

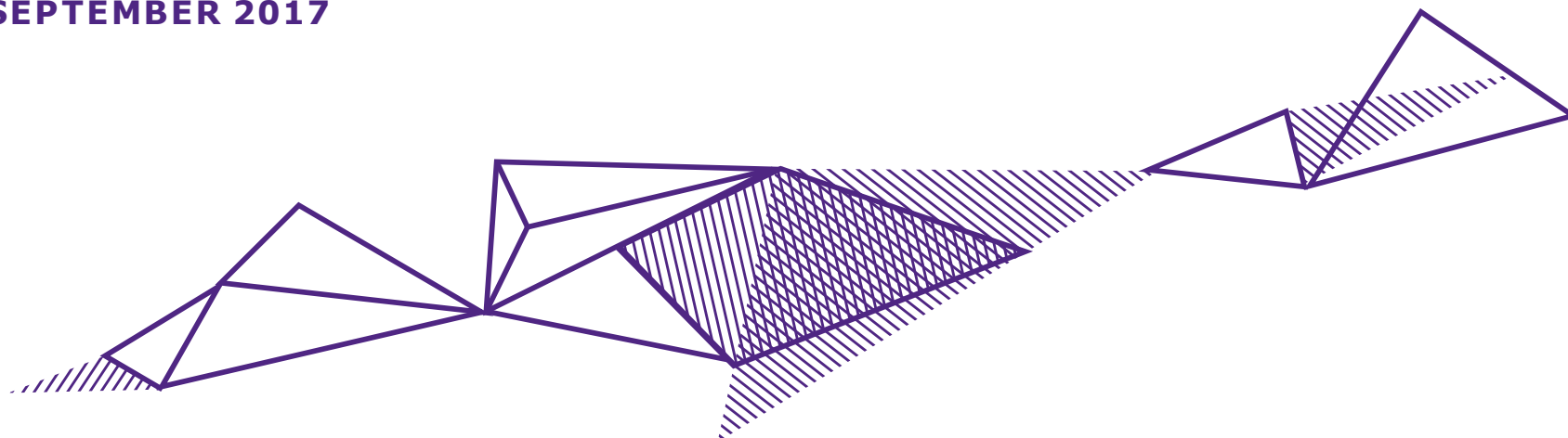
**ENVIRONICS**  
RESEARCH

# Cannabis in Canada

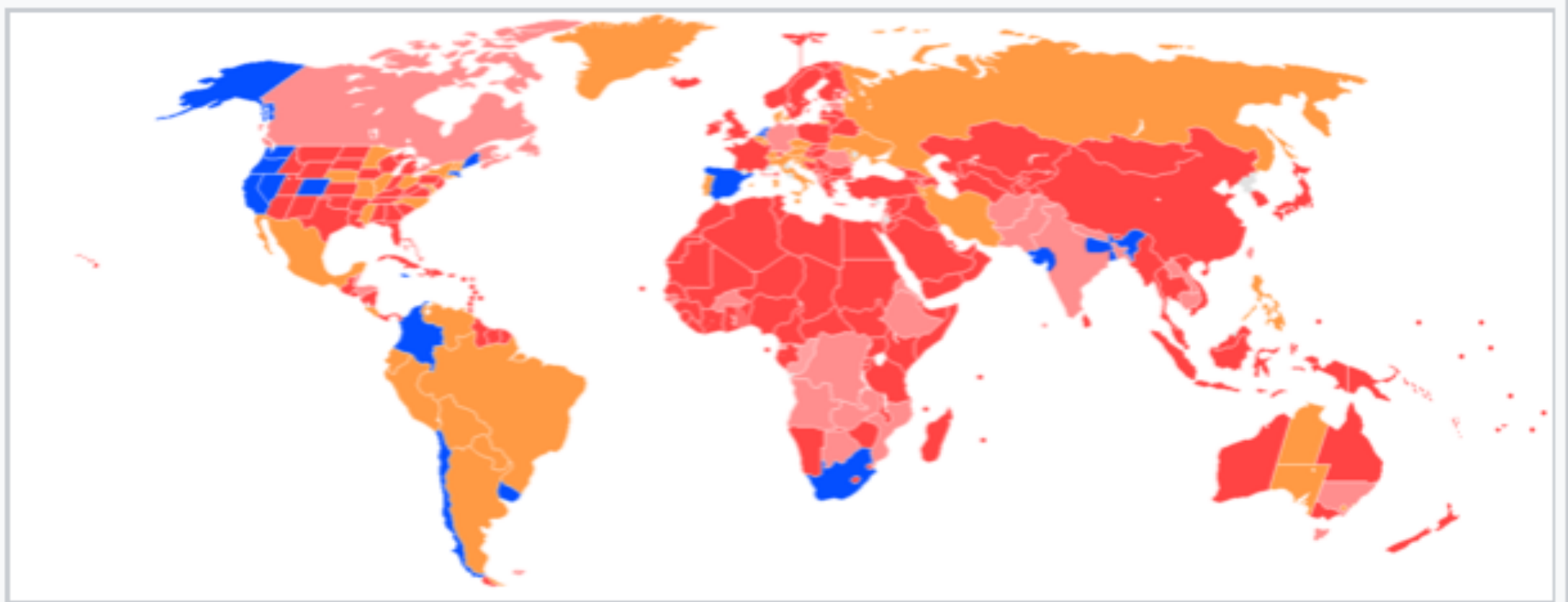
USE, KNOWLEDGE, ATTITUDES, VALUES


IRIS






SEPTEMBER 2017



# WORLD LAWS ON POSSESSION OF SMALL AMOUNTS OF RECREATIONAL CANNABIS



World laws on possession of small amounts of recreational [cannabis](#). 

-  Partially or essentially legal
-  Illegal but decriminalized
-  Illegal but often unenforced
-  Illegal
-  No information

Source: Wikipedia

# CURRENT SITUATION

## Cannabis in Canada

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- ▶ Medical use currently legal
  - ▶ Prescriptions relatively easy to obtain
  - ▶ Mail order from licensed growers
- ▶ Various dispensaries operating in a legal grey zone
- ▶ Some grow-ops leveraging loopholes / grey zones in the legislation
- ▶ Public use quite widespread



# CURRENT SITUATION

## Cannabis in Canada

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- ▶ Legalization of recreational use set for July 1, 2018
  - ▶ Federal (national) government initiated legalization
  - ▶ Responsibility for distribution and regulation falls to the provinces and territories
  - ▶ Some implications at the city/town level (zoning, public use by-laws, etc.)

