

Canadians support or somewhat support nurses providing education on antibiotic use; feel “superbugs” are a major problem in Canada

CNA August Survey Summary

submitted by Nanos to Canadian Nurses Association, September 2017
(Submission 2017-1066)



CANADIAN
NURSES
ASSOCIATION



ASSOCIATION DES
INFIRMIÈRES ET
INFIRMIERS DU CANADA

Summary

Canadians support or somewhat support nurses providing education to Canadians on antibiotic use and the risks of recreational marijuana, while a majority of Canadians would also rate themselves as knowledgeable or somewhat knowledgeable about the effects of marijuana. A slight majority say antibiotic resistant infections are a major problem in Canada, and under half say they frequently or somewhat frequently repeat their health history to each health care provider they see.

- **Over eight in ten Canadians would rate themselves as knowledgeable or somewhat knowledgeable about the effects of marijuana** – A majority of Canadians rate themselves as knowledgeable (31%) or somewhat knowledgeable (51%) about the effects of marijuana use on things such as brain development, pregnancy, mental health, and/or driving. Eleven per cent say they are somewhat not knowledgeable, while seven per cent say not knowledgeable. One per cent are unsure.
- **The overwhelming majority of Canadians support or somewhat support nurses educating Canadians on antibiotic use** – More than nine in ten Canadians support (80%) or somewhat support (16%) nurses providing education to Canadians to help them better understand how and when to use antibiotics, while one per cent somewhat oppose and two per cent oppose this. One per cent are unsure.
- **More than nine in ten Canadians support or somewhat support nurses educating Canadians on the risks of recreational marijuana** – A majority of Canadians support (70%) or somewhat support (21%) nurses providing education to Canadians to enhance their understanding of the risks and harms of recreational marijuana, while four per cent somewhat oppose this and another four per cent oppose it. One per cent are unsure.
- **Nearly six in ten Canadians say antibiotic resistant “superbugs” are a major problem in Canada** – More than half of Canadians (58%) say “superbugs” or infections resistant to modern antibiotics are a major problem in Canada, while 35 per cent say they are a minor problem, and one per cent say no problem. Six per cent are unsure.

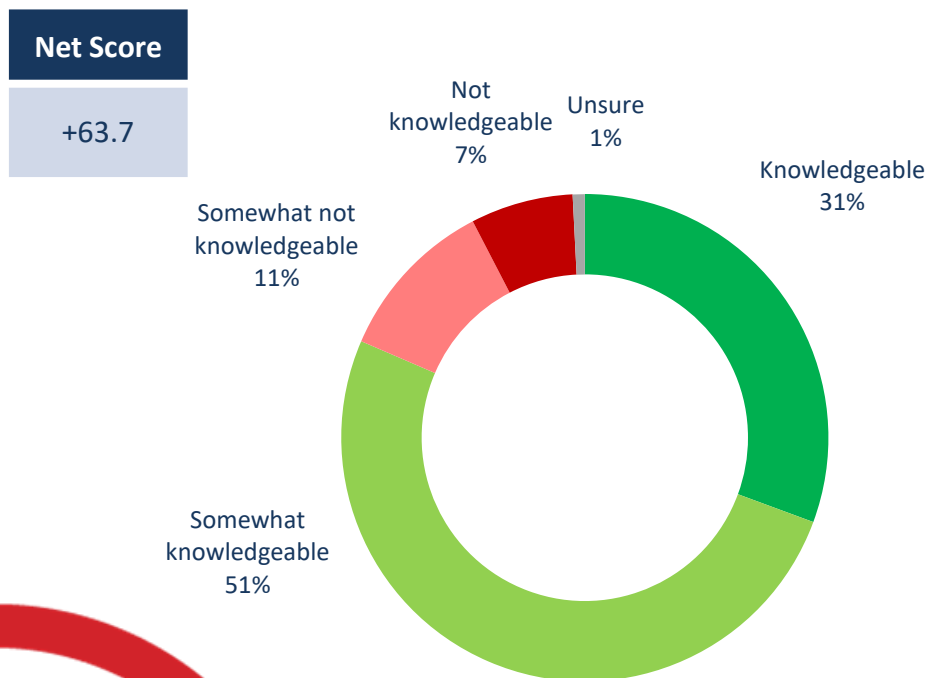
- **Almost half of Canadians repeat their health history to other health care providers frequently or somewhat frequently** - Asked how frequently they repeat their health history to every health care provider they see (e.g., doctor, nurse practitioner, specialist), just under half of Canadians say they repeat it frequently (19%) or somewhat frequently (29%). Eighteen per cent say they repeat it somewhat infrequently, while 27 per cent say infrequently and six per cent say never. One per cent are unsure.

