

Crowdsourcing the price of cannabis in Canada.



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STATISTICS CANADA

ONE HUNDRED YEARS AND COUNTING

April 2018



Statistics
Canada

Statistique
Canada

Canada

Legalizing Cannabis

- ✓ On April 13, 2017 the Government of Canada tabled legislation in the House of Commons to legalize, regulate and restrict access to cannabis for non-medical purposes. If legislation is approved by Parliament the drug's new status will come into effect by mid-2018.
- ✓ Over the last year Statistics Canada has been preparing the statistical system to capture the economic and social activities related to the production, consumption and distribution of cannabis.
- ✓ A key piece of information required by policy makers and regulators is the current price of cannabis and the elasticity of the price. Given the illegal nature of the market, traditional measures to acquire the price was not an option.



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Statscannabis – crowdsourcing the price

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StatsCannabis

Statistics Canada needs your help collecting cannabis prices

Tell us about your last purchase of dried cannabis – submissions are anonymous!

[Your data is protected](#)

I PAID

\$ Price

FOR

Quantity

OF

Quality

IN

City

TO

Primary Reason

Submit

Cannabis prices in Canada

(Cannabis for medical and non-medical purposes, per gram)



Source: Crowdsourced data, January 25 – February 21, 2018

Show data table

Download submitted data



Statistics Canada / Statistique Canada

Statscannabis - crowdsourcing the price

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Thanks for your help!

Can you tell us about your consumption habits?
A little more data would go a long way.

Your data is protected

ON AVERAGE, HOW OFTEN DO YOU USE CANNABIS?

Average usage

ON AVERAGE, HOW MUCH CANNABIS DO YOU CONSUME MONTHLY?

