

CANNABISINSIGHTS POWERED BY VIVIDATA

RELEASE NOTES

PRODUCT VINTAGE

2023

SURVEY SAMPLE SIZE

40,358 Canadians 19+
(21+ in Quebec)

SURVEY COLLECTION

Fall 2022

BASE LEVEL GEOGRAPHY

Postal code

VARIABLES

517

To view the complete list of
variables please visit:

environicsanalytics.com/variables

WHAT IT IS

CannabisInsights Powered by Vividata projects how Canadians view and use cannabis down to the neighbourhood level. The data are based on the all-new Cannabis Study by Vividata, which surveyed 40,358 Canadians ages 19 and over, 21 and over in Quebec. It includes 517 variables that can be used to build a comprehensive set of consumer profiles to better understand Canadian recreational and medical cannabis consumption habits, their reasons for using it and more.

CannabisInsights tracks data across the following categories:

- Cannabis Consumption
- Edible Consumption
- Medical Consumption
- Cannabis Purchases
- Perception, Knowledge, and Information Sources
- Psychographics

The database is available as an Opticks Vividata add-on, or as a standalone product (a Vividata membership is required). The CannabisInsights flat file is delivered with counts, indexes and percent penetrations for each geography level. ENVISION users can leverage CannabisInsights with trade area maps, segmentation profiles, highlight reports, and executive dashboards.

WHAT'S NEW

This release represents a significant refresh of our CannabisInsights product, with a much wider survey sample size allowing for more robust estimates of behaviours regarding cannabis consumption. New categories in the 2023 product vintage include:

- Retail Experience
- Brand Awareness
- Consumption Motives
- Impact on Consumption of Other Products
- Potential User Traits

HOW IT'S USED



Government and public advocacy groups can use CannabisInsights to plan for potential cannabis related health issues or create public service announcements for responsible use.



Manufacturers of cannabis can understand their market to drive decisions on product design, segmentation and distribution.



Retailers can understand the demand characteristics of users. This can help with planning cannabis store locations and with product messaging and other marketing initiatives.

SAMPLE QUESTIONS IT CAN ANSWER

- Is there market demand for a premium cannabis product?
- What PRIZM® segments are the most frequent users or biggest consumers?
- What is the market demand for each format of cannabis?
- How do my customers/constituents feel about cannabis sold in their neighbourhood?
- What is the potential market for users who will likely try cannabis when it is legal?
- What are the general attitudes toward marijuana use and driving?
- What channels should be used to educate potential cannabis users about the risks of consumption?