



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

Sylvain Charlebois (Lead Author)

Sylvain.Charlebois@dal.ca

Janet Music

Janet.Music@dal.ca

Brian Sterling

Brian.Sterling@scs-consulting.ca

Simon Somogyi

Simon.Somogyi@uoguelph.ca

May, 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 cannabis-infused edible 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 cannabis-infused edibles poses a greater risk for children, with over 23% cited as being unsure;
- 60% of respondents are concerned about over-consuming cannabis-infused edibles.



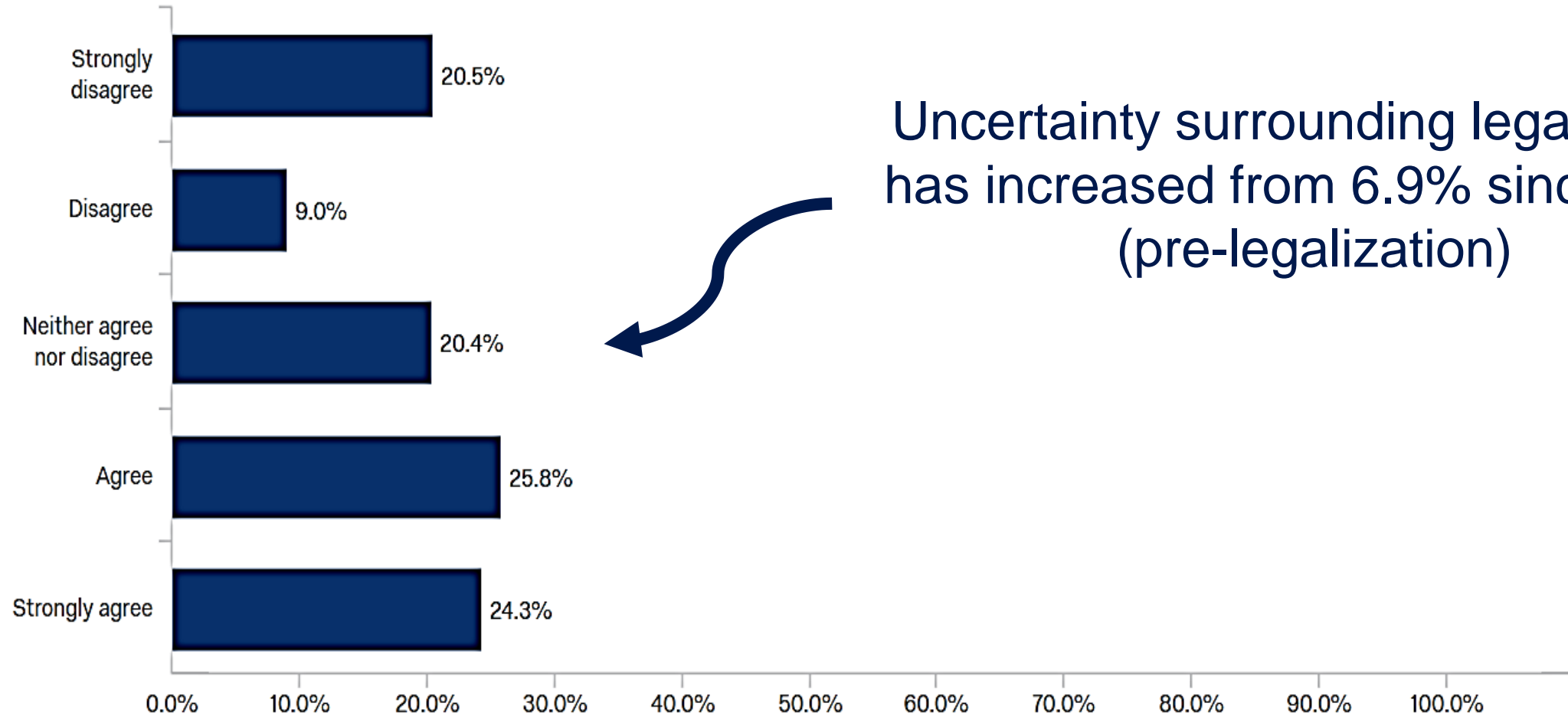
Survey Performance

- Aim of survey: to better understand how Canadians perceive recreational cannabis as a food ingredient; whether they would include edible cannabis into their diet, and 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

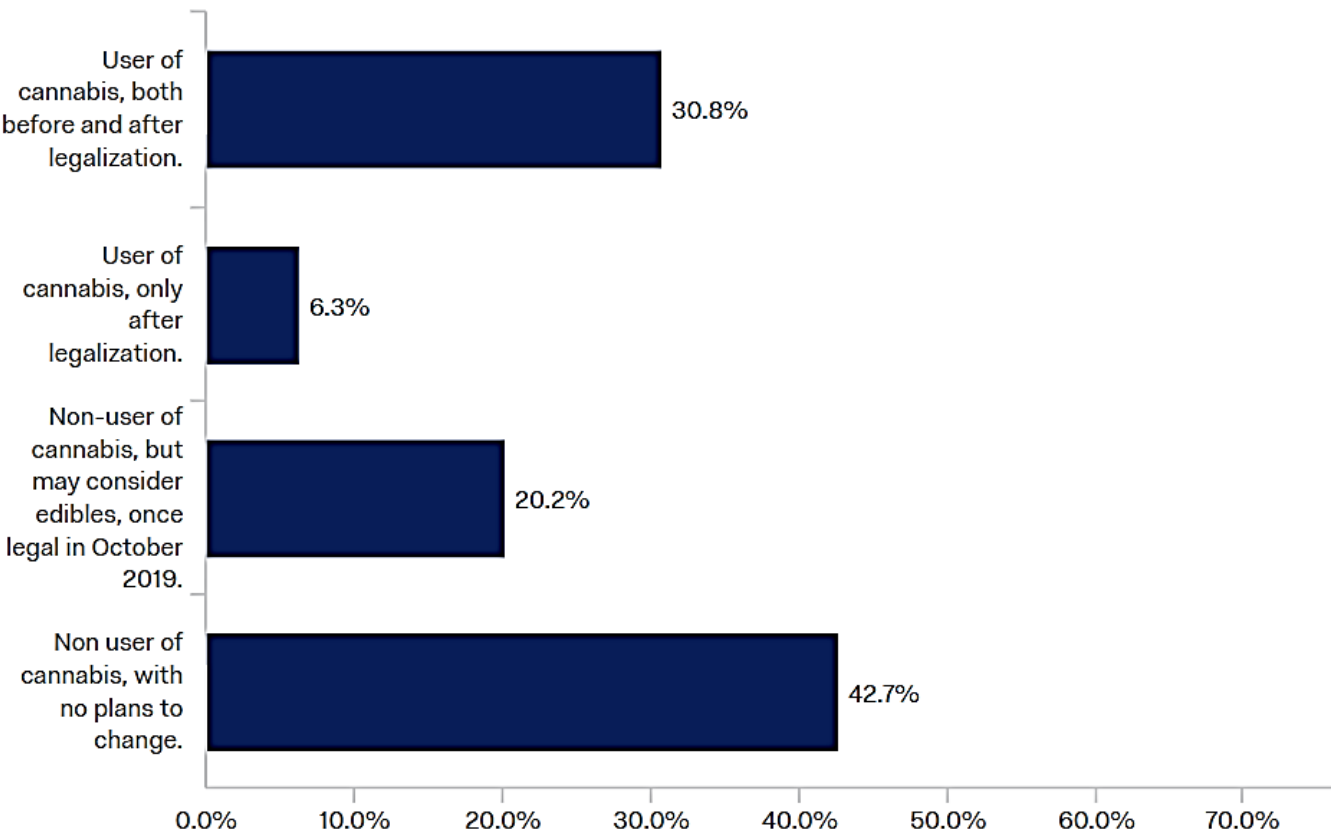
All regions show a decrease in acceptance and an increase in uncertainty. British Columbia and Ontario show most significant decrease in acceptance

