

Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
<b>Population of age 19 and up</b>	48,406		35,624		
<b>Personal Usage</b>					
Cannabis-Personal Have Used	15,146	31.29%	10,742	30.15%	96
Cannabis-Personal Current User	11,237	23.21%	7,131	20.02%	86
Personally used for medical purposes	4,988	10.31%	2,655	7.45%	72
Personally used for recreational purposes	13,641	28.18%	9,843	27.63%	98
<b>Usage Recency</b>					
Most recent usage: Yesterday	3,519	7.27%	1,648	4.63%	64
Most recent usage: Past week	1,169	2.42%	934	2.62%	108
Most recent usage: Past month	1,268	2.62%	901	2.53%	97
Most recent usage: Past 3 months	369	0.76%	187	0.53%	70
Most recent usage: Past 6 months	2,854	5.90%	2,108	5.92%	100
Most recent usage: Past year	618	1.28%	570	1.60%	125
Most recent usage: More than a year ago	1,944	4.02%	1,078	3.03%	75
Most recent usage: Consumed in the past but not anymore	3,406	7.04%	3,315	9.31%	132
Most recent usage: Non User	32,873	67.91%	24,349	68.35%	101
<b>Usage Frequency</b>					
Frequency of using: Daily	2,826	5.84%	1,310	3.68%	63
Frequency of using: Weekly	1,824	3.77%	1,886	5.30%	141
Frequency of using: Monthly	1,167	2.41%	329	0.92%	38
Frequency of using: Less often	5,421	11.20%	3,606	10.12%	90
<b>Medical Usage</b>					
Doctor's prescription for cannabis: Yes	1,543	3.19%	757	2.12%	66
Effects of cannabis on symptoms/disease: Significantly helped	2,983	6.16%	1,552	4.36%	71
Effects of cannabis on symptoms/disease: Somewhat helped	1,856	3.83%	1,003	2.82%	74
Effects of cannabis on symptoms/disease: No effects	148	0.31%	99	0.28%	90
Effects of cannabis on symptoms/disease: Somewhat worsened	2	0.00%	1	0.00%	
Effects of cannabis on taking other medication(s): Significantly reduced	1,436	2.97%	712	2.00%	67
Effects of cannabis on amount of other medication(s): Somewhat reduced	1,485	3.07%	726	2.04%	66
Effects of cannabis on amount of other medication(s): No effects	1,489	3.08%	979	2.75%	89
Effects of cannabis on amount of other medication(s): Somewhat increased	36	0.07%	24	0.07%	100
Effects of cannabis on amount of other medication(s): Do not use other	542	1.12%	215	0.60%	54
<b>Method of Consumption</b>					
Method of consumption - Most Often: Smoking a joint	5,565	11.50%	3,836	10.77%	94
Method of consumption - Most Often: Pipe/bong	1,314	2.71%	560	1.57%	58
Method of consumption - Most Often: Vaping	1,821	3.76%	1,033	2.90%	77
Method of consumption - Most Often: Edibles	2,537	5.24%	1,703	4.78%	91
Method of consumption - Sometimes: Smoking a joint	8,427	17.41%	5,400	15.16%	87
Method of consumption - Sometimes: Pipe/bong	3,033	6.27%	1,926	5.41%	86
Method of consumption - Sometimes: Vaping	2,692	5.56%	1,851	5.20%	94

