

SCHOEN CONSULTING

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# **2020 Rosenthal Center Cannabis Perceptions Poll**

## **Overall Findings**

February 2020

# Overview

- Schoen Consulting conducted a national survey of **600 randomly selected, demographically representative, American adults** online to study the **perception of cannabis and CBD** for the February Rosenthal Cannabis Study.

# Key Findings

**Table 1. Key Findings**

- Americans favor legalization of marijuana, especially for medical purposes.
- Large majorities of Americans also support additional research, brand labeling, as well as stricter regulations on marijuana and CBD products.
- The national conversation should pivot to promoting research, stricter labeling requirements, and expanded education.

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# Marijuana Usage and Activity

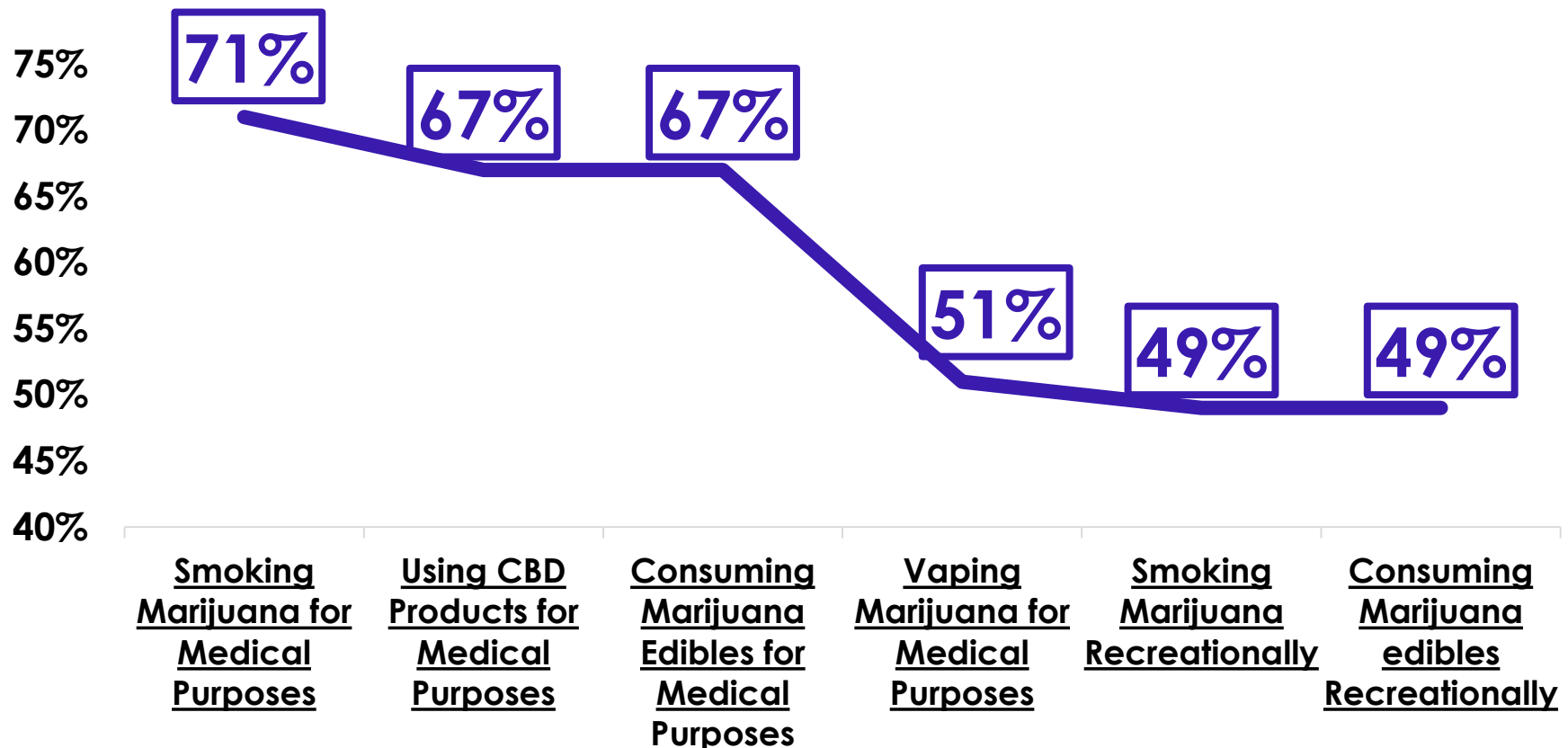
# Favorability of Different Activities

- American adults generally have favorable opinions on the use of medical marijuana (71%) and the use of CBD for medical purposes (67%).
- Favorability is lowest for vaping electronic cigarettes (22%) and vaping flavored electronic cigarettes (19%).

# Favorability of Different Activities

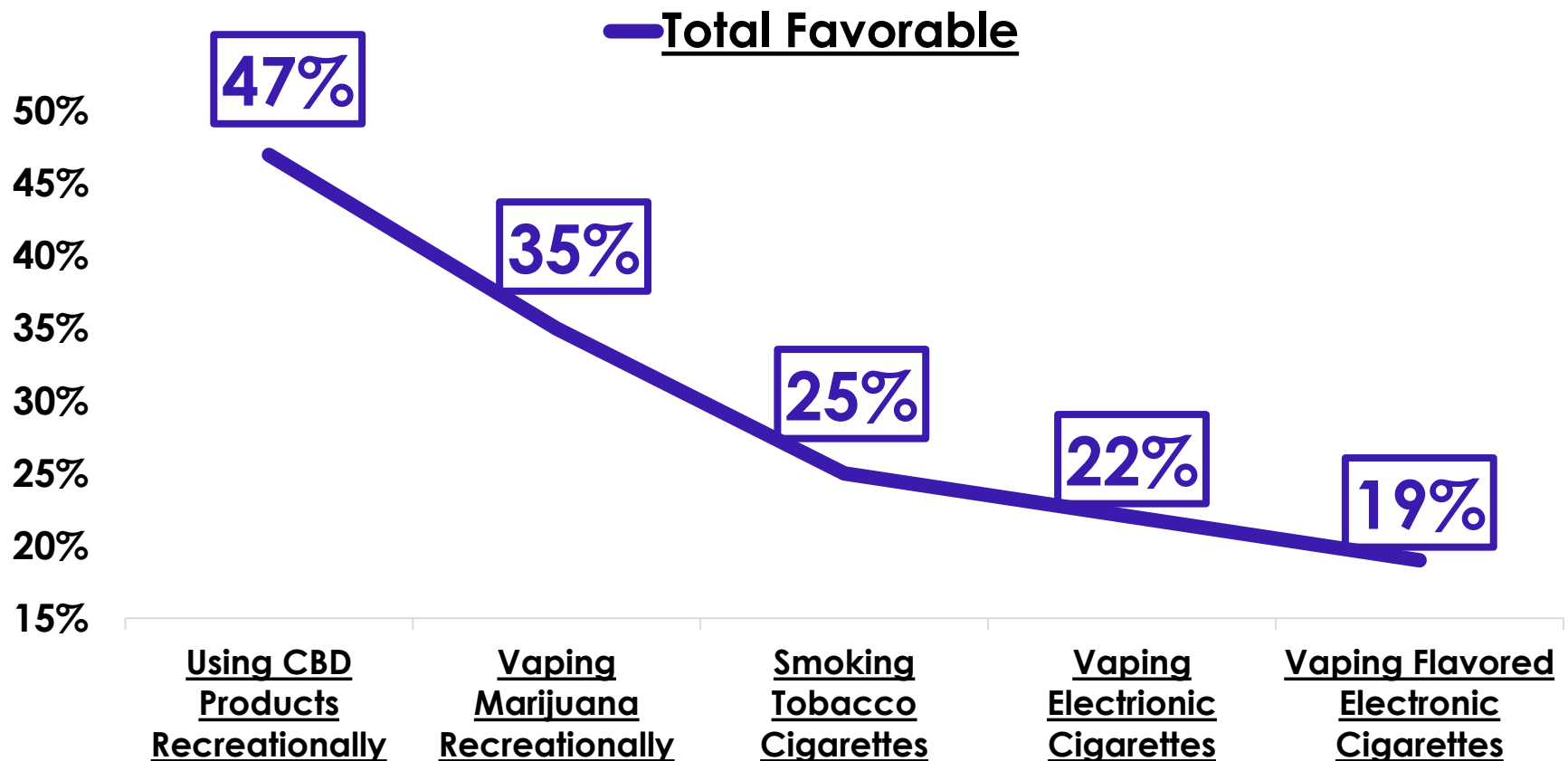
Chart 1. Favorability of Different Activities

— Total Favorable



# Favorability of Different Activities

Chart 2. Favorability of Different Activities



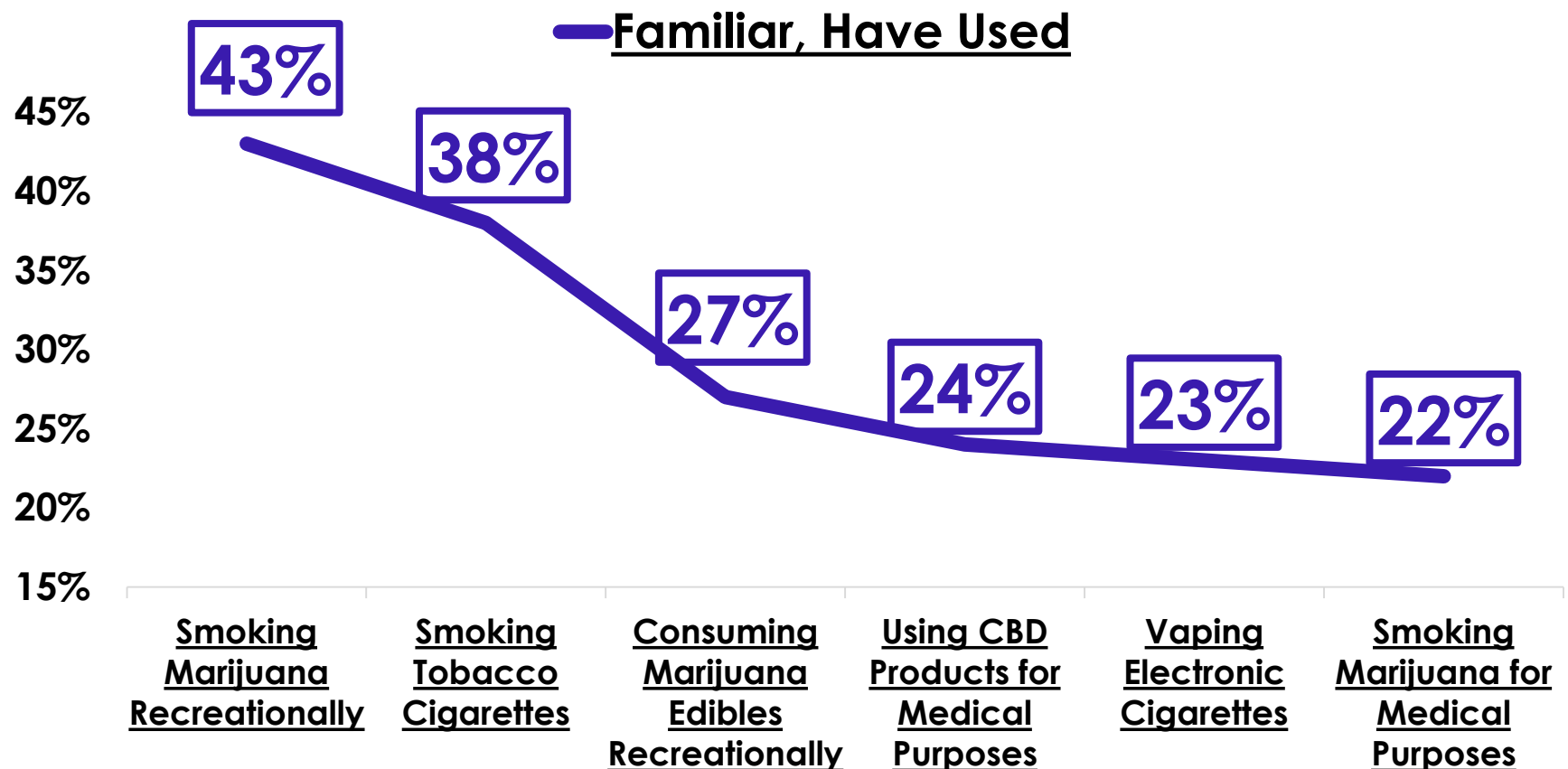
# Frequency of Different Smoking Activities

- Slightly more than four-in-10 (43%) American adults have smoked marijuana recreationally, and slightly less (38%) have smoked tobacco cigarettes.



