

NEWS RELEASE



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FOR IMMEDIATE RELEASE

Majority approve of legalized, regulated, taxed cannabis

Most want it licensed and sold through government agencies

TORONTO November 8th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1256 Canadian voters, the majority, close to 6-in-10, approve of the Liberal government's promise to legalize, tax and regulate marijuana (59%), and this is an increase over the proportion who said they agreed marijuana should be legal in mid-August of this year (August 20 - 53%).

The government's policy promise is especially popular with the youngest (67%), the wealthiest (66%), in Atlantic Canada (75%) and BC (68%), among Liberals (70%) and New Democrats (65%) but not so much among Conservatives (28%).

Plurality want production and distribution tightly controlled

When asked how legal marijuana should be produced and sold, the largest group opts for a distribution system where large corporate growers only are licensed to grow marijuana and it is sold through government agencies like liquor boards (45%), followed by minorities who would allow private citizens to grow and sell it themselves (16%) and those who expect it to be grown under license and sold at retail, such as convenience stores (12%). One tenth think another system is appropriate (11%), and just fewer either do not support marijuana legalization at all (7%) or think none of these distribution and production systems is preferred (6%). Very few don't have an opinion on this measure (3%).

One fifth have used cannabis in past year

Just fewer than one fifth have used marijuana or cannabis in the past year (18%) and this is most common to the youngest (34%), males (23%), the least wealthy (often a proxy for youth - 27%), in Atlantic Canada and BC (25% each), among Liberals (22%) but not so much among New Democrats (14%) and hardly at all among Conservatives (7%). and among Canadians from parts of Europe other than the British Isles (26%).

An additional one tenth will use marijuana if it is legal

If it is legalized in Canada, more than one tenth of those who do not use marijuana now are likely to use it (13%), and about one twentieth are "very likely" to do so (4%).

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HIGHLIGHTS:

- The majority, close to 6-in-10, approve of the Liberal government's promise to legalize, tax and regulate marijuana (59%).
- When asked how legal marijuana should be produced and sold, the largest group opts for a distribution system where large corporate growers only are licensed to grow marijuana and it is sold through government agencies like liquor boards (45%).
- Just fewer than one fifth have used marijuana or cannabis in the past year (18%).
- If it is legalized in Canada, more than one tenth of those who do not use marijuana now are likely to use it (13%), and about one twentieth are "very likely" to do so (4%).

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In total, Canadian cannabis market is about 3-in-10 adults

If those who have used in the past year (18%) are combined with those who will use if marijuana is legalized (13%), it may be seen that the Canadian marijuana market comprises about 3-in-10 voters (31%).

“Now that marijuana legalization is a likelihood rather than a vague promise, Canadians are considering the issue more closely than in the past. They are just as much in favour of legalization as they were before the election, if not more, but they want to see it strictly licensed and controlled, not grown in basements and sold in corner stores. The size of the market, however, should be good news for the potential industry players waiting to open shop here,” said Forum Research President, Dr. Lorne Bozinoff.

Lorne Bozinoff, Ph.D. is the president and founder of Forum Research. He can be reached at lbozinoff@forumresearch.com or at (416) 960-9603.

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HIGHLIGHTS:

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- “Now that marijuana legalization is a likelihood rather than a vague promise, Canadians are considering the issue more closely than in the past. They are just as much in favour of legalization as they were before the election, if not more, but they want to see it strictly licensed and controlled, not grown in basements and sold in corner stores. The size of the market, however, should be good news for the potential industry players waiting to open shop here,” said Forum Research President, Dr. Lorne Bozinoff.

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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1256 randomly selected voters in Toronto, Ontario. The poll was conducted between November 4th and November 7th, 2015.

Results based on the total sample are considered accurate +/- 3%, 19 times out of 20. Subsample results will be less accurate. Margins of error for subsample (such as age, gender) results are available at www.forumresearch.com/samplestim.asp

Where appropriate, the data has been statistically weighted by age, region, and other variables to ensure that the sample reflects the actual population according to the latest Census data.

This research is not necessarily predictive of future outcomes, but rather, captures opinion at one point in time. Each party's success at the ballot box will depend on their success at getting out the vote. Forum Research conducted this poll as a public service and to demonstrate our survey research capabilities. Forum houses its poll results in the Data Library of the Department of Political Science at the University of Toronto.

