

Canadians' Awareness of Marijuana's Health Effects

May 12, 2018

Study funded by:

ClearTheAirNow.org

RIWI Surveyed over 1100 Canadians in May 2018

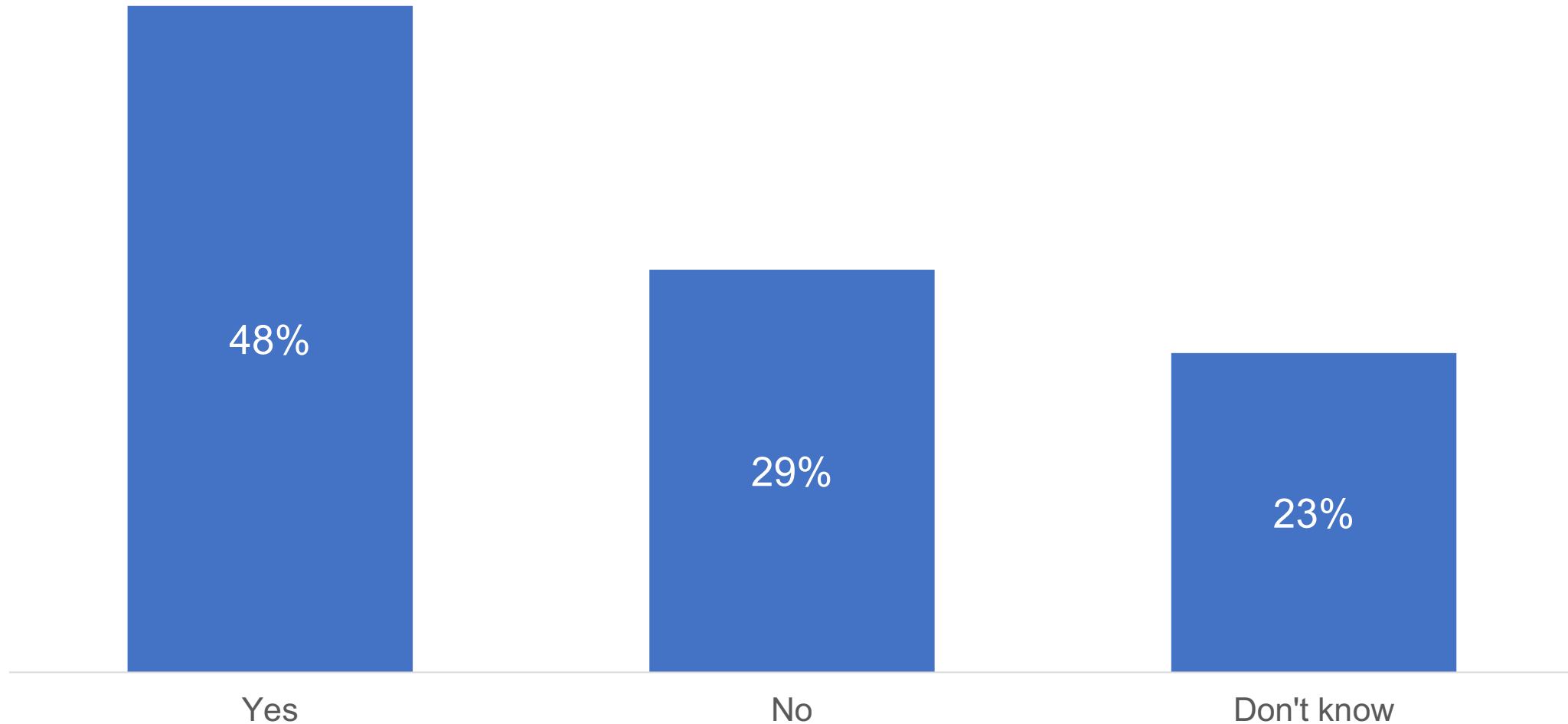
- Measured awareness of marijuana's health effects
- Based on questions from Health Canada warnings (August 2016)
- Gathered data from 1,100+ Canadians aged 16+ from May 2-12
- Collected data representative of the Canadian Web-using population
- Collected data anonymously
- Captured broad-based sentiment, including disengaged populations
- Number of observations vary per question due to randomization of survey engagement process
- These slides and the accompanying data sheet highlight key Health Canada warnings about marijuana's health effects, followed by RIWI findings.

