

# NEWS RELEASE



## MEDIA INQUIRIES:

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## FOR IMMEDIATE RELEASE

### 3-in-10 may smoke pot

#### Usage highest among the youngest

TORONTO MARCH 29<sup>th</sup>, 2014 – In a series of random samplings of public opinion taken by the Forum Poll™ among 3663 Canadians 18 years of age and older, 3-in-10 said either that they had consumed marijuana in the past year (13%) or declined to provide an answer (17%), for a total of 3-in-10 (30%) who may be presumed to be active pot smokers. Incidence of claimed use is highest among the youngest (27%), males (16%), lower income groups (less than \$20K - 19%), among Green Party voters (32%) and those with no religion (19%).

#### About one fifth of users consume marijuana daily

Just less than one fifth of marijuana users say they use it daily or more often (18% of claimed users). The largest single group of users say they consume marijuana on special occasions only (27%), followed by those who use it "a couple of times a year" (16%). On average, those who consume marijuana do so just less than twice a week, although more frequently among the youngest males.

#### Majority use marijuana recreationally

More than half of claimed users say they consume marijuana for recreational purposes (55%), while one tenth claim medical use only (11%). One quarter say it is used for both purposes (25%).

#### Three quarters smoke in a pipe or cigarette

Three quarters of users (75%) smoke marijuana in either a cigarette (43%) or a pipe (23%), while fewer use it as a tincture or oil (8%), in food or drink (6%) or with a vaporizer (5%).

"If we assume those who chose not to answer have something to hide, than we can assume close to a third of Canadians are smoking marijuana, which is about a third more than are smoking tobacco these days," 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.

## TORONTO

March 29<sup>th</sup>, 2014

## HIGHLIGHTS:

- 3-in-10 said either that they had consumed marijuana in the past year (13%) or declined to provide an answer (17%), for a total of 3-in-10 (30%) who may be presumed to be active pot smokers.
- Just less than one fifth of marijuana users say they use it daily or more often (18% of claimed users).
- More than half of claimed users say they consume marijuana for recreational purposes (55%), while one tenth claim medical use only (11%).
- Three quarters of users (75%) smoke marijuana in either a cigarette (43%) or a pipe (23%).
- "If we assume those who chose not to answer have something to hide, than we can assume close to a third of Canadians are smoking marijuana, which is about a third more than are smoking tobacco these days," 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 3663 randomly selected Canadians 18 years of age and older on October 21/22, 2013, and a further 1764 on March 25/28, 2014.

Results based on the total sample are considered accurate +/- 2%, 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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**Consumed Marijuana in Past 12 Months**

*'We are going to ask some questions about peoples' personal habits. You may skip any question by pressing 9. Have you consumed marijuana in the past 12 months? If you prefer not to answer, just press 9'*

[All Respondents]

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	3663	328	415	704	990	1226	1755	1908	369	1395	168
Have consumed marijuana in the past 12 months	13	27	10	9	8	2	16	10	15	11	12
Have not consumed marijuana in the past 12 months	70	53	76	74	75	81	67	73	75	72	78
Prefer not to answer	17	20	14	16	17	17	17	17	11	17	10

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	3663	302	849	1341	285	369	517	2889	774
Have consumed marijuana in the past 12 months	13	14	9	14	15	14	14	15	8
Have not consumed marijuana in the past 12 months	70	72	67	69	71	76	70	71	66
Prefer not to answer	17	14	24	17	13	10	15	15	26

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**March 29<sup>th</sup>, 2014**

## Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	3663	366	637	538	487	368	636
Have consumed marijuana in the past 12 months	13	19	15	13	12	12	13
Have not consumed marijuana in the past 12 months	70	56	67	70	76	77	76
Prefer not to answer	17	25	18	18	12	11	11

## Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	3663	1022	1281	686	206	173	124
Have consumed marijuana in the past 12 months	13	7	14	15	32	10	12
Have not consumed marijuana in the past 12 months	70	82	68	68	51	70	57
Prefer not to answer	17	12	17	17	18	20	31

## Highest Level of Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	3663	806	1035	1233	589
Have consumed marijuana in the past 12 months	13	10	17	13	10
Have not consumed marijuana in the past 12 months	70	65	66	73	74
Prefer not to answer	17	25	17	14	16

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**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	3663	1287	457	85	603	142	91	386
Have consumed marijuana in the past 12 months	13	9	8	7	9	11	18	19
Have not consumed marijuana in the past 12 months	70	79	84	90	74	74	71	61
Prefer not to answer	17	13	9	2	17	15	11	20

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**Frequency of Marijuana Consumption**

*'How often do you consume marijuana? Just press 9 if you prefer not to answer'*

*[Consumed marijuana in the past 12 months]*

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	297	86	41	65	74	31	181	116	43	95	13
Special occasions only	22	24	17	20	21	16	15	32	22	11	29
A couple of times a year	16	13	22	17	27	17	17	15	8	26	6
About once a month	10	10	11	9	11	10	9	11	14	12	27
A couple of times a month	8	9	8	4	9	0	9	7	3	9	5
About once a week	3	3	3	6	1	0	5	0	6	1	0
A couple of times a week	9	9	14	8	5	3	11	6	10	8	8
Daily or more often	18	22	6	20	10	25	22	12	34	14	25
Prefer not to answer	13	10	20	16	16	29	12	16	3	19	0
Mean # times/year	106	118	64	117	63	151	126	74	162	92	117

