

# CANNABIS MARKETPLACE TREND REPORT

## Phoenix Greater Metropolitan Area

Phoenix is the 12<sup>th</sup> largest market in the U.S. Data is for adults age 21+. Medicinal Cannabis Use is Permitted in Arizona.

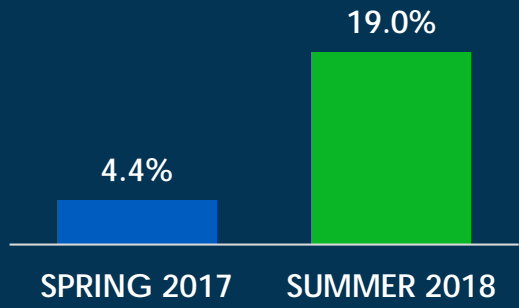
### 72% Approve of Cannabis Use Recreationally or Medicinally

#### LOCAL OPINIONS ON LEGAL USE

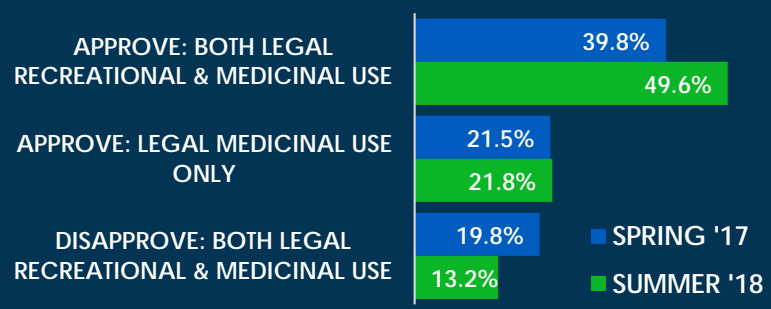
	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	1,849,811	49.6
APPROVE MEDICINAL USE, DISSAPROVE/NO OPINION RECREATIONAL USE	812,142	21.8
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	492,329	13.2
DON'T HAVE OPINION	404,224	10.8

### Growing Approval of Cannabis Legalization

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



#### OPINIONS ON LEGALIZATION



### Cannabis Consumer Demographics

#### TARGET POPULATION AGE 21+

Adult Population A21+  
Average Age A21+  
Average HH Income  
Percent Who Own Homes  
Average Home Value

#### TOTAL MARKET AREA

3,729,894  
49  
\$60,788  
59%  
\$250,993


#### CANNABIS CONSUMERS

1,509,689  
46  
\$55,461  
50%  
\$212,779



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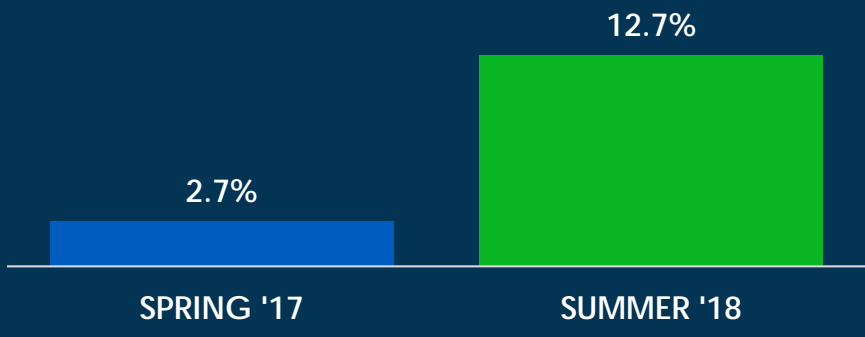
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## Snapshot of Cannabis Consumers

