

NEWS RELEASE



MEDIA INQUIRIES:

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FOR IMMEDIATE RELEASE

Majority think marijuana dispensaries should be allowed in Toronto

One tenth have dispensary in the neighbourhood

TORONTO March 23rd - In a random sampling of public opinion taken by the Forum Poll™ among 908 Toronto voters, the majority, well more than half, say marijuana dispensaries should be allowed to operate in Toronto (57%), while just 3-in-10 think they should not be allowed (30%). About one tenth don't have an opinion (13%).

Approval of these dispensaries is especially common to the youngest (72%), males (62%), the wealthiest (\$80K to \$100K - 67%), in the downtown (71%), among Olivia Chow voters from the last mayoral election (82%), the best educated (64%) and among those who have used marijuana in the past (79%) and among those who already have a dispensary in their neighbourhood (75%).

One tenth live in neighbourhoods with dispensaries

One tenth of Toronto voters have a marijuana dispensary in their neighbourhood (11%), about 4-in-10 know that they don't (38%) and the majority (51%) don't know whether they do or not. Having a marijuana dispensary in the neighbourhood is especially characteristic of younger voters (35 to 44 - 14%), among those in low income groups (often a proxy for youth - 14%), in the downtown (22%), among those who voted for Olivia Chow (16%) and among those who have used cannabis in the past (17%).

More think these dispensaries legal than not

When asked if these marijuana dispensaries are legal businesses, the majority do not know (55%), but among those with a viewpoint, more think them legal (27%) than think the opposite (18%). Once again, thinking they are legal is characteristic of the youngest (36%), the wealthiest (\$100K to \$250K - 34%), in the downtown (36%), among Chow voters (37%), the best educated (post grad - 30%), those who have one in the neighbourhood (48%) and those who have used marijuana in the past (40%).

Close to half have used marijuana

Just fewer than 4-in-10 claim to have used marijuana in the past (36%) and a further tenth prefer not to answer (9%), so it may be that as many as close to one half of Toronto voters have used marijuana (45%). Claimed usage is especially characteristic of the youngest (52%), mid income groups (\$60K to \$80K - 47%), downtown (50%) and in East York (49%), among Chow voters (51%), the least educated (secondary

TORONTO
March 23rd, 2016

HIGHLIGHTS:

- The majority, well more than half, say marijuana dispensaries should be allowed to operate in Toronto (57%).
- One tenth of Toronto voters have a marijuana dispensary in their neighbourhood (11%).
- When asked if these marijuana dispensaries are legal business, the majority do not know (55%).
- Just fewer than 4-in-10 claim to have used marijuana in the past (36%).

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school or less - 42%) and among those who have a dispensary in their neighbourhood (56%).

One in twenty may have medical marijuana prescription

One in fifty Toronto voters claim to have a medical marijuana card or prescription (2%) and a further one in fifty prefer not to answer rather than saying no (2%), so it may be that as many as one in twenty five Toronto voters have a dispensation to use cannabis (4%). This means, in Toronto, there may be between 40,000 and 80,000 medical marijuana users. Claimed medical users are young, less wealthy and those who have used it in the past.

"It appears this is a case of social acceptance leading political and official acceptance of what used to be considered illegal behaviour. The thought that stores would openly be selling herb in family neighbourhoods in Toronto would have been laughable as recently as a year ago," 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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HIGHLIGHTS:

- One in fifty Toronto voters claim to have a medical marijuana card or prescription (2%).
- "It appears this is a case of social acceptance leading political and official acceptance of what used to be considered illegal behaviour. The thought that stores would openly be selling herb in family neighbourhoods in Toronto would have been laughable as recently as a year ago," 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 908 randomly selected voters in Toronto, Ontario. The poll was conducted on March 22nd, 2016.

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 Dispensary in your Neighbourhood

'Is there a marijuana dispensary in your neighbourhood?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Used Marijuana
Sample	908	189	158	184	155	222	470	438	316
Yes	11	11	14	11	7	6	10	11	17
No	38	41	35	34	49	32	41	36	40
Don't know	51	48	50	55	44	62	49	53	43

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	908	364	208	181	155
Yes	11	22	4	8	6
No	38	32	42	44	37
Don't know	51	47	55	48	57

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	908	154	385	127	60
Yes	11	5	12	16	12
No	38	42	37	35	35
Don't know	51	53	51	49	53

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Marijuana Dispensaries: Legal

'As far as you know, are these marijuana dispensaries legal businesses?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Used Marijuana
Sample	908	189	158	184	155	222	470	438	316
Yes	27	36	23	30	18	18	28	27	40
No	18	13	20	21	22	18	22	14	18
Don't know	55	50	57	49	60	64	50	59	42

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	908	364	208	181	155
Yes	27	34	27	23	23
No	18	18	16	17	21
Don't know	55	48	57	60	56

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	908	154	385	127	60
Yes	27	20	31	37	29
No	18	23	17	16	17
Don't know	55	57	52	47	55

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Marijuana Dispensaries: Operating in TO

'Should marijuana dispensaries be allowed to operate in Toronto?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Used Marijuana
Sample	908	189	158	184	155	222	470	438	316
Yes	57	72	53	49	57	46	62	53	79
No	30	18	37	36	29	33	29	30	15
Don't know	13	10	9	14	15	21	9	16	6

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	908	364	208	181	155
Yes	57	68	57	53	48
No	30	19	30	30	43
Don't know	13	13	13	17	9

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	908	154	385	127	60
Yes	57	37	64	82	50
No	30	47	23	13	36
Don't know	13	15	13	5	14

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Marijuana Usage

'Have you ever used marijuana or cannabis?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	908	189	158	184	155	222	470	438
Yes	36	52	32	31	31	18	38	34
No	55	38	60	59	59	73	52	58
Prefer not to answer	9	10	8	10	9	9	10	8

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	908	364	208	181	155
Yes	36	50	32	31	25
No	55	38	63	58	66
Prefer not to answer	9	11	6	11	9

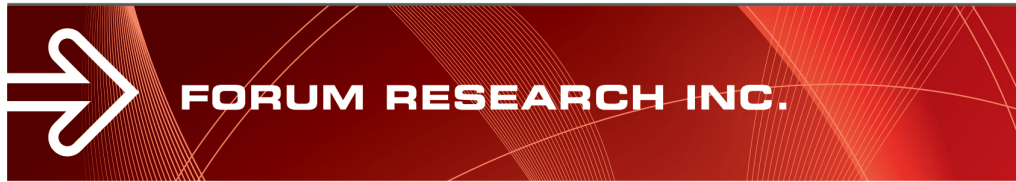
Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	908	154	385	127	60
Yes	36	26	35	51	30
No	55	68	54	36	62
Prefer not to answer	9	6	11	13	8

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Medical Marijuana

'Do you have a medical marijuana card or prescription?'

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female	Used Marijuana
Sample	908	189	158	184	155	222	470	438	316
Yes	2	4	0	1	2	0	1	2	5
No	41	56	38	36	35	26	44	38	93
Prefer not to answer	2	2	2	4	3	1	2	2	2

Region

%	Total	The former City of Toronto + East York	North York	Etobicoke + York	Scarborough
Sample	908	364	208	181	155
Yes	2	3	2	1	1
No	41	55	35	38	31
Prefer not to answer	2	3	1	3	2

Last Mayoral Vote

%	Total	Doug Ford	John Tory	Olivia Chow	Someone else
Sample	908	154	385	127	60
Yes	2	1	1	2	0
No	41	29	43	60	33
Prefer not to answer	2	2	2	2	5

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