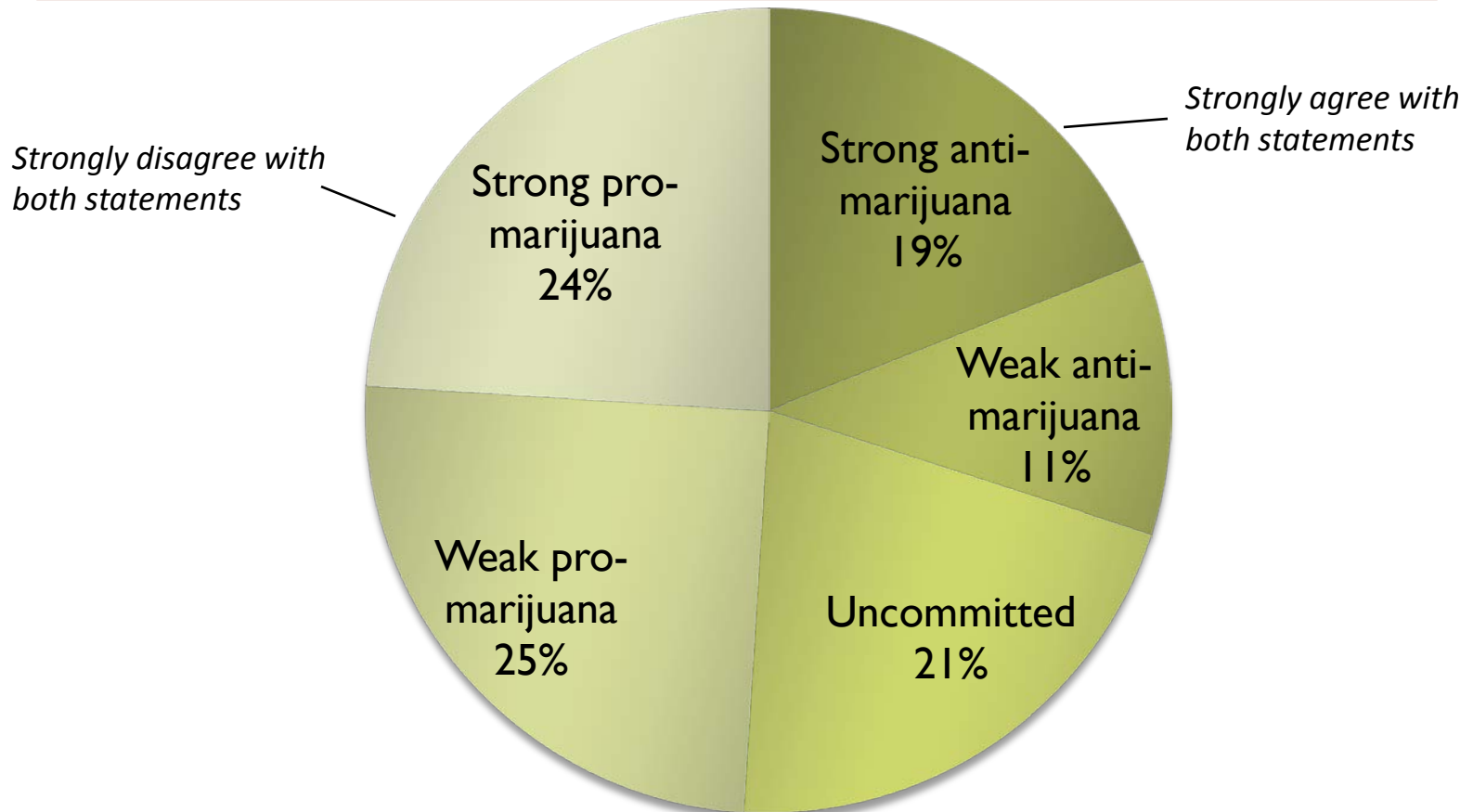


Self-reported experience with marijuana has also increased significantly



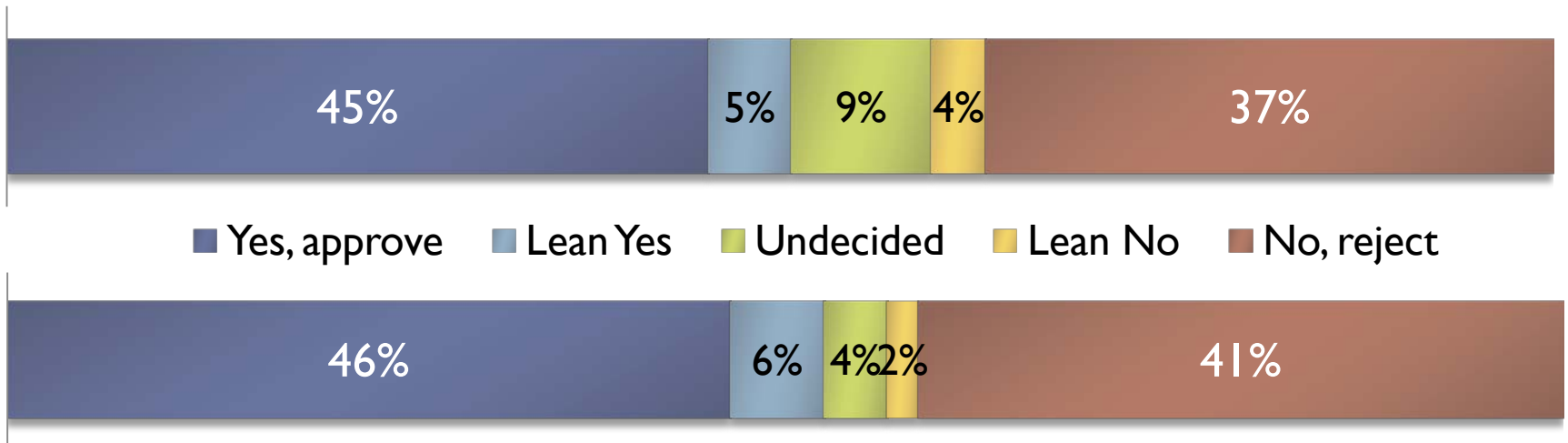
Just under 50% of voters are attitudinally very open to legalization, 30% are opposed

*It is morally wrong to legalize marijuana.
Marijuana is a dangerous drug.*



Support for Prop 19, with & without explanation, mirrored attitudes and identified the challenge of reaching a majority

