



Report

Alberta Gen Z Cannabis Study

For Policy Works

Date: 27 / 09 / 2024
Project: 83456-001



Methodology

How



An online survey.

Who



706 Alberta residents, aged 18-29.

When



Completed between August 22nd and September 9th, 2024, using Leger’s online panel, LEO and Leger DGTL.

Other



No margin of error can be associated with a non-probability sample (i.e. a web panel in this case). For comparative purposes, though, a probability sample of 706 respondents would have a margin of error of $\pm 3.7\%$, 19 times out of 20.

Weighting was completed by gender, age, and region of Alberta, based on Statistics Canada data.

Leger’s online panel

Leger’s online panel has more than 400,000 members nationally and has a retention rate of 90%.

Quality control

Stringent quality assurance measures allow Leger to achieve the high-quality standards set by the company. As a result, its methods of data collection and storage outperform the norms set by WAPOR (The World Association for Public Opinion Research). These measures are applied at every stage of the project: from data collection to processing, through to analysis. We aim to answer our clients’ needs with honesty, total confidentiality, and integrity.

Leger is the largest Canadian-owned market research and analytics company, with more than 600 employees in eight Canadian and US offices. Leger has been working with prestigious clients since 1986.

Key Findings

Cannabis Use Among Alberta Youth

- Seven-in-ten Alberta youth (aged 18-29) have used cannabis at least once in their lifetime. Two-in-ten (21%) use cannabis four times a week or more, with users who started before 18 years old consuming it more frequently.
- 64% of users consume cannabis to relax or relieve tension, with 34% indicating it's their primary reason for use. Less than one-in-ten (8%) users are medically authorized to use cannabis.
- **Impact on Health and behaviour:** Half of users (51%) have had negative experiences at some point after using cannabis. A similar number (48%) have had a problem with memory or concentration in the past six months after using cannabis. A fifth (20%) have at some point used cannabis in a situation that was potentially hazardous.

Purchase and Consumer Behaviour

- Half of cannabis users prefer to smoke their cannabis (48%) with dried flower/leaf being the most commonly used form (37%).
- Half (54%) purchased their cannabis from a licensed retailer every time they bought cannabis with price (26%) and THC content (23%) being the top considerations when deciding which cannabis to buy.
- Three-quarter (76%) say they are aware of the THC levels in the cannabis they use and most of those aware of these levels (82%) say it is an important factor for the cannabis they use.

Attitudes Towards Risks and Responsibility

- 39% of youth believe there is a moderate to high risk of physical harm when using cannabis once or twice a week, while 51% believe the same for mental harm.
- High potency THC concentrates for vaping (29%) are the products perceived as presenting the greatest risk to mental health.
- Three-quarter of Albertan youth (74%) believe it is somewhat or not likely that people driving under cannabis influence will be caught by police.

Legislation & Policy

- Three-in five (59%) of youth find cannabis easier to access since legalization, and 65% purchased cannabis from a legal, licensed cannabis store in the past 30 days.
- With respect to cannabis policies in the province, more than half support age restrictions on stronger cannabis products (57%), raising the legal purchasing age in the province (52%), enforcing a cap on cannabis strength and potency (55%), and/or taxing cannabis products based on their strength (53%).
- Most Alberta youth believe there should be more education in schools about cannabis (86%) and/or more public health information and other resources about cannabis to better inform adult consumers (89%).

30%

have never used cannabis during their lifetime.

31%

used cannabis prior to legalization

26%

believe it is likely a person will be caught by police if they drive under the influence of cannabis.

41%

believe there are too many retail cannabis stores in their community

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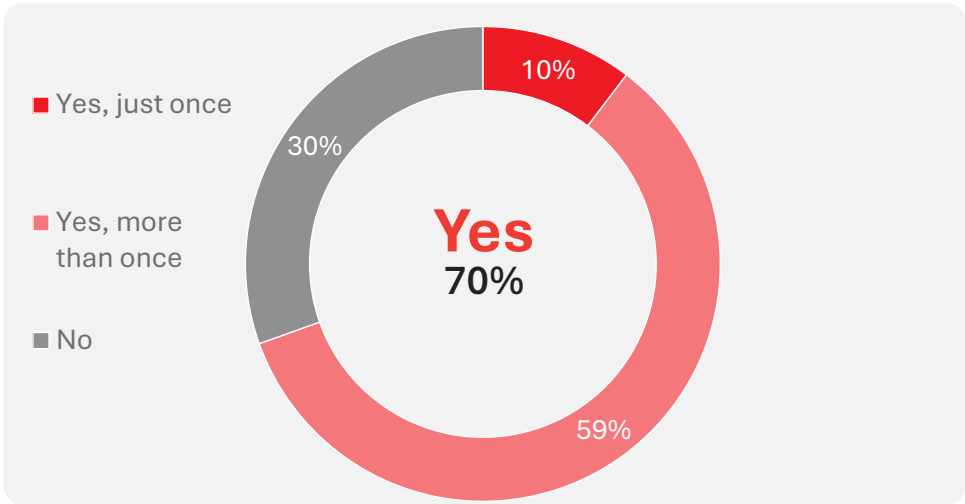
Cannabis Use: Frequency



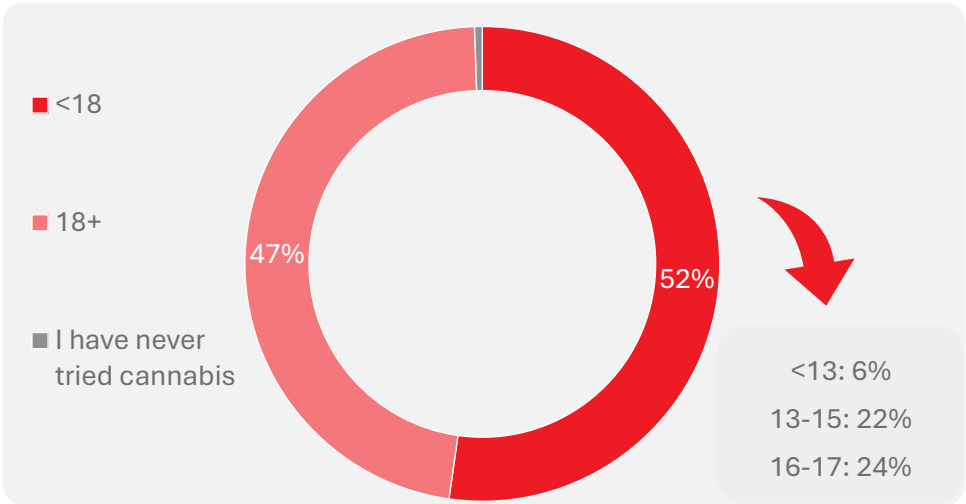
Seven-in-ten Alberta youth (70%) have consumed cannabis before.

Most have consumed cannabis more than just once (59%) while three-in-ten indicated that they have never consumed cannabis. Among cannabis users, Alberta youth are split with respect to when they first tried cannabis; roughly half tried it for the first time before they turned 18 years old (52%) while 47% indicated they were 18 or older. Regionally, those outside of Edmonton and Calgary are more likely to indicate they have tried cannabis more than once (66% vs 54% in Edmonton and Calgary) and more likely to have tried it for the first time before the age of 18 (58% vs 45% of those in Edmonton). In addition, religious individuals are less likely to have ever used cannabis (62% vs 74% of non-religious youth).

Ever Used Cannabis?



Age First Tried Cannabis?



	Total	Age		Region		
		18-24	25-29	Edmonton	Calgary	Rest of AB
(NET) Yes	70%	68%	72%	66%	67%	73%
Yes, just once	10%	10%	10%	14%	11%	7%
Yes, more than once	59%	57%	62%	52%	56%	66%
No	30%	32%	28%	34%	33%	27%

	Total	Age		Region		
		18-24	25-29	Edmonton	Calgary	Rest of AB
(NET) <18	52%	57%	46%	45%	51%	58%
(NET) 18+	47%	42%	54%	55%	49%	42%

Q1. During your lifetime have you ever used cannabis?

Base: All (n=706)

Q2. How old were you when you tried cannabis for the first time?

Base: Cannabis users at Q1 (n=488)

Significantly higher

Lack of interest (84%) is the top reason for never having consumed cannabis, but nearly half also expressed concern about impacts on mental (49%) and/or physical health (47%).

Men (vs women) are more likely to cite many of the reasons below as to why they have never consumed cannabis while youth aged 18-24 (vs those aged 25-29) are more likely to mention possible impacts on their financial status and concerns on how it would impact their ability to perform athletically. Additionally, those who dropped out of post secondary school in the past 2 years were more likely to have never used cannabis due to concerns about impacts on mental health and wellbeing (67% vs 44% of those who did not drop out).

Reasons for Never Using Cannabis		GENDER		AGE	
		Men	Women	18-24	25-59
Not interested	84%	84%	83%	85%	82%
Concerns about impacts on my mental health and wellbeing	49%	48%	50%	52%	44%
Possible impacts on my physical health	47%	48%	46%	53%	38%
Concerns about addiction	38%	43%	34%	42%	32%
Possible impacts on my academic performance	29%	36%	23%	31%	25%
Possible impacts on my financial status	22%	33%	14%	28%	15%
Concerns how it would impact future career options	22%	31%	15%	21%	24%
Possible impacts on my performance at work	22%	32%	14%	21%	24%
Concerns how other people would perceive my cannabis use if they found out	21%	26%	17%	21%	21%
Concerns on how it would impact my ability to perform athletically	20%	28%	14%	27%	11%
Possible impact on my social life	19%	27%	13%	21%	16%
Concerns about legal implications	15%	17%	14%	15%	15%
I have not had any opportunity to do so	12%	12%	13%	16%	7%
I do not know how to get cannabis where I live	5%	5%	5%	6%	3%

Q1B. What are the main reasons you have never used cannabis...

Base: Cannabis non-users (n=218)

Significantly higher

Two-thirds (64%) of cannabis users use it to relax or relieve tension.

In fact, a third (34%) indicated that this is their topmost important reason for their use of cannabis, at least twice as much as most other reasons. Notably, 24% also said experimentation was their number one reason. Recent cannabis consumers (those who consumed cannabis within the past six months) were more likely to identify relaxation or the relieving of tension as a reason for consuming cannabis than others. Additionally, those who first tried cannabis after 18 years of age (vs less than 18) were more likely to indicate they consume cannabis to experiment, seek deeper insight and understanding, and to fit in with a group they like. Regionally, those in Edmonton were twice as likely to consume cannabis to fit in with a group they like vs those in other regions of the province (18% vs 9% and 6% in Calgary and the rest of the province, respectively).

Reasons for Using Cannabis	AGE OF FIRST CANNABIS USE		P6M CONSUMPTION FREQUENCY			
	<18	18+	Monthly	Weekly	Daily	Never
To relax or relieve tension	66%	63%	63%	72%	78%	51%
To feel good or get high	58%	50%	52%	67%	58%	47%
To have a good time with my friends	44%	38%	45%	38%	23%	53%
To experiment	24%	46%	39%	11%	7%	65%
To get away from my problems or troubles	25%	18%	19%	28%	34%	13%
To seek deeper insights and understanding	11%	21%	19%	22%	17%	6%
Because of boredom, nothing else to do	21%	11%	15%	14%	25%	11%
To get through the day	11%	9%	8%	11%	19%	8%
To fit in with a group I like	7%	13%	9%	5%	1%	22%
Performance enhancement (work / sport / study)	8%	10%	10%	9%	15%	2%
Because of anger or frustration	8%	6%	8%	9%	11%	2%

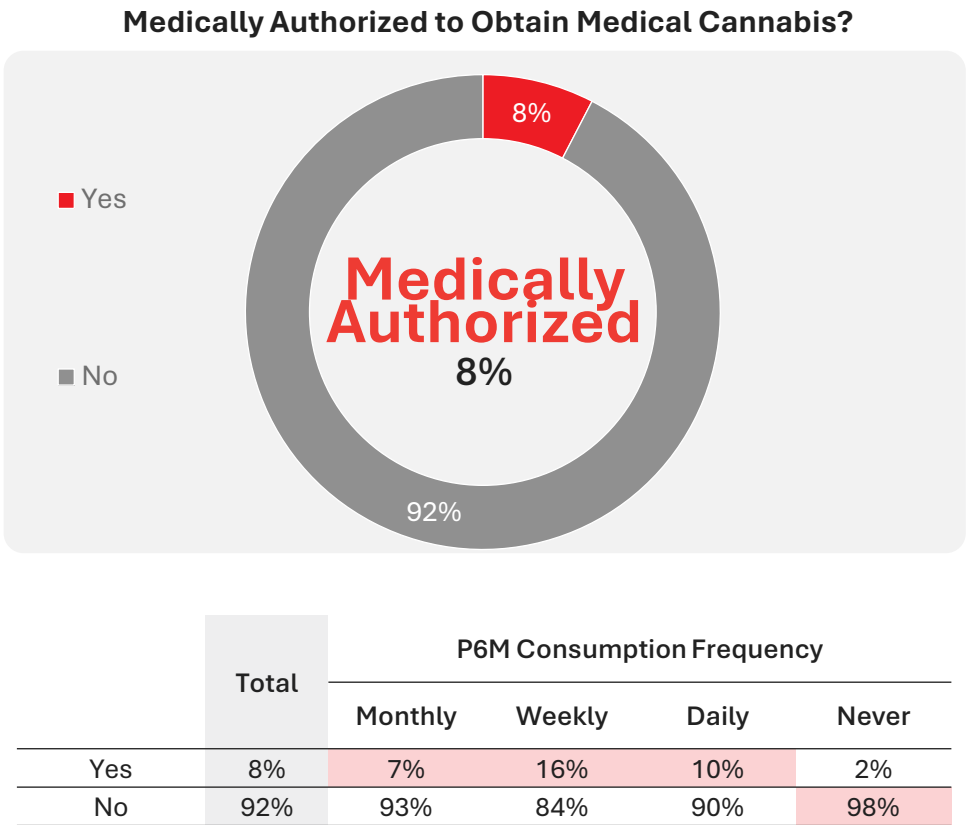
Q15. What have been the most important reasons for your use of cannabis?

Base: Cannabis users (n=486)

Significantly higher

Roughly one-in-ten (8%) cannabis users are medically authorized to obtain medical cannabis.

Perhaps unsurprisingly, those who have consumed cannabis in the past six months, particularly those who consume it daily or weekly, are more likely to have medical authorization to obtain medical cannabis.



Q3. Are you currently medically authorised by a physician to obtain medical cannabis in Canada?

Base: Cannabis users (n=486)

Significantly higher

Among those who use cannabis, a fifth (21%) typically use it four times a week or more while a third (37%) do so monthly or less often.

Frequent cannabis consumption, 4+ times a week, remains lower among those in Calgary vs those in Edmonton and elsewhere in the province. Additionally, those whose first cannabis use was at under 18 years of age (vs those aged 18+) are also three times as likely to consume cannabis 4+ times a week.



