Executive Reporting - Target Group - 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.

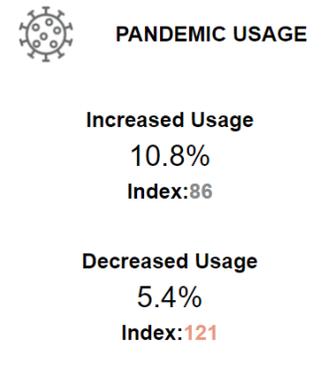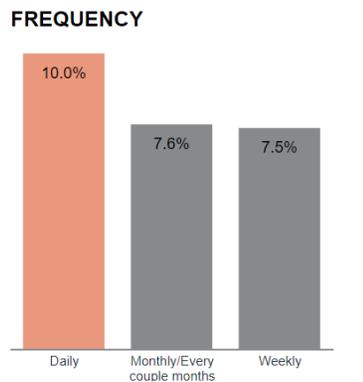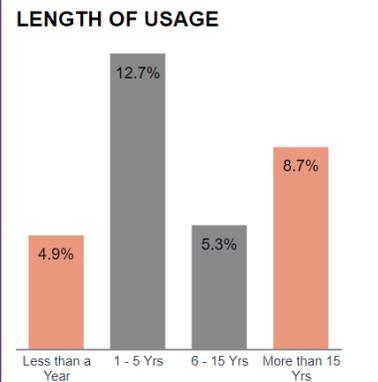## CannabisInsights | Usage and Consumption

ENVIRONICS ANALYTICS

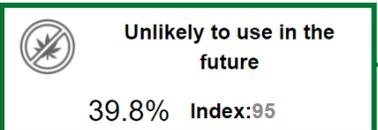**Target Group:** Urban Seniors (16, 23, 44)

Household Population 19+: 154,800

The **Target Group** name with component PRIZM segments breakout and the **Household Population 19+** within the Target Group in the benchmark.

TYPE OF USER

	%	Base %	% Pen	Index
Current User	31.7	31.0	3.0	102
Recreational	20.5	20.5	3.0	100
Medicinal	11.2	10.5	3.2	106
Never Used	65.2	66.1	2.9	99

The **Type of User** (above) and **Form Used** (below) sections provide a deeper understanding of cannabis consumption rates and preferences. For example, **11.7%** of Urban Seniors consume the bud/flower form which is above average (Index = 133).

LENGTH OF USAGE

- Less than a Year: 4.9%
- 1 - 5 Yrs: 12.7%
- 6 - 15 Yrs: 5.3%
- More than 15 Yrs: 8.7%

FREQUENCY

- Daily: 10.0%
- Monthly/Every couple months: 7.6%
- Weekly: 7.5%

PANDEMIC USAGE

Increased Usage
10.8%
Index: 86

Decreased Usage
5.4%
Index: 121

The **Length of Usage** and **Frequency** bar charts show rates of cannabis consumption. In the example, **4.9%** of the Urban Seniors household population have been using cannabis for less than a year. The **Frequency** chart shows that **10%** use cannabis daily which is above the Ontario average (Index = **110**). The **Pandemic Usage** section reports that the Urban Seniors Target Group has increased their usage at a below average rate (Index = **86**) while others have decreased their usage at an above average rate (Index = **121**) compared to the benchmark of Ontario during the Pandemic. The **Typically Spend per Purchase** bar chart shows the dollar values that correlate to this groups cannabis consumption. In this example, **6.8%** of the Urban Seniors Target Group typically spends over $50 when purchasing cannabis products. **Note:** Bars are coloured to indicate an above or below-average Index ranking.

Unlikely to use in the future

39.8%   Index: 95

The household population within the Target Group (Urban Seniors) tend to have an average inclination to use cannabis in the future (Index = 95).

FORM USED (Most Often)

	%	Base %	% Pen	Index
Bud/Flower	11.7	8.8	4.0	133
Vapes (!)	2.4	3.2	2.2	73
Edibles	7.4	8.4	2.6	88
Pre-Rolled Joints (!)	4.0	4.8	2.5	83
Liquid Tinctures & Sub-Lingual (!)	2.9	2.2	3.9	132

TYPICALLY SPEND PER PURCHASE

- $25 Or Less: 4.5%
- $26 To $50: 5.0%
- More Than $50: 6.8%
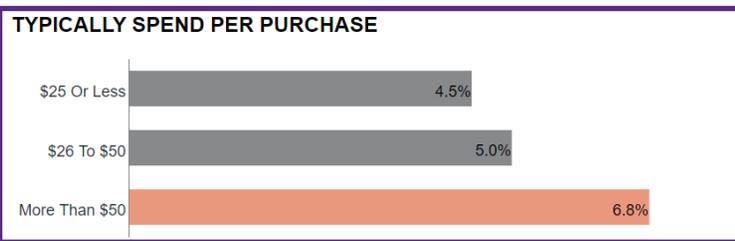
Benchmark: Ontario

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

Index Colours:	<80	80 - 110	110+

%: (Count/Target Group Household Population 19+ * 100) The proportion of the Target Group household population 19+ in the Benchmark that exhibit that behavior.

Base %: (Base Count/Base 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 Target Group.

Index: (% /Base % *100) Measures if the Target Group is 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.