

Changes in Cannabis Consumer Behavior Due to COVID-19

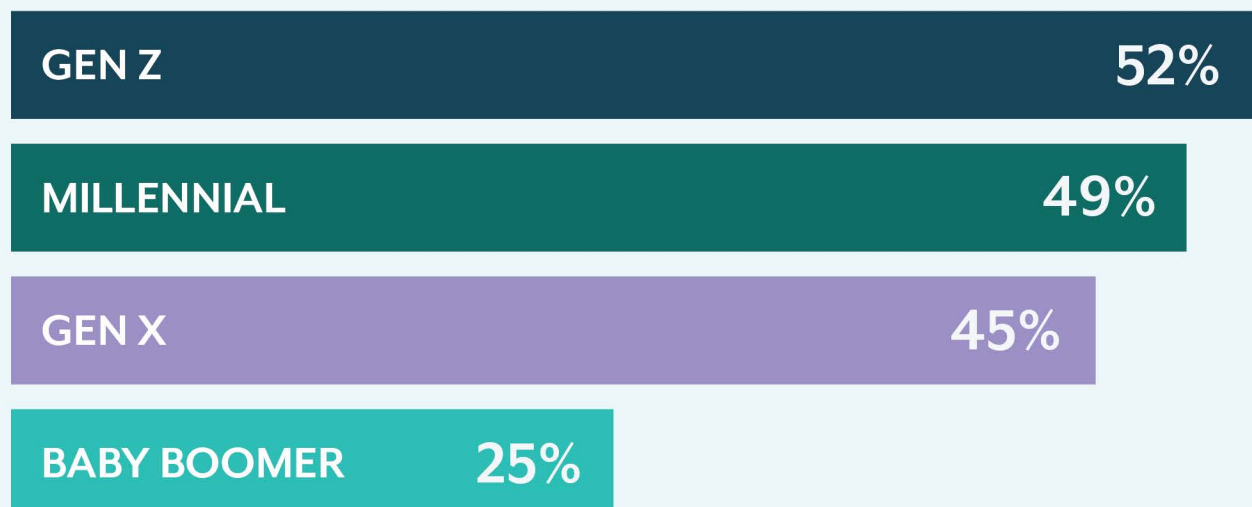
NOVEMBER 2020



BRIGHTFIELD GROUP

Increased Cannabis Use by Generation

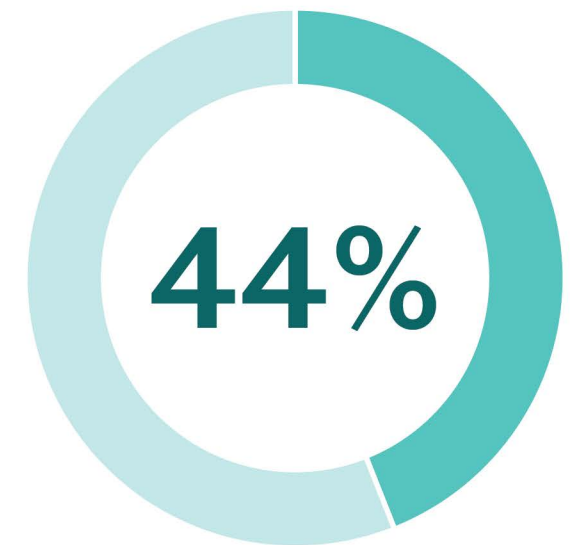
% USING CANNABIS MORE FREQUENTLY BY GENERATION



Younger consumers are the most likely of all age groups to increase their cannabis usage, with 49% of Millennials saying they have increased their cannabis usage compared to 45% of Generation X and only 25% of Baby Boomers. Millennials are more likely to consider cannabis in a wider Total Mood Modification landscape.

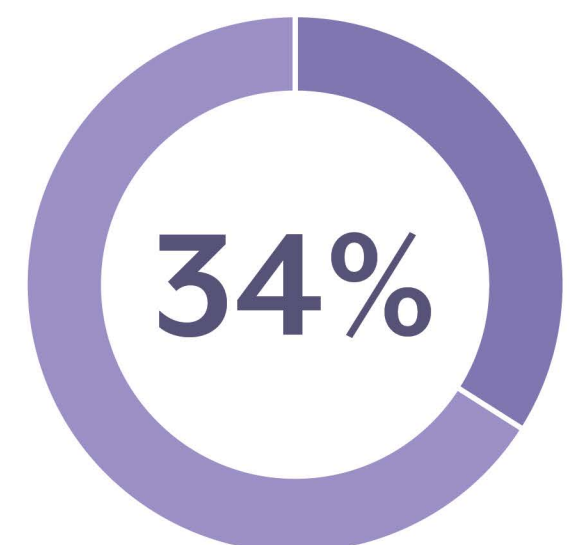


Of all cannabis consumers:



are using more cannabis as a result of the COVID crisis.

