



AUGUST REPORT

A CLOSER LOOK: MILLENNIALS AND CANNABIS

"Introducing RYAH Data, our new data analytics report leveraging insights from our proprietary data lake from RYAH, PotBot and RYAH MD"

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

THE QUESTION

A lot has been written about the Millennial generation's appetite for cannabis, but there are fewer details on how they use it medicinally.

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

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THE ANSWER

Millennials, defined here as those born between 1981 and 1996, are gravitating towards cannabis for more than just recreational purposes. They make up the largest proportion of patients within the RYAH Data ecosystem.

More so than other previously explored demographics, the Millennial medical cannabis patient likely to be male with moderate cannabis experience.

Millennials commonly use medical cannabis to treat mood disorders, including anxiety, depression, and stress. Strain preference varies but tends towards CBD-rich options, especially for women.

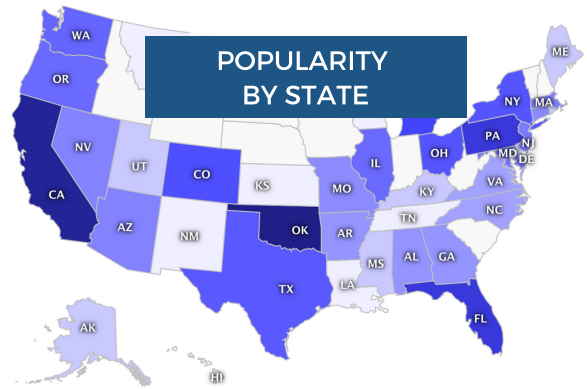
MILLENNIALS CONSTITUTE

40.1% OF ALL PATIENTS
REPORTING THROUGH
RYAH DATA

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

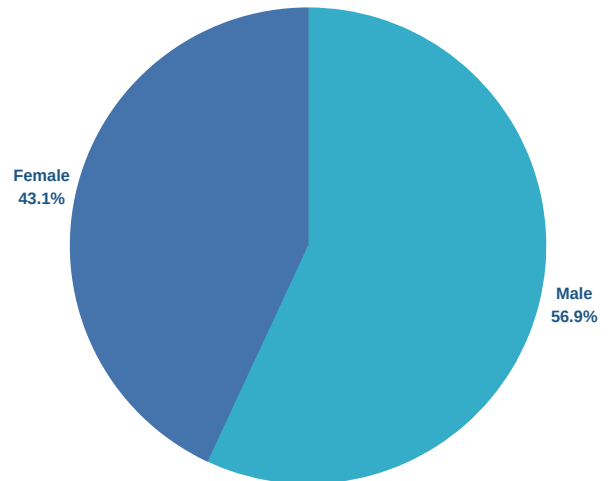
The Millennial demographic for this report includes those born between 1981 and 1986.

LOCATION

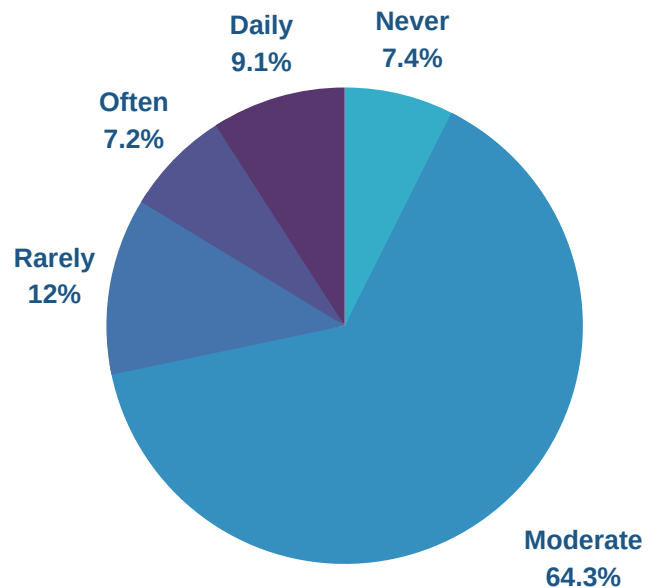


1. California
2. Florida
3. Oklahoma
4. New York
5. Texas
6. Colorado

GENDER



EXPERIENCE



ADDITIONAL DATA

According to a **2017 Yahoo News Marist News Poll**, 22% of Americans have tried cannabis, or which 52% are Millennials (ages 18-34).