# CONTEXT

## Cannabis in Canada

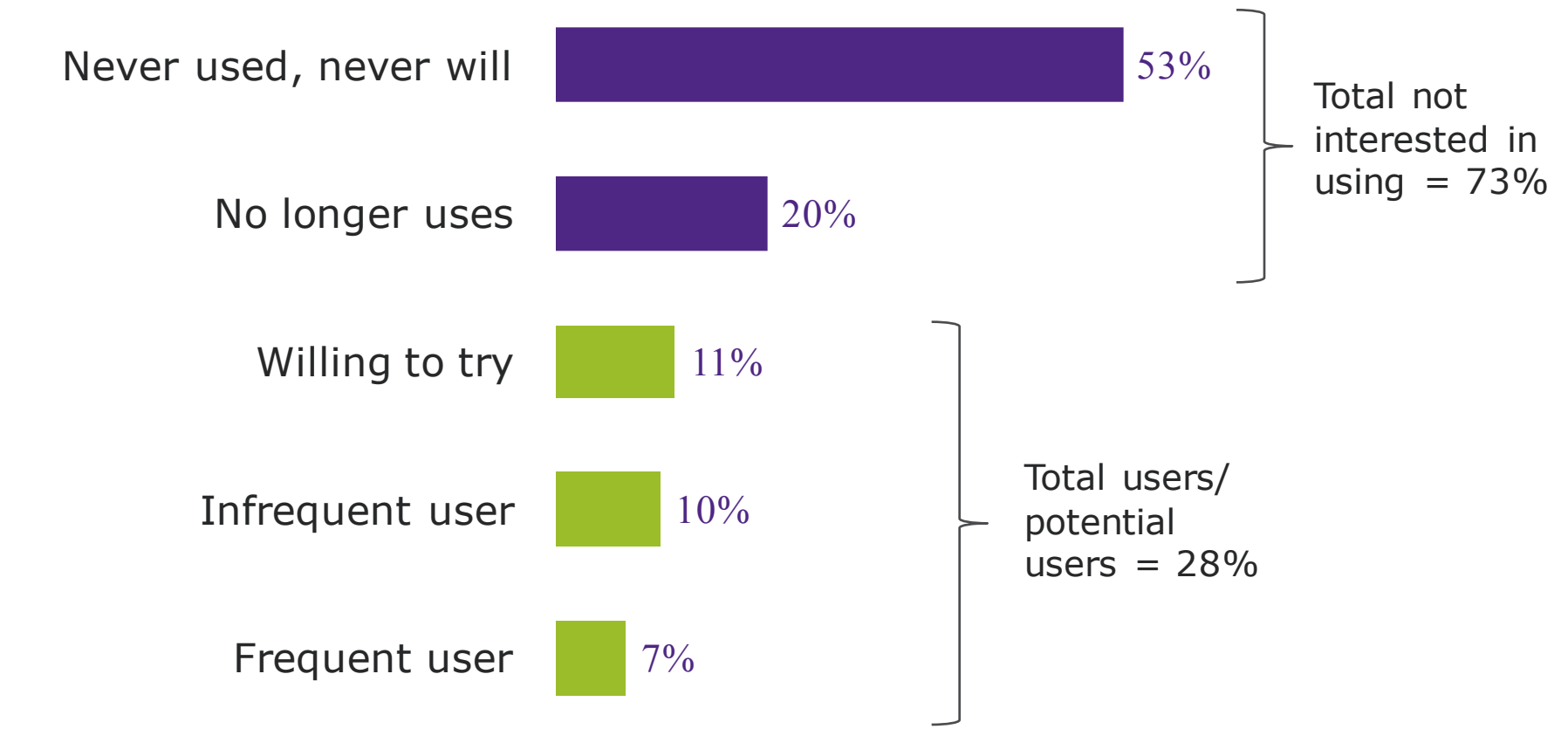
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- ▶ Objectives of legalization
  - ▶ Restrict youth access
  - ▶ Protect young people from promotion or enticement
  - ▶ Protect public health / enhance public awareness of the associated health risks
  - ▶ Deter and reduce criminal activity / provide for legal production to reduce illegal activities
  - ▶ Allow adults to possess and access regulated, quality controlled legal cannabis

