

INSURANCE BUREAU OF CANADA

Cannabis Poll



METHODOLOGY

Quantitative Research Instrument

An online survey of 1517 Canadian drivers was completed between August 10-15, using Leger's online panel. The margin of error for this study was +/-2.5%, 19 times out of 20. An oversample was completed to allow for a total of n=250 18-24 drivers. The data was weighted to reflect the Canadian population.

Quality Control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients' needs with honesty, total confidentiality, and integrity.



78%

of Canadians are concerned about cannabis-impaired drivers on the road once cannabis becomes legal.



62%

of Canadian cannabis users have either driven or been a passenger in a car where the driver had recently consumed cannabis.

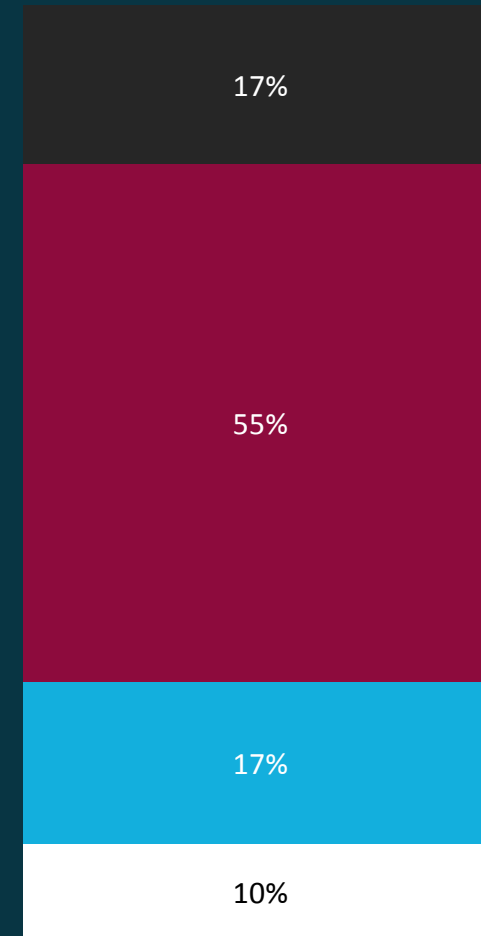
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60%
of Canadians believe that police will use a cannabis-impairment test equivalent to the breathalyzer.

CANNABIS VS. ALCOHOL IMPAIRED DRIVING

72% of Canadians believe that impairment under the influence of cannabis is just the same as alcohol, if not greater.



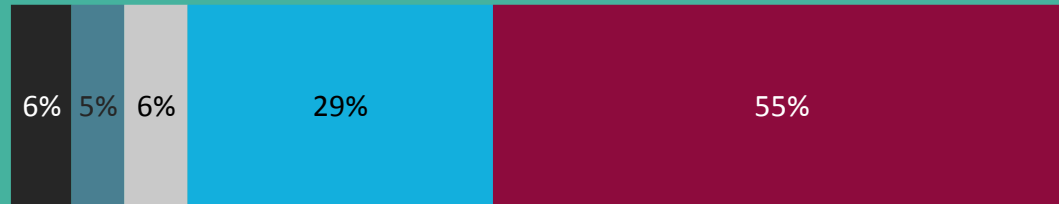
■ Don't know ■ LESS impaired ■ It's the same ■ MORE impaired

THE EFFECTS OF CANNABIS

A significant proportion of Canadians agree that cannabis affects judgement and slows reaction time.

To what extent do you agree with the following:

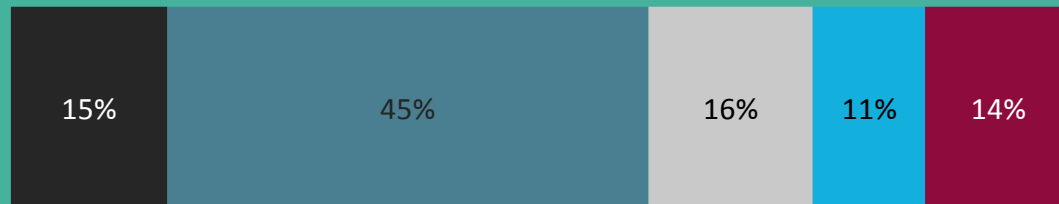
Cannabis affects your judgement



Cannabis slows your reaction time



Mixing alcohol and cannabis is no different than drinking alcohol only



AGREE
(Strongly / somewhat)

