

NEWS RELEASE



FOR IMMEDIATE RELEASE

Majority approve of legal marijuana

One quarter will use if legal; want it sold at marijuana dispensaries

TORONTO December 21st, 2015 - In a random sampling of public opinion taken by the Forum Poll™ among 1003 Ontario voters, close to 6-in-10 approve of legalized marijuana or cannabis (56%) and this is similar to national rates of approval noted recently (November 4, national sample - 59%). Just more than a third disapprove of the idea (36%) and one tenth have no opinion (8%). Approval is common to the youngest (69%), the wealthier (\$80K to \$100K - 64%), in Northern Ontario (59%), among Liberals (69%) and New Democrats (66%) and among college graduates (59%).

One-in-six use marijuana now

Just less than one fifth of Canadian adults use marijuana or cannabis now (17%), and this is especially true of the youngest (29%), mid income groups (\$40K to \$60K - 29%), in Northern Ontario (23%), among New Democrats (24%) and those with some college or university (25%).

Close to one quarter will use marijuana if it is legal

Almost one quarter of adult Canadians say they will use marijuana or cannabis when it is legal (22%), and, once again, the rate is highest among the youngest (39%), males (26%) rather than females (19%), in Northern Ontario (27%), among New Democrats (30%) and among those who didn't finish college (32%).

Most want to see legal marijuana sold at specialized marijuana dispensaries

When asked the most appropriate place to sell legal marijuana the majority approve of selling it at specialized marijuana dispensaries (57%), while fewer than half approve the plan to sell it at the LCBO (44%). Far fewer see it being sold in convenience stores (15%) or by private individuals (17%). Among those who plan to use it once it is legal, the same pattern applies, except with more enthusiasm for all channels (dispensaries - 84%, LCBO - 65%, convenience stores - 40%, private individuals - 44%).

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TORONTO

December 21st, 2015

HIGHLIGHTS:

- Close to 6-in-10 approve of legalized marijuana or cannabis (56%).
- Just less than one tenth of Canadian adults use marijuana or cannabis now (17%).
- Almost one quarter of adult Canadians say they will use marijuana or cannabis when it is legal (22%).
- When asked the most appropriate place to sell legal marijuana the majority approve of selling it at specialized marijuana dispensaries (57%), while fewer than half approve the plan to sell it at the LCBO (44%).

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Split opinion on individual grower exemption

Ontarians are exactly split on whether individuals should be permitted to grow their own marijuana once it is legal (44%) or not (45%). One tenth have no opinion (10%). Interest in the individual grower exemption is, once again, highest among the youngest (52%), mid income groups (\$40K to \$60K - 49%), in Southwestern Ontario (51%), among New Democrats (49%) and those with partial college or university (51%)

Majority see marijuana smoking allowed in private only, “vaping” in public

When asked where users should be permitted to smoke legal marijuana, the strong majority agrees it should be in private only (57%), while 3-in-10 think it can be smoked wherever tobacco is permitted (31%). Very few believe it should be allowed anywhere, even where tobacco is not allowed (3%). Among potential users of legal marijuana, a smaller, but still significant group agrees marijuana should be smoked in private only (30%). Vaping, or smoking e-cigarettes, on the other hand, is seen to be appropriate in public where tobacco is allowed (45%), while one third think it too should only be done in private (35%). One tenth think vaping should be permitted everywhere, even where tobacco is not.

Split in opinion on cannabis edibles

Relatively equal proportions approve of selling marijuana or cannabis edibles like cookies or bars (46%) or disapprove of it (43%), while one tenth have no opinion (12%). Potential users overwhelmingly approve of the sale of edibles (92%).

Special marijuana dispensaries best place to sell edibles

Ontarians believe that marijuana or cannabis edibles are best sold at specialized marijuana dispensaries (48%), rather than the LCBO (17%) or, especially, at convenience stores (5%) or by private individuals (7%).

