

June 2018 Public Opinion Survey

of

New York Registered Voters

Attitudes on Marijuana Policy

Commissioned by

Smart Approaches to Marijuana (SAM)

& Conducted by

Emerson College

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Methodology

The Emerson College Polling Society, under the supervision of Professor Spencer Kimball is pleased to present Smart Approaches to Marijuana (SAM) with the findings from a survey of registered voters in New York. A screening question was used to gauge if respondents were registered voters.

All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N= 500 (sample size). The margin of error for the sample is +/- 4.3% in 19 of 20 cases.

The survey was administered using both landline, cellphones and online via Opinion Research (Online) n=250 and Straticsnetworks/Aristotle (IVR) n=250, and was conducted between June 20 and June 24, 2018. Data was weighted to reflect the 2016 Presidential voting electorate by age, gender, ethnicity, and party affiliation.

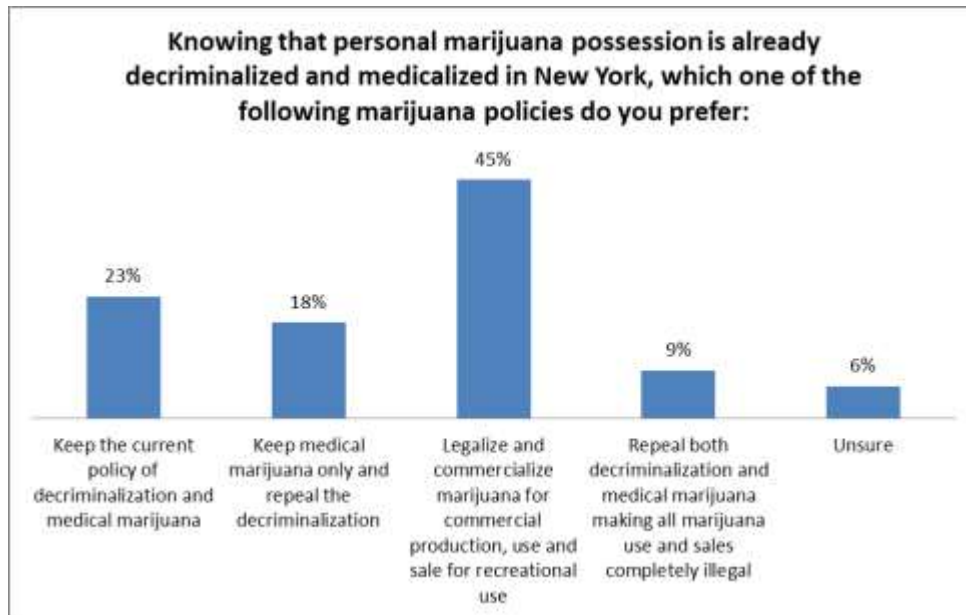
The results presented in this report include univariate and bivariate analysis of the data. Frequency distributions for each item included on the questionnaire are shown in the tables. In all cases, cross-tabulation results are also shown. This type of bivariate analysis examines differences between sub-groups of the overall population.

In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made for measurement variables. A Z-test is used in cases where comparisons are made between independent population percentages.

The purpose of these statistical tests is to determine whether or not the observed difference between sub-groups in the sample is due to sampling error or whether it is due to a real difference in the population. When the results are statistically significant, it strongly suggests that the observed difference between sub-groups found in the sample is due to a real difference in the population, and not due to sampling error.

A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test or a Z-test is shown, lower- and upper-case letters indicate significance at the 90 and 95 percent levels respectively.

Results



Gender Breakout

- Males were slightly more likely to support legalization (48%) than females (41%)
- Females were slightly more likely to want to keep the current law (26%) than males (18%)

Race Breakout

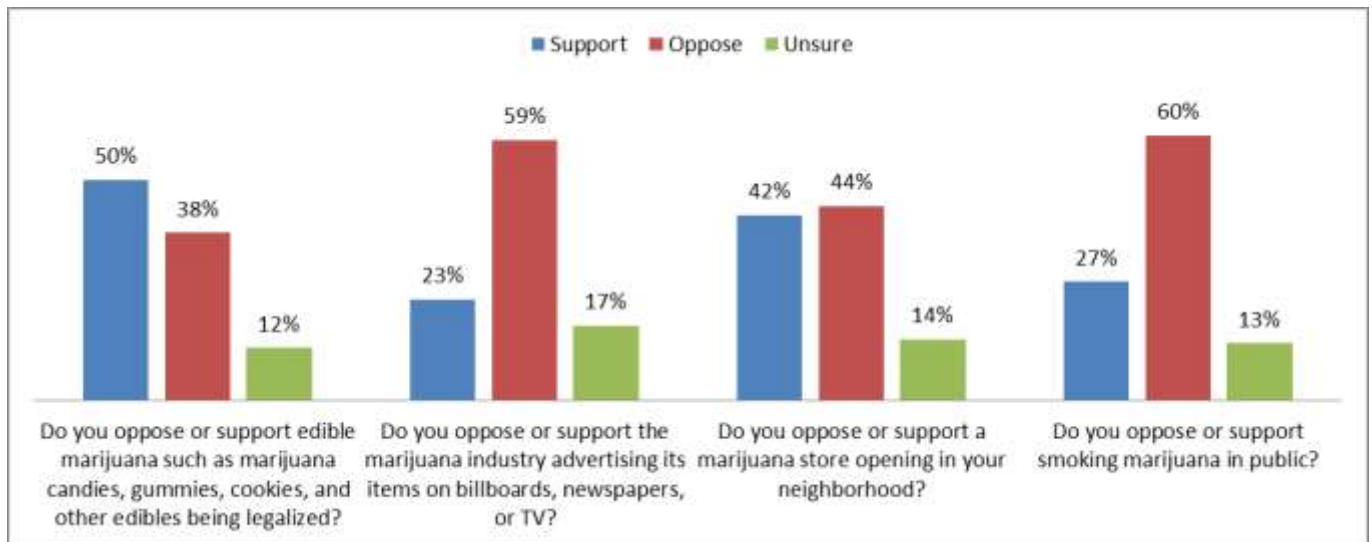
- White/Caucasians are most supportive of legalization at 54%, 17% wanted to keep the current law
- Black/African Americans support maintaining the current law (40%) with 24% wanting to legalize and 17% wanting it completely illegal
- Hispanic/Latina's support keeping medical and repeal decriminalization at 38% with 31% saying to keep the law as is. Twenty two percent (22%) wanted to legalize marijuana

