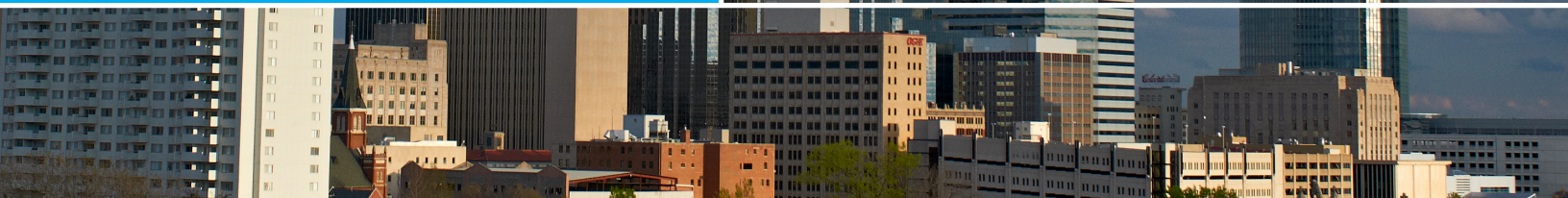


SOONER SURVEY

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Oklahoma Not Ready for Rocky Mountain High

Voters strongly oppose legalization of Marijuana

By: Pat McFerron, President, Cole Hargrave Snodgrass and Associates, Inc.

With a major candidate for mayor of Oklahoma City trumpeting his recovery from marijuana addiction, a prospective Democrat candidate for US Senate introducing legislation to legalize marijuana and a libertarian element of the Republican Party voicing support for such a move, we decided it was time to look at the views of Oklahomans on the topic of legalizing marijuana. While most Oklahomans are familiar with the recent changes in Colorado, few are aware a medical marijuana state question received support from just under 49% of voters in Arkansas in 2012. So, we have an idea of what two bordering states think, but what about Oklahoma?

As we do not see the issue of legalizing marijuana as one of great interest to our normal readers – and more an indication of a movement of social mores -- we did not do an extensive study, and instead created just a baseline question. While there is little doubt that changes to the question such as addressing medical marijuana could alter the findings, we believe this question sets a baseline for watching changes in the future, regardless of how the issue becomes nuanced.



When asked if Oklahoma should make the recreational use of marijuana legal, not only do more than twice as many oppose (65%) as support (30%), but 59% “strongly oppose” its legalization. To put that in perspective, more Oklahomans strongly oppose legalization of marijuana than have a strongly unfavorable impression of Barack Obama (52%) and more oppose its legalization than have an unfavorable impression of the president (62%).

Opposition to legal weed is strongest among Republicans (24% favor vs. 72% oppose; 68% strongly oppose) likely closing the door for any of the pro-pot strains of the libertarian movement in the party to be successful in a

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primary situation especially when considering that 82% of the most active primary voters oppose this change. It is also clear this aspect of the Tea Party coalition is not a significant voting power within the state as even among those saying they are members of the Tea Party (86% oppose) or supporters of the Tea Party (79% oppose) opposition is very strong.



Democrat opposition is almost as strong (35% favor vs. 60% oppose; 53% strongly oppose). **Pro-Obama Democrats tend to be the most liberal part of the Oklahoma electorate, and among these voters, a majority still oppose its legalization** (38% favor vs. 54% oppose).

As one might expect, opposition is very high among the most religious in Oklahoma. Those who consider moral issues as the most important cluster when they vote oppose by a wide margin (23% favor vs. 77% oppose), but majorities of all groups are opposed. Among those interested in public safety, the issue is the closest (39% favor vs. 59% oppose) – but that group represents only 8% of the total voting population.

Among regular churchgoers, only 18% support legalization, while 79% oppose. Even among

those who “seldom” go to church 59% oppose legalization. The strongest correlation comes from the 16% saying they “never” attend church – here, 60% support the question and 32% oppose.

To demonstrate that connections between seemingly unconnected issues do exist, one of the only voter blocs even breaking even on the issue of legalizing marijuana is among the 7% who believe taxes are too low in Oklahoma (42% favor legalization; 42% oppose).

Some proponents of legalizing marijuana will inevitably claim that time is on their side as the voting population ages and support grows. This may well take a great deal of time in Oklahoma. While senior citizens are the most likely age group to be opposed (17% favor vs. 78% oppose), **a majority of those under 45 years of age are also opposed** (45% favor vs. 52% opposed) – though it is much closer. It is yet to be seen if attitudes toward legalization change as voters age, or if they bring their support with them. When looking at those currently between the ages of 55 and 64 (making them high school graduates in the 1968–78 era) we see support almost identical to those currently under 45.

