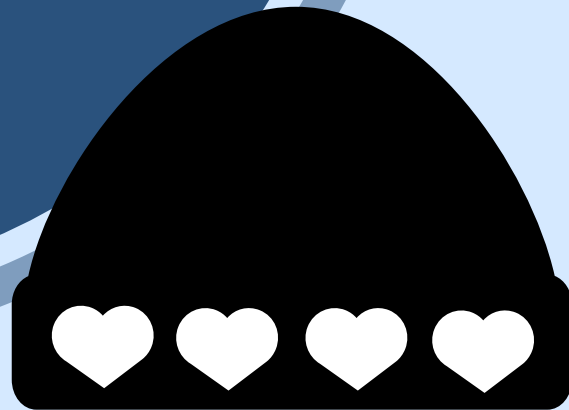


WHAT RELATIONSHIP DO WOMEN HAVE WITH CANNABIS?



INTRODUCING “INDUSTRY INSIDERS”

Knowing most study participants have a passion for the plant, we wanted to find out just what that looks like.

We asked about cannabis routines and preferences, as well as whether consumption was obligatory in order to succeed in this space. We took a look at perceptions of cannabis from both “Industry Insiders,” who were deemed as regular consumers, and “canna-curious” women who may have little to no personal experience with the plant.

An overwhelming number of survey respondents (over 90%) said they consume cannabis at least once a month; over two-thirds said they’re daily users. This is higher than the typical average found among “current consumers” in legal states. Most participants indicated they consume cannabis to gain health benefits, regardless of whether they were registered medical patients. And while cannabis consumption isn’t necessarily mandatory to work in our industry, a large number of respondents felt a personal connection to cannabis helps you thrive.

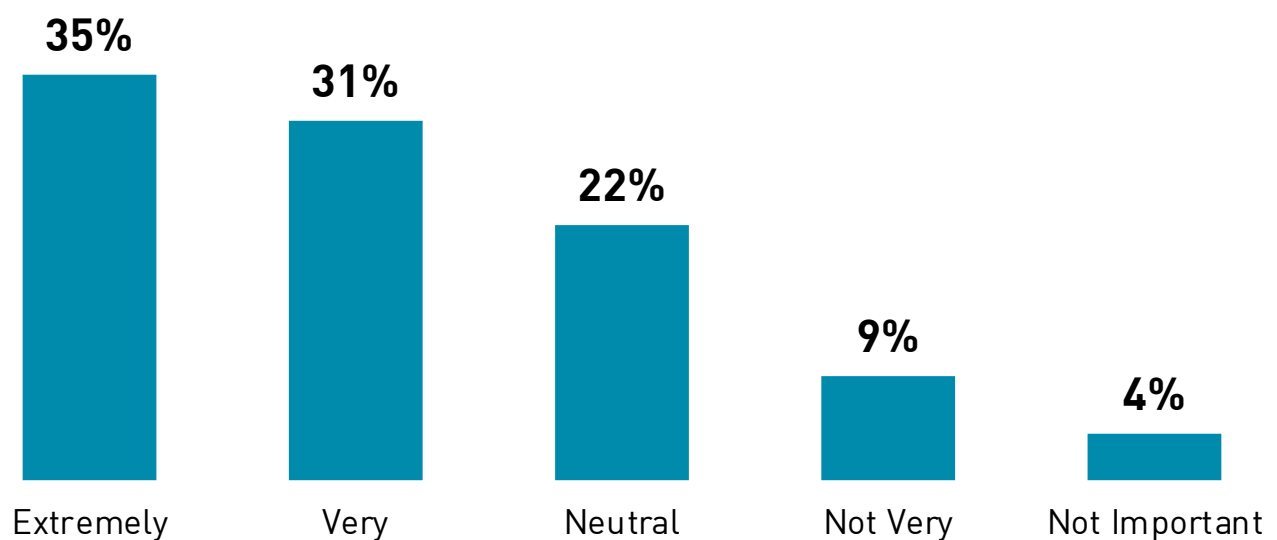
This section examines how the women in cannabis interact with the plant and to what degree. The multitude of reasons behind why they consume cannabis are indicative of a deeper understanding of its benefits (at least among Industry Insiders) — sure the plant can get you high, but its abilities go far beyond the typical buzz.

