

# Nearly two in three Canadians are concerned or somewhat concerned about marijuana smoke in private locations

National survey released October, 2018  
Project 2018-1276a



**CTV**  
**NEWS**

**NANOS SURVEY**

# Summary

More Canadians are interested or somewhat interested in marijuana edibles and drinks than in smoking marijuana

Almost two thirds are concerned or somewhat concerned about second hand marijuana smoke. A quarter of Canadians report they are interested in marijuana edibles or drinks compared to just under one in five who say they are interested in smoking marijuana.

- **Although more than seven in ten Canadians say they are not interested in smoking marijuana after legalization, nearly one in five say they are interested or somewhat interested** – Nearly eight in ten Canadians report being not interested (71%) or somewhat not interested (eight per cent) in smoking marijuana once legal in Canada, while nearly two in ten report being interested (eight per cent) or somewhat interested (11%). Two per cent are unsure.
- **Although six in ten Canadians say they are not interested in consuming marijuana/cannabis edibles or drinks after legalization, a quarter say they are interested or somewhat interested** – More than seven in ten Canadians say they are not interested (60%) or somewhat not interested (12%) in consuming marijuana/cannabis edibles or drinks once legal in Canada, while a quarter say they are interested (11%) or somewhat interested (14%). Three per cent are unsure.
- **Over eight in ten Canadians report they do not intend to grow their own marijuana** – Asked if they or someone in their household plans to grow their own marijuana, 83 per cent of Canadians say they do not, nine per cent say yes, maybe, and four per cent say yes, definitely. Five per cent are unsure.



**NANOS SURVEY**

# Summary

Nearly two thirds of Canadians are concerned or somewhat concerned about second hand marijuana smoke

- **Nearly two thirds of Canadians are concerned or somewhat concerned about second hand marijuana smoke** – Asked about their level of concern about second hand smoke from marijuana consumption coming from private locations like homes and apartments, 41 per cent of Canadians say they are concerned, 23 per cent say they are somewhat concerned, 13 per cent say they are somewhat unconcerned, and 23 per cent say they are unconcerned. One per cent are unsure.

These observations are based on a hybrid survey of 1,000 Canadians, 18 years of age or older, between September 29<sup>th</sup> to October 4<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada.

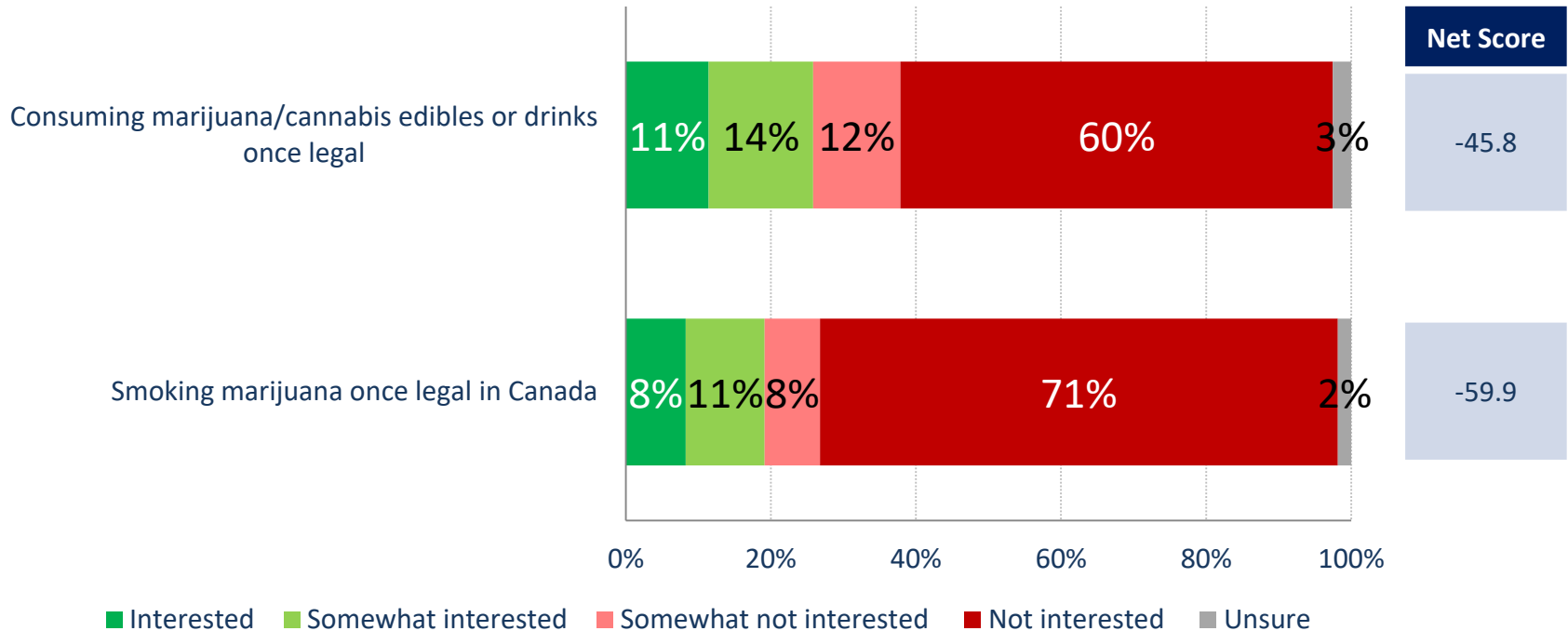
This study was commissioned by CTV News and the research was conducted by Nanos Research.



