

# REGULATING & TAXING MARIJUANA

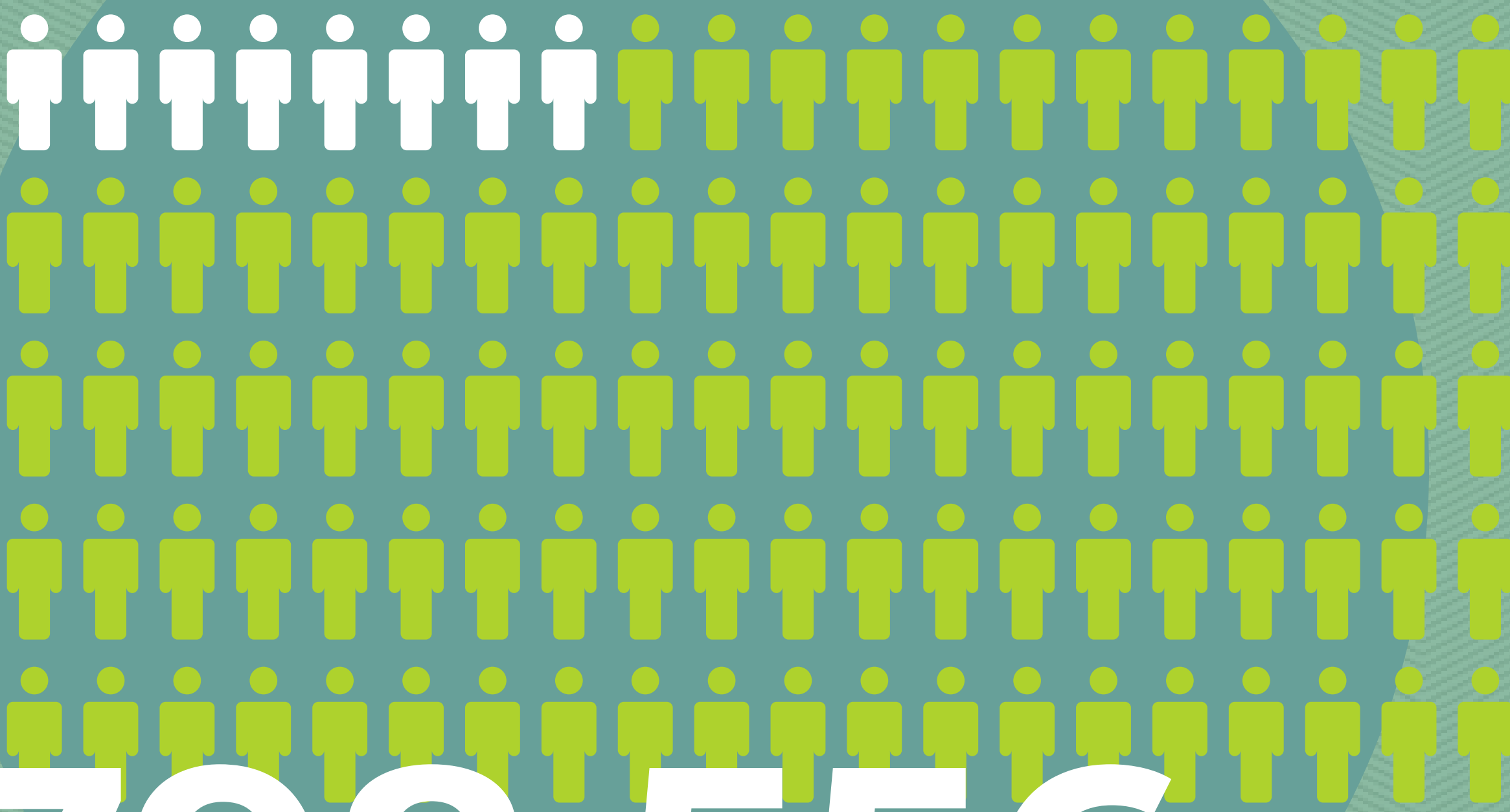
Pa. Auditor General Eugene DePasquale says regulating and taxing marijuana in Pennsylvania would generate much-needed revenue.



## 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

35%  
total taxes charged at the state level

potential annual state tax revenue:

\$581 MILLION