

NEWS RELEASE



FORUM RESEARCH INC.

FOR IMMEDIATE RELEASE

Majority Approve of Shopper's Drug Mart Application for Marijuana License

Pharmacies, dispensaries seen as most appropriate retail channels

In a random sampling of public opinion taken by the Forum Poll™ among 1474 Canadian voters, 6-in-10 approve of Shopper's Drug Mart applying to become a licensed marijuana producer for the purpose of retailing medicinal marijuana (61%) and just 3-in-10 disapprove (30%). Just one tenth don't have an opinion (9%). Approval of this application is characteristic of the youngest (76%), the very wealthiest (\$100K to \$250K - 71%), in the Atlantic provinces (72%) and BC (67%), among Green Party voters (70%), among those who have used marijuana in the past year (85%) and among those likely to purchase marijuana once it is legal (85%). Disapproval of this application is common to the oldest (37%), Conservatives (41%) and Bloquistes (37%).

Application has no impact on intended store visits

Equal (and relatively small) numbers of voters say they are more likely to shop at Shopper's Drug Mart (17%) or less likely to do so (19%) if medical marijuana is sold there. The majority, 6-in-10, will not change their store visitation habits if marijuana is present (62%).

One fifth use marijuana now

One fifth of Canadian voters have used marijuana or cannabis in the past year (20%), and this behaviour is especially common to the youngest (39%), males (24%) rather than females (16%), the least wealthy (often a proxy for youth - 34%), in Atlantic Canada (27%) and BC (26%), Green Party voters (41%) and those with some college or university (27%).

More than a quarter will use once it is legal

In total, more than a quarter of Canadian voters say they will purchase marijuana once it is legal (27%), and close to one fifth say they are "very likely" (17%). The profile of those who will buy once it is legal matches the profile of those who use it now, but more than one tenth of the oldest voters say they will use it too (65+ - 13%)

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TORONTO

November 11th, 2016

HIGHLIGHTS:

- 6-in-10 approve of Shopper's Drug Mart applying to become a licensed marijuana producer for the purpose of retailing medicinal marijuana (61%)
- Equal (and relatively small) numbers of voters say they are more likely to shop at Shopper's Drug Mart (17%) or less likely to do so (19%) if medical marijuana is sold there
- One fifth of Canadian voters have used marijuana or cannabis in the past year (20%)
- In total, more than a quarter of Canadian voters say they will purchase marijuana once it is legal (27%)

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Dispensaries, pharmacies seen as best retail outlets for marijuana, not liquor stores

Three-in-ten voters see either specialized marijuana dispensaries (30%) or pharmacies (28%) as the most appropriate retail venues for legal marijuana. Few choose government liquor stores (18%) or, especially, the method used now for medicinal marijuana, ordering through the mail from licensed producers (5%)

"It is clear that Canadians are as enthusiastic about seeing medical marijuana in the nation's leading pharmacy chain as they are about legalization in general., in other words, very enthusiastic. They are not as enthusiastic about seeing it sold in liquor stores, Pharmacies, and the current retail distribution system, dispensaries, are preferred. It is also clear there are a not insignificant number of Canadians who will begin using weed only after it has become legal" 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:

- Three-in-ten voters see either specialized marijuana dispensaries (30%) or pharmacies (28%)
- "It is clear that Canadians are as enthusiastic about seeing medical marijuana in the nation's leading pharmacy chain as they are about legalization in general., in other words, very enthusiastic. They are not as enthusiastic about seeing it sold in liquor stores, Pharmacies, and the current retail distribution system, dispensaries, are preferred. It is also clear there are a not insignificant number of Canadians who will begin using weed only after it has become legal" 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 1474 randomly selected Canadian voters. The poll was conducted on November 9th-10th, 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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Licensed Marijuana Producer: Shoppers Drug Mart

Shoppers Drug Mart (QC: Pharmaprix) has applied to become a licensed producer for the purpose of selling medical marijuana. Do you approve or disapprove of this application?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1474	283	243	243	361	344	749	705
Approve	61	76	60	58	55	47	62	61
Disapprove	30	18	32	33	36	37	30	29
Don't know	9	6	8	9	9	16	8	10

