



July 27, 2017
MEMORANDUM

TO: INTERESTED PARTIES
FR: DAVID FLAHERTY, MAGELLAN STRATEGIES
RE: EAGLE COUNTY MARIJUANA TAX SURVEY SUMMARY

This memorandum is a summary of a landline and cell phone survey of 400 Eagle County voters that are likely to vote in a November 2017 election. The interviews were conducted on July 24th - 25th, 2017. The survey results have a margin of error of +/- 4.87% at the 95 percent confidence interval. The survey results were slightly weighted to reflect past voter turnout demographics of an odd-year election.

This survey finds majority support among likely 2017 Eagle County voters for a marijuana sales and sales and excise tax "up to 5%". However, the level of support depends on how the marijuana sales and excise tax revenue is spent.

Key Findings:

- Among likely 2017 Eagle County voters, 72% would support new sales and excise taxes on the sale of marijuana if the taxes collected were put toward the Eagle County General Fund.
- Among all of spending options tested in the survey, mental health and substance abuse services received the strongest support, with 78%.
- Overall, voter support levels for a marijuana sales and excise tax declines to the mid to low 50% range when the revenue is put toward multiple projects and programs.
- Among all three political party subgroups (Democrat 87%, Unaffiliated 75% and Republican 75%) voter support for the marijuana tax is very strong when the funds are put towards mental health and substance abuse services only. However, support for the marijuana tax declines by 23% among Democrats and 18% among unaffiliated voters when the funding is put towards additional law enforcement officers only.
- Among all respondents, 58% support a marijuana sales and excise tax if the funds are put towards local workforce housing.

Eagle County Voter Support for Marijuana Sales and Excise Tax Increases is Strong

A strong majority of 72% of likely 2017 voters in Eagle County would support a sales and excise tax increase on marijuana sales.

“Would you support or oppose a ballot measure that would impose up to a 5% sales tax and up to a 5% excise tax on the sale of marijuana, which is expected to generate up to \$3 million dollars annually, if the taxes collected were going into the Eagle County General Fund to fund community driven projects?”

	All Voters	Men	Wom	Unaf	Dem	Rep	CC1*	CC2*	CC3*	65+
Total Support	72%	70%	73%	72%	76%	68%	70%	81%	65%	63%
Total Oppose	20%	21%	19%	16%	20%	24%	20%	11%	29%	30%
Undecided	8%	9%	8%	12%	4%	8%	10%	8%	6%	7%
Strong Supp.	49%	46%	50%	49%	47%	51%	48%	61%	37%	42%
SMWT Supp.	23%	24%	23%	23%	29%	17%	22%	20%	28%	21%
Strong Opp.	12%	12%	11%	9%	10%	15%	9%	8%	17%	20%
SMWR Opp.	8%	9%	8%	7%	10%	9%	11%	3%	12%	10%

*CC denotes responses by County Commissioner district.

The following is a ranking of the different funding options tested in the survey by level of support.

Eagle County Voter Marijuana Tax Increase Support by “Funding Option”

- To fund mental health and substance abuse services78%
- To fund the Eagle County General Fund & community driven projects72%
- To fund law enforcement officers, mental health, substance abuse services.....66%
- To fund additional law enforcement officers.....59%
- To fund local workforce housing58%
- To fund law enforcement, mental health, sub. abuse, workforce housing54%
- To fund law enforcement, mental health, sub. abuse, community projects50%

Conclusion

The findings of this survey clearly indicate that Eagle County voters would approve a marijuana sales and excise tax. The question for Eagle County decision makers is how the funds would be spent.

