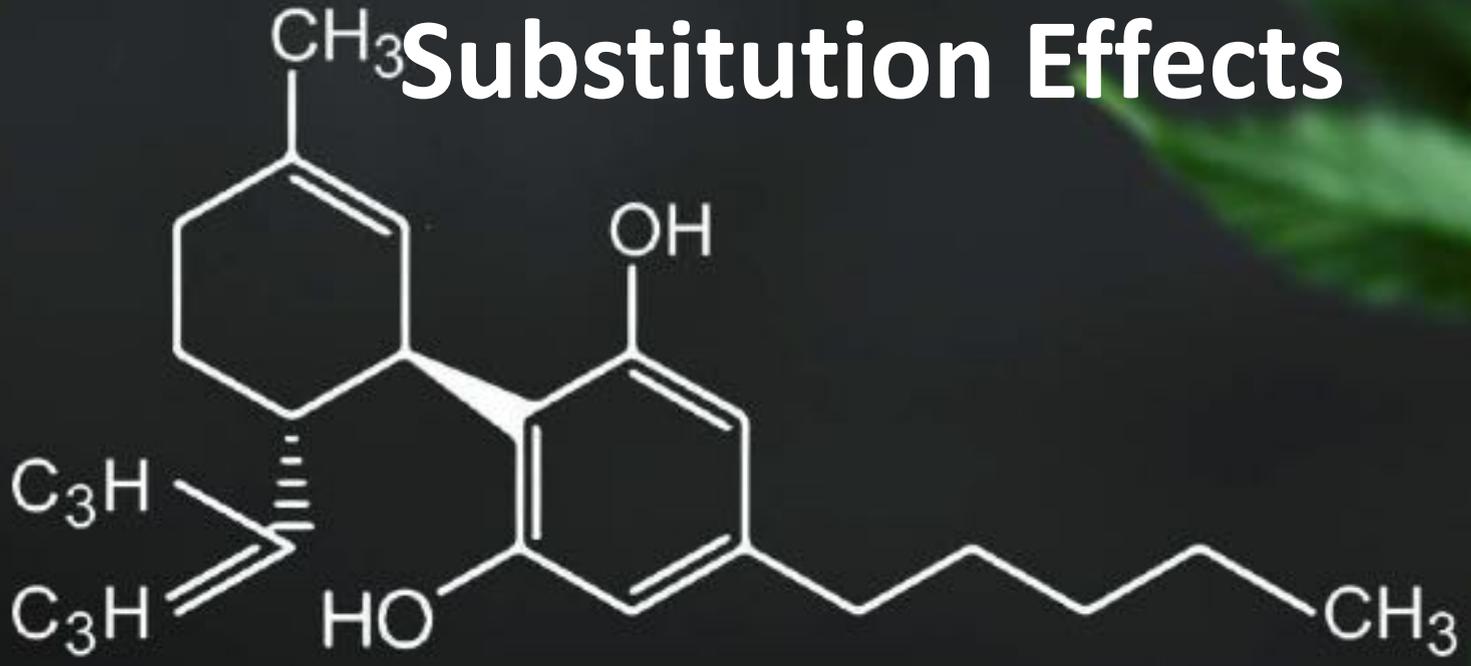


The CBD

Consumer Experience: II

Substitution Effects





Introduction



Welcome to the CBD Consumer Experience, Part Two

Why are we publishing this report?

Consumer experiences with CBD show significant ripple effects into many other areas of life. Consumers are turning to CBD as an alternative or complement to existing therapies and medications. As a result, many are seeking data on CBD and changing consumer preferences regarding conventional medications and lifestyle habits such as alcohol consumption. Our mission is to provide fact-based insights on such issues.

What doesn't appear in this report?

For sake of space and brevity, the CBD Consumer Experience contains only the key points of our study. We welcome inquiries from readers interested in additional detail.

Where do we go from here?

For readers unfamiliar with Part One, we suggest downloading a complimentary copy at www.highyieldinsights.com. Subsequent reports on the specific impact of adopting CBD will be released throughout 2019.

Who can I speak to with questions?

You can find our contact information below. We would welcome the opportunity to field your questions and comments.

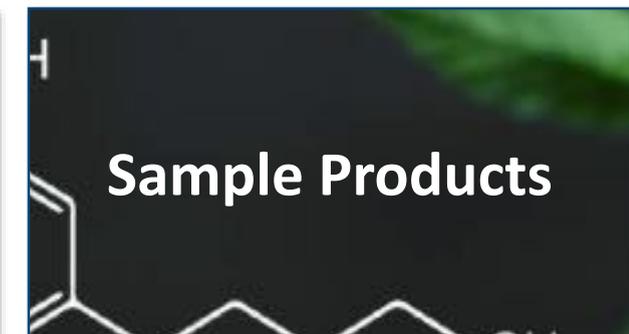


Eric Giandelone
Co-Founder
eric@highyieldinsights.com



Mike Luce
Co-Founder
mike@highyieldinsights.com

Contents include:





Who produced this report?

The High Yield Insights team consists of professionals with a diverse background including consumer insights, survey design and data collection, data science, communications strategy, editorial, and legal expertise. Across all verticals, leadership has 100+ years experience providing solutions to strategic stakeholders in branding, marketing, product design, customer understanding, and analytics. High Yield Insights maintains a presence in the Midwest (Chicago), West Coast (Oakland), and East Coast (New York).

Why is this report free?

In keeping with the High Yield mission statement, the report is intended to contribute to fact-based discussions on the current and future cannabis market and consumer. To maintain objectivity, High Yield Insights did not solicit sponsorship or investment from any outside parties.

How was the report created?

The CBD Consumer Experience: Part Two draws from a national representative online (mobile and desktop) survey of U.S. adults aged 21+. The survey was fielded January 14-23, 2019 among 2,000 consumers, 1,500 of whom reported currently using CBD products in the past 3 months, and 500 who reported not using CBD products.

Advantages to online surveys include:

- Cost-efficiency
- Reach and scalability
- Anonymity
- Objectivity
- Accuracy

By leveraging this methodology, High Yield Insights can provide high-value, reliable data to readers cost-free. Reporting and analytics were conducted using SPSS, R, Q, and Microsoft Office.

Who contributed to the report?

Prior to fielding the survey, High Yield Insights interviewed thought leaders in the following areas for contribution to survey design and analysis:

- Packaging
- Product Formulation
- Innovation
- CBD Brands
- Ingredient Suppliers
- Infused Product Manufacturers
- Industry Relations

What is the purpose of this report?

The *CBD Consumer Experience: Part Two* provides a comprehensive and in-depth study into the CBD consumer's usage of CBD and its impact on pharmaceutical and alcohol usage. In addition, this report covers emotional and wellness drivers for CBD usage and potential products of interest.

What does "CBD-only" mean?

This report focuses greatly on CBD-only products. As it was defined for the consumer, this means products that do not contain THC or contain less than 0.3% THC and are non-psychoactive. Great care was taken to ensure consumers understood the purpose of this study and the terminology of "CBD Only" was carried throughout the survey. For ease of use, "cannabis with THC" refers to those products that contain THC and may also contain CBD.

What other definitions do I need to know?

Besides CBD only, this report also references other cannabis product types that may not be familiar to readers, this includes:

- ***CBD Dominant***—Products with a high CBD to THC ratio, such as 4:1 CBD to THC. ***THC Dominant***—Products with a high THC to CBD ratio, such as 4:1 THC to CBD.
- ***Entourage Effect***—Mechanism through which the combined properties of whole-plant extractions which include THC, CBD and other compounds work synergistically to magnify a product's therapeutic effects.
- ***Certificate of Analysis (COA)***—Third party certified lab results on the quality and purity of CBD products. Typically available on company websites.

Who should use this report?

We believe that all participants in cannabis benefit from understanding the consumer experience and this is especially true in the burgeoning CBD product space. With coverage ranging from usage patterns, drivers for usage, products, and attitudes towards new brands and regulations, this report will benefit the following:

- Cannabis manufacturers
- Retailers, including dispensaries and other retailers
- Investors
- Marketing agencies
- New entrants, including those currently not in cannabis

What do the study findings entail for businesses in other categories?

For businesses in categories that may see consumer adoption of CBD as a headwind to growth, understanding consumer perception experiences will inform any potential pivots in positioning, product development, and corporate strategy.

How should I apply this report to my business?

The *CBD Consumer Experience: Part Two* can play a critical role in your CBD and cannabis business. By reading this report you'll be better able to:

- Identify the emotional and wellness drivers for CBD usage from the consumers' perspective
- Forecast which CBD products are mostly likely to gain consumer acceptance for investment and development purposes
- Understand how different consumer groups experience CBD products



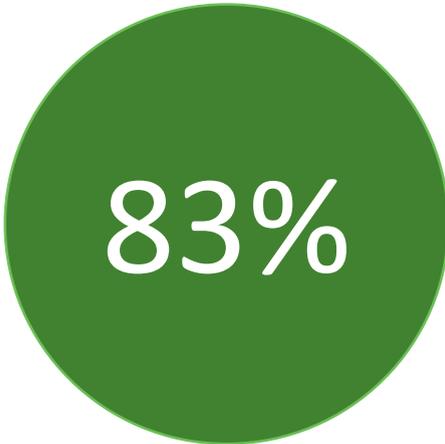
Consumer Perspectives



CBD Consumers Don't Doubt Efficacy

CBD consumers have overwhelmingly positive views on CBD as a palliative remedy to a diverse range of issues

- Current consumers believe in CBD's positive impact on both mental health and overall health and wellness
- Usage of CBD ranges from treatment of chronic conditions, like depression, to acute drivers, like sleeplessness
- As a result, consumers see the explosion of products containing CBD as a benefit rather than a yellow flag - the variety instead seems to validate the belief in the mind of the consumer that CBD can be administered in numerous forms across a variety of occasions



83%

Believe CBD can help improve overall health and wellness



80%

Believe CBD can address specific physical health conditions



79%

Believe CBD can help address mental health conditions

34% of current users are confident in the safety of CBD products

Those with more experience are less concerned but generally this is an issue across the board. Location didn't prove significant, as respondents in adult use, medical, and other markets gave remarkably similar feedback.

Nor did age produce much difference as all groups responded similarly - safety, in general, appears to be an issue for all consumers.

16% of current users are confident in the accuracy of the potency or concentration on product labels.

To date, consumers have not been presented with much standardized information on potency. No wonder that, when presented with a wide range of options, users are often left having to puzzle through labeling information.

19% of current users can distinguish safe and effective CBD products

Experience does make some difference with this issue. Consumers who have been using CBD for 6+ years are more comfortable distinguishing safe and effective (25%) CBD products from less reliable options, but that is probably still an uncomfortably low number for the industry.

29% understand how much CBD to take to achieve the desired effect

Surprisingly, this issue also holds true across the board. Experience and location make no difference. Nor does age. Given the strict limits on testing to date, it shouldn't come as much surprise that users are left to guess-and-check on their own.

62% of current users are comfortable using CBD without professional guidance

In the absence of resources that might otherwise assist planning a treatment regimen, most are comfortable taking a DIY approach.

How is the industry responding?

