

HOW ARE THC VAPE USERS REACTING TO THE 'VAPE CRISIS'?

Brightfield Group surveyed THC vape users across the US to understand their behaviors and perceptions

DID BEHAVIOR CHANGE?

50%

of US THC vape users have **not changed** their usage of marijuana vapes since hearing the news

20%

of US THC vape users have **decreased** their THC vape usage since hearing the news

DID FEELINGS OF SAFETY SHIFT?

91%

of US THC vape users feel that the marijuana they use is safe

Agreement that vaping is a healthier alternative to smoking dropped

10% ▼

Agreement that vaping is a safe way to consume marijuana dropped

11% ▼

WHAT CAUSED THE CRISIS?

67%

think the issue is caused by the overuse or misuse of vapes

65%

think the danger is with illicit market marijuana vapes

33%

think the danger is with nicotine vapes

9%

think the danger is marijuana vapes from the legal market

Of those who decreased THC vape usage,

67%

have started using or increased their use of marijuana flower

54%

have started using or increased their use of marijuana edibles

36%

have started using or increased their use of other marijuana concentrates

The 'Vape Crisis' is another example of how it takes a lot to move a loyal customer off the product they know and love. Almost **half** of heavy users have shown concern for the format they claim to use regularly; however, less than **one in ten** expects to stop their vape use in the future. When compared to occasional users level of concern (~40%), a **fifth** expect to stop using THC vapes.

65% think the danger lies in illicit-market products while only **9%** blame products from regulated, sanctioned outlets - indicating trust in legal markets. Further, **two thirds** of consumers believe the crisis may be the result of user-error, misuse, or overuse, while a **full third** believe the issue lies in the tobacco/nicotine market. Regarding media perception, **44%** believe news reports they have seen, nearly **two in five** are unsure, and a further **fifth** of consumers refuse to believe reports or believe the news is 'blown out of proportion.'

Overall, consumers are not leaving the cannabis market as a result of the 'Vape Crisis.' Rather, some are adjusting their habits in a way that they deem as safer and are expressing their desire for a more transparent vape market via clear ingredient labeling and 3rd party lab testing. This is a prime opportunity for the industry to provide that transparency and continue to educate consumers.

We're Brightfield Group, and we provide consumer insights and market intelligence for the CBD and Cannabis industries. Fusing intelligent machines with real human analysis, we help you navigate the dynamic CBD and Cannabis markets as data-driven storytellers. With us, you don't just get the numbers; you get a trusted partner, providing a robust picture of the landscape and an actionable plan for the road ahead. See what we can do for you at www.brightfieldgroup.com.