



# Cannabis Business Decision Makers Poll

Report – 2019

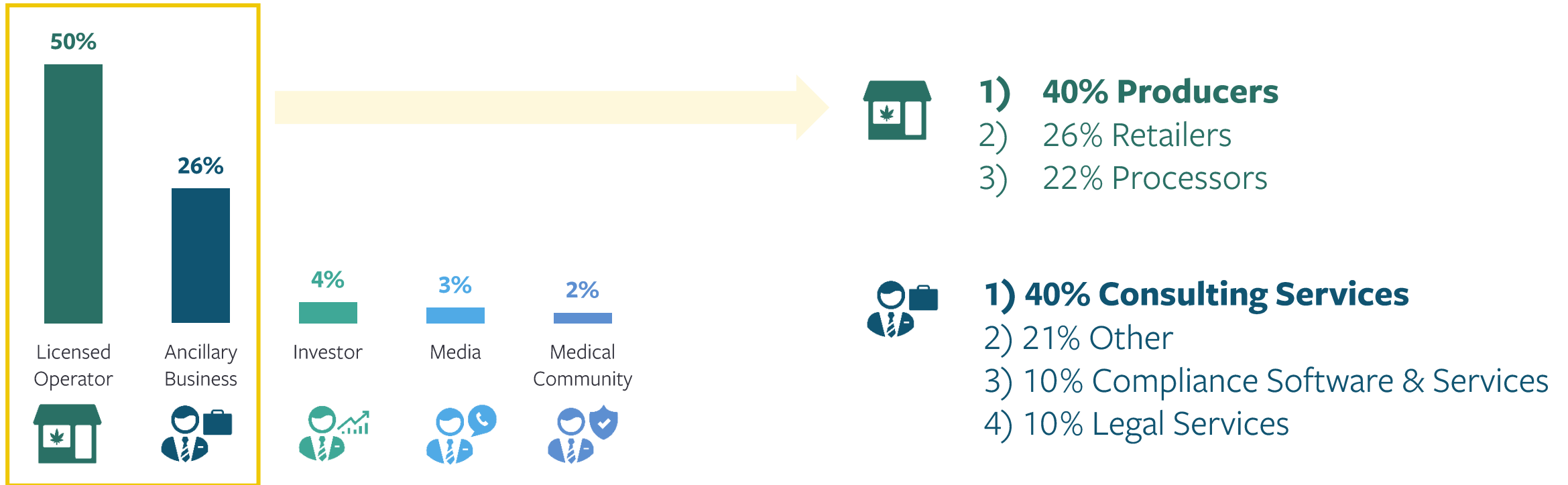


# Our Sample

Out of the 201 CBDMs surveyed, half self-identified\* (primarily) as Licensed Operators. The next largest subgroup is Ancillary Business, representing a quarter of the overall sample.

## Industry Segment and Business Operation

Among All, Not Showing Other



Q: In which area of the cannabis industry do you work?

Q: Which of the following best describes your involvement within the cannabis industry?

\*Respondents were only allowed to select one industry segment and business operation (i.e. the industry segment and business operation they primarily self-identify with).

# Licensed Operators



The Licensee segment represents an even mix of Male and Female CBDMs who mainly live in California. The segment is dominated by White, Non-Hispanic decision makers (8 in 10). They are mainly owners/partners of their cannabis business, with half managing small operations with less than \$1 million in annual revenue.

<b>Demographics</b>	<b>50% Male / 50% Female</b>	<b>80% White</b> , Non-Hispanic	<b>41% Live in California</b>
<b>Decision Making Power</b>	<b>58%</b> are <b>Owners/Partners</b>	<b>31%</b> represent <b>Executive Leadership</b>	<b>25%</b> represent <b>Operations</b>
<b>Cannabis Business Operation</b>	<b>54%</b> with <b>0 - 9 Employees</b>	<b>58%</b> Under <b>\$1 M Operating Revenue</b>	<b>83%</b> with <b>3+ Years in Operation</b>

# Ancillary Business



The Ancillary Business segment consists of more Males than Females who either live in California or Colorado. Similar to Licensed Operators, this segment is dominated by White, Non-Hispanic decision makers (nearly 8 in 10). They are mainly owners/partners of their cannabis consulting service, and more than 6 in 10 have small operations with less than \$1 million in annual revenue.

