

Attitudes on Marijuana Survey: Young Adults Aged 18 to 25

Conducted for:



Presented on:

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Conducted by:



www.QMarketResearch.com

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Attitudes on Marijuana Survey:

Young Adults Aged 18 to 25

August 20th, 2014

Background

Hazelden is seeking to better understand attitudes towards marijuana amongst 18-25 year olds. More specifically, Hazelden wants to uncover:

1. Young adults' attitudes and perceptions regarding the effects of marijuana.
2. Attitudes toward the legalization of marijuana and differences in perceptions amongst those who live in Colorado where recreational usage is legal, versus those who live in states where recreational usage of marijuana is illegal.
3. Usage of marijuana and other drugs, and negative consequences experienced.

Survey Methodology

Data was collected using a phone survey from United States respondents age 18 to 25.

200 responses were collected from those who live in Colorado.

Data Collection

The survey was conducted from June 25th to August 8th.

1,051 responses were gathered that met the requirements outlined in the Survey Methodology section above. Responses are distributed well in terms of gender and geography, however having 200 responses specifically in Colorado has tilted the geographic distribution towards the West region.

Overall results obtained from the survey are statistically valid (at a 95% confidence level) to within +/- 2.9%.

Executive Summary

General attitudes and perceptions about marijuana by 18 to 25 year olds in the United States can be described as follows:

- 40.2% think it is not addictive
- 36.3% think it is not damaging to the brain
- 33.7% think edible marijuana is safer than smoking marijuana
- 57.1% believe marijuana is less harmful than alcohol
- 59.7% believe marijuana is less harmful than tobacco
- The two biggest advantages of marijuana respondents listed are that you don't get a hangover from it (60.2%) and you can't overdose on it (44.9%).
- The two biggest disadvantages of marijuana respondents listed are that it reduces motivation (47.7%) and it is damaging to the brain (42.8%).

Attitudes and perceptions about the legalization, and effects of legalization of marijuana can be described as follows:

- 76.8% support legalizing it for medicinal purposes
- 48.3% support legalizing it for recreational purposes
- 46.5% think legalizing it makes it seem safer
- 61.2% think legalizing it makes it more socially acceptable
- 48.8% think legalizing it for recreational use will make it more accessible to minors
- 44.4% think legalizing it for recreational use will cause users to start at younger ages
- 70.7% think legalizing it for recreational use will cause more people to try it

There are significant differences between those who have used marijuana (42.2%) and those who have not:

Those who say they have used marijuana are much more likely to have said that their parents have used and currently use marijuana:

- Parents have used:
 - 52.0% of users vs. 13.9% of non-users
- Parents currently use:
 - 17.2% of users and 3.0% of non-users

Those who say they have used marijuana are much more likely to think:

- It is not addictive (60.5%) vs. 23.1% of non-users
- It is not damaging to the brain (60.8%) vs. 17.4% of non-users
- Eating it is safer than smoking it (48.5%) vs. 22.5% of non-users
- Smoking it is safer than alcohol (79.9%) vs. 38.9% of non-users
- Smoking it is safer than tobacco (81.2%) vs. 42.2% of non-users

Those who say they have used marijuana are more likely to have tried other drugs:

- 26.1% of users have used prescription medications that were not prescribed for them, compared to 6.5% of non-users.
- 17.8% of users have used ecstasy, compared to 0.5% of non-users.
- 15.8% of users have used cocaine, compared to 1.0% of non-users.
- 15.8% of users have used hallucinogens, compared to 0.7% of non-users.
- 10.6% of users have used amphetamines, compared to 0.9% of non-users.
- 4.1% of users have used heroin, compared to 1.0% of non-users.

There are significant differences in perceptions and attitudes between those who use marijuana daily and weekly compared to those who use only monthly or rarely:

- 19.9% use daily
- 9.6% use weekly
- 10.5% use monthly
- 60.0% use rarely

Those who say they use daily or weekly are much more likely to think:

- It is not addictive (71.3% daily, 64.4% weekly) vs. 51.0% of monthly users and 57.5% of rare users.
- It is not damaging to the brain (80.0% daily, 75.6% weekly) vs. 59.2% of monthly users and 50.0% of rare users.
- Eating it is safer than smoking it (54.7% daily, 58.7% weekly) vs. 50.0% of monthly users and 41.9% of rare users.
- Smoking it is safer than alcohol (93.6% daily, 89.1% weekly) vs. 78.0% of monthly users and 72.7% of rare users.
- Smoking it is safer than tobacco (93.6% daily, 90.0% weekly, and 90.0% monthly) vs. 74.4% of rare users.

Those who say they use daily or weekly are more likely to have tried other drugs:

- 41.1% of daily users and 34.8% of weekly users say they have used prescription medications that were not prescribed for them, compared to 24.0% of monthly users and 17.8% of rare users.
- 40.0% of daily users say they have tried ecstasy, compared to 17.4% of weekly users, 18.0% of monthly users, and 9.4% of rare users.
- 18.9% of daily users and 19.6% of weekly users say they have tried amphetamines, compared to 10.0% of monthly users and 5.6% of rare users.
- 30.5% of daily users and 23.9% of weekly users say they have tried hallucinogens, compared to 18.0% of monthly users and 7.7% of rare users.

- 12.6% of daily users and 13.0% of weekly users say they have tried other drugs, compared to 4.0% of monthly users and 7.7% of rare users.

There are significant differences in perceptions, attitudes, and usage between those who have parents that use or have used marijuana and those who have parents that have not used.

