

CANADIAN PRESS / LÉGER MARKETING

**Behavioural and Attitudinal
Study of Canadians With
Regards to the Legalization of
the Sale and Possession of
Marijuana**

Report Summary

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1.0 Study Report

- ◆ More than one-third of the individuals polled admitted to having used marijuana at least once.

(n=)	HAVE USED	HAVE NOT USED	DON'T KNOW / REFUSAL
1507	38.7%	59.9%	1.4%

- ◆ Canadians are very divided with regards to the necessity of passing a Federal law that would legalize the sale and use of marijuana. In fact, 46.8% favour such a law while 47.7% oppose it.

(n=)	IN FAVOUR	NOT IN FAVOUR	DON'T KNOW/REFUSAL
1507	46.8%	47.0%	6.2%

- ◆ We also note that nearly 6 out of 10 Canadians do not believe that the legalization of the sale and use for adults would reduce the use of this drug by minors.

(n=)	WOULD NOT REDUCE AT ALL	WOULD REDUCE	DON'T KNOW/REFUSAL
1507	57.4%	38.0%	4.6%

- ◆ The opinion is also divided with regards to the idea that legalizing the use and sale of marijuana would increase or decrease the use of harder drugs if such a law were passed.

(n=)	WOULD INCREASE	WOULD DECREASE	DON'T KNOW/REFUSAL
1507	36.9%	38.2%	24.9%

2.1 Nearly one in ten Canadians have already used marijuana

A total of 38.7% of Canadians have already used marijuana.

The typical Canadian marijuana user is male, (46.3%), 18 to 24 years old (53.9%), professional (45.8%) and college educated (42.7%).

We also noted that 66.8% of women, 82.0% of respondents in the 55 and over age bracket, 76.5% of the lesser educated Canadians and 73.2% of individuals whose mother tongue is neither French nor English say they have never used marijuana.

Residents of British Columbia have the highest level of marijuana use in Canada (49.0%). The overall picture for other Canadian regions is as follows:

Q4. HAVE YOU EVER USED MARIJUANA?	Yes	No	Don' know/ refusal
Quebec	37.9%	61.8%	0.3%
Maritimes	38.9%	60.2%	0.8%
Ontario	35.8%	62.4%	1.8%
Prairies	36.9%	62.4%	0.7%
Alberta	39.9%	57.6%	3.1%
British Columbia	49%	49.5%	0.6%
Canada	38.7%	59.9%	1.4%

2.2 Residents of Quebec and British Columbia are favourable to the legalization of marijuana

The Canadian population is very divided when it comes to the idea that the Federal Government should or not legalize the sale and use of marijuana. In fact, 46.8% are in favour of such an initiative while 47.0% are opposed to it.

Two provinces, Quebec and British Columbia, stand out from the other provinces in that more than 52.0% of their residents are in favour of such a law. Alberta residents are the least favourable to this idea with only 36.9% of the population being in favour of the bill. The Prairie provinces follow close behind with 36.9% while 44% of Maritime residents support it. Ontarians are very close to the national average with 45.9% of their residents being in favour of the law.

Let us note that males (53.3%), respondents in the 18-to-24 age bracket (56.7%), those who are employed (50.5%), manual labourers (57.4%) and those who have used marijuana at least once in their life (65.2%) are more favourable to legislation on the sale and use of marijuana.

Q1 In your opinion, should the Federal Government legalize the sale and use of marijuana	Yes	No	Don't know/ refusal
Maritimes	44.7%	52.2%	3.1%
Quebec	52.7%	41.9%	5.4%
Ontario	45.9%	49.3%	4.8%
Prairies	37.4%	51.5%	11.1%
Alberta	36.9%	56.9%	6.2%
British Columbia	52.4%	40.1%	7.5%
Canada	46.8%	47.0%	6.2%

2.3 Legalizing marijuana would not greatly decrease use by minors

A total of 57.4% of respondents believe that adopting a law authorizing the sale and use of marijuana would not reduce the use of the drug among minors. 17.1% believe it would reduce it a little while 13.9% think it would reduce it enough and 7.0% a lot.

Alberta residents (66.8%) and those of the Prairies provinces (60.7%) are the most convinced that this law would have no impact on the reduction of the use of marijuana by minors. Residents of the Maritime provinces (53.1%) are the most convinced that it would have an impact.

Q2 In your opinion, would a law legalizing the sale and use of marijuana for adults only not reduce use by minors at all, reduce it a little, enough or a lot?	Not at all	A little	Enough	A lot	DNK/Refusal
Quebec	57%	21.5%	8.8%	9.0%	3.8%
Maritimes	53.1%	17.2%	16.9%	10.0%	2.8%
Ontario	56.1%	15.5%	16.5%	6.8%	5.0%
Prairies	60.7%	13.3%	13.9%	4.1%	8.0%
Alberta	66.8%	13.7%	12.7%	4.5%	2.3%
British Columbia	55.8%	18.4%	14.6%	5.8%	5.5%
Canada	57.4%	17.1%	13.9%	7.0%	4.6%

2.4 Slight Impact of the Use of Hard Drugs

Opinions are also divided with regards to the impact that this law would have on the use of hard drugs. In fact, according to 36.9% of Canadians polled, the use of hard drugs would increase while 38.2% feel that it would decrease. Finally, 24.9% of Canadians did not have an opinion on this subject.

Respondents from Quebec (43.0%) and Alberta (43.5%) were the most likely to believe that the use of hard drugs would decrease with the law. Residents of Ontario (40.3%) and of the Prairie provinces (40.2%) were the most to feel that the use of hard drugs would increase.

Individuals less than 25 years old (49.6%) and those having used marijuana (45.3%) have more of a tendency to believe that the law would reduce the use of hard drugs. Only 21.0% of those 65 years old and more believed that to be the case.

Q3 If a law authorizing the sale and use of marijuana existed, do you think that the use of harder drugs such as heroine or cocaine would INCREASE or DECREASE?	Would increase	Would decrease	Dnk/refusal
Quebec	32.4%	43.0%	24.7%
Maritimes	39.3%	34.5%	26.2%
Ontario	40.3%	35.3%	23.5%
Prairies	40.2%	32.8%	26.0%
Alberta	37.1%	43.5%	19.5%
British Columbia	31.9%	39.4%	28.8%
Canada	36.9%	38.2%	24.9%

3.METHODOLOGY

This Léger Marketing study was conducted by way of telephone interviews among a representative sample of 1507 English or French speaking Canadians, 18 years of age or more.

The interviews were conducted from June 5, 2001 to June 13, 2001 from our call centers situated in Montreal and in Winnipeg. Up to ten recalls were made in the case of non-response.

Using data from Statistics Canada, the results were weighted by region, gender and language used at home in order to obtain a sample representative of the entire Canadian adult population. Finally, with a sample of 1507 respondents, the maximum margin of error is $\pm 2.6\%$, 19 times out of 20.