



# Quarterly Data Report

## Q1 2025



*(All data in this report is as of March 31st, 2025, unless otherwise stated.)*

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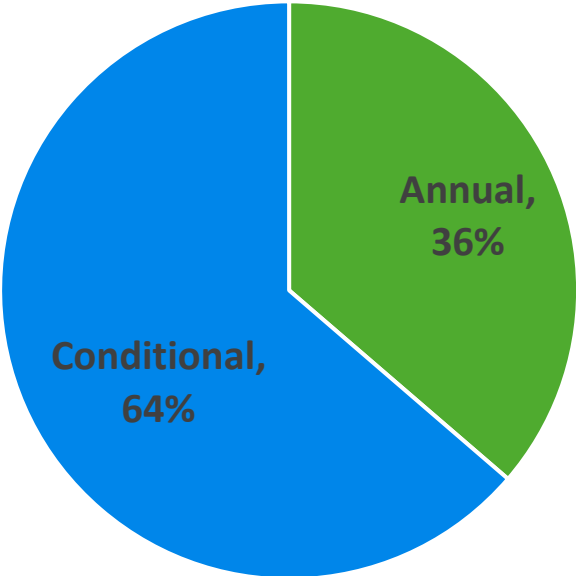


# All Applicants Application Data



# Applications by Application Type

<u>Row Labels</u>	<u>Number</u>	<u>Percentage</u>
Annual	1,079	36%
Conditional	1,892	64%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>

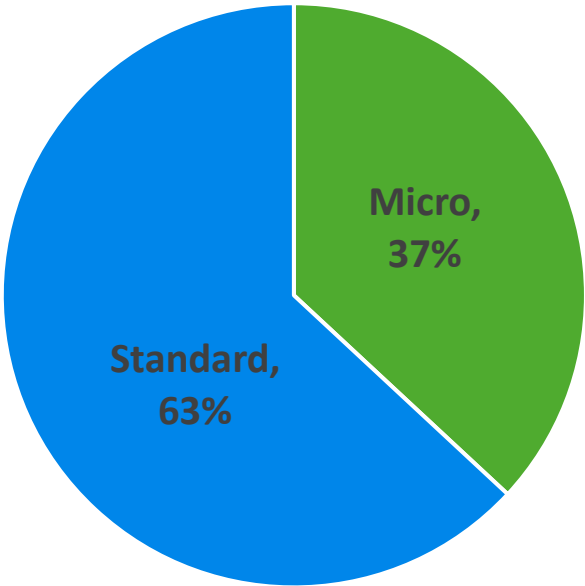


<u>License Type</u>	<u>Application Type</u>		<u>Grand Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	238	445	683
Manufacturer	196	285	481
Wholesaler	8	25	33
Distributor	6	27	33
Retailer	601	1,056	1,657
Delivery	19	52	71
Testing Laboratory	11	2	13
<b>Grand Total</b>	<b>1,079</b>	<b>1,892</b>	<b>2,971</b>



# Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	1,097	37%
Standard	1,874	63%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>

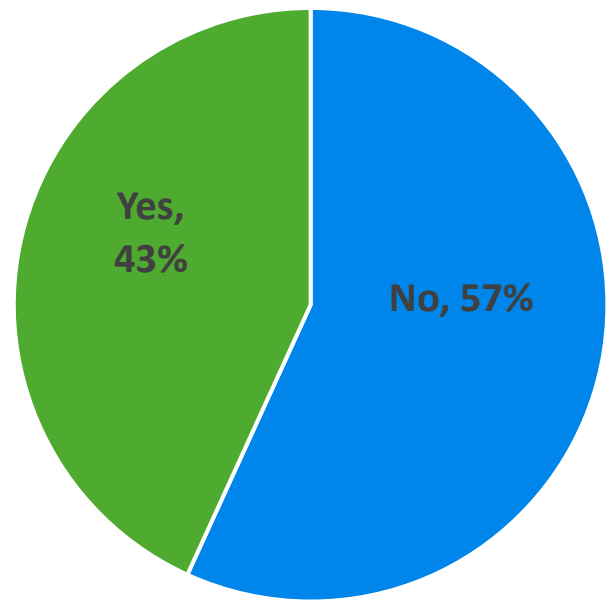


<u>License Type</u>	<u>Business Category</u>		<u>Total</u>
	<u>Micro</u>	<u>Standard</u>	
Cultivator	261	422	683
Manufacturer	135	346	481
Wholesaler	11	22	33
Distributor	14	19	33
Retailer	627	1,030	1,657
Delivery	47	24	71
Testing Laboratory	2	11	13
<b>Grand Total</b>	<b>1,097</b>	<b>1,874</b>	<b>2,971</b>



# Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1,688	57%
Yes	1,283	43%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>

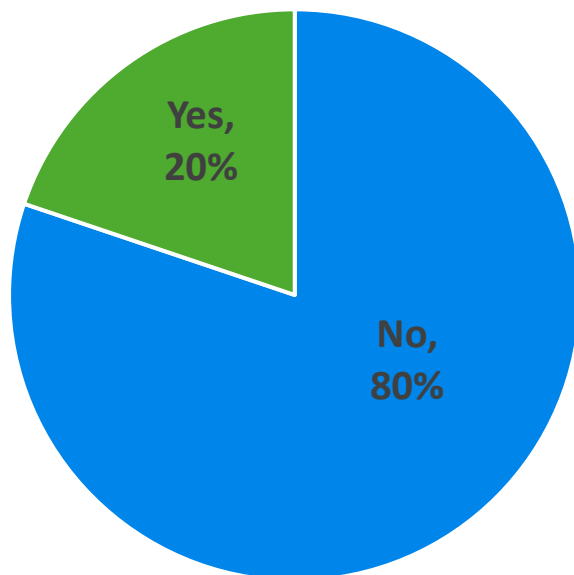


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	352	331	683
Manufacturer	272	209	481
Wholesaler	19	14	33
Distributor	17	16	33
Retailer	975	682	1,657
Delivery	42	29	71
Testing Laboratory	11	2	13
<b>Grand Total</b>	<b>1,688</b>	<b>1,283</b>	<b>2,971</b>