	2019		2017	
	Acceptance	Uncertainty	Acceptance	Uncertainty
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%
Canada	50.1%	20.3%	68.6%	6.9%
Ontario	50.1%	19.3%	77.4%	9.4%
British Columbia	49.3%	20.7%	79.2%	5.0%

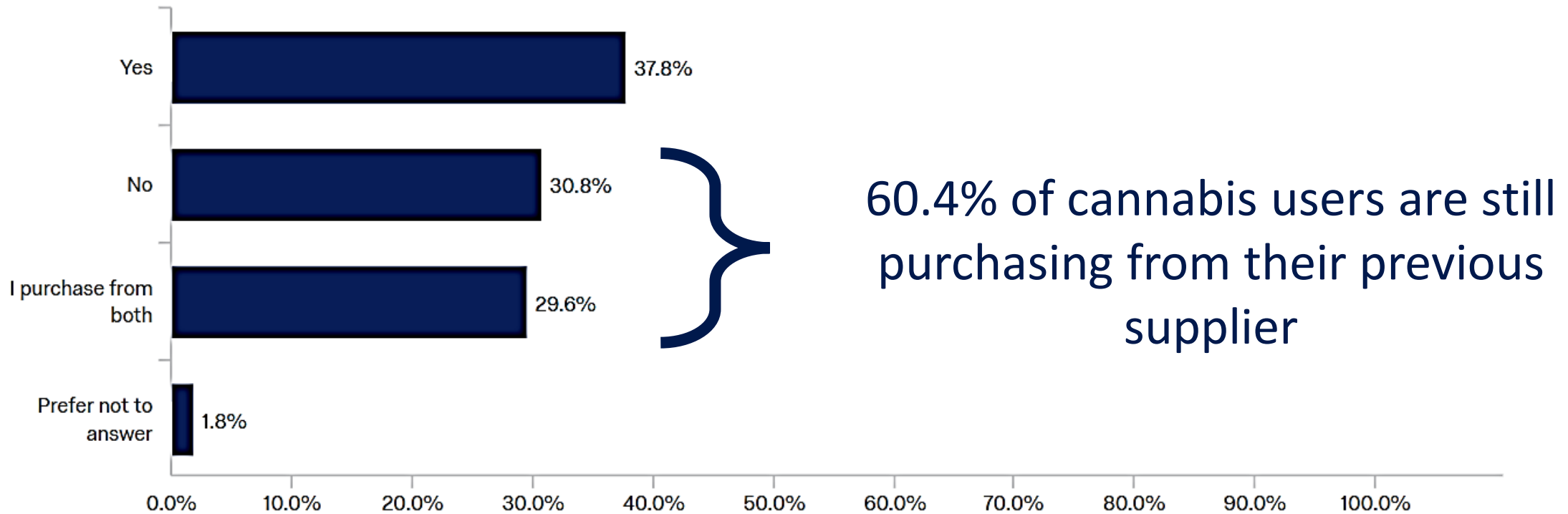
Part II

Consumption of Cannabis

As a consumer, I consider myself a...



Did you switch suppliers of cannabis after legalization?



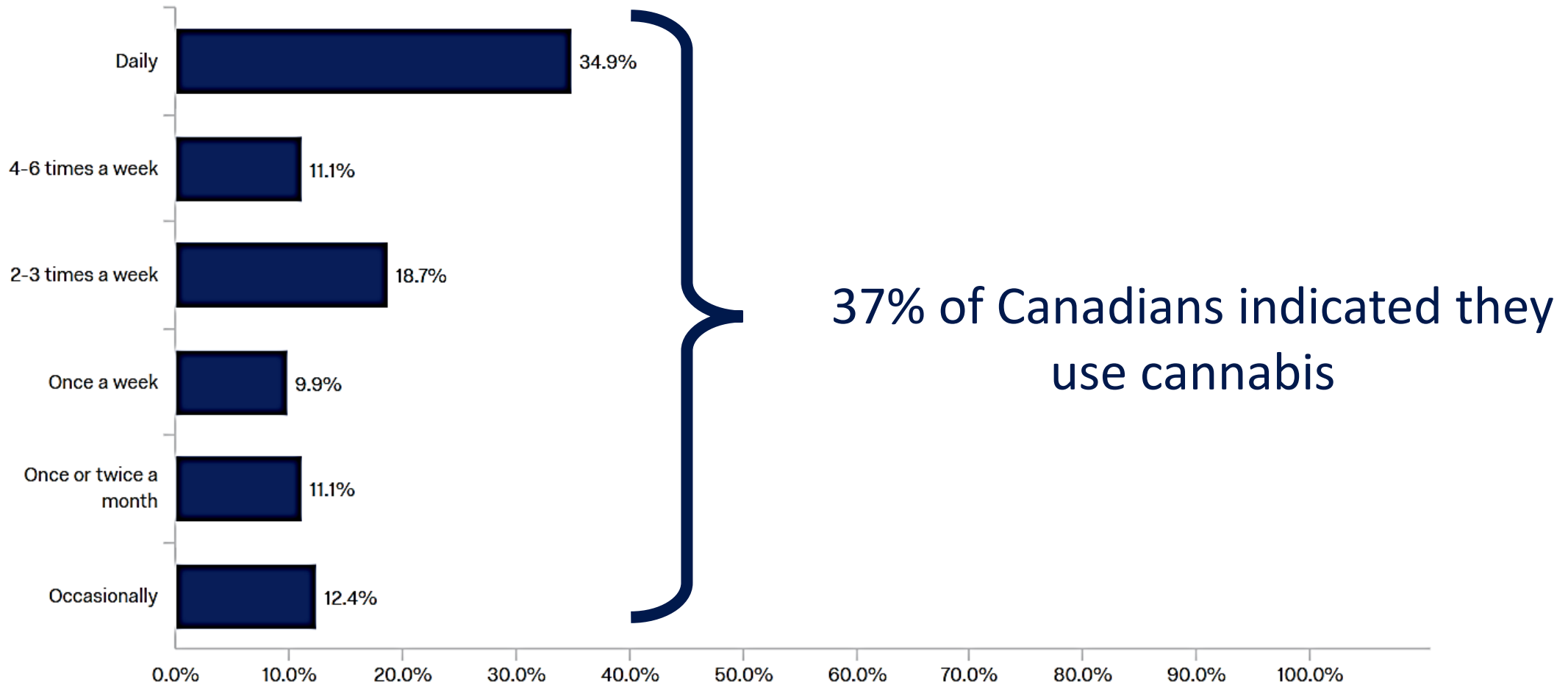
Can you tell us why
you continue to
purchase from your
previous supplier?

