

**MARIJUANA STUDY
DECEMBER 2016**

Prepared for:

Hawaii's Drug Policy Action Group

BACKGROUND & METHODOLOGY

The research team at Anthology Marketing Group conducted a quantitative study in the form of a shared resources (sometime referred to as an omnibus study) Statewide Internet/telephone survey.

The field work began on December 14 and ended on December 19, 2016.

The 415 Statewide sample was broken down proportionally based on population estimates of adults on each of the major Hawaiian Islands being tested. The margin of error for a total sample of this size (n=415) is +/- 4.90 percentage points with a 95% confidence level.

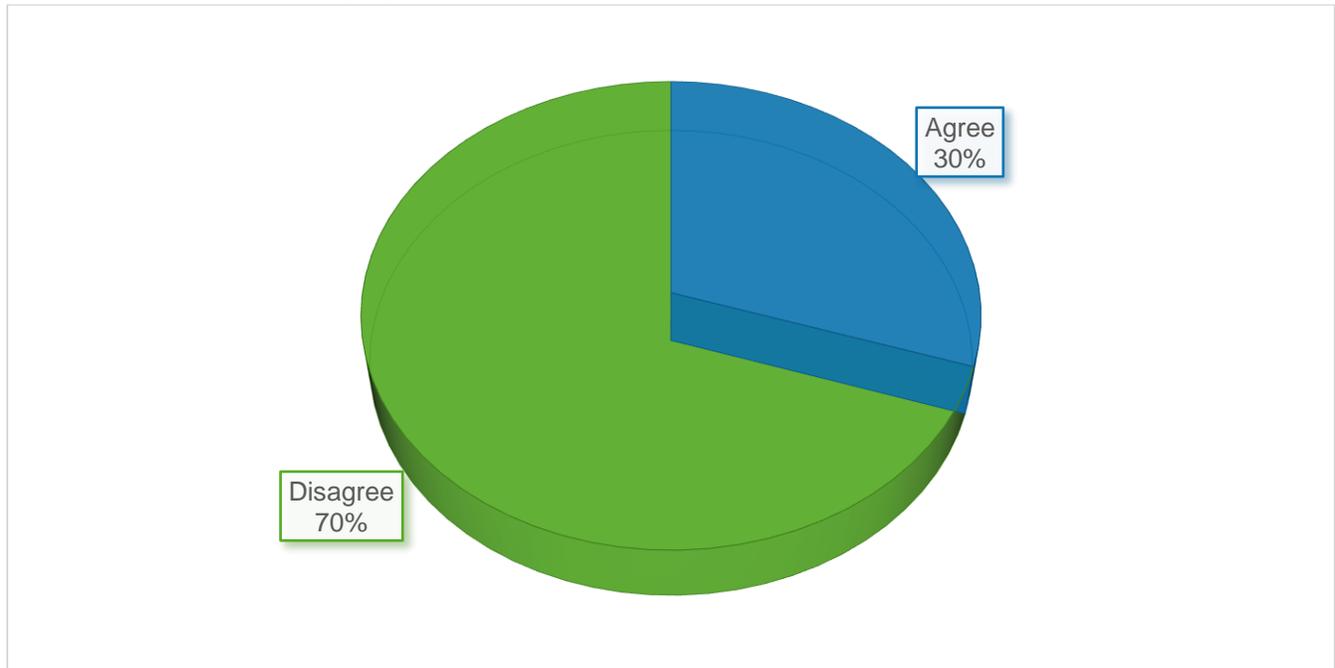
The online sample was purchased from a third party supplier. The telephone sample was derived using QMark's Random Digit Dialing software. Each respondent was screened to ensure they were at least 18 years of age and resided on the island they were being contacted for.

SECTION – CRIMINAL RECORD

In this section of the study each respondent was presented with the following:

Do you think that adults who are found to possess cannabis (marijuana) for personal use, but are not found to be drug dealers, should have a criminal record and thus be denied student loans and more?

The percent results are highlighted in the table below.



The research shows a majority (70%) of Hawaii residents disagrees with the current laws related to this particular issue.

