

TRACKING SURVEY

Cannabis Referendum Support

TWELVE MONTHS
NOV 2018 to NOV 2019

NOVEMBER 2019

COMMISSIONED BY
HELIUS THERAPEUTICS

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REPORT

This report tracks the results of a series of nationwide online surveys of adults representing the 18+ population at the 2013 census. The latest survey of 1199 respondents was conducted between 11 and 17 November 2019. Respondents were members of Horizon's national panels and a third-party nationwide research panel.

Results are weighted by age, gender and party voted for at the 2017 general election. At a 95% confidence level, the maximum margin of error is $\pm 3.1\%$ for a single measure, although it is higher when comparing sub-groups or two different time periods.

The tracking surveys measure intended voting in a forthcoming binding referendum on legalising personal use of cannabis

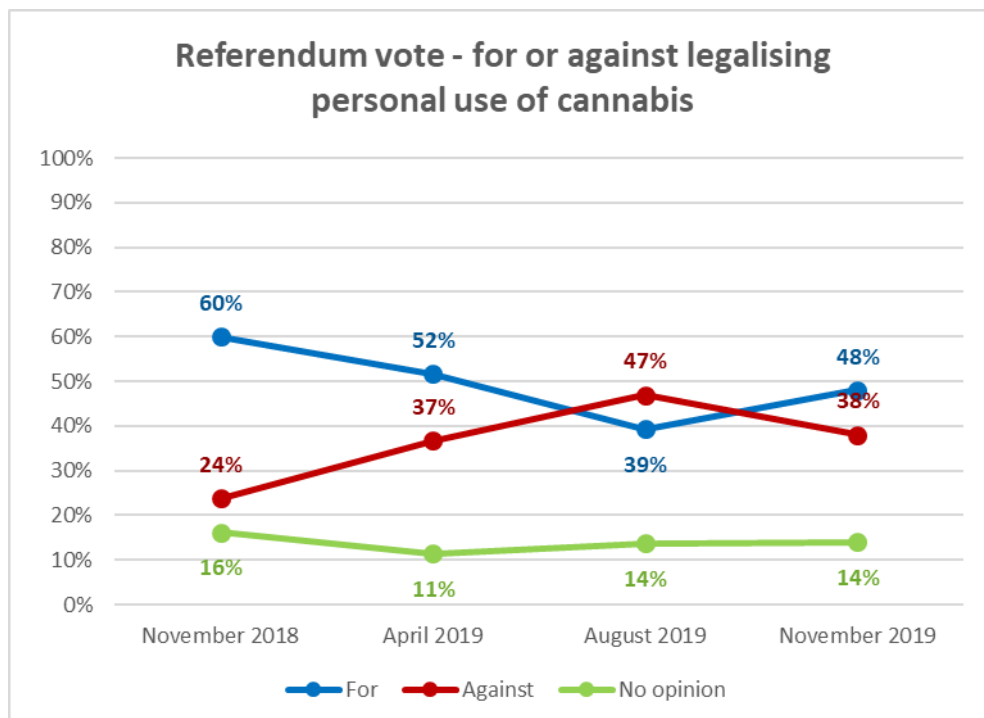
Referendum voting

1.1 Overall support

The percentage of the total population who would vote **for** legalising personal use of cannabis has gone up to **48%**. The decline that had been occurring between April and August 2019 has now mostly been reversed.

The percentage of the total population who would vote **against** legalising personal use of cannabis has decreased since August 2019 and is now **38%**.

