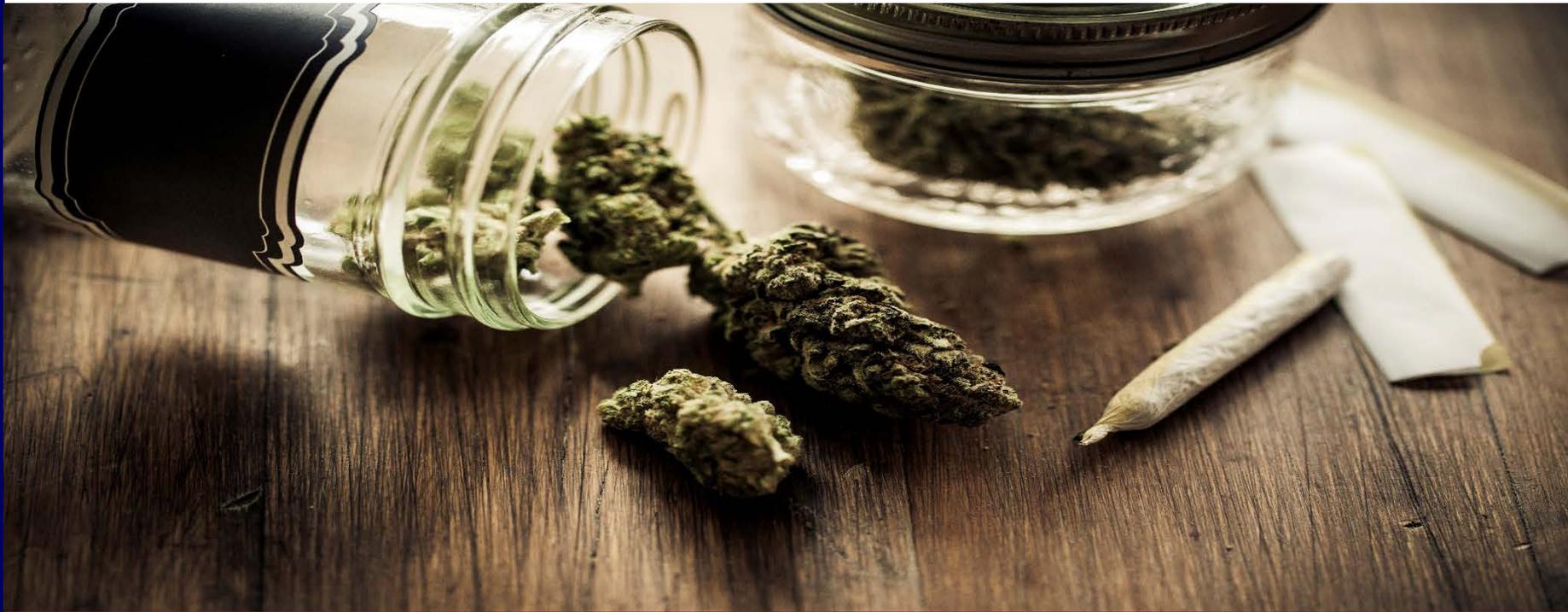


# Canadians say government should stop laying charges and treat illegal opioid use as public health issue

National survey released December, 2017

Project 2017-1113A



**THE GLOBE AND MAIL** 

 **NANOS SURVEY**

# Summary

A majority of Canadians say that illegal opioid use should be treated as a public health issue and that the government should stop laying charges on users. While Canadians have mixed views on the July 1<sup>st</sup>, 2018 date for marijuana legalization, more than half say that marketing and advertising for legalized marijuana should be treated the same as tobacco as opposed to alcohol.

