

## CANNABIS MARKETPLACE REPORT

### Los Angeles Greater Metropolitan Area

Los Angeles is the 2nd largest market in the U.S.

Data is based on Adults 21+

Medicinal & Recreational Cannabis Use is Permitted in California

## 66.1% Approve of Cannabis Use in One Form or Another

#### LOCAL OPINIONS

	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	6,244,952	45.6
APPROVE OF LEGAL MEDICINAL USE BUT NOT LEGAL RECREATIONAL USE	2,613,868	19.1
APPROVE OF LEGAL RECREATIONAL USE BUT NOT LEGAL MEDICINAL USE	195,705	1.4
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	1,713,586	12.5
DON'T HAVE OPINION	2,935,989	21.4

## Top 5 Cannabis Consumer Categories

#### AVERAGE MONTHLY EXPENDITURES

#### # OF AVERAGE MONTHLY BUYERS

Smoke Flower/Buds

\$85

Smoke Flower/Buds

1,731,436

Pills

\$64

Edibles

1,522,680

Vape Oil

\$63

Pre-Rolls

1,201,288

Topicles

\$61

Concentrates

901,802

Vape Flower

\$56

Vape Oil

724,556



## Demographics of Cannabis Consumers

#### TARGET POPULATION AGE 21+

#### TOTAL MARKET AREA

#### CANNABIS CONSUMERS

Adult Population A21+

13,704,100

5,338,089

Average Age A21+

47

46

Average HH Income

\$63,852

\$61,148

Percent Who Own Homes

51%

49%

Average Home Value

\$469,830

\$463,031

Married

45%

40%

Have Kids at Home

44%

47%



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### Snapshot of Cannabis Consumers



Adults 21+ who have bought cannabis/marijuana from a legal dispensary, are more likely to have taken 3+ domestic flights in the past year, be frequent restaurant diners, enjoy college/professional sporting events and be a B2B decision maker vs. the average adult age 21+ in the Los Angeles market.

Target Group (Adults Age 21+)	% of Cannabis Consumers	Cannabis Consumers	Index vs. Market Avg.
EMPLOYMENT STATUS--EMPLOYED--FULL-TIME	45.4	2,423,453	104
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	36.1	1,927,973	135
OCCUPATION--WHITE COLLAR WORKERS	35.1	1,871,093	105
ATTENDED ROCK/POP CONCERT (PAST 12 MOS.)	22.7	1,210,817	129
FREQUENT WINE DRINKER--3 + DAYS PAST 2 WEEKS	21.8	1,165,425	137
PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS	21.4	1,143,911	144
EXERCISED 12+ TIMES AT A HEALTH CLUB PAST YEAR	20.6	1,098,452	119
DOMESTIC AIR TRAVEL--FLEW 3 PLUS TIMES PAST YEAR	19.9	1,061,792	127
TRADED STOCKS/BONDS/SECURITIES DURING PAST YEAR	16.9	900,897	112
B2B DECISION MAKERS	15.6	832,718	143
USED OR BOUGHT PAST MONTH--E-CIGARETTES/VAPING	12.9	690,536	184
FREQUENT RESTAURANT DINER--4 + TIMES PAST 2 WKS	12.2	652,500	110
ATTEND 3+ COLLEGE/PROF. SPORTS EVENTS PAST YEAR	11.5	611,572	146
BUSINESS OWNER/PARTNER/CORP.OFFICER	9.6	510,435	172
PLAN TO TAKE COLLEGE LEVEL COURSES NEXT 12-MONTHS	8.6	457,126	122

**WHAT IS AN INDEX?** A market's average index is 100. Numbers above 100 mean adults are more likely than the average adult to be in a target group. Example: adults 21+ who are cannabis consumers are 4% more likely to be employed full-time vs. the average adult 21+ in the Los Angeles market.

Source: Los Angeles Greater Metropolitan Area, Fall 2017, Adults 21+, Used/bought cannabis in the past year.  
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