Marijuana Poll Results

POLLING METHODOLOGY

For this poll, a sample of likely households was chosen from the population registered to vote in the state of Louisiana for a "hybrid" automated (for landlines)/text (for cell phones) poll, where 27% of the phone numbers were landlines and 73% of the phone numbers were cell phones. There were 1,160 completed responses.

The survey was conducted March 22-23. The margin of error, with a 95% confidence interval, was 2.9%. The demographic breakdown of the respondents was 66-29% white/black (5% "other"), while the party registration of respondents was 42-35% Democratic/Republican (23% Independents). The geographic breakdown of the respondents was as follows: 5% from Alexandria, 20% from Baton Rouge, 13% from Lafayette, 5% from Lake Charles, 9% from Monroe, 36% from New Orleans, and 13% from Shreveport *(The explanation of the boundaries of these regions is graphically depicted in Exhibit A at the end of the poll analysis).*

POLL RESULTS

Question 1: In general, how would you describe your position on permissible usage of marijuana?

	CURRENT	2020 POLL
Favor legalization both medicinal and recreational	67%	54%
Favor legalization medicinal only	16%	23%
Keep both medicinal and recreational illegal	8%	12%
Undecided	9%	11%

Question 2: In general, do you believe that using and/or possessing marijuana should be illegal ?

	CURRENT	2020 POLL
Yes	24%	30%
No	68%	59%
Undecided	9%	11%

Question 3: If instead of criminal penalties for marijuana possession, you only had to pay a fine. If that were the case, would you prefer modification to marijuana laws instead of full legalization of marijuana?

	CURRENT	2020 POLL
Yes	27%	36%
No	49%	41%
Undecided	23%	23%

Question 4: Currently, the oil from the marijuana plant is the only permissible type of medical marijuana. Would you favor or oppose also allowing the marijuana plant to be a permissible type of medical marijuana?

	CURRENT	2020 POLL
Favor	75%	69%
Oppose	13%	15%
Undecided	12%	17%

Question 5: If a candidate for office wanted to reform Louisiana's marijuana laws, would you be more or less likely to support that candidate?

	CURRENT	2020 POLL
More Likely	**65%**	**53%**
Less Likely	**17%**	**20%**
No Difference	**19%**	**27%**

Question 6: To ensure that our survey responses are most accurate, are you male or female?

	CURRENT	2020 POLL
Female	**55%**	**55%**
Male	**45%**	**45%**

Question 7: And for demographic purposes, what is your age?

	CURRENT	2020 POLL
18-34	**22%**	**20%**
35-54	**32%**	**28%**
55-64	**19%**	**20%**
65 and older	**26%**	**32%**

Question 8: Finally, would you consider yourself to be an Evangelical Christian?

	CURRENT	2020 POLL
Yes	**44%**	**48%**
No	**44%**	**42%**
Undecided	**12%**	**9%**

SUMMARY

JMC Analytics and Polling was commissioned to conduct this poll for the Louisiana Association for Therapeutic Alternatives (LATA). There are three main takeaways from this poll: (1) public opinion about marijuana usage remains noticeably more favorable (with favorable trending relative to the 2020 poll) than Louisiana's existing marijuana laws would suggest is the case, (2) public opinion about marijuana usage is strongly supportive across nearly all of the demographic and political spectrum, and (3) any differences of opinion about marijuana usage are driven by the age of the respondent.

Just like last year's poll, the strongest area of support was on the question of whether the marijuana plant (in addition to the oil) should be a permissible type of medical marijuana - an overwhelming 75-13% majority are in favor (compared to 69-15% last year). Similarly, on where people stand on what type of marijuana usage should be legal, 67% (a 13 point increase relative to last year) favor legalizing both medicinal and recreational use of marijuana, while only 8% (down four points from last year) favor keeping both illegal, and another 16% (down seven points from last year) favor only legalizing medicinal usage. The numbers aren't much different on the legality of possession: only 24% favor keeping possession illegal, while 68% oppose.

In general, there was broad agreement on marijuana usage, but the one demographic variable where opinion was noticeably less favorable was the age of the respondent: those 65 years old or over are much less likely to be supportive of marijuana than those younger than 65 years old.

In conclusion, substantial majorities (with favorable trends relative to last year's poll) across the board have a more favorable view about marijuana usage, whether the form of usage is medicinal or recreational.

