



# **Edibles and Canadian consumers' willingness to consider recreational cannabis in food or beverage products: A second assessment.**

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**April, 2019**

*Preliminary Results (More results available by request)*

# High level findings (1)

- Majority of Canadians still support the legalization of recreational cannabis;
- Support has dropped since 2017, before cannabis was legalized. Uncertainty regarding legalization has grown;
- Almost 37% of Canadians consider themselves regular cannabis users;
- Of these, 35% use cannabis daily, or 13% of the general population;
- Among cannabis users, over 60% (22% of the general population) have tried edible-infused cannabis products.





# High level findings (2)

- No measured change of stigma related to cannabis use from pre-legalization to post-legalization
- Concern for children's access to cannabis remains high at 60%, consistent with 2017 levels;
- More Canadians see cannabis as healthy ingredient
- Over 60% of respondents believe that edible-infused cannabis poses a greater risk for children, with over 23% cited as being unsure;
- 60% of respondents are concerned about over-consuming edible-infused cannabis.



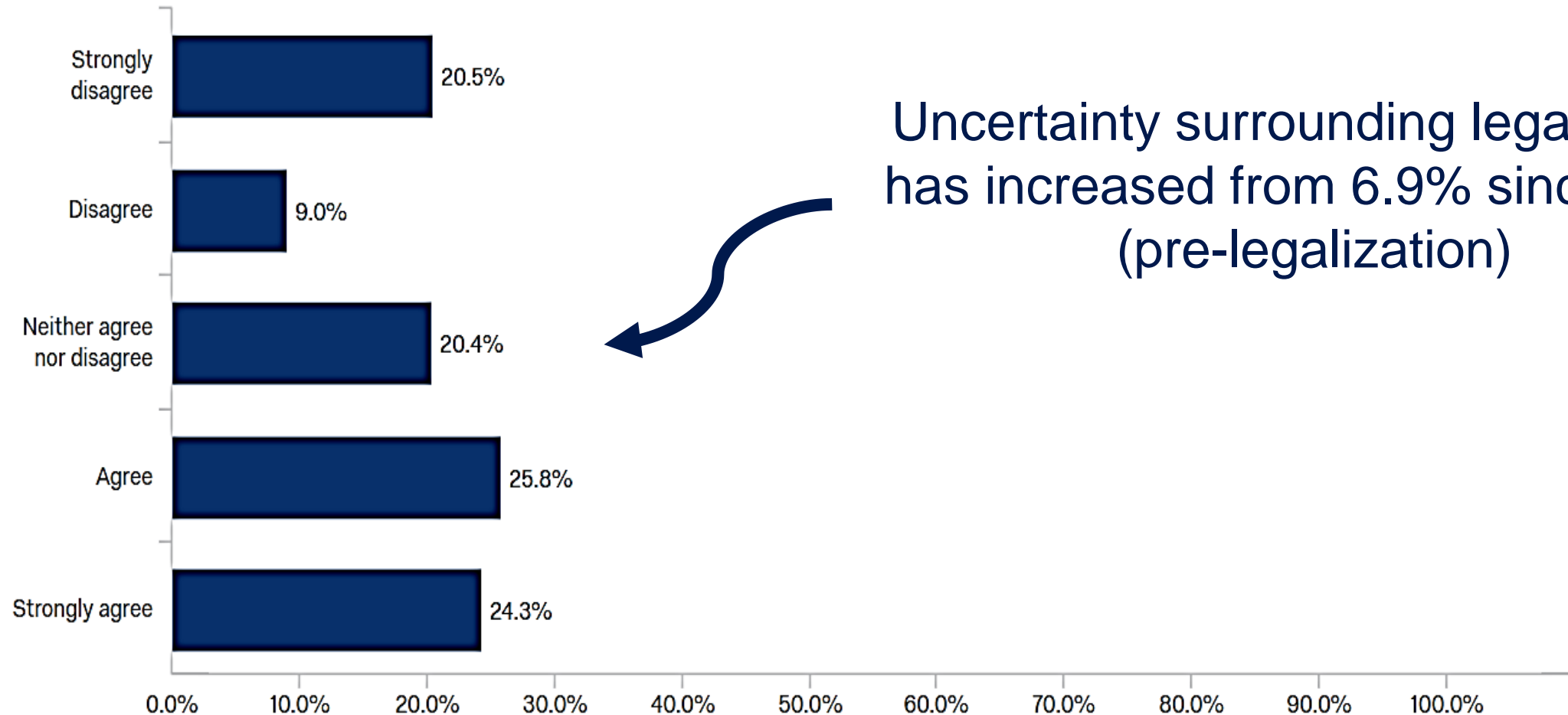
# Survey Performance

- Aim of survey: to better understand how Canadians perceive recreational cannabis as a food ingredient; whether they would include edible cannabis into their diet, if so, how they intend to do so; have Canadians changed their views on recreational cannabis since legalization;
- Survey duration: 4 days, April 2019;
- Sample size: n=1051;
- Sampling: Canada, convenience, representative sample for Canadian market;
- Estimated margin of error: 3.1%, 19 times out of 20 (not same parameters as online surveys).

