Government of Canada Gouvernement du Canada

Canadians’ Views and Use of Natural Health Products, Non-Prescription Drugs and Health Products Containing Cannabidiol

Findings Report

Prepared for Health Canada

Supplier: EKOS RESEARCH ASSOCIATES INC.
Contract Number: CW2333896
Contract Value: $80,704.60
Award Date: August 16, 2023
Delivery Date: February 27, 2024

Registration Number: POR 059-23

For more information on this report, please contact Health Canada at: hc.cpab.por-rop.dgcap.sc@canada.ca

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Canada

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This public opinion research report presents the results of an online survey conducted by EKOS Research Associates Inc. on behalf of Health Canada. The research study was conducted with 2,575 Canadians in December 2023.

Cette publication est aussi disponible en français sous le titre : Points de vue de Canadiens et utilisations de produits de santé naturels, de médicaments sans ordonnance et de produits de santé contenant du cannabidiol.

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Catalogue Number: H14-599/2024E-PDF
International Standard Book Number (ISBN): 978-0-660-71470-7

Related publications (registration number: POR 059-23

Catalogue Number: H14-599/2024F-PDF (French Report)
International Standard Book Number (ISBN): 978-0-660-71471-4

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EXECUTIVE SUMMARY

A. BACKGROUND AND OBJECTIVES

Health Canada's Natural and Non-prescription Health Products Directorate (NNHPD) commissioned this online survey with Canadian consumers to assess the knowledge, attitudes, awareness, and behaviours concerning self-care products; specifically, natural health products (NHPs), non-prescription drugs (NPDs), and health products containing cannabidiol (HPCCs).

There is a plethora of self-care products marketed to Canadians which are available independent of the guidance of a health care practitioner or a prescription. Although some NHPs and NPDs have similar risk profiles, they are regulated differently, and consumers may view their risk differently.

As part of the Self-Care Framework, Health Canada is currently reviewing and updating the approach to regulating self-care products. Health Canada is working towards a risk-based approach to regulatory oversight of all self-care products and the current research will support future policy and regulatory approaches with respect to NHPs and NPDs.

The 2018 *Cannabis Act* allowed for the sale of cannabis for recreational purposes while maintaining access to cannabis for medical purposes and prescription drugs containing cannabis. Currently, the only legitimate route to market for a HPCC is as a prescription drug. However, illicit non-prescription HPCCs are available in stores and online, resulting in Canadians acquiring these unregulated products to treat ailments. A proposed regulatory approach for HPCCs will be informed by the recommendations provided by the Science Advisory Committee on Health Products Containing Cannabis, and would enable access to safe, effective and high quality HPCCs without a prescription.

The objectives of this research are to gather data on Canadian consumers' current level of knowledge, attitudes, awareness, and behaviours with respect to self-care products and to use the data to inform policy and regulatory approaches with respect to NHPs, NPDs and HPCCs.

B. METHODOLOGY

The survey was conducted between December 5 and 19, 2023. The survey included 2,575 Canadians aged 18 and over. This randomly recruited probability sample carries with it a margin of error of +/-1.9%. The margin of error for key segments within each sample is between +/-5% and +/-10%. The sample source is an in-house Prob*it* panel of randomly recruited Canadians and therefore results can be extrapolated to the population of Canadians who are 18 years of age or older. The survey instrument was delivered online (85%) as well as by telephone (15%) and available in both official languages. The average length of the survey was 13 minutes online and 18 minutes by telephone. The overall response rate for the survey was 12%. Appendix A presents further details on the methodology for the survey.

C. KEY FINDINGS

Use of NHPs and NPDs

- Once presented with a definition, 73% and 65% of survey respondents indicated use of NHPs and NPDs, respectively. Use is slightly higher among women than it is among men.
- Among users of NHPs, 57% reported daily use, compared to 31% of NPD users who reported daily use. For both types of products, the frequency of use is higher among product users over the age of 55.
- Just over half of Canadians (and 65% of product users) feel they have the information they need about NPDs in terms of the benefits and risks. On the other hand, 36% of Canadians (and 43% of product users) feel they have the information they need on the benefits and risks when it comes to NHPs.
- In terms of where consumers most commonly purchase these products, 73% of survey respondents reported that pharmacies are the most likely location for NPDs purchases, as well as for NHPs (49%). Grocery stores and departments stores are also common locations for one in three Canadians for NHPs and NPDs. Health food or natural health specialty stores are used by 27% to purchase NHPs.

Perceptions about Safety of NHPs

- Three in four Canadians (73%) feel that NHP manufacturers are responsible for the safety of the product. Just over half (53%) feel that Health Canada is responsible for the safety of NHPs.
- One-third (34%) believe that product claims must be true if on the label, although 43% disagree with this statement. Only one in five (19%) agree that a natural product is safer because they are made with natural ingredients, while half of Canadians (49%) disagree.

- While 31% of Canadians indicated confidence in NHPs, 26% rated their confidence as low (and 40% said they are moderately confident). Confidence is higher among those who use these products (37%).

Product Labels of NHPs and NPDs

- Most Canadians look at NHP or NPD product labels for directions of use including dosage (82%). Purpose and health claims as well as warnings about the product are also sought by two in three (68% to 69%). Medicinal and non-medicinal ingredients are also of interest to 61% and 47%, respectively, while other information such as storage information is looked for by 42%.
- Among the 84% of Canadians with access to data on a mobile device, 25% said that they would be likely to use a QR code to access product label information in-store before making a purchase. Another 23% said they would be moderately likely to do so, however half said they would be unlikely to do so, rising to 61% among those 65 or older.
- The most often cited reason for not being likely to use a QR code in-store is that it is too time consuming (42% of those unwilling) or that they do not want to use their phone in the store (20%), while another three in ten said either looking at information online is too complicated (17%) or they do not know how to use a QR code (13%).

Adverse Reactions to NHPs and NPDs

- Just under one in ten Canadians report that they have had an adverse reaction to an NPD (9%) or NHP (8%). Among those who have, just over half said that they did not report it (53% of those experiencing a reaction to a NPD and 60% of those with a reaction to a NHP). Healthcare practitioners are the most likely contact for Canadians to report an adverse reaction to (35% of those with a reaction to a NPD and 20% of those with a reaction to a NHP).

Health Products Containing Cannabidiol (CBD)

- If available without a prescription, half of Canadians (49%) would be likely (29%) or moderately likely (20%) to purchase a health product containing CBD. Another 46% said they would be unlikely to purchase a health product containing CBD.
- The preferred location for purchasing health products containing CBD are pharmacies (82%), followed by authorized cannabis retailers (50%). About one in three would prefer to purchase them at a health food store (36%) or grocery/department stores (31%).

D. 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[1] in their variation from the overall result or that the difference was deemed to be substantively too small to be noteworthy.

Results for the proportion of respondents in the sample who either said “don’t know” or did not provide a response may not be indicated in the graphic representation of the results in all cases, particularly where they are not sizable (e.g., 10% or less). Results may also not total to 100% due to rounding. The programmed survey instrument can be found in Appendix B.

A number of definitions were provided to survey respondents. These included:

Natural Health Products (NHPs): Are made from naturally occurring ingredients that are used to restore or maintain health and can be purchased without a prescription in Canada. Examples of natural health products are vitamins, minerals, probiotics, herbal remedies, homeopathic products, and traditional medicines such as Traditional Chinese Medicine, Ayurvedic Medicine and Traditional Herbal Medicine. In addition, some toothpastes and hand sanitizers can also be classified as NHPs.

Non-prescription drugs (NPDs): Are also called over-the-counter drugs. These are health products that can be bought without a doctor's prescription. For example, certain pain relief medicine (oral or topical), cough and cold medicine, and allergy medicine.

Homeopathic products: A type of natural health product based on homeopathy which is a practice based on the principle that a disease and its symptoms can be cured by a product known to produce similar symptoms. For example, an ingredient such as Allium cepa (the common onion) would be indicated, after being prepared homeopathically, to relieve symptoms such as watering eyes and sneezing, since it can cause these symptoms in its unprocessed form. Homeopathic products are made of substances that come from plants, minerals, and animals and come in many forms such as pellets, oral droplets, syrups, creams and ointments.

[1] Chi-square and standard t-tests were applied as applicable. Differences noted were significant at the 95% level.

Traditional medicine: Includes Traditional Chinese Medicine, Ayurvedic Medicine and Traditional Herbal Medicine. Traditional medicine refers to the knowledge, skills and practices based on the theories, beliefs and experiences indigenous to different cultures, used in the maintenance of health, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness.

