CANNABIS

Final Report Spring 2020

DATA PULLED FROM 3/21/20 - 4/21/20
AGENDA

○ Economics
  ● What do people think about the cannabis industry impacting the economy?

○ Health
  ● How do people feel about cannabis being used for health purposes?

○ Legal
  ● How do people feel about the legality/potential legality of cannabis?
ECONOMICS
Overview of Conversation

This data shows the amount of conversation overtime and the number of mentions of cannabis.

**OVERALL MENTIONS**

- **411.7K**
  - **+10.9%**
  - Compared to the previous period 371.3K

**MENTIONS IN THE U.S.**

- **294.9K**
  - **+10.6%**
  - Compared to the previous period 266.7K

**MENTIONS ON NEWS SITES**

- **22.5K**
  - **-12.1%**
  - Compared to the previous period 25.6K

**MENTIONS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)**

- **134K**
  - **+30.6%**
  - Compared to the previous period 102.6K
What caused these spikes?

- Joe Biden campaign
- Death of Charlotte Fiji, inspiration for ‘Charlotte’s Web’ strain of cannabis

Results 411.7K
Increase in negativity due to the actions that the state of New York had taken when it came to the money put into marijuana.

Georgia reopening: Cuomo vs McConnell.

Marijuana producing more jobs.
Who is Conversing?

39.5% 60.5%
Where is the Conversation?

ACTIVITY IN THE US

United States of America
This data shows how people are talking about cannabis. Some of the main conversations are about legalization, essential businesses, and coronavirus.

Themes of Conversation

TRENDING HASHTAGS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

- **Emerging Themes**
  - #legalization ↑ 16.4%
  - #CBD ↑ 4.7%

- **Decreasing Themes**
  - #COVID19 ↓ 48.1%
  - #marijuana ↓ 44.1%
  - #cannabis ↓ 36.1%
  - #MMJ ↓ 28.8%
  - #Jobs ↓ 28.6%

- **New Themes**
  - #SBA
  - #cbdoil
  - #cannabisnews
  - #legalizeit

**TOP HASHTAGS**

- #Hemp
- #Work
- #SBA
- #COVID19
- #Holleh
- #BBP
- #CBC
- #NC
- #ChronicPain
- #CannabisMedicine
- #Life
- #marijuana
- #MMJ
- #cannabiscommunity
- #Legalization
- #Dispensary
- #Jobs

**TOP THEMES**

- illegal
- marijuana
- cannabis
- pot
- social
- federal
- health
- government
- people
- number
- relationships
- product
- quality
- common
- balance
- small
- versus

"
Most Engaging Articles

Is Marijuana an ‘Essential’ Like Milk or Bread? Some States Say Yes

In most cases, marijuana businesses must, like restaurants, limit themselves to takeout or delivery. Backyard dealers are also busy, but feel less need to abdicate to official order.

Federal Weed Legalization Could Repair an Economy Wrecked by COVID-19, CEOs Say

San Francisco pot shop now offering $1 eigths of cannabis

Cuomo: New York has been ‘bailing out’ other states for decades

Read More

Read More

Read More

Read More
This data shows the amount of conversation overtime and the number of mentions of cannabis.

### OVERALL MENTIONS

- **Total Mentions**: 461.7K
- **Increase**: +10.4%
- Compared to the previous period 418.4K

### MENTIONS IN THE U.S.

- **Total Mentions**: 257.6K
- **Decrease**: -2.7%
- Compared to the previous period 264.6K

### MENTIONS ON NEWS SITES

- **Total Mentions**: 66K
- **Increase**: +3.5%
- Compared to the previous period 63.8K

### MENTIONS IN THE LAST 7 DAYS (4/16/20 - 4/21/20)

- **Total Mentions**: 77.2K
- **Decrease**: -32.2%
- Compared to the previous period 113.9K
Marijuana dispensaries are deemed essential businesses during COVID-19

Death of Charlotte Fiji, inspiration for ‘Charlotte’s Web’ strain of cannabis

- Mexican president ignores coronavirus restrictions to see El Chapo’s mom
- Conversation surrounding whether or not dispensaries should be essential
- Conversation around how those who smoke weed could be at higher risk for COVID-19

- Virginia decriminalized marijuana
- Conversation about the risk of COVID-19 for cannabis users and how COVID-19 is affecting the industry

- Conversation about the 4/20 “holiday”, continued conversation about COVID-19 and cannabis
- Nurses Take a Stand Against Anti-Lockdown Protesters in Colorado (created spike because of the line “pot shops are open..”)

What caused these spikes?
This data shows mixed results, but suggests that the majority of people speaking about medical marijuana are neutral. However, there is a slightly higher percentage of positive sentiment rather than negative sentiment which may suggest that more of those who are voicing their opinions on the topic support the legalization of marijuana.
Who is Conversing?

**AGE**

- 18-24: 35.5%
- 25-34: 45.8%
- 35-44: 13.6%
- 45-54: 4.1%
- 55-64: 0%
- 65+: 0%

**GENDER**

- Male: 42.6%
- Female: 57.4%
Where is the Conversation?

ACTIVITY ACROSS THE WORLD

ACTIVITY IN THE US
This data shows what people are talking about when discussing cannabis. Some of the main conversations are about CBD, Coronavirus, legalization, and medical marijuana.
Most Engaging Articles

1. Sonic Is Begging Customers to Stop Smoking Weed in Drive-Thru
2. Charlotte Figi, namesake of Charlotte’s Web medical marijuana strain, passes away
3. Smoking marijuana could make the lungs more susceptible to COVID-19, experts say as cannabis sales spike
4. Mexican president ignores coronavirus restrictions to greet El Chapo’s mother

Read More
Read More
Read More
Read More
Overview of Conversation

This data shows the amount of conversation overtime and the number of mentions of cannabis.

- Overall Mentions: 316.9K (-28.1%) compared to the previous period 440.6K
- Mentions in the U.S.: 317K (-28.1%) compared to the previous period 440.6K
- Mentions on News Sites: 11.1K (-34.8%) compared to the previous period 17K
- Mentions in the last 7 days (4/16/20 - 4/21/20): 158.3K (+227.7%) compared to the previous period 48.3K
What caused this spike?

Cannabis Culture holiday on 4/20

Amount of conversations around legality is very consistent
On April 20th there was a spike in mentions and negative sentiment with many upset about a disproportionate number of people of color arrested for cannabis possession.
Who is Conversing?

**AGE**

- 18-24: 38.5%
- 25-34: 46.9%
- 35-44: 11%
- 45-54: 2.8%
- 55-64: 5%
- 65+: 1%

**GENDER**

- Female: 56%
- Male: 44%
Where is the Conversation?

Areas of high conversation equate to more intense colors.
This data shows what people are talking about when discussing cannabis. Some of the main conversations are about legalization, incarceration, and coronavirus.
OVERALL INSIGHTS

○ The data shows mixed results regarding whether or not people support the legalization of marijuana.
○ Globally, the data supports that the majority of conversation surrounding marijuana is from the United States.
○ People are concerned with how COVID-19 is impacting the cannabis industry.
○ Marijuana dispensaries are considered essential businesses during the pandemic, which may influence lawmakers in the future to be more open to legalization.
○ Some of the data suggests that in the future we may see a decrease of smoking and an increase in other consumption methods due to COVID-19 health risks.
○ Much of negative sentiment is due to a disproportionate number of people of color arrested for cannabis possession.
THANK YOU

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