

Cannabis Consumers in America

2023

Part 3: Growing the Legal Market: Expanding the Consumer Base



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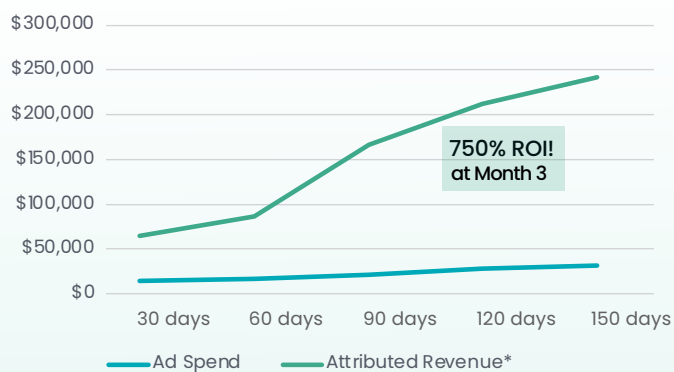
–Ryan Shiner, COO,
Releaf Shop CannaMed LLC

Since incorporating New Frontier Data’s platforms into our dispensary’s marketing operations, we’ve experienced an uptick in customers and sales. We have had a very positive experience, and they have helped us gain further advantage in a competitive market, ultimately leading more customers through our doors.”

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Introduction

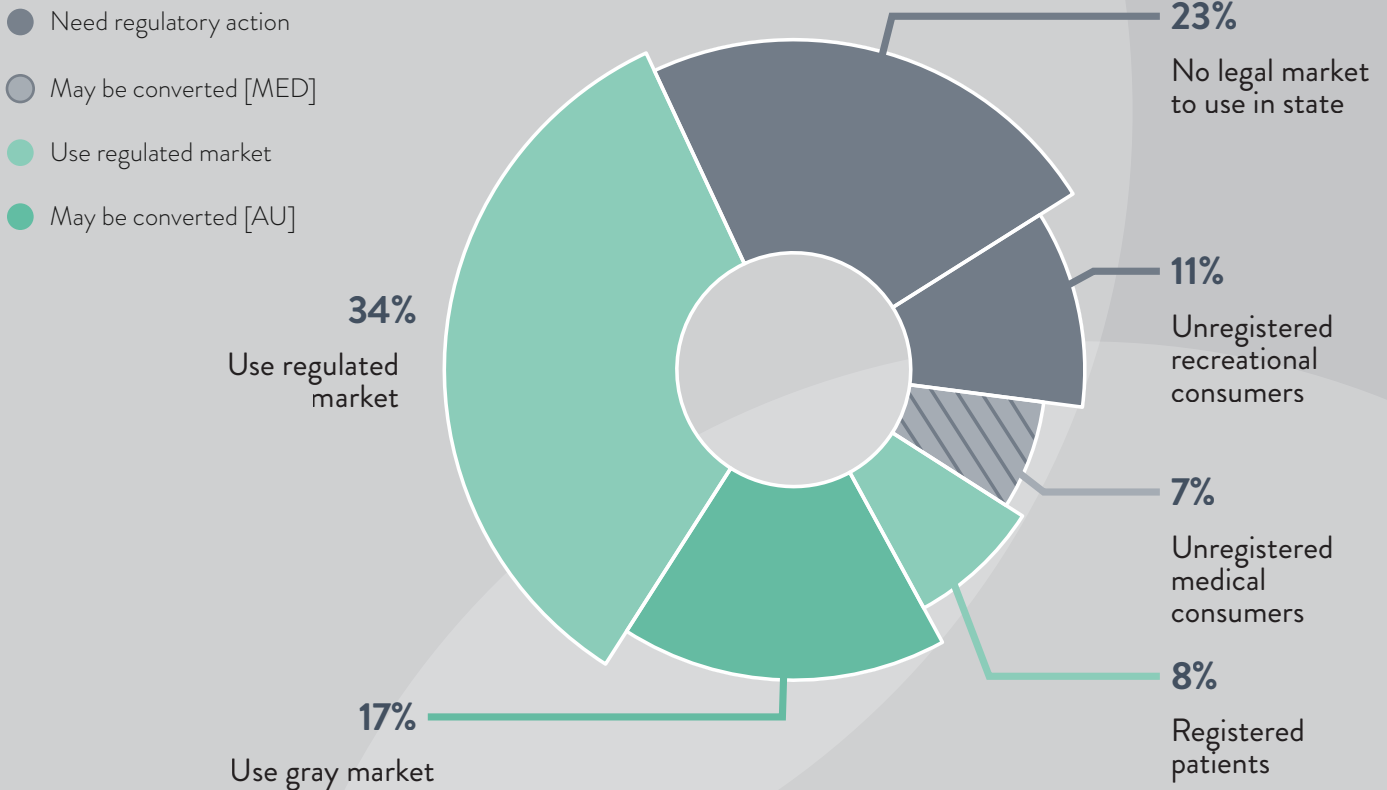
As states continue to grapple with the dynamics of regulation and legalization and many early-adopting consumers settle into predictable consumption and purchasing patterns, producers and retailers are becoming concerned about the sustained growth of the industry. But two key audiences remain under-addressed: potential consumers and those participating in gray markets in legal states.

More than half of Americans live in a state with some form of access to high-THC cannabis. However, the illicit market continues to outperform legal state markets nationally. New Frontier Data estimated that illicit sales of cannabis surpassed \$74B in 2022 while legal sales were a mere \$28B. Based just on current legal states, illicit sales will continue to surpass legal market sales through 2030. Meanwhile, the legal cannabis market is embroiled in competition amongst itself to serve the pool of consumers who already rely on regulated channels.

A significant opportunity lies in tapping into those dependent on unregulated channels and the millions of adults who are interested in cannabis but remain hesitant. This report delves into understanding these segments, based on data from New Frontier Data's 2023 cannabis survey of over 5500 US adults across all market types who use a wide range of sources for cannabis.

By understanding their behaviors, preferences, and concerns, the industry can better strategize its approach to invite and integrate these legacy and canna-curious audiences. From demographics to product preferences and barriers to entry, this report highlights avenues through which the cannabis market can grow by welcoming these potential participants.

U.S. Cannabis Consumers



An estimated 42% of US consumers* rely primarily on their home state regulated market as a source for cannabis. Most of these consumers live in adult-use markets (34%) and the rest are registered patients in medical-only markets (8%).

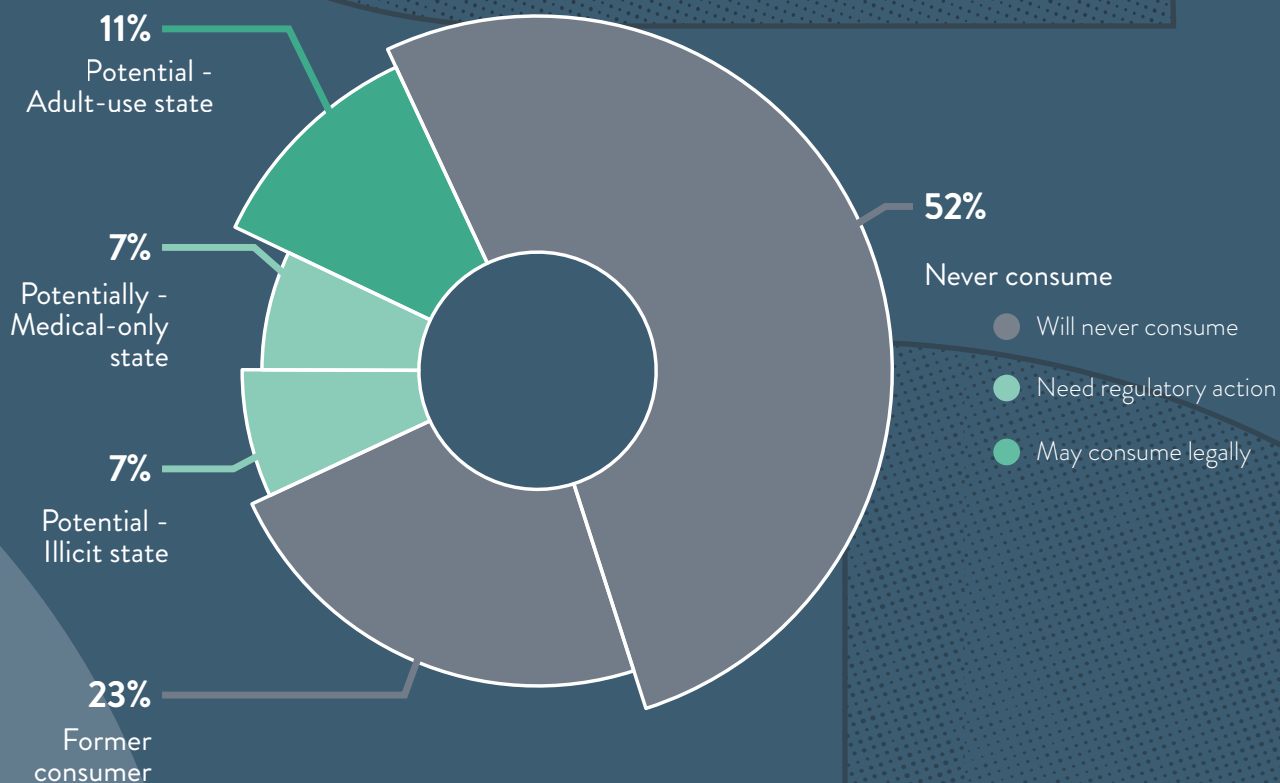
About one quarter (24%) of US consumers have or could potentially have access to legal cannabis in their home state, but do not currently use those channels as a primary source. 17% live in adult-use markets but source cannabis primarily outside the regulated market, typically from friends, family, or dealers. The other 7% live in medical-only markets and use cannabis primarily for medical reasons, but are not registered patients and so