“Long term use may result in psychological dependence (addiction).”

– *Health Canada (August 2016)*

Is Marijuana Addictive?

(Canadians aged 16+, number of observations = 1295)

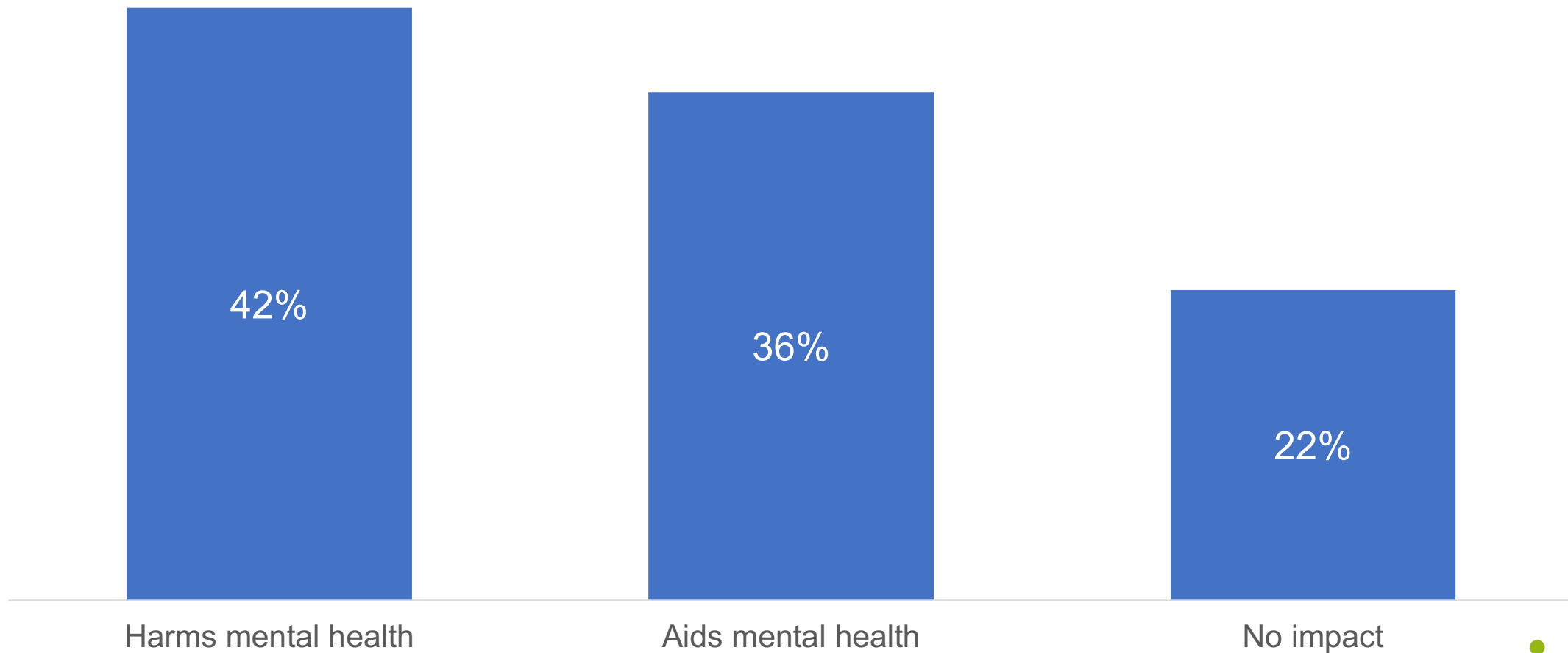


“Long term use [of marijuana] may increase the risk of triggering or aggravating psychiatric and/or mood disorders (schizophrenia, psychosis, anxiety, depression, bipolar disorder).”

– [Health Canada \(August 2016\)](#)

Does Taking Marijuana Impact Mental Illnesses Such as Anxiety and Depression?

