



Data Dictionary

Consumer Cannabis Usage Patterns



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Cannabis Usage Patterns

Variable	Description	Weight
POSTCODE	6-Digit Postal Code	
PP19_	Weight - Population Aged 19 Years and Over	
	Ever Consumed Cannabis	
VC_USED	Yes	PP19_
	Current Cannabis User	
VC_CURUSE	Yes	PP19_
	Usage Frequency	
VC_FREQ1	Daily	PP19_
VC_FREQ2	Weekly	PP19_
VC_FREQ3	Monthly	PP19_
VC_FREQ4	Every couple months	PP19_
VC_FREQ5	A couple times a year	PP19_
VC_FREQ6	Less often	PP19_
VC_FREQ7	Consumed in the past but not anymore	PP19_
	If Stopped to Use - Why	PP19_
VC_STOP1	It didn't give me the effect I was looking for	PP19_
VC_STOP2	I was unable to find a regular supply	PP19_
VC_STOP3	I didn't like the 'high'	PP19_
VC_STOP4	I didn't like the side effects	PP19_
VC_STOP5	I could not afford it	PP19_
VC_STOP6	Because of its illegal status at the time	PP19_
VC_STOP7	Grew out of it	PP19_
VC_STOP8	It was leading to personal/social issues	PP19_
VC_STOP9	Other reason	PP19_
	Usage Recency	
VC_RECEN1	Yesterday	PP19_
VC_RECEN2	Past week	PP19_
VC_RECEN3	Past month	PP19_
VC_RECEN4	Past 3 months	PP19_
VC_RECEN5	Past 6 months	PP19_
VC_RECEN6	Past year	PP19_
VC_RECEN7	More than a year ago	PP19_
	How Long Been Using	PP19_
VC_YEAR1	< 1 year	PP19_
VC_YEAR2	1 - 5 years	PP19_
VC_YEAR3	6 - 10 years	PP19_
VC_YEAR4	11 - 15 years	PP19_
VC_YEAR5	16 - 20 years	PP19_
VC_YEAR6	>20 years	PP19_
	Using Forms/Products	
VC_FLOW	Bud/flower (e.g. for a joint or pipe)	PP19_
VC_VAPE	Vape	PP19_
VC EDI	Edibles (e.g. brownies, gummies)	PP19_

Variable	Description	Weight
VC_PROLL	Pre-rolled joint	PP19_
VC_CONC	Concentrates (e.g. capsule, tincture, oil)	PP19_
VC_BEV	Beverage	PP19_
VC_TOPC	Topical (e.g. cream, oil, serum)	PP19_
VC_FMOT	Other	PP19_
	Other Forms/Products Interested in Using	
VC_INFLOW	Bud/flower (e.g. for a joint or pipe)	PP19_
VC_INVAPE	Vape	PP19_
VC_INEDI	Edibles (e.g. brownies, gummies)	PP19_
VC_INPROLL	Pre-rolled joint	PP19_
VC_INCONC	Concentrates (e.g. capsule, tincture, oil)	PP19_
VC_INBEV	Beverage	PP19_
VC_INTOPC	Topical (e.g. cream, oil, serum)	PP19_
VC_INFMOT	Other	PP19_
	First Use post Legalization	
VC_FPLEG	Yes	PP19_
VC_FBLEG	No	PP19_
	How Usage Changed post Legalization	
VC_PLEGINC	Increased	PP19_
VC_PLEGSM	Stayed the same	PP19_
VC_PLEGDEC	Decreased	PP19_
	Motive to Consume	
VC_RLX	Relax/unwind	PP19_
VC_FUN	Have fun	PP19_
VC_MED	Remedy/treatment/therapy	PP19_
VC_MOOD	Improve the mood	PP19_
VC_INT	Make activities interesting	PP19_
VC_INCRT	Increase creativity	PP19_
VC_CNA	Help concentration	PP19_
VC_MEDI	Meditate	PP19_
VC_SEX	Improve sex life	PP19_
VC_HIGH	Heighten the senses	PP19_
VC_CONN	Help connect with others	PP19_
VC_MTOT	Other	PP19_
	Impact on Other Products Usage - Salty Snacks	
VC_SSNKM	Consume more	PP19_
VC_SSNKS	No impact	PP19_
VC_SSNKL	Consume less	PP19_
	Impact on Other Products Usage - Chocolate/Candy	
VC_CHOCCM	Consume more	PP19_
VC_CHOCS	No impact	PP19_
VC_CHOCL	Consume less	PP19_
	Impact on Other Products Usage - Fast Food	
VC_FFM	Consume more	PP19_
VC_FFS	No impact	
VC_FFL	Consume less	PP19_

