

# Canadians support cannabis industry job creation and foresee Canada being global leader in cannabis sector

**Business of Cannabis | Summary**

Conducted by Nanos for Business of Cannabis, August 2019  
Submission 2019-1473



Almost four in five Canadians are accepting or somewhat accepting of jobs in the cannabis industry

Canadians are more likely to think that the cannabis industry will have a positive rather than negative impact on the Canadian economy. The majority say they are accepting or somewhat accepting of jobs in the cannabis industry and support or somewhat support their local government trying to attract them to their community. A majority believe it is possible or somewhat possible for Canada to be a global leader in the cannabis sector even as more countries legalize cannabis.

- **Twice as many Canadians have a positive rather than a negative impression of cannabis industry contributions to the Canadian economy** – Asked to rate on a scale of one, very negative, to 10, very positive, the contribution they expect the cannabis industry in general to make to the Canadian economy in the next 10 years, Canadians give an average rating of 6.2 out of 10. Nearly six in ten (58%) Canadians say the contribution will be neutral (a rating of four to seven out of ten), 29 per cent say the contribution will be positive (a rating of eight to ten out of ten) and 14 per cent say negative (a rating of one to three out of ten).
- **Canadians split on cannabis industry contributions to their local economy** – Asked to rate on a scale of one, very negative, to 10, very positive, the contribution they expect the cannabis industry in general to make to the economy in their local community, Canadians give an average rating of 5.6 out of 10. Just over six in ten (61%) Canadians say the contribution will be neutral (a rating of four to seven out of ten), 20 per cent say the contribution will be positive (a rating of eight to ten out of ten) and 19 per cent say negative (a rating of one to three out of ten).
- **Nearly four in five Canadians are accepting or somewhat accepting of jobs in the cannabis industry** – Almost four in five Canadians are accepting (51%) or somewhat accepting (26%) of potential new jobs created by the cannabis industry in their community now that the consumption of cannabis is legal in Canada, while 11 per cent say they are not accepting and nine per cent say somewhat not accepting. Three per cent are unsure. Intensity of acceptance is lower in Quebec (40% accepting, 29% somewhat accepting) and higher in British Columbia (58% accepting, 23% somewhat accepting).

