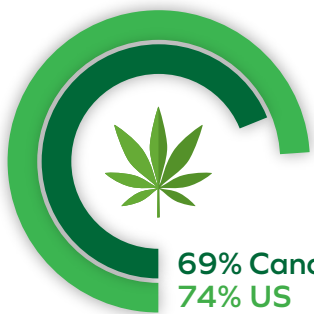


# Cannabis

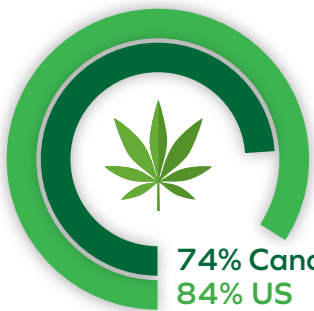
CONSUMER BEHAVIORS

NEW INSIGHTS FROM THE 2018 FALL CANNABIS CULTURE POLL

## As barriers to cannabis use fall, consumption increases—especially in Canada



consumers enjoy cannabis at least once per week



consumers who don't buy from a dispensary would consider it

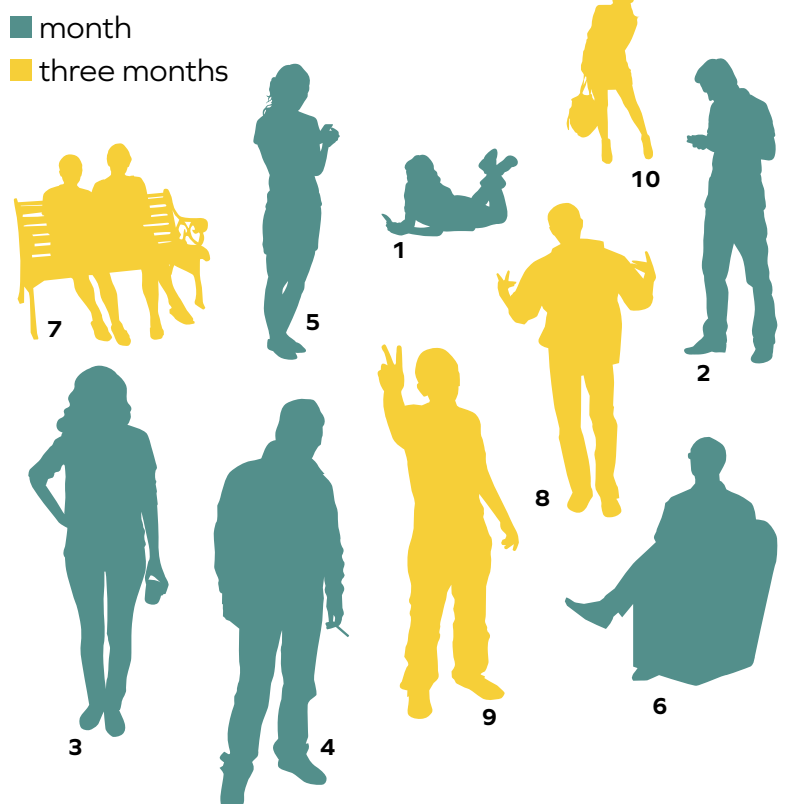


consumers enjoy cannabis in the "late evening"



consumers enjoy cannabis in the "early evening"

Cannabis consumers are a lot like non-consumers and they're more likely to have done these things in the past



1—Streamed online content; 2—Played a video, computer, or mobile game; 3—Consumed alcohol; 4—Consumed tobacco; 5—Used social networking (Canada) 6—Watched a movie (Canada) 7—Visited a park; 8—Visited a pub, bar or club; 9—Attended a concert (US) 10—Traveled for work (US)

7 out of 10 respondents in the US and Canada believe cannabis improves anxiety and stress levels after use ▼

Most US and Canada consumers spend **\$50 or more per month** on cannabis and related products

Most US and Canada consumers prefer a joint or blunt but **topical creams** are an intriguing alternate method

