



# Attitudes About Marijuana Legalization Summer 2017 Probe Online Omnibus Report



P R  B E  
RESEARCH INC.

The survey was designed by Probe Research Inc. in consultation with CTV Winnipeg. The online survey was programmed and hosted by Probe Research using a web-based survey platform. A total of 1,032 Manitoba adults completed the survey between Aug. 8 and Aug. 20, 2017.

Because an online survey is a sample of convenience, no margin-of-error can be ascribed. However, a random and representative non-convenience sample of 1,032 adults would have a margin of error of  $\pm 3.1$  percentage points, 19 times out of 20.

Minor statistical weighting was conducted to ensure that the sample of respondents closely reflects known demographic characteristics of the entire adult population of Manitoba.

For more information on this research project, please contact:

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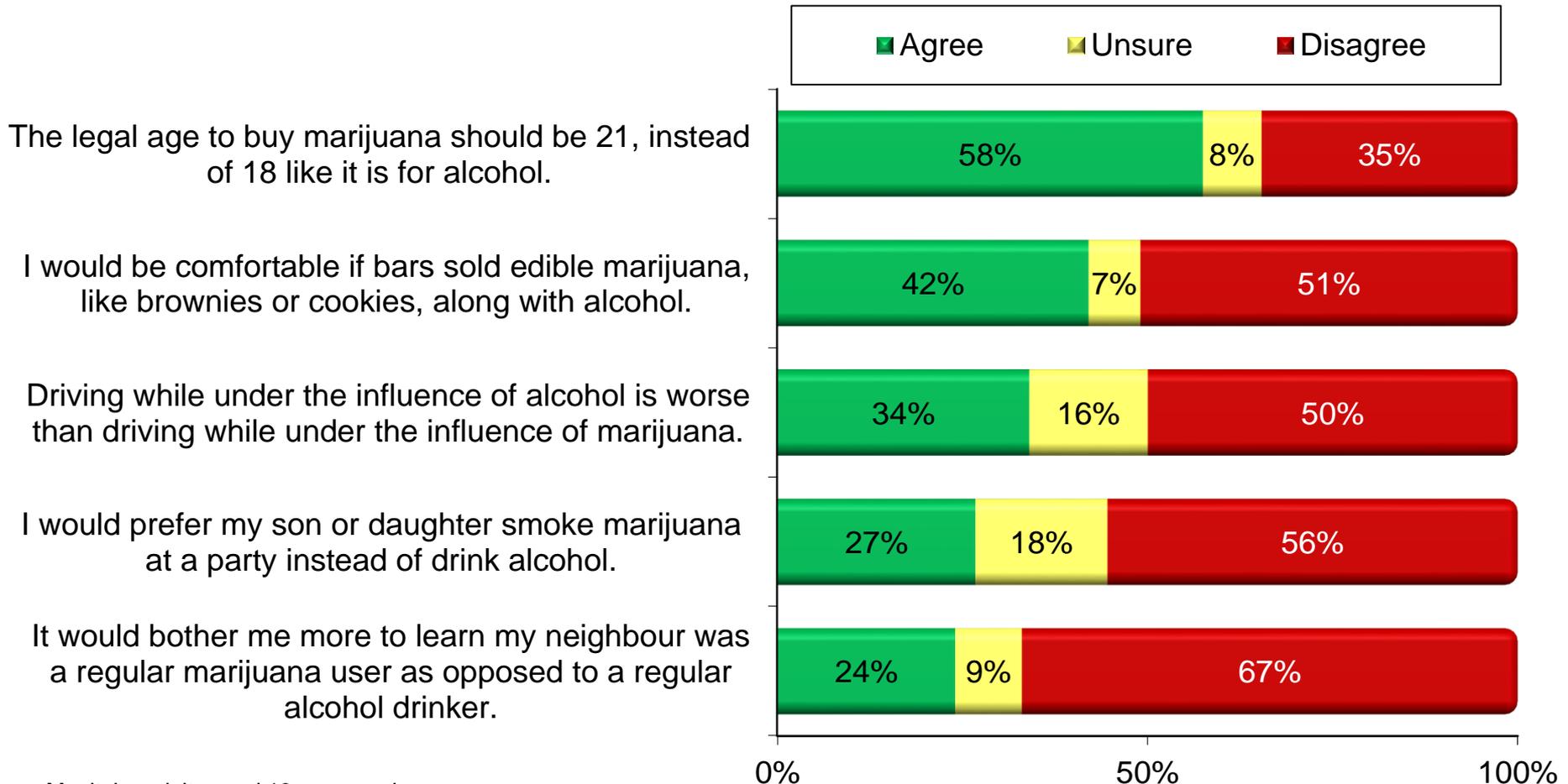
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# Key Findings

