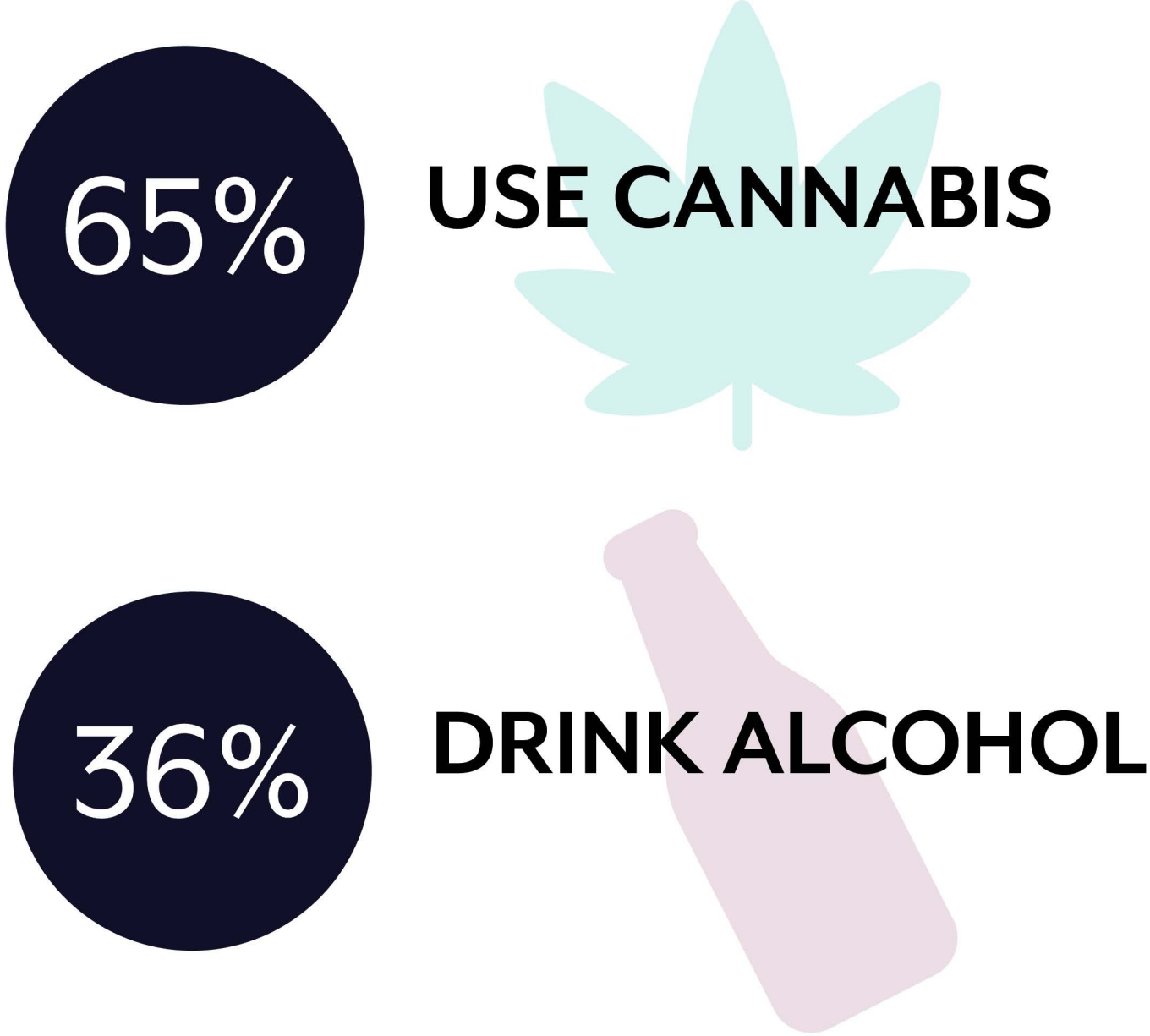
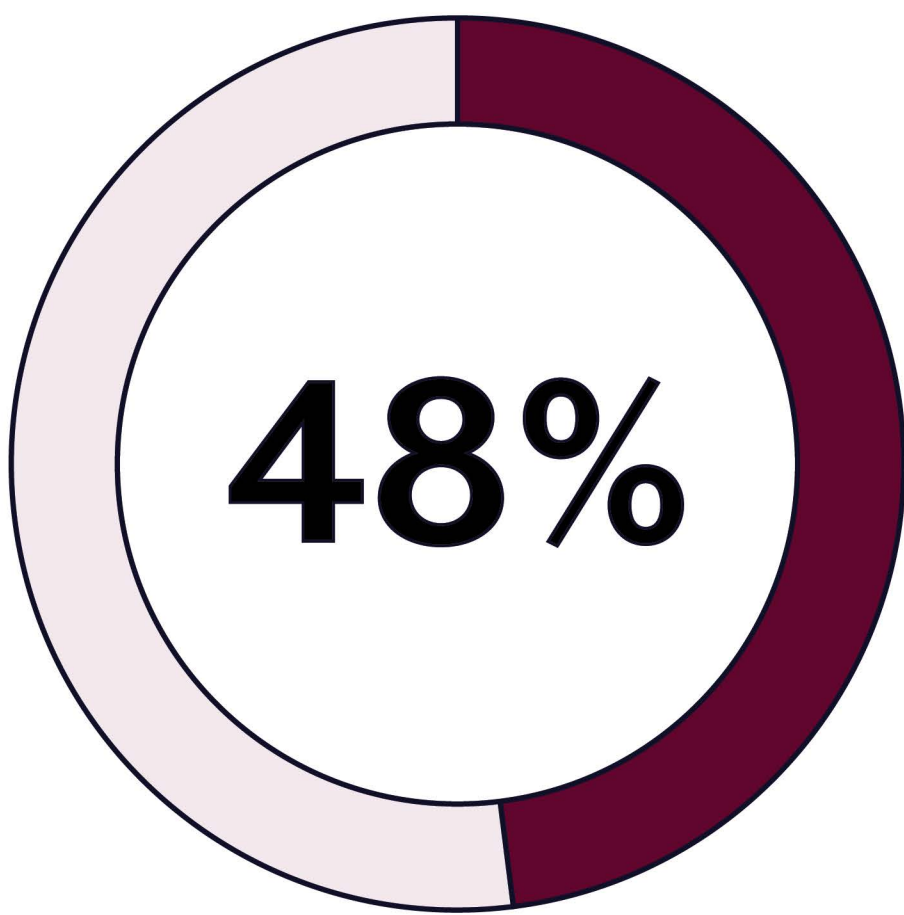


