

October 16, 2013

**To:** Interested Parties

**From:** Ben Tulchin and Corey O'Neil; Tulchin Research

**Re: New California Statewide Poll Finds Strong Support for Legalizing, Regulating and Taxing Marijuana in California**

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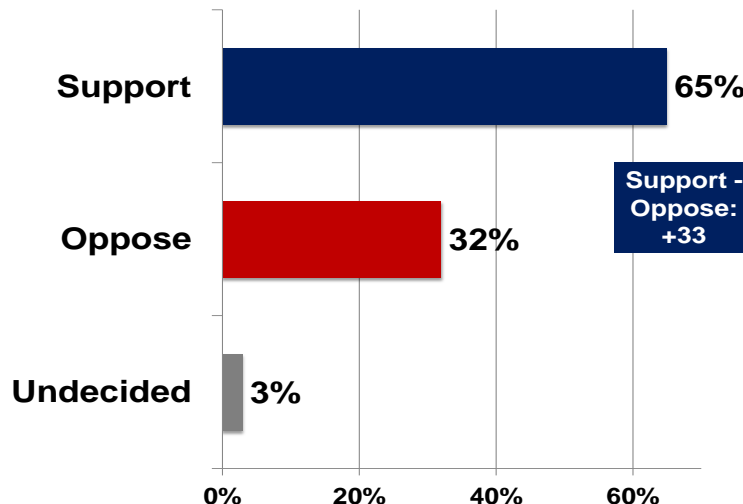
Tulchin Research recently conducted a statewide survey among Californians likely to vote in the November 2016 election to assess public opinion toward reforming marijuana laws and, specifically, how receptive voters would be to legalizing, regulating and taxing marijuana in the state. With a broad and diverse coalition backing this policy change, our research finds that a solid majority of voters in California support a proposal to legalize, regulate and tax marijuana. We provide below a summary of key findings from the survey.

**Executive Summary of Survey Results**

The survey makes it clear that voters offer strong support for legalizing marijuana when it is coupled with a comprehensive regulatory system and an ability to collect revenues to fund public services. Specifically, **nearly two-thirds of voters (65 percent) support a proposal to legalize, regulate and tax marijuana in California for adults.** In fact, **nearly half of voters (46 percent) strongly support a measure** compared to less than a third of voters (32 percent, 27 percent strongly) who oppose it, with the remaining three percent undecided. The table below details these findings as well as the exact question language that we used.

**Support for Legalizing, Regulating and Taxing Marijuana**

*More specifically, there may be a measure on the ballot in the future to legalize, regulate and tax marijuana in California for adults. It would still be illegal for minors, there would be penalties for driving under the influence of marijuana, and it could only be sold in state regulated stores. The measure would tax marijuana and generate an estimated one billion dollars a year to fund schools, public safety and other essential services and there would be annual audits to ensure the money is spent as intended. Based on this, would you support or oppose this proposal?*



As is evident in the language of the question, the proposal makes it clear that marijuana would still be illegal for minors, there are penalties for DUI, and references the revenue that would be raised with a tax and the types of services that would be funded. When all of this is put together in a measure, the poll finds support for legalizing, regulating and taxing marijuana strong among a wide range of demographic groups throughout the state.

- Nearly three-quarters of Democrats (74 percent) and independents (71 percent) support legalizing, regulating, and taxing marijuana while Republicans are split (47 percent supporting to 50 percent opposed) on this issue.
- Majorities across every region of the state support a measure, including the more traditionally conservative parts of the state such as the Central Valley and Inland Empire.
  - The Bay Area leads the way as nearly three quarters of voters in this region (73 percent) support this reform, followed by San Diego County (67 percent). There is also strong support in Los Angeles County (65 percent), the Central Valley (65 percent), the Sacramento Area and North (63 percent), LA Area (59 percent – consisting of the counties surrounding LA County) and the Inland Empire (58 percent).
- Support transcends ethnic lines as 74 percent of African Americans, 69 percent of Caucasians, 68 percent of Asians and a majority of Latinos (53 percent) support such a change in marijuana laws.
- There is currently no discernible gender gap as both men (66 percent) and women (65 percent) now favor legalizing, regulating and taxing marijuana. This represents a dramatic shift from polling done in recent years on this issue as women have offered less support than men for changing marijuana laws.
- There is majority support for legalizing, regulating and taxing marijuana among all age groups. The strongest support comes from voters age 18-29 (85 percent) and age 30-39 (71 percent), though even a majority of senior citizens (age 65+) now support this framework (63 percent).
- Voters who report having used marijuana show strong support for a measure (83 percent) while voters who have not used it show a majority support though not to the same degree (52 percent).

The table below shows support for a conceptual ballot measure to legalize, regulate and tax marijuana by key demographic groups.

**Support for Legalizing, Regulating and Taxing Marijuana  
by Demographic Group**

	<u>Support</u>	<u>Oppose</u>	<u>Support - Oppose</u>
<b><u>Total</u></b>	<b>65%</b>	<b>32%</b>	<b>+33</b>
<b><u>Party</u></b>			
Democrat	74%	23%	<b>+51</b>
Republican	47%	50%	<b>-3</b>
DTS/Other	72%	24%	<b>+48</b>
<b><u>Region</u></b>			
LA County	65%	33%	<b>+32</b>
LA Area	59%	39%	<b>+20</b>
Bay Area	73%	23%	<b>+50</b>
San Diego	67%	31%	<b>+36</b>
Sacramento/North	63%	34%	<b>+29</b>
Central Valley	65%	33%	<b>+32</b>
Inland Empire	58%	42%	<b>+16</b>
<b><u>Race</u></b>			
White	69%	28%	<b>+41</b>
Latino	53%	46%	<b>+7</b>
Black	74%	24%	<b>+50</b>
Asian	68%	29%	<b>+39</b>
<b><u>Gender</u></b>			
Male	66%	32%	<b>+34</b>
Female	65%	32%	<b>+33</b>
<b><u>Age</u></b>			
18-29	85%	14%	<b>+71</b>
30-39	71%	27%	<b>+44</b>
40-49	54%	42%	<b>+12</b>
50-64	67%	30%	<b>+37</b>
65+	63%	35%	<b>+28</b>
<b><u>Marijuana Use</u></b>			
Yes	83%	16%	<b>+67</b>
No	52%	45%	<b>+7</b>

In sum, voters strongly support a marijuana legalization and regulation measure for adults that includes penalties for DUI and collects revenues to fund public services. Furthermore, such a reform is supported by nearly all demographic subgroups across the state.

**Survey Methodology:** From September 26 – October 6, 2013, Tulchin Research conducted a statewide telephone survey among 1,200 November 2016 voters in California using live, professional interviewers calling both landlines and cell phones. Survey results include a base statewide sample of 1,000 November 2016 voters with a margin of error of +/- 3.1 percentage points and include oversamples of 100 Latinos, 50 Asian Americans and 50 African Americans.