

Injury Free Nova Scotia *Cannabis Survey*

March 16, 2015

Draft Report



Thinkwell

1.0 Background and Methodology

Injury Free Nova Scotia engaged us to conduct survey research on the topic of cannabis.

The primary objectives of the research were to:

- Assess public opinions on the recreational use of cannabis;
- Examine current levels of awareness of medical and recreational cannabis use;
- Determine current levels of knowledge of the risks associated with cannabis use.

Methodology

This project evaluated Nova Scotians' opinions on cannabis using survey research. We conducted telephone surveys with **400** adult (18+) Nova Scotians. The interviews were conducted between January 22, 2014 and February 2, 2015 by IMP Customer Care – Market Research Division, from their call centre facility in Windsor, Nova Scotia.

The sample was “boosted up” with cell phone numbers to ensure adequate representation of younger Nova Scotians, who are increasingly difficult to reach via landlines. The sample was provided by ASDE Survey Sampler. ASDE Survey Sampler is a privately owned Canadian company, with the ISA 9001-2008 certification.

A sample of this size yields results that are accurate within +/- 4.9 percentage points 19 times out of 20.

Sample quotas were set for the age, region, and gender of the respondent. The data was weighted by these variables to ensure that the final sample is representative of the province's population.

Questionnaire Design

We designed the survey in cooperation with Injury Free Nova Scotia.

Additional Considerations

The percentage totals detailed in this report may not add up to 100, due to rounding. Also, all figures are reported in integers.

2.0 Quick Stats

RESPONDENT PROFILE

400	The # of adult Nova Scotians who completed the survey
48 / 52	The % of male and female respondents
49	The % of respondents who have experimented with marijuana
12	The % of respondents who have used marijuana in the past year
20	The % of respondents who smoke tobacco (daily or occasionally)

RECREATIONAL MARIJUANA USE

41	The percentage of Nova Scotians who think recreational marijuana use is <i>very common</i> among those UNDER 19
35	The percentage of Nova Scotians who think recreational marijuana use is <i>very common</i> among those OVER 19
2.9	The average rating for the <i>acceptability</i> of recreational marijuana use for adults (on a scale of 1-to-5)
2.6	The average rating for the <i>safety</i> of recreational marijuana use (on a scale of 1-to-5)
83	The percentage of Nova Scotians who feel marijuana use increases the risk of poor driving behaviour
31	The percentage of Nova Scotians who feel marijuana use increases the risk of heart attack

MEDICAL MARIJUANA

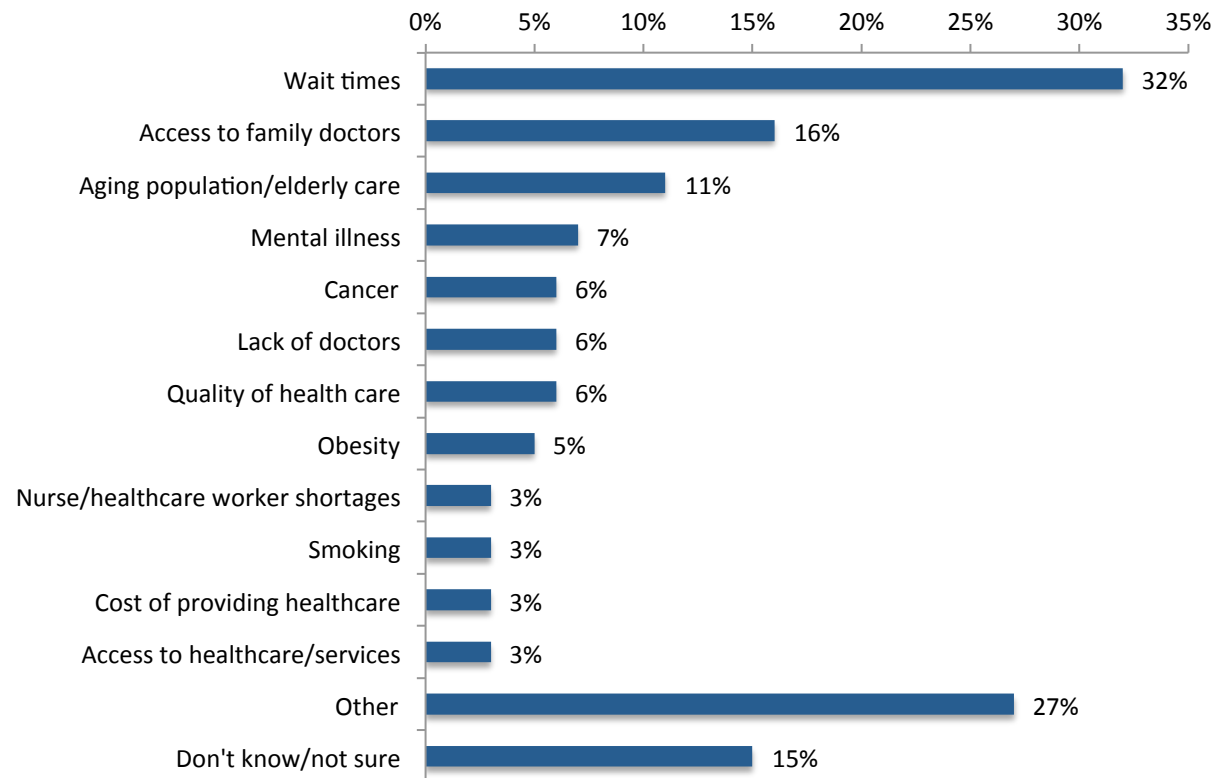
47	The percentage of Nova Scotians who think the use of medical marijuana is <i>somewhat common</i>
80	The percentage of Nova Scotians who think that medical marijuana use is <i>increasing</i>
38	The percentage of Nova Scotians who personally know someone who uses medical marijuana
3.5	The average rating of the <i>safety</i> of medical marijuana use (on a scale of 1-to-5)

3.0 Detailed Findings

3.1 Marijuana Use (general)

When asked about the important public health issues facing the province today, a large proportion of Nova Scotians mention issues relating to their ability to see doctors (e.g., *wait times, access to family doctors, lack of doctors*). A single respondent mentioned “illegal” drugs.

