



Press Release

Cannabis Omnibus

Ipsos has undertaken polling for Global news to explore the attitudes and behaviours towards cannabis consumption in Canada.

Toronto, ON, October 15, 2018 - With the upcoming legalization of marijuana, Ipsos has undertaken polling for Global news to explore the attitudes and behaviours towards cannabis consumption in Canada. The data in this report has been used by Global News in their TV broadcasts and online stories, found at www.globalnews.ca

Key Findings

Examining attitudes and behaviours of cannabis users

- Canadians most commonly refer to cannabis as “pot” or “weed” when it comes up in conversation, followed by “marijuana”.

Current Usage of Cannabis, Alcohol and Cigarettes

- Two in 10 Canadians say they use cannabis, with about 1 in 10 saying they use to. This is less than both alcohol and cigarettes.
- Respondents who are currently using cannabis are also more likely to say they currently use alcohol and cigarettes compared to lapsed or non-users of cannabis.

Purpose of Use

- Among cannabis users, almost half say they use it for both medical and recreational/social purposes, with a little over a third just using it for recreational/social purposes.
- Casual cannabis users are more likely to describe their usage as recreational/social purposes, while regular cannabis users are more likely to say they use cannabis for medical purposes. Regionally, Quebecers are most likely to describe the purpose of their usage as recreational/social, while Albertans, British Columbians and residents of SK/MB are more likely to say they use for medical purpose.

Frequency of Use (Among those who use)

- The majority of cannabis users use it at least weekly, with over 4 in 10 saying daily and 3 in 10 saying once a week or more (Among those who use)

Form of Cannabis Consumption (Among those who use)

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- In terms of what forms of Cannabis people use, the most common is dry cannabis (e.g. joint, pipe, bong), with almost 9 in 10 saying these use this. Edibles, oil and vape are also commonly used, although to a lesser extent than dry cannabis
- Respondents who indicate they use cannabis for recreational purposes are more likely to use dry forms of cannabis (e.g. joint, pipe, bong), while respondents who describe themselves as medical cannabis users are more likely to use edibles, oil and vape.

Impact of Legalization on Consumption

- The majority of cannabis users indicate that legalization won't change their consumption of cannabis, while just over 1 in 10 say they'll consume more.
- For younger cannabis users aged 18-34 the legalization of recreational marijuana will most likely increase their consumption, while their older counterparts say their consumption user will remain about the same. Across the country, Ontarian cannabis users are most likely to say their consumption will increase, while Quebecers are most likely to say their consumption will stay about the same

Purchasing Cannabis From Same Place as Now?

- In terms of where they'll purchase cannabis after legalization, 4 in 10 say it depends on the price, with over a third saying yes, they will continue to get it from the same place.

Expected changes after legalization

- While 8 in 10 Canadians believe the marijuana industry is lucrative for jobs, investing, etc. there are concerns over legalization, specifically an increase in impaired driving with 7 in 10 agreeing they are concerned. Canadians are also divided on whether we're ready for legalization and whether it will reduce organized crime. Three-quarters believe the laws for smoking marijuana in public should be the same as cigarettes. Only a minority think the government should start seriously considering legalizing all drugs, with 6 in 10 strongly disagreeing.
- Women, Quebecers and Older Canadians aged 35-54 and 55+ are more likely to believe that we are not ready for the legalization of recreational marijuana later this month.
- Perhaps unsurprising, cannabis users are more likely to agree with the statements that have a positive connotation toward the legalization of cannabis compared to lapsed and non-users.

New Recreational Users

- Among non-users of cannabis, only a minority (10%) say they are very or somewhat likely to start using recreational cannabis after it's legalized, with nearly 7 in 10 saying they are not at all likely and 2 in 10 who say they're not very likely.
- Once recreational marijuana is legalized on October 17th, younger non-cannabis users aged 18-34 are more likely to say they are likely to start using recreational marijuana, while their older counterparts regardless of the legalization will likely continue

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to be non-users. One in three lapsed users might take it up again, but only 6% of those who have never used cannabis will try it.

Concerns About Cannabis

- Among cannabis users or those likely to start, there is a high degree of concern over travelling to the USA with Cannabis. Additionally, 6 in 10 say they wouldn't be comfortable using cannabis in public spaces and half indicate that they don't plan on telling people they use cannabis.

A parent's perspective

- While 8 in 10 parents believe they are equipped to educate their kids about marijuana, 6 in 10 are concerned that legalization will make it easier for their kids to get high.
- Interestingly, parents who use cannabis are more likely to feel equipped to educate their children, while non-users of cannabis are more likely to express concern that legalization will make it easier for their children to get high.

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About the Study

Insert the methodology here — these are some of the findings of an Ipsos poll conducted between October 5, 2018 and October 9, 2018, on behalf of Global News. For this survey, a sample of 2000 was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 2.5 percentage points, 19 times out of 20, of what the results would have been had all Canadian adults been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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