



PRESS RELEASE | Canada

Methodology:

Results are based on an online study conducted on April 11 and April 12, 2021, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is plus or minus 3.1 percentage points, 19 times out of 20.

As you may know, marijuana became legal in Canada in October 2018. Do you agree or disagree with marijuana being legal in Canada?

Agree – 64%
Disagree – 28%
Not sure – 7%

In some countries, including the United States, a company can administer “drug tests” to employees, even if they do not operate machinery (such as pilots, truck drivers or crane operators). Do you think companies in Canada should be able to administer “drug tests” to any employee now that marijuana is legal?

Definitely / Probably – 61%
Probably not / Definitely not – 28%
Not sure – 11%

Most Canadians Remain Supportive of Marijuana Legalization

Fewer than one-in-five Canadians are in favour of legalizing other substances, such as cocaine, heroin and fentanyl.

Vancouver, BC [April 20, 2021] – Most Canadians hold favourable views on the legalization of cannabis in the country, but a sizeable proportion of consumers is not acquiring the product at licensed retailers, a new Research Co. poll has found.

In the online survey of a representative national sample, 64% of Canadians agree with marijuana being legal in Canada, while 28% disagree and 7% are undecided.

Men (68%), Canadians aged 18-to-34 (71%) and Atlantic Canadians (74%) are more likely to voice agreement with the legal status of cannabis in the country.

The level of support for making other substances readily available for consumers is significantly smaller. Only 16% of Canadians believe the time is right to legalize powder cocaine. Similar proportions feel the same way about heroin (15%), ecstasy (14%), fentanyl (also 14%), crack cocaine (13%) and methamphetamine or “crystal meth” (also 13%).

Just over half of Canadians (51%) say they have not consumed marijuana in the country. Almost two-in-five (38%) say they tried cannabis before it became legal in October 2018, while 11% only used it after legalization.

Canadians who have consumed marijuana after legalization were asked where they bought their product. Just under two-in-five (38%) say they acquired “all” of their cannabis at a licensed retailer.

Three-in-ten Canadian marijuana consumers (31%) say they bought “some” or “all” of their product at a licensed retailer, while 20% say “none” of it came from a licensed retailer.

“There are some significant generational differences in the behaviour of marijuana consumers in Canada,” says Mario Canseco, President of Research Co. “Those aged 18-to-34 are more likely to say that all of their cannabis was bought at a licensed retailer, while the numbers drop significantly among those aged 55 and over.”

More than two-in-five Canadians (61%) think companies should be able to administer “drug tests” to any employee now that marijuana is legal, even if they do not operate machinery (such as pilots, truck drivers or crane operators).



PRESS RELEASE | Canada

Support for these “drug tests” is highest in Atlantic Canada (70%), followed by Saskatchewan and Manitoba (66%), Alberta (63%), British Columbia (61%), Quebec (60%) and Ontario (57%).

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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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