



Recreational marijuana in Canada

RECREATIONAL MARIJUANA IN CANADA

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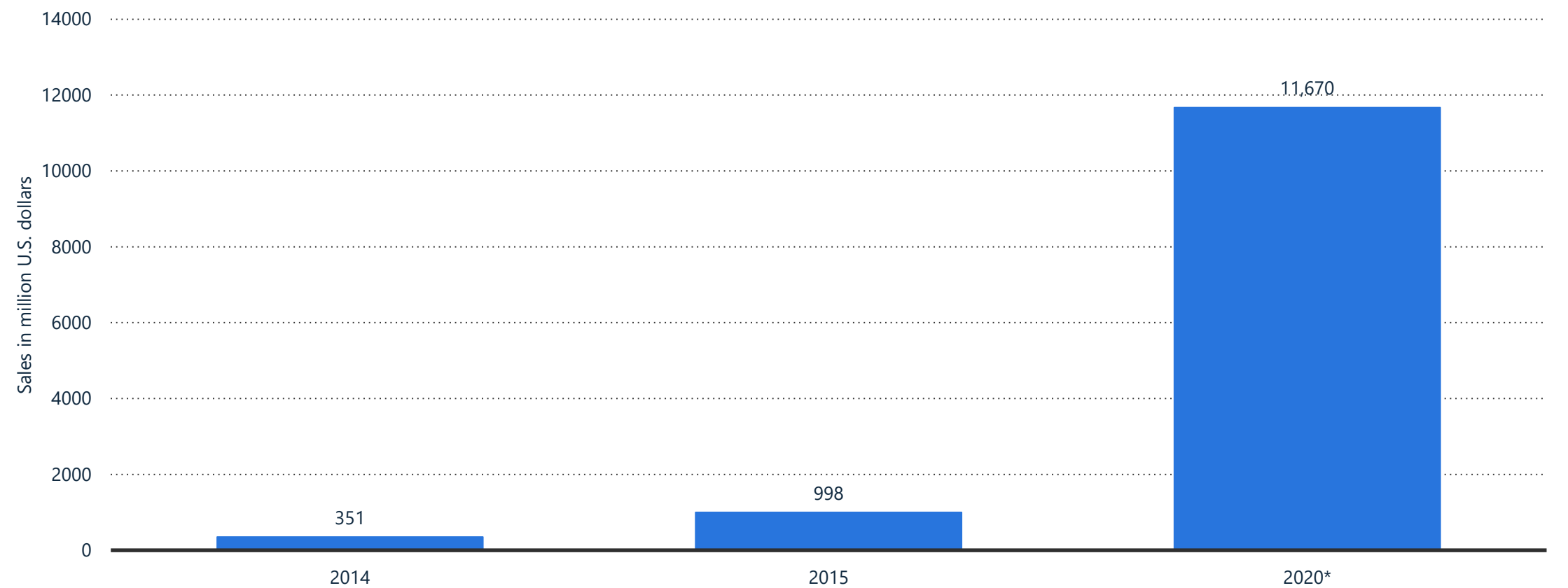
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RECREATIONAL MARIJUANA IN CANADA

North American overview

Cannabis market sales for recreational use in the United States from 2014 to 2020 (in million U.S. dollars)

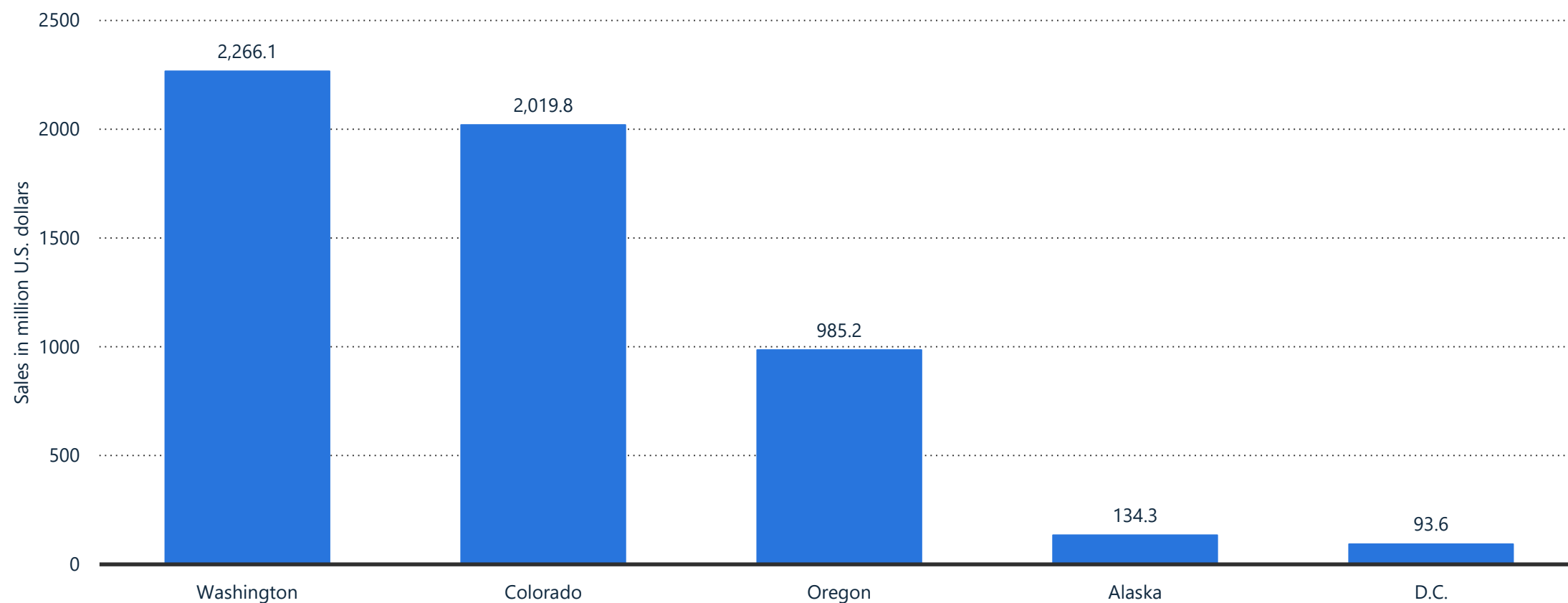
U.S. recreational use cannabis market sales 2014-2020



Note: United States; 2014 and 2015
Further information regarding this statistic can be found on [page 40](#).
Source(s): ArcView; MJardin; New Frontier Data; [ID 614271](#)

Cannabis sales for recreational use in the United States in 2020, by state (in million U.S. dollars)*

U.S. recreational use cannabis market sales 2020, by state



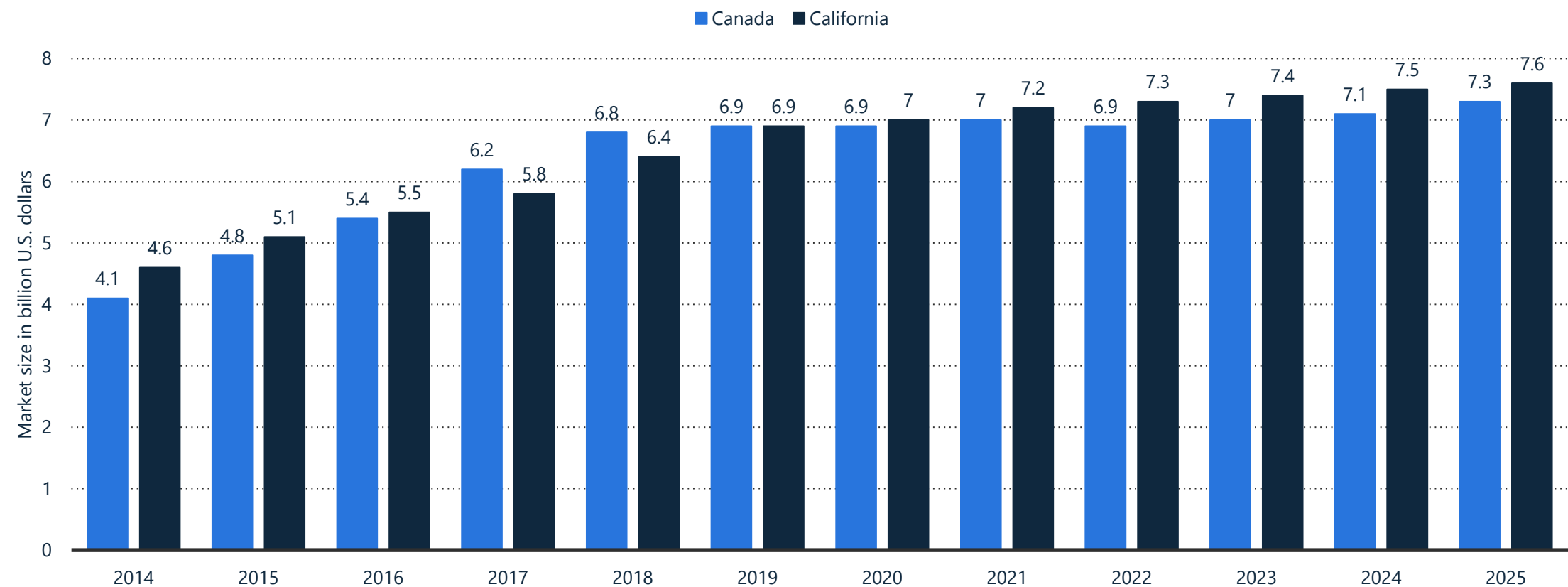
Note: United States; as of 2016

Further information regarding this statistic can be found on [page 41](#).

Source(s): ArcView; MJardin; New Frontier Data; [ID 614297](#)

Size of the total cannabis market in Canada and California from 2014 to 2025 (in billion U.S. dollars)*

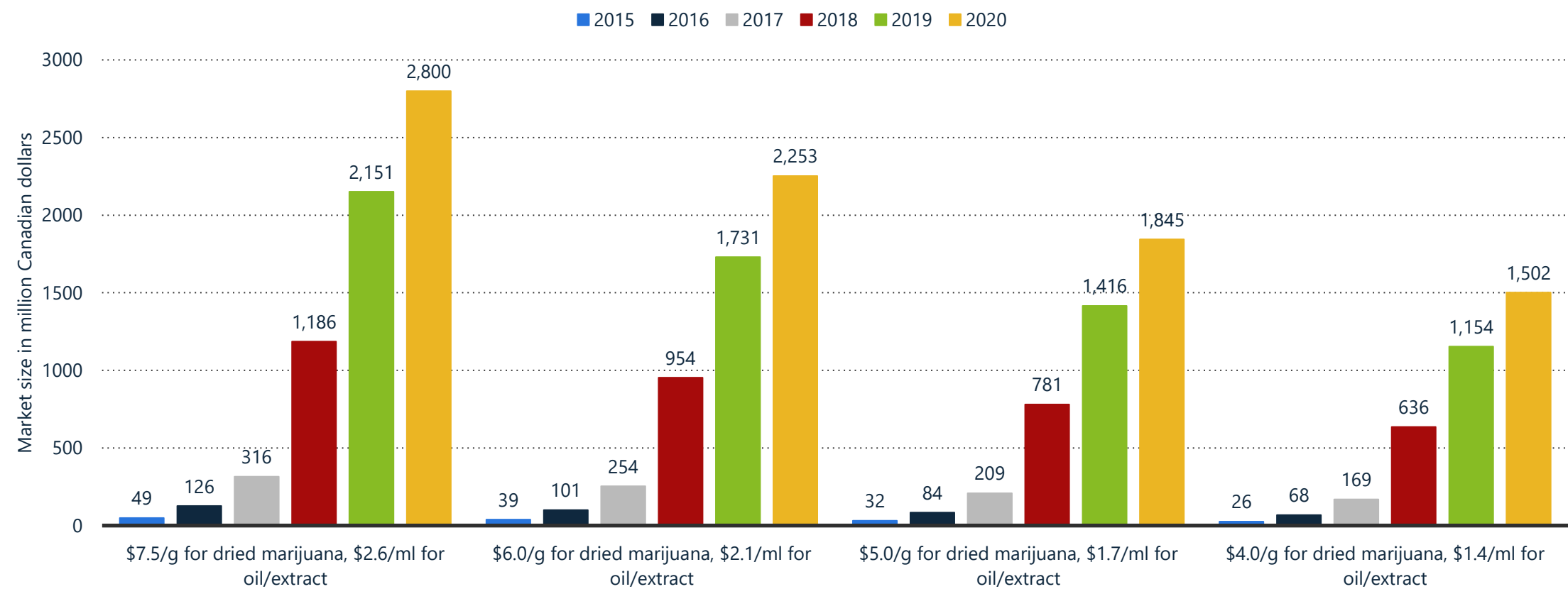
Total market size of cannabis in Canada and California from 2014 to 2025



Note: Canada, United States (California); 2016 to 2018
Further information regarding this statistic can be found on [page 42](#).
Source(s): New Frontier Data; [ID 887999](#)

Medical and recreational marijuana market size in Canada assuming full legalization from 2015 to 2020, by sales price (in million Canadian dollars)*

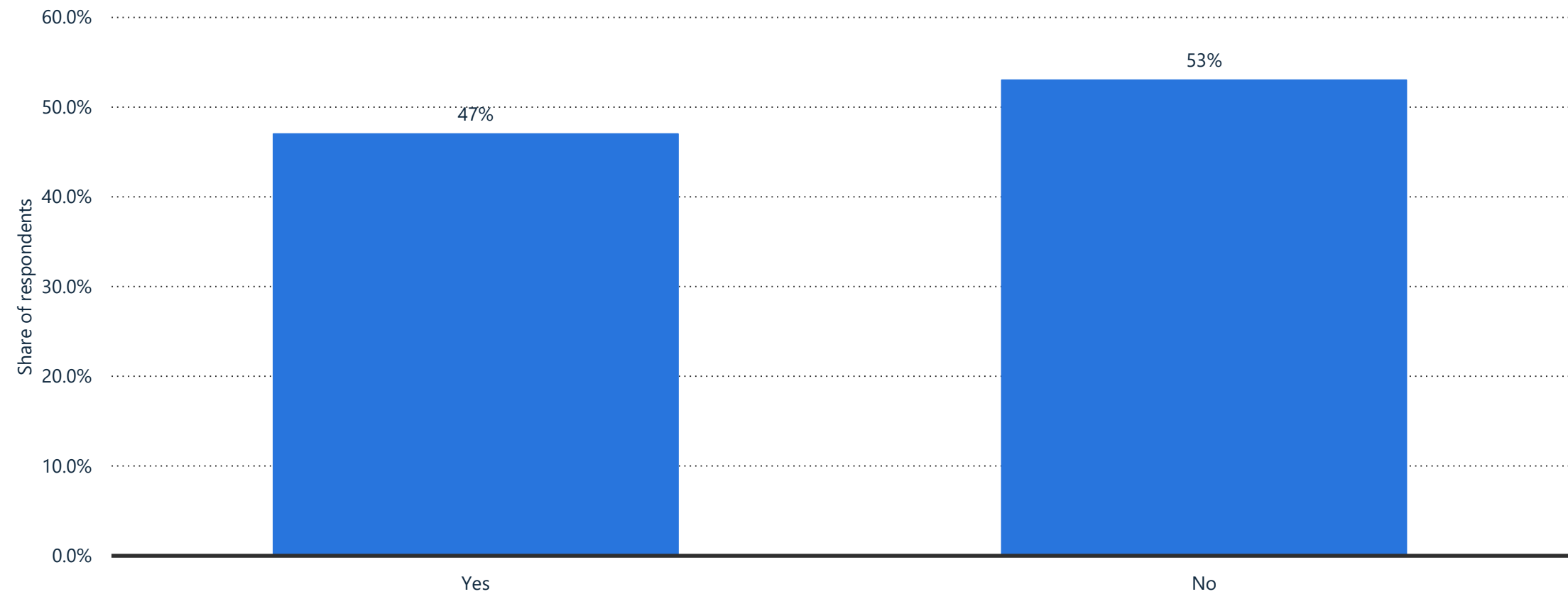
Canada's marijuana market size with full legalization by sales price 2015-2020