Average consumption

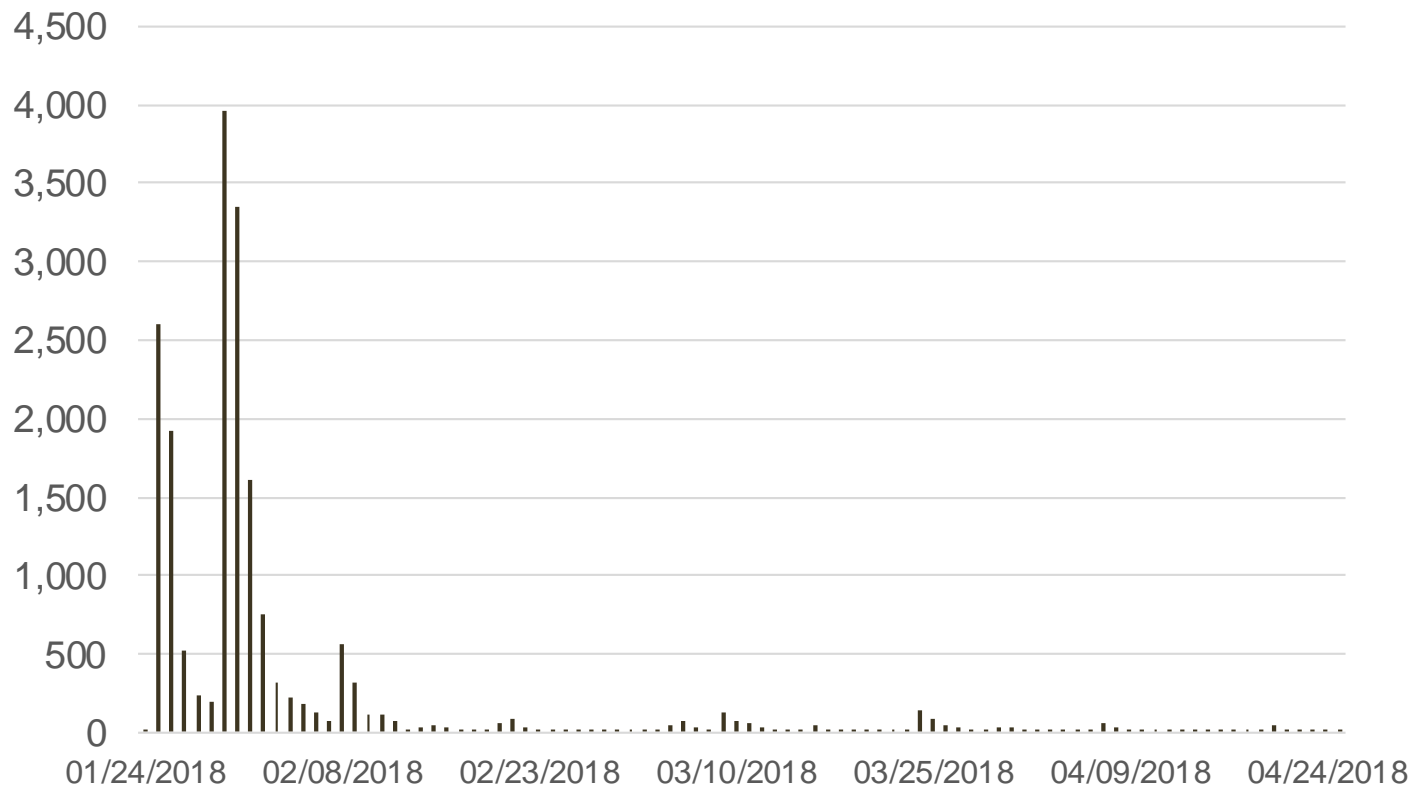
Submit



Submissions to date - heavily dependent on media attention

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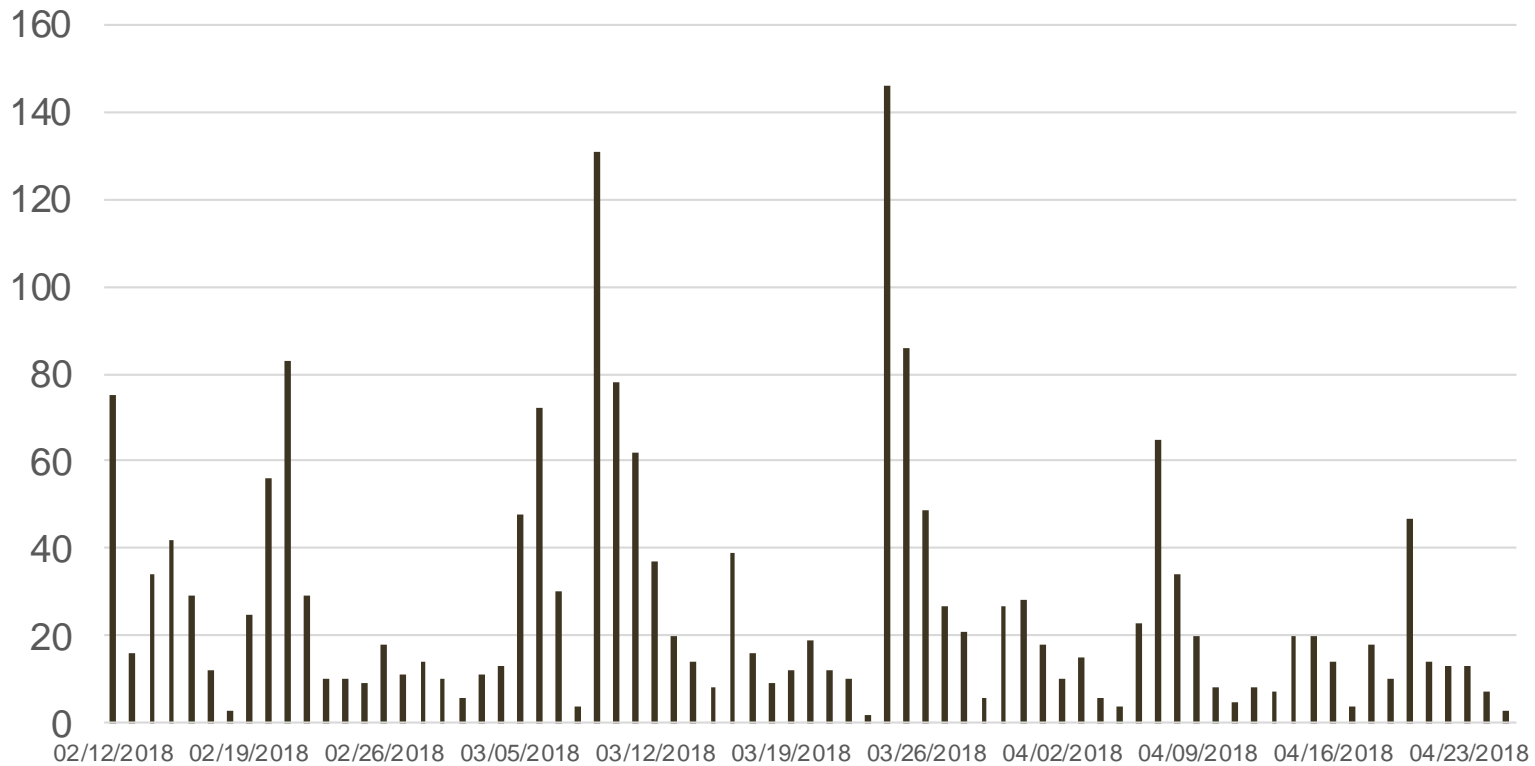
Submissions



Submissions to date- sustainability is an issue

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Submissions – two weeks after launch



