TO: Interested Parties

FROM: Dave Metz, Rick Sklarz and Miranda Everitt
                 Fairbank, Maslin, Maullin, Metz & Associates

RE: Utah Voter Support for a Ballot Measure Authorizing Medical Marijuana
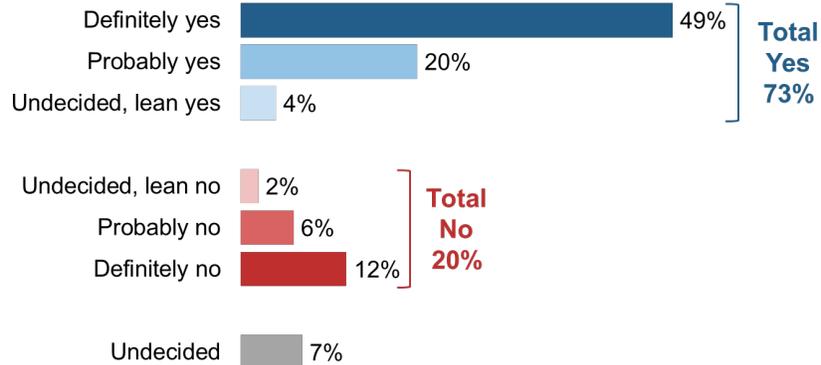
DATE: June 26, 2017

Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a survey of likely voters in the Utah to assess support for a ballot measure to authorize medical marijuana in the state.[1]   The results show **overwhelming support for a medical marijuana ballot measure in Utah**, support which cuts across all major demographic subgroups of the electorate. That support is rooted a strong belief that Utah doctors should have the option of recommending medical marijuana to patients that are suffering from serious illnesses or chronic pain. In addition, that support is very durable; even after hearing a series pro and con arguments, more than seven in ten Utahns remain supportive of the ballot measure. In fact, a majority of the state's voters see the approval of medical marijuana in the state as "inevitable."

Key specific findings of the survey include the following:

• **Nearly three-quarters of likely voters support a state ballot measure to establish medical marijuana in Utah.** As shown in **Figure 1** on the next page, fully 73 percent of Utahns back a proposed statewide ballot measure to "allow doctors to recommend medical marijuana as a treatment for cancer, epilepsy, Alzheimer's**,** and other serious illnesses." The intensity of support for the proposed measure is just as impressive as its breadth; in fact, nearly half of all Utah voters (49%) indicate that they would "definitely" vote in favor of the measure. Just one in five (20 percent) are opposed.

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[1] **Methodology:** From February 17-19, 2017, FM3 completed 402 telephone interviews (on both landline and wireless phones) with Utah voters likely to participate in the November 2018 election. The margin of sampling error for the full sample is +/-4.9%. Due to rounding, not all totals will sum to 100%.

FIGURE 1:
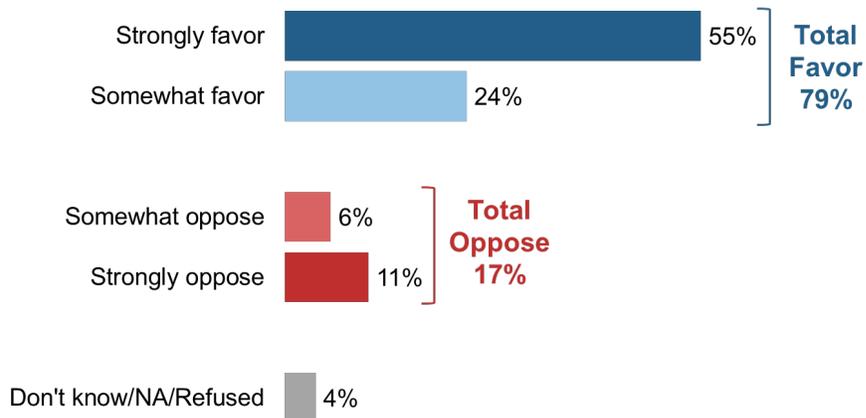**Initial Support for a Medical Marijuana Measure**

Initial support for the measure cuts across virtually all demographic subgroups of the Utah electorate. Backers of the measure include:

- ✓ *76% of men and 70% of women;*
- ✓ *72% of voters under age 50, and 75% of voters age 50 and over;*
- ✓ *92% of Democrats, 75% of independents, and 64% of Republicans:*
- ✓ *63% of active LDS voters, 87% of inactive LDS voters, and 92% of non-LDS voters; and*
- ✓ *76% of voters in Salt Lake County, 70% in Davis County, 69% in Utah County, and 73% in the balance of the state.*

- **Conceptual support for medical marijuana is even higher, and most Utahns see its approval as inevitable.** Survey respondents were also asked whether, outside the context of a ballot measure, they would support allowing doctors to recommend marijuana to patients who need it. As shown in **Figure 2**, an even larger majority (79 percent) expressed support in this context, with most offering "strong" support. In fact, most Utahns see medical marijuana as a change that is bound to come – <u>a 51-percent majority views its approval in Utah as "inevitable."</u>

FIGURE 2:
Conceptual Support for Medical Marijuana in Utah

- **Support for medical marijuana has its roots in Utah voters' desire to see medical marijuana offered as a treatment for chronic pain.** Fully 72% support allowing "a doctor to recommend medical marijuana for chronic pain," including a 52-percent majority who support that idea "strongly."

- **Support for a medical marijuana measure is also remarkably durable in the face of pro and con messaging.** As shown in **Figure 3** below, survey respondents were offered six arguments in favor of the measure and six against it, presented in rotated order. The net impact of that messaging was to increase support by one point, from 73 percent to 74 percent.

Position	Initial Vote	After Pro and Con Messages
Definitely Yes	*49%*	*54%*
Probably/Lean Yes	*24%*	*20%*
Total Yes	73%	74%
Total No	20%	22%
Undecided	7%	4%

Taken together, the survey results show excellent prospects for a medical marijuana ballot measure in Utah in November of 2018. Voters support medical marijuana in principle, and a broad and strong majority stands ready to express that support at the ballot box. **With a strong campaign behind it, the measure is very likely to win approval.**