



Eaze Insights: The Modern Marijuana Consumer

A study of over 10,000 California cannabis consumers exploring product preference and emerging wellness trends.

Study: The modern marijuana consumer

Modern marijuana consumers span a wide variety of backgrounds, professions, and lifestyles. In this report, we explore three emerging segments of cannabis consumers: women, parents, and working professionals.

Despite the recent victories in marijuana legalization, cannabis use still carries a stigma among some Americans. This study tells a new story about the thousands of people who consume cannabis daily.

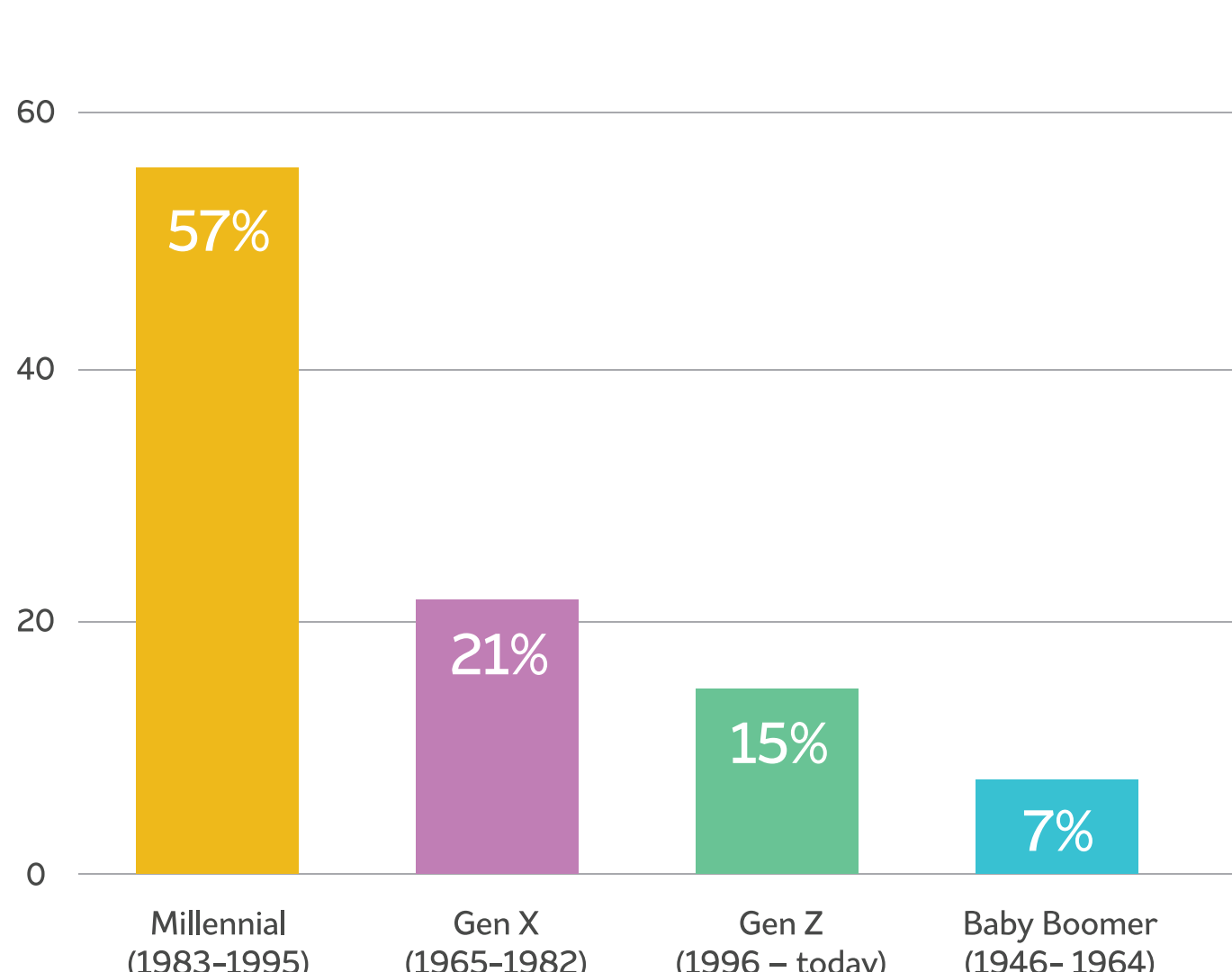
What they have in common is a propensity to reduce or replace alcohol and pharmaceutical consumption to find natural relief and enjoyment from marijuana.

Meet the 10,000+ people who participated in our study

We emailed a survey to 50,000 of our users in May of 2017. About 25% of people who received the survey completed the 32-question form, giving us just over 10,000 responses to analyze. The following breakdowns give a glimpse into the profiles of the thousands of modern marijuana consumers who participated the study.