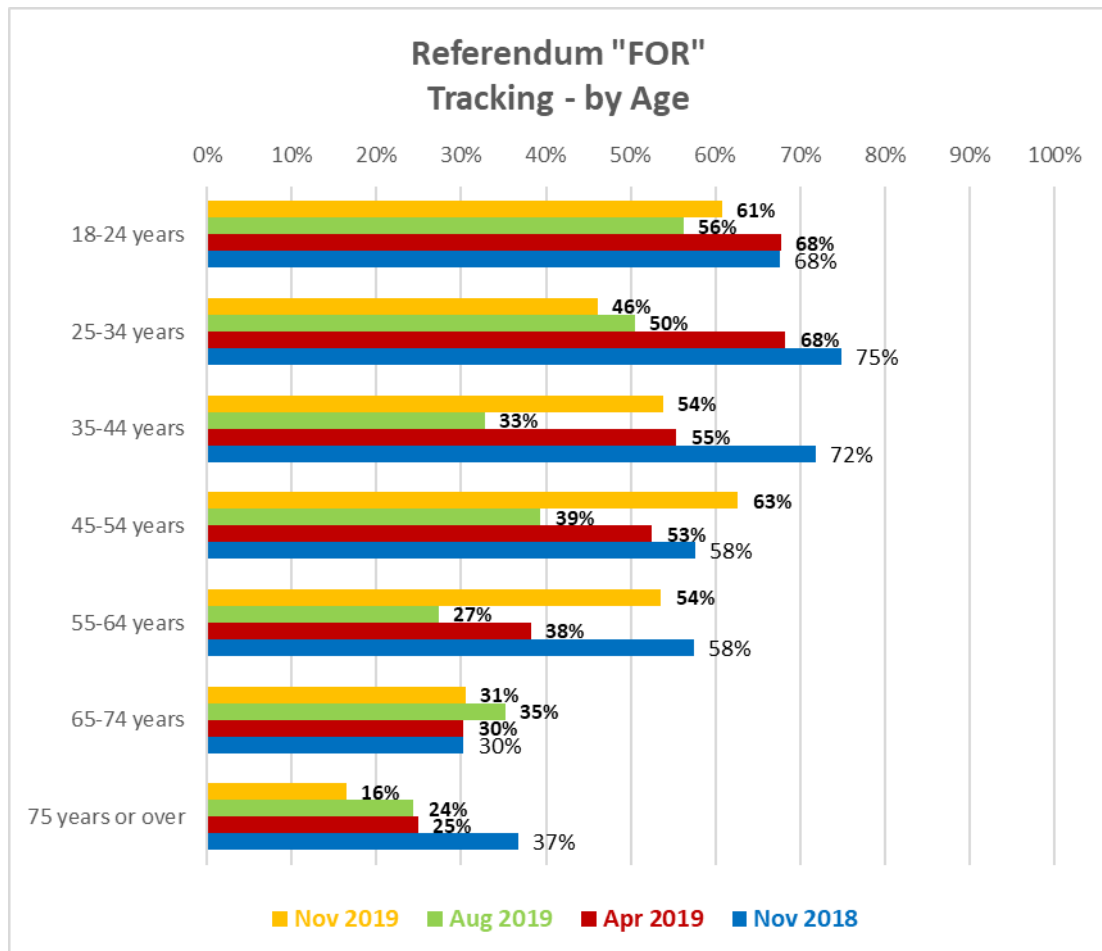
The number with **no opinion** is effectively stable on **14%**.