Submissions to date-

Basic Statistics



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Number of Submissions	17,124
Outliers	1,867
Min Price	\$2
Max Price	\$20
Average Price	\$6.78
Medium	\$6.42
Mode	\$7.14

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Submissions to date-

Response profile



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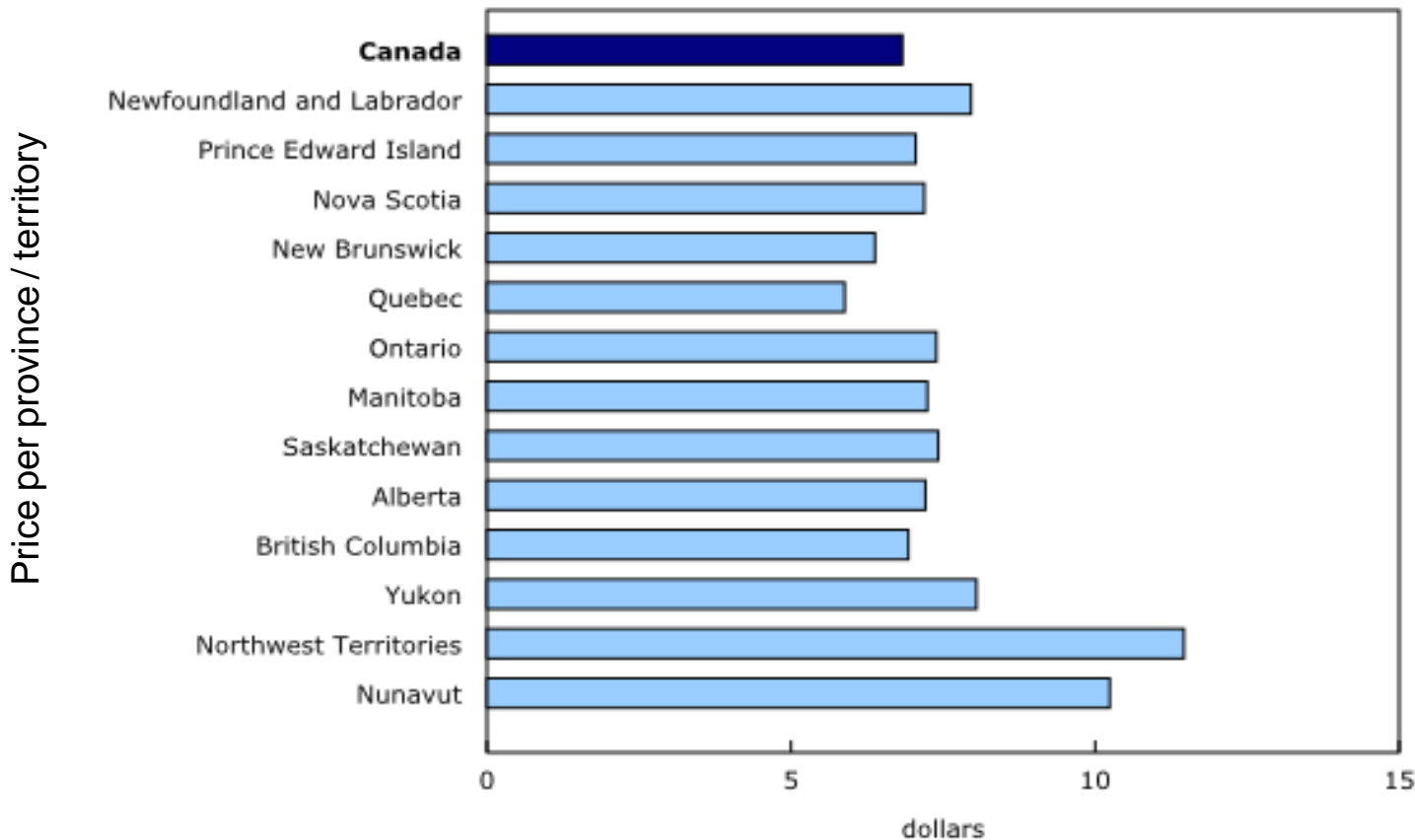
Unique Submissions	
Single Submissions	15,075
Two submissions	1,193
Three submissions	218
Four submissions	62
Five or more submissions	82