Health Products Containing Cannabidiol: Refers to products containing cannabidiol (CBD) that would be marketed with health claims and would be intended to treat minor ailments similar to other natural health products and non-prescription drugs. These products would not require a prescription.

Other definitions can be found in the questionnaire in Appendix A.

E. POLITICAL NEUTRALITY CERTIFICATION

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 Policy on Communications and Federal Identity and the Directive on the Management of Communications. 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: ______________________

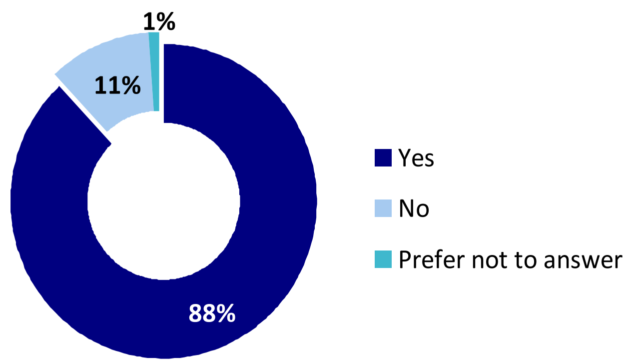
Susan Galley (Vice President)

DETAILED FINDINGS

A. SAMPLE CHARACTERISTICS

Appendix A provides details of the sample characteristics in terms of region, size of community, age, sex, socioeconomic status and other key dimensions. Following are two additional considerations of the sample. All but a small proportion of the sample (12%) said that they are one of the primary decision-makers in the household when it comes to purchasing health products such as natural health products and non-prescription drugs.

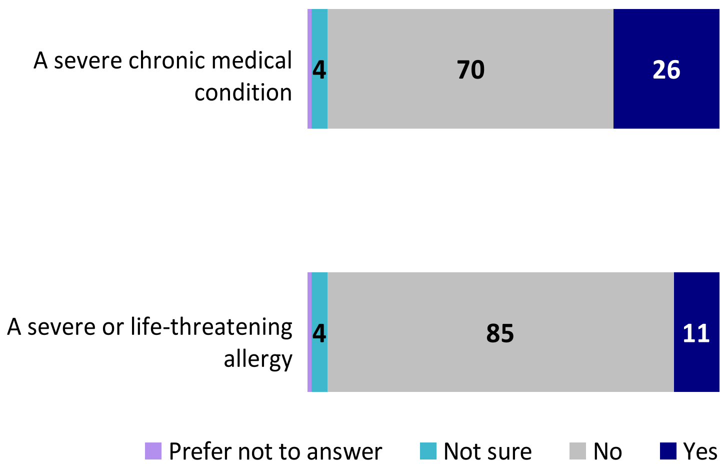
Chart 1: Incidence of Primary Decision-Maker Responding



QD12. Are you the primary decision maker, or one of the primary decision-maker(s) in your household for the purchases of health products (e.g., non-prescription drugs, natural health products)?
Base: n=2575

One in four members of the sample (26%) indicated that they or someone in their household have a severe chronic condition and one in 10 (11%) indicated a severe or life-threatening allergy.

Chart 2: Incidence of Chronic Medical Condition or Allergy



QD11a-b. Do you or does anyone else in your household have…?
Base: n=2575

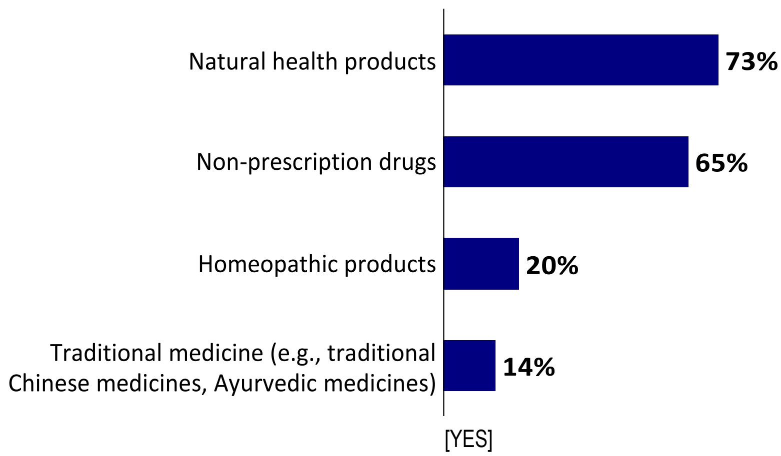
- The reporting of someone in their household with chronic medical conditions increases with age. It is also higher among those who identify as members of the 2SLGBTQI+ community (43%) or Indigenous (37%).
- The presence of an allergy is also more likely among the same groups (16% and 20%, respectively).

B. Natural Health Products and Non-Prescription Drugs

Incidence of Use

Survey respondents were first asked if they use natural health products (NHPs), non-prescription drugs (NPDs), homeopathic products or traditional medicine. A definition was presented with each question (see Note to Reader or questionnaire in Appendix A). Close to three in four (73%) reported that they use NHPs, including vitamins and minerals. Two in three (65%) indicated use of NPDs, such as over the counter pain medications. Considerably fewer Canadians use homeopathic remedies (20%) or traditional medicines (14%).

Chart 3: Incidence of Use



QUSEA-D. Do you use any of the following?[2]
Base: n=2575

[2] The percentage of use of natural health products is taken from Q1 - the calculation includes anyone who did not indicate "Never" or "Don't know/Prefer not to say" in their frequency of NHP use.

Natural Health Products

- Use of NHPs is similar across age groups, although slightly more pronounced among those who are 45 to 54 years of age (78%).
- Women are also more likely to use NHPs (80% compared with 66% of men), as are those with a university level of education (77% compared with 67% of those with high school) and higher household income (78% compared with 65% with household incomes under $40,000).
- Use is more prevalent in British Columbia (79%) and Ontario (78%) than it is elsewhere in the country and least common in Quebec (65%).
- Parents and other caregivers (79%), members of the 2SLGBTQI+ community (79%) and members of an ethnocultural[3] group (78%) are also more likely to indicate use compared with other Canadians.

Non-Prescription Drugs

- The use of NPDs is similar across age groups.
- It is higher among women (68% compared with 63% of men).
- Members of the 2SLGBTQI+ community are also more likely to indicate use (73%) compared with other Canadians. Members of ethnocultural groups are least likely to use NPDs (61%).
- Those who use NHPs on a regular basis are also more likely to use NPDs (70%).

Homeopathic Products

- Use of these products is most prevalent among those who are 35 to 44 (26%), women (26%), individuals with a college level of education (27%), caregivers (29%), Indigenous respondents (27%), and residents of the Atlantic (26%) and British Columbia (25%).
- It is also more pronounced among those who use NHPs regularly (30%).

Traditional Medicine

- Use of these products is more pronounced among those 35 to 44 (19%), residents of British Columbia (21%), caregivers (21%), members of ethnocultural groups (22%).
- It is also more likely among those who use NHPs (20%) and homeopathic products (36%).

[3] This includes those who identify as Black, South Asian, Southeast Asian, Hispanic, Indigenous or other non-Caucasian. It does not include the 2% who identified as “Canadian” or “French Quebecois (based on responses to D9).

Among those who indicate use of NHPs, NPDs, homeopathic products or traditional medicines, the most regular use is reported for NHPs, where 57% indicated daily use. Another 20% said they used these weekly or monthly. Among NPD users, 31% take them daily and another 21% use them weekly. Homeopathic products are similarly used by 33% daily and 16% weekly, and proportions are about the same among those who use traditional medicines (29% daily use; 14% weekly).

Table 1 Frequency of Use

Over the past 12 months, how frequently did you use each of the following products?	**Non-prescription drugs (n=1693)**	**Homeopathic products (n=493)**	**Traditional medicine (n=359)**	**Natural health products (n=1936)**
Daily	31%	33%	29%	57%
Weekly	21%	16%	14%	14%
Monthly	19%	13%	15%	6%
Seasonally	17%	22%	23%	8%
Less than seasonally	10%	12%	15%	12%
Never	1%	3%	2%	0%
DK/Prefer not to say	1%	0%	2%	2%

Natural Health Products

- Among NHP users, those more likely to report daily use are 55 years of age or older (66% among those 55 to 64 and 71% among those 65 or older compared with only 44% to 48% of NHPs users under 45).
- Women are also more likely to report daily use (61% compared with 51% of men who use them). It is also higher among members of the 2SLGBTQI+ community (67% compared with 57% among others).
- Reported daily use is lowest in Quebec (46%), as well as among those identifying as members of ethnocultural groups (51% compared with 59% of other Canadians).
- Daily use is also more likely among those who also use homeopathic products (64%) or traditional medicines (63%), as well as among those who report a severe chronic medical condition in their household (64%), each compared with roughly 55% of those who do not.

