

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## TORONTO

May 24<sup>th</sup>, 2016

## HIGHLIGHTS:

- In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga adults 18 and over, just less than one fifth say they have used marijuana in the past (18%)
- One twentieth of Mississaugans share their neighbourhoods with a marijuana dispensary (5%)
- One half of Mississauga voters don't know whether marijuana dispensaries are legal business (48%)
- One fiftieth of Mississaugans claim to have a medical marijuana card or prescription (2%)

## FOR IMMEDIATE RELEASE

### One Quarter Have Smoked Pot In Mississauga

#### One twentieth live near a marijuana dispensary, plurality don't approve

MISSISSAUGA, May 24<sup>th</sup>, 2016 – In a random sampling of public opinion taken by the Forum Poll™ among 722 Mississauga adults 18 and over, just less than one fifth say they have used marijuana in the past (18%) and a further one tenth prefer not to answer rather than deny it (9%), which suggests as many as a quarter or more of Mississaugans have smoked pot (27%). Claimed consumption of cannabis is common to the youngest (under 35 - 25%) and the boomers (55 to 64 - 25%), males (22%) rather than females (14%), the very wealthiest ((\$100K to \$250K - 34%), in the northwest quadrant of the city (west of Hurontario, north of Eglinton - 26%), among renters (27%) rather than owners (15%) and among those who disapprove of Mayor Crombie (27%). As a comparison, in recent polling, past usage was higher in Vancouver (April 25 - 40%), Toronto (March 23 - 36%) and Ottawa (May 19 - 34%).

#### One twentieth live near a dispensary

One twentieth of Mississaugans share their neighbourhoods with a marijuana dispensary (5%), and this is most common among the youngest (10%), the least wealthy (often a proxy for youth, less than \$20K - 13%, \$20K to \$40K - 12%) and the very wealthiest (\$100K to \$250K - 12%), These dispensaries appear to be most common in the northeast quadrant of the city (14%) and in the neighbourhoods of those who have used marijuana (13%). In comparison, in Toronto, in March, one tenth shared their neighbourhoods with dispensaries (11%), but by May this had doubled to 23%. In Vancouver, in April, the majority had a dispensary in their neighbourhood (58%), while, in May, Ottawa had dispensaries in one tenth of neighbourhoods (9%).

#### One half unsure if dispensaries legal or not

One half of Mississauga voters don't know whether marijuana dispensaries are legal business (48%), and among those who have an opinion, illegal (33%) outweighs legal (19%). In comparison, a quarter or more in other cities believe they are legal (Toronto, May 17 - 26%, Ottawa, May 19 - 25%).

#### One twenty fifth may have medical marijuana scrip

One fiftieth of Mississaugans claim to have a medical marijuana card or prescription (2%) and the same proportion prefer not to answer rather than deny it (2%), which suggests that as many as 4-in-100 voters in the city are prescribed medicinal marijuana (4%). Claimed status is highest among the youngest (5%),

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



the least wealthy (13%, often a proxy for youth), in the northeast quadrant (12%) and among marijuana users (12%). In comparison, in Toronto and Ottawa, a similar proportion claim medical marijuana status (2% each) while the rate is much higher in Vancouver (8%).

“Mississauga appears to be a healthy distance removed from the frenzied pace at which dispensaries are opening in other cities, and it appears Mississaugans are more skeptical of the benefits of these establishments than they are elsewhere” 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](mailto:lbozinoff@forumresearch.com) or at (416) 960-9603.

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President  
[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)  
416.960.9603

## **TORONTO**

**May 24<sup>th</sup>, 2016**

## **HIGHLIGHTS:**

- “Mississauga appears to be a healthy distance removed from the frenzied pace at which dispensaries are opening in other cities, and it appears Mississaugans are more skeptical of the benefits of these establishments than they are elsewhere” said Forum Research President, Dr. Lorne Bozinoff.

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 722 randomly selected voters in Mississauga, Ontario. The poll was conducted on May 19<sup>th</sup>, 2016.

Results based on the total sample are considered accurate +/- 4%, 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](http://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. 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](http://www.forumresearch.com/polls.asp)

## TORONTO

May 24<sup>th</sup>, 2016

180 Bloor Street W., #1400  
Toronto, ON M5S 2V6  
T 416.960.9600  
F 416.960.9602  
forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 24<sup>th</sup>, 2016**

**Comparison Chart**

***Marijuana Dispensary in Neighbourhood***

%	Mississauga (May 19 <sup>th</sup> , 2016)	Ottawa (May 19 <sup>th</sup> , 2016)	Toronto (May 17 <sup>th</sup> , 2016)	Toronto (March 23 <sup>rd</sup> , 2016)	Vancouver (April 24 <sup>th</sup> , 2016)
Sample	722	890	804	908	1033
Yes	5	9	23	11	58

***Should Dispensaries be Allowed to Operate in City***

%	Mississauga (May 19 <sup>th</sup> , 2016)	Ottawa (May 19 <sup>th</sup> , 2016)	Toronto (May 17 <sup>th</sup> , 2016)	Toronto (March 23 <sup>rd</sup> , 2016)	Vancouver (April 24 <sup>th</sup> , 2016)
Sample	722	890	804	908	1033
Yes	40	60	48	57	64

***Past Marijuana Usage***

%	Mississauga (May 19 <sup>th</sup> , 2016)	Ottawa (May 19 <sup>th</sup> , 2016)	Toronto (May 17 <sup>th</sup> , 2016)	Toronto (March 23 <sup>rd</sup> , 2016)	Vancouver (April 24 <sup>th</sup> , 2016)
Sample	722	890	804	908	1033
Yes	18	34	N/A	36	40