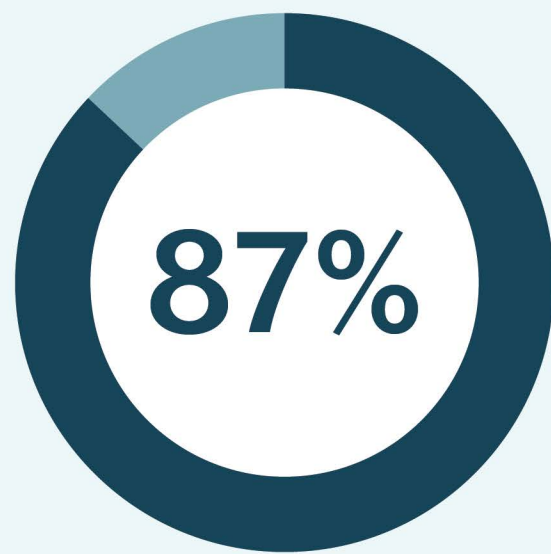
That's up from March where:



planned to use more cannabis.

Increased Cannabis Use by Usage Rate

Not surprisingly, those already using cannabis 5+ days per week (heavy users) are the most likely to have increased their cannabis usage, with 52% doing so.

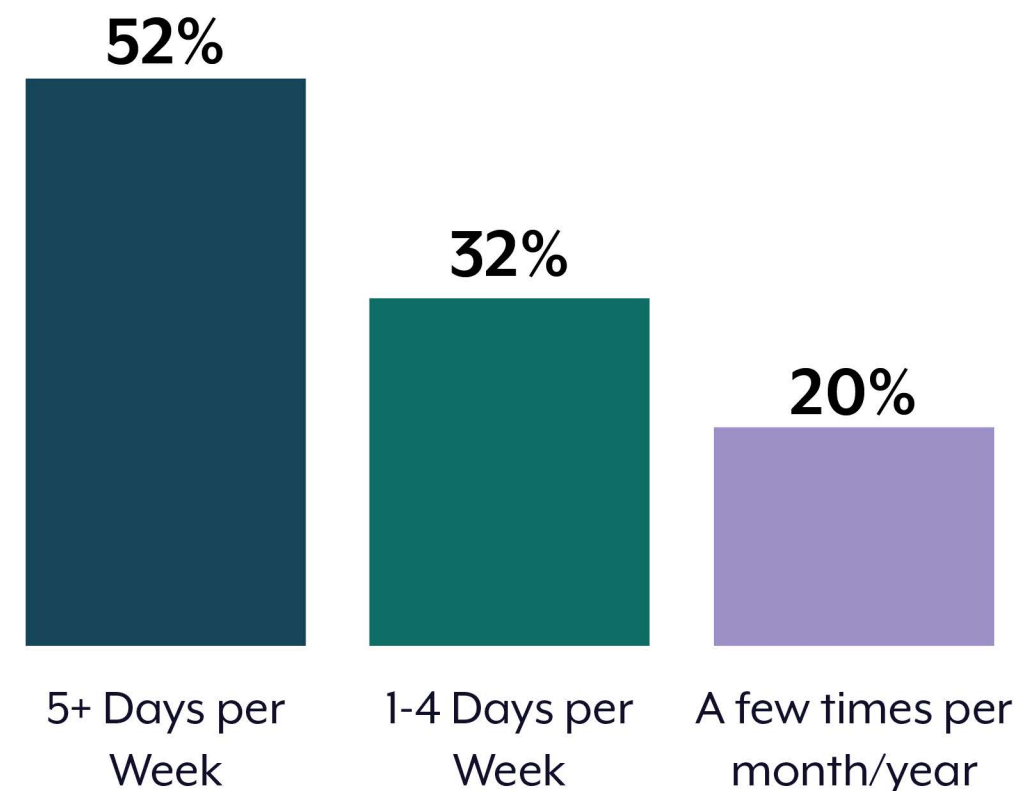


of heavy cannabis users say cannabis helps them deal with the stress of the pandemic