**NANOS SURVEY**

# Interest in smoking marijuana and marijuana products once legal

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



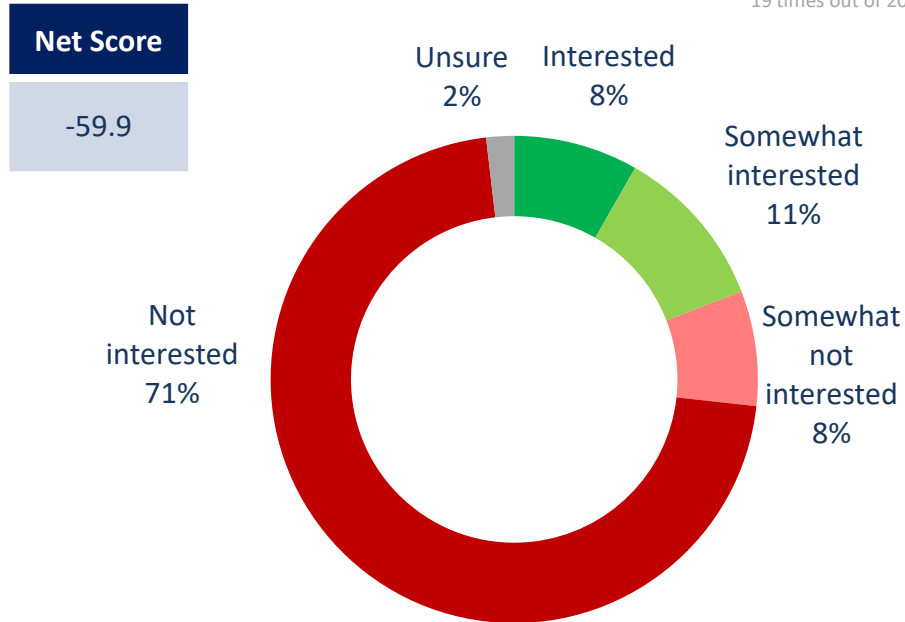
**\*Note: Charts may not add up to 100 due to rounding**

**QUESTION – [ROTATE Q1 and Q2]** Are you interested, somewhat interested, somewhat not interested or not interested in smoking marijuana once legal in Canada.

**QUESTION – [ROTATE Q1 and Q2]** Are you interested, somewhat interested, somewhat not interested or not interested in consuming marijuana/cannabis edibles or drinks once legal in Canada.

