

NEWS RELEASE



FOR IMMEDIATE RELEASE

Marijuana Users Think \$10 per Gram is Reasonable

Think marijuana should be regulated like alcohol, not tobacco

Toronto, September 28th – In a random sampling of public opinion taken by The Forum Poll™ among 801 Ontario voters, just under one-fifth (18%) say that they have used marijuana or cannabis in the past year, with the majority (82%) saying they haven't used it.

Respondents most likely to say they have used marijuana or cannabis include those 34 and younger (29%), the least wealthy (40%), the least educated (20%) or with a college/university degree (19%), and supporting the Green Party (34%).

Amongst marijuana consumers, almost two-thirds say \$10 per gram is reasonable

Almost two thirds (TOP2: 59%) say that a cost of \$10 per gram is reasonable, with one quarter (24%) saying it's very reasonable, and more than a third (35%) saying it's somewhat reasonable.

Fewer than a third (28%) say that \$10 a gram is unreasonable, with fewer than one in ten (9%) saying it is somewhat unreasonable, with just under two in ten (19%) saying it is very unreasonable.

(13%) say they do not know.

Amongst non-consumers, the majority (55%) said they do not know if \$10 per gram is reasonable or unreasonable.

Half think marijuana should be regulated like alcohol, not tobacco

Half of all respondents (50%) think pot should be regulated like alcohol, while a third (32%) say it should be regulated like tobacco.

Just under two in ten (18%) say they do not know how marijuana should be regulated.

Respondents most likely to say that marijuana should be regulated like alcohol include those aged 55-64 (59%) or 65+ (57%), females (52%), the most wealthy (59%), with a post-graduate degree (56%), living in North-eastern Ontario (60%), and supporting the Green Party (58%).

Respondents most likely to say that marijuana should be regulated like tobacco include those aged 34 and younger (40%) or 35-44 (43%), earning \$80,000-\$100,000 (40%), the least educated (39%), living in Eastern Ontario (38%), and supporting the PCs (33%) or NDP (33%).

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“About one fifth of Ontarians say that they have consumed cannabis or marijuana in the past year,” said Dr. Lorne Bozinoff, President of Forum Research. “And those consumers think that the rumoured price of \$10 per gram is pretty good. What's also interesting is that it seems like half of Ontarians support regulations more in line with alcohol, than tobacco, so it seems the government's marijuana plan may be on point.”



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It's worth noting that there is almost an even split on this question among marijuana consumers: almost half (46%) think marijuana should be regulated like alcohol, and (49%) say it should be regulated like tobacco. Only 6% say they do not know.

“About one fifth of Ontarians say that they have consumed cannabis or marijuana in the past year,” said Dr. Lorne Bozinoff, President of Forum Research. “And those consumers think that the rumoured price of \$10 per gram is pretty good. What's also interesting is that it seems like half of Ontarians support regulations more in line with alcohol, than tobacco, so it seems the government's marijuana plan may be on point.”

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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Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 801 randomly selected Ontario Voters. The poll was conducted September 26-27, 2017.

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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Marijuana consumers

Have you consumed cannabis or marijuana in the past year?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	104	87	129	182	299	377	408
Yes	18	29	16	19	10	6	20	15
No	82	71	84	81	90	94	80	85

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	60	126	104	95	79	145
Yes	18	40	14	16	28	15	16
No	82	60	86	84	72	85	84

Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	801	144	189	179	161	90	38
Yes	18	18	19	14	20	18	18
No	82	82	81	86	80	82	82

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	138	223	290	150
Yes	18	20	15	19	15
No	82	80	85	81	85

Ballot intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	801	339	187	150	47	19
Yes	18	12	19	21	34	36
No	82	88	81	79	66	64



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Marijuana Price

In your opinion, how reasonable or unreasonable is a price of \$10 per gram of legal marijuana? [All respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	104	87	129	182	299	377	408
Very reasonable	12	18	14	10	8	8	10	14
Somewhat reasonable	15	29	6	16	12	6	18	14
Somewhat unreasonable	7	3	8	8	8	11	7	6
Very unreasonable	10	10	8	14	11	8	12	8
Don't know	55	40	64	52	62	67	53	58

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	60	126	104	95	79	145
Very reasonable	12	9	10	12	20	16	15
Somewhat reasonable	15	22	13	19	23	16	15
Somewhat unreasonable	7	5	9	5	5	6	6
Very unreasonable	10	21	18	12	10	3	8
Don't know	55	43	49	52	42	60	55

Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	801	144	189	179	161	90	38
Very reasonable	12	16	11	14	8	13	27
Somewhat reasonable	15	14	19	16	14	12	17
Somewhat unreasonable	7	6	9	6	5	7	15
Very unreasonable	10	13	8	8	16	4	6
Don't know	55	51	52	56	57	63	35



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	138	223	290	150
Very reasonable	12	13	10	13	15
Somewhat reasonable	15	17	14	18	11
Somewhat unreasonable	7	6	9	8	4
Very unreasonable	10	13	10	11	6
Don't know	55	51	57	51	65

Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	801	339	187	150	47	19
Very reasonable	12	9	16	18	8	0
Somewhat reasonable	15	16	23	9	29	0
Somewhat unreasonable	7	5	7	9	4	18
Very unreasonable	10	11	7	10	14	38
Don't know	55	60	48	55	45	44



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Marijuana Price (users)

In your opinion, how reasonable or unreasonable is a price of \$10 per gram of legal marijuana? [Base=have consumed cannabis or marijuana in the past year]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	106	30	14	26	18	18	61	42
NET: TOP2	59	76	51	55	7	23	54	67
NET: BTM2	28	15	43	37	39	45	36	14
Very reasonable	24	24	41	23	0	7	16	35
Somewhat reasonable	35	52	9	32	7	16	38	32
Somewhat unreasonable	9	1	19	9	12	36	12	4
Very unreasonable	19	13	24	28	26	9	25	10
Don't know	13	10	6	8	55	32	10	19

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	106	15	11	13	18	9	21
NET: TOP2	59	53	72	48	67	59	65
NET: BTM2	28	16	22	45	21	18	30
Very reasonable	24	13	32	32	16	16	44
Somewhat reasonable	35	40	40	16	51	43	21
Somewhat unreasonable	9	0	3	11	1	18	14
Very unreasonable	19	16	18	34	19	0	16
Don't know	13	31	6	7	12	22	5

Region

%	Total	Eastern Ontario	Toronto 416	Toronto 905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	106	16	31	20	23	10	6
NET: TOP2	59	59	57	68	52	58	61
NET: BTM2	28	21	29	25	39	12	39
Very reasonable	24	25	29	21	23	20	30
Somewhat reasonable	35	34	28	47	28	37	31
Somewhat unreasonable	9	11	19	6	5	0	14
Very unreasonable	19	10	11	19	34	12	25
Don't know	13	20	14	7	9	30	0



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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	106	17	28	45	16
NET: TOP2	59	63	33	65	68
NET: BTM2	28	30	43	24	19
Very reasonable	24	30	6	27	32
Somewhat reasonable	35	33	27	39	36
Somewhat unreasonable	9	5	12	13	0
Very unreasonable	19	25	31	11	19
Don't know	13	8	24	11	13

Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	106	32	27	24	10	6
NET: TOP2	59	49	67	63	83	0
NET: BTM2	28	31	12	29	13	93
Very reasonable	24	17	23	46	12	0
Somewhat reasonable	35	32	45	17	72	0
Somewhat unreasonable	9	4	6	16	0	5
Very unreasonable	19	27	5	13	13	87
Don't know	13	19	21	8	3	7



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Regulations

In your opinion, should marijuana be regulated like alcohol or regulated like tobacco?

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	801	104	87	129	182	299	377	408
Alcohol	50	45	39	53	59	57	47	52
Tobacco	32	40	43	27	26	17	37	27
Don't know	18	15	17	20	14	26	16	20

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	801	60	126	104	95	79	145
Alcohol	50	42	46	44	46	45	59
Tobacco	32	33	35	34	34	40	25
Don't know	18	24	19	22	19	15	16

Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	801	144	189	179	161	90	38
Alcohol	50	51	47	46	52	60	43
Tobacco	32	38	28	34	32	25	38
Don't know	18	11	25	20	17	15	19

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	801	138	223	290	150
Alcohol	50	40	51	50	56
Tobacco	32	39	31	33	27
Don't know	18	21	18	18	18



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Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	801	339	187	150	47	19
Alcohol	50	48	53	49	58	28
Tobacco	32	33	26	33	29	54
Don't know	18	19	21	18	13	18



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Regulations - Users

In your opinion, should marijuana be regulated like alcohol or regulated like tobacco? [used cannabis or marijuana in the last year]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	106	30	14	26	18	18	61	42
Alcohol	46	54	15	51	36	63	42	50
Tobacco	49	41	85	42	52	21	56	40
Don't know	6	5	0	7	12	16	1	10

Income

%	Total	<\$20K	\$20-\$40K	\$40-\$60K	\$60-\$80K	\$80-\$100K	\$100-\$250K
Sample	106	15	11	13	18	9	21
Alcohol	46	53	29	20	54	12	64
Tobacco	49	43	64	60	43	88	34
Don't know	6	4	7	20	3	0	2

Region

%	Total	Eastern Ontario	416	905	South-western Ontario	North-eastern Ontario	North-western Ontario
Sample	106	16	31	20	23	10	6
Alcohol	46	61	34	19	60	75	30
Tobacco	49	39	45	81	35	25	70
Don't know	6	0	21	0	4	0	0

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	106	17	28	45	16
Alcohol	46	23	52	51	47
Tobacco	49	65	47	42	52
Don't know	6	11	1	7	2



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Voter Ballot Intention

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Other Parties
Sample	106	32	27	24	10	6
Alcohol	46	55	50	37	43	51
Tobacco	49	40	37	59	57	42
Don't know	6	5	12	4	0	7

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