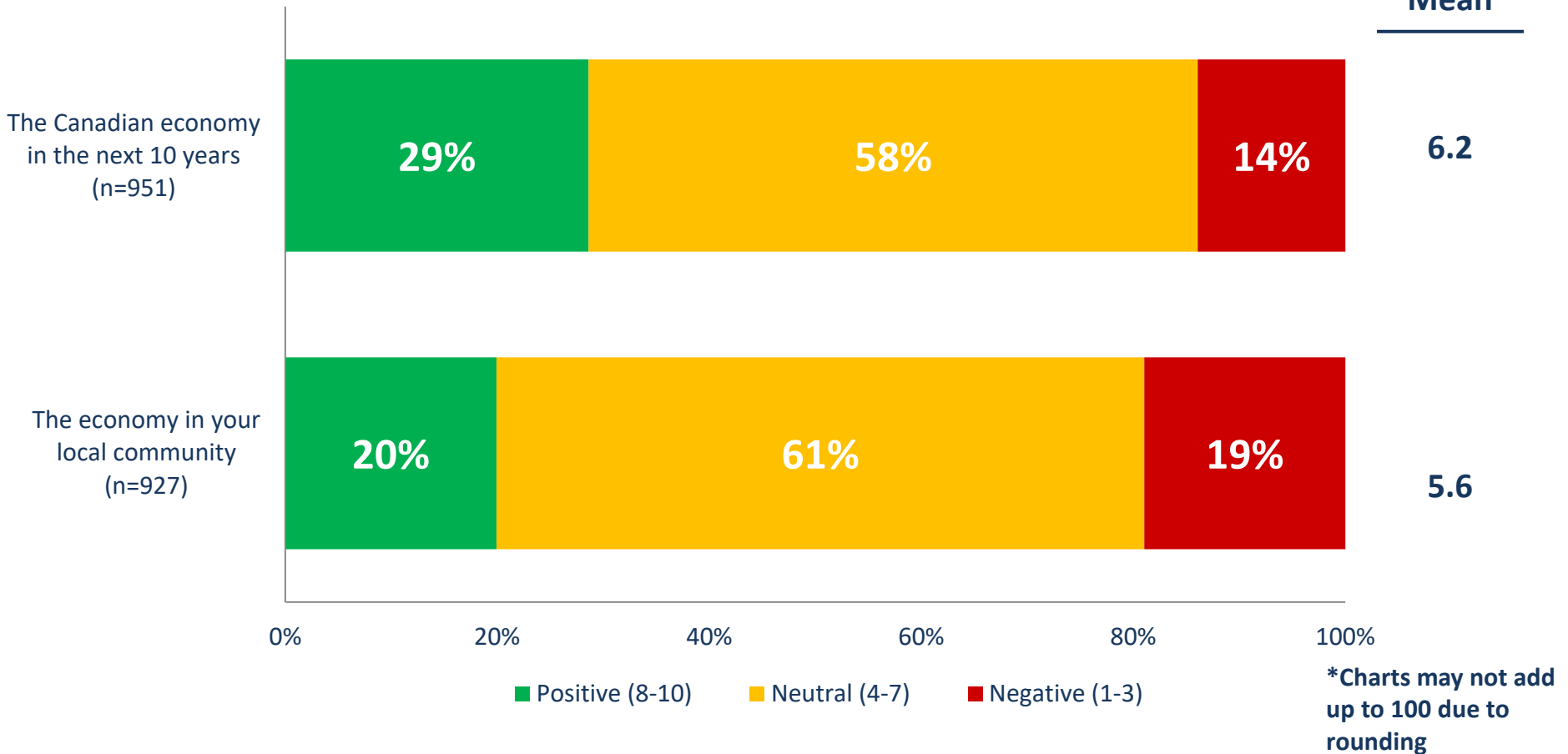
A majority of Canadians support or somewhat support local government attracting jobs in the cannabis industry

- **Nearly three quarters of Canadians support or somewhat support local government attracting jobs in the cannabis industry** – Almost three quarters of Canadians support (46%) or somewhat support (28%) their local government attracting new jobs to your community from the cannabis sector like they would do for other sectors in the economy, while 10 per cent say they oppose and 13 per cent somewhat oppose this. Four per cent are unsure. Intensity of support is lower in Quebec (34% support, 31% somewhat support) and higher in British Columbia (49% support, 32% somewhat support) and the Atlantic (56% support, 27% somewhat support).
- **More than three quarters of Canadians say it is possible or somewhat possible for Canada to be a global leader in the cannabis sector** – Over three quarters of Canadians say it is possible (40%) or somewhat possible (37%) for Canada to be a global leader in the cannabis sector as other countries legalize cannabis in the future, while eight per cent say it is not possible and nine per cent say it is somewhat not possible. Seven per cent are unsure. Young people are more likely to say this is possible (54%) or somewhat possible (31% among those 18 to 34) than older people (30% possible, 41% somewhat possible among those 55 plus).

These observations are based on 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 28<sup>th</sup> and July 30<sup>th</sup>, 2019 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 this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by Business of Cannabis and the research was conducted by Nanos Research.

