

# CANNABIS CONSUMPTION TRACKER



Tracking cannabis consumption during the course of a full month, across all categories, brands, and types of occasions.

## WHAT IS CCT?

CCT is a new syndicated diary research program available to market leaders in the Cannabis, Alcohol, and Health industries.

It provides occasion-based insight at both a macro and micro level typically not cost-feasible with a proprietary study. Relevant for producers, distributors and retailers alike, subscribers gain expanded insight into the consumption behaviour of Canadians.

## OCCASION DIARY.

All month. Every month.



S	M	T	W	T	F	S
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

## HOW DO PEOPLE CONSUME CANNABIS?



- When
- Location
- Food
- With Whom
- Activity

## UNDERSTAND CONSUMPTION THROUGH AN ENTIRE MONTH:

- Formats (edible, smoked, etc.)
- Brands (all brands tracked)
- Types of consumption occasions
- Segments of consumers (demographic, behavioural, attitudinal)

## VIEW INSIGHT THROUGH DIFFERENT LENSES:

- Consumer based (incidence)
- Volume based (number of occasions)
- By month, day, or specific type occasion

## OVERLAY CROSS-CATEGORY BEHAVIOUR:

- Loyalty to strains, formats and brands
- Cross category interaction with Alcohol
- White space opportunities for category and brand development
- for category and brand development

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