



## **New Consumer Poll Reveals a Nearly Double-Digit Increase in Cannabis Consumption During Global Coronavirus Pandemic as Sleep Issues and Anxieties Spike**

*Cannabis Delivery Services See 22% Sustained Uptick; 17 Point Drop for Brick and Mortar; Flower Still Top Choice; Tinctures See a Rise; Vape Pens Show Marginal Decline; Convenience and Safety Top Drivers for Cannabis Delivery Uptick; Company Continues to See 100% Growth Year-Over-Year*

**Los Angeles, September 10, 2020 --** [Ganja Goddess](#), a California-based premium online shopping, delivery and lifestyle brand that caters to cannabis consumers statewide in California, announced the results of [a new consumer poll](#) which showed a nearly double-digit increase in cannabis consumption and a massive, lasting uptick in consumers turning to cannabis delivery services as sleep issues and anxieties spike during the ongoing global coronavirus pandemic. According to the poll's more than 850 respondents, consumers also cited flower as their primary consumption method, reported convenience and safety as top drivers for selecting delivery service and other interesting consumer insights.

"With more consumers spending time at home looking to manage sleep and anxiety issues, we continue to see a sizable, sustainable uptick in the number of people seeking out cannabis products to help them manage conditions during the ongoing global pandemic," said Ganja Goddess CEO Zachary Pitts. "What's also interesting is that the majority of consumers selected convenience and safety as their top reasons for choosing delivery services over traditional retail as a way to purchase cannabis products. This shows a lasting shift in consumer behavior as the pandemic goes on and consumer behaviors evolve, which is reflected in the more than 100% growth year-over-year we are experiencing. As we move into the fall, we will continue to track and share these trends, which have already shifted since our last poll in April 2020 at the beginning of the pandemic."

### **Cannabis Consumption Increases as Sleep Issues and Anxieties Spike**

Since the start of the COVID-19 pandemic, the majority of respondents (55%) stated the amount of cannabis they consumed increased -- a 9% increase since Ganja Goddess' last poll in April 2020. Consumers were also asked if they have used cannabis to help manage any conditions. Respondents overwhelmingly answered yes (78%). When asked why they consumed cannabis and respondents were able to select "all that apply," 69% cited managing sleep; 68% managing anxiety; 48% managing pain; 43% lifestyle; 32% managing chronic and acute conditions; 9% other; and 2% skin and beauty.

### **Cannabis Delivery Services See 22% Sustained Uptick; 17 Point Drop for Brick and Mortar**

According to Ganja Goddess' poll results, 89% of respondents are primarily getting cannabis these days through delivery services. Just 6% listed retail as their primary method, showing a massive 57 point difference and a 22% sustained uptick for cannabis delivery services. It also revealed a 17 point drop for brick and mortar since April. Two percent claimed "friends" and one percent "other" as the primary ways they are getting cannabis.

### **Convenience and Safety Primary Factors for Cannabis Delivery Uptick**

When asked why consumers were turning to cannabis delivery services during the COVID-19 pandemic, 52% of the poll's respondents selected convenience while 32% selected safety, 7% "none of the above" and 3% product selection and saving time. It should be noted that there may be some overlap between these responses since consumers may prefer delivery during COVID-19 for both convenience and safety reasons. However, convenience dominated the field by nearly 19 points.

### **Flower Still Top Choice; Tinctures See a Rise; Vape Pens a Small Decline**

Prior to the start of the pandemic, 61% of consumers selected flower as the primary way they consumed cannabis; 50% selected edibles, 42% vapes pens and 12% tinctures. During the ongoing pandemic, when asked the same question, flowers came in at 56% and vape pens at 36%, a 5% and 7% drop, respectively, which supports the notion that consumers are using edibles slightly more often than they did prior to the pandemic. Edibles saw a 1% increase at 51% while tincture saw a 2% increase at 14% and pills/capsules saw a 3% increase coming in at 13%. However, flower, edibles and vape pens continue to be the most popular methods of consumption, in that order, meaning the shift away from smoking cannabis may not be as profound as previously believed.

## **September 2020: Ganja Goddess Consumer Poll Full Results**

### **Do you consume cannabis?**

Yes:	98%
No:	1%

### **How often do you typically consume cannabis?**

Daily:	78%
Weekly:	17%
Monthly:	2%
None of the Above:	0%

### **Has the amount of cannabis you use changed since the start of the COVID-19 pandemic?**

Increased:	55%
Stayed the same:	36%
Decreased:	8%

### **Prior to the start of the pandemic, how did you primarily consume cannabis?**

Flower:	61%
Edibles:	50%
Vape Pens:	42%
Tinctures:	12%
Pills/Capsules	10%

### **During the ongoing pandemic, how are you primarily consuming cannabis?**

Flower:	56%
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Edibles:	51%
Vape Pens:	36%
Tinctures:	14%
Pills/Capsules:	13%

**How are you primarily getting weed these days?**

Delivery Service:	89%
Retail Shop:	6%
Friends:	2%
Other:	1%

**Has COVID-19 changed the way you purchase or shop for cannabis products?**

Yes:	50%
No:	49%

**Before COVID-19 changed your habits, how did you normally get weed?**

Retail Shop:	63%
Delivery Service:	26%
Friends:	8%
Other:	1%

**Are you using cannabis delivery services more or less during COVID-19?**

More:	55%
Less:	38%
Same Amount:	6%

**Why are you turning to cannabis delivery services during the COVID-19 pandemic?**

Convenience:	52%
Safety:	33%
None of the Above:	7%
Product Selection:	3%
Save Time:	3%

**During COVID-19 pandemic, have you used cannabis to help manage any conditions?**

Yes:	78%
No:	15%
Not Sure:	5%

**Why do you consume cannabis? Select all that apply.**

Manage Sleep:	69%
Manage Anxiety:	68%
Manage Pain:	48%
Lifestyle:	43%
Manage Chronic/	

Acute Conditions:	32%
Other:	9%

**Before COVID-19 changed our habits, how did you normally get weed?**

Delivery Service:	67%
Retail Shop:	23%
Friends:	4%
Other:	4%

**Has the amount of cannabis you use changed over the past month?**

Increased:	55%
Stayed the same:	36%
Decreased:	8%

**Before COVID-19 changed your habits, how did you normally get weed?**

Retail Shop:	63%
Delivery Service:	26%
Friends:	8%
Other:	2%

**Do you support federal legalization?**

Yes:	97%
No:	2%

**About Ganja Goddess**

Founded in 2011, Ganja Goddess is a premium brand with statewide delivery services, online shopping, award-winning products and a curated online cannabis lifestyle experience that caters to consumers demands and needs in the world's largest cannabis market: California. Ganja Goddess is capitalizing on one of the hottest consumer trends in the U.S.: the rise of online ordering, delivery of CPGs and curated-online lifestyle experiences. Ganja Goddess business pillars include: statewide online shopping, which offers a seamless experience with maximum convenience and the same transparency consumers are accustomed via mainstream apps or websites; convenient online delivery powered by the internet; and a curated online lifestyle experience that is revolutionizing how consumers think about a personalized cannabis lifestyle. For more information about Ganja Goddess, visit <https://goddessdelivers.com/>, <https://www.instagram.com/goddessdelivery/>, <https://twitter.com/GoddessDelivers> and <https://www.facebook.com/thegoddessdelivers>.