Generation breakdown

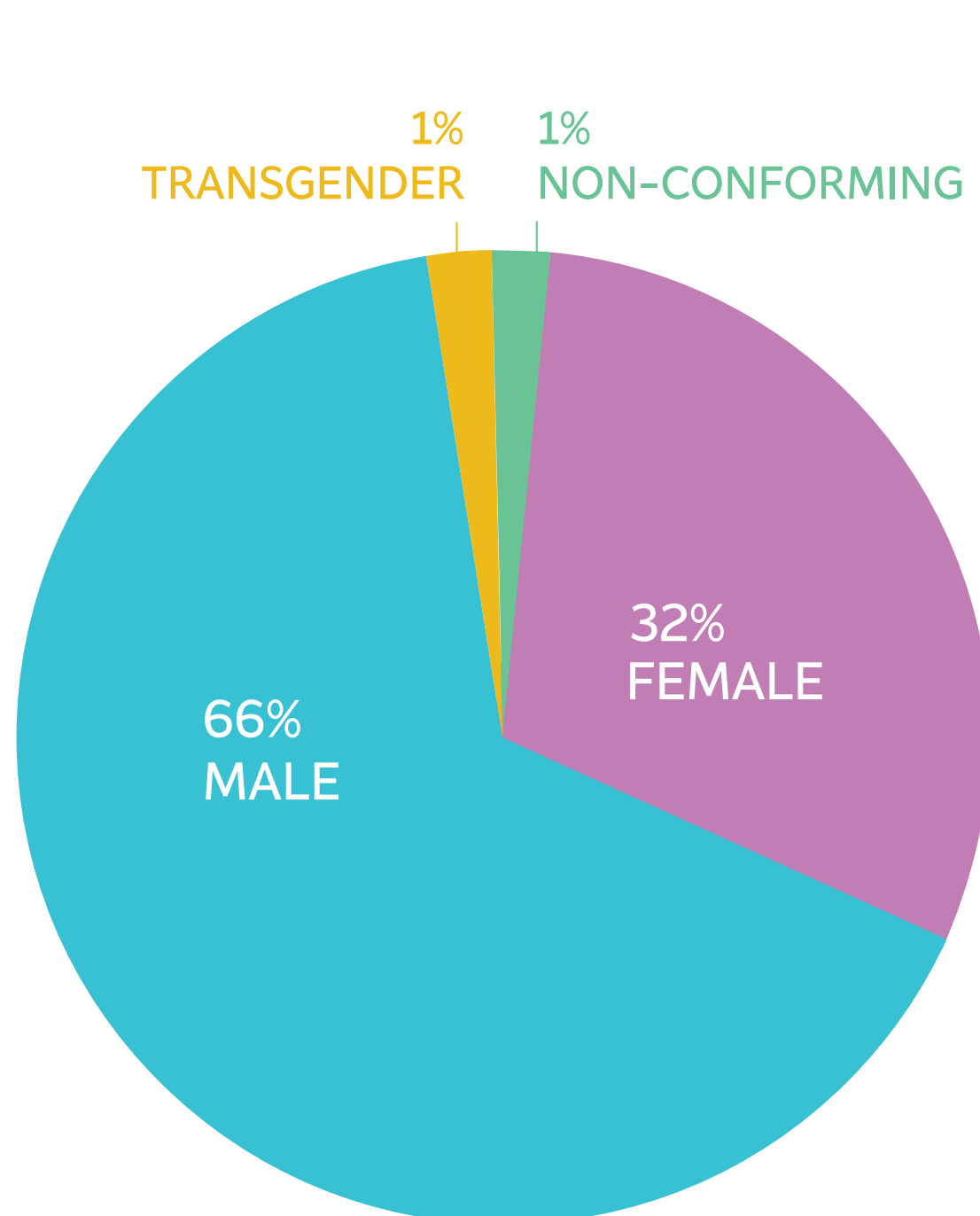
The majority of respondents are Millennials, followed by Gen X, Gen Z, and Baby Boomers. This breakdown is consistent with the current Eaze customer base.



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Gender breakdown

The gender breakdown of respondents is consistent with current Eaze customer demographics.



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Education level

51% of cannabis consumers surveyed have a college or postgraduate degree. This is significantly higher than the state average within California. According to census data, only 39% of adult Californians have a Bachelor's degree or higher.

EDUCATION

51%

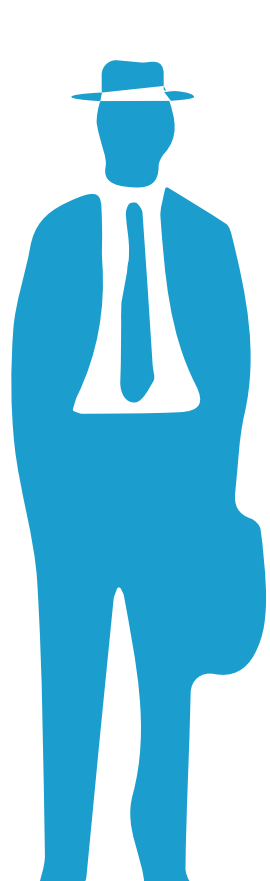
of cannabis consumers have a degree or postgraduate degree



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Employment status

91% of respondents are employed in a variety of industries.



EMPLOYMENT

91%

of cannabis consumers are employed full-time

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Where does the modern marijuana consumer work?

1.	TECHNOLOGY	19%
2.	FOOD & BEVERAGE	9%
3.	FULL TIME STUDENT	9%
4.	PROFESSIONAL BUSINESS SERVICES	8%
5.	ARTS/ENTERTAINMENT RECREATION	8%
6.	RETAIL	7%
7.	MEDICAL/HEALTH CARE	6%
8.	EDUCATION	5%
9.	FINANCE/BANKING	3%
10.	HOSPITALITY	3%
11.	TRANSPORTATION	3%
12.	INFORMATION SERVICES	1%
13.	REAL ESTATE	1%

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Income level

Of the cannabis consumers surveyed, 49% have a household income of \$75,000 or more. The most common income bracket, at 16% of total responses, was \$100,000–\$149,999.

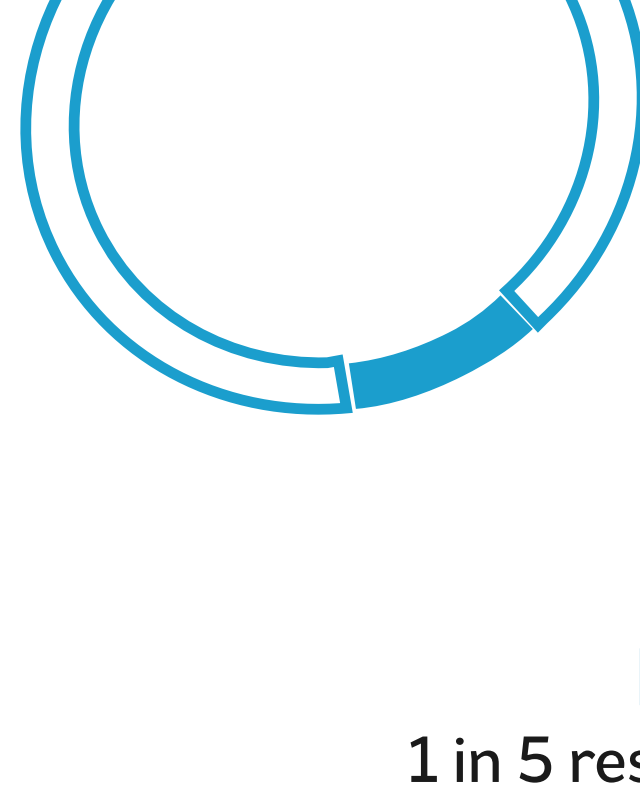
INCOME
49%
of cannabis consumers surveyed
have a household income
of \$75,000 or more



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Marital Status

27% of consumers surveyed are married or in a domestic partnership, while 66% reported themselves as single and never married.



MARITAL STATUS
27%
of cannabis consumers are
married, or in a domestic
partnership

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Parental Status

1 in 5 respondents (22%) are parents.

PARENTAL STATUS
1 in 5
cannabis consumers
are parents



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Household Size

39% of marijuana consumers live with three or more people, while 26% of respondents live alone.