# Part I

## Support for legalization

# Support of legalization



# By Region

All regions show a decrease in acceptance and an increase in uncertainty

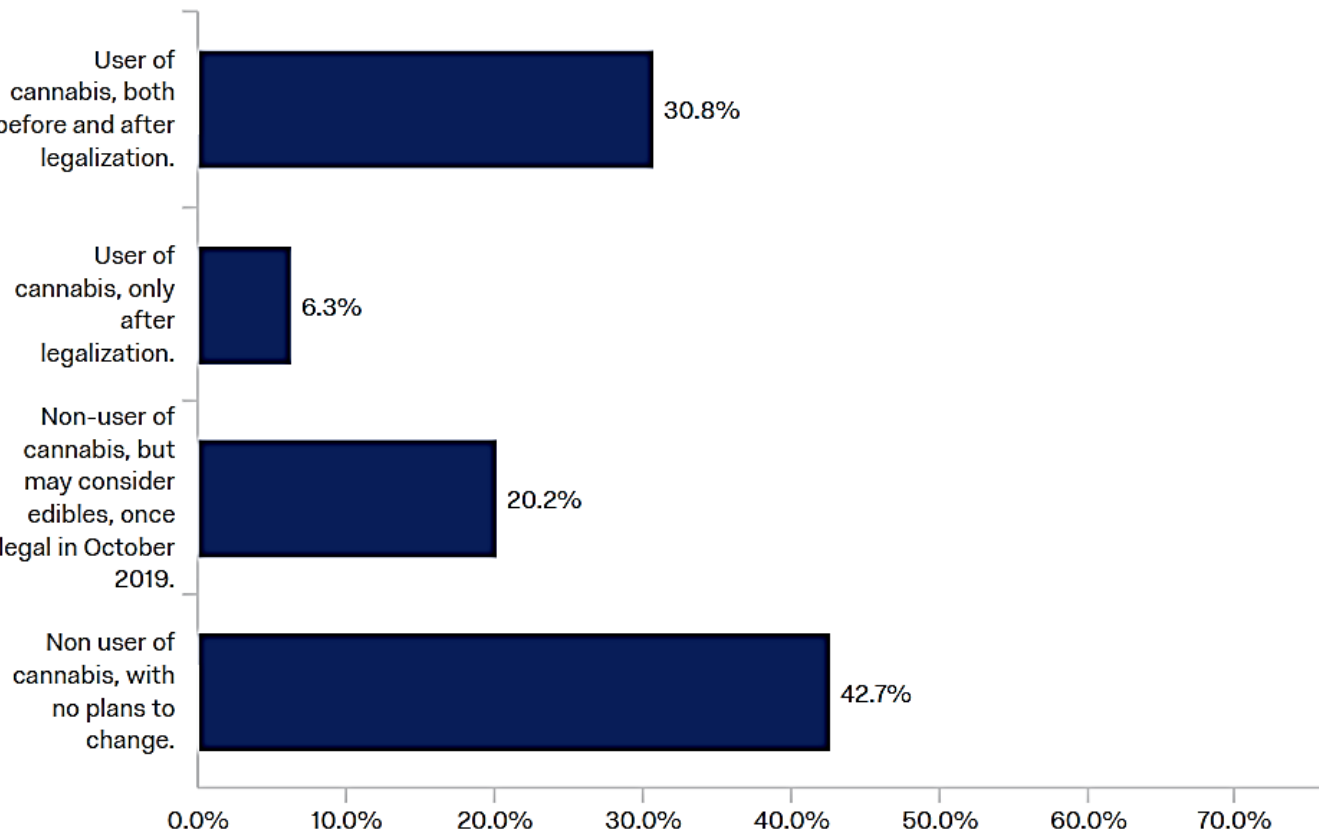
	2019		2017	
	<i>Acceptance</i>	<i>Uncertainty</i>	<i>Acceptance</i>	<i>Uncertainty</i>
Atlantic	56.3%	18.4%	66.4%	9.1%
Prairies	52.2%	21.2%	54.3%	8.5%
Quebec	51.3%	21.8%	61.2%	10.4%
<b>Canada</b>	<b>50.1%</b>	<b>20.3%</b>	<b>68.6%</b>	<b>6.9%</b>
Ontario	50.1%	19.3%	77.4%	9.4%
British Columbia	49.3%	20.7%	79.2%	5.0%

# Part II

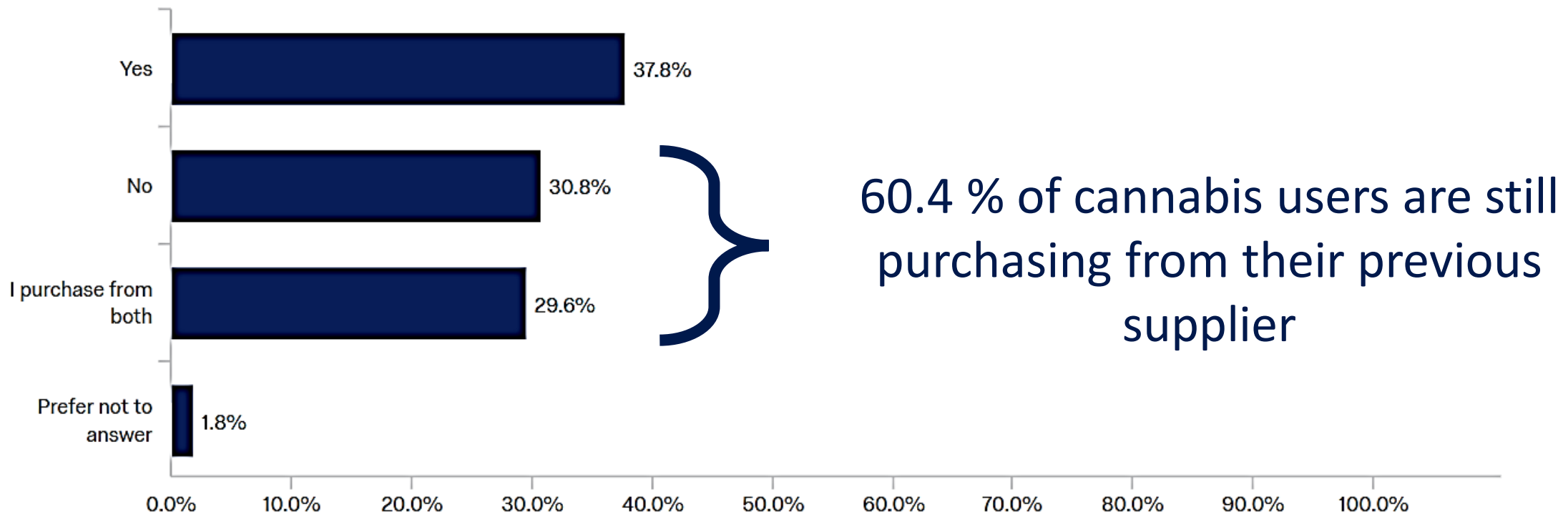
## Consumption of Cannabis



# As a consumer, I consider myself a...



# Did you switch suppliers of cannabis, after legalization?



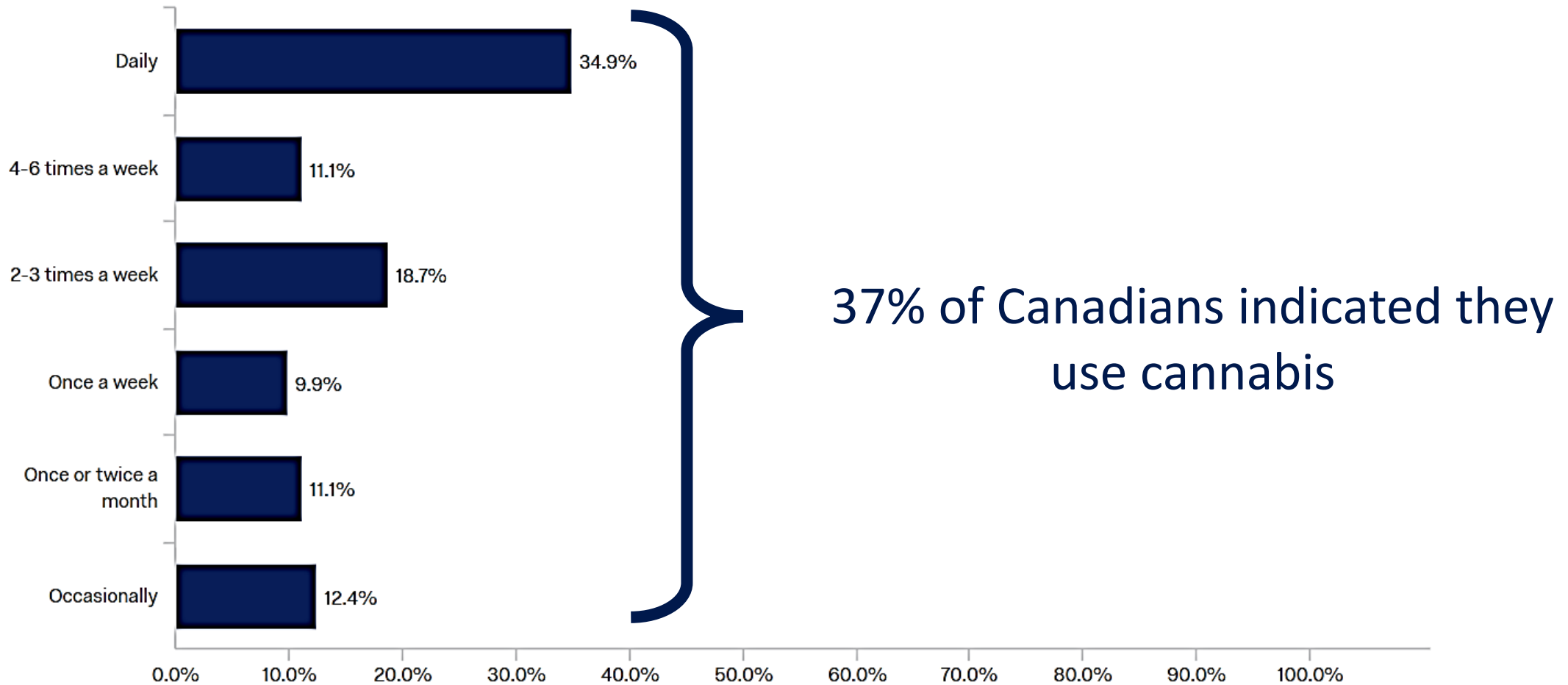
Can you tell us why  
you continue to  
purchase from your  
previous supplier?