**Use**

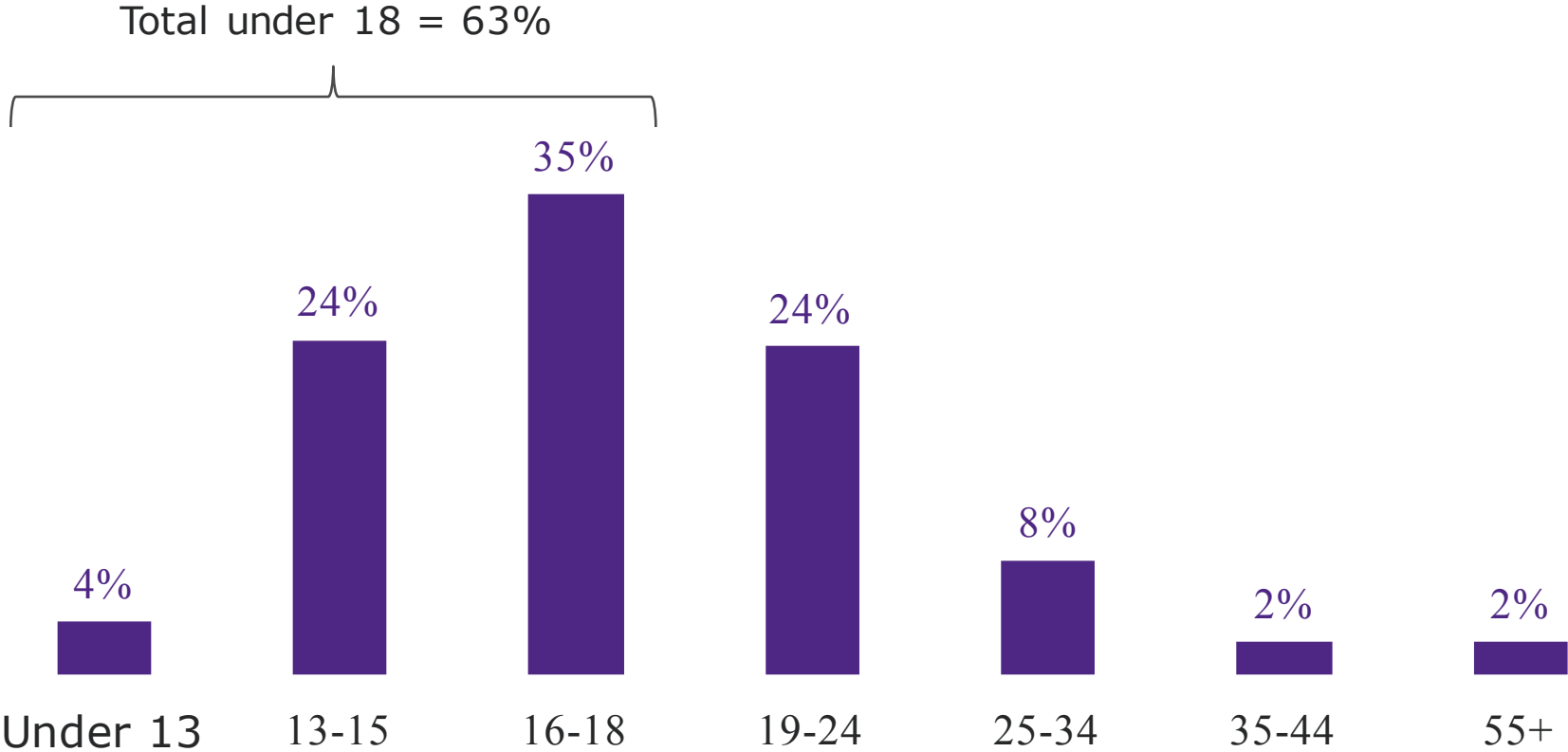


# CANNABIS USE OF CANADIANS



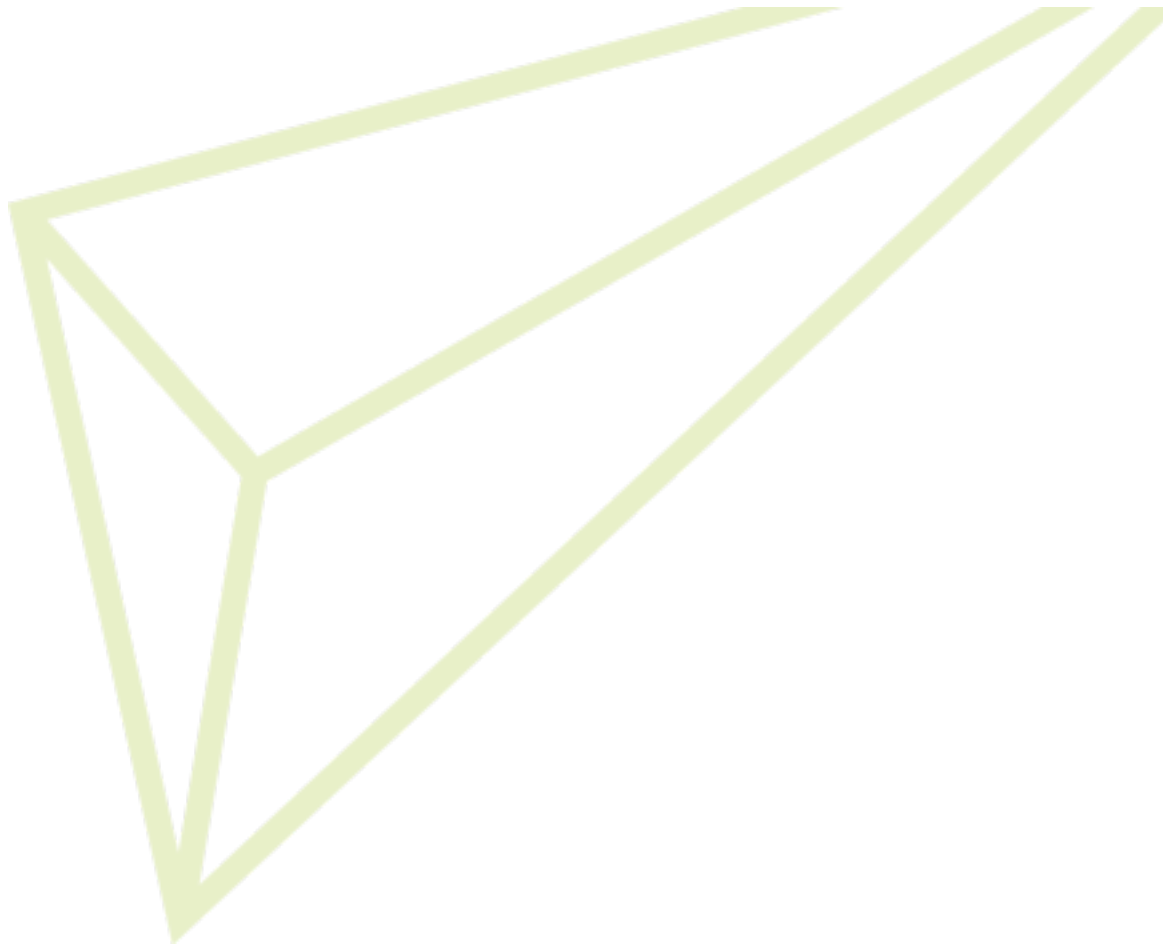
3 Questions: Ever used? Frequency? Likelihood upon legalization?

