

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%).

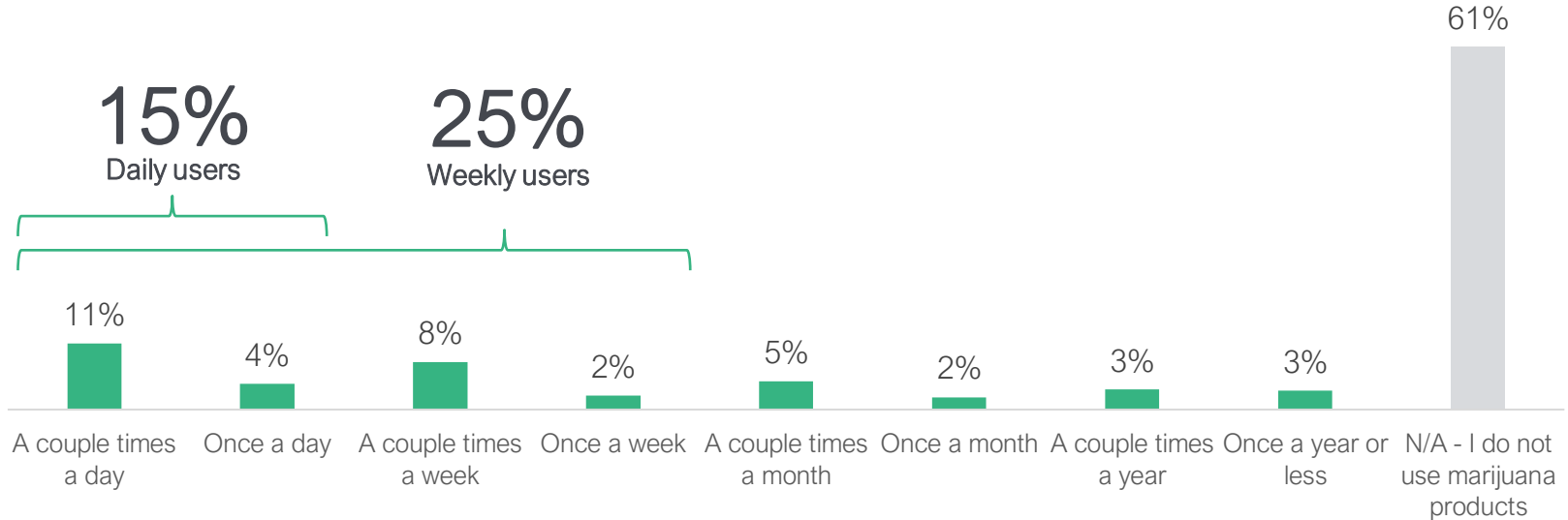
How, When, What?

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

Do you **use** marijuana products? If so, **how often** do you typically use them?

