# A strong majority of Ontarians support nurses providing education on the subject of the health effects of marijuana

**Canadian Nurses Ontario Omni Summary**

submitted by Nanos to the Canadian Nurses Association, December 2017
(Submission 2017-1128)

**NANOS**

CANADIAN **NURSES** ASSOCIATION

ASSOCIATION DES **INFIRMIÈRES** ET **INFIRMIERS** DU CANADA

# Summary

A majority of Ontarians rate themselves as knowledgeable or somewhat knowledgeable when it comes to the health effects of marijuana use. In addition, a majority of Ontarians support or somewhat support nurses providing education to enhance Ontarians understanding of the risk and harms of marijuana use.
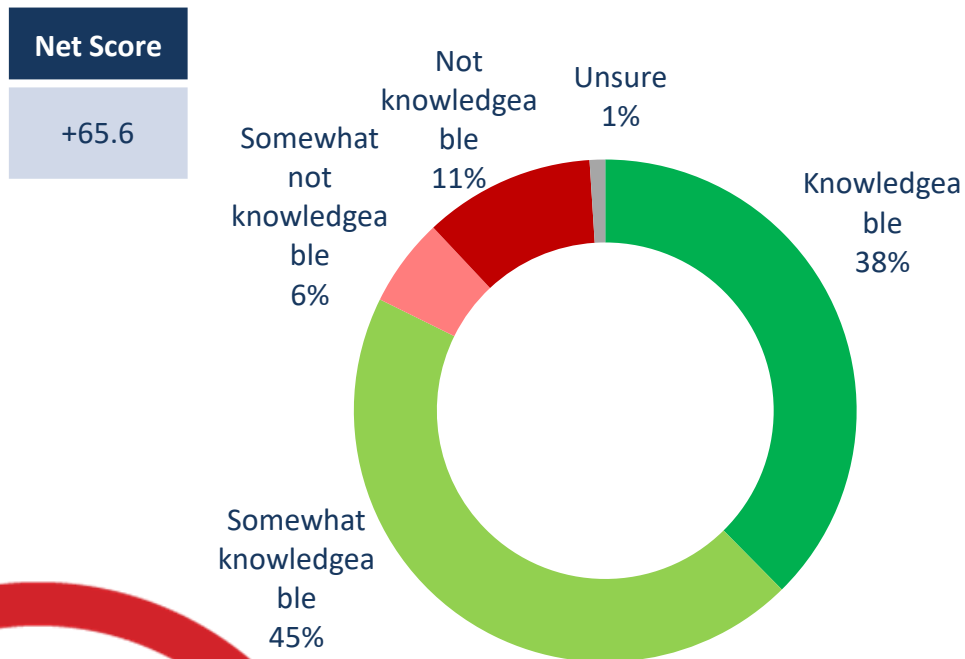
- **Four fifths of Ontarians feel knowledgeable or somewhat knowledgeable about the health effects of marijuana use** – Over four in five Ontarians rate themselves as knowledgeable (38%) or somewhat knowledgeable (45%) about their level of knowledge of the health effects of marijuana use on things such as brain development, pregnancy, mental health, and driving. Less than one in five rate themselves as somewhat not knowledgeable (6%) or not knowledgeable (11%) about it. One per cent of Ontarians are unsure.

- **Close to nine Ontarians in ten support or somewhat nurses providing education to enhance understanding of the risk and harms of marijuana use** – Just under nine in ten support (74%) or somewhat support (13%) nurses providing education to Ontarians to enhance their understanding of the risks of marijuana use. About one in ten Ontarians oppose (7%) or somewhat oppose (3%) this. Three per cent are unsure.

These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 Ontarians, 18 years of age or older, between December 12th and 18th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 500 Ontarians is ±4.4 percentage points, 19 times out of 20.

This study was commissioned by the Canadian Nurses Association and the research was conducted by Nanos Research.

# Knowledge about health effects of marijuana

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, December 12th and 18th, 2017, n=500, accurate 4.4 percentage points plus or minus, 19 times out of 20.