# Applicant Majority Owners who Resided or are Residing in an EDA

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	2,382	80%
Yes	589	20%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>

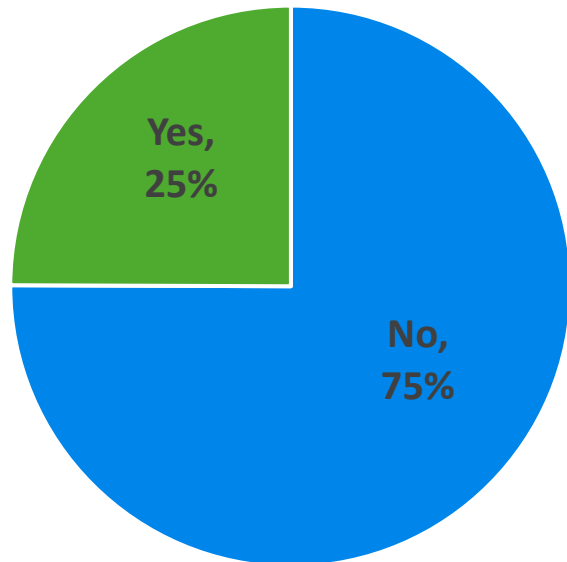


	<u>Economically Disadvantaged Area</u>		
<u>License Type</u>	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	533	150	683
Manufacturer	407	74	481
Wholesaler	25	8	33
Distributor	25	8	33
Retailer	1,332	325	1,657
Delivery	47	24	71
Testing Laboratory	13	0	13
<b>Grand Total</b>	<b>2,382</b>	<b>589</b>	<b>2,971</b>



# Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	2,230	75%
Yes	741	25%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>



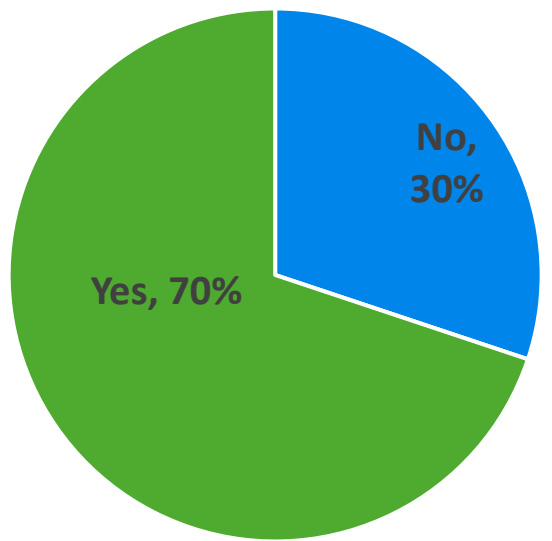
<u>License Type</u>	<u>Social Equity Business</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	463	220	683
Manufacturer	361	120	481
Wholesaler	20	13	33
Distributor	22	11	33
Retailer	1,306	351	1,657
Delivery	46	25	71
Testing Laboratory	12	1	13
<b>Grand Total</b>	<b>2,230</b>	<b>741</b>	<b>2,971</b>

***A “Social Equity Business” is a license applicant or license-holder that meets the requirements of N.J.A.C. 17:30-6.6***



# Applications by Diversely-Owned Business Status

<u>Diversely Owned</u>	<u>Number</u>	<u>Percentage</u>
No	895	30%
Yes	2,076	70%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>



<u>License Type</u>	<u>Diversely Owned</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	267	416	683
Manufacturer	194	287	481
Wholesaler	11	22	33
Distributor	11	22	33
Retailer	389	1,268	1,657
Delivery	13	58	71
Testing Laboratory	10	3	13
<b>Grand Total</b>	<b>895</b>	<b>2,076</b>	<b>2,971</b>



# Diversely-Owned Business Applicants by Category

<u>Diversely Owned Category</u>	<u>Number</u>	<u>Percentage</u>
Disabled Veteran & Minority Owned	19	0.64%
Disabled Veteran & Woman Owned	1	0.03%
Disabled Veteran Owned	63	2.12%
Disabled Veteran, Minority & Woman Owned	18	0.61%
Minority & Woman Owned	547	18.41%
Minority Owned	814	27.40%
Woman Owned	618	20.80%
Not Diversely Owned	891	29.99%
<b>Grand Total</b>	<b>2,971</b>	<b>100.00%</b>

