

An Economic Impact and Tax Analysis of Oklahoma State Question 820

Researched and Produced by:

Vicente Sederberg LLP and

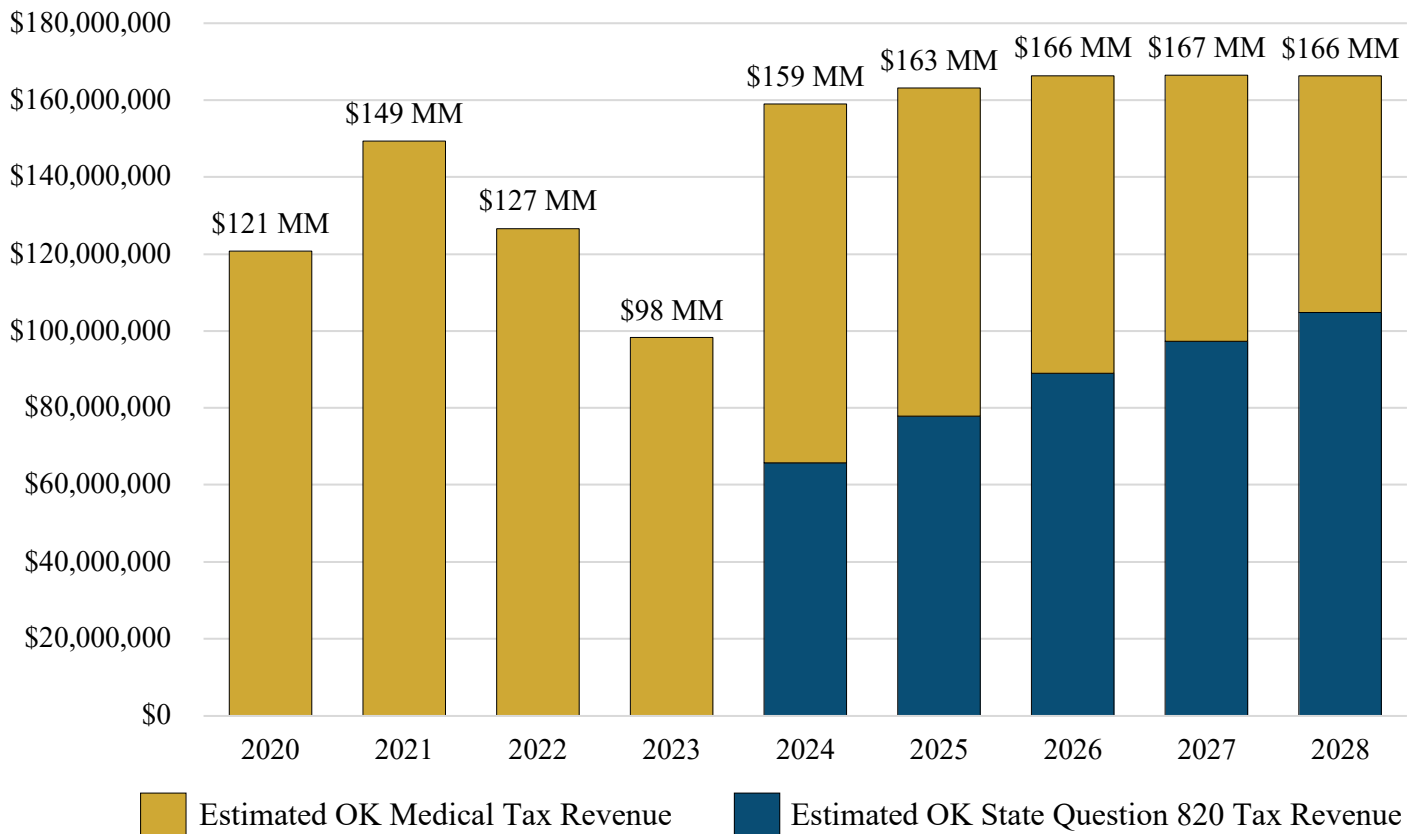
The Oklahoma Cannabis Industry Association

Key Findings and Executive Summary

- According to an economic impact and tax analysis performed by Vicente Sederberg LLP and the Oklahoma Cannabis Industry Association, from 2024 – 2028, Oklahoma stands to gain **\$821 million** in combined medical and recreational taxes if State Question 820 passes.
- Of the **\$821 million** in tax revenue, **\$434 million** will be new state revenue generated from the 15% excise tax on recreational sales to adults (21+), along with standard state and local sales taxes.
- The new tax revenue will result from approximately **\$1.841 billion** in recreational sales to adults (21+) and **\$2.478 billion** in medical sales to qualified patients over the same five-year period.

