



Public Opinion on Marijuana

Celinda Lake

September 11th, 2017

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Overview

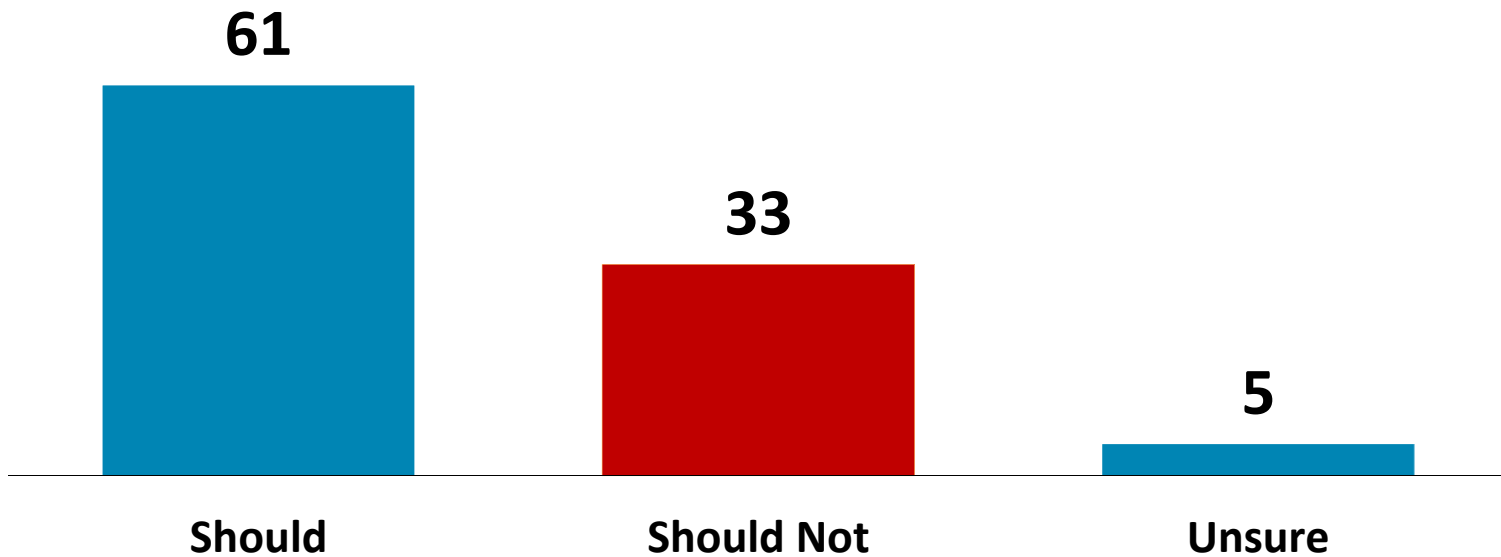
- The success of marijuana legalization proposals over the past three cycles are a harbinger of future successful initiatives.
- Increasing support for legalization has come from opponents changing minds. However, there is no question that in addition to shifting attitudes, demographic trends point to the inevitable success of marijuana legalization across the country.
 - As Millennials, unmarried voters, and younger voters of color continue to expand their share of the voting electorate, marijuana measures will pass with larger and larger margins.
 - Marijuana legalization also brings in some independents and Libertarian voters.
- The strongest supporters of marijuana legalization tend to be younger voters; more educated and affluent voters; and voters of color, though Latinos have expressed conflicting sentiments on this issue in the past. African Americans are far more supportive than conventional wisdom
- Using law enforcement validators to assuage public safety concerns and reminding voters that revenue from legalization will fund important priorities like education can turn some opponents into supporters, especially women.

Recent Polling on Legalization, Decriminalization, and Medicinal Use



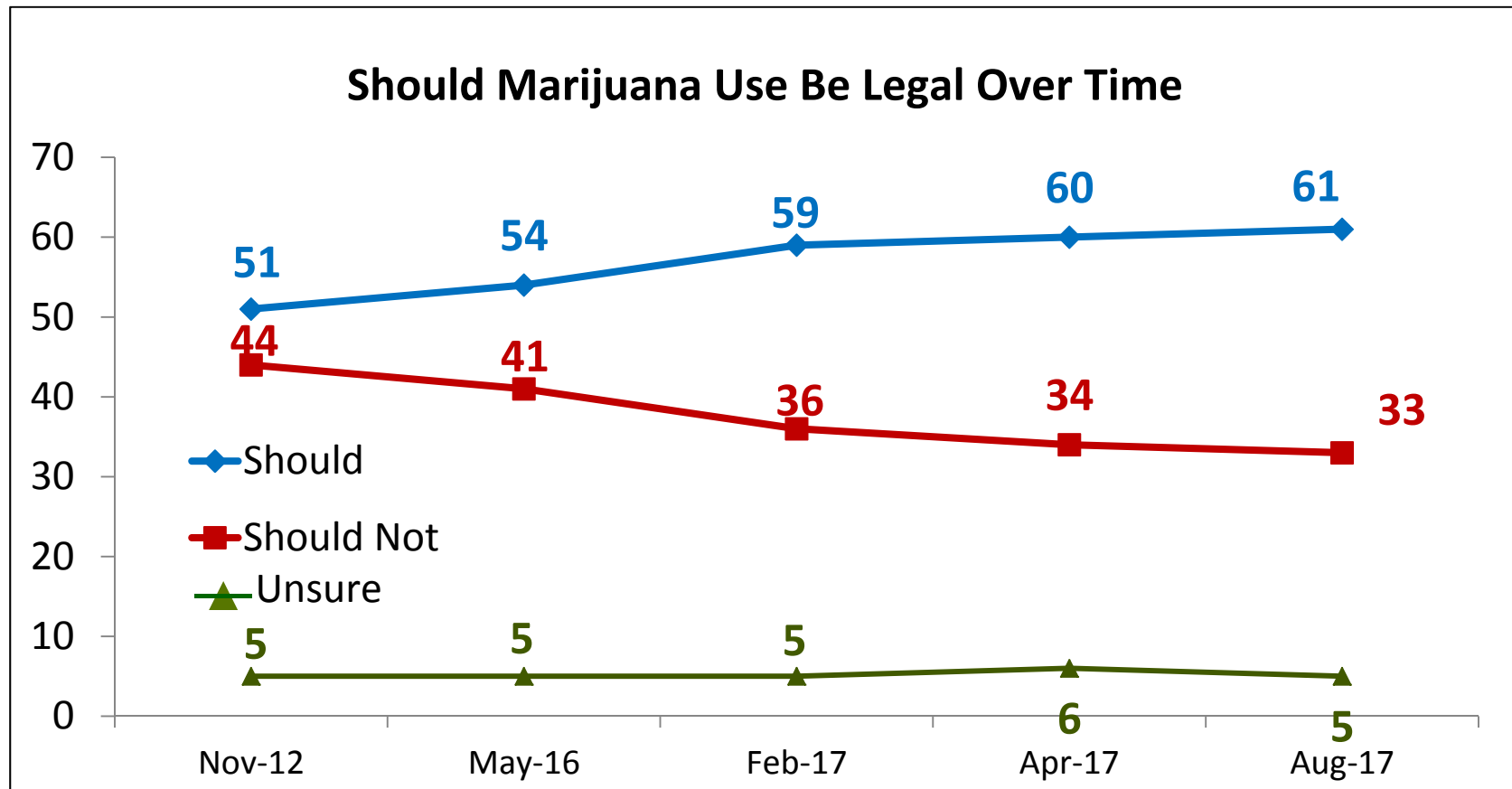
A SOLID MAJORITY OF AMERICANS NOW SUPPORTS MARIJUANA LEGALIZATION

Do you think that the use of marijuana should be made legal in the United States, or not?



