

THINKHQ/METRO NEWS

-MARIJUANA LEGALIZATION IN CANADA-

November 2016

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RESEARCH METHODOLOGY

- Study fielded via online research panel
 - Field dates: November 15 to 20, 2016
 - Panel source: Voice of Alberta
- n=1106
- Weighted to reflect gender, age and region of Alberta population according to Stats Canada
- This online survey utilizes a representative but non-random sample, therefore margin of error is not applicable. However, a probability sample of this size would yield a margin of error of +/- 3.0 percentage points at a 95% confidence interval.
- Accuracy of sub-samples of the data decline based on sample sizes

REGIONAL SAMPLE SIZES AND MARGINS OF ERROR

	Total Interviews (Unweighted) (n)	Total Interviews (Weighted) (n)	Margin of Error (Associated with a probability sample of this size)
ALBERTA TOTAL	1106	1106	+/- 3.0
Calgary	404	372	+/- 4.9
Edmonton	296	338	+/- 5.7
North	97	144	+/- 10.0
Central	165	130	+/- 7.6
South	144	122	+/- 8.2

PUBLIC VIEWS ON MARIJUANA LEGALIZATION IN CANADA



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ALBERTANS' VIEWS ON LEGALIZING MARIJUANA

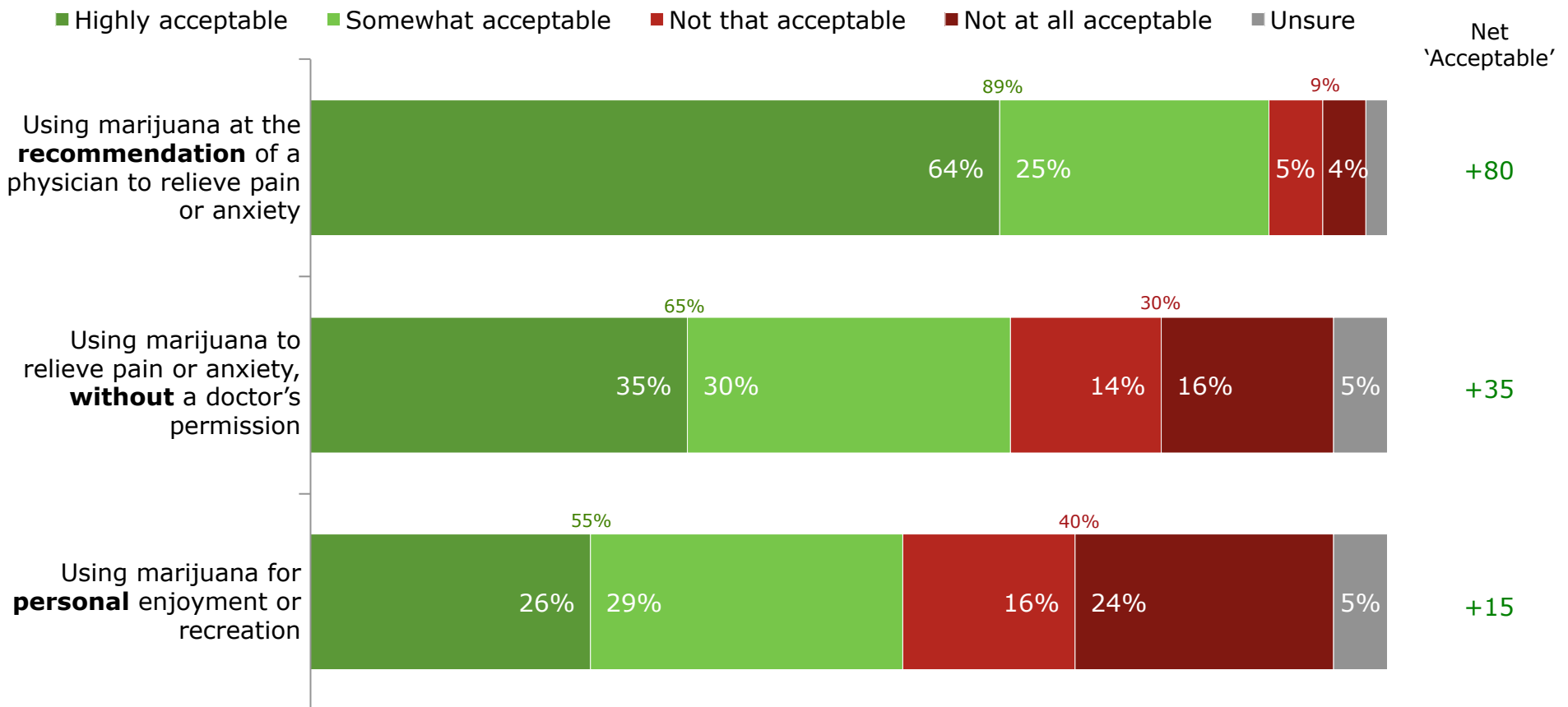
-KEY HIGHLIGHTS-

- Public acceptance of marijuana is relatively high (no pun intended) in Alberta, particularly for clinical and therapeutic uses
 - Almost 9-in-10 believe marijuana use, at the recommendation of a physician, is acceptable, while almost 2/3 believe it is appropriate in "self-medicating" situations
