

NEWS RELEASE



FORUM RESEARCH INC.

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 8th, 2016

HIGHLIGHTS:

- Almost half have ever used marijuana (47%)
- One eighth claim to use marijuana now (13%)
- “It is interesting to note past marijuana usage is steady at about one half the population up to the age of 64, the top end of the baby boomers, and then it peters out, as the previous generation didn’t indulge. Current usage, however, is the province primarily of the young”

FOR IMMEDIATE RELEASE

One Half Have Used Marijuana

One eighth use it now

In a random sampling of public opinion taken by the Forum Poll™ among 1429 Canadian adults, almost half have ever used marijuana (47%). Past usage is most common to the youngest (61%), males (52%) rather than females (42%), the very wealthiest (\$100K to \$250K - 61%), in BC (54%), among New Democrats (58%) but not so much among Conservatives (37%), among those with children (52%) and among those who have graduated college or more (51%).

In total, one eighth claim to use marijuana now (13%), and this is especially characteristic of the youngest (23%), males (16%) rather than females (9%), among the least wealthy (often a proxy for youth - 18%), in BC (20%) but not so much in Quebec (7%), among Liberals (15%) rather than Conservatives (6%) and among those with some college or university (16%). Of those who have ever tried marijuana, one quarter (27%) continue to use it.

“It is interesting to note past marijuana usage is steady at about one half the population up to the age of 64, the top end of the baby boomers, and then it peters out, as the previous generation didn’t indulge. Current usage, however, is the province primarily of the young” 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.

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Methodology

The Forum Poll™ was conducted by Forum Research with the results based on an interactive voice response telephone survey of 1429 randomly selected Canadian adults. The poll was conducted on July 5th, 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

MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

July 8th, 2016

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

TORONTO

July 8th, 2016

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	1429	253	196	251	341	388	722	679
Yes	47	61	54	47	45	19	52	42
No	53	39	46	53	55	81	48	58

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1429	137	272	224	201	154	242
Yes	47	48	37	46	51	54	61
No	53	52	63	54	49	46	39

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1429	105	320	554	100	144	206	1120	309
Yes	47	41	46	48	38	48	54	48	45
No	53	59	54	52	62	52	46	52	55

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1429	377	655	162	75	58	41
Yes	47	37	48	58	65	51	58
No	53	63	52	42	35	49	42

Children

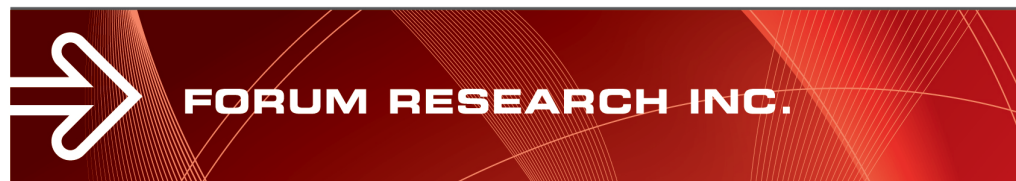
%	Total	Yes	No
Sample	1429	331	1098
Yes	47	52	45
No	53	48	55

Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1429	305	411	501	212
Yes	47	36	46	51	51
No	53	64	54	49	49

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

TORONTO

July 8th, 2016

Current Marijuana Usage

Do you use marijuana or cannabis now?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1429	253	196	251	341	388	722	679
Yes	13	23	13	11	9	2	16	9
No	34	38	41	36	36	17	36	33
Never used	53	39	46	53	55	81	48	58

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1429	137	272	224	201	154	242
Yes	13	18	15	17	12	10	11
No	34	29	22	30	38	44	50
Never used	53	52	63	54	49	46	39

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1429	105	320	554	100	144	206	1120	309
Yes	13	12	7	13	16	14	20	15	7
No	34	29	39	35	21	34	34	33	38
Never used	53	59	54	52	62	52	46	52	55

Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1429	377	655	162	75	58	41
Yes	13	6	15	11	26	11	20
No	34	31	33	47	39	41	38
Never used	53	63	52	42	35	49	42

Children

%	Total	Yes	No
Sample	1429	331	1098
Yes	13	9	14
No	34	42	31
Never used	53	48	55

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
forumresearch.com

NEWS RELEASE



Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1429	305	411	501	212
Yes	13	11	16	14	8
No	34	26	31	38	43
Never used	53	64	54	49	49

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

July 8th, 2016

180 Bloor Street W., #1400

Toronto, ON M5S 2V6

T 416.960.9600

F 416.960.9602

forumresearch.com