Mean

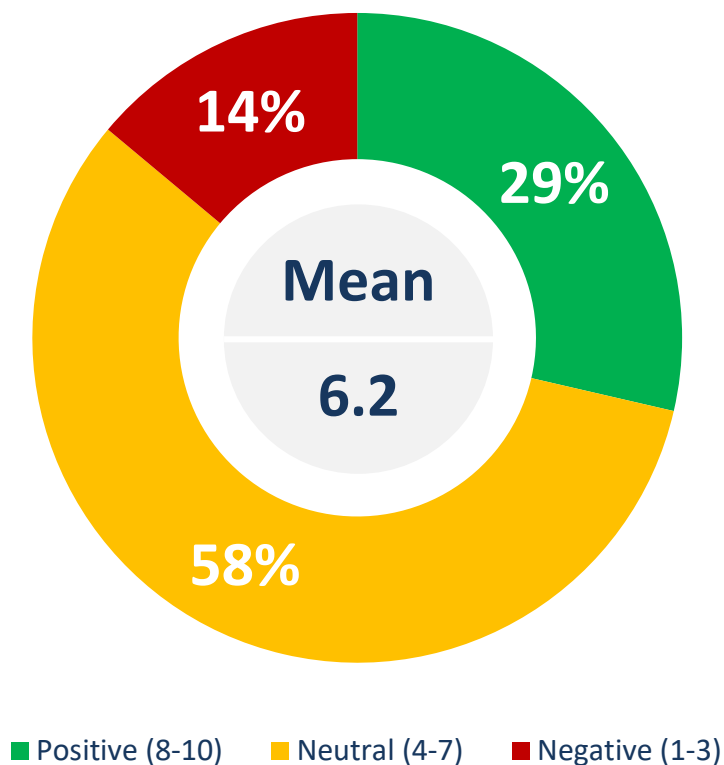


**QUESTION** – On a scale of 1 to 10, where 1 is very negative and 10 is very positive, how would you rate the contribution you expect the cannabis industry in general to make to each of the following?

**\*Decided Only**



# Canadian economy in the next 10 years



	Mean
Atlantic (n=95)	6.5
Quebec (n=238)	5.8
Ontario (n=290)	6.3
Prairies (n=190)	6.1
British Columbia (n=138)	6.5
Male (n=507)	5.9
Female (n=444)	6.5
18 to 34 (n=253)	7.0
35 to 54 (n=349)	6.0
55 plus (n=349)	5.7

\*Weighted to the true population proportion.

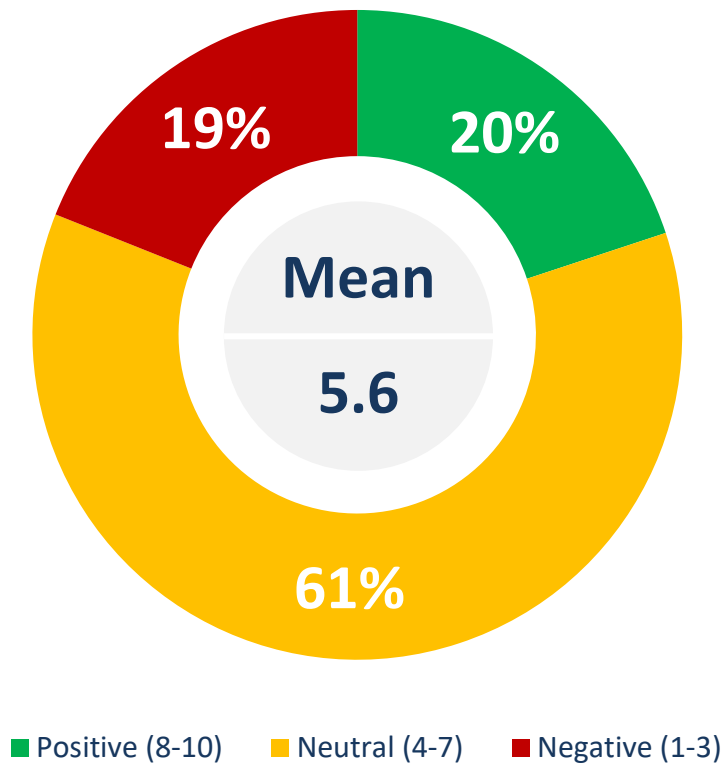
\*Charts may not add up to 100 due to rounding.

**QUESTION** – On a scale of 1 to 10, where 1 is very negative and 10 is very positive, how would you rate the contribution you expect the cannabis industry in general to make to each of the following?