 - Even for purely recreational purposes, over one-half (55%) of Albertans find marijuana use acceptable
- Almost 2/3 of Albertans (65%) agree with legalizing marijuana, compared to only 22% who feel it should remain an illegal substance
- The biggest pot proponents:
 - Those under the age of 35, singles, those living in urban areas (particularly Edmonton), and those to the Centre-Left of the political spectrum
 - Even 57% of those who say they are unlikely to ever use pot believe it should be legal to do so
- Strong support however does not translate into "loose control" as far as most Albertans are concerned:
 - In terms of point of sale, Albertans tilt more toward specially licensed or government controlled dispensaries or specialty stores
 - Strong opposition to individuals growing/selling their own marijuana or for private businesses to sell without a special license
- Only one-in-five (20%) claim that if marijuana becomes legal, they will be at least somewhat likely to use it



PUBLIC VIEWS ON ACCEPTABLE USES OF MARIJUANA

We'd like to ask your opinions about **policies and regulations** related to marijuana. Putting aside its legal status and considering only your personal views on marijuana itself, would you say it is **acceptable** or **not acceptable** for people in each of the following circumstances to use marijuana?



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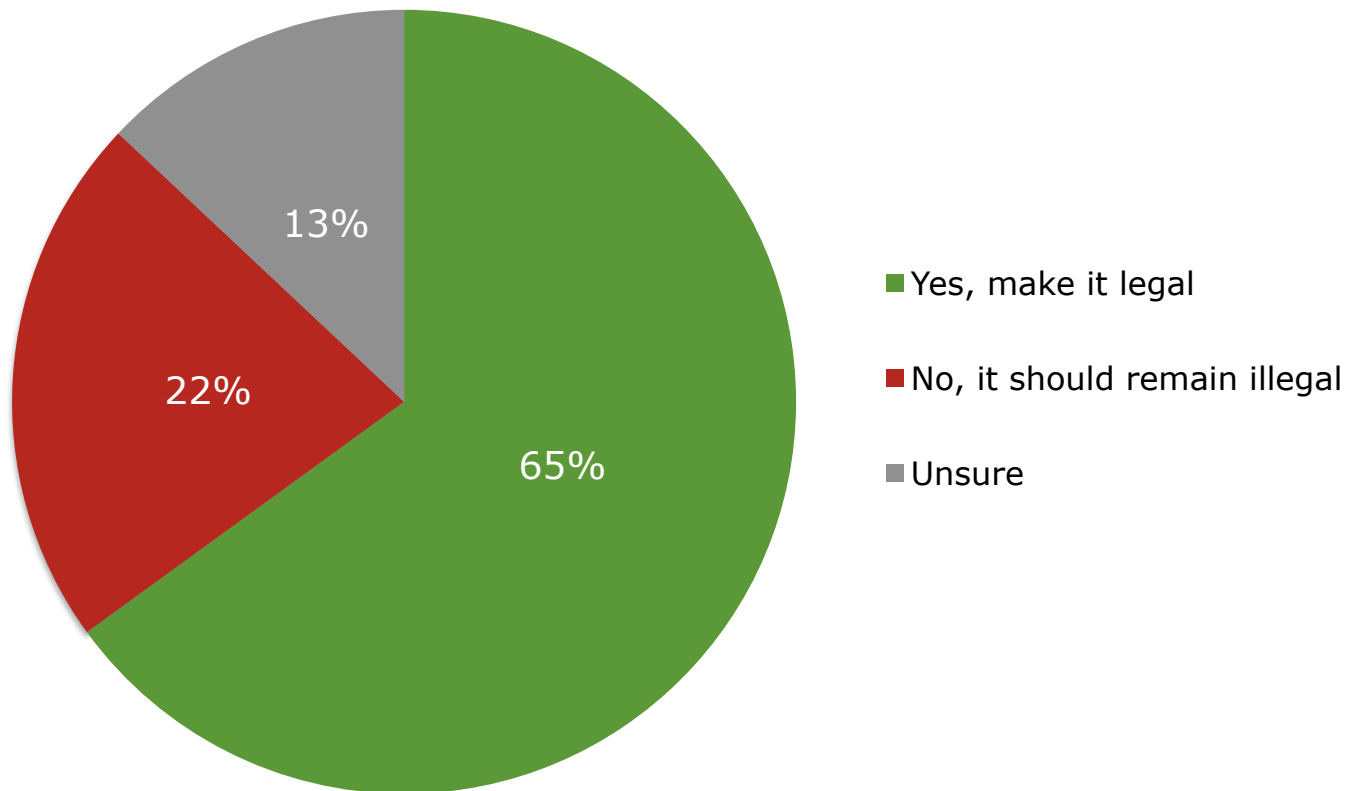
% Albertans

