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Cannabis Usage Habits

Classic Rock Is the Preferred Genre of Music While Consuming Cannabis

Washington, DC, August 28, 2019

Full Annotated Questionnaire:

1. Which, if any, of the following have you consumed in the past 12 months? Select all that apply.

	Total (N=2700)	US* (N=1200)	Canada (N=1500)
Cannabis (marijuana)	100%	100%	100%
Alcohol	84%	83%	85%
Tobacco	52%	47%	56%
CBD (non-THC)	41%	48%	35%

2. On average, how often do you consume each of the following?

Once a Week or More Often Summary

	Total	US	Canada
Cannabis (marijuana)	61%	63%	59%
CBD (non-THC)	55%	53%	58%

- a. Cannabis (marijuana)

	Total	US	Canada
Daily	32%	37%	27%
Several times a week	19%	18%	19%
Once a week	10%	7%	13%
Several times a month	12%	13%	12%
Once a month	8%	7%	9%
Several times a year	13%	12%	14%
Once a year or less often	6%	6%	7%
Once a week or more often (Net)	61%	63%	59%

*US respondents live in one of the following states: CA, NV, CO, OR, WA, MA.



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b. [Only asked if responded CBD (non-THC) in Q1] CBD (non-THC)

	Total (N=1103)	US (N=574)	Canada (N=529)
Daily	21%	20%	21%
Several times a week	23%	24%	22%
Once a week	11%	8%	14%
Several times a month	15%	14%	15%
Once a month	10%	10%	11%
Several times a year	14%	16%	12%
Once a year or less often	6%	7%	5%
<i>Once a week or more often (Net)</i>	<i>55%</i>	<i>53%</i>	<i>58%</i>

3. Which of the following is your preferred form of cannabis consumption? Select one.

	Total	US	Canada
Smoking (e.g. joint, bowl, bong, etc.)	61%	59%	62%
Edibles (e.g. gummies, candy, baked goods, etc.)	19%	21%	17%
Vaping	13%	16%	11%
Capsules	3%	1%	4%
Tinctures	3%	3%	3%
Other	1%	*	1%

4. From where do you purchase cannabis? Select all that apply.

	Total	US	Canada
A medical dispensary near me	16%	19%	13%
A medical dispensary far from me	7%	4%	9%
A recreational dispensary near me	47%	62%	34%
A recreational dispensary far from me	12%	10%	13%
Home delivery service	13%	6%	19%
Through friends	32%	25%	38%
Other	3%	2%	4%
I don't purchase cannabis	4%	3%	5%
<i>Medical dispensary (Net)</i>	<i>21%</i>	<i>21%</i>	<i>21%</i>
<i>Recreational dispensary (Net)</i>	<i>54%</i>	<i>67%</i>	<i>44%</i>



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5. Of the following, which would you consider to be your ideal way to wind down at the end of a long day? Select all that apply.

	Total	US	Canada
With cannabis	67%	69%	65%
With alcohol	38%	33%	42%
With tobacco	17%	13%	20%
With CBD	12%	12%	12%
Other	4%	5%	4%
None of these	8%	7%	8%

6. Do you enjoy sharing cannabis with a romantic partner? Select one.

	Total	US	Canada
Yes, often	30%	34%	26%
Yes, sometimes	34%	32%	36%
No, I like it but they don't	15%	14%	16%
No, they like it but I don't	2%	2%	3%
I don't have a romantic partner	18%	18%	18%
<i>Yes (Net)</i>	<i>64%</i>	<i>66%</i>	<i>62%</i>
<i>No (Net)</i>	<i>18%</i>	<i>16%</i>	<i>19%</i>

7. Have you consumed cannabis before a first date in the past 12 months? Select one.

	Total	US	Canada
Yes, I have	32%	32%	32%
No, I haven't before a first date in the past 12 months	22%	20%	24%
No, I haven't had a first date in the past 12 months	46%	48%	43%



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8. **[Only asked if responded yes to Q7]** How many dates do you wait before you discuss/share your cannabis habits with a potential partner? Select one.

	Total (N=1469)	US (N=620)	Canada (N=849)
First date	44%	53%	37%
Second date	20%	18%	22%
Third or fourth date	16%	14%	18%
After the fourth date	10%	8%	12%
Never	9%	7%	11%

9. Do you incorporate cannabis or cannabis-derived products into your sex life? Select one.

	Total	US	Canada
Yes	39%	40%	38%
No	61%	60%	62%

10. **[Only asked if responded yes to Q9]** Would you say you experience better sex when cannabis is involved? Select one.

