

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Population of Age 19 and Up</b>	49,351		36,971		
<b>Ever Consumed Cannabis</b>					
Ever Used Cannabis - Yes	18,882	38.26%	13,346	36.10%	94
<b>Current Cannabis User</b>					
Current Cannabis User - Yes	13,338	27.03%	8,495	22.98%	85
<b>Usage Frequency</b>					
Usage Frequency - Daily	2,949	5.98%	2,075	5.61%	94
Usage Frequency - Weekly	2,695	5.46%	1,775	4.80%	88
Usage Frequency - Monthly	1,576	3.19%	638	1.73%	54
Usage Frequency - Every couple months	1,711	3.47%	531	1.44%	41
Usage Frequency - A couple times a year	1,777	3.60%	1,925	5.21%	145
Usage Frequency - Less often	1,166	2.36%	539	1.46%	62
Usage Frequency - Consumed in the past but not anymore	7,007	14.20%	5,862	15.86%	112
<b>If Stopped to Use - Why</b>					
Reasons to Stop - It didn't give me the effect I was looking for	667	1.35%	495	1.34%	99
Reasons to Stop - I was unable to find a regular supply	28	0.06%	21	0.06%	100
Reasons to Stop - I didn't like the 'high'	1,128	2.29%	718	1.94%	85
Reasons to Stop - I didn't like the side effects	1,556	3.15%	1,263	3.42%	109
Reasons to Stop - I could not afford it	351	0.71%	360	0.97%	137
Reasons to Stop - Because of its illegal status at the time	612	1.24%	309	0.84%	68
Reasons to Stop - Grew out of it	1,727	3.50%	1,294	3.50%	100
Reasons to Stop - It was leading to personal/social issues	79	0.16%	59	0.16%	100
Reasons to Stop - Other reason	674	1.37%	358	0.97%	71
<b>Usage Recency</b>					
Usage Recency - Yesterday	4,028	8.16%	2,711	7.33%	90
Usage Recency - Past week	8,439	17.10%	4,934	13.35%	78
Usage Recency - Past month	10,821	21.93%	6,953	18.81%	86
Usage Recency - Past 3 months	10,857	22.00%	6,694	18.11%	82
Usage Recency - Past 6 months	11,842	24.00%	7,368	19.93%	83
Usage Recency - Past year	13,066	26.48%	8,739	23.64%	89
Usage Recency - More than a year ago	430	0.87%	256	0.69%	79
<b>How Long Been Using</b>					
How Long Been Using - < 1 year	1,743	3.53%	1,382	3.74%	106
How Long Been Using - 1-5 years	5,767	11.69%	4,297	11.62%	99
How Long Been Using - 6-10 years	1,142	2.31%	790	2.14%	93
How Long Been Using - 11-15 years	444	0.90%	138	0.37%	41
How Long Been Using - 16-20 years	934	1.89%	308	0.83%	44
How Long Been Using - >20 years	3,309	6.71%	1,581	4.28%	64
<b>Using Forms/Products</b>					
Forms/Products - Bud/flower (e.g. for a joint or pipe)	8,234	16.69%	4,179	11.30%	68
Forms/Products - Vape	4,098	8.30%	2,502	6.77%	82
Forms/Products - Edibles (e.g. brownies, gummies)	6,331	12.83%	4,001	10.82%	84
Forms/Products - Pre-rolled joint	6,584	13.34%	4,422	11.96%	90
Forms/Products - Concentrates (e.g. capsule, tincture, oil)	3,411	6.91%	2,476	6.70%	97

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Forms/Products - Beverage	220	0.45%	165	0.45%	100
Forms/Products - Topical (e.g. cream, oil, serum)	1,652	3.35%	2,065	5.58%	167
Forms/Products - Other	253	0.51%	189	0.51%	100
<b>Other Forms/Products Interested in Using</b>					
Other Forms/Products - Bud/flower (e.g. for a joint or pipe)	1,182	2.40%	538	1.46%	61
Other Forms/Products - Vape	1,071	2.17%	964	2.61%	120
Other Forms/Products - Edibles (e.g. brownies, gummies)	5,188	10.51%	3,636	9.83%	94
Other Forms/Products - Pre-rolled joint	1,159	2.35%	404	1.09%	46
Other Forms/Products - Concentrates (e.g. capsule, tincture, oil)	4,641	9.41%	3,095	8.37%	89
Other Forms/Products - Beverage	2,920	5.92%	1,248	3.38%	57
Other Forms/Products - Topical (e.g. cream, oil, serum)	2,656	5.38%	1,233	3.33%	62
Other Forms/Products - Other	1,458	2.95%	811	2.19%	74
<b>First Use post Legalization</b>					
First Use post Legalization - Yes	322	0.65%	157	0.43%	66
First Use post Legalization - No	13,016	26.38%	8,338	22.55%	85
<b>How Usage Changed post Legalization</b>					
Usage Changed post Legalization - Increased	874	1.77%	753	2.04%	115
Usage Changed post Legalization - Stayed the same	10,067	20.40%	5,716	15.46%	76
Usage Changed post Legalization - Decreased	805	1.63%	603	1.63%	100
<b>Motive to Consume</b>					
Motive to Consume - Relax/unwind	10,240	20.75%	6,322	17.10%	82
Motive to Consume - Have fun	7,594	15.39%	5,504	14.89%	97
Motive to Consume - Remedy/treatment/therapy	7,208	14.61%	3,960	10.71%	73
Motive to Consume - Improve the mood	3,616	7.33%	2,676	7.24%	99
Motive to Consume - Make activities interesting	2,096	4.25%	1,753	4.74%	112
Motive to Consume - Increase creativity	1,930	3.91%	1,487	4.02%	103
Motive to Consume - Help concentration	1,135	2.30%	776	2.10%	91
Motive to Consume - Meditate	1,077	2.18%	899	2.43%	111
Motive to Consume - Improve sex life	1,364	2.76%	1,298	3.51%	127
Motive to Consume - Heighten the senses	1,490	3.02%	1,275	3.45%	114
Motive to Consume - Help connect with others	2,202	4.46%	1,775	4.80%	108
Motive to Consume - Other	894	1.81%	684	1.85%	102
<b>Impact on Other Products Usage - Salty Snacks</b>					
Impact on Usage - Salty Snacks - Consume more	3,715	7.53%	2,040	5.52%	73
Impact on Usage - Salty Snacks - No impact	9,519	19.29%	6,378	17.25%	89
Impact on Usage - Salty Snacks - Consume less	105	0.21%	78	0.21%	100
<b>Impact on Other Products Usage - Chocolate/Candy</b>					
Impact on Usage - Chocolate/Candy - Consume more	4,531	9.18%	2,209	5.98%	65
Impact on Usage - Chocolate/Candy - No impact	8,619	17.47%	6,137	16.60%	95
Impact on Usage - Chocolate/Candy - Consume less	188	0.38%	149	0.40%	105
<b>Impact on Other Products Usage - Fast Food</b>					
Impact on Usage - Fast Food - Consume more	2,993	6.07%	1,824	4.93%	81
Impact on Usage - Fast Food - No impact	9,634	19.52%	6,399	17.31%	89
Impact on Usage - Fast Food - Consume less	711	1.44%	272	0.74%	51

