

# NEWS RELEASE



**FORUM RESEARCH INC.**

**FOR IMMEDIATE RELEASE**

## **More than Half Approve of the Sale of Marijuana Edibles**

Toronto, January 16<sup>th</sup> – In a random sampling of public opinion taken by The Forum Poll™ among 1022 Ontario voters, more than half (52%) say they approve of the sale of marijuana or cannabis edibles such as cookies, bars, or drinks, with just over a third (37%) saying they disapprove.

1 in 10 (11%) say they do not know.

Support for marijuana edibles is up since we last tested it in December 2015, with approval for edibles up 6 points, from [\(Dec 2015: 46%\)](#) and disapproval down 6 points (Dec 2015: 43%).

Those that say they do not know are mostly unchanged, down 1 point (Dec 2015: 1%).

Respondents most likely to support the sale of marijuana edibles include those aged 34 and younger (72%), earning \$80,000-\$100,000 (63%), with some college/university (55%) or a college/university (52%) or post-graduate degree (52%), living in Toronto (56%) or Northeastern Ontario (57%), and supporting the NDP (66%).

Respondents most likely to disapprove of the sale of marijuana edibles include those aged 65+ (56%), earning \$20,000-\$40,000 (37%) or \$40,000-\$60,000 (40%), the least educated (43%), living in the 905 (46%), and supporting the PCs (49%)

Almost 9 in 10 (TOP2: 88%) of marijuana consumers would approve of the sale of marijuana edibles.

### **Where should they be legally consumed? In private, according to the plurality**

When asked where should be the primary place legal marijuana or cannabis edibles should be consumed, a third (34%) said in private only.

One-sixth (18%) said they should be allowed in designated public areas, another sixth (16%) said they should be allowed in licensed lounges, and just under one-sixth (14%) said they do not know the primary place that edibles should be allowed to be consumed.

Just over 1 in 10 (13%) said they should be allowed in public, and few (5%) thought they should be allowed in a confined area at festivals or events.

Anywhere in public (30%) was the primary choice of the plurality of marijuana consumers, just ahead of designated public locations (25%).

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"The opinions of Ontarians on edible marijuana has softened somewhat, perhaps in response to legalization in general," said Dr. Lorne Bozinoff, President of Forum Research. "It's interesting though, that while half approve of edibles in general, far fewer would support licensing lounges where these edibles could be legally consumed."



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## **Licensed edibles lounges opinion split, but leaning toward disapproval**

When asked if they would approve or disapprove of licensed lounges where marijuana or cannabis edible products could be legally consumed, almost half (BTM2: 45%) said they disapproved, with a third (34%) saying they disapproved strongly.

Just under 4 in 10 (TOP2: 38%) said they would approve of this type of licensed lounge, but only one-sixth (17%) said they approved strongly.

One-sixth (14%) said the neither approve, nor disapprove, while few (3%) said they do not know.

Marijuana consumers (TOP2: 63%) strongly support the idea of licensed lounges where edible marijuana or cannabis products could be consumed legally.

Respondents most likely to say they disapprove of licensed edible lounges include those aged 65+ (61%), earning \$40,000-\$60,000 (50%), with some college/university (45%) or a college/university (47%) or post-graduate (45%) degree, living in the 905 (53%), and supporting the PCs (55%).

Respondents most likely to say they approve of licensed edible lounges include those aged 34 and younger (56%), males (40%), earning \$80,000-\$100,000 (45%), the least educated (37%) or with some college/university (39%) or a college/university (39%) degree, living in Toronto (51%), and supporting the Liberals (47%) or NDP (44%).

## **Half say they would support designated marijuana smoking areas at festivals or events**

Half of respondents (TOP2: 50%) say they would support the consumption of non-edible marijuana or cannabis, such as smoking or vaping, in a confined area at festivals or events, with a quarter (27%) saying they approve strongly.

A third (BTM2: 31%) say they would disapprove, but a quarter (24%) say they disapprove strongly.