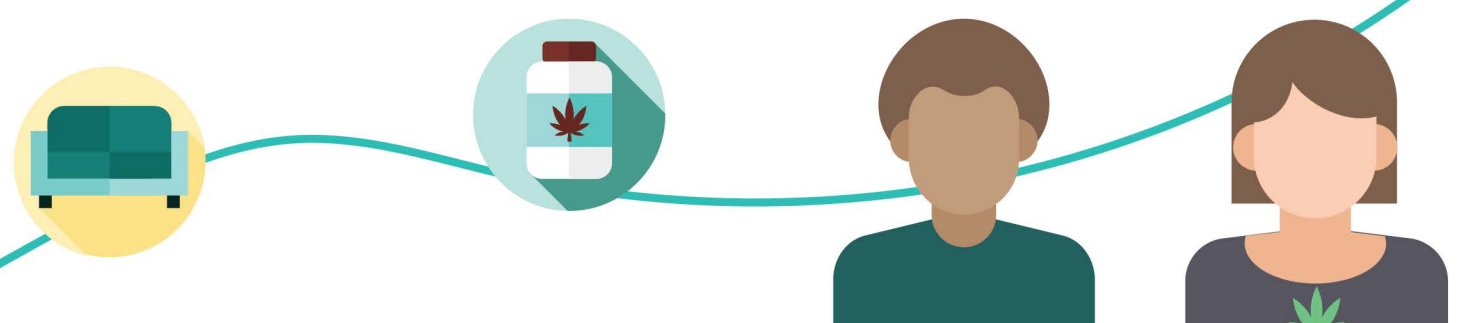
Heavy users are also the most likely to report using cannabis at higher doses and/or for longer sessions, with 64% reporting doing so.

% USING CANNABIS MORE FREQUENTLY

BY USAGE RATE



Heavy users - with cannabis already integrated into their lifestyles - are unlikely to give up this habit and are using more often to handle additional stress and stave off boredom. With so much time at home and cannabis usage so heavily skewed toward small group use, cannabis is well situated to benefit as an in-home activity during these times.