- 30.5% say their parents have used
- 9.0% say their parents currently use

Those who say that their parents have used are much more likely to think:

- It is not addictive (55.7%) vs. 25.1% that have parents that haven't
- It is not damaging to the brain (53.6%) vs. 21.8% that have parents that haven't
- Eating it is safer than smoking it (48.9%) vs. 24.4% that have parents that haven't
- Smoking it is safer than alcohol (78.3%) vs. 38.3% that have parents that haven't
- Smoking it is safer than tobacco (77.3%) vs. 42.6% that have parents that haven't

The differences between those in Colorado compared to the rest of the country are generally small. In Colorado:

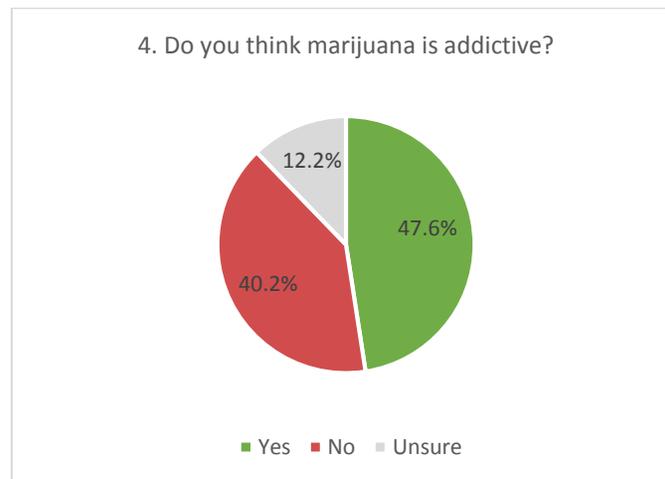
- 52.5% think marijuana is not addictive, compared to 47.4% of the rest that do.
- 40.2% think edibles are safer than smoking it, compared to 32.2% of the rest that do.
- 50.5% think legalizing it makes it seem safer, compared to 45.6% of the rest that do.
- 70.2% think legalizing it makes it more socially acceptable, compared to 59.1% of the rest that do.
- 81.2% support medicinal legalization, compared to 75.7% of the rest support it.
- 51.3% think that legalization will make it more accessible to minors, compared to 48.3% of the rest that do.
- 35.5% of parents have used it, compared to 29.3% of the rest that have.
- 12.1% of parents currently use it, compared to 9.0% of the rest that currently do.
- 48.7% have used, compared to 40.7% of the rest that have used.
- 24.0% use daily, compared to 18.8% of the rest that use daily.
- 19.0% started under the age of 14, compared to 14.1% of the rest that started then.
- 8.0% have tried amphetamines, compared to 4.5% of the rest that have.
- 4.0% have tried heroin, compared to 2.0% of the rest that have.
- 10.0% have tried ecstasy, compared to 7.6% of the rest that have.

Findings

Attitudes and Perceptions Regarding the Effects of Marijuana

Respondents were asked if they think marijuana is addictive:

- 47.6% think it is addictive
- 40.2% think it is not addictive
- 12.2% are unsure

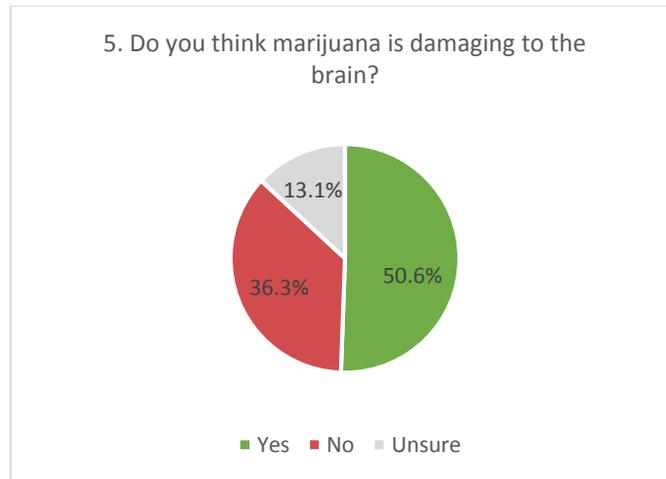


Groups that have higher percentages of respondents that think marijuana is not addictive are:

- 55.7% of those who have parents that have used
- 60.5% of users
- 71.3% of daily users & 64.4% of weekly users

Respondents were asked if they think marijuana is damaging to the brain:

- 50.6% think it is damaging to the brain
- 36.3% think it is not
- 13.1% are unsure

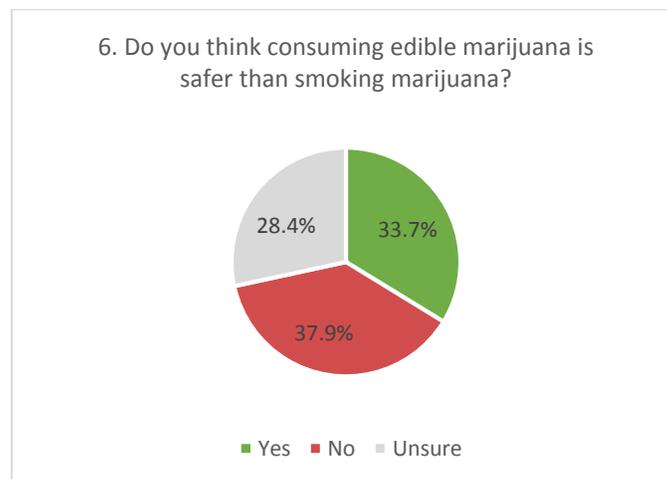


Groups that have higher percentages of respondents that think marijuana is not damaging to the brain are:

- 53.6% of those who have parents that have used
- 60.8% of users
- 80.0% of daily users & 75.6% of weekly users

Respondents were asked if they think consuming edible marijuana is safer than smoking marijuana:

- 33.7% think edible marijuana is safer than smoking marijuana
- 37.9% think edible marijuana is not safer than smoking marijuana
- 28.4% were unsure

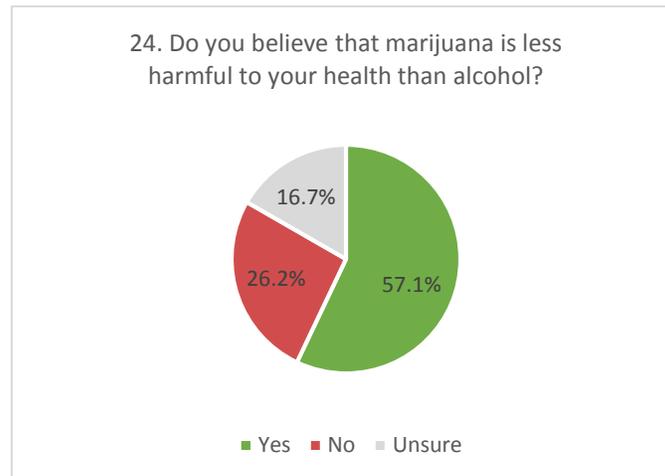


Groups that have higher percentages of respondents that think edible marijuana is safer than smoking marijuana are:

- 40.2% of those who live in Colorado
- 48.9% of those who have parents who have used
- 57.4% of those who have parents who currently use
- 48.5% of users
- 54.7% of daily users & 58.7% of weekly users

Respondents were asked if they believe marijuana is less harmful to your health than alcohol:

- 57.1% believe marijuana is less harmful than alcohol
- 26.2% believe marijuana is more harmful than alcohol
- 16.7% were unsure

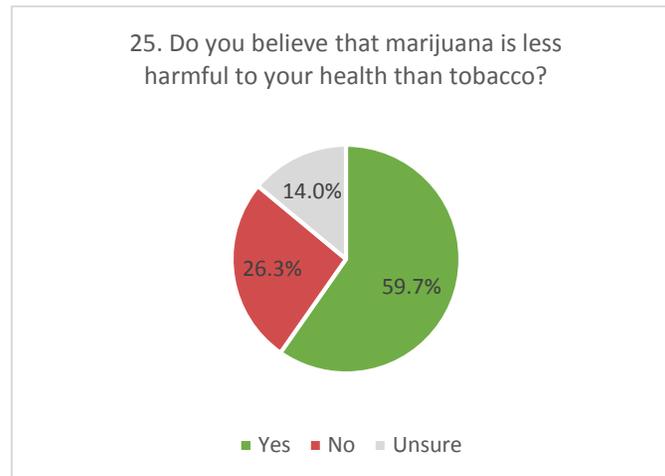


Groups that have higher percentages of respondents that think marijuana is less harmful than alcohol are:

- 59.3% of those who live in Colorado
- 78.3% of those who have parents that have used
- 80.6% of those with parents who currently use
- 79.9% of users
- 93.6% of daily users & 89.1% of monthly users

Respondents were asked if they believe marijuana is less harmful to your health than tobacco:

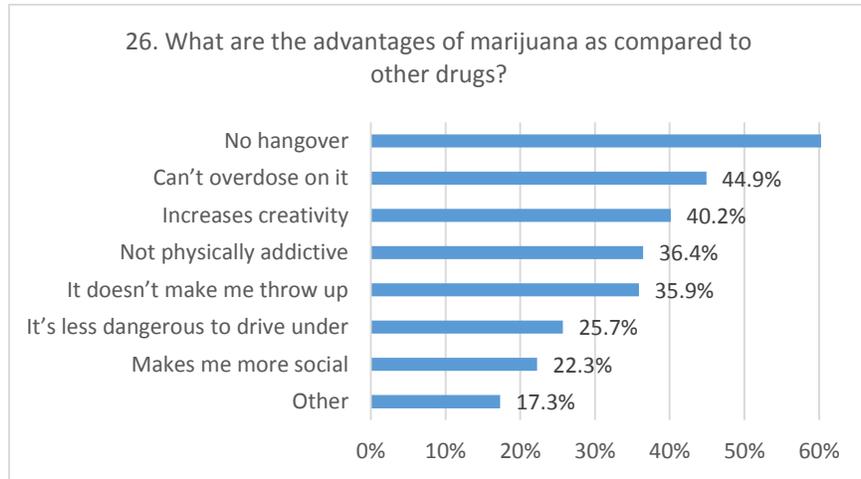
- 59.7% believe marijuana is less harmful than tobacco
- 26.3% believe marijuana is more harmful than tobacco
- 14.0% were unsure



Groups that have higher percentages of respondents that think marijuana is less harmful than tobacco are:

- 61.8% of those who live in Colorado
- 77.3% of those who have parents that have used
- 77.4% of those who have parents that currently use
- 81.2% of users
- 93.6% of daily users & 90.0% of monthly users

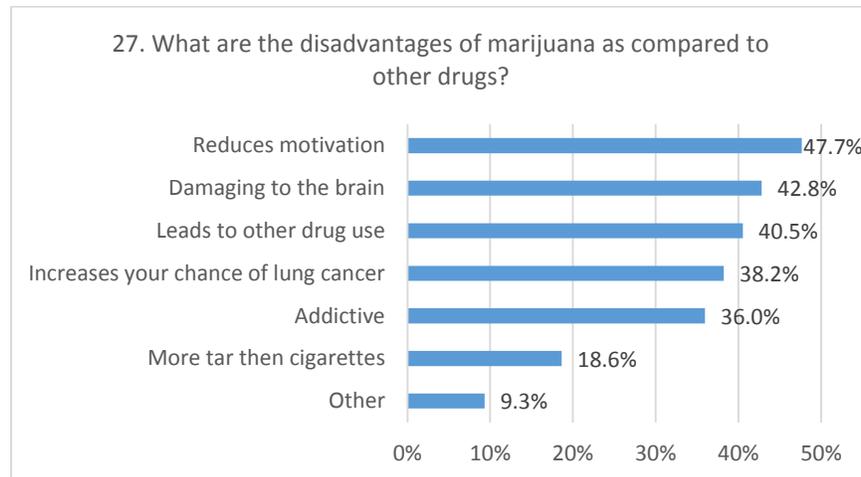
Respondents were asked what the advantages of marijuana are as compared to other drugs. 60.2% state the “biggest advantage” of marijuana is that you do not experience a hangover from it.



Some common responses to the other category in the question were:

- Makes people happy
- No advantages
- Less dangerous/ no health risks
- Has medical benefits
- Increased appetite
- Helps sleep
- Helps pain
- Anxiety and stress relief

Respondents were asked what the disadvantages of marijuana are as compared to other drugs. 47.7% state the “biggest disadvantage” of marijuana was that it reduces your motivation.