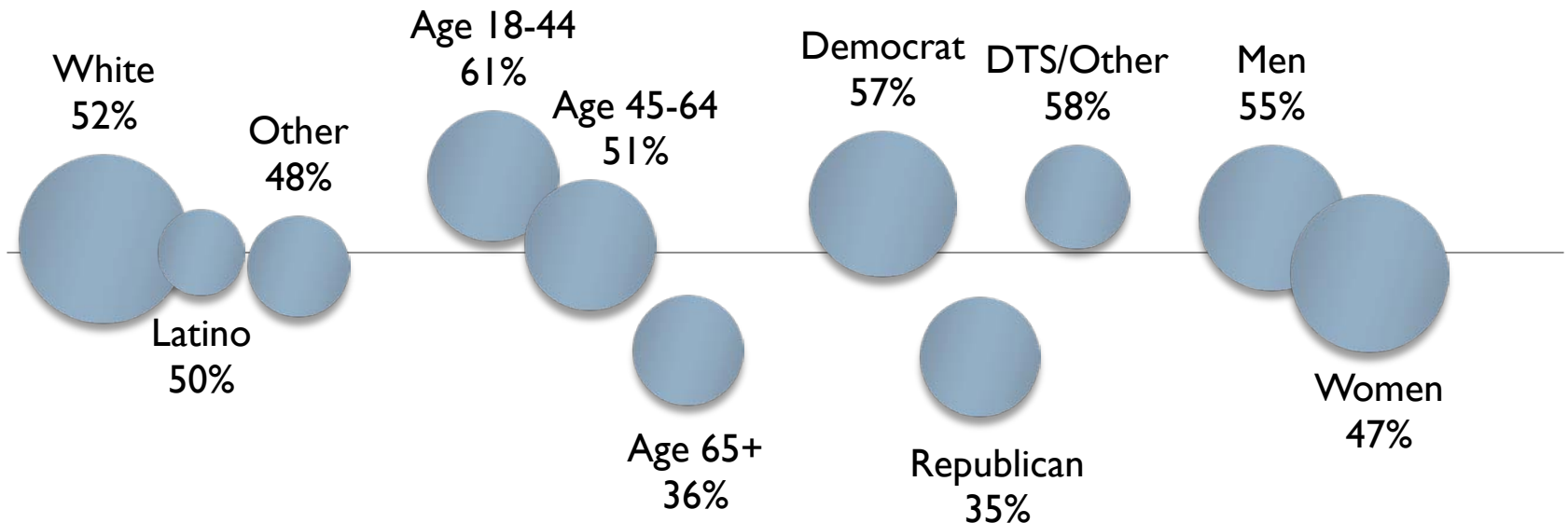
Proposition 19 that would change California law to legalize marijuana and allow it to be regulated and taxed.



Proposition 19 allows people 21 years old or older to possess, cultivate, or transport marijuana for personal use. Permits local governments to regulate and tax commercial production and sale of marijuana to people 21 years old or older. Prohibits people from possessing marijuana on school grounds, using it in public, smoking it while minors are present, or providing it to anyone under 21 years old. Maintains current prohibitions against driving while impaired.

Younger voters, non-Republicans, and men were the most likely to vote Yes

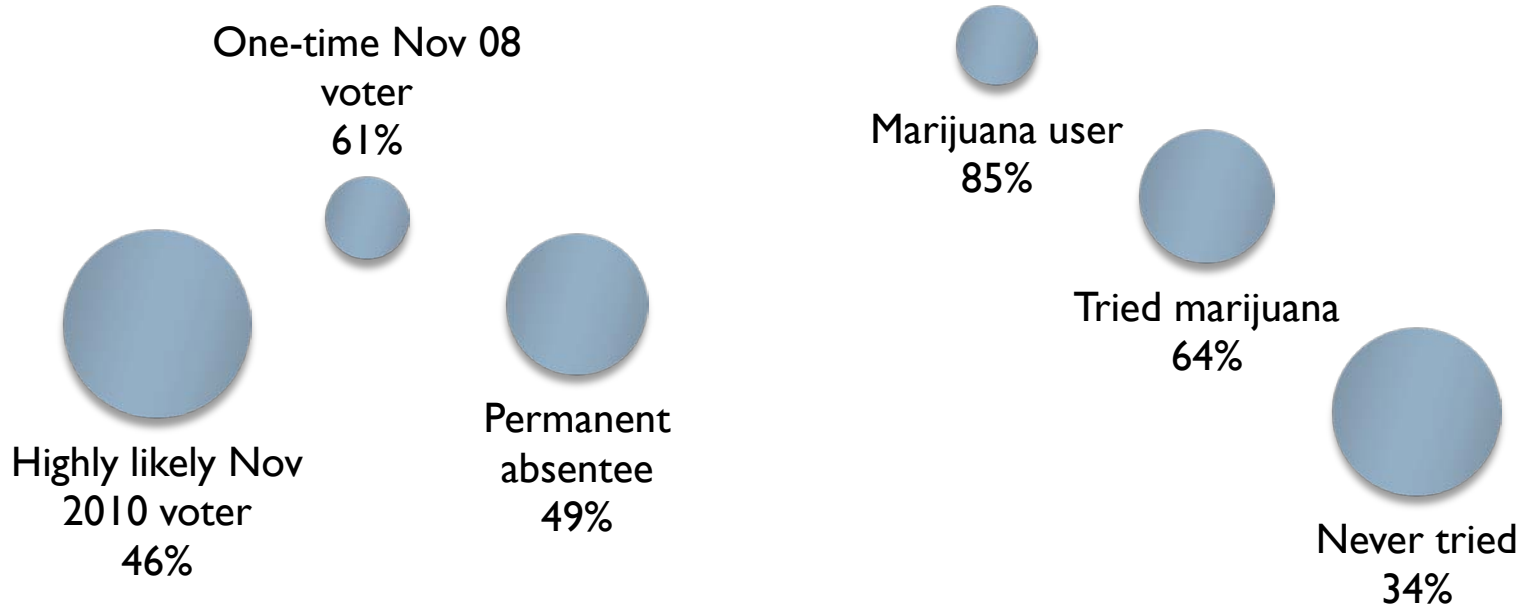
● % Yes on Prop 19 (May)