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ALBERTANS' VIEWS ON MARIJUANA LEGALIZATION IN CANADA

Do you think the use of **marijuana** in Canada should be made **legal**?



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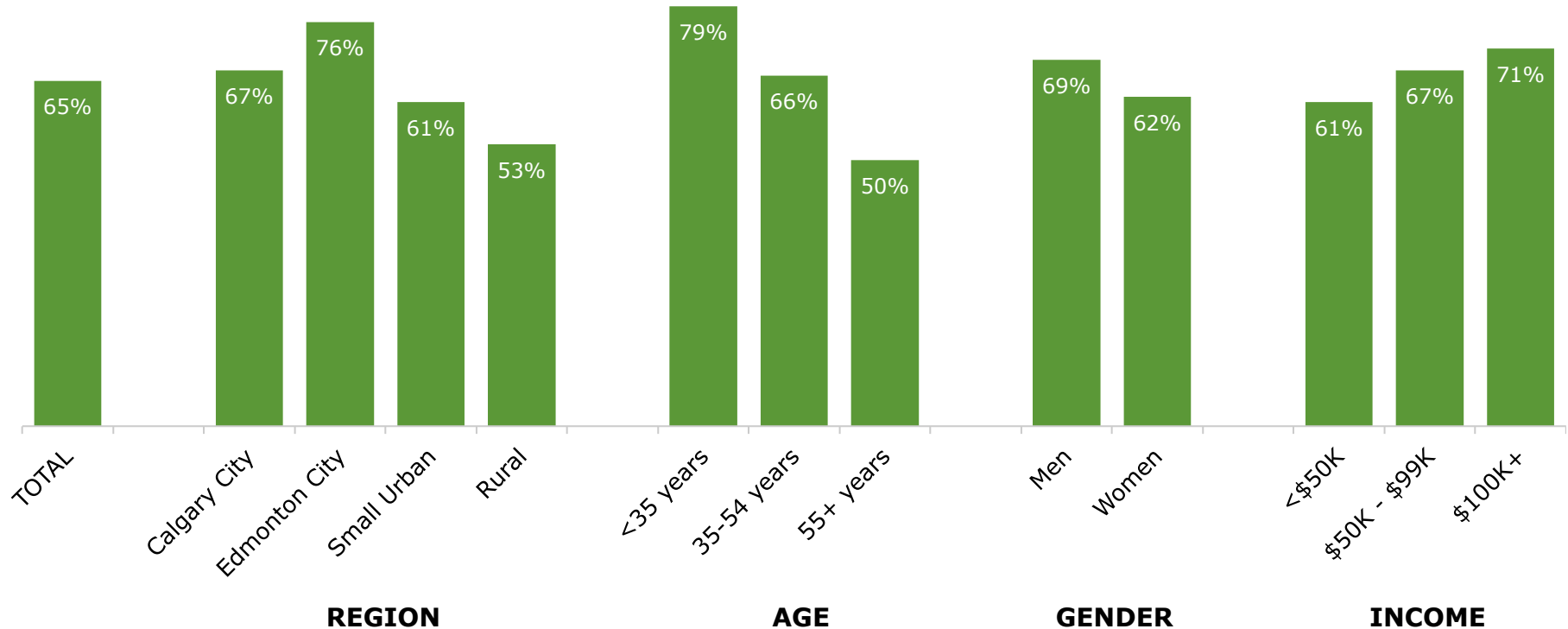
% Albertans