One-sixth (16%) say that they neither approve nor disapprove, and few (4%) say they do not know.

8 in 10 (TOP2: 81%) marijuana consumers would approve of a designated confined location for the smoking or vaping of marijuana or cannabis at festivals or events.

## **Almost half okay with marijuana sales at festivals or events**

Almost half (TOP2: 47%) of respondents say they would support the sale of marijuana or cannabis alongside alcohol at festivals or events, with a quarter (27%) saying they would support strongly.



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4 in 10 (BTM2: 38%) say they would oppose the sale of marijuana or cannabis alongside alcohol at festivals or events, with a third (30%) saying they would oppose strongly.

A strong proportion (TOP2: 79%) of marijuana consumers would approve of the sale of marijuana or cannabis at festivals or events.

Respondents most likely to say they would approve include those aged 34 and younger (59%), males (53%), the most wealthy (54%), with some college/university (52%) or a college/university degree (50%), living in Toronto (53%) or Northeastern Ontario (52%), and supporting the NDP (61%).

Respondents most likely to say they would disapprove include those aged 65+ (49%), females (41%), earning \$40,000-\$60,000 (39%) or \$60,000-\$80,000 (36%), with a post-graduate degree (47%), living in the 905 (46%), and supporting the PCs (46%).

### **One-quarter say they have consumed cannabis or marijuana in the past year**

One-quarter (23%) say they have consumed cannabis or marijuana in the past year, with three quarters (77%) saying they have not.

Respondents most likely to say they have consumed in the past year include those aged 34 and younger (41%), the least wealthy (30%) or earning \$20,000-\$40,000 (32%), with some college/university (30%), living in Toronto (27%), and supporting the NDP (40%)

Use of marijuana over the past year is up slightly from past surveys, with (5%) more saying they've used cannabis or marijuana than in September ([Sept 28: 18%](#))

"The opinions of Ontarians on edible marijuana has softened somewhat, perhaps in response to legalization in general," said Dr. Lorne Bozinoff, President of Forum Research. "It's interesting though, that while half approve of edibles in general, far fewer would support licensing lounges where these edibles could be legally consumed."

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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## **Methodology**

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1022 randomly selected Ontario Voters. The poll was conducted January 11-13.

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](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)



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***Marijuana usage trend***

*Have you consumed cannabis or marijuana in the past year?*

%	Total	Yes	No
Jan 13, 2018	1022	23	77
Sept 28, 2017	801	18	82
Dec 21, 2015	1003	17	83

***Marijuana consumers***

*Have you consumed cannabis or marijuana in the past year?*

***Age/Gender***

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Yes	23	41	20	16	20	7	26	20
No	77	59	80	84	80	93	74	80

***Income***

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Yes	23	30	32	21	25	23	23
No	77	70	68	79	75	77	77

***Region***

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Yes	23	23	27	23	19	26	14
No	77	77	73	77	81	74	86



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### Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Yes	23	15	30	24	17
No	77	85	70	76	83

### Vote intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
Yes	23	15	21	40	26	29
No	77	85	79	60	74	71



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**Edibles**

*Do you approve or disapprove of the sale of marijuana or cannabis edibles like cookies, bars, or drinks?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
Approve	52	72	53	43	47	31	53	51
Disapprove	37	17	35	48	44	56	38	37
Don't know	11	11	12	9	9	13	9	12

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
Approve	52	56	52	49	58	63	54
Disapprove	37	28	37	40	30	32	37
Don't know	11	16	11	11	12	5	9

**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
Approve	52	53	56	47	51	57	45
Disapprove	37	36	31	46	37	32	26
Don't know	11	11	13	8	12	11	29

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
Approve	52	45	55	52	52
Disapprove	37	43	36	37	37
Don't know	11	12	10	11	11



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## *Voter intention*

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
Approve	52	41	62	66	52	39
Disapprove	37	49	27	25	29	46
Don't know	11	10	12	9	19	15