CROSSTABS

Question 1 – Permissible usage of marijuana

Permissible use		Race Name			
		Black	Other	White	Total
Permissible use	1 Legalize medicinal/ recreational	64%	87%	67%	67%
	2 Legalize medicinal	12%	7%	19%	16%
	3 Illegal no exceptions	8%	2%	8%	8%
	4 Undecided	16%	5%	6%	9%
Total		100%	100%	100%	100%

Permissible use		Party			
		DEM	OTHER	REP	Total
Permissible use	1 Legalize medicinal/recreational	67%	81%	58%	67%
	2 Legalize medicinal	12%	12%	24%	16%
	3 Illegal no exceptions	7%	4%	11%	8%
	4 Undecided	14%	3%	7%	9%
Total		100%	100%	100%	100%

Permissible use		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Permissible use	1 Legalize medicinal/recreational	53%	82%	90%	67%
	2 Legalize medicinal	22%	10%	7%	16%
	3 Illegal no exceptions	11%	5%	1%	8%
	4 Undecided	13%	3%	2%	9%
Total		100%	100%	100%	100%

Permissible use		Media Market							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Permissible use	1 Legalize medicinal/ recreational	63%	72%	72%	65%	44%	71%	60%	67%
	2 Legalize medicinal	12%	15%	18%	18%	22%	16%	15%	16%
	3 Illegal no exceptions	7%	7%	5%	9%	14%	7%	11%	8%
	4 Undecided	18%	7%	4%	9%	19%	6%	13%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phones?		
		Landlines	Cells	Total
Permissible use	1 Legalize medicinal/recreational	34%	79%	67%
	2 Legalize medicinal	23%	14%	16%
	3 Illegal no exceptions	17%	5%	8%
	4 Undecided	26%	2%	9%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Permissible use	1 Legalize medicinal/recreational	74%	61%	67%
	2 Legalize medicinal	13%	19%	16%
	3 Illegal no exceptions	7%	9%	8%
	4 Undecided	6%	11%	9%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Permissible use	1 Legalize medicinal/recreational	93%	78%	65%	33%	67%
	2 Legalize medicinal	3%	13%	20%	30%	16%
	3 Illegal no exceptions	2%	5%	10%	15%	8%
	4 Undecided	2%	4%	6%	23%	9%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Permissible use	1 Legalize medicinal/recreational	58%	77%	61%	67%
	2 Legalize medicinal	20%	12%	19%	16%
	3 Illegal no exceptions	11%	6%	5%	8%
	4 Undecided	11%	5%	14%	9%
Total		100%	100%	100%	100%

		Race Name			
		Black	Other	White	Total
Illegal?	1 Yes	22%	17%	25%	24%
	2 No	64%	80%	68%	68%
	3 Undecided	14%	3%	7%	9%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Illegal?	1 Yes	20%	17%	32%	24%
	2 No	67%	79%	60%	68%
	3 Undecided	13%	4%	7%	9%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Illegal?	1 Yes	31%	16%	11%	24%
	2 No	57%	80%	86%	68%
	3 Undecided	13%	4%	3%	9%
Total		100%	100%	100%	100%

		Media Market							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Illegal?	1 Yes	22%	22%	18%	33%	35%	24%	20%	24%
	2 No	63%	71%	74%	63%	47%	70%	64%	68%
	3 Undecided	15%	7%	8%	4%	17%	6%	15%	9%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phones?		
		Landlines	Cells	Total
Illegal?	1 Yes	37%	19%	24%
	2 No	41%	77%	68%
	3 Undecided	22%	4%	9%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Illegal?	1 Yes	21%	26%	24%
	2 No	74%	63%	68%
	3 Undecided	6%	12%	9%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Illegal?	1 Yes	7%	20%	30%	37%	24%
	2 No	91%	75%	60%	44%	68%
	3 Undecided	2%	5%	10%	19%	9%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Illegal?	1 Yes	30%	18%	20%	24%
	2 No	59%	77%	64%	68%
	3 Undecided	10%	6%	16%	9%
Total		100%	100%	100%	100%

Question 3 – Modification of laws vs legalization?