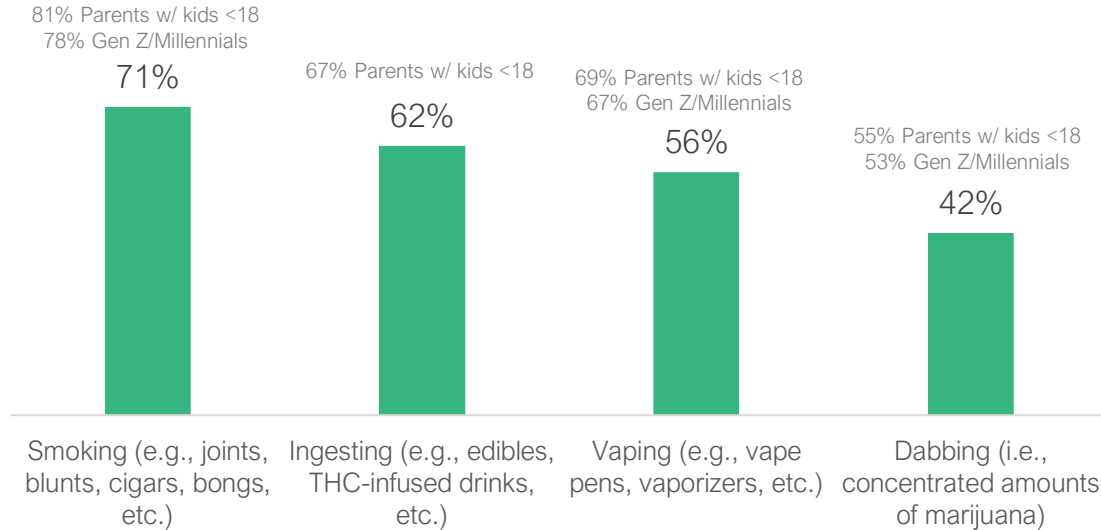




Smoking or ingesting marijuana are the preferred methods of consumption for those who use marijuana

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

Top 3 Box (Always, Often, Sometimes)



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

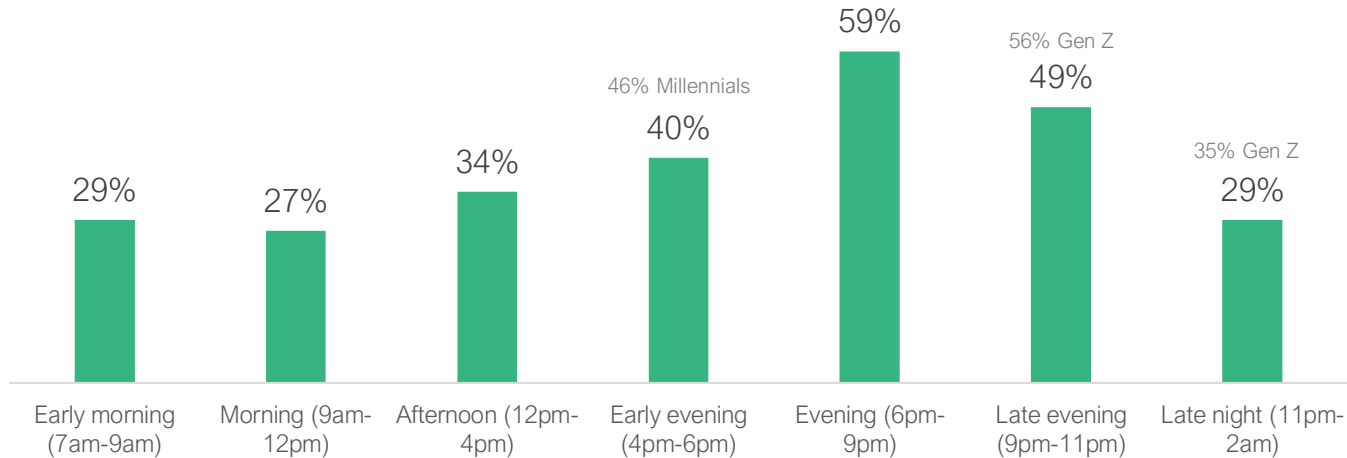
“Living comfortably with a partner means sharing mutual acceptance of marijuana usage.”

85% Heavy marijuana user
78% Marijuana user
63% Millennials



Most marijuana users prefer enjoying marijuana in the evening hours

What times of day do you prefer to consume marijuana?