Bubble size represents size of demographic subgroup

Marijuana users are the most supportive

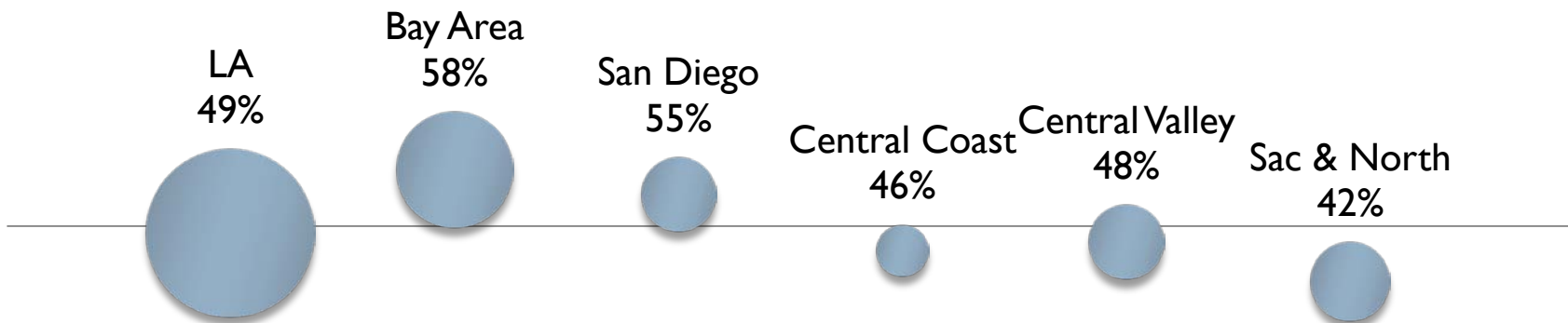
● % Yes on Prop 19 (May)



Bubble size represents size of demographic subgroup

Support is not consistent throughout the state

● % Yes on Prop 19 (May)



Bubble size represents size of demographic subgroup

Focus Groups

Quantitative research identified the challenges of reaching a majority, but did not fully reveal how to communicate on the issue with the small group of swing voters.

Focus groups indicated that legalization of marijuana is not something that many have considered in detail and opinions are not solidified. Some are hesitant, but most are willing to discuss the issue openly.

Group findings

The benefits of legalizing marijuana are easily understandable, but there remains a powerful stigma.

- ▶ It is not a gateway drug.
- ▶ It is less harmful than alcohol.
- ▶ It is secretive.
- ▶ It's not really understood.

