

# Six in ten or more Ontarians are open or somewhat open to private companies being able to retail cannabis in stores, buy directly from producers, and distribute cannabis between retailers and producers

Fire and Flower | Summary | Confidential | Draft

Conducted by Nanos for Fire and Flower Cannabis Co., October 2019  
Submission 2019-1520

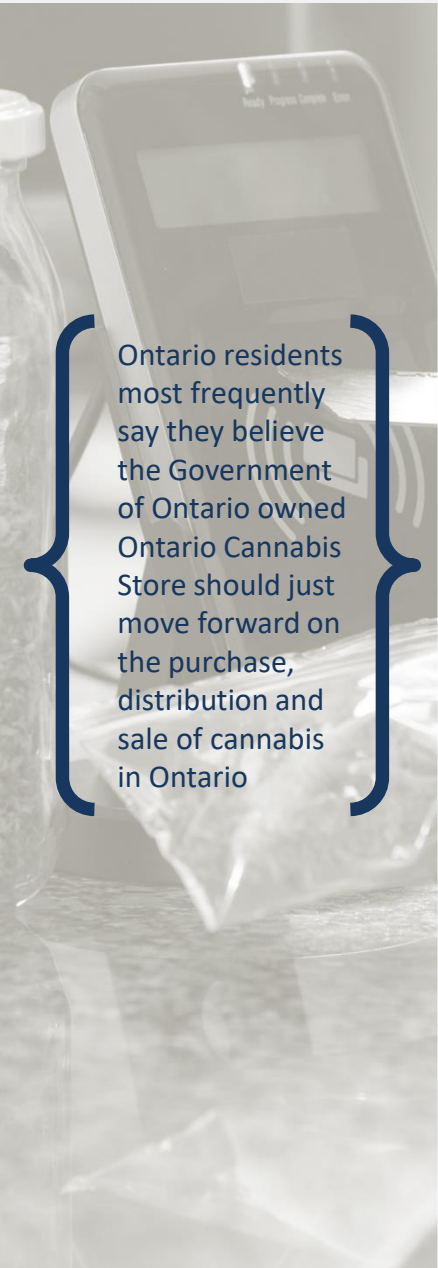


A background image showing a close-up of a cannabis dispensary counter. It includes a digital scale, a container, and some cannabis buds.

A majority of Ontarians are open or somewhat open to private companies being allowed to retail cannabis in stores, buy directly from producers, and distribute between producers and retailers

Based on a representative online survey conducted by Nanos Research, a majority of Ontarians are open or somewhat open to private companies being able to retail cannabis in stores, buy cannabis from producers directly, and distribute cannabis between producers and retailers. Ontarians are more likely to prefer an approach where private sector companies are able to buy, sell, and distribute cannabis with the oversight of the Ontario Government.

- **Ontarians are more likely to prefer an approach where private sector companies, with Government of Ontario oversight, purchase, distribute and sell cannabis** – Fifty-one per cent of Ontarians prefer an approach where the private sector companies, with Government of Ontario oversight, purchases, distributes and can sell cannabis. Thirty-one per cent say they would prefer an approach where the Government of Ontario owned Ontario Cannabis Store, is the only purchaser, the only distributor and is the only seller of cannabis. Nineteen per cent are unsure.
- **Close to two in three Ontarians are open or somewhat open to private companies being allowed to retail cannabis in stores** – A majority of Ontarians are open (36%) or somewhat open (28%) to private companies being allowed to retail cannabis in stores, given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, while nine per cent are somewhat not open and 19 per cent are not open. Seven per cent are unsure.
- **Over three in five Ontarians are open or somewhat open to private companies being able to buy cannabis from producers directly** – When asked their level of openness to private companies being able to buy cannabis directly from producers, given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, 33 per cent say they would be open, while 29 per cent say they would be somewhat open, while 11 per cent are somewhat not open and 19 per cent are not open. Eight per cent are unsure.

A background image showing cannabis packaging, including a white bag and a clear plastic bag, with a blue bracket highlighting the summary text.

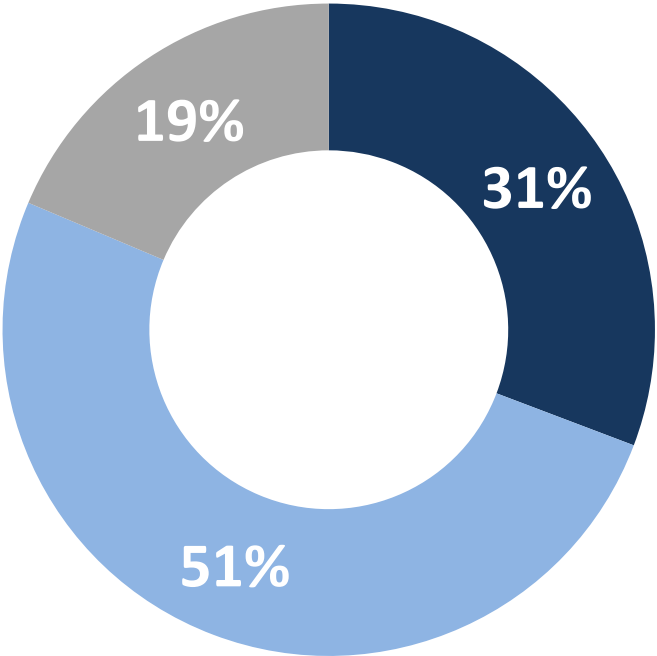
Ontario residents most frequently say they believe the Government of Ontario owned Ontario Cannabis Store should just move forward on the purchase, distribution and sale of cannabis in Ontario