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Method of consumption - Sometimes: Edibles	4,760	9.83%	3,057	8.58%	87
<b>Source of Cannabis</b>					
Sources obtain cannabis from: Family	1,781	3.68%	791	2.22%	60
Sources obtain cannabis from: Friend	6,202	12.81%	4,386	12.31%	96
Sources obtain cannabis from: Government run dispensaries	917	1.90%	715	2.01%	106
Sources obtain cannabis from: Non-government/private dispensaries	2,665	5.51%	1,612	4.53%	82
Sources obtain cannabis from: Online	1,294	2.67%	873	2.45%	92
Sources obtain cannabis from: Homegrown	456	0.94%	196	0.55%	59
Sources obtain cannabis from: Shared	1,071	2.21%	521	1.46%	66
Sources obtain cannabis from: Somewhere else	1,124	2.32%	612	1.72%	74
Number of sources to obtain: 1	8,018	16.56%	5,131	14.40%	87
Number of sources to obtain: 2	2,465	5.09%	1,491	4.18%	82
Number of sources to obtain: 3 or more	754	1.56%	510	1.43%	92
<b>Dollar Spent Past Month</b>					
Dollar range spent past month: None	4,832	9.98%	3,072	8.62%	86
Dollar range spent past month: \$0-\$49.99	710	1.47%	385	1.08%	73
Dollar range spent past month: \$50-\$149.99	1,495	3.09%	1,248	3.50%	113
Dollar range spent past month: \$150 plus	1,665	3.44%	824	2.31%	67
<b>Time of Consumption and With Whom</b>					
When consume: Weekdays	5,748	11.87%	4,004	11.24%	95
When consume: Weekends	9,254	19.12%	5,887	16.53%	86
Time of day consume: In the morning	1,463	3.02%	700	1.96%	65
Time of day consume: During the day	3,092	6.39%	1,736	4.87%	76
Time of day consume: In the evening	9,321	19.26%	5,915	16.60%	86
With whom consume: Alone	6,354	13.13%	3,925	11.02%	84
With whom consume: Spouse/partner	1,820	3.76%	1,142	3.21%	85
With whom consume: Family member/relative	685	1.42%	317	0.89%	63
With whom consume: Friend	6,064	12.53%	4,403	12.36%	99
With whom consume: Co-worker	309	0.64%	37	0.10%	16
With whom consume: Stranger	6	0.01%	5	0.01%	100
With whom consume: Someone else	11	0.02%	4	0.01%	50
<b>Motivation to Consume</b>					
Motivation to consume: Relax	4,530	9.36%	3,239	9.09%	97
Motivation to consume: Reduce stress	5,912	12.21%	4,186	11.75%	96
Motivation to consume: Have fun	7,234	14.94%	4,917	13.80%	92
Motivation to consume: Improve the mood	3,073	6.35%	1,761	4.94%	78
Motivation to consume: Make activities interesting	2,326	4.81%	922	2.59%	54
Motivation to consume: Increase creativity	697	1.44%	468	1.31%	91
Motivation to consume: Help concentration	1,684	3.48%	728	2.04%	59
Motivation to consume: Meditate	1,486	3.07%	616	1.73%	56
Motivation to consume: Improve sex life	361	0.75%	323	0.91%	121
Motivation to consume: Heighten the senses	1,171	2.42%	552	1.55%	64
Motivation to consume: Help connect with others	1,609	3.32%	789	2.22%	67

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Motivation to consume: Other	4,360	9.01%	2,870	8.06%	89
<b>Legalization And Consumption</b>					
Legalization of cannabis: Fully support	16,572	34.24%	11,639	32.67%	95
Legalization of cannabis: Somewhat support	12,266	25.34%	9,794	27.49%	108
Legalization of cannabis: Undecided	6,729	13.90%	3,834	10.76%	77
Legalization of cannabis: Somewhat oppose	5,949	12.29%	5,320	14.93%	121
Legalization of cannabis: Fully oppose	6,890	14.23%	5,038	14.14%	99
Consumption change post-legalization: Significantly more	199	0.41%	132	0.37%	90
Consumption change post-legalization: Somewhat more	886	1.83%	627	1.76%	96
Consumption change post-legalization: No change	9,878	20.41%	6,479	18.19%	89
Consumption change post-legalization: Less	81	0.17%	59	0.17%	100
Preferred channel post-legalization: Pharmacies	763	1.58%	646	1.81%	115
Preferred channel post-legalization: Government run dispensaries	1,509	3.12%	1,694	4.75%	152
Preferred channel post-legalization: Private dispensaries	5,560	11.49%	4,047	11.36%	99
Preferred channel post-legalization: Government owned liquor retailers	1,083	2.24%	769	2.16%	96
Preferred channel post-legalization: Grocery/supermarket	563	1.16%	334	0.94%	81
Preferred channel post-legalization: Family/Friend	161	0.33%	136	0.38%	115
Preferred channel post-legalization: Homegrown	1,517	3.14%	634	1.78%	57
Preferred channel post-legalization: Online	94	0.19%	66	0.19%	100
Preferred channel post-legalization: Other	153	0.32%	104	0.29%	91
Expected post-legalization usage (Not Current User): Very likely	277	0.57%	171	0.48%	84
Expected post-legalization usage (Not Current User): Somewhat likely	612	1.27%	534	1.50%	118
Expected post-legalization usage (Not Current User): Undecided	2,958	6.11%	2,264	6.36%	104
Expected post-legalization usage (Not Current User): Somewhat unlikely	5,809	12.00%	5,496	15.43%	129
Expected post-legalization usage (Not Current User): Very unlikely	27,512	56.84%	20,028	56.22%	99
Potential user preferred method of consumption: Smoking a joint	1,465	3.03%	1,094	3.07%	101
Potential user preferred method of consumption: Pipe/bong	78	0.16%	84	0.24%	150
Potential user preferred method of consumption: Vaping	1,287	2.66%	728	2.04%	77
Potential user preferred method of consumption: Edibles	6,639	13.72%	6,193	17.39%	127
<b>Motivation to Consume of Potential Users</b>					
Motivation for potential users: Relax	3,640	7.52%	3,033	8.51%	113
Motivation for potential users: Reduce stress	2,267	4.68%	1,923	5.40%	115
Motivation for potential users: Have fun	1,348	2.79%	1,242	3.49%	125
Motivation for potential users: Improve the mood	623	1.29%	555	1.56%	121
Motivation for potential users: Make activities interesting	76	0.16%	31	0.09%	56
Motivation for potential users: Increase creativity	556	1.15%	315	0.88%	77
Motivation for potential users: Help concentration	298	0.62%	471	1.32%	213
Motivation for potential users: Meditate	246	0.51%	217	0.61%	120
Motivation for potential users: Improve sex life	506	1.05%	300	0.84%	80

