

YouGov: Majority of Women Open to Cannabis for Health Benefits

The majority of women surveyed by YouGov indicated they would try cannabis if it offered specific health benefits, with the largest share (16%) showing interest in cannabis products that could improve sleep quality. Following closely, 14% of respondents expressed that they would consider cannabis as an option for pain management.

Health Benefits Leading Interest in Cannabis Use

According to the survey, women's interest in cannabis use is largely tied to perceived health improvements. Beyond sleep and pain relief, other notable health motivations included relaxation (12%) and using cannabis as an alternative to over-the-counter medications, with the same 12% of respondents selecting both options. Additionally, 11% of women surveyed indicated they would try cannabis if it helped treat symptoms of depression or anxiety.

Yet, not all women are inclined toward cannabis: 32% said there is no reason they would try cannabis, while 15% of respondents reported that they already use cannabis.

Knowledge and Guidance are Key for Some Women

For women hesitant to try cannabis, a lack of knowledge or professional guidance presented a barrier. Seven percent said they would try cannabis if they had more information about its effects, and another 7% said they would consider it if they had expert guidance. This suggests an ongoing need for education and reliable resources to inform potential users about cannabis' effects and safe usage.

Social and Personal Factors Influence Interest in Cannabis

Social acceptability also plays a role, with 5% of respondents saying they would try cannabis if it were more widely accepted socially. An equal 5% said they would consider cannabis if it enhanced personal enjoyment, and 4% would be encouraged by positive experiences shared by trusted individuals. For some, cannabis was appealing for wellness pursuits like improving athletic performance, enhancing social experiences, or supporting meditation and mindfulness.

Current Consumers Consider Price and Quality

Among women who already consume cannabis, price is a significant factor in product selection, with 70% indicating it influences their choices. Detailed product descriptions, which clarify the expected effects, are also important, helping 49% of female consumers pick the right products. Additionally, 36% value premium ingredients, underscoring an interest in quality and transparency in cannabis products.

A Growing Interest Tied to Health and Wellness

The YouGov survey reveals a trend where women are increasingly considering cannabis use, especially if products provide tangible health benefits. While interest varies depending on personal motivations and awareness, the potential for cannabis in wellness applications appears to be growing among women—particularly for improved sleep, pain management, and relaxation.

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