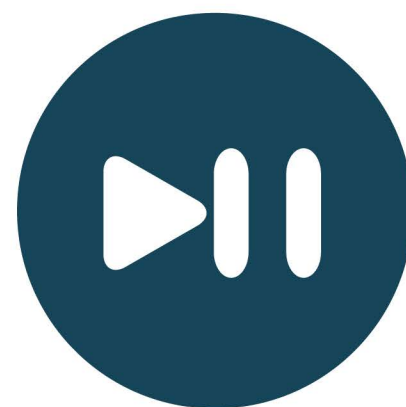


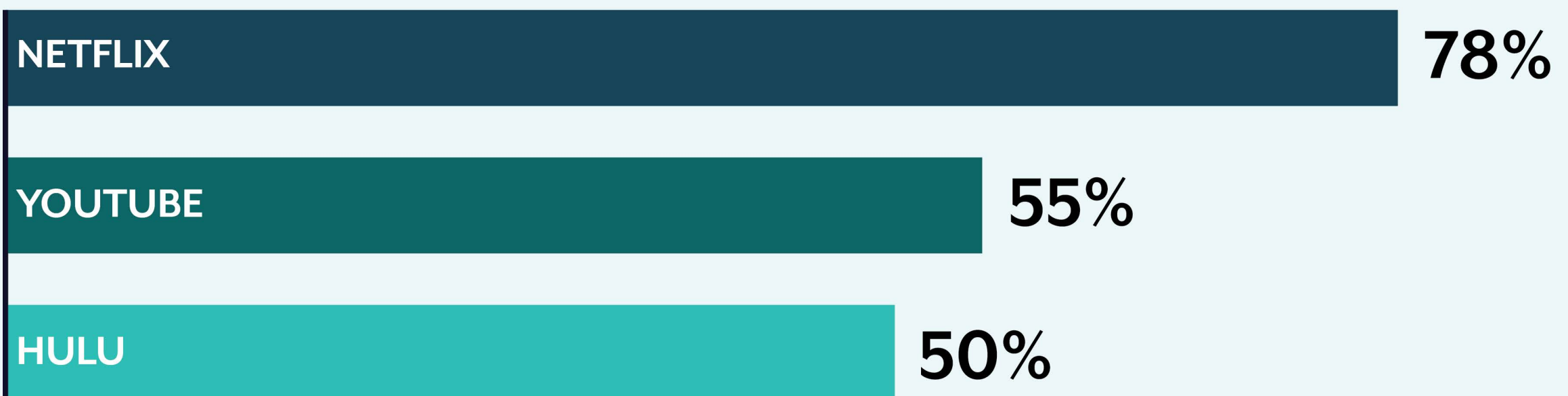
What do cannabis consumers STREAM?



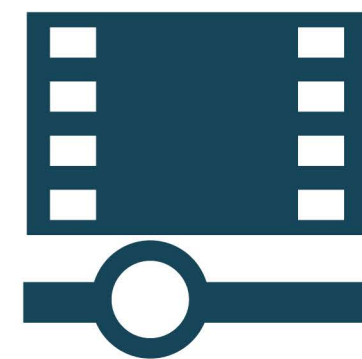
TOP TV PLATFORMS

To better understand how cannabis consumers spend their free time, we explore the top TV platforms they report watching.

CANNABIS CONSUMERS TOP USED TV PLATFORMS



Divorced Dads are the most likely to watch **Network Television**.

