

**2019 Public Opinion Survey**  
*of*  
**United States Registered Voters,**  
**Attitudes on Marijuana Policy**

*Commissioned by*  
**Smart Approaches to Marijuana (SAM)**  
*& Conducted by*  
**Emerson College Polling**

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## Methodology

The Emerson College Polling, 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 the United States.

All respondents interviewed in this study were part of a fully representative sample using an area probabilistic sampling method of N= 1,000 (sample size). The margin of error for the sample is +/- 3% in 19 of 20 cases.

The survey was administered using both landline, cellphones and online via Survey Sampling International (SSI) and IVR, and was conducted between February 14-16, 2019.

A screening question was used to gauge if respondents were registered voters. 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.

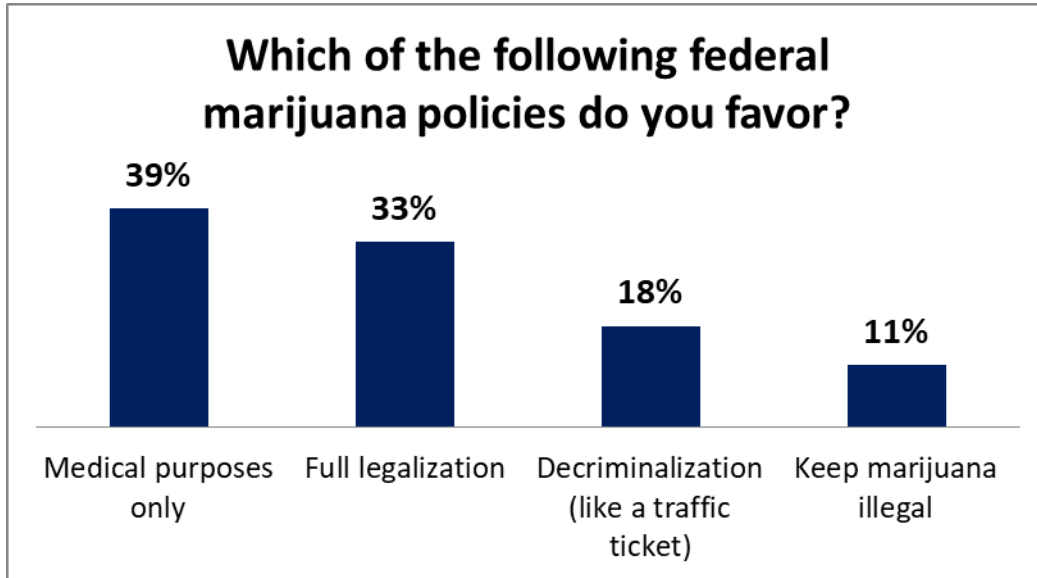
In the cases where cross tabulation results are presented, a chi-square test, an independent t-test for means, or a Z-test for independent percentages is shown. A chi-square test is used in cases where comparisons are made for categorical variables. A t-test is used in cases where comparisons are made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

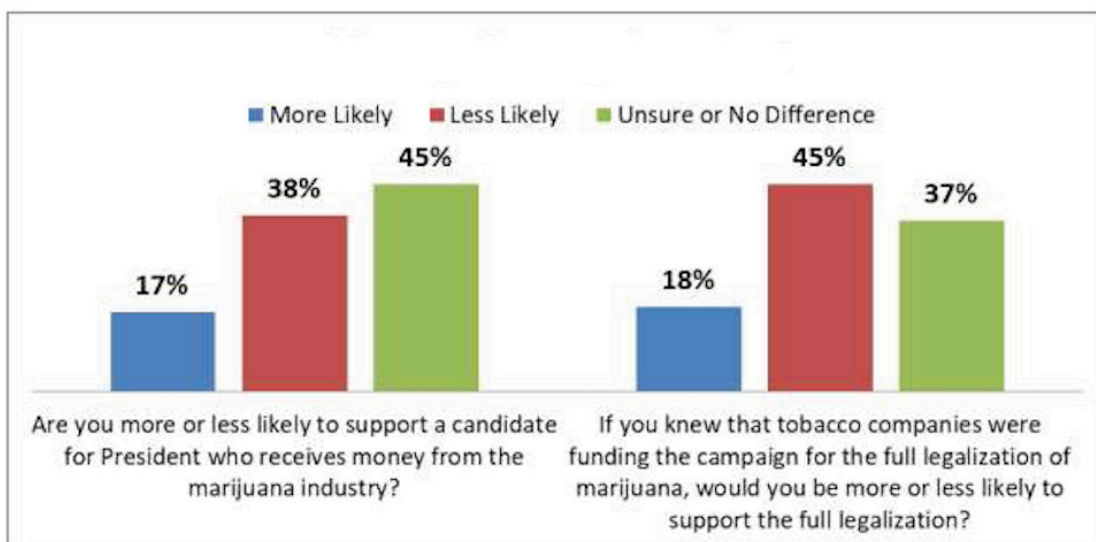
A chi-square significance level of .05 indicates significance at the 95 percent level. In other words, it is 95 percent likely that the results are due to a real difference between comparison groups. A chi-square significance level of .01 indicates significance at the 99 percent level. When a t-test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