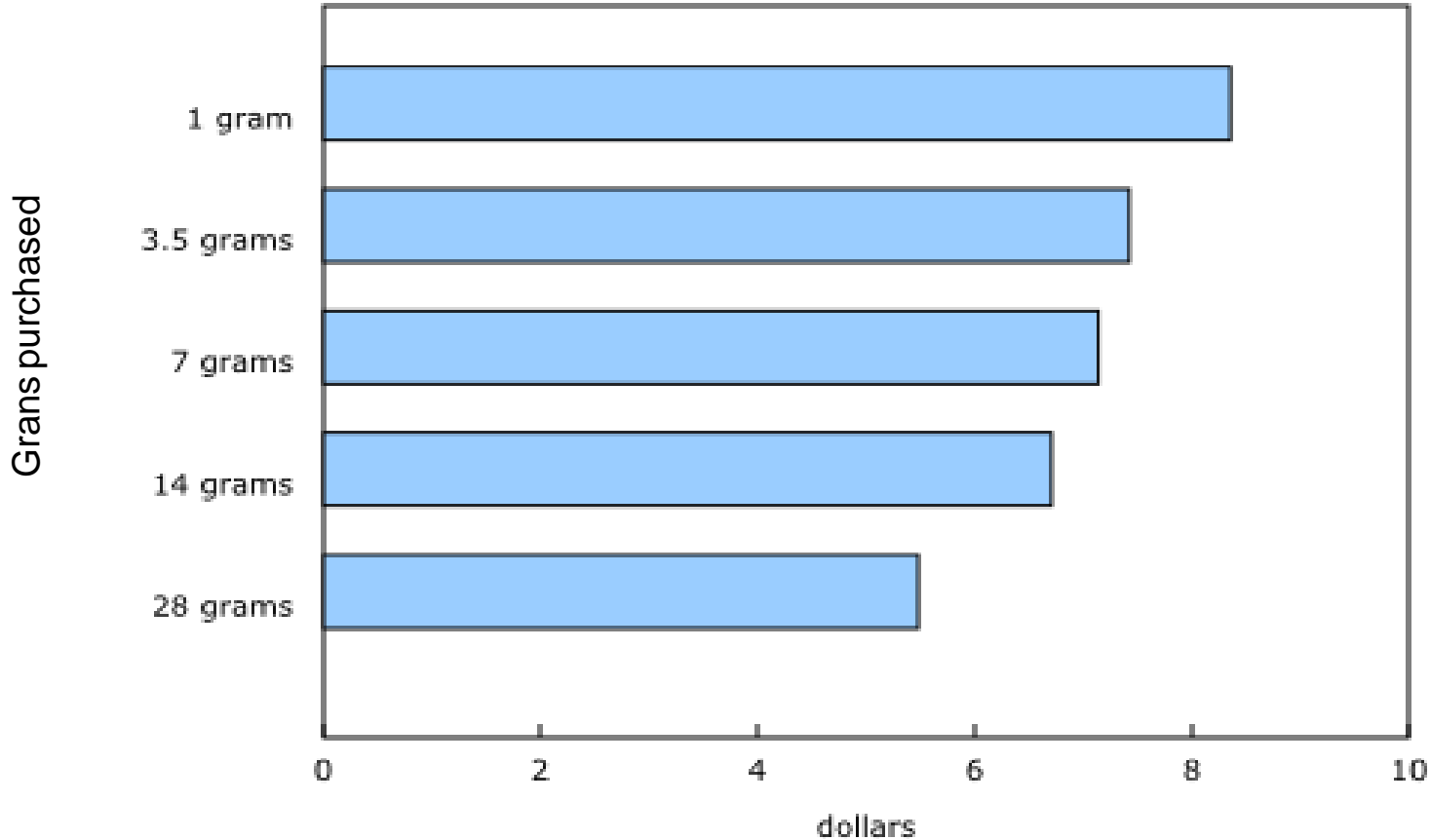
Some observations -

Price per province varies – high production provinces observe lower prices.

