

# Cannabis Consumer Intelligence Report

January 2026

**13,940**

POSTS ANALYZED

**6,961**

USER PROFILES

**822**

HIGH-VALUE TARGETS

**97%**

CLASSIFIED

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CANNECT INTELLIGENCE

Cannabis consumer insights from real social conversations.

# Executive Summary

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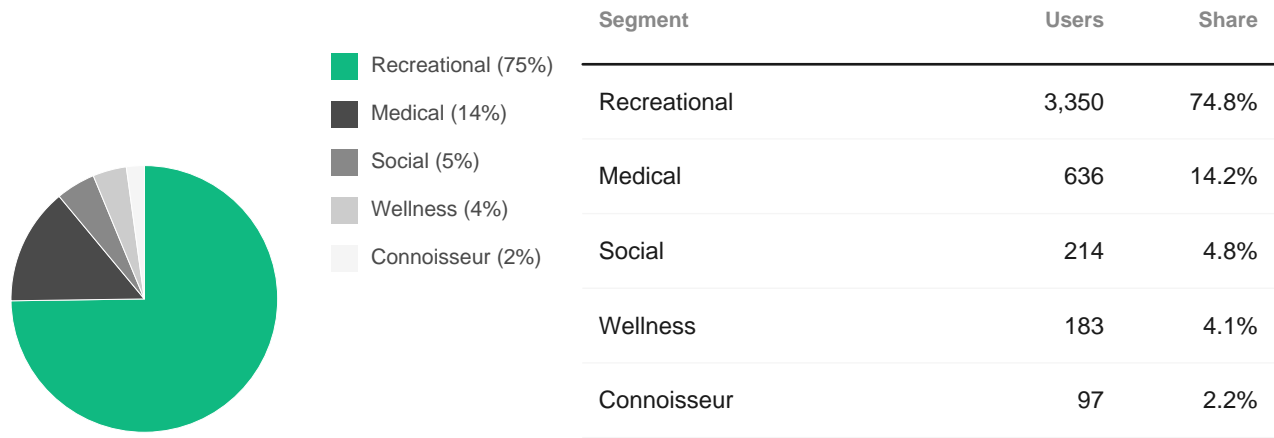
This report analyzes 13,940 posts from the Connect cannabis social network. We classified 13,551 posts and built behavioral profiles for 6,961 users, identifying 822 high-value targets for wellness brand outreach.

## Key Findings

- Positive sentiment dominates (50%+), indicating strong community engagement
- Relaxation and pain relief are the most sought-after effects
- Legal/regulatory uncertainty is the primary consumer frustration
- 822 users identified as high-value wellness brand targets
- 144 posts show high purchase intent (70%+ score)

# Consumer Segmentation

Users are classified by primary consumption motivation based on their posting history.



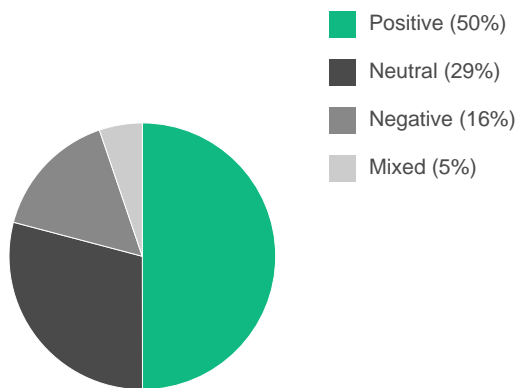
Recreational users dominate, but medical and wellness segments show higher lifetime value potential.

## Experience Distribution

Experience Level	Users
Regular	2,339
Casual	846
Expert	273
Newbie	124
Daily	104
Curious	38

# Sentiment Analysis

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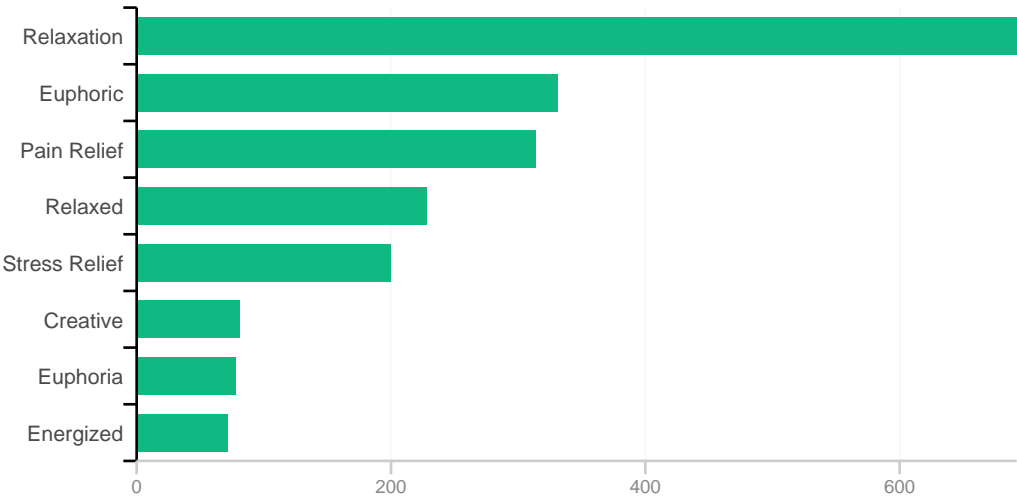
Positive sentiment accounts for 50% of classified posts, with negative at 16%. The overall tone indicates a healthy, engaged community with product satisfaction.

