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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:

- 57% of Americans support #marijuana legalization. #DigInsights #CannabisCultureReport #420
- 24% of Canadians would consider consuming #marijuana after it's legalized. #DigInsights #CannabisCultureReport #420

### Usage:

- 45 million Americans report using #marijuana in the past year. #DigInsights #CannabisCultureReport #420
- 11 million Americans use #marijuana daily. #DigInsights #CannabisCultureReport #420
- 2 out of every 10 Americans (22%) have used recreational #marijuana in the past year. #DigInsights #CannabisCultureReport #420
- Americans use #marijuana to reduce stress and relieve anxiety (24%) or to promote relaxation and wellbeing (31%). #DigInsights #CannabisCultureReport #420
- 54% of #marijuana users have tried edibles, and younger users are more likely to have tried #vaping. #DigInsights #CannabisCultureReport #420
- 88% of Americans report feeling relaxed after using #marijuana. #DigInsights #CannabisCultureReport #420

- 62% of Americans say they are funnier when using #marijuana. #DigInsights #CannabisCultureReport #420

#### **Activities:**

- People that are high like to watch television (52%), eat (45%), listen to music (41%), socialize (33%) or drink alcohol (31%). #DigInsights #CannabisCultureReport #420
- Younger people are less likely to combine #marijuana with alcohol as compared to those over 35. #DigInsights #CannabisCultureReport #420

#### **Purchase:**

- Most Americans get their #marijuana by purchasing it directly (53%). #DigInsights #CannabisCultureReport #420
- Where #marijuana is legal, 57% purchase at a dispensary. #DigInsights #CannabisCultureReport #420
- Most #marijuana (42%), is purchased at someone's residence. #DigInsights #CannabisCultureReport #420
- A large majority of Americans (73%) say they feel safe when buying #marijuana; half say don't worry about police. #DigInsights #CannabisCultureReport #420

#### **Attitudes:**

- Americans feel saturated fat is more harmful than #marijuana (33% vs. 16%). #DigInsights #CannabisCultureReport #420
- 51% of Americans believe consuming #marijuana can be beneficial. #DigInsights #CannabisCultureReport #420
- 32% of Americans believe regular #marijuana users are less successful in life. #DigInsights #CannabisCultureReport #420
- 25% of Americans have a close friend or family negatively impacted by #marijuana use. #DigInsights #CannabisCultureReport #420

