

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
0	CODE	Code	Geography
0	GEO	Geographic Summarization Indicator	Geography
1	CIBAS19P	Household Population 19+	Basics
2	CID1	Usage - Currently use - No	Cannabis Consumption
3	CID2	Usage - Currently use - Yes	Cannabis Consumption
4	CIQ241	Usage - Ever consumed cannabis - No	Cannabis Consumption
5	CIQ242	Usage - Ever consumed cannabis - Yes	Cannabis Consumption
6	CIQ71	Usage - First use was post legalization - Yes (!)	Cannabis Consumption
7	CIQ72	Usage - First use was post legalization - No	Cannabis Consumption
8	CIQ81	Usage - Change since legalization - Increased (!)	Cannabis Consumption
9	CIQ82	Usage - Change since legalization - Stayed the same	Cannabis Consumption
10	CIQ31	Usage - Frequency consumed - Daily	Cannabis Consumption
11	CIQ32	Usage - Frequency consumed - Weekly	Cannabis Consumption
12	CIQ334	Usage - Frequency consumed - Monthly/Every couple months	Cannabis Consumption
13	CIQ356	Usage - Frequency consumed - Yearly or less	Cannabis Consumption
14	CIQ51	Usage - Recency of use - Yesterday	Cannabis Consumption
15	CIQ52	Usage - Recency of use - Past week	Cannabis Consumption
16	CIQ53	Usage - Recency of use - Past month	Cannabis Consumption
17	CIQ54	Usage - Recency of use - Past 3 months	Cannabis Consumption
18	CIQ55	Usage - Recency of use - Past 6 months	Cannabis Consumption
19	CIQ567	Usage - Recency of use - Past year or longer	Cannabis Consumption
20	CIQ61	Usage - How long been using - Less than a year	Cannabis Consumption
21	CIQ62	Usage - How long been using - 1 - 5 years	Cannabis Consumption
22	CIQ634	Usage - How long been using - 6 - 15 years	Cannabis Consumption
23	CIQ656	Usage - How long been using - More than 15 years	Cannabis Consumption
24	CIQ161	Usage - Form consumed - Bud/flower	Cannabis Consumption
25	CIQ162	Usage - Form consumed - Vape	Cannabis Consumption
26	CIQ163	Usage - Form consumed - Edibles	Cannabis Consumption
27	CIQ164	Usage - Form consumed - Pre-rolled joint	Cannabis Consumption
28	CIQ165	Usage - Form consumed - Concentrates (e.g. tincture, oil)	Cannabis Consumption
29	CIQ172	Usage - Other forms interested in - Vape	Cannabis Consumption
30	CIQ173	Usage - Other forms interested in - Edibles	Cannabis Consumption
31	CIQ174	Usage - Other forms interested in - Pre-rolled joint	Cannabis Consumption
32	CIQ175	Usage - Other forms interested in - Concentrates (e.g. tincture, oil)	Cannabis Consumption
33	CIQ176	Usage - Other forms interested in - Beverage	Cannabis Consumption
34	CIQ177	Usage - Other forms interested in - Topical (e.g. cream)	Cannabis Consumption
35	CIQ91	Usage - Consumption motivation - Relax/unwind	Cannabis Consumption
36	CIQ92	Usage - Consumption motivation - Have fun	Cannabis Consumption
37	CIQ93	Usage - Consumption motivation - Remedy/treatment/therapy	Cannabis Consumption
38	CIQ94	Usage - Consumption motivation - Improve the mood	Cannabis Consumption

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
39	CIQ95	Usage - Consumption motivation - Make activities interesting	Cannabis Consumption
40	CIQ96	Usage - Consumption motivation - Increase creativity (!)	Cannabis Consumption
41	CIQ97	Usage - Consumption motivation - Help concentration (!)	Cannabis Consumption
42	CIQ98	Usage - Consumption motivation - Meditate (!)	Cannabis Consumption
43	CIQ99	Usage - Consumption motivation - Improve sex life (!)	Cannabis Consumption
44	CIQ910	Usage - Consumption motivation - Heighten the senses	Cannabis Consumption
45	CIQ911	Usage - Consumption motivation - Help connect with others (!)	Cannabis Consumption
46	CIQ2811	Usage - Impact on salty snacks - Consume more	Cannabis Consumption
47	CIQ2812	Usage - Impact on salty snacks - No impact	Cannabis Consumption
48	CIQ2821	Usage - Impact on chocolate/candy - Consume more	Cannabis Consumption
49	CIQ2822	Usage - Impact on chocolate/candy - No impact	Cannabis Consumption
