Forward

In October 2018, Canada became the second country to legalize non-medical cannabis. The primary objectives of the federal Cannabis Act includes preventing young persons from accessing cannabis and protecting public health and safety by establishing a legal regulatory framework.

The current report summarizes Canadian findings from the International Cannabis Policy Study (ICPS). The ICPS Project is an international research collaboration designed to examine the public health impact of cannabis policies, including legalization of medical and non-medical cannabis. The ICPS Project includes annual population-based surveys conducted in Canada and the United States (since 2018), as well as Australia and New Zealand (since 2021). The current report presents indicators of cannabis use in the year prior to legalization, and in the three years following legalization of non-medical cannabis in Canada.

Visit the study website for more information: www.cannabisproject.ca.
FUNDING
FUNDING FOR THIS STUDY WAS PROVIDED BY A CANADIAN INSTITUTES OF HEALTH (CIHR) PROJECT GRANT AND A CIHR PARTNERSHIPS FOR CANNABIS POLICY EVALUATION TEAM GRANT.

ETHICS CLEARANCE
THE PROJECT HAS BEEN REVIEWED BY AND RECEIVED ETHICS CLEARANCE THROUGH A UNIVERSITY OF WATERLOO RESEARCH ETHICS COMMITTEE (ORE#31330).

SUGGESTED CITATION

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OVERVIEW
The International Cannabis Policy Study is a repeat cross-sectional survey conducted annually in the United States and Canada (since 2018), as well as Australia and New Zealand (since 2021) to examine trends in cannabis. This report summarizes key indicators from the 2021 ICPS survey in Canada from September 14 to November 8, 2021.

SAMPLE
Respondents were 16–65 years of age and were recruited through the Nielsen Consumer Insights Global Panel. The analytic sample for 2021 comprised 52,938 respondents in Canada (n= 16,952), the United States (n= 30,081), Australia (2,925) and New Zealand (2,980). The current report focuses on the Canadian subsample of 58,045 respondents who participated in the 2018 (n=10,057), 2019 (n=15,526), 2020 (n=15,780), or 2021 (n= 16,952) surveys. All 2018 surveys were conducted prior to cannabis legalization.

SURVEY
The survey covers the following content areas:
• prevalence and patterns of cannabis use;
• cannabis purchasing and price;
• cannabis consumption and modes of use;
• commercial retail environment;
• risk behaviours;
• cannabis knowledge, perceptions of risk and social norms;
• exposure to health warnings and public educational campaigns;
• exposure to cannabis marketing and branding;
• substance use and other risk behaviours; and
• socio-demographics and socio-economic status.

DATA ANALYSIS
Post-stratification survey weights were created using age-by-sex-by-province, education, and age-by-smoking status groups. All estimates in the current report are weighted and rescaled to the original sample size within each province. Comparisons are provided between Canada across years, as well as between provinces.

TECHNICAL REPORT
The survey and technical report are available at: www.cannabisproject.ca/methods. The technical report includes detailed information on methodology and survey weighting.
## Sample profile

### Canada

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<tr>
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<td>3,755</td>
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<td>Province</td>
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<td></td>
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<tr>
<td></td>
<td>British Columbia</td>
<td>1,329</td>
<td>2,094</td>
<td>2,173</td>
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<tr>
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<tr>
<td></td>
<td>Ontario</td>
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<td>6,672</td>
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<td>3,387</td>
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<td>Atlantic provinces</td>
<td>649</td>
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<td></td>
<td>New Brunswick</td>
<td>204</td>
<td>308</td>
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<td>340</td>
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<td>PEI</td>
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Trends in cannabis prevalence
Canada 2018 - 2021


Prevalence of cannabis use in Canada 2018 – 2021
n=58,045

- Past 12 months
- Monthly
- Daily/near daily

<table>
<thead>
<tr>
<th>Year</th>
<th>Past 12 months</th>
<th>Monthly</th>
<th>Daily/near daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>19%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>2019</td>
<td>24%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>2020</td>
<td>24%</td>
<td>12%</td>
<td>12%</td>
</tr>
<tr>
<td>2021</td>
<td>27%</td>
<td>14%</td>
<td>14%</td>
</tr>
</tbody>
</table>
Cannabis prevalence
Canada 2021

By sex

<table>
<thead>
<tr>
<th></th>
<th>Female</th>
<th>Male</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past 12 months</td>
<td>34%</td>
<td>39%</td>
</tr>
<tr>
<td>At least monthly</td>
<td>24%</td>
<td>30%</td>
</tr>
<tr>
<td>Daily / near daily</td>
<td>13%</td>
<td>15%</td>
</tr>
</tbody>
</table>

