



Marijuana & Money

A CNBC SPECIAL REPORT

THE AP-CNBC Poll

Conducted by GfK Roper Public Affairs & Media

Interview dates: April 7 – 12, 2010

Interviews: 1,001 adults

Margin of error: +/- 4.3 percentage points at the 95% confidence level

NOTE: All results show percentages among all respondents, unless otherwise labeled.

Please refer to the exact sample number at the bottom of each table.

All results shown are percentages unless otherwise labeled.

Marijuana Section:

[RANDOMIZE ORDER OF QUESTIONS MAJ1 THROUGH MAJ3]

MAJ1. Do you favor, oppose or neither favor nor oppose the complete legalization of the use of marijuana for any purpose?

[FOR EACH "FAVOR" ASK:] Is that strongly favor or somewhat favor?

[FOR EACH "OPPOSE" ASK:] Is that strongly oppose or somewhat oppose?

	4/7/10- 4/12/10
Total favor	33
Strongly favor	19
Somewhat favor	14
Neither favor nor oppose	11
Total oppose	55
Somewhat oppose	16
Strongly oppose	40
Don't know	1
Refused	*

Based on:

N=1,001

MAJ2. Do you favor, oppose or neither favor nor oppose legalizing the possession of small amounts of marijuana for personal use?

[FOR EACH "FAVOR" ASK:] Is that strongly favor or somewhat favor?

[FOR EACH "OPPOSE" ASK:] Is that strongly oppose or somewhat oppose?

	4/7/10- 4/12/10
Total favor	34
Strongly favor	19
Somewhat favor	15
Neither favor nor oppose	11
Total oppose	55
Somewhat oppose	13
Strongly oppose	42
Don't know	*
Refused	*

Based on:

N=1,001

MAJ3. Do you favor, oppose or neither favor nor oppose legalizing the possession of small amounts of marijuana for medical purposes?

[FOR EACH "FAVOR" ASK:] Is that strongly favor or somewhat favor?

[FOR EACH "OPPOSE" ASK:] Is that strongly oppose or somewhat oppose?

	4/7/10- 4/12/10
Total favor	60
Strongly favor	38
Somewhat favor	22
Neither favor nor oppose	11
Total oppose	28
Somewhat oppose	10
Strongly oppose	18
Don't know	1
Refused	*

Based on:

N=1,001

[ASK IF OPPOSE IN MAJ1: PUNCHES 1 or 2]

MAJ4. What if state governments were to tax the sale of marijuana and use it to pay for state programs and services? In that case, would you favor oppose or neither favor nor oppose legalizing the use of marijuana?

[FOR EACH "FAVOR" ASK:] Is that strongly favor or somewhat favor?

[FOR EACH "OPPOSE" ASK:] Is that strongly oppose or somewhat oppose?

	4/7/10- 4/12/10
Total favor	14
Strongly favor	6
Somewhat favor	9
Neither favor nor oppose	12
Total oppose	74
Somewhat oppose	12
Strongly oppose	62
Don't know	*
Refused	-

Based on:

N=544

MAJ5. Should the regulations on marijuana be... [REVERSE ORDER OF RESPONSE CATEGORIES FOR RANDOM HALF SAMPLE:]

	4/7/10-4/12/10
More strict than those for alcohol	43
The same as those for alcohol	44
Less strict as those for alcohol	12
Don't know	-
Refused	-

Based on:

N=1,001

MAJ6. Assuming the sale and possession of at least some amount of marijuana were made legal, would you favor, oppose, or neither favor nor oppose allowing state governments to tax sales of marijuana?

[FOR EACH "FAVOR" ASK:] Is that strongly favor or somewhat favor?

[FOR EACH "OPPOSE" ASK:] Is that strongly oppose or somewhat oppose?

	4/7/10-4/12/10
Total favor	62
Strongly favor	42
Somewhat favor	19
Neither favor nor oppose	9
Total oppose	28
Somewhat oppose	8
Strongly oppose	20
Don't know	1
Refused	*

Based on:

N=1,001

MAJ7. Assuming the sale and possession of at least some amount of marijuana were made legal, would you prefer [ROTATE: that marijuana be sold by the government] or [that marijuana should be sold by private businesses]?