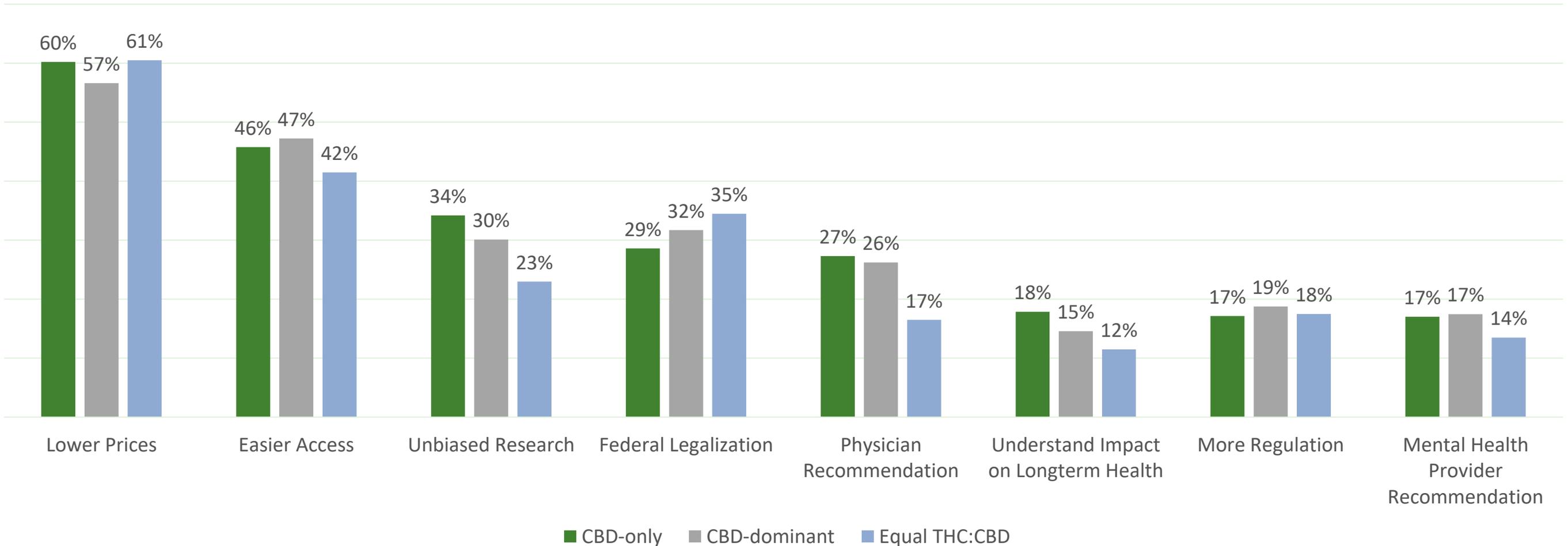
With an unclear future of external regulations and oversight, the industry has been forming and adopting standards internally. Certifications – “stamps of approval”, effectively – from organization like the U.S. Hemp Roundtable could prove especially effective.



Current Consumers Want Easier Access

All consumers would prefer to pay less thus the most significant driver is desire for easier access. So-called “CBD only” consumers are looking for more guidance and information. Given the restrictions around products with THC in many states, it shouldn’t be surprising to see consumers who prefer some degree of THC (only available via more restricted retail channels) combined with CBD express interest in broad, federal legalization for cannabis overall.

Drivers to Increased Usage by Preferred Product Type Among Current CBD Consumers (% respondents)



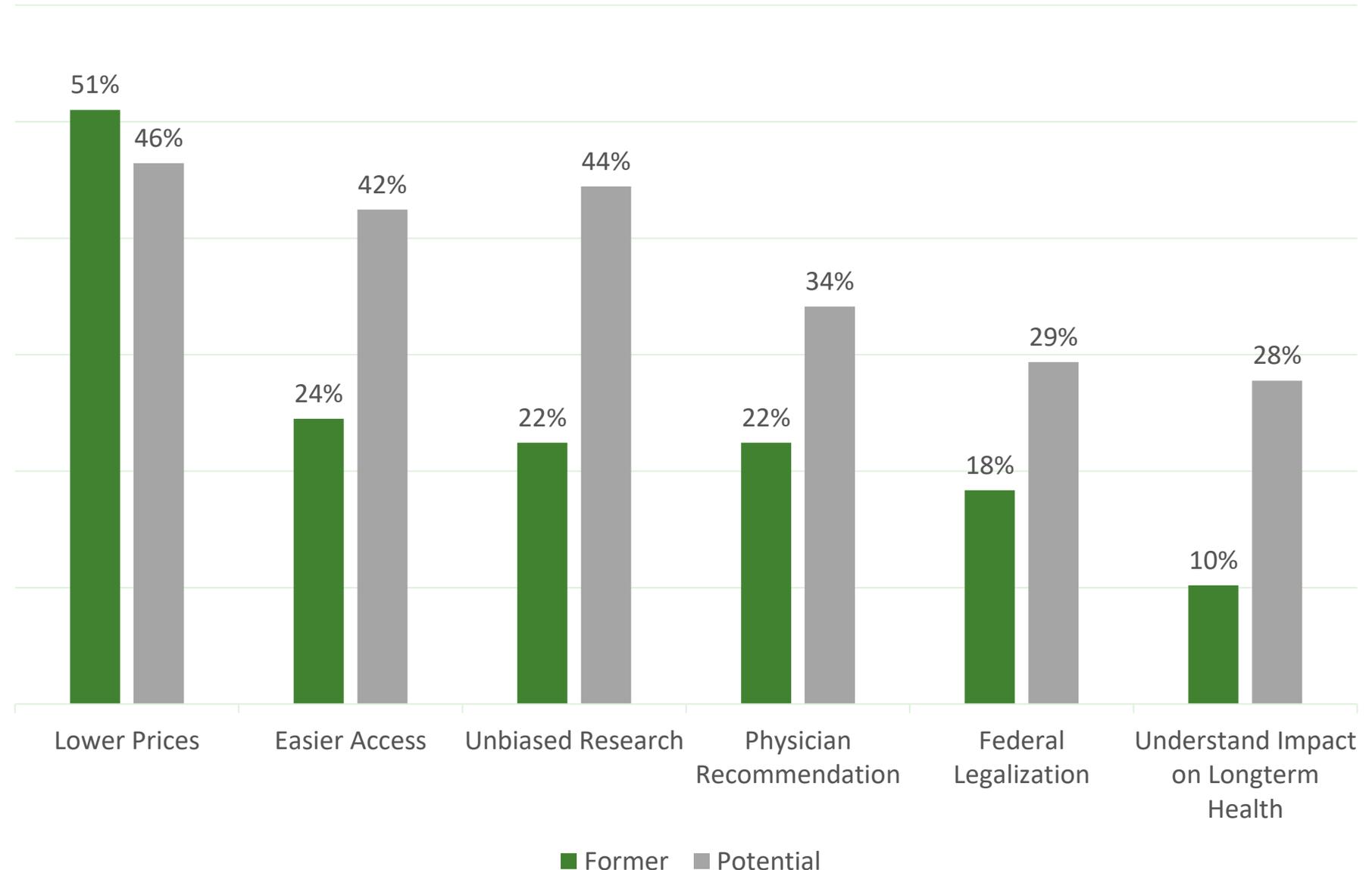
What Will Bring Former Users “Back” and Potential Consumers “In” to CBD

New and to some degree returning consumers will drive growth in the cannabis market in general and especially so in the emerging CBD industry. Former and potential consumers reported a variety of factors that may motivate them to resume or try using CBD products.

Not surprisingly, as in nearly all similar consumer studies, lower prices will move the needle most. When taken in combination with interest in “easier access”, this mindset suggests consumers will increasingly trial and adopt CBD as products begin to appear in more retail settings including mainstream outlets consumers visit regularly such as convenience and chain drug stores.

As consumers encounter CBD products in such settings, incremental and substitute purchases are possible. For some consumers, CBD may be additive to an existing physical wellness, mental health, or even beauty regimen. Others may find CBD better suited to existing needs only partially fulfilled by past purchases.

Motivating Factors to Resume or Try CBD Products (% respondents)

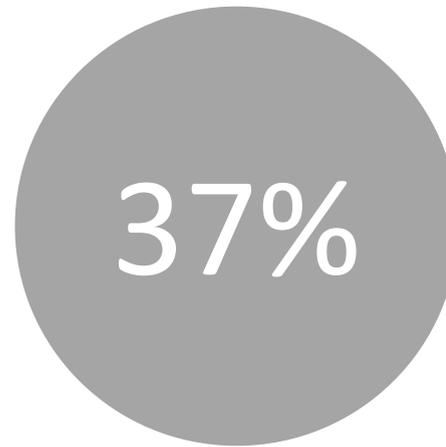


Interest and (Some) Excitement In CBD from Big Brands

Despite a legacy of pushing back on the an anti-corporate legacy in the cannabis community, CBD users are likely to welcome new entrants especially as new consumers seek the safeguards and consistency typical to mass-produced medications.



Open to cannabis products from well-known brands in CPG/FMCG



“Excited” about potential new cannabis products from CPG/FMCG companies.



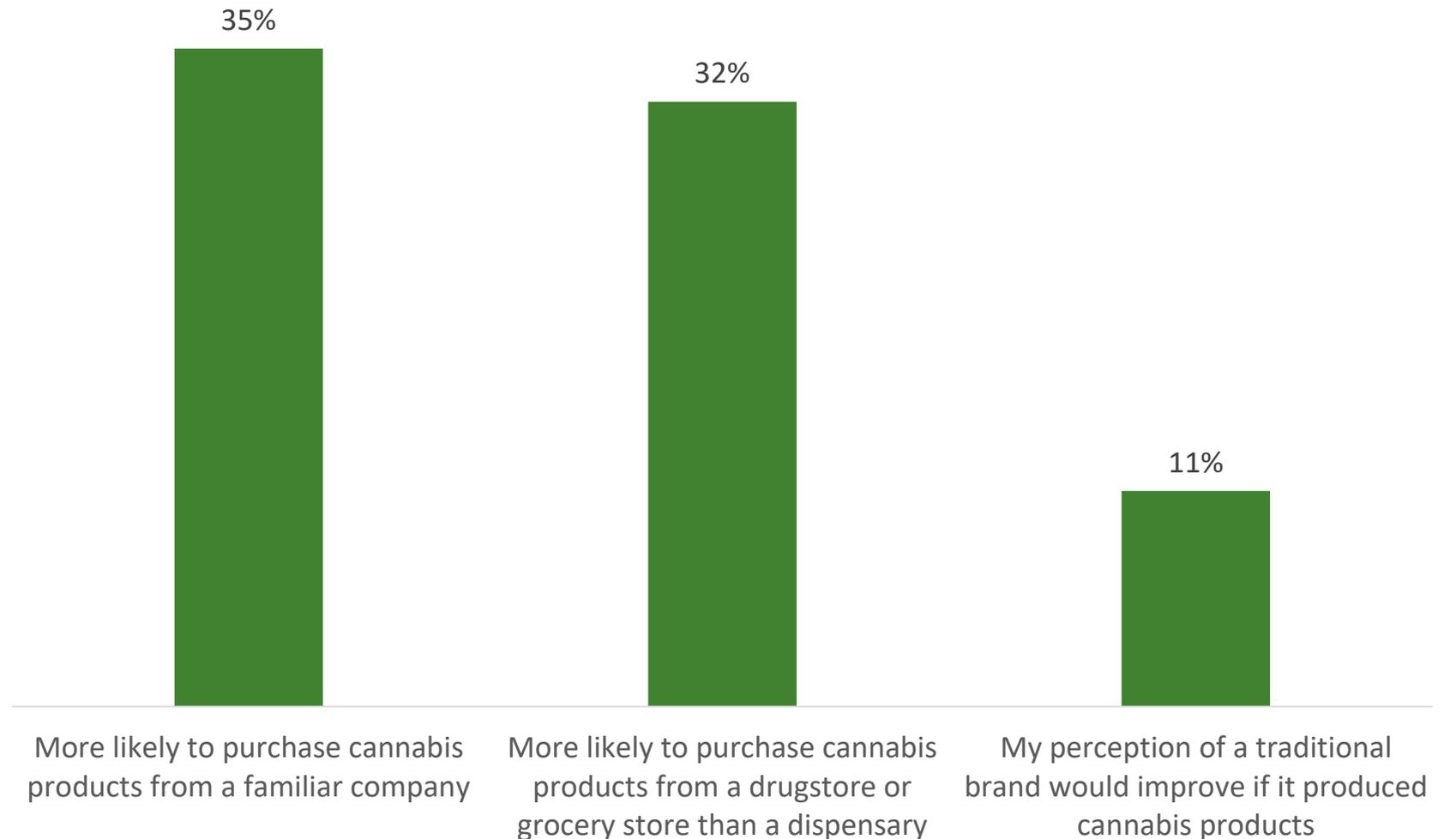
“Fear cannabis is going to become too corporate”