(Canadians aged 16+, number of observations = 1232)

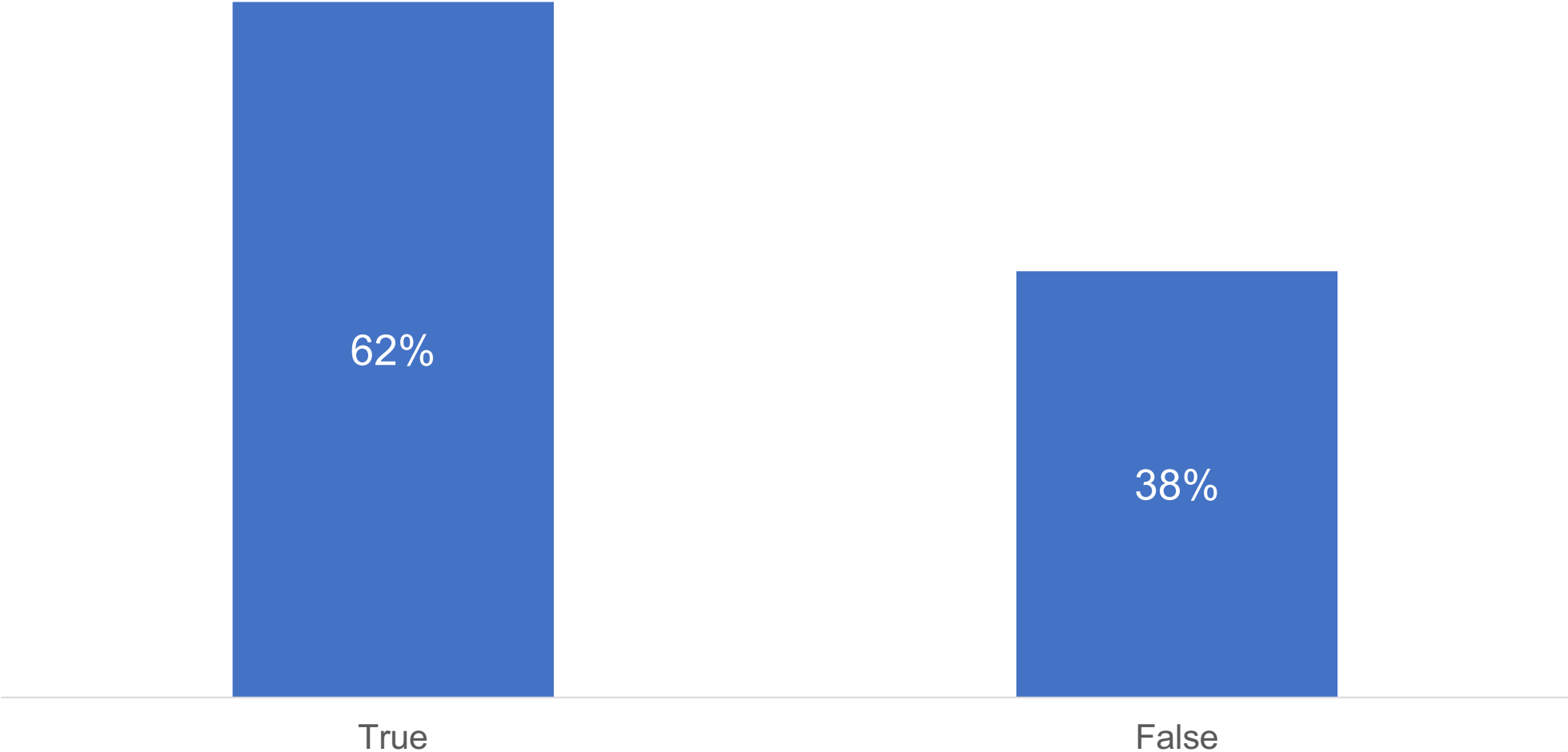


“Marijuana can also increase anxiety and cause panic attacks, and in some cases cause paranoia and hallucinations.”