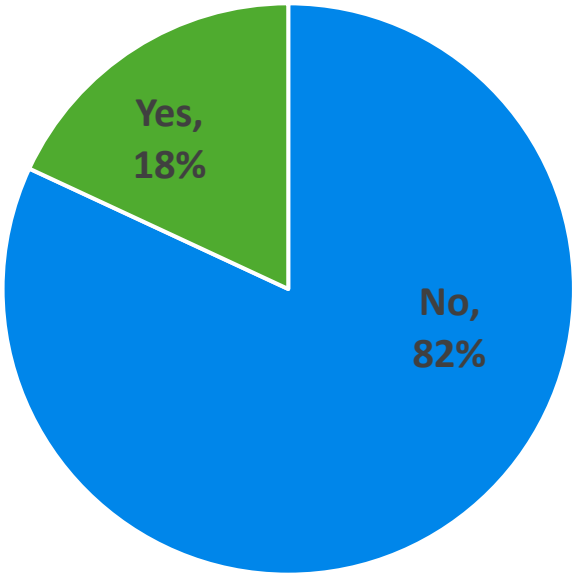
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	101
Minority Owned	1,398
Woman Owned	1,184

**Note: Applicants self-report and may belong to more than one category.**



# Majority Ownership Applicants with Prior Marijuana Convictions

<u>Prior Marijuana Conviction</u>	<u>Number</u>	<u>Percentage</u>
No	2,434	82%
Yes	537	18%
<b>Grand Total</b>	<b>2,971</b>	<b>100%</b>



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	522	161	683
Manufacturer	392	89	481
Wholesaler	25	8	33
Distributor	26	7	33
Retailer	1,403	254	1,657
Delivery	53	18	71
Testing Laboratory	13	0	13
<b>Grand Total</b>	<b>2,434</b>	<b>537</b>	<b>2,971</b>



# Awardee Application Data



# Awards by Class & Application Types

<u>License Type</u>	<u>Approved Annual</u>	<u>Approved Conversion to Annual</u>	<u>Approved Conditional</u>	<u>Grand Total</u>
Class 1 Cultivator	43	104	370	517
Class 2 Manufacturer	52	80	251	383
Class 3 Wholesaler	3	2	15	20
Class 4 Distributor	4	0	11	15
Class 5 Retailer	142	248	903	1,293
Class 6 Delivery	1	3	30	34
Testing Laboratory	9	0	0	9
<b>Grand Total</b>	<b>254</b>	<b>437</b>	<b>1,580</b>	<b>2,271</b>

<u>License Type</u>	<u>Approved Annual</u>	<u>Approved Conversion to Annual</u>	<u>Approved Conditional</u>	<u>Grand Total</u>
Class 1 Cultivator	16.93%	23.80%	23.42%	22.77%
Class 2 Manufacturer	20.47%	18.31%	15.89%	16.86%
Class 3 Wholesaler	1.18%	0.46%	0.95%	0.88%
Class 4 Distributor	1.57%	0.00%	0.70%	0.66%
Class 5 Retailer	55.91%	56.75%	57.15%	56.94%
Class 6 Delivery	0.39%	0.69%	1.90%	1.50%
Testing Laboratory	3.54%	0.00%	0.00%	0.40%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



# DOB and SEB Awardees

600 Annual Licenses Awarded\*

Social Equity Businesses	117	17%
Diversely-Owned Businesses	487	70%

*\*Includes conditional-to-annual conversions*

*Licenses may be designated as both Social Equity Businesses and Diversely-Owned Businesses.*



# Key Population Data of Awardees

<u>Key Population</u>	<u>Conditional Submission</u>	<u>Conditional Approval</u>	<u>Annual Submission</u>	<u>Annual Approval</u>
Justice Involved	20%	20%	15%	14%
Minority Owned	51%	51%	41%	42%
Black or African American	20%	20%	14%	13%
Hispanic or Latino	12%	11.5%	8%	8%

Notes:

**Annual** data includes conditional-to-annual conversions.

**Justice-Involved** describes applicants with past marijuana convictions qualifying for social equity status

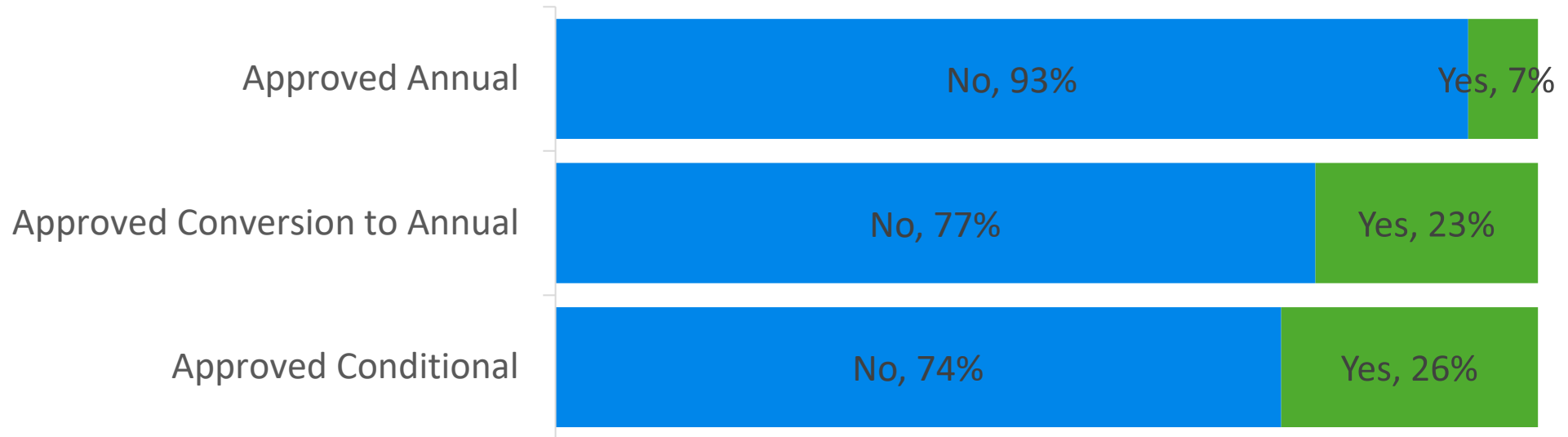
**Minority-Owned** refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

**Black or African American/Hispanic or Latino** are subsets of "Minority-Owned" and are a percentage of total persons of interest, not percentage of ownership.