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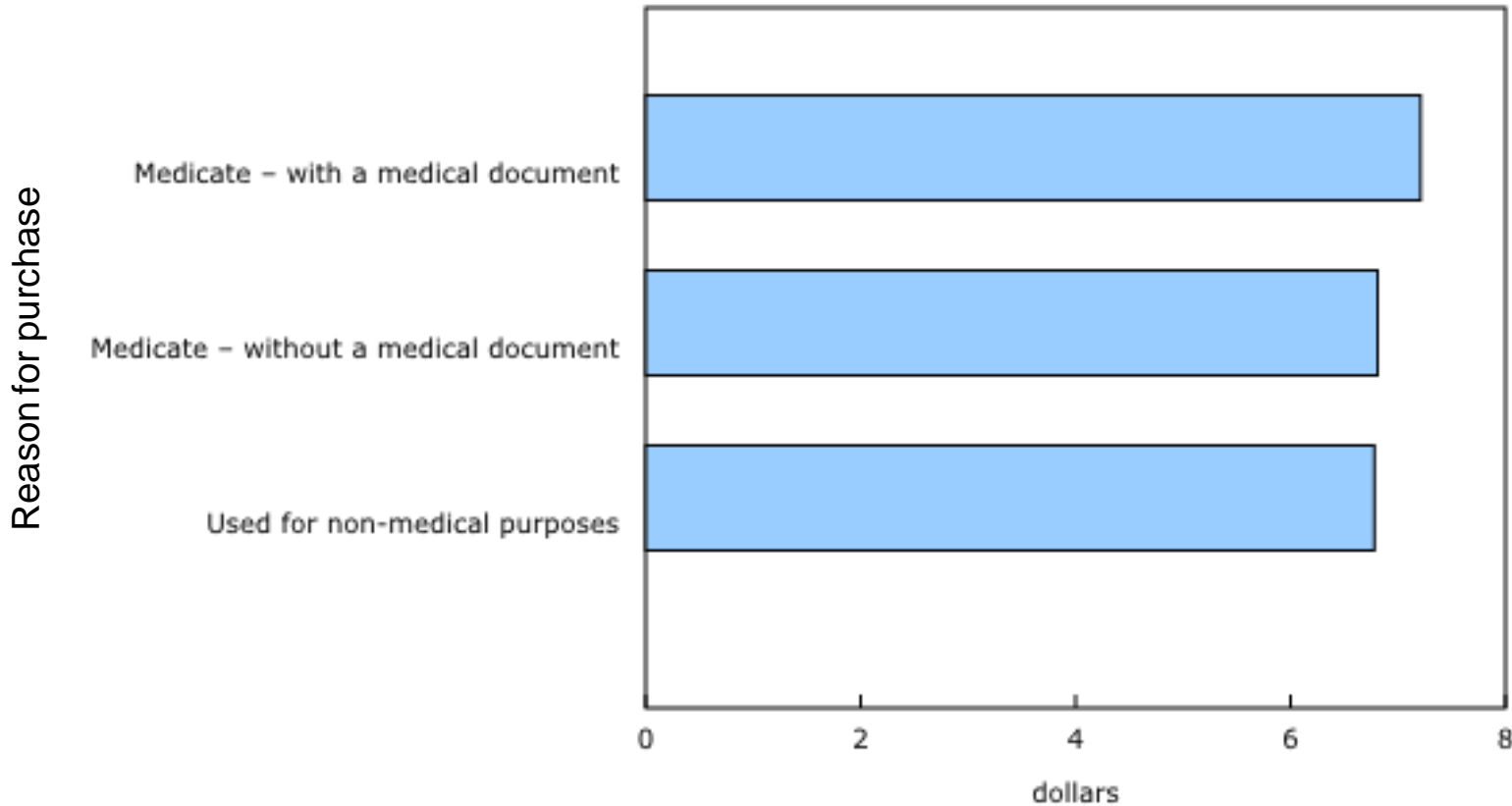
Some observations – Price falls as quantity purchased increases.



Some observations –

Price of legal cannabis higher is than the price of illegal cannabis.

