



## Consumer Survey Results

The Cannabis Council of Canada (C3) launched a survey geared towards consumers from Dec 23<sup>rd</sup>, 2020-Jan 8<sup>th</sup>, 2021 to better understand consumer opinions around cannabis beverage equivalencies, public possession limits, and product labelling – key areas of concern in the Health Canada consultation. C3 received a total of **110 submissions**.

**This report will HIGHLIGHT key takeaways, points, and quotes from the survey.**

- **Q: What is your age? (# of respondents - % of total respondents)**
  - 18-24 years
    - 34 – 30.91%
  - 25-34 years
    - 25 – 22.73%
  - 35-44 years
    - 21 – 19.09%
  - 45-54 years
    - 18 – 16.36%
  - 55-64 years
    - 10 – 9.09%
  - 65-74 years
    - 1 – 0.91%
  - 75+ years
    - 1 – 0.91%
  
- **Q: What is your gender? (# of respondents - % of total respondents)**
  - Male = 77 – 70.00%
  - Female = 33 – 30.00%
  
- **Q: What is the highest degree of level of education you have completed? If currently enrolled, highest degree received. (# of respondents - % of total respondents)**
  - High school graduate, diploma, or the equivalent
    - 14 – 12.73%
  - Trade/technical/vocational training
    - 9 – 8.18%
  - College degree
    - 10 – 9.09%
  - Bachelor's degree
    - 46 – 41.82%



# Cannabis Council of Canada

Licensed.  
Regulated.  
Trusted.

- Master's degree
  - 21 – 19.09%
- Professional degree
  - 8 – 7.27%
- Doctorate degree
  - 1 – 0.91%
- Prefer not to say.
  - 1 – 0.91%

- **Q: On average, how many times a week do you consume a cannabis product? (# of respondents - % of total respondents)**
- 0 times (21 – 19.09%)
  - 1-3 times (36 – 32.73%)
  - 4-6 times (12 – 10.91%)
  - 7+ times (41 – 37.27%)

**TAKEAWAY:** We can infer that nearly 1 in 4 respondents are heavy users (7+ times), and 1 in 3 are novice users (1-3 times), whereas almost 1 in 5 respondents do not consume cannabis products.

**We began with a series of questions regarding public possession limits.**

- **Q: To help individuals comply with the maximum limits of cannabis one can possess, the federal government requires that all cannabis products for retail sale, except for dried cannabis or a cannabis plant, be labelled with a statement indicating the amount of dried cannabis the product would be equivalent to. Have you noticed a statement regarding the legal amount of cannabis you are allowed to possess on the product labels of the cannabis products you have purchased? (# of respondents - % of total respondents)**
- Yes (35 – 31.82%)
  - No (62 – 56.36%)
  - I have not purchased a cannabis product (13 – 11.82%)

**TAKEAWAY:** It is obvious the majority of consumers are not recognizing the public possession statement on cannabis products, undermining public health and safety objectives of the *Cannabis Act*.

- **Q: Have you noticed a statement on the labels of the cannabis products you have purchased that states the amount of dried cannabis that the product is equivalent to if the product was not dried cannabis itself? (# of respondents - % of total respondents)**
- Yes (48 – 43.64%)
  - No (49 – 44.55%)
  - I have not purchased a cannabis product (13 – 11.82%)

**TAKEAWAY:** Interestingly, this could be a result of poor communication around dried cannabis equivalencies, as the results are split evenly along those who have noticed it and those who have not.



- **Q: Do you believe the government's current formula that says 5 cans of cannabis beverage is equivalent to 30g of dried cannabis is accurate? (# of respondents - % of total respondents)**
- Yes (6 – 5.50%)
  - No, the dried cannabis amount should be lower. (34 – 31.19%)
  - No, the dried cannabis amount should be higher. (10 – 9.17%)
  - I do not know. (59 – 54.13%)

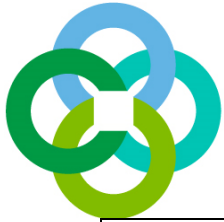
**TAKEAWAY:** The majority of respondents identified that they did not know if the government's current formula is accurate in its representation of 30g of dried cannabis in beverages, indicating a disconnect between existing equivalencies and public possession limits.

- **Q: Are you aware of any cannabinoids and terpenes other than THC and CBD? (# of respondents - % of total respondents)**
- Yes (61 – 55.45%)
  - No (44 – 40.00%)
  - I was not aware of either THC or CBD (5 – 4.55%)

**TAKEAWAY:** Consumers' education and knowledge is growing as the industry matures, and they will continue to look for more characteristics and traits within different products.