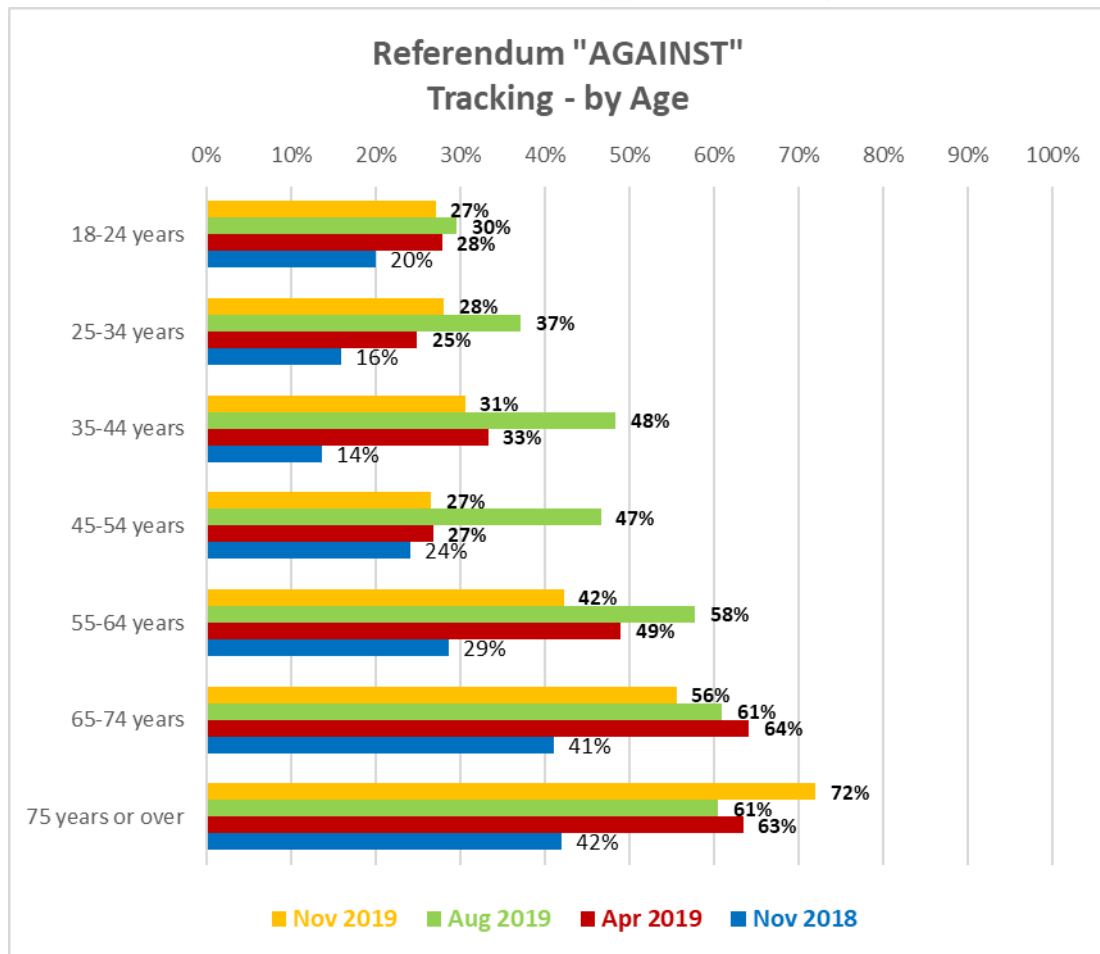


1.2 By age

The increase in overall support comes from two main areas – the 35 to 64 year old group (see below) and an increase in support from Labour and the Green voters.

