

# Canada

## 2022 CANNABIS REPORT

JUNE 2023



UNIVERSITY OF  
**WATERLOO**

# 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](http://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**

HAMMOND D, CORSETTI D, FATAAR F, IRANIPARAST M, DANH HONG D, BURKHALTER R. INTERNATIONAL CANNABIS POLICY STUDY - CANADA 2022 SUMMARY. JUNE 2023.

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# Methods

## **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 2022 ICPS survey in Canada from September 8 to October 31, 2022.

## **SAMPLE**

Respondents were aged 16–65 years were recruited through the Nielsen Consumer Insights Global Panel. The analytic sample for 2022 comprised 62,126 respondents in Canada (n= 15,942), the United States (n= 40,420), Australia (n= 2,866) and New Zealand (n= 2,898). The results in the current report focus on the subsample of 73,987 respondents from Canada who participated in the 2018 (n= 10,057), 2019 (n= 15,256), 2020 (n= 15,780), 2021 (n= 16,952) and 2022 (n= 15,942) 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](http://www.cannabisproject.ca/methods).

The technical report includes detailed information on methodology and survey weighting.



# Sample profile

## Canada

	<b>2018</b> n=10,057	<b>2019</b> n=15,256	<b>2020</b> n=15,780	<b>2021</b> n=16,952	<b>2022</b> n=15,942
<b>Sex</b>					
Female	5,012	7,583	7,843	8,420	7,913
Male	5,045	7,673	7,937	8,532	8,029
<b>Age group</b>					
16-25	1,902	2,867	2,946	3,108	2,959
26-35	2,087	3,191	3,328	3,600	3,424
36-45	1,969	3,014	3,156	3,441	3,263
46-55	2,088	3,038	3,068	3,252	3,003
56-65	2,011	3,147	3,282	3,550	3,294
<b>Education level</b>					
<High school	1,552	2,355	2,413	2,606	2,169
High school	2,671	4,035	4,173	4,484	4,138
Some college	3,264	4,936	5,103	5,483	4,885
Bachelor's degree	2,489	3,755	3,882	4,178	4,545
<b>Province</b>					
British Columbia	1,329	2,094	2,173	2,352	2,217
Alberta	1,209	1,813	1,875	2,011	1,898
Saskatchewan	312	464	476	508	475
Manitoba	360	547	563	604	570
Ontario	3,926	5,983	6,205	6,672	6,291
Québec	2,272	3,387	3,494	3,733	3,474
Atlantic provinces	649	969	995	1,073	1,018
New Brunswick	204	308	316	340	324
Nova Scotia	260	390	401	435	414
PEI	41	62	65	72	70
Nfld & Lab	144	209	213	226	210

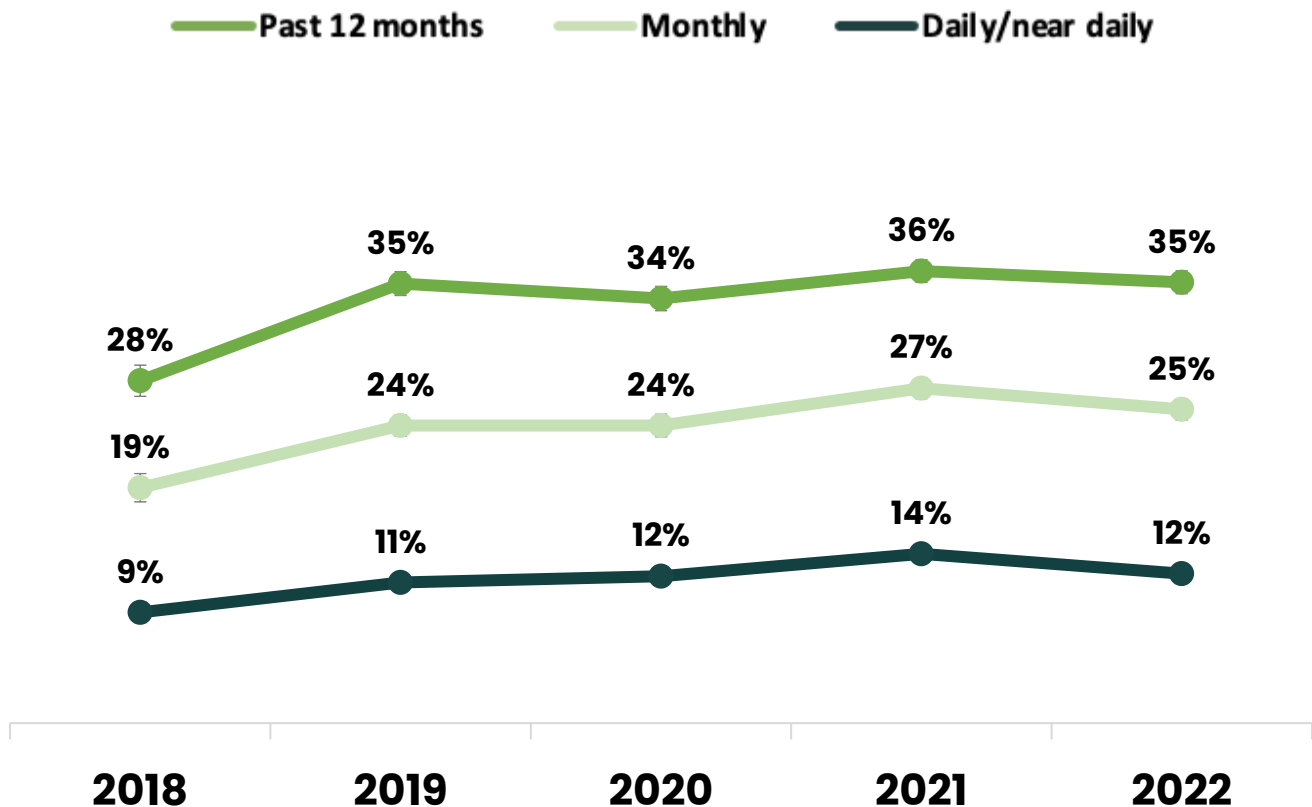


# Trends in cannabis prevalence Canada 2018 - 2022

Cannabis prevalence increased in Canada following legalization of non-medical cannabis in 2018. Prevalence stabilized between 2019 and 2020, with modest increases in 2021 followed by a slight decline in 2022.

## Prevalence of cannabis use - Canada

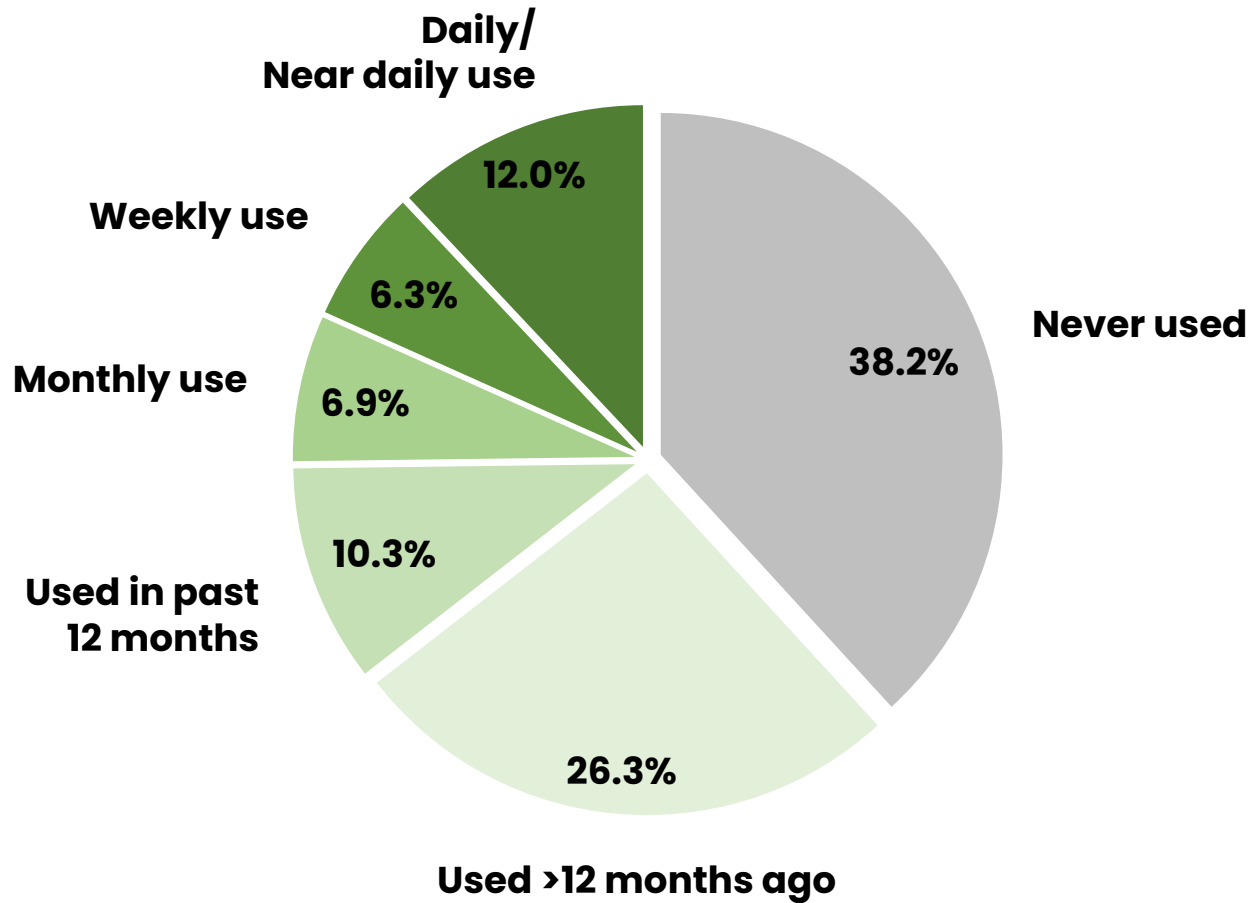
2018 -2022 AGES 16-65, n=73,987



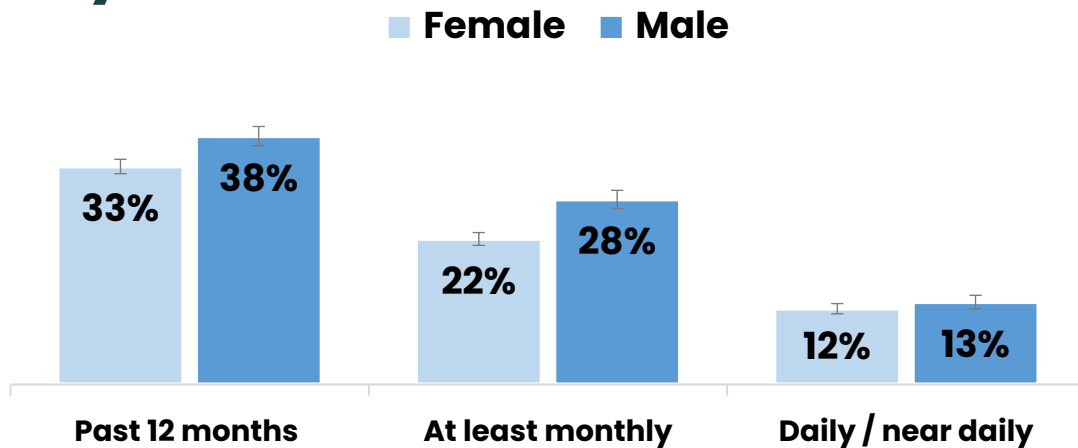


# Cannabis prevalence

## Canada 2022



### By sex



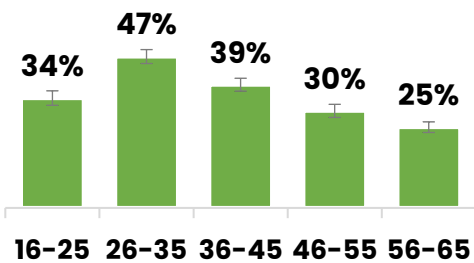
AMONG ALL RESPONDENTS (N=15,942). DAILY/NEAR DAILY USE ≥ 5 DAYS PER WEEK

# Cannabis prevalence

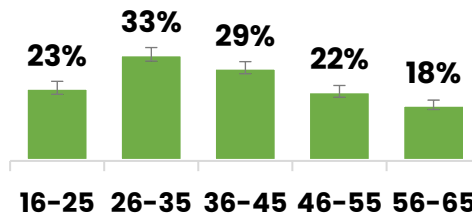
## Canada 2022

### By age

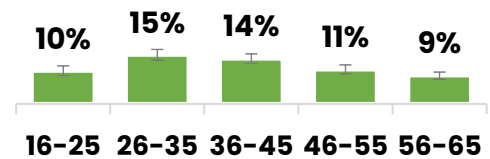
Past 12 months



Monthly

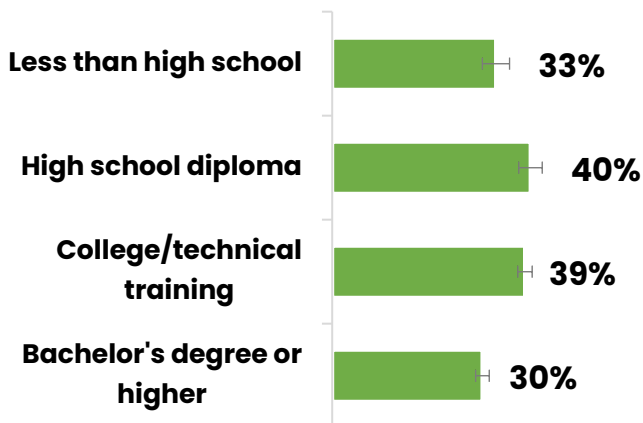


Daily/almost daily

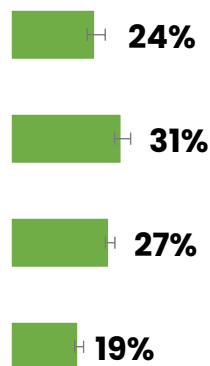


### By education

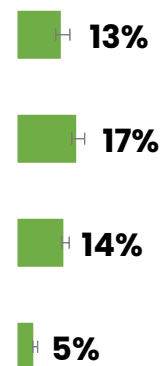
Past 12 months



Monthly



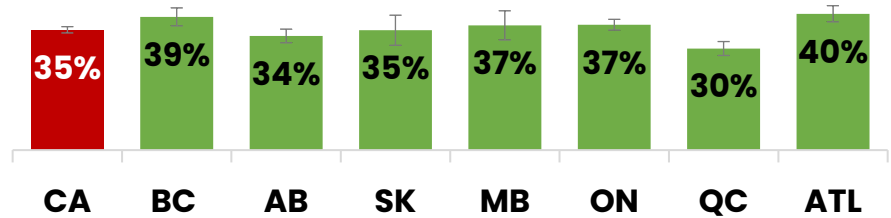
Daily/almost daily



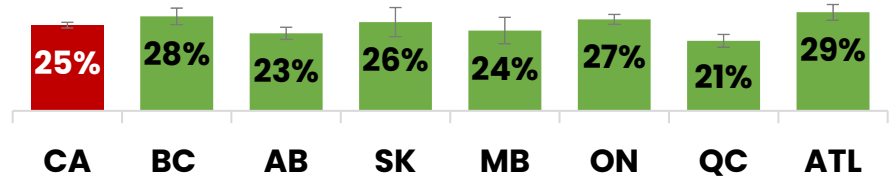


# Cannabis prevalence 2022

## Past 12 months Cannabis use



## Past month Cannabis use



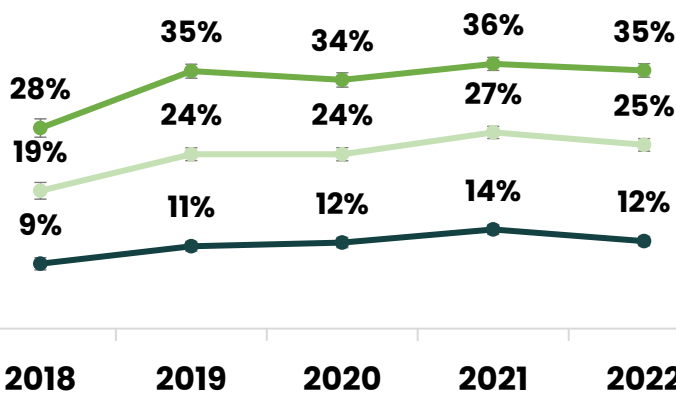
## Daily / near daily Cannabis use



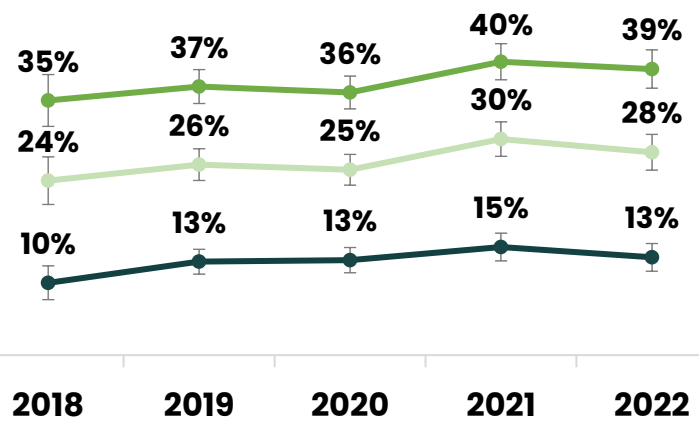
# Trends in cannabis prevalence

—●— Past 12 months    
 —■— Monthly    
 —●— Daily/near daily

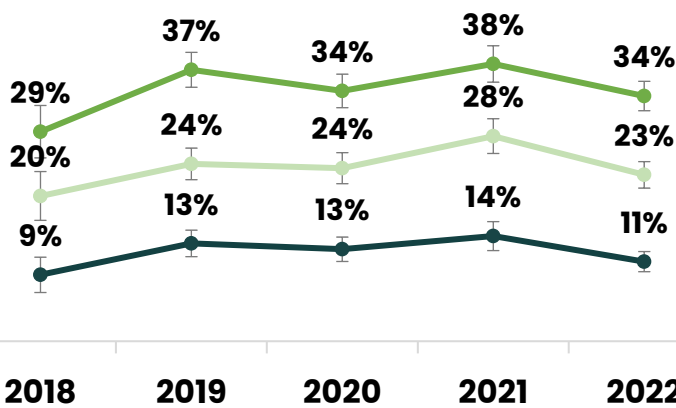
**Canada** n=73,987



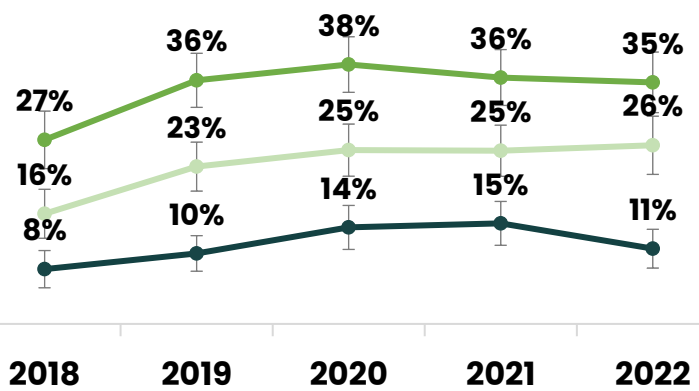
**British Columbia** n=9,748



**Alberta** n=10,776



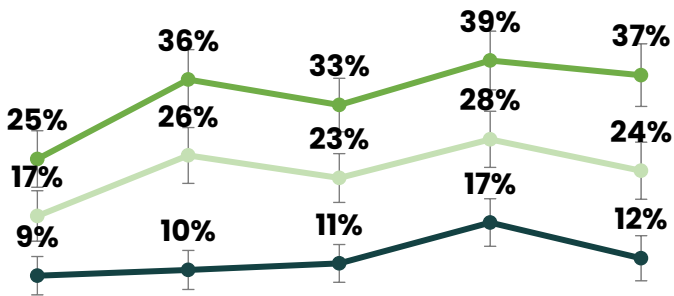
**Saskatchewan** n=4,230



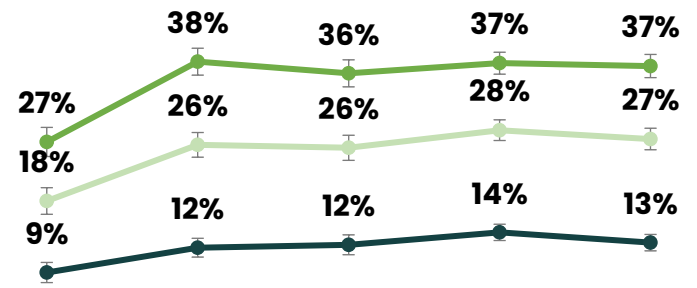
# Trends in cannabis prevalence

— Past 12 months    — Monthly    — Daily/near daily

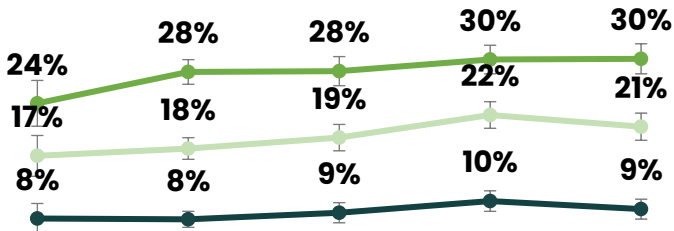
**Manitoba** n=4,360



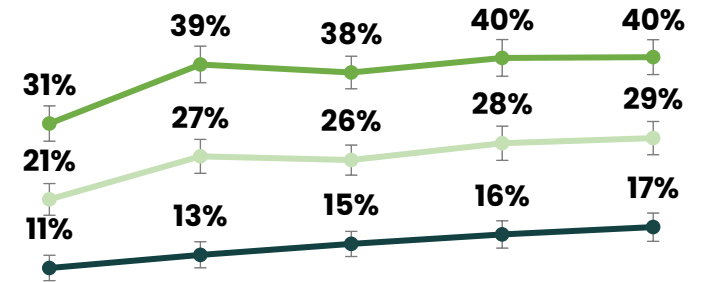
**Ontario** n=19,367



**Québec** n=12,506



**Atlantic** n=13,000

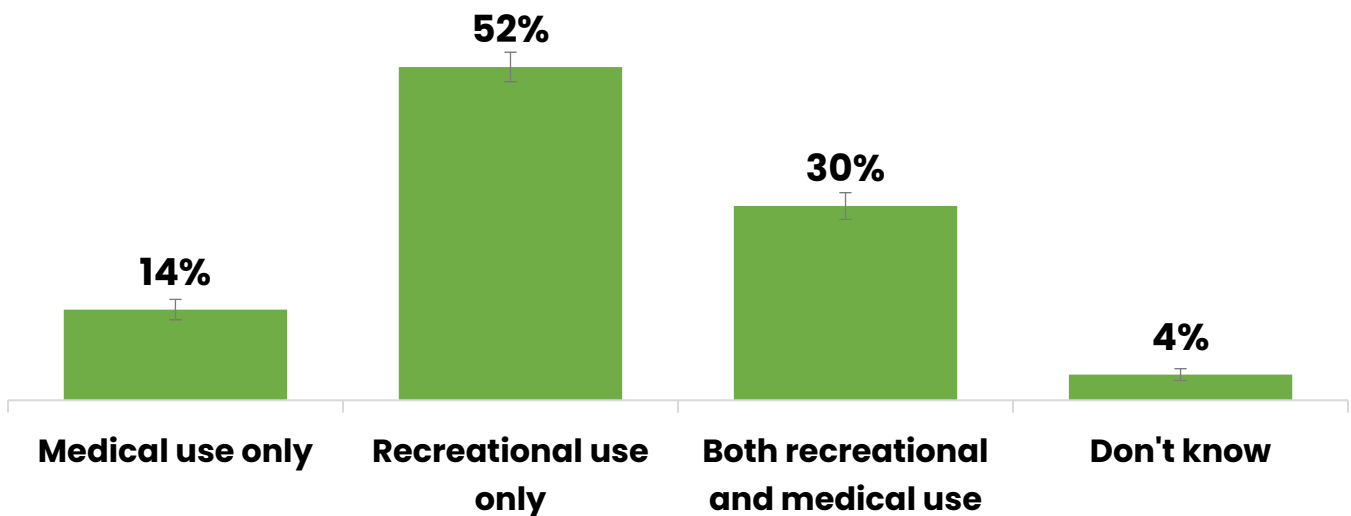


# Medical authorization

In 2022, approximately 1 in 7 past 12-month cannabis consumers reported that their cannabis consumption was exclusively for medical purposes.

## Do you use marijuana for medical reasons, 'recreational' reasons, or both?

% 'YES', PAST 12-MONTH CONSUMERS, 2022, N=2,746

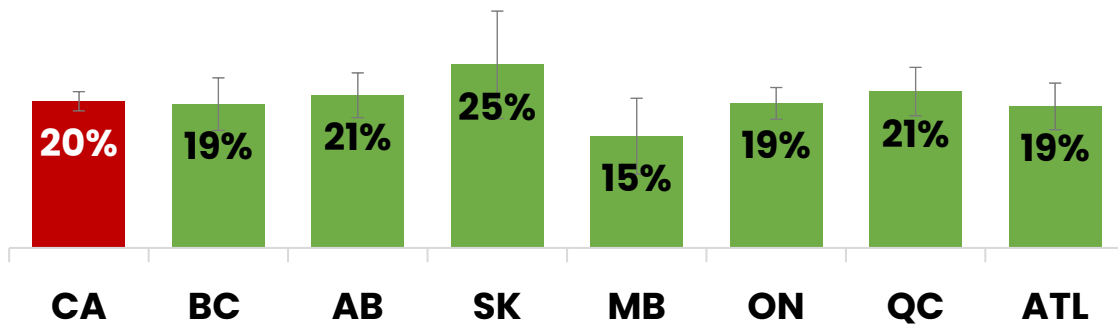


# Medical authorization

Medical cannabis use was legalized in Canada in 2001. Approximately 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 1 in 3 had ever been refused.

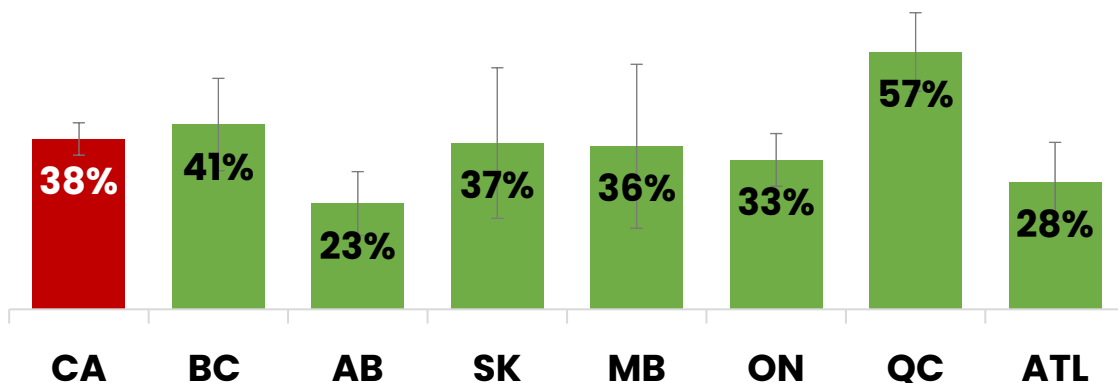
## Have you ever asked a licensed health professional for authorization to use medical marijuana?

% 'YES', AMONG PAST 12-MONTH CONSUMERS, 2022, N=5,451



## Have you ever been refused authorization for medical marijuana?

% 'YES', PAST 12-MONTH CONSUMERS WHO HAVE SOUGHT APPROVAL, 2022, N=1,105



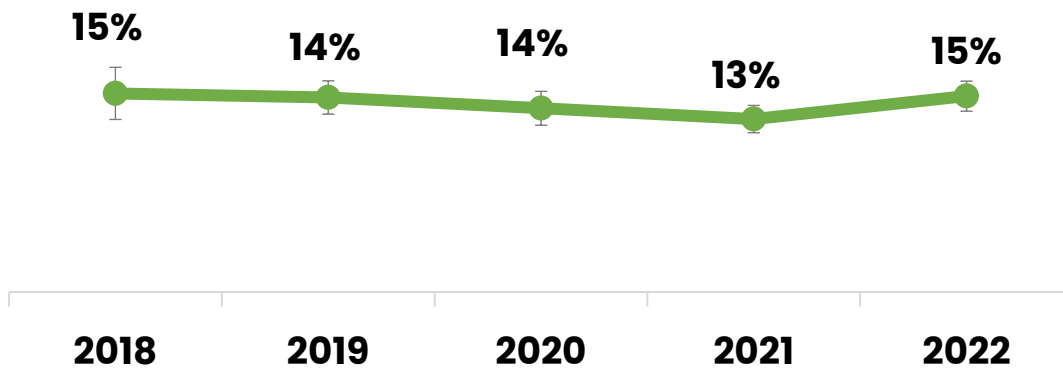


# Medical authorization

In 2022, 15% of past 12-month cannabis consumers reported 'ever' receiving approval for medical cannabis use.

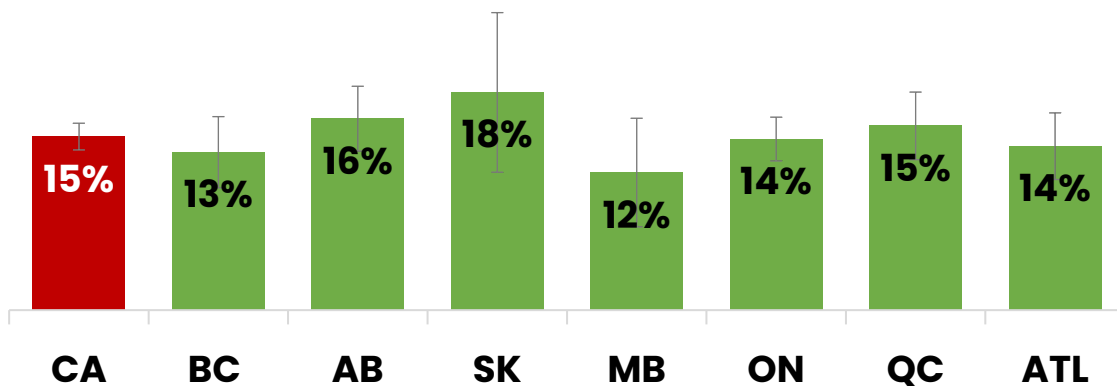
## Have you ever received authorization for medical marijuana?

% 'YES', PAST 12-MONTH CONSUMERS, N=20,467



## Have you ever received authorization for medical marijuana?

% 'YES', PAST 12-MONTH CONSUMERS, 2022, N=5,477

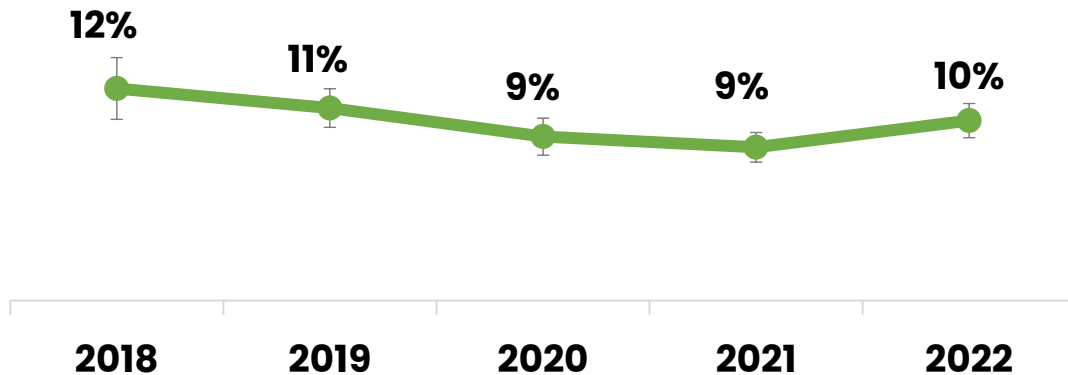


# Medical authorization

In 2022, 10% of past 12-month cannabis consumers reported authorization for medical cannabis use in the past year, a decrease from 12% in 2018.