 **41%**
Morning user

59% Heavy marijuana user
48% Urban

 **77%**
Evening user

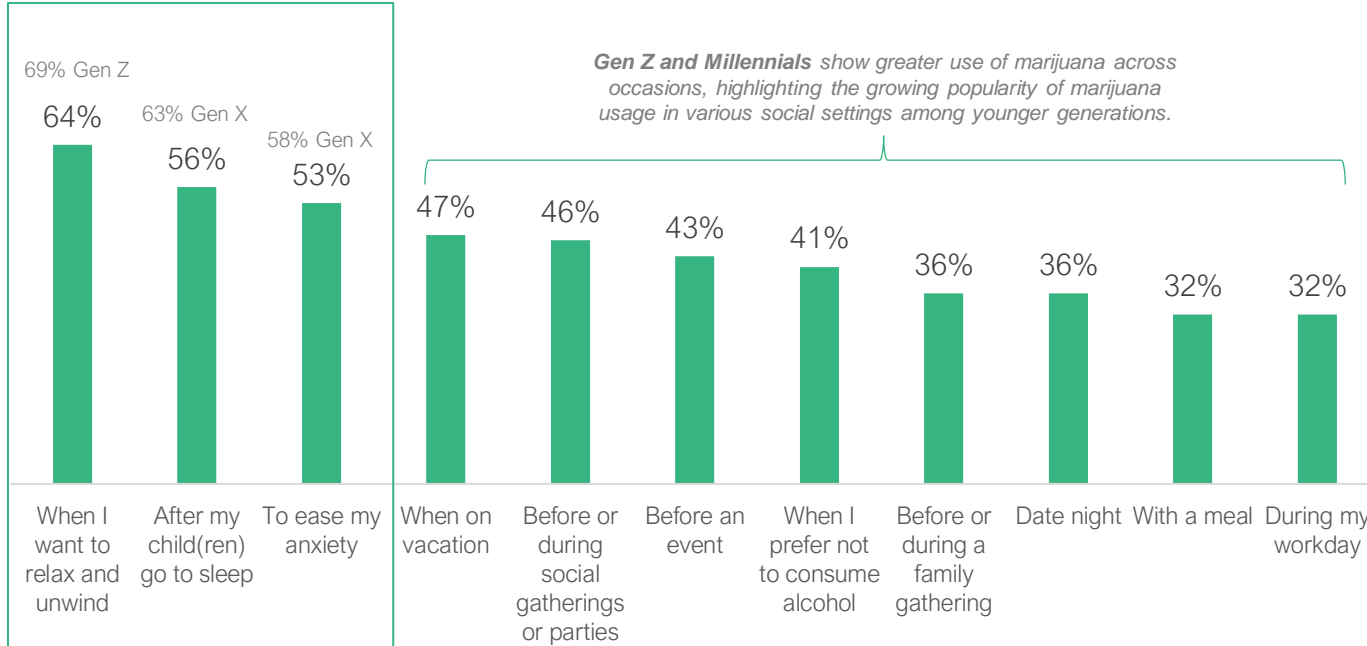
82% Heavy marijuana user



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)



61%
Marijuana users

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

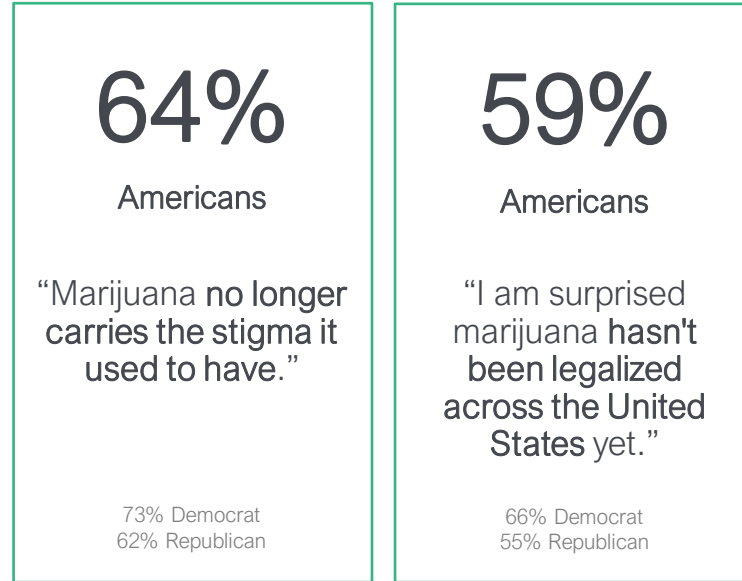
72% Urban
69% Democrat
64% Republican

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





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.”

