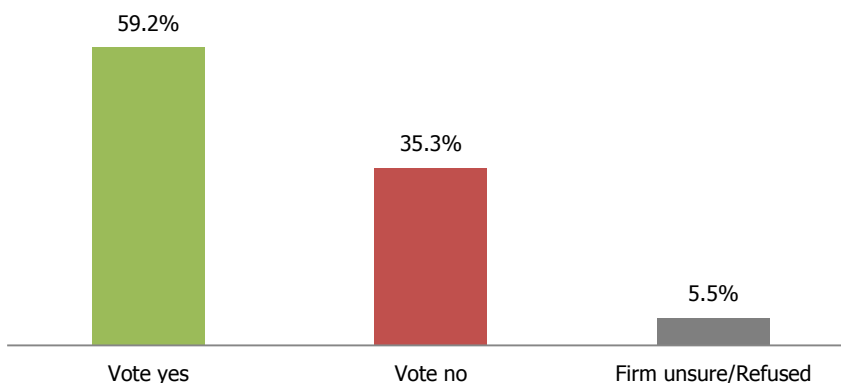


# RESULTS MEMORANDUM

TO: Interested Parties  
 FROM: Adam D. Probolsky  
 Probolsky Research LLC  
 SUBJECT: California Voters Approve of Medical Marijuana Regulation  
 DATE: January 31, 2012

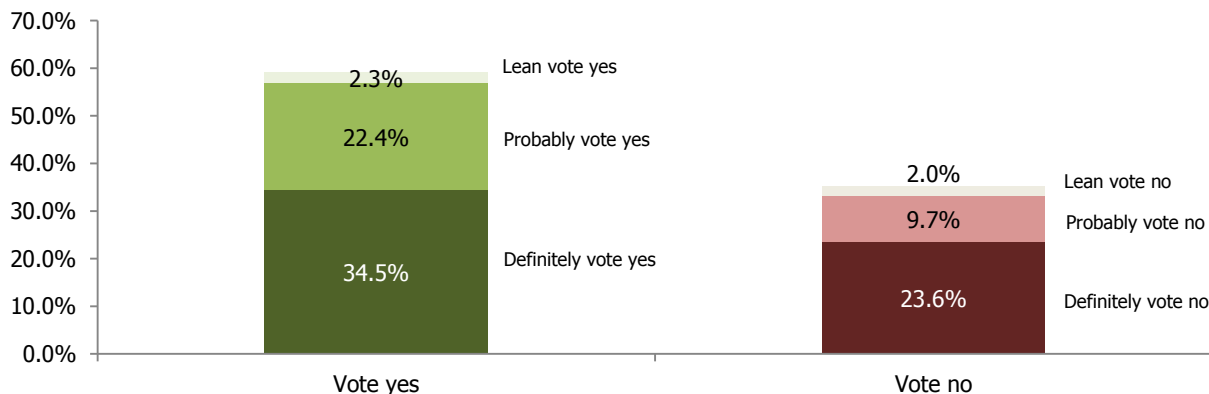
From Tuesday, January 24 through Wednesday, January 25, Probolsky Research conducted a telephone survey of likely November, 2012 General Election voters in California.

**Our research revealed that a majority (59.2%) would vote for the California Medical Marijuana Regulation Act**, a potential initiative that could appear on the ballot in November:



**Question:** *The California Medical Marijuana Regulation Act may appear on the November ballot in California. It reads: "Creates a state enforcement division to regulate and control all entities involved in the commercial cultivation, manufacture, distribution, and sale of medical marijuana in California; requires their mandatory registration with the state; and establishes a state excise tax of upon all medical marijuana grown for sale in California." If the election were held today, would you vote Yes to approve or No to reject this initiative? [RECORD] [IF VOTE YES OR VOTE NO>>>] And would you say that you would DEFINITELY vote [yes/no] or PROBABLY vote [yes/no]? [IF UNSURE] Would you say that you lean one way or another?*

The intensity of voter support for the initiative is higher than that of the opposition (34.5% *definitely* would vote yes, vs. 23.6% who would *definitely* vote no):



The proposal enjoys particularly high support among the following demographics:

- Democratic and DTS voters (65.8% and 67.4% vote yes, respectively)
  - Democratic voters aged 55+ are especially supportive (70.0% vote yes)
- Foreign-born voters (67.5% vote yes)
- High propensity voters (4/5) are more likely to vote yes (67.6%) than very high propensity (5/5) voters (54.5% vote yes)
- Those who feel that California is on the right track (68.4% vote yes)
- Asian voters (66.7% vote yes)

A total of 750 surveys were collected. A survey of this size yields a margin of error of +/-3.7% with a 95% degree of confidence. Interviews were conducted in both English and Spanish with voters on both landline and cell phones.

**Probolsky Research LLC specializes in opinion research on behalf of government, corporate, political and media clients.**