50	CIQ2831	Usage - Impact on fast food - Consume more	Cannabis Consumption
51	CIQ2832	Usage - Impact on fast food - No impact	Cannabis Consumption
52	CIQ2842	Usage - Impact on frozen food - No impact	Cannabis Consumption
53	CIQ2852	Usage - Impact on vaping (non-cannabis) - No impact	Cannabis Consumption
54	CIQ2861	Usage - Impact on pop/soda - Consume more (!)	Cannabis Consumption
55	CIQ2862	Usage - Impact on pop/soda - No impact	Cannabis Consumption
56	CIQ2872	Usage - Impact on cigarettes - No impact	Cannabis Consumption
57	CIQ2873	Usage - Impact on cigarettes - Consume less (!)	Cannabis Consumption
58	CIQ2882	Usage - Impact on alcohol - No impact	Cannabis Consumption
59	CIQ2883	Usage - Impact on alcohol - Consume less	Cannabis Consumption
60	CIQ2892	Usage - Impact on pain medication - No impact	Cannabis Consumption
61	CIQ2893	Usage - Impact on pain medication - Consume less	Cannabis Consumption
62	CIQ28102	Usage - Impact on other medication - No impact	Cannabis Consumption
63	CIQ28103	Usage - Impact on other medication - Consume less	Cannabis Consumption
64	CIQ18114	Purchasing - Bud/Flower - Monthly spend [avg] - \$25 or less	Cannabis Purchases
65	CIQ18157	Purchasing - Bud/Flower - Monthly spend [avg] - \$26 - \$100 (!)	Cannabis Purchases
66	CIQ181812	Purchasing - Bud/Flower - Monthly spend [avg] - More than \$100 (!)	Cannabis Purchases
67	CIQ181I	Purchasing - Bud/Flower - Monthly spend [avg] - Incidence	Cannabis Purchases
68	CIQ181C	Purchasing - Bud/Flower - Monthly spend [avg] - Consumption (\$/mth)	Cannabis Purchases
69	CIQ1812	Purchasing - Bud/Flower - Frequency - Weekly or more (!)	Cannabis Purchases
70	CIQ183	Purchasing - Bud/Flower - Frequency - Monthly	Cannabis Purchases
71	CIQ1846	Purchasing - Bud/Flower - Frequency - Less than monthly	Cannabis Purchases
72	CIQ1912	Purchasing - Bud/Flower - Grams per purchase - 2g or less (!)	Cannabis Purchases
73	CIQ193	Purchasing - Bud/Flower - Grams per purchase - 3g - 5g (!)	Cannabis Purchases
74	CIQ194	Purchasing - Bud/Flower - Grams per purchase - 6g - 10g (!)	Cannabis Purchases
75	CIQ1958	Purchasing - Bud/Flower - Grams per purchase - More than 11g (!)	Cannabis Purchases
76	CIQ2012	Purchasing - Bud/Flower - Price paid [\$ /gram] - \$7 or less	Cannabis Purchases
77	CIQ203	Purchasing - Bud/Flower - Price paid [\$ /gram] - \$8 - \$10	Cannabis Purchases
78	CIQ2045	Purchasing - Bud/Flower - Price paid [\$ /gram] - More than \$10 (!)	Cannabis Purchases

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
79	CIQ22113	Purchasing - Edibles - Monthly spend [avg] - \$10 or less	Cannabis Purchases
80	CIQ221410	Purchasing - Edibles - Monthly spend [avg] - More than \$10	Cannabis Purchases
81	CIQ221I	Purchasing - Edibles - Monthly spend [avg] - Incidence	Cannabis Purchases
82	CIQ221C	Purchasing - Edibles - Monthly spend [avg] - Consumption (\$/mth)	Cannabis Purchases
83	CIQ2213	Purchasing - Edibles - Frequency - Monthly or more (!)	Cannabis Purchases
84	CIQ2246	Purchasing - Edibles - Frequency - Less than monthly	Cannabis Purchases
85	CIQ241I	Purchasing - Vaping - Monthly spend [avg] - Incidence	Cannabis Purchases
86	CIQ241C	Purchasing - Vaping - Monthly spend [avg] - Consumption (\$/mth)	Cannabis Purchases
87	CIQ26113	Purchasing - Other Forms - Monthly spend [avg] - \$10 or less	Cannabis Purchases
88	CIQ26145	Purchasing - Other Forms - Monthly spend [avg] - \$11 - \$50	Cannabis Purchases
89	CIQ261612	Purchasing - Other Forms - Monthly spend [avg] - More than \$50 (!)	Cannabis Purchases
90	CIQ261I	Purchasing - Other Forms - Monthly spend [avg] - Incidence	Cannabis Purchases
91	CIQ261C	Purchasing - Other Forms - Monthly spend [avg] - Consumption (\$/mth)	Cannabis Purchases
92	CIQ2613	Purchasing - Other Forms - Frequency - Monthly or more	Cannabis Purchases
93	CIQ2646	Purchasing - Other Forms - Frequency - Less than monthly	Cannabis Purchases
