



RESONANCE

THE FUTURE OF CANADIAN CANNABIS

MARCH 1, 2018

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CANNABIS CONSUMERS



Roughly one-third (32%) of Canadian adults are likely to use any form of cannabis in the next year.



CANNABIS CONSUMERS

7-in-10 (70%) report the same usage levels since legalization, while 16% report increased consumption, and 9% report lower consumption. A further 5% of cannabis users just started consuming cannabis after legalization

LIKELY FUTURE USAGE - INCIDENCE IN GENERAL POPULATION

Total 20% 12% 32%

AGE

18 to 34 28% ▲ 17% ▲ 45% ▲

35 to 54 20% 12% 31%

55+ 15% 8% 24%

REGION

BC 23% 11% 34%

AB 22% 9% 31%

SK/MB 15% 13% 28%

ON 22% 11% 33%

QC 15% 14% 29%

Other* 29% 12% 41%

■ Very likely ■ Somewhat likely

▲ Statistically significantly higher than comparison group(s).

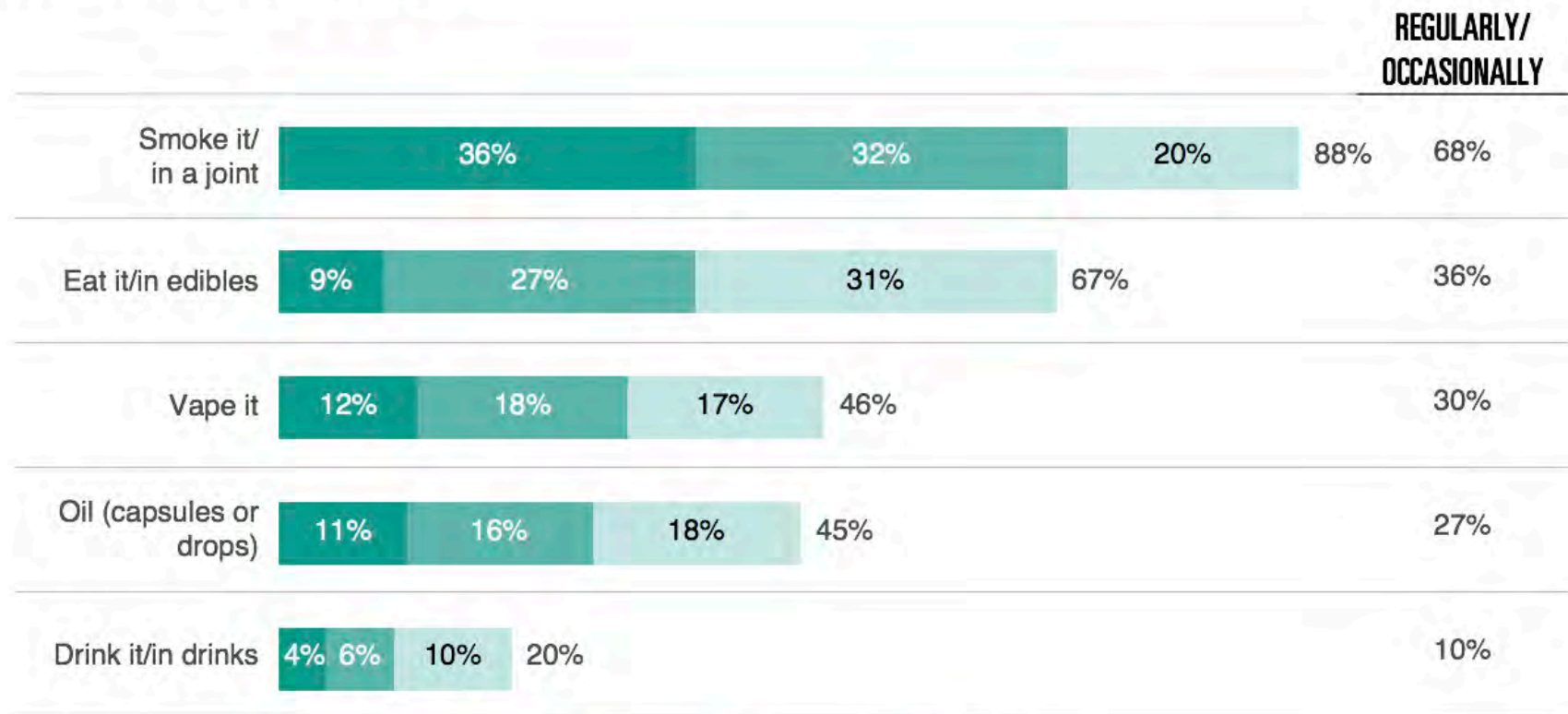
*Small base size, interpret with caution.
Base: General population



CANNABIS PRODUCTS

More than two-thirds (68%) of past-year cannabis users regularly or occasionally smoke cannabis in a joint

FORMS OF CANNABIS USED



Base: Cannabis users (n=1,500)

■ Regularly
 ■ Occasionally
 ■ Rarely



CANNABIS PRODUCTS

Close to 6-in-10 (58%) cannabis users are likely to consume edibles in the future, while more than 4-in-10 (44%) are likely to use cannabis oil, and 3-in-10 (30%) are likely to consume drinkable cannabis.



