



Understanding the Canadian Market for **CANNABIS EDIBLES**

OCTOBER 17, 2019

BACKGROUND & METHODOLOGY

- In advance of the first anniversary of legalized adult-use cannabis in Canada, Ipsos surveyed 942 cannabis users between Sept 20th and Sept 30th , 2019.
- Based on Ipsos research, the current incidence of monthly cannabis use in Canada is 16%*, up from 13% pre-legalization
- The results of this research are reflective of a random sample of recreational and medical cannabis users in Canada, and has a credibility margin of +/- 3.3%.

*Note: monthly cannabis user incidence based on June 2019.

DESPITE BEING ILLEGAL IN CANADA UP UNTIL NOW, MOST CANADIAN CANNABIS USERS REPORT HAVING USED A CANNABIS EDIBLE IN THE PAST

70%
Yes



30%
No

Q: A1 - Have you ever eaten or drank a product infused with cannabis?
Based on total weighted interviews (n= 942)

USERS WHO HAVE EATEN/DRANK A CANNABIS EDIBLE LARGELY REPORT POSITIVE EXPERIENCES – VERY FEW REPORT NEGATIVE EXPERIENCES

82%



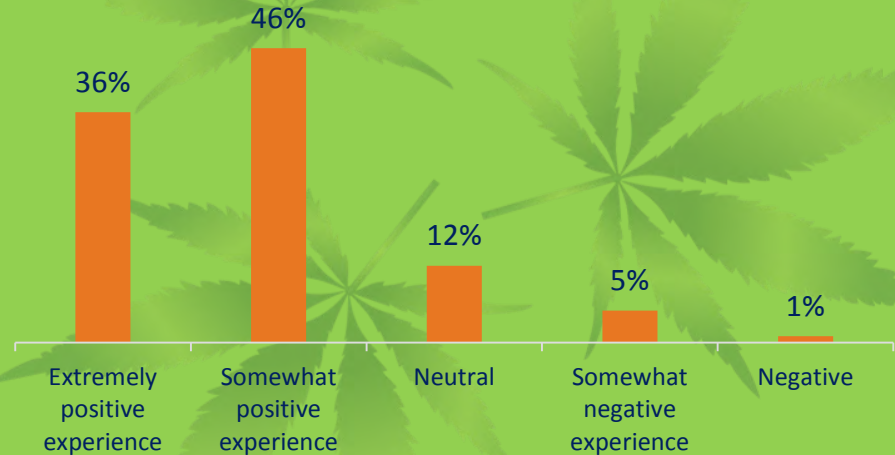
Positive Experience

6%

Negative Experience



Rating of Last Cannabis Edible Usage Experience
(Among those having used edibles)

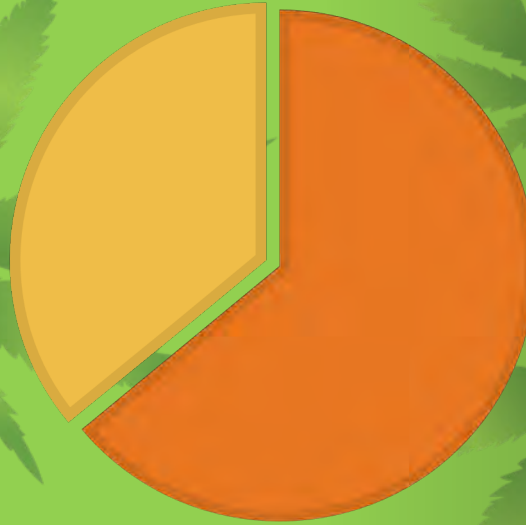


Q: A2 - How would you rate your last experience eating or drinking a product infused with cannabis?
Based on those reporting to have used a cannabis edible in the past (n= 654)

CANNABIS USERS FREQUENTLY FIND THEMSELVES WANTING TO USE CANNABIS BUT DON'T BECAUSE THEY DON'T WANT OTHERS TO SMELL OR INHALE THE SMOKE

36%

Have not been in a social situation where they wanted to use cannabis but refrained



64%

Have wanted to use cannabis in a social situation but didn't because they didn't want to impact others with smoke

Q: A3 - Have you ever wanted to consume cannabis in a social situation but did not because you didn't want others around you to smell or inhale the smoke?
Based on total weighted interviews (n= 942)

