Canadians concerned over implications of marijuana legalization

National survey released February, 2016
Project 2017-794

Canadians generally support legalization of marijuana

Canadians are supportive of the legalization of marijuana, and its regulated sale in pharmacies, liquor stores, and dedicated dispensaries. They are split, however, on the implications and detailed specifics of legalization including whether or not it should be grown in homes, its reputation as a "gateway drug", and the potential ease of access for those under 21.
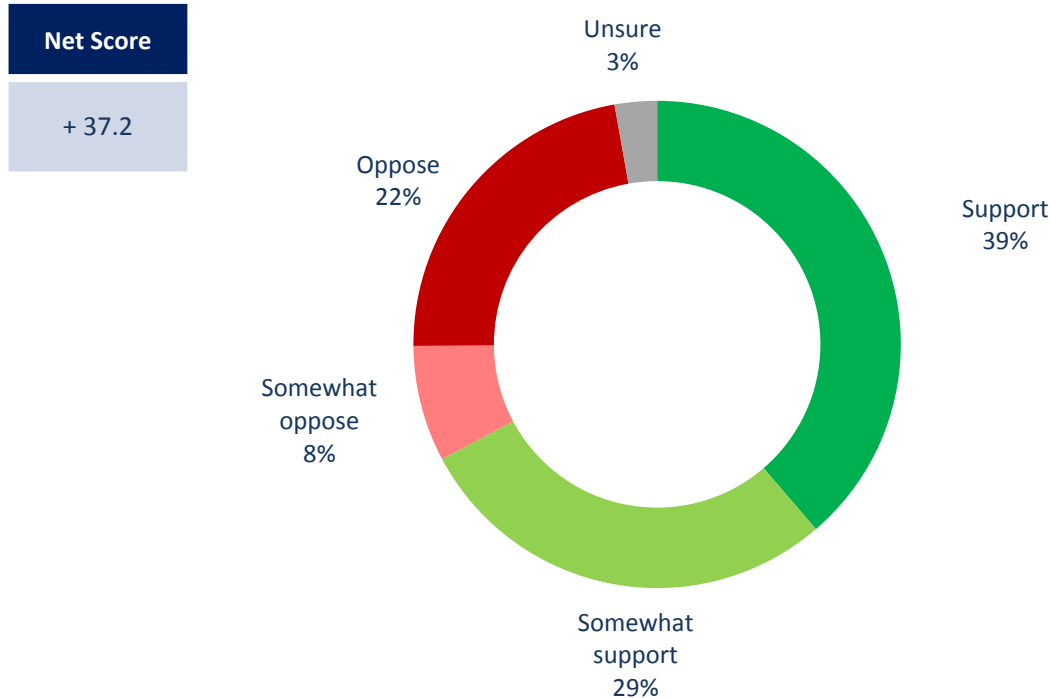
- **Support for legalization of marijuana –** Just over two thirds of Canadians support (39%) or somewhat support (29%) the legalization of marijuana, while 30% somewhat oppose (eight percent) or oppose (22%) legalization.

- **Growing marijuana at home** – Canadians are split in terms of whether or not people should be able to grow marijuana in their homes, with 49% who somewhat agree (24%) or agree (25%) that this should be allowed, while 12% somewhat disagree and 36% disagree.

- **Marijuana as a "gateway drug"** – Thirty-nine percent of Canadians either agree (19%) or somewhat agree (21%) that marijuana is a gateway drug that could lead to more harmful drugs, while 20% somewhat disagree and 37% disagree that marijuana is a gateway drug.

- **Marijuana use among youth** – Just over half of Canadians (51%) either somewhat agree (20%) or agree (30%) that legalizing recreational marijuana will lead to more young people (21 and younger) using the drug. Eighteen percent of Canadians somewhat disagree and 27% disagree with this statement.

