

# NEWS RELEASE



## MEDIA INQUIRIES:

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## TORONTO

December 9<sup>th</sup>, 2015

## HIGHLIGHTS:

- One fifth have used marijuana or cannabis in the past year (19%) and one quarter will use it in the future once it is legal (24%).
- While about one quarter of Canadians think marijuana should never be legalized (24%), the largest group of those who want it legalized think it should happen immediately (22%).
- The largest groups of Canadians in total believe marijuana should be grown by large companies and sold through government agencies where it can be restricted, regulated and taxed (40%).

## FOR IMMEDIATE RELEASE

### One fifth use marijuana now

#### Most want it grown, sold through government agencies

TORONTO December 9<sup>th</sup>, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1369 Canadian adults 18 years of age and older, one fifth have used marijuana or cannabis in the past year (19%) and one quarter will use it in the future once it is legal (24%). Anticipated usage is highest among the youngest (41%), mid income groups (\$40K to \$60K - 29%), in BC (29%), among Green voters (42%). Groups especially likely to not use it include the oldest (8%) and Francophones (16%), as well as Conservative voters (11%).

#### Plurality wants it legalized immediately

While about one quarter of Canadians think marijuana should never be legalized (24%), the largest group of those who want it legalized think it should happen immediately (22%). Relatively equal proportions think legalization can happen in the next few months (15%) or in the next year (14%) but few will wait until the next election (5%). About one sixth think legalization must wait until their provinces have been consulted (16%). Among those who use it now, more than half want it legalized immediately (52%), and relatively equal proportions will settle for legalization in the next few months (18%) or in the next year (16%).

#### Most want corporate production, distribution model

The largest groups of Canadians in total believe marijuana should be grown by large companies and sold through government agencies where it can be restricted, regulated and taxed (40%). Just one sixth opt for an individual model where private consumers may grow the product and distribute it as they see fit (as long as they restrict it by age - 15%). A similar proportion wants to see a combined model, with corporate production and distribution coupled with an individual grower exemption. Just more than a quarter do not want to see any model used, and these are citizens opposed to the legalization of marijuana. Current marijuana users are relatively equally likely to favour the corporate model (31%), the individual model (33%) and the combination model (28%). Interestingly, one tenth of current users do not want to see any legalized distribution (9%).

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## **Most want marijuana revenues to go to debt reduction**

When presented with a list of areas where marijuana tax revenues could be spent, the most popular is deficit and debt reduction (21%), followed by drug addiction treatment programs (17%) and general revenues (14%). Other beneficiaries not as widely supported include a tax break (12%), infrastructure and transit (10%) and alcohol addiction treatment programs (3%).

“It appears, while the solid citizens of Canada see the benefits of legalizing marijuana, and can already see where some of the taxes might go, they are cautious about opening up production and distribution too much. Current users of boo, however, are more agnostic about the ideal distribution system, and would like to see an individual grower exemption as well as the government sponsored retailing model,” 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.

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**December 9<sup>th</sup>, 2015**

## **HIGHLIGHTS:**

- When presented with a list of areas where marijuana tax revenues could be spent, the most popular is deficit and debt reduction (21%), followed by drug addiction treatment programs (17%) and general revenues (14%).
- “It appears, while the solid citizens of Canada see the benefits of legalizing marijuana, and can already see where some of the taxes might go, they are cautious about opening up production and distribution too much. Current users of boo, however, are more agnostic about the ideal distribution system, and would like to see an individual grower exemption as well as the government sponsored retailing model,” 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 1369 randomly selected Canadians 18 years of age or older. The poll was conducted between December 6<sup>th</sup> and 8<sup>th</sup>, 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](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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December 9<sup>th</sup>, 2015

### *Marijuana Usage*

*'Have you used marijuana or cannabis in the past year?'*

*[All Respondents]*

### *Age / Gender*

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1369	311	186	242	309	321	733	636
Yes	19	36	15	15	14	6	21	18
No	81	64	85	85	86	94	79	82

### *Region*

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1369	116	319	494	100	148	192	1064	305
Yes	19	18	13	20	20	21	26	21	12
No	81	82	87	80	80	79	74	79	88

### *Federal Vote Preference*

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1369	418	561	188	93	54	24
Yes	19	10	21	26	34	14	39
No	81	90	79	74	66	86	61

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**December 9<sup>th</sup>, 2015**

### ***Marijuana Usage Likelihood***

*'Are you likely to use marijuana or cannabis in the next year if it is legalized?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1369	311	186	242	309	321	733	636
Yes	24	41	22	20	18	8	27	21
No	76	59	78	80	82	92	73	79

### **Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1369	116	319	494	100	148	192	1064	305
Yes	24	22	17	27	25	25	29	26	16
No	76	78	83	73	75	75	71	74	84

### **Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1369	418	561	188	93	54	24
Yes	24	11	28	27	42	20	46
No	76	89	72	73	58	80	54

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**Marijuana Legalization**

*'How soon do you think marijuana or cannabis should be legalized?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1369	311	186	242	309	321	733	636
Immediately	22	34	25	17	16	10	24	19
In the next few months	15	18	14	13	12	17	16	14
In the next year	14	13	15	13	12	18	13	15
Before the next election	5	5	5	6	5	6	5	5
Not until the provinces have been consulted	16	10	11	21	20	21	16	16
Never	23	16	26	24	30	24	23	24
Don't know	5	5	5	6	5	4	4	6

