

BAKED AUDIENCES

by Statara



BAKED AUDIENCES INSIGHTS

SEPTEMBER 2022

STATARA.

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Baked Audiences is a Statara product that gives our clients the edge they need to grow and increase their ROI.

ABOUT BAKED AUDIENCES INSIGHTS

This report is based on a 2022 Statara survey of 5,349 adults ages 21+ in recreational-use states, with an oversample for the State of California.

Survey responses were matched to our national consumer file—including demographics, interests, and media habits – to uncover patterns underlying the consumption of cannabis products.



ABOUT STATARA

Statara Solutions provides analytics, polling, consulting, and outreach to help our clients identify, engage, and grow their audiences. Baked Audiences is a best-in-class data product for companies and organizations that want to engage consumers on cannabis products and related issues. It addresses three key challenges:

COMPLIANCE



Statara's Baked Audiences includes 192MM age verified 21+ U.S. adults for ads

REACH



Statara's publisher plug-ins and algorithms ensure your ads reach the best prospects

GROWTH



Statara's market insights give you a first-mover advantage in new growth vectors

KEY FINDINGS

1. Edibles continue to rise in popularity: 61% of cannabis consumers in recreational-use states report purchasing edibles in the past 6 months, compared with 51% for flower and 29% for vape pens.
2. Product consumption varies significantly by demographics: Flower and vape pens appeal more to younger men, while tinctures and lotions find a stronger audience with older women.
3. Women ages 30-39 lead the way: Across all cannabis products, women ages 30-39 are far and away most likely to have recently purchased cannabis products.
4. Consumer uncertainty remains a challenge: 17% of adults in recreational-use states who have not consumed cannabis products have not done so because they are deterred by uncertainty about their options and legal rights.
5. New York County and the District of Columbia are the top U.S. counties: Counties along the I-95 corridor (in recreational-use states) have some of the highest rates of consumers in the country.

