



Report

Study on Vaping and Cannabis in Quebec

Usage and attitudes (U&A)

Date: 2025/11/21



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Methodology



Methodology

How?

To meet the research objectives, a web survey was conducted using Léger’s LEO panel among **1,008 respondents**. The survey was offered in **French and English**.

Who?

Residents of Quebec, aged 18 and over, able to respond in French or English.

Quotas?

To ensure a relevant analysis of this specific consumer segment, **a quota of 500 current cannabis consumers (regardless of format) and/or vaping product consumers** was established.

When?

Data collection took place **from January 22 to February 2, 2025**. The **median survey completion time was 7 minutes**.

Weighting?

To ensure a sample representative of the study population, results were weighted according to **sex, age, region, mother tongue, education level, and presence of children in the household**. Note also that **current cannabis consumers (regardless of format) and/or vaping product consumers (n=500)** were adjusted to reflect their actual weight within the population in order to ensure the sample’s representativeness.

NOTES TO READERS

ROUNDING: The data presented have been rounded. As a result, totals may differ slightly from 100%.

2

Highlights



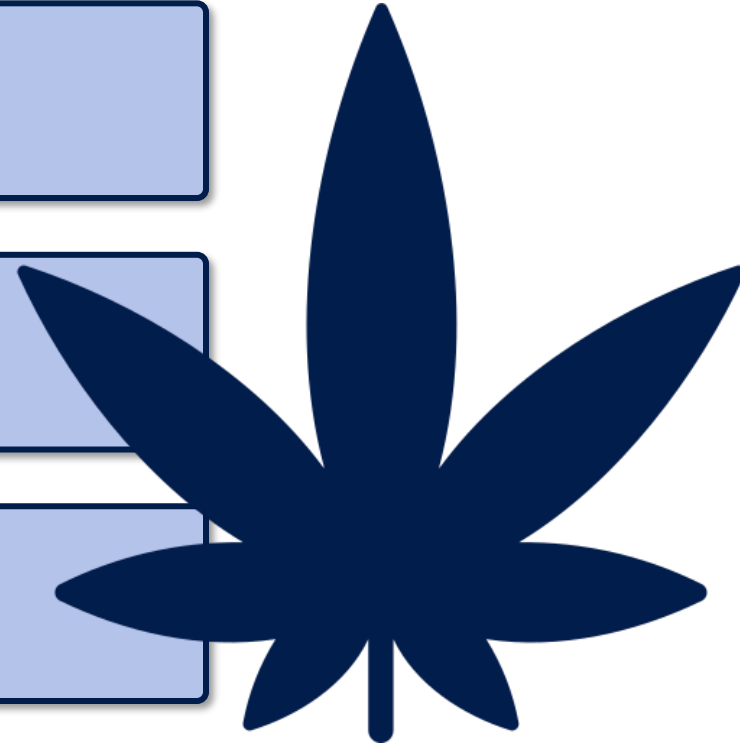
Highlights

Overall, 7% of respondents, and **32%** of those who identify as cannabis consumers, **currently use cannabis vaping products**, favouring this format for its minimal odor, convenience, and ease of use.

Among all respondents who identify as cannabis consumers, **21% purchase** their cannabis products **exclusively through medical, unregulated, or out-of-province channels**.

Among all cannabis consumers, **55%** indicate that they would be interested in **purchasing the cannabis vaping products included in the new offering through a legal and regulated channel**.

Among respondents interested in regulated cannabis vaping products, **50%** cite **trust in product safety, testing, and quality** as their main motivations for purchasing this new offering.



