![PSB - TO THE POINT.]

To: Civilized Media, Burson Cohn & Wolfe (BCW), and BuzzFeed News
From: PSB Research
Date: April 19, 2019
RE: Spring 2019 Cannabis Culture Poll

METHODOLOGY

PSB, in partnership with Civilized, Burson Cohn & Wolfe (BCW), and BuzzFeed News, conducted online interviews with 1,000 US adults (age 21+) and 602 Canadian adults (age 19+) to explore views on cannabis and to determine general habits and behaviors of cannabis consumers and non-consumers. Oversamples were conducted to reach a higher number of cannabis consumers (yielding 471 total consumers in the US and 371 total consumers in Canada). Interviews were conducted between March 12 and March 21, 2019.

Audience	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
N-size	1000	471	729	602	371	429
Margin of Error	±3.10	±4.52	±3.63	±3.99	±5.09	±4.73

FINDINGS

(IF US) q2016VOTE: In the 2016 Presidential election, did you…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Vote for Donald Trump	34	33	35	-	-	-
Vote for Hillary Clinton	39	41	38	-	-	-
Vote for another candidate	7	8	6	-	-	-
Not vote	20	18	20	-	-	-

(IF US) qLIKELYVOTE: How likely are you to vote in the 2020 general election for President?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very likely	76	78	76	-	-	-
Somewhat likely	12	12	11	-	-	-
Not too likely	5	3	5	-	-	-
Not at all likely	8	6	8	-	-	-

(IF US) qTRUMP2020: If President Donald Trump runs for President again in the 2020 election, do you plan to vote for him?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	29	29	30	-	-	-
No	56	60	54	-	-	-
I'm not sure	15	12	16	-	-	-

qBETTERWORSE: Compared to five years ago, do you think things in the US have gotten better or have they gotten worse?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Much better	16	17	15	6	8	6
Somewhat better	27	27	26	33	41	30
Somewhat worse	27	27	27	38	31	41
Much worse	27	27	27	18	18	17
Don't know	4	3	5	5	2	6

qAPPROVETRUMP: Do you approve or disapprove of the job Donald Trump is doing as President?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Strongly approve	20	20	21	9	10	9
Somewhat approve	22	22	21	31	36	30
Somewhat disapprove	16	17	16	30	31	29
Strongly disapprove	42	40	42	29	23	32

qISSUEAREAS. What would you say are the top two or three issue areas for you when you vote for federal offices? You may choose up to three answers. *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Health care issues	64	62	65	66	65	67
Economic issues	56	53	57	62	60	63
Security issues	43	37	46	23	19	25
Environmental issues	30	36	27	39	45	36
Senior issues	23	15	27	24	19	28
Education issues	23	29	21	25	31	22
Women's issues	14	16	12	7	10	6
Energy issues	11	13	10	22	20	23
Other	5	4	5	4	5	4

qSTRESSFUL: How stressful is your life?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very stressful	11	16	9	17	23	14
Somewhat stressful	42	45	41	47	52	45
Not very stressful	36	31	38	29	22	33
Not stressful at all	10	8	12	7	4	9

qDEALSTRESS. How do you deal with the stress in your life? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Relaxing or meditating	51	50	52	47	54	45
Exercising	46	45	46	40	42	39
Talking to someone	46	48	45	44	51	41
Sleeping more	33	38	30	40	49	36
Taking a vacation	27	27	28	26	27	26
Consuming alcohol	15	31	9	15	30	9
Consuming tobacco	14	28	8	15	26	11
Consuming cannabis	11	39	0	15	52	0
Writing in a journal	7	12	4	10	15	7
Other	10	7	11	10	5	13

qEXERCISE: About how often in an average week do you exercise?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Never	15	11	17	16	11	18
Less than weekly	17	14	18	21	19	21
1-2 times a week	23	24	22	26	31	24
3-5 times a week	31	34	30	28	31	26
More than 5 times a week	14	16	13	10	7	10

qPASTMONTH. Which of the following activities have you completed in the past month? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Watched a movie	75	76	75	74	82	71
Emailed or texted a friend or relative	73	74	73	71	75	69
Watched non-news TV	72	67	74	72	71	73
Visited with family or friends	68	69	68	71	76	70
Used Facebook	67	72	65	72	80	69
Called a friend or relative to talk	65	66	65	63	67	63
Streamed content online (Netflix, Hulu, Amazon, etc)	55	65	50	53	69	46
Read a book, print magazine or newspaper	55	49	59	60	56	63
Exercised (running, going to the gym, playing a sport)	53	58	51	52	57	50
Played a video, computer or mobile game	53	62	48	53	71	44
Consumed alcohol (including beer, wine and liquor)	45	58	39	49	61	44
Used a social networking site other than Facebook, Twitter, or Instagram	39	51	34	39	54	33