94	CIQ27213	Purchasing - Any Form - Monthly spend [avg] - \$10 or less	Cannabis Purchases
95	CIQ27245	Purchasing - Any Form - Monthly spend [avg] - \$11 - \$50	Cannabis Purchases
96	CIQ27268	Purchasing - Any Form - Monthly spend [avg] - \$51 - \$150	Cannabis Purchases
97	CIQ272913	Purchasing - Any Form - Monthly spend [avg] - More than \$150	Cannabis Purchases
98	CIQ272I	Purchasing - Any Form - Monthly spend [avg] - Incidence	Cannabis Purchases
99	CIQ272C	Purchasing - Any Form - Monthly spend [avg] - Consumption (\$/mth)	Cannabis Purchases
100	CIQ291	Purchasing - Obtained - Legally	Cannabis Purchases
101	CIQ292	Purchasing - Obtained - Black market	Cannabis Purchases
102	CIQ301	Purchasing - Legal source - In-store	Cannabis Purchases
103	CIQ302	Purchasing - Legal source - Online	Cannabis Purchases
104	CIQ311	Purchasing - Black market source - Dealer (!)	Cannabis Purchases
105	CIQ312	Purchasing - Black market source - Friend	Cannabis Purchases
106	CIQ321	Purchasing - Reasons for not buying legally - Cost	Cannabis Purchases
107	CIQ322	Purchasing - Reasons for not buying legally - Convenience	Cannabis Purchases
108	CIQ323	Purchasing - Reasons for not buying legally - I'm concerned about privacy (!)	Cannabis Purchases
109	CIQ325	Purchasing - Reasons for not buying legally - I trust my current source	Cannabis Purchases
110	CIQ326	Purchasing - Reasons for not buying legally - Lack of availability from legal channels (!)	Cannabis Purchases
111	CIQ327	Purchasing - Reasons for not buying legally - Good relationship with my current source (!)	Cannabis Purchases
112	CIQ151	Purchasing - Important factors - Smell	Cannabis Purchases
113	CIQ152	Purchasing - Important factors - How the bud/flower looks or feels	Cannabis Purchases
114	CIQ154	Purchasing - Important factors - Quality	Cannabis Purchases
115	CIQ155	Purchasing - Important factors - Form (e.g. bud/flower, edible, etc.)	Cannabis Purchases
116	CIQ156	Purchasing - Important factors - Consistent dosage	Cannabis Purchases

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
117	CIQ157	Purchasing - Important factors - Strain/species	Cannabis Purchases
118	CIQ158	Purchasing - Important factors - High THC	Cannabis Purchases
119	CIQ159	Purchasing - Important factors - High CBD	Cannabis Purchases
120	CIQ1001	Medical Use - Have prescription - Yes (!)	Medical Consumption
121	CIQ1002	Medical Use - Have prescription - No	Medical Consumption
122	CIQ101	Medical Conditions [Have/Experience] - Mental health	Medical Consumption
123	CIQ102	Medical Conditions [Have/Experience] - Menstrual cramps	Medical Consumption
124	CIQ104	Medical Conditions [Have/Experience] - Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma) (!)	Medical Consumption
125	CIQ105	Medical Conditions [Have/Experience] - General pain management (e.g. headache, body ache)	Medical Consumption
126	CIQ106	Medical Conditions [Have/Experience] - Chronic pain (e.g. fibromyalgia, arthritis)	Medical Consumption
127	CIQ107	Medical Conditions [Have/Experience] - Stress/anxiety	Medical Consumption
128	CIQ108	Medical Conditions [Have/Experience] - Weight management	Medical Consumption
129	CIQ109	Medical Conditions [Have/Experience] - Fatigue	Medical Consumption
130	CIQ110	Medical Conditions [Have/Experience] - Nausea (!)	Medical Consumption
131	CIQ111	Medical Conditions [Have/Experience] - Skin conditions	Medical Consumption
132	CIQ113	Medical Conditions [Have/Experience] - None	Medical Consumption
133	CIQ1101	Medical Use - Condition used for - Mental health (!)	Medical Consumption
134	CIQ1105	Medical Use - Condition used for - General pain management (e.g. headache, body ache)	Medical Consumption
135	CIQ1106	Medical Use - Condition used for - Chronic Pain (e.g. fibromyalgia, arthritis) (!)	Medical Consumption
136	CIQ1107	Medical Use - Condition used for - Stress/anxiety	Medical Consumption