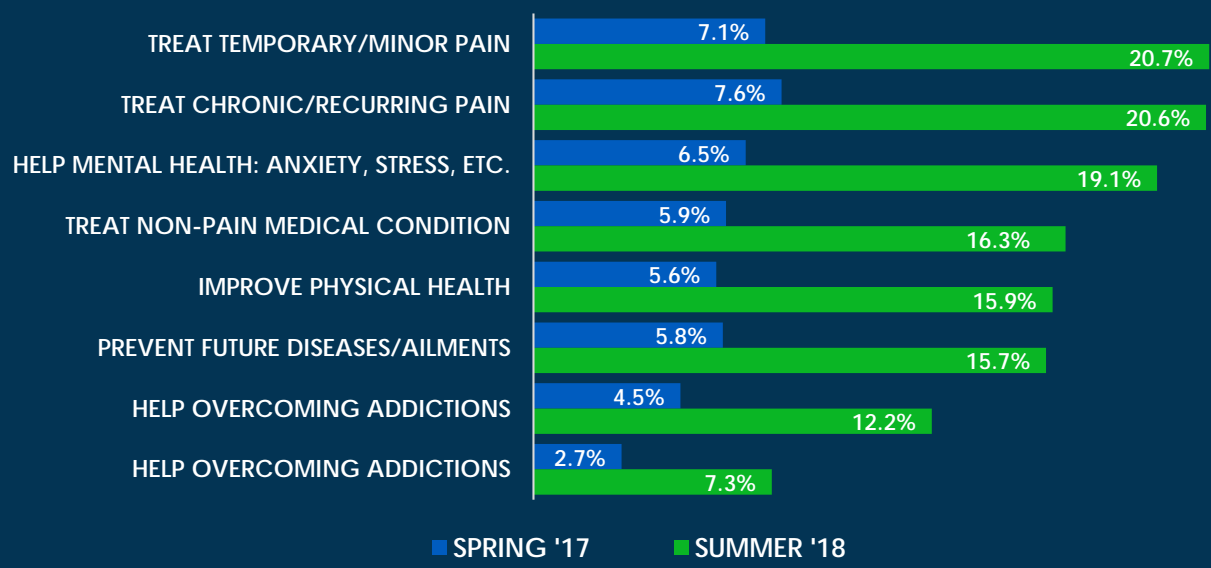


The percentage of adults A21+ that are extremely likely to cannabis for medical reasons has increased to 12.7% from 2.7%. Top health reasons for consuming cannabis include: treating temporary/minor & chronic pain, alleviating mental health issues, treating a non-pain medical condition as well as improving physical health.

### Likelihood of Using Medical Cannabis in the Next 12 Months



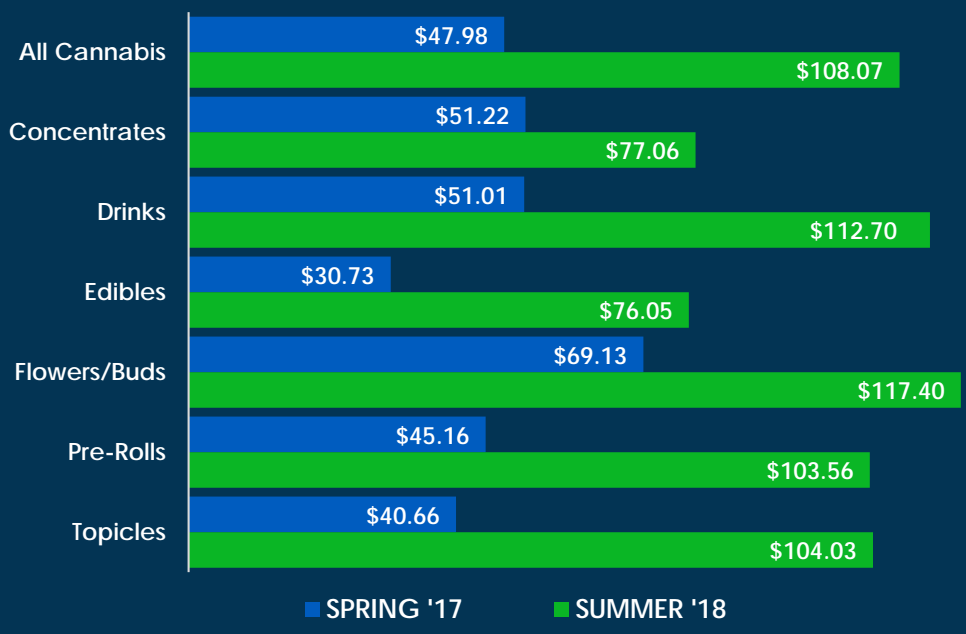
### Top Reasons for Medical Cannabis Usage



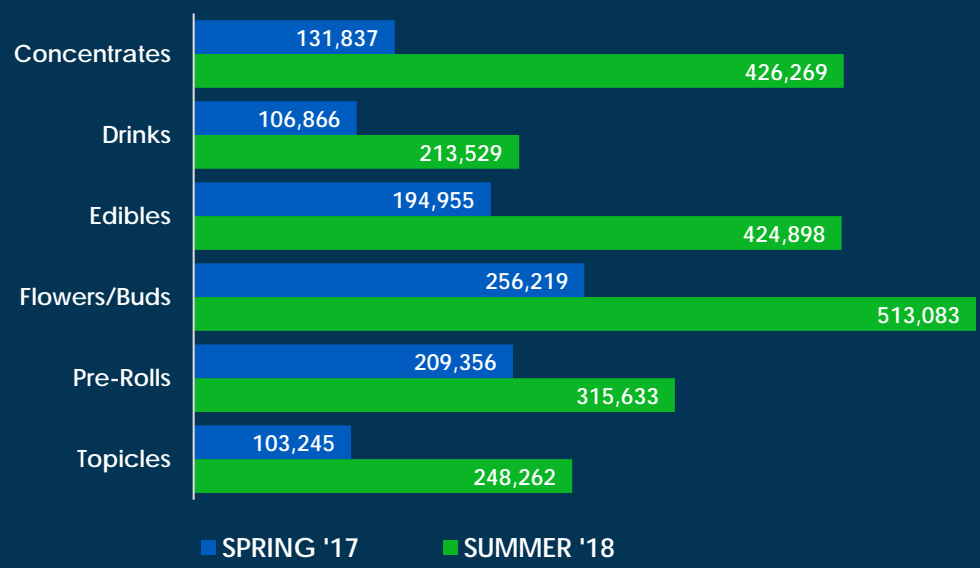
Source: Phoenix Greater Metropolitan Area, Summer 2018, Adults 21+, Used/bought cannabis in the past year.  
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## Average Monthly Spending on Cannabis by Product



## Monthly Cannabis Buyers



Source: Phoenix Greater Metropolitan Area, Summer 2018, Adults 21+, Used/bought cannabis in the past year.  
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