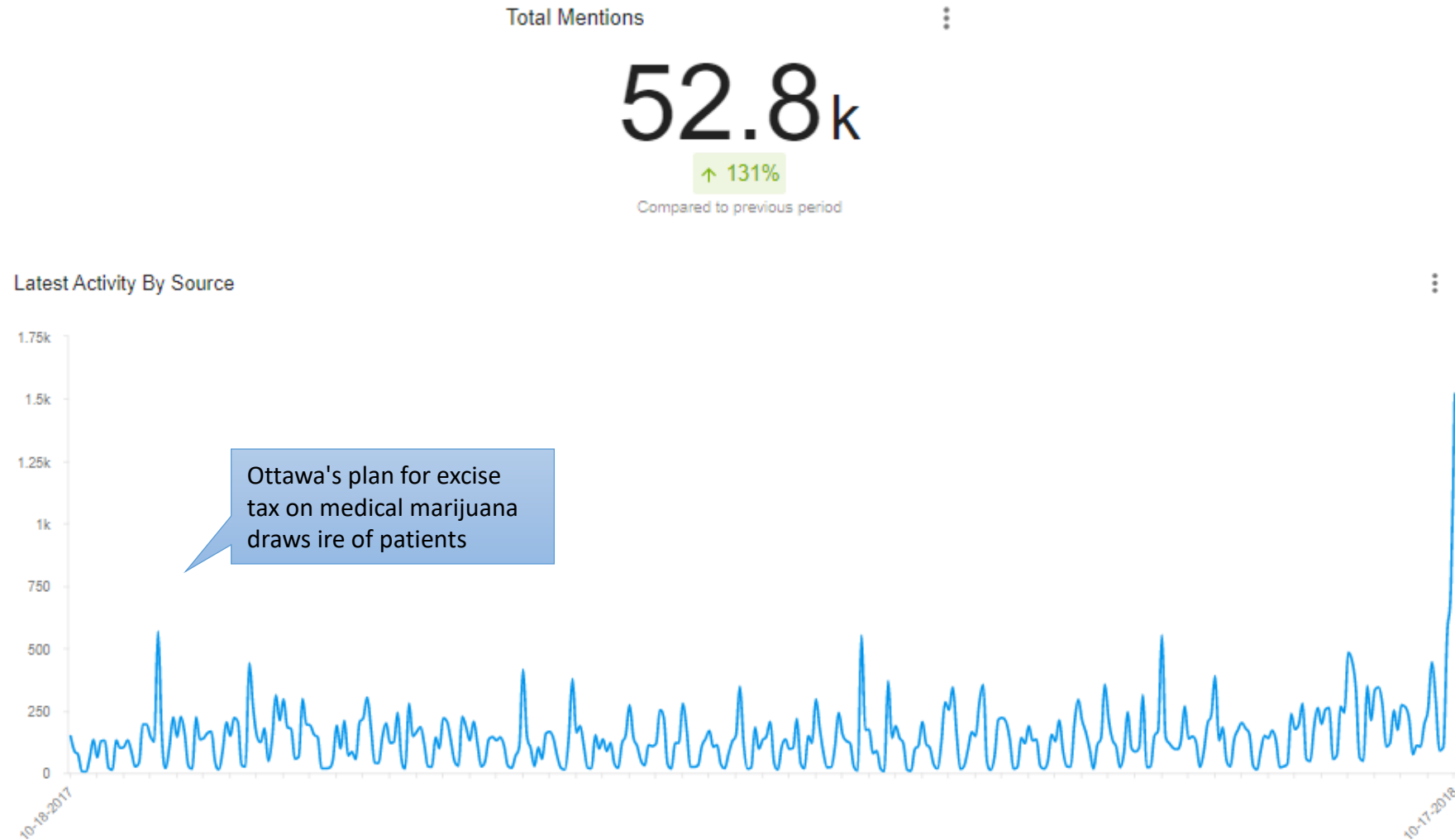


Volume of conversation growth compared to the previous period (before vs after the legalization)

Topic	Before (18/10/2017 – 17/10/2018)	After (18/10/2018 – 17/10/2019)
Overall	+235%	+207%
Price	+131%	+51%
Privacy	+66%	+101%
Stock	+168%	+71%
Alcohol	+107%	+51%