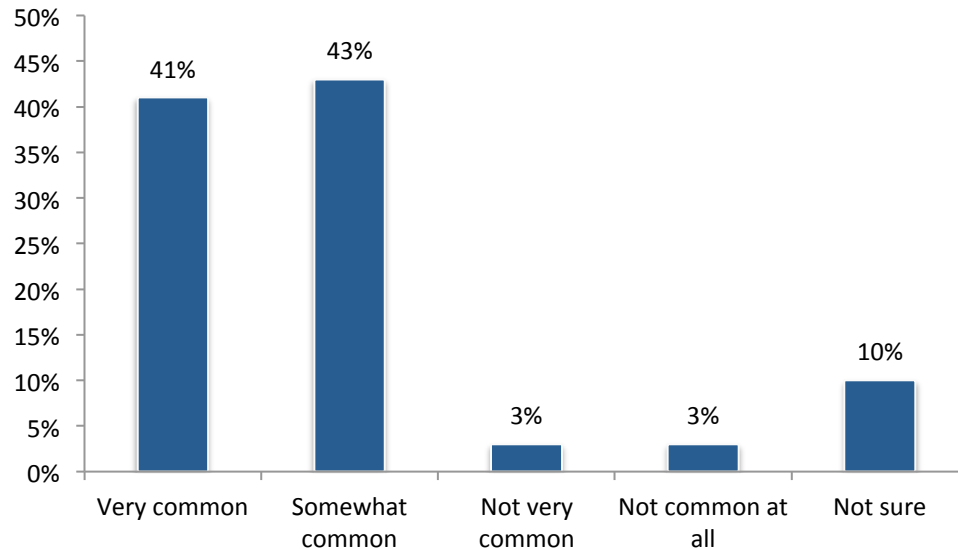
Q. In your opinion, what are some of the really important public health issues facing the province of Nova Scotia today?¹



¹ Please note that this chart shows only those responses that were mentioned by 3% or more of respondents. For a complete list, please see the data tables.

The vast majority of Nova Scotians see marijuana use as being common among those under the age of 19 and feel this use is increasing or staying the same.

Q. And to the best of your knowledge, how common would you say is the use of marijuana for recreational purposes among Nova Scotians UNDER the age of 19?



Further Analysis

Education: Perceptions of marijuana use among youth appear to vary according to education level. Nova Scotians with less than a high school education are much more likely to say it is *not common at all* (17%); those with a college education are most likely to say it is *very common* (54%), while those with a university education are most likely to say *somewhat common* (50%).

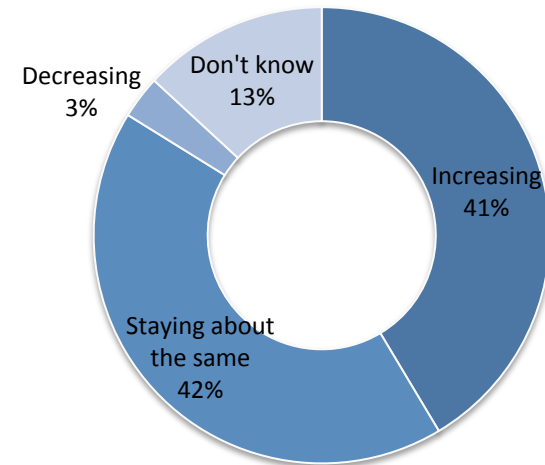
Marijuana Use: Nova Scotians who have used marijuana are more likely to say marijuana use among youth is *very common* or *somewhat common* (93% total) than those who have not used marijuana (74% total).

Income: Those with lower incomes are more likely to see marijuana use among youth as *increasing*: 52% of those who make under \$50k versus 34% of those who make over \$100k.

Gender: Women (49%) are more likely than men (33%) to say they think that marijuana use among those under 19 is *increasing*.

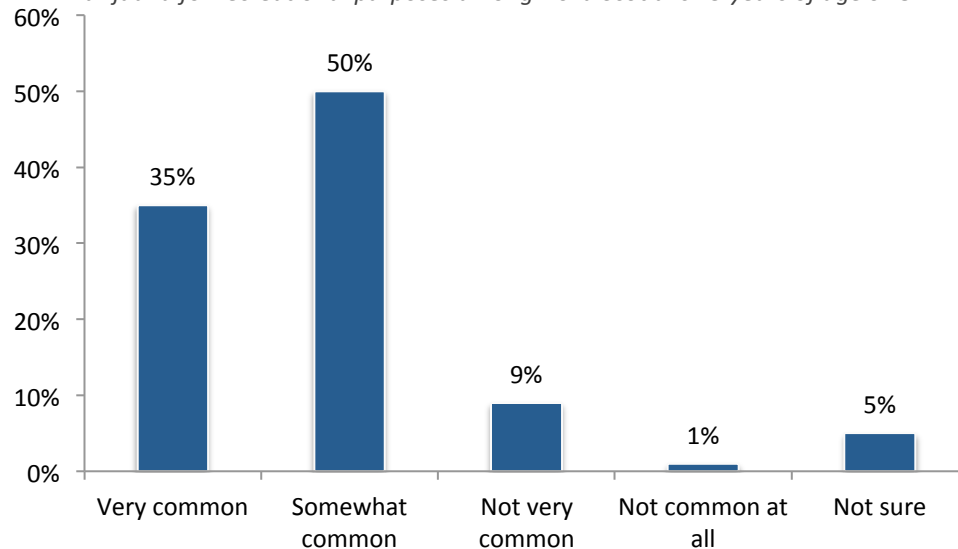
Area: Nova Scotians who live in an *urban* (37%) or *rural* (38%) area are the least likely to say that recreational marijuana use among those under 19 is *very common* (compared to 49% in *suburbs* and 46% in *towns*). Those in *towns* are most likely to say this use is *increasing* (54%).