AMONG ALL RESPONDENTS (N=16,952). DAILY/NEAR DAILY USE ≥ 5 DAYS PER WEEK
Cannabis prevalence
Canada 2021

By age

Past 12 months

Monthly

Daily/almost daily

By education

Past 12 months

Monthly

Daily/almost daily

Among all respondents in 2021 (n=16,952). Daily/near daily use ≥ 5 days per week.
Cannabis prevalence 2021

Past 12 months Cannabis use

CA | BC | AB | SK | MB | ON | QC | ATL
---|----|----|----|----|----|----|-----
36% | 40% | 38% | 36% | 39% | 37% | 30% | 40%

Past month Cannabis use

CA | BC | AB | SK | MB | ON | QC | ATL
---|----|----|----|----|----|----|-----
27% | 30% | 28% | 25% | 28% | 28% | 22% | 28%

Daily / near daily Cannabis use

CA | BC | AB | SK | MB | ON | QC | ATL
---|----|----|----|----|----|----|-----
14% | 15% | 14% | 15% | 17% | 14% | 10% | 16%

UNIVERSE: ALL RESPONDENTS 2021 (N=16,952). DAILY/NEAR DAILY USE ≥ 5 DAYS PER WEEK
Trends in cannabis prevalence

UNIVERSE: ALL RESPONDENTS 2018-2021. DAILY/NEAR DAILY USE≥5 DAYS PER WEEK

Canada n=58,045

British Columbia n=7,867

Alberta n=7,746

Saskatchewan n=3,484
Trends in cannabis prevalence

**Manitoba** n=3,612

- Past 12 months: 9%, 10%, 11%, 17%, 26%
- Monthly: 25%, 26%, 23%, 28%, 28%
- Daily/near daily: 17%, 17%, 11%, 17%, 17%

**Ontario** n=14,765

- Past 12 months: 24%, 28%, 30%, 39%, 38%
- Monthly: 27%, 26%, 26%, 28%, 28%
- Daily/near daily: 14%, 12%, 12%, 14%, 14%

**Quebec** n=10,165

- Past 12 months: 8%, 8%, 9%, 10%, 28%
- Monthly: 24%, 18%, 19%, 22%, 28%
- Daily/near daily: 17%, 18%, 19%, 22%, 22%

**Atlantic** n=10,416

- Past 12 months: 31%, 39%, 38%, 40%, 39%
- Monthly: 31%, 27%, 26%, 28%, 28%
- Daily/near daily: 16%, 13%, 15%, 15%, 15%

*UNIVERSE: ALL RESPONDENTS. DAILY/NEAR DAILY USE = AT LEAST 5 DAYS PER WEEK*
Medical authorization

In 2021, approximately 1 in 5 past 12-month cannabis consumers reported that their cannabis consumption was exclusively for medical purposes, with few differences since 2019.

Percent of consumers who self-identify as a medical marijuana user only?
% ‘YES’, PAST 12-MONTH CONSUMERS, N=16,729

<table>
<thead>
<tr>
<th>Year</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>22%</td>
</tr>
<tr>
<td>2020</td>
<td>21%</td>
</tr>
<tr>
<td>2021</td>
<td>22%</td>
</tr>
</tbody>
</table>

Percent of consumers who self-identify as a medical marijuana user only?
% ‘YES’, PAST 12-MONTH CONSUMERS, 2021 N=6,112

<table>
<thead>
<tr>
<th>Province</th>
<th>Percent</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>22%</td>
</tr>
<tr>
<td>BC</td>
<td>22%</td>
</tr>
<tr>
<td>AB</td>
<td>22%</td>
</tr>
<tr>
<td>SK</td>
<td>25%</td>
</tr>
<tr>
<td>MB</td>
<td>22%</td>
</tr>
<tr>
<td>ON</td>
<td>22%</td>
</tr>
<tr>
<td>QC</td>
<td>18%</td>
</tr>
<tr>
<td>ATL</td>
<td>26%</td>
</tr>
</tbody>
</table>

"Do you self-identify as a medical marijuana user only? By “medical marijuana user,” we mean someone who uses marijuana only to treat a medical condition."
Medical authorization

Medical cannabis use was legalized in Canada in 2001. Almost 1 in 5 past 12-month cannabis consumers had ‘ever’ asked a health professional about authorization for medical cannabis. Among those who had asked, approximately 2 in 5 had ever been refused.