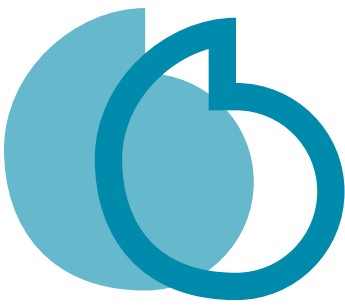


IS CONSUMPTION REQUIRED FOR SUCCESS?

We asked respondents whether they thought personal experience with cannabis consumption is important to success in the industry.

The majority – 66% agree.





IN MY WORDS...

This really depends on what portion of the industry you are in.

My boss owns a cannabis dispensary and doesn't consume cannabis.

It's a HUGE problem, from how she views patients to her lack of knowledge of the products she has for sale to her lack of understanding of what products consumers need.

This level of interaction REQUIRES personal experience.

I do not believe those working in ancillary or financial/legal functions require personal cannabis experience.

CANNABIS CAREGIVER, ME





IN MY WORDS, IT DEPENDS...

Though it depends on your role in the industry. In my position and those I most frequently work with it is not important.

But, not being accepting of others partaking can and should limit one's success in my opinion.

CEO, CO

You may not need it for success but understanding the culture and why it's important to people is important.

Too many dismiss this as irrelevant which is absurd.

If you're not interested in why cannabis use is important to people, regardless of your own use or nonuse, you're in the wrong place.

BUSINESS DEVELOPMENT, MD

Depends on the position they hold in a company.

Sales YES.

PRESIDENT, OR

It isn't for everyone.

With that said, I think it is important that they have personal experiences, like family medical use, etc.

I do have a problem with opportunistic capitalists that look down on cannabis and see nothing but dollar signs.

BS DETECTOR, CA

Experience with consumption is great and all but if you're following the science and your labs, then you're going to hopefully have the knowledge to work with patients and consumers to gain experience through their experiences with cannabis.

Personal consumption is less important than personal targeted education and hands on experience in the trenches with chronic patients and recreational consumers alike.

CEO, CA

It doesn't have to be personal experience, but a loved one's experience....something.

They have to CARE about cannabis.

DIRECTOR OF HUMAN RESOURCES, OR





IN MY WORDS, YES...

*I believe that with anything, **it's important to have experience before giving others advice.***

I can see that money has a lot to do with success. Ideally, experience would be necessary. In reality, those with money will have an easier time succeeding even if they have little to no experience with cannabis.

DISPENSARY TECHNICIAN, PA

Never trust someone selling cannabis that doesn't consume cannabis.

BUDTENDER, CO

Every cannabis company whose three-letter suite thought they were better than cannabis, or they knew better than someone with years of experience, has failed.

PRODUCT INVENTOR, CO

This is a very unique industry.

It thrives on the culture of cannabis not just as a sales ploy, but an ideology.

MANUFACTURING ACCOUNT
SPECIALIST, OR

I totally do NOT trust people in this industry who do not smoke or consume.

How can you be an expert and don't truly know.

EDUCATOR, MI

It is almost like a secret club, that is not so secret.

*In my opinion, and from what I have seen, **many people that do not use/consume cannabis are often in it for "the money" for the green rush.** I have noted that they aren't always trustworthy either – they want a quick investment turnaround.*

I also do not always trust people that do not consume, because I have seen their "smirks", heard their snide comments and seen their attitudes about cannabis users.

That type of person seems to be self-serving and is NOT welcome, and surprisingly are quickly "weeded out"!

But some still persist – like weeds in the garden ...

MEMBERSHIP DIRECTOR, WA





IN MY WORDS, NO ...

Very rarely have I experienced people judging my consumption, or the old-timey thinking that it's bad form to pass a joint and not partake.

If you come from a place of honest curiosity and do your homework, you'll be fine.

DESIGNER/CREATIVE DIRECTOR, CA

You do not have to be a user, but understanding the use and applications as a whole is a necessity.

Do not enter into a business you do without having a fundamental grasp on what it advocates for and why.

This is not just another consumer good, this is a medical plant that has been bastardized and it is time we treat it with scientific respect and take the time to learn about it - both the pros and cons to help make it safer, accessible, and help thousands more that need it.

OPERATIONS MANAGER, CA

*You don't need to be a woman to be an ally; **you don't need to be a cannabis user to be an advocate.***

CEO, CA

There are plenty of talented people for whom Cannabis is contraindicated.

