

Profiling the Cannabis Consumer



Insights from the MRI-Simmons National Cannabis Study, 2021



A unique view into the mindset of all cannabis consumers

Cannabis ingredients are already in thousands of products, from beauty to bedding to beverages, from health and wellness to pet products. The legal cannabis industry generated \$16.1 billion in sales in 2020. For the US that would be a growth of 33% from 2019.* The MRI-Simmons Cannabis Study is a robust syndicated database capturing the full spectrum of cannabis consumers in the United States. This report offers a look into cannabis consumers, including:

- Legalization and perceptions of cannabis
- Growth of cannabis consumption – including types consumed
- Opportunities for expansion of cannabis & CBD products
- Detailed profile of the cannabis consumers
- Deep dive into the ‘CannaBoomer’ segment
- Why Americans consume & attitudes towards consumption
- COVID effects on cannabis consumption
- Detailed profiles for CBD and Marijuana consumers

Methodology

- 20-minute online study created in collaboration with Miner & Co. Studio – leading researchers in the world of cannabis since 2014
- 5,000 respondents from a nationally representative sample. Results are fused to MRI’s Fall 2020 Survey of The American Consumer database for deep profiling purposes and nationwide universe estimates
- All respondents were ensured complete confidentiality. Responses cannot be tracked back in any way and all information used only in aggregate, encouraged honesty.

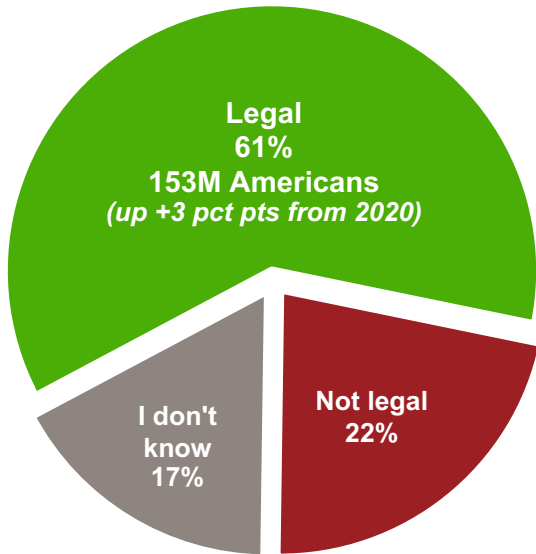
Source: Forbes: US Legal Pot Industry Expect to see National Brands and \$24 Billion in Sales, Says Top Researcher, December 2020
<https://www.forbes.com/sites/irisdorbman/2020/12/15/for-us-legal-pot-industry-in-2021-expect-to-see-national-brands-and-24-billion-in-sales-says-top-researcher/?sh=723a056e443e>



Cannabis-legalizing laws & support of such laws are spreading

6 in 10 Americans believe cannabis should be legal, a small tick up from 58% in 2020.
Supporters skew young in age (44y.o. median age), while opponents are older (54y.o. median age).

Should cannabis / marijuana be legal or not?



153M Americans
(up +3 pct pts from 2020)

Cannabis legalization supporters are:

- Younger, median age 44

Cannabis legalization non-supporters are:

- Older, median age 53
- Over half (54%) fall into 50+ age group (index 118)



The majority of Americans believe cannabis should be legalized – across all groups

	Total Pop	Cannabis Consumers
Legalizing cuts down on illegal drug traffic	72%	89%
Legalizing is a good way to add tax revenue	73%	90%
I expect marijuana will be legal in all states in the next 5 years	68%	85%
I closely follow new developments regarding the legalization of cannabis	49%	77%



Majority of all political parties & affiliations want cannabis legalized

Democrats	61%
Republicans	59%
Independents	62%
Conservatives	59%
Liberals	62%

Base: Total Population (Indexed to the average Adult Age 18+)
[General Cannabis Attitudes] Please indicate how much you agree or disagree with each of the following statements. [Net: Any Agree]



Positive perceptions of cannabis consumers remain strong

Consistent with what was reported over the last two years, those who consume are identified as wanting to alleviate stress/anxiety, seen as “average” people, and are not hurting others when consuming.



