

## Cannabis use in Manitoba

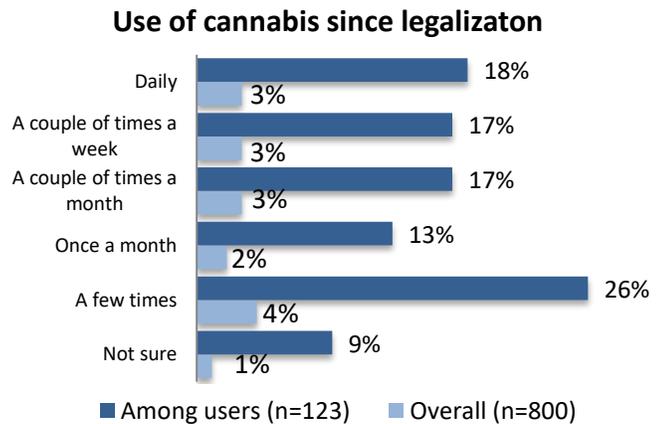
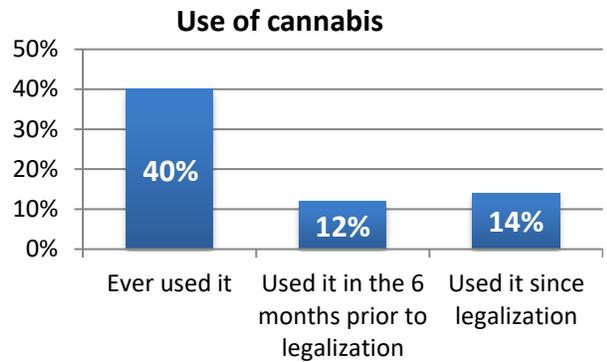
### *About 14% of Manitobans admit using cannabis since its legalization.*

Overall, about 4 in 10 Manitobans (40%) report having used cannabis at some point in their life.

In the six months prior to legalization, about 12% report having used cannabis (and another 2% were not sure). Since legalization, this has increased slightly to 14% (with 1% not being sure).

About 5% of those who did not report using cannabis in the six months prior to legalization have reported using it since legalization.

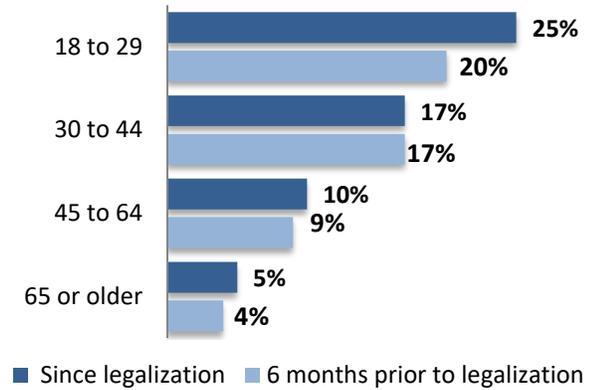
The frequency of cannabis use since legalization varies. Among those who report using cannabis, almost 1 in 5 (18%) do so daily, while about 1 in 4 have done so only a few times (26%).



Use of cannabis, both prior to and after legalization, is much more common among younger Manitobans. However, most age groups saw a slight increase in the use of cannabis since legalization.

- Among those 18 to 29 years of age, 25% report using cannabis (a 5 percentage point increase from 20% prior to legalization).

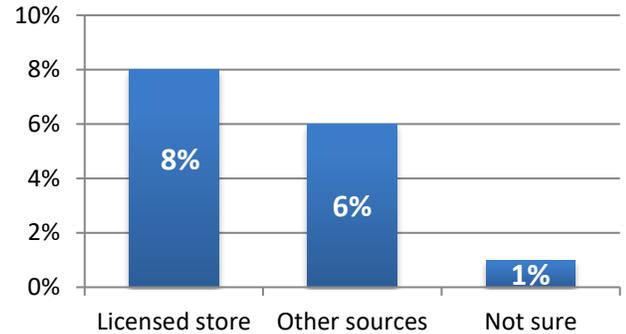
**Use of cannabis by age**



While almost 14% of Manitobans report using cannabis since legalization, only 8% report buying it from a store licensed to sell it. About half of those who report using cannabis bought it from a licensed store. However, some have bought cannabis from a licensed store, but have not used it (suggesting that they are buying it for someone else or saving it for future use).

Overall, 6% of Manitobans purchased cannabis from a source other than a licensed store. This may be for legitimate reasons: they may have used cannabis supplied by someone else, who in fact purchased it legitimately; or the cannabis may be for medical use and come from another legal source. However, in some cases, Manitobans continue to buy cannabis from unlicensed sources, possibly their supplier before it was legal.

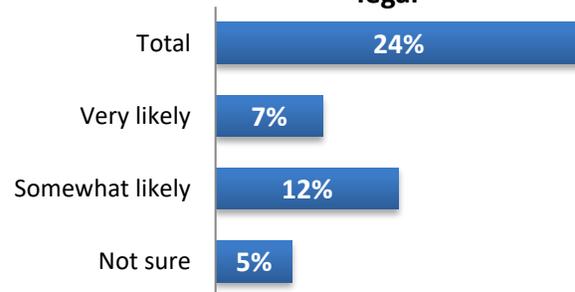
**Source of cannabis**



In the fall of 2017, when PRA asked Manitobans about their plans once cannabis was legalized, almost 1 in 5 said they were somewhat likely (12%) or very likely (7%) to buy cannabis from a licensed store, while 5% were not sure about making such a purchase.

This demonstrates that, while there was much interest in the right to buy legal cannabis, many have not acted on that desire, at least, not in the first four months since legalization.

**Buy cannabis from licensed store once legal**



---

## **METHODOLOGY**

January 2019: PRA conducted the survey from January 7 – February 4, 2019 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of  $\pm 3.5\%$  (19 times out of 20).

Fall 2017: PRA conducted the survey from September 6 – October 2, 2017 using its Manitoba Omnibus, which is a monthly random-digit telephone survey of 800 Manitobans. This survey size yields an error rate of  $\pm 3.5\%$  (19 times out of 20).

As any sample may not represent the population perfectly, PRA corrects statistically for discrepancies in gender, age, and income to ensure the sample corresponds as closely as possible to Manitoba's population based on Statistics Canada information.

**PRA is an independent research and consulting company. Its head office in Winnipeg houses a research call centre and focus group facilities. Founded in 1988, the company conducts large- and small-scale quantitative and qualitative research in both official languages.**

**For more information about PRA's services or facilities, please contact its offices directly or visit [www.pra.ca](http://www.pra.ca).**