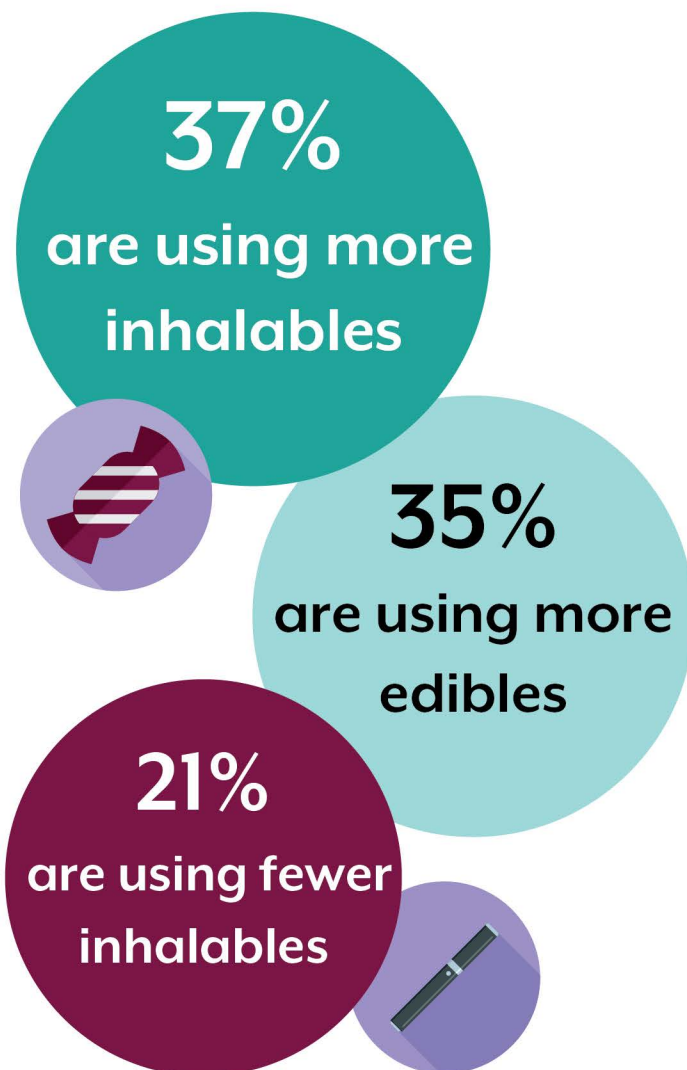


Changes in Product Types Used

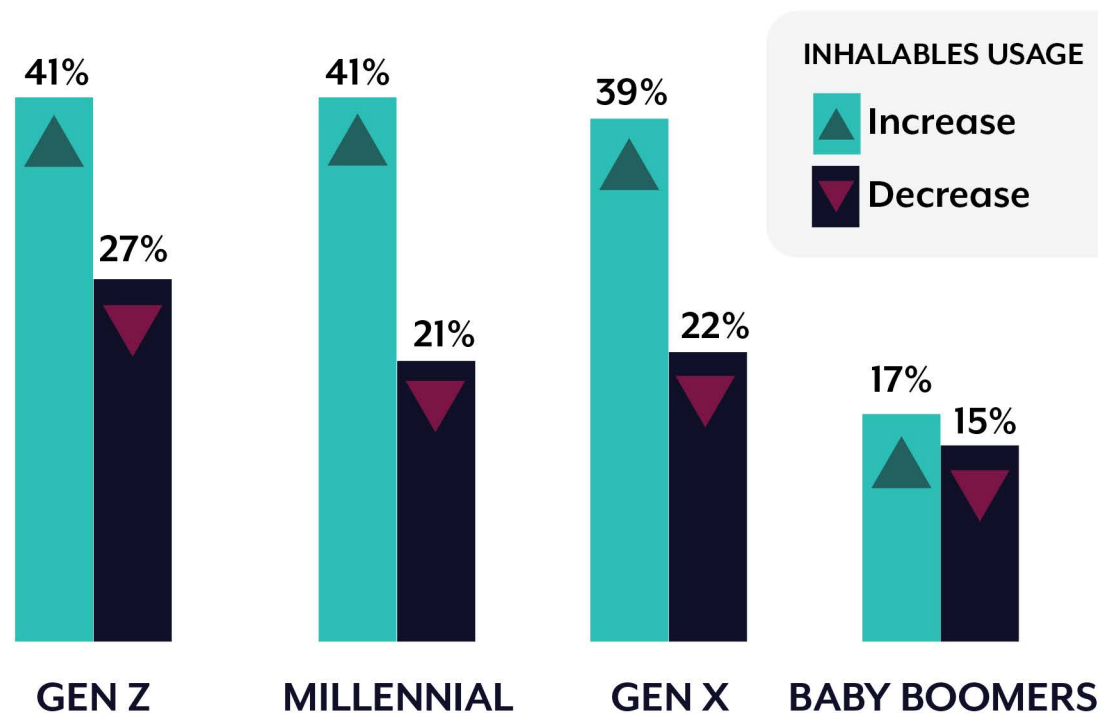
Consumers are not changing their product type preferences to a large degree. At the beginning of the pandemic, only 7% of consumers were planning to reduce their use of inhalable cannabis products (like flower and vapes). 21% of consumers now report reducing inhalable usage, likely a response to the ongoing message that smoking and vaping put individuals at higher risk for COVID-19 infection. This data point has been consistent through the summer and into early fall.

However, in response to the stress and boredom of the pandemic, a much larger group – 37% of cannabis consumers – increased their usage of inhalables. There has also been an uptick in edibles use as 35% of consumers indicated using more edible products, which appears to be less about harm reduction and more about variety and general usage increases.

Of all cannabis consumers,



CHANGES IN INHALABLE USE BY GENERATION



Younger consumers (Gen Z, Millennials) are the most likely to change their product preferences in the face of the COVID-19 crisis, with a slightly higher proportion of these groups switching away from inhalables.

