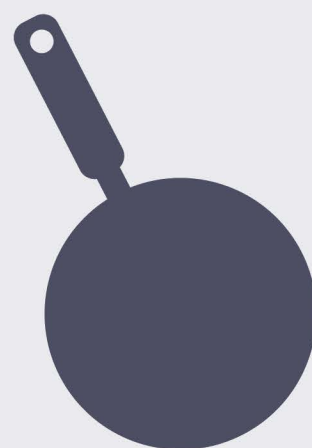


What are Cannabis Consumers Doing At Home?

Single Yuppies & Liberal Elites



BRIGHTFIELD GROUP

Who are they?



Single Yuppies

Single without kids



Liberal Elites

Married with Kids

Single Yuppies and Liberal Elites both make over \$75,000 a year, so many of them have found themselves working their office jobs from home.

51%

of Single Yuppies & Liberal Elites
use cannabis **daily**

Media Hobbies

Top Hobby:

Single Yuppies



62%

Listen to Music

Liberal Elites



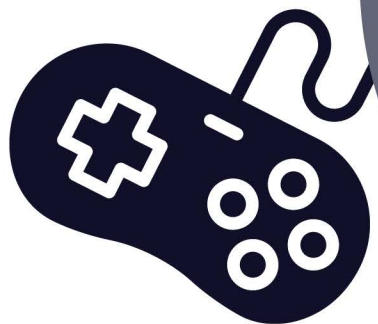
61%

Watch TV

Of all Single Yuppies and Liberal Elites...

35%

**play video
games**



37%

read

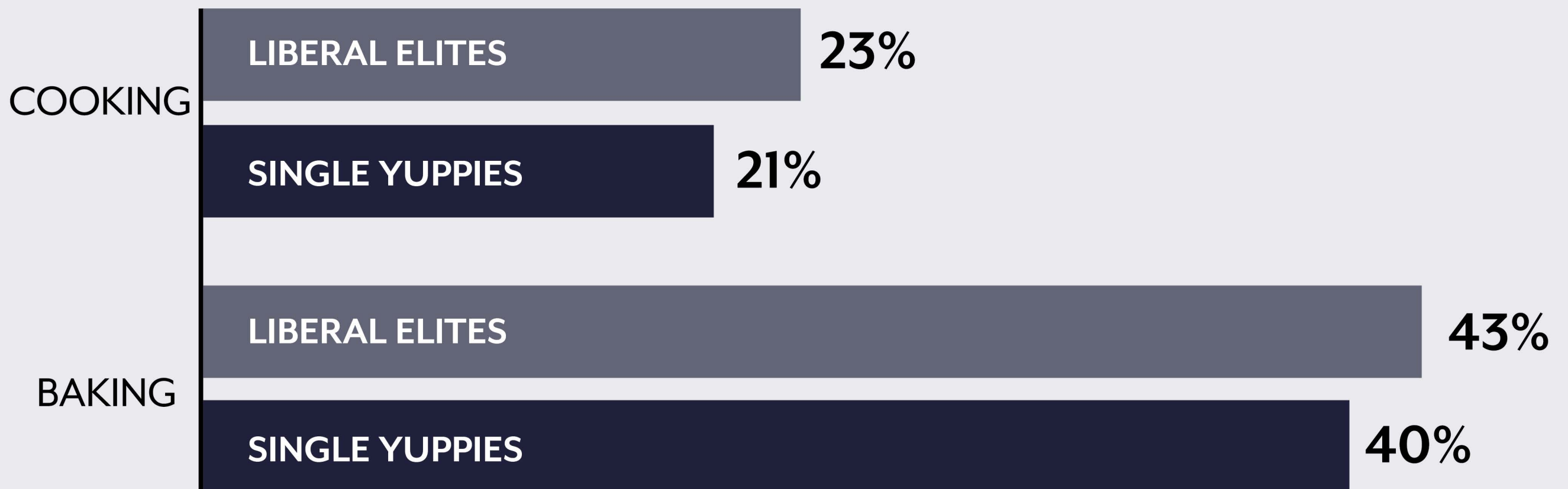


In the Kitchen

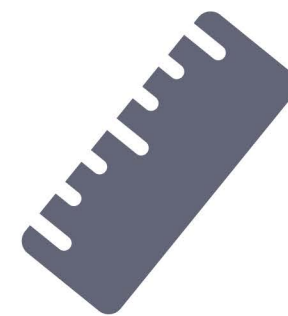
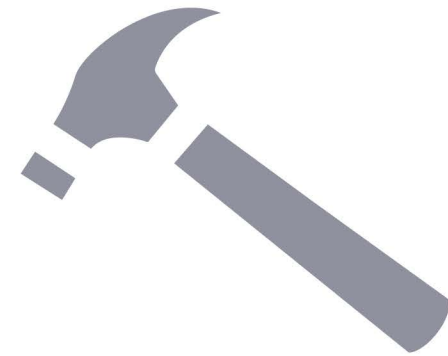
Liberal Elites cook and bake as a hobby slightly more than Single Yuppies, and this could be due to children in the house also enjoying these hobbies.



KITCHEN HOBBIES BY PERSONA



Getting Creative



of Single Yuppies & Liberal Elites do DIY activities as a hobby

Single Yuppies are

13%

more likely to do **art**

Without kids around, Single Yuppies may have more time to dedicate to their art.

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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