EKOS Research Associates Inc.

Public Opinion Research on Drug Impaired Driving

Baseline Survey Findings Report

Prepared for:
Public Safety and Emergency Preparedness Canada

Ce rapport est aussi disponible en français

For more information on this report, please email:
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SUMMARY

Public Safety Canada is developing a national marketing and advertising campaign designed to increase public awareness of the dangers and risks associated with drug-impaired driving, even as its legal status changes. The purpose of the research is to learn more about public awareness, knowledge, attitudes, and behaviours related to the dangers and risks of drug-impaired driving. This information will inform the development and planning of the national campaign, support final decisions around the implementation of messages and creative for the advertising, and evaluate the impact of the initial phase of the campaign, particularly among youth and parents of youth, two likely targets for the campaign.

The survey is comprised of 2,132 completed cases, including 418 with youth who are 16 to 24, and 416 parents of youth. This randomly recruited probability sample would carry with it a margin of error of +/-2.19 per cent. The margin of error for each of the target groups is +/-4.8 per cent. The sample source is an in-house Probit panel of randomly recruited Canadians. The survey, administered largely online, was collected in September of 2017.

Behaviour

The large majority of Canadians (81 per cent) know someone who has used cannabis and more than half (56 per cent) have consumed cannabis themselves at some point in their lives (this is almost precisely the proportion measured in a national survey of Canadians conducted with Health Canada in early 2016 – 58 per cent). Of respondents who reported cannabis use, four in ten reported they are a recent cannabis user, having used it within the past 12 months.

Of those reporting cannabis use, over one-quarter (28 per cent) reported they have operated a vehicle while under the influence. One in three Canadians also report that they have ridden in a vehicle operated by a driver who was under the effects of cannabis.

Among those who have driven while impaired, four in ten downplayed the risks by either indicating that driving while under the influence of cannabis is less dangerous than driving while under the influence of alcohol (25 per cent) or that driving while under the influence of cannabis poses no real risk (17 per cent). Another one in five claimed that they had no other options in terms of transportation (21 per cent). Just under this proportion attributed their decision to their poor judgement and lack of experience in their youth (19 per cent).
Among parents of children ages 13 to 24, one-third (34 per cent) reported that their child has used cannabis. Ten per cent also report that their children have ridden passenger to an impaired driver, although a full third were unsure.

Survey results reveal a greater discrepancy between how parents and youth recall discussing driving while under the influence of cannabis. Just one-quarter of youth said they have discussed the matter with their parents. In a sharp contrast, however, three-quarters of parents of youth said they have had this discussion with their children.

**Awareness and Concern for Risks**

Survey results reveal broad recognition of the impacts of cannabis on drivers. Fully eight in ten agree that using cannabis impairs one’s driving ability (by comparison, 94 per cent say alcohol impedes driving ability). Three-quarters say that cannabis reduces reaction time and ability to concentrate and just over half (57 per cent) say that cannabis makes the user a worse driver. On the other end of the spectrum, however, one in ten (nine per cent) believe that cannabis makes the user a more careful driver and three per cent say cannabis consumption has no discernible impact on driving ability.

Two-thirds of Canadians (65 per cent) agree that cannabis users often fail to realize that they are impaired from using cannabis and one-quarter believe that the impacts of cannabis consumption are less detrimental to one’s driving ability than the use of alcohol. A moderately high proportion of Canadians (59 per cent) also understand that it is not always easy to tell whether a cannabis user is too high to drive.

Leading concerns when it comes to driving safety include distracted driving (84 per cent), followed by driving while impaired by alcohol, cannabis or prescription drugs (67 per cent), and aggressive driving at 63 per cent. Looking more closely at the level of concern for impairment specifically from cannabis, considerably fewer expressed concern (47 per cent), compared with impairment from alcohol (79 per cent).

Slightly more than half of respondents (53 per cent) indicated concern about drivers who are impaired from cannabis use. A clear majority of respondents (70 per cent) believe the rate of driving under the influence of cannabis will increase if the drug becomes legal. The most pressing concerns over driving under the influence include hurting someone else (73 per cent), followed by getting hurt, becoming paralyzed or getting killed themselves (50 per cent), or just generally getting into an accident (48 per cent). Having a permanent criminal record (29 per cent), or getting caught by police (14 per cent) form a third tier of concern, although this concern is much more prevalent among youth.
Although more than three in four respondents said they would not get into a vehicle with an impaired driver, 11 per cent said they would be likely to do so (and significantly more reported that they have done so in the past). Compared with reasons for driving impaired, passengers are much more likely to be concerned for their own well-being. More than eight in ten said they would be concerned about getting hurt, becoming paralyzed or getting killed in an accident. Fewer (57 per cent) would be concerned about hurting, paralyzing or killing someone else. Compared with the driver, passengers are significantly less concerned about getting caught by police or having a permanent record (10 per cent citing each).

**Normalized Behaviour**

Two in three respondents expect that most teenagers and young adults will try cannabis. A clear majority (79 per cent), however, said they do not see driving under the influence of cannabis as acceptable. Results are more split in terms of whether it is relatively more acceptable compared to driving under the influence of alcohol (40 per cent said it is the case).

Although half of respondents reported that it is rare for people they know to drive under the influence, another 15 per cent said it is common, and the same proportion said that it is moderately common. The majority (70 per cent) said they would be comfortable trying to stop a friend or family member from driving under the influence, and a similar proportion (74 per cent) would be comfortable trying to stop a friend or family member from accepting a ride from a driver who they thought was impaired after using cannabis. Respondents are less comfortable in reporting an impaired driver to the police; although 37 per cent said they would be comfortable, the same proportion said they would not be.

**Information about Cannabis Impaired Driving**

The incidence of searching for information on the effects of drugs on driving ability is relatively low, with just three in ten respondents saying they have searched for this information. By a wide margin, health professionals come out as the most trusted source of information on the impacts of cannabis on driving ability, selected by more than half of respondents (57 per cent). Three in ten (32 per cent), meanwhile, say they are likely to speak with someone in law enforcement. Although only one in seven (15 per cent) would consult with a friend or turn to a teacher, counsellor, or social worker (12 per cent), these are much more likely sources among youth.

In terms of online sources, just under half (46 per cent) cited the Internet in general (with no mention of a specific organization) as a go-to source for information regarding the effects of drugs on driving ability. Three in ten (31 per cent), meanwhile, would consult a Government of Canada website. One-quarter would turn to driving associations such as the Canadian Automobile
Association, a police organization, or a not-for-profit group such as Mothers Against Drunk Driving Canada.

Three-quarters of Canadians are interested in learning more about the effects of cannabis on driving ability. About two-thirds are curious about the length of time before it is safe to drive after using drugs. About half (56 per cent) would also like more information about how the police test for drugs or about the laws and penalties regarding driving while impaired (50 per cent). One-third are interested in learning about their rights as a driver should they be pulled over.

Four in ten (42 per cent) Canadians say they have enough information to make informed decision about the risks of driving while under the influence. Canadians are decidedly sure they have adequate information from a Canadian context that has been made available to them. Just one-third (32 per cent) said they feel the availability of Canadian information is adequate for informed decision-making about risks.

**Views on Legal Status and Implications**

Although fully eight in ten (83 per cent) recognize that it is currently illegal to operate a vehicle while under the influence, one in twenty (five per cent) believe it to be legal. Canadians are slightly more uncertain about how impaired driving laws will be impacted by the upcoming legalization of cannabis. While three-quarters (76 per cent) recognize that driving under the influence will remain illegal, a small percentage (seven per cent) believe that driving while under the influence will be legal at that time.

Canadians are very unsure about the amount of time a driver should wait before getting behind the wheel after consuming cannabis before it is safe to operate a vehicle. In fact, more than four in ten respondents (43 per cent) said they were uncertain and about one in six underestimate the time (indicating that fewer than three hours is safe).

Results further suggest that Canadians are unsure about whether police can detect impairment from cannabis among drivers who are stopped at the roadside. Just under half (45 per cent) correctly believe that police are capable of determining whether a driver is impaired from cannabis, although one-quarter do not and one in three are unsure.

Many Canadians are also unclear about whether penalties associated with driving while impaired from cannabis are greater, lesser, or equivalent to those associated with driving while impaired from alcohol. Just under half (47 per cent) believe that impairment from cannabis and impairment from alcohol carry the same penalties. One in eight, however, believe the penalties to be less strict than those regarding alcohol, and one in three said they do not know.
Just over half of Canadians (55 per cent) believe that existing penalties are sufficiently strict to deter impaired driving. One-third (33 per cent), however, disagree.

Half of respondents (48 per cent) are unsure as to whether the federal government will be revising its laws around driving under the influence, although four in ten (38 per cent) believe the Government of Canada will be proposing new laws. One in four Canadians believe that stricter laws would have a significant impact on impaired driving, although three in ten do not think that the laws would have much effect. Four in ten believe that stiffer penalties would yield a moderate impact.

**Youth Profile**

**Behaviour**

- Results highlight the importance of youth, between the ages of 16 and 24 as a key target group for a public education campaign. Although still seven in ten, fewer youth than the Canadian average reported friends who have used cannabis. Just under half (45 per cent) have themselves used it, which is lower than the national average. But, most of these (65 per cent) have used it in the past 12 months, making them recent users, just on the cusp of becoming the most prevalent users, like their 25 to 34 year old counterparts. Overall, across all youth, 29 per cent are recent cannabis users (last 12 months), 16 per cent have used it in the past but not recently and 54 per cent have never used it.

- Slightly fewer than average have driven while cannabis impaired (22 per cent of those who have used it; 10 per cent among all youth). But, more of those who have done so said they did it because they do not consider it to be dangerous, or at least not as dangerous as driving while impaired from alcohol (57 per cent).

- Like other Canadians, one in three of all youth have been a passenger with a cannabis impaired driver, also highlighting the risk for this age cohort.

- Parents of youth have a fairly good estimation of cannabis use among youth, but they significantly underestimate the extent of impaired driving, or accepting a ride with a cannabis impaired driver. Large proportions of parents also admit that they do not know whether or not their child has done these things.

**Awareness and Concern**

- A public education campaign targeting this age group can build on a solid base of appreciation for the compromise to safety that impaired driving poses. But, youth, like other age groups are much more likely to be concerned about impairment from alcohol on the roads, rather than from cannabis, since 88 per cent of youth point to impairment when asked about alcohol, but only 49 per cent say the same when asked about cannabis.
Other results point to the same pattern of assumption that impairment from cannabis is not as compromising or serious as impairment from cannabis in terms of driving ability.

