Who's Buying What
Cannabis Consumer
In Washington State

Totals: $1B in sales 2018-2019

- 06% spent by Gen-Z
- 51% spent by Millennials
- 25% spent by Gen-X
- 16% spent by Boomers
- 01% spent by the Silents

Gen-Z
Ages 23 & Younger
42% 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
16% 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