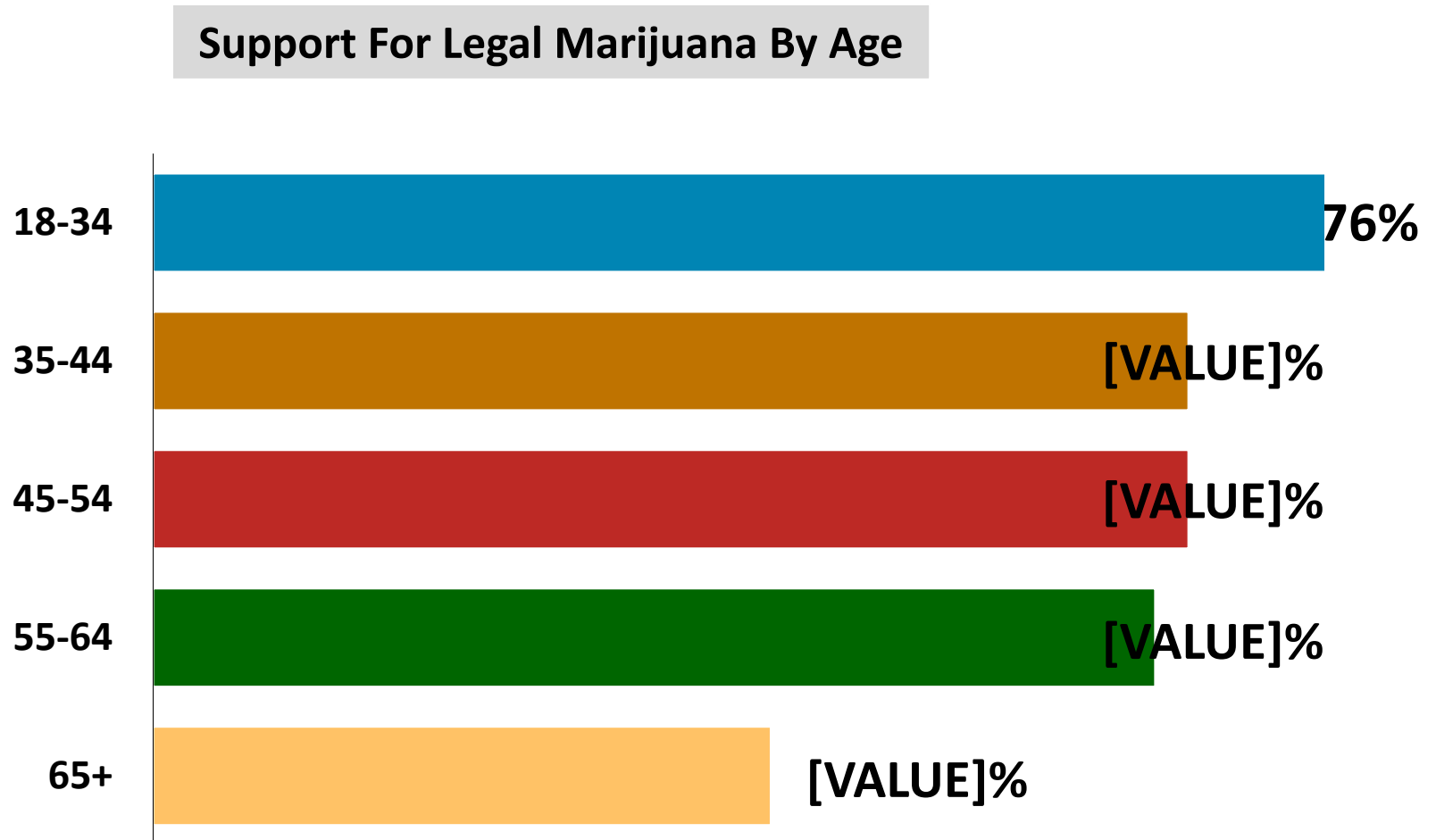
Source: Quinnipiac University 7/27/17-8/1/17 N = 1,125 Registered voters MOE: +/-3.4

SUPPORT FOR LEGALIZATION HAS STEADILY INCREASED IN RECENT YEARS



Source: Quinnipiac University 7/27/17-8/1/17 N = 1,125 Registered voters MOE: +/-3.4

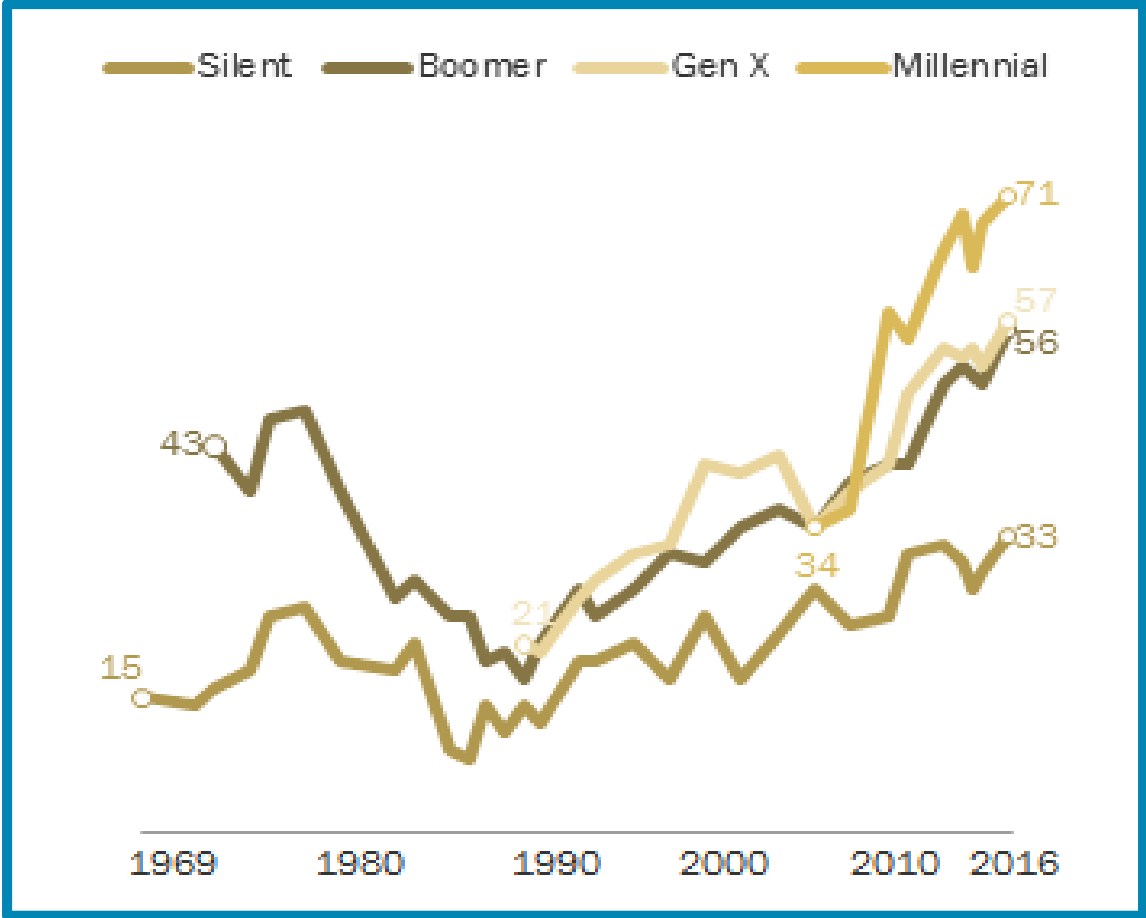
SUPPORT FOR LEGALIZATION HAS RISEN AMONG ALL AGE GROUPS – PARTICULARLY THOSE UNDER 55. SENIORS REMAIN THE ONE AGE COHORT AMONG WHOM A MAJORITY STILL THINKS MARIJUANA USE SHOULD BE ILLEGAL.