On March 7th, 2023, Oklahomans will vote on State Question 820, which would legalize, regulate, and tax marijuana sales for adults over 21 years of age. If State Question 820 passes, Oklahoma will create a billion-dollar industry with hundreds of millions of tax dollars generated that can be used to increase funding for schools, roads, local governments, public safety, drug treatment programs, and other healthcare services. The economic analysis uses a wide array of data from sources including the U.S. Census, National Survey on Drug Use and Health, Oklahoma Medical Marijuana Authority (“OMMA”), Oklahoma Tourism and Recreation Department, peer-reviewed research from the International Journal of Drug Policy on cannabis use trends, as well as pricing data from online sources and the Oklahoma Cannabis Industry Association (“OCIA”).

Projected Marijuana-Generated Tax Revenue in Oklahoma



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State Question 820 allows the Oklahoma Tax Commission to collect a 15% excise tax on recreational sales to adults (21+) in addition to state and local sales taxes. The graph on the previous page shows the total combined tax revenue from sales of recreational marijuana to adults (21+) and qualified medical patients. The graph includes the total tax revenue generated, including the 7% excise tax on medical products, 15% excise tax on recreational products, as well as projected state and local sales tax revenue.

From 2024 to 2028, Oklahoma is projected to earn **\$821,341,906** in combined medical and recreational taxes if State Question 820 passes. Marijuana-generated tax revenue is expected to peak in 2027 with **\$97,258,875** derived from the recreational market and **\$69,314,040** derived from the medical market for a projected total of **\$166,572,914** by the end of the year. After 2027, revenue will likely plateau as prices decline, medical patient enrollment diminishes, and legal demand grows with the rate of population and cultural change.

The tax revenue projections were derived by analyzing current regulated medical sales published by OMMA¹ and the Oklahoma Tax Commission. The tax model combines state-specific data with information provided by the U.S. Census², the National Survey on Drug Use and Health,³ the Oklahoma Tourism and Recreation Department,⁴ peer-reviewed research from the International Journal of Drug Policy on Cannabis Use Trends,⁵ and pricing data from online sources and OCIA members.

Oklahoma Projected Marijuana-Generated Tax Revenue from 2024 - 2028

	2024	2025	2026	2027	2028	5-Year Totals
Tax Revenue from Oklahoma Recreational Sales to Adults (21⁺)	\$65,673,822	\$77,797,950	\$89,042,911	\$97,258,875	\$104,861,366	\$434,634,924
Tax Revenue from Medical Sales to Licensed Patients	\$93,389,013	\$85,300,630	\$77,270,478	\$69,314,040	\$61,432,822	\$386,706,982
Combined Tax Revenue for Recreational and Medical Sales	\$159,062,835	\$163,098,580	\$166,313,389	\$166,572,914	\$166,294,188	\$821,341,906

¹ Oklahoma Medical Marijuana Authority. *Licensing and Tax Data*. Retrieved from: <https://oklahoma.gov/omma/about/licensing-and-tax-data.html>

² U.S. Census Bureau. 2010-2019 American Community Survey, 5-year Subject Tables, Survey S0101 Age and Sex. Retrieved from: <https://data.census.gov/table?q=S01&tid=ACSST5Y2019.S0101>

³ U.S. Department of Health and Human Services, Substance Abuse and Mental Health Services Administration, Center for Behavioral Health Statistics and Quality. *Substate Estimates of Substance Use and Mental Illness from the 2018-2020 National Survey on Drug Use and Health: Results and Detailed Tables*. Retrieved from: <https://www.samhsa.gov/data/nsduh/2018-2020-substate-reports>

⁴ Oklahoma Tourism and Recreational Department. *CY 2021 and 2020 Oklahoma Visitor Profile and Insights* Retrieved from: <https://otrd.travelok.com/research>

⁵ Caulkins, Jonathan P et al. "Intensity of cannabis use: Findings from three online surveys." *The International journal on drug policy*, vol. 79 102740. 22 Apr. 2020, doi:10.1016/j.drugpo.2020.102740

