



# *Cannabis Consumers Campaign*

*Come out of the closet and stand up for your equal rights*

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My Fellow Cannabis Consumers,

Are you fed up with hiding your cannabis use? Are you tired of being treated like a second-class citizen, denied the same rights in society that our alcohol and tobacco-consuming peers enjoy? Wouldn't you like to be open about your marijuana use and be accepted for it — or at least to not be punished for using it in an adult, responsible manner?

Marijuana prohibition is built on the presumption that “potheads” are a detriment to society, along with other negative stereotypes: that they lack a moral base, don't achieve their potentials, are stupid, couch potatoes, losers, etc. We all know this is wrong, and we deserve better. The objective of the **Cannabis Consumers Campaign** is to provide to the general public, the media, and our political leaders a more positive and accurate image of people who use cannabis (marijuana, herb, pot, grass, reefer, weed, ganja, etc.). The following survey is intended to help clarify who cannabis consumers are and what they are like. Our goal of this public education and public relations campaign is to bring about positive changes in marijuana policy that expand our rights and freedoms as cannabis consumers.

The criminalization, persecution, discrimination and unequal treatment before the law of cannabis consumers all feed on myths, stereotypes, and a fear of the unknown. This will continue as long as prohibitionists can perpetuate their lies and bigotry about us without challenge. That's why **an important part of our campaign is to help people “come out of the closet.”** Like the gay rights movement, we must show that we are good citizens who deserve to be treated equally. We believe that when the public learns that many of their friends, family members, co-workers, and role models — people who are responsible, successful, contributing members of society — also consume cannabis at times, prejudice will be dispelled and the basis for prohibition will collapse, along with its severe consequences. We understand that “coming out” takes courage and is not without-risk, but we hold that to do so is essential to better our situation.

That's why **your participation in this project is so important**. Please take a few minutes to fill in as much of this survey as possible. Make copies and pass them on to others, and encourage your friends to do the same. The culmination of this campaign will be a well-placed ad with substantial media attention that features 100 prominent celebrities coming out together. We already have a commitment to fund this portion, and several celebrities are willing to take part in this ad. We need your help to get more. But, first, we need to build a base of lesser-known but successful individuals to lead the way. The more people come out, the better.

Information from this survey may be used on our upcoming Cannabis Consumers Campaign website (**[www.cannabisconsumers.org](http://www.cannabisconsumers.org)**), in public education materials (photo display, booklet, literature), and for media purposes. With the help of your personal story and photo, we can shift the image of cannabis consumers from negative to positive and more quickly gain policy reforms to attain social status and acceptance equal to our alcohol- and tobacco-consuming peers.

We will present this information in as discrete and honorable a manner as possible. We respect your privacy and will not share your personal contact information without prior permission. Please contact me with any questions or concerns, or with leads of other prominent people who might like to participate in the "coming out" ad. Periodically, visit our web site to check on the progress of this campaign.

Remember to send us a flattering photo or two of yourself and **sign the "release" at the end of the form**, to give us permission to use your information. We will not "out" people without permission. Together we can make a difference! Thank you.

— Mikki Norris, Director  
Cannabis Consumers Campaign



# *Cannabis Consumers Campaign Survey Form*

Please complete as much of this survey as possible, and leave blank the items that you don't care to or do not apply. Check as many boxes as apply. Feel free to elaborate, adding more pages as needed (refer to questions by number). Remember to sign and date the release at the end of the form. Thank you.

- 1) Name \_\_\_\_\_
- 2) Date of birth \_\_\_\_\_ Place of birth \_\_\_\_\_
- 3) Marital Status: ☐ Single ☐ Married ☐ Divorced ☐ Cohabiting
- 4) Do you have any children? ☐ Yes ☐ No. How many? \_\_\_\_\_
- 5) Ages? \_\_\_\_\_
- 6) Your level of education: ☐ High school ☐ Some college ☐ College graduate ☐ Post graduate. Degrees: \_\_\_\_\_ Major \_\_\_\_\_  
\_\_\_\_\_
- 7) Credentials, certifications or licenses \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 8) Occupation / vocation / special skills: \_\_\_\_\_  
\_\_\_\_\_
- 9) How do you make a living? \_\_\_\_\_  
\_\_\_\_\_
- 10) Job Title: \_\_\_\_\_
- 11) Do you make hiring or purchasing decisions for your company? ☐ Yes ☐ No.
- 12) Household Income bracket ☐ Up to \$15,000 ☐ \$15-30,000 ☐ \$30- 50,000  
☐ \$50-100,000 ☐ \$100,000+ ☐ \$500,000+ ☐ Over \$1,000,000
- 13) What are your interests? E.g., Sports, music, politics, sciences, hobbies, social or cultural activities. What do you do for fun? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 14) What is your ethnic /cultural/ religious affiliation? \_\_\_\_\_  
\_\_\_\_\_
- 15) Do you give to charities? ☐ Yes ☐ No. What type? \_\_\_\_\_  
\_\_\_\_\_