Source: CBS News Poll April 11-15, 2017 N= 1,011 adults nationwide. MOE: +/-4

DEMOGRAPHIC TRENDS INDICATE THE POTENTIAL FOR FURTHER INCREASES IN SUPPORT FOR LEGALIZATION

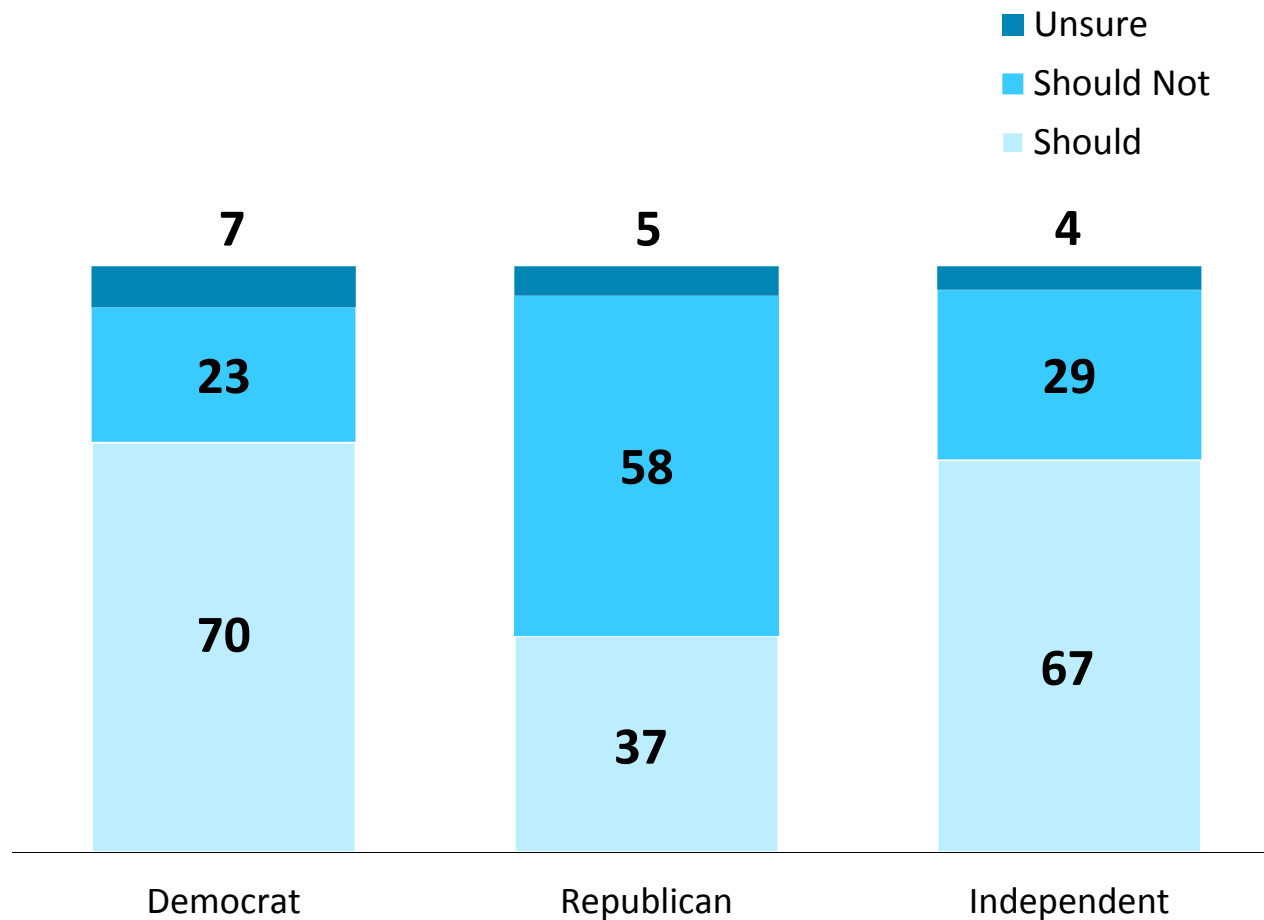
Support for Marijuana Legalization by Generation



Source: Pew Research August 23- September 2, 2016 N =1,201 MOE = +/- 3.2

MAJORITIES OF DEMOCRATS AND INDEPENDENTS SUPPORT LEGALIZATION. REPUBLICANS ARE MORE DIVIDED.