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
<b>Impact on Other Products Usage - Frozen Food</b>					
Impact on Usage - Frozen Food - Consume more	672	1.36%	482	1.30%	96
Impact on Usage - Frozen Food - No impact	11,630	23.57%	7,730	20.91%	89
Impact on Usage - Frozen Food - Consume less	1,037	2.10%	283	0.77%	37
<b>Impact on Other Products Usage - Vaping (non-cannabis)</b>					
Impact on Usage - Vaping (non-cannabis) - Consume more	302	0.61%	414	1.12%	184
Impact on Usage - Vaping (non-cannabis) - No impact	11,597	23.50%	7,704	20.84%	89
Impact on Usage - Vaping (non-cannabis) - Consume less	1,440	2.92%	377	1.02%	35
<b>Impact on Other Products Usage - Pop/Soda</b>					
Impact on Usage - Pop/Soda - Consume more	1,143	2.32%	395	1.07%	46
Impact on Usage - Pop/Soda - No impact	11,231	22.76%	7,395	20.00%	88
Impact on Usage - Pop/Soda - Consume less	964	1.95%	705	1.91%	98
<b>Impact on Other Products Usage - Cigarettes</b>					
Impact on Usage - Cigarettes - Consume more	943	1.91%	332	0.90%	47
Impact on Usage - Cigarettes - No impact	10,030	20.33%	7,279	19.69%	97
Impact on Usage - Cigarettes - Consume less	2,365	4.79%	885	2.39%	50
<b>Impact on Other Products Usage - Alcohol</b>					
Impact on Usage - Alcohol - Consume more	758	1.54%	528	1.43%	93
Impact on Usage - Alcohol - No impact	9,307	18.86%	6,306	17.06%	90
Impact on Usage - Alcohol - Consume less	3,274	6.63%	1,661	4.49%	68
<b>Impact on Other Products Usage - Pain Medication</b>					
Impact on Usage - Pain Medication - Consume more	303	0.61%	308	0.83%	136
Impact on Usage - Pain Medication - No impact	10,096	20.46%	6,709	18.15%	89
Impact on Usage - Pain Medication - Consume less	2,940	5.96%	1,478	4.00%	67
<b>Impact on Other Products Usage - Other Medication</b>					
Impact on Usage - Other Medication - Consume more	70	0.14%	40	0.11%	79
Impact on Usage - Other Medication - No impact	10,811	21.91%	7,468	20.20%	92
Impact on Usage - Other Medication - Consume less	2,457	4.98%	987	2.67%	54
<b>Medical Conditions Personally Have</b>					
Medical Conditions - Mental health	7,443	15.08%	4,112	11.12%	74
Medical Conditions - Menstrual cramps	5,146	10.43%	4,447	12.03%	115
Medical Conditions - Terminal illness	137	0.28%	107	0.29%	104
Medical Conditions - Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	5,285	10.71%	4,030	10.90%	102
Medical Conditions - General pain management (e.g. headache, body ache)	14,538	29.46%	10,784	29.17%	99
Medical Conditions - Chronic pain (e.g. fibromyalgia, arthritis)	8,781	17.79%	5,930	16.04%	90
Medical Conditions - Stress/anxiety	13,876	28.12%	9,665	26.14%	93
Medical Conditions - Weight management	16,362	33.16%	13,275	35.91%	108
Medical Conditions - Fatigue	10,119	20.50%	7,272	19.67%	96
Medical Conditions - Nausea	2,546	5.16%	1,780	4.82%	93
Medical Conditions - Skin conditions	11,310	22.92%	7,442	20.13%	88
Medical Conditions - Other	2,289	4.64%	1,417	3.83%	83
<b>Medical Usage - Have/Had a Prescription</b>					
Prescription - Yes	1,513	3.07%	783	2.12%	69