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

69%

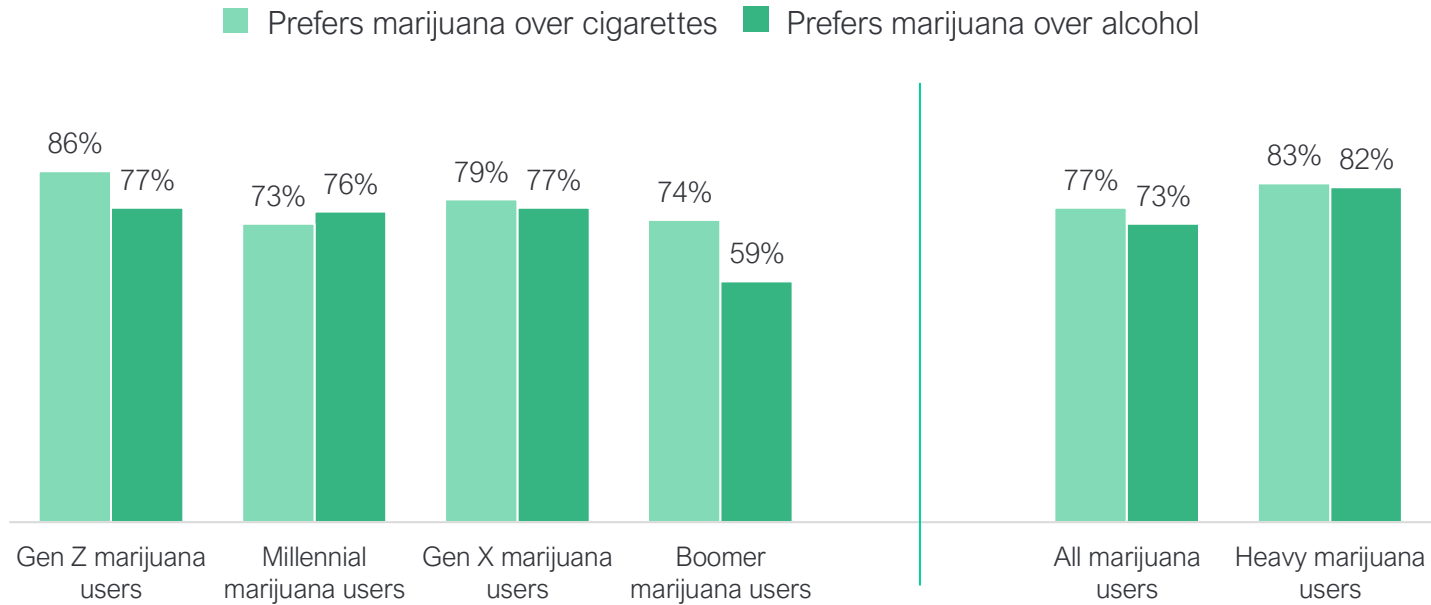
Heavy marijuana users

“I’ve traveled to places where recreational marijuana is legal **simply because of their marijuana laws.**”

62% Marijuana users
48% Democrat
35% Republican



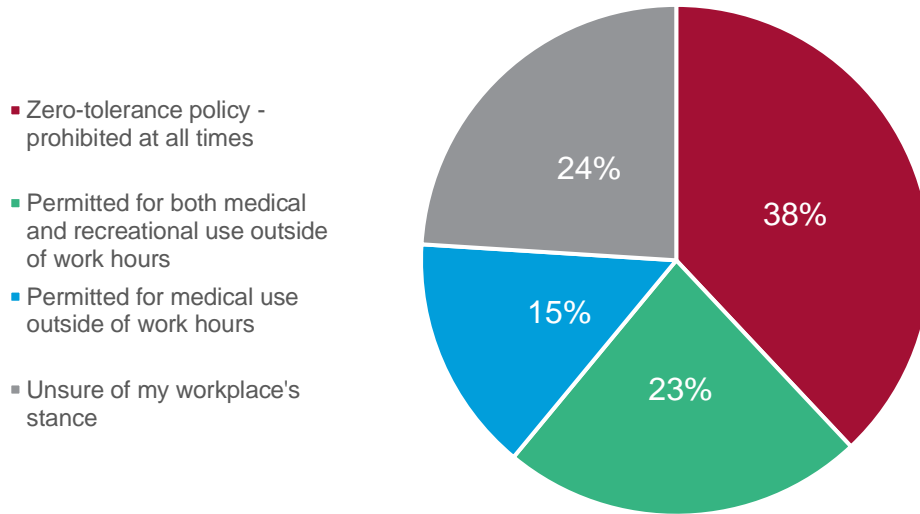
The future is green: Marijuana gains ground over alcohol and cigarettes, as most users favor it over other stimulants





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?



