Legal Cannabis in Canada

Tracking public acceptance and usage patterns since 2017

July 2025

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Methodology

Field Window	July 11 to 23, 2025
Sampling	Online survey of randomly-selected sample of N=3,942 Adult (18+) Canadians on the LEO research panel.
Reliability	Non-probability samples cannot be assigned a margin of error. *As a relative guideline, we have provided margins of error for a probability sample of this size. Discrepancies in totals are due to rounding.
Weighting	The dataset has been weighted according gender, age, and region, to ensure sample reflects actual population of adult Canadians.

REGION	No. of INTERVIEWS (Weighted)	No. of INTERVIEWS (Unweighted)	Margin of Error
British Columbia	554	500	± 4.4%
Alberta	443	496	± 4.4%
Saskatchewan	116	195	± 7.0%
Manitoba	140	200	± 6.9%
Ontario	1541	1321	± 2.7%
Quebec	880	502	± 4.4%
Atlantic	268	728	± 3.6%
CANADA	**3,942**	**3,942**	**+ 1.6%**

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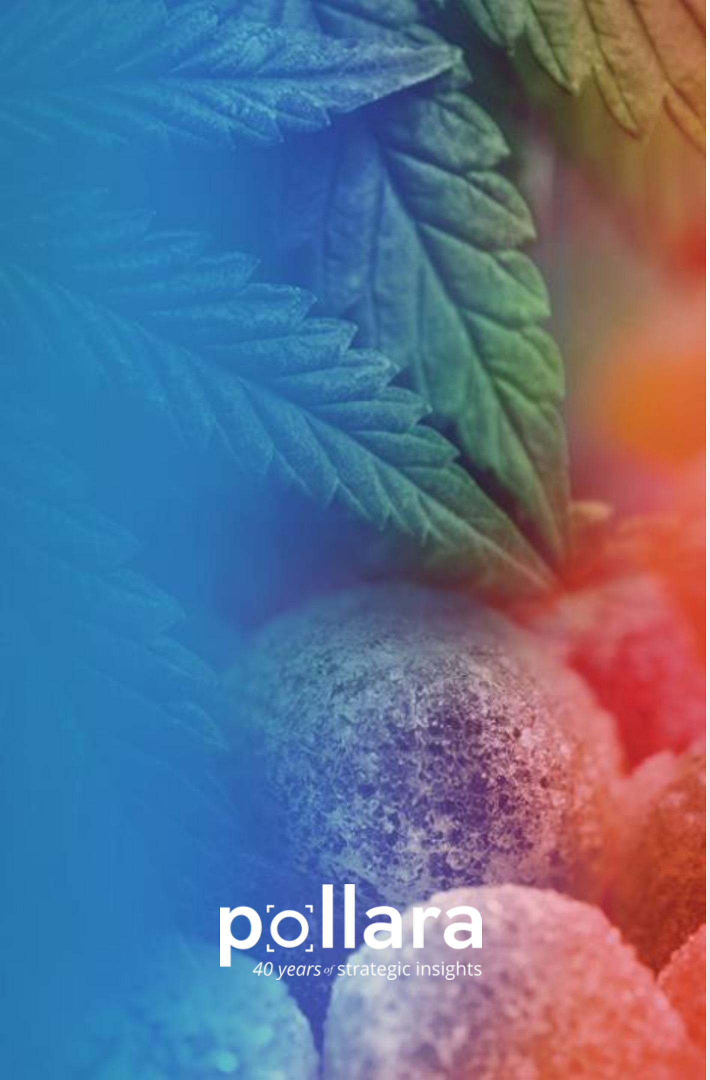