		Race Name			
		Black	Other	White	Total
Modify laws	1 Yes	31%	20%	26%	27%
	2 No	37%	62%	54%	49%
	3 Undecided	32%	18%	20%	23%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Modify laws	1 Yes	29%	23%	28%	27%
	2 No	43%	57%	52%	49%
	3 Undecided	28%	20%	21%	23%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Modify laws	1 Yes	28%	25%	28%	27%
	2 No	43%	57%	61%	49%
	3 Undecided	29%	18%	11%	23%
Total		100%	100%	100%	100%

		Media Market							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Modify laws	1 Yes	22%	32%	25%	23%	29%	27%	26%	27%
	2 No	57%	49%	55%	60%	33%	52%	43%	49%
	3 Undecided	22%	19%	20%	18%	37%	22%	31%	23%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phones?		
		Landlines	Cells	Total
Modify laws	1 Yes	28%	27%	27%
	2 No	26%	58%	49%
	3 Undecided	46%	15%	23%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Modify laws	1 Yes	26%	28%	27%
	2 No	56%	44%	49%
	3 Undecided	18%	28%	23%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Modify laws	1 Yes	30%	24%	30%	27%	27%
	2 No	60%	61%	42%	32%	49%
	3 Undecided	10%	16%	28%	40%	23%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Modify laws	1 Yes	30%	25%	26%	27%
	2 No	44%	58%	36%	49%
	3 Undecided	25%	17%	38%	23%
Total		100%	100%	100%	100%

Question 4 – Marijuana plant be permissible form of medical marijuana

		Race Name			
		Black	Other	White	Total
Marijuana plant	1 Favor	74%	83%	75%	75%
	2 Oppose	10%	5%	15%	13%
	3 Undecided	16%	12%	10%	12%
Total		100%	100%	100%	100%

		Party			
		DEM	OTHER	REP	Total
Marijuana plant	1 Favor	76%	85%	67%	75%
	2 Oppose	10%	8%	20%	13%
	3 Undecided	14%	7%	13%	12%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Marijuana plant	1 Favor	66%	84%	91%	75%
	2 Oppose	18%	7%	5%	13%
	3 Undecided	16%	9%	4%	12%
Total		100%	100%	100%	100%

		Media Market							
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Marijuana plant	1 Favor	77%	73%	81%	74%	61%	79%	70%	75%
	2 Oppose	17%	11%	9%	12%	22%	12%	15%	13%
	3 Undecided	7%	17%	10%	14%	17%	9%	14%	12%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phones?		
		Landlines	Cells	Total
Marijuana plant	1 Favor	50%	84%	75%
	2 Oppose	23%	9%	13%
	3 Undecided	27%	6%	12%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Marijuana plant	1 Favor	79%	71%	75%
	2 Oppose	11%	15%	13%
	3 Undecided	10%	14%	12%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Marijuana plant	1 Favor	89%	83%	77%	51%	75%
	2 Oppose	4%	11%	13%	24%	13%
	3 Undecided	7%	6%	10%	25%	12%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Marijuana plant	1 Favor	70%	82%	65%	75%
	2 Oppose	17%	10%	9%	13%
	3 Undecided	13%	8%	26%	12%
Total		100%	100%	100%	100%

Question 5 – Support candidate reforming marijuana laws

		Race Name			
		Black	Other	White	Total
Support candidates	1 More Likely	61%	83%	65%	65%
	2 Less Likely	14%	7%	19%	17%
	3 No Difference	24%	10%	17%	19%
Total		100%	100%	100%	100%

Support candidates		Party			
		DEM	OTHER	REP	Total
Support candidates	1 More Likely	66%	76%	56%	65%
	2 Less Likely	13%	11%	25%	17%
	3 No Difference	22%	13%	19%	19%
Total		100%	100%	100%	100%

		Voter Likelihood			
		Chronic	Likely	Unlikely	Total
Support candidates	1 More Likely	54%	77%	83%	65%
	2 Less Likely	23%	9%	6%	17%
	3 No Difference	23%	14%	11%	19%
Total		100%	100%	100%	100%

			Media Market						
		Alexandria	Baton Rouge	Lafayette	Lake Charles	Monroe	New Orleans	Shreveport	Total
Support candidates	1 More Likely	65%	67%	64%	65%	49%	68%	64%	65%
	2 Less Likely	15%	13%	15%	25%	28%	15%	20%	17%
	3 No Difference	20%	20%	21%	11%	22%	18%	16%	19%
Total		100%	100%	100%	100%	100%	100%	100%	100%

		Cell Phones?		
		Landlines	Cells	Total
Support candidates	1 More Likely	39%	74%	65%
	2 Less Likely	32%	11%	17%
	3 No Difference	29%	15%	19%
Total		100%	100%	100%

		Gender		
		1 Male	2 Female	Total
Support candidates	1 More Likely	70%	60%	65%
	2 Less Likely	14%	19%	17%
	3 No Difference	15%	21%	19%
Total		100%	100%	100%