cannot currently participate in the regulated markets in their states. These are the consumer segments discussed in this report.

The remaining 34% of US cannabis consumers are either non-medical consumers in medical-only markets (11%) or live in states where cannabis remains illegal (23%). Legal reform would be necessary in order for the regulated market to serve these consumers in their home states.

*Consumers are defined as individuals who have used cannabis in the past and intend to use it again in the future.

U.S. Non Consumers



Three quarters (75%) of US adults who are not cannabis consumers do not currently intend to use cannabis in the future. Most of these people have never consumed cannabis before (52%), others have used cannabis in the past (23%). While they do not currently plan to use cannabis, it is worth noting that many said they would consider using cannabis in medical circumstances, e.g., if they became ill with a condition which could be helped by cannabis or if a doctor recommended it.

One quarter (25%) of non-consumers in the US said they have never used cannabis but are open to trying it in the future. 14% live in states without legal adult-use cannabis, meaning regulatory barriers exist to their immediate participation in the legal market.

But 11% of non-consumers in the US express an interest in using cannabis and live in adult-use states, giving them access to legal cannabis whenever they choose to try it. This is the first population discussed in the report.

Bringing new consumers to the regulated market

New cannabis consumers living in adult-use states should be easily reached and served by the regulated market. Friends or family may be a source of cannabis for first-time or very infrequent new consumers, but over time, lessening stigma around cannabis and the desire for safe products of known dosage and quality will favor retail as a regular source.

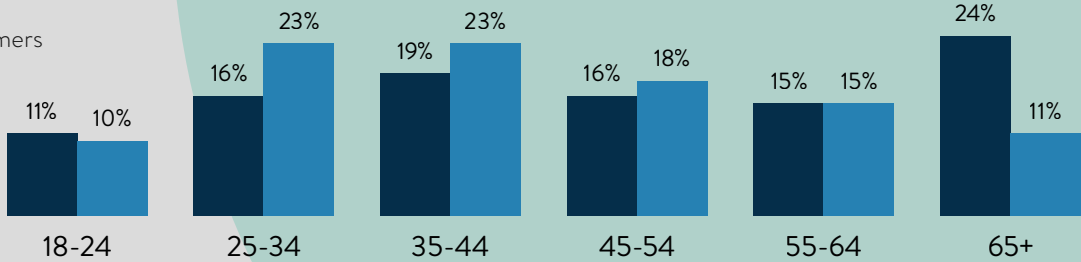
So who are these potential consumers? “Potential Consumers” are defined as individuals who have never used cannabis but are open to trying it in the future. In New Frontier Data’s 2023 survey, 15% of the adult general population of the U.S. were potential consumers. In this section we examine potential consumers in adult-use states—those who have legal access to cannabis whenever they should they decide to use it. In adult-use states, potential consumers account for 13% of the adult population.

Who are potential new consumers in adult use markets?

Relative to current cannabis consumers, **potential consumers are older**; nearly one quarter (24%) of potential consumers are age 65 or older, compared to only 11%. **Potential consumers are more likely to be women**; 51% of potential consumers are women, while 45% of current consumers are women. **Potential consumers are also more likely than current consumers to live in suburban areas** (54% vs. 46%).

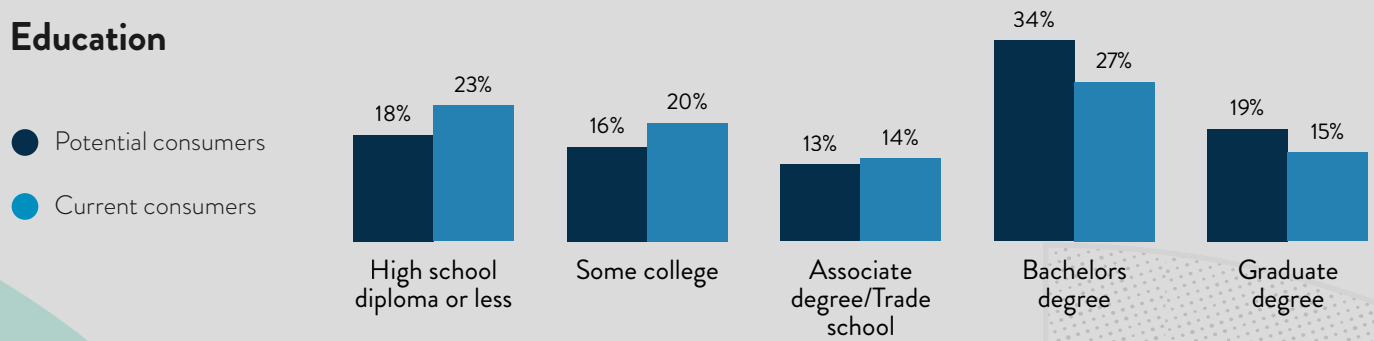
Age

- Potential consumers
- Current consumers



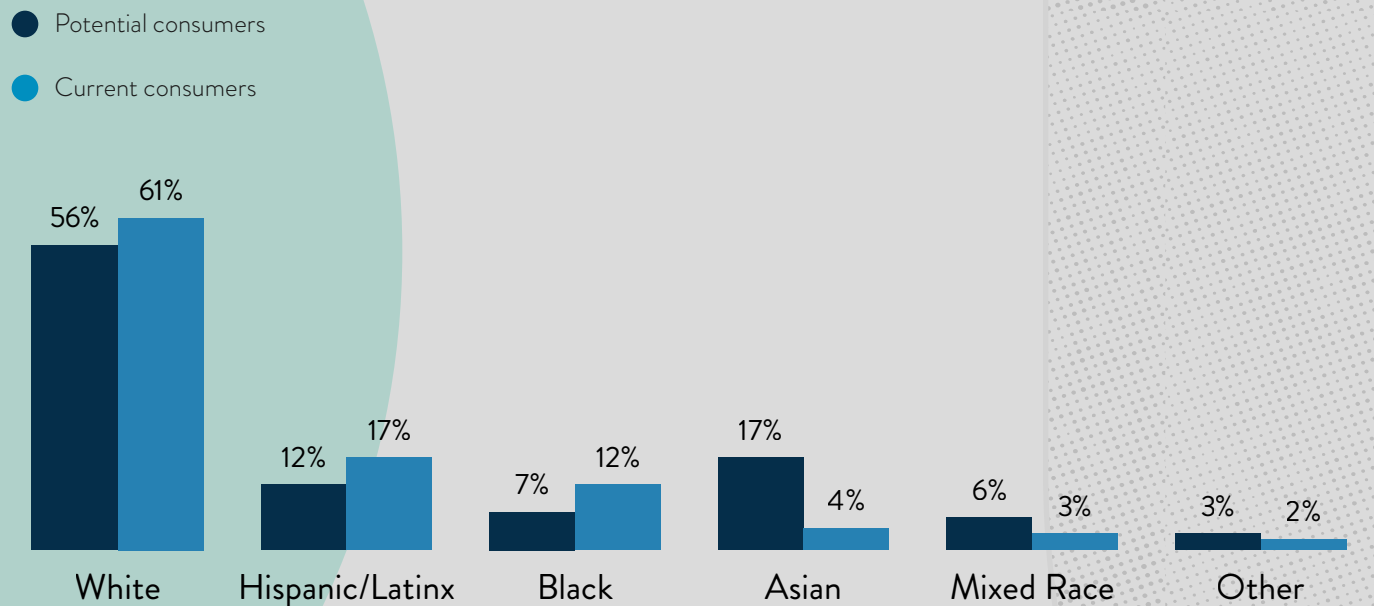
In age, gender, and urbanicity, potential consumers differ from current consumers but are similar to the general population. However, **potential consumers have slightly higher educational attainment and income on average than both current consumers and the general population.** 53% of potential consumers have at least a bachelor's degree (compared to 46% of current consumers), and 39% of potential consumers report a household income of \$100,000 or more (compared to 32% of current consumers).

