



SICPA/HARRIS CANNABIS POLL RESULTS

February 2022

A new nationwide study commissioned by SICPA and conducted online by The Harris Poll of over 2,000 U.S. adults shows consumers would like more information regarding product source, testing and safety considerations, ideally with verifiable certificates. This is the second in quarterly series of polls. More information on the series can be found at <http://us.sicpa.com/polls/cannabis>.

CANNABIS USE AMONG AMERICANS

- 50% of Americans have used cannabis products at some point in time.
- In the past 12 months:
 - More than 1 in 3 (36%) have used cannabis products.
 - 13% used cannabis products for the first time.

PRODUCT CHOICE & INFORMATION

- Almost 3 in 5 cannabis users (58%), defined as those who have ever used cannabis products, are overwhelmed by the variety of choices when it comes to cannabis products.
- More than 4 in 5 cannabis users (81%) say if they were to consume cannabis products, they would like full information about the product provided to them.
- Nearly 3 in 5 cannabis users (58%) say they don't know how to determine which cannabis products are worth consuming and which are not.

PRODUCT SAFETY & TESTING

- 4 in 5 cannabis users (80%) say it is important to them to be able to verify the safety of a cannabis product before using it.
- A strong majority of cannabis users (83%) support requiring cannabis retailers to validate that their products have been legitimately tested for safety and potency through verified certificates.
- Almost 4 in 5 cannabis users (78%) say it would be important to them to be able to validate whether a cannabis product has ever been recalled prior to making a purchase.

HISTORICALLY DISADVANTAGED GROWERS

- More than 3 in 5 cannabis users (63%) support buying cannabis products from groups who have been more disadvantaged historically over groups who have not.

ORGANIC PRODUCTS

- More than 3 in 4 cannabis users (77%) would rather buy cannabis products that are developed with organic principles over ones that are not.



SURVEY METHODOLOGY

This survey was conducted online within the United States by The Harris Poll on behalf of SICPA between January 11-13, 2022 among 2,056 adults ages 18+, among whom 1,022 have used cannabis products. This online survey is not based on a probability sample and therefore no estimate of theoretical sampling error can be calculated. For complete survey methodology, including weighting variables and subgroup sample sizes, please contact Diana Daley at diana.daley@sicpa.com.

ABOUT SICPA

SICPA is a trusted provider of product security, revenue realization, and track and trace solutions for regulated products like pharmaceuticals, tobacco, alcohol and soft drinks to government and industry worldwide. Its SICPATRACE® technology provides states and countries with a secure, comprehensive mechanism for capturing and analyzing data, and information on the activities of licensed cannabis operators to ensure compliance with local laws and regulatory provisions. SICPA also provides operators and regulators with the tools to enable their products to be protected, differentiated and verified as legitimate. These tools are all essential to developing a viable, secure and safe cannabis market that will lead to sustained participation in the industry and will be key to long-term economic vitality.

To learn more visit:

www.us.sicpa.com/cannabiscontrol