Used Instagram	32	44	26	35	51	28
Used Twitter	26	38	20	26	34	22
Consumed a tobacco product	22	42	14	25	42	18
Played a board game	21	27	18	23	32	19
Consumed cannabis or a cannabis product	14	51	0	20	67	1
None of the above	1	1	1	0	0	0

qALCOHOLPREF. What type(s) of alcohol do you prefer, if any? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Beer	41	57	34	43	60	35
Wine	40	49	37	45	48	44
Spirits/liquor	34	54	27	38	51	33
Cider	10	18	7	13	19	10
None of the above	3	2	3	2	1	2
Other	2	1	2	1	3	1
I don't drink alcohol	28	13	34	22	7	28

gSUBSTANCERANK: Please rank the following substances based on how harmful you consider them to be in long-term use, from most harmful (top) to least harmful (bottom). *Ranked by US All, Showing Mean ranking (1 is top, 9 is bottom)*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Opioids such as morphine, oxycodone, heroin, fentanyl	2.58	2.83	2.46	2.38	2.5	2.35
Stimulants such as Adderall, cocaine, ecstasy, methamphetamine	3.36	3.76	3.19	3.03	3.2	2.96
Hallucinogens such as LSD, DMT, shrooms, peyote	3.67	4.48	3.35	3.54	4.3	3.22
Tobacco products such as cigarettes, dip, chewing tobacco	4.46	4.17	4.57	4.59	4.26	4.73
Alcohol	5.29	4.81	5.49	5.6	5.24	5.75
Nicotine vapes such as JUUL	5.72	5.61	5.77	6	5.74	6.09
Prescription sleep aids such as Ambien, Lunesta	5.97	5.45	6.17	5.96	5.52	6.16
Cannabis	6.52	7.22	6.23	6.4	7.23	6.03
Non-prescription painkillers such as Tylenol, Advil, Aleve	7.44	6.67	7.75	7.5	7.01	7.71

qUSECANNABIS: Do you currently use cannabis for medical or recreational purposes?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes, for medical purposes	7	25	0	5	19	0
Yes, for recreational purposes	11	39	0	14	47	0
Yes, for both medical and recreational purposes	10	36	0	10	34	0
No, I don't consume cannabis	73	0	100	71	0	100

QUSECBD: Do you currently use cannabidiol (CBD) for medical or other purposes?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes, for medical purposes	10	30	3	9	29	1
Yes, for other purposes	4	13	0	4	14	0
Yes, for both medical and other purposes	5	18	1	5	16	0
No, I don't use CBD	81	39	96	82	41	98

DISPLAY IF DO NOT USE CBD:

Cannabidiol (also commonly known as CBD) is a naturally occurring substance in cannabis plants that is extracted for medical or supplemental use, often in the form CBD oil. While closely related to tetrahydrocannabinol or THC (the substance that produces mind-altering feelings in cannabis), CBD is non-intoxicating and does not produce a "high" in humans. However, it is used by some for its purported relief of certain ailments such as anxiety, inflammation, epilepsy, and skin diseases, among other things.

(IF DON'T USE CBD) qWOULDUSECBD: Knowing this, how likely would you be to purchase a product containing CBD?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	807	184	701	493	153	422
Very likely	8	31	4	7	25	3
Somewhat likely	27	42	24	24	47	20
Not too likely	24	19	25	28	22	29
Not at all likely	41	8	46	41	6	48

qFREQUENCYCANNA: How often do you consume cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
At least once a day	-	39	-	-	33	-
A few times a week	-	27	-	-	26	-
Once a week	-	7	-	-	10	-
A few times a month	-	12	-	-	12	-
Once a month	-	5	-	-	8	-
A few times a year	-	7	-	-	10	-
Once a year or less	-	2	-	-	2	-

(IF USE CBD) qFREQUENCYCBD: How often do you consume cannabidiol (CBD)?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	193	287	28	109	218	7
At least once a day	32	35	14	23	24	12
A few times a week	30	31	25	33	35	14
Once a week	7	8	0	12	12	0
A few times a month	15	14	20	13	13	14
Once a month	4	3	10	8	7	17
A few times a year	7	6	14	7	4	44
Once a year or less	4	2	18	4	5	0

(IF US) qSUPPORTLEGALIZE: Do you support legalizing cannabis for...?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Medical purposes	35	15	42	-	-	-
Recreational purposes	4	10	2	-	-	-
Both medical and recreational purposes	45	73	34	-	-	-
I do not support legalizing cannabis for any purposes	16	1	21	-	-	-
Other	1	0	1	-	-	-

qBESTARGUMENTSPRO. What do you think are the strongest arguments IN FAVOR OF legalizing cannabis, if any? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Cannabis can help sick people who wish to use it as medicine	72	79	69	69	80	63
Legal cannabis will bolster economic growth	46	71	36	36	56	27
It will save police resources currently devoted to cannabis enforcement	39	56	33	35	50	29
Cannabis is safer than alcohol	39	70	27	31	62	17
People should be allowed to consume cannabis if they want to	36	59	27	36	58	26
It will conserve taxpayer money	28	42	22	21	36	15
Other	1	2	1	1	1	1
None of the above are strong arguments	14	2	19	19	2	27

qBESTARGUMENTSCON. What do you think are the strongest arguments AGAINST legalizing cannabis, if any? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
People will be more likely to drive under the influence of cannabis	47	36	52	57	47	62
Underage people will more easily be able to consume cannabis	40	30	44	42	33	47
It will lead to further drug abuse and addiction problems	36	21	42	35	21	41
Cannabis is a "gateway" to using (and abusing) harder drugs	33	25	36	33	23	37
Using substances like cannabis violates certain religious beliefs	7	8	7	6	7	5
Using substances like cannabis is immoral	6	6	6	6	6	6
Other	1	0	2	2	1	3
None of the above are strong arguments	27	37	23	22	32	18

qLEGALIZEHARD: Do you support legalizing "harder" drugs such as cocaine, heroin, and methamphetamine?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	7	14	4	8	17	4
No	87	78	91	81	71	85
I'm not sure	6	8	5	11	11	11

