

TWO-THIRDS OF CANADIANS SUPPORT LEGALIZING MARIJUANA:

...BUT ONLY IF THEY DON'T SEE IT

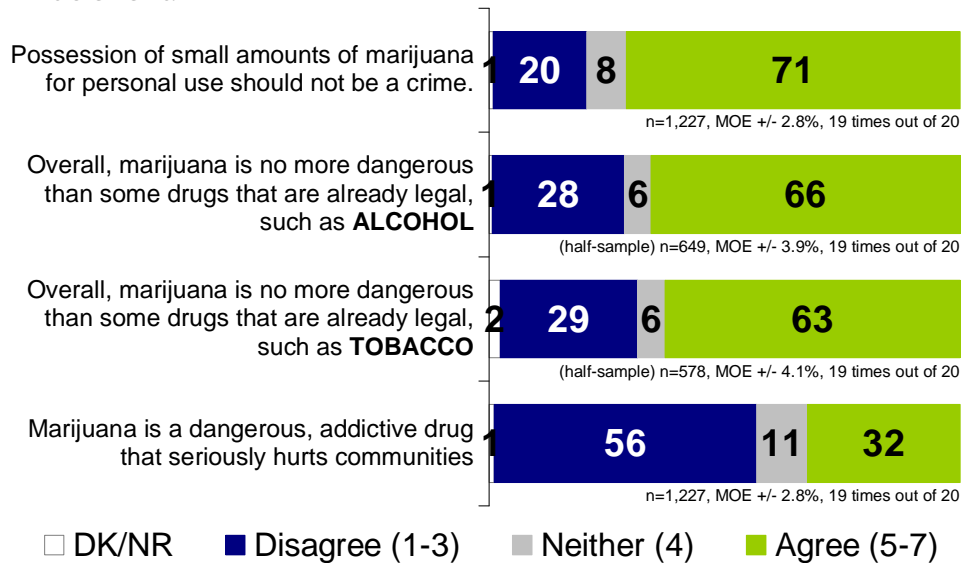
This survey was conducted on behalf of La Presse

The full article is available on their website at: <http://goo.gl/u8LFI3>

[Ottawa – November 6, 2015] Support for decriminalizing marijuana is up insignificantly from last year, but our long-term tracking shows a clear shift in favour of loosening Canada's marijuana laws over the last decade. Fully 71 per cent do not believe possession of small amounts of marijuana should be a crime, a dramatic change from 2000 when Canadians were evenly split on the issue. With three of the four federalist parties now calling for reforms to Canada's marijuana laws, not to mention the wave of politicians who have openly acknowledged that they have tried pot in the past (including our incoming Prime Minister), it is not surprising that Canadians attitudes are moving towards a more progressive stance on marijuana.

Views on marijuana

Q. Please rate the extent to which you agree or disagree with the following statements:



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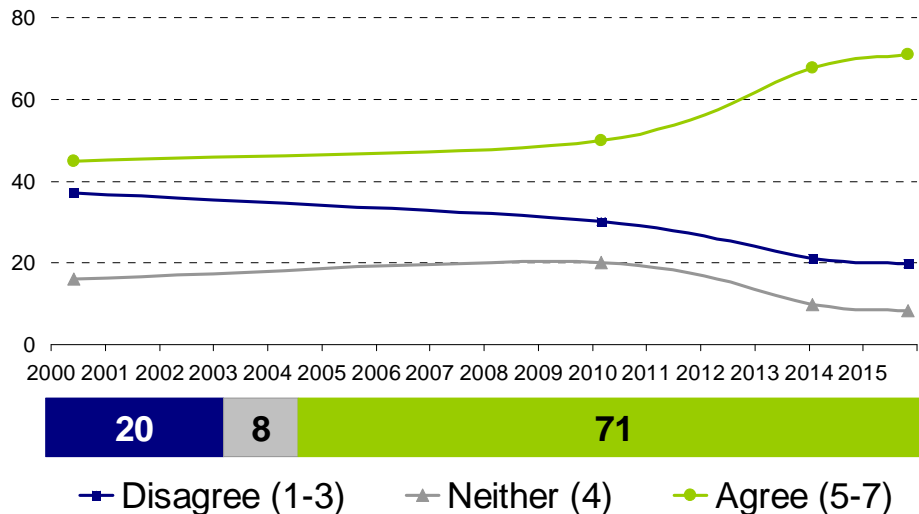
BASE: Canadians; October 27-November 2, 2015

Most Canadians – particularly younger Canadians and those with a university education – reject the notion that marijuana is highly dangerous and the majority put the drug on par with alcohol or tobacco. Interestingly, Quebecers are noticeably more likely to perceive marijuana as dangerous, even though they are just as supportive as other Canadians when it comes to liberalizing Canada's marijuana laws.