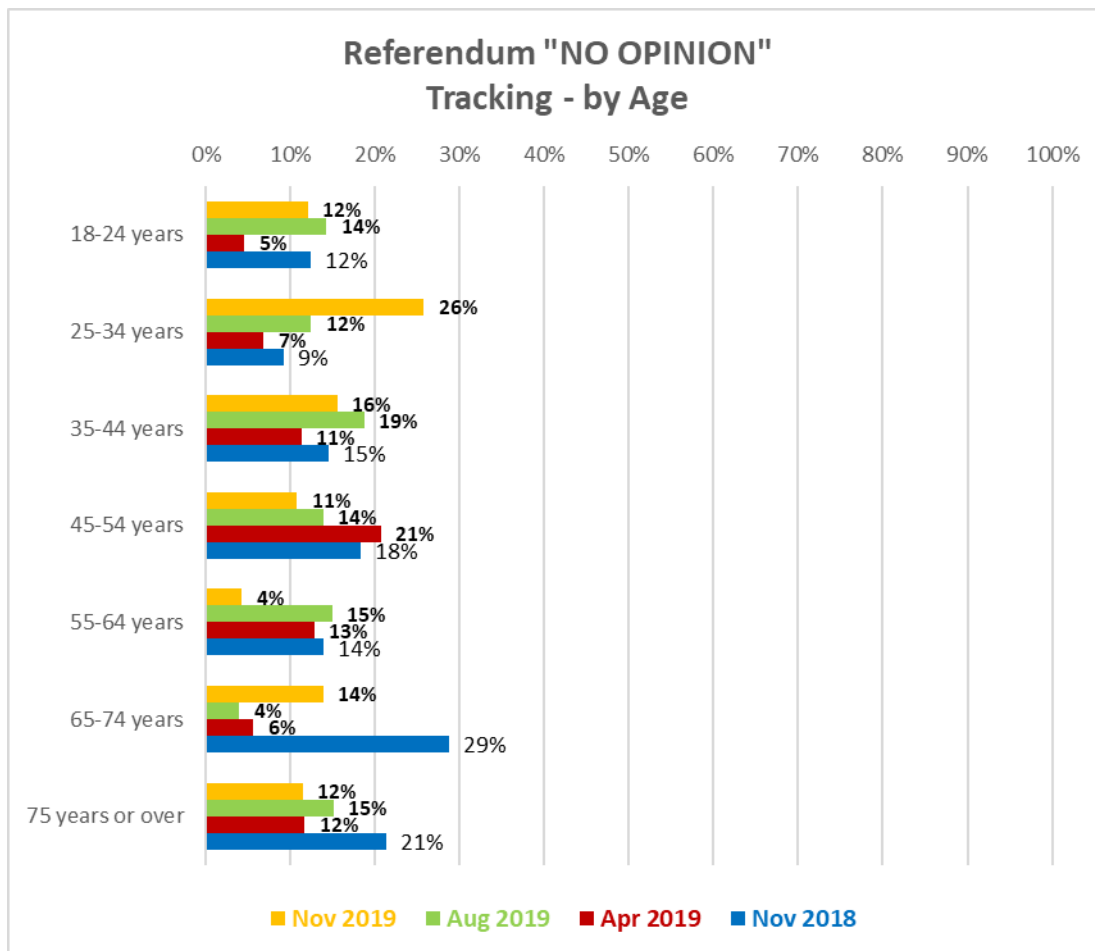
While National and New Zealand First voters have withdrawn some support, the increases from Labour and the Greens outweigh them.





Here we see the relatively high levels of opposition in August 2019 (the green bars). It has dropped away a lot in three months (the gold bars).

The November 2019 results show that the percentage of respondents with “No opinion” has grown for those aged below 45 years. The greatest growth level is among 18-24 year olds (up 9%) and 35-44 year olds (up 8%).



1.3 By gender

Having been more in favour than male respondents in August 2019, female voters are now effectively equal in opposition with males, but have almost double the “No Opinion” scores.

At this time, do you think you will vote for or against legalising cannabis for personal use in New Zealand?	All	SEX	
		Male	Female
For	48%	53%	42%
Against	38%	37%	40%
No opinion	14%	10%	18%
N (unweighted)	1199	520	667