Q6. How often do you use cannabis?

Base: Cannabis users (n=486)

Significantly higher

A quarter of cannabis users say their use has either increased or decreased in the last few years (26% each).

Younger users aged 18-24 (vs those aged 25-29) are more likely to say that their cannabis use has increased while men (vs women) and those who first tried cannabis when they were less than 18 years old (vs 18+) are more likely to say that their usage has decreased in the last few years. Older youth aged 25-29 and those who first tried cannabis when they were 18 or older are more likely to indicate that their cannabis usage has not changed (vs their counterparts).

Change in Cannabis Consumption Frequency		GENDER		AGE		AGE OF FIRST CANNABIS USE		P6M CONSUMPTION FREQUENCY			
		Men	Women	18-24	25-29	<18	18+	Monthly	Weekly	Daily	Never
(NET) Increased	26%	22%	29%	32%	19%	28%	24%	25%	46%	42%	2%
I use much more now than I did	12%	11%	13%	15%	8%	16%	7%	6%	17%	35%	-
I use a bit more now than I did	14%	11%	17%	16%	11%	12%	16%	19%	29%	7%	2%
My use hasn't changed	27%	27%	26%	20%	34%	22%	32%	36%	15%	26%	19%
(NET) Decreased	26%	32%	21%	26%	27%	31%	22%	30%	39%	28%	10%
I use a bit less now than I did	11%	15%	8%	11%	12%	13%	10%	9%	18%	22%	2%
I use much less now than I did	15%	17%	13%	15%	15%	18%	12%	22%	21%	6%	8%
I have completely stopped using Cannabis	21%	19%	23%	22%	20%	20%	23%	9%	-	4%	70%

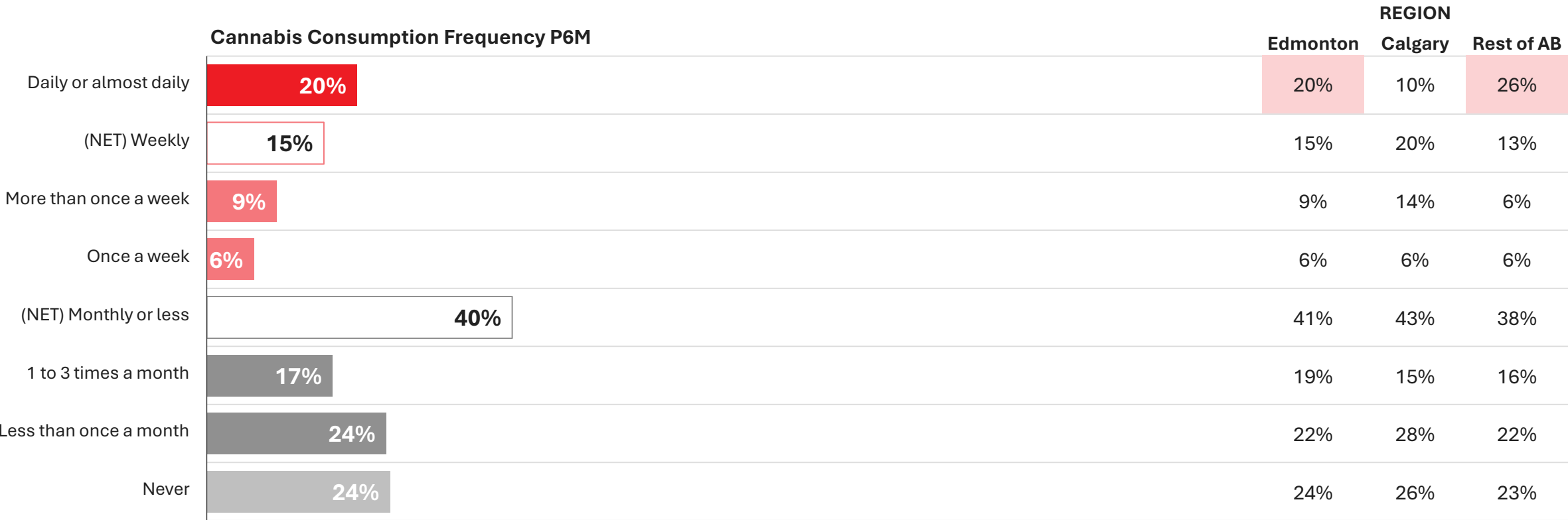
Q14. In the last few years, how has your use of cannabis changed?

Base: Cannabis users (n=486)

Significantly higher

Overall, three-quarters (76%) of cannabis users have used it in the past six months.

There are some regional differences in frequent cannabis use as those in Calgary are less likely to use it on a daily or almost daily basis compared to those living in Edmonton or elsewhere in the province.



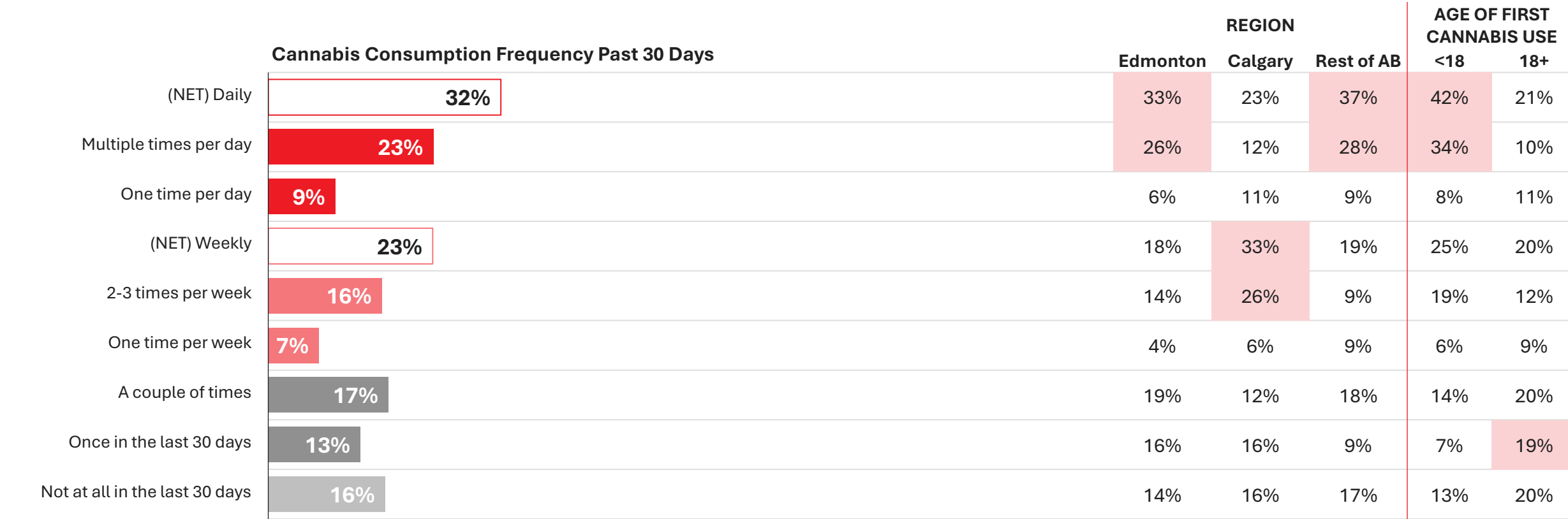
Q4. How often did you use cannabis in the past 6 months?

Base: Cannabis users (n=486)

Significantly higher

A third (32%) of recent cannabis users consumed it daily over the past month.

In fact, roughly a quarter (23%) used cannabis multiple times per day. Demographically, daily cannabis use was lower among Calgarians (vs those living in Edmonton or elsewhere in Alberta), those in Calgary were more likely to consume cannabis weekly, typically 2-3 times per week. Those who first tried cannabis at less than 18 years old were more than three times as likely to consume cannabis multiple times per day (vs those who first tried aged 18+). Lastly, those with a high school or less, or college education, were more likely to consume cannabis daily (36% and 39%, respectively, vs 23% of those university educated).



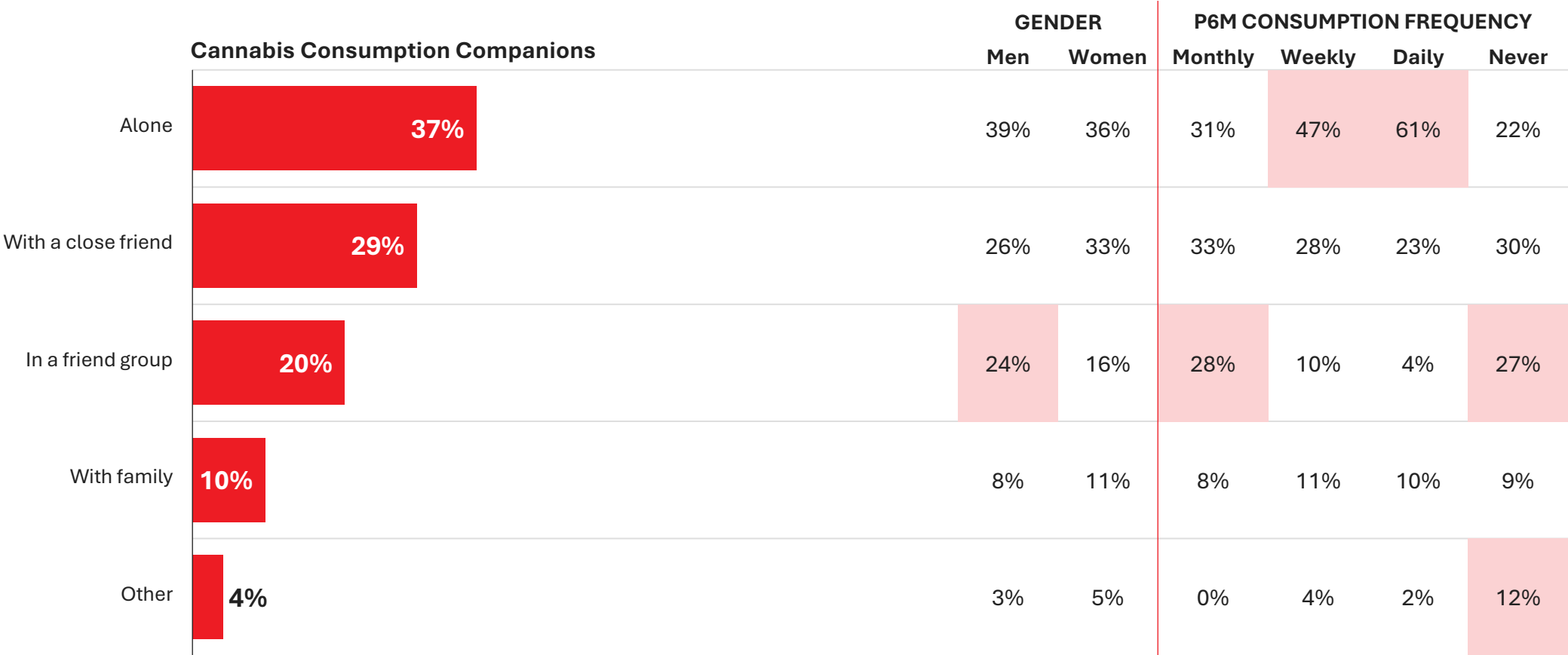
Q5. During the past 30 days, how many times did you use cannabis?

Base: Past six months Cannabis users (n=366)

Significantly higher

More than a third of cannabis users (37%) primarily consume it alone.

Three-in-ten (29%) typically consume it with a close friend, a fifth (20%) consume it in a friend group, and one-in-ten (10%) typically use cannabis with family. Demographically, those who consume cannabis on a weekly or daily basis are more likely to typically consume it alone while men (vs women) and those who consume cannabis monthly or less often are more likely to usually consume it in a friend group.



Q36. Who do you typically consume cannabis with?

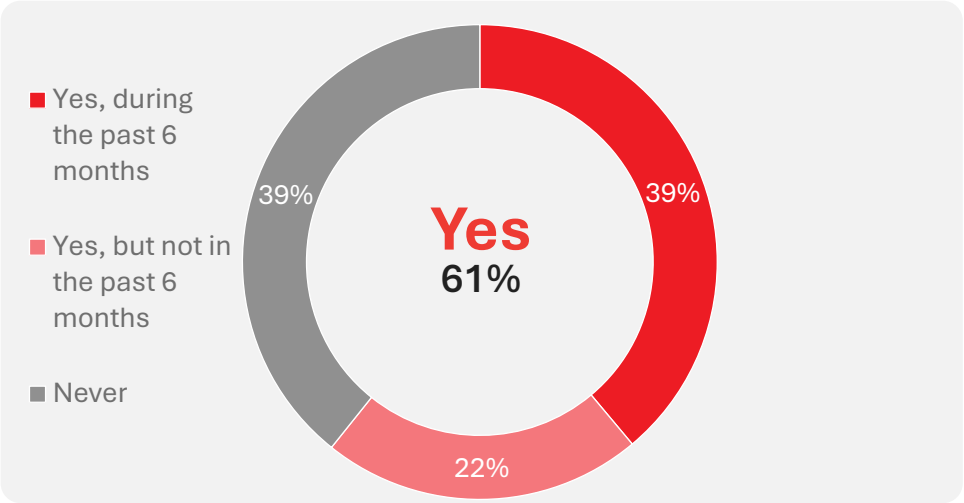
Base: Past six month Cannabis users (n=481)

Significantly higher

Six-in-ten users (61%) have also thought about cutting down or stopping their cannabis use.

Four-in-ten (39%) have thought about cutting down or stopping their use of cannabis in the past 6 months. Demographically, men (vs women), those who first tried cannabis when they were younger than 18 (vs 18+), and weekly/daily cannabis users (vs those who consume it less often) are more likely to have thought about reducing their cannabis consumption. Furthermore, those outside of Edmonton and Calgary (vs those within these cities), as well as those aged 18-24 (vs 25-29), are more likely to have made this consideration within the past 6 months. Additionally, religious youth are more likely to have considered cutting down or stopping their cannabis use (66% vs 55% of non-religious youth).

Thought About Cutting Down or Stopping Cannabis Use?



	Total	Gender		Age		Region			P6M Consumption Frequency			
		Men	Women	18-24	25-29	Edmonton	Calgary	Rest of AB	Monthly	Weekly	Daily	Never
(NET) Yes	61%	67%	55%	65%	56%	59%	61%	62%	52%	75%	78%	51%
Yes, during the past 6 months	39%	40%	37%	50%	26%	34%	29%	48%	30%	47%	65%	28%
Yes, but not in the past 6 months	22%	26%	17%	15%	30%	25%	31%	14%	23%	28%	13%	24%
Never	39%	33%	45%	35%	44%	41%	39%	38%	48%	25%	22%	49%

Q13. Have you ever thought about cutting down, or stopping, your use of cannabis?