## Executive Summary

Registered voters are split on the issue of marijuana policy with a plurality, 39%, supporting medical purposes only, and 33% supporting full legalization. A minority, 11%, support full prohibition on marijuana.



Being aware of the tobacco industry's connection to the marijuana industry brings down support for legalization, with 45% less likely to support legalization and 18% more likely. Candidates who receive money from the marijuana industry could be hurting their support with some voters, as 38% were less likely to support a candidate who takes marijuana industry money. 17% were more likely, and it made no difference for 45% of voters.



## Demographics

### Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	502	50.2	50.2	50.2
	Female	498	49.8	49.8	100.0
	Total	1000	100.0	100.0	

### Party Affiliation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Democrat	337	33.7	33.7	33.7
	Republican	317	31.7	31.7	65.3
	Independent/other	347	34.7	34.7	100.0
	Total	1000	100.0	100.0	

### 2016 Ballot

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Donald Trump	398	39.8	39.8	39.8
	Hillary Clinton	410	41.0	41.0	80.7
	Someone else	88	8.8	8.8	89.5
	Did not vote	105	10.5	10.5	100.0
	Total	1000	100.0	100.0	

### Race/Ethnicity

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Hispanic or Latino of any race	164	16.4	16.4	16.4
	White or Caucasian	611	61.1	61.1	77.5
	Black or African American	126	12.6	12.6	90.1
	Asian	38	3.8	3.8	93.9
	Other or multiple races	61	6.1	6.1	100.0
	Total	1000	100.0	100.0	

**Age range**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-34 years	252	25.2	25.2	25.2
	35-54 years	262	26.2	26.2	51.4
	55-74 years	335	33.5	33.5	84.9
	75 or more years	151	15.1	15.1	100.0
	Total	1000	100.0	100.0	

**Education**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	High school or less	159	15.9	15.9	15.9
	Some college	271	27.1	27.1	43.0
	College graduate	375	37.5	37.6	80.6
	Postgrad or higher	193	19.3	19.4	100.0
	Total	997	99.7	100.0	
Missing	System	3	.3		
Total		1000	100.0		

**Region**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Northeast	183	18.3	18.3	18.3
	South	364	36.4	36.4	54.6
	Midwest	174	17.4	17.4	72.0
	West	280	28.0	28.0	100.0
	Total	1000	100.0	100.0	

## Survey Instrument

National , Registered voters

1. To start, can you please tell me your gender?

Press 1 for Male

Press 2 for Female

2. What is your party affiliation?

Press 1 for Democrat

Press 2 for Republican

Press 3 for Independent/other

Press 4 if you are not registered to vote (end)

3. Are you more or less likely to support a candidate for President who receives money from the marijuana industry?

Press 1 for More Likely

Press 2 for Less Likely

Press 3 for Unsure or No Difference

4. If you knew that tobacco companies were funding the campaign for the full legalization of marijuana, would you be more or less likely to support the full legalization?

Press 1 for More Likely

Press 2 for Less Likely

Press 3 for Unsure or No Difference

5. Which of the following federal marijuana policies do you favor?

Press 1 for Full legalization

Press 2 for Decriminalization (like a traffic ticket)

Press 3 for Medical purposes only

Press 4 if you want to keep marijuana illegal

6. For whom did you vote in the 2016 Presidential election?

Press 1 for Donald Trump

Press 2 for Hillary Clinton

Press 3 for someone else

Press 4 if you did not vote

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

Press 5 for other or multiple races

8. 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

9. What is the highest level of education you have attained?

Press 1 for high school or less

Press 2 for some college

Press 3 for college graduate

Press 4 for postgrad or higher

10. Region of US