Non-Prescription Drugs

- Among NPD users, the likelihood of daily use is also highest among those 55 to 64 (38%) and those 65 or older (53%) compared with those under 35 (14%) and those 35 to 44 (21%).
- It is also higher among women (35% compared with 28% of men).
- Daily usage is highest in the Atlantic (43%) and Ontario (37%), and lowest in Quebec (20%). It is also more prevalent among Indigenous respondents (42% compared with 31% among other Canadians).

Other Products

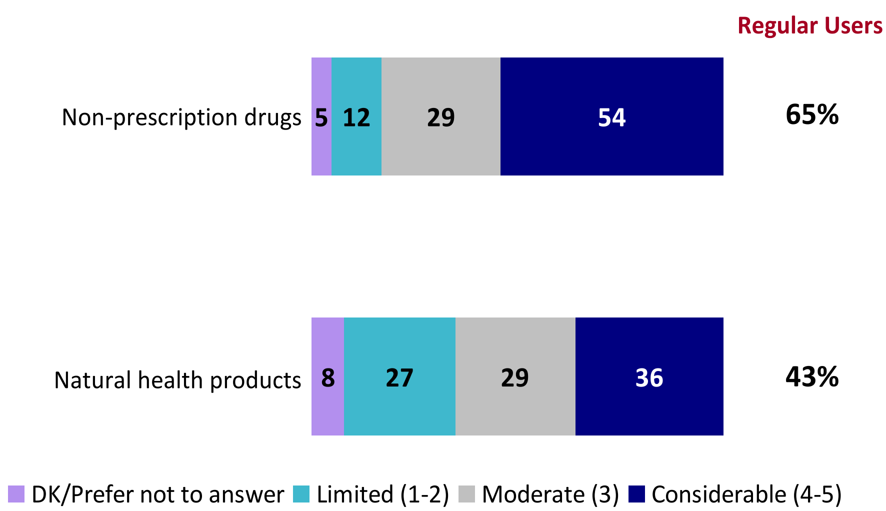
- Both homeopathic products and traditional medicines are more often used on a daily basis among those 65 or older (48% and 61%, respectively).

Information about the Risks & Benefits

All survey respondents were asked about the extent to which they feel they have the information they need about the risk and benefits of NHPs and NPDs. While just over half of Canadians (54%) feel they have considerable information (rating it a 4 or 5, where 5 is complete information) about NPDs, 29% feel they are only moderately informed and 12% said their information is limited (1 or 2 on the scale). Those who use NPDs are nearly twice as likely to feel informed (65%) compared with those who do not use them (34%).

Even fewer Canadians feel they have considerable information about the risks and benefits of NHPs (36%), while 29% feel they are moderately informed, and with almost as many saying they have limited information (27%). Those who use NHPs are almost three times more likely (43%) to feel informed compared with 16% among those who do not use these products. This rises to 48% among regular (e.g., weekly or more often) NHP users.

Chart 4: Extent of Information about the Risks & Benefits



Q3a-b. To what extent do you feel that you have the information you need about the benefits and risks of the product when you buy...?
Base: n=2575

Natural Health Products

- Frequent users (i.e., weekly or more often) are more likely to say they have the information they need (48%) compared with 29% among those who use them less often and those who never use them (16%).
- Higher proportions of those 45 to 54 (42%), caregivers (41%), and Indigenous respondents (46%), as well as those with a college level of education (41%) report that they have the information they need with regard to NHPs compared with 32% to 35% of other segments.
- The prevalence is also highest in Alberta (42%) and lowest in the territories (26%).

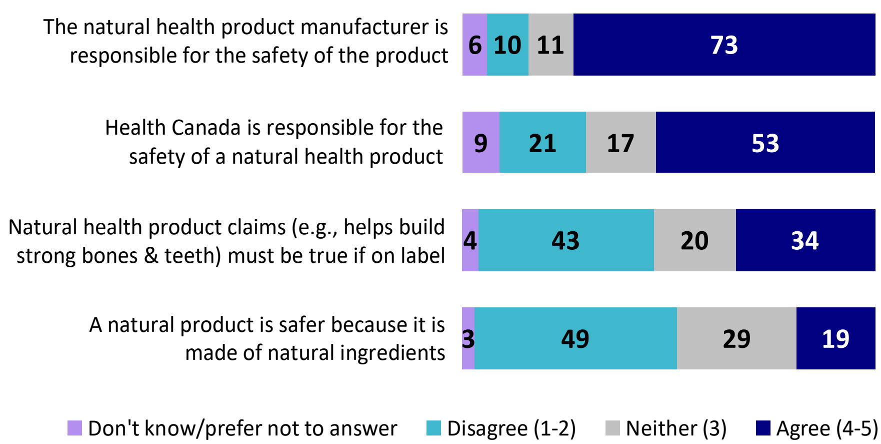
Non-Prescription Drugs

- Those with a university level of education (57%) and household incomes of $80,000 or higher (57% to 60%) are more likely to believe they have the information they need.

Perceptions about Natural Health Product Safety

Nearly three in four Canadians (73%) agree that the NHP manufacturer is responsible for the safety of the product. This is particularly the case among those who use NHPs (76% compared with 64% of non-users). Only 10% disagree. Just over half (53%) agree that Health Canada is responsible, although 21% disagree and another 9% said they do not know. Only one in three (34%) agree that health claims must be true if they appear on the label, while 43% do not believe this to be the case. Users of NHPs are somewhat more likely to believe that claims on labels must be true (36% compared with 29% of non-users). Relatively few (19%) believe that a product is safer because it is made of natural ingredients, and even fewer non-users believe this to be the case (13% compared with 20% of NHP users).

Chart 5: Perceptions about Natural Health Product Safety



Q4a-d. To what extent do you agree or disagree with the following statements?
Base: n=2575

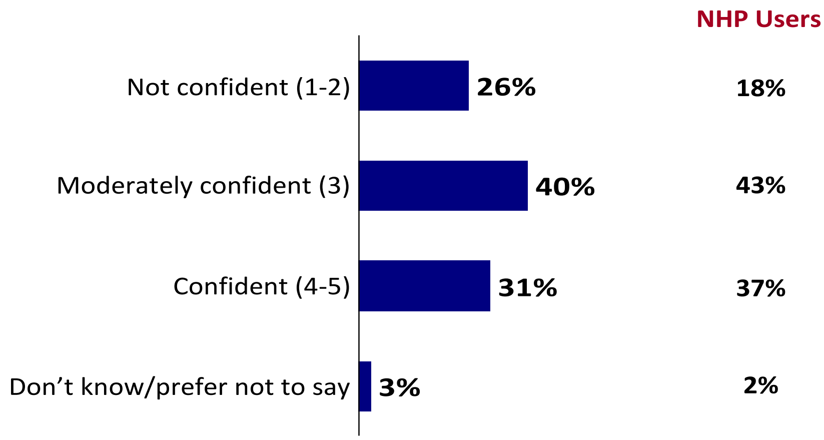
- Those most likely to agree that the product manufacturer is responsible for product safety are under 35 (82%), those with a university level of education (77%), individuals reporting household incomes of $80,000 or higher (76-77%), and residents of Ontario.
  - Individuals who are least likely to agree are 65 or older (58%), and residents of the Prairies (63%).
- Agreement that Health Canada is responsible for safety of NHPs are more likely to be those under 35 (60%), the university educated (56%), and highest income earners (58%), as well as those belonging to an ethnocultural group (60%).
  - Those 65 or older are least likely to agree (43%), as are residents of the Atlantic (42%).

- Agreement that NHP claims must be true if they are on the label is highest from those under 35 (44%), and residents of Quebec (45%).
    - Those least likely to agree are 65 or older (25%), residents of the Atlantic (26%), and Indigenous respondents (26%), as well as non-users of NHPs (29%).
- Those agreeing that NHPs are safer because they are made of natural ingredients are highest among respondents that have a college level of education (23%), caregivers (22%) and members of an ethnocultural community (24%) .
    - Disagreement is highest among those under 45 (54%), the university-educated (56%), the highest income earners (57%), members of the 2SLGBTQI+ (65%) and non-users of NHPs (59%).

