



# Quarterly Data Report

## Q1 2024



*(All data in this report is as of March 25<sup>th</sup>, 2024, unless otherwise stated.)*

---

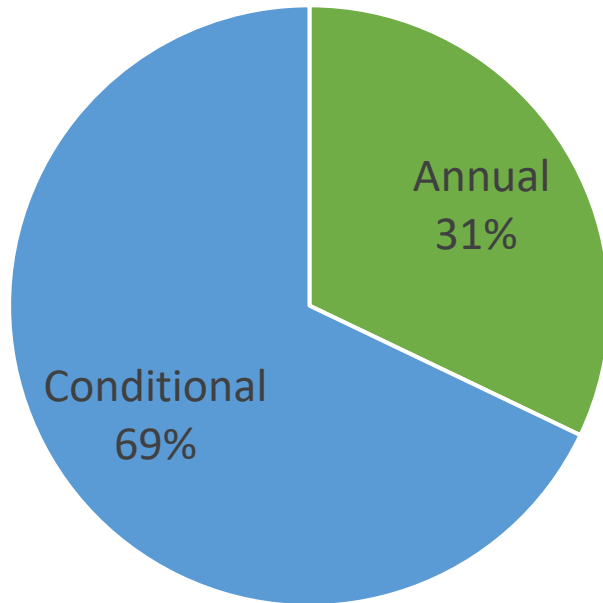


# All Applicants Application Data



# Applications by Application Type

<u>Application Type</u>	<u>Number</u>	<u>Percentage</u>
Annual	770	31%
Conditional	1685	69%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>

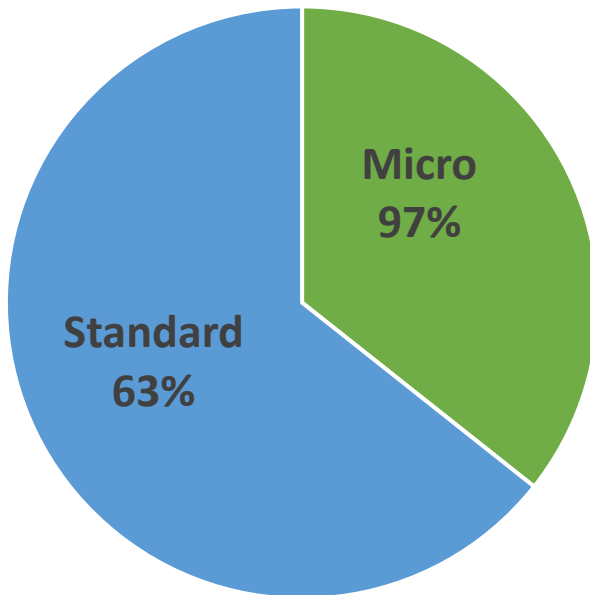


<u>License Type</u>	<u>Application Type</u>		<u>Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	180	404	584
Manufacturer	140	254	394
Wholesaler	1	17	18
Distributor	2	17	19
Retailer	430	956	1386
Delivery	7	34	41
Testing Laboratory	13	-	13
<b>Grand Total</b>	<b>773</b>	<b>1682</b>	<b>2455</b>



# Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	911	37%
Standard	1544	63%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>



<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	228	356	584
Manufacturer	109	285	394
Wholesaler	6	12	18
Distributor	11	8	19
Retailer	525	861	1386
Delivery	30	11	41
Testing Laboratory	2	11	13
<b>Grand Total</b>	<b>911</b>	<b>1544</b>	<b>2455</b>





# Diversely-Owned Business Applicants by Category

<u>Diversely Owned Category</u>	<u>Number</u>	<u>Percentage</u>
Disabled Veteran & Minority Owned	17	1%
Disabled Veteran & Woman Owned	1	0%
Disabled Veteran Owned	57	2%
Disabled Veteran, Minority & Woman Owned	15	1%
Minority & Woman Owned	461	19%
Minority Owned	668	27%
Not Diversely Owned	693	28%
Woman Owned	543	22%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>

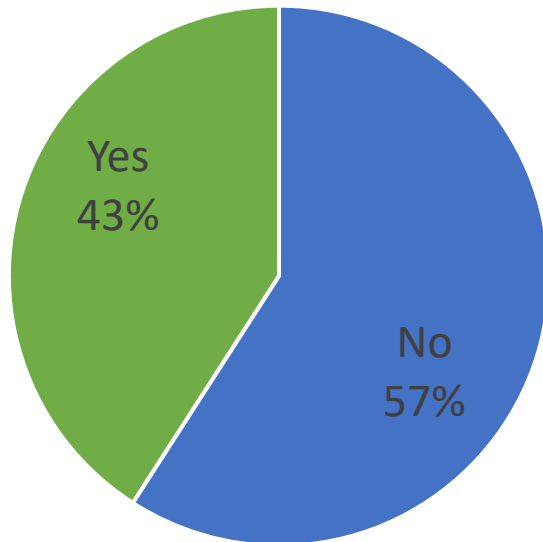
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	90
Minority Owned	1161
Woman Owned	1020

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



# Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1393	57%
Yes	1062	43%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>

