



## MEMORANDUM

To: Interested individuals  
From: Scott Riding, Y<sup>2</sup> Analytics  
Date: March 2, 2015  
Re: Statewide survey of likely voters about medical cannabis policy in Utah

### **72% OF LIKELY VOTERS SUPPORT LEGAL MEDICAL CANNABIS FOR SERIOUS ILLNESSES**

Commissioned by Libertas Institute and the Drug Policy Project of Utah, Y<sup>2</sup> Analytics surveyed a sample of 400 likely voters about their views on medical cannabis use for certain types of serious illnesses.

72% of likely voters support a policy in Utah that allows medical specialists to recommend cannabis to patients suffering from serious illnesses like cancer, epilepsy, and Alzheimer's. Majority support is consistent across every identified demographic group, including 66% of Republicans (even 59% of self-identified Strong Republicans indicated support), 67% of self-described LDS or Mormon respondents, and 64% of respondents over 65.

52% of those surveyed have a friend or close family member who is suffering from cancer (34%), epilepsy (14%), or Alzheimer's (31%). Among those who personally know a patient of one of these serious illnesses, 74% support allowing specialist doctors to recommend cannabis to their patients.

Respondents demonstrated a strong deference to medical expertise, prioritizing pharmaceutical flexibility for doctors over governmental regulations. 66% of likely voters agreed with the statement "It should be legal for people with terminal illnesses to use drugs recommended by their doctor but that have not been approved by the FDA," while only 28% disagreed.

It is important to note that this survey did not ask respondents their opinions on non-medical cannabis use.

This poll of 400 likely voters was conducted Feb 26-28, 2015 and carries a +/- 4.9 percentage points margin of error. Live callers conducted the interviews over both landline phones and cell phones.

See attachment for complete survey details, including sampling methodology, full question wording, and results.

### **ABOUT Y<sup>2</sup> ANALYTICS**

Y<sup>2</sup> Analytics is a survey research and data analysis group based in Salt Lake City. For more information on this research, please contact:

Scott Riding, Managing Partner – 801-556-3204 – [scott@y2analytics.com](mailto:scott@y2analytics.com)

Y<sup>2</sup> Analytics  
60 South 600 East Ste. 150  
Salt Lake City, Utah 84102



# MEDICAL CANNABIS POLICY SURVEY 2015

## TOPLINE REPORT

### METHODOLOGY DETAILS

n=400 Likely General Election Voters in Utah  
Live phone interviews over landline and cell phones fielded February 26-28, 2015  
Margin of error +/- 4.9

For this survey 400 likely voters were sampled from the state’s file of active registered voters (see sampling details below). Sampling error is only one possible source of error in survey research. Results can also be affected by measurement error (e.g. question wording and question order), coverage error (e.g. counting as “likely voters” survey respondents who will not vote), and non-response error (e.g. the people who responded to the survey are systematically different from people who refused or were not reachable).

Before drawing the sample, a model of general election turnout was estimated using age, party registration status, length of registration, permanent absentee status, and past election turnout (one recent general election is used as the “dependent variable,” in this case the 2010 general election). This model produces a sampling pool of registered voters that can be randomly sampled based on their likelihood of voting. A Probability Proportionate to Size (PPS) sample was drawn using this predicted turnout estimate such that voters with a higher probability of voting have a higher probability of being selected in the sample. Thus, the final sample accurately approximates a population of general election voters.

The data were weighted to reflect non-response patterns and population proportions on age categories drawn from the PPS sample.

The research was sponsored by Libertas Institute and the Drug Policy Project of Utah.

**QINTRO.** Hello, I’m [name of interviewer] calling from KRS Research, a Utah survey research company. We’re talking to people today about current issues being discussed in the Utah Legislature. The survey responses are completely anonymous, and we won’t try to sell anything.

**QSCREEN.** Are you, or is anyone in your household employed with an advertising agency, newspaper, television or radio station, or political campaign?

Yes (INTERVIEW TERMINATED)	*
No	100%
Don’t know/Refused (INTERVIEW TERMINATED)	*



(IF PHONE NUMBER IS A CELL PHONE, ASKED QSAFETY, n=100)

**QSAFETY.** For your safety, are you currently driving?

Yes (INTERVIEW RESCHEDULED)	*
No	100%

---

**QTRACK.** Do you feel things in Utah are generally going in the right direction or do you feel things have gotten off on the wrong track?

Right direction	49%
Wrong track	37
Don't know / Refused (VOLUNTEERED)	14

---

**QCANNABIS.** Should doctors who specialize in treating serious illnesses like cancer, epilepsy, and Alzheimer's be allowed to recommend cannabis, sometimes referred to as marijuana, as a treatment for their patients with serious medical conditions, or not?

Yes, allowed	72%
No, not allowed	18
DK/REF	10

---



I'm going to read you a few statements. For each one, tell me whether you agree or disagree with the statement. (IF AGREE/DISAGREE) Would you say you strongly (AGREE/DISAGREE) or just somewhat (AGREE/DISAGREE)?

(IF NEEDED, CLARIFIED: Cannabis is another name for marijuana.)

(RESPONDENTS HEARD QPUNISH - QDANGER IN A RANDOMIZED ORDER)

**QPUNISH.** People with serious illnesses should be punished under Utah state law for using cannabis to treat their condition.

Strongly agree	6%
Somewhat agree	9
Somewhat disagree	23
Strongly disagree	54
DK/REF	7

**QNEWDRUG.** It should be legal for people with terminal illnesses to use drugs recommended by their doctor but that have not been approved by the FDA.