Education



Potential consumers are also disproportionately likely to be Asian. While about 8% of the general population is Asian, 17% of potential consumers are Asian, and just 4% of current consumers are Asian.

Ethnicity



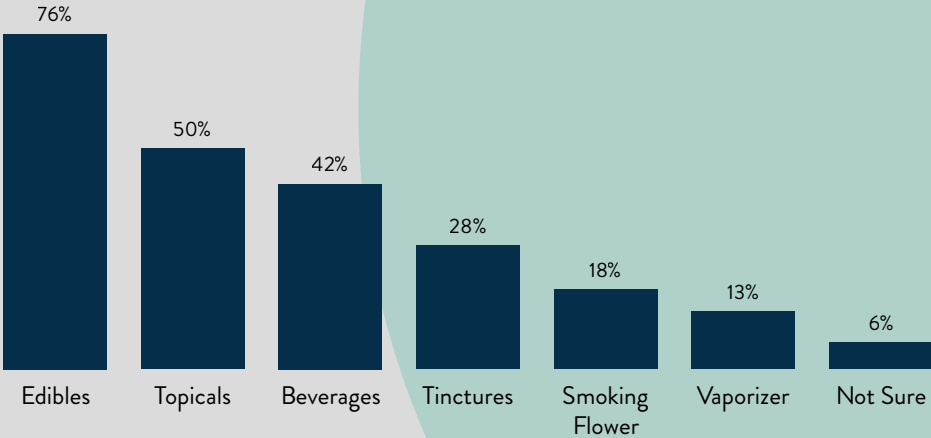
Potential consumers' beliefs and expected preferences

Roughly two in five (39%) potential consumers in adult-use states described themselves as likely to try cannabis in the next 6 months. And the good news is that for any of these potential consumers who choose to begin consuming cannabis, retail is a likely and attractive source of cannabis relative to the illicit market.

Retail has many strengths relative to the illicit market when it comes to attracting and meeting the needs of new consumers:

- Retailers are the most likely source to offer a wide variety of product forms which appeal to new consumers. While a majority of current cannabis consumers use flower, potential consumers are generally not interested in inhalable products, preferring ingestible and topical products. Friends and dealers are unlikely to carry as wide a variety of these products as retailers.
- Finding cannabis dispensaries and purchasing from them is straightforward, and increasingly more like any other kind of retail shopping. Dispensaries may not be able to advertise online, but are easily searchable, most with menus and product information online.

What products forms would you be interested in trying?



The regulated cannabis retail experience and the products it offers feel more legitimate and safer than illicit options.

62% of potential consumers believe that regulated cannabis is safer than unregulated cannabis.

Product safety is especially relevant for new consumers given their preference for non-inhalable products mentioned previously. Testing and labeling standards of the regulated market—especially for manufactured products—reassure new consumers, who want to know how potent their product is.

There is a need for approachable, informed sources to answer questions for new consumers, and retailers are an obvious solution. Most (69%) potential consumers say they have friends or family who consume cannabis, but a third (34%) of them say they don't know anyone they consider knowledgeable who they can ask questions about cannabis.

While this looks good for converting potential consumers, **there are still some major barriers to adoption for potential consumers.** Most of these barriers have to do with fears, uncertainty, and safety concerns, and can be addressed by education, or will continue to fade as the remnants of prohibitionist thinking continue to subside.

About two in five (37%) potential consumers said they feel apprehensive about trying cannabis. Most said they believed cannabis would make them experience positive or neutral effects (e.g. feeling relaxed, sleepy, hungry, or happy), but some potential consumers expect cannabis to make them feel disoriented, out of control, or anxious. Cannabis itself still causes concern for some potential consumers; one in eight (13%) said they feel unsafe when someone nearby has cannabis.



Attracting potential consumers:

New consumers must be able to find cannabis retail, both online and in physical space in the case of a brick-and-mortar locations. Familiarity is the main factor that drives customer loyalty to dispensaries, so being the first retailer a customer purchases from goes a long way to ensuring future business.

All touchpoints of a retail operation must be approachable, and potential consumers should know what to expect. Understand from a potential consumer's perspective what may seem intimidating, unwelcoming, or just unfamiliar, whether that is security operations, multi-step ID validation procedures, or being assigned a budtender, and consider where adjustments can be made.

Retailers should carry a variety of product forms appropriate for new consumers. Low-dose edibles and beverages are good places to start, as are topicals and tinctures. And while it might seem obvious, many potential consumers still need to be assured that topicals are not psychoactive.

Lots of information about products and how to use them should be made available—especially information geared toward new or potential consumers—for those key product types. It would be best to provide this information in written form, since new consumers might not remember spoken information, or wish to refer back to it while or before consuming their products at a later time. Potential consumers could be directed to information on a website, or better yet—since many potential consumers are over age 65—provided with physical printouts of key information.

Adult-use states: Moving gray market consumers to the regulated market

In adult-use states today, many dispensaries are fighting over the same pool of consumers who already participate in the regulated market. Regulated dispensaries are trying to poach consumers from nearby regulated dispensaries or delivery services from other delivery services.

But the heaviest consumers are not yet participating regularly in the legal market, and though there are challenges to reaching them, converting them to the regulated market represents immense potential growth for the industry and retailers that can serve them.

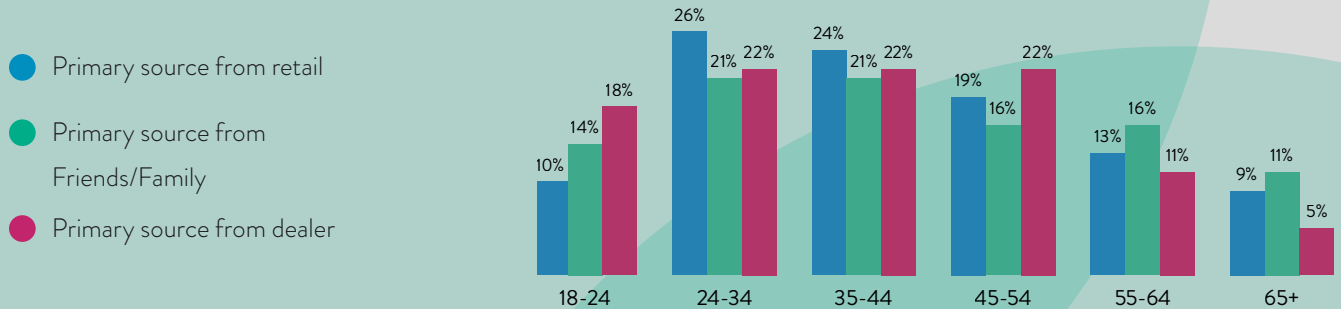
One quarter (27%) of consumers in adult-use markets who use cannabis at least once a month primarily source cannabis outside of regulated retail channels (typically from friends, family, or dealers). Those relying on dealers are the heaviest and most frequent consumers, and their lack of participation in the regulated market is limiting its success.

Notably, homegrow is a primary source of cannabis for just under 3% of frequent users in adult-use states, and is not the threat to retail cannabis that some had worried it may become pre-legalization.



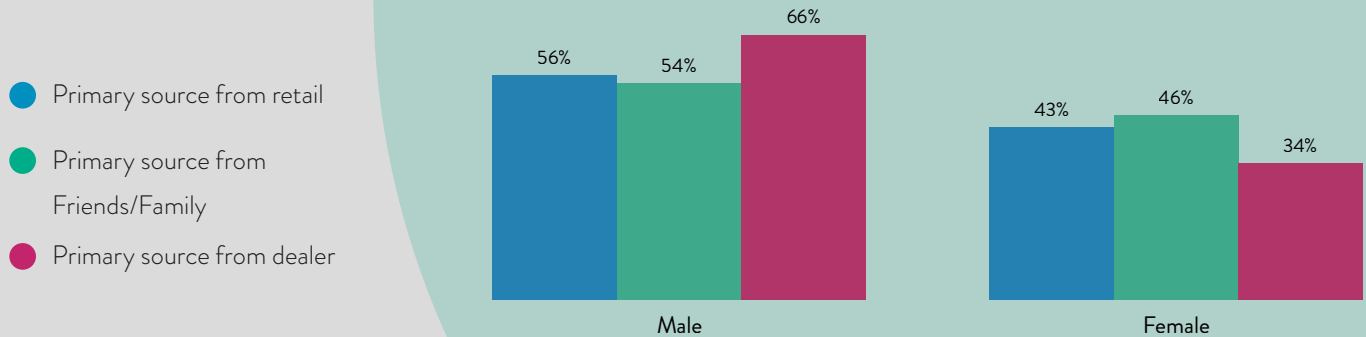
“Frequent gray-market consumers” are defined as consumers who live in markets with legal adult-use states and use cannabis at least once a month but source primarily from friends/family or dealers as opposed to regulated retail channels. This section compares their behaviors and preferences to those who source from retail (brick-and-mortar or regulated delivery).

