

# Cannabis Post legalization

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# Update post legalization

- ▶ Trends & Issues post legalization
- ▶ Oversight of the cannabis industry
- ▶ Talking to clients about cannabis use

# National Cannabis Survey(3<sup>rd</sup> quarter, 2019: Stats Canada)

- ▶ New Data from the NCS continues to show generational differences across various cannabis-related behaviours post legalization
- ▶ To monitor cannabis consumption the NCS is being administered every 3 months since Cannabis Act (C-45) Oct 17, 2018
- ▶ Reporting 578,000 new cannabis users in the last six months

# Seniors & Cannabis

- ▶ Seniors are the age group showing the most growth in cannabis usage
- ▶ More than one quarter of seniors who use cannabis are new users
- ▶ Canadian's 65 and over are less likely to consume cannabis than younger Cdn's and when they do it's more likely from a legal source and generally more likely to consume for medical reasons

# Issues post legalization

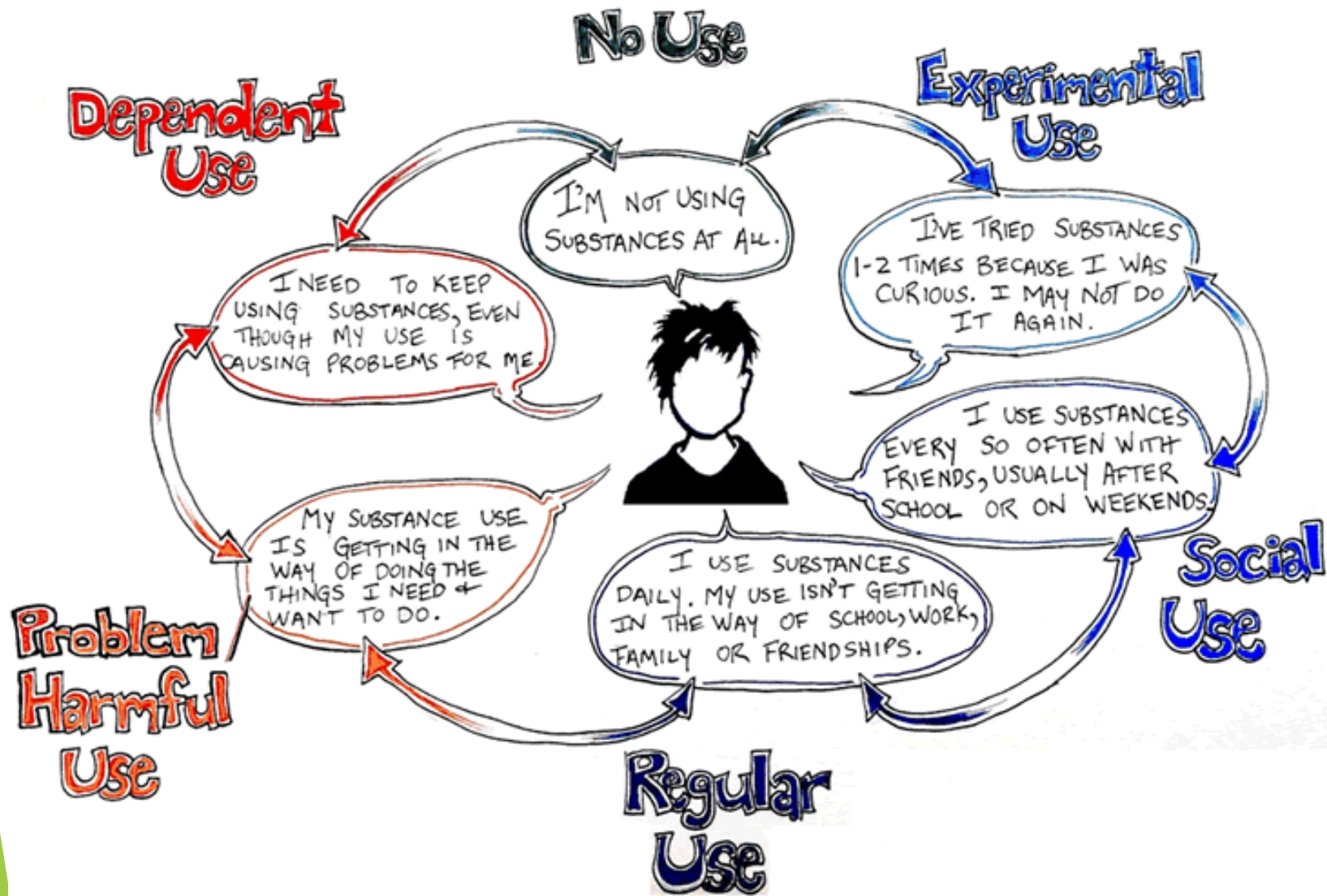
## ▶ Access Issues

- ▶ Where to BUY cannabis
- ▶ Legal market vs. illegal market

# Oversight of the cannabis industry

- ▶ What are the lessons learned from alcohol and the tobacco industry around oversight and influence?
  - ▶ Commercial interests vs. governments interests
- ▶ Cannabis and Advertising
  - ▶ Drake's announcement

# How to have meaningful conversations about cannabis?



# Questions ...



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