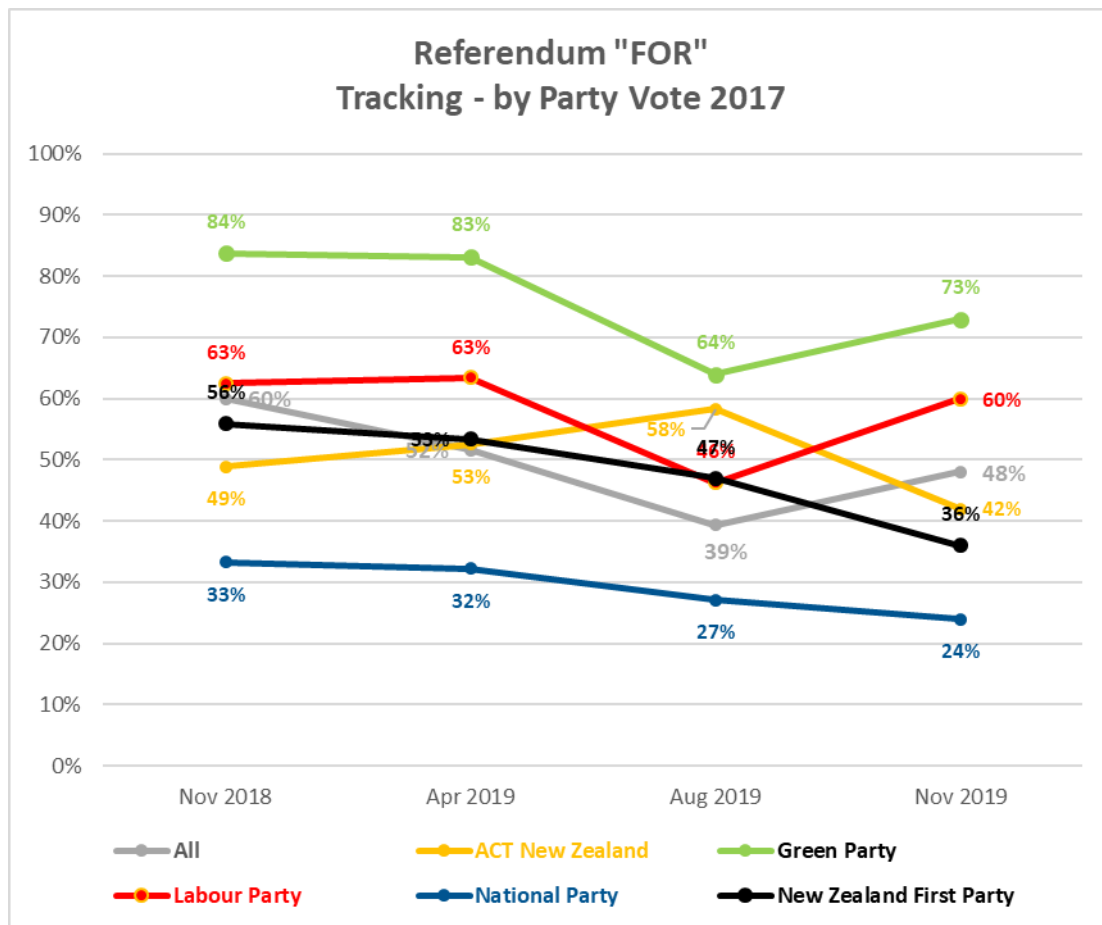
Note that there were 12 people who described themselves as gender diverse but due to the low sample size they have not been reported on as a separate group.

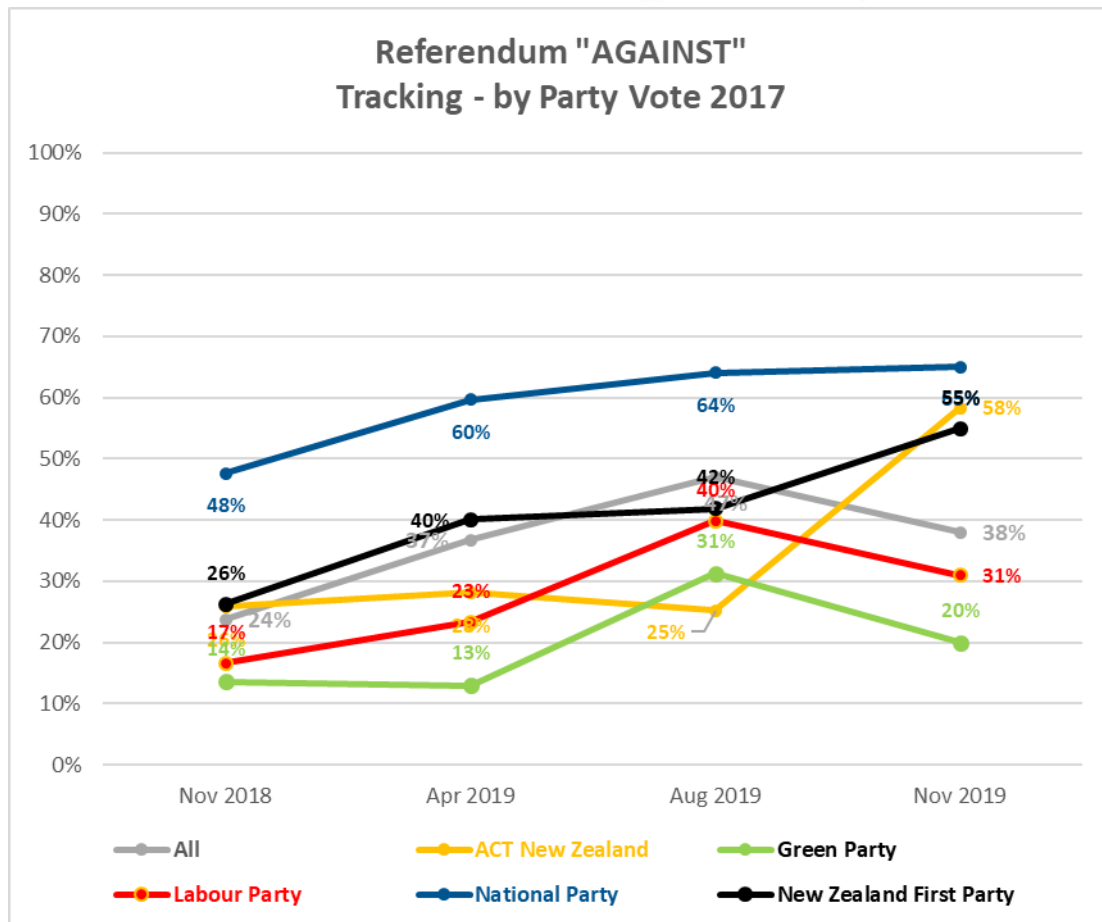
1.4 By Party Vote in the 2017 general election

