

# • WHO'S BUYING WHAT • Cannabis Consumer • IN WASHINGTON STATE •

<b>TOTALS</b>	<b>\$1B</b> <i>IN SALES</i> 2018-2019	<b>06%</b> <i>SPENT BY</i> GEN-Z	<b>51%</b> <i>SPENT BY</i> MILLENNIALS	<b>25%</b> <i>SPENT BY</i> GEN-X	<b>16%</b> <i>SPENT BY</i> BOOMERS	<b>01%</b> <i>SPENT BY</i> THE SILENTS
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**GEN-Z**  
• AGES 23 & YOUNGER •

**42% BUD**  
PERCENT OF CANNABIS PURCHASED as BUD  
*Other Types: Vapor Pens & Concentrates*  
**AVERAGE SPEND PER TRIP: \$23**

*Millennials*  
• AGES 24 to 38 •

**42% BUD**  
*Other Types: Vapor Pens & Concentrates*  
**AVERAGE SPEND PER TRIP: \$25**



**GEN-X**  
• AGES 39 to 54 •

**46% BUD**  
*Other Types: Vapor Pens, Pre-Rolled Joints, & Edibles*  
**AVERAGE SPEND PER TRIP: \$28**




**• BABY-BOOMERS**  
• AGES 54 to 73 •

**50% BUD**  
*Other Types: Vapor Pens & Edibles*  
**AVERAGE SPEND PER TRIP: \$30**

**THE SILENT GENERATION**  
• AGES 74 & OLDER •

**38% BUD**  
*Other Types: Edibles, Tinctures, & Under-the-Tongue*  
**AVERAGE SPEND PER TRIP: \$34**