# Frequency of Different Smoking Activities

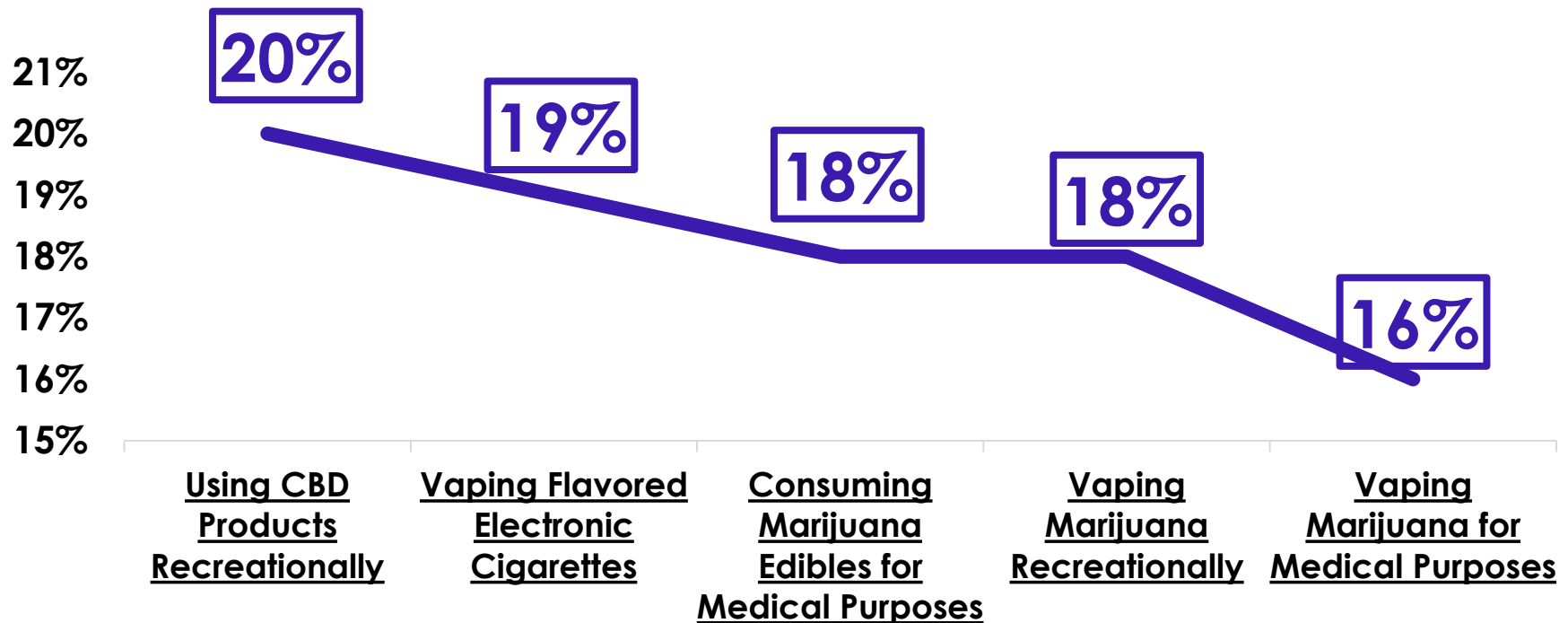
Chart 3. Frequency of Different Smoking Activities



# Frequency of Different Activities

Chart 4. Frequency of Smoking Activities

— Familiar, Have Used



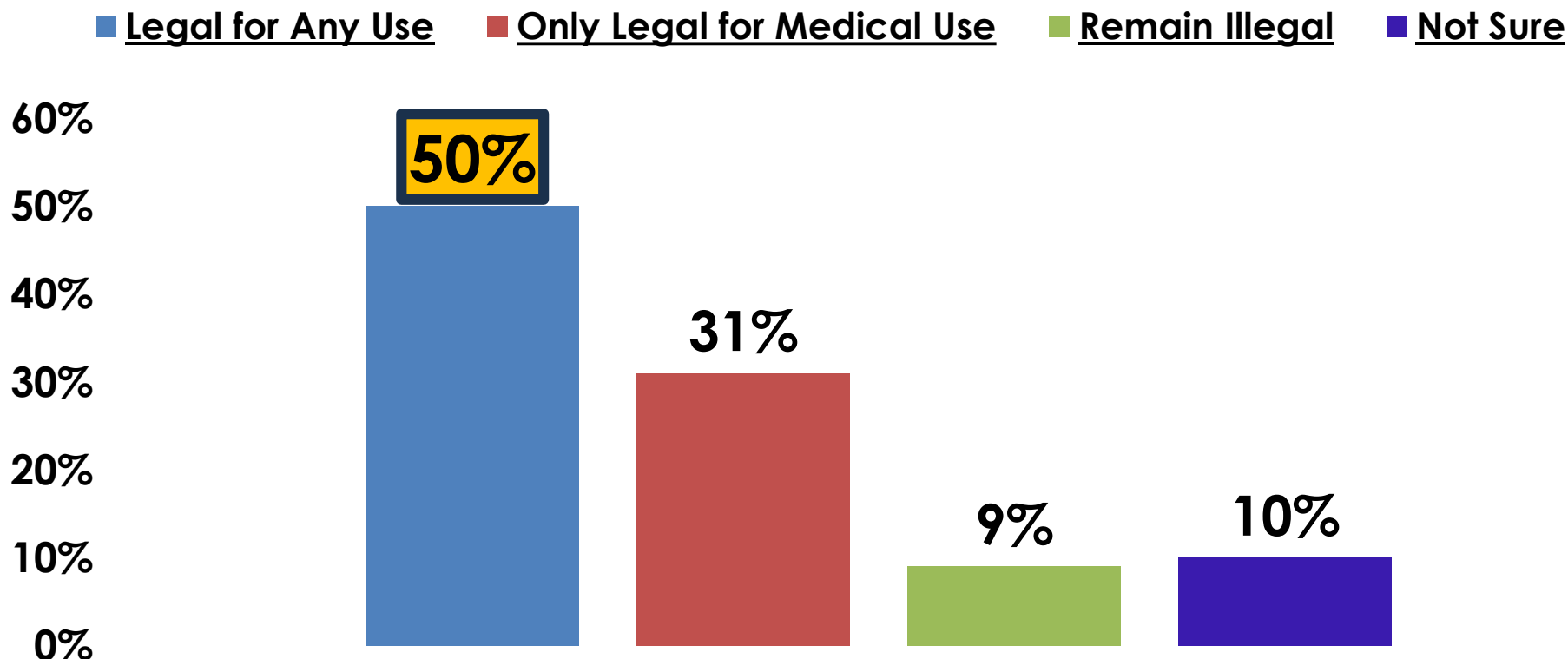
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# Perceptions of Marijuana Legalization

# Marijuana Legalization

- Half (50%) of Americans believe that marijuana should be legal for any use, while only 9% believe it should be illegal.

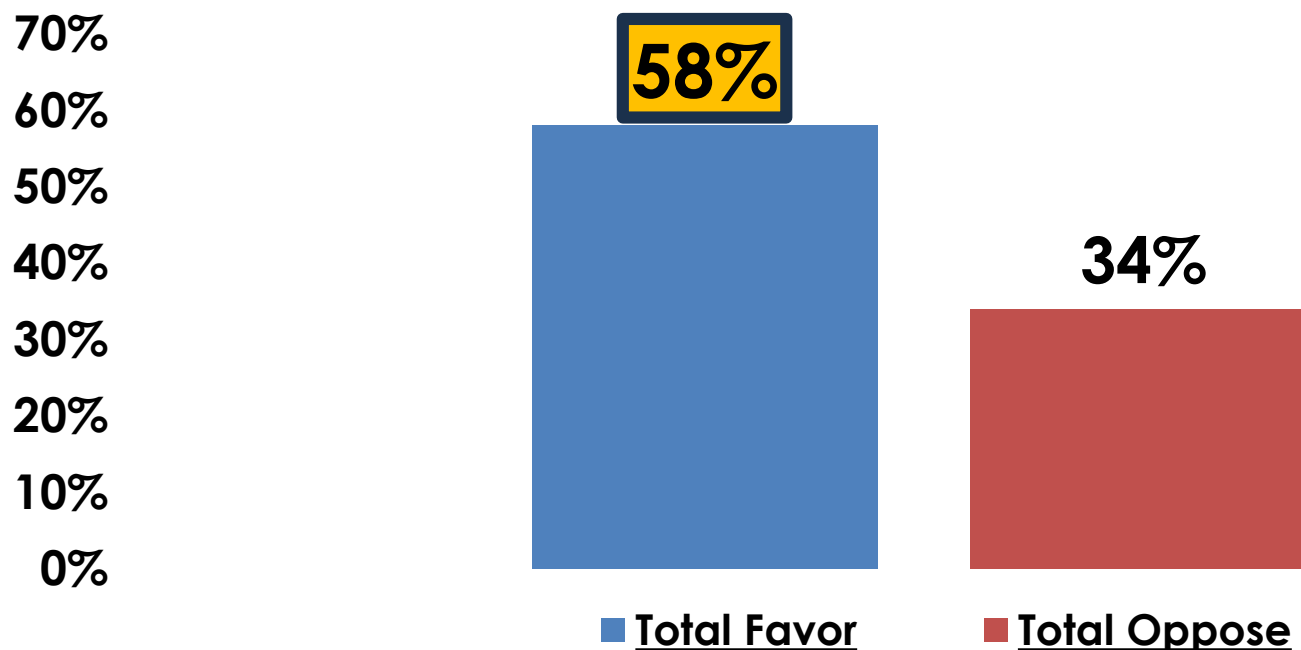
Chart 5. Marijuana Legalization



# Recreational Marijuana Legalization Favorability

- A majority (58%) of Americans support recreational marijuana legalization.