Support for a “For” vote in the referendum had fallen in August to the point where there was quite a big gap between supporters and those “Against”.

This gap has now been almost completely reversed, indicating the potential for volatility in the referendum.

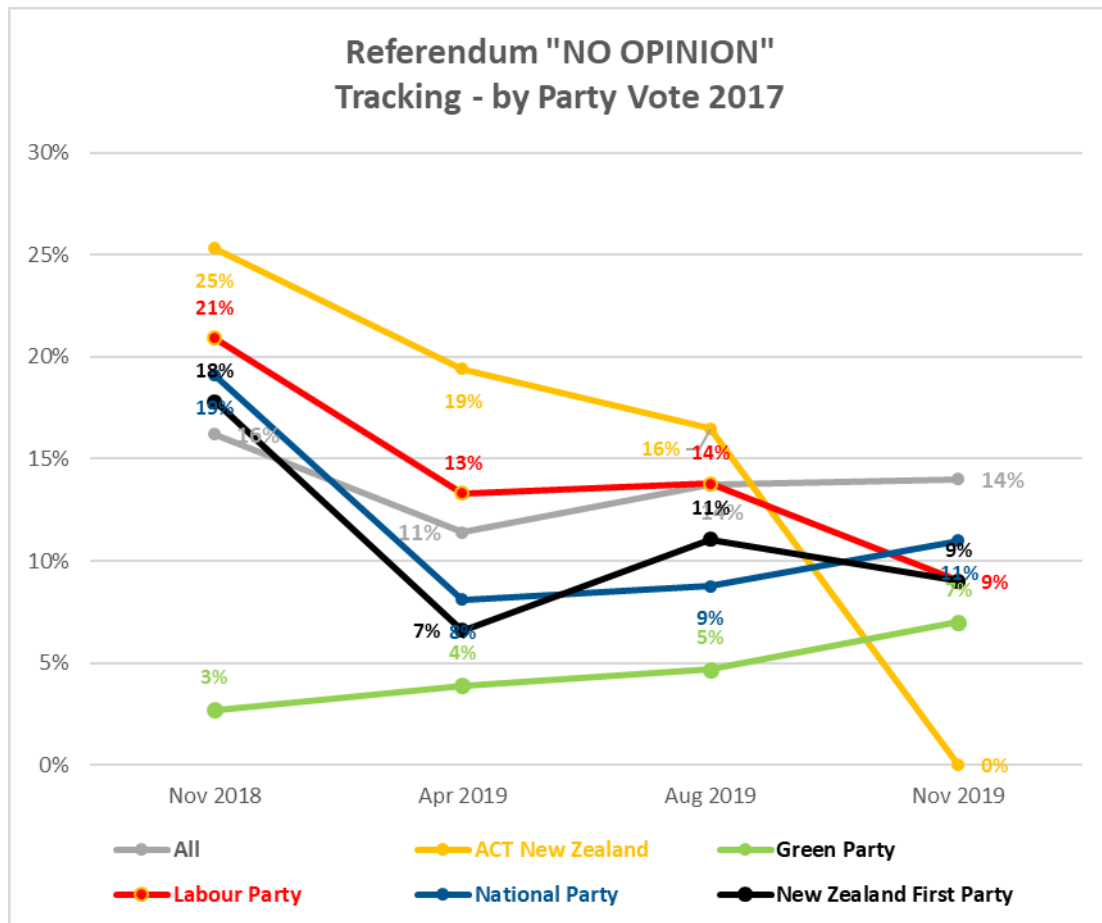
Among National voters, support continues to fall and opposition grows. This may be a sign of political allegiance taking even more of a role in the referendum, as we can see support among both Green and Labour voters has increased.