Q. Compared to 10 years ago, do you think that the use of marijuana for recreational purposes among Nova Scotians UNDER the age of 19 is...?

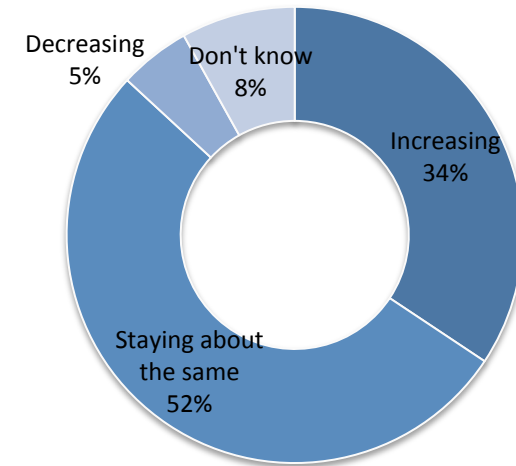


Nova Scotians also see marijuana use among those over 19 as being common; they are less likely to say it is *very common*, but also less likely to say it is *not common at all*. A slim majority of Nova Scotians feels that the prevalence of marijuana use among those over 19 is *staying the same*.

Q. And to the best of your knowledge, how common would you say is the use of marijuana for recreational purposes among Nova Scotians 19 years of age or OLDER?



Q. Compared to 10 years ago, do you think that the use of marijuana for recreational purposes among Nova Scotians 19 years of age or OLDER is..?



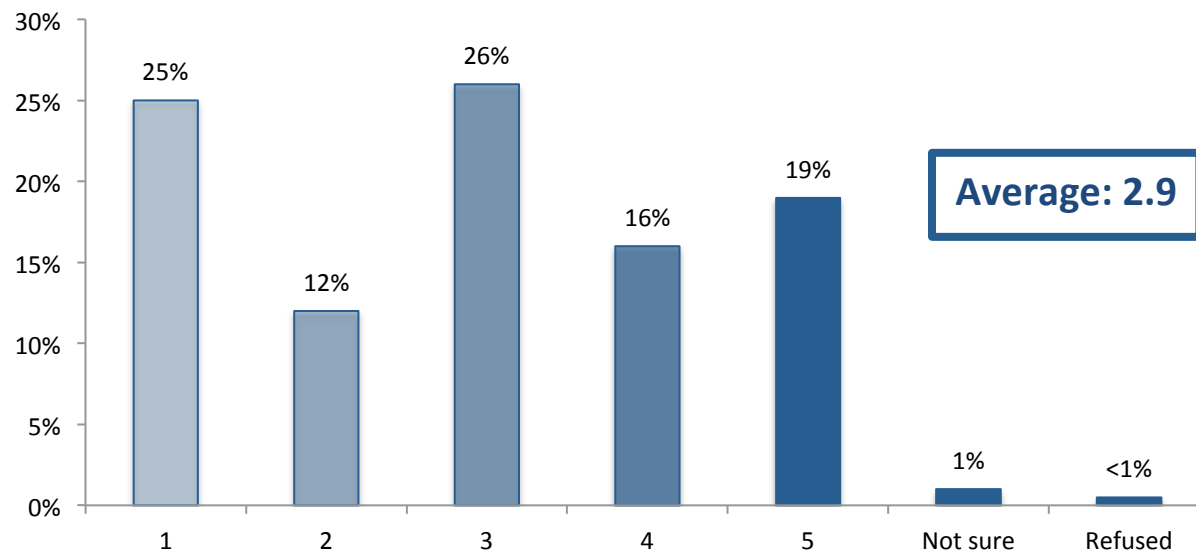
Further Analysis

- Age:** Nova Scotians ages 35 to 54 are the most likely to say that recreational marijuana use among adults (19+) is *very common* (41%).
- Geography:** Residents of Industrial Cape Breton (53%) and the HRM (40%) are more likely to feel that recreational marijuana use among adults is *increasing* than residents of other areas.
- Income:** Those with lower household incomes are most likely to say that marijuana use for recreational purposes is *very common* among adults age 19 and older (45% of those with household incomes of \$50k or less, versus 28% of those with household incomes over \$100k).
- Parents:** Those with kids under 18 living at home are more likely than those without kids to say that recreation marijuana use among adults is *very common* (43% vs. 32%).
- Area:** Those in *suburban* areas are least likely to say that recreational marijuana use among adults is *very common* (24%). Those in *towns* are most likely to say this use is *increasing* (48%).

3.2 Opinions on Marijuana Use

Ratings of the acceptability of recreational marijuana use for adults (19+) vary greatly among Nova Scotians. The average rating is 2.9 on a 5-point scale.

Q. And how would you describe your own opinion on the use of marijuana for recreational purposes among those 19 years of age or OLDER. Please use a scale of 1 to 5, where 1 means you believe it is completely unacceptable and 5 means it is completely acceptable.



