

CANNABIS FREAKONOMICS

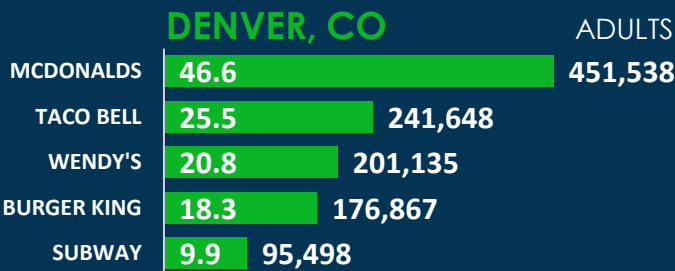
Powered By: Consumer Research Around Cannabis & Green Market Report

NATIONAL RANKING OF FAST FOOD RESTAURANTS

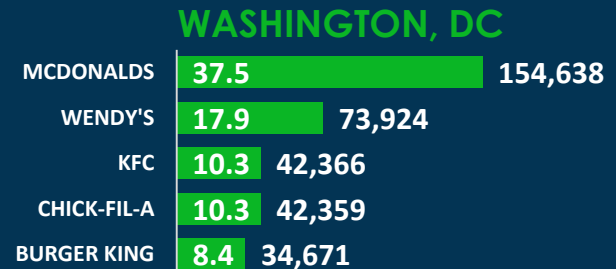
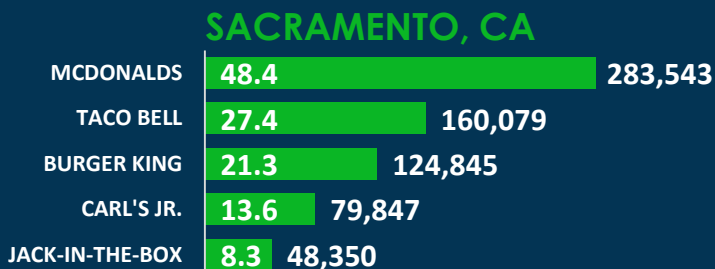
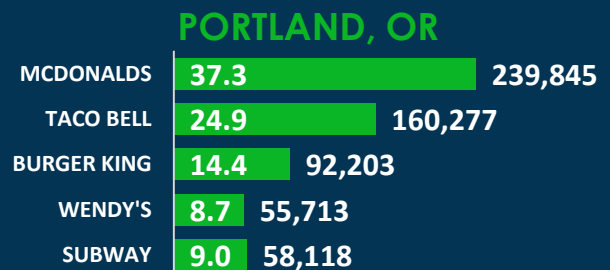
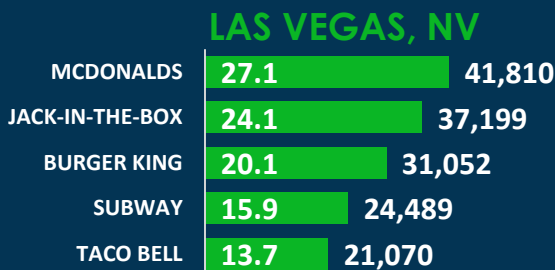
TARGET GROUP: Adults who have purchased cannabis/marijuana from a legally authorized retailer/dispensary, that have visited fast food restaurants in the past 4-weeks:

FAST FOOD RESTAURANT VISITED PAST 4-WEEKS	% OF CANNABIS CONSUMER THAT VISITED RESTAURANT	INDEX VS. MARKET AVERAGE (100)
MCDONALDS	43.4	110
TACO BELL	18.3	143
WENDY'S	17.8	117
BURGER KING	17.6	119
SUBWAY	8.7	90

SELECT MARKETS: PERCENTAGE & NUMBER OF LOCAL ADULTS



% of legal cannabis consumers in local markets that ate at fast food restaurants in the past 4-weeks, along with the equivalent number of local adults



WHAT IS AN INDEX? An average index in any category is always equal to 100. Numbers above 100 represent adults that are more likely than the average adult to fall into a target group. Example, adults that have purchased cannabis/marijuana from a legally authorized retailer/dispensary are 10% more likely than the average adult surveyed to have eaten at McDonald's in the past 4-weeks, based on an index of 110. Numbers lower than 100 reveal adults that are less likely to be in a target group.

Multi-market national results based on surveys conducted in 25 U.S. markets. Single local market data is gathered from Greater Metropolitan Areas which include core cities, and surrounding counties that are part of a single media market.