(IF US) gLEGALIZE1: There are currently several proposals being considered for ways recreational cannabis can be legalized. Please indicate how much you support or oppose each of the following potential measures: *Ranked by US All, Showing Strongly + somewhat support*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Concept of "taxation and regulation": A law that regulates and taxes cannabis like alcohol, and allows adults to use it.	60	80	54	-	-	-
Marijuana Justice Act: A law that legalizes cannabis on the national level, and also punishes states that keep it illegal. The law would also get rid of criminal records for past cannabis convictions.	45	73	34	-	-	-
Concept of "decriminalization": The concept of a law that removes penalties for cannabis use and possession, but maintains that growing and selling cannabis are crimes.	37	53	31	-	-	-
STATES Act: A law that keeps cannabis illegal at the national level, but bans the federal government from arresting those who comply with state legalization laws.	37	51	31	-	-	-
Concept of "unregulated free-for-all": A law legalizing cannabis consumption and cultivation, but without any government oversight (such as taxation or regulation).	29	56	19	-	-	-

(IF US) qPRESCANDIDATE1: Would you be more likely, less likely, or about as likely to vote for a Presidential candidate who supports legalizing cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Much more likely	22	48	12	-	-	-
Somewhat more likely	19	28	15	-	-	-
About as likely	36	21	42	-	-	-
Somewhat less likely	9	1	13	-	-	-
Much less likely	14	1	18	-	-	-

qPRESCANDIDATE2: Would you be more likely, less likely, or about as likely to vote for a Presidential candidate who says they have consumed cannabis before?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Much more likely	13	32	6	6	14	2
Somewhat more likely	12	20	8	7	19	2
About as likely	56	45	61	62	61	63
Somewhat less likely	10	2	13	13	5	17
Much less likely	9	1	12	12	2	16

(IF NON-CONSUMER) qNCUSEBEFORE: Have you ever used cannabis before?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	-	-	35	-	-	32
No	-	-	62	-	-	67
Prefer not to say	-	-	3	-	-	1

(IF NON-CONSUMER) qNCWHYNOTUSE. What are the primary reasons that you do not use cannabis? If you don't have a particular reason, just say so. *Ranked by US Non-Consumer*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Potential health risks	-	-	25	-	-	32
Don't enjoy the mental effects of using cannabis	-	-	20	-	-	28
Don't enjoy the physical effects of using cannabis	-	-	19	-	-	25
Fear of consequences/punishment	-	-	18	-	-	9
Expense of purchasing and consuming cannabis	-	-	18	-	-	20
Don't want to be a "bad influence"	-	-	15	-	-	15
Don't want to be labeled as a "stoner" or "pothead"	-	-	13	-	-	13
Concern about smells or other damage to my home, car, etc.	-	-	13	-	-	22
Fear of judgment	-	-	7	-	-	7
Don't want to cause worry	-	-	7	-	-	7
Too busy	-	-	6	-	-	3
Embarrassment	-	-	4	-	-	4
Other	-	-	11	-	-	10
I don't have a particular reason	-	-	33	-	-	31
Prefer not to answer	-	-	3	-	-	1

(IF NON-CONSUMER) qNCMEDICALBENEFITS: Do you think cannabis has medical benefits?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	-	-	68	-	-	68
No	-	-	11	-	-	11
Don't know	-	-	21	-	-	21

qDRIVINGSAFETY: How safe do you think it is for someone to drive under the influence of cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very safe	7	17	4	2	5	1
Somewhat safe	16	31	10	8	19	4
Somewhat unsafe	22	27	21	19	31	14
Very unsafe	45	19	55	67	43	76
I don't know	10	6	11	4	2	5

qDRUG: Do you consider cannabis a drug?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	59	37	68	78	59	85
No	31	56	20	15	34	8
I'm not sure	10	7	11	7	7	7

qMEDICALTF: Which of the following is closer to your view?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Most people who say they use cannabis for medical purposes don't actually have a medical need for it	43	28	49	46	35	51
Most people who say they use cannabis for medical purposes do have an actual medical need for it	57	72	51	54	65	49

(IF NON-CONSUMER AND HAVE USED BEFORE) qNCCONSIDERUSE: Would you ever consider using cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Unweighted Base	-	-	446	-	-	289
Base	-	-	451	-	-	287
Yes	-	-	24	-	-	22
No	-	-	73	-	-	73
Prefer not to say	-	-	3	-	-	5

(IF US) qLEGALSTATEUS: To the best of your knowledge, is cannabis legal in your state?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes, it's legal for medical use	29	35	27	-	-	-
Yes, it's legal for medical and recreational use	21	32	16	-	-	-
No	37	27	40	-	-	-
Don't know	14	7	17	-	-	-

(IF CONSUMER) qAGESTARTCONSUME: How old were you when you first tried cannabis? Your best estimate is fine.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
10 - 13	-	14	-	-	11	-
14 - 17	-	39	-	-	46	-
18 - 20	-	24	-	-	22	-
21+	-	19	-	-	20	-

(IF CONSUMER) qHOWLONGCONSUME: How many years have you been using cannabis? Your best estimate is fine.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
0 - 4	-	22	-	-	25	-
5 - 9	-	16	-	-	18	-
10 - 14	-	16	-	-	17	-
15 - 19	-	9	-	-	10	-
20+	-	35	-	-	28	-