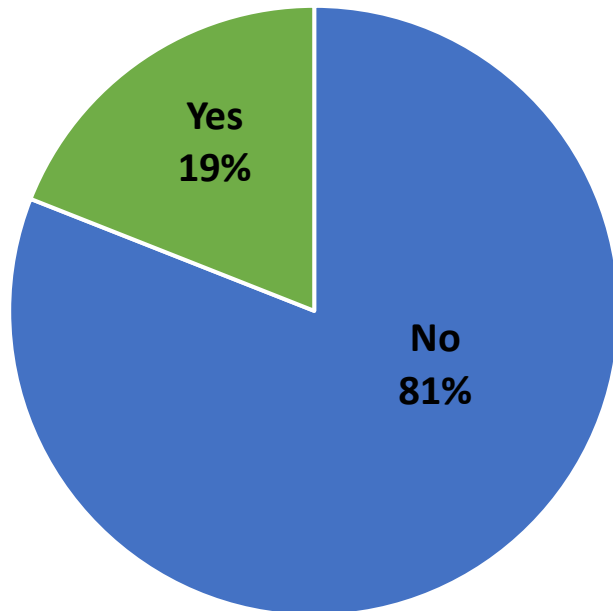


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	290	294	584
Manufacturer	216	178	394
Wholesaler	10	8	18
Distributor	10	9	19
Retailer	835	551	1386
Delivery	21	20	41
Testing Laboratory	11	2	13
<b>Grand Total</b>	<b>1393</b>	<b>1062</b>	<b>2455</b>



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

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	<b>1984</b>	<b>81%</b>
Yes	<b>471</b>	<b>19%</b>
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>



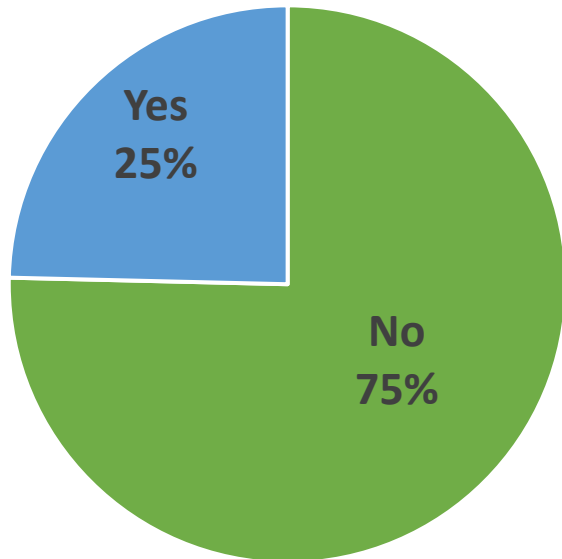
<u>License Type</u>	<u>Economically Disadvantaged Area</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	459	125	584
Manufacturer	336	58	394
Wholesaler	12	6	18
Distributor	12	7	19
Retailer	1126	260	1386
Delivery	26	15	41
Testing Laboratory	13		13
<b>Grand Total</b>	<b>1984</b>	<b>471</b>	<b>2455</b>





# Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	1841	75%
Yes	614	25%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>



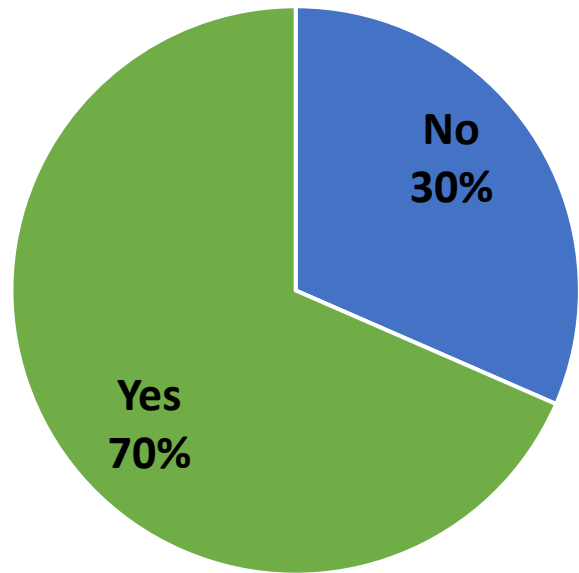
<u>License Type</u>	<u>Social Equity</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	393	191	584
Manufacturer	293	101	394
Wholesaler	8	10	18
Distributor	9	10	19
Retailer	1100	286	1386
Delivery	26	15	41
Testing Laboratory	12	1	13
<b>Grand Total</b>	<b>1841</b>	<b>614</b>	<b>2455</b>

***A “Social Equity Business” is a license applicant or licenseholder 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	697	28%
Yes	1758	72%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>

