



**Winnipeg
Free Press**

P R  B E
RESEARCH INC.

Winnipeg Free Press Marijuana Use Among Manitobans December 2016

This province-wide Omnibus survey was designed and conducted by Probe Research via telephone interviews taken between Nov. 29, 2016 and Dec. 11, 2016 among a random and representative sampling of 1,000 adults residing in Manitoba.

With a sample of 1,000 one can say with 95 percent certainty that the results are within ± 3.1 percentage points of what they would have been if the entire adult population of Manitoba had been interviewed. The margin of error is higher within each of the survey's population sub-groups.

Modified random digit dialing covering both landline and wireless numbers was used to ensure that all Manitoba adults would have an equal opportunity to participate in this Probe Research Inc. survey. Minor statistical weighting has been applied to this sample to ensure that age and gender characteristics properly reflect known attributes of the province's population. All data analysis was performed using SPSS statistical analysis software.

For more information on this research project, please contact:

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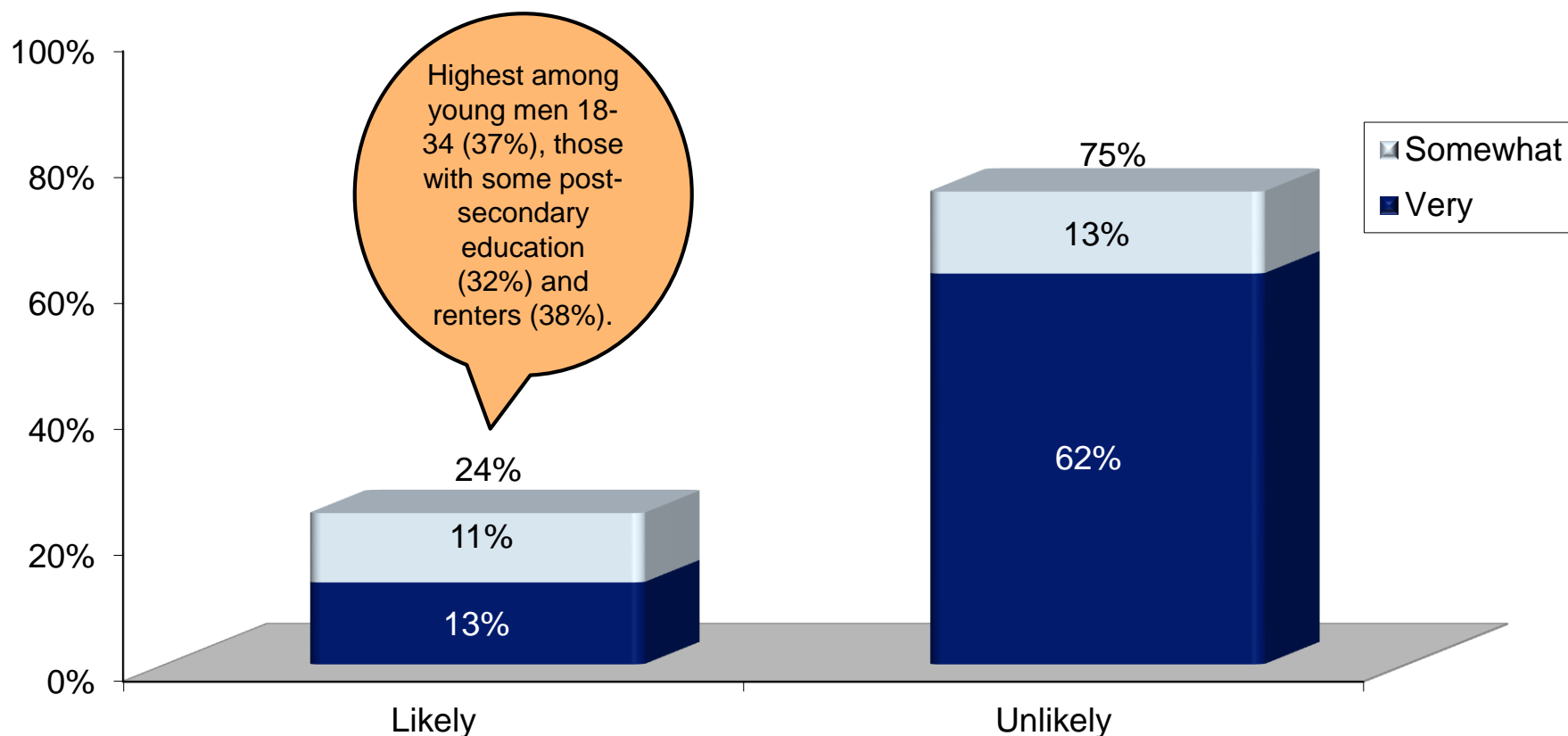
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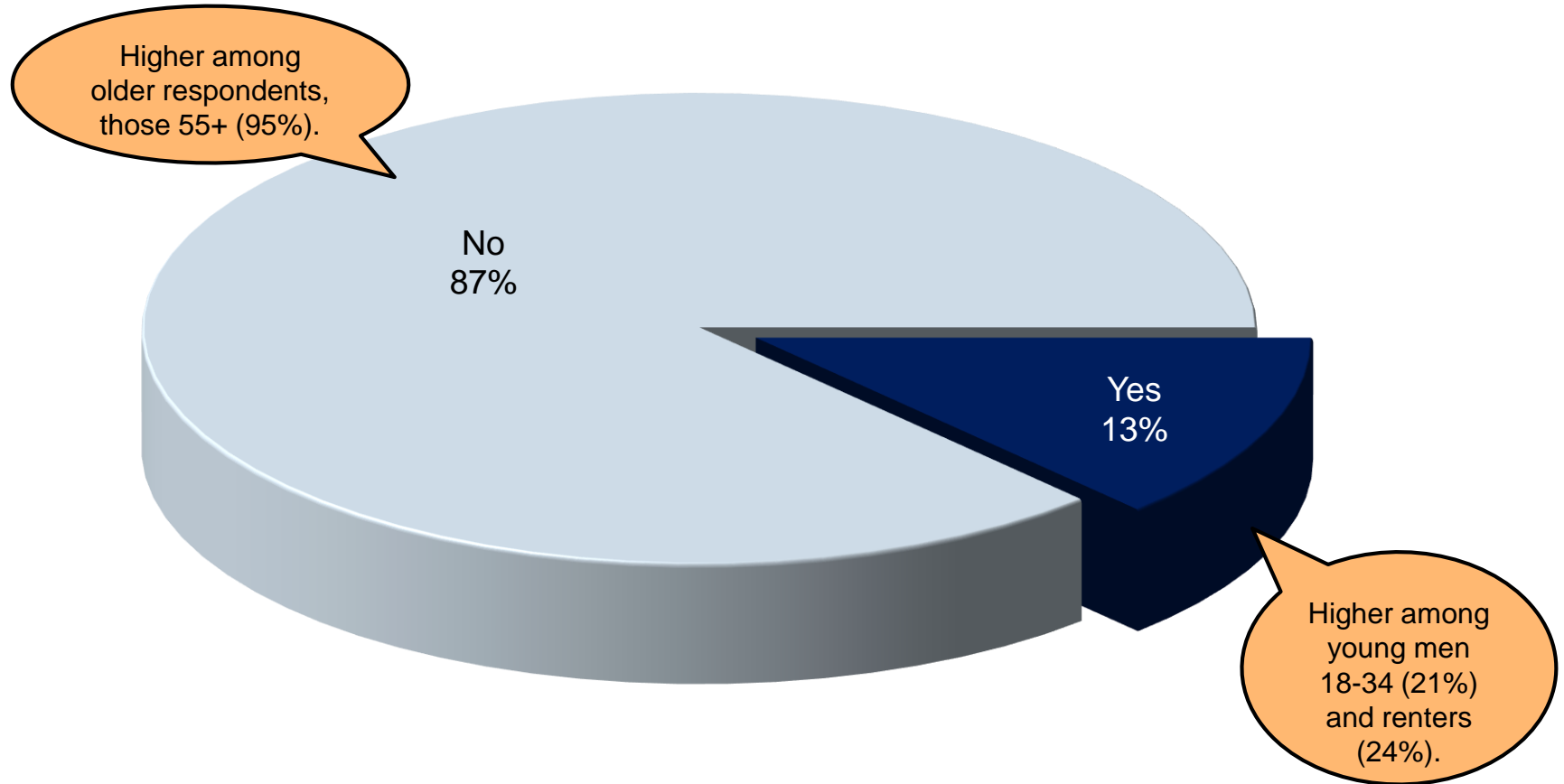
Inclination to Use Marijuana Upon Legalization