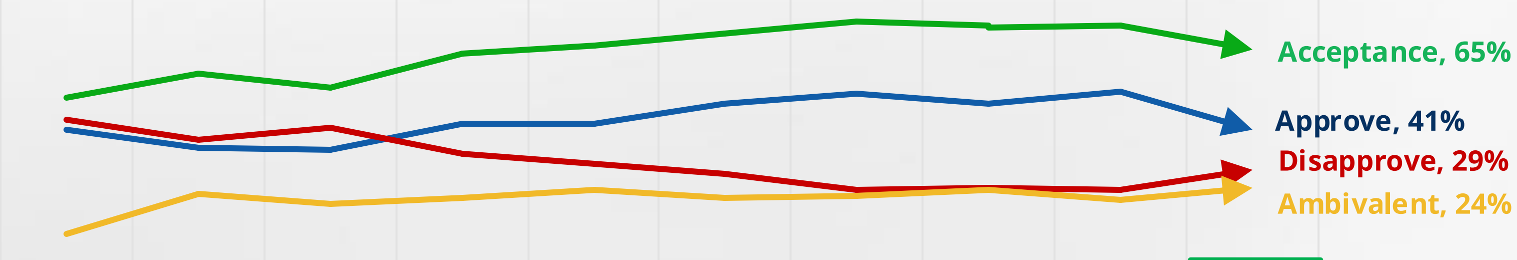
KEY INSIGHTS

- **Canadians continue to accept legalization (65%), with 41% expressing outright approval, 24% ambivalent, and only 29% disapproving.** These levels remained steady from 2020 to 2023, with a minor drop in acceptance in 2025.
  - **Public acceptance** is calculated by combining approval and ambivalence, as the ambivalent cohort effectively provides tacit approval, tends to exhibit more positive perceptions of cannabis and legalization, and tends to express approval when forced to choose.
- **Over a quarter (27%) of Canadians report using cannabis in the past 12 months** – the same level as seen in 2023, up 9 points since 2019 (post-legalization), and double (+14) the reported pre-legalization levels.
- **Dry bud/flower remains the most frequently used format** amongst past 12-month users, followed by edibles. However, when considering all formats used in the past 12 months – regardless of frequency – edibles are now slightly ahead of dry bud.
- **Eight-in-ten (84%) past 12-month users report buying legal**, with two-thirds (66%) saying they only buy legal – an 18-point increase in reported legal buying since 2020. One-in-ten (13%) continue to report buying illegal.
- **Past 12-month users are still more likely to view legal prices as higher (34%) rather than the same (20%) or lower (9%) than illegal prices** – but perceptions of higher prices are significantly lower than 2019-2021 and over a third are currently unsure.

Legalization of cannabis:
Tracking public acceptance/approval

Two-thirds (65%; -7) of Canadians express **acceptance of cannabis legalization**, with four-in-ten (41%; -11) providing approval and a quarter (24%) expressing ambivalence. Only one-in-three (29%) disapprove.

- Legalization initially occurred on October 18, 2017. By March 2019, approval levels had increased notably and continued to steadily increase until 2023. However, 2025 sees a drop in overall acceptance (65%; -7pts) and approval (41%; -11pts). Nevertheless, disapproval remains relatively low at 29%.
- Approval levels are slightly higher among 18-34 year olds (44%) and 35-54 year olds (43%) compared to those who are 55+ (38%).



	Mar 2017	Dec 2017	Jul 2018	Mar 2019	Jan 2020	Mar 2020	Dec 2020	Mar 2021	Sep 2023	Jul 2025
Acceptance	51%	58%	54%	64%	66%	70%	74%	72%	72%	65%
Approve	41%	36%	35%	43%	43%	49%	52%	49%	52%	41%
Disapprove	44%	38%	42%	34%	31%	28%	23%	24%	23%	29%
Ambivalent	10%	22%	19%	21%	23%	21%	22%	23%	20%	24%

Q5. Overall, how much do you approve or disapprove of the following: The federal government legalizing the sale and use of recreational cannabis/marijuana in Canada, overall? Base: All Respondents (N=3,942). [Note: In March and December 2017, question was asked in terms of support/opposition ratherthan approval/disapproval]. **NOTE**: ***Acceptance = Approval + Ambivalent, as Ambivalents effectively provide tacit approval, largely display more positive orientations towards cannabis, and tend to express approval when forced to choose in other research.***

About two-thirds in every province are **accepting of cannabis legalization**, with Atlantic Canadians most likely to approve

- Approval levels decrease slightly across all provinces compared to 2021 and 2023. Approval declines most notably in Saskatchewan and Manitoba; however, acceptance is high and slightly higher compared to the other provinces.

