



## **Executive Summary Legalization of Marijuana North Dakota**

### **Methodology**

Five hundred twenty-two eligible voters in North Dakota were interviewed on February 20<sup>th</sup> through 22<sup>nd</sup>, 2018. Interviews were conducted via the Internet using The Kitchens Group voter panel. The sample was balance for known demographic factors. The margin of error for this poll is a +/-4.2%, with a 95% confidence level.

### **Conclusions**

In November, North Dakota voters may be asked to vote on a referendum to legalize marijuana for recreational purposes. The measure would also seal the records of people convicted of marijuana possession. If the election were held today, would you vote. . .

Yes	46%
No	39%
Undecided	15%

A near majority of voters support the legalization of recreational marijuana. A majority of voters under 50 years old support the amendment, indicating the question needs to be on a November general election ballot.

The strongest argument for the legalization of marijuana is that it will benefit agriculture in North Dakota. By a 50% to 44% margin, undecided voters agree with this argument.

The results of this survey indicate that a campaign for legalization should move forward. There is a need to test a number of messages that could move the needed 5% of the voters in order to reach a majority support for the idea. With more than 65% of the voters supporting medical marijuana legalization in the previous referendum, it is easy to see full legalization reaching majority support.