

Executive Reporting - Trade Area - Behavioural - CannabisInsights - Usage and Consumption

Provides data to better understand Canadian recreational and medical cannabis consumption and usage habits. CannabisInsights can be used by the government, public advocacy groups, cannabis manufacturers and retailers.

CannabisInsights | Usage and Consumption

ENVIRONICS ANALYTICS

Trade Area: Toronto, ON

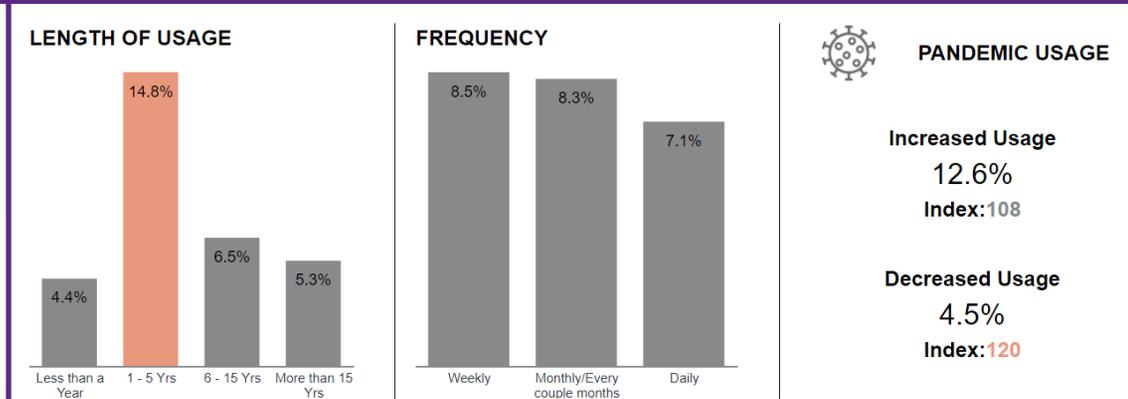
Household Population 19+:5,224,482

The **Trade Area** selected for analysis and the **Household Population 19+** within the Trade Area.

TYPE OF USER

	%	Base %	% Pen	Index
Current User	31.0	30.9	45.1	100
Recreational	20.5	19.7	46.7	104
Medicinal	10.5	11.1	42.3	94
Never Used	66.1	64.7	45.9	102

The **Type of User** (above) and **Form Used** (below) sections provide a more detailed understanding of cannabis consumption rates and preferences. For example, there are **10.5%** of household population 19+ who are medicinal users.



The **Length of Usage** and **Frequency** bar charts show rates of cannabis consumption in the Trade Area. In the example, **14.8%** of the household population 19+ in Toronto have used cannabis for between 1-5 years. The **Pandemic Usage** section reports that, compared to Ontario, there were above average rates in Toronto for those who increased and decreased their cannabis use during the pandemic (Index values of 108 and 120 respectively).

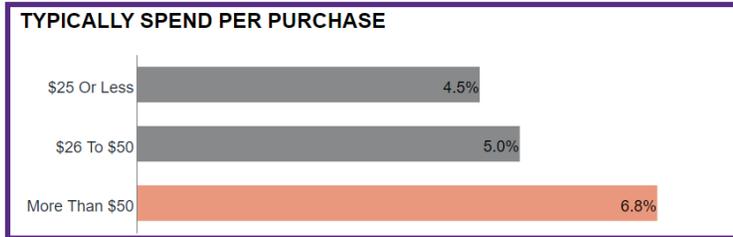
Unlikely to use in the future
39.8% Index:95

Of the household population 19+ in the Trade Area (Toronto), **39.8%** say they will likely not consume cannabis in the future which is below the Benchmark (Ontario) average.

The **Typically Spend per Purchase** bar chart reports that **6.8%** of the household population 19+ in Toronto typically spends over \$50 when purchasing cannabis products. This is above the Ontario average (Index over 110) as indicated by the red coloured bar.

FORM USED (Most Often)

	%	Base %	% Pen	Index
Bud/Flower	8.8	9.0	44.1	98
Vapes (!)	3.2	2.6	56.0	125
Edibles	8.4	8.1	46.6	104
Pre-Rolled Joints (!)	4.8	4.6	46.4	103
Liquid Tinctures & Sub-Lingual (!)	2.2	2.2	43.5	97



Note: Bars are coloured to indicate an above or below-average Index ranking.

Benchmark:Ontario

The Benchmark—also referred to as the base—indicates the geographic extent for the report.

Index Colours: <80 (blue), 80 - 110 (grey), 110+ (red)

%: (Count/Household Population 19+ * 100) The proportion of the household population 19+ in the Trade Area that exhibit that behavior.
Base %: (Base Count/Household Population 19+ * 100) The proportion of the household population 19+ in the benchmark that exhibit that behavior.
% Pen: (Count/Base Count * 100) Of all people or households who exhibit that behavior in the base area, **% Pen** is the proportion that are found in the Trade Area.
Index: (% /Base % *100) Measures if the household population 19+ are more or less likely to exhibit a behavior when compared to the benchmark. An Index of 100 is average. Indices above 100 are above-average or over-represented. Indices below 100 are below-average or under-represented.