(IF CONSUMER) qAGESTARTGENERAL: What do you think is an appropriate age to try cannabis for the first time?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Under 10	-	1	-	-	0	-
10 - 13	-	3	-	-	1	-
14 - 17	-	19	-	-	24	-
18 - 20	-	42	-	-	48	-
21+	-	34	-	-	26	-

(IF CONSUMER) qMETHODSTRIED. What methods of consuming cannabis have you tried? *Ranked by US Consumer*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Joint / Blunt	-	81	-	-	88	-
Pipe	-	65	-	-	62	-
Bong	-	62	-	-	59	-
Infused food or beverage	-	55	-	-	52	-
Vaporizer	-	42	-	-	47	-
Oil / Tincture / Capsule	-	37	-	-	51	-
Homemade device (apple, water bottle, etc)	-	35	-	-	39	-
Dabs / Shatter / Wax	-	30	-	-	28	-
Topical Cream	-	17	-	-	14	-
Other	-	1	-	-	2	-

(IF CONSUMER) qPREMETHOD. What is your preferred method of consuming cannabis? (ONLY SHOWN CHOICES SELECTED IN PREVIOUS QUESTION) *Ranked by US Consumer*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Joint / Blunt	-	48	-	-	48	-
Pipe	-	33	-	-	16	-
Infused food or beverage	-	21	-	-	21	-
Vaporizer	-	19	-	-	20	-
Bong	-	19	-	-	19	-
Oil / Tincture / Capsule	-	14	-	-	20	-
Topical Cream	-	8	-	-	4	-
Dabs / Shatter / Wax	-	8	-	-	8	-
Homemade device (apple, water bottle, etc.)	-	6	-	-	4	-
Other	-	0	-	-	2	-

(IF CONSUMER) qOCCASIONS. In which of the following situations do you enjoy using cannabis? *Ranked by US Consumer*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
When I'm home	-	73	-	-	71	-
When I'm with friends	-	51	-	-	55	-
When I'm at a party	-	41	-	-	44	-
When I'm on vacation / taking time off work	-	41	-	-	39	-
After work alone	-	40	-	-	41	-
On holidays / special occasions	-	38	-	-	37	-
Before doing chores / housework / running errands	-	30	-	-	29	-
Before going to a movie	-	28	-	-	30	-
When I'm with family	-	27	-	-	17	-
When I'm traveling	-	24	-	-	19	-
Before going to a sporting event or live performance	-	22	-	-	20	-
After work with co-workers	-	18	-	-	16	-
Before or during a workout	-	15	-	-	12	-
Before I go to work	-	11	-	-	7	-
When I'm at work	-	9	-	-	5	-
Other	-	6	-	-	7	-
None of the above	-	3	-	-	2	-

(IF CAN) qCANEDIBLES: To the best of your knowledge, are cannabis edibles (infused foods, beverages, candies, etc.) legal in Canada?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	-	-	-	41	50	37
No	-	-	-	32	34	31
I don't know	-	-	-	27	15	32

(IF CONSUMER AND HAVE HAD EDIBLE) qEDIBLE: Have you ever consumed a cannabis-infused food, beverage, candy, etc. that was too powerful, causing an uncomfortable or unpleasant experience?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	-	259	-	-	193	-
Yes, it was very unpleasant	-	15	-	-	15	-
Yes, it was somewhat unpleasant	-	23	-	-	27	-
No	-	62	-	-	58	-

gHYPOROMANTIC: Please indicate your personal level of comfort with each of the following hypothetical situations or circumstances in your life: Ranked by US All, Showing Very + somewhat comfortable	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Voting for a political candidate who is open about his/her use of cannabis	64	93	53	63	89	51
Spending money at a business where cannabis-related products are sold	63	94	50	59	89	46
Your work supervisor using cannabis outside of work	57	87	46	60	83	49
A portfolio manager invests some of your assets in cannabis-related equities	56	89	44	57	82	45
Your job/office/workplace partnering with, serving, or otherwise supporting a business related to cannabis	55	87	43	56	82	45
Being in a romantic relationship with someone who uses cannabis	53	92	38	50	88	34
Attending a social gathering where cannabis is being consumed	52	89	38	50	87	34
Sharing a home/living space with someone who uses cannabis	49	90	34	45	91	27
Your parent using cannabis	49	85	36	44	79	30
Your coworker showing up at work under the influence of cannabis	30	58	18	24	42	16
Your child using cannabis	29	55	19	24	45	15
Riding in a car in which the driver is under the influence of cannabis	27	55	15	17	35	9

gNORMALWINE_mA: What would you think about each of the following hypothetical situations or circumstances? Would you find them… Ranked by US All, Showing Totally normal	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Walking down the sidewalk with your friend, they pause and ask you to browse in a cannabis-related store with them	36	68	25	38	69	25
At a public sporting event, you see and smell other fans using cannabis in the stands	35	55	27	36	57	27
Walking outside of a local bar, you see a group of patrons sharing a joint on a public sidewalk and hear them offer you a hit	34	56	26	37	63	25
After an evening out, your date invites you over and offers you a hit of a joint	30	63	17	30	64	16
Your local coffee shop begins selling food and/or beverages infused with cannabis	23	43	15	19	35	11
A guest at a dinner party arrives with a bag of cannabis instead of a bottle of wine	21	46	11	18	37	9
At a gift swap, one of the items exchanged is gift card to a cannabis-related business	21	47	11	19	43	9
Coworkers consuming cannabis in an outdoor space at a work happy hour	20	39	13	18	30	12