“Well, it’s official. Legal marijuana will be popular and widely used, and most would like to see it sold at marijuana dispensaries, which is happening already, rather than at the liquor store. And Ontarians appear to draw a distinction between edible marijuana and the stuff you smoke, and see edibles as slightly less deserving of legalization and distribution,” 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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December 21st, 2015
HIGHLIGHTS:

- Ontarians are exactly split on whether individuals should be permitted to grow their own marijuana once it is legal (44%) or not (45%).
- When asked where users should be permitted to smoke legal marijuana, the strong majority agree it should be in private only (57%).
- Relatively equal proportions approve of selling marijuana edibles (46%) or disapprove of it (43%).
- Marijuana or cannabis edibles are best sold at specialized marijuana dispensaries (48%).
- “Well, it’s official. Legal marijuana will be popular and widely used, and most would like to see it sold at marijuana dispensaries, which is happening already, rather than at the liquor store. And Ontarians appear to draw a distinction between edible marijuana and the stuff you smoke, and see edibles as slightly less deserving of legalization and distribution,” 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 1003 randomly selected Ontarians 18 years of age and older. The poll was conducted on December 20th, 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

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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TORONTO

December 21st, 2015

Marijuana

‘Do you approve or disapprove of legalized marijuana?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	56	69	59	47	53	41	57	54
Disapprove	36	24	36	44	38	46	35	37
Don't know	8	7	6	8	9	13	8	9

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	56	55	58	53	55	56	59	92	45
Disapprove	36	32	32	40	38	36	35	5	45
Don't know	8	12	10	6	8	9	6	3	10

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	56	32	69	66	72	58
Disapprove	36	62	22	26	23	34
Don't know	8	6	9	8	6	8

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December 21st, 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	1003	146	124	195	232	306	511	492
Yes	17	29	23	8	14	3	20	14
No	83	71	77	92	86	97	80	86

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Yes	17	17	17	12	14	20	23	71	2
No	83	83	83	88	86	80	77	29	98

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Yes	17	8	19	24	23	38
No	83	92	81	76	77	62

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Marijuana: Likelihood of Usage

'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	1003	146	124	195	232	306	511	492
Yes	22	39	26	12	15	6	26	19
No	78	61	74	88	85	94	74	81

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1003	149	152	286	438	251	165
Yes	22	22	19	20	20	24	27
No	78	78	81	80	80	76	73

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Yes	22	11	24	30	26	38
No	78	89	76	70	74	62

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Selling Marijuana: LCBO

'Do you approve or disapprove of legal marijuana or cannabis being sold through each of the following channels?' + 'The LCBO'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	44	56	44	38	38	35	46	41
Disapprove	47	35	48	55	49	53	46	47
Don't know	10	9	8	7	13	12	8	11

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	44	41	50	40	43	45	47	65	38
Disapprove	47	46	42	51	48	45	46	30	51
Don't know	10	13	8	10	9	10	7	5	11

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	44	26	54	49	67	34
Disapprove	47	67	34	42	25	53
Don't know	10	6	11	9	8	13

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Selling Marijuana: Convenience Stores

'Do you approve or disapprove of legal marijuana or cannabis being sold through each of the following channels?' + 'Convenience stores'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	15	29	18	8	8	2	17	13
Disapprove	80	65	77	90	85	91	77	82
Don't know	5	6	5	3	7	7	6	5

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	15	16	13	12	13	17	18	40	8
Disapprove	80	77	79	83	81	80	76	57	86
Don't know	5	7	8	5	6	4	6	3	6

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	15	6	21	16	16	31
Disapprove	80	91	74	81	78	57
Don't know	5	4	6	4	5	11

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Selling Marijuana: Specialized Marijuana Dispensaries

‘Do you approve or disapprove of legal marijuana or cannabis being sold through each of the following channels?’ + ‘Specialized marijuana dispensaries’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	57	70	59	51	50	46	56	58
Disapprove	32	22	35	38	36	37	33	31
Don't know	11	8	6	12	14	17	10	11

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	57	64	52	56	55	58	57	84	49
Disapprove	32	25	35	35	35	31	33	12	38
Don't know	11	11	12	10	11	11	10	5	12

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	57	41	66	66	67	55
Disapprove	32	51	21	27	25	30
Don't know	11	8	13	7	8	15

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Selling Marijuana: Private Individuals

‘Do you approve or disapprove of legal marijuana or cannabis being sold through each of the following channels?’ + ‘Private individuals’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	17	27	18	16	9	5	18	15
Disapprove	72	64	70	74	77	81	71	73
Don't know	11	9	11	10	15	14	11	12

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	17	11	17	12	14	21	26	44	9
Disapprove	72	77	70	75	73	69	65	45	80
Don't know	11	12	13	12	13	10	9	11	11

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	17	9	18	20	24	32
Disapprove	72	82	73	69	66	49
Don't know	11	9	10	11	10	19