The opportunity is now for new entrants

While current CBD brands have some time, the message is clear: mainstream consumer brands are eyeing CBD as an area of growth. For some companies, expanding into CBD is a logical extension of the brand image. For others, taking a position may be an attempt to replace or shore up shrinking other business units. As these larger companies weigh the pros and cons, existing players can differentiate and explore partnership opportunities to create a moat against looming competitors.

The openness to products from well-known companies may seem against the ethos of cannabis' counter-culture roots, but most CBD consumers are using for health and wellness reasons. As such, risk tolerance on a poor experience is diminished. Companies with household names are likely to take strict precautions on any cannabis products put on the market, so as not to harm its core brands. The same may also be true to a lesser extent for products at a drugstore or grocery store. Depending on the retailer, there may be an additional quality check that communicates safety to the consumer.

Perspective of Current CBD Users



CBD and Emotional, Mental Wellness

CBD as Treatment for Mental and Emotional Health Issues

Consumers looking for CBD to provide relief from a myriad of mental and emotional wellness challenges. Unlike THC-only or THC-heavy cannabis products, which have a strong recreational/enjoyment user base, CBD users mostly apply CBD for health and wellness reasons and don't sharply distinguish between "medicinal" and "recreational" use.

Mental and emotional issues may top the specific health and wellness drivers for CBD usage, but addressing physical conditions rank high as well. (See following section.)

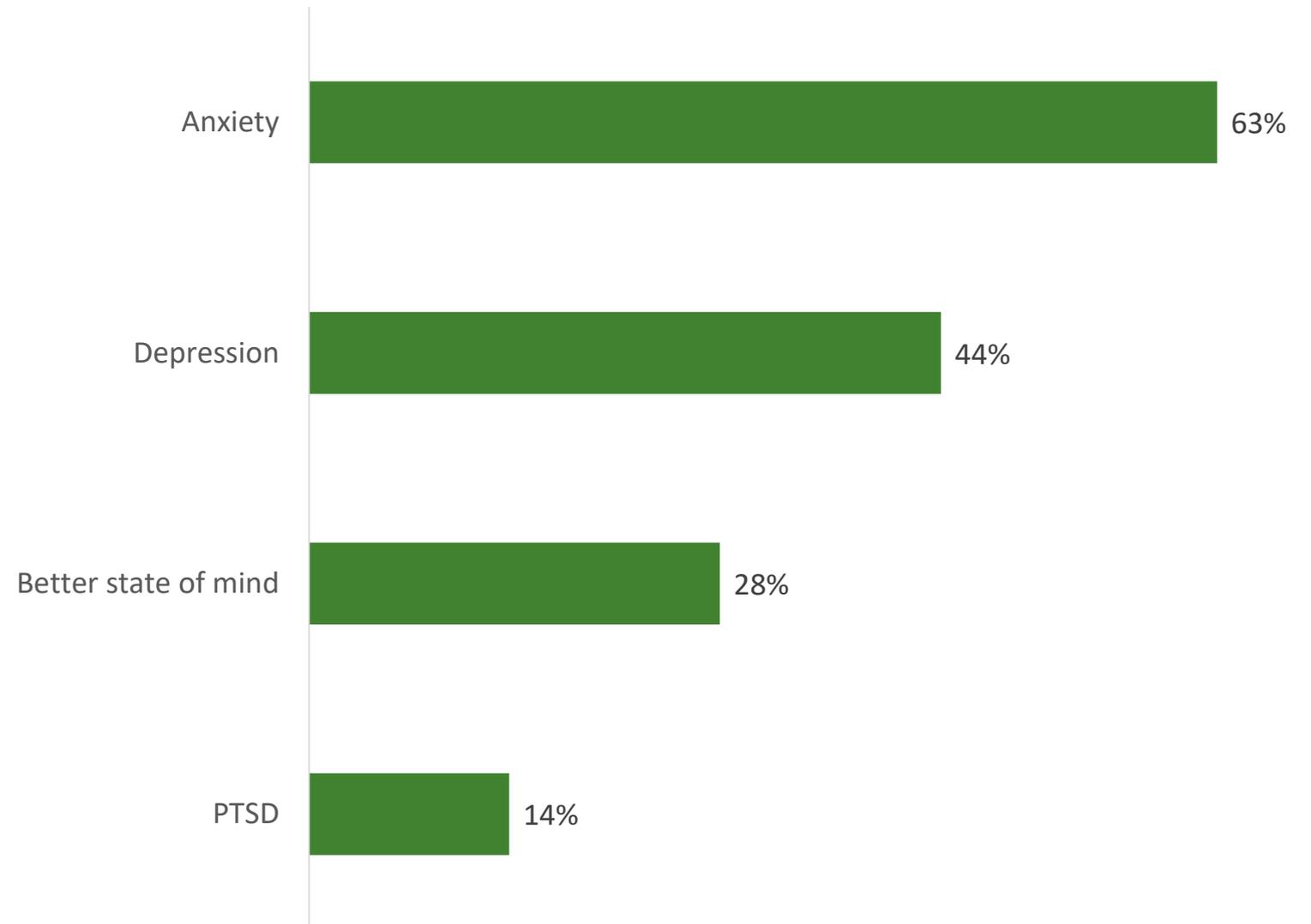
These consumer applications are why the Food and Drug Administration is taking a hard look at CBD and product promises to ensure customer safety.

Thus messaging benefits to consumers can prove challenging. Generally, wellness products regulated by the FDA encounter severe challenges touting effects without FDA approval. Messaging "treats anxiety" presents a clear target to the FDA whereas stating that product provides "rest and relaxation" can at least in part deliver the message without running afoul of regulators.



For an example of the FDA's bruising treatment of brands straying too far from these guidelines, refer to the letter the agency issued to Curaleaf on July 22, [available here](#).

Mental and Emotional Conditions Driving Usage of Current CBD Consumers (% respondents)



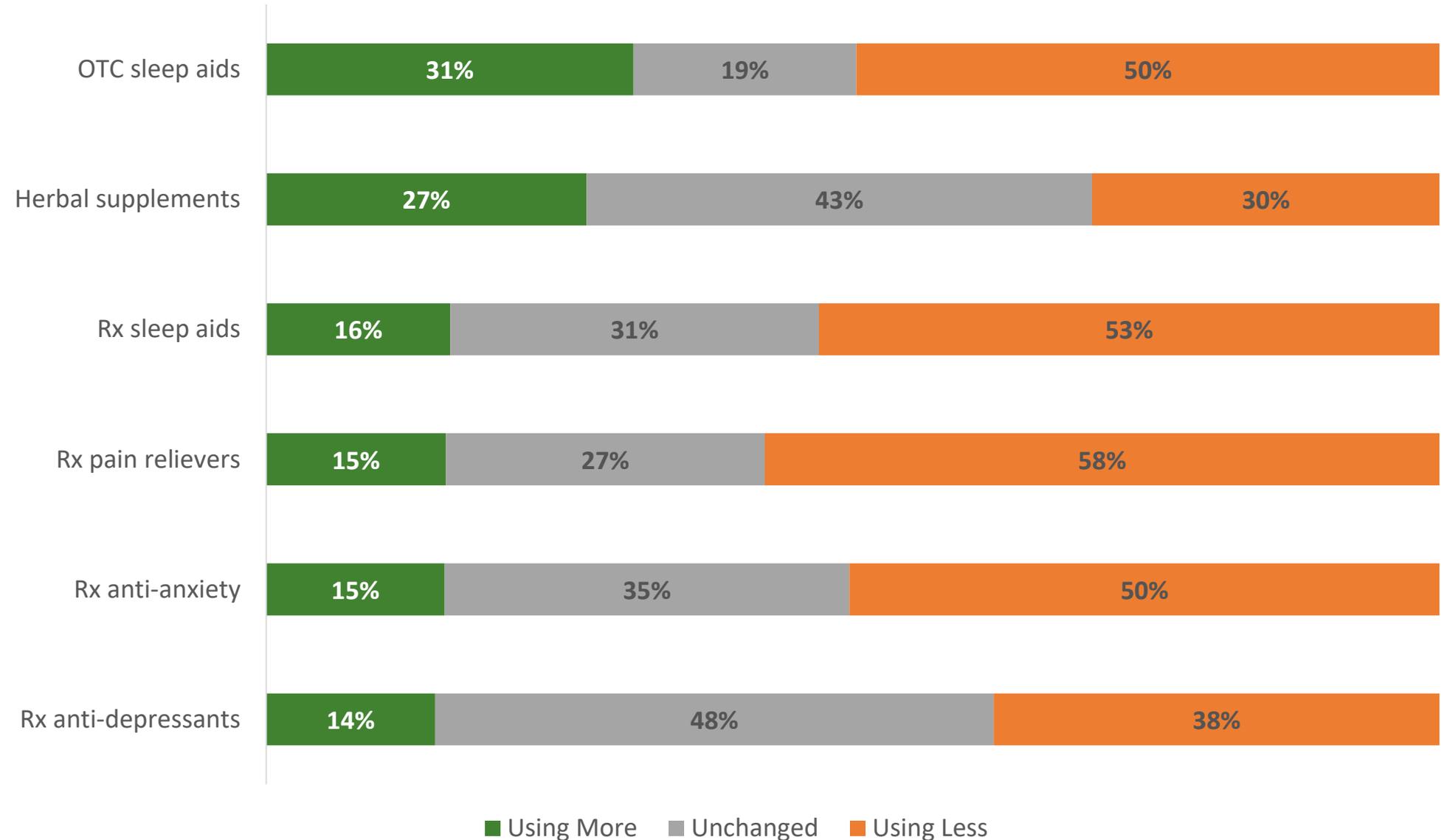
After Starting a Regimen of CBD, Consumption of Rx, OTC Change

With many CBD users using CBD for conditions also addressed by many over-the-counter pharmaceuticals, it's not surprising to see many consumers reducing their usage of these medications (OTC and prescribed) as a result of their CBD usage.

