



USE POTENTIAL GROUP FIVE

Very Low Use Potential



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0-2% of the population of this group is likely to use cannabis products including, but not limited to THC-focused products, regularly.

HOW TO MOTIVATE THEM

Make Them Comfortable

Stigma plays a big part in this group's decision-making process. Make them feel comfortable by making your brand messaging less about lifestyle and more about utility.

Appeal to Their Personal Needs

Whether it's health, recreation, or any other personal necessity, reassure this group by take the time to understand how your brand can genuinely help them live a better life.

Start a Dialogue

This group needs lots of reassurance due to fear and misinformation. Create opportunities to listen to this group about their fears pertaining to marijuana.

Lead with Facts

Make this group feel safe by being clear about how your brand operates within rules and regulations.

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