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1474	148	249	203	179	141	324
Approve	61	60	60	57	59	59	71
Disapprove	30	28	28	34	35	36	23
Don't know	9	13	12	10	6	5	6

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1474	117	320	550	107	169	211	1163	311
Approve	61	72	57	60	51	65	67	62	57
Disapprove	30	16	34	32	34	24	26	28	35
Don't know	9	12	8	8	15	11	7	9	8

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1474	414	629	169	98	53	55
Approve	61	51	67	64	70	52	63
Disapprove	30	41	24	27	24	37	30
Don't know	9	9	9	8	6	11	7

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1474	264	384	559	267
Approve	61	56	61	64	59
Disapprove	30	34	30	27	31
Don't know	9	10	9	9	10

Consumed Marijuana/Marijuana Prescription

%	Total	CONSUMED MARIJUANA - Yes	CONSUMED MARIJUANA - No	MARIJUANA PRESCRIPTION - Yes	MARIJUANA PRESCRIPTION - No
Sample	1474	251	1223	36	1438
Approve	61	85	55	76	61
Disapprove	30	13	34	17	30
Don't know	9	2	11	8	9

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Shoppers Drug Mart Shopping Tendencies

Are you more likely, less likely or neither more nor less likely to shop at Shopper's Drug Mart if they sell medical marijuana there?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1474	283	243	243	361	344	749	705
More likely to shop there	17	24	18	11	15	12	20	13
Less likely to shop there	19	14	19	19	22	22	17	20
Neither more nor less likely to shop there	62	61	61	66	59	60	60	63
Don't know	3	1	2	3	4	6	3	3

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1474	148	249	203	179	141	324
More likely to shop there	17	27	20	18	14	14	15
Less likely to shop there	19	19	17	21	18	22	16
Neither more nor less likely to shop there	62	47	58	59	65	63	67
Don't know	3	6	5	2	3	1	2

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1474	117	320	550	107	169	211	1163	311
More likely to shop there	17	20	13	17	9	21	21	18	14
Less likely to shop there	19	14	22	19	23	18	13	17	23
Neither more nor less likely to shop there	62	61	60	62	67	59	62	63	58
Don't know	3	5	5	2	1	2	4	2	5

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1474	414	629	169	98	53	55
More likely to shop there	17	11	18	22	24	16	19
Less likely to shop there	19	29	14	16	18	19	21
Neither more nor less likely to shop there	62	58	65	61	56	62	52
Don't know	3	2	3	2	2	3	8

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1474	264	384	559	267
More likely to shop there	17	20	20	16	13
Less likely to shop there	19	22	18	16	21
Neither more nor less likely to shop there	62	53	58	67	64
Don't know	3	6	4	1	2

Consumed Marijuana/Marijuana Prescription

%	Total	CONSUMED MARIJUANA - Yes	CONSUMED MARIJUANA - No	MARIJUANA PRESCRIPTION - Yes	MARIJUANA PRESCRIPTION - No
Sample	1474	251	1223	36	1438
More likely to shop there	17	40	11	51	16
Less likely to shop there	19	7	22	9	19
Neither more nor less likely to shop there	62	52	64	40	62
Don't know	3	1	3	0	3

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Purchasing Legal Marijuana

How likely are you to purchase marijuana once it is legal?

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1474	283	243	243	361	344	749	705
Very likely	17	32	16	11	9	7	21	13
Somewhat likely	11	17	9	9	8	6	11	10
Not very likely	28	21	29	28	30	38	27	30
Not at all likely	41	27	43	49	50	46	38	44
Don't know	3	3	3	3	2	2	3	3

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1474	148	249	203	179	141	324
Very likely	17	27	22	19	16	21	13
Somewhat likely	11	13	10	9	7	8	15
Not very likely	28	22	25	28	34	25	30
Not at all likely	41	36	40	42	40	42	42
Don't know	3	3	3	3	3	4	1

Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1474	117	320	550	107	169	211	1163	311
Very likely	17	26	15	18	7	16	17	18	15
Somewhat likely	11	8	7	12	7	15	15	12	7
Not very likely	28	31	23	32	35	22	27	30	23
Not at all likely	41	32	53	36	46	45	36	38	54
Don't know	3	4	2	2	4	3	5	3	2