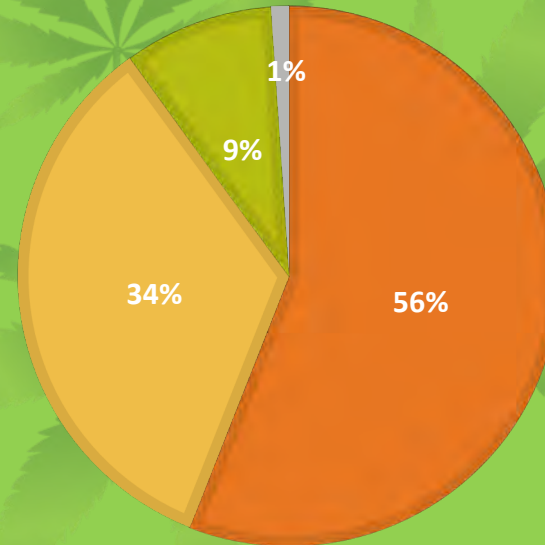
MOST CANNABIS USERS EXPECT TO CONSUME EDIBLES ONCE IT IS LEGAL IN CANADA



90%

Say they will definitely or probably use cannabis edibles once legal

Definitely will Probably will Might or might not
Probably not Definitely not



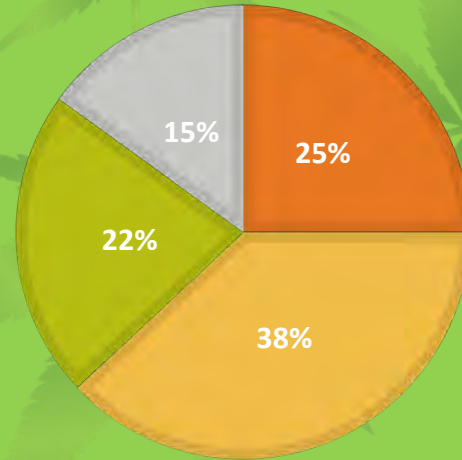
Q: A4 - Cannabis-infused beverages and edibles should be available to Canadians this winter. How likely are you to consider trying a Cannabis-infused beverage or edible?
Based on total weighted interviews (n= 942)

CONCERN AROUND NEGATIVE THE HEALTH EFFECTS OF VAPING CANNABIS IS RELATIVELY HIGH AMONG CANADA'S CANNABIS USERS

63%

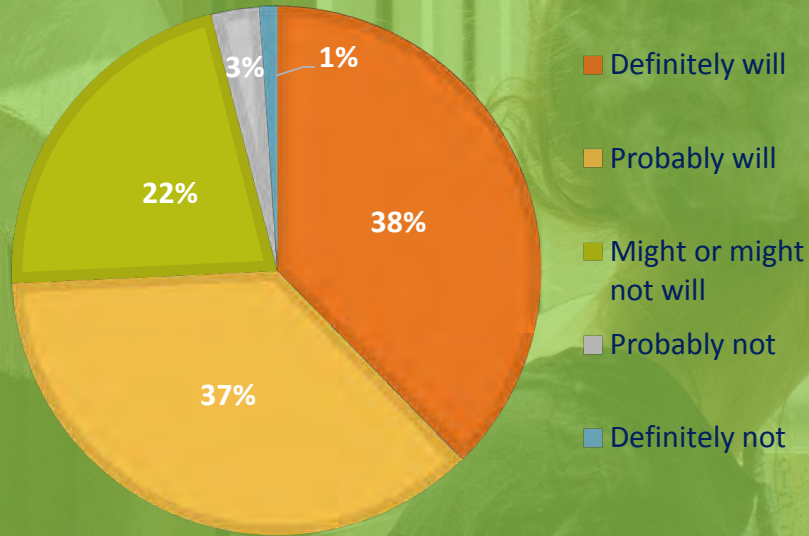
Of Canadian cannabis users
are concerned about the
negative health effects of
vaping cannabis

Very concerned Somewhat concerned
Not very concerned Not at all concerned



Q: A6 - How concerned are you about the negative health effects of vaping cannabis?
Based on total weighted interviews (n= 942)

CONCERN AROUND THE NEGATIVE HEALTH EFFECTS OF VAPING MAY DRIVE GREATER INTEREST IN CANNABIS EDIBLES AND BEVERAGES



75%

Of Canadian cannabis users are likely to try a cannabis edible instead of vaping cannabis

Q: A7 - How likely are you to eat a cannabis-infused edible instead of vaping cannabis?
Based on total weighted interviews (n= 942)



ABOUT IPSOS

For More Information



Michael RODENBURGH

Executive VP

✉ Michael.Rodenburgh@ipsos.com

📞 +1-778-373-5010

GAME CHANGERS



ABOUT IPSOS

Ipsos is the third largest market research company in the world, present in 90 markets and employing more than 18,000 people.

Our research professionals, analysts and scientists have built unique multi-specialist capabilities that provide powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data coming from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarises our ambition to help our 5,000 clients to navigate more easily our deeply changing world.

Founded in France in 1975, Ipsos is listed on the Euronext Paris since July 1st, 1999. The company is part of the SBF 120 and the Mid-60 index and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP
www.ipsos.com

GAME CHANGERS

In our world of rapid change, the need for reliable information to make confident decisions has never been greater.

At Ipsos we believe our clients need more than a data supplier, they need a partner who can produce accurate and relevant information and turn it into actionable truth.

This is why our passionately curious experts not only provide the most precise measurement, but shape it to provide True Understanding of Society, Markets and People.

To do this we use the best of science, technology and know-how and apply the principles of security, simplicity, speed and substance to everything we do.

So that our clients can act faster, smarter and bolder.
Ultimately, success comes down to a simple truth:
You act better when you are sure.