## Demographics

**62% Male / 38% Female**

**77% White**, Non-Hispanic

**33% Live in California / 20% in Colorado**

## Decision Making Power

**65% are Owners/Partners**

**37%** represent **Executive Leadership**

**17%** represent **Marketing, Sales, Business Dev.**

## Cannabis Business Operation

**65% with 0 - 9 Employees**

**71% Under \$1 M Operating Revenue**

**62%** with **3+ Years in Operation**

# **BUSINESS BENCHMARKING**



# Cannabis Business Benchmark

As a whole, CBDMs report strong company performance. They are also scaling up operations and are looking to hire more full-time employees over the next year.

## Cannabis Business Benchmark *Among Respondents*

### Decision Makers are Scaling Up Operations



More than 6 in 10 CBDMs have at least slightly increased the number of services they provide since last year. Ancillary Businesses and those with \$1 Million+ in operating revenue are more likely to have dialed up operations.

### Decision Makers are Looking to Hire



Similarly, more than 6 in 10 business decision makers plan to at least slightly increase the number of full-time employees in 2019.

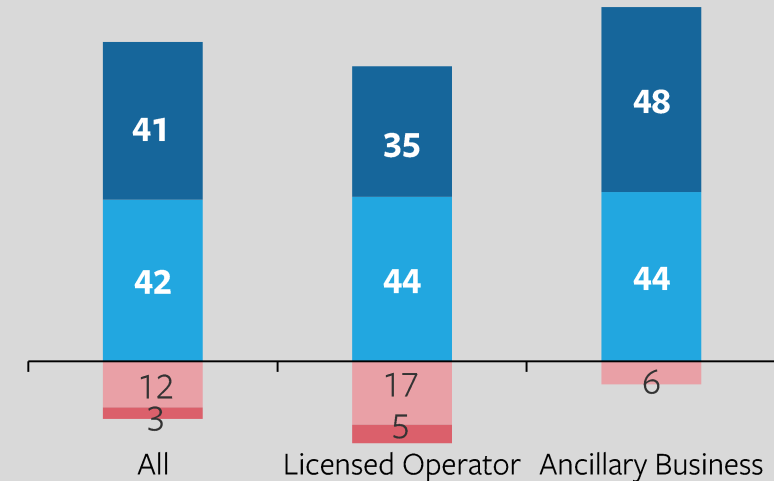
### Decision Makers Seek Various Education Levels



Ancillary Businesses seek candidates with at least an undergraduate degree, whereas Licensed Operators are more open to candidates with no formal education or high school diploma.

## In general, how would you say things are going for your company or organization? Showing %, Not Showing Don't Know

Very well  
Somewhat well  
Not very well  
Not well at all



# Brand Awareness/Favorability – Top Tier

Top tier brands based on high awareness/favorability include Marijuana Business Daily, CBE, Cannabis Business Times, Pax Labs, NACB, and CTF.

<b>Brand Awareness/Favorability Assessment – Top Tier</b> Showing %, Among All, Ranked by Total Favorable	<b>Total Favorable</b>	Very Favorable	Somewhat Favorable	<b>Unfavorable</b>	<b>Total Aware</b>	<b>Total Unaware</b>
Marijuana Business Daily	76	42	34	5	82	18
Cannabis Business Executive (CBE)	73	32	41	5	78	22
Cannabis Business Times	63	29	34	2	66	34
Privateer Holdings (i.e., Tilray, Leafly, Marley Natural)	59	23	36	11	70	30
Harborside Health Center	56	29	26	11	67	33
WeedMaps	56	22	34	33	89	11
Pax	50	14	36	9	60	40
Canopy Growth	49	16	32	11	60	40
Willie's Reserve	48	15	33	12	60	40
KushCo Holdings	47	15	32	9	56	44
The National Association of Cannabis Businesses	46	17	28	10	56	44
New Cannabis Ventures	44	20	23	3	47	53
Native Roots	42	13	28	7	49	51
The ArcView Group	42	19	22	11	53	47
Constellation Brands	42	11	31	9	52	48
Cannabis Trade Federation (CTF)	41	17	23	4	45	55
Aurora	41	6	35	14	56	44

# Brand Awareness/Favorability – Bottom Tier

Bottom tier brands based on lower awareness/favorability include MedMen, Acreage Holdings, and Pyxus.

