



Note: Another \$634 million in taxable sales, resulting in \$38 million in state sales tax, will be added from the trips associated with the new tourists.

Custom Tabulations prepared by the Substance Abuse and Mental Health Services Administration from the National Surveys on Drug Use and Health for the Florida Legislature, Office of Economic and Demographic Research

Table 1. Past year initiation of marijuana use among adults aged 21 or older in Florida, 2014-2017

Year	Number of Past Year Initiates	Percentage of Past Year Initiates
	(round to nearest 1000)	(standard error)
2014	36,000	0.43 (0.18)
2015	48,000	0.59 (0.18)
2016	57,000	0.63 (0.19)
2017	62,000	0.70 (0.19)

Data source: Substance Abuse and Mental Health Services Administration, Substance Abuse and Mental Health Data Archive, 2014-2017 National Surveys on Drug Use and Health. The 12-month initiates were those who used marijuana for the first time in their lives within the past 12 months.

Table 2. Frequency of marijuana use in the past year in Florida, 2016-2017

Number of Days	FL adults aged 21 or older		Percentage of Past-Year Users
	(round to nearest 1000)	Percentage (%)	
0 days*	13,645,000	87.6	
1 days	113,000	0.7	6%
2-7 days	359,000	2.3	19%
8-14 days	155,000	1	8%
15-30 days	130,000	0.8	7%
31-90 days	300,000	1.9	16%
91-180 days	267,000	1.7	14%
181-270 days	200,000	1.3	10%
271-365 days	405,000	2.6	21%

* Includes those who have tried marijuana more than 12 months ago and those who have never tried.

Data source: Substance Abuse and Mental Health Services Administration, Substance Abuse and Mental Health Data Archive, 2014-2017 National Surveys on Drug Use and Health.

NSDUH Universe Total: 21 years and over	15,576,000
Past year users 21 years and over	1,929,000
Prevalence rate among the population 21 and over, past y	12.4%

Figure 5.6

Distribution of Past-Month Use-Days among Past-Month Users 2015-2016

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Source: Midgette, Gregory, Steven Davenport, Jonathan P. Caulkins, and Beau Kilmer, *What America's Users Spend on Illegal Drugs, 2006–2016*. Santa Monica, CA: RAND Corporation, 2019.

https://www.rand.org/pubs/research_reports/RR3140.html. Also available in print form.

	A	B	C	D	E	F	G	H	I	J	K	L	M
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Marijuana Like Alcohol User Estimates

1 Florida population universe

	FY2021-22
Total Florida resident population ¹	22,126,086
FL population 18 years and over ¹	17,656,927
Florida residents 18 to 20 years, percent of population 18 and over ²	4.1%
Florida residents 21 years and over	16,937,496

¹ Source: Florida Legislature, Office of Economic and Demographic Research, Florida Demographic Estimating Conference, July 2019.

² University of Florida, Bureau of Economic and Business Research, Florida Single Year of Age Population Projections, 2018 Estimate as Base.

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Marijuana Like Alcohol User Estimates												
14	2 Florida illegal marijuana users												
15			Marijuana Use within the Past Year										
16		US prevalency among 18 years and over, 2016-17 rates ³	14.73%										
17		Colorado prevalency among 18 years and over, 2016-17 rates ³	25.65%		OLD								
18		Florida prevalency among 21 years and over, 2016-17 rates ⁴	12.39%										
19													
20		Florida Illegal marijuana users, 21 and over (includes medical marijuana) ⁵	2,098,556										
21													
22		³ Source: SAMHSA, Center for Behavioral Health Statistics and Quality, National Survey on Drug Use and Health, 2016 and 2017. Table 2. Marijuana Use in the Past Year, by Age Group and State: Percentages, Annual Averages Based on 2016 and 2017 NSDUHs.											
23		⁴ Source: Special tabulation by the Substance Abuse and Mental Health Services Administration, Substance Abuse and Mental Health Data Archive, 2016-2017 National Surveys on Drug Use and Health.											
24		⁵ Note: NSDUH's comparison between the 2015-2016 and the 2016-2017 Florida Past Year rates does not show statistically different results. This analysis assumes that past year prevalence rates among the 21 and over are the same as those among the 21 year and over.											
25													