Confidence in Natural Health Products

The majority of respondents reported that they are confident or moderately confident (31% and 40% respectively) that NHPs are safe, effective and of quality, while 26% of respondents reported that they are not confident. Slightly higher proportions of NHP users are confident (37% compared with 14% of non-users). There is a large difference, however, between users and non-users of NHPs when it comes to a lack of confidence. While 48% of non-users said they are not confident, this is the case among only 18% of users.

Chart 6: Confidence in Natural Health Products



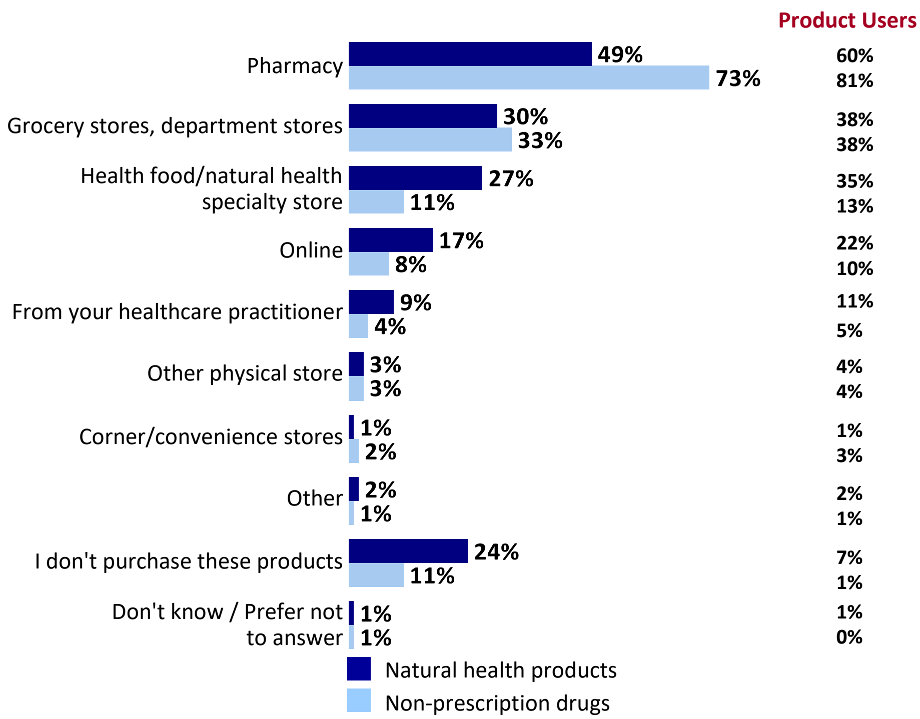
Q5. How confident are you that natural health products are safe, effective and of quality?
Base: n=2575

- Those more likely to be confident that NHPs are safe, effective and of quality are regular NHP users (41% compared with 26% of less frequent users and 14% of non-users). Confidence is also more likely among women (34% compared with 28% of men).
- Those identifying as members of the 2SLGBTQI+ community are less likely to be confident (33% say they are not confident compared with 24% among others).

Location of Purchase for Natural Health Products and Non-Prescription Drugs

All respondents were asked about their location preferences for purchasing NHPs and NPDs, since even non-users may purchase them. Pharmacies are the most common location of purchase for both types of products (49% for NHPs and 73% for NPDs). In fact, 81% of the subset of Canadians who use NPDs[4] say they most often purchase them at a pharmacy. This is also the case among 60% of the subset of Canadians who use NHPs[5] who purchase these products at pharmacies. Grocery stores are the next most common location (30% for NHPs and 33% for NPDs), although this is slightly higher among the subset of Canadians who use these products, at 38% for each. While natural health foods stores are one of the retail locations to buy NHPs according to 27% (35% among NHP users), this is much less common when it comes to purchasing NPDs. Similarly, some Canadians purchase NHPs online (17%; 22% among NHP users), although few purchase NPDs online (8%). Other retail locations are much less common.

Chart 7: Location of Purchase for Natural Health Products & Non-Prescription Drugs



Q7. Where do you most often purchase your natural health products?
Q7b. Where do you most often purchase your non-prescription drugs?
Base: n=2575, right- hand column (Product Users) includes 1886 who use NHPs (shown next to dark blue lines), 1693 who use NPDs (next to light blue lines).

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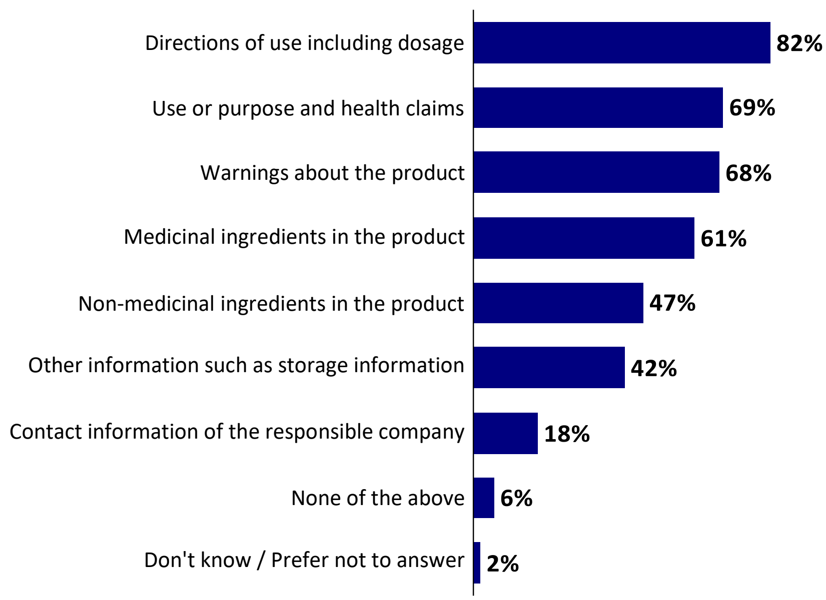
4 As per Chart 3 on page 12, 65% of Canadians use NPDs.
5 As per Chart 3 on page 12, 73% of Canadians use NHPs.

- Women (52%), the university-educated (54%) and those with a severe allergy (57%) or medical condition (55%) are more likely than others to rely on pharmacies for NHPs.
- Health food stores are more popular for purchasing NHPs in British Columbia (36%) and among caregivers (35%).
- Grocery stores are also a more popular source for NHPs among those under 35 (37%), members of the 2SLGBTQI+ community (38%), caregivers (38%), members of ethnocultural groups (37%), as well as in Alberta (41%) and British Columbia (38%).
- Online purchases of NHPs are most likely among those 35 to 54 (22%).
- Grocery stores are even more popular for those under 35 (40%), residents of Alberta (55%), the Prairies (49%), and British Columbia (42%), as well as among caregivers (41%) and members of the 2SLGBTQI+ community (39%), compared with others.

Information Looked for on Natural Health Product Labels

The most sought-after information about NHPs or NPDs when using a product for the first time is the directions of use, including the dosage, according to 82% overall (86% to 87% of NHP and NPD users). Purpose of the product and health claims are something that 69% look for (73% to 75% of product users), and warnings are of interest to the same proportion (68%; 72% to 73% of users). Six in ten (61%) also look for medicinal ingredients (65% to 68% of product users). Non-medicinal ingredients are also of interest to nearly half (47%: 49% to 53% of users). Other information such as directions for storage is also of interest to 42% (44% to 46% of users). Contact information of the responsible company is sought after by one in five (18% overall and 19% among product users).