	DON'T KNOW / UNSURE	STRONGLY DISAPPROVE	SOMEWHAT DISAPPROVE	AMBIVALENT - NEITHER APPROVE NOR DISAPPROVE	SOMEWHAT APPROVE	STRONGLY APPROVE	APPROVE (Strongly/Somewhat)			ACCEPTANCE (Approve + Ambivalent)		
							Jul 2025	**Sep 2023**	**Mar 2021**	**Jul 2025**	**Sep 2023**	**Mar 2021**
TOTAL	6%	19%	10%	24%	19%	22%	**41%**	52%	49%	**65%**	72%	72%
British Columbia	10%	20%	7%	22%	15%	25%	**40%**	53%	52%	**62%**	75%	68%
Alberta	4%	22%	13%	20%	17%	24%	**41%**	46%	50%	**60%**	71%	79%
Saskatchewan	4%	19%	8%	31%	19%	19%	**38%**	54%	46%	**69%**	71%	72%
Manitoba	5%	20%	7%	21%	20%	27%	**47%**	59%	49%	**68%**	77%	68%
Ontario	5%	19%	11%	24%	18%	23%	**41%**	55%	47%	**65%**	71%	73%
Quebec	5%	20%	10%	27%	25%	14%	**39%**	47%	51%	**66%**	71%	71%
Atlantic Canada	6%	14%	9%	20%	22%	30%	**52%**	61%	58%	**71%**	80%	76%

Q5. Overall, how much do you approve or disapprove of the following: The federal government legalizing the sale and use of recreational cannabis/marijuana in Canada, overall? Base: All Respondents (N=3,942) [Note: In March and December 2017, question was asked in terms of support/opposition rather than approval/disapproval]. **NOTE: *Acceptance = Approval + Ambivalent, as Ambivalents effectively provide tacit approval, largely display more positive orientations towards cannabis, and tend to express approval when forced to choose in other research.***

Cannabis usage:
Prevalence & purchase patterns

Note: Most of the questions in this section about usage were asked only of the cohort who have used cannabis in some form in the past 12 months. Unless otherwise specified (i.e. this slide) all references to "users" in this entire report refer to those who have used marijuana in the past 12 months.

All survey questions about cannabis included the following description on the bottom of each question page:
"Note: Cannabis is also known as marijuana, weed, pot, grass, mary jane, etc. This survey refers to cannabis/marijuana in all of its different forms and extracts, such as joints, edibles, hashish, hash, hash oil, shatter, and wax – regardless of the method of consumption. This survey does not refer to synthetic marijuana, also known as spice, K2, K3, etc."

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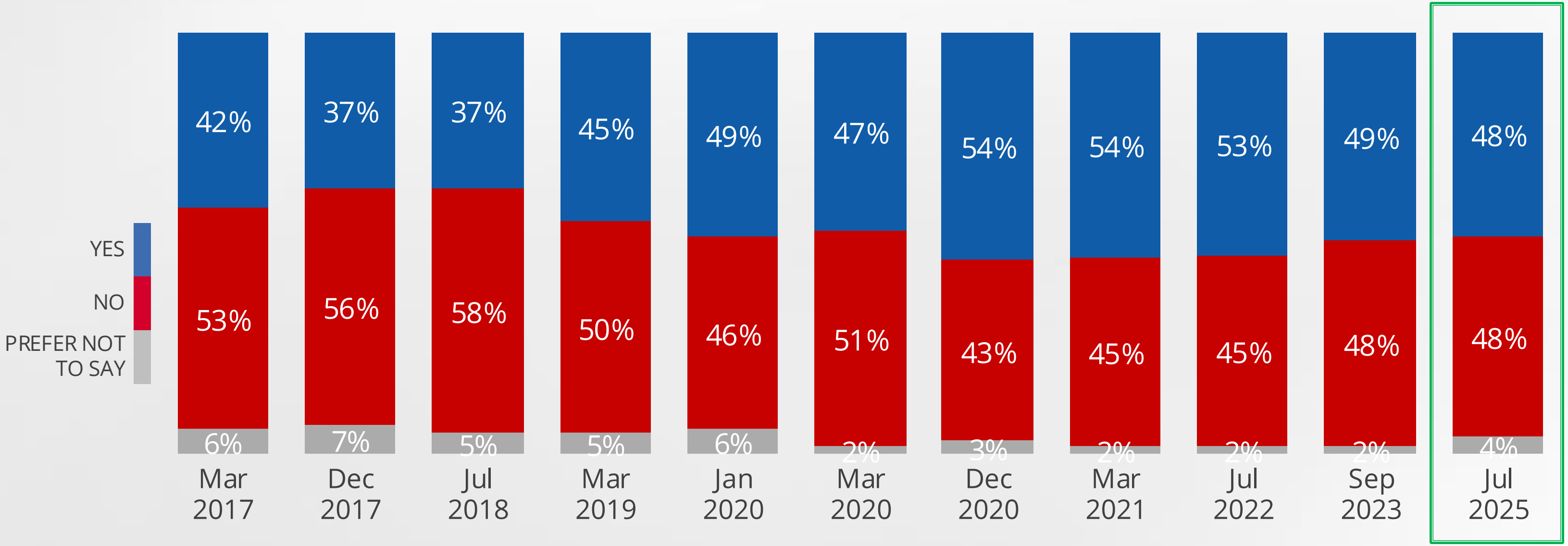
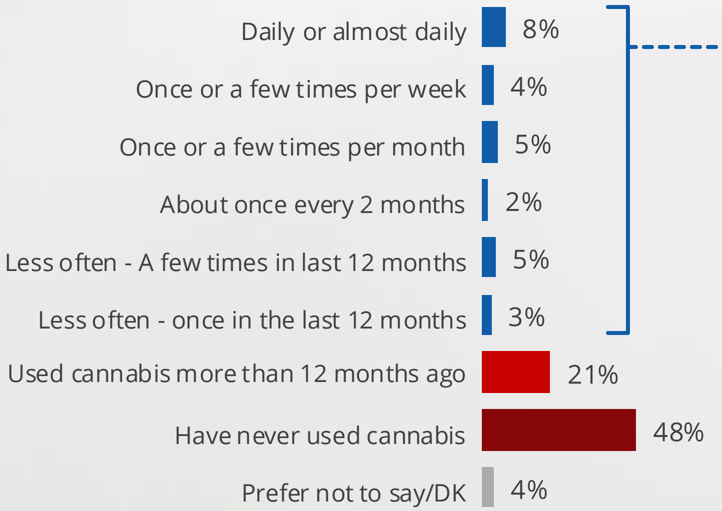
Almost half (48%) of Canadians say they've **used cannabis at least once in their lifetime** – with reported lifetime usage oscillating between 45% to 54% in the post-legalization period