Strongly agree	37%
Somewhat agree	29
Somewhat disagree	16
Strongly disagree	12
DK/REF	6

**QDANGER.** Cannabis is more dangerous than drugs like cocaine, heroin, and methamphetamine.

Strongly agree	5%
Somewhat agree	6
Somewhat disagree	28
Strongly disagree	52
DK/REF	9

---



**QKNOW1.** Does anyone among your close friends or family members have cancer?

Yes	34%
No	65
DK/REF	1

**QKNOW2.** How about epilepsy? (IF NEEDED, CLARIFY) Does anyone among your close friends or family members have epilepsy?

Yes	14%
No	86
DK/REF	*

**QKNOW3.** How about Alzheimer's? (IF NEEDED, CLARIFY) Does anyone among your close friends or family members have Alzheimer's?

Yes	31%
No	68
DK/REF	1

**COMBINED QKNOW1-QKNOW3**

Know someone with cancer, epilepsy, or Alzheimer's	52%
Do not know someone with cancer, epilepsy, or Alzheimer's	48

---

And now just a few final questions for statistical purposes

**QPHONE.** Which of the following best describes you?

I only have a landline phone in my household and no cell phone	5%
I have both a landline phone and a cell phone	55
I only have a cell phone	39
REF	1

(IF QPHONE = I have a both a landline phone and a cell phone, ASKED QPHONEUSE)

**QPHONEUSE.** And of all the telephone calls that your household receives, how many calls come through your landline phone versus your cell phones? (n=219)

All or almost all calls are received on cell phones	25%
Some are received on cell phones and some on landline phones	53
Very few or none are received on cell phones	22
REF	1

**QPHONESTATUS.**

QPHONE AND QPHONEUSE RECODED

Wireless only	39%
Wireless mostly	13
Dual use	29
Landline mostly	12
Landline only	5
REF	2

**SEX.** GENDER (BY OBSERVATION)

Male	51%
Female	49

**QYEARBORN.** What year were you born? (RECODED TO AGE CATEGORIES)

18-34	14%
35-54	32
55+	54



**QPARTYID.** Generally speaking...do you think of yourself as a Republican, a Democrat, an independent or something else?

Republican	45%
Democrat	15
Independent – something else	29
No preference	5
Other	1
DK/REF	5

---

(IF QPARTYID=Republican OR Democrat, ASKED QINTENSE, OTHERWISE ASKED QLEAN)

**QINTENSE.** Would you call yourself a strong Republican/Democrat or a not very strong Republican/Democrat? (n=237)

Strong	66%
Not very strong	30
DK/REF	4

---

**QLEAN.** Do you think of yourself as closer to the Republican or Democratic Party? (n=163)

Republican	43%
Democratic	29
Neither (volunteered)	24
DK/REF	4

---

**PARTY8.** PARTY IDENTIFICATION RECODED TO 8 CATEGORIES

Strong Republican	30%
Not very strong Republican	16
Independent leaning Republican	17
Independent/DK	10
Independent leaning Democrat	12
Not very strong Democrat	3
Strong Democrat	11
Other	1

---



**QIDEOLOGY.** On most political matters do you consider yourself (ROTATED) conservative or liberal? (IF CONSERVATIVE/LIBERAL)  
Would you say you are strongly (CONSERVATIVE/LIBERAL) or moderately (CONSERVATIVE/LIBERAL)?

Strongly conservative	21%
Moderately conservative	33
Neither, middle of the road (volunteered)	26
Moderately liberal	14
Strongly liberal	5
DK/REF	1

**QTEAPARTY.** Would you say you have a favorable or unfavorable impression of the Tea Party movement? (IF FAVORABLE/UNFAVORABLE) And would you say it is a strongly (FAVORABLE/UNFAVORABLE) impression, or just somewhat?

Strongly favorable	14%
Somewhat favorable	22
Somewhat unfavorable	19
Strongly unfavorable	31
DK/REF	14

**QEDOFR.** What was the last year of school you completed?

Some high school or less	1%
High school graduate	13
Some college	25
College graduate	32
Post-graduate degree	24
Vocational or technical school	5
REF	1

**QMARRIAGE.** Are you currently...

Married	70%
Divorced	6
Widowed	10
Living with partner	1
Single	10
REF	2



**QRELIGION.** What, if any, is your religious preference?

Mormon or LDS	64%
Protestant	2
Roman Catholic	2
Jewish	*
Other Christian	7
Muslim/Islamic	*
Other non-Christian	*
Agnostic/Athiest	5
None	12
DK/REF	6

---

**QRACE.** Is your racial or ethnic heritage white, black, Hispanic or something else?

American Indian/Native American	1%
Asian	*
Black/African American	1
Hispanic/Latino	3
White/Caucasian	89
Pacific Islander	*
Other	2
Not ascertained	5

---

**QINCOME.** What do you expect your 2015 family income to be? Just stop me when I read the correct category.

Under \$25,000	10%
\$25,000 - 34,999	11
\$35,000 - 49,999	13
\$50,000 - 74,999	19
\$75,000 - 99,999	14
\$100,000 - 124,999	7
\$125,000 - 149,999	4
Over \$150,000	7
Prefer not to say	15

---



**COUNTY.** FROM REGISTERED VOTER RECORDS

Beaver	<1%
Box Elder	2
Cache	5
Carbon	2
Davis	12
Duchesne	1
Emery	<1
Garfield	<1
Iron	1
Juab	1
Millard	<1
Salt Lake	37
San Juan	1
Sanpete	2
Sevier	1
Summit	1
Tooele	3
Uintah	1
Utah	16
Wasatch	1
Washington	6
Weber	7

---

**CONGRESSIONAL.** FROM REGISTERED VOTER RECORDS

1st	25%
2nd	24
3rd	26
4th	25

---

Thank you for your time and opinions. Goodbye.