

NEWS RELEASE



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TORONTO

April 28th, 2016

HIGHLIGHTS:

- Just shy of 6-in-10 approve of legalized marijuana (56%), while just more than a third disapprove (36%).
- Close to one quarter of Ontario voters will use marijuana in the next year if it becomes legal (23%).
- One half of Ontario voters think the most appropriate place to sell legal marijuana is either at specialized marijuana dispensaries (52%) or at pharmacies or drug stores (51%), rather than at the LCBO (38%).

FOR IMMEDIATE RELEASE

6-in-10 approve of legal pot

Almost a quarter will use it when legal

TORONTO April 28th, 2016 - In a random sampling of public opinion taken by the Forum Poll™ among 1157 Ontario voters, just shy of 6-in-10 approve of legalized marijuana (56%), while just more than a third disapprove (36%). Less than one tenth have no opinion (7%). Levels of support have remained stable since we last polled this in December, 2015 (approve - 56%). Approval is characteristic of the youngest (72%), males (60%) rather than females (53%), the least wealthy (often a proxy for youth - 63%) and the very wealthiest (\$100K to \$250K - 63%), in Eastern Ontario (65%), among Liberals (71%) and New Democrats (69%) but not among PCs (38%) and among the best educated (post grad - 63%).

Disapproval of legalization is common to the oldest (47%), the less wealthy (in this case, probably a proxy for age - \$20K to \$40K - 41%), in Southwestern Ontario (42%), among PCs (56%), mothers of children under 18 (43%) and the least educated (secondary school or less - 41%).

Close to one quarter will use pot when legal

Close to one quarter of Ontario voters will use marijuana in the next year if it becomes legal (23%) and this is especially characteristic of the youngest (32%), males (25%) more so than females (20%), the least wealthy (a proxy for youth - 30%), in Northern Ontario (30%), among New Democrats especially (29%), but not among PCs so much (16%). This level of intended usage has stayed stable since December (22%).

Dispensaries and pharmacies favoured for retail, not LCBO

One half of Ontario voters think the most appropriate place to sell legal marijuana is either at specialized marijuana dispensaries (52%) or at pharmacies or drug stores (51%), rather than at the LCBO (38%). Since December, interest in marijuana dispensaries and the LCBO as retail channels has declined (from 57% and 44%, respectively). Pharmacies were not tracked in December. Opposition to the LCBO as a retail channel is much higher (54%) than opposition to either of the other two (pharmacies - 40%, dispensaries - 34%).

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Approval of individual grower exemption down

Four-in-ten Ontario voters say individuals should be allowed to grow their own marijuana (41%), whereas one half do not (50%). One tenth don't have an opinion (9%). This is a change from December, when there was an even split in opinion (44% in favour, 45% opposed). The profile of those who support a grow your own exemption is similar to that of Ontarians who will use legal marijuana - younger, less wealthy and wealthy as well, in Eastern and Northern Ontario and New Democrats.

"These findings confirm not only the steadfastness of support for legal weed, but also validate our polling, in that findings have not statistically varied in the four months between these two waves of tracking," 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:

- Four-in-ten Ontario voters say individuals should be allowed to grow their own marijuana (41%), whereas one half do not (50%).
- "These findings confirm not only the steadfastness of support for legal weed, but also validate our polling, in that findings have not statistically varied in the four months between these two waves of tracking," 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 1157 randomly selected Ontarians 18 years of age and older. The poll was conducted on April 25th, 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

Selling Channels Approval – Summary

%	Approve	Disapprove	Don't know
Specialized marijuana dispensaries	52	34	13
Drug stores and pharmacies	51	40	9
The LCBO	38	54	8

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Marijuana Approval - Trending

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

Marijuana Likelihood of Usage - Trending

%	April 28 th , 2016	December 21 st , 2015
	1157	1003
Yes	23	22
No	77	78

Selling Marijuana Approval - Trending

%	April 28 th , 2016	December 21 st , 2015
	1157	1003
The LCBO	38	44
Specialized marijuana dispensaries	52	57