Further Analysis

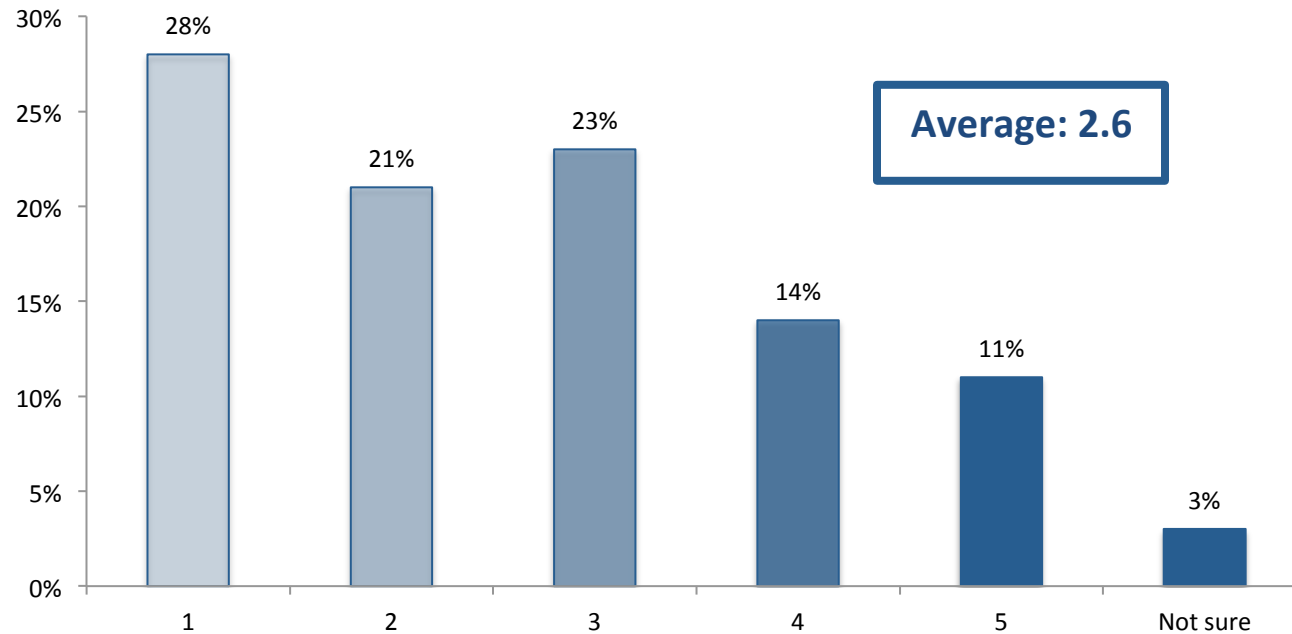
Marijuana Use: As expected, Nova Scotians who have used marijuana are more accepting of marijuana use by adults for recreational purposes (average ratings of 3.6, versus 2.2 among those who have not tried marijuana).

Gender: Men (average rating of 3.3) are more accepting of recreational marijuana use than women (2.6 average rating).

Age: Acceptance of recreational marijuana use decreases with age (3.3 average for those ages 18 to 34, versus 2.9 for those 35-54, and 2.7 for those older than 55).

Nova Scotians are less likely to believe recreational marijuana is 'safe' (compared to 'acceptable'), with nearly one-half rating its safety as either a "1" or a "2" on a 5-point scale.

Q. On a scale from 1 to 5, where 1 is not safe at all, and 5 is extremely safe, how safe is the use of recreational marijuana, in your opinion?



Further Analysis

Marijuana Use:

As expected, Nova Scotians who have used marijuana are more likely to view recreational marijuana use as safe than those who haven't used marijuana (average ratings of 3.1 versus 1.9)

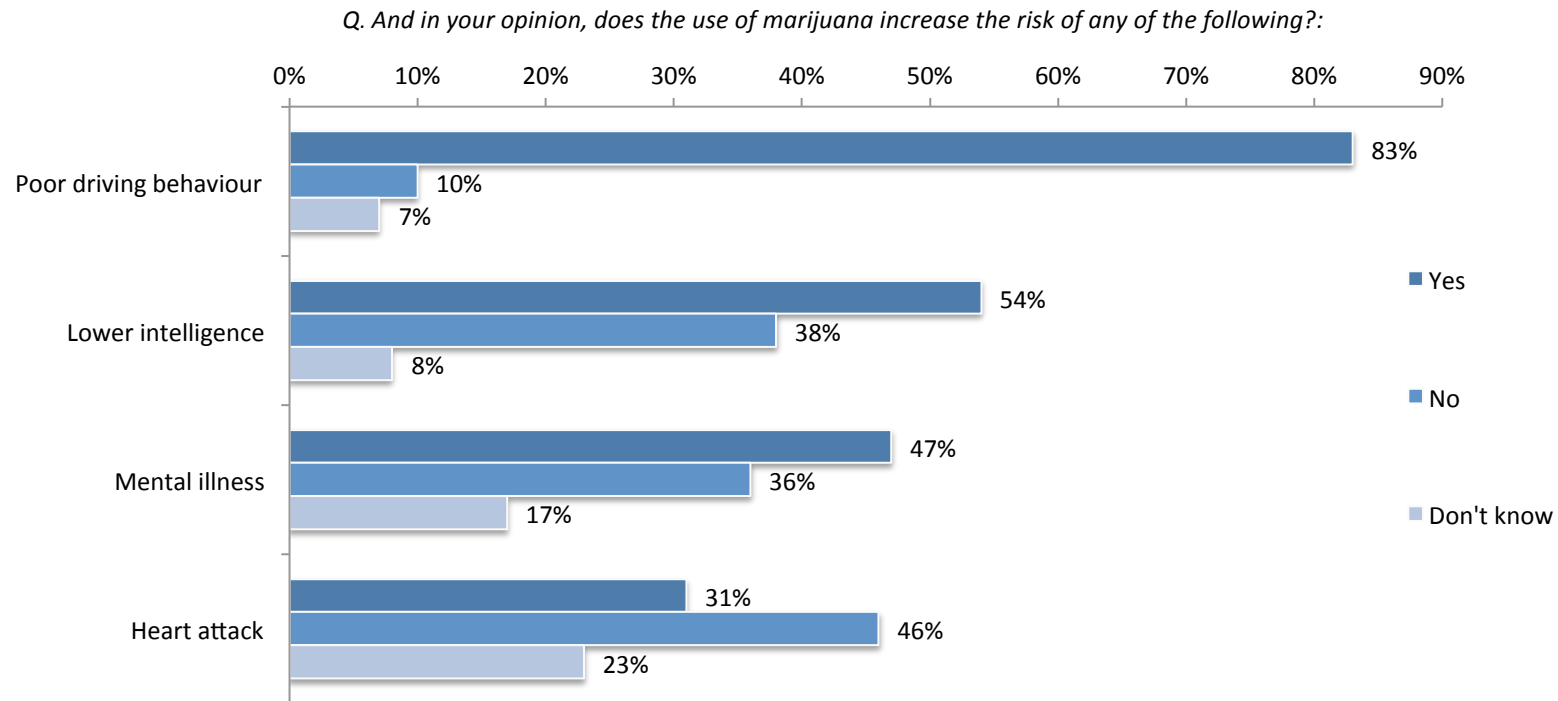
Gender:

Men are more likely than women to rate recreational marijuana use as safe (2.7 versus 2.4).

Age:

Ratings of the safety of recreational marijuana use decrease with age (3.0 average for those ages 18 to 34 versus 2.5 for those 35-54 and 2.3 for those older than 55).

Nearly all Nova Scotians feel that marijuana use increases the risk of poor driving behaviour; they are less convinced of its impact on intelligence, mental illness, and the risk of heart attack.



Further Analysis

Marijuana Use: Nova Scotians who have *not tried* marijuana are more likely to say that its use increases the risk of every condition/behaviour listed. For example, 60% of non-users believe that marijuana use increases the risk of heart attack, versus only 32% of those who have tried the drug.

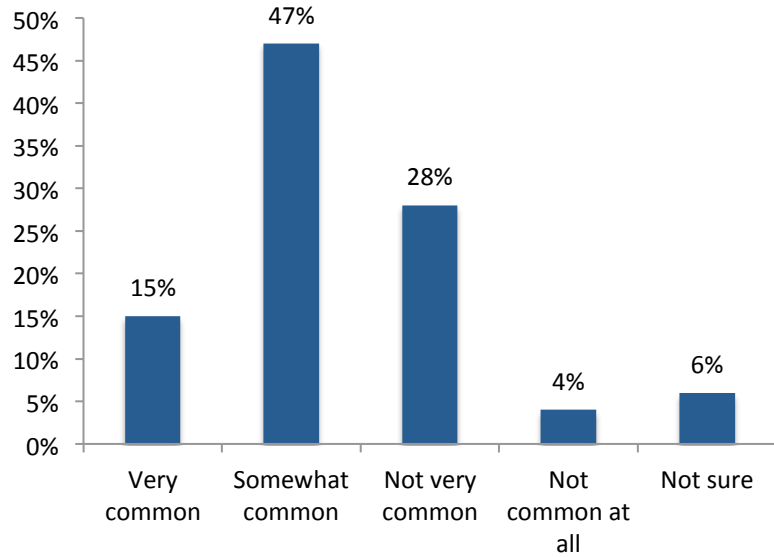
Parents: Adults with children living at home are more likely than those without children at home to say that marijuana use increases the risk of *mental illness* (58% vs. 42%). However, those without children are more likely than those with children at home to say that marijuana use increases risk of *poor driving behaviour* (86% vs. 76%).

Area: Those in *suburban* areas (68%) are most likely to say that marijuana use increases the risk of *lower intelligence*, while those in *urban* areas are the least likely (43%). This same pattern is seen for *mental illness* (61% for *suburbs*, 34% for *urban*).

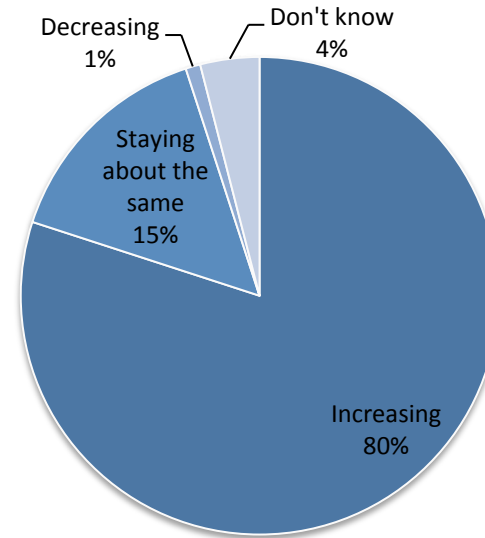
3.3 Medical Marijuana

More than six in ten Nova Scotians estimate that the use of marijuana for medical purposes is *very or somewhat common* in the province. And most think that its use is increasing, compared to 10 years ago.

