



News Release

For Immediate Release

Contact: Natriece Bryant
Communications Specialist
Phone Number: 303-866-5536

Daria Serna
Communications Director
Phone Number: 303-866-5303

Colorado's Marijuana Enforcement Division Releases Market Demand Study on Marijuana in Colorado

Colorado's Market Demand Study on Marijuana Released to Public

July 9, 2014 – Denver, CO. The Colorado Department of Revenue, Marijuana Enforcement Division released the Market Size and Demand for Marijuana in Colorado Study today. The Market Demand study was a collaboration between the Colorado Department of Revenue's Marijuana Enforcement Division (MED) and the Marijuana Policy Group (MPG). MPG is made up of individuals from the University of Colorado Boulder's Business Research Division as well as the BBC Research & Consulting firm in Denver.

“The Marijuana Enforcement Division feels that production management for marijuana is a vital part of responsible regulation in the industry. The MED collects data and information through various channels in the regulated market and the Market Demand Study will be another avenue used to help reassess the regulations and guide future development,” said Lewis Koski, Director of the Marijuana Enforcement Division.

The Market Demand Study focused on the demand for marijuana by adult consumers, both visitors and residents of the State of Colorado. The study represents marijuana consumers in Colorado which represents 9% of the overall population in the state. The Market Demand Study assessed the market through a combination of survey results, state demographical information, associated literature, and Colorado-specific source data.

“The Department feels it is important to understand marijuana usage and the demand in the state to effectively manage production within the regulated industry,” said Barbara Brohl, Executive Director of the Department of Revenue.

The study estimates that the demand for marijuana in Colorado by the state's residents is 121.4 metric tons per year, and 8.9 metric tons per year for visitors to the State of Colorado. The Market Demand Study also analyzed the specific demand channels, conversions from medical consumption to retail consumption, and methods in which marijuana is consumed in Colorado. With the increased methods of use in Colorado ranging from pipes, vape pens, edible products, concentrates, tinctures and lotions, it was imperative for the State of Colorado to understand demand and usage of marijuana.

The Market Size and Demand for Marijuana in Colorado Study can be found online at:

<http://www.colorado.gov/cs/Satellite/Rev-MMJ/CBON/1251592985115>

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