

How the Survey was Conducted

Nature of the Sample: Yahoo News-Marist Poll of 1,122 National Adults

This survey of 1,122 adults was conducted March 1st through March 7th, 2017 by The Marist Poll, sponsored and funded in partnership with Yahoo News. Adults 18 years of age and older residing in the contiguous United States were contacted on landline or mobile numbers and interviewed in English or Spanish by telephone using live interviewers. Landline telephone numbers were randomly selected based upon a list of telephone exchanges from throughout the nation from ASDE Survey Sampler, Inc. The exchanges were selected to ensure that each region was represented in proportion to its population. Within each landline household, a single respondent was selected through a random selection process to increase the representativeness of traditionally under-covered survey populations. To increase coverage, this landline sample was supplemented by respondents reached through random dialing of mobile phone numbers from Survey Sampling International. Mobile phones are treated as individual devices. After validation of age, personal ownership, and non-business-use of the mobile phone, interviews are typically conducted with the person answering the phone. After the interviews were completed, the two samples were combined and balanced to reflect the 2013 American Community Survey 1-year estimates for age, gender, income, race, and region. Results are statistically significant within ± 2.9 percentage points. There are 573 adults who have tried marijuana. The results for this subset are statistically significant within ± 4.1 percentage points. There are 252 adults who use marijuana and 160 who report using it regularly, at least once or twice a month. The results for these subsets are statistically significant within ± 6.2 and ± 7.7 percentage points, respectively. The error margin was not adjusted for sample weights and increases for cross-tabulations.

Nature of the Sample

		National Adults	Tried Marijuana	Marijuana Users	Regularly Uses Marijuana
		Col %	Col %	Col %	Col %
National Adults		100%			
Tried Marijuana	Tried marijuana	52%	100%		
	Has not tried marijuana	48%			
Marijuana Use	Use marijuana	22%	44%	100%	
	Does not use marijuana	78%	56%		
Regularly use marijuana		14%	28%	63%	100%
Gender	Men	49%	51%	55%	59%
	Women	51%	49%	45%	41%
Generation	Millennials (18-34)	34%	37%	52%	52%
	Gen X (35-50)	24%	23%	23%	23%
	Baby Boomers (51-69)	30%	35%	23%	24%
	Silent-Greatest (Over 69)	13%	5%	2%	1%
Race	White	62%	63%	57%	62%
	African American	11%	12%	12%	12%
	Latino	14%	12%	18%	14%
	Other	12%	13%	13%	11%
Region	Northeast	18%	20%	21%	20%
	Midwest	21%	19%	18%	21%
	South	37%	32%	34%	31%
	West	24%	28%	27%	28%
Household Income	Less than \$50,000	48%	47%	54%	52%
	\$50,000 or more	52%	53%	46%	48%
Education	Not college graduate	60%	61%	69%	68%
	College graduate	40%	39%	31%	32%
Parents		66%	65%	54%	51%
Parents with Children under 18		28%	30%	30%	27%
Parents with Adult Children		46%	45%	29%	33%
Relationship Status	In a relationship	60%	45%	50%	50%
	Not in a relationship	40%	40%	50%	50%
Religiosity	Practice a Religion	45%	33%	29%	17%
	Does not Practice a Religion	55%	67%	71%	83%
National Registered Voters		83%	85%	82%	80%
Party Identification	Democrat	35%	38%	43%	43%
	Republican	29%	22%	14%	15%
	Independent	35%	38%	42%	40%
	Other	2%	2%	1%	2%
Political Ideology	Very liberal-Liberal	33%	41%	53%	59%
	Moderate	28%	29%	27%	25%
	Conservative-Very conservative	39%	30%	20%	17%
2016 Support	Clinton Supporters	51%	55%	68%	72%
	Trump Supporters	49%	45%	32%	28%
Interview Type	Landline	35%	31%	23%	22%
	Cell phone	65%	69%	77%	78%

Yahoo News/Marist Poll National Adults. Interviews conducted March 1st through March 7th, 2017, n=1122 MOE +/- 2.9 percentage points. National Adults who Tried Marijuana: n=573 MOE +/- 4.1 percentage points. National Marijuana Users: n=252 MOE +/- 6.2 percentage points. National Marijuana Users who Use Regularly: n=160 MOE +/- 7.7 percentage points. Totals may not add to 100% due to rounding.