Q. To the best of your knowledge, how common is the use of marijuana for medical purposes among Nova Scotians?



Q. Compared to 10 years ago, do you think that the use of marijuana for medical purposes among Nova Scotians is..?



Further Analysis

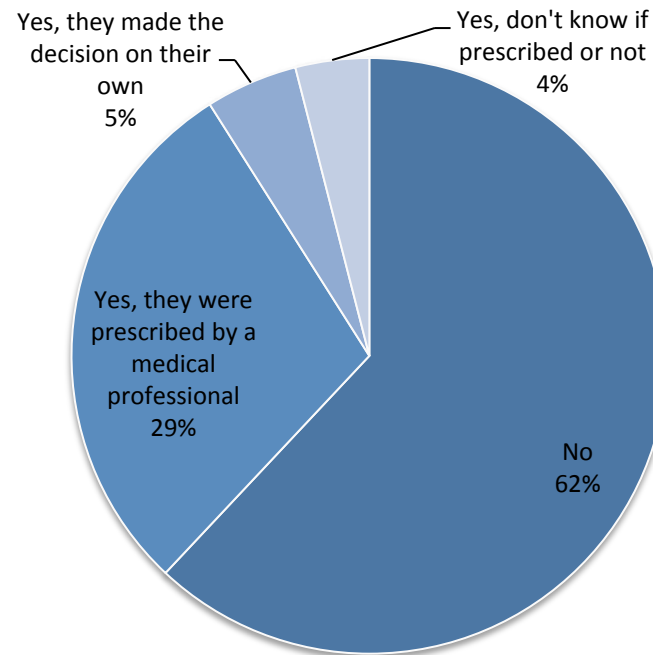
Age: Nova Scotians under 35 are the most likely to estimate that medical marijuana use is *not very common* (41%).

Geography: Residents of the South Shore (67%) are much more likely to say that medical marijuana use is *somewhat common* than residents of other areas. Similarly, South Shore (28%) and Valley (28%) residents are more likely to say that the use of medical marijuana is *staying about the same* than residents of other areas.

More than one third of Nova Scotians personally know someone who uses marijuana for medical purposes. For those who do know someone, most say that those individuals were prescribed marijuana by a medical professional.

Q. Do you know anyone personally who uses medical marijuana?

Q. [IF YES] To the best of your knowledge, were they prescribed marijuana by a medical professional or did they make the decision to use marijuana for medical purposes on their own? n = 151



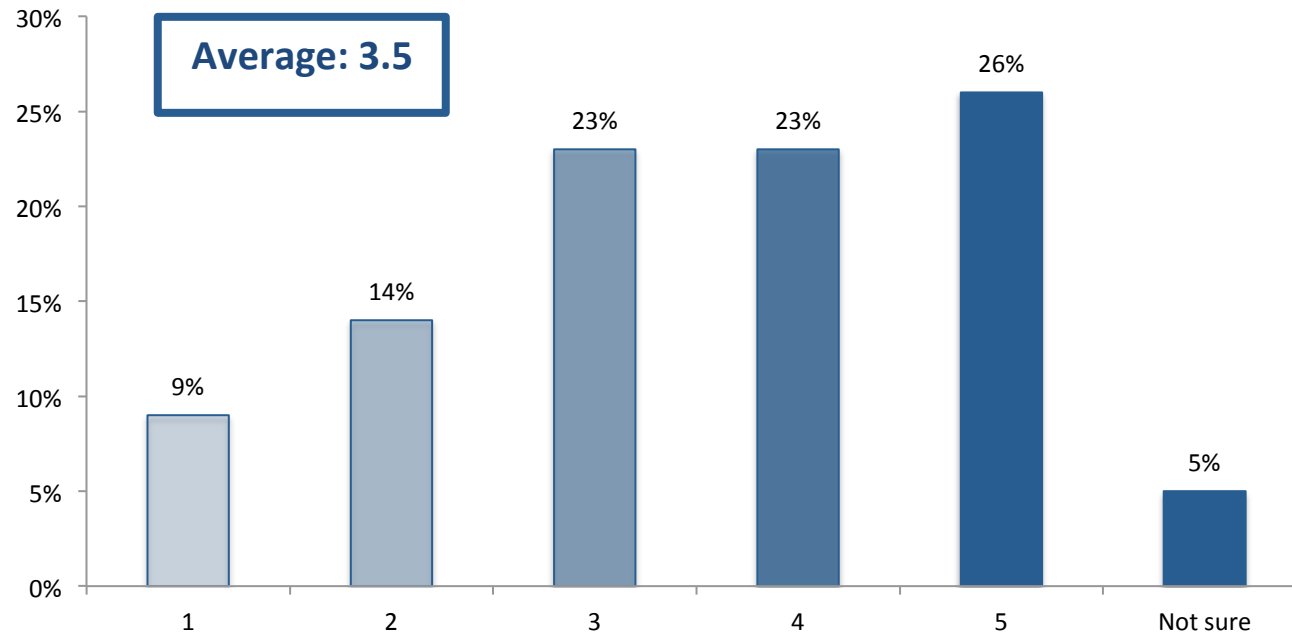
Further Analysis

Marijuana Use: Nova Scotians who have used marijuana are more likely than those who haven't to know someone who uses medical marijuana (45% vs. 28%).

Area: Nova Scotians who live in *towns* (47%) or *rural* (48%) areas are more likely to know someone who uses medical marijuana than those who live in *urban* (25%) or *suburban* (23%) areas.

Ratings of the safety of medical marijuana are significantly higher than those for recreational use. Less than one quarter of Nova Scotians give medical marijuana an unsafe rating (“1” or “2”).

Q. On a scale from 1 to 5, where 1 is not safe at all, and 5 is extremely safe, how safe is the use of medical marijuana, in your opinion?



Further Analysis

Marijuana Use: Nova Scotians who have used marijuana are more likely to view medical marijuana use as safe than those who haven't used marijuana (average ratings of 3.9 versus 3.0)

Age: Ratings of the safety of medical marijuana use are highest among Nova Scotians ages 18 to 34 (average of 4.0).