- Manitobans are uncomfortable with key aspects of the looming legalization of marijuana, generally viewing pot's effects more negatively than those of alcohol. In addition, Manitobans prefer tougher rules for marijuana use, particularly for young people, than those currently in force for alcohol.
- Well over half of Manitoba adults – 58% – agree the legal age to buy marijuana should be 21, even though it is legal to buy alcohol at age 18. Similarly, most respondents – 56% – would prefer their son or daughter have a drink at a party instead of a toke.
- One-half of Manitoba adults agree driving while high is worse than (or equal to) driving after drinking alcohol.
- Overall, Manitoba adults are slightly more comfortable with the idea of their local bar selling edibles such as pot brownies or cookies alongside beer and wine, however one-third of respondents **strongly** disagreed with this idea. Only one-quarter of Manitoba adults would be more worried if a neighbour was a regular pot smoker instead of a regular drinker.
- On most questions, age most strongly influenced a respondent's view. Younger adults, those 18 to 34, are more likely to be comfortable with the sale of edible marijuana in pubs and favour a younger legal purchase age. Young adults are also more concerned about the effects of alcohol – instead of marijuana - on drivers.

# Perspectives on Marijuana Use

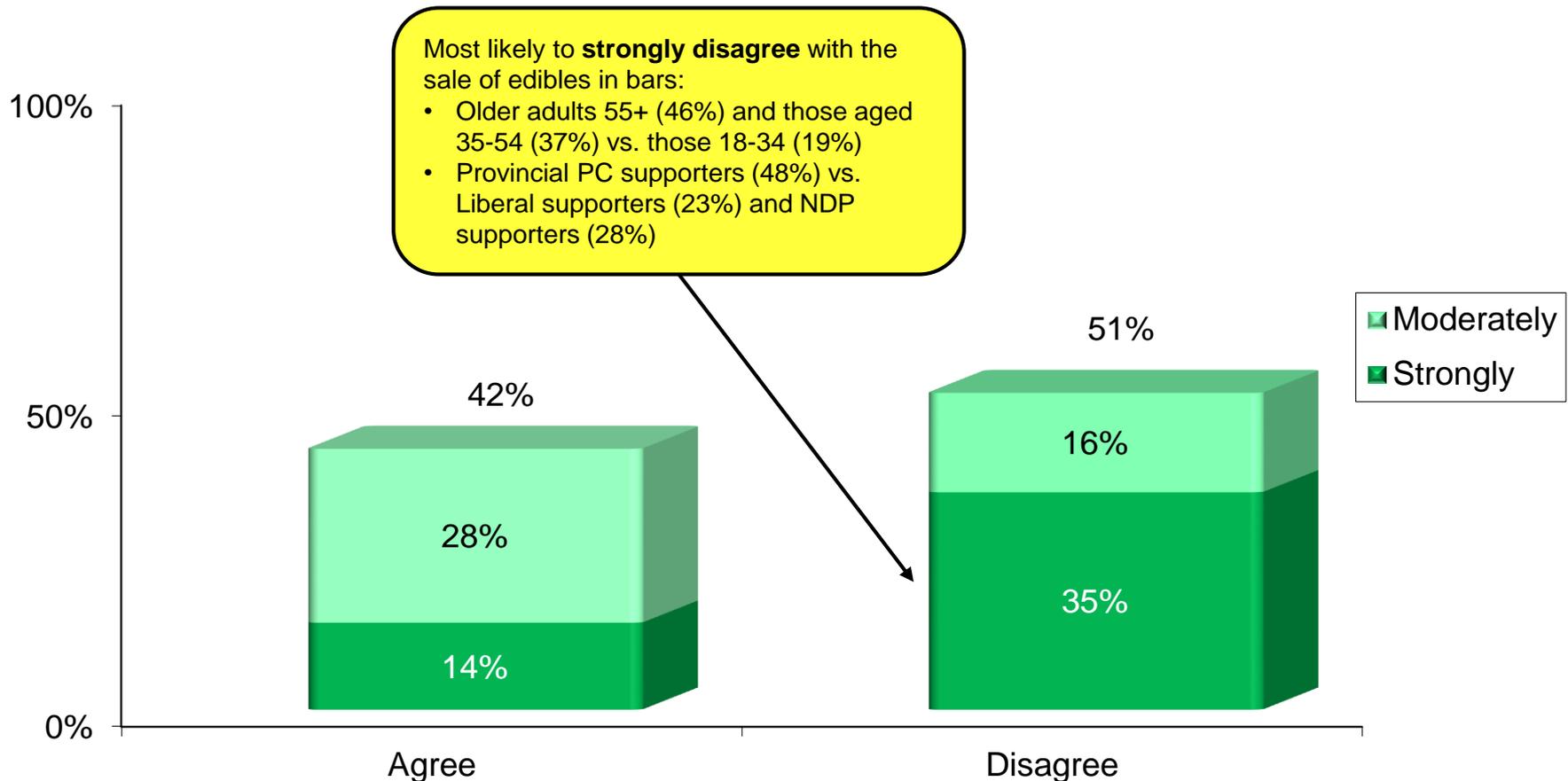
**Q.1** *“It will be legal to buy and use marijuana next summer. Please read each of the statements shown below and indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree.” (n=1,032)*