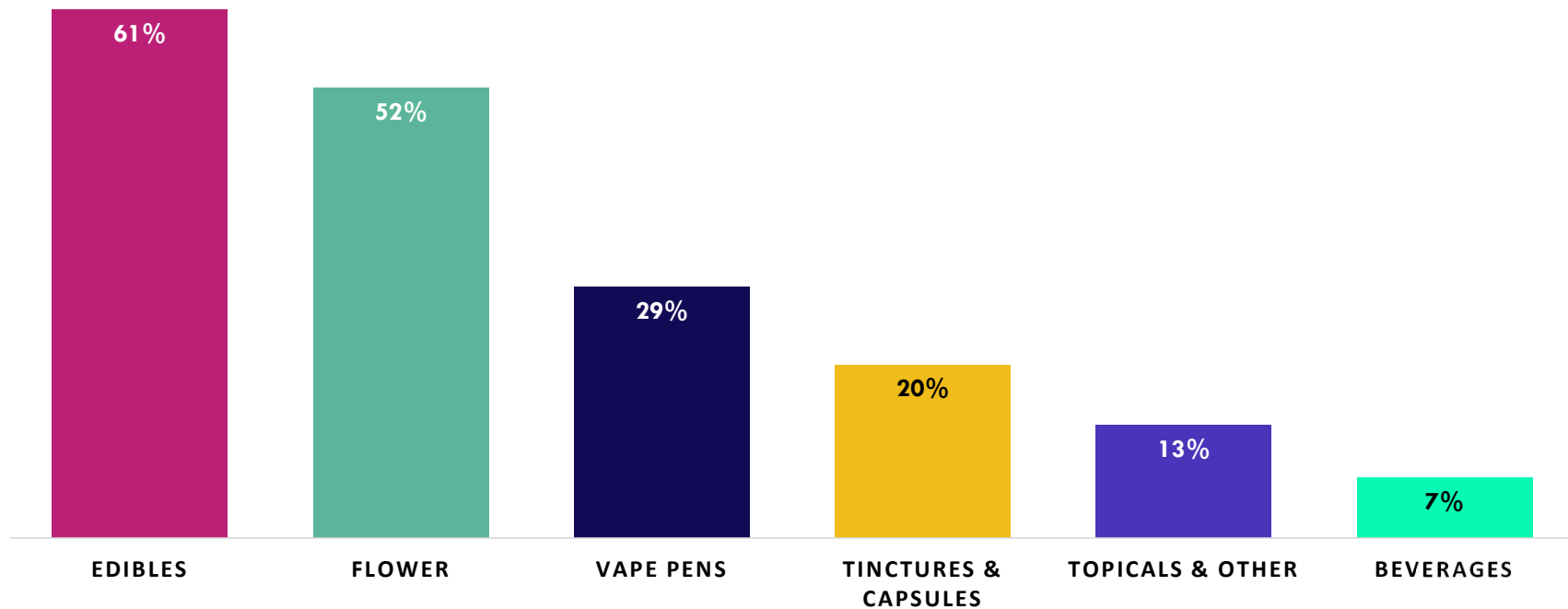
35% OF RESPONDENTS PURCHASED CANNABIS PRODUCTS IN THE PAST 6 MONTHS

ADULTS 21+ IN RECREATIONAL-USE STATES REPORTING A PURCHASE IN THE PAST 6 MONTHS



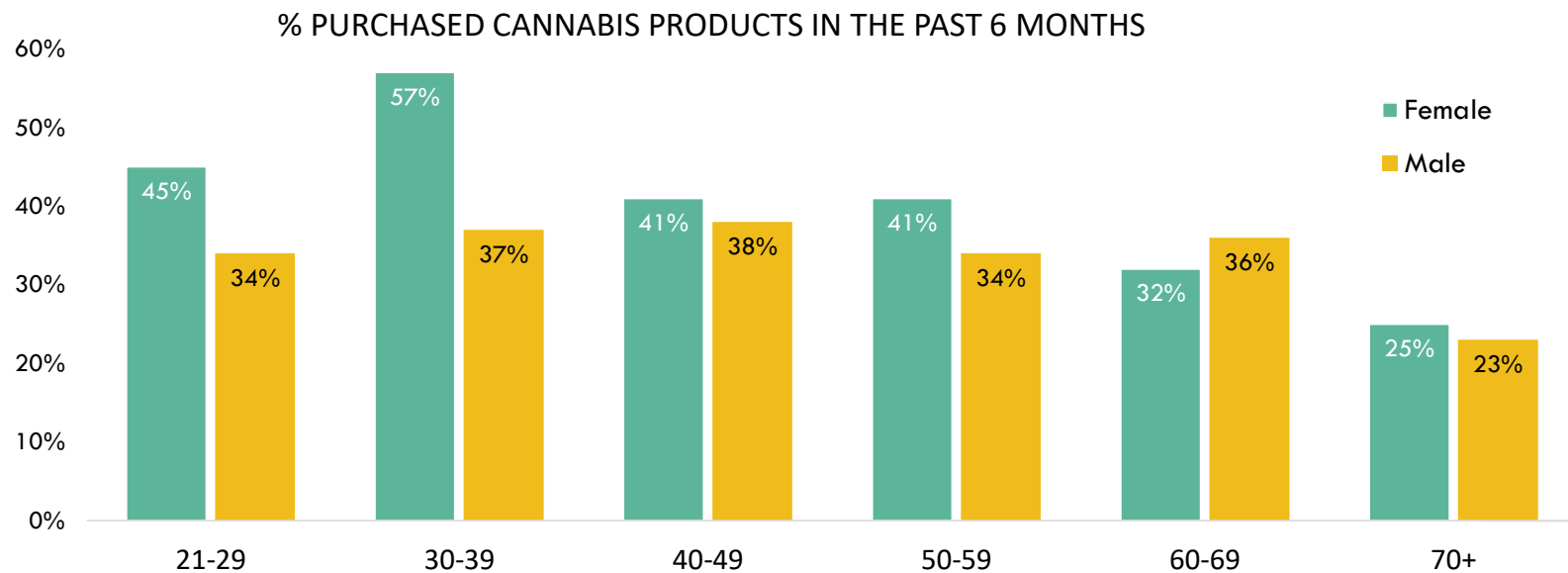
6 IN 10 CONSUMERS PURCHASED EDIBLES IN THE PAST 6 MONTHS

PRODUCTS PURCHASED BY CONSUMERS IN THE PAST 6 MONTHS



WOMEN AGES 30-39 ARE 54% MORE LIKELY THAN MEN THEIR AGE TO REPORT A RECENT PURCHASE

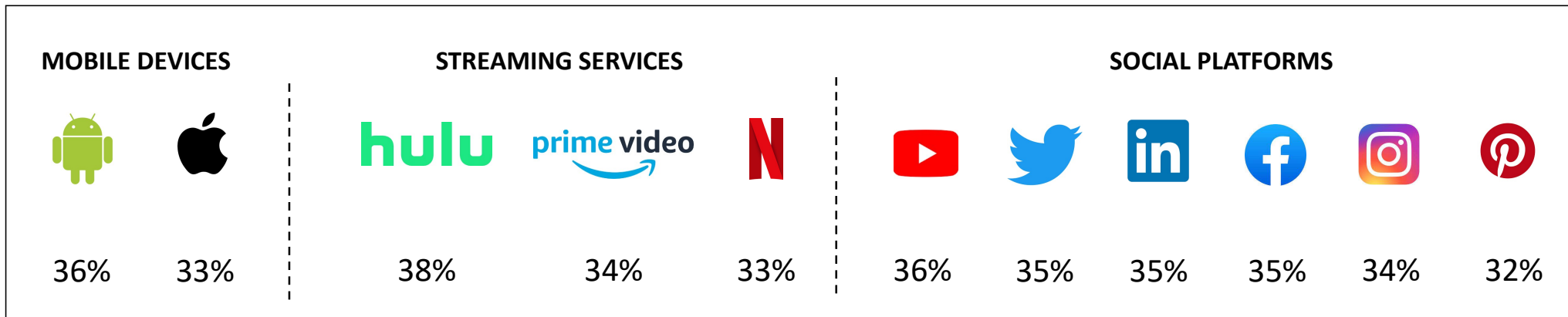
Women out-consume men across all age categories, except for 60-69. The peak age group for men, who display a more consistent pattern across ages, is 40-49.



HULU STREAMERS WERE PARTICULARLY LIKELY TO PURCHASE CANNABIS PRODUCTS

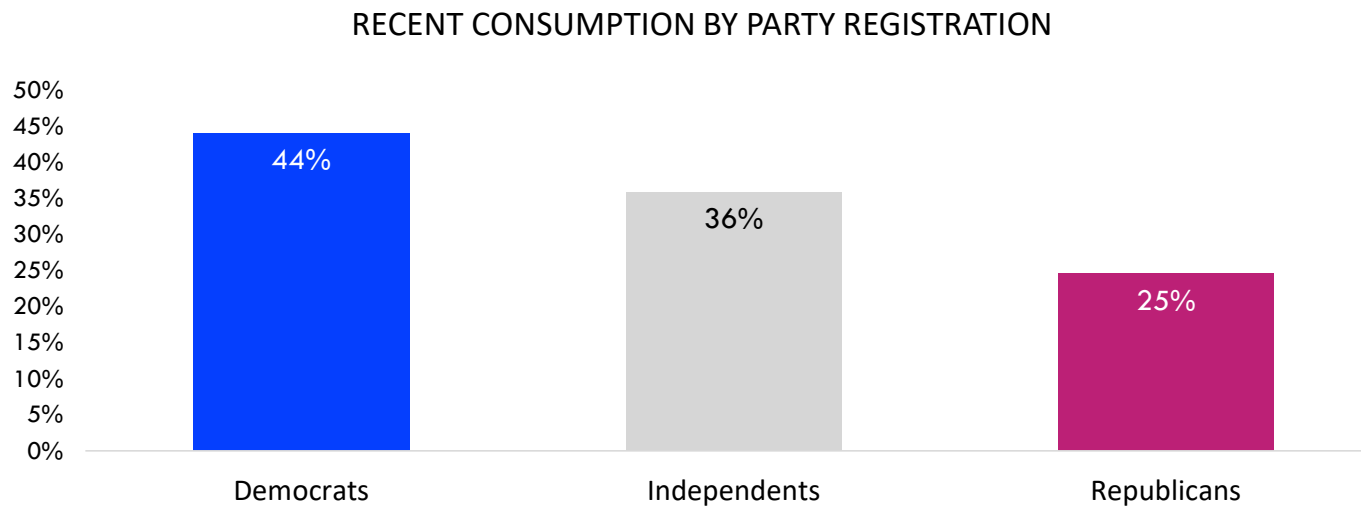
Users of Android devices and YouTube users were likewise more likely to make a purchase in the past 6 months than other technology users.

SHARE OF TECHNOLOGY USERS WHO PURCHASED CANNABIS PRODUCTS IN THE PAST 6 MONTHS



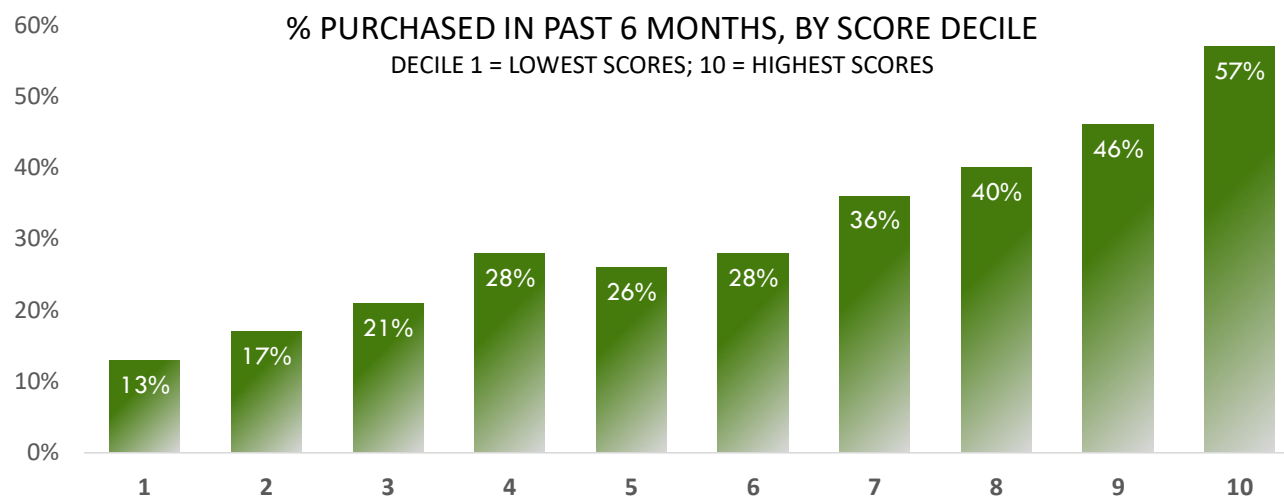
DEMOCRATS ARE 1.8X AS LIKELY AS REPUBLICANS TO PURCHASE CANNABIS PRODUCTS

As expected, partisanship is a significant predictor of likelihood to consume cannabis products, which is also affected by the fact that "blue" states have been first to legalize recreational use.



TOP STATARA “LEGALIZE IT” CONSUMERS ARE 4.2X AS LIKELY TO PURCHASE CANNABIS AS OTHERS

Statara has developed an algorithm that predicts a person’s likelihood to support cannabis legalization - for each of our Baked Audience members. 57% of those in the top 10% of our “legalize it” scores purchased cannabis products in the past 6 months – 4.2 times the rate among those in the bottom 10% of scores. These scores can be used to advertise to those top acquisition targets.