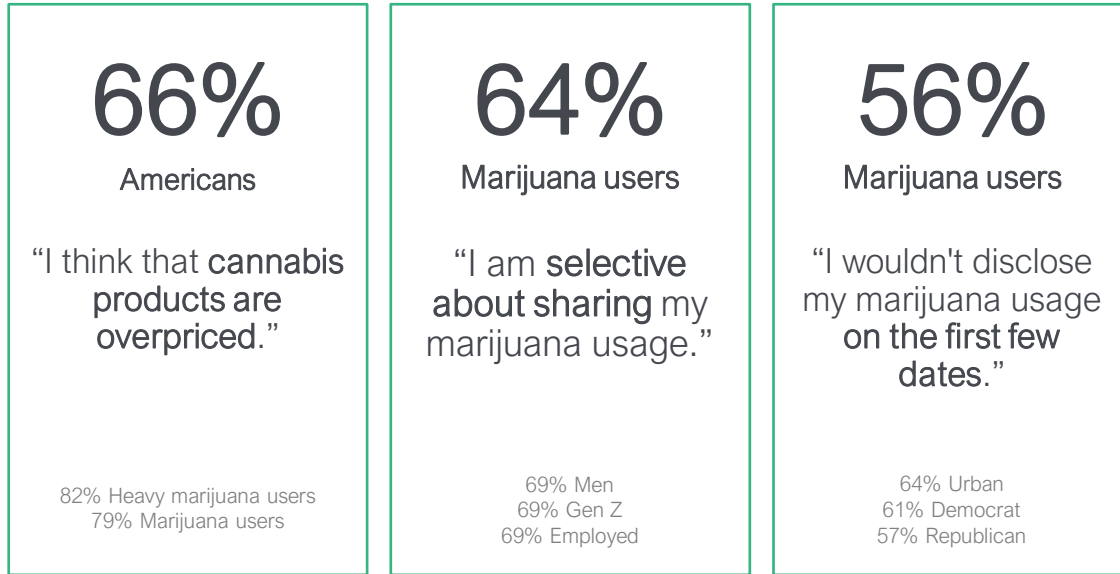
53%

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



There's Always Next Year

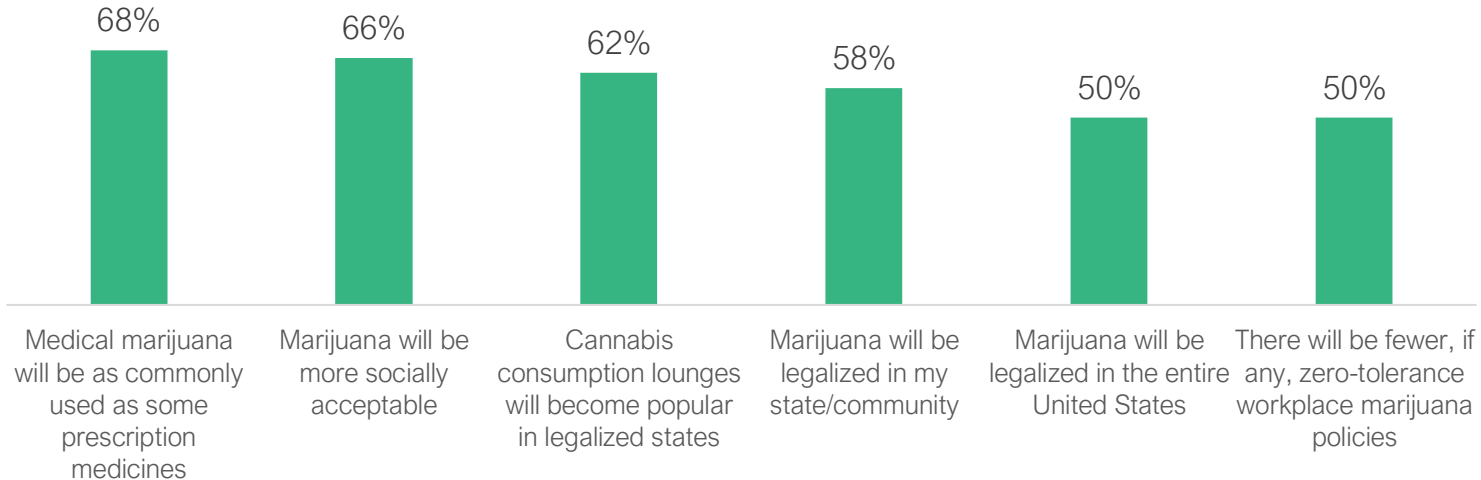
A Look Ahead at the Future of Marijuana