Who are frequent gray-market consumers?



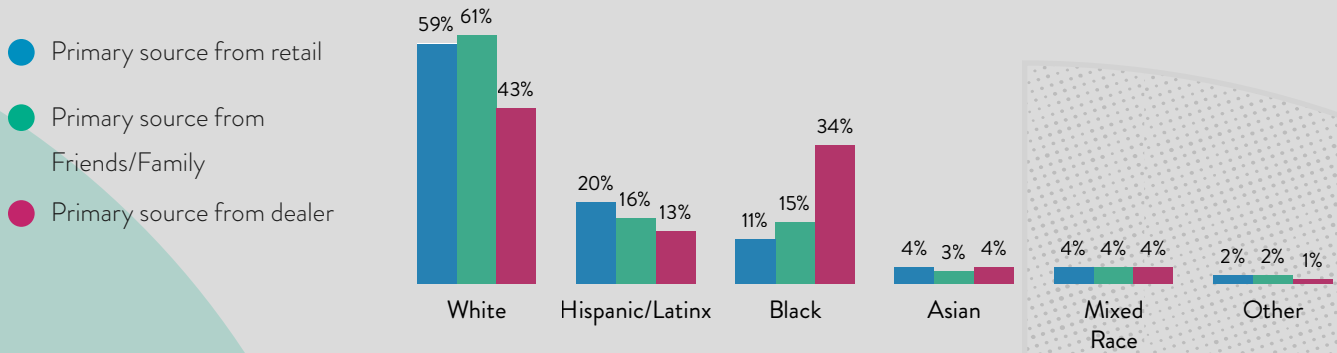
Gen X frequent consumers have generally been consuming since before legalization, and many will have been sourcing from dealers since before regulated retail was an option, maybe even the same dealer they use now. This cohort is also just on the cusp of having children old enough to source on their behalf from regulated retail, which we see in frequent consumers age 55 and older, who disproportionately source from friends and family, probably of a younger generation.

Gender Distribution



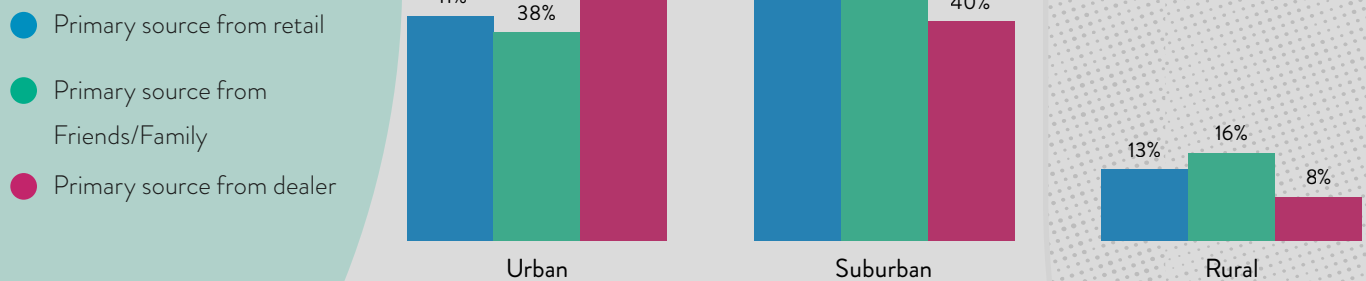
Frequent adult-use consumers who source from dealers are disproportionately male (66% vs. 56% average), while those who source from friends/family are slightly more likely than average to be female (46% vs. 43%). Dealers are also disproportionately used by Black frequent consumers; 34% of frequent adult-use consumers who source from dealers are Black, while only 13% of all frequent adult-use consumers are Black.

Racial/Ethnic Identity Distribution



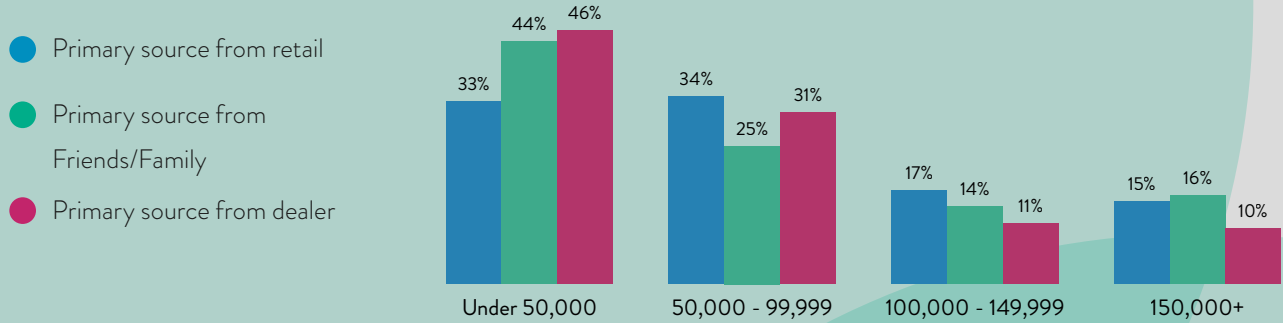
Frequent adult-use consumers who source from dealers live disproportionately in urban areas, while those who source from friends/family live disproportionately in suburban and rural areas.

Urbanicity Distribution



Frequent adult-use consumers who source from dealers have lower household incomes than those who source from friends/family, who have lower incomes on average than those who source primarily from retail.

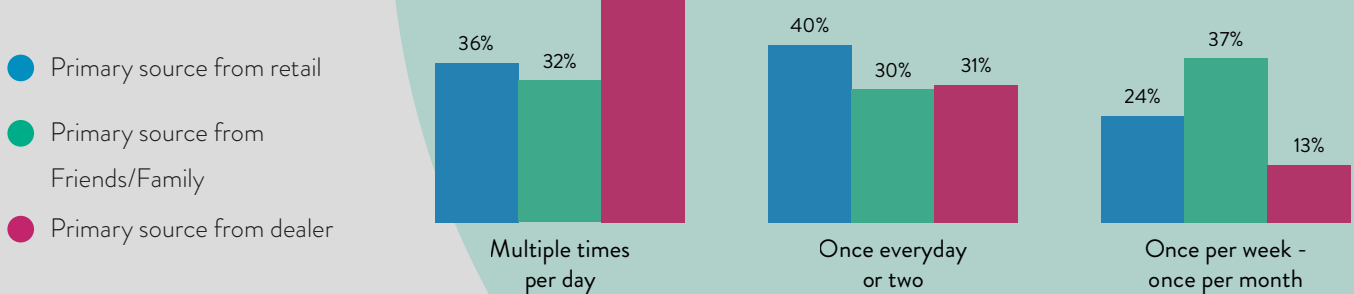
Annual Household Income Distribution



Differences in behavior and preference by source

Among at-least-monthly consumers in adult-use markets, a clear pattern of sourcing and use frequency emerges; those who source from dealers tend to be the most frequent users (56% use multiple times per day). For those using this frequently, cost is a major concern (dealers are cheaper than retail). The next most frequently consuming sourcing group is those who shop primarily at retail (the plurality—40%—use once every day or two). These consumers use often enough to want to select their own products, as opposed to less frequently consuming friend/family sourcers (37% use between once a week and once a month), who use infrequently enough that they trust product selection to others.

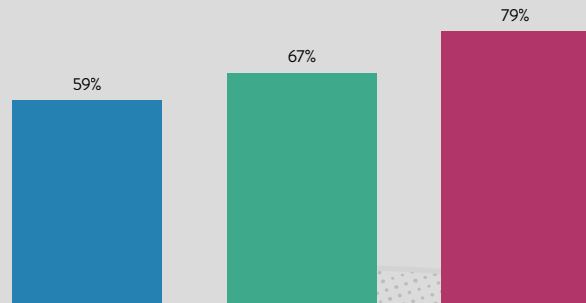
Use Frequency



Frequent adult-use consumers who source from dealers are the most likely of the three sourcing groups to see themselves as recreational (as opposed to medical) consumers, with 79% describing their cannabis consumption as recreational. Those who source from friends/family are also more likely than frequent consumers on average (67% vs. 62%) to consider their cannabis use recreational. It's not clear the extent to which the source used affects a consumer's self-image of whether their use is medical or recreational.