– *Health Canada (August 2016)*

Taking Marijuana Can Trigger Panic Attacks and Hallucinations:

(Canadians aged 16+, number of observations = 1277)

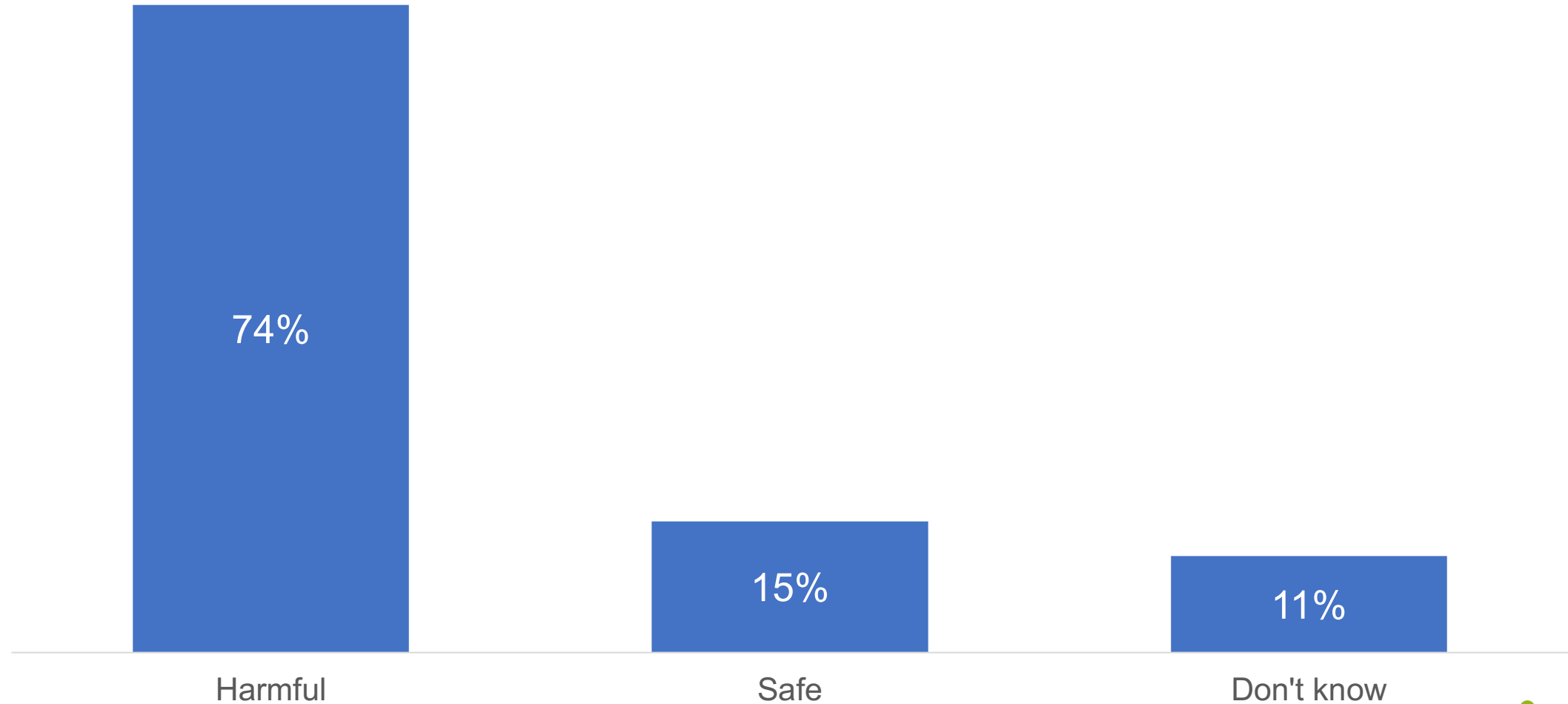


“Do not smoke or vapourize cannabis in the presence of children.”

– *Health Canada (August 2016)*

Smoking / Vaping Marijuana in Presence of Children is:

(Canadians aged 16+, number of observations = 1262)