Similarly, almost half of youth (44 per cent) believe it is easy to tell if someone is too high to drive, and youth are generally somewhat less concerned about the risk cannabis impairment poses on the roads than expressed by other Canadians.

Key to any approach to the campaign or specific messaging, youth, like other Canadians are more concerned with hurting, paralyzing or killing others than themselves, as an impaired driver (66 per cent). But, in contrast to other age cohorts, youth are also more concerned than others with having a permanent record (40 per cent) or generally getting caught by the police (22 per cent), fearing legal and long lasting repercussions. As a passenger, the fear is much more exclusively centred on getting hurt, becoming paralyzed or getting killed themselves. Even as a passenger, however, this cohort is more concerned than other age groups with a permanent record and/or getting caught.

Normalized Behaviour

Youth are among the two age groups most likely to see cannabis impaired driving as more socially acceptable than driving under the influence of alcohol (50 per cent). On the other hand, they also report limited occurrences of cannabis impaired driving in their own social circles, and few see this as acceptable among their friends, unlike their 25 to 34 year old counterparts, again highlighting an age group on the cusp.

Messaging may consider a “friends don’t let friends drive…” approach given that youth are the least comfortable of all age groups to stop someone they know from driving while under the influence of cannabis or accepting a ride from a cannabis impaired driver. They are also the least likely to be comfortable reporting issues to the police, although relatively small minorities of Canadians are comfortable with this across all age groups.

Information

Like other Canadians, three in ten youth report having looked for information on the effects of drugs on driving ability.

They report health professionals (56 per cent), but also law enforcement, friends, parents and teachers (24 to 30 per cent) as preferred sources for getting information.

They expect to turn to the Internet in large numbers, pointing most often to the Government of Canada (45 per cent), although NGO’s, drivers’ associations and provinces are also recognized sources.

Key information sought is specifics about effects on ability, as well as recommended time to wait after use before driving. But, understanding the law and penalties as well as how police test for drug use are also key points of interest.
Awareness of Legal Implications

> Like other Canadians, few youth think it is currently legal to drive while under the influence of cannabis, although slightly more than average are uncertain (21 per cent) about the legal status when cannabis becomes legalized in 2018. Many are also uncertain about whether there will be new, stricter restrictions in place to prevent impaired driving in 2018.

> One in three say they do not know how long is a safe amount of time to wait before driving after cannabis use, and another 23 per cent underestimate the time to be less than three hours.

> Youth are most likely across all age groups (55 per cent), however, to understand that the police are able to detect impairment from cannabis, possibly accounting for some of the elevated concern for getting caught. Six in ten also say that they believe current penalties are sufficient to prevent people from driving. Stricter new penalties in 2018 are seen as having at least a moderate positive impact on reducing the incidence of impaired driving according to seven in ten (40 per cent saying the impact will be moderate and 31 per cent saying it will be significant).

The contract value for the POR project is $175,633.64 (including HST).

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Contract Award Date: August 25, 2017
To obtain more information on this study, please e-mail TPSGC.Questions-Questions.PWGSC@tpsgc-pwgsc.gc.ca
POLITICAL NEUTRALITY CERTIFICATION

This certification is to be submitted with the final report submitted to the Project Authority.

I hereby certify as Senior Officer of EKOS Research Associates Inc. that the deliverables fully comply with the Government of Canada political neutrality requirements outlined in the Communications Policy of the Government of Canada and Procedures for Planning and Contracting Public Opinion Research. Specifically, the deliverables do not include information on electoral voting intentions, political party preferences, standings with the electorate, or ratings of the performance of a political party or its leaders.

Signed by: Susan Galley (Vice President)
1. **INTRODUCTION**

1.1 **BACKGROUND**

The Government of Canada has committed to legalize, regulate, and restrict access to cannabis to keep it out of the hands of children, and the profits out of the hands of criminals. As such, there is a need for the Government of Canada to learn more about the public’s awareness, knowledge, attitudes, and behaviours with respect to risks and penalties associated with drug-impaired driving (DID). Of particular interest to the government are younger Canadians, among whom marijuana use is more prevalent. The need to explore this area of public opinion is spurred by the impeding move to legalize marijuana in 2018, but also to regulate and restrict access to its use.

Public Safety Canada’s mandate is to keep Canadians safe from a range of risks, including drug-impaired driving. Research has shown that many Canadians are concerned about drug-impaired drivers on public roads, and that many cannabis users – particularly younger users – are not aware it impairs driving, underestimating the risk. The Department has therefore been mandated to plan and deliver a public awareness campaign that will inform Canadians of the dangers and risks associated with drug-impaired driving in light of its impending legalization.

Public Safety Canada is developing a national marketing and advertising campaign designed to increase public awareness of the dangers and risks associated with drug-impaired driving, even as its legal status changes. This campaign will be launched late in the 2017-2018 fiscal year, including multimedia advertising.

a) **Objectives of the Study**

The purpose of the research is to learn more about public awareness, knowledge, attitudes, and behaviours related to the dangers and risks of drug-impaired driving. This information will inform the development and planning of the national campaign, support final decisions around the implementation of messages and creative for the advertising, and evaluate the impact of the initial phase of the campaign in terms of advertising and messaging recall, as well as changes in awareness of the risk and dangers associated with drug-impaired driving, particularly among youth and parents of youth, two likely targets for the campaign.
Specific research objectives include, but are not limited to the following:

› To assess knowledge, perceptions, attitudes, and behaviours among the general population aged 16+ regarding the safety, risks, and dangers associated with drug-impaired driving.

› To gather information on how best to inform the general population aged 16+ (where would they go for information; best methods/media to provide information) about the risks and penalties associated with drug-impaired driving.

The results of the baseline survey will help to differentiate key target audiences (such as youth 16 to 24 years of age, parents of youth, etc.,) compared to a national norm. It may also identify segments within the population for further exploration in the creative development of a communications campaign. The creative testing component will help to identify messaging and creative concepts (images, taglines, etc) that are more successful at conveying the urgency and reality of the risks of drug-impaired driving. The pre- and post-campaign testing will help to evaluate the extent of recall and penetration of the campaign in Canadian public, and in particular with key target groups.

b) Baseline Survey

The survey is comprised of 2,132 completed cases, including 418 with youth who are 16 to 24, and 416 parents of youth (16 to 24). This randomly recruited probability sample would carry with it a margin of error of +/-2.19 per cent. The margin of error for each of the target groups is +/-4.8 per cent. The sample source is an in-house Probit panel of randomly recruited Canadians. Ten per cent of the sample was collected with cell phone only sample. Fifteen per cent were collected by trained, bilingual interviewers, while the majority were collected through online self-administration.

Probit panellists were selected using a random-digit dial (RDD) landline-cell phone hybrid sample frame. This is the same sample frame and sampling process used to conduct telephone surveys, which are considered to be representative of the population. Once selected, they are contacted and recruited by telephone and asked to complete a basic profile (i.e. base survey instrument) including a range of demographic information about themselves. They are also asked if they would prefer to complete surveys online or by telephone. All sample members are eligible to participate, including those with cell phones only, those with no Internet access and those who simply prefer to respond by telephone rather than online. This panel represents a fully representative sample of Canadians, from which we can draw random samples and collect data in a more cost conscious and timely manner than would otherwise be possible in a traditional telephone survey. This panel of more than 95,000 individuals can be considered representative of

1 Canadian Internet Use, Statistics Canada.
the general public in Canada (meaning that the incidence of a given target population within our panel very closely resembles the public at large) and margins of error can be applied.

Prior to conducting the survey, the instrument was tested with 20 cases in English and 14 cases in French. Additional questions were placed on the pretest version of the questionnaire asking about length, flow, clarity of wording and so on to elicit feedback from respondents. Minimal changes were made as a result of the testing, although a few questions were removed in order to stay within the intended survey length.

The survey was administered between September 13th and 27th, 2017, using a bilingual questionnaire, installed on a secure web-server controlled by EKOS. The email invitation included a description and purpose of the survey (in both languages) along with a link to the survey website. The survey database was mounted using a Personalized Identification Number (PIN), so only individuals with a PIN were allowed access to the survey (the PIN was included in the email invitation). The questionnaire was prefaced with a brief introduction to the study and rationale for the research. The voluntary and confidential nature of the survey was also emphasized. Survey data collection adhered to all applicable industry standards as set out by the Market Research Intelligence Agency (MRIA), of which EKOS is a Gold Seal member. All invited panel members were informed of their rights under current Privacy legislation, as well as how to obtain a copy of their response and results of the survey.

In this survey, a sample of 13,889 was drawn from the online only portion of the Probit panel, although over 6,800 were sent in an effort to target youth under 25. Another 1,002 panel sample members were contacted by telephone. This is a typical participation rate for this kind of survey. The response rate was 24 per cent among those 25 years of age or older, and 12 per cent among youth (under 25). The average length of the interview was 17 minutes.

Respondents were informed in the invitation that all responses are completely confidential and no responses will be linked to individual names.

The database was reviewed following data collection for data quality, outliers, coding requirements, weighting and construction of independent variables, and was used to explore sub-group patterns (e.g., by age, gender and so on) in the analysis. Weighting of the sample was based on population parameters according to the latest Census on age, gender and region of the country.

Among the 8,002 adults sampled, 679 bounced as undeliverable (7,323 valid sample) and 1,748 were either completed (1,714) or ineligible (34). The response rate of 23.9% is calculated as the 1,748 completed or screened out, divided by the valid base of sample invited to participate (n=7,323). Among the 6,889 youth sampled, 325 were undeliverable leaving a valid sample of 6,564. Of these 771 were either completed (418) or found ineligible (353). The response rate of 11.7% is calculated as the 771 completed or screened out, divided by the valid base of sample invited to participate.
c) Note to Readers

Detailed findings are presented in the sections that follow. Overall results are presented in the main portion of the narrative and are typically supported by graphic or tabular presentation of results. Bulleted text is also used to point out any statistically and substantively significant differences between sub-groups of respondents. If differences are not noted in the report, it can be assumed that they are either not statistically significant in their variation from the overall result or that the difference was deemed to be substantively too small to be noteworthy. The programmed survey instrument can be found in Appendix A.

It should be noted that the survey asks a numbers of questions about behaviours that may have a tendency to exert social desirability pressure for respondents to underreport their use of cannabis as well as incidence of driving while impaired, for themselves and their teens/young adults. The primary purpose of the survey is to provide a baseline against which future changes in awareness, knowledge, attitudes, beliefs and behaviours can be subsequently measured.