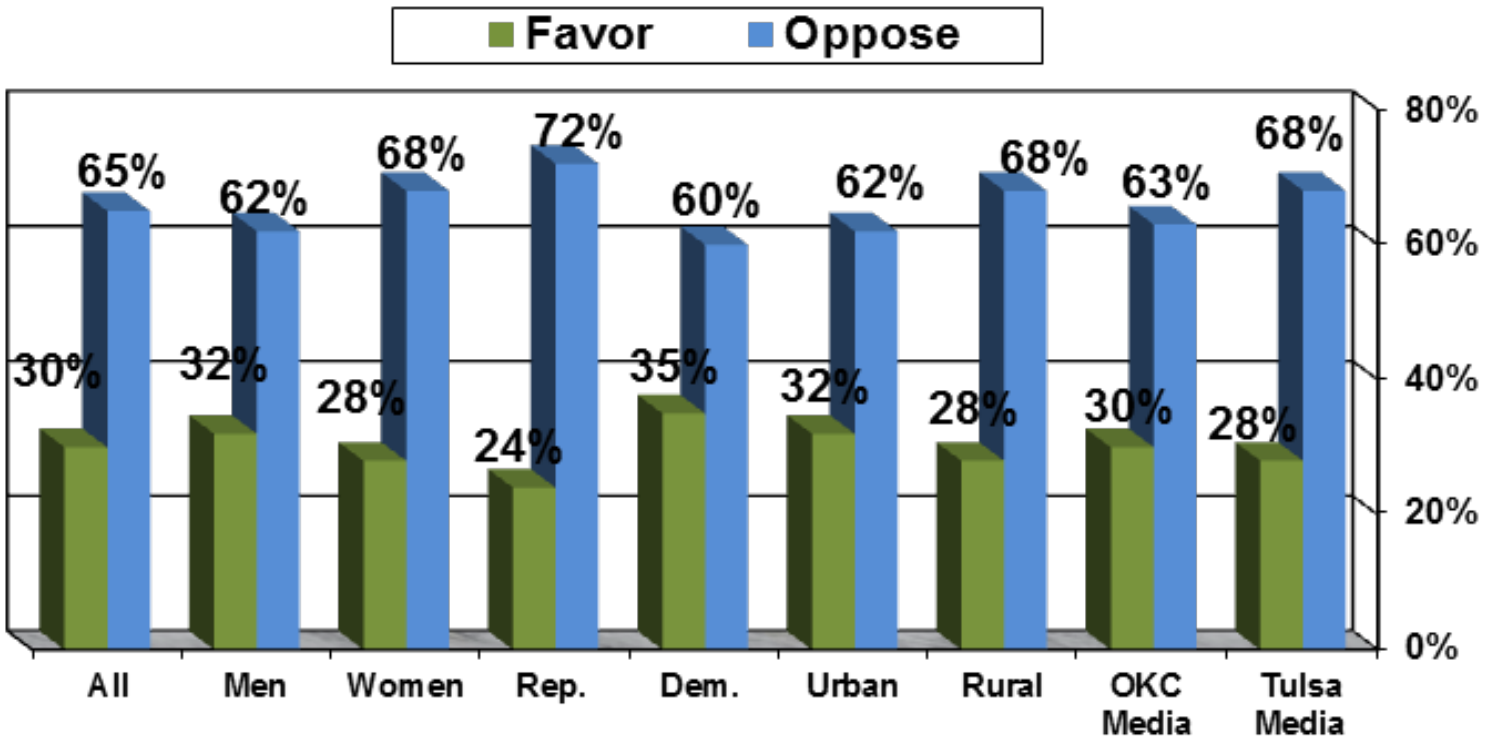
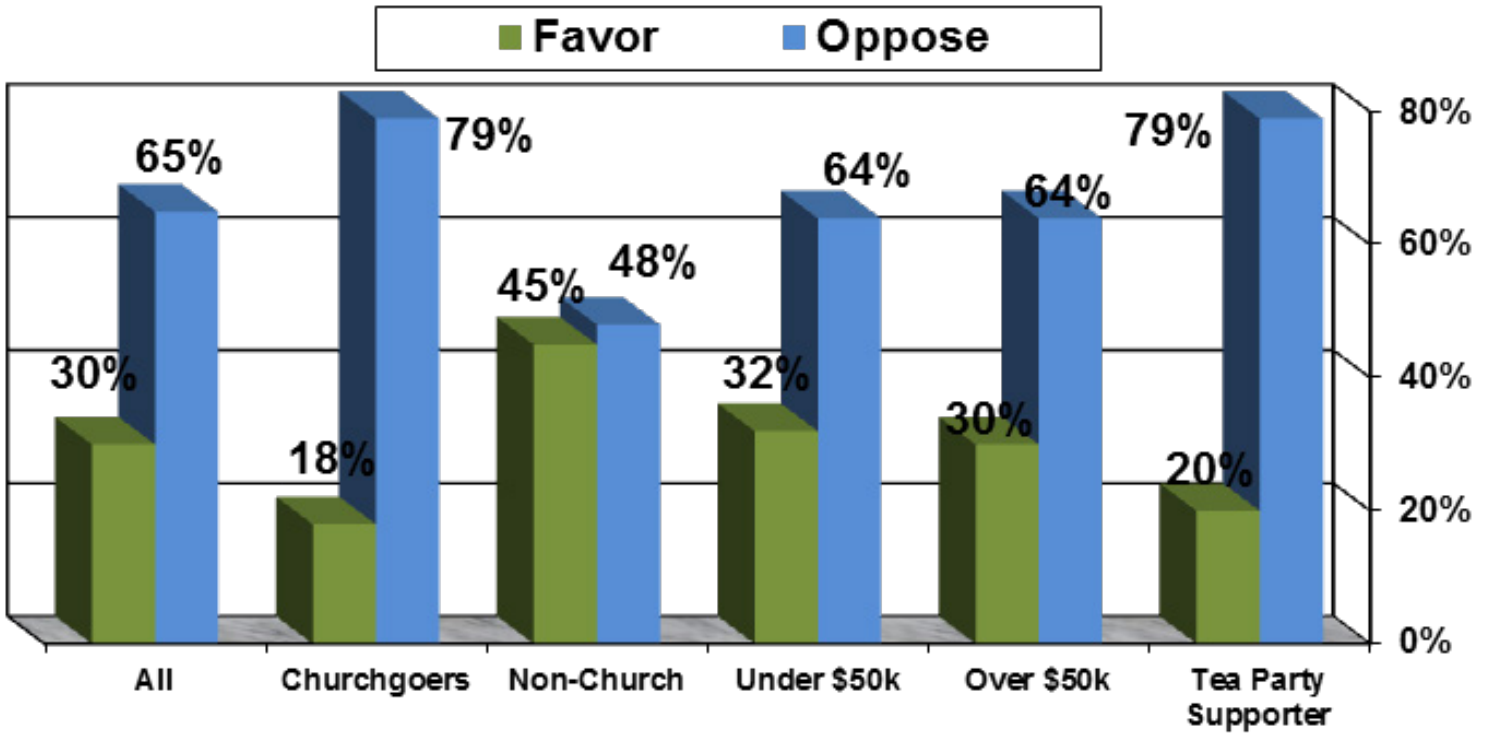
Unless national trends change, this will likely be an issue that will be discussed for quite some time in Oklahoma. This, as well as many other social issues will be interesting to watch in coming years – and provide an opportunity to compare Oklahoma to other states – even our neighbors.

