
**Potential Customers**

9,529,309 Pennsylvania adults 21 & older

8.38% Pennsylvania adults who admit using marijuana

= 798,556 Pennsylvania adults who will likely use marijuana regularly

**Potential Market Size**

798,556 adults

$2,080 average annual amount spent per user in Colorado & Washington

= $1.66 billion potential industry size

**Benefit for Pennsylvanians**

$1.66 billion total taxes charged at the state level

35% potential annual state tax revenue:

$581 MILLION