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	297	25	45	121	27	31	48	261	36
Special occasions only	22	19	16	19	35	36	22	22	20
A couple of times a year	16	21	19	15	8	4	27	15	26
About once a month	10	16	7	14	0	5	7	10	8
A couple of times a month	8	0	3	13	1	11	6	9	2
About once a week	3	3	3	4	2	2	4	3	3
A couple of times a week	9	19	8	4	10	14	16	9	7
Daily or more often	18	10	29	18	18	22	9	18	19
Prefer not to answer	13	12	16	13	25	7	9	13	14
Mean # times/year	106	85	158	98	117	121	71	106	109

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**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	297	43	54	42	43	28	56
Special occasions only	22	18	21	7	16	30	31
A couple of times a year	16	14	7	22	34	6	19
About once a month	10	5	22	15	7	7	9
A couple of times a month	8	1	7	10	12	19	11
About once a week	3	1	3	8	9	0	0
A couple of times a week	9	17	10	5	9	4	3
Daily or more often	18	32	14	25	8	14	12
Prefer not to answer	13	12	17	8	6	19	15
Mean # times/year	106	178	91	129	58	86	69

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	297	46	115	65	40	12	12
Special occasions only	22	20	24	27	20	20	6
A couple of times a year	16	11	20	21	3	50	13
About once a month	10	21	11	7	9	0	9
A couple of times a month	8	8	8	12	0	0	35
About once a week	3	4	2	3	7	0	0
A couple of times a week	9	10	9	5	12	3	0
Daily or more often	18	17	14	14	33	20	26
Prefer not to answer	13	11	13	12	15	8	10
Mean # times/year	106	99	85	78	184	93	129

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### *Highest Level of Education*

<b>%</b>	<b>Total</b>	<b>Secondary school or less</b>	<b>Some college or university</b>	<b>Completed college or university</b>	<b>Post graduate studies</b>
<b>Sample</b>	<b>297</b>	<b>59</b>	<b>95</b>	<b>111</b>	<b>32</b>
Special occasions only	22	25	27	19	12
A couple of times a year	16	10	15	16	30
About once a month	10	2	13	10	11
A couple of times a month	8	3	6	14	3
About once a week	3	1	6	2	2
A couple of times a week	9	9	11	9	3
Daily or more often	18	27	14	16	27
Prefer not to answer	13	22	9	14	12
<b>Mean # times/year</b>	<b>106</b>	<b>159</b>	<b>87</b>	<b>97</b>	<b>135</b>

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**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	297	70	21	4	31	14	12	56
Special occasions only	22	12	8	61	8	11	14	19
A couple of times a year	16	21	12	0	27	27	11	19
About once a month	10	19	25	39	16	11	13	6
A couple of times a month	8	3	11	0	0	0	7	11
About once a week	3	4	4	0	5	0	0	2
A couple of times a week	9	10	8	0	6	31	17	6
Daily or more often	18	18	16	0	24	8	38	22
Prefer not to answer	13	14	16	0	15	11	0	14
Mean # times/year	106	107	100	6	128	93	184	122

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**Medicinal Marijuana Usage**

*‘Do you use marijuana for medical purposes, for recreation or for both? Just press 9 if you prefer not to answer.’*

*[Consumed marijuana in the past 12 months]*

**Age / Gender / Children / Mothers**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Yes	No	Moms
Sample	297	86	41	65	74	31	181	116	43	95	13
For medical purpose	11	9	7	16	22	26	10	14	7	14	0
For recreation	55	59	55	46	50	33	60	46	64	45	64
For both	25	25	21	34	21	19	24	26	19	29	20
Prefer not to answer	9	8	17	5	6	22	5	14	10	12	17

**Region / Language**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	297	25	45	121	27	31	48	261	36
For medical purpose	11	28	2	8	20	13	16	13	0
For recreation	55	42	61	62	49	45	44	52	72
For both	25	25	22	23	18	28	34	27	12
Prefer not to answer	9	4	15	7	13	13	5	8	16

**Household Income**

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	297	43	54	42	43	28	56
For medical purpose	11	25	17	14	5	0	6
For recreation	55	43	58	41	71	67	60
For both	25	29	19	36	21	25	23
Prefer not to answer	9	3	5	10	3	8	11

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**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	297	46	115	65	40	12	12
For medical purpose	11	8	12	9	18	0	8
For recreation	55	59	52	72	39	84	38
For both	25	19	26	16	35	8	37
Prefer not to answer	9	14	10	3	9	8	17

**Highest Level of Education**

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	297	59	95	111	32
For medical purpose	11	19	11	8	12
For recreation	55	36	49	65	65
For both	25	34	28	20	20
Prefer not to answer	9	11	12	7	4

**Religion**

%	Total	Christian	Protestant Christian	Evangelical Christian	Catholic	Other Christian	Non-Christian	None
Sample	297	70	21	4	31	14	12	56
For medical purpose	11	14	6	19	17	15	13	9
For recreation	55	52	68	81	49	23	25	60
For both	25	23	24	0	14	58	50	21
Prefer not to answer	9	12	2	0	20	4	13	10

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## TORONTO

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### **Form of Marijuana Consumption**

*'In what form do you mostly consume marijuana? Just press 9 if you prefer not to answer'*

*[Consumed marijuana in the past 12 months]*

#### **Total**

%	Total
Sample	138
Smoking in a cigarette	43
Smoking in a pipe	23
Tinctures or oils	8
Something else	6
Food or drink	6
Using a vapourizer	5
Pills or capsules	0
Prefer not to answer	11

For more information:

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