- 16) Political interests? \_\_\_\_\_  
Political affiliation? \_\_\_\_\_  
Do you vote regularly ☐ Yes ☐ No. Are you active in your party? ☐ Yes ☐ No.
- 17) Have you received any awards or honors? ☐ Yes ☐ No.  
Examples: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 18) Do you participate in community events or organizations? ☐ Yes ☐ No. Do you volunteer? ☐ Yes ☐ No. Example \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 19) What word for "cannabis" do you most prefer? \_\_\_\_\_
- 20) Would you rather have it said that you: ☐ Have used cannabis or ☐ Do use cannabis?
- 21) How old were you when you first used cannabis? \_\_\_\_\_
- 22) How long have you used it or what year did you start? \_\_\_\_\_
- 23) How frequently do you consume cannabis? ☐ Once in a while ☐ Once a month  
☐ A few times a month ☐ On weekends ☐ Several times a week ☐ Daily  
☐ Throughout the day ☐ Other: \_\_\_\_\_
- 24) Do you prefer to consume it ☐ Alone and/or ☐ With others  
Describe your patterns \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 25) Please describe your personal uses/benefits from cannabis: ☐ Stimulation  
☐ Artistic inspiration ☐ Medicinal ☐ Creative enhancement or inspiration,  
☐ Relaxation ☐ Sensory enhancement, e.g. sex, eating, music appreciation,  
☐ Spiritual ☐ Stress reduction ☐ Anger management ☐ other: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- 26) How do you consume it? ☐ Smoke ☐ Vaporize ☐ Tincture ☐ Merry pills ☐ Hash  
☐ Eat ☐ Other \_\_\_\_\_  
\_\_\_\_\_

27) How has cannabis impacted your health: ☐ Positively ☐ Negatively.

Explain: \_\_\_\_\_  
\_\_\_\_\_

28) Have you used cannabis medically? ☐ Yes ☐ No. For what symptom or condition?

29) How has cannabis enhanced your life? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

30) Has cannabis had any negative effects on your life? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

31) What effects has marijuana prohibition had on you or your family? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

32) Have you turned down a job opportunity due to a drug test? ☐ Yes ☐ No.

33) Have you been discriminated against for your cannabis use? If so, how \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

34) Has cannabis affected your views on life? ☐ Yes ☐ No. How so? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

35) On the government? How so? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

36) Does your family know about your cannabis use? ☐ Yes ☐ No.

37) How do you handle your use within your family/home? How has it affected your relationship with your kids (if any)? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

38) How out of the closet are you? ☐ Friends ☐ Co-workers ☐ Peers ☐ Completely

39) Which high profile people have you smoked pot with? \_\_\_\_\_

\_\_\_\_\_  
\_\_\_\_\_

40) Will you refer them to join the **Cannabis Consumers Campaign**? ☐ Yes ☐ No.

41) Do you have any non-using friends / relatives who think cannabis should be legal for adult use? ☐ Yes ☐ No. Will you refer them to our sister group, **Friends and Families of Cannabis Consumers** ([www.equalrights4all.org](http://www.equalrights4all.org))? ☐ Yes ☐ No.

42) Are you active in the current cannabis reform movement? ☐ Yes ☐ No.

43) Are you interested in becoming more active? ☐ Yes ☐ No.

44) Do you have concerns about coming out as a cannabis consumer? ☐ Yes ☐ No.

45) What are those concerns? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

46) Additional comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

**Photo:** Please send a flattering photo or two of yourself, alone and/or with friends or family. A photo showing you in your element would also be helpful. For example, if you are a computer programmer, a photo of yourself with your computer would be appropriate. We can process electronic files or hard copies.

**Release of liability:** I hereby release Mikki Norris, Cannabis Consumers Campaign, Pot Pride, and sponsoring organizations from any liability whatsoever from any cause and for any reason, in connection with release, dissemination, and publication of statements and information that I have provided about myself. All information is correct and true, to the best of my knowledge.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Phone number: \_\_\_\_\_ Email address: \_\_\_\_\_

**Please send completed forms and photos to:**

**Mikki Norris / CCC**

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**El Cerrito, CA 94530**

**Tel/fax: 510-215-8326**

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