Base: Cannabis users (n=486)

Significantly higher

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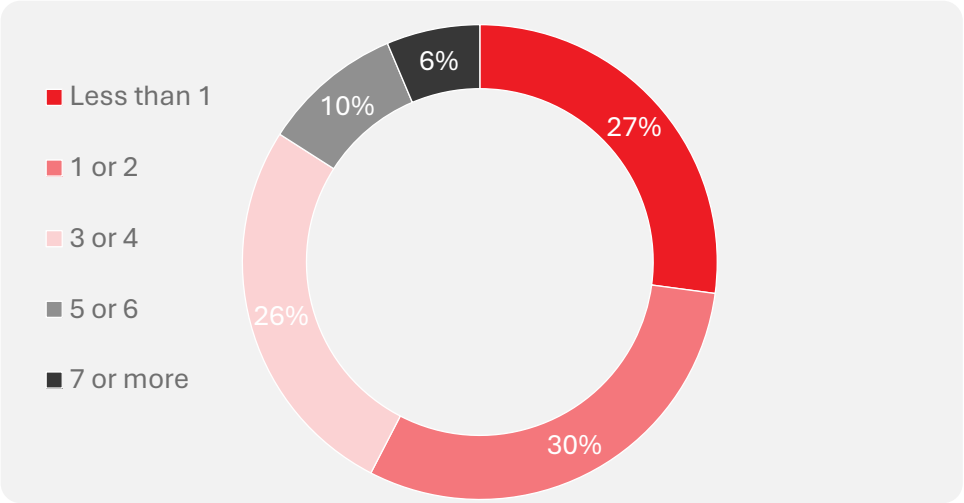
Cannabis Use: Health and Risk Experiences



On a typical day of cannabis use, the majority of users (57%) say they spend up to two hours feeling 'stoned'.

A quarter (26%) spend three or four hours stoned per day while for 16% it is five hours or more. Demographically, women (vs men) and those who first tried cannabis at age 18+ (vs those less than 18 years old) are more likely to spend less than one hour a day stoned. In contrast, younger first-time users who tried at under 18 years of age (vs those aged 18+) are more likely to be stoned for 3 or more hours a day while those without children under 13 in the home were more likely to spend 5+ hours stoned (17% vs 6% of parents with young children).

Hours Spent “Stoned” on a Typical Day When Using Cannabis



	Total	Gender		Age		Age Of First Cannabis Use	
		Men	Women	18-24	25-29	<18	18+
Less than 1	27%	22%	32%	24%	30%	18%	37%
1 or 2	30%	35%	26%	28%	33%	27%	35%
3 or 4	26%	26%	27%	31%	21%	33%	19%
(NET) 5+	16%	17%	15%	16%	16%	22%	9%
5 or 6	10%	9%	10%	9%	10%	13%	6%
7 or more	6%	8%	5%	6%	6%	10%	3%

Q7. How many hours were you “stoned” on a typical day when you had been using cannabis?

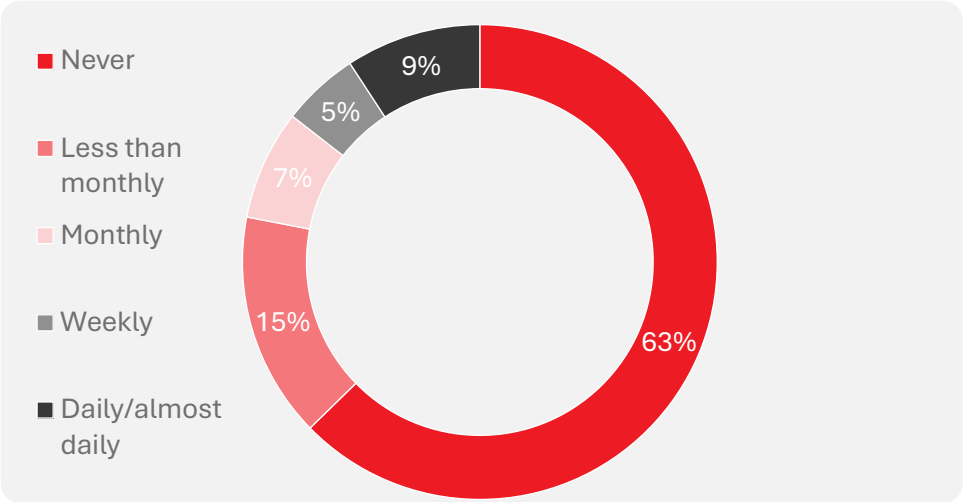
Base: Cannabis users (n=486)

Significantly higher

Nearly two-thirds (63%) of those who used cannabis in the past six months have never felt unable to stop once they started.

However, one-in-ten indicated that they were not able to stop using cannabis once they had started on a daily basis, particularly those who first used cannabis when they were less than 18 years old (14% vs just 4% of those who first tried cannabis at 18+) and those with high school education or less (14% vs 5% of those higher educated).

P6M Unable to Stop Using Cannabis After Starting



	Total	Gender		Age		Age Of First Cannabis Use	
		Men	Women	18-24	25-29	<18	18+
Never	63%	58%	68%	63%	62%	58%	68%
Less than monthly	15%	18%	13%	16%	14%	15%	16%
Monthly	7%	8%	7%	7%	8%	6%	9%
Weekly	5%	8%	3%	4%	7%	7%	3%
Daily/almost daily	9%	9%	9%	10%	8%	14%	4%

Q8. How often during the past 6 months did you find that you were not able to stop using cannabis once you had started?

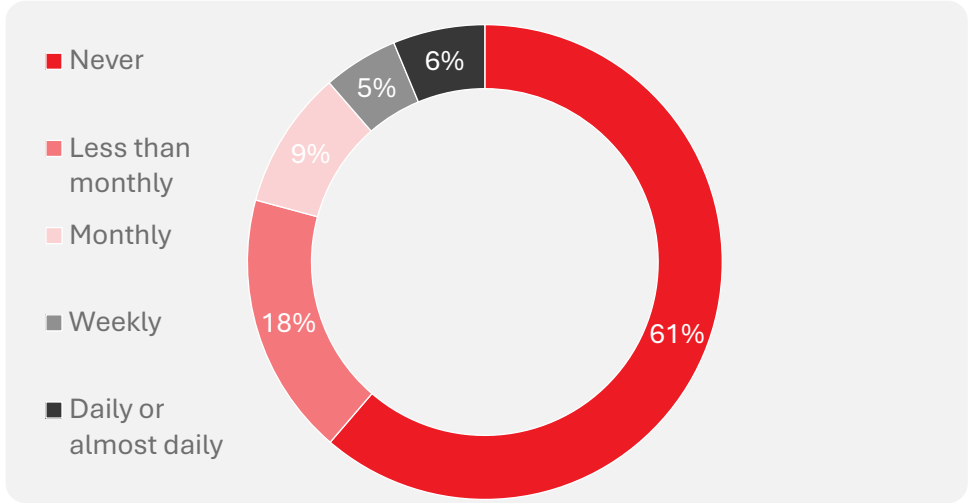
Base: Past six months Cannabis users (n=366)

Significantly higher

Similarly, six-in-ten (61%) have never spent a significant amount of time getting, using, or recovering from cannabis in the past six months.

While just 6% indicated they did so daily or almost daily, this proportion is significantly higher among men (vs women) as well as among those who consumed cannabis daily (vs weekly or less often).

Devoted Great Deal of Time to Getting, Using, or Recovering from Cannabis



	Total	Gender		P6M Consumption Frequency		
		Men	Women	Monthly	Weekly	Daily
Never	61%	55%	68%	71%	49%	51%
Less than monthly	18%	20%	16%	17%	20%	18%
Monthly	9%	9%	10%	8%	16%	7%
Weekly	5%	5%	5%	2%	10%	7%
Daily/almost daily	6%	11%	2%	2%	4%	17%

Q10. How often in the past 6 months have you devoted a great deal of your time to getting, using, or recovering from cannabis?

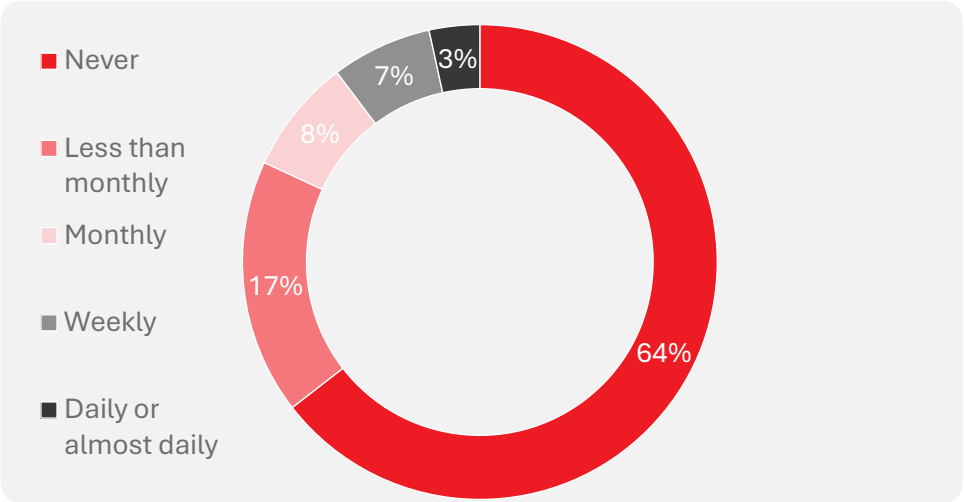
Base: Past six months Cannabis users (n=366)

Significantly higher

About two-thirds (64%) never failed to meet their usual responsibilities because of their cannabis use in past 6 months, while about two-in-ten (17%) experienced issues less than monthly.

Those who used cannabis more frequently (weekly or daily) in the past six months, however, were more likely to say that it impacted their ability to meet expectations more often.

P6M Failed to Meet Expectations Due to Cannabis Use



	Total	P6M Consumption Frequency		
		Monthly	Weekly	Daily
Never	64%	74%	59%	50%
Less than monthly	17%	14%	21%	21%
Monthly	8%	8%	8%	7%
Weekly	7%	3%	11%	11%
Daily/almost daily	3%	1%	-	12%

Q9. How often during the past 6 months did you fail to do what was normally expected from you because of using cannabis?

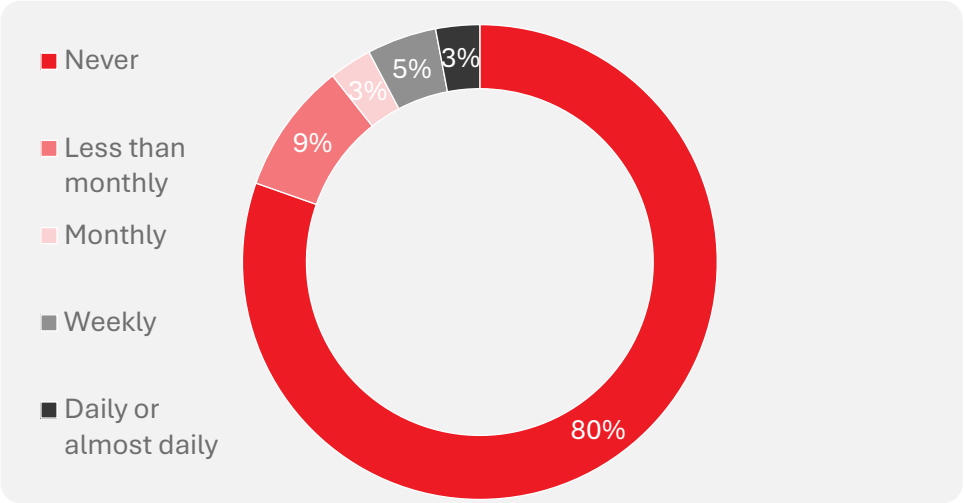
Base: Past six months Cannabis users (n=366)

Significantly higher

While one in five have used cannabis in potentially hazardous situations, the majority of users (80%) have never done so.

That does mean that a fifth (20%) use cannabis in potentially physically hazardous situations to some extent, although very few do this monthly (3%), weekly (5%) or more often (3%). Demographically, women (vs men) are more likely to never use cannabis in these types of situations. Those who have used cannabis daily in the past six months are much more likely to indicate that they do use cannabis in potentially physically hazardous situations more frequently, either weekly, almost daily, or daily.

Use of Cannabis is Potentially Hazardous Situations



	Total	Gender		Age		P6M Consumption Frequency			
		Men	Women	18-24	25-29	Monthly	Weekly	Daily	Never
Never	80%	76%	85%	82%	79%	83%	79%	60%	94%
Less than monthly	9%	10%	8%	9%	9%	11%	9%	10%	4%
Monthly	3%	3%	3%	1%	5%	2%	9%	4%	-
Weekly	5%	7%	3%	5%	5%	4%	1%	13%	1%
Daily/almost daily	3%	4%	2%	3%	3%	-	1%	13%	1%

Q12. How often do you use cannabis in situations that could be physically hazardous, such as driving, operating machinery, or caring for children?

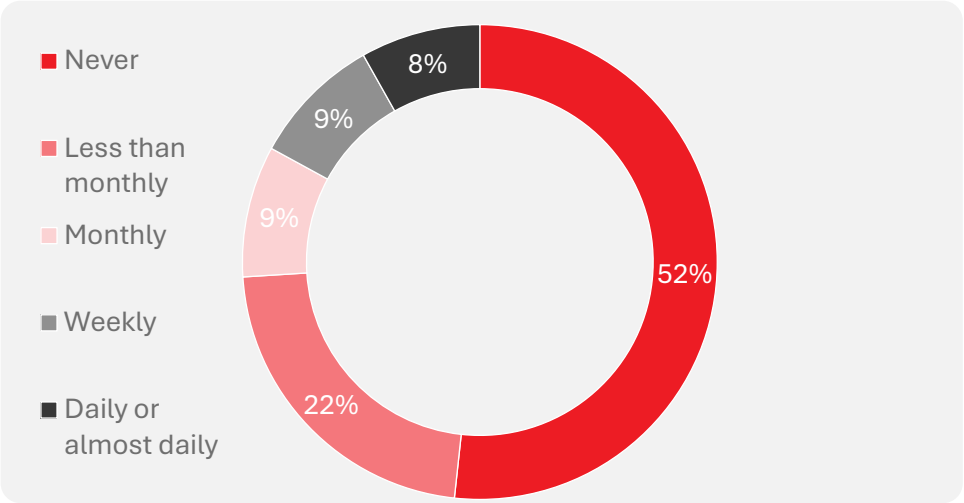
Base: Cannabis users (n=486)

Significantly higher

About half (48%) of cannabis users in the past six months experienced some impact on memory or concentration after using cannabis.