# Awards by Social Equity Status

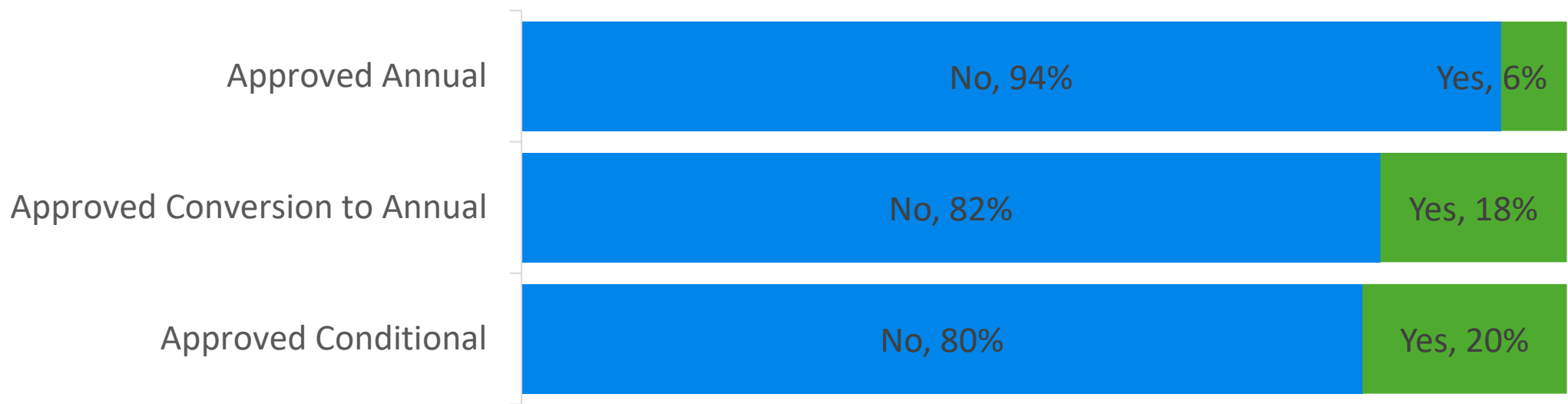
License	Social Equity Status		Grand Total
	No	Yes	
Approved Annual	236	18	254
Approved Conversion to Annual	338	99	437
Approved Conditional	1,167	413	1,580
Grand Total	1,741	530	2,271





# Majority Ownership Awardees with Prior Marijuana Conviction

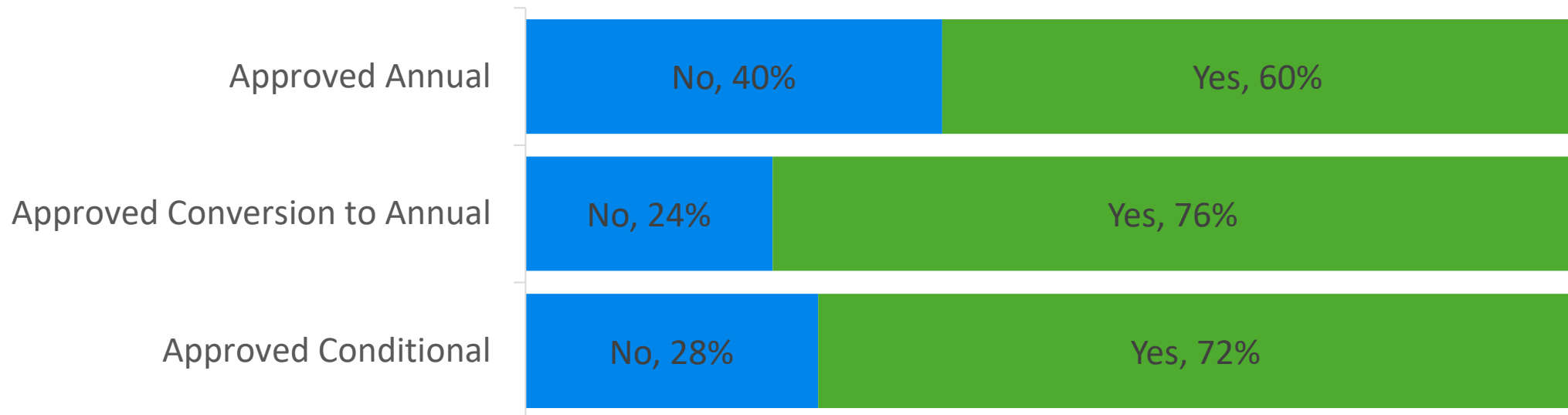
<u>License</u>	<u>Prior Marijuana Conviction</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	238	16	254
Approved Conversion to Annual	359	78	437
Approved Conditional	1,271	309	1,580
Grand Total	1,868	403	2,271





