

Savanta:

4/20

How society interacts  
with marijuana

2022

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# A bit of background

With constant back and forth across the state, House, and Senate governments, the legalization and decriminalization of marijuana have been largely covered within the past several years, particularly the past couple of months.

The House passed legislation on April 1st to decriminalize marijuana at the federal level. The Marijuana Opportunity Reinvestment and Expungement Act or MORE Act passed mainly along party lines with a 220-204 vote. The MORE Act was part of a series of efforts to decriminalize the drug after the House cleared a version but died in the Republican-controlled Senate in December 2020. This time around, the bill still faces tough odds. The MORE Act would remove cannabis from a list of federally controlled substances and instate a system to expunge prior cannabis-related convictions, as many would argue, a necessary criminal justice reform. It would also impose a 5% tax on marijuana and marijuana products that would gradually increase to 8%. The money from tax would help finance grant programs focused on job training, legal aid, substance abuse treatment, and loans to help small businesses find their footing in the marijuana industry.

The cannabis industry is a multi-million-dollar business that's expected to grow rapidly as new markets open, and states begin to legalize both medical and recreational usage across their borders. It is predicted, according to New Frontier Data, that the US Cannabis industry is projected to reach \$30

billion annually in 2025. The most recent states to legalize medical or recreational marijuana have been Mississippi, Connecticut, Alabama, New Mexico, and Virginia.

In addition to attention from the federal government, there have been further shifts in law across state legislatures. New Jersey regulators have approved seven facilities for recreational cannabis sales, already selling medical marijuana. Changes in legislation and marijuana usage, both recreational and medicinal, are a constant across the States, but how is the cultural and societal perception of marijuana evolving? Separate from legalization, can marijuana be 'normalized' across the US?

**In celebration of 4/20, a date represented in the cannabis and counter-culture movement as a holiday celebrating marijuana usage, Savanta investigates how society interacts with the drug and how people are using it.**

The US Cannabis industry is projected to reach

**\$30billion**  
annually in 2025

**44%**

of Americans of legal age have consumed cannabis products in the last 6- months

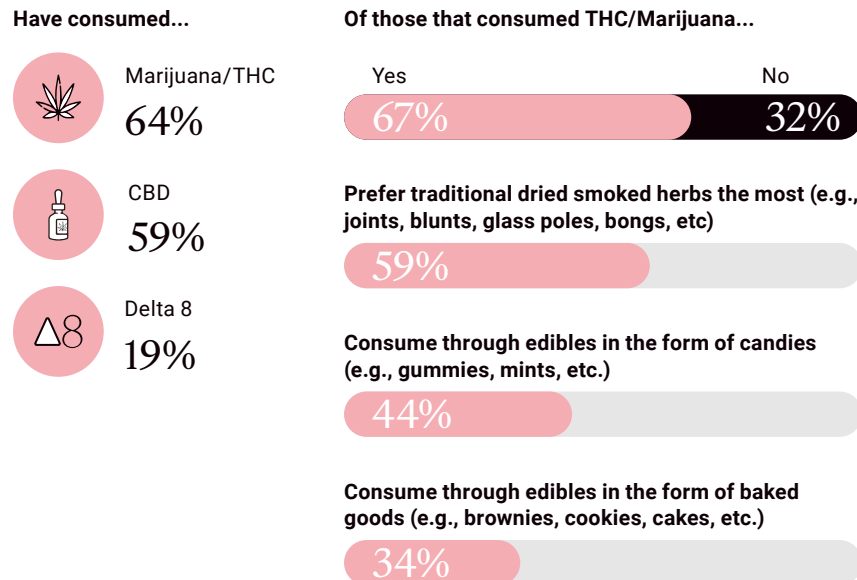


## Frequency of usage

The frequency of cannabis usage is pretty consistent for users. Of the 64% of Americans who have used marijuana or THC in the last 6-months two-thirds of these people claim to use marijuana or THC every week. Additionally, of the 59% of Americans who have consumed CBD in this time, half of this group say they use CBD every week.

When asked why you choose to smoke or consume THC, 70% of Americans said it was for anxiety and stress relief, 68% for relaxing and blowing off steam, and 55% for enjoyment and fun. For more than a third of the population that has used marijuana or THC in the last 6-months, their primary reason for consuming is anxiety and stress (38%).

## Americans who consumed cannabis products in the last 6 months



## Division amongst male and female cannabis users

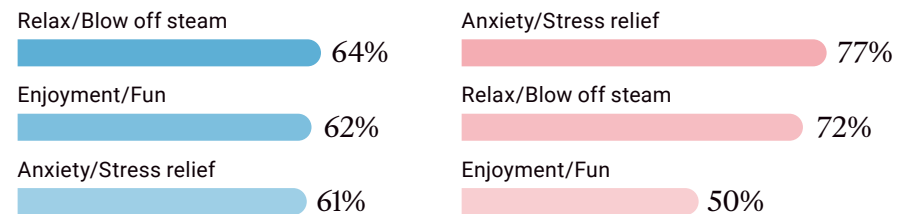
In terms of Marijuana and THC, three-quarters of American men who consume cannabis products in the past 6-months have consumed THC (73%). Consumption is significantly lower in females, with only 58% of American women who consume cannabis products in the past 6-months have consumed THC.