Note: Canada; as of April 2016
Further information regarding this statistic can be found on [page 43](#).
Source(s): Mackie Research; [ID 587655](#)

Marijuana and cannabis use among adults in Canada as of October 2018

Marijuana and cannabis use in Canada 2018



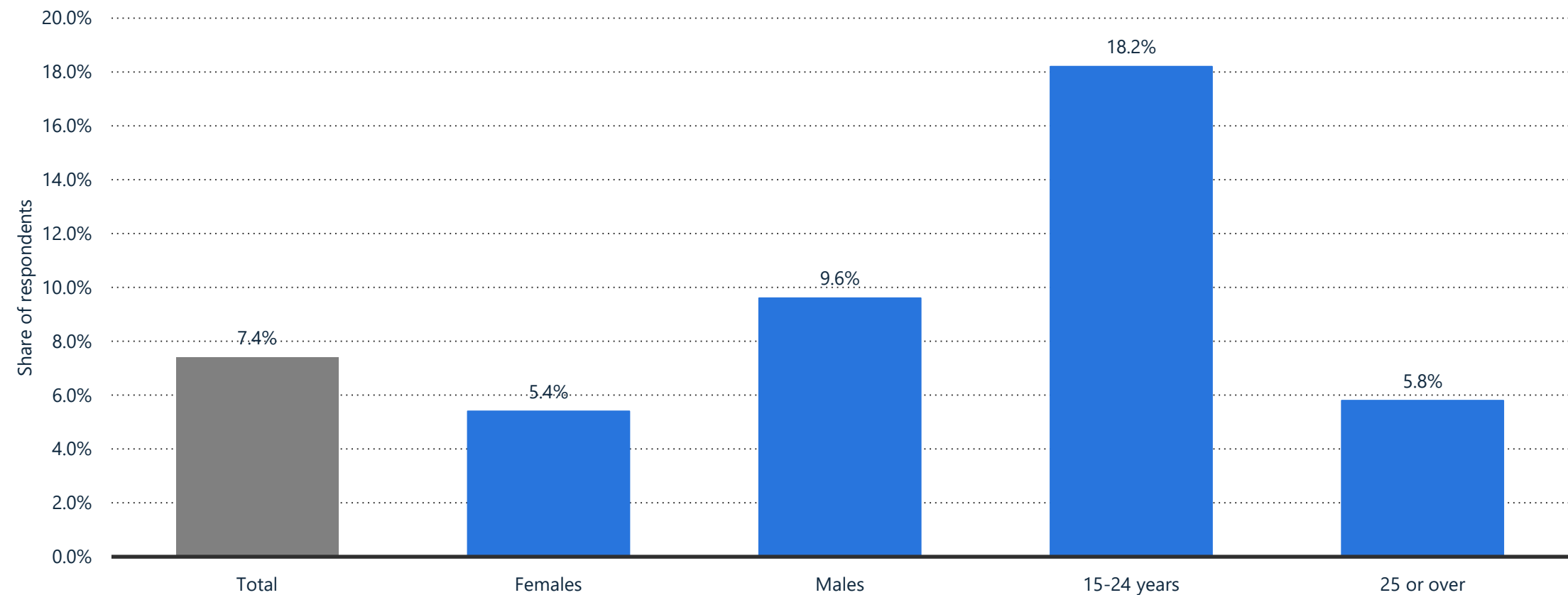
Note: Canada; October 7 to 10, 2018; 18 years and older; 1,226
Further information regarding this statistic can be found on [page 44](#).
Source(s): Forum Research; [ID 587689](#)

RECREATIONAL MARIJUANA IN CANADA

Recreational consumption

Consumers who have used cannabis for non-medical purposes in the past three months in Canada as of December 2018, by demographic

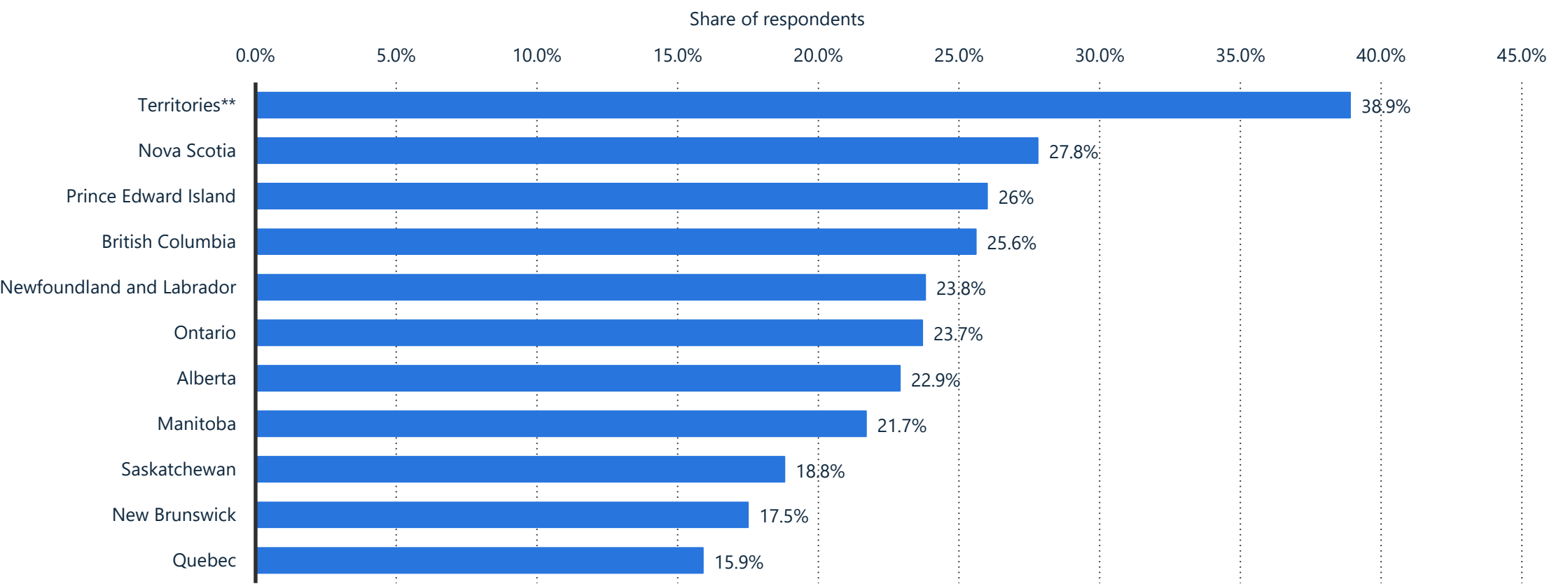
Canadian past three month recreational cannabis usage by age and gender 2018



Note: Canada; November 13 to December 10, 2018; 15 years and older; 5,684; non-institutionalized persons
Further information regarding this statistic can be found on [page 45](#).
Source(s): StatCan; [ID 816986](#)

Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by province*

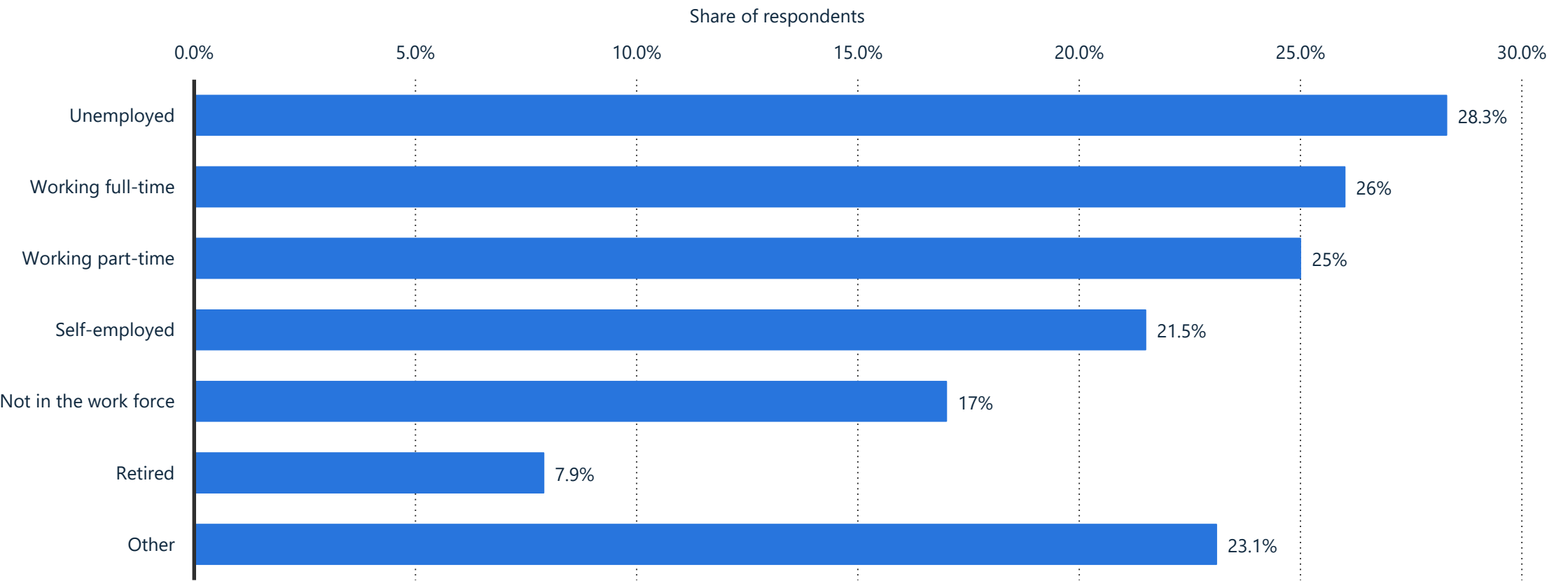
Provincial Canadian recreational cannabis usage in the last year 2018



Note: Canada; May 15 to July 9, 2018; 16 years and older; 12,958
Further information regarding this statistic can be found on [page 46](#).
Source(s): Advanis; Government of Canada; [ID 812744](#)

Consumers who have used cannabis in the past year for non-medical purposes in Canada in 2018, by employment status*

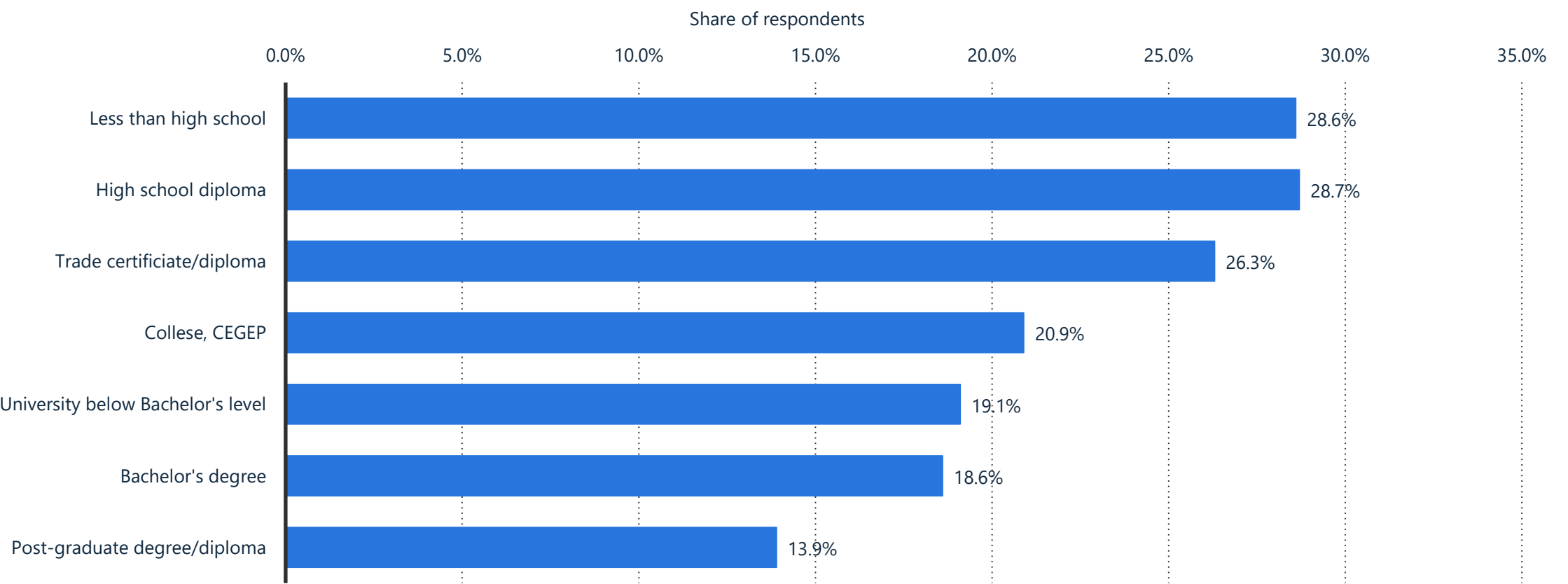
Canadian recreational cannabis usage by employment status 2018



Note: Canada; May 15 to July 9, 2018; 16 years and older; 12,958
Further information regarding this statistic can be found on [page 47](#).
Source(s): Advanis; Government of Canada; [ID 812774](#)

Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by education level*

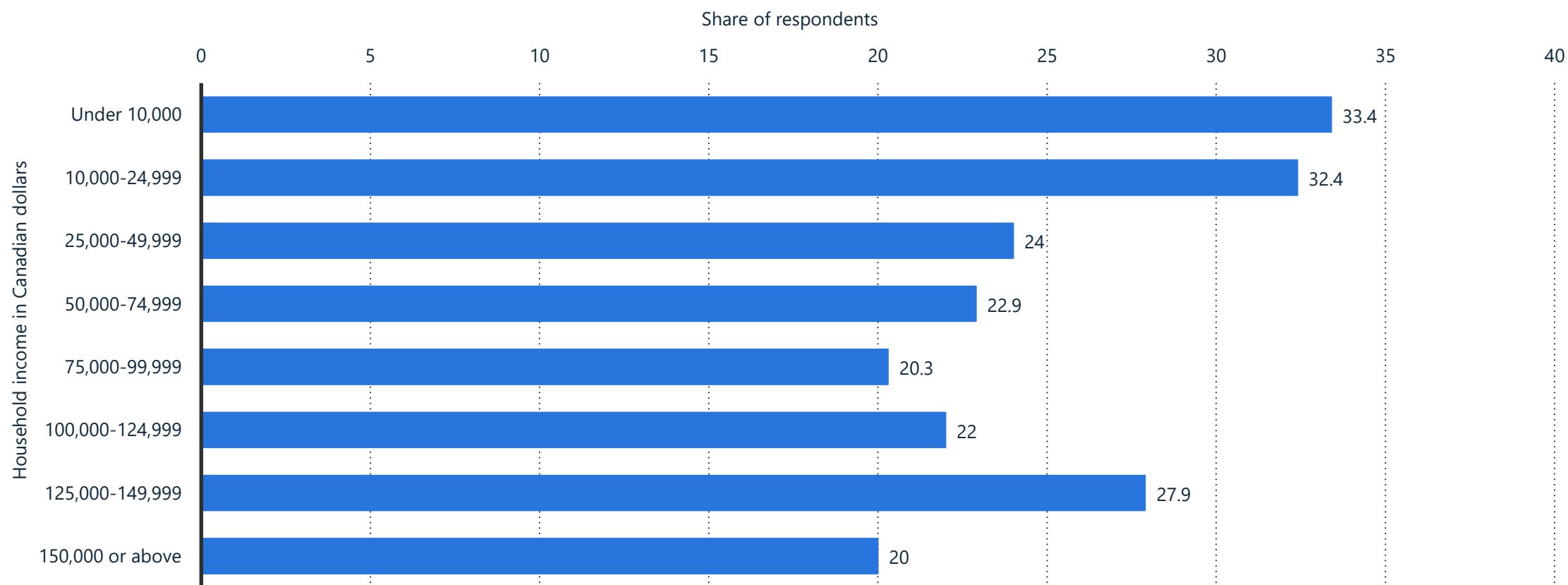
Canadian recreational cannabis usage by education 2018



Note: Canada; May 15 to July 9, 2018; 16 years and older; 12,958
Further information regarding this statistic can be found on [page 48](#).
Source(s): Advanis; Government of Canada; [ID 812780](#)

Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by household income*

Canadian recreational cannabis usage by household income 2018



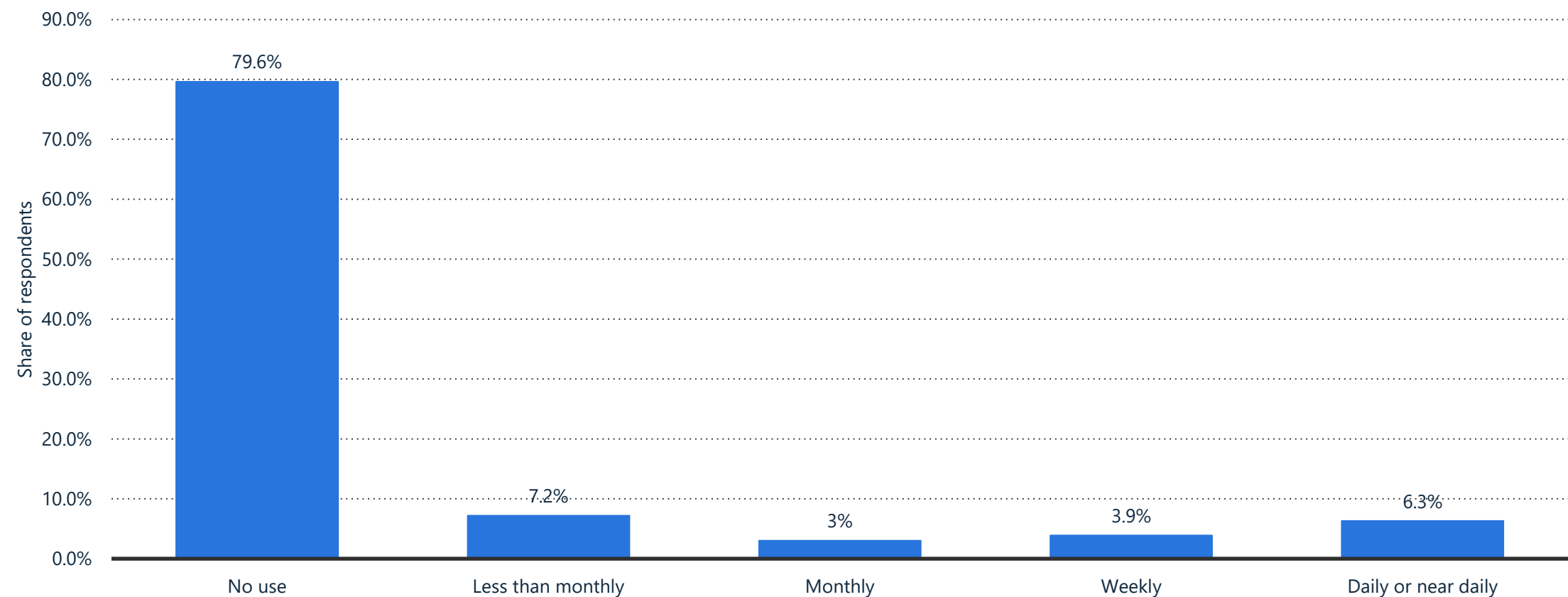
Note: Canada; May 15 to July 9, 2018; 16 years and older; 12,958

Further information regarding this statistic can be found on [page 49](#).

Source(s): Advanis; Government of Canada; [ID 812793](#)

Expected frequency of cannabis use in the next three months in Canada as of June 2019*

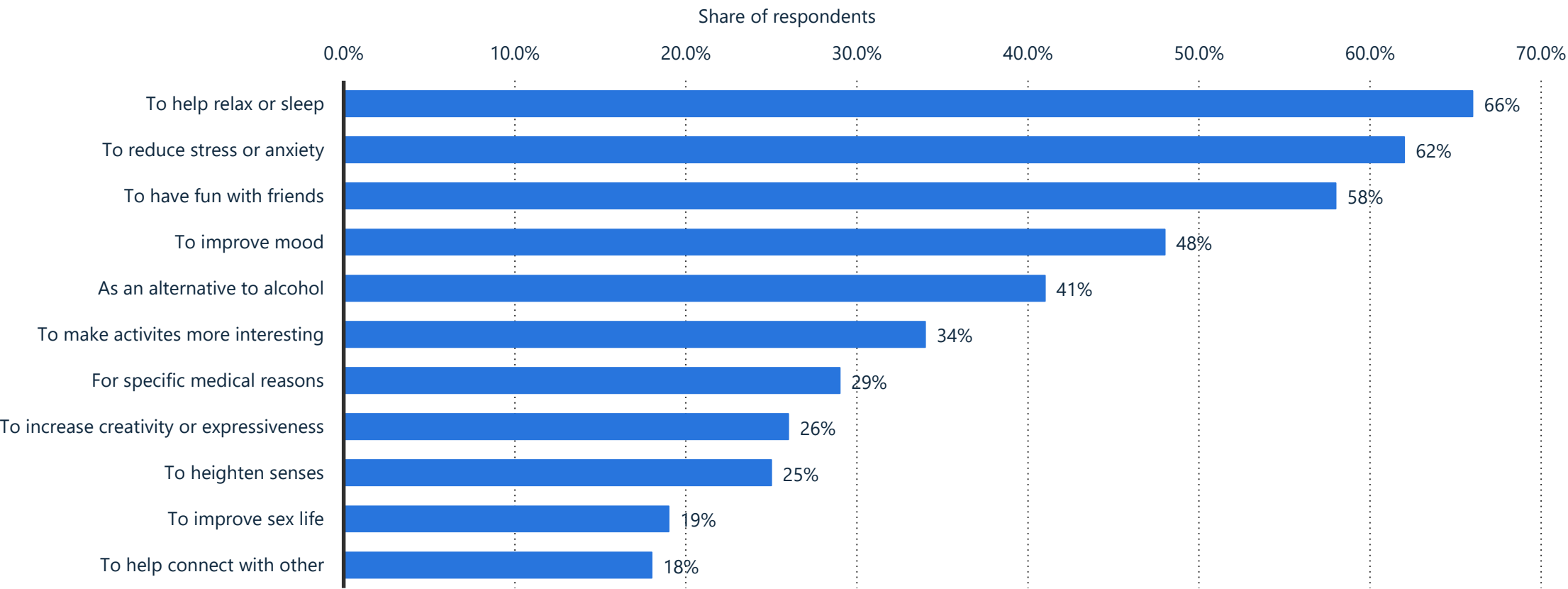
Expected cannabis use in the next three months among Canadians 2019



Note: Canada; May to June, 2019; 15 years and older; 6,466; non-institutionalized persons
Further information regarding this statistic can be found on [page 50](#).
Source(s): StatCan; [ID 967782](#)

Leading reasons for recreational cannabis use in Canada as of March 2018

Canadian reasons to use recreational cannabis 2018



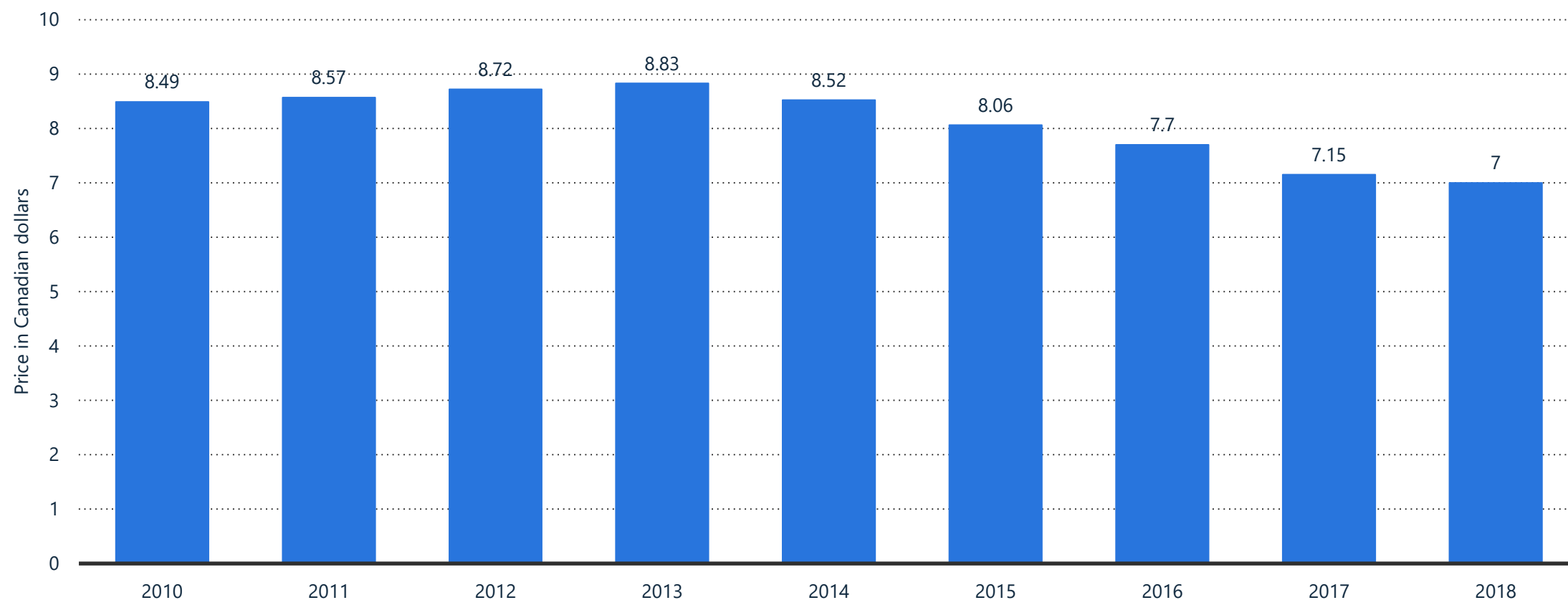
Note: Canada; March 6 to March 20, 2018; 18 years and older; 1,500
Further information regarding this statistic can be found on [page 51](#).
Source(s): Deloitte; [ID 868214](#)

RECREATIONAL MARIJUANA IN CANADA

Consumer expenditure

Average consumer prices of cannabis in Canada from 2010 to 2018 (in Canadian dollars per gram)*

Canadian consumer prices of cannabis 2010-2018



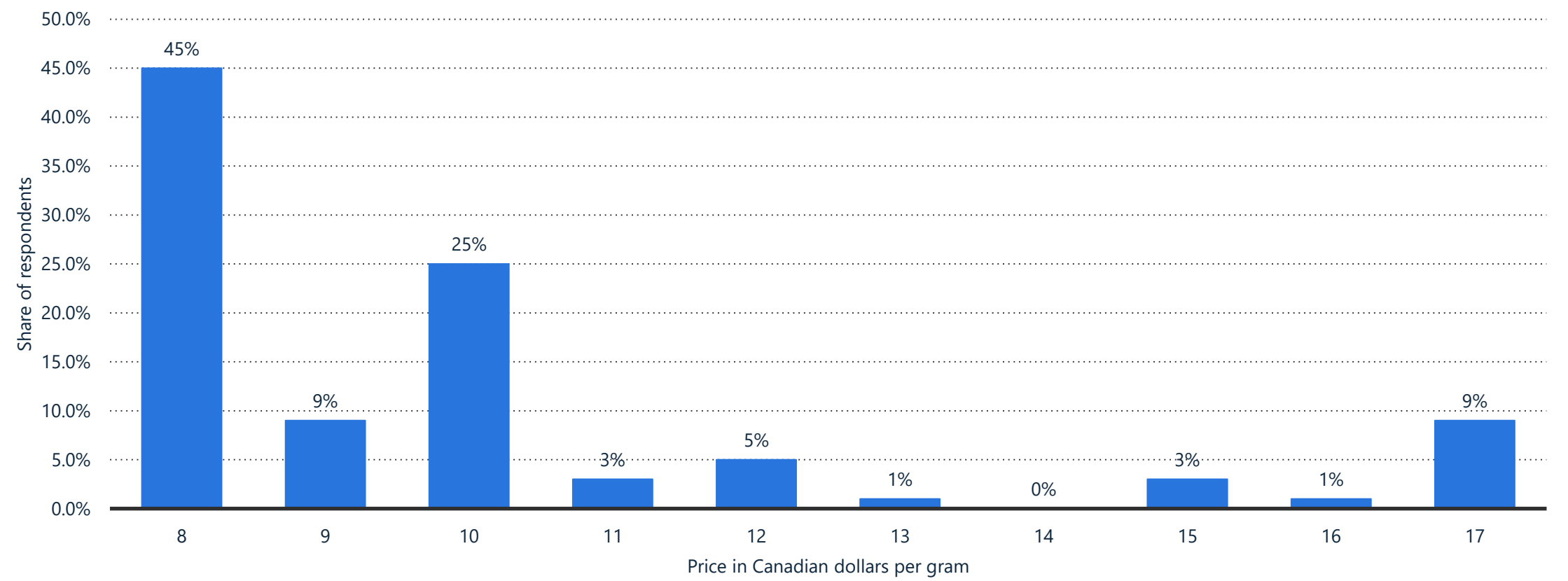
Note: Canada; 2010 to 2018

Further information regarding this statistic can be found on [page 52](#).