Results for the proportion of respondents in the sample who either said “don’t know” or did not provide a response are not indicated in the graphic representation of the results in all cases, particularly where they are not sizable (e.g., ten per cent or greater). Results may also not total to 100 per cent due to rounding.

d) Sample Characteristics

The following table presents a sample profile for the baseline survey. This includes demographic characteristics related to employment, education, income, cultural attributes, language, age and region. Each is presented for the full sample of 2,132 Canadians.

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3 Chi-square and standard t-tests were applied as applicable. Differences noted were significant at the 95 per cent level.

Table 1.1: Demographic Tables

**Age (unweighted)**

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>&lt;25</td>
<td>2132</td>
</tr>
<tr>
<td>25-34</td>
<td>20%</td>
</tr>
<tr>
<td>35-44</td>
<td>10%</td>
</tr>
<tr>
<td>45-54</td>
<td>1%</td>
</tr>
<tr>
<td>55-64</td>
<td>18%</td>
</tr>
<tr>
<td>65+</td>
<td>15%</td>
</tr>
</tbody>
</table>

Are you the parent or legal guardian of any children currently living in the household? If so, how many?

<table>
<thead>
<tr>
<th>Response</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
<td>2132</td>
</tr>
<tr>
<td>No</td>
<td>76%</td>
</tr>
<tr>
<td>No response</td>
<td>1%</td>
</tr>
</tbody>
</table>

What are the ages of children in the home?

<table>
<thead>
<tr>
<th>Age Group</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Under 5</td>
<td>836</td>
</tr>
<tr>
<td>6 to 12</td>
<td>35%</td>
</tr>
<tr>
<td>13 to 15</td>
<td>22%</td>
</tr>
<tr>
<td>16 to 18</td>
<td>26%</td>
</tr>
<tr>
<td>19 to 24</td>
<td>30%</td>
</tr>
<tr>
<td>25 or older</td>
<td>11%</td>
</tr>
</tbody>
</table>

**Education (unweighted)**

<table>
<thead>
<tr>
<th>Education Level</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grade 8 or less</td>
<td>1%</td>
</tr>
<tr>
<td>Some high school</td>
<td>1%</td>
</tr>
<tr>
<td>High school diploma or equivalent</td>
<td>20%</td>
</tr>
<tr>
<td>Registered Apprenticeship or other trades certificate or diploma</td>
<td>5%</td>
</tr>
<tr>
<td>College, CEGEP or other non-university certificate or diploma</td>
<td>20%</td>
</tr>
<tr>
<td>University certificate or diploma below bachelor's level</td>
<td>8%</td>
</tr>
<tr>
<td>Bachelor's degree</td>
<td>26%</td>
</tr>
<tr>
<td>Post graduate degree above bachelor's level</td>
<td>15%</td>
</tr>
<tr>
<td>No response</td>
<td>1%</td>
</tr>
</tbody>
</table>
### Total household income

<table>
<thead>
<tr>
<th>Category</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>n=</td>
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### Were you born in Canada?

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### Language most often spoken at home

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<tr>
<td>English</td>
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<tr>
<td>French</td>
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<tr>
<td>Central Asian (Chinese/Cantonese, Korean, Vietnamese...)</td>
<td>1%</td>
</tr>
<tr>
<td>European Languages, All Regions (Italian, German, Polish, Serbian...)</td>
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### Gender (unweighted)

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<td>Female</td>
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The sample over represents those with post secondary education, including 39 per cent with a university level of education compared with 23 per cent in the population, and under represents those with high school/elementary or college levels of education. This is partially driven by the oversample of younger Canadians. There are fewer Canadians born outside of Canada represented in the sample (12 per cent) than found in the population (25 per cent).
2. REPORTED BEHAVIOUR

2.1 CANNABIS USE WITHIN SOCIAL NETWORKS

The vast majority of Canadians know someone who has used cannabis. Fully eight in ten (81 per cent) say that someone close to them has consumed cannabis at some point in their lives. Just one in eight (12 per cent) do not believe they are closely acquainted with a cannabis user and six per cent are uncertain.

Graph 1: Cannabis Use within Social Networks

This following section is about cannabis use. Use includes smoking, inhaling, eating or applying products that contain cannabis, also called pot, weed or marijuana.

“As far as you know, have people close to you (e.g., friends or family) ever used cannabis?”

- Yes
- No
- Don't know

Those ages 25 to 54 are the most likely to report a close friend or family member who consumes cannabis (85 per cent to 93 per cent). Youth (i.e., those under the age 25) and seniors (those ages 65 and over) are less likely to be closely affiliated with a cannabis user (74 per cent and 71 per cent, respectively).

Parents of youth (i.e., with a child ages 16 to 24) are somewhat more likely to have a close relationship with someone who has used cannabis when compared to other Canadians (87 per cent), largely because two in three parents of youth are under 55 years of age.
### 2.2 Personal Cannabis Use

According to reports from respondents, more than half of Canadians (56 per cent) have consumed cannabis at some point in their lives, while two-fifths (42 per cent) have not. This is almost precisely the proportion measured in a national survey of Canadians conducted with Health Canada in early 2016 (58 per cent).

**Graph 2: Personal Cannabis Use**

“Have you ever used cannabis?”

- **Yes**: 56%
- **No**: 42%
- **No response**: 2%

The likelihood of having used cannabis is highest among those ages 25 to 44 (68 per cent to 72 per cent). Youth and seniors are the least likely to have used cannabis (45 per cent and 41 per cent, respectively).
2.3 **RECENT CANNABIS USE**

Of respondents who reported cannabis use, four in ten (39 per cent) indicated they have used cannabis within in the past 12 months. Six in ten (61 per cent) have not. Crossing overall use with recent use, results indicate that 22 per cent of Canadians have used cannabis in the last 12 months.

**Graph 3: Recent Cannabis Use**

“Have you used cannabis in the past 12 months?”

- Yes: 61%
- No: 39%

n=1205 (ever used cannabis)

- The likelihood of having consumed cannabis within the past 12 months declines precipitously with age (from 65 per cent among those under the age of 25 to 26 per cent among those ages 65 and over).
- Parents of youth are notably less likely to have used cannabis in the past 12 months (29 per cent, compared to 41 per cent of other Canadians).
- Those in the lowest income cohort – those with an annual household income of less than $40,000 per year – are more likely to have used consumed cannabis within the past 12 months (51 per cent, compared to 39 per cent on average).
2.4 Personal Experience Driving While Impaired

Those reporting cannabis use (at any point in their lives) were asked if they had ever operated a vehicle under its influence. Over one-quarter (28 per cent) reported they have operated a vehicle while under the influence.

Graph 4: Personal Experience Driving While Impaired

“Have you ever driven or operated a vehicle while under the influence of cannabis?”

- Compared to women, men are notably more likely to have operated a vehicle under the influence of cannabis (38 per cent versus 18 per cent among women).
- Those between the ages 25 and 34 are discernibly more likely to have driven while impaired (43 per cent, compared to 28 per cent on average).
2.5 Reasons for Driving While Impaired

Those who have operated a vehicle while under the influence of cannabis were asked, unprompted, why they chose to do so. Although responses are varied, perhaps most importantly, four in ten downplayed the risks, indicating that driving while under the influence of cannabis is less dangerous than driving while under the influence of alcohol (25 per cent) or that it poses no real risk (17 per cent). Another one in five claimed that they had no other options in terms of transportation (21 per cent), and just under this proportion attributed their decision to their poor judgement and lack of experience in their youth (19 per cent). Seven per cent felt that they had either not consumed enough cannabis or that sufficient time had elapsed so there was no significant risk.

Graph 5: Reasons for Driving While Impaired

“What was behind your decision?”

- It’s not as bad as alcohol/doesn’t impair driving like alcohol
- I needed to get somewhere, there was no other choice
- Young, uneducated/experienced, did not know better, long time ago
- It doesn’t impair driving at all
- Enough time had passed, waited until I felt comfortable, did not have much/very little
- DK/NR

n=340 (driven impaired) Drug Impaired Driving Ad Campaign, 2017

- Recent cannabis users (i.e., within the past 12 months) were more likely to rationalize their actions through downplaying the risks of cannabis (56 per cent saying it is not as bad as alcohol or does not impair driving ability). Those who have used cannabis less recently were more likely to attribute it to youth and inexperience.
### 2.6 Experience as a Passenger with an Impaired Driver

Respondents were also asked if they had ever been a passenger in a vehicle when the driver was under the influence of cannabis. According to self-reports, a full one in three Canadians (33 per cent) have ridden in a vehicle operated by a driver who was under the effects of cannabis. Just under six in ten (57 per cent) have not and one in ten (10 per cent) said they did not recall.

#### Graph 6: Experience as a Passenger to an Impaired Driver

"Have you ever been a passenger in a vehicle when the driver was under the influence of cannabis?"

- **Yes** 33%
- **No** 57%
- **Don't know** 10%

> Compared to women, men are more likely to have been a passenger to an impaired driver (38 per cent versus 27 per cent), which is generally in line with patterns of cannabis use.

> The likelihood of having accompanied an impaired driver is significantly higher among those ages 25 to 34 (63 per cent) and, to a lesser extent, those ages 35 to 44 (45 per cent). Recent cannabis users are also more apt to have accepted a ride (67 per cent).

> When compared with Canadians in other parts of the country, residents of Atlantic Canada, as well as Saskatchewan and Manitoba, are more likely to have been a passenger in a vehicle operated by a driver who was under the influence of cannabis (44 per cent in both cases, compared to 33 per cent nationally).
2.7 Parents’ Perceptions of Use among Youth

Parents of children ages 16 to 24 were asked if, to the best of their knowledge, their child has ever used cannabis. With reasonably good accuracy compared with the actual reported use of 45 per cent among youth, one-third (34 per cent) reported that their child has used cannabis. Just over half (56 per cent) believe their child has not consumed the drug and another one in ten (nine per cent) said they are uncertain.

Graph 7: Parents’ Perception of Use among Youth

“As far as you know, has your teenager ever used cannabis?”

- Yes: 34%
- No: 56%
- Don't know: 10%

Parents who have used cannabis themselves are far more likely to report children who have used the drug. More than half parents who are recent cannabis users; within the last year (57 per cent) say their child has used cannabis, compared with just 20 per cent of parents who have never used cannabis.
Among parents of children ages 16 to 24, very few (four per cent) believe that their child has ever driven a vehicle while under the influence of cannabis. Although more than eight in ten (85 per cent) say their child has never operated a vehicle under the influence of cannabis, another one in ten (11 per cent) said that they are unsure. In this case, parents are considerably less aware, with high proportions who are unsure, and a strong variation from the incidence actually reported by youth (22 per cent having said they have driven impaired from cannabis).