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 30th and September 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

This study was commissioned by the Canadian Nurses Association.

Knowledge of effects of marijuana

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



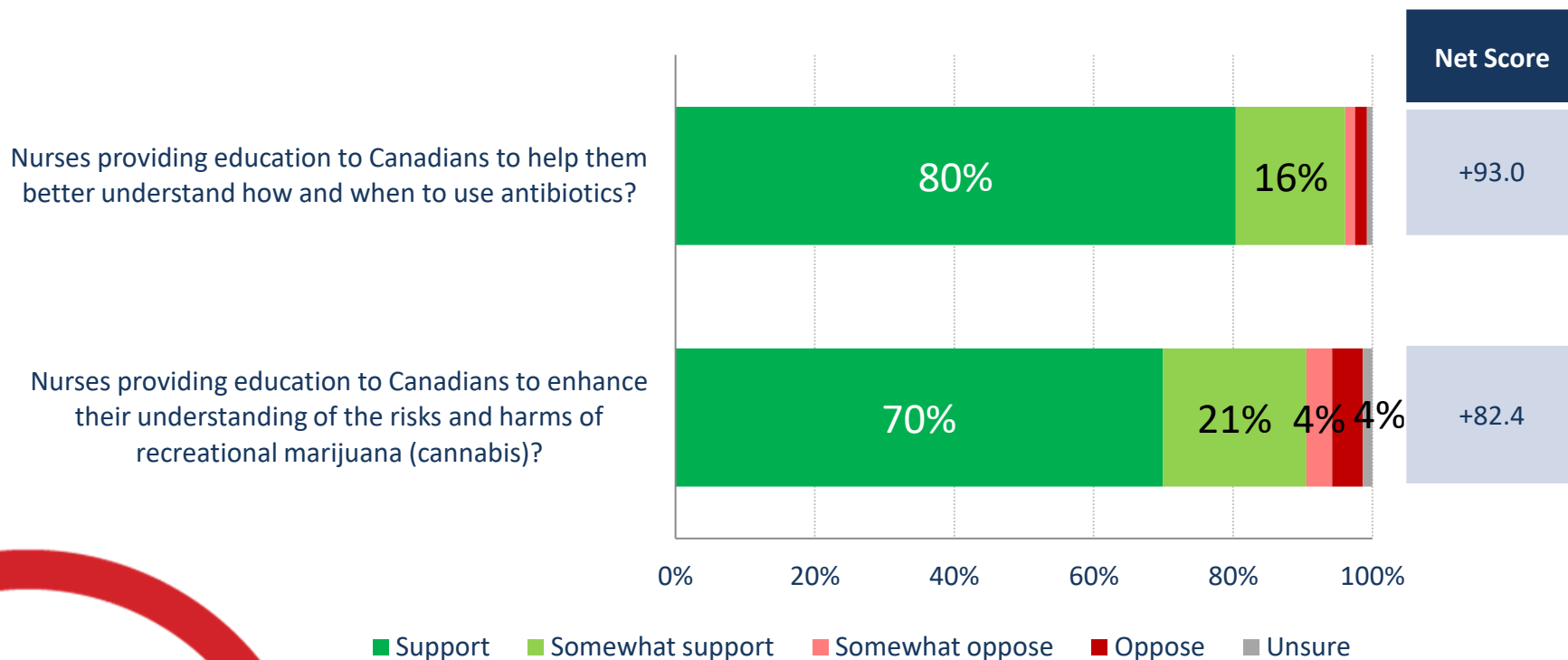
Subgroups	Knowledgeable/ Somewhat knowledgeable
Atlantic (n=100)	83.8%
Quebec (n=250)	80.1%
Ontario (n=300)	78.1%
Prairies (n=200)	80.9%
British Columbia (n=150)	89.3%
Male (n=478)	80.2%
Female (n=522)	82.6%
18 to 34 (n=242)	85.9%
35 to 54 (n=358)	85.5%
55 plus (n=400)	74.7%

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

QUESTION – The federal government is planning to make marijuana legal for recreational use in 2018. How would you rate your level of knowledge about the effects of marijuana use on things such as brain development, pregnancy, mental health, and/or driving?