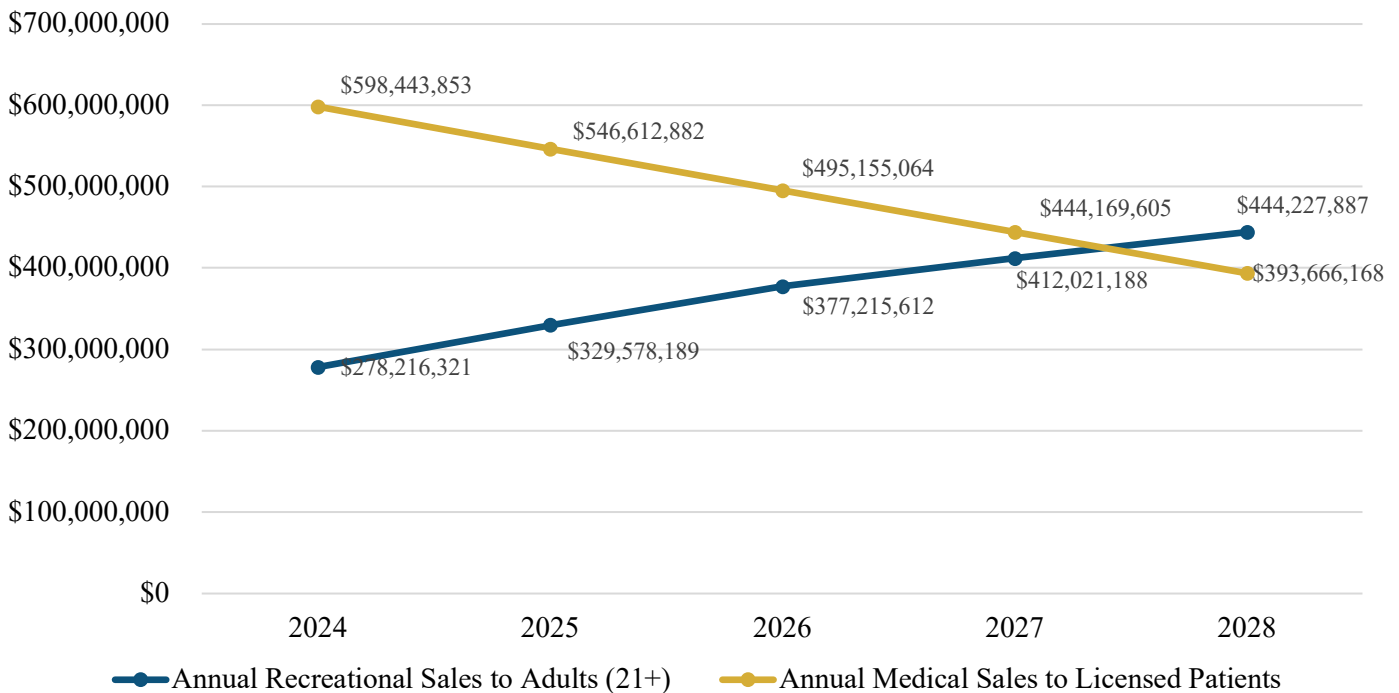
AN ECONOMIC IMPACT AND TAX ANALYSIS OF OKLAHOMA STATE QUESTION 820

Tax revenues are based upon a combination of new and existing sales taxes. During the initial years, revenue will climb even as prices fall because lower prices will attract existing-price conscious consumers into the regulated market. However, once the Oklahoma market reaches maturity in 2028, the pace of tax revenue will slow due to downward pricing pressures from business competition and free market economic principles. Further, the report projects tax revenue generated from recreational sales at a more conservative pace than what other states have realized in recent years. Therefore, depending on market and pricing conditions, Oklahoma could generate significantly more tax revenue than the analysis suggests. Washington state, for example, generated **\$517 million** in cannabis excise taxes in 2022. In fiscal year 2022, states with legal recreational markets generated the following revenue from marijuana-generated excise taxes.⁶

Marijuana-Generated Tax Revenue for FY 2022 in 4 States with Recreational Markets

State	Resident Past Month Marijuana Consumers (21+)	FY 2022 Excise Tax Revenue	Tax Revenue per Adult Consumer
Arizona	764,762	\$132,800,000	\$173.65
Colorado	1,043,372	\$353,700,000	\$339.00
Michigan	1,431,891	\$163,500,000	\$114.18
Oregon	780,293	\$170,600,000	\$218.64

Projected Marijuana Sales to Adults (21+) and Medical Patients in Oklahoma



⁶ Auxier, Richard, and Nikita Airi. Tax Policy Center at the Urban Institute and Brooking Institution, 2022, *The Pros and Cons of Cannabis Taxes*, <https://www.taxpolicycenter.org/publications/pros-and-cons-cannabis-taxes/full>. Accessed 1 Jan. 2023.

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If passed by voters, State Question 820 creates a regulated recreational marijuana market for adults 21 years and older in Oklahoma. From 2024 – 2028, the Oklahoma recreational and medical markets are expected to generate **\$4,319,306,768** in combined sales. State Question 820 limits recreational business licenses to only those companies licensed to sell medical marijuana by the OMMA for at least one year before the initiative’s effective date. That means, at the outset of the program, profits will go directly to Oklahoma businesses with a proven record of operating compliant and legal marijuana businesses.

