GREEN ECONOMIC SERIES

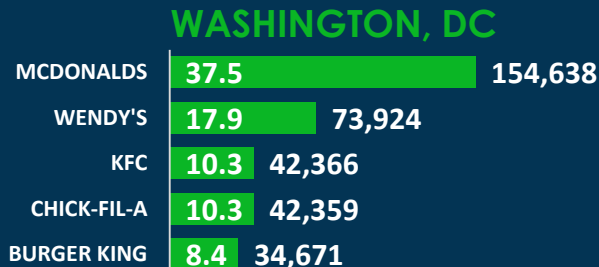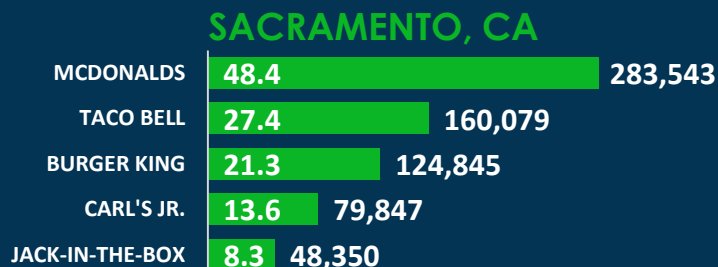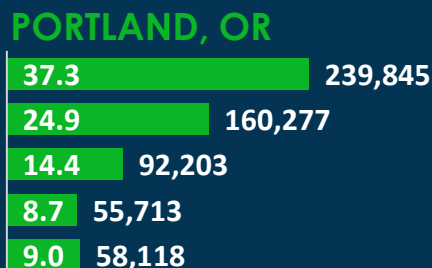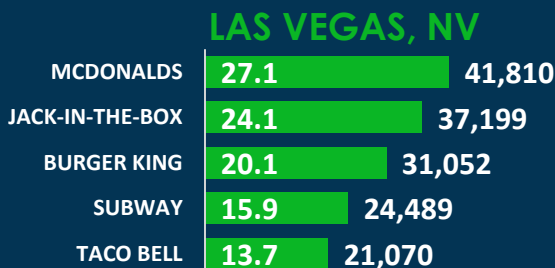## NATIONAL RANKING OF FAST FOOD RESTAURANTS

TARGET GROUP: Adults who have purchased cannabis/marijuana from a legally authorized retailer/dispensary, that have visited fast food restaurants in the past 4-weeks:

FAST FOOD RESTAURANT VISITED PAST 4-WEEKS	% OF CANNABIS CONSUMER THAT VISITED RESTAURANT	INDEX VS. MARKET AVERAGE (100)
MCDONALDS	43.4	110
TACO BELL	18.3	143
WENDY'S	17.8	117
BURGER KING	17.6	119
SUBWAY	8.7	90

SELECT MARKETS: PERCENTAGE & NUMBER OF LOCAL ADULTS

DENVER, CO

ADULTS

	%	Adults
MCDONALDS	46.6	451,538
TACO BELL	25.5	241,648
WENDY'S	20.8	201,135
BURGER KING	18.3	176,867
SUBWAY	9.9	95,498
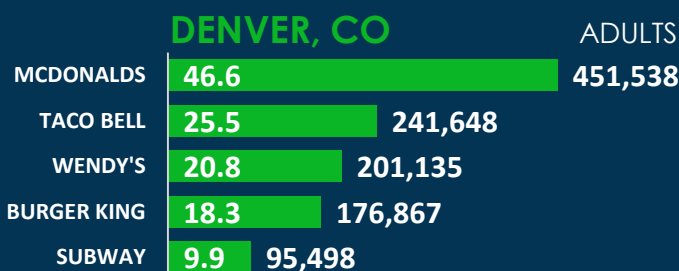
% of legal cannabis consumers in local markets that ate at fast food restaurants in the past 4-weeks, along with the equivalent number of local adults

LAS VEGAS, NV

	%	Adults
MCDONALDS	27.1	41,810
JACK-IN-THE-BOX	24.1	37,199
BURGER KING	20.1	31,052
SUBWAY	15.9	24,489
TACO BELL	13.7	21,070

PORTLAND, OR

	%	Adults
MCDONALDS	37.3	239,845
TACO BELL	24.9	160,277
BURGER KING	14.4	92,203
WENDY'S	8.7	55,713
SUBWAY	9.0	58,118

SACRAMENTO, CA

	%	Adults
MCDONALDS	48.4	283,543
TACO BELL	27.4	160,079
BURGER KING	21.3	124,845
CARL'S JR.	13.6	79,847
JACK-IN-THE-BOX	8.3	48,350

WASHINGTON, DC

	%	Adults
MCDONALDS	37.5	154,638
WENDY'S	17.9	73,924
KFC	10.3	42,366
CHICK-FIL-A	10.3	42,359
BURGER KING	8.4	34,671

WHAT IS AN INDEX? An average index in any category is always equal to 100. Numbers above 100 represent adults that are more likely than the average adult to fall into a target group. Example, adults that have purchased cannabis/marijuana from a legally authorized retailer/dispensary are 10% more likely than the average adult surveyed to have eaten at McDonald's in the past 4-weeks, based on an index of 110. Numbers lower than 100 reveal adults that are less likely to be in a target group.