83%

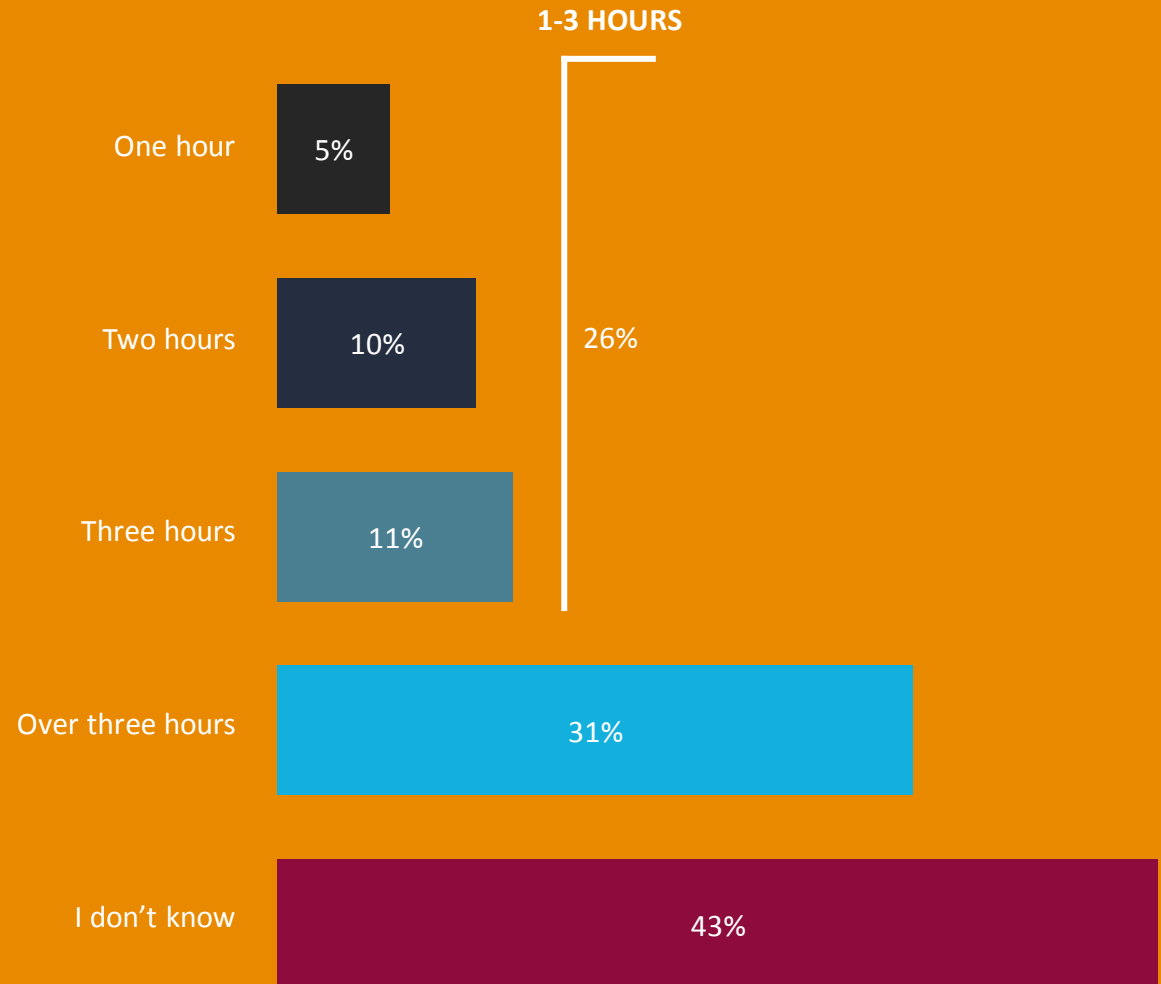
83%

24%

■ DK / Prefer not to answer
 ■ Strongly disagree
 ■ Somewhat disagree
■ Somewhat agree
 ■ Strongly agree