Oklahoma-licensed companies can expect **\$278,216,321** in additional adult-use recreational sales before the market opens to new business license applicants. Over the first five years of sales, the recreational adult-use market is expected to grow over **59.6%** in total sales. Given Oklahoma’s existing licensed medical marijuana companies, the state’s first-year regulated medical and recreational per capita marijuana sales will likely exceed all previous recreational markets.

Historical data from states that have introduced recreational marijuana alongside existing medical programs, such as Colorado, Washington, and Michigan, show a shift of patients toward recreational markets. Nevertheless, in Oklahoma, the economic analysis shows a robust medical market and recreational market co-existing. In fact, the Oklahoma medical market will remain the dominant market until 2027. By 2028, recreational sales will surpass medical with **\$444,227,887** in annual sales. Oklahoma medical sales will remain an important tax revenue stream under State Question 820.

Despite having a population of over 4 million, Oklahoma’s medical marijuana market has been exceptionally strong during the years since legalization. Oklahoma has the highest patient-to-population rate in the country at around 12% and has seen impressive growth since voters approved medical marijuana sales in 2018. State Question 820 will expand the market size to include all Oklahomans 21 years of age and older and, importantly, non-Oklahomans (21+) visiting the state.

Oklahoma Projected Regulated Marijuana Sales from 2024 - 2028

	2024	2025	2026	2027	2028	5-Year Totals
Total Recreational Sales to Adults (21+)	\$278,216,321	\$329,578,189	\$377,215,612	\$412,021,188	\$444,227,887	\$1,841,259,197
Total Medical Sales to Licensed Patients	\$598,443,853	\$546,612,882	\$495,155,064	\$444,169,605	\$393,666,168	\$2,478,047,571
Combined Sales for Recreational and Medical Sales	\$876,660,174	\$876,191,071	\$872,370,676	\$856,190,793	\$837,894,055	\$4,319,306,768

Using a conservative estimate of recreational adult-use sales starting on January 1st, 2024, Oklahoma licensed businesses can expect to generate over **\$81,268,698** from adult residents and approximately **\$196,947,623** from out-of-state visitors in the first year of sales. State Question 820 will create a robust adult-use marijuana market serving residents and out-of-state visitors, generating approximately **\$1,841,259,197** in sales and **\$434,634,924** in new tax revenue during the first five years of the program.

Price and Data Assumptions

This economic analysis has two key assumptions, which are meant to provide a conservative projection for actual sales. First, the analysis assumes that recreational sales will begin on January 1st, 2024, even though recreational sales may begin sometime in 2023. Second, the current marijuana market in Oklahoma is suffering from a downturn in wholesale prices, primarily due to supply outpacing the demand from licensed medical patients.

While most market observers believe this is a temporary downturn and there are signs of prices beginning to stabilize, we have nevertheless assumed a conservative average price per ounce for retail at **\$175**. Oklahoma also has significant volatility in its average price per ounce. For example, on January 4th, 2023, Mango Cannabis, a licensed dispensary in Tulsa, was selling one ounce of flower, Garlic Cocktail, for **\$200** and selling another strain, Berry Bubba, for **\$25** per ounce or 28 grams.⁷

To account for price volatility, the economic analysis uses marijuana consumption in pounds, as well as an average price of marijuana per ounce, as an analog for total regulated demand that will include flower, concentrate, and infused product sales. The assumption of a **\$175** recreational retail price per ounce is derived by analyzing the sales from the existing Oklahoma medical market while factoring in an 8% price compression to reflect the recent downturn in medical marijuana wholesale prices.

Marijuana demand in a regulated market comes in many forms: grams of flower, concentrate, as well as units of manufactured and infused products. But government surveys on marijuana use only ask about demand in terms of grams per day. As such, this model uses weight-based estimates combined with an analog price per pound to project the total market size. This methodology is commonly used by other researchers and analysts relying on federal government surveys to understand the marijuana market.

While a 100mg edible may be equivalent to an eighth of flower in terms of consumer demand and price, they are very different in the amount of raw marijuana material required to produce the product. This type of simplified weight-based models has been shown to effectively project diversified demand in other state markets. Vicente Sederberg LLP and OCIA leveraged publicly available data from the Oklahoma Medical Marijuana Authority to determine the following average medical price per ounce: **\$236** in 2020, **\$217** in 2021, and **\$200** in 2022.

⁷ Menu Pricing for Mango Cannabis Dispensary in Tulsa, OK. *Mango Cannabis*, 3 Jan. 2023, <https://mangocannabis.com/location/shop-tulsa/>.