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1474	414	629	169	98	53	55
Very likely	17	11	17	19	31	17	30
Somewhat likely	11	9	10	13	16	16	10
Not very likely	28	27	32	29	24	14	22
Not at all likely	41	52	38	37	28	51	34
Don't know	3	2	3	2	2	2	4

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Education

%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1474	264	384	559	267
Very likely	17	17	20	18	10
Somewhat likely	11	8	12	10	12
Not very likely	28	29	26	29	30
Not at all likely	41	42	38	42	45
Don't know	3	4	3	2	3

Consumed Marijuana/Marijuana Prescription

%	Total	CONSUMED MARIJUANA - Yes	CONSUMED MARIJUANA - No	MARIJUANA PRESCRIPTION - Yes	MARIJUANA PRESCRIPTION - No
Sample	1474	251	1223	36	1438
Very likely	17	60	6	73	15
Somewhat likely	11	19	8	14	11
Not very likely	28	15	32	4	29
Not at all likely	41	3	51	1	42
Don't know	3	2	3	7	3

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Best Places to Sell Marijuana

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

[All Respondents]

Age/Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1474	283	243	243	361	344	749	705
Specialized marijuana dispensaries	30	36	32	26	23	29	28	32
Pharmacies	28	23	26	35	32	27	27	29
Government liquor stores	18	19	17	18	14	18	21	15
Through the mail from licensed producers	5	7	5	4	8	3	7	3
Somewhere else	6	7	8	4	8	5	7	6
Don't know	12	8	11	12	16	18	10	15

Income

%	Total	<20K	20-40K	40-60K	60-80K	80-100K	100-250K
Sample	1474	148	249	203	179	141	324
Specialized marijuana dispensaries	30	33	34	33	33	34	27
Pharmacies	28	23	28	29	31	24	26
Government liquor stores	18	13	14	19	15	19	26
Through the mail from licensed producers	5	5	5	5	5	5	6
Somewhere else	6	7	7	7	6	7	5
Don't know	12	20	12	7	10	11	10

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Region / Language

%	Total	Atl	Que	ON	Man/Sask	AB	BC	English	French
Sample	1474	117	320	550	107	169	211	1163	311
Specialized marijuana dispensaries	30	26	30	30	20	35	34	31	29
Pharmacies	28	29	31	27	25	29	27	27	31
Government liquor stores	18	25	17	18	17	11	18	18	17
Through the mail from licensed producers	5	4	6	6	4	4	5	5	6
Somewhere else	6	6	4	8	3	8	6	7	4
Don't know	12	9	12	11	32	13	10	12	13

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Current Federal Vote Preference

%	Total	Cons	Lib	NDP	Green	Bloc	Other Parties
Sample	1474	414	629	169	98	53	55
Specialized marijuana dispensaries	30	27	31	34	39	30	25
Pharmacies	28	30	31	26	24	17	11
Government liquor stores	18	15	20	18	14	23	14
Through the mail from licensed producers	5	4	5	8	6	7	11
Somewhere else	6	9	3	4	7	7	27
Don't know	12	15	10	10	9	15	12

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%	Total	Secondary school or less	Some college or university	Completed college or university	Post graduate studies
Sample	1474	264	384	559	267
Specialized marijuana dispensaries	30	30	30	33	25
Pharmacies	28	28	29	28	27
Government liquor stores	18	15	15	16	27
Through the mail from licensed producers	5	5	6	6	4
Somewhere else	6	7	8	5	5
Don't know	12	15	12	13	11

Consumed Marijuana/Marijuana Prescription

%	Total	CONSUMED MARIJUANA - Yes	CONSUMED MARIJUANA - No	MARIJUANA PRESCRIPTION - Yes	MARIJUANA PRESCRIPTION - No
Sample	1474	251	1223	36	1438
Specialized marijuana dispensaries	30	45	26	40	30
Pharmacies	28	17	31	13	29
Government liquor stores	18	18	17	5	18
Through the mail from licensed producers	5	9	4	25	5
Somewhere else	6	5	7	9	6
Don't know	12	5	14	7	13

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