



MARIJUANA RETAIL STORES IN MANITOBA

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P R  B E
RESEARCH INC.

ABOUT THE PROBE RESEARCH OMNIBUS

For more than two decades, Probe Research Inc. has undertaken quarterly omnibus surveys of random and representative samples of Manitoba adults. These scientific telephone surveys have provided strategic and proprietary insights to hundreds of public, private and not-for-profit clients on a range of social, cultural and public policy topics. The Probe Research Omnibus Survey of 1,000 Manitoba adults is the province's largest and most trusted general population survey.

SURVEY INSTRUMENT

The survey instrument was designed by Probe Research in close consultation with the Winnipeg Free Press.

METHODOLOGY

Between Nov. 23 and Dec. 14, 2017, Probe Research surveyed 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 surveyed. The margin of error is higher within each of the survey's population sub-groups.



Modified random digit dialing, including both landline and wireless numbers, ensured all Manitoba adults had an equal opportunity to participate in this Probe Research survey. A CATI-to-web approach was employed whereby a live-voice operator randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire.



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:

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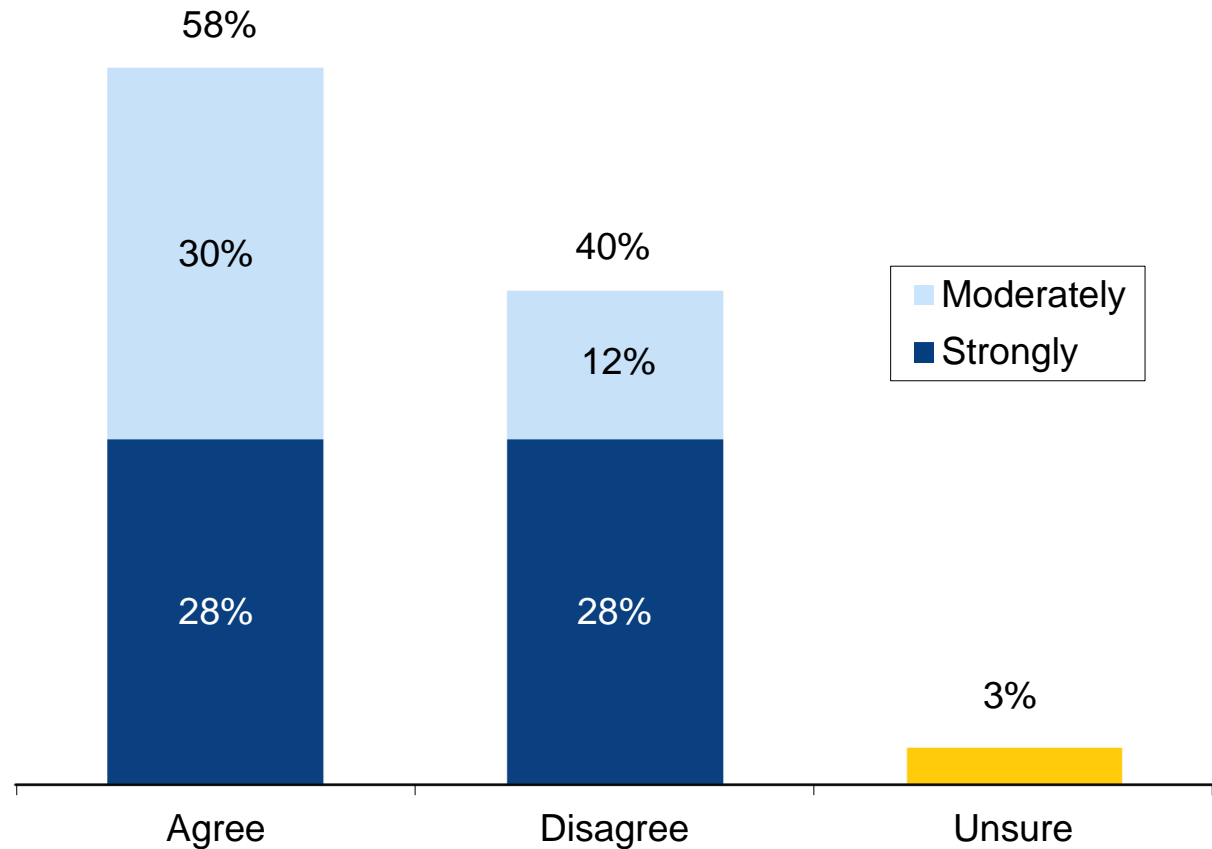
KEY FINDINGS

- Most Manitobans welcome marijuana retailers setting up local shops. More than one-half of Manitoba adults say they would be comfortable with a cannabis store opening in their neighbourhood.
- Those who are most comfortable with a neighbourhood marijuana outlet opening nearby are younger citizens, those 18-34, Winnipeg residents and supporters of the provincial Liberals and NDP.