Price

Cannabis and Price. Canada. Before Legalization



Cannabis and Price. Canada. Before Legalization

Top Keywords

industry black market aurora
federal government canadian press
government marijuana province
investors cent price market
shares company people
cents deal cannabis canada time
stock statements share information
securities products common shares
medical cannabis companies

Top Entities

Canopy Growth Corp. Aurora Cannabis Inc.
North America Canjex Publishing L...
Health Canada TSX Venture Exchange
British Columbia Quebec Montreal
Facebook Ontario Toronto Canadians
Vancouver Canada Twitter
California
Donald Trump Alberta United States Europe
Company Ottawa Ont.
Toronto Stock Excha... Liberal Party of Ca...
Regulation Services... Justin Trudeau
Tetrahydrocannabinol Saskatchewan

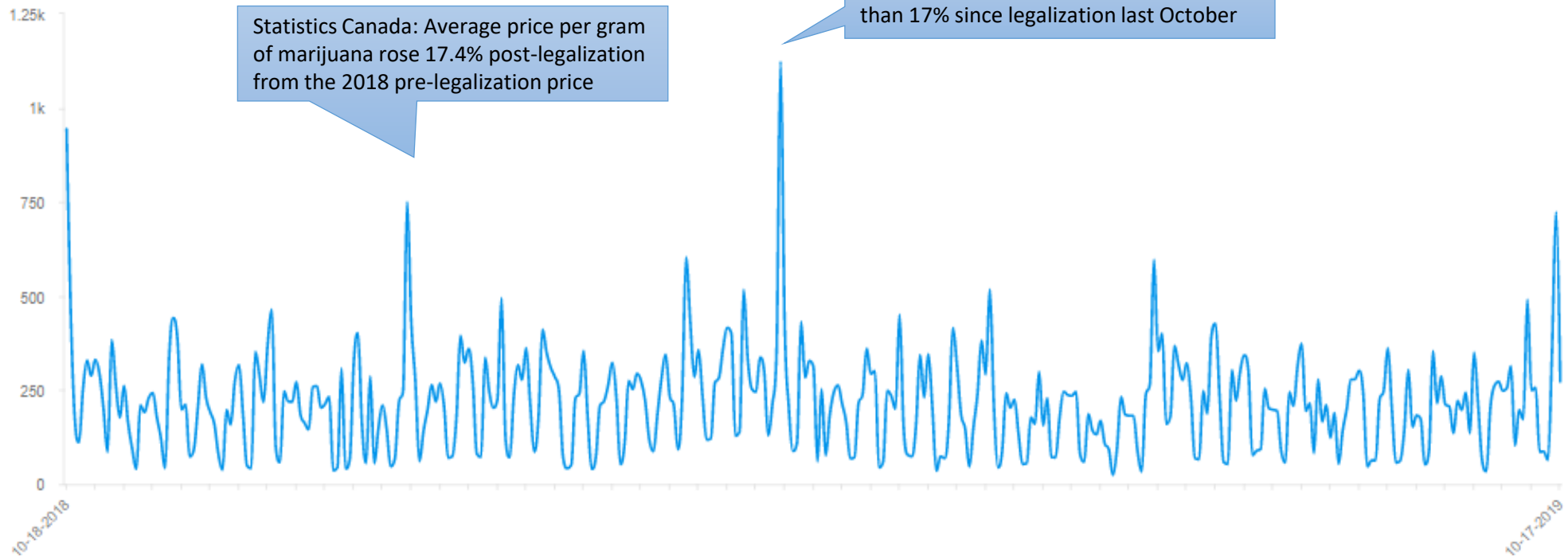
Cannabis and Price. Canada. After Legalization

Total Mentions

79.7_k

↑ 51%

Compared to previous period



Cannabis and Price. Canada. After Legalization

Top Keywords

news release motley fool canada
united states common shares legalization
products information terpenes
investors cent statements
saver **company** time
people shares
marijuana canada cannabis share
stock market price securities
new stock picks cannabis industry
canadian press health canada
canadian securities...

