



VIEWS ON CANNABIS LEGALIZATION

Winnipeg Free Press

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 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 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 November 27 and December 6, 2018, Probe Research surveyed a random and representative sampling of 1,105 adults residing in Manitoba.
- With a sample of 1,105, one can say with 95 percent certainty that the results are within ± 2.9 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 or interactive system randomly recruited respondents by telephone, inviting them to complete the survey via a secure online questionnaire. In addition, 251 randomly recruited Probe Research panel members were included in this general population adult sampling.
- 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:

**MARY AGNES
WELCH**
PRINCIPAL



211 – 10 Fort St.
Winnipeg, MB
R3C 1C4
(204) 470-8862

maryagnes@probe-research.com
www.probe-research.com



KEY FINDINGS

About one-quarter of Manitobans have purchased cannabis since it became legal or plan to do so at some point in the future. Of those who have purchased cannabis since legalization, twice as many say they have bought this product legally through a licensed retailer (11%) compared to five per cent who have bought their cannabis from a dealer or other unlicensed source.

Young adults and Indigenous Manitobans are significantly more likely to have purchased cannabis since it became legal in October, or to say they plan to do so. Those who prefer the opposition parties in Manitoba are also twice as likely as supporters of the governing Progressive Conservatives to be in the market for recreational cannabis.

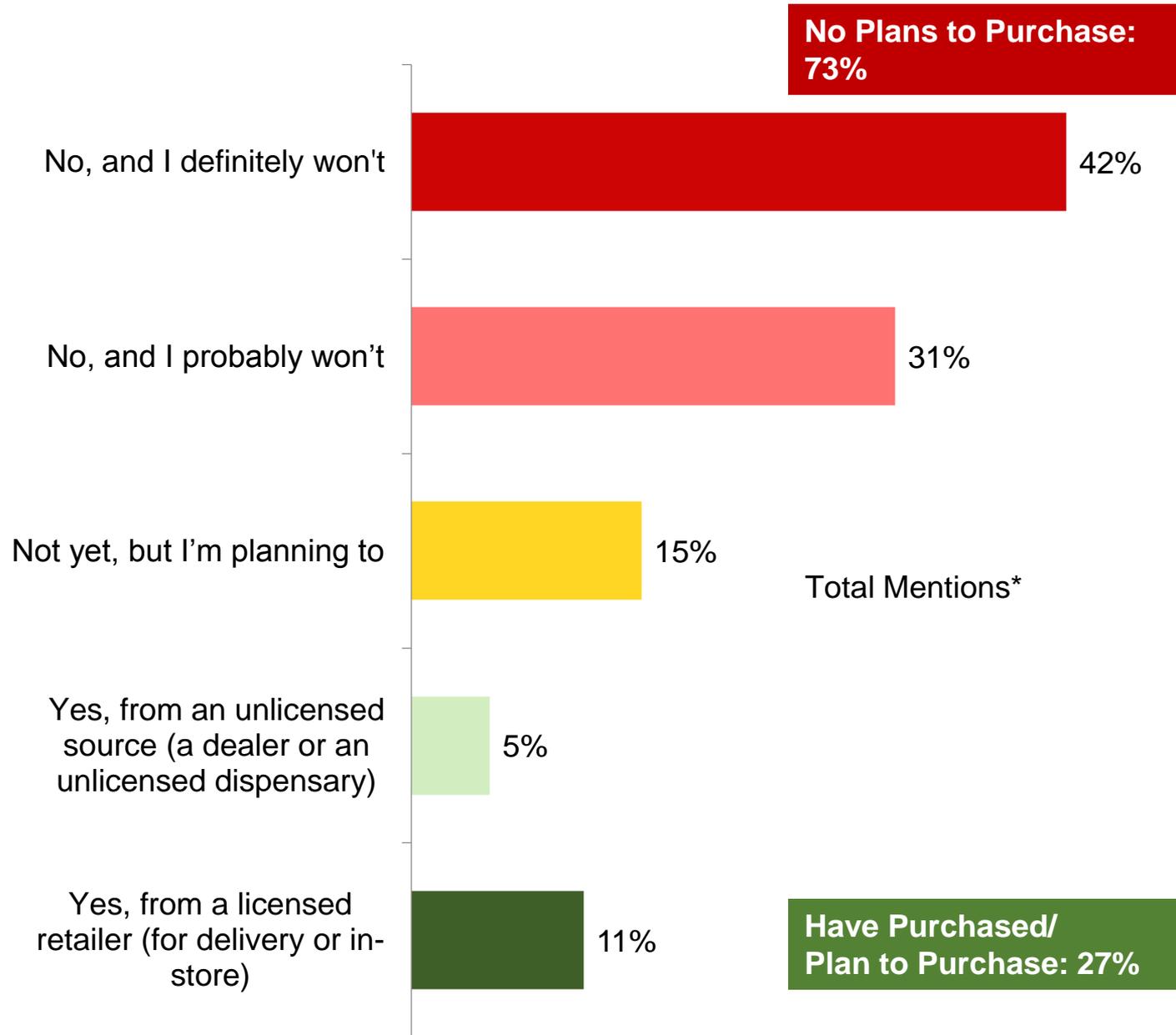
More than seven-in-ten Manitobans believe the process of legalization has gone very or fairly well, with three-in-ten believing this process has unfolded poorly. Those living outside Winnipeg, men and older Manitobans are more likely to feel legalization has not gone well.