- **Points of sale for marijuana** – Canadians would prefer that marijuana be sold through either dedicated dispensaries (44%) or pharmacies (43%), followed by regulated liquor stores (36%). Three percent of Canadians think marijuana should be sold through grocery stores, while 14% believe marijuana should not be sold anywhere.

These observations are based on a hybrid survey commissioned by the Globe and Mail and conducted by Nanos Research. Individuals were randomly recruited (land-and cell-line sample using live agents and the survey was administered online random survey completed between February 22nd and 24th, 2016. It was comprised of 1,000 Canadians. A random survey of 1,000 Canadians is accurate 3.1 percentage points plus or minus, 19 times out of 20.

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Support for legalizing marijuana

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, February 22nd to 24th, 2016, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.
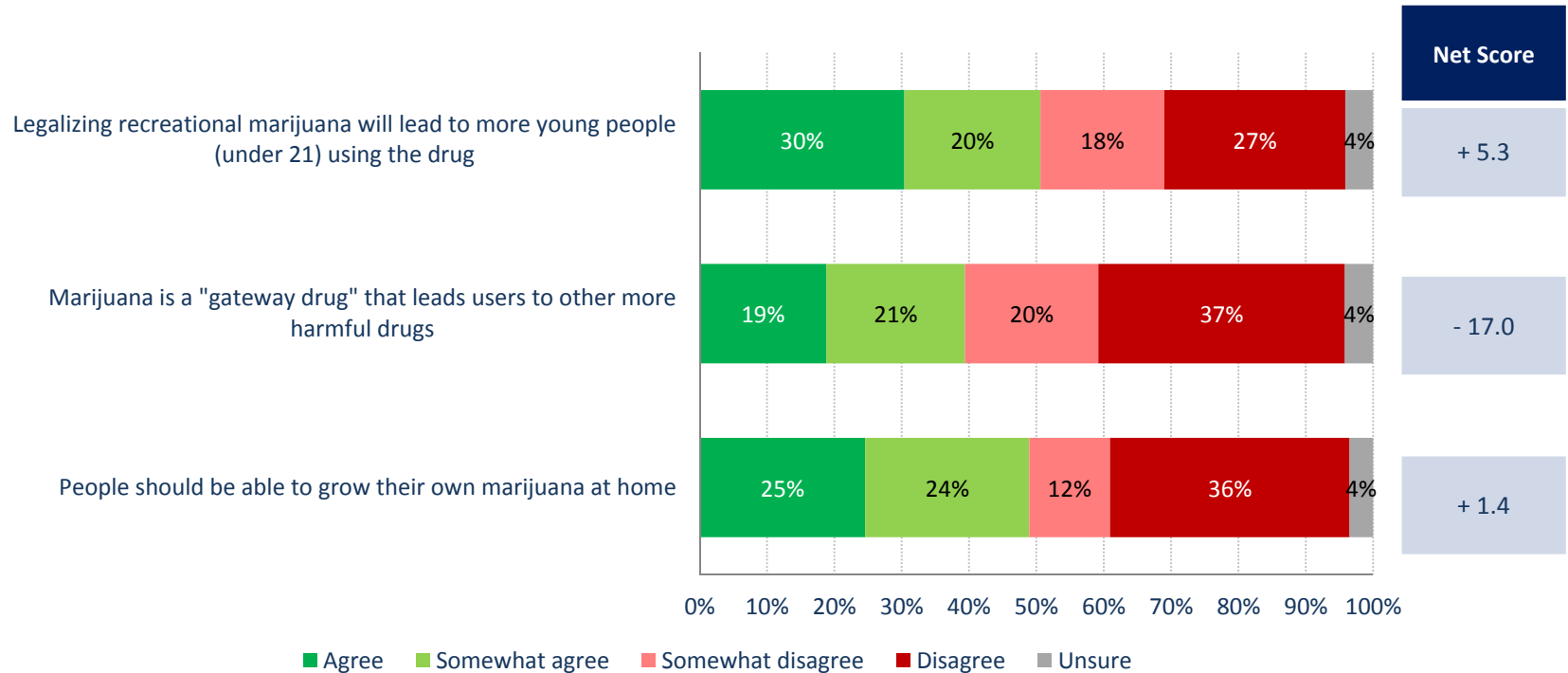
Net Score
+ 37.2

