

ALCOHOL VS. CANNABIS

We explore the occasions of alcohol and cannabis use for two different generations of cannabis users - Millennials and Baby Boomers.

AT AN AFTER WORK GATHERING,

MILLENNIAL CANNABIS USERS ARE
88% MORE LIKELY TO USE
CANNABIS THAN BABY BOOMERS



Looking at all cannabis users, Millennials use both alcohol and cannabis at higher rates than Baby Boomers. Millennials are 38% more likely to drink alcohol at an after work gathering, but 88% more likely to use cannabis. For older employees, there may be remaining stigma regarding cannabis usage, which may make them uncomfortable using around work colleagues.

CANNABIS CONSUMERS USING CANNABIS AT AN AFTER WORK GATHERING

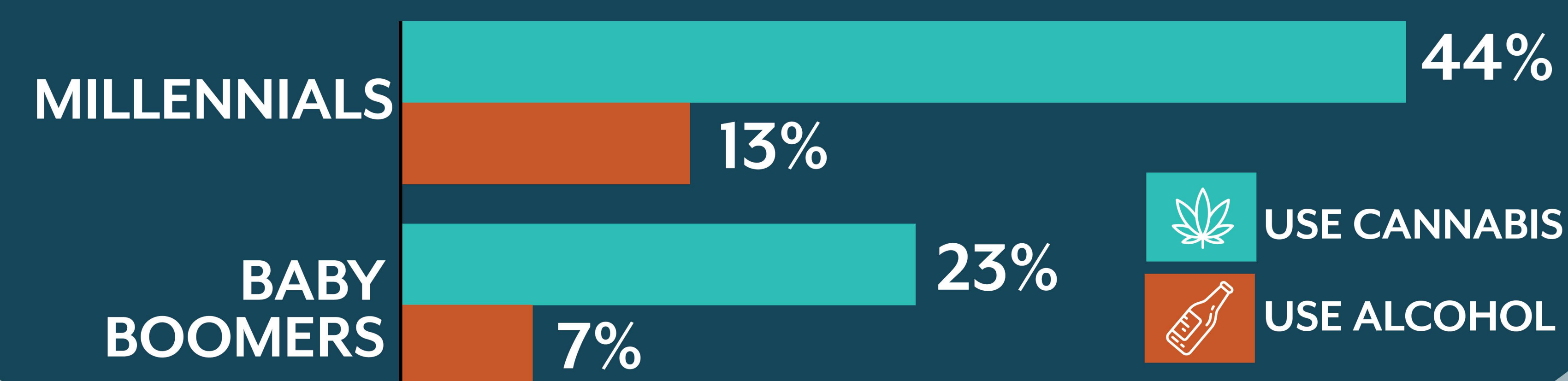


CANNABIS CONSUMERS USING ALCOHOL AT AN AFTER WORK GATHERING



BEFORE/AFTER A WORKOUT

% OF CANNABIS CONSUMERS USING BEFORE/AFTER WORKOUT



Millennial cannabis users are over three times as likely to use cannabis before or after a workout. Millennials have jumped on fitness trends - like Ganja Yoga and cannabis-friendly running clubs - as well as wellness trends. Products that help Millennials recover after workouts are popular, and cannabis has been said to relieve tense muscles and prevent future soreness. Unlike Millennials, Baby Boomers have lived most of their lives during cannabis prohibition, so may not be open to changing their fitness routine to include cannabis.



DURING A MEAL,

Millennials and Baby Boomers use alcohol at similar rates of 27% and 28%. However, Millennials are 67% more likely to use cannabis during a meal.