*Price, Quality and
Convenience: Top choices*

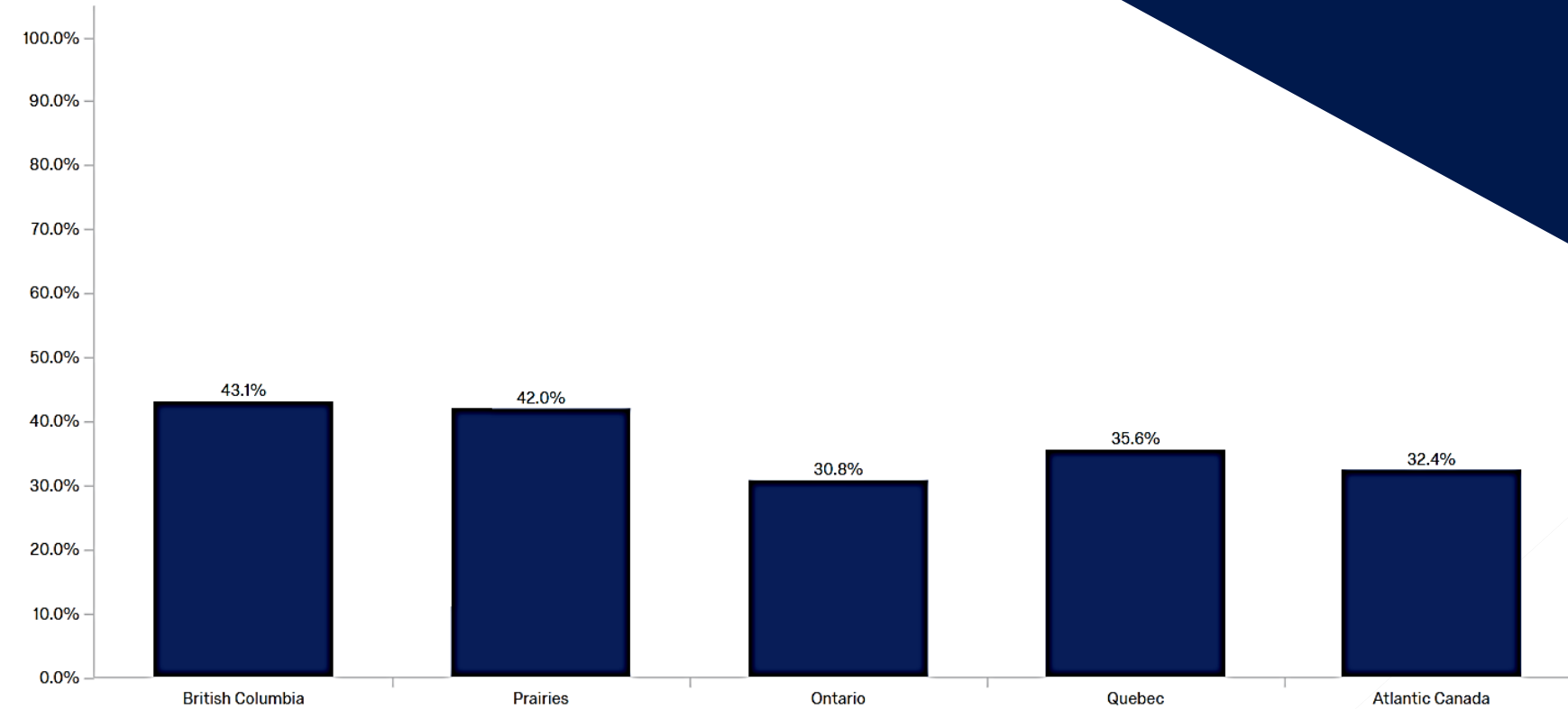
dispensary
better
easy
cheap
price
quality
medical
expensive
convenience
prescription
convenient
supplier
good
old
close
don't
depend
cannabis
prix
stores
product
variety
source
cost
bc



How often do you use cannabis?



Among those that use cannabis, percentage that report daily use, by region.



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 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 neighbourhoods.	55.7%	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%	46.1%
Cannabis-infused edibles are a discreet form of recreational cannabis use.	64.9%	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%