Variable	Description	Weight
	Impact on Other Products Usage - Frozen Food	
VC_FRZFM	Consume more	PP19_
VC_FRZFS	No impact	PP19_
VC_FRZFL	Consume less	PP19_
	Impact on Other Products Usage - Vaping (non-cannabis)	
VC_NCVAPM	Consume more	PP19_
VC_NCVAPS	No impact	PP19_
VC_NCVAPL	Consume less	PP19_
	Impact on Other Products Usage - Pop/Soda	
VC_POPM	Consume more	PP19_
VC_POPS	No impact	PP19_
VC_POPL	Consume less	PP19_
	Impact on Other Products Usage - Cigarettes	
VC_CIGM	Consume more	PP19_
VC_CIGS	No impact	PP19_
VC_CIGL	Consume less	PP19_
	Impact on Other Products Usage - Alcohol	
VC_ALCM	Consume more	PP19_
VC_ALCS	No impact	PP19_
VC_ALCL	Consume less	PP19_
	Impact on Other Products Usage - Pain Medication	
VC_PNMEDM	Consume more	PP19_
VC_PNMEDS	No impact	PP19_
VC_PNMEDL	Consume less	PP19_
	Impact on Other Products Usage - Other Medication	
VC_OTMEDM	Consume more	PP19_
VC_OTMEDS	No impact	PP19_
VC_OTMEDL	Consume less	PP19_
	Medical Conditions Personally Have	
VC_MCMENT	Mental health	PP19_
VC_MCMC	Menstrual cramps	PP19_
VC_MCTI	Terminal illness	PP19_
VC_MCLTD	Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	PP19_
VC_MCGENPN	General pain management (e.g. headache, body ache)	PP19_
VC_MCCHRPN	Chronic pain (e.g. fibromyalgia, arthritis)	PP19_
VC_MCSTRE	Stress/anxiety	PP19_
VC_MCWT	Weight management	PP19_
VC_MCFATG	Fatigue	PP19_
VC_MCNAUS	Nausea	PP19_
VC_MCSKIN	Skin conditions	PP19_
VC_MCOT	Other	PP19_
	Medical Usage - Have/Had a Prescription	
VC_MDRXY	Yes	PP19_
VC_MDRXN	No	PP19_
	Medically Use/Used for	
VC_MDMENT	Mental health	PP19_

Variable	Description	Weight
VC_MDMC	Menstrual cramps	PP19_
VC_MDTI	Terminal illness	PP19_
VC_MDLTD	Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	PP19_
VC_MDGENPN	General pain management (e.g. headache, body ache)	PP19_
VC_MDCHRPN	Chronic pain (e.g. fibromyalgia, arthritis)	PP19_
VC_MDSTR	Stress/anxiety	PP19_
VC_MDWT	Weight management	PP19_
VC_MDFATG	Fatigue	PP19_
VC_MDNAUS	Nausea	PP19_
VC_MDSKIN	Skin conditions	PP19_
VC_MDOTP	Other	PP19_
VC_MDNO	None	PP19_
	Medical Usage - What Prompted	
VC_MDFAILO	Failure of initial remedy/treatment/therapy	PP19_
VC_MDSESO	Side effects of initial remedy/treatment/therapy	PP19_
VC_MDNAT	Preference for a 'natural' product	PP19_
VC_MDSAF	I believe that it is a safer product	PP19_
VC_MDPEXP	Positive experiences during recreational use	PP19_
VC_MDADVPR	Advised by a medical professional	PP19_
VC_MDRX	Received a prescription from a medical professional	PP19_
VC_MDADVFD	Advised by a friend/relative/acquaintance	PP19_
VC_MDMEDIA	Learned the benefits of cannabis through media	PP19_
VC_MDOTR	Other	PP19_
	Medical Usage - How Effective vs. Modern Medicine/Treatment	
VC_MDEFFM	More effective	PP19_
VC_MDEFFSM	Somewhat more effective	PP19_
VC_MDEFFND	No difference	
VC_MDEFFSL	Somewhat less effective	PP19_
VC_MDEFFL	Less effective	PP19_
	Medical Usage - Effect on Pharmaceutical Drug Use	
VC_MDREPL	Replaced	PP19_
VC_MDRED	Reduced	PP19_
VC_MDNEFF	No effects	PP19_
VC_MDINC	Increased	PP19_
VC_MDNOTM	Did not use other pharmaceutical drugs	PP19_
	Purchasing	PP19_
	Purchasing - Important Factors When Selecting	
VC_BSML	Smell	PP19_
VC_BLOOK	How the bud/flower looks or feels	PP19_
VC_BPKG	Packaging	PP19_
VC_BQUAL	Quality	PP19_
VC_BFORM	Form (e.g. bud/flower, pre-roll, concentrate, edible, etc.)	PP19_
VC_BDOS	Consistent dosage	PP19_
VC_BSPC	Strain/species	PP19_
VC_BTHC	High THC	PP19_
VC_BCBD	High CBD	PP19_