Most Americans believe marijuana will become normalized, and expect medical marijuana to reach prescription levels of usage

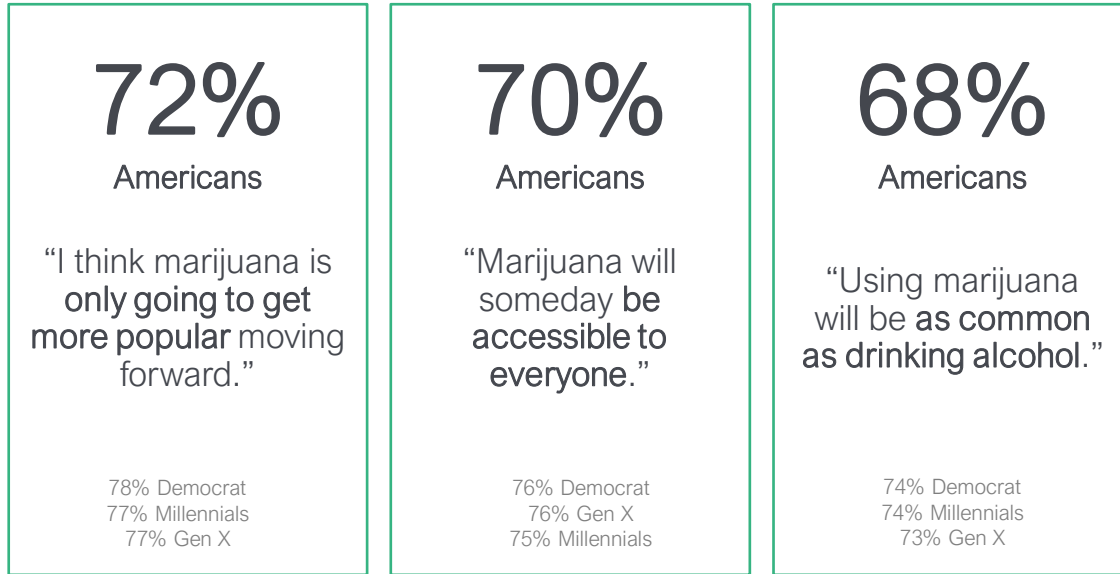
How soon do you think the following will happen?

■ Top 3 Box (Within the next five years or sooner)