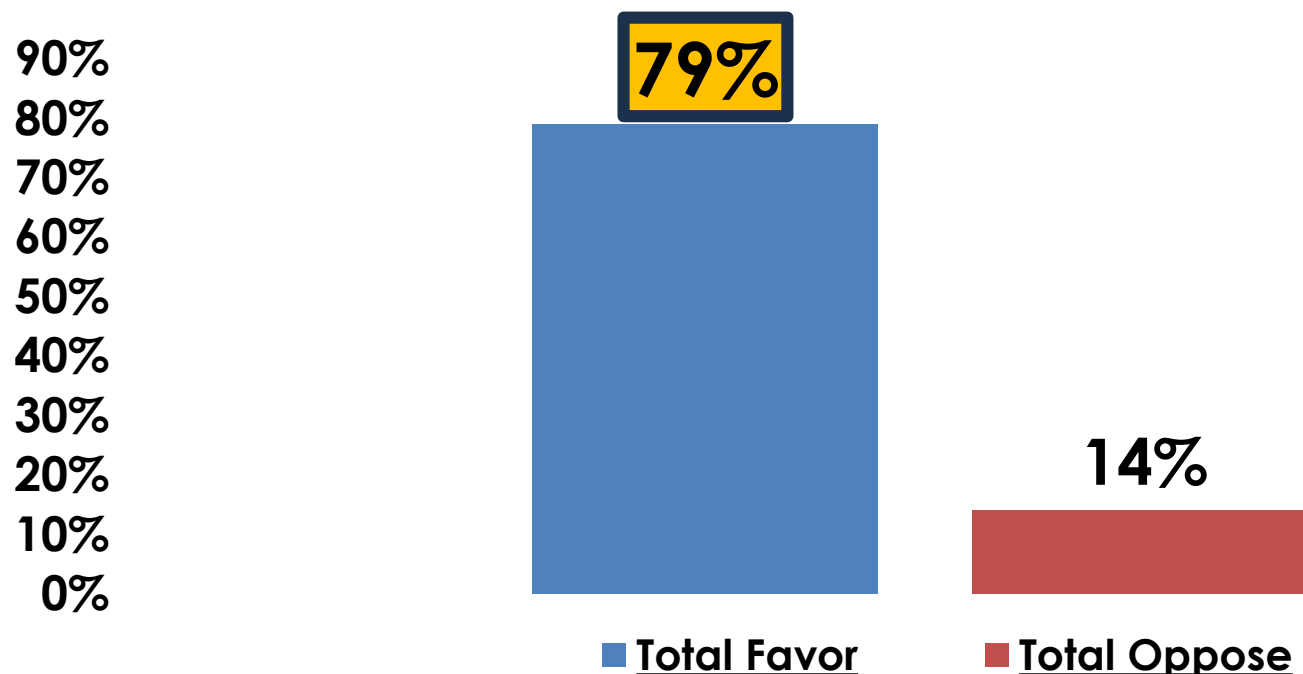
Chart 6. Recreational Marijuana Legalization Favorability



# Medical Marijuana Legalization Favorability

- Notably, support for medical marijuana legalization is much higher. Nearly 8-in-10 Americans favor medical marijuana legalization.

Chart 7. Marijuana Legalization Favorability



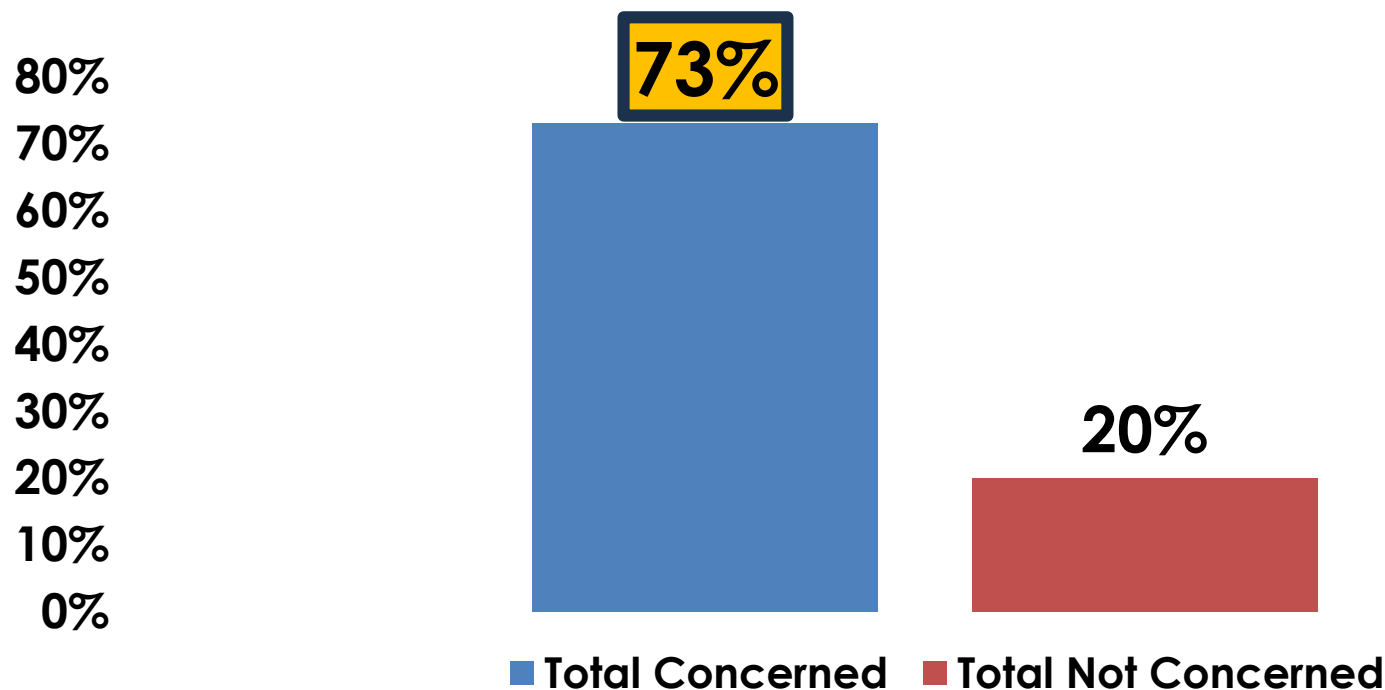
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# Youth Vaping

# Youth Vaping: Americans OVERALL

- Importantly, just under three-quarters (**73%**) of Americans OVERALL are **concerned about youth vaping**.

Chart 8. Concern About Youth Vaping:  
Americans OVERALL





# Youth Vaping: Americans 18-34 & 55+

- Notably, only 57% of Americans 18-34 are concerned about youth vaping, while 88% of Americans 55+ are concerned.

Chart 9. Concern About Youth Vaping:  
Americans 18-34

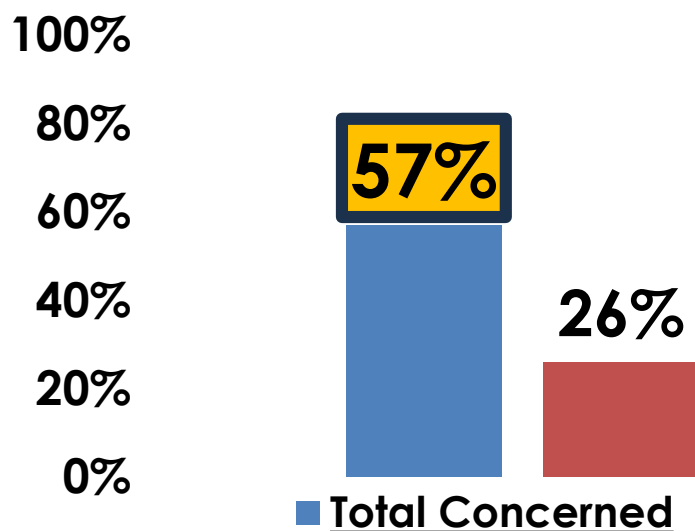
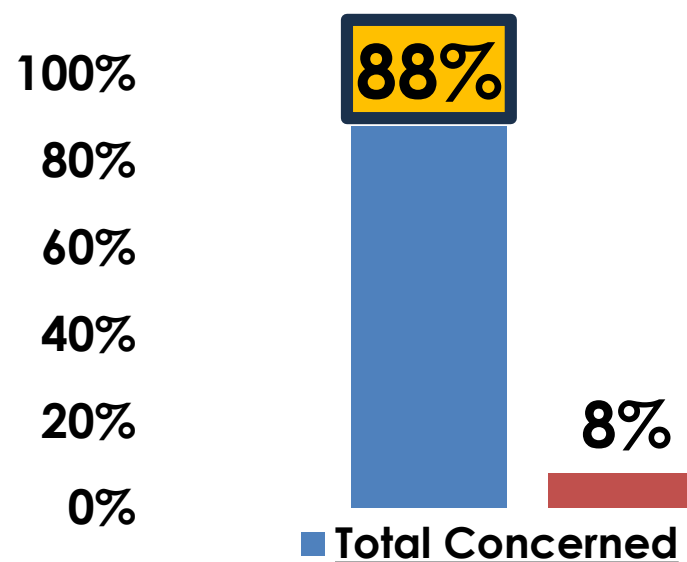


Chart 10. Concern About Youth Vaping:  
Americans 55+



# Youth Vaping: Marijuana & Tobacco Users

- 71% of Marijuana users are concerned about youth vaping, while 65% of Tobacco Cigarette users are concerned.

Chart 11. Concern About Youth Vaping: Marijuana Users

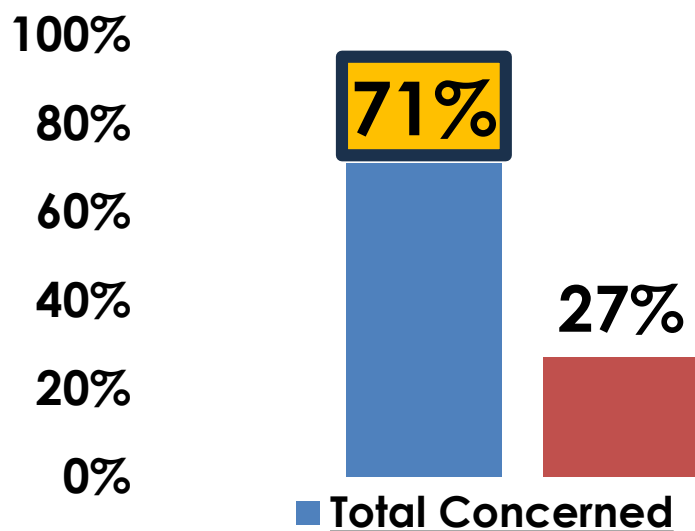
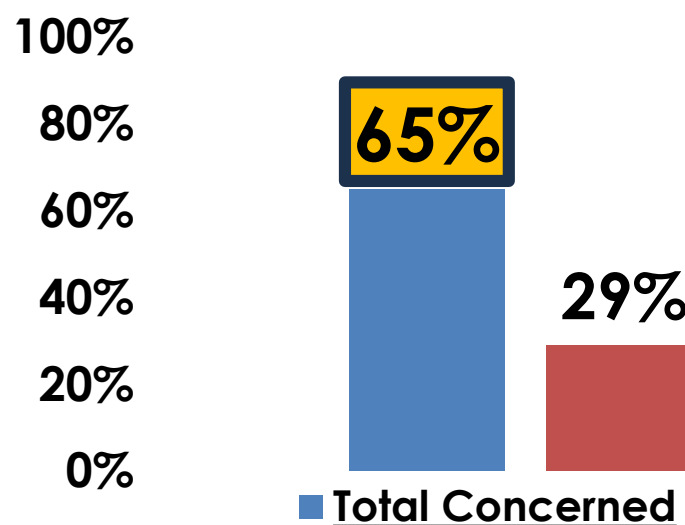