Variable	Description	Weight
VC_BOT	Other	PP19_
	Purchasing Frequency - Bud/Flower	
VC_BFFRQ1	Daily	PP19_
VC_BFFRQ2	Weekly	PP19_
VC_BFFRQ3	Monthly	PP19_
VC_BFFRQ4	Every 3 months	PP19_
VC_BFFRQ5	Every 6 months	PP19_
VC_BFFRQ6	Once a year or less often	PP19_
VC_BFFRQ7	Obtain for free	PP19_
	Purchasing Grams per Purchase - Bud/Flower	
VC_BFGM1	Less than 1g	PP19_
VC_BFGM2	1g - 2g	PP19_
VC_BFGM3	3g - 5g	PP19_
VC_BFGM4	6g - 10g	PP19_
VC_BFGM5	11g - 20g	PP19_
VC_BFGM6	21g - 30g	PP19_
VC_BFGM7	31g - 50g	PP19_
VC_BFGM8	Over 50g	PP19_
VC_BFGM9	Don't know	PP19_
VC_BFGM20	Obtain for free	PP19_
	Purchasing \$ per Gram - Bud/Flower	
VC_BFPRDL1	Less than \$5/g	PP19_
VC_BFPRDL2	\$5-\$7/g	PP19_
VC_BFPRDL3	\$8-\$10/g	PP19_
VC_BFPRDL4	\$11-\$15/g	PP19_
VC_BFPRDL5	Over \$15/g	PP19_
VC_BFPRDL6	Don't know	PP19_
VC_BFPRDL7	Obtain for free	PP19_
	Average Monthly Spend - Bud/Flower	
VC_SMFDL1	Less than \$2	PP19_
VC_SMFDL2	\$2 - \$5	PP19_
VC_SMFDL3	\$6 - \$10	PP19_
VC_SMFDL4	\$11 - \$25	PP19_
VC_SMFDL5	\$26 - \$50	PP19_
VC_SMFDL6	\$51 - \$75	PP19_
VC_SMFDL7	\$76 - \$100	PP19_
VC_SMFDL8	\$101 - \$150	PP19_
VC_SMFDL9	\$151 - \$200	PP19_
VC_SMFDL10	\$201 - \$300	PP19_
VC_SMFDL11	\$301 - \$400	PP19_
VC_SMFDL12	Over \$400	PP19_
VC_SMFDL13	Obtain for free	PP19_
	Purchasing Frequency - Edibles	
VC_BEFRQ1	Daily	PP19_
VC_BEFRQ2	Weekly	PP19_
VC_BEFRQ3	Monthly	PP19_