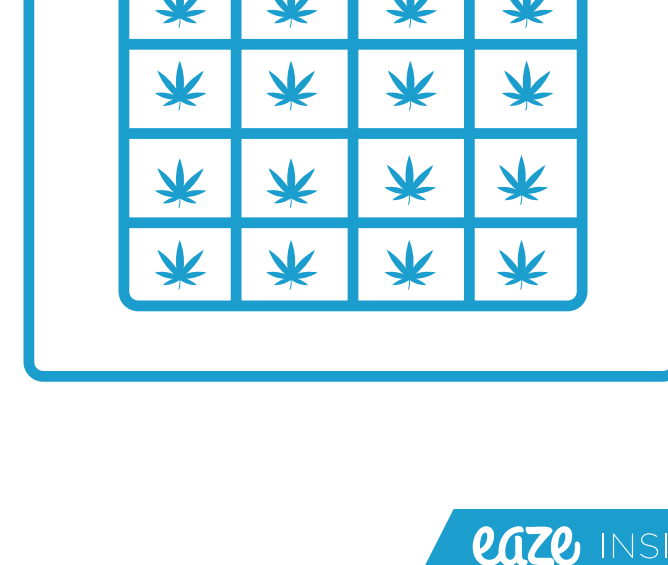
HOUSEHOLD SIZE
39%
of cannabis consumers live
with 3 or more people

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Consumption Rate

58% of respondents report using cannabis daily. This is unsurprising – the vast majority of consumers (69%) self identify as primarily medical users, as opposed to recreational.

CONSUMPTION RATE
58%
of cannabis consumers surveyed
report using cannabis daily



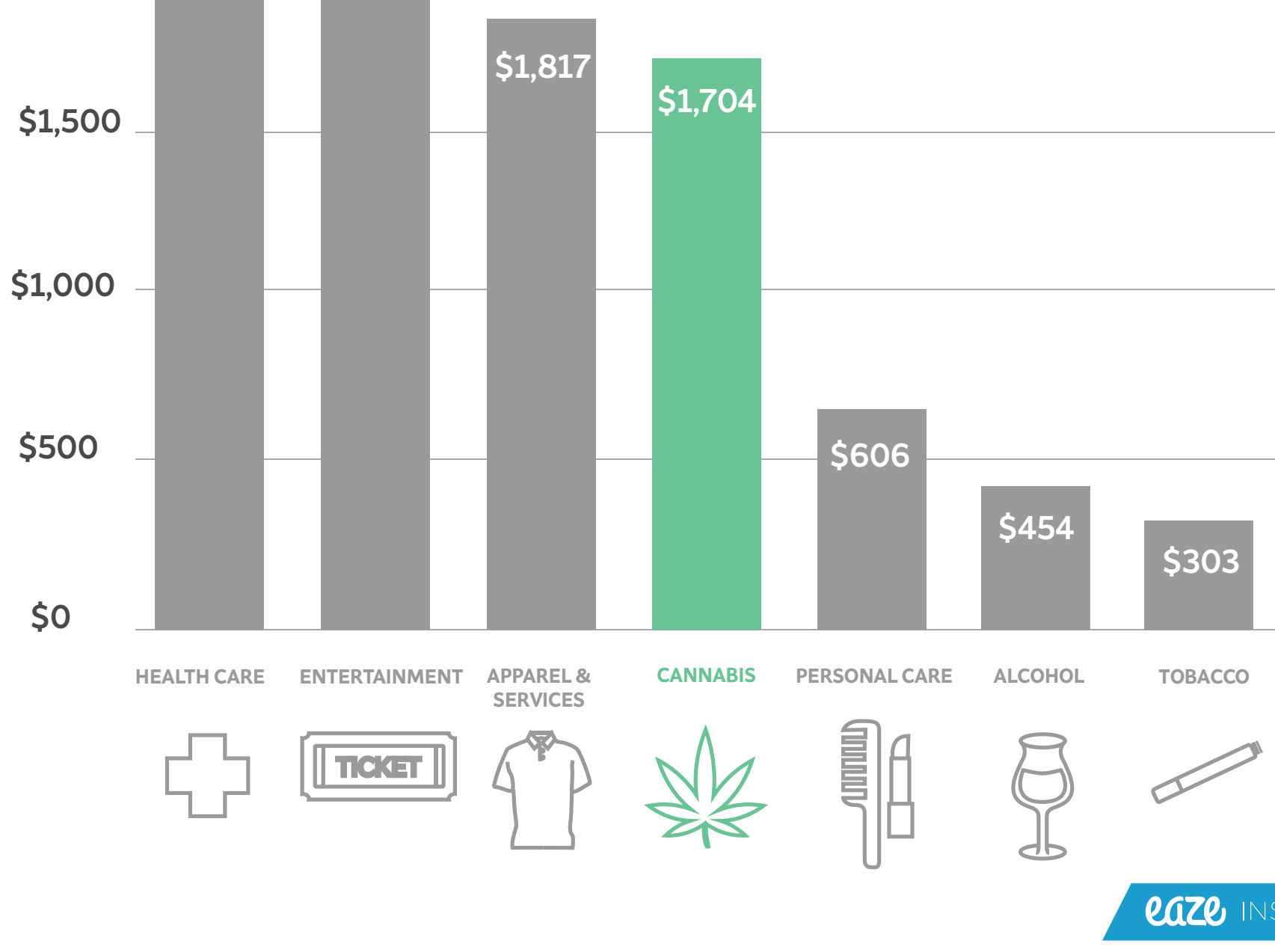
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The modern marijuana consumer spends more on cannabis per year than the average American spends on personal care, alcohol, and tobacco combined

We compared the most recent yearly expenditure data from the United States Department of Labor Statistics to our survey respondents, and found that the average Eaze customer spends more on cannabis per year than several large categories combined.

The average Eaze user spends \$1,704 on cannabis per year

- Average yearly American consumer expenditure via US Department of Labor Statistics
- Average yearly Eaze customer expenditure



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The average Eaze user spends more on cannabis per year than the average American spends on alcohol or tobacco

- Average yearly American Consumer Expenditure via US Department of Labor Statistics
- Average yearly Eaze customer expenditure

1	HOUSING	\$17,115
2	TRANSPORTATION	\$8,583
3	FOOD	\$6,462
4	PERSONAL INSURANCE & PENSIONS	\$5,604
5	HEALTH CARE	\$2,979
6	ENTERTAINMENT	\$2,827
7	APPAREL & SERVICES	\$1,817
8	CASH CONTRIBUTIONS	\$1,717
9	CANNABIS (AVG Eaze customer)	\$1,704
10	EDUCATION	\$1,060
11	MISCELLANEOUS	\$858
12	PERSONAL CARE & SERVICES	\$606
13	ALCOHOLIC BEVERAGES	\$454
14	TOBACCO PRODUCTS & SMOKING SUPPLIES	\$303
15	READING	\$101

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The modern marijuana consumer: replacing wine with weed

Nearly all respondents currently consume alcohol (81%), but 4 out of 5 people (87%) have reduced their drinking because of their cannabis use, with as many as 1 in 10 (13%) replacing alcohol with cannabis entirely. We've also found the vast majority of consumers (80%) primarily cannabis at night, consistent with the time when many reach for a glass of wine or beer.