	A	B	C	D	E	F	G	H	I	J	K	L	M
1	Marijuana Like Alcohol User Estimates												
26	3 Florida medical marijuana users (Low-THC, Medical and Smokable)												
27		Medical marijuana users, all ages ⁵	270,574										
28		Users less than 21 years of age	4,933										
29		Medical marijuana users 21 years and over	265,641										
30													
		Florida illegal marijuana user universe (Florida Illegal marijuana users, 21 and over MINUS medical marijuana users 21 and over)	1,832,915										
31													
32													

OLD

2,055,909

A	B	C	D	E	F	G	H	I	J	K	L	M
1	Marijuana Like Alcohol User Estimates											
51	5 Estimation of the legal retail market in Florida											
52	Estimation											
53	Frequency of Marijuana in the Past Year for Florida Residents 21 Years and over		I	II	III	IV	V=I x II x IV	VI	VII	VIII=V x VI	IX	
54	Number of Use Days⁹	Percent of All Past Year Users	Florida Illegal Users to Move to Legal Retail Market⁹	Quantity Consumed per Use-Day, Grams of Flower per Use Day (Mean US)¹⁰	Approximate Joints (EDR Assumption)¹¹	Assumed use days per month (EDR assumption)	Assumed use days per year (EDR assumption)	Annual marijuana consumption (grams)	Cost per gram (\$/gram flower)¹²	Cost per use day (\$)	Marijuana Retail Sales (\$)	State Sales Tax Collections (\$)
55	271-365 days	21.0%	182,793	1.6	2.4	30	365	106,751,112	10	16	\$ 1,067,511,120	\$ 64,050,667
56	181-270 days	10.4%	90,268	1.6	2.4	19	226	32,568,694	10	16	\$ 325,686,944	\$ 19,541,217
57	91-180 days	13.8%	120,508	1.6	2.4	11	136	26,126,134	10	16	\$ 261,261,344	\$ 15,675,681
58	31-90 days	15.6%	135,402	0.67	1	5	61	5,488,520	10	6.7	\$ 54,885,201	\$ 3,293,112
59	15-30 days	6.7%	58,674	0.67	1	2	23	884,511	10	6.7	\$ 8,845,106	\$ 530,706
60	8-14 days	8.0%	69,958	0.67	1	1	11	515,590	10	6.7	\$ 5,155,905	\$ 309,354
61	2-7 days	18.6%	162,031	0.6700	1	0	5	488,523	10	6.700	\$ 4,885,235	\$ 293,114
62	1 days	5.9%	51,000	0.3	0.5	<1	1	15,300	10	3	\$ 153,000	\$ 9,180
63	Total	100.0%	870,634					172,838,385	10		1,728,383,853	103,703,031
64	⁹ Source: Substance Abuse and Mental Health Services Administration, Substance Abuse and Mental Health Data Archive, The 2016-2017 National Surveys on Drug Use and Health, special tabulation provided by NSDUH.											
65	¹⁰ Source: Market Size and Demand for Marijuana in Colorado, 2017 Market Update, Prepared for the Colorado Department of Revenue, Marijuana Policy Group, Leeds School of Business, University of Colorado Boulder, Appendix Table 1: Quantity Consumed per Use-Day, by Consumer Type.											
66	¹¹ EDR assumes that one joint contains 0.66 grams of marijuana. Sources: Mariani, John J et al. "Quantification and comparison of marijuana smoking practices: blunts, joints, and pipes." Drug and alcohol dependence vol. 113,2-3 (2011): 249-51. doi:10.1016/j.drugalcdep.2010.08.008, accessed 10/10/2019. The Average Cost of Marijuana by State, Oxford Treatment Centers, https://www.oxfordtreatment.com/substance-abuse/marijuana/average-cost-of-marijuana/, last updated September 20, 2019.											
67	¹² Dara Kam, WJCTV, "Smokable Medical Marijuana Is Now Legal In Jacksonville And Other Parts Of Florida," March 21, 2019.											
68	OLD											
69	OLD											
70		Consumers Percent of Total	Florida Illegal Users to Move to Legal Retail Market	Quantity Consumed per Use-Day, Grams of Flower per Use Day (Mean US)	Approximate Joints (EDR Assumption)	Assumed use days per month (EDR assumption)	Assumed use days per year (EDR assumption)	Annual marijuana consumption (grams)	Cost per gram (\$/gram flower)⁹	Cost per use day (\$)	Marijuana Retail Sales (\$)	State Sales Tax Collections (\$)
71	26+ days/month	15.5%	151,366	1.6	2.4	30	365	88,397,744	10	16	\$ 883,977,440	\$ 53,038,646
72	21-25	3.9%	38,086	1.6	2.4	25	300	18,281,280	10	16	\$ 182,812,800	\$ 10,968,768
73	16-20	4.7%	45,898	0.67	1	20	240	7,380,398	10	6.7	\$ 73,803,984	\$ 4,428,239
74	11-15	3.9%	38,086	0.67	1	15	180	4,593,171.60	10	6.7	\$ 45,931,716	\$ 2,755,903
75	6-10	5.4%	52,734	0.67	1	10	120	4,239,813.60	10	6.7	\$ 42,398,136	\$ 2,543,888
76	1-5	20.2%	197,264	0.67	1	5	60	7,930,012.80	10	6.7	\$ 79,300,128	\$ 4,758,008
77	Less than 1 day/month	46.4%	453,122	0.3	0.5	0.3	4	543,746.40	10	3	\$ 5,437,464	\$ 326,248
78	Total	0.0%	976,556					131,366,166.80	10		\$ 1,313,661,668	\$ 78,819,700
79	DIFFERENCE										414,722,185	24,883,331
80												

