

# ISA Group Launches First Ever Cannabis Consumer Research Panel

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/EINPresswire.com/ -- SoapBoxSample, a member of The ISA Group, announced today the launch of their new cannabis-focused research panel – The Green Time. The first of its kind, The Green Time is composed of both cannabis consumers and industry professionals. The community was created to gather open and honest feedback about cannabis products, brands and services. The goal is to fuel brands with data and insights, helping cannabis companies develop a strategic advantage through the deep understanding of their customers and future customers. The U.S. cannabis market is expected to top \$40 billion annually by 2025, according to projections published by Forbes magazine.



“We believe in empowering the cannabis community through research. The brands of tomorrow rely on feedback from consumers to improve their products, services and marketing,” said Jacqueline Rosales, President of the ISA Group. “We believe that the new era of cannabis will be driven by data and shaped by the people who use it and love it.”

The Green Time was developed to meet a specific need within the market – quick and targeted access to cannabis consumers. The ISA Group is committed to constantly updating its products and services to meet the evolving needs of the industry. Brands can target consumers based on their preferred delivery form, frequency of consumption, method of obtaining, monthly spend, and other lifestyle considerations. All members of the Green Time are subject to a rigorous screening process, including identity authentication checks and age confirmation (21+) through Imperium’s Veritas and Relevant ID services. In addition, SoapBoxSample applies its own in-house security processes to ensure the highest-quality participants in all research studies.

The ISA Group is committed to moving the cannabis industry forward. Their cannabis research has been featured in Mg Magazine, Marijuana Venture and The Cannigma. Their ongoing

research explores a variety of topics, including [different types of cannabis gifters](#) (Traditional, Shared-experience, Altruistic) and the effect of COVID-19 on cannabis consumers. In March 2020, a significant portion of [cannabis consumers began turning to cannabis products](#) for wellness and emotional health reasons. Among those who reported consuming more cannabis since the COVID-19 outbreak, 60% said they were doing so to relieve stress, 57% to ease anxiety and 34% were consuming to combat cabin fever.

In November of 2020, [The ISA Group announced their strategic partnership with Vertosa](#), a leading hemp and cannabis technology company based in Oakland, CA that provides customized emulsion systems for infused beverages, edibles, cosmetics, and more. The partnership combines ISA's research on the unique attitudes and experiences of cannabis customers with Vertosa's experience in bringing cannabis-infused products to the market. They recently partnered on a cannabis webinar titled, "From Concept to Conception," which featured two female Co-Founders in the cannabis beverage space. During this webinar, the ISA Group shared insights about cannabis beverage consumers and described the biggest hurdles for cannabis beverage makers.

Consumers interested in becoming a member of The Green Time, can find out if they qualify here: [www.TheGreenTime.com](http://www.TheGreenTime.com).

About SoapBoxSample and ISA Group

You Don't Know What You Don't Know.

We believe that the new era of cannabis will be driven by data. Brands that deeply understand their customers have a strategic advantage. We connect cannabis brands with the people who matter most – their customers (and future customers). We provide guidance on the best ways to engage your target audience, and how to ask the questions that will support your business objectives. Clients leverage our expertise to develop new products, test marketing and advertising, understand opportunities in emerging markets (such as newly legal states), create detailed profiles of their customers, and stay on top of developing trends.

To learn more, visit [www.isacorp.com/specialty/cannabis-research](http://www.isacorp.com/specialty/cannabis-research), where you can sign up for our weekly CANNAfact Friday newsletter.

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