## *Consumers*

%	Total	Marijuana use - Yes	Marijuana use - No
Sample	1022	199	823
Approve	52	88	41
Disapprove	37	9	46
Don't know	11	3	13



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### Edible consumption

*If the consumption of marijuana or cannabis edibles was legalized, where is the primary place they should be allowed to be consumed?*

### Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>1022</b>	<b>154</b>	<b>135</b>	<b>150</b>	<b>270</b>	<b>313</b>	<b>562</b>	<b>443</b>
In private only	34	23	39	35	36	41	33	35
In designated public areas	18	23	15	19	18	16	16	21
Anywhere in public	13	22	7	8	11	9	15	10
Licensed lounges	16	18	20	16	14	11	18	14
A confined area at festivals or events	5	6	3	5	7	7	5	6
Don't know	14	9	16	16	14	17	13	15

### Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
<b>Sample</b>	<b>1022</b>	<b>71</b>	<b>149</b>	<b>135</b>	<b>108</b>	<b>100</b>	<b>232</b>
In private only	34	34	27	33	35	27	39
In designated public areas	18	10	22	19	19	34	16
Anywhere in public	13	29	14	13	17	11	11
Licensed lounges	16	12	17	10	15	14	17
A confined area at festivals or events	5	1	9	10	2	1	5
Don't know	14	14	11	15	12	14	11



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**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
<b>Sample</b>	<b>1022</b>	<b>167</b>	<b>226</b>	<b>258</b>	<b>210</b>	<b>135</b>	<b>26</b>
In private only	34	34	31	37	34	28	20
In designated public areas	18	28	12	18	17	21	16
Anywhere in public	13	7	19	12	12	13	9
Licensed lounges	16	15	23	13	13	17	39
A confined area at festivals or events	5	2	4	7	6	9	2
Don't know	14	14	11	13	18	13	14

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1022</b>	<b>169</b>	<b>226</b>	<b>424</b>	<b>203</b>
In private only	34	35	30	32	41
In designated public areas	18	15	22	19	16
Anywhere in public	13	10	16	11	14
Licensed lounges	16	17	16	16	15
A confined area at festivals or events	5	8	4	6	3
Don't know	14	15	11	16	11



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## Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
In private only	34	41	26	23	37	62
In designated public areas	18	17	19	22	14	8
Anywhere in public	13	8	15	19	17	14
Licensed lounges	16	16	22	13	10	2
A confined area at festivals or events	5	5	5	6	9	4
Don't know	14	13	13	16	13	10

## Consumers

%	Total	Marijuana use - Yes	Marijuana use - No
Sample	1022	199	823
In private only	34	13	40
In designated public areas	18	25	16
Anywhere in public	13	30	7
Licensed lounges	16	13	17
A confined area at festivals or events	5	8	4
Don't know	14	10	15



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**Licensed lounges**

*We'd like to ask what your second choice of location would be. So, if the consumption of marijuana or cannabis edibles was legalized, what is another place they should be allowed to be consumed?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
TOP2	38	56	42	32	31	15	40	35
BTM2	45	33	42	50	50	61	45	46
Strongly disapprove	34	24	32	37	40	46	34	35
Somewhat disapprove	11	9	10	13	10	15	11	11
Neither approve nor disapprove	14	11	11	15	14	21	13	15
Somewhat approve	21	28	22	19	18	11	21	21
Strongly approve	17	28	20	13	13	4	19	14
Don't know	3	1	5	3	5	3	2	4

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
TOP2	38	40	35	33	41	45	41
BTM2	45	46	46	50	44	39	43
Strongly disapprove	34	30	38	33	33	31	31
Somewhat disapprove	11	16	8	17	11	8	12
Neither approve nor disapprove	14	9	17	14	14	14	13
Somewhat approve	21	14	15	16	24	22	24
Strongly approve	17	26	20	17	17	23	17
Don't know	3	5	2	3	0	2	2



