

2022 Madison County (New York) *Community Adult Survey Regarding Recent Legalization of Recreational Marijuana Use and Sales in New York State*

Presentation of Findings

October 20, 2022



Community Adult Survey Regarding Recent Legalization of Recreational Marijuana Use and Sales in New York State

- Familiarity with BRIDGES
- Familiarity with the New Legalized Recreational Marijuana Law in New York State
- Perceived Health Outcome of Use of Recreational Marijuana
- Allowing Marijuana Dispensaries in One's Community
- Potential Policies Regarding Marijuana Sales and Use
- Recent New Law Legalizing Recreational Marijuana Use – Impact Upon One's Opinions
- Perceptions of Ease of Local Access to Marijuana
- Current Prevalence of Individuals' Marijuana Use

Madison County (New York)

January 2022



BRIDGES
STRENGTH. HOPE. COMMUNITY.

Prepared on behalf of the
BRIDGES Prevention Services
Madison County Council on Alcoholism and Substance Abuse, Inc
Oneida, New York

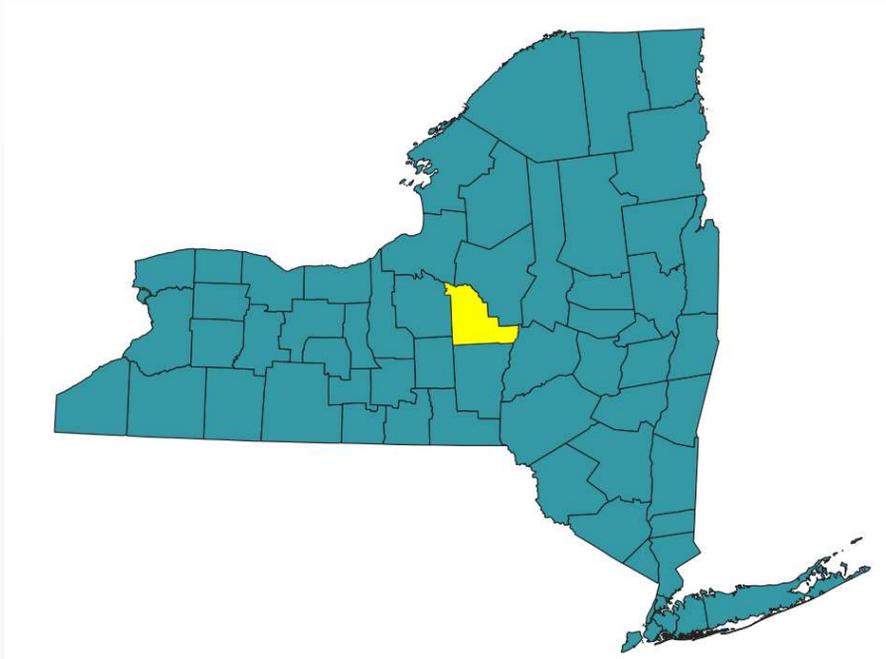
Prepared by
Joel LaLone Consulting
Watertown, New York

Today's Agenda:

1. What was this study?
2. How was the study completed?
3. How to best use survey results.
4. The findings for this study.
5. Next steps.

What? Adult Community Survey - Marijuana Related

- Survey completed in January 2022
- Goal: learn Madison County adult residents' attitudes, opinions, and behaviors related to the recent change to the marijuana law in New York State in April 2021
- Sample Size: **n=430** participants interviewed
- Residents age 18+
- Mixed-mode methodology, AAPOR best practices: Telephone using live interviewers, (Cells+LL's, virtual call center), and random email invitation online
- Weighted toward population demographic parameters



What? Survey Sections

Interviews included *eight primary sections* of survey questions (legalized-marijuana-related items). Total of 24 questions, comprising *8 subsections of survey questions* listed below; as well as demographic characteristics of participants.

Survey Sections:

1. ***Familiarity with BRiDGES***
2. ***Familiarity with the New Legalized Recreational Marijuana Law in New York State***
3. ***Perceived Health Outcome and Harm of Use of Recreational Marijuana***
4. ***Allowing Marijuana Dispensaries in One's Community***
5. ***Potential Policies Regarding Marijuana Sales and Use***
6. ***Recent New Law Legalizing Recreational Marijuana Use – Impact Upon One's Opinions***
7. ***Perceptions of Ease of Local Access to Marijuana***
8. ***Current Prevalence of Individuals' Marijuana Use***

What? Survey Sections

Legalized Marijuana - Madison County Adult Community Survey

Introductory Script

Hello, this is _____ calling on behalf of BRiDGES (or, MCCASA, Madison County Council on Alcoholism and Substance Abuse) a private non-profit organization serving Madison County for 34 years. We are conducting a very short confidential survey in Madison County about important issues related to public health, specifically about the recent change to the marijuana law in NYS. We are not selling anything or trying to solicit donations. The survey should only take about 2-3 minutes; would you be willing to help us out today/tonight?

If YES- "Great, thanks."

If NO-try to arrange a CALL BACK time.

NOTE: As you start the interview: "I would like to speak to a member of the household who is age 18 or older. Your help is voluntary, but important. If we come to a question you don't want to answer, we will skip over it. You can end the interview at any time. The information you provide will be kept strictly confidential."

BE PREPARED TO EXPLAIN:

BRiDGES frequently completes surveys of opinions and behaviors related to health issues in Madison County,

- they use the survey data to **evaluate** their programs,
- they use the survey data to **plan** future activities,
- they use the survey data to **improve** what they do, So ... they could really use your help.

ALSO BE PREPARED TO EXPLAIN:

"Would you like me to start with the first question, and you can stop the survey anytime you'd like?"

Legalized Marijuana - Madison County Adult Community Survey

Familiarity with BRiDGES

Our first questions deal with familiarity of our agency among residents.

Q1: Have you ever heard of BRiDGES before you started this survey?

Yes No Not sure

Legalized Marijuana - Madison County Adult Community Survey

Potential Policies Regarding Marijuana Sales and Use

I will now read you a short list of potential policies and for each I'd like to know whether you support or oppose

Are you in favor or opposed to a policy that...

	Support	Oppose	Neither support or oppose	Not sure
Q8. sets distance regulations for marijuana dispensaries from youth gathering locations? (i.e. schools, libraries, day cares, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q9. requires additional training for customer service employees at dispensaries	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q10. requires local law enforcement to have driving check points for marijuana impairment similar to the current alcohol check points	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q11. requires the use of lock boxes or other safe storage for those with marijuana at home	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q12. prohibits marijuana advertising from targeting youths	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q13. requires school-based marijuana prevention education	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Q14: requires local public health officials to complete retail compliance checks for marijuana sales similar to the current alcohol and tobacco retail compliance checks	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

How? Methodology

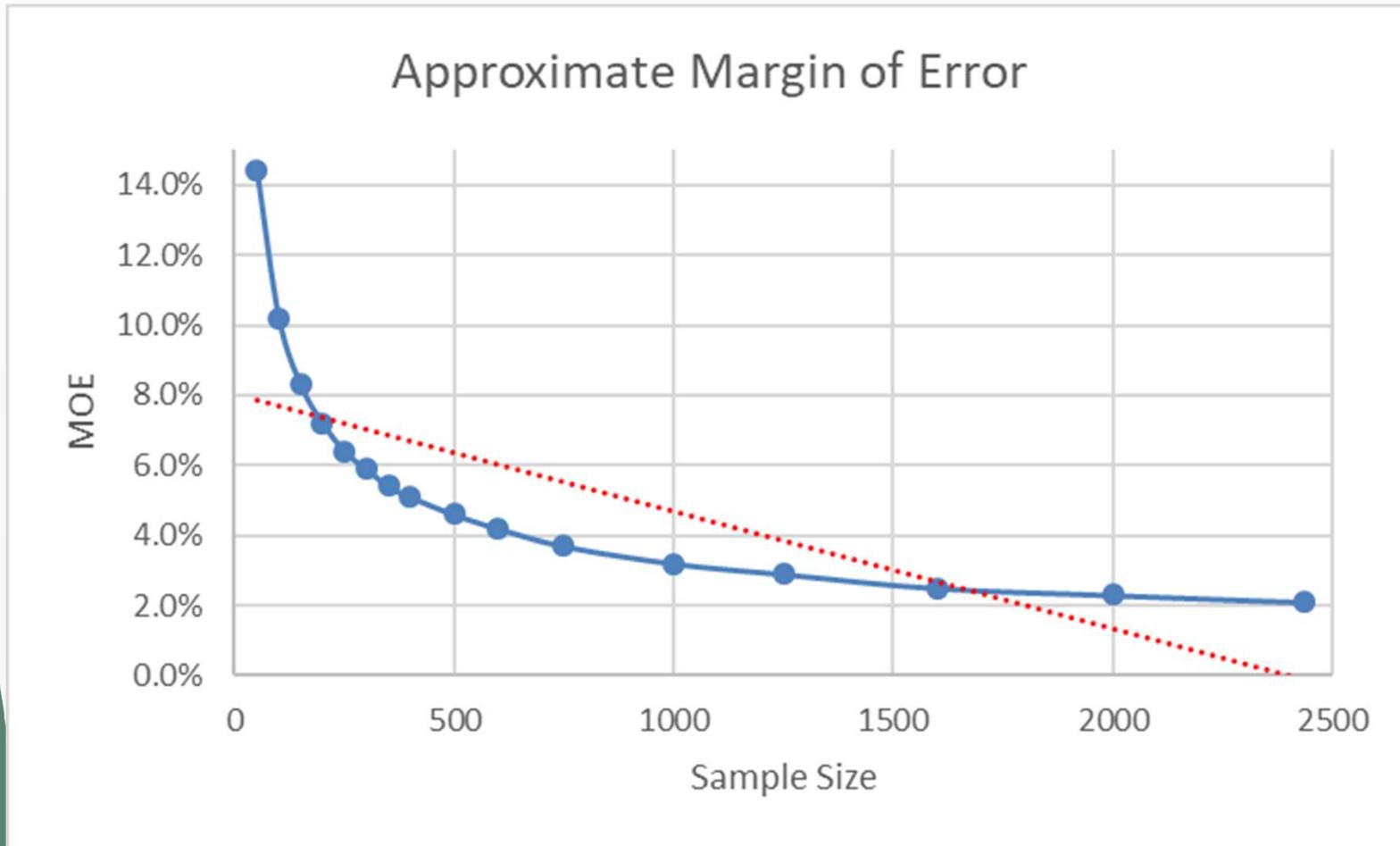
- Mixed-mode hybrid methodology, instrument developed by BRiDGES and JLC, **n=430** (population=56,000 adults among 71,000 county residents)
- **~24** survey questions, and **~10** demographics
- Calls made between 3:00-9:00 p.m., M-F; December 2021-January 2022
- Weight by: Sex, Age, Ed, HH Composition, Political Ideology, Modality.
- After weighting: **~38% cellular, ~12% landline, ~50% online, ~67% are “cell-only”, ~4% are “landline-only”**
- Design Effect **~2.1** (very good considering the # weight factors)
- All calls made by JLC employees trained in Human Subject Research laws and effective interviewing techniques, from a virtual remote call center managed in Watertown, NY
- adult participants (18+ years of age)
- response rates very high compared to current AAPOR industry standards
- **Margin of Error:**
 - **approximately ±5.4% for the county-wide estimates**
- Margin of Error is *larger* than **±5.4%** when investigating smaller subgroups (such as only one zip code, or only males, etc....)

Margins of Error for Varying Sample Sizes

Sample Size (n=...)	Approximate Margin of Error
30	±20.6%
50	±16.0%
100	±11.3%
150	±9.2%
200	±8.0%
250	±7.1%
300	±6.5%
350	±6.0%
400	±5.6%
430	±5.4%

How? Margin of Error

- The following graph more easily illustrates the relationship between **sample size** and the **margin of error**.
- **Diminishing returns**



How?

Methodology

The Transparency Initiative is an approach to the goal of an open science of survey research by acknowledging those organizations that pledge to practice transparency in their reporting of survey-based research findings.



Section 2 Methodology

A mixed-mode survey sampling methodology utilizing both random telephone interviewing and random email-interviewing online surveying was employed in this study with a total of 430 Madison County adult residents completing the survey in December of 2021 and early January of 2022. Three different sampling modalities were used in the mixed-mode sampling design utilized.

- 1) Live interviewer calling to a random selection from a list of all available **landline telephone numbers** for the county was completed.
- 2) Similarly, live interviewer calling to a random selection from a list of all available **cellular phone numbers** for the county was completed.
- 3) Finally, in addition to the phone interviews, a random selection of available opt-in email addresses for residents of the county were each sent an invitation to **complete the survey online**.