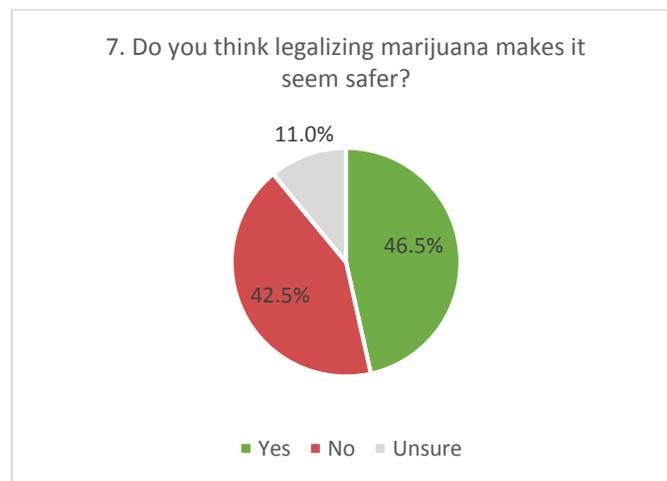
Some common responses to the other category in the question were:

- Causes anxiety
- The smell
- Bad for throat/ lungs
- Makes you eat too much
- There are none

Attitudes Regarding the Legalization of Marijuana

Respondents were asked if they think legalizing marijuana makes it seem safer:

- 46.5% think legalizing it makes it seem safer
- 42.5% do not think it makes it seem safer
- 11.0% were unsure

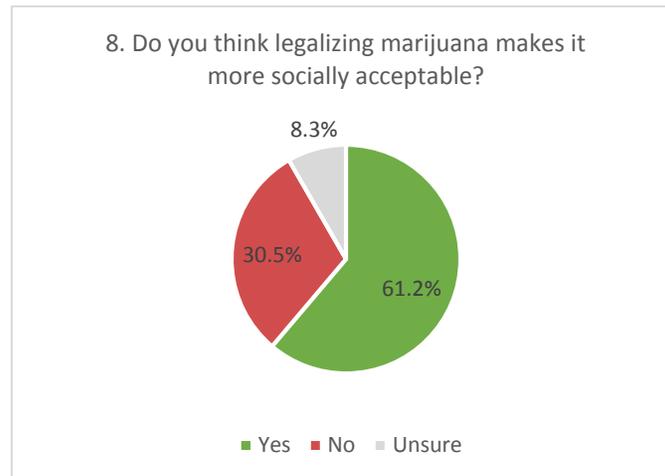


Groups that have higher percentages of respondents that think legalizing marijuana makes it seem safer are:

- 50.5% of those who live in Colorado
- 57.7% of those who have parents that have used
- 62.4% of those who have parents that currently use
- 62.7% of users
- 74.7% of daily users, 71.7% of weekly users, & 70.0% of monthly users

Respondents were asked if they think legalizing marijuana makes it more socially acceptable:

- 61.2% think legalizing it makes it more socially acceptable
- 30.5% do not think it makes it more socially acceptable
- 8.3% were unsure

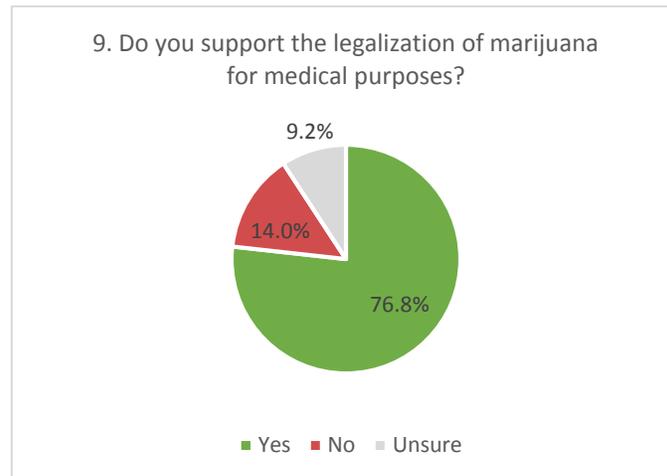


Groups that have higher percentages of respondents that think legalizing marijuana makes it more socially acceptable are:

- 70.2% of those who live in Colorado
- 78.9% of those who have parents that have used
- 78.7% of those who have parents that currently use
- 82.8% of users

Respondents were asked if they support legalizing marijuana for medicinal purposes:

- 76.8% support legalizing it
- 14.0% do not
- 9.2% were unsure

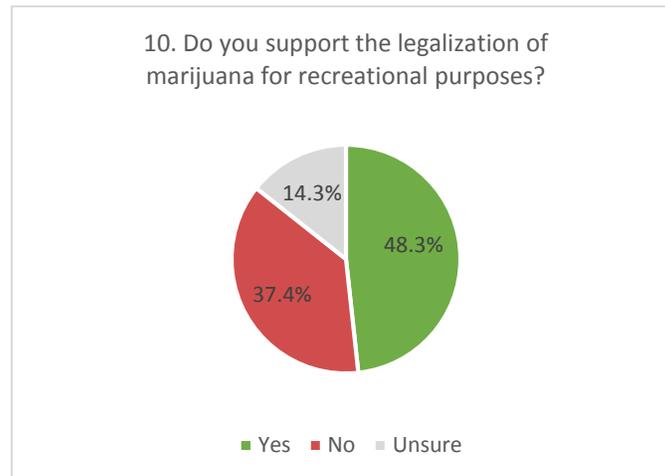


Groups that have higher percentages of respondents that support legalizing marijuana for medicinal purposes are:

- 81.2% of those who live in Colorado
- 91.5% of those who have parents that have used
- 93.4% of those who have parents that currently use
- 95.0% of users
- 97.8% of daily users

Respondents were asked if they support legalizing marijuana for recreational purposes:

- 48.3% support legalizing it
- 37.4% do not
- 14.3% were unsure



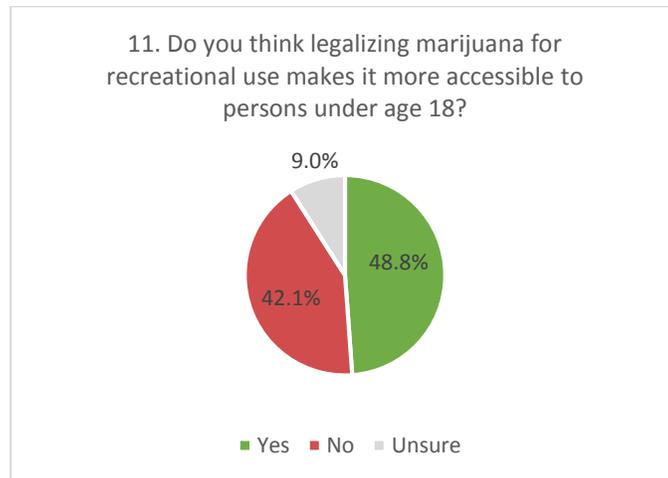
Groups that have higher percentages of respondents that support legalizing marijuana for recreational purposes are:

- 55.7% of those who live in the Midwest
- 71.5% of those who have parents that have used
- 73.4% of those who have parents that currently use
- 77.6% of users
- 93.7% of daily users & 89.1% of weekly users

Effects of Marijuana Legalization

Respondents were asked if they think legalizing marijuana for recreational use makes it more accessible to people under age 18:

- 48.8% think it will be more accessible
- 42.1% do not think it will be more accessible
- 9.0% were unsure

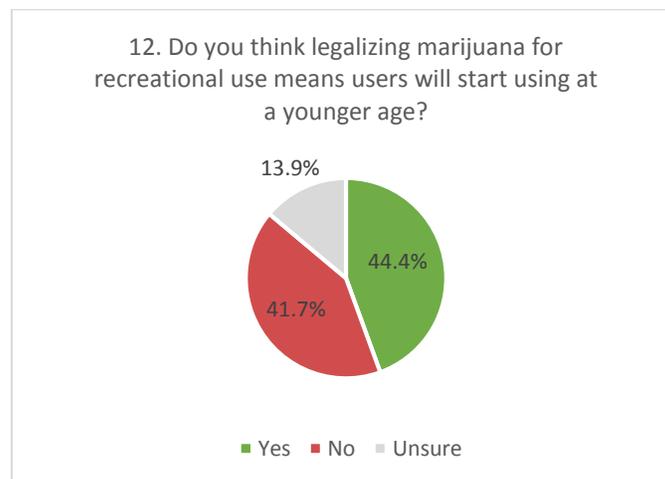


Groups that have higher percentages of respondents that think that legalizing marijuana for recreational will make it more accessible to people under age 18 are:

- 51.0% of those who live in the West
- 51.3% of those who live in Colorado
- 52.6% of Females
- 55.1% of those who have parents that have not used
- 56.2% of non-users

Respondents were asked if they think legalizing marijuana for recreational use means users will start using at a younger age:

- 44.4% think users will start at younger ages
- 41.7% do not
- 13.9% were unsure

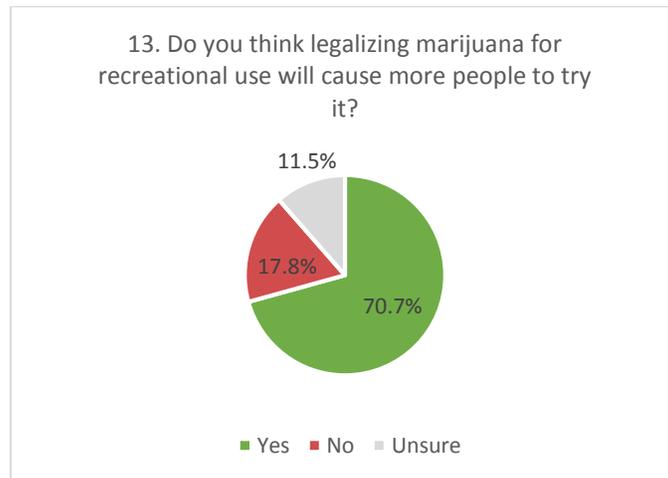


Groups that have higher percentages of respondents that think legalizing marijuana for recreational use means users will start using at a younger age are:

- 54.8% of those who have parents that have not used
- 54.3% of non-users

Respondents were asked if they think legalizing marijuana for recreational use will cause more people to try it:

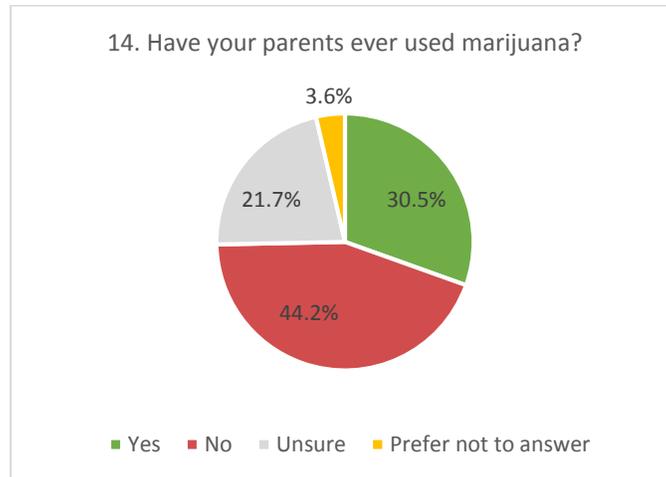
- 70.7% think more people will try it
- 17.8% do not
- 11.5% were unsure



Usage of Marijuana and Other Drugs

Respondents were asked if their parents have ever used marijuana:

- 30.5% say their parents have used
- 44.2% say their parents have not used
- 21.7% were unsure
- 3.6% preferred not to answer

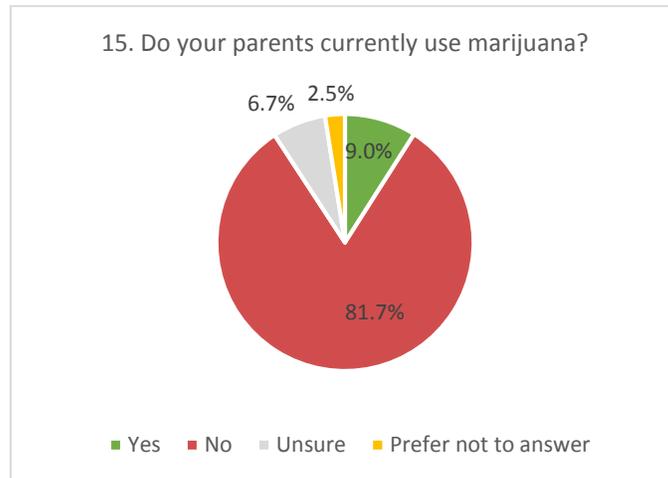


Groups that have higher percentages of respondents that have parents that have used marijuana are:

- 35.5% of those who live in Colorado
- 35.3% of females
- 52.0% of users
- 60.6% of daily users & 63.0% of weekly users
- 63.1% of those who have driven high

Respondents were asked if their parents currently use marijuana:

- 9.0% say their parents currently use
- 81.7% say their parents are not currently using
- 6.7% were unsure
- 2.5% preferred not to answer

