The Canadian Cannabis Study:

Post-legalization Usage and Opinions

Summary Edition

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A closer look

This summary edition is a promotional version of *The Canadian Cannabis Study: Post-legalization Usage and Opinions* report. The table of contents for the complete report is as follows:

For more information, or to purchase the complete report, contact Rahul Gupta: rgupta@vividata.ca.
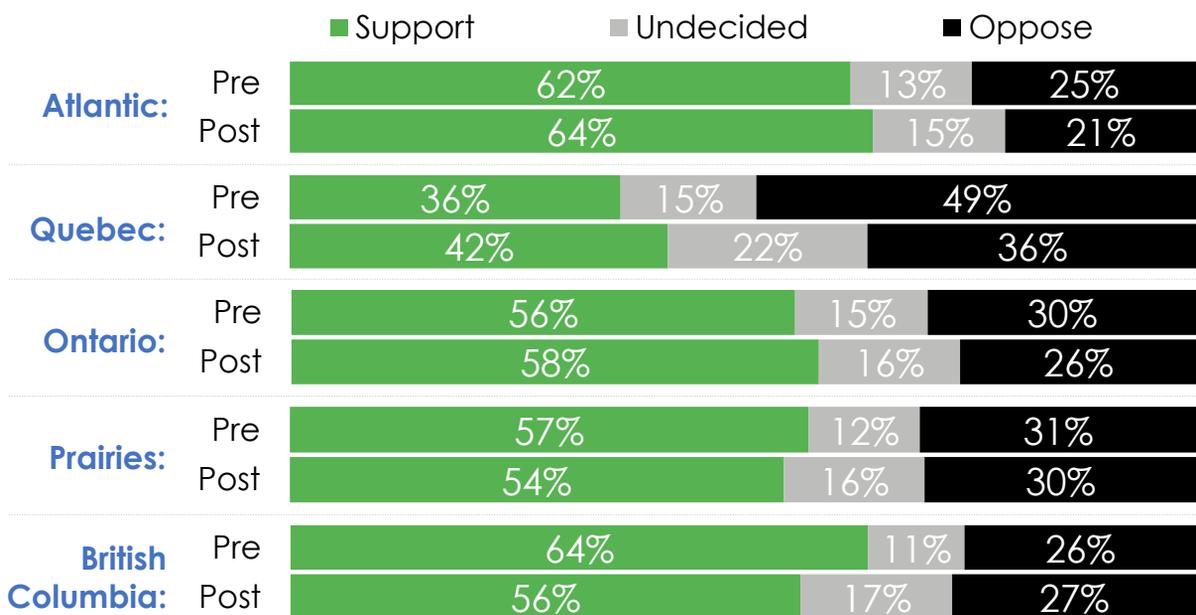
Shifting Sentiment

Pre-legalization, support was highest in B.C. at 64%. Since legalization, support among B.C. residents has dropped to 56%. Although less pronounced, the same trend has occurred in the Prairies. The drop in support in Western Canada can likely be attributed to the supply shortages and slow retail roll-outs that plagued parts of Canada. This in turn has also kept the black market prevalent.

Support is now at its highest (64%) in Atlantic Canada. Residents of Quebec have also shifted in their

sentiment toward legalization. Pre-legalization, Quebecers were in majority opposition, citing concerns with under age abuse of the drug, safety, and it being a gateway drug to other more harmful drugs. Public education and a relatively tame post-legalization landscape have shown a now majority of Quebec residents that there is not a lot to be concerned about, that legalization hasn't equated to Canadians running wild in the streets with bongs in hand.

Pre and post-legalization support across Canada:

		■ Support	■ Undecided	■ Oppose
Atlantic:	Pre	62%	13%	25%
	Post	64%	15%	21%
Quebec:	Pre	36%	15%	49%
	Post	42%	22%	36%
Ontario:	Pre	56%	15%	30%
	Post	58%	16%	26%
Prairies:	Pre	57%	12%	31%
	Post	54%	16%	30%
British Columbia:	Pre	64%	11%	26%
	Post	56%	17%	27%

Results for this report are from Vivintel's 2019 Canadian Cannabis Study and are integrated to Vividata's Spring 2019 Survey of the Canadian Consumer. Interested in gaining software access to this extensive database to perform your own custom analysis? Contact: info@vividata.ca.