Have you ever asked a licensed health professional for authorization to use medical marijuana?
% ‘YES’, AMONG PAST 12-MONTH CONSUMERS, 2021, N=6,111

Have you ever been refused authorization for medical marijuana?
% ‘YES’, PAST 12-MONTH CONSUMERS WHO HAVE SOUGHT APPROVAL, 2021, N=1,059
Medical authorization

In 2021, 13% of past 12-month cannabis consumers reported ‘ever’ receiving approval for medical cannabis use, a modest decrease since 2018.

Have you ever received authorization for medical marijuana?
% ‘YES’, PAST 12-MONTH CONSUMERS, N=18,428

Have you ever received authorization for medical marijuana?
% ‘YES’, PAST 12-MONTH CONSUMERS, 2021, N=5,935
Medical authorization

In 2021, 9% of past 12-month cannabis consumers reported authorization for medical cannabis use in the past year, a decrease from 12% in 2018.

Were you authorized to use medical marijuana at any time in the past 12 months?
% ‘YES’, PAST 12 MONTH CONSUMERS, N=18,428

Were you authorized to use medical marijuana at any time in the past 12 months?
% ‘YES’, PAST 12-MONTH CONSUMERS, 2021, N=5,935
Cannabis use to manage or improve mental health

Among all ‘ever’ cannabis consumers, more than a third reported using cannabis to improve or manage their mental health. Consumers were most likely to report using cannabis to improve or manage anxiety, depression and PTSD.

Have you ever used marijuana to improve or manage symptoms for any of the following?
% ‘YES’ AMONG EVER CANNABIS CONSUMERS, 2021, N=10,688

- Anxiety: 31.0%
- Depression: 22.8%
- PTSD or traumatic event: 9.5%
- ADD/ADHD: 5.6%
- Bipolar disorder, mania, or borderline personality disorder: 4.7%
- Alcohol or other drug use: 4.6%
- Don't know: 4.0%
- Eating disorder: 3.2%
- Psychosis: 2.3%
- Schizophrenia: 0.9%
- Other: 0.3%
- Stress: 0.2%
Cannabis use to manage or improve physical health

‘Ever’ cannabis consumers reported using cannabis to improve or manage a range of symptoms, including pain, sleeping problems and headaches/migraines.

Have you ever used marijuana to improve or manage symptoms for any of the following?
% ‘YES’ AMONG ‘EVER’ CANNABIS CONSUMERS, 2021, N=10,688

- Pain: 28.4%
- Problems sleeping: 26.4%
- Headaches/migraines: 19.1%
- Lack of appetite: 11.2%
- Nausea/vomiting or chemotherapy symptoms: 7.9%
- Muscle spasms: 5.7%
- Digestion/gastrointestinal issues: 4.0%
- Don't know: 4.0%
- Fibromyalgia: 3.1%
- Seizures: 1.6%
- To shrink tumours or treat cancer: 0.8%
- Other: 0.8%
- Multiple sclerosis: 0.2%
Types of cannabis products
Cannabis consumers 2018-2021

Dried flower was the most commonly-used product among past 12-month consumers in all years. The use of dried flower decreased between 2018 and 2021; whereas use of most other products increased, particular for edibles, oral oils, and vape oils.
Types of cannabis products 2021

Use of cannabis products among past 12-month consumers was similar across provinces, with the notable exception of Québec, in which consumers were likely to report using edibles, vape oils, and solid concentrates. Québec is the only Canadian province to implement a limit of 30% THC, with additional restrictions on edibles and vape oils.

AMONG PAST 12-MONTH CANNABIS CONSUMERS, 2021.
Types of cannabis products 2021

**Hash or kief**

- CA: 23%
- BC: 22%
- AB: 24%
- SK: 22%
- MB: 21%
- ON: 23%
- QC: 24%
- ATL: 27%

**Topicals**

- CA: 17%
- BC: 23%
- AB: 20%
- SK: 14%
- MB: 13%
- ON: 19%
- QC: 8%
- ATL: 15%

**Solid concentrates**

- CA: 19%
- BC: 19%
- AB: 22%
- SK: 25%
- MB: 23%
- ON: 20%
- QC: 12%
- ATL: 19%

**Drinks**

- CA: 21%
- BC: 22%
- AB: 25%
- SK: 21%
- MB: 25%
- ON: 22%
- QC: 17%
- ATL: 17%

**Tinctures**

- CA: 14%
- BC: 17%
- AB: 16%
- SK: 14%
- MB: 10%
- ON: 15%
- QC: 9%
- ATL: 10%

AMONG PAST 12-MONTH CANNABIS CONSUMERS.
Use of ‘non-THC’ CBD products

In 2021, 18% of all respondents reported using “CBD-only products” (with no THC) in the past 12 months. The most common CBD product types were oil/liquid drops, edibles, and topicals.
Consumers reported paying an average of $6.15 per gram of dried flower in 2021, including from legal and illegal sources. The price paid for dried flower from legal retail sources markedly decreased between 2019 to 2021, with more modest decreases in price from illegal sources. In 2019, the average price paid from legal sources was $10.01 per gram, 48% higher than from illegal sources, compared to $6.63 in 2021, 18% higher than illegal sources.
In 2021, consumers reported paying different prices for cannabis across provinces. Consumers in Alberta reported paying higher prices, with lower prices reported by consumers in BC and the Atlantic provinces.

