

Canadians largely prefer that the federal government take the lead in regulating the sale of marijuana

National survey released August, 2017
Project 2017-1048A



CTV
NEWS

NANOS
SURVEY

Summary

Over half of Canadians share the view that the federal government should lead in setting rules for selling marijuana across Canada. When it comes to where marijuana is sold, Canadians are split in their preferences between solely government outlets, non-government stores and the opinion that it makes no difference as long as the sale is regulated. Canadians have mixed impressions regarding the legal age of consumption, largely split between an age of 18 and 21.

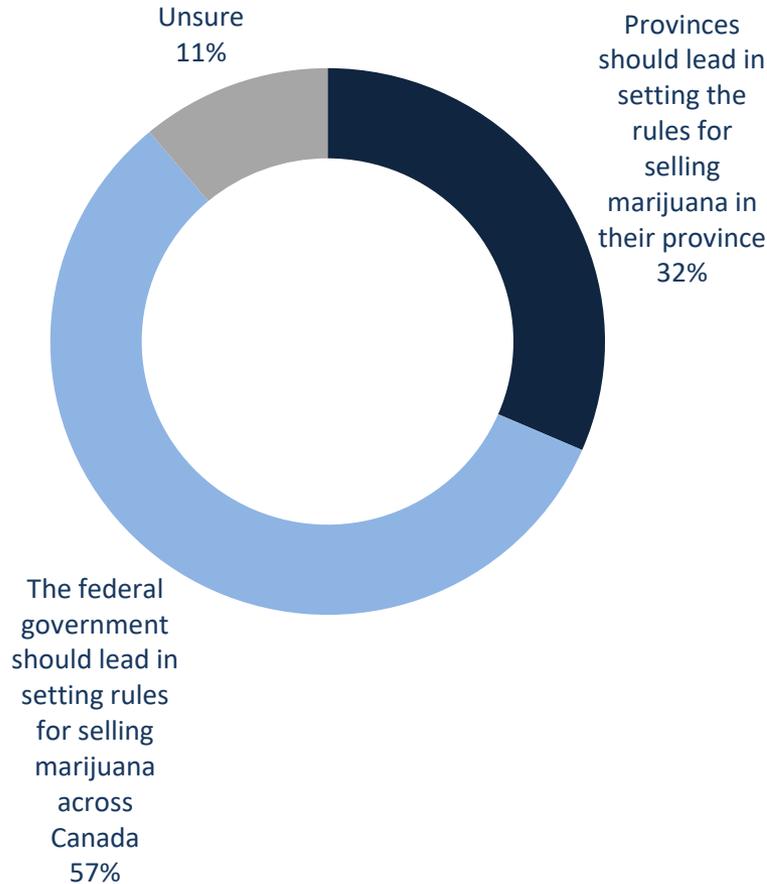
- **More than half Canadians say that the federal government should lead in setting rules for the sale of marijuana** – When asked which statement was closest to their view, 57 per cent of Canadians sided with the federal government taking the lead in setting the rules for selling marijuana. About a third (32%) of Canadians answered that provinces should lead in setting rules for selling marijuana across Canada. Eleven per cent are unsure.
- **Canadians have mixed views regarding where legal marijuana should be sold** – When asked which statement was closest to their view, 29 per cent of Canadians responded that it doesn't make any difference where legal marijuana is sold as long as there are rules and regulations that control access, while 26 per cent are open to legal marijuana being sold through non-government stores like pharmacies and speciality stores, and 25 per cent want all legal marijuana to be sold only in provincially owned government outlets. Seventeen per cent of respondents side with the view that marijuana should continue to be illegal. Two per cent are unsure.
- **Canadians are split when it comes to the legal age of marijuana consumption** – Asked at what age marijuana should legally be allowed to be consumed in Canada, 30 per cent answered with 21 years of age, followed by 18 years of age (28%), 19 years of age (17%), 25 years of age (five per cent), and 20 years of age (two per cent). Twelve per cent believe marijuana should continue to be illegal and five per cent are unsure.

These observations are based on a 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, conducted between July 23rd and 26th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 CTV News and Nanos Research.