Tracking support for decriminalization

Q. Please rate the extent to which you agree or disagree with the following statement:

“Possession of small amounts of marijuana for personal use should not be a crime.”

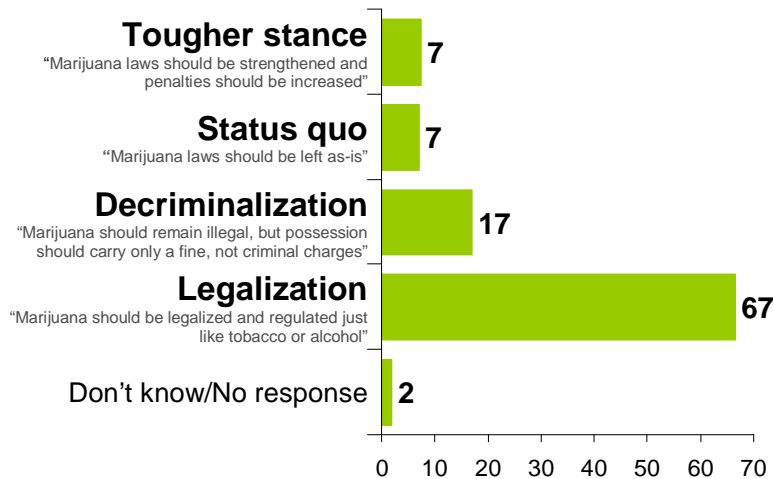


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BASE: Canadians; October 27-November 2, 2015 (n=1,227), MOE +/- 2.8%, 19 times out of 20

Preferred stance on marijuana

Q. As you may know, the incoming government, led by Justin Trudeau and the Liberal Party, has pledged to legalize and regulate marijuana. Currently, the possession and sale of marijuana are illegal, although individuals can access marijuana for medical purposes from licensed producers. Which of the following statements comes closest to your own point of view?



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We presented Canadians with a choice between four broad options on the future of marijuana – toughening the existing laws, maintaining the status quo, decriminalization, and legalization. By an overwhelming margin, Canadians say marijuana should be legalized, regulated, and taxed. Indeed, those who support legalization outnumber those who prefer a tougher stance by a staggering 10-to-1. What is most notable about this finding is how support for legalization transcends virtually every demographic barrier. Majorities of Canadians from all provinces, age groups, educational credentials, and socioeconomic backgrounds support the idea of legalization.

The legalization of marijuana is a complex issue that brings forth a lot of challenging questions that Mr. Trudeau will have to grapple with in the coming years. Should individuals be allowed to use marijuana anywhere they choose or just in their own homes? Where and how should Canadians be allowed to purchase it? In this survey, we have attempted to address a few of these questions.

Views on specific laws under legalization

Q. Assuming the sale and use of marijuana were to be legalized, to what extent would you approve or disapprove of the following?

Individuals being allowed to use marijuana in their homes



A business selling marijuana opening in your neighbourhood



Individuals being allowed to smoke marijuana in public



DK/NR
 Disapprove (1-3)
 Neither (4)
 Approve (5-7)

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BASE: Canadians; October 27-November 2, 2015 (n=1,227), MOE +/- 2.8%, 19 times out of 20