Support for nurses educating Canadians

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.

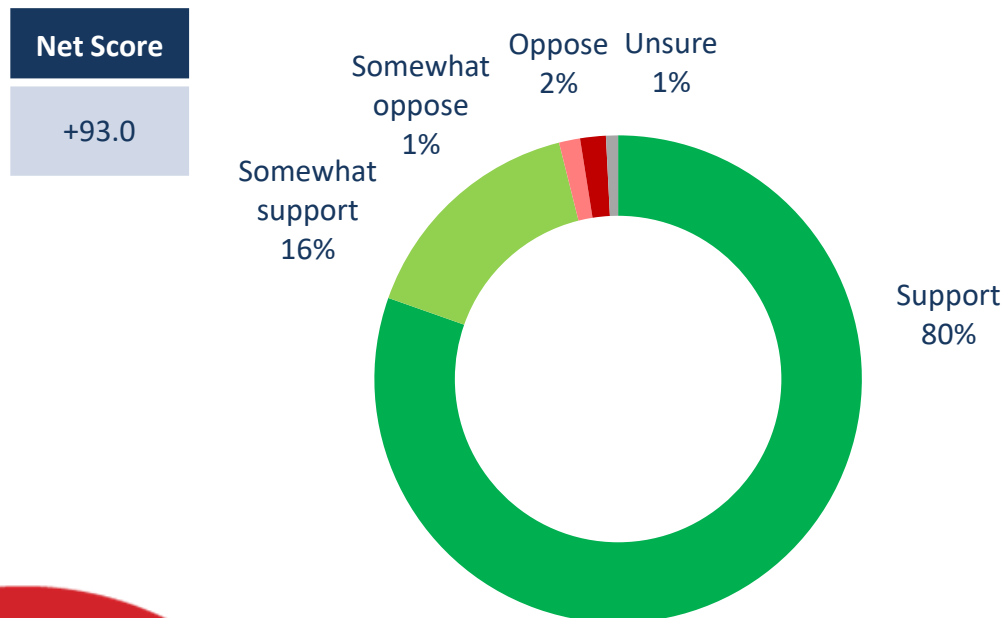


*Note: Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

Support for education on antibiotic use

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	95.5%
Quebec (n=250)	97.7%
Ontario (n=300)	95.0%
Prairies (n=200)	94.6%
British Columbia (n=150)	98.0%
Male (n=478)	96.2%
Female (n=522)	96.1%
18 to 34 (n=242)	97.2%
35 to 54 (n=358)	94.7%
55 plus (n=400)	96.6%

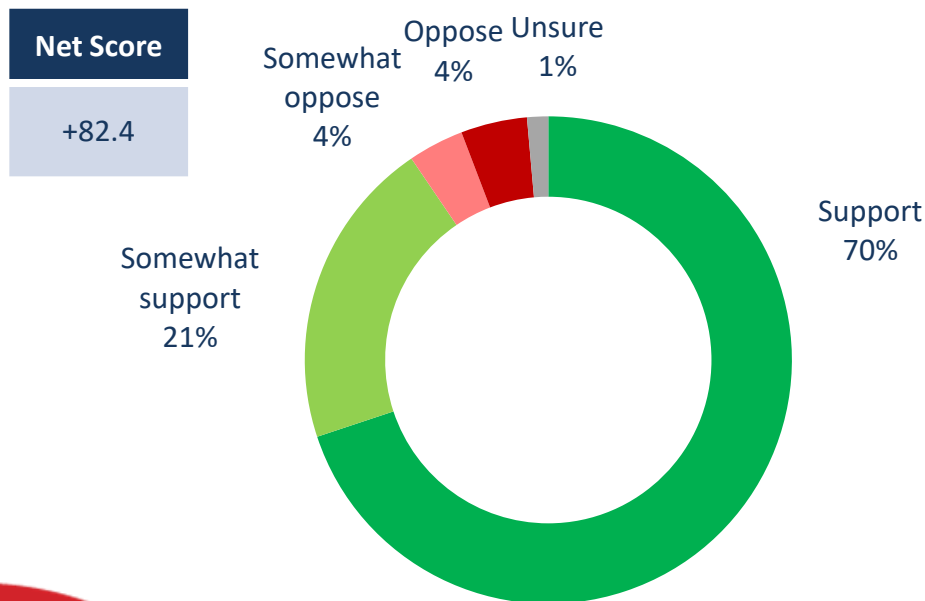
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

Nurses providing education to Canadians to help them better understand how and when to use antibiotics?

