To the Honorable Members of the Connecticut General Assembly Judiciary Committee:

As a citizen, taxpayer, and stakeholder in our state’s future, I am asking you to vote YES on SB 00016.

I am a senior member of a founder-led business in the market research and data analytics space with a specialty focus on cannabis consumers. The Company’s methodology employs a data-driven approach to empower our clients in the United States and Canada to gain an advantage, and a greater understanding, in an emerging and competitive market, and society. I support the Minority Cannabis Business Association (MCBA) in the mission to create equal access for cannabis businesses and to promote economic empowerment for communities of color by creating policy considerations, social programming, and outreach initiatives to achieve equity for the communities most affected by the war on drugs. There is strong reason to believe Governor's Bill No. 16 will generate healthy economic activity for the residents of Connecticut and the surrounding area.

Contrary to speculation from opposition, research shows cannabis consumers are highly educated, productive members of society. Household incomes for individuals who seek to purchase marijuana products tend to exceed $75,000 per annum. The median age for cannabis users is 36 years old. These insights have been derived from primary research studies I have analyzed professionally that include 20,000 adults in both Canada and the United States and is nationally representative by gender, age (adjusted for adults aged 18-74), and by geographic location.

One of the most salient findings is that nearly 55% of Connecticut’s consumers are actively seeking CBD dominant strains. If passed, SB16 will play an essential role in updating antiquated legal practices and will unlock residents’ access to a legitimate market, followed by all the benefits that would be realized by the State. Current limitations on plant extracts containing less than 0.3% THC does not align to scientifically research-based knowledge about the endocannabinoid system. In addition to the information shared in this communication, I am happy to discuss further findings and make formal introductions to support the initiative with the benefit of a robust data set of cannabis consumer, and non-consumer, related knowledge that can be used to inform evidence based decision making.

Respectfully,
Marlene Wilden