

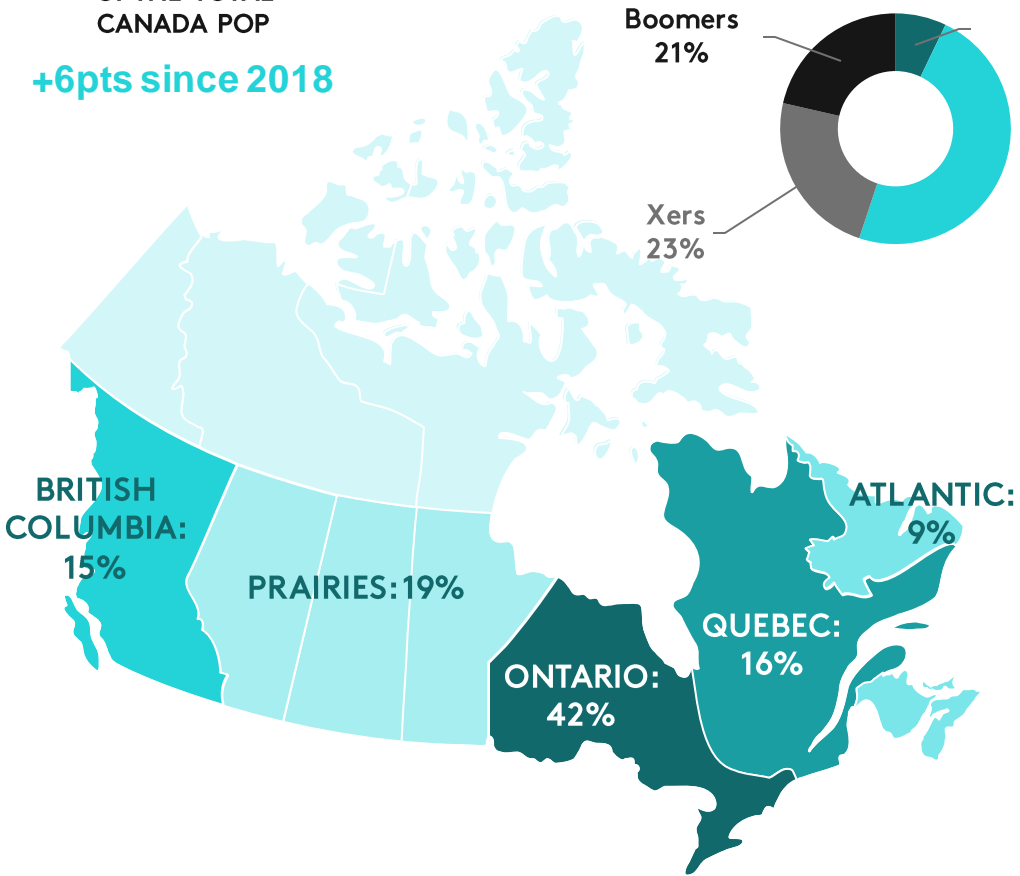
CANADIAN CANNABIS CONSUMERS

CUTTING THROUGH THE HAZE

In October of 2018, Canada became the first G8 country to legalize recreational marijuana—or cannabis, which is increasingly the word of choice for consumers and companies. Press coverage has focused primarily on the commercial, regulatory and travel implications of this cultural sea change. But where the coverage falls down is where Canada MONITOR stands up: Who are the consumers* who will fuel this growth opportunity? And what can they tell us about the future of both the Canadian and U.S. consumer marketplaces?