Graph 8: Parents’ Perceptions of Impaired Driving among Youth

“As far as you know, has your teenager ever driven a vehicle while under the influence of cannabis?”

n=416 (parents) Drug Impaired Driving Ad Campaign, 2017
2.8 PARENTS’ PERCEPTIONS OF IMPAIRED DRIVING AMONG YOUTH

When asked whether their child had ever accepted a ride from a driver who was under the influence of cannabis, parents express even greater uncertainty. Although 10 per cent reported that their child has ridden as a passenger with an impaired driver, this is a far cry from the 32 per cent actual incidence reported by youth who said they have done this. Further to this, although 55 per cent said their child has never done so, a full third (34 per cent) said that they are unsure.

Graph 9: Parents’ Perceptions of Impaired Driving among Youth

“As far as you know has your teenager ever accepted a ride with a driver who was under the influence of cannabis?”

2.9 DISCUSSIONS AMONG PARENTS AND YOUTH

Survey results reveal a similar discrepancy between how parents and youth recall discussing driving while under the influence of cannabis. Just one-quarter of youth (25 per cent) say they have discussed the matter with their parents, while seven in ten (72 per cent) say they have not. In a sharp contrast, however, three-quarters of parents of youth (74 per cent) insist they have had this discussion with their children, compared to just 25 per cent who have not.
Graph 10: Discussions with Parents (Youth)

“Have you discussed driving while under the influence of cannabis with your parent or guardian?”

- Yes: 25%
- No: 72%
- Don’t know: 3%

n=416 (youth)

Graph 11: Discussions with Youth (Parents)

“Have you discussed driving while under the influence of cannabis with your son or daughter?”

- Yes: 25%
- No: 74%
- Don’t know: 1%

n=416 (parents)
Those parents who indicated that they had spoken to their children about driving while under the influence of cannabis were asked to elaborate on the specific material that they had discussed. Respondents offered a wide array of responses, with three in ten having discussed the effects on driving ability. One in five, meanwhile, talked about the parallels with driving under the influence of alcohol (21 per cent) or simply instructed their children ‘not to do it’ (18 per cent). One in seven spoke of the general dangers associated with driving under the influence of cannabis (15 per cent) or the dangers specific to the driver and others (14 per cent). Other common responses include the legal consequences of driving while impaired (12 per cent), reasons for not accepting rides from impaired drivers (12 per cent), alternatives to avoid these situations altogether (11 per cent), and the harms of drugs in general (11 per cent).

Table 2: Topics Covered in Discussions with Youth

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</tr>
<tr>
<td>The effects on driving ability</td>
<td>28%</td>
</tr>
<tr>
<td>Parallels/comparisons with drinking alcohol and driving</td>
<td>21%</td>
</tr>
<tr>
<td>Not to do it</td>
<td>18%</td>
</tr>
<tr>
<td>Dangers/risks (general)</td>
<td>15%</td>
</tr>
<tr>
<td>Dangers/risks to yourself and others, can kill/hurt someone, get into accidents</td>
<td>14%</td>
</tr>
<tr>
<td>The legal consequences</td>
<td>12%</td>
</tr>
<tr>
<td>Not accepting a ride from someone who is under the influence</td>
<td>12%</td>
</tr>
<tr>
<td>Solutions or alternatives (i.e., back up plan) to avoid these situations</td>
<td>11%</td>
</tr>
<tr>
<td>Harms/risks/effects of consuming drugs in general, social/life consequences, importance of not doing drugs/staying away from them</td>
<td>11%</td>
</tr>
<tr>
<td>Should not drive on any drugs/not just cannabis, effects of any drugs on driving ability</td>
<td>5%</td>
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<tr>
<td>Peer pressure or situations of not driving or accepting a ride</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>7%</td>
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<tr>
<td>No response</td>
<td>14%</td>
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3. AWARENESS OF RISKS OF CANNABIS IMPAIRED DRIVING

3.1 PERCEPTIONS OF IMPAIRMENT FROM ALCOHOL AND CANNABIS USE ON DRIVERS

Survey results reveal broad recognition of the impacts of cannabis on drivers. Fully eight in ten (81 per cent) agree that using cannabis impairs one's driving ability, compared to just one in ten (10 per cent) who disagree. Six per cent neither agree nor disagree.

While a handful of Canadians expressed doubts about the adverse effects of cannabis on driving ability, there is very little doubt that alcohol impairs one's driving skills. More than nine in ten respondents (94 per cent) said alcohol impedes driving ability, while just four per cent disagree. One per cent neither agree nor disagree.

Graph 12: Perceptions of Impacts of Alcohol and Cannabis Use on Drivers

“To what extent do you agree or disagree with the following statements?”

- Drinking alcohol impairs one's ability to drive or operate a vehicle: 94% agree, 10% disagree, 6% neither agree nor disagree.
- Using cannabis impairs one's ability to drive or operate a vehicle: 81% agree, 10% disagree, 6% neither agree nor disagree.
> Perhaps not surprisingly, the age cohort most likely to drive while under influence of cannabis – those ages 25 to 34 – are the most likely to express doubt as to the adverse effects of cannabis on driving skills (24 per cent, compared to 10 per cent on average).

> Similarly, those who have used cannabis within the past year are more likely to downplay the risks of driving while impaired (24 per cent, compared to 10 per cent on average).

### 3.2 NATURE OF IMPACTS OF CANNABIS IMPAIRMENT ON DRIVING ABILITY

Respondents were also asked to select – from a prompted list – the ways in which they believe cannabis consumption affects driving ability. Three-quarters (74 per cent) believe that cannabis reduces reaction time and ability to concentrate and just over half (57 per cent) also said that cannabis makes the user a worse driver. On the other end of the spectrum, however, one in ten (nine per cent) believe that cannabis makes the user a more careful driver and three per cent say cannabis consumption has no discernible impact on driving ability.

#### Graph 13: Means through which Cannabis Affects Driving Ability

“From what you know, in what way(s) does cannabis affect driving ability?”

- Reduces reaction time and ability to concentrate: 74%
- Makes you a worse driver: 57%
- Makes you a more careful driver: 9%
- Does not change ability at all: 3%
- Don't know: 8%

n=2132 Drug Impaired Driving Ad Campaign, 2017

Only items with 3% or more shown in chart
Again, those ages 25 to 34 are the most likely to suggest that cannabis consumption improves a driver’s decision making (23 per cent, compared to nine per cent on average). Seniors, meanwhile, are the most likely to cite poorer driving ability as a consequence of cannabis use (66 per cent, compared to 57 per cent on average).

Not surprisingly, those who have used cannabis in the past year are more likely to say the drug has a positive impact (26 per cent, compared to nine per cent on average) or no impact (eight per cent versus three per cent) on driving ability. By corollary, non-users are more likely to say cannabis has a detrimental impact (68 per cent).

3.3 PERCEIVED RISK OF CANNABIS IMPAIRED DRIVING COMPARED WITH ALCOHOL

Respondents were also asked whether they believe that the impacts of cannabis consumption are less detrimental to one’s driving ability than the use of alcohol. Although six in ten (62 per cent) do not believe this to be the case, one-quarter (25 per cent) believe this to be true. Another one in eight (13 per cent) are unsure.

Graph 14: Perceived Risk of Cannabis when Compared to Alcohol

“Please indicate if the statement: driving under the influence of cannabis is less dangerous than driving under the influence of alcohol is true or false from what you know.”

True 25%

False 62%

Don't know/no response 13%
Not surprisingly, recent cannabis users (i.e., within the past year) are much more likely to say that operating a vehicle while under the influence of the drug is less dangerous than driving drunk (57 per cent, compared to 25 per cent on average).

The perception that driving under the influence of cannabis is less dangerous than driving under the influence of alcohol is more prevalent among young Canadians. Half of those ages 25 to 34 (53 per cent) and one-third of those under the age of 25 (36 per cent) agree with this appraisal, compared to 25 per cent on average.

Parents of youth are more likely to rate this statement as false (70 per cent, compared to 60 per cent of other Canadians).

Compared to women, men are more likely to believe that cannabis is less dangerous than alcohol when it comes to driving under the influence (30 per cent, compared to 21 per cent).

3.4 PERCEIVED IMPAIRMENT FROM CANNABIS USE ON JUDGEMENT

Two-thirds of Canadians (65 per cent) agree that cannabis users often fail to realize that they are impaired from using cannabis, although one in five (20 per cent) disagree and another eight per cent neither agree nor disagree.

Graph 15: Perceived Impacts of Cannabis Use on Judgement

“To what extent do you agree or disagree with the following statement: People often don't realize that they are impaired from using cannabis?”

Disagree (1-2) 20%
Neither (3) 8%
Agree (4-5) 65%
Don’t know/no response 7%
Those ages 25 to 34 are much more likely to disagree that people who are impaired by cannabis use are often unable to recognize their situation (42 per cent, compared to 20 per cent on average).

Similarly, recent cannabis users are more likely to express doubt over whether cannabis users are often unable to discern whether they are impaired (42 per cent, compared to 20 per cent on average).

3.5 PERCEIVED EASE OF RECOGNIZING IMPAIRMENT

A moderately high proportion of Canadians understand that it is not always easy to tell whether a cannabis user is too high to drive. Nonetheless, while six in ten (59 per cent) believe it is not easy to tell, one-quarter (27 per cent) feel that an impaired potential driver can be easily identified, and one in seven (15 per cent) neither agree nor disagree.

Graph 16: Perceived Ease of Recognizing Impairment

“Please indicate if the statement: it is very obvious and easy to see if someone is too high to drive is true or false from what you know.”

- True: 27%
- False: 59%
- Don’t know/no response: 15%
Young people – those under the age of 25 and those ages 25 to 34 – are much more likely to agree that a cannabis user's ability to drive can be easily assessed (44 per cent and 37 per cent, respectively, compared to 27 per cent on average). In contrast, those ages 35 to 44 and those 45 to 54 are more likely to disagree that a potential driver's impairment would be obvious (71 per cent and 68 per cent, respectively, compared to 59 per cent on average).

Recent cannabis users are more confident that an impaired driver could easily be identified (37 per cent, compared to 27 per cent on average).

Quebec residents are also more likely to say impairment is readily obvious (37 per cent, compared to 27 per cent nationally).
4. CONCERN FOR IMPAIRED DRIVING

4.1 TOP ROAD SAFETY CONCERNS

Respondents were asked about their top three concerns when it comes to driver safety. While distracted driving emerged as the single largest concern (84 per cent), this is followed by driving while impaired by alcohol, cannabis or prescription drugs (67 per cent), and aggressive driving (63 per cent). Thirteen per cent of respondents listed non-licensed or underage driving, and four per cent said incompetent driving.