All telephone calls were made between the hours of 3:00-9:00 pm during evenings between December 20, 2021 and January 4, 2022 using a virtual remote call center. The online version of the survey was open for two weeks during December 2021-January 2022. To be eligible to complete the survey participants were required to be at least 18 years of age, and a resident of Madison County. No participant rewards, neither pre-incentives nor post-incentives, were used in this study. Using this mixed-mode sampling methodology, the resulting participation rates for this study (approximately 15% of all valid telephone numbers attempted, and approximately 3% of all valid email invitations distributed) are considered very good among the industry standards of survey sampling.

In accordance with the American Association of Public Opinion Research (AAPOR) Transparency Initiative pledge the following details and disclosure for the **telephone-interviewing and online surveying** employed in this study, including the following characteristics and facts, should be considered by any reader:

1. **(T) Dates of Data Collection:** December 20, 2021 through January 4, 2022.
2. **(R) Recruitment:**
 - Telephone: All telephone participants were recruited to participate via telephone by random selection from a list of all available valid active residential and cellular telephone lines in Madison County, New York, USA.
 - Online (Email): Participants were recruited to participate via an email invitation with a link to the survey embedded by random selection from a list of all available email addresses for residents in Madison County, New York, USA.
3. **(A) Population Under Study:** All adult residents of Madison County, New York, USA. There are approximately 71,000 residents in the county, with approximately 56,000 of the 71,000 residents **age 18 or older**, it is these adults who are the population of interest in this study.
4. **(N) List Source:** Telephone: Electronic Voice Services, Inc., www.voice-boards.com
Online (Email): Bulk Email Superstore, www.contactai.com, and USAUSAUSA.com
5. **(S) Sampling Design:**
 - Telephone: The entire phone list described in #2 was randomized, and residential and cellular phone numbers were randomly selected to contact to invite to participate in the survey. Call-backs were made to valid phone numbers where no individual answered the call on the first attempt.
 - Online (Email): The entire email address lists described in #2 were randomized, and email addresses of residents of Madison County, NY were randomly selected to contact to invite to participate in the survey. One reminder follow-up invitation was sent to all who did not complete the survey with the first invitation.
6. **(P) Population Sampling Frame:**
 - Telephone: As described in #2, the sampling frame includes all available residential listed phone numbers, for adults in Madison County, NY, both landlines and cellular phones included.

- Online (Email): As described in #2, the sampling frame includes all available email addresses of residents of Madison County, NY.
- 7. **(A) Administration:**
 - Telephone: Survey administered via telephone from a remote virtual call center, in both English and Spanish, using SurveyMonkey as the CATI system.
 - Online (Email): Survey administered online from an email invitation, only in English, using SurveyMonkey.
- 8. **(R) Researchers:** Joel LaLone Consulting, Watertown, NY, completed the research on behalf of ~~BRIDGES~~ Prevention Services the Madison County Council on Alcohol and Substance Abuse, Oneida, NY
- 9. **(E) Exact Wording of Survey:** The survey instrument is attached as an appendix.
- 10. **(N) Sample Sizes:** As is discussed in much greater detail for this study later in this report: n=430 overall for the study, with an overall average margin of error of approximately ±5.4%, including the design effect due to weighting.
- 11. **(C) Calculation of Weights:** Survey results are weighted by gender, age, educational attainment, sampling modality, household composition, and political ideology. Target weighting parameters are obtained from the U.S. Census Bureau and the NYS Board of Elections to minimize nonresponse bias. Finally, weights have been trimmed to reduce the design effect. The result of this data weighting and curation process is a design effect of approximately 2.1.
- 12. **(Y) Contact Information:** Mr. Joel LaLone, Owner, Joel LaLone Consulting, contact information on page 3.

Table 1 below summarizes the characteristics of the sample of 430 adult participants who were surveyed using the above methodology.

The Characteristics of this Study Sample

Table 1 The Characteristics of this Study Sample of Madison County Adult Participants

	Frequency in Sample (Unweighted)	Percentage in Sample (Weighted)
Gender		
Male	171	59%
Female	252	59%
Age Group		
Age 18-24	27	41%
Age 25-34	179	35%
Age 35+	185	24%
Educational Attainment		
High School, GED, or less	23	42%
Some College	181	37%
4+ Year Degree	188	21%
Parental Status		
Have no children age <21	214	83%
Have children age 18-20, not in school	28	9%
Have children age 18-20, in school	25	5%
Have children age <18	63	28%
Political Beliefs		
Conservative	113	39%
Middle of the road	187	39%
Liberal	93	25%
Marijuana Use Status		
Use Medical	27	13%
Use Recreational	182	28%
Do not use	383	89%
Use Marijuana (Med or Rec or both)	118	32%
Total Sample Size	430	

How? What did the sample “look like”?

→ After post-stratification weighting to adjust for non-response bias:

The Characteristics of this Study Sample

Table 1

The Characteristics of this Study Sample of Madison County Adult Participants

	Frequency in Sample (Unweighted)	Percentage in Sample (Weighted)
Gender		
Male	171	50%
Female	252	50%
Age Group		
Age 18-44	87	41%
Age 45-64	170	35%
Age 65+	165	24%
Educational Attainment		
High School, GED, or less	88	42%
Some College,	161	37%
4+ Year Degree	166	21%
Parental Status		
Have no children age <21	314	68%
Have children age 18-20, not in school	20	9%
Have children age 18-20, in school	25	8%
Have children age <18	83	26%
Political Beliefs		
Conservative	118	36%
Middle of the road	137	39%
Liberal	93	25%
Marijuana Use Status		
Use Medicinal	57	18%
Use Recreational	102	26%
Do not use	303	68%
Use Marijuana (Med or Rec or both)	116	32%
Total Sample Size	430	

Best uses? “Framing a Statistic”

The *standard* professional survey research analyses:

1. Within response scale interpretation.
2. Relative standing among like-variables measured on common scale.
3. Correlation Analyses – potential demographic key drivers (independent variables).
4. Trend Analyses Comparison to past studies.
5. Comparison to the current regional average prevalence for each question.
6. Comparison to some target or benchmark.

Best uses? “Framing a Statistic”

The *standard* professional survey research analyses that we are capable of in **Version 1** of this Community Study:

1. Within response scale interpretation.
2. Relative standing among like-variables measured on common scale.
3. Correlation Analyses – potential demographic key drivers (independent variables).

A Quick Example:

*How harmful is it for
teens or adolescents
(under 21) (physically or in other ways)
if they use marijuana
daily?*

38.2%

Finding #0 How harmful is it for teens or adolescents if they use marijuana daily?

(an illustration of the analytics throughout the Report, this is Table 11, note that it is not the case that 62% believe “unharmful”)

Table 11

How harmful is it for teens or adolescents (under 21) (physically or in other ways) if they use marijuana daily?

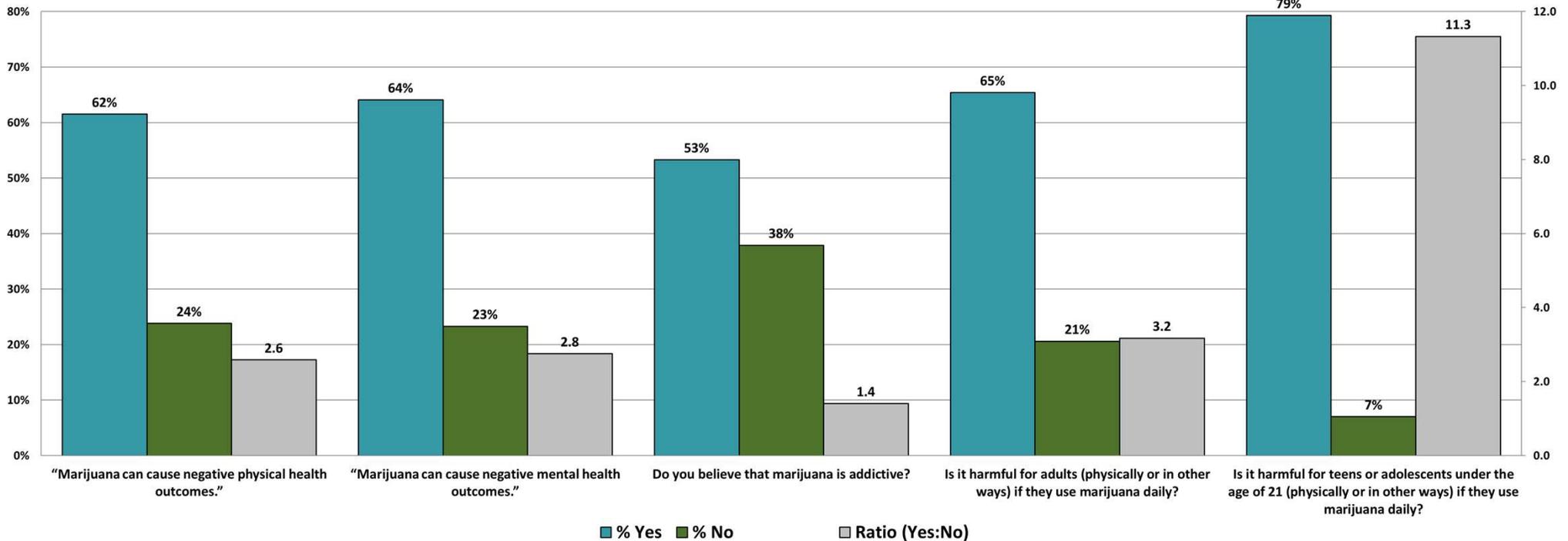
Combined Results for All Participants

		Weighted Percentage	Unweighted Frequency
How harmful is it for adults teens or adolescents if they use marijuana daily?	Very harmful	38.2%	194
	Somewhat harmful	26.1%	99
	Slightly harmful	15.0%	58
	Not harmful at all	7.0%	27
	Not sure	13.9%	44
	Totals:	100.0%	422

Finding #0 How harmful is it for teens or adolescents if they use marijuana daily?

(Figure 3: Note the “ratio” bars, and the “relative standing” comparison)

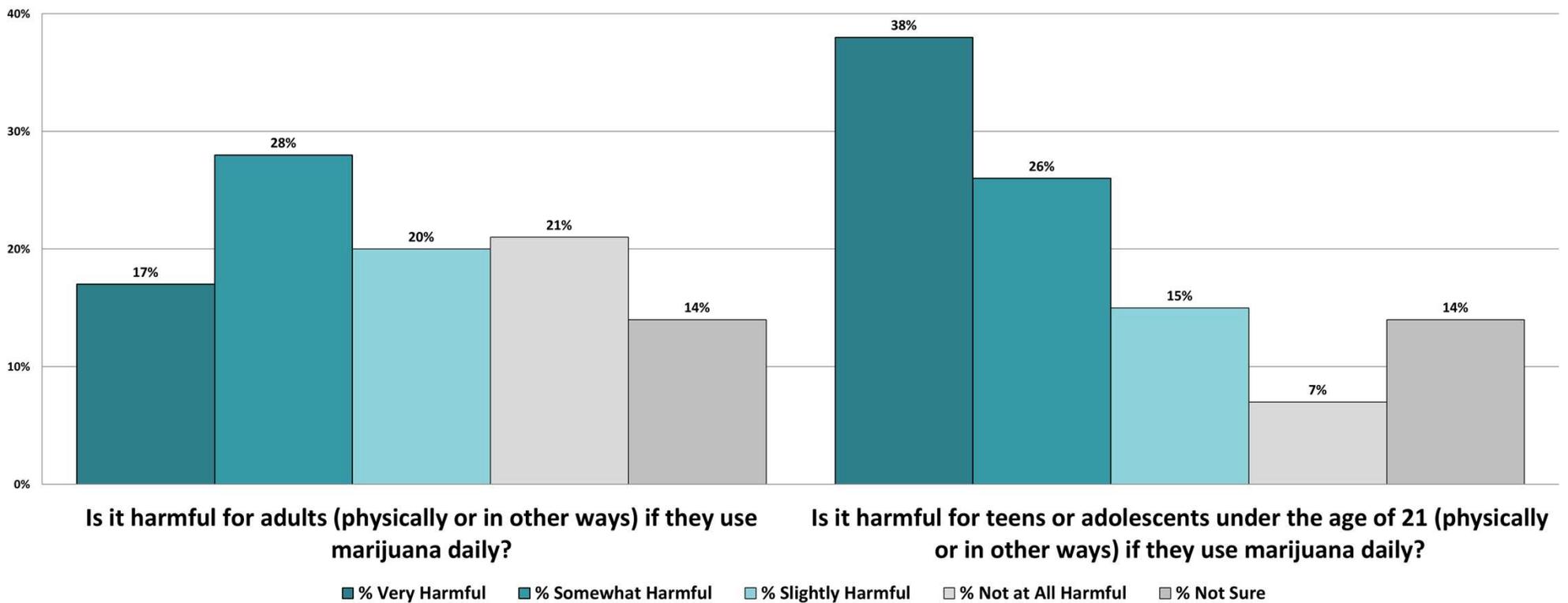
Figure 3 – Perceived Health Outcome of Use of Recreational Marijuana



Finding #0 How harmful is it for teens or adolescents if they use marijuana daily?