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**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
<b>Sample</b>	<b>1022</b>	<b>167</b>	<b>226</b>	<b>258</b>	<b>210</b>	<b>135</b>	<b>26</b>
TOP2	38	38	51	32	36	34	27
BTM2	45	41	35	53	48	44	54
Strongly disapprove	34	31	26	43	33	34	29
Somewhat disapprove	11	10	9	10	14	10	25
Neither approve nor disapprove	14	17	13	11	14	18	14
Somewhat approve	21	22	26	19	18	20	15
Strongly approve	17	16	25	13	18	14	12
Don't know	3	4	1	3	3	4	5

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1022</b>	<b>169</b>	<b>226</b>	<b>424</b>	<b>203</b>
TOP2	38	37	39	39	35
BTM2	45	43	45	47	45
Strongly disapprove	34	35	35	35	33
Somewhat disapprove	11	8	10	12	12
Neither approve nor disapprove	14	14	13	13	18
Somewhat approve	21	19	17	23	21
Strongly approve	17	18	22	16	14
Don't know	3	6	3	2	1



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**Voter Ballot Intention**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
<b>Sample</b>	<b>1022</b>	<b>448</b>	<b>238</b>	<b>187</b>	<b>75</b>	<b>25</b>
TOP2	38	31	47	44	36	33
BTM2	45	55	35	35	47	55
Strongly disapprove	34	43	23	27	35	45
Somewhat disapprove	11	12	12	8	12	10
Neither approve nor disapprove	14	11	16	18	14	11
Somewhat approve	21	20	26	23	12	5
Strongly approve	17	11	21	21	24	28
Don't know	3	3	2	3	4	2

**Consumers**

%	Total	Marijuana use - Yes	Marijuana use - No
<b>Sample</b>	<b>1022</b>	<b>199</b>	<b>823</b>
TOP2	38	63	30
BTM2	45	28	51
Strongly disapprove	34	22	38
Somewhat disapprove	11	6	13
Neither approve nor disapprove	14	9	15
Somewhat approve	21	27	19
Strongly approve	17	35	12
Don't know	3	0	4



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## ***Marijuana consumption at events***

*Would you support or oppose the government allowing the consumption of non-edible marijuana or cannabis, such as smoking or vaping, in a confined area at festivals or events?*

### **Age/Gender**

	%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample		1022	154	135	150	270	313	562	443
TOP2		50	69	49	43	50	27	50	49
BTM2		31	16	31	38	33	43	29	32
Strongly support		27	41	28	23	25	10	27	27
Somewhat support		22	27	21	19	26	17	23	22
Neither support nor oppose		16	15	15	14	15	24	18	15
Somewhat oppose		7	5	9	7	6	9	9	5
Strongly oppose		24	12	22	31	27	34	21	26
Don't know		4	0	5	5	2	6	3	4

### **Income**

	%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample		1022	71	149	135	108	100	232
TOP2		50	59	63	48	47	68	48
BTM2		31	23	20	29	34	20	35
Strongly support		27	23	40	26	23	42	25
Somewhat support		22	36	24	21	24	26	23
Neither support nor oppose		16	16	13	19	17	11	16
Somewhat oppose		7	6	4	10	15	4	6
Strongly oppose		24	17	16	20	20	15	28
Don't know		4	2	4	4	2	2	2



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**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	1022	167	226	258	210	135	26
TOP2	50	52	59	46	43	54	33
BTM2	31	32	22	33	33	31	39
Strongly support	27	28	31	28	26	22	13
Somewhat support	22	24	28	18	17	32	21
Neither support nor oppose	16	15	16	15	20	13	18
Somewhat oppose	7	7	6	7	6	13	0
Strongly oppose	24	25	16	26	27	18	39
Don't know	4	2	3	5	3	2	10

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1022	169	226	424	203
TOP2	50	49	54	49	45
BTM2	31	26	27	31	37
Strongly support	27	25	36	26	21
Somewhat support	22	24	19	23	24
Neither support nor oppose	16	19	14	17	16
Somewhat oppose	7	6	7	7	8
Strongly oppose	24	20	19	24	29
Don't know	4	6	5	3	2