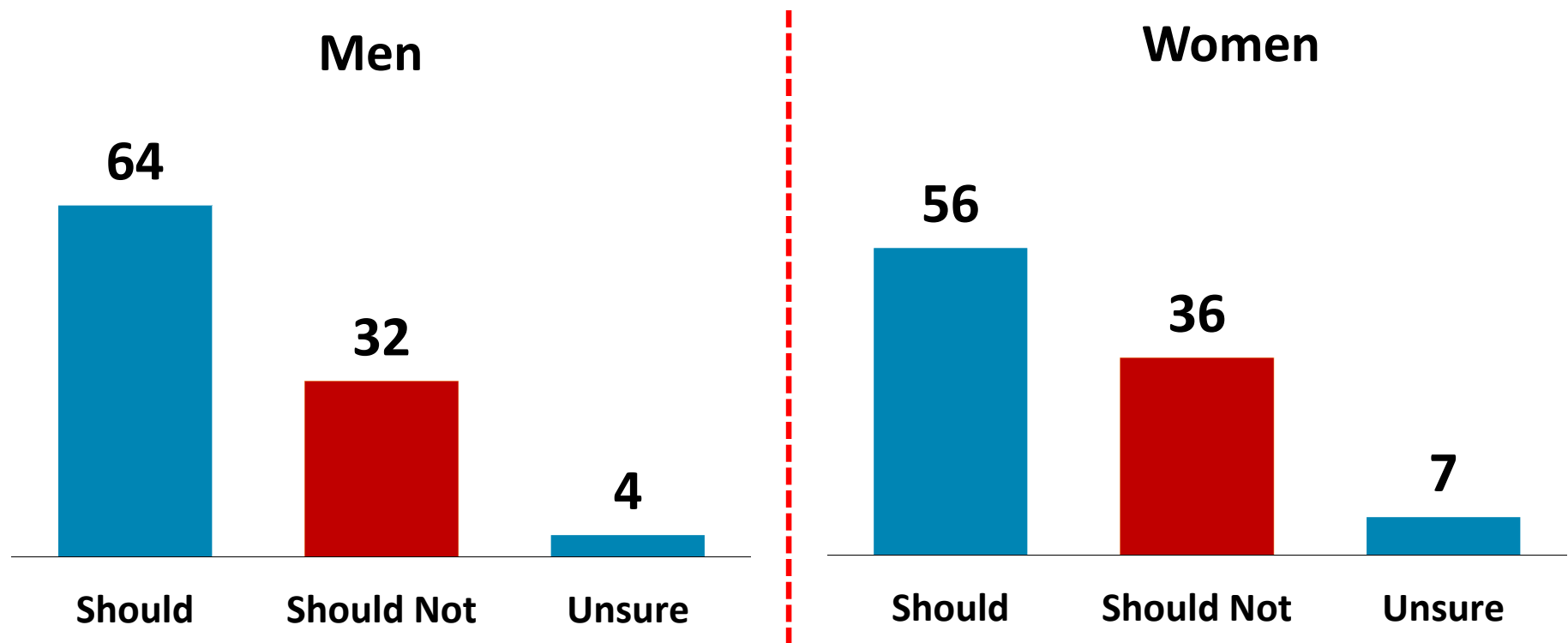
Do you think that the use of marijuana should be made legal in the United States, or not?



Source: Quinnipiac University 7/27/17-8/1/17 N = 1,125 Registered voters MOE: +/-3.4

MAJORITIES OF MEN AND WOMEN SUPPORT LEGALIZATION, THOUGH MEN ARE SLIGHTLY MORE SUPPORTIVE.

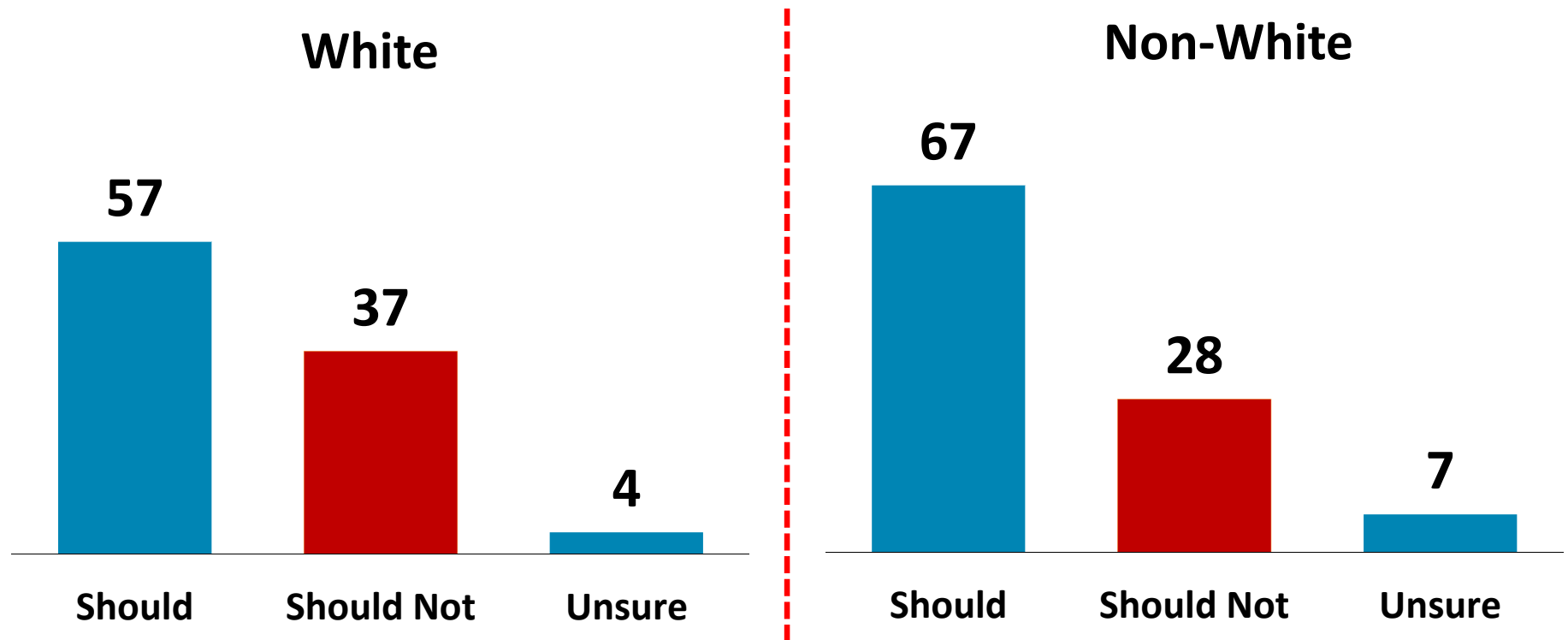
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SUPPORT FOR LEGALIZATION IS STRONG ACROSS RACE

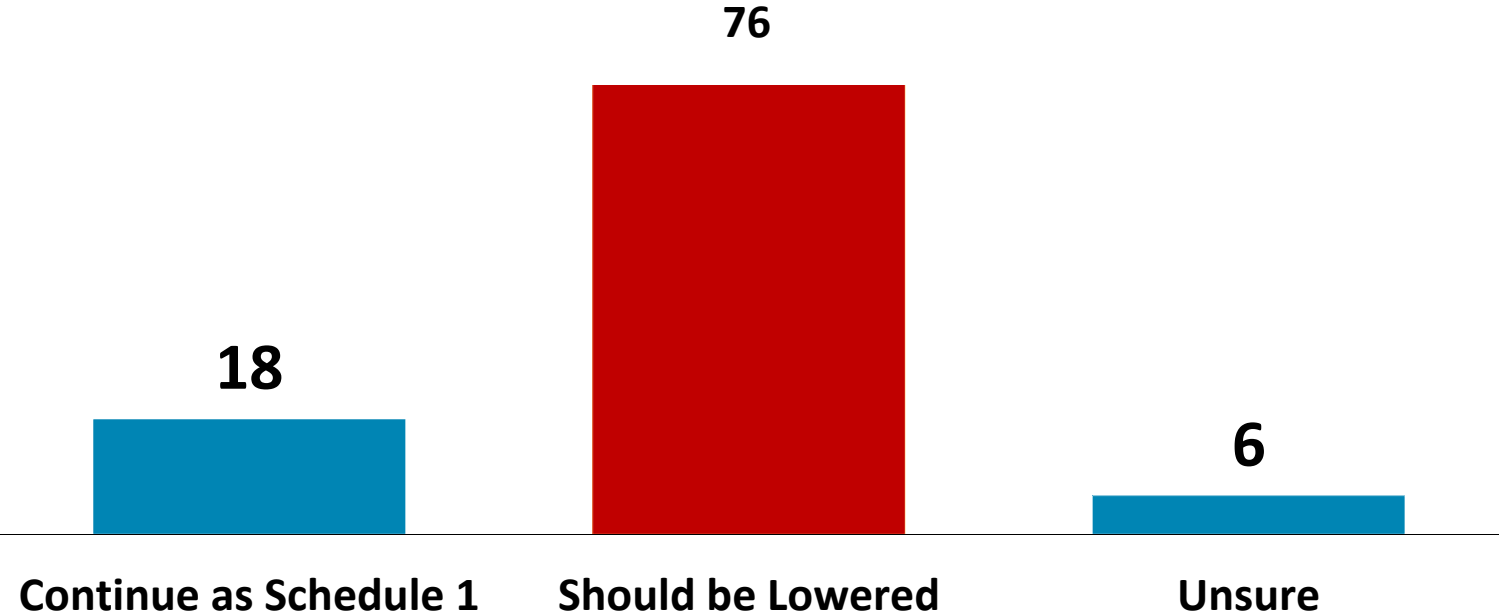
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Source: Quinnipiac University 7/27/17-8/1/17 N = 1,125 Registered voters MOE: +/-3.4