Chart 8: Information Looked for on Product Labels



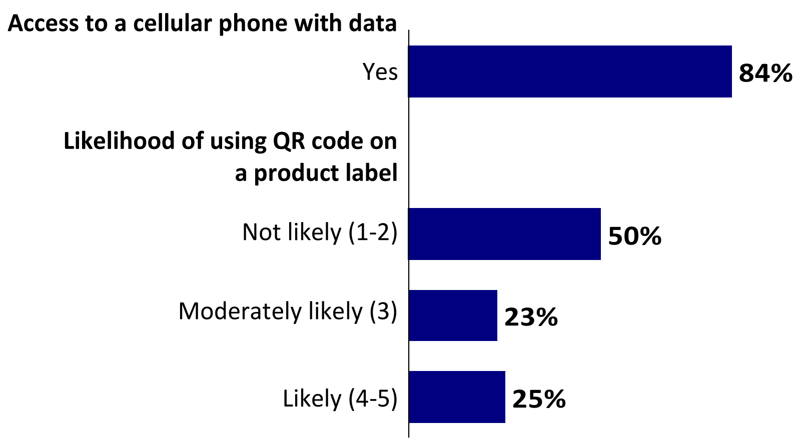
Q10. When purchasing health products such as natural health products or non-prescription drugs for the first time, what information do you look for on the label?
Base: n=2575

- NHP users are roughly 50% more likely than non-users to look for all types of information tested compared with non-users.
- Women are generally more likely than men to look for most of the types of information tested (e.g., directions: 85% versus 79% among men; warnings: 71% compared with 65% of men; medicinal ingredients: 66% versus 56% of men).
- Those with a university level of education are also more likely to look for directions (86%), uses and claims (73%) and medicinal ingredients (69%) particularly compared with those with a high school level of education where percentages are 8 to 12 points lower.
- Residents of Ontario are more likely than others across the country to look for almost all types of information while residents of Quebec are least likely to look for each of the types of information tested.
- Members of the 2SLGBTQI+ community are more likely than others to look for directions (88% compared with 81% among others), warnings (75% versus 68%), medicinal ingredients (69% versus 61%) and non-medicinal ingredients (52% versus 47%).
- Caregivers are more likely than others to look for medicinal ingredients (70% compared with 59%), and non-medicinal ingredients (56% versus 44%).
- Indigenous respondents are more likely than others to look for non-medicinal ingredients (57% versus 46%) and other information such as storage (52% versus 42%). Members of ethnocultural groups are more likely to look for medicinal (67% versus 60%) and non-medicinal ingredients (54% versus 45%).
- Those with a severe chronic medical condition are also more likely than others to look for warnings (75%), medicinal (68%) and non-medicinal (53%) ingredients as well as other information such as storage (48%). Similarly, those with a severe allergy are about 10% more likely than others to look for warnings (74%), medicinal (71%), and non-medicinal (55%) ingredients, as well as other information such as storage (52%) and contact information for the company (28%).

Access to Mobile Data and the Likelihood of Using QR Code In-store

Among the 84% of Canadians with access to data on a cellphone, 25% said that they would be likely to use a QR code to access product label information in-store before purchasing a product (i.e., 21% of all Canadians[6]). Another 23% said that they would be moderately likely to do so.

Chart 9: Access to Mobile Data and Likelihood of Accessing QR Code In-store



Q12. Do you currently have access to a cellular phone with data (where you are able to browse websites without WiFi, for example, when you are at a store)?
Base: n=2575

Q13. How likely would you be to use a QR code on a product label (that brings you to information on a website) before purchasing a product in the store?
Base: n=2242 (note: only those that responded they have access to a cell phone with data (Q12) were asked this question)

- Having access to mobile data in-store is least common among those 65 or older (64% compared with 90% to 95% of those under 55 and 82% of those 55 to 64 who have access to mobile data). It is also marginally lower among women (80% compared with 88% among men), those with a high school level of education (74%) and those with household incomes of under $40,000 (69%). It is also somewhat less likely in rural areas (78%), and in the territories in particular (70%).

[6] Calculated based on the complete sample of 2,575, assuming those without access to a cellular phone without data would be "not likely".

- Among those with mobile access to data, those most likely to use a QR code before purchase are under 35 (31%), individuals reporting the highest household incomes (33%), residents of Alberta (32%), Indigenous respondents (39%), caregivers (32%) and members of ethnocultural groups (33%).
- Individuals with access to mobile data who are least likely to use a QR code in-store are 65 or older (61% would not), those with a high school level of education (58%), those with household incomes of less than $80,000 (53% to 56%), and residents of rural areas (55%).

Among the 50% who are unlikely to access product information through a QR code before purchase, 42% said that this is too time consuming and 20% said that they do not wish to use their phone in the store. Three in ten also feel it is too complicated (17%) or they do not know how to use a QR code (13%). Other reasons are much less common.

Table 2: Barriers to Use of QR Codes In-Store

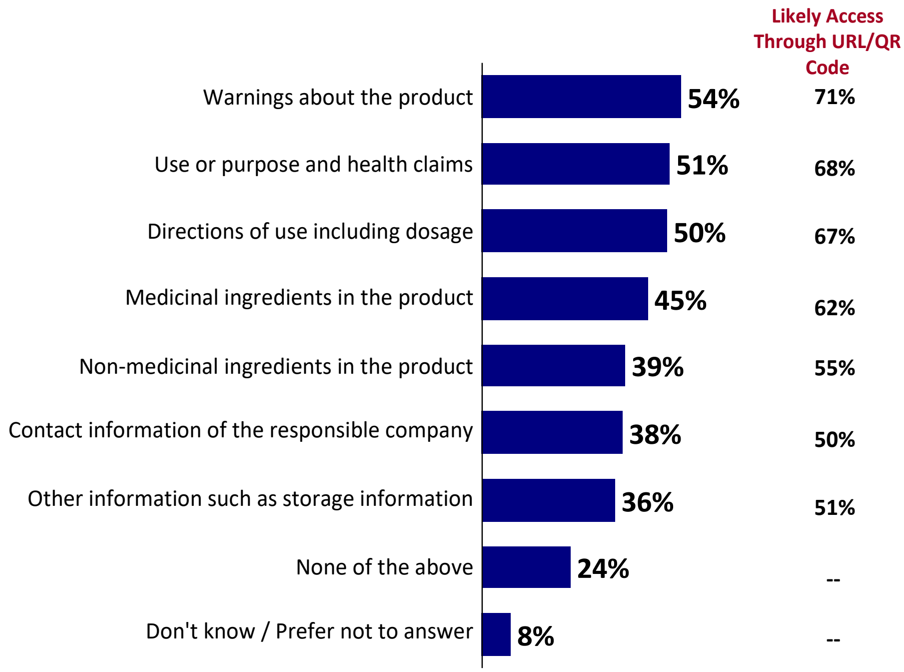
-	**Total**
Q14. Why would you not want to access a QR code?	*n=1124 (those unlikely to access a QR code before purchase)*
Too time consuming	42%
I don't want to use my phone in the store	20%
Looking at information on-line is too complicated	17%
I don't know how to scan the code	13%
Security/privacy concerns, malware, tracks info/interests, leads to scams	7%
Research before I buy products, have done research on line before I purchase	5%
No interest/no need	5%
Website/link is biased, comes on a unreliable source/ manufacturer/company that makes it	4%
Relevant/important information should be available on the label, prefer to read label	4%
Just never occurs to me, do not always think about it	3%
Phone limitations, cost of apps, lack of wifi/data plan, phone does not scan QR codes/does not always work/ reception is poor	2%
Other	5%
Don't know / Prefer not to answer	7%

- 51% to 55% of Canadians under the age of 45 said they would not want to access a QR code in-store before purchase because it is too time consuming, compared with 28% to 41% of those who are 45 or older.
- Those who do not know how to use a QR code are 65 or older (34% compared with 4% to 12% of those under 65). This is also more often the case among residents of the territories (26%). Residents of rural areas more generally are more likely to say they don't want to use their phone in the store (26% compared with 15% to 20% of residents of more populated areas). Interestingly, it is also more often the case among those with a severe or life-threatening allergy (28% compared with 19% of others).
- Privacy is more of a concern to residents of Alberta (15%) and Indigenous respondents (14%).

Information looked for on a website

All respondents were asked what product information they would want to access on a website through a URL or QR code, instead of on the physical product label. About one-quarter (24%) said they would not want to access product information through a URL or QR code. Half said they would want to use a URL or QR code to access information about warnings (54%), purpose and health claims (51%), and directions of use (50%). Those who previously indicated a likelihood to use a QR code are much more likely to want to access each of these types of information through a website or QR code compared to those who say they are not likely to use a QR code.

Chart 10: Types of Information Looked for on a Website



Q15. What information would you want to access through a website address (URL) or QR code indicated on the physical label instead of having the information on the actual physical label itself?
Base: n=2575

Adverse Reactions and Reporting Contacts

According to the survey, 8% of Canadians have experienced an adverse reaction to a NHP, and similarly, 9% have had a reaction to a NPD.[7] Just over half of those experiencing a reaction did not report it (60% of those with a reaction to NHP and 53% with a reaction to a NPD). Among those with an adverse reaction, a health care practitioner is the most likely contact that Canadians report it to (20% among those with a reaction to a NHP and 35% among those with a reaction to a NPD). Other contacts for reporting are considerably less likely.