# AGE OF FIRST USE



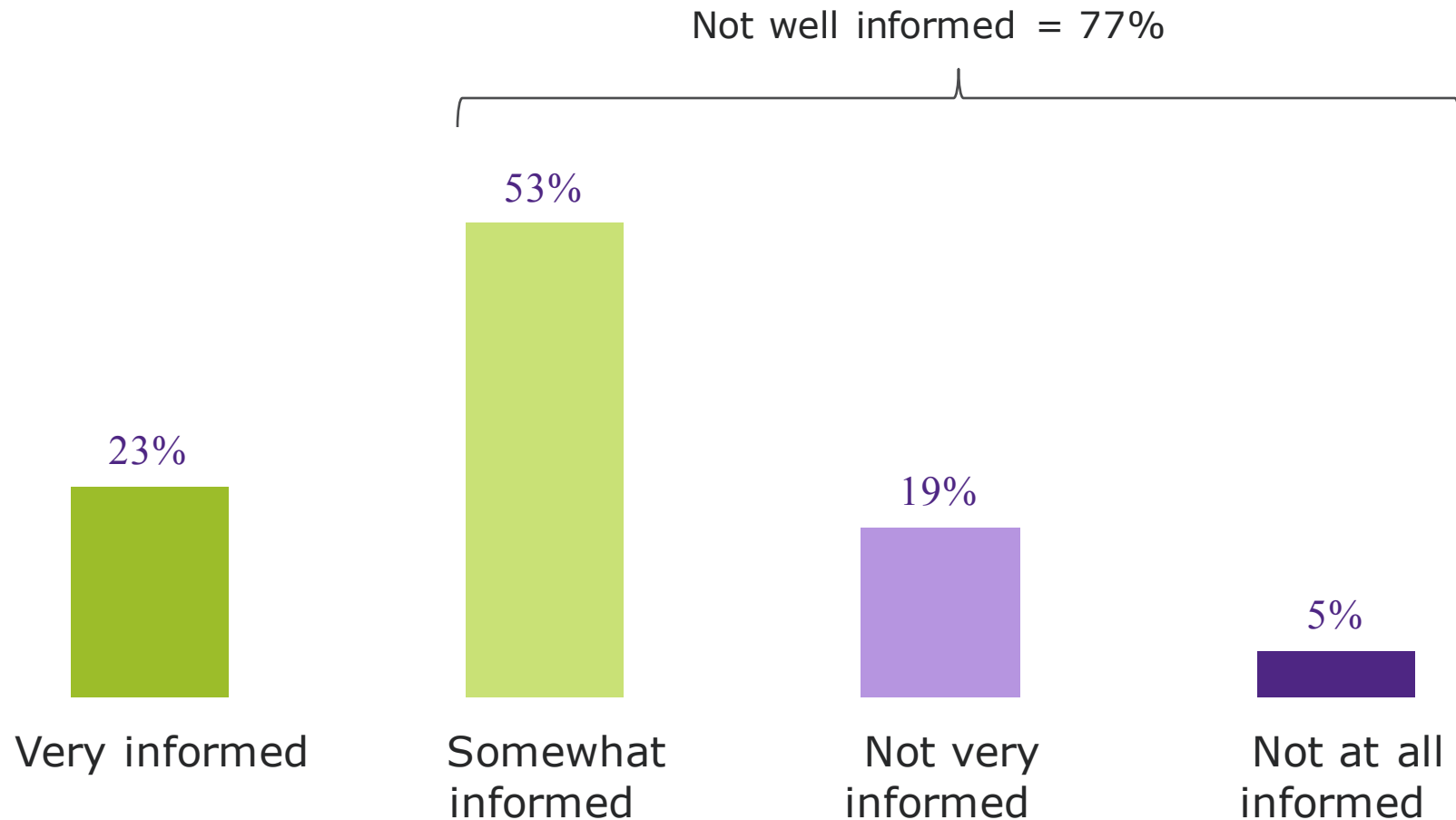
Q4. At about what age did you first use Marijuana?  
Base: Current user (n=134)





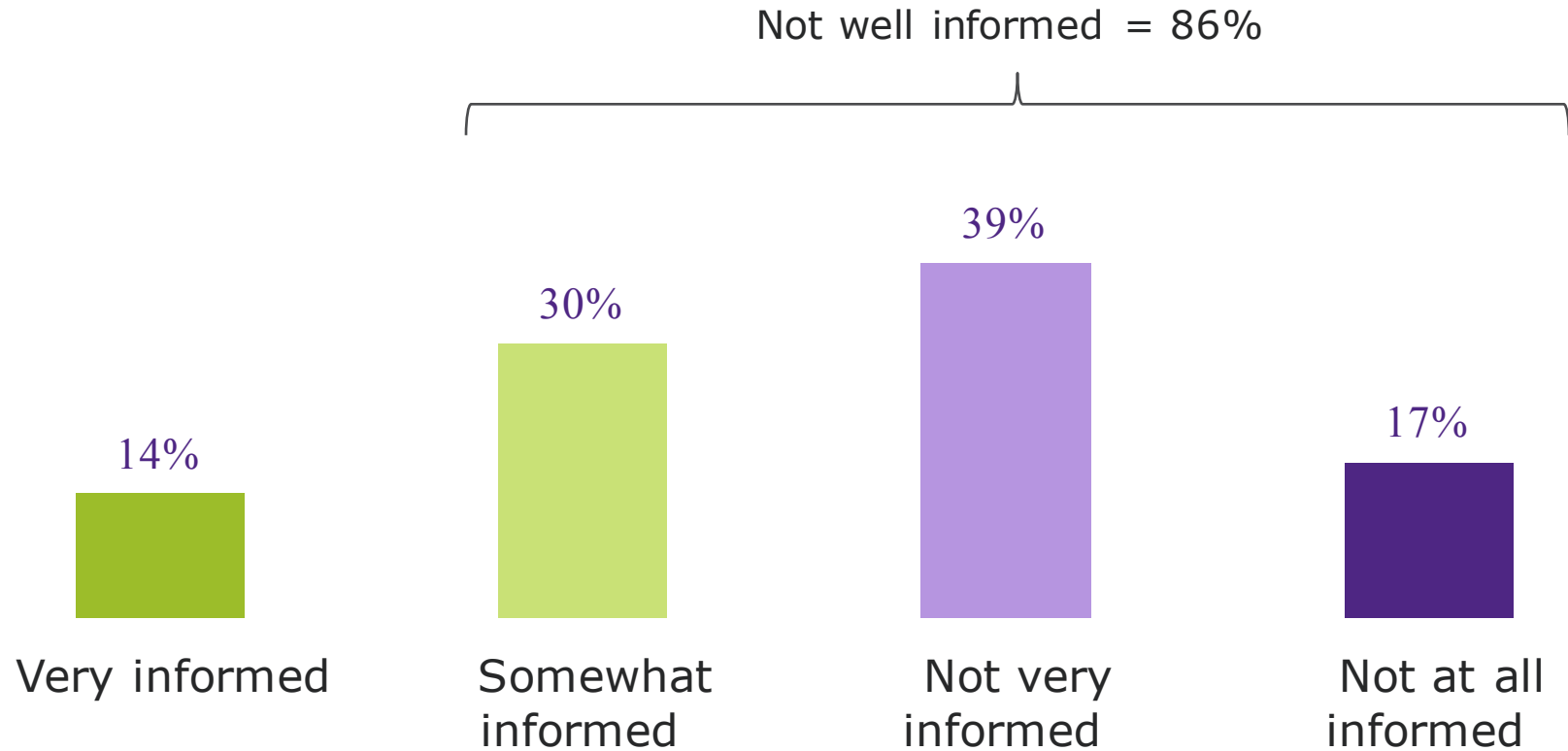
# Knowledge / Information

# HOW WELL INFORMED ABOUT RISKS



Q11. In general, how well-informed do you feel about the following: the health or other risks of using marijuana?