Unsure 3%

Oppose 22%

Support 39%

Somewhat oppose 8%

Somewhat support 29%

Subgroups	Support/ Somewhat support
Atlantic (n=100)	67.5%
Quebec (n=250)	68.1%
Ontario (n=300)	70.8%
Prairies (n=200)	54.6%
British Columbia (n=150)	75.0%
Male (n=499)	69.1%
Female (n=501)	65.3%
18 to 29 (n=147)	67.9%
30 to 39 (n=143)	69.8%
40 to 49 (n=252)	67.5%
50 to 59 (n=234)	64.7%
60 plus (n=224)	66.4%

*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose legalizing the recreational use of marijuana?

Implications of legalization

		Net Score
Legalizing recreational marijuana will lead to more young people (under 21) using the drug	30% / 20% / 18% / 27% / 4%	+ 5.3
Marijuana is a "gateway drug" that leads users to other more harmful drugs	19% / 21% / 20% / 37% / 4%	- 17.0
People should be able to grow their own marijuana at home	25% / 24% / 12% / 36% / 4%	+ 1.4

0% 10% 20% 30% 40% 50% 60% 70% 80% 90% 100%

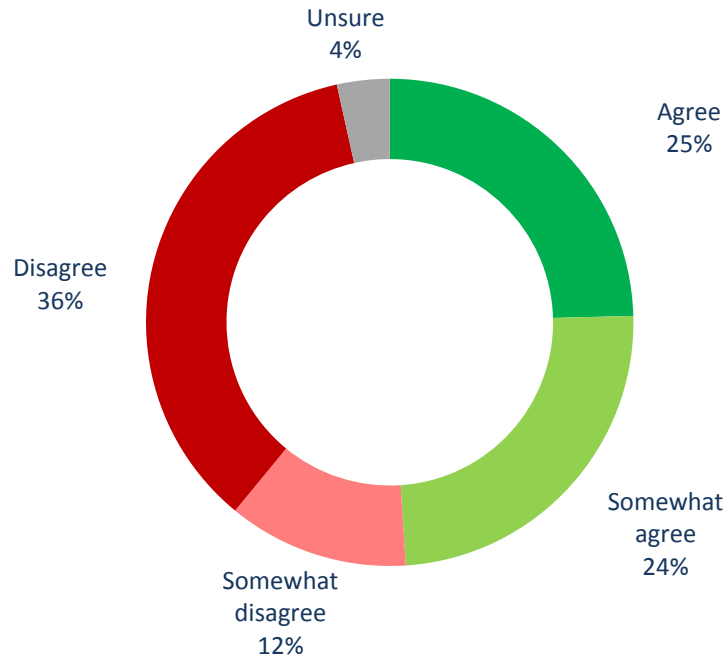■ Agree ■ Somewhat agree ■ Somewhat disagree ■ Disagree ■ Unsure

*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE Q2 TO Q4]