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Motivation for potential users: Heighten the senses	369	0.76%	305	0.86%	113
Motivation for potential users: Help connect with others	0	0.00%	0	0.00%	
Motivation for potential users: Health/Medical	4,559	9.42%	4,139	11.62%	123
Motivation for potential users: Other	1,340	2.77%	1,017	2.86%	103
<b>Not Current User's Opinion on Access Channel: Unlikely To Use</b>					
Not Current User and unlikely to access via: Pharmacies	18,406	38.03%	14,064	39.48%	104
Not Current User and unlikely to access via: Government run dispensaries	22,164	45.79%	18,777	52.71%	115
Not Current User and unlikely to access via: Private dispensaries	8,809	18.20%	6,225	17.47%	96
Not Current User and unlikely to access via: Government owned liquor retailers	7,725	15.96%	6,555	18.40%	115
Not Current User and unlikely to access via: Grocery/supermarket	546	1.13%	308	0.86%	76
Not Current User and unlikely to access via: Family/Friend	1,956	4.04%	592	1.66%	41
Not Current User and unlikely to access via: Homegrown	5,716	11.81%	3,574	10.03%	85
Not Current User and unlikely to access via: Online	2,301	4.75%	1,007	2.83%	60
Not Current User and unlikely to access via: Other	1,732	3.58%	860	2.41%	67
<b>Social Acceptability</b>					
Alcohol: Completely unacceptable	2,056	4.25%	697	1.96%	46
Alcohol: Somewhat unacceptable	2,334	4.82%	1,500	4.21%	87
Alcohol: Undecided	2,648	5.47%	1,939	5.44%	99
Alcohol: Somewhat acceptable	16,816	34.74%	12,995	36.48%	105
Alcohol: Completely acceptable	24,553	50.72%	18,492	51.91%	102
Cannabis: Completely unacceptable	9,874	20.40%	7,370	20.69%	101
Cannabis: Somewhat unacceptable	6,437	13.30%	4,481	12.58%	95
Cannabis: Undecided	8,519	17.60%	6,376	17.90%	102
Cannabis: Somewhat acceptable	10,058	20.78%	7,345	20.62%	99
Cannabis: Completely acceptable	13,518	27.93%	10,053	28.22%	101
Tobacco: Completely unacceptable	11,105	22.94%	8,220	23.07%	101
Tobacco: Somewhat unacceptable	12,480	25.78%	8,721	24.48%	95
Tobacco: Undecided	2,999	6.20%	2,637	7.40%	119
Tobacco: Somewhat acceptable	12,195	25.19%	7,802	21.90%	87
Tobacco: Completely acceptable	9,627	19.89%	8,244	23.14%	116
<b>Effects of Cannabis Use</b>					
Effect on work: Negative	34,387	71.04%	25,908	72.73%	102
Effect on work: No effect	9,841	20.33%	6,877	19.30%	95
Effect on work: Positive	4,178	8.63%	2,839	7.97%	92
Effect on studies: Negative	31,283	64.63%	22,820	64.06%	99
Effect on studies: No effect	10,737	22.18%	7,932	22.27%	100
Effect on studies: Positive	6,386	13.19%	4,872	13.68%	104
Effect on home life marriage: Negative	23,789	49.15%	16,854	47.31%	96
Effect on home life marriage: No effect	16,727	34.56%	13,146	36.90%	107
Effect on home life marriage: Positive	7,890	16.30%	5,625	15.79%	97
Effect on friendship: Negative	14,114	29.16%	11,090	31.13%	107

