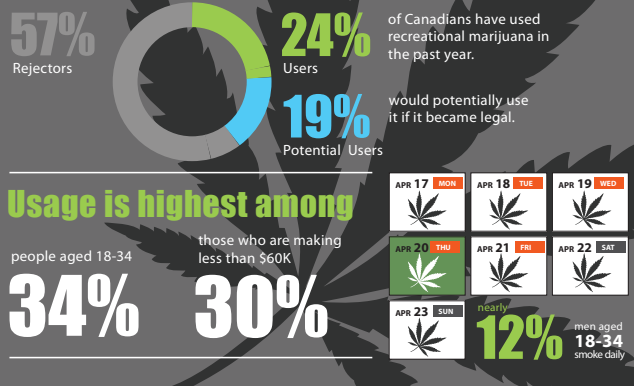


CANNABIS CULTURE REPORT

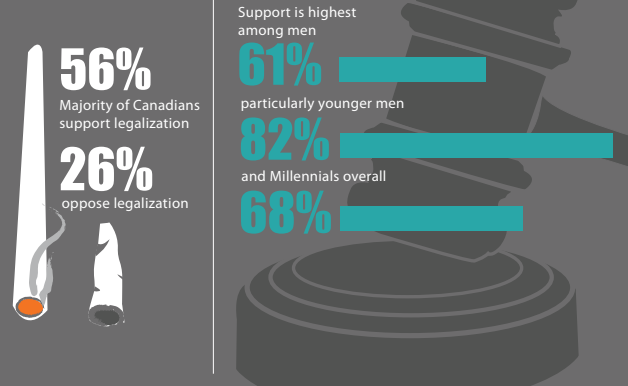
DIG
insights

Canadians Believe Sugar And Saturated Fat Are More Harmful Than Marijuana

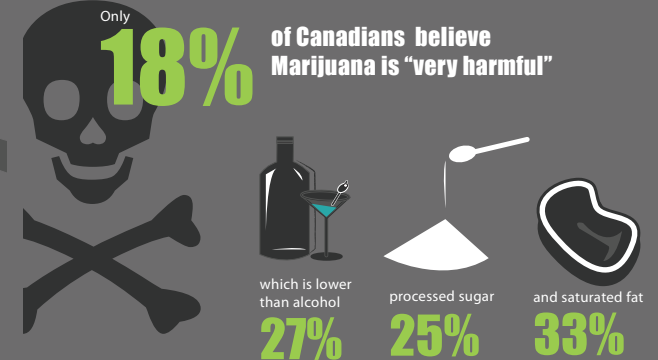
Usage



Legalization



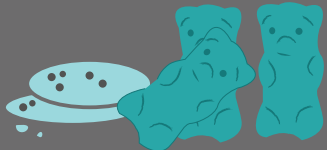
Harm



Consumption

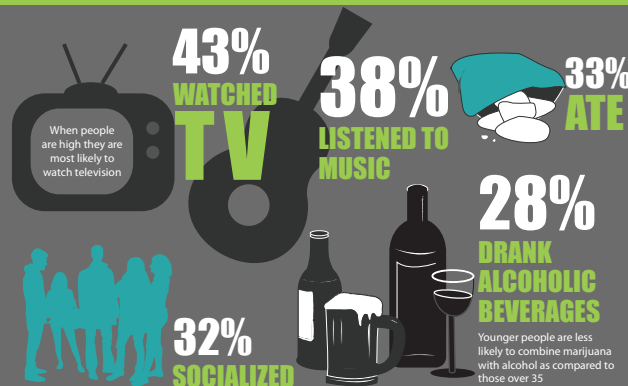
While **SMOKING** remains the most common form of consumption

39% have tried **EDIBLES**



Younger users are also more likely to have tried **VAPING**

Activities during last use



Buying Marijuana



420@diginsights.com

Usage



57%
Rejectors



24%
Users

19%
Potential Users

of Canadians have used recreational marijuana in the past year.

would potentially use it if it became legal.