“Against” levels among Green and Labour party voters has reduced since the August measure while National and New Zealand First voters have increased their opposition.

This may well be reflective of an increasing political party influence on voters, especially coming from current or past leaders.



Note the zero per cent “No Opinion” for Act voters; they seem to have made up their minds.

With one-seventh (14%) of adults saying they have “No Opinion” and the difference between “For” and “Against” currently at 10% it is likely the referendum will be a near run thing.

Tables of results by age, sex, and party vote in the 2017 general election accompany this report.

APPENDIX 1 – METHODOLOGY AND SAMPLE

Results are from a nationwide online survey of 1199 adults representing the 18+ population at the 2013 census, conducted between November 11 and 17, 2019. Respondents were members of Horizon's panels and a third party representative nationwide research panel.

Results are weighted by age, gender and party voted for at the 2017 general election to ensure a presentative population sample. At a 95% confidence level, the maximum margin of error is $\pm 3.1\%$.

Tracking survey ample sizes

Survey date	Sample
November 2019	1199
August 2019	1003
April 2019	1161
November 2018	995

Contact

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Data ownership and use

The survey was commissioned by Helius Therapeutics Limited. To comply with Research Association New Zealand rules, any results for publication must first be checked for accuracy by Horizon Research.

APPENDIX 2 – TABLES

At this time, do you think you will vote for or against legalising cannabis for personal use in New Zealand?	All	SEX	
		Male	Female
For	48%	53%	42%
Against	38%	37%	40%
No opinion	14%	10%	18%
N (unweighted)	1199	520	667

Note that there were 12 people who described themselves as gender diverse but due to the low sample size they have not been reported on as a separate group.

At this time, do you think you will vote for or against legalising cannabis for personal use in New Zealand?	All	AGE GROUP						
		18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65-74 years	75 years or over
For	48%	61%	46%	54%	63%	54%	31%	16%
Against	38%	27%	28%	31%	27%	42%	56%	72%
No opinion	14%	12%	26%	16%	11%	4%	14%	12%
N (unweighted)	1199	121	143	195	174	116	286	164

At this time, do you think you will vote for or against legalising cannabis for personal use in New Zealand?	All	PARTY VOTE 2017													
		ACT New Zealand	Conservative Party	Green Party	Labour Party	MANA Movement	Maori Party	National Party	New Zealand First Party	The Opportunities Party	United Future	Other party	Chose not to vote	Was not eligible to vote	Don't know or can't remember
For	48%	42%	18%	73%	60%	34%	72%	24%	36%	76%	49%	35%	53%	71%	45%
Against	38%	58%	82%	20%	31%	0%	21%	65%	55%	8%	51%	65%	30%	20%	42%
No opinion	14%	0%	0%	7%	9%	66%	6%	11%	9%	16%	0%	0%	17%	9%	13%
N (unweighted)	1199	13	9	89	248	2	15	249	75	20	2	5	11	9	15

APPENDIX 3 – TRENDS