% OF CANNABIS CONSUMERS USING CANNABIS DURING A MEAL

MILLENNIALS



BABY BOOMERS

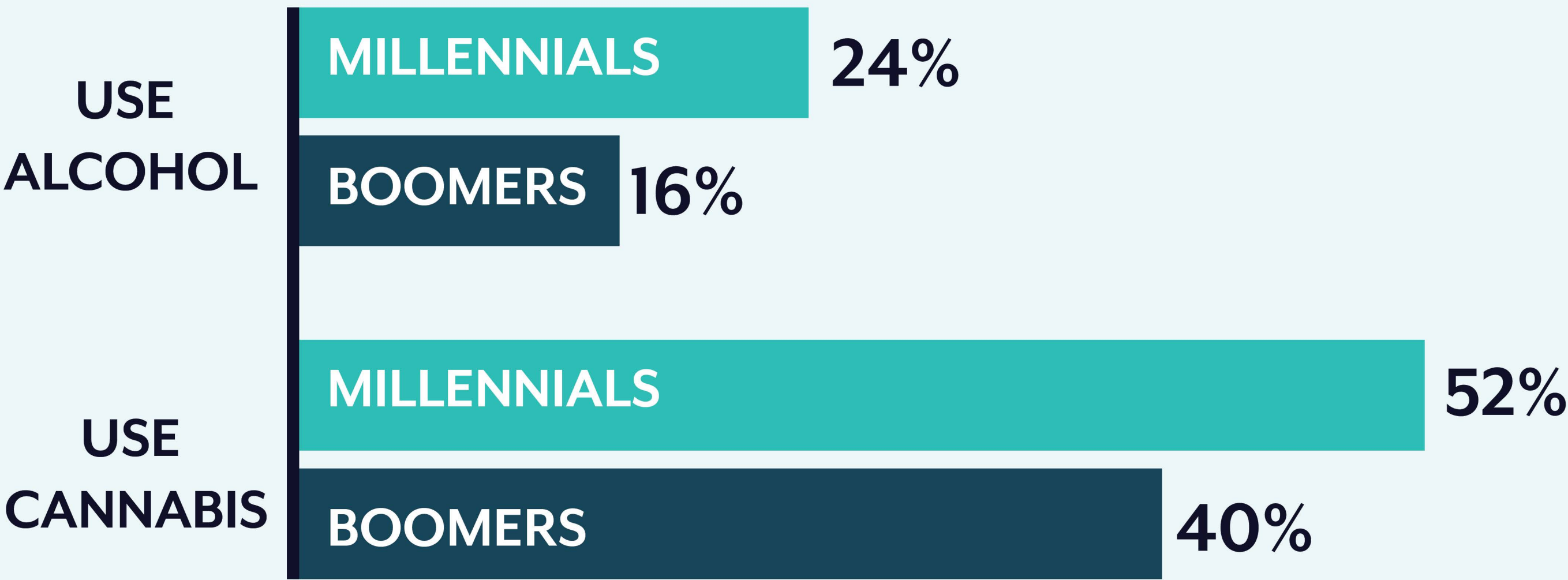


DURING HOME DUTIES

Home duties can be repetitive, boring, and physically taxing; cannabis is said to make everything more fun and reduce pain. A large percentage of both Millennial and Boomer cannabis users make chores more bearable with cannabis.



% OF CANNABIS CONSUMERS USING DURING HOME DUTIES



AT A BAR/NIGHTCLUB

Of all cannabis users, Millennials are **more than twice as likely** as Baby Boomers to use cannabis in a bar or nightclub. However, Millennials and Baby Boomers use alcohol in bars and nightclubs at similar rates.