81% OF CANNABIS CONSUMERS SURVEYED DRINK ALCOHOL

OF THAT

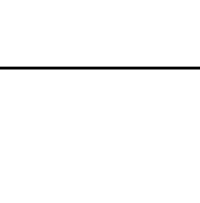
87% REDUCED

their **drinking** because of their cannabis consumption

ADDITIONALLY

13% REPLACED

alcohol with cannabis



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40% OF CANNABIS CONSUMERS SURVEYED HAVE BEEN PRESCRIBED OPIATES

OF THAT

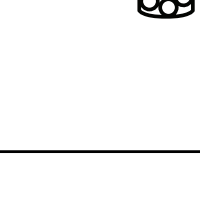
94% REDUCED

their **opiate** use because of their cannabis consumption

ADDITIONALLY

31% REPLACED

their **antidepressants** because of cannabis consumption



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34% OF CANNABIS CONSUMERS SURVEYED HAVE BEEN PRESCRIBED ANTIDEPRESSANTS

OF THAT

34% REDUCED

their **antidepressant** use because of their cannabis consumption

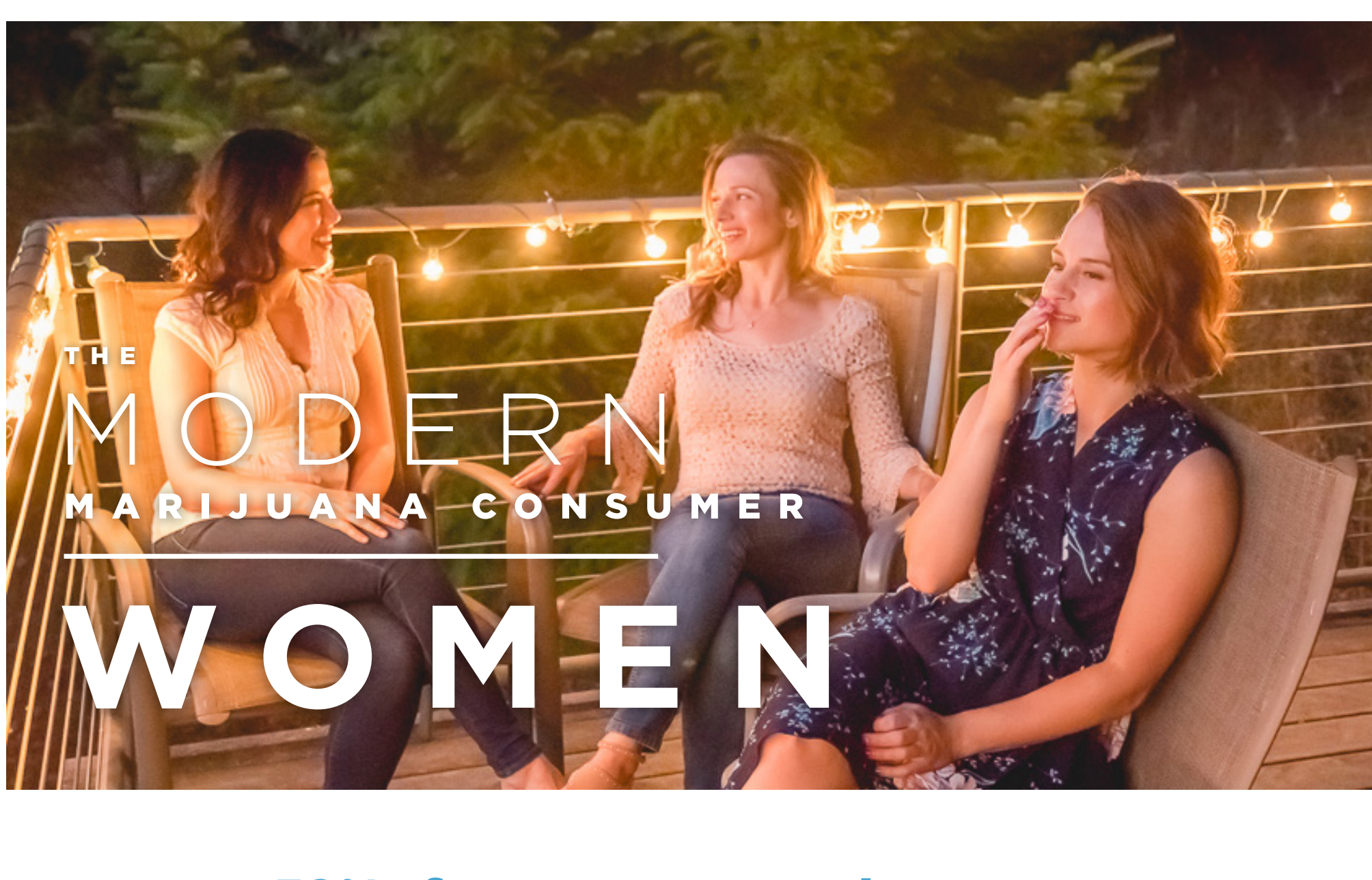
ADDITIONALLY

28% REPLACED