# Interest in smoking marijuana once legal

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Somewhat not interested/ Not interested
Atlantic (n=100)	79.0%
Quebec (n=250)	88.6%
Ontario (n=300)	74.6%
Prairies (n=200)	77.7%
British Columbia (n=150)	73.6%
Male (n=511)	77.7%
Female (n=489)	80.3%
18 to 34 (n=196)	70.0%
35 to 54 (n=455)	78.6%
55 plus (n=349)	85.7%

\*Weighted to the true population proportion.

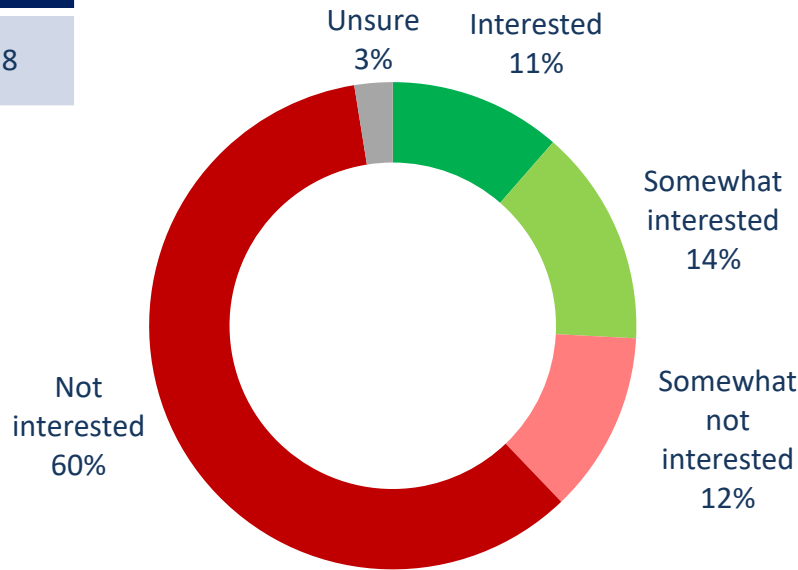
\*Note: Charts may not add up to 100 due to rounding

**QUESTION** – [ROTATE Q1 and Q2] Are you interested, somewhat interested, somewhat not interested or not interested in smoking marijuana once legal in Canada.

# Interest in consuming marijuana edibles once legal

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

**Net Score**  
-45.8



Subgroups	Somewhat not interested/ Not interested
Atlantic (n=100)	73.4%
Quebec (n=250)	81.2%
Ontario (n=300)	67.0%
Prairies (n=200)	70.7%
British Columbia (n=150)	65.0%
Male (n=511)	71.7%
Female (n=489)	71.5%
18 to 34 (n=196)	63.9%
35 to 54 (n=455)	73.3%
55 plus (n=349)	75.6%

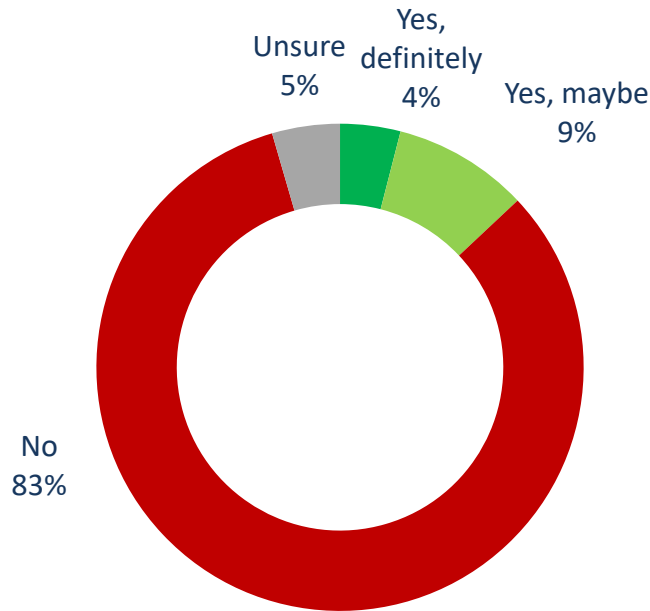
\*Weighted to the true population proportion.

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

**QUESTION** – [ROTATE Q1 and Q2] Are you interested, somewhat interested, somewhat not interested or not interested in consuming marijuana/cannabis edibles or drinks once legal in Canada.