# HOW WELL INFORMED RE PRODUCTS/POTENCIES

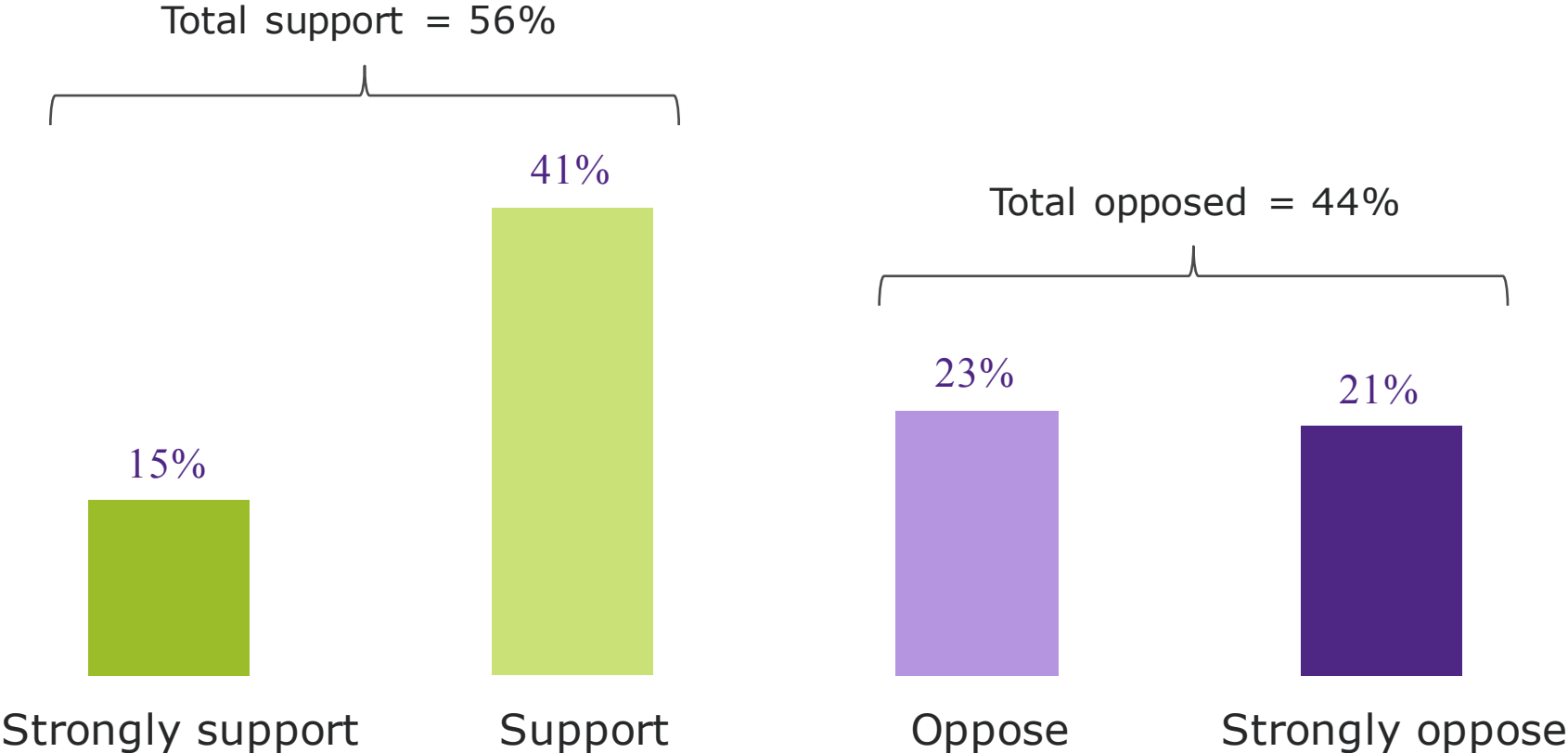


Q11. In general, how well-informed do you feel about the following: the types and potency of products that will be available assuming recreational marijuana use is legalized?



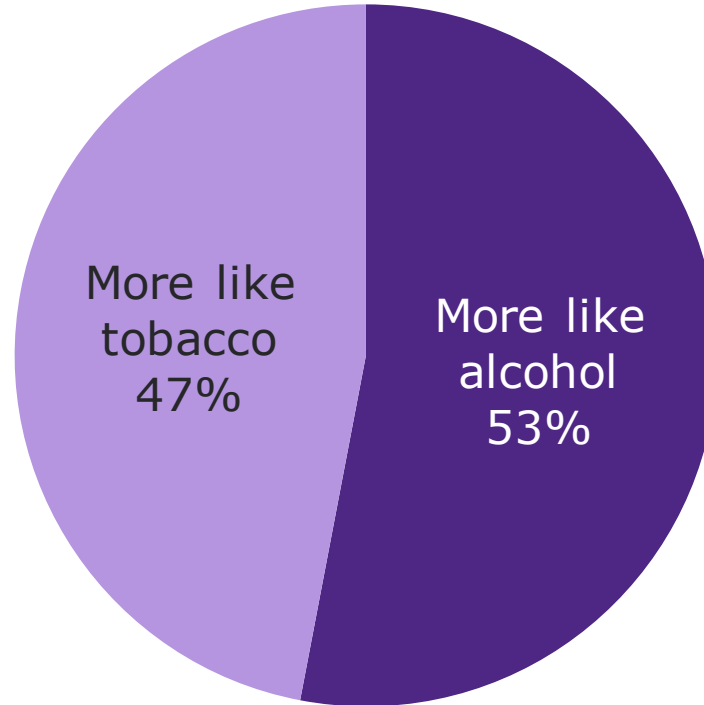
# **Attitudes / Regulation**

# SUPPORT FOR LEGALIZATION



Q1. Do you support or oppose the proposed legalization of marijuana for recreational use in Canada?

# REGIME PREFERENCE



Q9. Assuming recreational marijuana use is legalized, do you think its marketing and sale should be regulated more...

