

# The Canadian Cannabis Monitor

The purchase and sale of recreational cannabis has recently become legal in Canada. This change has and will continue to create a number of new dynamics in the marketplace for product manufacturers, retailers, and public policy makers.

Drawing on our extensive experience in understanding the nascent legal market for cannabis products, Abacus Data is launching a market monitoring tracking study to explore how legalization is affecting consumers and to keep an eye out for public policy and marketing issues that may require adjustments along the way.

This is the ideal product for all three levels of government or businesses in the manufacturing and retail space who want to keep a close ear to the evolving cannabis conversation in Canada.

For the first year of legalization, we will survey a sample of 5,000 Canadians on a quarterly basis, after the first year we will move to surveying biannually. The sample will be reflective of the regional, age, gender, and income profile of the country and will include both users and non-users of cannabis. With the recent legalization, we expect this will be the first time that we can expect a clear line of sight on the size of the market, as respondents should be less hesitant to be honest about their product use.

Our plan is to launch our first wave study in January 2018 and use that to create a market segmentation model based on usage and attitudes. This will serve as a framework for examining product and brand image, as well as expectations for the role of government and public policy.

We recently surveyed 1,650 Canadians on their feelings about newly legal recreational cannabis and found some interesting data points.

We found that 18% of respondents had consumed cannabis since it became legal on October 17<sup>th</sup>.

Of those:

- 33% purchased it online
- 29% purchased from a store
- 9% grew their own
- 44% got it from another source

Component	Standard Cost
• Annual subscription	\$20,000
• Provincial government annual subscription with access for all departments and agencies	\$25,000
• Federal government annual subscription with access for all departments and agencies	\$40,000
<i>Optional add-ons:</i>	
• Additional questions can be purchased for the full sample of 5,000. Questions asked of subsamples will be priced on an ad hoc basis after consultation with clients.	\$2,800 per question
• An oversample of different age groups, user types, or regional location, we can often accommodate, and prices will be determined on a case-by-case basis.	TBD

## QUESTIONS WE PLAN TO EXPLORE

- How many people are using different cannabis products and at what frequency?
- What is the typical spend per customer per product?
- How is the shift from illegal to legal market going?
- What companies and brands are recognized?
- How are people responding to product marketing?
- Are education and enforcement regulations working?
- Is legalization helping to keep the product away from children or curtail the black market?
- How is the retail experience for customers based on mode of purchase?
- What societal impacts are observed by Canadians?  
And many more.

## HOW ELSE WE CAN HELP:

1. We can brief decision makers and stakeholders on your behalf. Sometimes, the information and data has more impact coming from an independent, third party.
2. We can leverage our social networks to get your content in front of the right people.
3. We can work with our partners at spark\*advocacy to make your content beautiful, impactful, and engaging.

*All these services are offered at an additional cost.*

## ABOUT ABACUS DATA

We are the only research and strategy firm that helps organizations respond to the unprecedented threat of generational change and technological disruption.

We are an innovative, fast-growing public opinion and marketing research consultancy. We use the latest technology, sound science, and deep experience to generate top-flight research-based advice for our clients. We offer global research capacity with a strong focus on customer service, attention to detail, and exceptional value.

Our research has been cited and is trusted by local, national, and international news organizations.

We work with brands and organizations in many sectors have over 50 years of combined research experience in public affairs, consumer behaviour, and reputation management.



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