# Intent to grow marijuana plants

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	No
Atlantic (n=100)	79.5%
Quebec (n=250)	87.6%
Ontario (n=300)	80.2%
Prairies (n=200)	85.4%
British Columbia (n=150)	77.1%
Male (n=511)	84.2%
Female (n=489)	80.9%
18 to 34 (n=196)	77.6%
35 to 54 (n=455)	80.8%
55 plus (n=349)	87.5%

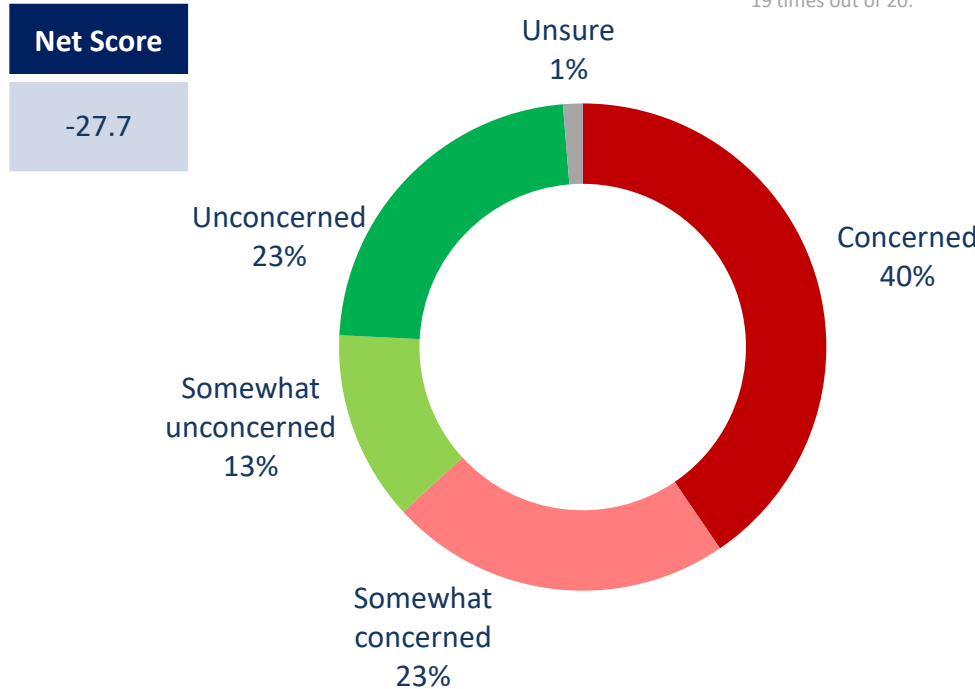
\*Weighted to the true population proportion.

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

**QUESTION** – Under the new federal regulations, Canadians are allowed to grow up to four marijuana plants for personal use. Do you or someone in your household plan on growing your own marijuana?

# Concern for second hand marijuana smoke in private locations

Source: CTV News/Nanos Research, RDD dual frame hybrid telephone and online random survey, September 29<sup>th</sup> to October 4<sup>th</sup>, 2018, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Concerned/ Somewhat concerned
Atlantic (n=100)	60.6%
Quebec (n=250)	70.3%
Ontario (n=300)	62.3%
Prairies (n=200)	59.7%
British Columbia (n=150)	59.4%
Male (n=511)	62.7%
Female (n=489)	63.7%
18 to 34 (n=196)	52.0%
35 to 54 (n=455)	61.9%
55 plus (n=349)	72.1%

\*Weighted to the true population proportion.

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

**QUESTION** – Are you concerned, somewhat concerned, somewhat unconcerned, or unconcerned about second hand smoke from marijuana consumption coming from private locations like homes and apartments?



# Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 29<sup>th</sup> to October 4<sup>th</sup>, 2018 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. 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 Canada.

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

The margin of error for a random survey of 1,000 Canadians is  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by CTV News and the research was conducted by Nanos Research.

