
The Biggest Cannabis Day of The Year

How consumers spend 420



Table of Contents

US Cannabis Consumer Insights:

Survey fielded quarterly. Responses are collected online from a census-balanced sample of 3,500 unique cannabis users in the United States.

Page 3.	<u>Introduction</u>
Page 4.	<u>Quick Look at the Data</u>
Page 5.	<u>Legalization Trends</u>
Page 6.	<u>4/20 Consumer Insights</u>
Page 8.	<u>The Future of 4/20 is Female</u>
Page 9.	<u>Conclusion</u>

Introduction

4/20/2021 wasn't the last illegal 4/20 as some media outlets proclaimed last year. Here we are at another cannabis celebration without national reform- and this will likely not be the last illegal 4/20 either!

But this 4/20 will be very different than last year's. Cannabis use is up among the general American population, and two years of canceled in-person events plus the launch of new markets has more people than ever itching to celebrate cannabis.

Nationwide, cannabis events have been announced for dates throughout April, and dispensaries will be rolling out special deals and giveaways. This year, expect gatherings of all sizes, from concerts, puff & paints, to activist rallies and everything in between. Virtual 4/20 live streams, giveaways, and other online events will continue to exist alongside in-person get-togethers for those who prefer to smoke at home or aren't near any festivities.

As Brightfield [reported previously](#), the pandemic sprouted a new crop of heavier, more frequent cannabis consumers. Further normalization and proliferation of cannabis use in the US will only continue to cement April 20th as a cannabis holiday – one inclusive of everyone from daily consumers and infrequent beginners. This presents a great opportunity for cannabis brands to show up and show off to a wide swath of consumers.



Quick Look at the Data

- **89% of cannabis consumers** are aware of 4/20
- **49% of cannabis consumers** celebrate 4/20
- **40% of cannabis consumers** report “using more cannabis than usual” to celebrate 4/20
- Women cannabis consumers are more likely than men to celebrate 4/20 with their wallet - **47% of female cannabis users plan to partake in dispensary deals on 4/20**
- Heavy cannabis use is higher than it was in 2019 – today, **62% of consumers report “daily” or “multiple times daily” use, up from 44% in 2019**
- Evergi Consumers found cannabis use is up among the general US population, with **18% of Americans reporting cannabis purchasing in the last 3 months, up from 10% in 2020.**



Legalization Trends

Since April 20th, 2019 – the last pre-covid 4/20 – states have been at the forefront of cannabis legalization. Seven states have opened adult-use cannabis markets since then, including Illinois, Arizona, and Maine. Newly legalized states are bringing new laws to the landscape – some of which invite 4/20 celebration.

New York was the first state to legalize public consumption, while Michigan's licensing structure allows for "*Marihuana Event Organizers*" that can plan 420-friendly gatherings year-round. While progress has been made at the state level, numerous pieces of cannabis legislation stalled at the federal level.

As of late 2021, both political parties have drafted bills designed to decriminalize cannabis. The bill introduced by Democrats in the Senate – the Cannabis Administration and Opportunity Act – includes social justice initiatives and imposes a federal cannabis tax starting at 10% that would eventually rise to 25%. The Republican bill in the House – the States Reform Act – does not include social justice protocols but does include expungement and comes with a significantly lower federal 3% cannabis tax.

Given the widely differing approaches seen from both sides, we'll likely see more drafts before an agreement is reached. For now, the timeline of federal reform remains unclear.

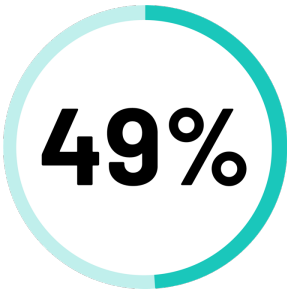


4/20 Consumer Insights

Cannabis consumers that agree with “I usually celebrate 4/20” or “celebrating 4/20 is very important to me”



2019



2022

Consumers aware of 4/20



2019



2022

In 2019, 52% of cannabis consumers said they usually celebrate 4/20 or that celebrating 4/20 “is very important to me.” Now in 2022, that has slightly dropped to 49%. Given the new wave of consumers that entered the market, some may not have had a chance to celebrate with friends or in a social setting yet. However, awareness of 4/20 is about the same as it was in 2019, with 89% of consumers in 2022 aware of the holiday.

In 2019, 44% of cannabis consumers reported using cannabis “daily” or “multiple times per day.” In 2021, 62% of consumers reported using cannabis at least once per day. This 41% increase in heavy cannabis use over the past two years was fueled by existing consumers ramping up use, as well as newbies entering the market and immediately integrating cannabis into their day-to-day.

Evergi Consumers data also shows cannabis use is up among the general population, with 18% reporting use in 2021 compared to 10% in 2020. Cannabis is part of the daily routine of a majority of cannabis consumers, fitting into their lives in complex, varied ways.

So, how do consumers say they plan to celebrate 4/20?

The top three ways consumers intend on celebrating are:



Going to the dispensary for 4/20 deals



Using more cannabis than usual at home



Watching a "stoner" movie at home

An analysis of Twitter posts shows there's a certain amount of self-indulgence around 4/20. It is a day to *"treat yourself,"* eat the entire edible, roll the 2g joint, or rip the dab rig a fourth time. According to Brightfield Group's 2022 4/20 data, 40% of consumers intend to make dispensary purchases and another 40% plan to use more cannabis than usual on the cannabis holiday.

Even when treating themselves, cannabis consumers love a good deal – price has consistently been a top-ranked product attribute, with 73% of cannabis consumers saying *"price"* is the most important purchase factor to them in Q4 2021.

It's no surprise consumers will treat themselves with cannabis deals on 4/20– but they also plan to indulge in other ways. Consumers plan to spend money on cannabis accessories, apparel, or décor discounted for 4/20 (17%); on 4/20 food deals (16%); and on new glassware/smoking devices (13%).