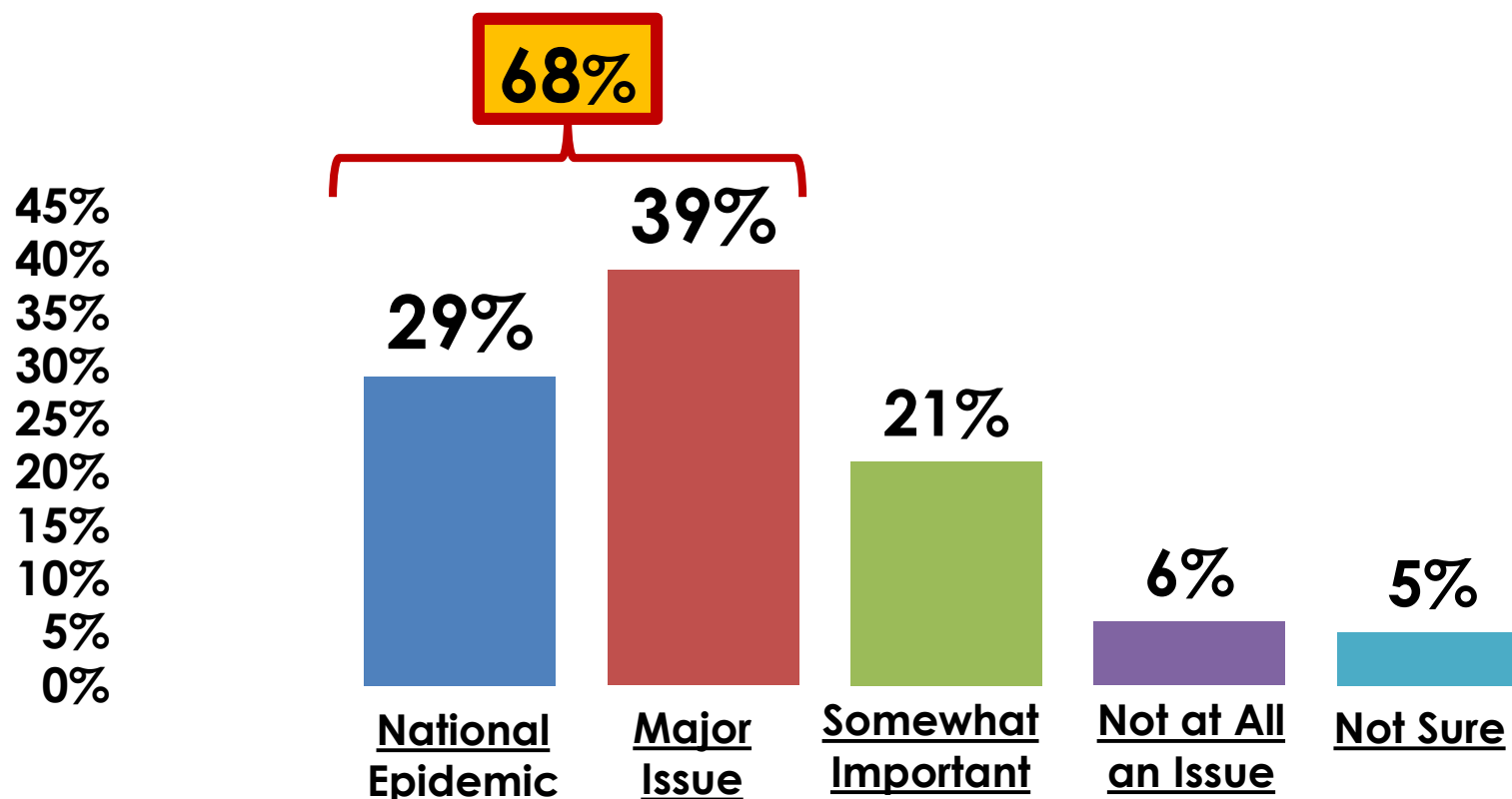
Chart 12. Concern About Youth Vaping: Tobacco Cigarette Users



# Youth Vaping Is A Major Issue

- A large majority (**68%**) of Americans identify youth vaping as a national epidemic or a major issue.

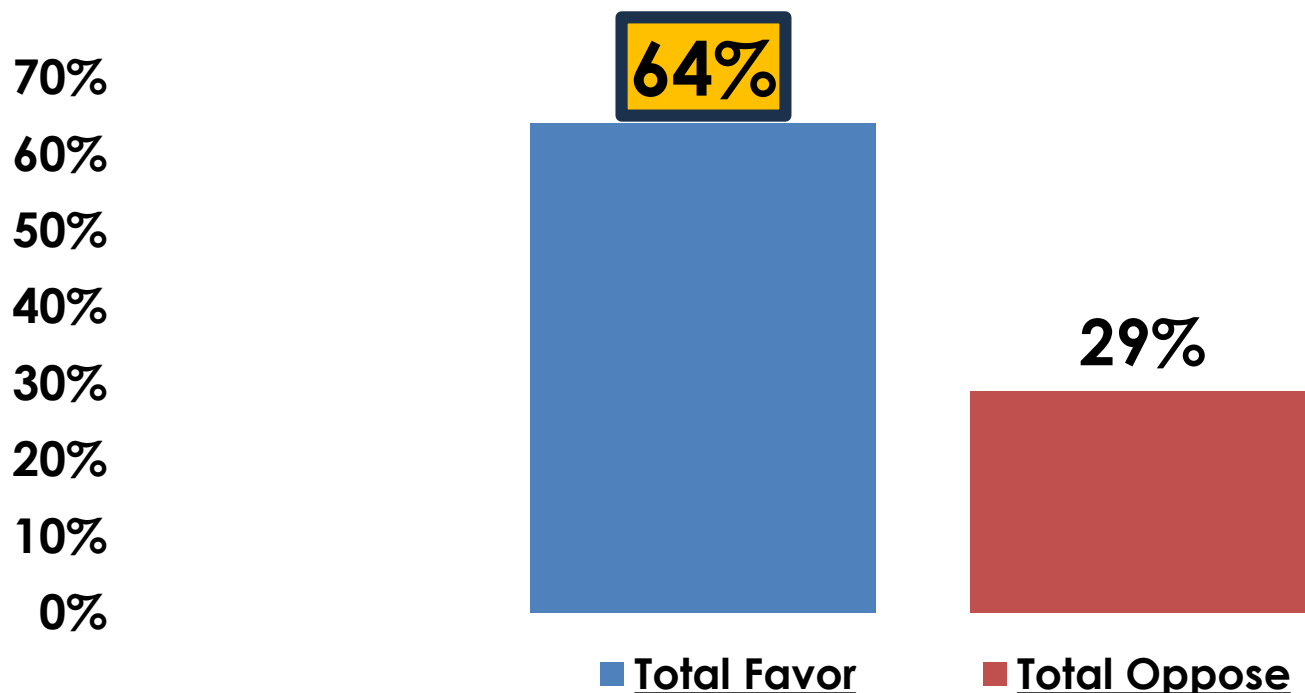
Chart 13. Youth Vaping as a Major Issue



# Flavor Ban

- A **large majority** (**64%**) of Americans favor flavor bans which including **fruit**, **candy**, **menthol** and **mint** e-cigarette and nicotine pod flavors.

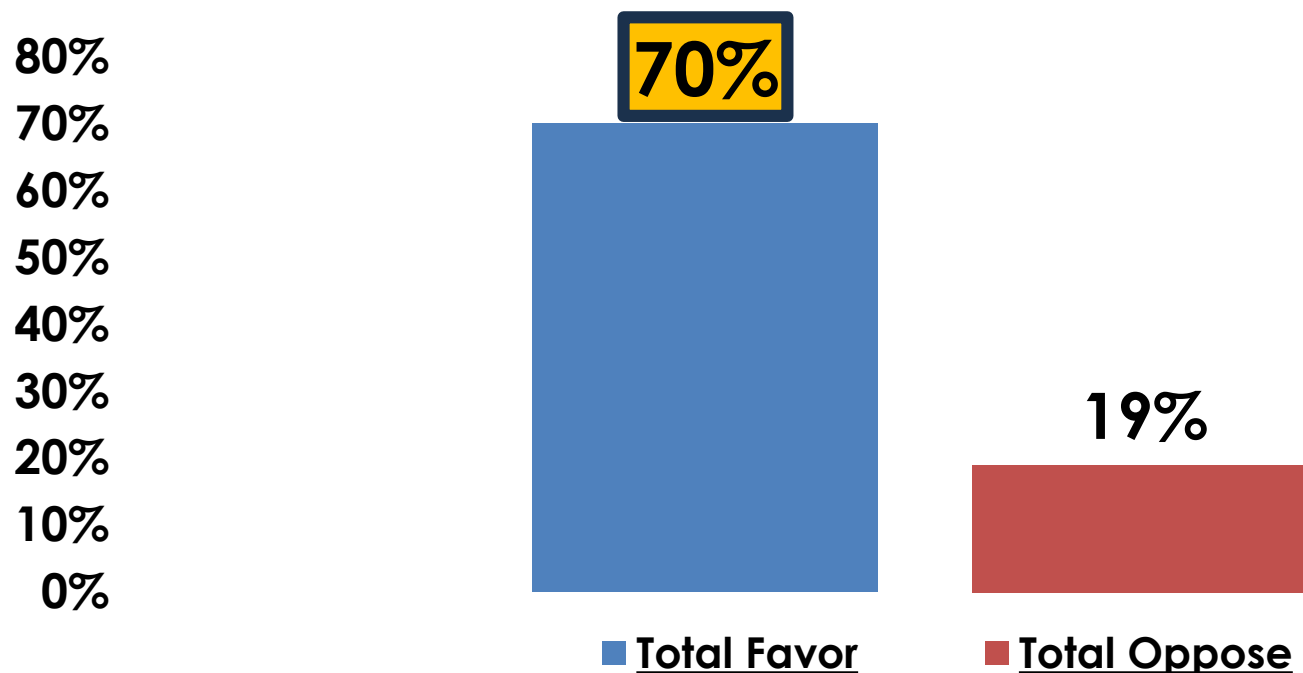
Chart 14. Flavor Ban



# Informed Vaping Ban

- After hearing the number of reported illnesses and deaths attributed to vaping, 70% of Americans favor vaping bans to stop adolescent vaping.

Chart 15. Informed Vaping Ban



# Trump Flavor Ban

- Respondents were prompted with a background on the **Trump flavor ban**.
- After reading about the ban, respondents were given **arguments in favor of the ban**, and **criticisms of the ban** before being asked if they **avored** or **opposed** the ban.

# Trump Flavor Ban

- Almost half (46%) of Americans said the Trump plan was a necessary step in combatting teen vaping, while 36% feel the ban does not go far enough.