Top Entities

Aurora Cannabis Canadian Securities...
TSX Venture Exchange Statistics Canada
Regulation Services... Canjex Publishing L...
British Columbia Toronto Stock Excha...
Europe Company Ontario Canadians
Quebec **Canada** Alberta
Twitter Facebook
California **United States** China
Toronto Ont. Health Canada
Ottawa Vancouver North America
Colombo Stock Excha... Cannabidiol
New Stock Picks Tetrahydrocannabinol

Privacy

Cannabis and Privacy. Canada. Before Legalization

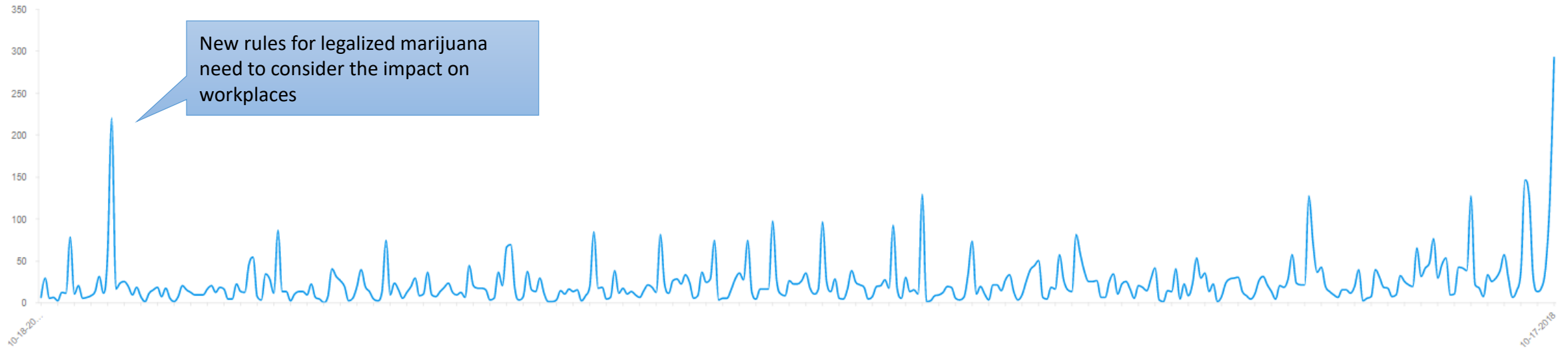
Total Mentions

8.76_k

↑ 66%

Compared to previous period

Latest Activity By Source



Cannabis and Privacy. Canada. Before Legalization

Top Keywords



A word cloud of top keywords related to cannabis and privacy in Canada before legalization. The words are in various shades of blue. The most prominent words are 'company', 'cannabis', and 'canada'. Other visible words include 'market news', 'branding, marketing...', 'public market infor...', 'marijuana', 'inc.', 'market industry', 'investors', 'workers', 'california', 'legalization', 'employers', 'canadian', 'darling te...', 'impairment drug', 'motley fool', 'b.c.', 'data', 'government', 'information', 'marketing firm', 'people', 'time', 'province', 'video production an...', 'market analysis and...', and 'over-the-counter dr...'.

video production an... province market news
market analysis and... branding, marketing...
marketing firm people time public market infor...
information marijuana
government company inc. market industry
b.c. data canada cannabis investors
impairment drug motley fool workers
canadian darling te... employers legalization california

Top Entities



A word cloud of top entities related to cannabis and privacy in Canada before legalization. The words are in various shades of green. The most prominent words are 'Canada' and 'United States'. Other visible words include 'Over-the-counter dr...', 'Health Canada', 'Social Media Relati...', 'Canadians', 'Market News, Invest...', 'Email Newsletter', 'Twitter', 'Ontario', 'California', 'Site', 'Financial Publicati...', 'Alberta', 'Ottawa', 'Broadcasting', 'The Motley Fool', 'Facebook', 'Company', 'North America', 'Financial News', 'Suncor Energy', 'Donald Trump', 'Toronto', 'Quebec', 'Newswire Delivery', 'Stock News, Market...', 'Democratic Party (U...', and 'Tetrahydrocannabinol'.