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

# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	CTV	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 Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	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.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell line could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	Ten percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Demographics (Other)	Age, gender, education, income	Question Content	This was module two of an omnibus survey. The previous module was about potential issues of national concern. This is report one of two, the other report is about free trade.
Fieldwork/Validation	Live interviews with live supervision to validate work	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Number of Calls/	Maximum of five call backs.	Survey Company	Nanos Research
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Contact	Contact Nanos Research for more information or with any concerns or questions. <a href="http://www.nanos.co">http://www.nanos.co</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	September 29 <sup>th</sup> to October 4 <sup>th</sup> , 2018.		
Language of Survey	The survey was conducted in both English and French.		
Standards	This report meets the standards set forth by ESOMAR.		

# 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.



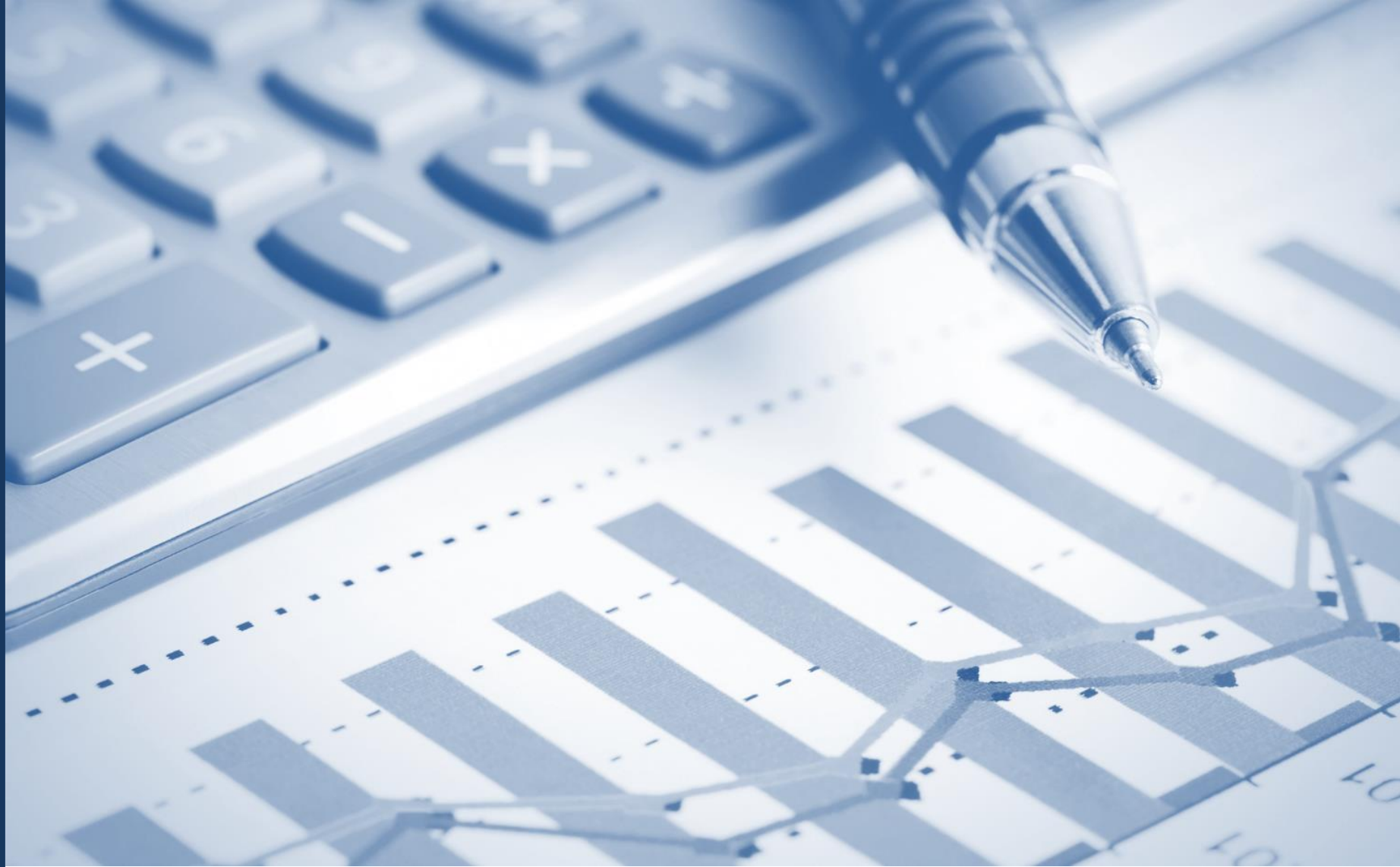
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# Tabulations