Self-Identify as Recreational Consumers

- Primary source from retail
- Primary source from Friends/Family
- Primary source from dealer

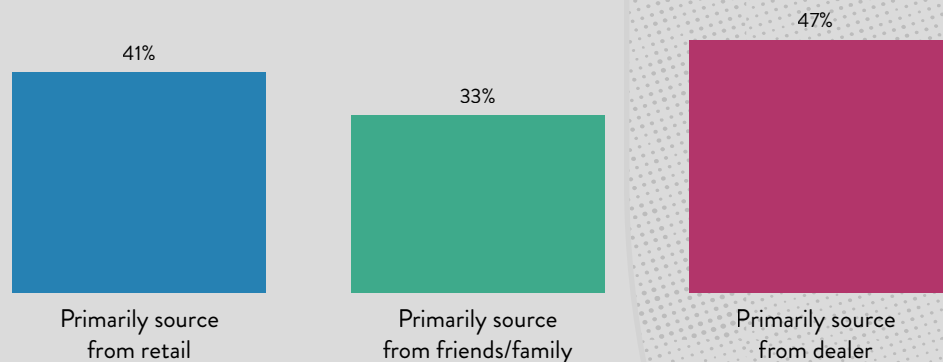


Frequent consumers who source from dealers report using cannabis for many widely varying reasons, from stress relief to stimulating creativity and increasing focus and attention. They describe wanting cannabis to make them feel happy, focused, and creative. These consumers may be using cannabis for productivity, some perhaps to manage ADHD. On the other hand, frequent consumers who source from friends/family seem to use cannabis disproportionately to relax and socialize, and are the most likely group to also drink alcohol while consuming cannabis.

Frequent consumers who source from dealers are the most likely of the three sourcing groups to say that their cannabis use is an important part of their identity. This is unsurprising given how frequently and for how many different reasons they tend to use cannabis, but it is unclear whether purchasing cannabis specifically from a dealer also contributes to their sense of identity. Frequent consumers who source from friends/family are less likely than consumers on average to consider their cannabis use an important part of their identity.

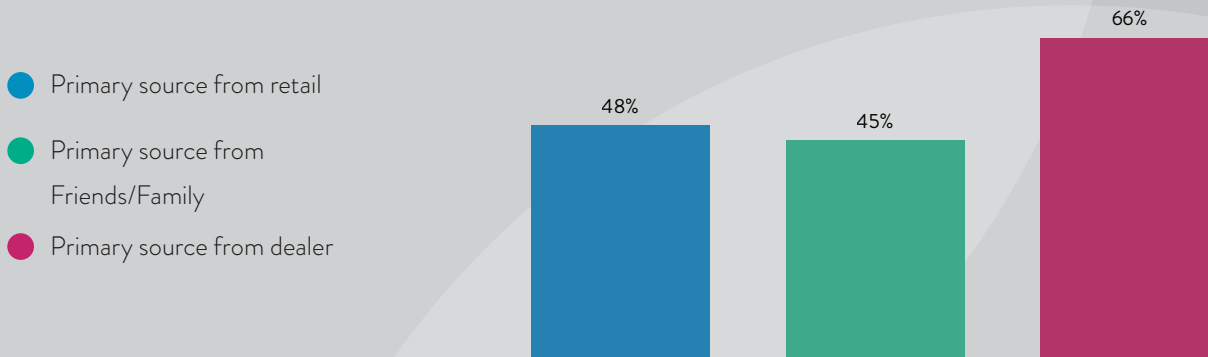
Using cannabis is an important part of my identity

- Primary source from retail
- Primary source from Friends/Family
- Primary source from dealer

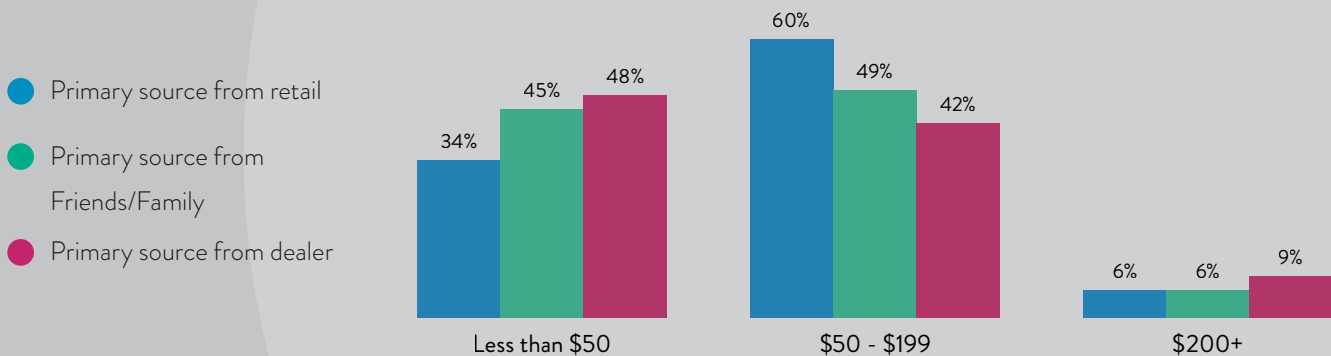


Frequent consumers who source from dealers acquire cannabis much more frequently on average than their counterparts, and tend to spend less per purchase occasion. Consumers who source primarily from retail spend more on a typical purchase occasion than those who source from dealers or friends/family. Much of this difference in spending is probably a result of taxes and a higher basket share of manufactured products for retail shoppers.

Acquire cannabis at least once per week



Typical spend per purchase occasion

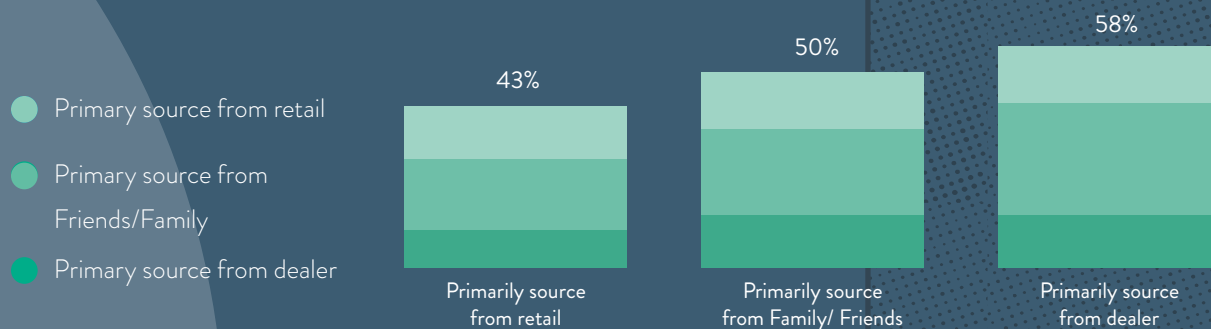


Friends/family as a source: It's complicated.

In adult-use markets, because retail is a widely used source, much of the product consumers receive from friends/family likely originates from the regulated market. For example, many consumers may add a topical to a delivery order to give to an older relative, or purchase extra edibles at the dispensary to share with friends at an upcoming social gathering.

We don't know exactly what share of product sourced from friends/family originated from the regulated market, but we know that frequent consumers who source from dealers are more likely than those who source from retail to supply friends/family with cannabis, and that they do so with greater frequency.

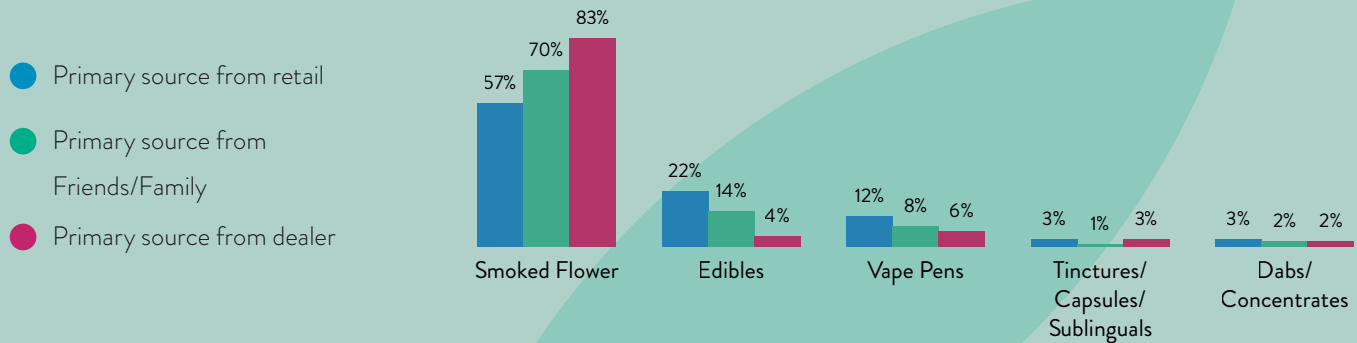
Do you supply your friends/family with cannabis?