3

Detailed Results

General consumption
and purchasing habits



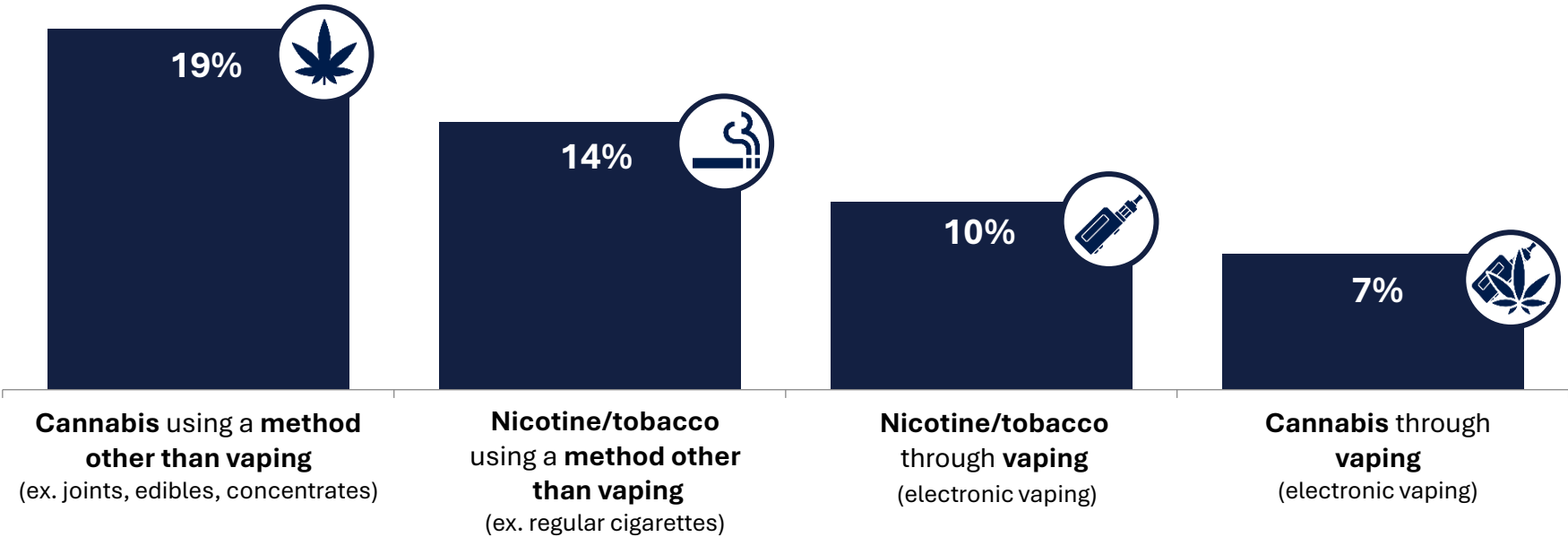
Current use of vaping products, whether cannabis or nicotine/tobacco

Q. Do you consume or use any of the following, even occasionally?
*Please select all that apply.**
Base: All respondents (n=1,008)