Source(s): StatCan; [ID 811638](#)

Opinion on what is a reasonable price for a gram of legal cannabis in Canada as of October 2018*

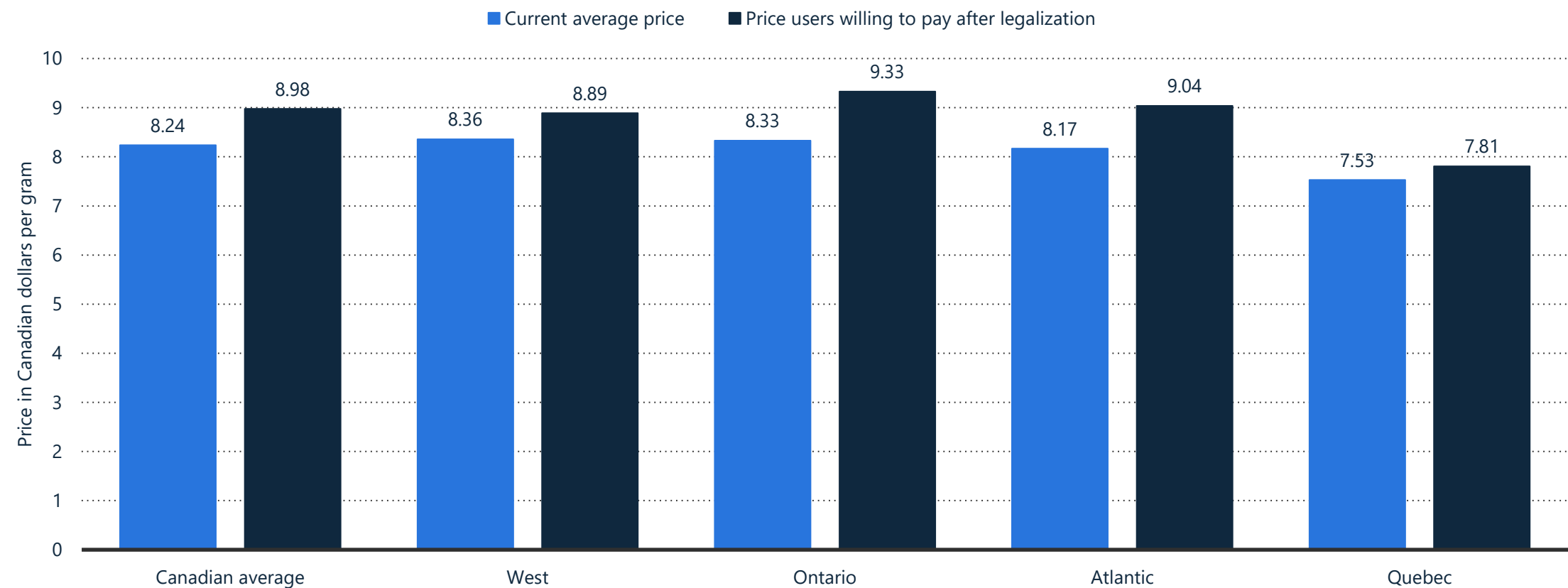
Canadian opinion on a reasonable price for legal marijuana 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 508 Respondents
Further information regarding this statistic can be found on [page 53](#).
Source(s): Forum Research; [ID 971492](#)

Price consumers are willing to pay for cannabis after legalization in Canada as of March 2018, by region (in Canadian dollars per gram)

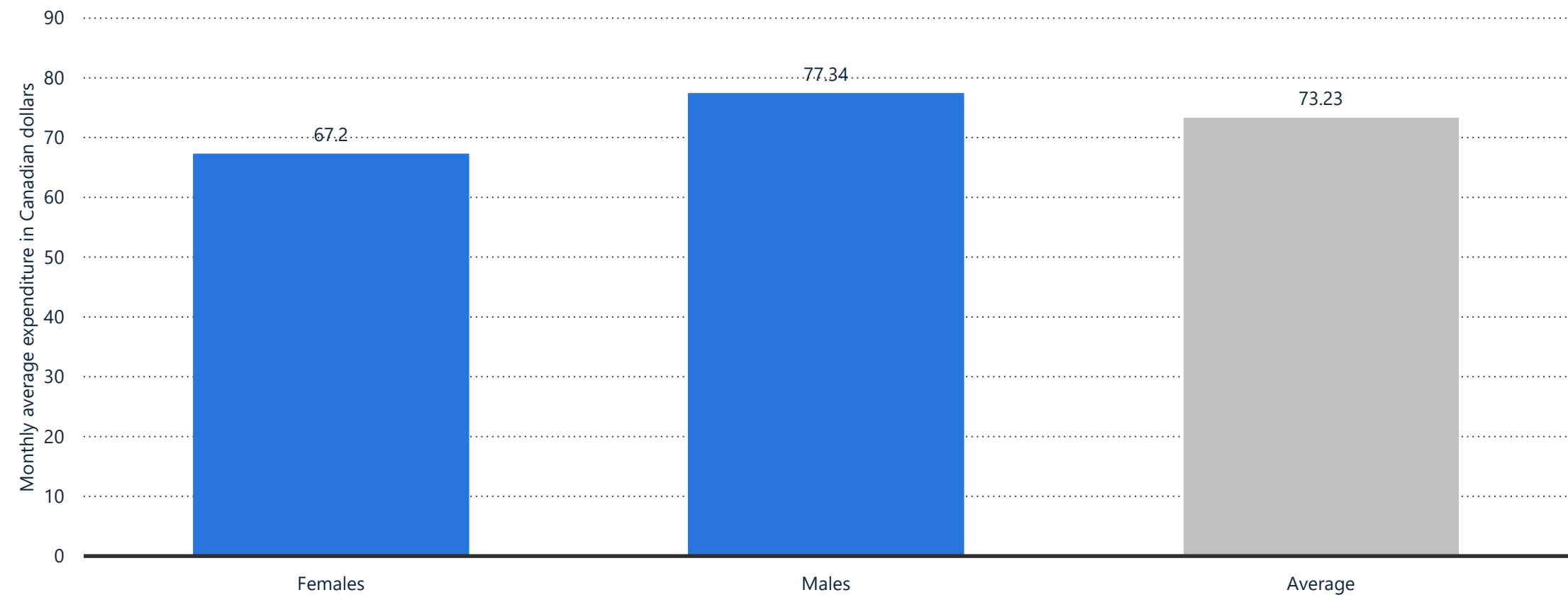
Price Canadian users are willing to pay for legal cannabis by region 2018



Note: Canada; March 6 to March 20, 2018; 18 years and older; 1,500
Further information regarding this statistic can be found on [page 54](#).
Source(s): Deloitte; [ID 868206](#)

Average monthly expenditure on non-medical cannabis in Canada in 2018, by gender (in Canadian dollars)*

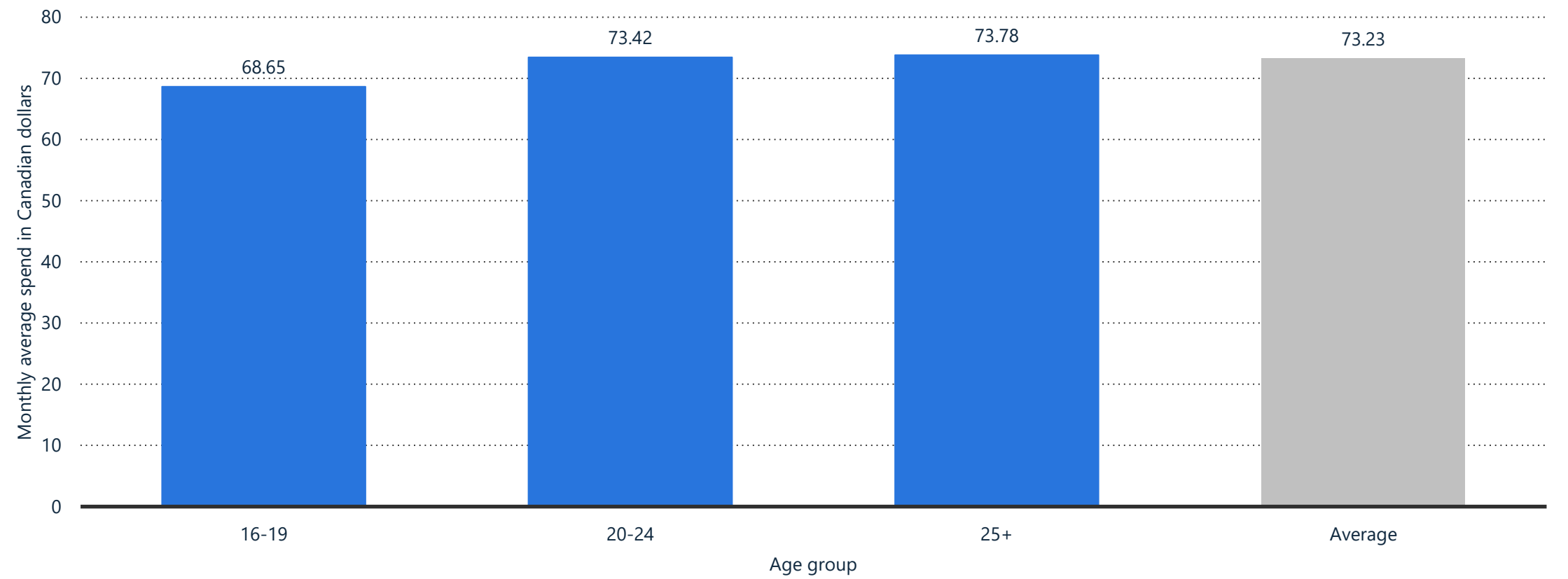
Canadian average monthly expenditure on cannabis by gender 2018



Note: Canada; May 15 to July 9, 2018; 16 years and older; 3,395; past 12-month users
Further information regarding this statistic can be found on [page 55](#).
Source(s): Advanis; Government of Canada; [ID 813234](#)

Average monthly expenditure on non-medical cannabis in Canada in 2018, by age group (in Canadian dollars)

Canadian average monthly expenditure on cannabis by age group 2018



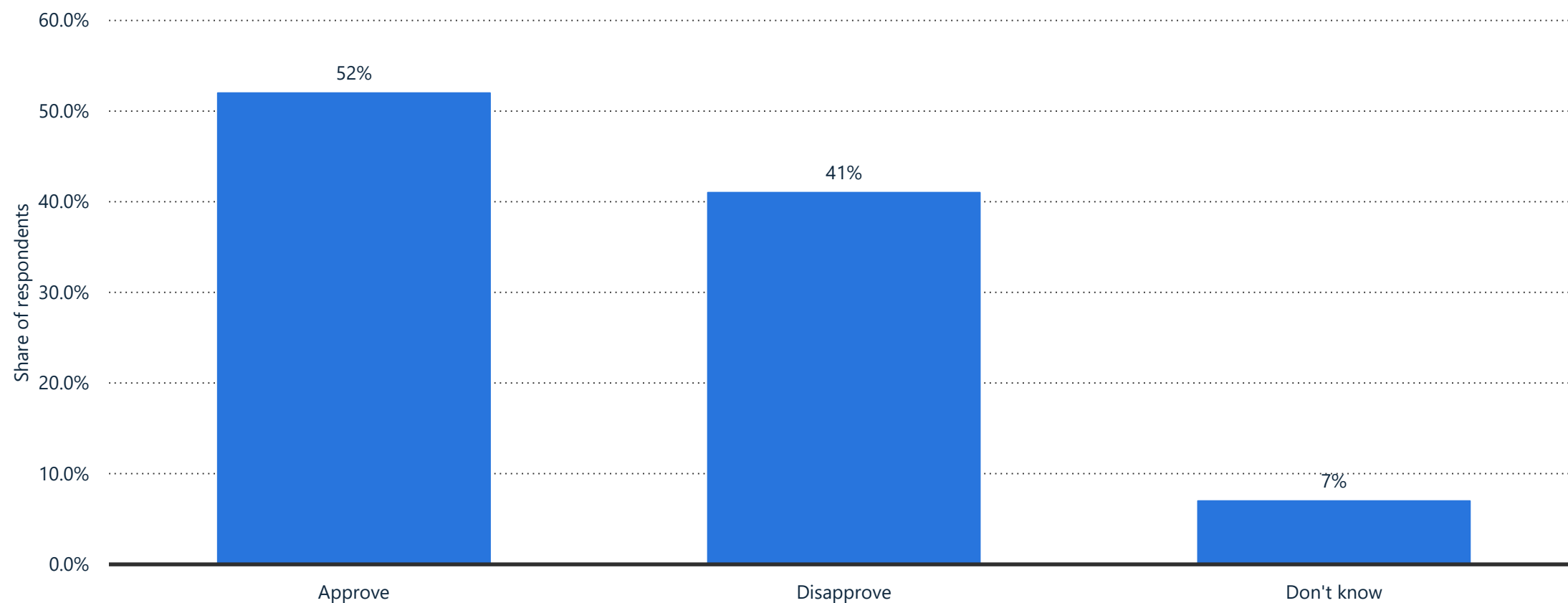
Note: Canada; May 15 to July 9, 2018; 16 years and older; 3,395; past 12-month users
Further information regarding this statistic can be found on [page 56](#).
Source(s): Advanis; Government of Canada; [ID 814118](#)