Base: Manitoba adults aged 18 years and over.  
Numbers may not add to 100% due to rounding.

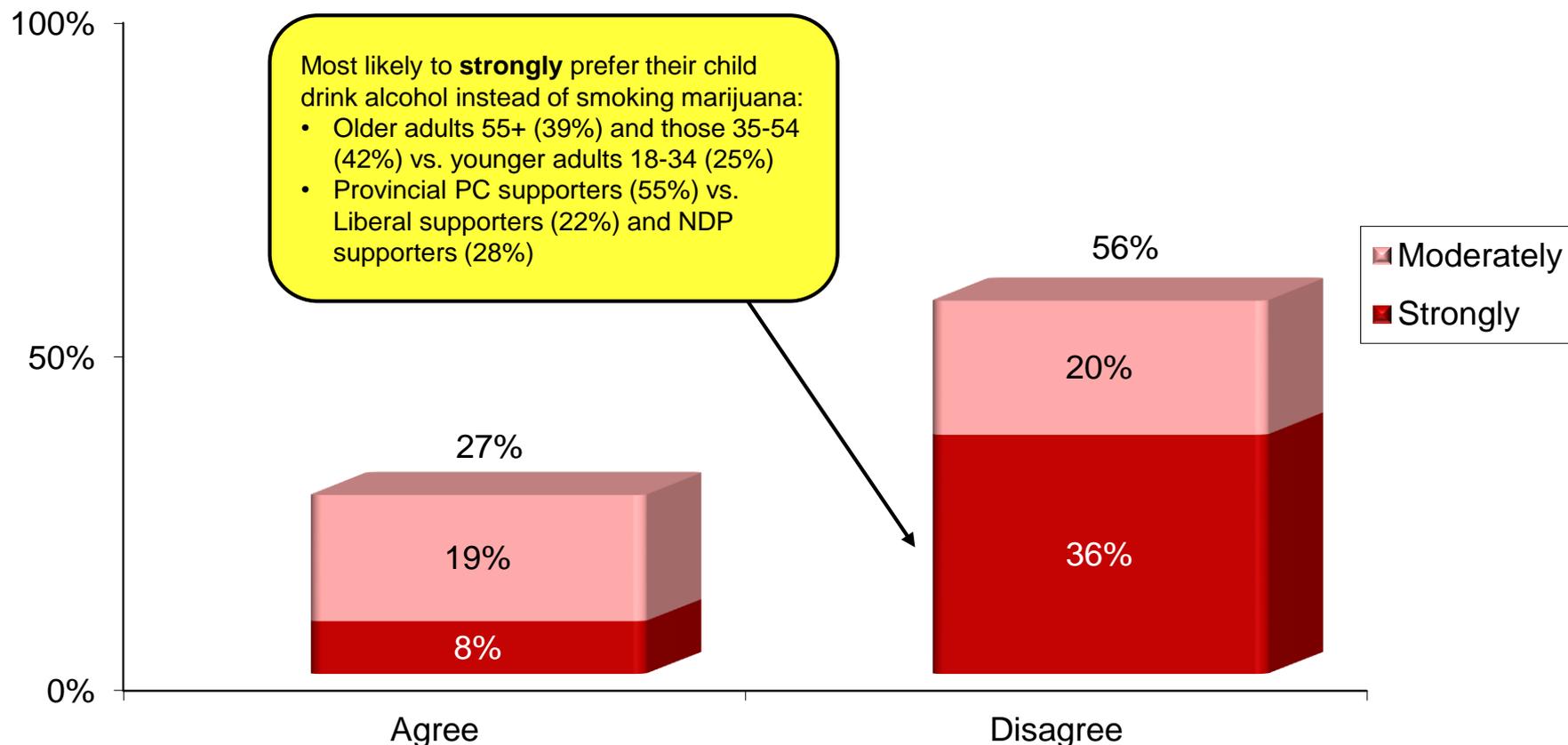
# Sale of Marijuana Alongside Alcohol

**Q.1a** *“It will be legal to buy and use marijuana next summer. Please read each of the statements shown below and indicate if you strongly agree, moderately agree, moderately disagree or strongly disagree: I would be comfortable if bars sold edible marijuana, like brownies or cookies, along with alcohol.” (n=1,032)*