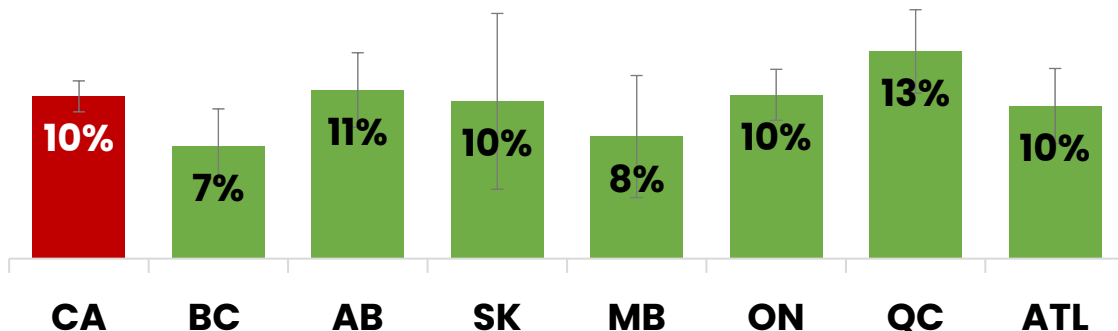
## Were you authorized to use medical marijuana at any time in the past 12 months?

% 'YES', PAST 12 MONTH CONSUMERS, N=23,895



## Were you authorized to use medical marijuana at any time in the past 12 months?

% 'YES', PAST 12-MONTH CONSUMERS, 2022, N=5,476



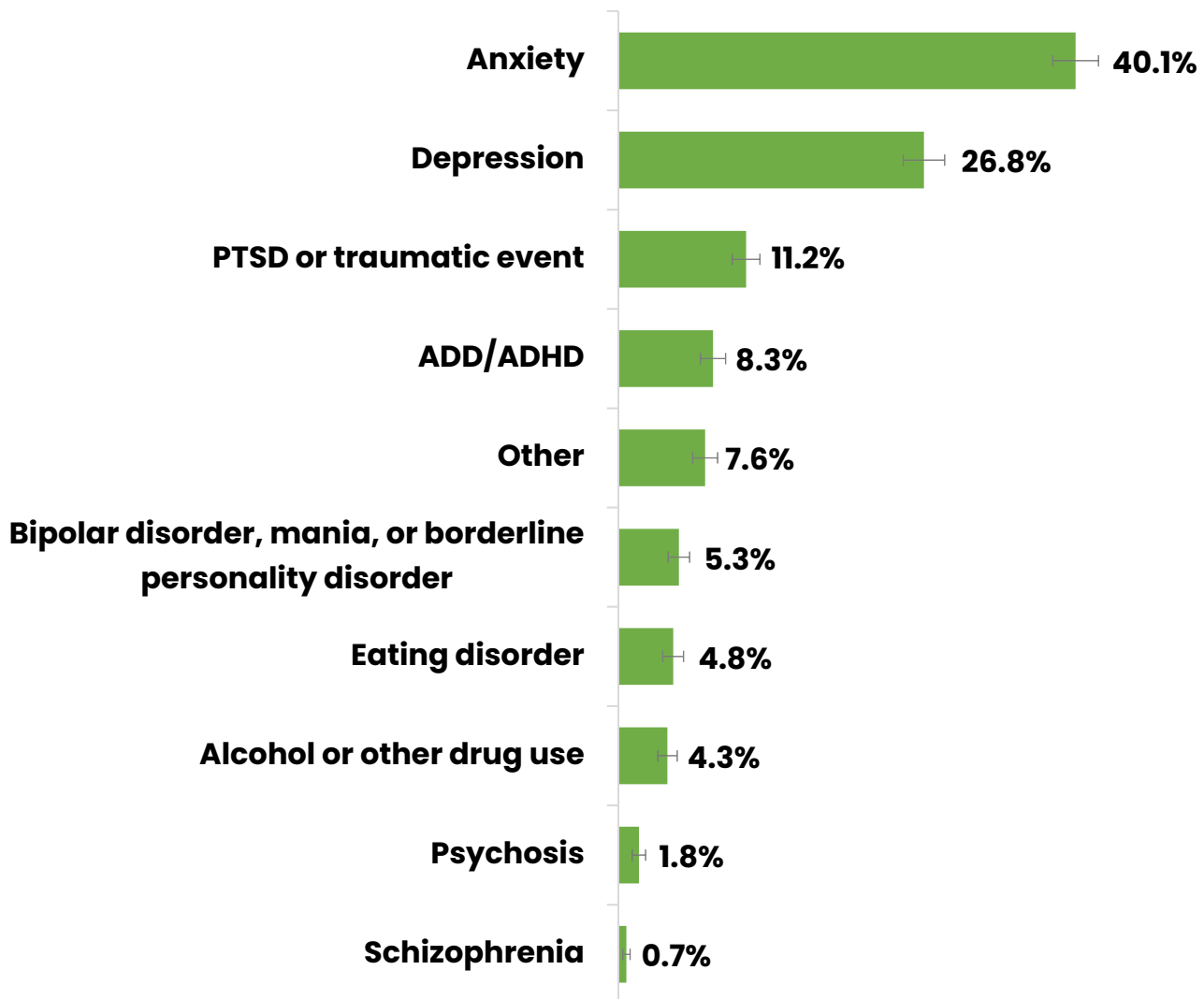


# Cannabis to manage or improve mental health

Past-month cannabis consumers reported using cannabis to improve or manage anxiety, depression and PTSD.

## Do you currently use marijuana to improve or manage symptoms for any of the following?

% 'YES' PAST MONTH CONSUMERS, 2022 N=3,556



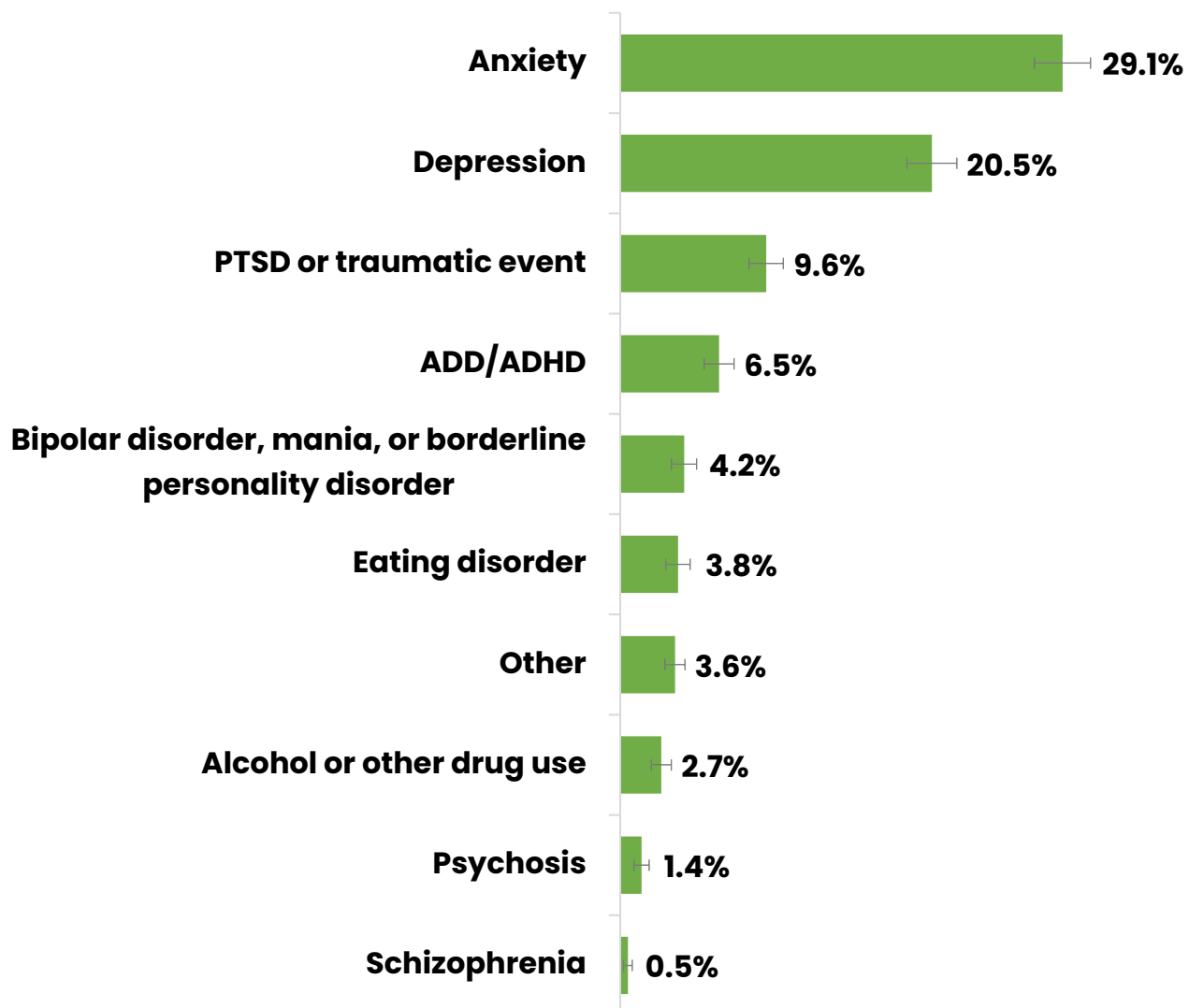


# Cannabis to manage or improve mental health

Past-month cannabis consumers reported using cannabis to improve or manage anxiety, depression and PTSD.

## Is improving or managing mental health one of the main reasons you use cannabis?

% 'YES' PAST MONTH CONSUMERS, 2022 N=3,545



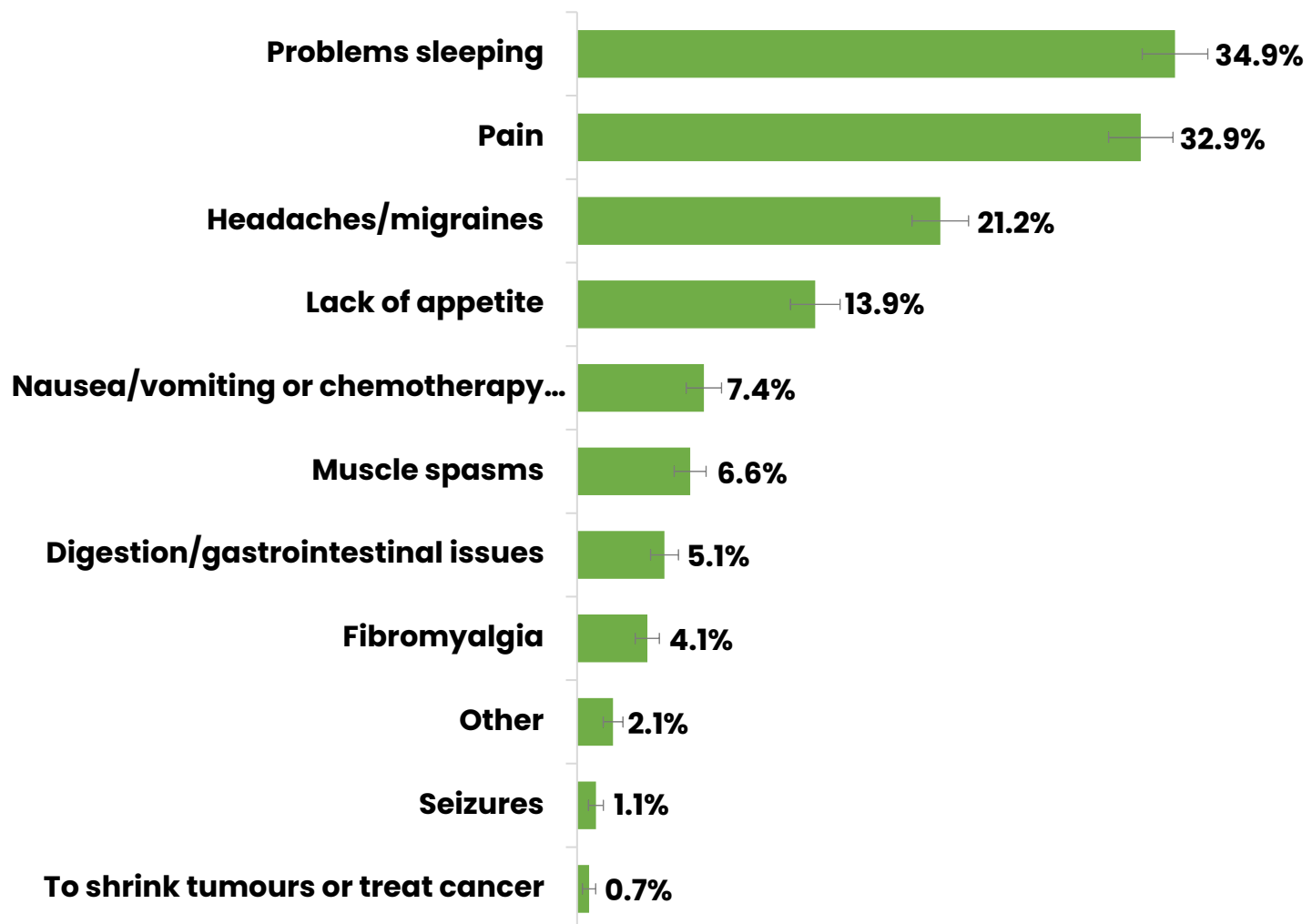


# Cannabis to manage or improve physical health

Past-month cannabis consumers reported using cannabis to improve or manage a range of symptoms, including sleeping problems, pain and headaches/migraines.

## Do you currently use marijuana to improve or manage symptoms for any of the following?

% 'YES' PAST MONTH CONSUMERS, 2022 N=3,554

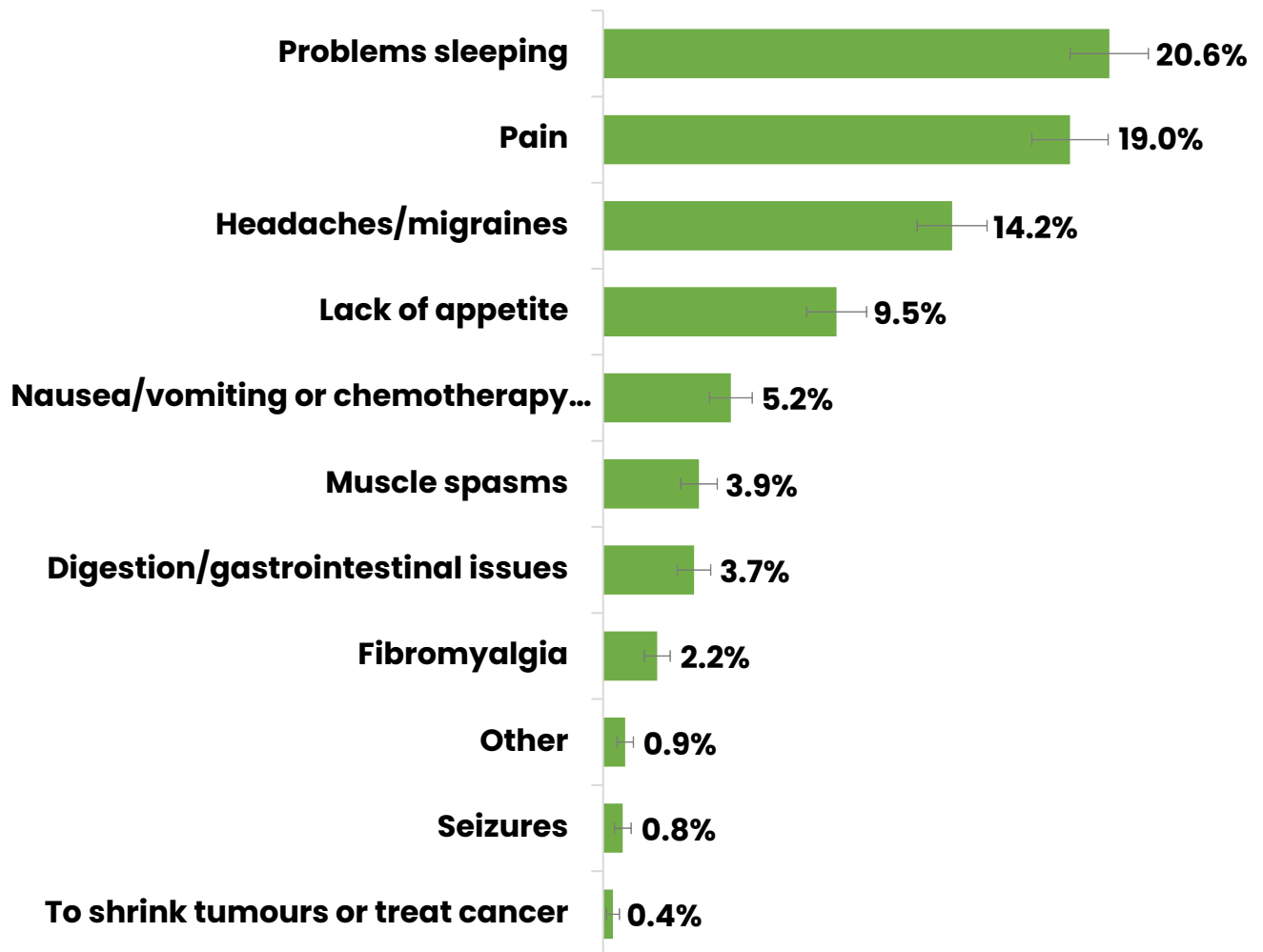


# Cannabis to manage or improve physical health

Past-month cannabis consumers reported using cannabis to improve or manage a range of symptoms, including sleeping problems, pain and headaches/migraines.

## Is improving or managing physical health one of the main reasons you use cannabis?

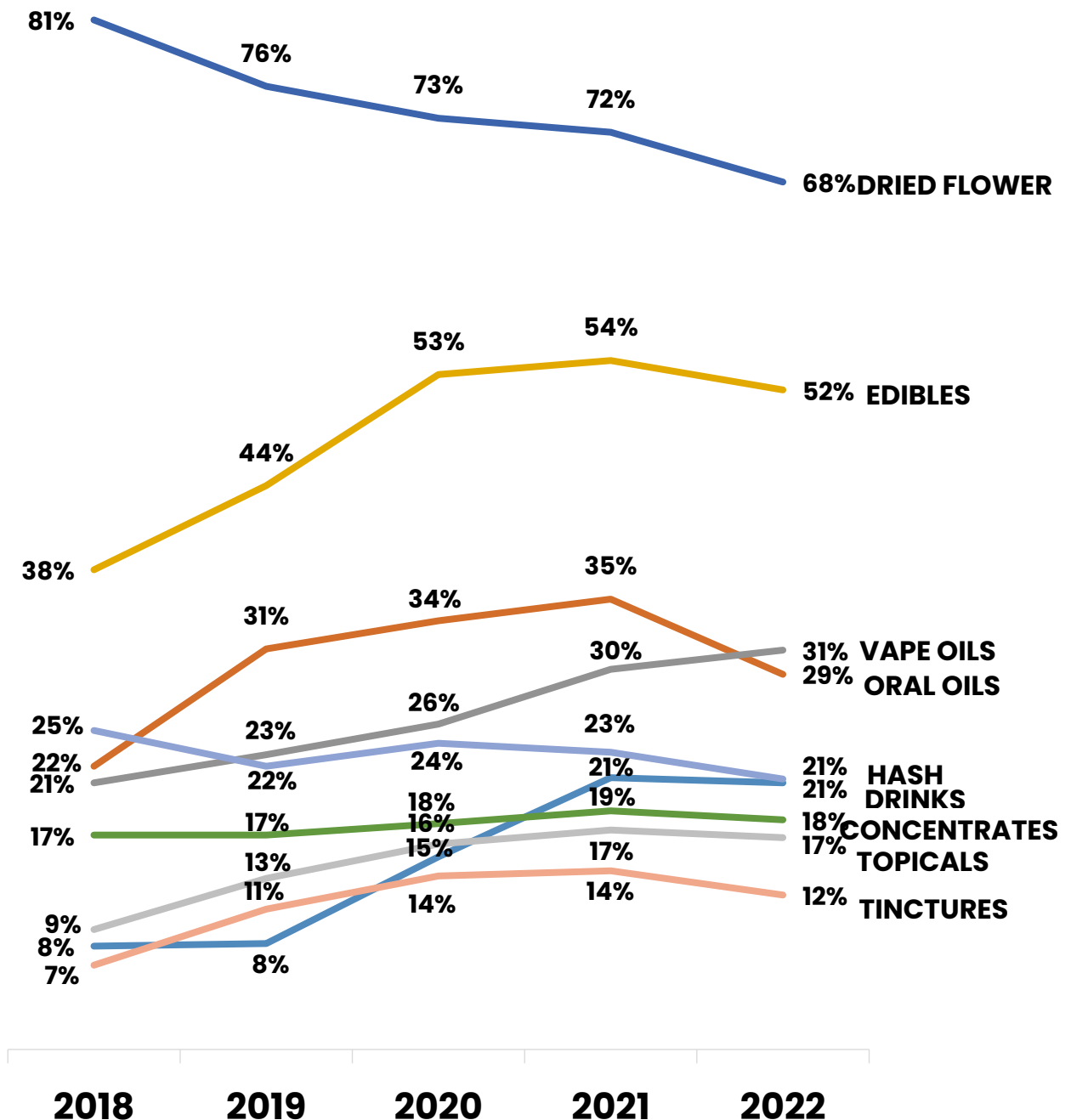
% 'YES' PAST MONTH CONSUMERS, 2022 N=3,548



# Types of cannabis products

## Cannabis consumers 2018–2022

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 2022; whereas use of most other products increased until 2021, and then remained stable or declined in 2022.

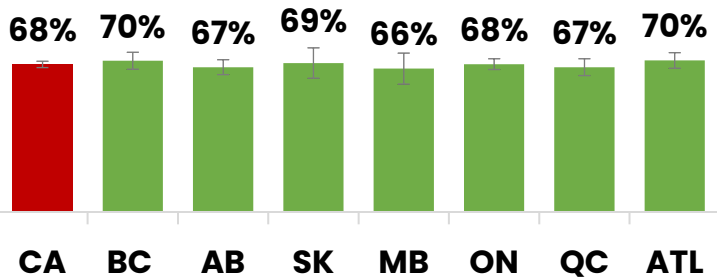


# Types of cannabis products 2022

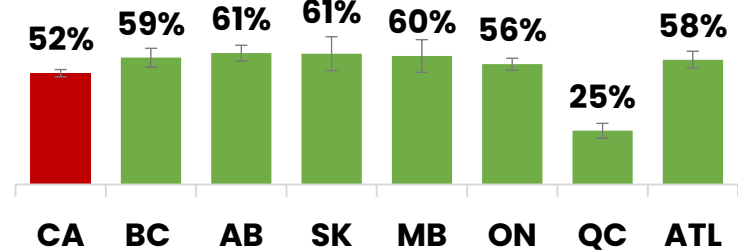
Use of cannabis products among past 12-month consumers was similar across provinces, with the notable exception of Québec, where consumers were less likely to report using edibles, vape oils, topicals and solid concentrates. Québec is the only Canadian province to implement a limit of 30% THC, with additional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



## Dried flower



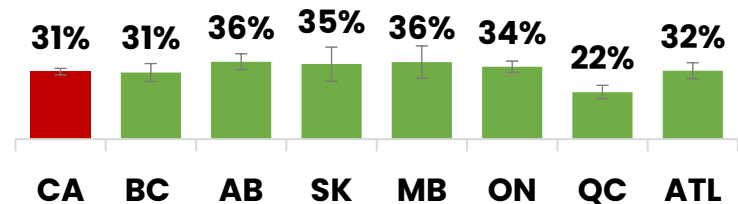
## Edibles



## Drops or capsules



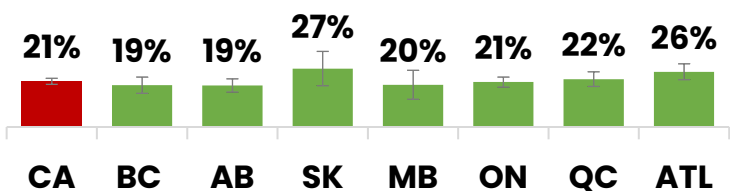
## Vape oils



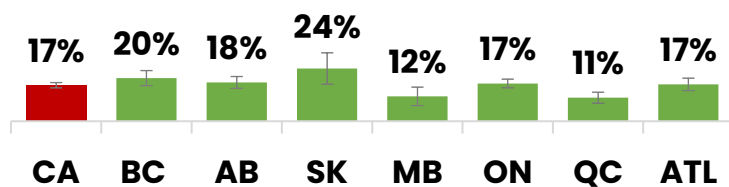
# Types of cannabis products 2022



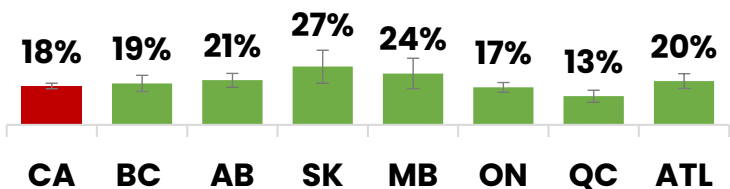
## Hash or kief



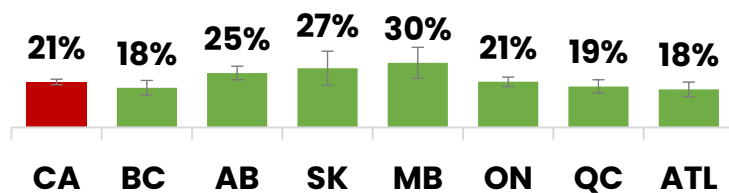
## Topicals



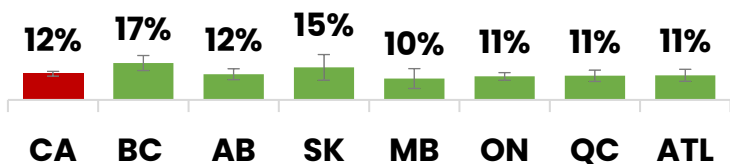
## Solid concentrates



## Drinks



## Tinctures



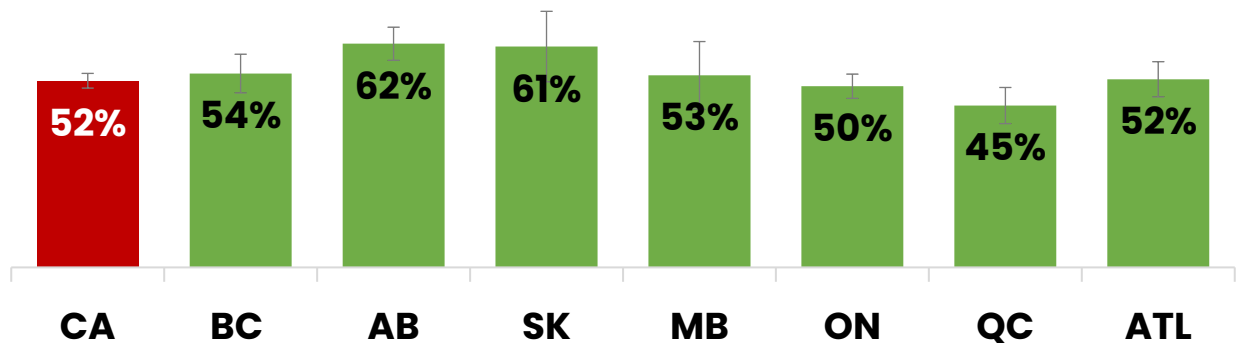


# Pre-rolled joints

In 2022, approximately 50% of past 12-month consumers of dried flower in Canada reported buying 'pre-rolled' joints in the past year.

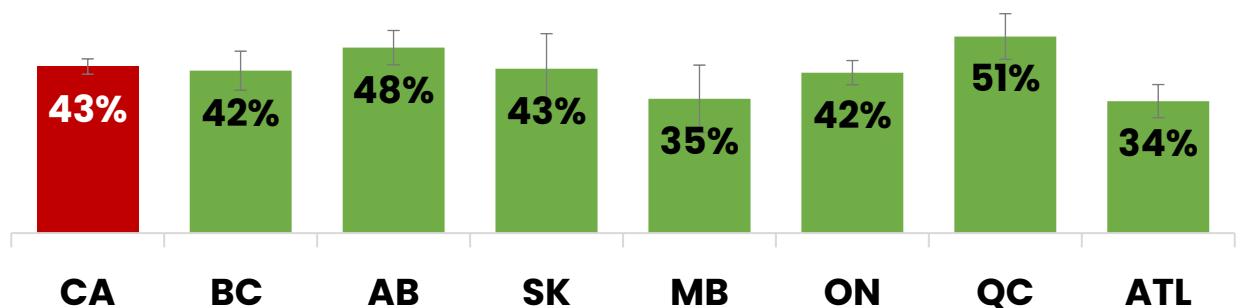
## Have you bought any 'pre-rolled' joints in the past 12-months?

% YES, AMONG PAST 12-MONTHS CONSUMERS OF DRIED FLOWER, 2022 N=3,586



## Of all the dried herb you bought in the last 12 months, how much of it was purchased as pre-rolled joints?

% YES, AMONG DRIED FLOWER CONSUMERS WHO PURCHASED PRE-ROLLED JOINTS IN THE PAST 12-MONTHS, 2022 N=1,866



FULL QUESTION WORDING: "IN THE PAST 12 MONTHS, HAVE YOU USED ANY OF THE FOLLOWING FLAVOURS FOR DRIED HERB PRODUCTS? PLEASE INCLUDE ANY FLAVOURED JOINTS, BLUNTS OR BLUNT WRAPS. DON'T INCLUDE FLAVOURED VAPES OR EDIBLES--WE'LL ASK ABOUT THESE LATER."

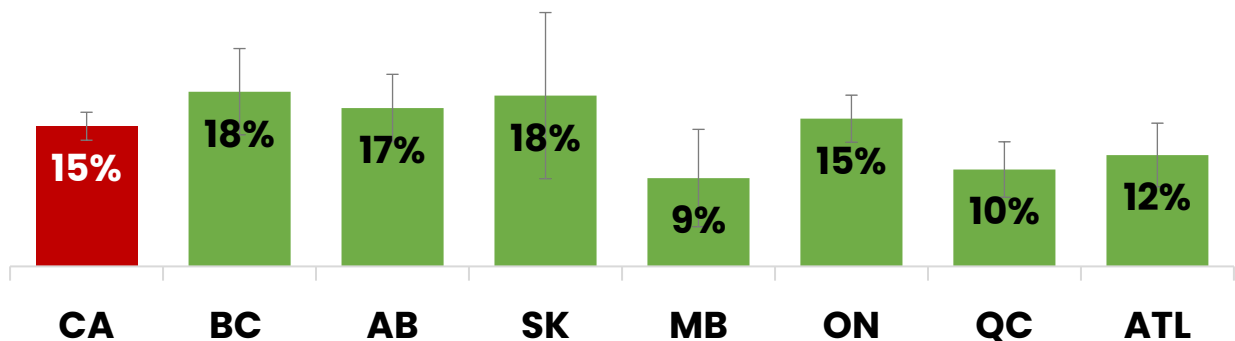


## 'Infused' pre-rolled joints

In 2022, approximately 15% of past 12-month consumers of dried flower reported buying pre-rolled joints mixed with high potency oils or concentrates in the past year.

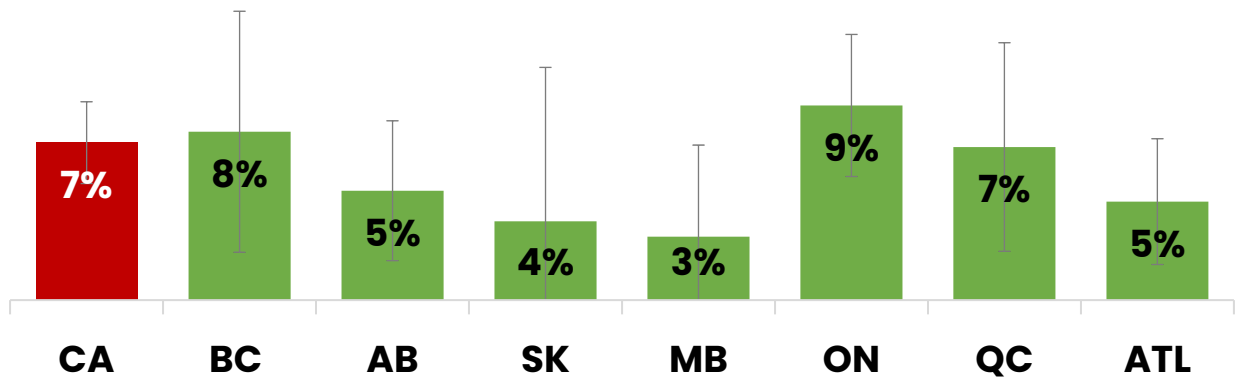
### Have you purchased any pre-rolled joints mixed with high potency oils or concentrates in the past 12-months?

