

THE SUBSTITUTION EFFECT

The substitution effect shows us what products consumers feel comfortable using in place of others given availability – in our case, we explore how cannabis is being used to substitute alcohol in states that have legalized cannabis.

WHO DRINKS LESS ALCOHOL?

Millennial cannabis users are 10% more likely than Baby Boomer consumers to decrease alcohol use after cannabis legalization.

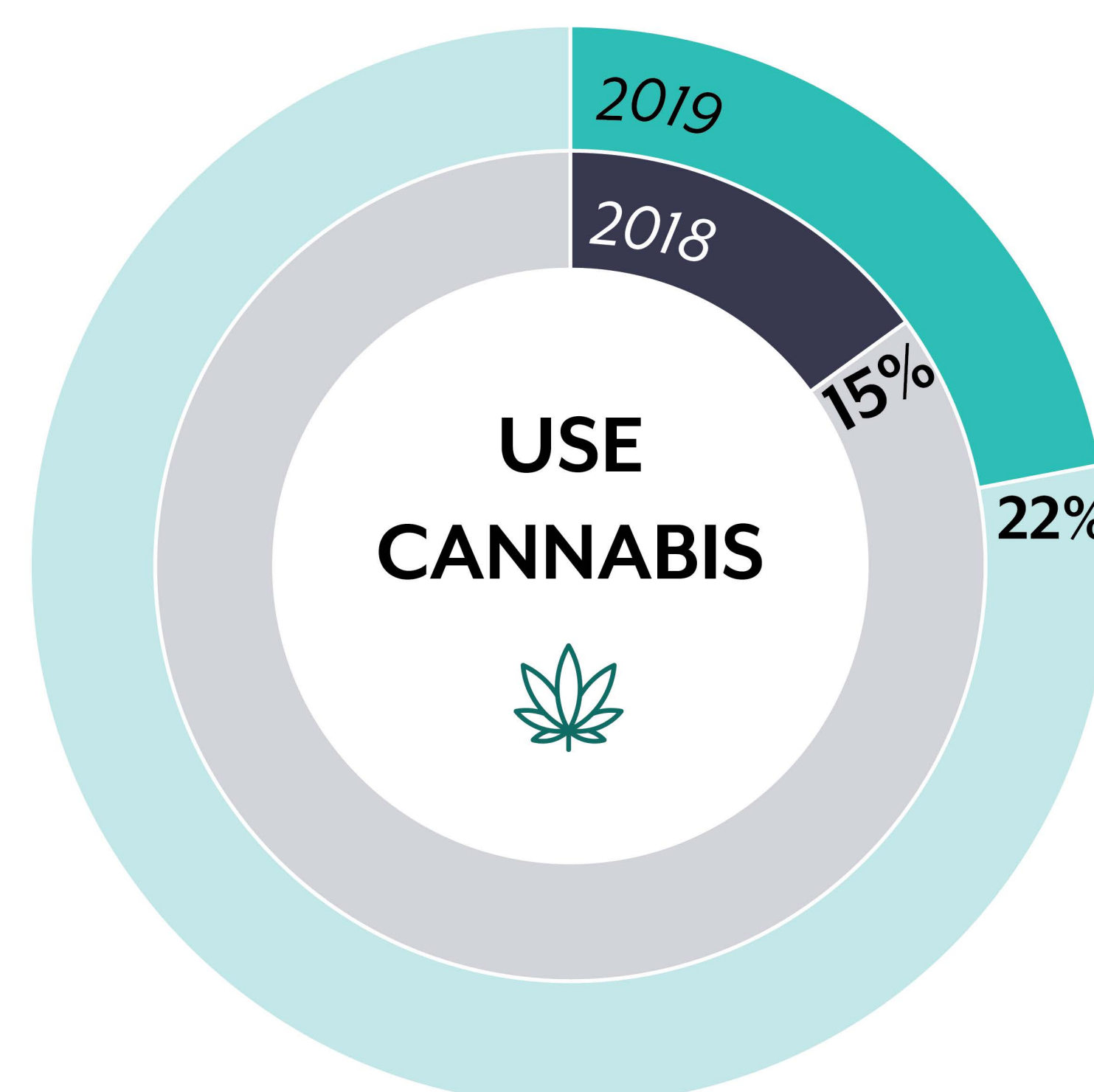
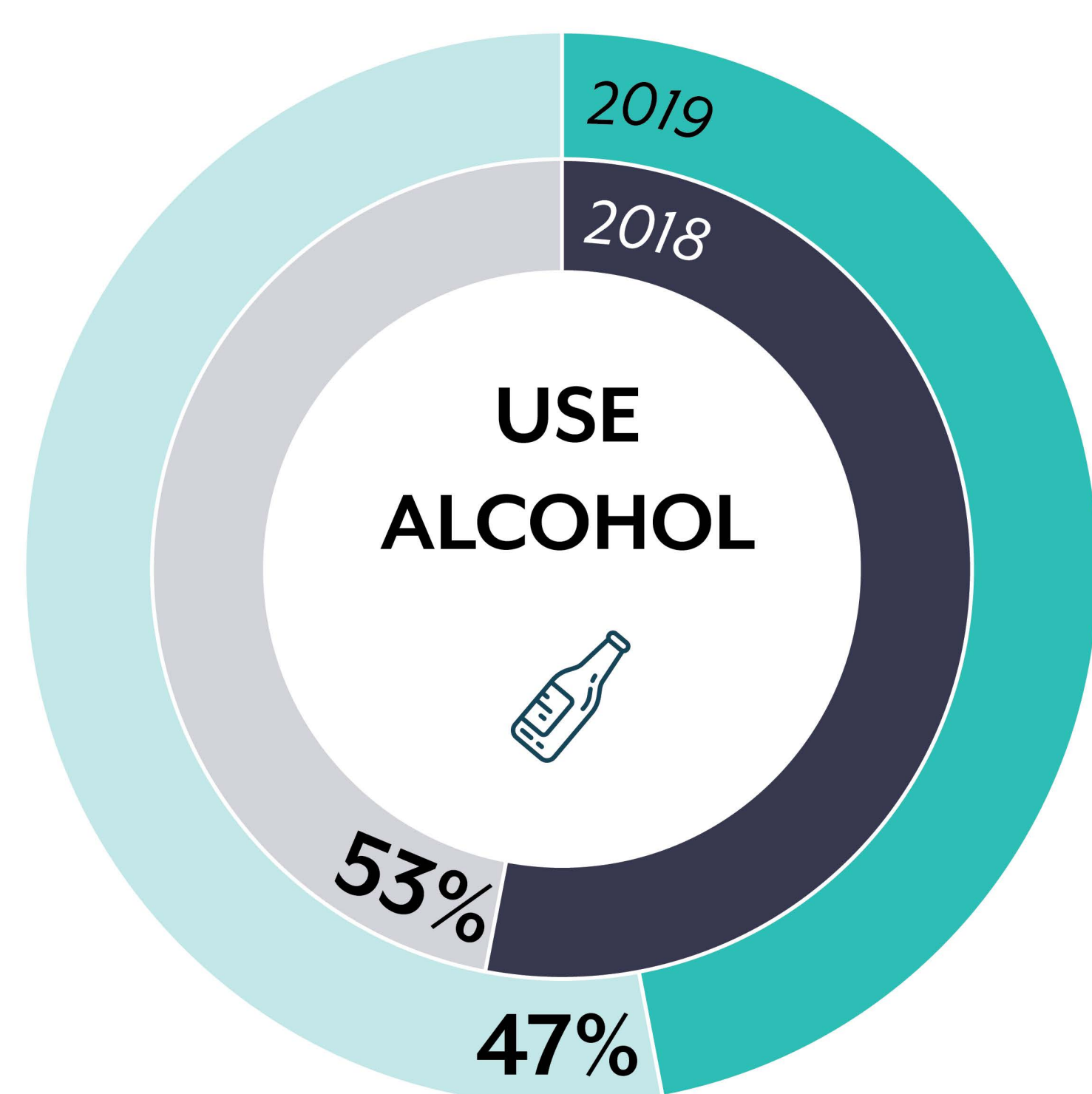
CANNABIS USERS REPORTING LESS ALCOHOL USE AFTER CANNABIS LEGALIZATION



Many Millennials turned 21 with access to legal cannabis; this is one of the many reasons they have a different relationship with alcohol than older generations.

% OF CANNABIS USERS REPORTING USE AT BAR/NIGHTCLUB

Between 2018 and 2019, cannabis users became more likely to use cannabis and less likely to use alcohol when in a **bar or nightclub**. This change was similar for other occasions of use, including **dinner parties** and **family gatherings**. As legalization has spread and consumers have become more familiar with cannabis, the stigma has lessened and acceptance has increased.



Beer is often the first type of alcohol that consumers looking to be healthy cut back on; it has more calories and lower alcohol by volume than wine or spirits.

AFTER CANNABIS LEGALIZATION

31%

OF ALL CANNABIS CONSUMERS DRINK LESS ALCOHOL

Of cannabis consumer who drink **red wine**,

42%

report drinking the same amount

Wine has additional health benefits, so consumers find it easier to justify their consumption of it.



38%

of cannabis consumers who drink mainstream beer report drinking **less alcohol**



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