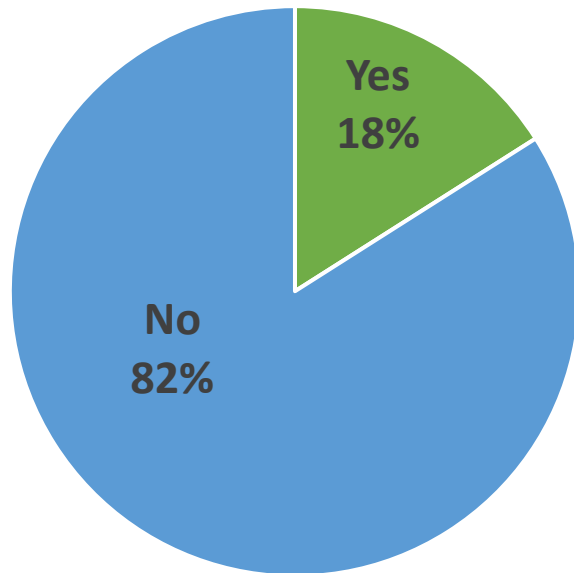


<u>License Type</u>	<u>Diversely Owned</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	216	368	584
Manufacturer	145	249	394
Wholesaler	7	11	18
Distributor	5	14	19
Retailer	307	1079	1386
Delivery	7	34	41
Testing Laboratory	10	3	13
<b>Grand Total</b>	<b>697</b>	<b>1758</b>	<b>2455</b>



# Majority Ownership Applicants with Prior Marijuana Convictions

<u>Prior Marijuana Conviction</u>	<u>Number</u>	<u>Percentage</u>
No	2023	82%
Yes	432	18%
<b>Grand Total</b>	<b>2455</b>	<b>100%</b>



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	450	134	584
Manufacturer	320	74	394
Wholesaler	12	6	18
Distributor	15	4	19
Retailer	1181	205	1386
Delivery	32	9	41
Testing Laboratory	13		13
<b>Grand Total</b>	<b>2023</b>	<b>432</b>	<b>2455</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	34	79	328	441
Class 2 Manufacturer	27	65	226	318
Class 3 Wholesaler	-	-	7	7
Class 4 Distributor	-	-	6	6
Class 5 Retailer	97	168	806	1071
Class 6 Delivery	-	-	7	7
Testing Laboratory	6	-	-	6
<b>Grand Total</b>	<b>164</b>	<b>312</b>	<b>1380</b>	<b>1856</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	20.73%	25.32%	23.77%	23.76%
Class 2 Manufacturer	16.46%	20.83%	16.38%	17.13%
Class 3 Wholesaler	0.00%	0.00%	0.51%	0.38%
Class 4 Distributor	0.00%	0.00%	0.43%	0.32%
Class 5 Retailer	59.15%	53.85%	58.41%	57.70%
Class 6 Delivery	0.00%	0.00%	0.51%	0.38%
Testing Laboratory	3.66%	0.00%	0.00%	0.32%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



# DVOB and SEB Awardees

476 Annual Licenses Awarded*		
Social Equity Businesses	79	17%
Diversely-Owned Businesses	337	71%

*\*Includes conditional-to-annual conversions*

*Note: Twenty-six awarded licenses were 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	19%	19%	13%	14%
Minority Owned	50%	49%	41%	41%
Black or African American	20%	19%	13%	12%
Hispanic or Latino	12%	12%	7%	7%

Notes:

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

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

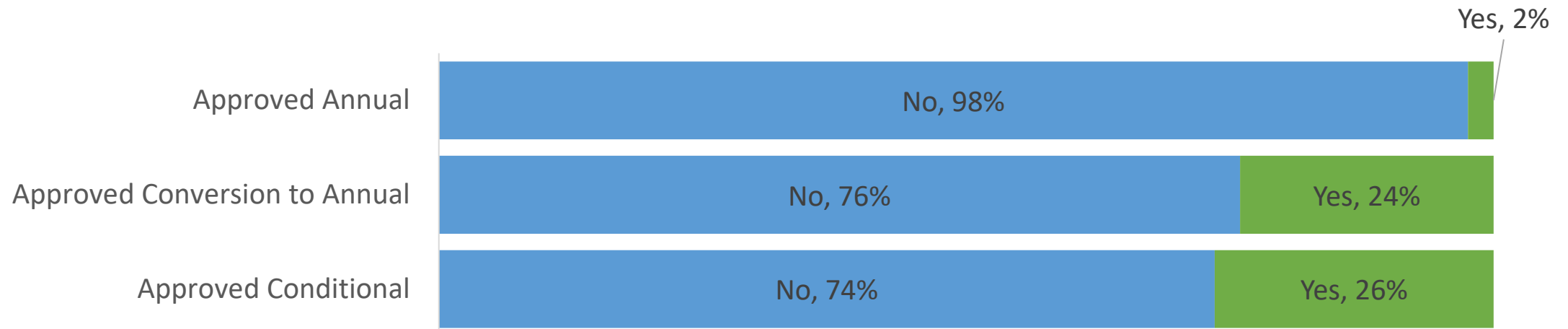
**Minority-Owned** refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