Key Facts

- More Oklahomans oppose legalization than oppose Obama.
- Republican primary voters lead opposition to legalizing marijuana.
- More Oklahoma voters say they “strongly oppose” legalization than are “strongly pro-life”.
- While competitive among those under 45, a majority of those voters still oppose legalizing marijuana.

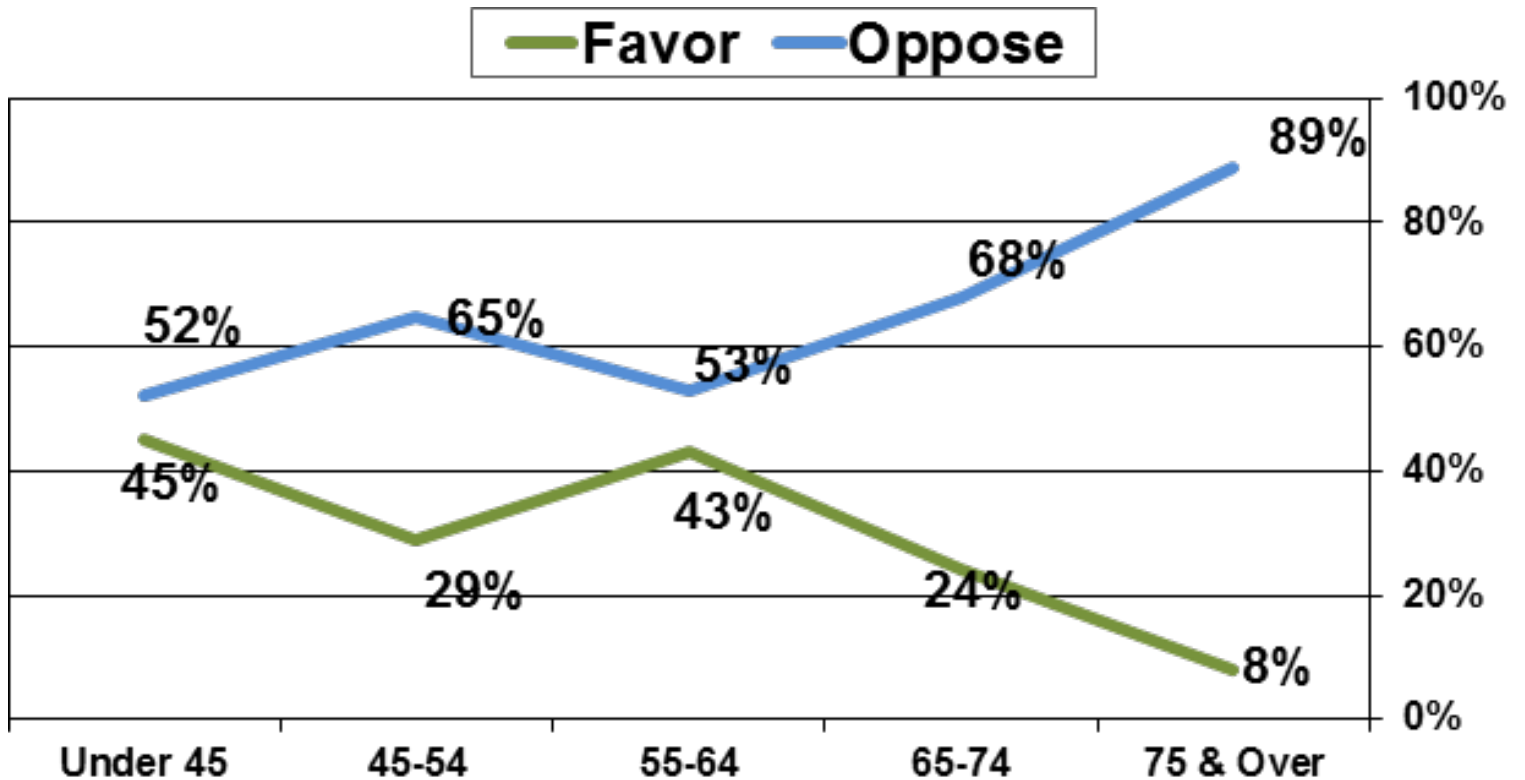
Recently, Colorado has made the recreational use of marijuana legal. Do you favor or oppose making the recreational use of marijuana legal in Oklahoma? Would you say you strongly favor/oppose or only somewhat favor/oppose?

Strongly favor	21%
Somewhat favor	9%
Somewhat oppose	6%
Strongly oppose	59%
Undecided (vol.)	5%



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During his 20 years with Cole Hargrave Snodgrass & Associates, Pat McFerron has supervised polling and telephone voter contact programs in more than 40 states – including polling for numerous successful gubernatorial, U.S. Senate, congressional and legislative clients throughout the nation. McFerron has been the pollster for all of the recent successful OKC initiatives, including Big League City, MAPs for Kids and MAPs 3, as well as Oklahoma’s historic right-to-work effort and many other state questions. McFerron also oversees marketing research projects for CHS clients who range from Fortune 100 companies to non-profits, universities and entrepreneurial start-ups.

This edition of Sooner Survey was taken January 13-17, 2014. It was a telephone survey of 500 registered voters in Oklahoma. The confidence interval associated with this sample is that 95% of the the time, the results are within 4.3% of the true values.

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