<b>Brand Awareness/Favorability Assessment – Bottom Tier</b> Showing %, Among All, Ranked by Total Favorable	<b>Total Favorable</b>	Very Favorable	Somewhat Favorable	<b>Unfavorable</b>	<b>Total Aware</b>	<b>Total Unaware</b>
Cresco Labs	36	14	22	7	43	57
CuraLeaf	34	7	27	14	48	52
Eaze	30	7	23	16	46	54
MedMen	29	6	23	45	75	25
Advanced Nutrients	28	9	19	14	42	58
Acreage Holdings	28	6	22	16	45	55
LivWell Enlightened Health	27	10	17	9	37	63
Vicente Sederberg	27	10	17	8	35	65
GW Pharmaceuticals	26	10	16	28	55	45
Green Thumbs Industries (GTI)	26	8	18	8	34	66
Candescent	26	10	15	11	37	63
Marijuana Venture	24	7	17	11	35	65
Harvest Health & Recreation	21	7	13	7	28	72
Select Oil	19	6	13	10	30	70
Surterra Wellness	18	4	14	8	27	73
iAnthus	17	6	11	8	25	75
Terra Tech	17	3	13	13	30	70
Hawthorne Garden Products	16	4	12	4	20	80
CNS Equity Partners	12	2	10	7	19	81
Pyxus	7	0	7	4	11	89

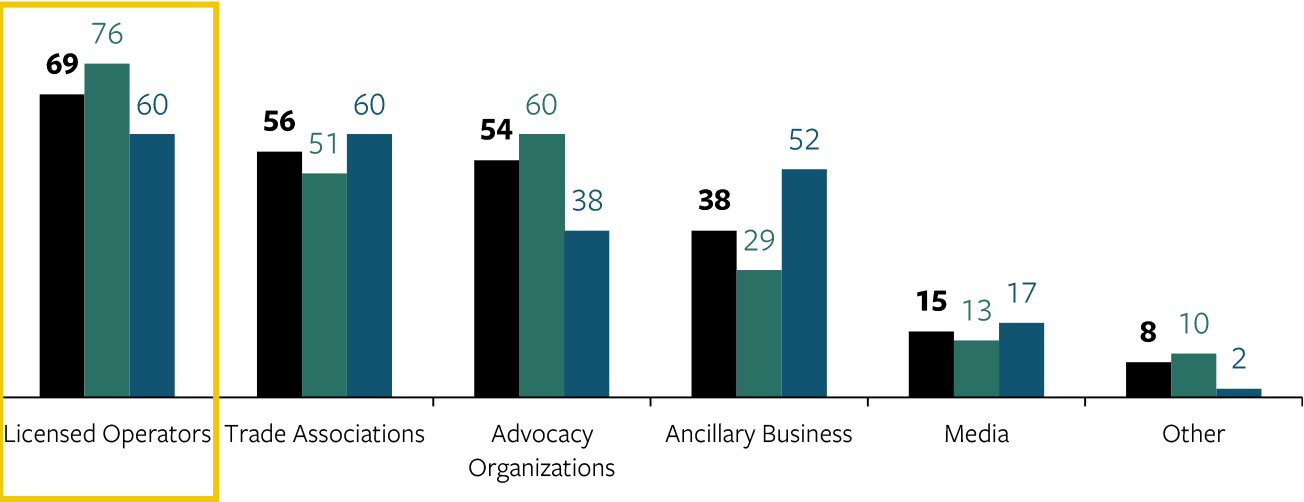


# Brands Professionalizing & Standardizing the Industry

Among all CBDMs, Licensed Operators are thought of as the entities doing the most to professionalize and standardize the industry. Among this industry segment, Canopy Growth, Cresco, Curaleaf, and Cookies are all top of mind organizations driving change.

Which of the following cannabis industry segments would you say are doing the most to professionalize and standardize the industry? Showing %, Ranked by All

■ All   ■ Licensed Operator   ■ Ancillary Business



Licensed Operators are thought of as the entities doing the most to professionalize and standardize the cannabis industry. They are followed by trade associations and advocacy associations, with Ancillary Business and the media being much less associated.

When thinking about organizations that are professionalizing and standardizing the cannabis industry, which organizations and/or brands first come to mind?