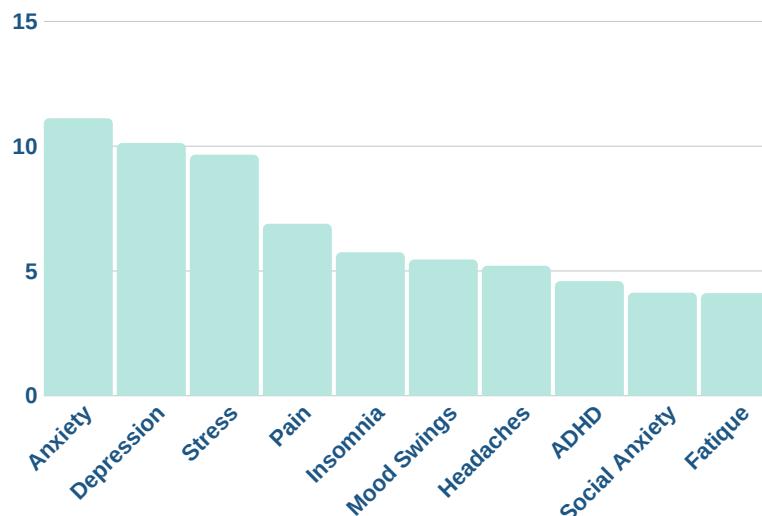
88% of Millennials who have tried cannabis support legalization for medical purposes.

75% of Millennials prefer to use cannabis socially, and 25% prefer to use alone.

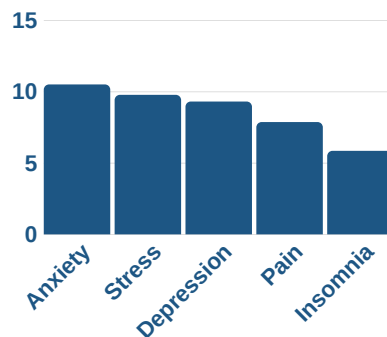
38% of this generation has used the plant to relax, 18% "just to have fun," and 14% to relieve pain. (2)(3)

AILMENT

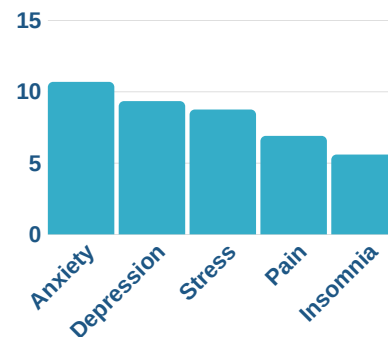
OVERALL



AILMENTS TREATED BY MALE PATIENTS

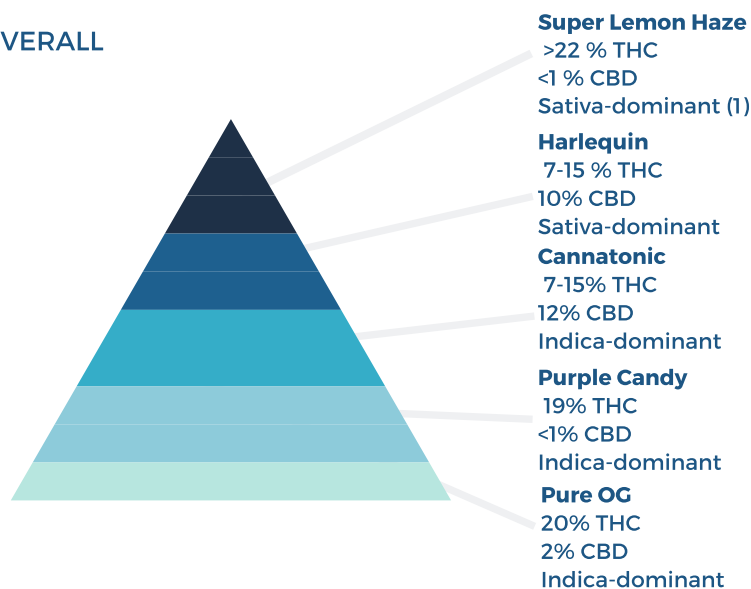


AILMENTS TREATED BY FEMALE PATIENTS



STRAIN PREFERENCE

OVERALL



FEMALE TOP STRAIN

Harlequin
7-15 % THC
10% CBD
Sativa-dominant

MALE TOP STRAIN

Super Lemon Haze
>22 % THC
<1 % CBD
Sativa-dominant

ADDITIONAL SOURCES

(1)

“Find Marijuana Dispensary, Strain & Doctor Info & Ratings.” AllBud, www.allbud.com/. All strain information including type (sativa, indica, hybrid) and cannabinoid break down should be used as generalizations only.

(2)

“Yahoo News/Marist Poll: Weed & The American Family.” Edited by Yahoo News Marist, Marist Poll, Yahoo News, 2017, maristpoll.marist.edu/wp-content/misc/Yahoo%20News/20170417_Summary%20Yahoo%20News-Marist%20Poll_Weed%20and%20The%20American%20Family.pdf.

(3)

“Yahoo News and The Marist Poll, ‘Weed & the American Family’ .” Edited by Yahoo News Marist Poll, Marist Poll, 2017, maristpoll.marist.edu/wp-content/misc/Yahoo%20News/20170417_Banners%20of%20Marijuana%20Users_Yahoo%20News-Marist%20Poll_Weed%20and%20The%20American%20Family.pdf.

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