3.4 Personal Marijuana Use

Nearly half of all Nova Scotians report that they have personally experimented with marijuana. Of those who have, most began before the age of 25.

Have you personally “experimented” with marijuana?	
Yes	49%
No	50%
Refuse to answer	2%
[IF YES] At what age did you first start experimenting with marijuana? Were you...? (n = 195)	
Under the age of 16	33%
17-18 years old	26%
19-24 years old	34%
24-34 years old	3%
35-44 years old	1%
45 years of age or older	2%
[IF YES] Have you used marijuana in the past year? (n = 195)	
Yes	25%
No	74%
Refuse to answer	1%
Why would you say you chose to use marijuana in the past year? (n = 49)	
Fun/recreational use	53%
To relax	18%
Medical reasons/pain management	15%
Prefer over alcohol	7%
Other	24%
Refuse to answer	2%

Further Analysis

Age: Younger (18-34) Nova Scotians are much more likely to reporting experimenting with marijuana than those 55+ (70% versus 28%), and more than half (52%) of young Nova Scotians report first trying marijuana before they were 16.

Geography: Reported experimentation is highest in the HRM (57%) and Industrial Cape Breton (55%).

- Gender:** Men (54%) are more likely than women (44%) to report having experimented with marijuana. *Among those who have experimented*, there is an even larger gender gap in terms of reported use within the previous year (35% among men versus 13% among women).
- Parents:** Adults with children living at home are less likely to have smoked marijuana in the last year than those with children (14% vs. 32%).

4.0 Demographic Profile

This table outlines the demographic profile of respondents.

Demographic Characteristic	
Gender	
Male	48%
Female	52%
Families (1% refused)	
Have children (living at home)	31%
No children	68%
Marital Status	
Single (never married)	20%
Married/common-law	63%
Previously married (divorced/widowed)	17%
Age	
18 to 24	10%
25 to 34	15%
35 to 44	16%
45 to 54	21%
55 to 64	19%
65 or older	20%
Household Income	
Under 25k	14%
25 - 49k	21%
50 – 74k	17%
75 – 100k	14%
Over 100k	20%
Prefer not to say	14%
Education	
Less than HS	10%
Graduated HS	14%
Some college	10%

Graduated college	24%
Some university	9%
Graduated university	32%
Employment (1% refused)	
Employed	60%
Retired	23%
Other (student, not employed, etc.)	17%
Region	
Urban	23%
Suburb	18%
Town	17%
Rural	41%
Not sure	<1%
Smoke tobacco	
Daily	14%
Occasionally	6%
Not at all	80%

5.0 Questionnaire

A. Introduction

Hi. I'm calling from Thinkwell Research, a public opinion research company. Today we are conducting a survey about current events and issues in Nova Scotia. The survey will only take about 10 minutes to complete. Would you mind if I asked you some questions? All of your responses will be kept strictly confidential.

- If yes, thank and proceed
- If refuse to participate, thank respondent and terminate the call.
- If willing to participate at another time, arrange call back

Date: _____

Time: _____

Before we begin, are you, or anyone in your household, currently employed by:

A market research, public relations, or advertising firm?

A political party or interest group?

A newspaper, or a radio or television station, or any other news or media organization?

IF YES TO ANY OF THE ABOVE, THANK AND TERMINATE

IF NO, CONTINUE

A1. Since we must speak to people belonging to various age groups, would you please tell me into which of the following age categories you fall? **(READ)**

Under 18 years old	THANK & TERMINATE
18 to 24 years old	1
25 to 34 years old	2
35 to 44 years old	3

45 to 54 years old	4
55 to 64 years old	5
65 or older	6
DNK/refusal	THANK & TERMINATE

A2. Gender (**RECORD**):

Male.....	1
Female	2

Let's begin.

1. Perceptions of Recreational Marijuana Use

Q1. In your opinion, what are some of the really important public health issues facing the province of Nova Scotia today?

DO NOT READ

Quality of health care (general).....	1
Wait times	2
Access to family doctors	3
Obesity.....	4
Lack of physical activity	5
Eating/nutrition	6
Smoking	7
Marijuana use.....	8
Illicit/illegal drugs	9
Stress	10
Mental illness	11
Other (specify: _____).....	77
Don't know/not sure	88

Q2. And to the best of your knowledge, how common would you say is the use of marijuana for recreational purposes among Nova Scotians UNDER the age of 19?

READ SCALE

Very common	1
Somewhat common	2
Not very common.....	3
Not common at all	4
Not sure (VOL).....	8

Q3. Compared to 10 years ago, do you think that the use of marijuana for recreational purposes among Nova Scotians UNDER the age of 19 is...?

- Increasing 1
- Decreasing 2
- Staying about the same 3
- VOLUNTEERED**
- Don't know 8

Q4. And to the best of your knowledge, how common would you say is the use of marijuana for recreational purposes among Nova Scotians 19 years of age or OLDER?

READ SCALE

- Very common 1
- Somewhat common 2
- Not very common 3
- Not common at all 4
- Not sure (**VOL**) 8

Q5. Compared to 10 years ago, do you think that the use of marijuana for recreational purposes among Nova Scotians 19 years of age or OLDER is...?

- Increasing 1
- Decreasing 2
- Staying about the same 3
- VOLUNTEERED**
- Don't know 8

Q6. And how would you describe your own opinion on the use of marijuana for recreational purposes among those 19 years of age or OLDER. Please use a scale of 1 to 5, where 1 means you believe it is completely unacceptable, and 5 means you believe it is completely acceptable.

