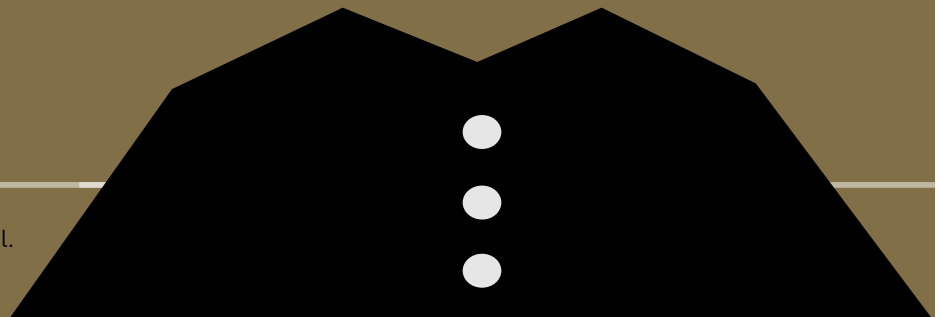
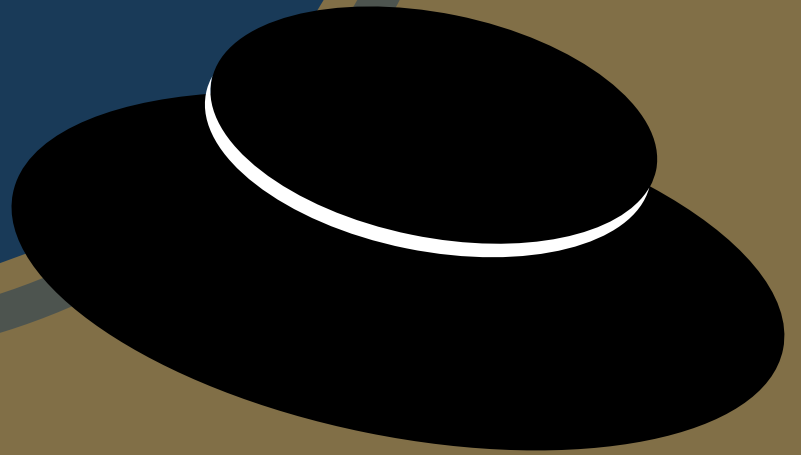


LEVERAGE THE POWER OF THE DATA

B2B, Consumer & Advocacy Insights



THE POWER OF DATA

The Women in Cannabis Study has collected a significant amount of insight about the women working in the industry.

With 100+ data points, 973 success definitions, and more than 370 stories, we couldn't fit everything into this initial report!

The Study provides comprehensive, in-depth data on over 1,600 women: their cannabis use, their personalities, their sacrifices, how they define success for themselves.

This is the type of information that is used by analysts, strategists, account planners, branding and marketing executives to define a market entry strategy, build a strategic business plan, define consumer personas and develop a data-driven marketing plan.

Leveraging data and research is a solid way to identify new market opportunities and new customers. Market insights can help you adapt and change at a rapid pace, making it more likely to craft successful sales and marketing strategies.



[Get in touch for more information](#) >

- Custom Reporting
- Strategic Guidance & Coaching
- Webinars & Speaking Engagements



DIVE DEEPER INTO THE DATA

B2B RESEARCH

Profiles of women at the top of plant-touching and ancillary businesses in the cannabis, CBD and hemp industries.

- Business owners
- LGBTQ business owners
- C-level/VP/Directors
- Board Members, Advisors & Investors

CONSUMER- FOCUSED

Profiles of heavy users and early adopters of cannabis:

- Medicinal vs. Non-medicinal cannabis users
- Smokers vs. vapers vs. edible consumers
- Marginalized populations
- Adult-use vs. medical vs. illegal states

ADVOCACY & POLICY

Women's experiences in the workplace with respect to equity, discrimination and harassment.

- By political party/interest in voting
 - Marginalized populations
 - Adult-use vs. medical vs. illegal states
 - State comparisons: California, Oregon, Colorado, Washington, Massachusetts, Maine
-

AVAILABLE DATA: WICS

DEMOGRAPHICS & PSYCHOGRAPHICS

- Identity: age, gender expression, sexual orientation, race/ethnic identity, veteran status, disability
- Geography: legal status of state of residence
- Education: years in school, professional licenses and/or degrees, job skills/expertise
- Politics: political party, whether active voters
- Personality: archetype, values, personality
- Employment: career stage, # years working in cannabis

PERSONAL CANNABIS USE

- Frequency of use
- THC/CBD preference
- Reasons for use: general health, medicinal, recreational, etc.
- Preferred method of use: smoking, edibles, vaping, etc.
- Cannabis use at work: use during the workday and acceptability in the workplace
- Experience with shame and stigma: for cannabis use, for working in the cannabis industry
- Whether they believe cannabis use is a prerequisite for working in the cannabis industry

PATH INTO THE CANNABIS INDUSTRY

- Prior experience: education/degrees, job experience
- Motivations for entering the cannabis industry
- Reasons for working in cannabis
- Barriers to entry: for women in general, for “me”
- Sacrifices made in order to work in the cannabis industry
- Current employment status in cannabis: industry sector, job title, leadership positions