Table 2. Trump Flavor Ban

Statement	<u>% AMERICAN ADULTS</u>
The policy is a necessary step in combatting teen vaping	46%
The policy does not go far enough in combatting teen vaping	36%
Not sure	18%

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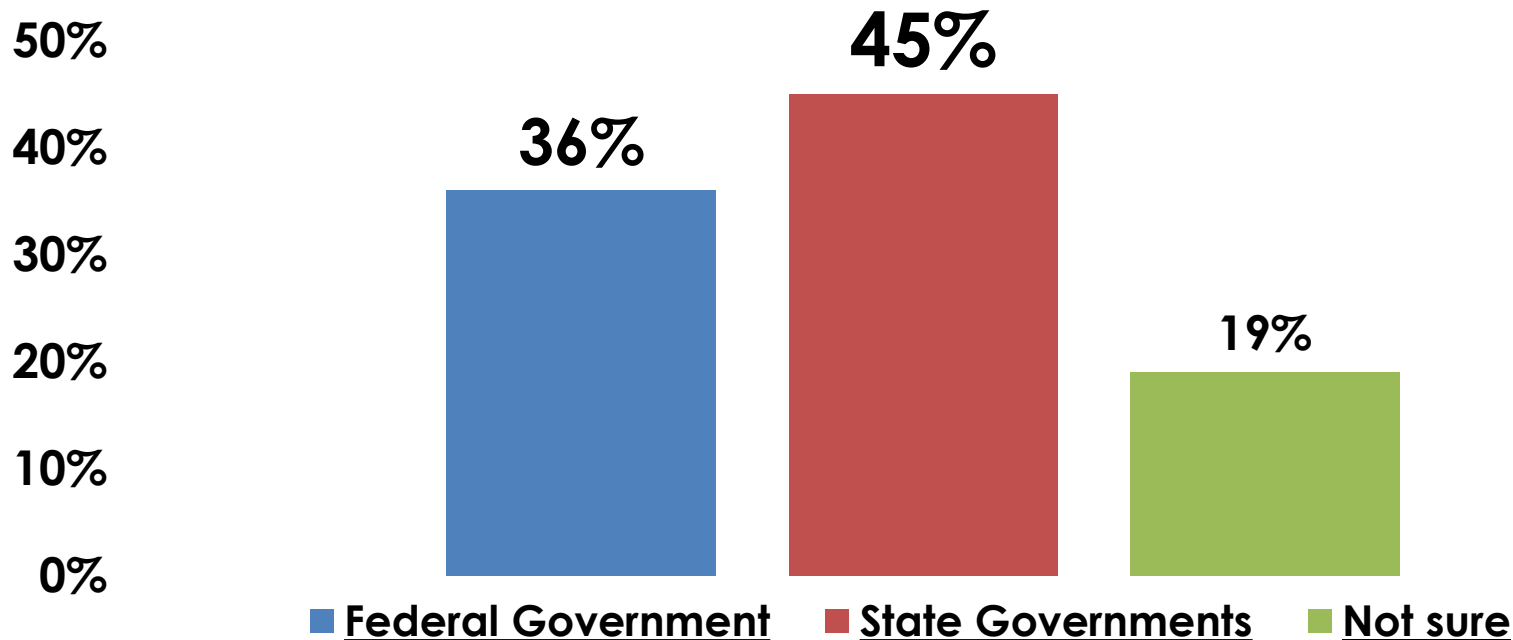
# Implementation of Legal Marijuana



# Legalization Responsibility

- In terms of legalizing marijuana, 45% of Americans say it is state governments' responsibility and 36% say it is the federal government's responsibility.

Chart 16. Legalization Responsibility



# Opt Out Clauses

- Pluralities support the ability to opt out of marijuana legalization for both medical (44%) and recreational (40%) purposes.

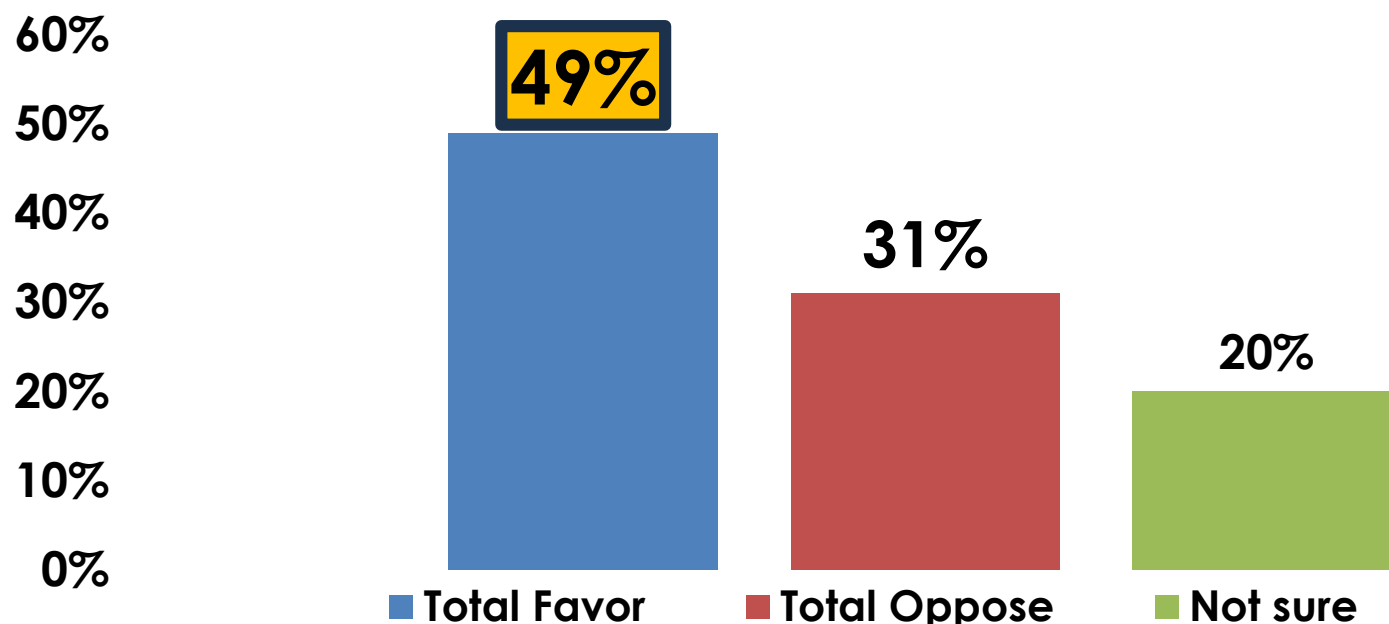
**Table 3. Support For Opt Out Clauses**

Position	<u>MEDICAL</u> <u>PURPOSES</u>	<u>RECREATIONAL</u> <u>PURPOSES</u>
<u>Support</u> opt out clauses	<b>44%</b>	<b>40%</b>
<u>Oppose</u> opt out clauses	<b>27%</b>	<b>37%</b>
Not sure	<b>29%</b>	<b>23%</b>

# Moratorium on Marijuana Legalization

- Notably, almost half (49%) of Americans support a moratorium on marijuana legalization until there is more research on the long term impacts of marijuana.

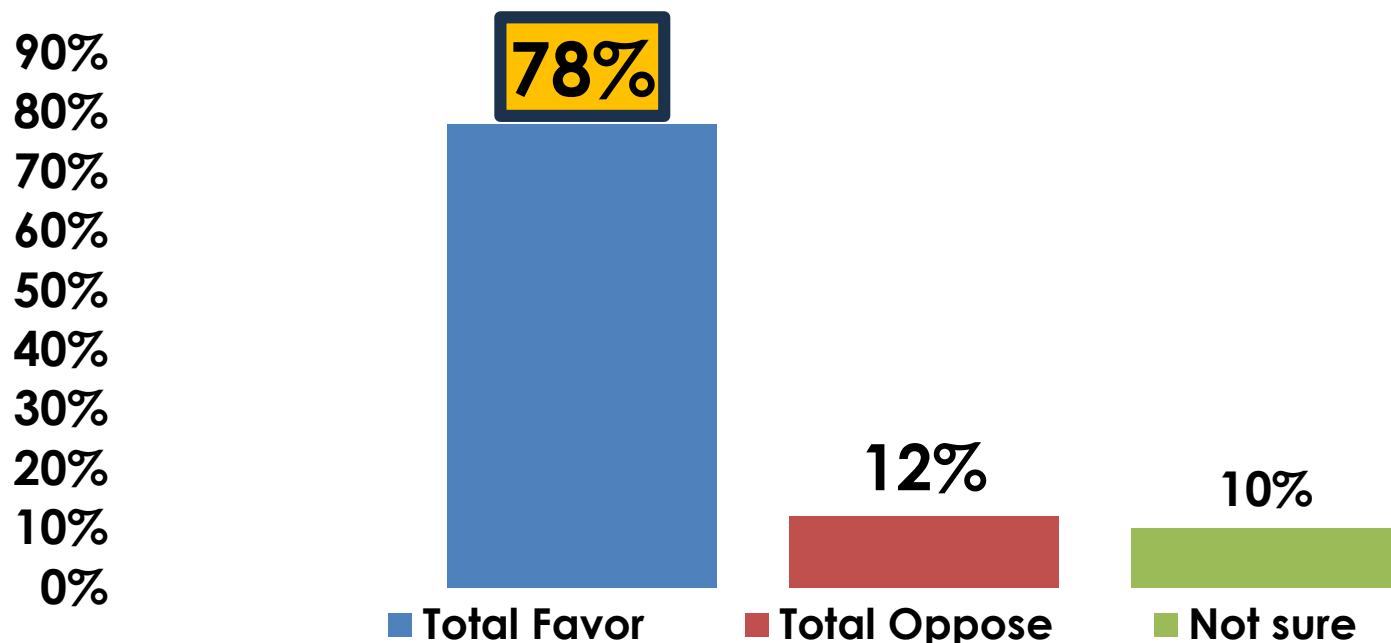
Chart 17. Moratorium on Marijuana Legalization



# Mandatory Distances

- Nearly 8-in-10 (78%) Americans favor requirements that marijuana dispensaries be at least 1,000 feet away from schools, parks, and playgrounds.

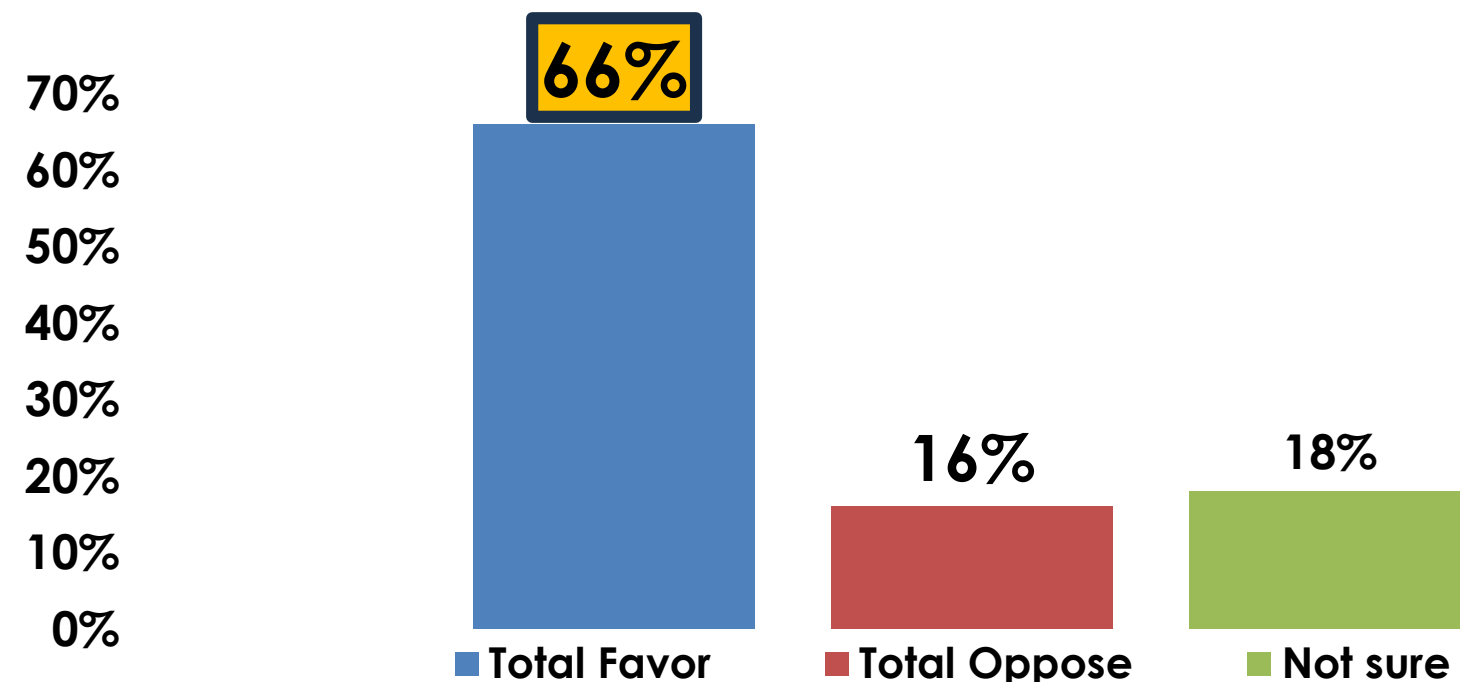
Chart 18. Mandatory Distances



# Regulations on Marijuana Commercialization

- Importantly, **two-thirds of Americans** favor stricter regulations on the commercialization of marijuana.