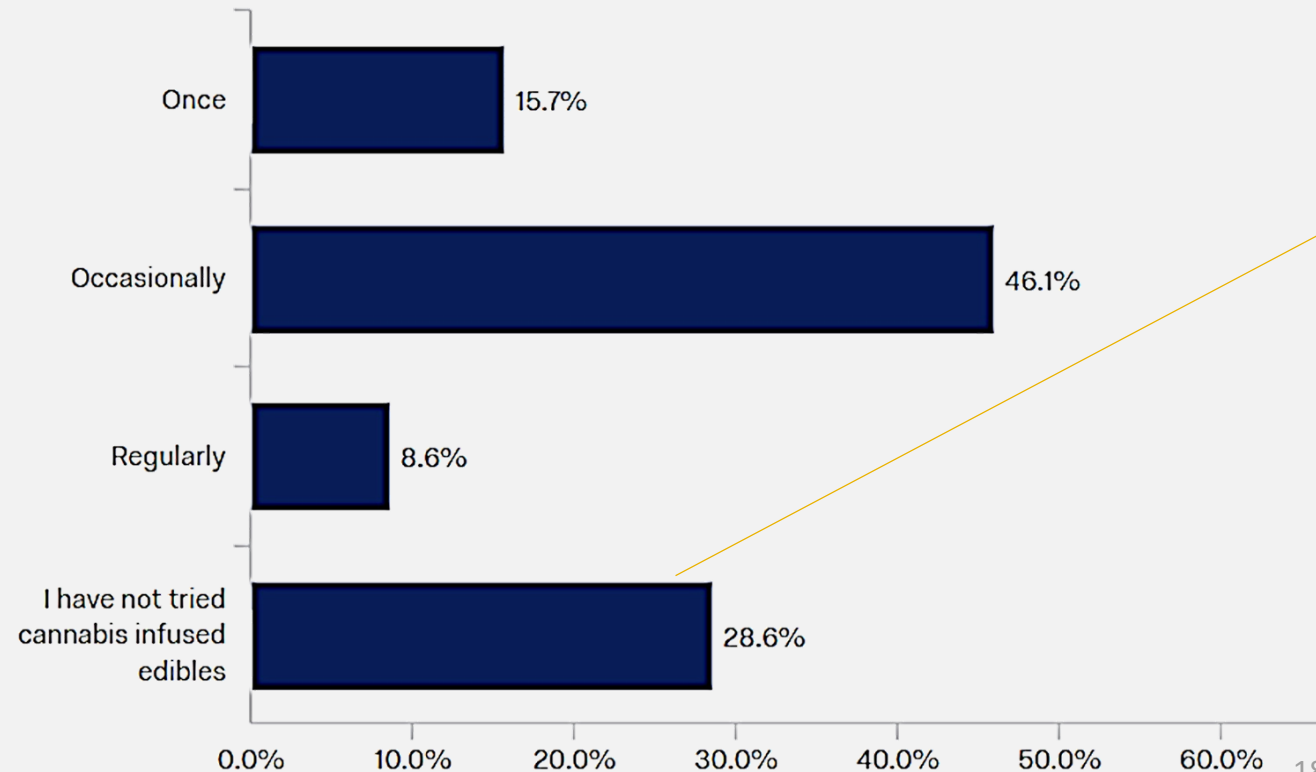
Part IV

Views on edibles

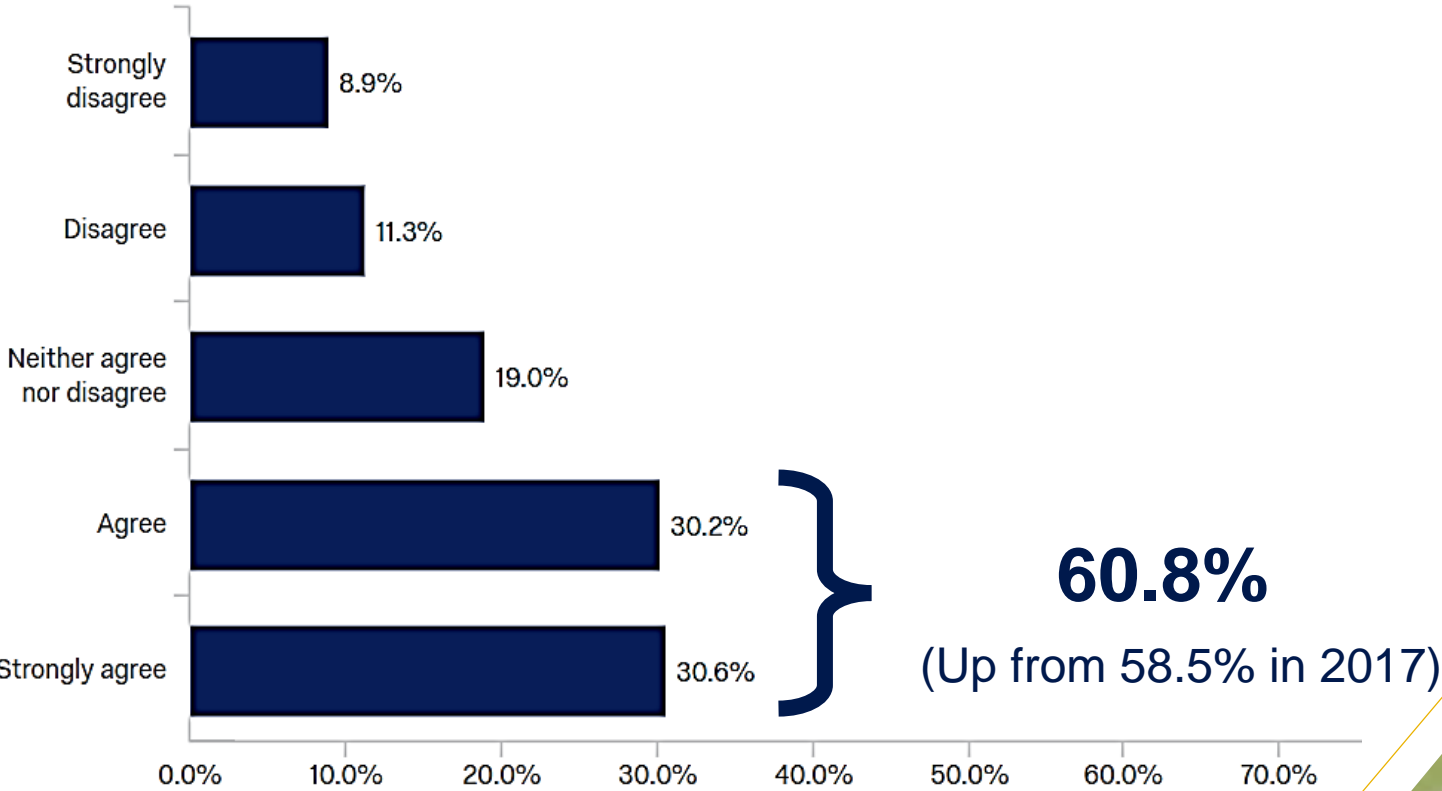
Cannabis-infused edibles will be legal to purchase in Canada in October 2019. However, edibles for medicinal purposes, as well as home-made edibles, are available now.

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

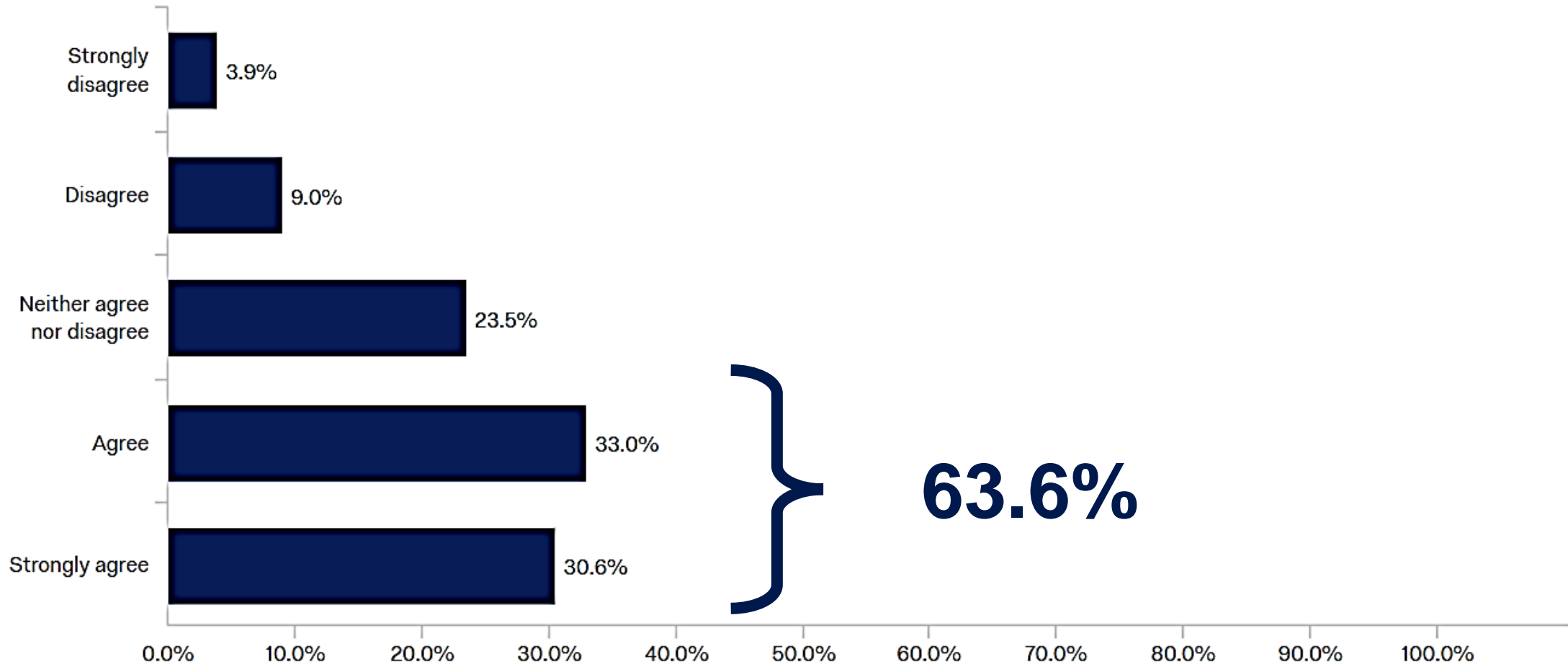
Have you used cannabis-infused edibles?



