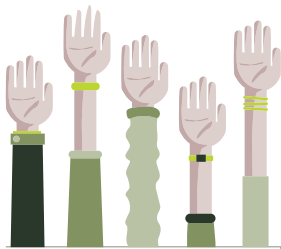


A LOOK AT CANNABIS IN CANADA TODAY:

Western Canadian Cannabis Study

Canada will become the first G8 Country to legalize and regulate cannabis for recreational use—becoming a world leader in cannabis production and research, and a model for responsible adult use of this traditionally misunderstood plant.

We surveyed 2,005 Western Canadians in 2018 to gain perspective on Canadian opinion to this historical change in legislation – and reveal some interesting facts about Canadian cannabis users. Out of the 2,005 surveyed 1,001/2,005 had no interest in ever trying cannabis. The remainder are users, lapsed users, or interested in trying cannabis.



2,005
Number of survey respondents



55%
women



45%
men

26.5%
of female cannabis users
consume cannabis at least
once per day

36%
of male cannabis users
consume cannabis at least
once per day



CANADIANS WANT A WELL SUPPORTED
purchasing system of cannabis:
(in order of importance)

Seller knowledge

Available information about the products

Company reputation

Customer service and purchase experience



A GUIDED APPROACH TO PURCHASING CANNABIS

The top four factors that respondents look for
when deciding to purchase products or services:
(in order of importance)

Comparing prices

Being able to ask questions

Buying from sellers they are familiar with

Looking at or trying product



*“ I would like to find out which
products are recommended for
my individual needs ”*

78% of females agree **63%** of males agree

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**YOUR
CANNABIS
GUIDE**

A LOOK AT CANNABIS IN CANADA TODAY:

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CANADIANS WANT EDUCATION

Canadians are demanding quality cannabis education



OVER 95% of consumers are interested in knowing more about the medical benefits of cannabis.

OVER 90% of consumers are interested in understanding how different kinds of cannabis can affect you.

OVER 90% of consumers want to understand which cannabis products are best suited for their individual needs.

CANNABIS FOR WELLNESS

89% of Canadians agree that **cannabis has real medical value**

FREQUENCY OF USE



38.4% of those surveyed used cannabis at least once in the last year—and **17%** use cannabis more frequently than once per week.

Over 40% of all cannabis users will consume cannabis multiple times per week—the remaining **60%** use once per week or less.

INCOME OF FREQUENT CANNABIS CONSUMERS



22.6% that use cannabis at least once per week earn over \$100,000 annually.



60% that use cannabis at least once per week earn over \$50,000 annually.

MANY HIGHER-EDUCATED INDIVIDUALS ARE REGULAR CANNABIS USERS



32.5% of all survey respondents that have a professional Bachelor's, Master's, or PhD degree are regular cannabis users—at least once per week.

IT'S NOT JUST FOR MILLENNIALS



Over 1/3 (39.6%) of those surveyed aged between 31-45 are cannabis users—nearly half (43.6%) of which consume more than once per week.

Over 1/3 (34.4%) of those surveyed aged 51+ are cannabis users—nearly half (44%) of which consume more than once per week.



This means that **58%** of all cannabis users did NOT mention its "high" effect as a primary reason for its use.

BENEFITS SOUGHT BY CANADIANS WHO HAVE USED CANNABIS:

+ 90%

Relaxation

+ 62%

Pain Management

+ 52%

Anxiety Relief

+ 74%

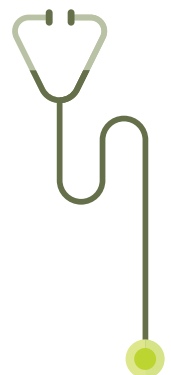
Stress Management

+ 60%

Sleep

- 42%

to "get high"



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