TOTAL VAPE: 14%

TOTAL CANNABIS: 22%

34%
of respondents
consume one or
more of the
following
products



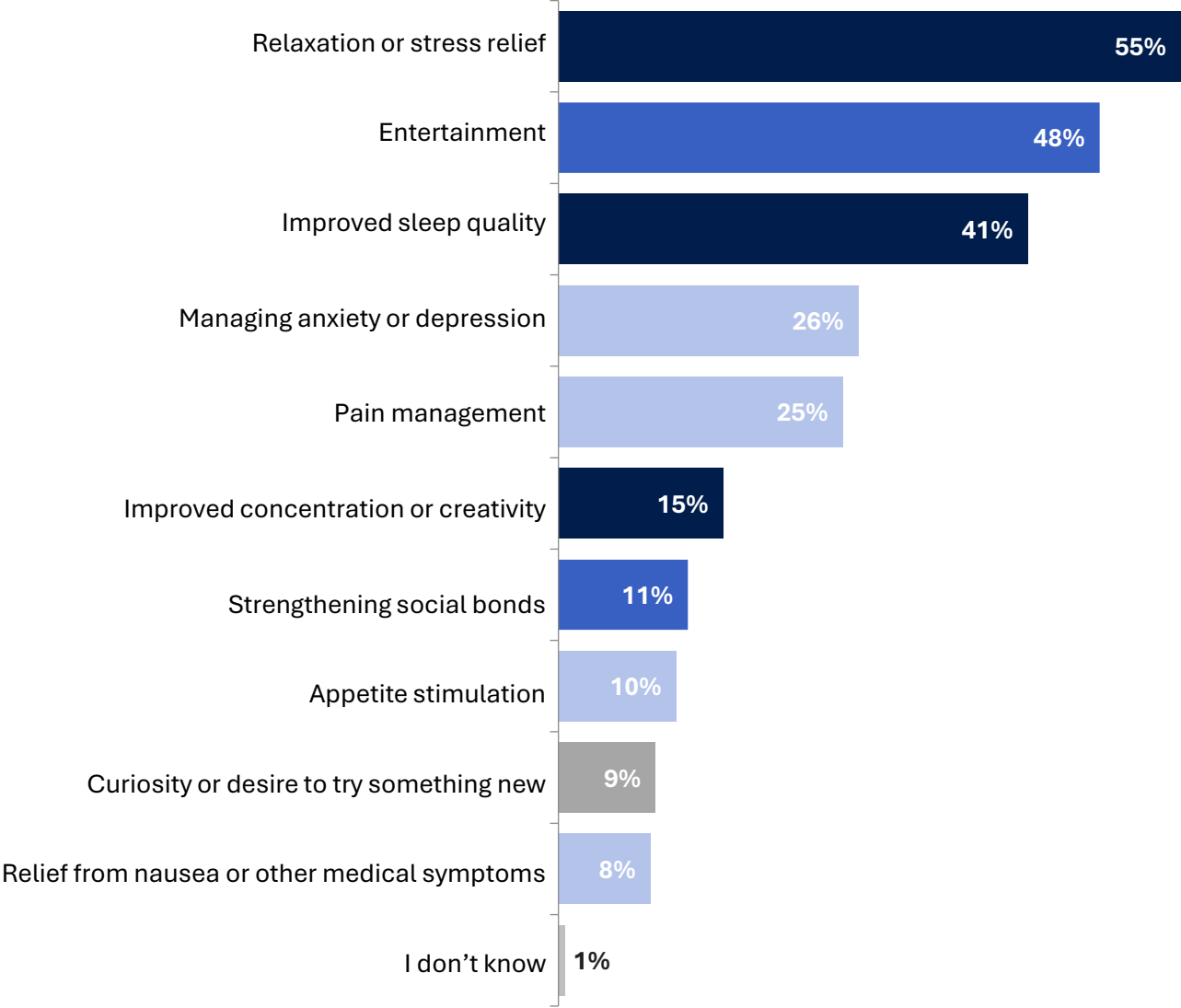
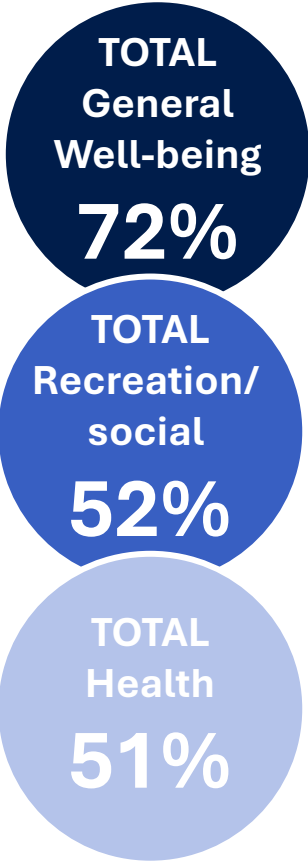
*Because respondents could select multiple answers, the total number of mentions may exceed 100%.

Benefits sought in cannabis consumption

Q. **When you consume cannabis**, what benefit(s) are you seeking? In other words, **what are your main motivations?**

*Please select all that apply.**

Base: Cannabis consumers (n=404)



*Because respondents could select multiple answers, the total number of mentions may exceed 100%.

Motivations for using vaping products

Q. You mentioned earlier that you use **vaping products** (with or without cannabis). What are your main **motivations** for using this product, specifically compared to other consumption methods? *Please select up to five responses.**

	Vaping product consumers (with or without cannabis)	Vaping product consumers (with cannabis)
	n= 270	132
Less odor than other products	46% ①	52% ①
Convenience and ease of use	40% ②	45% ②
Better taste or flavour options	34% ③	28% ④
Discreet consumption	33% ④	32% ③
A healthier alternative to smoking	26% ⑤	16%
Portability for use on the go	21%	24% ⑤
Dosage control	19%	17%
Greater social acceptance compared to smoking	14%	9%
Curiosity or desire to try something new	11%	13%
More potent options	9%	13%
Faster onset of effects	9%	13%
Versatility of methods	8%	9%
Other motivation	2%	1%
I don't know	1%	2%