Support for education on marijuana risks

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Support/ Somewhat support
Atlantic (n=100)	94.9%
Quebec (n=250)	92.4%
Ontario (n=300)	90.4%
Prairies (n=200)	88.4%
British Columbia (n=150)	87.5%
Male (n=478)	90.0%
Female (n=522)	91.0%
18 to 34 (n=242)	91.9%
35 to 54 (n=358)	89.4%
55 plus (n=400)	90.4%

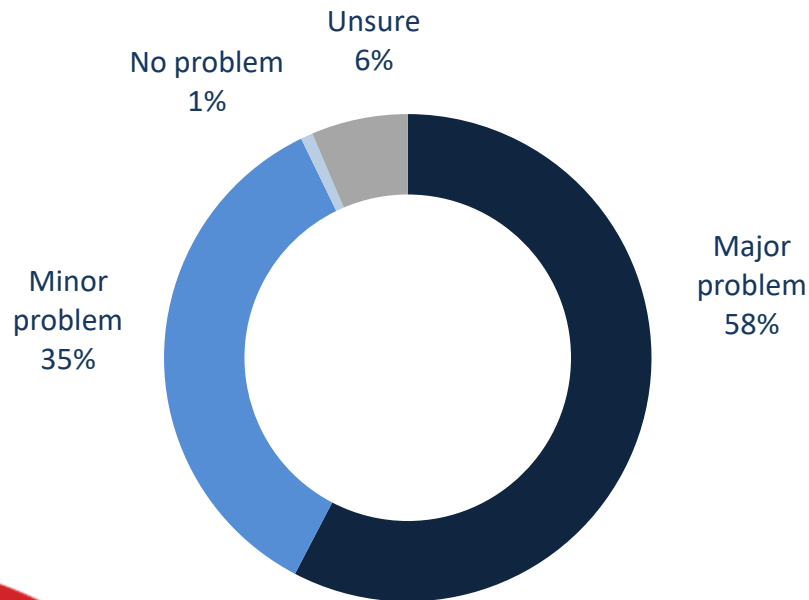
***Note:** Charts may not add up to 100 due to rounding

QUESTION – Do you support, somewhat support, somewhat oppose or oppose the following [ROTATE]

Nurses providing education to Canadians to enhance their understanding of the risks and harms of recreational marijuana (cannabis)?

Problem of superbugs and infections in Canada

Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



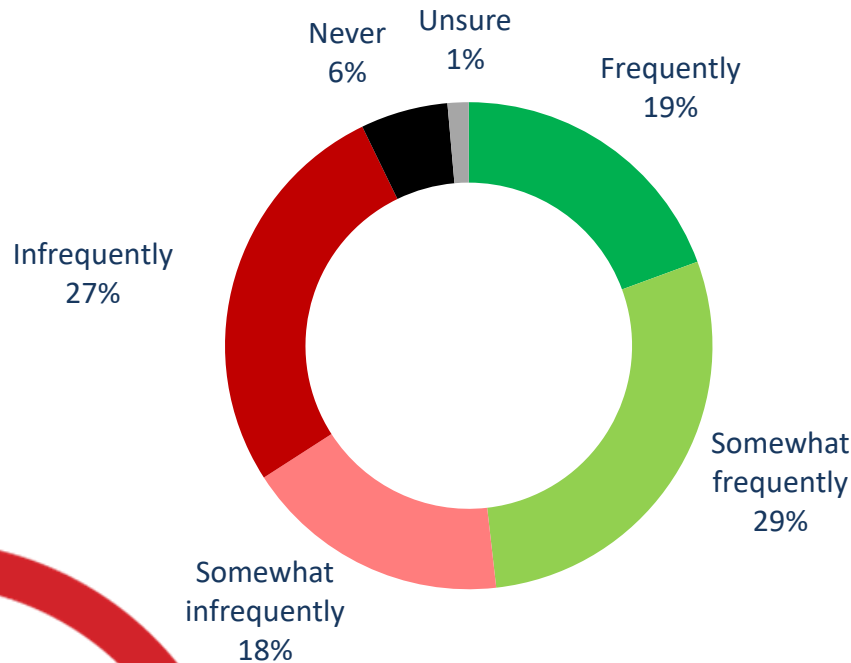
Subgroups	Major problem
Atlantic (n=100)	58.0%
Quebec (n=250)	62.6%
Ontario (n=300)	55.6%
Prairies (n=200)	54.3%
British Columbia (n=150)	57.6%
Male (n=478)	54.8%
Female (n=522)	60.4%
18 to 34 (n=242)	53.8%
35 to 54 (n=358)	61.0%
55 plus (n=400)	57.4%

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

QUESTION – More and more, there are reports about “superbugs” or infections that are resistant to modern antibiotics. Is this a major, minor, or no problem in Canada?