137	CIQ1201	Medical Use - What prompted usage - Failure of initial treatment (!)	Medical Consumption
138	CIQ1202	Medical Use - What prompted usage - Side effects of initial treatment (!)	Medical Consumption
139	CIQ1203	Medical Use - What prompted usage - Preference for a 'natural' product	Medical Consumption
140	CIQ1204	Medical Use - What prompted usage - I believe that it is a safer product	Medical Consumption
141	CIQ1205	Medical Use - What prompted usage - Positive experiences during recreational use	Medical Consumption
142	CIQ1208	Medical Use - What prompted usage - Advised by a friend/relative/acquaintance	Medical Consumption
143	CIQ1209	Medical Use - What prompted usage - Learned the benefits of cannabis through media (!)	Medical Consumption
144	CIQ1312	Medical Use - Efficacy vs modern medicine - More effective	Medical Consumption
145	CIQ1402	Medical Use - Effect on prescription/OTC drug use - Reduced	Medical Consumption
146	CIQ1403	Medical Use - Effect on prescription/OTC drug use - No effect (!)	Medical Consumption
147	CIQ391	Knowledge - Understand difference between THC and CBD - Yes	Knowledge and Perception
148	CIQ392	Knowledge - Understand difference between THC and CBD - Somewhat	Knowledge and Perception
149	CIQ393	Knowledge - Understand difference between THC and CBD - No	Knowledge and Perception
150	CIQ401	Knowledge - Aware of health benefits of CBD - Yes	Knowledge and Perception
151	CIQ402	Knowledge - Aware of health benefits of CBD - Somewhat	Knowledge and Perception
152	CIQ403	Knowledge - Aware of health benefits of CBD - No	Knowledge and Perception
153	CIQ411	Knowledge - Aware of health benefits of THC - Yes	Knowledge and Perception
154	CIQ412	Knowledge - Aware of health benefits of THC - Somewhat	Knowledge and Perception

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
155	CIQ413	Knowledge - Aware of health benefits of THC - No	Knowledge and Perception
156	CIQ44112	Perception - Social acceptability - Alcohol - Acceptable	Knowledge and Perception
157	CIQ4413	Perception - Social acceptability - Alcohol - Undecided (!)	Knowledge and Perception
158	CIQ44145	Perception - Social acceptability - Alcohol - Unacceptable	Knowledge and Perception
159	CIQ44212	Perception - Social acceptability - Cannabis - Acceptable	Knowledge and Perception
160	CIQ4423	Perception - Social acceptability - Cannabis - Undecided	Knowledge and Perception
161	CIQ44245	Perception - Social acceptability - Cannabis - Unacceptable	Knowledge and Perception
162	CIQ44312	Perception - Social acceptability - Tobacco - Acceptable	Knowledge and Perception
163	CIQ4433	Perception - Social acceptability - Tobacco - Undecided	Knowledge and Perception
164	CIQ44345	Perception - Social acceptability - Tobacco - Unacceptable	Knowledge and Perception
165	CIQ4512	Perception - Legalization - Support	Knowledge and Perception
166	CIQ453	Perception - Legalization - Undecided	Knowledge and Perception
167	CIQ4545	Perception - Legalization - Oppose	Knowledge and Perception
168	CIQ481	Cannabis information source - Television	Knowledge and Perception
169	CIQ482	Cannabis information source - Radio (!)	Knowledge and Perception
170	CIQ483	Cannabis information source - Social media	Knowledge and Perception
171	CIQ484	Cannabis information source - Search engines (e.g. Google, Bing)	Knowledge and Perception
172	CIQ485	Cannabis information source - Websites	Knowledge and Perception
173	CIQ486	Cannabis information source - Government websites	Knowledge and Perception
174	CIQ487	Cannabis information source - Magazines (!)	Knowledge and Perception
175	CIQ488	Cannabis information source - Newspapers	Knowledge and Perception
176	CIQ489	Cannabis information source - YouTube (!)	Knowledge and Perception
177	CIQ4810	Cannabis information source - Friends/family	Knowledge and Perception
