coverage and popular culture to garner a sufficient public awareness to the issue. It is an issue that the public seems to take an active interest in (Kraft and Furlong 185).

Efficiency of a proposal depends upon a cost-benefit analysis of the program implemented, which is measured by the extent to which the policy objectives have been met. Not only does the efficiency of Colorado's policy need to be taken into consideration, but also the efficiency of the current federal policy for adequate comparison (Kraft and Furlong 185).

Political feasibility is the extent to which elected officials will accept and support the policy proposal. This can take into account a wide range of political and social conditions from the federal level to the state level. In addition, the ability of administrative agencies to implement the policy may be a significant factor in whether a policy is politically feasible (Kraft and Furlong 185).

Assessment of the Policy Alternative

Looking at how socially acceptable Colorado's marijuana policy is, it is easy to determine that not only do the people of Colorado favor the legalization they put into place, but so does a growing majority of the nation. This is first shown by the increasing majorities in public opinion polls swinging in favor of legalization over the past few decades. Secondly, the increase of political initiatives and referendums over the past decade suffice to confirm the prevailing influence marijuana has had on American culture. Third, successful attempts to legalize or decriminalize pot when coupled with influential people—like leading politicians and celebrities—coming out in support of legalization shows a public that is becoming openly receptive to the idea.

The first and foremost piece of evidence that determines the social acceptability of Colorado's pot measure are the public opinion polls that show a preference for legalization. A Gallup poll released in October 2013 revealed that a clear majority of Americans (58%) say that the drug should be legalized; this is in stark contrast to the Gallup poll issued in 1969 where only 12% of

Americans agreed with legalization. Arguably, public support for legalization has increased since the 1970s, but became stagnant during the 1980s and 1990s. After 2000, it began to increase again, reaching a record high of 50% three years ago ("For First Time"). Additionally, widespread support for legalization is mirrored by a consensus (64%) that the federal government should not step in on states that have legalized the drug, according to a Gallup poll released in December 2012. Even a sizable portion of those who do oppose legalization (43%) agree that there should be a restraint of federal action in these states (Edwards-Levy 2012). Although support is still divided by age, as shown within the same October 2013 Gallup poll, support has not just grown among Americans aged 18-29 years old (67%), but also among Americans aged 30 to 49 (62%) and 50 to 64 (56%). Americans aged 65 and older are the only group that does not favor legalization (45%); however, the overall upward trending support clearly shows that the tide is changing ("For First Time").

Second, political initiatives and referendums have served as the growing foundation behind legalization of pot in the states, something that can only be achieved by majorities in the ballot box. As of 2012, twenty states and the District of Colombia had either legalized marijuana for medical purposes or decriminalized it in some measure. This is unlikely to subside as California —notorious for its medical marijuana industry—is showing promising signs that it too will follow the example Colorado and Washington made in legalizing pot for recreational use in 2014; California Lt. Governor Gavin Newsome has shown his support for such a measure (Edwards-Levy 2012). Perhaps the clearest indication of social acceptability in Colorado was the passage of Amendment 64 with 55% of the vote in November 2012. This widespread support was matched by a referendum passed with a 65% majority in 2013 with 78% of Colorado's precincts reporting to impose a 25% tax on legalized marijuana (Rayman 2013). Even those like Colorado Governor John Hickenlooper, who originally opposed the state's measure to legalize marijuana, have begun to realize that "voters were loud and clear on Election