**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

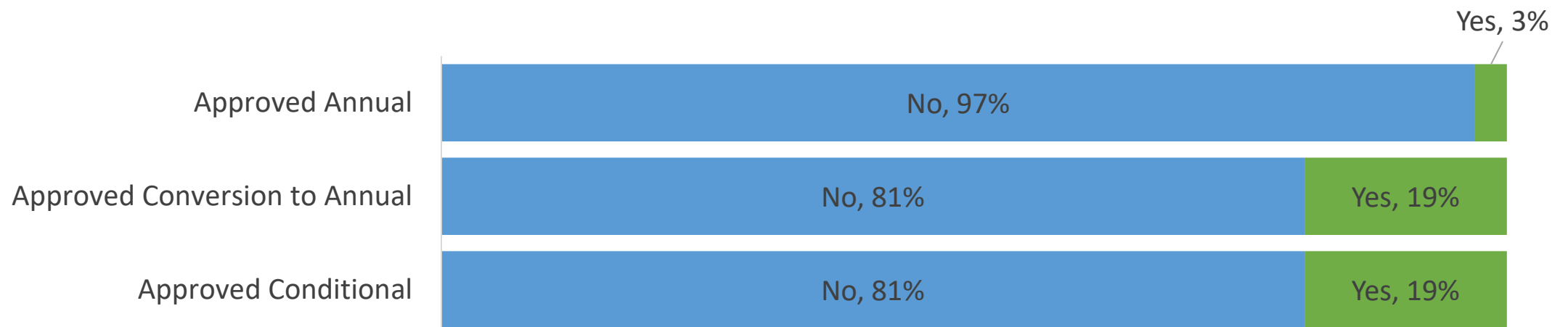
License	Social Equity Business		Total
	No	Yes	
Approved Annual	160	4	164
Approved Conversion to Annual	237	75	312
Approved Conditional	1015	365	1380
<b>Grand Total</b>	<b>1412</b>	<b>444</b>	<b>1856</b>





# Majority Ownership Awardees with Prior Marijuana Conviction

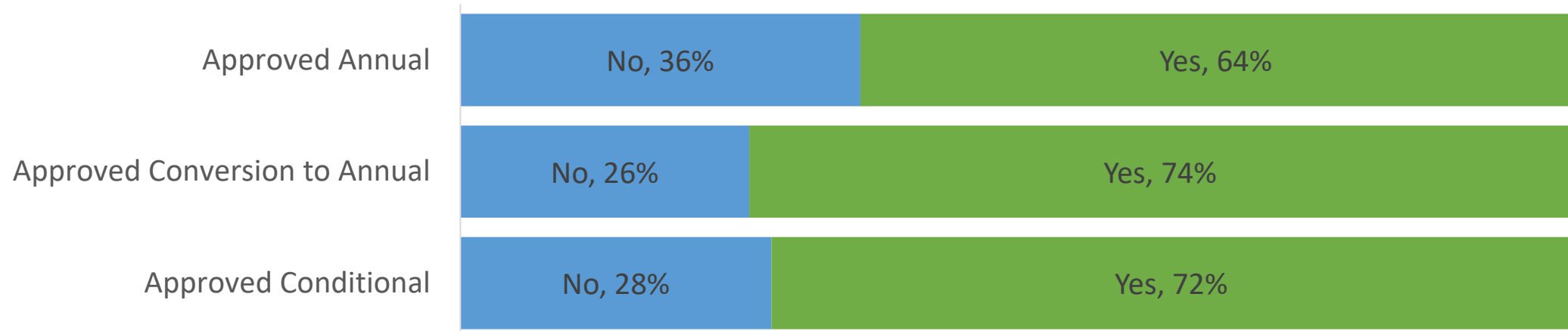
<u>License</u>	<u>Previous Marijuana Conviction</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	159	5	164
Approved Conversion to Annual	254	58	312
Approved Conditional	1113	267	1380
<b>Grand Total</b>	<b>1526</b>	<b>330</b>	<b>1856</b>





# Diversely-Owned Business Awardees by Application Type

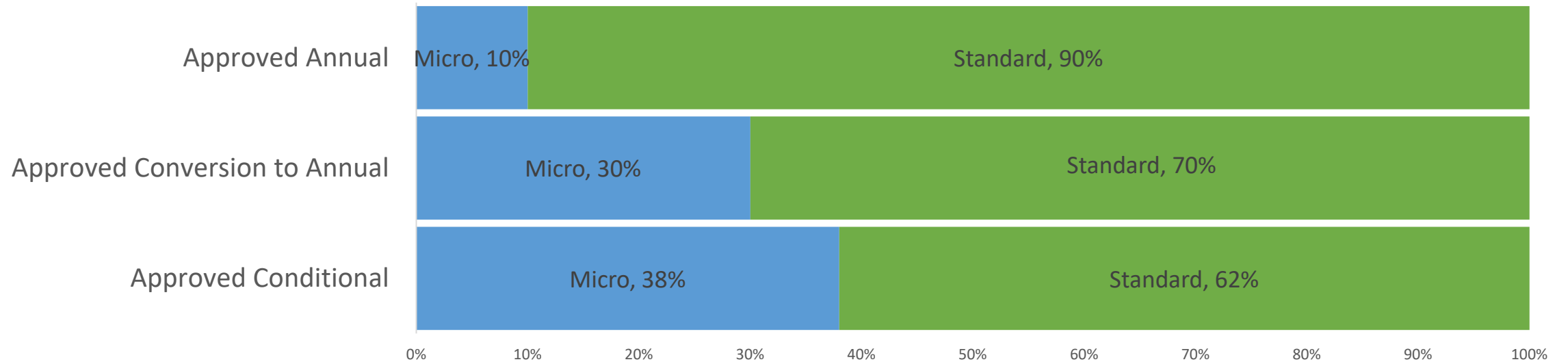
<u>License</u>	<u>Diversely Owned Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	59	105	164
Approved Conversion to Annual	80	232	312
Approved Conditional	384	996	1380
<b>Grand Total</b>	<b>523</b>	<b>1333</b>	<b>1856</b>