One-in-ten indicated they noticed impact on their memory or concentration almost weekly (9%) or daily (8%). Those who consume cannabis more frequently are more likely to say these problems were more common. Furthermore, those who tried cannabis for the first time before 18 years of age (vs those aged 18+) are more than twice as likely to indicate these problems occurred weekly, almost daily, or daily.

Problems with Memory or Concentration After Cannabis Use



	Total	Gender		Age Of First Cannabis Use		P6M Consumption Frequency		
		Men	Women	<18	18+	Monthly	Weekly	Daily
Never	52%	46%	57%	42%	62%	66%	45%	28%
Less than monthly	22%	24%	21%	22%	22%	25%	22%	17%
Monthly	9%	11%	6%	11%	6%	6%	18%	8%
Weekly	9%	8%	9%	13%	5%	2%	12%	20%
Daily/almost daily	8%	10%	6%	11%	5%	1%	3%	27%

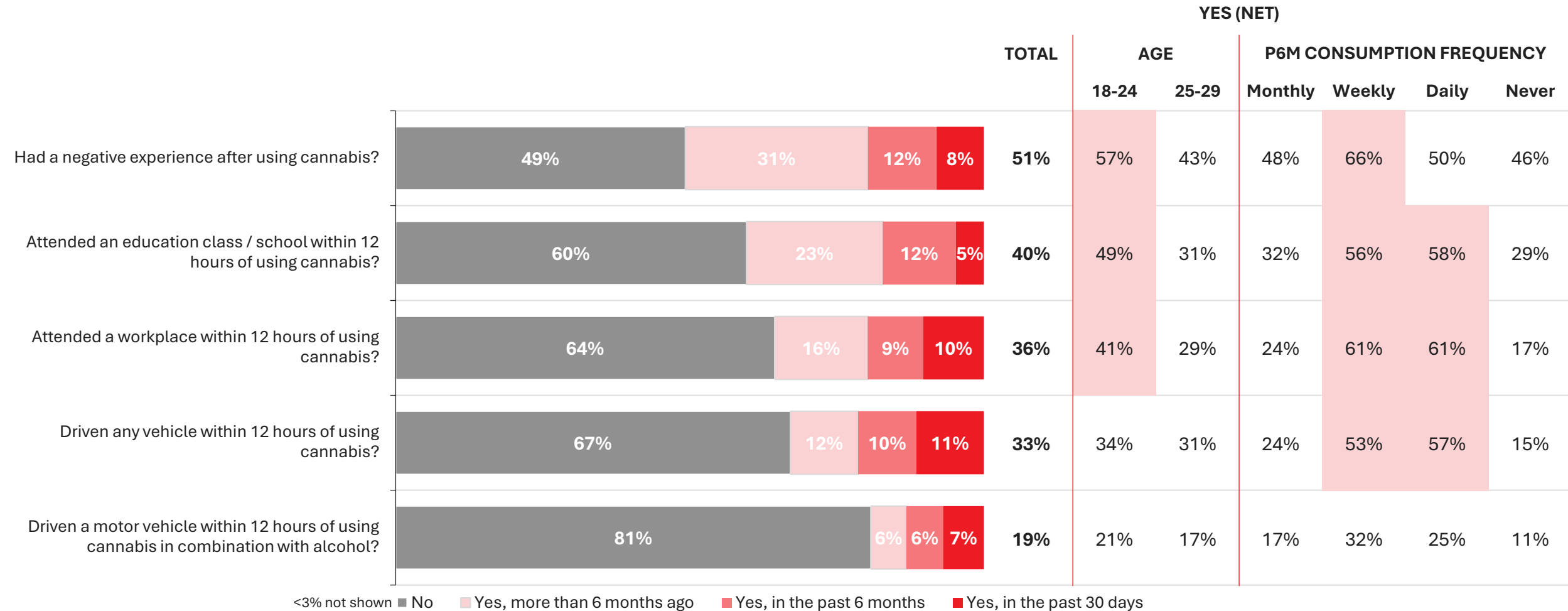
Q11. How often in the past 6 months have you had a problem with your memory or concentration after using cannabis?

Base: Past six months Cannabis users (n=366)

Significantly higher

Half of cannabis users (51%) have at some point had a negative experience after using cannabis.

Demographically, younger Albertans aged 18-24 (vs 25-29) as well as Calgarians (59% vs 46% of Edmontonians and 48% in the rest of the province) are more likely to indicate that they have had a negative experience after using cannabis. Additionally, those that in the past six months used cannabis weekly or more often are more likely to say they have done most of the below while youth aged 18-24 (vs 25-29) are more likely to have attended an education class, school, or a workplace within 12 hours of using cannabis.



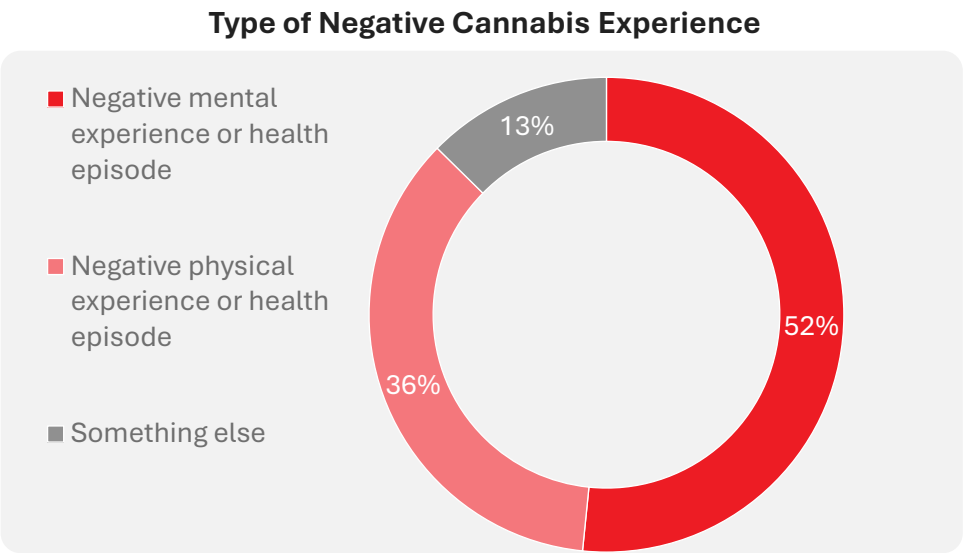
Q25-Q29. Have you...

Base: Cannabis users (n=486)

Significantly higher

Half (52%) of negative experiences following cannabis use were mental in nature while a third (36%) were physical.

In particular, men (vs women) and those who first used cannabis before turning 18 (vs those who were 18+) are more likely to have had a negative mental experience or health episode following cannabis use.



	Total	Gender		Age Of First Cannabis Use	
		Men	Women	<18	18+
Negative mental experience or health episode	52%	60%	44%	58%	43%
Negative physical experience or health episode	36%	31%	40%	34%	39%
Something else	13%	9%	16%	8%	19%

Q25A. Please specify the nature of the negative experience.

Base: Those who selected Yes at Q25 (n=240)

Significantly higher

3

Cannabis Consumer Preferences



Smoking is the most common method of consuming cannabis.

About half smoke (48%), a quarter (25%) vaporize their cannabis while two-in-ten (22%) most often consume edible cannabis products. Those more likely to smoke cannabis as their preferred method of consumption include men, those aged 25-29, those who first used cannabis before turning 18, and daily consumers, compared to their counterparts. In addition, younger Albertans aged 18-24 (vs 25-29) are more likely to prefer vaporizing while women (vs men) are twice as likely to prefer edible cannabis products.

		GENDER		AGE		AGE OF FIRST CANNABIS USE		P6M CONSUMPTION FREQUENCY			
		Men	Women	18-24	25-29	<18	18+	Monthly	Weekly	Daily	Never
Smoke	48%	54%	42%	43%	55%	57%	38%	38%	37%	61%	61%
Vaporize	25%	26%	23%	29%	19%	26%	23%	21%	44%	29%	14%
Eat	22%	14%	29%	23%	20%	14%	31%	34%	12%	8%	19%
Drink	4%	3%	5%	4%	4%	2%	6%	5%	6%	1%	2%
Absorb	1%	1%	1%	1%	<1%	-	2%	1%	-	-	1%
Other method	<1%	<1%	-	-	<1%	<1%	-	-	-	1%	-
Not Applicable	1%	1%	<1%	<1%	1%	<1%	1%	-	-	-	3%

Q16. Which of the following methods do you use most often to consume cannabis?

Base: Cannabis users (n=486)

Significantly higher

Users most commonly acquired cannabis in the form of dried flower/leaf (37%), vape pens/cartridges (32%), or edible food products (31%) in the past month.

Demographically, men (vs women), those who first tried cannabis before turning 18 (vs 18+), and daily cannabis consumers (vs less frequent consumers) are more likely to have bought or received cannabis in the form of dried flower/leaf. Additionally, younger consumers aged 18-24 (vs 25-29) are more likely to have acquired vape pens/cartridges while older youth aged 25-29 (vs 18-24) are twice as likely to have acquired cannabis oil for oral use.

		GENDER		AGE		AGE OF FIRST CANNABIS USE		P6M CONSUMPTION FREQUENCY			
		Men	Women	18-24	25-29	<18	18+	Monthly	Weekly	Daily	Never
Dried flower/leaf	37%	45%	28%	35%	38%	47%	26%	30%	49%	74%	9%
Cannabis vape pens/cartridges	32%	34%	30%	36%	26%	38%	25%	27%	53%	58%	4%
Cannabis edible food products	31%	29%	33%	35%	27%	28%	35%	43%	41%	33%	3%
Cannabis beverages	10%	11%	9%	11%	10%	10%	11%	11%	18%	15%	-
Cannabis oil for oral use	8%	10%	6%	5%	11%	7%	10%	12%	7%	11%	1%
Hashish/kief	6%	8%	4%	5%	7%	7%	5%	6%	8%	12%	1%
Cannabis concentrate/extracts	6%	9%	2%	4%	8%	5%	6%	6%	5%	14%	-
Topicals	3%	4%	3%	2%	5%	2%	5%	4%	4%	3%	2%
Other	<1%	1%	-	<1%	-	<1%	-	-	-	1%	-
None of the above - I have not used any cannabis product in the last 30 days	28%	24%	33%	26%	31%	27%	29%	17%	4%	2%	83%

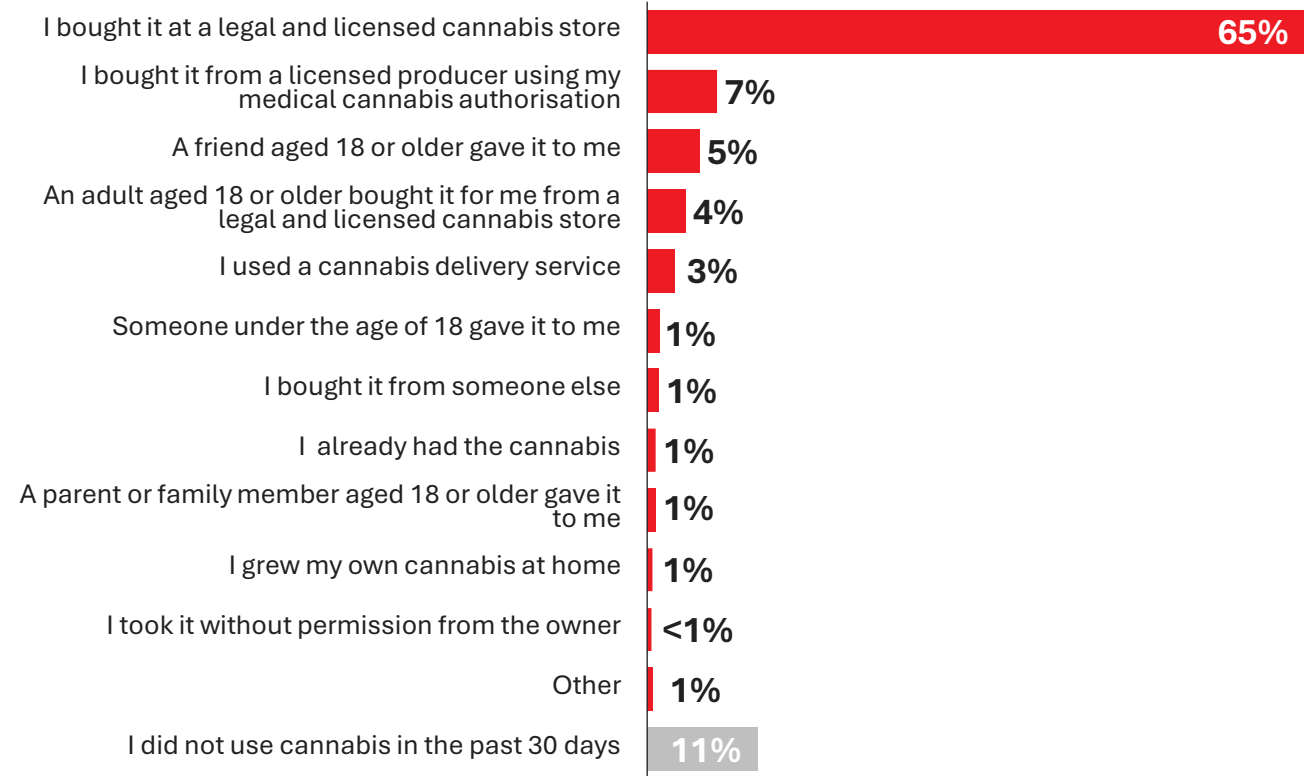
Q17. In the past 30 days, which form(s) of cannabis have you bought or received?

Base: Cannabis users (n=486)

Significantly higher

In the past month, most purchased cannabis at a legal and licensed cannabis store (65%).

This was by far the most common source with all others being mentioned by less than one-in-ten. This is consistent across various demographics, although Calgarians are less likely than those elsewhere in the province (59% vs 71%, excluding Edmonton) to have bought it at a legal and licensed cannabis store.



Q18. During the past 30 days, how did you usually get the cannabis that you used?

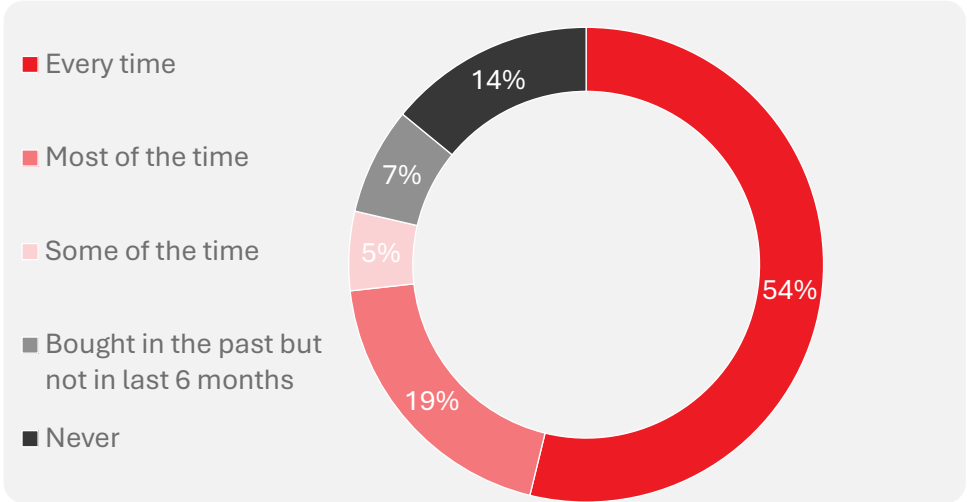
Base: Past 30 day cannabis purchasers (n=349)

Significantly higher

While half (54%) always purchase from a licensed retail store, 14% users say they never buy from a licensed source.

