

CURE<sup>SM</sup> CANNABIS USER RESEARCH EVALUATION STUDY



Opportunity



Information



Action

**CATCH THE WAVE**

NEW MARKETS OPEN RARELY. When they do, they can provide unprecedented opportunities for entrepreneurs to create profitable new businesses.

In recent years, **over half of U.S. states and territories** have legalized cannabis consumption for either recreational and/or medical use, transforming what has been a highly localized, limited market with a

narrow range of legal peripheral products into much deeper and broader business opportunities.

While much attention has been focused on grows and dispensaries, equally robust markets for medical treatment utilizing CBD, Marijuana Infused Products (MIPs) and retailers of accessories are growing at exponential rates.

**HARNESS KNOWLEDGE**

The more you know when you are trying to make the most from an opportunity, the more likely you are to achieve your objectives.

The single biggest stumbling block for new enterprises in any segment – but especially in an emerging market – is that so much gets done by guesswork. Understanding consumer preferences,

spending patterns and brand perceptions can help you plan for wise investment and strategic growth. Successful players in established industry sectors rely on solid market research for a wide range of purposes:

- » **Consumer insights**
- » **Product planning**
- » **Inventory management**
- » **Promotion**
- » **Package design**
- » **Retail perceptions**

**GET THE CURE<sup>SM</sup>**

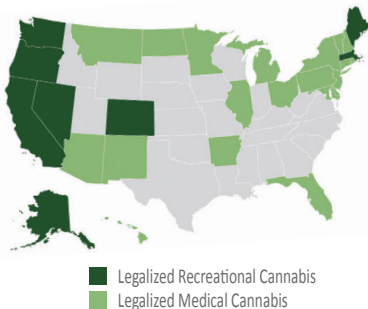
The first step to putting your new business on a secure footing is to understand what customers want. There's no such thing as, "build it and they will come."

While your vision is important, the most successful businesses are built to customer specifications. Whether you are, or plan to be a manufacturer, distributor or retailer, a revealing snapshot of cannabis consumers and their preferences will give you an advantage in this exciting new environment.

**CURE<sup>SM</sup> (Cannabis User Research Evaluation)** from Beta Research is the first comprehensive study of its kind for the cannabis industry. The study profiles statistically significant current and prospective cannabis user groups nationwide.

CURE<sup>SM</sup> reviews five critical areas to provide an inclusive overview of customer identity and inclinations:

- » **Usage profile:** Health Conditions | Medications for Treatment | Frequency of Use | Spending Profile | Preferred Means of Acquisition
- » **Accessories overview:** Concentrate Devices | Grinders | Wraps | Papers | Pipe/Bowl/Etc. | Brand Perceptions | Packaging Preferences
- » **User psychographic:** Leisure Activities | Social Activities | Industry-Related Media Usage
- » **Patterns by residency:** Legal States (both medical and recreational) | Legal States (medical only) | Yet To Be Legal States
- » **User demographics:** Age | Gender | Marital Status | Employment | Income



**GO BEYOND**

Once you have leveraged the CURE<sup>SM</sup> Study's foundational information to expand your opportunities, you can go even further. Custom research can let you dig into critical details that can help you discover, understand and hone your unique selling proposition to succeed in this ever-changing market.

Beta Research can help you design, execute and leverage:

- » **Competitive analyses**
- » **Price elasticity tests**
- » **Retail studies**
- » **Taste tests**
- » **Concept tests**
- » **Market studies**
- » **Segmentation studies**
- » **Customer surveys**

**BETA RESEARCH** is a family-owned, full service provider of custom research that helps organizations make smarter strategic choices. Beta was founded in 1970, and has offices in New York, Boston and Philadelphia. Our expert staff uses a range of methodologies — quantitative and qualitative, traditional and cutting-edge — to obtain information our clients need when making key decisions. Beta Research is a certified woman-owned business and parent company of Erdos & Morgan Inc., a market leader in media research.

**CONTACT**  
David March  
VP, Sales and Marketing  
t 201.236.0469 | f 201.236.1731  
dmarch@betaresearch.com