## Implications

- Negative sentiment primarily relates to access/legal issues, not product quality
- High positive ratio supports premium positioning strategies
- Mixed sentiment posts provide valuable product feedback

# Effects & Preferences

Understanding consumer-desired effects informs product development and marketing.



Effects consumers actively seek in posts

## Top Effects Mentioned

Effect	Mentions
Euphoric	943
Relaxation	561
High	305
Pain Relief	276
Relaxed	263
Euphoria	182
Creative	176
Intense High	122

# Strain Intelligence

Strain	Mentions	Sentiment
Kushmints	18	76
Sour Diesel	15	57
White Widow	12	36
Blue Dream	10	67
Afghan Kush	7	70
Killer A5 Haze	6	82
Gorilla Melon	6	31
Kush	5	53
Jack Herer	4	70
Fat Bastard	4	75
Granddaddy Purple	4	43
Og Kush	4	76

Sentiment: 0-100 scale where 50 is neutral

# Brand Intelligence

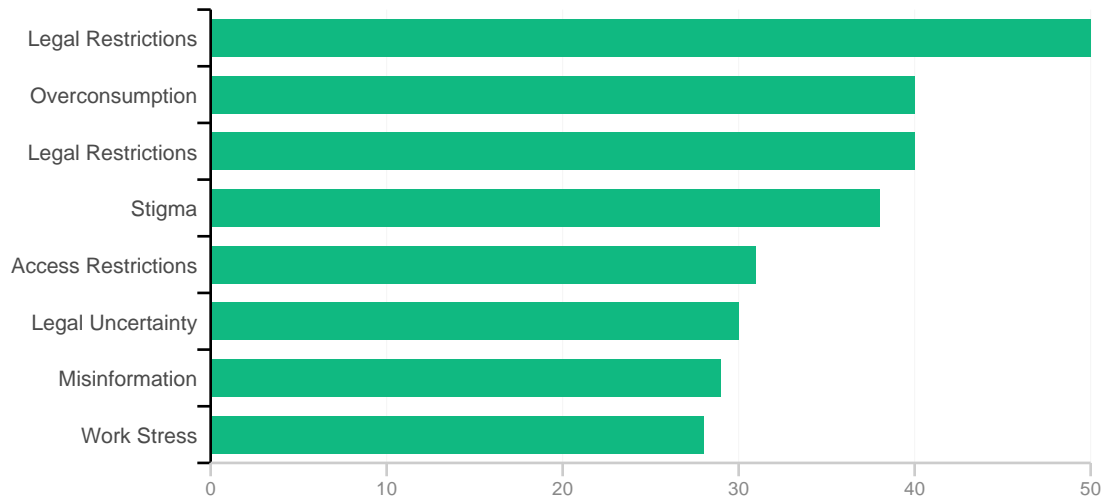
Organic brand mentions reveal authentic consumer sentiment.

Brand	Mentions	Sentiment
Curaleaf	11	-2
Trulieve	8	-5
420formulator	8	64
humboldtseedco	7	64
EZ MedCard+	6	75
Green Fox Farms	6	64
Aurora Cannabis	5	18
Cresco Labs	4	-20
ADLites	4	75
Fastbuds	4	74

# Consumer Pain Points

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Frustrations represent business opportunities.



## Opportunity Areas

- Legal/Regulatory: Compliance tools, consumer education
- Stigma: Normalization content, professional branding
- Safety: Lab testing visibility, dosing guides



# Market Overview

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## Product Categories

Category	Mentions	Share
Flower	3,115	60.2%
Edible	951	18.4%
Accessory	355	6.9%
Vape	266	5.1%
Concentrate	163	3.1%
Preroll	128	2.5%
Tincture	105	2.0%
Topical	94	1.8%

## Consumption Timing

Time of Day	Posts	Share
Morning	1,651	53.5%
Evening	746	24.2%
Night	472	15.3%
Afternoon	164	5.3%
Late Night	55	1.8%

# Full Platform Access

This report provides a sample of Cannect Intelligence capabilities. The full platform offers real-time alerts, custom segments, API access, and historical trend analysis.

Feature	Description
Real-Time Alerts	Instant notification for high-intent consumers
Custom Segments	Build and track proprietary audience groups
Brand Monitoring	24/7 brand and competitor tracking
API Integration	Connect to your CRM and marketing stack
Trend Analysis	Track preferences over time