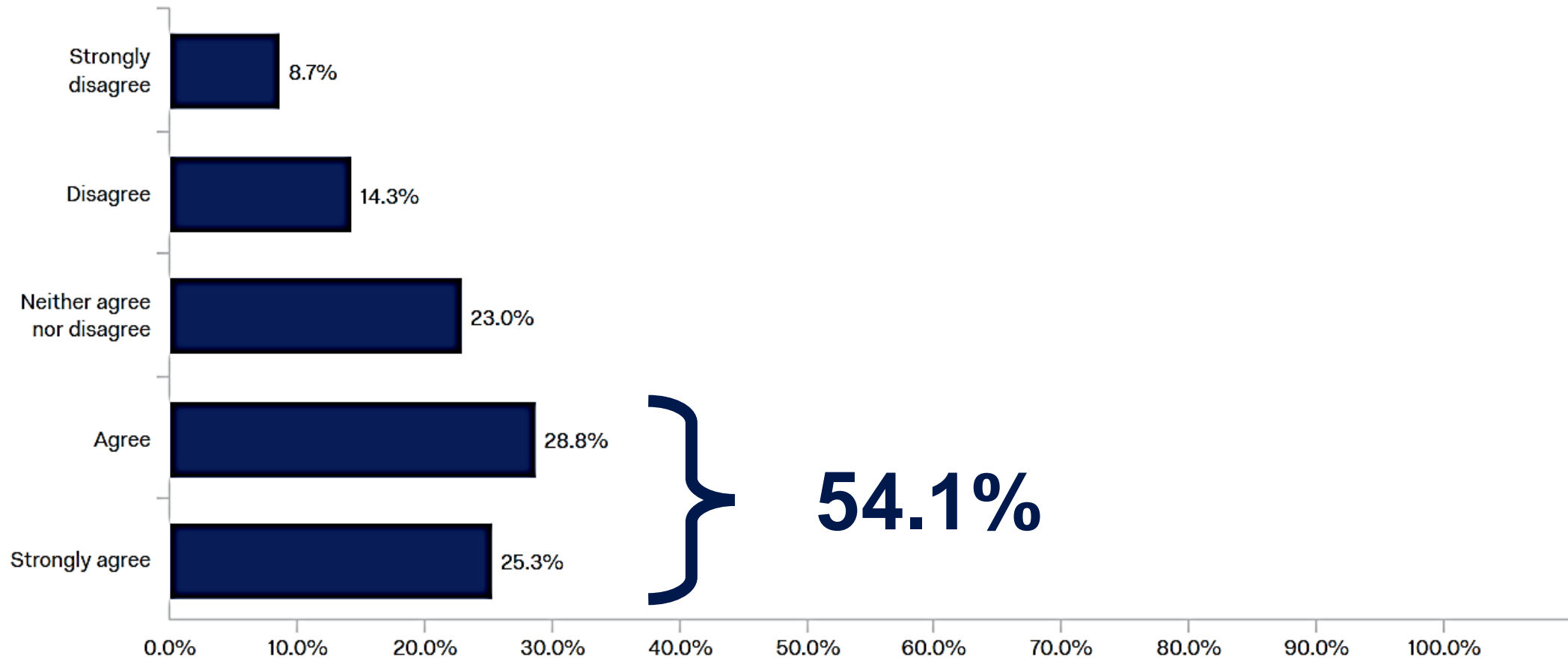
I am concerned about the risks for children and young adults who will have more access to cannabis.



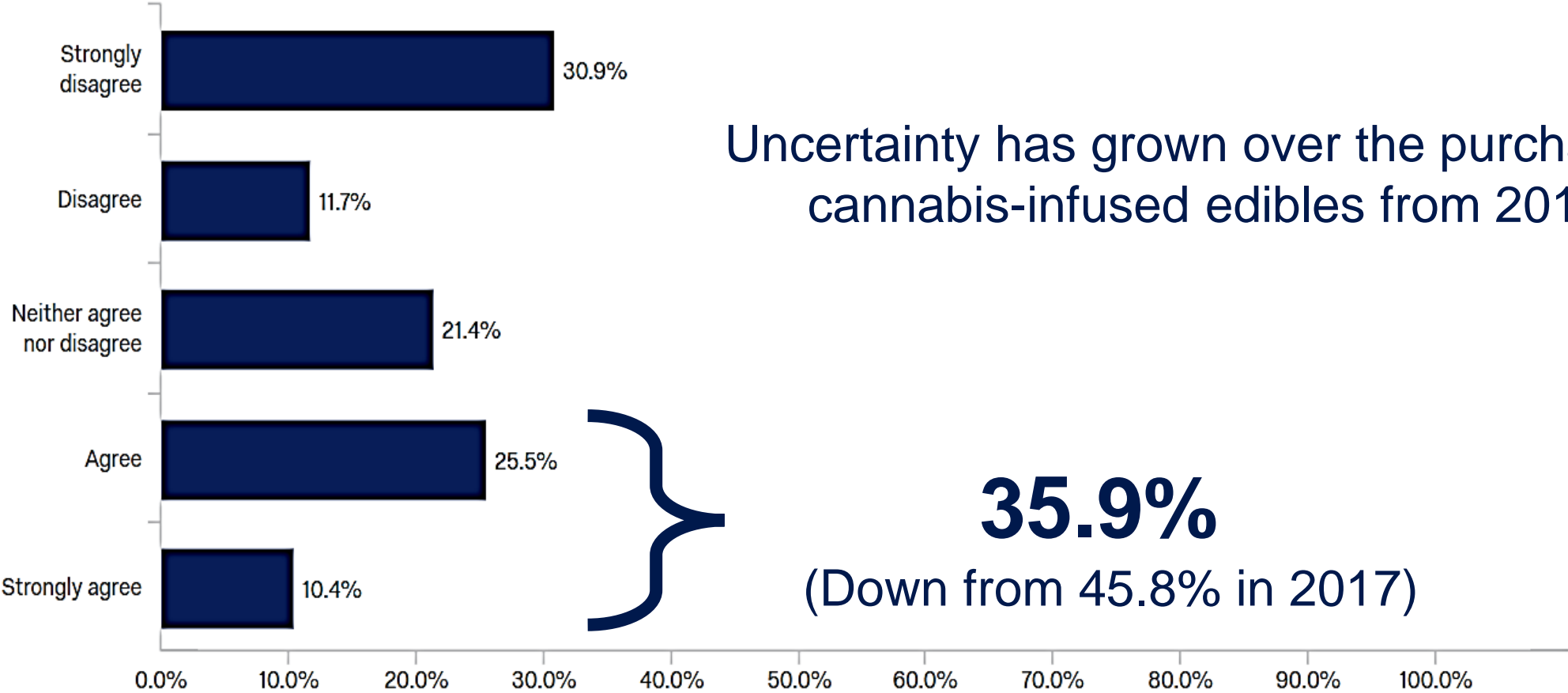
Edibles pose a greater risk to children and young adults than other forms of cannabis.



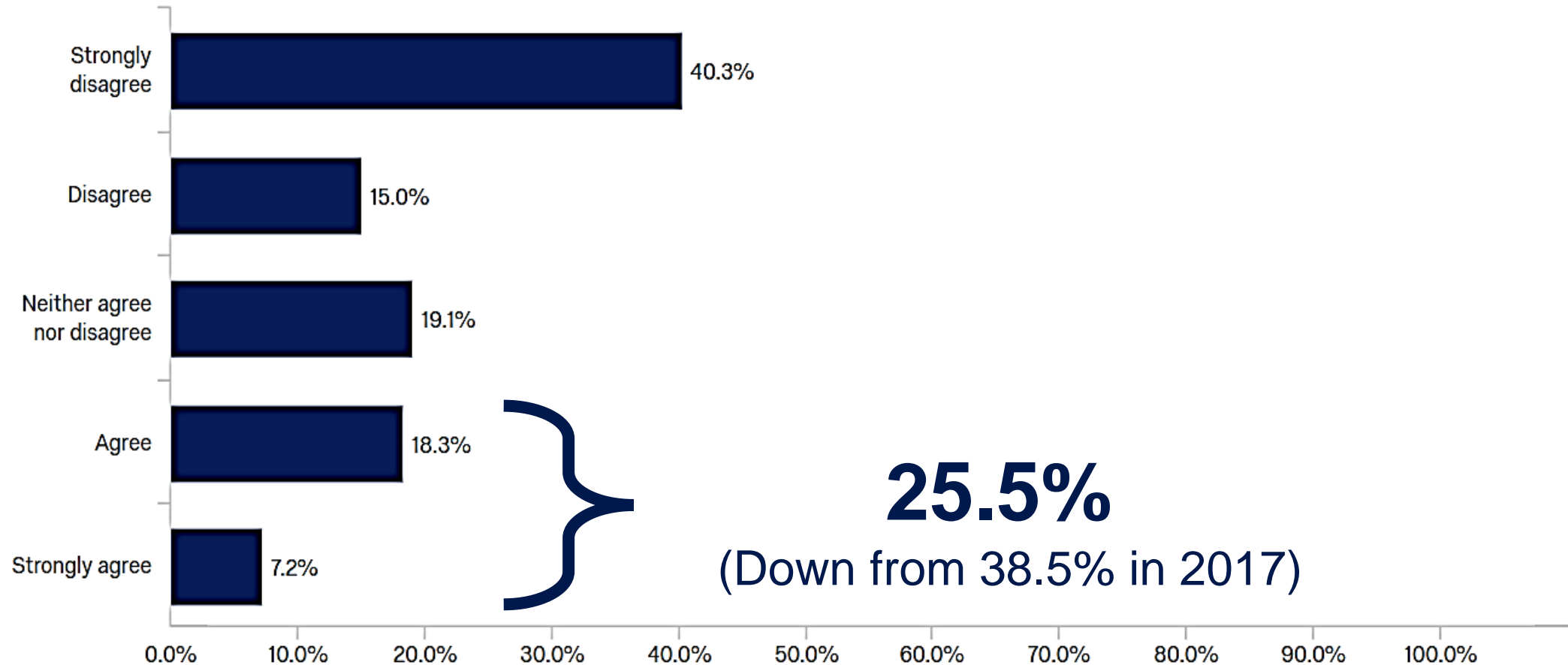
I am concerned about the risks for pets that will have more access to cannabis-infused edibles.