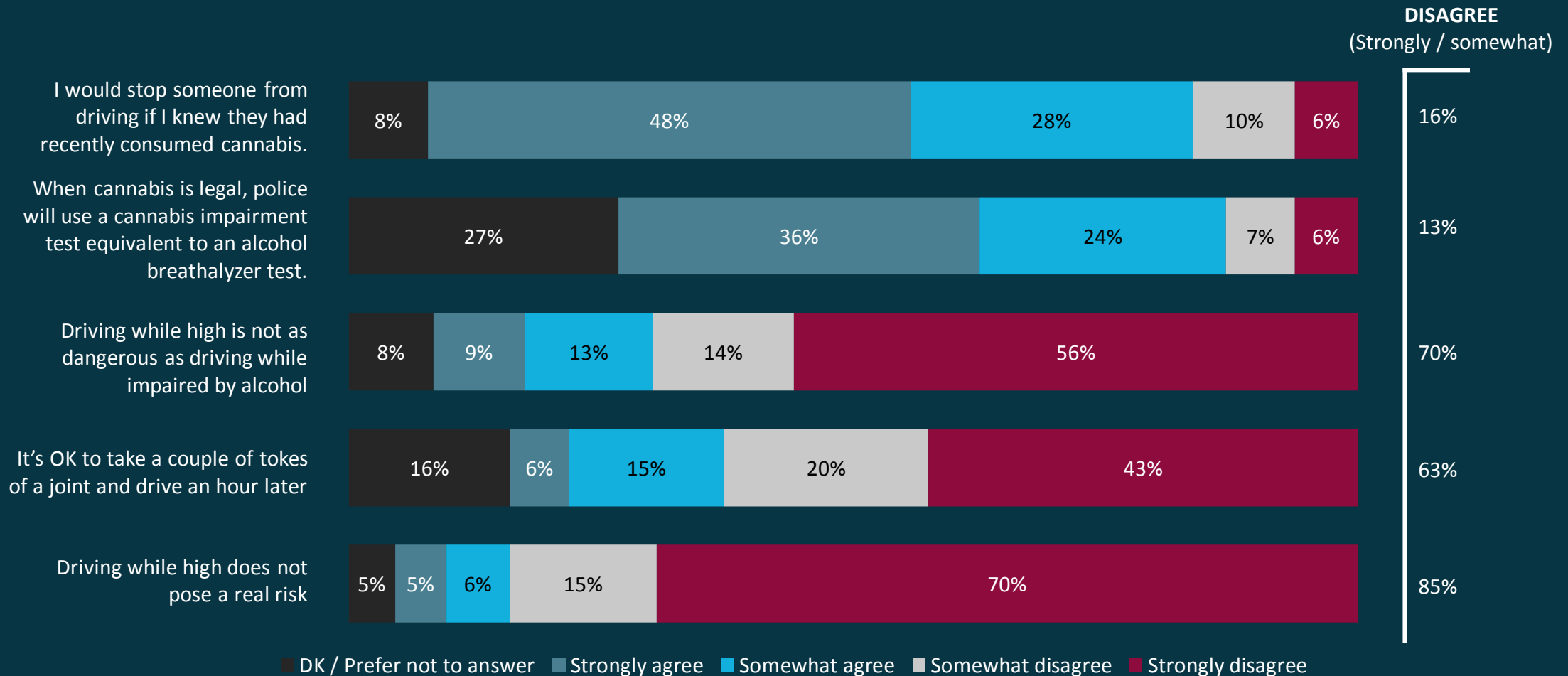
THE APPROPRIATE TIME TO WAIT

43% of Canadians don't know how long to wait before it is safe to drive after consuming cannabis, and 26% believe it is okay to wait less than three hours.



THE RISKS OF CANNABIS IMPAIRED DRIVING

Most Canadians understand the risks associated with driving under the influence of cannabis. When asked, 75% believe driving while high poses a real risk.



CANADIANS REMAIN CAUTIOUS

80% of Canadians would not accept a ride from someone who had been smoking cannabis at a party.

