Archetype Cheat Sheet

HIGH USE FREQUENCY →

SAVVY CONNOISSEURS

- Extremely frequent consumers, highest spenders
- Use both medically & recreationally
- Use cannabis for many different reasons
- Use many different forms - both flower & nonflower
- Most are legal consumers
- Use regulated & informal sources
- Majority supply friends/family with cannabis
- Youngest archetype

CONTEMPORARY LIFESTYLERS

- Very frequent consumers
- Use cannabis recreationally, though many also use medically
- Primarily use cannabis to unwind
- Use flower most frequently, half also use non-flower forms
- All are legal consumers
- Generally use regulated sources (dispensary)
- Leans male

MEDICAL LIFESTYLERS

- Very frequent consumers, high spenders
- Use cannabis medically, though many also use recreationally
- Primarily use cannabis for pain or a medical condition, but also wellness & being productive
- Use flower most frequently, half also use non-flower forms
- Generally use regulated sources (dispensary, delivery)

LEGACY LIFESTYLERS

- Very frequent consumers
- Use cannabis recreationally, though many also use medically
- Use cannabis for many reasons, but primarily to unwind
- Use flower most frequently, half also use non-flower forms
- All are illicit consumers
- Use informal sources (dealers & friends)

MODERN MEDICINALS

- Moderate consumers
- Use cannabis medically, though many also use recreationally
- Primarily use cannabis for pain or a medical condition
- Most use exclusively non-flower forms, from tinctures & topicals to vapes & edibles
- Most are legal consumers
- Use regulated sources (dispensary, delivery)
- Older than average, leans female

ENGAGED EXPLORERS

- Moderate consumers
- Majority use exclusively recreationally
- Primarily use cannabis to unwind
- Use non-flower forms, notably vapes & edibles; many also smoke
- Nearly all are legal consumers
- Use regulated sources (dispensary)

SOCIAL NIBBLERS

- Infrequent consumers, low spenders (many never purchase for themselves)
- Majority use exclusively recreationally
- Primarily use cannabis to relax, also to socialize
- Use non-flower forms, notably edibles
- Source from friends & family
- Strongly leans female

HOLISTIC HEALERS

- Very infrequent consumers, low spenders
- Majority use exclusively medically
- Primarily use cannabis for pain or a medical condition
- Most use exclusively non-flower forms, notably topicals & tinctures, but also edibles
- Oldest archetype, strongly leans female

INFREQUENT PARTAKERS   11%

- Extremely infrequent consumers, very low spenders (many never purchase cannabis)
- Majority use exclusively recreationally
- Most exclusively use flower, especially joints
- Primarily use cannabis to relax, also to socialize
- Source from friends & family
- Second oldest archetype

LOW USE FREQUENCY ←