Group findings

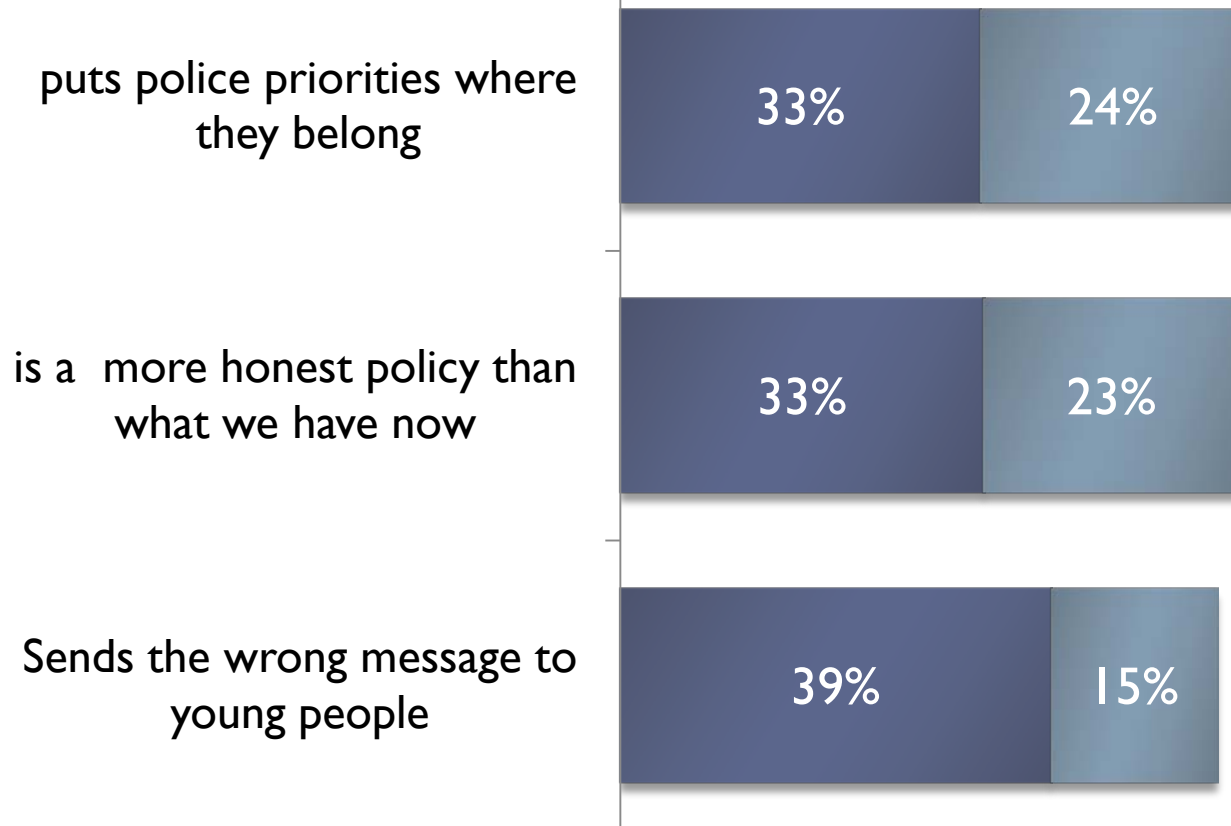
There is some discomfort with legalization due to lack of knowledge and familiarity.

- ▶ Many admit to never using it.
- ▶ How much is too much?
- ▶ How long is it in your system?
- ▶ Does it cause cancer like tobacco?
- ▶ Is second hand smoke dangerous?

