



CADDLE

Canada's Largest Cannabis Panel

Engage with **over 18,000 Cannabis consumers**, and get the insights you need to make decisions, faster!

About Our Panel

Caddle's Canadian Cannabis panel is best in class, with the richest breadth and depth of Canadians and Cannabis out of any research panel in the market. Caddle is trusted by global brands including P&G, Coca Cola, Nestle, Walmart, & many more. And now, Caddle is adding the world's largest and leading Cannabis brands to its repertoire to understand their consumers - existing and new - to grow businesses profitably.

We do the screening, so that you can connect with any type of cannabis consumer at any time. We engage our panel by screening monthly for attitudes, behaviours, purchases, and consumption patterns. We screen for key drivers including: preferred format, incidence rate, brand preference, key occasion, purchase intent, at shelf drivers, and so much more.

Macro & Niche Cannabis Data

- Attitudes on Legalization
- Black Market Consumers
- Brand Preferences
- Cannabis & Health
- Cannabis & Other Vices
- Cannabis Marketing
- Cannabis Occasions & Activities
- CBD vs. THC Opinions
- CBD-Centric Consumers Attributes
- Commerce & Retail Trends
- Consumption Trends
- COVID-19 Industry Impact
- Daily Consumer Attributes
- Demographic Profiles
- Fitness and Cannabis
- Medical vs. Recreational Consumers
- Multi-Format Consumer Attributes
- Premium Consumers
- Product Type & Format Preferences
- Purchase Behaviours
- Response to Innovation
- The Canna-Curious
- Value Consumers
- Women & Weed

Our Cannabis Panel

+6,000 Daily Active Cannabis Users

+18,000 Monthly Active Cannabis Users





CADDLE

— About Caddle

Make better decisions, faster, with access to rapid insights at every stage of the consumer journey. Caddle® is the largest mobile-first insights platform that rewards Canadians for sharing data and engaging with brands.

— How it Works

Capture relevant insights for any challenge or opportunity. Engage seamlessly with shoppers at every stage of the consumer journey by leveraging the Caddle suite of tools. Caddle rewards panel members for actions ranging from video, survey, receipt capture, reviews, and more.

— Why Choose Us:

- 5X the reach for a fraction of the cost
- Largest and most active daily & monthly panel in Canada
- Get rapid insights in 72 hours
- Trusted by Fortune 500 brands and major research firms
- Short & long term studies
- Rich and in-depth customer data, including purchase
- Macro and/or niche audiences
- Flexible options customized to suit your budget

Contact Us

Make better decisions, faster.
Let's talk insights

Learn more at getcaddle.com

Get in touch insight@caddle.ca