*Price, Quality and  
Convenience: Top choices*

dispensary  
better  
easy  
cheap  
price  
quality  
medical  
expensive  
convenience  
prescription  
convenient  
supplier  
good  
old  
close  
don't  
depend  
cannabis  
prix  
stores  
product  
variety  
source  
cost  
bc



# How often do you use cannabis?



# Primary reason for using cannabis

**46%**

Medicinal (I use cannabis for its therapeutic qualities)

**32%**

Recreational (I use cannabis for its psychoactive effects)

**10%**

Social (I use cannabis to be social with friends)

**7%**

Wellness (I use cannabis as part of a healthy lifestyle,  
mainly for CBD)

**4%**

Spiritual (I use cannabis to feel a sense of enlightenment)



# Part III

## Stigma related to cannabis consumption



# Establishing Stigma of Cannabis Use

	Agreement	Uncertainty
I am concerned about being seen purchasing cannabis at a government sponsored facility.	18.8%	27.2%
Cannabis retail facilities should be kept out of residential neighborhoods.	<b>55.7%</b>	22.4%
I would not want to work with someone who regularly uses cannabis for recreation purposes.	33.8%	23.8%
I would not want my coworkers to know that I use recreational cannabis.	26.2%	<b>46.1%</b>
Cannabis-infused edibles are a discrete form of recreational cannabis use.	<b>64.9%</b>	22.0%
I am more likely to use cannabis-infused edibles in public over other forms of cannabis, such as smoking.	34.0%	25.7%
I would stop frequenting a restaurant if cannabis appeared on the menu.	24.9%	23.8%