(IF NON-CONSUMER) gNORMALWINE_mB: If you found yourself in the following situations, how likely would you be to buy or use cannabis yourself? Ranked by US Non-Consumer, Showing Very + somewhat likely	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Walking down the sidewalk with your friend, they pause and ask you to browse in a cannabis-related store with them	-	-	21	-	-	18
Your local coffee shop begins selling food and/or beverages infused with cannabis	-	-	20	-	-	13
After an evening out, your date invites you over and offers you a hit of a joint	-	-	19	-	-	12
At a gift swap, one of the items exchanged is gift card to a cannabis-related business	-	-	17	-	-	11
At a public sporting event, you see and smell other fans using cannabis in the stands	-	-	17	-	-	11
A guest at a dinner party arrives with a bag of cannabis instead of a bottle of wine	-	-	16	-	-	11
Walking outside of a local bar, you see a group of patrons sharing a joint on a public sidewalk and hear them offer you a hit	-	-	15	-	-	12
Coworkers consuming cannabis in an outdoor space at a work happy hour	-	-	13	-	-	10

qIMPROVESCONS. Which of the following, if any, do you think improves after consuming cannabis? Ranked by US All	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Anxiety/stress levels	58	77	51	55	78	45
Overall mood	51	77	41	44	72	32
Creativity	30	55	20	29	59	16
Sexual intercourse	21	41	14	18	41	9
Overall productivity	16	35	8	12	28	5
Motivation to go to work	11	24	6	7	16	2
Other	4	6	4	4	7	3
None of the above	26	3	35	27	2	39

gGOVTEDU: If the government were to do any of the following things, how much more likely would it make you to try using cannabis? *Ranked by US Non-Consumer, Showing Much more + somewhat more likely*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Fund research on the health impacts of cannabis use	-	-	30	-	-	19
Create standards to limit the amount of pesticides, mold, and other dangerous substances found in cannabis	-	-	27	-	-	16
Legalize cannabis on a federal level	-	-	26	-	-	0
Develop public education campaigns to support only responsible use of cannabis and its derivatives	-	-	26	-	-	16
Require cannabis businesses to report standardized yearly data surrounding safety practices, sales, marketing, etc. to the public and the government	-	-	25	-	-	14
Develop international accreditation standards for cannabis businesses and their partners	-	-	24	-	-	13

gINDUSTRYBESTPRAC: If the cannabis industry were to do any of the following things, how much more likely would it make you to try using cannabis?						
Ranked by US All, Showing Much more + somewhat more likely	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Partner with national health organizations to develop medicinal standards and regulations for cannabis	-	-	28	-	-	18
Increase industry funding for research on cannabis' effects	-	-	24	-	-	16
Institute a system of quality ratings or designations for cannabis products (such as letter grades, official markers, etc.)	-	-	24	-	-	17
Encourage cannabis businesses to pledge a certain percentage of profits to environmental conservation	-	-	24	-	-	14
Establish organizations that allow cannabis businesses and experts to collaborate on best practices in the industry	-	-	23	-	-	16

gCOMFORTPARENTS: How comfortable would you be using cannabis around the following people?						
Ranked by US Consumer, Showing Very + somewhat comfortable	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Your friends	-	91	-	-	89	-
Your coworkers	-	73	-	-	65	-
Your parents	-	66	-	-	53	-
Your favorite teacher	-	61	-	-	52	-
Your boss	-	56	-	-	43	-
Your grandparents	-	55	-	-	39	-
A religious leader	-	51	-	-	38	-
Children	-	44	-	-	32	-

(IF CAN) qCANEDUSATIS: How satisfied are you with the government's current public education efforts surrounding cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very satisfied	-	-	-	12	27	6
Somewhat satisfied	-	-	-	41	49	38
Somewhat dissatisfied	-	-	-	28	16	33
Very dissatisfied	-	-	-	19	8	24

(IF PARENT) qTHETALK: Have you ever had "the talk" with your child(ren) about cannabis?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	273	194	153	147	132	81
Yes	46	54	42	47	49	49
No	53	46	57	48	49	44
I don't remember	1	0	1	5	2	7

(IF HAD THE TALK) qTHETALK2: How old was your child?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	126	104	64	69	65	40
Under 10	22	27	17	22	26	18
10 - 13	52	39	63	45	43	46
14 - 18	27	35	19	35	33	36