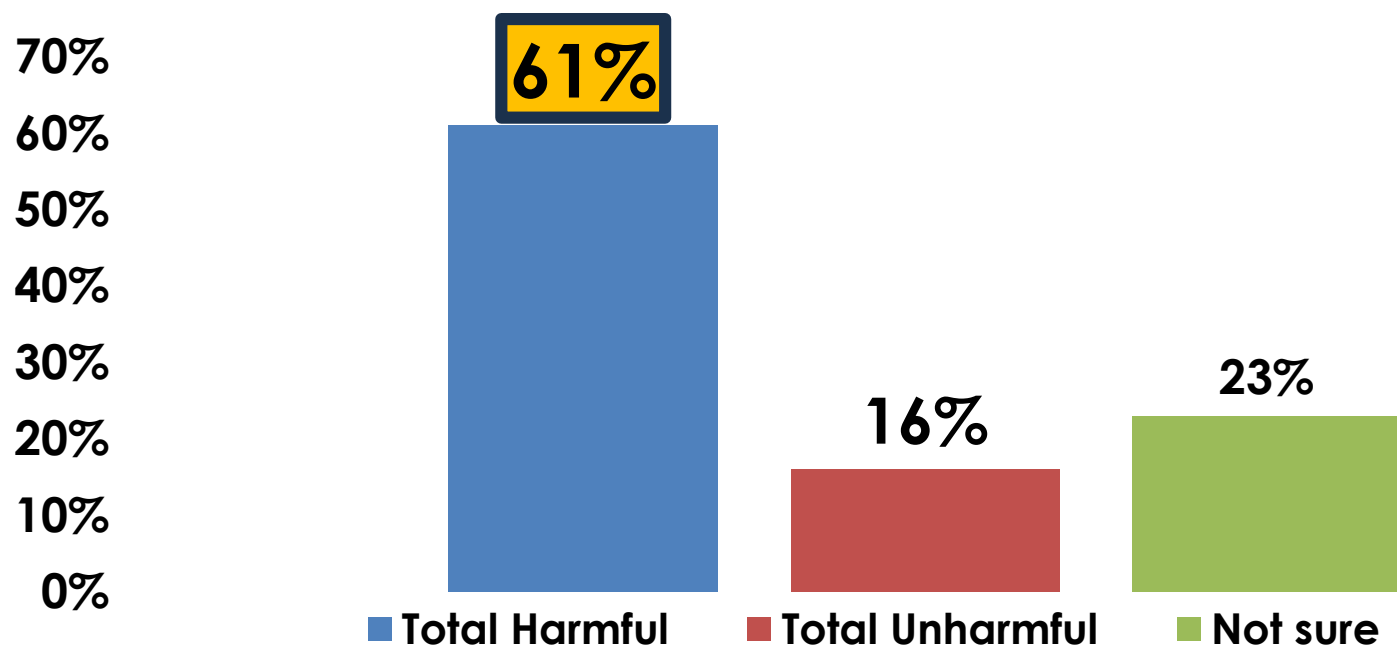
Chart 19. Regulations on Marijuana Commercialization



# Marijuana Usage Among Pregnant Women

- In regards to pregnant women, just over 6-in10 Americans believe that marijuana is harmful to pregnant women.

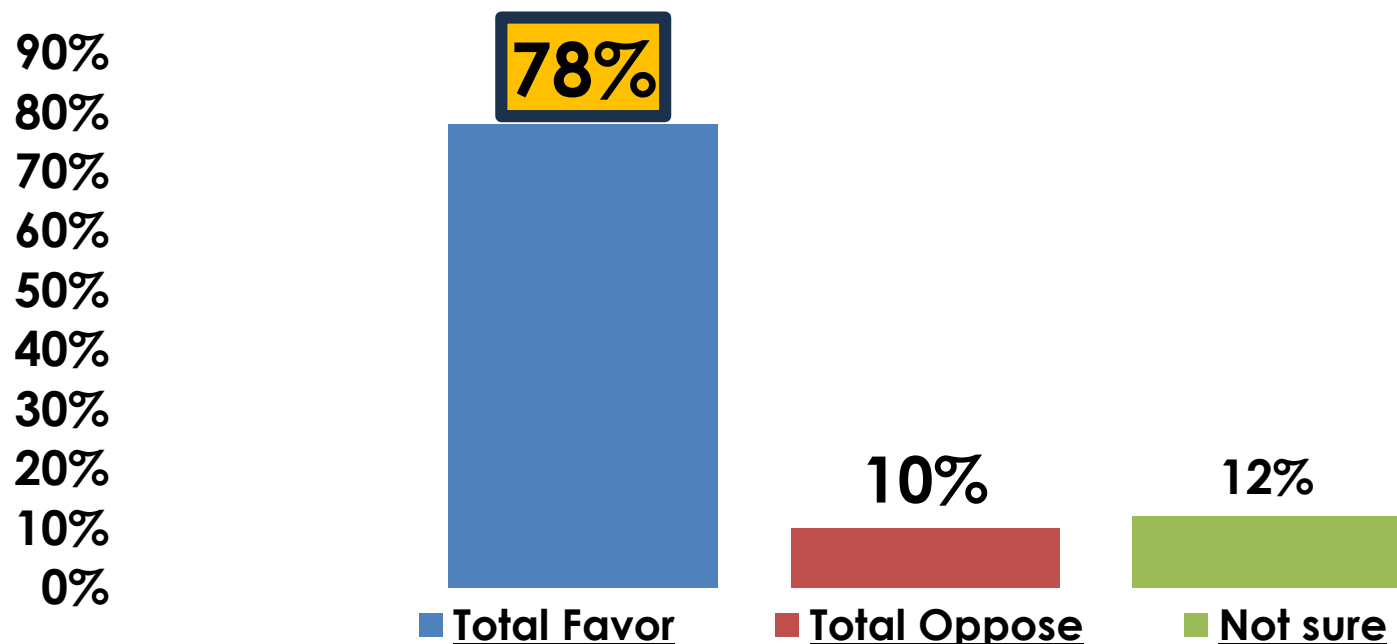
Chart 20. Marijuana Usage Among Pregnant Women



# Warning Label Requirements

- Additionally, a large majority of Americans (78%) favor requirements for marijuana products to have similar warning labels such as those on alcohol or tobacco products.

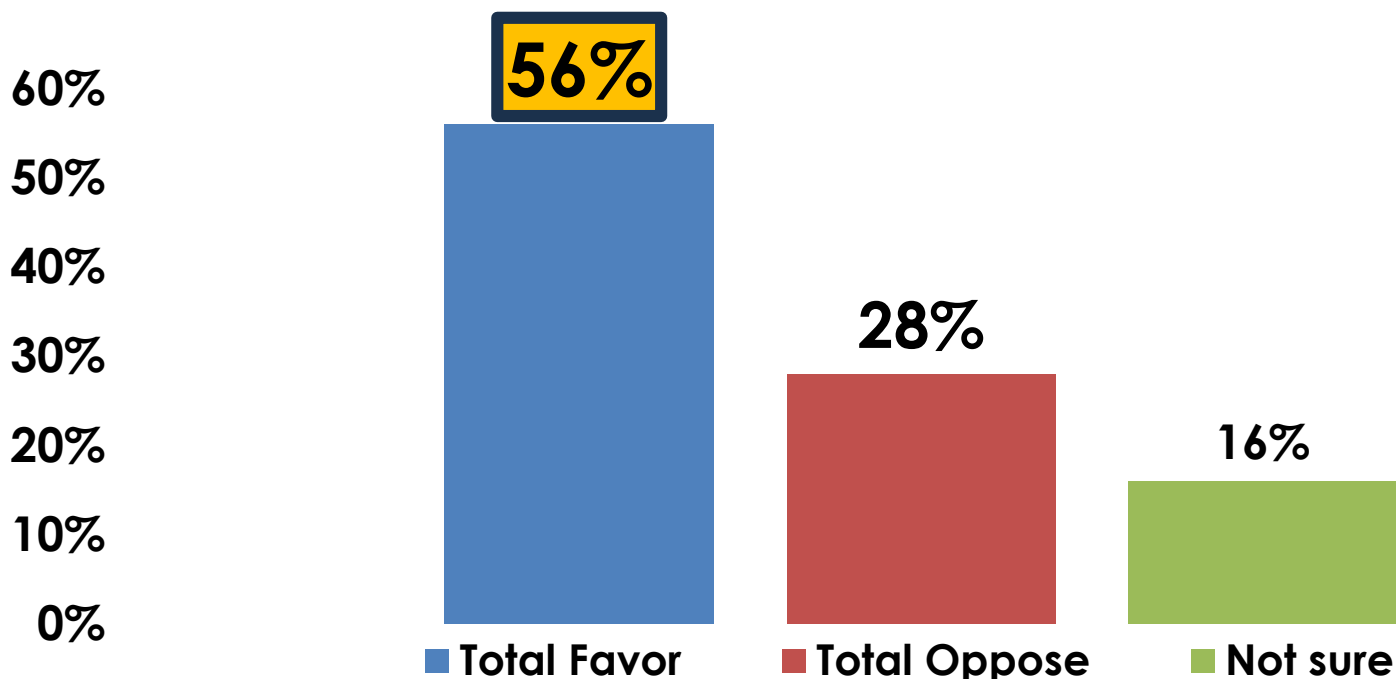
Chart 21. Warning Label Requirements



# Tighter Restrictions on CBD

- Interestingly, a majority (56%) of Americans favor tighter restrictions on CBD.

Chart 22. Tighter Restrictions on CBD





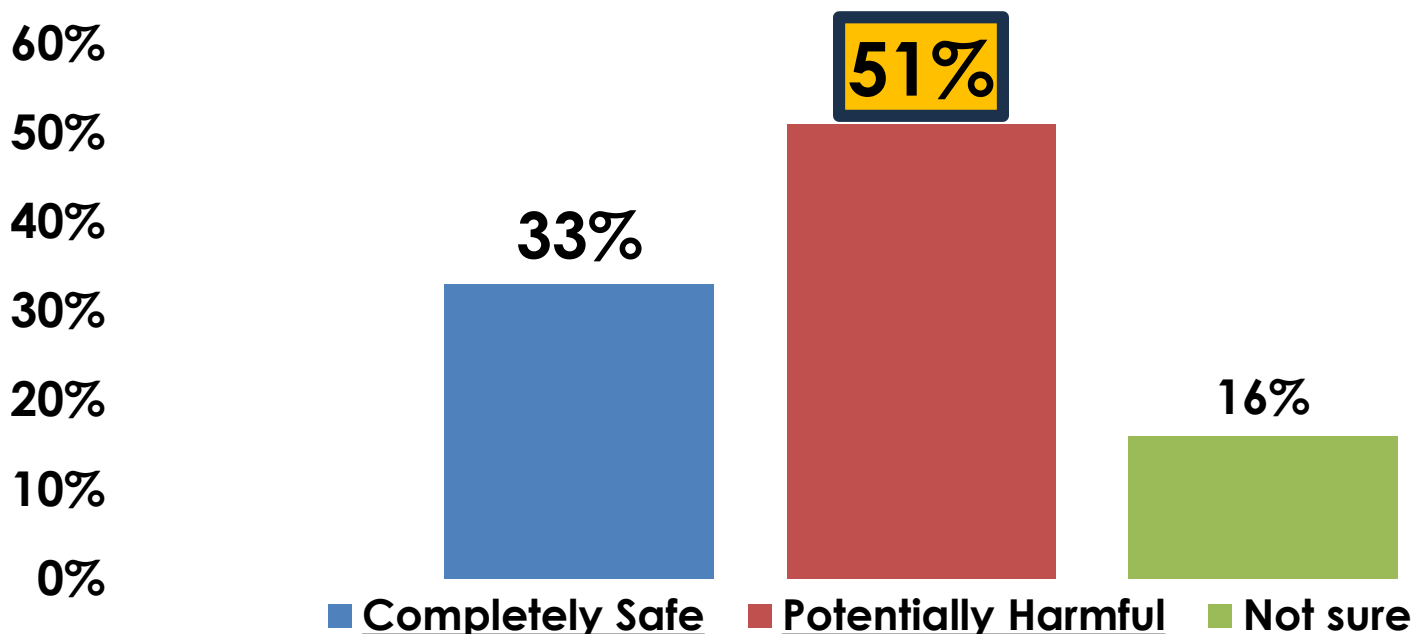
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# Perceptions of Marijuana Usage

# Marijuana Perceptions

- Notably, just over half (51%) of Americans believe marijuana could be potentially harmful.