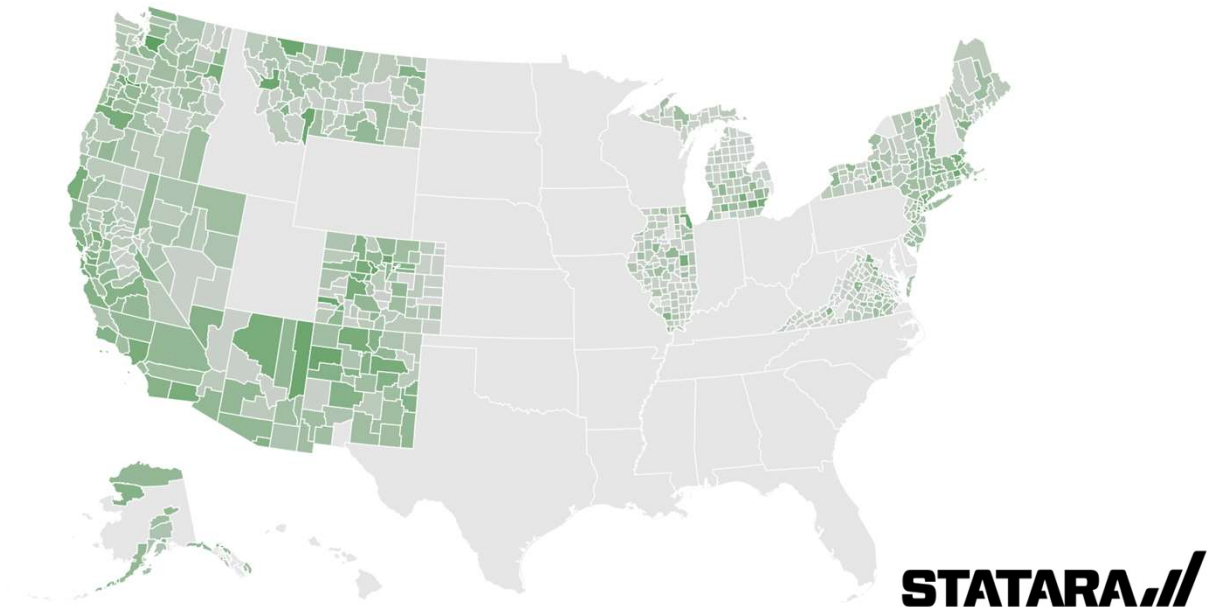
THE COUNTIES WITH THE HIGHEST RATES OF CONSUMERS IN THE U.S. ARE CENTERED ALONG I-95

Using results from the survey, Statara built a predictive model to anticipate consumption in all recreational-use states. New York County and the DC metro area rank highest in rates of consumption.

TOP 10 COUNTIES BY CANNABIS CONSUMER SCORE

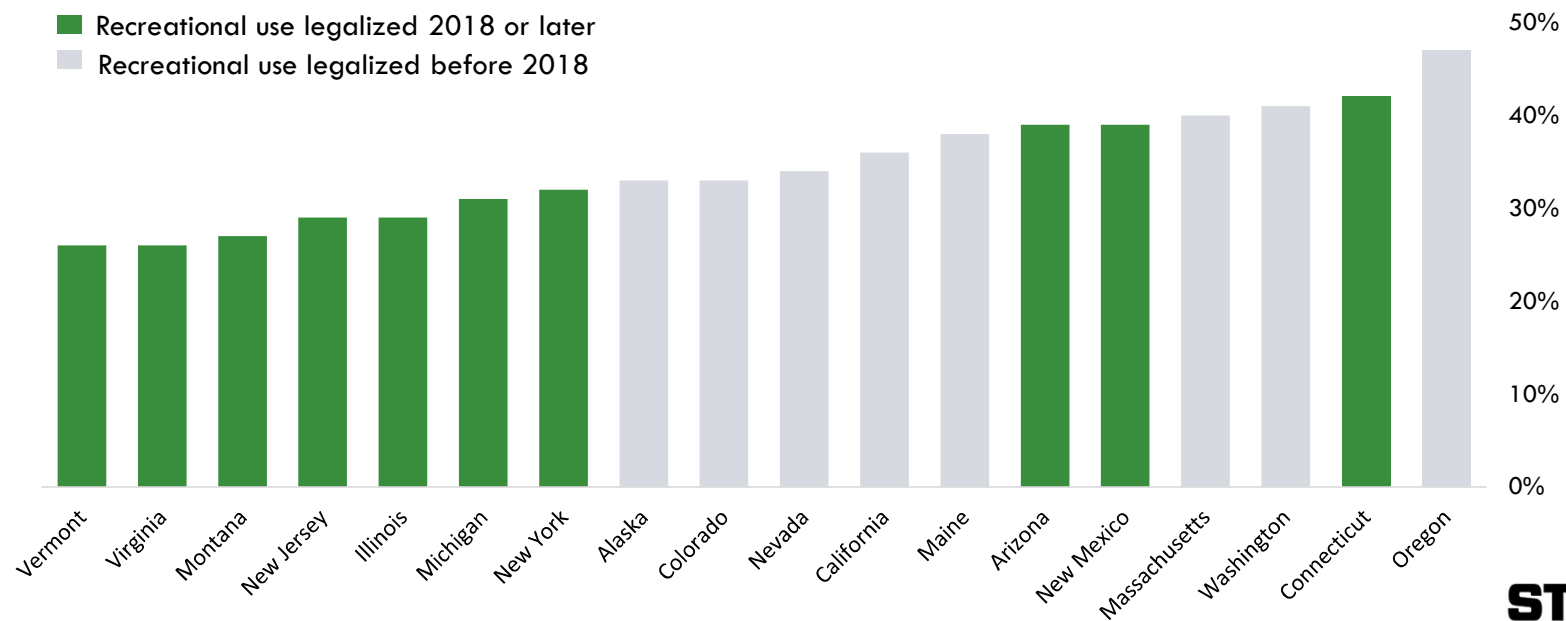
State	County
NY	New York
DC	District of Columbia
VA	Arlington
VA	Alexandria
VA	Charlottesville
MA	Suffolk
CO	Denver
OR	Multnomah
VA	Richmond City
CA	San Francisco