To what extent do you agree with the following:

I would accept a ride from someone who had been smoking cannabis at a party



I would accept a ride from someone who had been drinking at a party



DISAGREE
(Strongly / somewhat)

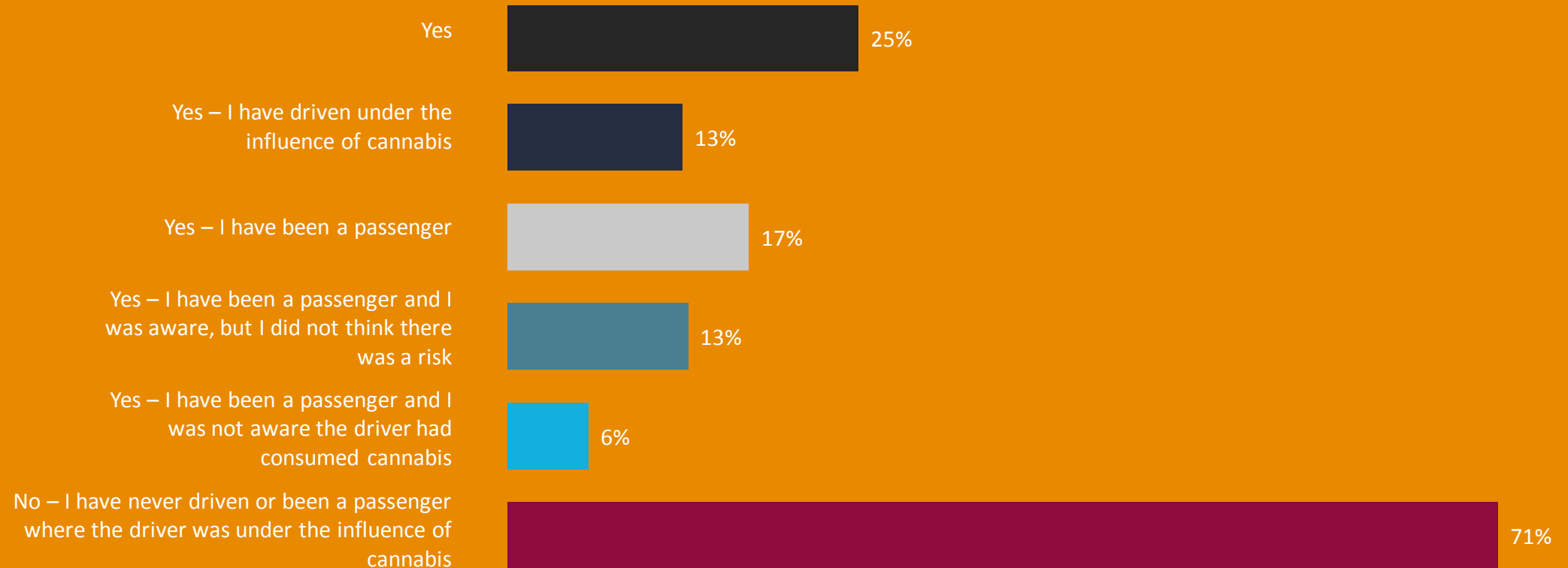
80%

88%

■ DK / Prefer not to answer ■ Strongly agree ■ Somewhat agree
■ Somewhat disagree ■ Strongly disagree

CANNABIS-IMPAIRED DRIVING HAPPENS

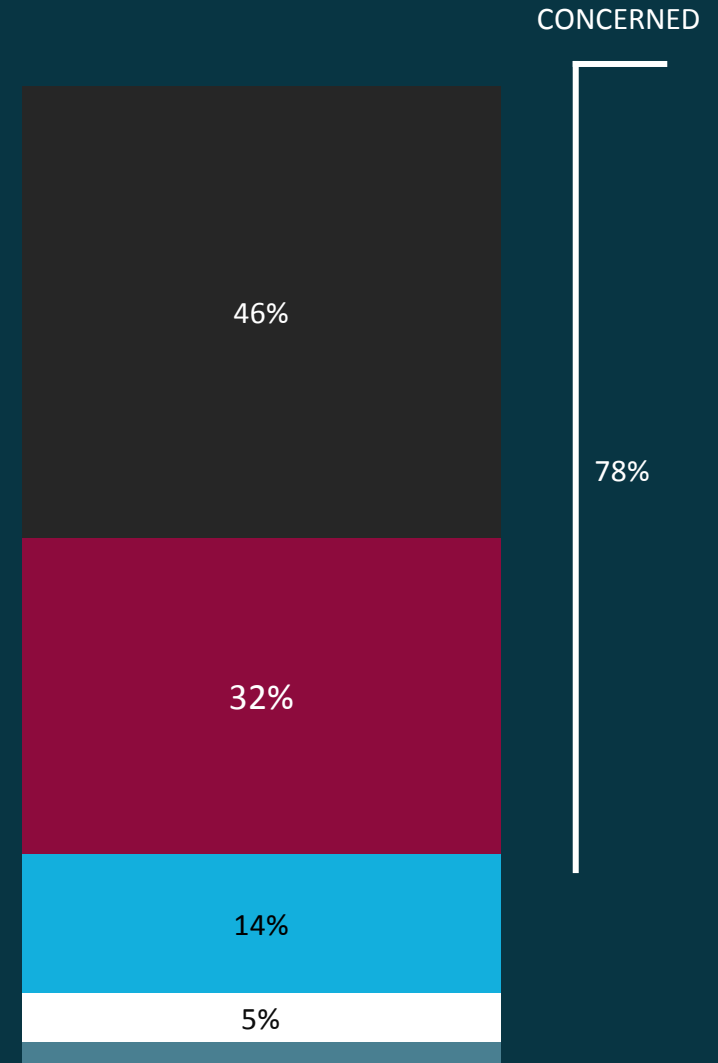
One-in-four Canadians have been in a vehicle operated by a driver who consumed cannabis



