

Weed Whackers: Strong Majority (76%) of Canadians Believe Legal Age to Obtain Marijuana Should be 21

*Half (53%) support their municipality if it wants to ban marijuana sales outlets
Equally, (52%) believe legalizing marijuana will cause more harm than good (48%)*

October 16, 2018 – With the legalization of marijuana about to take place on October 17, 2018, a new Postmedia/**DART** Insight poll finds that 76% of Canadians believe the legal age to obtain marijuana should be 21. Further, half (53%) of Canadians would support their municipality if it wants to ban marijuana sales outlets – set against the backdrop where half of Canadians believe that legalizing marijuana will cause more harm (52%) than good (48%). The survey also finds similar potential uptake in the market from studies conducted over the past 18 months: one quarter (24%) of Canadians indicate that they will partake and marijuana when it becomes legal (with 10% *very likely* to do so).

These are some of the findings of a Postmedia/DART Insight poll. The survey was conducted on a total split sample of 5,769 (n=2,902/n=2,867 balanced) randomly selected Canadian adults who are members of the National Maru/Blue Online panel between September 13-19, 2018. The precision of this DART Insight Online poll is measured using a Bayesian Credibility Interval. In this case, a weighted split sample size of 2,902/2,867 is accurate to +/- 2.1% 19 times out of 20, had all Canadian adults been polled. What follows, is an analysis of the findings. The description of the methodology at the end of the analysis has links to download all of the materials used for this survey – including the questions asked and the detailed tables.

A profile of those who will partake in legalized marijuana ...

One quarter (24%) of Canadians indicate that they will partake in marijuana when it becomes legal. The finding is consistent with other soundings over the past year. And while that number clearly shows the propensity for possible use, it's likelier that the one in 10 (10%) of the population who indicated they will "*very much*" partake is a realistic core consumer group. At 10%, that's a core adult (18+) potential marketplace of 2.6 million Canadians.

A profile of the core consumer group (very likely to partake - 10%) is as follows:

- Female (11%), Male (9%)
- 19% aged 18-34 followed by those 35-54 (11%) and 55+ (4%)
- Less than \$50,000 household income per year (15%) followed equally by those with more income – \$100,000 + (9%) and \$50,000-\$99,000 (8%)
- Technical school/college (13%) followed equally by those with University + (9%) and high school or less (8%) education
- Geographically, the core group is most likely to reside in Ontario (14%) followed by those in Alberta and British Columbia (9%), Atlantic Canada (8%), Saskatchewan/Manitoba (7%) and Québec (6%). [Urban (10%) and rural (8%) are equal.]

Affinity for legal weed consumption cross tabulated by Federal party voter support? Served up with those very much likely to consume led by Green party voters (20%) and followed by those who identify as supporters of the NDP (15%), Liberal party (12%), Bloc Québécois (5%) and Conservative party (6%).

The Legal Age for Obtaining Legal Marijuana Should Be 21 (76%) ...

Three quarters (76%) of Canadians want the legal age for obtaining legal marijuana to be 21. While the federal government can make marijuana legal it is the provinces that are responsible for determining the appropriate rules and regulations for its own distribution channels, allowable products and use by its citizens. This is challenging to say the least because each jurisdiction can have its own rules – including the age of majority to obtain legal marijuana. So, this is a provincial issue – one that the newly elected government in Québec is already declaring that it will embrace and move the legal age up to 21.

The findings indicate that there is a real intensity about this issue with half (50%) of the country wanting this to take place “very much”. By all measures on most issues surveyed, this is very intense and often not witnessed on issue related public opinion soundings.

Of the 76% who indicate that the legal age for obtaining legal marijuana should be 21, they are most likely to be found in Québec (82%), followed by those in Atlantic Canada (81%),

Saskatchewan/Manitoba (76%), Ontario (75%), British Columbia (71%) and Alberta (70%).

Of the 50% who indicate that they “*very much*” want the age for obtaining legal marijuana to be 21, the most intense group can be found in Québec (57%) followed by those in Atlantic Canada (54%),

Saskatchewan/Manitoba (52%), Ontario (47%), Alberta (46%) and British Columbia (42%).

As for the demographic and socioeconomic descriptors, there is not much variation from the top line (76%) in any category across the country - except for women (79% versus men 72%), older Canadians (55+ 81%) versus younger adults (18-34 71%).