178	CIQ4811	Cannabis information source - People that use cannabis	Knowledge and Perception
179	CIQ4812	Cannabis information source - Cannabis retailers	Knowledge and Perception
180	CIQ4211	Brand perception after launching cannabis product - Health and Wellness brand - Positive	Brand Impact
181	CIQ4212	Brand perception after launching cannabis product - Health and Wellness brand - No change	Brand Impact
182	CIQ4213	Brand perception after launching cannabis product - Health and Wellness brand - Negative	Brand Impact
183	CIQ4221	Brand perception after launching cannabis product - Alcohol brand - Positive	Brand Impact
184	CIQ4222	Brand perception after launching cannabis product - Alcohol brand - No change	Brand Impact
185	CIQ4223	Brand perception after launching cannabis product - Alcohol brand - Negative	Brand Impact
186	CIQ4231	Brand perception after launching cannabis product - Beverage brand - Positive	Brand Impact
187	CIQ4232	Brand perception after launching cannabis product - Beverage brand - No change	Brand Impact
188	CIQ4233	Brand perception after launching cannabis product - Beverage brand - Negative	Brand Impact
189	CIQ4241	Brand perception after launching cannabis product - Packaged food/snack brand - Positive	Brand Impact

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
190	CIQ4242	Brand perception after launching cannabis product - Packaged food/snack brand - No change	Brand Impact
191	CIQ4243	Brand perception after launching cannabis product - Packaged food/snack brand - Negative	Brand Impact
192	CIQ4251	Brand perception after launching cannabis product - Cosmetics brand - Positive	Brand Impact
193	CIQ4252	Brand perception after launching cannabis product - Cosmetics brand - No change	Brand Impact
194	CIQ4253	Brand perception after launching cannabis product - Cosmetics brand - Negative	Brand Impact
195	CIQ4261	Brand perception after launching cannabis product - Personal Care brand - Positive	Brand Impact
196	CIQ4262	Brand perception after launching cannabis product - Personal Care brand - No change	Brand Impact
197	CIQ4263	Brand perception after launching cannabis product - Personal Care brand - Negative	Brand Impact
198	CIQ4271	Brand perception after launching cannabis product - Restaurant brands - Positive	Brand Impact
199	CIQ4272	Brand perception after launching cannabis product - Restaurant brands - No change	Brand Impact
200	CIQ4273	Brand perception after launching cannabis product - Restaurant brands - Negative	Brand Impact
201	CIQ4311	Brand usage change after launching cannabis product - Health and Wellness brand - Increase	Brand Impact
202	CIQ4312	Brand usage change after launching cannabis product - Health and Wellness brand - No change	Brand Impact
203	CIQ4313	Brand usage change after launching cannabis product - Health and Wellness brand - Decrease (!)	Brand Impact
204	CIQ4321	Brand usage change after launching cannabis product - Alcohol brand - Increase	Brand Impact
205	CIQ4322	Brand usage change after launching cannabis product - Alcohol brand - No change	Brand Impact
206	CIQ4323	Brand usage change after launching cannabis product - Alcohol brand - Decrease	Brand Impact
207	CIQ4331	Brand usage change after launching cannabis product - Beverage brand - Increase	Brand Impact
208	CIQ4332	Brand usage change after launching cannabis product - Beverage brand - No change	Brand Impact
209	CIQ4333	Brand usage change after launching cannabis product - Beverage brand - Decrease	Brand Impact
210	CIQ4341	Brand usage change after launching cannabis product - Packaged food/snack brand - Increase	Brand Impact
211	CIQ4342	Brand usage change after launching cannabis product - Packaged food/snack brand - No change	Brand Impact
212	CIQ4343	Brand usage change after launching cannabis product - Packaged food/snack brand - Decrease	Brand Impact
