

Canadian Cannabis

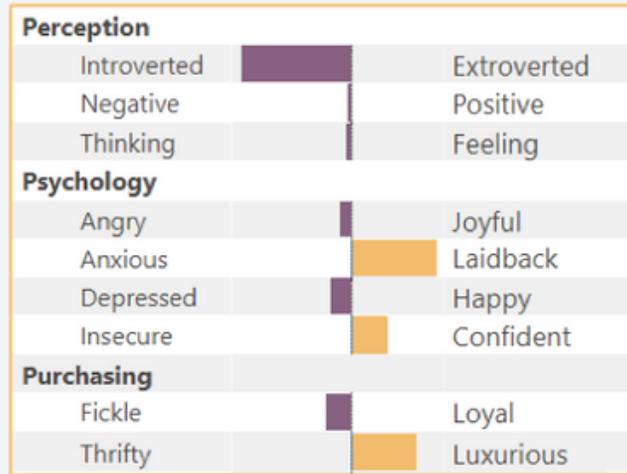
CONSUMER INSIGHTS UPDATE

2019



What are Their Personalities Like?

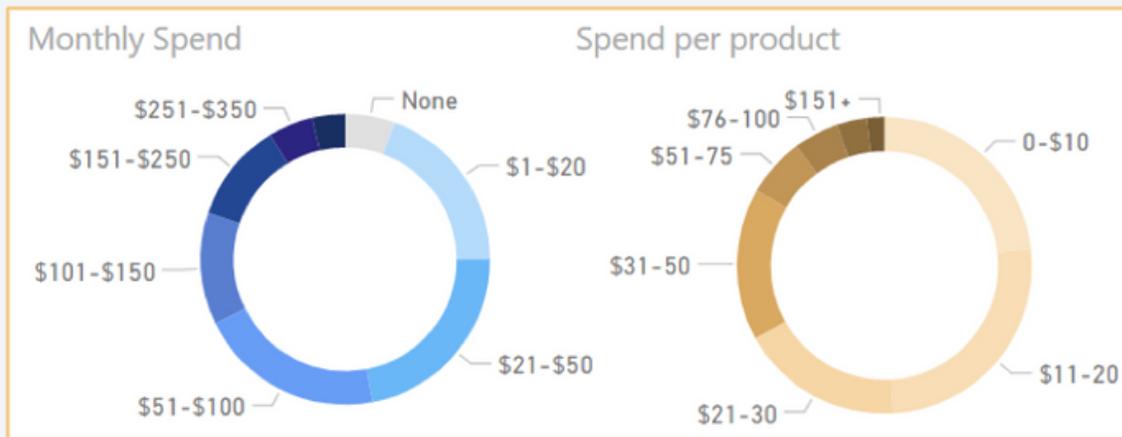
Our personality trend data shows Canadian cannabis users CBD users are generally introverted and laid back. They tend to be less emotional and more positive than CBD consumers. Cannabis consumers exhibit signs of anger and depression though these are based on their own perceptions of themselves.



How Much Do They Spend?

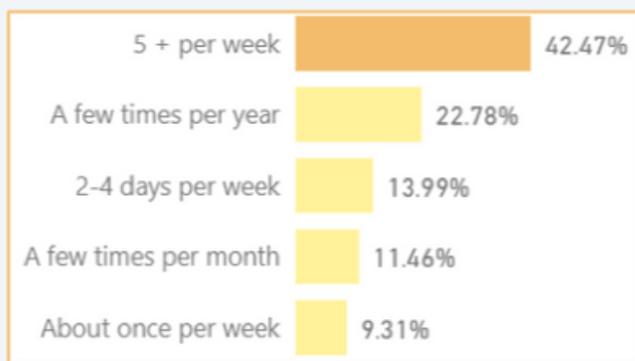
The top 2 product attributes that consumers are looking for when purchasing cannabis are Price and Desired Effects.

Baby boomers prioritize the desired effects of cannabis more so than millennials who prioritize price. This is shown more clearly in the prices as Baby Boomers spend more in the range of \$0-\$10 in a single purchase than Millennials who between \$11-\$20. This could indicate that Millennials will spend more in a single purchase if they are able to get a greater value in both desired effects and quantity.



How Often are They Using Cannabis?

Since most have already been exposed to cannabis use, there are not too many brand-new users (15%) compared to CBD. The dosage rates are obviously smaller than their CBD cousins with the majority consuming 5-20 mg of THC per use. Those who only use a few times a year report to consume less than 5 mg. Interestingly, new recreational users, even if they use less frequently, report to dose at similar levels as those who frequently use cannabis. This may reflect a culture of binge consumption for the unfamiliar, similar to new, uneducated consumers with alcohol.



So, What About CBD?

The passing of the Farm Bill in the United States is influencing recognition and growth of CBD in Canada. However, the current regulatory restrictions that apply to cannabis also apply to CBD. There are some considerable differences in consumer behavior, usage, and personalities amongst CBD consumers than there are with cannabis.

CBD users are heavily into medical topics, using hashtags such as #healingpeople, #supplement, and #cbdheals. Other than “Cannabis” or “CBD”, words like “health” and “life” were also prominent within their bios. There are similarities with cannabis consumers in consumer interests, especially amongst topics of experience.

Most CBD consumers (75%) are also willing to spend \$50 or less for their CBD, either through edibles, flower/strain, topicals, or other medicinal. However, there are product categories in which consumers tend to spend more than \$50 in a single purchase.

Though there are many who have tried CBD more than 2 years ago (27%), the majority have only tried it in the past two years with the most having tried in the past year (23%). However, these users are shown to be using CBD consistently with many reporting using 5 times or more in a week. Those newer users, having only tried in the past 3 months, have much lower frequency usage but that may come with more exposure to CBD. Those consistent users consume higher doses at around 50-200 mg per use and as usage goes down, the doses also go down.

About Brightfield Group

We are a dedicated team of data analysts and researchers that understand, and know how to grow, emerging markets.

Brands, distributors, investors, manufacturers, and retailers are held back by inconsistent and incomplete data. Through intelligent, AI-driven analytics and a holistic research approach, we enable the long-term growth of the legal cannabis industry.

Our Methodology

Traditional market research companies cannot operate in the world we live in today. Data needs to be accessed from multiple sources, in real-time, and provide companies with meaningful insights relevant to their business goals.

Our proprietary AI technology leverages machine learning and natural language processing algorithms combined with social listening to gain in-depth insights on consumer consumption behaviors, purchase patterns, motivators, and personality attributes.

Our analysts and researchers have degrees in global policy, qualitative research, data science, and psychology, bringing forth a best-in-class academic approach to data collection. We conduct thousands of interviews with real people across our data partnership network, encompassing the entire industry landscape.

We scan the internet for thousands of publicly available data points. Digital menus, published financial documents, regulatory updates, and sales data are monitored by our team for relevancy and accuracy around the clock.

Our Consumer Portal

Get a 360-degree view of your customer by deeply understanding demographics, paths to purchase, personality attributes, interests, and real-time social topics and trends. Build out custom personas that fit your brand and identify opportunities for growth.

To learn more about our data and research solutions, please [contact us](#).