- **Half of Canadians say the government should stop laying charges and treat illegal opioid use as a public health issue** – When asked what the government should do in response to the opioid epidemic that Canada is facing, slightly over half of Canadians believe that the government should stop laying charges on users of illegal opioids and treat it as a public health issue (51%), while just under two in five say the government should continue to charge users of illegal opioids with possession (39%). Ten per cent are unsure.
- **Canadians have mixed views on whether marijuana should be legalized on July 1 2018** – When asked what they would prefer regarding options for the July 1 target for marijuana legalization, Canadians have mixed opinions. Forty-three per cent say that legalization should go ahead on July 1<sup>st</sup>, while 31 per cent say that legalization should be delayed to give provinces, cities, and police more time to adapt, and 23 per cent say that legalization should not go ahead. Four per cent are unsure.
- **Majority of Canadians say marketing and advertising for legalized marijuana should be treated the same as tobacco** – More than half of Canadians say that, when marijuana is legalized, the marketing and packaging of legalized marijuana should be treated the same way as tobacco (55%), while just under two in five say it should be treated like alcohol (37%). Seven per cent are unsure.

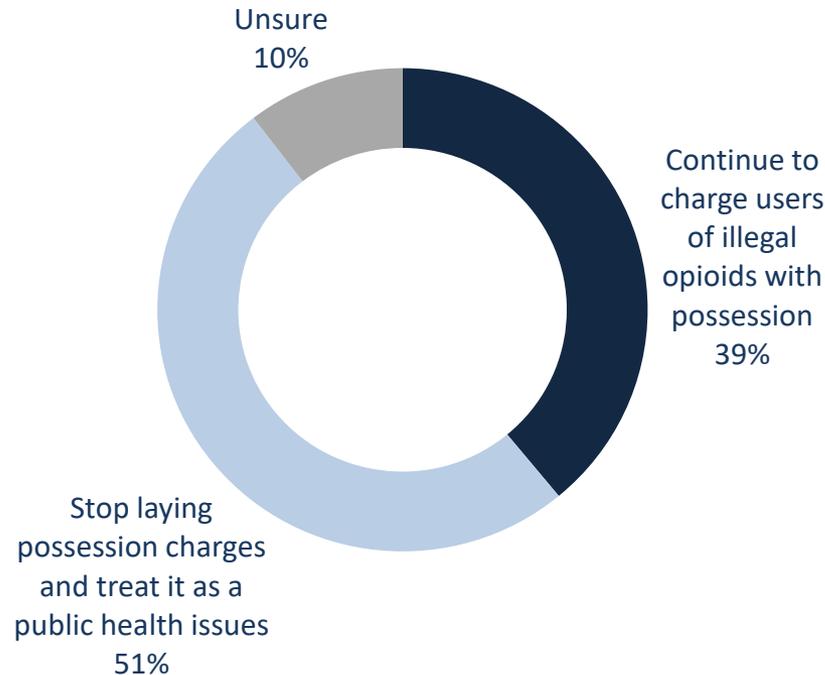
These observations are based on an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between December 6<sup>th</sup> and 10<sup>th</sup>, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The sample included both land- and cell-lines across Canada. The 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 the Globe and Mail and the research was conducted by Nanos Research.



# Dealing with opioid epidemic in Canada

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6<sup>th</sup> to 10<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Stop laying possession charges
Atlantic (n=100)	52.5%
Quebec (n=250)	54.5%
Ontario (n=300)	49.7%
Prairies (n=200)	37.9%
British Columbia (n=150)	61.5%
Male (n=506)	47.5%
Female (n=494)	53.5%
18 to 34 (n=252)	52.4%
35 to 54 (n=372)	47.5%
55 plus (n=376)	52.0%

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

**QUESTION** – As you may have heard there has been an increase in the use of prescription and non-prescription opioid drugs in Canada. In response to the opioid epidemic that Canada is facing, should the government continue to charge users of illegal opioids with possession or stop laying charges and treat it as a public health issues?

