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**SOCIAL BULLETS FROM CANNABIS CULTURE REPORT
WORLD CANNABIS DAY 4/20**

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. Here are social bullets for your use:

Legalization:

- 56% of Canadians support #marijuana legalization. #DigInsights #CannabisCultureReport #420
- 19% of Canadians would consider consuming #marijuana after it's legalized. #DigInsights #CannabisCultureReport #420

Usage:

- 1 out of every 4 Canadians (24%) have used recreational #marijuana in the past year. #DigInsights #CannabisCultureReport #420
- 6 million Canadians report using #marijuana in the past year. #DigInsights #CannabisCultureReport #420
- 1.5 million Canadians use #marijuana daily. #DigInsights #CannabisCultureReport #420
- Canadians use #marijuana to relax (24%) and reduce stress/anxiety (19%). #DigInsights #CannabisCultureReport #420
- 39% of #marijuana users have tried edibles, and younger users are more likely to have tried #vaping. #DigInsights #CannabisCultureReport #420
- 87% of Canadians report feeling relaxed after using #marijuana. #DigInsights #CannabisCultureReport #420

- 60% of Canadians say they are funnier when using #marijuana. #DigInsights #CannabisCultureReport #420

Activities:

- People that are high like to watch television (43%), listen to music (38%), eat (33%), socialize (32%) or drink alcohol (28%). #DigInsights #CannabisCultureReport #420
- Younger people are less likely to combine #marijuana with alcohol as compared to those over 35. #DigInsights #CannabisCultureReport #420

Purchase:

- Many Canadians get their #marijuana by purchasing it directly (48%). #DigInsights #CannabisCultureReport #420
- Despite #marijuana not yet being legal, 15% purchase at a dispensary. #DigInsights #CannabisCultureReport #420
- Most #marijuana (45%), is purchased at someone's residence. #DigInsights #CannabisCultureReport #420
- A large majority of Canadians (80%) say they feel safe when buying #marijuana; over half say never worry about police. #DigInsights #CannabisCultureReport #420

Attitudes:

- Canadians feel saturated fat is more harmful than #marijuana (33% vs. 18%). #DigInsights #CannabisCultureReport #420
- 51% of Canadians believe consuming #marijuana can be beneficial. #DigInsights #CannabisCultureReport #420
- 33% of Canadians believe regular #marijuana users are less successful in life. #DigInsights #CannabisCultureReport #420
- 29% of Canadians have a close friend or family negatively impacted by #marijuana use. #DigInsights #CannabisCultureReport #420