



Telephone Survey of California Voters

n = 551; MoE ±4.2%

March 16-21, 2009

EMC Research #09-4062

Language of interview:

English n = 519
Spanish n = 32

Where applicable, results tracked with:

Telephone Survey of California Voters
n = 600; MoE ±4.0%
September 25-28, 2006
EMC 06-3542

All numbers in this document represent percentage (%) values, unless otherwise noted. Please note that due to rounding, percentages may not add up to exactly 100.

Hello, my name is _____, may I speak with (NAME ON LIST).

Hello, my name is _____, and I'm conducting a survey for EMC Research to find out how people in California feel about some of the different issues facing them. We are not trying to sell anything, and are collecting this information on a scientific and completely confidential basis.

1.	Sex (record from observation)		<u>9/06</u>	<u>3/09</u>
	Male		47	48
	Female		53	52
2.	Are you registered to vote at this address?			
	Yes → CONTINUE		100	100
	No → TERMINATE		-	-
3.	Thinking about how often you vote, imagine a scale that runs from 1 to 7, where 1 means you never vote and 7 means you vote in every election. Where would you place yourself on that scale? (TERMINATE IF Q3=1 OR 2)			
	Never vote	Always vote	(Don't know)	
	<u>1</u> <u>2</u> <u>3</u> <u>4</u> <u>5</u> <u>6</u> <u>7</u>		<u>8</u>	
	- - 3 4 14 15 62		- -	
4.	Do you think things in California are generally going in the right direction, or do you feel that things are pretty seriously off on the wrong track?			
	Right direction		40	18
	Wrong track		50	69
	(Don't know)		9	14

5. What is the most important problem facing California today?
6. Have you heard anything recently about efforts to change California laws regarding cannabis, also known as marijuana?
- | | |
|----------------------------------|----|
| Yes → ASK Q7 | 63 |
| No → SKIP TO Q8 | 36 |
| (Don't know) → SKIP TO Q8 | 1 |
7. What have you heard? (*n=xxx*)

8. I'd like to read you a measure about cannabis, also known as marijuana , that may be on the ballot sometime soon. It reads:

CANNABIS SALES AND CULTIVATION. INITIATIVE STATUTE. Changes California law to allow adult cannabis consumption, and allows cities and counties the option to tax and regulate cannabis sales and cultivation.

If the election were held today, would you vote yes to approve this measure or no to reject it? **(IF YES/NO)** Would you definitely vote (yes to approve/no to reject), or just probably? **(IF UNDECIDED)** Well which way do you lean — toward voting yes to approve, or voting no to reject the measure?

Definitely yes, approve	36
Probably yes, approve	15
(Lean yes, approve)	2 →53
Definitely no, reject	33
Probably no, reject	7
(Lean no, reject)	1 →41
(Undecided/Don't know)	7

This measure has two different components. I'd like to ask you about each one individually, as there might be one you support and one you oppose. For each item, please tell me if you would you vote YES to approve a measure that contained that item, or NO to reject a measure that contained that item.

(RANDOMIZE Q9-Q10)

BEFORE EACH QUESTION: Would you vote "YES" to approve or "NO" to reject a measure that contained this item... (IF UNDECIDED) Well, do you lean toward voting "YES" or do you lean toward voting "NO"?

SCALE:	Yes, approve	(Lean yes, approve)	No, reject	(Lean no, reject)	(Undecided/Don't know)
9. ...changing California law to allow cities and counties the option to tax and regulate cannabis sales and cultivation?	55	5	34	2	4
10. ...changing California law to allow cannabis consumption by adults over age 21?	50	4	40	3	3

(END RANDOMIZE)

11. If this measure passed in California, your city or county could then choose to ask you to approve a Cannabis Sales and Cultivation law. If a proposal to authorize your city or county to tax and regulate cannabis sales and cultivation were on your local ballot, would you vote yes to approve it or no to reject it? **(IF YES/NO)** Would you definitely vote (yes to approve/no to reject), or just probably? **(IF UNDECIDED)** Well which way do you lean — toward voting yes to approve, or voting no to reject the measure?
- | | |
|-------------------------|-------|
| Definitely yes, approve | 39 |
| Probably yes, approve | 17 |
| (Lean yes, approve) | 3 →59 |
| Definitely no, reject | 29 |
| Probably no, reject | 6 |
| (Lean no, reject) | 1 →36 |
| (Undecided/Don't know) | 4 |
12. Do you think the use of marijuana should be made legal, or not?
- | | |
|------------------------|----|
| Yes | 54 |
| No | 39 |
| (Don't know/Undecided) | 7 |
13. Do you think the laws and regulations for marijuana should be more strict, the same, or less strict than the laws and regulations for alcohol?
- | | |
|------------------------|----|
| More strict | 40 |
| The same | 50 |
| Less strict | 8 |
| (Don't know/Undecided) | 2 |

Now I'm going to read you some things supporters of the measure have said. For each statement, please tell me if it would make you much more likely to approve the measure, somewhat more likely to approve the measure, somewhat more likely to reject the measure, or much more likely to reject the measure.