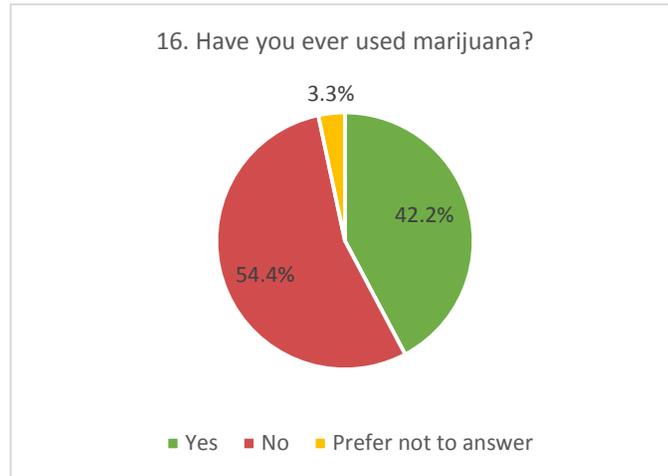


Groups that have higher percentages of respondents that have parents that currently use marijuana are:

- 11.7% of those who live in the West & 10.2% of those who live in the Northeast.
- 12.1% of those who live in Colorado
- 17.2% of users
- 31.6% of daily users

Respondents were asked if they have ever used marijuana:

- 42.2% say they have used
- 54.4% say they have not
- 3.3% preferred not to answer

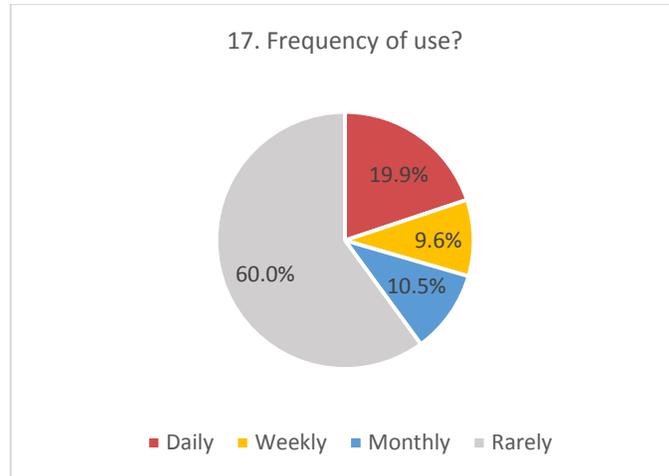


Groups that have higher percentages of respondents that have used marijuana are:

- 47.0% of those who live in the West & 46.6% of those who live in the Midwest
- 48.7% of those who live in Colorado
- 72.1% of those who have parents that have used
- 80.9% of those who have parents that currently use

Respondents who indicated that they used marijuana were asked about their frequency of marijuana use:

- 19.9% use daily
- 9.6% use weekly
- 10.5% use monthly
- 60.0% use rarely

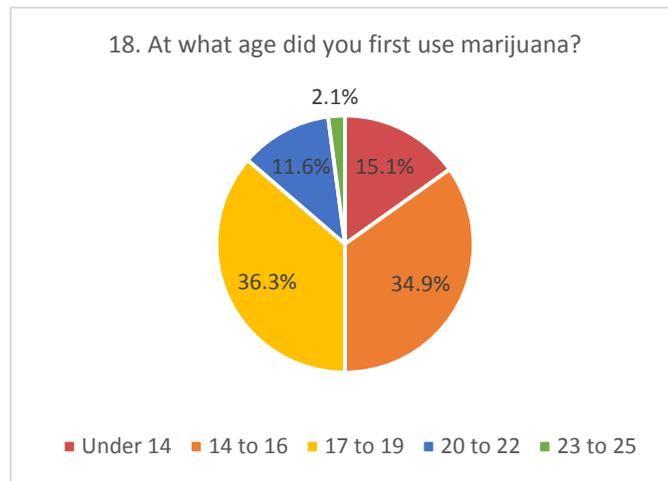


Groups that have higher percentages of respondents that use marijuana daily are:

- 30.0% of those in the Northeast & 20.4% of those in the West
- 24.0% of those who live in Colorado
- 23.8% of those who have parents that have used
- 39.5% of those who have parents who currently use
- 36.3% of those who have driven high
- 36.9% of those who have been to school high
- 49.1% of those who have been to work high

Respondents who indicated that they used marijuana were asked at what age they started using marijuana:

- 15.1% started under the age of 14
- 34.9% started between the ages of 14 to 16
- 36.3% started between the ages of 17 to 19
- 11.6% started between the ages of 20 to 22
- 2.1% started between the ages of 23 to 25

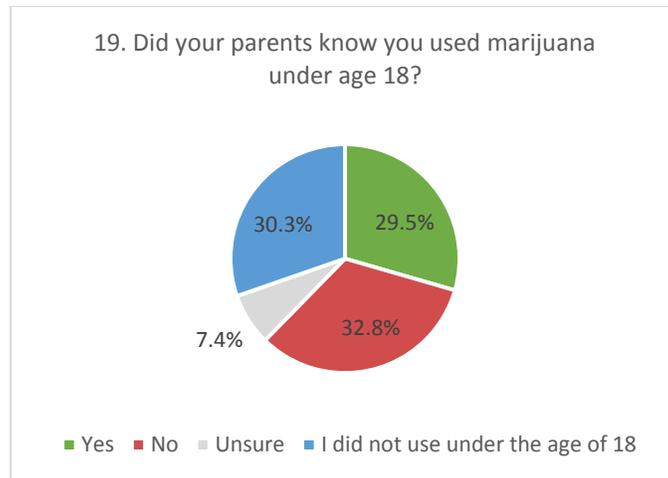


Groups that have higher percentages of respondents that started using marijuana under the age of 14 are:

- 17.7% of those who live in the West
- 19.0% of those who live in Colorado
- 28.4% of daily users
- 25.0% of those who have been to school high
- 25.5% of those who have been to work high

Respondents who indicated that they used marijuana were asked if their parents knew they used marijuana under the age of 18:

- 29.5% said their parents knew
- 32.8% said their parents did not know
- 7.4% were unsure
- 30.3% said that they did not use under the age of 18