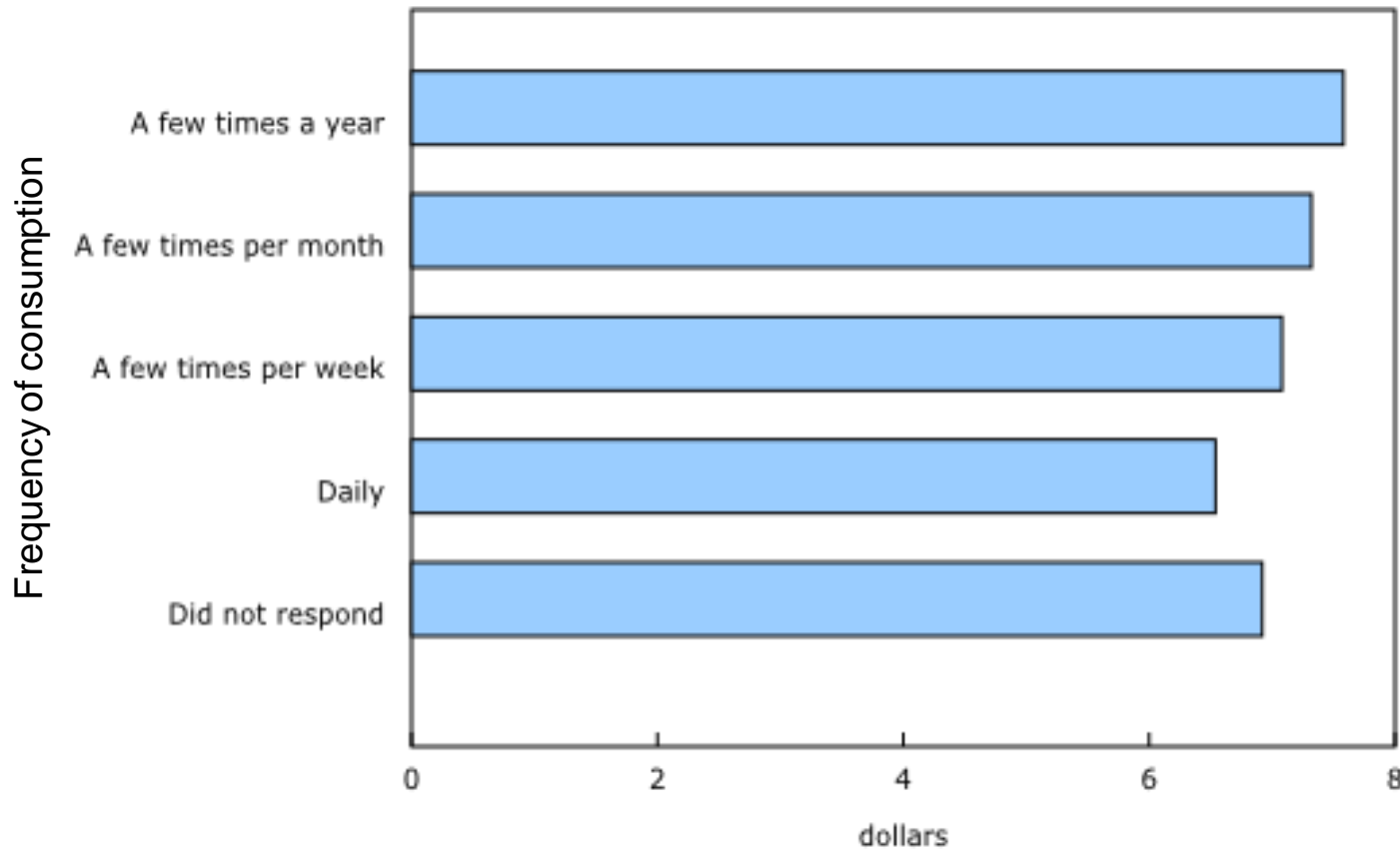
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Some observations –

Frequent users pay less than infrequent users

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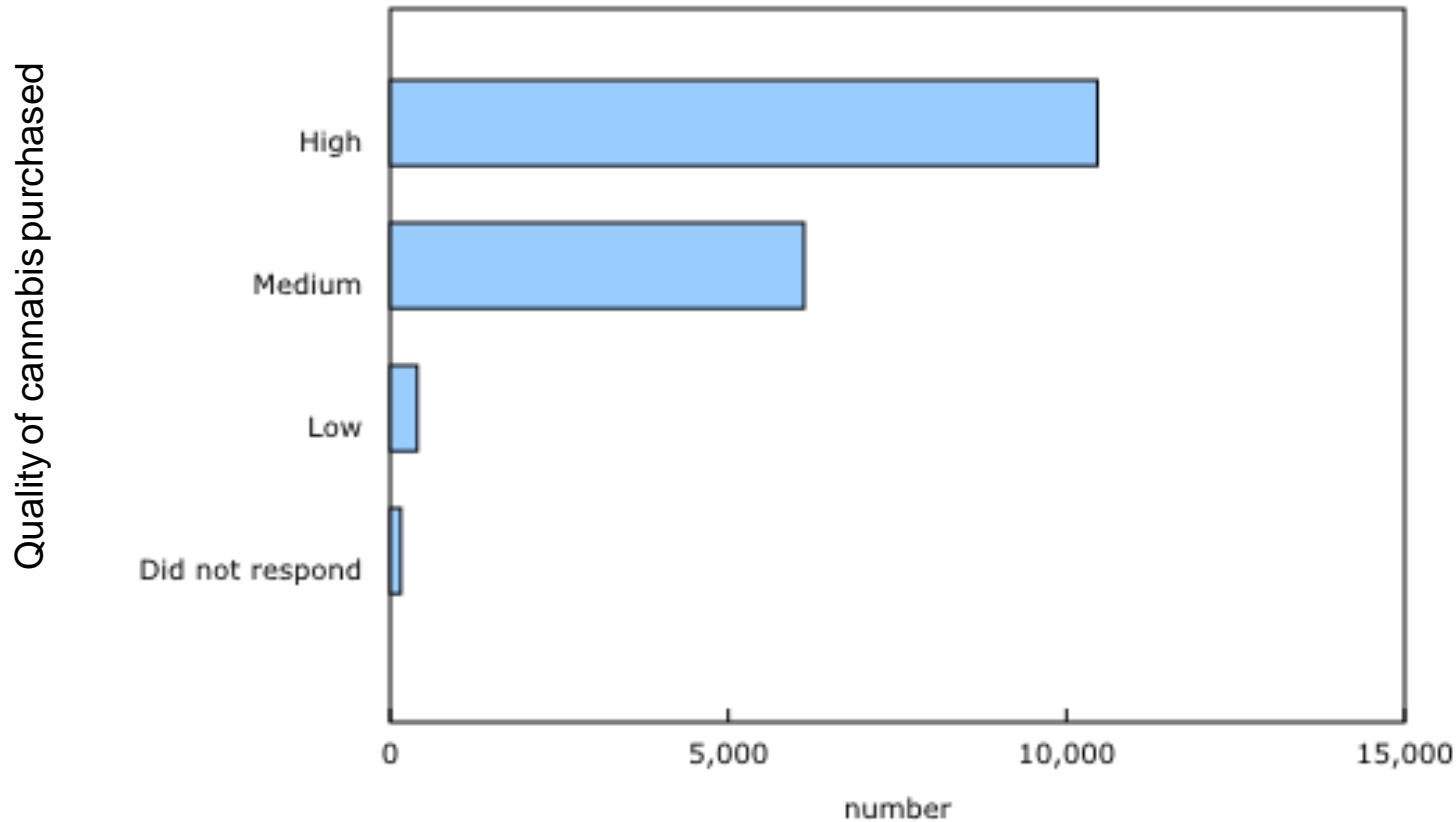
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Some observations -