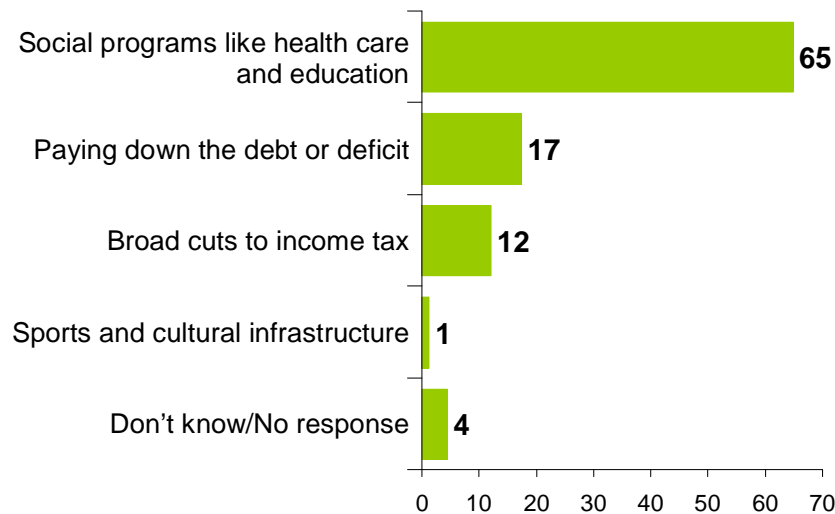
While clear majorities of Canadians favour loosening marijuana laws (with legalization being the preferred option by a wide margin), they also hold something of an 'As long as I don't see it' attitude (the classic NIMBY response). The vast majority of Canadians see no problem with individuals being allowed to use marijuana in their own homes, but they are staunchly opposed to seeing it used in public. Canadians are also evenly divided on whether they would be comfortable with businesses selling marijuana in their neighbourhood.

Finally, we asked Canadians where they would like to see the new tax revenue from marijuana sales spent. Most Canadians want to see a 'bread before circuses' approach where the extra

revenues go to social programs. There is no appetite for adopting a system similar to some lotteries where the money is reserved for sports and cultural venues.

Preferred beneficiary of marijuana tax revenue

Q. Assuming the sale and use of marijuana were to be legalized and taxed, where would you MOST like to see the additional tax revenue go?



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Overall, results suggest that marijuana is a done issue. There is an emerging consensus that marijuana should be legalized and few Canadians agree with Stephen Harper's stance that marijuana is 'infinitely' (or even significantly) more dangerous than some of the other sin goods that are already legal. Indeed, the widespread support for loosening Canada's marijuana laws suggests that Mr. Harper may have hurt himself in the election with his hard-nosed stance. This trend echoes the same dramatic rise not only in Canada, but also in the United States.

In any case, it is clear that Justin Trudeau has a solid mandate to move quickly on what is essentially a no-brainer issue. If Justin Trudeau wants to get out of the gate smoking, this would be a great place to start.

Detailed tables:

Support for Decriminalizing Possession of Marijuana						
<i>Q. Please rate the extent to which you agree or disagree with the following statements:</i>						
<i>Possession of small amounts of marijuana for personal use should not be a crime.</i>						
	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	19.9%	8.4%	70.9%	0.8%	1227	2.8
REGION						
British Columbia	18.6%	7.1%	73.0%	1.3%	152	8.0
Alberta	18.9%	7.2%	73.9%	0.0%	115	9.1
Saskatchewan/Manitoba	23.4%	9.1%	65.6%	1.9%	90	10.3
Ontario	20.1%	7.9%	70.9%	1.1%	385	5.0
Quebec	22.5%	8.7%	68.5%	0.3%	403	4.9
Atlantic Canada	11.2%	13.7%	75.1%	0.0%	77	11.2
GENDER						
Male	19.4%	6.3%	73.9%	0.4%	566	4.1
Female	20.2%	10.4%	68.2%	1.2%	659	3.8
AGE						
<35	17.9%	9.5%	72.6%	0.0%	221	6.6
35-44	15.1%	9.1%	74.0%	1.7%	166	7.6
45-54	26.0%	7.5%	66.6%	0.0%	207	6.8
55-64	17.0%	9.7%	71.5%	1.8%	332	5.4
65+	20.8%	5.2%	73.1%	0.9%	240	6.3
EDUCATION						
High school or less	26.3%	11.4%	61.5%	0.8%	182	7.3
College or CEGEP	20.0%	9.5%	70.0%	0.5%	360	5.2
University or higher	14.8%	5.2%	79.1%	0.9%	675	3.8
CHILDREN IN HOME?						
Yes	22.4%	9.0%	67.4%	1.2%	385	5.0
No	18.4%	8.1%	72.9%	0.6%	830	3.4

Perceived Danger of Marijuana

Q. Please rate the extent to which you agree or disagree with the following statements:

Marijuana is a dangerous, addictive drug that seriously hurts communities.