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1369	116	319	494	100	148	192	1064	305
Immediately	22	22	15	24	24	17	30	25	13
In the next few months	15	12	14	17	14	12	17	16	13
In the next year	14	13	17	13	15	14	12	13	17
Before the next election	5	4	9	3	3	7	4	4	9
Not until the provinces have been consulted	16	15	15	16	16	19	14	16	16
Never	23	26	26	23	25	25	17	22	27
Don't know	5	8	5	4	4	6	6	5	5

**Federal Vote Preference**

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1369	418	561	188	93	54	24
Immediately	22	8	27	28	33	20	36
In the next few months	15	10	16	22	19	8	16
In the next year	14	10	18	13	13	15	0
Before the next election	5	3	7	3	5	12	7
Not until the provinces have been consulted	16	20	15	11	16	12	14
Never	23	42	12	19	11	32	21
Don't know	5	6	4	4	4	1	5

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## ***Legalization and Distribution of Marijuana***

*'Which of the following models for the legalization and distribution of marijuana or cannabis do you favour the most?'*

*[All Respondents]*

### **Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1369	311	186	242	309	321	733	636
Corporate model where large companies grow the product and distribute it through government agencies only, like liquor stores, where it is restricted by age and taxed	40	41	36	39	39	43	39	40
Individual model where consumers are free to grow their own product and distribute it to others, as long as they restrict it by age	15	21	16	13	12	7	17	13
Neither of these models	28	18	28	32	33	35	26	30
Combination of these two models, with a corporate distribution system as well as an individual grower exemption	17	19	20	16	16	15	19	16

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**Region**

Region	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1369	116	319	494	100	148	192	1064	305
Corporate model where large companies grow the product and distribute it through government agencies only, like liquor stores, where it is restricted by age and taxed	40	34	40	39	43	44	39	40	40
Individual model where consumers are free to grow their own product and distribute it to others, as long as they restrict it by age	15	19	11	15	13	14	19	17	9
Neither of these models	28	35	31	30	29	22	19	27	33
Combination of these two models, with a corporate distribution system as well as an individual grower exemption	17	13	18	15	15	20	24	17	18

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**Federal Vote Preference**

Sample	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1369	418	561	188	93	54	24
Corporate model where large companies grow the product and distribute it through government agencies only, like liquor stores, where it is restricted by age and taxed	40	36	50	31	29	37	10
Individual model where consumers are free to grow their own product and distribute it to others, as long as they restrict it by age	15	11	12	20	32	10	26
Neither of these models	28	40	19	23	24	34	51
Combination of these two models, with a corporate distribution system as well as an individual grower exemption	17	13	18	25	16	19	13

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**December 9<sup>th</sup>, 2015**

**Marijuana Tax Revenues**

*'If legal marijuana is taxed, where is the most appropriate place for the revenues to be spent?'*

[All Respondents]

**Age / Gender**

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
<b>Sample</b>	<b>1369</b>	<b>311</b>	<b>186</b>	<b>242</b>	<b>309</b>	<b>321</b>	<b>733</b>	<b>636</b>
General revenue	14	13	14	13	14	16	16	12
Drug addiction treatment	17	14	15	16	23	21	17	18
Alcohol addiction treatment	3	3	4	3	2	4	3	4
Infrastructure and transit	10	14	12	9	7	6	11	9
Reducing the deficit or debt	21	22	20	23	21	21	23	20
Tax break	12	11	13	15	12	11	13	12
Something else	15	16	16	15	16	13	11	19
Don't know	6	7	6	6	5	7	5	7

**Region**

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
<b>Sample</b>	<b>1369</b>	<b>116</b>	<b>319</b>	<b>494</b>	<b>100</b>	<b>148</b>	<b>192</b>	<b>1064</b>	<b>305</b>
General revenue	14	11	14	13	11	18	17	14	13
Drug addiction treatment	17	26	18	15	13	16	21	17	18
Alcohol addiction treatment	3	5	3	3	2	3	4	3	3
Infrastructure and transit	10	4	7	12	9	8	16	11	6
Reducing the deficit or debt	21	17	20	25	19	21	17	22	19
Tax break	12	12	19	10	12	14	7	10	20
Something else	15	18	10	17	23	15	14	16	11
Don't know	6	7	8	5	11	3	5	5	10

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### ***Federal Vote Preference***

<b>%</b>	<b>Total</b>	<b>Cons</b>	<b>Lib</b>	<b>NDP</b>	<b>Green</b>	<b>Bloc</b>	<b>Other Parties</b>
<b>Sample</b>	<b>1369</b>	<b>418</b>	<b>561</b>	<b>188</b>	<b>93</b>	<b>54</b>	<b>24</b>
<b>General revenue</b>	14	10	17	15	10	13	23
<b>Drug addiction treatment</b>	17	17	16	22	23	12	7
<b>Alcohol addiction treatment</b>	3	3	2	7	3	0	4
<b>Infrastructure and transit</b>	10	8	13	11	13	7	4
<b>Reducing the deficit or debt</b>	21	26	23	15	17	17	11
<b>Tax break</b>	12	15	10	9	11	25	14
<b>Something else</b>	15	17	12	12	21	17	32
<b>Don't know</b>	6	4	6	10	2	10	6

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