This paper centers its analysis on the study of the determinants that explain the direct exchange of illegal drugs at a small scale, in the city of Cali, from the estimation of counting data models. The fulfillment of the theoretical suppositions of the rational choice of the individuals who are outlined in the economy of the crime is met. The results of the model suggest that the one that if a retailer considers his activity as risky, then he reduces in a significant quantity the number of hours dedicated to vending activities. On the other hand the price of a cigarette of marijuana affects negatively the number of times that an individual consumes a day. Nevertheless, the magnitude of the effect for this variable denotes the high degree of inelasticity to the price that the consumption of this drug has.

Keywords: crime and economy, micro-traffic, data counting models. JEL: C25, I12, K42, D03