

METHODOLOGY



METHODOLOGY: MULTIPLE SOURCES

This report uses data from two sources, the Women in Cannabis Study and a study of Current & Curious Consumers in legal states.

The Women in Cannabis Study is a mixed-methods research project intended to document the stories of women currently working in the cannabis, CBD and hemp industries to improve equity and inclusivity.

- 90-question, 15-minute quantitative survey via SurveyGizmo/Alchemer
- 30-minute qualitative interviews via Zoom
- 16 video interviews with Industry Insiders – filmed in partnership with Windy Borman, award-winning producer of *Mary Janes: The Women of Weed*

A total of 1,677 respondents began the survey and 820 completed all questions.

An overwhelming number of women (63% of those who completed the study) were interested in a 30-minute follow-up interview, but due to time and budget restraints, we were unable to interview everyone.

- A representative sample of 23 respondents were chosen for the interview based on demographics and the type of story they wished to tell.



METHODOLOGY: WICS

Our goal was to recruit a representative sample of women currently working in the cannabis industry.

Between November 2019 and March 2020, we recruited women to participate through word-of-mouth and social media channels such as LinkedIn, Facebook and Instagram.

In addition, we spread word of the study through speaking engagements, interviews and other media opportunities.



METHODOLOGY: CURRENT & CURIOUS

In Q4 of 2020, we partnered with [Fordis Consulting](#) to understand cannabis usage for “Active” and “Curious” consumers.

The information gives detailed data around the behaviors, demographics, and mindset of current cannabis customers in legal cannabis states. This data also provides context and comparison for the usage data of “Industry Insiders” from the Women in Cannabis Study.

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- The survey ran from October 23, 2020 to January 8, 2021
- Respondents were recruited using Qualtrics in legal states: AK, AZ, CA, CO, IL, ME, MA, MI, MT, NV, NJ, OK, OR, SD, VT, WA, DC
- Those in non-legal states and those with no interest in trying cannabis were disqualified.

9,096 TOTAL RESPONDENTS

	TOTAL	F
Active: consumed in past 3 months	4,578	2,451
Curious: tried before, willing to try again	3,116	1,883
Curious: never tried before, willing to try	1,402	872

The quantitative study dives into cannabis usage including:

- Demographics: identity, education, # of children in household
- Frequency of use, reasons for use/to consider (medicinal/recreational)
- Preferred/Likely methods of consumption
- Monthly spend, purchase locations, feelings/activities associated with use
- Purchase decision factors: brand I trust, value, THC content, effect, taste, etc.
- Substances: other substances used, interest in psychedelics, cannabis as substitute for pharmaceuticals, etc.

Questions mirror the Women in Cannabis Study



LIMITATIONS & FUTURE RESEARCH

The Women in Cannabis study seeks to better understand the women who choose to work in cannabis.

The data in this report does not necessarily represent ALL women who work in cannabis, nor does it capture the full range of harassment that Women of Color and the LGBTQ+ community experience, but it's a place to start.

The sample is underrepresented with younger women and those in entry-level and mid-management positions.

Our original intent was to institute a longitudinal study to measure change over time. This data was meant to be the baseline.

For the next round of research, we plan to address the limitations of this study, as well as to accomplish the following:

- View the change from pre-pandemic to our current reality
- Open the research to all people working in cannabis to provide comparative data between genders
- Understand the direction the industry is going – is it getting better or worse for women and minority groups?





MY DEFINITION OF SUCCESS...

So this survey, centers my woman-ness, but not my blackness, so some questions are hard to answer.

I define success as being able to make a difference, building a practice in cannabis that wasn't a thing 5 years ago, cannabis social responsibility (CSR), getting to make an impact in terms of policies that impact people's lives (expungement, support for social equity efforts, supporting communities and pro-planet practices, etc.)

I am free to use my creative abilities and policy experience to learn how to translate these skills to a social venture in an industry that is creating itself.

I am asked to weigh in my expertise, and I am in community with people – mostly women and women of color who literally inspire me daily. That is success.

CEO, COLORADO



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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