their **antidepressants** because of cannabis consumption



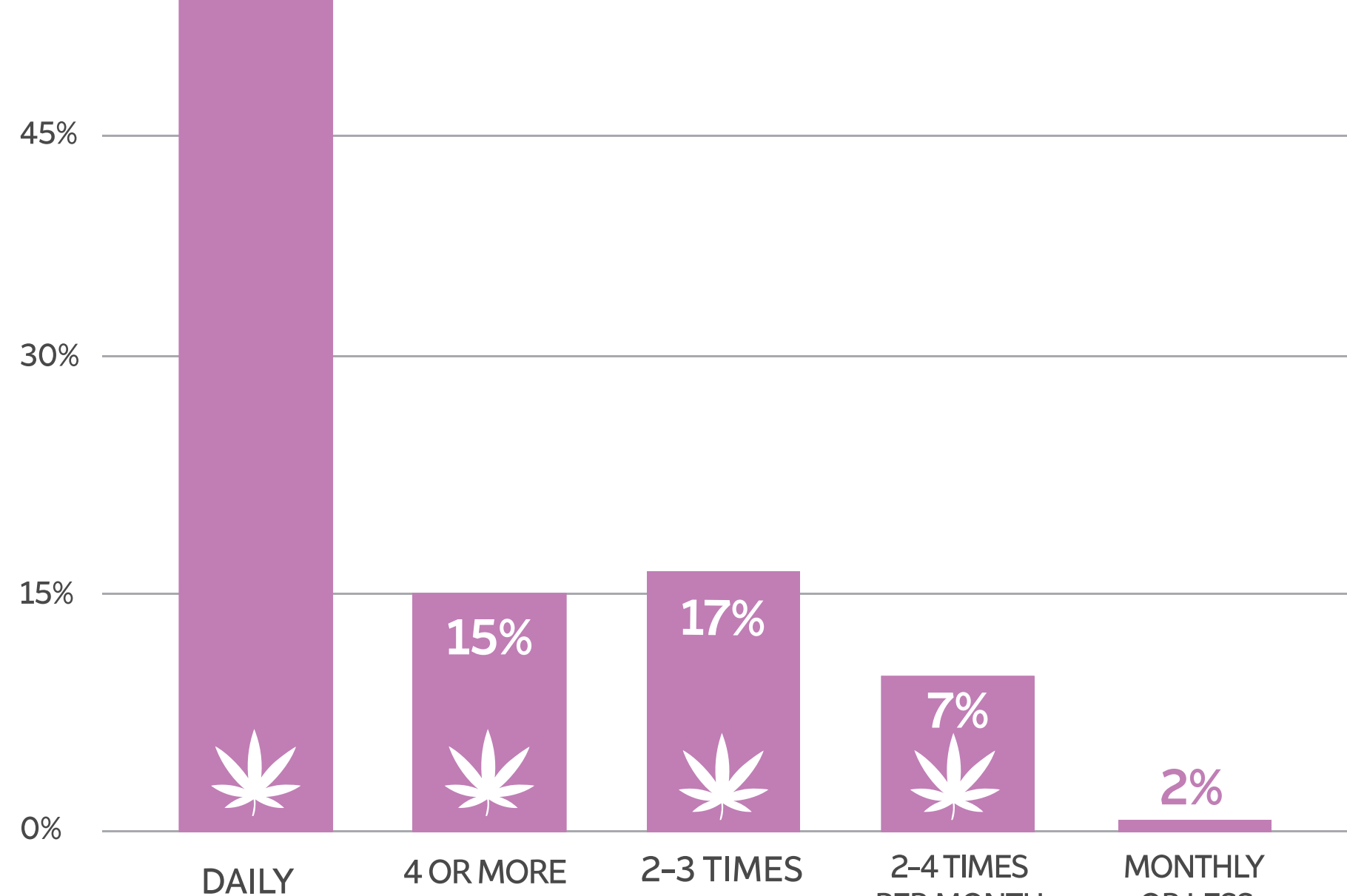
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59% of women surveyed consume cannabis daily

Women are one of the fastest growing consumer segments in cannabis. This survey gave us unique insight into the consumption behaviors of the women who rely on our service.

How often women consume cannabis:



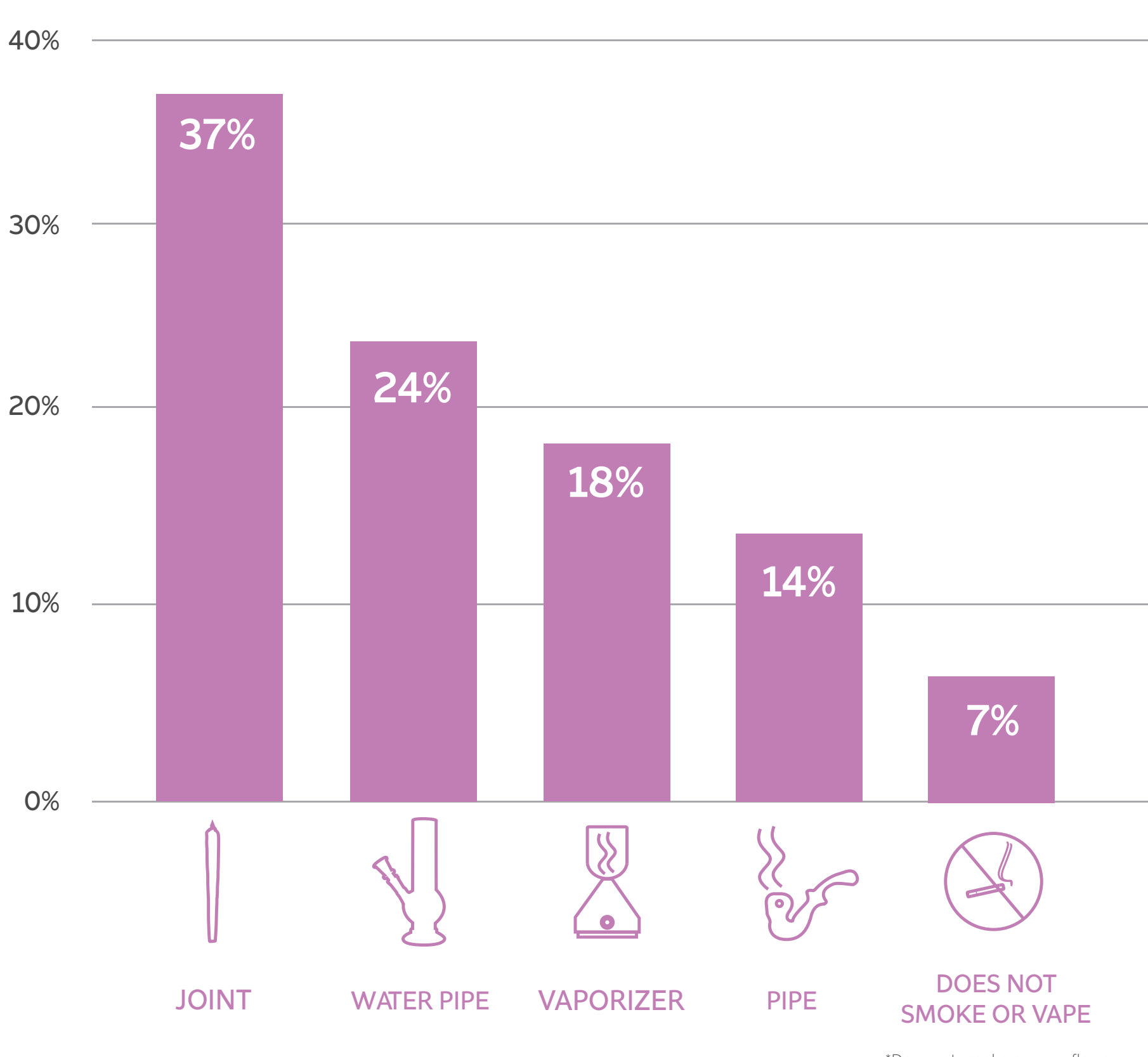
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Women are quick to test new cannabis products, but still love flower

Our purchase data indicates that females are the early adopters of new cannabis products like topicals and tinctures. However, flower (cannabis in its dried form) continues to be the most popular category even as vaporizers and edibles become more mainstream. The chart below illustrates how women prefer to consume flower.

