

Study: 37% of Californians Used Cannabis in the Past 3 Months

Over One-Third of Californians Consumed Cannabis in Past Three Months, Study Reveals

New Research Highlights Widespread Use, Wellness Benefits, and Consumption Trends Across the Golden State

A new peer-reviewed study published in *Cannabis and Cannabinoid Research* sheds light on the widespread and complex relationship between Californians and cannabis. Drawing data from over 15,000 individuals, the study found that 37% of Californians consumed cannabis in the last three months, offering a data-rich snapshot of evolving consumption habits, health impacts, and product preferences.

Frequency of Use Varies Widely, But Daily Consumption Is Common

Of those who reported recent cannabis use, 38% said they consumed cannabis multiple times daily, indicating a segment of habitual users. Meanwhile, 30% used cannabis three times a week or less, showing that moderate and occasional use is still a major component of the consumer base.

The study also showed that 30% of respondents were former cannabis users, while 33% reported not using cannabis at all, highlighting the plant's prevalence but also pointing to a population with mixed attitudes and habits toward cannabis.

Positive Health Impacts Outweigh the Negatives for Most Users

A significant finding from the research is the overwhelmingly positive health outcomes reported by consumers. Among current cannabis users:

- 82% reported improvements in mental health
- 81% cited better emotional well-being
- 62% experienced physical health benefits

However, the study was not without reports of adverse effects. Notably, 21% of respondents cited brain fog and an equal number noted a lack of motivation as drawbacks of cannabis use. These figures suggest that while cannabis offers perceived wellness benefits, side effects remain a concern for a subset of users.

Flower and Edibles Remain Most Popular Products, But Poly-Use Dominates

When it comes to product choice, traditional cannabis flower was the most commonly used (56%), followed closely by edibles or capsules (50%) and vaping concentrates (36%).

Yet what stands out most is the widespread use of multiple cannabis formats:

- 91% of users reported consuming more than one type of cannabis product
- Only 9% of users stuck to a single product, with the majority favoring flower (4.6%) and edibles (2.8%)

This data points to a sophisticated consumer base that tailors consumption methods based on activity, need, or context.

Dispensaries Are the Preferred Source, But Personal and Informal Networks Still Play a Role

Californians are largely buying cannabis from legal and regulated channels, with 77% purchasing from licensed dispensaries. Additionally:

- 35% used delivery services
- 32% obtained cannabis from friends and family
- 12% reported growing their own

Interestingly, most cannabis consumers believed that their dispensary (94%) or delivery service (91%) was licensed, and 66% said it was important that their cannabis came from a legal source. This finding underscores the value that consumers place on legitimacy, transparency, and safety in their cannabis transactions.

At-Home Consumption Dominates, But Social and Outdoor Use Also Common

Home remains the primary place of cannabis consumption, with 93% of users choosing to consume in their own residence. Other common locations included:

- Someone else's home (31%)
- Parties or social events (29%)
- Outdoor settings (24%)
- Inside a vehicle (22%)

The solitary nature of cannabis use was also evident in the findings, with 65% of users reporting that they often consume alone.

Pairing Cannabis with Other Substances Is Common for Some Users

The study highlighted notable trends around polysubstance use:

- 36% reported using cannabis with alcohol
- 24% consumed cannabis along with cigarettes
- 9% said they used cannabis with other drugs

These statistics raise important questions about how cannabis fits into broader lifestyle habits and may inform future public health campaigns.

Where Californians Get Their Cannabis Knowledge and Why That Matters

When it comes to information, the Internet (51%) and friends/family (50%) were the top sources of cannabis education for users. Surprisingly, only 15% consulted a doctor, and 11% turned to a therapist for guidance on cannabis.

As for dosage decisions, 48% of users relied on personal experience, followed by:

- 29% on product packaging
- 24% on budtenders' advice
- 20% on Internet resources
- 20% on friends and family
- 15% on doctors

Another 15% of respondents did not seek dosage information at all, a finding that could prompt the industry and medical professionals to invest more in consumer education.

Doctor-Patient Communication Still Needs Improvement

While 78% of cannabis users reported feeling comfortable discussing cannabis use with their primary care physician, only 66% of doctors were aware of their patients' recreational cannabis use. This communication gap highlights the need for more open, informed conversations between healthcare providers and patients as cannabis becomes more integrated into mainstream health routines.

Study Methodology Highlights Credibility and Rigor

The findings are based on the Impact 64 questionnaire, administered between December 2022 and February 2023. With 15,208 survey participants, the study is one of the largest and most detailed examinations of cannabis use behavior in California to date.

Takeaways for the Cannabis Industry and Policymakers

This study delivers crucial insights at a time when cannabis is undergoing significant legal, cultural, and medical shifts. Key takeaways include:

- **Widespread use** among Californians suggests cannabis is now firmly embedded in everyday life for a large portion of the population.
- The **predominantly positive health impacts** of cannabis use offer strong evidence for continued research and potential expansion of medical programs.
- The **role of unlicensed sources**—while decreasing—is still significant, which may signal the need for stronger regulatory enforcement or public education efforts.
- **Polysubstance use trends** could inform public safety initiatives, particularly around impaired driving or combined substance effects.
- The **gap in doctor-patient communication** on cannabis use underscores the importance of professional training for healthcare providers.

As California continues to lead the nation in cannabis innovation and policy, studies like this offer vital data to shape the future of regulation, healthcare, education, and commerce in the cannabis space.

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