213	CIQ4351	Brand usage change after launching cannabis product - Cosmetics brand - Increase (!)	Brand Impact
214	CIQ4352	Brand usage change after launching cannabis product - Cosmetics brand - No change	Brand Impact
215	CIQ4353	Brand usage change after launching cannabis product - Cosmetics brand - Decrease	Brand Impact
216	CIQ4361	Brand usage change after launching cannabis product - Personal Care brand - Increase	Brand Impact
217	CIQ4362	Brand usage change after launching cannabis product - Personal Care brand - No change	Brand Impact
218	CIQ4363	Brand usage change after launching cannabis product - Personal Care brand - Decrease	Brand Impact
219	CIQ4371	Brand usage change after launching cannabis product - Restaurant brand - Increase	Brand Impact
220	CIQ4372	Brand usage change after launching cannabis product - Restaurant brand - No change	Brand Impact
221	CIQ4373	Brand usage change after launching cannabis product - Restaurant brand - Decrease	Brand Impact

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
222	CIQ46112	Views - Cannabis is gateway drug that leads users to other more harmful drugs - Disagree	Psychographics
223	CIQ4613	Views - Cannabis is gateway drug that leads users to other more harmful drugs - Neutral	Psychographics
224	CIQ46145	Views - Cannabis is gateway drug that leads users to other more harmful drugs - Agree	Psychographics
225	CIQ46212	Views - Cannabis is damaging to physical and/or mental health - Disagree	Psychographics
226	CIQ4623	Views - Cannabis is damaging to physical and/or mental health - Neutral	Psychographics
227	CIQ46245	Views - Cannabis is damaging to physical and/or mental health - Agree	Psychographics
228	CIQ46312	Views - Edible cannabis is safer than smoking it - Disagree	Psychographics
229	CIQ4633	Views - Edible cannabis is safer than smoking it - Neutral	Psychographics
230	CIQ46345	Views - Edible cannabis is safer than smoking it - Agree	Psychographics
231	CIQ46412	Views - Cannabis is less harmful than alcohol - Disagree	Psychographics
232	CIQ4643	Views - Cannabis is less harmful than alcohol - Neutral	Psychographics
233	CIQ46445	Views - Cannabis is less harmful than alcohol - Agree	Psychographics
234	CIQ46512	Views - Cannabis is less harmful than tobacco - Disagree	Psychographics
235	CIQ4653	Views - Cannabis is less harmful than tobacco - Neutral	Psychographics
236	CIQ46545	Views - Cannabis is less harmful than tobacco - Agree	Psychographics
237	CIQ46612	Views - Cannabis should not be consumed in combination with alcohol - Disagree	Psychographics
238	CIQ4663	Views - Cannabis should not be consumed in combination with alcohol - Neutral	Psychographics
239	CIQ46645	Views - Cannabis should not be consumed in combination with alcohol - Agree	Psychographics
240	CIQ46712	Views - Cannabis is an alternate form of treatment to some medical conditions - Disagree	Psychographics
241	CIQ4673	Views - Cannabis is an alternate form of treatment to some medical conditions - Neutral	Psychographics
242	CIQ46745	Views - Cannabis is an alternate form of treatment to some medical conditions - Agree	Psychographics
243	CIQ46812	Views - Cannabis can offer wellness or therapeutic benefits - Disagree	Psychographics
244	CIQ4683	Views - Cannabis can offer wellness or therapeutic benefits - Neutral	Psychographics
245	CIQ46845	Views - Cannabis can offer wellness or therapeutic benefits - Agree	Psychographics
246	CIQ46912	Views - Like idea of cannabis products having the health benefit, but no 'high' - Disagree	Psychographics
247	CIQ4693	Views - Like idea of cannabis products having the health benefit, but no 'high' - Neutral	Psychographics
248	CIQ46945	Views - Like idea of cannabis products having the health benefit, but no 'high' - Agree	Psychographics
249	CIQ461012	Views - Feel safer for myself/family since cannabis has been legalized and regulated - Disagree	Psychographics