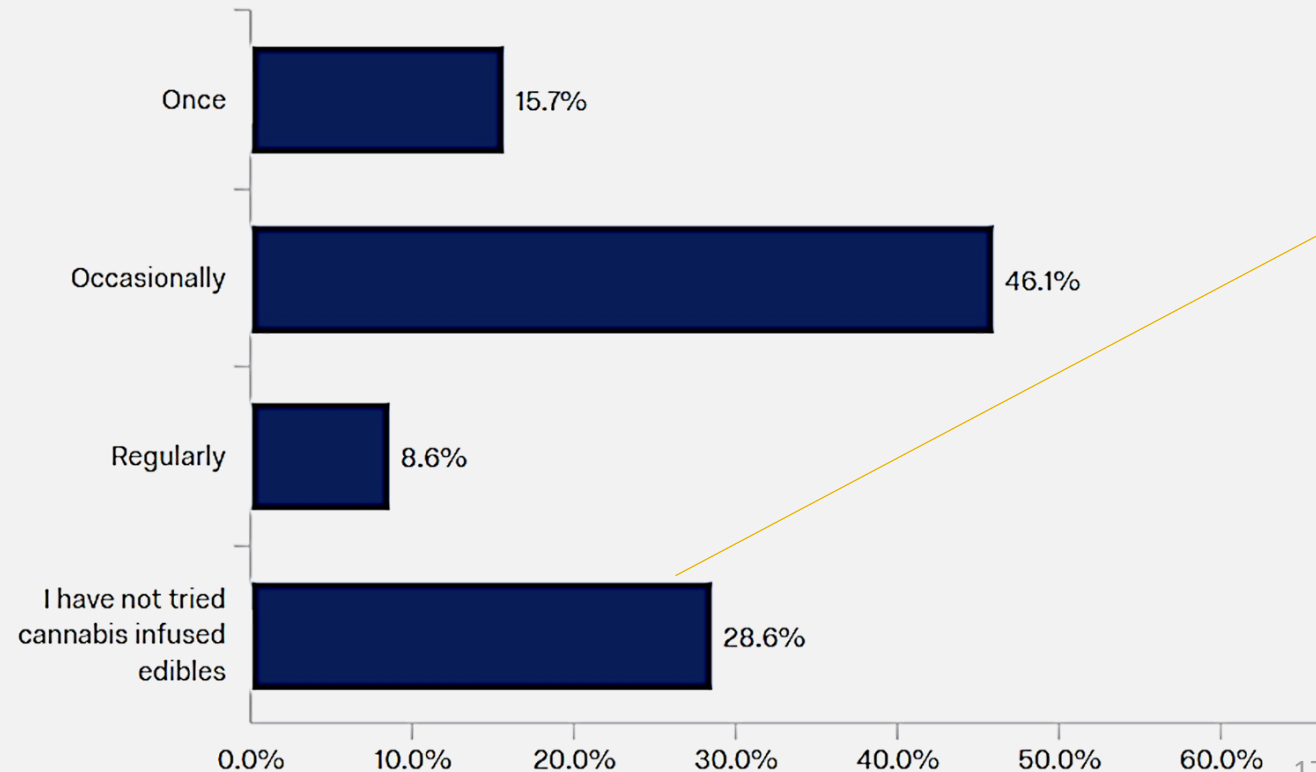
# Part IV

## Views on edibles

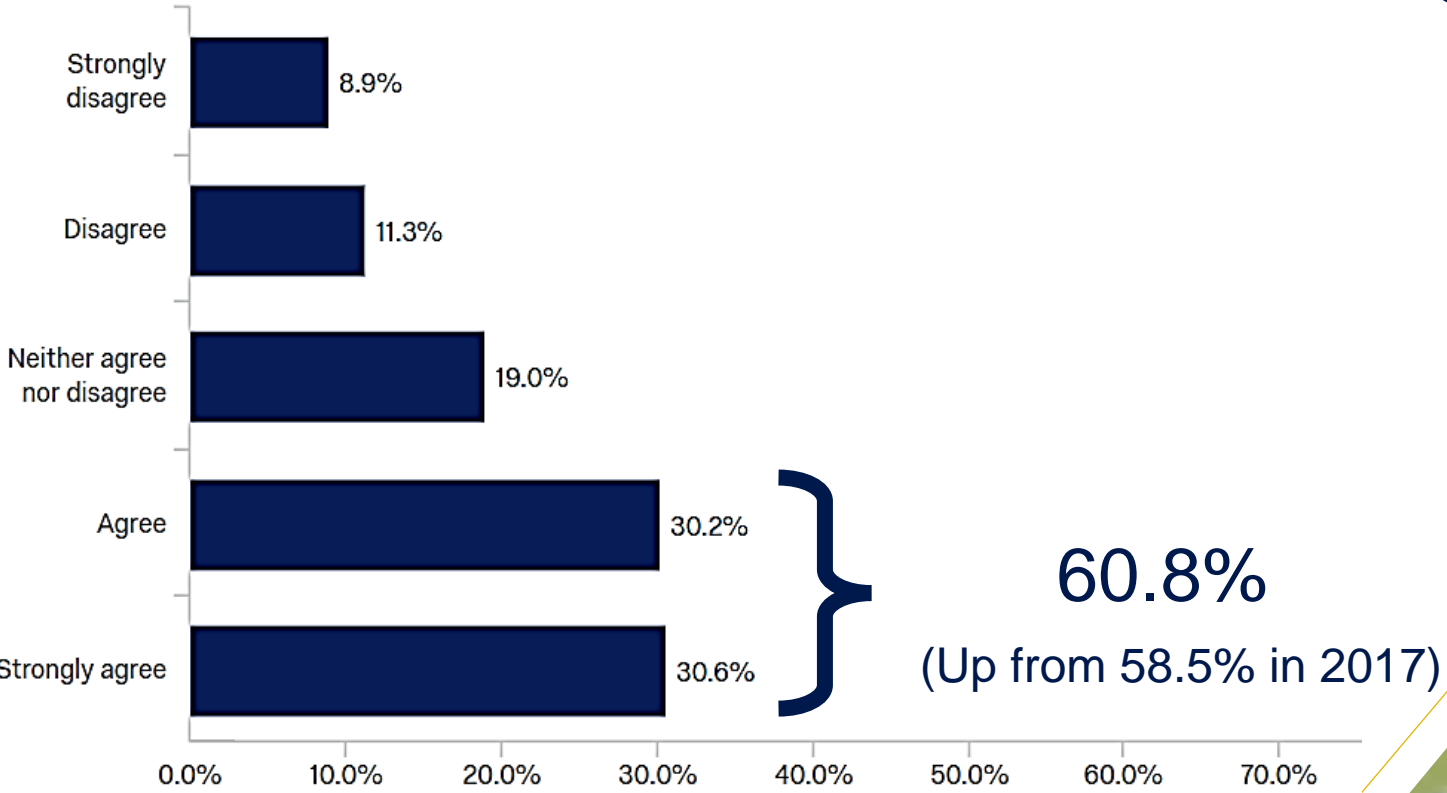
*Cannabis-infused edibles will be legal to purchase in Canada in October, 2019. However, edibles for medicinal purposes, as well as home-made edibles, are available now.*

70.4% of cannabis users (26.1% of general population) have tried edibles at least once.

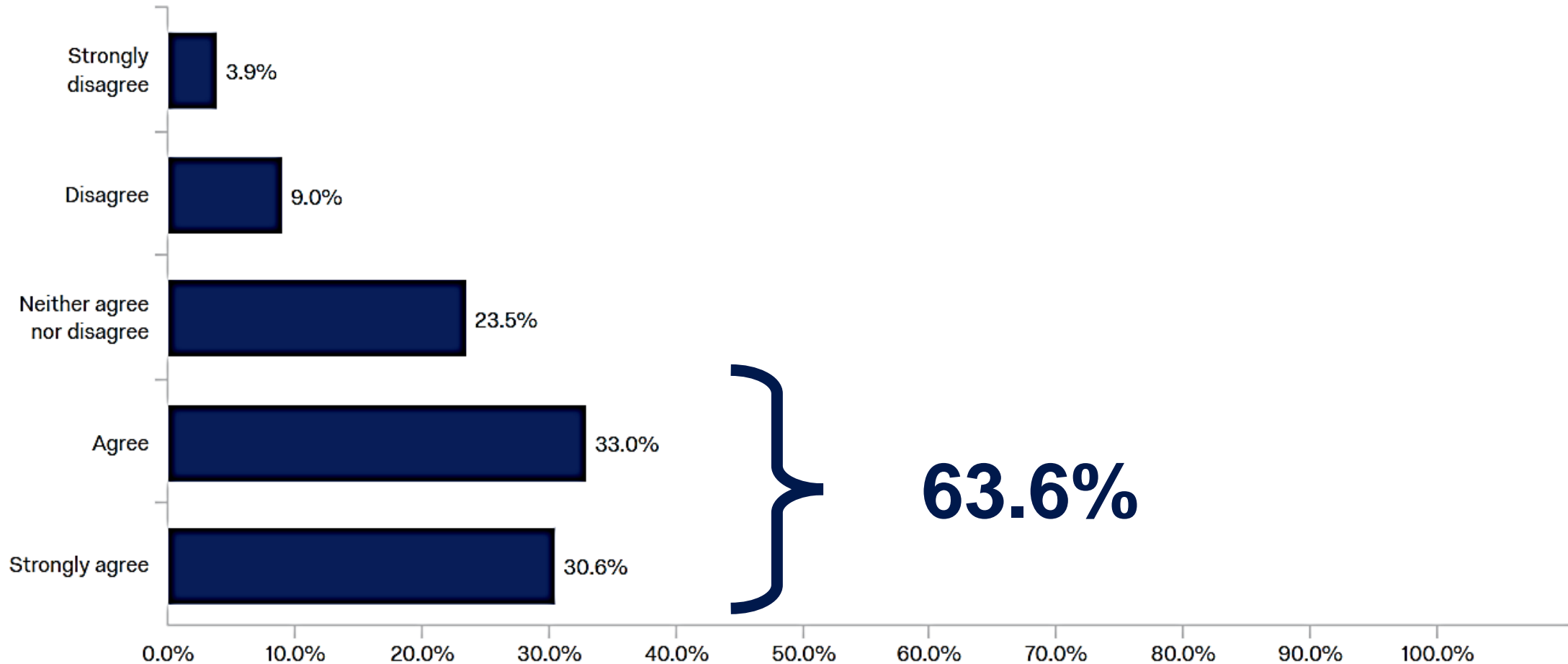
### Have you used cannabis-infused edibles?