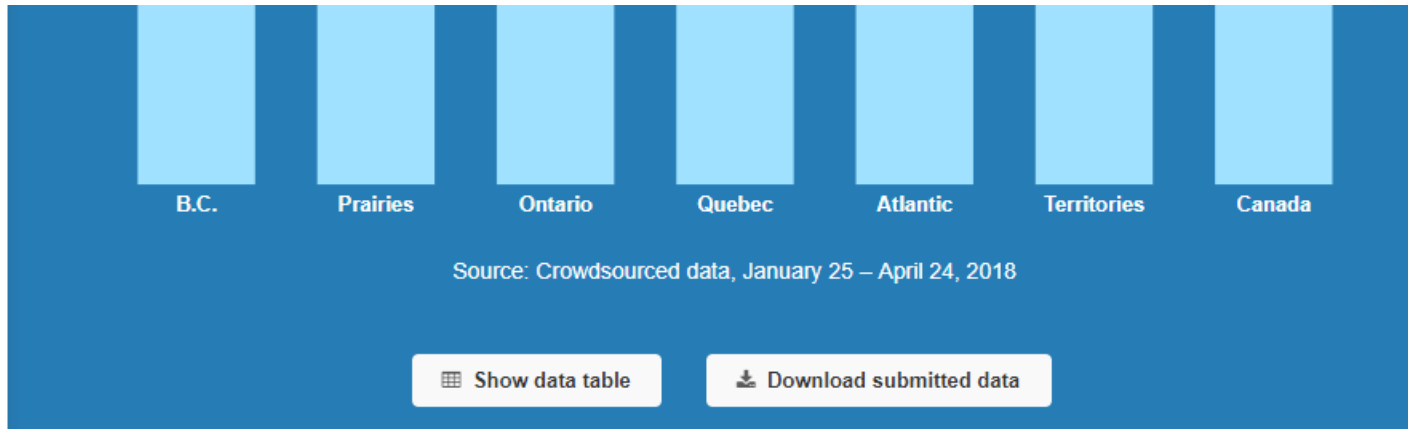
Most consumers report purchasing high grade cannabis.

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Statscannabis – Added benefit - Open data

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Crowdsourced data on dried cannabis prices, use, and consumption

The application was launched January 25, 2018. Data are being collected continuously and will be made available as new information comes in.

Submission	Price	Quantity	Quality	City (Cens	Province	Primary R	Usage	Average Monthly Consumption (grams)		
25/01/201	15	1	Medium	Torbay	NL	Medicate	A few tim	2		
25/01/201	5.892857	28	Medium	St. John's	NL	Medicate	Daily	1		
25/01/201	6.428571	14	High	St. John's	NL	Medicate	Daily	1		
25/01/201	7.142857	28	High	St. John's	NL	Medicate	Daily	1		
25/01/201	10	12	Medium	St. John's	NL	Use recre	Daily	22		
25/01/201	10	1	Low	St. John's	NL	Use recre	A few tim	5		
25/01/201	8.5	5	High	Charlottet	PE	Medicate	Daily	1		
25/01/201	9	1	High	Queens	NS	Use recre	Daily	1		
25/01/201	7.142857	14	Medium	Middletor	NS	Medicate	A few tim	2		
25/01/201	8	1	Medium	Halifax	NS	Medicate with a mec		0		



Moving forward

- ✓ Maintain momentum through the legalization process and beyond
- ✓ Explore other possible applications
- ✓ Reduce development time and streamline process.