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Prescription - No	5,695	11.54%	3,177	8.59%	74
<b>Medically Use/Used for</b>					
Medically Use for - Mental health	1,247	2.53%	1,117	3.02%	119
Medically Use for - Menstrual cramps	709	1.44%	1,254	3.39%	235
Medically Use for - Terminal illness	21	0.04%	14	0.04%	100
Medically Use for - Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	952	1.93%	451	1.22%	63
Medically Use for - General pain management (e.g. headache, body ache)	4,265	8.64%	2,317	6.27%	73
Medically Use for - Chronic pain (e.g. fibromyalgia, arthritis)	2,976	6.03%	1,101	2.98%	49
Medically Use for - Stress/anxiety	3,596	7.29%	2,571	6.95%	95
Medically Use for - Weight management	193	0.39%	144	0.39%	100
Medically Use for - Fatigue	442	0.90%	229	0.62%	69
Medically Use for - Nausea	356	0.72%	237	0.64%	89
Medically Use for - Skin conditions	152	0.31%	114	0.31%	100
Medically Use for - Other	400	0.81%	276	0.75%	93
Medically Use for - None	103	0.21%	77	0.21%	100
<b>Medical Usage - What Prompted</b>					
Medical Usage - Failure of initial remedy/treatment/therapy	1,610	3.26%	1,064	2.88%	88
Medical Usage - Side effects of initial remedy/treatment/therapy	1,830	3.71%	1,551	4.20%	113
Medical Usage - Preference for a 'natural' product	2,067	4.19%	960	2.60%	62
Medical Usage - I believe that it is a safer product	2,095	4.25%	1,650	4.46%	105
Medical Usage - Positive experiences during recreational use	3,834	7.77%	2,769	7.49%	96
Medical Usage - Advised by a medical professional	1,149	2.33%	370	1.00%	43
Medical Usage - Received a prescription from a medical professional	255	0.52%	95	0.26%	50
Medical Usage - Advised by a friend/relative/acquaintance	1,975	4.00%	1,568	4.24%	106
Medical Usage - Learned the benefits of cannabis through media	1,699	3.44%	1,395	3.77%	110
Medical Usage - Other	204	0.41%	153	0.41%	100
<b>Medical Usage - How Effective vs. Modern Medicine/Treatment</b>					
Cannabis vs. Medicine/Treatment - More effective	3,224	6.53%	2,676	7.24%	111
Cannabis vs. Medicine/Treatment - Somewhat more effective	2,675	5.42%	914	2.47%	46
Cannabis vs. Medicine/Treatment - No difference	1,086	2.20%	239	0.65%	30
Cannabis vs. Medicine/Treatment - Somewhat less effective	135	0.27%	74	0.20%	74
Cannabis vs. Medicine/Treatment - Less effective	88	0.18%	58	0.16%	89
<b>Medical Usage - Effect on Pharmaceutical Drug Use</b>					
Cannabis vs. Pharmaceutical Drug - Replaced	872	1.77%	480	1.30%	73
Cannabis vs. Pharmaceutical Drug - Reduced	3,095	6.27%	1,807	4.89%	78
Cannabis vs. Pharmaceutical Drug - No effects	2,789	5.65%	1,443	3.90%	69
Cannabis vs. Pharmaceutical Drug - Increased	26	0.05%	19	0.05%	100
Cannabis vs. Pharmaceutical Drug - Did not use other pharmaceutical drugs	426	0.86%	210	0.57%	66
<b>Purchasing - Important Factors When Selecting</b>					
Selecting by - Smell	3,162	6.41%	1,342	3.63%	57

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Selecting by - How the bud/flower looks or feels	2,997	6.07%	1,341	3.63%	60
Selecting by - Packaging	1,149	2.33%	951	2.57%	110
Selecting by - Quality	10,513	21.30%	5,774	15.62%	73
Selecting by - Form (e.g. bud/flower, pre-roll, concentrate, edible, etc.)	7,336	14.86%	5,480	14.82%	100
Selecting by - Consistent dosage	4,521	9.16%	3,015	8.16%	89
Selecting by - Strain/species	3,645	7.39%	2,575	6.96%	94
Selecting by - High THC	2,958	5.99%	1,728	4.68%	78
Selecting by - High CBD	2,758	5.59%	2,138	5.78%	103
Selecting by - Other	719	1.46%	538	1.46%	100
<b>Purchasing Frequency - Bud/Flower</b>					
Purchasing Bud/Flower - Daily	43	0.09%	30	0.08%	89
Purchasing Bud/Flower - Weekly	585	1.19%	833	2.25%	189
Purchasing Bud/Flower - Monthly	2,325	4.71%	694	1.88%	40
Purchasing Bud/Flower - Every 3 months	2,249	4.56%	1,281	3.47%	76
Purchasing Bud/Flower - Every 6 months	1,076	2.18%	667	1.80%	83
Purchasing Bud/Flower - Once a year or less often	729	1.48%	240	0.65%	44
Purchasing Bud/Flower - Obtain for free	1,228	2.49%	434	1.17%	47
<b>Purchasing Grams per Purchase - Bud/Flower</b>					
Bud/Flower per Purchase - Less than 1g	51	0.10%	30	0.08%	80
Bud/Flower per Purchase - 1g - 2g	1,733	3.51%	1,167	3.16%	90
Bud/Flower per Purchase - 3g - 5g	1,603	3.25%	500	1.35%	42
Bud/Flower per Purchase - 6g - 10g	1,486	3.01%	1,006	2.72%	90
Bud/Flower per Purchase - 11g - 20g	529	1.07%	273	0.74%	69
Bud/Flower per Purchase - 21g - 30g	739	1.50%	436	1.18%	79
Bud/Flower per Purchase - 31g - 50g	96	0.20%	57	0.15%	75
Bud/Flower per Purchase - Over 50g	175	0.36%	104	0.28%	78
Bud/Flower per Purchase - Don't know	435	0.88%	157	0.42%	48
Bud/Flower per Purchase - Obtain for free	1,387	2.81%	449	1.22%	43
<b>Purchasing \$ per Gram - Bud/Flower</b>					
Bud/Flower - Less than \$5/g	839	1.70%	242	0.66%	39
Bud/Flower - \$5-\$7/g	1,061	2.15%	388	1.05%	49
Bud/Flower - \$8-\$10/g	3,057	6.20%	2,165	5.86%	95
Bud/Flower - \$11-\$15/g	1,278	2.59%	476	1.29%	50
Bud/Flower - Over \$15/g	175	0.36%	96	0.26%	72
Bud/Flower - Don't know	576	1.17%	388	1.05%	90
Bud/Flower - Obtain for free	1,248	2.53%	423	1.14%	45
<b>Average Monthly Spend - Bud/Flower</b>					
Bud/Flower - Less than \$2	475	0.96%	242	0.65%	68
Bud/Flower - \$2 - \$5	354	0.72%	144	0.39%	54
Bud/Flower - \$6 - \$10	773	1.57%	417	1.13%	72
Bud/Flower - \$11 - \$25	1,240	2.51%	689	1.86%	74
Bud/Flower - \$26 - \$50	1,195	2.42%	310	0.84%	35
Bud/Flower - \$51 - \$75	486	0.99%	205	0.55%	56

