State of Marijuana
The Status of Marijuana in 2024

April 2024 • The Harris Poll Thought Leadership Practice
Methodology

This survey was conducted online within the U.S. by The Harris Poll from March 22nd to 24th, 2024, among a nationally representative sample of 2,043 U.S. adults.

This research comprises 204 Gen Z (ages 18-26), 619 Millennials (ages 27-42), 529 Gen X (ages 43-58), and 691 Boomers (ages 59 and older).

Light marijuana users as defined as those who smoke it once a month or a couple times a year (n=112), medium users are defined as those who smoke once a week to a couple times a month (n=146), while heavy marijuana users are defined as those who smoke at least once a day (n=477).
Top Highlights: The Status of Marijuana in 2024

How, When, What? A Look into Marijuana Users in 2024

• Four in 10 Americans use marijuana, including a quarter who do so on a weekly basis or more often.
• Over seven in 10 of marijuana users smoke marijuana (71%), and that goes to over three-quarters for Gen Z & Millennial marijuana users.
• 77% of marijuana users prefer to consume marijuana in the evening, with the most popular time of day to consume marijuana being 6pm-9pm.
• Marijuana is always there for the calm, as 64% of marijuana users say they like to use it to relax and unwind, and over half (53%) say they like to use it to ease their anxiety.

It’s Not A Phase, America: The Current Views on Marijuana Legalization, Workplace Acceptance, and Social Standing

• Marijuana seems to have gotten over the hump, as almost two-thirds of Americans (64%) say that “Marijuana no longer carries the stigma it used to have.”
• Workplace policies are now in flux when it comes to marijuana, and Americans have the freedom of choice instead of sacrificing marijuana usage for a job.
• Heavy marijuana users are all-in on their beliefs, as over seven in 10 say they would give up energy drinks — and almost as many would give up alcohol — to keep recreational marijuana legal.
• There is still room for growth, as 71% of Americans think marijuana still isn’t understood well enough, and over half of marijuana users won’t disclose their usage on the first few dates.

There’s Always Next Year: A Look Ahead at the Future of Marijuana

• Most Americans expect many changes in the next five years for the marijuana industry, with two-thirds (68%) expecting medical marijuana to be used as commonly as prescription medicines.
• A majority of Americans have faith in the future, with seven in 10 believing marijuana is only going to get more popular (72%) and that marijuana will someday be accessible for everyone (70%).
How, When, What?
A Look Into Marijuana Users in 2024
Four in 10 Americans use marijuana, including a quarter of those who use it on a weekly basis.
Smoking or ingesting marijuana are the preferred methods of consumption for those who use marijuana.

How often do you use the following methods of marijuana consumption?

Top 3 Box (Always, Often, Sometimes)

- Smoking (e.g., joints, blunts, cigars, bongs, etc.)
- Ingesting (e.g., edibles, THC-infused drinks, etc.)
- Vaping (e.g., vape pens, vaporizers, etc.)

- Dabbing (i.e., concentrated amounts of marijuana)

<table>
<thead>
<tr>
<th>Method</th>
<th>Parents w/ kids &lt;18</th>
<th>Gen Z/Millennials</th>
</tr>
</thead>
<tbody>
<tr>
<td>Smoking</td>
<td>81%</td>
<td>75%</td>
</tr>
<tr>
<td>Ingesting</td>
<td>67%</td>
<td>67%</td>
</tr>
<tr>
<td>Vaping</td>
<td>69%</td>
<td>67%</td>
</tr>
<tr>
<td>Dabbing</td>
<td>55%</td>
<td>53%</td>
</tr>
</tbody>
</table>

81% Parents w/ kids <18
75% Gen Z/Millennials

71%
62%
56%
42%

56% Marijuana users
“I seek out people who use marijuana the same ways that I do for social circles.”
65% Medium marijuana user
64% Gen Z/Millennials
62% Heavy marijuana user

47% Americans
“Living comfortably with a partner means sharing mutual acceptance of marijuana usage.”
85% Heavy marijuana user
78% Marijuana user
63% Millennials

67% Parents w/ kids <18
65% Medium marijuana user
64% Gen Z/Millennials
62% Heavy marijuana user
Most marijuana users prefer enjoying marijuana in the evening hours.

What times of day do you prefer to consume marijuana?

- Early morning (7am-9am): 29%
- Morning (9am-12pm): 27%
- Afternoon (12pm-4pm): 34%
- Early evening (4pm-6pm): 46%
- Evening (6pm-9pm): 59%
- Late evening (9pm-11pm): 56% Gen Z
- Late night (11pm-2am): 35% Gen Z

- Morning user: 41%
- Evening user: 77%

- 59% Heavy marijuana user
- 48% Urban
- 82% Heavy marijuana user
Americans seek out marijuana for relaxation, personal time, and as a relief from anxiety.

When do you like to **use** marijuana?