Women (vs men) are more likely to purchase cannabis from a licensed retail store every time. When comparing the differences between regions, specifically between Edmonton and the rest of Alberta (excluding Calgary), Edmontonians are more likely to say they never purchase from a licensed retail store while those elsewhere in the province are more likely to purchase at these locations every time.

Purchase Frequency from Licensed Retail Store



	Total	Gender		Region		
		Men	Women	Edmonton	Calgary	Rest of AB
Every time	54%	47%	60%	46%	53%	59%
Most of the time	19%	21%	18%	18%	18%	21%
Some of the time	5%	8%	3%	6%	4%	6%
Bought in the past but not in last 6 months	7%	7%	7%	9%	10%	5%
Never	14%	16%	12%	20%	15%	10%

Q19. Some people still buy cannabis from unregulated sources, like from an unlicensed dispensary or a private dealer. Thinking of the times you bought cannabis; how often did you buy cannabis from a licensed retail store?

Price (26%) and THC content (23%) are the top considerations when making cannabis purchases.

In fact, these factors are mentioned at least twice as often as any other and THC content is particularly important to those who are more frequent consumers. Furthermore, 16% say the most important factor is recommendations from either friends, family, or store employees, particularly those who consume cannabis only monthly (20% vs 4% and 3% of weekly and daily consumers, respectively). Additionally, men (vs women) and those in Edmonton (vs elsewhere in the province) are less likely to consider recommendations from store employees to be most important.

		GENDER		REGION			P6M CONSUMPTION FREQUENCY			
		Men	Women	Edmonton	Calgary	Rest of AB	Monthly	Weekly	Daily	Never
	Price	27%	25%	32%	23%	24%	28%	27%	33%	16%
	THC content (potency / strength)	26%	21%	23%	22%	24%	17%	32%	41%	14%
	Strain	12%	10%	10%	10%	13%	8%	12%	13%	15%
	Recommendation from a friend / family member	10%	9%	8%	12%	8%	8%	1%	2%	22%
	Ratio of THC to CBD	6%	10%	6%	8%	9%	11%	9%	3%	7%
	Recommendation from a store employee	4%	9%	2%	10%	7%	11%	3%	1%	6%
	CBD content	3%	8%	5%	5%	6%	7%	5%	1%	5%
	Brand	5%	2%	6%	3%	2%	3%	8%	3%	2%
	Local origin	3%	2%	2%	4%	1%	4%	-	1%	2%
	Something else	2%	2%	1%	2%	2%	1%	2%	3%	1%
	Not Applicable	3%	3%	3%	1%	3%	1%	-	-	10%

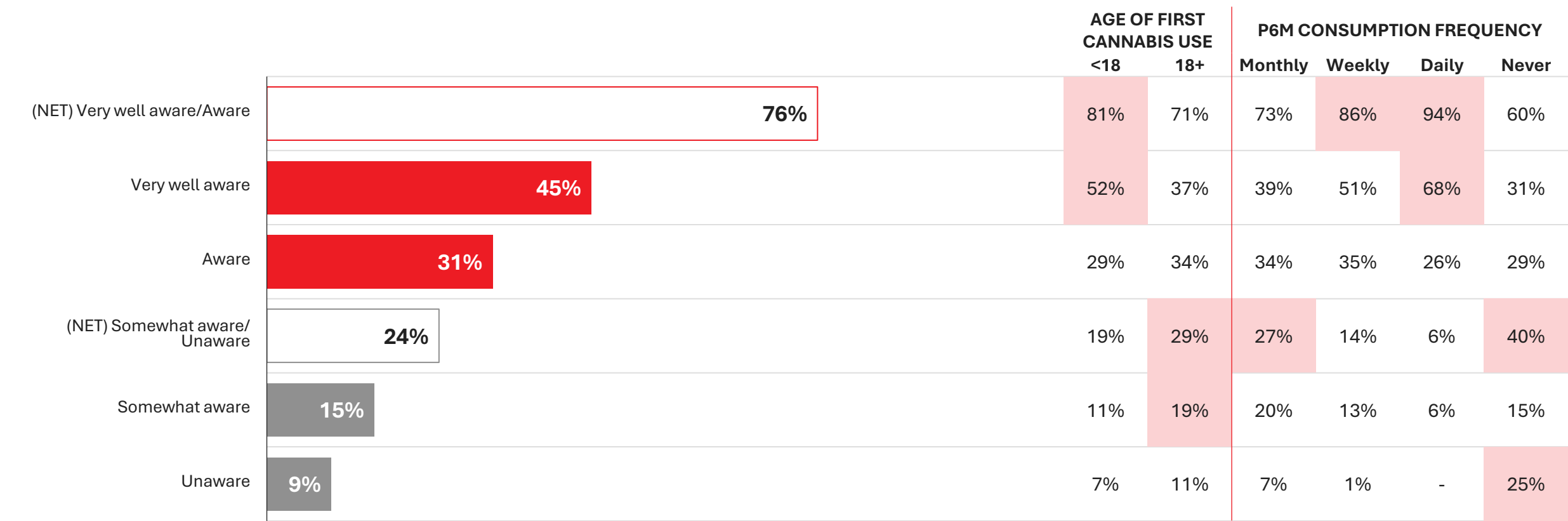
Q20. What would you say is the most important factor that affects your decision when you buy cannabis?

Base: Cannabis users (n=486)

Significantly higher

Three-quarters (76%) are aware of the THC levels in the cannabis they use.

Nearly half (45%) consider themselves very well aware of THC levels in their cannabis, particularly those who first used cannabis before the age of 18 (vs 18+) and those who are daily users (vs those who consume cannabis less frequently). Those who in the past six months consumed cannabis only monthly or never are more likely to be only somewhat aware or completely unaware of THC levels (vs weekly or daily consumers).



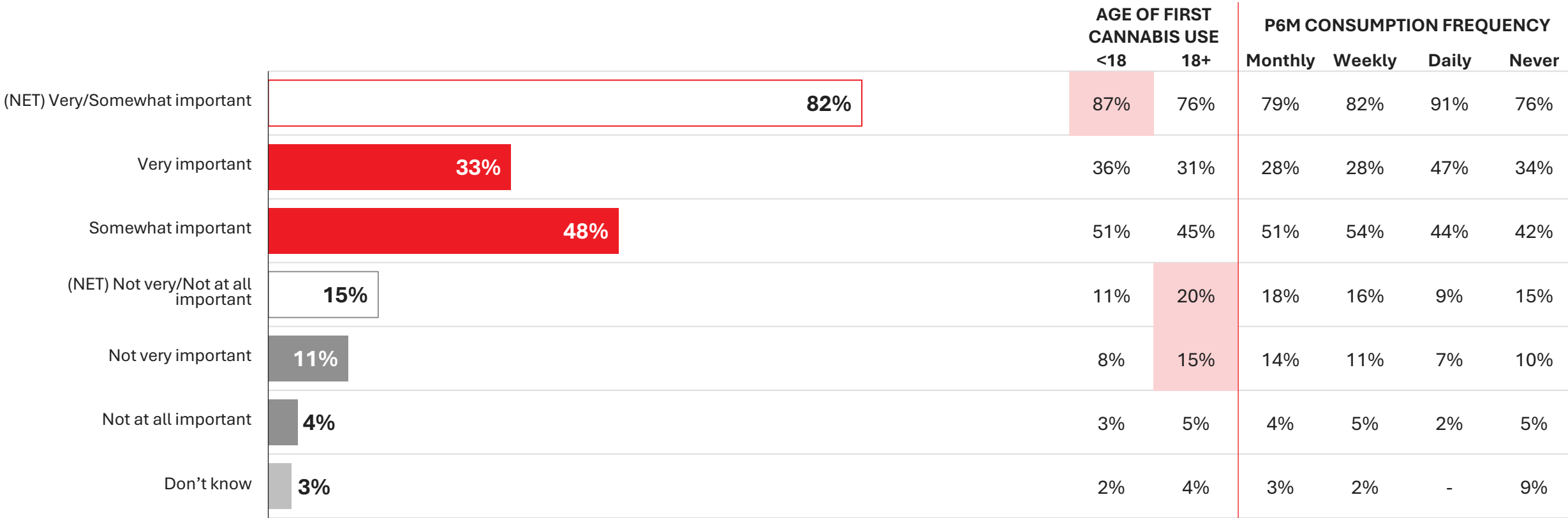
Q21. How aware are you of THC levels in the cannabis you use?

Base: Cannabis users (n=486)

Significantly higher

Most of those aware of THC levels (82%) feel that the THC strength and potency of the cannabis they use is important.

In fact, a third (33%) say it is *very* important to them while only 15% say it is not important. Compared to less frequent consumers, those who have used cannabis daily in the past 6 months are more likely to indicate THC strength is important (91%) as well as *very* important (47%).



Q22. How important is the strength / THC potency of the cannabis that you use?

Base: Those aware of THC levels (n=442)

Significantly higher

Half prefer the THC potency of their cannabis to be below 10% while the other half prefer it to be stronger than 10%.

Those that prefer THC content to be 10% or high include those outside of Edmonton and Calgary, daily users (vs less frequent users) and those who first tried cannabis before the age of 18 (65% vs 33% of those who were 18+). In addition, younger Albertans aged 18-24 (vs 25-29) and daily users (vs less frequent users) are more likely to prefer the THC of their cannabis products to be over 25%.

		AGE		REGION			P6M CONSUMPTION FREQUENCY			
		18-24	25-29	Edmonton	Calgary	Rest of AB	Monthly	Weekly	Daily	Never
(NET) <10%	50%	46%	55%	56%	59%	40%	71%	34%	5%	68%
0-2% THC content	11%	9%	13%	13%	12%	10%	14%	4%	-	23%
2-5% THC content	14%	15%	13%	14%	20%	10%	21%	10%	1%	18%
5-8% THC content	13%	10%	17%	20%	17%	7%	21%	12%	1%	12%
8-10% THC content	12%	11%	12%	9%	10%	14%	16%	9%	2%	15%
(NET) 10%+	50%	54%	45%	44%	41%	60%	29%	66%	95%	32%
10-15% THC content	8%	9%	7%	9%	5%	9%	6%	13%	3%	12%
15-20% THC content	9%	9%	8%	7%	8%	10%	7%	15%	8%	7%
20-25% THC content	13%	12%	13%	8%	11%	16%	8%	20%	24%	3%
Over 25% THC content	21%	25%	17%	21%	17%	24%	8%	18%	60%	10%

Q23. What range of THC potency of cannabis do you prefer to buy?

Base: Those aware of THC levels (n=442)

Significantly higher

High potency THC concentrates for vaping (29%) are believed to present the most risk to mental health.

Two-in-ten believe that cannabis flower with a high THC content poses the greatest mental health risk (18%) while fewer believe THC-rich edibles (8%) and cannabis flower with a high CBD content (7%) are most risky. Demographically, younger Albertans aged 18-24 (vs 25-29), those who consume cannabis weekly or daily (vs less frequent consumers) and those aware of THC levels in cannabis products (vs those who are not aware) are more likely to believe high potency THC concentrates for vaping present the most risk to mental health; those aware of THC levels (vs those unaware) are also twice as likely to believe cannabis flower with high THC content poses the greatest risk.

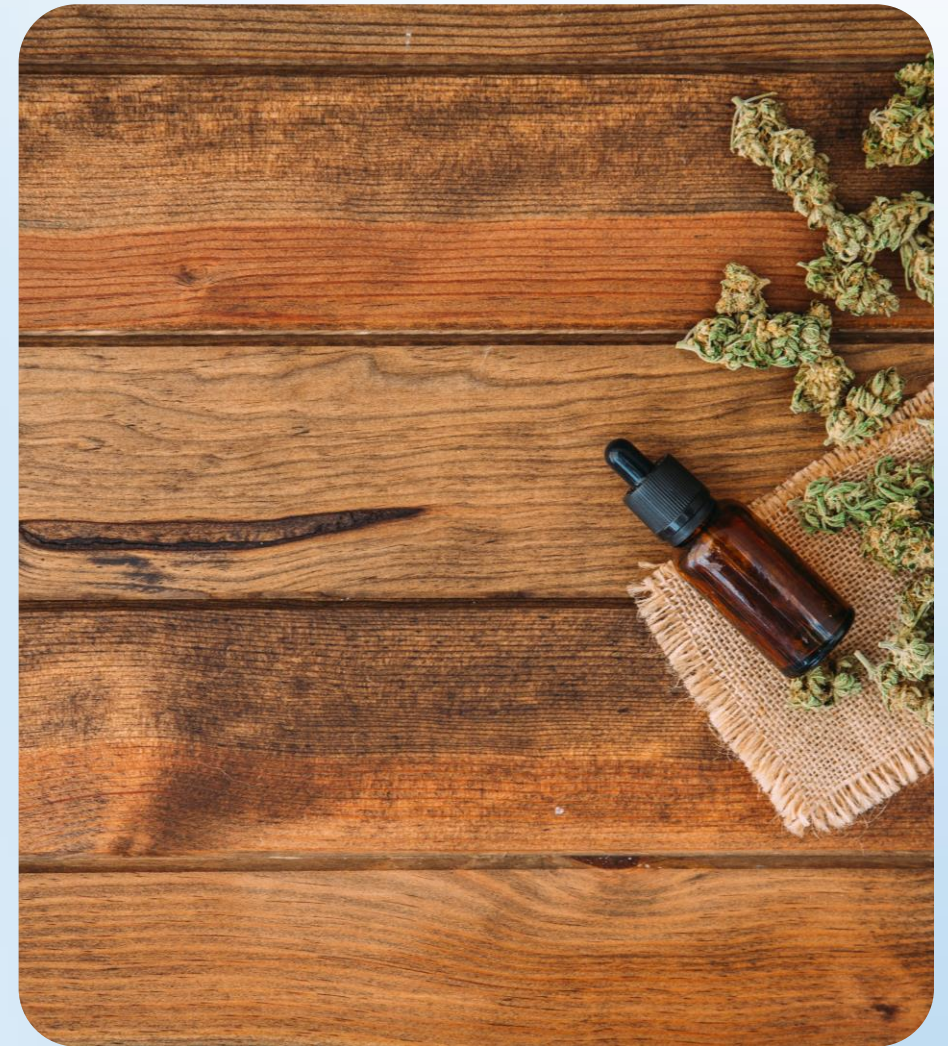
		AGE		P6M CONSUMPTION FREQUENCY				AWARE OF THC LEVELS	
		18-24	25-29	Monthly	Weekly	Daily	Never	Yes	No
High potency THC concentrates for vaping	29%	34%	24%	23%	43%	40%	22%	32%	20%
Cannabis flower with a high THC content	18%	20%	15%	19%	11%	25%	15%	20%	11%
THC-rich edibles (eg. gummies)	8%	7%	9%	9%	7%	6%	7%	8%	6%
Cannabis flower with a high CBD content	7%	4%	9%	11%	8%	2%	2%	7%	5%
Cannabis infused tinctures	2%	1%	3%	2%	3%	1%	1%	2%	1%
Cannabis drinks	2%	2%	1%	2%	-	-	2%	2%	1%
Other	2%	1%	3%	1%	2%	4%	1%	2%	-
Don't know	33%	31%	37%	32%	25%	22%	50%	26%	57%

Q24. Based on your knowledge and experience, which of the following cannabis products present the most risk to mental health?