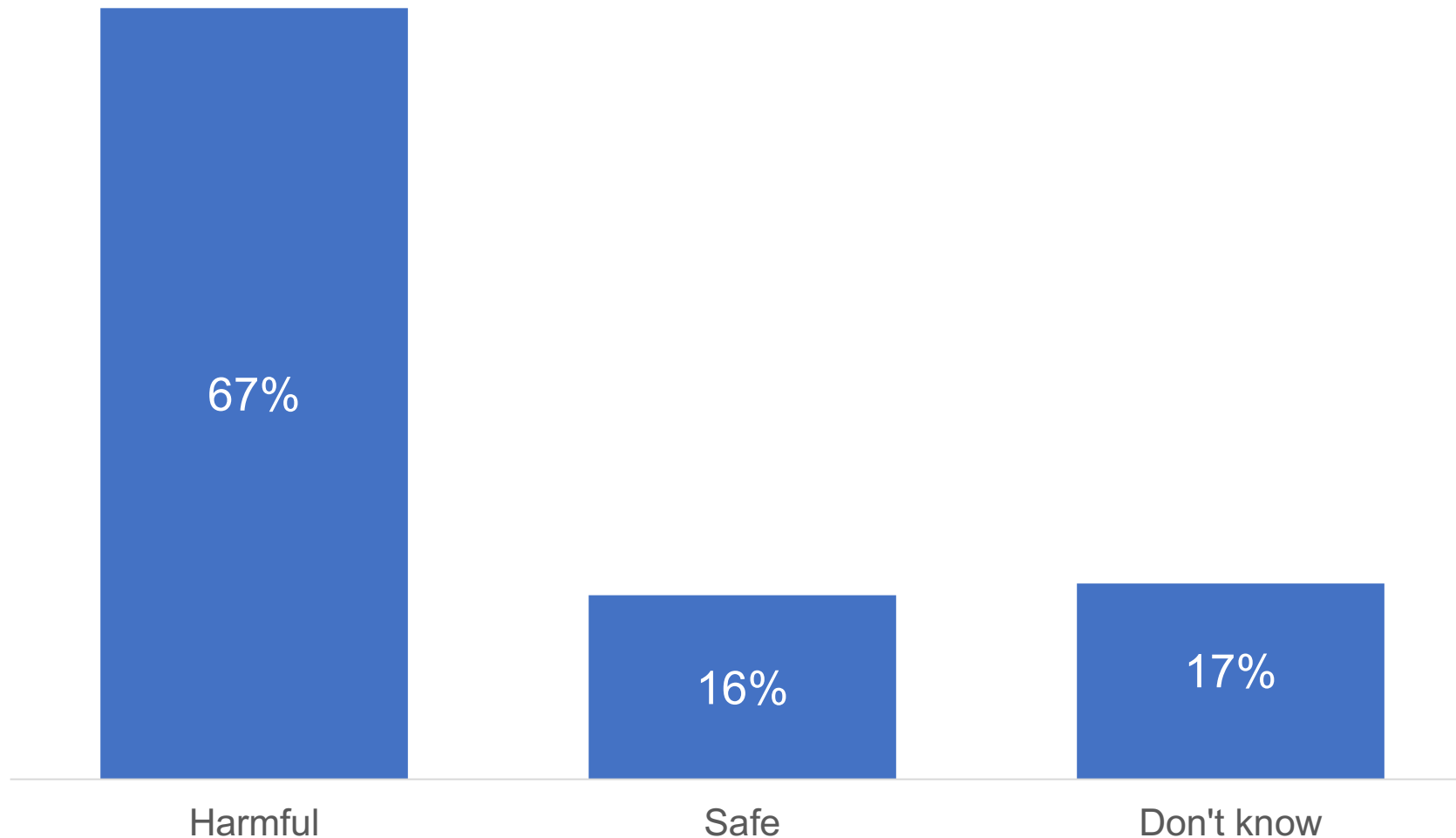


“Marijuana should not be used if you are pregnant, are planning to get pregnant, or are breast-feeding.”