- **Over three in five Ontarians are open or somewhat open to private companies being allowed to distribute cannabis between producers and retailers** – A majority of Ontario residents are open (31%) while 30 per cent are somewhat open to private companies being allowed to distribute cannabis between producers and retailers, given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, while 11 per cent are somewhat not open and 19 per cent are not open, and nine per cent are unsure.
- **Close to three in five Ontarians are open or somewhat open to private companies being allowed to retail cannabis online** – A majority of Ontarians are open (31%) or somewhat open (27%) to private companies being allowed to retail cannabis online, given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, while 11 per cent are somewhat not open and 24 per cent are not open. Seven per cent are unsure.
- **Ontarians are divided on how to move forward** – When asked which of the following two opinions, if either, best reflects their personal view, 39 per cent of Ontarians say they believe the Government of Ontario owned Ontario Cannabis Store should just move forward on the purchase, distribution and sale of cannabis in Ontario, while three in ten (30%) of Ontarians believe the Government of Ontario owned Ontario Cannabis Store should pause on its approach to the purchase, distribution and sale of cannabis in Ontario to consider best practices around the world. Nineteen per cent say neither reflects their opinion and 13 per cent are unsure.

These observations are based on a representative online survey of 1005 Ontario residents, 18 years of age or older, between October 23<sup>rd</sup> to 26<sup>th</sup>, 2019.

This study was commissioned by Fire and Flower Cannabis Co. and the research was conducted by Nanos Research.

# Direction for purchase, distribution and sale of cannabis



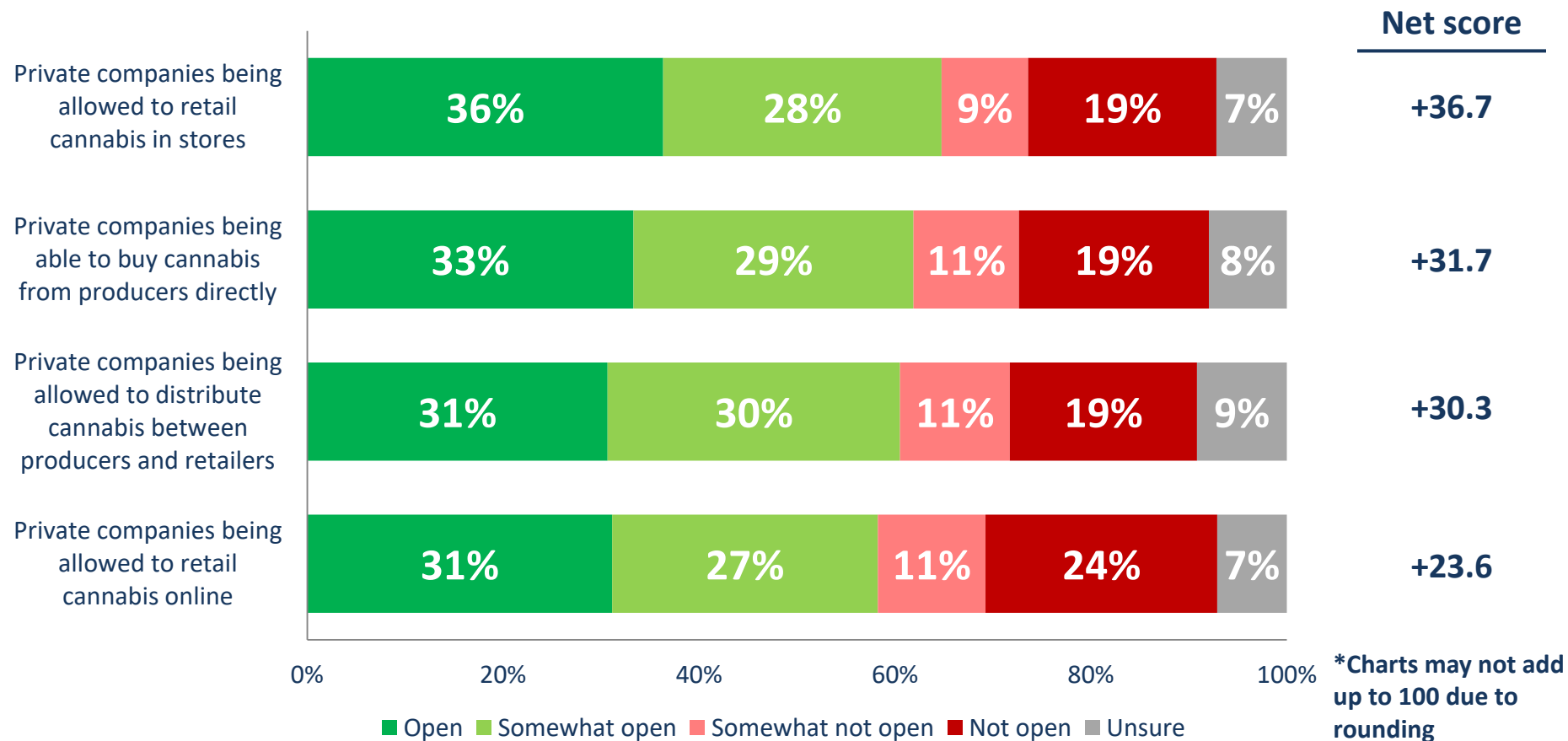
- An approach where the Government of Ontario owned Ontario Cannabis Store, is the only purchaser, the only distributor and is the only seller of cannabis
- An approach where the private sector companies, with Government of Ontario oversight, purchases, distributes and can sell cannabis
- Unsure