# Diversely-Owned Business Awardees by Application Type

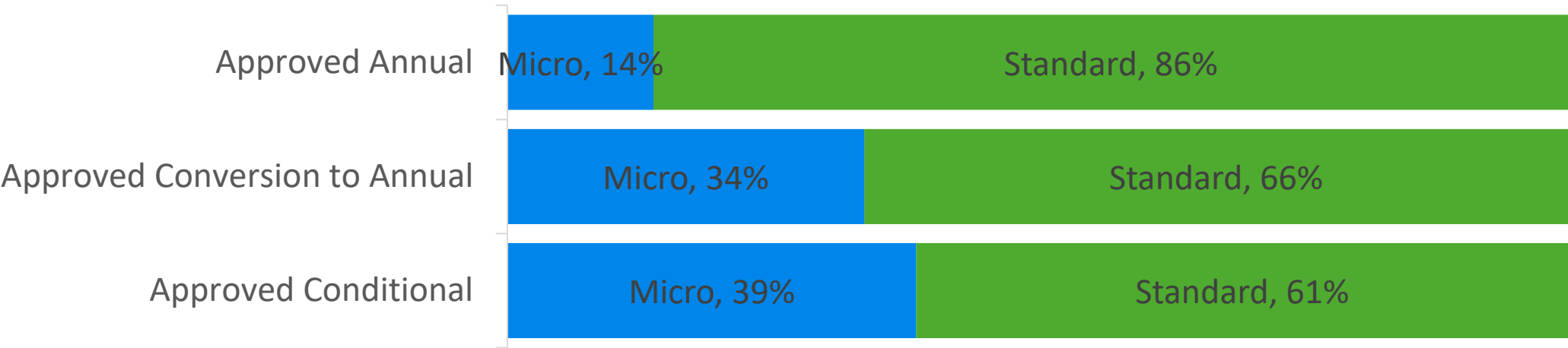
License	Diversely Owned		Grand Total
	No	Yes	
Approved Annual	101	153	254
Approved Conversion to Annual	103	334	437
Approved Conditional	441	1,139	1,580
Grand Total	645	1,626	2,271





# Cannabis Awardees by Business Category

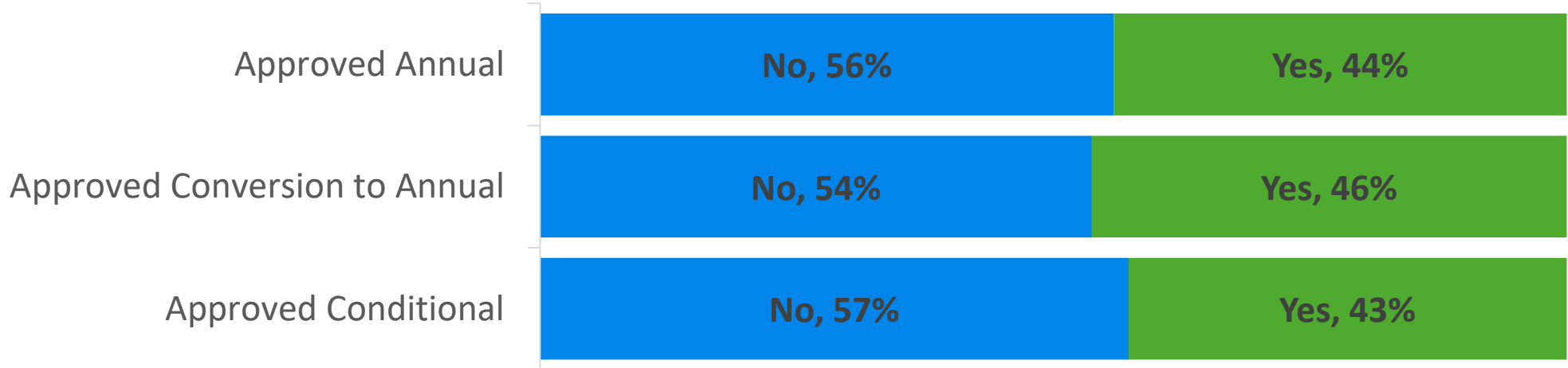
License	Business Category		Grand Total
	Micro	Standard	
Approved Annual	35	219	254
Approved Conversion to Annual	147	290	437
Approved Conditional	609	971	1,580
Grand Total	791	1,480	2,271





# Impact Zone Business Awardees

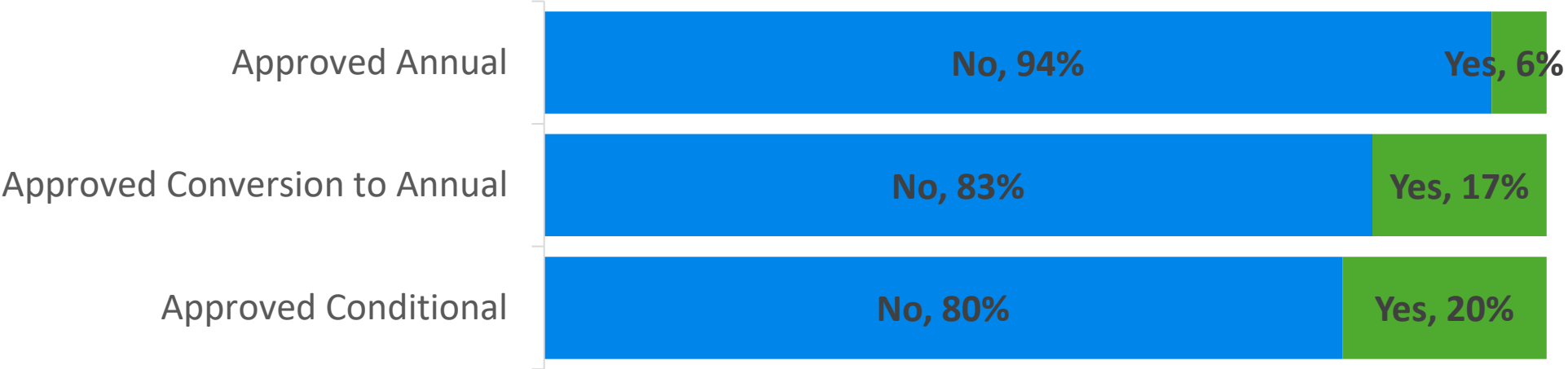
License	Impact Zone Business		Grand Total
	No	Yes	
Approved Annual	142	112	254
Approved Conversion to Annual	235	202	437
Approved Conditional	906	674	1,580
Grand Total	1,283	988	2,271