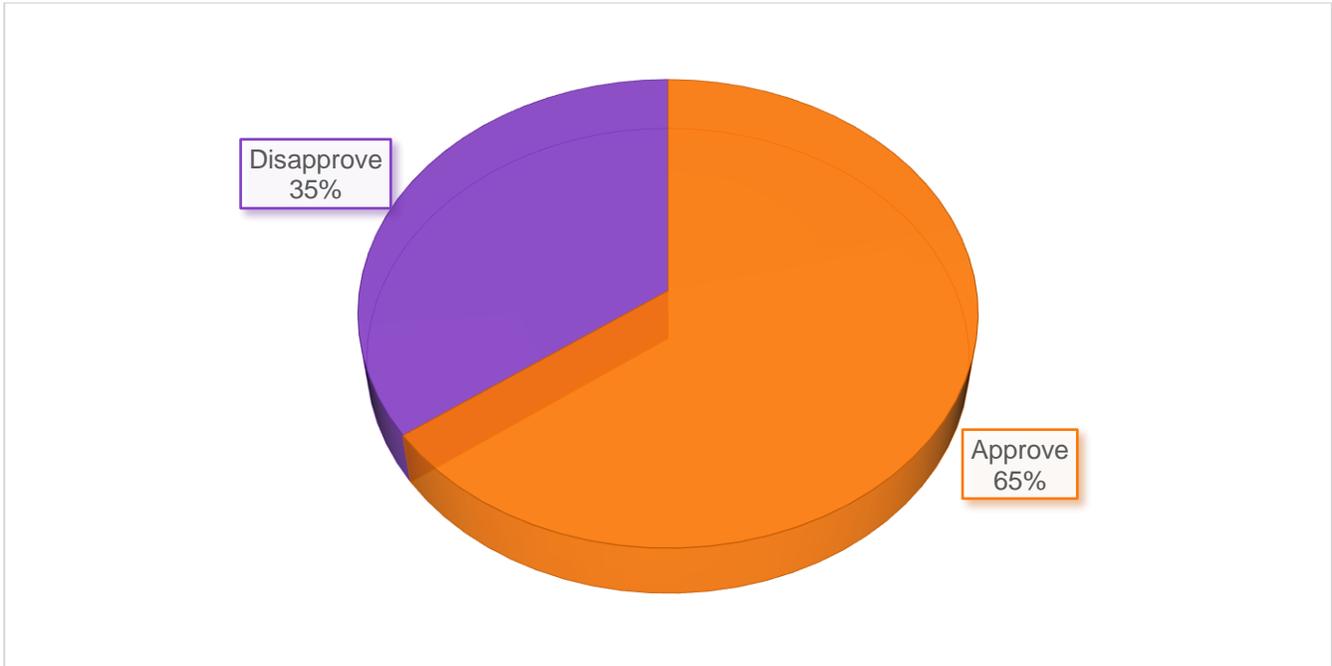
- The proportion of registered voters that disagrees with the current law is 69%.
- Disagreement with the law as it stands is particularly strong on the Neighbor Islands (81%) more so than it is on Oahu (65%).
- Among the major ethnic groups in the State, Caucasians (81%) and Hawaiians (73%) disagree with the current law in greater numbers than do Japanese (66%) residents.
- Opposition to current law is highest among less affluent segments of the sample.

SECTION – DECRIMINALIZATION

In this section of the study each respondent was presented with the following:

Would you approve of Hawaii decriminalizing marijuana and making possession for personal use a civil violation similar to a parking ticket instead of a criminal offense?

The percent results are highlighted in the table below.