When asked why legalization has gone poorly, those who believe this are most likely to express concerns about people driving while impaired, or to simply believe it is a bad idea in general. Those who believe cannabis legalization has gone well, on the other hand, are most likely to express the view that it simply made sense to legalize consumption of this drug, or to say the supply seems safe and well-regulated.

ONE-QUARTER HAVE BOUGHT OR WILL BUY CANNABIS

Q1. "Since cannabis became legal, have you personally purchased it from any of the following places? (Check all that apply.)"

Base: Manitoba adults, N=1,105
*Multiple mentions accepted. Totals will exceed 100%.

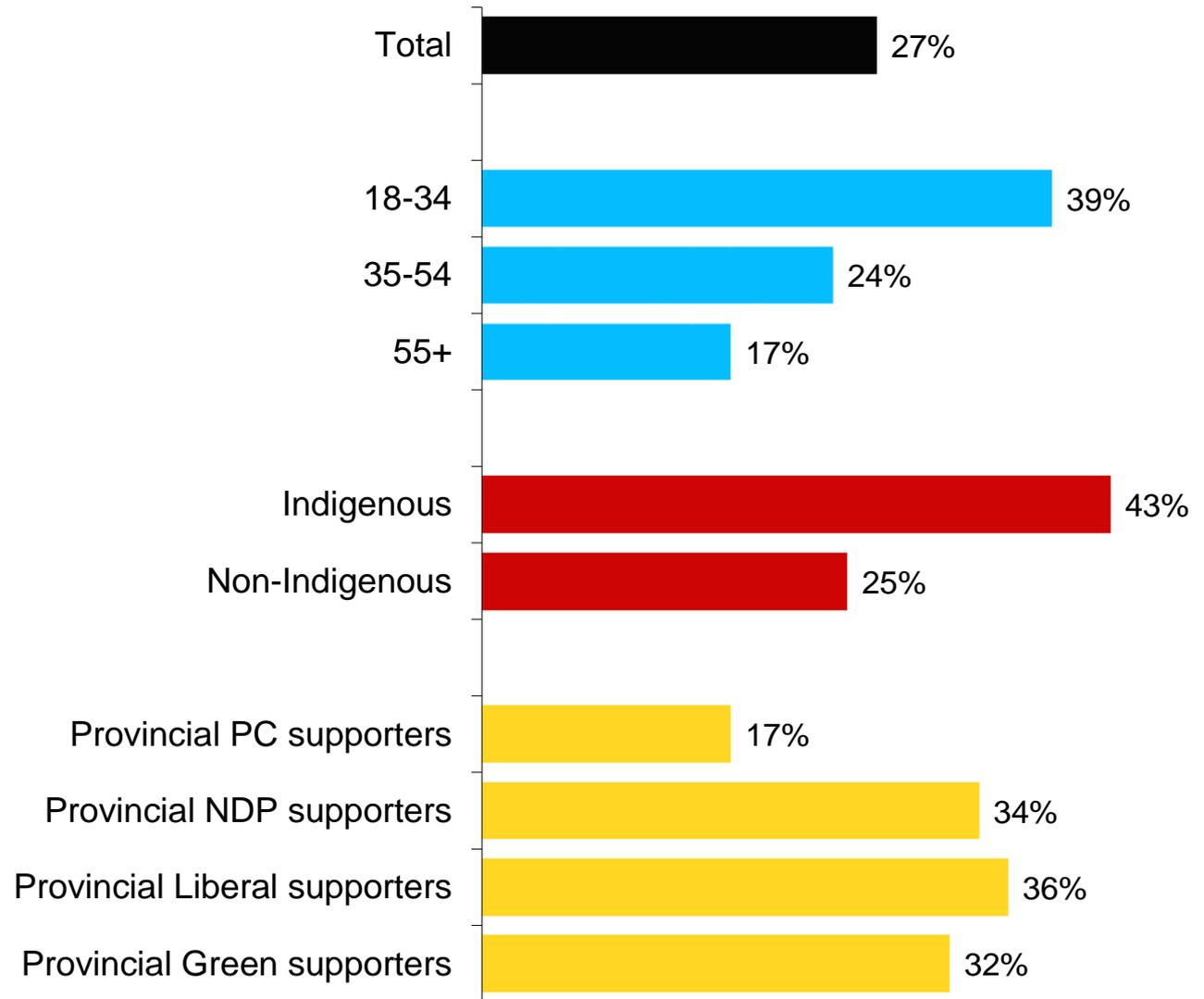


YOUNG ADULTS, INDIGENOUS PEOPLE MORE LIKELY TO BE CANNABIS CONSUMERS

Q1. "Since cannabis became legal, have you personally purchased it from any of the following places? (Check all that apply.)"

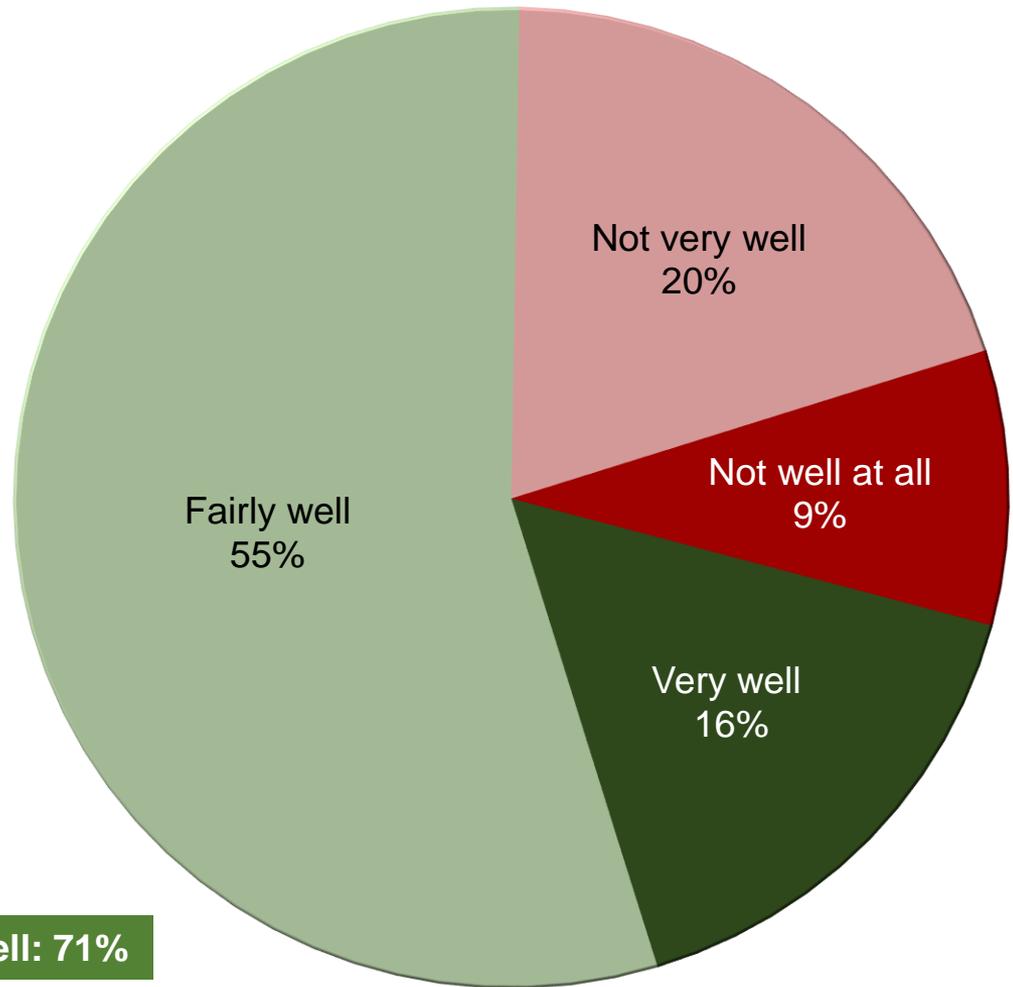
Base: Manitoba adults, N=1,105

% who have bought, or will buy, cannabis



NEARLY THREE- QUARTERS SAY LEGALIZATION HAS GONE WELL SO FAR

Q2. "Setting aside whether you thought it was a good idea or a bad idea in the first place, would you say the cannabis legalization process so far has overall been going...."