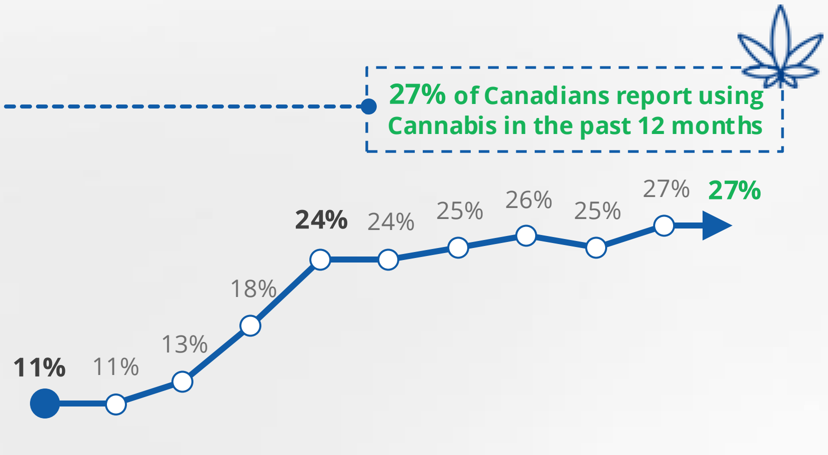


Q1. In the last 12 months, about how often have you used cannabis (also known as marijuana) in some form – if at all – whether smoked, vaped, dabbed, or consumed in edible or drinkable form? Base: All Respondents (N=3,942). This question included the following response options in order to allow us to calculate the % who have ever used cannabis in their lifetime (above): "Have used cannabis in my lifetime, but it was more than 12 months ago" and "Have never used cannabis".

Over a quarter (27%) of Canadians report **using cannabis in the past 12 months** – the same level as seen in 2023, up 9 points since 2019 (post-legalization), and double (+14 points) reported pre-legalization levels

- 18-34 year olds (38%) are most likely to have used cannabis in the past 12 months, followed by 35-54 year olds (30%) and least likely to be used by 55+ year olds (17%).
- 12-month usage frequency is highest in Saskatchewan (34%) and Atlantic Canada (31%), followed by Ontario (29%), BC (28%) and Alberta (27%). Quebec (21%) and Manitoba (22%) report the lowest 12-month usage.





