Michigan Marijuana Ballot Proposal Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in the state of Michigan for a "hybrid" automated (for landlines)/live (for cell phones) poll, where 80% of the phone numbers were landlines and 20% of the phone numbers were cell phones. There were 600 completed responses.

The survey was conducted September 13-16. The margin of error, with a 95% confidence interval, was 4.0%. The demographic breakdown of the respondents was 82-11% white/black (8% "other"), while the geographic breakdown of the respondents was as follows: 49% from Detroit (33% from the suburban counties and 16% from Wayne County), 11% from Flint/Saginaw/Bay City, 8% from Lansing, 3% from northern Michigan, 7% from Traverse City/Cadillac, and 22% from western Michigan *(The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis).*

POLL RESULTS

Question 1: On the November ballot, Michigan voters will vote on whether or not to legalize the possession, use, and cultivation of marijuana, while also allowing for commercial sales through state-licensed retailers. Based on what you've read, seen or heard about this ballot proposal, how would you vote if the election were held today ?

Favor	**43%**
Oppose	**40%**
Undecided	**17%**

Question 2: In general, do you believe that marijuana possession, cultivation, or usage should be treated as a felony ?

Yes	**20%**
No	**61%**
Undecided	**20%**

Question 3: Do you believe that state government would use proceeds from the marijuana tax for its intended purpose, such as schools and roads ?

Yes	**36%**
No	**47%**
Undecided	**18%**

Question 4: Given that the current proposal would allow marijuana "pot shops" to be located within 1001 feet of a school, would you be more or less likely to support this ballot proposal ?

More Likely	**25%**
Less Likely	**58%**
Undecided	**17%**

Question 5: How would you describe yourself politically ?

Very conservative	**17%**
Somewhat conservative	**21%**
Moderate	**26%**
Somewhat liberal	**11%**
Very liberal	**12%**
Don't Know	**13%**

Question 6: To ensure that our survey responses are most accurate, are you male or female?

Female	**53%**
Male	**47%**

Question 7: And for demographic purposes, what is your age?

18-34	**7%**
35-54	**22%**
55-64	**27%**
65 years old or over	**44%**

CROSSTABS

Question 1 – Ballot Test (Marijuana ballot proposal)

		Race Name			
		Black	Other	White	Total
Ballot Test	1 Favor	49%	48%	42%	43%
	2 Oppose	27%	30%	42%	40%
	3 Undecided	24%	22%	16%	17%
Total		100%	100%	100%	100%

		Ideology						
		1 Very Conservative	2 Somewhat Conservative	3 Moderate	4 Somewhat Liberal	5 Very Liberal	6 Don't Know	Total
Ballot Test	1 Favor	28%	32%	46%	59%	67%	40%	43%
	2 Oppose	60%	53%	37%	26%	20%	26%	40%
	3 Undecided	12%	15%	16%	15%	13%	34%	17%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Ballot Test	1 Favor	46%	41%	43%
	2 Oppose	40%	39%	40%
	3 Undecided	13%	20%	17%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Ballot Test	1 Favor	59%	52%	50%	33%	43%
	2 Oppose	32%	37%	36%	45%	40%
	3 Undecided	10%	11%	15%	23%	17%
Total		100%	100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Ballot Test	1 Favor	40%	57%	43%
	2 Oppose	42%	30%	40%
	3 Undecided	18%	12%	17%
Total		100%	100%	100%

Question 2 – Possession/Cultivation/Usage a felony ?