STAFF MICROBIOLOGIST &
BIOSECURITY SPECIALIST, IL

I have seen people succeed in this industry due to sheer passion and grit – either because someone they knew was helped by cannabis, or because they were smart in how they made money in the business.

SENIOR VP OF SALES, VA

*Not necessary but **at least have an understanding and respect for the plant** and its benefits to certain people.*

MARKETING COORDINATOR, CO

I think having experience with cannabis is an important criteria to work in the industry;

I feel if someone refused to ever try it, they're reinforcing stigma. But I don't feel someone has to use it regularly to be part of the industry.

EDITOR, CA

I began in the industry with only anecdotal knowledge from others, progressed into educational knowledge through seminars, textbooks, research and on-the-job training, then came around to personal use which was all the more efficient and a positive experience because of the education. It helped me break down the what and why of cannaboids, terpenes, consumption methods, and lifestyle pairings.

DIRECTOR OF HUMAN RESOURCES, OR



DO THEY CONSUME CANNABIS AT WORK?

For most respondents, cannabis consumption is acceptable in their workplace – whether openly or in private, and 65% consume either THC or CBD at work.

While only 13% of study respondents or “Industry Insiders” work in an environment where their cannabis use is “not acceptable,” 35% still choose not to consume cannabis at work.

	INDUSTRY INSIDERS
Openly during the workday	19%
In private during the workday	18%
Only after hours	28%
I work from home	22%
No, not acceptable	13%

Black women are significantly less likely than white women to consume openly during the workday, and significantly more likely to say consumption at work is “not acceptable.”

	WHITE	BLACK	HISPANIC	ASIAN
Openly during the workday	19%	8%	18%	16%
No, not acceptable	12%	22%	16%	16%

WHAT TYPE DO THEY CONSUME AT WORK?

Industry Insiders are significantly more likely than typical female cannabis consumers to consume CBD or THC at work.

Interestingly, Industry Insiders are most likely to consume CBD during the workday, while current cannabis consumers are more likely to use THC in regular doses while at work.

CONSUMPTION AT WORK	INDUSTRY INSIDERS	CURRENT CONSUMERS*
CBD	37%	10%
THC in Microdoses	28%	11%
THC in Regular Doses	27%	21%
I do not use cannabis at work	35%	58%

*Current & Curious Study Data

Black women are significantly less likely than white women to consume THC in microdoses during the workday.

INDUSTRY INSIDERS	WHITE	BLACK	HISPANIC	ASIAN
THC in Microdoses	30%	16%	32%	22%



*I think consumption is personal and **some can function at work and others cannot** – it is the user’s discretion on whether it is wise to consume prior to working.*

