

GREEN ECONOMIC SERIES

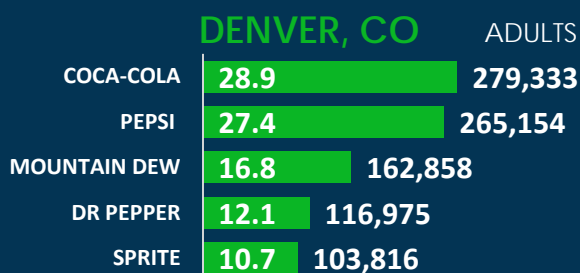
Powered By: Consumer Research Around Cannabis & Green Market Report

NATIONAL RANKING OF SOFT DRINKS CONSUMED

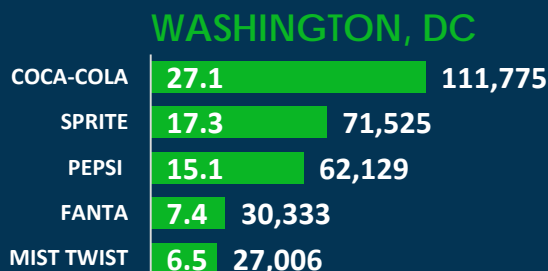
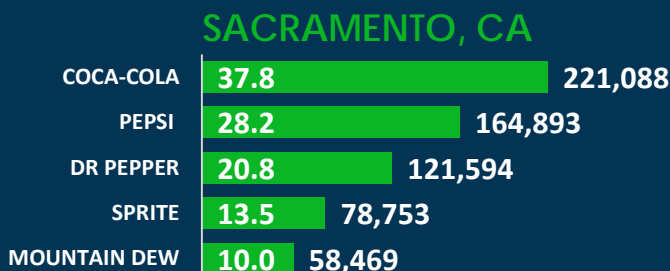
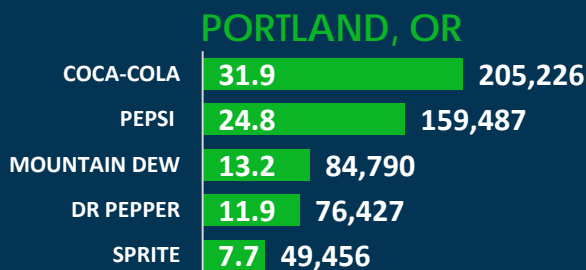
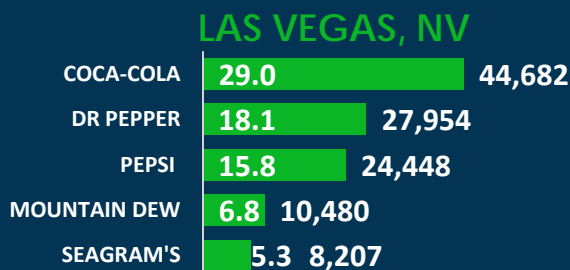
TARGET GROUP: Adults who have purchased cannabis/marijuana from a legally authorized retailer/dispensary, that have consumed soft drinks in the past 7 days:

CONSUMED SOFT-DRINKS PAST 7 DAYS	% OF CANNABIS CONSUMER THAT DRANK SOFT DRINK	INDEX VS. MARKET AVERAGE (100)
COCA-COLA	31.2	111
PEPSI	23.8	116
DR. PEPPER	13.0	143
MOUNTAIN DEW	12.1	151
SPRITE	11.1	128

SELECT MARKETS: PERCENTAGE & NUMBER OF LOCAL ADULTS



% of legal cannabis consumers in select local markets that have consumed soft drinks in the past 7 days, 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 11% more likely than the average adult surveyed to have consumed Coca-Cola in the past 7 days, based on an index of 111. 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.