



JULY REPORT

A CURIOUS GENERATION: BABY BOOMERS & CANNABIS

“Introducing RYAH Data, our new data analytics report leveraging insights from our proprietary data lake from our suite of internal dose and strain data sources”


*- Gregory Wagner,
CEO, Ryah Medtech, Inc.*


THE QUESTION

In July we published an article on Baby Boomers' new (or renewed) interest in cannabis.

We pulled data from RYAH Data to explore the profile of the Baby Boomer cannabis patient. Who are they, what are they treating, and who do they use the plant?

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THE ANSWER

Baby Boomers, a generation born between 1946 and 1969, are turning to cannabis to treat several age-related medical conditions - **arthritis and pain**.

Surprisingly, other popular therapeutic applications among Boomers are for **mental health issues** such as anxiety, depression, and stress.

The data showed slightly **more female** cannabis patients in this generation. It also indicated the highest number of Boomers in California, Oklahoma, and Florida. Nearly half of Boomers had moderate experience with cannabis.

BABY BOOMERS CONSTITUTE

12.6% OF ALL PATIENTS
REPORTING
THROUGH
RYAH DATA

This report is based on information pulled from RYAH Data between January 1, 2018, and July 1, 2019.

The 'Baby Boomers' demographic includes those born between 1946 and 1969.

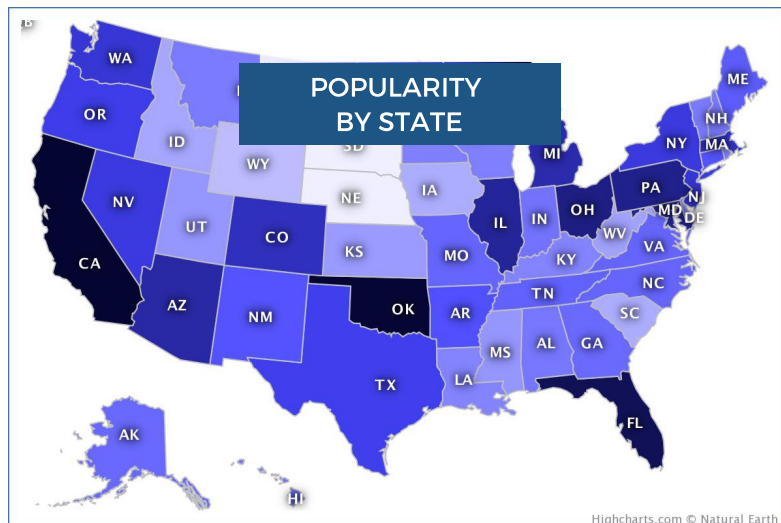
CANNABIS EXPERIENCE

According to the data pulled from RYAH Data, 19.8 percent of Baby Boomers reported no previous experience with cannabis.

Just under half, 44 percent, reported moderate experience.

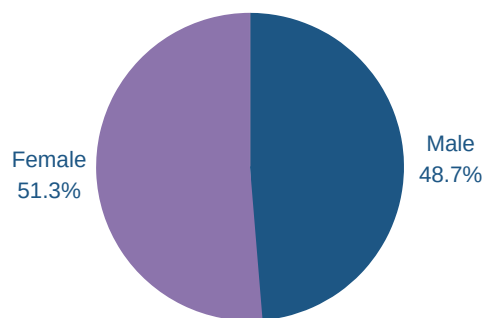
The remainder, 22.2 percent, reported frequent or daily experience.

LOCATION

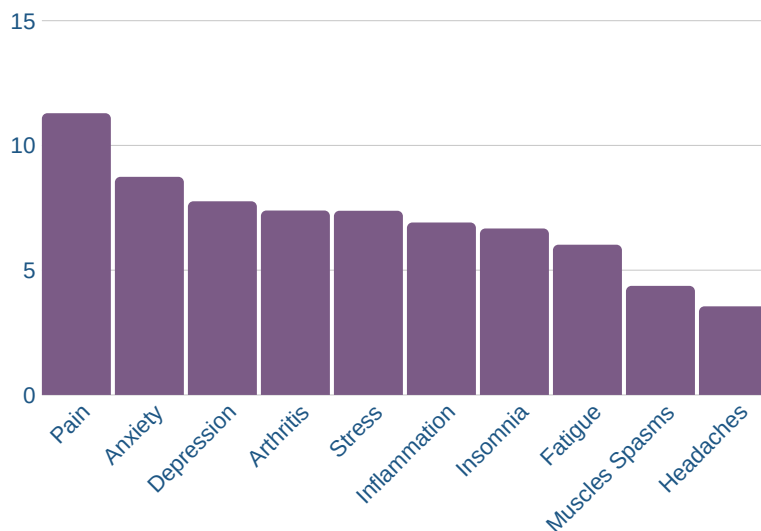


1. California
2. Oklahoma
3. Florida
4. Ohio
5. Pennsylvania
6. Maryland

GENDER



AILMENT



ADDITIONAL DATA

Data from the National Survey on Drug Use and Health recognized a rising rate of cannabis consumption among people aged 50 and older. (1)

In survey responses collected between 2015 and 2016, the results indicated cannabis consumption has doubled over the last decade for this age group.