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Other experimentation

Canadian government aims to flush out marijuana usage stats with wastewater study

By Monique Scotti National Online Journalist, Politics Global News

Comments 10

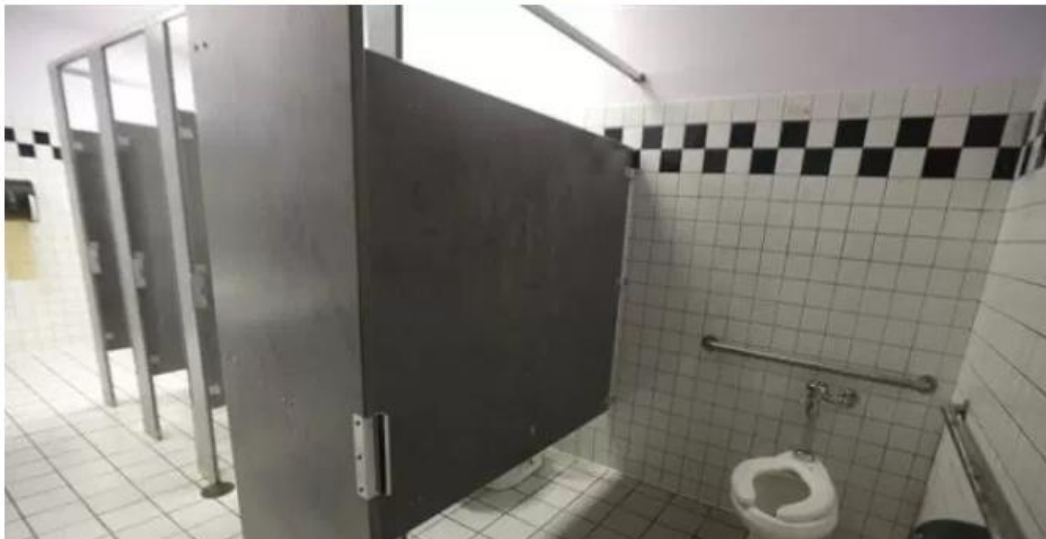
Facebook 459

Twitter

Email

Print

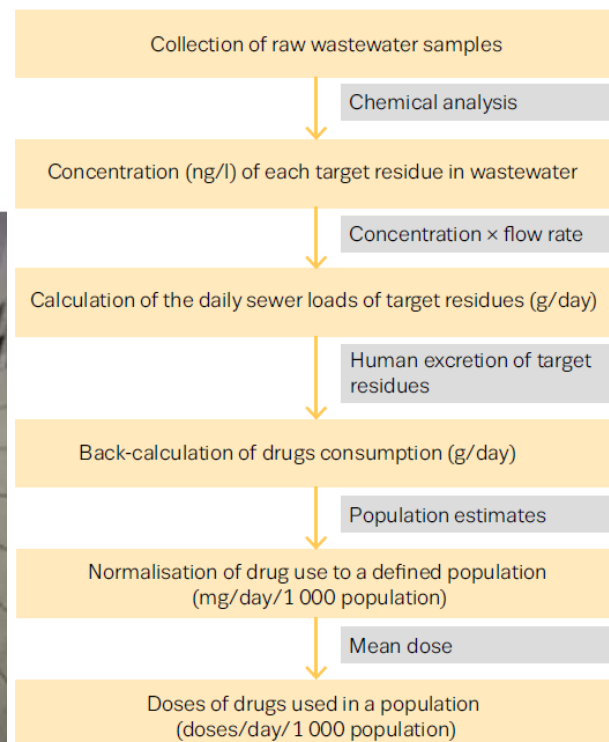
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FIGURE 1.1

The main consecutive steps of the wastewater analysis approach and the data required for each step



NB: Modified from Castiglioni et al., 2014.

Other experimentation



Nov 5, 2017	 MALONE'S BAR & GRILL VANCOUVER, BC
Nov 5, 2017	 AIR CANADA 0142184291151 WINNIPEG, MB
Nov 4, 2017	 GODADDY.COM CANADA 480-5058855, BC
Nov 2, 2017	PAYMENT THANK YOU/PAIEMENT MERCI
Oct 31, 2017	 ENVATOMARKET37871301 ENVATO.COM, UT 6.00 USD @ 1.323333

Sector: Households

Currency Rate: 1.32333

Industry: Communications

Sector: Non-financial

Geography: BC

Industry : Restaurants

Geography: Utah

Geography: MB

Purpose: Web services

Currency: USD

Reference Period : November 5

Purpose: Transport

Purpose: Food

Industry: Passenger Air Transport

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