% YES, AMONG PAST 12-MONTHS CONSUMERS OF DRIED FLOWER, 2022 N=3,586



### Was the last pre-rolled joint you purchased mixed with high potency oils or concentrates?

% YES, AMONG DRIED FLOWER CONSUMERS WHO PURCHASED A PRE-ROLLED JOINT AT LAST PURCHASE 2022 N=1,086





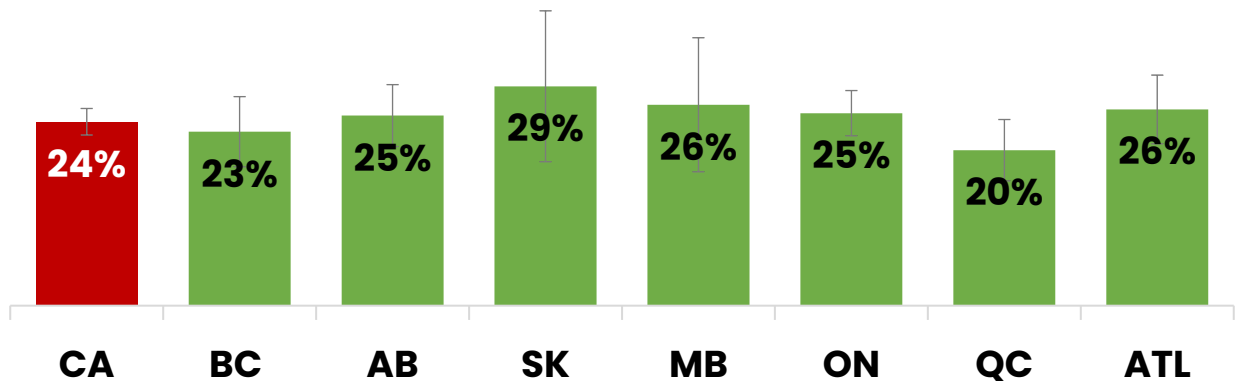


# Flavoured cannabis products

In 2022, approximately 1 in 4 past 12-month consumers of dried flower in Canada reported using flavoured dried herb products in the past year.

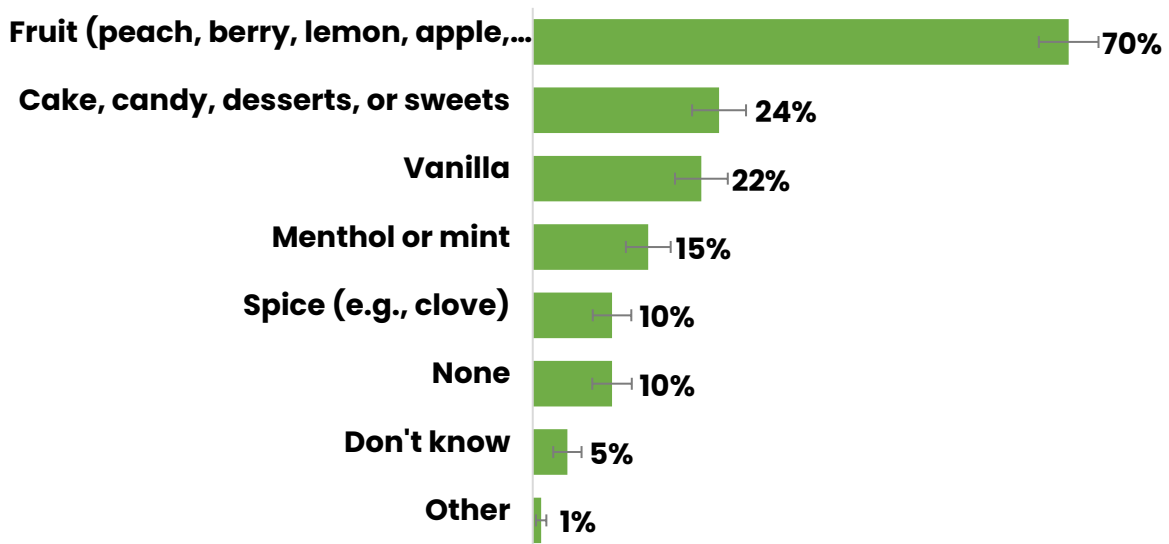
## In the past 12 months, have you used any flavoured dried herb products?

% YES, AMONG PAST 12-MONTHS CONSUMERS OF DRIED FLOWER, 2022 N=3,585



## In the past 12 months, have you used any of the following flavours for dried herb products?

% YES, AMONG PAST 12-MONTHS CONSUMERS OF DRIED FLOWER, 2022, N=829



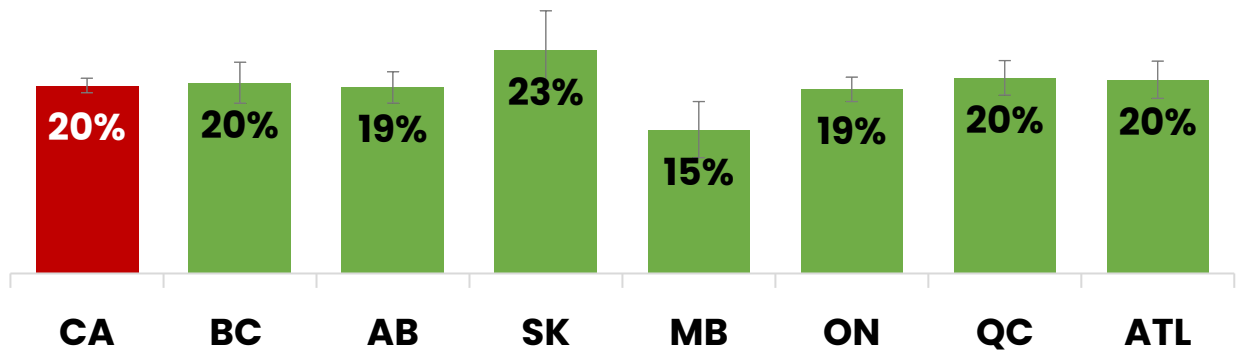
FULL QUESTION WORDING: "IN THE PAST 12 MONTHS, HAVE YOU USED ANY OF THE FOLLOWING FLAVOURS FOR DRIED HERB PRODUCTS? PLEASE INCLUDE ANY FLAVOURED JOINTS, BLUNTS OR BLUNT WRAPS. DON'T INCLUDE FLAVOURED VAPES OR EDIBLES--WE'LL ASK ABOUT THESE LATER."

# Use of 'non-THC' CBD products

In 2022, 1 in 5 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.

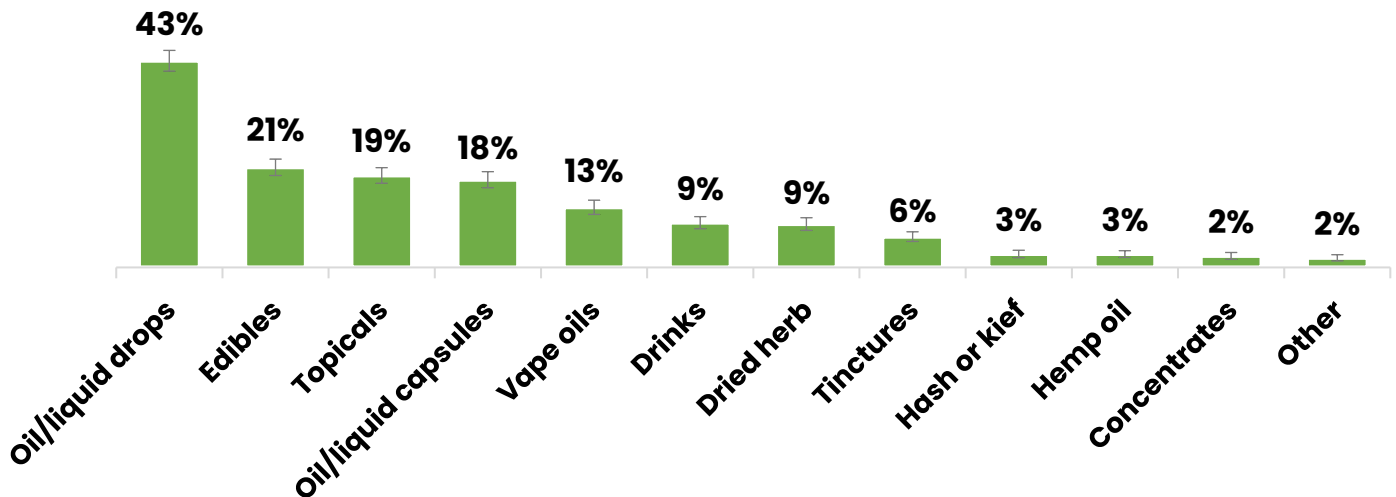
## Use of CBD-only products

IN PAST 12 MONTHS N=15,886



## Type of CBD-only products used

AMONG THOSE WHO REPORTED CBD-ONLY PRODUCT USE N=3,139



AMONG ALL RESPONDENTS. PERCENT WHO REPORTED USING ANY CBD-ONLY PRODUCTS WITH NO THC IN THE PAST 12 MONTHS.

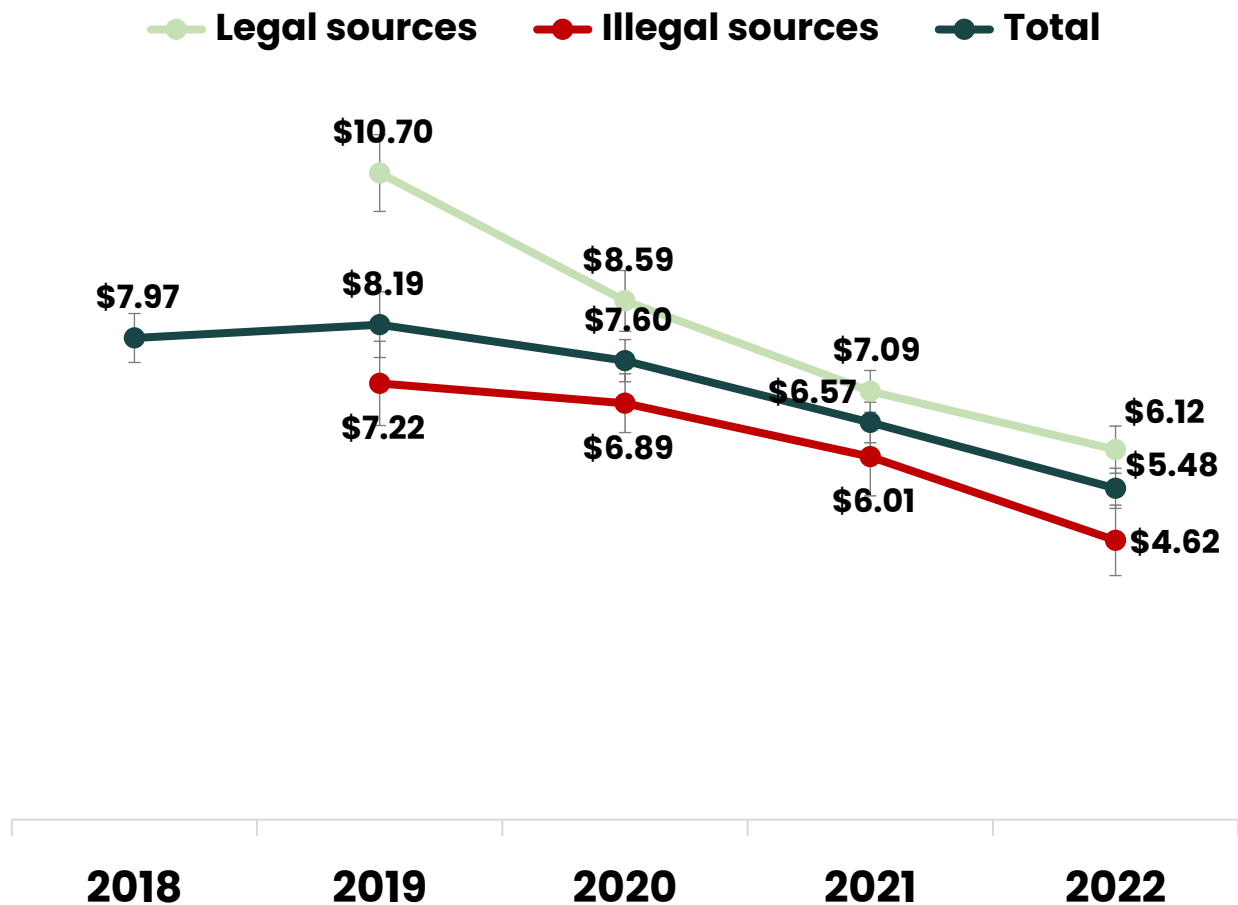


# Price of dried flower

Consumers reported paying an average of \$5.48 per gram of dried flower in 2022, including from legal and illegal sources. The price paid for dried flower from legal retail sources markedly decreased between 2019 to 2022, with more modest decreases in price from illegal sources. In 2019, the average price paid from legal sources was \$10.70 per gram, 48% higher than from illegal sources, compared to \$6.12 in 2022, 32% higher than illegal sources.

## Price paid for dried flower dried flower

SALES WEIGHTED PRICE-PER-GRAM OF DRIED FLOWER AT LAST PURCHASE, 2018-2022, n=9,153



# Price of dried flower 2022

In 2022, consumers reported paying different prices for cannabis across provinces. Consumers in Manitoba 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, 2022

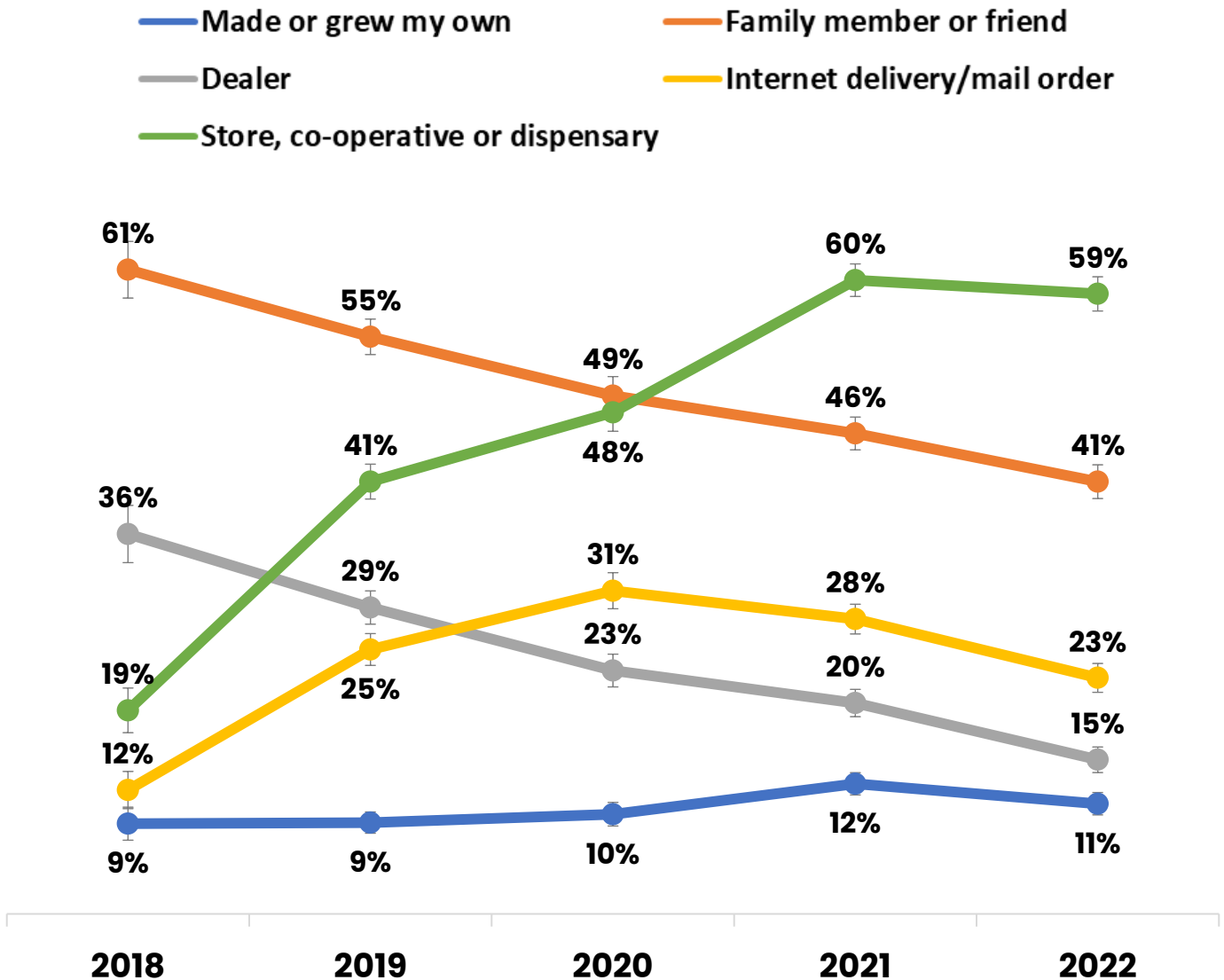


# Cannabis sources

Substantial changes have occurred in the source of cannabis among Canadian consumers, with a shift from social sources and 'dealers' to retail stores. By 2022, almost 3 in 5 consumers got their cannabis from 'stores'. Internet deliver and mail orders increased from 2018-2020, but saw a decline from 2020-2022.

## Cannabis sources in the past 12-months

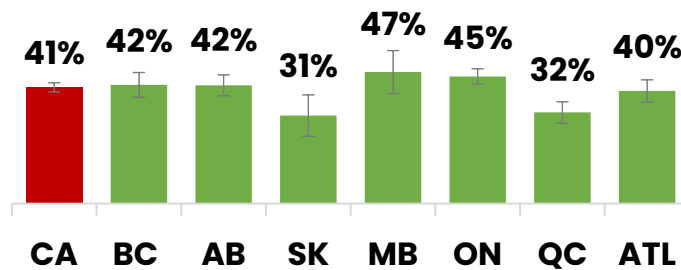
AMONG PAST 12-MONTH CONSUMERS



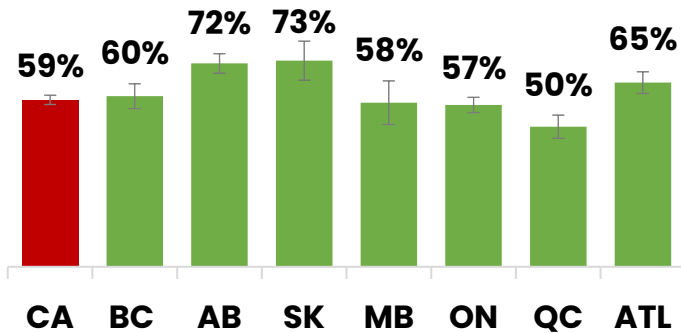
# Cannabis sources

In 2022, use of stores was highest among consumers in Alberta and Saskatchewan, and lowest in Québec. Internet delivery/mail order was highest in Ontario, with home-grow highest in Ontario and Atlantic provinces.

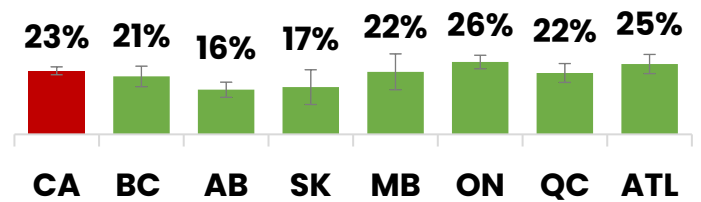
## Family member or friend



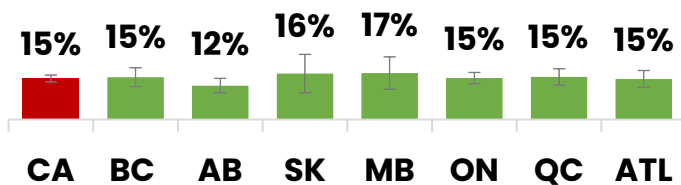
## Store, co-op, or dispensary



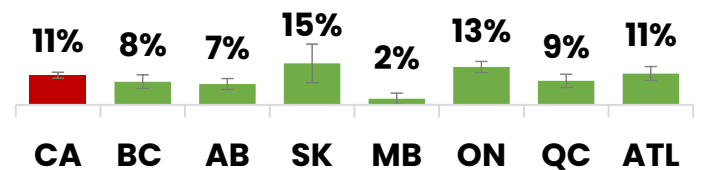
## Internet delivery/mail order



## Dealer



## Made or grew my own

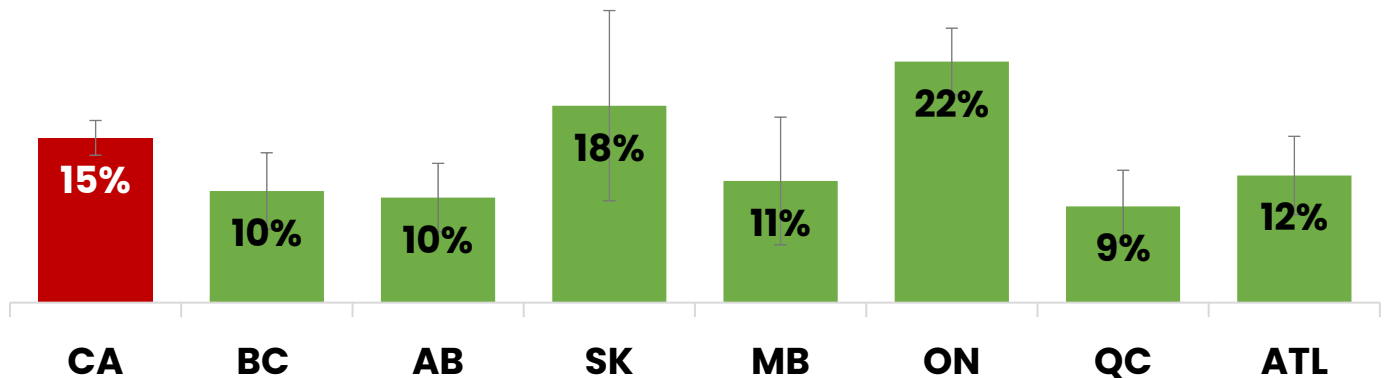


# Curbside pick from stores

In 2022, 15% of consumers in Canada who purchased cannabis from a store reported using curbside pick-up in the past year, with highest use among consumers in Ontario and Saskatchewan. The main reason for using curbside pick-up was convenience.

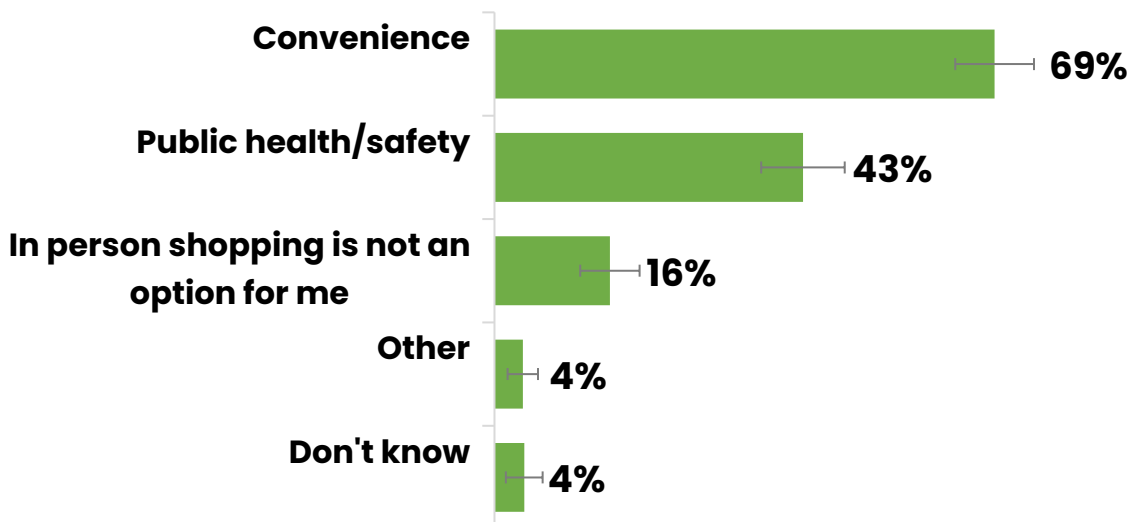
## Did you use curbside pick-up at any point in the past 12-months?

% YES, AMONG CONSUMERS WHO GOT MARIJUANA FROM A STORE, CO-OPERATIVE OR DISPENSARY IN THE PAST 12 MONTHS, 2022 N=3,437



## Why did you use curbside pick-up?

AMONG CONSUMERS WHO USED CURBSIDE PICKUP IN LAST 12 MONTHS, N=417

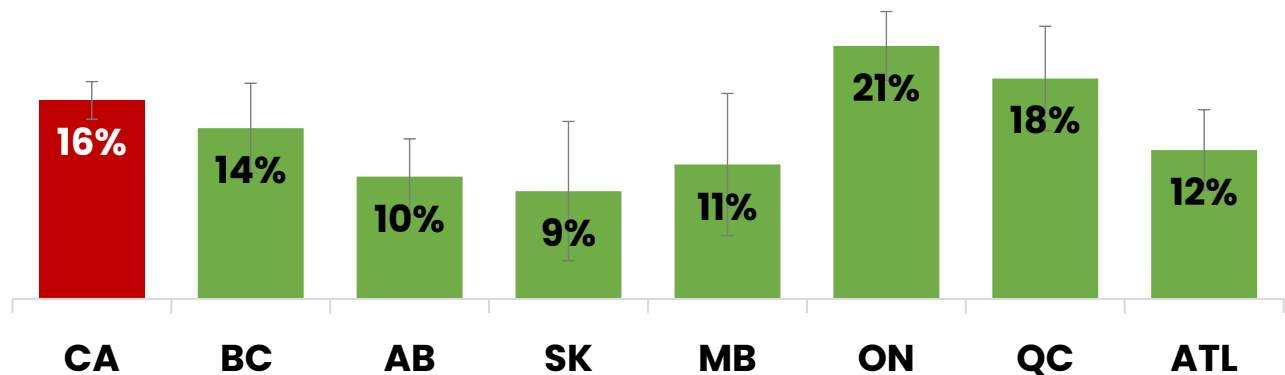


# Store delivery

In 2022, 16% of consumers in Canada who purchased cannabis from a store reported using store delivery service, with highest use among consumers in Ontario and Québec. The main reason for using delivery was convenience.

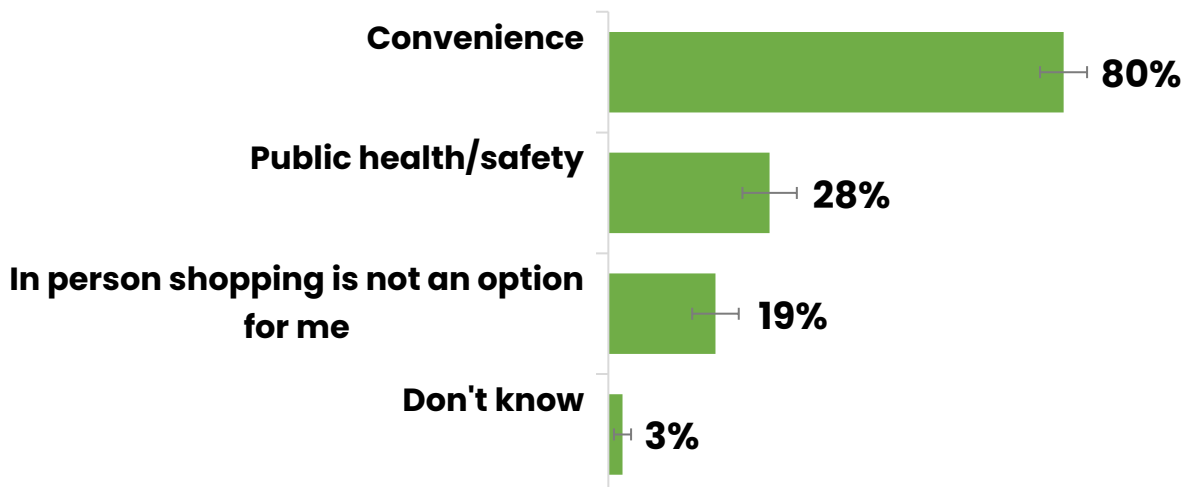
## You told us you got marijuana from a store, co-operative or dispensary. Did the store deliver your order to you?

% YES AMONG CONSUMERS WHO GOT MARIJUANA FROM A STORE, CO-OPERATIVE OR DISPENSARY IN THE PAST 12 MONTHS, 2022 N=3,437



## Why did you use delivery?

AMONG CONSUMERS WHO USED DELIVERY IN LAST 12 MONTHS, N=487



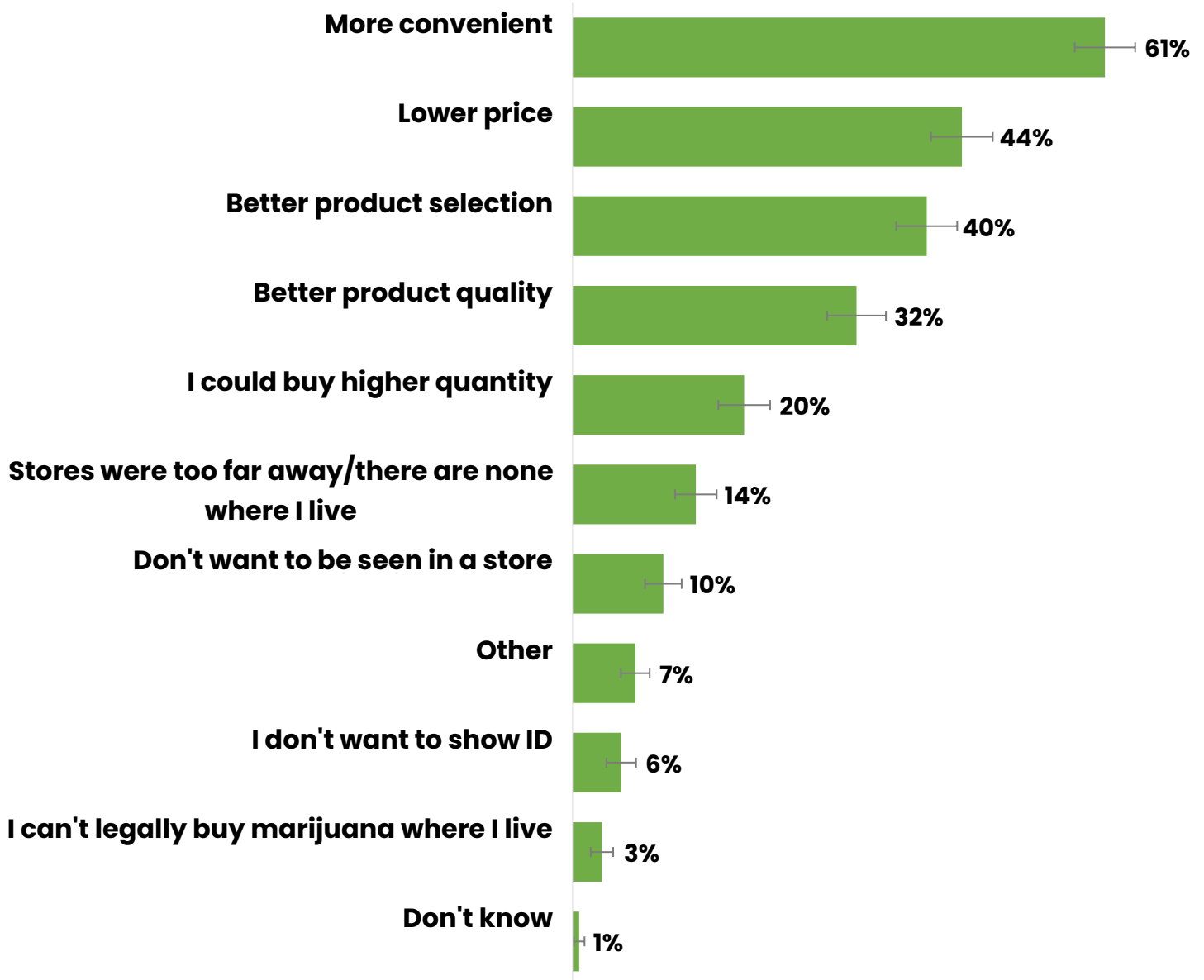


# Reasons for online purchases

In 2022, the most commonly cited reasons for buying cannabis online among consumers in Canada was because of convenience and lower price.