	4/7/10- 4/12/10
Sold by the government	36
Sold by private businesses	54
Don't know	6
Refused	4

Based on:

N=1,001

MAJ8. If marijuana were taxed by state governments, what do you think would be an appropriate tax rate? Would (INSERT RATE) be too high, too low, or about right?

	5 percent	10 percent	25 percent	50 percent
Too high	10	21	46	57
Too low	36	27	9	7
About right	48	44	38	30
Don't know	5	6	6	3
Refused	2	2	2	2

Based on: N=1,001

N=249

N=251

N=251

N=250

MAJ9. If marijuana were taxed by state governments, do you think those taxes would...

	4/7/10- 4/12/10
Contribute a large amount to your state's budget OR	35
Contribute a small amount to your state's budget OR	39
Not really contribute anything to your state's budget	23
Don't know	3
Refused	1

Based on:

N=1,001

MAJ10. If the sale and possession of marijuana were made legal, do you think...
 [RANDOMIZE:]

a. It would increase crime, reduce crime, or have no effect on crime

	4/7/10- 4/12/10
Increase crime	34
Reduce Crime	32
Have no effect on crime	33
Don't know	1
Refused	*

Based on:

N=1,001

b. It would make the economy better, make the economy worse, or have no effect on the economy?

	4/7/10- 4/12/10
Make the economy better	32
Make the economy worse	21
Have no effect on the economy	46
Don't know	1
Refused	*

Based on:

N=1,001

c. It would mostly improve the health of people, mostly harm the health of the people, or have no effect on the health of people?

	4/7/10- 4/12/10
Mostly improve the health of people	13
Mostly harm the health of people	46
Have no effect on the health of people	39
Don't know	2
Refused	*

Based on:

N=1,001

Continues...

MAJ10. If the sale and possession of marijuana were made legal, do you think...
 [RANDOMIZE:]

- d. It would lead more people to use more serious drugs such as heroin and cocaine, lead fewer people to use more serious drugs, or have no effect on how many people use more serious drugs?

	4/7/10- 4/12/10
Lead more people to use more serious drugs	39
Lead fewer people to use more serious drugs	10
Have no effect on how many people use more serious drugs	49
Don't know	2
Refused	*

Based on:

N=1,001

- e. It would create jobs in your community, cost jobs in your community, or have no effect on the number of jobs in your community?

	4/7/10- 4/12/10
Create jobs in your community	24
Cost jobs in our community	17
Have no effect on the number of jobs in your community	57
Don't know	1
Refused	*

Based on:

N=1,001

MAJ11. Do you think the cost of enforcing today's marijuana laws is too high, or do you think the cost of enforcing today's marijuana laws is acceptable?

	4/7/10- 4/12/10
Too high	45
Acceptable	48
Don't know	6
Refused	1

Based on:

N=1,001

MAJ12. Do you think that [ROTATE: marijuana has a real medical benefit for some people], or [do you think that marijuana doesn't really have any real medical benefits for anyone]?

	4/7/10- 4/12/10
Marijuana has a real medical benefit for some people	74
Marijuana doesn't really have any real medical benefit	21
Don't know	5
Refused	1

Based on:

N=1,001

MAJ13. Assuming that the sale of at least some amount of marijuana by private companies were made legal, would you be interested in investing in a company that was in the business of selling marijuana, or would you not be interested in such an investment?

	4/7/10- 4/12/10
Interested	24
Not interested	75
Don't know	1
Refused	*

Based on:

N=1,001

MAJ14. Assume that the sale of at least some amount of marijuana by private companies was made legal, and you held investments in a company that went into a marijuana-related business. Do you think that would make you want to...

[FIRST TWO RESPONSES RANDOMIZED]

	4/7/10- 4/12/10
Sell your investment in that company	36
Increase your investment in that company	14
Or, would it have no effect on your investment in that company	48
Don't know	2
Refused	1

Based on:

N=1,001

PID1/
PID2.

Do you consider yourself a Democrat, a Republican, an Independent, or none of these?

[IF "DEMOCRAT," ASK:] Do you consider yourself a strong or moderate Democrat?