**Net Score**

+65.6



Knowledgeable
38%

Somewhat knowledgeable
45%

Somewhat not knowledgeable
6%

Not knowledgeable
11%

Unsure
1%

| Subgroup | Knowledgeable/ Somewhat knowledgeable |
|---|---|
| Greater Toronto Area (n=241) | 80.4% |
| Rest of Ontario (n=259) | 84.3% |
| Male (n=236) | 79.8% |
| Female (n=264) | 84.6% |
| 18 to 29 (n=79) | 87.8% |
| 30 to 39 (n=65) | 82.5% |
| 40 to 49 (n=102) | 81.1% |
| 50 to 59 (n=119) | 80.0% |
| 60 plus (n=135) | 80.8% |

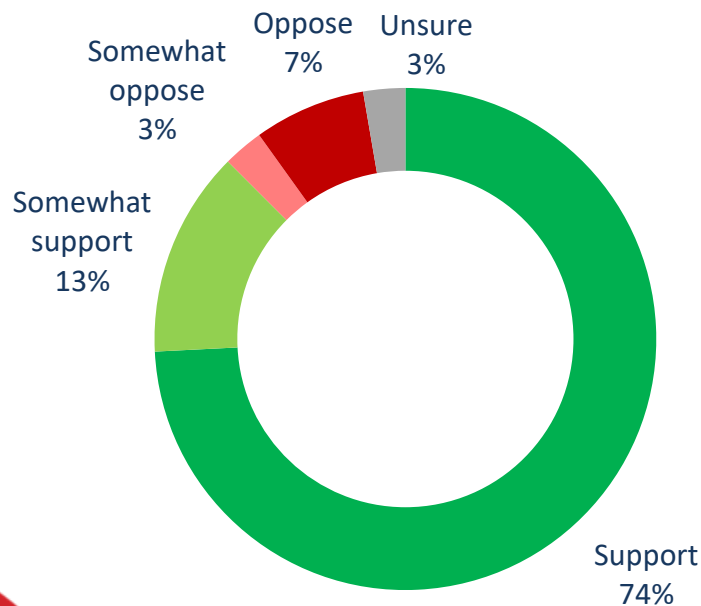**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** The federal government is planning to make marijuana legal in 2018. How would you rate your level of knowledge about the health effects of marijuana use on things such as brain development, pregnancy, mental health, and/or driving?