SUPPORT DECRIMINALIZATION IS EVEN HIGHER, WITH THREE-QUARTERS OF THE PUBLIC SAYING MARIJUANA SHOULD NO LONGER BE CLASSIFIED AS A SCHEDULE 1 DRUG.

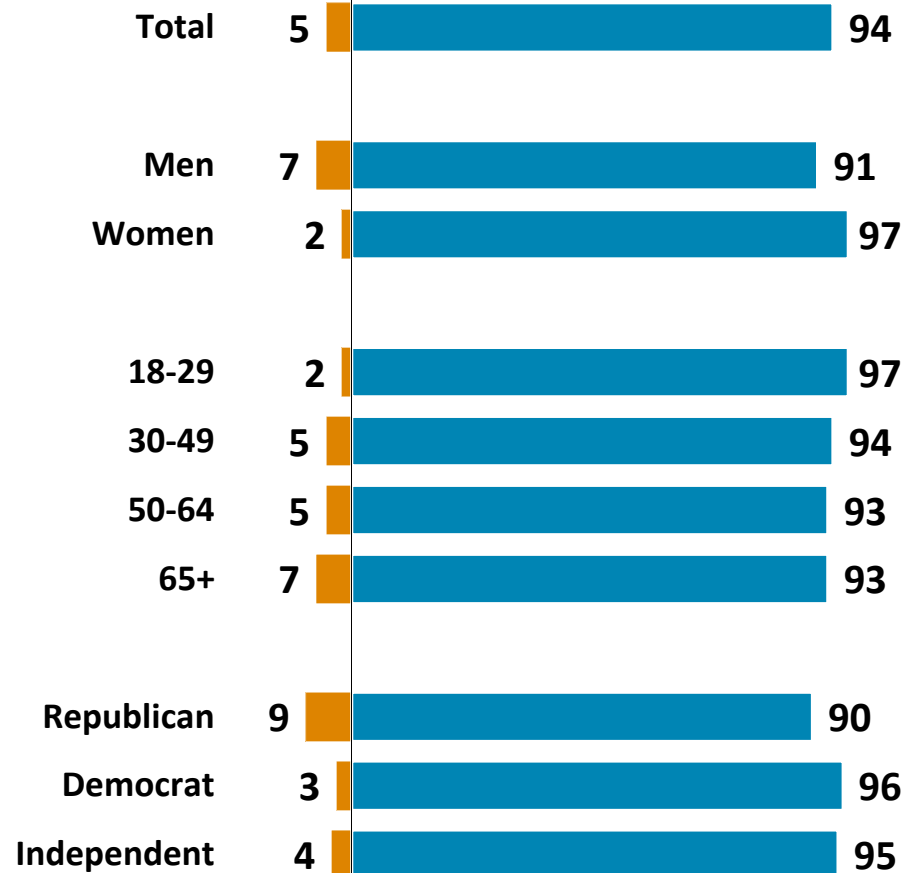
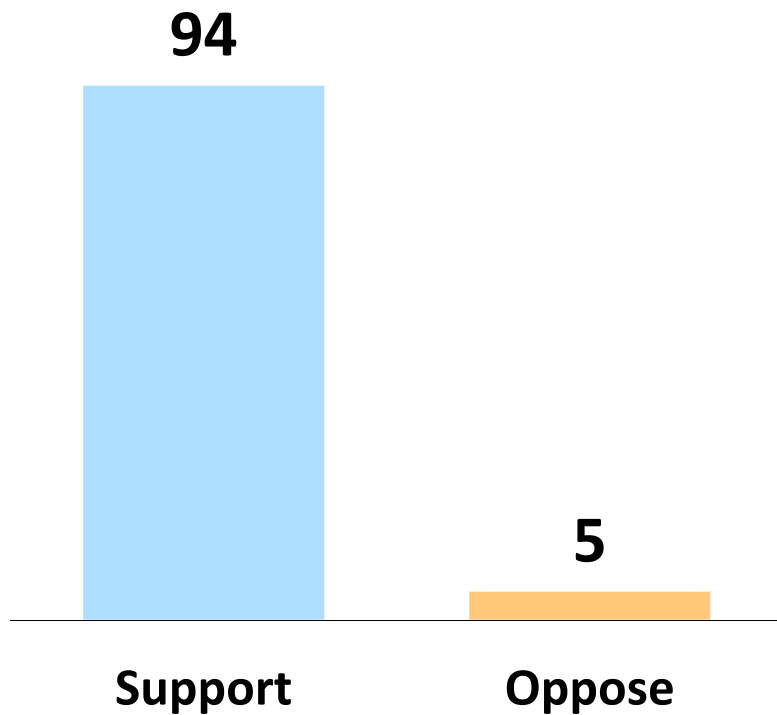
"As you may know, marijuana is currently classified as a Schedule 1 drug, along with other drugs such as heroin. This group of drugs is supposed to include only drugs with a very high potential for abuse or with no accepted medical use in the U.S. Do you think that marijuana should continue to be a Schedule 1 drug, or do you think its classification should be lowered?"



Source: CBS News April 11-15, 2017 N=1,011 adults MOE = +/- 4

SUPPORT FOR MEDICAL USE OF MARIJUANA IS HIGHEST, NEAR UNANIMOUS.

Do you support or oppose allowing adults to legally use marijuana for medical purposes if their doctor prescribes it



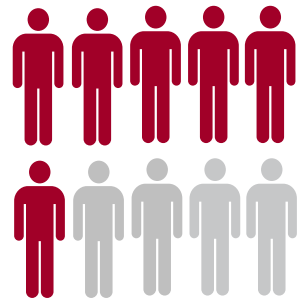
Source: CBS News Poll April 11-15, 2017 N= 1,011 adults nationwide. MOE: +/-4

Americans' Opinions on Marijuana



SIMILAR MAJORITIES BELIEVE LEGALIZING MARIJUANA MAKES SOCIETIES BETTER AND THINK ALCOHOL IS THE BIGGER PROBLEM.