	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	55.8%	10.8%	32.3%	1.1%	1227	2.8
REGION						
British Columbia	65.7%	8.2%	26.1%	0.0%	152	8.0
Alberta	58.4%	12.1%	29.0%	0.4%	115	9.1
Saskatchewan/Manitoba	54.2%	9.2%	35.9%	0.8%	90	10.3
Ontario	59.5%	10.8%	27.6%	2.1%	385	5.0
Quebec	37.2%	14.3%	47.8%	0.8%	403	4.9
Atlantic Canada	75.4%	4.2%	20.4%	0.0%	77	11.2
GENDER						
Male	60.4%	9.3%	29.9%	0.4%	566	4.1
Female	51.5%	12.3%	34.4%	1.7%	659	3.8
AGE						
<35	69.7%	7.9%	22.4%	0.0%	221	6.6
35-44	60.4%	6.9%	31.9%	0.8%	166	7.6
45-54	51.8%	12.3%	36.0%	0.0%	207	6.8
55-64	50.3%	13.6%	34.9%	1.1%	332	5.4
65+	47.7%	14.0%	34.8%	3.4%	240	6.3
EDUCATION						
High school or less	52.4%	9.3%	36.2%	2.0%	182	7.3
College or CEGEP	53.8%	13.2%	32.5%	0.4%	360	5.2
University or higher	60.6%	9.7%	28.8%	0.9%	675	3.8
CHILDREN IN HOME?						
Yes	54.3%	10.6%	34.3%	0.8%	385	5.0
No	56.8%	11.1%	31.0%	1.1%	830	3.4

Perceived Danger of Marijuana Relative to Alcohol (half-sample only)

Q. Please rate the extent to which you agree or disagree with the following statements:

Overall, marijuana is no more dangerous than some drugs that are already legal, such as alcohol

	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	28.2%	5.5%	65.6%	0.6%	649	3.9
REGION						
British Columbia	35.2%	11.2%	53.6%	0.0%	77	11.2
Alberta	31.1%	4.5%	61.3%	3.1%	54	13.3
Saskatchewan/Manitoba	21.0%	2.9%	76.1%	0.0%	46	14.5
Ontario	25.0%	3.8%	70.5%	0.7%	220	6.6
Quebec	35.9%	4.9%	59.0%	0.2%	205	6.8
Atlantic Canada	15.2%	10.9%	74.0%	0.0%	44	14.8
GENDER						
Male	27.6%	6.3%	65.7%	0.4%	311	5.6
Female	28.7%	4.7%	65.7%	0.9%	336	5.4
AGE						
<35	28.5%	2.9%	68.6%	0.0%	126	8.7
35-44	22.8%	13.1%	64.1%	0.0%	83	10.8
45-54	30.4%	5.2%	64.5%	0.0%	109	9.4
55-64	27.6%	5.0%	66.4%	0.9%	179	7.3
65+	28.7%	2.6%	66.0%	2.8%	122	8.9
EDUCATION						
High school or less	36.0%	5.1%	58.0%	0.9%	105	9.6
College or CEGEP	30.0%	6.4%	63.3%	0.3%	193	7.1
University or higher	19.5%	4.8%	75.1%	0.7%	344	5.3
CHILDREN IN HOME?						
Yes	27.8%	7.0%	65.1%	0.0%	207	6.8
No	28.3%	4.7%	66.0%	1.0%	436	4.7

Perceived Danger of Marijuana Relative to Tobacco (half-sample only)

Q. Please rate the extent to which you agree or disagree with the following statements:

Overall, marijuana is no more dangerous than some drugs that are already legal, such as tobacco.

