Americans Most Open to Legalizing, Trying Cannabis

Ahead of 4/20 Day, Ipsos offers new data on the future of "vices"

Washington, DC, April 18, 2019– Americans are the most supportive of legalizing cannabis and most receptive to trying recreational cannabis if it were legal, according to a new study released today by Ipsos. But the interest in trying (35%) lags the interest in legalization (76% for medical and 53% for recreational). As legal barriers fall in many states, will consumer desire be enough to fuel the projected rapid growth of the cannabis industry? Can interest overcome stigma? Do people want to use what is currently a Schedule 1 narcotic for medicinal purposes or even for personal enjoyment? Do consumers want CBD oils in the wide range of products where that ingredient is now being offered?

Today's report from Ipsos addresses these attitudes and more broadly the future of "vice" including cannabis, beer, wine and spirits, and sports gambling. Each of these industries is in the midst of major growth or disruption or both.

Ipsos asked a panel of experts including: former Massachusetts Governor William Weld; the CEO of one of Canada's largest cannabis companies; the head of operations for the largest sports book in the world, and others, about the big questions their industries are facing. Among the topics covered in this ground-breaking study are:

- **What is a vice?** In a study Ipsos learned what "vices" people think are the most and least moral in moderation. In some cases, it really depends on who, and where you ask. In others, there is widespread acceptance or condemnation. Find out which "vices" still have a stigma attached and which are predicted to have more acceptance in the coming years.

- **Will CDB be cannabis' biggest high?** This non-psychoactive cannabis derivative is showing up in everything from bath bombs to pet treats sold at mainstream retailers and drug store chains. But what products do customers most want this ingredient in?

- **Why *wouldn't* people use cannabis?** The reasons people don't want to use cannabis products are arguably more complex than the reasons they do. For marketers, learning how to overcome these mental and product hurdles will be key to growing the industry.

- **Will the term 'authentic' still have meaning for wine and spirits?** New rapid-aging techniques mean you can get an "aged" wine or whiskey in a faction of the time. Will mainstream drinkers and connoisseurs accept these products as authentic?

All of the data from the U.S., Canada and 25 other nations as well as exclusive additional research and analysis can be found in this **What the Future** report online at Ipsos.com/en-us/wtf

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

Press Release – continued –

First Section

1. Cannabis is an illegal drug according to the federal government, although 33 states have made it legal and regulate Cannabis for medicinal use and 10 states have made it legal for adult-use. With this in mind, how should Cannabis be treated in states that have decided to legalize it:

	Total (N=1,005)	18-34 (N=253)	35-54 (N=373)	55+ (N=379)	Republicans (N=353)	Democrats (N=335)	Independents (N=218)
Federal government laws should be followed, and Cannabis should be considered illegal, even in states that have decided to legalize it.	29%	32%	22%	32%	42%	23%	24%
This is a state's rights issue. The federal government should leave regulation to the states, and Cannabis should be legal where states have legalized it.	71%	68%	78%	68%	58%	77%	76%

2. Marijuana is an illegal drug according to the federal government, although 33 states have made it legal and regulate Marijuana for medicinal use and 10 states have made it legal for adult-use. With this in mind, how should Marijuana be treated in states that have decided to legalize it:

	Total (N=1,005)	18-34 (N=248)	35-54 (N=378)	55+ (N=379)	Republicans (N=353)	Democrats (N=334)	Independents (N=207)
Federal government laws should be followed, and Marijuana should be considered illegal, even in states that have decided to legalize it.	23%	11%	25%	32%	37%	12%	23%
This is a state's rights issue. The federal government should leave regulation to the states, and Marijuana should be legal where states have legalized it.	77%	89%	75%	68%	63%	88%	77%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

3. Which ONE of the following statements do you most agree with? – Cannabis

	Total	18-34	35-54	55+	Republicans	Democrats	Independents
The federal government should legalize Cannabis nationally for medical uses only	31%	36%	30%	27%	34%	30%	24%
The federal government should legalize Cannabis nationally for medical and recreational use	35%	40%	37%	30%	24%	41%	39%
The federal government should defer to the states about legalization of Cannabis	22%	16%	22%	27%	22%	23%	28%
The federal government should keep Cannabis illegal	12%	9%	11%	16%	21%	6%	10%

4. Which ONE of the following statements do you most agree with? – Marijuana

	Total	18-34	35-54	55+	Republicans	Democrats	Independents
The federal government should legalize Marijuana nationally for medical uses only	30%	32%	29%	30%	31%	29%	32%
The federal government should legalize Marijuana nationally for medical and recreational use	36%	45%	36%	28%	25%	44%	40%
The federal government should defer to the states about legalization of Marijuana	22%	16%	22%	25%	25%	19%	19%
The federal government should keep Marijuana illegal	12%	6%	13%	16%	19%	7%	10%

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Vice President, U.S., Ipsos Public Affairs
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Tel: +1 202 420-2025

5. Which of the following do you prefer? – Cannabis

	Total	18-34	35-54	55+	Republicans	Democrats	Independents
Strong security and encryption, which makes it difficult for you to be hacked, but also more difficult for the government to be able to catch hackers.	83%	80%	82%	85%	85%	79%	87%
Rules that prevent strong security and strong encryption, which make it easier for you to be hacked, but also may make it easier for the government to catch the hackers.	17%	20%	18%	15%	15%	21%	13%

6. Which of the following do you prefer? – Marijuana

	Total	18-34	35-54	55+	Republicans	Democrats	Independents
Strong security and encryption, which makes it difficult for you to be hacked, but also more difficult for the government to be able to catch hackers.	77%	71%	78%	83%	80%	78%	77%
Rules that prevent strong security and strong encryption, which make it easier for you to be hacked, but also may make it easier for the government to catch the hackers.	23%	29%	22%	17%	20%	22%	23%

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7. Which of the following do you prefer? – Combined Cannabis and Marijuana

	Total (N=2,010)	18-34 (N=501)	35-54 (N=751)	55+ (N=758)	Republicans (N=706)	Democrats (N=669)	Independents (N=425)
Strong security and encryption, which makes it difficult for you to be hacked, but also more difficult for the government to be able to catch hackers.	80%	76%	80%	84%	83%	79%	82%
Rules that prevent strong security and strong encryption, which make it easier for you to be hacked, but also may make it easier for the government to catch the hackers.	20%	24%	20%	16%	17%	21%	18%

Second Section

8. How often, if at all, do you consume each of the following? - Beer

	Total (N=1,005)	18-34 (N=203)	35-54 (N=404)	55+ (N=398)	Democrat (N=339)	Republican (N=350)	Independent (N=222)
Every/almost every day	5%	5%	7%	2%	4%	6%	4%
A few times a week	17%	18%	20%	14%	17%	18%	17%
A few times a month	15%	19%	13%	13%	17%	15%	14%
Once a month	6%	6%	6%	6%	6%	6%	3%
Every few months	15%	17%	16%	13%	19%	15%	12%
Not at all	42%	36%	38%	52%	38%	40%	50%

9. How often, if at all, do you consume each of the following? - Wine

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	3%	1%	3%	4%	2%	3%	3%
A few times a week	13%	9%	17%	13%	15%	16%	8%
A few times a month	16%	22%	11%	16%	16%	17%	13%
Once a month	9%	10%	8%	8%	9%	9%	10%
Every few months	23%	26%	23%	20%	22%	20%	27%
Not at all	37%	33%	38%	41%	35%	35%	40%

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10. How often, if at all, do you consume each of the following? - Liquor

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	2%	2%	3%	3%	3%	2%	2%
A few times a week	12%	12%	14%	10%	12%	13%	10%
A few times a month	17%	21%	17%	14%	19%	15%	17%
Once a month	10%	13%	9%	8%	11%	11%	6%
Every few months	22%	21%	23%	22%	19%	26%	20%
Not at all	36%	32%	34%	43%	35%	32%	44%

11. How often, if at all, do you consume each of the following? – Cannabis

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	7%	13%	6%	3%	9%	2%	9%
A few times a week	4%	5%	5%	2%	3%	6%	2%
A few times a month	2%	3%	2%	1%	1%	2%	2%
Once a month	2%	3%	3%	-	3%	1%	1%
Every few months	5%	7%	3%	3%	6%	3%	5%
Not at all	81%	69%	82%	91%	79%	86%	81%

