

## FACTUM

### Majority of Canadians (55%) Aware of 4/20 Celebrations for Cannabis Consumption

#### Nearly Four in ten (36%) Canadians are More Open and Positive about Cannabis Use Since Legalization in 2018

**Toronto, Ontario, April 14, 2022** — As the annual global 4/20 celebrations around the consumption of cannabis near, a new Ipsos poll conducted for the Green Organic Dutchman has found that a majority (55%) of Canadians are aware of the April 20<sup>th</sup> celebration, rising to 76% among those aged 18-34.

Since the legalization of cannabis consumption in 2018, attitudes and behaviours around cannabis in Canada have been evolving:

- Nearly four in ten (36%) say that they're more open and positive (22% much more/13% slightly more) about cannabis use, compared to just one in ten (9%) who are less open and positive (7% much less/2% slightly less) about it. The remaining 55% say their opinion has not changed.
- Two in ten (22%) say they consume more (9% a lot/13% a little) cannabis than before legalization, while just 8% say they consume less (6% much/2% a little) cannabis. For seven in ten (71%) Canadians there has been no change in their cannabis consumption since 2018.

Overall, 42% of Canadians claim to have consumed cannabis in the last year for either recreational purposes (non-medical, enjoyment, amusement) or medical purposes (used to treat disease/disorder or improve symptoms). Men (46%) are more likely than women (38%) to say they've used cannabis in the last year, as are those aged 18-34 (56%) and 35-54 (50%) compared to older Canadians aged 55+ (24%).

Two in ten Canadians (20%) say that if they had more educational resources about cannabis they would be more likely (6% much more) to consume the product; conversely, one in eleven (9%) says it would probably make them less likely (7% much less) to consume the product. For 71% of Canadians, more education wouldn't have an impact on their consumption patterns.



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### About the Study

These are some of the findings of an Ipsos poll conducted between April 12 and 14, 2022, on behalf of The Green Organic Dutchman. For this survey, a sample of 1,000 Canadians aged 18+ was interviewed. Weighting was then employed to balance demographics to ensure that the sample's composition reflects that of the adult population according to Census data and to provide results intended to approximate the sample universe. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within  $\pm 3.5$  percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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