

# CANNABIS MARKETPLACE TREND REPORT

## Buffalo Greater Metropolitan Area

Buffalo is the 53<sup>rd</sup> largest market in the U.S. Data is for adults age 21+.  
Medicinal Cannabis Use is Permitted in New York.

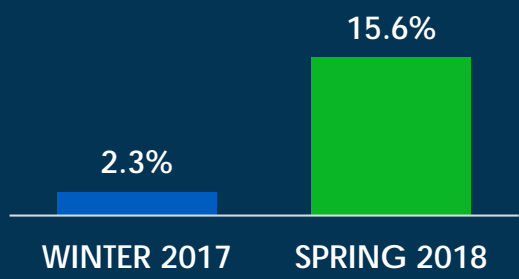
### 73% Approve of Cannabis Use Recreationally or Medicinally

#### LOCAL OPINIONS ON LEGAL USE

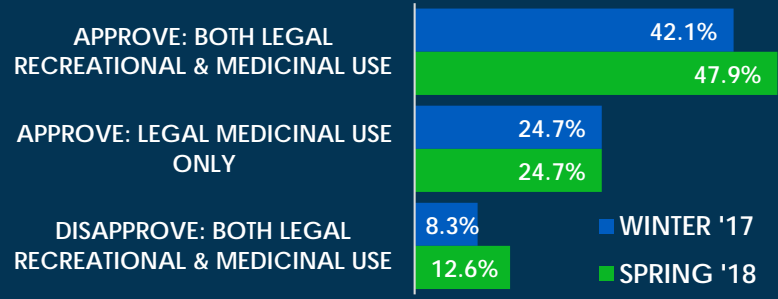
	ADULTS 21+	% OF ADULTS 21+
APPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	555,154	47.9
APPROVE MEDICINAL USE, DISSAPROVE/NO OPINION RECREATIONAL USE	286,215	24.7
DISAPPROVE OF BOTH LEGAL RECREATIONAL & LEGAL MEDICINAL USE	146,501	12.6
DON'T HAVE OPINION	120,118	10.4

### 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

1,159,334  
50  
\$51,739  
67%  
\$169,391

#### CANNABIS CONSUMERS

371,881  
46  
\$49,518  
59%  
\$187,285



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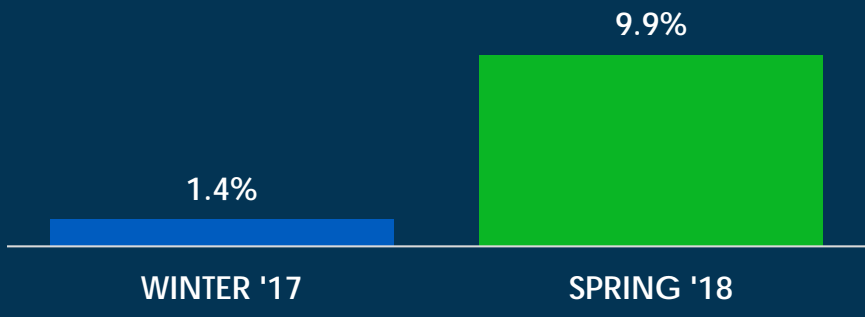
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## Snapshot of Cannabis Consumers