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	Value	Percent	Value	Percent	Index
Bud/Flower - \$76 - \$100	322	0.65%	184	0.50%	77
Bud/Flower - \$101 - \$150	742	1.50%	586	1.59%	106
Bud/Flower - \$151 - \$200	441	0.90%	322	0.87%	97
Bud/Flower - \$201 - \$300	356	0.72%	260	0.70%	97
Bud/Flower - \$301 - \$400	274	0.56%	201	0.54%	96
Bud/Flower - Over \$400	205	0.42%	150	0.41%	98
Bud/Flower - Obtain for free	1,371	2.78%	469	1.27%	46
<b>Purchasing Frequency - Edibles</b>					
Purchasing Edibles - Daily	33	0.07%	24	0.07%	100
Purchasing Edibles - Weekly	298	0.60%	218	0.59%	98
Purchasing Edibles - Monthly	1,609	3.26%	547	1.48%	45
Purchasing Edibles - Every 3 months	1,612	3.27%	1,515	4.10%	125
Purchasing Edibles - Every 6 months	1,098	2.23%	804	2.17%	97
Purchasing Edibles - Once a year or less often	920	1.86%	286	0.77%	41
Purchasing Edibles - Obtain for free	762	1.54%	607	1.64%	106
<b>Average Monthly Spend - Edibles</b>					
Edibles - Less than \$2	590	1.20%	131	0.35%	29
Edibles - \$2 - \$5	1,021	2.07%	746	2.02%	98
Edibles - \$6 - \$10	575	1.17%	288	0.78%	67
Edibles - \$11 - \$25	1,588	3.22%	1,339	3.62%	112
Edibles - \$26 - \$50	1,085	2.20%	366	0.99%	45
Edibles - \$51 - \$75	217	0.44%	158	0.43%	98
Edibles - \$76 - \$100	63	0.13%	46	0.13%	100
Edibles - 101 - \$150	42	0.09%	31	0.08%	89
Edibles - \$151 - \$200	174	0.35%	127	0.34%	97
Edibles - Over \$200	126	0.26%	92	0.25%	96
Edibles - Obtain for free	850	1.72%	677	1.83%	106
<b>Purchasing Frequency - Vaping</b>					
Purchasing Vaping - Daily	95	0.19%	59	0.16%	84
Purchasing Vaping - Weekly	345	0.70%	265	0.72%	103
Purchasing Vaping - Monthly	1,540	3.12%	1,388	3.75%	120
Purchasing Vaping - Every 3 months	981	1.99%	226	0.61%	31
Purchasing Vaping - Every 6 months	122	0.25%	69	0.19%	76
Purchasing Vaping - Once a year or less often	674	1.37%	283	0.76%	55
Purchasing Vaping - Obtain for free	342	0.69%	212	0.57%	83
<b>Average Monthly Spend - Vaping</b>					
Vaping - Less than \$2	94	0.19%	77	0.21%	111
Vaping - \$2 - \$5	174	0.35%	143	0.39%	111
Vaping - \$6 - \$10	271	0.55%	223	0.60%	109
Vaping - \$11 - \$25	1,071	2.17%	175	0.47%	22
Vaping - \$26 - \$50	961	1.95%	790	2.14%	110
Vaping - \$51 - \$75	335	0.68%	118	0.32%	47
Vaping - \$76 - \$100	165	0.34%	136	0.37%	109
Vaping - 101 - \$150	7	0.02%	2	0.01%	50