(RANDOMIZE Q14-Q25)

SCALE:	Much more likely to approve	Somewhat more likely to approve	Somewhat more likely to reject	Much more likely to reject	(No difference)	(Don't know)
14.	This measure does not force cities and counties to legalize cannabis. It is still up to each individual locality to choose for itself whether to legalize, tax and regulate cannabis sales and cultivation or to ban cannabis sales and cultivation.					
	31	18	11	26	10	3
15.	Now more than ever, we need more money to fund our schools, libraries and roads. Taxing cannabis sales and cultivation will pay for needed public services.					
	45	17	6	22	8	3
16.	This measure would provide California with at least ten billion dollars — one point three billion dollars directly from a 50-dollar-per-ounce tax and a sales tax, and billions more from the expansion of related businesses.					
	40	22	6	22	6	4
17.	This measure would create thousands of good jobs across the state in a safe, legal, regulated industry.					
	37	24	8	20	9	2
18.	Our prisons are expensive and overcrowded, in part because of people convicted of having small amounts of cannabis. Legalizing personal amounts of cannabis will stop this drain on the state's resources.					
	46	19	6	19	8	2
19.	Our police should be focusing on solving murders and violent crime, rather than wasting their time on adult, non-violent cannabis offenses.					
	51	18	5	15	9	2
20.	If cannabis were sold by licensed businesses, it would take business away from street dealers, breaking their hold on our neighborhoods.					
	50	18	6	18	6	2
21.	This measure will not allow cannabis to be sold to minors or near schools.					
	54	15	3	19	7	2
22.	Under this measure, just like alcohol, cannabis will only be allowed to be consumed by adults over 21 in private homes or designated commercial establishments, not in public places.					
	43	20	5	22	8	2
23.	Legal, regulated businesses have an incentive to follow the law. Just as liquor stores check IDs to prevent underage drinking, businesses that sell cannabis will keep it out of the hands of our kids.					
	46	20	5	19	8	2
24.	Many people with serious illnesses have had cannabis recommended to them by their doctors. This measure will guarantee patients a safe, legal way to get the care they need.					
	57	19	5	13	6	1
25.	Cannabis is already being used in California. This measure will create a system to regulate and control its use.					
	41	24	5	19	9	3

(END RANDOMIZE)

26. Now that you've heard a little more information, I'd like to read you the measure about cannabis, also known as marijuana , again. It reads:

CANNABIS SALES AND CULTIVATION. INITIATIVE STATUTE. Changes California law to allow adult cannabis consumption, and allows cities and counties the option to tax and regulate cannabis sales and cultivation.

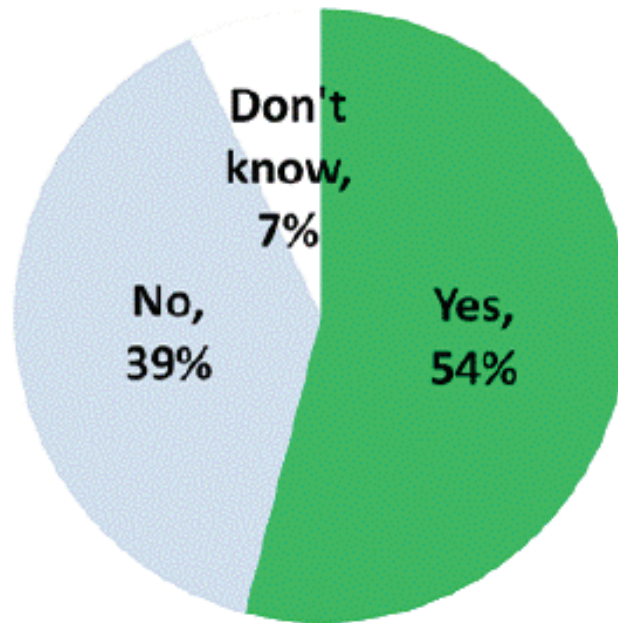
If the election were held today, would you vote yes to approve this measure or no to reject it?

(IF YES/NO) Would you definitely vote (yes to approve/no to reject), or just probably? **(IF**

UNDECIDED) Well which way do you lean — toward voting yes to approve, or voting no to reject the measure?