Conclusion

If State Question 820 passes, Oklahoma will generate significant tax revenue from excise taxes as well as state and local sales taxes. The economic analysis shows that from 2024-2028, the state will **generate \$821 million** in medical and recreational excise taxes from an estimated **\$4.32 billion** in combined recreational and medical marijuana sales, allowing for historic investments in education, health care, and public safety. The report was prepared at the request of the Yes on 820 campaign to better understand the initiative's economic impacts. Registered Oklahomans will vote on State Question 820 on March 7th, 2023.

About Vicente Sederberg LLP



Vicente Sederberg LLP is a top-ranked national cannabis law and policy firm with offices in Austin, Boston, Denver, Jacksonville, Los Angeles, and New York. It has been at the leading edge of cannabis policy since its founding in 2010, helping public and private sector clients evaluate, shape, implement, and navigate cannabis laws and regulations across the United States and worldwide.



Andrew Livingston, the firm's Director of Economics and Research, developed the economic analysis. Andrew has spent his entire career researching and analyzing cannabis markets and policy. He has assisted a wide variety of public and private sector clients with developing, implementing, and evaluating cannabis laws, markets, and regulations. Andrew has authored and contributed to several policy white papers and economic impact reports on behalf of cannabis industry groups, advocacy organizations, and campaigns. Companies and investors look to him to navigate regulatory intricacies that influence market dynamics and to create sophisticated revenue models and pro forma to guide strategic decision-making. Andrew first worked alongside the Vicente Sederberg team during the historic Amendment 64 campaign, which legalized and regulated cannabis for adult use in Colorado. Before starting his career in cannabis policy and market analysis, Andrew focused his studies at Colgate University on the economics of illicit drug markets and the harm they create for societies around the world.

About the Oklahoma Cannabis Industry Association



The Oklahoma Cannabis Industry is the 501c6 chamber of commerce representing cannabis businesses in Oklahoma. The organization conducts constant industry research and data collection to provide the best information to our members and policymakers, as well as regular networking events, educational forums, and supply chain growth opportunities. The Oklahoma Cannabis Industry Association advocates for its members at local, state, and federal legislative and regulatory bodies. Blake Cantrell, with The Peak is the current board president.

Economic Model Tables and Datasets

On the following pages, Vicente Sederberg LLP and the Oklahoma Cannabis Industry Association have provided additional analysis, including the economic model and datasets.