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Effect on friendship: No effect	22,146	45.75%	16,228	45.55%	100
Effect on friendship: Positive	12,147	25.09%	8,306	23.32%	93
Effect on social life: Negative	15,917	32.88%	11,859	33.29%	101
Effect on social life: No effect	15,416	31.85%	12,252	34.39%	108
Effect on social life: Positive	17,073	35.27%	11,514	32.32%	92
Effect on mood: Negative	13,306	27.49%	9,958	27.95%	102
Effect on mood: No effect	5,942	12.28%	4,386	12.31%	100
Effect on mood: Positive	29,159	60.24%	21,280	59.74%	99
Effect on memory: Negative	34,134	70.52%	26,425	74.18%	105
Effect on memory: No effect	11,075	22.88%	7,406	20.79%	91
Effect on memory: Positive	3,198	6.61%	1,793	5.03%	76
Effect on concentration: Negative	33,449	69.10%	24,612	69.09%	100
Effect on concentration: No effect	6,580	13.59%	4,653	13.06%	96
Effect on concentration: Positive	8,377	17.31%	6,360	17.85%	103
Effect on attention: Negative	33,148	68.48%	24,856	69.77%	102
Effect on attention: No effect	7,603	15.71%	5,914	16.60%	106
Effect on attention: Positive	7,654	15.81%	4,855	13.63%	86
Effect on decision making: Negative	34,249	70.75%	25,118	70.51%	100
Effect on decision making: No effect	9,548	19.73%	6,895	19.36%	98
Effect on decision making: Positive	4,609	9.52%	3,611	10.14%	107
Effect on creativity: Negative	14,114	29.16%	9,872	27.71%	95
Effect on creativity: No effect	11,441	23.64%	8,622	24.20%	102
Effect on creativity: Positive	22,851	47.21%	17,130	48.09%	102
Effect on sleep: Negative	15,012	31.01%	9,965	27.97%	90
Effect on sleep: No effect	7,457	15.40%	5,978	16.78%	109
Effect on sleep: Positive	25,937	53.58%	19,681	55.24%	103
Effect on mobility: Negative	24,631	50.88%	17,384	48.80%	96
Effect on mobility: No effect	13,280	27.43%	10,094	28.34%	103
Effect on mobility: Positive	10,496	21.68%	8,146	22.87%	105
Effect on health: Negative	22,164	45.79%	17,033	47.81%	104
Effect on health: No effect	9,206	19.02%	7,301	20.50%	108
Effect on health: Positive	17,036	35.20%	11,290	31.69%	90
<b>Who Should Be Educating On Effects of Cannabis</b>					
Responsible for educating: Government	32,635	67.42%	25,744	72.27%	107
Responsible for educating: Media	21,253	43.91%	14,958	41.99%	96
Responsible for educating: School	25,728	53.15%	18,197	51.08%	96
Responsible for educating: Companies grow cultivate cannabis	22,621	46.73%	17,724	49.75%	106
Responsible for educating: Cannabis retailers	21,930	45.30%	16,311	45.79%	101
Responsible for educating: Doctors or health care professionals	36,438	75.28%	28,333	79.53%	106
Responsible for educating: Dispensaries	23,393	48.33%	16,750	47.02%	97
Responsible for educating: Other	4,846	10.01%	3,596	10.09%	101
<b>Public Education Channels</b>					
Media for educating: Television	33,535	69.28%	24,364	68.39%	99
Media for educating: Radio	20,713	42.79%	14,832	41.64%	97

