

Majority of Canadians lack confidence that federal and provincial governments will be prepared for marijuana legalization

National survey released September 2017

Project 2017-1069C



THE GLOBE AND MAIL 

 NANOS SURVEY

Summary

Half of Canadians feel legalization will increase marijuana consumption for those under 18 and more than half are not confident or somewhat not confident that federal and provincial governments will be prepared for legalization next July.

- **Nearly six in ten Canadians are not confident or somewhat not confident that the federal and provincial governments will be prepared for the legalization of marijuana** – Almost six in ten Canadians are not confident (36%) or somewhat not confident (21%) that the federal and provincial governments will be prepared with a legal framework for the sale and distribution of legalized marijuana by July 1 of next year. Twenty-eight per cent are somewhat confident, while 11 per cent are confident. Four per cent are unsure.
- **Almost half of Canadians say legalizing marijuana will lead to an increase in consumption by those under 18** – Nearly one in two Canadians (48%) say legalizing marijuana in Canada will lead to an increase of the consumption of marijuana by Canadians under the age of 18, while 35 per cent say there will be no impact and seven per cent say it will decrease. Ten per cent are unsure.

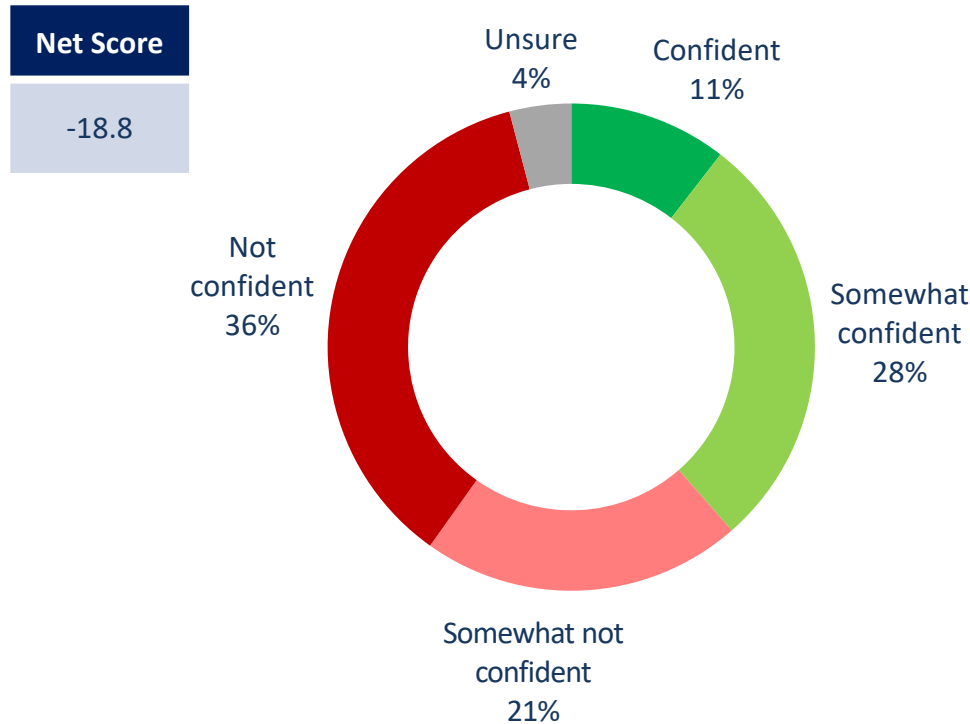
These observations are based on a Nanos RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, conducted between August 30th and September 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.



Level of confidence in governments being prepared with a legal framework for marijuana sale and distribution