Net Well: 71%

Net Not Well: 29%

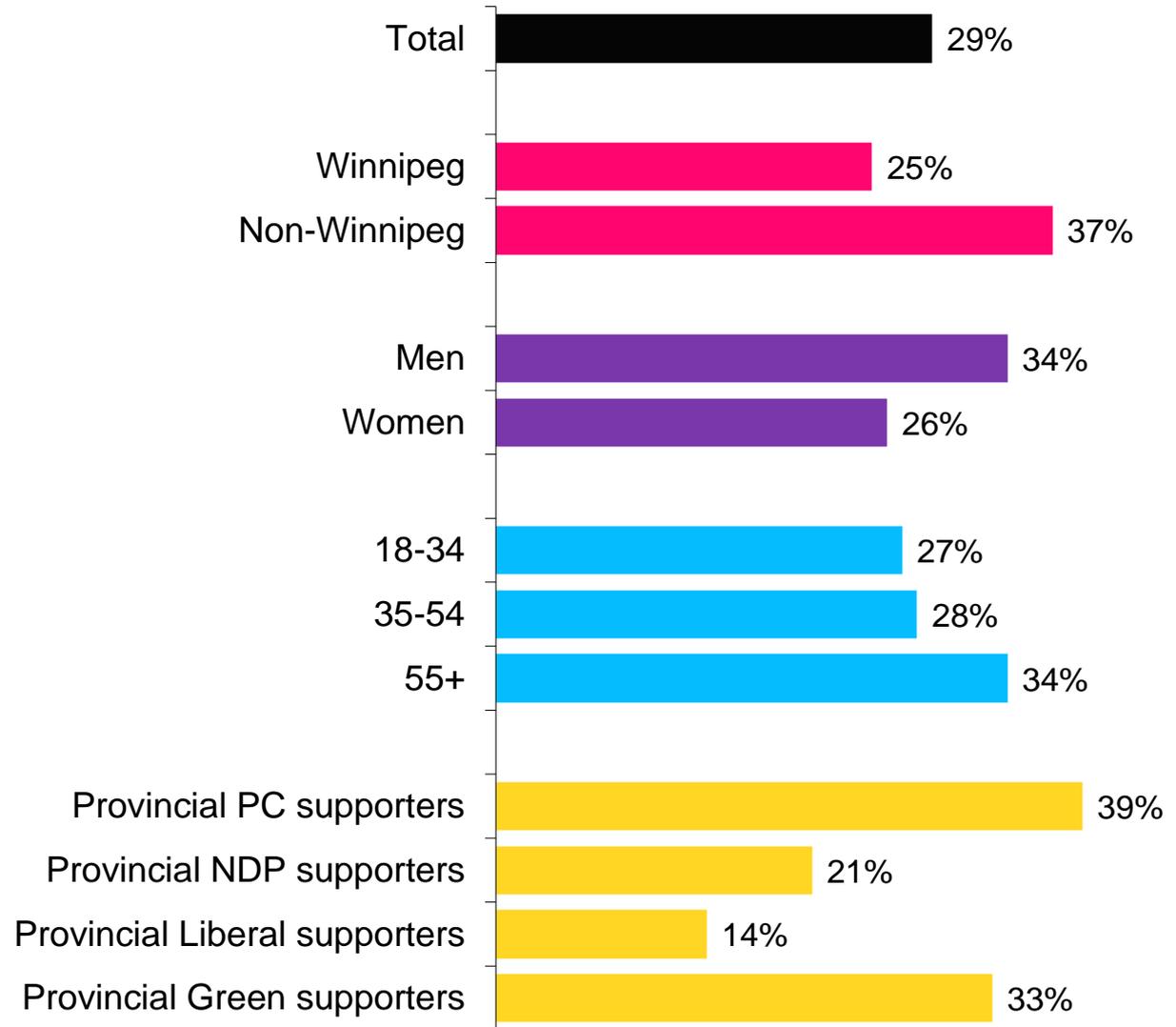
Base: Manitoba adults,
N=1,105

MEN, RURAL RESIDENTS MOST LIKELY TO SAY LEGALIZATION HAS GONE POORLY

Q2. "Setting aside whether you thought it was a good idea or a bad idea in the first place, would you say the cannabis legalization process so far has overall been going...."