## What are the main reasons why you bought marijuana online in the past 12 months?

AMONG CONSUMERS WHO PURCHASED CANNABIS ONLINE IN THE PAST 12-MONTHS, N=1,185



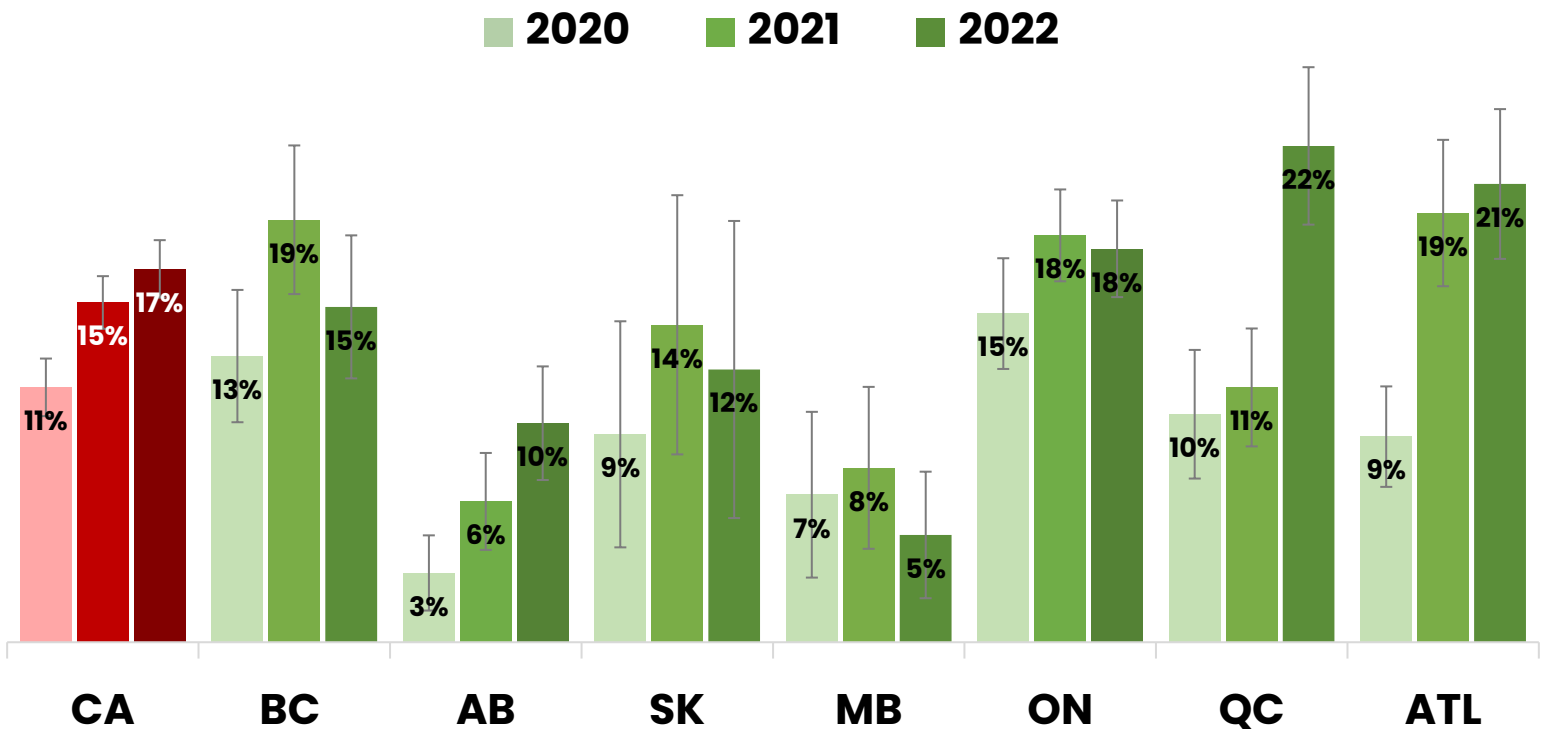


# Purchasing cannabis from a First Nation store

In Canada, 17% of consumers reported purchasing cannabis from a First Nation Reserve in 2022, an increase from 15% in 2021. Consumers who purchased from a First Nation Reserve reported buying an average of 46% of 'all' their cannabis from a Reserve.

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

AMONG PAST 12-MONTH CANNABIS USERS, N=15,863

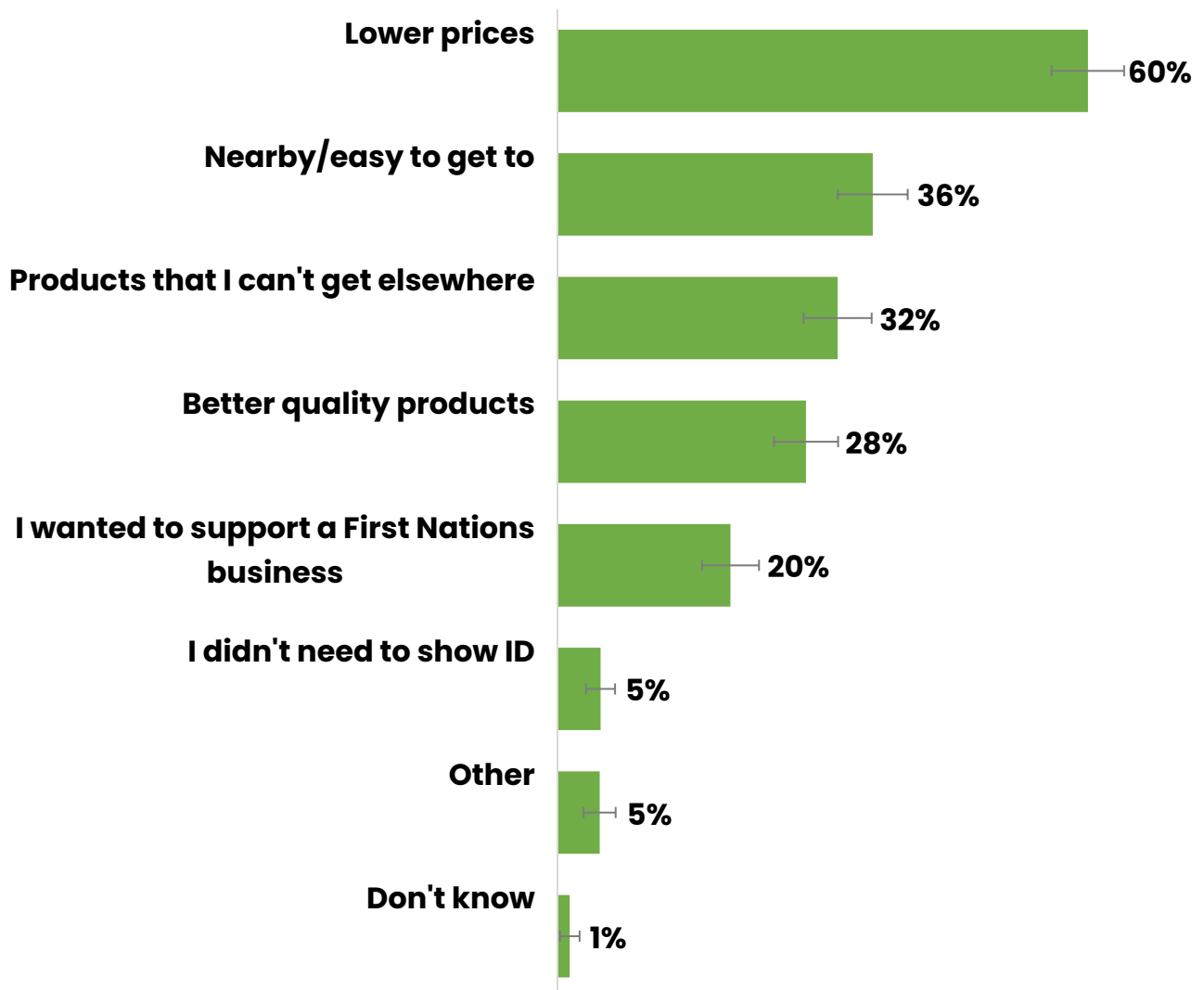


# Purchasing cannabis from a First Nation store

In 2022, the most common reasons past 12-month consumers who purchased cannabis at a First Nation store on Reserve gave for doing so were lower prices, being near to a store, and access to unique products.

## What were the main reasons you purchased from a store on a First Nations reserve?

AMONG PAST 12-MONTH CANNABIS USERS WHO REPORTED PURCHASING CANNABIS FROM A FIRST NATIONS STORE, N=786

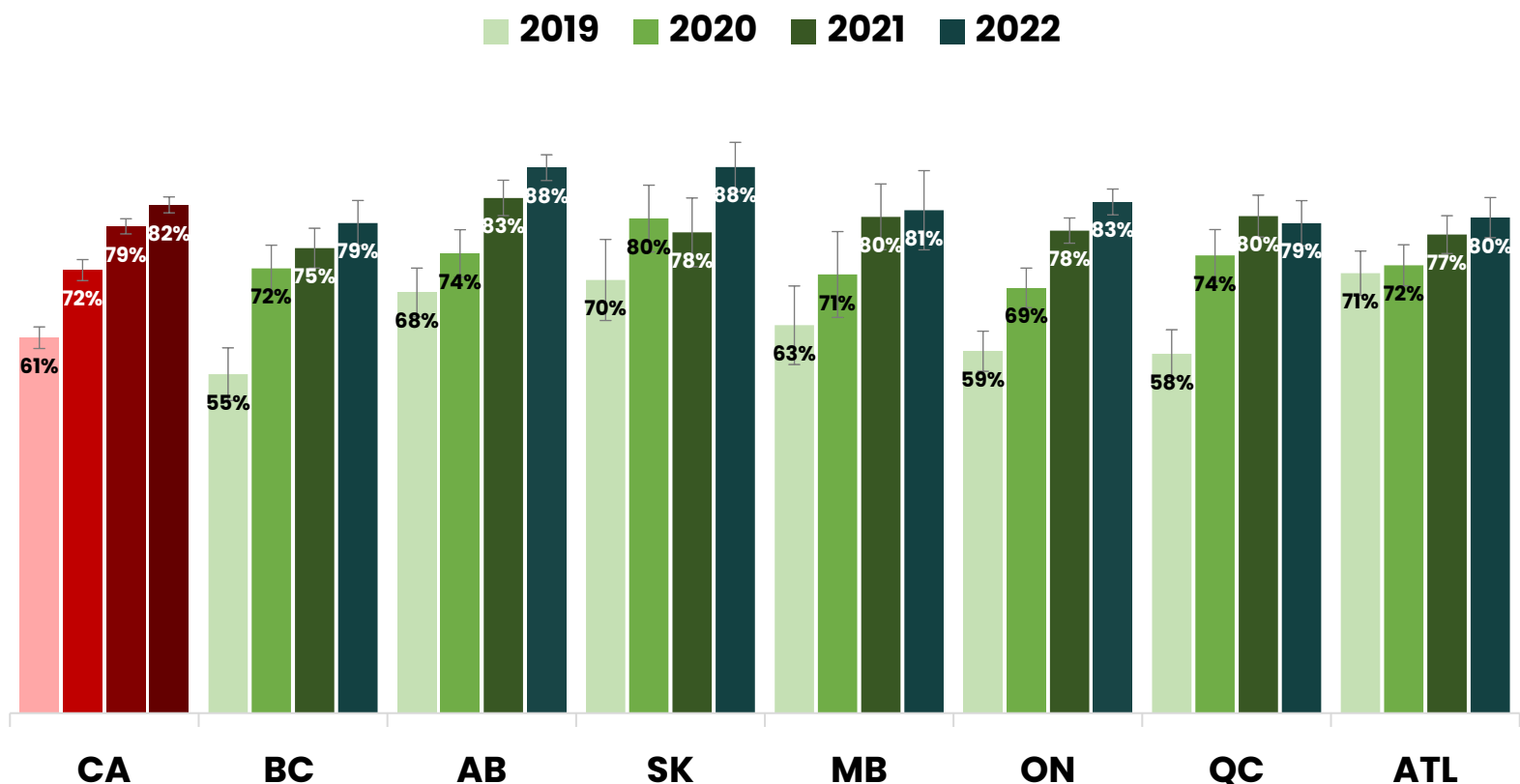


# Purchasing cannabis from 'legal' sources

In 2022, past 12-month consumers reported purchasing a total of 82% of products from legal retail sources, a substantial increase from 61% in 2019. Reported use of legal sources was highest in Alberta and Saskatchewan and lowest in BC and Québec.

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

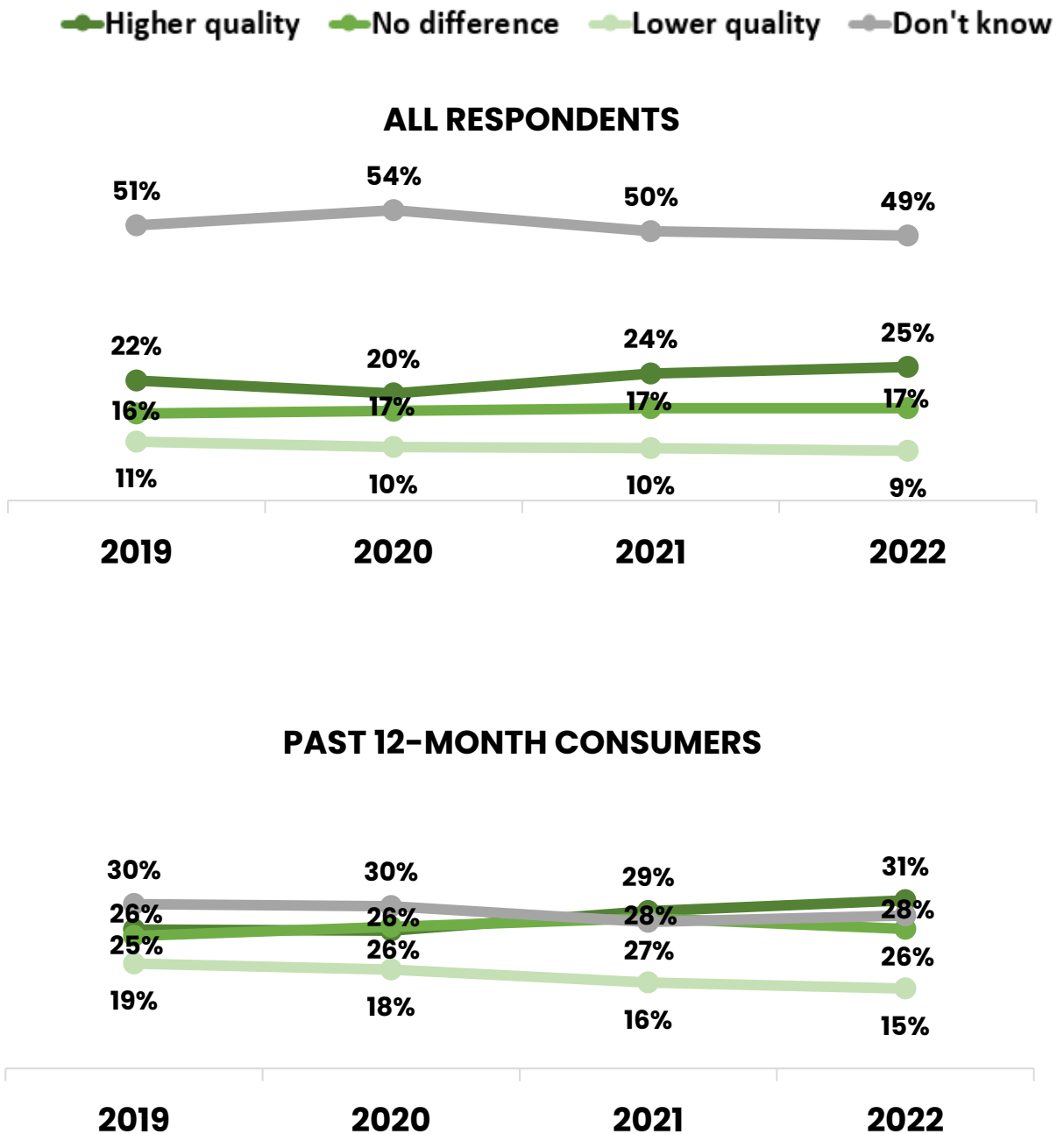
AMONG PAST 12-MONTHS CONSUMERS





# Perceptions of legal cannabis – Quality

Past 12-month consumers were more likely than non-consumers to perceive cannabis from 'legal' sources as higher quality. The perception that legal cannabis is 'higher quality' increased between 2020 and 2022 among all respondents and among consumers.



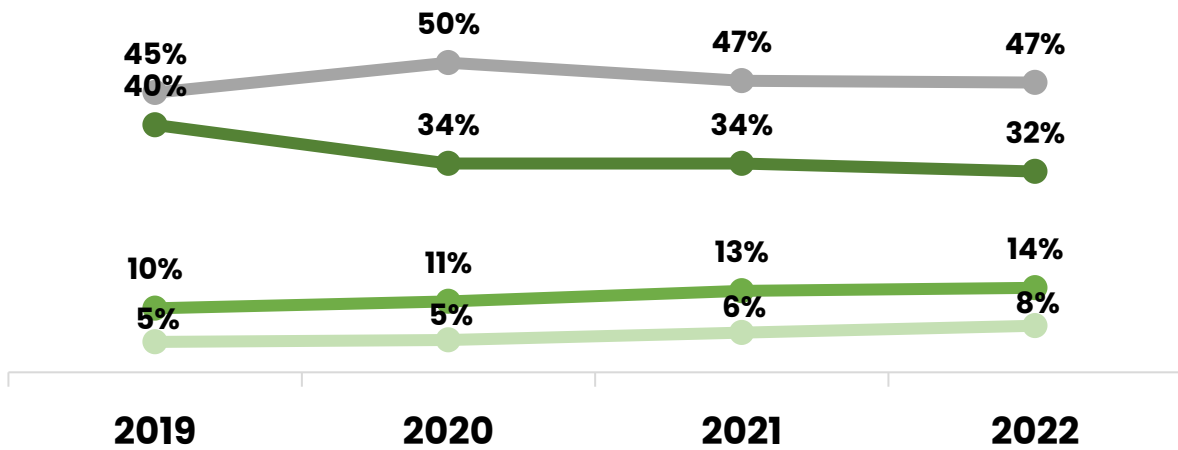


# Perceptions of legal cannabis – Price

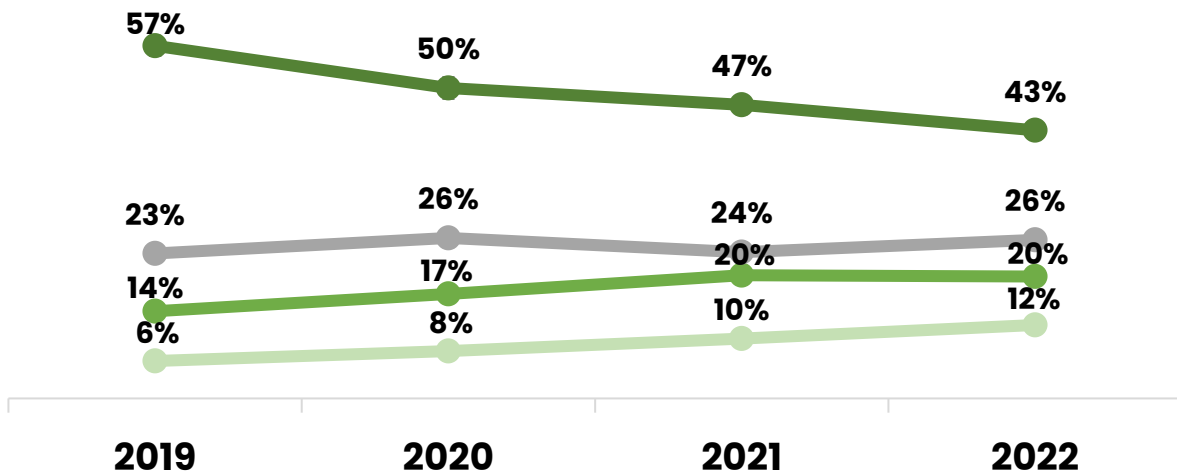
Past 12-month consumers were more likely than non-consumers to perceive cannabis from 'legal' sources as more expensive. However, the perception that legal cannabis is 'more expensive' decreased between 2019 and 2022 among consumers.

More expensive No difference Less expensive Don't know

## ALL RESPONDENTS



## PAST 12-MONTH CONSUMERS

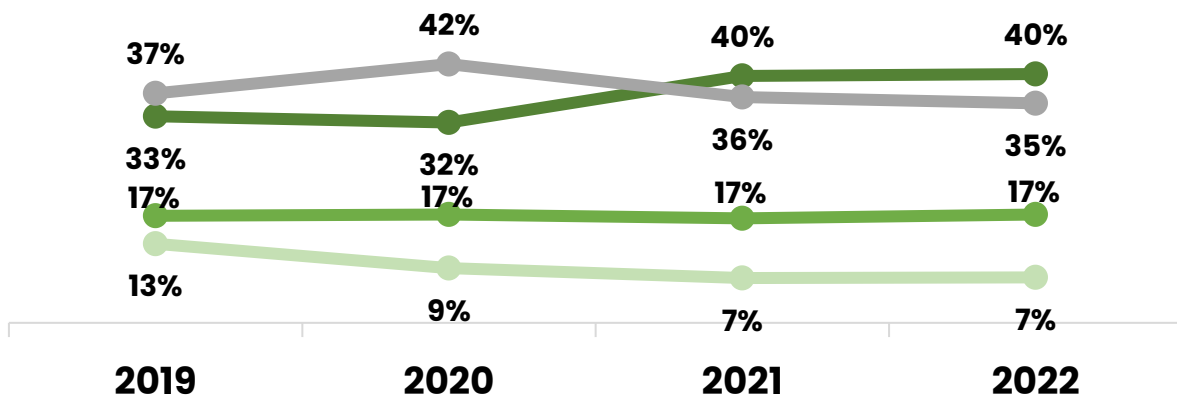


# Perceptions of legal cannabis – Convenience

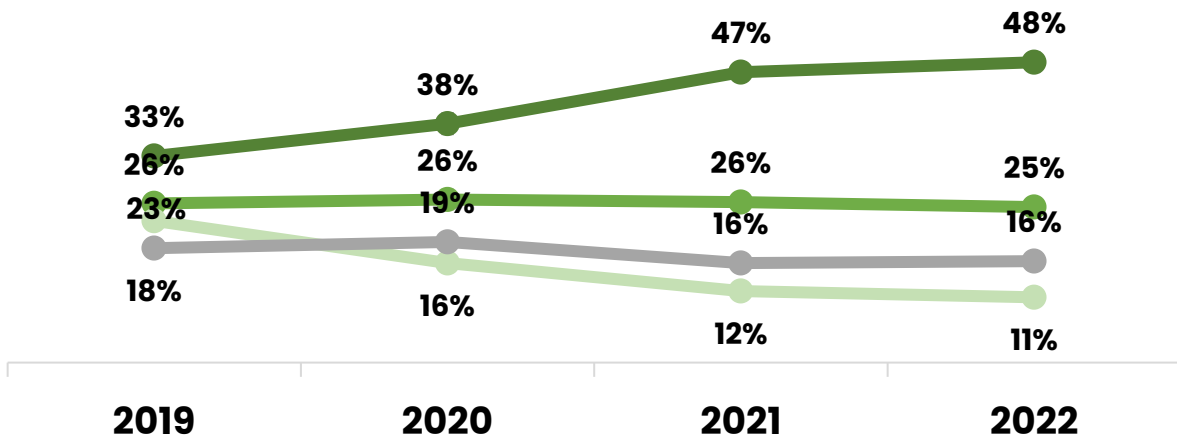
Past 12-month consumers and non-consumers perceived cannabis from 'legal' sources as more convenient to purchase. The perception that legal cannabis is 'more convenient' increased between 2019 and 2022 among consumers and non-consumers.

● More convenient 
 ● No difference 
 ● Less convenient 
 ● Don't know

## ALL RESPONDENTS



## PAST 12-MONTH CONSUMERS



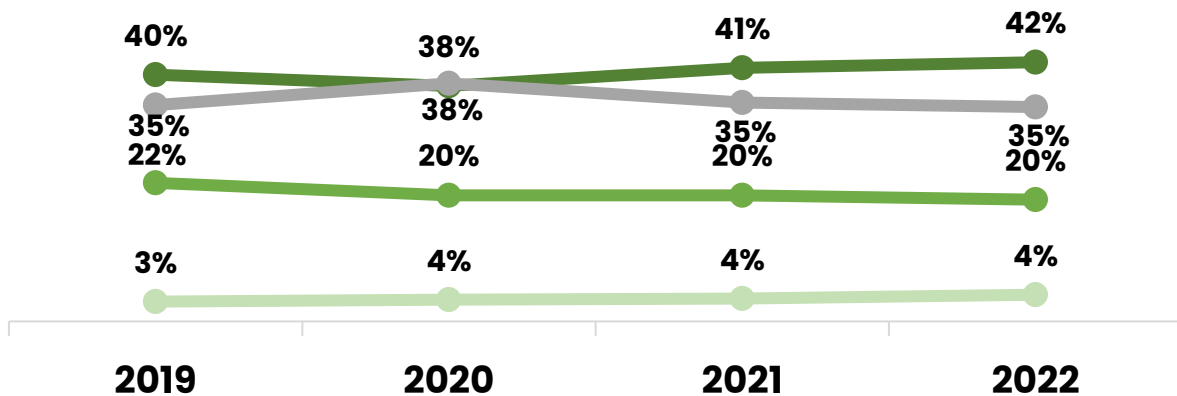


# Perceptions of legal cannabis – Safe to use

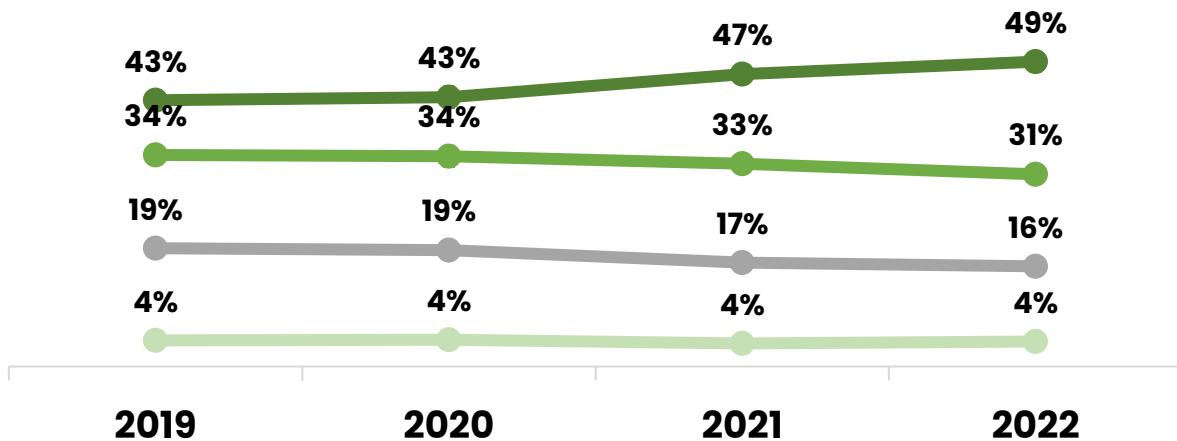
Past 12-month consumers and non-consumers perceived cannabis from 'legal' sources as safer to use. The perception that legal cannabis is 'safer to use' increased between 2019 and 2022 among consumers.

— Safer to use — No difference — Less safe to use — Don't know

## ALL RESPONDENTS



## PAST 12-MONTH CONSUMERS





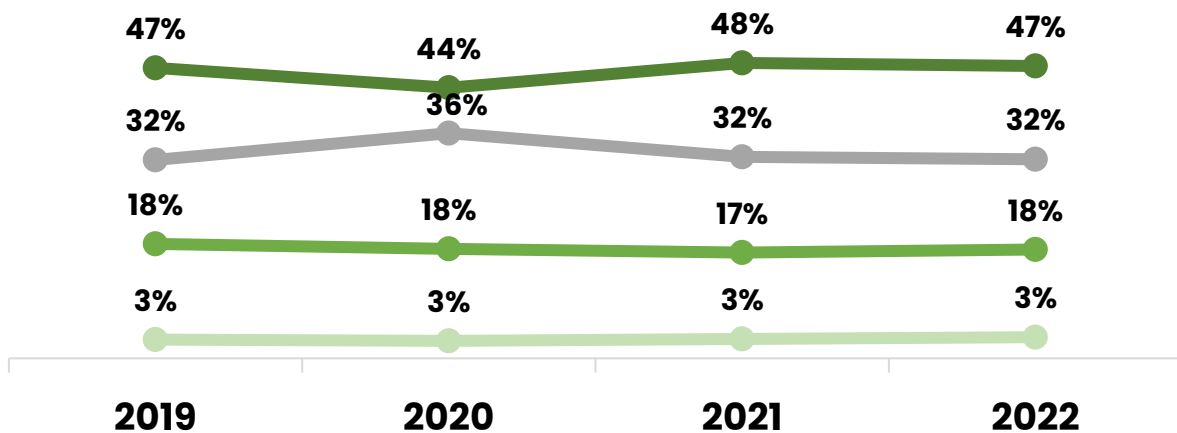


# Perceptions of legal cannabis – Safe to buy

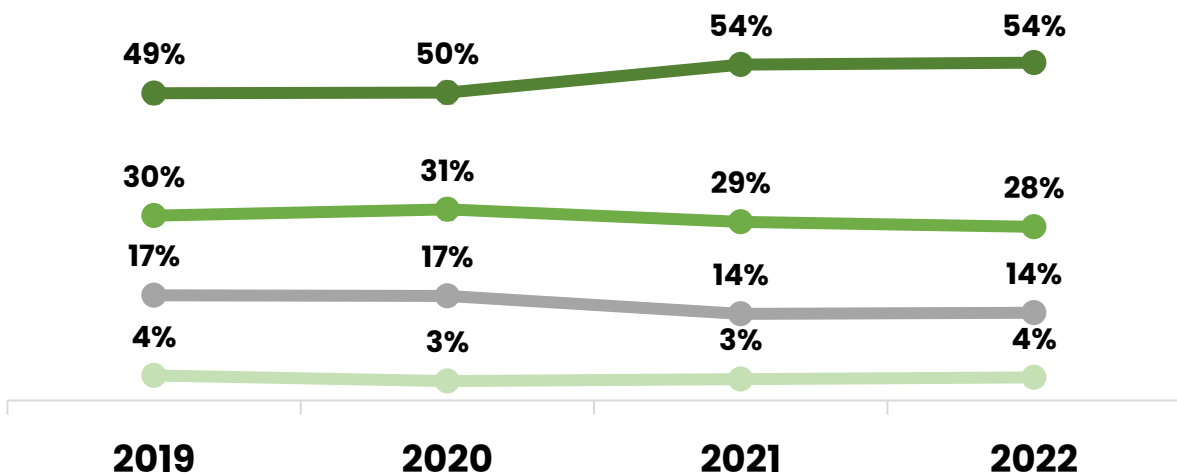
Past 12-month consumers and non-consumers perceived cannabis from 'legal' sources as safer to buy. The perception that legal cannabis is 'safer to buy' increased between 2019 and 2021 among consumers.