Price paid for dried flower dried flower
SALES WEIGHTED PRICE–PER–GRAM OF DRIED FLOWER AT LAST PURCHASE, 2021

AMONG CONSUMERS WHO PURCHASED DRIED HERB IN THE PAST 12 MONTHS. AVERAGE PRICE–PER–GRAM OF DRIED FLOWER ADJUSTED FOR THE QUANTITY PURCHASED.
Cannabis sources

Substantial changes have occurred in the source of cannabis among Canadian consumers, with a shift from social sources and ‘dealers’ to retail stores and internet/mail delivery. By 2021, almost two thirds of consumers got their cannabis from ‘stores’, with few changes in ‘home grow’.

Cannabis sources in the past 12-months
AMONG PAST 12-MONTH CONSUMERS

Made or grew my own
Family member or friend
Dealer
Internet delivery/mail order
Store, co-operative or dispensary

2018 2019 2020 2021

AMONG PAST 12-MONTH CANNABIS CONSUMERS IN. RESPONDENTS COULD SELECT ALL THAT APPLIED.
Cannabis sources

In 2021, use of stores was highest among consumers in Alberta and Saskatchewan, and lowest in Ontario and Québec. Internet delivery/mail order was highest in Ontario, with home-grow highest in Ontario and Atlantic provinces.

**Family member or friend**

- CA: 46%
- BC: 51%
- AB: 41%
- SK: 45%
- MB: 41%
- ON: 51%
- QC: 33%
- ATL: 50%

**Store, co-op, or dispensary**

- CA: 60%
- BC: 63%
- AB: 73%
- SK: 73%
- MB: 64%
- ON: 56%
- QC: 55%
- ATL: 64%

**Internet delivery/mail order**

- CA: 28%
- BC: 23%
- AB: 25%
- SK: 24%
- MB: 26%
- ON: 33%
- QC: 24%
- ATL: 28%

**Dealer**

- CA: 20%
- BC: 23%
- AB: 17%
- SK: 23%
- MB: 17%
- ON: 21%
- QC: 19%
- ATL: 17%

**Made or grew my own**

- CA: 12%
- BC: 12%
- AB: 9%
- SK: 7%
- MB: 7%
- ON: 17%
- QC: 6%
- ATL: 17%
Purchasing cannabis from a First Nation store

Approximately 15% of consumers reported purchasing cannabis from a First Nation Reserve in 2021, an increase from 11% in 2020. Consumers who purchased from a First Nation Reserve reported buying an average of 50% of ‘all’ their cannabis from a Reserve, compared with a national average of 46%.

**Respondents who purchased cannabis from a store on a First Nation Reserve in the past 12-months**

*AMONG PAST 12-MONTH CANNABIS USERS, N=10,946*

<table>
<thead>
<tr>
<th>Region</th>
<th>2020</th>
<th>2021</th>
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<td>11%</td>
<td>15%</td>
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<td>AB</td>
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<tr>
<td>QC</td>
<td>10%</td>
<td>11%</td>
</tr>
<tr>
<td>ATL</td>
<td>9%</td>
<td>19%</td>
</tr>
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</table>

"HAVE YOU BOUGHT MARIJUANA FROM A STORE ON A FIRST NATIONS RESERVE IN THE PAST 12 MONTHS?"
Purchasing cannabis from ‘legal’ sources

In 2021, past 12-month consumers reported purchasing a total of 79% of products from legal retail sources, a substantial increase from 61% in 2019. Reported use of legal sources was highest in Alberta and lowest in BC.

Mean percentage of all cannabis products purchased in last 12-months from a legal retail source

AMONG PAST 12-MONTHS CONSUMERS
Perceptions of legal cannabis

Past 12-month consumers were more likely than non-consumers to perceive cannabis from ‘legal’ sources as more expensive and less convenient to purchase. However, the perception that legal cannabis is ‘more expensive’ and ‘less convenient’ decreased between 2019 and 2021 among consumers. Fewer respondents perceived differences in the quality and safety of cannabis from legal versus illegal sources.
Consumers in Québec were least likely to perceive legal cannabis as more expensive or lower quality, whereas consumers in Alberta and Saskatchewan were least likely to perceive legal cannabis as less convenient to buy.