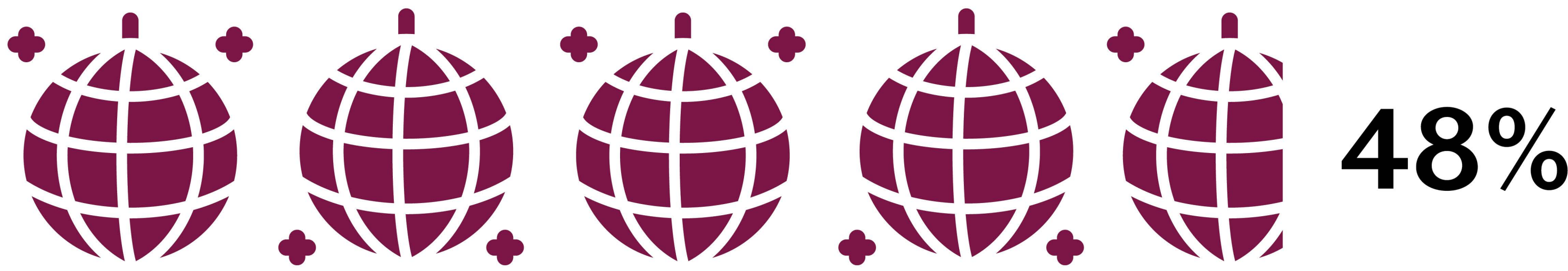


% OF CANNABIS CONSUMERS USING ALCOHOL AT A BAR/NIGHTCLUB

MILLENNIALS



BABY BOOMERS



RELAXING AT HOME

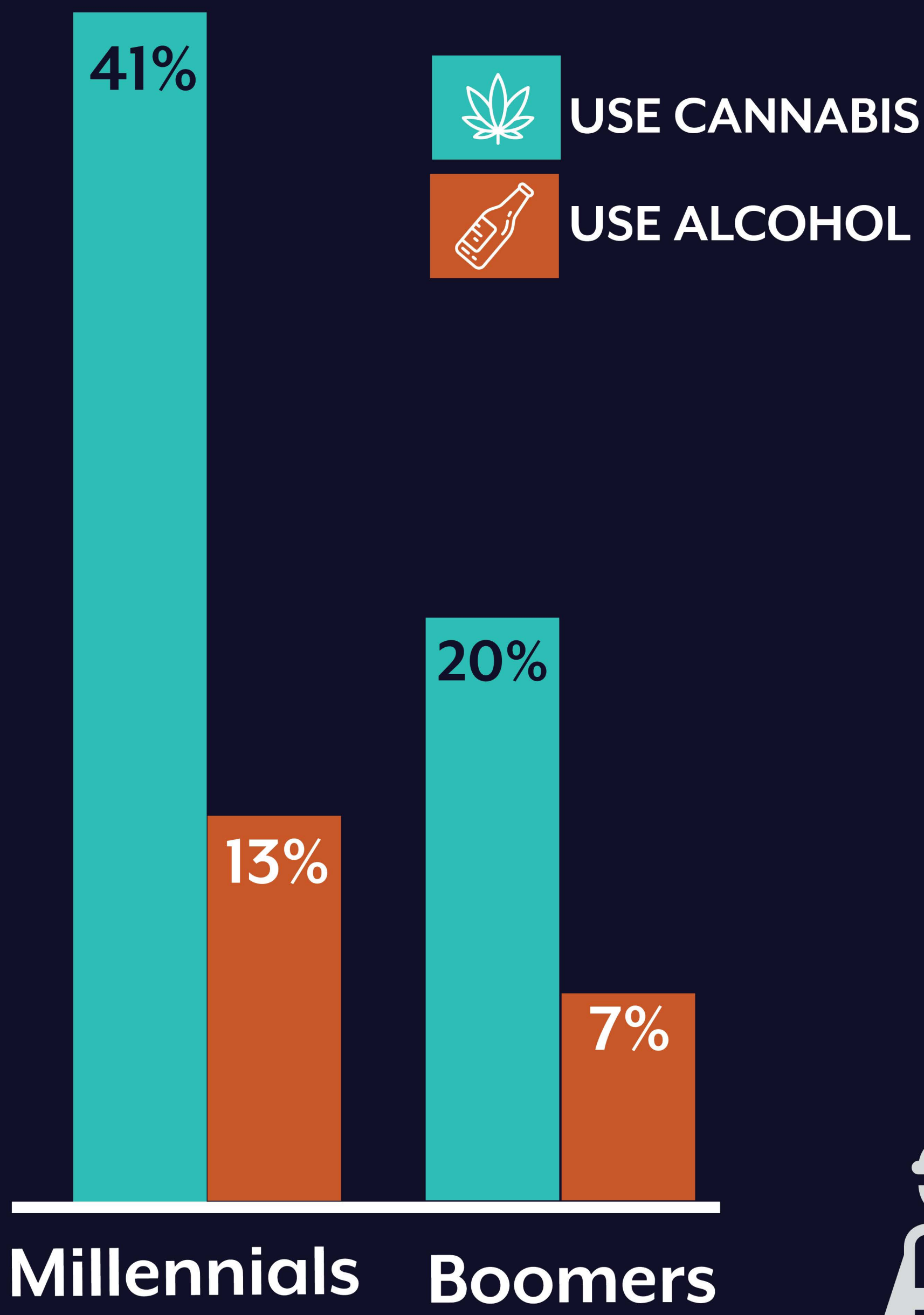
The only occasion Millennial and Baby Boomer cannabis consumers use alcohol *and* cannabis at similar rates is relaxing at home. No matter the age, cannabis consumers feel comfortable using cannabis in private, with 67% of Millennials and 65% of Baby Boomers reporting use. Only 37% of both generations report drinking alcohol while relaxing at home, indicating that the modern cannabis consumer is **nearly twice as likely** to reach for cannabis rather than alcohol while relaxing at home.



AT WORK



Millennial cannabis consumers use alcohol and cannabis at about twice the rate of Boomers.



Older cannabis consumers may have more responsibilities at work and at home than their younger counterparts. Since many work places have drug free policies, using substances at work could put them at risk of demotion or termination; senior employees could have trouble finding a new position compared to junior or mid-level Millennials.