# PLAIN PACKAGING



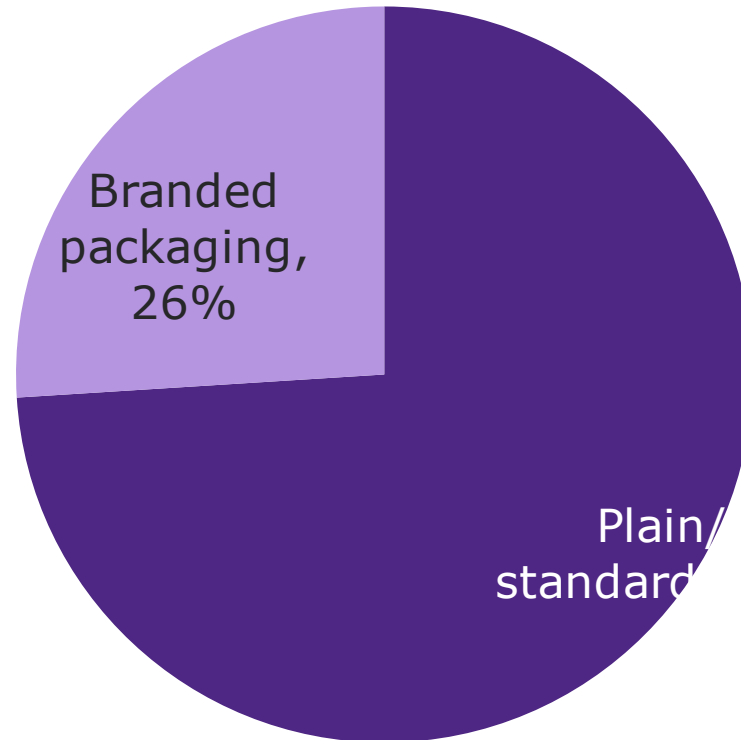
Assuming recreational marijuana use is legalized, which of these opinions is closest to your own? [some/other]

01 people say that companies should be free to brand, package and market marijuana products to adults as they see fit, as is the case for many other products.

02 people say that plain and standardized packaging rules should be enforced so that marijuana products are not made more appealing by the branding and packaging.



# PACKAGING



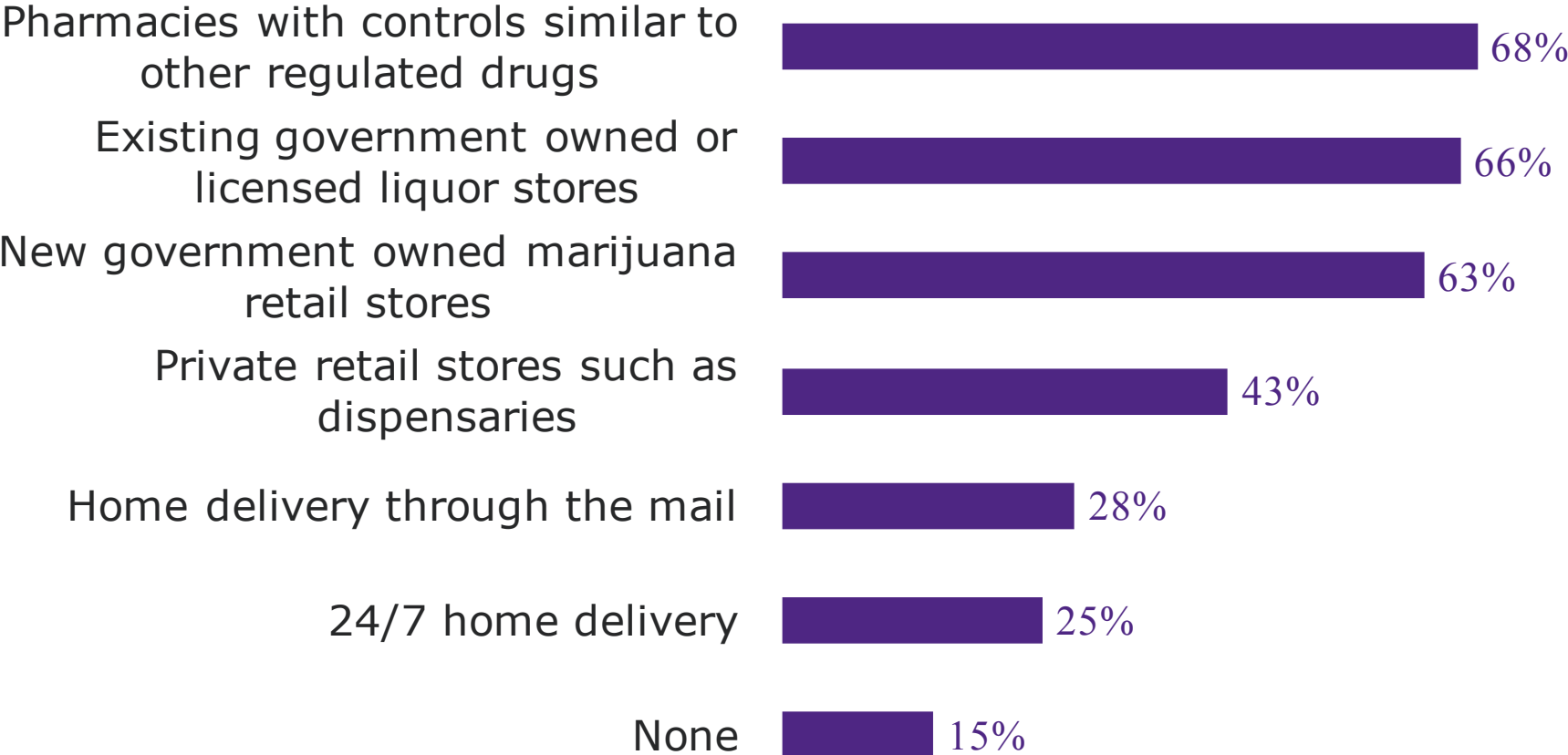
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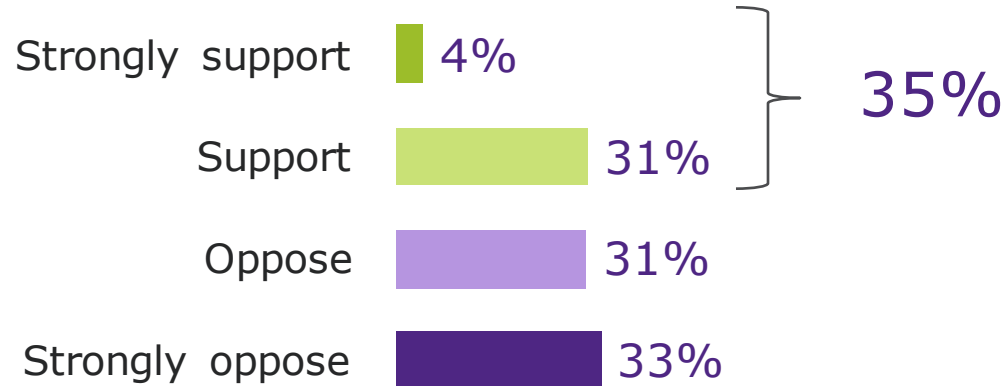
# ACCEPTABILITY OF DISTRIBUTION METHODS



