



## CANNABIS MARKETPLACE REPORT

### Las Vegas Greater Metropolitan Area

Las Vegas is the 39<sup>th</sup> largest market in the U.S. Report data is for adults age 21 or older. Medicinal and Recreational Cannabis Use is Permitted in Nevada.

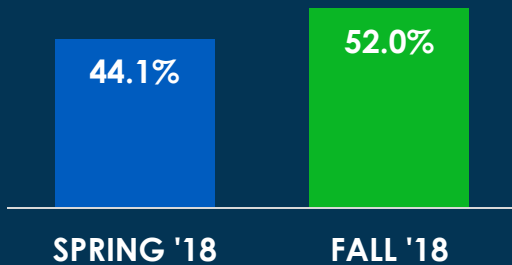
## 69.5% Approve of Cannabis Use in One Form or Another

#### LOCAL OPINIONS ON LEGAL USE

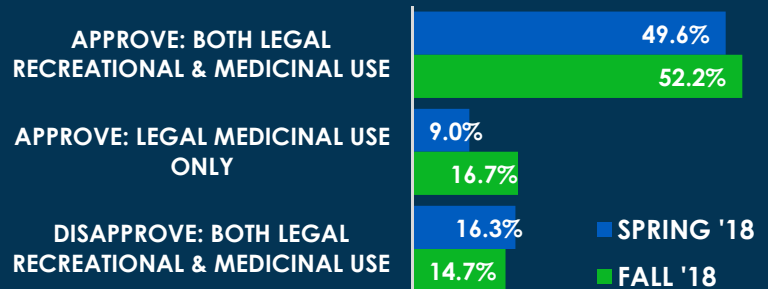
	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	776,117	52.2
APPROVE MEDICINAL USE, DISSAPROVE/NO OPINION RECREATIONAL USE	248,442	16.7
APPROVE RECREATIONAL USE, DISSAPROVE/NO OPINION MEDICINAL USE	7,778	0.6
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	218,439	14.7
DON'T HAVE OPINION	181,503	12.2

## More Approve of Cannabis Legalization

#### USED OR BOUGHT CANNABIS/MARIJUANA PAST YEAR



#### OPINIONS ON LEGALIZATION



## 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

1,485,950  
47  
\$54,667  
46%  
\$290,136  
45%  
46%

#### CANNABIS CONSUMERS

772,446  
45  
\$53,263  
41%  
\$278,071  
41%  
49%



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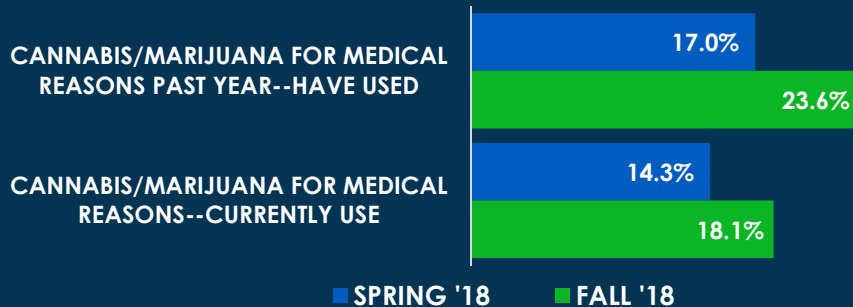
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### Snapshot of Cannabis Consumers

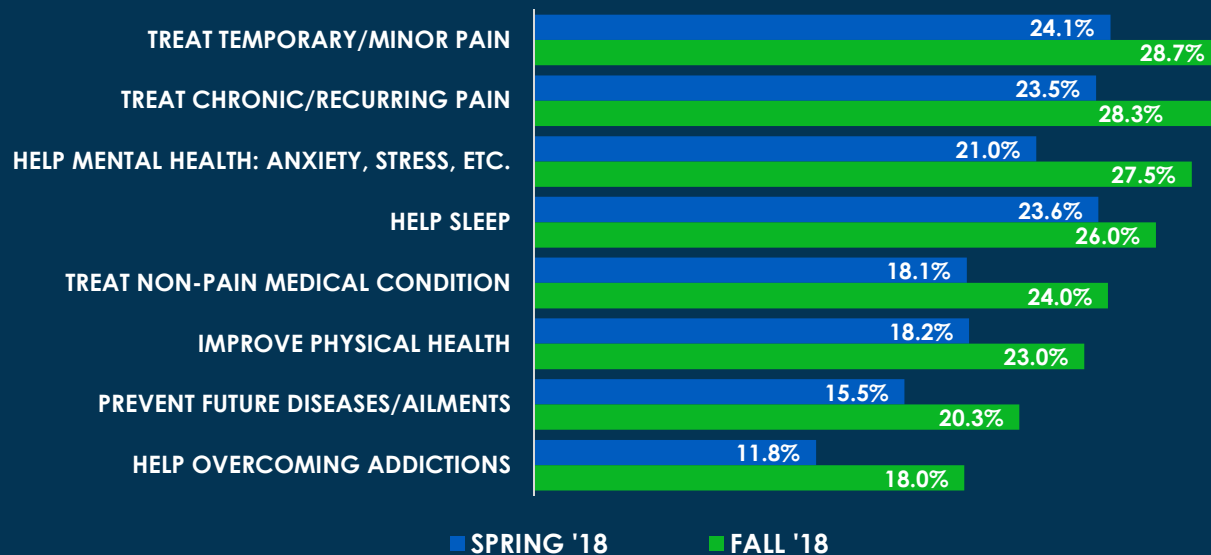


The percentage of adults A21+ that are currently using cannabis for medical reasons has increased to 18.1% from 14.3%. Top health reasons for consuming cannabis include: treating temporary/minor pain, chronic pain management, alleviating mental health issues, to assist with sleep and to treat a non-pain medical condition.

### Medical Cannabis Usage



### Top Reasons for Medical Cannabis Usage



Source: Las Vegas Greater Metropolitan Area, Fall 2018, Adults 21+, Used/bought cannabis in the past year.  
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