(Figure 3 revisited: Note the more granular “relative standing” for perceived harm)

Figure 3 Revisited – Perceived Health Outcome of Use of Recreational Marijuana

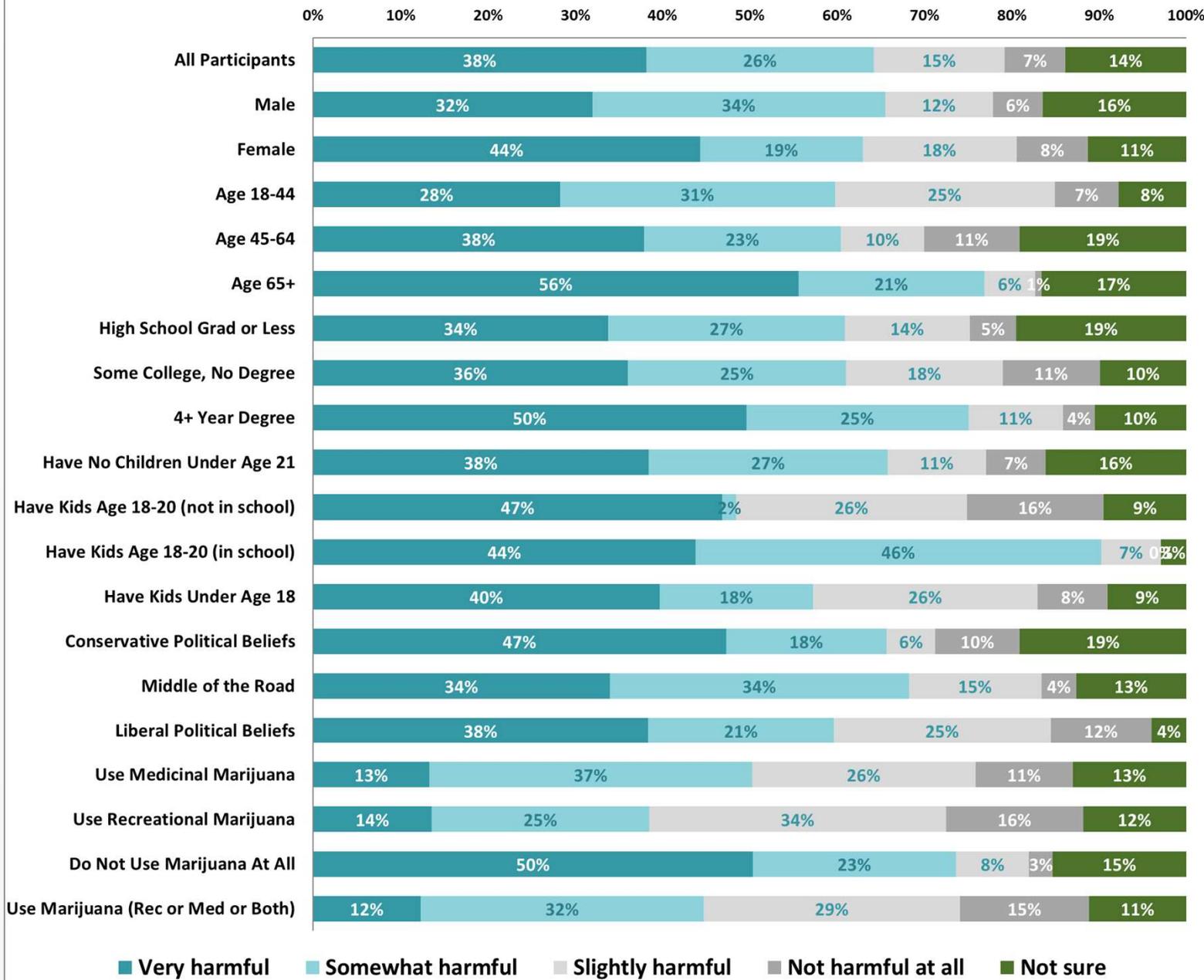


Finding #0

How harmful is it for teens or adolescents if they use marijuana daily?

(The correlation analyses for Table 11, these are included for all survey questions)

Perceived Health Outcome of Use of Recreational Marijuana – How harmful is it for teens or adolescents if they use marijuana daily?



Finding #0 How harmful is it for teens or adolescents if they use marijuana daily?

(The correlation analyses for Table 11, now with much more detail than the graph)

Table 11.XTAB	All Madison County	Gender		Age Groups			Education Level		
	Participants	Male	Female	18-44	45-64	65+	HSG	Some College	4+ Year Degree
Very harmful	38.2% ¹	32.0% _{0a}	44.3% _{0b}	28.3% _{0a}	37.9% _{0a}	55.6% _{0b}	33.8% _{0a}	36.0% _{0a,b}	49.6% _{0b}
Somewhat harmful	26.1% ¹	33.6% _{0a}	18.6% _{0b}	31.5% _{0a}	22.5% _{0a}	21.3% _{0a}	27.1% _{0a}	25.0% _{0a}	25.4% _{0a}
Slightly harmful	15.0% ¹	12.3% _{0a}	17.6% _{0a}	25.2% _{0a}	9.5% _{0b}	5.8% _{0b}	14.3% _{0a}	17.9% _{0a}	10.9% _{0a}
Not harmful at all	7.0% ¹	5.7% _{0a}	8.2% _{0a}	7.3% _{0a}	10.9% _{0a}	0.7% _{0b}	5.3% _{0a}	11.1% _{0a}	3.6% _{0a}
Not sure	13.9% ¹	16.5% _{0a}	11.2% _{0a}	7.8% _{0a}	19.1% _{0b}	16.6% _{0a,b}	19.5% _{0a}	9.9% _{0b}	10.5% _{0a,b}
Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Sample Size	422	171	251	87	169	165	88	161	166

Are you a parent/guardian of a child under the age of 21?				Political Beliefs			Which of the following best describes your current use of marijuana – recreational, medical, both, neither?						
No children Under Age 21	Parent of children Age 18-20, not in school	Parent of children Age 18-20, in school	Parent of children Under Age 18	Conservative	Middle of the Road	Liberal	Use Medicinal Marijuana	Use Recreational Marijuana	Use Both Rec and Med Marijuana	Do Not Use Marijuana At All	Use Only Medicinal Marijuana	Use Only Recreational Marijuana	Use Marijuana (Rec or Med or Both)
38.4% _{0a}	46.9% _{0a}	43.8% _{0a}	39.7% _{0a}	47.3% _{0a}	34.0% _{0a}	38.4% _{0a}	13.3% _{0a}	13.6% _{0a}	16.6% _{0a}	50.4% _{0b}	6.9% _{0a}	11.0% _{0a}	12.3% _{0a}
27.4% _{0a,c}	1.6% _{0b}	46.4% _{0a}	17.6% _{0c}	18.4% _{0a}	34.2% _{0b}	21.3% _{0a,b}	36.9% _{0a,d}	24.9% _{0a,b}	22.9% _{0b,e}	23.2% _{0a,b,e}	64.7% _{0c}	26.6% _{0a,b,e}	32.4% _{0d,e}
11.3% _{0a}	26.4% _{0a,b}	6.9% _{0a,b}	25.7% _{0b}	5.6% _{0a}	15.2% _{0b}	24.8% _{0b}	25.6% _{0a}	34.0% _{0a}	33.8% _{0a}	8.4% _{0b}	9.3% _{0a,b}	34.2% _{0a}	29.3% _{0a}
6.8% _{0a}	15.6% _{0a}	0.0% ²	8.0% _{0a}	9.7% _{0a}	4.0% _{0a}	11.5% _{0a}	11.2% _{0a}	15.7% _{0a}	11.2% _{0a,b}	2.7% _{0b}	11.0% _{0a,b}	19.5% _{0a}	14.8% _{0a}
16.1% _{0a}	9.5% _{0a}	2.9% _{0a}	9.0% _{0a}	19.1% _{0a}	12.6% _{0a,b}	4.0% _{0b}	13.0% _{0a}	11.8% _{0a}	15.4% _{0a}	15.3% _{0a}	8.1% _{0a}	8.7% _{0a}	11.1% _{0a}
100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
314	20	25	83	118	137	93	57	102	43	303	14	59	116

Appendix I

Cross-Tabulation Tables and Significance Tests

Note: Values in the same row and subtable not sharing the same subscript are significantly different at $p < .05$ in the two-sided test of equality for column proportions. Cells with no subscript are not included in the test. Tests assume equal variances.³⁴

1. This category is not used in comparisons because there are no other valid categories to compare.
2. This category is not used in comparisons because its column proportion is equal to zero or one.
3. Tests are adjusted for all pairwise comparisons within a row of each binomial subtable using the Bonferroni correction.
4. Cell counts of some categories are not integers. They were rounded to the nearest integers before performing column proportions tests.

Sample Sizes are RAW (unweighted)
 Sample Column %'s are WEIGHTED (by Gender, Age, Educational Attainment, Political Ideology, Household Composition, Sampling Modality)

	All Madison County	Gender		Age Groups			Education Level			Are you a parent/guardian of a child under the age of 21?				Political Beliefs			Which of the following best describes your current use of marijuana – recreational, medical, both, neither?							
	Participants	Male	Female	18-44	45-64	65+	HSD	Some College	4+ Year Degree	No children Under Age 21	Parent of children Age 18-20, not in school	Parent of children Age 18-20, in school	Parent of children Under Age 18	Conservative	Middle of the Road	Liberal	Use Medical Marijuana	Use Recreational Marijuana	Use Both Rec and Med Marijuana	Do Not Use Marijuana At All	Use Only Medical Marijuana	Use Only Recreational Marijuana	Use Marijuana (Rec or Med or Both)	
Have you ever heard of BRIDGES before you started this survey?	Yes	43.1% ¹	34.1%	52.5%	30.9%	65.2%	46.1%	41.7%	35.7%	39.0%	42.4%	25.9%	13.9%	47.0%	48.1%	46.4%	38.4%	46.0%	37.8%	53.1%	46.7%	31.9%	54.1%	36.5%
	No	52.9% ¹	62.7%	42.3%	66.5%	41.9%	48.4%	55.2%	61.3%	56.7%	53.6%	73.1%	76.1%	50.0%	49.0%	48.5%	60.5%	53.0%	45.4%	49.3%	53.1%	70.4%	62.0%	
	Not sure	4.1% ²	3.2%	4.8%	2.7%	2.9%	7.4%	3.1%	3.0%	3.8%	4.0%	0.0% ²	11.8%	2.7%	2.9%	1.1%	1.0%	3.7%	1.6%	4.0%	0.0% ²	5.5%	3.0%	
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Sample Size	430	171	252	87	178	188	88	181	186	314	29	28	82	118	127	93	87	102	43	303	14	88	116

	All Madison County	Gender		Age Groups			Education Level			Are you a parent/guardian of a child under the age of 21?				Political Beliefs			Which of the following best describes your current use of marijuana – recreational, medical, both, neither?							
	Participants	Male	Female	18-44	45-64	65+	HSD	Some College	4+ Year Degree	No children Under Age 21	Parent of children Age 18-20, not in school	Parent of children Age 18-20, in school	Parent of children Under Age 18	Conservative	Middle of the Road	Liberal	Use Medical Marijuana	Use Recreational Marijuana	Use Both Rec and Med Marijuana	Do Not Use Marijuana At All	Use Only Medical Marijuana	Use Only Recreational Marijuana	Use Marijuana (Rec or Med or Both)	
Have you ever used any of the services provided by BRIDGES?	Yes	7.2% ¹	4.9%	9.8%	2.1%	14.8%	6.1%	8.5%	5.5%	7.7%	7.7%	3.2%	5.9%	5.1%	13.0%	8.3%	4.3%	9.2%	5.4%	3.7%	6.7%	23.4%	6.8%	6.1%
	No	87.2% ¹	91.8%	83.5%	94.6%	79.0%	89.0%	88.0%	88.0%	82.0%	87.4%	94.8%	91.2%	87.1%	81.2%	88.7%	93.2%	87.8%	91.5%	91.3%	87.2%	79.6%	81.9%	89.0%
	Not sure	5.6% ²	3.9%	6.8%	3.3%	6.1%	5.9%	2.4%	5.5%	10.3%	4.8%	0.0% ²	2.9%	8.8%	8.7%	2.4%	3.0%	2.7%	4.4%	6.1%	0.0% ²	1.2%	2.2%	
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Sample Size	428	170	251	87	178	182	88	181	185	312	29	28	83	119	126	82	86	102	43	302	13	89	118