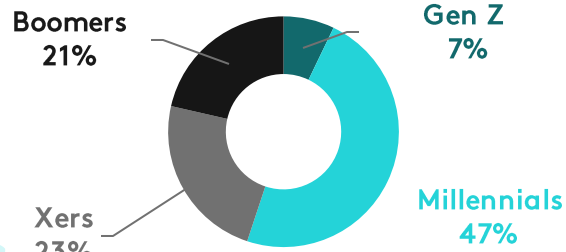
19%

OF THE TOTAL CANADA POP
+6pts since 2018

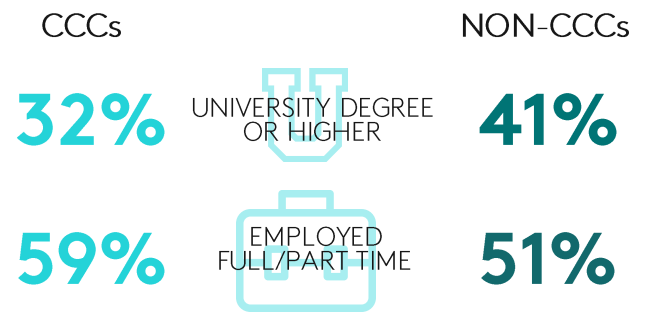


JUST THE FACTS

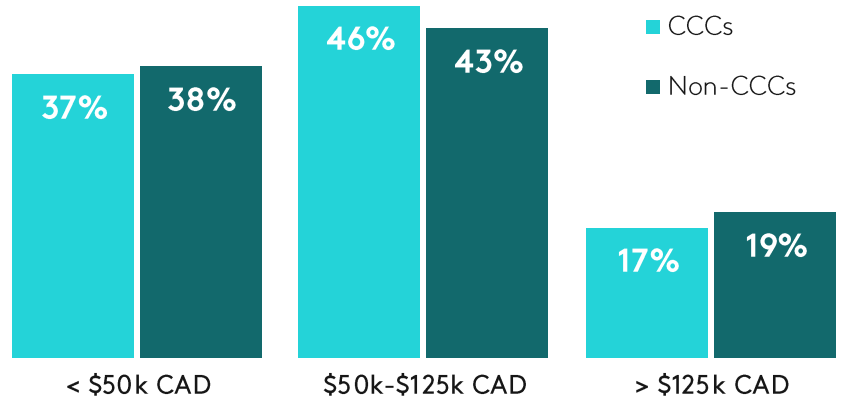
GENERATIONS



EDUCATION/EMPLOYMENT

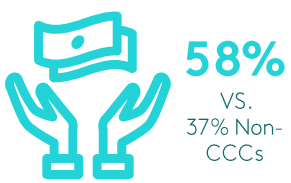


INCOME



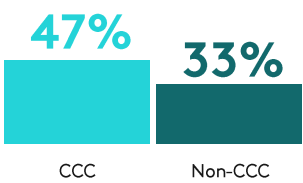
FINANCIALLY CHALLENGED

CASH-STRAPPED



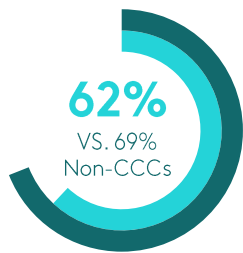
I live paycheck to paycheck

SELF-AWARE



With a credit card I can buy the sort of things I couldn't normally afford

LOOKING FOR CONTROL



I feel I am in control of my financial future

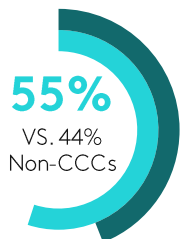
DIGITAL TENSIONS

DIGITALLY ENGAGED vs. DISENGAGED

	CCCs	NON-CCCs
Frequently watch TV while spending time on your smartphone	60%	47%
I often turn to social media when I want to voice my opinion about a social issue or problem	44%	28%
I wish I spent more of my free time being completely disconnected from tech	62%	53%
I've cut back on using some social networks because they are too toxic	61%	54%

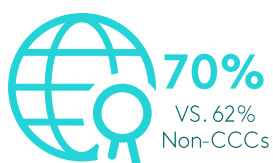
EXPERIENTIALLY HUNGRY

PRO-DIVERSITY



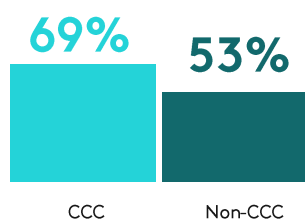
Importance of personal value: Wanting to be exposed to people with different backgrounds (Top-2 Box)

OPEN-MINDED



Importance in personal life today: Accepting people from other cultures (Top-2 Box)

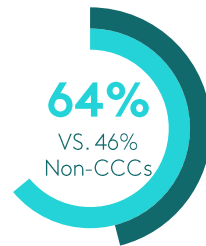
SENSATION-SEEKING



Importance in personal life: Finding excitement and sensation in life (Top-2 Box)

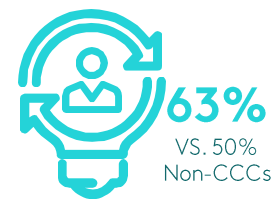
CULTURALLY DISRUPTIVE

RISK-TOLERANT



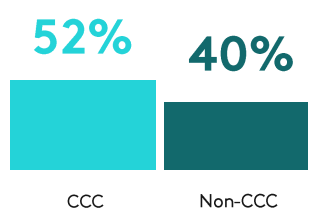
I am happy to take some risks for the change to enjoy greater rewards (vs. I prefer to play it safe and not take unnecessary risks)

BUCKING THE SYSTEM



Importance in personal life today: Freeing yourself from the expectations of others (Top-2 Box)

LEADING-EDGE



Importance of personal value: Wanting to experiment and try new things (Top-2 Box)