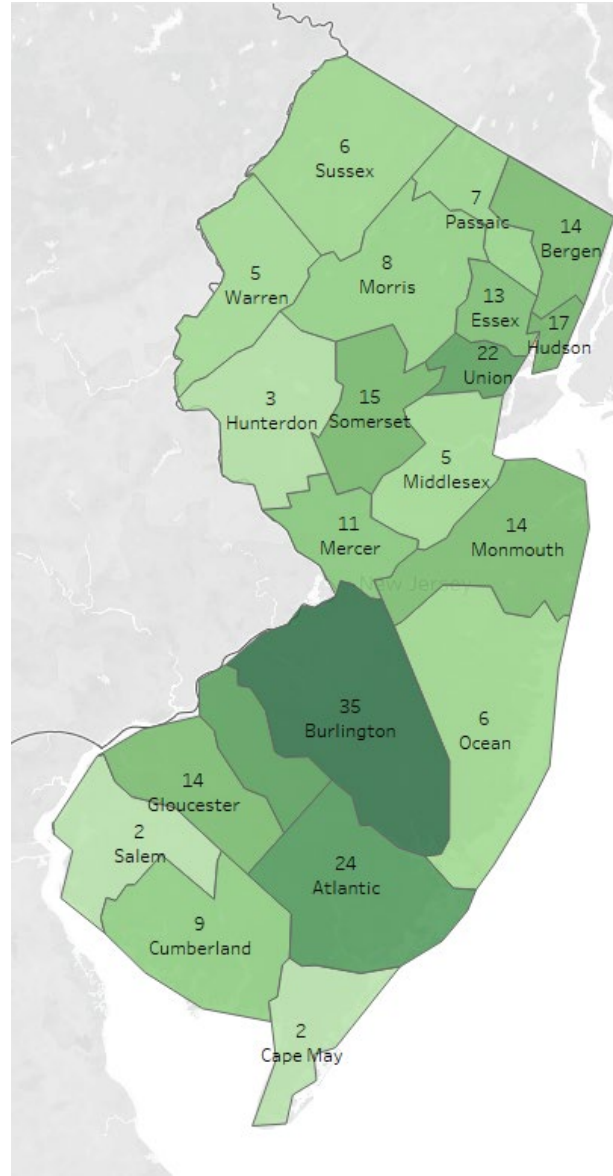
# Awardee Majority Owners in an Economically Disadvantaged Area (EDA)

License	EDA Business		Grand Total
	No	Yes	
Approved Annual	240	14	254
Approved Conversion to Annual	361	76	437
Approved Conditional	1,258	322	1,580
Grand Total	1,859	412	2,271





# Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	24
Bergen	14
Burlington	35
Camden	22
Cape May	2
Cumberland	9
Essex	13
Gloucester	14
Hudson	17
Hunterdon	3
Mercer	11
Middlesex	5
Monmouth	14
Morris	8
Ocean	6
Passaic	7
Salem	2
Somerset	15
Sussex	6
Union	22
Warren	5
<b>Grand Total</b>	<b>254</b>

