

CANNABIS, CBD AND WELLNESS

THE EVOLVING ROLE OF CANNABIS IN THE LIVES OF AMERICANS

Ipsos and Aclara partnered to deliver a syndicated research study on the role of cannabis in American's evolving approach to health and wellness. Going beyond quantitative and tracking data, the goal of this research is to provide a more holistic view of the cannabis consumer and their daily lives.

An Integrated Approach

We put the consumer at the heart of our understanding first via unprompted conversations about Cannabis across the social web, then round out the learning through in-depth immersions in an online community.

Social Intelligence

We reviewed the broader social conversation landscape to inform how Cannabis and CBD are discussed online, the most prevalent usage areas, and pain points or tensions, revealing distinct "Tribes" or consumer segments with different motivations and behaviors.

Online Community

Using Aclara's proprietary panel of Cannabis users in the US, we engaged cannabis and CBD users via our private online community environment, allowing participants to speak candidly and openly about cannabis, CBD and wellness.

Planned community activities include:

- Quantitative survey (n=1,000) to gather category and broader frame of reference behaviors
- Diaries to understand the role of Cannabis within consumers' health & wellness routines
- Interactive discussion to dive deeper into motivations and behaviors

Why this study now?

- With rapid legalization and normalization of cannabis in the US, it is positioned to become a household health, wellness and recreational staple disrupting CPG and healthcare product categories.
- Over 1 in 2 Americans are feeling more stress, anxiety, and depression¹, and are seeking out solutions to boost wellness.
- With over 7000 stores selling cannabis and trial exceeding 30% across the US – CPG manufacturers and retailers must understand how consumers are changing wellness behaviors and product demand.

Questions this study will address:

- **Identify the demand spaces:** Why are people using cannabis and CBD in their daily lives?
- **Understand consumer behavior shifts:** How are people changing and shifting their health and wellness routines?
- **Identify category triggers and adoption:** How did they first consider and use THC or CBD products across product segments (topicals, edibles, vape)?
- **Understand the occasions:** How and where are people using these products, and how do these occasions overlap with CPG and healthcare?

Investment: \$12,500

- Join us to receive exclusive access to data and insights from this syndicated research study on how consumers are using cannabis and CBD
- Deliverables include: A private presentation of this integrated report to bring each Wellness Tribe to life, and a raw dataset of 1000 cannabis and CBD occasion diaries

For more information
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1: MDVIP/Ipsos poll