

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority are likely to switch their vote to support legal pot

One third are “very likely”

TORONTO June 16th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1281 Canadian voters, the majority (53%) say they are likely to switch their vote to support a politician or party which promises to legalize marijuana, and fully one third are “very likely” (34%). This is especially the case among the youngest (under 35 - 46% very likely), the least wealthy (under \$20K, a proxy for age - 44%), in Atlantic Canada (40%) and BC (41%), among Green Party voters (47%) and among those voters who approve of Justin Trudeau (41%). Of note, one fifth of Conservative voters say they will switch their vote to support legalization (20%). In total, one third of Conservative voters are likely to switch (34%).

"While not the most compelling issue we track, marijuana legalization has the power to move votes, and it is instructive to see that's the case among even one fifth of Conservative voters, whose party does not support it," 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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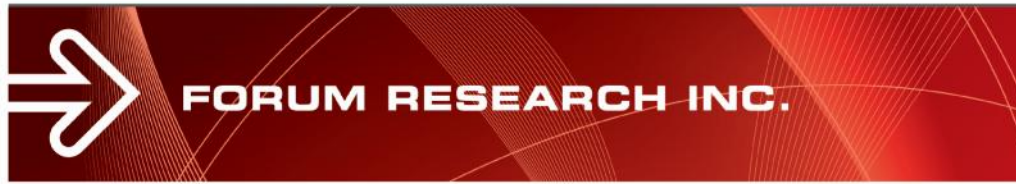
June 16th, 2015

HIGHLIGHTS:

- The majority (53%) say they are likely to switch their vote to support a politician or party which promises to legalize marijuana, and fully one third are “very likely” (34%).
- "While not the most compelling issue we track, marijuana legalization has the power to move votes, and it is instructive to see that's the case among even one fifth of Conservative voters, whose party does not support it," 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 1281 randomly selected Canadians 18 years of age or older. The poll was conducted on June 15-16th, 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. 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

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Voting Preference – Legalize Marijuana

‘How likely would you be to change your vote to support a party or a politician who promised to do the following?’ + ‘Legalize marijuana’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1281	243	190	228	277	343	672	609
NET: TOP2	56	68	51	45	51	56	56	56
NET: BTM2	40	28	44	49	44	41	40	40
Very likely	34	46	28	29	29	31	34	33
Somewhat likely	22	22	24	16	23	25	21	22
Not very likely	22	13	19	26	28	32	21	23
Not at all likely	18	15	24	24	17	10	19	17
Don't know	4	4	5	5	4	3	4	4

Region

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1281	104	246	490	103	149	189	1082	199
NET: TOP2	56	56	49	57	63	48	64	58	46
NET: BTM2	40	35	47	39	33	47	32	38	49
Very likely	34	40	29	35	38	25	41	35	28
Somewhat likely	22	16	20	23	25	24	23	23	18
Not very likely	22	25	23	21	20	25	21	22	22
Not at all likely	18	10	24	18	13	22	11	16	27
Don't know	4	9	4	4	5	5	4	4	4

Federal Vote Preference

%	Total	Conservative	Liberal	NDP	Green	Bloc	Other Parties
Sample	1281	323	317	392	80	58	43
NET: TOP2	56	34	63	66	73	41	57
NET: BTM2	40	63	34	30	26	55	36
Very likely	34	20	38	38	47	29	40
Somewhat likely	22	14	24	28	26	12	17
Not very likely	22	35	22	16	15	31	15
Not at all likely	18	28	12	14	11	24	21
Don't know	4	4	3	4	1	4	7

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