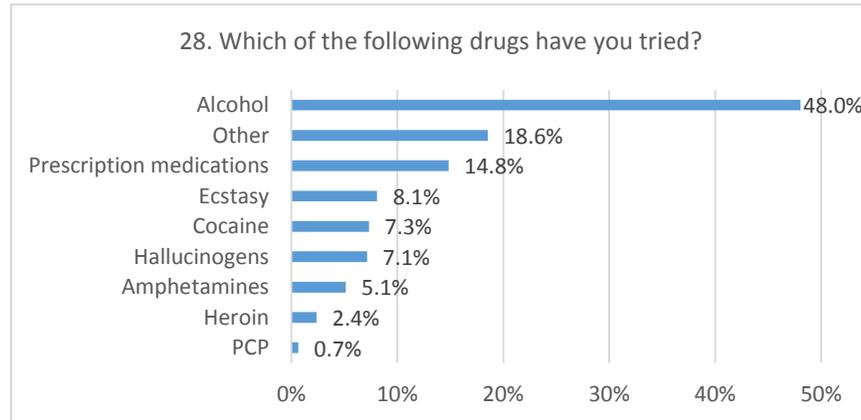


Groups that have higher percentages of respondents with parents who did not know they used marijuana under age 18 are:

- 37.3% of those who live in the South
- 39.8% of those with parents who have not used
- 38.3% of those with parents who do not currently use

Respondents were asked what other drugs they have tried. The graph below shows the percentages:

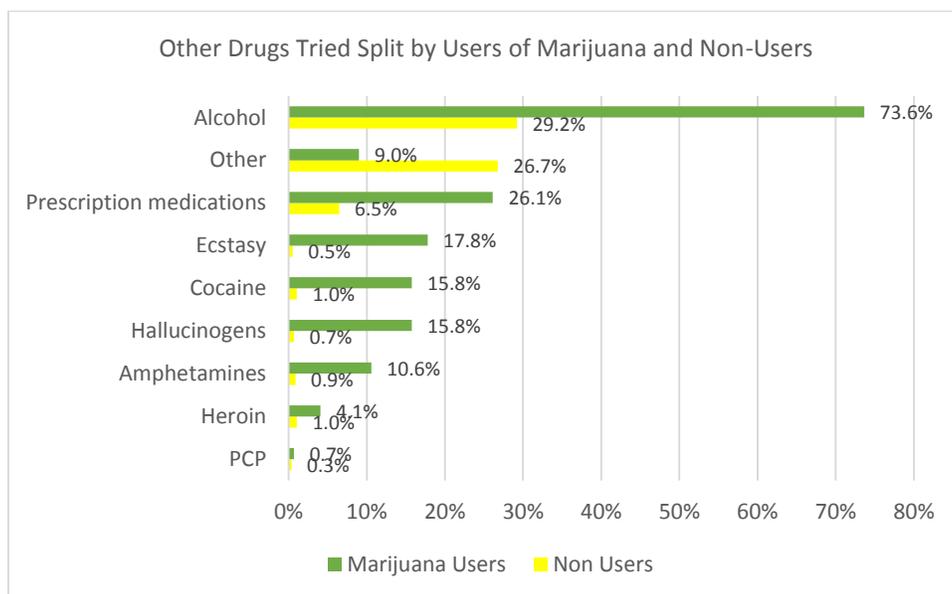
- 48.0% responded they have tried alcohol
- 18.6% have tried some other drug that is not listed
- 14.8% have tried prescription medications that were not prescribed for them



Responses to the other category in the question included:

- Haven't used any (most common, especially among non-users)
- Tobacco
- Mushrooms
- THC pills
- Steroids
- Meth
- Molly
- LSD
- Acid

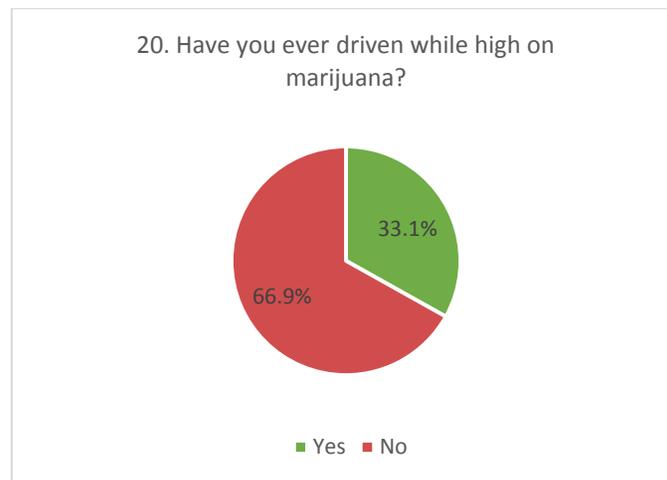
Users of marijuana are much more likely to use other drugs compared to those who have not used marijuana. This result can be seen the graph below:



Negative Consequences of Marijuana Use

Respondents who indicated that they used marijuana were asked if they have ever driven while high:

- 33.1% said they have driven high
- 66.9% said they have not

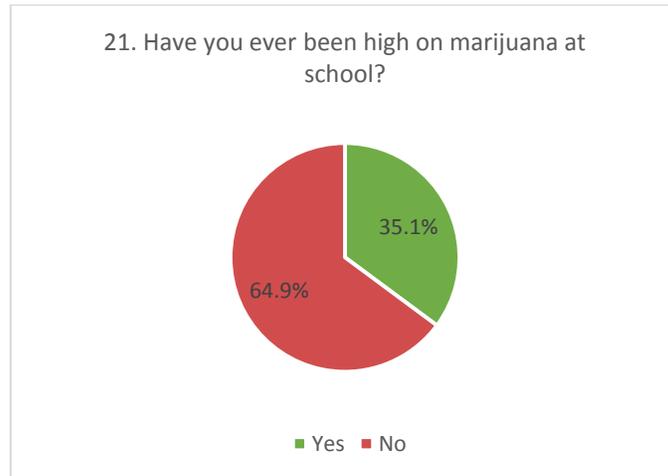


Groups that have higher percentages of respondents who have driven high are:

- 38.2% of those who live in the South
- 38.4% of Males
- 42.1% of those who have parents that have used
- 41.6% of those with parents who currently use
- 60.6% of daily users & 54.3% of weekly users
- 61.4% of those who have been to school high
- 76.4% of those who have been to work high