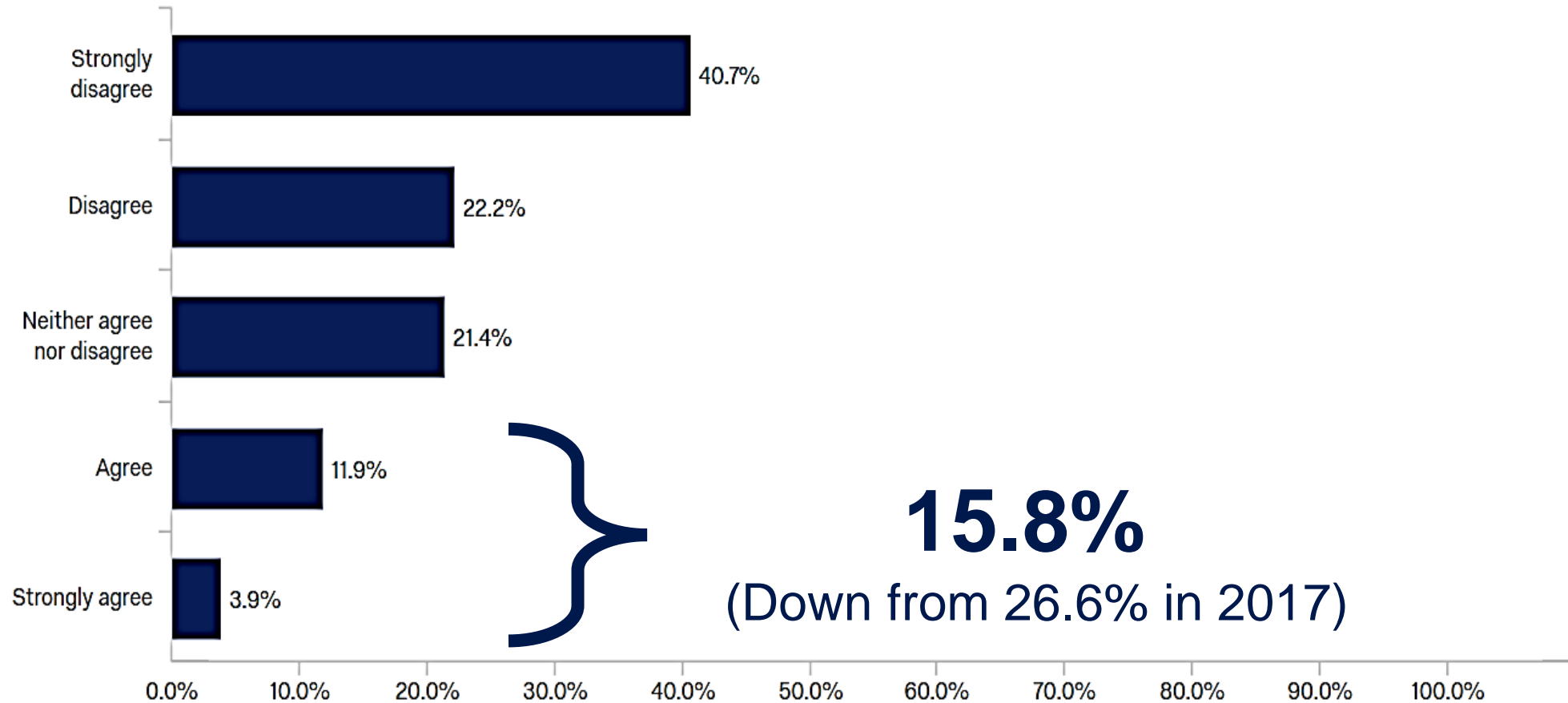
I would purchase cannabis-infused food products, once legalized.



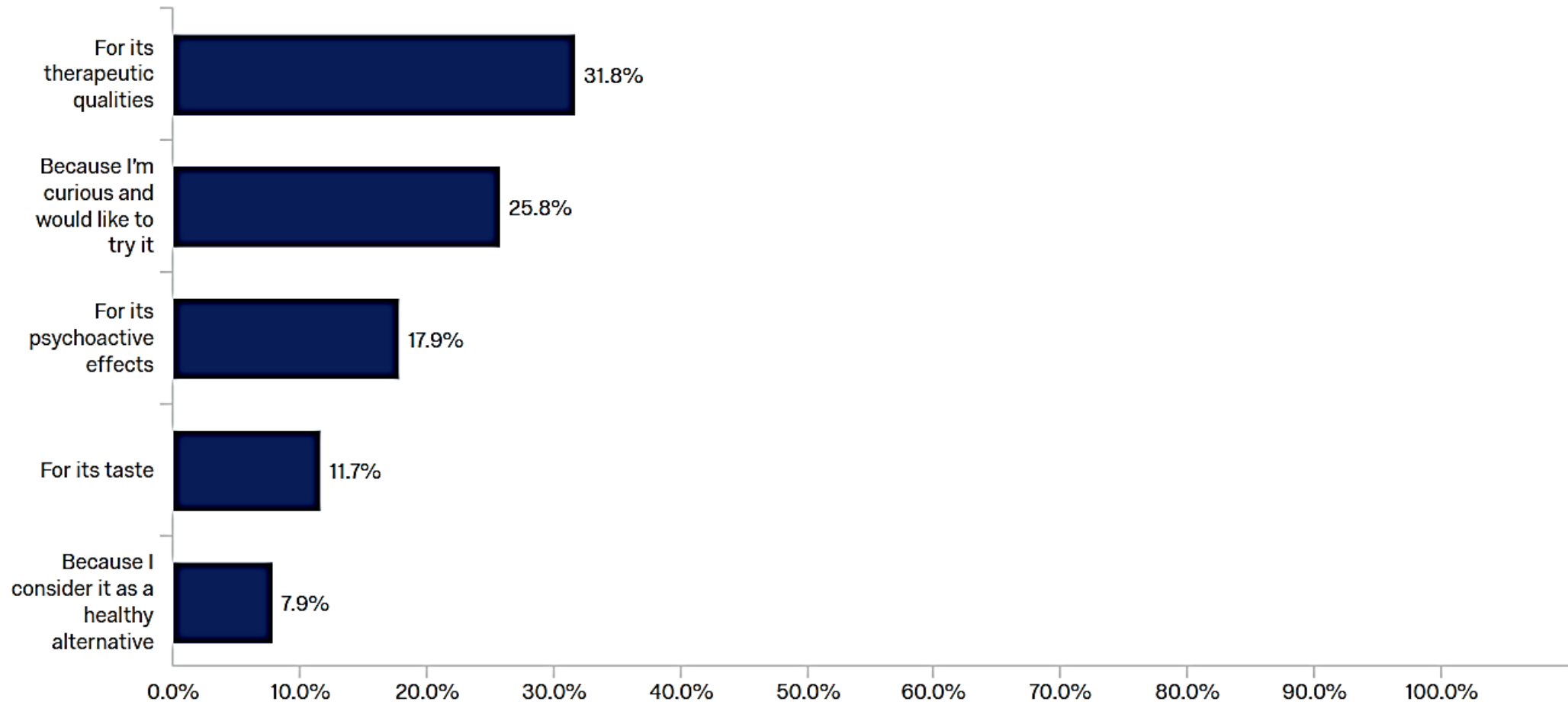
I would be willing to order a dish with cannabis at a restaurant, once legalized.