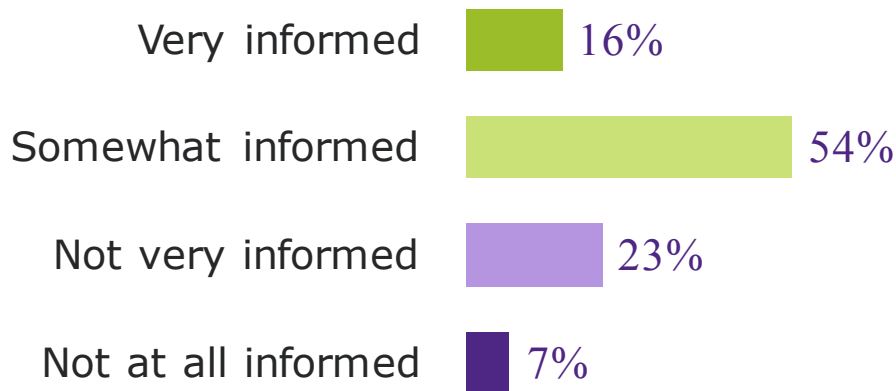
Q7. Assuming recreational marijuana use is legalized, there are a number of options for making it available to the public. How acceptable do you consider each of the following options?

# NEVER USED, NEVER WILL

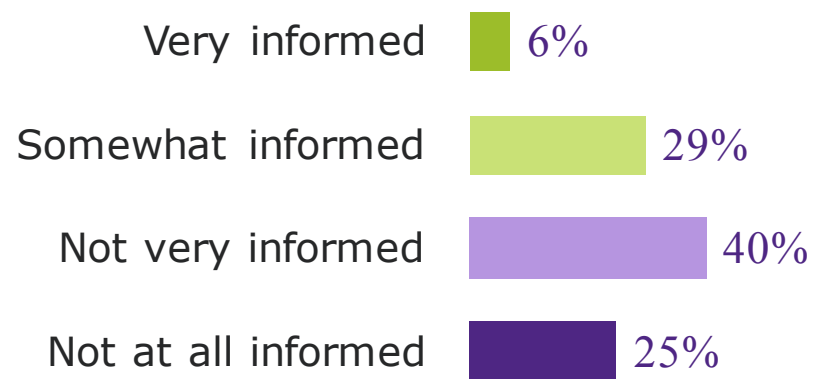
## Support of legalization



## Knowledge of health risks

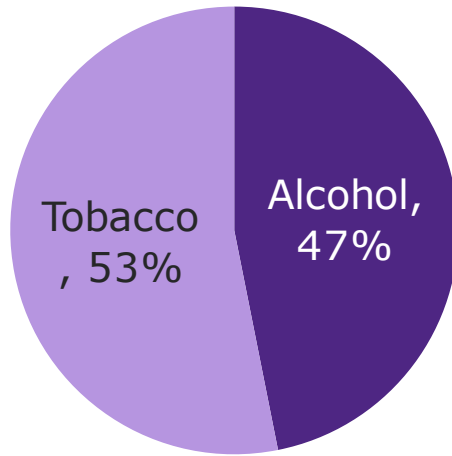


## Knowledge of product

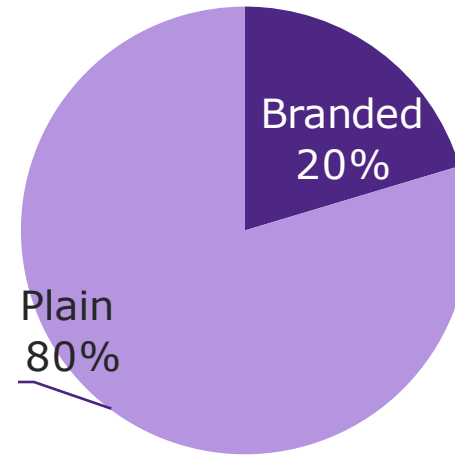


# NEVER USED, NEVER WILL

### Regime preference



### Packaging preference

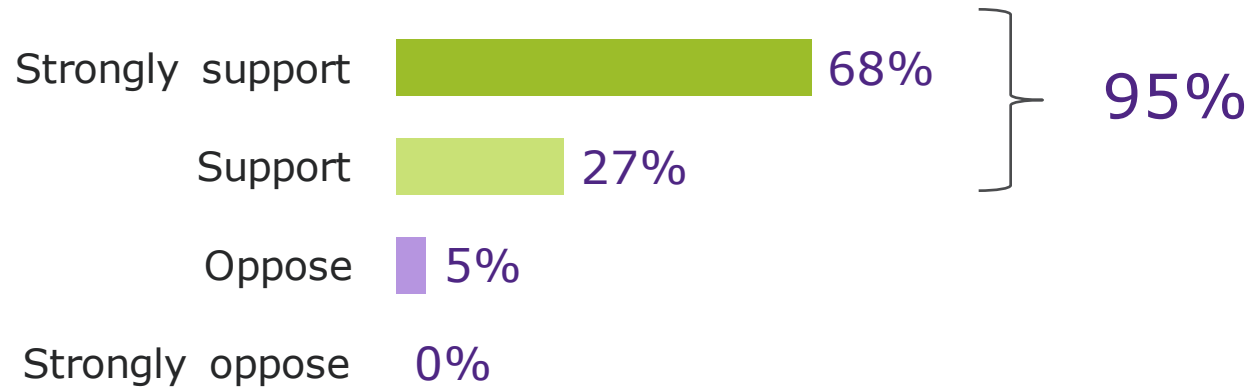


### Distribution acceptability

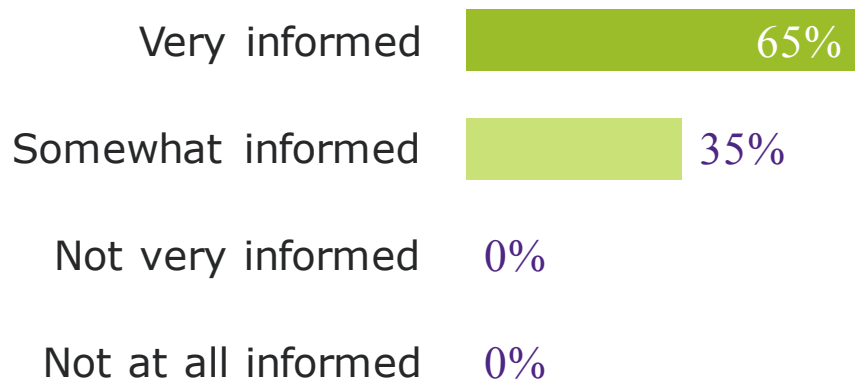


# FREQUENT USERS

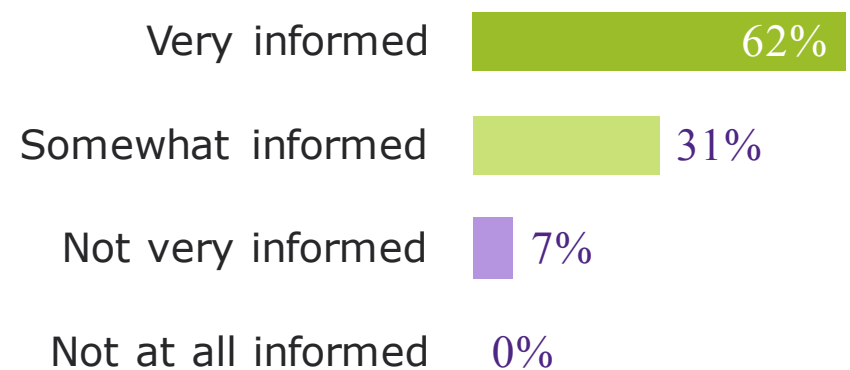
## Support of legalization



## Knowledge of health risks



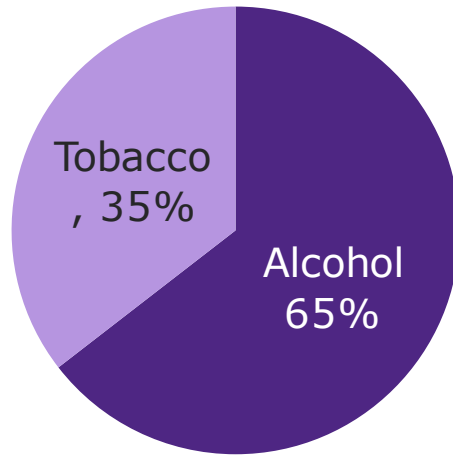
## Knowledge of product



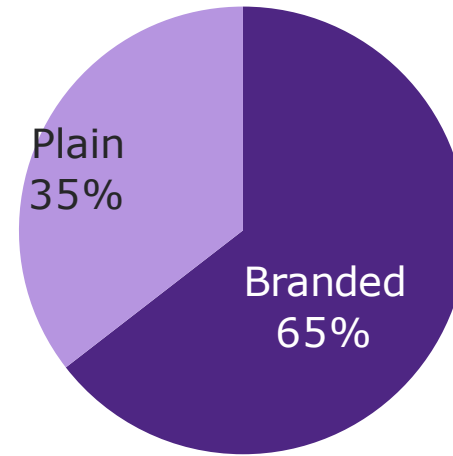
# FREQUENT USERS

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### Regime preference



### Packaging preference



### Distribution acceptability





# Values

# SAMPLE VALUES THAT DISTINGUISH USERS

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## **Motivation/ Ambition**

Personal Challenge

## **Consumption (enthusiastic)**

Importance of Brand  
Joy of consumption  
Confidence in  
Advertising  
Importance of  
Aesthetics

## **Wellness**

Effort for health  
Vitality

## **Societal (anti)**

Acceptance of  
violence  