# Legalization of marijuana

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6<sup>th</sup> to 10<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



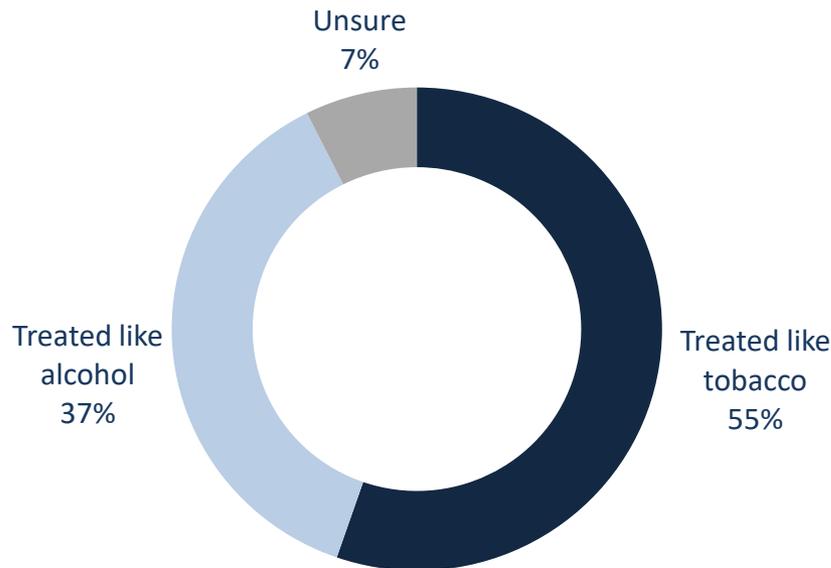
Subgroups	Legalization should go ahead on July 1
Atlantic (n=100)	51.2%
Quebec (n=250)	35.8%
Ontario (n=300)	44.2%
Prairies (n=200)	38.6%
British Columbia (n=150)	53.0%
Male (n=506)	46.2%
Female (n=494)	40.0%
18 to 34 (n=252)	25.2%
35 to 54 (n=372)	26.2%
55 plus (n=376)	38.6%

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

**QUESTION** – As you may know, the federal government promised to make marijuana legal for use as of July 1, 2018. Which of the following would you prefer?

# Marketing and packaging of legalized marijuana

Source: The Globe and Mail/Nanos Research, RDD dual frame hybrid telephone and online random survey, December 6<sup>th</sup> to 10<sup>th</sup>, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Treated like tobacco
Atlantic (n=100)	47.1%
Quebec (n=250)	65.8%
Ontario (n=300)	55.7%
Prairies (n=200)	51.3%
British Columbia (n=150)	47.8%
Male (n=506)	54.7%
Female (n=494)	55.9%
18 to 34 (n=252)	56.3%
35 to 54 (n=372)	52.7%
55 plus (n=376)	56.9%

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

**QUESTION** – Currently there are more restrictions on the marketing and packaging of tobacco than there are for the marketing and packaging of alcohol. When it is legalized, should the marketing and packaging of legalized marijuana be treated the same way as tobacco or should it be treated like alcohol?



## 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 December 6<sup>th</sup> and 10<sup>th</sup>, 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  $\pm 3.1$  percentage points, 19 times out of 20.

This study was commissioned by the Globe and Mail and the research was conducted by Nanos Research.