Within pharmaceuticals that address mental wellness, prescribed anti-anxiety medications are most likely to experience a decline in usage, with 50% of CBD users who have reported anti-anxiety usage indicating that they are using less often. To a less extent, nearly 40% of CBD users who report anti-depressant usage are also using those medications less often.

As previously noted, not only will the FDA likely take a strong look at CBD brands that make overt benefit claims, but also pharmaceutical companies will likely place pressure on the FDA to more stringently regulate this market, as it continues to cut into their product sales.

CBD Usage Impact on Pharmaceutical Usage



Impact on Pharmaceuticals: Examples

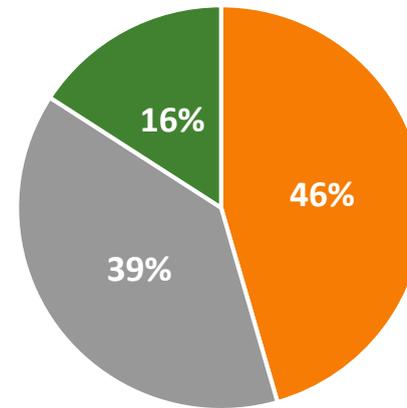
CBD usage is having a meaningful impact on pharmaceutical and other wellness products, but its impact is even stronger when viewed through the lens of key demographic groups.

The data here represents some of the more significant impacts of consumers adopting CBD on other prescription (Rx) and over-the-counter (OTC) medications.

More detail on the impact of CBD usage by demographic and other attributes is available.

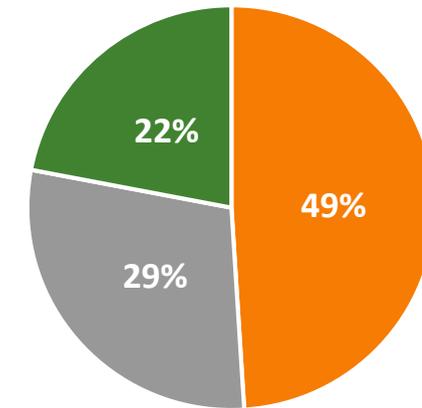
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Impact on Rx Anti Depressants
Age 21-34



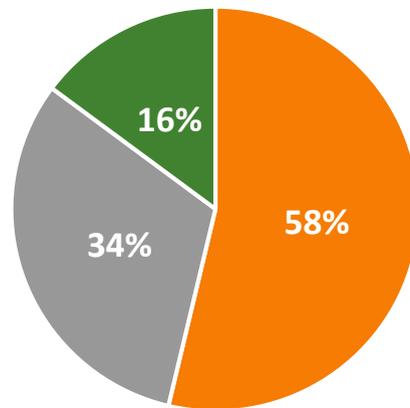
■ Using Less ■ Unchanged ■ Using More

Impact on Rx Anti Depressants
Household Income \$100K+



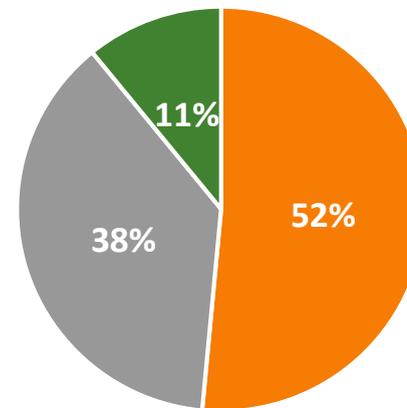
■ Using Less ■ Unchanged ■ Using More

Impact on Rx Anti Anxiety
Age 21-34



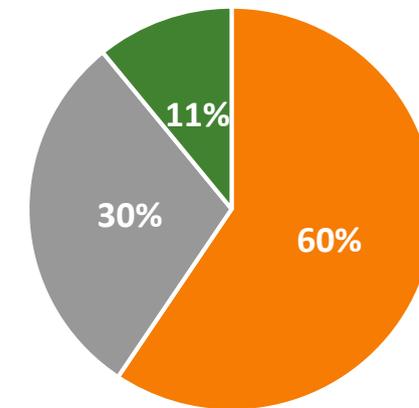
■ Using Less ■ Unchanged ■ Using More

Impact on Rx Anti Anxiety
Women



■ Using Less ■ Unchanged ■ Using More

Impact on Rx Anti Anxiety
1-5 Years of Usage



■ Using Less ■ Unchanged ■ Using More

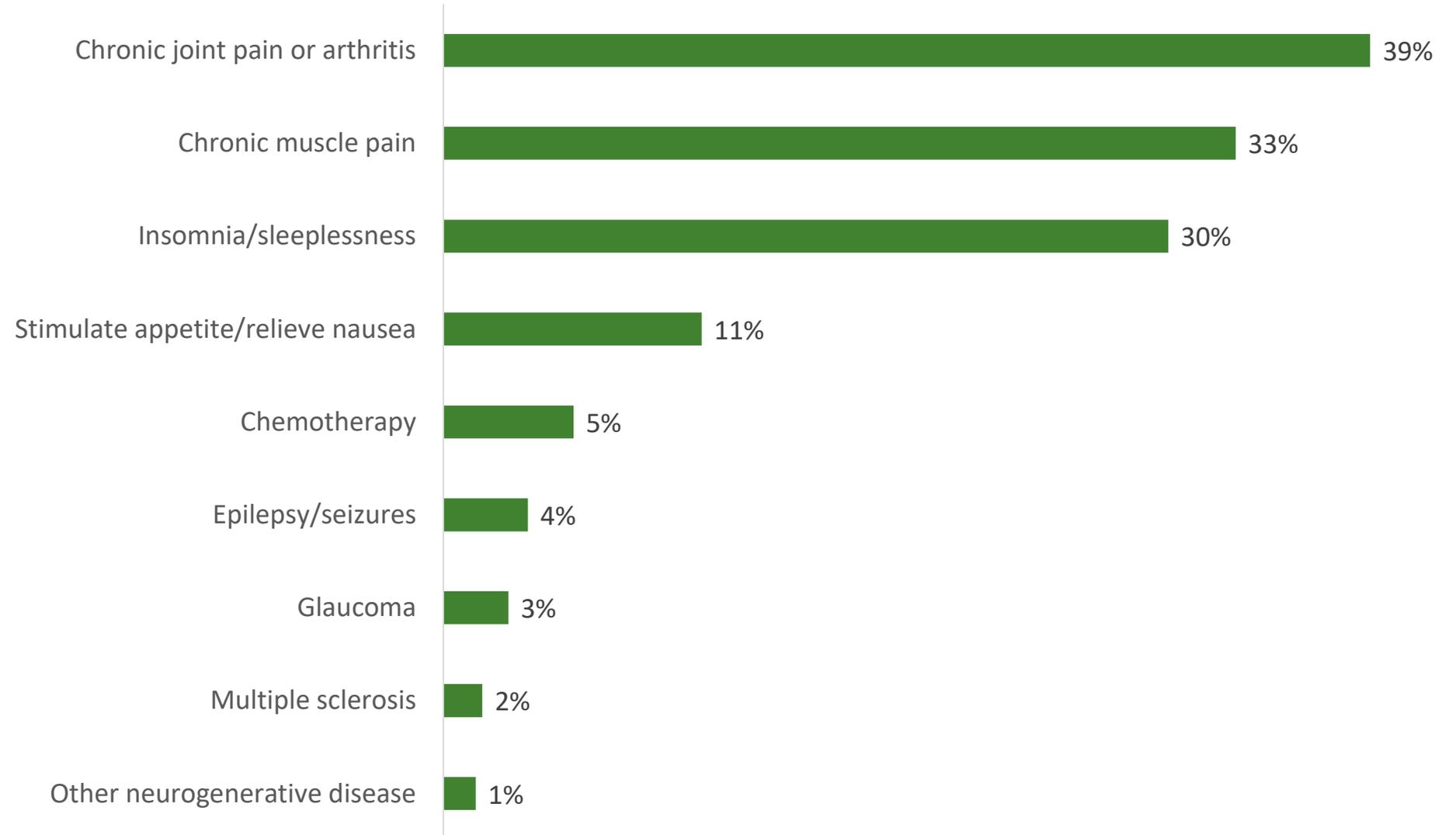
CBD and Physical Health

CBD as Treatment for Physical Health Issues

As noted in the previous section, CBD is very often used by consumers to treat mental and/or emotional conditions, such as anxiety or depression. But it is also true that consumers are also turning to CBD to treat a myriad of physical conditions that range from chronic to acute, to pain to relief from chemotherapy.

A challenge for consumers is that the effectiveness of CBD products in general and certain products and brands specifically has not been well vetted by regulatory agencies, nor have many brands, some of which have sprung up online in recent months, conducted any type of research into efficacy. Without any hard research or peer-reviewed studies to back up claims, consumers and, sometimes, doctors are left to conduct self-experimentation on conditions that have a major impact on the quality of life for a consumer.

