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This November, voters in a number of Oregon cities and counties will be asked to weigh in on measures to tax or ban the retail sale of recreational marijuana. Although Measure 91 and subsequent legislation tasked the state with regulating recreational marijuana, cities and counties retained some local control. In counties where at least 55% of voters cast a ballot against Measure 91 in 2014, local officials may enact bans without additional voter approval. But for other localities, a majority of voters during a statewide general election must approve a ban. All cities or counties must earn majority support during a general election for any new tax. That makes the November 2016 election pivotal for local regulation of recreational marijuana across Oregon.

As 2016's election season approaches, Oregonians look back positively on one of the most notable ballot measures of 2014: Measure 91's legalization of recreational marijuana. Almost two years on, 61% of Oregon's voters think the legalization of recreational marijuana has had a positive impact. Less than a third of voters see a negative impact, and fewer than one in ten are unsure. For comparison's sake, 56% approved the measure at the ballot box in 2014.

While most voters in the state view legalization positively, older Oregonians are more skeptical than their younger counterparts. A majority of voters 65 and older (53%) think the impact of Measure 91 has been negative, more than double the share of voters under 65 (24%) who share this view. Portland-area voters are more positive than those from elsewhere in the state, though majorities in all areas think the impact is positive.

Republicans were the only other demographic group with a majority who view legalization negatively (52%). Democrats and non-affiliated voters or voters in another party overwhelmingly think that Measure 91 has had a positive impact (74% and 64%). Notably, these demographic differences are intertwined. The Portland area has a higher proportion of young and non-affiliated voters, while other parts of the state skew older and have a larger share of Republican voters. Relatedly, Oregon voters under 30 tend to lean Democratic, while middle-aged voters are more likely to be non-affiliated, and voters 65 and older are split fairly evenly between the two major parties.

Asked to consider a ban on recreational marijuana stores in their community, six in ten voters (60%) say they oppose prohibiting retail locations, while 35% support a ban. Portland-area voters are the most likely to oppose a ban on recreational marijuana sales (67%), while a smaller majority of voters from elsewhere in the state do so. Although these results are viewed by region, rather than by city or county, they reveal that a majority of Oregonians from all corners of the state do not desire bans on recreational retail locations.

Oregonians of all political affiliations were against a ban, but only a slight majority of Republicans think their communities should continue to allow recreational retail locations (52%), as compared to 65% of Democrats. Oregon's laws also authorize local governments to impose an additional tax of up to 3% on recreational marijuana, if a majority of voters approve the measure in a statewide general election. Seven in ten Oregonians say they would support an additional local tax on recreational marijuana (69%). For every voter in opposition (25%), there are two who say they strongly support their community taxing recreational marijuana (49%).

This high level of support was nearly universal across all demographic groups, including party and geography. Taken as a whole, these results reveal that revenue may reign supreme when it comes to recreational marijuana in Oregon: while 61% believe that legalization has had a positive impact, 69% support an additional tax or fee levied on the local level. "Though some may not view legalization positively in the abstract, an overwhelming majority believe their communities should seek benefits in the form of increased tax revenues," notes John Horvick, Vice President and Political Director of DHM Research.

"That few Oregonians support bans on retail locations only solidifies the view that recreational is here to stay. It will be interesting to see if views on legalization grow more positive as voters see tax dollars flow into local services."

Research Methodology: The telephone survey consisted of 517 registered Oregon voters. This is a sufficient sample size to assess voter opinions generally and to review findings by multiple subgroups. Respondents were contacted by a live interviewer from a list registered voters, which included cell phones (46% of the sample). Sample quotas were set by gender, age, area of

the state and political party to match the expected general election turnout. In gathering responses, a variety of quality control measures were employed, including questionnaire pre- testing and validation.

Statement of Limitations: Any sampling of opinions or attitudes is subject to a margin of error. The margin of error is a standard statistical calculation that represents differences between the sample and total population at a confidence interval, or probability, calculated to be 95%. This means that there is a 95% probability that the sample taken for this study would fall within the stated margin of error if compared with the results achieved from surveying the entire population. The margin of error for this survey is $\pm 4.3\%$.