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

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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 a 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

Uncertainty surrounding legalization has increased from 6.9% since 2017 (pre-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.

<table>
<thead>
<tr>
<th>Region</th>
<th>Acceptance 2019</th>
<th>Uncertainty 2019</th>
<th>Acceptance 2017</th>
<th>Uncertainty 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlantic</td>
<td>56.3%</td>
<td>18.4%</td>
<td>66.4%</td>
<td>9.1%</td>
</tr>
<tr>
<td>Prairies</td>
<td>52.2%</td>
<td>21.2%</td>
<td>54.3%</td>
<td>8.5%</td>
</tr>
<tr>
<td>Quebec</td>
<td>51.3%</td>
<td>21.8%</td>
<td>61.2%</td>
<td>10.4%</td>
</tr>
<tr>
<td>Canada</td>
<td><strong>50.1%</strong></td>
<td><strong>20.3%</strong></td>
<td><strong>68.6%</strong></td>
<td><strong>6.9%</strong></td>
</tr>
<tr>
<td>Ontario</td>
<td>50.1%</td>
<td>19.3%</td>
<td>77.4%</td>
<td>9.4%</td>
</tr>
<tr>
<td>British Columbia</td>
<td>49.3%</td>
<td>20.7%</td>
<td>79.2%</td>
<td>5.0%</td>
</tr>
</tbody>
</table>
Part II

Consumption of Cannabis
As a consumer, I consider myself a…
Did you switch suppliers of cannabis after legalization?

60.4% of cannabis users are still purchasing from their previous supplier.
Can you tell us why you continue to purchase from your previous supplier?

*Price, Quality and Convenience: Top choices*
How often do you use cannabis?

37% of Canadians indicated they use cannabis.
Among those that use cannabis, percentage that report daily use, by region.

- British Columbia: 43.1%
- Prairies: 42.0%
- Ontario: 30.9%
- Quebec: 35.6%
- Atlantic Canada: 32.4%
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

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

- Once: 15.7%
- Occasionally: 46.1%
- Regularly: 8.6%
- I have not tried cannabis infused edibles: 26.6%
I am concerned about the risks for children and young adults who will have more access to cannabis.

- Strongly disagree: 8.9%
- Disagree: 11.3%
- Neither agree nor disagree: 19.0%
- Agree: 30.2%
- Strongly agree: 30.6%

60.8% (Up from 58.5% in 2017)
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.

54.1%
I would purchase cannabis-infused food products, once legalized.

35.9% (Down from 45.8% in 2017)
I would be willing to order a dish with cannabis at a restaurant, once legalized.

25.5% (Down from 38.5% in 2017)
At restaurant, a cannabis-infused dish would replace an alcoholic drink I would normally have.

15.8% (Down from 26.6% in 2017)
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.

- Strongly disagree: 32.9%
- Disagree: 17.5%
- Neither agree nor disagree: 30.9%
- Agree: 14.0%
- Strongly agree: 4.7%

**18.7%**

(Up from 12.6% in 2017)
I would be concerned to eat too much cannabis-infused food and worry that the effects would be too strong.

59.7% (Same as in 2017)
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.
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Preliminary Results (More results available by request)