Party Affiliation Breakout

- Democrats support legalization at 44% with 29% wanting to keep the law as is and 7% wanting it totally illegal
- Republican support keeping medical and repealing decriminalization 33% with 15% wanting to make marijuana use and sale completely illegal
- Independents are the most in favor of legalization at 59% with 18% wanting to keep the current law as is

Age Breakout

- Younger voters 18-34 are most in support of legalization at 49%
- The older voters, 75+, are most in favor of prohibition at 14%



- Breakout by those who **support Marijuana** Legalization
 - Those who support legalization support edible Marijuana 78% to 14% who oppose.
 - Those who support legalization oppose advertising 45% to 35% who support.
 - Those who support legalization support marijuana stores 65% to 19% oppose
 - Those who support legalization are split on smoking marijuana in public at 42% support/ 42% oppose

- Breakout by those who **oppose** legalization
 - Those who oppose legalization oppose edible Marijuana 87% to 7% who support.
 - Those who oppose legalization oppose advertising Marijuana 94% to 4% who support.
 - Those who oppose legalization oppose Marijuana stores 95% to 5% who support.
 - Those who oppose legalization oppose smoking Marijuana in public 96% to 3% who support.

- Breakout by those who are **unsure** of legalization
 - Those who are unsure of legalization oppose edible Marijuana 50% to 8% who support.
 - Those who are unsure of legalization oppose advertising Marijuana 57% to 8% who support.
 - Those who are unsure of legalization oppose Marijuana stores 59% to 9% who support.
 - Those who are unsure of legalization oppose smoking Marijuana in public 72% to 6% who support.

Demographics

Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	220	44.0	44.0	44.0
	female	280	56.0	56.0	100.0
	Total	500	100.0	100.0	

Race

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic or Latino	45	9.0	9.0	9.0
	White or Caucasian	325	65.0	65.0	74.0
	Black or African American	105	21.0	21.0	95.0
	Asian or Indian American	10	2.0	2.0	97.0
	other or multiple races	15	3.0	3.0	100.0
	Total	500	100.0	100.0	

Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	240	48.0	48.0	48.0
	Republican	130	26.0	26.0	74.0
	Independent or other	130	26.0	26.0	100.0
	Total	500	100.0	100.0	

Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34 years	116	23.2	23.2	23.2
	35-54 years	187	37.4	37.4	60.6
	55-74 years	162	32.3	32.3	92.9
	75 or more years	35	7.1	7.1	100.0
	Total	500	100.0	100.0	

Region

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Western NY Region	86	17.1	17.1	17.1
	Central NY Region	84	16.7	16.7	33.8
	North Country Region	89	17.8	17.8	51.7
	Downstate Region (NY City/Long Island)	242	48.3	48.3	100.0
	Total	500	100.0	100.0	

Mode

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Landline	250	50.0	50.0	50.0
	Online	250	50.0	50.0	100.0
	Total	500	100.0	100.0	

Survey Instrument

1. To start, can you please tell me your gender? Press 1 for male Press 2 for female

2. Currently, possessing 25 grams of marijuana is not a crime in New York. Many people call this policy “decriminalization.” Medical marijuana use is also legal in New York. Knowing that personal marijuana possession is already decriminalized and medicalized in New York, which one of the following marijuana policies do you prefer:
Press 1 to Keep the current policy of decriminalization and medical marijuana
Press 2 to Keep medical marijuana only and repeal the decriminalization
Press 3 to legalize marijuana for commercial production, use and sale for recreational use
Press 4 to repeal both decriminalization and medical marijuana making all marijuana use completely illegal
Press 5 if you are unsure or undecided

3. Do you oppose or support edible marijuana such as marijuana candies, gummies, cookies, and other edibles being legalized? Press 1 for Support Press 2 for Oppose Press 3 for Unsure

4. Do you oppose or support the marijuana industry advertising its items on billboards, newspapers, or TV? Press 1 for Support Press 2 for Oppose Press 3 for Unsure

5. Do you oppose or support a marijuana store opening in your neighborhood? Press 1 for Support Press 2 for Oppose Press 3 for Unsure

6. Do you oppose or support smoking marijuana in public? Press 1 for Support Press 2 for Oppose Press 3 for Unsure

7. For statistical purposes only, can you please tell me your ethnicity? Press 1 for Hispanic or Latino of any race Press 2 for White or Caucasian Press 3 for Black or African American Press 4 for Asian or Indian American Press 5 for other or multiple races

8. What is your current political party registration? Press 1 for Democrat Press 2 for Republican Press 3 for Independent or other Press 4 if you are not registered to vote

9. What is your age range? Press 1 for 18-34 years Press 2 for 35-54 years Press 3 for 55-74 years Press 4 for 75 or more years

10. Please select which region you live in? Press 1 for Western NY Region Press 2 for Central NY Region Press 3 for North Country Region Press 4 for Downstate Region (NY City/Long Island)