Top 2 Box (Always, Often)

- **69% Gen Z**
- **64% 63% Gen X**
- **56% 58% Gen X**

<table>
<thead>
<tr>
<th>Occasion</th>
<th>Top 2 Box</th>
</tr>
</thead>
<tbody>
<tr>
<td>When I want to relax and unwind</td>
<td>47%</td>
</tr>
<tr>
<td>After my child(ren) go to sleep</td>
<td>46%</td>
</tr>
<tr>
<td>To ease my anxiety</td>
<td>43%</td>
</tr>
<tr>
<td>When on vacation</td>
<td>41%</td>
</tr>
<tr>
<td>Before or during social gatherings or parties</td>
<td>36%</td>
</tr>
<tr>
<td>Before an event</td>
<td>36%</td>
</tr>
<tr>
<td>When I prefer not to consume alcohol</td>
<td>32%</td>
</tr>
<tr>
<td>Before or during a family gathering</td>
<td>32%</td>
</tr>
<tr>
<td>Date night</td>
<td>36%</td>
</tr>
<tr>
<td>With a meal</td>
<td>36%</td>
</tr>
<tr>
<td>During my workday</td>
<td>36%</td>
</tr>
</tbody>
</table>

Gen Z and Millennials show greater use of marijuana across occasions, highlighting the growing popularity of marijuana usage in various social settings among younger generations.

“Using marijuana provides me with a sense of connection and alleviates feelings of loneliness.”

- 72% Urban
- 69% Democrat
- 64% Republican

POT06 When do you like to use marijuana? (Marijuana user n=817, Marijuana user and parents n=441, Marijuana user and employed n=632)
It’s Not A Phase, America
The Current Views on Marijuana Legalization, Workplace Acceptance, and Social Standing
To most Americans, the old stigma attached to marijuana is gone and complete legalization should already be here.

64% Americans

“Marijuana no longer carries the stigma it used to have.”

73% Democrat
62% Republican

59% Americans

“I am surprised marijuana hasn't been legalized across the United States yet.”

66% Democrat
55% Republican
Americans would give up many things to make or keep marijuana legal, with seven in 10 users traveling to other places with lax marijuana laws, fueling green tourism.

“I would give up ____ to make/keep marijuana legal for recreational purposes.”

<table>
<thead>
<tr>
<th></th>
<th>All Gen Z</th>
<th>All Millennials</th>
<th>All marijuana users</th>
<th>Heavy marijuana users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Energy drinks</td>
<td>34%</td>
<td>45%</td>
<td>63%</td>
<td>71%</td>
</tr>
<tr>
<td>Alcohol</td>
<td>38%</td>
<td>45%</td>
<td>60%</td>
<td>68%</td>
</tr>
<tr>
<td>Fast food</td>
<td>28%</td>
<td>34%</td>
<td>47%</td>
<td>55%</td>
</tr>
<tr>
<td>Social media</td>
<td>21%</td>
<td>32%</td>
<td>47%</td>
<td>54%</td>
</tr>
<tr>
<td>Coffee</td>
<td>25%</td>
<td>34%</td>
<td>44%</td>
<td>52%</td>
</tr>
<tr>
<td>Chocolate</td>
<td>20%</td>
<td>32%</td>
<td>41%</td>
<td>50%</td>
</tr>
<tr>
<td>Ice cream</td>
<td>22%</td>
<td>34%</td>
<td>42%</td>
<td>49%</td>
</tr>
</tbody>
</table>

“69% of heavy marijuana users have traveled to places where recreational marijuana is legal simply because of their marijuana laws.”

62% Marijuana users
48% Democrat
35% Republican
The future is green: Marijuana gains ground over alcohol and cigarettes, as most users favor it over other stimulants.

Prefers marijuana over cigarettes: Gen Z marijuana users 86%, Millennial marijuana users 73%, Gen X marijuana users 79%, Boomer marijuana users 74%

Prefers marijuana over alcohol: Gen Z marijuana users 77%, Millennial marijuana users 76%, Gen X marijuana users 79%, Boomer marijuana users 59%

All marijuana users: 77%, Heavy marijuana users: 83%
Zero-tolerance marijuana policies are losing their grip on the workplace, and employees are looking for jobs that follow suit.

What is your workplace's stance on marijuana?

- 38% Permitted for both medical and recreational use outside of work hours
- 24% Permitted for medical use outside of work hours
- 23% Zero-tolerance policy - prohibited at all times
- 15% Unsure of my workplace's stance
- 53% Progressive Workplace Employees

“One of the reasons I was drawn to my current workplace was its progressive stance on marijuana use.”
Despite the preferences and enjoyment, lots of marijuana users keep their habits close to their chest, and many Americans see it as a pricey habit.

- **66% Americans**
  - “I think that cannabis products are overpriced.”

- **64% Marijuana users**
  - “I am selective about sharing my marijuana usage.”

- **56% Marijuana users**
  - “I wouldn’t disclose my marijuana usage on the first few dates.”

- **82% Heavy marijuana users**
- **79% Marijuana users**
- **69% Men**
- **69% Gen Z**
- **69% Employed**
- **64% Urban**
- **61% Democrat**
- **57% Republican**

POT08B How much do you agree or disagree with the following statements? (Marijuana user n=817) | POT11 How much do you agree or disagree with the following statements? (Total n=2,043)
There's Always Next Year
A Look Ahead at the Future of Marijuana
Most Americans believe marijuana will become normalized, and expect medical marijuana to reach prescription levels of usage.