[IF "REPUBLICAN," ASK:] Do you consider yourself a strong or moderate Republican?

[IF "INDEPENDENT" OR "NONE," ASK:] Do you lean more toward the Democrats or the Republicans?

	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09	4/16-20/09	2/12-17/09	1/9-14/09	12/3-8/08	11/6-10/08
Total Democrat	41	45	44	37	43	43	39	44	46	46	46	47	44	48
Democrat – strong	14	15	14	12	18	17	14	14	20	16	18	19	17	21
Democrat – moderate	18	18	18	16	17	16	16	20	15	20	20	18	19	19
Independent – lean Democratic	9	12	12	9	8	10	9	9	11	10	9	9	8	8
None – lean Democratic	-	*	-	*	*	*	-	*	*	*	*	1	1	-
Total Republican	40	34	33	32	31	32	33	33	32	28	30	27	33	34
Republican – strong	14	11	9	9	11	10	9	11	11	9	9	8	13	13
Republican – moderate	12	12	12	13	10	11	11	12	12	9	13	12	13	11
Independent – lean Republican	14	12	12	11	10	11	13	10	9	9	8	7	7	10
None – lean Republican	-	*	-	-	*	*	-	*	*	*	*	1	*	-
[VOL] Independent – don't lean	4	5	5	7	6	5	8	5	5	7	6	7	8	5
[VOL] None – don't lean	-	-	-	-	-	-	-	-	-	-	-	-	-	-
[VOL] Other	*	1	1	*	*	*	*	1	*	*	*	*	*	-
Don't know	15	15	18	24	19	21	19	18	17	19	17	18	15	14
Refused	-	-	-	-	-	-	-	-	-	-	-	-	-	-

Based on: N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001 N=1,001 N=1,000 N=1,001



G11a. Generally speaking, do you consider yourself a liberal, moderate, or conservative?

IF "Liberal," ASK: Would you say you are strongly or somewhat liberal?

IF "Conservative," ASK: Would you say you are strongly or somewhat conservative?

	4/7/10- 4/12/10	10/16/08-10/20/08		9/27/08- 9/30/08
	Total	Total	Likely Voters	Likely Voters
Liberal - strongly	6	9	11	10
Liberal - somewhat	14	14	14	11
Conservative - strongly	21	18	20	24
Conservative - somewhat	23	21	18	14
Moderate	32	35	35	39
Don't know	3	2	2	2
Refused	1	1	*	--

Based on:

N=1,001

N=1,001

N=800

N=808

EM1. Are you, yourself, currently employed... [READ LIST. RECORD ONLY ONE RESPONSE]

	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09	7/16/-20/09	5/28-1/09
Full-time	49	45	43	44	46	44	44	47	50
Part-time	11	14	13	15	11	10	12	13	13
Not employed	39	41	44	41	42	45	42	39	37
Don't know	-	*	-	*	*	*	-	1	*
Refused	*	*	*	1	1	1	1	1	1

Based on: N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000

EM2. [IF "NOT EMPLOYED" IN EM1, ASK:] Are you... [READ LIST. RECORD ONLY ONE RESPONSE]

	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-/09	10/1-5/09	9/3-8/09	7/16/-20/09	5/28-1/09
Retired	50	49	48	47	49	52	52	48	50
Homemaker	18	19	15	13	16	18	15	15	17
Student	9	9	8	7	9	10	8	9	7
Temporarily unemployed	21	23	27	32	24	18	22	24	22
Don't know	2	*	1	1	1	2	2	2	2
Refused	1	-	1	*	1	*	*	2	2

Based on: N=415 N=420 N=420 N=423 N=404 N=451 N=438 N=415 N=402

CUR38. Thinking of the last 6 months – that is, since November of last year – have you or has someone in your family lost a job as a result of economic conditions, or not?

	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09	4/16-20/09	2/12-17/09
Yes (self lost job)	6	8	7	9	9	8	5	8	7	8	10
Yes (someone in family)	23	23	28	22	21	20	26	21	21	25	25
No	69	67	63	66	66	70	65	65	70	62	65
Both (self and family member) [VOL]	3	2	1	3	3	2	2	4	1	4	1
Don't know	-	*	-	*	-	*	*	1	1	*	*
Refused	*	*	-	*	*	*	1	1	*	*	-

Based on: N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001

CUR39. And thinking of the last 6 months – that is, since November of last year – has someone you know personally, other than a family member, lost a job as a result of economic conditions, or not?