— Safer to buy — No difference — Less safe to buy — Don't know

## ALL RESPONDENTS



## PAST 12-MONTH CONSUMERS

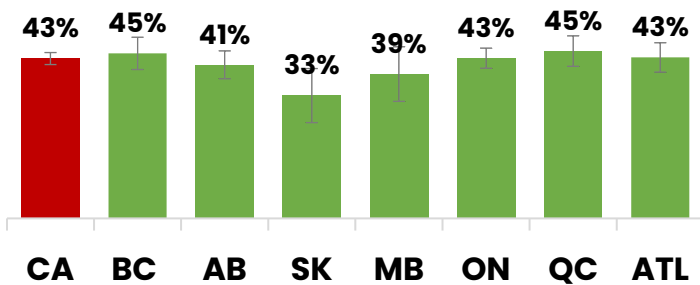


# Perceptions of legal cannabis

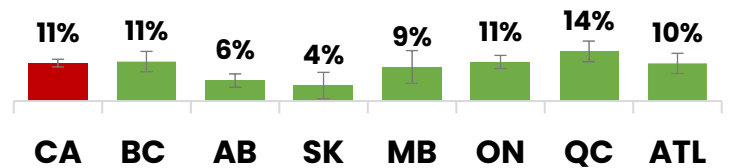
Consumers in Saskatchewan were least likely to perceive legal cannabis as more expensive or less convenient to buy, whereas consumers in Québec were least likely to perceive legal cannabis as lower quality.

## AMONG PAST 12-MONTH CONSUMERS, 2022

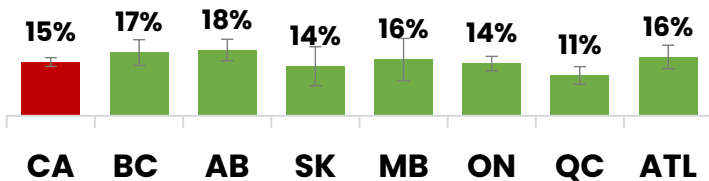
### Legal marijuana is 'more expensive'



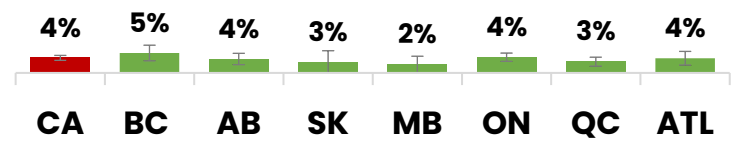
### Legal marijuana 'less convenient to buy'



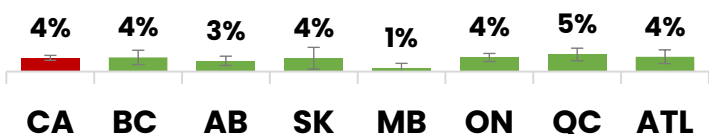
### Legal marijuana is 'lower quality'



### Legal marijuana is 'less safe to use'

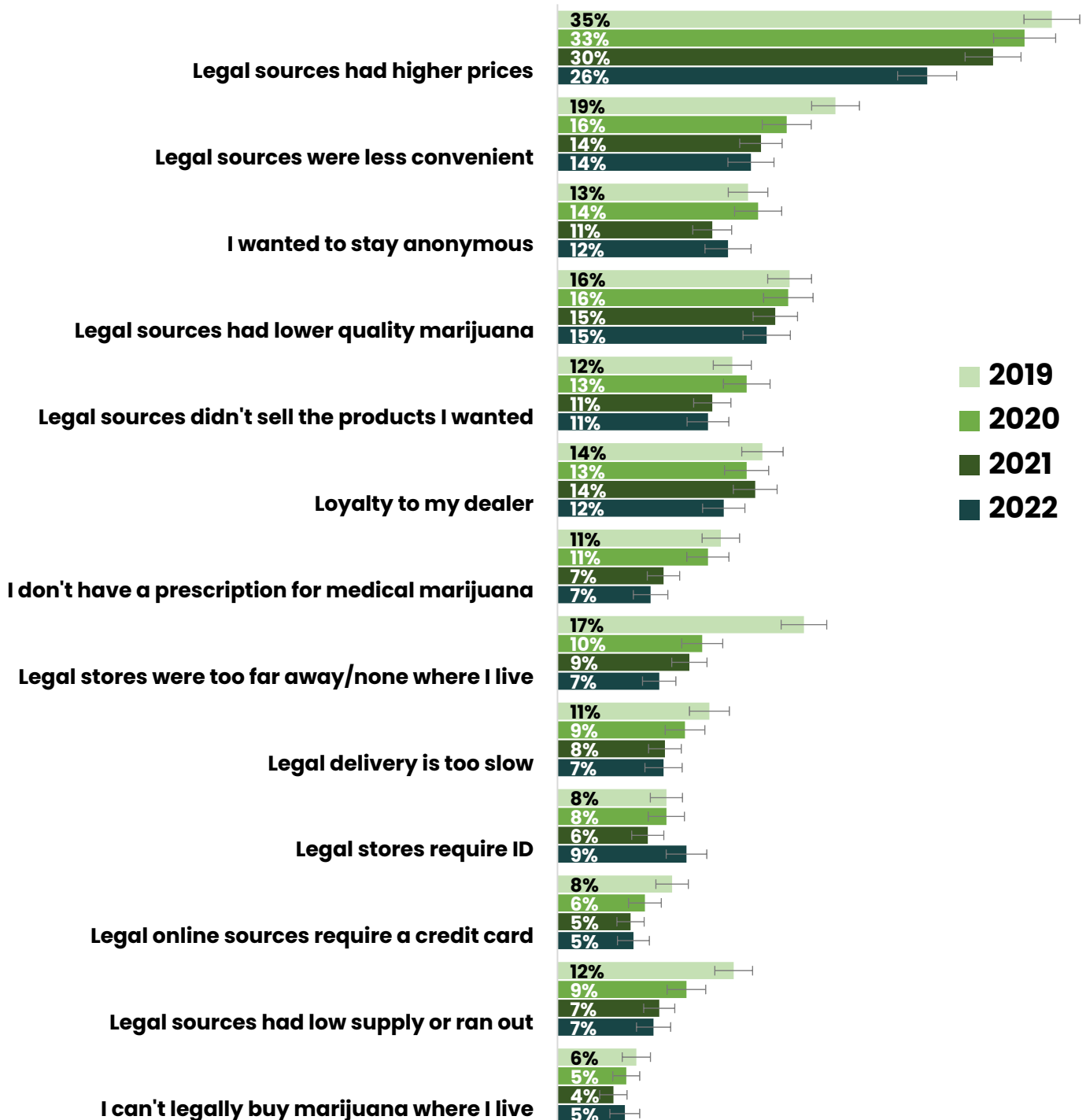


### Legal marijuana is 'less safe to buy'



# 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 and lower convenience of legal sources were the most common reasons for purchasing cannabis from illegal sources; however, both decreased between 2019 and 2022.



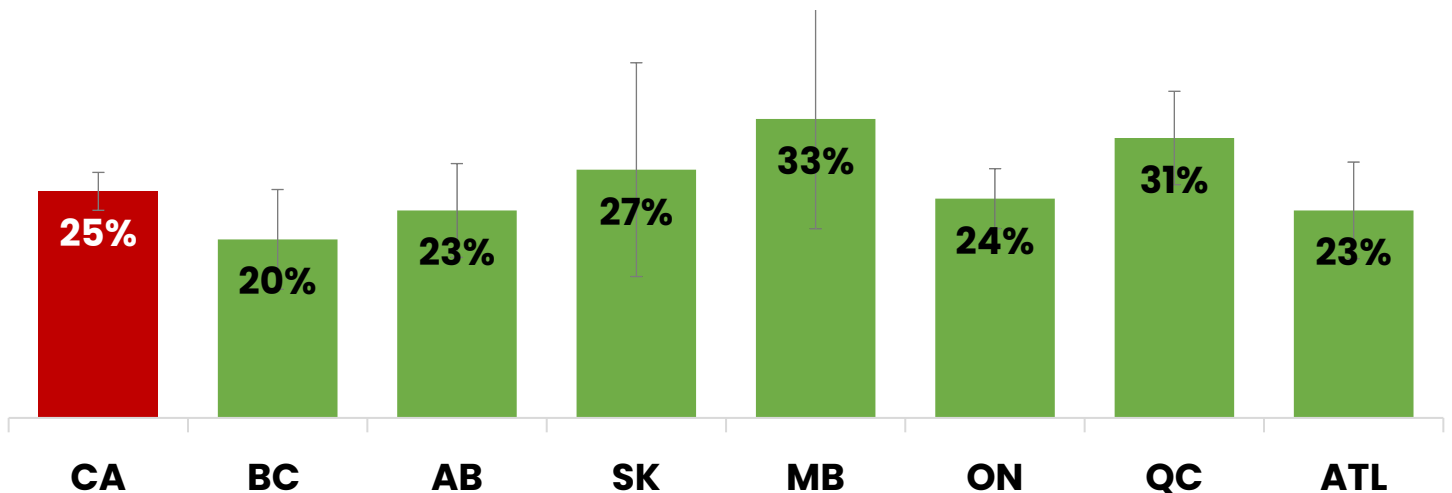


## Source of illegal products

In 2022, approximately 25% of cannabis purchased from an illegal/unauthorized source were products originally made for legal stores.

### When you bought from illegal/unauthorized sources were any of the products originally made for legal stores?

% YES, AMONG CONSUMERS WHO REPORTED PURCHASING ILLEGAL PRODUCTS IN THE PAST 12-MONTHS, 2022 N=2,556



QUESTION PREAMBLE: "SOME MARIJUANA PRODUCTS THAT ARE PURCHASED FROM ILLEGAL/UNAUTHORIZED SOURCES ARE 'DIVERTED' FROM LEGAL STORES, OFTEN FROM ANOTHER PROVINCE OR US STATE

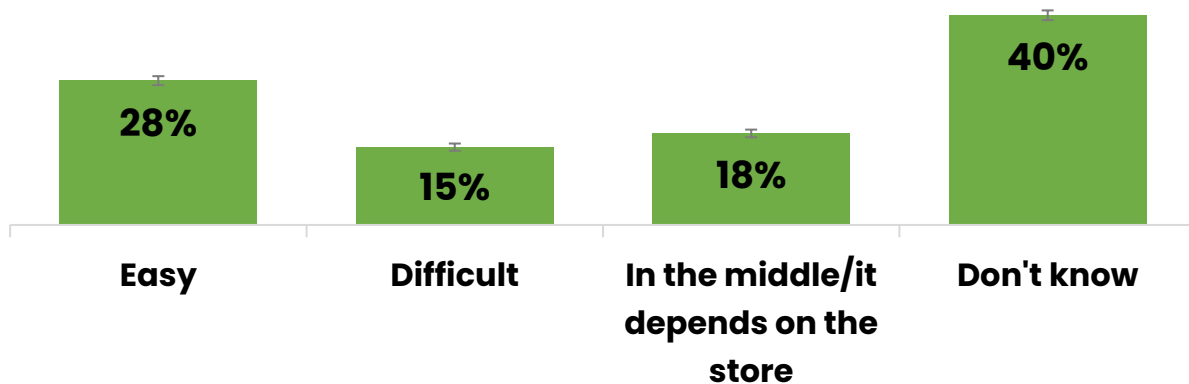
# Legal delivery

In 2022, almost 30% of respondents reported that it was easy to tell whether a website selling cannabis for delivery was legal.

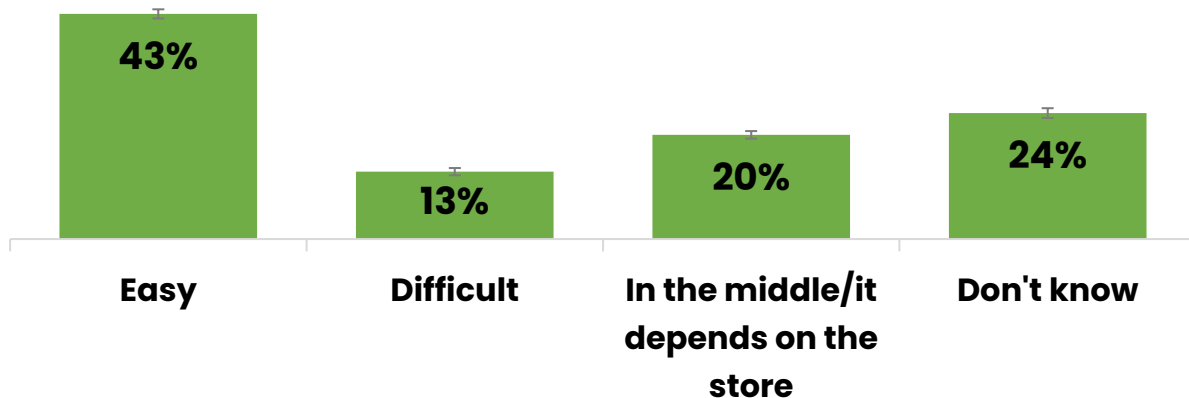
## In general, is it easy or difficult for you to tell whether a website selling marijuana for delivery is legal/?

% YES, 2022

### ALL RESPONDENTS N=15,885



### PAST 12-MONTH CONSUMERS N=5,456



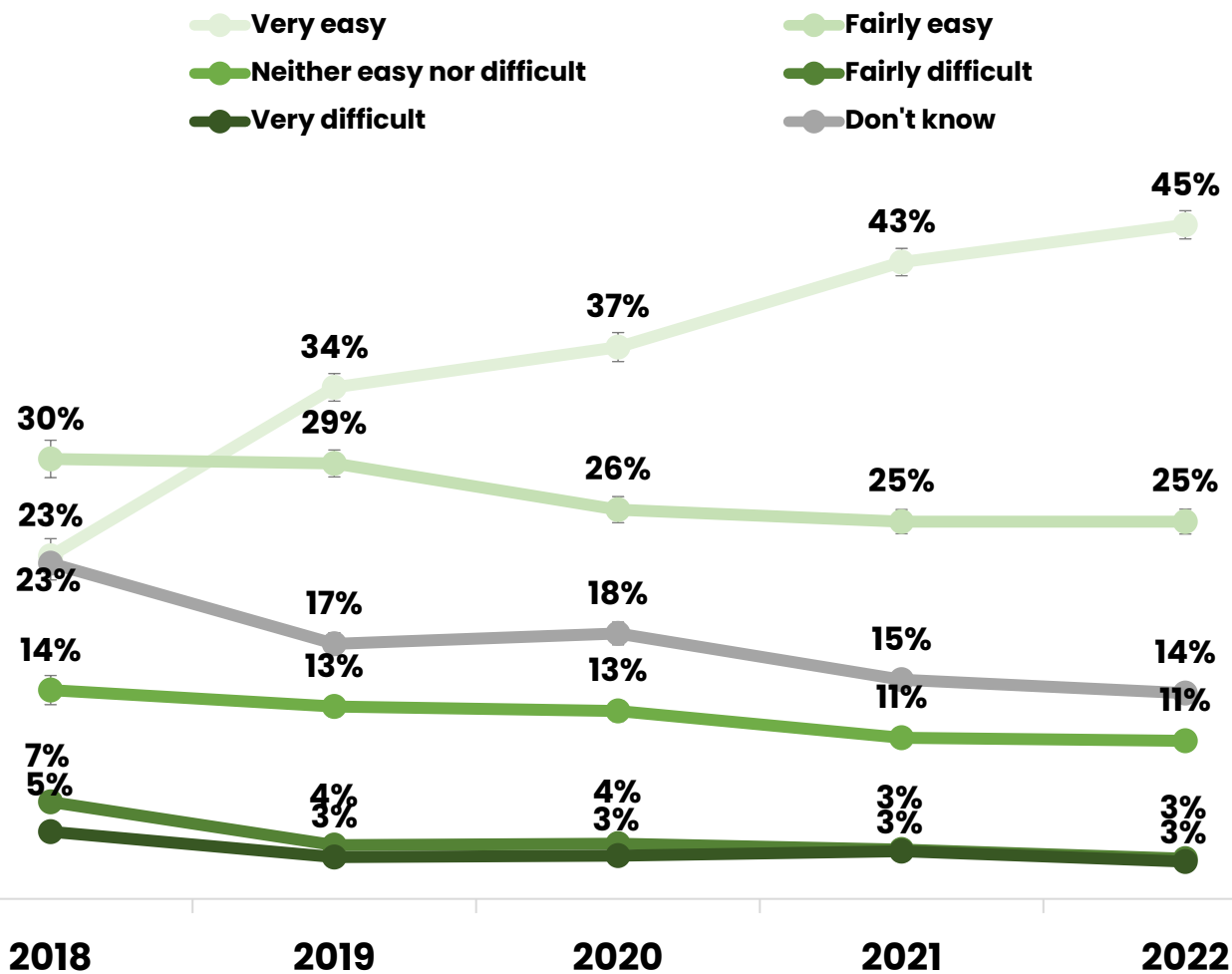


# Perceptions of cannabis access

The ease of getting cannabis increased from 2018 to 2022.

## Overall, how easy or difficult is it / would it be for you to get marijuana?

AMONG ALL RESPONDENTS, N=73,627





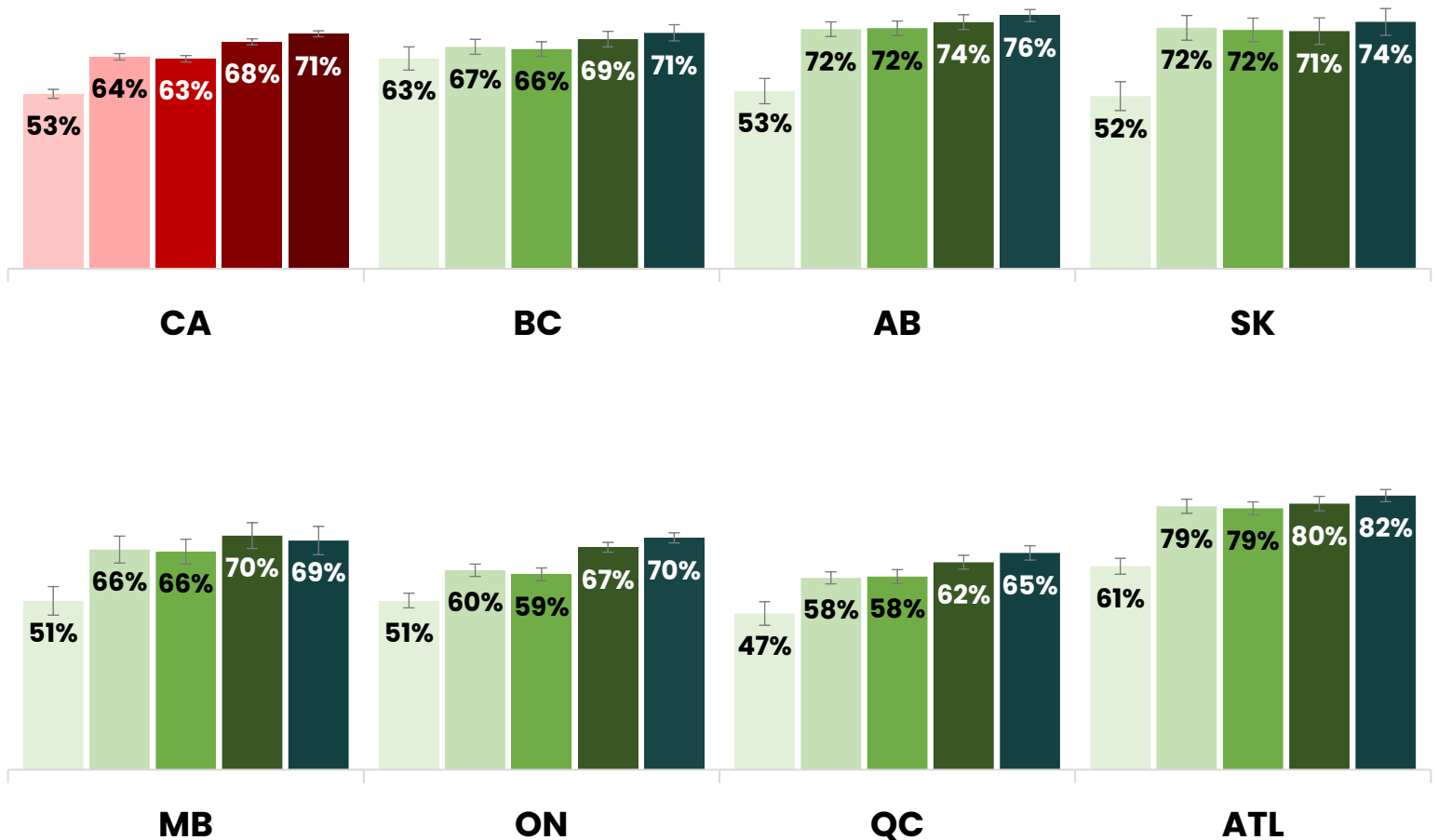
# Perceptions of cannabis access

The ease of getting cannabis increased from 2018 to 2022 with similar patterns across provinces.

## Overall, how easy or difficult is it / would it be for you to get marijuana?

% 'VERY EASY' OR 'FAIRLY EASY', ALL RESPONDENTS

2018 2019 2020 2021 2022



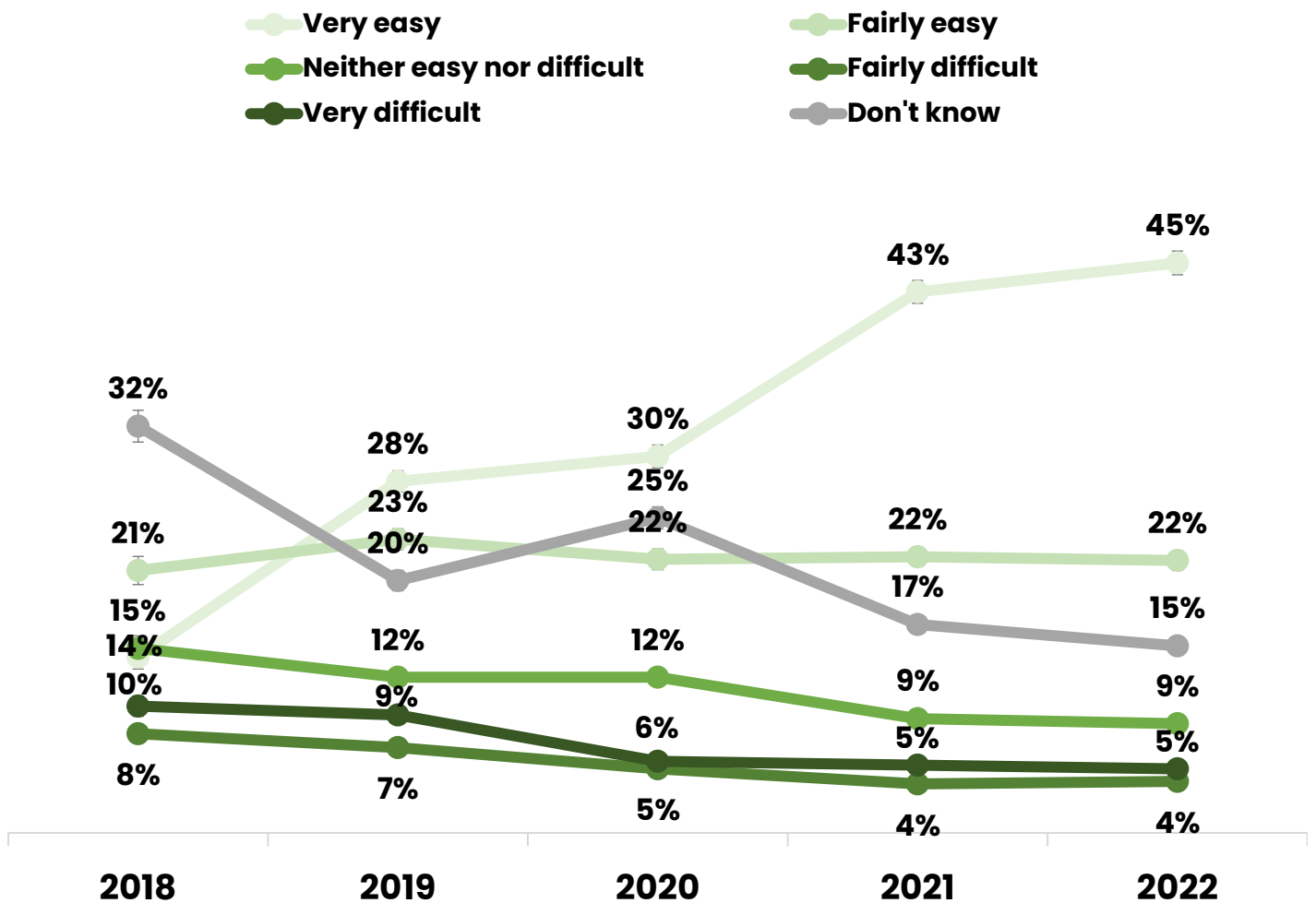


# Perceptions of cannabis access

In 2022, the ease of purchasing cannabis from legal stores/dispensaries increased.

## How easy or difficult would it be for you to buy marijuana from a LEGAL store or dispensary in the city or town where you live?

AMONG ALL RESPONDENTS, N=73,648







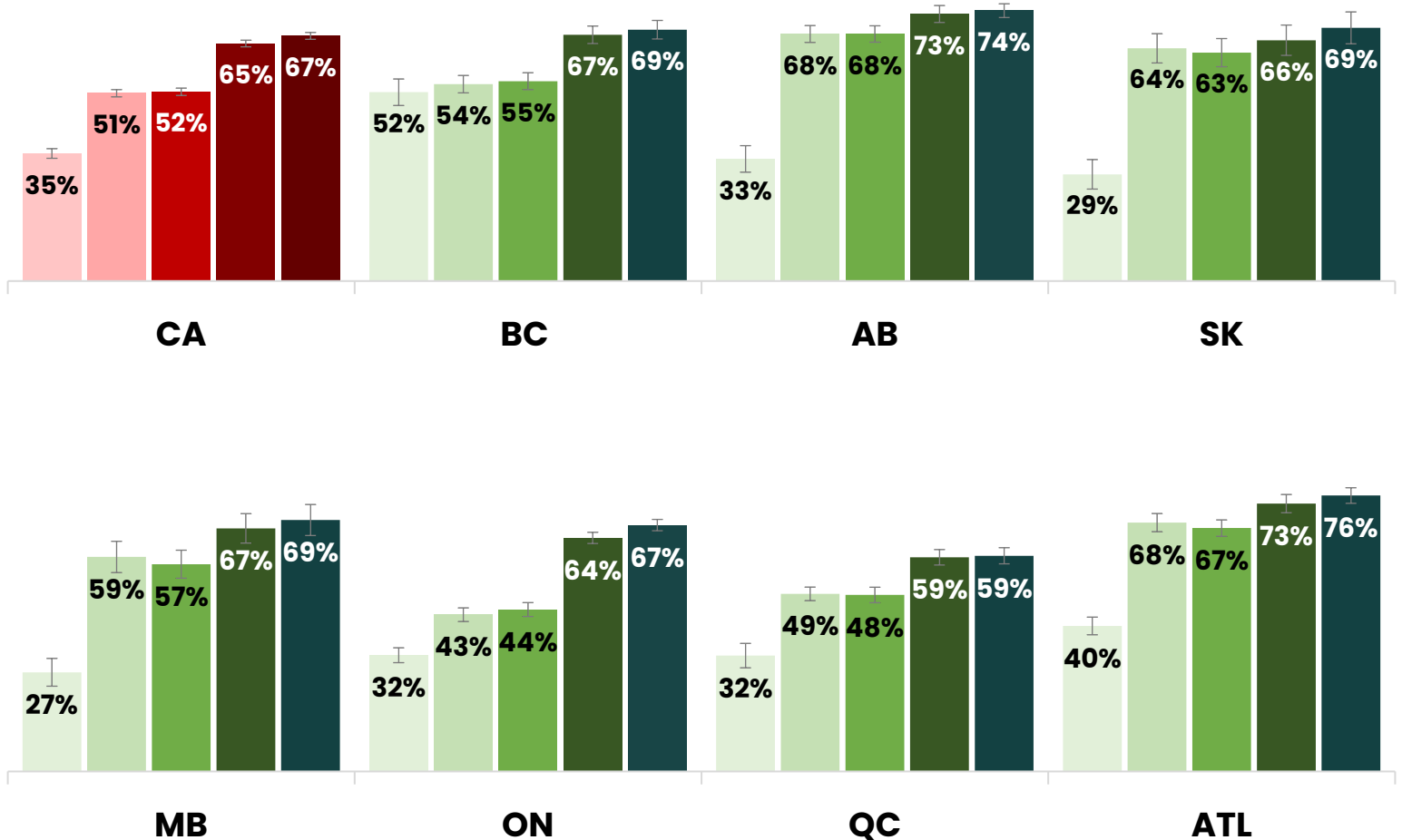
# Perceptions of cannabis access

In 2022, the ease of purchasing cannabis from legal stores/dispensaries increased slightly in all provinces except for Québec.

## How easy or difficult would it be for you to buy marijuana from a LEGAL store or dispensary in the city or town where you live?

% 'VERY EASY' OR 'FAIRLY EASY'

2018 2019 2020 2021 2022



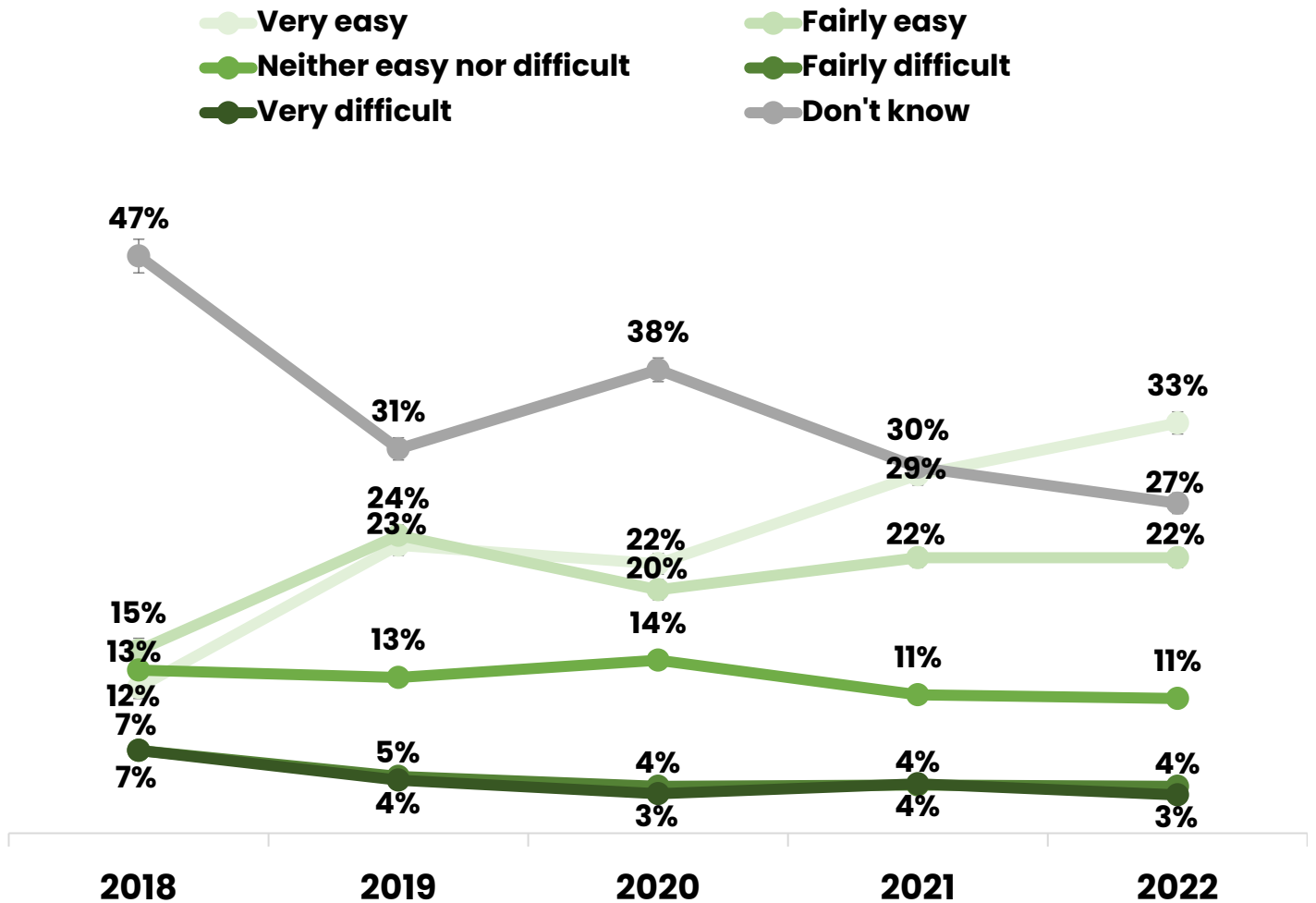


# Perceptions of cannabis access

The ease of purchasing cannabis from legal online sources increased from 2020 to 2022.