Q.1 “Just a reminder that your answers are totally confidential and that this is for research purposes only. All answers will be reported only as a group, and none of your responses will be attributed to you personally...if marijuana becomes legal in Canada, how likely would you be to use it even just once? Would you be very likely, somewhat likely, not very likely or not at all likely?” (n=1,000)



Recent Marijuana Use

Q.2 "Have you used marijuana in the past 12 months?" (n=1,000)



Views Across Demographic Sub-Groups

Q.1 “Now, before turning to our next topic, just a reminder that your answers are totally confidential and that this is for research purposes only. All answers will be reported only as a group, and none of your responses will be attributed to you personally. If marijuana becomes legal in Canada, how likely would you be to use it even just once? Would you be very likely, somewhat likely, not very likely or not at all likely?” (n=1,000)

	TOTAL	GENDER		AGE			REGION	
	(n=1000) (%)	Male (n=484) (%)	Female (n=516) (%)	18-34 (n=321) (%)	35-54 (n=362) (%)	55+ (n=287) (%)	Winnipeg (n=600) (%)	Rural (n=400) (%)
Likely	24	28	20	32	26	15	28	19
Unlikely	75	71	79	68	74	83	72	80

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	TOTAL	INCOME			
	(n=1000) (%)	<\$30K (n=103) (%)	\$30K-\$59K (n=217) (%)	\$60K-\$99K (n=322) (%)	\$100K+ (n=240) (%)
Likely	24	25	28	23	27
Unlikely	75	73	71	76	73

	TOTAL	EDUCATION			PROVINCIAL VOTING INTENTIONS		
	(n=1000) (%)	HS or Less (n=257) (%)	Some PS (n=177) (%)	PS Grad (n=552) (%)	PC (%)	NDP (%)	Liberal (%)
Likely	24	22	32	22	19	26	32
Unlikely	75	77	67	76	80	72	68