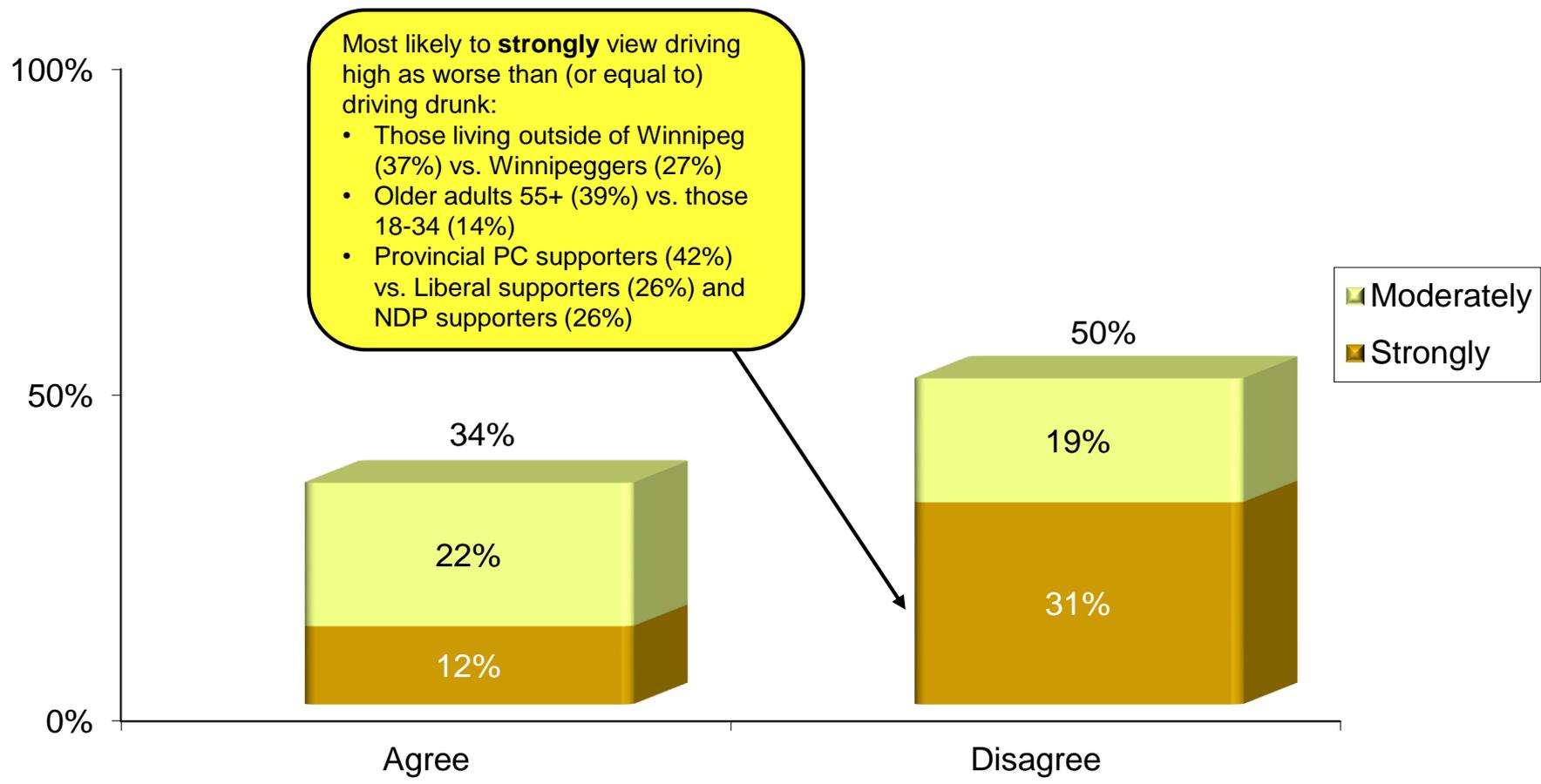
# Preference for Teens' Use of Marijuana vs. Alcohol