# Cannabis Awardees by Business Category

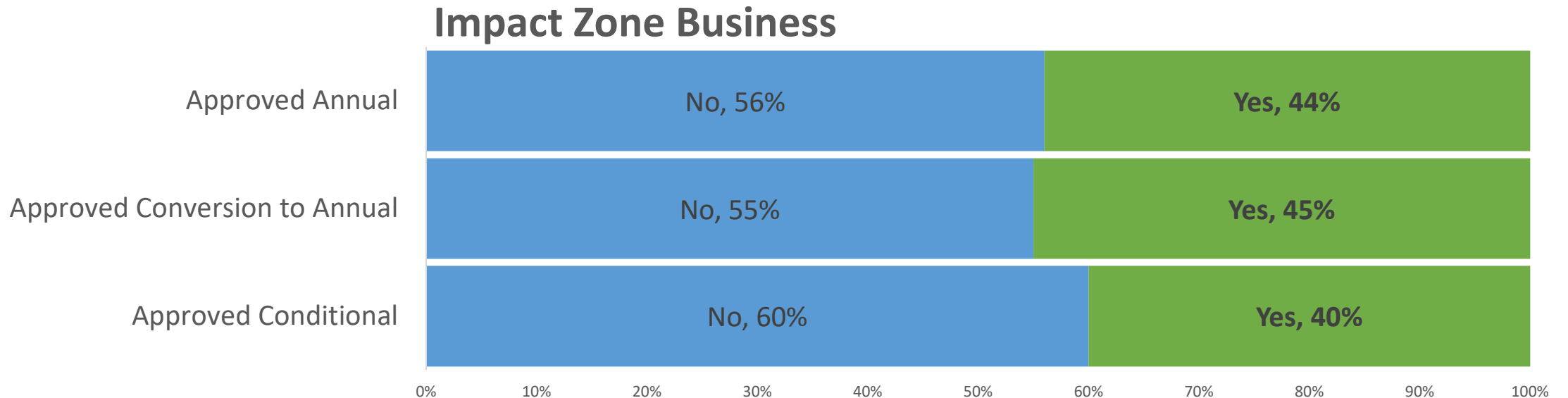
<u>Licensees</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Approved Annual	17	147	164
Approved Conversion to Annual	95	217	312
Approved Conditional	526	854	1380
<b>Grand Total</b>	<b>638</b>	<b>1218</b>	<b>1856</b>





# Impact Zone Business Awardees

<u>Business Category</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	92	72	164
Approved Conversion to Annual	173	139	312
Approved Conditional	829	551	1380
<b>Grand Total</b>	<b>1094</b>	<b>762</b>	<b>1856</b>