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4

Growing marijuana at home

Net Score
+ 1.4

Unsure 4%

Agree 25%

Disagree 36%

Somewhat agree 24%

Somewhat disagree 12%

*Note: Charts may not add up to 100 due to rounding

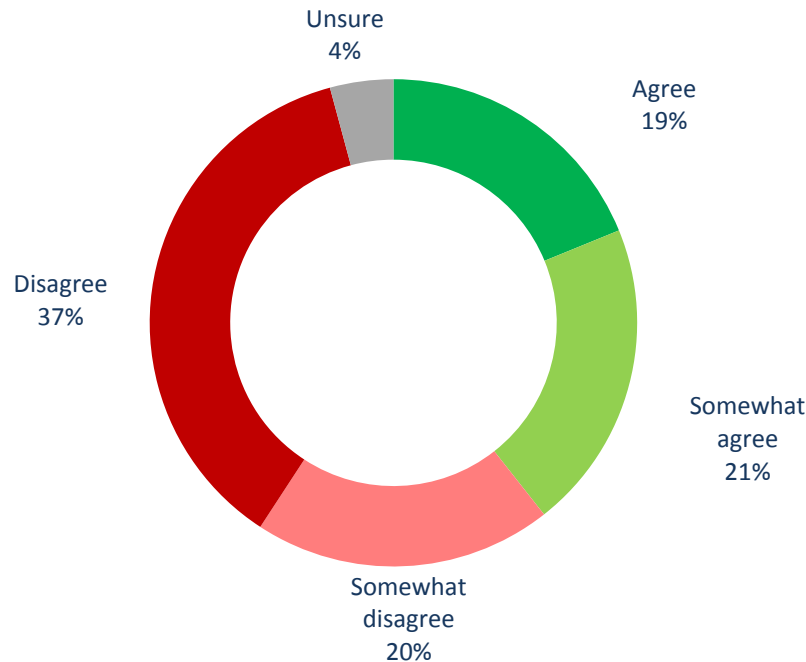| Subgroups	Agree/ Somewhat Agree
Atlantic (n=100)	48.0%
Quebec (n=250)	43.0%
Ontario (n=300)	50.7%
Prairies (n=200)	39.6%
British Columbia (n=150)	68.2%
Male (n=499)	53.5%
Female (n=501)	44.4%
18 to 29 (n=147)	49.7%
30 to 39 (n=143)	55.2%
40 to 49 (n=252)	50.2%
50 to 59 (n=234)	45.2%
60 plus (n=224)	45.5%

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

People should be able to grow their own marijuana at home

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Marijuana is a "gateway drug"

Net Score
- 17.0

Unsure 4%

Agree 19%

Disagree 37%

Somewhat agree 21%

Somewhat disagree 20%

Note: Charts may not add up to 100 due to rounding

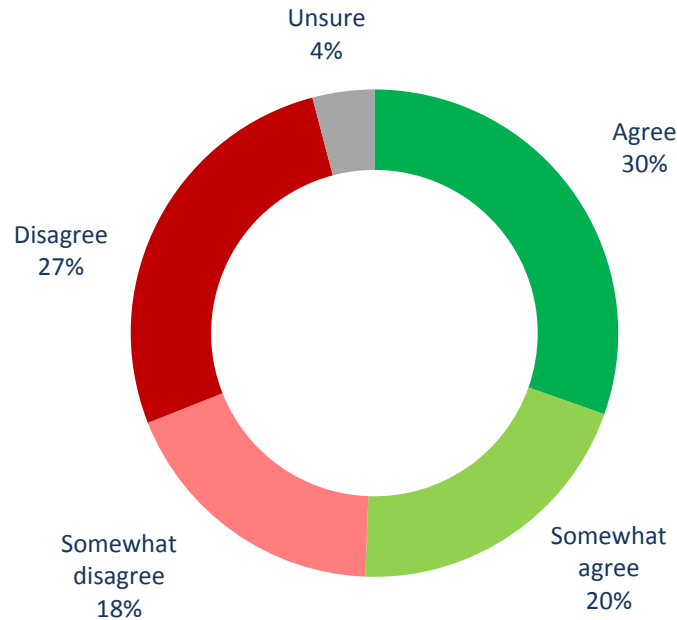| Subgroups	Agree/ Somewhat Agree
Atlantic (n=100)	39.0%
Quebec (n=250)	40.8%
Ontario (n=300)	35.3%
Prairies (n=200)	50.9%
British Columbia (n=150)	30.1%
Male (n=499)	37.5%
Female (n=501)	41.1%
18 to 29 (n=147)	37.1%
30 to 39 (n=143)	33.2%
40 to 49 (n=252)	40.0%
50 to 59 (n=234)	44.8%
60 plus (n=224)	41.1%