Base: Manitoba adults, N=1,105

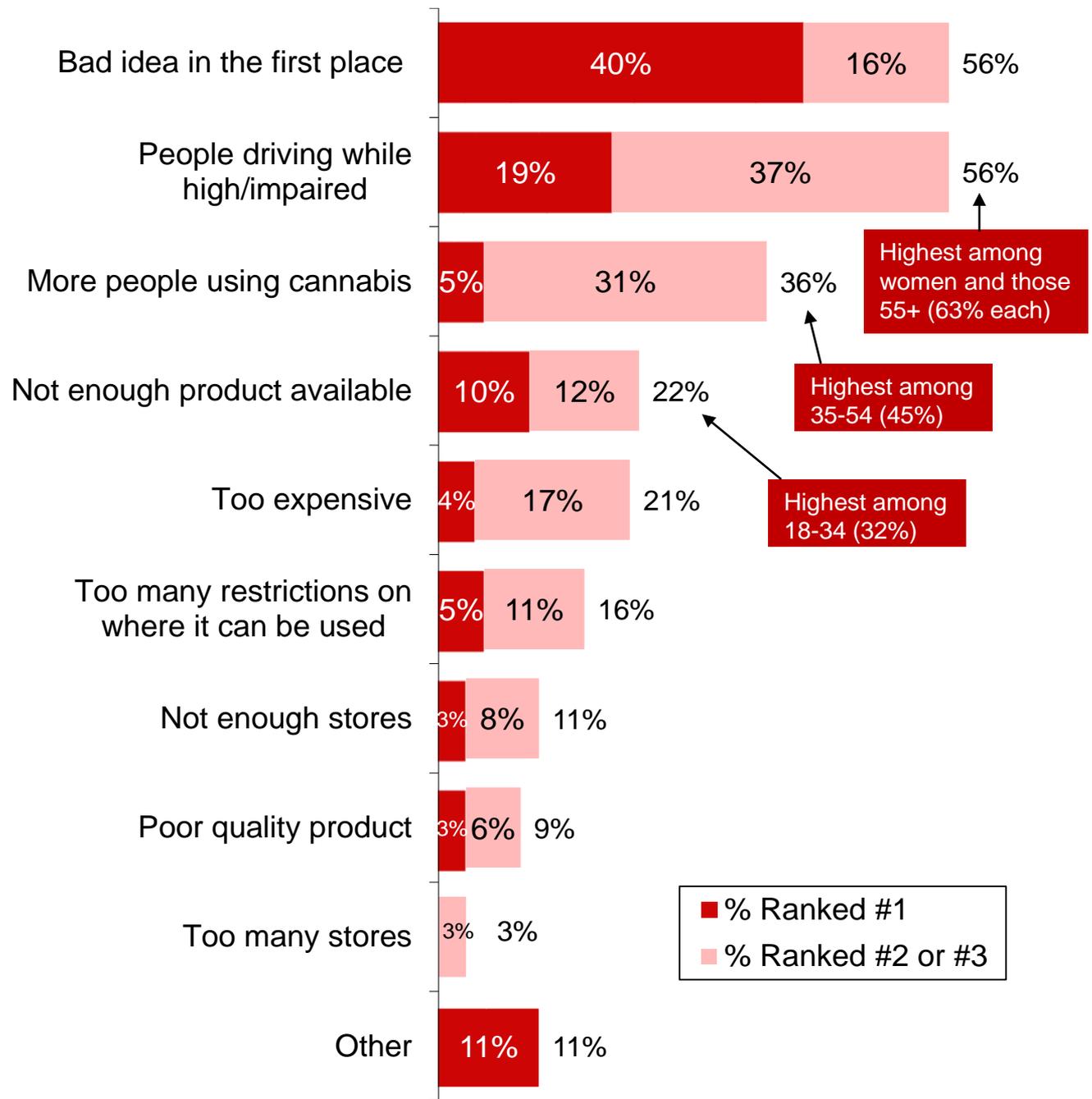
% who say legalization has not gone well so far



TOP REASONS LEGALIZATION HAS NOT GONE WELL

Q3. "We'd like to know why you feel cannabis legalization hasn't gone very well, overall. Please choose up to three reasons below and place them in order of importance. If your main reason is not listed, please choose Other."

Base: Those who feel legalization has not gone well, n=326



TOP REASONS LEGALIZATION HAS GONE WELL

Q4. "We'd like to know why you feel cannabis legalization has gone well, overall. Please choose up to three reasons below and place them in order of importance. If your main reason is not listed, please choose Other."

Base: Those who feel legalization has gone well, n=779