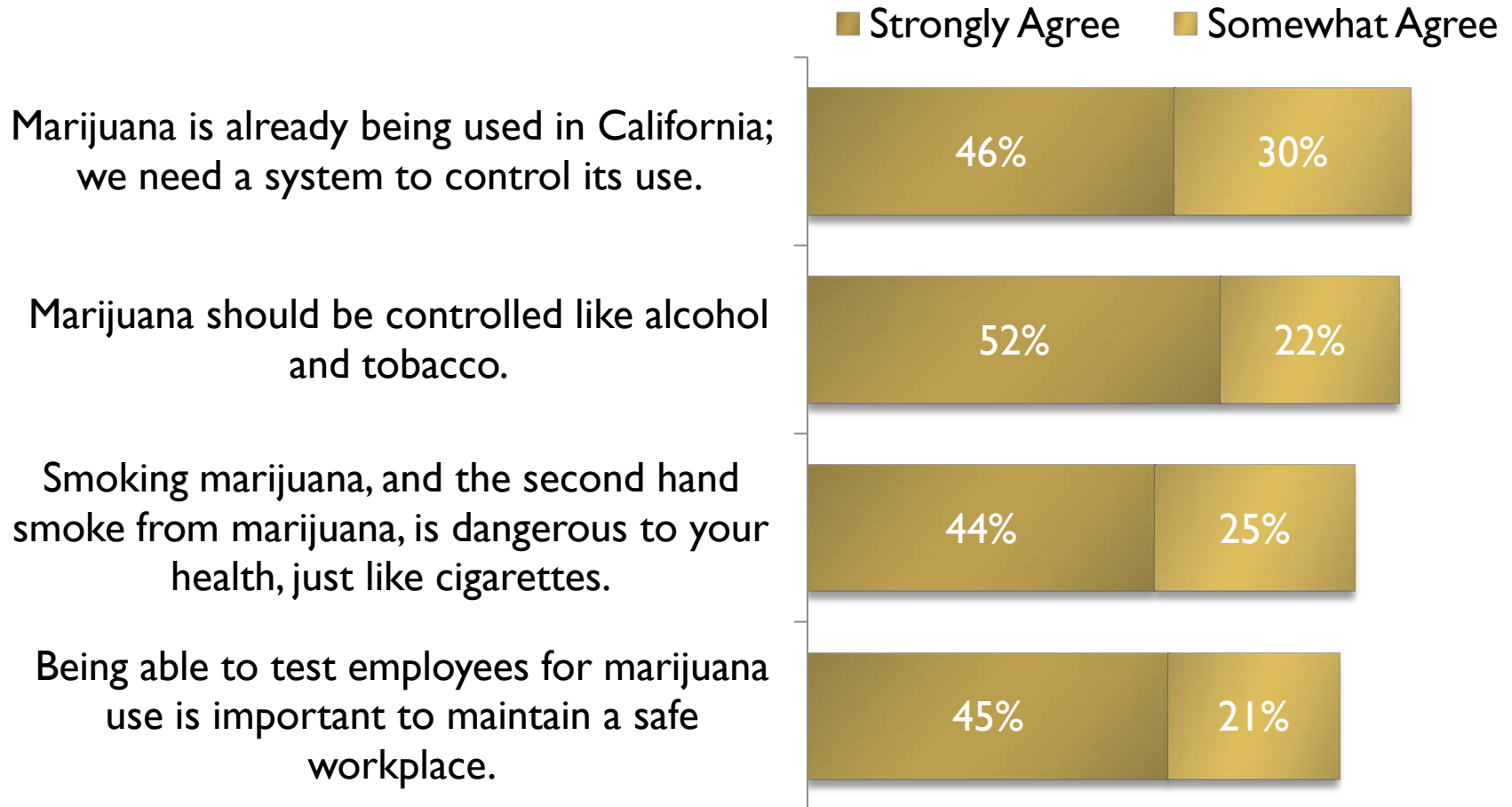
A majority of voters believe Prop 19 is good policy, but sends the wrong message to youth

Proposition 19....

■ Strongly Agree ■ Somewhat Agree



Voters recognize the need to control marijuana, but there is concern about expanding use



Conclusions

- ▶ Voters were honest with pollsters about their opinions of marijuana and their likelihood of supporting legalization
- ▶ Attitudes are generationally and values based, but are also closely tied to experience
- ▶ Concerns among undecided voters appear to be tied less to values than to concerns about how legalization would be implemented and its impact on widespread use