

CANNABIS CULTURE REPORT

DIG
insights

Majority of Americans Favor Legalization, Few Fear the Police

Usage

53%
Rejectors



22%
Users

24%
Potential Users

of Americans have used recreational marijuana in the past year.

would potentially use it if it became legal.

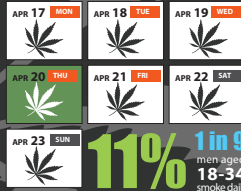
Usage is highest among

people aged 18-34

30%

those who are making less than \$60K

27%



1 in 9
men aged 18-34
smoke daily

Legalization

57%

Majority of Americans support legalization

23%
oppose legalization



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.



Harm



Only

16%

of Americans believe Marijuana is "very harmful"



which is lower than alcohol

27%



processed sugar

23%



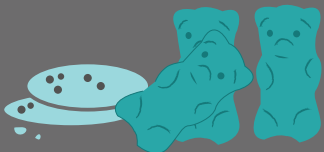
and saturated fat

33%

Consumption

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

54%
have tried
EDIBLES



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



Activities during last use



52%

WATCHED TV

When people are high they are most likely to watch television

41%

LISTENED TO MUSIC

31%

DRANK ALCOHOLIC BEVERAGES



45%

ATE

31%

DRANK ALCOHOLIC BEVERAGES

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



33%

SOCIALIZED



Buying Marijuana



Where legal,

57%

purchase at a **DISPENSARY**

The average price is

\$10

/gram.

2/3



who purchase typically buy a quarter ounce or less.

A large majority

73%

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



420@diginsights.com

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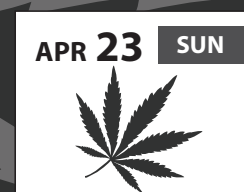
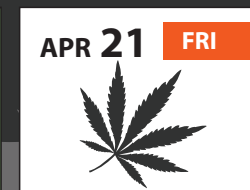
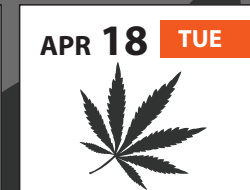
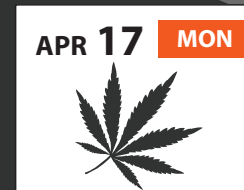
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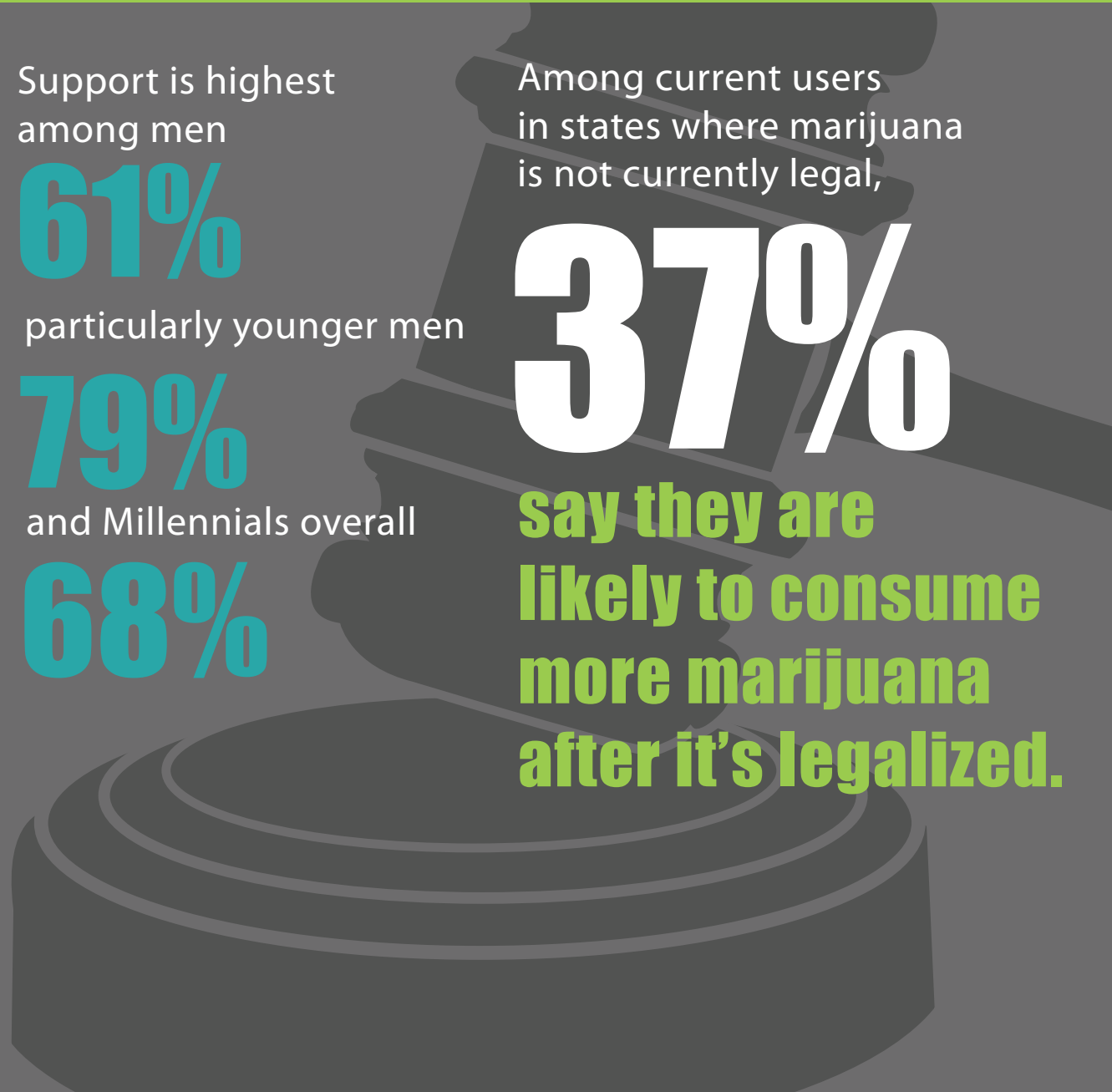
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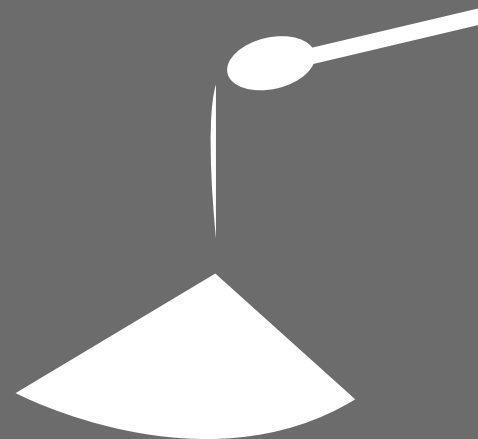