AVAILABLE DATA: WICS

EXPERIENCES IN THE WORKPLACE

- Workplace facts: job title, number of people at company, benefits offered, average # of hours worked weekly
- Job skills and education: whether they find their current skills and education valuable
- Equity: whether women are treated equitably in their workplace
- Sexism: incidences of unconscious bias and discrimination
- Sexual harassment: incidence in the cannabis industry vs. while working in other industries, relationship to the perpetrator
- Bullying: whether women experience support from other women

EQUITY, INCLUSION & ALLYSHIP

- Equity: availability of opportunities for advancement, promotion, success, leadership, pay, mentors or sponsors
- Male allyship: whether support from male allies is a factor for women's success
- Women supporting women: ways that women support each other
- Mentorship: whether women are interested in having or becoming a mentor

PERSONAL SUCCESS MEASURES & SELF-CARE

- Measures of success: their definition of success and whether they consider themselves successful
 - Education: types of education that have been valuable to their career
 - Balance & self-care: how they unwind, whether they get enough time to themselves, whether they have support at home
-

AVAILABLE DATA: ACTIVE & CURIOUS

DATA POINTS	CURRENT	CURIOUS
Substances used (tobacco, beer, wine)	×	×
Interest in psychedelics	×	×
Frequency of cannabis use	×	
Frequency of cannabis purchase	×	
Monthly spend on cannabis	×	
Where cannabis is purchased	×	
THC/CBD preference	×	×
Cannabis use during COVID (more/less)	×	
Cannabis/CBD usage at work	×	
Activities associated with cannabis	×	
Feelings associated with cannabis	×	
Medical reasons for use/Reasons to consider for medical use	×	×
Use of medical cannabis as substitute for other substances (Rx, OTC, etc)	×	
Preferred method of consumption for medical cannabis	×	
Non-medical reasons for cannabis use/Reasons to consider	×	×
Non-medical cannabis substance substitutions (Rx, OTC, alcohol, tobacco, etc)	×	×
Preferred method of consumption for non-medical cannabis	×	
Edible preference (21 different edible forms)	×	×
Purchase decision factors (value, brand I trust, etc)	×	
Most interesting method of cannabis consumption		×



5 Reasons Why Successful CPG Cannabis Brands Leverage Consumer Insights Work

1 Cannabis Retail is Constantly Changing, and More Than Ever, Buyers **Depend on Insights** to Make Decisions

Brands that win shelf space consistently organize and present information that retail buyers demand from vendors today. They align sales, marketing and analytics around the same perspective, so buyers are presented with a unified message that confirms a brand's value to the category.



2 Cannabis Companies Increasingly Operate Under a Mandate of **Doing More With Less**, but the Expectation for **Sales Growth** Hasn't Changed

Due to budget shifts, focus on business agility, and a move toward smaller cross-functional teams, CPGs are modernizing to accomplish more with fewer resources.

Knowing what your consumer's need is only achieved with market research.

Equipped with insights, you can design a brand that fits the needs of the consumer and helps you stand out.



3 CPG Teams Want the **Power of Modern Technology Tools** to Compete at Their Highest Levels

Given the increasingly competitive CPG landscape in cannabis, salespeople and analysts need autonomy and ownership to take control of their areas of responsibility. Empowering your teams with Mosaic Insights analysis gives them the tools they need to act fast with key insights that tell your brand's strongest stories to buyers.



4 Successful CPGs **use consumer focus groups** to Drive Smart Growth

The key to successful, actionable insights is removing the friction between data and insights. Whether you have access to several expensive data packages, or operating on smaller budgets with fewer data sources, the ability to find and focus on key insights is paramount. Insights are the building blocks for your best sales stories, which are what retailers need to make informed buying decisions.

5 Mosaic Insights enables marketing teams in cannabis to have the insights they need to **Achieve Goals and Grow Market Share**

- We speak directly to your target consumers to talk about your brand.
- CPG expert moderators.
- We host focus groups and quantitative research.
- We conduct our research around the globe.
- Fast and easy service and a professional team who understands your business needs.



Learn more about how Mosaic Insights can supercharge your organization today. Contact us for a guided tour, or book a demo on mosaicinsights.io and see for yourself how working with Mosaic Insights can drive success for the fastest growing CPGs brands in cannabis.

REPORT CHAPTERS

Interested in learning more? Download additional results at womenincannabis.study/study-chapters.

Introduction

Methodology

Who are the Women Working in Cannabis?

Which Roles do they Play in the Industry?

Why Work in Cannabis?

What Relationship Do Women Have with Cannabis?

What are the Barriers to Success?

What Else Holds Women Back?

BIPOC Women in Cannabis

LGBTQIA+ in Cannabis

How do Women Define Success?

We Have the Data, Now What?

Leverage the Power of the Data

Profiles of Women in Cannabis

Contributors

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THANK YOU

WOMEN IN CANNABIS
a Living History

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