Table 3: Adverse Reactions and Contacts for Reporting

-	Total Natural Health Products	Total Non-Prescription Drug
PREQ19. In the past, did you have an adverse reaction to a natural health product?	*n=2568*	*n=2566*
Yes	8%	9%
Q19. Where did you report the reaction?	*n=222*	*n=245*
I had an adverse reaction but I did not report it	60%	53%
I reported my reaction to my healthcare practitioner	20%	35%
I reported my reaction to the store where I purchased the product(s)	5%	2%
I reported my reaction to the manufacturer	2%	1%
I reported my reaction to Poison control center	1%	1%
I reported my reaction to Health Canada (e.g., Canada Vigilance Adverse Reaction Online Database)	0%	1%
Other	8%	5%
Don't know / Prefer not to answer	5%	3%

[7] In each case, the incidence of an adverse reaction rises to 10% among those who indicated use of these products.

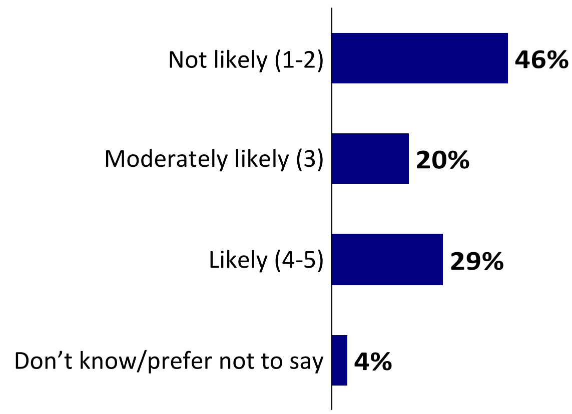
- Adverse reactions to a NHP are somewhat more pronounced among members of the 2SLGBTQI+ community (13%), among those with a severe chronic medical condition (14%) or severe allergy reported in their household (19%). Those with a severe allergy in their household (36%) having a reaction were more likely than others (15%) to report it to their health care provider.
- Adverse reactions to NPDs are somewhat more pronounced among members of the 2SLGBTQI+ community (14%) and those who are Indigenous (15%), as well as among those with a severe chronic medical condition in their household (15%) or severe allergy (17%).
- Those with a severe chronic condition (49%) and members of the 2SLGBTQI+ community (47%) are more likely than others (25% to 31%) to say they reported the reaction to their health care provider.
- Women (42%) are also more likely than men (20%) to have reported it to their health care provider, as are those with a high school level of education (55% compared with 25% of those with a university level of education).

C. HEALTH PRODUCTS CONTAINING CANNABIDIOL (CBD)

Likelihood of Purchasing Health Products Containing Cannabidiol

Three in ten Canadians (29%) said that they would be likely to purchase a health product containing CBD for minor ailments, if it were available without a prescription. On the other hand, nearly half (46%) said they would be unlikely to do so.

Chart 11: Likelihood of Purchasing Health Products Containing CBD



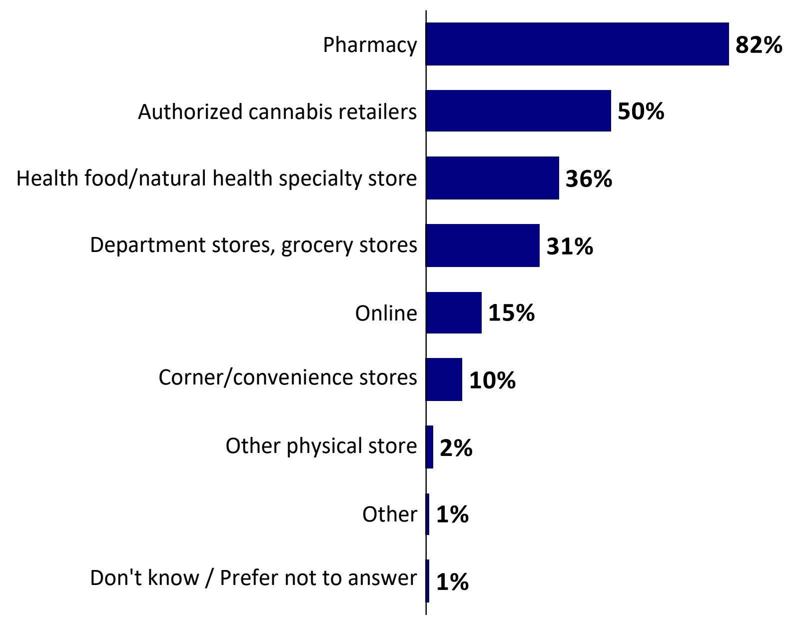
Q21. If available without a prescription, how likely would you be to purchase a health product containing cannabidiol (CBD) to relieve minor ailments?
Base: n=2575

- Those more likely to purchase health products containing CBD for minor ailments include those 35 to 44 (36%), individuals with a college level of education (36%), members of the 2SLGBTQI+ community (42%), and those who are Indigenous (40%). Likelihood is also higher among those who use NHPs (34%), NPDs (33%), as well as those who use traditional medicines and homeopathic products (42% to 43%). This is also the case among those who indicated a severe chronic condition (35%).
- Those least likely to say they would purchase these are 65 or older (22%), and residents of Quebec (24%). Similarly, only 16% of those who do not use NHPs and 23% of those who do not use NPDs would be likely to purchase health products containing CBD.

Preferred Location to Purchase Health Products Containing CBD

As for locations used to purchase NHPs and NPDs, eight in ten Canadians (82%) who said they would purchase CBD-based products would purchase the product at a pharmacy. Authorized cannabis dealers were also noted by 50%, while roughly one in three said they would go to a health food store (36%) or department or grocery store (31%). Fewer would rely on online retailers (15%) or a convenience store (10%).

Chart 12: Preferred Location to Purchase



Q22. If health products containing cannabidiol (CBD) were available for sale without a prescription, where would you prefer to purchase the product?
Base: n=1292

- There are relatively few sizable differences among sub-groups with regard to preferred locations for purchase, although those between 35 and 44 (38%), as well as men (35%) lean slightly more towards the convenience of grocery stores compared with others.
- Health food stores are more popular in British Columbia (49%), while those living in Quebec favour pharmacies (88%) more than residents of other regions.
- Those living in the territories (70%), Indigenous respondents (67%) and members of the 2SLGBTQI+ community lean more toward authorized cannabis retailed than others do. While few prefer a convenience store as a source this is considerably more prevalent in the territories (25%).
- Members of the 2SLGBTQI+ community are the most likely to prefer online retailers (22%).

APPENDICES

A. METHODOLOGICAL DETAILS

Sample Source

The survey sample was drawn from our randomly recruited panel Prob*it*. Prob*it* 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[8]. 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 120,000 individuals can be considered representative of 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.

Testing and Administration

Prior to conducting the survey, the instrument was tested with 34 cases in English (24 cases) and French (10 cases). A total of 24 were conducted online and 10 were completed by telephone. 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.

[8] Canadian Internet Use, Statistics Canada.

The survey was administered between December 5 and 19, 2023, 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. 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.

As shown below the average response rate overall across the 28,390 cases is 12.2%. It is 16.7% among Prob*it* sample members who completed the survey online and 5.1%[9] among those who completed the survey by telephone, including the cases completed or ineligible divided by the valid sample of 25,608 for online and telephone sample combined, as noted in the table below.

Table 4: Response Rates

Outcome	Online	Telephone	Total
Total	17,133	11,257	28,390
Invalid	1,376	1,406	2,782
Valid Sample	**15,757**	**9,851**	**25,608**
Non-responding	13,129	9,353	22,482
Refusal	168	669	837
Partial complete	251	4	255
Total non-response	13,548	10,026	23,574
Ineligible/quota filled	436	115	551
Complete	2192	383	2,575
Response rate	16.7%	5.1%	12.2%

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

[9] This response rate is lower than typically incurred because of a 2.5% response rate in the territories and 4% among those under 35 years of age.

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 2021 Census on age, gender and region of the country, as well as identifying as a member of the 2SLGBTQI+ community.

Sample Characteristics

The following table presents a sample profile for the survey (unweighted for age, region, sex and 2SLGBTQi+ identity group, weighted for other characteristics).