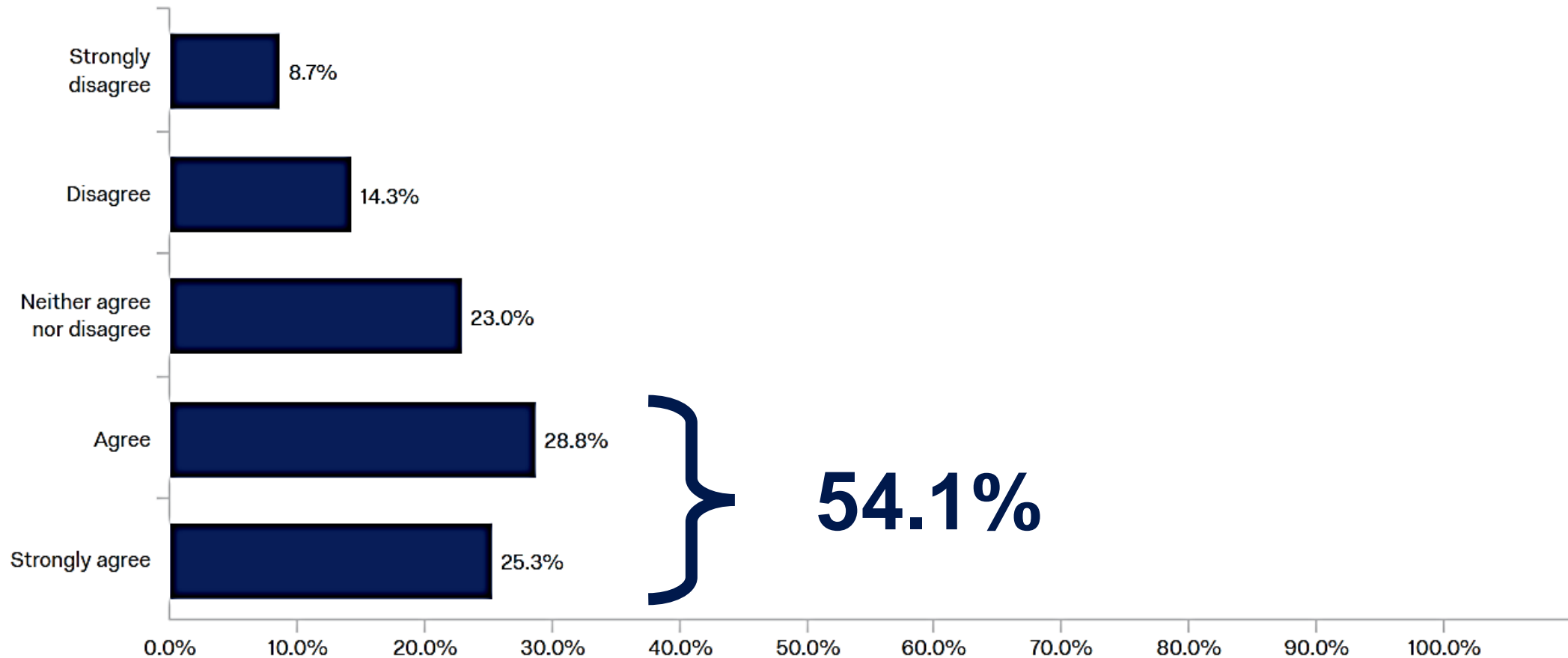
**I am concerned about the risks for children and young adults who will have more access to cannabis.**