**Perceptions of legal cannabis 2021**

**Among Past 12-Month Consumers**

- **Legal marijuana is ‘more expensive’**
  - CA: 47%
  - BC: 52%
  - AB: 47%
  - SK: 55%
  - MB: 48%
  - ON: 47%
  - QC: 41%
  - ATL: 52%

- **Legal marijuana ‘less convenient to buy’**
  - CA: 12%
  - BC: 11%
  - AB: 8%
  - SK: 8%
  - MB: 11%
  - ON: 14%
  - QC: 10%
  - ATL: 13%

- **Legal marijuana is ‘lower quality’**
  - CA: 16%
  - BC: 20%
  - AB: 18%
  - SK: 14%
  - MB: 17%
  - ON: 16%
  - QC: 10%
  - ATL: 20%

- **Legal marijuana is ‘less safe to use’**
  - CA: 4%
  - BC: 3%
  - AB: 3%
  - SK: 4%
  - MB: 5%
  - ON: 4%
  - QC: 4%
  - ATL: 4%

- **Legal marijuana is ‘less safe to buy’**
  - CA: 3%
  - BC: 1%
  - AB: 4%
  - SK: 2%
  - MB: 5%
  - ON: 4%
  - QC: 4%
  - ATL: 2%

*Among past 12 month consumers only. Respondents could select ‘All that apply’.*
**Reasons for purchasing from retail ‘illegal’ sources**

Consumers who purchased cannabis from an illegal retail source reported a range of reasons for doing so. Higher price, lower quality, and lower convenience were the most common reasons for purchasing cannabis from illegal sources; however, all decreased between 2019 and 2021.

<table>
<thead>
<tr>
<th>Reason</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>Legal sources had higher prices</td>
<td>35%</td>
<td>33%</td>
<td>30%</td>
</tr>
<tr>
<td>Legal sources were less convenient</td>
<td>19%</td>
<td>16%</td>
<td>14%</td>
</tr>
<tr>
<td>I wanted to stay anonymous</td>
<td>16%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>Legal sources had lower quality marijuana</td>
<td>15%</td>
<td>16%</td>
<td>16%</td>
</tr>
<tr>
<td>Legal sources didn’t sell the products I wanted</td>
<td>12%</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>COVID-19 made it harder to buy from legal sources</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Loyalty to my dealer</td>
<td>14%</td>
<td>13%</td>
<td>14%</td>
</tr>
<tr>
<td>I don’t have a prescription for medical marijuana</td>
<td>7%</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Legal stores were too far away/none where I live</td>
<td>10%</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>Legal delivery is too slow</td>
<td>11%</td>
<td>9%</td>
<td>8%</td>
</tr>
<tr>
<td>Legal stores require ID</td>
<td>8%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>Legal online sources require a credit card</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Legal sources had low supply or ran out</td>
<td>8%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>I can’t legally buy marijuana where I live</td>
<td>9%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*AMONG RESPONDENTS WHO REPORTED OBTAINING ANY CANNABIS FROM ILLEGAL OR UNAUTHORIZED SOURCES (N=798). RESPONDENTS COULD SELECT ALL THAT APPLIED.*
Perceptions of cannabis access

In 2021, the ease of getting cannabis increased, including from legal stores/dispensaries. Larger increases were observed in the ease of buying cannabis from legal online sources, likely due to increased delivery and ‘curbside’ pickup during the COVID19 pandemic.

AMONG ALL RESPONDENTS. PERCENTAGE SELECTING ‘VERY’ OR ‘FAIRLY’ EASY.

Ease of getting cannabis

Ease of buying cannabis from a legal store or dispensary

Ease of buying cannabis from a legal online source
COVID-19 impact on consumption
2020 and 2021

Almost 1 in 3 past 12-month consumers reported that the COVID-19 pandemic changed their cannabis use, with a greater percentage indicating increases, rather than decreases in consumption.

Impact of COVID-19 pandemic on cannabis use

Percent of consumers who ‘used more’ or ‘started using’ cannabis during the pandemic

Among past 12-month consumers.
Approximately 4 in 10 consumers indicated that the pandemic affected where they purchased their cannabis, with one third more likely to purchase cannabis from legal retail sources due to the pandemic.

