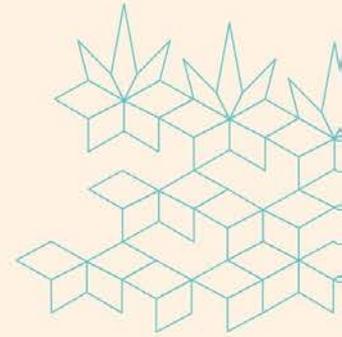
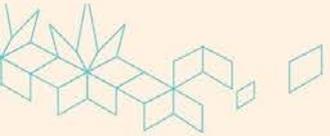


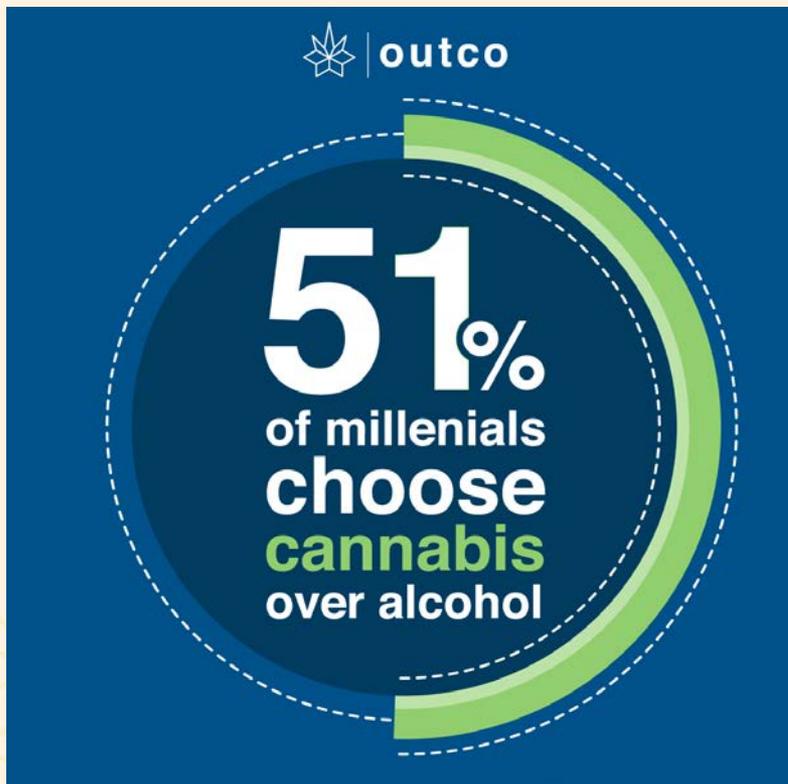


California Millennials Say No to Alcohol and Yes to Marijuana.





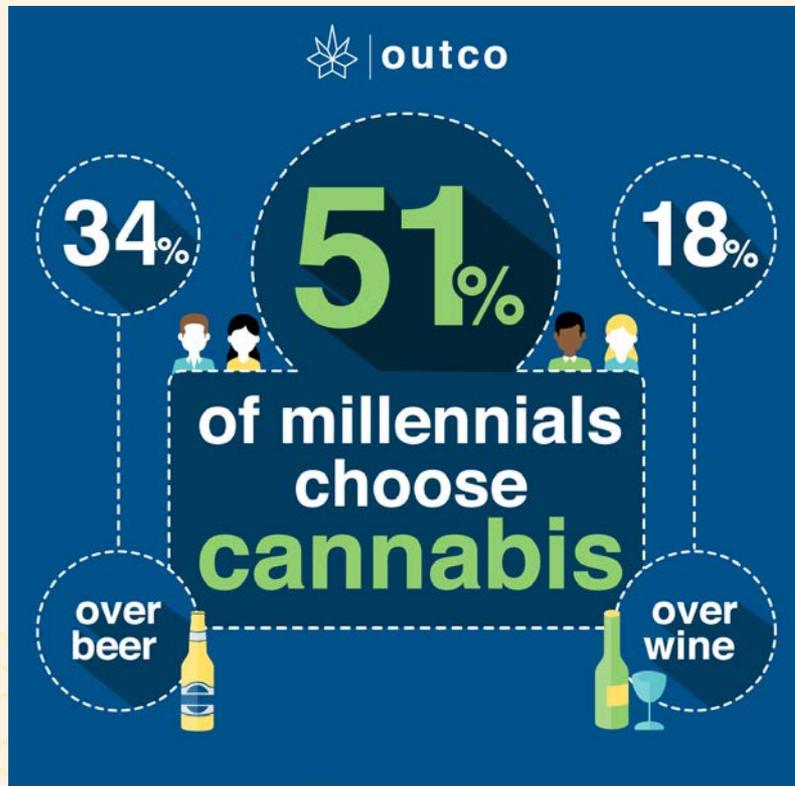
Cannabis & Alcohol Markets To Change



A sea of change is coming, not only for the cannabis industry BUT for the alcohol industry as well.

This new report reveals that the growing use of cannabis in California will have a significant impact on the alcohol industry.

“We found that for millennials, the choice between the two main recreational substances, alcohol and tobacco, has always been an easy one. Growing up with anti-tobacco messaging, the smoking rate for 18–29 year olds in the U.S. has dropped by 22% over the past decade, leaving alcohol as the substance of choice,” said OutCo CEO, Lincoln Fish. “But we are already seeing a decrease in alcohol sales, which means that cannabis is poised to be the new recreational substance of choice for many millennials and beyond.”



- Beer was the most popular substitution, with 34% of millennials saying they will opt for cannabis over beer.
- 18% of millennials will substitute cannabis for wine.
- 14% of the millennial population will substitute cannabis for spirits.

Millennials will be more open to diversity in their consumption of recreational substances than older generations, with more than 50% of them substituting cannabis for alcohol altogether.

The study further shows that one in five Generation Xers will be substituting cannabis for alcohol, as will 8% of baby boomers.



Research Cited



- Safety
- Cost
- Health

In regards to safety, many expressed the fear of making poor decisions when consuming alcohol, which included driving over the legal limit.

Cost also came into play, with many stating that their overall spend on alcohol outstrips that of high quality cannabis.

Finally, health was stated as a factor when substituting cannabis for alcohol. Participants shared that the effects of a hangover from alcohol lasted the entire next day, while high volumes of cannabis usage had no noticeable lasting effects; thereby making them feel healthier and more active.



Methodology

The study conducted by Monocle Research*, included in-person interviews, focus groups, and an online study of over 2,000 marijuana users in California. Participants were recruited through a combination of Facebook, Twitter, Craigslist, and third-party recruiting agencies. A randomized selection of the eligible participants was then selected for the study. Research questions included:

- We first asked them why they used cannabis
- Then we asked if they used other substances WITH cannabis and why.
- Then we asked about their usage of other substances to see which, if any, were used for the same purposes.
- Then we asked if they used other substances INSTEAD of cannabis and vice versa.
- Then we asked them how often they replaced one substance with another.



*Monocle Research is a Florida-based innovation and research consultancy that specializes in business growth acceleration through deeper consumer understanding. Through a unique research process called Innervation™, they develop a thorough understanding of the psychological, emotional, and aspirational drivers of consumer behavior.



outco

Formed in 2015, OutCo is a full-vertical, licensed purveyor of medical cannabis. Embracing wellness while rooted in science, OutCo delivers the highest quality products that support customer, partner, and community needs. OutCo manages Outliers Collective, the first licensed dispensary continually operating in San Diego County. As an industry pioneer, OutCo sets a new standard for cultivation, extraction, distribution, and research.

For more information visit <http://outco.com>