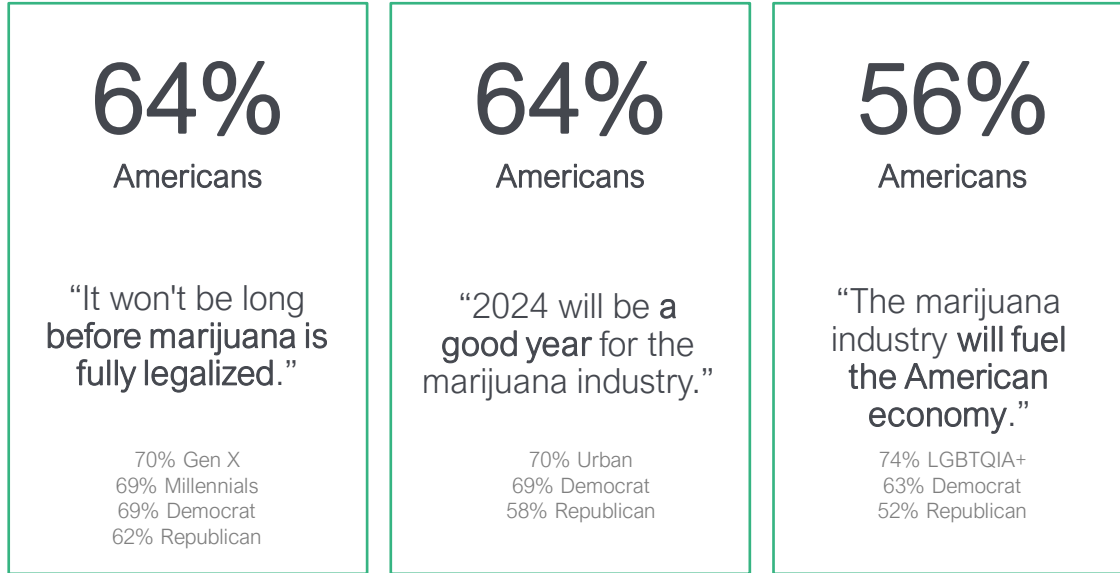


With most Americans foreseeing popularity and accessibility, there is a strong belief marijuana will be as prevalent as alcohol in the future





Americans are optimistic towards marijuana's contribution to the economy and the progression of the marijuana industry





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.**”

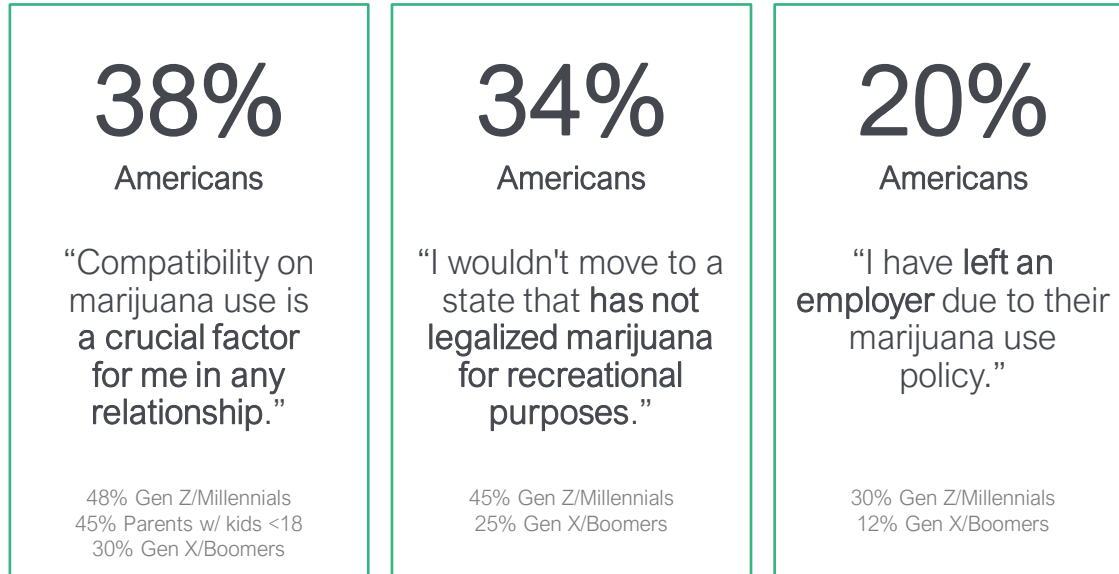
68% Democrat
65% Millennials
46% Republican

Appendix



For some Americans, marijuana is a make or break for relationships, real estate, and even the job search, especially for the younger generations