FOUNDER & CEO, CO



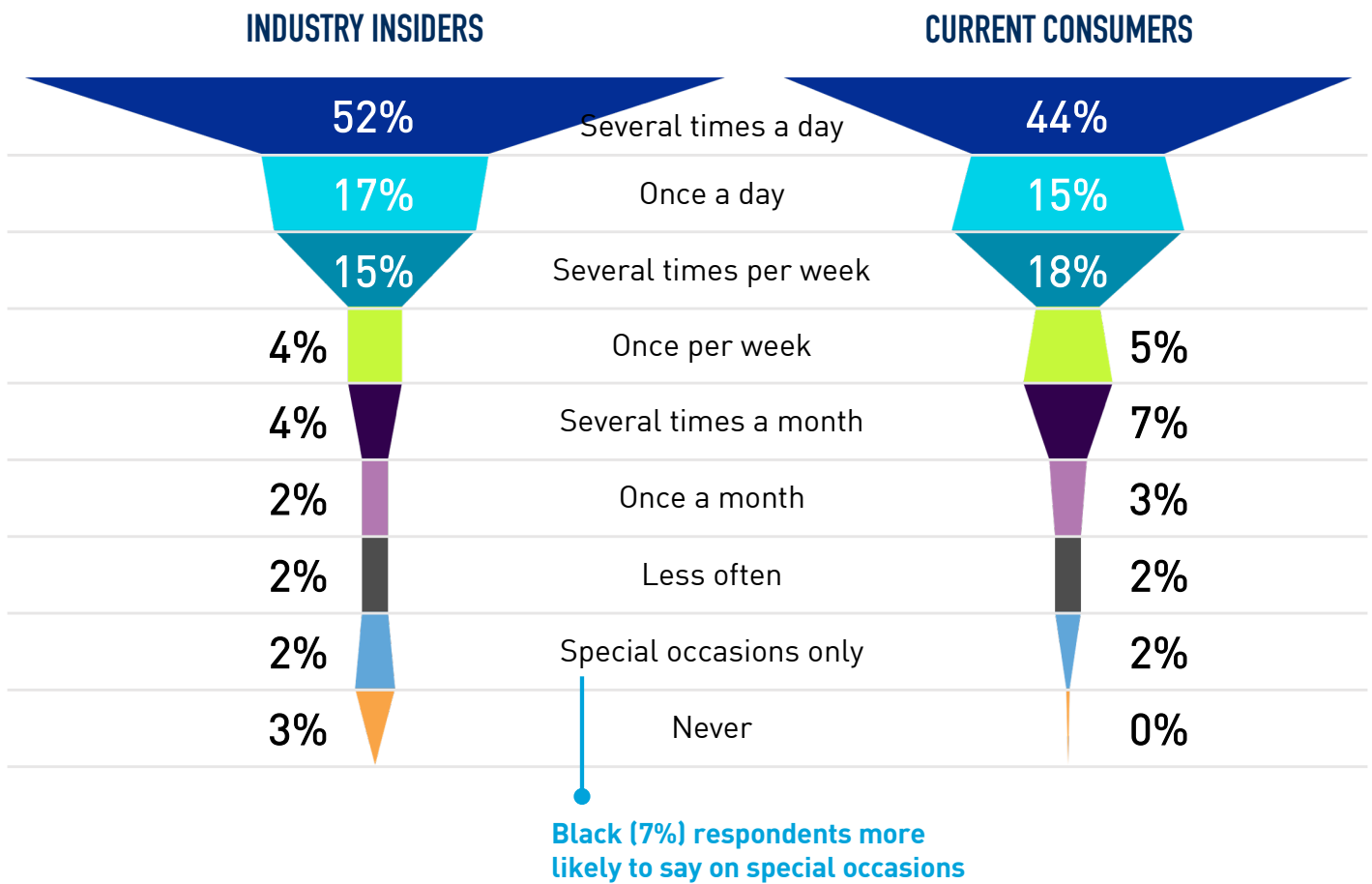
HOW FREQUENTLY DO THEY CONSUME?

The women we surveyed are true “Industry Insiders” when it comes to their knowledge and consumption of cannabis.

Over 90% of the women surveyed consume cannabis at least once a month. Additionally, a whopping 69% use cannabis at least daily.

This is significantly higher than current female consumers in legal states where 50% report consuming cannabis daily.

Compared to typical cannabis consumers, they could be considered heavy users of cannabis products and are uniquely positioned to lead the way in bringing new consumers into the industry.



*Study of current & curious consumers in legal states. 2020. Fordis Consulting & Ladyjane Branding Q61. How frequently do you use cannabis products that include THC and/or CBD?



IN MY WORDS...

Cannabis consumption is important to my success as an individual, as a mother, not just in the industry.

Cannabis gives me a perspective I wouldn't otherwise have. I've been a cannabis consumer over 25 years.

I was also a misguided young prosecutor who thought I could do a powerful thing by choosing not to prosecute cannabis cases – turns out I had no choice.

These experiences shape who I am. One led to the other which led to me working to help & advocate for victims of the war on drugs & our communities.

STRATEGIC COUNSEL, OR



CANNABIS FOR MEDICINAL USE

The majority of our “Industry Insiders” report that they consume cannabis for medicinal and therapeutic use. The most frequent reason is for general emotional health support.