View on setting rules for marijuana sale

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23rd to 26th, 2017, n=1000, accurate ± 3.1percentage points plus or minus, 19 times out of 20.



Subgroups	Federal government should lead
Atlantic (n=100)	66.1%
Quebec (n=250)	43.8%
Ontario (n=300)	61.3%
Prairies (n=200)	62.2%
British Columbia (n=150)	59.8%
Male (n=511)	56.2%
Female (n=489)	58.4%
18 to 29 (n=163)	53.7%
30 to 39 (n=164)	62.2%
40 to 49 (n=195)	56.8%
50 to 59 (n=225)	54.7%
60 plus (n=253)	59.4%

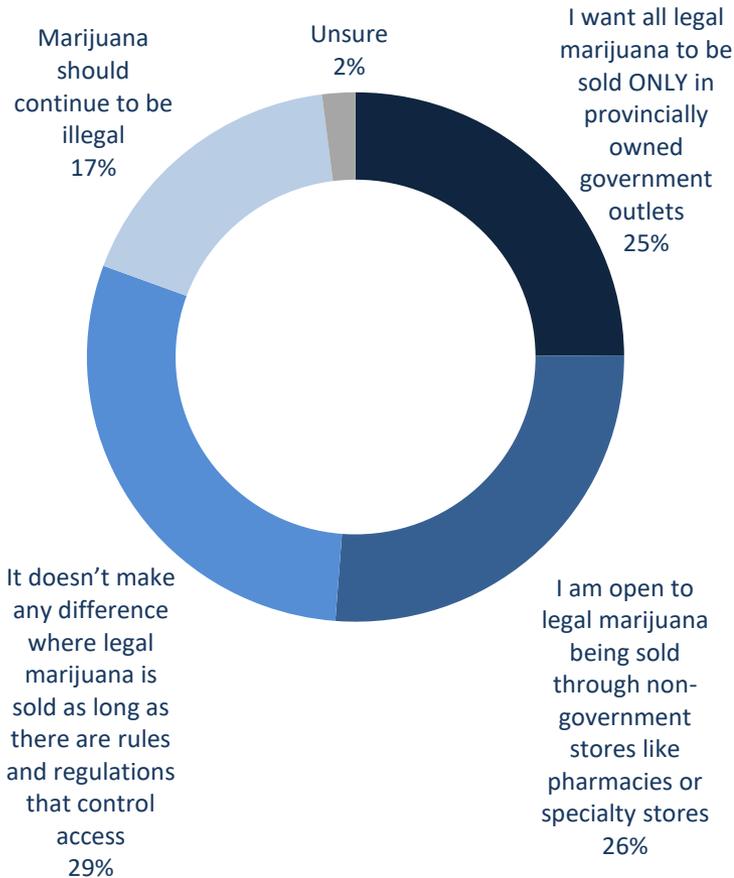
***Note: Charts may not add up to 100 due to rounding**

QUESTION – Which of the following is closer to your own view?



Opinion on sale of legal marijuana

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23rd to 26th, 2017, n=1000, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	It doesn't make any difference
Atlantic (n=100)	35.2%
Quebec (n=250)	22.1%
Ontario (n=300)	28.4%
Prairies (n=200)	36.7%
British Columbia (n=150)	30.2%
Male (n=511)	29.3%
Female (n=489)	29.6%
18 to 29 (n=163)	34.6%
30 to 39 (n=164)	24.2%
40 to 49 (n=195)	28.9%
50 to 59 (n=225)	23.7%
60 plus (n=253)	33.2%

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

QUESTION – Assuming that regardless of where marijuana is sold, it will be regulated by the government, which of the following best reflects your personal views on the sale of legal marijuana?

Legal age for marijuana consumption in Canada

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, July 23rd to 26th, 2017, n=1000, accurate ± 3.1 percentage points plus or minus, 19 times out of 20.

Mentions	Frequency (n=1000)
16	0.6%
18	27.6%
19	17.0%
20	1.9%
21	29.5%
22	0.3%
24	0.4%
25	5.4%
Marijuana should continue to be illegal	12.4%
Unsure	5.1%

QUESTION – At what age do you believe marijuana should legally be allowed to be consumed in Canada?