Over-the-counter dr... Health Canada
Canadians Market News, Invest... Social Media Relati...
Email Newsletter Twitter Ontario California Site
Financial Publicati... Alberta Ottawa
British Columbia Canada Broadcasting
The Motley Fool Facebook United States Company
Financial News North America
Suncor Energy Donald Trump Toronto Newswire Delivery
Quebec Stock News, Market...
Democratic Party (U... Tetrahydrocannabinol

Cannabis and Privacy. Canada. After Legalization

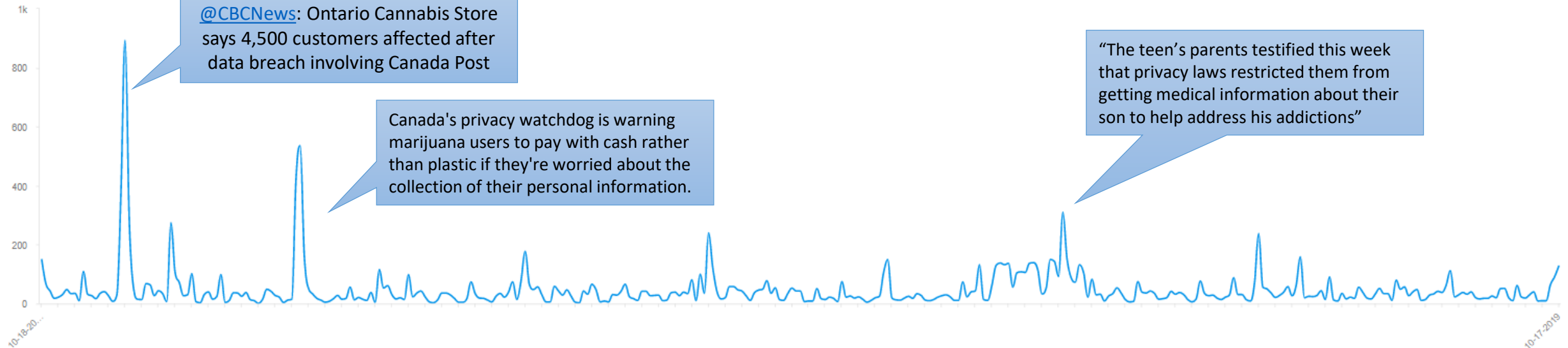
Total Mentions

17.6_k

↑ 101%

Compared to previous period

Latest Activity By Source



Cannabis and Privacy. Canada. After Legalization

Top Keywords

A word cloud of top keywords. The words are in various shades of blue. The most prominent words are 'company', 'canada', and 'cannabis'. Other visible words include 'government', 'relevant news', 'market analysis and...', 'ontario', 'canadian press', 'motley fool', 'cash', 'customers', 'stock', 'time information', 'market', 'access', 'products', 'people', 'industry', 'marijuana', 'inc.', 'canada post', 'investors', 'personal information', 'latest neighbourhoo...', 'branding, marketing...', 'public market infor...', 'ontario cannabis st...', and 'coming marijuana bo...'.

Top Entities

A word cloud of top entities. The words are in various shades of green. The most prominent words are 'Canada' and 'United States'. Other visible words include 'Social Media Relati...', 'Donald Trump', 'United Kingdom', 'Alberta', 'Iain Butler', 'Canadians', 'Metroland Media Gro...', 'The Motley Fool', 'Financial News', 'Amazon.com', 'Ontario', 'Twitter', 'Trending Waterloo', 'Geoffrey Stevens', 'Torstar', 'Toronto', 'British Columbia', 'Ottawa', 'Email Newsletter', 'Facebook', 'Manage Profile Subs...', 'Rangers Report', 'Broadcasting', 'Financial Publicati...', 'Health Canada', 'California', 'Newswire Delivery', 'Market News, Invest...', and 'Market News, Invest...'.