– *Health Canada (August 2016)*

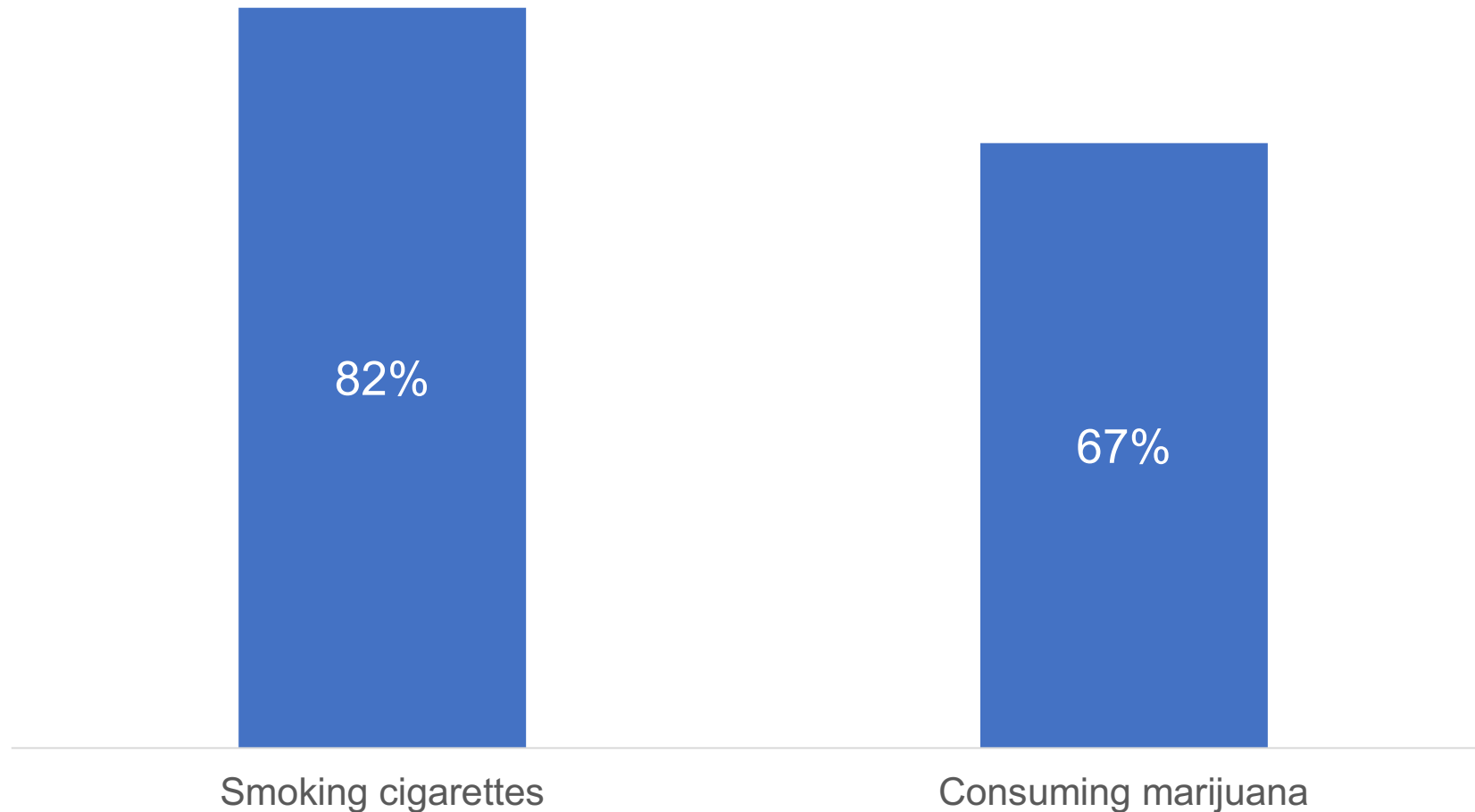
Is Consuming Marijuana When Pregnant, Planning to Get Pregnant, or Breastfeeding:

(Canadian women aged 16-44, number of observations = 396)



Smoking Cigarettes/ Consuming Marijuana During Pregnancy is Harmful:

(Canadian women aged 16-44, number of observations = 396)