|                                  | Private companies approach |
|----------------------------------|----------------------------|
| City of Toronto (n=210)          | 50.2%                      |
| Eastern Ontario (n=140)          | 53.1%                      |
| Golden Horseshoe West (n=176)    | 54.8%                      |
| GTA (n=230)                      | 45.2%                      |
| Central/Northern Ontario (n=141) | 57.7%                      |
| Southwestern Ontario (n=108)     | 41.9%                      |
| Male (n=470)                     | 53.7%                      |
| Female (n=535)                   | 47.8%                      |
| 18 to 29 (n=177)                 | 56.1%                      |
| 30 to 39 (n=210)                 | 52.4%                      |
| 40 to 49 (n=183)                 | 50.5%                      |
| 50 to 59 (n=184)                 | 45.7%                      |
| 60 plus (n=251)                  | 49.1%                      |

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

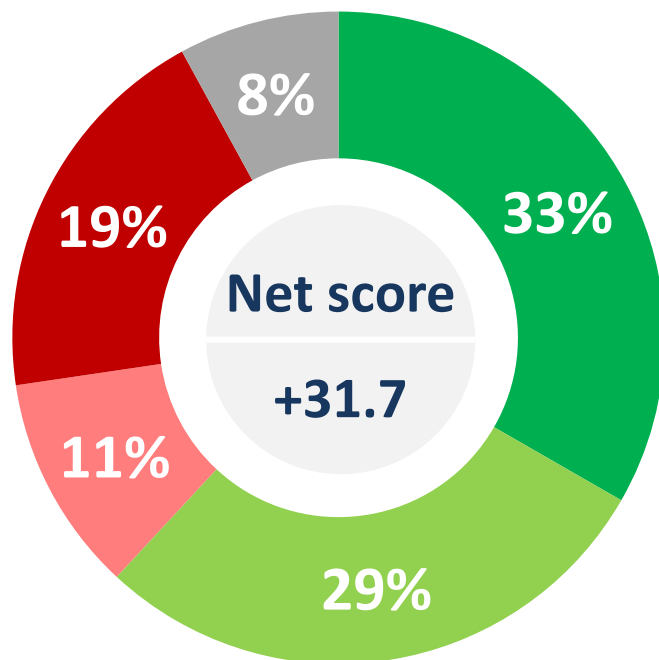
**QUESTION** – What general direction would you prefer when it comes to the purchase, distribution and sale of cannabis in Ontario. [RANDOMIZE]

# Openness towards private companies



**QUESTION** – Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

# Openness to private companies buying cannabis directly



■ Open ■ Somewhat open ■ Somewhat not open ■ Not open ■ Unsure

|                                  | Open/Somewhat open |
|----------------------------------|--------------------|
| City of Toronto (n=210)          | 56.2%              |
| Eastern Ontario (n=140)          | 65.5%              |
| Golden Horseshoe West (n=176)    | 63.2%              |
| GTA (n=230)                      | 56.1%              |
| Central/Northern Ontario (n=141) | 72.6%              |
| Southwestern Ontario (n=108)     | 61.8%              |
| Male (n=470)                     | 63.6%              |
| Female (n=535)                   | 60.4%              |
| 18 to 29 (n=177)                 | 66.4%              |
| 30 to 39 (n=210)                 | 65.6%              |
| 40 to 49 (n=183)                 | 59.9%              |
| 50 to 59 (n=184)                 | 63.4%              |
| 60 plus (n=251)                  | 56.9%              |