Stock

Cannabis and Stock. Canada. Before Legalization

Total Mentions

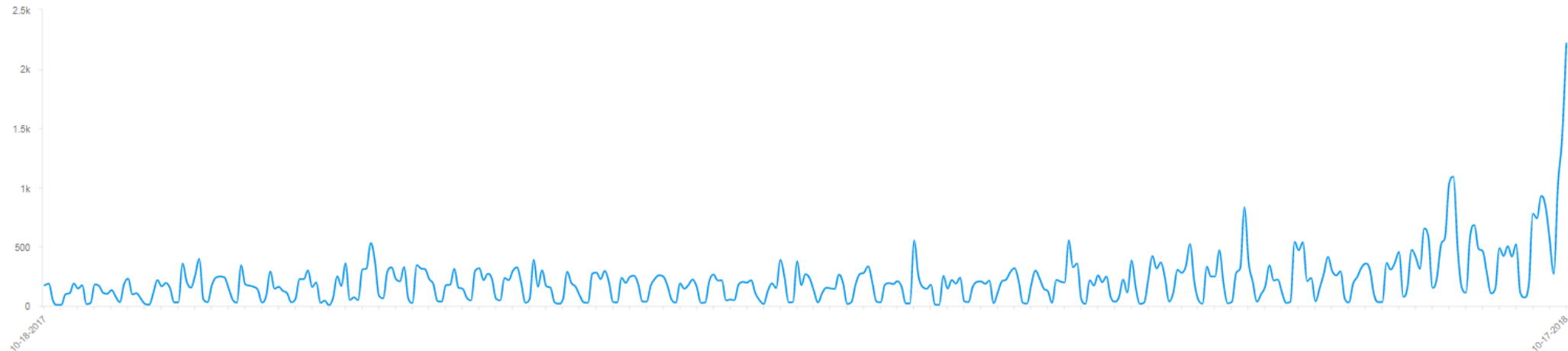
80k

↑ 168%

Compared to previous period

Closer to the legalization – more mentions about stocks

Latest Activity By Source



Cannabis and Stock. Canada. Before Legalization

Top Keywords

composite index
medical cannabis information aurora cannabis inc.
business statements stock products shares cents
people market **company** marijuana
canadian press
aurora cannabis cent canada inc. industry
u.s. companies time investors legalization
news release cannabis industry toronto stock excha...

Top Entities

TSX Venture Exchange Tetrahydrocannabinol Colombo Stock Excha...
Standard & Poor's North America Canjex Publishing L...
New York Vancouver Health Canada
Board of directors Toronto Stock Excha... Company Alberta
Aphria Inc. California **Canada** Facebook Toronto Europe
Twitter Ontario **United States** Aurora Cannabis
British Columbia NASDAQ Quebec New Stock Picks
Aurora Cannabis Inc. Canopy Growth Corp.
Regulation Services...