# Edibles pose a greater risk to children and young adults than other forms of cannabis.

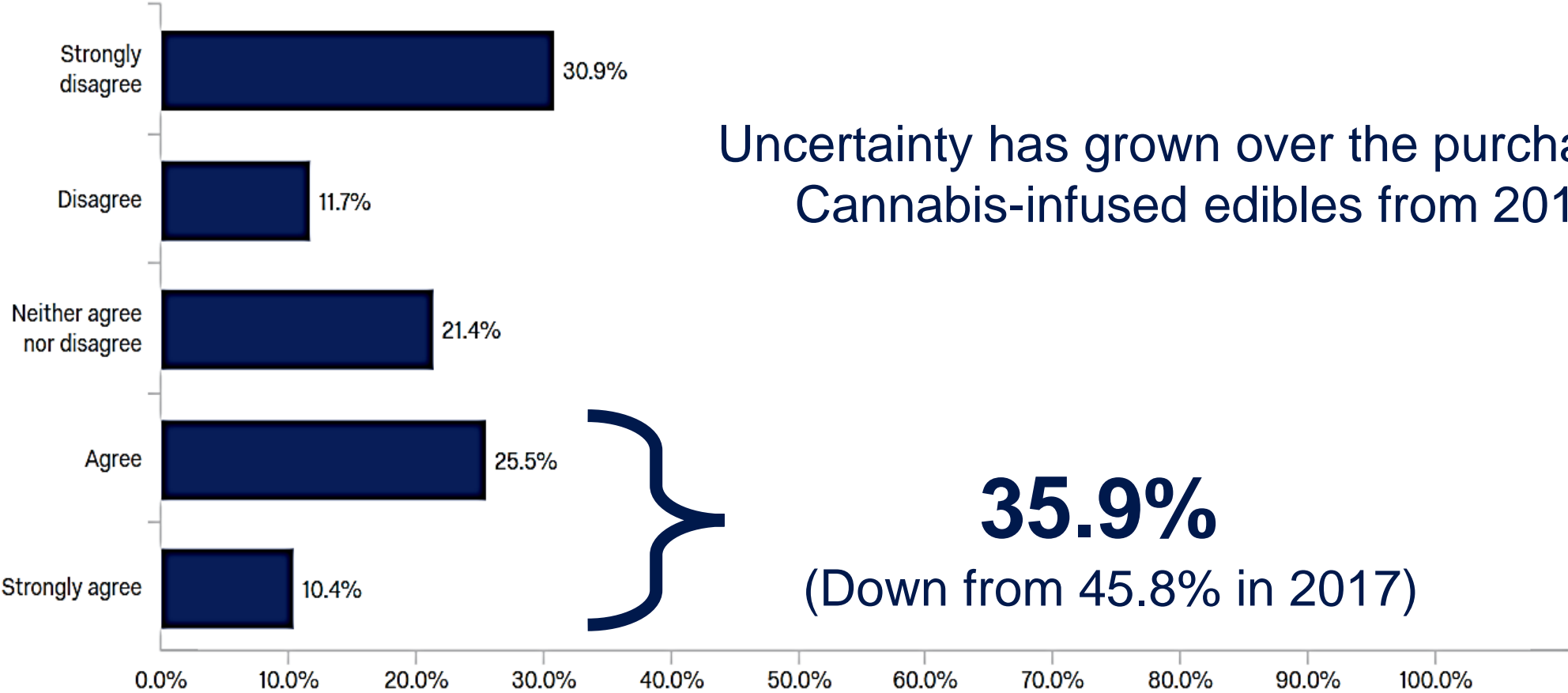


# I am concerned about the risks for pets that will have more access to cannabis-infused edibles.

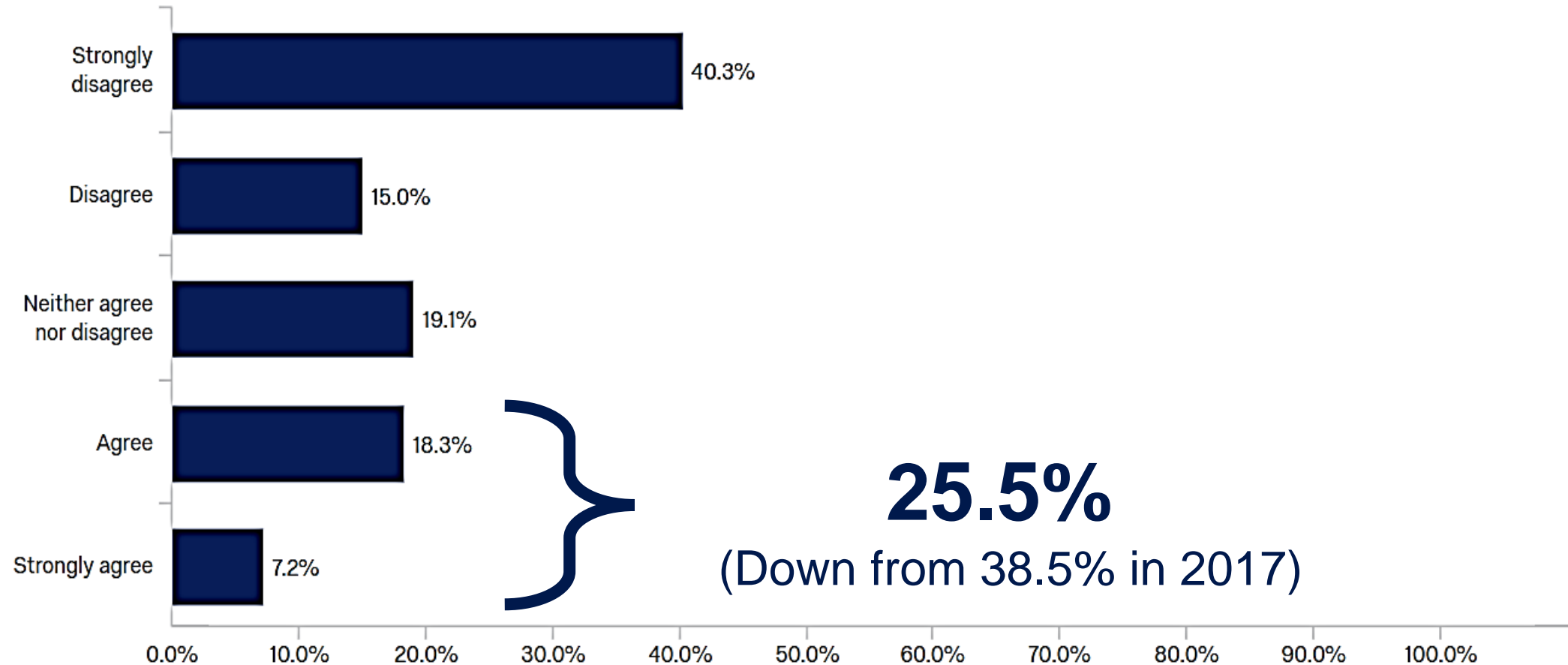




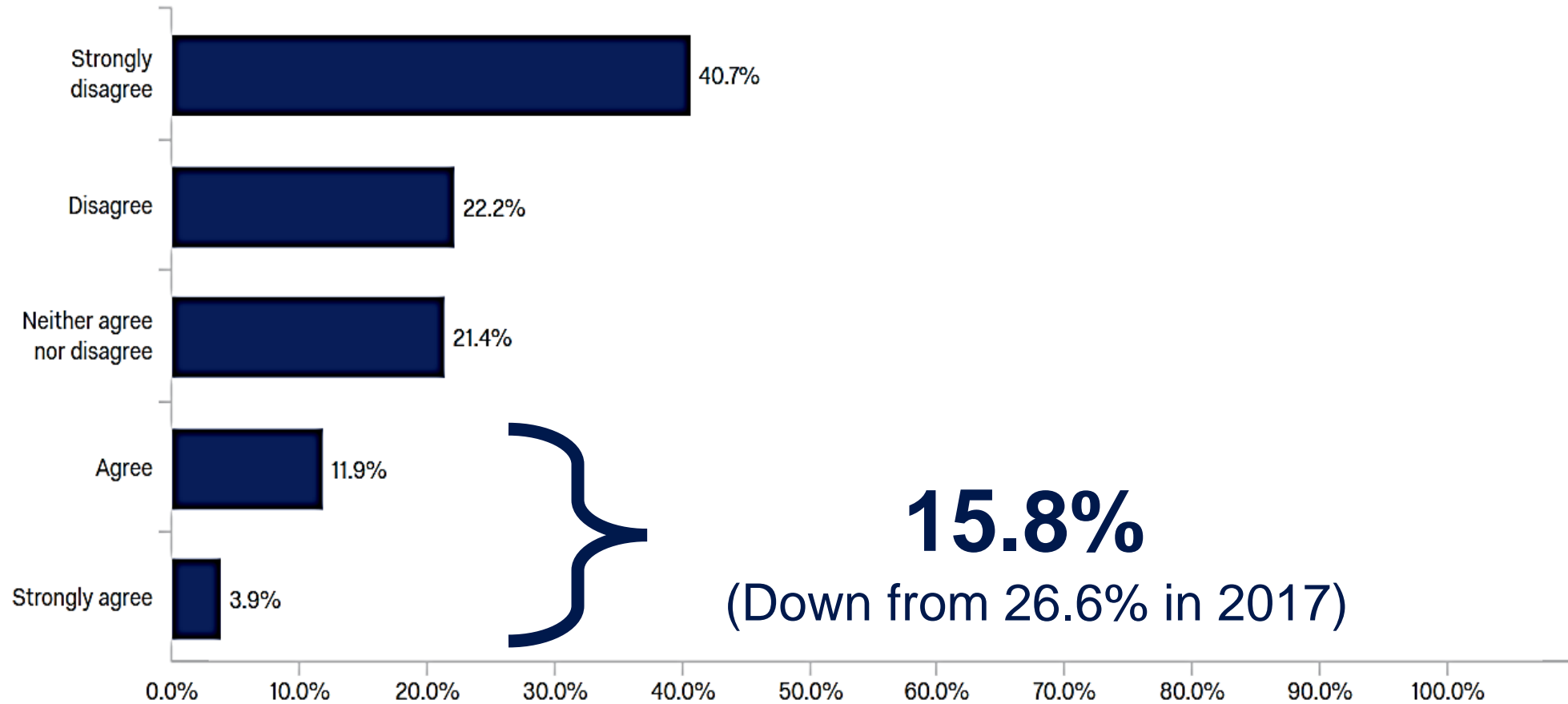
# I would purchase cannabis-infused food products, once legalized.



