



SICPA/HARRIS CANNABIS POLL RESULTS

June 2022

A new nationwide study commissioned by SICPA and conducted online by The Harris Poll of over 2,000 U.S. adults explores the consumer confusion that exists around cannabis product safety and quality standards. Consumers incorrectly assume the basic protections are there for cannabis as they exist for food, pharma, personal care, and other products.

More information on the series can be found at: <http://us.sicpa.com/polls/cannabis>.

PRODUCT SAFETY STANDARDS BELIEFS

Percentage who thinks cannabis products are grown and produced using consistent product safety standards (regardless of which state they are legally purchased in).

- 72% Americans
- 80% American cannabis consumers



ENVIRONMENTAL STANDARDS

Percentage who thinks no matter where they are located, the businesses licensed to grow and produce cannabis products must meet consistent environmental standards.

- 81% Americans
- 83% American cannabis consumers



WORKER HEALTH & SAFETY STANDARDS

Percentage who believes cannabis employers are held to the same health and safety standards for their workers as every other industry.

- 77% Americans
- 81% American cannabis consumers



MEDICINAL & THERAPEUTIC RESEARCH

Percentage who thinks federal government should allow more research to be conducted on the medicinal and therapeutic value of cannabis for patients with chronic pain or debilitating diseases, such as cancer and epilepsy.

- 84% Americans
- 87% American cannabis consumers



DECriminalIZATION VS. LEGALIZATION

Percentage who agrees on decriminalizing cannabis, whereby the drug is still illegal, but the legal system will no longer prosecute or criminalize a person for possessing a small amount of cannabis.

- 74% Americans
- 79% American cannabis consumers

Percentage who supports the legalization of cannabis at the national level.

- 78% Americans
- 86% American cannabis consumers

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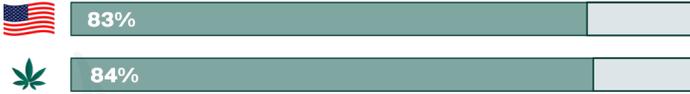
This is the third in a quarterly series of polls. To learn more, visit: <http://us.sicpa.com/polls/cannabis>

FEDERAL GOVERNMENT STANDARDS

ENVIRONMENTAL PROTECTIONS

Percentage who supports the federal government setting standards for environmental protections that must be met by the U.S. cannabis industry in the U.S.

- 83% Americans
- 84% American cannabis consumers



PRODUCT SAFETY & QUALITY

Percentage who supports the federal government setting standards for product safety and quality that must be met for any cannabis products produced or sold in the U.S.

- 84% Americans
- 84% American cannabis consumers



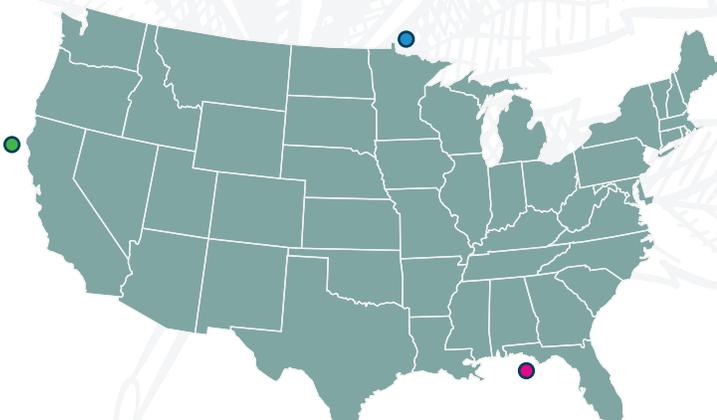
CANNABIS USE AMONG AMERICANS

- 55% have ever used cannabis products
- 42% have used cannabis products in past 12 months
- 16% used for first time in past 12 months
- 42% have never used cannabis products



Among cannabis users

- 38% Western Americans
- 28% Southern Americans
- 25% Midwest Americans



SURVEY METHODOLOGY

This survey was conducted online within the United States by The Harris Poll on behalf of SICPA between April 26-28, 2022 among 2,069 adults ages 18+, among whom 1,220 have ever used cannabis products. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within + 2.8 percentage points using a 95% confidence level. 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.