- 1 (Completely unacceptable)..... 1
- 2..... 2
- 3..... 3

4.....4

5 (Completely acceptable).....5

VOLUNTEERED

Not sure8

Refused.....9

And on a related topic...

Q7. On a scale from 1 to 5, where 1 is not safe at all, and 5 is extremely safe, how safe is the use of recreational marijuana, in your opinion?

1 (Not safe at all)1

2.....2

3.....3

4.....4

5 (Extremely safe).....5

VOLUNTEERED

Not sure8

Refused.....9

Q8. And in your opinion, does the use of marijuana increase the risk of any of the following?

RANDOMIZE A-D

- a. Lower intelligence
 - b. Mental illness
 - c. Heart attack
 - d. Poor driving behaviour
-
- 1 Yes
 - 2 No
 - 3 Don't know/Not sure

2. Perceptions of Medical Marijuana

Now I would like to ask you some questions about the use of marijuana for medical purposes.

Q9. To the best of your knowledge, how common is the use of marijuana for medical purposes among Nova Scotians?

READ SCALE

Very common	1
Somewhat common	2
Not very common.....	3
Not common at all.....	4
Not sure (VOL).....	8

Q10. Compared to 10 years ago, do you think that the use of marijuana for medical purposes among Nova Scotians is...?

Increasing	1
Decreasing	2
Staying about the same	3
VOLUNTEERED	
Don't know	8

Q11. Do you know anyone personally who uses medical marijuana?

Yes

No

Not sure (**VOL**)

Q12. **[IF YES IN Q11]** To the best of your knowledge, were they prescribed marijuana by a medical professional, or did they make the decision to use marijuana for medical purposes on their own?

- Prescribed by medical professional 1
- Made decision on their own 2
- VOLUNTEERED**
- Don't know/not sure 8

Q13. On a scale from 1 to 5, where 1 is not safe at all, and 5 is extremely safe, how safe is the use of medical marijuana, in your opinion?

- 1 (Not safe at all) 1
- 2 2
- 3 3
- 4 4
- 5 (Extremely safe) 5
- VOLUNTEERED**
- Not sure 8
- Refused 9

3. Personal Marijuana Use

Switching gears just a little bit...

- Q14A. Have you ever personally “experimented” with marijuana?
- Yes 1
 - No 2
 - (VOL)** Refuse to answer 8

Q14B. **[IF Q14A = Yes]** At what age did you first start experimenting with marijuana? Were you....?

- Under the age of 16 1
- 17-18 years old 2
- 19-24 years old 3

24-34 years old 4
35-44 years old 5
45 years of age or older 6
(VOL) Refuse to answer 8

Q14C. **[IF Q14A = Yes]** Have you used marijuana in the past year?

Yes 1
No 2
(VOL) Refuse to answer 8

Q15. **[If Q14C = Yes]** Why would you say you chose to use marijuana in the past year?

OPEN END

(VOL) Refuse to answer 88

D. Demographics

We now have a few final questions about you and your household that will help us analyze the survey results. As with all the answers you have provided, your responses will be kept strictly confidential.

- D1 Which of the following best describes your current employment status? Are you...?
- Employed by a company or organization1
 - Self-employed.....2
 - Not employed outside the house and looking for work.....3
 - Not employed outside the house and not looking for work .4
 - Retired.....5
 - A student 6
 - Refused (VOL).....8
- D2 Which of the following categories best represents the highest level of education you have completed?
- Less than high school1
 - Graduated high school.....2
 - Some trade/technical college3
 - Graduated trade/technical college.....4
 - Some University5
 - Graduated University.....6
 - Refused (VOL).....8
- D3 What is your total annual household income before taxes and deductions?
- Under \$25,000 per year1
 - \$25,000-\$49,000 per year.....2
 - \$50,000-\$74,000 per year.....3
 - \$75,000-\$100,000 per year.....4
 - Over \$100,000 per year5
 - Prefer not to say.....9
- D4 Which of the following best describes your marital status?
- Single (never married) 1

Living common-law.....	2
Married.....	3
Separated	4
Divorced	5
Widowed	6
Refused (VOL).....	8

D6	Do you have children under the age of 18, living at home?	
	Yes	1
	No	2
	Refused (VOL).....	8

D7	Would you say you live in an urban area, a suburb, a town, or a rural area?	
	Urban.....	1
	Suburb	2
	Town.....	3
	Rural	4
	Not sure	8

D8	And finally, at the present time, do you smoke tobacco in the form of cigarettes, cigars, cigarillos, pipes or hookahs daily, occasionally, or not at all?	
	Daily.....	1
	Occasionally.....	2
	Not at all	3
	(VOL) Refused.....	9

6.0 About Thinkwell

Thinkwell Research is a Halifax, Nova Scotia based public opinion and market research firm. Since 2003, Thinkwell has provided custom research services to a wide range of clients, including members of the government, post secondary education, finance, telecommunications, energy, retail, natural resources, agriculture, personal fitness and information technology industries. These projects have taken a variety of forms, including customer and employee satisfaction surveys, market feasibility studies, public policy and political surveys, message testing and brand positioning research.

While locally-owned and operated, Thinkwell Research is proud to be the only Atlantic Canadian member of the **Nanos Research Group**. Nanos Research (formerly SES) is one of North American's premier marketing and public opinion research firms, and is the official pollster for *CTV* and the *Globe and Mail*. The Nanos Research Group is a national team of like-minded research professionals and organizations bound by a common commitment to quality research and services as well as superior research outcomes.

Thinkwell also holds the **Market Research Intelligence Association (MRIA) Gold Seal certification**. This distinction was achieved through self-assessment, with the help of an independent, third party Reviewer; and it is one of MRIA's primary mechanisms for developing (and maintaining) world-class professional research standards.