The rates of cannabis use among Baby Boomers is now on par with the teenage demographic. (2)

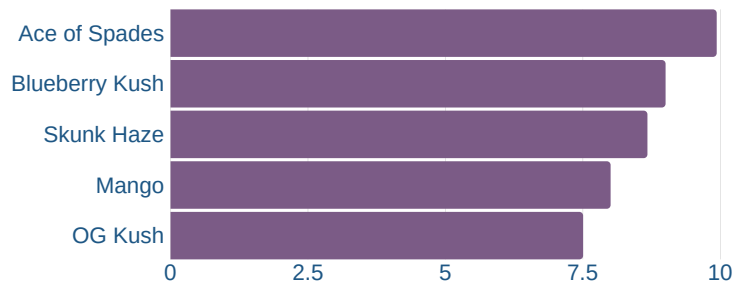
* CANNABIS FOR ARTHRITIS

Of the 200,000 Canadians with a cannabis prescription, more than two-thirds use it for the treatment of arthritis, a medical condition commonly associated with aging. (3)

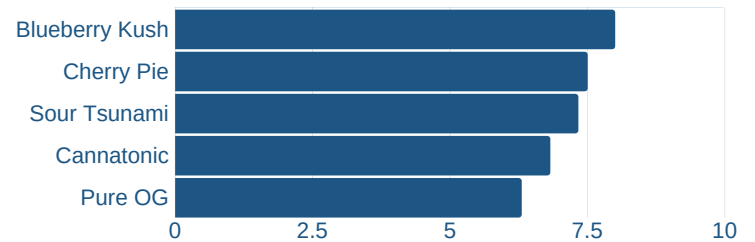
STRAIN PREFERENCE

BY AILMENT, FOR MOST RELIEF
RATED ON A 10 POINT SCALE

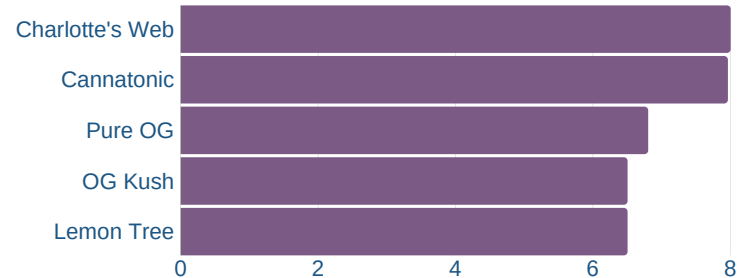
PAIN



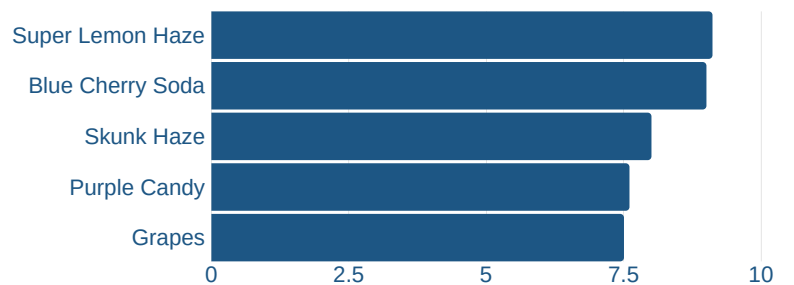
ANXIETY



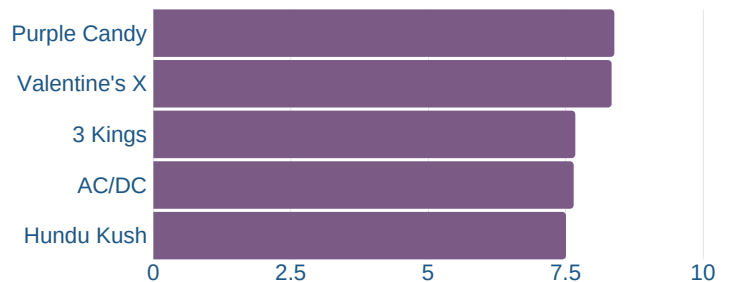
DEPRESSION



ARTHRITIS *



ARTHRITIS



ADDITIONAL SOURCES

(1)

Ingraham, Christopher. "Marijuana Use Is Now as Common among Baby Boomers as It Is among Teens, Federal Data Shows." The Washington Post, July 2019, www.washingtonpost.com/business/2018/09/20/marijuana-use-is-now-common-among-baby-boomers-it-is-among-teens-federal-data-show/?noredirect=on&utm_term=.60ac2dd874ea.

(2)

New York University. "Marijuana use continues to grow among baby boomers: Middle-aged and older adults more likely to use if used marijuana as teens." ScienceDaily. ScienceDaily, 6 September 2018. <www.sciencedaily.com/releases/2018/09/180906100458.htm>

(3)

Samek, Ellen. "Move over, Millennials – Baby Boomers Are the Ultimate Untapped Market." The Financial Post, 2 Apr. 2019, business.financialpost.com/news/retail-marketing/move-over-millennials-baby-boomers-are-the-ultimate-untapped-market.

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