RECREATIONAL MARIJUANA IN CANADA

Opinions on legalization

Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018

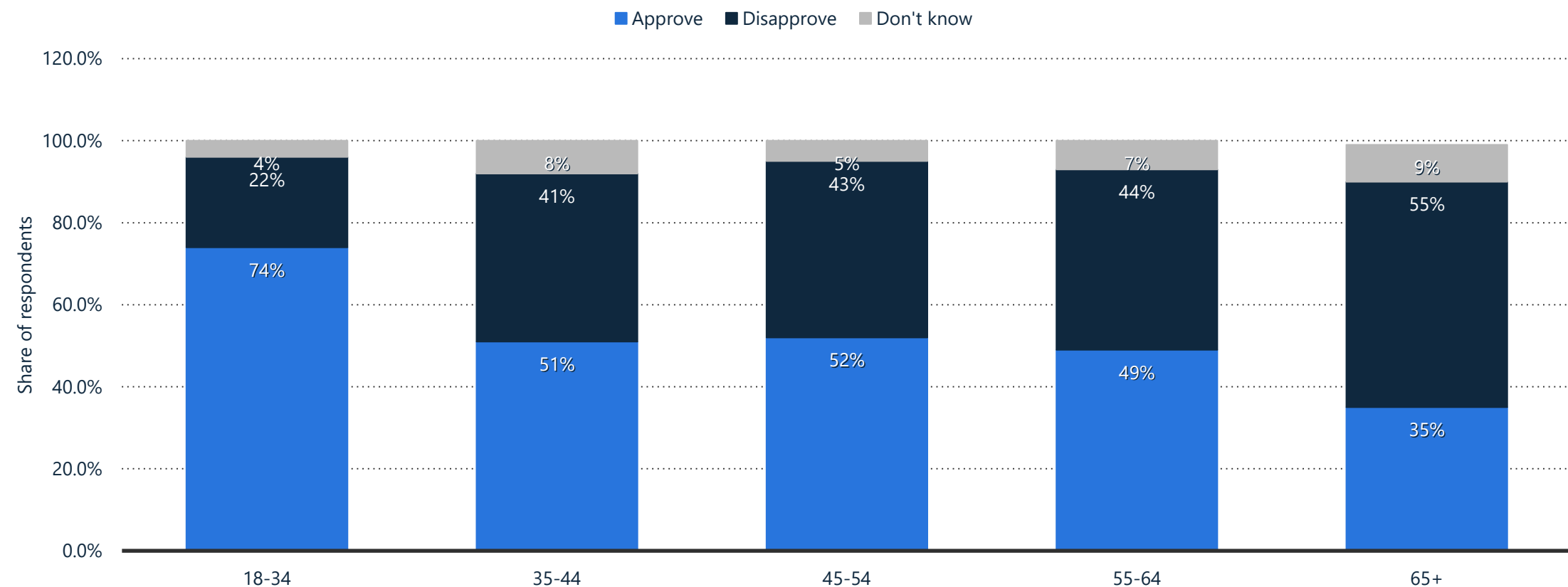
Approval of legalized marijuana among Canadians 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 1,226
Further information regarding this statistic can be found on [page 57](#).
Source(s): Forum Research; [ID 713235](#)

Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018, by age

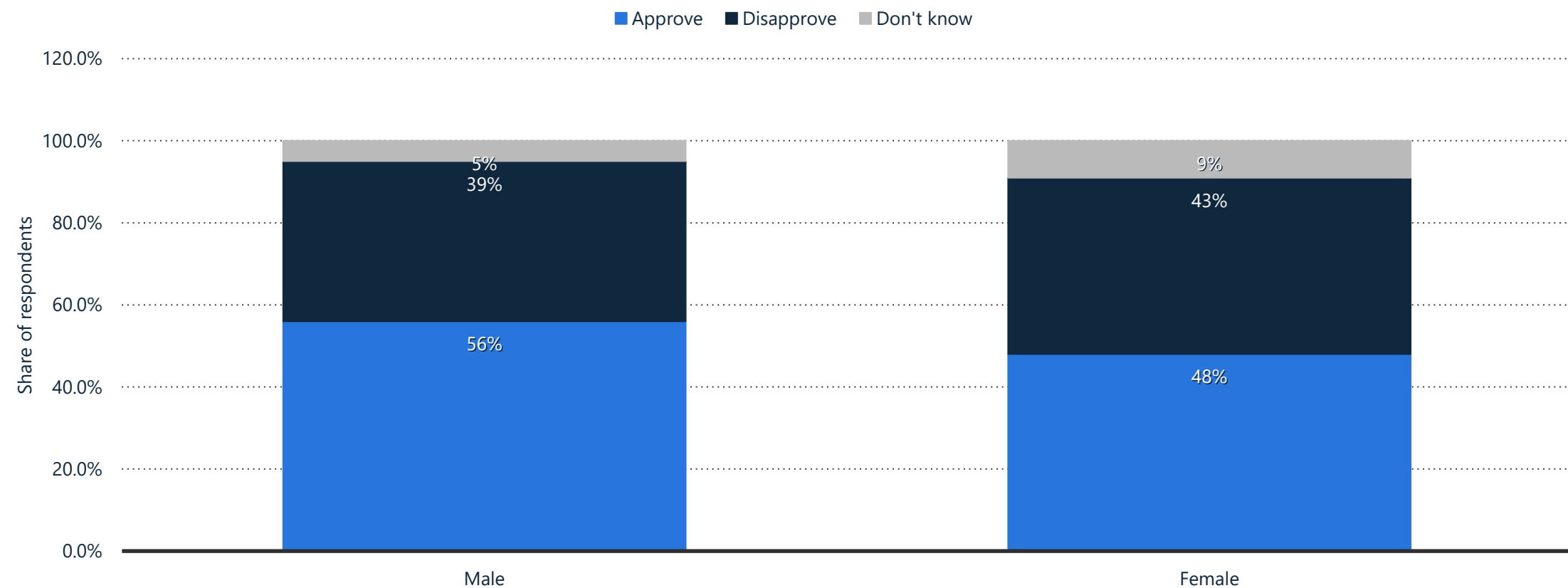
Approval of legalized marijuana among Canadians by age 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 1,226
Further information regarding this statistic can be found on [page 58](#).
Source(s): Forum Research; [ID 713290](#)

Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018, by gender

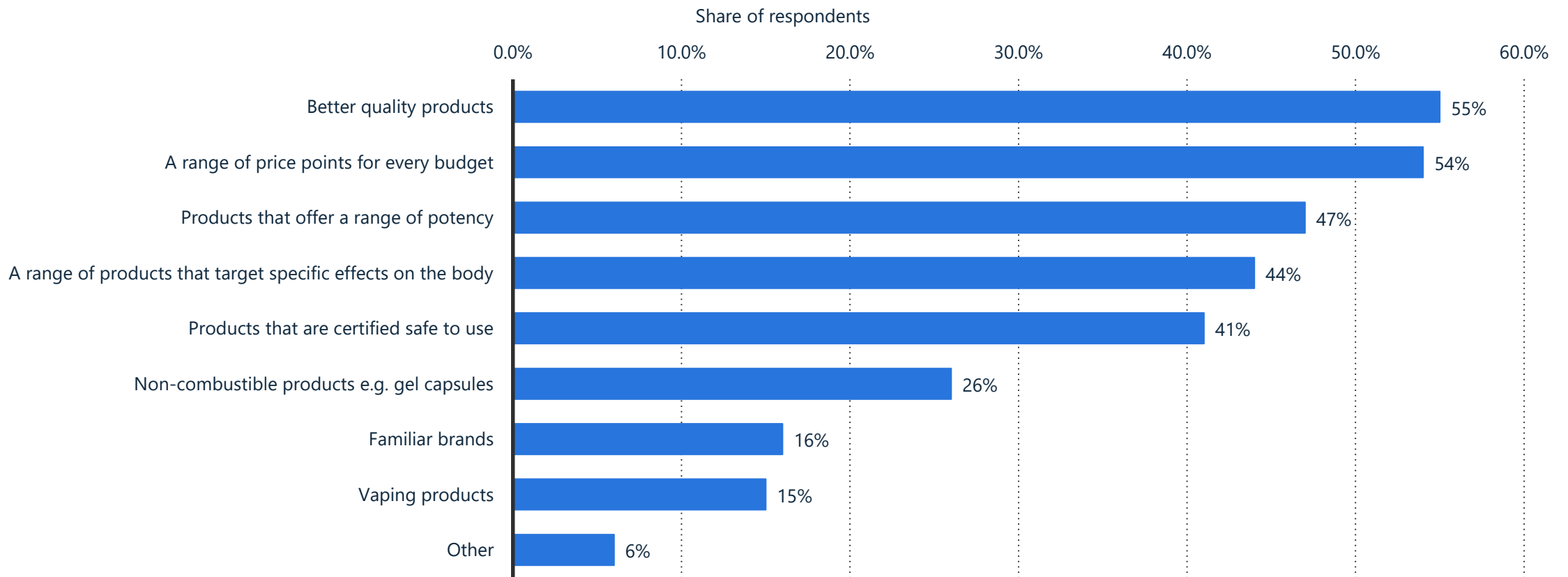
Approval of legalized marijuana among Canadians by gender 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 1,173
Further information regarding this statistic can be found on [page 59](#).
Source(s): Forum Research; [ID 713309](#)

Leading reasons for transition to legal cannabis purchase channels in Canada as of March 2018

Canadian reasons for using legal cannabis purchase channels 2018



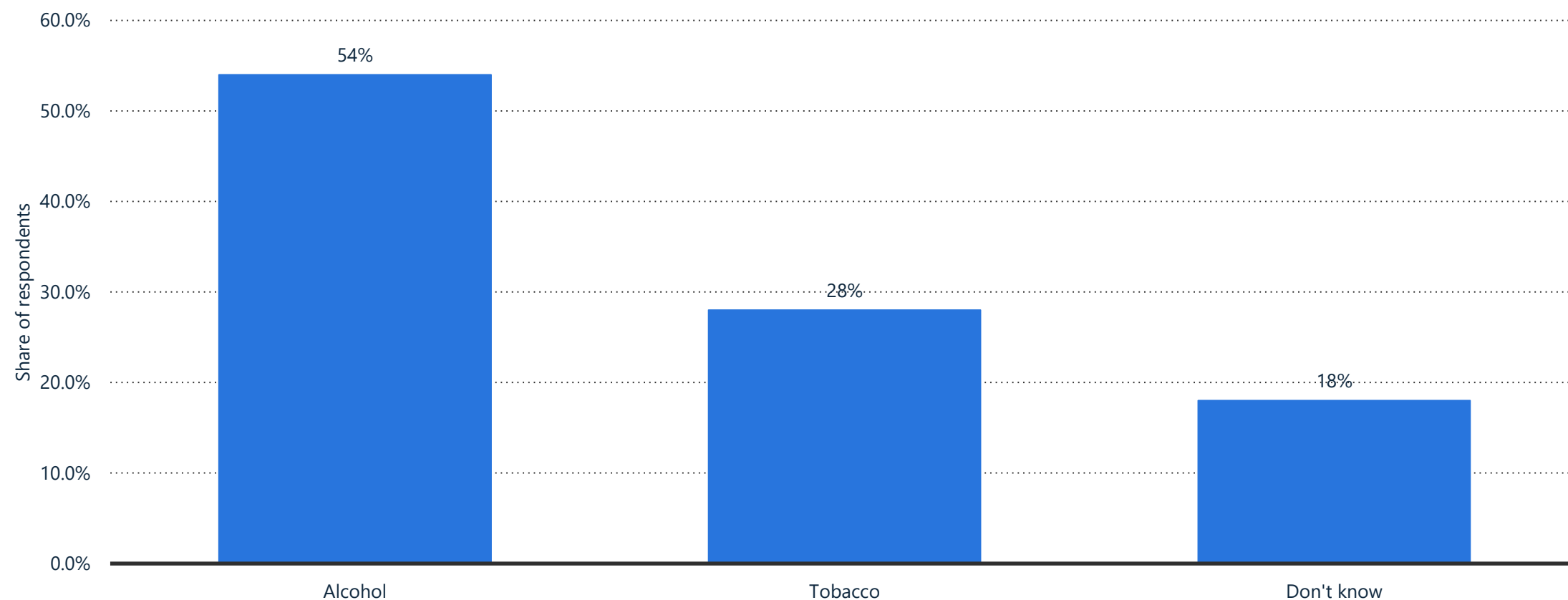
Note: Canada; March 6 to March 20, 2018; 18 years and older; 1,500

Further information regarding this statistic can be found on [page 60](#).

Source(s): Deloitte; [ID 868224](#)

Opinion on whether cannabis should be regulated like alcohol or tobacco in Canada as of October 2018*

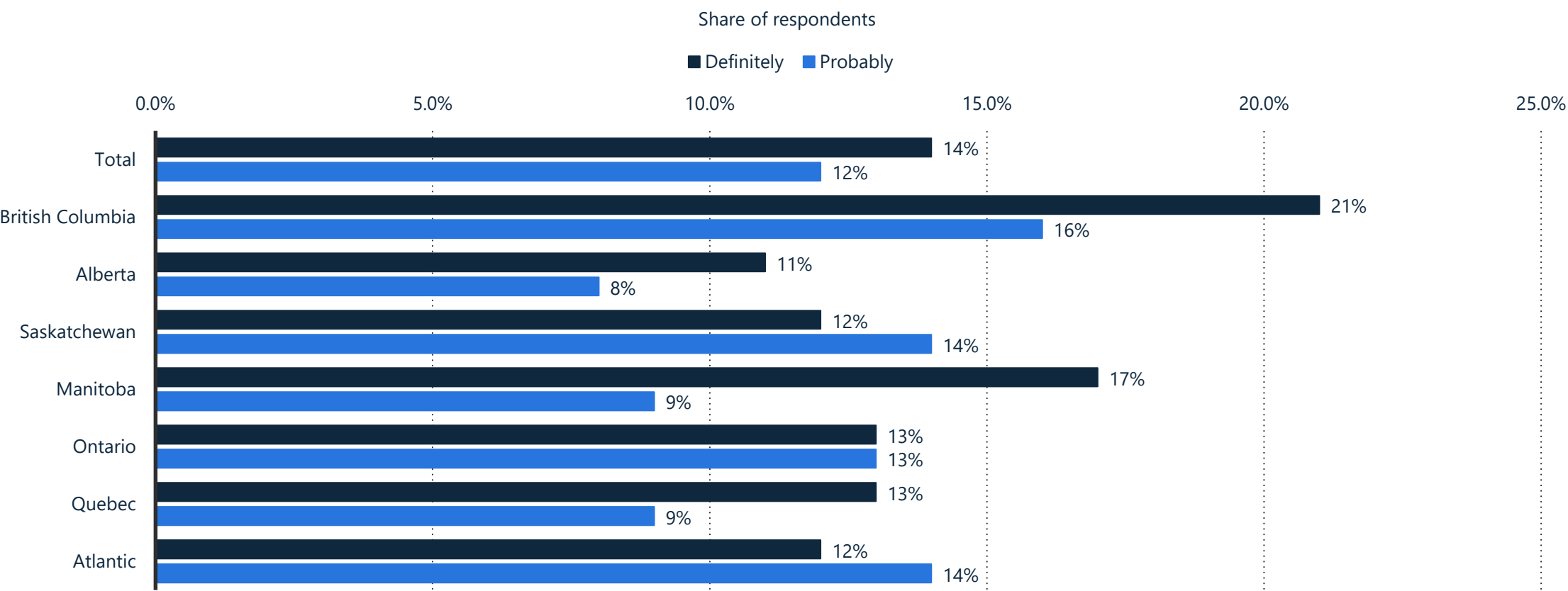
Canadian opinion if cannabis should be regulated like alcohol or tobacco 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 1,226
Further information regarding this statistic can be found on [page 61](#).
Source(s): Forum Research; [ID 971462](#)