**Consumers had an opportunity to share their views on product labelling and what they would like to see on their cannabis products – here is some of the feedback they shared with us:**

➤ "Cultivation date and packaging dates!"
➤ "Relative Humidity/Moisture content in %. Most legal cannabis is drier than a fossil."
➤ "Terpenes, harvest date, effects, trim date, pack date, actual grower if white-labelled, real strain name, plant type."
➤ "How about less labelling?"
➤ "Equivalents to other ways of consuming cannabis (ie. this edible is equivalent to smoking 0.1g of cannabis from a bong). I believe this will assist Canadians to try to consume cannabis in different ways."
➤ "Amount of THC per piece on packaging of edibles (ex. a package of THC gummies labelled 200 mg of THC with ten pieces; labelling should include 20 mg of THC per gummy to make it clearer)."
➤ "Type of concentrate (distillate, full spectrum extract, etc.) Extraction method? Solventless? Carrier oils, additives, ingredient."
➤ "Dominant Terpene profile - I think this is very important"
➤ "Some indication of how dry the flower is. Sometimes my flower is dry and crumbles between my fingers, other times it is fresh and sticky. I would like to know this before purchasing and opening 5 layers of packaging. (On that note, there's always too much packaging.)"

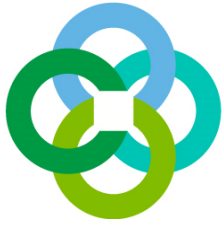


# Cannabis Council of Canada

Licensed.  
Regulated.  
Trusted.

➤ “I know this is crazy, but people want to know what it’s like compared to alcohol in terms of tolerance and how much you can function after one THC beverage for instance. It would be nice to know where it’s made or how it was produced (if that’s not already in the label).”
➤ “Just note "Total THC", not both "THC" and "Total THC" unless there is a clear explanation of the differences to consumers. Listing both with no explanation just confuses people.”
➤ “Clear recycling information and/or directions for dropping off plastics; pesticide labelling to indicate what other substances may be present besides cannabis.”
➤ “Description of experience – I would like to see effects such as: uplifting, euphoric, stimulate hunger etc.”
➤ “Terpene profiles and percentages (total and included), harvest dates and not package dates, although I can see how that last one may scare some consumers with some of the dates that they might see so maybe not harvest dates!”
➤ “Organic, irradiated, compostable packaging, carbon & water footprint.”
➤ “What the strain actually is in brackets please – silly marketing names are not helpful.”
➤ “Who grew it? Example: "Sage N Sour" strain seems to be single sourced but wholesaler to various LPs - we need better transparency in this regard.”
➤ “Some of the labelling currently being used is beneficial. The addition to a QR code that could pull up the strain name and info if any, even the grow medium used during cultivation. This could include a list of terpenes.”
➤ “How long a hit or edible might last, flavour profile, reminder about driving.”
➤ “Terpenes or better yet, a link to a complete analysis that includes pesticide residues etc. Also, more strain description so we have a better idea of what we are buying and how it will taste!”
➤ “The humidity of the dried cannabis because it's often too dry ... it's a medication for me, not for pleasure and I would like to know the humidity of my ‘dosage’ before purchasing.”
➤ “I would like the bags or container to be easier to open, these Ziplock style bags are impossible for my arthritic hands to open. Senseless to sell a product to help with pain that cannot be opened when you're in pain.”
➤ “Store websites appear to publish more information on products than what’s on their containers, so why not use the internet as a medium to communicate these descriptions in store? I bought a 7g product the other day and the container is the size of a small milk box! Why?!?”

**And yes, Terpenes were the most cited request, appearing nearly two dozen times!**



# Cannabis Council of Canada

Licensed.  
Regulated.  
Trusted.

Lastly, we chose to ask a closing question:

- **Q: Do you live in an area that lacks convenient access to cannabis retail establishments (# of respondents - % of total respondents)**
  - Yes (28 – 25.45%)
  - No (76 – 69.09%)
  - I do not know (6 – 5.45%)

**TAKEAWAY:** As the industry matures, convenient access to retail establishments is increasing, especially with the rollout of more stores in Ontario, Canada’s most populous province. As noted, 1 in 4 respondents lacked convenient access to a cannabis retail establishment. Given the proliferation of alcohol stores, which is readily accessible across the country, access to cannabis stores should be prioritized if the government wishes to not only maintain public health and safety objectives, but to also compete against the illicit market – both key priorities of the *Cannabis Act*.