12. How often, if at all, do you consume each of the following? – Tobacco

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	15%	12%	20%	11%	14%	15%	17%
A few times a week	3%	3%	3%	2%	3%	3%	2%
A few times a month	2%	5%	2%	1%	3%	3%	3%
Once a month	2%	4%	1%	-	3%	1%	*
Every few months	2%	4%	1%	*	1%	2%	1%
Not at all	77%	72%	72%	86%	76%	77%	76%

13. How often, if at all, do you consume each of the following? – Soda

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	23%	22%	25%	21%	22%	27%	18%
A few times a week	22%	24%	23%	19%	24%	22%	21%
A few times a month	20%	20%	18%	21%	24%	14%	21%
Once a month	7%	7%	5%	8%	6%	7%	8%
Every few months	15%	15%	16%	13%	13%	16%	13%
Not at all	14%	12%	12%	18%	12%	14%	18%

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Vice President, U.S., Ipsos Public Affairs
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Tel: +1 202 420-2025

14. How often, if at all, do you consume each of the following? – Medication for pain

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	12%	6%	13%	15%	11%	9%	15%
A few times a week	10%	7%	13%	10%	9%	14%	6%
A few times a month	19%	16%	22%	19%	24%	17%	13%
Once a month	9%	13%	8%	6%	10%	8%	9%
Every few months	22%	22%	19%	26%	23%	24%	23%
Not at all	27%	36%	25%	23%	22%	28%	33%

15. How often, if at all, do you consume each of the following? – Medication for anxiety

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	15%	15%	18%	12%	19%	12%	12%
A few times a week	2%	1%	4%	2%	2%	3%	2%
A few times a month	2%	2%	4%	1%	3%	3%	2%
Once a month	1%	2%	2%	*	1%	3%	1%
Every few months	3%	3%	3%	3%	3%	2%	4%
Not at all	76%	77%	69%	82%	72%	77%	80%

16. How often, if at all, do you consume each of the following? – Sleep aid medications

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	11%	7%	12%	12%	12%	10%	9%
A few times a week	4%	3%	5%	4%	3%	6%	2%
A few times a month	9%	7%	8%	10%	9%	8%	9%
Once a month	4%	7%	4%	2%	4%	5%	2%
Every few months	10%	12%	11%	7%	10%	11%	6%
Not at all	63%	64%	60%	66%	62%	59%	72%

17. How often, if at all, do you consume each of the following? – Juice

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	15%	15%	12%	19%	15%	16%	15%
A few times a week	27%	29%	28%	24%	29%	29%	25%
A few times a month	22%	24%	21%	21%	25%	20%	19%
Once a month	10%	13%	10%	7%	10%	8%	13%
Every few months	15%	10%	18%	17%	12%	19%	14%
Not at all	11%	9%	11%	12%	10%	8%	15%

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18. How often, if at all, do you consume each of the following? – Hard cider

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	1%	2%	1%	-	1%	2%	-
A few times a week	2%	2%	2%	1%	2%	3%	1%
A few times a month	7%	12%	7%	2%	7%	8%	3%
Once a month	4%	7%	4%	1%	4%	2%	4%
Every few months	17%	20%	22%	11%	20%	16%	19%
Not at all	70%	58%	64%	85%	67%	70%	74%

19. How often, if at all, do you consume each of the following? – Soda water with alcohol

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	1%	1%	2%	-	1%	1%	*
A few times a week	3%	7%	3%	1%	2%	6%	2%
A few times a month	4%	6%	4%	4%	4%	5%	3%
Once a month	4%	7%	5%	2%	7%	3%	3%
Every few months	10%	12%	13%	7%	12%	9%	10%
Not at all	77%	68%	74%	87%	73%	77%	82%

20. How often, if at all, do you consume each of the following? – Sour beer

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	*	*	*	-	*	*	-
A few times a week	1%	2%	2%	*	1%	2%	1%
A few times a month	3%	7%	3%	*	4%	3%	*
Once a month	3%	6%	2%	1%	2%	3%	3%
Every few months	6%	12%	6%	2%	7%	6%	5%
Not at all	87%	73%	87%	98%	85%	86%	92%

21. How often, if at all, do you consume each of the following? – Hard root beer or other “hard sodas”

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Every/almost every day	1%	2%	*	-	1%	*	-
A few times a week	2%	3%	2%	1%	1%	3%	1%
A few times a month	5%	7%	7%	2%	5%	6%	3%
Once a month	4%	6%	5%	2%	5%	5%	3%
Every few months	15%	22%	19%	7%	13%	15%	19%
Not at all	73%	60%	67%	88%	74%	71%	74%

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Vice President, U.S., Ipsos Public Affairs
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Tel: +1 202 420-2025

22. How often, if at all, do you consume each of the following? Every/almost every day and a few times a week

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Soda	45%	45%	49%	40%	46%	49%	39%
Juice	42%	44%	40%	43%	43%	45%	40%
Beer	22%	23%	27%	16%	21%	24%	21%
Medication for pain	22%	14%	26%	26%	21%	23%	21%
Tobacco	17%	16%	23%	13%	17%	18%	19%
Medication for anxiety	17%	16%	22%	14%	22%	15%	13%
Wine	16%	9%	20%	17%	18%	19%	10%
Liquor	14%	13%	16%	13%	15%	15%	12%
Sleep aid medications	14%	10%	17%	16%	15%	16%	11%
Cannabis	11%	18%	10%	5%	11%	8%	11%
Soda water with alcohol	4%	8%	4%	1%	4%	7%	2%
Hard root beer or other "hard sodas"	3%	5%	3%	1%	2%	3%	1%
Hard cider	2%	3%	3%	1%	2%	4%	1%
Sour beers	1%	2%	3%	*	2%	2%	1%

23. Have you ever considered trying any of the following?

24. What are the ways you consumed cannabis in the last month?

	Cannabis Users (N=137)
Flowers/buds	67%
Vaporizers	36%
Edibles (eaten in a food)	24%
Pre-rolls	18%
Oils (drops and tinctures)	17%
Concentrates	15%
Topicals (rubbed on your skin)	6%
Nebulizers	4%
Others	6%

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Washington, DC 20006
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Vice President, U.S., Ipsos Public Affairs
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Tel: +1 202 420-2025

25. Why do you choose to consume cannabis in the form of Flowers/buds compared to other methods of consumption?

	Flowers/Buds Users (N=90)
Convenience of use	57%
Convenience of buying	52%
Allows me to easily share with others around me	29%
Allows me to manage my dosage better	27%
Faster onset of effects	22%
Addresses my symptoms with fewer side effects	15%
It's a healthier way to consume it	13%
It's my friend's preference	7%
Other	7%

26. Why do you choose to consume cannabis in the form of Pre-rolls compared to other methods of consumption?

	Pre-Rolls Users (N=24)
Convenience of buying (it's easier to find in this form)	53%
Convenience of use	45%
Allows me to easily share with others around me	42%
Allows me to manage my dosage better	22%
Faster onset of effects	19%
Other	9%
It's a healthier way to consume it	8%
It's my friend's preference	8%
Addresses my symptoms with fewer side effects	5%

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Tel: +1 202 420-2025

27. Why do you choose to consume cannabis in the form of Oils (drops and tinctures) compared to other methods of consumption?

	Oils Users (N=23)
Convenience of buying (it's easier to find in this form)	40%
Allows me to easily share with others around me	30%
It's a healthier way to consume it	29%
Convenience of use	25%
Faster onset of effects	25%
Other	16%
Allows me to manage my dosage better	14%
It's my friend's preference	14%
Addresses my symptoms with fewer side effects	13%

28. Why do you choose to consume cannabis in the form of Vaporizers compared to other methods of consumption?

	Vaporizers Users (N=46)
Convenience of use	44%
It's my friend's preference	34%
It's a healthier way to consume it	29%
Allows me to manage my dosage better	25%
Addresses my symptoms with fewer side effects	20%
Convenience of buying (it's easier to find in this form)	17%
Faster onset of effects	17%
Allows me to easily share with others around me	17%
Other	14%

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29. Why do you choose to consume cannabis in the form of Concentrates compared to other methods of consumption?

	Concentrates Users (N=16)
Convenience of use	59%
Faster onset of effects	55%
Allows me to manage my dosage better	47%
Allows me to easily share with others around me	33%
It's a healthier way to consume it	24%
Convenience of buying (it's easier to find in this form)	9%
Addresses my symptoms with fewer side effects	9%
It's my friend's preference	2%
Other	-

30. Why do you choose to consume cannabis in the form of Topicals (rubbed on your skin) compared to other methods of consumption?