Likelihood of consumers trying recreational marijuana once it is legalized in Canada as of September 2018, by region*

Likelihood of Canadian consumers to try marijuana once legalized by region 2018



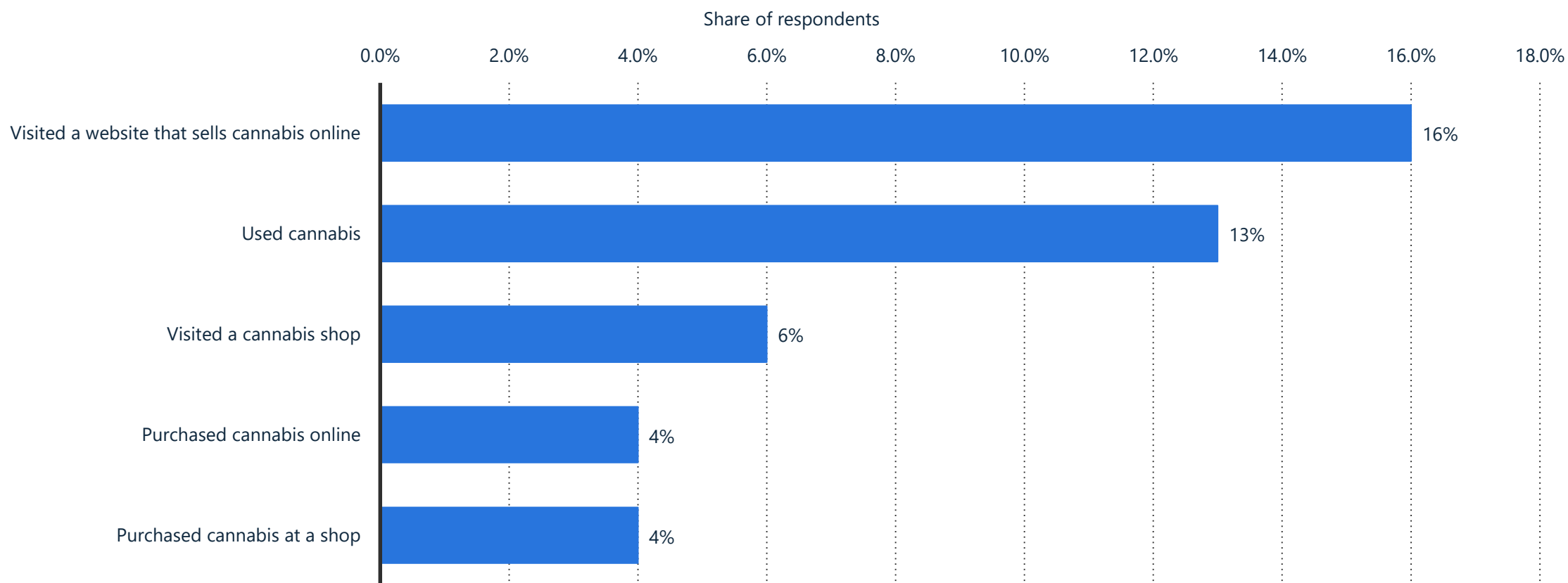
Note: Canada; September 4 to 7, 2018; 18 years and older; 1,500; Angus Reid Forum members
Further information regarding this statistic can be found on [page 62](#).
Source(s): Angus Reid Institute; [ID 920709](#)

RECREATIONAL MARIJUANA IN CANADA

Post-legalization consumer behavior

Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018*

Canadian consumer marijuana purchasing actions post legalization 2018



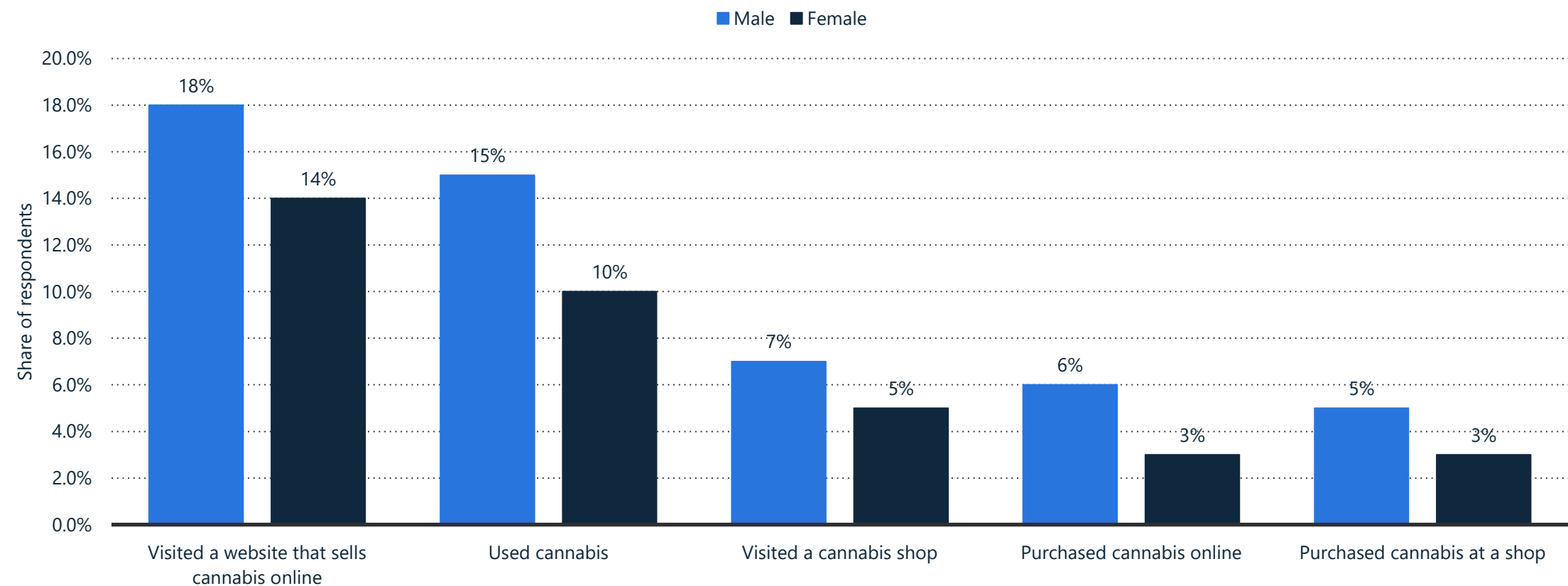
Note: Canada; October 24 to 29, 2018; 18 years and older; 1,500; Angus Reid Forum members

Further information regarding this statistic can be found on [page 63](#).

Source(s): Angus Reid Institute; [ID 943606](#)

Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018, by gender*

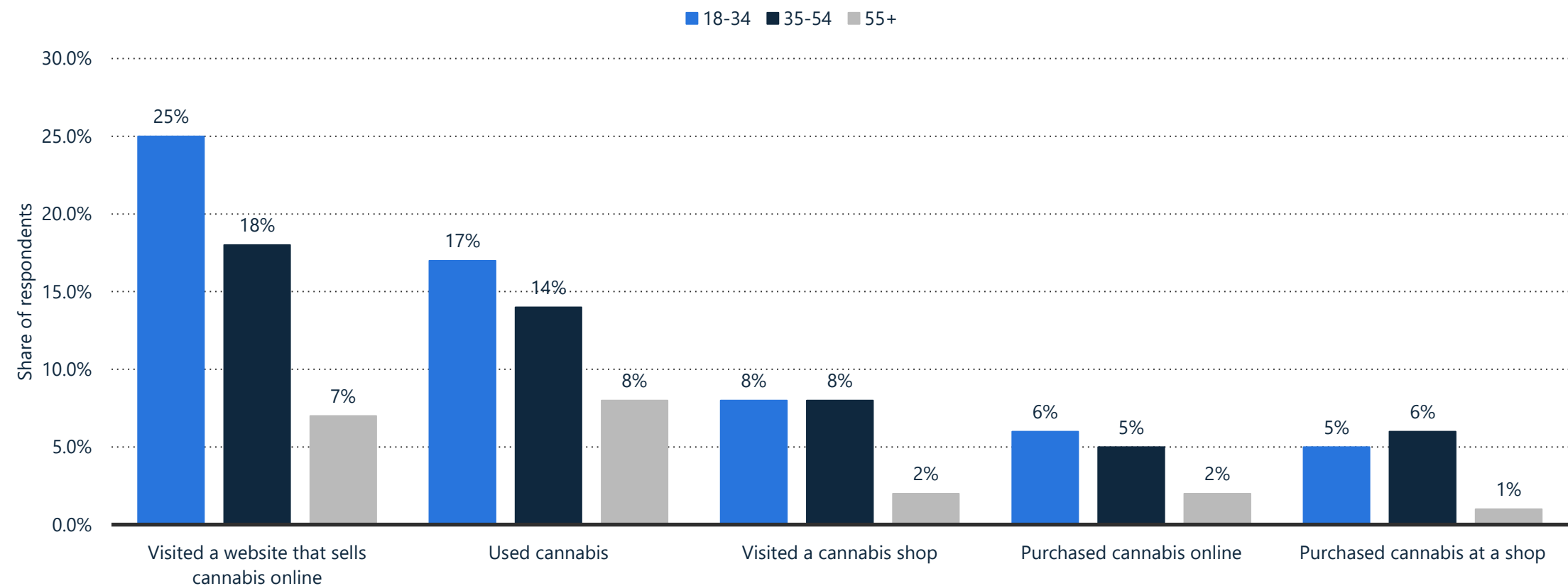
Canadian consumer marijuana purchasing actions post legalization by gender 2018



Note: Canada; October 24 to 29, 2018; 18 years and older; 1,500; Angus Reid Forum members
Further information regarding this statistic can be found on [page 64](#).
Source(s): Angus Reid Institute; [ID 944066](#)

Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018, by age group*

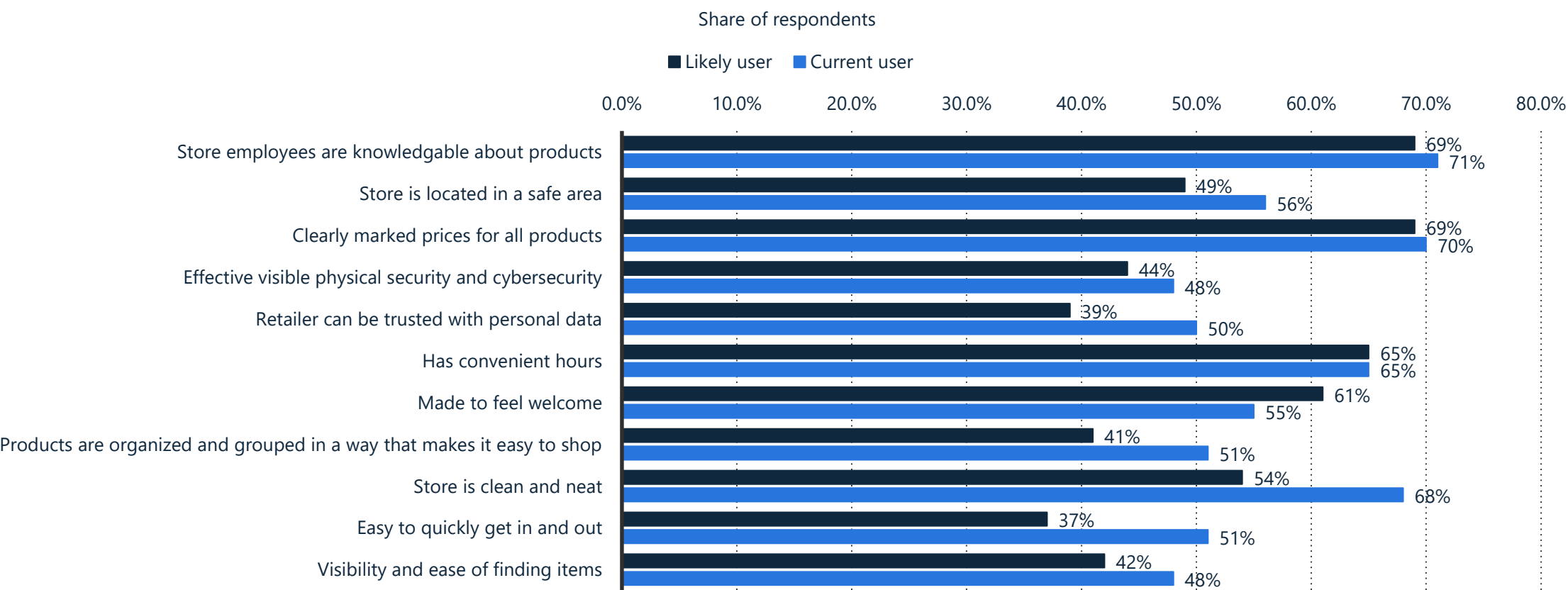
Canadian consumer marijuana purchasing actions post legalization by age 2018



Note: Canada; October 24 to 29, 2018; 18 years and older; 1,500; Angus Reid Forum members
Further information regarding this statistic can be found on [page 65](#).
Source(s): Angus Reid Institute; [ID 944061](#)

Must-have features in legal physical cannabis stores according to consumers in Canada as of March 2018, by type of user