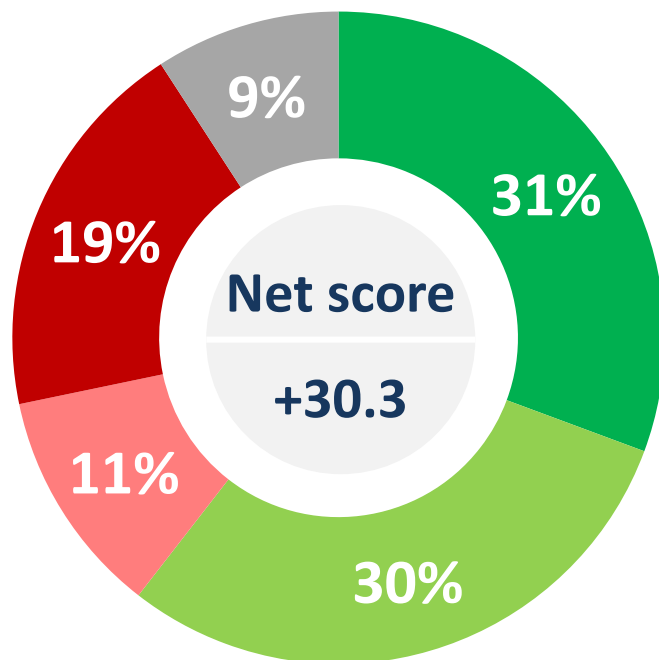
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

**Private companies being able to buy cannabis from producers directly**

# Openness to private companies being allowed to distribute cannabis



■ Open ■ Somewhat open ■ Somewhat not open ■ Not open ■ Unsure

|                                  | Open/Somewhat open |
|----------------------------------|--------------------|
| City of Toronto (n=210)          | 54.4%              |
| Eastern Ontario (n=140)          | 67.2%              |
| Golden Horseshoe West (n=176)    | 62.0%              |
| GTA (n=230)                      | 57.0%              |
| Central/Northern Ontario (n=141) | 67.1%              |
| Southwestern Ontario (n=108)     | 58.6%              |
| Male (n=470)                     | 65.2%              |
| Female (n=535)                   | 56.2%              |
| 18 to 29 (n=177)                 | 67.3%              |
| 30 to 39 (n=210)                 | 67.2%              |
| 40 to 49 (n=183)                 | 57.7%              |
| 50 to 59 (n=184)                 | 61.2%              |
| 60 plus (n=251)                  | 53.3%              |

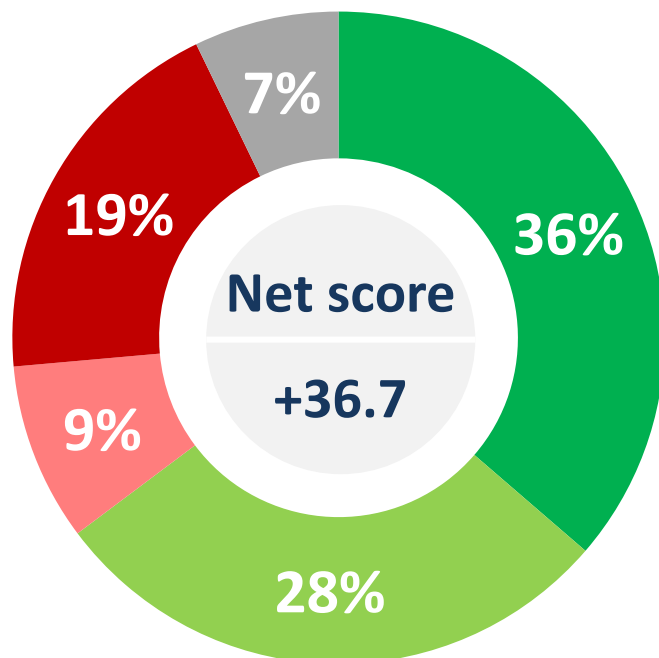
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

**Private companies being allowed to distribute cannabis between producers and retailers**

# Openness to private companies being allowed retail cannabis in stores



■ Open ■ Somewhat open ■ Somewhat not open ■ Not open ■ Unsure

|                                  | Open/Somewhat open |
|----------------------------------|--------------------|
| City of Toronto (n=210)          | 58.6%              |
| Eastern Ontario (n=140)          | 70.5%              |
| Golden Horseshoe West (n=176)    | 68.8%              |
| GTA (n=230)                      | 59.5%              |
| Central/Northern Ontario (n=141) | 70.8%              |
| Southwestern Ontario (n=108)     | 64.5%              |
| Male (n=470)                     | 68.2%              |
| Female (n=535)                   | 61.6%              |
| 18 to 29 (n=177)                 | 72.1%              |
| 30 to 39 (n=210)                 | 64.5%              |
| 40 to 49 (n=183)                 | 61.8%              |
| 50 to 59 (n=184)                 | 65.6%              |
| 60 plus (n=251)                  | 61.1%              |