Physical Conditions Driving Usage for Current CBD Consumers (% respondents)

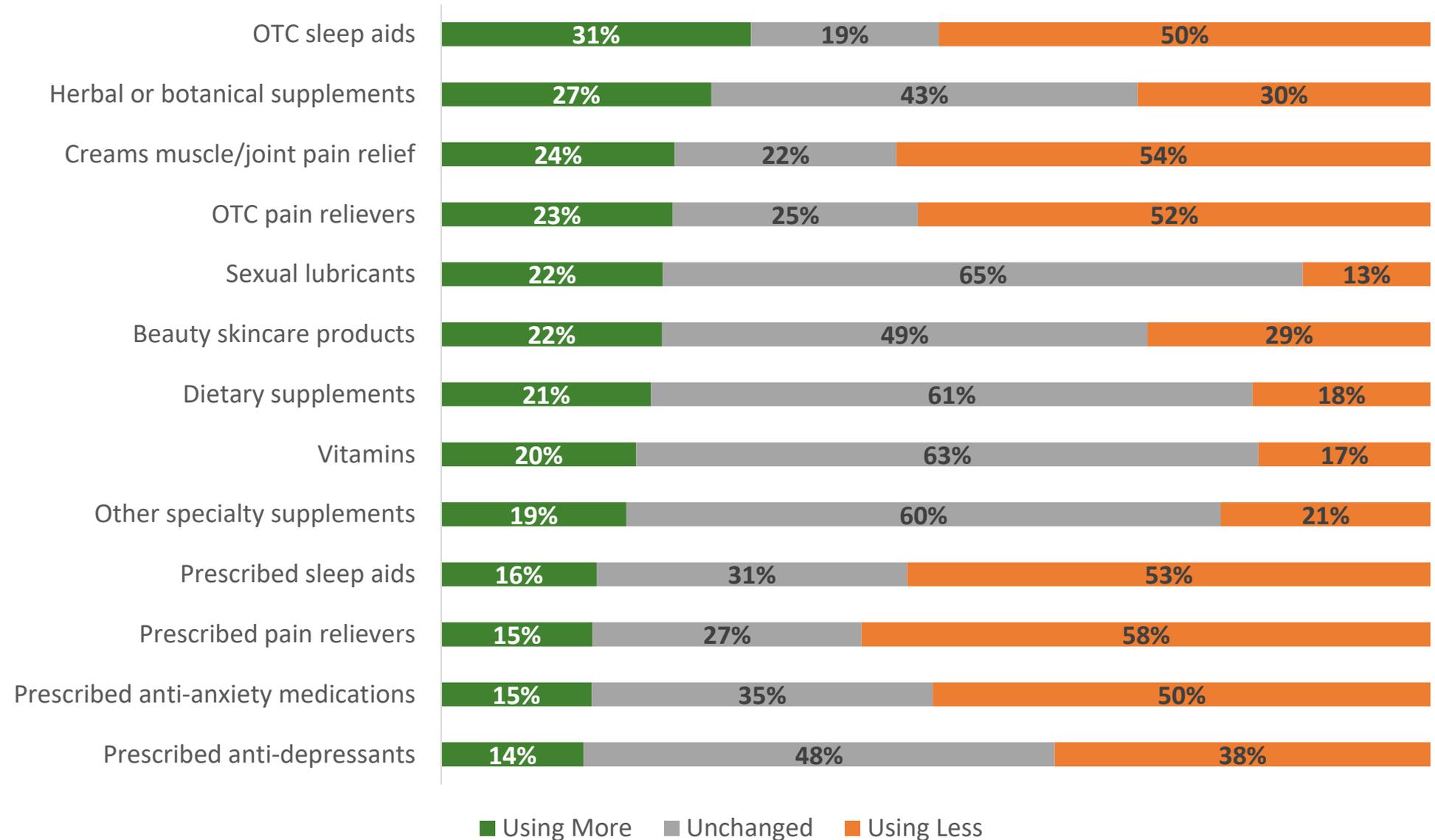


The impact of consumers adopting CBD has been significant for many types of medications and other solutions aimed at relieving physical conditions. More than half of CBD consumers who use the listed products report that they are using them less often including:

- Prescriptions pain relievers
- Creams for muscle/joint pain relief
- Prescription sleep aids
- Over-the-counter pain relievers
- Over-the-counter sleep aids

These usage declines speak to consumers' desire to seek out alternative therapies. The opioid crisis has garnered a tremendous amount of press coverage and many American consumers have been witness to the devastation caused by opioids. It may be that consumers are turning to CBD in an effort to stay away from possibly addictive pharmaceuticals. Other factors may be at play as well such as a "more natural" positioning, but it is not coincidence that consumers are swapping out the most common pharmaceuticals for CBD.

CBD Usage Impact on Pharmaceutical & Supplement Usage (% respondents)



Impact on Medications: Examples

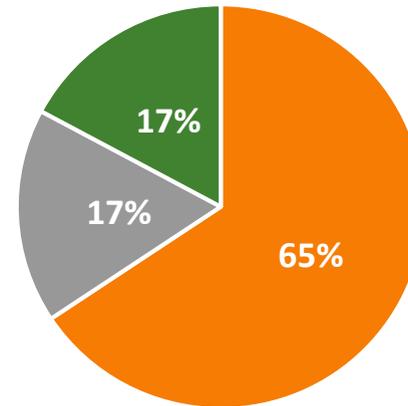
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More detail on the impact of CBD usage by demographic and other attributes is available.

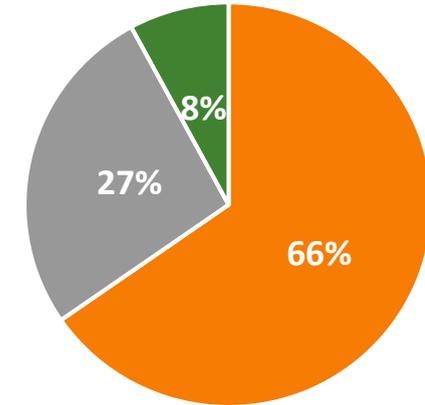
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**Impact on RX Pain Relievers:
Age 35-44**



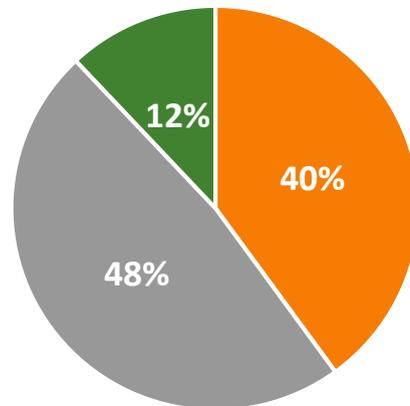
Using Less Unchanged Using More

**Impact on Rx Pain Relievers
Women**



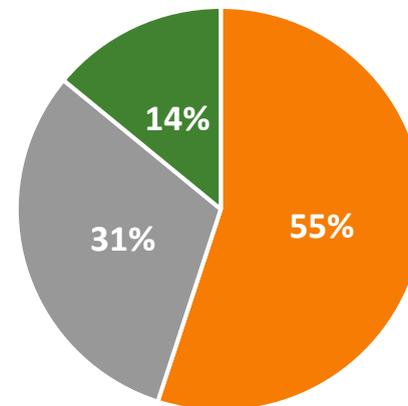
Using Less Unchanged Using More

**Impact on Beauty Related Skincare:
Age 45-54**



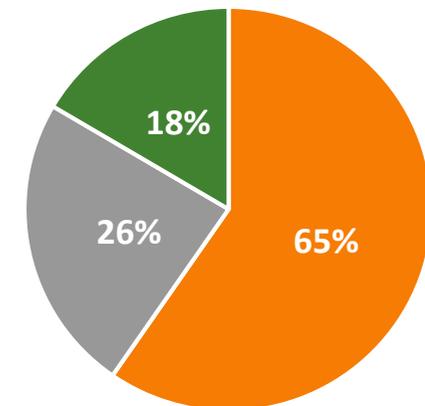
Using Less Unchanged Using More

**Impact on RX Sleep Aids:
Usage of Less than 3 Months**



Using Less Unchanged Using More

**Impact on OTC Sleep Aids:
Age 45-54**

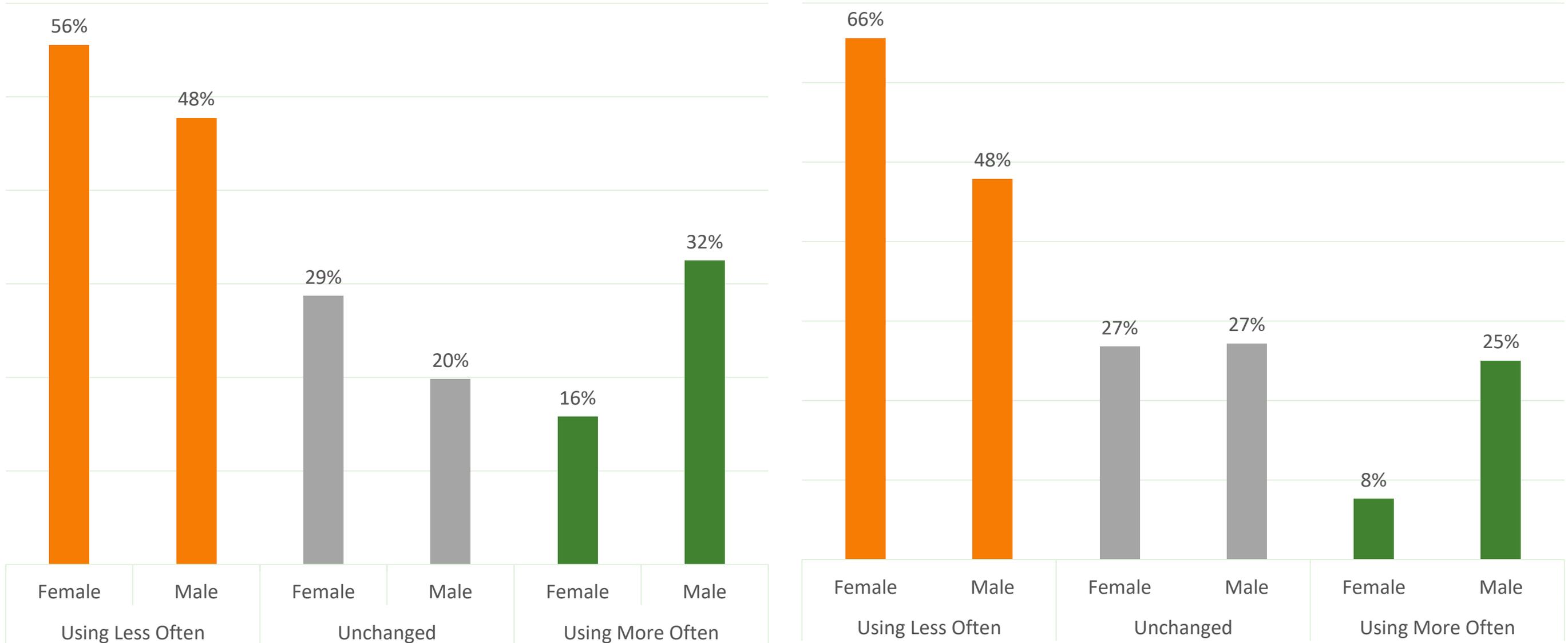


Using Less Unchanged Using More

Sample: CBD Impact by Gender

Following the adoption of CBD, women show disproportionate changes in use of conventional pain relief medication

For more details such as this, contact High Yield Insights via email: contact.us@highyieldinsights.com