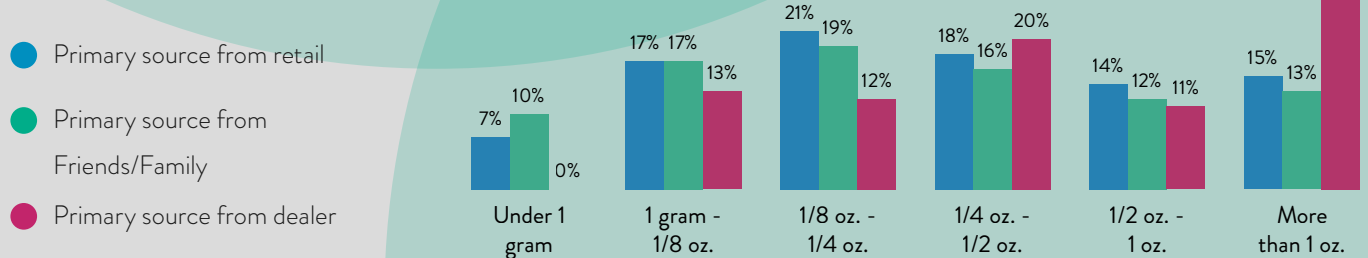
A majority of all frequent consumers say that smoked flower is the form of cannabis they use most often, but there are differences in how large that majority is by which source consumers primarily use. 83% of frequent consumers who source from dealers consume flower most frequently, compared to 70% of those sourcing primarily from friends/family and 57% of those sourcing primarily from retail.

Those sourcing primarily from dealers also consume the highest volume of cannabis flower per month by a wide margin: roughly a third (32%) consume more than an ounce of dried flower per month, while only 15% of those sourcing from retail and 13% of those sourcing from friends consume as much.

Most Frequently Used Product Form



Volume of Flower Consumed per Month



This tendency toward flower among consumers sourcing from friends/family and especially dealers is likely a result of both preference and access. Consumers sourcing from friends/family and dealers report very limited access to any forms of cannabis other than flower or prerolls. Some of those who don't primarily source from retail will occasionally shop from retail, probably in response to limited access

from their primary source. About 1/5 (18%) of frequent adult-use consumers who source from dealers and 1/4 (24%) who source from friends/family say they also sometimes purchase cannabis from regulated dispensaries. These are likely the purchase occasions when consumers are buying manufactured (non-flower) products which are unavailable or have limited selection from their typical source.

Converting frequent gray-market consumers

Retail pricing must be competitive with the gray market.

This is the most important factor in combatting the gray market in adult-use states. Frequent consumers who rely on dealers to source cannabis in adult-use markets have significantly lower incomes on average than consumers who source from friends/family, and both groups have lower household income on average than cannabis retail shoppers. Retailers should aim to have products at a variety of price points and offer promotions or loyalty discounts where possible. Regulatory and taxation structure set a floor for pricing, so achieving competitive prices in some states with exceptionally high taxes on legal cannabis may require regulatory revision.

Retailers must offer a variety of product forms, and options within each product category.

Fewer than half of all consumers report having access to any forms of cannabis other than flower, prerolls, and edibles, even in adult use states. Between one fifth and one quarter of frequent consumers in adult use markets who source primarily from friends/family or dealers do shop at regulated dispensaries occasionally; these visits are most likely to acquire manufactured (non-flower) products, which the majority use in addition to flower. Retailers should take advantage of these visits to promote affordable flower products, for example bundled with manufactured products those consumers visit retail to purchase.

Product quality must be superior to—or at least competitive with—the gray market.

Much of the gray-market flower that is available around the country is grown in California and is of high quality. In addition to competing on price, retail cannabis flower quality must be comparable to that on the gray market. This is particularly true for frequent consumers who source from dealers, as they consume more purposefully and frequently than those who source from friends/family.

Retail channels must be in accessible locations/cover underserved areas.

Frequent consumers who primarily source from dealers live disproportionately in urban areas, where they may or may not have convenient transportation to dispensaries. They tend to have lower incomes and purchase cannabis in smaller dollar amounts than retail shoppers but consume very often and so would need to be able to make frequent trips to a dispensary. This all means that unless the dispensary is in a very convenient location, achieving loyalty from such a customer would be difficult. Similarly, frequent consumers who source primarily from friends/family live in disproportionately rural areas, where there may be no nearby dispensaries, and where there may be no delivery coverage. Both regulators and businesses should take these factors into account when determining zoning guidelines or potential dispensary locations or delivery coverage areas.

Medical-only states: Moving gray market consumers to the regulated market

We know that expanding access to cannabis is a powerful tool to encourage illicit consumers to take advantage of legal channels. So the most effective way to grow the legal cannabis markets in medical-only states would of course be to legalize adult-use cannabis, a trend which dozens of states have followed in the last decade after observing the benefits of regulation play out in other markets. But short of legalizing adult use, medical-only markets still have room to grow.

Considering state-specific regulations is necessary when determining what actions may effectively capture more of the unregulated medical use in a market. Medical-only state cannabis programs vary widely in terms of recognized conditions, costs of participation, and philosophy of the program.

In medical-only states, there are many consumers who describe their cannabis use as medical (as opposed to recreational) but who are not registered patients and are therefore consuming outside the regulated market. This segment will be called “unregistered medical consumers”.

Roughly half (48%) of all self-identified medical consumers in medical-only markets are unregistered medical consumers, despite the majority (65%) of them using cannabis to manage a specific diagnosed medical condition.

Who are unregistered medical consumers?

...and how do they differ from registered medical patients?

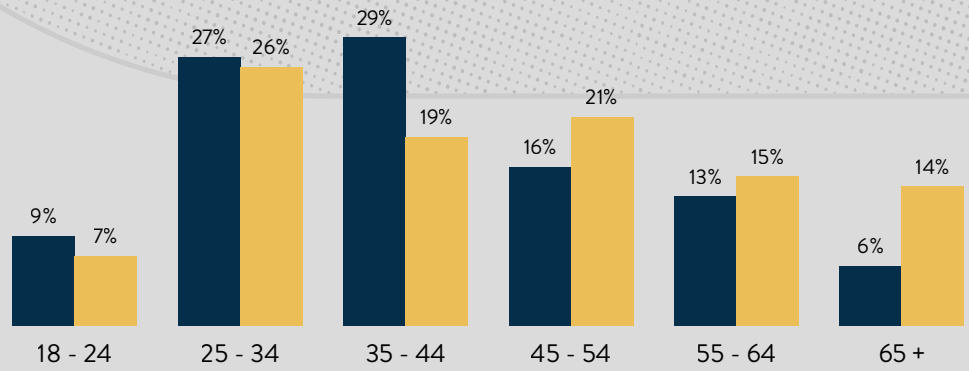
Among self-described medical consumers in medical-only states...

- those over 45 years old are less likely than those under 45 to be registered patients.
- women are less likely than men to be registered patients
- those in rural and suburban areas are less likely than those in urban areas to be registered.
- those with annual household income under \$50,000 are less likely than higher earners to be registered.