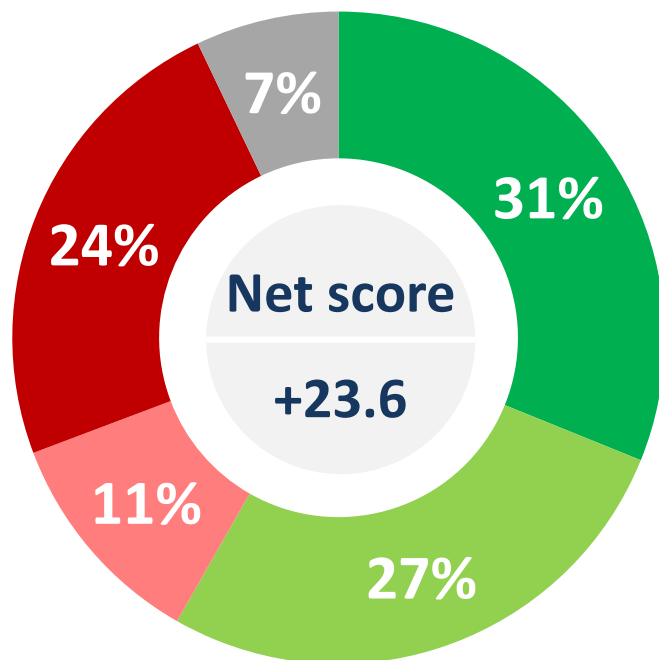
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

**Private companies being allowed to retail cannabis in store**

# Openness to private companies being allowed retail cannabis online



■ Open ■ Somewhat open ■ Somewhat not open ■ Not open ■ Unsure

|                                  | Open/Somewhat open |
|----------------------------------|--------------------|
| City of Toronto (n=210)          | 50.8%              |
| Eastern Ontario (n=140)          | 61.9%              |
| Golden Horseshoe West (n=176)    | 60.8%              |
| GTA (n=230)                      | 54.9%              |
| Central/Northern Ontario (n=141) | 65.7%              |
| Southwestern Ontario (n=108)     | 59.5%              |
| Male (n=470)                     | 62.1%              |
| Female (n=535)                   | 54.7%              |
| 18 to 29 (n=177)                 | 72.8%              |
| 30 to 39 (n=210)                 | 63.6%              |
| 40 to 49 (n=183)                 | 55.2%              |
| 50 to 59 (n=184)                 | 59.5%              |
| 60 plus (n=251)                  | 46.1%              |

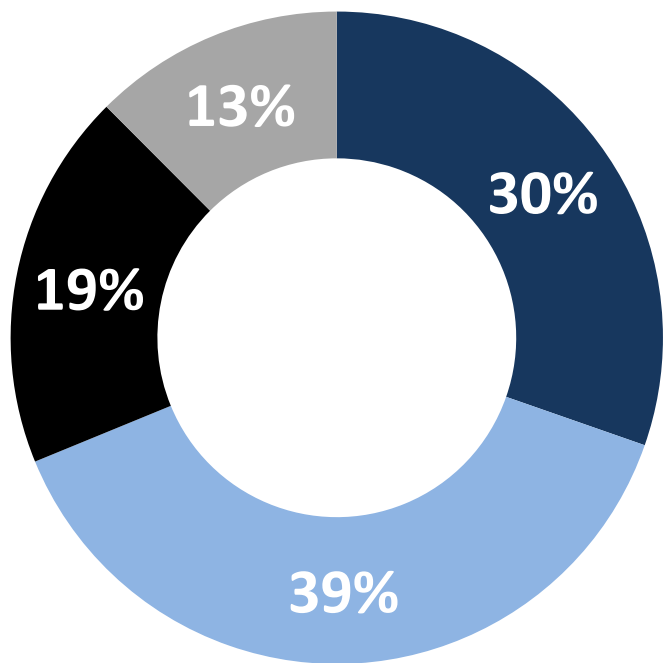
\*Weighted to the true population proportion.

\*Charts may not add up to 100 due to rounding.

**QUESTION** – Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

**Private companies being allowed to retail cannabis online**

# Personal opinion how the Ontario Cannabis Store should handle approach



- I believe the Government of Ontario owned Ontario Cannabis Store should pause on its approach
- I believe the Government of Ontario owned Ontario Cannabis Store should just move forward
- Neither reflects my opinion
- Unsure

|                                  | Move forward |
|----------------------------------|--------------|
| City of Toronto (n=210)          | 38.9%        |
| Eastern Ontario (n=140)          | 43.0%        |
| Golden Horseshoe (n=176)         | 36.1%        |
| GTA (n=230)                      | 36.4%        |
| Central/Northern Ontario (n=141) | 40.0%        |
| Southwestern Ontario (n=108)     | 37.8%        |
| Male (n=470)                     | 40.2%        |
| Female (n=535)                   | 36.8%        |
| 18 to 29 (n=177)                 | 49.0%        |
| 30 to 39 (n=210)                 | 37.0%        |
| 40 to 49 (n=183)                 | 38.9%        |
| 50 to 59 (n=184)                 | 30.8%        |
| 60 plus (n=251)                  | 36.9%        |

\*Weighted to the true population proportion.  
\*Charts may not add up to 100 due to rounding.