COUNTIES BY AVERAGE CANNABIS CONSUMER SCORE



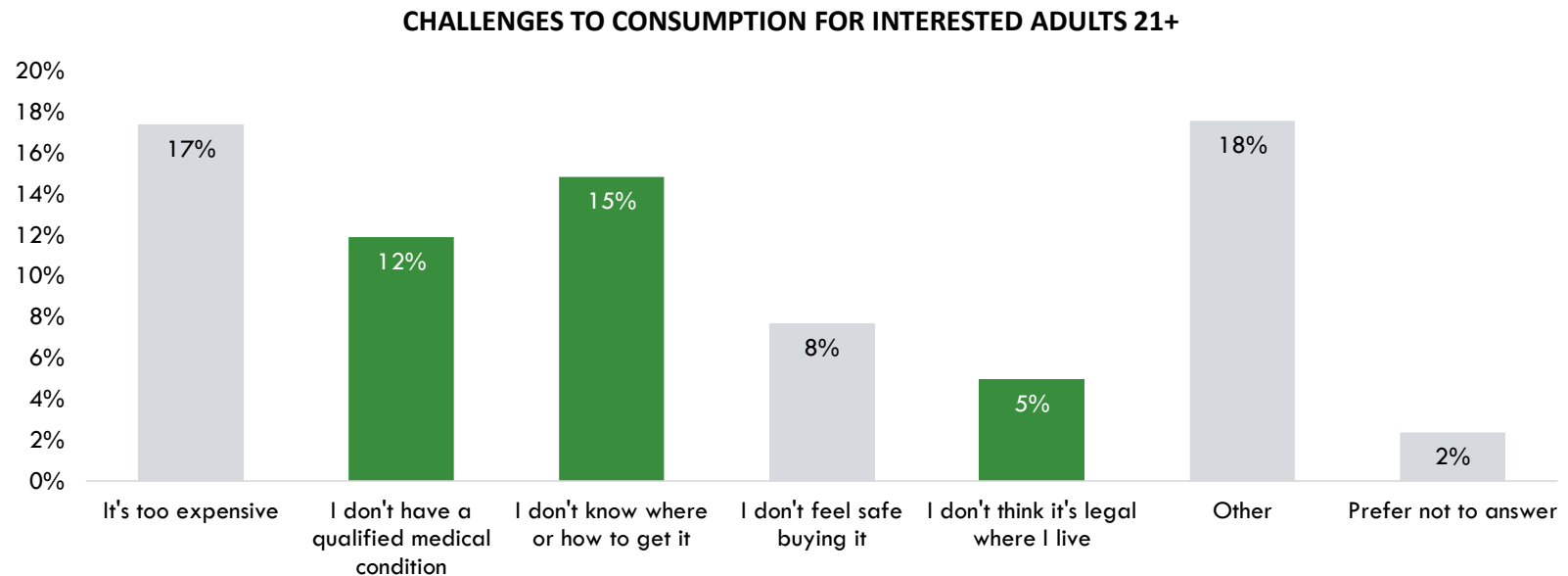
STATES THAT LEGALIZED MORE RECENTLY HAVE FEWER CONSUMERS ON AVERAGE

This could signal latent demand for cannabis products, and an opportunity to acquire new consumers through educational and product advertising.



UNCERTAINTY REMAINS A SIZABLE CHALLENGE TO NEW CUSTOMER ACQUISITION

17% of adults in recreational-use states who want to consume cannabis products are deterred by uncertainty about their options and legal rights.





CONSUMER PROFILES FOR CANNABIS PRODUCTS

STATARA //

EDIBLES

61%

of consumers
purchased in the
past 6 months

50MM

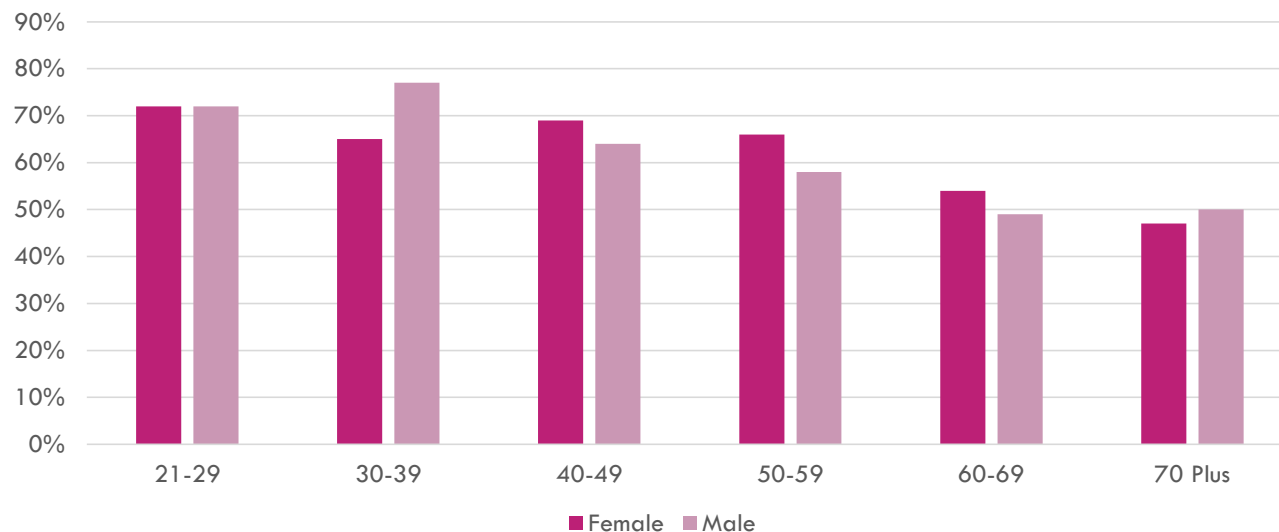
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

This “All American” product is popular with women and men ages 30-59 - but even more so with those ages 21-39.

Consumers tend to be college educated, urban, have a high income, lean Democrat or Independent, and be politically active.

EDIBLES PURCHASING BY CONSUMER AGE AND GENDER



EDIBLES

61%

of consumers
purchased in the
past 6 months

50MM

Age-verified
targets on the
Statara file

TOP STATES:

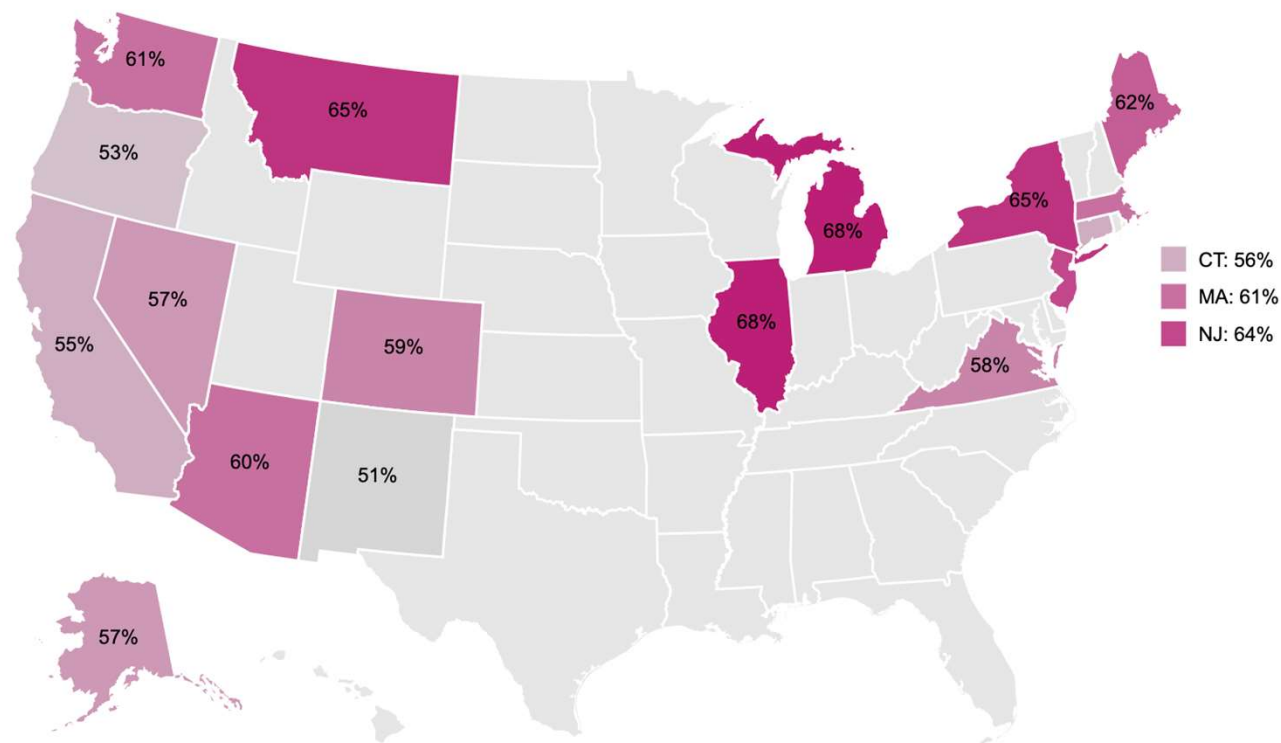
Michigan, Illinois, New York,
Montana, and New Jersey

INTERESTS:

DIY, outdoors activities, technology,
and culinary arts

MEDIA HABITS:

Heavy streamers (esp. Netflix and
Amazon Prime) and social media
users (esp. LinkedIn and Pinterest)



FLOWER

52%

of consumers
purchased in the
past 6 months

42MM

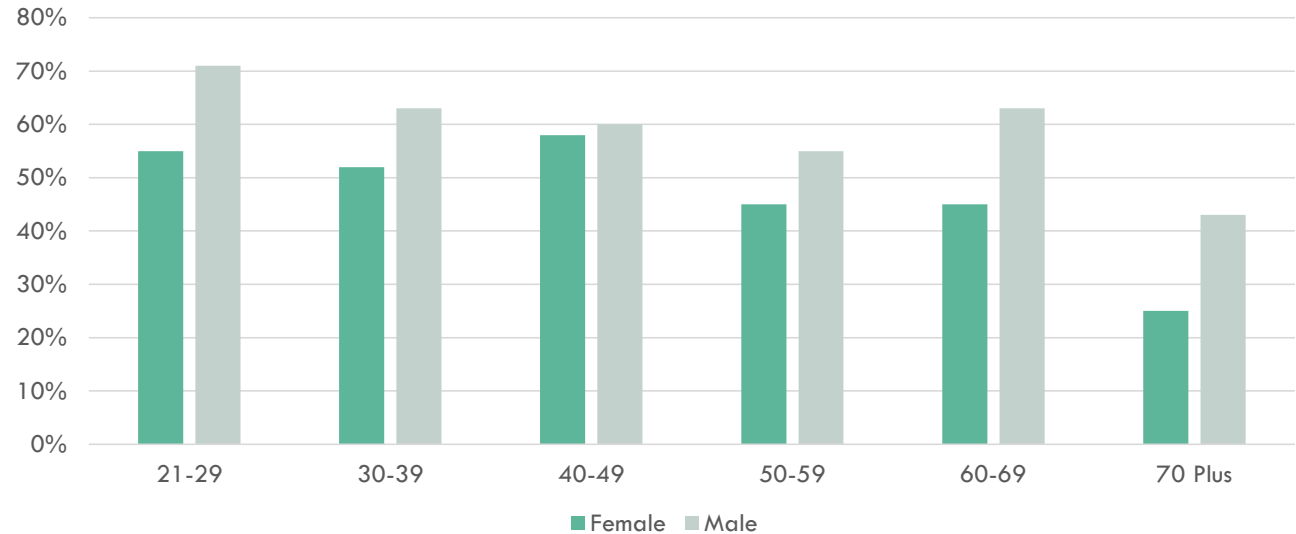
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

This traditional product is popular especially among men ages 21-39 & 60-69. There's a significant drop in consumption of flower after age 70.

Flower is well liked by non-college educated, rural, single, low-to-mid income, and those who are politically independent.

FLOWER PURCHASING BY CONSUMER AGE AND GENDER



FLOWER

52%

of consumers
purchased in the
past 6 months

42MM

Age-verified
targets on the
Statara file

TOP STATES:

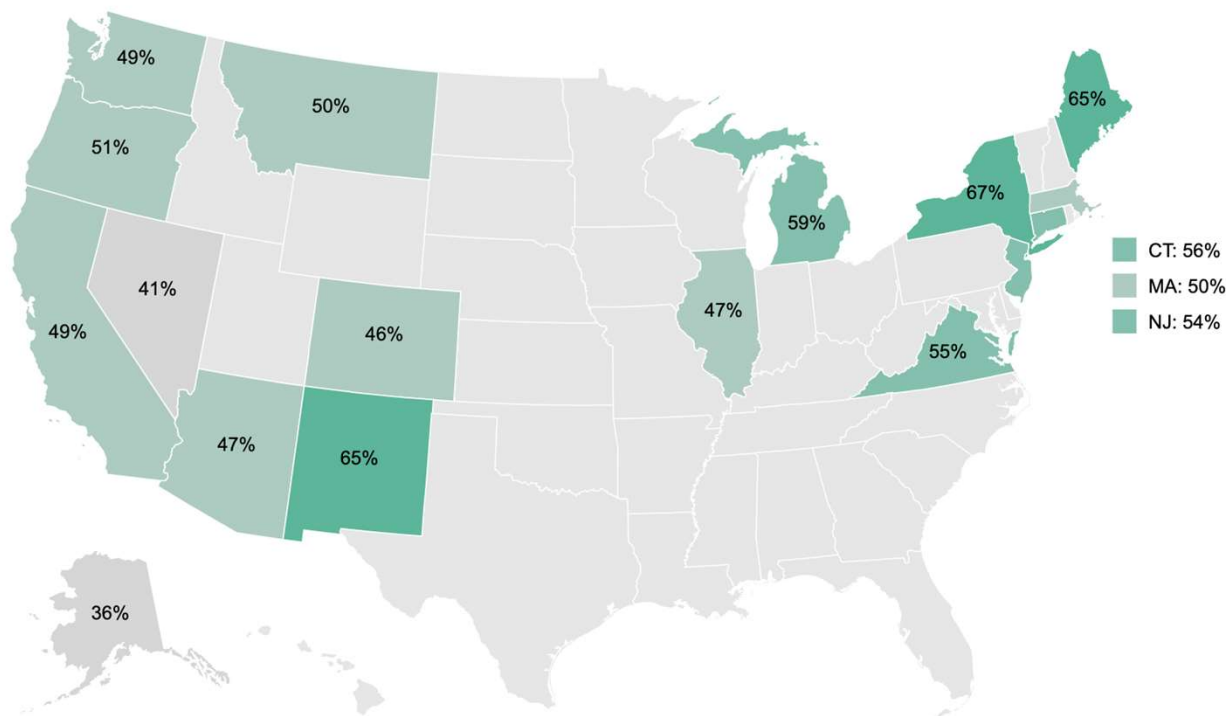
New York, New Mexico, and Maine

INTERESTS:

Fishing and hunting, personal finance,
motorcycles, and science

MEDIA HABITS:

Heavy radio listeners, present on
Facebook but light social media
users otherwise. They are less likely
to have iPhones than the average
consumer.



VAPE PENS

29%

of consumers
purchased in the
past 6 months

24MM

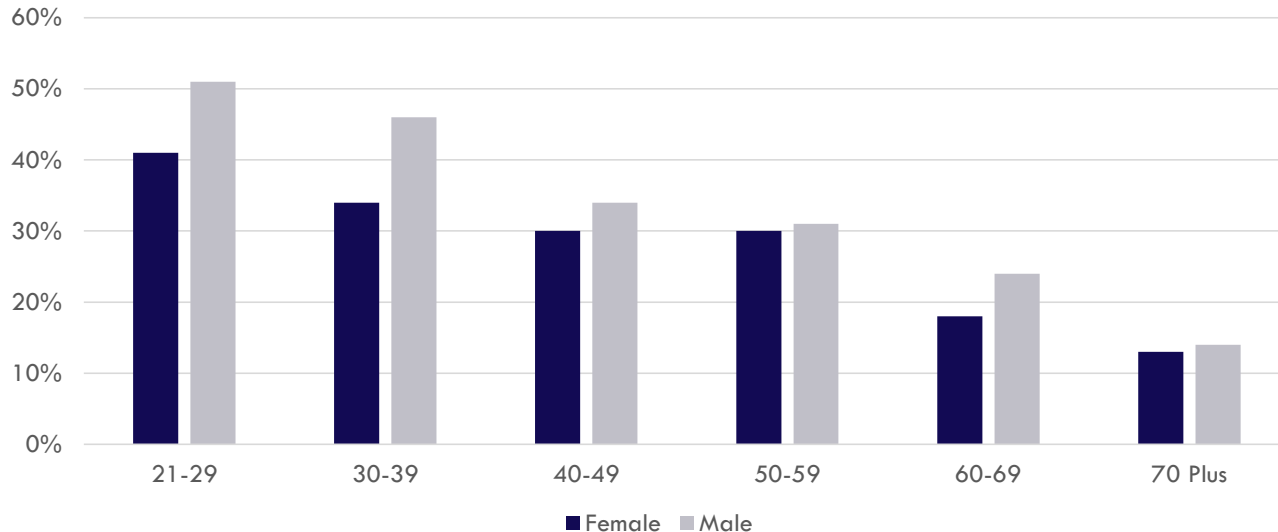
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

A favorite with younger men – those ages 21-30 are 3.6x as likely to consume vape pens than those 70+.