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Marijuana is a "gateway drug" that leads users to other more harmful drugs

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6

Easier access for young people

Net Score
+ 5.3

Unsure 4%

Agree 30%

Disagree 27%

Somewhat disagree 18%

Somewhat agree 20%

*Note: Charts may not add up to 100 due to rounding

Subgroups	Agree/ Somewhat Agree
Atlantic (n=100)	51.1%
Quebec (n=250)	50.7%
Ontario (n=300)	51.5%
Prairies (n=200)	59.3%
British Columbia (n=150)	36.5%
Male (n=499)	51.9%
Female (n=501)	49.4%
18 to 29 (n=147)	41.6%
30 to 39 (n=143)	51.2%
40 to 49 (n=252)	53.6%
50 to 59 (n=234)	54.4%
60 plus (n=224)	52.3%

QUESTION – Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE]

Legalizing recreational marijuana will lead to more young people (under 21) using the drug.

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Points of sale for marijuana

Category	Percentage
Dedicated marijuana dispensaries	43.7%
Pharmacies	42.6%
Regulated liquor stores	35.6%
Marijuana should not be sold anywhere	14.3%
Convenience stores	3.2%
Grocery stores	2.6%
Unsure	3.6%

*Note: Charts may not add up to 100 due to rounding

QUESTION – Marijuana should be sold through the following [RANDOMIZE] [SELECT AS MANY AS APPLY]

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Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

Note: Charts may not add up to 100 due to rounding.

Technical Note

Element	Description
Organization who commissioned the research	Globe and Mail
Final Sample Size	1,000 Randomly selected individuals.
Margin of Error	±3.1 percentage points, 19 times out of 20.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.
Demographics (Other)	Age, gender, education, income
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct
Number of Calls/	Maximum of five call backs.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.
Field Dates	February 22nd to 24th, 2016.
Language of Survey	The survey was conducted in both English and French.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Estimated Response Rate	15.6 percent, consistent with industry norms.
Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Question Content	This was module four of an omnibus survey. The modules preceding these questions included top unprompted national issues of concern, vote preferences, the federal budget, and the US election.
Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Survey Company	Nanos Research
Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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Tabulations

2016-794– Globe and Mail/Nanos Survey February – STAT SHEET

			Region						Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 1 - Do you support, somewhat support, somewhat oppose or oppose legalizing the recreational use of marijuana?	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Support	%	38.7	38.4	36.0	37.0	36.0	50.1	40.1	37.3	45.0	41.8	39.6	34.3	33.4
	Somewhat support	%	28.5	29.1	32.1	33.8	18.6	24.9	29.0	28.0	22.9	28.0	27.9	30.4	33.0
	Somewhat oppose	%	7.7	7.7	5.6	7.2	9.2	10.4	8.1	7.4	5.6	4.2	8.5	10.8	9.1
	Oppose	%	22.3	19.3	22.3	20.2	33.2	13.7	20.9	23.6	19.0	24.2	23.3	21.9	23.1
	Unsure	%	2.8	5.5	3.9	1.8	3.1	1.0	1.9	3.7	7.4	1.9	.7	2.8	1.4

NANOS

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE Q2 TO Q4]

			Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 2 - People should be able to grow their own marijuana at home.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	24.6	17.3	20.5	25.1	19.2	42.0	26.4	22.7	22.5	26.1	27.0	25.7	22.2
	Somewhat agree	%	24.4	30.7	22.5	25.6	20.4	26.2	27.1	21.7	27.2	29.1	23.2	19.5	23.3
	Somewhat disagree	%	12.0	14.0	13.5	11.4	13.3	7.8	10.1	13.9	15.3	9.1	10.9	11.7	12.6
	Disagree	%	35.6	33.2	40.1	35.4	42.8	20.3	33.4	37.7	28.4	34.1	36.6	39.6	38.9
	Unsure	%	3.5	4.7	3.3	2.4	4.3	3.7	3.0	3.9	6.5	1.5	2.3	3.6	3.1