	Disagree (1-3)	Neither (4)	Agree (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	29.2%	5.9%	62.6%	2.3%	578	4.1
REGION						
British Columbia	20.8%	15.2%	64.0%	0.0%	75	11.3
Alberta	19.3%	4.3%	72.4%	4.0%	61	12.6
Saskatchewan/Manitoba	31.0%	3.2%	61.6%	4.1%	44	14.8
Ontario	24.2%	4.7%	68.5%	2.6%	165	7.6
Quebec	40.7%	5.5%	51.1%	2.7%	198	7.0
Atlantic Canada	43.1%	0.5%	56.4%	0.0%	33	17.1
GENDER						
Male	28.7%	5.4%	65.1%	0.9%	255	6.1
Female	29.6%	6.3%	60.4%	3.6%	323	5.5
AGE						
<35	18.6%	1.9%	78.0%	1.5%	95	10.1
35-44	31.5%	4.9%	60.7%	2.8%	83	10.8
45-54	37.3%	10.3%	50.0%	2.5%	98	9.9
55-64	26.8%	5.7%	65.8%	1.7%	153	7.9
65+	31.5%	5.4%	60.0%	3.1%	118	9.0
EDUCATION						
High school or less	26.9%	9.2%	57.9%	6.0%	77	11.2
College or CEGEP	40.0%	3.9%	56.0%	0.0%	167	7.6
University or higher	22.1%	5.5%	70.8%	1.5%	331	5.4
CHILDREN IN HOME?						
Yes	34.9%	8.3%	54.3%	2.5%	178	7.4
No	26.2%	4.5%	67.0%	2.3%	394	4.9

Preferred Stance on Marijuana

Q. As you may know, the incoming government, led by Justin Trudeau and the Liberal Party, has pledged to legalize and regulate marijuana. Currently, the possession and sale of marijuana are illegal, although individuals can access marijuana for medical purposes from licensed producers. Which of the following statements comes closest to your own point of view?

- 1. Marijuana laws should be strengthened and penalties should be increased [TOUGHER STANCE]*
- 2. Marijuana laws should be left as-is [STATUS QUO]*
- 3. Marijuana should remain illegal, but possession should carry only a fine, not criminal charges [DECriminalIZATION]*
- 4. Marijuana should be legalized and regulated just like tobacco or alcohol [LEGALIZATION]*

	Tougher stance	Status quo	Decriminalization	Legalization	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	7.4%	7.0%	17.1%	66.5%	2.0%	1227	2.8
REGION							
British Columbia	3.4%	10.7%	13.7%	69.4%	2.8%	152	8.0
Alberta	5.9%	5.1%	15.9%	72.3%	0.9%	115	9.1
Saskatchewan/Manitoba	11.2%	3.8%	17.0%	62.2%	5.9%	90	10.3
Ontario	8.0%	6.6%	14.6%	69.1%	1.6%	385	5.0
Quebec	9.8%	6.7%	22.4%	59.4%	1.7%	403	4.9
Atlantic Canada	1.9%	9.8%	20.5%	65.9%	1.9%	77	11.2
GENDER							
Male	8.5%	7.5%	12.8%	69.8%	1.4%	566	4.1
Female	6.3%	6.6%	21.0%	63.4%	2.6%	659	3.8
AGE							
<35	3.7%	5.8%	14.7%	74.3%	1.6%	221	6.6
35-44	6.1%	9.4%	18.8%	64.2%	1.6%	166	7.6
45-54	13.3%	8.0%	18.3%	58.6%	1.8%	207	6.8
55-64	6.4%	8.1%	17.1%	65.5%	2.9%	332	5.4
65+	6.9%	5.6%	14.6%	71.2%	1.7%	240	6.3
EDUCATION							
High school or less	10.5%	9.9%	14.8%	63.3%	1.5%	182	7.3
College or CEGEP	8.4%	9.0%	17.7%	62.3%	2.6%	360	5.2
University or higher	3.7%	3.4%	18.3%	72.6%	1.9%	675	3.8
CHILDREN IN HOME?							
Yes	7.2%	8.9%	19.2%	62.4%	2.3%	385	5.0
No	7.5%	5.9%	16.1%	68.5%	1.9%	830	3.4

Support for Individuals Being Allowed to Use Marijuana in Their Homes

Q. Assuming the sale and use of marijuana were to be legalized, to what extent would you approve or disapprove of the following?