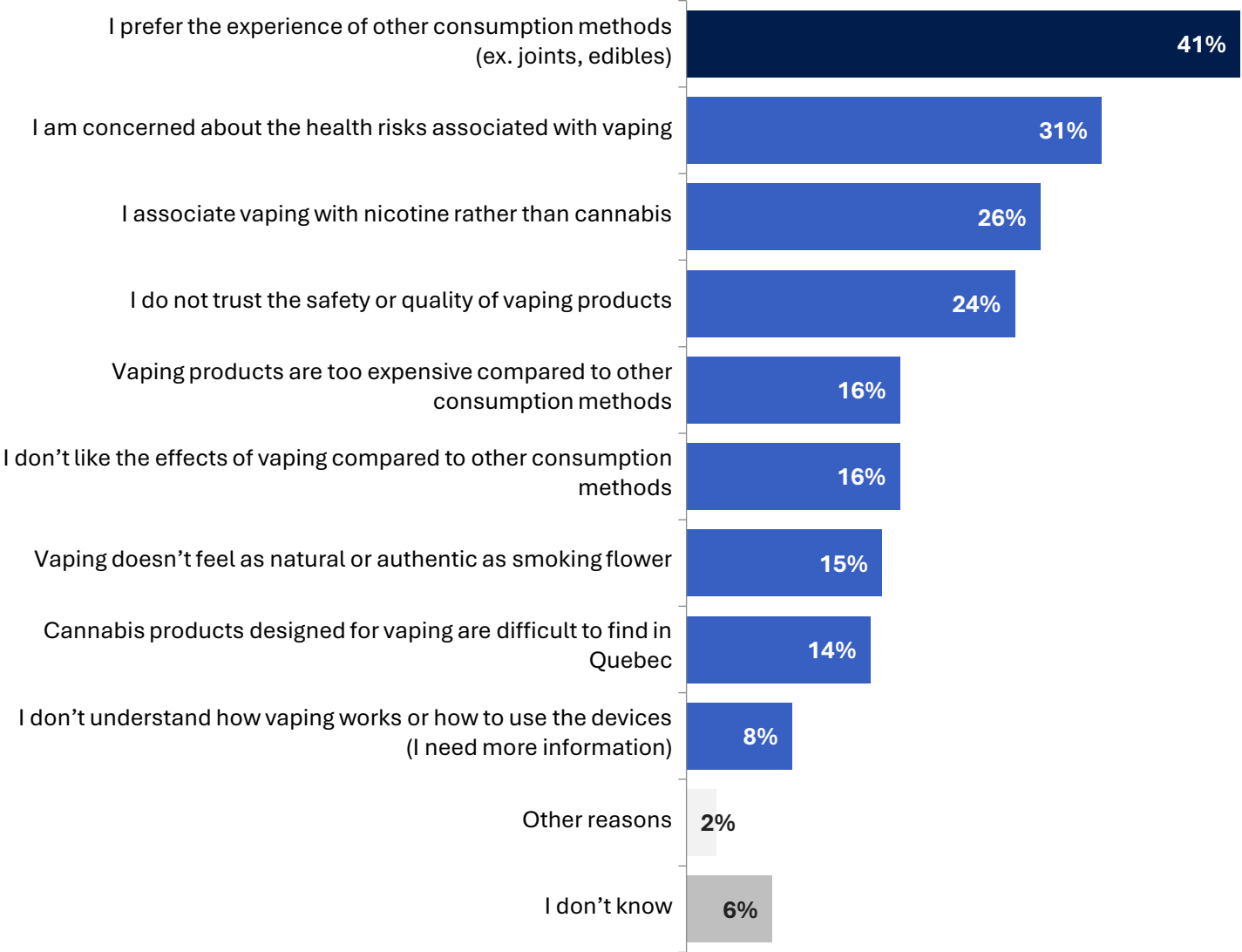
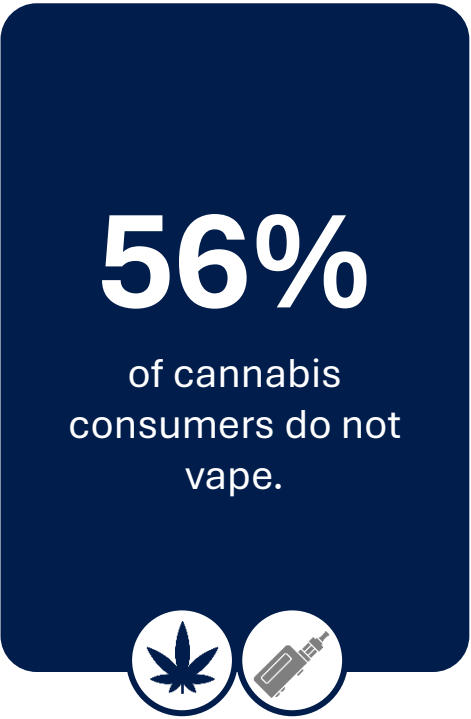
*Because respondents could select multiple answers, the total number of mentions may exceed 100%.