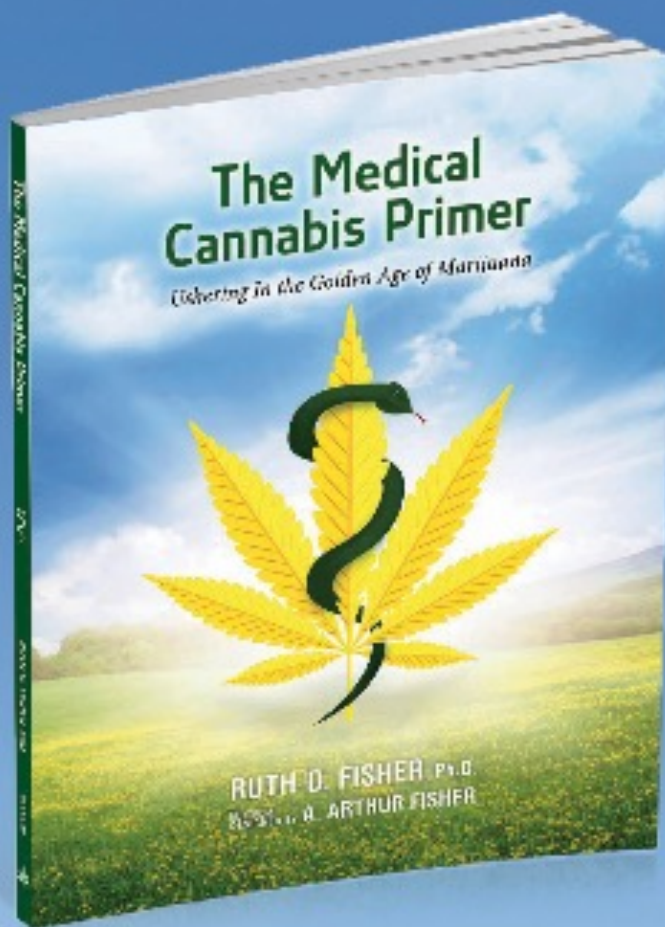
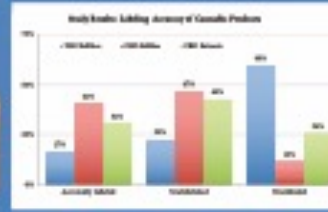
60% of study participants state they consume cannabis to help in the treatment of mental health conditions, including anxiety, depression, and post-traumatic stress disorder (PTSD). However, it is unclear whether the plant is being used alongside other treatments, such as prescription medication and/or therapy, or whether they elect to medicate solely with cannabis.

Curious consumers are much more likely to consider cannabis for illness treatment.

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOS (tried before)	CURIOS (never tried)
General emotional health or wellness such as stress relief, patience, etc.	76%	61%	48%	41%
Mental health conditions such as anxiety, depression, PTSD, etc.	60%	63%	50%	46%
Chronic pain or inflammation relief	57%	48%	50%	53%
General physical health or wellness such as digestion, skin care, etc.	45%	25%	30%	26%
Illness treatment such as epilepsy, cancer, etc.	9%	12%	30%	33%
Withdrawal symptoms from smoking or drugs	5%	10%	10%	5%

The Medical Cannabis Primer

See why critics are describing this book for users of medical cannabis as a home run!



This compendium provides an unbiased, clear and concise overview of all the key information and supporting evidence for medical cannabis. This is precisely what every patient and healthcare provider needs to start making informed and rational decisions about the use of medical cannabis.

—Angela Hardy, Pharm.D.
Cannabis Educator and
Cannabis Clinical Consultant



The Medical Cannabis Primer
Ushering in the Golden Age of Marijuana
by Ruth D. Fisher PhD
ISBN 978-1885176028
amazon.com/dp/1885176028
\$38.95



NON-MEDICINAL CONSUMPTION

Industry Insiders are more likely to consume cannabis for more reasons than current or curious consumers.

Survey respondents primarily consume cannabis for therapeutic purposes but reported using the plant for creativity, productivity, focus, sensory enhancement, and spirituality at higher rates than other groups. This may indicate a better understanding of the individually nuanced benefits of the plant amongst these Industry Insiders.

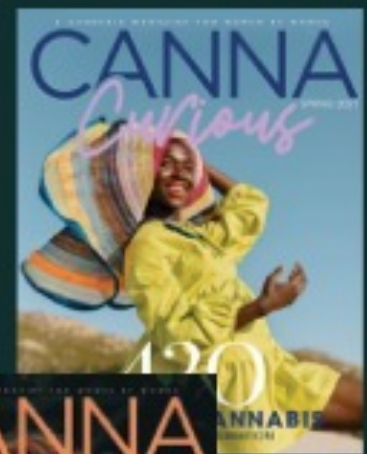
It's also important to note that the vast majority of curious consumers are NOT interested in getting "high."