**QUESTION** – Which of the following two opinions, if either, best reflects your personal view: [ROTATE] I believe the Government of Ontario owned Ontario Cannabis Store should pause on its approach to the purchase, distribution and sale of cannabis in Ontario to consider best practices around the world OR I believe the Government of Ontario owned Ontario Cannabis Store should just move forward on the purchase, distribution and sale of cannabis in Ontario



Nanos conducted a representative online non-probability survey of 1,005 Ontario residents drawn from a panel, 18 years of age or older, between October 23<sup>rd</sup> and 26<sup>th</sup>, 2019. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Ontario. The region of Golden Horseshoe West includes Halton, Hamilton, Niagara, Waterloo, Regions and Brant County.

No margin of error applies to this research.

The research was commissioned by Fire and Flower Cannabis Co. and was conducted by Nanos Research.

Note: Charts may not add up to 100 due to rounding.

# TECHNICAL NOTE

| Element                          | Description   |
|----------------------------------|---|
| Research sponsor                 | Fire and Flower Cannabis Co.  |
| Population and Final Sample Size | 1005 Ontario residents.   |
| Source of Sample                 | Prodege   |
| Type of Sample                   | Representative sample   |
| Margin of Error                  | No margin of error applies to this research.  |
| Mode of Survey                   | Representative online survey  |
| Sampling Method Base             | Not applicable.   |
| Demographics (Captured)          | City of Toronto, Eastern Ontario, Golden Horseshoe West, GTA, Central/Northern Ontario, Southwestern Ontario; Men and Women; 18 years or older. Six digit postal code was used to validate geography.   |
| Field Dates                      | October 23 <sup>rd</sup> to 26 <sup>th</sup> , 2019.  |
| Language of Survey               | The survey was conducted in English only.   |
| Standards                        | Nanos Research is a member of the Canadian Research Insights Council (CRIC) and confirms that this research fully complies with all CRIC Standards including the CRIC Public Opinion Research Standards and Disclosure Requirements.<br><a href="https://canadianresearchinsightscouncil.ca/standards/">https://canadianresearchinsightscouncil.ca/standards/</a> |

| Element                           | Description   |
|-----------------------------------|---|
| Weighting of Data                 | The results were weighted by age and gender using the latest Census information (2016) and the sample is geographically stratified to ensure a distribution across all regions of Ontario. See tables for full weighting disclosure |
| Screening                         | Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.         |
| Excluded Demographics             | Individuals younger than 18 years old and individuals without internet access could not participate.  |
| Stratification                    | The sample is geographically stratified to be representative of the province of Ontario.  |
| Estimated Response Rate           | Not applicable  |
| Question Order                    | Question order in the preceding report reflects the order in which they appeared in the original questionnaire.   |
| Question Content                  | All questions asked are contained in the report.  |
| Question Wording                  | The questions in the preceding report are written exactly as they were asked to individuals.  |
| Research/Data Collection Supplier | Nanos Research  |
| Contact                           | Contact Nanos Research for more information or with any concerns or questions.<br><a href="http://www.nanos.co">http://www.nanos.co</a><br>Telephone:(613) 234-4666 ext. 237<br>Email: info@nanosresearch.com.                      |



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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

|   |  |            | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|---|--|------------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|   |  |            | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - As you may know there are different approaches to the purchase, distribution and sale of cannabis in Ontario. What general direction would you prefer when it comes to the purchase, distribution and sale of cannabis in Ontario. [RANDOMIZE] | Total  | Unwgt<br>N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|   |  | Wgt N      | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|   | An approach where the Government of Ontario owned Ontario Cannabis Store, is the only purchaser, the only distributor and is the only seller of cannabis | %          | 30.8               | 32.4               | 24.1               | 30.1                        | 36.9  | 26.6                        | 30.9                    | 33.5   | 28.3   | 27.0        | 28.4        | 29.1        | 31.2        | 35.4       |
|   | An approach where the private sector companies, with Government of Ontario oversight, purchases, distributes and can sell cannabis                       | %          | 50.6               | 50.2               | 53.1               | 54.8                        | 45.2  | 57.7                        | 41.9                    | 53.7   | 47.8   | 56.1        | 52.4        | 50.5        | 45.7        | 49.1       |
|   | Unsure   | %          | 18.6               | 17.5               | 22.8               | 15.2                        | 17.9  | 15.7                        | 27.2                    | 12.8   | 24.0   | 16.9        | 19.2        | 20.4        | 23.1        | 15.5       |
|   |  |            |                    |                    |                    |                             |   |                             |                         |        |        |             |             |             |             |            |

Nanos conducted a representative online non-probability survey drawn from a panel, October 23<sup>rd</sup> to 26<sup>th</sup> 2019, n=1005 Ontario residents drawn from a panel. No margin of error applies to this research.