	Topicals Users (N=10)
Convenience of use	54%
Addresses my symptoms with fewer side effects	38%
Allows me to easily share with others around me	34%
Faster onset of effects	21%
Allows me to manage my dosage better	17%
It's my friend's preference	17%
Convenience of buying (it's easier to find in this form)	16%
It's a healthier way to consume it	-
Other	-

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31. Why do you choose to consume cannabis in the form of Edibles (eaten in a food) compared to other methods of consumption?

	Edibles Users (N=37)
Convenience of use	38%
It's a healthier way to consume it	25%
Convenience of buying (it's easier to find in this form)	19%
Allows me to easily share with others around me	19%
Allows me to manage my dosage better	18%
It's my friend's preference	14%
Faster onset of effects	12%
Other	11%
Addresses my symptoms with fewer side effects	6%

32. Why do you choose to consume cannabis in the form of Nebulizers compared to other methods of consumption?

	Nebulizers (N=3)
It's my friend's preference	75%
It's a healthier way to consume it	69%
Convenience of buying (it's easier to find in this form)	25%
Convenience of use	-
Faster onset of effects	-
Allows me to easily share with others around me	-
Allows me to manage my dosage better	-
Addresses my symptoms with fewer side effects	-
Other	-

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33. What are the main reasons you are not using cannabis?

	Non-Users of Cannabis (N=868)	18-34	35-54	55+	Democrat	Republican	Independent
I am not interested in cannabis	51%	42%	50%	58%	50%	55%	44%
It's illegal where I live	37%	33%	43%	34%	31%	48%	33%
I don't like the thought of smoking it/smoking isn't healthy	28%	22%	24%	36%	27%	35%	24%
I don't feel comfortable buying/using it	24%	26%	23%	24%	26%	26%	21%
I don't like the smell	24%	26%	26%	21%	24%	23%	20%
I am afraid of potential side effects	15%	14%	16%	14%	15%	21%	8%
It is too expensive	14%	13%	11%	16%	15%	15%	11%
I am afraid it may be a "gateway" to using other drugs	11%	9%	12%	11%	10%	13%	10%
It is against my religion or morals	11%	8%	11%	13%	8%	17%	10%
I am worried about becoming addicted	10%	13%	11%	8%	11%	15%	6%
It requires a doctor's prescription	9%	9%	10%	8%	8%	10%	9%
I am afraid of getting caught	9%	10%	9%	7%	7%	12%	7%
I had a negative experience with it in the past	8%	14%	6%	5%	9%	7%	4%
My spouse or friends don't use it	7%	9%	7%	7%	6%	10%	4%
Other	11%	15%	8%	11%	14%	6%	13%

34. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Water

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	28%	38%	27%	20%	25%	29%	25%
Somewhat likely	20%	21%	19%	19%	22%	19%	19%
Neither likely or unlikely	16%	11%	18%	18%	16%	14%	19%
Somewhat unlikely	8%	5%	9%	9%	9%	8%	9%
Not at all likely	28%	23%	27%	34%	29%	29%	29%
Likely (Net)	*48%*	*60%*	*46%*	*39%*	*46%*	*48%*	*44%*
Unlikely (Net)	*36%*	*29%*	*36%*	*43%*	*37%*	*37%*	*37%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

35. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Soda/soft drinks

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	21%	35%	18%	11%	18%	19%	23%
Somewhat likely	20%	22%	21%	17%	21%	19%	19%
Neither likely or unlikely	16%	13%	16%	19%	19%	16%	15%
Somewhat unlikely	10%	7%	13%	12%	12%	11%	10%
Not at all likely	32%	23%	32%	41%	31%	36%	33%
Likely (Net)	*41%*	*57%*	*39%*	*28%*	*39%*	*38%*	*42%*
Unlikely (Net)	*43%*	*29%*	*44%*	*53%*	*43%*	*47%*	*42%*

36. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Energy drinks

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	12%	23%	12%	5%	9%	13%	14%
Somewhat likely	15%	23%	15%	9%	18%	13%	15%
Neither likely or unlikely	14%	13%	14%	15%	15%	14%	13%
Somewhat unlikely	12%	7%	13%	14%	11%	14%	10%
Not at all likely	46%	34%	46%	57%	47%	45%	49%
Likely (Net)	*28%*	*46%*	*27%*	*14%*	*27%*	*26%*	*29%*
Unlikely (Net)	*58%*	*41%*	*60%*	*71%*	*58%*	*59%*	*58%*

37. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Coffee/tea

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	25%	38%	22%	18%	23%	22%	31%
Somewhat likely	25%	24%	26%	24%	26%	26%	20%
Neither likely or unlikely	14%	15%	13%	13%	14%	13%	12%
Somewhat unlikely	8%	4%	10%	10%	8%	9%	7%
Not at all likely	28%	19%	29%	36%	29%	29%	30%
Likely (Net)	*50%*	*61%*	*48%*	*42%*	*49%*	*48%*	*51%*
Unlikely (Net)	*36%*	*24%*	*38%*	*45%*	*37%*	*39%*	*37%*

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

38. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Other beverages

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	20%	36%	16%	10%	18%	18%	24%
Somewhat likely	23%	23%	24%	23%	25%	23%	19%
Neither likely or unlikely	19%	16%	20%	19%	19%	19%	18%
Somewhat unlikely	10%	7%	12%	12%	11%	11%	10%
Not at all likely	28%	18%	27%	36%	27%	29%	29%
Likely (Net)	*44%*	*59%*	*40%*	*34%*	*43%*	*41%*	*43%*
Unlikely (Net)	*38%*	*25%*	*39%*	*47%*	*38%*	*41%*	*39%*

39. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Foods/baked goods

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	28%	45%	27%	17%	28%	25%	30%
Somewhat likely	26%	27%	27%	23%	27%	26%	20%
Neither likely or unlikely	14%	9%	13%	18%	14%	13%	15%
Somewhat unlikely	8%	4%	10%	10%	8%	9%	9%
Not at all likely	24%	15%	23%	32%	23%	27%	26%
Likely (Net)	*54%*	*72%*	*53%*	*40%*	*55%*	*51%*	*51%*
Unlikely (Net)	*32%*	*19%*	*33%*	*42%*	*31%*	*36%*	*34%*

40. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Beauty/skin products

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	21%	36%	18%	11%	22%	20%	16%
Somewhat likely	18%	22%	18%	16%	15%	20%	19%
Neither likely or unlikely	19%	17%	20%	19%	19%	16%	22%
Somewhat unlikely	10%	4%	13%	13%	11%	11%	10%
Not at all likely	32%	22%	31%	41%	33%	32%	33%
Likely (Net)	*39%*	*57%*	*36%*	*27%*	*37%*	*40%*	*35%*
Unlikely (Net)	*42%*	*26%*	*44%*	*54%*	*44%*	*43%*	*43%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

41. How likely are you to try the following if you wanted to consume a non-intoxicating CBD product primarily for medicinal/health benefits? – Likely

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Foods/baked goods	54%	72%	53%	40%	55%	51%	51%
Coffee/tea	50%	61%	48%	42%	49%	48%	51%
Water	48%	60%	46%	39%	46%	48%	44%
Other beverages	44%	59%	40%	34%	43%	41%	43%
Soda/soft drinks	41%	57%	39%	28%	39%	38%	42%
Beauty/skin products	39%	57%	36%	27%	37%	40%	35%
Energy drinks	28%	46%	27%	14%	27%	26%	29%

42. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Water

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	15%	24%	17%	7%	18%	12%	13%
Somewhat likely	13%	15%	16%	8%	11%	14%	14%
Neither likely or unlikely	16%	18%	13%	16%	14%	14%	19%
Somewhat unlikely	11%	9%	12%	11%	13%	10%	8%
Not at all likely	45%	34%	42%	57%	45%	49%	46%
Likely (Net)	*29%*	*39%*	*33%*	*16%*	*29%*	*27%*	*27%*
Unlikely (Net)	*56%*	*43%*	*54%*	*68%*	*58%*	*59%*	*54%*

43. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Soda/soft drinks

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	14%	24%	13%	6%	16%	11%	13%
Somewhat likely	14%	15%	19%	8%	14%	12%	14%
Neither likely or unlikely	13%	15%	13%	12%	12%	12%	16%
Somewhat unlikely	12%	12%	10%	15%	11%	16%	10%
Not at all likely	47%	35%	44%	59%	48%	50%	47%
Likely (Net)	*28%*	*38%*	*32%*	*14%*	*30%*	*23%*	*27%*
Unlikely (Net)	*59%*	*47%*	*54%*	*74%*	*58%*	*65%*	*57%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

44. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Energy drinks

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	11%	22%	10%	3%	10%	10%	9%
Somewhat likely	10%	15%	12%	5%	9%	11%	12%
Neither likely or unlikely	13%	14%	12%	12%	13%	10%	13%
Somewhat unlikely	11%	9%	11%	12%	12%	12%	8%
Not at all likely	55%	40%	54%	68%	56%	56%	58%
Likely (Net)	*21%*	*36%*	*22%*	*8%*	*19%*	*21%*	*21%*
Unlikely (Net)	*66%*	*49%*	*66%*	*80%*	*67%*	*69%*	*66%*

45. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Coffee/tea

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	15%	23%	17%	7%	15%	12%	15%
Somewhat likely	18%	24%	20%	11%	20%	15%	17%
Neither likely or unlikely	13%	15%	12%	13%	10%	14%	15%
Somewhat unlikely	11%	8%	10%	14%	11%	12%	7%
Not at all likely	43%	30%	42%	55%	43%	47%	45%
Likely (Net)	*33%*	*46%*	*36%*	*18%*	*35%*	*27%*	*33%*
Unlikely (Net)	*54%*	*39%*	*52%*	*69%*	*55%*	*59%*	*52%*

46. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Other beverages

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	13%	21%	16%	5%	13%	10%	13%
Somewhat likely	15%	21%	15%	8%	15%	14%	16%
Neither likely or unlikely	16%	17%	16%	16%	17%	15%	16%
Somewhat unlikely	10%	9%	8%	13%	9%	13%	10%
Not at all likely	46%	33%	45%	58%	47%	48%	45%
Likely (Net)	*28%*	*42%*	*31%*	*13%*	*28%*	*24%*	*29%*
Unlikely (Net)	*56%*	*41%*	*53%*	*71%*	*56%*	*61%*	*56%*

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

47. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Foods/baked goods

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	19%	31%	22%	6%	21%	15%	18%
Somewhat likely	18%	21%	19%	15%	20%	15%	17%
Neither likely or unlikely	13%	11%	13%	14%	10%	14%	16%
Somewhat unlikely	9%	8%	8%	10%	8%	11%	5%
Not at all likely	42%	28%	39%	56%	41%	46%	43%
Likely (Net)	*37%*	*53%*	*40%*	*21%*	*41%*	*30%*	*36%*
Unlikely (Net)	*50%*	*36%*	*47%*	*66%*	*49%*	*56%*	*48%*

48. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Beauty/skin products

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	12%	21%	13%	3%	13%	9%	8%
Somewhat likely	10%	20%	8%	4%	10%	10%	9%
Neither likely or unlikely	17%	13%	22%	16%	16%	17%	21%
Somewhat unlikely	10%	8%	10%	13%	9%	13%	9%
Not at all likely	51%	39%	47%	64%	51%	51%	53%
Likely (Net)	*22%*	*41%*	*21%*	*7%*	*24%*	*19%*	*18%*
Unlikely (Net)	*61%*	*46%*	*57%*	*77%*	*61%*	*64%*	*61%*

49. How likely are you to try the following if you wanted to consume a psychoactive THC product to help change your mental state? – Likely

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Foods/baked goods	37%	53%	40%	21%	41%	30%	36%
Coffee/tea	33%	46%	36%	18%	35%	27%	33%
Water	29%	39%	33%	16%	29%	27%	27%
Soda/soft drinks	28%	38%	32%	14%	30%	23%	27%
Other beverages	28%	42%	31%	13%	28%	24%	29%
Beauty/skin products	22%	41%	21%	7%	24%	19%	18%
Energy drinks	21%	36%	22%	8%	19%	21%	21%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

50. How likely would you be to consume food at a restaurant that used cannabis as an ingredient?

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Very likely	13%	23%	14%	4%	14%	8%	14%
Somewhat likely	15%	17%	17%	11%	17%	15%	13%
Neither likely or unlikely	19%	20%	20%	17%	20%	19%	18%
Somewhat unlikely	12%	9%	12%	16%	11%	12%	13%
Not at all likely	40%	31%	37%	51%	38%	46%	42%
Likely (Net)	*28%*	*40%*	*31%*	*15%*	*31%*	*23%*	*27%*
Unlikely (Net)	*53%*	*40%*	*49%*	*67%*	*49%*	*59%*	*55%*

51. How much do you agree or disagree with each of the following statements? - I do not approve of using cannabis in any form

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	15%	9%	15%	20%	13%	21%	15%
Somewhat agree	10%	8%	9%	12%	9%	13%	10%
Neither agree nor disagree	23%	25%	20%	25%	17%	21%	31%
Somewhat disagree	18%	15%	19%	19%	19%	21%	13%
Strongly disagree	34%	43%	37%	25%	42%	25%	32%
Agree (Net)	25%	17%	24%	32%	22%	33%	24%
Disagree (Net)	52%	58%	56%	44%	61%	46%	45%

52. How much do you agree or disagree with each of the following statements? - I think I may become addicted to cannabis if I ate food with cannabis in it

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	9%	5%	9%	12%	10%	11%	6%
Somewhat agree	13%	17%	13%	10%	15%	16%	10%
Neither agree nor disagree	24%	20%	25%	28%	19%	26%	32%
Somewhat disagree	18%	12%	18%	22%	19%	17%	18%
Strongly disagree	36%	46%	34%	28%	38%	30%	34%
Agree (Net)	22%	23%	22%	22%	24%	27%	17%
Disagree (Net)	53%	58%	53%	50%	57%	47%	52%

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

53. How much do you agree or disagree with each of the following statements? - I am concerned that a chef might give me the wrong dose/amount of cannabis in my food

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	13%	9%	13%	17%	14%	18%	9%
Somewhat agree	23%	23%	24%	21%	25%	23%	21%
Neither agree nor disagree	33%	30%	32%	35%	27%	31%	41%
Somewhat disagree	12%	14%	11%	11%	14%	12%	9%
Strongly disagree	20%	24%	21%	15%	21%	16%	20%
Agree (Net)	*36%*	*32%*	*37%*	*38%*	*38%*	*41%*	*30%*
Disagree (Net)	*32%*	*39%*	*31%*	*26%*	*34%*	*29%*	*29%*

54. How much do you agree or disagree with each of the following statements? - I think putting cannabis in food is probably the safest way for people to use cannabis

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	7%	10%	6%	5%	6%	6%	8%
Somewhat agree	21%	20%	23%	20%	22%	20%	21%
Neither agree nor disagree	46%	53%	43%	43%	43%	47%	47%
Somewhat disagree	10%	9%	9%	12%	12%	10%	10%
Strongly disagree	16%	7%	18%	20%	16%	17%	14%
Agree (Net)	*28%*	*31%*	*29%*	*24%*	*29%*	*26%*	*29%*
Disagree (Net)	*26%*	*16%*	*28%*	*33%*	*28%*	*27%*	*24%*

55. How much do you agree or disagree with each of the following statements? - I think it would make me "high" to eat food with cannabis in it, even if the restaurant said it wouldn't

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	12%	6%	10%	18%	13%	15%	8%
Somewhat agree	24%	26%	26%	21%	24%	28%	18%
Neither agree nor disagree	37%	33%	40%	37%	30%	37%	46%
Somewhat disagree	12%	16%	10%	12%	14%	11%	11%
Strongly disagree	15%	19%	14%	13%	18%	9%	18%
Agree (Net)	*36%*	*32%*	*36%*	*38%*	*38%*	*43%*	*25%*
Disagree (Net)	*28%*	*35%*	*24%*	*25%*	*32%*	*21%*	*29%*

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

56. How much do you agree or disagree with each of the following statements? - Eating food with cannabis in it is the same as having a drink of alcohol