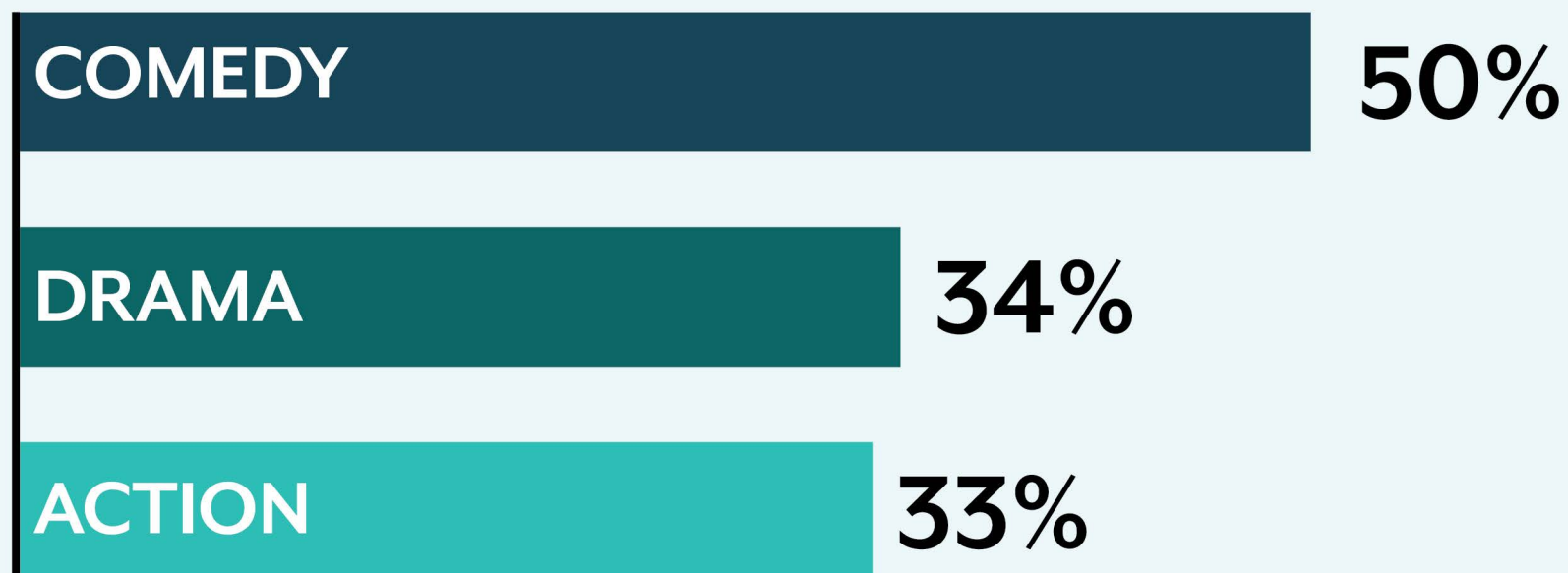


Single Yuppies are the most likely to watch **Netflix**.

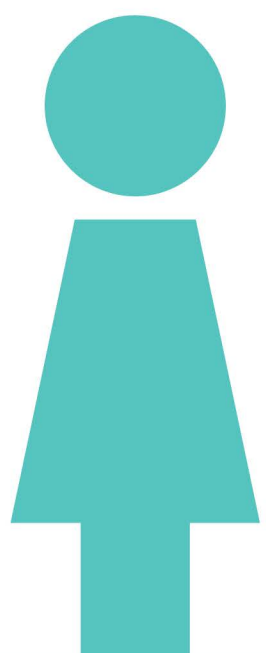
TOP TV GENRES

To better understand how cannabis consumers spend their free time, we explore the top TV genres they report watching.

CANNABIS CONSUMERS TOP WATCHED TV GENRE



Women and men both enjoy comedy the most, but their second and third favorites differ.



WOMEN:

- 2. Drama
- 3. Thriller



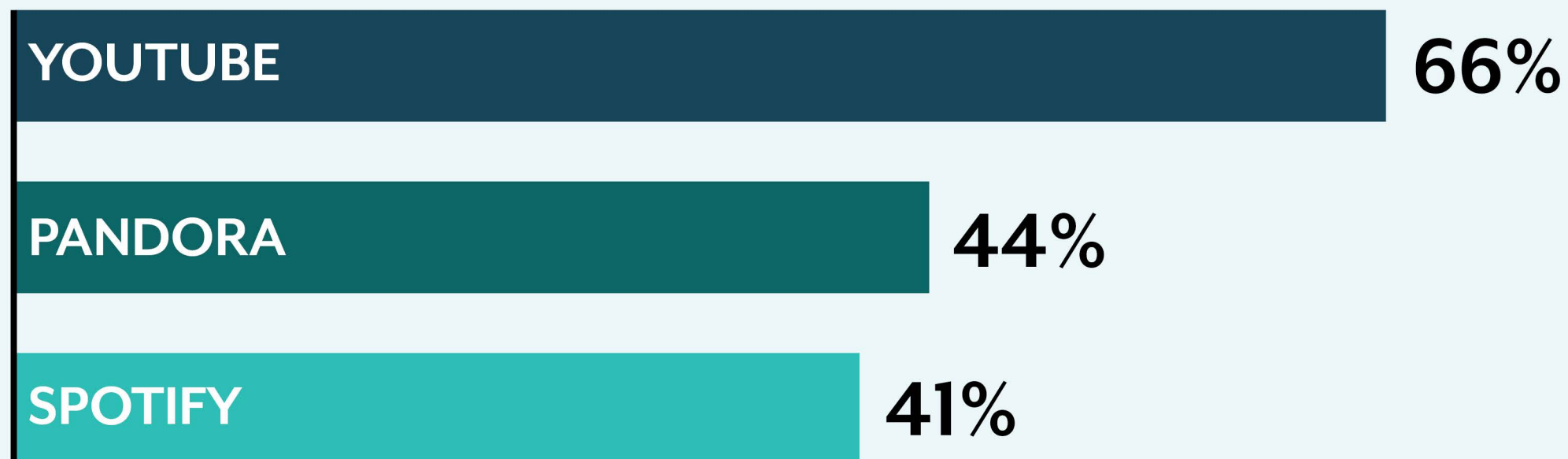
MEN:

- 2. Action
- 3. Sci-fi/Fantasy

TOP MUSIC STREAMING SERVICES

To better understand how cannabis consumers spend their free time, we explore the top music streaming services they report using.

CANNABIS CONSUMERS TOP STREAMED MUSIC SERVICES



50%

of cannabis consumers
over **35 years of age**
listen to **local radio**

55%

of cannabis consumers
under **30 years of age**
listen to **Spotify**

TOP MUSIC GENRES

To better understand how cannabis consumers spend their free time, we explore the top music genres they report listening to.

CANNABIS CONSUMERS TOP STREAMED MUSIC GENRE



Baked Brownie Moms are the most likely to listen to **Hip Hop**.



Old Stoners are the most likely to listen to **Rock** and **Classic Rock**.

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.



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