Popular with college graduates who live in urban and suburban areas and are on either side of the income range (<\$40k or \$250k+). They care about climate change but are politically inactive.

VAPE PEN PURCHASING BY CONSUMER AGE AND GENDER



VAPE PENS

29%

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24MM

Age-verified
targets on the
Statara file

TOP STATES:

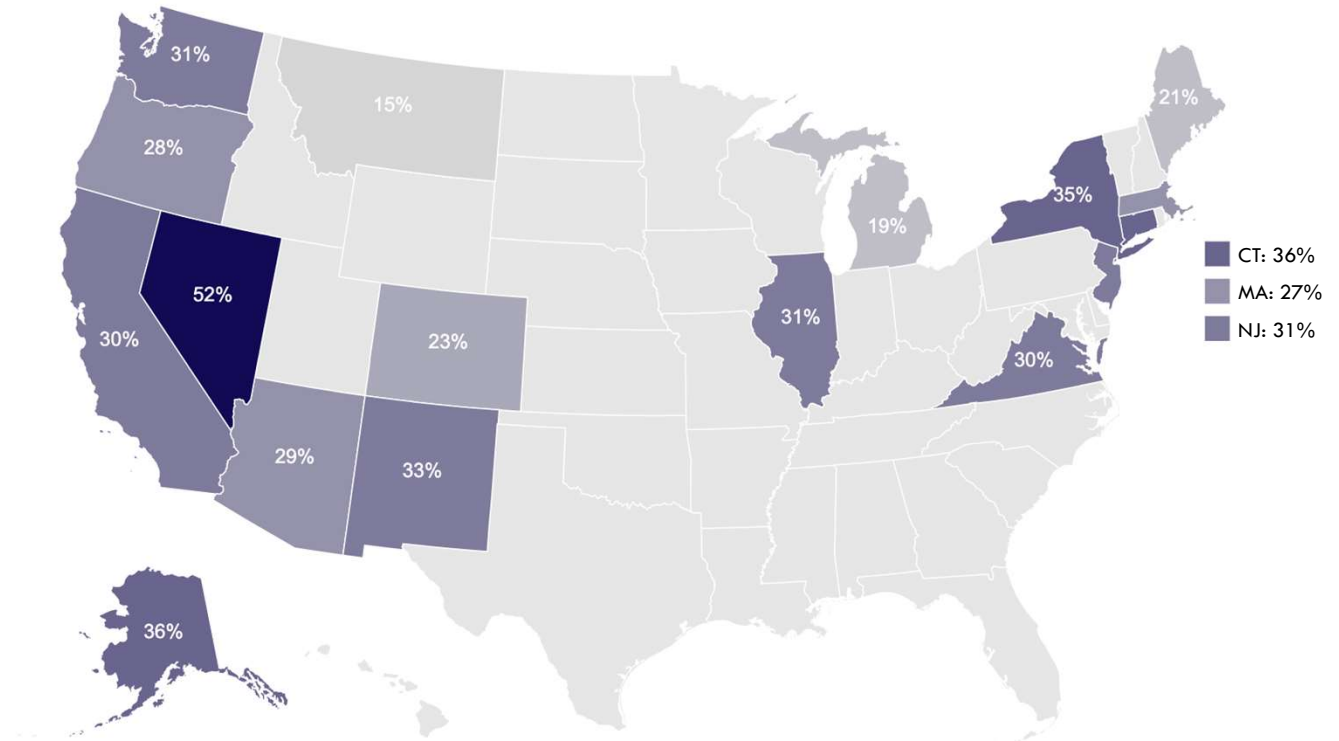
**Nevada, Connecticut, Alaska, and
New York**

INTERESTS:

Technology, science, and sailing

MEDIA HABITS:

Heavy radio listeners, streamers,
and social networks users (esp. IG,
LinkedIn, and Facebook)



TINCTURES & CAPSULES

20%

of consumers
purchased in the
past 6 months

16MM

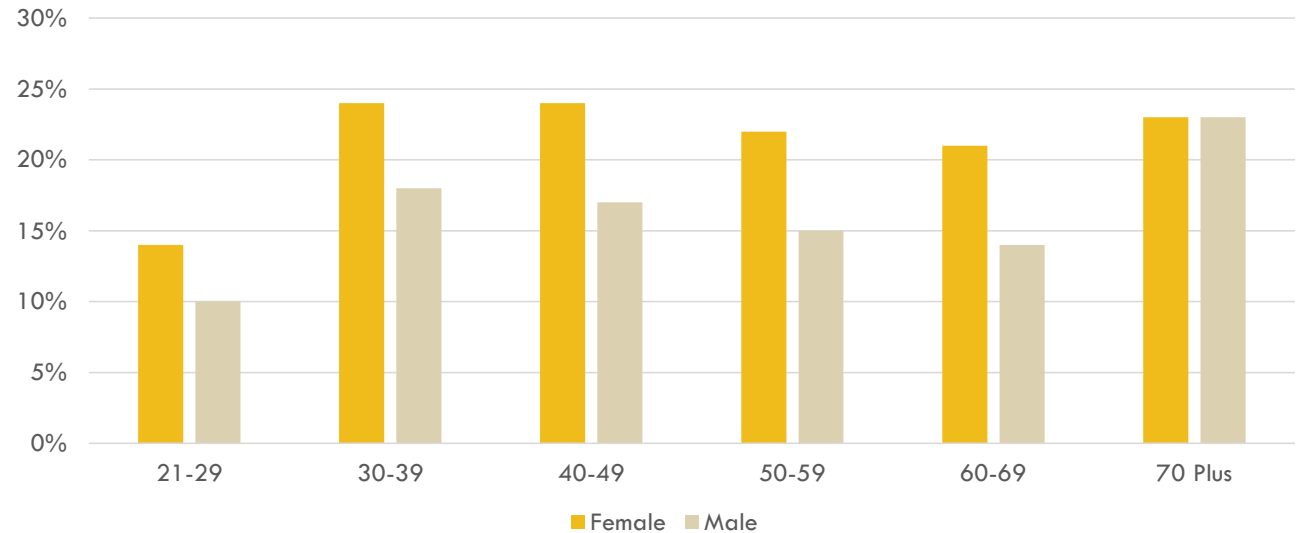
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

A favorite product category among female consumers – who are 35% more likely to consume it than men – and among both men and women 70+.

Tinctures and capsules are popular with college graduates earning \$75k-\$125k, who lean Democrat and are politically active.

