

NEWS RELEASE



MEDIA INQUIRIES:

Lorne Bozinoff, President
lbozinoff@forumresearch.com
416.960.9603

TORONTO

June 22st, 2016

HIGHLIGHTS:

- More than a third, say that pharmacies are the best place to sell legal marijuana (35%)
- Preferring sales in the LCBO is common to the youngest (25%), males (24%) rather than females (16%), the wealthy (27%), in Northern Ontario (27%) and among New Democrats (26%)
- One half of Ontario voters say it is inappropriate to sell marijuana at LCBOs where alcohol is also sold (50%)
- There is an even split in opinion on whether individuals should be allowed to grow their own plants when marijuana is legalized (42%) or not (45%)

FOR IMMEDIATE RELEASE

Few Want Marijuana Sold in LCBO

Pharmacies, dispensaries preferred

In a random sampling of public opinion taken by the Forum Poll™ among 1173 Ontario voters, the plurality, more than a third, say that pharmacies are the best place to sell legal marijuana (35%), followed by more than a quarter who prefer marijuana dispensaries (26%). Just one fifth opt for the LCBO (20%). After this, very few believe it should be sold in convenience stores (3%) or by private individuals (2%).

Preferring sales in the LCBO is common to the youngest (25%), males (24%) rather than females (16%), the wealthy (27%), in Northern Ontario (27%) and among New Democrats (26%). Preference for marijuana dispensaries is common to the young (33%), the wealthiest (32%), in eastern Ontario (42%), among Liberals (32%), among mothers of children (35%) and the college educated (28%). Preference for pharmacies as a distribution channel is characteristic of boomers (55 to 64 - 42%), females (39%), in the Toronto 905 area code (42%), among PC supporters (43%) and the least educated (40%).

One half say it's inappropriate to sell pot and booze together

One half of Ontario voters say it is inappropriate to sell marijuana at LCBOs where alcohol is also sold (50%), and they are evenly distributed between those who think it "not very appropriate" (25%) and those who think it "not at all appropriate" (25%). Thinking this retail pairing to be very appropriate (22% in total) is common to the youngest (30%), males (26%), the wealthiest (\$100K to \$250K - 27%), in northern Ontario (28%), among the best educated (27%) and those who have used marijuana in the past (33%).

Even split on individual grow exemption

There is an even split in opinion on whether individuals should be allowed to grow their own plants when marijuana is legalized (42%) or not (45%), and this represents a closing of the gap since the last time we polled this (April, 2016, yes - 41%, no - 50%). Approval of an individual grower exemption is characteristic of the youngest (49%), males (51%), the wealthiest (\$100K to \$250K - 48%), in Northern Ontario (48%), among New Democrats (51%) and among marijuana (63%) and alcohol users (49%).

180 Bloor Street W., #1400
Toronto, ON M5S 2V6
T 416.960.9600
F 416.960.9602
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Majority approves of legalized marijuana

Among Ontario voters, the majority (54%) approve of legalized marijuana, while just fewer than 4-in-10 disapprove (38%). Few have no opinion (8%). Being in favour of legal pot is characteristic of the youngest (66%), males (59%), the least wealthy (less than \$20K - 60%, often a proxy for youth) and the wealthiest (\$100K to \$250K - 61%), in northern Ontario (62%), among New Democrats (67%), the best educated (post grad - 59%) and among users of pot (75%) and alcohol (59%). Even among some less likely groups, there is significant approval (65+ - 41%, Progressive Conservatives - 40%).

4-in-10 have used pot, 7-in-10 drink

Among Ontario voters, just more than 4-in-10 have ever used marijuana (43%), and two thirds drink alcohol (69%). Marijuana usage is common to the youngest (55%), males (47%), the least wealthy (often a proxy for youth - 47%) and the wealthiest (48%), in northern Ontario (60%), among New Democrats (60%) and among those who drink (51%). Among less likely groups are the oldest (65+ - 19%) and Progressive Conservatives (37%).

The profile of those who drink includes the youngest (75%) males (78%), the wealthiest (82%), PC supporters (75%), the best educated (post grad - 75%) and those who have used pot (81%).

