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Adult Use Marijuana Initiative Passes in Massachusetts Market Projected to Grow to \$1.1B by 2020

Washington – Voters have passed the Massachusetts Marijuana Legalization Initiative, also known as Question 4. New Frontier Data, the authority in cannabis Big Data analytics, in partnership with Arcview Market Research, are projecting the size of the total marijuana market in Massachusetts to grow to \$1.1B million by 2020.

“The success of Massachusetts’ adult use initiative is a significant development for legalization in the U.S. As one of the country’s oldest and most storied states, the passage of full legalization adds to Massachusetts’ long history of political revolution. Not only will the state see strong demand from its residents, its proximity to seven regional states and three major Canadian cities – Ottawa, Montreal and Toronto – will present a significant canna-tourism opportunity. The passage of the measure in the face of opposition from leading state politicians, and the influential Catholic church, underscores the strength of popular support for this issue. Legalization in Massachusetts will also add fuel to the growing legalization debate in other northeastern states,” said New Frontier Data Founder & CEO Giadha DeCarcer.

“There is nothing more powerful than an idea whose time has come. This is marijuana’s moment,” said Arcview Group CEO Troy Dayton. “You will not find another multi-billion dollar industry growing at this rate that isn’t already attracting huge multi-national companies and institutional investors. It’s truly a historic opportunity for pioneering investors and entrepreneurs to take a run at a huge market without needing to compete with the really big dogs...yet,” said Dayton, Arcview Group CEO.

The medical cannabis program in Massachusetts suffers from a shortage of dispensaries – with just seven operational stores. Massachusetts had nearly 30,000 active patients registered through the end of August, but only 167 registered physicians writing certification and only seven dispensaries currently open in the state.

Over the next four years, the legal cannabis market in Massachusetts is projected to grow at a compound annual rate of 115.6%, surpassing an estimated \$1.1 billion by 2020.

About New Frontier:

New Frontier Data provides objective, rigorous and comprehensive analysis and reporting for the nascent and underserved cannabis industry. New Frontier’s data and reports have been cited in over 45 countries around the world to inform industry leaders. New Frontier, the premiere Big Data shop in the sector looks beyond the plant cultivation and distribution, to raise the industry bar and improve visibility into what will inevitably soon be a mature and more complex industry. Founded in 2014, New Frontier is headquartered in Washington, D.C. and has additional offices in Denver. For more information or media inquiries, please visit www.frontierfinancials.com or contact Gretchen Gailey at 202-489-3821 or ggailey@frontierfinancials.com.

About The Arcview Group:

Founded in 2010, The ArcView Group is responsible for a number of groundbreaking ventures in the cannabis industry. The ArcView Investor Network includes more than 500+ dues-paying accredited investors who have put more than \$74 million behind 130 companies. [Arcview Market Research](#) produces the State of Legal Marijuana Markets report, which is the most oft-cited market report. ArcView is a partner in [Canopy](#) Boulder, a seed-stage mentor-driven business accelerator. ArcView is also co-founder of [Cannasure Insurance Services](#), the leading provider of business insurance to the cannabis industry. For more information or media inquiries, please visit www.arcviewgroup.com or contact Abby Benjamin at 855-892-1951.

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