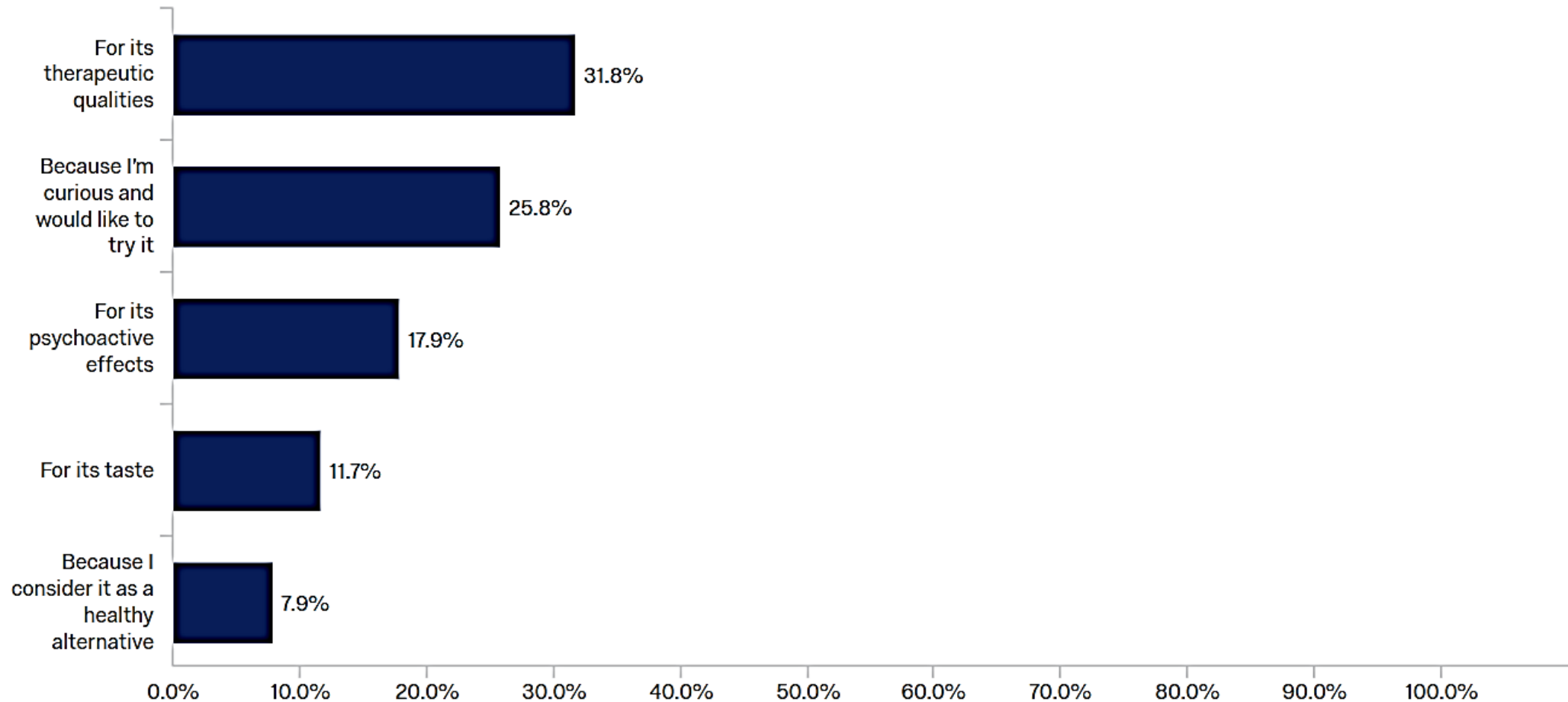
# I would be willing to order a dish with cannabis at a restaurant, once legalized.



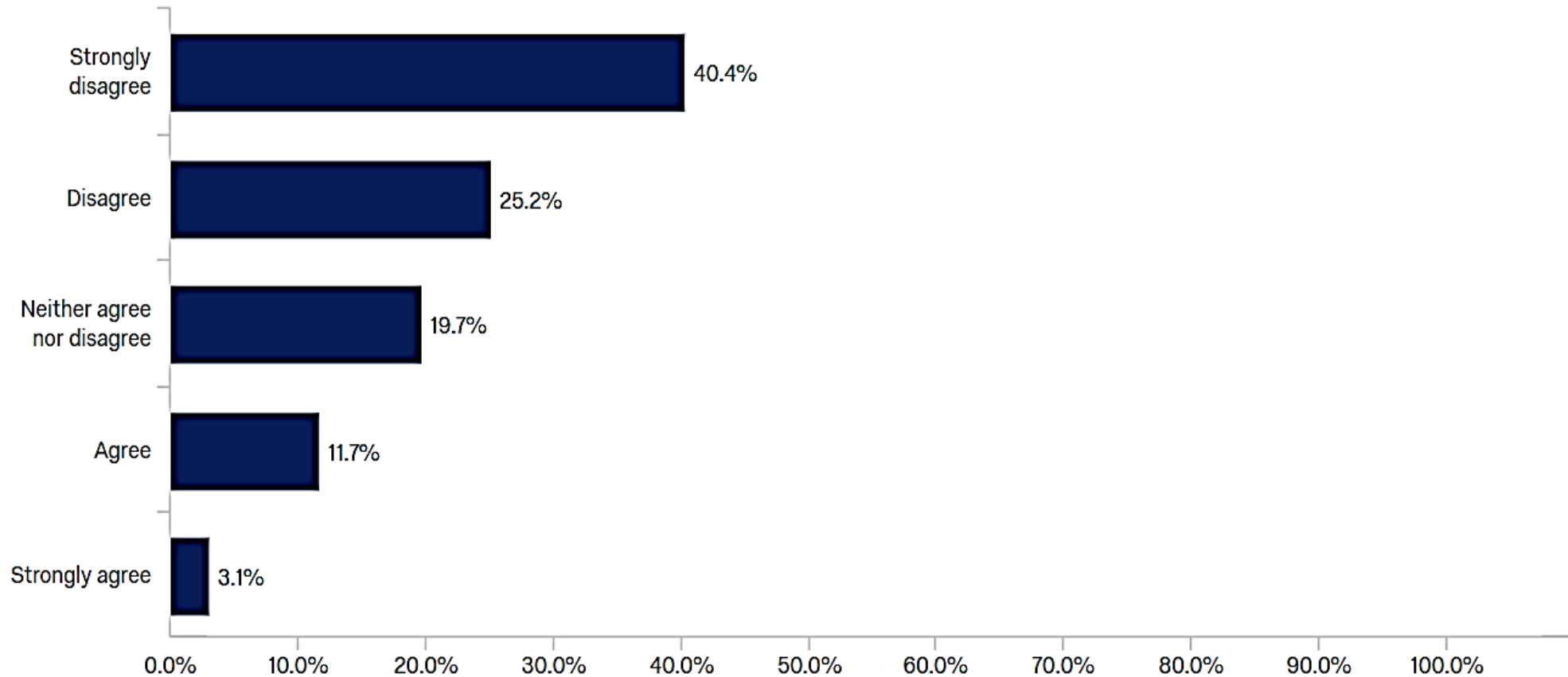
# At restaurant, a cannabis-infused dish would replace an alcoholic drink I would normally have.



