

ADVANTAGES OVER OTHER CANNABIS RESEARCH COMPANIES

		CONSUMER RESEARCH AROUND CANNABIS	BDS	HEADSET	NEW FRONTIER
LOCAL SURVEYS	80+ Markets Included (Legal and Not Yet Legal)	✓			
	Statistically Relevant Samples Sizes	✓			
	Multiple Surveys per Year in Larger Markets	✓			
CANNABIS INTELLIGENCE	Attitudes Regarding Legalization	✓			
	Plans to Purchase	✓			
	Purchase Reasons	✓			
	Purchase Frequency	✓			
	Expenditure Data	✓	✓	✓	✓
	Reasons for Not Purchasing	✓			
	Dispensary Point of Purchase Data		✓	✓	✓
CONSUMER & LIFESTYLE DATA	Plan-to-Purchase Flowers/Buds, Topicals, Edibles	✓			
	Concentrates/Extracts, Pre-Rolls, Drinks	✓			
CROSS-TAB CONSUMER DATA	Consumer Data such as Auto, Banking, Retail, Healthcare, Restaurants, and many more	✓			
	Demographic & Lifestyle Information	✓			
MEDIA USE	Ability to Merge Cannabis Targets with Hundreds of Demographic, Lifestyle, Consumer & Plan-to-Purchase Responses	✓			
	TV, online, radio, newspapers, outdoor, etc	✓			

Consumer Research Around Cannabis does what no other cannabis intelligence firm can: Merge local cannabis usage, perceptions, and attitude responses with consumer-level demographic, lifestyle and plan-to-purchase targets