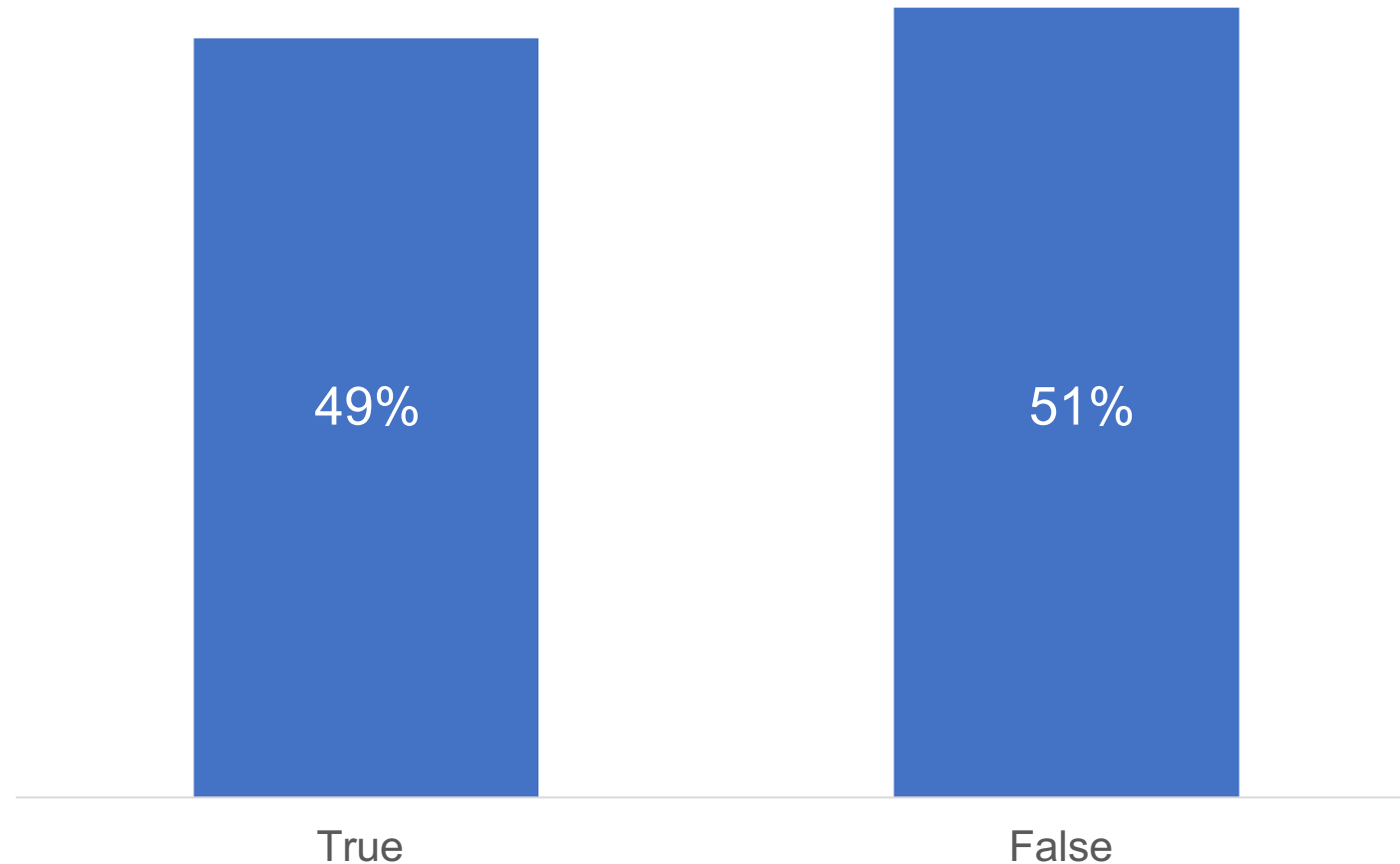


“Marijuana should not be used if you are a man who wishes to start a family....Long term use may decrease sperm count, concentration and motility, and increase abnormal sperm morphology.”

– [Health Canada \(August 2016\)](#)

Taking Marijuana Poses Health Risks to a Man's Fertility

(Canadian men aged 16-44, number of observations = 470)