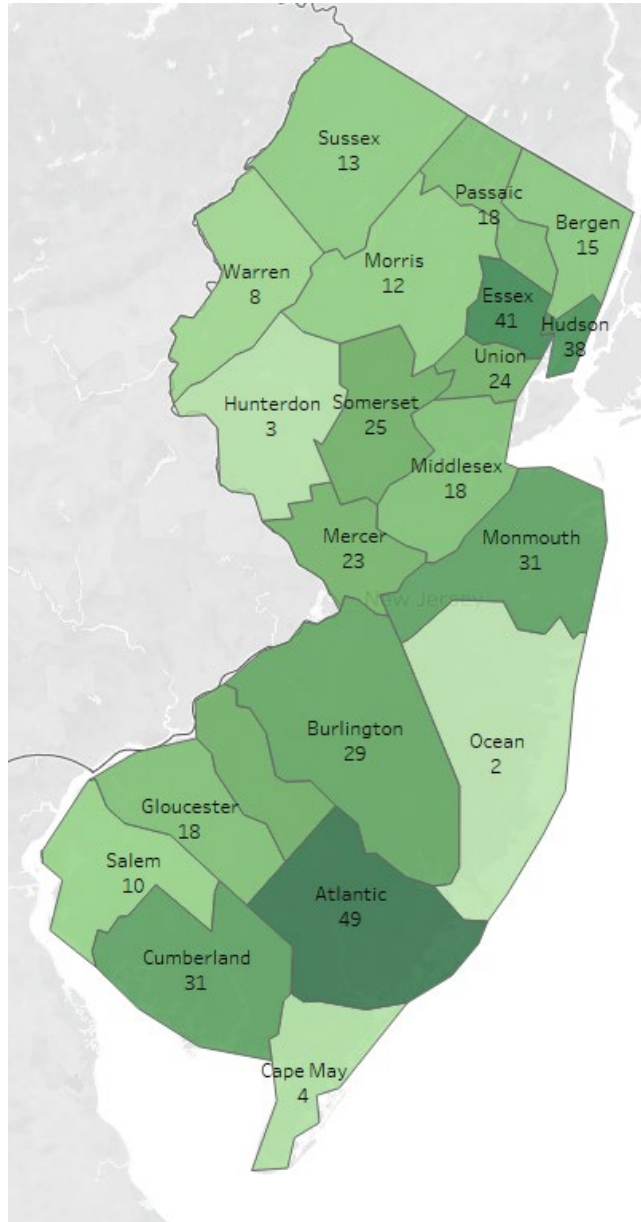


# Annual Licensee Awardees Distribution by County

<u>County</u>	<u>class1Cultivator</u>	<u>class2Manufacturer</u>	<u>class3Wholesaler</u>	<u>class4Distributor</u>	<u>class5Retailer</u>	<u>class6Delivery</u>	<u>testingLaboratory</u>	<u>Grand Total</u>
Atlantic	6	5	-	-	13	-	-	24
Bergen	3	3	1	1	6	-	-	14
Burlington	7	7	1	-	18	-	2	35
Camden	4	4	-	-	13	-	1	22
Cape May	1	-	-	-	1	-	-	2
Cumberland	4	4	-	-	1	-	-	9
Essex	2	1	-	-	8	1	1	13
Gloucester	4	4	-	-	6	-	-	14
Hudson	-	-	-	-	17	-	-	17
Hunterdon	-	-	-	-	3	-	-	3
Mercer	2	4	-	-	3	-	2	11
Middlesex	-	-	-	-	4	-	1	5
Monmouth	1	3	-	1	9	-	-	14
Morris	-	1	-	1	4	-	2	8
Ocean	-	1	-	-	5	-	-	6
Passaic	3	2	-	-	2	-	-	7
Salem	-	1	-	-	1	-	-	2
Somerset	1	4	-	-	10	-	-	15
Sussex	1	1	-	-	4	-	-	6
Union	2	5	1	1	13	-	-	22
Warren	2	2	-	-	1	-	-	5
<b>Grand Total</b>	<b>43</b>	<b>52</b>	<b>3</b>	<b>4</b>	<b>142</b>	<b>1</b>	<b>9</b>	<b>254</b>



# Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
County	Approved Annual
Atlantic	49
Bergen	15
Burlington	29
Camden	25
Cape May	4
Cumberland	31
Essex	41
Gloucester	18
Hudson	38
Hunterdon	3
Mercer	23
Middlesex	18
Monmouth	31
Morris	12
Ocean	2
Passaic	18
Salem	10
Somerset	25
Sussex	13
Union	24
Warren	8
Grand Total	437



# Conditional-to-Annual Conversions Distribution by County

<u>County</u>	<u>class1Cultivator</u>	<u>class2Manufacturer</u>	<u>class3Wholesaler</u>	<u>class5Retailer</u>	<u>class6Delivery</u>	<u>Grand Total</u>
Atlantic	18	5	-	25	1	49
Bergen	2	6	-	7	-	15
Burlington	9	6	1	13	-	29
Camden	2	4	1	18	-	25
Cape May	1	-	-	3	-	4
Cumberland	15	9	-	7	-	31
Essex	6	7	-	28	-	41
Gloucester	3	4	-	11	-	18
Hudson	2	-	-	36	-	38
Hunterdon	-	-	-	3	-	3
Mercer	9	6	-	8	-	23
Middlesex	3	6	-	9	-	18
Monmouth	9	7	-	15	-	31
Morris	-	2	-	10	-	12
Ocean	2	-	-	-	-	2
Passaic	5	4	-	9	-	18
Salem	5	3	-	2	-	10
Somerset	4	3	-	18	-	25
Sussex	3	2	-	8	-	13
Union	4	3	-	15	2	24
Warren	2	3	-	3	-	8
<b>Grand Total</b>	<b>104</b>	<b>80</b>	<b>2</b>	<b>248</b>	<b>3</b>	<b>437</b>