Usage is highest among

people aged 18-34

those who are making less than \$60K

34%

30%



Legalization



Support is highest
among men



particularly younger men



and Millennials overall



Harm



Only

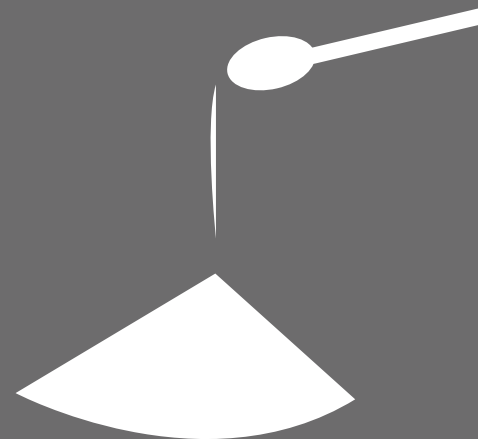
18%

of Canadians believe
Marijuana is “very harmful”



which is lower
than alcohol

27%



processed sugar

25%



and saturated fat

33%

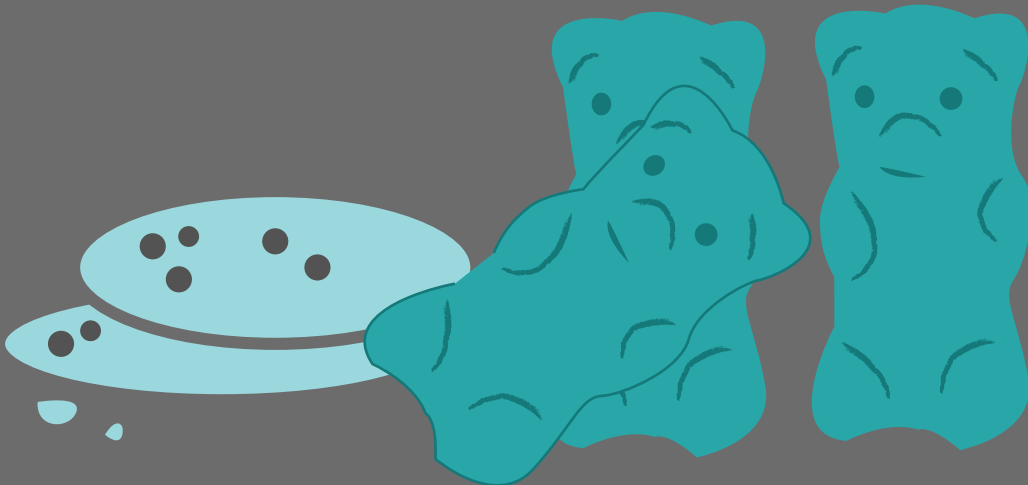
Consumption



While **SMOKING** remains the most common form of consumption



39% have tried **EDIBLES**



Younger users are also more likely to have tried

VAPING

Activities during last use



DIG
i n s i g h t s



When people
are high they are
most likely to
watch television

43%
WATCHED
TV

38%
LISTENED TO
MUSIC



33%
ATE



32%
SOCIALIZED



28%
DRANK
ALCOHOLIC
BEVERAGES

Younger people are less likely to combine marijuana with alcohol as compared to those over 35

Buying Marijuana



Despite not yet being legal,

15%

purchase at a

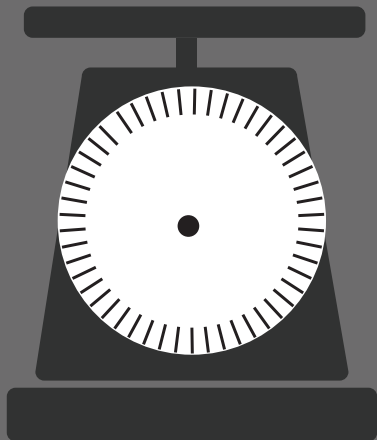
DISPENSERY

The average price is

\$7

/gram.

65%



who purchase
typically buy a
quarter ounce
or less.

A large majority

4/5

report feeling very safe when
purchasing marijuana and **58%**
say they're never concerned
about police intervention.