Table 5: Sample Characteristics

-	Total
Region (unweighted)	*n=2275*
British Columbia	12%
Alberta	12%
Saskatchewan and Manitoba	7%
Ontario	36%
Quebec	22%
Atlantic	7%
Territories	4%
Community Size	*n=2151*
A city	52%
A suburb	22%
A rural area, small town or remote area	26%
Age (unweighted)	*n=2575*
Under 35	21%
35 to 44	17%
45 to 54	17%
55 to 64	18%
65 or older	27%
Sex at birth (unweighted)	*n=2575*
Male	49%
Female	48%

-	Total
Gender (Currently identify as)	*n=2575*
Male	47%
Female	50%
Non-Binary/other	2%
Prefer not to answer	1%
Identify as 2SLGBTQI+[10] (unweighted)	*n=2150*
Yes	19%
No	79%
Prefer not to answer	2%
Other target groups	*n=1244*
Trying to get pregnant	2%
Breastfeeding	2%
Pregnant	1%
None of the above	94%
Prefer not to answer	1%
Caregiver to a parent or a child	*n=2575*
Yes	24%
No	75%
Prefer not to answer	1%
Ethnocultural group	*n=2575*
White	77%
Indigenous (First Nations, Inuk/Inuit, Métis descent)	6%
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	5%
Black	5%
Chinese	3%
Latin American	2%
Filipino	1%
Arab	1%
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	1%
West Asian (e.g., Iranian, Afghan)	1%
Japanese	1%
Canadian	1%

[10] Two-spirit, lesbian, gay, bisexual, transgender, queer, intersex or other diverse group.

-	Total
European (various)	1%
Other	1%
Prefer not to answer	2%
Born in Canada	*n=2575*
Yes	79%
No	21%
Highest level of education	*n=2575*
High school diploma or less	28%
College, CEGEP or other non-university certificate or diploma	25%
University certificate or diploma below bachelor's level	7%
Bachelor's degree	23%
Post graduate degree above bachelor's level	16%
Prefer not to answer	1%
Household income	*n=2575*
Under $20,000	5%
$20,000 to just under $40,000	11%
$40,000 to just under $60,000	12%
$60,000 to just under $80,000	12%
$80,000 to just under $100,000	12%
$100,000 to just under $150,000	20%
$150,000 or more	17%
Prefer not to answer	11%

B. SURVEY QUESTIONNAIRE

WINTRO

Thank you for agreeing to complete this survey. This will only take about 10 minutes of your time.

Please rest assured that your answers are completely confidential (this means that no individual will be associated with the survey's results - rather, they will be rolled up into large categories to protect the confidentiality of each respondent) and that this survey is voluntary.

INSTRUCTIONS

Please consider the questions and your answers carefully. Definitions for some terms can be viewed by hovering your mouse over the word.

On each screen, after selecting your answer, click on the "Continue" button at the bottom of the screen to move forward in the questionnaire.

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 at 1-866-211-8881 or email us at online@ekos.com. Thank you in advance for your participation.

PRED13

Do you or does anyone in your household work in the following industries?

D13A

Market research, public relations or advertising

Yes	1
No	2

D13B

Federal or provincial government

Yes	1
No	2

D13C

Drug, natural health product, or cannabis products companies

Yes	1
No	2

D13D

Consumer advocacy or industry association groups in the area of drugs

Yes	1
No	2

Q1

Over the past 12 months, how frequently did you use natural health products?

Natural Health Products (NHPs): Natural Health Products (NHPs) are made from naturally occurring ingredients that are used to restore or maintain health and can be purchased without a prescription in Canada. Examples of natural health products are vitamins/supplements, minerals, probiotics, herbal remedies, homeopathic products, and traditional medicines such as Traditional Chinese Medicine, Ayurvedic Medicine and Traditional Herbal Medicine. In addition, some toothpastes and hand sanitizers can also be classified as NHPs.

Daily	1
Weekly	2
Monthly	3
Seasonally	4
Less than seasonally	5
Never	6
Don't know / Prefer not to answer	99

PREQUSE

Do you use any of the following:

QUSEA

Non-prescription drugs <HOVER=Also called over-the-counter drugs, are health products that can be bought without a doctor's prescription. For example, certain pain relief medicine (oral or topical), cough and cold medicine, and allergy medicine.>

Yes	1
No	2

QUSEB

Homeopathic products <HOVER=Are a type of natural health product based on homeopathy which is a practice based on the principle that a disease and its symptoms can be cured by a product known to produce similar symptoms. For example, an ingredient such as Allium cepa (the common onion) would be indicated, after being prepared homeopathically, to relieve symptoms such as watering eyes and sneezing, since it can cause these symptoms in its unprocessed form. Homeopathic products are made of substances that come from plants, minerals, and animals and come in many forms such as pellets, oral droplets, syrups, creams and ointments.>

Yes	1
No	2

QUSEC

<u>Traditional medicine</u> <HOVER=Include Traditional Chinese Medicine, Ayurvedic Medicine and Traditional Herbal Medicine. Traditional medicine refers to the knowledge, skills and practices based on the theories, beliefs and experiences indigenous to different cultures, used in the maintenance of health, as well as in the prevention, diagnosis, improvement or treatment of physical and mental illness.> (e.g., traditional Chinese medicines, Ayurvedic medicines)

Yes	1
No	2

PREQ2

Over the past 12 months, how frequently did you use each of the following products?

Q2A

<u>Non-prescription drugs</u>

Daily	1
Weekly	2
Monthly	3
Seasonally	4
Less than seasonally	5
Never	6
Don't know / Prefer not to answer	99

Q2B

<u>Homeopathic products</u>

Daily	1
Weekly	2
Monthly	3
Seasonally	4
Less than seasonally	5
Never	6
Don't know / Prefer not to answer	99

Q2C

<u>Traditional medicine</u>

Daily	1
Weekly	2
Monthly	3
Seasonally	4
Less than seasonally	5
Never	6
Don't know / Prefer not to answer	99

PREQ3

To what extent do you feel that you have the information you need about the benefits and risks of the product when you buy...?

Q3A

natural health products

Not at all 1	1
2	2
Moderately 3	3
4	4
Completely 5	5
Don't know / Prefer not to answer	99

Q3B

non-prescription drugs

Not at all 1	1
2	2
Moderately 3	3
4	4
Completely 5	5
Don't know / Prefer not to answer	99

PREQ4

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

Q4A

A natural product is safer because it is made of natural ingredients

Completely disagree 1	1
2	2
Neither agree nor disagree 3	3
4	4
Completely agree 5	5
Don't know / Prefer not to answer	99

Q4B

The natural health product manufacturer is responsible for the safety of the product

Completely disagree 1	1
2	2
Neither agree nor disagree 3	3
4	4
Completely agree 5	5
Don't know / Prefer not to answer	99

Q4C

Health Canada is responsible for the safety of a natural health product

Completely disagree 1	1
2	2

Neither agree nor disagree 3	3
4	4
Completely agree 5	5
Don't know / Prefer not to answer	99

Q4D

Natural health product claims (for example: helps build strong bones and teeth) must be true if they are written on the label

Completely disagree 1	1
2	2
Neither agree nor disagree 3	3
4	4
Completely agree 5	5
Don't know / Prefer not to answer	99

Q5

How confident are you that natural health products are safe, effective and of quality?

Safe, effective and of quality: Health Canada assesses health products before letting them be sold in Canada. Companies must follow good manufacturing practices to ensure the products are properly manufactured (without contamination or incorrect ingredients). Health products should also achieve the expected health-related results or therapeutic effects when used by individuals.

Not at all confident 1	1
2	2
Moderately confident 3	3
4	4
Completely confident 5	5
Don't know / Prefer not to answer	99

Q7 [1,8]

Where do you most often purchase your natural health products?

Select all that apply

Online	1
From your healthcare practitioner e.g., naturopath, acupuncture clinic etc.	2
Pharmacy	3
Health food/natural health specialty store	4
Grocery stores, department stores	5
Corner/convenience stores	6
Other physical store (please specify)	7
Other, specify	77
I don't purchase these products	98
Don't know / Prefer not to answer	99

Q7B [1,8]

Where do you most often purchase your non-prescription drugs?

Select all that apply

Online	1
From your healthcare practitioner e.g., naturopath, acupuncture clinic etc.	2
Pharmacy	3
Health food/natural health specialty store	4
Grocery stores, department stores	5
Corner/convenience stores	6
Other physical store (please specify)	7
Other, specify	77
I don't purchase these products	98
Don't know / Prefer not to answer	99

Q10 [1,7]

When purchasing health products such as natural health products or non-prescription drugs for the first time, what information do you look for on the label?

Select all that apply

Directions of use including dosage	1
Use or purpose and health claims	2
Warnings about the product (e.g., allergens, interactions with other products, etc.)	3
Medicinal ingredients in the product	4
Non-medicinal ingredients in the product	5
Other information such as storage information	6
Contact information of the responsible company (manufacturer/importer, etc.)	7
None of the above	98
Don't know / Prefer not to answer	99

Q12

Do you currently have access to a cellular phone with data (where you are able to browse websites without WiFi, for example, when you are at a store)?

