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GROUNDBREAKING STUDY ON MARIJUANA USE COINCIDES WITH WORLD CANNABIS DAY 4/20

Majority of Americans Favor Legalization, Few Fear the Police

Toronto, ON - Just in time for 4/20 or [World Cannabis Day](#), [DIG Insights](#), a leading global research firm, has released its *Cannabis Culture Report*, an extensive research initiative on marijuana use in North America encompassing public attitudes on usage, legalization and much more.

“Our goal was to create a custom research report that would serve as a benchmark for the growing Cannabis industry, legislators and other interested parties,” said [Rory McGee](#), research director, DIG Insights, Inc.

Legalization:

The majority of Americans (57%) support legalization, and support is highest among men (61%), particularly younger men (79%), and Millennials overall (68%). Among current users in states where marijuana is not currently legal, 37% say they are likely to consume more marijuana after it’s legalized.

Only 16% of Americans believe Marijuana is “very harmful”, which is lower than alcohol (27%), processed sugar (23%) and saturated fat (33%). A majority (51%) believes consumption can be beneficial, while only 32% believe that regular users are less successful in life. However, 25% report having a close friend or family member whose life was negatively affected by marijuana.

Usage:

Among the findings, approximately 2 out of every 10 Americans (22%) have used recreational marijuana in the past year and an additional 24% would potentially use it if it became legal. Usage is highest among people aged 18-34 (30%) and those who are making less than \$60K (27%). Nearly 11% of men in this age group report smoking marijuana daily.

Those who currently use marijuana report they do so to reduce stress and relieve anxiety (24%) or to promote relaxation and wellbeing (31%). Interestingly, while smoking remains

the most common form of consumption, 54% have tried edibles, indicating a growing market opportunity for producers. Younger users are also more likely to have tried Vaping.

Activities:

When people are high they are most likely to watch television (52%), eat (45%), listen to music (41%), socialize (33%) or drink alcohol (31%). Younger people were less likely to combine marijuana with alcohol as compared to those over 35.

Purchase:

Most Americans get their marijuana by purchasing it directly (53%), while others consume what they get from others (26%), and 21% report having a friend or family member purchase it on their behalf. Those that purchase typically buy a quarter ounce or less. The average price is \$10/gram. Where legal, 57% purchase at a dispensary. Most (42%), however, purchase at someone's residence. A large majority (73%) report feeling very safe when purchasing marijuana and half say they're never concerned about police intervention.

For more information or to order a copy of the Cannabis Culture Report for either the USA or Canada, please click [here](#) or email 420@diginsights.com.

About the Study:

Dig Insights Inc., a market research firm based in Toronto, Canada, conducted this study on marijuana usage and attitudes. Responses were collected online between April 3 and 7, 2017. The survey sampled n=1,108 Canadians and n=1,105 Americans aged 18-65 sourced from Research Now's leading panel. Results have been weighted to reflect census proportions for age, gender and region in both countries. The margins of error are +/- 2.9% in each country.

Editorial Note: For infographics, please visit: <http://www.diginsights.com/dig420>. For interviews, please contact Ann Willets at prproann@gmail.com or call (908) 433-7821.