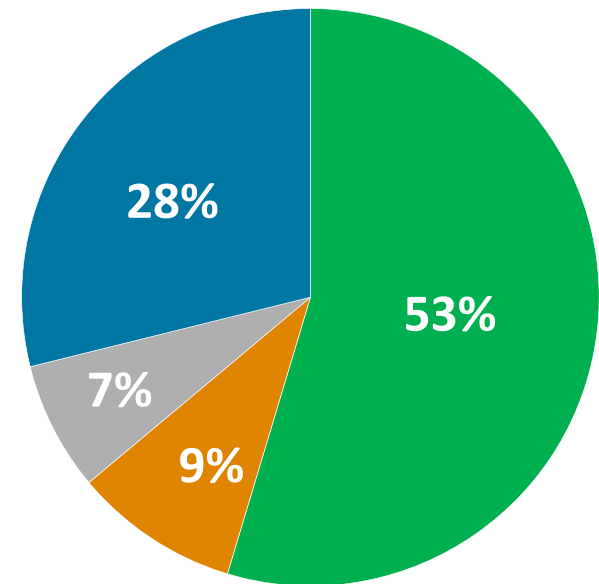
57%



of voters
say legalizing marijuana makes
societies better

Marijuana or Alcohol: Which is more harmful?

- Alcohol
- Neither
- Marijuana
- Both Equally



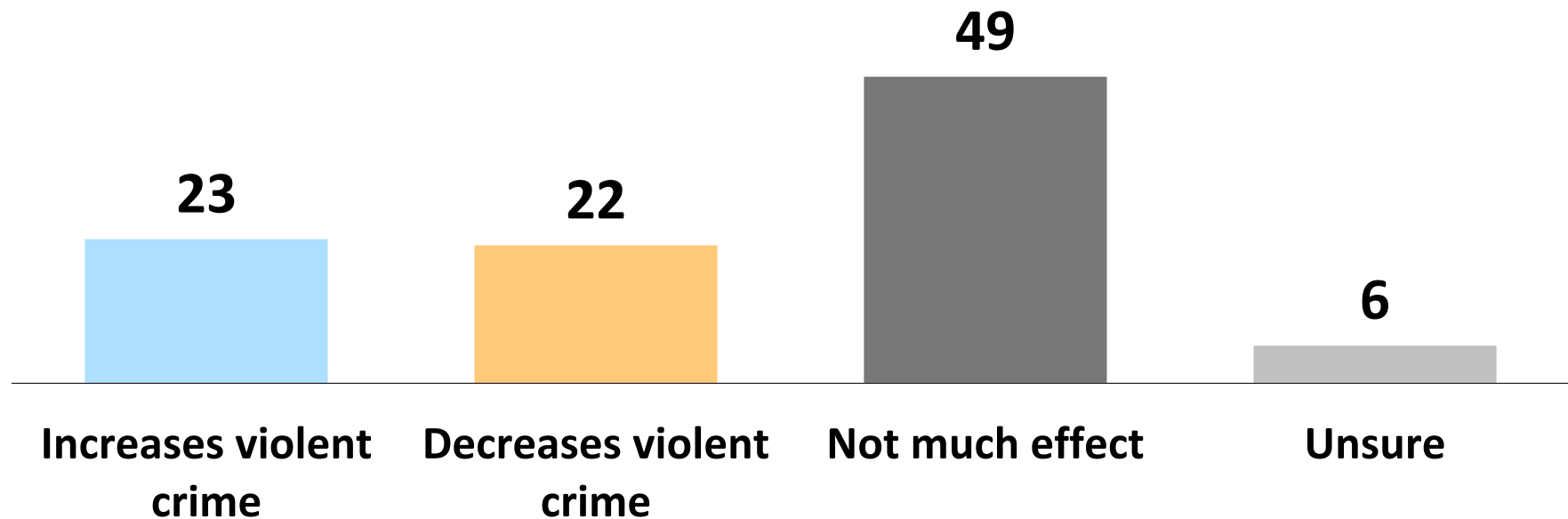
BASE: Registered Voters (n2032)

DR7 Do you think legalizing marijuana makes societies better or worse?

DR8 Which comes closer to your view about the use of marijuana by adults?

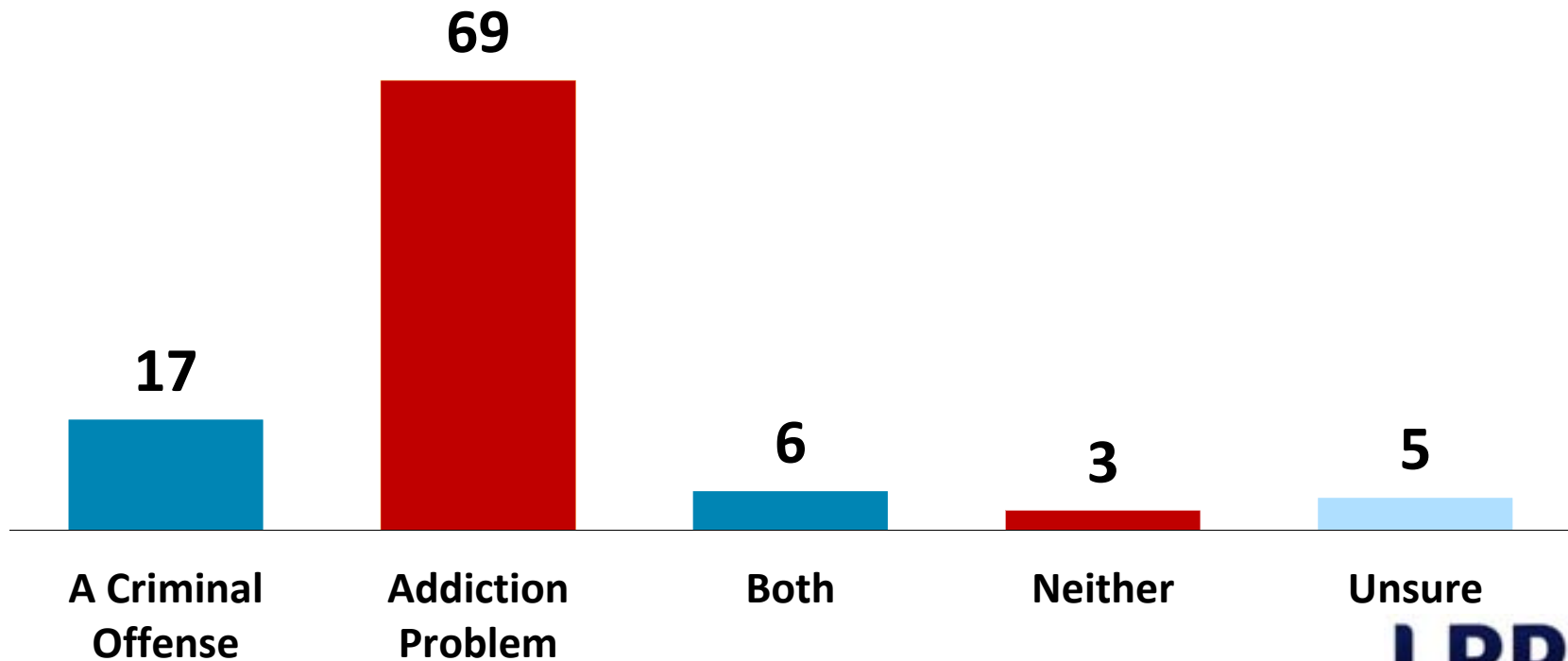
LESS THAN ONE-QUARTER OF AMERICANS SEE A LINKAGE BETWEEN LEGALIZATION AND AN INCREASE IN VIOLENT CRIME.