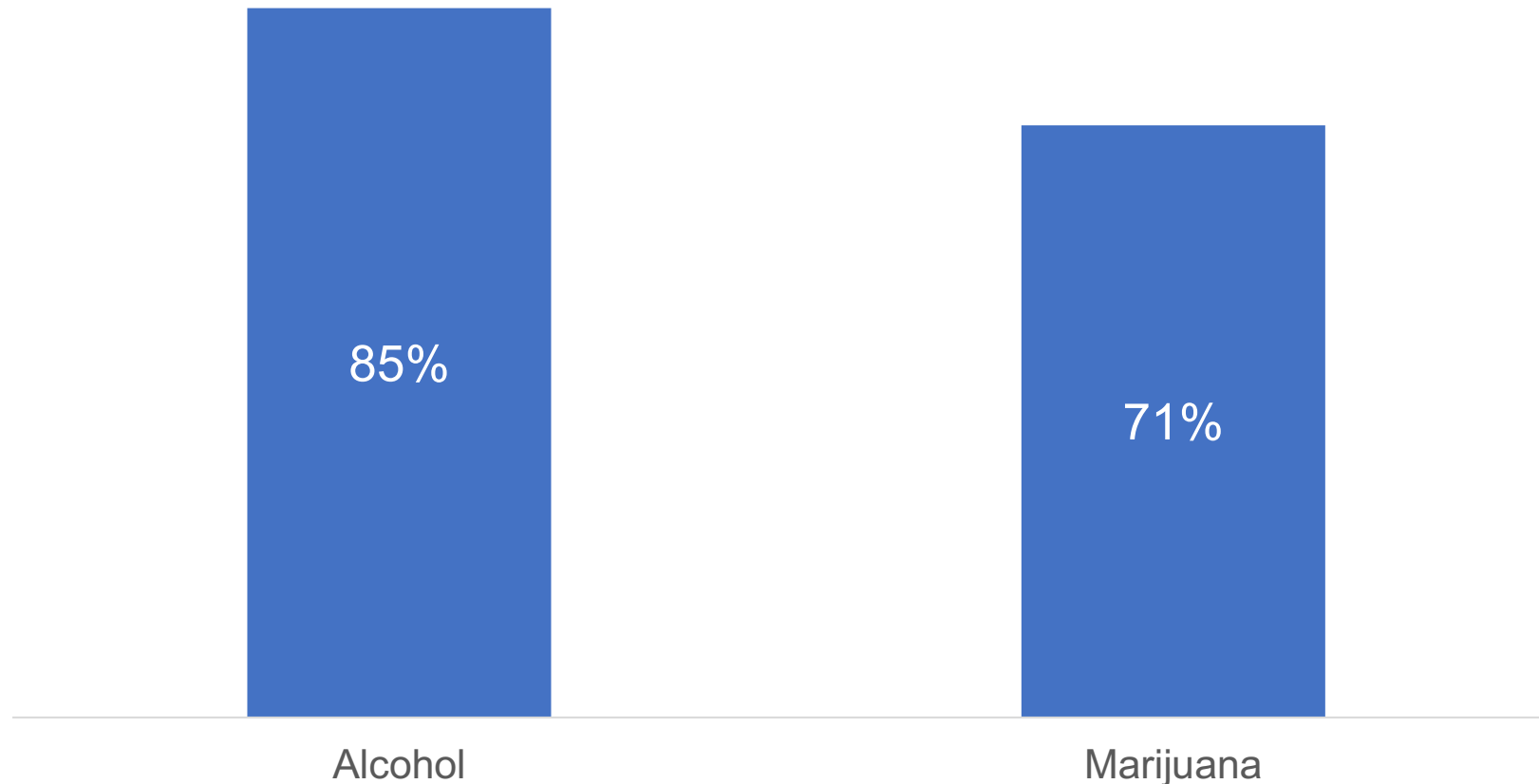


“Using cannabis or any cannabis product can impair your concentration, your ability to think and make decisions, and your reaction time and coordination. **This can affect your motor skills, including your ability to drive.**”

– [Health Canada \(August 2016\)](#)

Awareness of Negative Impacts on One's Ability to Drive Safely:

(Canadians aged 16+, number of observations = 855+)



About RIWI Technology: A Continuous, Global Random Survey System

RIWI's patented survey technology enables the continuous capture of broad, randomized opinion data on an uninterrupted basis in any geography of the world. RIWI delivers anonymous surveys to random Web users who are surfing online by typing inactive, non-trademarked websites directly into the Web address bar (i.e., URL) and, further, ensures that the exposed survey audiences are representative of the Web-using geography of interest. When these users type in websites that are vacant or no longer exist, RIWI invites these inbound random visitors, filtered through a series of proprietary algorithms, to participate in a language-appropriate survey for no incentives. RIWI's global survey platform thus enables rapid and non-conditioned survey response data from any random respondent encounter.

No personally identifiable information is collected, stored or transferred. RIWI technology offers a "truly random sample of the Internet population", according to IRIS (International Research Institutes), the largest scientific association of independent research agencies in the world, when describing RIWI's technology solutions.

Since its incorporation in 2009, RIWI has received more than 1.2 billion responses across the world responding to RIWI surveys, digital campaigns and ad tests.

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