

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 15th, 2016

HIGHLIGHTS:

- Two weeks after the police raids on marijuana dispensaries, dubbed “Project Claudia”, took place in Toronto, the plurality (46%) believes marijuana these establishments should be allowed to operate in the city
- “It appears that, after the initial enthusiasm for marijuana dispensaries leveled off after their rapid proliferation, it hasn’t abated in the wake of the Project Claudia raids. It may be that the public isn’t quite as shocked and appalled about these places as the authorities have led us to believe”

FOR IMMEDIATE RELEASE

Plurality Approves of Dispensaries in Toronto

Approval unchanged since before Project Claudia raids

In a random sampling of public opinion taken by the Forum Poll™ among 882 Toronto voters two weeks after the police raids on marijuana dispensaries, dubbed “Project Claudia”, took place in Toronto, the plurality (46%) believes these establishments should be allowed to operate in the city, while just more than a third thinks they should not (36%). These findings are essentially the same as those noted in our last poll on this issue (May 17, 2016, yes- 48%, no - 35%). Prior to that, in March of this year, the majority was in favour of dispensaries (March 23, yes - 57%, no - 30%).

Approval of dispensaries is characteristic of the youngest (56%), mid income groups (\$60K to \$80K - 55%), in the downtown (53%), among mothers of children under 18 (52%) and among those who have used marijuana in the past (62%).

“It appears that, after the initial enthusiasm for marijuana dispensaries leveled off after their rapid proliferation, it hasn’t abated in the wake of the Project Claudia raids. It may be that the public isn’t quite as shocked and appalled about these places as the authorities have led us to believe” 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.

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

NEWS RELEASE



FORUM RESEARCH INC.

Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 882 randomly selected Canadian adults. The poll was conducted on June 14th, 2016.

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. 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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 15th, 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

Dispensary Trending:

Should Dispensaries Be Allowed to Operate in Toronto?

%	June 15 th , 2016	May 17 th , 2016	March 23 rd , 2016
Sample	882	804	908
Yes	46	48	57
No	36	36	30
Don't know	18	17	13

TORONTO

June 15th, 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

June 15th, 2016

Marijuana Dispensaries

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	882	194	129	173	185	201	416	466
Yes	46	56	50	37	45	34	46	47
No	35	32	37	35	36	37	36	34
Don't know	19	12	13	27	19	29	18	19

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	882	86	134	119	83	86	190
Yes	46	34	38	51	55	52	55
No	35	38	38	35	25	34	35
Don't know	19	27	24	14	20	14	10

Region/Marijuana Usage

%	Total	Former City of Toronto	East York	North York	Etobicoke	York	Scarborough	Used Marijuana
Sample	882	300	83	164	134	55	146	331
Yes	46	53	44	46	47	44	40	62
No	35	33	42	34	37	40	33	26
Don't know	19	13	14	20	16	15	27	12

2014 Mayoral Vote Preference

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	882	126	406	122	58
Yes	46	35	48	50	46
No	35	47	36	28	33
Don't know	19	18	16	22	21

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

NEWS RELEASE



FORUM RESEARCH INC.

For more information:

Lorne Bozinoff, Ph.D.

President

Forum Research Inc.

Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

MEDIA INQUIRIES:

Lorne Bozinoff, President

lbozinoff@forumresearch.com

416.960.9603

TORONTO

June 15th, 2016

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com