NANOS

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE Q2 TO Q4]

			Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 3 - Marijuana is a 'gateway drug' that leads users to other more harmful drugs.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	18.8	13.9	18.6	15.2	30.4	14.1	19.4	18.1	15.2	19.6	19.4	19.5	20.2
	Somewhat agree	%	20.6	25.1	22.2	20.1	20.5	16.0	18.1	23.0	21.9	13.6	20.6	25.3	20.9
	Somewhat disagree	%	19.8	20.4	23.1	21.2	11.3	22.6	20.6	19.0	17.2	21.7	19.1	18.8	22.1
	Disagree	%	36.6	38.1	33.3	37.0	33.4	44.7	36.8	36.4	40.1	41.0	38.7	33.1	31.3
	Unsure	%	4.2	2.5	2.9	6.6	4.5	2.7	5.0	3.4	5.6	4.2	2.3	3.3	5.4

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.
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Page 3

2016-794– Globe and Mail/Nanos Survey February – STAT SHEET

Do you agree, somewhat agree, somewhat disagree or disagree with each of the following statements? [RANDOMIZE Q2 TO Q4]

			Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 4 - Legalizing recreational marijuana will lead to more young people (under 21) using the drug.	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Agree	%	30.4	24.3	30.9	27.6	45.2	19.7	31.1	29.8	28.5	28.2	34.6	32.3	28.6
	Somewhat agree	%	20.2	26.8	19.8	23.9	14.1	16.8	20.8	19.6	13.1	23.0	19.0	22.1	23.7
	Somewhat disagree	%	18.4	21.3	18.2	18.3	16.4	19.8	16.7	20.1	21.1	13.7	17.4	17.4	21.1
	Disagree	%	26.9	24.2	26.7	25.5	22.2	37.8	27.3	26.4	32.3	32.3	25.7	23.9	21.5
	Unsure	%	4.1	3.4	4.4	4.7	2.1	5.9	4.1	4.2	5.0	2.8	3.3	4.2	5.0

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.
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Page 4

2016-794– Globe and Mail/Nanos Survey February – STAT SHEET

			Region					Gender		Age				
			Canada 2016-01	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question 5 - Marijuana should be sold through the following [RANDOMIZE] [SELECT AS MANY AS APPLY]	Total	Unwgt N	1000	100	250	300	200	150	499	501	147	143	252	234	224
		Wgt N	1000	100	250	300	200	150	499	501	205	169	208	178	239
	Pharmacies	%	42.6	42.8	40.7	46.1	42.9	38.6	41.9	43.4	52.8	42.7	38.6	38.5	40.4
	Regulated liquor stores	%	35.6	41.6	33.8	34.6	30.9	42.9	38.5	32.7	45.2	28.9	32.0	36.8	34.2
	Grocery stores	%	2.6	.0	4.0	3.9	.4	2.4	4.3	.9	6.5	4.5	1.1	.4	.9
	Convenience stores	%	3.2	.0	5.8	4.6	.8	1.6	5.7	.7	9.1	4.3	1.6	.4	1.0
	Dedicated marijuana dispensaries	%	43.7	37.0	45.2	47.9	38.2	44.9	40.6	46.9	52.7	55.1	41.3	33.7	37.6
	Marijuana should not be sold anywhere	%	14.3	11.2	14.1	14.7	22.2	5.3	15.1	13.5	13.4	14.0	16.3	15.6	12.6
	Unsure	%	3.6	6.5	3.2	4.1	2.2	3.4	3.8	3.5	2.0	3.5	4.2	4.6	3.9

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between February 22nd and 24th, 2016. The sample included both land- and cell-lines across Canada. The margin of error for a random survey of 1,000 Canadians is 3.1 percentage points, 19 times out of 20.

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Page 5