AN ECONOMIC IMPACT AND TAX ANALYSIS OF OKLAHOMA STATE QUESTION 820

Oklahoma Medical and Recreational (21+) Tax Projections and Sales Analysis

Year	2020	2021	2022	2023	2024	2025	2026	2027	2028
Oklahoma Total Population	3,959,346	3,991,225	4,019,800	4,030,982	4,056,502	4,082,431	4,108,774	4,135,538	4,162,728
Oklahoma Population (21+)	2,828,525	2,849,161	2,870,136	2,891,455	2,913,125	2,935,150	2,957,537	2,980,290	3,003,417
Oklahoma Resident Past Month Consumers (21+)	486,892	490,846	494,658	498,660	502,712	506,670	510,367	514,397	517,489
Percentage of Oklahomans (21+) Who are Past Month Consumers	12.30%	12.30%	12.31%	12.37%	12.39%	12.41%	12.42%	12.44%	12.43%
Total Oklahoma Resident Consumer Demand (lb./yr.)*	280,630	282,909	285,106	287,412	289,748	292,029	294,160	296,482	298,265
Oklahoma Patient Projection (July 1st of each year)	313,638	373,943	383,037	397,172	407,958	405,303	402,476	399,471	396,277
Oklahoma Patient to Population Ratio	7.92%	9.37%	9.53%	10.06%	10.06%	9.93%	9.80%	9.66%	9.52%
Oklahoma Per Patient Expenditures (\$/mo.)	\$207	\$211	\$162	\$132	\$122	\$112	\$103	\$93	\$83
Oklahoma Patient Expenditures (\$/yr.)	\$803,512,671	\$945,339,414	\$792,436,816	\$629,679,651	\$598,443,853	\$546,612,882	\$495,155,064	\$444,169,605	\$393,666,168
Oklahoma Average Medical Price per Pound	\$3,777	\$3,475	\$3,197	\$2,941	\$2,706	\$2,489	\$2,290	\$2,107	\$1,938
Oklahoma Average Medical Price per Ounce	\$236	\$217	\$200	\$184	\$169	\$156	\$143	\$132	\$121
Oklahoma Patient Demand (lb./yr.)*	212,733	272,046	247,875	214,091	221,164	219,575	216,201	210,803	203,081
Adult-use Oklahoma Resident Past Month Consumers	173,254	116,903	111,621	101,488	94,754	101,366	107,891	114,925	121,212
Adult-use Oklahoma Resident Demand (lb./yr.)*	67,896	10,862	37,231	73,321	68,583	72,453	77,959	85,679	95,184
Close Border County Resident Consumers									
Arkansas	83,240	84,484	85,760	87,068	88,409	89,784	91,194	92,640	94,122
Colorado	0	0	0	0	0	0	0	0	0
Kansas	73,846	74,027	74,212	74,402	74,597	74,796	74,999	75,206	75,418
Louisiana	0	0	0	0	0	0	0	0	0
Missouri	0	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0	0
Texas	175,853	179,979	184,246	188,657	193,218	197,933	202,808	207,848	213,058
Total	332,939	338,491	344,218	350,128	356,224	362,513	369,001	375,694	382,599
Close Border County Resident Demand (lb./yr.)*									
Arkansas	59,576	60,466	61,379	62,315	63,275	64,259	65,268	66,303	67,364
Colorado	0	0	0	0	0	0	0	0	0
Kansas	37,267	37,359	37,452	37,548	37,646	37,746	37,849	37,954	38,061
Louisiana	0	0	0	0	0	0	0	0	0
Missouri	0	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0	0
Texas	113,126	115,780	118,525	121,363	124,296	127,330	130,466	133,708	137,060
Total	209,968	213,605	217,356	221,226	225,218	229,335	233,583	237,965	242,485
Further Border County Resident Consumers									
Arkansas	34,667	34,675	34,683	34,693	34,704	34,716	34,729	34,742	34,757
Colorado	0	0	0	0	0	0	0	0	0
Kansas	26,159	26,050	25,942	25,835	25,728	25,623	25,518	25,414	25,310
Louisiana	34,400	34,397	34,395	34,396	34,398	34,402	34,408	34,415	34,425
Missouri	0	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0	0
Texas	396,936	403,344	409,871	416,521	423,296	430,198	437,230	444,394	451,694
Total	492,163	498,465	504,892	511,445	518,126	524,938	531,884	538,966	546,186
Further Border County Resident Demand (lb./yr.)*									
Arkansas	24,812	24,817	24,823	24,830	24,838	24,846	24,855	24,865	24,876
Colorado	0	0	0	0	0	0	0	0	0
Kansas	13,201	13,146	13,092	13,038	12,984	12,931	12,878	12,825	12,773
Louisiana	21,328	21,326	21,325	21,325	21,326	21,329	21,332	21,337	21,343
Missouri	0	0	0	0	0	0	0	0	0
New Mexico	0	0	0	0	0	0	0	0	0
Texas	255,348	259,470	263,669	267,947	272,305	276,745	281,269	285,878	290,573
Total	314,689	318,759	322,909	327,139	331,453	335,851	340,334	344,905	349,565
Tourists - Cannabis Consuming Trip Person Days	3,388,803	3,528,342	3,872,760	4,217,178	4,458,120	4,486,616	4,515,567	4,544,980	4,574,862
Tourist Demand (lb./yr.)*	7,471	7,779	8,538	9,297	9,828	9,891	9,955	10,020	10,086
Oklahoma Total Aspects of Demand (lb./yr.)*									
Adult-use Oklahoma Resident Demand	67,896	10,862	37,231	73,321	68,583	72,453	77,959	85,679	95,184
Close Border County Resident Demand	209,968	213,605	217,356	221,226	225,218	229,335	233,583	237,965	242,485
Further Border County Resident Demand	314,689	318,759	322,909	327,139	331,453	335,851	340,334	344,905	349,565
Cannabis Consuming Tourist Demand	7,471	7,779	8,538	9,297	9,828	9,891	9,955	10,020	10,086
Total Potential Demand	600,024	551,005	586,034	630,983	635,083	647,531	661,831	678,569	697,320

Assumptions

Population	
Consumer Population	21+
Medical Patients	
Medical Patient Enrollment Decline	2024
Example States Patient Change Overlay Post Legalization*	
Arizona	-8.76
Massachusetts	5.19
Michigan	-4.87
New York	-6.35
*Change in new patient enrollment per day per million total residents post adult-use sales	
Rate of Oklahoma Patient Decline	-9.0

Consider State Border Consumers

Arkansas	YES
Colorado	NO
Kansas	YES
Louisiana	YES
Missouri	NO
New Mexico	NO
Texas	YES

Adult-use Sales

Adult-use Sales Start Date	Jan-24
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Tourists

Tourist Daily Consumption (g)	1
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Price Changes

