

Cannabis, COVID-19, AND YOU

presented by  ONIRACOM

Oniracom is a Santa Barbara-based creative marketing agency who works across many industries, including the California cannabis industry.

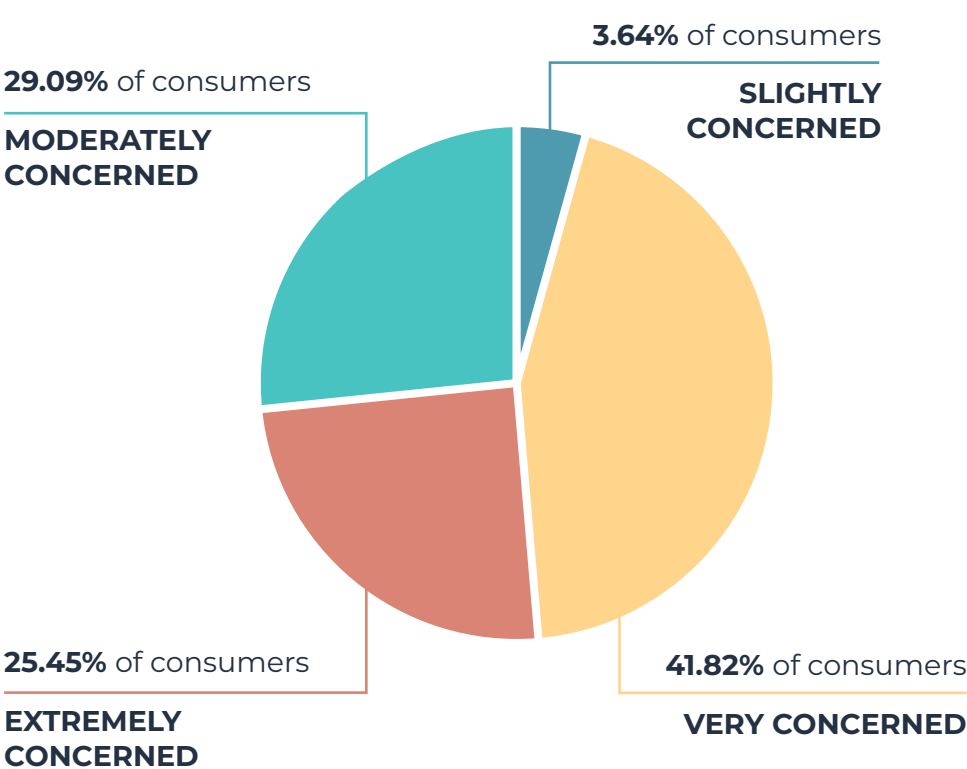
We ran an anonymous, national survey from April to June 2020 to a diverse set of consumers in order to gain insight into their current feelings, understanding of cannabis issues, and vision of the industry's future.

Our goal is to help cannabis companies make better decisions for consumers, and help the cannabis industry more fully understand how COVID-19 (Coronavirus) has changed consumer perceptions.

HOW CONCERNED ARE YOU about the spread of COVID-19?

4.3% of females are slightly concerned, while 26.09% are extremely concerned.

ALL CONSUMERS



Parents are more likely to be **extremely concerned**.



29.41% of consumers with children **vs** **19.05%** of consumers without children

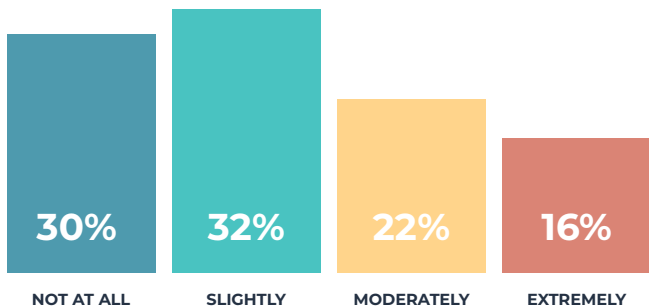


HAS COVID-19 AFFECTED HOW OFTEN YOU VISIT retail cannabis locations?

60%
SAY NO

40%
SAY YES

HOW CONCERNED ARE YOU ABOUT CONTRACTING COVID-19 FROM visiting a cannabis retail location?



ARE YOU MORE LIKELY TO BUY



EDIBLES AND INGESTIBLES

THAN

VAPES AND FLOWER



DUE TO COVID'S EFFECT ON LUNGS AND BREATHING?

22% **YES**

27% **MAYBE**

51% **NO**

HOW IMPORTANT IS CANNABIS RETAIL'S 'essential' status?

1% say it's NOT AT ALL IMPORTANT

1% say it's SLIGHTLY IMPORTANT

29% say it's MODERATELY IMPORTANT

34% say it's VERY IMPORTANT

32% say it's EXTREMELY IMPORTANT



43%
of women

vs



25%
of men

think the essential status is **extremely important**.

18% of you are somewhat concerned about the **future of the cannabis industry** because of COVID-19.

CONNECT WITH OUR TEAM
to support your next venture!