Variable	Description	Weight
VC_BEFRQ4	Every 3 months	PP19_
VC_BEFRQ5	Every 6 months	PP19_
VC_BEFRQ6	Once a year or less often	PP19_
VC_BEFRQ7	Obtain for free	PP19_
	Average Monthly Spend - Edibles	
VC_SMEDL1	Less than \$2	PP19_
VC_SMEDL2	\$2 - \$5	PP19_
VC_SMEDL3	\$6 - \$10	PP19_
VC_SMEDL4	\$11 - \$25	PP19_
VC_SMEDL5	\$26 - \$50	PP19_
VC_SMEDL6	\$51 - \$75	PP19_
VC_SMEDL7	\$76 - \$100	PP19_
VC_SMEDL8	101 - \$150	PP19_
VC_SMEDL9	\$151 - \$200	PP19_
VC_SMEDL10	Over \$200	PP19_
VC_SMEDL11	Obtain for free	PP19_
	Purchasing Frequency - Vaping	
VC_BVFRQ1	Daily	PP19_
VC_BVFRQ2	Weekly	PP19_
VC_BVFRQ3	Monthly	PP19_
VC_BVFRQ4	Every 3 months	PP19_
VC_BVFRQ5	Every 6 months	PP19_
VC_BVFRQ6	Once a year or less often	PP19_
VC_BVFRQ7	Obtain for free	PP19_
	Average Monthly Spend - Vaping	
VC_SMVDL1	Less than \$2	PP19_
VC_SMVDL2	\$2 - \$5	PP19_
VC_SMVDL3	\$6 - \$10	PP19_
VC_SMVDL4	\$11 - \$25	PP19_
VC_SMVDL5	\$26 - \$50	PP19_
VC_SMVDL6	\$51 - \$75	PP19_
VC_SMVDL7	\$76 - \$100	PP19_
VC_SMVDL8	101 - \$150	PP19_
VC_SMVDL9	\$151 - \$200	PP19_
VC_SMVDL10	201 - \$250	PP19_
VC_SMVDL11	251 - \$300	PP19_
VC_SMVDL12	Over \$300	PP19_
VC_SMVDL13	Obtain for free	PP19_
	Purchasing Frequency - Other Forms (e.g. pre-rolls, concentrates)	
VC_BOFRQ1	Daily	PP19_
VC_BOFRQ2	Weekly	PP19_
VC_BOFRQ3	Monthly	PP19_
VC_BOFRQ4	Every 3 months	PP19_
VC_BOFRQ5	Every 6 months	PP19_
VC_BOFRQ6	Once a year or less often	PP19_
VC_SMODL	Obtain for free	PP19_

Variable	Description	Weight
	Average Monthly Spend - Other forms (e.g. pre-rolls, concentrates)	
VC_SMODL1	Less than \$2	PP19_
VC_SMODL2	\$2 - \$5	PP19_
VC_SMODL3	\$6 - \$10	PP19_
VC_SMODL4	\$11 - \$25	PP19_
VC_SMODL5	\$26 - \$50	PP19_
VC_SMODL6	\$51 - \$75	PP19_
VC_SMODL7	\$76 - \$100	PP19_
VC_SMODL8	101 - \$150	PP19_
VC_SMODL9	\$151 - \$200	PP19_
VC_SMODL10	201 - \$250	PP19_
VC_SMODL11	251 - \$300	PP19_
VC_SMODL12	Over \$300	PP19_
VC_SMODL13	Obtain for free	PP19_
	Average Monthly Spend - Any Form	
VC_SMDL1	Less than \$2	PP19_
VC_SMDL2	\$2 - \$5	PP19_
VC_SMDL3	\$6 - \$10	PP19_
VC_SMDL4	\$11 - \$25	PP19_
VC_SMDL5	\$26 - \$50	PP19_
VC_SMDL6	\$51 - \$75	PP19_
VC_SMDL7	\$76 - \$100	PP19_
VC_SMDL8	\$101 - \$150	PP19_
VC_SMDL9	\$151 - \$200	PP19_
VC_SMDL10	\$201 - \$300	PP19_
VC_SMDL11	\$301 - \$400	PP19_
VC_SMDL12	\$401 - \$500	PP19_
VC_SMDL13	Over \$500	PP19_
VC_SMDL14	Obtain for free	PP19_
	How Obtained Purchase	
VC_PURLEG	Legal – In-line with provincial regulations	PP19_
VC_PURBM	Black market – Sources that are not government licensed	PP19_
VC_PURDK	Don't know	PP19_
VC_PURNA	Prefer not to answer	PP19_
	Purchasing - Legal Sources	
VC_LEGSTO	In-store	PP19_
VC_LEGOL	Online	PP19_
VC_LEGHMGR	Homegrown (excl Quebec)	PP19_
VC_LEGMED	Medical cannabis provider	PP19_
VC_LEGDK	Don't know	PP19_
	Purchasing - Black Market Sources	
VC_BMDLR	Dealer	PP19_
VC_BMFND	Friend	PP19_
VC_BMFAM	Family member	PP19_
VC_BMNGR	Non-government retailers/dispensaries	PP19_
VC_BMOL	Online	PP19_