How soon do you think the following will happen?

- Medical marijuana will be as commonly used as some prescription medicines: 68%
- Marijuana will be more socially acceptable: 66%
- Cannabis consumption lounges will become popular in legalized states: 62%
- Marijuana will be legalized in my state/community: 58%
- Marijuana will be legalized in the entire United States: 50%
- There will be fewer, if any, zero-tolerance workplace marijuana policies: 50%

(POT10: How soon do you think the following will happen? (Total n=2,043, Not legalized in state n=996))
With most Americans foreseeing popularity and accessibility, there is a strong belief marijuana will be as prevalent as alcohol in the future.

- **72%** Americans
  - “I think marijuana is only going to get more popular moving forward.”
  - 78% Democrat
  - 77% Millennials
  - 77% Gen X

- **70%** Americans
  - “Marijuana will someday be accessible to everyone.”
  - 76% Democrat
  - 76% Gen X
  - 75% Millennials

- **68%** Americans
  - “Using marijuana will be as common as drinking alcohol.”
  - 74% Democrat
  - 74% Millennials
  - 73% Gen X
Americans are optimistic towards marijuana’s contribution to the economy and the progression of the marijuana industry

- **64% Americans**
  - “It won’t be long before marijuana is fully legalized.”
  - 70% Gen X
  - 69% Millennials
  - 69% Democrat
  - 62% Republican

- **64% Americans**
  - “2024 will be a good year for the marijuana industry.”
  - 70% Urban
  - 69% Democrat
  - 58% Republican

- **56% Americans**
  - “The marijuana industry will fuel the American economy.”
  - 74% LGBTQIA+
  - 63% Democrat
  - 52% Republican

STATE OF MARIJUANA

POT11 How much do you agree or disagree with the following statements? (Total n=2,043)
Over half of Americans feel that the controversial history of marijuana must be part of its future to best move forward.

56% Americans

“Social equity programs should be implemented to address historical injustices related to marijuana criminalization.”

- 68% Democrat
- 65% Millennials
- 46% Republican
Appendix
For some Americans, marijuana is a make or break for relationships, real estate, and even the job search, especially for the younger generations.

How much do you agree or disagree with the following statements?

38% Americans

“Compatibility on marijuana use is a crucial factor for me in any relationship.”

48% Gen Z/Millennials
45% Parents w/ kids <18
30% Gen X/Boomers

34% Americans

“I wouldn’t move to a state that has not legalized marijuana for recreational purposes.”

45% Gen Z/Millennials
25% Gen X/Boomers

20% Americans

“I have left an employer due to their marijuana use policy.”

30% Gen Z/Millennials
12% Gen X/Boomers
Over a quarter of Americans have access to recreational marijuana use

How is marijuana regulated where you live?

- 27% Fully legal medical and recreational
- 9% Fully legal medical, recreational decriminalized
- 13% Fully legal medical only
- 6% Marijuana decriminalized, but not legal
- 8% CBD only with strict regulations
- 13% Completely illegal
- 24% Unsure

30% Not parent
29% Gen Z
29% Boomers

POT02: How is marijuana regulated where you live? (Total n=2,043)
Almost half of Americans who live where marijuana is legal consider their access to be excellent; Millennials and Gen Xers feel the most happy.

<table>
<thead>
<tr>
<th>Area</th>
<th>Democrats</th>
<th>Millennials</th>
<th>Gen X</th>
<th>Overall</th>
</tr>
</thead>
<tbody>
<tr>
<td>Access to marijuana</td>
<td>53%</td>
<td>58%</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Number of dispensaries</td>
<td>43%</td>
<td>44%</td>
<td>45%</td>
<td>44%</td>
</tr>
<tr>
<td>Quality of dispensaries</td>
<td>37%</td>
<td>40%</td>
<td>45%</td>
<td>41%</td>
</tr>
<tr>
<td>Prices of marijuana</td>
<td>36%</td>
<td>40%</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Democrats tend to rate the performance of their state’s marijuana offerings higher.

Please rate the **performance** of your state’s marijuana offerings.

Top 3 Box (8-10 Excellent)

- Access to marijuana: 48% (58% Millennials, 53% Democrat)
- Number of dispensaries: 38% (50% Millennials, 44% Gen X, 43% Democrat)
- Quality of dispensaries: 37% (51% Millennials, 45% Democrat, 44% Gen X)
- Prices of marijuana: 28% (40% Millennials, 36% Democrat)
Despite greater acceptance, Americans feel that there is still a lot to be learned about marijuana, with some worrying about its potential future effects.

**71%** Americans

“People still don't understand marijuana well enough.”

84% Light marijuana users
81% Heavy marijuana users
80% Marijuana users

**55%** Americans

“I am worried about the potential future effects of marijuana use.”

61% Boomers
61% Light marijuana users
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