Oklahoma 2022 Adult-use Retail Price per Ounce Assumption	\$175.00
Oklahoma Medical Flower Price per Ounce (2022)	\$199.81
Medical Price Change	-8%
Adult-use Price Decline	-8%
Colorado Wholesale Price Change Over First 5 Years	-8.64%
2022 YoY Change in Oklahoma per Patient Expenditures	-18%

Consider State Border Consumers

Arkansas	YES
Colorado	NO
Kansas	YES
Louisiana	YES
Missouri	NO
New Mexico	NO
Texas	YES

*Understanding the use of the metric pounds per year for approximating total cannabis demand

It is important to note that in this model projected pounds of cannabis demand are not equal to the pounds of cannabis production required to service the market. This model uses a metric for cannabis demand in pounds per year as an approximation for total demand. Cannabis demand in a regulated market comes in many forms: grams of flower, concentrate, as well as units of manufactured and infused products. But government surveys on cannabis use only ask about demand in terms of grams per day. As such, this model uses weight based estimates combined with an analogue price per pound to project total market size. This methodology is commonly used by other researchers and analysts relying on federal government surveys to understand cannabis market. While a 100mg cannabis edible may be equivalent to an eighth of flower in terms of consumer demand and price, they are very different in the amount of raw cannabis material required to produce the product.

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Oklahoma Medical and Recreational (21+) Tax Projections and Sales Analysis

Year	2020	2021	2022	2023	2024	2025	2026	2027	2028
Year	2020	2021	2022	2023	2024	2025	2026	2027	2028
Adult-use Market Capture Assumptions									
Adult-use Oklahoma Resident Consumers	0%	0%	0%	0%	50%	65%	80%	85%	90%
Close Border County Consumers	0%	0%	0%	0%	20%	25%	30%	35%	40%
Further Border County Consumers	0%	0%	0%	0%	10%	12%	14%	17%	20%
Cannabis Consuming Tourists	0%	0%	0%	0%	50%	65%	80%	85%	90%

Oklahoma Regulated Market Demand (lb./yr.)									
Adult-use Oklahoma Resident Consumers	0	0	0	0	34,292	47,095	62,367	72,827	85,666
Close Border County Consumers	0	0	0	0	45,044	57,334	70,075	83,288	96,994
Further Border County Consumers	0	0	0	0	33,145	40,302	47,647	58,634	69,913
Cannabis Consuming Tourists	0	0	0	0	4,914	6,429	7,964	8,517	9,077
Total Adult-use Captured Demand	0	0	0	0	117,395	151,160	188,053	223,266	261,650

Oklahoma Regulated Market Demand (% of Total Market)									
Close Border County Consumers	0.00%	0.00%	0.00%	0.00%	29.21%	31.16%	33.16%	32.62%	32.74%
Further Border County Consumers	0.00%	0.00%	0.00%	0.00%	38.37%	37.93%	37.26%	37.30%	37.07%
Cannabis Consuming Tourists	0.00%	0.00%	0.00%	0.00%	28.23%	26.66%	25.34%	26.26%	26.72%
Total Adult-use Captured Demand	0.00%	0.00%	0.00%	0.00%	4.19%	4.25%	4.24%	3.81%	3.47%
Total Adult-use Captured Demand	0.00%	0.00%	0.00%	0.00%	100.00%	100.00%	100.00%	100.00%	100.00%

Retail Pre- Tax Price Per Pound									
Retail Pre- Tax Adult-use Price Per Ounce	\$3,308	\$3,043	\$2,800	\$2,576	\$2,370	\$2,180	\$2,006	\$1,845	\$1,698
Retail Pre- Tax Adult-use Price Per Gram	\$207	\$190	\$175	\$161	\$148	\$136	\$125	\$115	\$106
Retail Pre- Tax Medical Price per Gram	\$7.29	\$6.71	\$6.17	\$5.68	\$5.22	\$4.81	\$4.42	\$4.07	\$3.74
Retail Pre- Tax Adult-use Price per Eighth	\$8.33	\$7.66	\$7.05	\$6.48	\$5.97	\$5.49	\$5.05	\$4.65	\$4.27
Retail Pre- Tax Adult-use Price per Eighth	\$25.53	\$23.48	\$21.61	\$19.88	\$18.29	\$16.82	\$15.48	\$14.24	\$13.10