Base: Cannabis users (n=486)

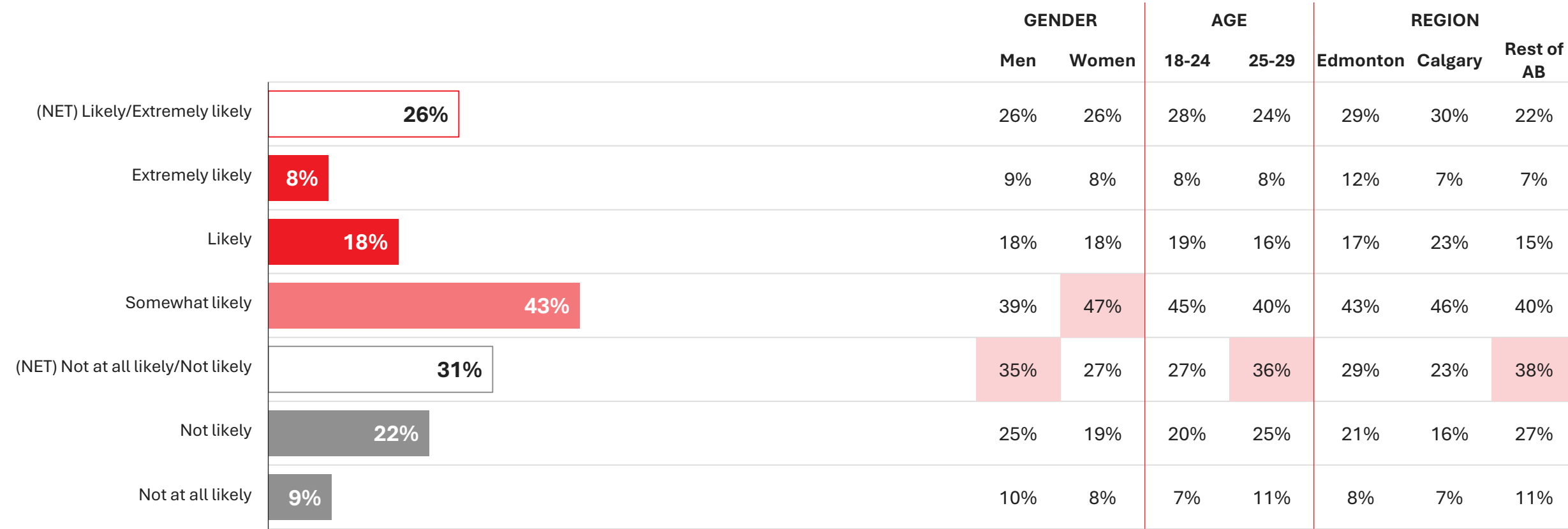
Significantly higher

Cannabis Use: Risks and Responsibilities



Overall, a quarter of Albertan Gen Z (26%) believe it is likely that people driving under cannabis influence will be caught by police, while three-quarter think it is somewhat or not likely.

In particular, men (vs women), those aged 25-29 (vs 18-24) and those living outside of Edmonton and Calgary are more likely to believe that it is not likely that people will be caught by the police if they drive under the influence of cannabis. Additionally, cannabis users are twice as likely to believe that it is not at all likely that those driving under the influence of cannabis will be caught by police (11% vs 4% of non-users).



Q31. How likely do you think it is that a person will be caught by police if they drive while under the influence of cannabis?

Base: All (n=706)

Significantly higher

Four-in-ten (39%) believe that there is a moderate to high risk of physical harm when people use cannabis once or twice a week.

A third believe there is only a slight risk (37%) while only 14% believe there is no risk at all when using cannabis once or twice a week. Demographically, those in Edmonton and Calgary (vs elsewhere in the province) and those non-cannabis users (vs cannabis users) are more likely to believe the risk is moderate or high while men (vs women) are more likely to believe there is no risk at all. Furthermore, those who first used cannabis before the age of 18 (66% vs 50% of those who were 18+) as well as weekly and daily cannabis users (74% vs 50% of less frequent users) are more likely to believe that cannabis use one or twice a week poses just a slight or no physical risk.

		GENDER		REGION			CANNABIS USER	
		Men	Women	Edmonton	Calgary	Rest of AB	Yes	No
(NET) Moderate/High	39%	39%	40%	50%	41%	32%	32%	56%
High risk	12%	11%	13%	13%	15%	10%	9%	20%
Moderate risk	27%	28%	26%	37%	26%	22%	24%	35%
(NET) None/Slight	51%	53%	50%	40%	50%	59%	59%	34%
Slight risk	37%	35%	38%	29%	40%	39%	40%	29%
No risk	14%	18%	12%	11%	10%	20%	19%	5%
Don't know	9%	8%	11%	10%	9%	9%	9%	10%

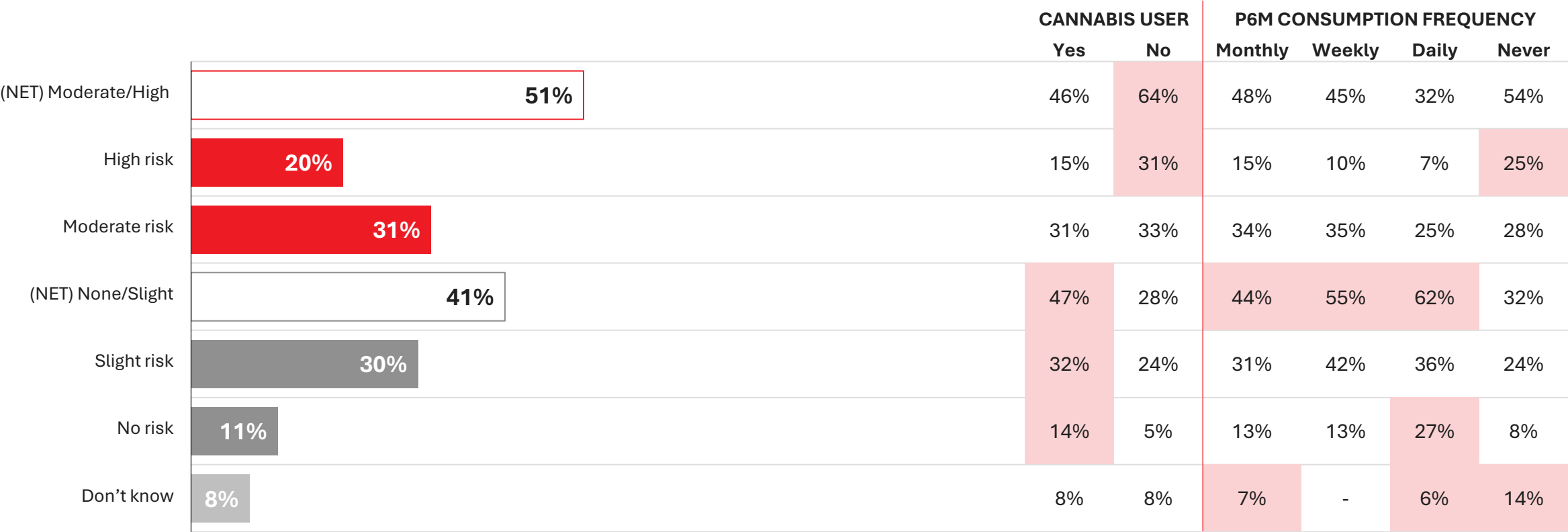
Q32. How much do people risk harming themselves physically when they use cannabis once or twice a week?

Base: All (n=706)

Significantly higher

Half (51%) believe there is a moderate to high risk of mental harm when people use cannabis once or twice a week.

In fact, a fifth (20%) believe that the mental risk is *high*, particularly non-cannabis users (vs cannabis users) and those who haven’t consumed cannabis in the past six months; their counterparts are more likely to believe there is a slight or no risk at all. Additionally, those who first used cannabis before the age of 18 (51% vs 41% those who were 18+) are more likely to say there is slight or no risk and those aged 25-29 (14% vs 9% of those aged 18-24) are more likely to say that there is no risk at of mental harm at all.



Q33. How much do people risk harming themselves mentally when they use cannabis once or twice a week?

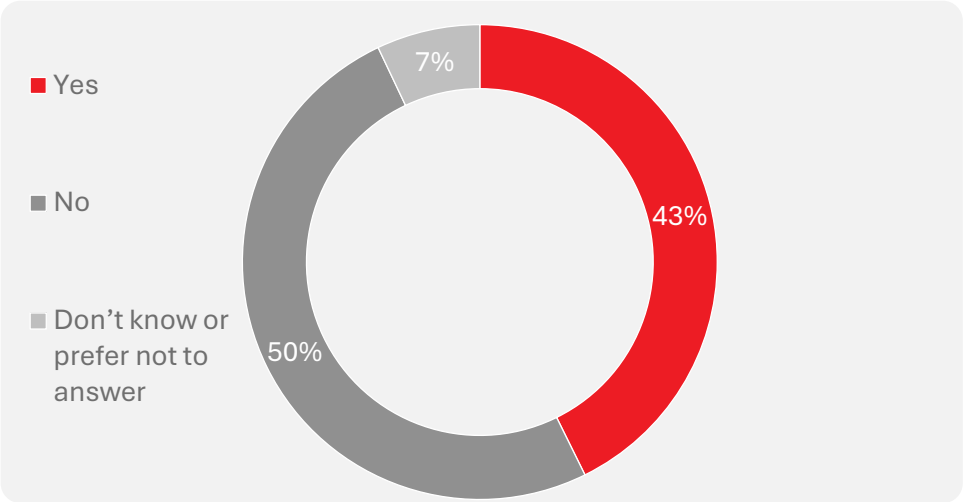
Base: All (n=706)

Significantly higher

Four-in-ten young Albertans (43%) personally know of friends or family that have experienced negative consequences due to their cannabis use.

In particular, those who first used cannabis before the age of 18 (vs those who were 18+) as well as those who have themselves had a negative experience with cannabis (vs those who have not) are more likely to indicate that they know a friend or family member that has experienced negative consequences as a result of cannabis use.

Friends or Family with Negative Cannabis Experience?



	Total	Age Of First Cannabis Use		Had a Negative Experience with Cannabis?	
		<18	18+	Yes	No
Yes	43%	50%	39%	59%	30%
No	50%	46%	51%	35%	62%
Don't know or prefer not to answer	7%	4%	10%	6%	8%

Q34. Do you personally know any friends or family members who have experienced negative consequences due to their cannabis use? Please consider factors such as mental health issues, physical health, or social and legal difficulties.

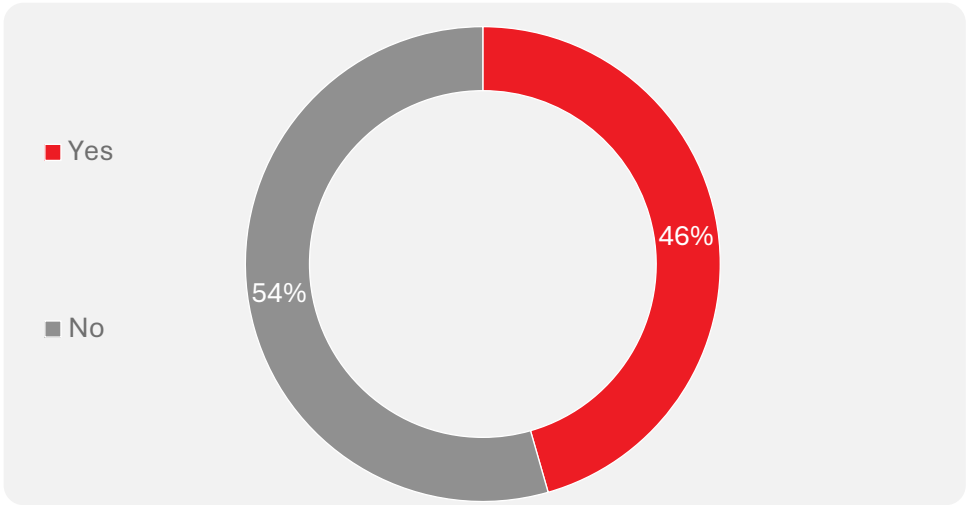
Base: All (n=706)

Significantly higher

Four-in-ten (46%) would know how to get help if they ever felt they needed professional assistance to address any problems arising form cannabis use.

Those more likely to know how to get this help if they needed it include parents or guardians of children less than 13 years old as well as those who used cannabis before it was legalized (52% vs 43% of those who did not). Furthermore, cannabis users who consume cannabis daily are more likely than those who consume it monthly or less often to be aware of how to seek professional help if it is needed.

Would know how to get profession help?



	Total	Parent/Guardian of Child <13		P6M Consumption Frequency			
		Yes	No	Monthly	Weekly	Daily	Never
Yes	46%	58%	44%	43%	49%	58%	44%
No	54%	42%	56%	57%	51%	42%	56%

Q35. If you ever felt like you needed professional help (such as counselling or treatment) to address any problems arising from your cannabis use, would you know how to get this help?

Base: All (n=706)

Significantly higher

5

Legislation & Policy



Three-in-ten Alberta youth (31%) used cannabis before its legalization in 2018.

While for half of those (14%) legalization did not make a difference in their cannabis consumption, for one-in-ten (9%) it did result in their cannabis use increasing. Interestingly, while 38% did not use cannabis prior to legalization, a quarter (24%) indicated that they use it now that it is legalized. Demographically, men (vs women) and those aged 25-29 (vs those aged 18-24) were more likely to have used cannabis before its legalization. In addition, those without children under 13 years of age (26% vs 12% of those with young children), those who are not religious (30% vs 19% of religious youth), and those aged 18-24 (vs 25-29) are more likely to have not used cannabis before legalization but now use it.