250	CIQ46103	Views - Feel safer for myself/family since cannabis has been legalized and regulated - Neutral	Psychographics
251	CIQ461045	Views - Feel safer for myself/family since cannabis has been legalized and regulated - Agree	Psychographics

CannabisInsights 2019

Variables List

Order	Variable ID	Variable Description	Category
252	CIQ461112	Views - Cannabis legalization will eliminate cannabis on the black market over time - Disagree	Psychographics
253	CIQ46113	Views - Cannabis legalization will eliminate cannabis on the black market over time - Neutral	Psychographics
254	CIQ461145	Views - Cannabis legalization will eliminate cannabis on the black market over time - Agree	Psychographics
255	CIQ47112	Views - Won't trust food/beverage brands regularly purchase if start selling products infused with cannabis - Disagree	Psychographics
256	CIQ4713	Views - Won't trust food/beverage brands regularly purchase if start selling products infused with cannabis - Neutral	Psychographics
257	CIQ47145	Views - Won't trust food/beverage brands regularly purchase if start selling products infused with cannabis - Agree	Psychographics
258	CIQ47212	Views - Need to know/trust brand when assessing quality/safety of products derived from/infused with cannabis - Disagree	Psychographics
259	CIQ4723	Views - Need to know/trust brand when assessing quality/safety of products derived from/infused with cannabis - Neutral	Psychographics
260	CIQ47245	Views - Need to know/trust brand when assessing quality/safety of products derived from/infused with cannabis - Agree	Psychographics
261	CIQ47312	Views - Would support cannabis company based on their corporate/social responsibility - Disagree	Psychographics
262	CIQ4733	Views - Would support cannabis company based on their corporate/social responsibility - Neutral	Psychographics
263	CIQ47345	Views - Would support cannabis company based on their corporate/social responsibility - Agree	Psychographics
264	CIQ47412	Views - It's important for cannabis brands to educate people on the effects and use of their products - Disagree	Psychographics
265	CIQ4743	Views - It's important for cannabis brands to educate people on the effects and use of their products - Neutral	Psychographics
266	CIQ47445	Views - It's important for cannabis brands to educate people on the effects and use of their products - Agree	Psychographics
267	CIQ47512	Views - Like alcohol ads, cannabis advertising should be able to communicate a lifestyle - Disagree	Psychographics
268	CIQ4753	Views - Like alcohol ads, cannabis advertising should be able to communicate a lifestyle - Neutral	Psychographics
269	CIQ47545	Views - Like alcohol ads, cannabis advertising should be able to communicate a lifestyle - Agree	Psychographics
270	CIQ47612	Views - Like tobacco, cannabis advertising should not be allowed at all - Disagree	Psychographics
271	CIQ4763	Views - Like tobacco, cannabis advertising should not be allowed at all - Neutral	Psychographics
272	CIQ47645	Views - Like tobacco, cannabis advertising should not be allowed at all - Agree	Psychographics
273	CIQ47712	Views - Cannabis should be allowed to be advertised as a medical option - Disagree	Psychographics
274	CIQ4773	Views - Cannabis should be allowed to be advertised as a medical option - Neutral	Psychographics

CannabisInsights 2019 Variables List

Order	Variable ID	Variable Description	Category
275	CIQ47745	Views - Cannabis should be allowed to be advertised as a medical option - Agree	Psychographics
276	CIQ47812	Views - Established brands that are creating cannabis products are innovative and trendy - Disagree	Psychographics
277	CIQ4783	Views - Established brands that are creating cannabis products are innovative and trendy - Neutral	Psychographics
278	CIQ47845	Views - Established brands that are creating cannabis products are innovative and trendy - Agree	Psychographics