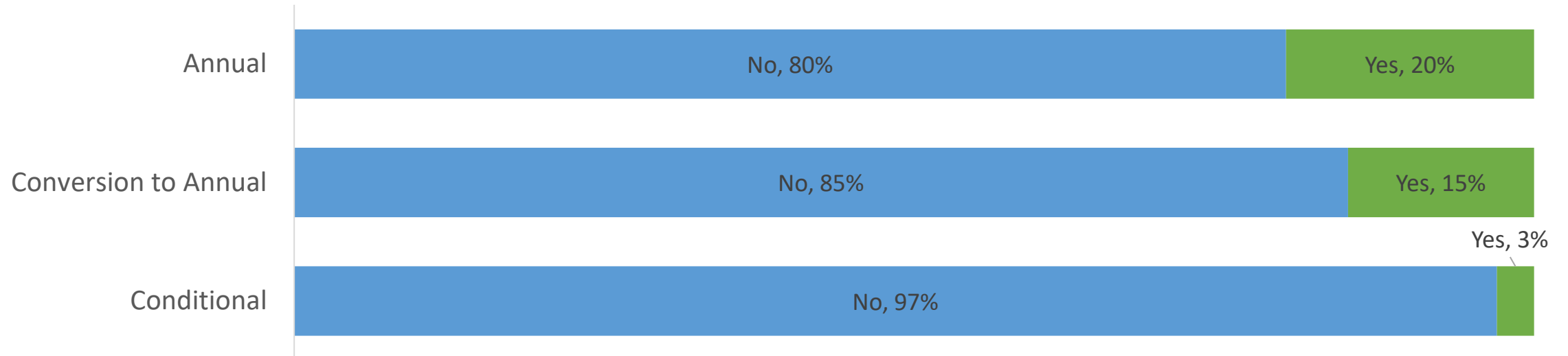






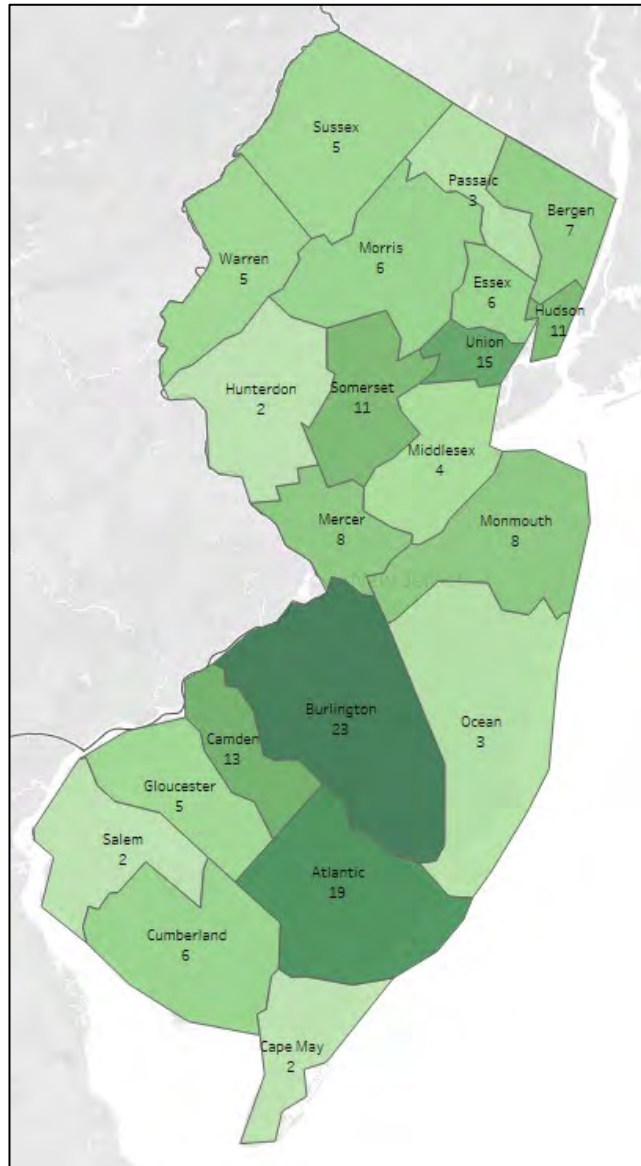
# Awardee Majority Owners in an Economically Disadvantaged Areas (EDA)

<u>Business Category</u>	<u>EDA Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	159	5	164
Approved Conversion to Annual	266	46	312
Approved Conditional	1103	277	1380
<b>Grand Total</b>	<b>1528</b>	<b>328</b>	<b>1856</b>





# Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	19
Bergen	7
Burlington	23
Camden	13
Cape May	2
Cumberland	6
Essex	6
Gloucester	5
Hudson	11
Hunterdon	2
Mercer	8
Middlesex	4
Monmouth	8
Morris	6
Ocean	3
Passaic	3
Salem	2
Somerset	11
Sussex	5
Union	15
Warren	5
<b>Grand Total</b>	<b>164</b>