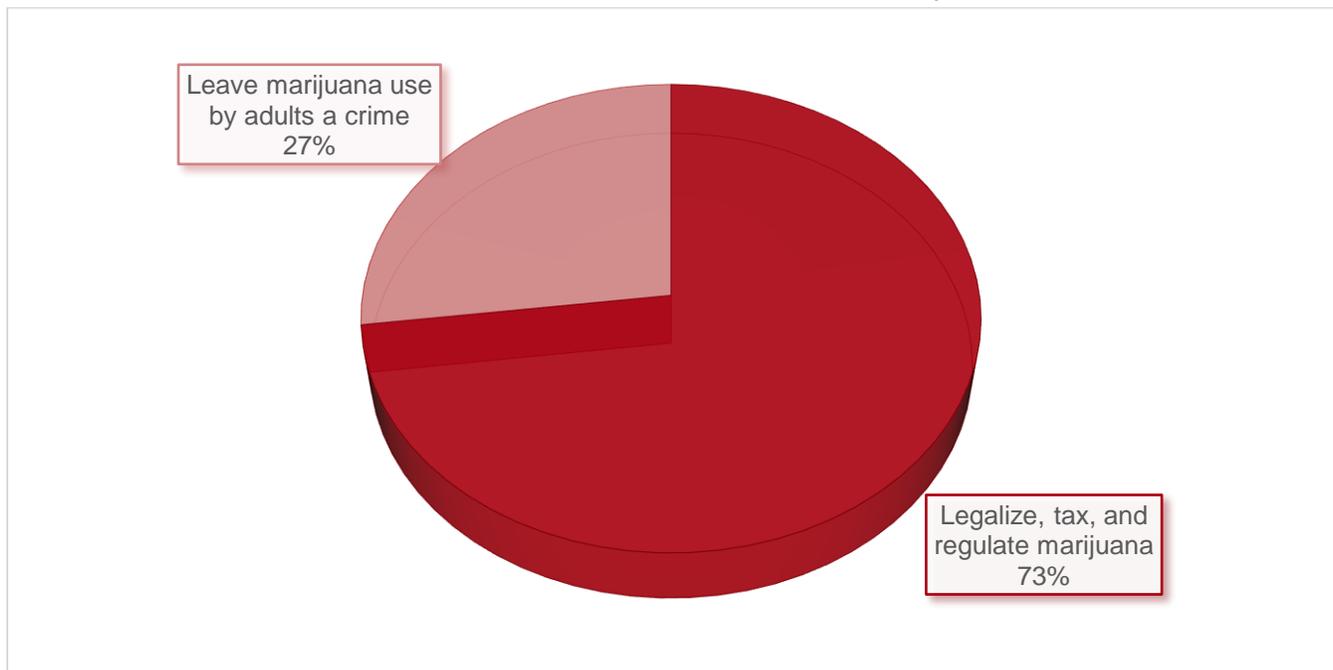


The research shows a majority (65%) of Hawaii residents agrees with the general concept of decriminalization as it relates to recreational marijuana usage.

- 65% of the registered voters polled want to see recreational marijuana use decriminalized locally.
- Those who classify themselves as liberals (76%) strongly favor the idea of decriminalization. Even among conservatives locally, 56% are in favor of decriminalization.
- Among the major ethnic groups in the State support for decriminalization is strongest among Caucasians (74%) and Native Hawaiians (73%) and falls off among Japanese (53%).
- Support for decriminalization is strongest among younger segments of the sample. Support also appears to decline as respondents become more affluent.

SECTION – GENERAL PERCEPTIONS

In this section of the study those taking part in the research were presented with two separate scenarios and then asked to select the one that best mirrored their own personal views.



The research shows that a majority (73%) of Hawaii residents want to see the legalization of marijuana locally.

