

EPIC-MRA Press Release -- Marijuana Poll

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EPIC-MRA Statewide Survey – 600 sample – 4% error rate Conducted by live callers from February 24 to February 27, 2018 Includes 30% cell phones

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

Key findings

A 61% to 35% majority of Michigan voters would now vote “yes” on a ballot proposal to legalize and tax marijuana

That’s up 4 points from the 57% majority voting “yes” in February of 2017, up 8 points from a 53% majority voting “yes” in March of 2016, and up 11 points from a bare 50% majority in 2014

Here is the question respondents were asked in the recent February 2018 survey:

“If enough valid petition signatures are collected, a proposal may appear 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]

45%	Definitely vote yes
13%	Probably vote yes
3%	Lean toward voting yes
61%	TOTAL VOTE YES
35%	TOTAL VOTE NO
28%	Definitely vote no
6%	Probably vote no
1%	Lean toward voting no
4%	Undecided/Refused

- Educational
- Political
- Industrial
- Consumer

- Market
- Research
- Analysis

In February of 2017, a 57% majority of Michigan voters would vote “yes” on a ballot proposal to legalize and tax marijuana, with 40% voting “no” and 3% undecided.

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.

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.”

Clearly, support for the legalization and taxation of marijuana continues to increase over time, now reaching more than a 60% majority. If enough valid petition signatures are certified 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 overwhelming support for the proposal.

In the new survey, voters in every region support the proposal, ranging from a 50 to 42 percent majority in Northern Michigan, to a 79 to 21 percent majority in the Bay region. All Democrats (74 percent), especially Democratic men (81 percent), were supportive, with Independent voters increasing in support from a bare 50 percent in 2017 to 72 percent now, and Republicans moving from opposition to a 48 percent tie. Republican men support the proposal 56 to 42 percent majority, while Republican women oppose it 54 to 39 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	61	74	72	48	81	69	82	62	56	39
No	35	23	27	48	17	28	18	35	42	54
Undecided	4	2	1	4	2	3	0	3	2	7

Demographic groups favoring marijuana legalization by more than the statewide results of 61% included:

Age 18-34 (87%); no religious affiliation (85%); liberals, Independent men (82% each); Democratic men (81%); Bay area (79%); pro-choice (77%); incomes of \$75K-\$100K (76%); Democrats (74%); Independents (72%); other races, age 18-49 (71% each); voted only in 2016, opposes the Tea Party, someone else a union member (70% each); other religions, African Americans, moderates, Democratic women (69% each); economy about the same, incomes of \$50K-\$75K, men (68% each); incomes under \$25K (67%); Detroit (66%); Western Michigan, homes with children, post HS technical education, Macomb County (65% each); Somewhat certain/will probably vote in 2018 (64%).

Demographic voter groups opposed by more than the statewide results of 35% included:

Strong GOP Tea Party supporters (58%); Republican women (54%); pro-life, conservatives (53% each); age 65 and over (49%); Republicans (48%); Protestants (47%); supports Tea Party movement (45%); Oakland County (43%); Northern Michigan, moderate/lean GOP Tea Party Supporters, age 50 and over, Republican men (42% each); incomes over \$100K, all women (41%); outer Wayne County (40%); voted in both general elections, Catholics (38% each); Wayne/Oakland/Macomb Counties, economy improving, unsure about Tea Party, no children, union members, age 50-64, Wayne County (37% each).

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