



behavior research center's

Rocky Mountain Poll

NEWS RELEASE [RMP 2014-I-05]

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51 PERCENT FAVOR MAKING SALE OF MARIJUANA LEGAL IN ARIZONA

Phoenix, Arizona, February 18, 2014. By a ratio of 51 to 41 percent, Arizonans favor making the sale of marijuana legal in Arizona. These figures are very similar to a recent national poll completed by CNN/ORC (Opinion Research Corporation) which found that 54 percent favor such sales while 45 percent are opposed.

In Arizona, majorities in many population sub-groups support legalizing the sale of marijuana. For example, majority support is registered among citizens under 55 years of age, Independent and Democrat voters and among men. Caucasians may be more supportive (52%) than Hispanics (51%) or other ethnic minorities (41%) and support rises as income rises.

Four of ten Republicans favor the idea but 54 percent remain opposed and among the oldest population segment (those 55 years of age and above) 39 percent are in favor while 52 percent are opposed.

Compared to recent national polls on this question, "Do you think the sale of marijuana should be made legal or not?", Arizona appears a little less enthusiastic about legalizing the sale of marijuana, yet a majority here are already in favor.

These recent results are the first time this question has been asked by the Center but the shift in opinion in the U.S., and presumably in Arizona as well, may be seen when compared to a Harris Poll question asked in 1974 when 23 percent favored legalization but a whopping 70 percent were opposed.

For this and other polls, see www.brcpolls.com/results.

RMP (2014-I-05)

EDITOR’S NOTE: This Rocky Mountain Poll - Arizona (2014-I-05), is based on 701 interviews with heads of household statewide including 457 registered voters statewide, conducted between January 16 and January 26, 2014. Interviewing was conducted in either English or Spanish by professional interviewers of the Behavior Research Center on both landlines and cell phones. Where necessary, figures for age, sex, race and political party were weighted to bring them into line with their actual proportion in the population. In a sample of this size, one can say with a 95 percent certainty that the results have a statistical precision of plus or minus 3.8 percent of what they would have been had the entire population been surveyed and 4.7 percent had the entire voter population been surveyed. The Rocky Mountain Poll is conducted by the Behavior Research Center of Arizona and is an independent and non-partisan research program sponsored by the Center.

This statement conforms to the principles of disclosure of the National Council on Public Polls.
ENCLOSED: Statistical tables.

“Do you think the sale of marijuana should be made legal in Arizona or not?”

	Should	Should Not	Unsure	Net in Favor
Statewide	51%	41%	8%	(+10)
<u>County</u>				
Maricopa	52	40	8	(+12)
Pima	50	41	9	(+ 9)
Rural	49	43	8	(+ 6)
<u>Gender</u>				
Men	53	41	6	(+12)
Women	49	41	10	(+ 8)
<u>Age</u>				
Under 35	61	29	10	(+32)
35 to 54	54	42	4	(+12)
55+	39	52	9	(-13)
<u>Party</u>				
Democrat	54	36	10	(+18)
Independent	59	33	8	(+26)
Republican	40	54	6	(-14)
<u>Ethnicity</u>				
Caucasian	52	40	8	(+12)
Hispanic	50	46	4	(+ 4)
Other	41	49	10	(- 8)

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**STATISTICAL DATA**

Behavior Research Center  
Rocky Mountain Poll - Arizona  
RMP (2014-I-05)

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“Do you think the sale of marijuana should be made legal or not?”

**CNN/ORC Poll**  
**January 3-5, 2014**

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|            |     |
|------------|-----|
| Should     | 54% |
| Should not | 45  |
| No opinion | 2   |

“Do you think the sale of marijuana should be legalized or not?”

**Harris Trends Poll**  
**January 18-22, 1974**

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|            |     |
|------------|-----|
| Should     | 25% |
| Should not | 70  |
| No opinion | 7   |

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