How women consume cannabis flower

Flower: The dried sticky buds that are harvested from the cannabis plant. Most commonly smoked or vaporized.



*Does not smoke or vape flower. Exclusively consumes edibles, tinctures, and topicals.

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Increasingly, cannabis is being used as a key component in health and wellness regimens, commonly referred to as “self care.” The data shows women are turning to cannabis to reduce or replace their consumption of alcohol, prescription opiates, and antidepressants.

78% OF WOMEN SURVEYED DRINK ALCOHOL

OF THAT

86% REDUCED

their **drinking** because of their cannabis consumption

ADDITIONALLY

13% REPLACED

alcohol with cannabis



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48% OF WOMEN SURVEYED HAVE BEEN PRESCRIBED OPIATES

OF THAT

95% REDUCED

their **opiate use** because of their cannabis consumption

ADDITIONALLY

26% REPLACED

opiates with cannabis



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45% OF WOMEN SURVEYED HAVE BEEN PRESCRIBED ANTIDEPRESSANTS

OF THAT

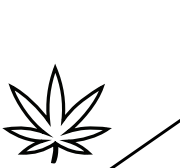
78% REDUCED

their **antidepressant use** because of their cannabis consumption

ADDITIONALLY

28% REPLACED

antidepressants with cannabis



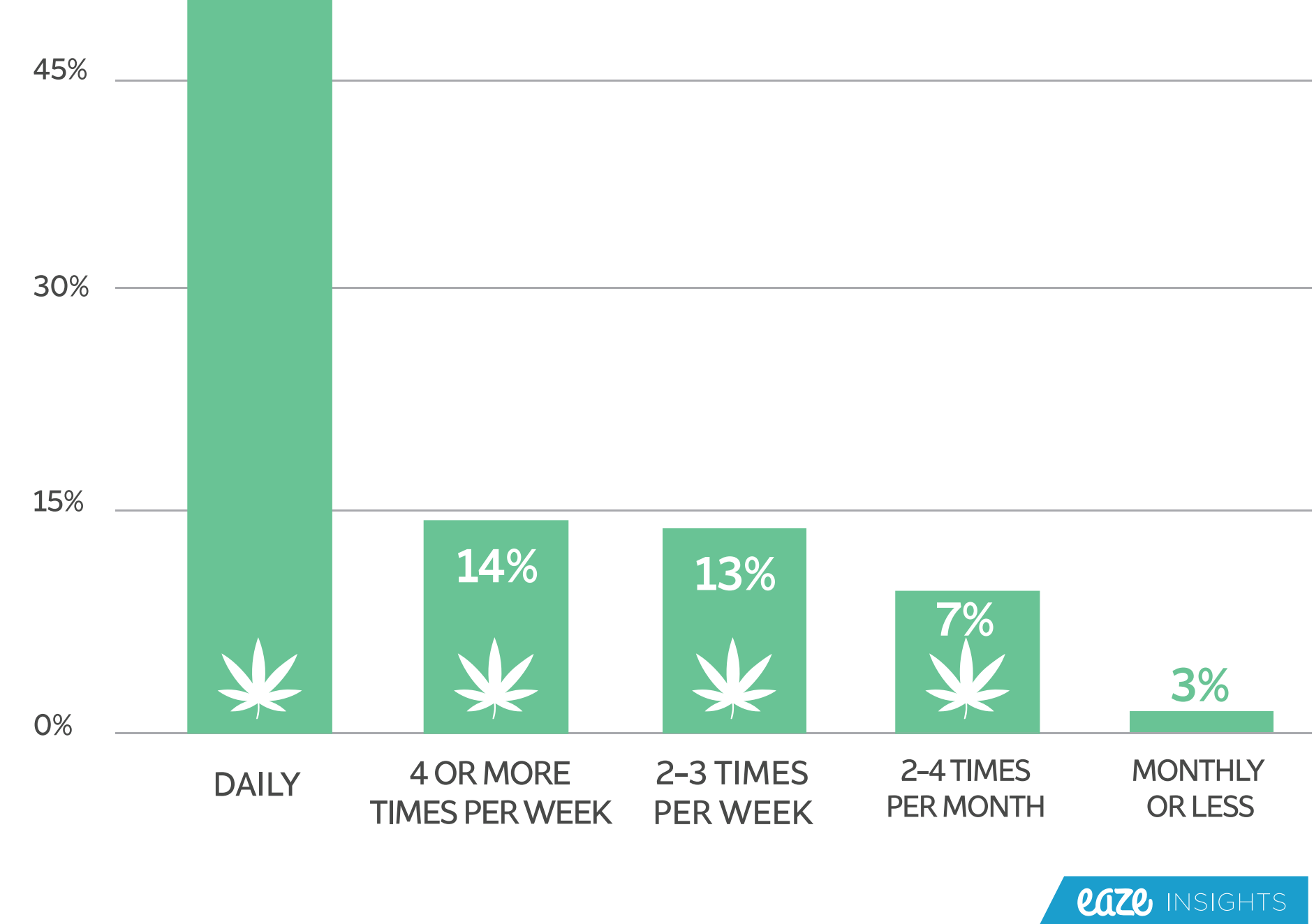
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63% of parents consume cannabis daily

We took a closer look at parents on the Eaze platform and found that they are among the highest population segments who consume marijuana daily. This survey gave us an opportunity to understand the consumption behavior of the parents who rely on our service during their busy lives.

How often parents consume cannabis:



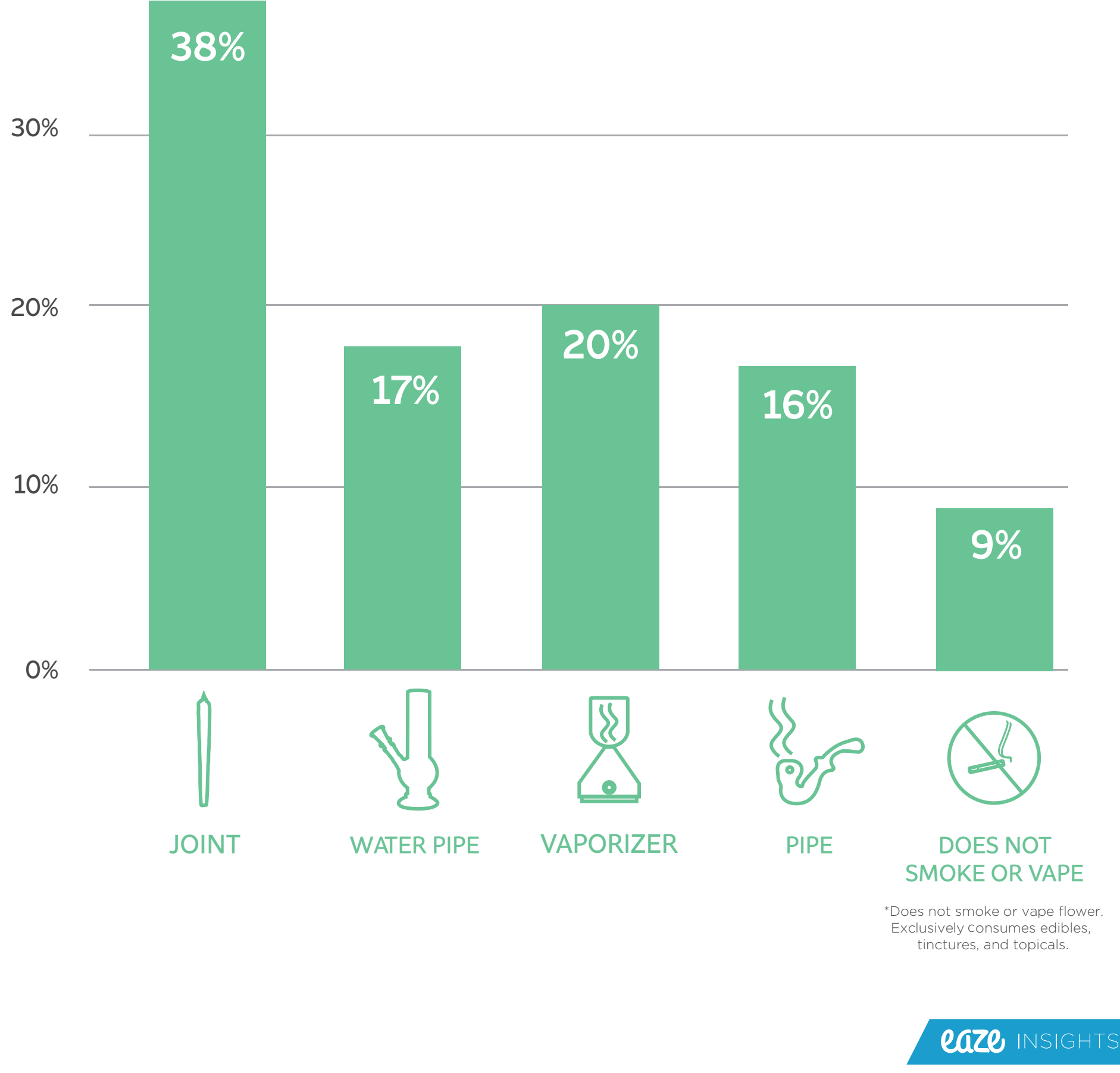
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Only 9% of parents do not consume cannabis flower

The vast majority of parents (91%) either smoke or vaporize cannabis flower. Having kids does not significantly impact flower consumption. It is worth noting that vaporization is most popular among parents when compared to other segments in this report.

Only 9% of parents do not consume flower

Flower: The dried sticky buds that are harvested from the cannabis plant. Most commonly smoked or vaporized.



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Parents are an astounding 52% more likely to replace drinking alcohol with cannabis when compared to non-parents. They are also 26% more likely to replace opiates than non-parents.

78% OF PARENTS SURVEYED DRINK ALCOHOL

OF THAT

88% REDUCED

their drinking because of their cannabis consumption

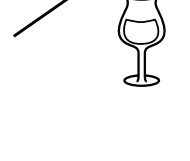
ADDITIONALLY

17% REPLACED

alcohol with cannabis

ADDITIONALLY

Parents are 52% more likely to replace alcohol with cannabis than non-parents



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51% OF PARENTS SURVEYED HAVE BEEN PRESCRIBED OPIATES

OF THAT

95% REDUCED

their opiate use because of their cannabis consumption

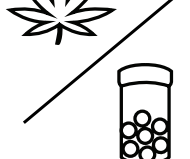
ADDITIONALLY

36% REPLACED

opiates with cannabis

ADDITIONALLY

Parents are 26% more likely to replace opiates with cannabis than non-parents



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35% OF PARENTS SURVEYED HAVE BEEN PRESCRIBED ANTIDEPRESSANTS

OF THAT

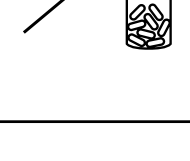
82% REDUCED

their antidepressant use because of their cannabis consumption

ADDITIONALLY

36% REPLACED

antidepressants with cannabis



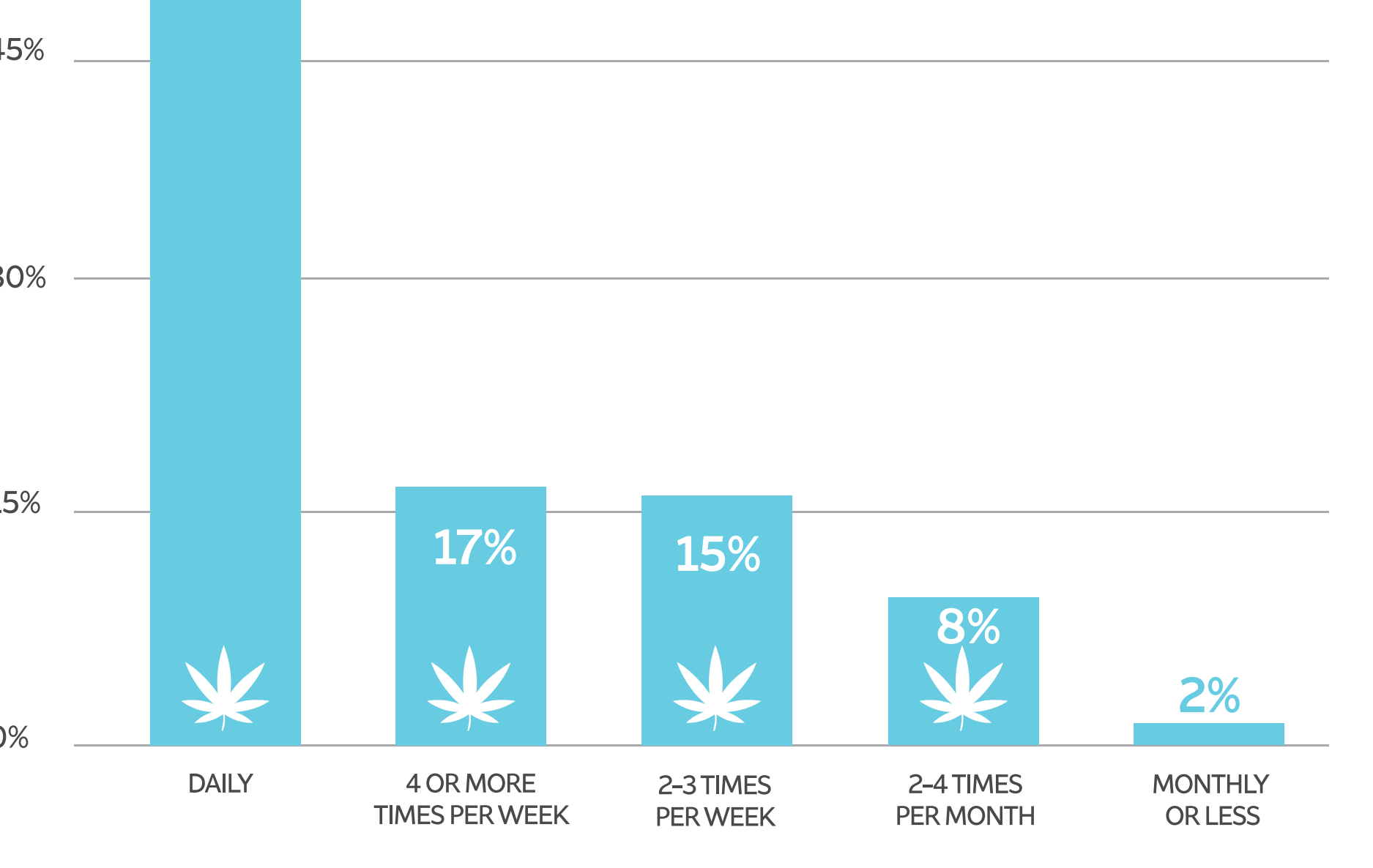
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58% of working professionals consume cannabis daily

