

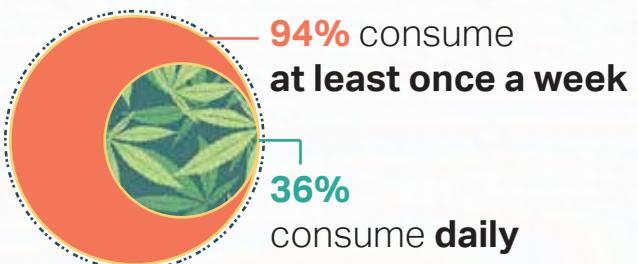
TV & The New Cannabis Culture

The Cannabis Consumer Profile

On average, they are
35 years old

86% are full-time employed & **77%** make more than **\$75k**

Half consume for both medical & recreational



9 in 10 self-describe as...

Professional, active, passionate, open-minded, present, engaged, relaxed

They are NOT...

Forgetful, bumbling, lazy, sluggish, loners

Shed The 'Stoner' Stereotype

72% say too many TV shows portray cannabis consumers as **stereotypical** silly and forgetful **stoners**

4 in 5 are more likely to watch shows that **positively portray** cannabis consumers

76% say consuming cannabis on TV should be **the same as** drinking wine, beer, or a cocktail



LEDIQUE

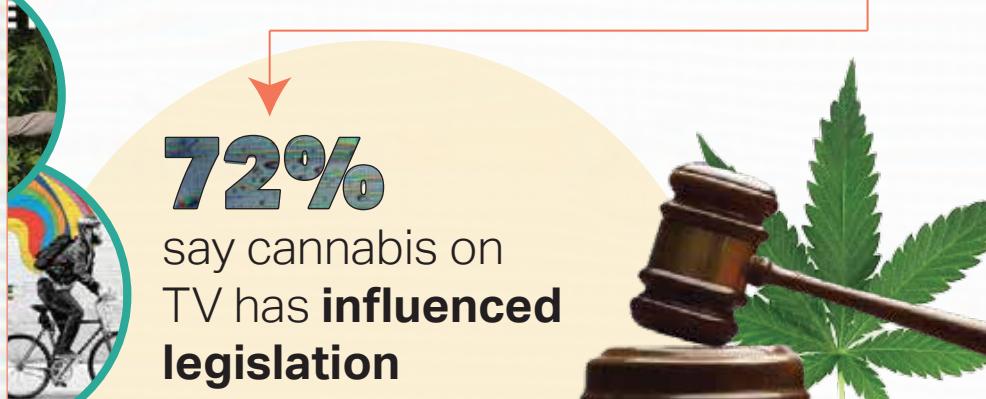


HIGH INTEN

The Political Impact of Media

7 in 10 say **non-stereotypical** cannabis consumption on TV has made them **more comfortable** discussing their experiences And **85%** say shows should speak out against cannabis prosecution, since

72% say cannabis on TV has **influenced legislation**



Cannabis & TV Viewing

Impact on TV Viewing

3 in 4

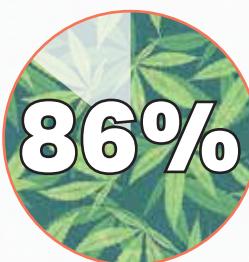
watch **more** TV  when they consume cannabis

77%

try new shows

79%

binge watch



say cannabis **enhances** the experience of watching TV

8 of 10

feel more

Relaxed

7 of 10

feel more

Engaged

7 of 10

feel more

Focused

100%

0%

- 88% say **comedies** feel funnier
- 77% find **dramas** more intense
- 74% say **complex** shows are easier to watch



Social Smokers

75%

say cannabis makes TV feel more social

4 in 5 watch TV and consume with friends and spouses

93% are more likely to tell others about shows viewed while consuming cannabis



High Spenders



6 in 10 

have **purchased** shows, full seasons, and movies when consuming cannabis

77% are *more* likely to let commercials play