71%

“If I learned someone uses marijuana my opinion of them would not change”

67%

“I trust people who use marijuana as much as I trust anyone else”



The majority have some positive perceptions of cannabis consumers

They want to alleviate some stress/anxiety

They’re just average people

They are not hurting anyone

They just want to have a good time

They just want a break from reality

They use cannabis to get focused/motivated

They use cannabis to boost their creativity

They’re generally into a healthy lifestyle

Total Pop

Cannabis Consumers

46%

45%

99

43%

50%

115

34%

47%

136

32%

32%

102

31%

28%

93

23%

34%

146

22%

33%

147

18%

28%

156

Traditional negative stereotypes are very low

They don’t take life too seriously

They’re lazy or unreliable

They’re in a constant state of confusion/bewilderment

They’re not serious people

They’re burnouts

They’re untrustworthy

They’re couch potatoes

18%

13%

70

13%

9%

68

12%

7%

56

12%

9%

72

12%

8%

65

11%

7%

58

11%

10%

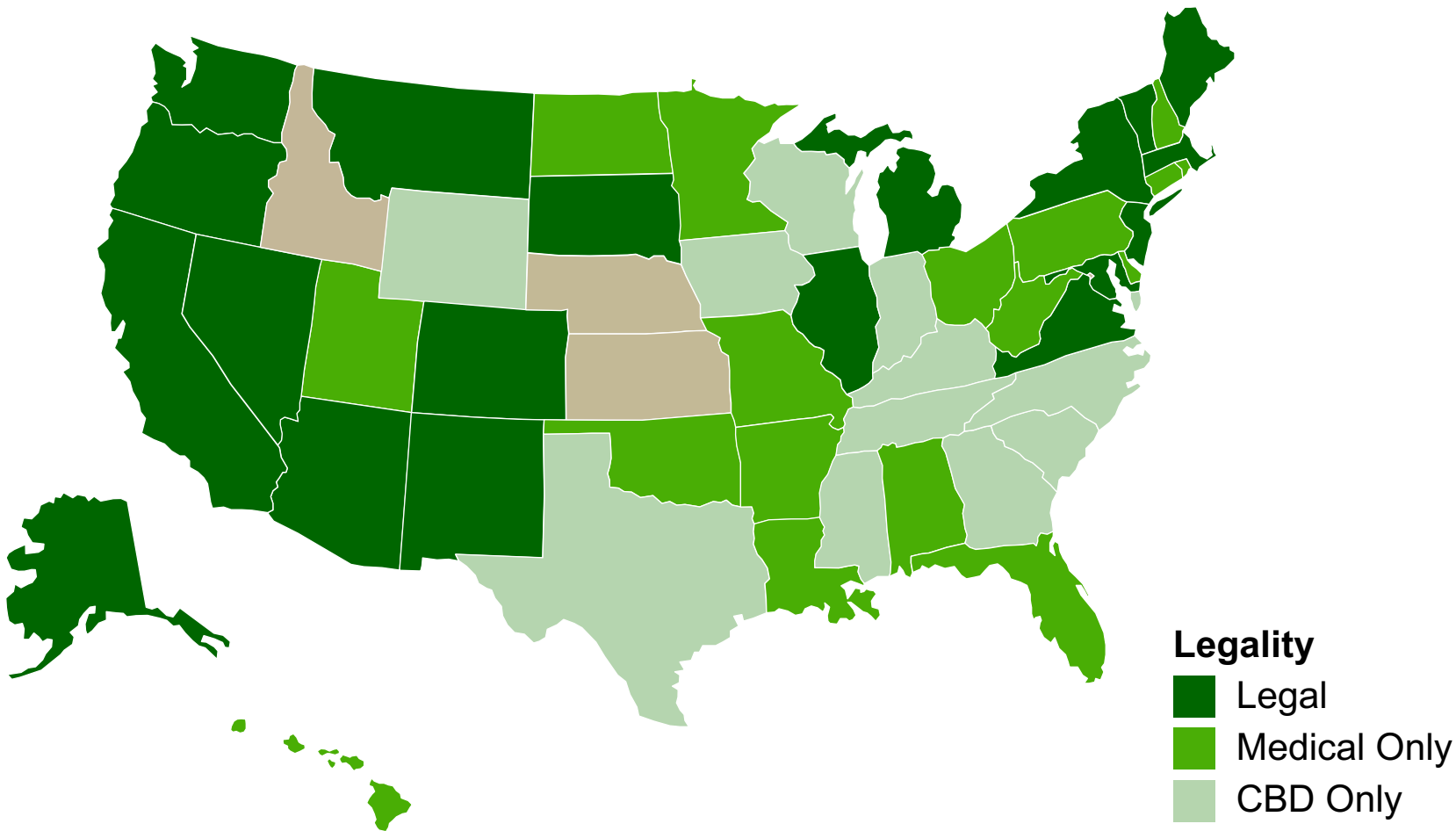
89

Indexed to the average Adult Age 18+
Base: Total Population

[Stereotypes Realistically Describe Cannabis Consumers] Which of the following statements do you think realistically describes cannabis consumers?