Reasons for not using vaping products for cannabis

Q. You mentioned earlier that you consume cannabis using a method other than vaping (e.g., joints, edibles, concentrates). **Why do you not use vaping to consume cannabis products?**

*Please select up to five responses.**

Base: Cannabis consumers who do not vape (n=272)



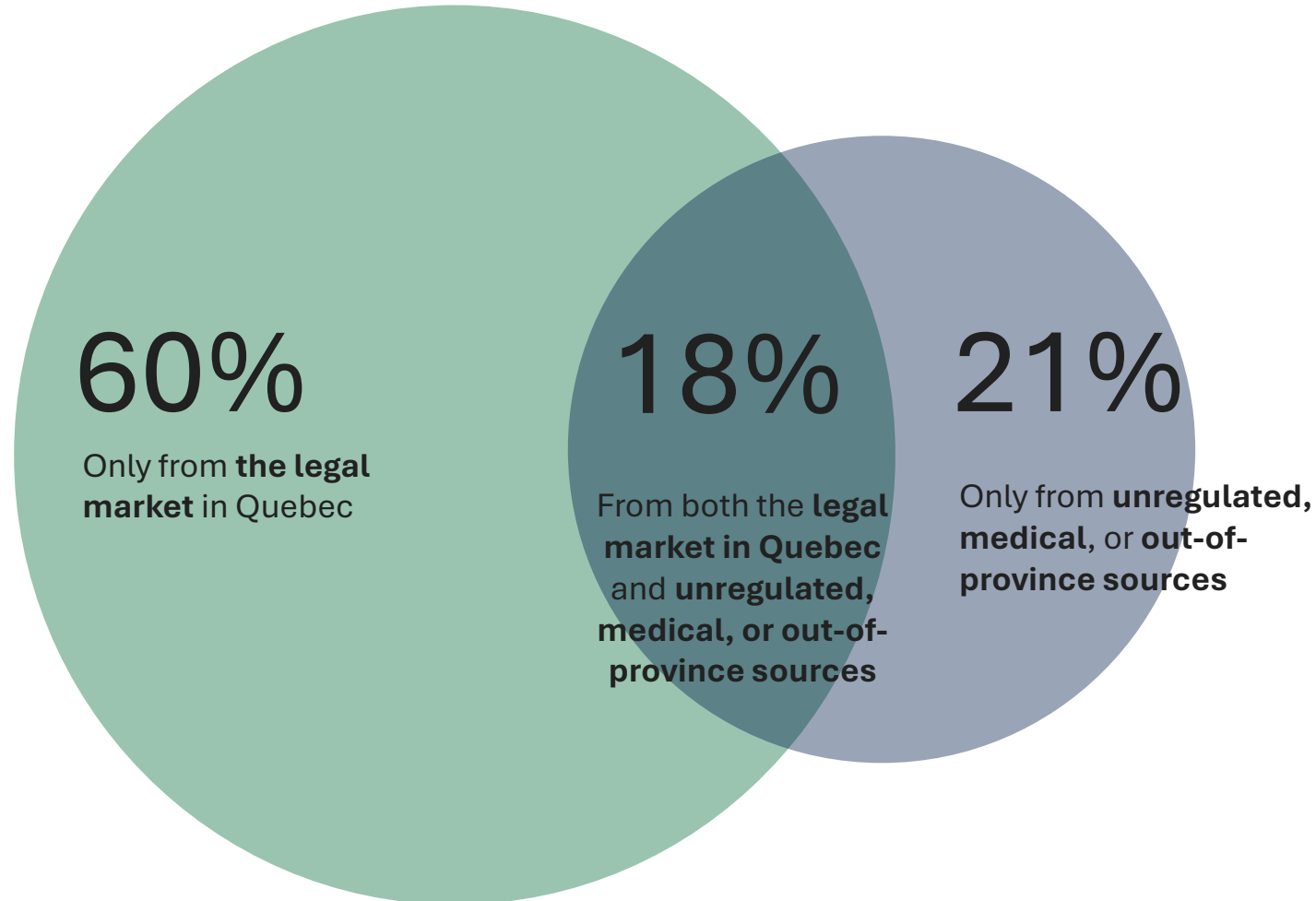
*Because respondents could select multiple answers, the total number of mentions may exceed 100%.

