



Released on June 19, 2018, these are the data tables from a **DART** Insight poll conducted May 10-13, 2018 on behalf of the Canadian Convenience Stores Association (CCSA) and the National Convenience Stores Distributors Association of Canada (NCSDA). **DART** Insight constructed the questionnaire and analysis. The complete questions used appear herein and in the order they were delivered. From May 10 to May 13, 2018, **DART** Insight conducted the resulting Online survey among 1,004 randomly selected Canadian adults who are members of the Maru/Blue Online panel (<https://www.marublue.net/>). The results have been weighted by education, age, gender, and region (and in Quebec, language) to match the population, according to Census data. This is to ensure the sample is representative of the entire adult population of Canada. Discrepancies in or between totals are due to rounding. The precision of this **DART** Insight Online poll is measured using a Bayesian Credibility Interval. In this case, the poll is accurate to within +/- 3.9 percentage points, 19 times out of 20, had all Canadian adults been polled. The credibility interval will be wider among subsets of the population and geography. References to the Australian experience used in the final question of the survey have come from here:

¹ https://assets.kpmg.com/content/dam/kpmg/uk/pdf/2018/05/australia_illicit_tobacco_report_2017.pdf

² <https://www.aihw.gov.au/reports/illicit-use-of-drugs/ndshs-2016-key-findings/contents/highlights-from-the-2016-survey>

DART Insight and Communications is a Canadian based consultancy that provides clients in private, public, association and not-for-profit organizations with market and opinion research services (**DART** Insight) and communications strategy and execution, media training, event deployment and corporate services (**DART** Communications). **DART** is independent and is not tied to any political organization. **DART** is comprised of highly experienced, recognized and awarded senior practitioners in many related disciplines who have gathered together under one banner to serve clients in North America and beyond. The founders of **DART** are veteran pollster and commentator John Wright and communications specialist Victoria Ollers. To learn more about us visit www.dartincom.ca

All public releases of polling results, including detailed tables (weighted/unweighted), questions used and analysis, are provided freely at <http://www.dartincom.ca/polls/>

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As you may know, the federal government will soon allow Canadians to purchase marijuana cigarettes. We'd like to get your input on the packaging of marijuana cigarettes that would be sold in either government-controlled or in other regulated outlets.

Q1. Do you believe that marijuana cigarette packaging should have the same regulations as tobacco cigarette packaging?

□	□	Region								Gender		Age			Education			HH Income			□	Kids in Household	
		Total	BC	Alberta	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	<=HS	Tech/ College	Univ+	<\$50K	\$50K-\$99K	\$100K+		Employed	Yes
	(A)	(A1)	(A2)	(A3)	(A4)	(A5)	(A6)	(A7)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	
BASE: All Respondents	1004	131	108	31	36	376	247	76	491	513	287	376	341	163	316	525	265	329	257	581	281	723	
BASE: UNWEIGHTED	1004	146	135	30	34	392	193	74	537	467	214	325	465	170	320	514	261	334	257	534	253	751	
Agree Very much	625	89	65	24	23	209	167	47	310	315	148	231	245	106	200	318	154	197	176	364	170	455	
	62%	68%	60%	78%	65%	56%	68%	62%	63%	61%	52%	61%	72%	65%	63%	61%	58%	60%	68%	63%	60%	63%	
		A5		A5		A5					D	DE							JK				
Agree Somewhat	253	30	29	4	8	122	40	21	122	131	89	101	64	34	76	143	70	91	57	147	71	183	
	25%	23%	27%	11%	23%	32%	16%	27%	25%	26%	31%	27%	19%	21%	24%	27%	26%	28%	22%	25%	25%	25%	
			A3A6			A1A3A6					F	F											
Disagree Somewhat	68	7	9	1	3	27	18	3	29	39	34	20	15	13	21	34	19	22	12	43	19	49	
	7%	6%	8%	4%	7%	7%	7%	4%	6%	8%	12%	5%	4%	8%	7%	6%	7%	7%	5%	7%	7%	7%	
											EF												
Disagree Very much	58	4	5	2	2	18	21	5	29	28	17	24	17	9	20	29	22	19	12	27	22	36	
	6%	3%	5%	6%	5%	5%	9%	7%	6%	6%	6%	6%	5%	6%	6%	6%	8%	6%	5%	5%	8%	5%	
						A1																	
Top2box	878	119	94	28	31	331	208	67	432	446	237	332	309	141	276	462	223	288	233	511	241	638	
	87%	91%	87%	89%	88%	88%	84%	89%	88%	87%	82%	88%	91%	86%	87%	88%	84%	88%	91%	88%	85%	88%	
											D								J				
Bottom2box	126	12	14	3	4	45	39	8	58	68	50	44	32	22	40	63	41	41	24	70	41	85	
	13%	9%	13%	11%	12%	12%	16%	11%	12%	13%	18%	12%	9%	14%	13%	12%	16%	12%	9%	12%	15%	12%	
											F						L						

