



Cannabis Referendum

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March 2021



Methodology

- Results in this report are based upon questions asked in the UMR Research nation-wide New Zealand omnibus survey. This is an online survey of a nationally representative sample of 1027 New Zealanders 18 years of age and over.
- This report is only based on respondents who voted in the 2020 referendum on Cannabis (n=833).
 - Fieldwork for the latest online survey was conducted between 23rd of February and the 2nd of March 2021.
 - The maximum sampling error for a sample size of 833 at the 95% confidence level is $\pm 3.4\%$.
- Results were weighted to 2018 census data for age, gender, region and ethnicity. They were also weighted to accurately reflect the 2020 referendum results out of the total adult population.

Key findings

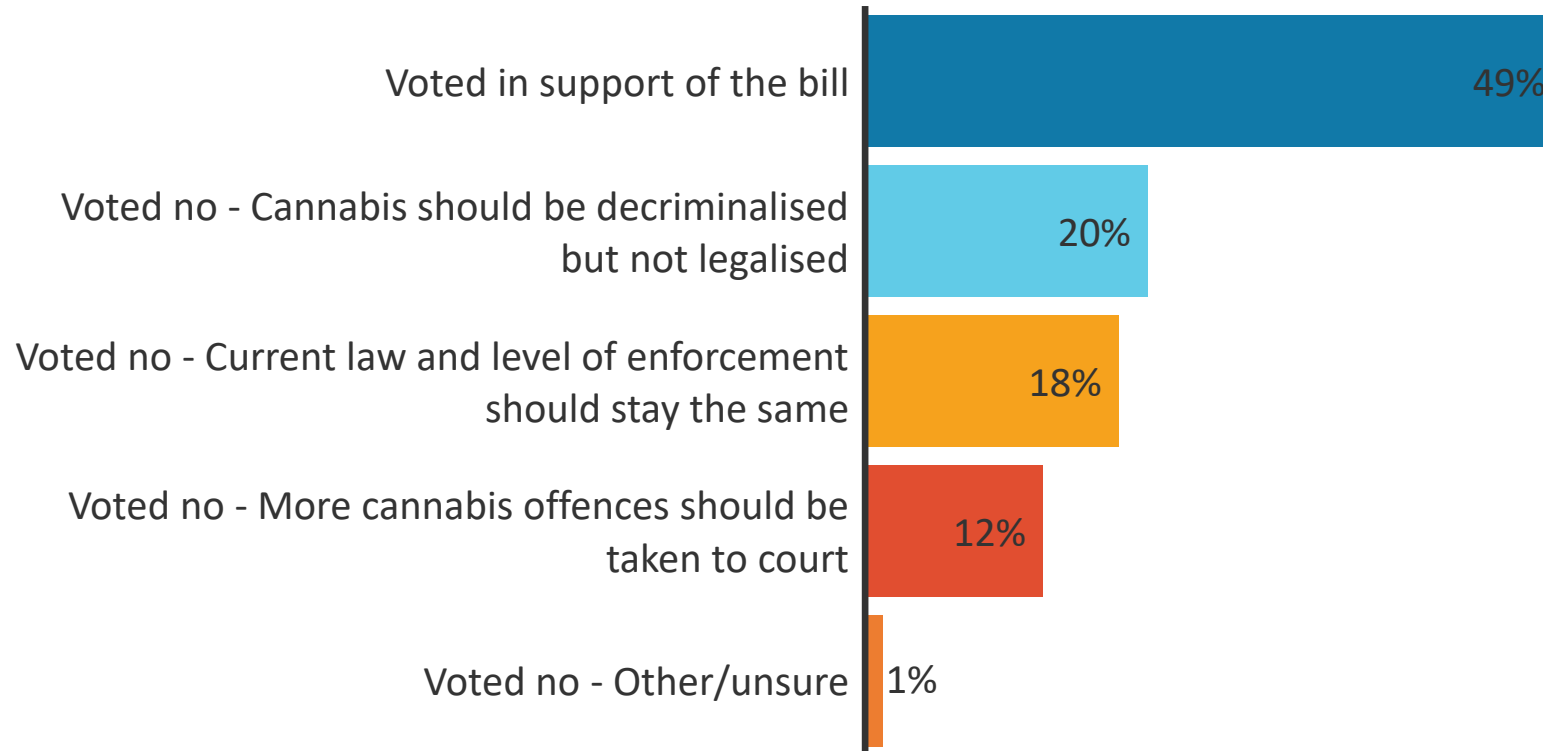
- 49% of voters were in support of the Cannabis Legalisation and Control Bill in the 2020 referendum.
- 20% voted no but said they think cannabis should be decriminalised. This makes a total of 69% who either supported the bill or would support decriminalisation.
- 18% said they think the current law and level of enforcement should stay the same and only 12% think more cannabis offences should be taken to court. Together this makes 30% who think the current law and enforcement should stay the same or get tougher.
- 1% were unsure or gave a different reason (often to do with medical cannabis) for not supporting the bill.
- Support for decriminalisation or legalisation was larger than the status quo or tougher sanctions across different party supporters:
 - ACT party supporters: 51% supported legalisation or decriminalisation, 49% said the law should stay the same or be tougher.
 - National party supporters: 52% supported legalisation or decriminalisation, 47% said the law should stay the same or be tougher.
 - Labour party supporters: 81% supported legalisation or decriminalisation, 18% said the law should stay the same or be tougher.
 - Green party supporters: 93% supported legalisation or decriminalisation, 7% said the law should stay the same or be tougher.

Cannabis referendum and reasons for opposition



How did you vote in the recent referendum on the proposed Cannabis Legalisation and Control Bill?

[Asked if voted no] Regardless of how you voted, which best describes what changes you would like to see to Cannabis laws in New Zealand?



Base: All respondents who voted in the referendum (n=833)