	4/7-12/10	3/3-8/10	1/12-17/10	12/10-14/09	11/5-9/09	10/1-5/09	9/3-8/09	7/16-20/09	5/28-6/1/09	4/16-20/09	2/12-17/09
Yes	64	64	71	69	66	65	66	64	60	67	65
No	36	35	29	30	34	34	32	34	39	33	35
Don't know	*	1	1	*	*	1	1	2	1	1	1
Refused	*	-	-	*	-	*	1	1	-	-	-

Based on: N=1,001 N=1,002 N=1,008 N=1,001 N=1,006 N=1,003 N=1,001 N=1,006 N=1,000 N=1,000 N=1,001

[INTERVIEWER READ:] The following questions are for classification purposes only. Be assured that your responses will be aggregated with those of other participants to this survey.

DM1. What is your marital status? Are you... [READ EACH ITEM]

Married/Living as Married/Co-habiting	62
Separated	3
Divorced	8
Widowed	6
Never Married	21
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,001

DM2. What is the last grade of school you completed? [READ EACH ITEM]

Less than high school graduate	7
High school graduate	37
Technical/trade school	5
Some college	24
College graduate	14
Some graduate school	3
Graduate degree	11
Don't know [VOL]	*
Refused [VOL]	*

Based on:

N=1,001

DM4. In what year were you born?

Age group:

18-29	19
30-49	36
50-64	25
65+	19
Refused	2

Based on:

N=1,001

DM5. Which one of the following best describes where you live? [READ EACH ITEM]

Urban area	24
Suburban area	40
Rural area	34
Don't know [VOL]	2
Refused [VOL]	*

Based on:

N=1,001

DM6. Do you currently own your home, rent it, or do you have some other arrangement?

Own	65
Rent	25
Other arrangement	9
Don't know	*
Refused	1

Based on:

N=1,001

DM7. Are you the parent or guardian of one or more children under the age of 18, or not?

Yes	35
No	64
Don't know	-
Refused	*

Based on:

N=1,001

DM8. How many different landline telephone numbers, if any, are there in your home that I could have reached you on for this call? This includes listed or unlisted numbers. To answer this question, please don't count cell phones or landlines used ONLY for faxes or modems.

None	25
One Line	70
Two lines	4
Three or more lines	1
Don't know	*
Refused	*

Based on:

N=1,001

DM9. And on how many different cell-phone numbers, if any, could I have reached you for this call?

None	10
One	66
Two	17
Three or more	6
Don't know	1
Refused	1

Based on:

N=1,001

DM10. [IF BOTH LAND AND CELLPHONE, ASK:] Generally speaking, would you say you use your landline phone most of the time, your cell phone most of the time, or would you say you use both about equally?

Landline	33
Cell phone	36
Both equally	31
Don't know	*
Refused	-

Based on:

N=658

DM10a. [ASK CELL-PHONE SAMPLE ONLY] How many adults, in addition to you, carry and use this cell phone at least once a week or more?

None	62
One	28
Two	6
Three or more	3
Don't know	*
Refused	1

Based on:

N=300

DM12. Do you consider yourself a born-again or evangelical Christian, or not?

Yes, born-again/evangelical	42
No	56
Don't know	1
Refused	1

Based on:

N=1,001

DM13. What is your religious preference? Is it Protestant, Catholic, Mormon, Jewish, Muslim, some other religion, or don't you belong to any religious denomination?

Protestant	32
Catholic	22
Mormon	3
Jewish	1
Muslim	1
Other religion [SPECIFY]	20
Don't belong to religious denomination	20
Don't know	*
Refused	2

Based on:

N=1,001

DM14. [IF "OTHER RELIGION" IN DM13, ASK:] Do you consider yourself a Christian, or not?

