

November 4th, 2010

Marijuana Project Proposition 19 in Perspective

To: Interested Parties

From: Greenberg Quinlan Rosner

On Tuesday, California voters defeated Proposition 19 by a 54 to 46 percent margin. A post-election survey conducted by Greenberg Quinlan Rosner, however, suggests that this was not the final word on this issue in California. In fact, support for reforming the state's laws on marijuana run well ahead of Tuesday's vote. Our research, as well as national polls and election results over the past 10 years, show steadily growing support for reform in the state and the country.

This memorandum provides key findings from a telephone survey of 800 voters in California. This survey was conducted from October 31-November 2, 2010, and carries a margin of error of +/- 3.46 points at a 95 percent confidence level.

Key Findings

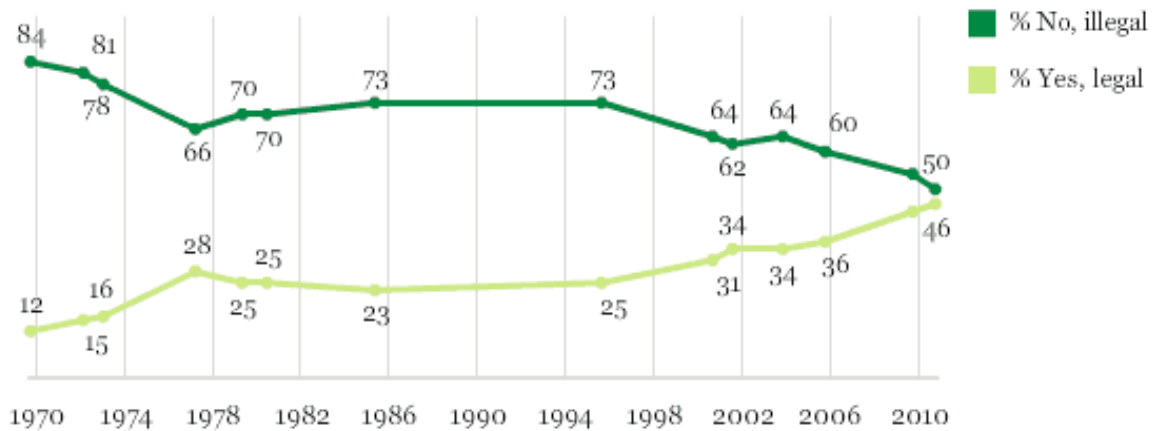
National Polls and Election Results Show Ever-Increasing Support for Marijuana Legalization.

- **Public support for legalization has grown steadily.** Public support for marijuana legalization is higher now than ever before. A collection of Gallup polls (below) shows that support for legalization has risen from 25 percent in 1995 to 46 percent in 2010. [Gallup]

Figure 1: Support for Legalizing Marijuana Use

Support for Making Use of Marijuana Legal

Do you think the use of marijuana should be made legal, or not?



GALLUP®

- **Prop 19 set a new record for marijuana legalization ballot initiatives.** Proposition 19 achieved the highest level of support of any legalization measure on the ballot over the past decade. [All data from BallotPedia.org]:
 - Alaska 2000: 40 percent
 - Nevada 2002: 39 percent
 - Alaska 2004: 44 percent
 - Nevada 2006: 44 percent
 - Colorado 2006: 41 percent
 - Prop 19 2010: 46 percent

- **Prop 19 received more votes than Meg Whitman, Republican gubernatorial candidate.** Meg Whitman spent more than \$140 million of her own money on her campaign, and received 41 percent of the vote. Prop 19, which wasn't backed by a multi-million-dollar advertising campaign, received 46 percent of the vote. [California Secretary of State Website]

New Survey Data Shows Legalization is Poised to Win in 2012.

More California voters supported marijuana legalization than voted for Prop 19.

- **50 percent of voters believe marijuana should be legal.** When asked “Regardless of how you feel about Proposition 19, do you think the use of marijuana should be made legal, or not?,” 50 percent of voters answered yes. [GQR Post-Election Survey, 11/3/10]
- **More than 30 percent of “No” voters believe marijuana should be legal.** According to the new GQR survey, 31 percent of “no” voters agree: “I believe marijuana should be legalized or penalties for marijuana should be reduced, but I opposed some of the specifics of Proposition 19.” [GQR Post-Election Survey, 11/3/10]
- **Nearly a quarter (24 percent) of “No” voters considered voting “Yes” on legalization.** Of these voters—no voters who considered voting the other way--43 percent support legalization when asked about it outside of the context of Proposition 19. [GQR Post-Election Survey, 11/3/10]
- **Majority of voters believed marijuana laws do more harm than good.** According to the new GQR poll, by a 52 percent to 37 percent margin voters agree that: “Like alcohol prohibition, laws against marijuana do more harm than good.” [GQR Post-Election Survey, 11/3/10]
- **Nearly half of California voters believe that legalization is inevitable.** The GQR poll shows that 44 percent believe legalization is inevitable, including 25 percent who voted no. [GQR Post-Election Survey, 11/3/10]

Key groups of voters that support legalization will turn out in greater numbers in 2012.

- **If youth had comprised the same percentage of the electorate on Tuesday as they do in Presidential election years, Prop 19 would have been statistically tied.** According to an analysis of turnout data and post-election surveys, the Prop 19 would have been 49 percent yes and 51 percent no. [GQR Post-Election Survey, 11/3/10]
- **Steadily increasing support for medical marijuana will drive support for legalization.** GQR's survey found that nearly 7 in 10 California voters (68 percent) support medical marijuana. As Californians become even more comfortable with the medical marijuana law, support for legalization will continue to grow. [GQR Post-Election Survey, 11/3/10]
- **Critical swing voters support legalization.** The GQR survey finds that 55 percent of white independent voters favor legalization. Candidates in both parties will want to consider their support of the issue in light of the support of these swing voters. [GQR Post-Election Survey, 11/3/10]

- **Almost one-third of Whitman voters supported Prop 19.** According to the GQR research, 31 percent of people who voted for Republican gubernatorial candidate Meg Whitman voted for Prop 19. This high level of Republican support suggests that Republican leaders will need to be cautious about opposing legalization measures, given the danger of alienating a large portion of their supporters. [GQR Post-Election Survey, 11/3/10]

Conclusion

California voters put up the largest number ever recorded for a legalization referendum, in a year when conservatives took back the House and typically lower mid-term election turnout patterns held. Given the high level of support for legalization in this survey, and the unusual circumstances of this election year, it is very unlikely that Prop 19 was the final word on this issue.