

## Number of the Week: 47%

**47% – The percent of Illinois flower consumers that include price in their top five purchase influences**

Illinois has higher cannabis prices than other adult-use markets, but less than half of cannabis flower consumers in the state consider “price” as a top purchase influence. That’s in line with flower consumers in other states in terms of how many of them are influenced by price.

Source: [Brightfield Group](#), *US Cannabis Product Brand Health*, Q3 2022

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