## The Canadian economy in the next 10 years

**\*Decided Only**

# Economy in the local community



	Mean
Atlantic (n=96)	5.8
Quebec (n=223)	5.1
Ontario (n=281)	5.6
Prairies (n=189)	5.6
British Columbia (n=138)	6.3
Male (n=495)	5.3
Female (n=432)	5.9
18 to 34 (n=242)	6.4
35 to 54 (n=341)	5.4
55 plus (n=344)	5.2

\*Weighted to the true population proportion.

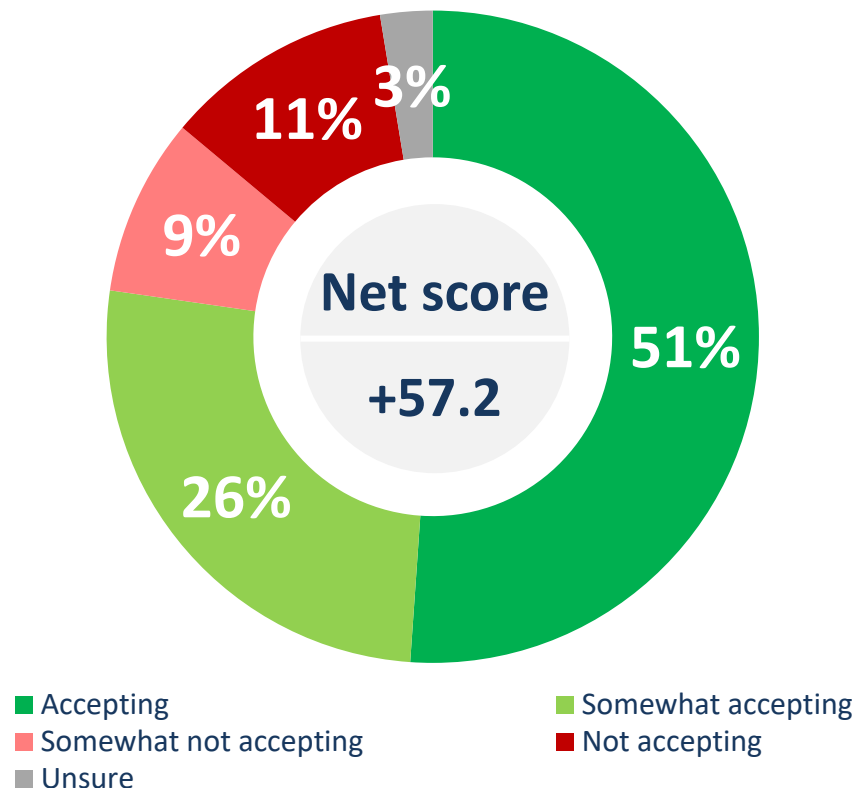
\*Charts may not add up to 100 due to rounding.

**QUESTION** – On a scale of 1 to 10, where 1 is very negative and 10 is very positive, how would you rate the contribution you expect the cannabis industry in general to make to each of the following?