## How easy or difficult would it be for you to buy marijuana online from a legal online source (by internet or mail order)?

AMONG ALL RESPONDENTS, N=73,614





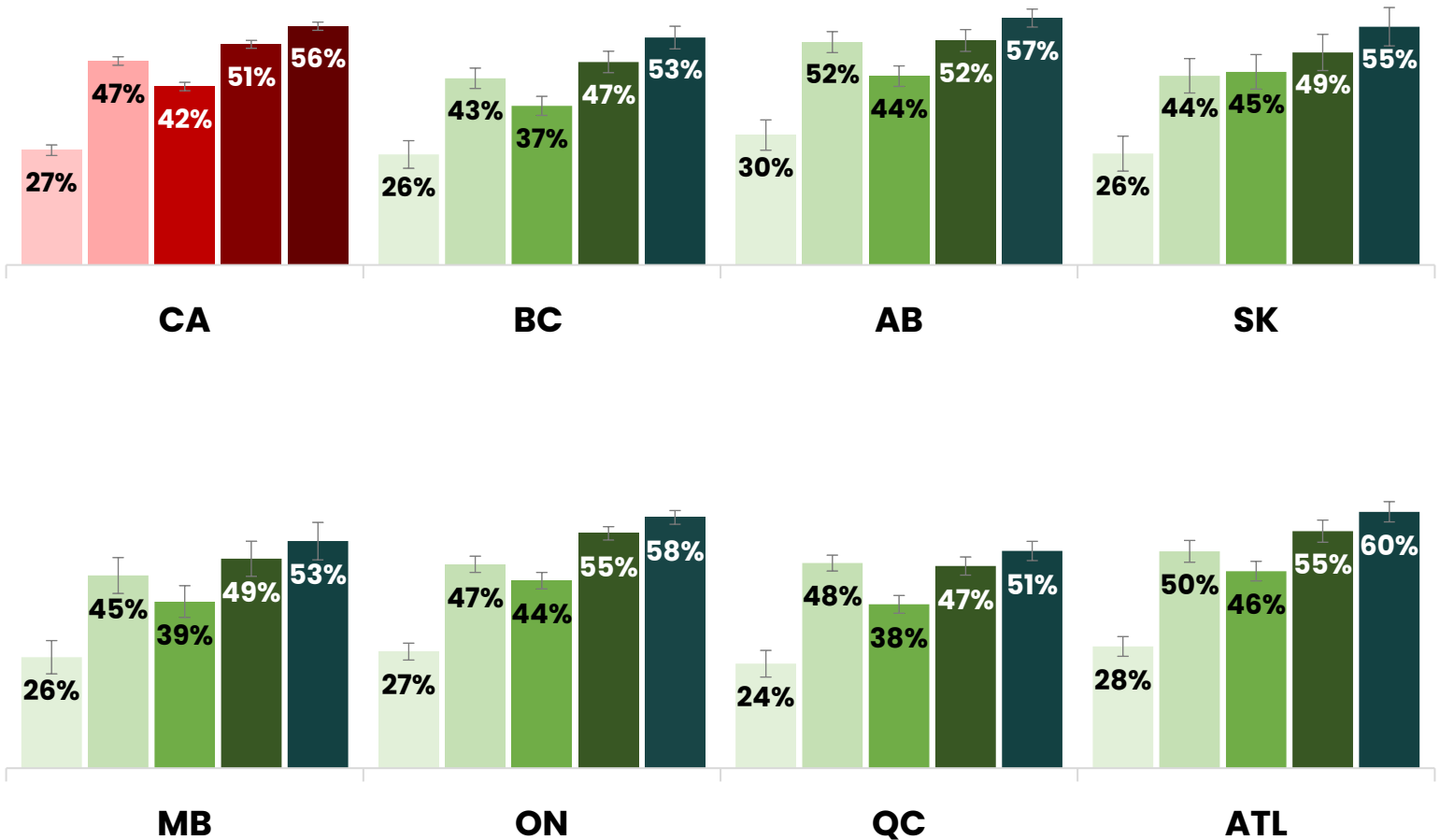
# Perceptions of cannabis access

In 2022, the ease of purchasing cannabis from legal online sources increased across all provinces.

## How easy or difficult would it be for you to buy marijuana online from a legal online source (by internet or mail order)?

% 'VERY EASY' OR 'FAIRLY EASY', ALL RESPONDENTS

2018 2019 2020 2021 2022



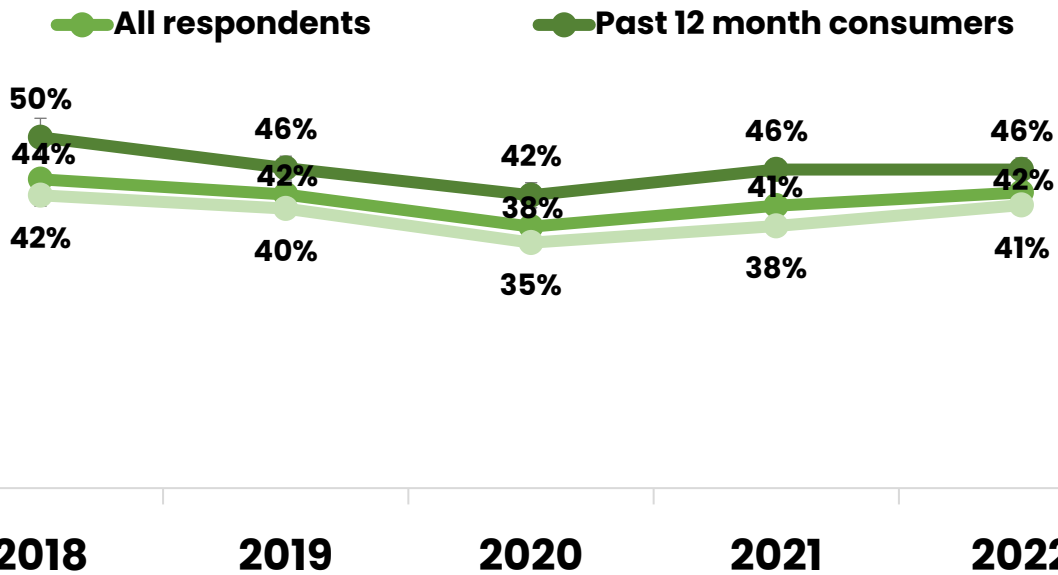


# Cannabis advertising exposure

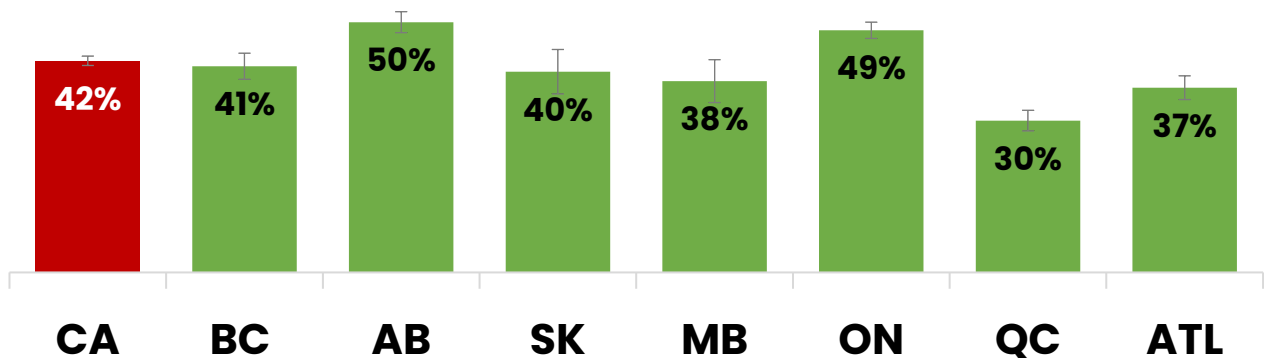
In 2022, approximately 4 in 10 respondents reported noticing at least one type of cannabis advertising or promotion in the past 12 months. Noticing cannabis advertising was lowest in Québec—the only province to implement more comprehensive advertising restrictions beyond federal limits.

## Noticing any cannabis ads or promotions

AT LEAST ONE LOCATION IN THE PAST 12 MONTHS



## By province - 2022



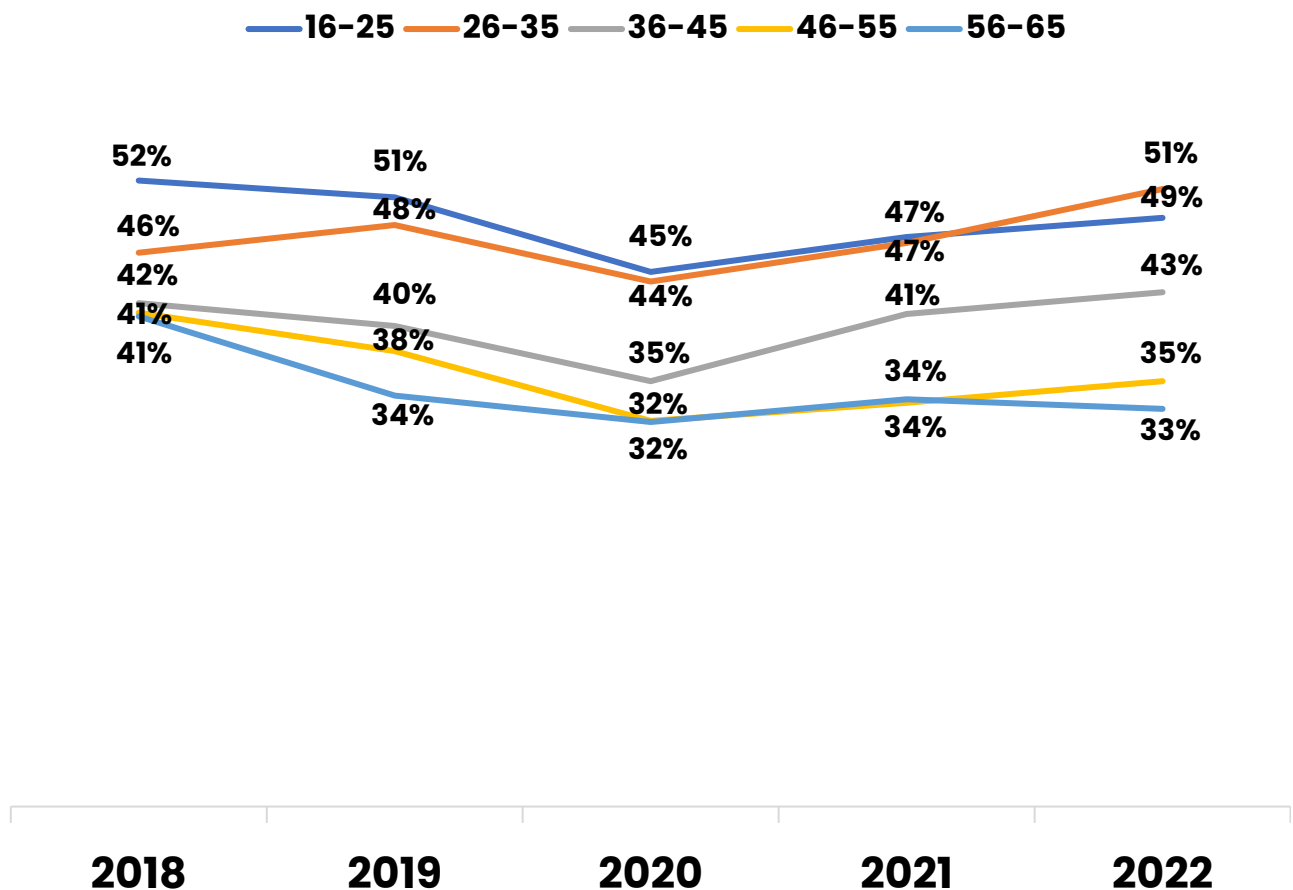


# Cannabis advertising exposure

In 2022, noticing cannabis advertising was most common among the youngest consumers.

## Noticing any cannabis ads or promotions

AT LEAST ONE LOCATION IN THE PAST 12 MONTHS



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

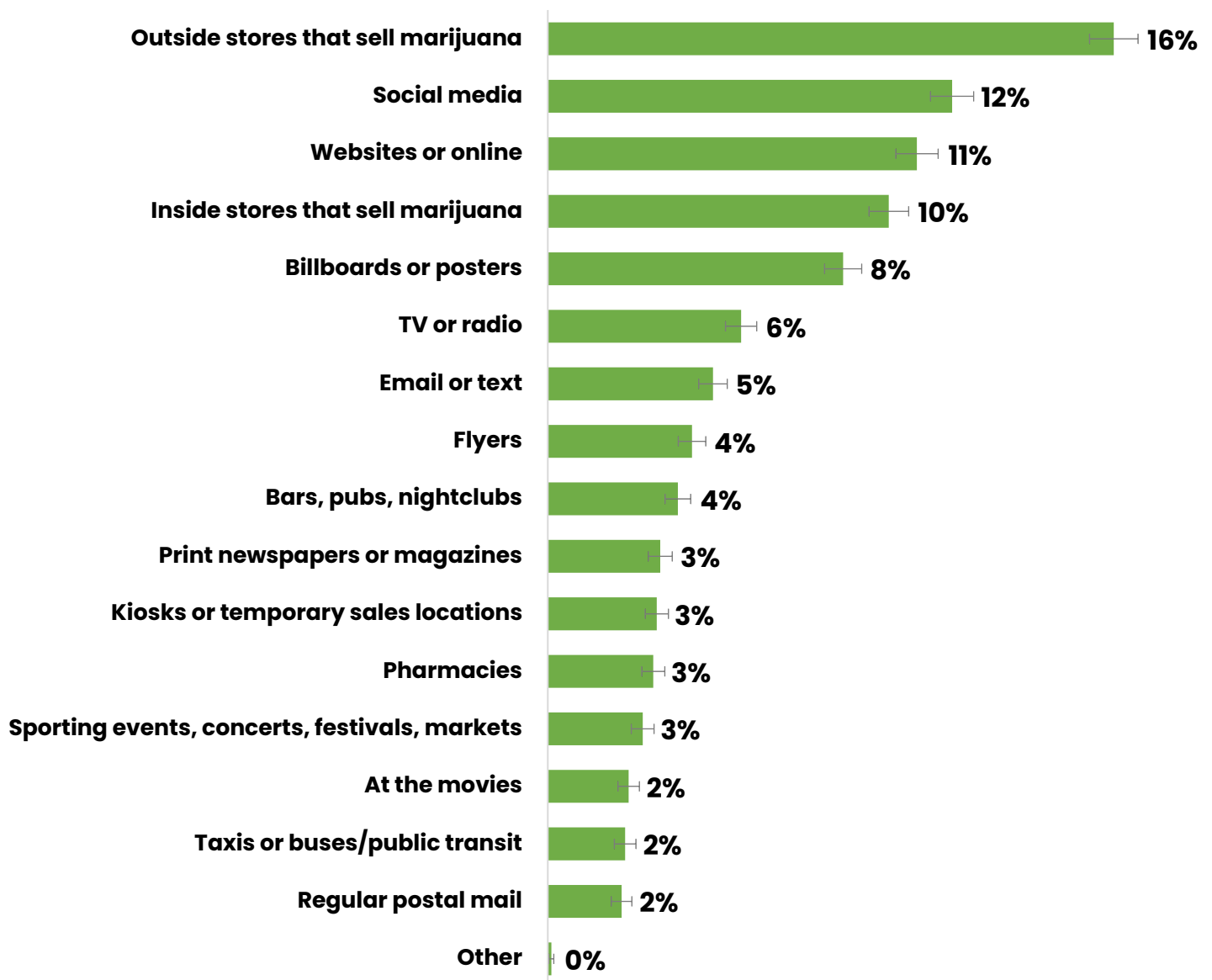


# Cannabis advertising exposure 2022

In 2022, Canadians were most likely to notice cannabis advertising outside stores selling cannabis, followed by digital sources such as social media and websites.

## Noticing cannabis ads in the past 12-months

BY MARKETING CHANNEL, 2022, N=15,942

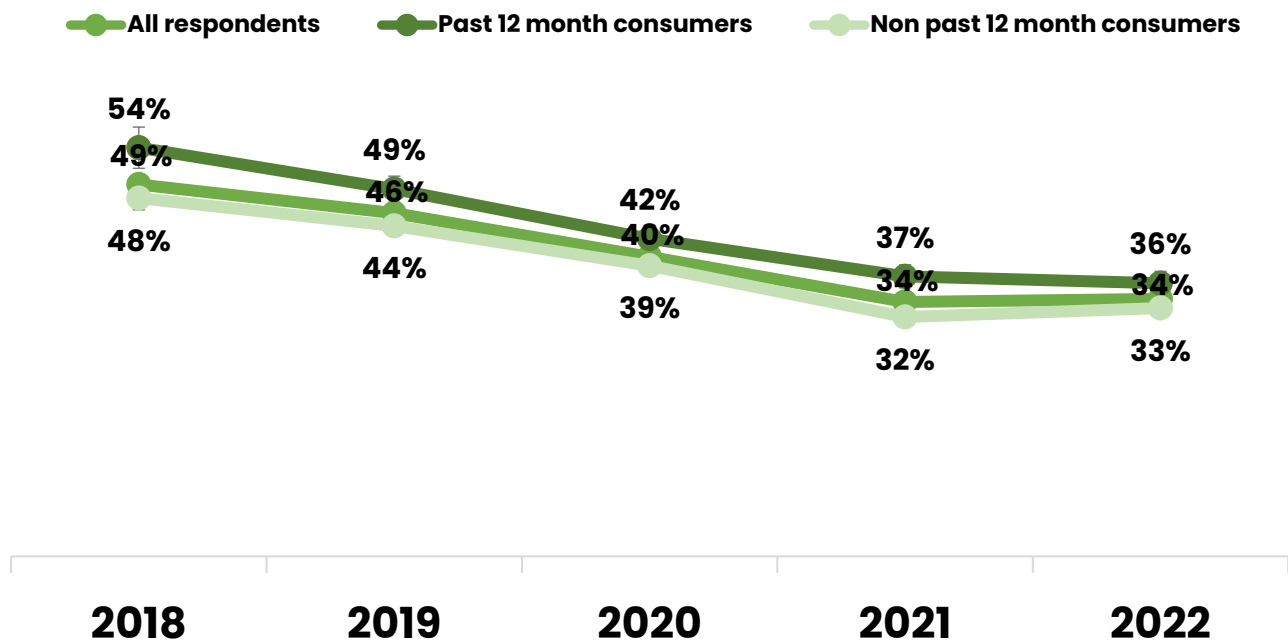


# Education campaign exposure

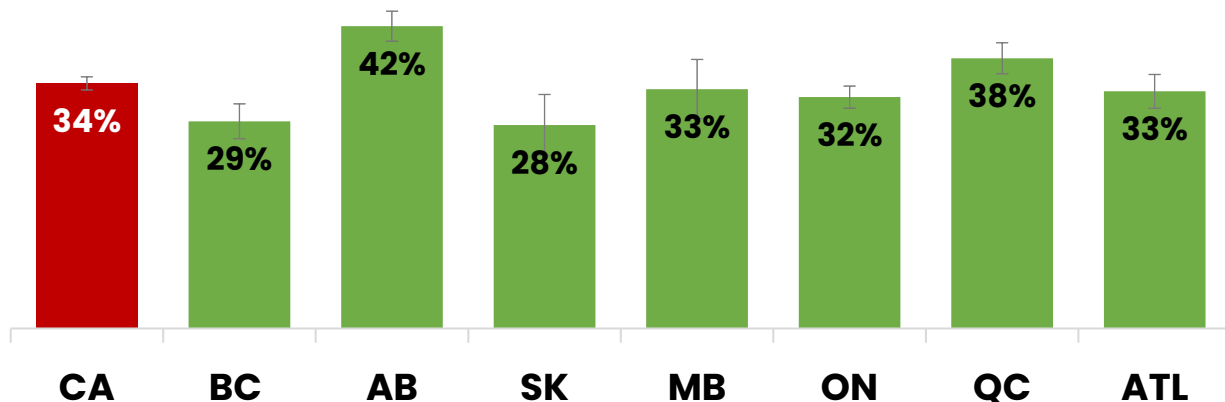
More than a third of respondents recalled seeing an education campaign or public health message about cannabis in the past 12 months. Recall of an education campaign has decreased over time.

## Recall of cannabis education campaigns

IN THE PAST 12 MONTHS



### By province - 2022



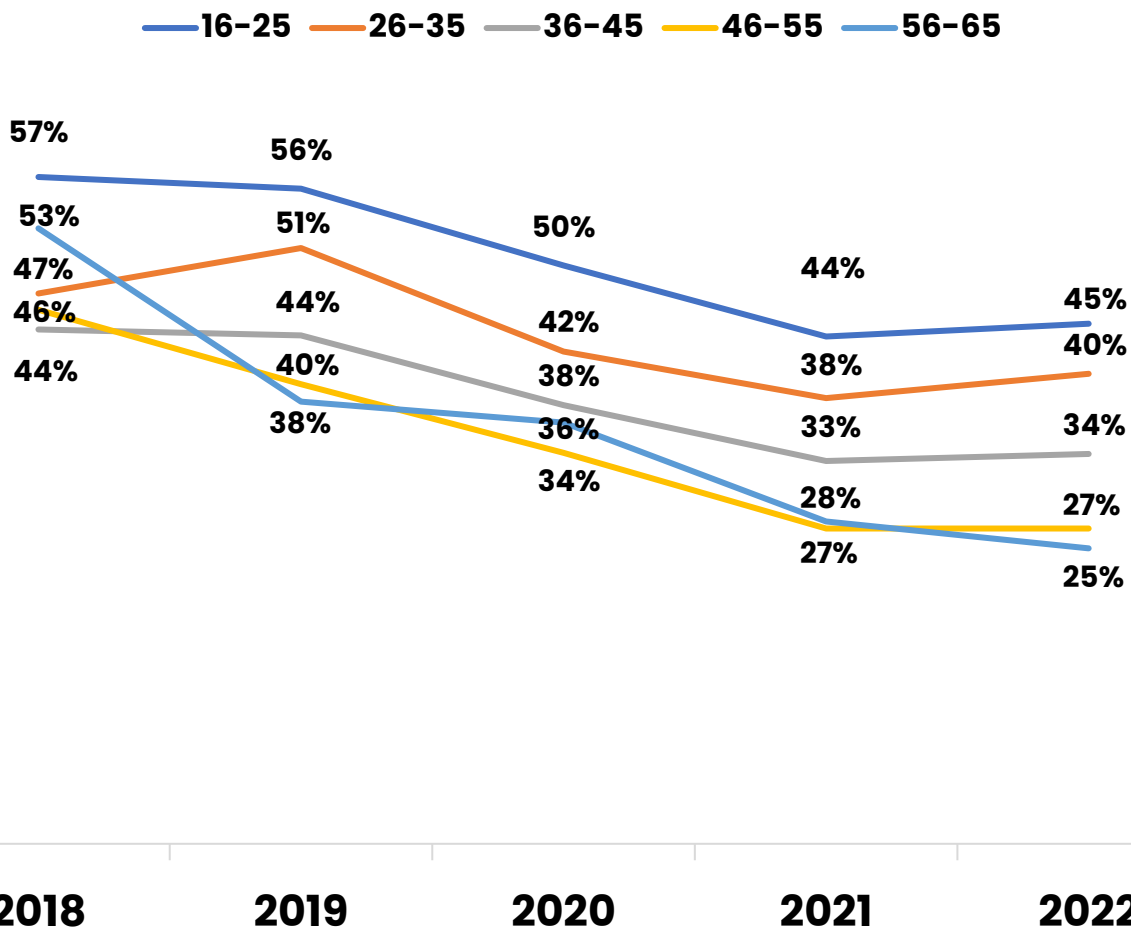
AMONG ALL RESPONDENTS. PERCENT REPORTING SEEING AN EDUCATIONAL CAMPAIGN OR PUBLIC HEALTH MESSAGE ABOUT CANNABIS IN AT LEAST 1 LOCATION IN PAST 12 MONTHS.

# Education campaign exposure

In 2022, recall of a cannabis education campaign was most common among the youngest consumers, however, recall has decreased over time.

## Recall of cannabis education campaigns- By age

IN THE PAST 12 MONTHS



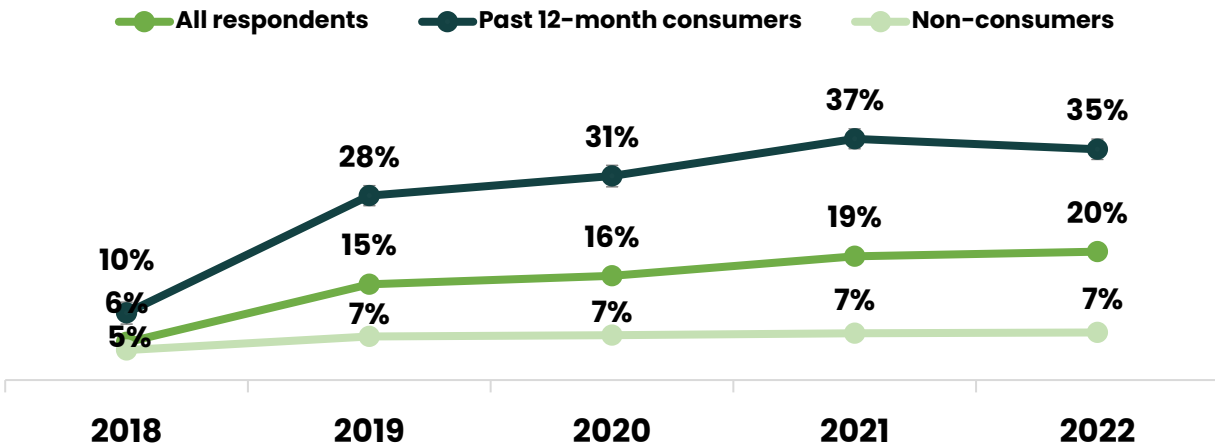




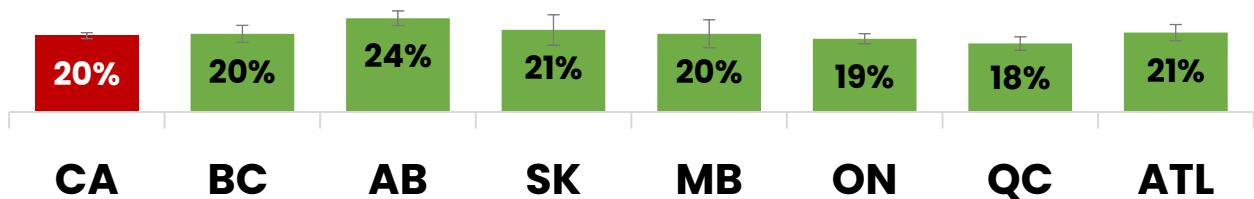
# Health warnings on products

In 2022, 20% of respondents in Canada—and 35% past 12-month consumers—reported seeing health warnings on cannabis products in the past year.

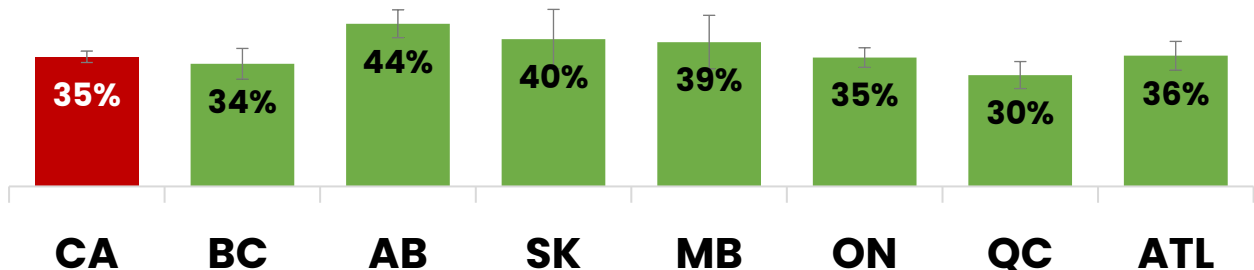
## Noticing cannabis health warnings on packages



### ALL RESPONDENTS 2022



### PAST 12-MONTH CONSUMERS 2022



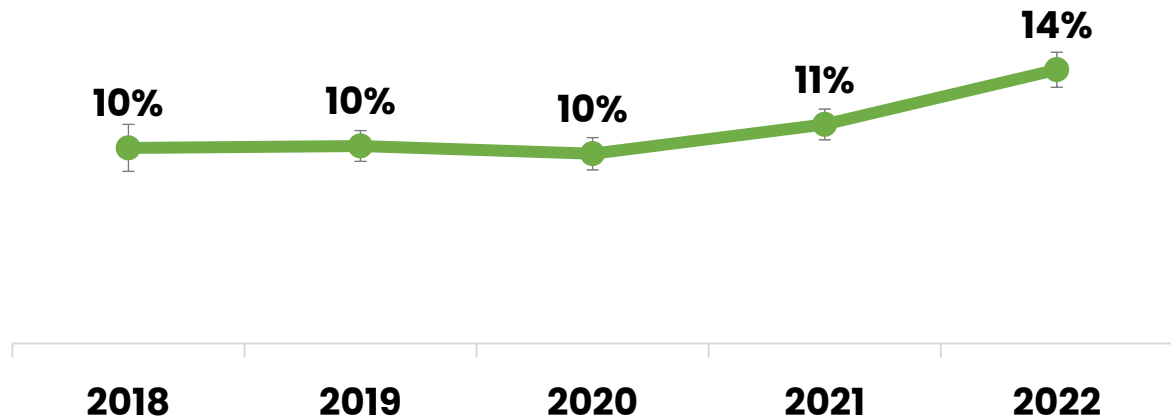
AMONG ALL RESPONDENTS AND PAST 12-MONTH CANNABIS CONSUMERS. PERCENT REPORTING HAVING SEEN HEALTH WARNINGS ON CANNABIS PRODUCTS OR PACKAGES IN THE PAST 12 MONTHS.

# Driving after cannabis use

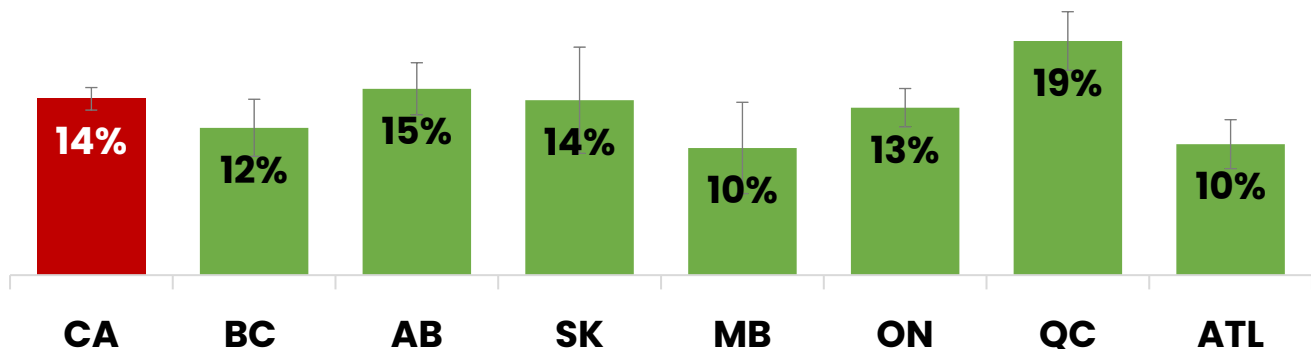
In 2022, 14% of ever-cannabis consumers with a driver's licence reported driving within 2 hours of cannabis use in the past year. The self-reported prevalence of driving within 2 hours of cannabis use remained stable between 2018 and 2020, with a modest increase between 2020 and 2022. Prevalence was highest in Québec and Alberta and lowest in Manitoba and the Atlantic provinces.