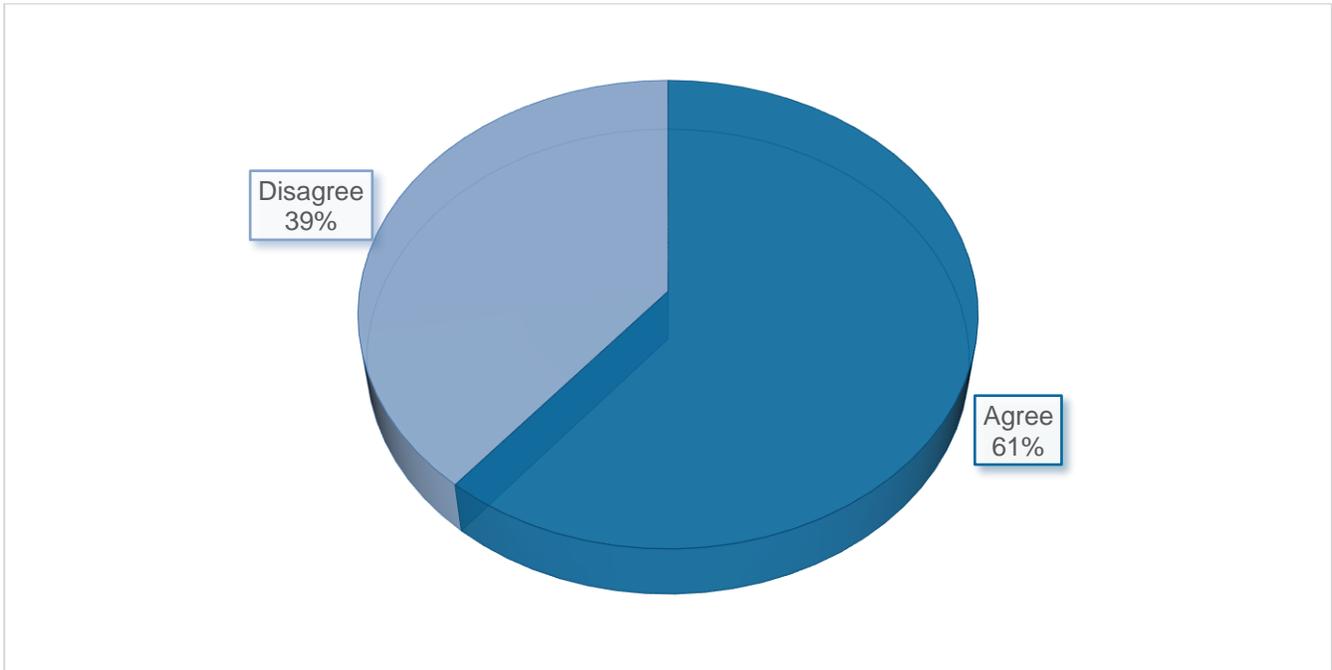
- 74% of the registered voters polled prefer that marijuana use by adults be legalized, taxed, and regulated by the State.
- Support for legalization, taxation, and regulation is especially strong on the Neighbor Islands where 81% support this idea. By comparison, the amount of support on Oahu is still a very respectable 70% in favor of legalization.
- Support for legalization is strongest among adults under the age of 50 where 84% of this large bloc of residents want to see some form of legalization and regulation. Still, even among seniors, 71% support legalization.
- As we've noted in prior sections support is strongest among Caucasians and Native Hawaiians. The strongest opposition could come from Japanese residents though to put things in the proper context just 36% of AJA's oppose legalization.

SECTION – IMPACT OF CHANGES NATIONALLY

In this section of the study each respondent was presented with the following:

Does the progress made on adult use of marijuana in other states with eight states and Washington D.C. having decriminalized the possession of marijuana for adult use, make you feel more comfortable about Hawaii moving ahead with changes as well?

The percent results are highlighted in the table below.



The research shows a majority (61%) of Hawaii residents feel more comfortable about changing local laws as a result of what they see on the national level.

- 62% of the registered voters polled agree that the changes nationally have impacted their views on this topic.
- The impact of changes occurring nationally have had a greater impact on the Neighbor Islands (73%) than they have had on Oahu (56%).

SECTION – CIVIL ASSET FORFEITURE LAW

In this section of the study each respondent was presented with the following:

Would you strongly support, somewhat support, somewhat oppose or strongly oppose legislation to reform Hawaii's civil asset forfeiture program, rated among the worst in the country, in order to prevent law enforcement from seizing and selling people's property without first obtaining a conviction that ties the property to any crime?

The percent results are highlighted in the table below.