1 **Marijuana Like Alcohol User Estimates**

81

82 **6 Marijuana: Quantity Consumed per Use-Day**

Colorado

83 **Quantity Consumed per Use-Day, by Consumer Type**

84 **Grams per Use Day¹³**

Use, Days per Month	Lower Bound	Mean Estimate	Upper Bound
<1	0.2	0.3	0.6
1-5	0.43	0.67	0.95
6-10	0.43	0.67	0.95
11-15	0.43	0.67	0.95
16-20	0.43	0.67	0.95
21-25	1.3	1.6	1.9
26-31	1.3	1.6	1.9

93 Note: Estimates based on Kilmer (2013) and Colorado Marijuana Use Survey results.

94 ¹³ Source: Kilmer, Beau, Jonathan P. Caulkins, Gregory Midgette, Linden Dahlkemper, Robert J. MacCoun, and Rosalie Liccardo Pacula. 2013. Before the Grand Opening: Measuring Washington State’s Marijuana Market in the Last Year Before Legalized Commercial Sales. RAND Drug Policy Research Center. http://www.rand.org/pubs/research_reports/RR466.html. Market Size and Demand for Marijuana in Colorado, 2017 Market Update, Prepared for the Colorado Department of Revenue, Marijuana Policy Group, Leeds School of Business, University of Colorado Boulder, Appendix Table 1: Quantity Consumed per Use-Day, by Consumer Type.

Florida Medical Marijuana Program Transition of Medical Marijuana Patients to the Legal Retail Market

Florida Low-THC, Medical Marijuana, and Smokable Medical Marijuana Patients

Age group	Active ID Cards
Less than 18	1,003
18 to 20	3,930
21 and over	265,641
Grand Total	270,574

Source: Tabulations by the Florida Legislature, Office of Economic and Demographic

1 Determine population 21 and over

Medical marijuana program patients with active IDs as of September 30, 2019	270,574
<i>Patients less than 21</i>	4,933
Medical marijuana program patients 21 years and over	265,641

2 Apply Colorado's percent decrease in medical marijuana patients to Florida

Colorado % decrease in medical marijuana users from 110,979 in 2013 to 88,417 in 2017	20%
Florida medical marijuana patients likely to transition to the legal retail market	54,005

Source: Colorado Department of Public Health and Environment, Medical Marijuana Registry Patient count, Average number of patients by year.