Chart 23. Marijuana Perceptions



# Marijuana Perceptions; Harmful

- When asked why they thought marijuana was potentially harmful, Americans were most concerned about potentially dying from its use (54%), and its addictiveness (26%).

**Table 4. Marijuana Perceptions; Why It Is Harmful**

Statement	<u>% AMERICAN ADULTS</u>
You can die from using it	54%
It is addictive	26%
It is a gateway drug	13%
There are no proven benefits	7%
It is illegal	2%

# Marijuana Perceptions; Safe

- When asked why they thought marijuana was completely safe, Americans most believed marijuana is safer than alcohol or tobacco (43%) products, and that it is an all natural remedy (23%).

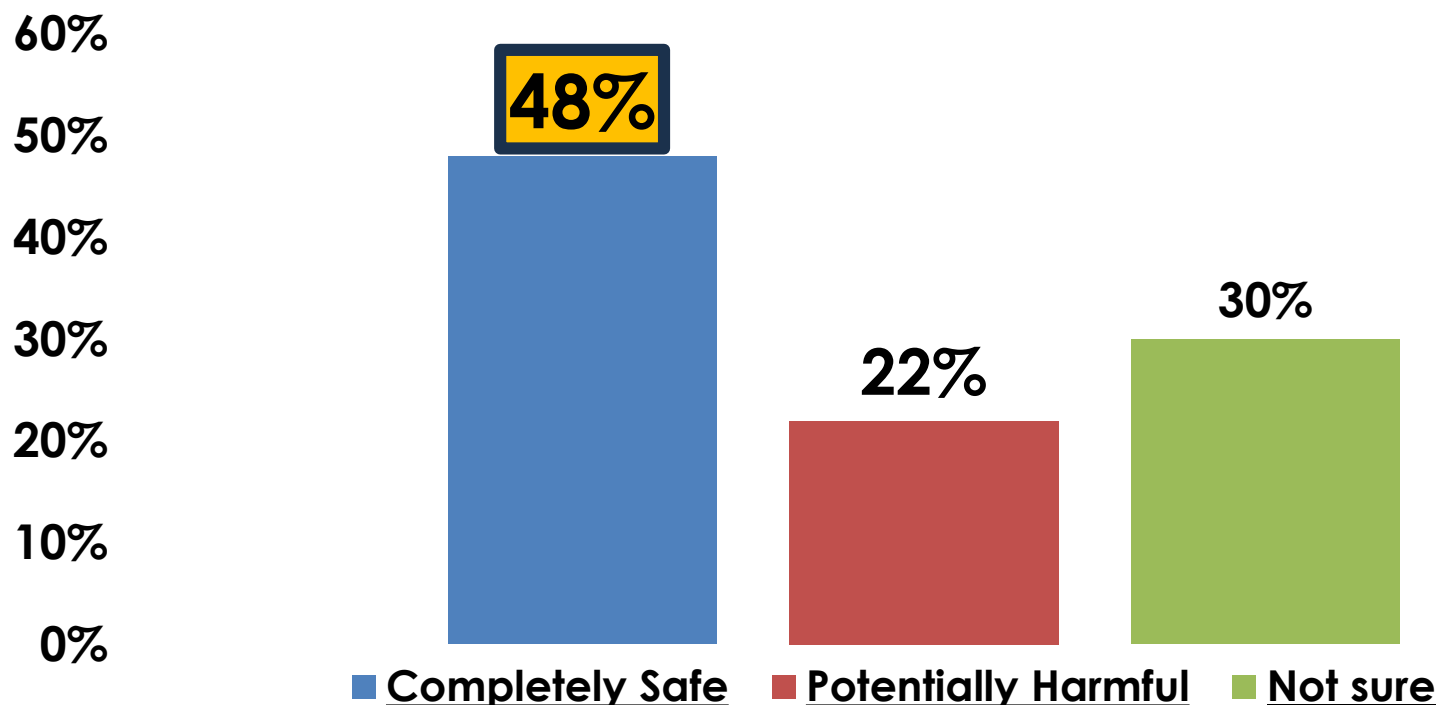
**Table 5. Marijuana Perceptions; Why It Is Safe**

Statement	<u>% AMERICAN ADULTS</u>
It is safer than alcohol or tobacco products	<b>43%</b>
All natural remedy	<b>23%</b>
Wide variety of health benefits	<b>20%</b>
Non-addictive	<b>7%</b>
Pain reliever	<b>5%</b>

# CBD Perceptions

- Regarding the safeness of CBD, nearly half (48%) of Americans said that CBD is completely safe.

Chart 24. CBD Perceptions



## CBD Perceptions; Harmful

- When asked why CBD was potentially harmful, Americans were most concerned about the ways it can be consumed (**32%**), the lack of scientific evidence that it is safe (**20%**), and that it is closely related to marijuana (**20%**).

**Table 6. CBD Perceptions; Why CBD Is Harmful**

Statement	<u>% AMERICAN ADULTS</u>
I don't like the ways it can be consumed	<b>32%</b>
There is no scientific evidence it is safe	<b>20%</b>
It is closely related to marijuana	<b>20%</b>
It has been labeled a cure all without proof	<b>12%</b>
I don't believe what I have read	<b>5%</b>

## CBD Perceptions; Safe

- When asked why they thought **CBD was completely safe**, Americans most often said that **CBD doesn't get you high (32%)**, and it is **safer than alcohol or tobacco products (27%)**.

**Table 7. CBD Perceptions; Why CBD Is Safe**

<b>Statement</b>	<b><u>% AMERICAN ADULTS</u></b>
<b>No THC/doesn't get you high</b>	<b>32%</b>
<b>It is safer than alcohol or tobacco products</b>	<b>27%</b>
<b>Pain relief</b>	<b>22%</b>
<b>Calming benefits</b>	<b>4%</b>
<b>Non-addictive</b>	<b>2%</b>

# Most Harmful Substances

- However, Americans perceive alcohol to be the MOST harmful substance (28%), followed by tobacco products (25%), then vaping products (21%), and finally marijuana products (8%).

**Table 8. Most Harmful Substances**

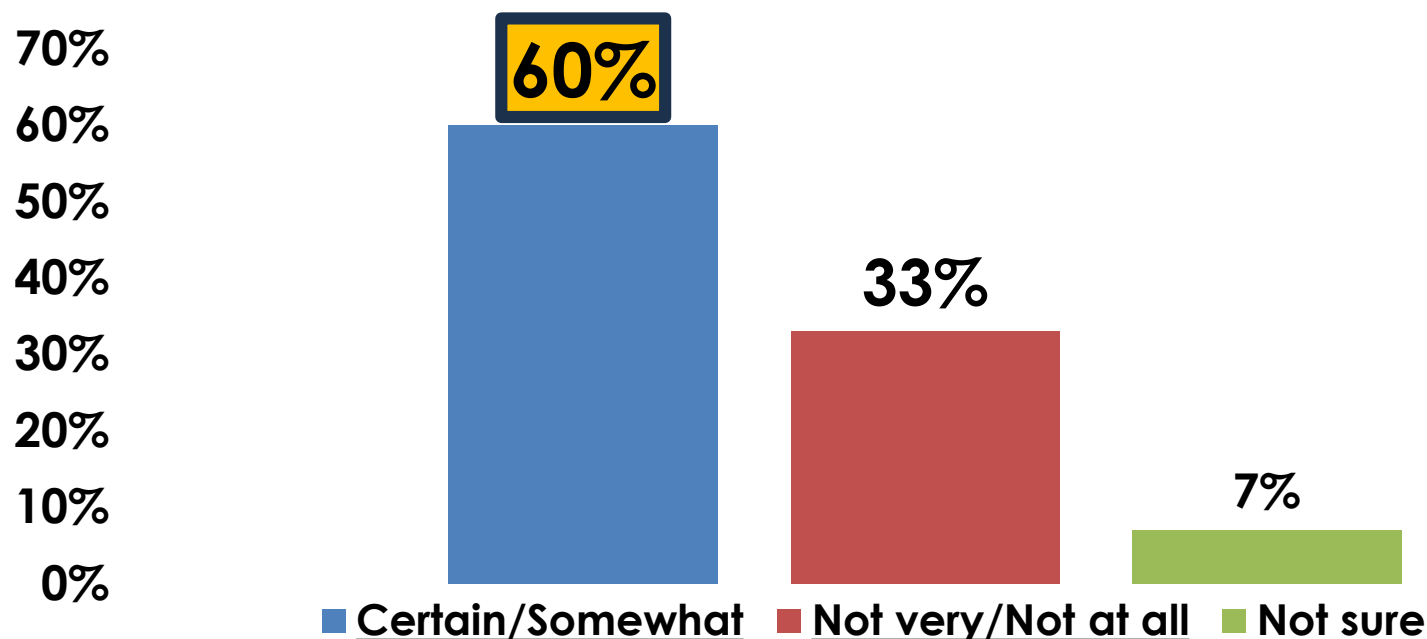
<b>Substance</b>	<b><u>% AMERICAN ADULTS</u></b>
<b>Alcohol</b>	<b>28%</b>
<b>Tobacco products</b>	<b>25%</b>
<b>Vaping products</b>	<b>21%</b>
<b>Marijuana products</b>	<b>8%</b>



# Addiction to Marijuana

- Notably, **60%** of Americans are **certain** or **somewhat sure** that an **individual can become addicted to marijuana**.

Chart 25. Addiction to Marijuana



# Marijuana Potency

- Additionally, **40%** of Americans say marijuana today is more potent than it was 10 years ago.

Table 9. Marijuana Potency

Statement	<u>% AMERICAN ADULTS</u>
Marijuana today is <u>more potent than it was 10 years ago</u>	<b>40%</b>
Marijuana <u>10 years ago was more potent than it is today</u>	<b>4%</b>
They are the same	<b>22%</b>
Not sure	<b>34%</b>

# Marijuana as a Gateway Drug

- A slight **plurality** of Americans (**44%**) say **marijuana is NOT a gateway drug**.