An important point for consideration, however with regard to impaired driving specifically is that one-third of the survey sample of respondents was shown “driving while under the influence of alcohol”, one-third was shown “driving while under the influence of cannabis” and one-third was shown the response using “prescription drugs”. Results reveal that impairment from alcohol is a far more obvious concern for most Canadians (with 79 per cent placing this as a top three concern). Impairment from cannabis use and from prescription drugs are less obvious concerns, according to 47 and 46 per cent, respectively among the third of respondents shown each of these categories of impairment. In fact, when shown impairment from cannabis use in the list, aggressive driving becomes a much more likely second choice for concern (67 per cent).
Graph 17: Top Driver Safety Concerns

“What are your top three concerns when it comes to driver safety?”

A critical difference among age cohorts is that youth (under 25) are the most likely to point to impaired driving as a top concern (71 per cent). They stand out more strongly, however, in their heightened concern for impairment from alcohol (88 per cent) and from prescription drugs (60 per cent), but less so in their concern for impaired driving from cannabis (49 per cent).
4.2 Expected Trend in Cannabis Impaired Driving

When asked if they expect that the rate of driving while under the influence of cannabis will decrease, increase or stay the same following legalization, a clear majority of respondents (70 per cent) said they believe it will increase. Only three per cent believe it will decrease. Twenty-four per cent of respondents think it will stay the same, and another three per cent said they are unsure.

Graph 18: Expected Trend in Rate of Cannabis Impaired Driving

“If it becomes legal in Canada to consume cannabis for recreational use, do you expect that the rate of driving while under the influence of cannabis will decrease, increase or stay the same as it is right now?”

- Decrease (1-2): 3%
- Same (3): 24%
- Increase (4-5): 70%
- Don’t know: 3%

Belief that it will increase is lowest among 25-34s, (47 per cent) and higher than average proportions believe it will stay the same among 24-34s and 35 to 44s. The pattern is similar among recent cannabis users, where only 46 per cent believe it will increase.

Although 67 per cent of youth believe the rate will increase, 23 per cent believe it will remain static and six per cent think it will decrease. The perception of a likely increase is highest among those 55 or older and among parents of youth (75 to 79 per cent).
4.3 Level of Concern Regarding Cannabis Impaired Driving

Similarly, respondents were asked about concern about others on the road who are driving under the influence of cannabis, with most reporting at least a moderate concern. Slightly more than half of respondents (53 per cent) indicated concern rating themselves as having a four or five level of concern out of five, and another 24 per cent said they are moderately concerned. Only 22 per cent rated themselves as not very or not at all concerned.

Graph 19: Concern for Public Safety from Cannabis Impaired Driving

“How concerned are you about others on the road who are driving under the influence of cannabis?”

- Not concerned (1-2) 22%
- Moderately concerned (3) 24%
- Concerned (4-5) 53%
- Don’t know/no response 2%

Concern is limited among youth (44 per cent, with 29 per cent expressing moderate concern and 24 per cent saying they are not concerned). The pattern is similar among those 35 to 44. The least concern is expressed by those who are 25 to 34, where only 26 per cent are concerned and 47 per cent said they are unconcerned.

Similarly, only 19 per cent of recent cannabis users expressed concern and full half said they are not concerned.

Conversely, concern is considerably greater among those 55 or older (59 to 67 per cent), including parents of youth (60 per cent).
4.4 PERSONAL CONCERNS WITH DRIVING IMPAIRED

When asked about their biggest concern with driving while under the influence of cannabis, hurting, paralyzing, or killing someone else was seen as the key concern, according to 73 per cent of respondents selecting this answer. In a second tier of concern, 50 per cent pointed to personally getting hurt, paralyzed or killed in an accident, and just generally getting into an accident is also a concern for half of respondents (48 per cent). Although less of a concern than these top three, 29 per cent said that having a permanent criminal record, possibly affecting employment or international travel is a concern, and 14 per cent pointed to getting caught by police as a concern. Other concerns are limited including significantly increased insurance premiums, damage to property, or family or peer judgement.

Respondents were shown the list with getting hurt, paralyzed or killed in separate categories, with “getting killed” selected most often of the three (27 per cent), followed by “getting hurt” (22 per cent), and then “becoming paralyzed” (17 per cent). Multiple responses were accepted, allowing respondents to select each of these in unison, if desired.

Graph 20: Biggest Concern

“What would be your biggest concern with driving while under the influence of cannabis?”

- Hurting, paralyzing or killing someone else: 73%
- Getting hurt, becoming paralyzed or killed: 50%
- Getting into an accident: 48%
- Having a permanent criminal record, possibly affecting employment or international travel: 29%
- Getting caught by police: 14%
- Having significantly increased insurance premiums: 6%
- Damage to property: 5%
- Family or peer judgement: 4%
- Don’t know/No response: 6%

n=2132 Drug Impaired Driving Ad Campaign, 2017
> Youth and those between the ages of 25 and 34 are least apt to be concerned about hurting, paralyzing, or killing someone else (66 and 67 per cent, respectively) as their biggest concern.

> This is also true of recent cannabis users who cited hurting, paralyzing, or killing someone else (60 per cent).

> Youth in particular are considerably more likely than other groups to be concern with a permanent record (40 per cent) or getting caught by the police (22 among youth and also 21 per cent among 25 to 34 year olds). In fact, collectively, as many youth are concerned about permanent record and getting caught by authorities as they are about hurting, paralyzing or killing someone else.

4.5 **Likelihood of Accepting a Ride**

Respondents were asked how likely they would be to accept a ride from someone they knew was under the influence of cannabis. Although more than three in four (78 per cent) said they would not, 11 per cent said they would be likely to do so and another nine per cent indicated a moderate likelihood.

**Graph 21: Likelihood of Accepting a Ride**

“How likely would you be to accept a ride from someone who you knew was under the influence of cannabis?”

Not likely (1-2) 78%

Somewhat likely (3) 9%

Likely (4-5) 11%

Don’t know 2%
> Although a majority of youth (73 per cent) are unlikely to accept a ride from someone impaired by cannabis, results indicate that one in four are at risk given that 13 per cent said they would be moderately likely and 11 per cent said they would be likely to accept a ride under those conditions.

> As with other results, it is those between the ages of 25 and 34 where the greatest risk lies, with 16 per cent saying they would be moderately likely and another 26 per cent saying they would be likely to accept a ride. In contrast, those over 45 are very unlikely to accept a ride (79 to 89 per cent in each older age cohort).

> Even more pronounced, one in three recent cannabis users would be likely to accept a ride and a further 22 per cent said they would be moderately likely to do so.

> Likelihood of accepting a ride is marginally higher in the Atlantic (16 per cent).

### 4.6 Personal Concerns for Being a Passenger

Respondents were also asked what concerns, if any, they would have if they were a passenger in a vehicle where the driver was under the influence of cannabis. In this case, when thinking of themselves as a passenger rather than the impaired driver, the top concern is getting hurt, becoming paralyzed or getting killed in an accident (83 per cent). Although still a key concern, fewer are worried about hurting, paralyzing, or killing someone else (57 per cent). Again, as a passenger, getting caught by police (10 per cent), or having a permanent record (10 per cent) are of considerably less concern. Only four per cent of respondents said they would be worried about damage to property and three per cent indicated family or peer judgement.

As with the question related to being the driver, getting killed, hurt and becoming paralyzed where shown separately. As a passenger, results reveal significantly greater concern for getting hurt (64 per cent) or killed (54 per cent), whereas fewer are worried about becoming paralyzed (38 per cent).
Graph 22: Concerns as a Passenger

“If you were a passenger in a vehicle where the driver was under the influence of cannabis, what concerns, if any, would you have?”

Getting hurt, paralyzed or killed in an accident
Hurting, paralyzing or killing someone else
Getting caught by police
Having a permanent criminal record
No concerns
Damage to property
Family or peer judgment
DK/NR

n=2132
Drug Impaired Driving Ad Campaign, 2017

> Although getting hurt, becoming paralyzed or killed is by far the key concern across age groups, including youth, this younger age segment is more likely than any other age cohort to still be concerned with getting caught by the police (19 per cent) or having a permanent record (20 per cent).

> The same pattern exists for recent cannabis users (getting caught; 21 per cent and having a record; 15 per cent). This is also the largest segment with no concerns (15 per cent).
5. **Normalized Behaviour**

5.1 **Expected Use Among Teenagers**

When asked about the expectation that most teenagers and young adults will try cannabis, a majority of respondents (65 per cent) agree. Only 18 per cent disagree and 15 per cent rated themselves as in the middle.

**Graph 23: Expected Use Among Teenagers**

“To what extent do you agree or disagree with the following statement: It is expected that most teenagers and young adults will try cannabis?”

- Disagree (1-2): 18%
- Neither (3): 15%
- Agree (4-5): 65%
- Don’t know/no response: 2%

Agreement is highest among those 25 to 34 (74 per cent), however, it is about average among youth (63 per cent).

Similarly, 73 per cent of recent cannabis users and 72 per cent of those who have tried it in the more distant past agree.

Agreement is also somewhat more pronounced in Ontario (73 per cent), and least so among residents of Quebec (47 per cent).

Compared with women, agreement is also marginally higher among men (68 per cent).
5.2 Social Acceptance

Results also reveal a split in public perception regarding the social acceptability of driving while under the influence of cannabis. Although half of respondents do not believe this to be true, 40 per cent said they believe that it is more socially acceptable than driving with alcohol-induced impairment, and another 10 per cent were unsure.

Graph 24: Social Acceptance

“Please indicate if the statement: Driving while under the influence of cannabis is more socially acceptable than driving under the influence of alcohol is true or false from what you know.”

- True: 40%
- False: 50%
- Don’t know/no response: 10%

Similar age patterns exist as with previous results, where youth and those who are 25 to 34 are the most apt to see this as true (50 and 57 per cent, respectively). The pattern is the same among recent cannabis users (57 per cent).

Residents of the Atlantic are also most apt to see this as true (56 per cent), whereas 67 per cent of residents of Quebec said driving under the influence of cannabis is not socially acceptable.
5.3 Acceptability of Driving Under the Influence

On the other hand, when further asked how acceptable it is for people they know to drive while under the influence of cannabis, a clear majority (79 per cent) said they do not see it as acceptable. Twelve per cent, however, see it as moderately acceptable and another seven per cent believe it to be acceptable.