However, the division is far less substantial in consuming CBD, with 57% of American men and 60% of women consuming CBD in the last 6-months when using cannabis products.

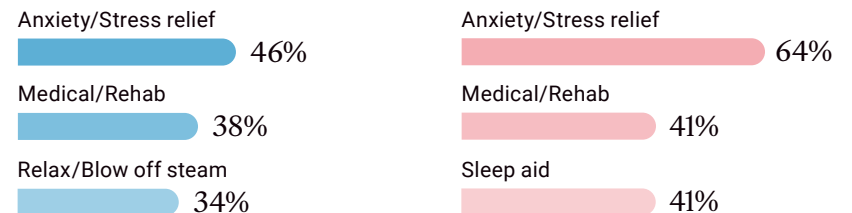
### Have consumed marijuana/THC



### Top 3 reasons for using THC



### Top 3 reasons for using CBD





## Ingesting preference

In terms of ingesting preference, 20% of Americans who consumed CBD in the last 6-months say they prefer cannabis oils taken orally the most (e.g., drops). This way of ingesting is preferred the most by men, with 25% of men partial to using cannabis oils compared to any other method. While 24% of Americans who consumed CBD in the last 6-months say they prefer edibles in the form of candies (e.g., gummies, mints, etc.), the method also most women prefer (28%).

## Division amongst socio-economic class and income

Concerning income, 69% of low-income Americans who consumed cannabis products in the last 6-months have consumed marijuana or THC. THC usage is far lower in higher income households, with only 38% of high-income Americans who consume cannabis products consuming THC.

Alternatively, in terms of CBD, uniformly shown across gender, the division amongst income lessens with CBD usage, with 50% of low-income Americans and 62% of high-income Americans who consume cannabis products in the last 6-months having consumed CBD. While still a significant gap, it doesn't appear as striking as that comparison seen in THC and income.

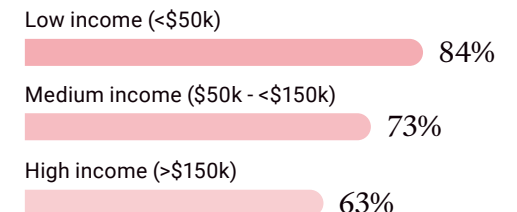


79%

of Americans who consumed marijuana/THC in the last 6 months, consume through traditional dried herbs (e.g., joints, blunts, glass poles, bongs, etc.)



**Consumption of cannabis products varies according to income, and is significantly higher for those on low income**



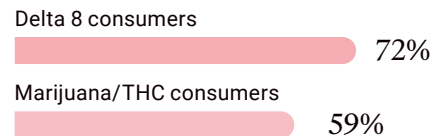
## Delta 8: What is it and are people into it?

Delta 8 THC is a psychoactive compound found in the cannabis plant that produces a 'high' similar to Delta 9 THC. Although these two compounds are alike, Delta 8 has a slightly different chemical structure that makes it far less potent. After New York and several other states legalized the regulation use of cannabis, the sale of Delta 8 products has escalated due to attention surrounding a loophole in regulation.

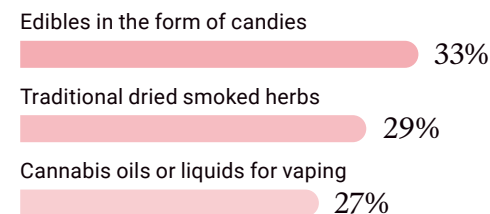
But have people adapted to using and consuming Delta 8 regularly? Only 18% of Americans who consumed cannabis products in the last 6-months have used Delta 8. In terms of how frequently users of Delta 8 like to consume, it is decently split. 48% of Americans who consume Delta 8 do not use it every week, while 49% say they use it every week.



**Preference for traditional dried herbs is higher amongst Delta 8 consumers that regularly use marijuana**



**Americans who consumed Delta 8 in the last 6-months consume through...**

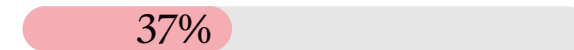


## Levels of agreement amongst Americans over 21 regarding marijuana

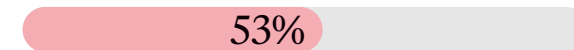
**Marijuana should be legal in all 50 states**



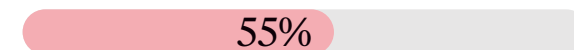
**The age requirement to purchase/consume marijuana should be 18, not 21**



**Marijuana provides more health benefits than it does harm to those who choose to consume it**



**All prisoners in US custody currently serving sentences for non-violent marijuana related crimes should be released immediately**



**Public and private corporations should not drug test their employees for marijuana**



**Cannabis edible product packaging should have larger and clearer labels to ensure they don't end up in the hands of children or others at risk to side effects**



# 27%

of Americans with kids would strongly or very strongly consider allowing their children to use CBD or Cannabis products for health-related purposes (T2B)—versus 26% who would not consider it



# 36%

of Americans with pets would strongly or very strongly consider allowing their pets to use CBD or Cannabis products for health-related purposes—versus 20% who would not consider it

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