Florida medical marijuana patients likely to transition to the legal retail market	Quantity Consumed per Use-Day, Grams of Flower per Use Day (Mean US)	Approximate Joints	Assumed use days per year (EDR assumption)	Cost per gram (\$/gram flower)	Marijuana Retail Sales (\$)	State Sales Tax Collections (\$)
54,005	1.6	1	365	10	315,389,200	18,923,352

Consumption (MT):

32

Marijuana Tourism Usage	
Cost Per a Joint*	\$6.70
Expected Joint Per Trip	2

Florida Visitor Expenditures	
Domestic Average Expenditures	\$159
Applicable Spending Subjected to State Sales Tax**	67%
State Sales Tax Rate	6%
Average Domestic Trip Duration	4.2

New Marijuana-Induced Tourists

Estimate	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Florida Total Visitor Estimates	128,514,100	134,183,900	139,438,400	144,760,300	150,224,800
Marijuana Tourism Rate	1%	1%	1%	1%	1%
New Marijuana Tourists	1,285,141	1,341,839	1,394,384	1,447,603	1,502,248
Total Marijuana Expenditures	\$17,220,889	\$17,980,643	\$18,684,746	\$19,397,880	\$20,130,123
Total State Sales Tax Collected from Marijuana Expenditures	\$1,033,253	\$1,078,839	\$1,121,085	\$1,163,873	\$1,207,807
Total Others Expenditure Per Trip (Average Expenditures x Trip Duration) - Minus Marijuana Expenditures	\$840,456,511.18	\$877,535,869.22	\$911,899,248.32	\$946,703,409.94	\$982,440,147.04
Total Other Expenditures Subjected to Sales Tax	\$563,105,862	\$587,949,032	\$610,972,496	\$634,291,285	\$658,234,899
Total State Sales Tax Collected	\$33,786,352	\$35,276,942	\$36,658,350	\$38,057,477	\$39,494,094

Additional Spending by Existing Tourists (Black-market to Retail)

Estimate	2018-2019	2019-2020	2020-2021	2021-2022	2022-2023
Florida Total Visitor Estimates	128,514,100	134,183,900	139,438,400	144,760,300	150,224,800
Percent of Visitors Over 21	83.00%	83.00%	83.00%	83.00%	83.00%
Total Florida Adult Visitors	106,666,703	111,372,637	115,733,872	120,151,049	124,686,584
Estimate Marijuana User Rates	2%	2%	2%	2%	2%
Total Existing Tourists Using Marijuana	2,133,334	2,227,453	2,314,677	2,403,021	2,493,732
Estimated Amount of Marijuana Purchased Per Trip (\$)	13.40	13.40	13.40	13.40	13.40
Total Marijuana Expenditures	28,586,676	29,847,867	31,016,678	32,200,481	33,416,005
Total State Sales Tax Collected from Marijuana Expenditures	\$1,715,201	\$1,790,872	\$1,861,001	\$1,932,029	\$2,004,960

* Estimated based on consumption of .67 grams of flower use per day and a cost of \$10 per gram

** Based-on Internal EDR study

	A	B	C	D	E	F	G
1	Proxies for Expanding Usage by Current Users and Returning Users in Florida						
2	1. Marijuana first time users (2016-2017 count)						
3	Past year initiation of marijuana use among adults aged 21 or older in Florida, 2014-2017						
4	Year	Number of Past Year Initiates	Percentage of Past Year Initiates				
5		(round to nearest 1000)	(standard error)				
6	2014	36,000	0.43 (0.18)				
7	2015	48,000	0.59 (0.18)				
8	2016	57,000	0.63 (0.19)				
9	2017	62,000	0.70 (0.19)				
10	Data source: SAMHSA, 2014-2017 National Surveys on Drug Use and Health. The 12-month initiates were those who used marijuana for the first time in their lives within the past 12 months.						
11							