The majority of cannabis consumers employed full-time consume cannabis daily (58%). The survey also revealed that the majority of respondents consume at night leading us to believe that cannabis is becoming an essential part the working professional's post-job wind down.

How often working professionals consume cannabis:

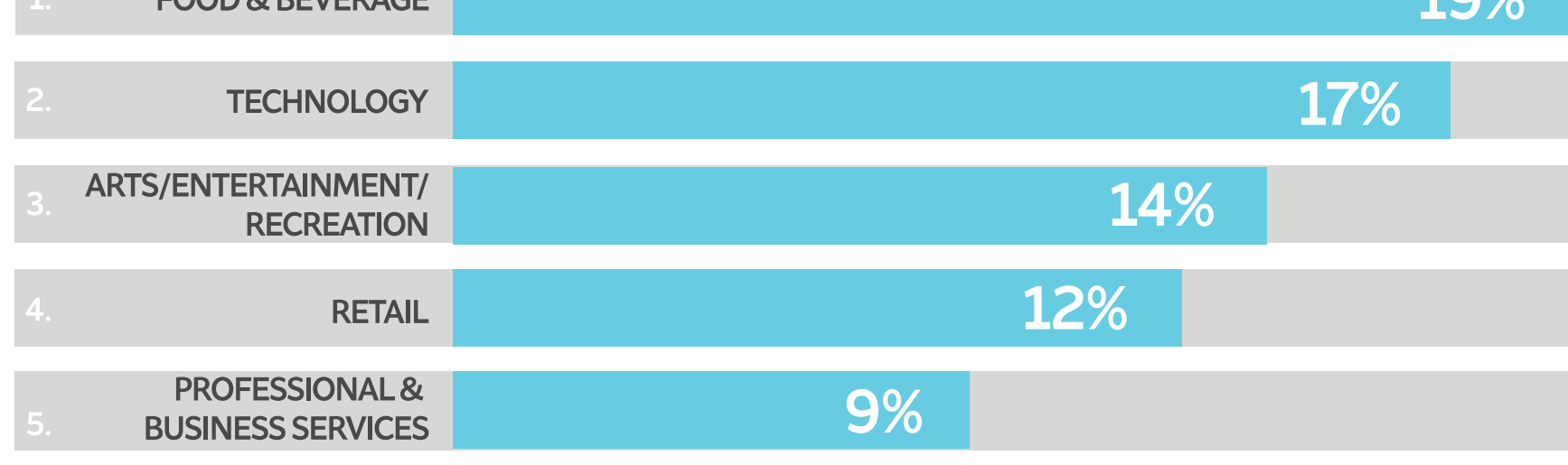


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Industries with the most daily consumers

We find daily cannabis consumers in a variety of industries. Here are the top five as reported by our respondents.

Top 5 industries where employees consume cannabis while on the job:



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31% of working professionals consume cannabis while on the job

A third of working professionals partake while on the clock. Check out the graph below for a breakdown of the top 5 industries where people report consuming marijuana on the job.

Industries with the most employees consuming cannabis on the job

About 1 in 5 people (19%) who work in the food & beverage industry consume cannabis while working. They are followed closely by tech workers at 17% of respondents.

Top 5 industries where employees consume cannabis daily:



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Working professionals are consuming cannabis on the job and presumably replacing prescriptions with marijuana, in addition to cutting back their alcohol use.

82% OF WORKING PROFESSIONALS SURVEYED DRINK ALCOHOL

OF THAT

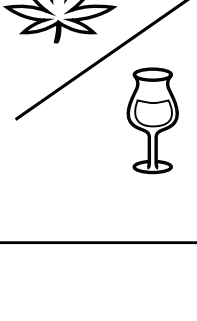
87% REDUCED

their drinking because of their cannabis consumption

ADDITIONALLY

12% REPLACED

alcohol with cannabis



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48% OF WORKING PROFESSIONALS SURVEYED HAVE BEEN PRESCRIBED OPIATES

OF THAT

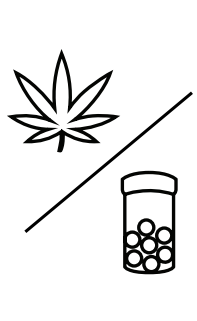
95% REDUCED

their opiate use because of their cannabis consumption

ADDITIONALLY

31% REPLACED

opiates with cannabis



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33% OF WORKING PROFESSIONALS SURVEYED HAVE BEEN PRESCRIBED ANTIDEPRESSANTS

OF THAT

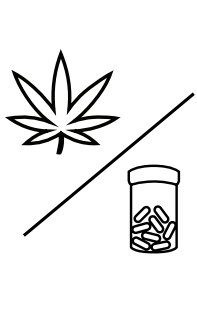
81% REDUCED

their antidepressant use because of their cannabis consumption

ADDITIONALLY

31% REPLACED

antidepressants with cannabis



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