Places where cannabis products were purchased (past 12 months)

Q. Where have you purchased your cannabis products in the past twelve months?

*Please select all that apply.**

Base: Cannabis consumers (n=404)



Detailed Results

Introduction of new
cannabis products in
the legal cannabis
channel



List of characteristics of vaping products included in the proposed new offering

When completing the survey, respondents were presented with a detailed list of characteristics of cannabis vaping products.

You can refer to the table on this page to see the product **characteristics that could be included in the new product offering in the legal channel in Quebec**:

Legend



Products included in the new offering in Quebec’s legal channel



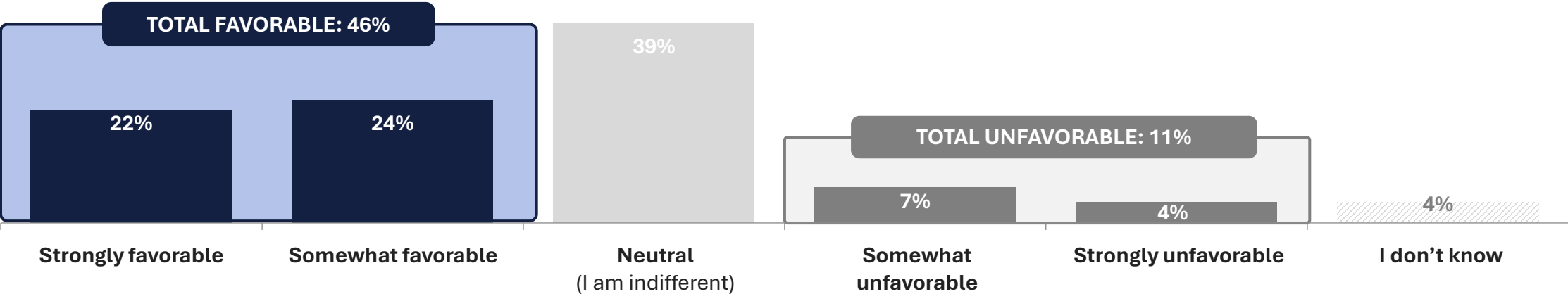
Products not included in the new offering in Quebec’s legal channel

TYPE OF VAPE	
Cartridge	✓
All-in-one products	✗
SIZE OF VAPE	
0.5g	✗
1g	✓
1.2g	✗
2g	✗
TYPE OF CANNABIS	
Indica	✓
Sativa	✓
Hybrid	✓
Blend	✓
FORMULA	
THC only	✓
Balanced – THC & CBD	✓
CBD only	✓
TYPE OF EXTRACT	
Distillate	✓
Live resin	✓
Live rosin	✓
Other	
THC QUANTITY	
None (0%)	✓
Very low (1 to 10%)	✓
Low (10 to 20%)	✓
Moderately low (20 to 30%)	✓
Medium (30 to 60%)	✗
Medium-high (60 to 80%)	✗
High (80% or more)	✗
CBD QUANTITY	
None (0%)	✓
Very low (1 to 10%)	✓
Low (10 to 20%)	✓
Moderately low (20 to 30%)	✓
Medium (30 to 60%)	✓
Medium-high (60 to 80%)	✓
High (80% or more)	✓
AROMA LEVEL	
Natural cannabis aroma	✓
Enhanced cannabis aroma	✓
Added flavor (ex. berries, apples, citrus)	✗

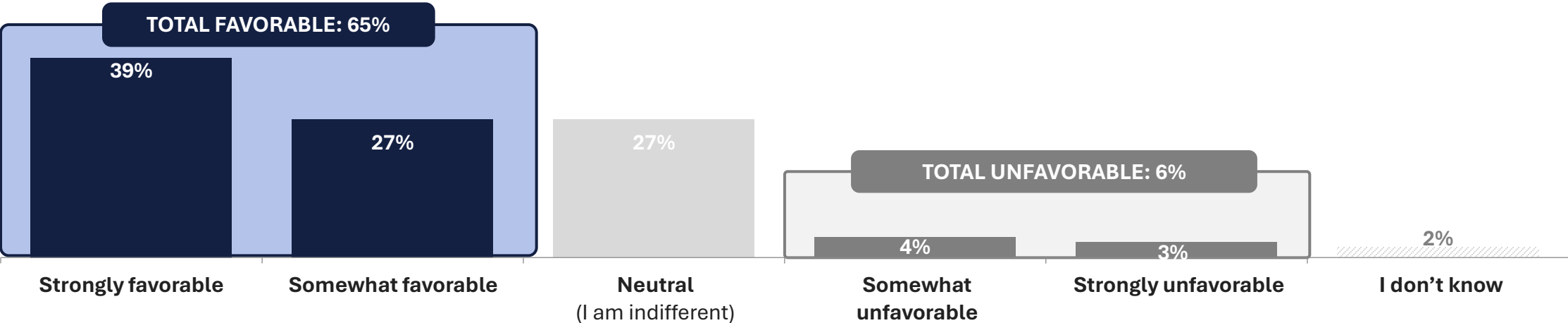
Note: For each of the following questions, respondents were able to view the detailed description of potential products while completing the survey. This description was developed based on documentation published by the SQDC.

