Marijuana-infused food and Canadian consumers’ willingness to consider recreational marijuana as a food ingredient

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Preliminary Results
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Conceptual Framework of Study

Figure 1
Possible pattern for cannabis-infused food product development

- Perceived personal health benefits and risks
- Social, cultural stigmas and perceived societal risks
- Regulations and science-based evidence
- Market synergies
- Food Industry Growth
Survey performance

• **Aim of survey**: to better understand how Canadians perceive recreational marijuana as a food ingredient if it were to be legalized; whether they would include marijuana as part of their diet, and if so, how they intend to do it;
• **Survey duration**: 4 weeks, August 2017;
• **Sample size**: $n=1087$. 
Survey performance

- **Bilingual** survey, Cross-Canada study (including Québec);
- Respondents were required to be 18 years old and must have been living in Canada for at least the last 12 months;
- **Completion rate**: 94%;
- **Average duration of survey**: 3.2 minutes;
- Representative sample for Canadian market;
- **Estimated margin of error**: 3.1%, 19 times out of 20.
High-Level Findings

- Majority of Canadians **supportive** of legalized recreational marijuana in general;
- Majority of Canadians **concerned** about the risks for children, especially households with children;
- Almost 46% of Canadians **willing to try** cannabis-infused food products.
High-Level Findings

• Few Canadians know how to use cannabis to **cook at home**;
• Majority of Canadians don’t feel cannabis would replace alcohol during a meal;
• Majority of Canadians do no consider marijuana as **healthy ingredient**;
• Majority of Canadians wary about **psychoactive effects** of marijuana as food ingredient.
Please indicate your level of agreement with the below statement:

I support the legalization of recreational marijuana.

- Strongly Disagree: 14.5%
- Disagree: 10.7%
- Neither Agree nor Disagree: 6.9%
- Agree: 35.9%
- Strongly Agree: 32.1%

68.0%

Note: Varying Degrees (Agree and Strongly Agree)
I support the legalization of recreational marijuana.

1. British Columbia 79%
2. Ontario 77%
3. Canada 68%
4. Atlantic Region 66%
5. Québec 61%
6. Prairies 54%

Note: Varying Degrees (Agree and Strongly Agree)
I currently consume marijuana for medical purposes.
I am concerned about the risks for children and young developing adults who will have more access to marijuana once its recreational use is legalized.
I am concerned about the risks for children and young developing adults who will have more access to marijuana once its recreational use is legalized.

1. British Columbia 81%
2. Québec 73%
3. Prairies 64%
4. Canada 58%
5. Atlantic Region 49%
6. Ontario 48%

Note: Varying Degrees (Agree and Strongly Agree)
I would purchase marijuana-infused food products, if they become available on the Canadian market.

Note: Varying Degrees (Agree and Strongly Agree)
What type of marijuana-infused products would you consider buying at the grocery store, should recreational marijuana become legal? (Multiple answers accepted.)
Please indicate your level of agreement with the below statement:

*I know enough about marijuana to cook with it at home, if its recreational use is legalized.*

65.6% Strongly Disagree
32.8% Disagree
14.8% Neither Agree nor Disagree
12.5% Agree
7.0% Strongly Agree

Note: Varying Degrees (Agree and Strongly Agree)
I would be willing to order a dish with marijuana at a restaurant, if its recreational use is legalized.

38.5%
At a restaurant, a marijuana-infused dish would replace an alcoholic drink I would normally have.

Note: Varying Degrees (Agree and Strongly Agree)
I consider marijuana a **healthy ingredient** for my diet.

Note: Varying Degrees (Agree and Strongly Agree)
I would be concerned about eating too much marijuana-infused food and worry that the effects would be too strong.

Note: Varying Degrees (Agree and Strongly Agree)
Reasons: I would purchase a cannabis-infused food product or order a dish with cannabis. (Multiple answers accepted.)
Timing: I would consider consuming marijuana as a food ingredient. (Multiple answers accepted.)
Risks for Children

• Respondents who had children were more likely to be concerned about health risks for children, if recreational marijuana is legalized;

• The older the respondent was, the more likely s/he was concerned about health risks for children.
Knowing enough to cook

- The younger the respondent was, the more likely s/he felt s/he knew enough about cannabis to cook with it at home;

- The higher the household income was, the more likely the respondent felt s/he knew enough to cook with cannabis at home;
Perceived health

• The higher the household income was, the less likely cannabis was considered as a healthy ingredient.
• Market confusion
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