Impact of COVID-19 pandemic on where cannabis was purchased

- **2020**: 62% no difference, 28% more likely to buy legal, 9% more likely to buy illegal
  - **2021**: 57% no difference, 35% more likely to buy legal, 7% more likely to buy illegal

Percent of consumers who were ‘more likely’ to get cannabis from legal sources during the pandemic

- **2020**: CA 28%, BC 25%, AB 28%, SK 26%, MB 27%, ON 29%, QC 29%, ATL 26%
- **2021**: CA 35%, BC 33%, AB 38%, SK 33%, MB 32%, ON 36%, QC 35%, ATL 31%
Cannabis advertising exposure

In 2021, approximately 4 in 10 respondents reported noticing at least one type of cannabis advertising or promotion in the past 12 months. Noticing cannabis advertising was most common among the youngest consumers. Noticing was also lowest in Québec—the only province to implement more comprehensive advertising beyond federal limits.

Noticing any cannabis ads or promotions
AT LEAST ONE LOCATION IN THE PAST 12 MONTHS

2018  2019  2020  2021

CA  41%  46%  48%  34%
BC  40%  38%  40%  27%
AB  46%  40%  48%  34%
SK  41%  38%  40%  34%
MB  41%  38%  40%  34%
ON  41%  38%  40%  34%
QC  41%  38%  40%  34%
ATL 41%  38%  40%  34%

AMONG ALL RESPONDENTS. PERCENT REPORTING SEEING MARIJUANA BEING ADVERTISED OR PROMOTED IN AT LEAST 1 LOCATION IN PAST 12 MONTHS.
Cannabis advertising exposure 2021

In 2021, Canadians were most likely to notice cannabis advertising outside stores, following by digital sources in terms of social media and websites.

Noticing cannabis ads in the past 12-months
BY MARKETING CHANNEL, 2021, N=16,952

- Outside stores that sell marijuana: 15%
- Social media: 13%
- Websites or online: 12%
- Inside stores that sell marijuana: 10%
- Billboards or posters: 7%
- TV or radio: 7%
- Email or text: 5%
- Flyers: 4%
- Print newspapers or magazines: 4%
- Bars, pubs, nightclubs: 4%
- Pharmacies: 3%
- Kiosks or temporary sales locations: 3%
- At the movies: 2%
- Sporting events, concerts, festivals, markets: 2%
- Taxis or buses/public transit: 2%
- Other: 0%

AMONG ALL RESPONDENTS. PERCENT REPORTING SEEING MARIJUANA BEING ADVERTISED OR PROMOTED IN AT LEAST 1 LOCATION IN PAST 12 MONTHS.
More than a third of respondents recalled seeing an education campaign or public health message about cannabis in the past 12 months. Recall of an education campaign has decreased over time.

Recall of cannabis education campaigns
IN THE PAST 12 MONTHS

Recall of cannabis education campaigns AMONG ALL RESPONDENTS. PERCENT REPORTING SEEING AN EDUCATIONAL CAMPAIGN OR PUBLIC HEALTH MESSAGE ABOUT CANNABIS IN AT LEAST 1 LOCATION IN PAST 12 MONTHS.
Health warnings on products

Approximately 1 in 5 respondents in Canada—and more than 1 in 3 past 12-month consumers—reported seeing health warnings on cannabis products in the past year. Noticing health warnings has increased since legalization, particularly among consumers.

Noticing cannabis health warnings on packages

Among all respondents and past 12-month cannabis consumers, percent reporting having seen health warnings on cannabis products or packages in the past 12 months.

2018 2019 2020 2021

- All respondents
- Past 12-month users

- 6%
- 10%
- 15%
- 28%
- 31%
- 16%
- 37%

ICPS
Problematic cannabis use

The World Health Organization’s ASSIST tool assesses low, moderate or high risk of problematic cannabis use. Few changes were observed between 2018 and 2021, particular with respect to ‘high risk’ cannabis use.

Risk of problematic cannabis use
WHO ASSIST SCORES, AMONG PAST 12-MONTH CONSUMERS
N=16,526
Driving after cannabis use

In 2021, 12% of ever-cannabis consumers with a driver’s licence reported driving within 2 hours of cannabis use in the past year. The self-reported prevalence of driving within 2 hours of cannabis use remained stable between 2018 and 2020, with a modest increase in 2021. Prevalence was highest in BC and Saskatchewan compared to Québec, Ontario, and Atlantic provinces.

Driving a vehicle within 2 hours of cannabis use
IN THE PAST 12 MONTHS AMONG 'EVER' CANNABIS CONSUMERS
Cannabis use at work

In 2021, 10% of past 12-month cannabis consumers reported using cannabis within 2 hours of starting work. Prevalence of using cannabis at work was higher among consumers who reported working in hazardous jobs. Few changes were observed across years.