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Vaping - \$151 - \$200	170	0.34%	140	0.38%	112
Vaping - 201 - \$250	78	0.16%	64	0.17%	106
Vaping - 251 - \$300	138	0.28%	113	0.31%	111
Vaping - Over \$300	243	0.49%	200	0.54%	110
Vaping - Obtain for free	391	0.79%	322	0.87%	110
<b>Purchasing Frequency - Other Forms (e.g. pre-rolls, concentrates)</b>					
Purchasing Other Forms - Daily	39	0.08%	29	0.08%	100
Purchasing Other Forms - Weekly	416	0.84%	394	1.07%	127
Purchasing Other Forms - Monthly	2,239	4.54%	1,069	2.89%	64
Purchasing Other Forms - Every 3 months	1,238	2.51%	777	2.10%	84
Purchasing Other Forms - Every 6 months	1,821	3.69%	1,364	3.69%	100
Purchasing Other Forms - Once a year or less often	844	1.71%	558	1.51%	88
Purchasing Other Forms - Obtain for free	626	1.27%	244	0.66%	52
<b>Average Monthly Spend - Other forms (e.g. pre-rolls, concentrates)</b>					
Other Forms - Less than \$2	618	1.25%	324	0.88%	70
Other Forms - \$2 - \$5	552	1.12%	168	0.45%	40
Other Forms - \$6 - \$10	946	1.92%	589	1.59%	83
Other Forms - \$11 - \$25	1,420	2.88%	725	1.96%	68
Other Forms - \$26 - \$50	729	1.48%	627	1.70%	115
Other Forms - \$51 - \$75	423	0.86%	299	0.81%	94
Other Forms - \$76 - \$100	790	1.60%	558	1.51%	94
Other Forms - 101 - \$150	150	0.30%	106	0.29%	97
Other Forms - \$151 - \$200	310	0.63%	312	0.84%	133
Other Forms - 201 - \$250	52	0.11%	36	0.10%	91
Other Forms - 251 - \$300	187	0.38%	132	0.36%	95
Other Forms - Over \$300	373	0.76%	272	0.74%	97
Other Forms - Obtain for free	673	1.36%	286	0.77%	57
<b>Average Monthly Spend - Any Form</b>					
Any Form - Less than \$2	714	1.45%	391	1.06%	73
Any Form - \$2 - \$5	782	1.58%	384	1.04%	66
Any Form - \$6 - \$10	1,042	2.11%	679	1.84%	87
Any Form - \$11 - \$25	1,741	3.53%	840	2.27%	64
Any Form - \$26 - \$50	1,228	2.49%	884	2.39%	96
Any Form - \$51 - \$75	650	1.32%	463	1.25%	95
Any Form - \$76 - \$100	712	1.44%	496	1.34%	93
Any Form - \$101 - \$150	2,669	5.41%	982	2.66%	49
Any Form - \$151 - \$200	393	0.80%	443	1.20%	150
Any Form - \$201 - \$300	884	1.79%	669	1.81%	101
Any Form - \$301 - \$400	409	0.83%	143	0.39%	47
Any Form - \$401 - \$500	198	0.40%	463	1.25%	313
Any Form - Over \$500	483	0.98%	326	0.88%	90
Any Form - Obtain for free	1,433	2.90%	1,332	3.60%	124
<b>How Obtained Purchase</b>					
Obtained - Legal ' In-line with provincial regulations	6,270	12.71%	4,609	12.47%	98

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Obtained - Black market ' Sources that are not government licensed	4,940	10.01%	2,933	7.93%	79
Obtained - Don't know	1,056	2.14%	529	1.43%	67
Obtained - Prefer not to answer	2,168	4.39%	1,728	4.67%	106
<b>Purchasing - Legal Sources</b>					
Legal Sources - In-store	4,464	9.05%	3,664	9.91%	110
Legal Sources - Online	1,338	2.71%	619	1.67%	62
Legal Sources - Homegrown (excl Quebec)	393	0.80%	184	0.50%	63
Legal Sources - Medical cannabis provider	437	0.89%	175	0.47%	53
Legal Sources - Don't know	78	0.16%	59	0.16%	100
<b>Purchasing - Black Market Sources</b>					
Black Market Sources - Dealer	689	1.40%	446	1.21%	86
Black Market Sources - Friend	2,745	5.56%	901	2.44%	44
Black Market Sources - Family member	623	1.26%	336	0.91%	72
Black Market Sources - Non-government retailers/dispensaries	1,471	2.98%	1,248	3.38%	113
Black Market Sources - Online	780	1.58%	541	1.46%	92
Black Market Sources - Homegrown (only Quebec)	4	0.01%	1	0.00%	0
Black Market Sources - Other	104	0.21%	78	0.21%	100
Black Market Sources - Don't know	39	0.08%	29	0.08%	100
Black Market Sources - Prefer not to answer	80	0.16%	60	0.16%	100
<b>Purchasing - Why Not Use Legal Source</b>					
Why Not Use Legal Source - Cost	2,408	4.88%	801	2.17%	44
Why Not Use Legal Source - Convenience	1,879	3.81%	955	2.58%	68
Why Not Use Legal Source - I'm concerned about privacy	801	1.62%	399	1.08%	67
Why Not Use Legal Source - I'm concerned about buying online with a credit card	134	0.27%	38	0.10%	37
Why Not Use Legal Source - I trust my current source	1,323	2.68%	442	1.20%	45
Why Not Use Legal Source - Lack of availability from legal channels	1,698	3.44%	722	1.95%	57
Why Not Use Legal Source - I have a good relationship with my current source	1,622	3.29%	711	1.92%	58
Why Not Use Legal Source - I'm confused around what is legal	112	0.23%	84	0.23%	100
Why Not Use Legal Source - I know someone who grows it	1,211	2.45%	512	1.38%	56
Why Not Use Legal Source - Other	270	0.55%	202	0.55%	100
Why Not Use Legal Source - Prefer not to answer	10	0.02%	8	0.02%	100
<b>Potential User - Likelihood to Use</b>					
Potential User - Very likely	233	0.47%	175	0.47%	100
Potential User - Somewhat likely	1,381	2.80%	913	2.47%	88
Potential User - Undecided	8,774	17.78%	6,397	17.30%	97
Potential User - Somewhat unlikely	5,707	11.57%	5,312	14.37%	124
Potential User - Very unlikely	19,918	40.36%	15,679	42.41%	105
<b>Potential User - Why Not Used in the Past</b>					
Potential User - Cost	3,503	7.10%	2,191	5.93%	84
Potential User - Concerned about buying online with a credit card	2,124	4.30%	1,376	3.72%	87



Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Potential User - Prefer a recommendation from a medical professional	5,681	11.51%	4,969	13.44%	117
Potential User - Unable to find a regular supply	850	1.72%	510	1.38%	80
Potential User - Morally or socially opposed	8,160	16.54%	7,113	19.24%	116
Potential User - Concerned about privacy	2,204	4.47%	1,304	3.53%	79
Potential User - Worried about its long-term effects	11,087	22.47%	10,286	27.82%	124
Potential User - Worried about addiction	7,124	14.44%	7,237	19.57%	136
Potential User - Confused around what is legal	3,028	6.14%	2,221	6.01%	98
Potential User - Because of its initial illegal status	5,075	10.28%	3,766	10.19%	99
Potential User - Judgement by others	3,778	7.66%	2,786	7.54%	98
Potential User - Worried about the kind of high	8,340	16.90%	6,222	16.83%	100
Potential User - Don't want the high	12,636	25.60%	8,710	23.56%	92
Potential User - Concerned it may trigger medical conditions	5,997	12.15%	5,491	14.85%	122
Potential User - Not interested	19,920	40.36%	15,840	42.85%	106
Potential User - Other reason	2,367	4.80%	1,648	4.46%	93
<b>Potential User - Motivation</b>					
Potential User - Motivation - Relax/unwind	3,817	7.73%	2,332	6.31%	82
Potential User - Motivation - Have fun	2,812	5.70%	1,570	4.25%	75
Potential User - Motivation - Remedy/treatment/therapy	12,183	24.69%	9,635	26.06%	106
Potential User - Motivation - Improve the mood	1,149	2.33%	820	2.22%	95
Potential User - Motivation - Make activities interesting	401	0.81%	449	1.21%	149
Potential User - Motivation - Increase creativity	675	1.37%	506	1.37%	100
Potential User - Motivation - Help concentration	719	1.46%	444	1.20%	82
Potential User - Motivation - Meditate	355	0.72%	273	0.74%	103
Potential User - Motivation - Curiosity	2,446	4.96%	1,857	5.02%	101
Potential User - Motivation - Improve sex life	726	1.47%	554	1.50%	102
Potential User - Motivation - Heighten the senses	165	0.33%	101	0.27%	82
Potential User - Motivation - Help connect with others	280	0.57%	210	0.57%	100
Potential User - Motivation - Other	1,095	2.22%	969	2.62%	118
<b>Potential User - Would Use as Medical Usage for</b>					
Potential User - Medical Usage - Mental health	427	0.87%	563	1.52%	175
Potential User - Medical Usage - Menstrual cramps	684	1.39%	393	1.06%	76
Potential User - Medical Usage - Terminal illness	4,062	8.23%	4,239	11.47%	139
Potential User - Medical Usage - Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	4,393	8.90%	3,054	8.26%	93
Potential User - Medical Usage - General pain management (e.g. headache, body ache)	6,297	12.76%	4,756	12.86%	101
Potential User - Medical Usage - Chronic pain (e.g. fibromyalgia, arthritis)	5,607	11.36%	4,535	12.27%	108
Potential User - Medical Usage - Stress/anxiety	4,848	9.82%	3,946	10.67%	109
Potential User - Medical Usage - Weight management	1,199	2.43%	704	1.91%	79
Potential User - Medical Usage - Fatigue	693	1.40%	370	1.00%	71
Potential User - Medical Usage - Nausea	905	1.83%	721	1.95%	107
Potential User - Medical Usage - Skin conditions	857	1.74%	538	1.46%	84

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Potential User - Medical Usage - Other	757	1.53%	324	0.88%	58
Potential User - Medical Usage - None	101	0.21%	76	0.21%	100
<b>Potential User - Reasons to Use as Medical Purpose</b>					
Potential User - Medical Usage - Failure of current remedy/treatment/therapy	2,913	5.90%	2,242	6.07%	103
Potential User - Medical Usage - Side effects of current remedy/treatment/therapy	2,617	5.30%	3,161	8.55%	161
Potential User - Medical Usage - Preference for a 'natural' product	4,369	8.85%	3,487	9.43%	107
Potential User - Medical Usage - I believe that it is a safer product	638	1.29%	325	0.88%	68
Potential User - Medical Usage - Advised by a medical professional	1,262	2.56%	1,220	3.30%	129
Potential User - Medical Usage - Advised by a friend/relative/acquaintance	3,328	6.74%	1,912	5.17%	77
Potential User - Medical Usage - Learned the benefits of cannabis through media	4,550	9.22%	2,694	7.29%	79
Potential User - Medical Usage - Other	868	1.76%	412	1.11%	63
<b>Potential User - Form/Product Most Likely Would Use</b>					
Potential User - Bud/flower (e.g. for a joint or pipe)	1,011	2.05%	539	1.46%	71
Potential User - Vape	1,617	3.28%	898	2.43%	74
Potential User - Edibles (e.g. brownies, gummies)	8,580	17.39%	6,887	18.63%	107
Potential User - Pre-rolled joint	795	1.61%	625	1.69%	105
Potential User - Concentrates (e.g. capsule, tincture, oil)	7,167	14.52%	6,049	16.36%	113
Potential User - Beverage	1,713	3.47%	1,640	4.44%	128
Potential User - Topical (e.g. cream, oil, serum)	5,201	10.54%	4,351	11.77%	112
Potential User - Other	0	0.00%	0	0.00%	
Potential User - Don't know	5,165	10.47%	4,147	11.22%	107
<b>Perception of Launch Cannabis Prod - Health and Wellness Prod</b>					
Health and Wellness Prod - Positive perception	18,304	37.09%	13,823	37.39%	101
Health and Wellness Prod - No change in perception	21,580	43.73%	15,915	43.05%	98
Health and Wellness Prod - Negative perception	9,466	19.18%	7,233	19.56%	102
<b>Perception of Launch Cannabis Prod - Alcohol</b>					
Alcohol - Positive perception	4,543	9.21%	3,210	8.68%	94
Alcohol - No change in perception	23,121	46.85%	16,433	44.45%	95
Alcohol - Negative perception	21,686	43.94%	17,328	46.87%	107
<b>Perception of Launch Cannabis Prod - Beverage</b>					
Beverage - Positive perception	5,081	10.30%	3,556	9.62%	93
Beverage - No change in perception	25,621	51.92%	18,215	49.27%	95
Beverage - Negative perception	18,649	37.79%	15,200	41.11%	109
<b>Perception of Launch Cannabis Prod - Packaged Food/snack</b>					
Packaged Food/snack - Positive perception	6,643	13.46%	5,261	14.23%	106
Packaged Food/snack - No change in perception	25,261	51.19%	18,117	49.00%	96
Packaged Food/snack - Negative perception	17,447	35.35%	13,593	36.77%	104