(IF HAD THE TALK) qTHETALK3. Which of the following things, if any, did you discuss during your talk with your child? _Ranked by US All_	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	126	104	64	69	65	40
Cannabis use by people under the age of 18 can have a negative effect on brain development	43	45	43	73	57	84
Cannabis can influence people to make bad decisions	40	25	54	40	28	48
Cannabis use can be a part of a balanced lifestyle when used responsibly by adults	34	49	20	26	46	11
Cannabis use will negatively affect your chances of getting a job	34	23	44	23	15	28
Cannabis is a gateway drug and can lead to using hard drugs	33	13	51	30	25	34
Cannabis use is just as bad as smoking cigarettes	32	19	44	40	33	47
People will judge you for using cannabis	29	31	27	28	28	28
Cannabis use is okay in moderation	28	39	17	24	46	7
Cannabis use will negatively affect your chances of getting into college / university	26	20	32	25	18	31
Cannabis use will make you a bad influence on your peers	20	15	24	22	19	24
Alcohol is a safer alternative to cannabis	6	9	3	1	3	0
Other	5	4	6	5	4	6

qCANNABISSMELL: Which of the following comes closest to how you feel when you smell cannabis in public, such as when you're walking down the sidewalk?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
I enjoy the smell of cannabis in public	18	45	7	11	29	3
I don't care about the smell of cannabis in public	28	37	25	25	41	19
I don't notice the smell of cannabis in public	13	8	14	7	8	6
I don't enjoy the smell of cannabis in public	18	6	23	26	15	31
I hate when I smell cannabis in public	23	4	31	31	7	42

qCANNABISSMELL2: How big of a problem would you consider the smell of cannabis in public, for example when walking down the sidewalk?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Major problem	23	10	27	24	9	30
Minor problem	28	24	30	36	28	40
Not really a problem	28	29	28	25	32	23
Not a problem at all	21	37	15	15	31	7

qOVERDOSE: How many people would you estimate die from cannabis overdose per year worldwide?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
0	53	75	45	50	65	43
1 - 100	19	14	18	20	20	21
101 - 1,000	12	2	16	12	6	14
1,001 - 10,000	6	1	7	7	5	9
More than 10,000	4	2	5	5	2	6

(IF CONSUMER) qCANNAKNOWLEDGE: On the scale below, how much knowledge of cannabis quality, strains, varieties, etc. would you say you have?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
A great deal	-	27	-	-	18	-
Much	-	20	-	-	21	-
Some	-	33	-	-	35	-
A little	-	11	-	-	12	-
Very little	-	10	-	-	15	-

(IF CONSUMER) qCANNAPICKY: On the scale below, how selective of cannabis quality, strains, varieties, etc. would you say you are in your consumption?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Extremely selective	-	23	-	-	13	-
Quite selective	-	26	-	-	34	-
Somewhat selective	-	28	-	-	30	-
Not too selective	-	14	-	-	16	-
Not at all selective	-	8	-	-	6	-

(IF CONSUMER) qPREFERSTRAINS: Which of the following types/strains of cannabis do you prefer to use? If you are not familiar with these strains or do not have a preference, just say so.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Indica	-	14	-	-	20	-
Sativa	-	17	-	-	16	-
Hybrid of indica and sativa	-	30	-	-	29	-
I don't know	-	17	-	-	15	-
I don't have a preference	-	22	-	-	20	-

(IF CONSUMER) qHIGHHABIT: Which of the following is closest to your cannabis consumption habits?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
I am generally looking to achieve the same effects each time I use cannabis, and use it accordingly	-	57	-	-	51	-
I change my cannabis consumption to achieve different effects depending on what I'm doing	-	31	-	-	34	-
I am generally unable to predict how cannabis will affect me when I use it	-	12	-	-	15	-

(IF CONSUMER) qHIGHFEELINGS. When you use cannabis, what feeling(s) or effects are you generally looking to achieve? Select all that apply, even if you use cannabis for different situations/contexts. *Ranked by US Consumer*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Relaxation	-	69	-	-	77	-
Anxiety relief	-	62	-	-	62	-
Mellowness	-	56	-	-	56	-
Pain relief	-	55	-	-	57	-
Creativity	-	36	-	-	36	-
Silliness/Laughter	-	33	-	-	36	-
Sleepiness	-	33	-	-	46	-
Focus	-	28	-	-	30	-
Hunger	-	25	-	-	28	-
Thoughtfulness	-	25	-	-	24	-
Energy	-	23	-	-	24	-
Sexual excitement	-	23	-	-	24	-
Euphoria	-	23	-	-	25	-
Connection	-	16	-	-	21	-
Other	-	1	-	-	1	-

qTERMS. Which of the following nicknames do you commonly use to describe cannabis or cannabis products? *Ranked by US All*	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Weed	70	67	71	71	76	68
Pot	63	53	67	66	64	66
Grass	41	25	48	39	28	43
Mary Jane	35	29	38	29	26	29
Reefer	33	24	37	22	20	23
Blunt	30	34	28	21	31	15
Bud	27	39	21	22	34	17
Dope	27	18	31	37	33	38
Roach	25	20	27	21	23	20
Herb	24	32	21	19	23	16
Doobie	24	20	25	24	24	23
Ganja	19	23	17	22	28	19
Kush	18	28	14	18	33	11
Tree	11	18	8	4	7	3
Chronic	11	16	9	10	19	6
Dank	11	17	8	6	12	3
Spliff	7	11	5	15	24	11
Nuggets	6	12	4	4	8	3
Broccoli	5	7	4	2	5	1
Dutch	4	6	3	1	4	1
Catnip	3	3	3	2	4	2
Other	2	4	1	2	3	2
None of the above	9	5	11	11	3	15

(IF CAN) qCANCOSTSATIS: How satisfied are you with the cost of legal cannabis products in Canada?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very satisfied	-	-	-	9	16	6
Somewhat satisfied	-	-	-	40	40	39
Somewhat dissatisfied	-	-	-	28	30	28
Very dissatisfied	-	-	-	23	14	28