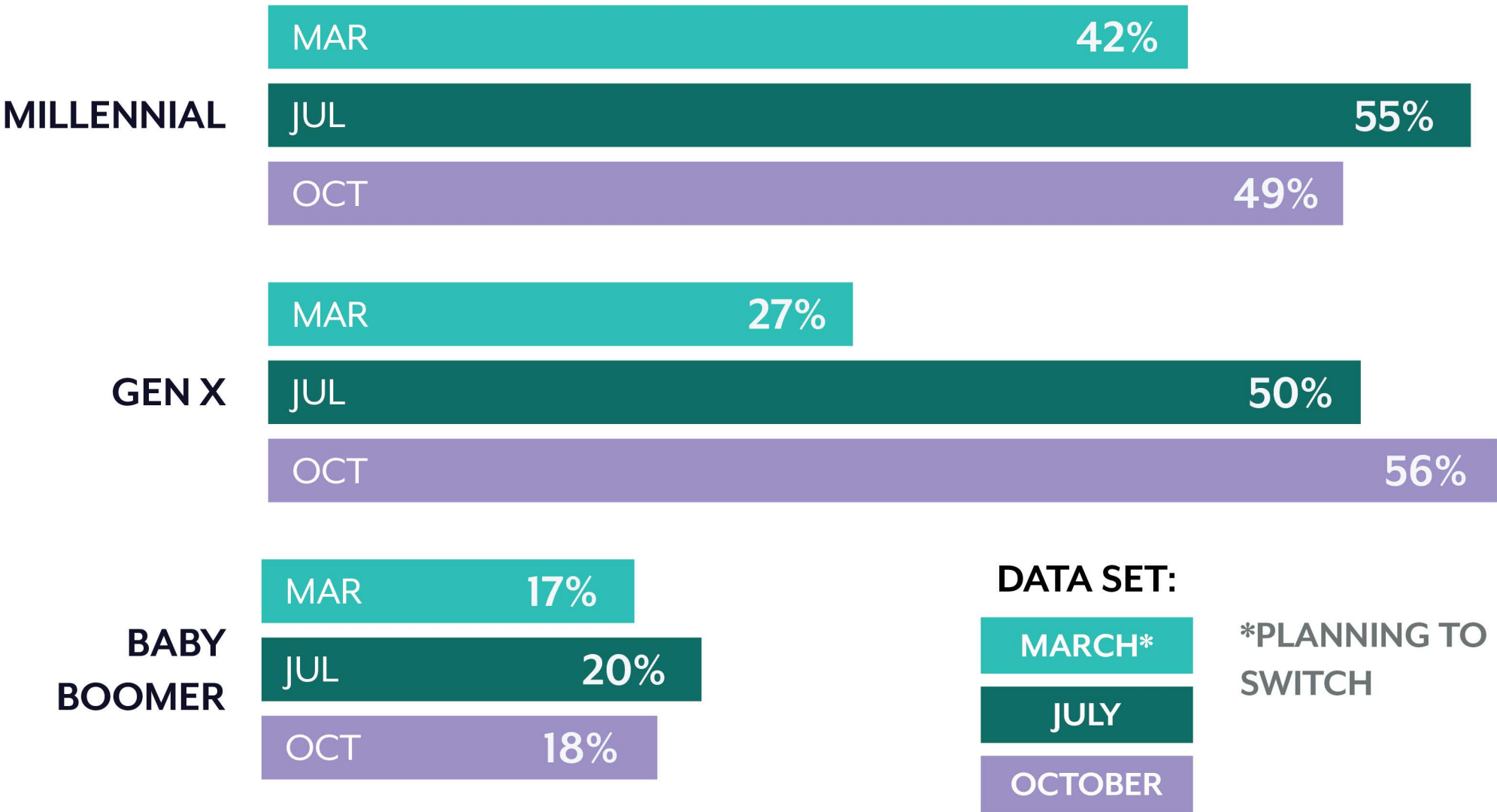
Changes in Cannabis Purchase Location

Today, **45%** of all US cannabis consumers report switching from shopping at physical dispensaries to delivery or online ordering (click & collect). Gen X has steadily switched to online ordering as the pandemic has continued, possibly due to increased messaging around COVID-19's seriousness for people of all ages.

Younger cannabis consumers were the most likely to plan to shift to delivery or online ordering (now mandated in several states), likely due to their greater familiarity and confidence with online and mobile shopping in general.