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
	<b>Perception of Launch Cannabis Prod - Cosmetics Prod</b>				
Cosmetics Prod - Positive perception	5,303	10.75%	4,099	11.09%	103
Cosmetics Prod - No change in perception	26,500	53.70%	18,803	50.86%	95
Cosmetics Prod - Negative perception	17,548	35.56%	14,068	38.05%	107
<b>Perception of Launch Cannabis Prod - Personal Care Prod</b>					
Personal Care Prod - Positive perception	7,761	15.73%	5,265	14.24%	91
Personal Care Prod - No change in perception	26,631	53.96%	19,328	52.28%	97
Personal Care Prod - Negative perception	14,959	30.31%	12,378	33.48%	110
<b>Perception of Launch Cannabis Prod - Restaurant Food</b>					
Restaurant Food - Positive perception	3,550	7.19%	2,781	7.52%	105
Restaurant Food - No change in perception	22,361	45.31%	16,127	43.62%	96
Restaurant Food - Negative perception	23,439	47.50%	18,063	48.86%	103
<b>Perception of Usage after Launch Cannabis - Health and Wellness Products</b>					
Usage of Health and Wellness Products - Increase	14,244	28.86%	11,239	30.40%	105
Usage of Health and Wellness Products - No change	25,432	51.53%	17,519	47.39%	92
Usage of Health and Wellness Products - Decrease	9,675	19.61%	8,213	22.22%	113
<b>Perception of Usage after Launch Cannabis - Alcohol</b>					
Usage of Alcohol - Increase	4,212	8.54%	2,697	7.30%	85
Usage of Alcohol - No change	28,725	58.21%	20,441	55.29%	95
Usage of Alcohol - Decrease	16,414	33.26%	13,833	37.42%	113
<b>Perception of Usage after Launch Cannabis - Beverage</b>					
Usage of Beverage - Increase	4,792	9.71%	3,224	8.72%	90
Usage of Beverage - No change	27,845	56.42%	19,605	53.03%	94
Usage of Beverage - Decrease	16,714	33.87%	14,142	38.25%	113
<b>Perception of Usage after Launch Cannabis - Packaged Food/Snack</b>					
Usage of Packaged Food/Snack - Increase	6,377	12.92%	5,229	14.14%	109
Usage of Packaged Food/Snack - No change	27,055	54.82%	18,664	50.48%	92
Usage of Packaged Food/Snack - Decrease	15,919	32.26%	13,078	35.37%	110
<b>Perception of Usage after Launch Cannabis - Cosmetics Products</b>					
Usage of Cosmetics Products - Increase	3,682	7.46%	2,370	6.41%	86
Usage of Cosmetics Products - No change	31,786	64.41%	23,130	62.56%	97
Usage of Cosmetics Products - Decrease	13,883	28.13%	11,470	31.03%	110
<b>Perception of Usage after Launch Cannabis - Personal Care Products</b>					
Usage of Personal Care Products - Increase	6,888	13.96%	4,667	12.62%	90
Usage of Personal Care Products - No change	29,942	60.67%	21,342	57.73%	95
Usage of Personal Care Products - Decrease	12,521	25.37%	10,961	29.65%	117
<b>Perception of Usage after Launch Cannabis - Restaurant Food</b>					
Usage of Restaurant Food - Increase	6,235	12.63%	4,507	12.19%	97
Usage of Restaurant Food - No change	26,867	54.44%	18,430	49.85%	92
Usage of Restaurant Food - Decrease	16,249	32.93%	14,034	37.96%	115
<b>Social Acceptability - Alcohol</b>					
Alcohol - Completely acceptable	18,572	37.63%	13,852	37.47%	100
Alcohol - Somewhat acceptable	21,258	43.07%	16,244	43.94%	102
Alcohol - Undecided	3,794	7.69%	2,120	5.74%	75