Variable	Description	Weight
VC_BMHMGR	Homegrown (only Quebec)	PP19_
VC_BMOT	Other	PP19_
VC_BMDK	Don't know	PP19_
VC_BMBNA	Prefer not to answer	PP19_
	Purchasing - Why Not Use Legal Source	
VC_ILSCST	Cost	PP19_
VC_ILSCONV	Convenience	PP19_
VC_ILSPRV	I'm concerned about privacy	PP19_
VC_ILSOLCC	I'm concerned about buying online with a credit card	PP19_
VC_ILSTRU	I trust my current source	PP19_
VC_ILSNLC	Lack of availability from legal channels	PP19_
VC_ILSRELP	I have a good relationship with my current source	PP19_
VC_ILSCLEG	I'm confused around what is legal	PP19_
VC_ILSKWSO	I know someone who grows it	PP19_
VC_ILSOTR	Other	PP19_
VC_ILSNA	Prefer not to answer	PP19_
	Potential User - Likelihood to Use	
VC_NUVL	Very likely	PP19_
VC_NUSL	Somewhat likely	PP19_
VC_NUUD	Undecided	PP19_
VC_NUSU	Somewhat unlikely	PP19_
VC_NUVUL	Very unlikely	PP19_
	Potential User - Why Not Used in the Past	
VC_NUCST	Cost	PP19_
VC_NUOLCC	Concerned about buying online with a credit card	PP19_
VC_NURECPR	Prefer a recommendation from a medical professional	PP19_
VC_NUNSPLY	Unable to find a regular supply	PP19_
VC_NUOPP	Morally or socially opposed	PP19_
VC_NUPRV	Concerned about privacy	PP19_
VC_NULTEFF	Worried about its long-term effects	PP19_
VC_NUADDC	Worried about addiction	PP19_
VC_NUCLEG	Confused around what is legal	PP19_
VC_NUIILEG	Because of its initial illegal status	PP19_
VC_NUJOTH	Judgement by others	PP19_
VC_NUWHI	Worried about the kind of high	PP19_
VC_NUDWHI	Don't want the high	PP19_
VC_NUCTMC	Concerned it may trigger medical conditions	PP19_
VC_NUNOINT	Not interested	PP19_
VC_NUOTR	Other reason	PP19_
	Potential User - Motivation	
VC_PURLX	Relax/unwind	PP19_
VC_PUFUN	Have fun	PP19_
VC_PUMED	Remedy/treatment/therapy	PP19_
VC_PUMOOD	Improve the mood	PP19_
VC_PUINT	Make activities interesting	PP19_
VC_PUINCRT	Increase creativity	PP19_