WHEN RELAXING AT HOME

Of all cannabis consumers...



Of Canadian cannabis consumers...



drink alcohol while relaxing at home

Canadian cannabis consumers are 33% more likely to drink alcohol when relaxing at home than their American counterparts.



PERSONAS

TYPICAL STONERS & NEWBIES

Newbies are more than **twice as likely** as Typical Stoners to drink alcohol while relaxing at home.

% DRINKING ALCOHOL WHEN RELAXING AT HOME

NEWBIE	49%
TYPICAL STONER	21%

COLLEGE STUDENTS

From 2018 to 2019, the number of college students using cannabis while relaxing at home **increased by...**

▲ 10%

OLD STONERS

Old Stoners are more than **twice as likely** to use cannabis rather than alcohol when relaxing at home.

75%

USE CANNABIS

vs.

28%

USE ALCOHOL

Consumers with a medical card are **more likely to use cannabis and less likely to use alcohol** when compared to consumers without a medical card.

College Students

- Currently in college
- Skews male, not married, no kids, one of the more ethnically diverse personas
- Edible, Vape & Pre-roll Users

Newbies

- Individuals who report being new to cannabis
- Middle class Millennials, college educated, slightly more female, no kids in the home
- Edible Users

Old Stoners

- Baby boomers or older that have used cannabis consistently throughout their life
- Middle class, mostly males, married with adult children
- Flower Users

Typical Stoners

- Individuals that use cannabis daily
- Typically male, over 40, lower income, half are married and half have kids in the home
- Flower Users



We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries. Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at www.brightfieldgroup.com.