"Do you think the legalization of marijuana use increases violent crime, decreases violent crime, or doesn't it have much effect?"



MOST VIEW HABITUAL MARIJUANA USE AS ADDICTION, NOT CRIME.

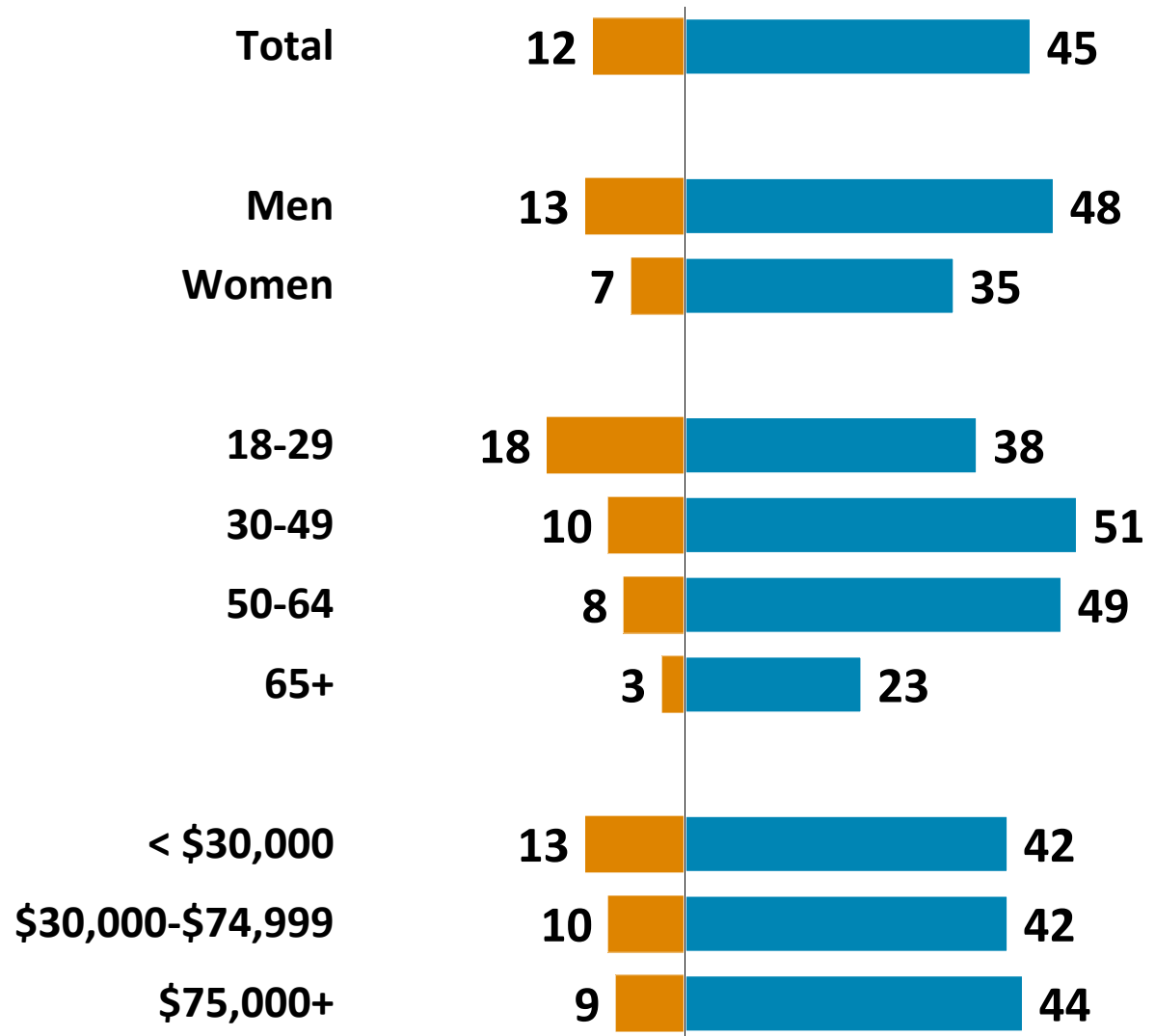
In general, do you think people's habitual drug use should generally be considered a criminal offense and dealt with through the courts and criminal justice system, or should people's habitual drug use generally be considered a substance abuse and addiction problem and dealt with through the medical and mental health systems?



Source: CBS News April 11-15, 2017 N=1,011 adults MOE = +/- 4

Have You Ever Tried Marijuana/Do you use Marijuana currently

■ Currently use it ■ Have Tried it

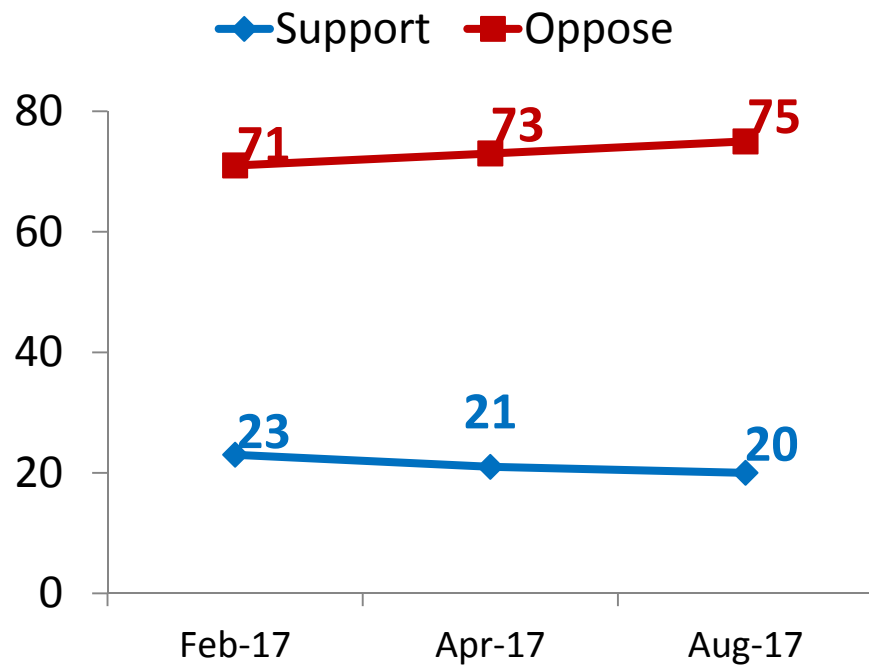


A PLURALITY OF AMERICANS SAYS THEY HAVE TRIED MARIJUANA AT LEAST ONCE. FAR FEWER SAY THEY CURRENTLY SMOKE MARIJUANA.