(IF CAN) qCANCHANGES. Which of the following cultural changes, if any, have you noticed since recreational cannabis was legalized in Canada on October 17, 2018? *Ranked by CAN All*	REPLACE ALL US	US All User	US All Non-User	REPLACE ALL CAN	CAN All User	CAN All Non-User
I notice more people being open about their cannabis use	-	-	-	40	58	33
I notice more people talking about cannabis	-	-	-	37	49	31
I smell cannabis in public areas more frequently	-	-	-	35	32	35
I notice more people consuming cannabis	-	-	-	23	29	20
I notice a wider variety of people using cannabis	-	-	-	23	37	17
I see more advertisements for cannabis-related products and events	-	-	-	22	30	19
I notice more people choosing to consume cannabis instead of alcohol	-	-	-	16	29	10
I notice / hear of more people driving under the influence of cannabis	-	-	-	15	12	17
I notice more references to cannabis in pop culture (music, television, movies, etc.) -	-	-	-	15	23	12
I notice more "no smoking" signs that ban cannabis	-	-	-	15	18	14

I notice more businesses encouraging cannabis use	-	-	-	9	12	8
I notice more cannabis-related events happening in my community	-	-	-	8	12	5
Other	-	-	-	1	1	1
I have not noticed any significant change since legalization	-	-	-	28	13	34

DEMOGRAPHICS

qAGE: What is your age?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
19-20	-	-	-	4	3	4
21-24	12	13	10	6	11	3
25-34	18	25	15	21	32	13
35-49	26	32	21	30	28	25
50-64	25	23	25	26	22	30
65+	18	5	26	17	4	24

qGENDER: Are you…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Male	49	52	47	49	54	46
Female	51	48	53	51	46	54
Other	0	0	0	0	0	0

(IF US) Code Age by Gender:	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Male 21-24	6	6	5	-	-	-
Male 25-34	10	13	8	-	-	-
Male 35-49	13	17	10	-	-	-
Male 50-64	12	11	13	-	-	-
Male 65+	9	5	11	-	-	-
Female 21-24	6	6	5	-	-	-
Female 25-34	9	13	6	-	-	-
Female 35-49	13	15	12	-	-	-
Female 50-64	13	12	14	-	-	-
Female 65+	10	2	15	-	-	-

(IF CAN) Code Age:	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
CA 19-24	-	-	-	10	14	7
CA 25-34	-	-	-	20	32	13
CA 35-44	-	-	-	18	20	16
CA 45-54	-	-	-	18	17	18
CA 55-64	-	-	-	17	12	20
CA 65+	-	-	-	18	5	26

(IF US) Code Region:	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Northeast	19	19	19	-	-	-
Midwest	21	18	22	-	-	-
South	38	36	38	-	-	-
West	23	26	21	-	-	-

(IF CAN) qPROV: Please identify what province or territory you live in.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Alberta	-	-	-	11	13	10
British Columbia	-	-	-	14	17	13
Manitoba	-	-	-	5	4	6
Nunavut	-	-	-	0	0	0
Northwest Territories	-	-	-	0	0	0
Ontario	-	-	-	37	38	37
Quebec	-	-	-	21	15	24
Nova Scotia	-	-	-	2	2	2
Prince Edward Island	-	-	-	0	0	0
Saskatchewan	-	-	-	5	6	4
New Brunswick	-	-	-	3	5	2
Newfoundland and Labrador	-	-	-	2	1	2
Yukon	-	-	-	0	0	0
I don't live in Canada	-	-	-	0	0	0

(IF CAN) qPROVCODE: Province Coding	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Alberta	-	-	-	11	13	10
British Columbia	-	-	-	14	17	13
Saskatchewan and Manitoba	-	-	-	10	10	10
Ontario	-	-	-	37	38	37
Quebec	-	-	-	21	15	24
Atlantic Canada	-	-	-	7	9	5
Northern Canada	-	-	-	0	0	0

(IF US) qRACE. Which of the following describes your race? Select all that apply.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
White	71	70	72	-	-	-
Black or African-American	14	16	13	-	-	-
Asian or Asian-American	6	4	7	-	-	-
Hispanic, Latino, or of Spanish origin (such as Mexican, Puerto Rican or Cuban)	13	14	11	-	-	-
Native American/American Indian/Alaska Native	2	3	2	-	-	-
Native Hawaiian/Other Pacific Islanders	0	0	0	-	-	-
Some other race	1	1	1	-	-	-

(IF CAN) qRACECAN: Thinking about your own identity in ethnic or cultural terms, please select which country you most identify yourself with.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
North American origins	-	-	-	40	46	36
British Isles origins	-	-	-	19	15	22
Western European origins	-	-	-	13	12	13
Eastern European origins	-	-	-	8	7	9
Southern European origins	-	-	-	4	2	5
Other European origins	-	-	-	2	3	2
Caribbean origins	-	-	-	1	1	2
Latin, Central, South American origins	-	-	-	1	2	1
African origins	-	-	-	1	1	1
Asian origins	-	-	-	8	8	8
Oceania origins	-	-	-	0	0	0
Other	-	-	-	2	2	2

(IF US) qHISP: Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Unweighted Base	1068	413	655	-	-	-
Base	873	404	646	-	-	-
Yes	2	3	2	-	-	-
No	98	97	98	-	-	-