		Race Name			
		Black	Other	White	Total
Felony ?	1 Yes	8%	17%	22%	20%
	2 No	63%	74%	59%	61%
	3 Undecided	29%	9%	19%	20%
Total		100%	100%	100%	100%

		Ideology						
		1 Very Conservative	2 Somewhat Conservative	3 Moderate	4 Somewhat Liberal	5 Very Liberal	6 Don't Know	Total
Felony ?	1 Yes	39%	26%	14%	6%	14%	15%	20%
	2 No	40%	54%	65%	81%	81%	54%	61%
	3 Undecided	21%	20%	21%	13%	4%	31%	20%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Felony ?	1 Yes	20%	20%	20%
	2 No	66%	56%	61%
	3 Undecided	14%	24%	20%
Total		100%	100%	100%

	Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Felony ?	1 Yes	20%	23%	11%	24%	20%
	2 No	78%	66%	67%	51%	61%
	3 Undecided	2%	11%	21%	25%	20%
Total		100%	100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Felony ?	1 Yes	21%	15%	20%
	2 No	57%	76%	61%
	3 Undecided	22%	9%	20%
Total		100%	100%	100%

Question 3 – Use proceeds for intended purpose ?

		Race Name		
		Black	Other	White	Total
Use for intended purpose	1 Yes	38%	41%	35%	36%
	2 No	46%	35%	48%	47%
	3 Undecided	16%	24%	17%	18%
Total		100%	100%	100%	100%

		Ideology						
		1 Very Conservative	2 Somewhat Conservative	3 Moderate	4 Somewhat Liberal	5 Very Liberal	6 Don't Know	Total
Use for intended purpose	1 Yes	25%	31%	39%	46%	54%	26%	36%
	2 No	50%	56%	46%	34%	33%	51%	47%
	3 Undecided	25%	13%	15%	21%	13%	23%	18%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Use for intended purpose	1 Yes	37%	35%	36%
	2 No	48%	46%	47%
	3 Undecided	16%	19%	18%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
Use for intended purpose	1 Yes	39%	37%	44%	30%	36%
	2 No	51%	49%	40%	48%	47%
	3 Undecided	10%	15%	16%	22%	18%
Total		100%	100%	100%	100%	100%

		Cell Phone		
		False	True	Total
Use for intended purpose	1 Yes	32%	49%	36%
	2 No	49%	35%	47%
	3 Undecided	18%	16%	18%
Total		100%	100%	100%

Question 4 – "Pot shop" within 1001 feet of a school

		Race Name			
		Black	Other	White	Total
"Pot shop"	1 More Likely	32%	30%	24%	25%
	2 Less Likely	62%	54%	58%	58%
	3 Undecided	6%	15%	19%	17%
Total		100%	100%	100%	100%

		Ideology						
		1 Very Conservative	2 Somewhat Conservative	3 Moderate	4 Somewhat Liberal	5 Very Liberal	6 Don't Know	Total
"Pot shop"	1 More Likely	19%	20%	26%	28%	40%	24%	25%
	2 Less Likely	70%	67%	55%	57%	36%	54%	58%
	3 Undecided	11%	13%	19%	15%	24%	23%	17%
Total		100%	100%	100%	100%	100%	100%	100%

		Gender		
		1 Male	2 Female	Total
"Pot shop"	1 More Likely	26%	24%	25%
	2 Less Likely	54%	62%	58%
	3 Undecided	20%	14%	17%
Total		100%	100%	100%

		Age Range				
		1 18 to 34	2 35 to 54	3 55 to 64	4 65 or older	Total
"Pot shop"	1 More Likely	37%	33%	28%	18%	25%
	2 Less Likely	49%	49%	55%	65%	58%
	3 Undecided	15%	18%	17%	17%	17%
Total		100%	100%	100%	100%	100%

		Cell Phone		
		False	True	Total
"Pot shop"	1 More Likely	23%	34%	25%
	2 Less Likely	60%	50%	58%
	3 Undecided	17%	16%	17%
Total		100%	100%	100%