Have you ever driven under the influence of cannabis or been a passenger in a car where the driver had recently consumed cannabis?

CANNABIS-IMPAIRED DRIVING IS CONCERNING

78% of Canadians are concerned about cannabis-impaired driving once it becomes legal.

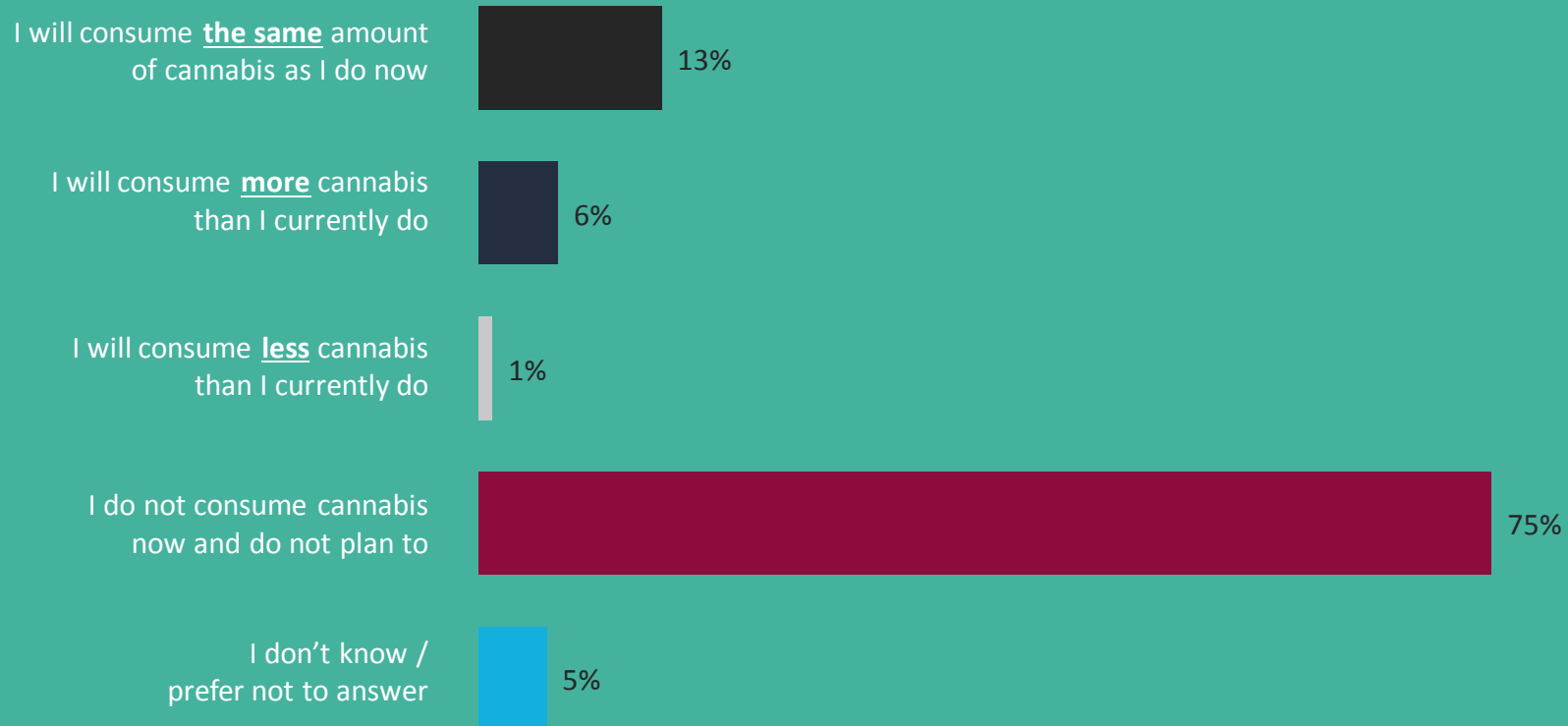


- DK/Prefer not to answer
- Not very concerned
