



September 22, 2022

TO: Grace Reeder, The i-71 Committee
FR: brilliant corners Research & Strategies
RE: Initiative 71 survey results¹

Voters in Washington, DC support the legalization of marijuana and strongly oppose council action to overturn i-71. As this memo will show, voters have a host of concerns much more pressing than marijuana, and while they are open to reform and market regulation for the i-71 market they show no tolerance for council action that would result in i-71 closure or shut down.

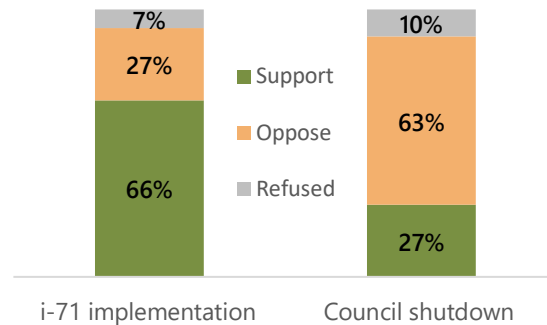
Nearly three quarters (72 percent) of voters support legalization for adult use, with nearly half of voters (46 percent) strongly in support. When presented with information about i-71's passage and the resulting gift economy, fully two thirds (66 percent) support the implementation of i-71 in the District. 76 percent of white voters and 77 percent of voters under 50 support the gift economy, and while support is particularly strong in Northwest (71 percent) and Northeast (69 percent), i-71 also enjoys majority support in Southeast (53 percent).

There are a great many issues voters are anxious about and want to see the City Council address, and marijuana is the least important across the city. The most notable concerns are *getting illegal guns off the street* and *reducing crime and violence* (81 percent rate each as extremely important). Over three quarters say *addressing homelessness and mental health* (79 percent) and *more affordable housing* (76 percent) are extremely important. Out of the dozen issues presented to voters, *regulating marijuana* is by far the least important for the council to address, with only 26 percent ranking it as extremely important.

Results from a survey by brilliant corners Research & Strategies of 610 likely voters in Washington, DC on behalf of the i-71 Committee. Interviews were conducted September 6th-12th, 2022 via live callers to both landline and cellphones. The margin of error for this poll is +/- 3.97%.

When asked about the primary causes of crime in DC, 42 percent say there are too many guns on our streets while 37 percent blame a lack of economic opportunity. Of the remaining seven causes, *decriminalization of marijuana* was once again at the bottom of the list, with only 4 percent believing it is responsible for the increase in crime.

Given such strong support of i-71, it is no surprise that voters strongly oppose any actions from the council to penalize or shut down the gift economy shops currently in operation (63 percent). That majority includes 57 percent of voters over 50 and 60 percent of voters in Southeast. They



are also willing to punish candidates who take actions against i-71, with 64 percent saying they are less likely to support a candidate who tries to shut down the current market. This includes 66 percent of voters currently supporting Anita Bonds, 68 percent of those supporting Elissa Silverman, and 59 percent of Kenyan McDuffie supporters.

An even stronger majority of voters (75 percent) believe the city should *reform current laws to create a more regulated market that allows for the sale of marijuana to those at least 21 years old* rather than *shut down the gift economy marijuana market that has arisen from Initiative 71* (19 percent). This preference is shared across the city, including 69 percent of black voters and 71 percent of voters over 50. Voters are concerned that a shut down of i-71 shops will push the industry back to the streets, leading to a return of pop-up shops (70 percent concerned) and increased gun violence (69 percent) centered around marijuana sales on our streets.