	All Madison County	Gender		Age Groups			Education Level			Are you a parent/guardian of a child under the age of 21?				Political Beliefs			Which of the following best describes your current use of marijuana – recreational, medical, both, neither?							
	Participants	Male	Female	18-44	45-64	65+	HSD	Some College	4+ Year Degree	No children Under Age 21	Parent of children Age 18-20, not in school	Parent of children Age 18-20, in school	Parent of children Under Age 18	Conservative	Middle of the Road	Liberal	Use Medical Marijuana	Use Recreational Marijuana	Use Both Rec and Med Marijuana	Do Not Use Marijuana At All	Use Only Medical Marijuana	Use Only Recreational Marijuana	Use Marijuana (Rec or Med or Both)	
What do you understand is the legal age for recreational marijuana use?	18+	20.6% ¹	16.8%	24.7%	25.4%	20.6%	13.2%	20.1%	22.7%	17.7%	18.4%	22.1%	38.0%	27.3%	31.2%	24.1%	16.9%	23.4%	12.8%	12.6%	21.7%	44.7%	12.8%	18.0%
	19+	0.7% ¹	0.0% ²	1.4%	0.8%	0.8%	0.8%	0.8%	0.8%	0.4%	1.1%	0.0% ²	0.0% ²	0.2%	0.0% ²	0.0% ²	1.8%	1.8%	2.3%	0.2%	0.0% ²	2.2%	1.9%	
	20+	0.6% ¹	1.2%	0.0% ²	0.0%	0.0% ²	0.0%	0.0%	1.1%	0.0% ²	0.2%	0.0% ²	1.9%	0.0% ²	1.1%	1.2%	0.0% ²	2.3%	0.0% ²	0.0% ²	0.0% ²	4.4%	1.9%	
	21+	50.5% ¹	62.2%	49.2%	56.2%	52.8%	38.2%	59.1%	51.2%	50.9%	49.2%	96.5%	51.4%	48.2%	40.0%	52.8%	66.2%	62.9%	64.8%	72.1%	46.5%	43.6%	56.9%	
	22+	0.7% ¹	0.4%	0.0%	0.0% ²	0.9%	1.3%	0.3%	0.4%	0.7%	0.8%	0.0% ²	0.0% ²	0.0% ²	0.0% ²	0.0% ²	1.2%	0.2%	0.0% ²	0.9%	3.7%	0.4%	0.9%	
	Not sure	26.9% ²	29.2%	23.8%	18.8%	28.8%	48.8%	23.2%	22.8%	30.1%	29.5%	18.4%	7.8%	21.7%	38.8%	21.8%	17.4%	11.4%	17.8%	13.1%	31.1%	5.0%	21.8%	
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Sample Size	430	171	252	87	178	188	88	181	186	314	29	28	83	118	127	93	87	102	43	303	14	88	116

	All Madison County	Gender		Age Groups			Education Level			Are you a parent/guardian of a child under the age of 21?				Political Beliefs			Which of the following best describes your current use of marijuana – recreational, medical, both, neither?							
	Participants	Male	Female	18-44	45-64	65+	HSD	Some College	4+ Year Degree	No children Under Age 21	Parent of children Age 18-20, not in school	Parent of children Age 18-20, in school	Parent of children Under Age 18	Conservative	Middle of the Road	Liberal	Use Medical Marijuana	Use Recreational Marijuana	Use Both Rec and Med Marijuana	Do Not Use Marijuana At All	Use Only Medical Marijuana	Use Only Recreational Marijuana	Use Marijuana (Rec or Med or Both)	
Marijuana can cause negative physical health outcomes.	True	61.5% ¹	66.0%	68.1%	66.7%	61.0%	73.0%	61.2%	66.0%	77.8%	62.7%	74.2%	73.8%	58.9%	60.7%	62.9%	60.0%	44.2%	33.4%	25.7%	72.2%	73.0%	36.5%	
	False	23.8% ¹	28.0%	28.8%	23.8%	23.4%	12.0%	23.0%	26.0%	14.7%	22.2%	25.8%	18.7%	27.4%	35.4%	23.8%	34.7%	48.8%	55.0%	58.8%	11.4%	27.9%	58.5%	
	Not sure	14.7% ²	16.0%	12.8%	10.3%	16.2%	17.9%	16.8%	16.1%	7.7%	15.1%	9.0% ²	8.4%	13.7%	12.7%	13.7%	5.3%	7.0%	11.6%	16.3%	0.0% ²	12.6%	3.4%	
	Total	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
	Sample Size	429	178	252	87	178	184	88	189	186	313	29	28	82	117	127	93	87	102	43	302	14	89	116

Pause:

Sorry for all of that, using only one survey question, however, it hopefully illustrated big data, data mining ... the incredibly large set of information you now possess ... “framing” ...!

*Now, off we go ...
for a Topline Look ...
(only 8 of them!)*

Topline Details:

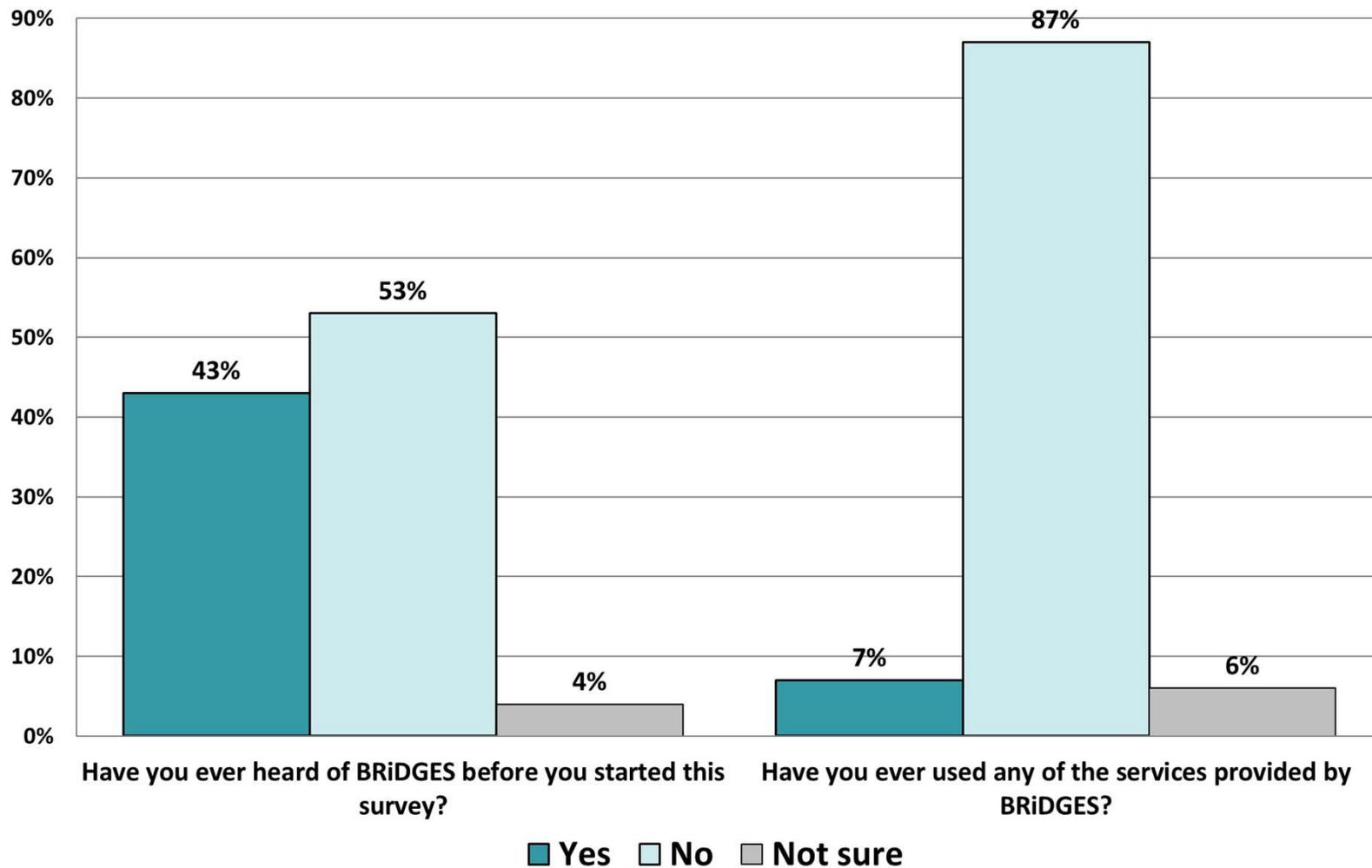
1. Familiarity with

BRiDGES

Finding #1 -

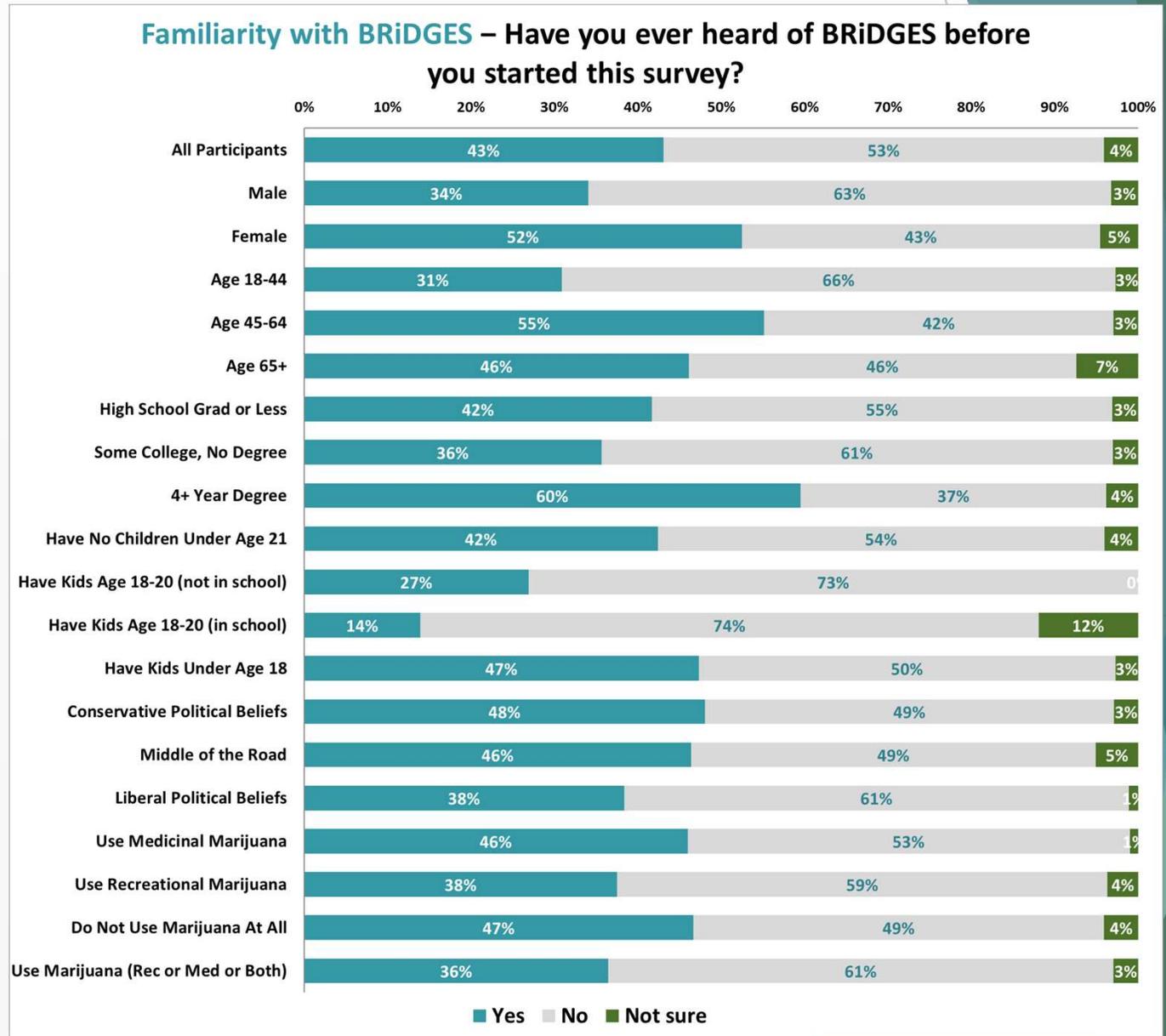
Familiarity with BRiDGES

Figure 1 – Familiarity with BRiDGES



Finding #1 -

Familiarity with BRiDGES



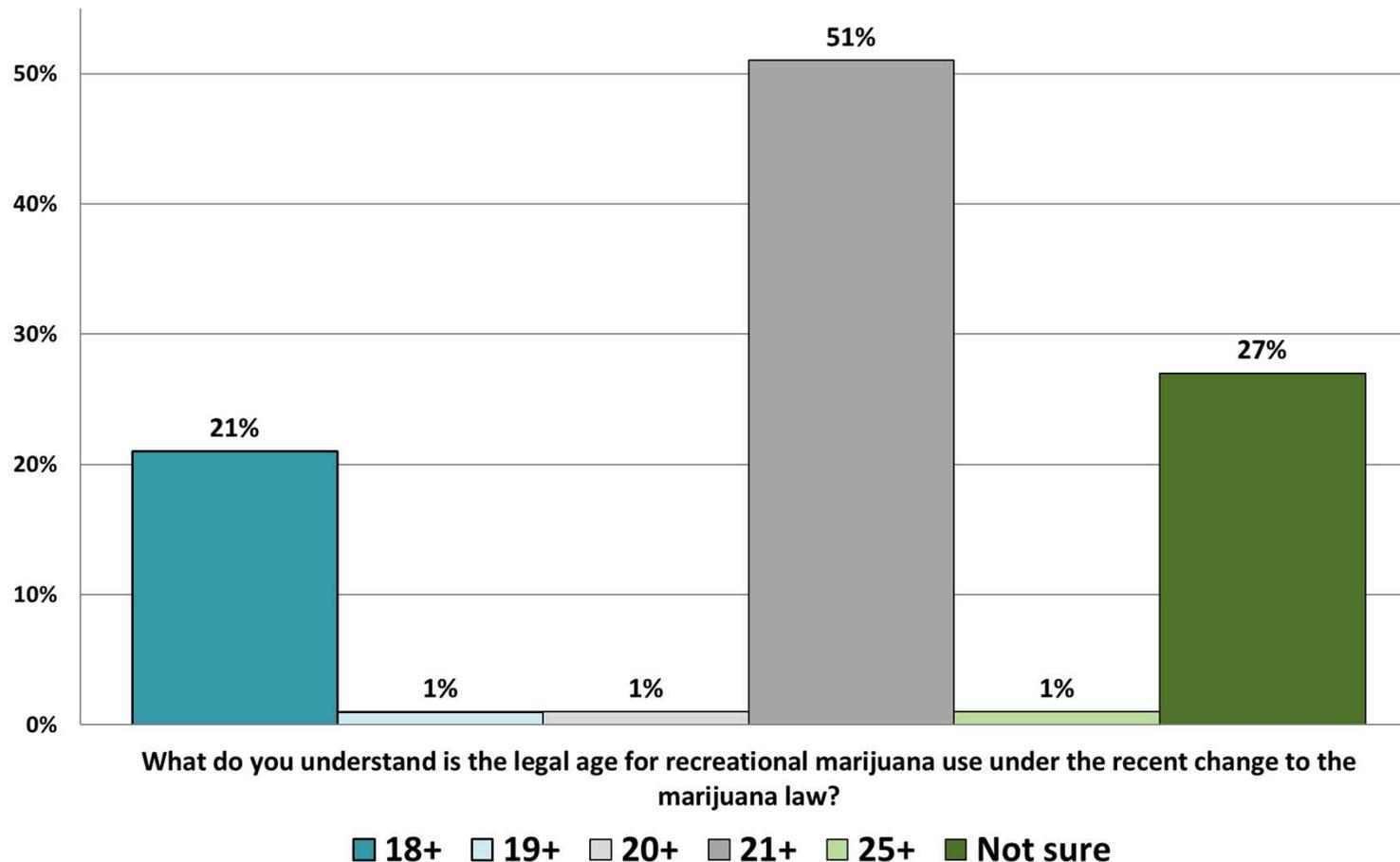
Topline Details:

2. Familiarity with the New Legalized Recreational Marijuana Law in New York State

Finding #2 –

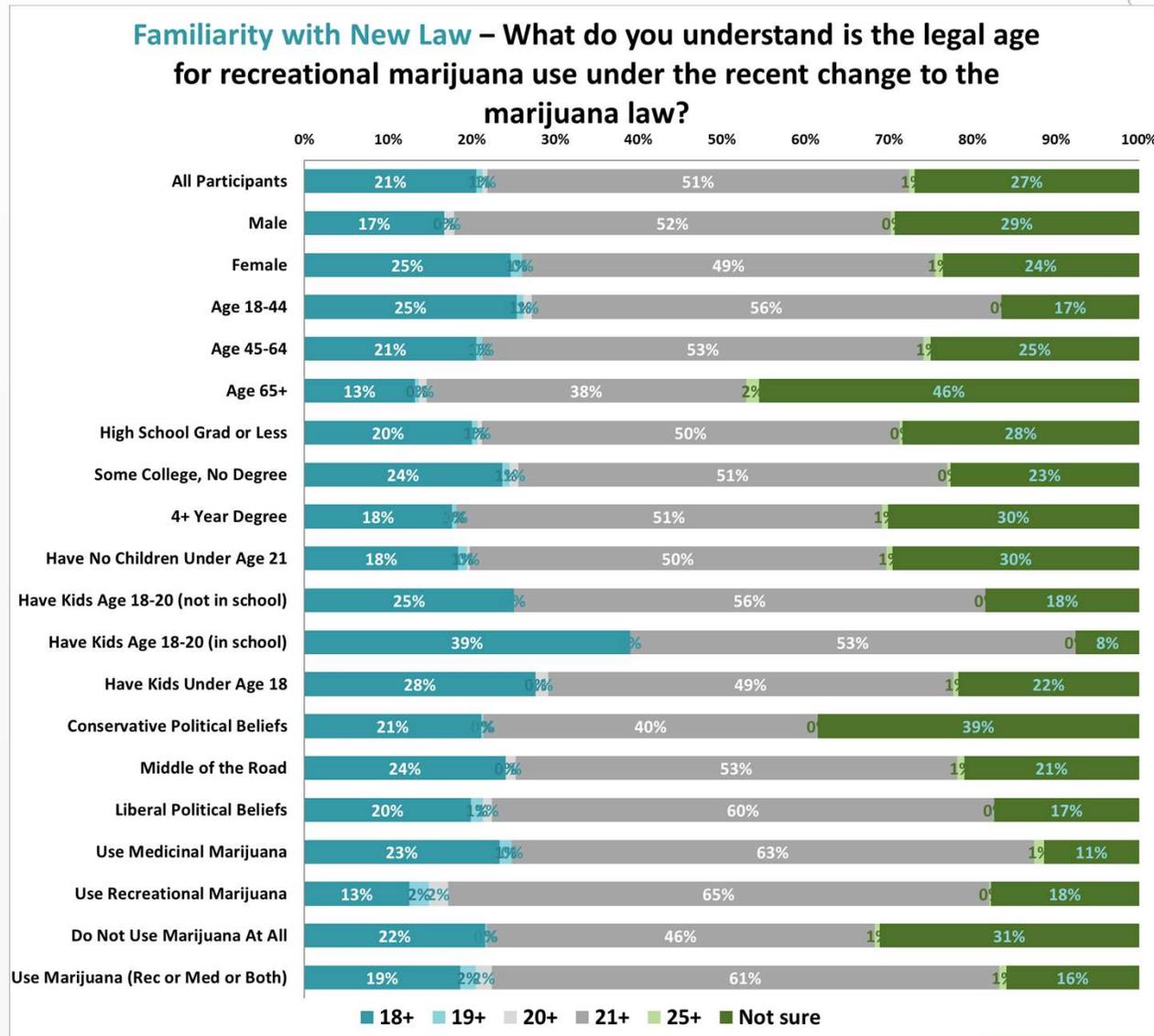
Familiarity with the New Legalized Recreational Marijuana Law in New York State

Figure 2 – Familiarity with the New Legalized Recreational Marijuana Law in New York State



Finding #2 –

Familiarity with the New Legalized Recreational Marijuana Law in New York State



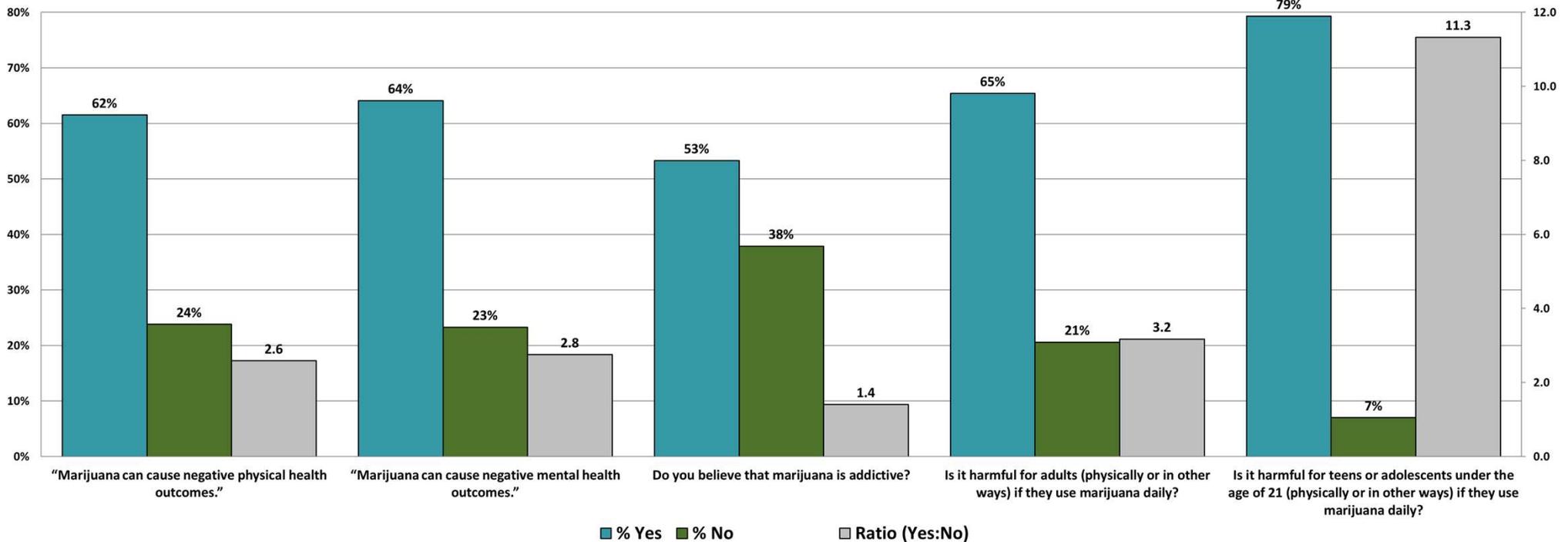
Topline Details:

3. Perceived Health Outcome of Use of Recreational Marijuana

Finding #3 –

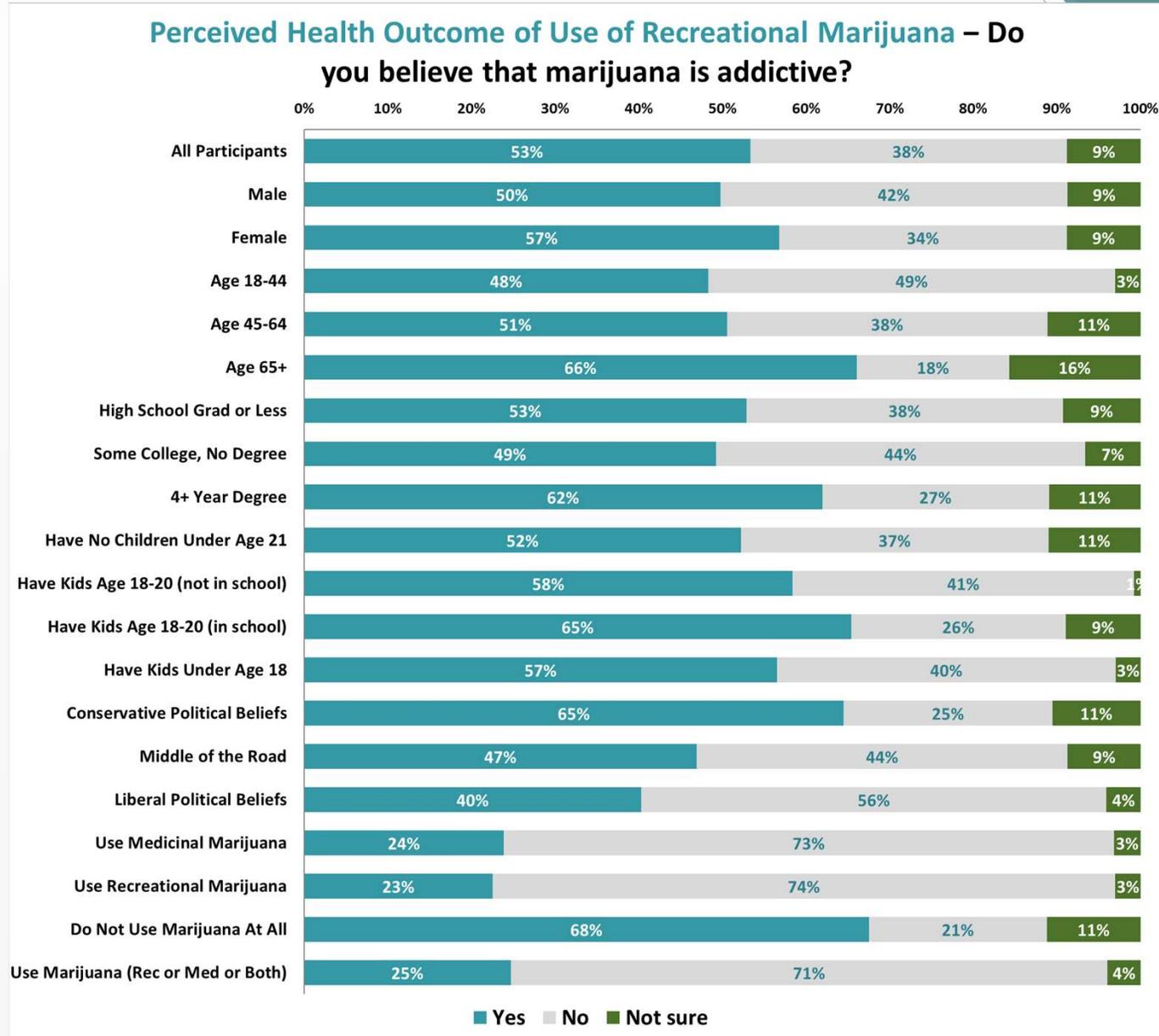
Perceived Health Outcome of Use of Recreational Marijuana