## Driving a vehicle within 2 hours of cannabis use

IN THE PAST 12 MONTHS AMONG 'EVER' CANNABIS CONSUMERS, N=45,402



## By province - 2022

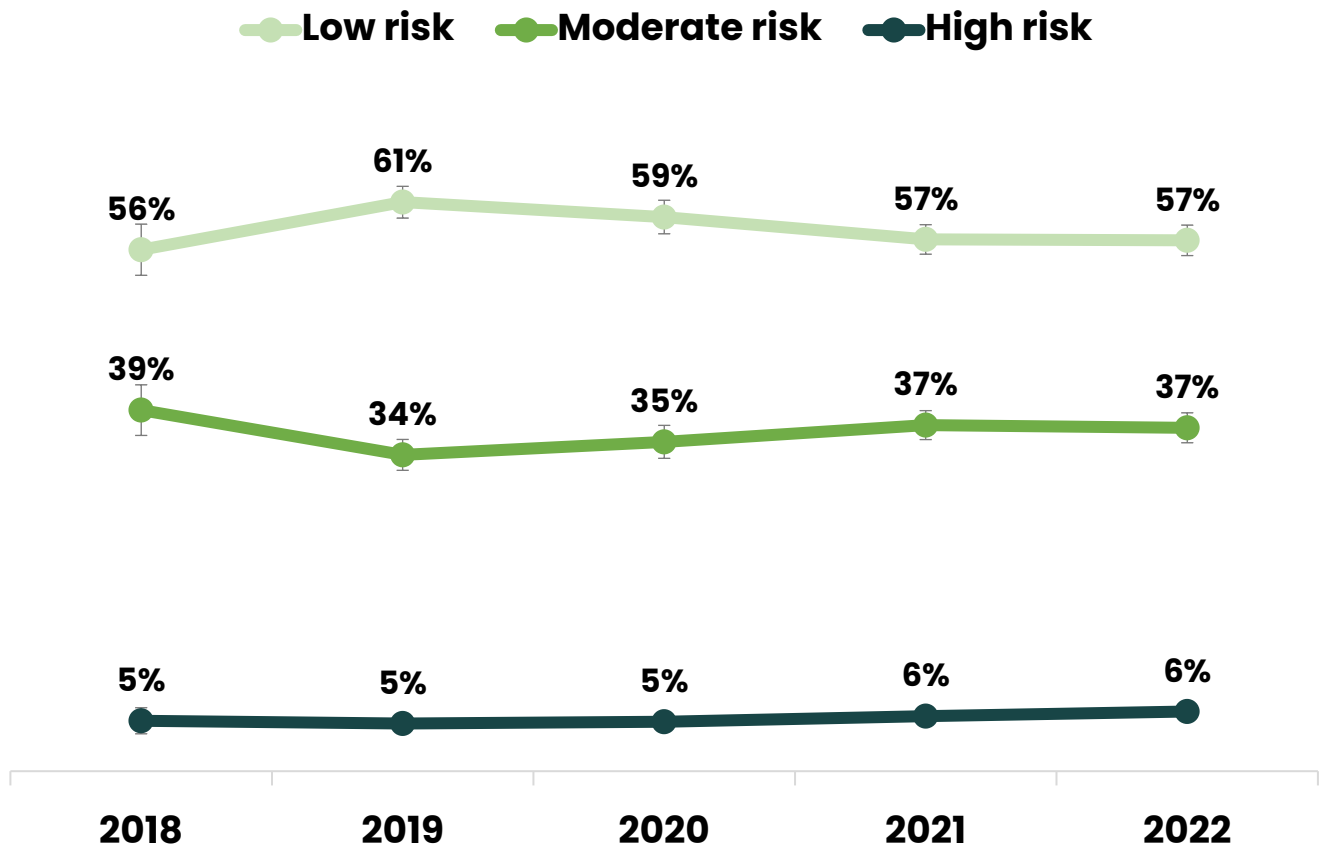


# Problematic cannabis use

The World Health Organization's ASSIST tool assesses low, moderate or high risk of problematic cannabis use. Few changes were observed between 2018 and 2022, particular with respect to 'high risk' cannabis use.

## Risk of problematic cannabis use

WHO ASSIST SCORES, , AMONG PAST 12-MONTH CONSUMERS  
N=23,905

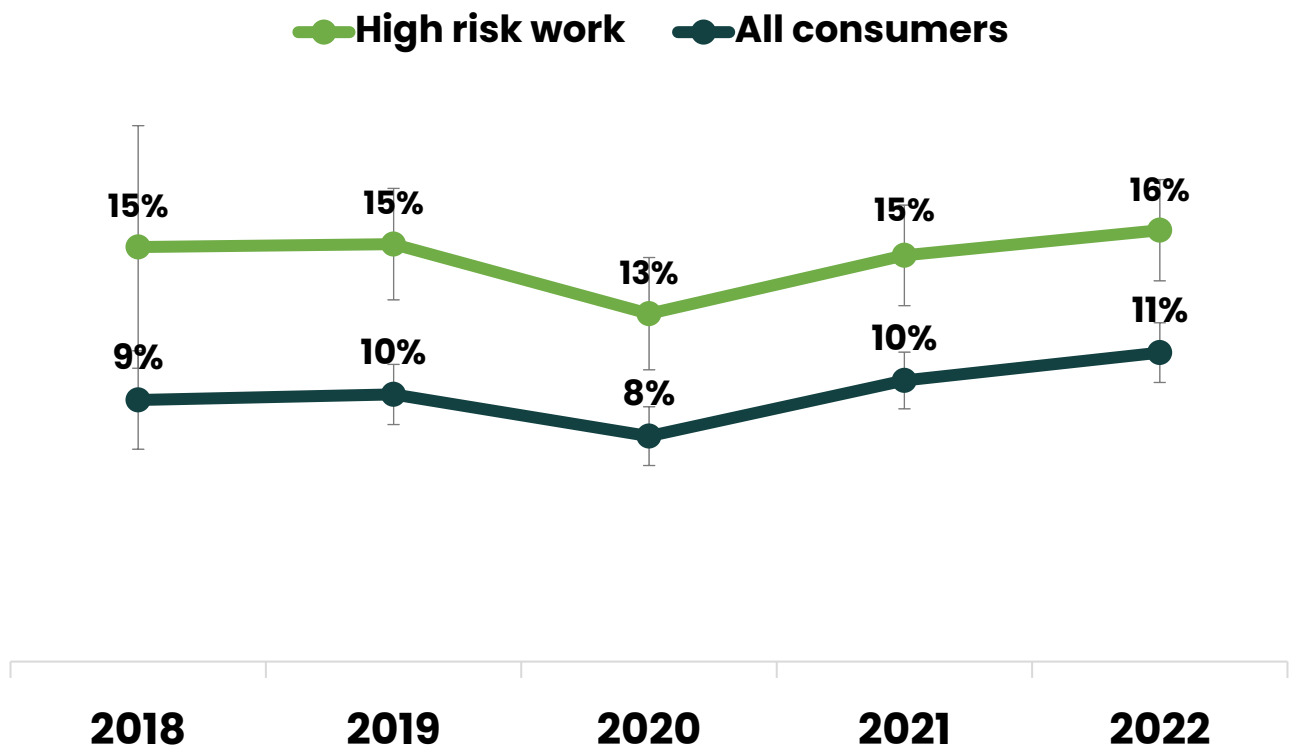


# Cannabis use at work

In 2022, 11% 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

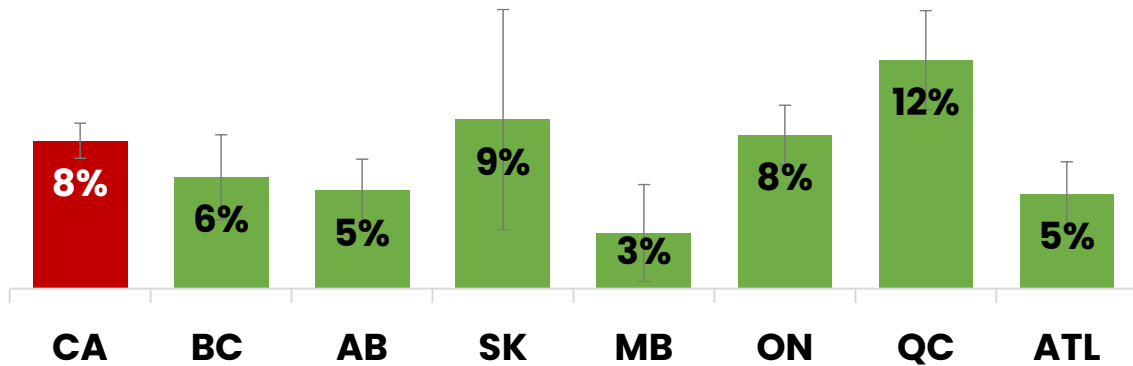


# Adverse events from cannabis use

In 2022, approximately 8% 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.

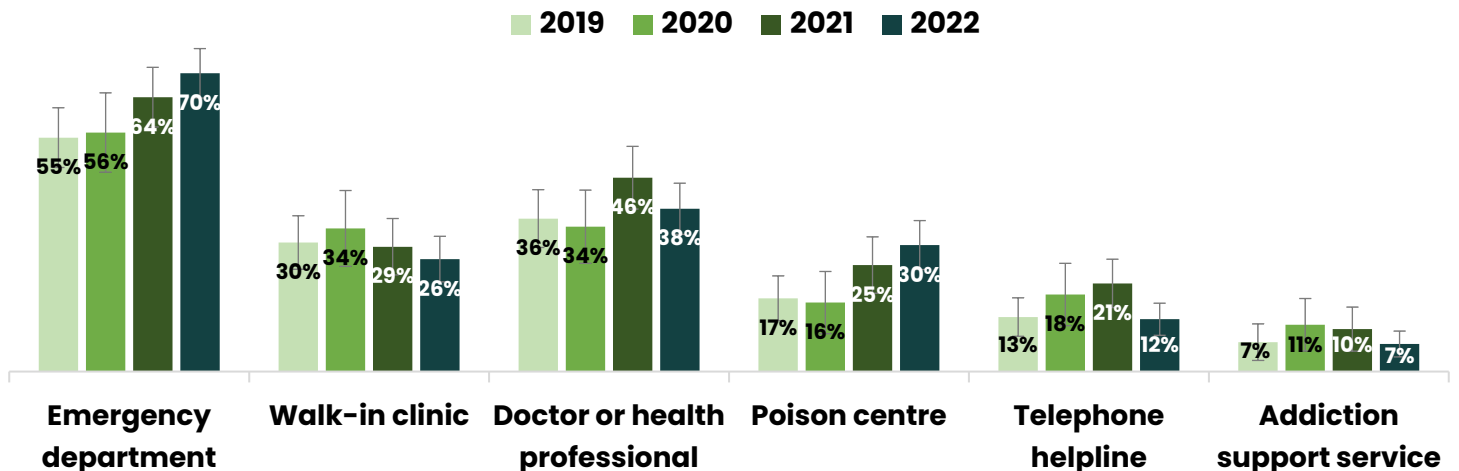
## Percentage of consumers who sought medical help for adverse effects caused by cannabis use

AMONG PAST 12-MONTH CONSUMERS, 2022, N=5,438



## Sources of assistance among Ontario consumers who sought medical help for adverse effects

AMONG THOSE WHO SOUGHT MEDICAL HELP

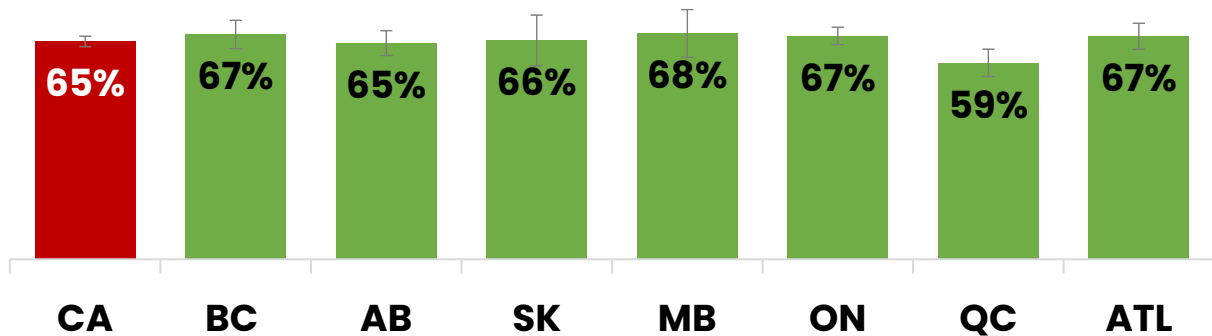


# Storage of cannabis in home

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

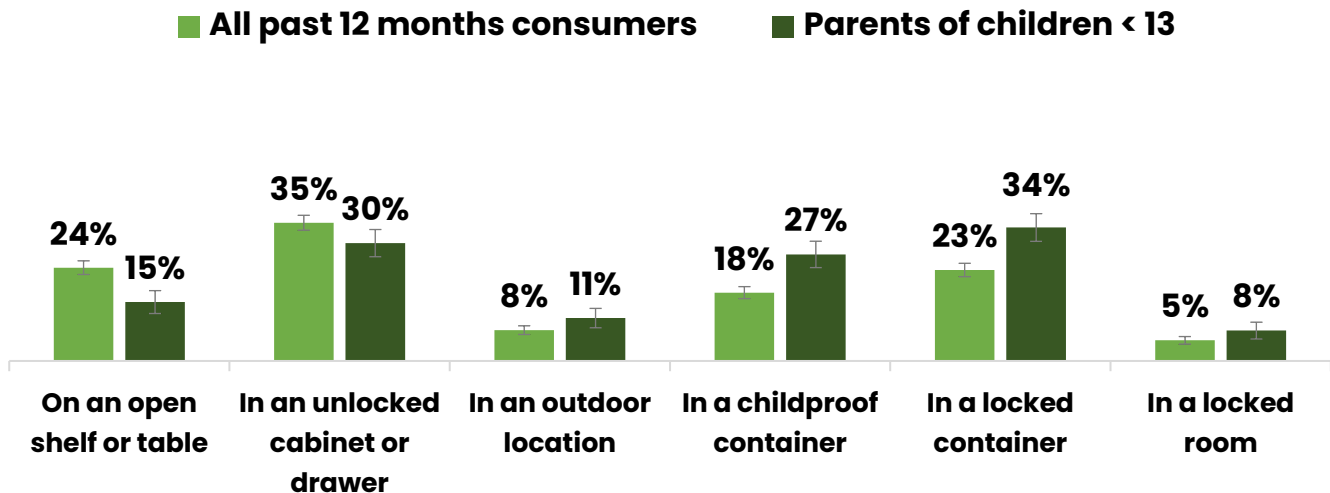
## Do you currently keep any marijuana in or around your home?

% 'YES' PAST 12-MONTH CONSUMERS, 2022, N=5,395



## Where is the marijuana in your home stored?

PAST 12-MONTH CONSUMERS WHO STORED CANNABIS IN HOME, 2022, N=3,596



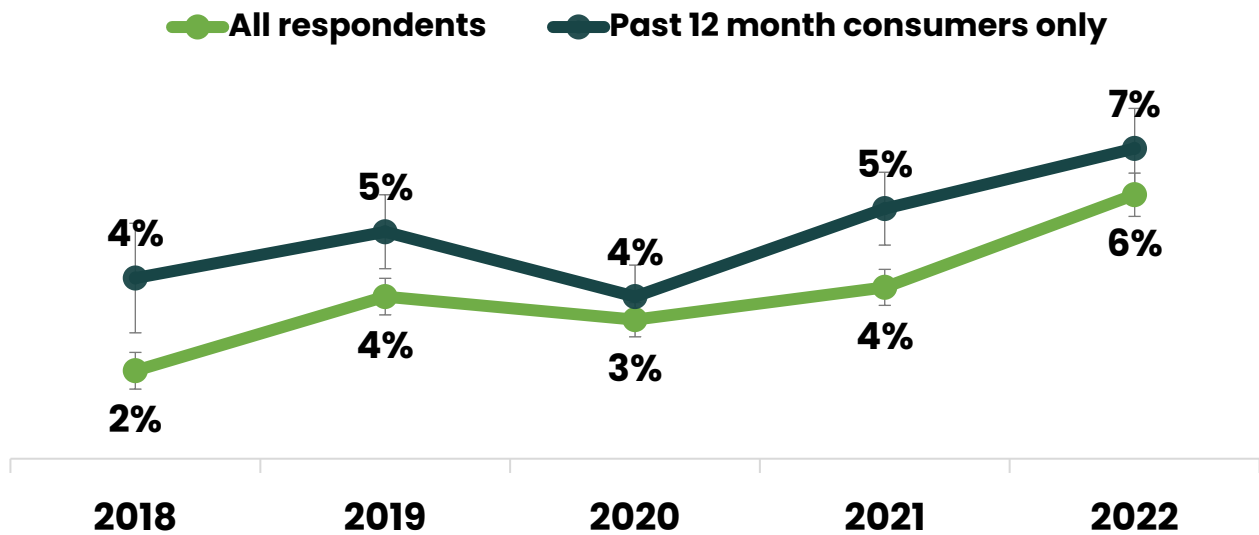


# Accidental ingestion

In 2022, 7% 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.

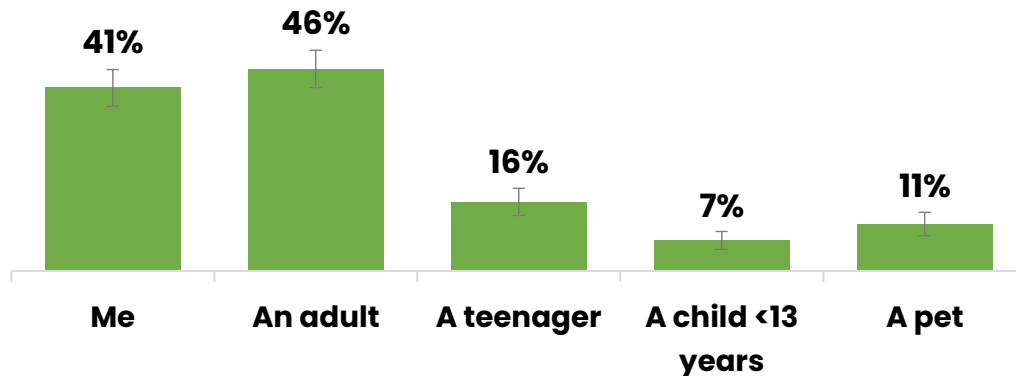
## In the past 12 months, has anyone in your household accidentally consumed marijuana?

% 'YES', AMONG PAST 12-MONTH CONSUMERS



## Who was it that accidentally consumed marijuana?

% AMONG RESPONDENTS REPORTING ACCIDENTAL INGESTION IN HOME, 2022

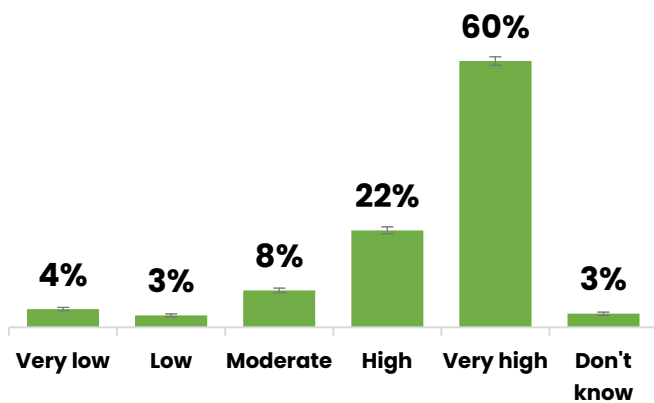


# Risk perceptions

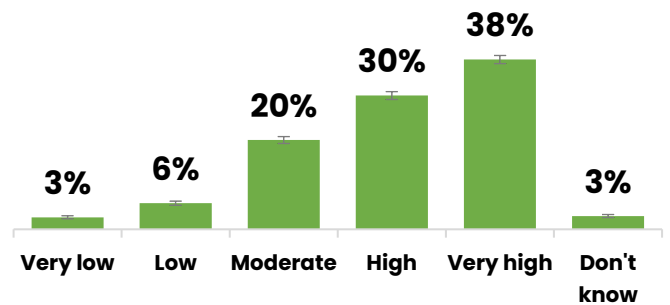
Risk perceptions of smoking tobacco cigarettes were highest, followed by alcohol, with slightly higher risk perceptions for vaping versus smoking cannabis.

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

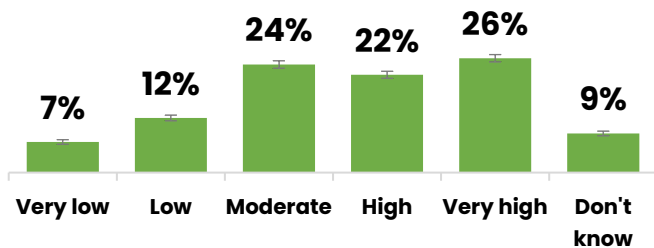
### Smoking cigarettes daily



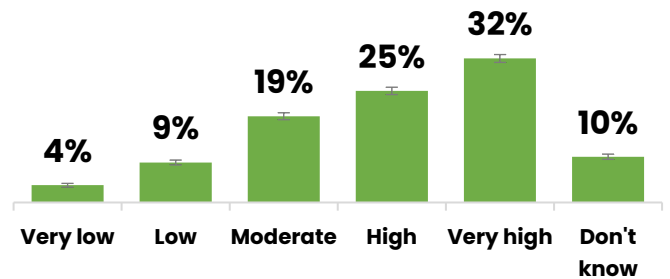
### Drinking alcohol daily



### Smoking marijuana daily



### Vaping marijuana daily



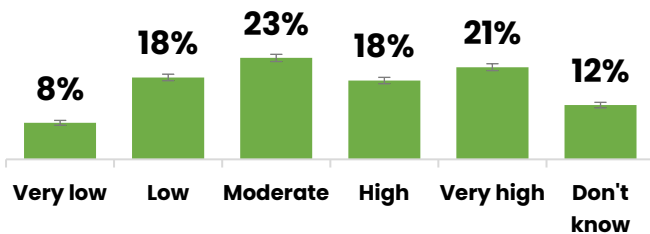


# Risk perceptions

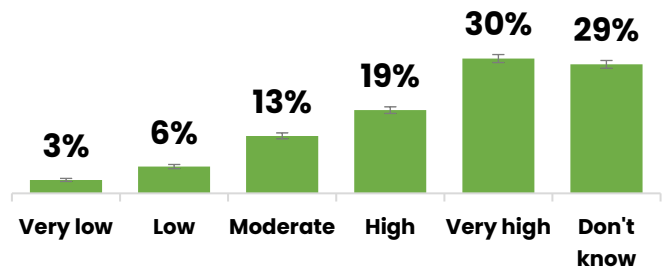
Among cannabis products, use of high potency concentrates was perceived as highest risk, similar to synthetic products. Lower risk perceptions were reported for using edibles and exposure to second-hand cannabis smoke.

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

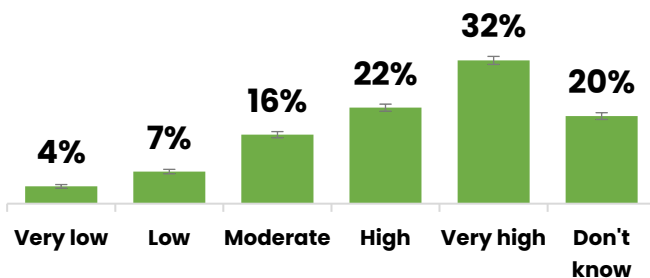
### Consuming edibles daily



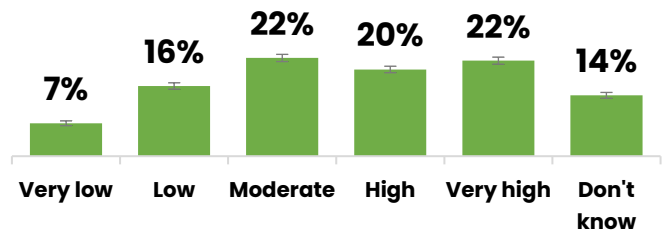
### Using synthetic marijuana daily



### Using high-potency concentrates daily



### Exposure to second-hand marijuana smoke daily

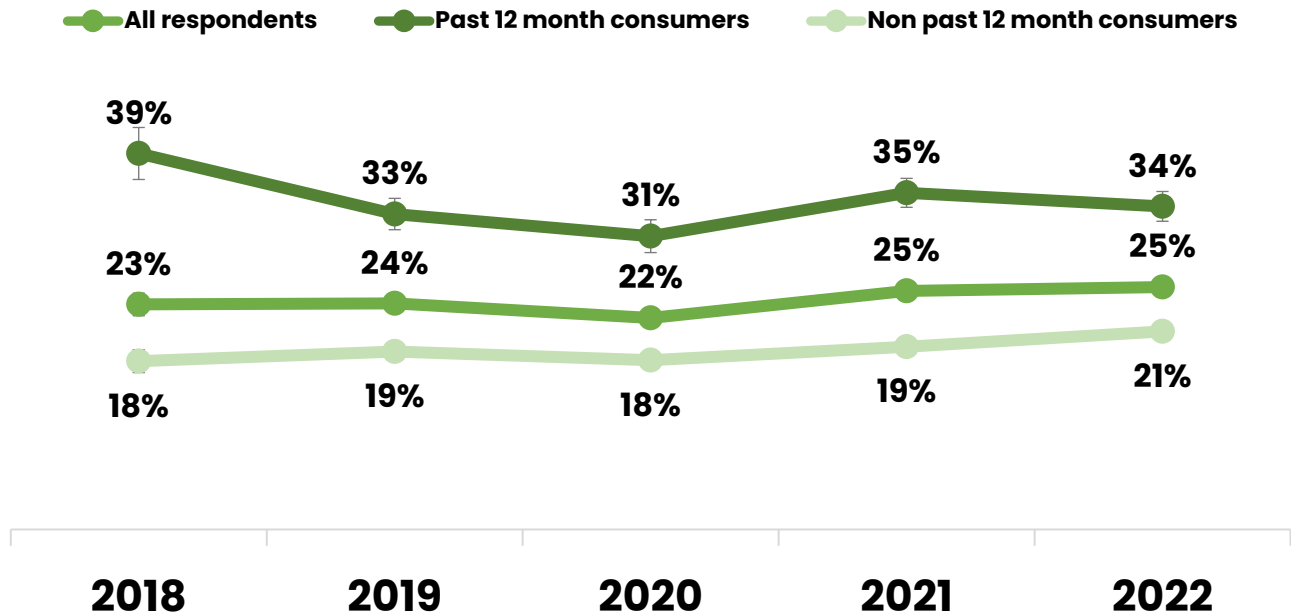


# Social acceptability of cannabis

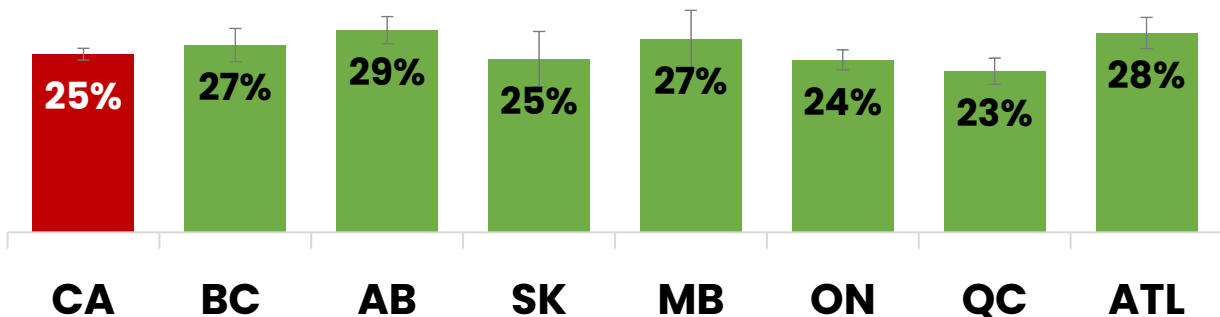
Between one fifth and one third of respondents perceived general 'approval' for cannabis in 2022, with few changes since 2018.

## In your opinion, do people generally approve or disapprove of marijuana?

% 'APPROVE' OR 'STRONGLY APPROVE'



### By province - 2022

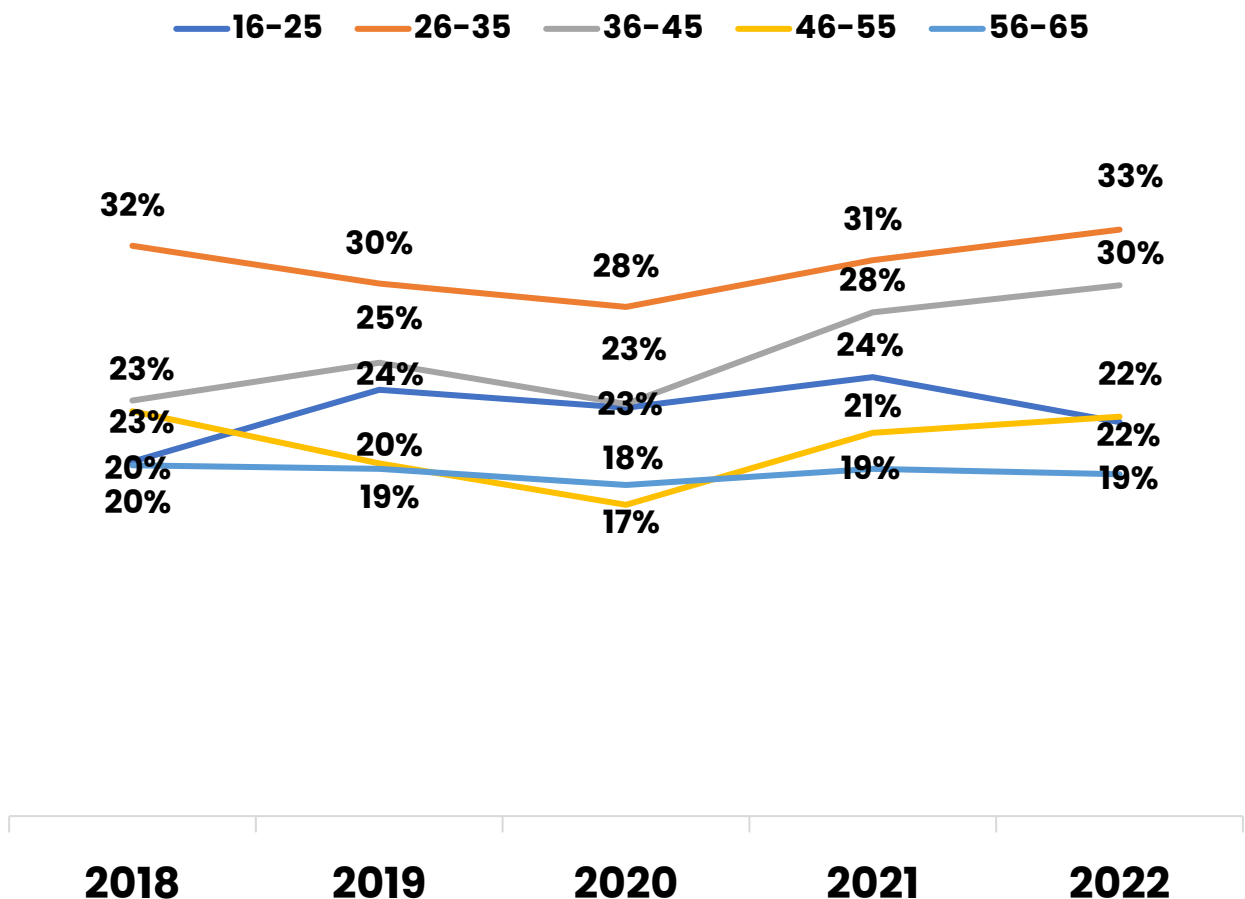


# Social acceptability of cannabis

Adults between the ages of 26 and 35 had the highest levels of perceived general 'approval' for cannabis in 2022.