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ALBERTANS' VIEWS ON MARIJUANA LEGALIZATION IN CANADA -BY KEY DEMOGRAPHICS

Do you think the use of **marijuana** in Canada should be made **legal**?

% saying YES, marijuana in Canada should be made legal



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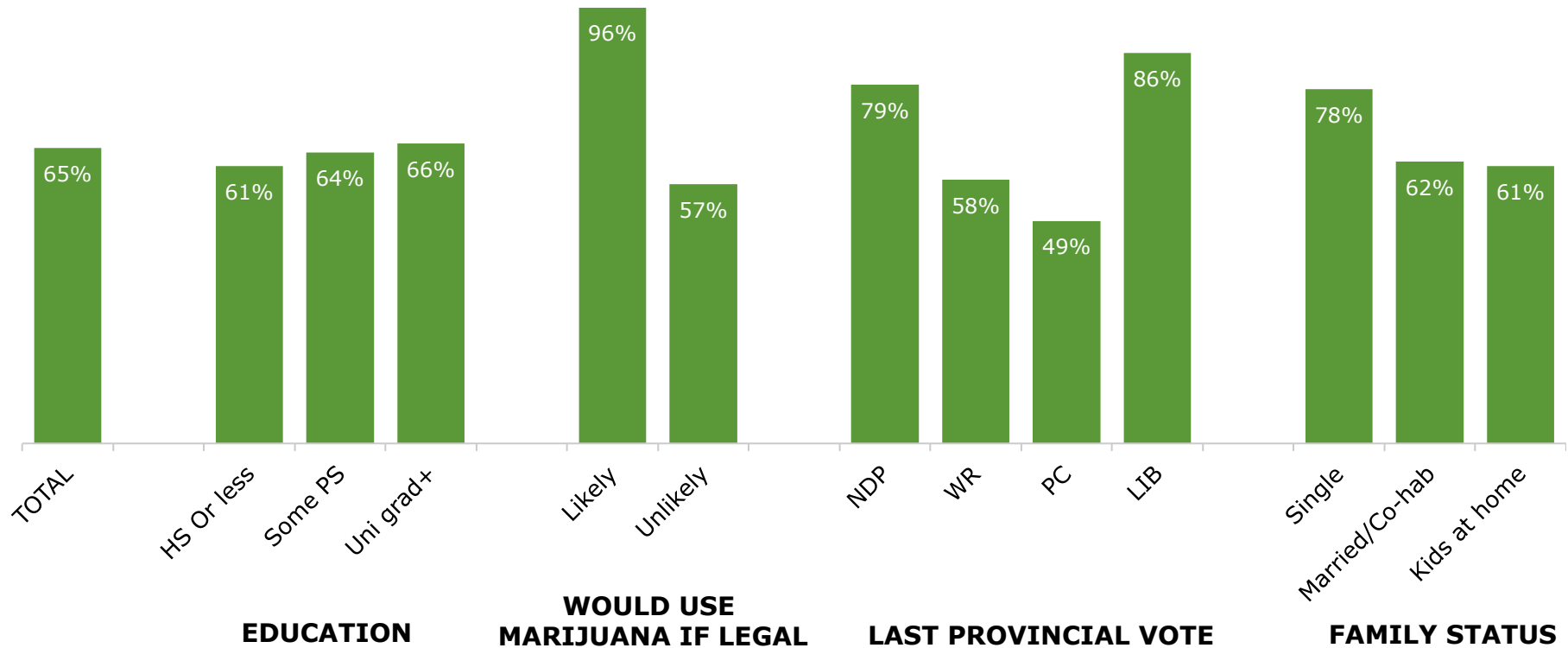
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ALBERTANS' VIEWS ON MARIJUANA LEGALIZATION IN CANADA -BY KEY DEMOGRAPHICS

Do you think the use of **marijuana** in Canada should be made **legal**?