Figure 3 – Perceived Health Outcome of Use of Recreational Marijuana



Finding #3 –

Perceived Health Outcome of Use of Recreational Marijuana



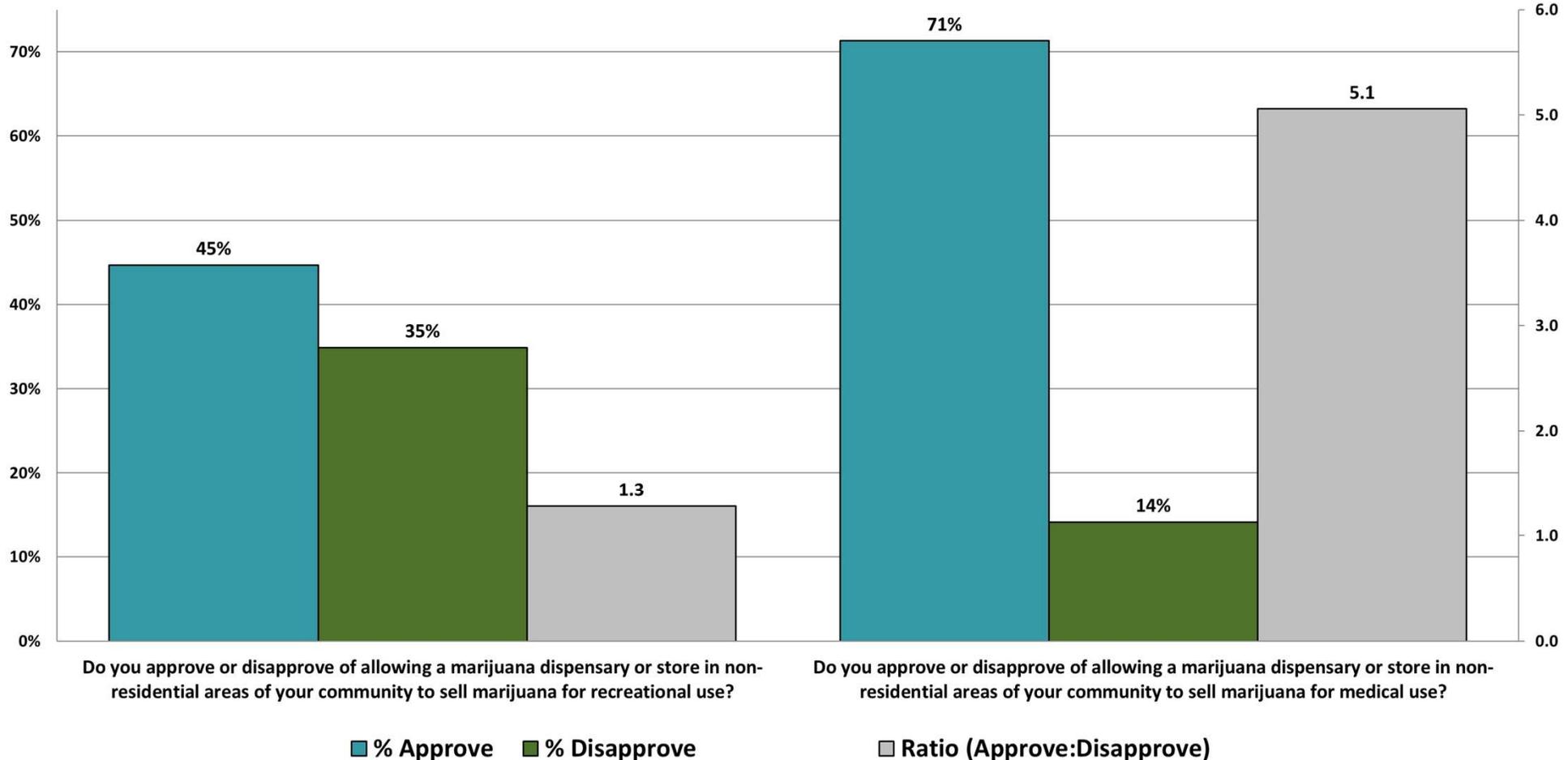
Topline Details:

4. Allowing Marijuana Dispensaries in One's Community

Finding #4 -

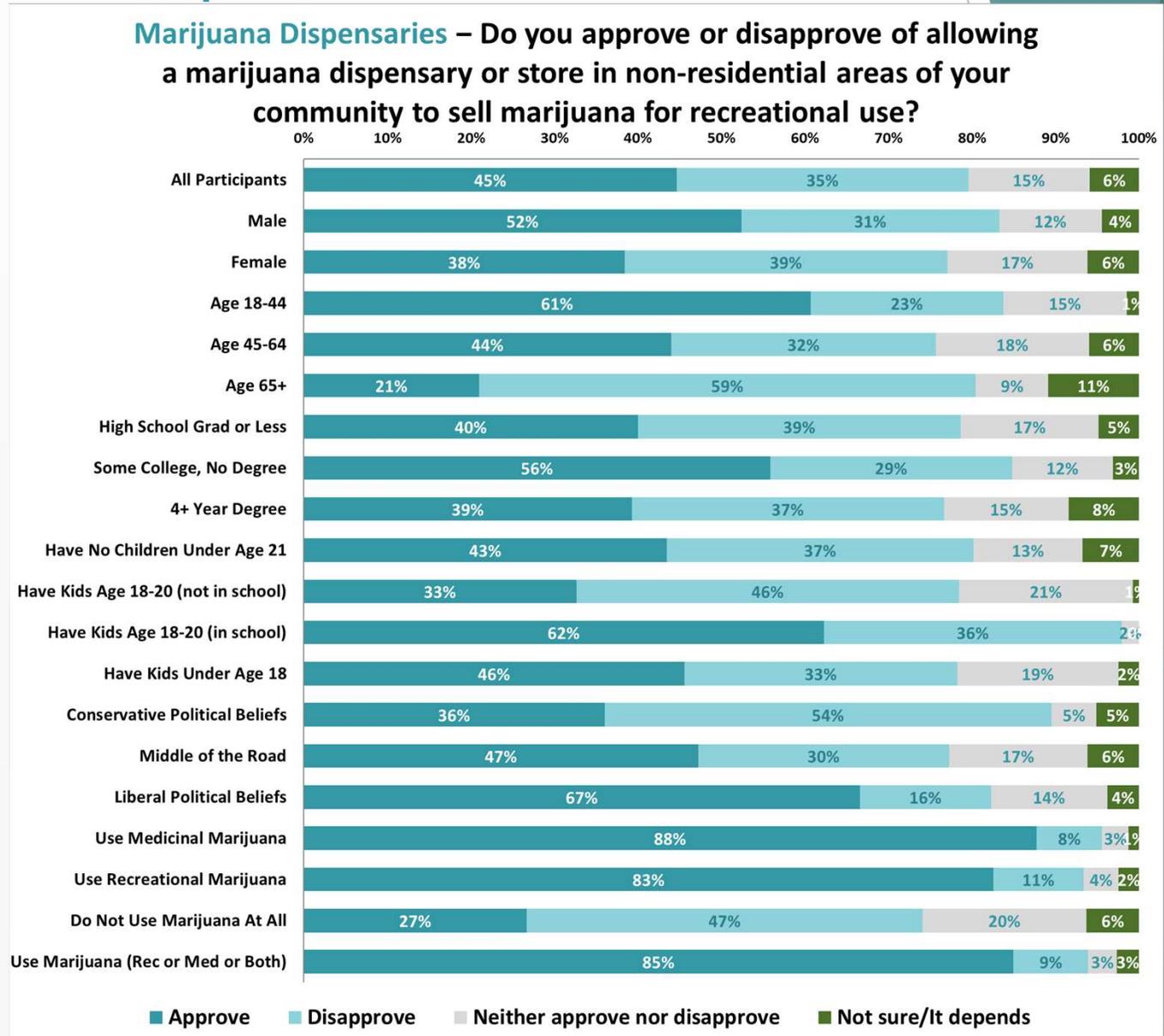
Allowing Marijuana Dispensaries in One's Community

Figure 4 – Allowing Marijuana Dispensaries in One's Community



Finding #4 –

Allowing Marijuana Dispensaries in One's Community



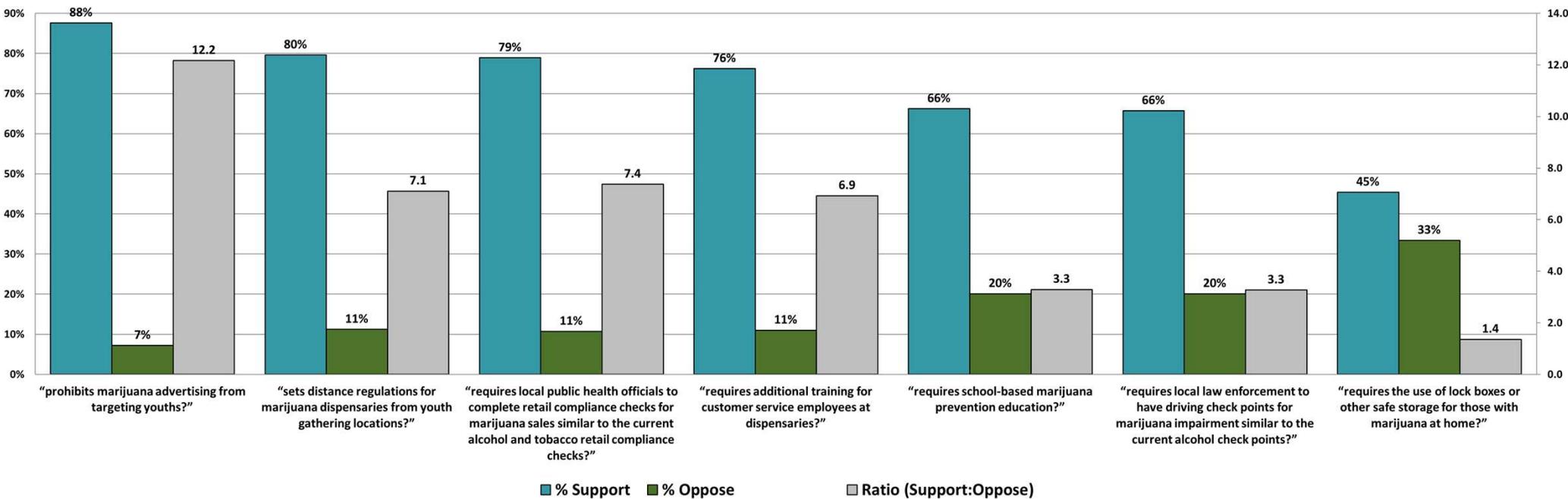
Topline Details:

5. Potential Policies Regarding Marijuana Sales and Use

Finding #5 –

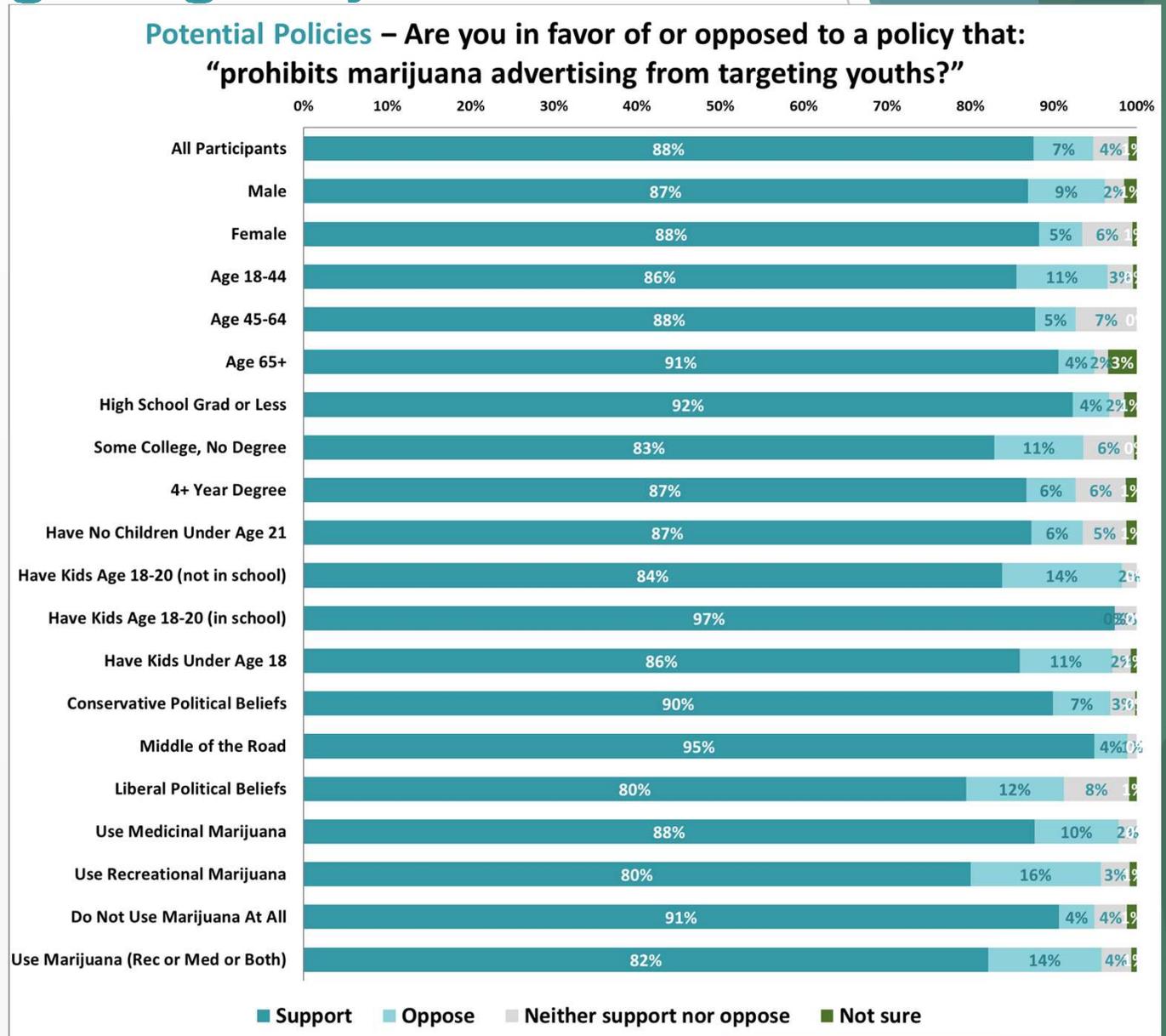
Potential Policies Regarding Marijuana Sales and Use

Figure 5 – Potential Policies Regarding Marijuana Sales and Use – Are you in favor of or opposed to a policy that...



Finding #5 –

Potential Policies Regarding Marijuana Sales and Use – Ubiquitous!



Topline Details:

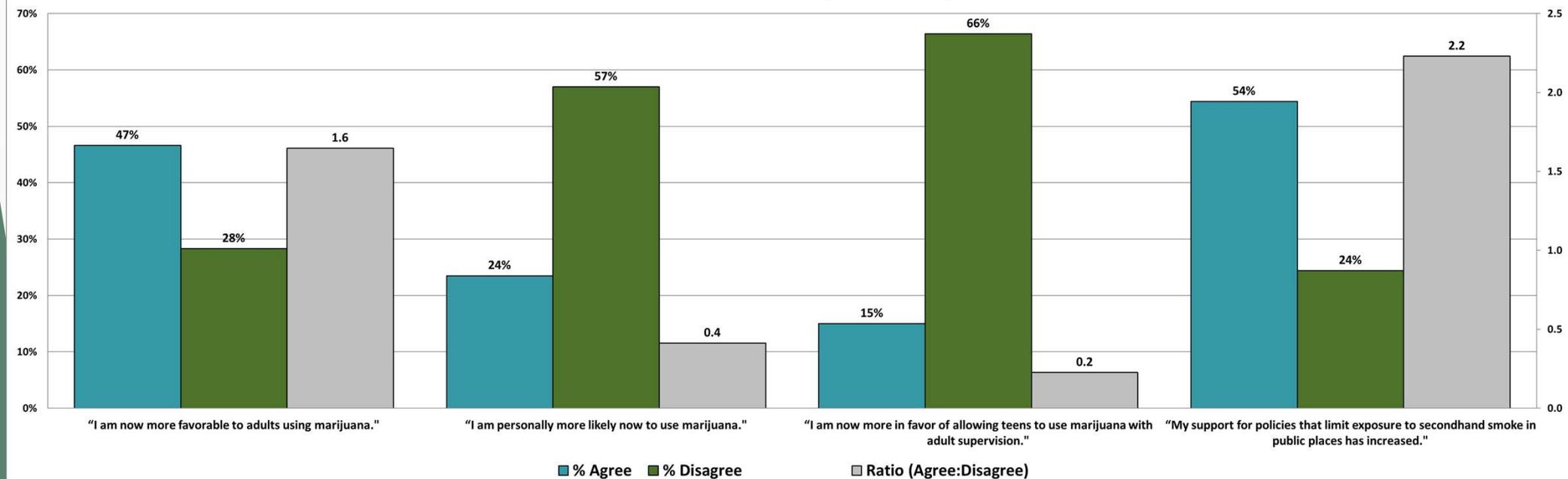
6. Recent New Law

Legalizing Recreational
Marijuana Use – Impact
Upon One's Opinions

Finding #6 –

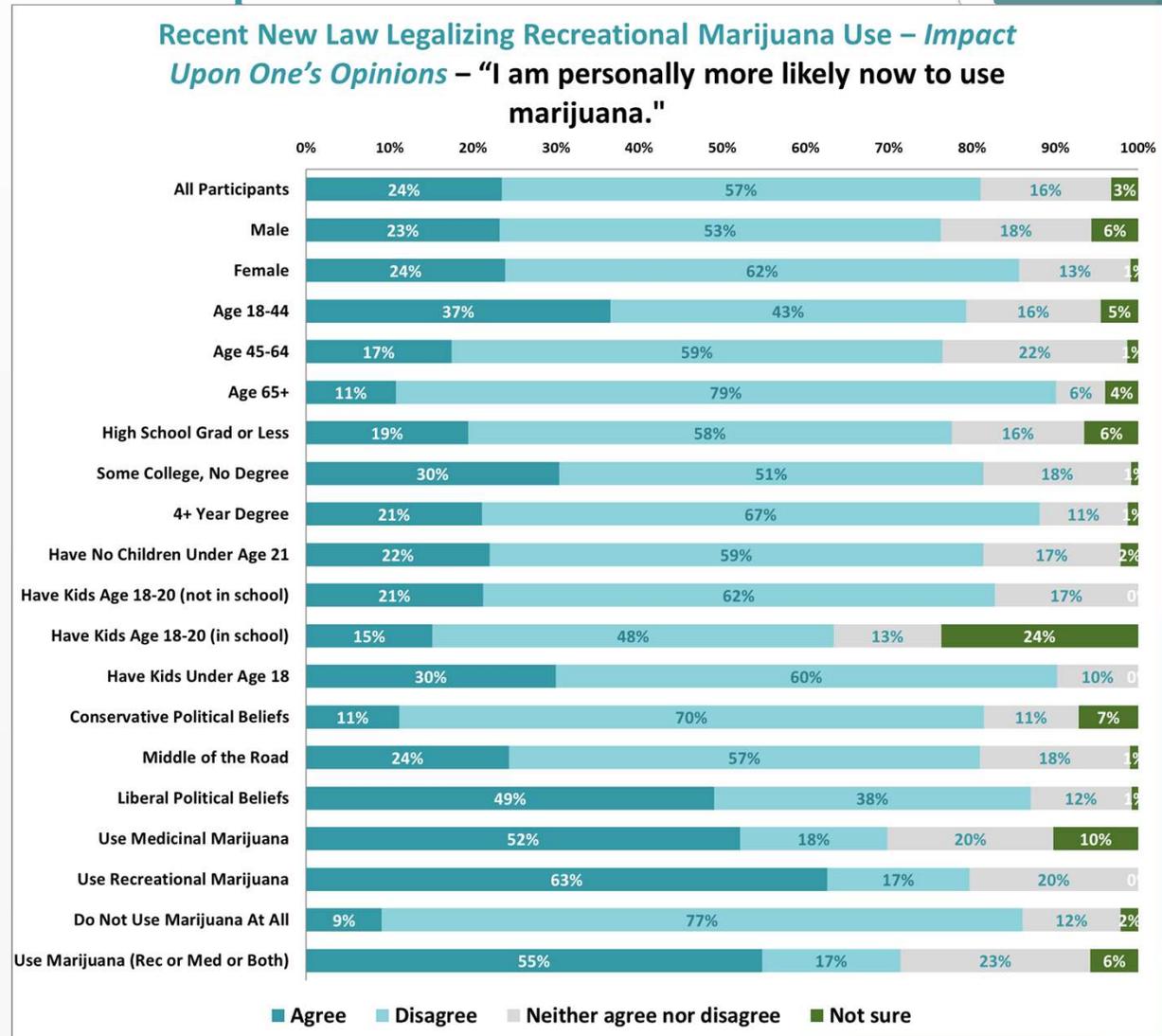
Recent New Law Legalizing Recreational Marijuana Use – Impact Upon One’s Opinions

Figure 6 – Recent New Law Legalizing Recreational Marijuana Use – Impact Upon One’s Opinions – As a result of the recent change in the marijuana law do you agree or disagree that ...



Finding #6 –

Recent New Law Legalizing Recreational Marijuana Use – Impact Upon One’s Opinions



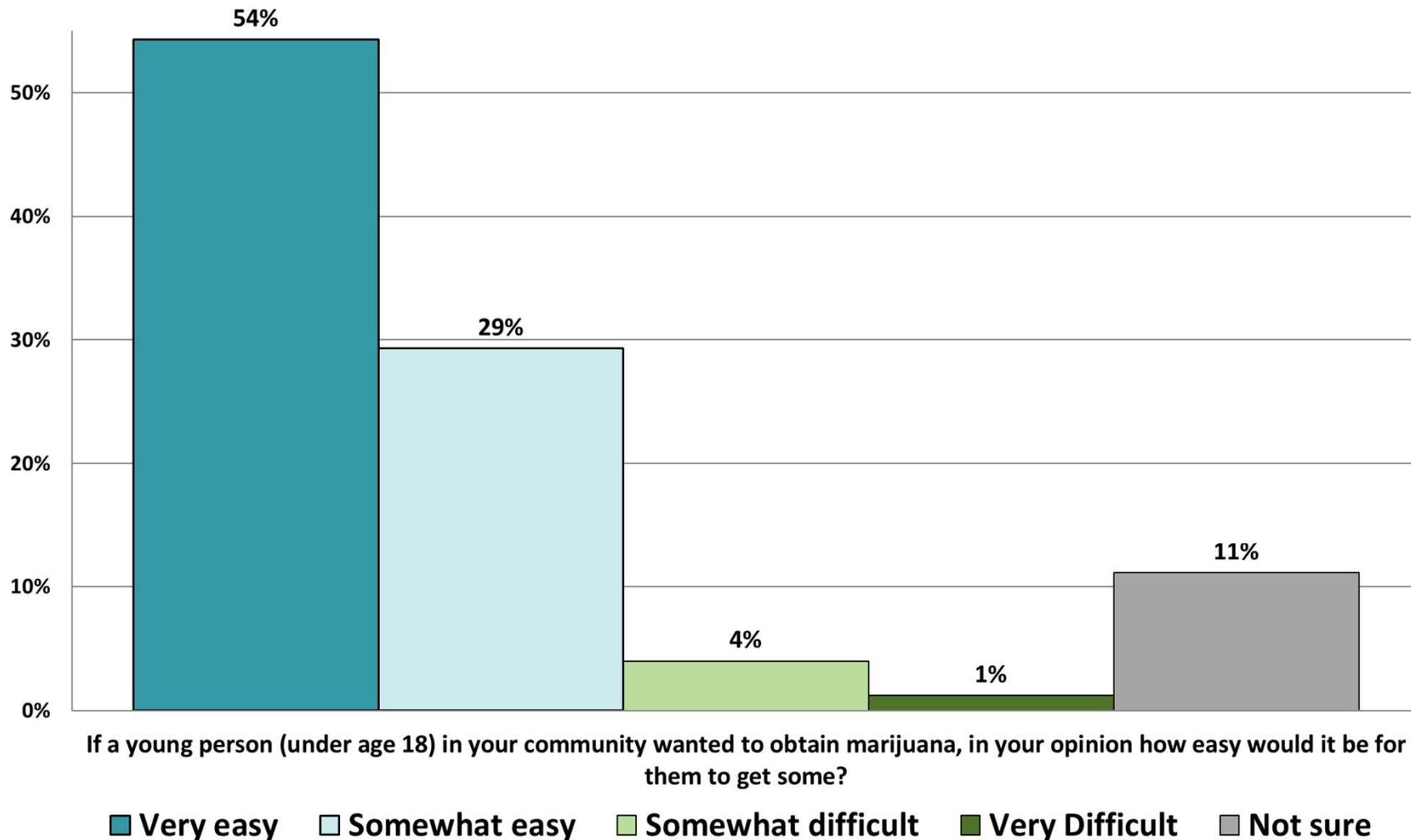
Topline Details:

7. Perceptions of Ease of Local Access to Marijuana

Finding #7 –

Perceptions of Ease of Local Access to Marijuana

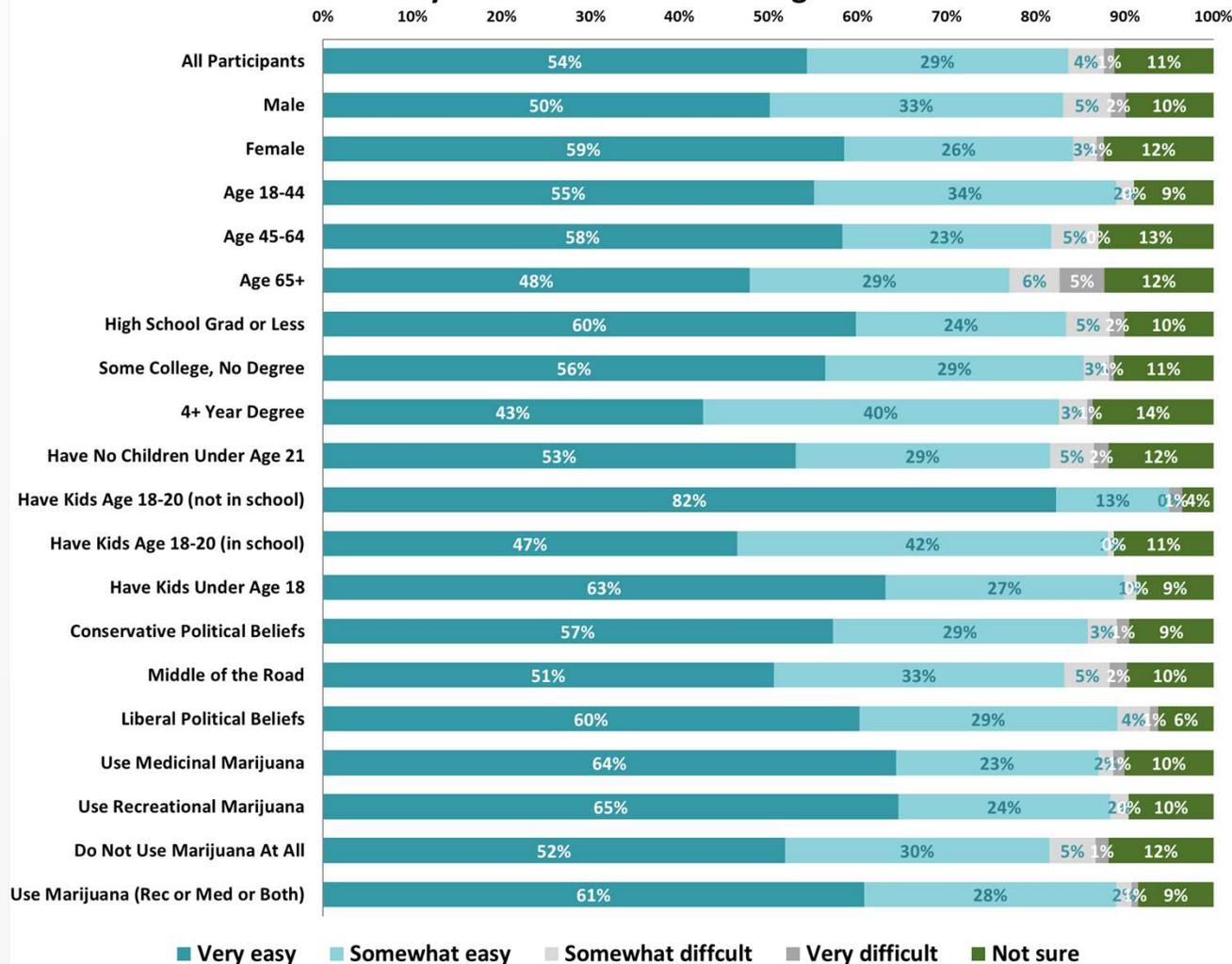
Figure 7 – Perceptions of Ease of Local Access to Marijuana



Finding #7 –

Perceptions of Ease of Local Access to Marijuana

Ease of Local Access to Marijuana – If a young person (under age 18) in your community wanted to obtain marijuana, in your opinion how easy would it be for them to get some?



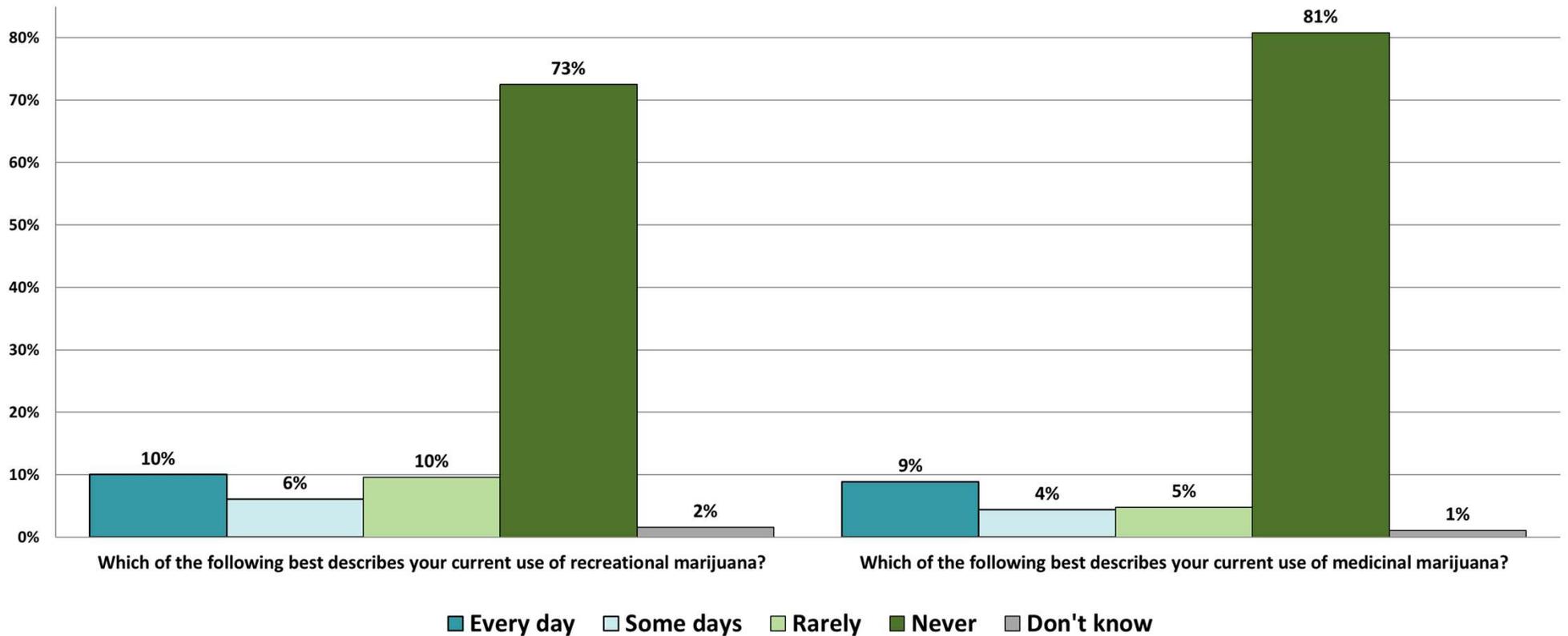
Topline Details:

8. Current Prevalence of Individuals' Marijuana Use

Finding #8 –

Current Prevalence of Individuals' Marijuana Use

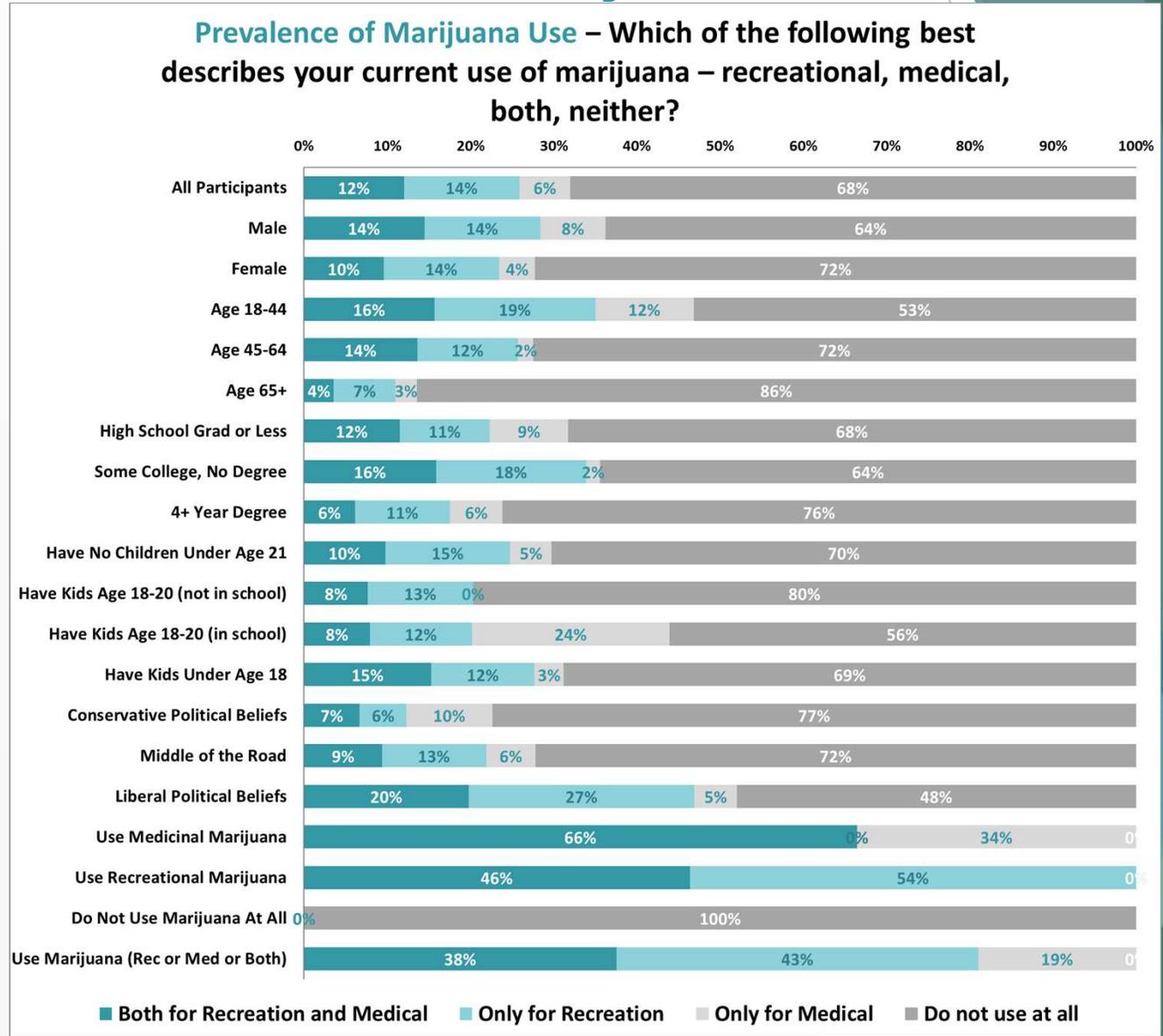
Figure 8 – Frequency of Adult Residents' Marijuana Use – Recreational? Medicinal?



Finding #8 –

Current Prevalence of Individuals' Marijuana Use

At Least Rarely



Today's Take-Aways:

1. 2022 Madison County Legalized Marijuana Community Survey – *Summary of Results*
2. “Framing” Statistics
3. You have incredible amounts of rich data
4. What will be future trends?
5. How can some of the results be placed into action now?

Thanks for welcoming me.

joel@joellaloneconsulting.com