

10 THINGS YOU NEED TO KNOW ABOUT CANNABIS + HAPPINESS

Zenzi researchers asked 520 people to rate 36 motivations and 24 emotions to uncover what drives cannabis consumers to buy from a psychological standpoint.



JOY, OPTIMISM, LOVE, CALM AND INSPIRATION

are the most commonly elicited emotions associated with cannabis consumption.



Releasing stress, relaxing, feeling better in the long term, improving mental & physical health and having fun **bring the most happiness from cannabis**.

7.9 OUT OF 10

The average rating, when asked how **happy** cannabis makes people feel overall.



People who use cannabis for both recreational and medicinal purposes **derive the most happiness from cannabis**.



Spirituality, feeling safe, and expressing one's core values **bring MORE happiness** than people expect from cannabis use.



Stopping one's mind from turning, feeling better temporarily, and escaping problems **bring LESS happiness** than people expect from cannabis use.



Heavy users (4-7 times per week) derive MORE HAPPINESS than light users (1-3 times per week).

Purpose, Freedom and Pleasure-Seekers derive the most happiness from cannabis.



Tradition, Security and Achievement-Seekers derive the least.



HAPPINESS FROM CANNABIS USE WAS NOT PREDICTED BY AGE, GENDER, OR POLITICAL VIEWS.

The happiness producing benefits of cannabis are better predicted by a person's psychological and emotional profile, as well as their reasons for using it.



Want more happy customers to buy and tell their friends? Contact Zenzi.

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