

CANNABIS MARKETPLACE REPORT

Seattle-Tacoma Greater Metropolitan Area

The market is the 14th largest in the US. Report data is for adults age 21 or older.
Medicinal & Recreational Cannabis Use is Permitted in Washington.

64.3% Approve of Cannabis Use in One Form or Another

LOCAL OPINIONS ON LEGAL USE

	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	1,963,585	53.0
APPROVE MEDICINAL USE, DISSAPROVE/NO OPINION RECREATIONAL USE	680,901	18.3
APPROVE RECREATIONAL USE, DISSAPROVE/NO OPINION MEDICINAL USE	15,336	0.4
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	435,720	11.8
DON'T HAVE OPINION	457,115	11.4

Top 5 Cannabis Consumer Categories

AVERAGE MONTHLY EXPENDITURES

Smoke Flower/Buds	\$66
Concentrates	\$57
Vape Oil	\$48
Pills	\$40
Vape Flower	\$36



AVERAGE MONTHLY BUYERS

Smoke Flower/Buds	628,500
Edibles	422,023
Pre-Rolls	383,614
Concentrates	299,422
Vape Oil	260,490

Demographics of Cannabis Consumers

TARGET POPULATION AGE 21+

Adult Population A21+
Average Age A21+
Average HH Income
Percent Who Own Homes
Average Home Value
Married
Have Kids at Home

TOTAL MARKET AREA

3,707,102
48
\$67,605
55%
\$419,780
54%
41%

CANNABIS CONSUMERS

1,812,800
47
\$63,592
47%
\$393,718
43%
42%



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Snapshot of Cannabis Consumers



Adults 21+ that have used/bought cannabis in the past year, are more likely to have visited a casino, plan to buy home electronics and financially optimistic vs. the average adult age 21+ in the Seattle-Tacoma market:

TARGET GROUP ADULTS AGE 21+	% OF CANNABIS CONSUMERS	# OF CANNABIS CONSUMERS	INDEX VS. MARKET AVG
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	59	1,076,125	106
PAST 2-YRS ANY FAMILY MEMBER--BEEN HOSPITALIZED	49	888,394	119
PLAN HOME IMPROVEMENT NEXT 12 MONTHS	43	782,835	101
FINANCIAL OPTIMIST--BETTER OFF 6-MOS. FROM NOW	42	768,968	114
EMPLOYMENT STATUS--EMPLOYED--FULL-TIME	41	738,735	100
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	40	723,008	106
VISITED A GAMBLING CASINO 1+ TIMES PAST YEAR	39	713,374	134
URGENT CARE PAST 2-YRS ANY FAMILY MEMBER	38	688,993	108
CUSTOMER--ALL CREDIT UNIONS [NET]	35	633,915	101
PLAN BUY NEXT 12 MOS--PC COMPUTER/EQUIPMENT	34	606,939	108
GENERATION--MILLENNIALS	33	601,343	109
GENERATION--GENERATION X	32	578,320	104
PAST 4-WEEKS PURCHASED MEN'S CLOTHING	31	562,646	102
PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS	29	533,707	110
PURCHASED LOTTERY TICKETS PAST 4-WEEKS	29	531,926	117
PLAN BUY PERSONAL HOME ELECTRONICS (NXT YR)	26	465,414	116
HAVE CAR LOAN	24	439,043	107
PLAN BUY NEXT 12 MONTHS--BED/MATTRESS/ETC.	24	431,949	110
PAST 4-WEEKS AUTO PARTS STORES SHOPPED	23	409,740	131
DOCTORS VISITED PAST 2 YEARS--GYNECOLOGIST	22	396,207	112
PAST 4-WEEKS VISITED BARS OR NIGHT CLUBS	21	381,242	135
ATTENDED ROCK/POP. MUSIC CONCERT (PST YR)	21	376,452	116
DOCTORS VISITED PAST 2 YEARS--PHYSICAL THERAPIST	19	346,133	101
PLAN BUY NEXT 12 MONTHS--NEW TV	19	342,066	108
GENERATION--BOOMERS II	17	305,389	102

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 A21+ who are cannabis consumers are 17% more likely to have bought lottery tickets vs. the average adult A21+ in Seattle-Tacoma.

Source: Seattle-Tacoma Greater Metropolitan Area, Winter 2018, Adults 21+, Used/bought cannabis in the past year.
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