Comparison Groups: A1A2A3A4A5A6A7/BC/DEF/GHI/JKL/NO

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Cannabis Packaging

Maru/Blue

May, 14, 2018

Q2. The government is reviewing packaging regulations for both marijuana cigarettes and tobacco cigarettes. They have a couple of options from which to choose. Which option do you think they should choose?

	□	Region							Gender		Age			Education			HH Income			□	Kids in Household		
		Total	BC	Alberta	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	<=HS	Tech/ College	Univ+	<\$50K	\$50K-\$99K		\$100K+	Employed	Yes
		(A)	(A1)	(A2)	(A3)	(A4)	(A5)	(A6)	(A7)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: All Respondents		1004	131	108	31	36	376	247	76	491	513	287	376	341	163	316	525	265	329	257	581	281	723
BASE: UNWEIGHTED		1004	146	135	30	34	392	193	74	537	467	214	325	465	170	320	514	261	334	257	534	253	751
Keep and apply current packaging regulations		645	89	67	18	21	251	153	47	321	324	173	242	230	107	220	318	171	220	147	371	186	459
		64%	69%	62%	56%	59%	67%	62%	62%	65%	63%	60%	64%	67%	66%	70%	61%	64%	67%	57%	64%	66%	64%
Change current packaging regulations		359	41	41	14	15	125	94	29	170	189	114	134	111	56	96	207	94	108	109	210	95	264
		36%	31%	38%	44%	41%	33%	38%	38%	35%	37%	40%	36%	33%	34%	30%	39%	36%	33%	43%	36%	34%	36%

Comparison Groups: A1A2A3A4A5A6A7/BC/DEF/GHI/JKL/NO

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Cannabis Packaging

Maru/Blue

May 10-13, 2018

Q3. For tobacco cigarettes, which of the following do you think would more likely...Make it easier for criminals to produce counterfeit cigarettes

	Total	Region							Gender		Age			Education			HH Income			Employed	Kids in Household	
		BC	Alberta	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$99K	\$100K+		Yes	No
	(A)	(A1)	(A2)	(A3)	(A4)	(A5)	(A6)	(A7)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: All Respondents	1004	131	108	31	36	376	247	76	491	513	287	376	341	163	316	525	265	329	257	581	281	723
BASE: UNWEIGHTED	1004	146	135	30	34	392	193	74	537	467	214	325	465	170	320	514	261	334	257	534	253	751
Beige/muddy green packaging with large health warning	406	62	46	14	16	159	77	33	180	226	123	147	136	59	148	199	98	139	109	245	106	300
	40%	47%	42%	43%	44%	42%	31%	44%	37%	44%	43%	39%	40%	36%	47%	38%	37%	42%	42%	42%	38%	41%
		A6				A6				B					GI							
Current branded packaging with colour and large health warning	79	8	9	3	7	20	22	10	41	38	22	21	36	19	23	36	27	22	19	34	24	55
	8%	6%	8%	10%	19%	5%	9%	14%	8%	7%	7%	6%	11%	12%	7%	7%	10%	7%	7%	6%	8%	8%
													E									
Both	242	32	20	7	8	97	65	15	132	110	57	104	81	41	74	127	60	83	58	147	82	161
	24%	24%	18%	23%	21%	26%	26%	19%	27%	21%	20%	28%	24%	25%	23%	24%	23%	25%	22%	25%	29%	22%
												D										
Neither	277	30	33	8	6	100	83	18	137	140	86	104	87	43	71	163	80	84	71	155	70	207
	28%	23%	31%	24%	16%	27%	34%	23%	28%	27%	30%	28%	26%	27%	22%	31%	30%	26%	28%	27%	25%	29%
							A1A4									H						