With offices across Canada and around the world, 100% Canadian-owned Forum Research is one of the country's leading survey research firms. This Forum Poll™ and other polls may be found at Forum's poll archive at www.forumresearch.com/polls.asp

Marijuana Legalization – Trending

%	November 4 th -7 th , 2015	August 17-19 th , 2015	March 13-14 th , 2015
Sample	1256	1473	1370
Agree/Approve	59	53	55
Disagree/Disapprove	33	34	34
Don't know	9	12	11

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Marijuana Legalization, Regulation, and Taxation

'Prime Minister Trudeau has promised one of his government's first actions will be to legalize, regulate and tax marijuana, restricting its sale to adults 18 and over. Do you approve or disapprove of this?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1256	261	197	199	284	315	655	601
Approve	59	67	64	52	55	50	59	58
Disapprove	33	25	32	35	36	40	34	32
Don't know	9	7	5	13	9	10	7	10

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1256	102	305	442	97	144	166	975	281
Approve	59	75	55	55	53	60	68	60	55
Disapprove	33	18	34	35	40	38	25	32	35
Don't know	9	7	11	10	7	2	7	8	10

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1256	334	593	159	70	49	36
Approve	59	28	70	65	78	65	53
Disapprove	33	68	19	27	15	26	38
Don't know	9	4	11	8	7	9	10

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Marijuana Legalization, Regulation, and Taxation: Preference

'Here are three options for legalizing, regulating and taxing marijuana. Which one do you prefer?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1256	261	197	199	284	315	655	601
Licensing corporate growers only, then selling and taxing it through government agencies like liquor boards	45	42	44	46	44	48	45	44
Licensing corporate growers only, then selling and taxing it through retail outlets, like convenience stores	12	19	9	8	9	12	12	13
Allowing private citizens to grow and sell their own product, and self-report their taxes	16	24	16	14	14	7	19	13
Something else	11	8	10	13	19	8	9	13
None of these	6	1	11	4	5	12	5	7
Do not support legalization and taxation of marijuana, or cannabis	7	5	8	10	6	7	7	7
Don't know	3	1	1	5	3	6	3	3

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Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1256	102	305	442	97	144	166	975	281
Licensing corporate growers only, then selling and taxing it through government agencies like liquor boards	45	36	50	46	38	39	41	44	48
Licensing corporate growers only, then selling and taxing it through retail outlets, like convenience stores	12	14	13	10	14	12	13	11	14
Allowing private citizens to grow and sell their own product, and self-report their taxes	16	25	9	15	14	18	24	18	9
Something else	11	16	8	12	13	12	9	12	8
None of these	6	5	8	6	8	7	3	6	8
Do not support legalization and taxation of marijuana, or cannabis	7	2	8	7	12	9	5	6	9
Don't know	3	2	3	3	1	3	4	3	3

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Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1256	334	593	159	70	49	36
Licensing corporate growers only, then selling and taxing it through government agencies like liquor boards	45	35	49	52	36	50	29
Licensing corporate growers only, then selling and taxing it through retail outlets, like convenience stores	12	13	12	10	18	18	4
Allowing private citizens to grow and sell their own product, and self-report their taxes	16	12	15	19	25	9	41
Something else	11	13	10	9	16	9	10
None of these	6	11	5	4	1	6	3
Do not support legalization and taxation of marijuana, or cannabis	7	14	5	4	3	7	12
Don't know	3	2	4	3	2	1	0

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Marijuana Usage

'Have you used marijuana, or cannabis in the past year?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1256	261	197	199	284	315	655	601
Yes	18	34	15	15	12	3	23	14
No	82	66	85	85	88	97	77	86

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1256	102	305	442	97	144	166	975	281
Yes	18	25	14	19	16	12	25	19	15
No	82	75	86	81	84	88	75	81	85

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1256	334	593	159	70	49	36
Yes	18	7	22	14	35	17	20
No	82	93	78	86	65	83	80

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Marijuana Legalization: Likelihood of Usage

‘How likely would you be to use marijuana, or cannabis if it were legal in Canada?’

[Have not used marijuana in the past year]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1062	172	167	169	248	306	530	532
Very likely	4	6	3	5	4	1	5	3
Somewhat likely	9	12	12	10	8	4	11	8
Not very likely	29	24	30	26	35	32	30	28
Not at all likely	54	55	51	54	51	59	51	57
Don't know	4	2	4	5	3	3	3	4

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1062	81	270	372	83	128	128	815	247
Very likely	4	7	4	4	5	1	5	4	3
Somewhat likely	9	13	6	10	6	14	10	11	5
Not very likely	29	31	22	32	30	33	28	32	19
Not at all likely	54	47	64	50	56	49	55	50	68
Don't know	4	2	4	4	3	3	2	3	4

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1062	311	478	139	48	42	30
Very likely	4	2	4	6	6	3	3
Somewhat likely	9	8	9	14	11	9	10
Not very likely	29	26	31	30	26	19	31
Not at all likely	54	61	52	46	53	66	46
Don't know	4	2	4	4	4	3	10

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