CONSUMERS PURCHASING CANNABIS ONLINE

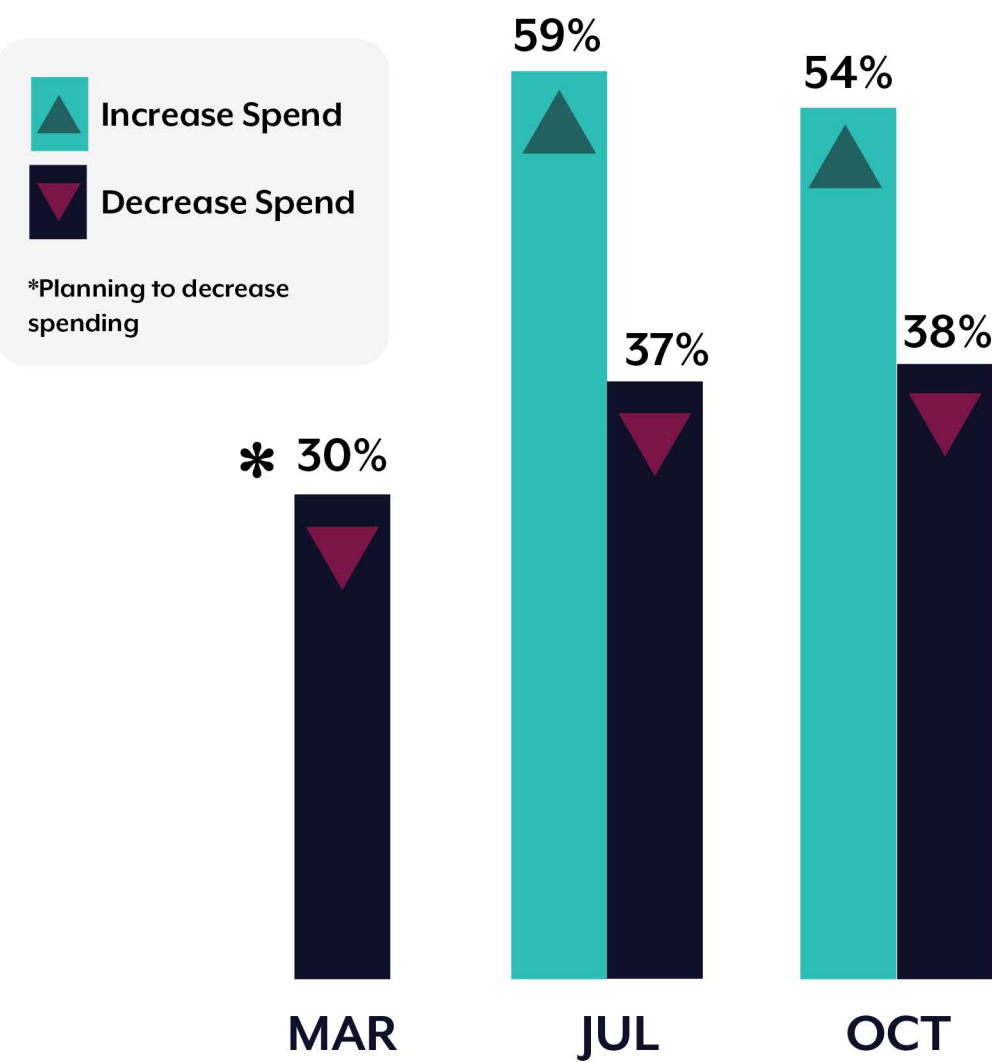
% of cannabis consumers switching to online cannabis shopping



Changes in Cannabis Spend

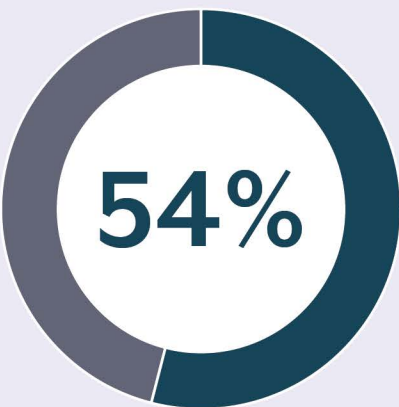
CHANGES IN CANNABIS SPEND

% of cannabis users increasing/decreasing cannabis spend



In March, 30% of cannabis consumers planned on reducing their cannabis spending. In July, 37% said they had reduced their spending, but on the flip side, 56% of cannabis consumers had increased their spending. The trend continued into the Fall, with 38% of consumers reporting reduced spending but 54% saying they have increased spending in our October survey. Cannabis usage during occasions “relaxing at home” and “just before sleep” saw an uptick in July as more consumers looked for ways to destress and fill the time. Many consumers are still spending a great deal of time at home and are not engaging in previously normal social activities.