Consumers are ready to treat themselves,

making 4/20 the perfect opportunity for cannabis and non-cannabis brands to offer something fun for the holiday. Fast food restaurants like Del Taco, Jack in the Box, and Insomnia Cookies are a few of the chains that offer special 4/20 deals – often priced at \$4.20. CBD retailers, apparel companies, and cannabis accessory brands know 4/20 is a day to make a sale, too.

The Future of 4/20 is Female

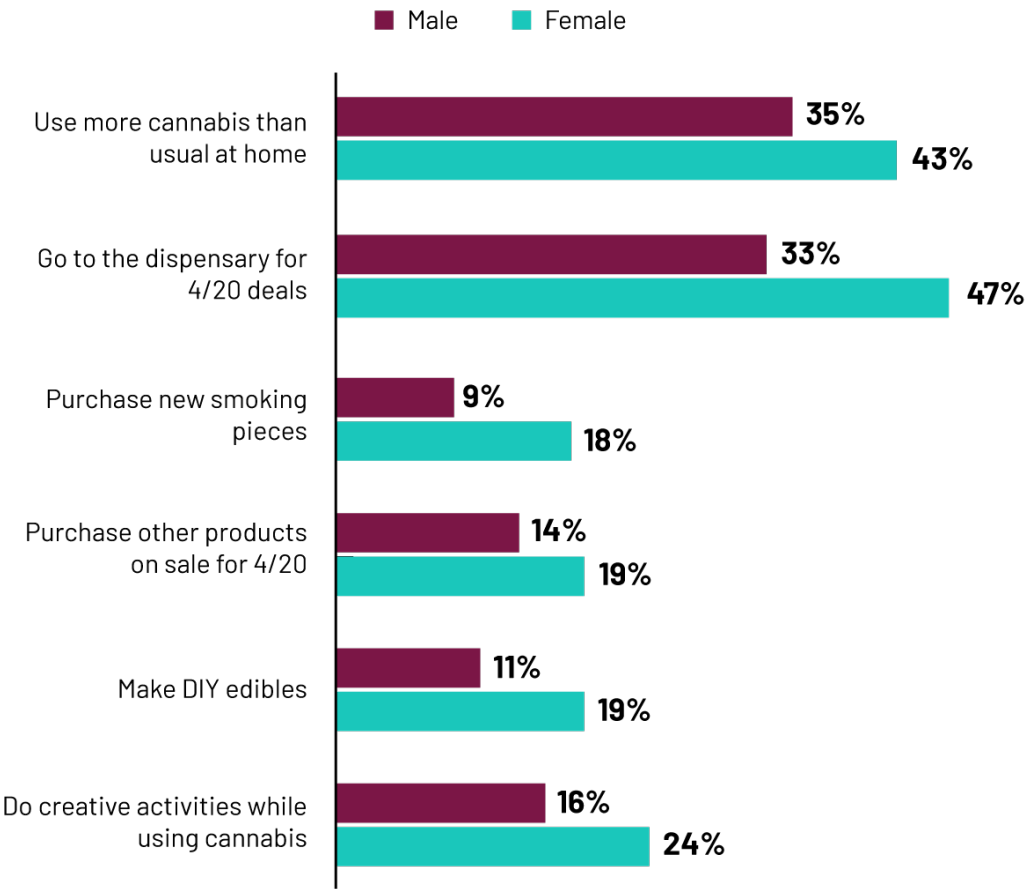
Don't let outdated connotations around 4/20 and cannabis culture cloud your marketing decisions. If a male stoner decked out in weed leaves and peace signs is who you imagine is celebrating 4/20 – think again!

Women cannabis consumers are 13% more likely to celebrate 4/20 than men, and they are even more likely to spend on 4/20. 47% of female cannabis users plan to partake in dispensary deals on 4/20, while only 33% of male consumers say so.

In a [previous Brightfield report](#) on cannabis consumers, we highlighted the opportunity to gain loyalty among this new, younger, female group of cannabis consumers. We now see a near balance of male to female users nationally. Women have distinctive approaches to consuming cannabis, using more product types than male cannabis consumers while also choosing more specific occasions of use. Women also desire more effects from their cannabis, while also using cannabis to treat mental and physical health conditions more than men.

Consumers that deeply understand why, when, and how they use cannabis are more receptive to brand messages than those who don't reflect on how cannabis fits into their life. It will be easier to send a message that resonates with consumers who have distinct use cases in mind. Women cannabis consumers will be all ears for 4/20 deals, giving brands an opportunity to impress, delight, and further foster loyalty.

4/20 CELEBRATIONS – WOMEN VS. MEN



Conclusion

4/20 is the ultimate opportunity to reach cannabis consumers. Brands should be aware of who the modern cannabis consumer is, and how she celebrates the holiday. 4/20 is a chance for brands and dispensaries to show up and show off. Regular users will look to celebrate with the cannabis community and snag a good deal, while occasional users may use the holiday as a reason to make a purchase and toké up. 4/20/2022 is sure to be full of deals and celebrations – **what will you be doing for it?**



Identify your next opportunity and delight your customers with user-friendly data on:



Brand
Health



Consumer
Insights



Market
Landscape



Distribution
Trends

To learn more about our insights solutions for cannabis, [request your demo here.](#)

Brightfield Group is the leading research firm for emerging categories including CBD, cannabis, and wellness. By integrating multi-source data with AI and research expertise into our cross-comparable data lake, we uncover robust insights as new markets develop. We have helped Marketing, Innovation, and Insights leaders drive customer-centric strategies on their next big idea since 2015.

See what we can do for you at brightfieldgroup.com.



BRIGHTFIELD GROUP