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Growing Marijuana

'If marijuana or cannabis is legalized, should individuals be allowed to grow their own plants or not?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Individuals should be allowed to grow plants	44	52	52	36	49	30	49	40
Individuals should not be allowed to grow plants	45	36	38	56	43	60	42	49
Don't know	10	12	10	9	8	10	8	12

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Individuals should be allowed to grow plants	44	49	39	44	42	51	37	73	37
Individuals should not be allowed to grow plants	45	36	51	48	49	39	53	20	53
Don't know	10	15	10	8	9	10	10	7	11

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Individuals should be allowed to grow plants	44	35	46	49	52	64
Individuals should not be allowed to grow plants	45	58	44	39	35	26
Don't know	10	7	10	13	13	10

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Smoking Marijuana

‘Where should marijuana smoking be allowed?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Private only	57	45	60	65	63	62	54	60
Public wherever tobacco smoking is allowed	31	45	29	25	21	24	34	27
Anywhere in public, even where tobacco is not allowed	3	4	5	3	3	1	4	3
Don't know	9	7	7	7	13	13	8	9

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Private only	57	62	58	57	58	56	53	30	65
Public wherever tobacco smoking is allowed	31	29	33	27	29	31	37	59	22
Anywhere in public, even where tobacco is not allowed	3	2	3	4	3	4	2	6	3
Don't know	9	7	6	12	10	9	7	4	10

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Private only	57	69	54	52	55	34
Public wherever tobacco smoking is allowed	31	17	37	39	33	36
Anywhere in public, even where tobacco is not allowed	3	3	2	2	6	22
Don't know	9	11	7	7	5	8

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E-Cigarette Smoking

‘Where should e-cigarette smoking, or “vaping” be allowed?’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Private only	35	31	28	35	38	51	32	39
Public wherever tobacco smoking is allowed	45	47	51	51	41	30	47	43
Anywhere in public, even where tobacco is not allowed	12	19	13	11	11	4	15	10
Don't know	8	4	8	3	10	15	7	8

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Private only	35	31	39	37	37	33	36	21	39
Public wherever tobacco smoking is allowed	45	43	45	45	45	45	44	55	42
Anywhere in public, even where tobacco is not allowed	12	18	11	9	10	14	12	23	9
Don't know	8	8	5	9	8	7	8	1	9

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Private only	35	41	33	32	32	39
Public wherever tobacco smoking is allowed	45	41	47	46	55	32
Anywhere in public, even where tobacco is not allowed	12	10	11	15	11	25
Don't know	8	8	9	7	3	5

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Marijuana Edibles

'Do you approve or disapprove of the sale of marijuana or cannabis edibles, like cookies, bars and drinks?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
Approve	46	66	50	37	38	24	49	43
Disapprove	43	24	41	50	48	61	40	45
Don't know	12	10	8	13	14	15	11	12

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
Approve	46	49	43	44	43	48	46	92	33
Disapprove	43	36	50	44	46	39	44	6	53
Don't know	12	15	8	12	11	12	10	3	14

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
Approve	46	26	54	55	62	49
Disapprove	43	64	33	35	25	39
Don't know	12	10	13	10	13	11

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Selling Marijuana Edibles

'Do you approve or disapprove of the sale of marijuana or cannabis edibles, like cookies, bars and drinks?'

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1003	146	124	195	232	306	511	492
LCBO	17	15	14	18	22	20	17	18
Convenience stores	5	10	5	4	3	1	7	4
Specialized marijuana dispensaries	48	52	47	49	47	41	47	49
Private individuals	7	6	8	7	5	8	8	6
Don't know	23	16	25	22	23	31	22	24

Region / Likely to Use Marijuana

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont	Yes	No
Sample	1003	149	152	286	438	251	165	168	835
LCBO	17	15	23	14	17	17	22	22	16
Convenience stores	5	7	3	3	3	6	7	11	4
Specialized marijuana dispensaries	48	53	47	51	49	45	42	52	47
Private individuals	7	6	5	6	5	11	6	9	6
Don't know	23	19	23	26	25	20	24	6	28

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	NDP	Green	Other parties
Sample	1003	347	296	197	75	40
LCBO	17	12	21	19	22	14
Convenience stores	5	4	7	3	10	9
Specialized marijuana dispensaries	48	47	45	58	43	35
Private individuals	7	6	5	8	10	16
Don't know	23	31	21	12	15	25

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