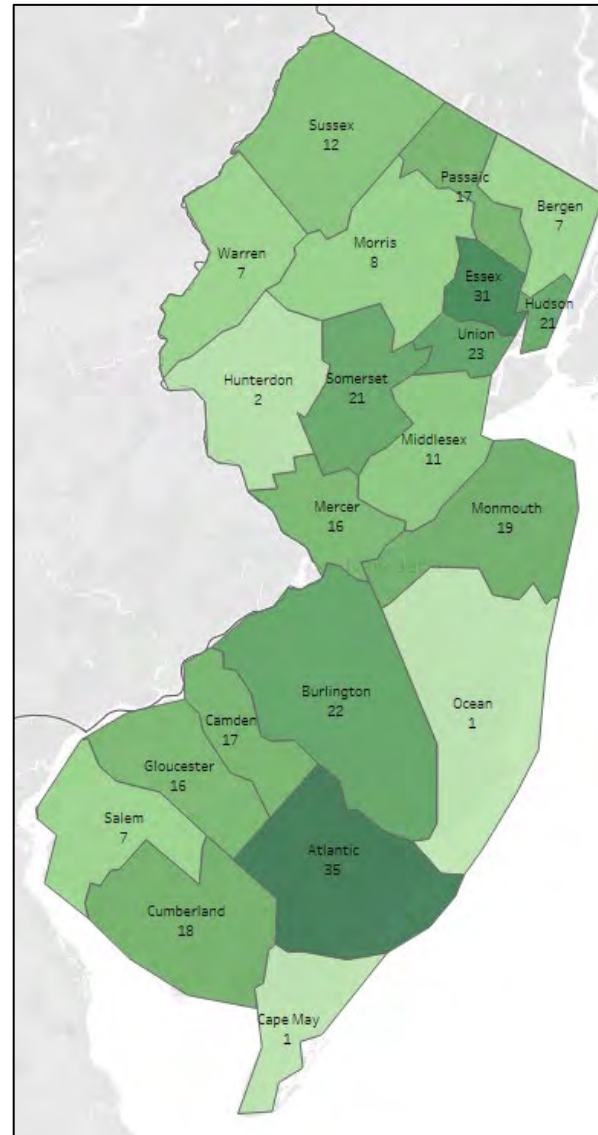


# Annual Licensee Awardees Distribution by County

Annual Awardee by County & License Type					
County	Class 1 Cultivator	Class 2 Manufacturer	Class 5 Retailer	Testing Laboratory	Grand Total
Atlantic	5	2	12		19
Bergen	2	1	4		7
Burlington	7	2	12	2	23
Camden	1	2	9	1	13
Cape May	1		1		2
Cumberland	3	3			6
Essex	1	1	4		6
Gloucester	3		2		5
Hudson			11		11
Hunterdon			2		2
Mercer	2	4	1	1	8
Middlesex			4		4
Monmouth	1	2	5		8
Morris		1	3	2	6
Ocean			3		3
Passaic	2		1		3
Salem		1	1		2
Somerset	1	2	8		11
Sussex	1	1	3		5
Union	2	3	10		15
Warren	2	2	1		5
<b>Grand Total</b>	<b>34</b>	<b>27</b>	<b>97</b>	<b>6</b>	<b>164</b>



# Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
<b>County</b>	<b>Approved Annual</b>
Atlantic	35
Bergen	7
Burlington	22
Camden	17
Cape May	1
Cumberland	18
Essex	31
Gloucester	16
Hudson	21
Hunterdon	2
Mercer	16
Middlesex	11
Monmouth	19
Morris	8
Ocean	1
Passaic	17
Salem	7
Somerset	21
Sussex	12
Union	23
Warren	7
<b>Grand Total</b>	<b>312</b>



# Conditional-to-Annual Conversions Distribution by County

Conversion to Annual Awardee by County & License Type				
<u>County</u>	<u>Class 1 Cultivator</u>	<u>Class 2 Manufacturer</u>	<u>Class 5 Retailer</u>	<u>Grand Total</u>
Atlantic	16	4	15	35
Bergen	1	4	2	7
Burlington	7	5	10	22
Camden	2	4	11	17
Cape May	-	-	1	1
Cumberland	9	8	1	18
Essex	4	5	22	31
Gloucester	3	3	10	16
Hudson	1	-	20	21
Hunterdon	-	-	2	2
Mercer	6	5	5	16
Middlesex		4	7	11
Monmouth	6	5	8	19
Morris	-	2	6	8
Ocean	1	-	-	1
Passaic	5	4	8	17
Salem	4	2	1	7
Somerset	4	2	15	21
Sussex	3	2	7	12
Union	5	4	14	23
Warren	2	2	3	7
<b>Grand Total</b>	<b>79</b>	<b>65</b>	<b>168</b>	<b>312</b>



# Persons of Interest Data





# Approved Annual Licensee Persons of Interest Self-Identity

## With Average & Aggregate Ownership Percentages

<u>Person of Interest Self Identity (97 Awardees)</u>	<u>Number</u>	<u>Percentage</u>	<u>Average Ownership Percentage</u>	<u>Percent of Total Ownership</u>
American Indian Or Alaska Native	2	0%	0%	0%
Asian & Black Or African American	1	0%	15%	0%
Asian & Other Or Not Listed	1	0%	77%	0%
Asian & White	1	0%	5%	0%
Asian	47	6%	43%	13%
Black Or African American & American Indian Or Alaska Native	1	0%	51%	0%
Black Or African American & Other Or Not Listed	1	0%	5%	0%
Black Or African American	89	12%	17%	10%
Native Hawaiian Or Other Pacific Islander	1	0%	0%	0%
Other Or Not Listed & American Indian Or Alaska Native	1	0%	0%	0%
Other Or Not Listed	53	7%	38%	12%
White & American Indian Or Alaska Native	1	0%	0%	0%
White	450	61%	16%	43%
No Response or Entity of Interest	92	12%	38%	21%
<b>Grand Total</b>	<b>741</b>	<b>100%</b>	<b>22%</b>	<b>100%</b>