TINCTURES & CAPSULES PURCHASING BY CONSUMER AGE AND GENDER



TINCTURES & CAPSULES

20%

of consumers
purchased in the
past 6 months

16MM

Age-verified
targets on the
Statara file

TOP STATES:

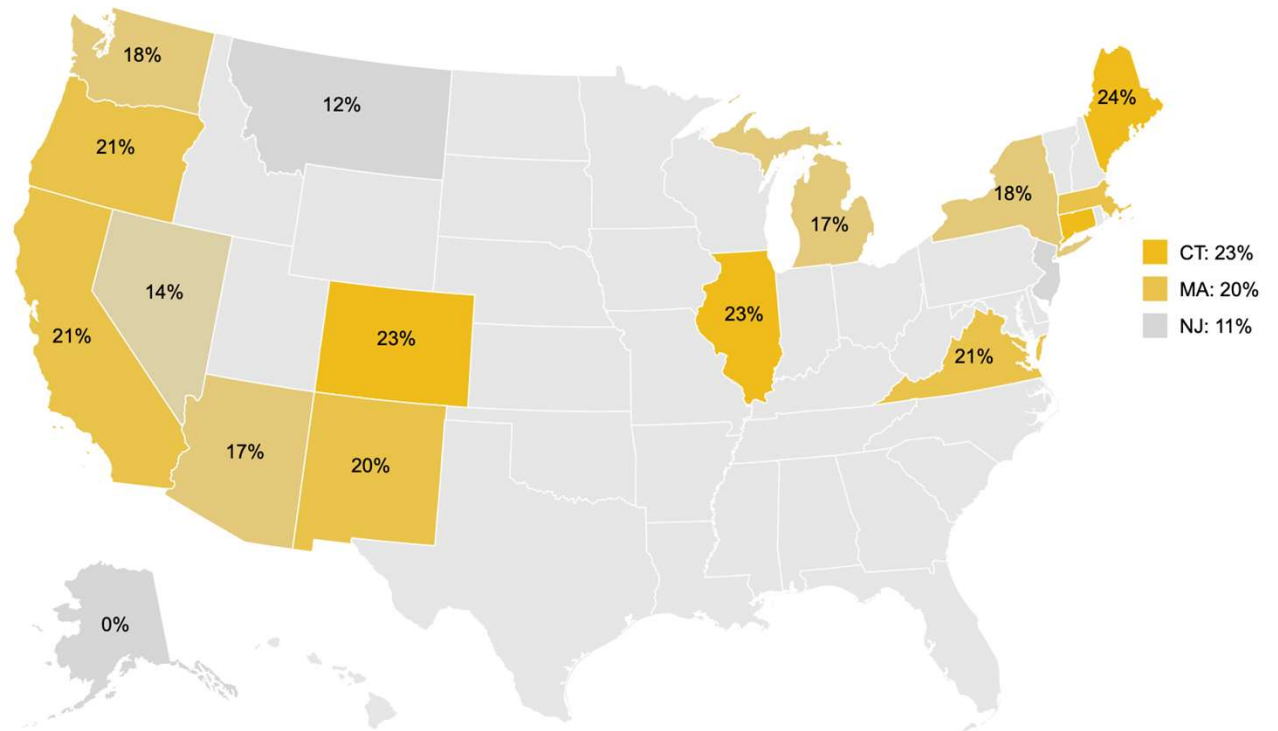
Maine, Connecticut, Illinois, and
Colorado

INTERESTS:

Apparel, cooking, beautify products,
fashion, gardening

MEDIA HABITS:

Read women's magazines, are heavy
Instagram users, and more likely to
use an iPhone than the average
consumer



TOPICALS & OTHERS

13%

of consumers
purchased in the
past 6 months

11MM

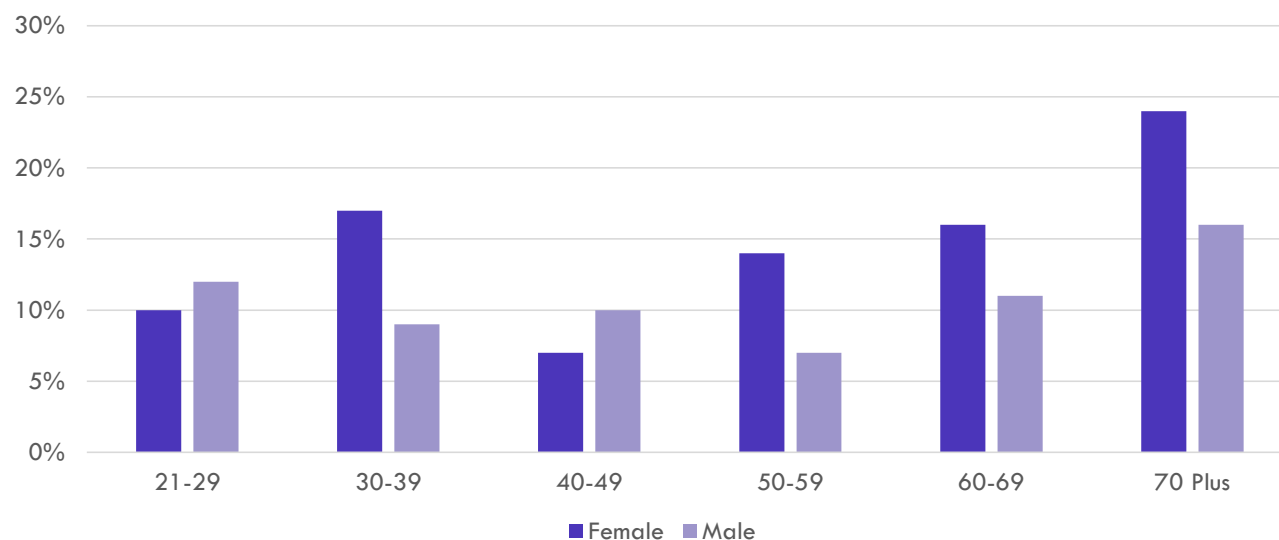
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

Nearly half of consumers of these products are age 60+, with 70+ y/o women **twice** as likely to purchase them as consumers ages 21-30.

This category is preferred by married homeowners living in less dense urban areas who have a graduate degree, at least one child in the home, and earn more than \$150,000 a year.

TOPICALS & OTHERS BY CONSUMER AGE AND GENDER



TOPICALS & OTHERS

13%

of consumers
purchased in the
past 6 months

11MM

Age-verified
targets on the
Statara file

TOP STATES:

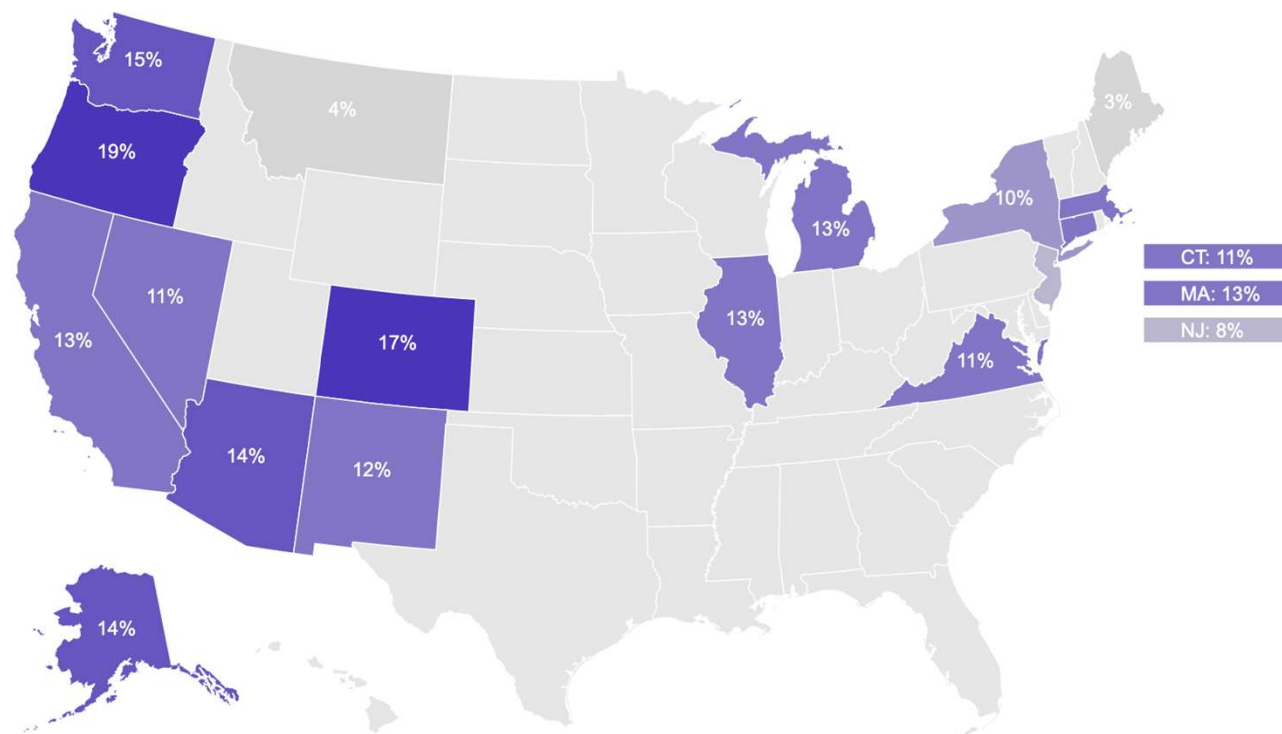
Oregon, Colorado, Arizona, Alaska

INTERESTS:

Apparel, cooking, crafts, gardening,
travel, women's fashion, basketball

MEDIA HABITS:

TV viewers who enjoy online
shopping



BEVERAGES

7%

of consumers
purchased in the
past 6 months

6M

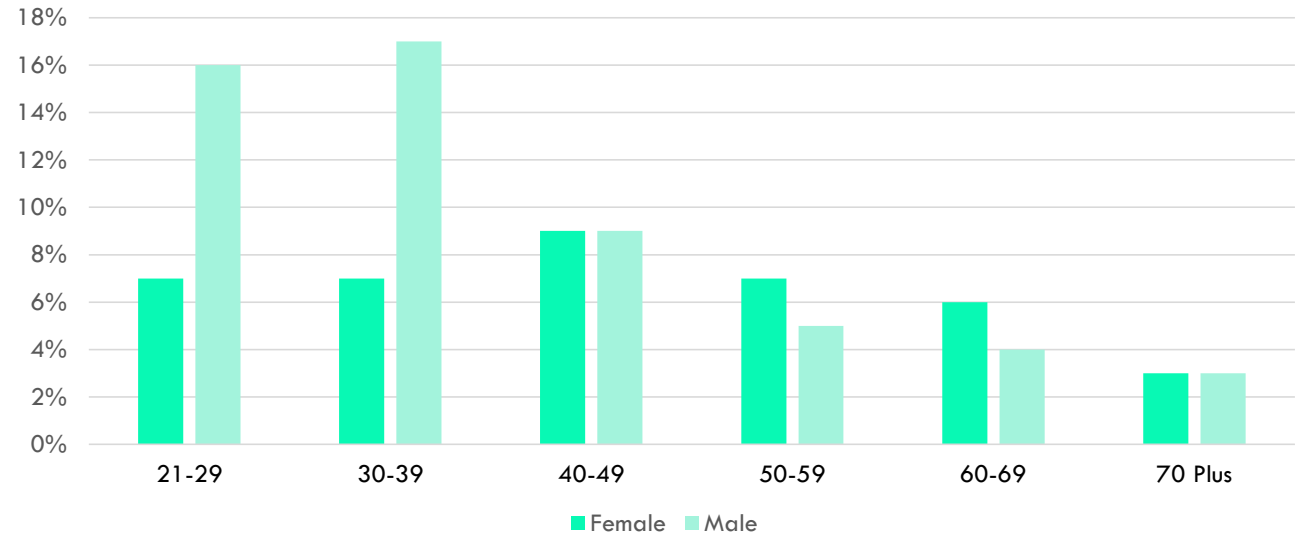
Age-verified
targets on the
Statara file

CONSUMER PROFILE:

The "youngest" product category, especially popular with men ages 21-39, who are 2.2x as likely to consume it as the average consumer.

Consumers are primarily college educated, single, suburban, with either lower (<\$40k) or mid-high income (\$100k-\$175k). They lean Independent, are politically inactive, and are more likely to have a veteran at home.

BEVERAGES BY CONSUMER AGE AND GENDER



BEVERAGES

7%

of consumers
purchased in the
past 6 months

6M

Age-verified
targets on the
Statara file

TOP STATES:

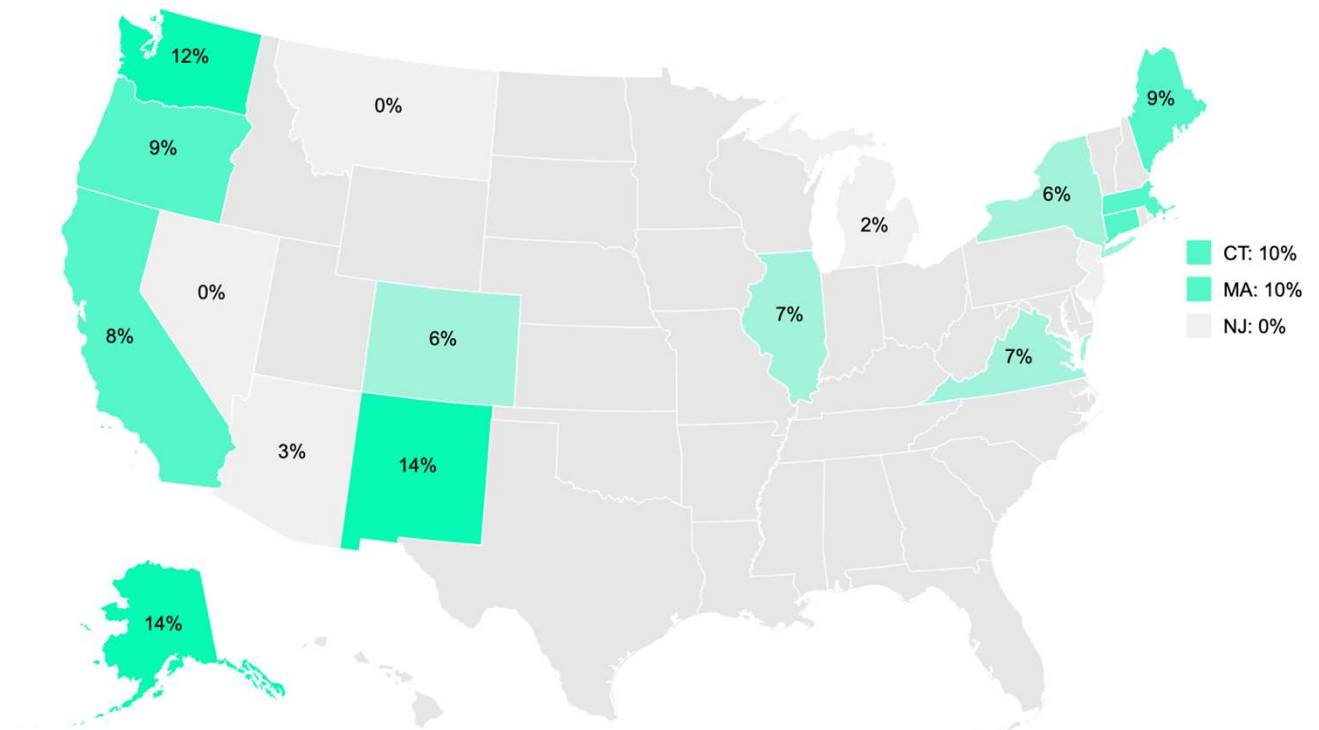
Alaska, New Mexico, and
Washington

INTERESTS:

Current events, gaming, outdoors,
motorcycles, boat sailing

MEDIA HABITS:

Newspapers consumers and heavy
social users (YouTube, FB, IG,
LinkedIn). They stream Netflix and
are more likely than average to own
an iPhone.



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FOR MORE INFORMATION, PLEASE CONTACT:

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