		Age				
		1 18-34	2 35-54	3 55-64	4 65+	Total
Support candidates	1 More Likely	88%	71%	65%	37%	65%
	2 Less Likely	4%	11%	14%	36%	17%
	3 No Difference	8%	18%	21%	27%	19%
Total		100%	100%	100%	100%	100%

		Evangelical?			
		1 Yes	2 No	3 Undecided	Total
Support candidates	1 More Likely	58%	74%	53%	65%
	2 Less Likely	23%	12%	14%	17%
	3 No Difference	19%	14%	33%	19%
Total		100%	100%	100%	100%
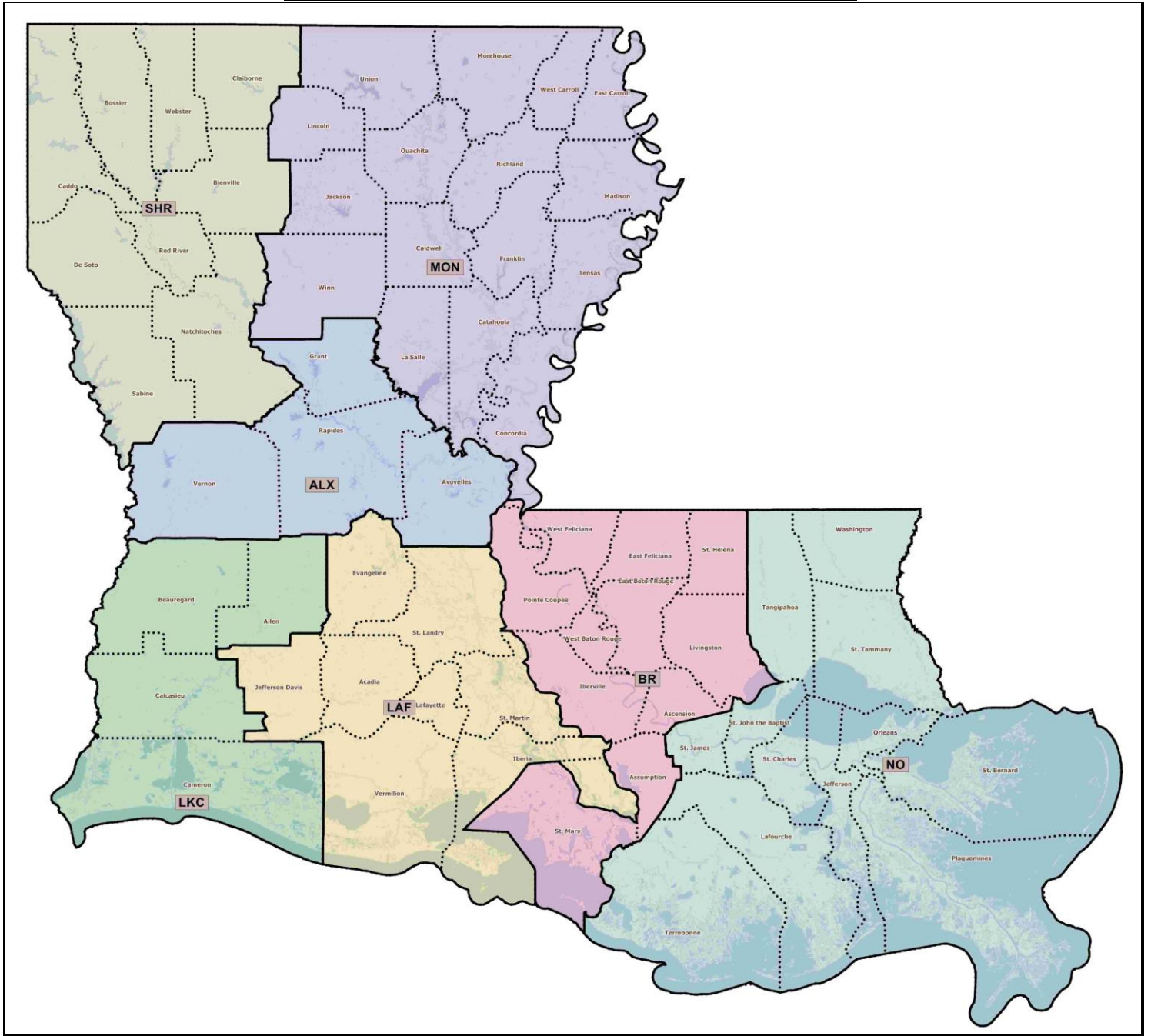
(ALX=Alexandria, BR=Baton Rouge, LAF=Lafayette, LKC=Lake Charles, MON=Monroe, NO=New Orleans, SHR=Shreveport)