SUPPORT FOR MARIJUANA RETAIL OUTLETS

Q1. "Marijuana will be legal in Manitoba next summer. Please read the following statements and, for each one, tell us if you strongly agree, moderately agree, moderately disagree or strongly disagree: I would be comfortable if a marijuana store opened in my neighbourhood." (n=1,000)

Base: Manitoba adults

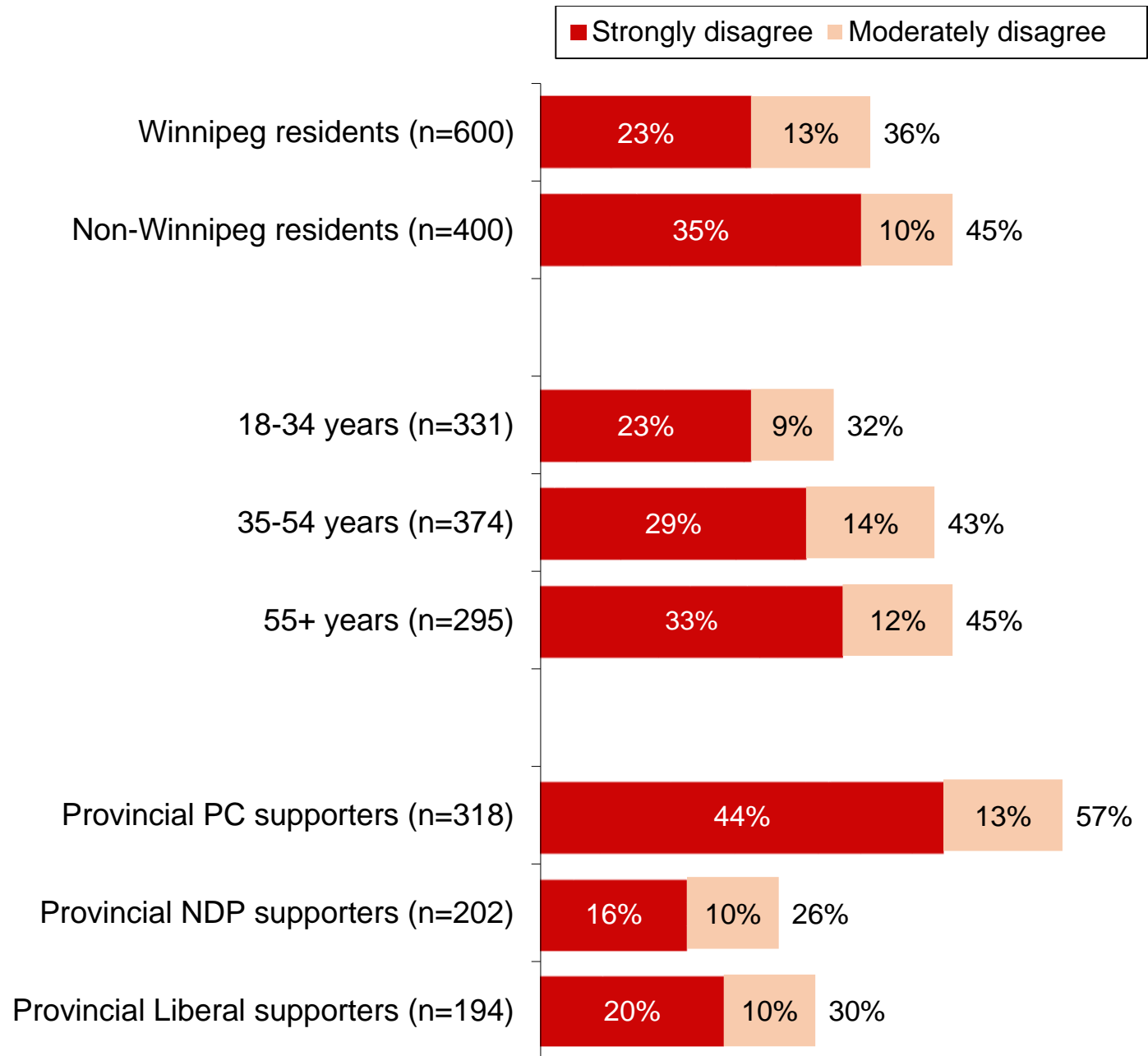


OPPOSITION TO MARIJUANA RETAIL OUTLETS

Across Socio-Demographic Sub-Groups

Q1. "I would be comfortable if a marijuana store opened in my neighbourhood."
(n=1,000)

Base: Manitoba adults



PROFILE OF RESPONDENTS

	TOTAL (n=1,000)	MEN (n=484) (%)	WOMEN (n=516)
GENDER			
Men	48	100	
Women	52		100
AGE			
18-34 years	33	34	32
35-44 years	19	22	16
45-54 years	18	17	20
55+ years	29	27	31
HOUSEHOLD INCOME			
<\$30K	13	13	13
\$30K-\$59K	22	22	22
\$60K-\$99K	33	33	32
\$100K+	32	33	33
EDUCATION			
High school or less	18	18	17
Some post-secondary	22	24	21
Post-secondary graduate	60	59	63

Valid responses only
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