

Alcohol or cannabis?

March 2019

Data will be tracked over time in future alerts to understand attitudinal shifts

element54

Insight Alert!

in partnership with
maru/BLUE

Almost 5 months since the purchase and consumption of cannabis was legalized in Canada on October 17, 2018...



19%

of Canadians are consuming it at least occasionally for **recreational** or **medicinal** purposes



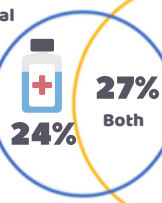
while

64%

consume alcohol at least occasionally

Among those who consume cannabis for either recreational or medicinal purposes, half are recreational only consumers

Medicinal only



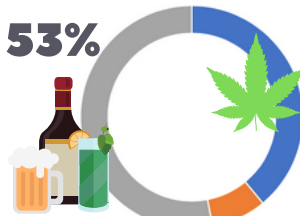
24%

27%
Both

48%

Recreational Only

53%



Nearly half of Canadians who consume both alcohol and cannabis expect to or are already substituting some alcohol for cannabis

39%

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

DO NOT PLAN to substitute any alcohol consumption with cannabis

8%

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

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

MARU/BLUE Canadian Omnibus of n = 1505 nationally representative Canadian respondents, March 5, 2019