

Myers Research: Cannabis referendum questions likely to increase voter turnout

Posted on Thursday, Oct 18, 2018

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Statewide poll shows majority of Wisconsin voters more likely to turn out because of cannabis questions

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MADISON, WI, UNITED STATES, October 18, 2018 — A statewide poll of likely Wisconsin voters suggests that Wisconsin voters in counties with cannabis referenda questions will be much more likely to vote on November 6th. According to the poll, 56% of polled voters said they were more likely to vote knowing a cannabis question was on the ballot with only 19% saying they were less likely to do so. The statewide poll was commissioned by Forever Wisconsin and conducted by Myers Research | Strategic Services.

The statewide poll confirmed results of previous polling on cannabis legalization, indicating strong support of 64% for to 29% against full cannabis legalization. In other polling, medicinal legalization has even greater support which suggests even higher levels of support in counties with medicinal cannabis questions like Portage.

The following counties and cities will have an advisory cannabis referendum on their November 6th ballot: Brown County, Clark County, Dane County, Eau Claire County, Forest County, Kenosha County, La Crosse County, Langlade County, Lincoln County, Marathon County, Marquette County, Milwaukee County, Portage County, Racine County, Rock County, Sauk County, City Racine and City Waukesha.

According to Andrew Myers of Myers Research, majority support exists across all

demographics for cannabis legalization with the only exception being Republicans. “Democrats, independents, men, women, old, young, professionals and blue-collar workers all favor legalization,” said Myers. “It is therefore not surprising that every major area of Wisconsin—Milwaukee, Dane, Brown, and the western area—show majority support for the legalization of cannabis according to the poll.”

Sixteen counties and two cities will have a cannabis legalization question that focuses on full legalization, medicinal-use or a combination of both. These questions, while advisory in nature, are the first opportunity in the history of Wisconsin for voters to directly register support or opposition for cannabis at the ballot box.

These findings are based on a survey of 500 registered voters, 18 years or older. Calling took place October 5-10, 2018, and interviews were conducted by professional interviewers supervised by Myers Research | Strategic Services staff. The data were stratified to reflect the projected geographical contribution of the total expected voter. The margin of error associated with these data at a 95 in 100 percent confidence level is +/- 4.4 percent. The margin of error for subgroups is greater and varies.