Respondents who indicated that they used marijuana were asked if they have ever been high while at school:

- 35.1% said they have been to school high
- 66.9% said they have not

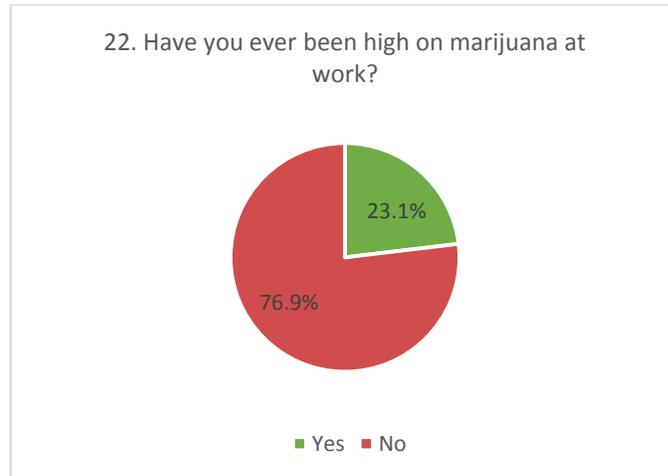


Groups that have higher percentages of respondents who have been to school high are:

- 40.3% of those who have parents that have used
- 44.2% of those with parents who currently use
- 66.0% of daily users & 54.3% of weekly users
- 65.0% of those who have driven high
- 80.9% of those who have been to work high

Respondents who indicated that they used marijuana were asked if they have ever been to work high:

- 23.1% said they have been to work high
- 76.9% said they have not

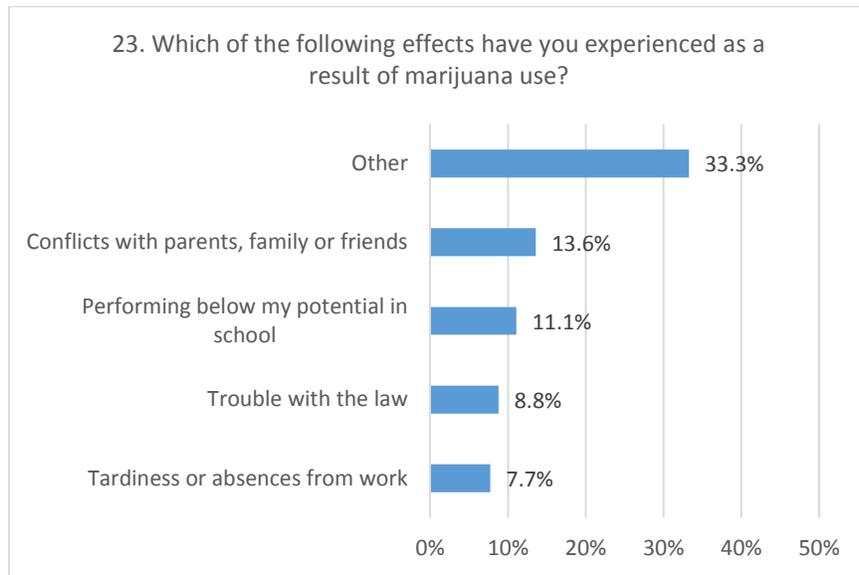


Groups that have higher percentages of respondents who have been to work high are:

- 37.3% of those who live in the Northeast
- 28.7% of those who have parents that have used
- 37.7% of those with parents who currently use
- 58.1% of daily users
- 53.5% of those who have driven high
- 53.0% of those who have been to school high

Respondents who indicated that they used marijuana were asked which of the following effects they have experienced as a result of marijuana use. The graph below shows the percentages:

- 33.0% responded they have had an experience other than the ones listed
- 13.6% said they have had conflicts with parents, family, or friends
- 11.1% said they performed below their potential in school



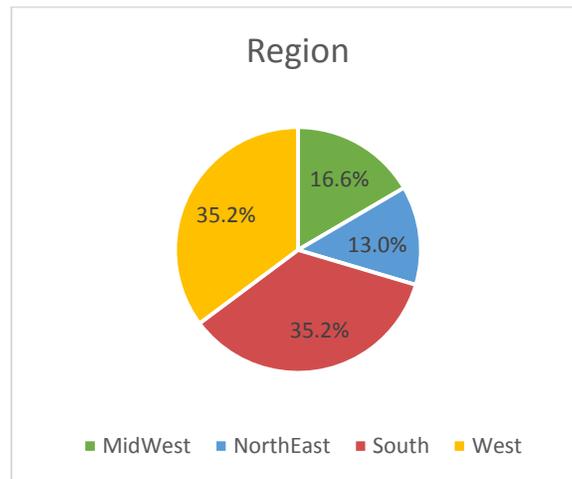
Some common responses to the other category in the question were:

- No trouble/ no effects
- Weight gain
- Tiredness
- Lazy
- Hunger

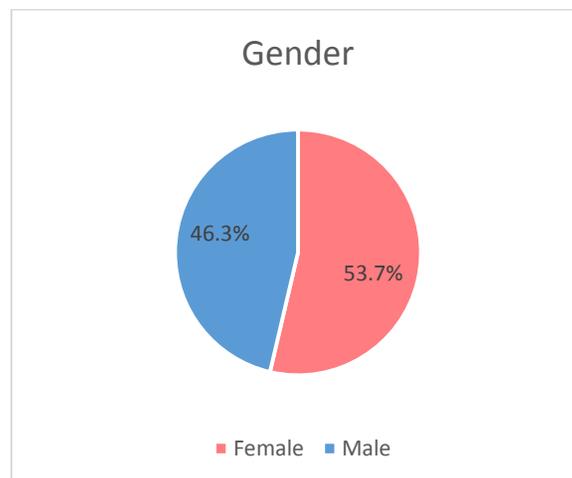
Demographics

All those who responded to the survey were between the ages of 18 and 25. This was a predetermined filter on the group of people that were surveyed.

When examining the graph below, what can be seen is that many of the respondents came from the West region as well as the South region. The South region is the most populous region in the United States. The Western Region shows a higher percentage of participants since we were required to interview 200 participants in Colorado.



The graph below shows the male and female split of those who responded to the survey. This is very close to an even split. It mirrors the fact that there are slightly more females in the United States than males.



Appendices

Appendix I: Summary of Numerical Results

Appendix II: Survey