	OVERALL	REGISTERED VOTER
Strongly support (4)	41%	43%
Somewhat support (3)	36%	36%
Somewhat oppose (2)	13%	12%
Strongly oppose (1)	10%	9%
MEAN	3.08	3.13

Overall, two in five (41%) Hawaii residents strongly supports reforming Hawaii's civil asset forfeiture law. Another 36% somewhat supports this move. At the opposite end one in four (23%) individuals opposes any such move. When these scores are looked at in the aggregate they result in a mean or average score of 3.08 out of a possible 4.00.

When the results are segmented by registered voters only we see support for change to be slightly higher.

- Support for changing this law is higher on the Neighbor Islands (49% strongly support change) than it is on Oahu (37% strongly support change).

SECTION – DEMOGRAPHICS

In this section of the study of the study we provide a profile of the respondents who took part in the study.

	OVERALL
SAMPLE	
Oahu	70%
B.I.	13%
Maui County	11%
Kauai	6%
REG VOTER	87%
IDEOLOGY	
Conservative	54%
Liberal	46%
AGE	
18-34	15%
35-49	21%
50-64	33%
65+	31%
MEAN	54.00
EDUCATION	
H.S. Graduate or less	10%
Some College	27%
College graduate	39%
Graduate degree	24%
ETHNICITY	
Caucasian	27%
Japanese	27%
Hawaiian/ Part	22%
Filipino	7%
Other	16%
YEARS IN HAWAII	
Less than 5 years	7%
5 but less than 10	5%
10 but less than 20	6%
20+	27%
Lifetime	55%
PRIMARY RESIDENCE	
Own	79%
Rent	21%
HOUSEHOLD INC	
Less than \$25K	7%
\$25K-\$50K	15%
\$50K-\$75K	18%
\$75K-\$100K	17%
\$100K+	31%
Rf	12%
GENDER	
Male	50%
Female	50%

APPENDIX

BA _____ CK ____

ID # _____

SAMPLE:

Oahu. 1
Hawaii 2
Maui 3
Kauai 4

Interviewer _____

Date: _____

2016 DECEMBER OMNIBUS SURVEY December 2016

Hello, I'm _____ from Anthology Marketing Group's research team. We're conducting a market research survey today/this evening. This is strictly market research as we do no product promotion or selling. May I speak to an adult who lives in this household? **(REPEAT GREETING ONCE APPROPRIATE PARTY IS ON THE TELEPHONE.)**

A. Are you a fulltime resident of Hawaii **(DEFINED AS AT LEAST SIX MONTHS OF THE YEAR)**

**IF "NO," THANK AND TERMINATE, CODE ON CALL RECORD SHEET.
IF "YES," CONTINUE**

B. On which island do you live?

- 1 Oahu
- 2 Hawaii
- 3 Maui County
- 4 Kauai

DPAG9. Yes or no, do you think that adults who are found to possess cannabis (marijuana) for personal use, but are not found to be drug dealers, should have a criminal record and thus be denied student loans and more?

- 1 Yes
- 2 No

DPAG10. Yes or no, would you approve of Hawai'i decriminalizing marijuana and making possession for personal use a civil violation similar to a parking ticket instead of a criminal offense?

- 1 Yes
- 2 No

DPAG11 What if Hawai'i decided to legalize the use of marijuana by adults and regulate its sale and collect tax money from the sale? Which of the following two options would you choose?

- 1 Legalize, tax and regulate marijuana.
- 2 Leave marijuana use by adults a crime.

DPAG12. Yes or no, does the progress made on adult use of marijuana in other states, with 8 states and Washington DC having decriminalized the possession of marijuana for adult use, make you feel more comfortable about Hawai'i moving ahead with changes as well?

- 1 Yes
- 2 No

DPAG13. Would you strongly support, somewhat support, somewhat oppose or strongly oppose legislation to reform Hawaii's civil asset forfeiture program, rated among the worst in the country, in order to prevent law enforcement from seizing and selling people's property without first obtaining a conviction that ties the property to any crime?

- 1 Strongly support
- 2 Somewhat support
- 3 Somewhat oppose
- 4 Strongly oppose