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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

|  |                   |            | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|--|-------------------|------------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|  |                   |            | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - Private<br>companies being able<br>to buy cannabis from<br>producers directly | Total             | Unwgt<br>N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|  |                   | Wgt N      | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|  | Open              | %          | 33.3               | 33.9               | 33.2               | 33.3                        | 30.6  | 40.7                        | 26.5                    | 35.8   | 31.0   | 35.1        | 38.5        | 28.2        | 34.9        | 31.1       |
|  | Somewhat open     | %          | 28.6               | 22.3               | 32.3               | 29.9                        | 25.5  | 31.9                        | 35.3                    | 27.8   | 29.4   | 31.3        | 27.1        | 31.7        | 28.5        | 25.8       |
|  | Somewhat not open | %          | 10.8               | 14.7               | 11.3               | 10.1                        | 12.2  | 8.2                         | 4.5                     | 11.3   | 10.2   | 15.6        | 13.5        | 8.4         | 7.6         | 9.4        |
|  | Not open          | %          | 19.4               | 21.4               | 10.8               | 21.3                        | 24.4  | 12.9                        | 22.6                    | 19.0   | 19.7   | 11.3        | 12.3        | 22.7        | 20.9        | 25.9       |
|  | Unsure            | %          | 8.0                | 7.7                | 12.4               | 5.4                         | 7.2   | 6.3                         | 11.1                    | 6.1    | 9.7    | 6.7         | 8.5         | 9.0         | 8.2         | 7.8        |

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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

|  |                   |            | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|--|-------------------|------------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|  |                   |            | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - Private<br>companies being<br>allowed to distribute<br>cannabis between<br>producers and<br>retailers | Total             | Unwgt<br>N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|  |                   | Wgt N      | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|  | Open              | %          | 30.7               | 31.9               | 29.9               | 32.4                        | 29.1  | 34.6                        | 23.6                    | 34.1   | 27.5   | 31.5        | 37.0        | 27.0        | 33.8        | 26.6       |
|  | Somewhat open     | %          | 29.9               | 22.5               | 37.3               | 29.6                        | 27.9  | 32.5                        | 35.0                    | 31.1   | 28.7   | 35.8        | 30.2        | 30.7        | 27.4        | 26.7       |
|  | Somewhat not open | %          | 11.2               | 14.7               | 9.1                | 10.2                        | 11.6  | 9.8                         | 10.3                    | 9.7    | 12.6   | 10.6        | 10.0        | 13.6        | 9.8         | 11.9       |
|  | Not open          | %          | 19.1               | 21.0               | 11.0               | 21.3                        | 22.5  | 16.1                        | 19.7                    | 19.1   | 19.1   | 12.3        | 14.6        | 21.2        | 20.8        | 24.0       |
|  | Unsure            | %          | 9.2                | 9.9                | 12.7               | 6.4                         | 9.0   | 7.1                         | 11.4                    | 6.0    | 12.1   | 9.8         | 8.3         | 7.6         | 8.1         | 10.8       |

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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

|  |                   |            | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|--|-------------------|------------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|  |                   |            | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - Private<br>companies being<br>allowed to retail<br>cannabis in stores | Total             | Unwgt<br>N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|  |                   | Wgt N      | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|  | Open              | %          | 36.3               | 36.2               | 39.7               | 36.0                        | 33.7  | 40.1                        | 32.5                    | 40.5   | 32.5   | 40.2        | 36.2        | 33.9        | 39.5        | 33.1       |
|  | Somewhat open     | %          | 28.4               | 22.4               | 30.8               | 32.8                        | 25.8  | 30.7                        | 32.0                    | 27.7   | 29.1   | 31.9        | 28.3        | 27.9        | 26.1        | 28.0       |
|  | Somewhat not open | %          | 8.8                | 11.1               | 8.4                | 7.9                         | 9.2   | 7.8                         | 7.2                     | 7.2    | 10.3   | 5.7         | 12.2        | 10.4        | 8.4         | 8.5        |
|  | Not open          | %          | 19.2               | 21.1               | 8.3                | 19.7                        | 24.2  | 16.7                        | 22.1                    | 18.9   | 19.5   | 13.4        | 15.2        | 21.6        | 19.0        | 24.3       |
|  | Unsure            | %          | 7.2                | 9.2                | 12.7               | 3.7                         | 7.0   | 4.8                         | 6.2                     | 5.8    | 8.5    | 8.9         | 8.0         | 6.3         | 7.0         | 6.2        |

Nanos conducted a representative online non-probability survey drawn from a panel, October 23<sup>rd</sup> to 26<sup>th</sup> 2019, n=1005 Ontario residents drawn from a panel. No margin of error applies to this research.