Cannabis and Stock. Canada. After Legalization

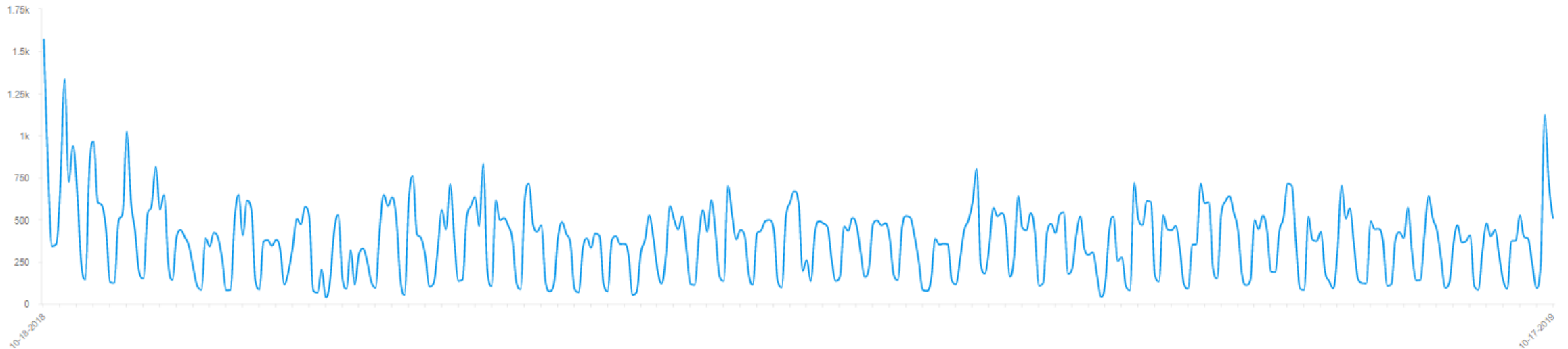
Total Mentions

137k

↑ 71%

Compared to previous period

We can see activity on workdays
when the stock market is open



Cannabis and Stock. Canada. After Legalization

Top Keywords

united states actual results
canntrust health canada new stock picks canadian press
statements cent products inc. u.s.
time information **company** market industry
product shares stock canadacannabis news release
companies cannabis industry investors business
people toronto stock excha... motley fool canada

Top Entities

North America Tetrahydrocannabinol New Stock Picks
Nevada British Columbia Facebook Cannabidiol
Toronto Stock Excha... Company Alberta
New York California **Canada** Ont. Vancouver
Motley Fool Canada Twitter Ontario **United States** Toronto Quebec
Health Canada Aurora Cannabis
NASDAQ Canjex Publishing L... Europe European Union
Regulation Services... Standard & Poor's Colombo Stock Excha...

Alcohol

Cannabis and Alcohol. Canada. Before Legalization

Total Mentions

71.6k

↑ 107%

Compared to previous period

Latest Activity By Source



Mike Crowley
@CBCQueensPark

Follow

So: folks will be able to smoke pot on the sidewalk beside my kids waiting for the streetcar, but I'll still get busted if I try to drink a beer at a picnic in High Park. #onpoli



Ontario to allow pot smoking wherever tobacco smoking allowed | CBC News

Ontario residents will be able to smoke recreational cannabis wherever the smoking of tobacco is permitted, the Progressive Conservative government said Wednesday...
cbc.ca

7:37 PM - 26 Sep 2018

146 Retweets 339 Likes



Cannabis and Alcohol. Canada. Before Legalization

Top Keywords

composite index
medical cannabis information aurora cannabis inc.
business statements stock products shares cents
people market **company** marijuana
canadian press
aurora cannabis cent canada inc. industry
u.s. companies time investors legalization
news release cannabis industry toronto stock excha...

Top Entities

TSX Venture Exchange Tetrahydrocannabinol Colombo Stock Excha...
Standard & Poor's North America Canjex Publishing L...
New York Vancouver Health Canada
Board of directors Toronto Stock Excha... Company Alberta
Aphria Inc. California **Canada** Facebook Toronto Europe
Twitter Ontario **United States** Aurora Cannabis
British Columbia NASDAQ Quebec New Stock Picks
Aurora Cannabis Inc. Canopy Growth Corp.
Regulation Services...

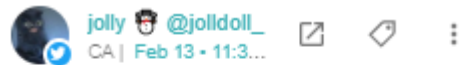
Cannabis and Alcohol. Canada. After Legalization

