



TO Interested Parties

FROM Dave Metz and Miranda Everitt
FM3 Research

RE: Key Findings from a Survey of Mississippi Voters on Medical Marijuana

DATE June 12, 2020

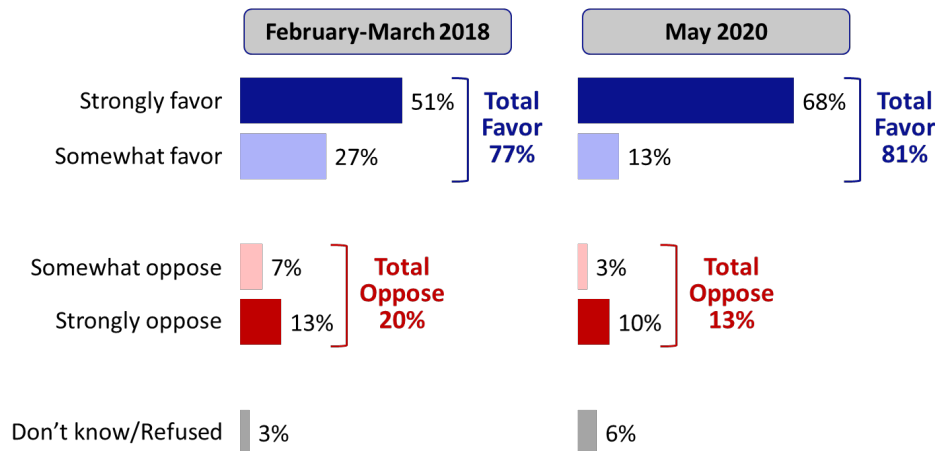
Fairbank, Maslin, Maullin, Metz & Associates (FM3) recently completed a telephone survey of 600 likely November 2020 general election voters in Mississippi to assess support for a potential medical marijuana ballot measure.ⁱ The study shows that **voters strongly favor allowing medical marijuana in the state -- both in concept, and when presented with the language of Initiative 65**. Moreover, majorities of voters support Initiative 65 rather than Alternative 65A, even after pro and con messaging.

Among the key specific findings of the survey:

- In principle, four in five (81%) of Mississippi voters support doctors being able to recommend marijuana to patients with medical conditions and serious illnesses -- and more than two-thirds (68%) do so strongly.** This represents an increase of breadth and intensity since spring of 2018. Support in principle includes 76% of Republicans, 82% of independents, and 89% of Democrats. Just 13% oppose the idea in principle.

Figure 1: Support for Medical Marijuana in Principle

Regardless of how you feel about this particular ballot measure, in general, do you favor or oppose allowing patients with medical conditions and serious illnesses to possess and consume marijuana if their doctors recommend it?

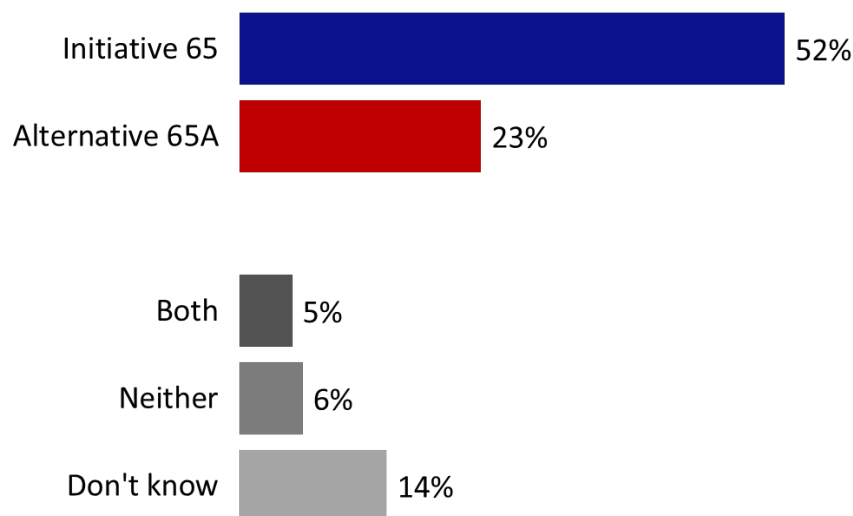


Support for medical marijuana is broad, cutting across all major demographic and geographic groups:

- 80% of women and 83% of men;
 - 89% of voters under age 50, and 78% of those over 50;
 - 75% of voters in north Mississippi, 82% in central Mississippi, 79% in south Mississippi, and 87% in the Gulf Coast region;
 - 86% of African Americans and 79% of white voters; and
 - 68% of frequent churchgoers.
- **Given the language of two medical marijuana measures slated for the Mississippi ballot in November 2020, three-quarters say they would vote "yes" on either.** Voters were provided with a two-stage question that follows the pattern of the Mississippi ballot -- first, whether they would vote "yes" on either medical marijuana measure or "no" on both; and second, which measure they would prefer. Fully 75% say they would vote "yes" on either Initiative 65 or Alternative 65A, with more than half (56%) saying this is "definitely" the case. Just 19% say they would vote "no" on both, and 6% are undecided.
 - **By a 29-point margin, Mississippi voters favor Initiative 65.** A majority (52%) support Initiative 65, while fewer than one-quarter (23%) say they prefer Alternative 65A.

Figure 2: Support for a Medical Marijuana Measure

The second question on the ballot asks which of the two measures would you vote to approve – Initiative 65 or Alternative 65A?



- **Initiative 65 is also durable in the face of messaging from opponents of Initiative 65 and supporters of Alternative 65A.** As shown in Figure 3, a balanced set of pro and con messaging increases support for Initiative 65 by 11 points to nearly two-thirds (63%) -- more closely in line with the share of those who favor medical marijuana in principle.

Figure 3: Support for the Measures Before and After Messaging

Vote	Total Initiative 65	Total Alternative 65A	Both/Neither /Undecided
Initial Vote	52%	23%	25%
Final Vote	63%	18%	19%
<i>Difference</i>	<i>+11%</i>	<i>-5%</i>	<i>-6%</i>

- **In 2016 and 2018, polling has accurately modeled the performance of medical marijuana measures.** Figure 4 shows that Arkansas' measure passed with a simple majority, outperforming public polling, while Florida's measure passed with 71 percent of the vote, as polling predicted. Montana's voters also approved medical marijuana with nearly three in five (58%) voters in favor. In Missouri in 2018, even with two competing Constitutional amendments on the ballot, voters very clearly distinguished between the two, favoring Amendment 2 by a 34-point margin.

Figure 4: Medical Marijuana Ballot Measures, 2016 and 2018

State	Actual Yes	Poll Yes	Difference
Arkansas Issue 6 (2016)	53%	49%	+4%
Florida Amendment 2 (2016)	71%	71%	--
Montana I-182 (2016)	58%	59%	-1%
North Dakota Initiated Statutory Measure 5 (2016)	64%	--	--
Missouri Amendment 2 (2018)	66%	65%	+1%
Missouri Amendment 3 (2018)	32%	N/A	--
Oklahoma State Question 788 (2018)	57%	60%	-3%
Utah Proposition 2 (2018)	53%	58%	-5%

In summary, Initiative 65 stands a strong chance of passage in November 2020 in Mississippi. There is substantial support for medical marijuana in principle, and voters clearly distinguish between Initiative 65 and Alternative 65A. This support cuts across major demographic and geographic groups, including Republicans, older voters and frequent churchgoers.

ⁱ **Methodology:** From May 24-31, 2020, FM3 completed 602 online and telephone interviews (on landlines and cell phones) with randomly selected Mississippi voters who are likely to participate in the November 2020 election. The margin of sampling error is +/-4.0% at the 95% confidence level; margins of error for population subgroups within each sample will be higher. Due to rounding, not all totals will sum to 100%.