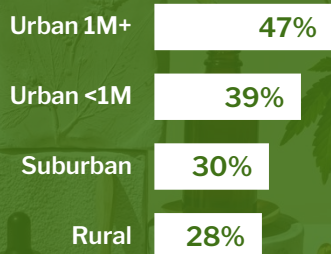
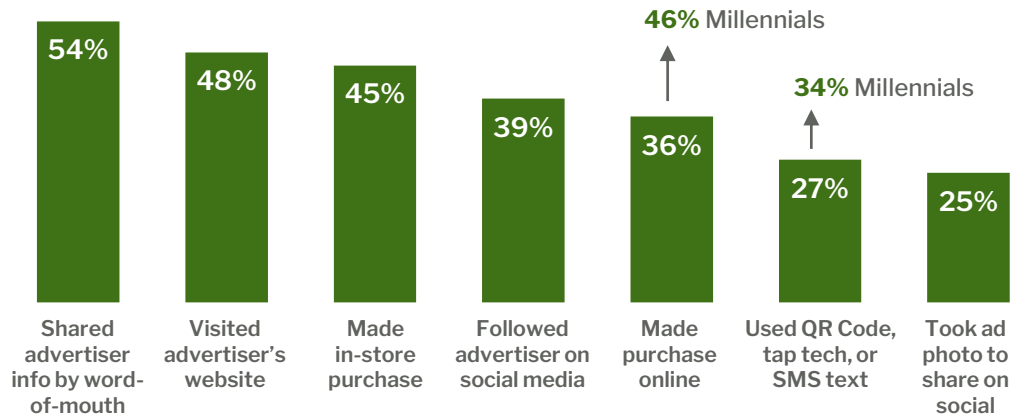


Cannabis OOH Ads Drive Consumer Notice and Action

Recently Noticed OOH Ads for Cannabis products

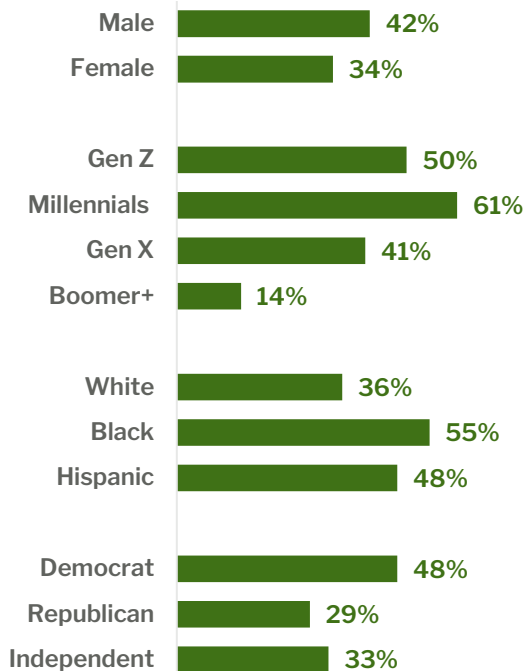
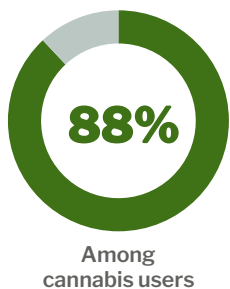
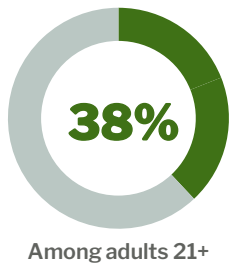


Cannabis OOH Ads Engage Almost 60% of Viewers



Likelihood to consume legal recreational cannabis on vacation

%Very Likely and Somewhat Likely



Vacation activities most likely to generate interest for recreational cannabis

USE (among adults 21+)

#1 – Rest & Relaxation | 51%
(70% Millennials, 63% Gen Z)

#2 – Live music | 45%
(67% Millennials, 66% Gen Z)

#3 – Bar/Restaurant | 40%
(62% Millennials, 59% Gen Z)

#4 – Tourist attractions | 39%
(60% Millennials, 55% Gen Z)

#5 – Hiking/Camping/Outdoor | 38%
(60% Millennials, 53% Gen Z)

#6 – Museums/Art Exhibits | 37%
(57% Millennials, 63% Gen Z)