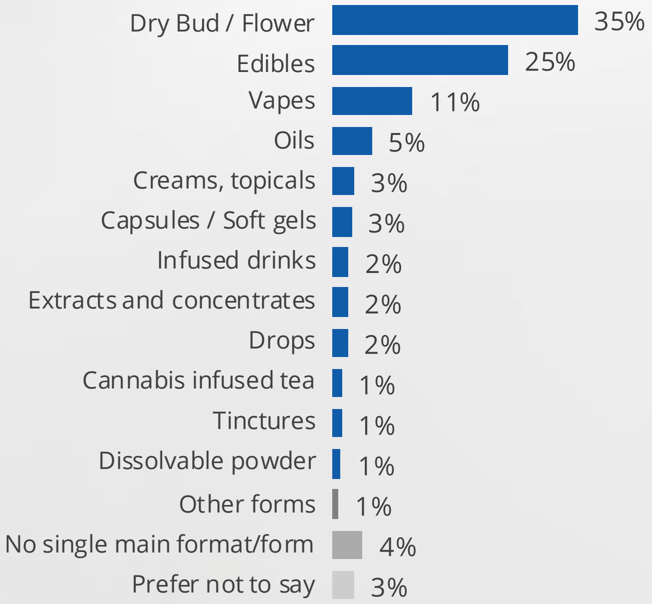
Mar 2017	Dec 2017	Jul 2018	Mar 2019	Jan 2020	Mar 2020	Dec 2020	Mar 2021	Jul 2022	Sep 2023	Jul 2025
11%	11%	13%	18%	24%	24%	25%	26%	25%	27%	27%

Q1. In the last 12 months, about how often have you used cannabis (also known as marijuana) in some form – if at all – whether smoked, vaped, dabbed, or consumed in edible or drinkable form? Base: All Respondents (N=3,942)

Dry bud remains the **most frequently used main format** amongst past 12-month users, followed by edibles. When considering all formats used – regardless of frequency – edibles are now slightly ahead of dry bud.

- Compared to previous years, usage of edibles, dry bud, oils and softgels is reducing, while usage of vapes has increased.

MAIN Form of Cannabis Used in the Past 12 Months



ALL Forms of Cannabis Used in the Past 12 Months (Main+Other)

	Jul 2025	Sep 2023	Mar 2021	Dec 2020	Mar 2020	Jan 2020	Mar 2019	Dec 2017	Mar 2017
Edibles	**50%**	56%	57%	52%	50%	47%	48%	32%	36%
Dry Bud / Flower	**46%**	50%	62%	66%	67%	66%	74%	80%	86%
Vapes	**30%**	24%	-	-	-	-	-	-	-
Oils *(i.e., Cannabis oil, Hash oil)*	**18%**	23%	26%	32%	36%	35%	31%	25%	16%
Infused drinks *(i.e., infusibles, drinkables, 'shots')*	**14%**	15%	12%	15%	5%	7%	3%	4%	1%
Extracts and concentrates *(i.e., shatter, dab, wax, resin, hash, etc.)*	**12%**	11%	13%	10%	11%	11%	10%	9%	9%
Creams, topicals	**11%**	12%	11%	11%	10%	13%	5%	-	-
Capsules / Softgels	**10%**	14%	18%	18%	12%	13%	10%	-	-
Drops	**7%**	6%	-	-	-	-	-	-	-
Cannabis infused tea or tea bags *(for drinking)*	**6%**	5%	-	-	-	-	-	-	-
Tinctures	**6%**	5%	6%	11%	8%	8%	4%	3%	3%
Dissolvable powder *(for drinking)*	**3%**	3%	-	-	-	-	-	-	-

Q2A. Thinking about the past 12 months, what was the **main form** of cannabis/marijuana that you used? Base: Past 12 Month Users (N=1,156)
Q2B. Thinking about the past 12 months, what **other forms** of cannabis/marijuana that you used? Base: Past 12 Month Users who use other forms. (N=1,089)

Eight-in-ten (84%) past 12-month users report **buying legal**, with two-thirds (66%) claiming that they buy legal only. Notably, reported legal purchases continue to consistently increase over time.