Growing Marijuana - Trending

%	April 28 th , 2016	December 21 st , 2015
	1157	1003
Individuals should be allowed to grow plants	41	44
Individuals should not be allowed to grow plants	50	45
Don't know	9	10

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April 28th, 2016

Marijuana Approval

'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	1157	156	146	237	285	333	562	595
Approve	56	72	53	48	54	45	60	53
Disapprove	36	20	41	46	37	47	34	39
Don't know	7	8	6	5	9	8	6	8

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Approve	56	65	54	53	54	53	62
Disapprove	36	29	37	38	38	42	31
Don't know	7	6	8	9	9	5	7

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Approve	56	38	71	69	75	48
Disapprove	36	56	21	25	17	40
Don't know	7	6	8	5	7	11

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Legalization of Marijuana

'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	1157	156	146	237	285	333	562	595
Yes	23	32	28	17	20	10	25	20
No	77	68	72	83	80	90	75	80

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Yes	23	27	19	22	21	20	30
No	77	73	81	78	79	80	70

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Yes	23	16	25	29	39	22
No	77	84	75	71	61	78

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Selling Marijuana: The LCBO

‘Do you approve or disapprove of 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	1157	156	146	237	285	333	562	595
Approve	38	55	35	35	32	24	43	34
Disapprove	54	40	60	57	58	61	51	57
Don't know	8	5	5	8	10	15	7	10

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Approve	38	45	33	36	35	36	47
Disapprove	54	48	56	55	55	59	44
Don't know	8	7	11	9	10	5	9

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Approve	38	24	48	50	48	43
Disapprove	54	71	42	45	38	54
Don't know	8	5	10	5	14	3

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Selling Marijuana: Specialized Marijuana Dispensaries

‘Do you approve or disapprove of 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	1157	156	146	237	285	333	562	595
Approve	52	64	53	48	50	40	55	50
Disapprove	34	24	35	41	39	39	35	34
Don't know	13	12	12	11	11	21	10	16

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Approve	52	55	49	51	50	52	59
Disapprove	34	35	34	35	34	35	32
Don't know	13	10	17	14	15	13	9

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Approve	52	40	64	64	61	40
Disapprove	34	49	24	26	25	36
Don't know	13	11	12	10	14	24

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Selling Marijuana: Drug Stores and Pharmacies

‘Do you approve or disapprove of marijuana or cannabis being sold through each of the following channels?’ + ‘Drug stores and pharmacies’

[All Respondents]

Age / Gender

%	Total	18-34	35-44	45-54	55-64	65+	Male	Female
Sample	1157	156	146	237	285	333	562	595
Approve	51	54	56	48	47	44	50	52
Disapprove	40	37	35	41	43	45	44	36
Don't know	9	8	9	11	10	10	7	12

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Approve	51	54	48	48	48	51	55
Disapprove	40	38	41	42	42	39	36
Don't know	9	8	10	9	10	10	8

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Approve	51	42	57	61	55	46
Disapprove	40	52	31	30	36	39
Don't know	9	6	11	8	10	15

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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	1157	156	146	237	285	333	562	595
Individuals should be allowed to grow plants	41	48	45	37	39	28	49	33
Individuals should not be allowed to grow plants	50	41	51	53	51	63	46	55
Don't know	9	11	4	11	10	9	5	13

Region

%	Total	E. Ont	416	905	GTA	SW. Ont	N. Ont
Sample	1157	173	186	362	548	247	189
Individuals should be allowed to grow plants	41	53	35	36	35	39	50
Individuals should not be allowed to grow plants	50	38	56	55	55	53	41
Don't know	9	9	9	10	10	8	9

Provincial Vote Preference

%	Total	Progressive Conservative	Liberal	New Democratic	Green	Another Party
Sample	1157	439	365	182	61	48
Individuals should be allowed to grow plants	41	36	40	50	60	24
Individuals should not be allowed to grow plants	50	58	50	41	27	59
Don't know	9	5	10	9	13	18

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