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Media for educating: Social Media	33,157	68.50%	23,965	67.27%	98
Media for educating: Online ads with link specific sites	24,996	51.64%	19,022	53.40%	103
Media for educating: Magazines	14,588	30.14%	11,288	31.69%	105
Media for educating: Newspapers	23,745	49.05%	19,112	53.65%	109
Media for educating: Outdoor advertising	19,212	39.69%	13,540	38.01%	96
Media for educating: Flyers	10,960	22.64%	7,073	19.85%	88
Media for educating: YouTube	16,647	34.39%	12,009	33.71%	98
Media for educating: Word of Mouth	12,962	26.78%	9,560	26.84%	100
Media for educating: Other	6,597	13.63%	4,990	14.01%	103
<b>Attitudes on Cannabis Production And Advertising</b>					
People should be able to grow their own marijuana: Agree	20,592	42.54%	15,139	42.50%	100
People should be able to grow their own marijuana: Neutral	9,955	20.57%	7,335	20.59%	100
People should be able to grow their own marijuana: Disagree	17,859	36.89%	13,151	36.91%	100
Cannabis packaging needs to specify effects on behavior: Agree	37,949	78.40%	28,626	80.36%	103
Cannabis packaging needs to specify effects on behavior: Neutral	4,279	8.84%	3,173	8.91%	101
Cannabis packaging needs to specify effects on behavior: Disagree	6,178	12.76%	3,825	10.74%	84
Rather buy Cannabis from well known company vs. new one: Agree	23,908	49.39%	17,046	47.85%	97
Rather buy Cannabis from well known company vs. new one: Neutral	15,332	31.67%	10,968	30.79%	97
Rather buy Cannabis from well known company vs. new one: Disagree	9,166	18.94%	7,610	21.36%	113
Companies grow Cannabis only allowed in industrial areas: Agree	20,870	43.12%	15,965	44.82%	104
Companies grow Cannabis only allowed in industrial areas: Neutral	13,064	26.99%	9,054	25.41%	94
Companies grow Cannabis only allowed in industrial areas: Disagree	14,472	29.90%	10,606	29.77%	100
Companies grow Cannabis treat same as food beverage prod: Agree	26,115	53.95%	18,827	52.85%	98
Companies grow Cannabis treat same as food beverage prod: Neutral	8,000	16.53%	6,283	17.64%	107
Companies grow Cannabis treat same as food beverage prod: Disagree	14,291	29.52%	10,515	29.52%	100
Cannabis retailers allowed to operate any commercial area: Agree	14,164	29.26%	10,435	29.29%	100
Cannabis retailers allowed to operate any commercial area: Neutral	12,825	26.49%	9,921	27.85%	105
Cannabis retailers allowed to operate any commercial area: Disagree	21,417	44.25%	15,268	42.86%	97
Media advert will influence non consumers to try Cannabis: Agree	20,108	41.54%	12,589	35.34%	85



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Media advert will influence non consumers to try Cannabis: Neutral	13,447	27.78%	10,407	29.21%	105
Media advert will influence non consumers to try Cannabis: Disagree	14,851	30.68%	12,629	35.45%	116
Media advert will promote Cannabis brands but not quality: Agree	20,723	42.81%	14,554	40.86%	95
Media advert will promote Cannabis brands but not quality: Neutral	16,737	34.58%	12,305	34.54%	100
Media advert will promote Cannabis brands but not quality: Disagree	10,946	22.61%	8,765	24.60%	109
Peers educators family can influence decision use Cannabis: Agree	11,752	24.28%	7,204	20.22%	83
Peers educators family can influence decision use Cannabis: Neutral	9,821	20.29%	8,075	22.67%	112
Peers educators family can influence decision use Cannabis: Disagree	26,833	55.43%	20,345	57.11%	103
<b>Attitudes on Legalization And Regulation</b>					
The government needs do more investigation before legalization: Agree	22,203	45.87%	16,512	46.35%	101
The government needs do more investigation before legalization: Neutral	9,713	20.07%	7,362	20.67%	103
The government needs do more investigation before legalization: Disagree	16,490	34.07%	11,750	32.98%	97
Legalizing recreational marijuana lead to more under 21 use: Agree	23,097	47.72%	16,169	45.39%	95
Legalizing recreational marijuana lead to more under 21 use: Neutral	9,781	20.21%	7,284	20.45%	101
Legalizing recreational marijuana lead to more under 21 use: Disagree	15,528	32.08%	12,171	34.17%	107
Concerned people consume Cannabis in excess after legal: Agree	23,285	48.10%	17,029	47.80%	99
Concerned people consume Cannabis in excess after legal: Neutral	9,479	19.58%	7,052	19.80%	101
Concerned people consume Cannabis in excess after legal: Disagree	15,642	32.31%	11,544	32.41%	100
Will be more Cannabis products available after legal: Agree	36,380	75.16%	27,802	78.04%	104
Will be more Cannabis products available after legal: Neutral	8,871	18.33%	5,664	15.90%	87
Will be more Cannabis products available after legal: Disagree	3,156	6.52%	2,159	6.06%	93
Prices for Cannabis will go up after legalization: Agree	20,686	42.73%	13,369	37.53%	88
Prices for Cannabis will go up after legalization: Neutral	20,757	42.88%	17,191	48.26%	113
Prices for Cannabis will go up after legalization: Disagree	6,964	14.39%	5,064	14.22%	99
Rules public consume of Cannabis least strict as liquor: Agree	42,435	87.67%	31,581	88.65%	101
Rules public consume of Cannabis least strict as liquor: Neutral	3,453	7.13%	2,368	6.65%	93
Rules public consume of Cannabis least strict as liquor: Disagree	2,518	5.20%	1,675	4.70%	90
Rules public consume Cannabis be like tobacco in public: Agree	40,165	82.98%	29,931	84.02%	101