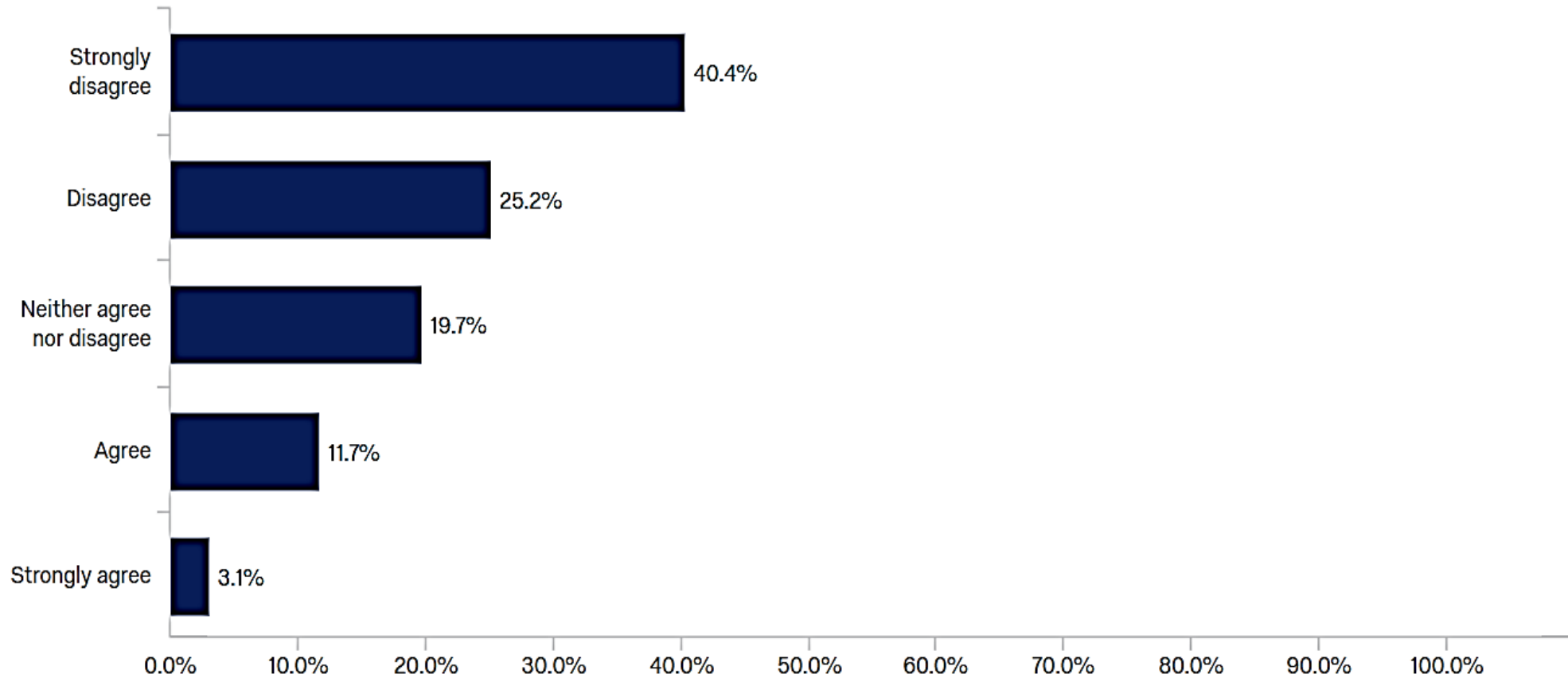
At restaurant, a cannabis-infused dish would replace an alcoholic drink I would normally have.



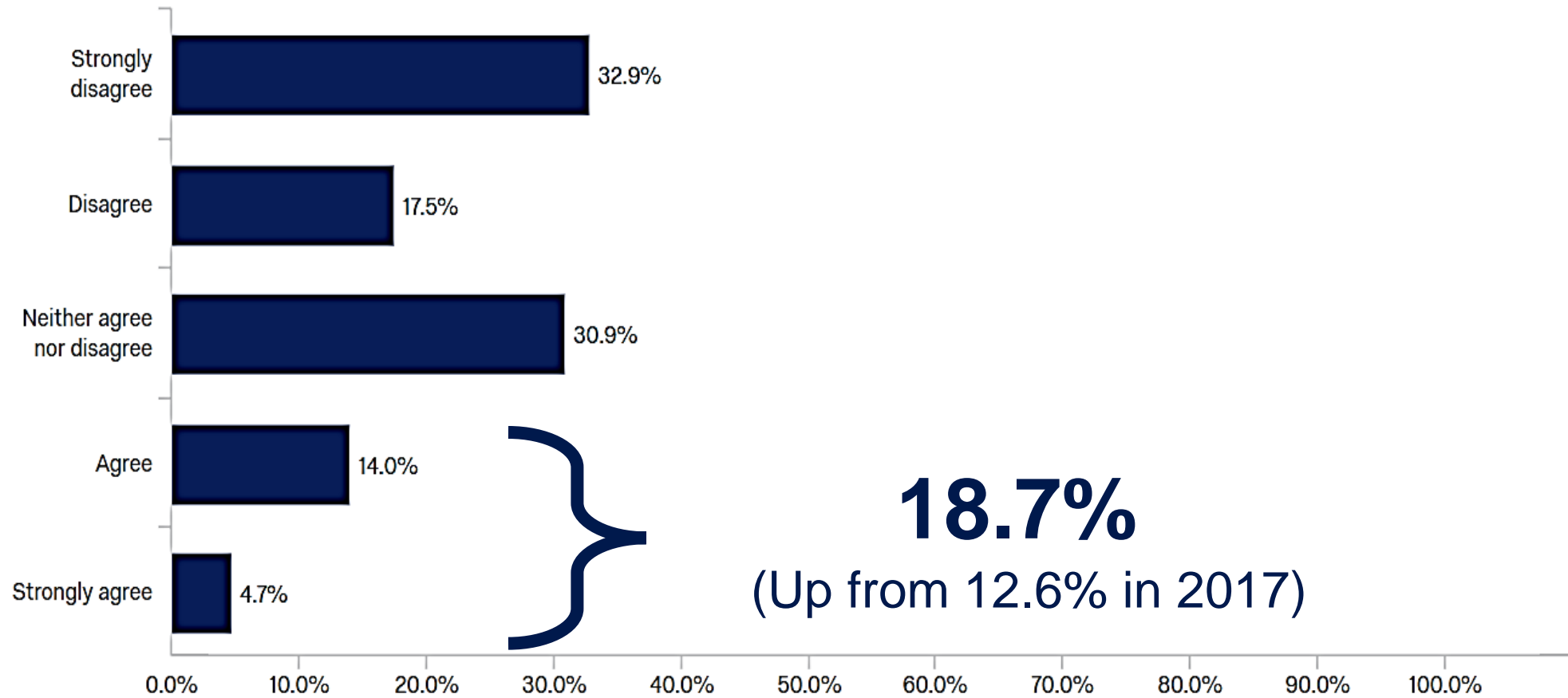
I would purchase a cannabis-infused food product or order a dish with cannabis... Please select all that apply.