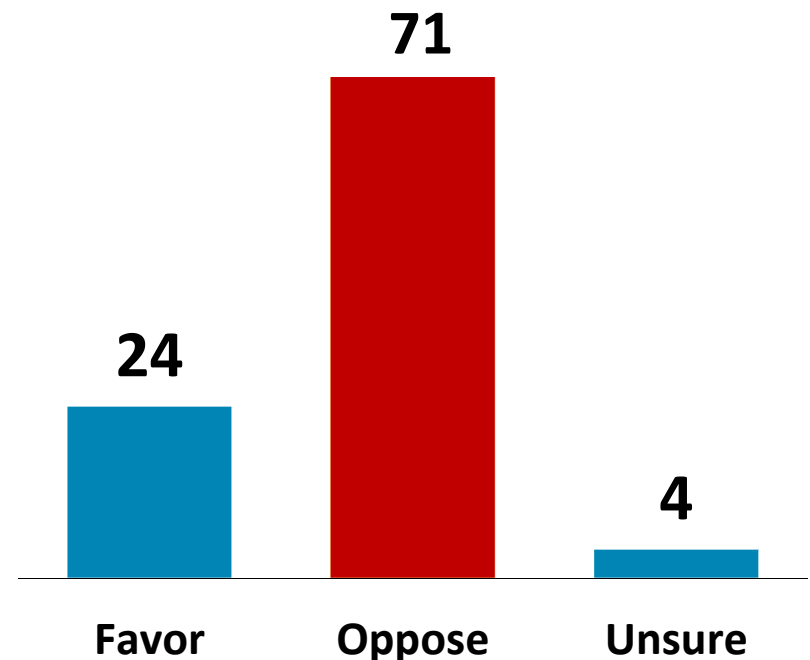
Source: Gallup July 5-9, 2017 poll of 1,021 adults, aged 18 and older, living in all 50 U.S. states and the District of Columbia

THERE IS OVERWHELMING SUPPORT FOR STATE AUTHORITY ON MARIJUANA LEGALIZATION. SOLID MAJORITIES OPPOSE FEDERAL ACTION TO THWART STATE ACTION.

Would you support or oppose the government enforcing federal laws against marijuana in states that have already legalized medical or recreational marijuana?



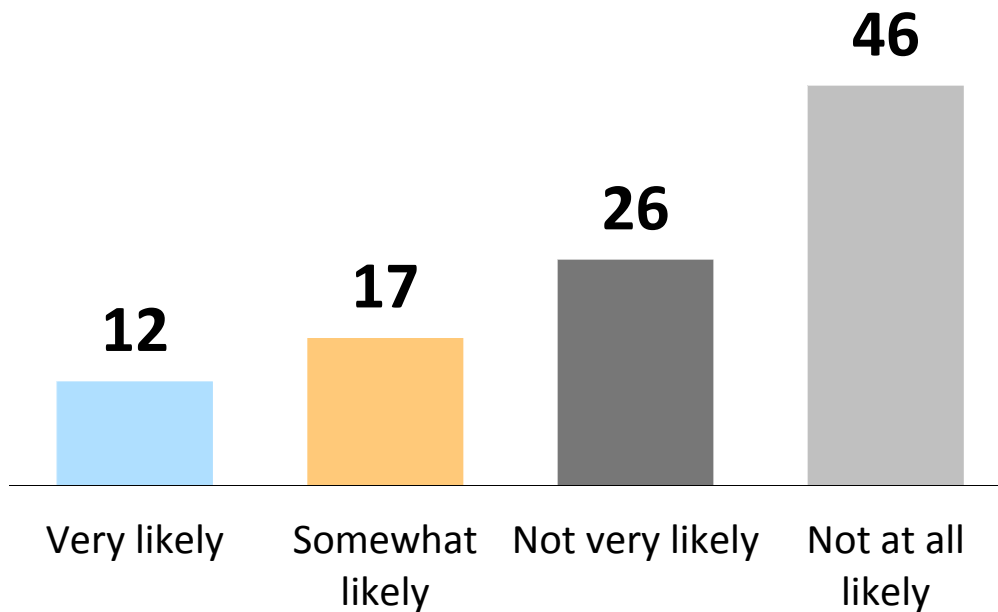
As you may know, some states have made the sale and use of marijuana legal. Would you favor or oppose the federal government taking action to try to stop the sale and use of marijuana in these states?



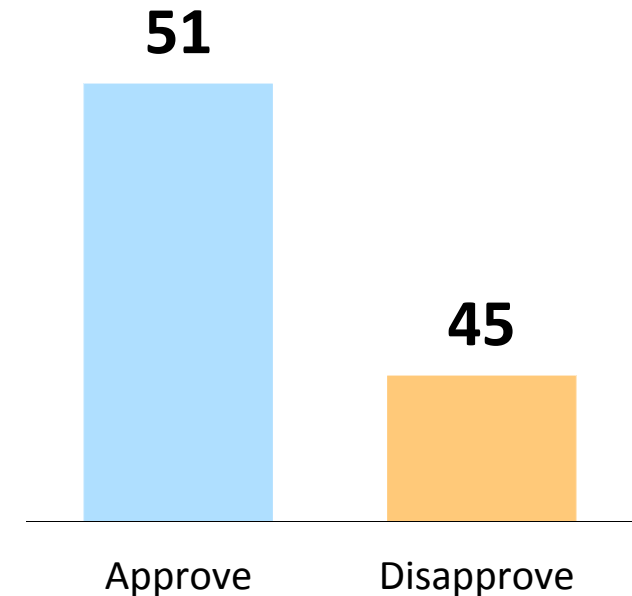
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WHILE VOTERS WOULD HESITATE TO INVEST PERSONALLY IN THE MARIJUANA INDUSTRY WERE LEGALIZATION TO OCCUR NATIONALLY, A MAJORITY SUPPORTS THE IDEA OF HAVING (THEIR) RETIREMENT FUNDS INVEST IN MARIJUANA FARMS OR BUSINESSES.

If the federal government legalized marijuana would you be very likely, likely, not very likely, or not likely at all to invest in the marijuana business?



Do you approve or disapprove of your retirement fund having investments in marijuana farms or businesses?



What's coming: 2018 and
Beyond



THERE ARE POTENTIALLY DOZENS OF MEDICAL AND RECREATIONAL MARIJUANA BALLOT INITIATIVES THAT COULD BE ON STATE BALLOTS IN 2018.



Potential 2018 Measures:
○ = Legalization
○ = Medical Marijuana

PAST ELECTIONS IN STATES WITH LEGALIZATION INITIATIVES ON THE BALLOT ILLUSTRATE THE POTENTIAL FOR THIS ISSUE TO CATALYZE TURNOUT, ESPECIALLY AMONG YOUNGER VOTERS WITH NO BACKLASH.

	Washington			Colorado			National		
	2010	2012	Net	2010	2012	Net	2010	2012	Net
Democrat	35	36	+1	33	34	+1	35	38	+3
Independent	42	42	-	39	37	-2	29	29	-
Republican	23	23	-	28	29	+1	35	32	-3
18-29	13	22	+9	9	20	+11	12	19	+7
30-44	25	26	+1	22	27	+5	24	27	+3
45-64	39	36	-3	47	37	-10	43	38	-5
65+	24	17	-7	22	16	-6	21	16	-5
White	85	76	-9	81	78	-3	77	72	-5
African American	3	3	-	3	3	-	11	13	+2
Hispanic	6	10	+4	12	14	+2	8	10	+2

Questions?

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