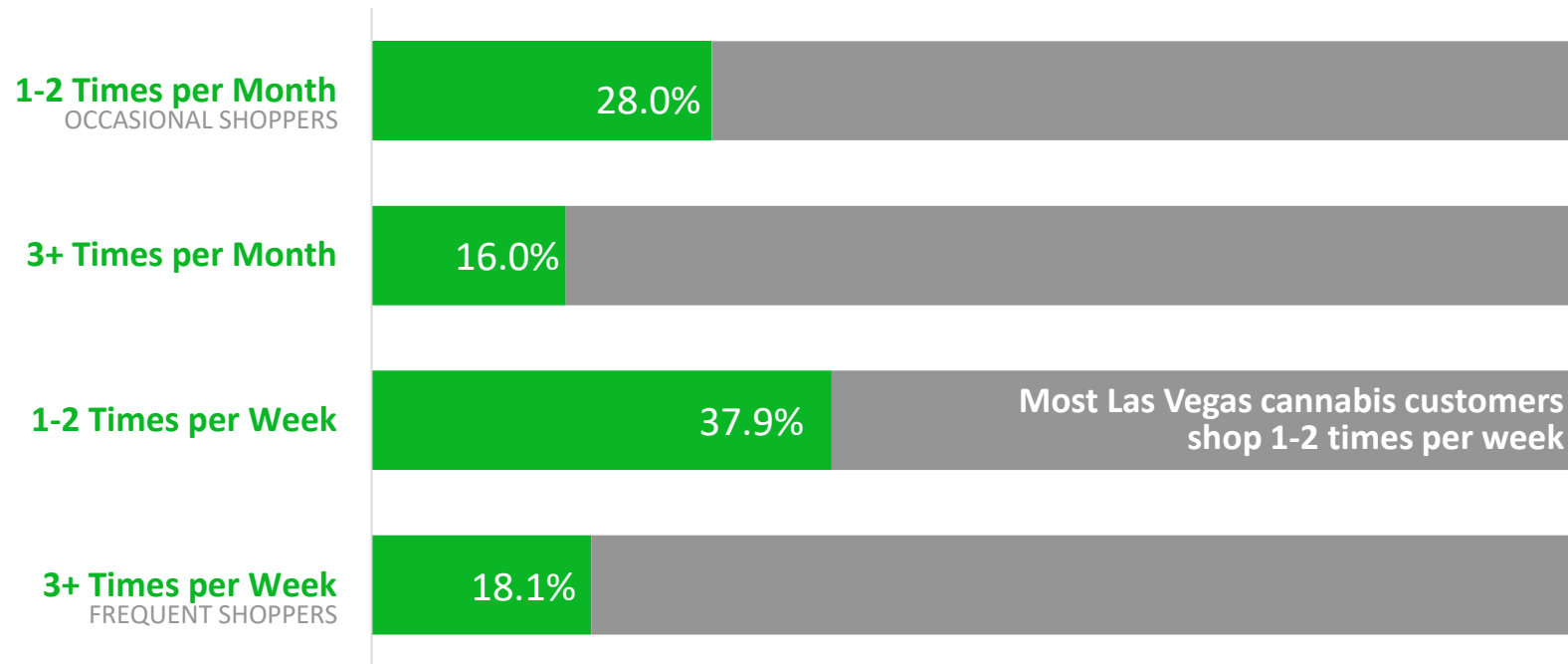


# CANNABIS USERS CAN BE ANALYZED IN A VARIETY OF WAYS

Use the data to determine the best ways to meet customer needs and expectations based on behaviors such as purchase frequency

## EXAMPLE: SHOPPING FREQUENCY OF 154,000 LAS VEGAS ADULTS THAT HAVE USED OR BOUGHT MARIJUANA/CANNABIS IN THE PAST MONTH:



Source: Las Vegas GMA, Fall 2016 survey, Adults 18+ that have used or bought cannabis/marijuana in the past month.

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