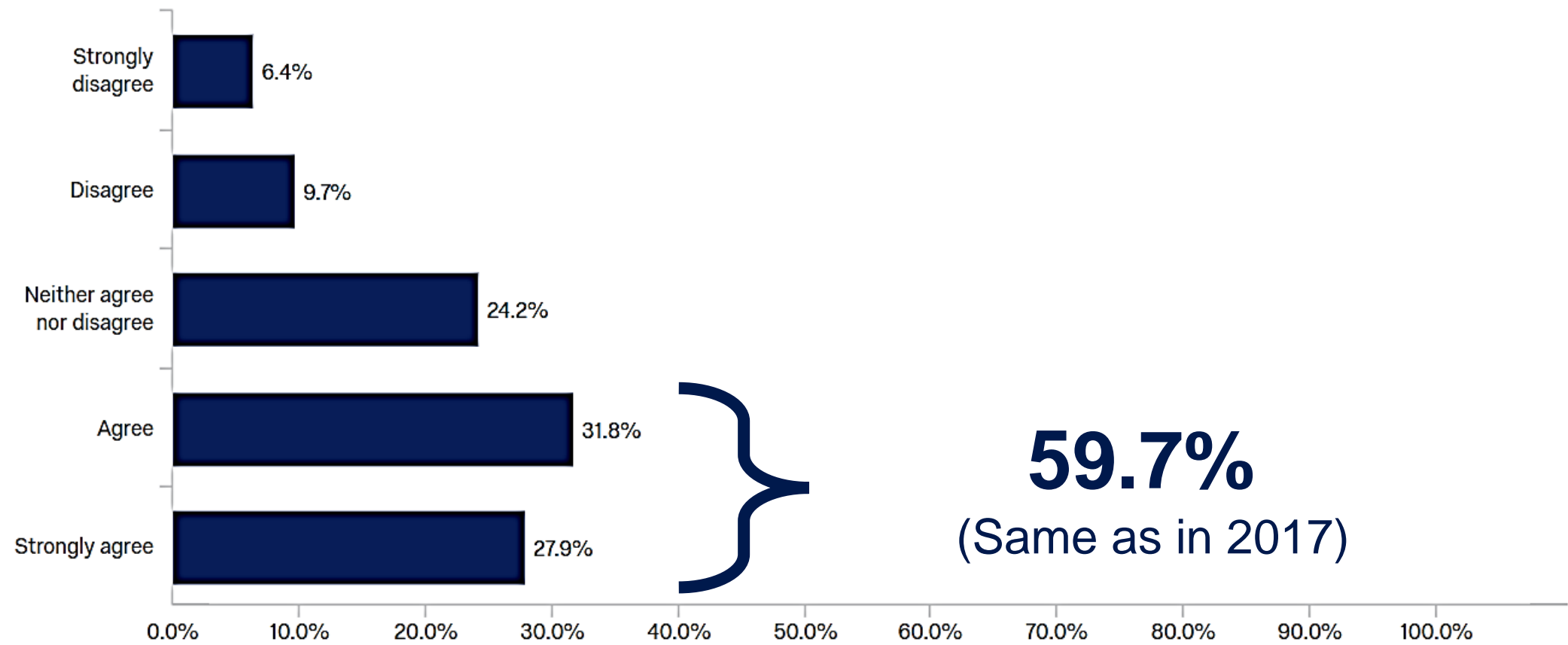
Cannabis and alcoholic beverages are interchangeable in my home.



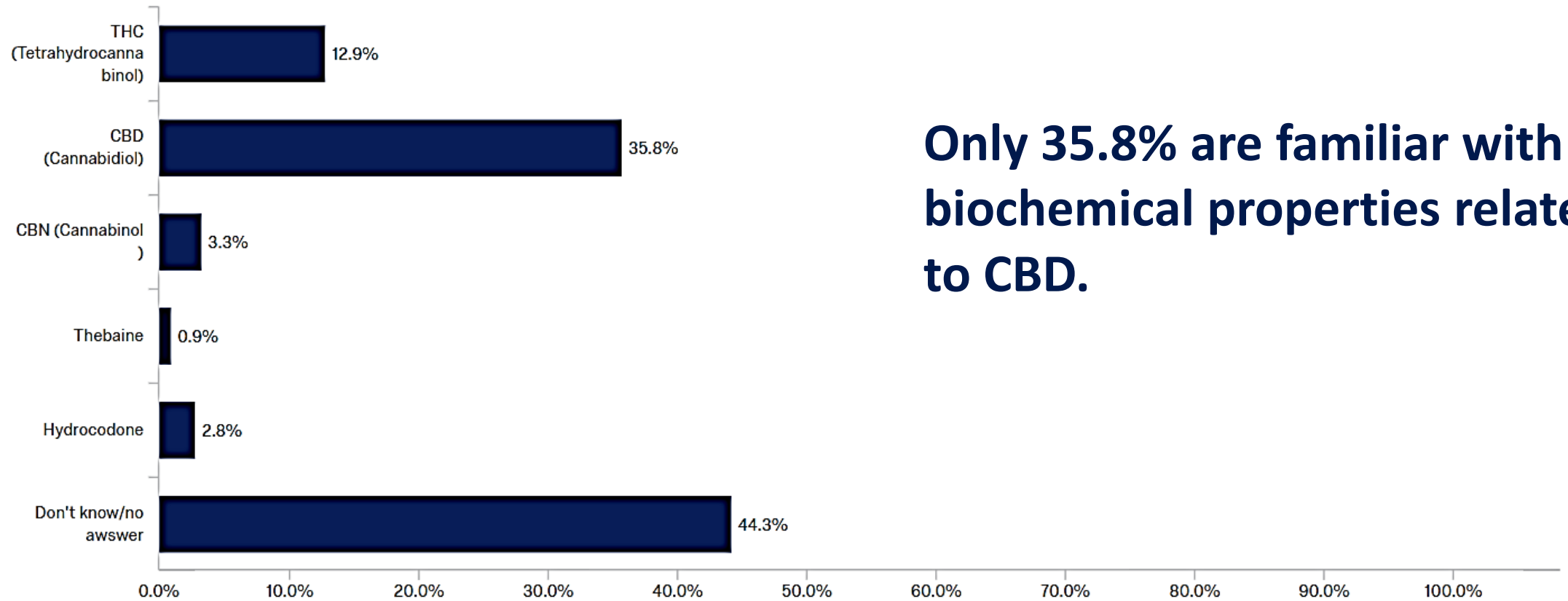
I consider cannabis as a healthy ingredient for my diet.



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



Which cannabinoid do you think is potentially a pain reliever?



Only 35.8% are familiar with biochemical properties related to CBD.

Other key observations

- Canadians are worried about children and young adults having access to edibles;
- 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;
- 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, which mirrors 2017 findings;
- Canadians are more likely to use edible cannabis in public over other forms of cannabis, such as smoking dried flower.

A close-up photograph of several green cannabis leaves and three brown, bone-shaped edibles (cannabis-infused treats) arranged on a light-colored, textured surface. The edibles are shaped like bones and have small holes in them. The cannabis leaves are fresh and green, with serrated edges.

DALHOUSIE
UNIVERSITY



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

Sylvain Charlebois (Lead Author)

Sylvain.Charlebois@dal.ca

Janet Music

Janet.Music@dal.ca

Brian Sterling

Brian.Sterling@scs-consulting.ca

Simon Somogyi

Simon.Somogyi@dal.ca

April, 2019

Preliminary Results (*More results available by request*)