# Approved Conversion to Annual Licensee Persons of Interest Self-Identity

With Average & Aggregate Ownership Percentages

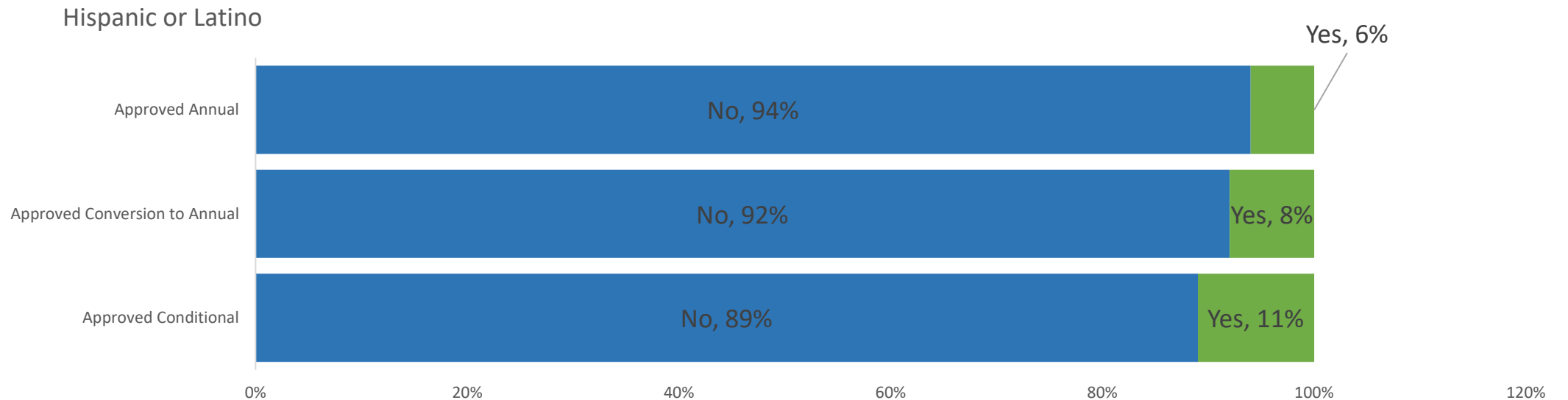
<b>Person of Interest Self Identity (134 Awardees)</b>	<b>Number</b>	<b>Percentage</b>	<b>Average Ownership Percentage</b>	<b>Percent of Total Ownership</b>
American Indian Or Alaska Native & Black Or African American	1	0.1%	40%	0.13%
Black Or African American, Asian & Other Or Not Listed	1	0.1%	10%	0.03%
Black Or African American & Other Or Not Listed	2	0.2%	75%	0.48%
Black Or African American & White	1	0.1%	1%	0.00%
Black Or African American	130	11.3%	38%	15.91%
Other Or Not Listed & Black Or African American	1	0.1%	57%	0.18%
American Indian Or Alaska Native & White	2	0.2%	50%	0.32%
American Indian Or Alaska Native	11	1.0%	17%	0.61%
Asian & Native Hawaiian Or Other Pacific Islander	1	0.1%	100%	0.32%
Asian	137	11.9%	34%	14.91%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0%	0.00%
Other Or Not Listed	99	8.6%	37%	11.75%
White & Asian	1	0.1%	44%	0.14%
White & Other Or Not Listed	3	0.3%	54%	0.52%
White	611	53.0%	22%	42.59%
No Response or Entity of Interest	151	13.1%	25%	12.10%
<b>Grand Total</b>	<b>1153</b>	<b>100.0%</b>	<b>27%</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	699	42	741
Approved Conversion to Annual	1061	92	1153
Approved Conditional	3178	410	3588
<b>Grand Total</b>	<b>4938</b>	<b>544</b>	<b>5482</b>





# Additional Data



# All Employee Self-Identity Demographics

**2,441**

Jobs added to the workforce since January 1<sup>st</sup>, 2023

An increase of 56% from the same date.

*Note: Prior reports did not include employees at adult-use cannabis businesses*

Race/Ethnicity	Number	Percentage
Asian	58	1.09%
American Indian Or Alaska Native	20	0.38%
Black Or African American	864	16.21%
Black Or African American & American Indian Or Alaska Native	2	0.04%
Black Or African American, American Indian Or Alaska Native & White	1	0.02%
Black Or African American & Other or Not Listed	1	0.02%
Black Or African American & White	4	0.08%
Native Hawaiian Or Other Pacific Islander	23	0.43%
Native Hawaiian Or Other Pacific Islander & Other or Not Listed	1	0.02%
Native Hawaiian Or Other Pacific Islander & white	1	0.02%
Other or Not Listed	1513	28.39%
Other or Not Listed & American Indian Or Alaska Native	1	0.02%
White	2837	53.23%
White & American Indian Or Alaska Native	1	0.02%
White & Black Or African American	1	0.02%
White & Other Not Listed	2	0.04%
<b>Total Employees with Demographic Information Available</b>	<b>5330</b>	<b>100.00%</b>
<b>Employees with Demographic Information Not Yet Available</b>	<b>1481</b>	
<b>Total Number of Employees</b>	<b>6811</b>	



# Testing Labs Entity Data

<u>Entity Name</u>	<u>License Type</u>	<u>Business Category</u>	<u>Social Equity</u>	<u>Diversely Owned</u>	<u>Impact Zone Business</u>	<u>Disabled Veteran Owned</u>
Trichome Analytical LLC	Testing Laboratory	Standard	No	No	Yes	No
NEW JERSEY CANNALYTICS LLC	Testing Laboratory	Standard	No	No	No	No
Green Analytics East LLC	Testing Laboratory	Standard	No	No	No	No
SRIVEN LABS LLC	Testing Laboratory	Standard	No	No	No	No
Highgrade Labs of New Jersey	Testing Laboratory	Standard	No	No	Yes	No
Smithers CTS NJ LLC	Testing Laboratory	Standard	No	No	No	No