



CANNABIS MARKETPLACE REPORT

Chicago Greater Metropolitan Area

Chicago is the 3rd largest market in the U.S. Report data is for adults age 21 or older.
Medicinal Cannabis Use is Permitted in Illinois.

63.8% Approve of Cannabis Use in One Form or Another

LOCAL OPINIONS

	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	2,979,821	42.1
APPROVE OF LEGAL MEDICINAL USE BUT NOT LEGAL RECREATIONAL USE	1,439,400	20.3
APPROVE OF LEGAL RECREATIONAL USE BUT NOT LEGAL MEDICINAL USE	99,530	1.4
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	689,586	9.7
DON'T HAVE OPINION	1,871,956	26.4

Top 5 Cannabis Consumer Categories

AVERAGE MONTHLY EXPENDITURES

Smoke Flower/Buds	\$83
Pre-Rolls	\$81
Concentrates	\$76
Topicles	\$67
Vape Flower	\$63



OF AVERAGE MONTHLY BUYERS

Smoke Flower/Buds	510,172
Edibles	404,624
Pre-Rolls	356,287
Drinks	300,067
Vape Oil	267,671

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

7,080,293
48
\$66,495
65%
\$264,403
51%
44%

CANNABIS CONSUMERS

1,980,253
46
\$64,869
60%
\$243,500
46%
46%



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Snapshot of Cannabis Consumers



Adults 21+ that have bought cannabis/marijuana from a legal dispensary, are more likely to have health insurance, have voted in a recent election, have children living at home and be financially optimistic vs. the average adult age 21+ in the Chicago market.

TARGET GROUP ADULTS AGE 21+	% OF CANNABIS CONSUMERS	# OF CANNABIS CONSUMERS	INDEX VS. MARKET AVG
HAVE SOME TYPE INSURANCE COVERAGE	90	1,786,213	108
WEEKLY SUPERMARKET EXPENDITURES--\$100 +	63	1,249,972	113
EMPLOYMENT STATUS--EMPLOYED--FULL-TIME	52	1,032,142	108
VOTED IN LOCAL, STATE, NATIONAL ELECTION (PST YR)	50	998,365	108
HAVE A DOG	48	949,374	113
OCCUPATION--WHITE COLLAR WORKERS	47	937,980	117
PARTICIPATED PAST 12 MONTHS--LAWN/GARDENING	47	934,413	115
STAGE IN LIFE CYCLE--CHILDREN AT HOME, ANY AGE	46	905,900	104
INVESTORS--HAVE CD'S/IRA'S/401K'S	45	896,136	103
CONSUMED SOFT DRINKS 5 + TIMES PAST 7-DAYS	40	799,932	110
EDUCATION--SOME COLLEGE	39	769,444	125
WEEKLY SUPERMARKET EXPENDITURES--\$150 +	37	729,806	111
PLAN BUY NEXT 12 MOS--PC COMPUTER/EQUIPMENT	36	716,640	121
HAVE A 401K ACCOUNT	36	710,389	109
FINANCIAL OPTIMIST--BETTER OFF 6-MOS. FROM NOW	36	708,868	115
GENERATION--MILLENIALS	35	688,166	119
FAST FOOD RESTAURANT--3 + PURCHASES PAST WEEK	35	687,953	104
HAVE A CAT	32	640,921	128
PAST 4-WEEKS PURCHASED WOMEN'S CLOTHING	32	641,079	104
GENERATION--BABY BOOMERS	30	600,143	104
HAVE CAR LOAN	30	591,581	123
PAST 4-WEEKS PURCHASED MEN'S CLOTHING	30	592,765	112
PLAN BUY NEXT 12 MONTHS--GLASSES/CONTACT LENS	30	588,175	121
PLAN BUY NEXT 12 MONTHS--NEW TV	28	557,266	123
TWO INCOME FAMILY	28	557,351	111

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 8% more likely to be employed full time vs. the average adult A21+ in Chicago.

Source: Chicago Greater Metropolitan Area, Summer 2017, Adults 21+, Used/bought cannabis in the past year.
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