

April 2019

THC vs. CBD

What do Canadian cannabis consumers prefer?

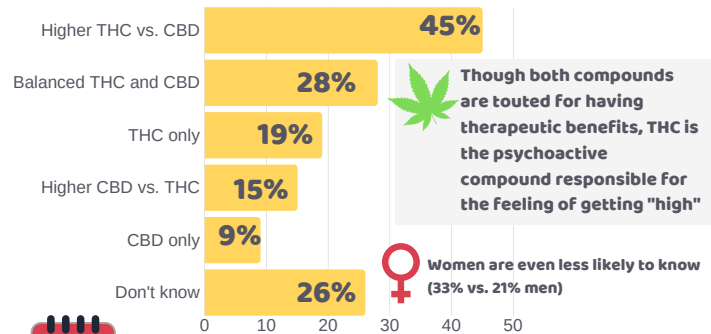
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Insight Alert!

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Among Canadian recreational cannabis consumers aged 19+, preference is clearly for products with a higher percent of THC vs. CBD. However, 1 in 4 don't even know what type they buy.

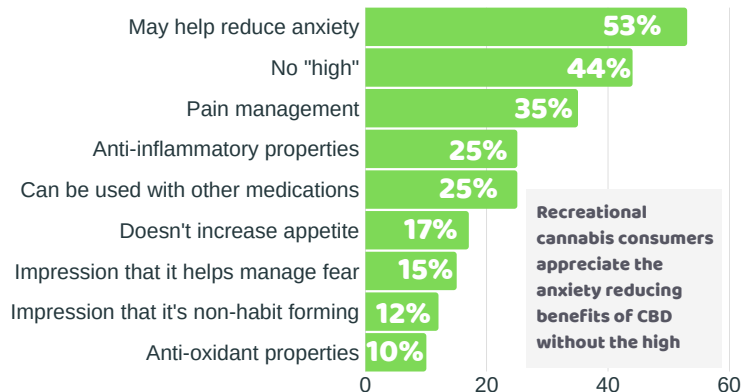
Types of Cannabis Bought for Recreational Use



Ages
19-34

More likely to buy more types of cannabis vs. those 35+, in particular, balanced THC to CBD (37%), higher CBD vs. THC (22%), and CBD only (14%)

Top Reasons for Choice of Higher Proportion of CBD or CBD only Cannabis



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/BLUE Canadian Omnibus of 1516 nationally representative Canadian respondents, March 28, 2019