[General Cannabis Attitudes] Please indicate how much you agree or disagree with each of the following statements. [Net: Any Agree]

36 states currently have legal status at varying levels



NJ, AZ, SD, MT, VA,
NM, and MI passed
ballot initiatives to
legalize recreational
use in 2020-2021.

Some states are facing legislative opposition to rolling out their programs.

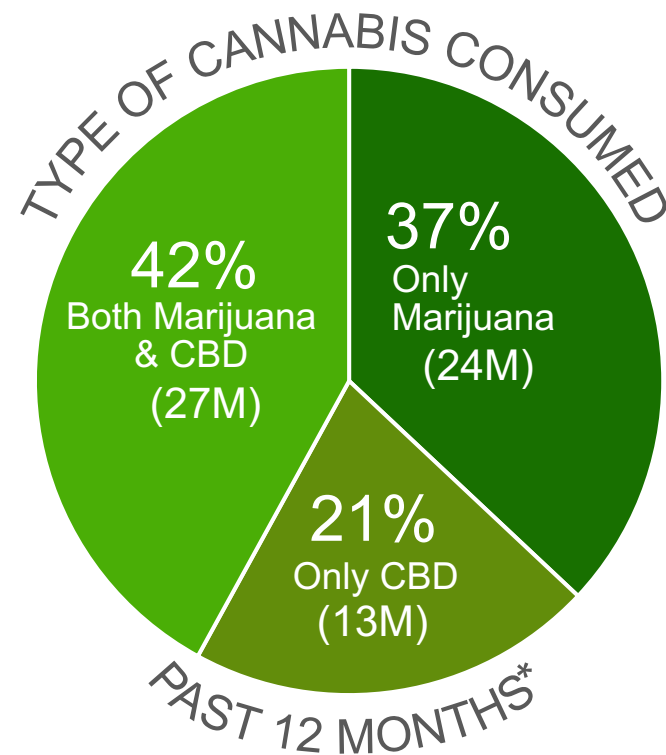
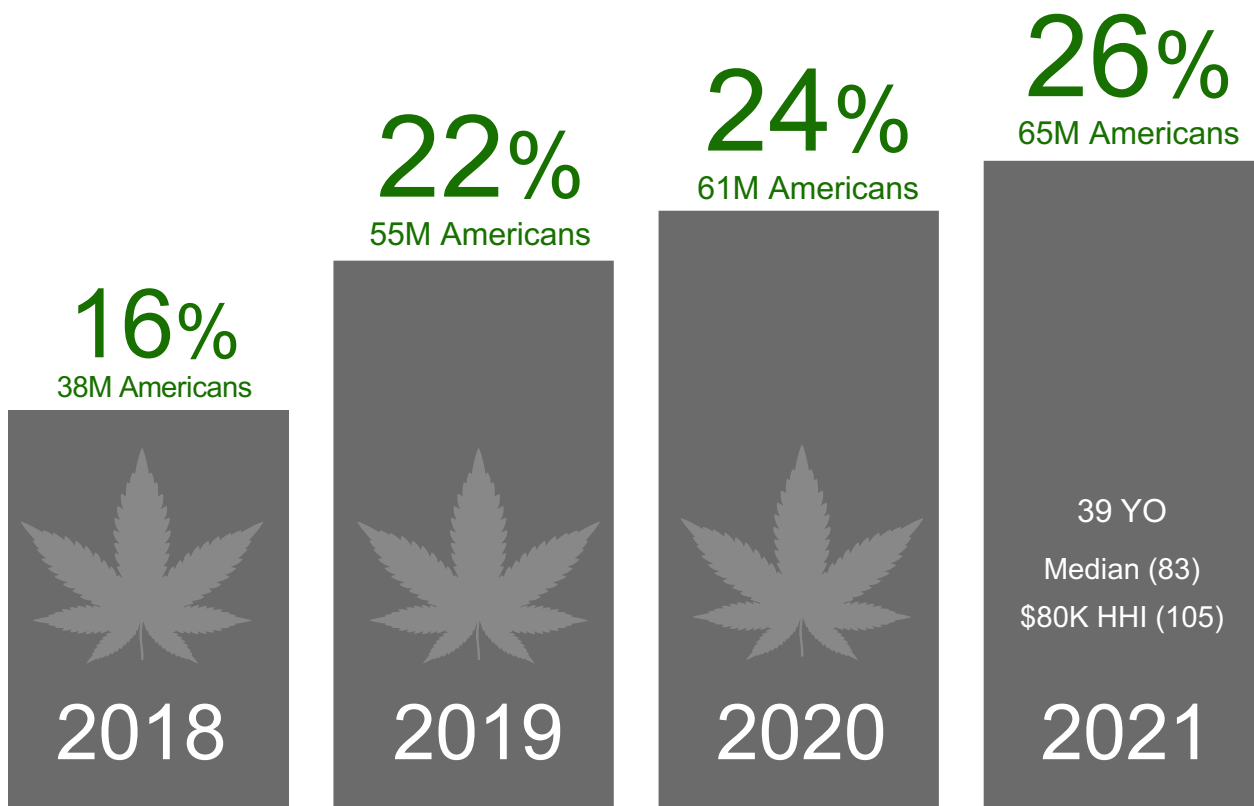
Currently, there are broad ranges of legalization among the states.