- Very concerned

- Not at all concerned
- Somewhat concerned

CANNABIS CONSUMPTION TO REMAIN UNCHANGED

Three-quarters of Canadians do not consume cannabis currently and do not plan to when it becomes legalized

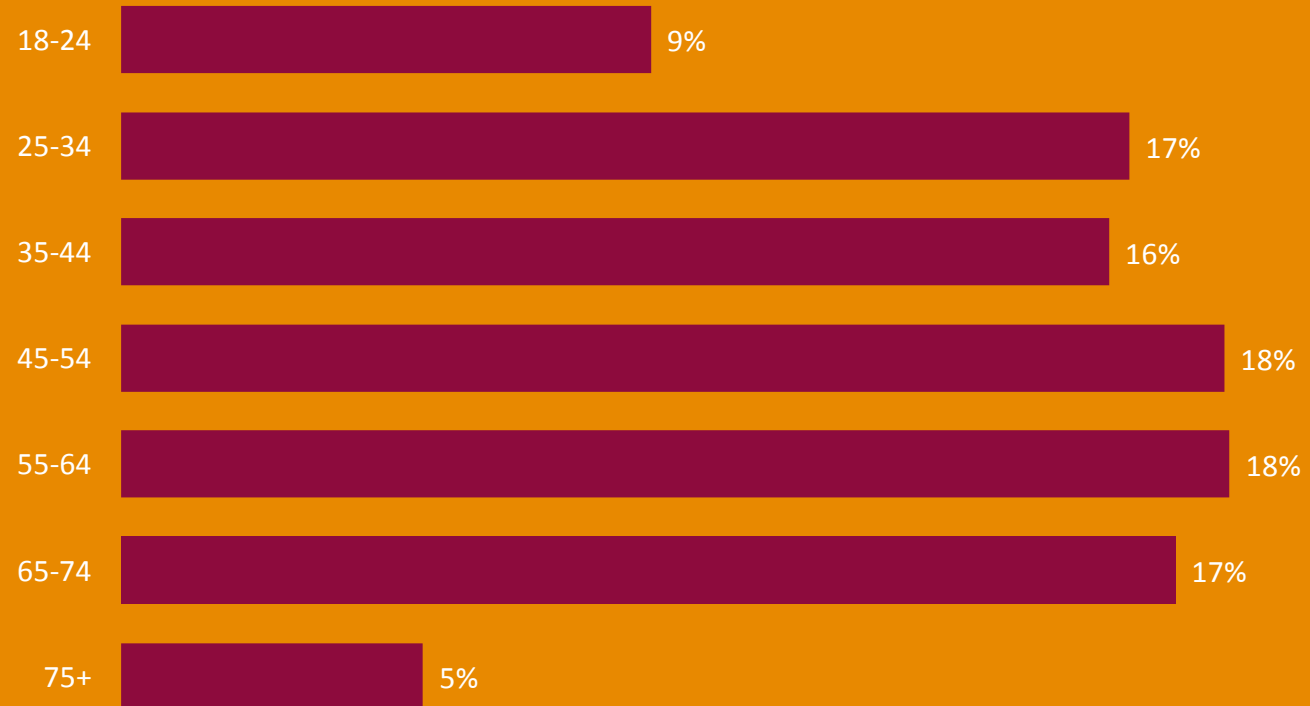


Which best describes your plan when it comes to consuming cannabis after it becomes legal?