Graph 25: Acceptability of Driving Under the Influence

“How acceptable is it for people you know to drive while under the influence of cannabis?”

- Not acceptable (1-2): 79%
- Moderately acceptable (3): 12%
- Acceptable (4-5): 7%
- No response: 3%

Most youth (74 per cent) do not see driving under the influence of cannabis as acceptable, although eight per cent do.

This point of view, although generally uncommon across age cohorts, is more common among respondents who are between 25 and 34. Although 63 per cent think of it as unacceptable, 20 per cent see it as moderately acceptable and 16 per cent find it acceptable.

Perhaps unsurprisingly, acceptance is considerably greater among recent cannabis users, where 24 per cent find it moderately acceptable and another 19 per cent feel it is acceptable.
Quebec residents are the most apt to find it unacceptable (85 per cent) while those living in the Atlantic are marginally more open to this behaviour, with 27 per cent finding it at least moderately acceptable.

5.4 **PERCEIVED PREVALENCE OF CANNABIS IMPAIRED DRIVING**

Respondents were asked how common it is for people they know (e.g., friends, family, work colleagues) to drive under the influence of cannabis. Although just under half of respondents (49 per cent) reported this is to be a rare occurrence, another 15 per cent said it is common, and the same proportion said that it is moderately common.

**Graph 26: Prevalence of Cannabis Impaired Driving**

“As far as you know, how common is it for people you know (e.g., friends, family, work colleagues) to drive while under the influence of cannabis?”

Slightly more than half of youth (54 per cent) said this would be a rare occurrence, and only 12 per cent said it is common.
> Similarly, 49 per cent of respondents between the ages of 25 and 34 reported it is a rare occurrence, and 26 per cent said it is common. Results are similar, if marginally less pronounced among 35 to 44 year old respondents.

> Interestingly, cannabis use did not factor as strongly as in previous questions. Only 23 per cent of recent cannabis users said it is a common occurrence, and 46 per cent said it would be uncommon.

> Residents of the Atlantic are also somewhat more apt to describe it as a common occurrence (24 per cent).

### 5.5 Comfort with Intervention

Respondents were asked how comfortable they would be trying to stop a friend or family member from driving if they thought that they were impaired after using cannabis. The majority of respondents (70 per cent) said they would be comfortable doing so, although 11 per cent said they would not be comfortable and 15 per cent said they would be only moderately comfortable.

**Graph 27: Comfort Intervening with Impaired Drivers**

“How comfortable would you be trying to stop a friend or family member from driving if you thought that they were impaired after using cannabis?”

- Not comfortable (1-2) 11%
- Moderately comfortable (3) 15%
- Comfortable (4-5) 70%
- Don’t know/no response 3%

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Level of comfort tends to increase slightly with age. Only 61 per cent of respondents under the age of 25 and 65 per cent of those between the ages of 25 and 34 said they would be comfortable intervening. This rises to 71 to 76 per cent among older age cohorts.

Similarly, parents of youth (typically aged 45 to 64, are among the most comfortable (76 per cent).

Also, recent cannabis users, among the youngest respondents, are the least likely to be comfortable (66 per cent).

5.6 Intervention with Passengers

When asked how comfortable they would be in trying to stop a friend or family member from accepting a ride from a driver who they thought was impaired after using cannabis, again, 74 per cent said they would be comfortable doing so. Another 14 per cent, however, said they would be only moderately comfortable, and nine per cent said they would not be comfortable.

Graph 28: Comfort Intervening with Passengers

“How comfortable would you be trying to stop a friend or family member from accepting a ride from a driver who you thought was impaired after using cannabis?”

- Not comfortable (1-2): 9%
- Moderately comfortable (3): 14%
- Comfortable (4-5): 74%
- Don’t know/no response: 2%

n=2132

Drug Impaired Driving Ad Campaign, 2017
The same patterns are found with regard to comfort in stopping someone from accepting a ride, with the youngest respondents and recent cannabis users expressing the least comfort (65 to 68 per cent), while those over 45, and parents of youth are most apt to be comfortable (79 to 81 per cent).

5.7 **Comfort Reporting to Police**

Canadians are decidedly less comfortable in reporting to the police if they are aware of someone driving impaired after using cannabis. Although 37 per cent said they would be comfortable, the same proportion said they would not be. Twenty per cent rated themselves in the middle, with moderate comfort.

**Graph 29: Comfort Reporting to Police**

“How comfortable would you be in reporting to the police, if you knew that someone was driving impaired after using cannabis?”

Patterns are repeated for comfort in calling the police. In particular only 27 per cent of youth under 25 and 17 per cent of cannabis users said they would be comfortable calling the police. In fact, 45 per cent of youth and those 25 to 34, and 58 per cent of recent cannabis users said they would be uncomfortable in this role.
6. Information

6.1 Incidence of Searching for Information

The incidence of searching for information on the effects of drugs on driving ability is moderate, with three in ten respondents (31 per cent) indicating they have searched for information, although two-thirds (66 per cent) have not.

Graph 30: Incidence of Searching for Information

“Have you ever looked for information on the effects of drugs on driving ability?”

- Men are slightly more likely to have searched for this information when compared to women (35 per cent versus 28 per cent).
- Those who fall within the age cohort most likely to identify as cannabis users – those ages 25 to 34 – are more likely to have sought information on the impacts of drugs on driving ability (42 per cent, compared to 31 per cent on average).
Similarly, those who have used cannabis in the past year are slightly more likely to have researched the effects of drugs on driving ability (37 per cent, compared to 31 per cent on average).

### 6.2 TRUSTED SOURCES FOR INFORMATION

Respondents were asked to identify the individuals with whom they would prefer to get information on the impacts of drugs on driving ability. By a wide margin, health professionals are the most trusted source, selected by more than half of respondents (57 per cent). Three in ten (32 per cent) indicated law enforcement as a trusted source. One in seven (15 per cent) would consult with a friend, and one in eight (12 per cent) would turn to a teacher, counsellor, or social worker. Other sources selected much less frequently include family (eight per cent), parents (five per cent), evidence-based research (three per cent), and the Internet (three per cent).

#### Graph 31: Trusted Sources for Information

“If you were to speak with someone to get information on the effects of drugs on driving ability, who would you be most likely to speak with?”

- Doctors/health professional/nurse/hospital/health clinic: 57%
- Law enforcement: 32%
- Friend: 15%
- Teachers/counsellors/social worker: 12%
- Other family: 8%
- Your parents: 5%
- Evidence based research, independent peer reviewed articles: 3%
- Internet: 3%
- Other: 3%
- Don’t know: 9%

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Only items with 3% or more shown in chart
> Youth are the only age cohort that is quite likely to turn to a friend (30 per cent, compared to 15 per cent on average), a teacher, counsellor, or social worker (24 per cent versus 12 per cent), or a parent (24 per cent versus five per cent).

> Residents of Alberta or British Columbia are comparatively more apt to trust law enforcement (40 per cent and 39 per cent, compared to 32 per cent on average).

> Those who have used cannabis within the past year, who are younger, are more likely to rely on friends (21 per cent, compared to 15 per cent on average) and are notably less likely to trust law enforcement (20 per cent versus 32 per cent).

### 6.3 Preferred Online Sources for Information

Respondents were also asked to identify the online sources they would consult for information about the effects of drugs on driving ability. Just under half (46 per cent) cited the Internet in general, with no mention of a specific organization. The most frequently cited specific source, however, is a Government of Canada website, according to 31 per cent. Following close behind, one-quarter said they would turn to driving associations such as the Canadian Automobile Association (27 per cent), a police organization (25 per cent), or a not-for-profit group such as Mothers Against Drunk Driving Canada (23 per cent). One in six pointed to a website maintained by their provincial or municipal government (17 per cent), and one in eight said they would turn to the legal community (12 per cent) or the cannabis industry (12 per cent). Six per cent specifically mentioned evidence-based research as an open response, coded following collection of the survey.

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5 Readers should bear in mind that the survey was identified as being sponsored by the Government of Canada.
Graph 32: Preferred Online Sources for Information

“If you were to look for information online on the effects of drugs on driving ability, where would you most likely look for reliable information?”

- Online/the internet generally: 46%
- Government of Canada website: 31%
- Driving associations such as the Canadian Automobile Association (CAA) or driving training/schools: 27%
- Police organizations: 25%
- Not-for-profit groups such as Mothers Against Drunk Driving (MADD) Canada: 23%
- Provincial/Municipal/local government website: 17%
- Legal community: 12%
- Cannabis industry/community: 12%
- Evidence based research, independent peer reviewed articles: 6%
- Don’t know: 5%

Only items with 3% or more shown in chart

- Compared to other age groups, youth were more likely to select most of the items tested; perhaps a reflection of their comparatively higher levels of comfort with using the Internet in general. For instance, 45 per cent of youth would access a Government of Canada website, compared to 31 per cent on average.

- Residents of Alberta would be more likely to rely on a driving association (40 per cent, compared to 27 per cent on average) or a police organization (36 per cent versus 25 per cent).

- Recent cannabis users said they would be more likely to turn to the cannabis industry itself (26 per cent, compared to 12 per cent on average) and evidence-based research (11 per cent versus six per cent). They said they would also be less likely to rely on driving associations (18 per cent versus 27 per cent), police organizations (16 per cent versus 25 per cent), or not-for-profit organizations (14 per cent versus 23 per cent).
6.4 **TYPE OF INFORMATION SOUGHT**

Respondents were similarly asked to identify the types of information they would want to know about the effects of drug use on driving ability. Three-quarters (74 per cent) would be interested in learning more about the effects of cannabis on driving ability. About two-thirds (64 per cent) are curious about the length of time before it is safe to drive after using drugs. Just over half (56 per cent) would like more information about how the police test for drugs while slightly fewer (50 per cent) want to learn more about the laws and penalties regarding driving while impaired. One-third (34 per cent) are interested in learning about their rights as a driver should they be pulled over, while one in five (21 per cent) would like advice on how to talk with family members about drug use. Eight per cent do not feel the need for more information.

**Graph 33: Type of Information Sought**

“What information, if any, would you want to know about the risks and effects of driving after using drugs?”

- Effects of cannabis on driving ability: 74%
- Length of time before it is safe to drive after using drugs: 64%
- How the police tests for drugs usage: 56%
- The law and penalties of driving after using drugs: 50%
- My rights as a driver if pulled over: 34%
- How to talk with your youth/parents/teens about drugs: 21%
- I have no interest/need for information: 8%

Only items with 2% or more shown in chart

*EKOS Research Associates Inc.*

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Those ages 25-34, who are the most likely cannabis users, are considerably more likely to express interest in information regarding the length of time before it is safe to drive after drug use (73 per cent, compared to 64 per cent on average), how police tests work (70 per cent versus 56 per cent), and a driver’s rights when they are pulled over (57 per cent versus 34 per cent). The pattern is largely the same among recent cannabis users.