**Q.1b** "I would prefer my son or daughter smoke marijuana at a party instead of drink alcohol." (n=1,032)



# Driving Under the Influence of Alcohol vs. Marijuana

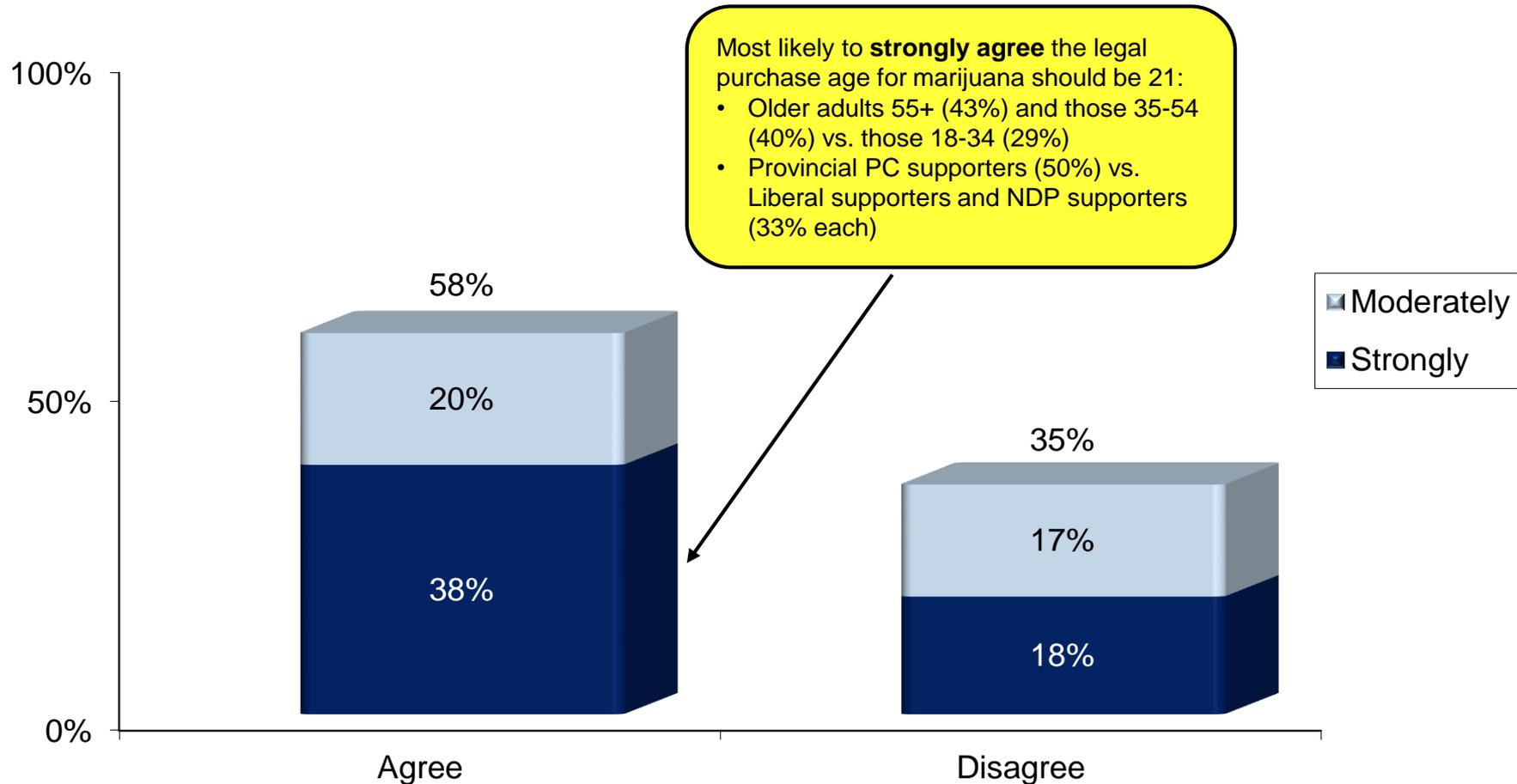
**Q.1c** "Driving while under the influence of alcohol is worse than driving while under the influence of marijuana."  
(n=1,032)



Base: Manitoba adults aged 18 years and over.

# Views on Legal Purchase Age

**Q.1d** "The legal age to buy marijuana should be 21, instead of 18 like it is for alcohol." (n=1,032)



# Neighbours Using Marijuana vs. Alcohol

**Q.1e** "It would bother me more to learn my neighbour was a regular marijuana user as opposed to a regular alcohol drinker." (n=1,032)