CBD and Alcohol Consumption

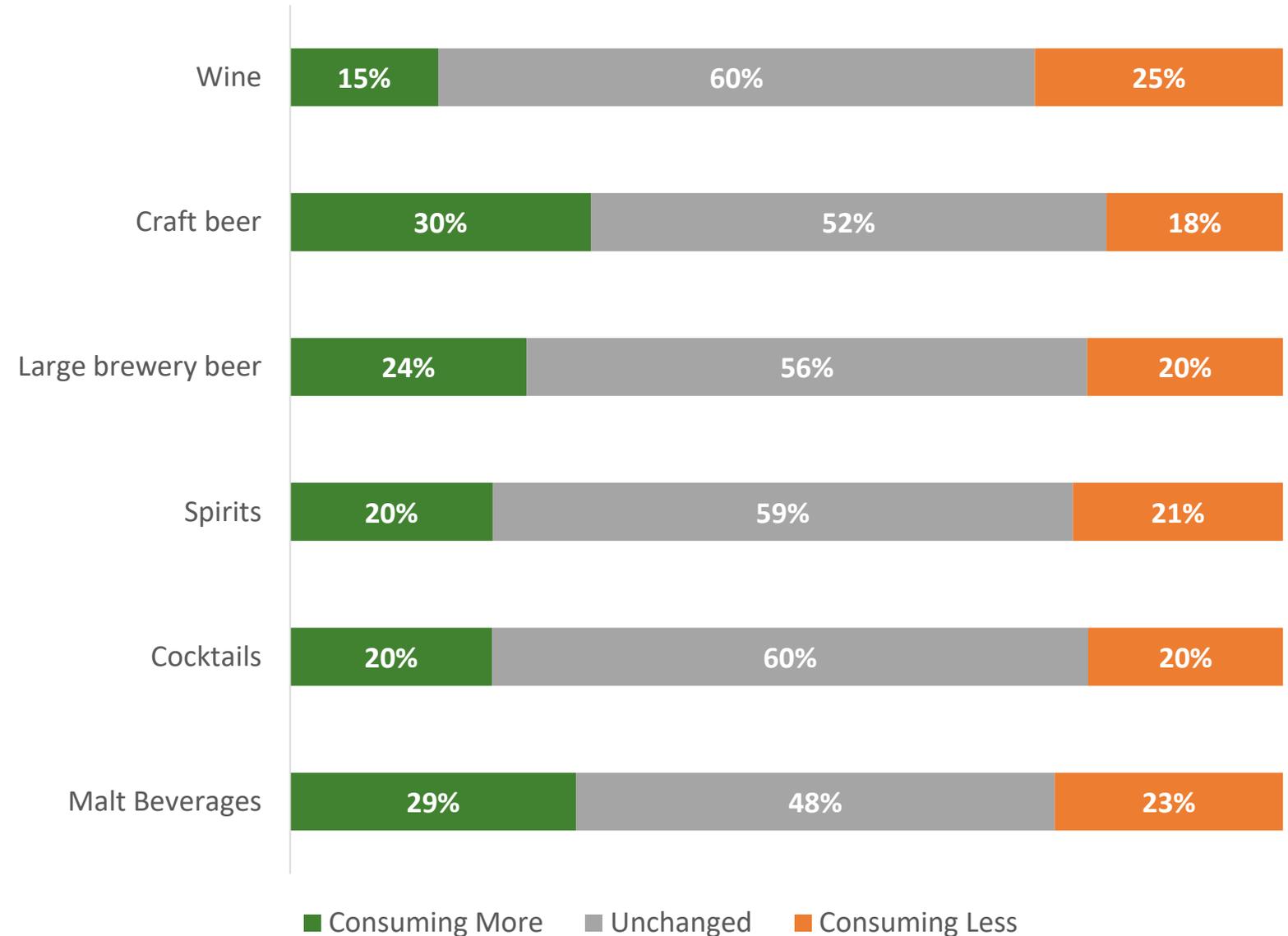
The impact of CBD on alcohol consumption is less pronounced than on medications and supplements

In research conducted by High Yield Insights in 2018, it was cannabis with THC that had a much stronger impact on alcohol consumption, as consumers seemingly began switching one solution for relaxation and unwinding for another.

With CBD promising physical, mental and emotional benefits, it's less likely that consumers are seeing CBD as a substitute for alcohol, which may be consumed for any number of reasons ranging from a so-called social lubricant to private enjoyment at home. One exception is suggested in the data however.

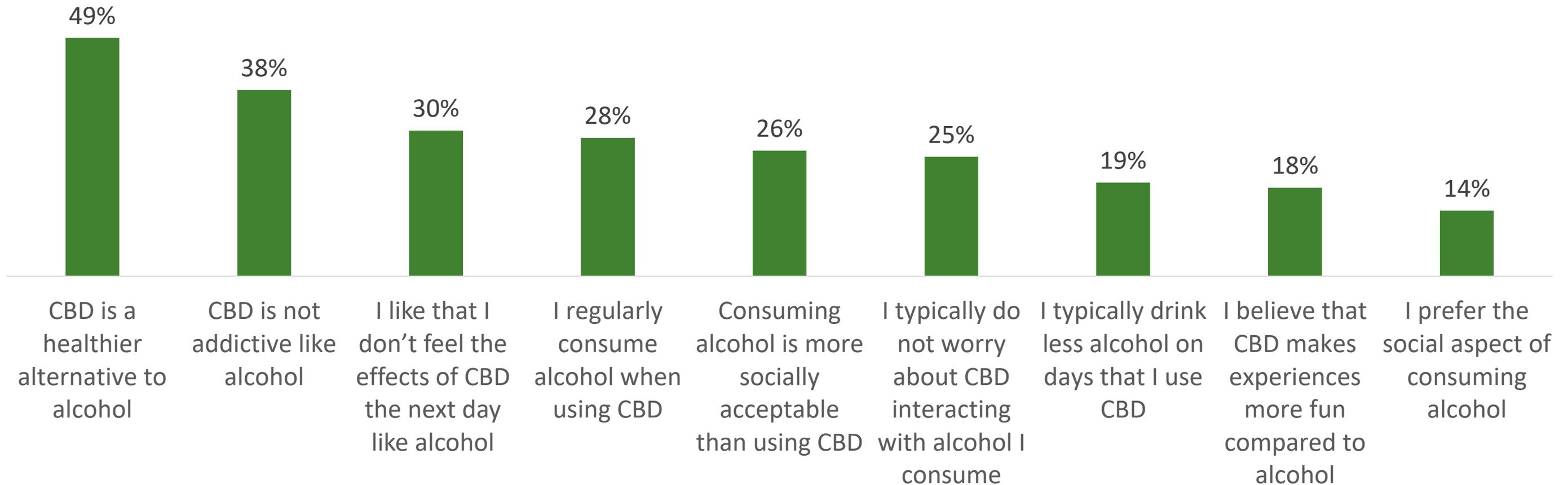
Wine consumers were the most likely to have reduced their consumption due to CBD usage. CBD is disrupting wine's ritual usage for many users, an opportunity to unwind or relax at the end of the day. The physical and mental relaxing properties of wine reflects many of the same benefits consumers experience from CBD. While CBD may not replace the glass of wine with dinner, it may be making an impact on that after-dinner pour or the evening's second glass.

CBD Usage Impact on Alcohol Consumption



Attitudes toward CBD and Alcohol

For those alcohol companies that are investing in CBD, it's important to note that CBD does not carry an overwhelming "healthy halo" over alcohol. Notably, less than half of consumers view CBD as a healthier alternative to alcohol and fewer than 2 in 5 (38%) believe it is not addictive. Certainly, more research around CBD is coming and communicating how these products work and their long-term effects is going to be key.

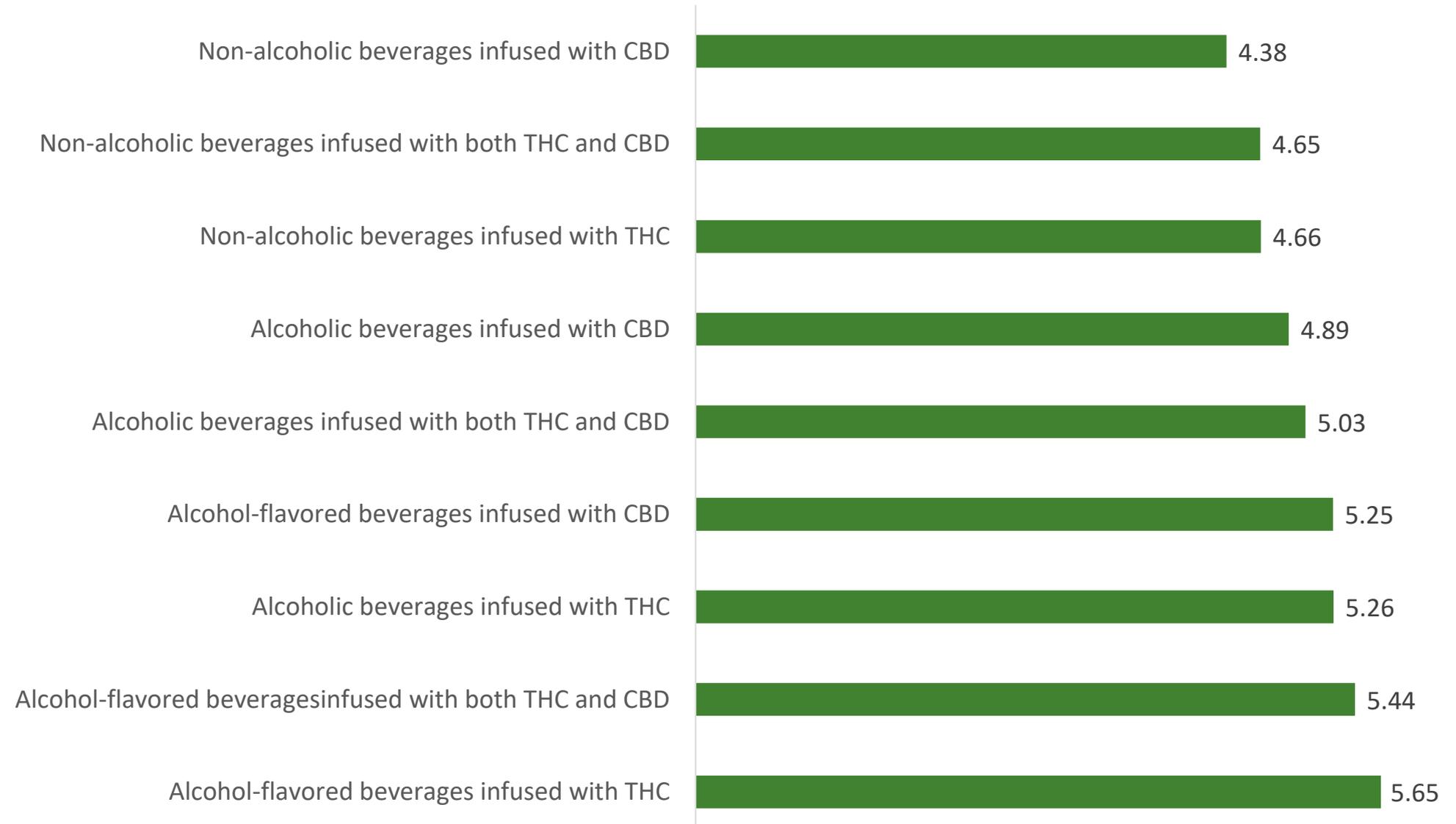


Consumers seek familiarity and are drawn to forms like infused drinks

CBD beverages have become a key focal area for new entrants into the CBD marketplace and by leaders and disruptors seeking innovative new approaches to delivering CBD and positioning a CBD-dominant brand. Led by multi-million to billion dollar investments led by Constellation Brands and AB InBev, companies from outside cannabis are looking for new revenue streams, while also developing product portfolios that hit on all aspects in the customer experience. Investment in CBD also opens another revenue stream and builds a portfolio in advance of broader access and legalization.

CBD consumers ranked non-alcoholic beverages infused with CBD as the most appealing CBD beverage option that they would be open to, followed by non-alcoholic beverages infused with THC and CBD and then THC only. What is clear is that consumers are slightly wary of mixing alcohol and CBD and/or THC and even less interested in alcohol-flavored beverages with CBD and/or THC (i.e., non-alcoholic beer infused with cannabis).