2018-1276A – CTV/Nanos Survey – Marijuana – STAT SHEET

			Region					Gender		Age			
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Are you interested, somewhat interested, somewhat not interested or not interested in smoking marijuana once legal in Canada.	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Interested	%	8.3	8.5	5.1	9.5	6.5	13.2	8.9	7.7	13.7	10.5	2.6
	Somewhat interested	%	10.9	12.5	4.3	14.0	13.2	11.2	11.4	10.3	12.8	9.6	10.6
	Somewhat not interested	%	7.6	4.2	8.0	6.3	7.3	12.6	7.5	7.7	7.4	9.5	6.2
	Not interested	%	71.4	74.9	80.7	68.3	70.5	61.0	70.2	72.6	62.6	69.2	79.5
	Unsure	%	1.8	0.0	1.9	1.9	2.5	1.9	2.0	1.7	3.5	1.3	1.2

			Region					Gender		Age			
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Are you interested, somewhat interested, somewhat not interested or not interested in consuming marijuana/cannabis edibles or drinks once legal in Canada.	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Interested	%	11.4	9.2	6.9	13.9	10.4	16.9	12.9	10.1	17.0	13.5	5.8
	Somewhat interested	%	14.4	16.5	9.8	17.3	13.9	15.4	13.8	14.9	14.8	11.4	16.7
	Somewhat not interested	%	12.0	10.9	11.6	11.3	9.8	18.1	13.4	10.7	9.9	15.4	10.6
	Not interested	%	59.6	62.6	69.6	55.7	61.0	46.9	58.4	60.8	54.1	57.9	65.0
	Unsure	%	2.5	0.9	2.1	1.8	4.9	2.6	1.6	3.5	4.2	1.8	2.0

			Region					Gender		Age			
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Under the new federal regulations, Canadians are allowed to grow up to four marijuana plants for personal use. Do you or someone in your household plan on growing your own marijuana?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Yes, definitely	%	4.0	4.7	3.5	4.6	2.6	4.8	3.6	4.3	5.4	4.1	2.8
	Yes, maybe	%	9.0	11.3	6.4	9.6	7.5	12.4	8.1	9.8	12.2	9.6	6.3
	No	%	82.5	79.5	87.6	80.2	85.4	77.1	84.2	80.9	77.6	80.8	87.5
	Unsure	%	4.5	4.5	2.5	5.6	4.5	5.7	4.1	4.9	4.8	5.5	3.5

Nanos conducted an RDD dual frame (land- and cell- lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between September 29<sup>th</sup> and October 4<sup>th</sup>, 2018. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.

**2018-1276A – CTV/Nanos Survey – Marijuana – STAT SHEET**

			Region					Gender		Age			
			Canada 2018-09	Atlantic	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question –Are you concerned, somewhat concerned, somewhat unconcerned, or unconcerned about second hand smoke from marijuana consumption coming from private locations like homes and apartments?	Total	Unwgt N	1000	100	250	300	200	150	511	489	196	455	349
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Concerned	%	40.5	35.9	44.9	40.0	42.6	34.3	41.7	39.3	32.3	41.8	45.0
	Somewhat concerned	%	22.7	24.7	25.3	22.3	17.2	25.1	20.9	24.4	19.7	20.1	27.1
	Somewhat unconcerned	%	12.6	10.2	13.0	9.7	13.2	18.5	12.5	12.7	20.1	10.5	9.2
	Unconcerned	%	22.9	28.0	15.7	27.0	25.8	19.5	23.4	22.5	27.4	27.4	15.8
	Unsure	%	1.3	1.1	0.9	1.0	1.2	2.6	1.5	1.1	0.5	0.2	2.8