

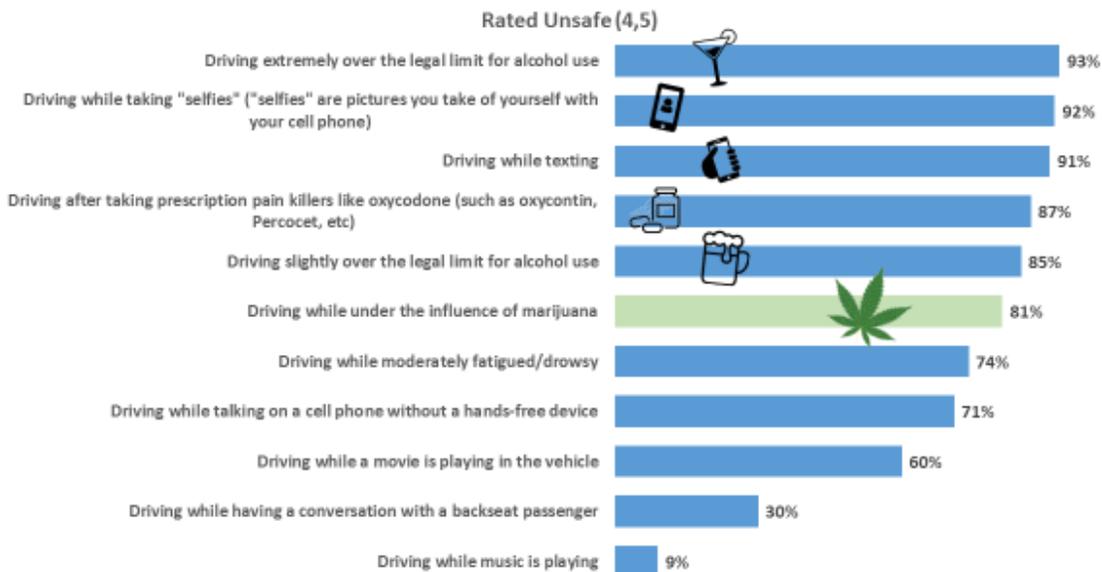
Ipsos: Eight in Ten Rate Driving and Smoking Marijuana as being Extremely Unsafe

However, Driving while Texting and Driving While Taking “Selfies” Seen as Significantly More Dangerous

Marijuana has long been a topic of debate and controversy in America, and despite the decriminalization and legalization of marijuana use in some states, many Americans continue to uphold certain views and attitudes as to the perceived dangers of marijuana use. However, when it comes to creating unsafe driving conditions, Americans see many poor decisions can lead to unsafe driving, recognizing the danger posed by not only marijuana, but also cell phones, alcohol, and prescription medications when used behind the wheel.

Ipsos tested several concepts on a scale of 1 (completely safe) to 5 (extremely unsafe) in order to measure how Americans rate certain behaviors when it comes to driving. Looking specifically at driving while under the influence of marijuana, 81% of respondents rate this behavior as being extremely unsafe (rated 4, 5) - although this is especially true among women (82% vs. 79%, men), older respondents (89%, 55+ vs. 73%, 18-34), the more affluent (83% vs. 77%, less than \$50,000), and those with a college degree (84% vs. 78%, no college degree).

Furthermore, respondents who report having never used marijuana (89%) are also significantly more likely to rate this behavior as unsafe compared to those who report having used marijuana at least once in their life (71%).



Being under the influence of alcohol is ranked as being more dangerous than driving under the influence of marijuana, regardless of whether a person is deemed *extremely* over the legal limit for alcohol use (93%) or *slightly* over the legal limit (85%). Driving after taking prescription pain killers like oxycodone (such as OxyContin, Percocets, etc.) falls in-line with America attitudes towards drinking and driving, with 87% of respondents rating this behavior as unsafe.

The presence of technology in vehicles today also makes for unsafe behavior, with more than nine in ten Americans classifying taking a selfie while driving (92%) or texting while driving (91%) as being unsafe. Another seven in ten (71%) further rate talking on a cell phone without a hands-free device as being unsafe while driving.

These are findings from an Ipsos poll conducted November 23rd – 24th. For the survey, a sample of 1,005 U.S. adults (ages 18 and over) was interviewed online in English.

The sample for this study was randomly drawn from Ipsos's 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 sample. The source of these population targets is U.S. Census 2014 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics.

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. In this case, the poll has a credibility interval of plus or minus 3.5 percentage points for all respondents (see link below for more info on Ipsos online polling "Credibility Intervals"). 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).

For more information about Ipsos online polling methodology, please go here <http://goo.gl/yJBkuf>

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