Comparison Groups: A1A2A3A4A5A6A7/BC/DEF/GHI/JKL/NO

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Cannabis Packaging

Maru/Blue

May 10-13, 2018

Q4. For marijuana cigarettes, which of the following types of packaging do you think would be more likely to...Make it easier for criminals to produce counterfeit cigarettes

□	□	Region							Gender		Age			Education			
		Total	BC	Alberta	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	<=HS	Tech/ College	Univ+
		(A)	(A1)	(A2)	(A3)	(A4)	(A5)	(A6)	(A7)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)
BASE: All Respondents	1004	131	108	31	36	376	247	76	491	513	287	376	341	163	316	525	
BASE: UNWEIGHTED	1004	146	135	30	34	392	193	74	537	467	214	325	465	170	320	514	
Beige/muddy green packaging with large health warning	412	54	49	15	19	169	75	31	185	226	124	148	140	57	138	217	
	41%	41%	45%	46%	55%	45%	31%	41%	38%	44%	43%	39%	41%	35%	44%	41%	
			A6		A6	A6											
Proposed branded packaging with colour and large health warning	82	10	7	4	4	25	28	5	44	38	31	28	23	20	22	41	
	8%	8%	6%	12%	11%	7%	11%	7%	9%	7%	11%	8%	7%	12%	7%	8%	
Both	248	30	21	8	7	103	58	21	130	118	53	98	97	45	81	122	
	25%	23%	19%	24%	19%	27%	24%	28%	26%	23%	18%	26%	28%	27%	26%	23%	
											D	D					
Neither	263	36	32	5	5	80	85	19	132	131	80	101	82	42	76	145	
	26%	28%	29%	17%	15%	21%	35%	25%	27%	26%	28%	27%	24%	26%	24%	28%	
							A3A4A5										

Comparison Groups: A1A2A3A4A5A6A7/BC/DEF/GHI/JKL/NO

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Cannabis Packaging

Maru/Blue

May 10-13, 2018

Q5. In 2012, Australia introduced plain packaging of cigarettes along with higher annual taxes on the product. By 2017, the contraband/counterfeit cigarette market share rose to over 15% and cost the government almost \$2 billion annually in lost revenue. Knowing this, do you think the Canadian government should...

	Total	Region							Gender		Age			Education			HH Income			Employed	Kids in Household	
		BC	Alberta	SK	MB	ON	QC	Atlantic	Male	Female	18-34	35-54	55+	<=HS	Tech/College	Univ+	<\$50K	\$50K-\$99K	\$100K+		Yes	No
	(A)	(A1)	(A2)	(A3)	(A4)	(A5)	(A6)	(A7)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)
BASE: All Respondents	1004	131	108	31	36	376	247	76	491	513	287	376	341	163	316	525	265	329	257	581	281	723
BASE: UNWEIGHTED	1004	146	135	30	34	392	193	74	537	467	214	325	465	170	320	514	261	334	257	534	253	751
Keep and apply current packaging regulations	785	110	88	25	32	298	170	62	377	408	214	292	278	123	254	407	198	260	201	457	222	562
	78%	84%	81%	81%	90%	79%	69%	82%	77%	79%	75%	78%	82%	76%	80%	78%	75%	79%	78%	79%	79%	78%
		A6	A6		A6	A6		A6														
Change current packaging regulations	219	21	20	6	4	78	77	14	113	106	73	83	63	40	62	118	67	68	56	124	59	160
	22%	16%	19%	19%	10%	21%	31%	18%	23%	21%	25%	22%	18%	24%	20%	22%	25%	21%	22%	21%	21%	22%
						A1A2A4A5A7																

Comparison Groups: A1A2A3A4A5A6A7/BC/DEF/GHI/JKL/NO

T-Test for Means, Z-Test for Percentages

Uppercase letters indicate significance at the 95% level.

Cannabis Packaging

Maru/Blue

May 10-13, 2018