## The economy in your local community

**\*Decided Only**

# Potential jobs created in the cannabis industry

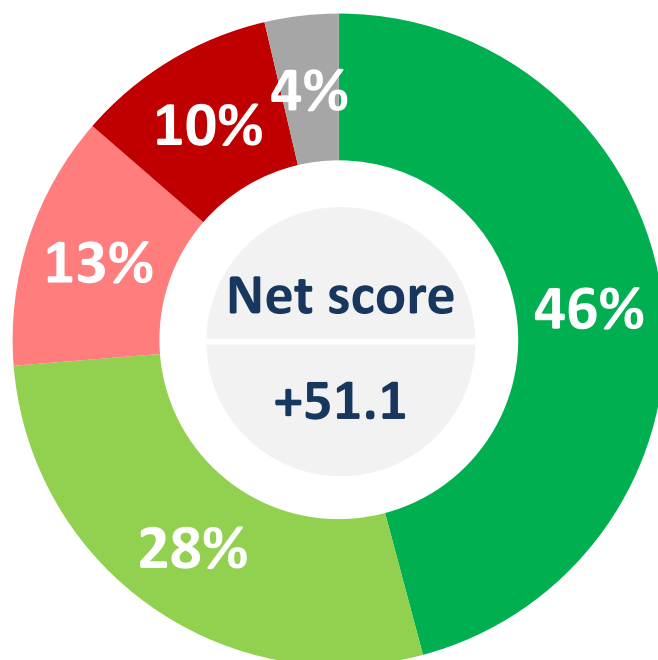


	Accepting/ somewhat accepting
Atlantic (n=100)	80.4%
Quebec (n=250)	69.1%
Ontario (n=300)	79.7%
Prairies (n=200)	79.5%
British Columbia (n=150)	81.2%
Male (n=536)	77.8%
Female (n=464)	76.8%
18 to 34 (n=260)	87.0%
35 to 54 (n=363)	75.4%
55 plus (n=377)	72.2%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Now that the consumption of cannabis is legal in Canada, are you accepting, somewhat accepting, somewhat not accepting or not accepting of potential new jobs created by the cannabis industry in your community?

# Support on local government attracting new jobs



■ Support ■ Somewhat support ■ Somewhat oppose ■ Oppose ■ Unsure

	Support/ somewhat support
Atlantic (n=100)	82.2%
Quebec (n=250)	65.2%
Ontario (n=300)	73.0%
Prairies (n=200)	75.6%
British Columbia (n=150)	81.3%
Male (n=536)	73.1%
Female (n=464)	74.3%
18 to 34 (n=260)	82.9%
35 to 54 (n=363)	71.1%
55 plus (n=377)	69.7%

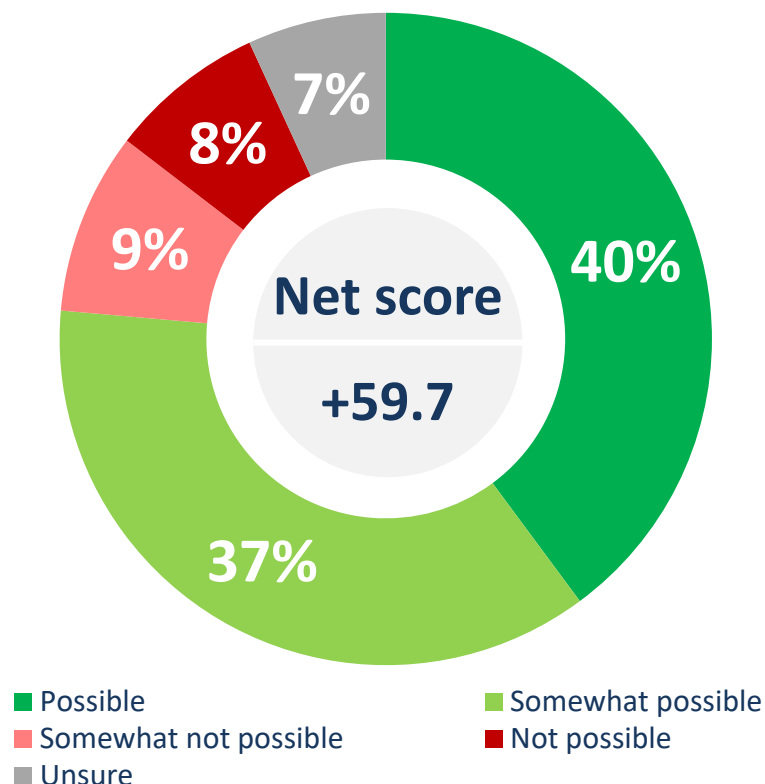
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Would you support, somewhat support, somewhat oppose or oppose your local government attracting new jobs to your community from the cannabis sector like they would do for other sectors in the economy?



# Canada as a global leader in the cannabis sector



	Possible/ somewhat possible
Atlantic (n=100)	86.5%
Quebec (n=250)	66.4%
Ontario (n=300)	75.2%
Prairies (n=200)	83.0%
British Columbia (n=150)	79.9%
Male (n=536)	74.8%
Female (n=464)	77.8%
18 to 34 (n=260)	85.2%
35 to 54 (n=363)	75.4%
55 plus (n=377)	71.1%

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Do you think it is possible, somewhat possible, somewhat not possible or not possible for Canada to be a global leader in the cannabis sector as other countries legalize cannabis in the future?