	A	B	C	D	E	F	G
12							
13	2. Returning users						
14							
15	Florida Population 12 and over by Age Group and Time since Last Used Marijuana, 2016-2017						
16	Time since last used marijuana	Age 12 to 20	Age 21 and over	Age 12 and over			
17	Has tried marijuana within the past 12 months	444,000	1,867,000	2,311,000			
18	<i>Percent of the population</i>	21%	12%	13%			
19	Within the past 30 days	270,000	1,217,000	1,487,000			
20	More than 30 days ago but within the past 12 mos	174,000	650,000	824,000			
21	Has tried marijuana more than 12 months ago	114,000	4,774,000	4,889,000			
22	<i>Percent of the population</i>	5%	31%	28%			
23	Has never used marijuana	1,567,000	8,826,000	10,394,000			
24	<i>Percent of the population</i>	73%	57%	59%			
25	Population*	2,151,000	15,576,000	17,727,000			
26	* Note: Categories may not sum to the total due to untabulated responses.						
27	Blunt use is not included in the tabulations.						
28							
29	FY2021-22						
30	Florida population 21 and over	16,937,496					
31	% has tried marijuana more than 12 months ago	31%					
32	Population who has tried marijuana more than 12 months	5,191,295					
33							
34	FY2021-22						
35	Florida returning legal retail users	Quantity Consumed per Use-Day, Grams of Flower per Use Day (Mean US)	Apploximate Joints	Assumed use days per year (EDR assumption)	Cost per gram (\$/gram flower)	Marijuana Retail Sales (\$)	State Sales Tax Collections (\$)
36	5,191,295	0.67	1	1	10	34,781,676.50	2,086,901
37	<i>Consumption (MT):</i>		3.48				
38							
39							
40							

	A	B	C	E	F	G
1	Florida Legal Retail "Regulate Marijuana Like Alcohol" Sales FY2021-22					
2						
3						
4						
5	Market	Recreational Users	Consumption at retail (MT of flower equivalent, 20% potency)	Sales	State sales tax collections	
6	Florida black market to retail	870,634	173	1,728,383,853	103,703,031	
7	Florida medical to retail	54,005	32	315,389,200	18,923,352	
8	Expanding usage by current users and returning users	5,191,295	3	34,781,677	2,086,901	
9	Total resident market	6,115,934	208	2,078,554,730	124,713,284	
10						
11	FL visitors (new)	1,447,603	2	19,397,880	1,163,873	
12	FL visitors (black market to legal)	2,403,021	3	32,200,481	1,932,029	
13	Total visitor market	3,850,624	5	51,598,361	3,095,902	
14	Total resident and visitor market	9,966,558	213	2,130,153,091	127,809,185	
15						

FY2021-22

	Marijuana Users Aged 21+	
Florida Marijuana Market		
1 Black Market	1,832,915	
2 <i>Black market stays in black market</i>	916,458	
3 <i>Black market to retail</i>	870,634	
4 <i>Move to homegrown</i>	45,823	
5 Medical Marijuana	265,641	
6 <i>Florida medical stays in medical</i>	211,636	
7 <i>Florida medical to retail</i>	54,005	
8 Expanding Usage by Current Users and Returning Users	5,191,295	
9 Total Florida Users	7,289,851	(1+5+8)
10		
11 Tourism	3,850,624	
12 <i>New tourists</i>	1,447,603	
13 <i>Tourists (black market to legal)</i>	2,403,021	
14		
15 Total Retail Users in Florida	9,966,558	(3+7+8+12+13)
16 Florida Population Age 21+	16,937,496	
17 Florida Users as a Percentage of the Population	43.0%	(9/16)