Oklahoma Regulated Market Demand (\$/yr.)									
Adult-use Oklahoma Resident Consumers	\$0	\$0	\$0	\$0	\$81,268,698	\$102,681,929	\$125,102,442	\$134,397,745	\$145,443,037
Close Border County Consumers	\$0	\$0	\$0	\$0	\$106,749,560	\$125,006,482	\$140,563,251	\$153,701,330	\$164,675,526
Further Border County Consumers	\$0	\$0	\$0	\$0	\$78,551,709	\$87,871,703	\$95,574,722	\$108,204,641	\$118,697,994
Cannabis Consuming Tourists	\$0	\$0	\$0	\$0	\$11,646,355	\$14,018,074	\$15,975,197	\$15,717,472	\$15,411,330
Total Adult-use Captured Demand	\$0	\$0	\$0	\$0	\$278,216,321	\$329,578,189	\$377,215,612	\$412,021,188	\$444,227,887

Total 2024-2028										
Oklahoma Adult-use Cannabis Market	\$0	\$0	\$0	\$0	\$278,216,321	\$329,578,189	\$377,215,612	\$412,021,188	\$444,227,887	\$1,841,259,197
Oklahoma Medical Cannabis Market	\$803,512,671	\$945,339,414	\$792,436,816	\$629,679,651	\$598,443,853	\$546,612,882	\$495,155,064	\$444,169,605	\$393,666,168	\$2,478,047,571
Oklahoma Medical and Adult-use Cannabis Market	\$803,512,671	\$945,339,414	\$792,436,816	\$629,679,651	\$876,660,174	\$876,191,071	\$872,370,676	\$856,190,793	\$837,894,055	\$4,319,306,768

Adult-use Sales Tax Analysis									
General State Sales Tax (4.5%)	\$0	\$0	\$0	\$0	\$12,519,734	\$14,831,018	\$16,974,703	\$18,540,953	\$19,990,255
General Local Sales Tax*	\$0	\$0	\$0	\$0	\$11,421,640	\$13,530,203	\$15,485,867	\$16,914,743	\$18,236,928
Special Cannabis Sales Tax (15%)	\$0	\$0	\$0	\$0	\$41,732,448	\$49,436,728	\$56,582,342	\$61,803,178	\$66,634,183
Local Option Cannabis Tax (0%)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

Total 2024-2028										
Oklahoma Estimated Adult-use Cannabis Taxes	\$0	\$0	\$0	\$0	\$65,673,822	\$77,797,950	\$89,042,911	\$97,258,875	\$104,861,366	\$434,634,924
Oklahoma Estimated Medical Cannabis Taxes	\$120,812,537	\$149,439,503	\$126,570,800	\$98,263,456	\$93,389,013	\$85,300,630	\$77,270,478	\$69,314,040	\$61,432,822	\$386,706,982
<i>Oklahoma Medical Cannabis Taxes (Excise Tax)</i>	<i>\$56,245,887</i>	<i>\$66,173,758</i>	<i>\$55,470,577</i>	<i>\$44,077,576</i>	<i>\$41,891,070</i>	<i>\$38,262,902</i>	<i>\$34,660,854</i>	<i>\$31,091,872</i>	<i>\$27,556,632</i>	<i>\$173,463,330</i>
<i>Oklahoma Medical Cannabis Taxes (State & Local Sales Tax)*</i>	<i>\$64,566,650</i>	<i>\$83,265,745</i>	<i>\$71,100,223</i>	<i>\$54,185,880</i>	<i>\$51,497,943</i>	<i>\$47,037,728</i>	<i>\$42,609,624</i>	<i>\$38,222,167</i>	<i>\$33,876,190</i>	<i>\$213,243,652</i>
Oklahoma Estimated Medical & Adult-use Taxes	\$120,812,537	\$149,439,503	\$126,570,800	\$98,263,456	\$159,062,835	\$163,098,580	\$166,313,389	\$166,572,914	\$166,294,188	\$821,341,906
Post- Tax Price per Gram	\$0.00	\$0.00	\$0.00	\$0.00	\$6.24	\$5.74	\$5.28	\$4.86	\$4.47	
Post- Tax Price per Eighth	\$0.00	\$0.00	\$0.00	\$0.00	\$21.85	\$20.10	\$18.50	\$17.02	\$15.66	

Sales Tax Assumptions	
State Sales Tax	4.50%
Medical Cannabis Excise Tax	7.00%
Adult-use Cannabis Excise Tax	15.00%
Local Option Cannabis Tax	0.00%
Total Adult-use Tax**	19.50%

**Does not include local sales taxes

Without Border Consumers									
Oklahoma Adult-use Cannabis Market	\$0	\$0	\$0	\$0	\$92,915,052	\$116,700,003	\$141,077,639	\$150,115,217	\$160,854,367
Estimated Adult-use Cannabis Taxes	\$0	\$0	\$0	\$0	\$18,118,435	\$22,756,501	\$27,510,140	\$29,272,467	\$31,366,602

*Local sales taxes for 2023-2028 are estimated using actual medical state tax data from 2020-2022