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%
mens

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

"I would like to find out which products are recommended for my individual needs"

78% of females agree
63% of males agree

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

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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

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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