Perception of the new product offering

Q20. Do you have a **favorable, neutral, or unfavorable** perception regarding the addition of these vaping products in physical stores or online?
Base: Cannabis consumers (n=404)

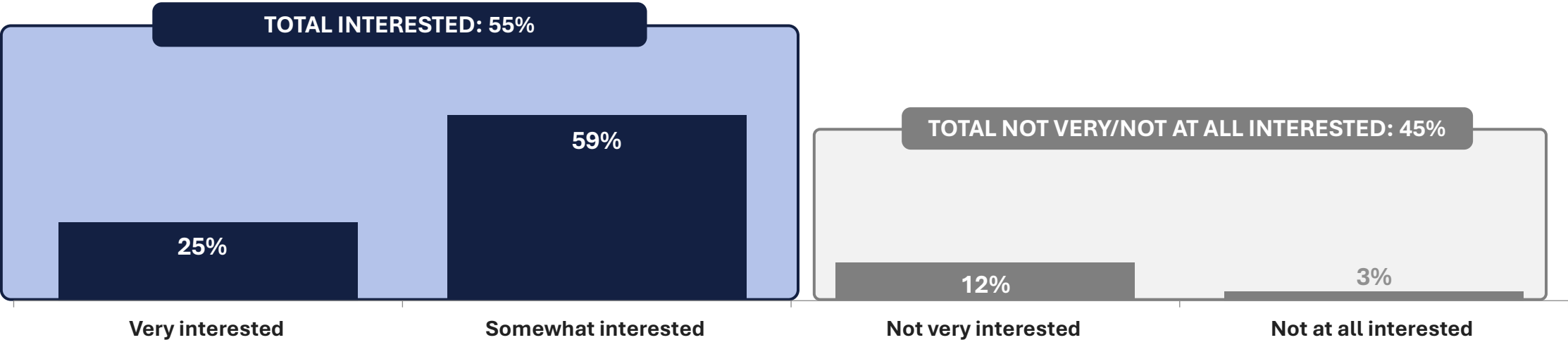


Q20. Do you have a favorable, neutral, or unfavorable perception regarding the addition of these vaping products in physical stores or online?
Base: Consumers of cannabis vaping products (n=132)

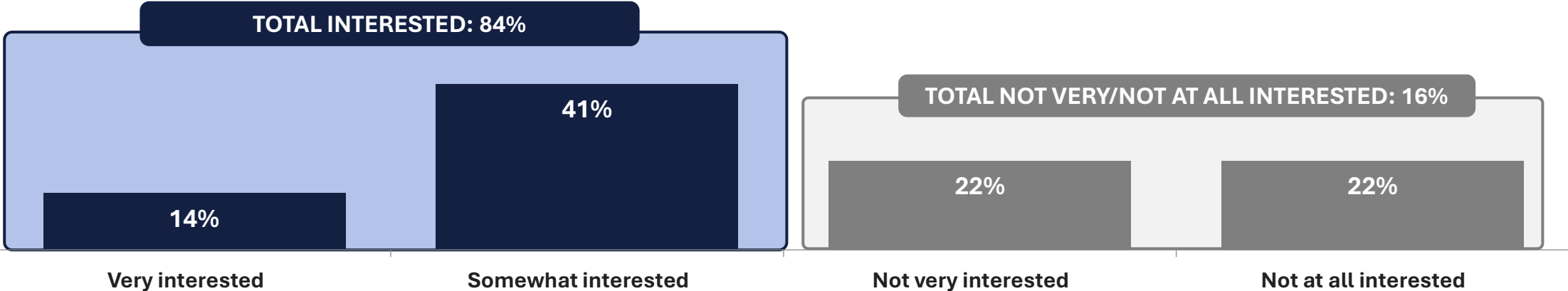


Overall interest in purchasing the new products

Q. To what extent would you be **interested in purchasing cannabis vaping products from the SQDC** once they become available?
Base: Cannabis consumers (n=404)