For example, some states have a list of specific ailments that qualify for medical marijuana use, while others merely rely on agreement between doctor and patient.

Source: National Conference of State Legislatures
<https://www.ncsl.org/research/civil-and-criminal-justice/marijuana-overview.aspx>

Consumption has increased +63% since 2018

65 million Americans are cannabis consumers. 2 in 5 consumers use both forms -- Marijuana and CBD.



Indexed to the average Adult Age 18+
Base: Total Population, *Base: Cannabis Consumers & consumed type P12 months
[Cannabis Consumer Type] Which of the following forms of cannabis have you personally consumed or used in the last 12 months?

58% of Americans are interested in cannabis leisure & travel, up from 52% just one year ago.

Interested in...	2018	2019	2020	2021	3 year % Change
Cannabis friendly hotels/resorts	17%	23%	26%	33%	+94%
Cannabis consumption lounges	14%	19%	22%	27%	+93%
Cannabis dining experiences	13%	17%	18%	21%	+62%
Cannabis B&B's	12%	14%	17%	20%	+67%
Cannabis Tours	10%	12%	15%	17%	+70%

Interests continue to rise across all types of cannabis friendly experiences & accommodations

62%

of cannabis consumers are likely to choose a **vacation destination** based on whether **cannabis is legally available***

Base: Total population; *Base: Cannabis Consumer
[Cannabis Tourism Interest] Which of the following, if any, would you be interested in attending, visiting, or doing? [Interest In Trying]

Americans are interested in infused products



<i>Interested in Cannabis/CBD infused...</i>	Total Pop	Cannabis Consumers
Tea	34%	52%
Coffee	33%	54%
Skincare (CBD)	32%	46%
Soft Drinks	32%	50%
Food	30%	39%
Beauty Products (CBD)	29%	44%
Bedding (CBD)	29%	47%
Beer / Cocktails	29%	48%
Liquor	28%	46%
Dog treats	24%	41%



Base: Total Population
[New Cannabis Products Tried] Which of the following cannabis-infused products, if any, have you tried and which would you be interested in trying? (Interested in trying)

Want more? Purchase the full report today!

MRI-Simmons' Insights into Cannabis Consumers (2021) report provides additional insights into cannabis use, including:

❖ Cannabis legalization

- ❖ Opinions on legalization
- ❖ Map of where and what type

❖ Perceptions of cannabis consumers

❖ Cannabis consumption

- ❖ Growth over time
- ❖ Types consumed

❖ Cannabis travel & leisure

❖ Cannabis infused products

❖ Profiling the Cannabis Consumer

- ❖ Types of use over time
- ❖ Profiles of types of users
- ❖ Canna-boomers (50+ years old)
- ❖ Attitudes on cannabis use
- ❖ Attitudes on life in general
- ❖ Reasons for consumption
- ❖ Feelings and effects after consumption
- ❖ Cannabis and COVID

❖ Profiling the CBD Consumer

- ❖ Profiles of users
- ❖ Feelings and effects after consumption
- ❖ Attitudes on CBD quality

❖ Profiling the Marijuana Consumer

- ❖ Profiles of users
- ❖ Feelings and effects after consumption
- ❖ What they buy when they're high

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report, contact us at:

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