Top Cannabis Beverages Wanted by Consumers (Ranked)



Note on this chart: The lower the “score” the more likely it was ranked as a top choice (i.e. 1, 2, 3, etc.). A higher “score” indicates it was less likely to ranked as a top choice.

CBD Consumer Personas: Perspectives, Trade-offs

CBD consumers can be segmented into distinct personas

As first described in the CBD Consumer Experience Part I (April 2019), CBD consumers are not a homogenous population any more than other product categories spanning as many consumption occasions and usage drivers. The following represents the results of a Two-Step Cluster Analysis of the 1500 survey respondents who currently use CBD.

Several demographic factors plus legal status (consumers residing in an adult use, medical, or “no program” state) were input as possible clustering variables into the model. The resulting clusters represent distinct personas of today’s consumer. The data listed indicates primary preferred product and other defining characteristics. By assessing the personas, CBD companies can align objectives against opportunities with today’s CBD users.

Following a description of each persona, the remainder of this section explores the impact of CBD usage on the consumption of other categories.



Senior Susan



Entrepreneur Ed



Millennial Marc



Goop-y Gwyneth



Dosing Dad

Attributes of CBD consumer personas

The following descriptions represent the most notable attributes of each persona. The percentage figures represent the share of each attribute within the population of each persona. For example, the “Dosing Dad” persona makes up 18% of all CBD users, and is overwhelmingly likely to be married white men employed full-time with children under 18 in the household. Other attributes are listed but less significant. For example, Dosing Dad’s are the only persona with a notable share (13%) of military service.

Senior Susan

- CBD-Only (45%)
- All age 55+
- Female (53%)
- Retired (49%)
- White (84%)
- College educated (34% Bachelor’s Degree+)
- Lower income (52% under \$50,000)
- No children < 18 at home (88%)
- Medical state (46%)

Entrepreneur Ed

- CBD-Only or CBD Dominant (59%)
- Age 21-34 (66%)
- Male (57%)
- FT Employed (56%)
- Single (60%)
- All African American
- High school + college degree (51%)
- Modest income (54%, \$25,00-\$75,000)
- Children < 18 (53%)
- No program state (46%)

Millennial Marc

- CBD-Only (33%)
- Age 21-34 (71%)
- Male (55%)
- FT Employed (50%)
- Single (100%)
- White (76%)
- High school + some college (54%)
- Modest income (54%, \$25,00-\$75,000)
- Adult use state (31%)

Goop-y Gwyneth

- CBD-Only or CBD Dominant (57%)
- Age 21-34 (46%)
- Female (94%)
- Homemaker (40%)
- Married/partner (78%)
- White (79%)
- High school + some college (51%)
- All income ranges
- Children < 18 (62%)

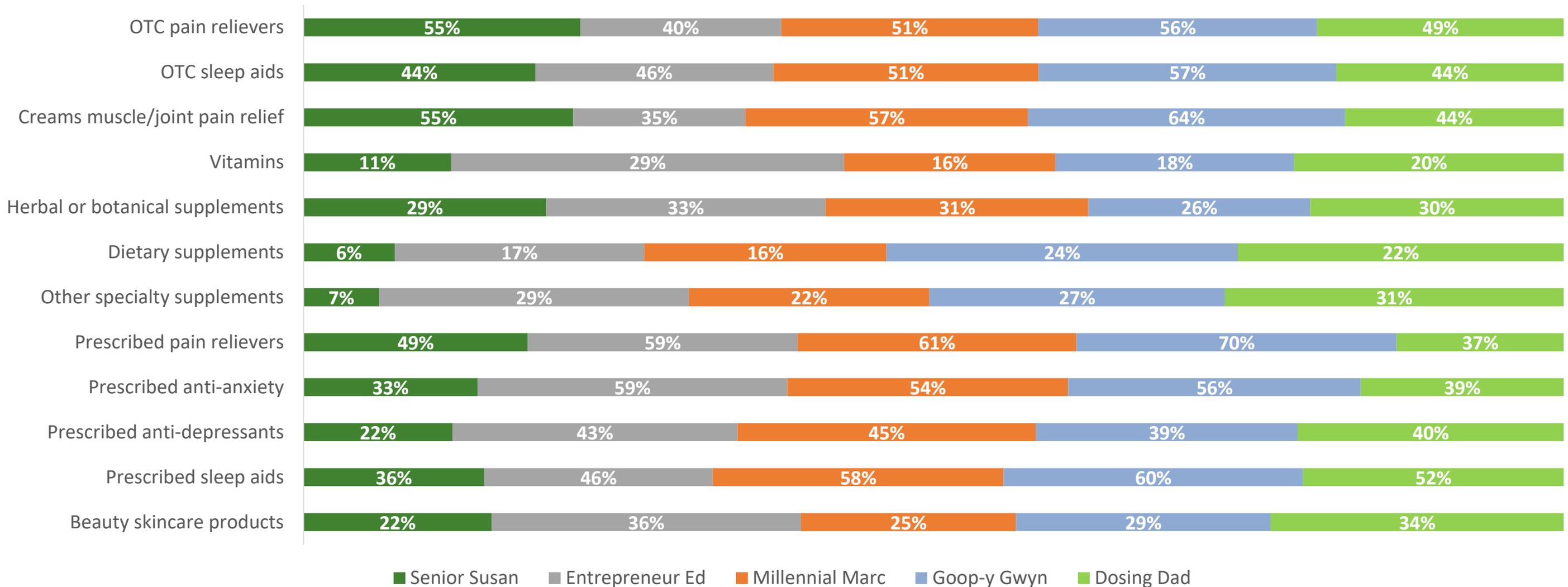
Dosing Dad

- CBD-Only (45%)
- Age 35-44 (34%), 45-54 (23%)
- Male (91%)
- FT Employed (76%)
- Married/partner (87%)
- White (76%)
- College educated (52% Bachelor’s Degree+)
- Higher income (43%, \$75,000-\$149,000)
- Children < 18 (63%)
- Military veteran (13%)
- Medical state (50%)

Impact of CBD Differs by Persona (Rx, OTC)

Impact on categories ranges widely to include not only the intuitive (sleep aids, pain relief) but also diverse product types within the “ripple effect” of adopting CBD such as skincare, vitamins, and supplements.

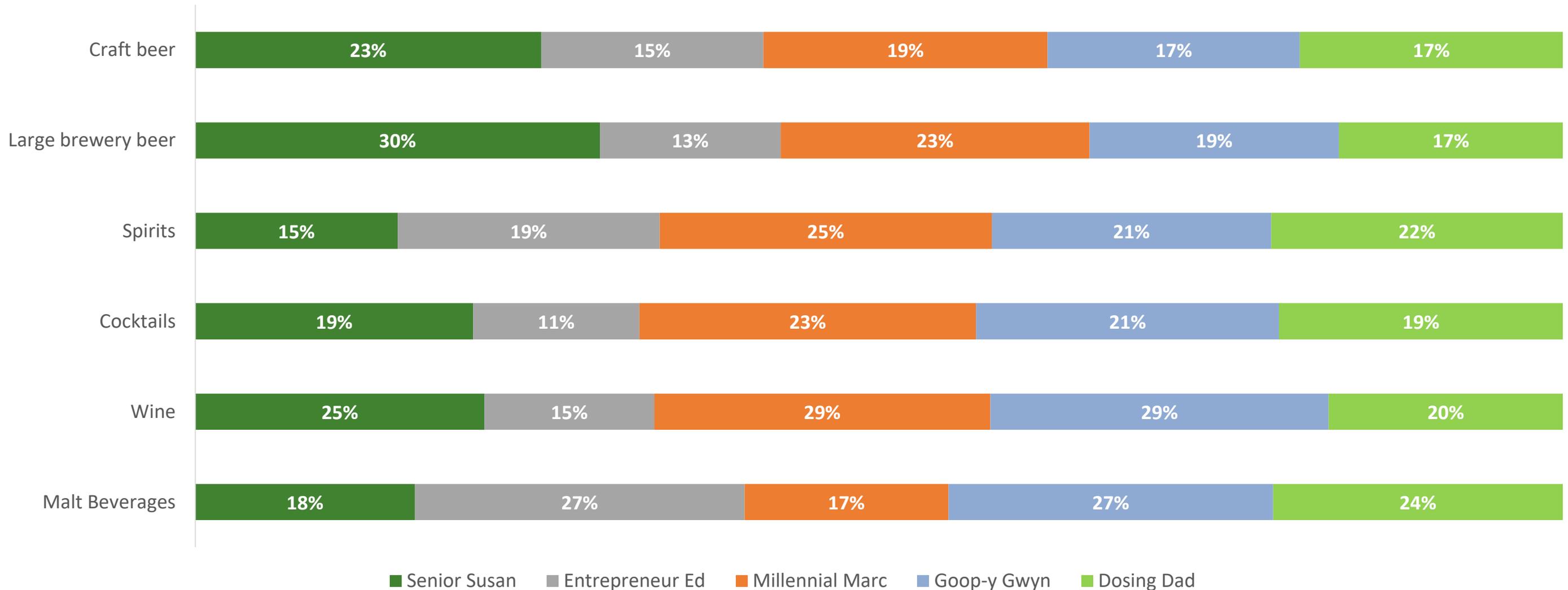
Impact of CBD (% Reporting Using Less)



Impact of CBD Differs by Persona (Alcohol)

Within personas, the younger personas of Entrepreneur Ed, Millennial Marc and Goop-y Gwyn are more likely to report drops in consumption as a result of CBD usage.

Impact of CBD (% Reporting Using Less)



Sample Products

Note: the following images were provided at High Yield Insight's request. All images are copyright the original owners. The sample products shown are for illustrative purposes only and do not constitute an endorsement by High Yield Insights.

The examples show product forms analogous to the mainstream product categories covered in this report and thus other categories - such as vaporizers - are not shown.