## In your opinion, do people generally approve or disapprove of marijuana?

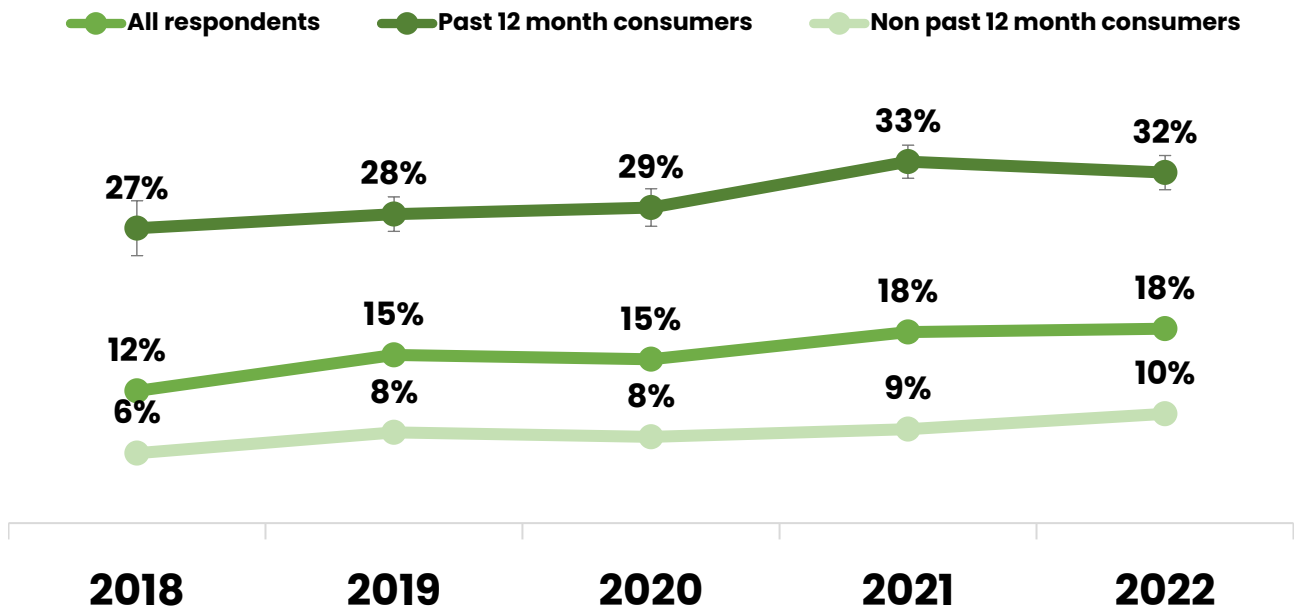
% 'APPROVE' OR 'STRONGLY APPROVE'



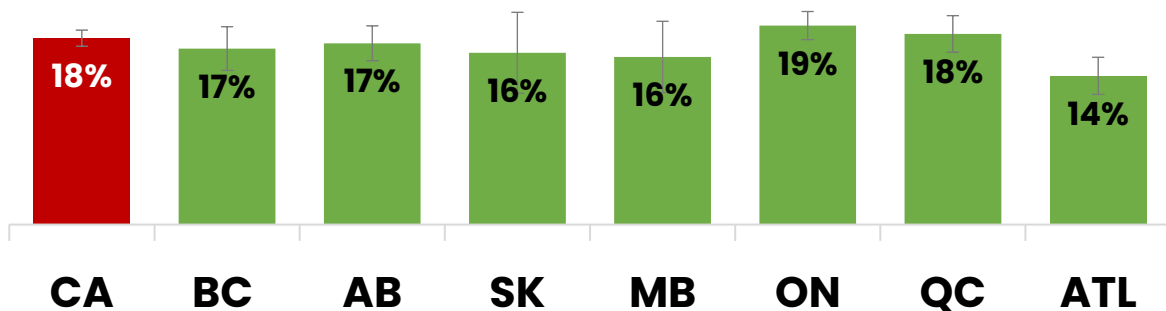
# Social acceptability of cannabis

More than one in six respondents would feel comfortable using cannabis in public, a modest increase since 2018.

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



### By province - 2022

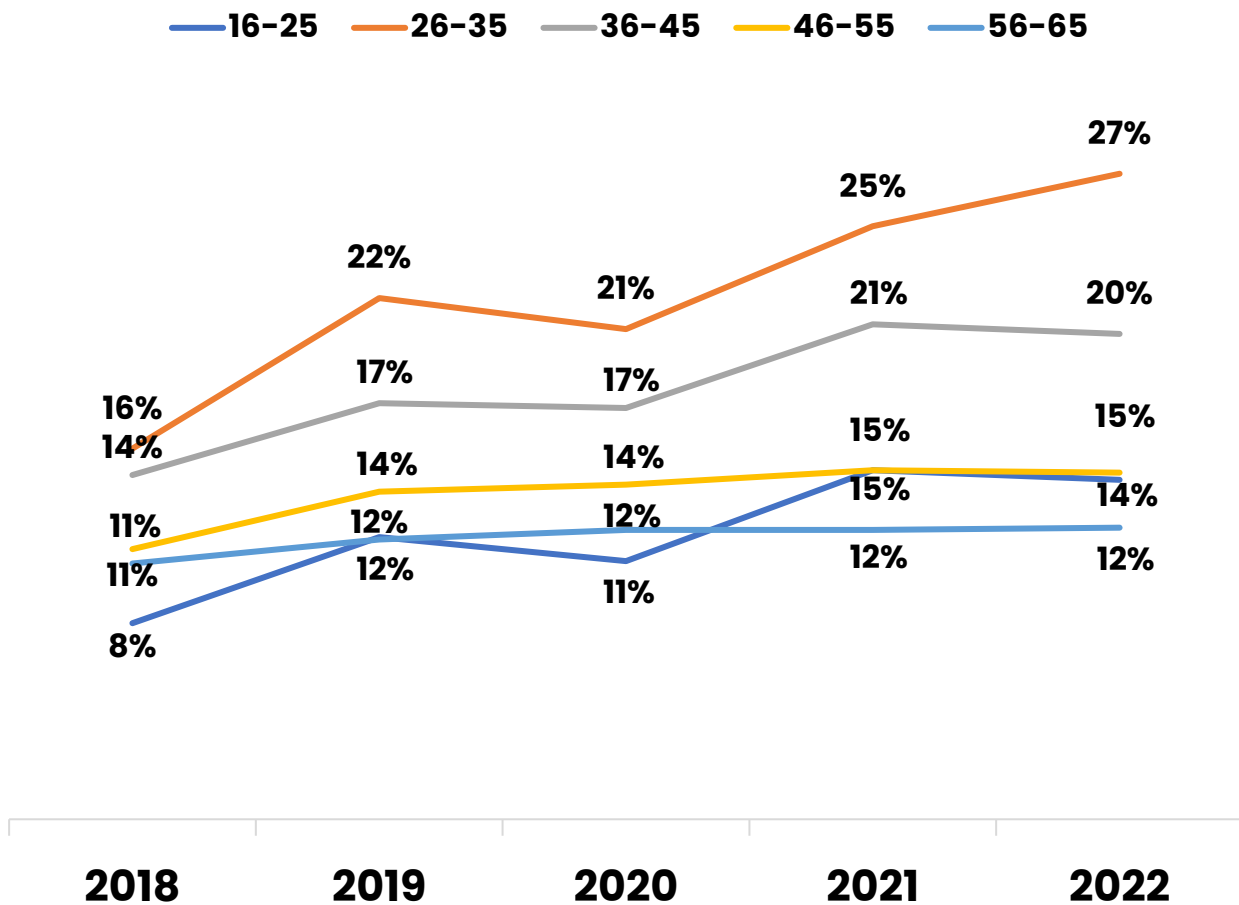


# Social acceptability of cannabis

In 2022, those aged 26 to 35 and 36 to 45 were more likely to report feeling comfortable using cannabis in public; comfort has increased within this age group since 2018.

## How comfortable or uncomfortable would you feel openly using marijuana in public?

% 'COMFORTABLE' OR 'VERY COMFORTABLE'





# Support for retail store number

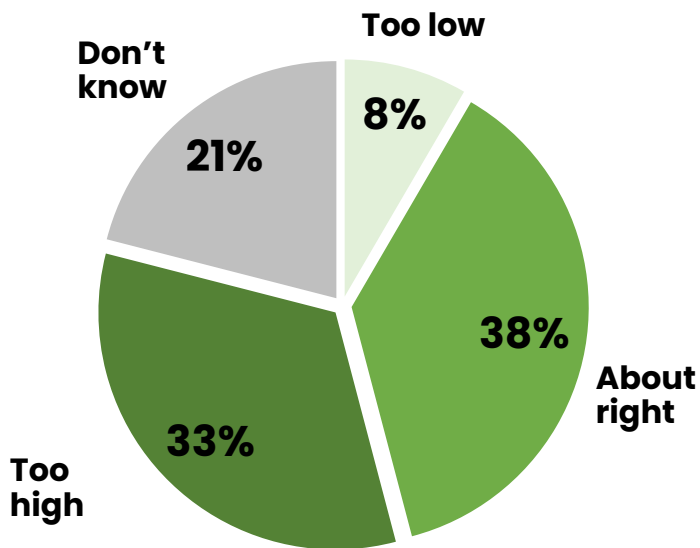
In 2022, 33% of respondents in Canada believed the number of cannabis stores in their community was too high.

## Do you feel the number of marijuana stores in your community is...

AMONG ALL RESPONDENTS

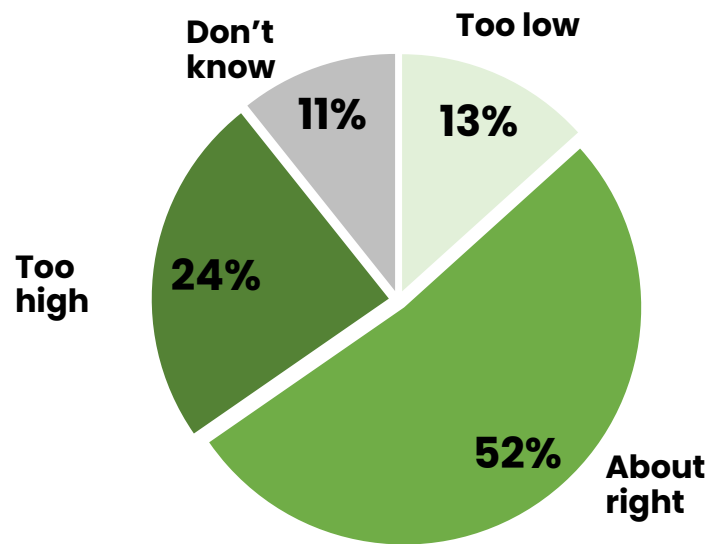
### ALL RESPONDENTS

N=15,851



### PAST 12-MONTH CONSUMERS

N=5,439





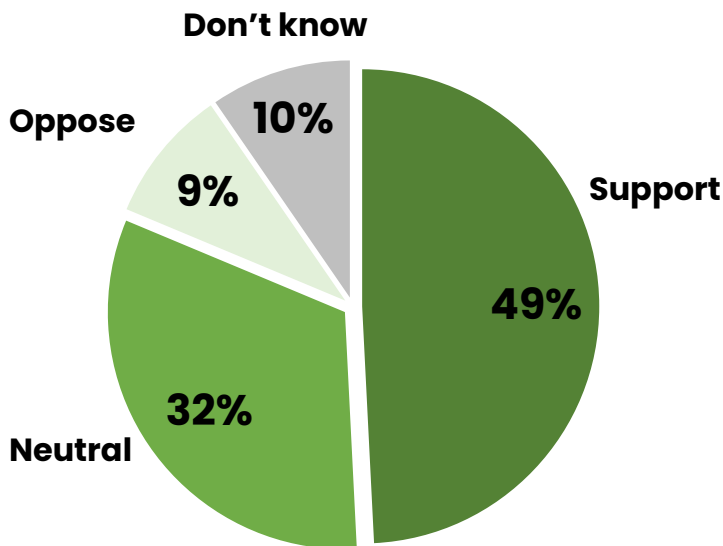
# Support for covering store windows

In 2022, almost 50% of respondents supported window coverings in cannabis stores to prevent people from seeing in.

**Some provinces require that marijuana stores cover their windows so people can't see in from the outside. Do you support or oppose rules that store windows should be covered?...**

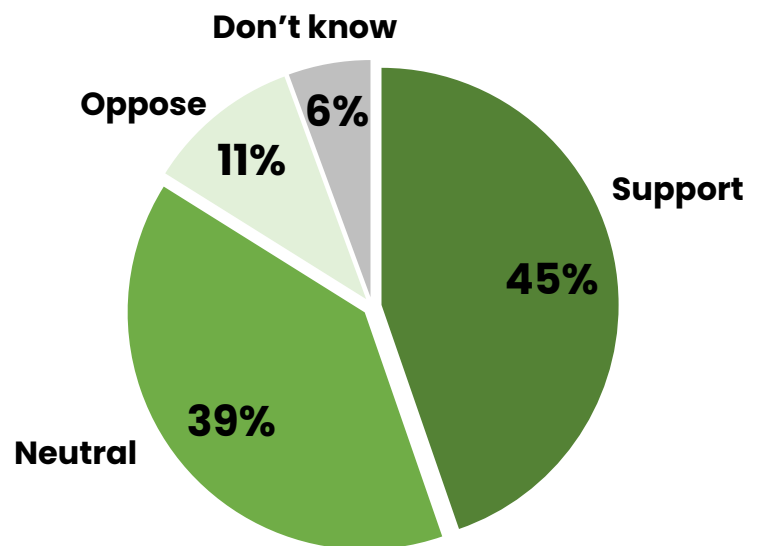
## ALL RESPONDENTS

N=15,857



## PAST 12-MONTH CONSUMERS

N=5,440





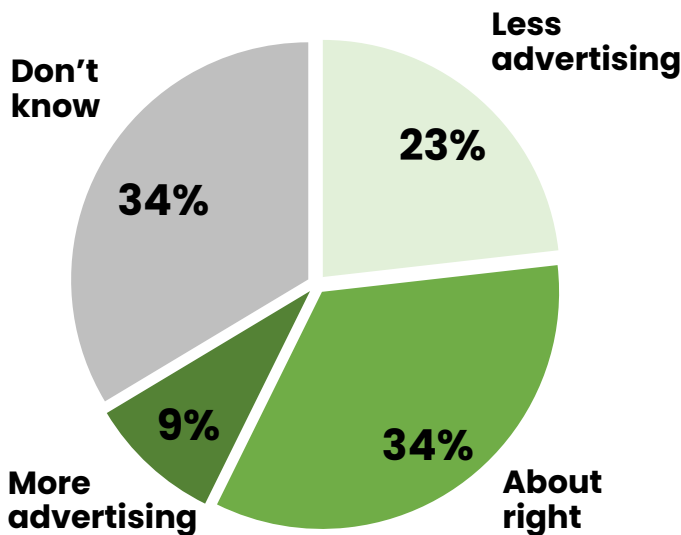
# Support for advertising restrictions

In 2022, approximately 1 in 4 respondents reported that they would like to see less cannabis advertising in the province where they live, support for advertising restrictions was lower among past 12-month consumers.

**Please think about the amount of marijuana advertising in the province where you live. Do you think...**

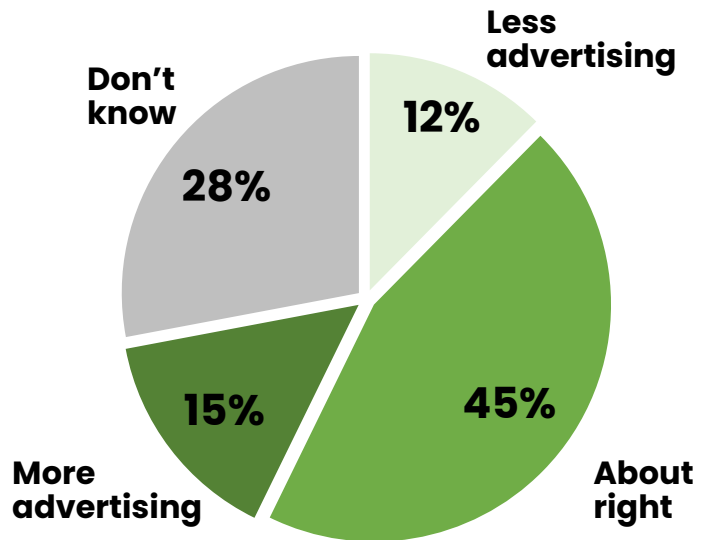
## ALL RESPONDENTS

N=15,831



## PAST 12-MONTH CONSUMERS

N=5,434







# Support for THC limits for edibles

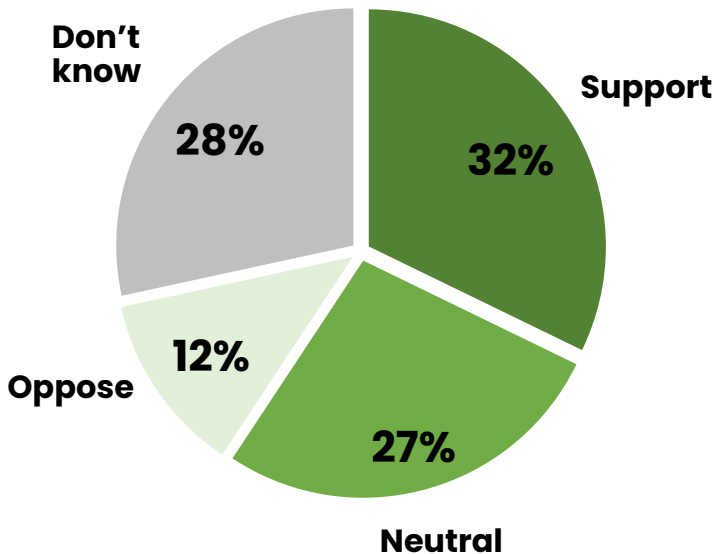
In 2022, approximately 1 in 3 respondents supported the maximum limit of 10 mg of THC in packages of cannabis edibles.

**In Canada, packages of marijuana edibles can include a maximum of 10mg of THC.**

**Do you support or oppose the THC limit on edibles?**

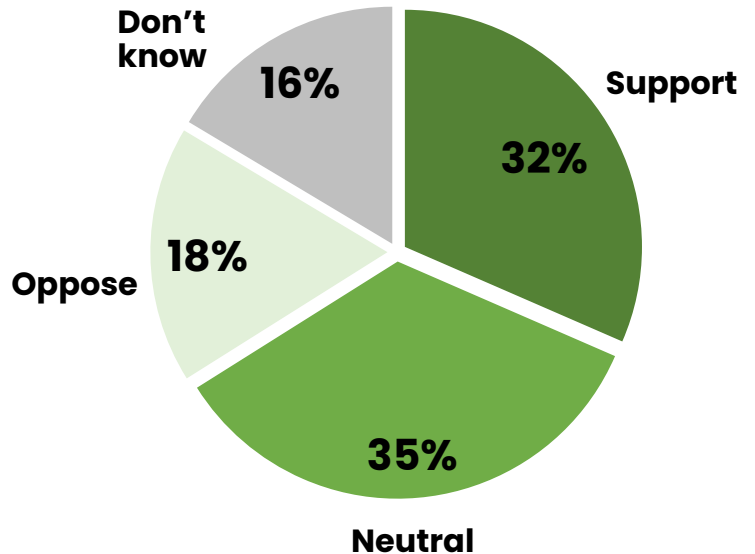
## ALL RESPONDENTS

N=15,840



## PAST 12-MONTH CONSUMERS

N=5,438





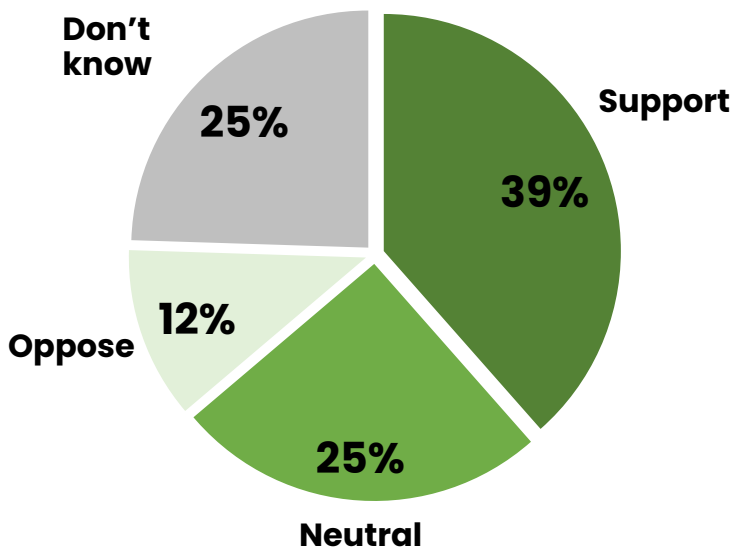
# Support for THC limits on products

In 2022, almost 2 in 5 respondents reported supporting a THC limit on vaping products or extracts.

**Some provinces don't allow vaping products or extracts that have THC levels above 30%.  
Do you support or oppose a THC limit on vaping products and extracts?**

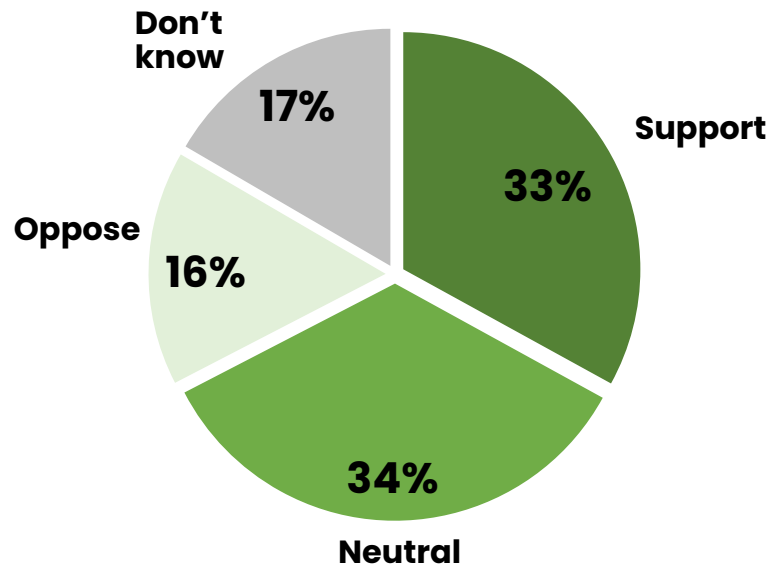
## ALL RESPONDENTS

N=15,842



## PAST 12-MONTH CONSUMERS

N=5,540



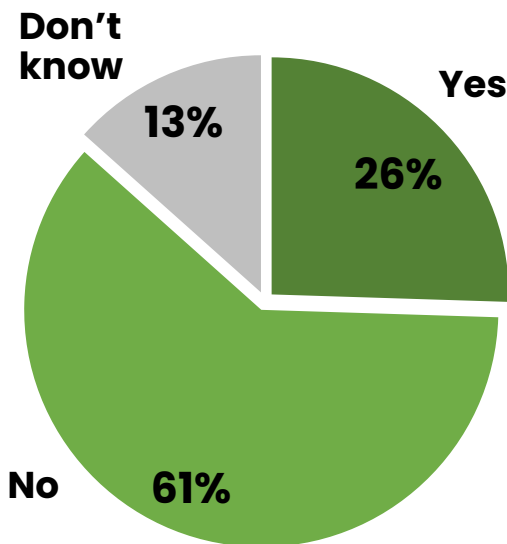
# Awareness of possession limits

In 2022, approximately 1 in 4 respondents had heard of the 30g limit when purchasing cannabis from legal stores. Awareness of this limit was greater among past 12-month cannabis consumers.

**In Canada, there is a limit on how much marijuana people can buy from legal stores. For example, people can only buy 30 grams of dried herb per visit. Have you heard of this limit?**

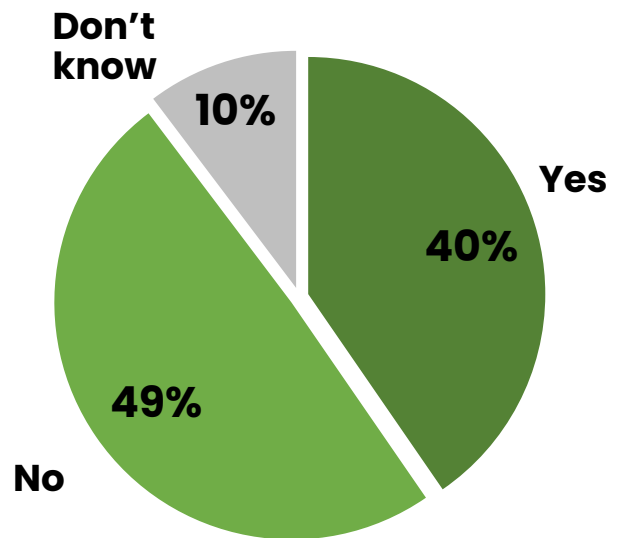
## ALL RESPONDENTS

N=15,867



## PAST 12-MONTH CONSUMERS

N=5,442

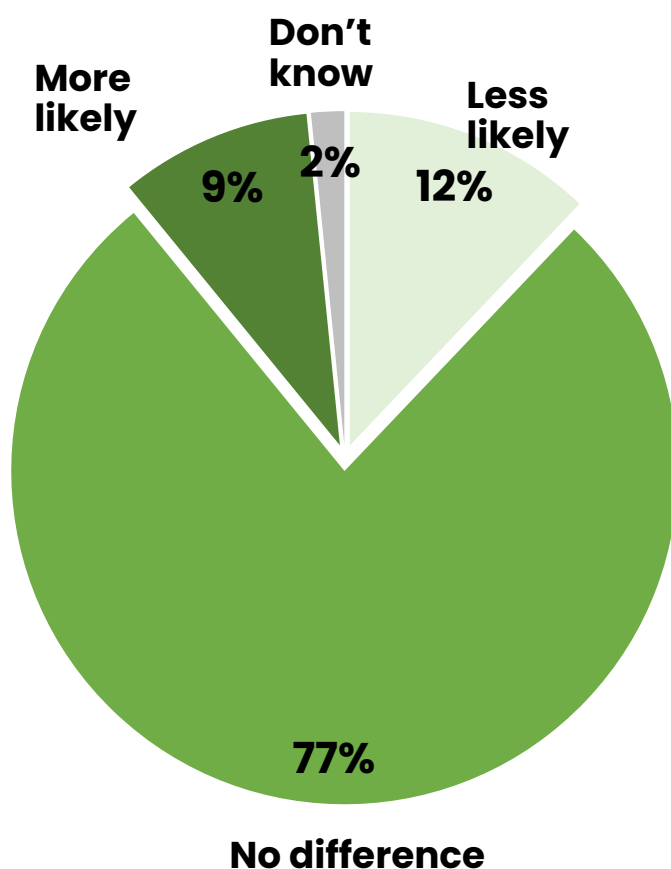


## Support for possession limits

In 2022, for more than three quarters of consumers the 30g limit when purchasing cannabis from legal stores has made no difference to the likelihood they would purchase from a legal store.

### Has the limit of 30 grams per person made you more or less likely to buy marijuana from legal stores?

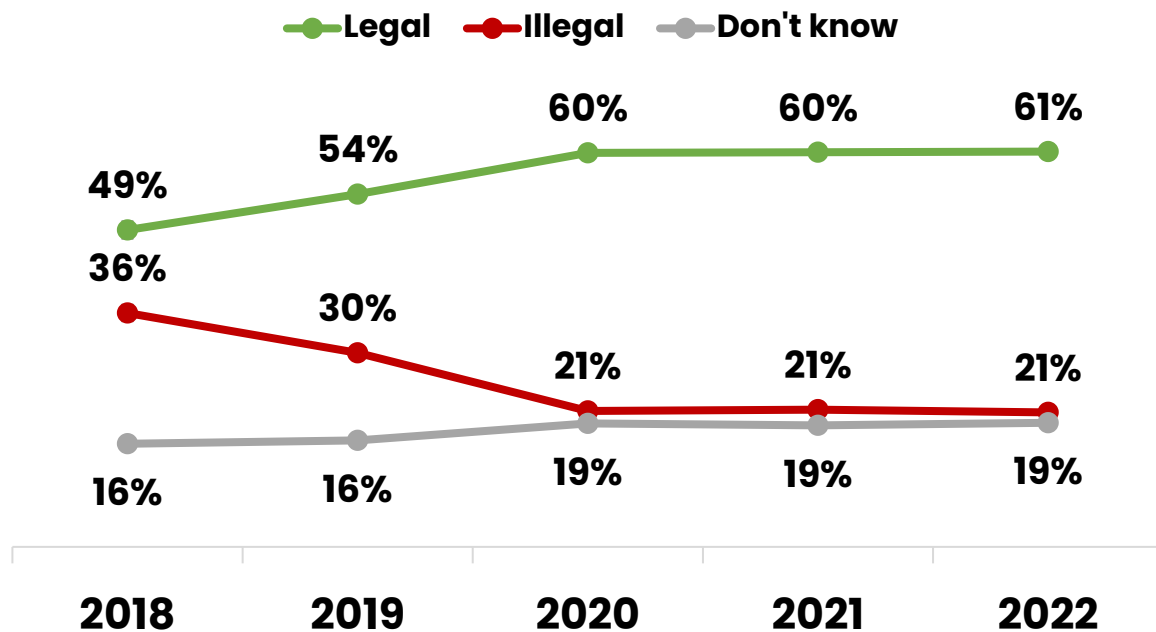
AMONG CONSUMER THAT HAVE PURCHASED DRIED HERB IN THE PAST 12 MONTHS & ARE AWARE OF PERSONAL POSSESSION LIMITS; N=1,284



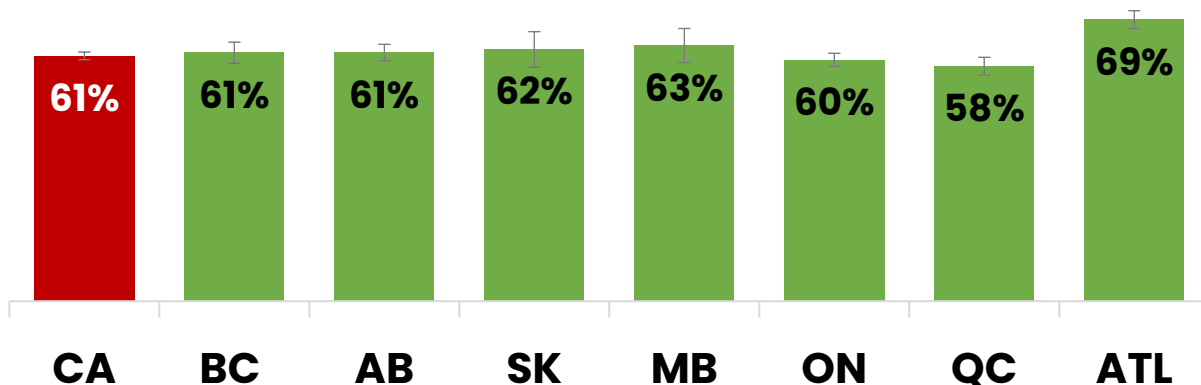
# Support for cannabis legalization

In 2022, 3 in 5 Canadians supported legalization of non-medical cannabis. Support has increased since 2018.

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



## Recreational (non-medical) marijuana be legal % 'YES', AMONG ALL RESPONDENTS, 2022



# Acknowledgements

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Visit the study website for more information: [www.cannabisproject.ca](http://www.cannabisproject.ca).

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