Penchant for risk  
Pursuit of intensity

## **Questioning of Authority**

Rejection of authority

# SAMPLE VALUES THAT DISTINGUISH SUPPORTERS OF DISTRIBUTION METHODS

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## **Existing liquor stores**

Discriminating consumerism

## **Pharmacies**

Importance of brand  
Confidence in Traditional HCP

## **Government owned cannabis stores**

Active government

## **Dispensaries**

Values of users  
(and legalization supporters)



## SO WHAT?

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- ▶ Approximately thirty percent (maybe 40%) use or might use under legalization
- ▶ Efforts to stem under-age use could potentially reduce these rates
- ▶ Opinion on legalization is soft / fluid, at least in part due to low information

## SO WHAT?

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- ▶ Current results on regulation should be considered in context of:
  - ▶ Soft opinions and low information; AND
  - ▶ Dilution of results from inclusion of never and non-users

## SO WHAT?

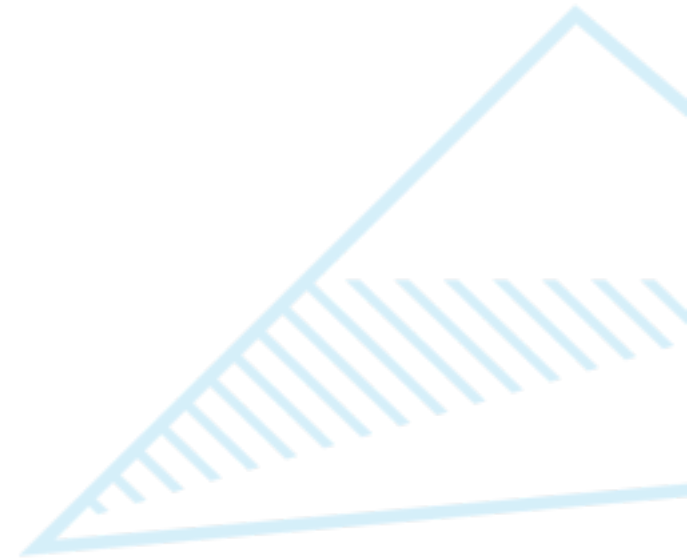
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- ▶ Values and motivations of users and legalization supporters are varied

***“a heterogeneous tent, with many ‘strains’ coming together from different quarters to present a relatively complex profile”***

**Questions?**

**Discussion**





# Thank you

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