Not surprisingly, those most likely to have children – those ages 25 to 54 – are more interested in learning how to talk with family members about drug use (26 per cent to 42 per cent, compared to 13 per cent to 14 per cent among other age cohorts).

6.5 Availability of Trusted Information Sources

Lastly, respondents were asked whether they feel they have enough trustworthy information about the effects of drugs on driving ability in order to make informed decisions about risk. Half of respondents in the survey sample were asked generically about “information”, while the other half were asked about “Canadian information” specifically. Results reveal that Canadians feel they are only moderately well informed in terms of availability of trustworthy information to make decisions. Four in ten (42 per cent) said they have enough information to make informed decision, and another third (32 per cent) feel they have moderate access to information. One in five (20 per cent) do not feel they have sufficient information at their disposal.

Canadians are decidedly less positive about the availability of Canadian information (i.e., from a Canadians content). Although one-third (32 per cent) said Canadian information is available, a similar proportion (35 per cent) indicated moderate availability, and one-quarter (23 per cent) said that information is limited.
Graph 34: Perceived Availability of Trusted Information

“To what extent would you say that you have enough trustworthy information/Canadian information to make informed decisions about the risks of driving while under the influence of drugs, including cannabis?”

- Compared to women, men are generally more content with the information they have.
- Those under the age of 35 are happier with the amount of Canadian information at their disposal (40 per cent to 45 per cent say they are satisfied, compared to 32 per cent on average).
7. **LEGAL STATUS AND IMPLICATIONS**

7.1 **FAMILIARITY WITH CURRENT LEGAL STATUS**

Canadians are generally aware that driving while under the influence of cannabis is not legal. Fully eight in ten (83 per cent) recognize that it is currently illegal to operate a vehicle while under the influence, however, one in twenty (five per cent) believe it to be legal and another one in ten (11 per cent) are uncertain.

**Graph 35: Familiarity with Current Legal Status**

“As far as you know, is it currently legal to drive while under the influence of cannabis in Canada?”

![Graph showing familiarity with current legal status](image)

There are few significant differences in awareness on this point across various segments.
7.2 Familiarity with Current Legal Status

Canadians are slightly less certain about how impaired driving laws will be impacted by the upcoming legalization of cannabis. While three-quarters (76 per cent) recognize that driving under the influence will remain illegal, a small percentage (seven per cent) believe that driving while under the influence will be legal at that time. Another one in six (17 per cent), however, are uncertain.

Graph 36: Familiarity with Impacts of Legalization on Legal Status

“Cannabis use for recreational purposes may become legalized in Canada in July 2018. At that point, as far as you know, will it be legal to drive while under the influence of cannabis in Canada?”

- Yes: 7%
- No: 76%
- Don't know: 17%

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Drug Impaired Driving Ad Campaign, 2017
7.3 Familiarity with Duration of Impairment

Based on results of the survey, Canadians are very unsure about the amount of time a driver should wait before getting behind the wheel after consuming cannabis before it is safe to operate a vehicle. In fact, more than four in ten respondents (43 per cent) said they are uncertain. Although few (three per cent) believe a user should wait an hour or less, five per cent believe that one to two hours is sufficient and seven per cent believe one should wait for two to three hours. One in five (18 per cent) believe a user should wait three hours or more and a further one in seven (13 per cent) feel it is best to drive only after a night of sleep.

Graph 37: Familiarity with Duration of Impairment

“As far as you know, how long after using cannabis is it safe to drive a vehicle?”

- At least three or more hours afterward: 18%
- After a night of sleep: 13%
- Between 2 to 3 hours: 7%
- Between 1 and 2 hours: 5%
- 1 hour or less: 3%
- Depends on many factors (person’s tolerance, how much/when they consumed, etc.): 4%
- Whenever the person feels like the effect is gone: 3%
- Don’t know: 43%

Only items with 3% or more shown in chart

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Younger respondents are more apt to believe that less time is needed. For example, 13 to 18 per cent of youth and 25 to 34 year olds believe two hours or less is sufficient. This is also true of 20 per cent of recent cannabis users.
7.4 Familiarity with Detection Technology

Results further suggest that Canadians are unsure about whether police can detect impairment from cannabis among drivers who are stopped at the roadside, according to three in ten respondents (31 per cent). Just under half (45 per cent) correctly understand that a police officer is capable of determining whether a driver is impaired from cannabis, although one-quarter (24 per cent) do not.

Graph 38: Familiarity with Detection Technology

“As far as you know, can the police detect impairment from cannabis, among drivers who are stopped at the roadside?”

Those who correctly understand that cannabis impairment detection is possible include residents of Quebec (58 per cent, compared to 45 per cent nationally), youth (55 per cent), and men (50 per cent).
7.5 Cannabis versus Alcohol

When asked whether they believe the penalties associated with driving while impaired from cannabis are greater, lesser, or equivalent to those associated with driving while impaired from alcohol, again, many Canadians are again unsure (35 per cent). Just under half (47 per cent) believe that impairment from cannabis and impairment from alcohol carry the same penalties. One in eight (12 per cent), however, believe that the penalties associated with cannabis are less strict than those regarding alcohol, and another six per cent believe cannabis impairment carries greater consequences.

Graph 39: Cannabis versus Alcohol

“Are the penalties for driving while impaired from cannabis less strict, the same, or more strict than they are for impairment from alcohol?”

Less strict than alcohol: 12%
The same as alcohol: 47%
More strict than alcohol: 6%
Don’t know: 35%

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7.6 **Views on Existing Penalties**

Respondents were informed that penalties for driving while impaired from cannabis can include a fine, loss of licence, and up to 18 months' imprisonment, with greater consequences if an accident results in harm. Just over half of Canadians (55 per cent) believe these penalties are sufficiently strict to deter impaired driving. One-third (33 per cent), however, disagree and another one in ten (11 per cent) are uncertain.

**Graph 40: Views on Existing Penalties**

Currently, drug impaired driving carries a $1,000 dollar fine and loss of license for 12 months. It may also include jail time of up to 18 months, as well as a permanent criminal record. Where an accident results in harm or death the sentence can be up to 10 years in prison.

“Do you think that these penalties are strict enough to prevent people from driving while under the influence of cannabis?”

- Yes: 55%
- No: 33%
- Don't know: 11%

› Recent cannabis users, who are also most likely to have operated a vehicle while under the influence of cannabis, are more likely to say the exiting penalties are strict enough (71 per cent, compared to 55 per cent on average).

› Youth and those 25 to 34 are also likely to feel that current penalties are sufficient (60 and 64 per cent, respectively).
Familiarity with Upcoming Legal Changes

Many Canadians are also unsure about whether or note the federal government will be revising its laws around driving under the influence of drugs when cannabis becomes legal next year. In fact, half (48 per cent) said they were unsure, although four in ten (38 per cent) believe the Government of Canada will be proposing new laws. One in seven (14 per cent), however, do not believe this will be the case.

Graph 41: Familiarity with Upcoming Legal Changes

“As far as you know, will the federal government be proposing new laws around driving under the influence of drugs when cannabis becomes legalized in Canada in 2018?”

Those ages 25 to 34 and recent cannabis users are more likely to believe the laws will be revisited in 2018 (49 per cent in both cases, compared to 38 per cent on average).
7.8 PERCEIVED EFFECTIVENESS OF STRICTER PENALTIES

Canadians are divided about whether stricter penalties will deter drug users from driving under the influence of cannabis. One in four (23 per cent) believe that stricter laws would have a significant impact, although three in ten (29 per cent) do not think that the laws would have much effect. Four in ten (39 per cent) believe that stiffer penalties would yield a moderate impact.

Graph 42: Perceived Effectiveness of Stricter Penalties

“How much of an impact would you say it would have on reducing driving under the influence of cannabis if the federal government introduced stricter penalties than currently exist for those charged with this offence?”

- No impact (1-2) 29%
- Moderate impact (3) 39%
- Impact (4-5) 23%
- Don’t know 8%

Compared to women, men are more likely to say the enhanced penalties would have little effect (33 per cent versus 24 per cent).

Youth are the most optimistic regarding the impacts of tougher laws (31 per cent say significant impact, compared to 23 per cent on average). Those ages 25 to 44, meanwhile, are more likely to the laws would be widely ineffective (38 to 39 per cent, compared to 29 per cent on average).

Recent cannabis users are more likely to say stricter laws would be of little use (38 per cent, compared to 29 per cent on average).
APPENDIX A: Survey Questionnaire

PINTRO
Hello, my name is ... and I work for EKOS Research Associates.
We are conducting a survey.
Would you mind if we asked you some questions? All your responses will be kept strictly confidential.
May I begin?
If asked: This survey should take about 15 minutes.

WINTRO
Thank you for agreeing to complete this survey. All your responses will be kept strictly confidential.
A few reminders before beginning...
On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the survey.
If you leave the survey before completing it, you can return to the survey URL later, and you will be returned to the page where you left off. Your answers up to that point in the survey will be saved.
If you have any questions about how to complete the survey, please call EKOS Research Associates at 800.388.2873 or send an email to online@ekos.com.
Thank you in advance for your participation.

PRIV
This call may be recorded for quality control or training purposes.

QAGEA
Some questions in this survey are intended for specific age groups. For the purposes of the survey, what year were you born in?
2002 or later
Year:
No response

QAGEX
Are you at least 16 years of age?
Yes
No
No response
QAGEY
May we place your age into one of the following general age categories?
Under 13
13-15 years
16-18 years
19-24 years
25-34 years
35-44 years
45-54 years
55-64 years
65-74 years
75 years or older
No response

QCHILD
A few questions in the survey are also intended for parents. Are you the parent or legal guardian of any children currently living in the household? If so, how many?
Yes (please enter number of children) :
No
No response

QCHILDA
What are the ages of children in the home?
Select all that apply
Under
6 to
13 to
16 to
19 to 2
25 or older
No response

Q1A
What are your top three concerns when it comes to driver safety?
Select primary concern and other concerns - up to 2
Distracted driving
Non-licensed or underage driving
Driving under the influence of alcohol
Aggressive driving
Other (Please specify) :
Don't know
No response

Q1B
What are your top three concerns when it comes to driver safety?
Select primary concern and other concerns - up to 2
Distracted driving
Non-licensed or underage driving
Driving under the influence of cannabis
Aggressive driving
Other (Please specify) :
Don’t know
No response

**Q1C**
What are your top three concerns when it comes to driver safety?
Select primary concern and other concerns - up to 2
Distracted driving
Non-licensed or underage driving
Driving under the influence of prescription drugs
Aggressive driving
Other (Please specify) :
Don’t know
No response

**PQ2**
This survey focuses on driving under the influence of cannabis (also sometimes called marijuana, pot, or weed) used for recreational purposes. That is, use for the purposes of getting high and/or for pleasure and not for the treatment of disease or illness or helping with symptoms associated with disease or illness. To what extent do you agree or disagree with the following statements.

