



CANADIANS AND CANNABIS

Cannabis legalization in Canada has arrived. So how do Canadians consume cannabis?
What do they think about legalization?

We commissioned a nation-wide survey to find out.

WHY DO WE USE CANNABIS?

44% TO RELAX OR REDUCE ANXIETY

18% TO REDUCE PAIN / HELP IN HEALING

16% IN SOCIAL SETTINGS

11% TO "GET HIGH"

4% FOR CREATIVE PURPOSES

3% TO ENHANCE SEXUAL EXPERIENCES

2% FOR FITNESS

44%

18%

16%

11%

WHERE DO WE PURCHASE OUR CANNABIS?

45% of Canadians purchase their cannabis from friends or family members

5% grow their own cannabis

51% of cannabis users will purchase from the legal market. Even if it is more expensive.

However, 25% would stick with the black market.

ON LEGALIZATION

6/10 Cannabis users agree that Canadian regulations will substantially reduce the black market.

25%

32%

20%

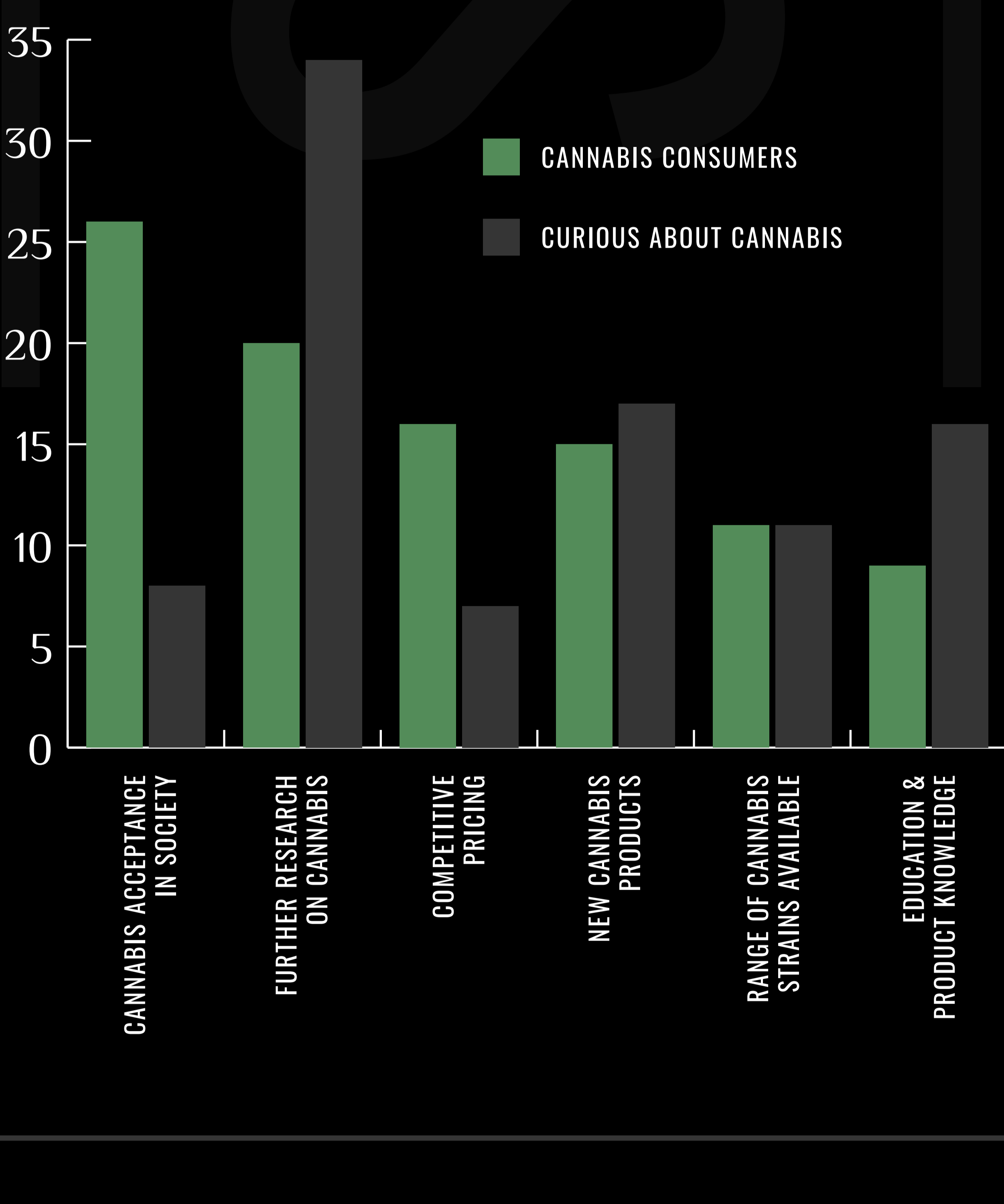
12%

8%

3%

STRONGLY AGREE SOMEWHAT AGREE NEUTRAL SOMEWHAT DISAGREE STRONGLY DISAGREE DK/REFUSAL

WHAT ARE YOU MOST EXCITED ABOUT?



84% Of cannabis consumers agree that recreational cannabis retailers should be able to:

Educate about potential health benefits or side effects

FOR COMPARISON

Only 55% of Canadians approve of the Prime Minister

UNDERSTANDING CANNABIS LAWS

ONLY

52% of Canadians understand their provinces rules and regulations surrounding cannabis.

AND ONLY

56% Are confident about where they can and cannot consume cannabis.

Want to learn about cannabis laws in your province?

VISIT

CANNABISANDYOU.CA