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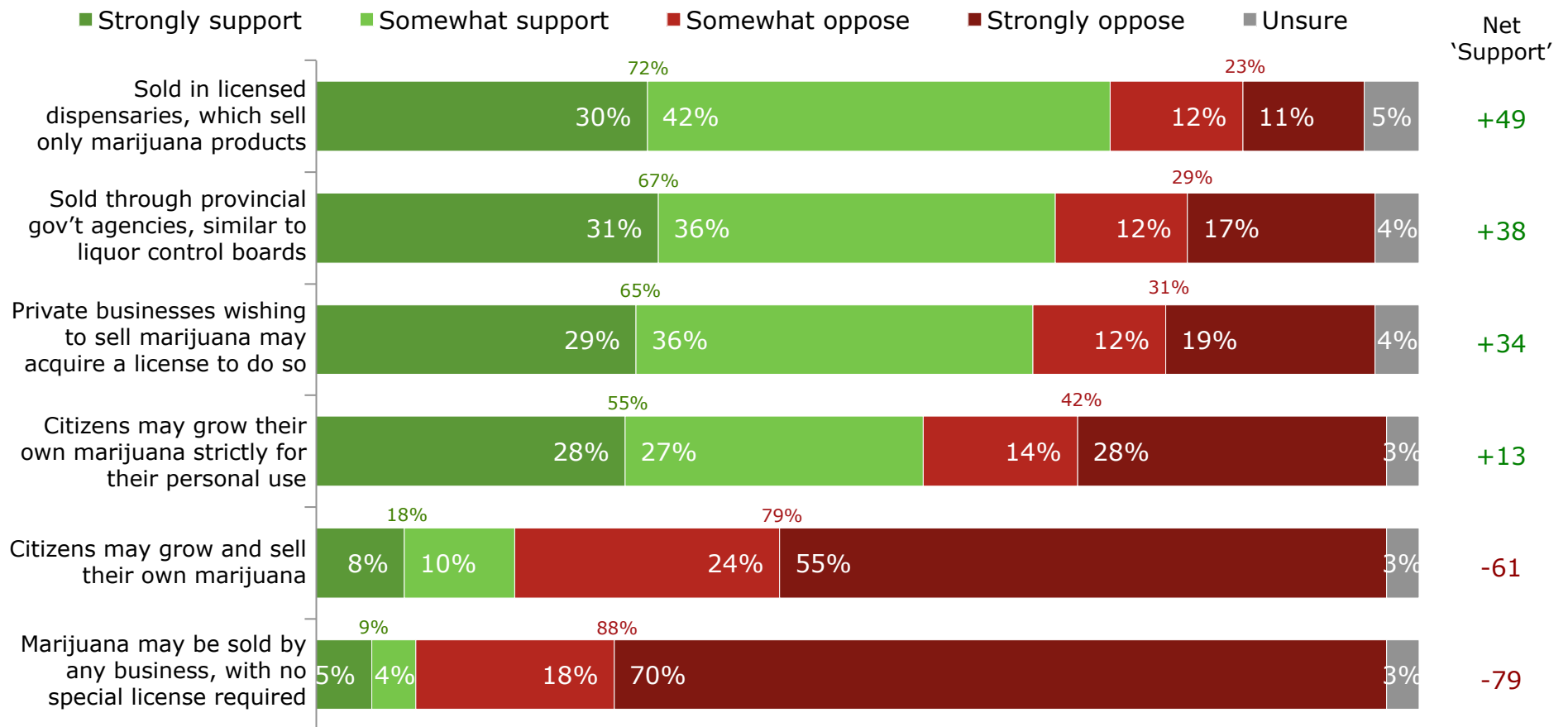


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PUBLIC VIEWS ON POSSIBLE MARIJUANA DISTRIBUTION METHODS

There has been some discussion about how marijuana should be **distributed** once it has been legalized. Here are some different possibilities. Would you say you **support** or **oppose** regulating the **distribution of marijuana** in each of the following ways?