DEMOGRAPHICS



AGE

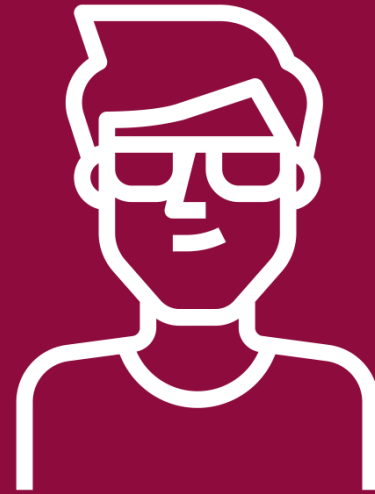


GENDER



51%

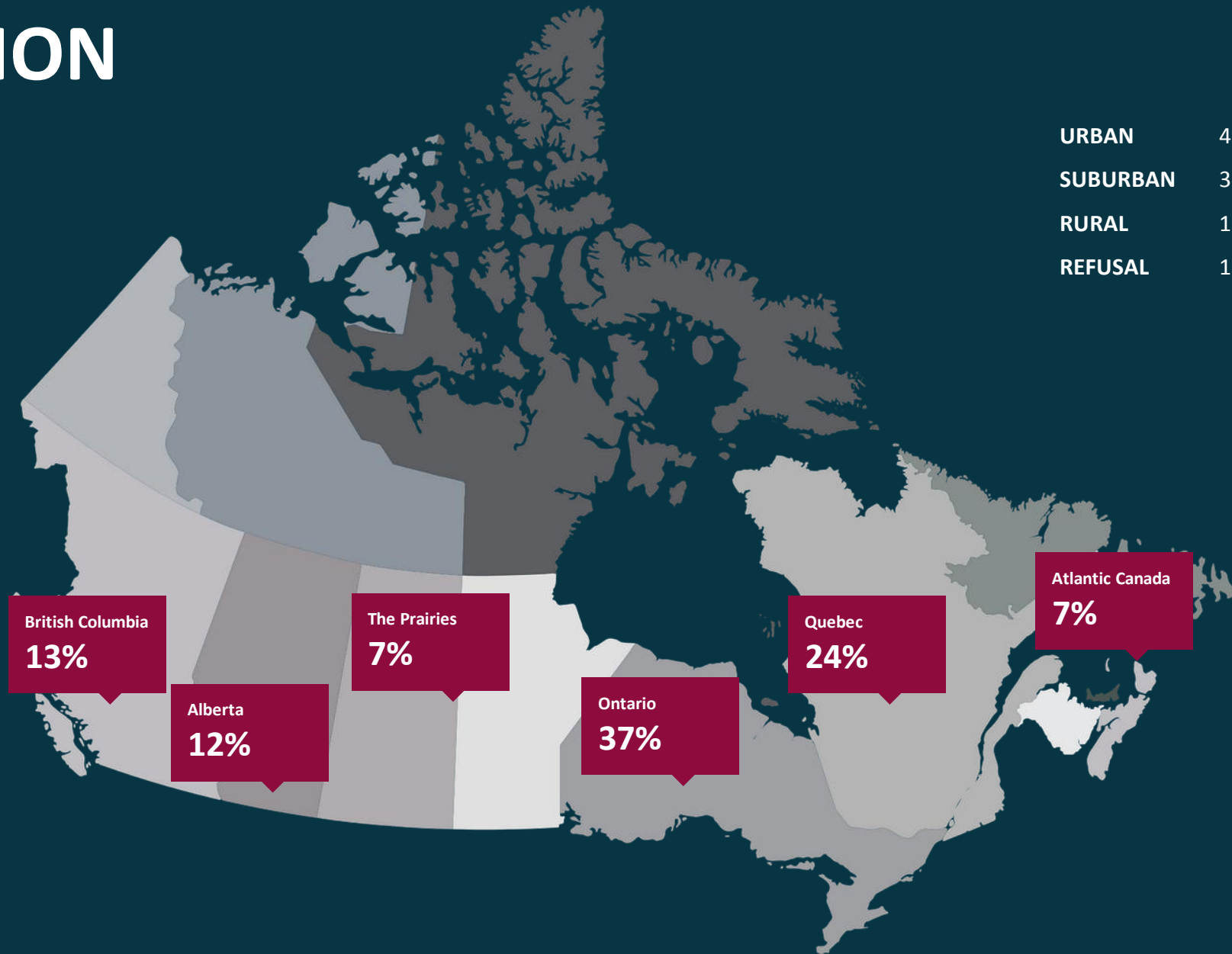
Female



49%

Male

LOCATION





#DontDriveHigh