Individuals being allowed to use marijuana in their homes

	Disapprove (1-3)	Neither (4)	Approve (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	18.1%	8.6%	72.6%	0.7%	1227	2.8
REGION						
British Columbia	12.5%	10.5%	77.0%	0.0%	152	8.0
Alberta	17.4%	6.1%	76.5%	0.0%	115	9.1
Saskatchewan/Manitoba	23.5%	6.7%	69.8%	0.0%	90	10.3
Ontario	17.3%	8.5%	72.6%	1.6%	385	5.0
Quebec	24.6%	9.8%	65.1%	0.5%	403	4.9
Atlantic Canada	8.1%	6.7%	85.1%	0.0%	77	11.2
GENDER						
Male	16.8%	6.1%	76.7%	0.4%	566	4.1
Female	19.5%	10.9%	68.6%	1.0%	659	3.8
AGE						
<35	13.8%	7.1%	77.9%	1.3%	221	6.6
35-44	13.8%	10.9%	74.5%	0.8%	166	7.6
45-54	24.2%	9.1%	66.4%	0.3%	207	6.8
55-64	14.7%	10.4%	74.1%	0.8%	332	5.4
65+	22.3%	6.5%	71.2%	0.0%	240	6.3
EDUCATION						
High school or less	25.2%	8.6%	64.6%	1.6%	182	7.3
College or CEGEP	18.5%	9.2%	72.3%	0.0%	360	5.2
University or higher	12.3%	8.0%	79.0%	0.7%	675	3.8
CHILDREN IN HOME?						
Yes	20.1%	10.1%	69.0%	0.8%	385	5.0
No	17.1%	7.8%	74.4%	0.7%	830	3.4

Support for Individuals Being Allowed to Smoke Marijuana in Public

Q. Assuming the sale and use of marijuana were to be legalized, to what extent would you approve or disapprove of the following?

Individuals being allowed to smoke marijuana in public

	Disapprove (1-3)	Neither (4)	Approve (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	65.2%	11.9%	22.7%	0.2%	1227	2.8
REGION						
British Columbia	63.0%	7.0%	29.6%	0.4%	152	8.0
Alberta	74.3%	7.8%	17.8%	0.0%	115	9.1
Saskatchewan/Manitoba	65.2%	15.5%	19.3%	0.0%	90	10.3
Ontario	62.7%	13.0%	24.2%	0.2%	385	5.0
Quebec	66.8%	11.8%	21.3%	0.1%	403	4.9
Atlantic Canada	64.4%	17.6%	16.5%	1.5%	77	11.2
GENDER						
Male	62.2%	11.6%	26.1%	0.1%	566	4.1
Female	68.0%	12.2%	19.4%	0.4%	659	3.8
AGE						
<35	57.9%	9.8%	32.3%	0.0%	221	6.6
35-44	65.6%	10.6%	23.9%	0.0%	166	7.6
45-54	66.7%	13.5%	19.8%	0.0%	207	6.8
55-64	71.2%	12.4%	16.0%	0.4%	332	5.4
65+	64.4%	16.0%	19.1%	0.6%	240	6.3
EDUCATION						
High school or less	68.3%	7.8%	23.9%	0.0%	182	7.3
College or CEGEP	66.3%	14.2%	19.2%	0.3%	360	5.2
University or higher	61.4%	13.2%	24.9%	0.4%	675	3.8
CHILDREN IN HOME?						
Yes	69.8%	12.7%	17.3%	0.2%	385	5.0
No	63.0%	11.5%	25.2%	0.2%	830	3.4

Support for Nearby Businesses Selling Marijuana

Q. Assuming the sale and use of marijuana were to be legalized, to what extent would you approve or disapprove of the following?