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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

Given that in all instances the Government of Ontario would still be responsible for safety oversight and enforcing and compliance with regulations, are you open, somewhat open, somewhat not open or not open to the following: [RANDOMIZE]

|   |                   |            | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|---|-------------------|------------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|   |                   |            | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - Private<br>companies being<br>allowed to retail<br>cannabis online | Total             | Unwgt<br>N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|   |                   | Wgt N      | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|   | Open              | %          | 31.1               | 33.1               | 28.8               | 31.3                        | 28.9  | 36.0                        | 27.2                    | 34.4   | 28.1   | 34.5        | 37.8        | 26.3        | 33.7        | 26.2       |
|   | Somewhat open     | %          | 27.1               | 17.7               | 33.1               | 29.5                        | 26.0  | 29.7                        | 32.3                    | 27.7   | 26.6   | 38.3        | 25.8        | 28.9        | 25.8        | 19.9       |
|   | Somewhat not open | %          | 11.0               | 15.8               | 13.2               | 6.8                         | 10.4  | 8.9                         | 10.5                    | 8.9    | 13.0   | 10.3        | 13.5        | 11.8        | 6.4         | 12.7       |
|   | Not open          | %          | 23.6               | 24.3               | 14.5               | 27.2                        | 28.4  | 22.1                        | 20.6                    | 23.0   | 24.3   | 11.3        | 15.5        | 23.6        | 26.2        | 35.1       |
|   | Unsure            | %          | 7.1                | 9.1                | 10.4               | 5.3                         | 6.4   | 3.4                         | 9.4                     | 6.0    | 8.1    | 5.7         | 7.5         | 9.3         | 7.8         | 6.1        |

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## 2019-1520 – Fire and Flower Cannabis Co. – STAT SHEET

|   |   |         | Region             |                    |                    |                             |   |                             |                         | Gender |        | Age         |             |             |             |            |
|---|---|---------|--------------------|--------------------|--------------------|-----------------------------|---|-----------------------------|-------------------------|--------|--------|-------------|-------------|-------------|-------------|------------|
|   |   |         | Ontario<br>2019-10 | City of<br>Toronto | Eastern<br>Ontario | Golden<br>Horseshoe<br>West | GTA -<br>includes<br>Durham,<br>Peel, York<br>Regions | Central/Northern<br>Ontario | Southwestern<br>Ontario | Male   | Female | 18 to<br>29 | 30 to<br>39 | 40 to<br>49 | 50 to<br>59 | 60<br>plus |
| Question - Which of the following two opinions, if either, best reflects your personal view:<br>[ROTATE] I believe the Government of Ontario owned Ontario Cannabis Store should pause on its approach to the purchase, distribution and sale of cannabis in Ontario to consider best practices around the world<br>OR I believe the Government of Ontario owned Ontario Cannabis Store should just move forward on the purchase, distribution and sale of cannabis in Ontario. | Total   | Unwgt N | 1005               | 210                | 140                | 176                         | 230   | 141                         | 108                     | 470    | 535    | 177         | 210         | 183         | 184         | 251        |
|   |   | Wgt N   | 1000               | 203                | 133                | 170                         | 223   | 165                         | 106                     | 480    | 520    | 196         | 160         | 170         | 190         | 284        |
|   | I believe the Government of Ontario owned Ontario Cannabis Store should pause on its approach to the purchase, distribution and sale of cannabis in Ontario to consider best practices around the world | %       | 30.3               | 30.5               | 23.7               | 34.4                        | 33.4  | 31.0                        | 24.5                    | 32.9   | 28.0   | 31.4        | 30.4        | 28.5        | 32.3        | 29.4       |
|   | I believe the Government of Ontario owned Ontario Cannabis Store should just move forward on the purchase, distribution and sale of cannabis in Ontario   | %       | 38.5               | 38.9               | 43.0               | 36.1                        | 36.4  | 40.0                        | 37.8                    | 40.2   | 36.8   | 49.0        | 37.0        | 38.9        | 30.8        | 36.9       |
|   | Neither reflects my opinion   | %       | 18.7               | 17.9               | 18.3               | 20.2                        | 19.7  | 14.7                        | 22.8                    | 17.7   | 19.6   | 10.1        | 19.2        | 17.9        | 24.4        | 21.1       |
|   | Unsure  | %       | 12.5               | 12.7               | 15.1               | 9.4                         | 10.5  | 14.3                        | 14.9                    | 9.1    | 15.6   | 9.5         | 13.4        | 14.7        | 12.5        | 12.6       |
|   |   |         |                    |                    |                    |                             |   |                             |                         |        |        |             |             |             |             |            |

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