Variable	Description	Weight
VC_PUCNA	Help concentration	PP19_
VC_PUMEDI	Meditate	PP19_
VC_PUCURI	Curiosity	PP19_
VC_PUSEX	Improve sex life	PP19_
VC_PUHIGH	Heighten the senses	PP19_
VC_PUCONN	Help connect with others	PP19_
VC_PUMTOT	Other	PP19_
	Potential User - Would Use as Medical Usage for	
VC_PUMDMEN	Mental health	PP19_
VC_PUMDMC	Menstrual cramps	PP19_
VC_PUMDTI	Terminal illness	PP19_
VC_PUMDLTD	Long-term disease/condition (e.g. ulcerative colitis, epilepsy, glaucoma)	PP19_
VC_PUMDGPN	General pain management (e.g. headache, body ache)	PP19_
VC_PUMDCPN	Chronic pain (e.g. fibromyalgia, arthritis)	PP19_
VC_PUMDSTR	Stress/anxiety	PP19_
VC_PUMDWT	Weight management	PP19_
VC_PUMDFAT	Fatigue	PP19_
VC_PUMDNAU	Nausea	PP19_
VC_PUMDSKN	Skin conditions	PP19_
VC_PUMDOT	Other	PP19_
VC_PUMDN	None	PP19_
	Potential User - Reasons to Use as Medical Purpose	
VC_PUMDFCM	Failure of current remedy/treatment/therapy	PP19_
VC_PUMDSES	Side effects of current remedy/treatment/therapy	PP19_
VC_PUMDNAT	Preference for a 'natural' product	PP19_
VC_PUMDSAF	I believe that it is a safer product	PP19_
VC_PUMDADP	Advised by a medical professional	PP19_
VC_PUMDADF	Advised by a friend/relative/acquaintance	PP19_
VC_PUMDMED	Learned the benefits of cannabis through media	PP19_
VC_PUMDOTF	Other	PP19_
	Potential User - Form/Product Most Likely Would Use	
VC_PUFLOW	Bud/flower (e.g. for a joint or pipe)	PP19_
VC_PUVAPE	Vape	PP19_
VC_PUEDI	Edibles (e.g. brownies, gummies)	PP19_
VC_PUPROLL	Pre-rolled joint	PP19_
VC_PUCONC	Concentrates (e.g. capsule, tincture, oil)	PP19_
VC_PUBEV	Beverage	PP19_
VC_PUTOPC	Topical (e.g. cream, oil, serum)	PP19_
VC_PUFMOT	Other	PP19_
VC_PUFMDK	Don't know	PP19_
	How Perceive Known Brand Launch Cannabis Prod	
	Perception of Launch Cannabis Prod - Health and Wellness Prod	
VC_PDHLPO	Positive perception	PP19_
VC_PDHLNC	No change in perception	PP19_
VC_PDHLNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Alcohol	

Variable	Description	Weight
VC_PDALCPO	Positive perception	PP19_
VC_PDALCNC	No change in perception	PP19_
VC_PDALCNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Beverage	
VC_PDBEVPO	Positive perception	PP19_
VC_PDBEVNC	No change in perception	PP19_
VC_PDBEVNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Packaged Food/snack	
VC_PDSNKPO	Positive perception	PP19_
VC_PDSNKNC	No change in perception	PP19_
VC_PDSNKNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Cosmetics Prod	
VC_PDCOSPO	Positive perception	PP19_
VC_PDCOSNC	No change in perception	PP19_
VC_PDCOSNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Personal Care Prod	
VC_PDPCPO	Positive perception	PP19_
VC_PDPCNC	No change in perception	PP19_
VC_PDPCNE	Negative perception	PP19_
	Perception of Launch Cannabis Prod - Restaurant Food	
VC_PDRSTPO	Positive perception	PP19_
VC_PDRSTNC	No change in perception	PP19_
VC_PDRSTNE	Negative perception	PP19_
	Perception of Usage after Launch Cannabis - Health and Wellness Products	
VC_PDHLIN	Increase	PP19_
VC_PDHLSM	No change	PP19_
VC_PDHLDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Alcohol	
VC_PDALCIN	Increase	PP19_
VC_PDALCSM	No change	PP19_
VC_PDALCDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Beverage	
VC_PDBEVIN	Increase	PP19_
VC_PDBEVSM	No change	PP19_
VC_PDBEVDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Packaged Food/Snack	
VC_PDSNKIN	Increase	PP19_
VC_PDSNKSM	No change	PP19_
VC_PDSNKDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Cosmetics Products	
VC_PDCOSIN	Increase	PP19_
VC_PDCOSSM	No change	PP19_
VC_PDCOSDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Personal Care Products	
VC_PDPCIN	Increase	PP19_
VC_PDPCSM	No change	PP19_