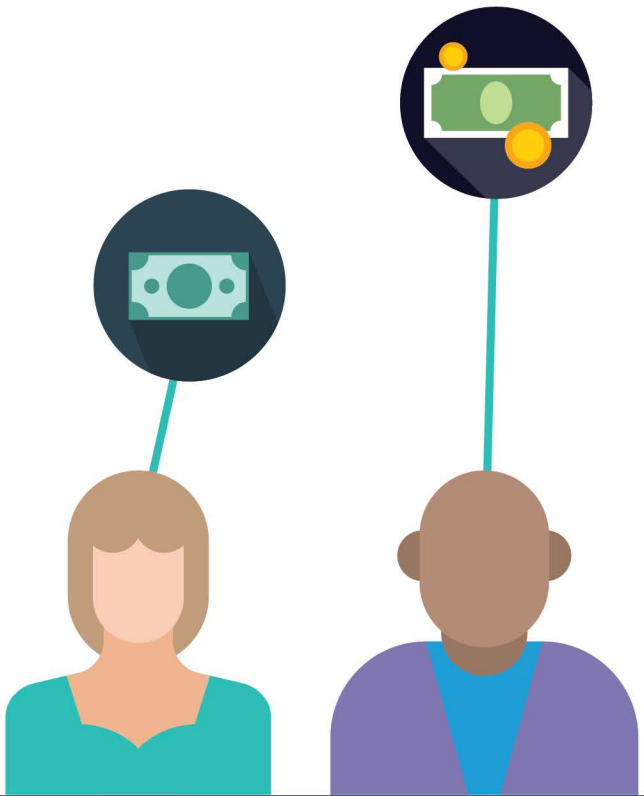
Of all cannabis consumers,



report using higher doses and/or for longer sessions

At the same time, consumers report using cannabis in more expensive ways - 54% of consumers say they use a higher dose and/or use cannabis for a longer session.

Only 16% of consumers planned to do this in March.

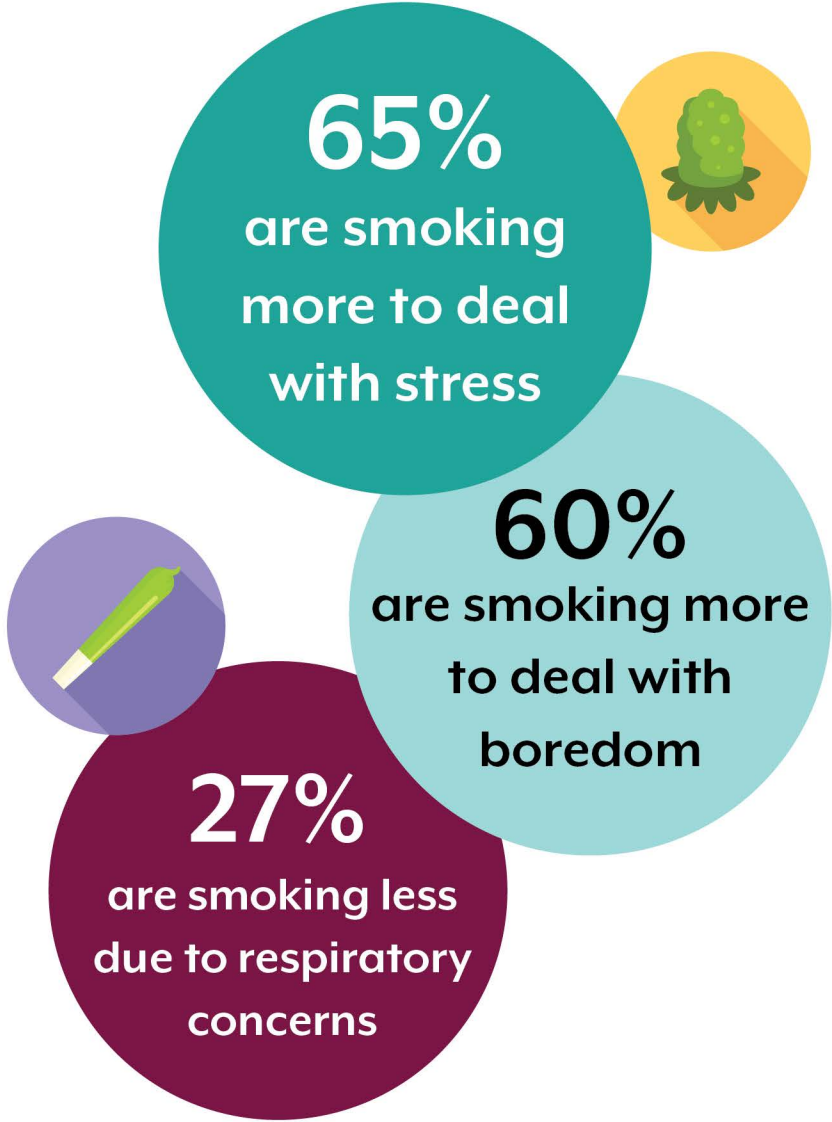


Changes in Cannabis Flower Use

While the pandemic has raised concerns about lung health and the use of inhalable products, cannabis flower consumers are tending to smoke **more** rather than less.