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 July 23rd and 26th, 2017 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 CTV News and Nanos Research.

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

Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	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
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	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.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Sixteen percent, consistent with industry norms.
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.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The previous module asked about the top national unprompted issue of concern.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	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.
Field Dates	July 23 rd to 26 th , 2017.		
Language of Survey	The survey was conducted in both English and French.		

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.



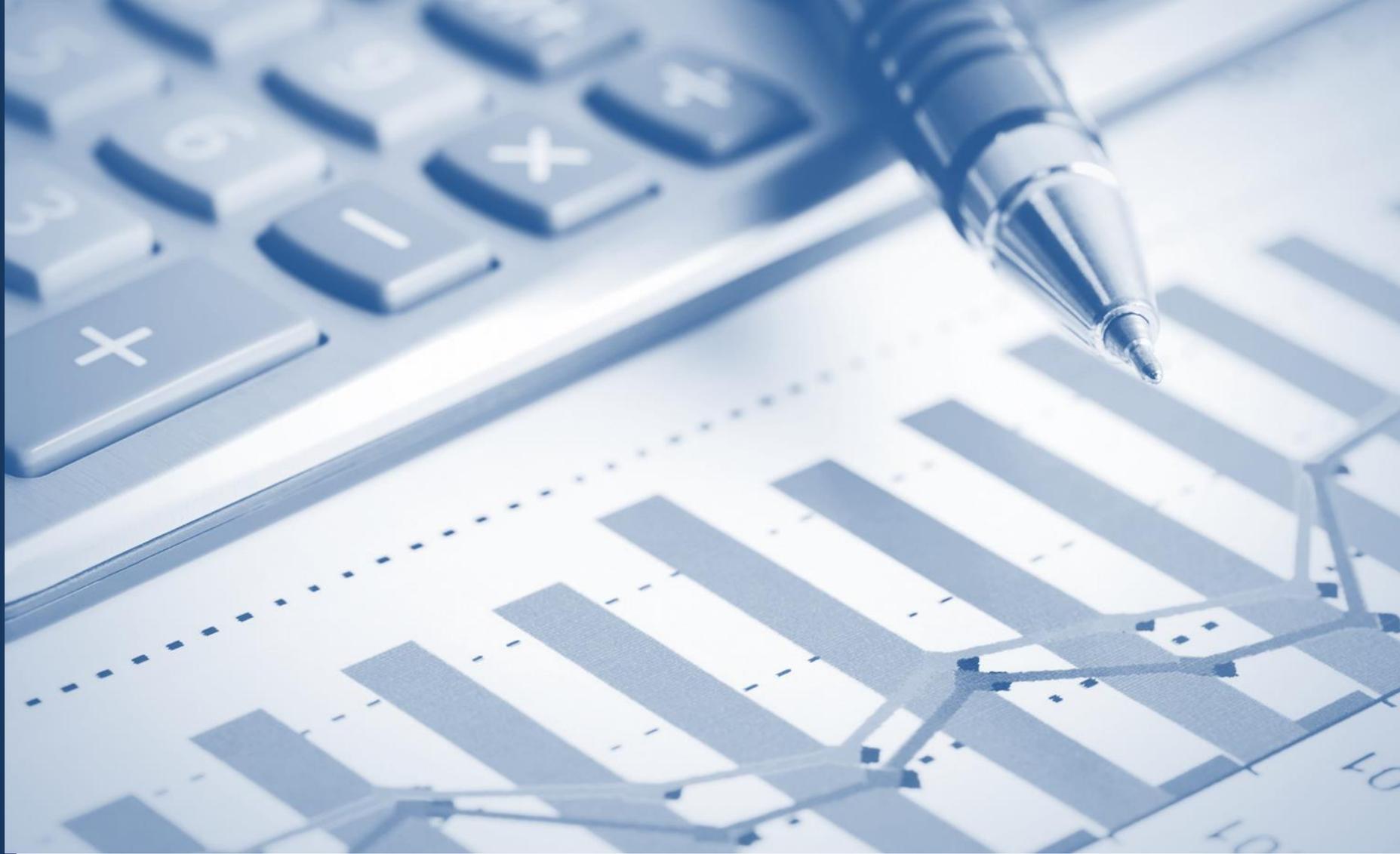
View our brochure

Nanos Research

North America Toll-free

1.888.737.5505

info@nanosresearch.com



Tabulations



2017-1048A – CTV/Nanos Survey – Marijuana Sale - STAT SHEET

			Region							Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Which of the following is closer to your own view?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253	
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265	
	Provinces should lead in setting the rules for selling marijuana in their province	%	31.5	23.5	46.8	27.1	23.1	31.5	33.5	29.7	31.6	26.2	31.0	37.1	31.1	
	The federal government should lead in setting rules for selling marijuana across Canada	%	57.4	66.1	43.8	61.3	62.2	59.8	56.2	58.4	53.7	62.2	56.8	54.7	59.4	
	Unsure	%	11.1	10.5	9.5	11.6	14.6	8.7	10.3	11.9	14.8	11.6	12.1	8.2	9.5	

			Region							Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus	
Question - Assuming that regardless of where marijuana is sold, it will be regulated by the government, which of the following best reflects your personal views on the sale of legal marijuana?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253	