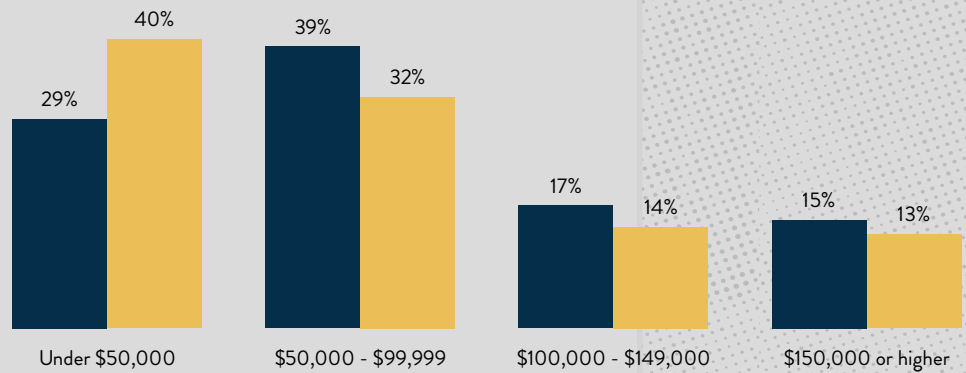
Age Distribution

- Registered medical consumers
- Unregistered medical consumers



Annual Household Income

- Registered medical consumers
- Unregistered medical consumers



Unregistered medical consumers' behaviors and preferences

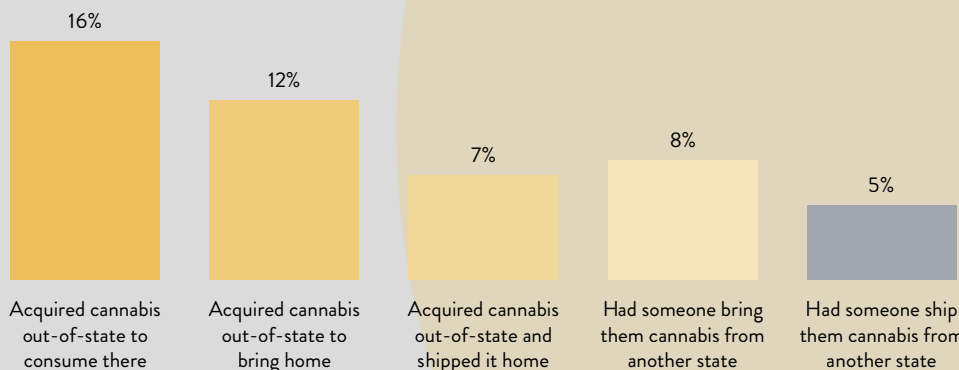
Sourcing: Because regulated retail is not an option for unregistered medical consumers, the plurality (38%) source primarily from friends or family. Even if that friend or family member is purchasing directly from a cannabis retailer (more often they are sourcing from an illicit dealer), this chain of sourcing represents limited choice for the end user. The unregistered medical consumer would likely spend more, find more suitable products, and develop more loyalty to both brands and retail sources if they were able to come into a

dispensary, ask any questions, see the available options, select their own products, and feel they were seen and their needs were heard.

Currently, more than a quarter (27%) of unregistered medical consumers acquire cannabis from out of state, presumably because they would rather have a retail experience described above—plus assurances about dosage and safety—than acquire in their home state from a dealer with less selection and less information about the products.

Retail and consumers will benefit if unregistered medical consumers are transitioned to the regulated market.

Out-of-state Cannabis Acquisition



27%

acquire cannabis from out of state.

Depending on their home state, many unregistered medical consumers may have a chance of being granted registered patient status, based on their specific health conditions and which conditions are recognized in their state cannabis regulations.

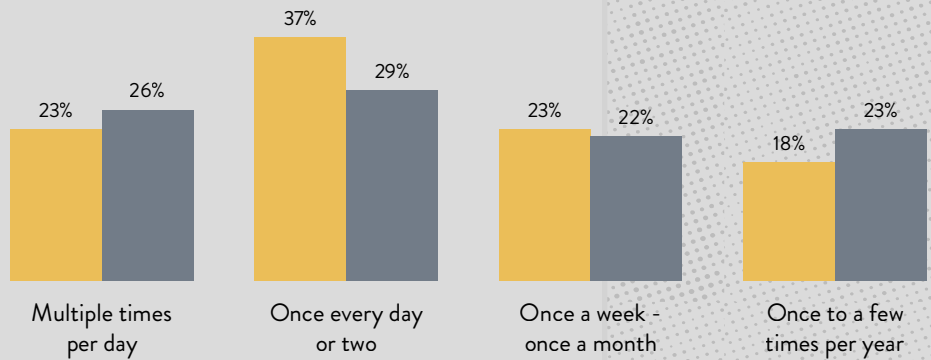
Furthermore, unregistered medical consumers are high-value potential consumers for retailers compared to their recreational counterparts, unregistered recreational consumers.

Unregistered medical consumers use and acquire cannabis more frequently, spend more per purchase, and have a relative preference for manufactured forms (for which there tend to be higher markups and higher brand loyalty).

Use Frequency: Unregistered medical consumers use cannabis more frequently on average than their recreational counterparts. 59% of unregistered medical consumers use at least every other day, compared to 54% of unregistered recreational consumers.

Use Frequency

- Unregistered medical consumers
- Unregistered recreational consumers

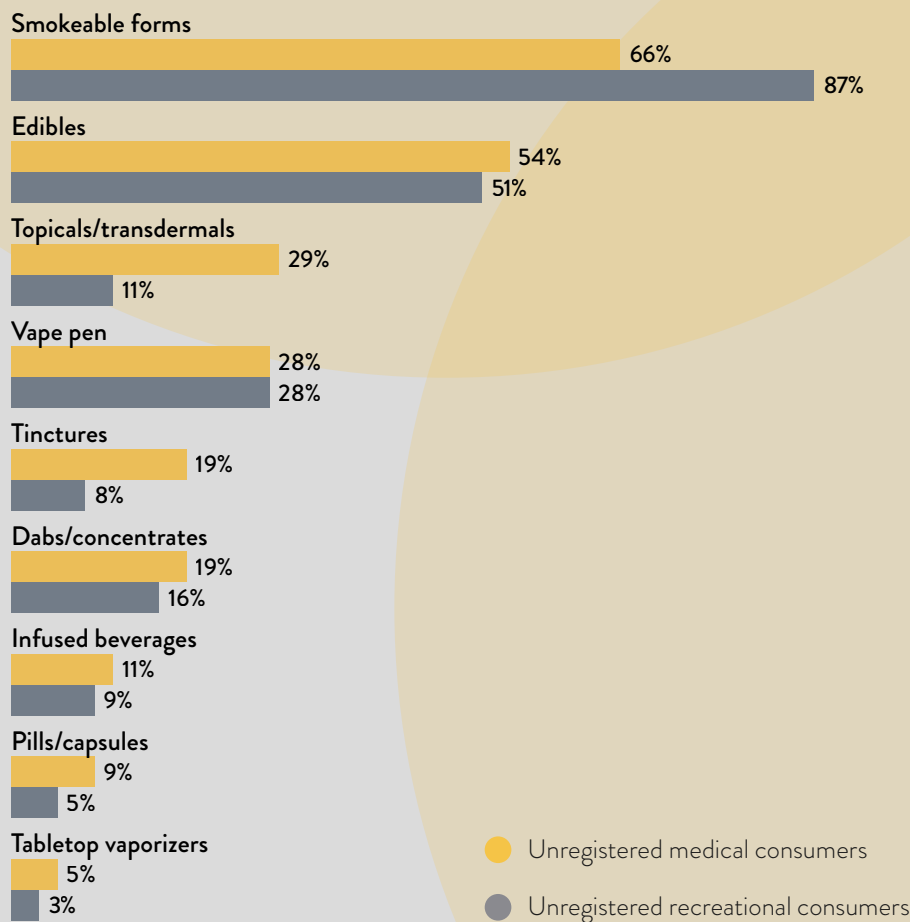


Product Forms

80% of unregistered medical consumers use at least one nonflower form of cannabis, compared to 65% of unregistered recreational consumers.

Flower is still the most widely used form for unregistered medical consumers —which may be related to their constricted access to other manufactured forms. It is reasonable to assume that rates of use of other forms would increase if unregistered medical consumers gained access to a variety of those products in a retail setting.

Forms Used



Reaching unregistered medical consumers

Acquisition & Spending:

Unregistered medical consumers acquire cannabis more frequently than unregistered recreational consumers (72% and 66% respectively acquire at least monthly). Unregistered medical consumers also spend slightly more per purchase on average (50% of unregistered medical consumers spend \$50 or more per purchase, compared to 45% of unregistered recreational consumers).

In addition to retail and the industry benefitting, most unregistered medical consumers would also benefit from having access to retail cannabis, which compared to other in-state source options (friends and dealers) offers wider product options, safer products, and more accurate dosage information—all especially important considerations for manufactured products and medical-purpose use.

The same principles apply here as in the previous section about converting gray market consumers in adult-use states, particularly:

- Retail pricing must be competitive with the gray market.
- Retail channels must be in accessible locations/cover underserved areas.
- Retailers must offer a variety of product forms, and options within each product category.

When comparing self-described medical consumers who are registered patients in medical-only markets versus those who are not registered, the unregistered consumers have lower incomes on average and are more likely to live outside of urban areas than the registered patients.

Among all unregistered consumers in medical-only markets, those who consider themselves medical consumers are more likely to use nonflower products than those who think of themselves as recreational consumers. To meet their medical needs and make it worth the trouble of going through the registration process, they would need access to a variety of product forms (especially edibles, topicals, vapes, and tinctures) in addition to flower.