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	11%	12%	10%	11%	11%	12%	11%
Somewhat agree	21%	19%	22%	22%	20%	26%	19%
Neither agree nor disagree	33%	35%	33%	32%	35%	27%	38%
Somewhat disagree	15%	11%	15%	18%	15%	20%	9%
Strongly disagree	19%	23%	19%	16%	19%	15%	23%
Agree (Net)	*32%*	*31%*	*32%*	*34%*	*31%*	*38%*	*30%*
Disagree (Net)	*34%*	*34%*	*35%*	*34%*	*34%*	*35%*	*32%*

57. How much do you agree or disagree with each of the following statements? - I am worried about accidentally consuming too much cannabis if it is included in my food or drink

	Total	18-34	35-54	55+	Democrat	Republican	Independent
Strongly agree	15%	11%	13%	20%	17%	16%	13%
Somewhat agree	24%	25%	28%	20%	25%	28%	18%
Neither agree nor disagree	28%	25%	26%	32%	25%	26%	33%
Somewhat disagree	13%	14%	13%	12%	13%	13%	11%
Strongly disagree	21%	25%	21%	16%	20%	17%	24%
Agree (Net)	*39%*	*36%*	*40%*	*40%*	*42%*	*44%*	*31%*
Disagree (Net)	*33%*	*39%*	*34%*	*29%*	*33%*	*30%*	*35%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

58. How much do you agree or disagree with each of the following statements? - Agree

	Total	18-34	35-54	55+	Democrat	Republican	Independent
I am worried about accidentally consuming too much cannabis if it is included in my food or drink	39%	36%	40%	40%	42%	44%	31%
I am concerned that a chef might give me the wrong dose/amount of cannabis in my food	36%	32%	37%	38%	38%	41%	30%
I think it would make me "high" to eat food with cannabis in it, even if the restaurant said it wouldn't	36%	32%	36%	38%	38%	43%	25%
Eating food with cannabis in it is the same as having a drink of alcohol	32%	31%	32%	34%	31%	38%	30%
I think putting cannabis in food is probably the safest way for people to use cannabis	28%	31%	29%	24%	29%	26%	29%
I do not approve of using cannabis in any form	25%	17%	24%	32%	22%	33%	24%
I think I may become addicted to cannabis if I ate food with cannabis in it	22%	23%	22%	22%	24%	27%	17%

59. Generally speaking, where do you drink beer, wine or spirits?

	Drink Beer, Wine or Spirits (N=789)	18-34	35-54	55+	Democrat	Republican	Independent
At home	86%	84%	85%	88%	88%	84%	87%
Restaurant	61%	59%	64%	60%	64%	63%	58%
At a friend's home	52%	57%	52%	46%	53%	53%	50%
Bar	42%	55%	46%	27%	41%	41%	43%
Brewery/tap room	18%	27%	18%	10%	20%	17%	20%
Somewhere else	9%	14%	6%	9%	10%	7%	13%
Theater/movie theater	6%	9%	5%	4%	4%	6%	9%
None of these	3%	4%	4%	2%	2%	3%	2%

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

60. When you drink alcohol at home, which of the following ways do you get alcohol to your house? Do you...

	Drink Beer, Wine or Spirits at Home (N= 678)	18-34	35-54	55+	Democrat	Republican	Independent
Buy alcohol in a store and take it home	96%	91%	96%	99%	95%	97%	94%
Friends bring alcohol to your home	37%	50%	35%	25%	39%	32%	35%
Take a refillable container to a brewery/winery/distillery and have it filled or trade in to take home	6%	7%	7%	2%	6%	7%	5%
Have alcohol delivered to your home	6%	5%	6%	6%	8%	3%	5%
Other	2%	6%	1%	1%	2%	2%	5%

Third Section

61. How important is the age of each of the following alcoholic beverages to you when purchasing them? If you do not drink this beverage, please select do not drink this beverage. - Beer

	Total (N=1,006)	21-34 (N=253)	35-54 (N=375)	55+ (N=378)	Democrat (N=354)	Republican (N=360)	Independent (N=200)
5 - Extremely important	12%	14%	17%	6%	11%	16%	9%
4	11%	17%	10%	6%	12%	9%	10%
3	9%	8%	9%	10%	9%	7%	16%
2	8%	10%	9%	6%	8%	6%	8%
1 - Not at all important	21%	21%	20%	22%	24%	20%	19%
Do not drink this beverage	39%	30%	34%	50%	36%	41%	38%
Important (Net)	*23%*	*31%*	*28%*	*12%*	*24%*	*26%*	*19%*
Unimportant (Net)	*29%*	*31%*	*29%*	*28%*	*32%*	*26%*	*27%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

62. How important is the age of each of the following alcoholic beverages to you when purchasing them? If you do not drink this beverage, please select do not drink this beverage. - Wine

	Total	21-34	35-54	55+	Democrat	Republican	Independent
5 - Extremely important	15%	23%	15%	7%	15%	18%	8%
4	14%	18%	13%	12%	16%	12%	13%
3	18%	13%	19%	21%	18%	18%	19%
2	8%	12%	7%	7%	10%	6%	10%
1 - Not at all important	13%	8%	16%	14%	12%	13%	13%
Do not drink this beverage	32%	26%	29%	40%	28%	33%	36%
Important (Net)	*29%*	*41%*	*29%*	*18%*	*32%*	*30%*	*22%*
Unimportant (Net)	*21%*	*20%*	*23%*	*21%*	*22%*	*19%*	*23%*

63. How important is the age of each of the following alcoholic beverages to you when purchasing them? If you do not drink this beverage, please select do not drink this beverage. – Whisky/Bourbon/Scotch

	Total	21-34	35-54	55+	Democrat	Republican	Independent
5 - Extremely important	14%	18%	14%	11%	15%	16%	13%
4	12%	16%	13%	7%	14%	10%	13%
3	11%	12%	11%	11%	14%	11%	9%
2	5%	7%	6%	3%	6%	4%	5%
1 - Not at all important	9%	8%	9%	9%	8%	9%	10%
Do not drink this beverage	48%	37%	46%	60%	42%	50%	51%
Important (Net)	*26%*	*35%*	*27%*	*18%*	*29%*	*25%*	*26%*
Unimportant (Net)	*14%*	*16%*	*16%*	*11%*	*15%*	*13%*	*15%*

64. How important is the age of each of the following alcoholic beverages to you when purchasing them? If you do not drink this beverage, please select do not drink this beverage. – Brandy/Cognac

	Total	21-34	35-54	55+	Democrat	Republican	Independent
5 - Extremely important	9%	14%	10%	5%	11%	8%	10%
4	8%	10%	8%	6%	9%	6%	6%
3	10%	12%	9%	10%	13%	9%	8%
2	6%	8%	6%	3%	6%	4%	9%
1 - Not at all important	9%	9%	10%	8%	8%	11%	8%
Do not drink this beverage	58%	47%	57%	69%	52%	61%	59%
Important (Net)	*17%*	*24%*	*18%*	*10%*	*20%*	*15%*	*17%*
Unimportant (Net)	*15%*	*17%*	*16%*	*12%*	*15%*	*14%*	*17%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

65. How important is the age of each of the following alcoholic beverages to you when purchasing them? If you do not drink this beverage, please select do not drink this beverage. – Tequila/Mezcal

	Total	21-34	35-54	55+	Democrat	Republican	Independent
5 - Extremely important	6%	10%	7%	2%	7%	6%	4%
4	7%	11%	8%	3%	9%	7%	6%
3	12%	13%	12%	11%	14%	10%	11%
2	9%	10%	10%	7%	12%	6%	9%
1 - Not at all important	15%	17%	17%	12%	16%	15%	15%
Do not drink this beverage	50%	37%	47%	64%	41%	55%	55%
Important (Net)	*14%*	*22%*	*15%*	*5%*	*16%*	*13%*	*10%*
Unimportant (Net)	*24%*	*28%*	*26%*	*19%*	*28%*	*21%*	*24%*

66. How important is the age of each of the following alcoholic beverages when deciding how much you are willing to pay for them? – Beer

	Total (N=608)	21-34 (N=178)	35-54 (N=239)	55+ (N=191)	Democrat (N=223)	Republican (N=217)	Independent (N=121)
5 - Extremely important	16%	18%	17%	10%	15%	19%	15%
4	15%	17%	17%	11%	17%	15%	11%
3	20%	18%	20%	24%	21%	19%	23%
2	13%	12%	15%	14%	14%	11%	16%
1 - Not at all important	35%	35%	31%	42%	34%	36%	35%
Important (Net)	*31%*	*36%*	*34%*	*21%*	*32%*	*34%*	*26%*
Unimportant (Net)	*49%*	*46%*	*46%*	*55%*	*47%*	*48%*	*51%*