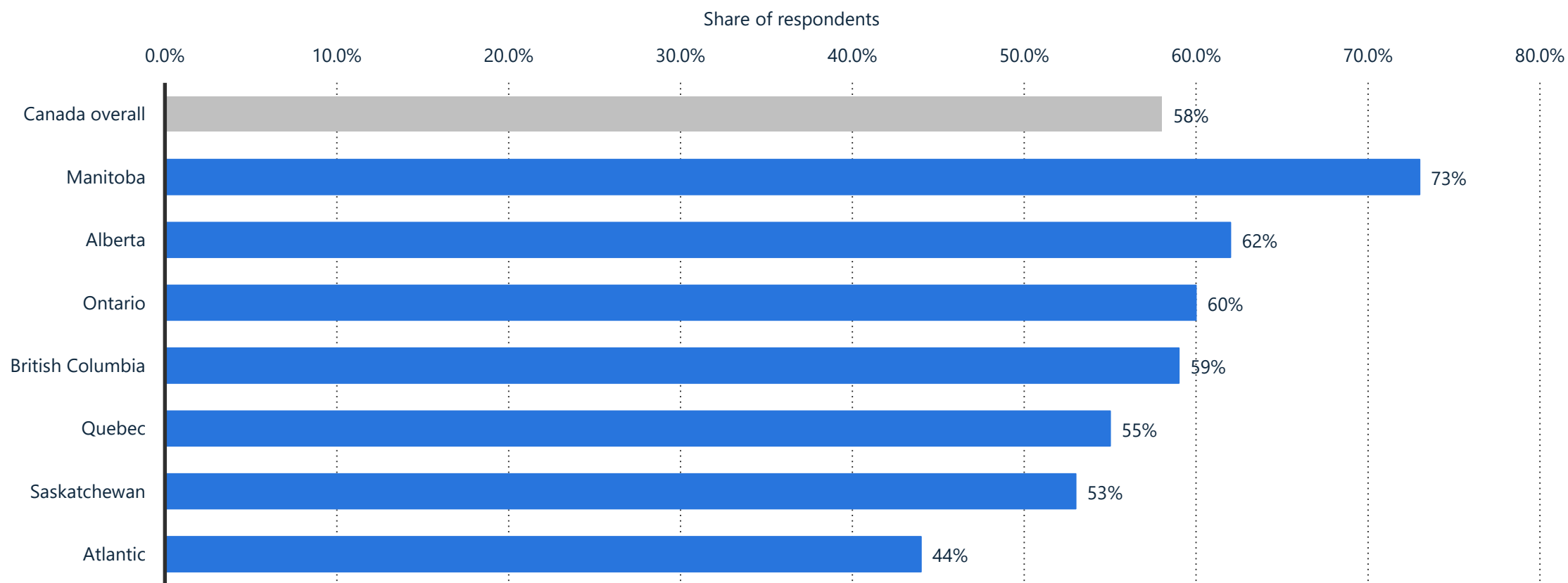
Canadian shopping preference for physical cannabis stores by user type 2018



Note: Canada; March 6 to March 20, 2018; 18 years and older; 1,500
Further information regarding this statistic can be found on [page 66](#).
Source(s): Deloitte; [ID 868247](#)

Consumers who do not know where they will be able to buy legal cannabis in Canada as of September 2018, by region

Canadians who do not know where to buy cannabis after legalization by region 2018



Note: Canada; September 2018; 1,510

Further information regarding this statistic can be found on [page 67](#).

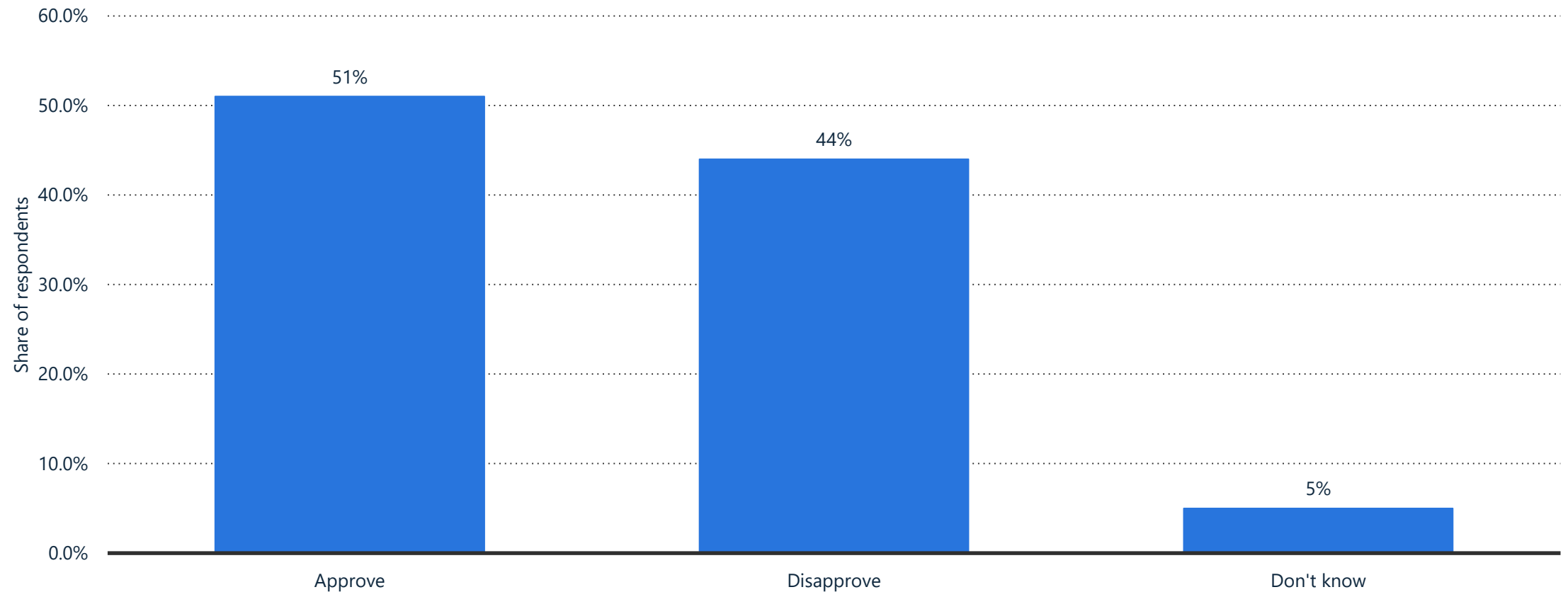
Source(s): Strategy Online; Lift News; [ID 915705](#)

RECREATIONAL MARIJUANA IN CANADA

Edibles

Opinion on the sale of cannabis edibles in Canada as of October 2018*

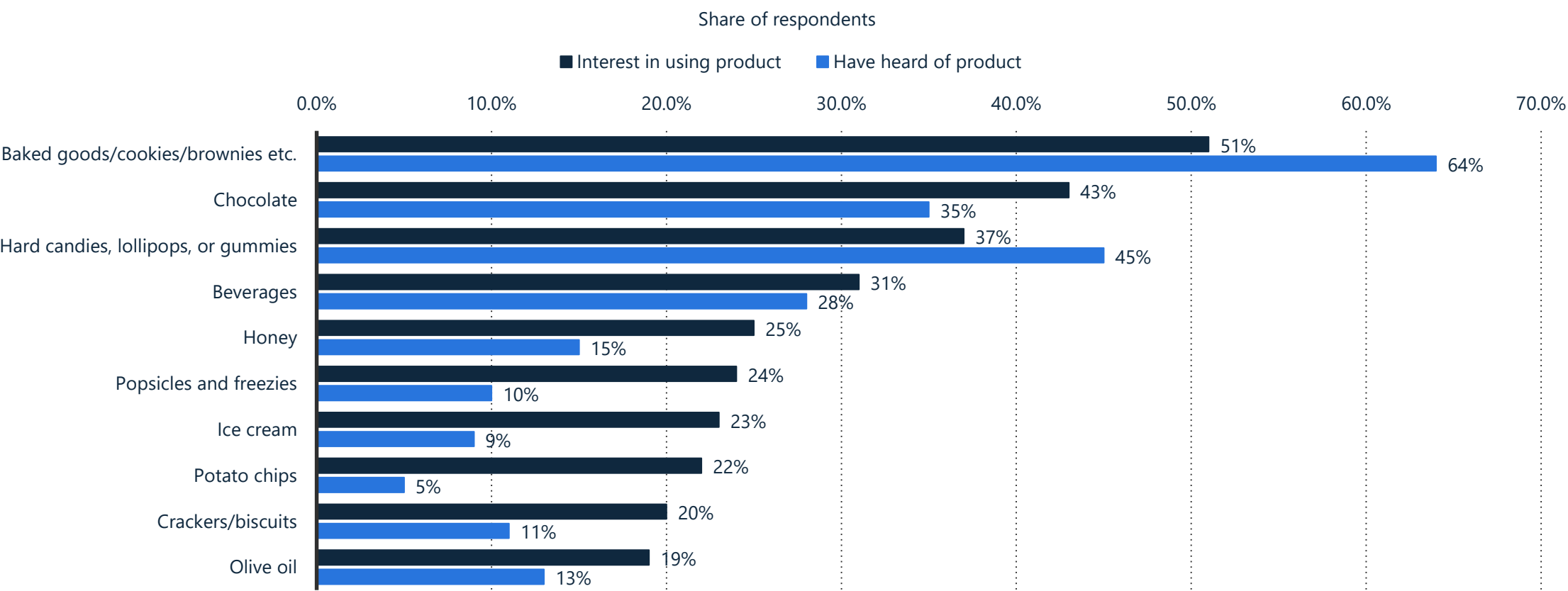
Approval of legalized marijuana edibles among Canadians 2018



Note: Canada; October 7 to 10, 2018; 18 years and older; 1,226
Further information regarding this statistic can be found on [page 68](#).
Source(s): Forum Research; [ID 971429](#)

Interest in potential cannabis-based edible products in Canada as of March 2018, by type

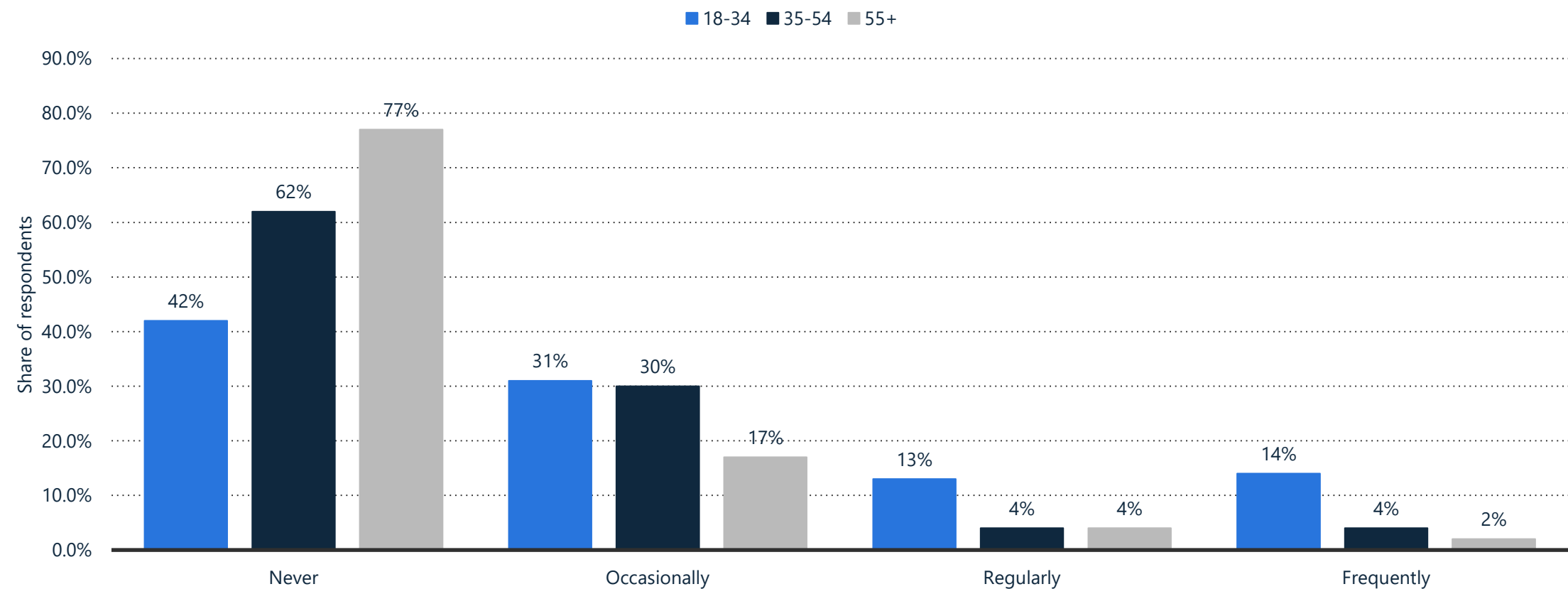
Canadian consumer interest in cannabis-based edible products by type 2018



Note: Canada; March 6 to March 20, 2018; 18 years and older; 1,500
Further information regarding this statistic can be found on [page 69](#).
Source(s): Deloitte; [ID 868238](#)

Frequency of consuming marijuana edibles for recreational purposes in Canada as of September 2017, by age group

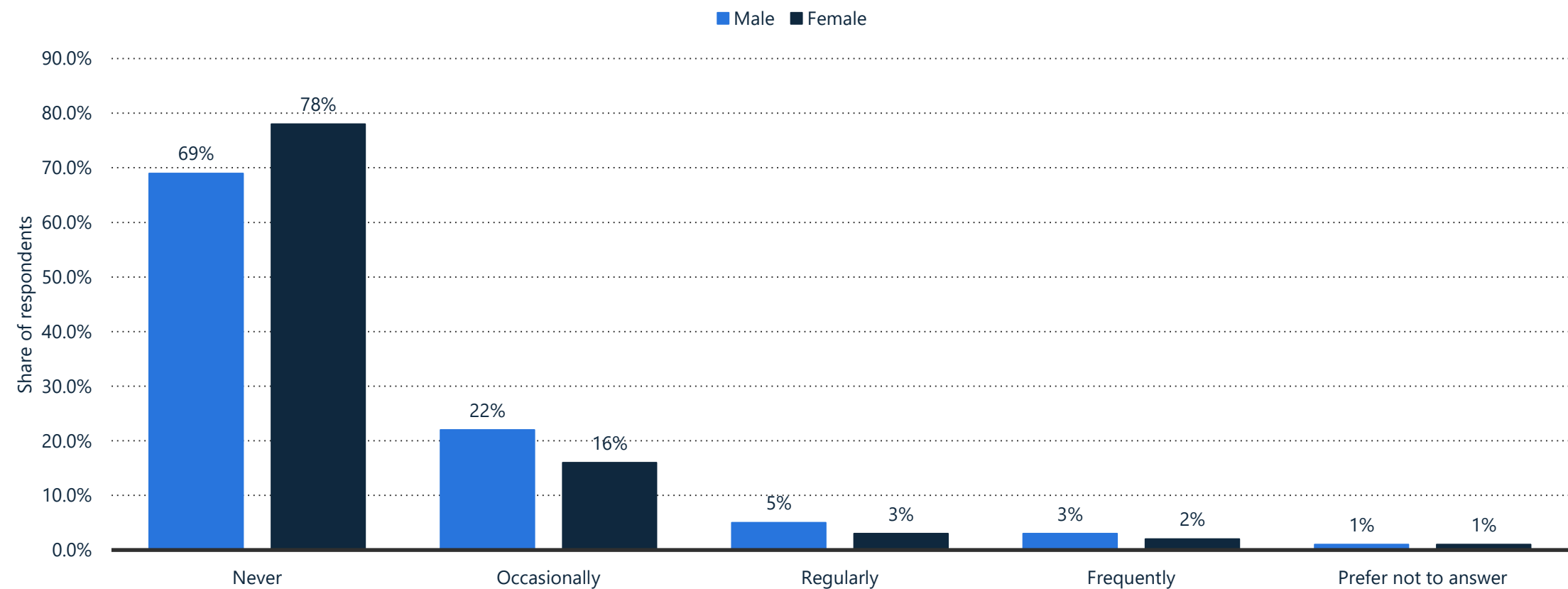
Canadian frequency of consuming recreational marijuana edibles by age group 2017