# Support for nurses providing education on marijuana use

**Net Score**

+77.7

Oppose 7%

Unsure 3%

Somewhat oppose 3%

Somewhat support 13%

Support 74%

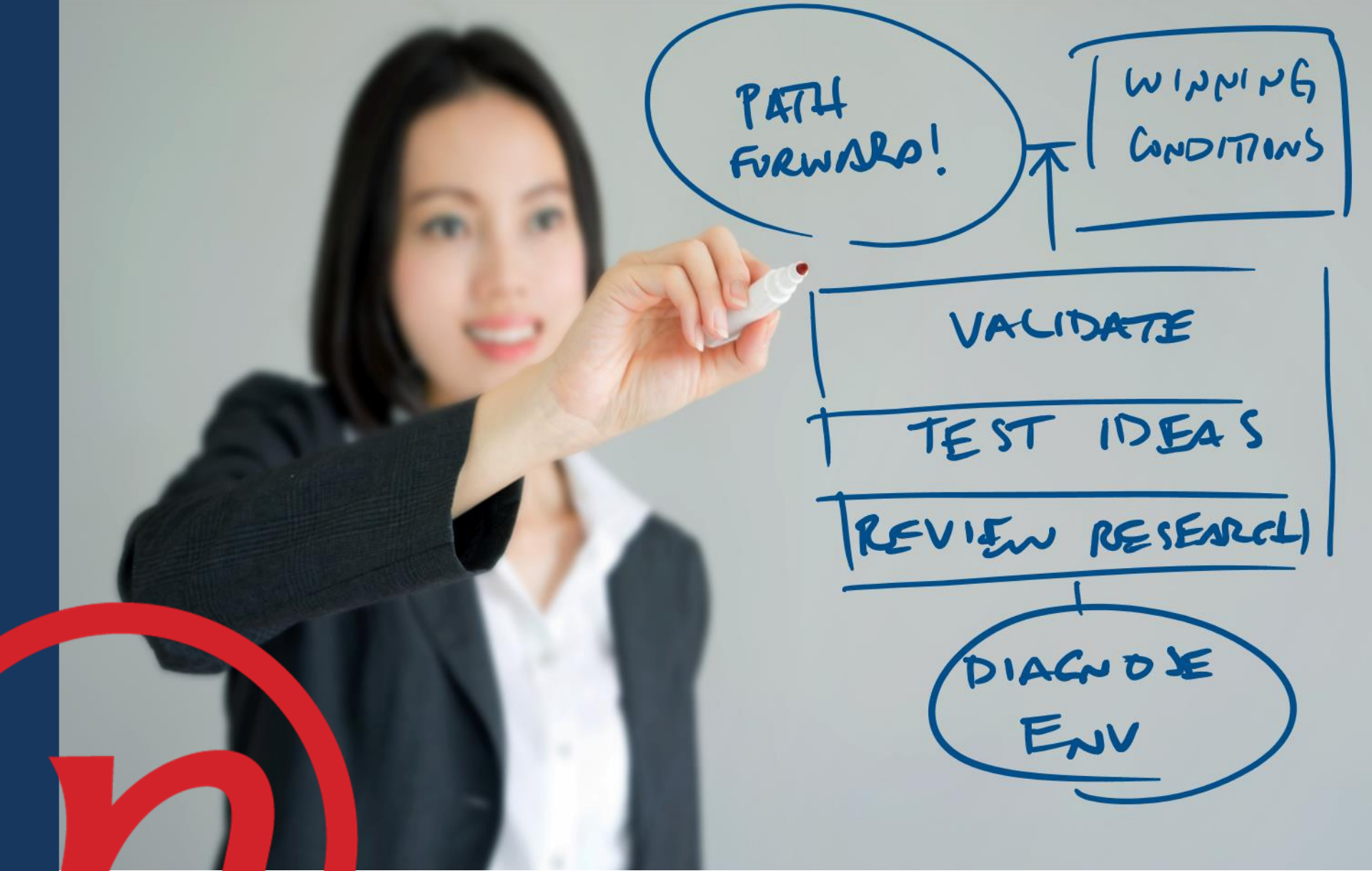| Subgroups | Support / somewhat support |
|---|---|
| Greater Toronto Area (n=241) | 83.7% |
| Rest of Ontario (n=259) | 91.3% |
| Male (n=236) | 85.7% |
| Female (n=264) | 89.0% |
| 18 to 29 (n=79) | 84.3% |
| 30 to 39 (n=65) | 94.3% |
| 40 to 49 (n=102) | 90.8% |
| 50 to 59 (n=119) | 86.7% |
| 60 plus (n=135) | 84.4% |

**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION –** Do you support, somewhat support, somewhat oppose or oppose nurses providing education to Canadians to enhance their understanding of the risks and harms of marijuana use?

Methodology

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# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 500 Ontarians, 18 years of age or older, between December 12th and 18th, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. 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.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 500 Ontarians is ± 4.4 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Nurses Association.

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

# Technical Note

| Element | Description |
|---------|-------------|
| Organization who commissioned the research | Canadian Nurses Association |
| Final Sample Size | 500 Randomly selected individuals. |
| Margin of Error | ±4.4 percentage points, 19 times out of 20. |
| Mode of Survey | RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey |
| Sampling Method Base | The sample included both land- and cell-lines RDD (Random Digit Dialed) across Ontario. |
| Demographics (Captured) | Ontarians (GTA, Rest of Ontario); Men and Women; 18 years and older. Six digit postal code was used to validate geography. |
| Fieldwork/Validation | Live interviews with live supervision to validate work as per the MRIA Code of Conduct |
| Number of Calls | Maximum of five call backs. |
| Time of Calls | Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent. |
| Field Dates | December 12th to 18th, 2017 |
| Language of Survey | The survey was conducted in both English and French. |