		GENDER		AGE	
		Men	Women	18-24	25-29
(NET) Used prior to legalization	31%	37%	25%	20%	44%
I used cannabis before, and legalization made no difference to me	14%	17%	12%	8%	22%
I used cannabis before, and I use more now	9%	11%	8%	7%	13%
I used cannabis before, and I use less now	7%	9%	5%	5%	9%
(NET) Didn't use prior to legalization	38%	63%	75%	80%	56%
I did not use cannabis before, and I use it now	24%	24%	24%	32%	14%
I did not use cannabis before, and legalization made no difference to me	45%	39%	51%	48%	42%

Q37. Cannabis was made legal for adult use in Canada in October 2018. What impact did this have on you personally?

Base: All (n=706)

Significantly higher

Six-in-ten (59%) say that cannabis is easier to access now that it is legalized.

Cannabis users are more likely to have experienced each of the below, although non-users are more likely to say they see or smell people consuming cannabis more often in public. In addition, younger Albertans aged 18-24 (vs those aged 25-29) are also more likely to see or smell public cannabis consumption more often and more likely to say their friends and family are accessing cannabis more. Regionally, when comparing Edmonton to the rest of the province (excluding Calgary), Edmontonians are *less* likely to say that the quality of cannabis has improved (19% vs 29%) and that cannabis is available in more different forms (39% vs 48%).

		AGE		CANNABIS USER	
		18-24	25-29	Yes	No
Cannabis is now easier to access	59%	58%	61%	71%	31%
I see/smell people consuming it more often in public	51%	56%	46%	47%	62%
Cannabis is now available in more different forms	44%	44%	44%	54%	21%
More of my friends/family are accessing cannabis	37%	41%	32%	41%	28%
Cannabis is now better quality	25%	25%	25%	34%	5%
Cannabis is now cheaper	17%	18%	15%	23%	3%
Cannabis is now more expensive	11%	8%	14%	13%	4%
Cannabis is now lower quality	6%	4%	7%	7%	2%
Cannabis is now harder to access	2%	2%	3%	3%	1%
None of these	5%	5%	4%	2%	11%
Don't know	9%	11%	7%	6%	17%

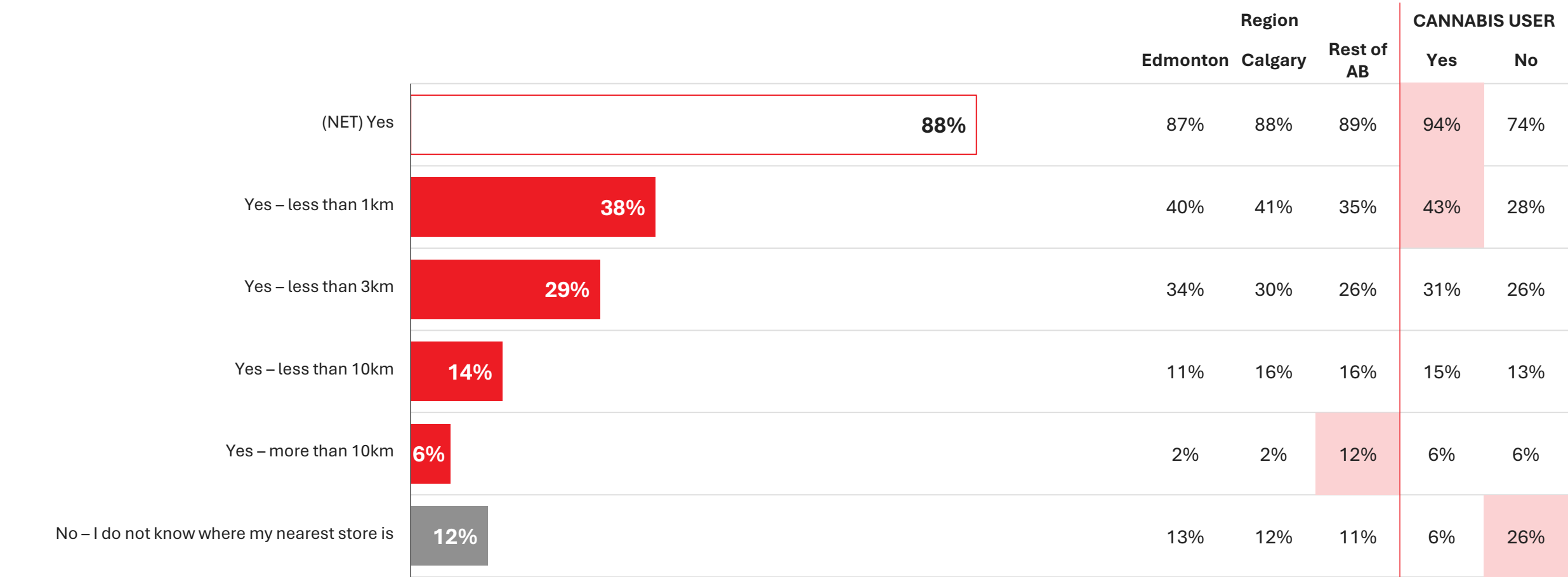
Q42. Since cannabis was legalised, which of the following descriptions/situations have you personally experienced?

Base: All (n=706)

Significantly higher

The vast majority of Alberta youth (88%) are aware of where the nearest retail cannabis store is from where they live.

Nearly four-in-ten (38%) say they live within a kilometer of a cannabis retailer while an additional three-in-ten (29%) say their nearest retail cannabis store is less than 3km away. Cannabis users are more likely than non-users to know where their nearest cannabis retailer is and are also more likely to live within 1km of their nearest retail location. Perhaps unsurprisingly, those outside the larger cities of Edmonton and Calgary are much more likely to say that their nearest cannabis retailer is more than 10km away.



Q43. In Alberta, only retailed stores licensed by the province are allowed to sell cannabis to adults aged 18 and over. Do you know where the nearest retail cannabis store is from where you live?

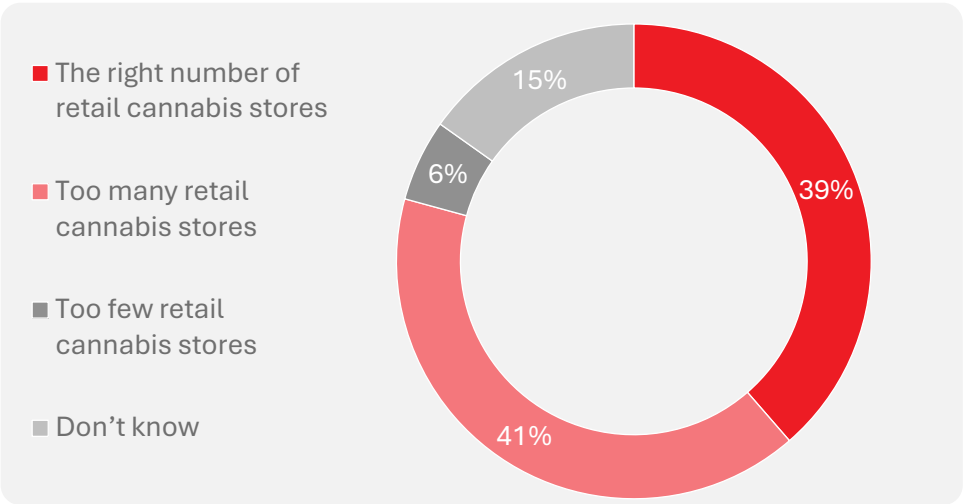
Base: All (n=706)

Significantly higher

While four-in-ten (39%) believe there are the right number of retail cannabis store in their community, a similar number (41%) also believe there are too many.

Only 6% say there are too few retail cannabis store in their community. While cannabis users (vs non-users) are more likely to feel there is the right number of stores in their community, those who do not use cannabis, as well as those who are not daily users, are more likely to feel that there are too many retail cannabis stores.

Opinion on Cannabis Store Density



	Total	Cannabis User		P6M Consumption Frequency			
		Yes	No	Monthly	Weekly	Daily	Never
The right number of retail cannabis stores	39%	47%	19%	45%	56%	64%	34%
Too many retail cannabis stores	41%	35%	54%	38%	35%	16%	45%
Too few retail cannabis stores	6%	7%	3%	8%	2%	13%	3%
Don't know	15%	11%	25%	10%	7%	7%	19%

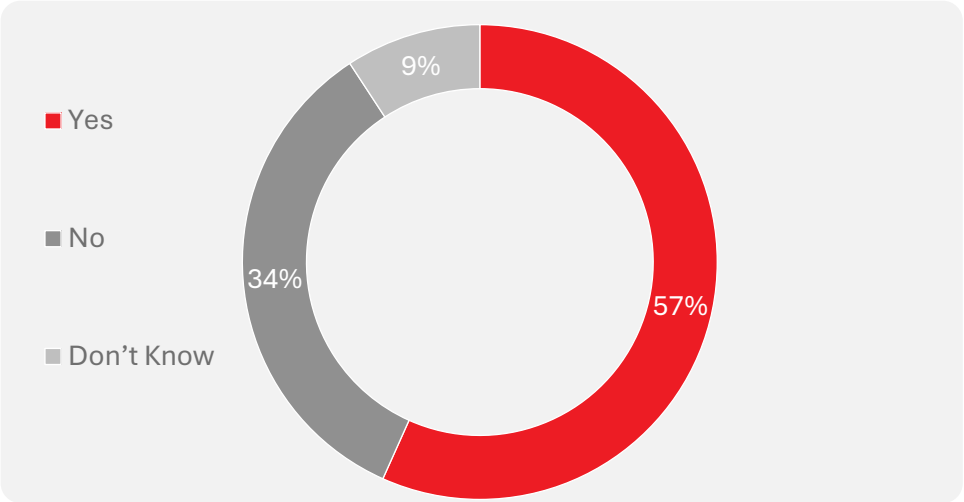
Q44. Cannabis stores can only open with municipal permission and with certain restrictions – for example they cannot be located close to schools. In the community where you live, do you think there are...

Base: All (n=706)

More than half (57%) of Alberta youth believe there should be age restrictions on some cannabis products such as high THC products.

Demographically, those aged 25-29 (vs 18-24), those residing in Edmonton or Calgary (vs the rest of the province) and those who are not cannabis users (vs cannabis users) are more likely to believe higher strength cannabis products should be restricted to adults over the age of 21. In contrast, those who have been daily cannabis users over the past six months (59% vs 39% of monthly users and 31% of non-users) are more likely to believe these types of restrictions should not be put in place.

Support Cannabis Age Restrictions for Stronger Products?



	Total	Age		Region			Cannabis User	
		18-24	25-29	Edmonton	Calgary	Rest of AB	Yes	No
Yes	57%	51%	64%	62%	62%	49%	49%	74%
No	34%	40%	26%	28%	29%	41%	42%	16%
Don't Know	9%	9%	10%	10%	8%	9%	9%	10%

Q38. Do you think some cannabis products should have age restrictions for younger adult consumers, for example, high THC edible or concentrate products? This might mean that only adults aged over 21 could buy the higher strength cannabis products.

Base: All (n=706)

Significantly higher

Half of young Albertans (52%) believe the age at which adults in the province are allowed to purchase cannabis products should be raised.

A fifth (21%) believe it should be changed to 21 years old, the same as in Quebec and many US states, and 15% believe it should be 25 and older. Furthermore, a third (36%) believe it should stay at the current limit which is 18 years old; just 3% believe it should be reduced to 16 years old. Overall, those aged 25-29 (vs those 18-24), those residing in Edmonton and Calgary (vs those elsewhere in the country) and those who are non-cannabis users (vs users) are more likely to believe that the legal purchase age for cannabis should be amended; their counterparts, as well as men (44% vs 35% of men) are more likely to believe it should not be amended, or it should be reduced.

		AGE		Region			CANNABIS USER	
		18-24	25-29	Edmonton	Calgary	Rest of AB	Yes	No
(NET) Support	52%	47%	59%	57%	60%	43%	47%	64%
Yes – to 19 years old, the same as other Canadian provinces like British Columbia and Ontario	12%	10%	13%	15%	11%	10%	14%	6%
Yes – to 20 years old	5%	4%	5%	6%	5%	4%	5%	4%
Yes – to 21 years old, the same as Quebec and many US states	21%	18%	24%	21%	27%	16%	18%	26%
Yes – to 25 years old	15%	14%	16%	15%	17%	14%	10%	27%
(NET) Oppose	39%	46%	31%	33%	33%	48%	48%	20%
No – the age should stay at 18	36%	41%	29%	31%	31%	43%	44%	19%
No – the age should be reduced to 16	3%	4%	2%	2%	2%	5%	4%	1%
Don't know	8%	8%	9%	10%	7%	9%	5%	16%

Q39. Would you support or oppose amending the age when adults in Alberta are legally allowed to purchase cannabis products?

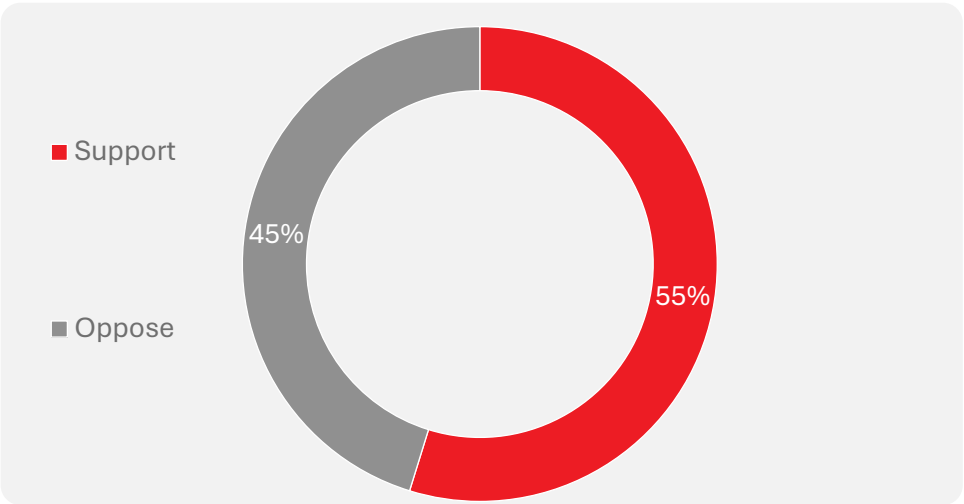
Base: All (n=706)

Significantly higher

Over half of Alberta youth (55%) support a cap on the strength and potency of cannabis products sold in the province.

Those more likely to support a cap on cannabis strength and potency include those who do not use cannabis (vs cannabis users), those who themselves prefer lower THC strength products <10% in potency (vs those who prefer 10%+), those who have had a negative experience with cannabis (vs those who have not), religious individuals (64% vs 48% of nonreligious respondents) and those and those who perceive the physical and/or mental risks of cannabis use as moderate or high (vs those who believe there is a light or no risk).