Definitely yes, approve	44
Probably yes, approve	16
(Lean yes, approve)	3 →62
Definitely no, reject	29
Probably no, reject	6
(Lean no, reject)	1 →35
(Undecided/Don't know)	3

Do you think the use of marijuana should be made legal, or .



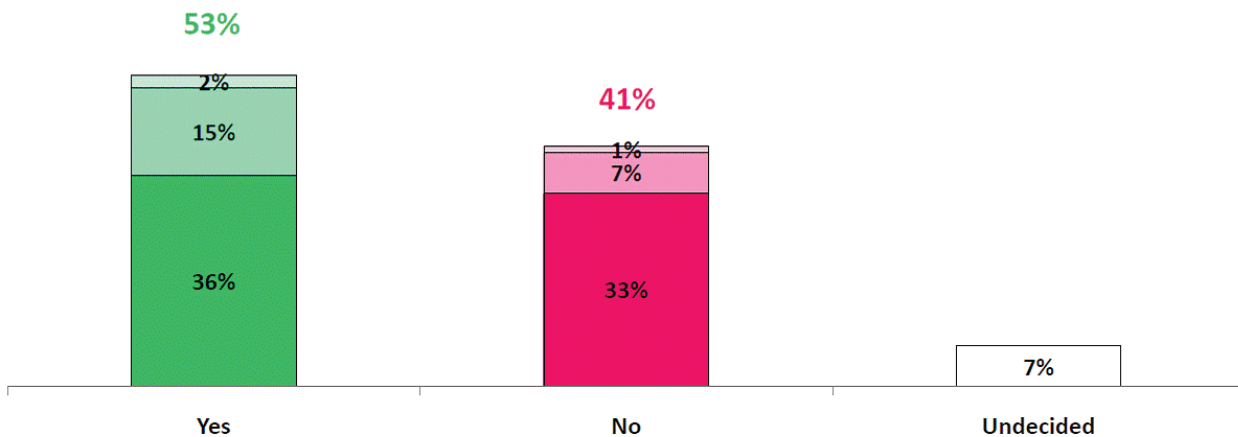
Over half of voters support a cannabis sales and cultivation ballot measure

Q8

I'd like to read you a measure about cannabis, also known as marijuana , that may be on the ballot sometime soon. If the election were held today, would you vote yes to approve this measure or no to reject it?

CANNABIS SALES AND CULTIVATION. INITIATIVE STATUTE. Changes California law to allow adult cannabis consumption, and allows cities and counties the option to tax and regulate cannabis sales and cultivation.

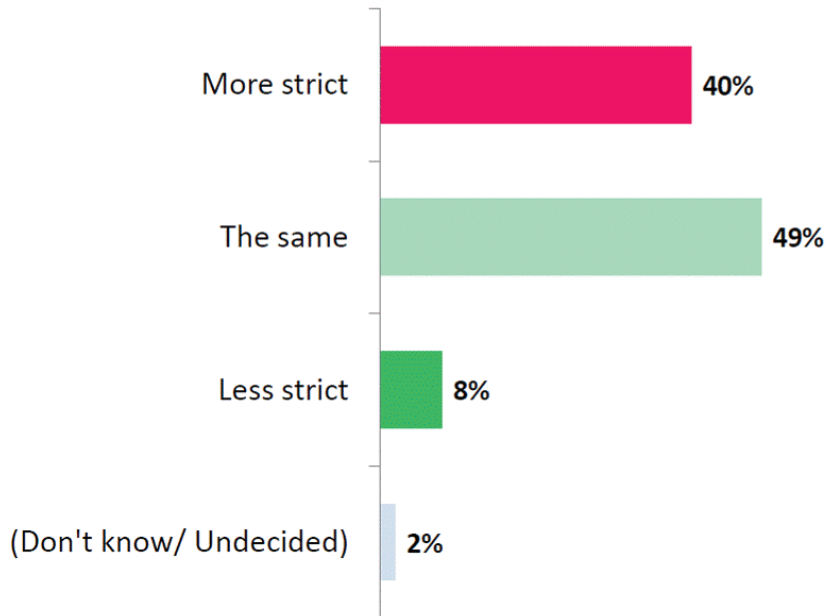
Darker color is definitely; lighter color is probably; lightest color is lean



Over half of voters say cannabis laws and regulations should be the same or less strict than those for alcohol

10

Q13 Do you think the laws and regulations for marijuana should be more strict, the same, or less strict than the laws and regulations for alcohol?



Voter support for Prop. 215 is overwhelming

11

Q42 As you may know, in 1996, California voters passed Proposition 215. This California law allows patients to possess and consume cannabis if their doctor recommends it. Do you support or oppose this law?