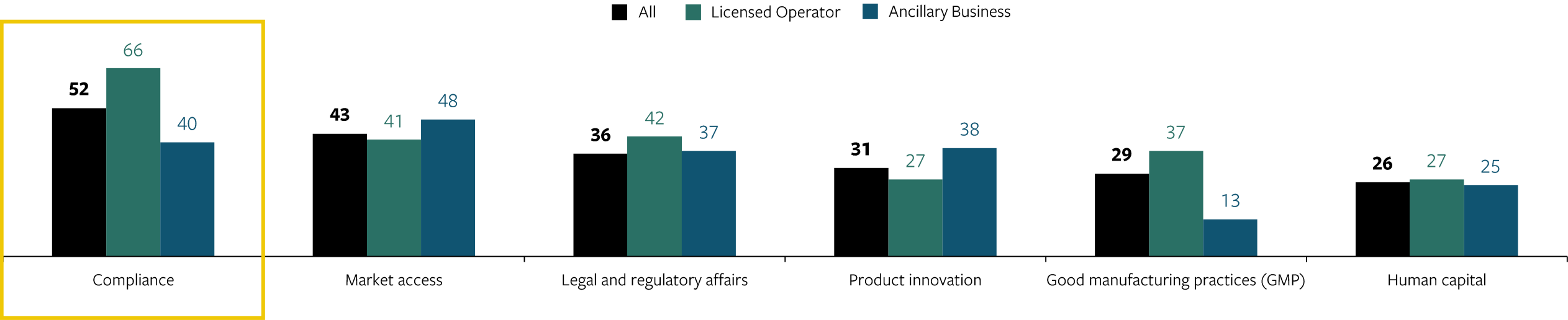
Open End Question, Showing Brands Mentioned



# Strategic Focus

Compliance is the #1 strategic focus among CBDMs, especially among Licensed Operators.

Which of the following strategic efforts would you say your business is investing in most heavily right now? You may select up to 3.  
Showing %, Ranked by All, Not Showing Other or Don't Know



# DEMOGRAPHICS



# Demographics



**All  
(n=201)**

**Licensed Operator  
(n=101)**

**Ancillary Business  
(n=52)**

## **Gender** Showing %

Male	56	50	62
Female	44	50	38

## **Age** Showing %

21-39	23	23	27
40-49	19	20	23
50-59	29	29	25
60-69	21	23	15
Older than 70	7	6	10

## **Race** Showing %

White, Non-Hispanic	76	80	77
African American, Non-Hispanic	3	3	2
Hispanic	8	5	13
Asian, Non-Hispanic	2	3	0
Other, Non-Hispanic	11	9	8

## **Business Decision Making Power** Showing %

Total	45	39	52
Partial	55	61	48
None	0	0	0
Don't know	0	0	0



# Demographics



**All  
(n=201)**

**Licensed Operator  
(n=101)**

**Ancillary Business  
(n=52)**

<b>Job Showing %</b>			
Owner/Partner	57	58	65
President/CEO	14	11	13
Executive Management (i.e., C-Suite, board member, vice-president)	11	12	6
Sales Management (i.e., accounting, purchasing, personnel)	5	7	2
Middle Management (i.e., manager, supervisor)	7	9	10
Other	5	3	4
<b>Role Showing %</b>			
Executive Leadership	31	31	37
Marketing, Sales, Business Development	15	8	17
Operations	18	25	10
Administrative	4	7	0
Finance and Accounting	5	5	8
Legal	5	2	13
Research and Development	4	3	4
IT/Technology	0	0	0
Procurement	1	2	0
Human Resources	1	2	2
Other	14	16	10

# Demographics



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(n=201)**

**Licensed Operator  
(n=101)**

**Ancillary Business  
(n=52)**

## Operating Experience *Showing %*

Less than 1 year	12	9	17
1 – 2 years	16	9	21
3 – 5 years	31	38	27
More than 5 years	41	45	35

## Total Employees *Showing %*

0 – 9	62	54	65
10 – 49	28	33	27
50 – 99	4	6	2
100 – 499	4	6	4
500 – 999	1	1	0
1,000+	0	0	2

## Operating Revenue *Showing %*

Under \$250,000	44	40	46
\$250,000 - \$500,000	11	12	15
\$500,000 - \$1 million	7	6	10
\$1 million - \$5 million	19	19	19
\$5 million - \$10 million	9	13	4
\$10 million - \$25 million	4	7	0
\$25 million - \$50 million	1	1	0
\$50 million - \$100 million	1	2	0
More than \$100 million	3	1	6