"While the government considers the LCBO the best place to control and regulate the distribution of legal pot, it is apparent voters don't agree and, in fact, many find the combination of marijuana and alcohol to be an inappropriate retail mix. Pharmacies and dispensaries are preferred " 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:

- Among Ontario voters, the majority (54%) approve of legalized marijuana
- Among Ontario voters, just more than 4-in-10 have ever used marijuana (43%), and two thirds drink alcohol (69%)
- "While the government considers the LCBO the best place to control and regulate the distribution of legal pot, it is apparent voters don't agree and, in fact, many find the combination of marijuana and alcohol to be an inappropriate retail mix. Pharmacies and dispensaries are preferred"

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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 1173 randomly selected Canadian adults. The poll was conducted on June 21st, 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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Trending:

Legal Marijuana Approval –

%	June 21 st , 2016	April 28 th , 2016	December 21 st , 2015
Sample	1173	1157	1003
Approve	54	56	56
Disapprove	38	36	36
Don't know	8	7	8

Growing Marijuana –

%	June 21 st , 2016	April 28 th , 2016	December 21 st , 2015
Sample	1173	1157	1003
Yes – Individuals should be able to grow their own plants	42	41	44
No – Individuals should not be able to grow their own plants	45	50	45
Don't know	13	9	10

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Marijuana Legalization

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	1173	154	120	196	295	408	578	580
Approve	54	66	53	49	54	41	59	49
Disapprove	38	29	39	43	36	49	34	42
Don't know	8	5	8	8	10	10	7	8

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
Approve	54	60	40	48	59	59	61
Disapprove	38	28	50	48	35	34	33
Don't know	8	11	10	5	6	7	6

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
Approve	54	56	55	50	52	52	62
Disapprove	38	35	34	44	40	41	30
Don't know	8	9	10	6	7	7	8

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
Approve	54	40	60	67	78	50
Disapprove	38	55	31	23	17	44
Don't know	8	5	8	11	5	6

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Marijuana/Alcohol Usage

%	Total	Have Used Marijuana	Have Not Used Marijuana	Have Used Alcohol	Have Not Used Alcohol
Sample	1173	441	732	786	387
Approve	54	75	38	59	43
Disapprove	38	21	52	34	49
Don't know	8	4	10	8	8

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Where Should Marijuana Be Sold?

Which of the following is the best type of place to sell legal marijuana?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1173	154	120	196	295	408	578	580
The LCBO	20	25	16	17	18	22	24	16
Marijuana dispensaries	26	33	28	27	22	17	26	28
Convenience stores	3	4	4	1	2	1	4	1
Private individuals	2	2	5	3	2	1	3	2
Pharmacies	35	26	37	36	42	39	31	39
Somewhere else	3	3	1	5	2	3	4	2
Don't know	10	6	9	11	12	15	9	11

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
The LCBO	20	21	13	17	23	27	23
Marijuana dispensaries	26	17	29	29	27	32	32
Convenience stores	3	3	2	4	4	0	2
Private individuals	2	4	1	3	0	3	2
Pharmacies	35	33	35	35	36	32	34
Somewhere else	3	1	5	2	4	3	1
Don't know	10	20	16	9	6	3	7

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
The LCBO	20	12	25	18	21	20	27
Marijuana dispensaries	26	42	29	22	25	24	22
Convenience stores	3	1	3	2	2	5	5
Private individuals	2	2	3	2	2	3	3
Pharmacies	35	31	33	42	39	34	28
Somewhere else	3	2	3	2	2	5	2
Don't know	10	11	4	12	9	10	12

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Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
The LCBO	20	17	21	26	21	30
Marijuana dispensaries	26	23	32	28	35	10
Convenience stores	3	2	2	6	0	9
Private individuals	2	2	1	1	4	14
Pharmacies	35	43	34	27	22	22
Somewhere else	3	4	2	1	2	4
Don't know	10	9	7	9	16	11

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Marijuana/Alcohol Usage

%	Total	Have Used Marijuana	Have Not Used Marijuana	Have Used Alcohol	Have Not Used Alcohol
Sample	1173	441	732	786	387
The LCBO	20	27	15	22	16
Marijuana dispensaries	26	31	23	29	22
Convenience stores	3	3	2	2	4
Private individuals	2	4	2	3	2
Pharmacies	35	28	41	34	37
Somewhere else	3	2	3	3	2
Don't know	10	6	14	7	17

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Selling Marijuana in the LCBO

Is it appropriate or not appropriate to sell marijuana in LCBOs where alcohol is also sold?