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# NEWS RELEASE



**FORUM RESEARCH INC.**

**MEDIA INQUIRIES:**

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**Voter Ballot Intention**

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
TOP2	50	40	59	61	59	30
BTM2	31	38	24	22	22	57
Strongly support	27	18	35	37	36	17
Somewhat support	22	22	25	25	23	14
Neither support nor oppose	16	18	15	14	20	7
Somewhat oppose	7	9	5	8	0	4
Strongly oppose	24	29	18	14	22	53
Don't know	4	4	2	3	0	7

**Consumers**

%	Total	Marijuana use - Yes	Marijuana use - No
Sample	1022	199	823
TOP2	50	81	40
BTM2	31	11	37
Strongly support	27	63	17
Somewhat support	22	19	24
Neither support nor oppose	16	7	19
Somewhat oppose	7	6	7
Strongly oppose	24	4	29
Don't know	4	1	4



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***Marijuana sales at festivals or events***

*Would you approve or disapprove of the government allowing festivals and events to sell marijuana or cannabis alongside alcohol?*

**Age/Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1022	154	135	150	270	313	562	443
TOP2	47	59	49	43	44	30	53	41
BTM2	38	25	37	45	42	49	34	41
Strongly support	27	41	32	21	24	10	32	23
Somewhat support	19	18	17	22	20	21	21	18
Neither support nor oppose	13	15	11	11	13	17	11	16
Somewhat oppose	8	8	9	5	9	12	8	9
Strongly oppose	30	17	29	39	33	37	27	32
Don't know	2	1	3	2	2	3	2	2

**Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	1022	71	149	135	108	100	232
TOP2	47	50	50	46	48	50	54
BTM2	38	32	30	39	36	35	35
Strongly support	27	29	35	23	30	33	30
Somewhat support	19	21	15	22	17	17	24
Neither support nor oppose	13	14	18	15	14	14	10
Somewhat oppose	8	7	6	11	15	9	7
Strongly oppose	30	25	24	28	21	26	28
Don't know	2	4	2	0	2	1	1



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**Region**

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
<b>Sample</b>	<b>1022</b>	<b>167</b>	<b>226</b>	<b>258</b>	<b>210</b>	<b>135</b>	<b>26</b>
TOP2	47	49	53	43	42	52	40
BTM2	38	37	27	46	41	30	44
Strongly support	27	21	33	28	27	26	27
Somewhat support	19	28	20	15	15	26	14
Neither support nor oppose	13	13	19	9	15	14	8
Somewhat oppose	8	7	5	9	12	12	0
Strongly oppose	30	30	22	37	30	19	44
Don't know	2	1	1	2	2	3	7

**Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
<b>Sample</b>	<b>1022</b>	<b>169</b>	<b>226</b>	<b>424</b>	<b>203</b>
TOP2	47	43	52	50	36
BTM2	38	35	32	38	47
Strongly support	27	23	34	28	22
Somewhat support	19	20	18	22	15
Neither support nor oppose	13	17	14	11	16
Somewhat oppose	8	4	11	8	11
Strongly oppose	30	31	21	31	36
Don't know	2	5	2	1	1



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## Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	1022	448	238	187	75	25
TOP2	47	38	53	61	51	38
BTM2	38	46	32	25	31	44
Strongly support	27	19	31	40	38	24
Somewhat support	19	19	22	20	13	14
Neither support nor oppose	13	14	14	12	18	13
Somewhat oppose	8	10	9	8	2	4
Strongly oppose	30	36	23	17	29	40
Don't know	2	2	1	2	1	4

## Consumers

%	Total	Marijuana use - Yes	Marijuana use - No
Sample	1022	199	823
TOP2	47	79	37
BTM2	38	14	45
Strongly support	27	60	18
Somewhat support	19	19	19
Neither support nor oppose	13	6	16
Somewhat oppose	8	7	9
Strongly oppose	30	8	36
Don't know	2	1	2

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