Repeating health care information to providers

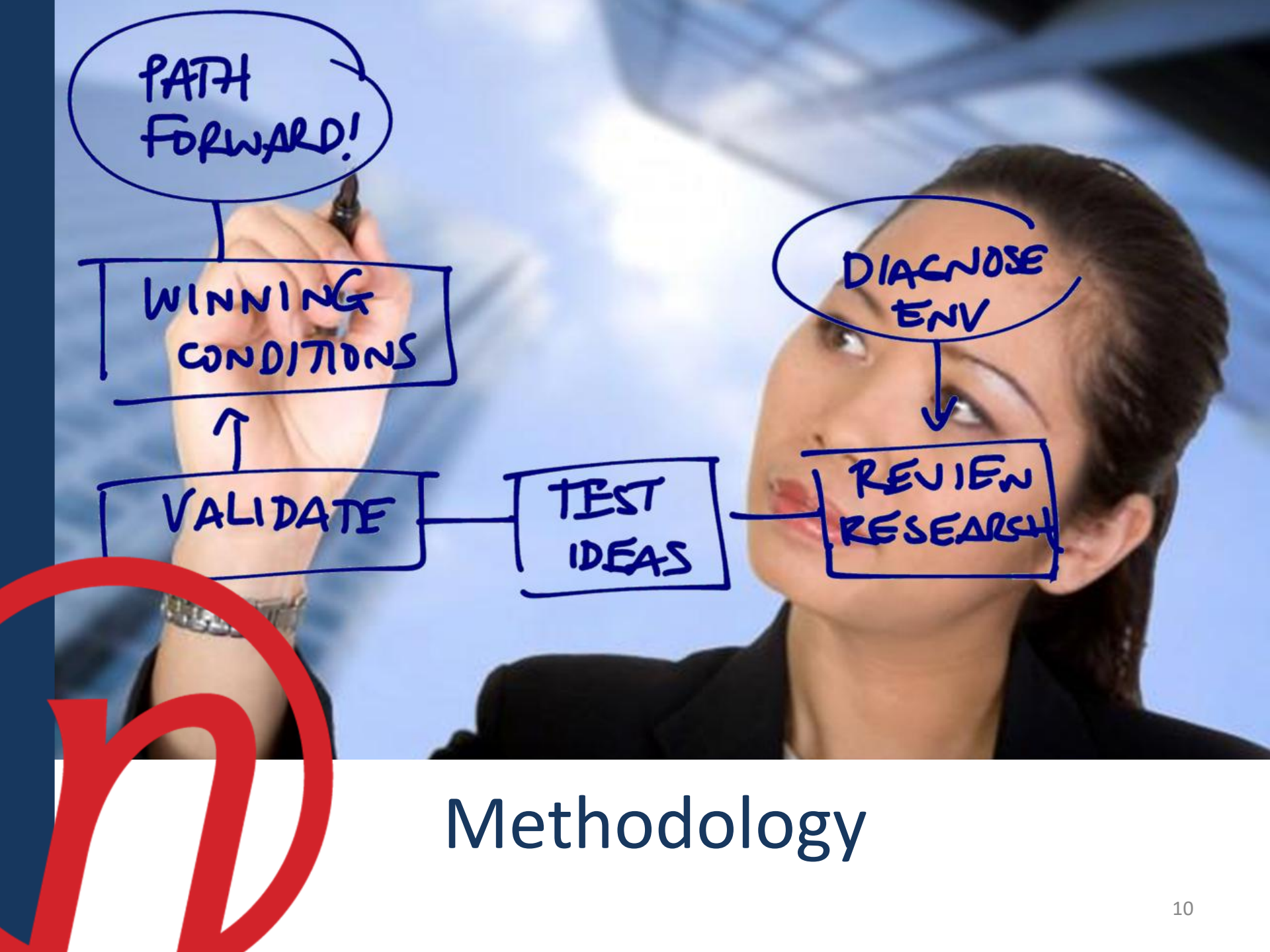
Source: Nanos Research, RDD dual frame hybrid telephone and online random survey, August 30th to September 1st, 2017, n=1000, accurate 3.1 percentage points plus or minus, 19 times out of 20.