	Total (N=1055)	US (N=481)	Canada (N=574)
Yes	92%	91%	92%
No	8%	9%	8%

11. Do you enjoy listening to music while consuming cannabis? Select one.

	Total	US	Canada
Yes	90%	92%	88%
No	10%	8%	12%



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12. What percent of the time would you say you listen to music while under the influence of cannabis? Please enter a number.

	Total	US	Canada
0%	4%	3%	5%
1%-25%	28%	26%	30%
26%-50%	30%	30%	31%
51%-75%	17%	16%	17%
76%-100%	21%	25%	18%
<i>Mean</i>	48%	52%	46%

13. **[Only asked if responded greater than 0% in Q12]** Which of the following genres of music would you be likely to be listening to while consuming cannabis? Please select all that apply.

	Total (N=2589)	US (N=1164)	Canada (N=1425)
Classic rock	50%	51%	49%
Hip Hop/Rap	39%	46%	34%
Pop	36%	35%	37%
Alternative rock/Indie	32%	35%	30%
R&B/Soul	32%	37%	28%
Reggae	25%	28%	21%
Metal/Hard rock	25%	26%	25%
Dance/Electronic	23%	23%	23%
Country	22%	23%	22%
Blues	20%	22%	19%
Jazz	18%	19%	17%
Classical	15%	15%	15%
Folk	13%	13%	13%
Reggaeton/Dancehall	12%	13%	11%
Musical Theatre/Broadway	5%	5%	5%
Gospel/Religious	3%	4%	3%
Other	4%	5%	3%



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13b. Have you consumed cannabis before or while attending a music festival or concert in the past 12 months? Select one.

	Total	US	Canada
Yes	40%	43%	37%
No, I haven't consumed cannabis before a music fest or concert in the past 12 months	19%	17%	21%
No, I haven't been to a music fest or concert in the past 12 months	41%	40%	42%

14. [Only asked if responded yes to Q13b] What is your preferred form of cannabis to consume...

a. Before a music fest or concert?

	Total (N=1069)	US (N=515)	Canada (N=554)
Smoking (e.g. joint, bowl, bong, etc.)	66%	62%	69%
Edibles (e.g. gummies, candy, baked goods, etc.)	17%	21%	14%
Vaping	12%	13%	10%
Capsules	3%	1%	4%
Tinctures	2%	1%	3%
Other	*	*	-

b. At a music fest or concert?

	Total (N=1069)	US (N=515)	Canada (N=554)
Smoking (e.g. joint, bowl, bong, etc.)	58%	51%	64%
Edibles (e.g. gummies, candy, baked goods, etc.)	19%	22%	17%
Vaping	18%	24%	13%
Capsules	3%	2%	4%
Tinctures	2%	1%	3%
Other	*	*	1%





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About the Study

These are some of the findings of an Ipsos poll conducted between August 12-15. All qualified respondents are adults age 21+ who live in the US (n=1200) or Canada (n=1500). US respondents live in one of the following states: CA, NV, CO, OR, WA, MA. Sample is balanced to be reflective of demographics of the target group for the given markets. All completes have used cannabis within the past year.

The sample for this study was randomly drawn from Ipsos' online panel (see link below for more info on "Access Panels and Recruitment"), partner online panel sources, and "river" sampling (see link below for more info on the Ipsos "Ampario Overview" sample method) and does not rely on a population frame in the traditional sense. Ipsos uses fixed sample targets, unique to each study, in drawing a sample. After a sample has been obtained from the Ipsos panel, Ipsos calibrates respondent characteristics to be representative of the U.S. Population using standard procedures such as raking-ratio adjustments. The source of these population targets is U.S. Census 2016 American Community Survey data. The sample drawn for this study reflects fixed sample targets on demographics. Posthoc weights were made to the population characteristics on gender, age, race/ethnicity, region, and education.

Statistical margins of error are not applicable to online non-probability polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll has a credibility interval of plus or minus 2.2 percentage points for all respondents. Ipsos calculates a design effect (DEFF) for each study based on the variation of the weights, following the formula of Kish (1965). This study had a credibility interval adjusted for design effect of the following (n=2,700, DEFF=1.5, adjusted Confidence Interval=+/-3.7 percentage points).

The poll also has a credibility interval of plus or minus 3.2 percentage points for Americans and plus or minus 2.9 percentage points for Canadians.

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About Ipsos

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