67. How important is the age of each of the following alcoholic beverages when deciding how much you are willing to pay for them? – Wine

	Total (N=670)	21-34 (N=192)	35-54 (N=254)	55+ (N=224)	Democrat (N=251)	Republican (N=242)	Independent (N=125)
5 - Extremely important	23%	34%	23%	11%	22%	28%	16%
4	19%	22%	20%	16%	21%	15%	27%
3	27%	17%	27%	38%	29%	28%	24%
2	11%	14%	9%	11%	12%	10%	13%
1 - Not at all important	19%	14%	21%	23%	16%	19%	20%
Important (Net)	*42%*	*55%*	*42%*	*28%*	*43%*	*43%*	*43%*
Unimportant (Net)	*31%*	*28%*	*31%*	*34%*	*28%*	*29%*	*33%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

68. How important is the age of each of the following alcoholic beverages when deciding how much you are willing to pay for them? – Whisky/Bourbon/Scotch

	Total (N=513)	21-34 (N=162)	35-54 (N=204)	55+ (N=147)	Democrat (N=198)	Republican (N=179)	Independent (N=101)
5 - Extremely important	25%	28%	26%	20%	25%	27%	25%
4	26%	29%	24%	24%	25%	24%	29%
3	22%	17%	22%	28%	25%	19%	19%
2	10%	11%	12%	8%	11%	12%	10%
1 - Not at all important	17%	15%	16%	20%	14%	18%	16%
Important (Net)	*51%*	*57%*	*50%*	*44%*	*50%*	*51%*	*55%*
Unimportant (Net)	*27%*	*26%*	*28%*	*28%*	*25%*	*30%*	*26%*

69. How important is the age of each of the following alcoholic beverages when deciding how much you are willing to pay for them? – Brandy/Cognac

	Total (N=390)	21-34 (N=131)	35-54 (N=148)	55+ (N=111)	Democrat (N=153)	Republican (N=134)	Independent (N=78)
5 - Extremely important	17%	24%	19%	7%	16%	17%	22%
4	25%	20%	29%	25%	25%	24%	23%
3	26%	24%	21%	36%	31%	22%	22%
2	11%	13%	11%	10%	12%	12%	11%
1 - Not at all important	20%	19%	20%	23%	16%	25%	23%
Important (Net)	*42%*	*44%*	*48%*	*32%*	*41%*	*42%*	*45%*
Unimportant (Net)	*32%*	*31%*	*31%*	*32%*	*28%*	*37%*	*33%*

70. How important is the age of each of the following alcoholic beverages when deciding how much you are willing to pay for them? – Tequila/Mezcal

	Total (N=478)	21-34 (N=160)	35-54 (N=192)	55+ (N=126)	Democrat (N=197)	Republican (N=160)	Independent (N=85)
5 - Extremely important	11%	17%	12%	2%	11%	12%	10%
4	17%	15%	20%	16%	21%	14%	9%
3	27%	23%	28%	30%	23%	33%	27%
2	17%	17%	13%	21%	19%	12%	23%
1 - Not at all important	29%	28%	28%	31%	26%	29%	31%
Important (Net)	*28%*	*32%*	*31%*	*18%*	*33%*	*26%*	*19%*
Unimportant (Net)	*45%*	*45%*	*41%*	*53%*	*44%*	*41%*	*54%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

71. "Rapid-aging" is a process or technique for a beer, wine or distilled spirit that produces a drink with the same taste and aroma as a conventionally-aged product, but in much less time... I would be interested in trying a "rapidly-aged" beverage.

	Total (N=380)	21-34 (N=100)	35-54 (N=150)	55+ (N=130)	Democrat (N=149)	Republican (N=135)	Independent (N=67)
Strongly agree	25%	33%	25%	16%	27%	30%	13%
Somewhat agree	31%	37%	32%	25%	30%	36%	23%
Neither agree nor disagree	32%	24%	32%	41%	33%	24%	44%
Somewhat disagree	6%	3%	3%	11%	7%	5%	4%
Strongly disagree	6%	3%	8%	7%	3%	5%	15%
Agree (Net)	*56%*	*70%*	*57%*	*42%*	*57%*	*66%*	*37%*
Disagree (Net)	*12%*	*6%*	*11%*	*18%*	*9%*	*10%*	*19%*

72. "Rapid-aging" is a process or technique for a beer, wine or distilled spirit that produces a drink with the same taste and aroma as a conventionally-aged product, but in much less time... I would be interested in trying a "rapidly-aged" beverage if it cost less than the conventionally aged beverage.

	Total (N=381)	21-34 (N=110)	35-54 (N=140)	55+ (N=131)	Democrat (N=133)	Republican (N=134)	Independent (N=82)
Strongly agree	28%	39%	28%	16%	27%	30%	23%
Somewhat agree	30%	33%	32%	24%	33%	35%	21%
Neither agree nor disagree	33%	22%	33%	44%	32%	28%	37%
Somewhat disagree	4%	3%	2%	7%	4%	4%	6%
Strongly disagree	5%	2%	5%	9%	4%	3%	12%
Agree (Net)	*58%*	*72%*	*60%*	*40%*	*60%*	*65%*	*44%*
Disagree (Net)	*9%*	*6%*	*7%*	*16%*	*8%*	*7%*	*18%*

73. Of the following possible rapidly-aged beverages how likely would you be to try them? – Beer

	Total (N=359)	21-34 (N=130)	35-54 (N=151)	55+ (N=78)	Democrat (N=133)	Republican (N=149)	Independent (N=56)
5 - Extremely likely	41%	47%	43%	26%	36%	45%	45%
4	24%	25%	20%	29%	29%	22%	19%
3	21%	16%	23%	27%	20%	20%	19%
2	7%	6%	6%	9%	9%	7%	2%
1 - Not at all likely	7%	6%	8%	9%	6%	5%	16%
Likely (net)	*65%*	*72%*	*63%*	*55%*	*65%*	*68%*	*64%*
Unlikely (net)	*14%*	*12%*	*13%*	*18%*	*15%*	*12%*	*18%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

74. Of the following possible rapidly-aged beverages how likely would you be to try them? – Wine

	Total (N=392)	21-34 (N=139)	35-54 (N=162)	55+ (N=91)	Democrat (N=154)	Republican (N=126158	Independent (N=56)
5 - Extremely likely	44%	57%	40%	29%	50%	38%	39%
4	30%	22%	35%	34%	31%	32%	25%
3	20%	14%	20%	32%	14%	26%	16%
2	4%	5%	2%	5%	3%	2%	13%
1 - Not at all likely	2%	3%	4%	-	1%	2%	7%
Likely (net)	*74%*	*78%*	*75%*	*63%*	*81%*	*70%*	*64%*
Unlikely (net)	*6%*	*8%*	*5%*	*5%*	*4%*	*4%*	*20%*

75. Of the following possible rapidly-aged beverages how likely would you be to try them? – Whisky/Bourbon/Scotch

	Total (N=319)	21-34 (N=117)	35-54 (N=137)	55+ (N=65)	Democrat (N=124)	Republican (N=131)	Independent (N=47)
5 - Extremely likely	41%	45%	43%	28%	38%	42%	44%
4	27%	28%	21%	34%	31%	26%	23%
3	21%	19%	21%	27%	25%	19%	17%
2	6%	2%	10%	5%	3%	7%	5%
1 - Not at all likely	5%	6%	5%	5%	3%	7%	11%
Likely (net)	*67%*	*73%*	*64%*	*62%*	*70%*	*67%*	*67%*
Unlikely (net)	*11%*	*8%*	*15%*	*11%*	*5%*	*14%*	*16%*

76. Of the following possible rapidly-aged beverages how likely would you be to try them? – Brandy/Cognac

	Total (N=248)	21-34 (N=95)	35-54 (N=105)	55+ (N=48)	Democrat (N=100)	Republican (N=103)	Independent (N=34)
5 - Extremely likely	30%	35%	31%	18%	31%	25%	39%
4	26%	23%	32%	21%	29%	28%	12%
3	30%	30%	24%	41%	30%	31%	29%
2	8%	8%	7%	10%	6%	8%	15%
1 - Not at all likely	6%	4%	5%	11%	4%	8%	5%
Likely (net)	*56%*	*58%*	*64%*	*39%*	*59%*	*53%*	*51%*
Unlikely (net)	*14%*	*12%*	*12%*	*21%*	*10%*	*17%*	*20%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