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Profile of Cannabis Users

About 8.3 million or 29% of Canadians aged 19 years and older have used cannabis at some point (see the data table on the next page). 18% have used cannabis just in the past 3 months, which is higher than the14% who reported the same a year ago before legalization.

Between the first quarters of 2018 and 2019, cannabis use has increased among all age groups. However, the increase has been greatest among those aged 25-34 and those over 50.

Those aged 25-34 also report the highest incidences for having 'ever used' cannabis, and they are the most recent and frequent users.

Just over half a million or 2% of Canadians used cannabis for the first time following legalization. With the legalization of edibles later this year, this incidence rate is likely to increase, as pre-legalization, potential users reported edibles as being their go to method for dabbling in cannabis once legalized.

Cannabis users by age:

|	Adults 19+	19-24	25-34	35-49	50-64	65+
CANNABIS USE:						
EVER USED	29%	34%	46%	26%	26%	19%
NEVER USED	71%	66%	54%	74%	74%	81%
FIRST USED POST LEGALIZATION	2%	2%	4%	1%	2%	1%

Legal vs. Black Market

Ahead of legalization, Prime Minister Justin Trudeau asserted that cannabis legalization would nearly dissolve the black market. It has been eight months since Canada legalized cannabis and many retailers still await their licenses. Immediately following legalization, legal producers were unable to meet the surge in Canadian demand and struggled to fill orders, leaving retailers (the ones that were open at least) with no stock to sell. Couple the supply shortages with long lineups shown on the front pages of numerous Canadian newspapers, and you have the

perfect storm for frustrated consumers to return to the black market.

Our study shows that post-legalization, 53% of cannabis and cannabis related products obtained by Canadians was through legal means (mainly in-store and online), and 38% was obtained on the black market (mainly from a friend or a dealer). While this 38% is a significant drop from the rate of black market activity pre-legalization, it is clear that the black market will only disappear with a strong, functioning legal industry, among changes to a few other pain points for consumers.

How cannabis was obtained by users post-legalization:

Legal	53%

Black Market	38%

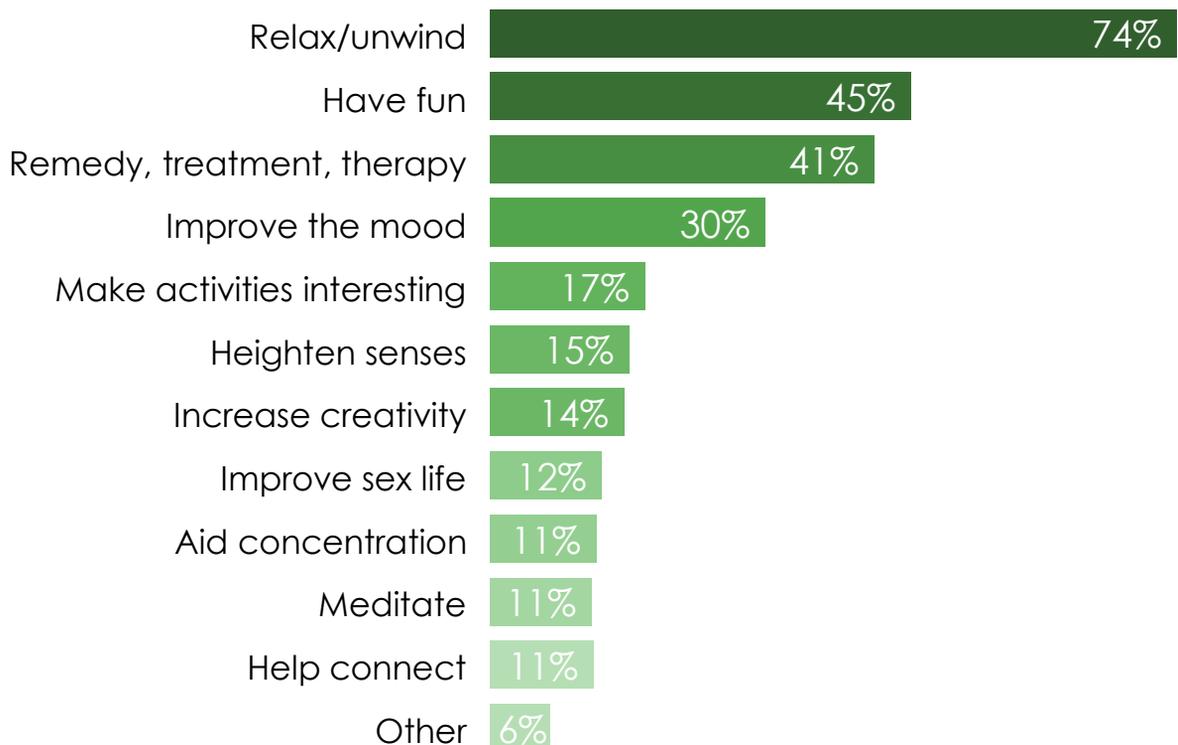|	
Prefer not to answer	11%
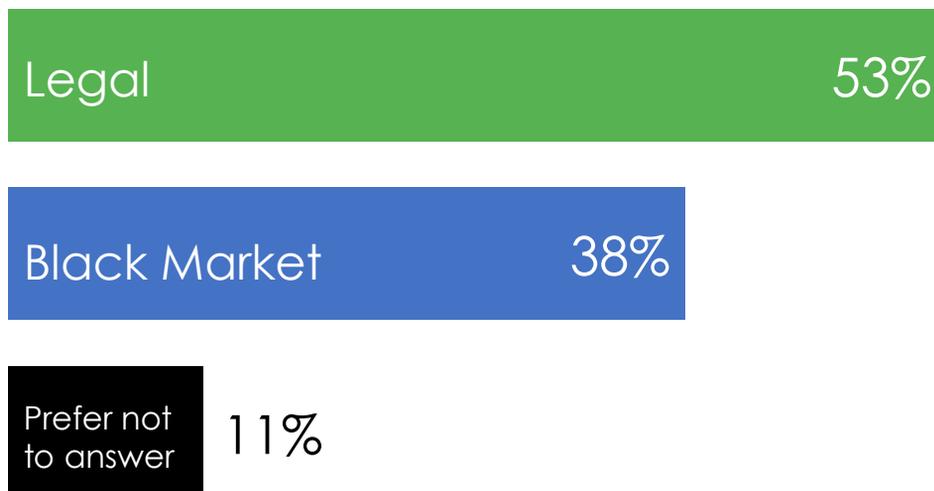
Cannabis Use and Opinions

Cannabis provides a broad range of use cases. The top motivation to use cannabis for current users is to 'relax and unwind', followed by to 'have fun'. Essentially, reduction of stress and increased enjoyment are important for the general user. However, these motivations change slightly based on age. For example, those over the age of 50 are more inclined to use cannabis as a form of 'remedy, treatment, therapy'.

The potential for cannabis as a health product is undeniable. In fact, motivation to use cannabis as a health/medical product has risen as of Q1 2018 (32%) to Q1 2019 (42%). Pre-legalization, nearly half of those who reported they were interested in starting to use cannabis once legalized were motivated to do so for health/medical reasons.

Motivation to use cannabis among current users:

Motivation	Percentage
Relax/unwind	74%
Have fun	45%
Remedy, treatment, therapy	41%
Improve the mood	30%
Make activities interesting	17%
Heighten senses	15%
Increase creativity	14%
Improve sex life	12%
Aid concentration	11%
Meditate	11%
Help connect	11%
Other	6%

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A closer look

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