A business selling marijuana opening in your neighbourhood

	Disapprove (1-3)	Neither (4)	Approve (5-7)	Don't know / No response	Sample Size	Margin of Error (+/-)
NATIONALLY	36.9%	21.6%	40.8%	0.6%	1227	2.8
REGION						
British Columbia	40.0%	15.8%	43.8%	0.4%	152	8.0
Alberta	36.4%	22.3%	41.3%	0.0%	115	9.1
Saskatchewan/Manitoba	40.5%	17.8%	41.2%	0.5%	90	10.3
Ontario	35.4%	23.3%	40.3%	1.0%	385	5.0
Quebec	41.2%	22.1%	36.5%	0.2%	403	4.9
Atlantic Canada	23.3%	24.1%	51.5%	1.1%	77	11.2
GENDER						
Male	34.2%	19.1%	46.1%	0.6%	566	4.1
Female	39.4%	24.0%	35.9%	0.7%	659	3.8
AGE						
<35	23.9%	20.3%	55.8%	0.0%	221	6.6
35-44	37.4%	18.7%	43.9%	0.0%	166	7.6
45-54	42.9%	19.8%	36.6%	0.8%	207	6.8
55-64	41.2%	23.4%	33.7%	1.7%	332	5.4
65+	39.5%	26.3%	33.0%	1.2%	240	6.3
EDUCATION						
High school or less	40.3%	21.7%	36.7%	1.3%	182	7.3
College or CEGEP	39.1%	21.1%	39.7%	0.2%	360	5.2
University or higher	32.0%	22.1%	45.4%	0.5%	675	3.8
CHILDREN IN HOME?						
Yes	40.3%	24.8%	34.2%	0.7%	385	5.0
No	35.1%	20.0%	44.3%	0.6%	830	3.4

Preferred Beneficiary of Marijuana Sales

Q. Assuming the sale and use of marijuana were to be legalized and taxed, where would you MOST like to see the additional tax revenue go?

	Social programs like health care and education	Sports and cultural infrastructure	Paying down the debt or deficit	Broad cuts to income tax	DK/NR	Sample Size	Margin of Error (+/-)
NATIONALLY	64.8%	1.3%	17.4%	12.1%	4.4%	1227	2.8
REGION							
British Columbia	67.5%	0.6%	16.1%	12.3%	3.5%	152	8.0
Alberta	62.8%	0.8%	22.4%	12.0%	2.0%	115	9.1
Saskatchewan/Manitoba	67.6%	0.0%	19.6%	11.2%	1.6%	90	10.3
Ontario	61.9%	0.8%	20.7%	11.4%	5.2%	385	5.0
Quebec	67.1%	3.2%	11.5%	13.1%	5.0%	403	4.9
Atlantic Canada	67.5%	1.1%	11.6%	14.3%	5.5%	77	11.2
GENDER							
Male	58.4%	1.3%	23.2%	14.0%	3.1%	566	4.1
Female	71.0%	1.3%	11.8%	10.2%	5.5%	659	3.8
AGE							
<35	66.7%	0.8%	18.2%	11.5%	2.8%	221	6.6
35-44	57.8%	1.9%	15.5%	17.5%	7.3%	166	7.6
45-54	64.1%	1.4%	15.9%	12.5%	6.1%	207	6.8
55-64	66.7%	0.9%	18.4%	9.6%	4.4%	332	5.4
65+	69.7%	1.6%	18.2%	8.5%	1.9%	240	6.3
EDUCATION							
High school or less	63.5%	0.9%	19.3%	9.7%	6.5%	182	7.3
College or CEGEP	60.7%	1.0%	17.0%	18.2%	3.2%	360	5.2
University or higher	69.5%	1.9%	16.2%	8.8%	3.6%	675	3.8
CHILDREN IN HOME?							
Yes	60.1%	1.9%	20.1%	13.5%	4.4%	385	5.0
No	67.5%	1.0%	15.9%	11.2%	4.4%	830	3.4

Methodology:

This study was conducted using EKOS' unique, hybrid online/telephone research panel, *Prob/t*. Our panel offers exhaustive coverage of the Canadian population (i.e., Internet, phone, cell phone), random recruitment (in other words, participants are recruited randomly, they do not opt themselves into our panel), and equal probability sampling. All respondents to our panel are recruited by telephone using random digit dialling and are confirmed by live interviewers. Unlike opt-in online panels, *Prob/t* supports margin of error estimates. We believe this to be the only probability-based online panel in Canada.

The field dates for this survey are October 27-November 2, 2015. In total, a random sample of 1,227 Canadian adults aged 18 and over responded to the survey (1,114 online, 113 by phone). The margin of error associated with the total sample is +/- 2.8 percentage points, 19 times out of 20.

Please note that the margin of error increases when the results are sub-divided (i.e., error margins for sub-groups such as region, sex, age, education). All the data have been statistically weighted by **age, gender, region, and educational attainment** to ensure the sample's composition reflects that of the actual population of Canada according to Census data.