Total Mentions

108_k

↑ 51%

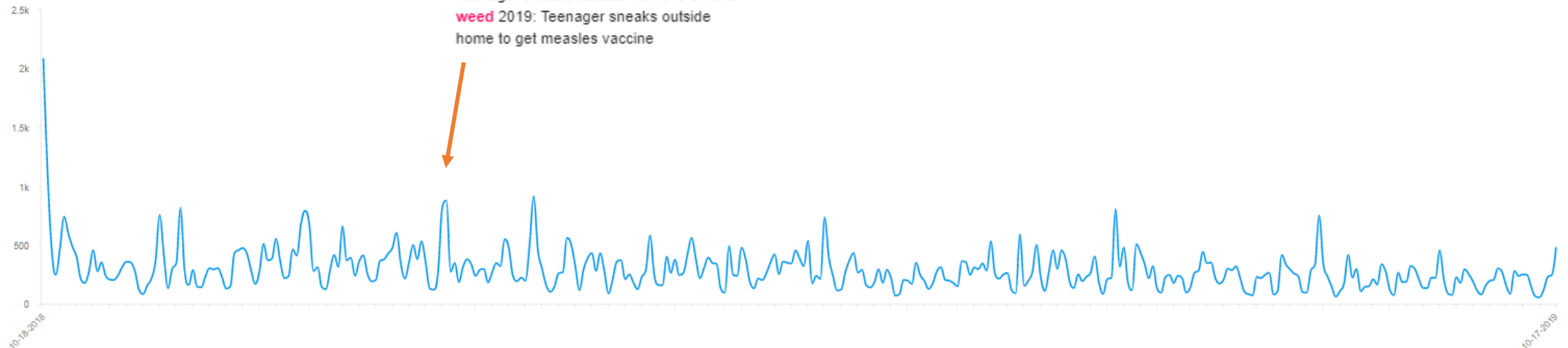
Compared to previous period



RT @PunLovinLad: 1999: Teenager sneaks outside home to drink **alcohol** 2009: Teenager sneaks outside home to smoke **weed** 2019: Teenager sneaks outside home to get measles vaccine

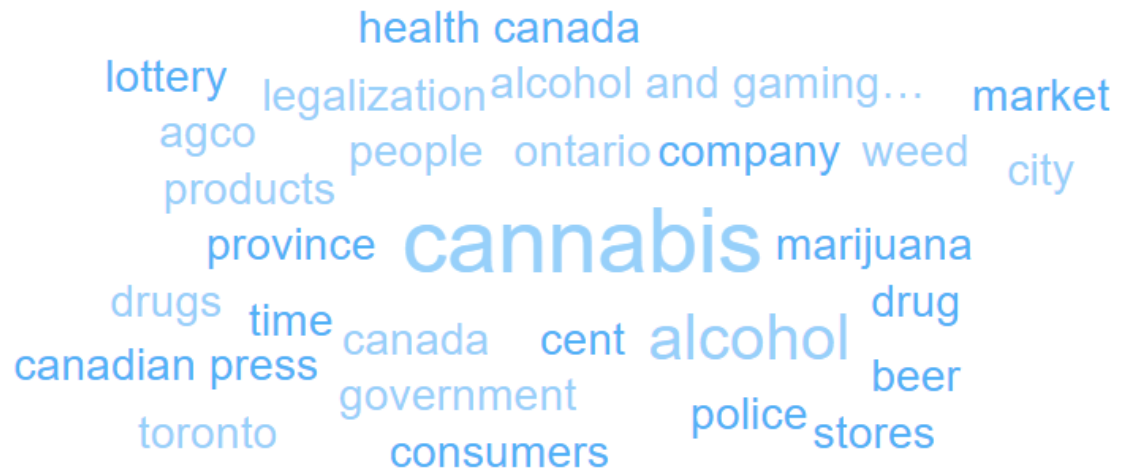
The vast majority of mentions aren't about cannabis-based drink, but feature alcohol and cannabis as unhealthy habits

Latest Activity By Source



Cannabis and Alcohol. Canada. After Legalization

Top Keywords



A word cloud of top keywords in blue text. The words are arranged in a horizontal, cloud-like shape. The most prominent words are 'cannabis' and 'alcohol', both in large, bold, blue font. Other words include 'marijuana', 'weed', 'company', 'market', 'city', 'health canada', 'legalization', 'alcohol and gaming...', 'lottery', 'agco', 'people', 'ontario', 'products', 'province', 'drugs', 'time', 'canada', 'cent', 'beer', 'drug', 'canadian press', 'government', 'toronto', 'consumers', 'police', and 'stores'.

Top Entities



A word cloud of top entities in green text. The words are arranged in a horizontal, cloud-like shape. The most prominent word is 'Canada', in a large, bold, green font. Other words include 'Alcohol and Gaming...', 'Newfoundland and La...', 'Royal Canadian Moun...', 'Company', 'Canadians', 'Health Canada', 'Saskatchewan', 'California', 'Toronto', 'Alcohol', 'Tetrahydrocannabinol', 'Ont.', 'Twitter', 'Facebook', 'Manitoba', 'North America', 'Vancouver', 'Beer', 'AGCO', 'Ontario', 'United States', 'Quebec', 'Ottawa', 'Alberta', 'British Columbia', 'Calgary', 'Cannabidiol', 'Constellation Brands', and 'Alcohol and Gaming...'.