***Medical Marijuana Card***

%	Mississauga (May 19 <sup>th</sup> , 2016)	Ottawa (May 19 <sup>th</sup> , 2016)	Toronto (May 17 <sup>th</sup> , 2016)	Toronto (March 23 <sup>rd</sup> , 2016)	Vancouver (April 24 <sup>th</sup> , 2016)
Sample	722	890	804	908	1033
Yes	2	2	N/A	2	8

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



## MEDIA INQUIRIES:

Lorne Bozinoff, President  
lbozinoff@forumresearch.com  
416.960.9603

## Marijuana Dispensary Locations

*'Is there a marijuana dispensary in your neighborhood?'*

[All Respondents]

### Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	5	10	5	3	4	2	8	3
No	43	50	43	34	43	43	42	44
Don't know	52	40	53	63	53	54	50	53

### Region

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	5	9	3	7	5	14	8	6	2
No	43	48	41	35	46	36	51	35	44
Don't know	52	42	55	58	49	49	41	59	54

### Past Mayoral Vote

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	5	5	4	43	4
No	43	44	48	31	32
Don't know	52	51	49	26	64

TORONTO

May 24<sup>th</sup>, 2016

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**May 24<sup>th</sup>, 2016**

## **Legal Marijuana Dispensaries**

*'As far as you know, are these marijuana dispensaries legal businesses?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	19	31	19	13	13	8	20	18
No	33	26	30	36	34	43	38	28
Don't know	48	42	51	50	53	49	42	54

### **Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	19	24	17	20	20	27	24	19	17
No	33	39	31	35	30	39	38	35	27
Don't know	48	37	52	45	50	34	39	46	56

### **Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	19	18	17	60	6
No	33	36	31	17	32
Don't know	48	46	51	23	62

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

## **Dispensary Operation in Mississauga**

*'Should marijuana dispensaries be allowed to operate in Toronto?'*

[All Respondents]

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	40	57	34	35	37	26	42	39
No	47	35	53	50	49	55	44	49
Don't know	13	9	13	15	14	18	13	12

### **Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	40	46	39	35	46	38	50	35	44
No	47	43	47	50	43	44	43	50	43
Don't know	13	11	14	15	11	18	7	15	13

### **Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	40	40	37	62	38
No	47	49	54	29	43
Don't know	13	11	9	8	19

**TORONTO**

**May 24<sup>th</sup>, 2016**

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**May 24<sup>th</sup>, 2016**

## **Marijuana Use**

*'Have you ever used marijuana or cannabis?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	18	25	15	14	25	8	22	14
No	73	65	77	74	67	88	68	78
Prefer not to answer	9	10	7	12	8	5	9	8

### **Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	18	25	16	19	18	22	26	20	14
No	73	63	76	74	72	71	60	74	77
Prefer not to answer	9	11	8	7	10	6	13	7	9

### **Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	18	17	22	56	17
No	73	75	73	42	67
Prefer not to answer	9	8	5	2	17

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)



# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

Lorne Bozinoff, President  
 lbozinoff@forumresearch.com  
 416.960.9603

**TORONTO**

**May 24<sup>th</sup>, 2016**

**Medical Marijuana**

*'Do you have a medical marijuana card or prescription?'*

*[Have used marijuana]*

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	171	17	15	44	71	24	90	79
Yes	9	15	13	3	3	4	13	4
No	84	78	81	88	96	85	80	92
Prefer not to answer	7	7	6	9	2	11	8	4

**Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	171	46	122	65	101	6	40	59	61
Yes	9	14	6	19	4	42	8	14	1
No	84	84	85	81	87	58	90	86	84
Prefer not to answer	7	2	9	0	9	0	2	0	15

**Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	171	100	28	6	23
Yes	9	5	2	74	0
No	84	90	98	26	82
Prefer not to answer	7	4	0	0	18

180 Bloor Street W., #1400  
 Toronto, ON M5S 2V6  
 T 416.960.9600  
 F 416.960.9602  
 forumresearch.com

# NEWS RELEASE



**FORUM RESEARCH INC.**

## **MEDIA INQUIRIES:**

Lorne Bozinoff, President

[lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

416.960.9603

**TORONTO**

**May 24<sup>th</sup>, 2016**

## **Medical Marijuana**

*'Do you have a medical marijuana card or prescription?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	722	52	70	173	219	208	323	389
Yes	2	5	3	1	1	0	4	1
No	23	27	18	23	31	10	25	20
Prefer not to answer	2	3	1	2	0	1	2	1
Have not used marijuana	73	65	77	74	67	88	68	78

### **Region**

%	Total	North	South	East	West	NE	NW	SE	SW
Sample	722	180	503	269	418	39	139	223	265
Yes	2	5	2	5	1	12	3	4	0
No	23	31	21	21	24	17	36	23	20
Prefer not to answer	2	1	2	0	3	0	1	0	4
Have not used marijuana	73	63	76	74	72	71	60	74	77

### **Past Mayoral Vote**

%	Total	Bonnie Crombie	Steve Mahoney	Stephen King	Someone else
Sample	722	422	107	21	97
Yes	2	1	1	43	0
No	23	22	27	15	27
Prefer not to answer	2	1	0	0	6
Have not used marijuana	73	75	73	42	67

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: [lbozinoff@forumresearch.com](mailto:lbozinoff@forumresearch.com)

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

[forumresearch.com](http://forumresearch.com)