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
Alcohol - Somewhat unacceptable	3,442	6.97%	2,913	7.88%	113
Alcohol - Completely unacceptable	2,286	4.63%	1,842	4.98%	108
<b>Social Acceptability - Cannabis</b>					
Cannabis - Completely acceptable	9,892	20.04%	6,113	16.54%	83
Cannabis - Somewhat acceptable	15,213	30.83%	11,555	31.26%	101
Cannabis - Undecided	11,304	22.91%	7,648	20.69%	90
Cannabis - Somewhat unacceptable	5,757	11.67%	5,121	13.85%	119
Cannabis - Completely unacceptable	7,186	14.56%	6,534	17.67%	121
<b>Social Acceptability - Tobacco</b>					
Tobacco - Completely acceptable	2,866	5.81%	1,942	5.25%	90
Tobacco - Somewhat acceptable	9,697	19.65%	7,167	19.39%	99
Tobacco - Undecided	4,270	8.65%	2,200	5.95%	69
Tobacco - Somewhat unacceptable	13,616	27.59%	10,629	28.75%	104
Tobacco - Completely unacceptable	18,902	38.30%	15,033	40.66%	106
<b>Attitudes - Legalization</b>					
Legalization - Fully support	16,300	33.03%	11,666	31.56%	96
Legalization - Somewhat support	12,878	26.10%	8,262	22.35%	86
Legalization - Undecided	7,587	15.37%	4,978	13.47%	88
Legalization - Somewhat oppose	3,663	7.42%	3,502	9.47%	128
Legalization - Fully oppose	8,923	18.08%	8,563	23.16%	128
<b>Views Statements - Strongly Agree</b>					
Cannabis is gateway drug that leads users to other more harmful drugs.	4,863	9.85%	4,632	12.53%	127
Cannabis is damaging to physical and/or mental health.	7,251	14.69%	7,209	19.50%	133
Edible cannabis is safer than smoking it.	4,147	8.40%	3,363	9.10%	108
Cannabis is less harmful than alcohol.	4,907	9.94%	3,506	9.48%	95
Cannabis is less harmful than tobacco.	6,282	12.73%	5,366	14.51%	114
Cannabis should not be consumed in combination with alcohol.	19,554	39.62%	15,708	42.49%	107
Cannabis is an alternate form of treatment to some medical conditions.	18,424	37.33%	13,175	35.64%	95
Cannabis/cannabis products, can offer wellness or therapeutic benefits.	14,095	28.56%	10,757	29.10%	102
Like idea of cannabis products have the health benefit, but no 'high'.	16,617	33.67%	13,878	37.54%	111
Feel safer for myself/family since cannabis has been legalized and regulated.	5,674	11.50%	3,633	9.83%	85
Cannabis legalization will eliminate cannabis on the black market over time.	4,210	8.53%	2,915	7.88%	92
Won't trust food/beverage brands regularly purchase if start selling products infused with cannabis.	6,020	12.20%	5,681	15.37%	126
Need to know/trust brand when assessing quality/safety of products derived from/infused with cannabis.	12,255	24.83%	10,144	27.44%	111
Would support cannabis company based on their corporate/social responsibility (e.g. low environmental impact).	5,418	10.98%	5,117	13.84%	126

Attribute	Benchmark North Vancouver (CSD/CY, BC)		West Vancouver (CSD/DM, BC)		
	Value	Percent	Value	Percent	Index
It's important for cannabis product brands to educate on the effects and use of their products.	28,648	58.05%	23,334	63.11%	109
Like alcohol ads, cannabis advertising should be able to communicate a lifestyle.	4,679	9.48%	3,918	10.60%	112
Like tobacco, cannabis advertising should not be allowed at all.	12,594	25.52%	11,986	32.42%	127
Cannabis should be allowed to be advertised as a medical option.	5,702	11.56%	4,077	11.03%	95
Established brands that are creating cannabis products are innovative and trendy.	1,774	3.59%	1,540	4.17%	116
<b>Views - Difference between THC and CBD</b>					
THC and CBD - Yes	13,875	28.12%	11,371	30.76%	109
THC and CBD - Somewhat	15,627	31.67%	10,221	27.65%	87
THC and CBD - No	19,848	40.22%	15,379	41.60%	103
<b>Health Benefits Awareness - CBD</b>					
CBD - Yes	9,543	19.34%	7,604	20.57%	106
CBD - Somewhat	16,626	33.69%	12,124	32.79%	97
CBD - No	23,182	46.97%	17,243	46.64%	99
<b>Health Benefits Awareness - THC</b>					
THC - Yes	6,702	13.58%	4,805	13.00%	96
THC - Somewhat	10,517	21.31%	7,665	20.73%	97
THC - No	32,132	65.11%	24,501	66.27%	102
<b>Information Obtained on Cannabis</b>					
Information Obtained - Television	7,905	16.02%	6,636	17.95%	112
Information Obtained - Radio	5,118	10.37%	4,587	12.41%	120
Information Obtained - Social media	10,713	21.71%	7,629	20.64%	95
Information Obtained - Search engines (e.g. Google, Bing)	22,831	46.26%	18,681	50.53%	109
Information Obtained - Websites	23,405	47.43%	18,971	51.31%	108
Information Obtained - Government websites	16,326	33.08%	13,871	37.52%	113
Information Obtained - Magazines	5,389	10.92%	4,612	12.48%	114
Information Obtained - Newspapers	12,095	24.51%	8,967	24.26%	99
Information Obtained - YouTube	2,433	4.93%	3,174	8.59%	174
Information Obtained - Friends/family	21,782	44.14%	15,809	42.76%	97
Information Obtained - People that use cannabis	15,043	30.48%	10,052	27.19%	89
Information Obtained - Cannabis retailers	7,667	15.54%	5,620	15.20%	98
Information Obtained - Other	2,478	5.02%	1,787	4.83%	96
Information Obtained - None	8,498	17.22%	6,192	16.75%	97

Index	Description
>=180	Extremely High
>=110 and <180	High
>=90 and <110	Similar
>=50 and <90	Lower
<50	Extremely Low

**Powered By:** PolarisIntelligence.com

**Data Source:** Manifold Data Mining Inc.

This report is based on consumer demographic and behaviour data products at the 6-digit postal code level. No confidential information about an individual, household, organization or business has been obtained from Statistics Canada or Numeris.