The desire to have the legal aged at 21 cuts across all political stripes with a majority in each of the federal parties wanting this to take place. It becomes abundantly clear that while this is a provincial jurisdictional issue, it carries political pressure for each of the federal parties to support this position:

Bloc Québécois voters 81% (53% *very much*) followed by Conservative supporters 80% (60% *very much*), Green 77% (37% *very much*), Liberal 74% (46% *very much*) and NDP 70% (40% *very much*).

Half (53%) of Canadians would support their municipality if it wants to ban marijuana sales outlets...

And digging deeper into the provincial boundaries down to the municipal level, the findings indicate that half (53% - 33% *very much*) would support their municipality if it wants to ban marijuana sales outlets. Jurisdictional he, this is most likely to be found in the province of Québec (63% - 42% *very much*) followed by those in Alberta (55% - 33% *very much*), Saskatchewan/Manitoba (54% - 34% *very much*), Ontario (48% - 30% *very much*), British Columbia (48% - very much 26%), and Atlantic Canada (47% - 27% *very much*).

Those citizens spearheading this desire are most likely to be men (56% versus women 50%), middle aged (18 - 34 53%) and older (55+ 61%), middle (56%) and lower household income (53%), and lower (57%) and middle (55%) educated Canadians. Conservative voters (69%) along with those from the

Bloc Québécois (62%) have the highest level of support for this type of action (followed by NDP voters 44%, Liberals 40% and Green 34%).

Canadians are split on outlook for this potential new era: legalizing marijuana will cause more harm (52%) than good (48%) ...

Of course, all of this is new and uncharted territory for everyone involved – citizens, elected officials and regulators alike, along with a myriad of other stakeholders including police, various agencies and institutions – including every workplace in the country – will meet this new allowance and must figure out how it will all be managed. As such, it's not surprising that there is some anxiety, and even wariness, in moving forward.

Those Canadians who are most likely to think that the future is not have full – 52% indicating legalizing marijuana will cause more harm than good – are most likely to be from the province of Québec (64%) followed by those in Saskatchewan/Manitoba (55%), Alberta (54%), Atlantic Canada (52%) and British Columbia (42%). From a demographic and socioeconomic perspective, those who are most likely to see harm in the future are female (54% versus 51% men), middle aged (35-54 51%) and older (55+ 63%), middle (\$50,000 – \$99,000 55%) and lower (less than \$50,000 53%) household income per year and those with high school or less education (59%).

Insight and Communications

Methodology...

*These are some of the findings of a **Postmedia/DART Insight** poll created and analyzed exclusively for Postmedia in full consultation and under the direction of veteran pollster John Wright, CEO of **DART Insight**, a division of **DART Insight and Communications** Inc. The data was collected in partnership with Canada's national survey sample research provider **Maru/Blue** that curates a vast Online Panel and provides data collection services.*

All questions herein were placed carefully on the questionnaire and then randomized to ensure that there was no inter-item contamination.

*The survey was conducted on a **total split sample of 5,769 (n=2,902/n=2,867 balanced)** randomly selected Canadian adults who are members of **Maru/Blue's** Online panel between September 13-19, 2018. Respondents could opt in for either official language. The results have been weighted by education, age, gender, and region 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. All **The credibility***

interval will be wider among subsets of the population and individual provinces. Minor discrepancies in the data may occur due to rounding.

*Paired/Overlap T-Test for Means, Paired/Overlap Z-Test for Percentages
Uppercase letters indicate significance at the 95% level.
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Visit <http://www.dartincom.ca/polls/> for the written release and detailed tables. For further information or commentary please contact:

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About **DART Insight and **Maru/Blue**...**

DART Insight is the market and public affairs opinion research services division of Canadian based consultancy **DART** Insight and Communications Inc. The other half of the company is **DART** Communications and provides communications strategy and execution, media training, event deployment and corporate services. The company serves clients in private, public, association and not-for-profit organizations, is independent, and is not tied to any political organization. Founded by veteran pollster and commentator John Wright (CEO **DART** Insight) and communications specialist Victoria Ollers (CEO **DART** Communications), the company 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.

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

DART Insight and Communications is a member in good standing with the Marketing Intelligence and Research Association (MIRA) of Canada. Accuracy of any Online polling results are measured using a Bayesian Credibility Interval which is endorsed by MIRA and the American Association of Public Opinion Research (AAPOR).

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