Note: Canada; September 15 to 18, 2017; 18 years and older; 1,001
Further information regarding this statistic can be found on [page 70](#).
Source(s): Ipsos North America; Global News ; [ID 815301](#)

Frequency of consuming marijuana edibles for recreational purposes in Canada as of September 2017, by gender

Canadian frequency of consuming recreational marijuana edibles by gender 2017



Note: Canada; September 15 to 18, 2017; 18 years and older; 1,001
Further information regarding this statistic can be found on [page 71](#).
Source(s): Ipsos North America; Global News ; [ID 815129](#)

RECREATIONAL MARIJUANA IN CANADA

References

Cannabis market sales for recreational use in the United States from 2014 to 2020 (in million U.S. dollars)

U.S. recreational use cannabis market sales 2014-2020

Source and methodology information

Source(s)	ArcView; MJardin; New Frontier Data
Conducted by	ArcView; New Frontier Data
Survey period	2014 and 2015
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ArcView; MJardin
Publication date	September 2016
Original source	The State of Legal Marijuana Markets, 4th Edition: Executive Summary, page 9 and 10
Website URL	visit the website

Notes:

* Forecast.

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Cannabis sales for recreational use in the United States in 2020, by state (in million U.S. dollars)*

U.S. recreational use cannabis market sales 2020, by state

Source and methodology information

Source(s)	ArcView; MJardin; New Frontier Data
Conducted by	ArcView; New Frontier Data
Survey period	as of 2016
Region(s)	United States
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	ArcView; MJardin
Publication date	September 2016
Original source	The State of Legal Marijuana Markets, 4th Edition: Executive Summary, page 36
Website URL	visit the website

Notes:

* Forecast.

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Size of the total cannabis market in Canada and California from 2014 to 2025 (in billion U.S. dollars)*

Total market size of cannabis in Canada and California from 2014 to 2025

Source and methodology information

Source(s)	New Frontier Data
Conducted by	New Frontier Data
Survey period	2016 to 2018
Region(s)	Canada, United States (California)
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	New Frontier Data
Publication date	July 2018
Original source	The Canada Cannabis Report: 2018 Industry Outlook, page 19
Website URL	visit the website

Notes:

*Includes legal and illicit, recreational and medical cannabis

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Medical and recreational marijuana market size in Canada assuming full legalization from 2015 to 2020, by sales price (in million Canadian dollars)*

Canada's marijuana market size with full legalization by sales price 2015-2020

Source and methodology information

Source(s)	Mackie Research
Conducted by	Mackie Research
Survey period	as of April 2016
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Mackie Research
Publication date	April 2016
Original source	Canadian Medical Marijuana Industry, page 27
Website URL	visit the website

Notes:

* Estimates assume Canada will fully legalize recreational marijuana in 2018. The study assumes recreational use would "constitute 30% and 67% of the total dried marijuana and extracts/oil market, respectively, at the end of the first year of full legalization, leaving the medical part at 70% and 33%, respectively."

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Marijuana and cannabis use among adults in Canada as of October 2018

Marijuana and cannabis use in Canada 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,226
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

This question was phrased by the source as follows: "Have you ever consumed cannabis?"

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Consumers who have used cannabis for non-medical purposes in the past three months in Canada as of December 2018, by demographic

Canadian past three month recreational cannabis usage by age and gender 2018

Source and methodology information

Source(s)	StatCan
Conducted by	StatCan
Survey period	November 13 to December 10, 2018
Region(s)	Canada
Number of respondents	5,684
Age group	15 years and older
Special characteristics	non-institutionalized persons
Published by	StatCan
Publication date	February 2019
Original source	statcan.gc.ca
Website URL	visit the website

Notes:

n.a.

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Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by province*

Provincial Canadian recreational cannabis usage in the last year 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	12,958
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product. ** Territories includes Yukon, Northwest Territories and Nunavut.

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Consumers who have used cannabis in the past year for non-medical purposes in Canada in 2018, by employment status*

Canadian recreational cannabis usage by employment status 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	12,958
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product.

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Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by education level*

Canadian recreational cannabis usage by education 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	12,958
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product.

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Consumers who have used cannabis for non-medical purposes in the past year in Canada in 2018, by household income*

Canadian recreational cannabis usage by household income 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	12,958
Age group	16 years and older
Special characteristics	<i>n.a.</i>
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product.

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Expected frequency of cannabis use in the next three months in Canada as of June 2019*

Expected cannabis use in the next three months among Canadians 2019

Source and methodology information

Source(s)	StatCan
Conducted by	StatCan
Survey period	May to June, 2019
Region(s)	Canada
Number of respondents	6,466
Age group	15 years and older
Special characteristics	non-institutionalized persons
Published by	StatCan
Publication date	August 2019
Original source	statcan.gc.ca
Website URL	visit the website

Notes:

*Figures are for the first half of 2019 and represent combined data from the first and second quarters of 2019. Survey information refers to the survey carried out in Q2 of 2019. Figures may not total 100 percent due to rounding.

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Leading reasons for recreational cannabis use in Canada as of March 2018

Canadian reasons to use recreational cannabis 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	March 6 to March 20, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	June 2018
Original source	Deloitte - 2018 cannabis report, page 10
Website URL	visit the website

Notes:

More than once answer could be chosen.

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Average consumer prices of cannabis in Canada from 2010 to 2018 (in Canadian dollars per gram)*

Canadian consumer prices of cannabis 2010-2018

Source and methodology information

Source(s)	StatCan
Conducted by	StatCan
Survey period	2010 to 2018
Region(s)	Canada
Number of respondents	<i>n.a.</i>
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	StatCan
Publication date	October 2019
Original source	statcan.gc.ca
Website URL	visit the website

Notes:

*The consumer prices are a weighted average of prices collected for medical and non-medical consumption of cannabis. These prices are collected from the StatsCannabis crowdsourcing application and were projected backwards in time using historical models of cannabis pricing. The source did not provide an exact release date.

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Opinion on what is a reasonable price for a gram of legal cannabis in Canada as of October 2018*

Canadian opinion on a reasonable price for legal marijuana 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	508
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

* Original question: "In your opinion, which of the following is a reasonable price for one gram of legal cannabis?"

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Price consumers are willing to pay for cannabis after legalization in Canada as of March 2018, by region (in Canadian dollars per gram)

Price Canadian users are willing to pay for legal cannabis by region 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	March 6 to March 20, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	June 2018
Original source	Deloitte - 2018 cannabis report, page 7
Website URL	visit the website

Notes:

n.a.

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Average monthly expenditure on non-medical cannabis in Canada in 2018, by gender (in Canadian dollars)*

Canadian average monthly expenditure on cannabis by gender 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	3,395
Age group	16 years and older
Special characteristics	past 12-month users
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product.

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Average monthly expenditure on non-medical cannabis in Canada in 2018, by age group (in Canadian dollars)

Canadian average monthly expenditure on cannabis by age group 2018

Source and methodology information

Source(s)	Advanis; Government of Canada
Conducted by	Advanis
Survey period	May 15 to July 9, 2018
Region(s)	Canada
Number of respondents	3,395
Age group	16 years and older
Special characteristics	past 12-month users
Published by	Government of Canada
Publication date	August 2018
Original source	canada.ca
Website URL	visit the website

Notes:

* Cannabis use for non-medical purposes is defined as use for a range of non-medical reasons (e.g., socially for enjoyment, pleasure, amusement or for spiritual, lifestyle and other non-medical reasons). Cannabis use includes using cannabis in its dry form or when mixed or processed into another product, such as an edible, a concentrate, including hashish, a liquid, or other product.

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Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018

Approval of legalized marijuana among Canadians 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,226
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

Original question: "Do you approve or disapprove of legalized cannabis?"

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Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018, by age

Approval of legalized marijuana among Canadians by age 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,226
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

Original question: "Do you approve or disapprove of legalized cannabis?" Figures may not total 100 percent due to rounding.

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Share of Canadians who approve or disapprove of legalized cannabis in Canada as of October 2018, by gender

Approval of legalized marijuana among Canadians by gender 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,173
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

Original question: "Do you approve or disapprove of legalized cannabis?" Figures may not total 100 percent due to rounding.

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Leading reasons for transition to legal cannabis purchase channels in Canada as of March 2018

Canadian reasons for using legal cannabis purchase channels 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	March 6 to March 20, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	June 2018
Original source	Deloitte - 2018 cannabis report, page 11
Website URL	visit the website

Notes:

n.a.

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Opinion on whether cannabis should be regulated like alcohol or tobacco in Canada as of October 2018*

Canadian opinion if cannabis should be regulated like alcohol or tobacco 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,226
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

* Original question: "In your opinion, should cannabis be regulated like alcohol or tobacco?"

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Likelihood of consumers trying recreational marijuana once it is legalized in Canada as of September 2018, by region*

Likelihood of Canadian consumers to try marijuana once legalized by region 2018

Source and methodology information

Source(s)	Angus Reid Institute
Conducted by	Angus Reid Institute
Survey period	September 4 to 7, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	Angus Reid Forum members
Published by	Angus Reid Institute
Publication date	September 2018
Original source	angusreid.org
Website URL	visit the website

Notes:

* Legalization of cannabis will take place on October 17, 2018.

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Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018*

Canadian consumer marijuana purchasing actions post legalization 2018

Source and methodology information

Source(s)	Angus Reid Institute
Conducted by	Angus Reid Institute
Survey period	October 24 to 29, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	Angus Reid Forum members
Published by	Angus Reid Institute
Publication date	November 2018
Original source	angusreid.org
Website URL	visit the website

Notes:

* Since the legalization of recreational cannabis on October 17, 2018.

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Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018, by gender*

Canadian consumer marijuana purchasing actions post legalization by gender 2018

Source and methodology information

Source(s)	Angus Reid Institute
Conducted by	Angus Reid Institute
Survey period	October 24 to 29, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	Angus Reid Forum members
Published by	Angus Reid Institute
Publication date	November 2018
Original source	angusreid.org
Website URL	visit the website

Notes:

* Since the legalization of recreational cannabis on October 17, 2018.

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Cannabis purchasing and consumption behavior since legalization in Canada as of October 2018, by age group*

Canadian consumer marijuana purchasing actions post legalization by age 2018

Source and methodology information

Source(s)	Angus Reid Institute
Conducted by	Angus Reid Institute
Survey period	October 24 to 29, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	Angus Reid Forum members
Published by	Angus Reid Institute
Publication date	November 2018
Original source	angusreid.org
Website URL	visit the website

Notes:

* Since the legalization of recreational cannabis on October 17, 2018.

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Must-have features in legal physical cannabis stores according to consumers in Canada as of March 2018, by type of user

Canadian shopping preference for physical cannabis stores by user type 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	March 6 to March 20, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	June 2018
Original source	Deloitte - 2018 cannabis report, page 21
Website URL	visit the website

Notes:

shopping preferences

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Consumers who do not know where they will be able to buy legal cannabis in Canada as of September 2018, by region

Canadians who do not know where to buy cannabis after legalization by region 2018

Source and methodology information

Source(s)	Strategy Online; Lift News
Conducted by	Lift News
Survey period	September 2018
Region(s)	Canada
Number of respondents	1,510
Age group	<i>n.a.</i>
Special characteristics	<i>n.a.</i>
Published by	Strategy Online
Publication date	September 2018
Original source	strategyonline.ca
Website URL	visit the website

Notes:

n.a.

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Opinion on the sale of cannabis edibles in Canada as of October 2018*

Approval of legalized marijuana edibles among Canadians 2018

Source and methodology information

Source(s)	Forum Research
Conducted by	Forum Research (Forum Poll)
Survey period	October 7 to 10, 2018
Region(s)	Canada
Number of respondents	1,226
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Forum Research
Publication date	November 2018
Original source	poll.forumresearch.com
Website URL	visit the website

Notes:

* Original question: "Do you approve or disapprove of the sale of cannabis edibles like cookies, bars or drinks?"

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Interest in potential cannabis-based edible products in Canada as of March 2018, by type

Canadian consumer interest in cannabis-based edible products by type 2018

Source and methodology information

Source(s)	Deloitte
Conducted by	Deloitte
Survey period	March 6 to March 20, 2018
Region(s)	Canada
Number of respondents	1,500
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Deloitte
Publication date	June 2018
Original source	Deloitte - 2018 cannabis report, page 18
Website URL	visit the website

Notes:

n.a.

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Frequency of consuming marijuana edibles for recreational purposes in Canada as of September 2017, by age group

Canadian frequency of consuming recreational marijuana edibles by age group 2017

Source and methodology information

Source(s)	Ipsos North America; Global News
Conducted by	Ipsos North America; Global News
Survey period	September 15 to18, 2017
Region(s)	Canada
Number of respondents	1,001
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos North America
Publication date	September 2017
Original source	ipsos.com
Website URL	visit the website

Notes:

The question was phrased by the source as follows: "How often, if ever, do you consume marijuana edibles for recreational purposes?"

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Frequency of consuming marijuana edibles for recreational purposes in Canada as of September 2017, by gender

Canadian frequency of consuming recreational marijuana edibles by gender 2017

Source and methodology information

Source(s)	Ipsos North America; Global News
Conducted by	Ipsos North America; Global News
Survey period	September 15 to 18, 2017
Region(s)	Canada
Number of respondents	1,001
Age group	18 years and older
Special characteristics	<i>n.a.</i>
Published by	Ipsos North America
Publication date	September 2017
Original source	ipsos.com
Website URL	visit the website

Notes:

The question was phrased by the source as follows: "How often, if ever, do you consume marijuana edibles for recreational purposes?"

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