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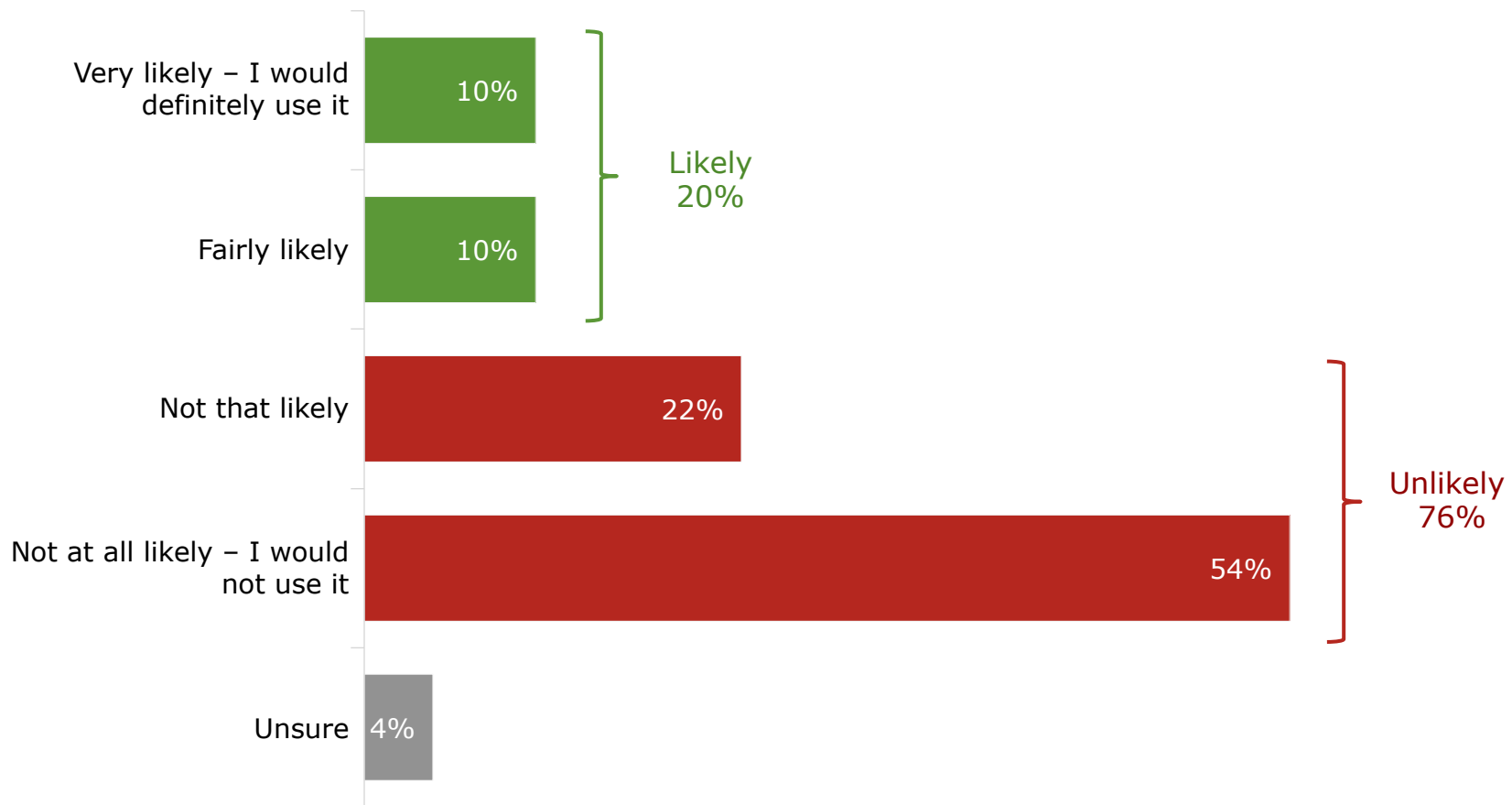
% Albertans

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ALBERTANS' LIKELIHOOD TO USE MARIJUANA IF LEGAL TODAY

Suppose marijuana were **legal today**. If that were the case, how **likely** would you be to use it?



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% Albertans

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