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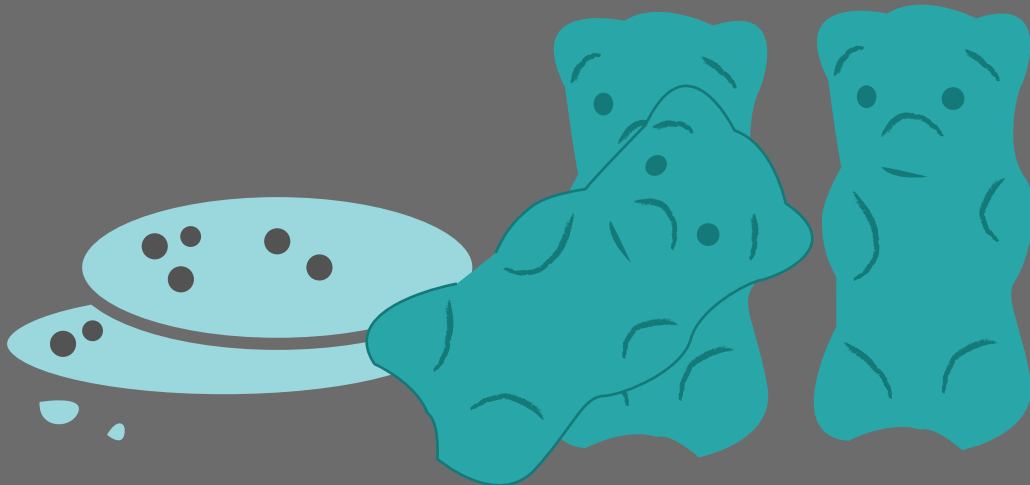
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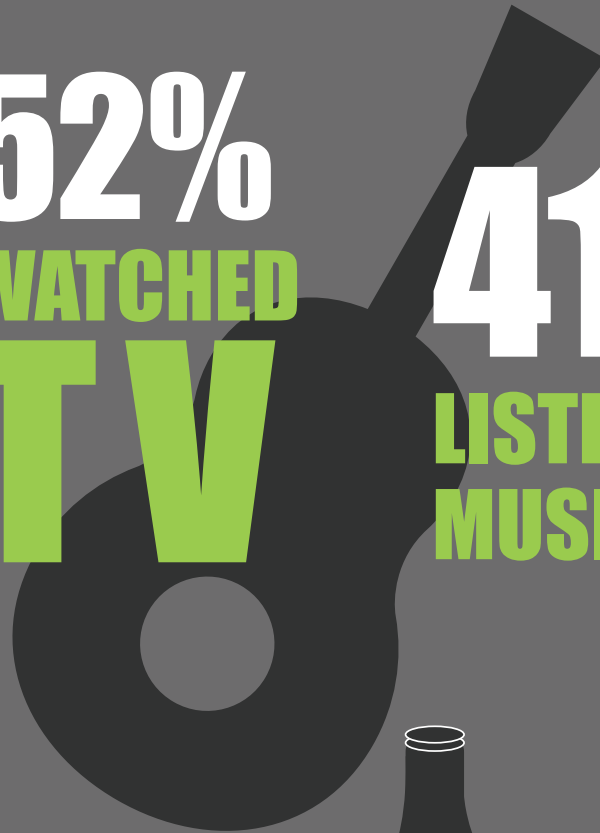


DIG
i n s i g h t s



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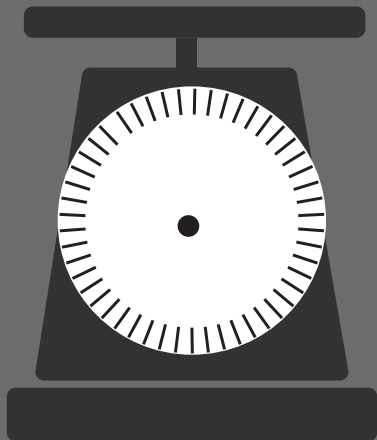
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