

A small minority of NL residents intend to purchase legalized marijuana

- One-quarter of Newfoundland and Labrador residents intend to purchase marijuana at least occasionally for personal use when it is legalized in Canada, while three-quarters do not plan to purchase marijuana
- Intent to purchase marijuana, once legalized, in Newfoundland and Labrador is similar to that of Nova Scotia and New Brunswick, but is higher compared to that of Prince Edward Island
- Likelihood to purchase marijuana, once legalized, is higher among residents between the ages of 18 and 34 years, compared to those 35 years of age or older

HALIFAX, NS December 13, 2017: The purchase of marijuana for personal use will soon be legal in Canada. Once legalized, a small minority of Newfoundland and Labrador residents intend to purchase marijuana at least occasionally for personal use, according to the most recent survey conducted by **Corporate Research Associates Inc.**

Specifically, one-quarter (23%) of Newfoundland and Labrador residents indicate that they will either definitely or probably purchase marijuana, once legalized, at least occasionally for personal use. Meanwhile, three-quarters (76%) of residents will either probably not or definitely not do so, once marijuana is legalized.

Intent to purchase marijuana for personal use in Newfoundland and Labrador is similar to that of New Brunswick (23%), and Nova Scotia (19% in October 2017), but is higher compared with Prince Edward Island (15%). The likelihood that Newfoundland and Labrador residents between the ages of 18 and 34 years (48%) will purchase marijuana, once legalized, is three times higher than that of older residents in the province (16% for those aged 35 to 54 years, and 15% for those aged 55 years or older).

“Based on current purchase intentions for marijuana for personal use, the initial results for Newfoundland and Labrador are perhaps lower than what many may have anticipated,” said Don Mills, Chairman and CEO of Corporate Research Associates. “This is especially the case if current purchase intentions are appropriately discounted to reflect the degree of likelihood of such purchases.”

These results are part of the **CRA Atlantic Quarterly**[®], an independent, quarterly telephone survey of Atlantic Canadians, and are based on a telephone sample of 400 adult Newfoundland and Labrador residents, conducted from November 2 to 30, 2017, with overall results accurate to within ± 4.9 percentage points, 95 out of 100 times.

Corporate Research Associates (CRA), www.cra.ca, is one of Canada’s leading public opinion and market research companies. Founded in 1978, CRA is dedicated to providing clients with state-of-the-art research and strategic consulting services. CRA is a **Certified Gold Seal Member** of the Marketing Research and Intelligence Association (MRIA), which sets stringent standards as a condition of membership, and enforces those standards through independent audits. Follow us on Twitter [@CRAInsight](https://twitter.com/CRAInsight).

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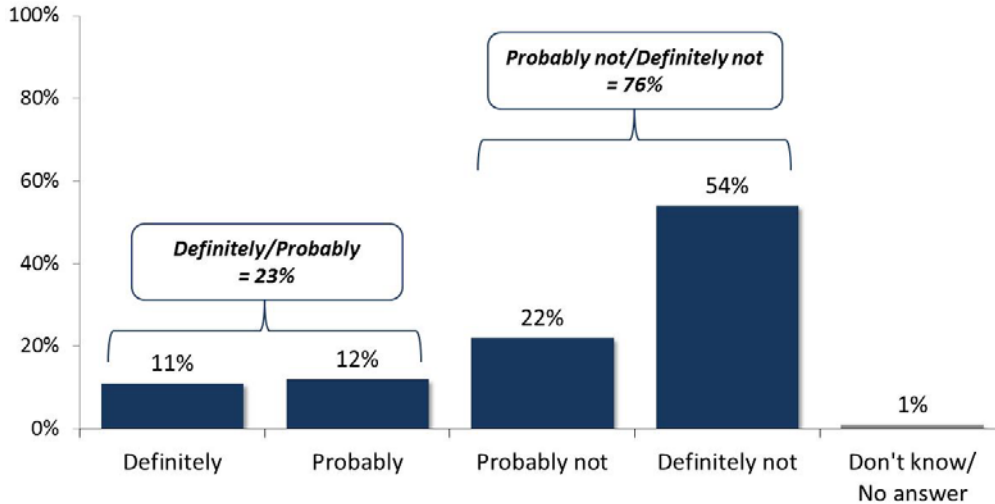
For more information, please contact:

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CRA Atlantic Quarterly® – Autumn 2017
Newfoundland and Labrador Results

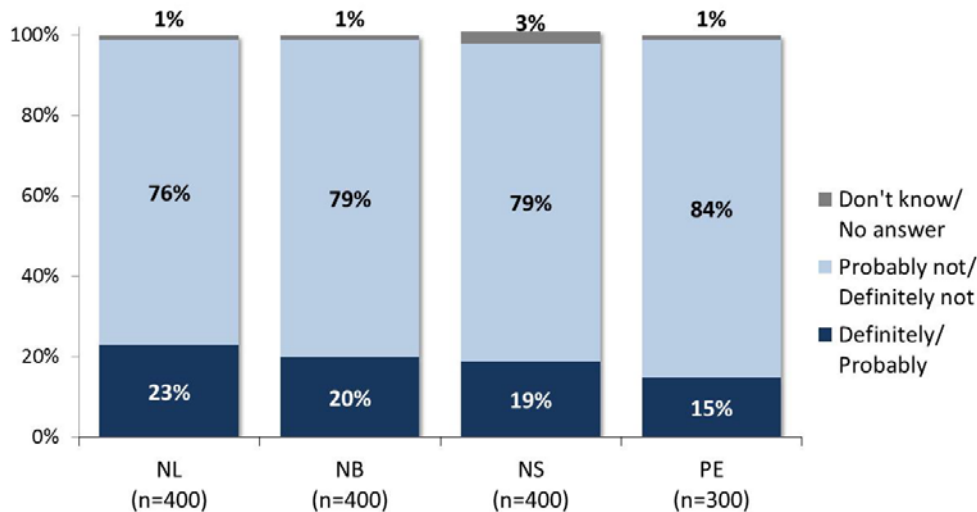
Sample: 400 Newfoundland and Labrador residents (18 years plus)
Interview Dates: November 2 to 30, 2017
Overall Margin of Sampling Error: ± 4.9 percentage points (95% confidence level)

Likelihood of Purchasing Marijuana for Personal Use
Newfoundland and Labrador



Question: As you may know, the purchase of marijuana for personal use will soon be legal. Once legalized, will you definitely, probably, probably not or definitely not purchase marijuana at least occasionally for personal use? (n=400)
Interview Dates: November 2 - 30, 2017.
Overall Margin of Sampling Error: ±4.9 percentage points, 95% confidence level.

Likelihood of Purchasing Marijuana for Personal Use



Question: As you may know, the purchase of marijuana for personal use will soon be legal. Once legalized, will you definitely, probably, probably not or definitely not purchase marijuana at least occasionally for personal use?
Interview Dates: NS: October 10 - 24, 2017. NB, NL & PE: November 1 - 30, 2017.
Overall Margin of Sampling Error: NS, NB, NL ±4.9 percentage points, 95% confidence level. PE ±5.6 percentage points, 95% confidence level.