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

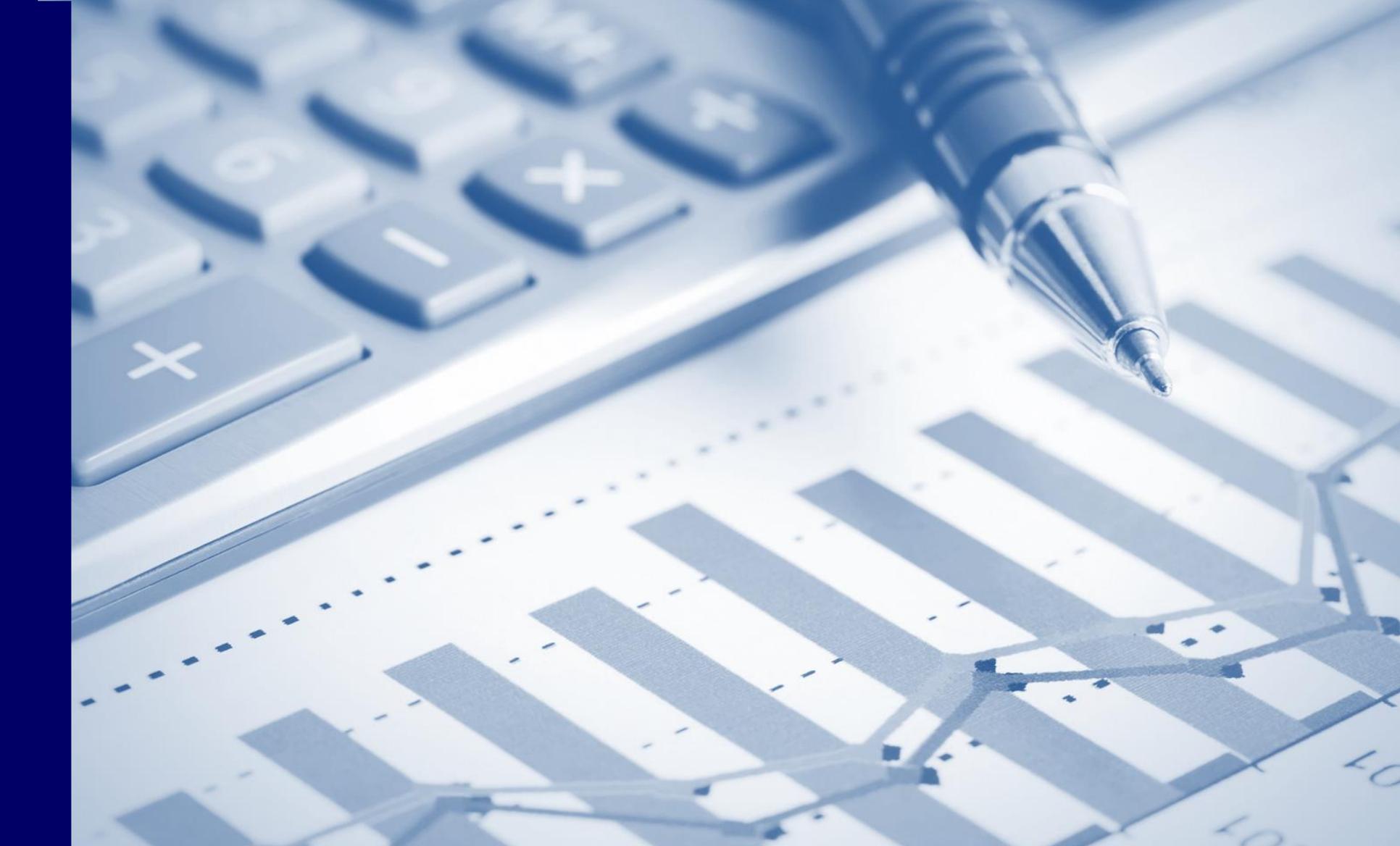
# Technical Note

Element	Description	Element	Description
Organization who commissioned the research	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	Eleven 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 Canadians about their national issue of concern, social issues, trade agreements and government priorities.
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. <a href="http://www.nanosresearch.com">http://www.nanosresearch.com</a> Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Field Dates	December 6 <sup>th</sup> to 10 <sup>th</sup> , 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- 1113 Globe and Mail/Nanos Survey – Opioids and Marijuana – STAT SHEET

Table with 14 columns: Question, Total, Unwgt N, Wgt N, Region (Canada 2017-12, Atlantic, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), Age (18 to 34, 35 to 54, 55 plus). Rows include questions about opioid use and government response.

Table with 14 columns: Question, Total, Unwgt N, Wgt N, Region (Canada 2017-12, Atlantic, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), Age (18 to 34, 35 to 54, 55 plus). Rows include questions about marijuana legalization.

Table with 14 columns: Question, Total, Unwgt N, Wgt N, Region (Canada 2017-12, Atlantic, Quebec, Ontario, Prairies, British Columbia), Gender (Male, Female), Age (18 to 34, 35 to 54, 55 plus). Rows include questions about tobacco and alcohol marketing.

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 December 6th and 10th, 2017. The margin of error for a random survey of 1,000 Canadians is ±3.1 percentage points, 19 times out of 20.