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOUS (tried before)	CURIOUS (never tried)
Relaxation	82%	78%	64%	49%
Sleep aid	73%	65%	50%	41%
Recreational use/get "high"	58%	44%	21%	7%
Social /connect with others	57%	35%	24%	9%
Creativity	53%	37%	19%	11%
Productivity	45%	29%	13%	10%
Focus	44%	32%	16%	18%
Sensory enhancement	37%	20%	13%	5%
Spirituality/cultural use	36%	18%	11%	5%

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PREFERRED METHODS OF CONSUMPTION

For Industry Insiders, smoking flower is by far the preferred method of consumption – whether for medicinal, performance enhancement, recreational or social use.

Not surprisingly, topicals, pills/capsules and transdermal patches are somewhat more likely to be used for medicinal purposes.

	MEDICINAL	ADULT-USE
Smoke flower	70%	77%
Edibles	55%	57%
Vape Cartridges	32%	40%
Topicals	46%	37%
Dab Oils	28%	32%
Vape flower	22%	28%
Pills/Capsules	22%	17%
Transdermal Patch	11%	9%

Hispanic respondents
are more likely to use...

39%
Vape Flower


45%
Dab

69%
Edibles

49%
Topicals

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PREFERRED METHODS: COMPARISON

We asked “Curious” respondents which methods of consumption would be most interesting to them.

They are much more likely to be interested in methods of consumption that do not rely on inhalation: edibles, capsules, topicals and transdermal patch.

Industry Insiders and Current Consumers are more likely to “inhale.”

	INDUSTRY INSIDERS	CURRENT CONSUMERS	CURIOUS (tried before)	CURIOUS (never tried)
Smoke flower	77%	64%	33%	11%
Edibles	57%	52%	63%	59%
Vape Cartridges	40%	33%	17%	10%
Topicals	37%	13%	31%	35%
“Dab” Oils	32%	n/a	n/a	n/a
Vape flower	28%	20%	18%	7%
Pills/Capsules	17%	9%	25%	36%
Transdermal Patch	9%	5%	14%	16%

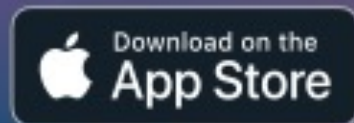


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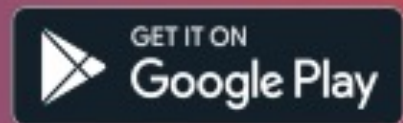
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IN MY WORDS...

I have been a patient of cannabis due to a major life-changing accident that forced me to learn how to walk again.

I was drugged with something called GHB, a date rape drug and central nervous system depressant which caused me to fall out of a 3rd story window, shattering my right heel, compressing part of my spinal cord, and severely bruising my tailbone.

After getting addicted to Percocet, a pain-relieving opiate, I started to become depressed and suffer from digestive issues.

I knew I had to find something else to relieve my pain and inflammation, and that's how I found cannabis.

*I started smoking CBD flower, using topicals, and healing myself with this plant – **cannabis had become my medicine and ignited a passion inside me to tell others of this miraculous plant.***

From there, I started a Tier 3 cultivation/production company and opened up in a new market.

I haven't looked back ever since!

MARKETING DIRECTOR, NV



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IN SUMMARY...

You don't have to consume cannabis to work in the industry, but most agree: it helps.

Having a personal connection with the plant and advanced knowledge of how it works can benefit a cannabis career trajectory both in terms of subject matter expertise as well as authenticity. Employees don't have to hide their truths or live a double-life, something that certainly helps a person thrive.

Survey respondents reported wide consumption of THC or CBD during the workday, with the vast majority choosing flower over other modalities. However, Black women were less likely to openly use cannabis at work or believe the practice was acceptable. This may be due to the fact that cannabis prohibition has historically been more widely enforced within BIPOC communities.

Women in cannabis engage with the plant for a wide number of reasons, but most considered their use to be therapeutic in nature. By having a relationship with cannabis based in wellness, the plant matters that much more. We all understand and acknowledge the incredible healing properties of cannabis and most of us have experienced its power firsthand.



Do you think you need to consume cannabis to be successful in the space?

♀ = ∞



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REPORT CHAPTERS

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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

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THANK YOU

WOMEN IN CANNABIS
a Living History

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