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 28<sup>th</sup> and July 30<sup>th</sup>, 2019 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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 were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

The research was commissioned by the Business of Cannabis and was conducted by Nanos Research.

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

# TECHNICAL NOTE

Element	Description
Organization who commissioned the research	Business of Cannabis
Final Sample Size	1000 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) random telephone 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.
Fieldwork/Validation	Individuals were recruited using live interviews with live supervision to validate work, the research questions were administered online.
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	July 28 <sup>th</sup> to July 30 <sup>th</sup> , 2019.
Language of Survey	The survey was conducted in both English and French.
Standards	This report exceeds the standards set forth by CRIC, ESOMAR and AAPOR.

Element	Description
Weighting of Data	The results were weighted by age and gender using the latest Census information (2016) 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 lines, and individuals without internet access could not participate.
Stratification	By age and gender using the latest Census information (2016) 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	13 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. Module one was about impressions of the Government of China. Module two was about the use of personal information. Module three was about trust in federal party leaders.
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. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. 237 Email: <a href="mailto:info@nanosresearch.com">info@nanosresearch.com</a> .

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# TABULATIONS





## 2019-1473 – Business of Cannabis – July OMNI – STAT SHEET

On a scale of 1 to 10, where 1 is very negative and 10 is very positive, how would you rate the contribution you expect the cannabis industry in general to make to each of the following?

			Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The Canadian economy in the next 10 years	Total	Unwgt N	951	95	238	290	190	138	507	444	253	349	349
		Wgt N	951	94	237	291	192	138	464	487	264	328	360
		Mean	6.18	6.47	5.75	6.32	6.10	6.52	5.90	6.45	6.98	6.02	5.74
		Median	6.00	7.00	6.00	7.00	6.00	7.00	6.00	7.00	7.00	6.00	6.00
	Very negative (1)	%	4.5	1.9	6.4	4.6	3.8	4.1	5.1	4.0	1.4	4.6	6.8
	2	%	3.1	0.9	4.4	4.3	3.1	0.0	3.7	2.5	2.5	3.8	3.0
	3	%	6.3	10.2	7.1	5.9	4.9	4.7	9.2	3.5	2.0	7.4	8.3
	4	%	6.3	9.6	6.4	6.8	5.4	4.4	7.6	5.1	4.3	7.0	7.2
	5	%	18.0	13.6	21.3	14.9	21.2	17.6	16.6	19.4	16.2	18.7	18.8
	6	%	12.6	12.1	13.0	9.7	16.4	13.1	15.7	9.6	9.9	13.3	13.9
	7	%	20.5	17.7	18.4	18.0	23.2	27.6	16.6	24.2	24.7	16.9	20.8
	8	%	13.9	12.6	13.4	18.0	10.4	11.6	12.4	15.2	15.2	15.7	11.2
	9	%	4.6	5.4	3.5	6.6	2.3	4.9	3.7	5.4	4.8	2.9	6.0
	Very positive (10)	%	10.2	16.1	6.1	11.3	9.3	12.0	9.3	11.0	18.9	9.7	4.2

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 28<sup>th</sup> and July 30<sup>th</sup>, 2019. The margin of error this survey is  $\pm 3.1$  percentage points, 19 times out of 20.

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## 2019-1473 – Business of Cannabis – July OMNI – STAT SHEET

On a scale of 1 to 10, where 1 is very negative and 10 is very positive, how would you rate the contribution you expect the cannabis industry in general to make to each of the following?

			Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - The economy in your local community	Total	Unwgt N	927	96	223	281	189	138	495	432	242	341	344
		Wgt N	928	96	222	282	189	138	454	474	254	321	354
		Mean	5.61	5.80	5.12	5.61	5.56	6.32	5.31	5.89	6.37	5.43	5.22
		Median	6.00	6.00	5.00	6.00	6.00	7.00	5.00	6.00	7.00	5.00	5.00
	Very negative (1)	%	7.2	5.5	9.5	7.1	7.1	4.7	8.7	5.8	3.7	8.2	8.8
	2	%	4.4	5.5	5.7	4.3	4.1	2.3	5.8	3.1	2.2	5.5	5.0
	3	%	7.4	9.7	10.2	7.0	5.4	4.6	8.4	6.3	4.4	6.0	10.7
	4	%	7.9	10.8	8.9	6.9	8.8	5.2	8.6	7.3	5.0	9.6	8.6
	5	%	22.0	11.4	24.5	23.3	23.2	21.2	22.2	21.9	20.2	22.5	22.9
	6	%	13.6	13.8	13.4	14.2	15.4	10.1	14.2	13.0	11.2	16.8	12.5
	7	%	17.5	19.3	12.7	17.7	20.2	20.1	15.0	19.9	26.2	12.9	15.5
	8	%	10.0	9.2	7.6	10.2	7.5	17.2	9.1	10.8	11.7	9.4	9.3
	9	%	2.9	5.5	2.1	2.7	3.1	2.7	2.0	3.8	3.1	3.0	2.7
	Very positive (10)	%	7.0	9.4	5.3	6.5	5.2	11.9	5.9	8.1	12.3	6.2	4.0

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			Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Now that the consumption of cannabis is legal in Canada, are you accepting, somewhat accepting, somewhat not accepting or not accepting of potential new jobs created by the cannabis industry in your community?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Accepting	%	51.1	58.9	39.9	52.1	54.7	58.0	50.4	51.8	65.9	48.9	42.7
	Somewhat accepting	%	26.2	21.5	29.2	27.6	24.8	23.2	27.4	25.0	21.1	26.5	29.5
	Somewhat not accepting	%	8.8	7.2	15.4	5.7	8.6	5.3	8.3	9.3	4.6	7.6	12.8
	Not accepting	%	11.3	10.7	13.6	11.9	9.4	9.4	11.0	11.6	7.0	14.0	12.0
	Unsure	%	2.6	1.7	2.0	2.7	2.5	4.1	3.0	2.2	1.5	3.0	3.0

			Region						Gender		Age		
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Would you support, somewhat support, somewhat oppose or oppose your local government attracting new jobs to your community from the cannabis sector like they would do for other sectors in the economy?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Support	%	45.8	55.5	34.2	46.6	51.8	49.4	45.5	46.2	59.3	42.6	39.3
	Somewhat support	%	27.9	26.7	31.0	26.4	23.8	31.9	27.6	28.1	23.6	28.5	30.4
	Somewhat oppose	%	12.6	8.0	20.3	11.9	10.3	7.4	11.8	13.5	7.8	12.0	16.6
	Oppose	%	10.0	7.1	10.2	11.5	9.3	9.4	11.6	8.4	6.6	12.5	10.1
	Unsure	%	3.7	2.6	4.3	3.6	4.8	2.0	3.5	3.9	2.7	4.4	3.7

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			Region					Gender		Age			
			Canada 2019-07	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question - Do you think it is possible, somewhat possible, somewhat not possible or not possible for Canada to be a global leader in the cannabis sector as other countries legalize cannabis in the future?	Total	Unwgt N	1000	100	250	300	200	150	536	464	260	363	377
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Possible	%	39.9	48.5	24.7	45.5	42.1	45.0	38.4	41.2	53.9	39.7	30.2
	Somewhat possible	%	36.5	38.0	41.7	29.7	40.9	34.9	36.4	36.6	31.3	35.7	40.9
	Somewhat not possible	%	9.0	3.5	16.5	6.0	7.0	8.9	9.0	9.1	6.2	7.8	12.0
	Not possible	%	7.7	5.6	8.4	9.1	7.2	6.0	9.9	5.7	6.1	8.8	8.0
	Unsure	%	6.9	4.5	8.7	9.7	2.7	5.2	6.3	7.4	2.5	8.0	8.9

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