| Element | Description |
|---------|-------------|
| Weighting of Data | The results were weighted by age and gender using the latest Census information (2014) 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; individuals without land or cell lines could not participate. |
| Stratification | By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Ontario. |
| Estimated Response Rate | Eight percent, consistent with industry norms. |
| Question Order | Question order in the preceding report reflects the order in which they appeared in the original questionnaire. |
| Question Content | This was module five of an omnibus survey. Module one was about national issues of concern, module two was about vote preferences, module three was about impressions of doctors in Ontario, and module four was about energy efficiency incentives. |
| Question Wording | The questions in the preceding report are written exactly as they were asked to individuals. |
| Survey Company | Nanos Research |
| Contact | Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com. |

# About Nanos

Nanos is one of North America's most trusted research and strategy organizations.  Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success.  Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups.  Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape.  Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.

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# Tabulations

# NANOS

| | | | Region | | | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Ontario 2017-12 | GTA | Rest of Ontario | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - The federal government is planning to make marijuana legal in 2018. How would you rate your level of knowledge about the health effects of marijuana use on things such as brain development, pregnancy, mental health, and/or driving? | Total | Unwgt N | 500 | 241 | 259 | 236 | 264 | 79 | 65 | 102 | 119 | 135 |
| | | Wgt N | 500 | 250 | 250 | 236 | 264 | 95 | 78 | 84 | 97 | 147 |
| | Knowledgeable | % | 37.6 | 38.7 | 36.5 | 41.1 | 34.5 | 36.4 | 47.0 | 45.3 | 39.8 | 27.5 |
| | Somewhat knowledgeable | % | 44.7 | 41.7 | 47.8 | 38.7 | 50.1 | 51.4 | 35.5 | 35.8 | 40.2 | 53.3 |
| | Somewhat not knowledgeable | % | 5.7 | 7.2 | 4.2 | 7.4 | 4.1 | 7.1 | 4.7 | 6.8 | 7.4 | 3.5 |
| | Not knowledgeable | % | 11.0 | 11.4 | 10.5 | 11.4 | 10.6 | 4.0 | 11.7 | 12.1 | 12.6 | 13.3 |
| | Unsure | % | 1.0 | 1.0 | 1.1 | 1.4 | .7 | 1.0 | 1.1 | .0 | .0 | 2.3 |

| | | | Region | | | Gender | | Age | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Ontario 2017-12 | GTA | Rest of Ontario | Male | Female | 18 to 29 | 30 to 39 | 40 to 49 | 50 to 59 | 60 plus |
| Question - Do you support, somewhat support, somewhat oppose or oppose nurses providing education to Canadians to enhance their understanding of the risks and harms of marijuana use? | Total | Unwgt N | 500 | 241 | 259 | 236 | 264 | 79 | 65 | 102 | 119 | 135 |
| | | Wgt N | 500 | 250 | 250 | 236 | 264 | 95 | 78 | 84 | 97 | 147 |
| | Support | % | 74.2 | 72.0 | 76.4 | 70.4 | 77.6 | 67.7 | 89.0 | 80.4 | 69.0 | 70.4 |
| | Somewhat support | % | 13.3 | 11.7 | 14.9 | 15.3 | 11.4 | 16.6 | 5.3 | 10.4 | 17.7 | 14.0 |
| | Somewhat oppose | % | 2.6 | 3.8 | 1.5 | 1.8 | 3.4 | 5.3 | .0 | 2.2 | 1.7 | 3.1 |
| | Oppose | % | 7.2 | 8.8 | 5.5 | 9.3 | 5.3 | 9.3 | 3.6 | 3.9 | 8.1 | 8.9 |
| | Unsure | % | 2.7 | 3.8 | 1.7 | 3.2 | 2.3 | 1.0 | 2.0 | 3.1 | 3.4 | 3.5 |

Nanos conducted an RDD dual frame (land- and cell- lines) telephone random survey of 500 Ontarians, 18 years of age or older, between December 12th and 18th, 2017. The margin of error for a random survey of 500 Ontarians is ±4.4 percentage points, 19 times out of 20.
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