Appendix A: Michigan regions
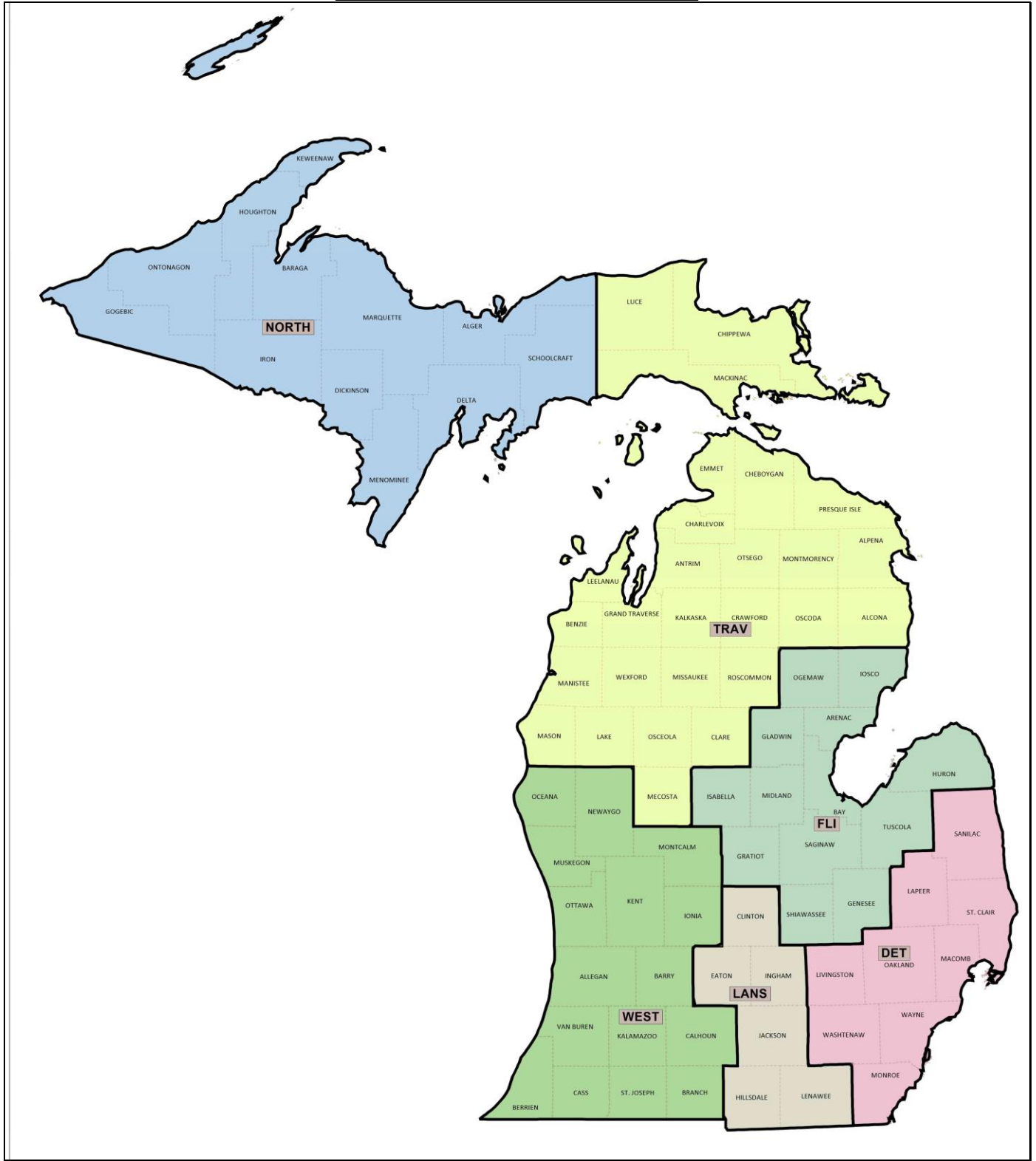
(DET=Detroit, FLI=Flint/Saginaw/Bay City, LAN=Lansing, NORTH=Northern Michigan, TRAV=Traverse City/Cadillac, WEST=Western Michigan)

Note: The following media markets were aggregated for reporting purposes: (1) Toledo OH was included in the Lansing area, (2) Duluth MN, Marquette WI, and Green Bay WI were included in Northern Michigan, (3) Alpena was included in the Traverse City area.