Cannabis use at work or within 2 hours of starting work in past 30 days
% ‘YES’, AMONG PAST 12-MONTH CANNABIS CONSUMERS

<table>
<thead>
<tr>
<th>Year</th>
<th>High risk work</th>
<th>All consumers</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>15%</td>
<td>9%</td>
</tr>
<tr>
<td>2019</td>
<td>15%</td>
<td>10%</td>
</tr>
<tr>
<td>2020</td>
<td>13%</td>
<td>8%</td>
</tr>
<tr>
<td>2021</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>

"IN THE PAST 30 DAYS, HAVE YOU USED MARIJUANA AT WORK (INCLUDING BREAKS) OR WITHIN 2 HOURS OF STARTING WORK?" AMONG PAST 12-MONTH CONSUMERS
Adverse events from cannabis use

In 2021, approximately 5% of all past 12-month cannabis consumers reported seeking medical help for an adverse event from cannabis. Among those who sought medical help, emergency rooms and doctors/health professionals were the most common sources of help.

Percentage of consumers who sought medical help for adverse effects caused by cannabis use
AMONG PAST 12-MONTH CONSUMERS, 2021 N=5,864

![Percentage Chart]

Sources of assistance among Ontario consumers who sought medical help for adverse effects
AMONG THOSE WHO SOUGHT MEDICAL HELP

![Sources of Assistance Chart]
Storage of cannabis in home

Approximately two thirds of past 12-month consumers stored cannabis in the home in a variety of locations.

Do you currently keep any marijuana in or around your home?

% ‘YES’ PAST 12-MONTH CONSUMERS, 2021, N=5,845

<table>
<thead>
<tr>
<th>Region</th>
<th>Storage Method</th>
<th>% Yes</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>On an open shelf or table</td>
<td>68%</td>
</tr>
<tr>
<td></td>
<td>In an unlocked cabinet or drawer</td>
<td>70%</td>
</tr>
<tr>
<td></td>
<td>In an outdoor location</td>
<td>71%</td>
</tr>
<tr>
<td></td>
<td>In a childproof container</td>
<td>68%</td>
</tr>
<tr>
<td>BC</td>
<td>In a locked container</td>
<td>64%</td>
</tr>
<tr>
<td>AB</td>
<td>In a locked room</td>
<td>69%</td>
</tr>
<tr>
<td>SK</td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>MB</td>
<td></td>
<td>68%</td>
</tr>
<tr>
<td>ON</td>
<td></td>
<td>69%</td>
</tr>
<tr>
<td>QC</td>
<td></td>
<td>62%</td>
</tr>
<tr>
<td>ATL</td>
<td></td>
<td>68%</td>
</tr>
</tbody>
</table>

Where is the marijuana in your home stored?

PAST 12-MONTH CONSUMERS WHO STORED CANNABIS IN HOME, 2021, N=4,030

- **All past 12 months consumers**
- **Parents of children < 18**

<table>
<thead>
<tr>
<th>Storage Method</th>
<th>% All past 12 months consumers</th>
<th>% Parents of children &lt; 18</th>
</tr>
</thead>
<tbody>
<tr>
<td>On an open shelf or table</td>
<td>23%</td>
<td>14%</td>
</tr>
<tr>
<td>In an unlocked cabinet or drawer</td>
<td>36%</td>
<td>29%</td>
</tr>
<tr>
<td>In an outdoor location</td>
<td>29%</td>
<td>15%</td>
</tr>
<tr>
<td>In a childproof container</td>
<td>30%</td>
<td>20%</td>
</tr>
<tr>
<td>In a locked container</td>
<td>22%</td>
<td>36%</td>
</tr>
<tr>
<td>In a locked room</td>
<td>6%</td>
<td>10%</td>
</tr>
</tbody>
</table>
Accidental ingestion

In 2021, 5% of past 12-month consumers reported at least once case of accidental cannabis consumption in the home. Accidental consumption was most commonly reported for an adult, but included youth, children, and pets.

In the past 12 months, has anyone in your household accidentally consumed marijuana?
% ‘YES’, AMONG PAST 12-MONTH CONSUMERS

Who was it that accidentally consumed marijuana?
% AMONG RESPONDENTS REPORTING ACCIDENTAL INGESTION IN HOME, 2021
Risk perceptions

Risk perceptions of smoking tobacco cigarettes were highest, followed by alcohol, with slightly higher risk perceptions for vaping versus smoking cannabis.