**Q2A**
Using cannabis impairs one’s ability to drive or operate a vehicle.
Strongly disagree
Somewhat disagree
Neither agree nor disagree
Somewhat agree
Strongly agree
Don’t know/ No response

**Q2B**
Drinking alcohol impairs one’s ability to drive or operate a vehicle.

**Q2C**
It is expected that most teenagers and young adults will try cannabis.

**Q2D**
People often don’t realize that they are impaired from using cannabis.

**PQ3**
Please indicate if each one of the following is true or false from what you know.

**Q3A**
Driving under the influence of cannabis is less dangerous than driving under the influence of alcohol.
True
False
Don’t know/ No response
Q3B
Driving while under the influence of cannabis is more socially acceptable than driving under the influence of alcohol.

Q3C
It is very obvious and easy to see if someone is too high to drive.

Q4
From what you know, in what way(s) does cannabis affect driving ability?

- Does not change ability at all
- Makes you a more careful driver (e.g., more accurate behaviour and decisions like speed, following distance, steering)
- Reduces reaction time and ability to concentrate
- Makes you a worse driver (e.g., less accurate behaviour and decisions like speed, following distance, steering)
- Other (Please specify):
- Don’t know
- No response

Q5
If it becomes legal in Canada to consume cannabis for recreational use, do you expect that the rate of driving while under the influence of cannabis will decrease, increase or stay the same as it is right now?

- Decrease a lot
- Decrease a little
- Stay the same
- Increase a little
- Increase a lot
- Don’t know
- No response

Q6
How concerned are you about others on the road who are driving under the influence of cannabis?

- Not at all concerned
- Not very concerned
- Moderately concerned
- Concerned
- Very concerned
- Don’t know/ No response

Q7
Have you ever looked for information on the effects of drugs on driving ability?

- Yes
- No
- Don’t know/ No response
Q8
If you were to speak with someone to get information on the effects of drugs on driving ability, who would you be most likely to speak with?

Your parents
Friend
Doctors/health professional/nurse/hospital/health clinic
Law enforcement (e.g., police officers)
Teachers/counsellors/social worker
<Other family/Family>
Other parents
Other (Please specify):
Don't know
No response

Q9
If you were to look for information online on the effects of drugs on driving ability, where would you most likely look for reliable information?

Online/the internet generally
Government of Canada website
Provincial/Municipal/local government website
Police organizations (website, police station, police associations)
Legal community
Cannabis industry/community
Not-for-profit groups such as Mothers Against Drunk Driving (MADD) Canada
Driving associations such as the Canadian Automobile Association (CAA) or driving training/schools
Other (Please specify):
Don't know
No response

Q10
What information, if any, would you want to know about the risks and effects of driving after using drugs?

Select all that apply.
Effects of cannabis on driving ability
How to talk with your <parents/teens> about drugs
The law and penalties of driving after using drugs
Length of time before it is safe to drive after using drugs
How the police tests for drugs usage
My rights as a driver if pulled over
Other (Please specify):
I have no interest/need for information
Don't know
No response
Q10A
To what extent would you say that you have enough trustworthy information to make informed decisions about the risks of driving while under the influence of drugs, including cannabis.

Not at all
Moderately
Completely
Don't know
No response

Q10B
To what extent would you say that you have enough trustworthy Canadian information to make informed decisions about the risks of driving while under the influence of drugs, including cannabis.

Q11
This following section is about cannabis use. Use includes smoking, inhaling, eating or applying products that contain cannabis, also called pot, weed or marijuana.

As far as you know, have people close to you (e.g., friends or family) ever used cannabis?
Yes
No
Don't know
No response

Q12
Have you ever used cannabis?
(Remember that the survey results are completely confidential and will not be linked to personal identity)
Yes
No
No response

Q13
Have you used cannabis in the past 12 months?
Yes
No
No response

Q14
How acceptable is it for people you know to drive while under the influence of cannabis?
Not at all acceptable
Not very acceptable
Moderately acceptable
Acceptable
Very acceptable
No response
Q15
What would be your biggest concern with driving while under the influence of cannabis?
(Select up to 3 responses)
Getting caught by police
Having a permanent criminal record, possibly affecting employment or international travel
Getting into an accident
Hurt, paralyzing or killing someone else
Family or peer judgment
Damage to property
Having significantly increased insurance premiums
Getting hurt in an accident
Becoming paralyzed from an accident
Getting killed in an accident
No concerns
Other (Please specify):
Don't know/No response

Q16
Have you ever driven or operated a vehicle while under the influence of cannabis?
Yes
No
No response

Q17
What was behind your decision?
It's not as bad as alcohol/doesn't impair driving like alcohol
It doesn't impair driving at all (just as good or better than without)
I needed to get somewhere, there was no other choice (i.e., no other transportation)
Other (Please specify):
Don't know
No response

Q18
As far as you know, how common is it for people you know (e.g., friends, family, work colleagues) to drive while under the influence of cannabis?
Very rare
Not very common
Moderately common
Common
Very common
Don't know
No response
Q19
Have you ever been a passenger in a vehicle when the driver was under the influence of cannabis?
Yes
No
Don't know
No response

Q20
How likely would you be to accept a ride from someone who you knew was under the influence of cannabis?
Not at all likely
Not very likely
Moderately likely
Likely
Very likely
Don't know
No response

Q21
If you were a passenger in a vehicle where the driver was under the influence of cannabis, what concerns, if any, would you have?
(Select up to 3)
Getting caught by police
Having a permanent criminal record, possibly affecting employment or international travel
Getting hurt in an accident
Becoming paralyzed from an accident
Getting killed in an accident
Hurting, paralyzing or killing someone else
Family or peer judgment
Damage to property
Having significantly increased insurance premiums
No concerns
Other (Please specify):
Don't know
No response

Q22
How comfortable would you be trying to stop a friend or family member from driving if you thought that they were impaired after using cannabis?
Not at all comfortable
Not very comfortable
Moderately comfortable
Comfortable
Very comfortable
Don't know
No response
Q23
How comfortable would you be trying to stop a friend or family member from accepting a ride from a driver who you thought was impaired after using cannabis?

Q24
How comfortable would you be in reporting to the police, if you knew that someone was driving impaired after using cannabis?

Q25
Have you discussed driving while under the influence of cannabis with your parent or guardian?
Yes
No
No response

Q26
As far as you know, has your teenager ever used cannabis?
Yes
No
Don't know
No response

Q27
As far as you know, has your teenager ever driven a vehicle while under the influence of cannabis?
Yes
No
Don't know
No response

Q28
As far as you know has your teenager ever accepted a ride with a driver who was under the influence of cannabis?
Yes
No
Don't know
No response

Q29
Have you discussed driving while under the influence of cannabis with your son or daughter?
Yes
No
No response
Q30
What have you discussed?
The effects on driving ability
The legal consequences
Not accepting a ride from someone who is under the influence
Peer pressure or situations of not driving or accepting a ride
Solutions or alternatives (i.e., back up plan) to avoid these situations
Other (Please specify):
No response

Q31
As far as you know, is it currently legal to drive while under the influence of cannabis in Canada?
Yes
No
Don't know
No response

Q32
Cannabis use for recreational purposes may become legalized in Canada in July 2018. At that point, as far as you know, will it be legal to drive while under the influence of cannabis in Canada?
Yes
No
Don't know
No response

Q33
As far as you know, how long after using cannabis is it safe to drive a vehicle?
Right away
Within one hour
Between 1 and 2 hours
Between 2 to 3 hours
At least three or more hours afterward
After a night of sleep
Whenever the person feels like the effect is gone
Other (Please specify):
Don't know
No response

Q34
As far as you know, can the police detect impairment from cannabis, among drivers who are stopped at the roadside?
Yes
No
Don't know
No response
Q35
Are the penalties for driving while impaired from cannabis less strict, the same, or more strict than they are for impairment from alcohol?

Less strict than alcohol
The same as alcohol
More strict than alcohol
Don't know
No response

Q36
Currently, drug impaired driving carries a $1,000 dollar fine and loss of license for 12 months. It may also include jail time of up to 18 months, as well as a permanent criminal record. Where an accident results in harm or death the sentence can be up to 10 years in prison.

Do you think that these penalties are strict enough to prevent people from driving while under the influence of cannabis?

Yes
No
Don't know
No response

Q37
As far as you know, will the federal government be proposing new laws around driving under the influence of drugs when cannabis becomes legalized in Canada in 2018?

Yes
No
Don't know
No response

Q38
How much of an impact would you say it would have on reducing driving under the influence of cannabis if the federal government introduced stricter penalties than currently exist for those charged with this offence?

No impact at all
A moderate impact
A strong impact
Don't know
No response

DEMIN
These last questions are for statistical purposes and we remind you that all your answers are completely confidential.
D1
What is the highest level of formal education that you have completed to date?
Grade 8 or less
Some high school
High school diploma or equivalent
Registered Apprenticeship or other trades certificate or diploma
College, CEGEP or other non-university certificate or diploma
University certificate or diploma below bachelors level
Bachelor's degree
Post graduate degree above bachelor's level
No response

D2
Which of the following categories best describes your total household income? That is, the total income of all persons in your household, before taxes?
Under $20,000
$20,000 to just under $40,000
$40,000 to just under $60,000
$60,000 to just under $80,000
$80,000 to just under $100,000
$100,000 to just under $120,000
$120,000 to just under $150,000
$150,000 and above
No response

D3
Were you born in Canada?
Yes
No
No response

D4
What is the language you speak most often at home?
(select all that apply)
English
French
Other (please specify)
No response

D5
What are the first 3 digits of your postal code?
Please specify :
No response
QGENDR
<DO NOT ASK - INTERVIEWER RECORD GENDER/Are you...?>

Male
Female
Other
No response

THNK
Those are all the questions we have for you. Thank you for taking the time to complete this survey, it is greatly appreciated. Good-bye.