



## SENSI CONSUMER TYPE N°1

# CANNABIS FOCUSED

Many of our readers care about cannabis. But they don't all care about it in the same way. Here are four categories of cannabis consumer to consider as we begin to define our audience.

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### EXPERT

This reader knows all the ins and outs of elevation. They are an active consumer, and maybe even an activist. They are interested in the all-around aspects of cannabis trends, culture, and products.

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### CANNA-CURIIOUS

This reader has either never consumed or hasn't in many years, but has heard good things. They are interested in seeing if cannabis does anything to improve their day-to-day life—physically, mentally, or socially. Just don't ask them to smoke it.

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### HEALTHY INTEREST

This reader has seen plant-based medicine in action, either for themselves or someone they love. Beyond that, they just believe people should be able to make that call for themselves and will advocate for the cause. They are interested in medical research and cannabis success stories, social justice, and legalization news.

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### IN THE CANNABIZ

This reader is deeply involved in the industry, either directly a dispensary owner or supplier, or indirectly via finance, legal, marketing, or media. They are interested in industry trends and legalization news.