77. Of the following possible rapidly-aged beverages how likely would you be to try them? – Tequila/Mezcal

	Total (N=303)	21-34 (N=118)	35-54 (N=130)	55+ (N=55)	Democrat (N=126)	Republican (N=119)	Independent (N=39)
5 - Extremely likely	32%	40%	31%	14%	30%	27%	39%
4	30%	25%	32%	36%	33%	34%	14%
3	24%	24%	23%	26%	24%	24%	26%
2	7%	6%	7%	11%	7%	9%	5%
1 - Not at all likely	7%	5%	6%	13%	6%	6%	16%
Likely (net)	*61%*	*65%*	*63%*	*51%*	*63%*	*61%*	*53%*
Unlikely (net)	*15%*	*11%*	*14%*	*23%*	*13%*	*15%*	*21%*

78. Please indicate your feeling about legalizing betting on each of the following in your state: - Professional sports outcomes

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	39%	44%	43%	29%	39%	41%	36%
Should not be legal	18%	13%	17%	25%	16%	23%	14%
It is already legal	13%	16%	10%	13%	15%	11%	14%
No opinion	30%	27%	30%	33%	29%	25%	36%

79. Please indicate your feeling about legalizing betting on each of the following in your state: - College or amateur sport teams from your state

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	32%	40%	38%	19%	31%	33%	29%
Should not be legal	27%	16%	24%	41%	22%	35%	29%
It is already legal	9%	15%	5%	7%	10%	9%	8%
No opinion	32%	30%	33%	32%	36%	23%	34%

80. Please indicate your feeling about legalizing betting on each of the following in your state: - College or amateur sport teams from other states

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	32%	42%	35%	20%	29%	36%	29%
Should not be legal	27%	18%	23%	38%	25%	31%	29%
It is already legal	9%	11%	9%	7%	10%	8%	9%
No opinion	32%	29%	33%	35%	36%	25%	33%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

81. Please indicate your feeling about legalizing betting on each of the following in your state: - In-game sports events (coin toss, specific plays, etc.)

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	33%	42%	40%	18%	34%	35%	30%
Should not be legal	22%	15%	18%	31%	19%	27%	22%
It is already legal	9%	14%	6%	7%	11%	8%	8%
No opinion	36%	29%	36%	44%	37%	30%	40%

82. Please indicate your feeling about legalizing betting on each of the following in your state: - Entertainment events (like the Oscars)

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	28%	39%	30%	17%	30%	28%	23%
Should not be legal	25%	16%	23%	35%	20%	30%	27%
It is already legal	9%	15%	7%	5%	11%	9%	5%
No opinion	38%	30%	39%	43%	38%	33%	45%

83. Please indicate your feeling about legalizing betting on each of the following in your state: - Political races

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	16%	25%	17%	8%	14%	20%	18%
Should not be legal	44%	38%	39%	54%	42%	48%	42%
It is already legal	8%	12%	6%	4%	11%	6%	5%
No opinion	32%	25%	38%	33%	34%	26%	35%

84. Please indicate your feeling about legalizing betting on each of the following in your state: - Celebrity deaths

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	11%	18%	11%	5%	9%	17%	10%
Should not be legal	52%	44%	48%	63%	56%	49%	50%
It is already legal	4%	8%	3%	2%	6%	3%	1%
No opinion	33%	31%	38%	29%	29%	30%	39%

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

85. Please indicate your feeling about legalizing betting on each of the following in your state: - Anything someone can make odds on

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Should be legal	21%	29%	23%	12%	19%	27%	17%
Should not be legal	25%	21%	21%	34%	20%	31%	29%
It is already legal	7%	10%	4%	8%	12%	5%	4%
No opinion	47%	41%	52%	46%	49%	37%	50%

86. If the following were legal where you live, how interested would you be in betting on them. - Professional sports outcomes

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	14%	23%	16%	4%	13%	19%	14%
4	12%	12%	16%	9%	13%	12%	11%
3	14%	12%	18%	10%	14%	14%	15%
2	7%	10%	5%	5%	7%	7%	5%
1 - Not interested at all	53%	42%	44%	73%	54%	49%	55%
Interested (net)	*27%*	*35%*	*33%*	*12%*	*26%*	*31%*	*25%*
Uninterested (net)	*60%*	*53%*	*49%*	*78%*	*61%*	*55%*	*60%*

87. If the following were legal where you live, how interested would you be in betting on them. - College or amateur sport teams from your state

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	12%	20%	12%	4%	11%	13%	12%
4	11%	15%	15%	3%	12%	12%	8%
3	11%	13%	11%	9%	11%	12%	12%
2	7%	8%	9%	3%	7%	5%	8%
1 - Not interested at all	60%	44%	55%	80%	59%	58%	60%
Interested (net)	*23%*	*35%*	*26%*	*7%*	*23%*	*25%*	*20%*
Uninterested (net)	*66%*	*52%*	*63%*	*83%*	*66%*	*63%*	*68%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

88. If the following were legal where you live, how interested would you be in betting on them. - College or amateur sport teams from other states

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	10%	17%	12%	2%	9%	13%	10%
4	11%	16%	12%	5%	15%	9%	7%
3	10%	10%	11%	9%	8%	11%	12%
2	8%	10%	9%	4%	9%	8%	8%
1 - Not interested at all	61%	47%	56%	80%	59%	59%	63%
Interested (net)	*21%*	*33%*	*24%*	*7%*	*25%*	*22%*	*18%*
Uninterested (net)	*68%*	*57%*	*65%*	*84%*	*68%*	*66%*	*71%*

89. If the following were legal where you live, how interested would you be in betting on them. - In-game sports events (coin toss, specific plays, etc.)

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	12%	24%	11%	2%	12%	14%	12%
4	10%	12%	15%	3%	11%	12%	7%
3	10%	10%	12%	8%	9%	10%	14%
2	6%	9%	6%	3%	8%	4%	4%
1 - Not interested at all	62%	45%	55%	84%	61%	59%	63%
Interested (net)	*22%*	*36%*	*26%*	*5%*	*23%*	*27%*	*19%*
Uninterested (net)	*68%*	*54%*	*62%*	*87%*	*69%*	*63%*	*67%*

90. If the following were legal where you live, how interested would you be in betting on them. - Entertainment events (like the Oscars)

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	9%	21%	6%	1%	7%	12%	7%
4	9%	12%	13%	1%	13%	7%	5%
3	9%	13%	9%	4%	10%	7%	10%
2	9%	8%	11%	6%	9%	7%	11%
1 - Not interested at all	65%	46%	60%	88%	61%	67%	67%
Interested (net)	*18%*	*33%*	*19%*	*2%*	*20%*	*19%*	*13%*
Uninterested (net)	*73%*	*54%*	*71%*	*94%*	*70%*	*74%*	*78%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

91. If the following were legal where you live, how interested would you be in betting on them. - Political races

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	7%	15%	5%	1%	6%	9%	7%
4	9%	13%	12%	1%	12%	8%	4%
3	8%	12%	6%	7%	7%	8%	8%
2	7%	9%	9%	4%	8%	6%	8%
1 - Not interested at all	69%	52%	69%	87%	67%	68%	73%
Interested (net)	*15%*	*28%*	*16%*	*2%*	*17%*	*18%*	*10%*
Uninterested (net)	*77%*	*61%*	*77%*	*92%*	*76%*	*74%*	*82%*

92. If the following were legal where you live, how interested would you be in betting on them. – Celebrity deaths

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	7%	18%	3%	*	6%	11%	4%
4	7%	13%	6%	2%	9%	5%	5%
3	6%	5%	8%	3%	6%	4%	6%
2	3%	4%	3%	2%	4%	2%	2%
1 - Not interested at all	77%	60%	79%	92%	75%	78%	82%
Interested (net)	*14%*	*30%*	*10%*	*3%*	*15%*	*16%*	*10%*
Uninterested (net)	*80%*	*64%*	*82%*	*94%*	*79%*	*80%*	*84%*

93. If the following were legal where you live, how interested would you be in betting on them. - Anything someone can make odds on

