

Consumer Research Around Cannabis Launches Canada's First Syndicated Study for The Greater Toronto Area

HOUSTON, TX - January 11, 2018 - Consumer Research Around Cannabis, the leading U.S. consumer research company on marijuana, announced today that it is expanding into Canada with its syndicated service covering a population of 7.5 million adults 18+ in the Greater Toronto Area (GTA). Results will be available in March of this year.

"Canada is positioned to be a world leader in cannabis," said Phillip Beswick, CEO of Consumer Research Around Cannabis. "We're very excited to provide service in Toronto-Niagara. The eyes of the world are on Canada and we look forward to playing a role in its success. We plan to expand across the country and look forward to discussions in the various provinces."

"The GTA will be our first Canadian market" noted Jeff Stein, Vice President of the company. "Toronto-Niagara rivals Chicago as one of the largest markets in North America so it is a natural choice for expansion. We survey several U.S. cities in states that have legalized recreational marijuana use, so we have a lot of precedent data that will be valuable to Canadian businesses, governments and consultancies that are interested in gaining insights into the Canadian market as they move toward recreational use."

Consumer Research Around Cannabis's syndicated reports offer a unique perspective on cannabis consumers with questions that range from legalization opinions, reasons, methods and motivations for usage as well as spending levels on the various applications. What makes the research unique is the ability to merge marijuana research with additional data segments like demographics, occupation, education, financial data, lifestyles, media usage and other consumer characteristics. This allows users to better profile and understand marijuana users across multiple consumer targets. The GTA survey will be based on 2,000 - 2,500 adults 18+, and sample is weighted and balanced to be truly representative of the market.

About Consumer Research Around Cannabis:

Consumer Research Around Cannabis currently conducts more than 100,000 online interviews in more than 85 U.S. markets, both legal and non-legal. The comprehensive surveys include opinions on cannabis legalization, reasons for use or non-use, products purchased, dollars spent, lifestyles, media usage and some general market product use. The company offers both syndicated as well as proprietary services. Top markets are surveyed twice year and smaller market once a year. The semi-annual studies are standardized across all markets to facilitate market comparisons that are used for econometric projections. Trends can be spotted quickly as the studies come out every 6 months. For more information, please contact jstein@consumerresearcharoundcannabis.com or visit <http://www.consumerresearcharoundcannabis.com>. Follow us on Twitter [@CRAcannabis](https://twitter.com/CRAcannabis).

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