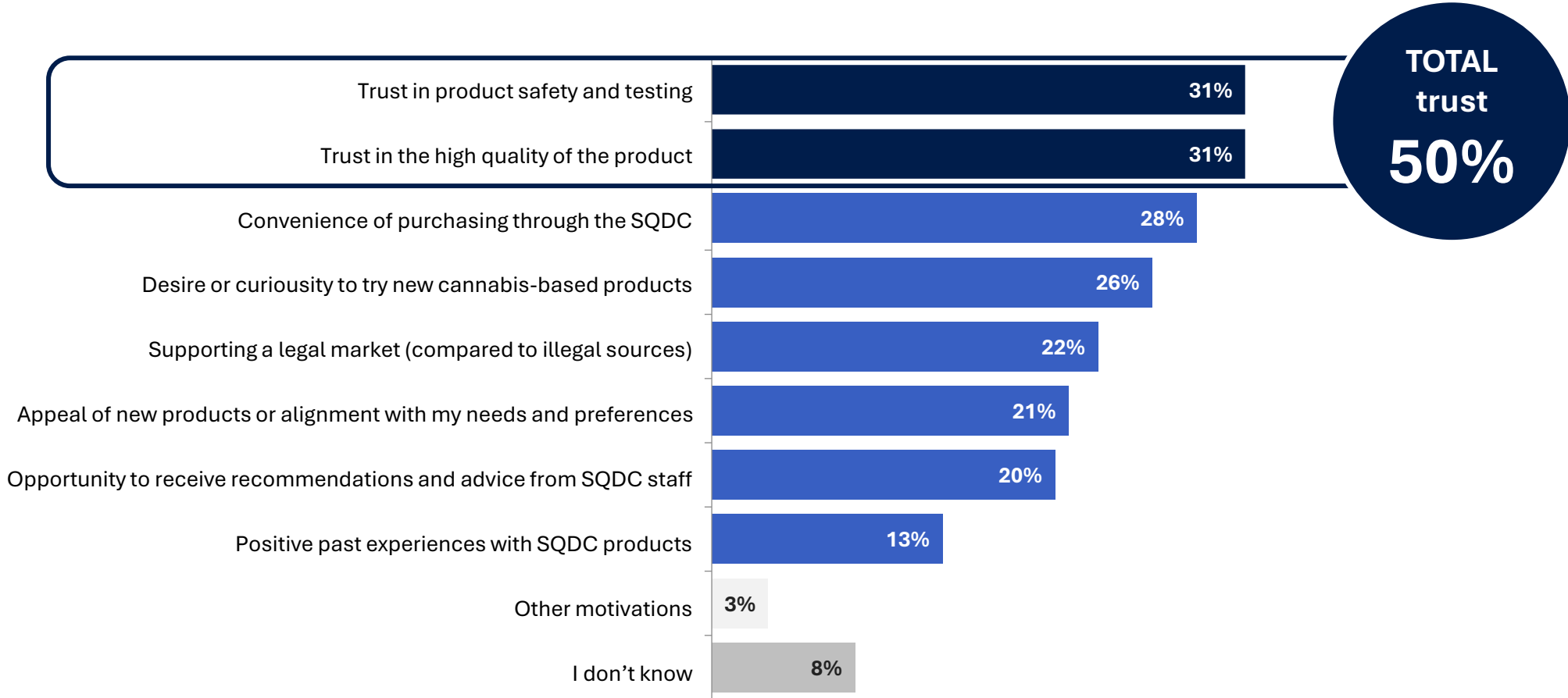


Q. To what extent would you be **interested in purchasing cannabis vaping products from the SQDC** once they become available?
Base: Consumers of cannabis vaping products (n=132)



Main motivations for purchasing the new vaping products

Q. What would be your **main motivations** for purchasing new vaping products from the Société Québécoise du cannabis (SQDC)?
*Please indicate up to three motivations.**
Base: Those who are very or somewhat interested in purchasing a new vaping product (n=271)*



*Because respondents could select multiple answers, the total number of mentions may exceed 100%.