Yes, a Christian	88
No, not a Christian	12
Don't know	-
Refused	-

Based on:

N=176

DM15. Aside from weddings and funerals, how often do you attend religious services? Would you say more than once a week, once a week, once or twice a month, a few times a year, less often than a few times a year, or never?

Never	13
Less often than a few times a year	10
A few times a year	21
Once or twice a month	14
Once a week	28
More than once a week	13
Don't know	*
Refused	1

Based on:

N=1,001

DM16. Are you of Hispanic, Latino or Spanish origin?

Yes	13
No	86
Don't know	*
Refused	2

Based on:

N=1,001

- DM17. [IF SPANISH/HISPANIC/LATINO (D16=1), ASK:] In addition to being Hispanic, Latino or Spanish, what race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]
- DM18. [IF NOT SPANISH/HISPANIC/LATINO (D16=2), ASK:] What race or races do you consider yourself to be? [DO NOT READ. ACCEPT MULTIPLE RESPONSES.]

White	71
Black, African-American, or Negro	12
American Indian or Alaska Native	1
Asian Indian	1
Vietnamese	*
Chinese	-
Filipino	*
Korean	-
Native Hawaiian	*
Guamanian or Chamorro	-
Samoan	-
Japanese	*
Other Asian	*
Other Pacific Islander	*
Some other race [SPECIFY]	11
Multiple races [VOL]	2
Don't know [VOL]	1
Refused [VOL]	2

Based on:

N=1,001

DM19. Does your total household [IF SINGLE: "PERSONAL"] income fall below \$50,000 dollars, or is it \$50,000 or higher? [READ LIST]

Below \$50,000	44
\$50,000+	51
Don't know [VOL]	1
Refused [VOL]	4

Based on:

N=1,001

DM20. And in which group does your total household [IF SINGLE: "PERSONAL"] income fall? [READ LIST]

Under \$10,000	7
\$10,000 to under \$20,000	8
\$20,000 to under \$30,000	9
\$30,000 to under \$40,000	7
\$40,000 to under \$50,000	10
\$50,000 to under \$75,000	21
\$75,000 to under \$100,000	12
\$100,000 to under \$150,000	9
\$150,000 or more	6
Don't know [VOL]	2
Refused [VOL]	9

Based on:

N=1,001

DM21. Do you currently own stocks, bonds, or mutual funds?

Yes	42
No	53
Don't know	*
Refused	5

Based on:

N=1,001

[ASK DM22 ONLY IF "YES" IN DM21:]

DM22. In the past 12 months, how many times did you make changes in your investments— buying or selling stocks or mutual funds either within or outside an employer-sponsored 401K plan? Would you say...

None	51
1	12
2	12
3	4
4	3
5-9 times	5
10-14 times	3
15-19 times	*
20-24 times	*
25 times or more	2
Don't know	4
Refused	2

Based on:

N=512

DM25. [INTERVIEWER RECORD:] Respondent's Gender:

Male	48
Female	52

Based on:

N=1,001

REGION:

Northeast	18
Midwest	22
South	37
West	23

Based on:

N=1,001

AP-GfK Poll Methodology

The **Associated Press-GfK Poll** was conducted from April 7 through April 12, 2010, by GfK Roper Public Affairs & Media – a division of GfK Custom Research North America. This telephone poll is based on a nationally-representative probability sample of 1,001 adults age 18 or older. The interviews were conducted with 701 respondents on landlines and 300 respondents on cellular telephones. Both the landline and cell phone samples were provided by Survey Sampling International. The sample included the contiguous 48 states, Alaska, and Hawaii. Interviews were conducted in both English and Spanish, depending on respondent preference.

The combined landline and cell phone data were weighted to account for probabilities of selection, sex, education, and race, using targets from the March 2008 supplement of the Current Population Survey. In addition to these factors, the weighting takes into account the patterns of land and cell phone usage by region from the 2008 Spring estimates provided by Mediamark Research Inc.

The margin of sampling error is plus or minus 4.3 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total significantly more than 100%, depending on the number of different responses offered by each respondent.

Trend data are displayed for selected questions from previous AP-GfK Polls that also consisted of telephone interviews with nationally-representative probability samples of adults age 18 or older. Details about all AP-GfK Polls are available at <http://www.ap-gfkipoll.com>.