[All Respondents]

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Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1173	154	120	196	295	408	578	580
NET: TOP2	45	53	48	43	38	37	54	36
NET: BTM2	50	44	47	52	55	55	42	57
Very appropriate	22	30	19	21	19	18	26	17
Somewhat appropriate	23	23	29	22	19	19	27	19
Not very appropriate	25	24	18	22	30	32	21	28
Not at all appropriate	25	20	29	30	25	23	21	29
Don't know	5	3	5	5	7	8	4	7

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
NET: TOP2	45	38	25	44	49	53	58
NET: BTM2	50	53	68	52	48	43	40
Very appropriate	22	23	11	18	28	24	27
Somewhat appropriate	23	15	14	26	21	29	30
Not very appropriate	25	24	42	25	26	22	16
Not at all appropriate	25	29	26	27	21	22	25
Don't know	5	9	7	5	4	4	2

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
NET: TOP2	45	44	49	43	45	40	52
NET: BTM2	50	50	47	50	49	55	44
Very appropriate	22	17	26	21	23	20	28
Somewhat appropriate	23	28	23	22	22	21	24
Not very appropriate	25	30	19	23	22	26	26
Not at all appropriate	25	20	28	26	27	29	18
Don't know	5	5	4	7	6	5	4

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Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
NET: TOP2	45	44	44	50	51	41
NET: BTM2	50	52	48	45	46	50
Very appropriate	22	18	25	25	26	33
Somewhat appropriate	23	26	19	26	25	9
Not very appropriate	25	23	27	27	22	26
Not at all appropriate	25	29	21	18	24	24
Don't know	5	4	8	5	3	9

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Marijuana/Alcohol Usage

%	Total	Have Used Marijuana	Have Not Used Marijuana	Have Used Alcohol	Have Not Used Alcohol
Sample	1173	441	732	786	387
NET: TOP2	45	58	35	50	34
NET: BTM2	50	39	58	46	59
Very appropriate	22	33	14	24	17
Somewhat appropriate	23	25	21	25	17
Not very appropriate	25	21	27	24	26
Not at all appropriate	25	18	31	22	33
Don't know	5	3	7	4	8

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Individual Grower Exemption

When marijuana or cannabis is legalized, should individuals be allowed to grow their own plants?

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1173	154	120	196	295	408	578	580
Yes	42	49	44	42	45	27	51	33
No	45	41	45	45	42	56	41	50
Don't know	13	10	11	13	13	17	8	17

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
Yes	42	46	40	42	39	47	48
No	45	31	47	47	52	43	44
Don't know	13	23	13	11	8	10	8

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
Yes	42	46	42	36	38	44	48
No	45	42	50	48	48	45	39
Don't know	13	12	8	16	13	11	13

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
Yes	42	36	41	57	43	54
No	45	54	48	30	39	37
Don't know	13	10	10	13	18	9

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Marijuana/Alcohol Usage

	Total	Have Used Marijuana	Have Not Used Marijuana	Have Used Alcohol	Have Not Used Alcohol
Sample	1173	441	732	786	387
Yes	42	63	26	49	27
No	45	29	58	42	54
Don't know	13	7	16	10	19

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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	1173	154	120	196	295	408	578	580
Yes	43	55	48	41	46	19	47	40
No	57	45	52	59	54	81	53	60

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
Yes	43	47	38	42	48	48	48
No	57	53	62	58	52	52	52

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
Yes	43	40	38	39	39	45	60
No	57	60	62	61	61	55	40

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
Yes	43	37	40	60	49	56
No	57	63	60	40	51	44

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Alcohol Usage

%	Have Used Alcohol	Have Not Used Alcohol
1173	786	387
69	100	0
31	0	100

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Alcohol Usage

Do you drink alcohol?

[All respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1173	154	120	196	295	408	578	580
Yes	69	75	70	68	65	62	78	61
No	31	25	30	32	35	38	22	39

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1173	132	158	174	160	134	193
Yes	69	55	54	72	68	79	82
No	31	45	46	28	32	21	18

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1173	169	179	369	548	278	178
Yes	69	71	69	69	69	68	69
No	31	29	31	31	31	32	31

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1173	469	336	185	83	40
Yes	69	75	65	69	69	72
No	31	25	35	31	31	28

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Marijuana Usage

%	Have Used Marijuana	Have Not Used Marijuana
1173	441	732
69	81	60
31	19	40

For more information:

Lorne Bozinoff, Ph.D.

President

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Tel: (416) 960-9603

Fax: (416) 960-9602

E-mail: lbozinoff@forumresearch.com

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