

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority want Toronto to zone & regulate pot production

Support highest among youngest, wealthiest

TORONTO, March 15th, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 520 Toronto voters, the majority, close to 6-in-10, think Toronto should follow Mississauga's lead and start licensing, zoning and regulating medical marijuana production facilities (59%). The minority disagree (30%), and relatively few have no opinion on the issue (11%). Interest in regulation of marijuana production facilities is highest among the youngest (69%), mid income groups (\$60K to \$80K - 69%) and the wealthiest (\$100K to \$250K - 73%), in the downtown (71%), among renters (65%), John Tory voters (67%) and provincial NDP voters (68%). Disapproval is especially high among lower income groups (\$20K to \$40K - 43%), in Scarborough (37%) and among Doug Ford voters (37%) and those who disapprove of John Tory (41%).

"It appears most Torontonians recognize that regulation is the better part of mitigation, and that growing operations which are licensed and regulated are safer and more acceptable than those which are not," 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.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

March 15th, 2015

HIGHLIGHTS:

- Close to 6-in-10, think Toronto should follow Mississauga's lead and start licensing, zoning and regulating medical marijuana production facilities (59%).
- "It appears most Torontonians recognize that regulation is the better part of mitigation, and that growing operations which are licensed and regulated are safer and more acceptable than those which are not," 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

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 520 randomly selected voters in Toronto, Ontario. The poll was conducted on March 10th, 2015.

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

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

TORONTO

March 15th, 2015

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
March 15th, 2015

Toronto to Create Zoning and Licensing Regulations for Medical Marijuana Production

'Mississauga is now zoning and licensing medical marijuana growing operations in that city. Do you agree or disagree Toronto should also create zoning and licensing regulations for medical marijuana production?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	520	122	100	114	97	87	267	253
Agree	59	69	67	49	47	51	62	56
Disagree	30	22	27	38	40	35	30	31
Don't know	11	10	6	13	13	14	7	13

Region

%	Total	Toronto or East York	North York	Etobicoke or York	Scarborough
Sample	520	206	96	117	101
Agree	59	70	53	57	53
Disagree	30	20	35	33	37
Don't know	11	10	12	10	10

Household Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K	\$250K+
Sample	520	64	69	64	62	53	99	20
Agree	59	54	41	63	69	63	73	65
Disagree	30	33	43	32	21	33	17	31
Don't know	11	12	15	5	9	4	10	3

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	520	89	203	92	29
Agree	59	53	67	67	39
Disagree	30	37	24	23	48
Don't know	11	11	9	11	13

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

March 15th, 2015

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com