# Persons of Interest Data



# Approved Annual Licensee Persons of Interest Self-Identity

## With Average & Aggregate Ownership Percentages

Person of Interest Self Identity	Number	Percentage	Average Ownership Percentage	Percent of Total Ownership
American Indian Or Alaska Native, Black Or African American	1	0%	100%	0%
American Indian Or Alaska Native	3	0.26%	0.73%	0.01%
Asian, Black Or African American	1	0.09%	15.00%	0.06%
Asian, Other Or Not Listed	3	0.26%	47.33%	0.56%
Asian, White	2	0.17%	18.95%	0.15%
Asian	95	8.23%	34.19%	12.79%
Black Or African American, American Indian Or Alaska Native	1	0.09%	51.00%	0.20%
Black Or African American, Other Or Not Listed	1	0.09%	5.00%	0.02%
Black or African American, White	1	0.09%	10.00%	0.04%
Black Or African American	132	11.43%	19.90%	10.34%
Native Hawaiian Or Other Pacific Islander	1	0.09%	0.10%	0.00%
Other Or Not Listed, American Indian Or Alaska Native	1	0.09%	0.10%	0.00%
Other Or Not Listed, Asian	1	0.09%	0.00%	0.00%
Other Or Not Listed, White	1	0.09%	1.00%	0.00%
Other Or Not Listed	88	7.62%	35.66%	12.36%
White, Other Or Not Listed	2	0.17%	75.00%	0.59%
White	645	55.84%	17.76%	45.11%
Prefer Not To Answer	12	1.04%	35.24%	1.66%
Entity	164	14.20%	24.34%	15.72%
<b>Grand Total</b>	<b>1155</b>	<b>100.00%</b>	<b>21.99%</b>	<b>100.00%</b>



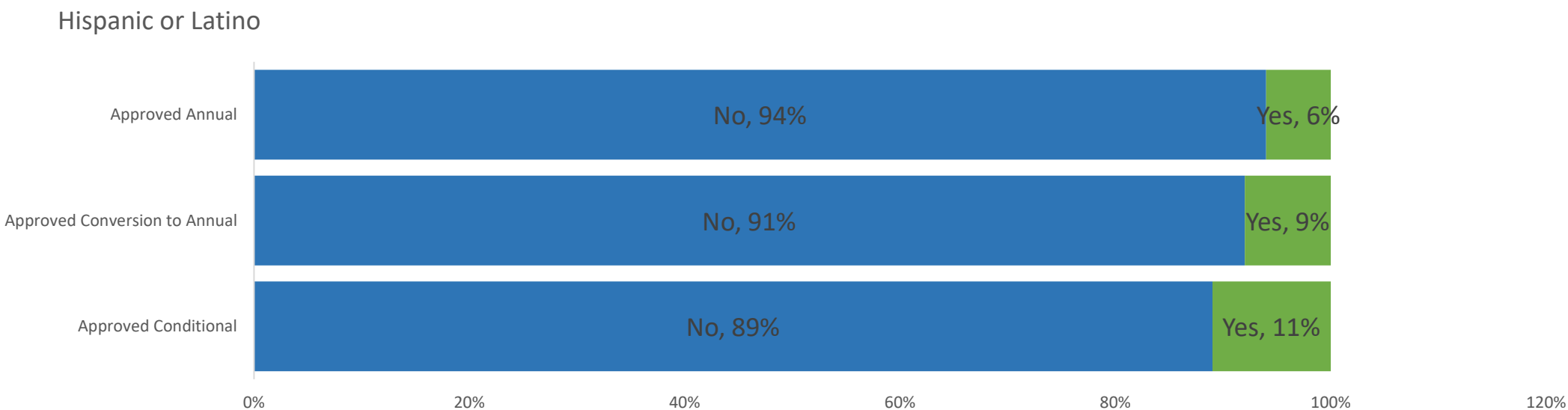
# Approved Conversion to Annual Licensee Persons of Interest Self-Identity (With Average & Aggregate Ownership Percentages)

Person of Interest Self Identity	Number	Percentage	Average Ownership Percentage	Percent of Total Ownership
American Indian Or Alaska Native, Black Or African American	1	0.1%	40.0%	0.09%
American Indian Or Alaska Native, White	2	0.1%	50.0%	0.23%
American Indian Or Alaska Native	11	0.7%	17.3%	0.44%
Asian, Native Hawaiian Or Other Pacific	1	0.1%	100.0%	0.23%
Asian, Other Or Not Listed	1	0.1%	16.3%	0.04%
Asian	167	11.1%	34.8%	13.31%
Black Or African American, Asian, Other Or Not Listed	1	0.1%	10.0%	0.02%
Black Or African American, Other Or Not Listed	2	0.1%	75.0%	0.34%
Black or African American, White	1	0.1%	1.0%	0.00%
Black Or African American	211	14.0%	40.9%	19.73%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0.0%	0.00%
Black Or African American, American Indian Or Alaska Native	1	0.1%	0.0%	0.00%
Other Or Not Listed, Asian	1	0.1%	16.3%	0.04%
Other Or Not Listed, "Black Or African American	2	0.1%	78.5%	0.36%
Other Or Not Listed	127	8.4%	39.6%	11.51%
Asian, White	1	0.1%	43.5%	0.10%
White, Black Or African American	1	0.1%	50.0%	0.11%
White, Other Or Not Listed	3	0.2%	53.7%	0.37%
White	770	51.2%	23.4%	41.20%
Prefer Not To Answer	12	0.8%	42.6%	1.17%
Entity	187	12.4%	25.0%	10.71%
<b>Grand Total</b>	<b>1504</b>	<b>100.0%</b>	<b>29.1%</b>	<b>100.00%</b>



# Approved Licensee Persons of Hispanic or Latino of Any Race (Yes or No)

	Hispanic or Latino		
<u>Licensees</u>	<u>No</u>	<u>Yes</u>	<u>Grand Total</u>
Approved Annual	1081	74	1155
Approved Conversion to Annual	1375	129	1504
Approved Conditional	3626	469	4095
<b>Grand Total</b>	<b>6082</b>	<b>672</b>	<b>6754</b>





# Additional Data



# Testing Labs Entity Data

<u>Number</u>	<u>Social Equity</u>	<u>Diversely Owned</u>	<u>Impact Zone Business</u>
8	1	1	2