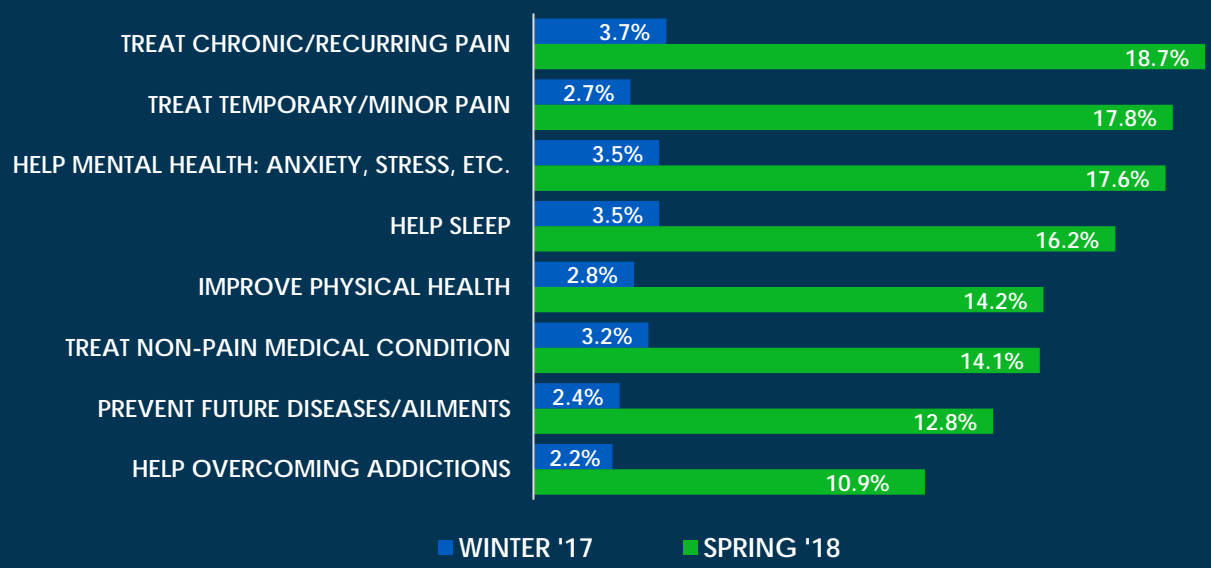


The percentage of adults A21+ that are extremely likely to use cannabis for medical reasons has increased to 9.9% from 1.4%. Top health reasons for consuming cannabis include: treating chronic pain & temporary/minor, alleviating mental health issues, improving sleep as well as improving physical health.

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



### Top Reasons for Medical Cannabis Usage

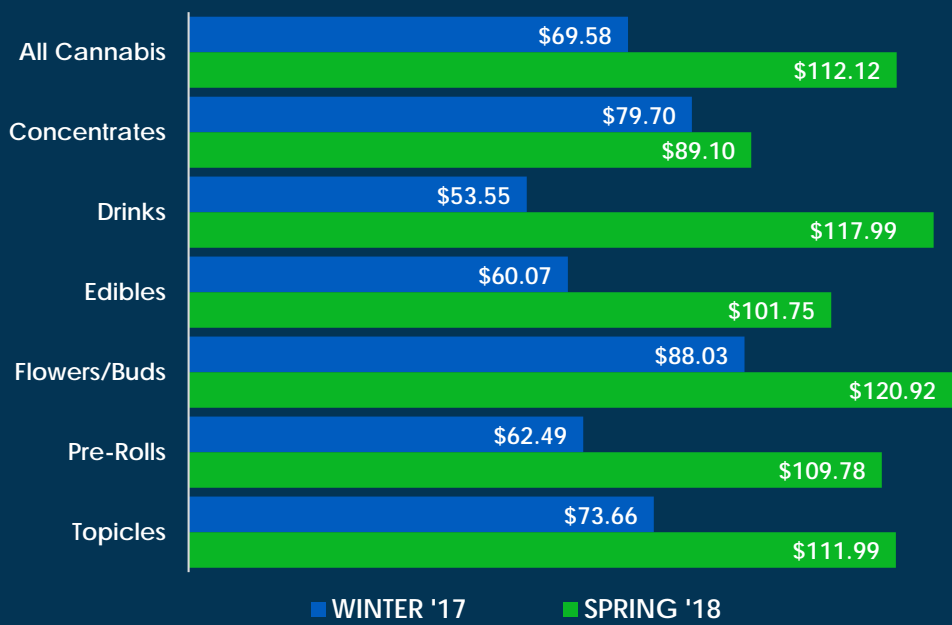


Source: Buffalo Greater Metropolitan Area, Spring 2018, Adults 21+, Used/bought cannabis in the past year.  
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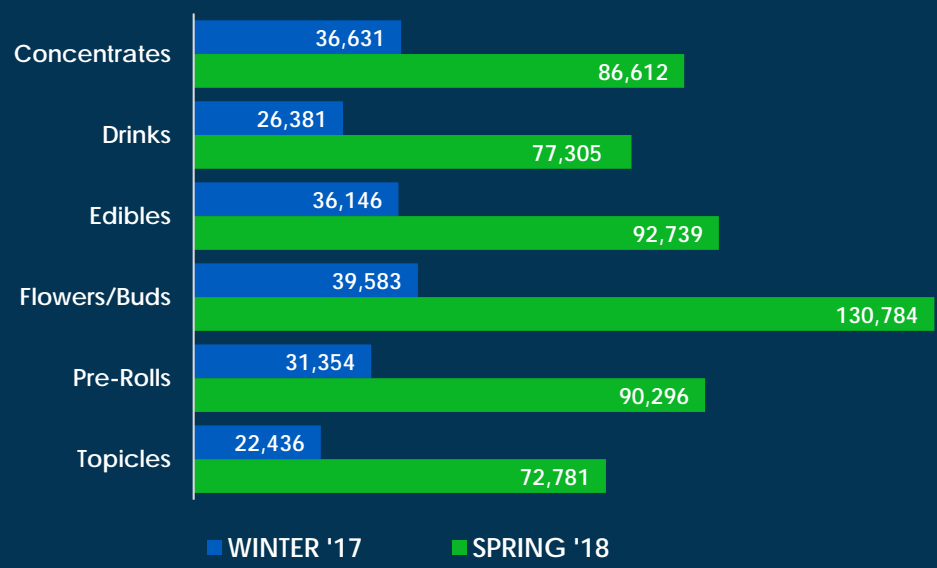


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## Average Monthly Spending on Cannabis by Product



## Monthly Cannabis Buyers



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