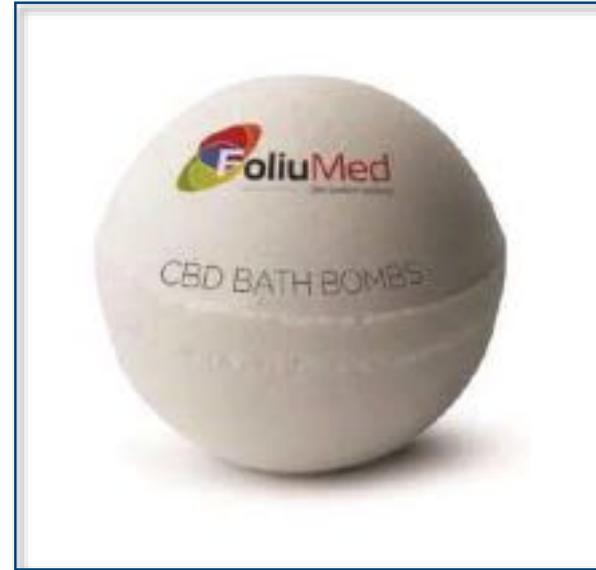
Sample CBD Products: Beauty



DEEP CELL
CBD Infused Face Serum



DEEP CELL
CBD Infused Face Mask



FOLIUMED
CBD Bath Bombs



GNU WELLNESS
CBD Face Serum



GNU WELLNESS
Women's Sexual Health CBD Topical



KANA
Lavender CBD Sleeping Mask



LAZARUS NATURALS
CBD Massage Oil



STRAINS OF LIFE
CBD Dead Sea Mud Mask



HOMESTEAD ALTERNATIVES
Lotion



ELIXINOL
LIFE Water Soluble CBD Powder



HEMPD
Infusion Flavored Water



QUEEN CITY
CBD Seltzer Water



STRAINS OF LIFE
CBD Infused Water

Sample CBD Products: Gel & Capsules



ANANDA HEMP
Spectrum Gels



CVSCIENCES
CBD Oil Softgels



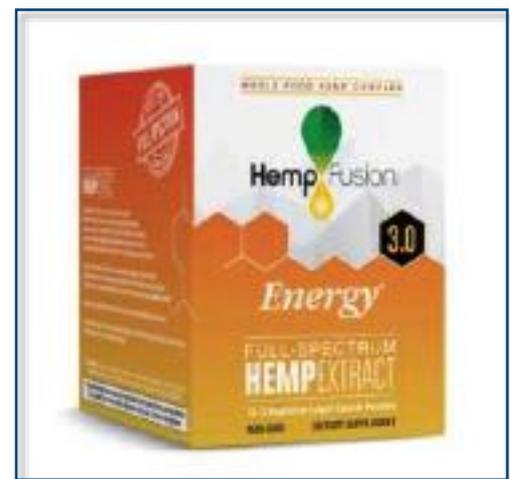
DIXIE BOTANICALS
Hemp Oil CBD Capsules



FOLIUMED
Inflammation Capsules



FOLIUMED
Sleep Capsules



HEMPFUSION
Hemp Extract Liquid Capsule Pouches



KUSHY PUNCH
30 MG CBD Capsules



LAZARUS NATURALS
CBD Capsules

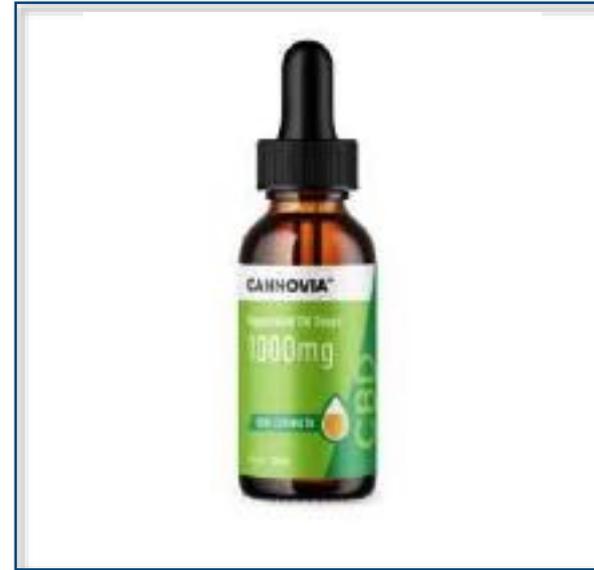


KUSHY PUNCH
30 MG CBD Capsules

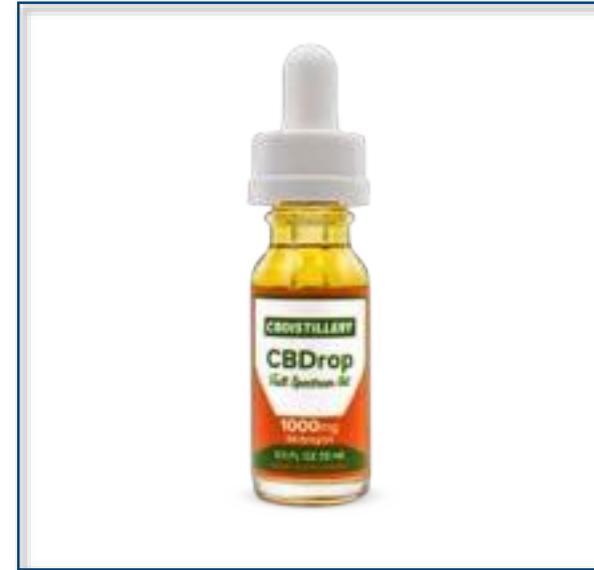
Sample CBD Products: Oil & Tinctures



BLUEBIRD BOTANICAL
Full Spectrum Hemp Extract



CANNOVIA
Peppermint Oil Drops



CBDISTILLERY
Full Spectrum Oil



DIXIE BOTANICALS
Dew Drops



DIXIE BOTANICALS
CBD Liquid



DIXIE BOTANICALS
CBD Tincture



FOLIUMED
Full Spectrum CBD Tincture



HOMESTEAD ALTERNATIVES
Full Spectrum Hemp Extract



LAZARUS NATURALS
CBD Tincture

Sample CBD Products: Oil & Tinctures



TIKUN HEMP
CBD Oil



SOZO CBD
Full Spectrum Tincture



MANA
Hawaiian Hemp Tincture



PAPA AND BARKLEY
Hemp Extract Drops



KUSHY PUNCH
CBD Tincture



MANA
Hawaiian Hemp Oil

Sample CBD Products: Snacks



A BORING LIFE
Almonds



A BORING LIFE
Walnuts



HEAVENLY CANDY
Honey Tubs

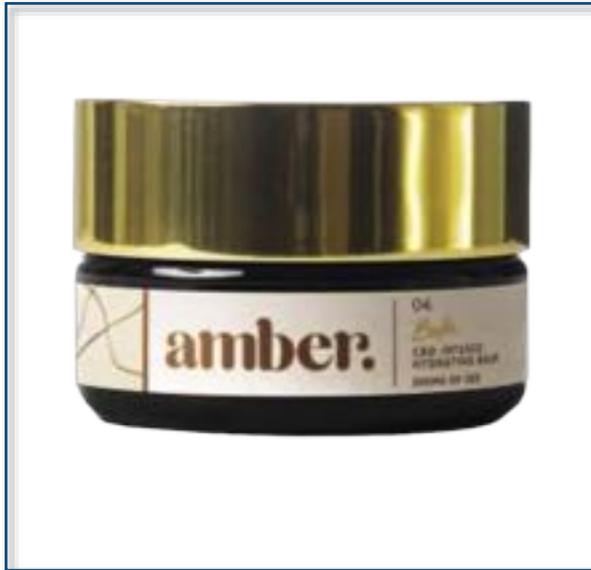


HEAVENLY CANDY
Vegan Jerky



HOMESTEAD ALTERNATIVE
Caramels

Sample CBD Products: Topicals



DEEP CELL
Balm



FOLIUMED
CBD Pain Relief Roll-On



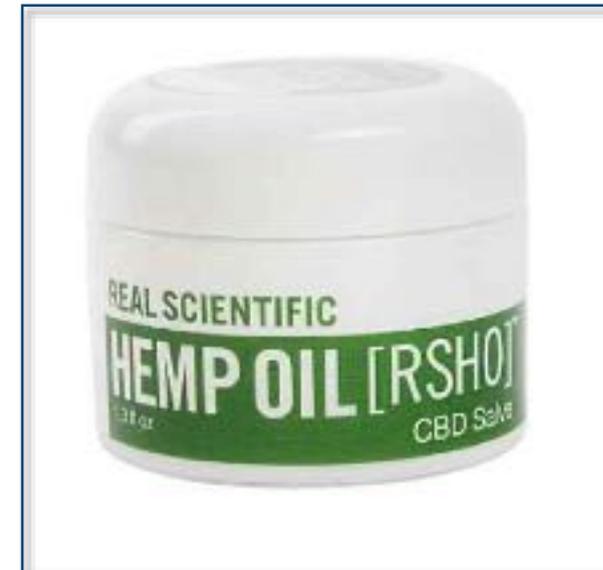
ANANDA HEMP
Cream



CANNOVIA
Therapeutic Lotion



CBDISTILLERY
CBDol Topical Salve



DIXIE BOTANICALS
Hemp Oil Salve

Sample CBD Products: Topicals



CANNOVIA
Therapeutic Muscle Gel



PHYSICIAN GRADE
Roll-On



HOMESTEAD ALTERNATIVES
Roll-On



HOMESTEAD ALTERNATIVES
Cream



PAPA AND BARKLEY
Hemp Infused Balm

About High Yield Insights



Mike Luce, Co-Founder

Twenty years experience in insights and analytics



Likelihood to Use More Regularly / Try



Eric Giandelone, Co-Founder

Fifteen years experience in insights and analytics



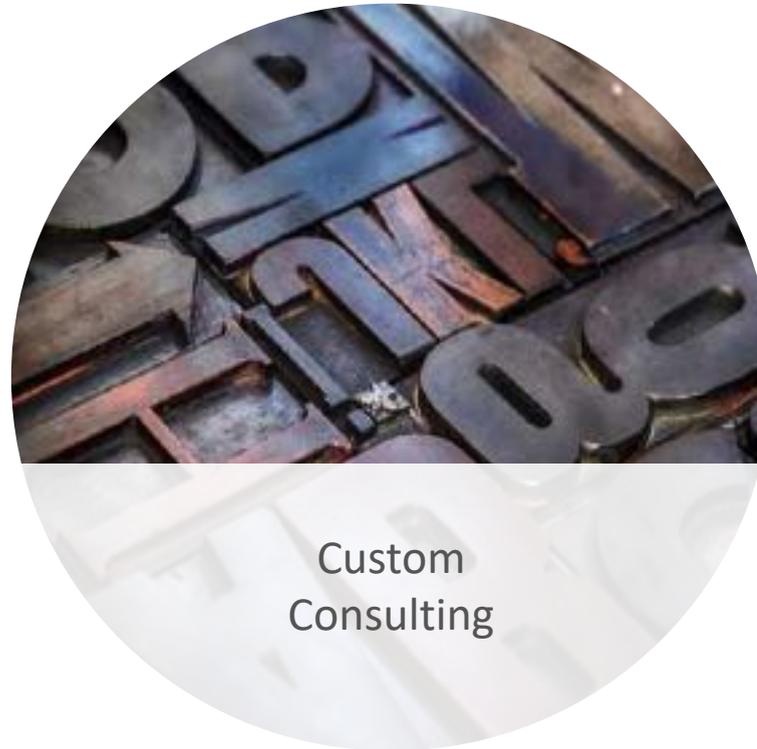
Press Coverage:





Marketplace Insights

- Competitive intelligence
- Client syndicated research
- Government regulations
- Market trends



Custom Consulting

- Macro consumer trends
- Syndicated cannabis studies
- Custom qualitative, quantitative, and ethnographic research
- Analytics and Big Data mining

Library of Cannabis Consumer Insights Reports (2018)



*The Adult Use
Cannabis
Consumer*



*The Smoking
& Vaping
Category &
Consumers*



*The Medical
Cannabis
Consumer*



*The Topicals
Category &
Consumers*



*The Edibles
Category &
Consumers*