(IF US) Code Race:	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Non-Hispanic White	65	62	67	-	-	-
Non-Hispanic Black or African-American	12	14	11	-	-	-
Non-Hispanic Asian	5	3	6	-	-	-
Hispanic	15	17	13	-	-	-
Non-Hispanic Other	3	4	2	-	-	-

qEDU: What is the highest degree or level of school you have completed?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
No high school	0	1	0	1	0	1
Some high school	4	5	3	5	5	5
High school graduate or equivalent (i.e. GED)	34	34	33	32	28	33
Some college, but degree not received or in progress	20	21	20	24	27	22
Associate degree (i.e. AA, AS)	11	11	11	10	10	11
Bachelor's degree (i.e. BA, BS, AB)	20	21	20	20	22	20
Graduate degree (i.e. Master's, Professional, Doctorate)	10	7	12	7	7	8

(IF US) qEDUCODE: Education	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
US HS or Less	39	40	37	-	-	-
US Some college/Technical school	31	32	31	-	-	-
US College +	30	28	32	-	-	-
None of These Classifications Apply	-	-	-	38	34	39
CAN Some college/Technical school	-	-	-	34	37	33
CAN College +	-	-	-	28	29	28

qPARENT: Are you the parent or guardian of any children under 18 now living in your household?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	27	41	21	24	36	19
No	73	59	79	76	64	81

(IF PARENT) qPARENT2: How many children under the age of 18 live in your household?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	273	194	153	147	132	81
1	44	43	44	52	59	47
2	40	37	43	35	34	35
3	11	15	8	10	5	14
4	3	2	4	3	2	4
5	1	2	1	0	0	0
6	0	1	0	0	0	1

(IF PARENT) qPARENT3. Please mark the age ranges in which the children under 18 living in your household fall. If multiple children are in the same age range, please select only that box for those children.	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Base	273	194	153	147	132	81
0-4 years	36	34	36	34	38	29
5-9 years	42	47	38	37	31	40
10-13 years	34	35	33	34	27	39
14-18 years	33	36	31	33	33	35

(IF US) qREGISTER: Are you currently registered to vote in your district?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Yes	84	85	84	-	-	-
No	14	13	14	-	-	-
I don't know	2	2	2	-	-	-

qMARITALSHORT: What is your current marital status?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Married	51	45	54	47	40	52
Divorced	10	11	9	8	7	9
Separated	1	2	1	4	4	4
Widowed	4	3	5	3	2	4
Never married	34	39	30	37	48	32

qINCOME: In 2018 what was your total family income before taxes?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Less than $25,000	26	27	25	16	14	16
$25,000 - $34,999	11	12	10	10	13	9
$35,000 - $49,999	16	16	16	16	14	16
$50,000 - $74,999	18	16	18	23	21	23
$75,000 - $99,999	12	12	12	16	18	16
$100,000 - $149,999	11	11	12	14	14	13
$150,000 - $199,999	4	4	4	4	3	4
$200,000 and above	3	2	3	2	2	2

qEMPLOYMENT: Which of the following best describes you?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Employed full time (working more than 30 hours per week)	37	46	33	44	55	38
Employed part time (working less than 30 hours per week)	10	13	9	12	15	10
Unemployed but looking for work	12	12	11	9	9	8
Homemaker or stay-at-home parent	12	11	12	7	7	7
Full-time student	3	3	2	4	5	4
Retired	26	15	32	24	9	33

qLOCATION: Do you live in a city, suburb just outside a city, or a less developed rural area not near a city?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
City	30	36	26	53	65	48
Suburb	47	44	48	27	23	30
Rural area	24	20	25	19	12	22

(IF US) qPARTYUS: Regardless of how you might be registered to vote, do you consider yourself a…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Democrat	36	40	35	-	-	-
Republican	31	26	33	-	-	-
Independent	26	26	26	-	-	-
Something else	7	8	7	-	-	-

(IF US) qPARTYLEANUS: As of today do you lean more to…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Unweighted Base	393	158	235	-	-	-
Base	331	158	238	-	-	-
The Republican Party	43	40	45	-	-	-
The Democratic Party	57	60	55	-	-	-

(IF US AND DEMOCRATIC PARTY) qD: And would you say you are a…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Unweighted Base	443	189	254	-	-	-
Base	364	190	253	-	-	-
Strong Democrat	64	68	62	-	-	-
Lean Democrat	36	32	38	-	-	-

(IF US AND REPUBLICAN PARTY) qR: And would you say you are a…	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Unweighted Base	364	124	240	-	-	-
Base	305	123	238	-	-	-
Strong Republican	52	56	51	-	-	-
Lean Republican	48	44	49	-	-	-

(IF CAN) qPARTYCAN: Which of the following parties do you identify with most?	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Liberal	-	-	-	30	34	28
Conservative	-	-	-	29	18	34
NDP	-	-	-	15	20	12
Green	-	-	-	7	11	5
Bloc Quebecois	-	-	-	3	3	3
Something else	-	-	-	17	14	18

qIDEO5: In general, would you describe your political views as...	US All	US Consumer	US Non-Consumer	CAN All	CAN Consumer	CAN Non-Consumer
Very Liberal	11	19	8	12	19	9
Somewhat Liberal	16	17	16	20	20	20
Moderate	40	37	41	47	43	48
Somewhat Conservative	19	17	20	15	13	17
Very Conservative	13	10	15	6	5	6