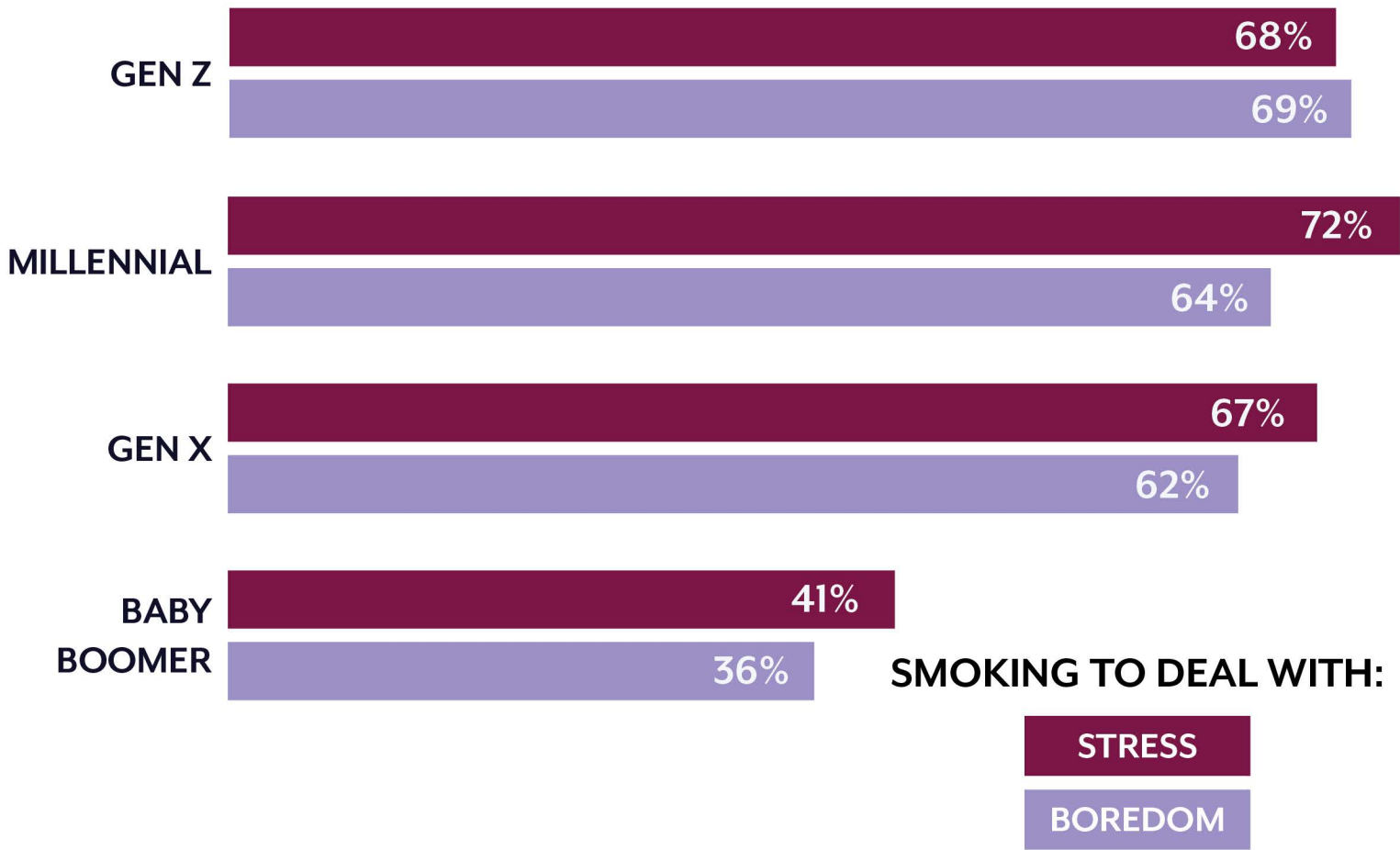
Flower users are upping their usage to deal with both the stress and the boredom of the pandemic. Of cannabis flower users, 65% are smoking more to deal with the stress of the pandemic and 60% are smoking more to deal with the boredom/to fill time. In contrast, 27% said they are smoking less due to respiratory concerns.

Of all cannabis consumers,



INCREASE CANNABIS FLOWER SMOKING

% of cannabis flower users reporting smoking more due to stress or boredom



However, even this group is not giving up smoking altogether. Rather, cannabis smokers are doing other things to mitigate the impact of the virus. **60%** say they are smoking less in social settings in order to maintain social distancing, and **63%** are not sharing joints or accessories with other smokers due to hygiene concerns brought on by the pandemic.

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