In your opinion, what is the level of health risk from...

**Smoking cigarettes daily**

- Very low: 3%
- Low: 3%
- Moderate: 8%
- High: 23%
- Very high: 60%
- Don't know: 4%

**Drinking alcohol daily**

- Very low: 3%
- Low: 5%
- Moderate: 21%
- High: 32%
- Very high: 36%
- Don't know: 4%

**Smoking marijuana daily**

- Very low: 6%
- Low: 13%
- Moderate: 24%
- High: 22%
- Very high: 26%
- Don't know: 10%

**Vaping marijuana daily**

- Very low: 4%
- Low: 8%
- Moderate: 20%
- High: 25%
- Very high: 32%
- Don't know: 11%
Risk perceptions

Among cannabis products, use of high potency concentrates was perceived as highest risk, similar to synthetic products. Lower risk perceptions were reported for using edibles and exposure to second-hand cannabis smoke.

In your opinion, what is the level of health risk from...

**Consuming edibles daily**

- Very low: 9%
- Low: 18%
- Moderate: 22%
- High: 18%
- Very high: 20%
- Don’t know: 13%

**Using synthetic marijuana daily**

- Very low: 3%
- Low: 6%
- Moderate: 13%
- High: 19%
- Very high: 29%
- Don’t know: 31%

**Using high-potency concentrates daily**

- Very low: 4%
- Low: 7%
- Moderate: 15%
- High: 22%
- Very high: 31%
- Don’t know: 21%

**Exposure to second-hand marijuana smoke daily**

- Very low: 8%
- Low: 15%
- Moderate: 22%
- High: 20%
- Very high: 20%
- Don’t know: 15%
Social acceptability of cannabis

Between one fifth and one quarter of respondents perceived general ‘approval’ for cannabis in 2021, with few changes since 2018.

In your opinion, do people generally approve or disapprove of marijuana?
% ‘APPROVE’ OR ‘STRONGLY APPROVE’

<table>
<thead>
<tr>
<th>Age Group</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>16-25</td>
<td>25%</td>
<td>27%</td>
<td>25%</td>
<td>25%</td>
</tr>
<tr>
<td>26-35</td>
<td>30%</td>
<td>30%</td>
<td>28%</td>
<td>31%</td>
</tr>
<tr>
<td>36-45</td>
<td>25%</td>
<td>24%</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>46-55</td>
<td>20%</td>
<td>19%</td>
<td>17%</td>
<td>18%</td>
</tr>
<tr>
<td>56-65</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
<td>21%</td>
</tr>
</tbody>
</table>

Among all respondents.
Social acceptability of cannabis

Approximately one in six respondents would feel comfortable using cannabis in public, with only modest increases since 2018.

How comfortable or uncomfortable would you feel openly using marijuana in public?
% ‘COMFORTABLE’ OR ‘VERY COMFORTABLE’

How comfortable or uncomfortable would you feel openly using marijuana in public?
% ‘COMFORTABLE’ OR ‘VERY COMFORTABLE’

AMONG ALL RESPONDENTS.
Support for cannabis legalization

In 2021, approximately two third of Canadians supported legalization of non-medical cannabis. Support has increased since 2018.

Recreational (non-medical) marijuana should be...
AMONG ALL RESPONDENTS

<table>
<thead>
<tr>
<th>Year</th>
<th>Legal</th>
<th>Illegal</th>
<th>Don't know</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>49%</td>
<td>36%</td>
<td>16%</td>
</tr>
<tr>
<td>2019</td>
<td>54%</td>
<td>30%</td>
<td>16%</td>
</tr>
<tr>
<td>2020</td>
<td>60%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>2021</td>
<td>60%</td>
<td>21%</td>
<td>19%</td>
</tr>
</tbody>
</table>

Recreational (non-medical) marijuana be legal
% ‘YES’, AMONG ALL RESPONDENTS, 2021

<table>
<thead>
<tr>
<th>Province</th>
<th>2018</th>
<th>2019</th>
<th>2020</th>
<th>2021</th>
</tr>
</thead>
<tbody>
<tr>
<td>CA</td>
<td>60%</td>
<td>63%</td>
<td>63%</td>
<td>67%</td>
</tr>
<tr>
<td>BC</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>AB</td>
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<td>SK</td>
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<td>ATL</td>
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</tr>
</tbody>
</table>
Acknowledgements

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David Hammond  Canada
Samantha Goodman  Canada
Elle Wadsworth  Canada
Pete Driezen  Canada

Julia Dilley  United States
Tom Freeman  United Kingdom
Wayne Hall  Australia
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