Variable	Description	Weight
VC_PDPCDE	Decrease	PP19_
	Perception of Usage after Launch Cannabis - Restaurant Food	
VC_PDRSTIN	Increase	PP19_
VC_PDRSTSM	No change	PP19_
VC_PDRSTDE	Decrease	PP19_
	Social Acceptability - Alcohol	
VC_ALCCA	Completely acceptable	PP19_
VC_ALCSA	Somewhat acceptable	PP19_
VC_ALCUD	Undecided	PP19_
VC_ALCSUA	Somewhat unacceptable	PP19_
VC_ALCCUA	Completely unacceptable	PP19_
	Social Acceptability - Cannabis	
VC_CANCAC	Completely acceptable	PP19_
VC_CANSAC	Somewhat acceptable	PP19_
VC_CANUD	Undecided	PP19_
VC_CANSUAC	Somewhat unacceptable	PP19_
VC_CANCUAC	Completely unacceptable	PP19_
	Social Acceptability - Tobacco	
VC_TOPCAC	Completely acceptable	PP19_
VC_TOPSAC	Somewhat acceptable	PP19_
VC_TOPUD	Undecided	PP19_
VC_TOPSUAC	Somewhat unacceptable	PP19_
VC_TOPCUAC	Completely unacceptable	PP19_
	Attitudes - Legalization	
VC_LEGFSUP	Fully support	PP19_
VC_LEGSSUP	Somewhat support	PP19_
VC_LEGUD	Undecided	PP19_
VC_LEGSOPP	Somewhat oppose	PP19_
VC_LEGFOPP	Fully oppose	PP19_
	Attitudes/Views/Info-Statements	PP19_
	Views Statements - Strongly Agree	
VC_VLMHD	Cannabis is gateway drug that leads users to other more harmful drugs.	PP19_
VC_VDMGHL	Cannabis is damaging to physical and/or mental health.	PP19_
VC_VSFSM	Edible cannabis is safer than smoking it.	PP19_
VC_VLHALC	Cannabis is less harmful than alcohol.	PP19_
VC_VLHTOP	Cannabis is less harmful than tobacco.	PP19_
VC_VNCALC	Cannabis should not be consumed in combination with alcohol.	PP19_
VC_VTXMC	Cannabis is an alternate form of treatment to some medical conditions.	PP19_
VC_VWELL	Cannabis/cannabis products, can offer wellness or therapeutic benefits.	PP19_
VC_VHLBNF	Like idea of cannabis products have the health benefit, but no 'high'.	PP19_
VC_VSFLEG	Feel safer for myself/family since cannabis has been legalized and regulated.	PP19_
VC_VLGNBM	Cannabis legalization will eliminate cannabis on the black market over time.	PP19_
VC_VNTFDC	Won't trust food/beverage brands regularly purchase if start selling products infused with cannabis.	PP19_
VC_VSAFDC	Need to know/trust brand when assessing quality/safety of products derived from/infused with cannabis.	PP19_

Variable	Description	Weight
VC_VSCCBSR	Would support cannabis company based on their corporate/social responsibility (e.g. low environmental impact).	PP19_
VC_VKEUCPD	It's important for cannabis product brands to educate on the effects and use of their products.	PP19_
VC_VCADLS	Like alcohol ads, cannabis advertising should be able to communicate a lifestyle.	PP19_
VC_VCADNA	Like tobacco, cannabis advertising should not be allowed at all.	PP19_
VC_VCADAMD	Cannabis should be allowed to be advertised as a medical option.	PP19_
VC_VEBINN	Established brands that are creating cannabis products are innovative and trendy.	PP19_
	Views - Difference between THC and CBD	
VC_THCCBDY	Yes	PP19_
VC_THCCBDS	Somewhat	PP19_
VC_THCCBDN	No	PP19_
	Health Benefits Awareness - CBD	
VC_CBDHBY	Yes	PP19_
VC_CBDHBS	Somewhat	PP19_
VC_CBDHBN	No	PP19_
	Health Benefits Awareness - THC	
VC_THCHBY	Yes	PP19_
VC_THCHBS	Somewhat	PP19_
VC_THCHBN	No	PP19_
	Information Obtained on Cannabis	
VC_INFV	Television	PP19_
VC_INFRD	Radio	PP19_
VC_INFSM	Social media	PP19_
VC_INFSE	Search engines (e.g. Google, Bing)	PP19_
VC_INFWEB	Websites	PP19_
VC_INFGWEB	Government websites	PP19_
VC_INFMZ	Magazines	PP19_
VC_INFNP	Newspapers	PP19_
VC_INFYT	YouTube	PP19_
VC_INFFND	Friends/family	PP19_
VC_INFUSER	People that use cannabis	PP19_
VC_INFRET	Cannabis retailers	PP19_
VC_INFOT	Other	PP19_
VC_INFNO	None	PP19_