

# eaze Survey Says

California just legalized the largest cannabis market in the world. A new survey of nearly 5,000 current Eaze customers shows the impact of adult-use legalization on consumers' openness around their cannabis consumption.

## 1. An Open Book

52% of survey respondents reported that legalization has made talking about their cannabis consumption easier. *Q. Are you open about your cannabis use?*

- Women are slightly more open than men about consumption (96% vs 95%).
- A majority of those who conceal their cannabis consumption cite their career as their biggest concern (60%). *Q. Why are you not open about your cannabis use?*
- Men are more concerned than women about social stigmas.

<i>Q. Why are you not open about your cannabis use?</i>	Career Concerns	Family Concerns	Medical Privacy
Female	35%	38%	32%
Male	65%	62%	68%

## 2. Friends and Family

Cannabis is often consumed socially. While most adults are open about their consumption with friends (99%), the survey found adults are increasingly open about their consumption with their family thanks to legalization.

*Q. Are you open about your cannabis use with your friends?*

*Q. Have you enjoyed cannabis for the first time with [a family member] due to legalization in California?*

- 1 in 4 people have consumed with a family member due to legalization (25%). *Q. Are you open about your cannabis use with your children?*
- 47% of parents are open with their kids about their consumption. *Q. Are you open about your cannabis use with your children?*
- Mothers are much more likely to be open with their children than fathers (61% vs 37%).
- 72% of adults surveyed say they're open with their parents about consumption.

<i>Q. Are you open about cannabis use with your parent(s)?</i>	Baby Boomer (1946-64)	Generation X (1965-84)	Millennials (1985-1995)	Generation Z (1996-)
YES	79%	75%	72%	67%



### 3. Cannabis Helps

As clinical evidence of the therapeutic value of cannabis mounts, survey data shows that close relationships with medical cannabis patients can influence personal attitudes.

- 70% of respondents have a family member benefit from medical cannabis.  
Q. Do you have a friend / family member who has benefited from medical marijuana?
- Knowing a friend or family member has benefitted from medical cannabis increases openness about personal consumption (96% vs 86%.)

<small>Q. Do you have a friend / family member who benefited from medical marijuana?</small>	Yes, with most people	Depends on the person	No, I am private
YES	56%	41%	4%
NO	36%	51%	14%

### 4. Cannabis in the Workplace

As cannabis continues to be understood as a wellness tool, the topic of consumption continues to become normalized, even in the workplace.

- 65% of respondents are open about their consumption with work colleagues but only 39% are open with their boss.  
Q. Are you open about your cannabis use with your coworkers?  
Q. Are you open about your cannabis use with your boss?
- Men are more open than women about their consumption in the work place both with their colleagues (67% vs 62%) and supervisors (41% vs 34%).
- Older generations are most reserved around their boss with the youngest generation a close second.

<small>Q. Are you open about cannabis use with your boss?</small>	Baby Boomer	Generation X	Millennials	Generation Z
YES	31%	40%	39%	33%



## 5. The Digital Era: Broadcasting Consumption

As social acceptance grows, adults are increasingly sharing about details of their consumption via social media.

- Women of all generations are more likely than their male cohorts to post about 4/20 on social media (47% vs 42%.) Q. Will you be posting something on social media to celebrate 4/20 this year?
- Generation Z leads in sharing on social media but Generation X beat Millennials and Boomers.

<small>Q. Will you be posting something on social media to celebrate 4/20 this year?</small>	Baby Boomer	Generation X	Millennials	Generation Z
YES	37%	46%	42%	52%

## 6. 4/20: Most Everyone is Celebrating

In November 2016, voters across California elected to legalize adult cannabis. On the eve of the annual 4/20 holiday in this new era, adults are opening up about their consumption thanks to legalization.

- 73% of California consumers stated they are celebrating for the first time because of the recent legalization. Q. Why is this your first year celebrating 4/20?
- Legalization is a strong motivator for first time celebrants and even more so for men than women (77% vs 70%.)
- Nearly 1 in 4 Baby Boomers are celebrating 4/20 for the first time this year.

<small>Q. Is this your first year celebrating 4/20?</small>	Baby Boomer	Generation X	Millennials	Generation Z
YES	24%	16%	10%	12%