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



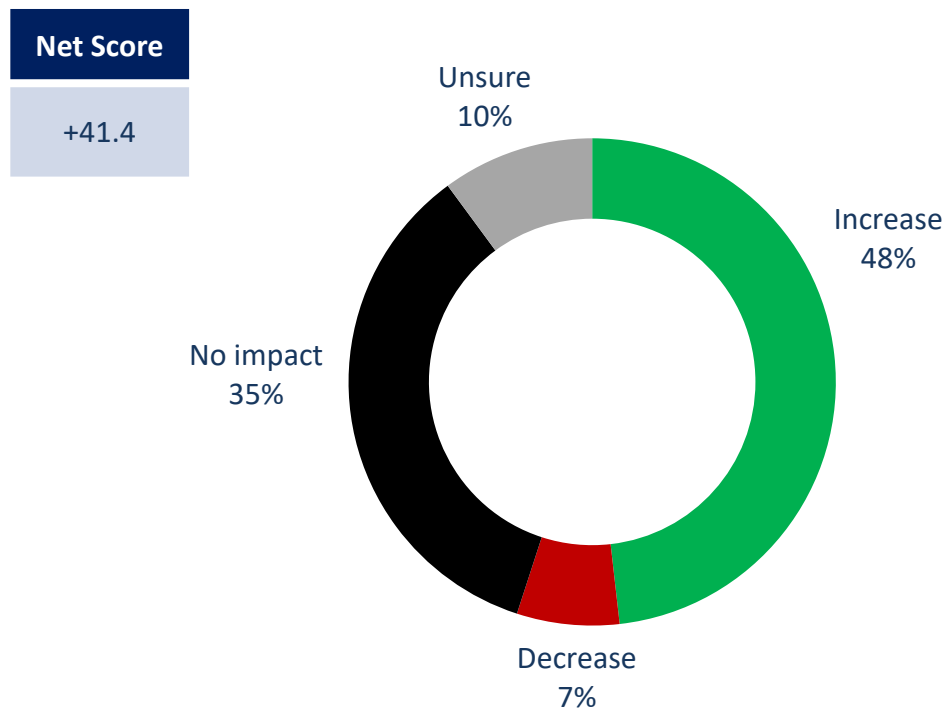
Subgroups	Not confident/ Somewhat not confident
Atlantic (n=100)	61.5%
Quebec (n=250)	56.5%
Ontario (n=300)	58.9%
Prairies (n=200)	59.0%
British Columbia (n=150)	50.7%
Male (n=478)	58.5%
Female (n=522)	56.2%
18 to 34 (n=242)	52.1%
35 to 54 (n=358)	59.8%
55 plus (n=400)	58.8%

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

QUESTION – Are you confident, somewhat confident, somewhat not confident or not confident that the federal and provincial governments will be prepared with a legal framework for the sale and distribution of legalized marijuana by July 1 of next year?

Impact of legalizing marijuana on consumption by minors

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Increase
Atlantic (n=100)	49.5%
Quebec (n=250)	50.0%
Ontario (n=300)	50.5%
Prairies (n=200)	48.6%
British Columbia (n=150)	39.3%
Male (n=478)	53.8%
Female (n=522)	42.8%
18 to 34 (n=242)	44.6%
35 to 54 (n=358)	50.5%
55 plus (n=400)	48.7%

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

QUESTION – Will legalizing marijuana in Canada lead to an increase, decrease or have no effect on the consumption of marijuana by Canadians under the age of 18?



Methodology

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 August 30th and September 1st, 2017 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 ± 3.1 percentage points, 19 times out of 20.

The data presented in this research is part of a joint project by The Globe and Mail and Nanos Research.

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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Globe and Mail	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 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	13 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 three of an omnibus survey. Preceding modules asked about unprompted top issues of national concern and immigration.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	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. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	August 30 th to September 1 st , 2017.		
Language of Survey	The survey was conducted in both English and French.		

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.



Tabulations

2017-1069C – Globe and Mail/Nanos Survey – Marijuana – STAT SHEET

			Region						Gender		Age		
			Canada 2017-08	Atlantic Canada	Quebec	Ontario	Prairies	British Columbia	Male	Female	18 to 34	35 to 54	55 plus
Question – Are you confident, somewhat confident, somewhat not confident or not confident that the federal and provincial governments will be prepared with a legal framework for the sale and distribution of legalized marijuana by July 1 of next year?	Total	Unwgt N	1000	100	250	300	200	150	478	522	242	358	400
		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Confident	%	10.5	9.8	12.1	9.0	11.0	10.4	10.7	10.3	12.7	9.3	9.9
	Somewhat confident	%	28.1	26.5	26.5	28.1	26.4	34.3	26.9	29.3	30.1	27.3	27.4
	Somewhat not confident	%	21.3	21.3	23.8	24.4	15.3	18.8	19.7	22.8	18.8	20.1	24.0
	Not confident	%	36.1	40.2	32.7	34.5	43.7	31.9	38.8	33.4	33.3	39.7	34.8
	Unsure	%	4.1	2.2	5.0	4.1	3.6	4.6	4.0	4.2	4.9	3.6	3.9

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			Region						Gender		Age		
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		Wgt N	1000	100	250	300	200	150	491	509	271	340	389
	Increase	%	48.2	49.5	50.0	50.5	48.6	39.3	53.8	42.8	44.6	50.5	48.7
	Decrease	%	6.8	4.2	6.6	5.8	10.2	6.6	8.6	5.1	14.8	3.9	3.8
	No impact	%	34.9	37.1	34.2	33.0	30.9	43.7	30.3	39.3	31.6	35.9	36.2
	Unsure	%	10.1	9.2	9.2	10.7	10.4	10.4	7.3	12.7	8.9	9.7	11.3

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