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265	
	I want all legal marijuana to be sold ONLY in provincially owned government outlets	%	24.9	29.1	26.4	26.9	16.5	26.7	24.4	25.3	20.3	22.1	23.7	31.1	26.4	
	I am open to legal marijuana being sold through non-government stores like pharmacies or specialty stores	%	26.3	18.7	27.7	25.0	27.4	30.2	26.3	26.4	28.2	27.2	28.4	26.4	22.9	
	It doesn't make any difference where legal marijuana is sold as long as there are rules and regulations that control a	%	29.4	35.2	22.1	28.4	36.7	30.2	29.3	29.6	34.6	24.2	28.9	23.7	33.2	
	Marijuana should continue to be illegal	%	17.4	15.1	22.5	17.0	18.0	10.4	18.6	16.3	15.4	26.4	14.9	15.9	16.2	
	Unsure	%	2.0	1.9	1.3	2.7	1.3	2.5	1.5	2.4	1.5	.0	4.0	3.0	1.3	

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 July 23rd and 26th, 2017. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanosresearch.com

2017-1048A – CTV/Nanos Survey – Marijuana Sale - STAT SHEET

			Region						Gender		Age				
			Canada 2017-07	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 29	30 to 39	40 to 49	50 to 59	60 plus
Question - At what age do you believe marijuana should legally be allowed to be consumed in Canada?	Total	Unwgt N	1000	100	250	300	200	150	511	489	163	164	195	225	253
		Wgt N	1000	100	250	300	200	150	487	513	197	163	187	189	265
	16.00	%	.6	3.4	.4	.2	.0	.4	.6	.5	1.4	1.0	.0	.7	.0
	18.00	%	27.6	12.9	30.9	22.7	41.4	23.4	27.5	27.7	55.0	28.8	24.9	22.1	12.4
	19.00	%	17.0	22.3	4.7	21.4	9.0	35.9	16.3	17.7	16.8	19.5	16.9	19.9	13.6
	20.00	%	1.9	3.4	3.2	.5	1.8	1.8	2.3	1.6	1.3	.0	3.5	2.5	2.0
	21.00	%	29.5	35.7	35.8	26.9	24.6	26.5	28.9	30.0	14.6	29.0	28.8	25.9	43.8
	22.00	%	.3	.0	.0	.8	.0	.0	.5	.0	.0	.0	.8	.0	.4
	24.00	%	.4	.0	.5	.6	.0	.4	.1	.6	.0	.0	.7	.7	.4
	25.00	%	5.4	5.5	6.6	5.8	4.1	4.2	4.4	6.3	.0	7.4	6.6	9.0	4.7
	Marijuana should continue to be illegal		12.4	11.5	14.6	15.0	11.7	4.6	13.6	11.1	8.2	8.8	13.1	14.4	15.6
	Unsure	%	5.1	5.5	3.3	5.9	7.4	2.9	5.7	4.5	2.6	5.5	4.6	4.8	7.1

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 July 23rd and 26th, 2017. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

www.nanosresearch.com