Subgroups	Frequently/ Somewhat frequently
Atlantic (n=100)	42.9%
Quebec (n=250)	45.8%
Ontario (n=300)	53.9%
Prairies (n=200)	48.0%
British Columbia (n=150)	45.2%
Male (n=478)	47.7%
Female (n=522)	48.8%
18 to 34 (n=242)	45.0%
35 to 54 (n=358)	49.5%
55 plus (n=400)	49.5%

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

QUESTION – How frequently do you repeat your health history to every health care provider you see? (e.g., doctor, nurse practitioner, specialist)



Methodology

Methodology

Nanos conducted an RDD dual frame (land- and cell-lines) hybrid telephone and online random survey of 1,000 Canadians, 18 years of age or older, between August 30th and September 1st, 2017 as part of an omnibus survey. Participants were randomly recruited by telephone using live agents and administered a survey online. The results were statistically checked and weighted by age and gender using the latest Census information and the sample is geographically stratified to be representative of Canada.

Individuals were randomly called using random digit dialling with a maximum of five call backs.

The margin of error for a random survey of 1,000 Canadians is ± 3.1 percentage points, 19 times out of 20.

The research was commissioned by the Canadian Nurses Association.

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

About Nanos

Nanos is one of North America's most trusted research and strategy organizations. Our team of professionals is regularly called upon by senior executives to deliver superior intelligence and market advantage whether it be helping to chart a path forward, managing a reputation or brand risk or understanding the trends that drive success. Services range from traditional telephone surveys, through to elite in-depth interviews, online research and focus groups. Nanos clients range from Fortune 500 companies through to leading advocacy groups interested in understanding and shaping the public landscape. Whether it is understanding your brand or reputation, customer needs and satisfaction, engaging employees or testing new ads or products, Nanos provides insight you can trust.



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Technical Note

Element	Description	Element	Description
Organization who commissioned the research	Canadian Nurses Association	Weighting of Data	The results were weighted by age and gender using the latest Census information (2014) and the sample is geographically stratified to ensure a distribution across all regions of Canada. See tables for full weighting disclosure
Final Sample Size	1,000 Randomly selected individuals.	Screening	Screening ensured potential respondents did not work in the market research industry, in the advertising industry, in the media or a political party prior to administering the survey to ensure the integrity of the data.
Margin of Error	±3.1 percentage points, 19 times out of 20.	Excluded Demographics	Individuals younger than 18 years old; individuals without land or cell lines could not participate.
Mode of Survey	RDD dual frame (land- and cell-lines) hybrid telephone and online omnibus survey	Stratification	By age and gender using the latest Census information (2014) and the sample is geographically stratified to be representative of Canada. Smaller areas such as Atlantic Canada were marginally oversampled to allow for a minimum regional sample.
Sampling Method Base	The sample included both land- and cell-lines RDD (Random Digit Dialed) across Canada.	Estimated Response Rate	13 percent, consistent with industry norms.
Demographics (Captured)	Atlantic Canada, Quebec, Ontario, Prairies, British Columbia; Men and Women; 18 years and older. Six digit postal code was used to validate geography.	Question Order	Question order in the preceding report reflects the order in which they appeared in the original questionnaire.
Fieldwork/Validation	Live interviews with live supervision to validate work as per the MRIA Code of Conduct	Question Content	This was module four of an omnibus survey. Previous modules related to unprompted national issues of concern, immigration, health, and foreign policy.
Number of Calls	Maximum of five call backs.	Question Wording	The questions in the preceding report are written exactly as they were asked to individuals.
Time of Calls	Individuals were called between 12-5:30 pm and 6:30-9:30pm local time for the respondent.	Survey Company	Nanos Research
Field Dates	August 30 th to September 1 st , 2017.	Contact	Contact Nanos Research for more information or with any concerns or questions. http://www.nanosresearch.com Telephone:(613) 234-4666 ext. Email: info@nanosresearch.com.
Language of Survey	The survey was conducted in both English and French.		