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TO: Interested Parties

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RE: Key Findings of a Voter Survey on Medical Marijuana Ballot Measures in Arkansas

DATE: August 4, 2016

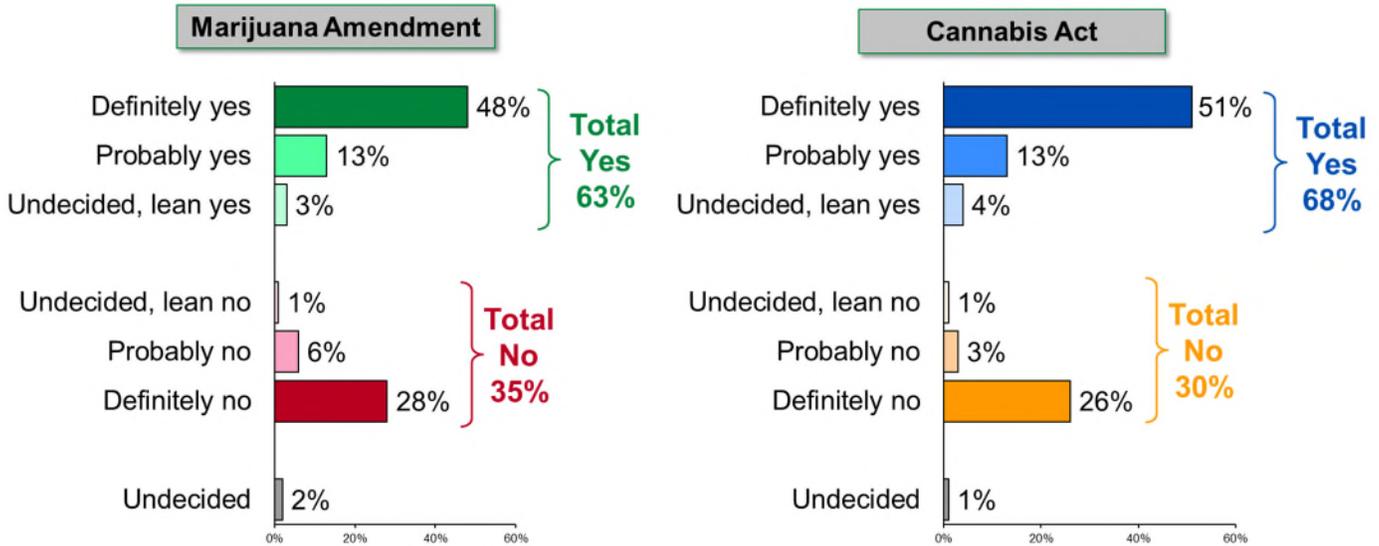
The bipartisan research team of Fairbank, Maslin, Maullin, Metz & Associates (D) and Public Opinion Strategies (R) recently conducted a statewide survey of Arkansas voters to assess their support for a ballot measure to authorize medical marijuana in the state.¹ Two such measures have been circulated for signatures this year (the “Medical Marijuana Amendment” and the “Medical Cannabis Act”), and both were tested in the poll. The results show that **both measures have overwhelming support in the state, with more than three in five voters indicating that they would vote “yes” on each.** At the same time, support for the Medical Cannabis Act consistently exceeds support for the Medical Marijuana Amendment, particularly when voters hear about the key provisions of the measure and an exchange of pro and con messaging. A number of provisions unique to the Medical Cannabis Act – notably allowing patients to grow medical marijuana at home – fuel the higher level of support that it receives.

Key specific findings of the survey include the following:

- ✓ **More than three in five voters back each of the two measures.** At the beginning of the survey, respondents were offered a brief summary from the official ballot language of each of the two measures. To ensure independent reactions, the sample was split into halves, with each sample presented only one of the two measures. As **Figure 1** on the following page illustrates, each measure won support from more than three in five voters, and in each cast the proportion of voters saying they would “definitely” vote “yes” exceeded the definite “no” vote by at least twenty points. The Medical Cannabis Act received broader initial support

than the Medical Marijuana Amendment, though by a margin within the survey’s margin of sampling error.

FIGURE 1:
Initial Support for Each Medical Marijuana Measure
(Split Sampled; Based on Language Summarized from Official Ballot Question)



- ✓ **Support remains strong as voters learn more about each measure, but the Medical Cannabis Act retains consistently higher support.** After reacting to the initial ballot question, survey respondents were then presented with a series of individual provisions of the measure that had been presented to them, as well as comprehensive pro and con arguments. After each additional set of information, voters were asked to indicate their support for the measure each time. Both measures retained majority support throughout, but as voters received additional information they supported the Medical Cannabis Act by a steadily wider margin (as detailed in **Figure 2**). At the end of the survey, the margin of support for the Medical Cannabis Act (47 points) was significantly wider than the margin of support for the Medical Marijuana Amendment (20 points).

FIGURE 2:
Progression of Support for Each Medical Marijuana Measure with Additional Information
(Split Sampled – Support to Oppose)

Measure	Ballot Language	Summary of Key Provisions	After Pro & Con Messages
Medical Cannabis Act	68% to 30%	69% to 30%	67% to 30%
Medical Marijuana Amendment	63% to 35%	58% to 40%	59% to 39%

- ✓ **Broader support for the Medical Cannabis Act builds from some of the measure’s key provisions.** Voters were also asked to indicate whether a range of individual provisions of each measure made them more likely or less likely to vote for it. Many of the provisions unique to the Medical Cannabis Act drew broad support, as shown in **Figure 3**. Even a provision allowing patients to grow medical marijuana at home, subject to certain restrictions, had a net positive impact on support.

FIGURE 3:
Impact of Key Provisions of the Medical Cannabis Act on Likelihood to Support the Measure
(Split Sampled)

Provision	More Likely to Vote Yes	Less Likely to Vote Yes
Requires all medicine to be tested in approved labs for quality, safety, and potency	62%	7%
Requires rules to ensure the medicine is affordable for low income patients	61%	15%
Requires the Health Department to oversee the program	48%	18%
Requires marijuana grown by a patient for his or her own medical use to be inspected and regulated just like that sold commercially	38%	26%
Allows one retailer for every 20 pharmacies in the state, with more to be added if the Health Department determines more are needed	37%	18%
Allows a patient living more than 20 miles from a store to grow a limited amount of marijuana for his or her own medical use	33%	29%

In sum, the survey results show that the prospects to win approval for a medical marijuana measure are quite good. While both potential measures receive broad support from Arkansas voters, the key provisions of the Medical Cannabis Act attract particularly broad support, and yield a wider margin of support for the measure as voters learn more about it.

ⁱ **Methodology:** The bipartisan polling team of Fairbank, Maslin, Maullin, Metz & Associates (D) and Public Opinion Strategies (R) conducted a survey of 600 registered Arkansas voters likely to participate in the November 2016 election. The survey was conducted via landline and cell phone from June 2 to 6, 2016. The margin of sampling error for the full study is +/- 4.0 percentage points at the 95% confidence level; margins of error for population subgroups will be higher. Due to rounding, some percentages may not sum to 100%.