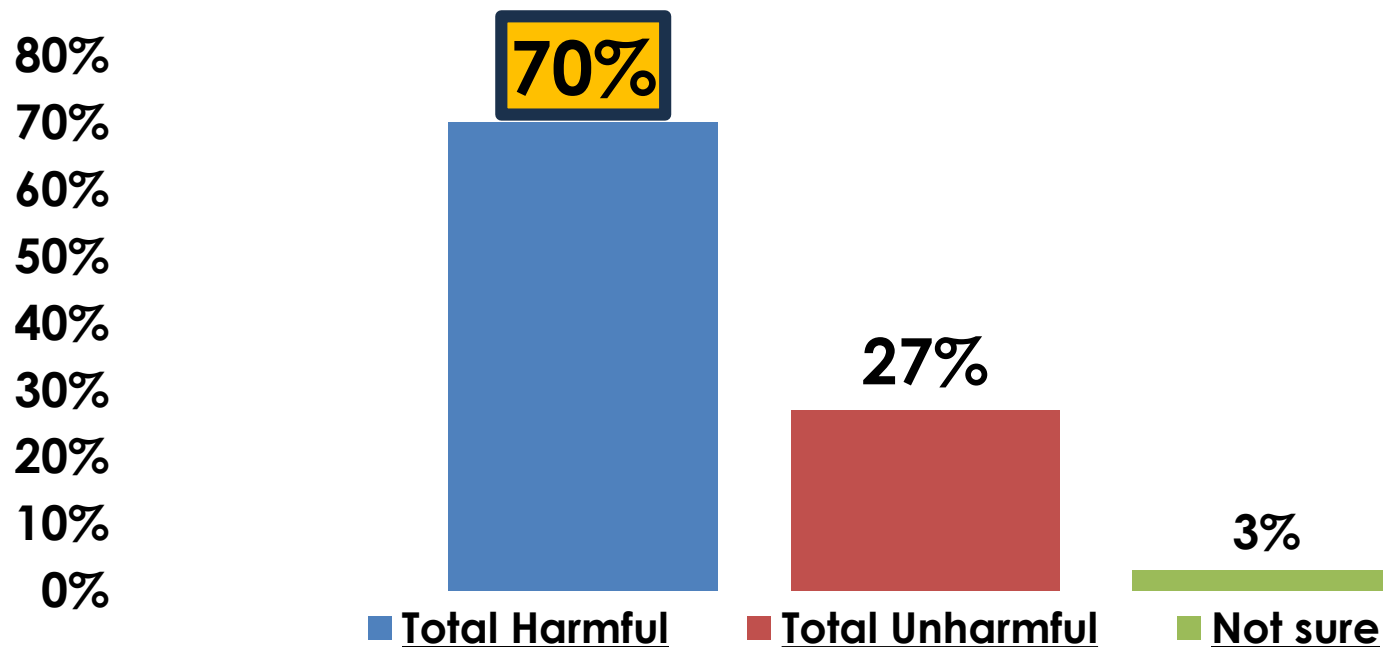
Table 10. Marijuana as a Gateway Drug

Statement	<u>% AMERICAN ADULTS</u>
No, marijuana is <u>not a gateway drug</u>	<b>44%</b>
Yes, marijuana is a gateway drug	<b>39%</b>
Not sure	<b>17%</b>

# Marijuana Harm To Adolescents

- Even more so, **7-in-10** Americans believe **marijuana is harmful to adolescents**.

Chart 26. Marijuana Harm To Adolescents

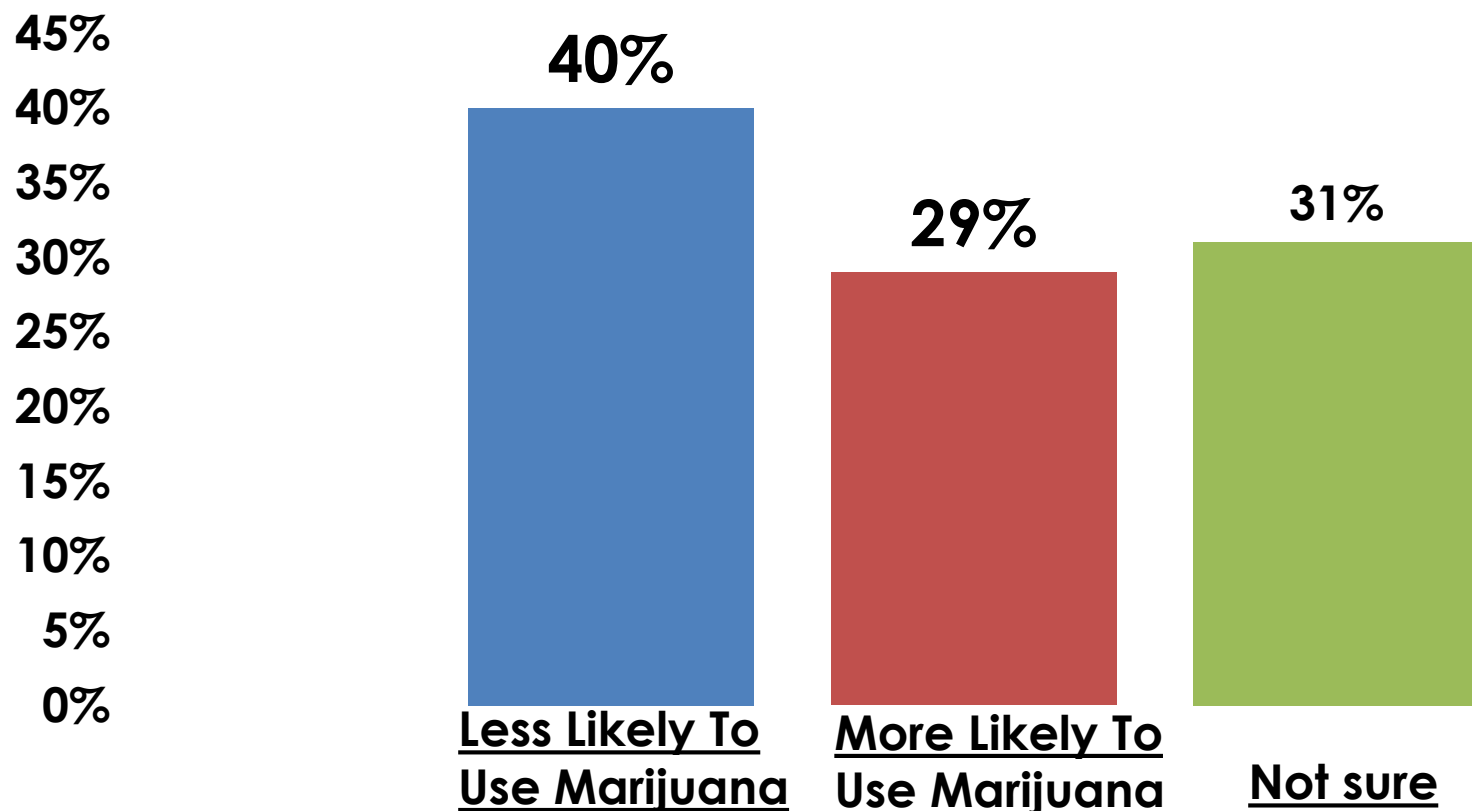


## Impact of Surgeon General's Warning: OVERALL

- In September 2019, the Surgeon General of the United States warned that **marijuana was particularly harmful to adolescents and those who are pregnant.**
- This warning seems to have its **desired effect**, as our findings show a plurality (**40%**) of Americans OVERALL are **LESS LIKELY** to **use marijuana** because of the Surgeon General's warning.

# Impact of Surgeon General's Warning: OVERALL

Chart 27. Impact of Surgeon General's Warning on Marijuana Usage: Americans Overall

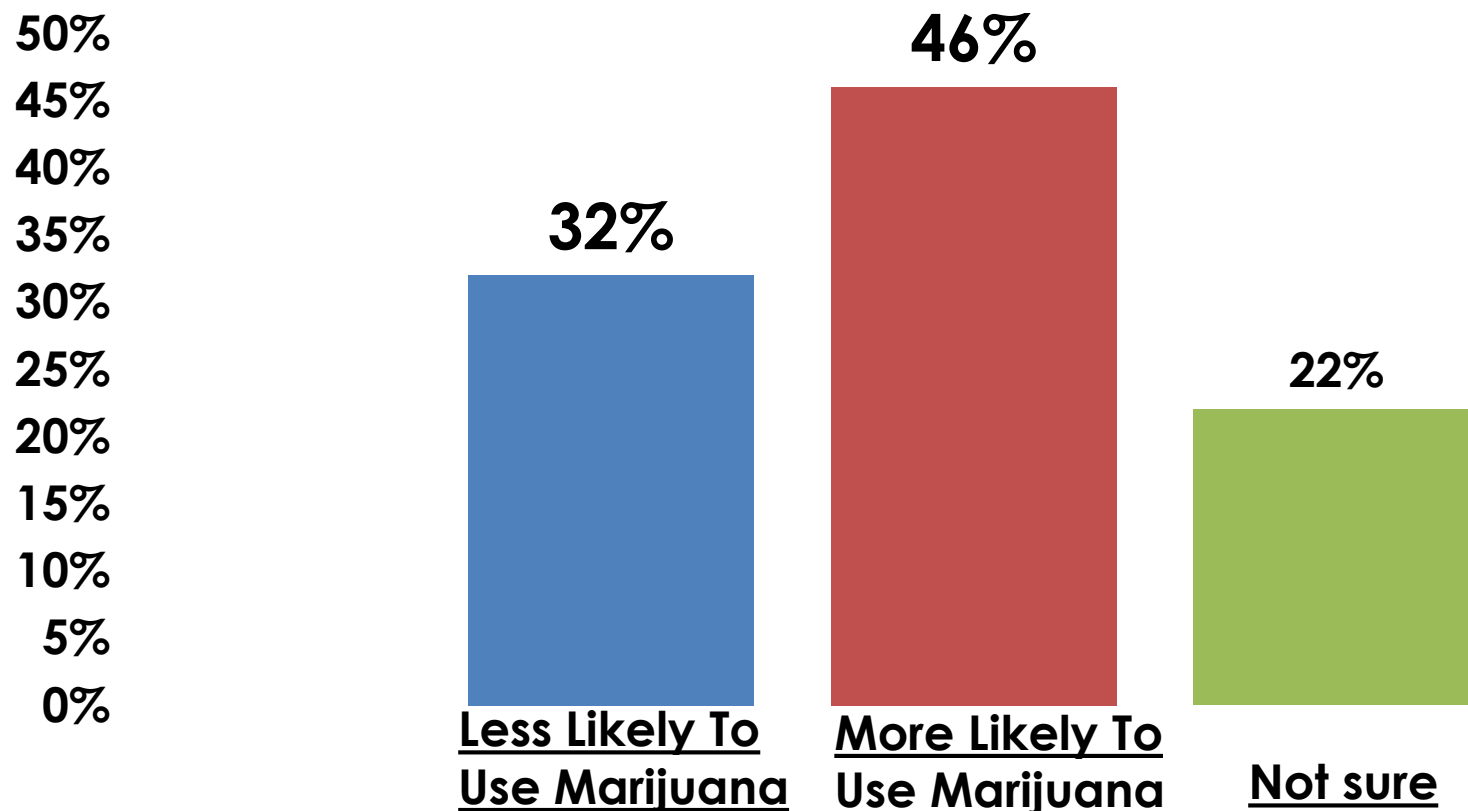


## Impact of Surgeon General's Warning: 18-34

- Concerningly, among Americans 18-34, nearly half (46%) say the Surgeon General's warning makes them MORE LIKELY to use marijuana.

# Impact of Surgeon General's Warning: 18-34

**Chart 28. Impact of Surgeon General's Warning on Marijuana Usage: Americans 18-34**





## Impact of Surgeon General's Warning: 55+

- Among Americans 55+, more than half (55%) say the Surgeon General's warning makes them LESS LIKELY to use marijuana.

# Impact of Surgeon General's Warning: 55+

Chart 29. Impact of Surgeon General's Warning on Marijuana Usage: Americans 55+

