



Legalizing Cannabis

Canadians' Views on the Future of Weed

the discussion has just started

As October 17th approaches there are a lot of questions about the legalization of cannabis and what this means for Canada.

The legalization of cannabis may be the most widespread legislative change in the last half century. It is a health issue, a retail issue, an economic development issue, a public safety issue, a standards and packaging issue, a law enforcement issue and a cultural issue.

We know that two in 10 Canadian adults report currently using cannabis; some say they will use it more once it's legal, and some say they will start using it. We also know that there is confusion about what is and is not legal, and what the parameters are around the upcoming legalization.

The issue continues to evolve as laws are implemented, regulations are applied, and education campaigns ramp up. Canadians' views will continue to shift as they wait to see first-hand how legalization plays out in their communities. In the meantime, there are opinions about who should be involved, where cannabis should be permitted for sale and use, and who should be responsible for all the in-between. There are also preferences from both users and non-users about the what, where, when and how of cannabis use in Canada.

Ipsos is getting ready to launch the next wave of our comprehensive public affairs study. The core of the study will be a large national survey of 2,500 Canadians. The survey will focus on, but not be limited to, the following issues:

- Perceptions, expectations, potential impact, and support/opposition for cannabis use and sale
- Consumption methods—what's acceptable? What's not? What is preferred?
- Impact on border control and transportation
- Perceived impact on public health and safety
- Concerns and around driving under the influence
- Expectations re: the standardization and consistency around packaging, potency, etc.
- Who is responsible for education campaigns and who should these campaigns be focused on?
- What is the impact of health literacy on these views?

- What are the economics of cannabis; taxes, job growth, and paying for enforcement?
- What confidence do Canadians have in government vs industry's ability to track and monitor safe production?

In addition to the survey we plan to conduct four virtual town halls where clients can have their issues debated by Canadians. These discussions will follow the survey and add insight and real life verbatim that will provide a deeper understanding of the quantitative data.

cost & deliverables

The cost to be involved in the study starts at \$10,000 depending on the level of involvement clients want.

Clients will receive a final consolidated report, a copy of the data. Clients may also purchase an Ipsos-led workshop where findings will be presented, and client implications and next steps will be developed in cooperation with internal or external stakeholders selected by subscribers.

The national survey will go into field in early September 2018. Clients interested in influencing the question areas and adding issue to the survey will have until August 31st to subscribe.

Phase Two (town halls, social media analysis) will follow the survey and will be scheduled in consultation with subscribers.

contact

For more information on the study and the detailed methodology please contact:

Jennifer McLeod Macey
Vice President, Canada, Public Affairs
T | 416.324.2108
E | jennifer.macey@ipsos.com

Kyle Braid
Senior Vice President, Canada, Public Affairs
T | 778.373.5130
E | kyle.braid@ipsos.com

Mike Colledge
President, Canada, Public Affairs
T | 613.688.8971
E | mike.colledge@ipsos.com