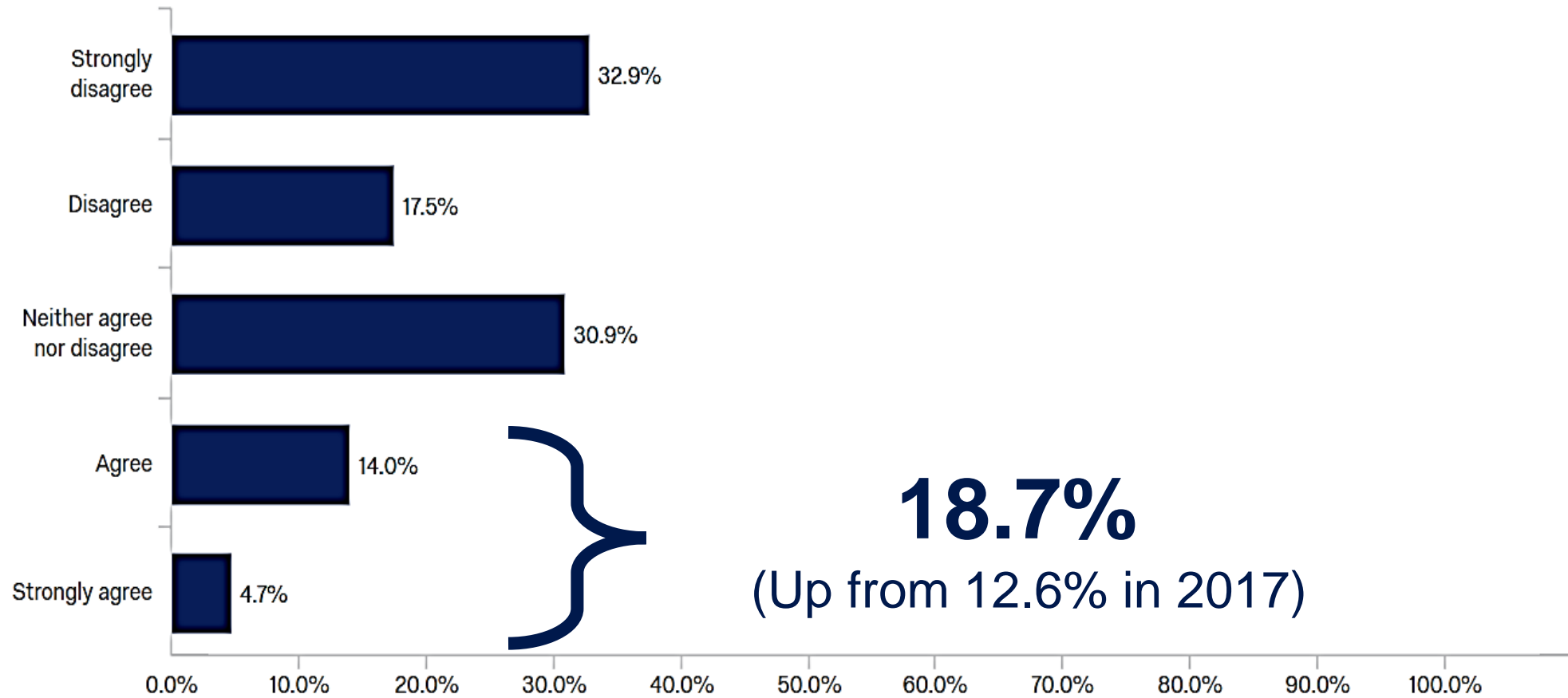
# I would purchase a cannabis-infused food product or order a dish with cannabis... Please select all that apply.



# Cannabis and alcoholic beverages are interchangeable in my home.

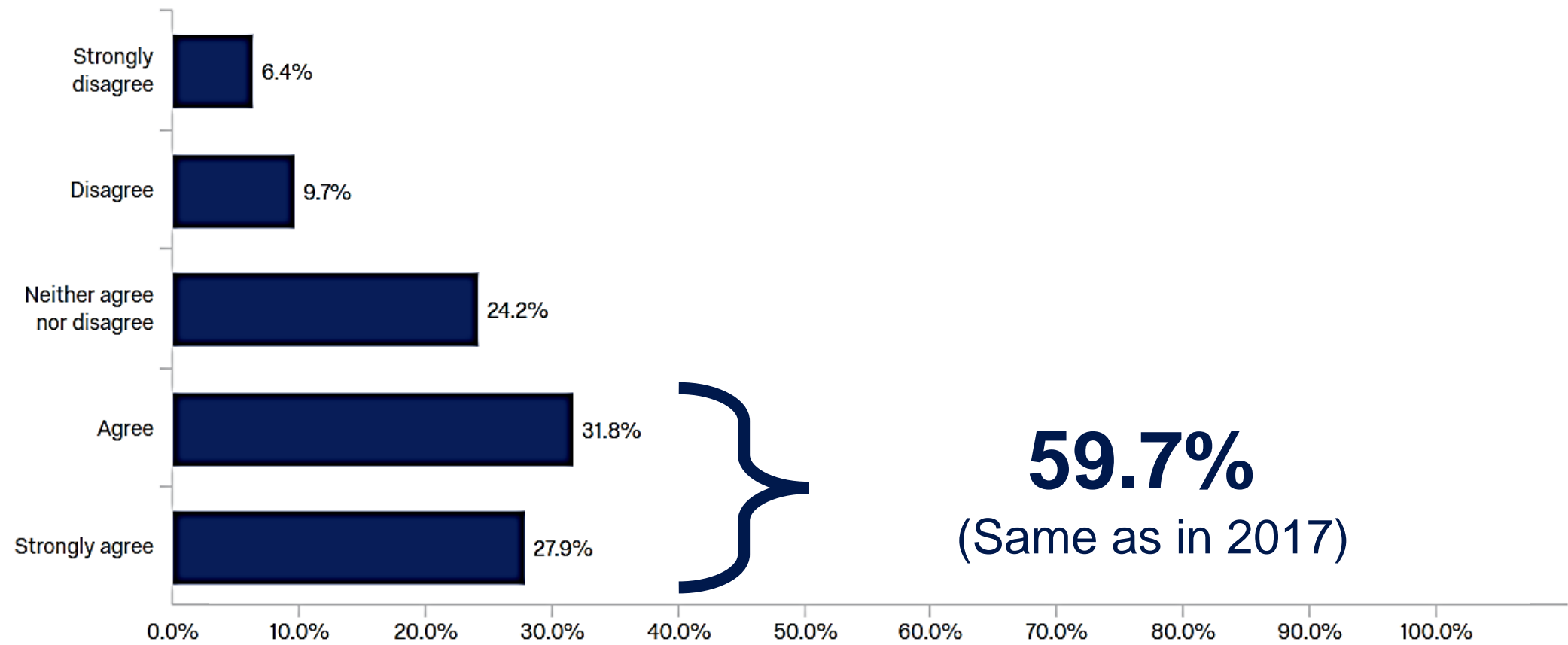


# I consider cannabis as a healthy ingredient for my diet.





# I would be concerned to eat too much cannabis-infused food and worry that the effects would be too strong.



# Other key observations

- Canadians are worried about children and young adults with access to edibles
- While only slightly less Canadians are concerned about pets, regardless of whether or not there are pets in the household.
- Stigma surrounding cannabis appears low, though the majority of Canadians are uncertain whether they want their colleagues to know that they use cannabis.
- For certain, overwhelmingly Canadians want cannabis retailers to stay out of residential neighborhoods;
- Canadians do not feel as if they knew enough to cook with cannabis at home, this mirrors 2017 findings;
- Canadians are more likely to use edible cannabis in public over other forms of cannabis, such as smoking dried flower.

A photograph of several green cannabis leaves and three brown, bone-shaped edibles (cannabis-infused treats) arranged on a light-colored surface.

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