Support for Cannabis Strength Limit



	Total	Cannabis User		Preferred THC Potency		Had a Negative Experience with Cannabis?		Perceived Physical Risk		Perceived Mental Risk	
		Yes	No	<10%	10%+	Yes	No	None/ Slight	Moderate/ High	None/ Slight	Moderate/ High
Support	55%	48%	71%	57%	38%	53%	43%	46%	67%	41%	66%
Oppose	45%	52%	29%	43%	62%	47%	57%	54%	33%	59%	34%

Q40. Would you support or oppose a cap on the strength / potency of cannabis products sold in Alberta?

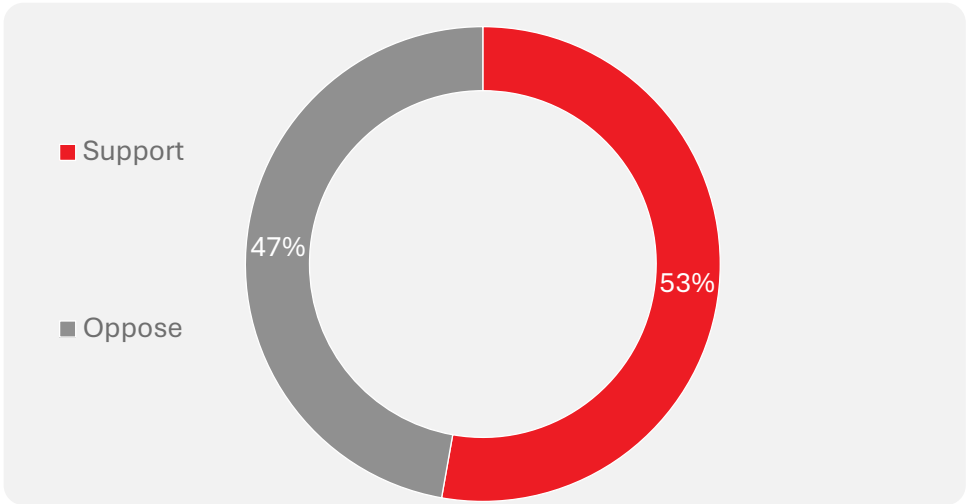
Base: All (n=706)

Significantly higher

Half (53%) would support a tax being applied to cannabis products so that lower strength products are taxed less, and higher strength products are taxed more.

Support for this type of taxation scheme is higher among those in Edmonton and Calgary (vs in the rest of the province), non-users of cannabis (vs cannabis users), those who themselves prefer lower strength products (vs those who prefer high THC potency products) and those who perceive the physical and mental risks of cannabis as moderate or high (vs those who perceive them as slight or not a risk). In addition, those who in the past six months consumed cannabis daily are more likely than less frequent users to oppose this type of taxation (69% oppose).

Support for Cannabis Strength Related Tax



	Total	Region			Cannabis User		Preferred THC Potency		Perceived Physical Risk		Perceived Mental Risk	
		Edmonton	Calgary	Rest of AB	Yes	No	<10%	10%+	None/ Slight	Moderate/ High	None/ Slight	Moderate/ High
Support	53%	60%	55%	46%	46%	68%	55%	36%	42%	66%	38%	64%
Oppose	47%	40%	45%	54%	54%	32%	45%	64%	58%	34%	62%	36%

Q41. Would you support or oppose a change to the tax applied to cannabis products so that lower strength products were taxed less, and higher strength products were taxed at a higher rate?

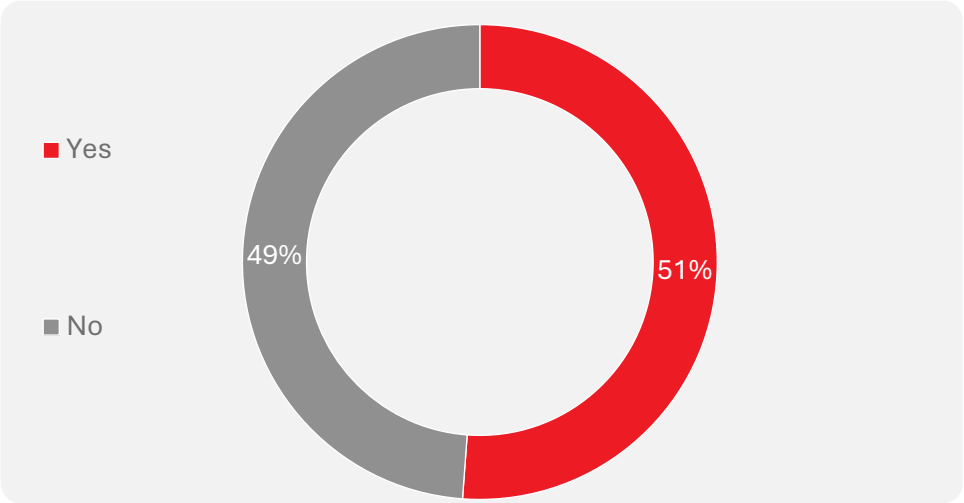
Base: All (n=706)

Significantly higher

Alberta youth are split with respect to whether or not they believe people their age generally understand cannabis and the effect it can have.

Demographically, men (55% vs 48%) of women, those aged 25-29 (vs 18-24), cannabis users (vs non-users), and those without a negative experience with cannabis (vs those who have had one) are more likely to think people their age understand cannabis and the effect it can have.

Perceived Understanding of Cannabis and its Effects



	Total	Age		Cannabis User		Had a Negative Experience with Cannabis?		Perceived Physical Risk		Perceived Mental Risk	
		18-24	25-29	Yes	No	Yes	No	None/ Slight	Moderate/ High	None/ Slight	Moderate/ High
Yes	51%	43%	62%	56%	40%	49%	64%	58%	44%	61%	44%
No	49%	57%	38%	44%	60%	51%	36%	42%	56%	39%	56%

Q45. Do you think people of your age generally understand cannabis and the effect it can have?

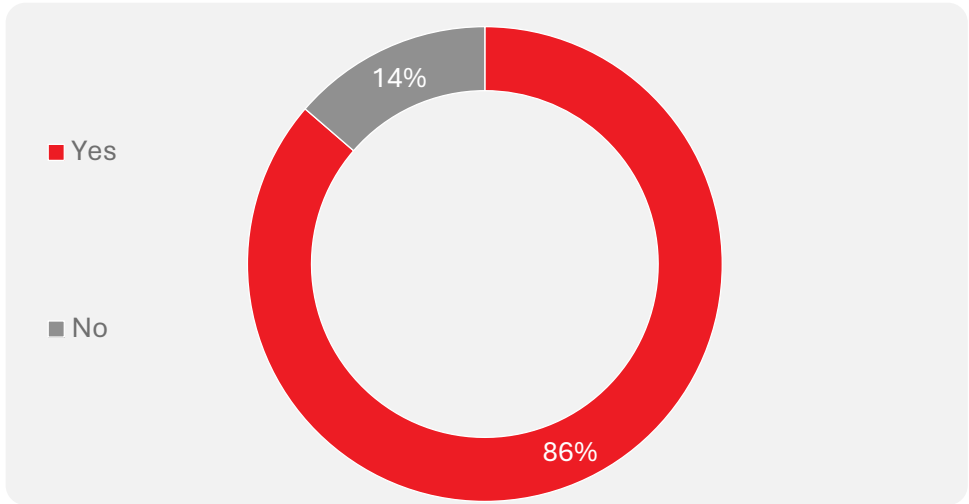
Base: All (n=706)

Significantly higher

Most young Albertans (86%) believe there should be more education in schools about cannabis to better inform children and teenagers.

Those more likely to agree with this sentiment include those who do not use cannabis (vs cannabis users) as well as Calgary residents (vs those elsewhere in the province, excluding Edmonton). Additionally, those who did not use cannabis before legalization (91% vs. 77% of those who did) are also more likely to agree with this sentiment.

Need More Cannabis Education in Schools?



	Total	Region			Cannabis User	
		Edmonton	Calgary	Rest of AB	Yes	No
Yes	86%	86%	91%	83%	83%	93%
No	14%	14%	9%	17%	17%	7%

Q46. Do you think there should be more education in schools about cannabis to better inform children and teenagers?

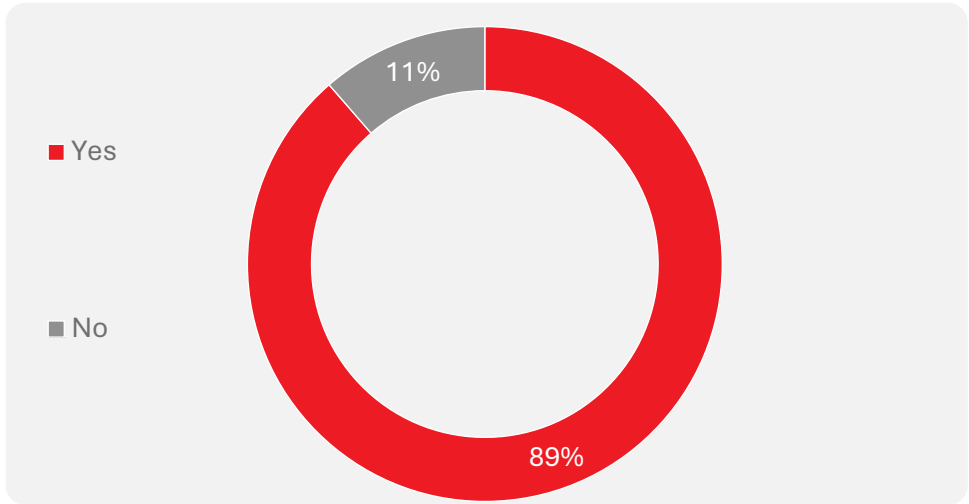
Base: All (n=706)

Significantly higher

Nearly all young Albertans (89%) agree there should be public health information in the media about cannabis and other educational resources to better inform adult consumers.

Younger respondents aged 18-24 (vs 25-29) and those who are not users of cannabis (vs cannabis users) are particularly likely to feel there should be more information and educational resources about cannabis. Additionally, those who did not use cannabis before legalization (94% vs. 77% of those who did) are also more likely to agree with this sentiment.

Need More Information and Educational Resources about Cannabis?



	Total	Age		Cannabis User	
		18-24	25-29	Yes	No
Yes	89%	91%	85%	85%	96%
No	11%	9%	15%	15%	4%

Q47. Do you think there should be public health information in the media and other educational resources about cannabis to better inform adult consumers?

Base: All (n=706)

Significantly higher

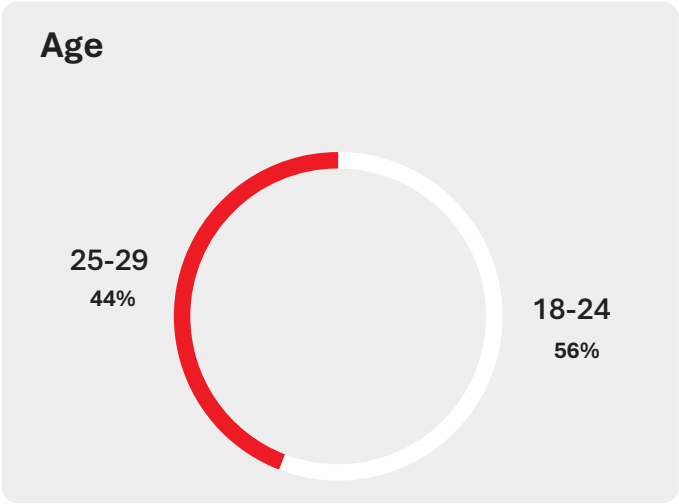
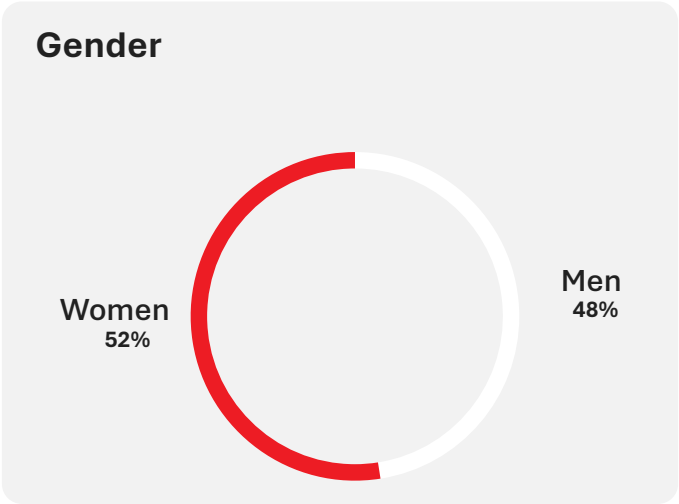
6

Respondent Profile



Respondent profiles

Base n=706



Education

Highschool or Less	38%
College	18%
University	42%
I prefer not to answer	1%

Region

Edmonton	27%
Calgary	31%
Rest of AB	42%

Dropped Out of Post Secondary P24M

Yes	14%
No	62%
Does not apply – I am currently enrolled	24%

Household Income

<\$60k	35%
\$60k-\$100k	28%
\$100k+	25%
I prefer not to answer	13%

Respondent profiles

Base n=706

Employment Status

Employed	61%
Student	25%
Other	12%
I prefer not to answer	1%

Religion

(NET) Any	46%
Christian	27%
Muslim	5%
Hindu	4%
Sikh	3%
Traditional	3%
Buddhist	1%
Jewish	1%
Agnostic	1%
Not religious	46%

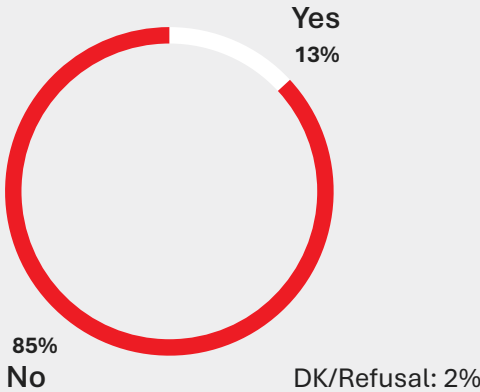
Religiousness

1 - Not religious at all	4%
2	10%
3	14%
4	22%
5	22%
6	16%
7 - Extremely religious	12%

Safety Sensitive Occupation

Yes	26%
No	65%
Don't know	5%
Prefer not to answer	3%

Parent of Child <13 Years Old



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Our Team



Our team

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Strategic and operational customer experience consulting services

Leger Analytics (LEA)

Data modelling and analysis

Leger Opinion (LEO)

Panel management

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Online community management

Leger Digital

Digital strategy and user experience

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Worldwide Independent Network (WIN)

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employees

185
consultants

8
offices

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