But retailers alone can effect limited change in medical patient registration rates in medical-only states; actions taken by regulators, public health officials, and physicians could be far more influential:

A state's list of qualifying medical conditions must be inclusive of common conditions and symptoms which research affirms can be managed or improved by cannabis.

Chronic pain and anxiety are some of the most widely experienced medical conditions in the country, and medical research has found that symptoms can be managed effectively by cannabis in many situations, yet not all states recognize these as eligible conditions in their medical programs.

Regulators must consider the cost—in time and money—of becoming a registered patient.

Requiring too many trips to the doctor, specialist consultations, or excessive fees severely limits which patients can have access to cannabis as medicine (but not who can access it on the illicit market). Many patients who would benefit greatly from medical cannabis—especially as a less expensive alternative to other medication—are not able to afford navigating the many steps required of them to obtain a medical registration card. States should also consider how long patient registration is valid—for example only requiring registrations to be renewed every two or three years for chronic conditions instead of annually.

Medical and nursing schools must teach comprehensive, up-to-date research and findings related to medical cannabis.

While there is cannabis-related continuing medical education (CME) available in many states, it is not required and usually only appeals to physicians already knowledgeable or interested in medical cannabis. Despite such widespread use—including medical use of cannabis—many prospective doctors can still complete medical school without studying recent literature on cannabis.

Conclusion

The legal cannabis landscape is teeming with growth opportunities, yet its full potential can only be realized by reaching out to the currently untapped segments of potential and gray-market consumers. It can be tempting for operators to focus primarily on consumers already engaging with the legal market, but the insights presented here underscore the importance of understanding the distinct preferences, concerns, and barriers these groups face.

By offering competitive pricing, accessible retail locations, varied product forms, and a dedicated focus on educating the public about the advantages of regulated cannabis, the industry can foster trust and broaden its consumer base. Many of these illicit consumers might not have found their favorite

product form or settled into a consumption pattern that best meets their unique use case. Canna-curious individuals who haven't even experienced cannabis yet might require a knowledgeable budtender to discuss their needs to walk them through their options.

Moreover, collaboration with regulators and medical professionals can bridge gaps in access and knowledge. As the cannabis market continues to evolve, embracing these strategies will be paramount for ensuring not only its commercial success but also its role in promoting safe and informed consumption. After all, a rising tide lifts all boats.



Methodology

New Frontier Data designed and conducted an online survey to assess cannabis consumer attitudes, perceptions, and consumption across legal and unregulated markets in the United States. Survey themes included: cannabis use, purchasing behavior and decision influencers, product preferences and expenditures, beliefs about cannabis, and other consumption behaviors. U.S. adults who were not cannabis consumers were also surveyed about potential future cannabis use, and beliefs and attitudes about cannabis, and social and personal connections to cannabis consumers.

Sampling was demographically representative of the adult population in the United States. Analyses were conducted among 4,358 cannabis consumers – respondents who indicated that they consumed cannabis in the past, and will consume it again, as well as 1,176 non-consumers. The survey was conducted in Q1 2023.

SURVEY OVERVIEW		
Methodology	Online Survey	
Sample Size	Total Respondents	5,534
	Consumers	4,358
	Non-Consumers	1,176
Fielding Dates	February 17-26, 2023	
Mean Duration	16 minutes	
Margin of Error	Consumers	±1.48%
	Non-Consumers	±2.86%

SAMPLE DESCRIPTIVES

SURVEY SAMPLE DEMOGRAPHICS	CURRENT CONSUMERS	NON CONSUMERS
Sample Size	3867	1176
Age		
18-24	10.1%	10.7%
25-34	23.8%	12.2%
35-44	23.1%	13.4%
45-54	17.7%	16.8%
55-64	15.0%	18.5%
65+	10.3%	28.5%
Gender		
Male	54.2%	45.0%
Female	45.6%	55.0%
Nonbinary/other	0.2%	0.0%
Home State Cannabis Market		
Adult-use	52.1%	43.9%
Medical only	25.3%	26.8%
Illicit	22.6%	29.3%
User Type Self-Identification		
Only medical	14.8%	n/a
Primarily medical	27.7%	n/a
Primarily recreational	25.2%	n/a
Only recreational	32.4%	n/a

SAMPLE DESCRIPTIVES... CONT

Education

Some high school	3.0%	2.6%
High school diploma	21.9%	17.6%
Some college	21.4%	17.3%
Associate's degree/Trade school	15.6%	15.0%
Bachelor's degree	24.5%	29.1%
Advanced degree	13.7%	18.4%
Other	0.1%	0.1%

Household Annual Gross Income

Under \$25,000	16.7%	15.2%
\$25,000 - \$49,999	20.6%	21.9%
\$50,000 - \$74,999	19.2%	17.3%
\$75,000 - \$99,999	14.0%	13.0%
\$100,000 - \$124,999	8.4%	8.8%
\$125,000 - \$149,999	6.5%	6.5%
\$150,000 - \$174,999	4.2%	4.6%
\$175,000 - \$199,999	4.3%	3.1%
\$200,000 or more	5.4%	7.9%

Racial/Ethnic Identity

White	62.6%	63.4%
Hispanic/Latinx	14.4%	12.6%
Black	14.2%	12.4%
Asian	3.2%	6.5%
Mixed	3.7%	2.7%
Middle Eastern/North African	0.3%	0.5%
Pacific Islander/Native Hawaiian	0.2%	0.3%
Native American/First Nations	1.0%	0.3%
Other	0.2%	0.3%
Prefer not to say	0.3%	1.1%

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About Us



NEW FRONTIER DATA is the premier data, analytics, and technology firm specializing in the global cannabis industry, delivering solutions that enable investors, operators, advertisers, brands, researchers, and policymakers to engage, and transact with the cannabis industry and its consumers. New Frontier Data's global reach and reputation is evidenced by research and analysis citations in more than 85 countries. Founded in 2014, New Frontier Data is headquartered in Washington, D.C., with presence in Europe, Latin America, and Africa.

Mission

New Frontier Data's mission is to inform policy and commercial activity for the global legal cannabis industry. We maintain a neutral position on the merits of cannabis legalization through comprehensive and transparent data analysis and projections that shape industry trends, dynamics, demand and opportunity drivers.

Core Values

- Honesty
- Respect
- Understanding

Vision

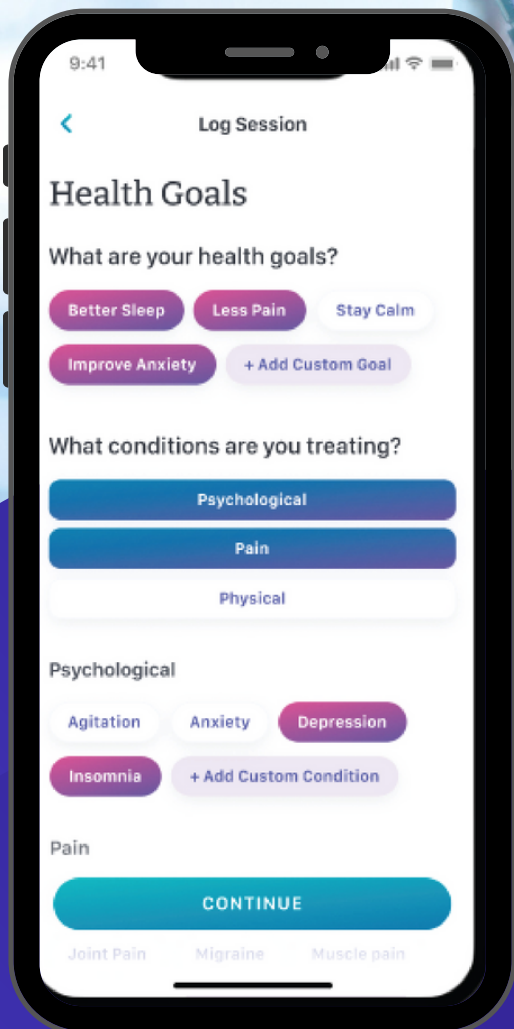
To be the nexus of data for the global cannabis industry.

Commitment to Our Clients

The trusted one-stop shop for cannabis business intelligence, New Frontier Data provides individuals and organizations operating, researching, or investing in the cannabis industry with unparalleled access to actionable industry intelligence and insight, helping them leverage the power of big data to succeed in a fast-paced and dynamic market. We are committed to the highest standards and most rigorous protocols in data collection, analysis, and reporting, protecting all IP and sources, as we continue to improve transparency into the global cannabis industry.

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