

# CANNABIS AND HEMP association



## PUBLIC PERCEPTION CHANGING ON CANNABIS

**SUMMARY:** The purpose of this topic is to raise awareness on a quantifiable level how public perception is drastically transforming the perception of cannabis. Due to the societal paradigm shift, it has opened opportunity to engage others and seize market share as cannabis continues its ascension back into mainstream Western culture.

**Source:** CNN/ORC POLL, JANUARY 2014 (1,010 survey respondents)

<http://i2.cdn.turner.com/cnn/2014/images/01/06/cnn.orc.poll.marijuana.pdf>

**Source:** Pew Research Center for People and Press

<http://www.people-press.org/2014/04/02/section-2-views-of-marijuana-legalization-decriminalization-concerns/>

- When CNN/ORC began this poll in 1972 only 18% of the population was in favor of cannabis legalization.
- According to the history of the CNN/ORC poll favor for legalization hit its peak in 1978 at 30% and did not again reach 30% in favor until 2000, 22 years later.
- Since 2006, favor for cannabis legalization has climbed into majority favor.

<u>Favor</u>	<u>Not In Favor</u>
<b>2014-55%</b>	<b>2014-44%</b>
2012-43%	2012-49%
2010-44%	2010-47%
2008-35%	2008-57%
2006- 32%	2006-60%

- The education of people has seen strong improvement as well, but more must be done. Here were some interesting results from the poll:
  - 1972 76% of Gallup Trends agreed that cannabis use leads to use of other drugs. 2014 that number dropped to 47% a **25% decline**.
  - 1972 79% of Gallup Trends agreed that cannabis use is psychologically or mentally harmful. 2014 that number dropped to 44% a **35% decline**.
  - 1987 70% of Time Magazine polls report cannabis as morally wrong. 2014 only 35% of the population views cannabis as morally wrong. A **35% decline** in under 20 years.
- (76%) of American's believe that if cannabis use is NOT legalized, those who are convicted of possession in small amounts should not go to jail, versus (22%) favor jail time for those convicted of minor possession.
- Republicans continue to be far less likely than Democrats to favor legalization (39% Republican in favor vs. 63% Democrat). Opposition is highest is among those 65 or older than the young and among Hispanics vs. Non-Hispanic whites or blacks.
- 69% of American's believe alcohol is more dangerous than cannabis 15% more harmful.
- 54% say legalizing cannabis would lead to more underage use, of that number 69% of people aged 65 or over are particularly likely to say the legalization of cannabis would lead to underage use.
- 63% of people would be bothered by public use of cannabis vs only 15% in private.