CANNABIS CONSUMPTION

Roughly half of cannabis users would definitely or probably visit a café or restaurant where cannabis edibles/drinkables are served (53%) or visit a café or restaurant where smoking/vaping cannabis is permitted (50%).



CANNABIS CONSUMPTION

Almost half of cannabis consumers are interested in visiting a cannabis growing/manufacturing facility to go on a tour and try the product (47%) or stay in a hotel where smoking/vaping cannabis is permitted (45%).

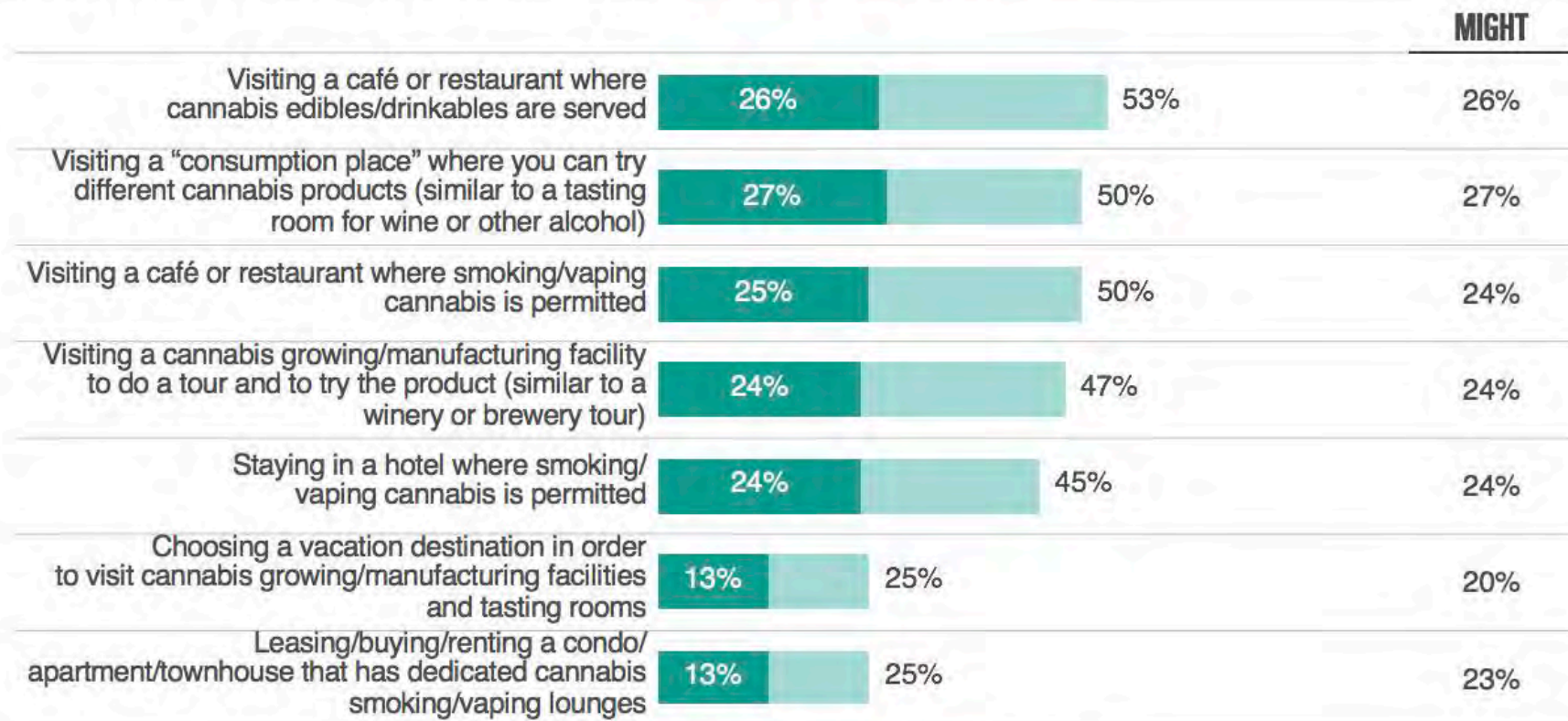


CANNABIS CONSUMPTION



25% of cannabis consumers would choose a vacation destination in order to visit cannabis growing/manufacturing facilities and tasting rooms.

LIKELY FUTURE CANNABIS TOURISM/ ENTERTAINMENT ACTIVITIES



■ Definitely would
 ■ Probably would

Base: Cannabis users (n=1,500)