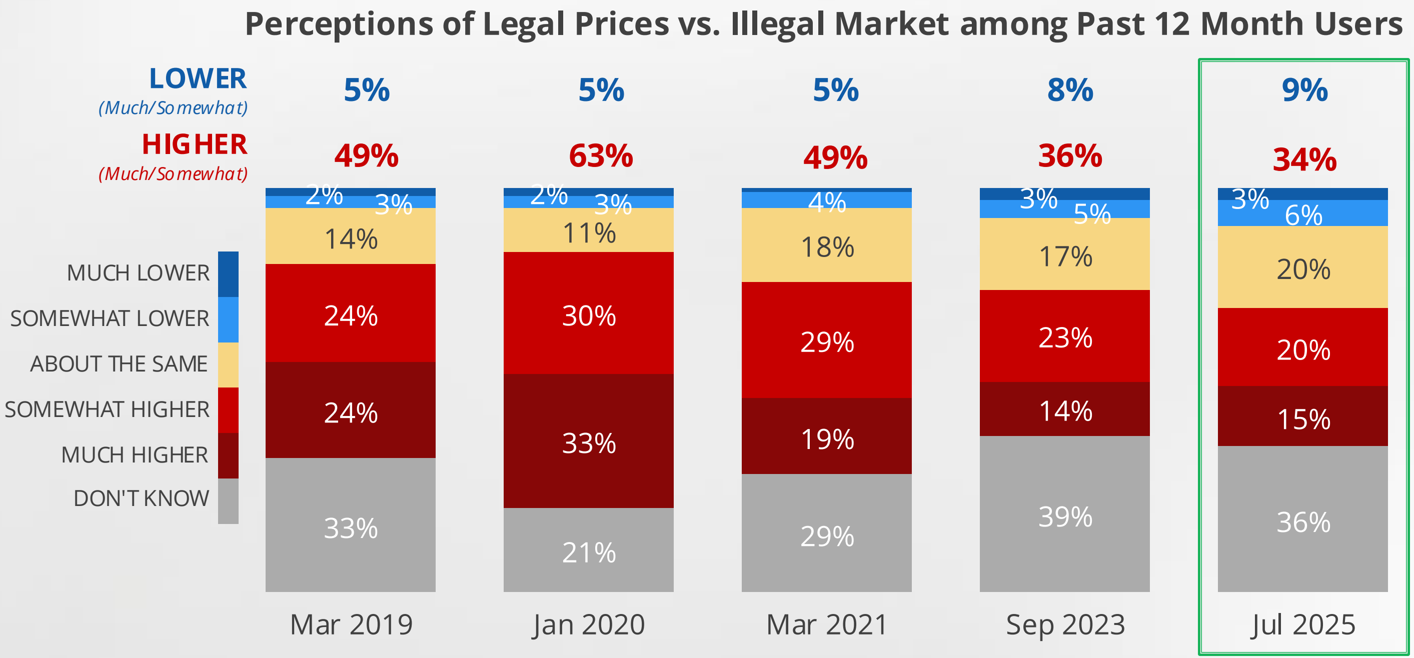
- Based on user reporting, purchasing via legal sources increased from 2021 to 2023 and remains consistent since then. Likewise, illegal purchases reduced from 2021 to 2023, remaining steady in 2025.
- Reported illegal purchases are more common in Quebec (20%) and BC (18%) and least common in Manitoba (4%) and Ontario (9%).

	Jul 2025	Sep 2023	Mar 2021	Dec 2020
BOUGHT FROM LEGAL SOURCES	**84%**	**82%**	**67%**	**66%**
In-person at a store	74%			
Online and delivered	23%			
I have grown it legally	4%			
BOUGHT FROM ILLEGAL SOURCES	**13%**	**13%**	**18%**	**20%**
In-person from a person	8%			
Online and delivered	4%			
In-person from an illegal dispensary/store	3%			
I have grown it illegally	1%			
OTHER				
It was given to me / Someone else bought it	19%	21%	20%	21%
Bought from source unsure if legal or illegal*	3%			
Prefer not to say	2%	1%	3%	2%
No main way	4%			
Legal Sources Only	**66%**	**65%**	**59%**	**55%**
Illegal Sources Only	**3%**	**4%**	**7%**	**8%**

Q3A/B: Thinking about the past 12 months, what ways did you obtain recreational cannabis/marijuana that you used?
Base: Past 12 Month Users (N=1,156) * (e.g., private company website)

Past 12-month users are still more likely to view **legal prices** as higher (34%) rather than the same (20%) or lower (9%) than illegal prices – but perceptions of higher prices are significantly lower than 2019-2021 and over a third are currently unsure

- Those purchasing through legal sources (36%) are less likely than those purchasing via illegal sources (59%) to feel that the legal prices are higher than illegal prices.



Q4. Generally speaking, thinking about comparable products and THC/CBD levels, would you say that legal prices for recreational cannabis/marijuana are...
Base: Past 12 Month Users (N=1,156)

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