Yes	1
No	2
Sometimes (it depends if I have reception at the store)	3
Don't know / Prefer not to answer	99

Q13

How likely would you be to use a QR code <HOVER=A machine-readable code consisting of an array of black and white squares, typically used for storing link to webpage or other information for reading by the camera on a smartphone.> on a product label (that brings you to information on a website) before purchasing a product in the store?

Not at all likely 1	1
2	2
Moderately likely 3	3
4	4

Very likely 5	5
I am not sure what a QR code is or how to use it	6
Don't know / Prefer not to answer	99

Q14 [1,5]

Why would you not want to access a QR code?

Select all that apply

Too time consuming	1
I don't know how to scan the code	2
I don't want to use my phone in the store	3
Looking at information on-line is too complicated	4
Other (specify)	77
Don't know / Prefer not to answer	99

Q15 [1,7]

What information would you want to access through a website address (URL) or QR code indicated on the physical label instead of having the information on the actual physical label itself?

Select all that apply

Directions of use including dosage	1
Use or purpose and health claims	2
Warnings about the product (e.g., allergens, interactions with other products, etc.)	3
Medicinal ingredients in the product	4
Non-medicinal ingredients in the product	5
Other information such as storage information	6
Contact information of the responsible company (manufacturer/importer, etc.)	7
None of the above	98
Don't know / Prefer not to answer	99

PREQ19

In the past, did you have an adverse reaction to a natural health product?

Yes	1
No	2
Don't know / Prefer not to answer	99

Q19

Where did you report the reaction?

I had an adverse reaction but I did not report it	2
I reported my reaction to:	50
My healthcare practitioner	4
Health Canada (e.g., Canada Vigilance Adverse Reaction Online Database <HOVER=Contains information about suspected adverse reactions (also known as side effects) to health products. Adverse reaction reports are submitted by consumers, health professionals, manufacturer and distributers>)	5
The manufacturer	6

The store where I purchased the product(s)	7
Poison control center	8
Other (please specify)	77
Don't know / Prefer not to answer	99

PREQ19B

In the past, did you have an adverse reaction to a non-prescription drug?

Yes	1
No	2
Don't know / Prefer not to answer	99

Q19B

Where did you report the reaction?

I had an adverse reaction but I did not report it	2
I reported my reaction to:	50
My healthcare practitioner	4
Health Canada (e.g., Canada Vigilance Adverse Reaction Online Database)	5
The manufacturer	6
The store where I purchased the product(s)	7
Poison control center	8
Other (please specify)	77
Don't know / Prefer not to answer	99

Q21

The term "Health Products Containing Cannabidiol" refers to products containing cannabidiol (CBD) that would be marketed with health claims and would be intended to treat minor ailments <HOVER=Conditions that can initially be managed with non-prescription therapy. Some examples of minor ailments are relieving minor symptoms of stress and nervousness, promoting sleep, and relieving minor pain. This does not include treatment, cure and/or prevention of serious diseases (e.g., for the treatment of high blood pressure).> similar to other natural health products and non-prescription drugs. These products would not require a prescription.

Currently all health products containing cannabidiol that are legally available require a prescription. Health Canada is considering a regulatory proposal that would enable access to safe, effective and high quality health products containing cannabidiol that would not require the oversight of a practitioner (i.e., available without a prescription).

If available without a prescription, how likely would you be to purchase a health product containing cannabidiol (CBD) to relieve minor ailments?

Not at all likely 1	1
2	2
Moderately likely 3	3
4	4
Very likely 5	5
Don't know / Prefer not to answer	99

Q22 [1,8]

If health products containing cannabidiol (CBD) were available for sale without a prescription, where would you prefer to purchase the product?

Select all that apply

Pharmacy	1
Health food/natural health specialty store	2
Authorized cannabis retailers	3
Grocery stores, department stores	4
Corner/convenience stores	5
Other physical store (please specify)	6
Online	7
Other (please specify)	77
Don't know / Prefer not to answer	99

QDEMO

The following demographic questions will be used in data analysis to support detailed analysis and better understand the data.

Privacy statement

<HOVER/DEFINITION=What about your personal information?

1. The personal information you provide to Health Canada is governed in accordance with the *Privacy Act* and is being collected under the authority of section 4 of the *Department of Health Act* in accordance with the *Treasury Board Directive on Privacy Practices*. We only collect the information we need to conduct the research project.
2. Purpose of collection: We require your personal information such as demographic information to better understand the topic of the research. However, your responses are always combined with the responses of others for analysis and reporting; you will never be identified.
3. For more information: This personal information collection is described in the standard personal information bank *Public Communications – PSU 914*, in Info Source, available online at infosource.gc.ca.
4. Your rights under the *Privacy Act*: In addition to protecting your personal information, the *Privacy Act* gives you the right to request access to and correction of your personal information. You also have the right to file a complaint with the Privacy Commissioner of Canada if you think your personal information has been handled improperly.>

D1

In which of the following age groups do you belong?

18 to 24	1
25 to 34	2
35 to 44	3
45 to 54	4
55 to 64	5

65 or older	6
Prefer not to answer	99

D2

What was your sex at birth <HOVER=Refers to the sex assigned at birth based primarily on physical and physiological features including chromosomes, gene expression, hormone levels and function, and reproductive/sexual anatomy.>?

Male	1
Female	2
Other (please specify)	77
Prefer not to answer	99

D3

Which of the following best describes how you currently identify?

Male	1
Female	2
Non-Binary	3
Let us know (specify)	77
Prefer not to answer	99

D3B

Do you identify as 2SLGBTQI+ <HOVER=Two-spirited, lesbian, gay, bisexual, transgender, queer, intersex, and the + is inclusive of people who identify as part of sexual and gender diverse communities, who use additional terminologies.>?

Yes	1
No	2
Prefer not to answer	99

D4 [1,3]

Are you currently:

Select all that apply

Pregnant	1
Trying to get pregnant	2
Breastfeeding	3
None of the above	98
Prefer not to answer	99

D5

Are you a caregiver to a parent or a child?

Yes	1
No	2
Prefer not to answer	99

D6 [1,13]

Which category (categories) best describe you?

Select all that apply

White	1
Indigenous (First Nations, Inuk/Inuit, Métis descent)	2
South Asian (e.g., East Indian, Pakistani, Sri Lankan)	3
Chinese	4
Black	5
Filipino	6
Arab	7
Latin American	8
Southeast Asian (e.g., Vietnamese, Cambodian, Laotian, Thai)	9
West Asian (e.g., Iranian, Afghan)	10
Korean	11
Japanese	12
Other (please specify)	77
None of the above	98
Prefer not to answer	99

D7

Were you born in Canada?

Yes	1
No	2
Prefer not to answer	99

D8

In which province or territory do you live?

Alberta	2
British Columbia	1
Manitoba	4
Newfoundland and Labrador	10
New Brunswick	7
Nova Scotia	8
Ontario	5
Prince Edward Island	9
Quebec	6
Saskatchewan	3
Nunavut	13
Northwest Territories	12
Yukon	11
Prefer not to answer	99

D14

Are you currently living in...

A city	1
A suburb	2

A rural area, small town or remote area	3
Prefer not to answer	99

D9

What is the highest level of formal education that you have completed?

Less than high school	1
High school diploma or equivalent	2
College, CEGEP or other non-university certificate or diploma	3
University certificate or diploma below bachelor's level	4
Bachelor's degree	5
Post graduate degree above bachelor's level (e.g., Master's, Ph.D.)	6
Prefer not to answer	99

D10

Which of the following categories best describes your total household income last year, before taxes from all sources, for all household members?

Under $20,000	1
$20,000 to just under $40,000	2
$40,000 to just under $60,000	3
$60,000 to just under $80,000	4
$80,000 to just under $100,000	5
$100,000 to just under $150,000	6
$150,000 or more	7
Prefer not to answer	99

PRED11

Do you or does anyone else in your household have:

D11A

A severe chronic medical condition

Yes	1
No	2
Not sure	3
Prefer not to answer	99

D11B

A severe or life threatening allergy

Yes	1
No	2
Not sure	3
Prefer not to answer	99

D12

Are you the primary decision maker, or one of the primary decision-maker(s) in your household for the purchases of health products (e.g., non-prescription drugs, natural health products)?

Yes	1
No	2
Prefer not to answer	99

THNK

Those are all the questions we have for you. Thank you very much for taking the time to complete this survey, it is greatly appreciated. Your answers have been saved and you may now close your browser window.

THNK2

Screened-out

Unfortunately, based on your responses you are ineligible to participate in this survey. Thank you for your time!