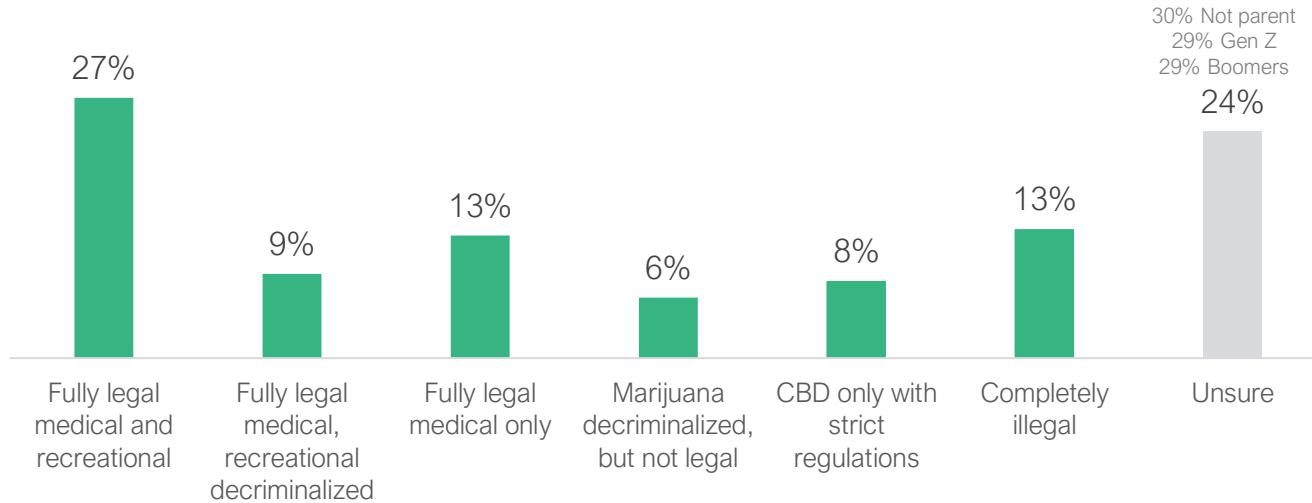
How much do you agree or disagree with the following statements?





Over a quarter of Americans have access to recreational marijuana use

How is marijuana **regulated** where you live?

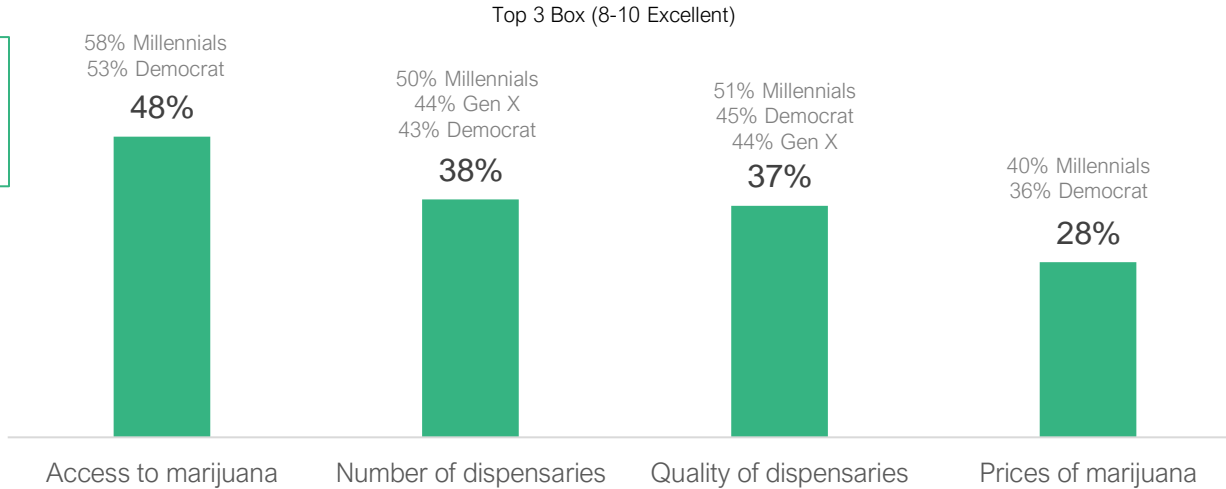




Almost half of Americans who live where marijuana is legal consider their access to be excellent; Millennials and Gen Xers feel the most happy

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

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





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

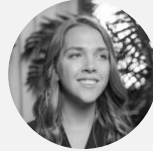
“I am worried about the potential future effects of marijuana use.”

61% Boomers
61% Light marijuana users

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