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
5 - Extremely interested	10%	22%	8%	2%	10%	11%	8%
4	8%	11%	10%	4%	13%	7%	5%
3	12%	12%	14%	9%	6%	16%	17%
2	9%	11%	12%	4%	11%	6%	7%
1 - Not interested at all	61%	44%	56%	82%	60%	61%	62%
Interested (net)	*19%*	*33%*	*18%*	*6%*	*23%*	*18%*	*13%*
Uninterested (net)	*70%*	*55%*	*68%*	*85%*	*71%*	*67%*	*69%*

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

94. Assume betting via mobile devices were legal where you live. Please indicate how much you agree or disagree with the following statements: - I would be comfortable betting via my mobile device

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Strongly agree	14%	25%	15%	2%	17%	12%	10%
Somewhat agree	26%	34%	35%	9%	28%	27%	23%
Somewhat disagree	17%	20%	16%	16%	15%	15%	23%
Strongly disagree	42%	20%	34%	73%	39%	46%	44%
Agree (net)	*40%*	*60%*	*50%*	*11%*	*46%*	*39%*	*33%*
Disagree (net)	*60%*	*40%*	*50%*	*89%*	*54%*	*61%*	*67%*

95. Assume betting via mobile devices were legal where you live. Please indicate how much you agree or disagree with the following statements: - I would worry about technical glitches with the device

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Strongly agree	29%	33%	29%	26%	29%	33%	25%
Somewhat agree	43%	46%	43%	39%	45%	38%	46%
Somewhat disagree	13%	11%	17%	11%	14%	12%	12%
Strongly disagree	15%	10%	11%	24%	12%	17%	17%
Agree (net)	*72%*	*80%*	*72%*	*65%*	*74%*	*71%*	*70%*
Disagree (net)	*28%*	*20%*	*28%*	*35%*	*26%*	*29%*	*30%*

96. Assume betting via mobile devices were legal where you live. Please indicate how much you agree or disagree with the following statements: -I would be willing to bet on-site at events

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Strongly agree	17%	32%	14%	5%	16%	21%	13%
Somewhat agree	29%	31%	35%	19%	31%	27%	28%
Somewhat disagree	17%	15%	23%	14%	16%	15%	19%
Strongly disagree	38%	23%	28%	63%	37%	37%	40%
Agree (net)	*45%*	*63%*	*50%*	*23%*	*47%*	*48%*	*41%*
Disagree (net)	*55%*	*37%*	*50%*	*77%*	*53%*	*52%*	*59%*

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Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

97. Assume betting via mobile devices were legal where you live. Please indicate how much you agree or disagree with the following statements: - I would be concerned it could lead to a gambling addiction for myself

	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Strongly agree	16%	20%	18%	10%	17%	18%	12%
Somewhat agree	21%	25%	20%	20%	28%	18%	18%
Somewhat disagree	20%	18%	24%	19%	17%	20%	28%
Strongly disagree	42%	36%	38%	52%	39%	45%	42%
Agree (net)	*37%*	*45%*	*38%*	*29%*	*44%*	*36%*	*30%*
Disagree (net)	*63%*	*55%*	*62%*	*71%*	*56%*	*64%*	*70%*

98. Assume betting via mobile devices were legal where you live. Please indicate how much you agree or disagree with the following statements: -

Strongly agree	Total (N=761)	21-34 (N=210)	35-54 (N=290)	55+ (N=261)	Democrat (N=282)	Republican (N=269)	Independent (N=149)
Somewhat agree	27%	26%	27%	27%	27%	30%	24%
Somewhat disagree	38%	38%	39%	36%	37%	36%	35%
Strongly disagree	20%	21%	21%	19%	22%	16%	24%
Strongly agree	16%	15%	14%	18%	14%	18%	16%
Agree (net)	*64%*	*64%*	*66%*	*63%*	*64%*	*67%*	*60%*
Disagree (net)	*36%*	*36%*	*34%*	*37%*	*36%*	*33%*	*40%*

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Washington, DC 20006
Tel: +1 202 463-7300

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Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

About the Study

First Section

These are findings from an Ipsos poll conducted between February 7 - 11, 2019. For the survey, a sample of 2,010 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. The sample was split between 1,005 respondents who were shown "cannabis" and 1,005 respondents who were shown "marijuana". For those in the cannabis group, the sample included 253 respondents ages 18-34, 373 respondents ages 35-54, 379 respondents ages 55+, 353 Republicans, 335 Democrats, and 218 Independents. For those in the marijuana group, the sample included 248 respondents ages 18-34, 378 respondents ages 35-54, 379 respondents ages 55+, 353 Republicans, 334 Democrats, and 207 Independents.

The poll has a credibility interval of plus or minus 2.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,010, DEFF=1.5, adjusted Confidence Interval=+/-4.0 percentage points).

Within the cannabis group, the poll also has a credibility interval plus or minus 7.0 for respondents ages 18-34, 5.8 for respondents ages 35-54, 5.7 for respondents ages 55+, 5.9 for Republicans, 6.1 for Democrats, and 7.6 for Independents. Within the marijuana group, the poll has a credibility interval plus or minus 7.1 for respondents ages 18-34, 5.7 for respondents ages 35-54, 5.7 for respondents ages 55+, 5.9 for Republicans, 6.1 for Democrats, and 7.8 for Independents.

Second Section

These are findings from an Ipsos poll conducted between February 25 - 26, 2019. For the survey, a sample of 1,005 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. This sample includes 203 adults aged 18-34, 404 adults aged 35-54, 398 adults aged 55+, 339 Democrats, 350 Republicans, 222 Independents,137 cannabis users, 868 non-users of cannabis, and 789 drinkers of beer, wine or spirits.

The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,005, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 7.8 for adults aged 18-34, 5.6 for adults aged 35-54, 5.6 for adults aged 55+, 6.1 for Democrats, 6.0 for Republicans, 7.5 for Independents, 9.5 for cannabis users, 3.8 for non-users of cannabis, and 4.0 for drinkers of beer, wine or spirits.

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

Press Release – continued –

Third Section

These are findings from an Ipsos poll conducted between March 5 - 6, 2019. For the survey, a sample of 1,006 adults 18+ from the continental U.S., Alaska and Hawaii were interviewed online in English. This sample includes 253 respondents ages 21-34, 375 respondents ages 35-54, 378 respondents ages 55+, 354 Democrats, 360 Republicans, and 200 Independents.

The poll has a credibility interval of plus or minus 3.5 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=1,006, DEFF=1.5, adjusted Confidence Interval=+/-5.0 percentage points).

The poll also has a credibility interval plus or minus 7.0 for respondents ages 21-34, 5.8 for respondents ages 35-54, 5.7 for respondents ages 55+, 5.9 for Democrats, 5.9 for Republicans, and 7.9 for Independents.

All Sections

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Post-hoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval.

For more information about conducting research intended for public release or Ipsos' online polling methodology, please visit our Public Opinion Polling and Communication page where you can download our brochure, see our public release protocol, or contact us.

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025

Press Release – continued –

About Ipsos Public Affairs

Ipsos Public Affairs is a non-partisan, objective, survey-based research practice made up of seasoned professionals. We conduct strategic research initiatives for a diverse number of American and international organizations, based not only on public opinion research, but elite stakeholder, corporate, and media opinion research.

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About Ipsos

Ipsos is an independent market research company controlled and managed by research professionals. Founded in France in 1975, Ipsos has grown into a worldwide research group with a strong presence in all key markets. Ipsos ranks fourth in the global research industry.

With offices in 88 countries, Ipsos delivers insightful expertise across five research specializations: brand, advertising and media; customer loyalty; marketing; public affairs research; and survey management.

Ipsos researchers assess market potential and interpret market trends. They develop and build brands. They help clients build long-term relationships with their customers. They test advertising and study audience responses to various media and they measure public opinion around the globe.

Ipsos has been listed on the Paris Stock Exchange since 1999 and generated global revenues of €1,749.5 million in 2018.

GAME CHANGERS

« Game Changers » is the Ipsos signature.

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We make our changing world easier and faster to navigate and inspire clients to make smarter decisions.
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www.ipsos.com

Address: 2020 K Street NW, Suite 410
Washington, DC 20006
Tel: +1 202 463-7300

Contact: **Chris Jackson**
Vice President, U.S., Ipsos Public Affairs
Email: chris.jackson@ipsos.com
Tel: +1 202 420-2025