

ALCOHOL OR CANNABIS... A YEAR LATER



August 2020



Insight Alert!

in partnership with
maru/BLUE

Since the purchase and consumption of cannabis was legalized in Canada on October 17, 2018...



62%

consume alcohol at least occasionally

(64% March 2019)

Higher among Males (66%) vs. Females (57%)



21%

consume cannabis at least occasionally for **recreational** or **medicinal** purposes

(19% March 2019)

Higher among Males (25%) vs. Females (18%)

Higher among 18-34 (28%) and 35-54 year olds (24%) vs. those 55+ (14%)



16%

consume cannabis & alcohol at least occasionally

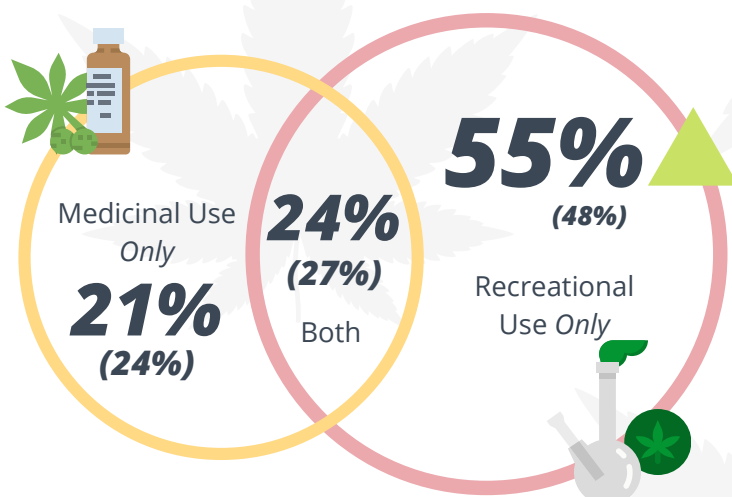
(12% March 2019)

Higher among Males (18%) vs. Females (13%)

Higher among 18-34 year olds (23%) vs. 35-54 year olds (17%)

Higher among 18-34 year olds (23%) and 35-54 year olds (17%) vs. those 55+ (11%)

Among Canadians who consume cannabis for either **recreational** or **medicinal** purposes, most consumers use cannabis solely for recreational purposes, up since 2019



(XX%) Indicates March 2019 results

▲▼ Indicates significantly higher or lower at 95% confidence level vs. previous wave

Over a year later, more Canadians who consume both alcohol AND cannabis are stating that they do NOT expect to substitute alcohol for cannabis. This suggests that as the cannabis market continues to mature, consumers perceive cannabis and alcohol as fulfilling different needs.

Have **ALREADY SUBSTITUTED** some of their alcohol consumption with cannabis

23%
(39%)

67%

(53%)

DO NOT PLAN to substitute any alcohol consumption with cannabis

10%
(8%)

Haven't yet substituted some of their alcohol consumption with cannabis **BUT PLAN TO**

(XX%) Indicates March 2019 results

▲▼ Indicates significantly higher or lower at 95% Confidence Level vs. previous wave



DIFFERENCES BY AGE

Have ALREADY SUBSTITUTED some of their alcohol consumption with cannabis
Higher among those 18-34 (29%) and 35-54 (26%) vs. 55+ (11%) year olds

Haven't yet substituted some of their alcohol consumption with cannabis BUT PLAN TO
Higher among those 18-34 (18%) vs. 35-54 (7%) and 55+ (4%) year olds

DO NOT PLAN to substitute any alcohol consumption with cannabis
Lower among those 18-34 (59%) and 35-54 (68%) vs. 55+ (85%) year olds

For additional insights from this study or to find out about our overnight solutions, please email bernie.malinoff@element-54.com or juliann.ng@element-54.com

MARU/BUE Canadian Omnibus of 1507 nationally representative Canadian respondents, July 31, 2020