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Rules public consume Cannabis be like tobacco in public: Neutral	2,136	4.41%	1,579	4.43%	100
Rules public consume Cannabis be like tobacco in public: Disagree	6,105	12.61%	4,114	11.55%	92
Should be clear limits where Cannabis can be consumed: Agree	41,039	84.78%	30,857	86.62%	102
Should be clear limits where Cannabis can be consumed: Neutral	4,891	10.11%	2,695	7.57%	75
Should be clear limits where Cannabis can be consumed: Disagree	2,475	5.11%	2,073	5.82%	114
Public events should have designated area for Cannabis use: Agree	30,274	62.54%	22,414	62.92%	101
Public events should have designated area for Cannabis use: Neutral	6,111	12.62%	3,329	9.35%	74
Public events should have designated area for Cannabis use: Disagree	12,021	24.83%	9,881	27.74%	112
Cannabis use should not be allowed at public events especially with children: Agree	38,073	78.65%	28,986	81.37%	103
Cannabis use should not be allowed at public events especially with children: Neutral	5,579	11.53%	3,338	9.37%	81
Cannabis use should not be allowed at public events especially with children: Disagree	4,753	9.82%	3,299	9.26%	94
<b>Views On Consumption</b>					
People should not drive after consuming cannabis: Agree	40,846	84.38%	30,051	84.35%	100
People should not drive after consuming cannabis: Neutral	5,610	11.59%	4,117	11.56%	100
People should not drive after consuming cannabis: Disagree	1,950	4.03%	1,456	4.09%	101
Cannabis should not be consumed in combination with alcohol: Agree	29,922	61.81%	24,020	67.43%	109
Cannabis should not be consumed in combination with alcohol: Neutral	9,106	18.81%	5,650	15.86%	84
Cannabis should not be consumed in combination with alcohol: Disagree	9,378	19.37%	5,954	16.71%	86
Cannabis is less harmful than other drugs: Agree	24,842	51.32%	16,965	47.62%	93
Cannabis is less harmful than other drugs: Neutral	11,602	23.97%	10,504	29.49%	123
Cannabis is less harmful than other drugs: Disagree	11,962	24.71%	8,155	22.89%	93
Cannabis is alternative form of treat some medical symptoms diseases: Agree	35,143	72.60%	25,507	71.60%	99
Cannabis is alternative form of treat some medical symptoms diseases: Neutral	6,934	14.33%	5,356	15.04%	105
Cannabis is alternative form of treat some medical symptoms diseases: Disagree	6,329	13.08%	4,761	13.37%	102
Cannabis is gateway drug leads users to more harm drugs: Agree	16,169	33.40%	11,541	32.40%	97
Cannabis is gateway drug leads users to more harm drugs: Neutral	10,114	20.89%	7,835	21.99%	105
Cannabis is gateway drug leads users to more harm drugs: Disagree	22,123	45.70%	16,248	45.61%	100



Attribute	Benchmark North Vancouver (CSD,BC)		West Vancouver (CSD,BC)		
	Value	Percent	Value	Percent	Index
Cannabis makes me more sensitive to my emotions and my environment: Agree	12,078	24.95%	9,049	25.40%	102
Cannabis makes me more sensitive to my emotions and my environment: Neutral	22,284	46.04%	16,530	46.40%	101
Cannabis makes me more sensitive to my emotions and my environment: Disagree	14,044	29.01%	10,045	28.20%	97
<b>Cannabis Segments</b>					
Segment Utilitarians: Support medical use of cannabis.	15,855	32.76%	12,314	34.57%	106
Segment Cynics: Oppose cannabis legalisation	12,260	25.33%	8,939	25.09%	99
Segment Modernists: Support cannabis legalisation	20,290	41.92%	14,372	40.34%	96

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

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

This report is based on consumer demographic and behavior 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.