



Quarterly Data Report

Q2 2025



(All data in this report is as of June 30, 2025, unless otherwise stated.)

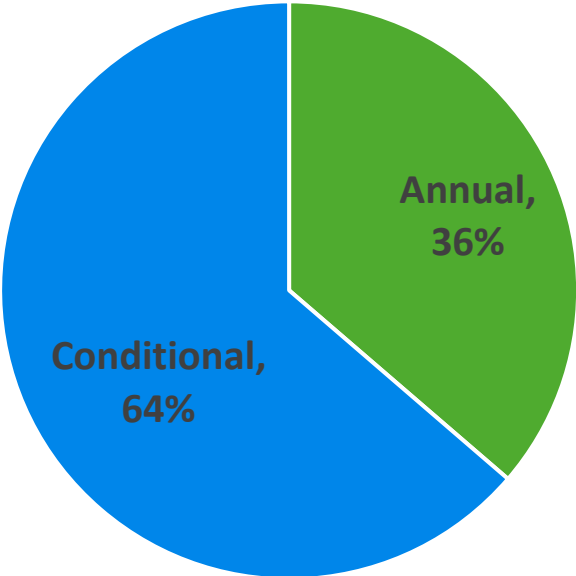


All Applicants Application Data



Applications by Application Type

<u>Row Labels</u>	<u>Number</u>	<u>Percentage</u>
Annual	1,082	36%
Conditional	1,918	64%
Grand Total	3,000	100%

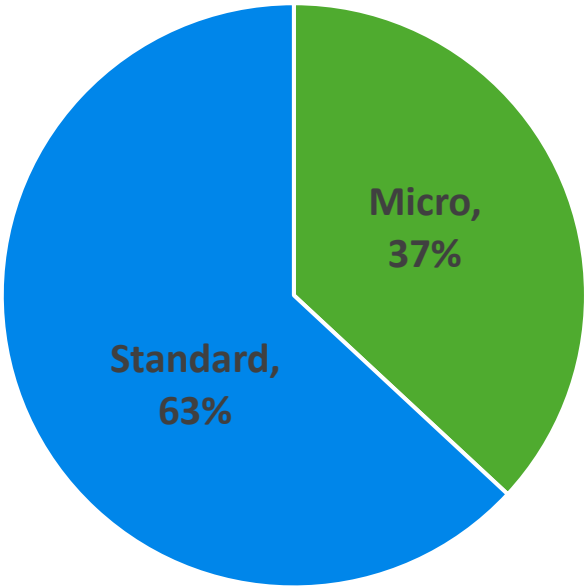


<u>License Type</u>	<u>Application Type</u>		
	<u>Annual</u>	<u>Conditional</u>	<u>Grand Total</u>
Cultivator	240	448	688
Manufacturer	202	289	491
Wholesaler	8	25	33
Distributor	6	28	34
Retailer	596	1,073	1,669
Delivery	19	53	72
Testing Laboratory	11	2	13
Grand Total	1,082	1,918	3,000



Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	1,101	37%
Standard	1,899	63%
Grand Total	3,000	100%

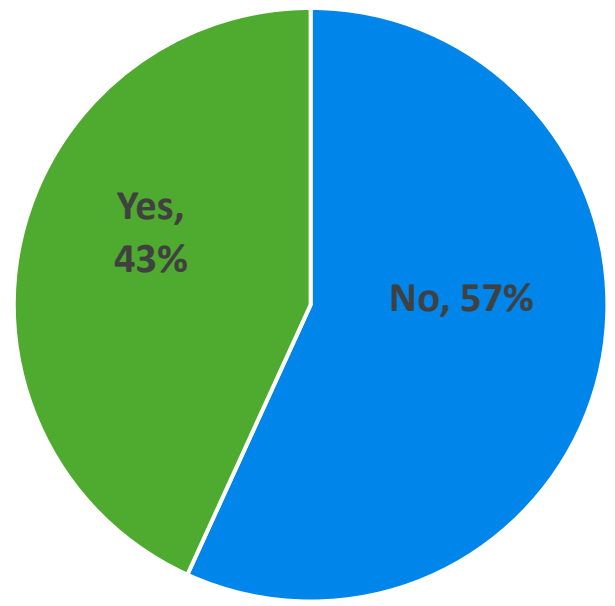


<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	260	428	688
Manufacturer	135	356	491
Wholesaler	11	22	33
Distributor	15	19	34
Retailer	630	1,039	1,669
Delivery	48	24	72
Testing Laboratory	2	11	13
Grand Total	1,101	1,899	3,000



Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1,706	57%
Yes	1,294	43%
Grand Total	3,000	100%

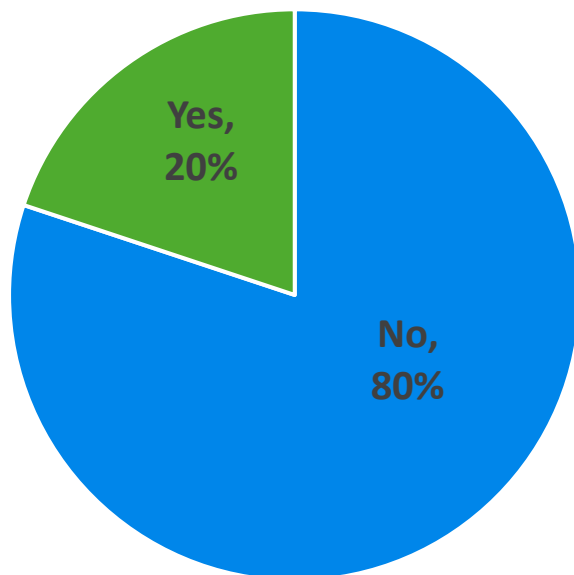


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	357	331	688
Manufacturer	278	213	491
Wholesaler	19	14	33
Distributor	17	17	34
Retailer	981	688	1669
Delivery	43	29	72
Testing Laboratory	11	2	13
Grand Total	1,706	1,294	3,000



Applicant Majority Owners who Resided or are Residing in an EDA

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	2,403	80%
Yes	597	20%
Grand Total	3,000	100%

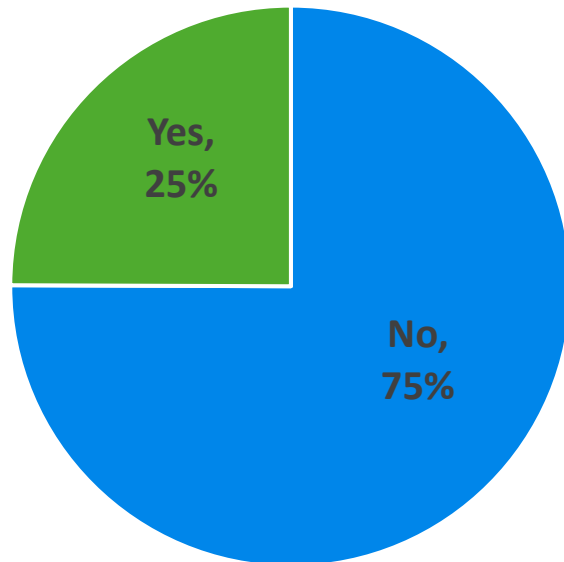


<u>License Type</u>	<u>Economically Disadvantaged Area</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	535	153	688
Manufacturer	415	76	491
Wholesaler	25	8	33
Distributor	25	9	34
Retailer	1,342	327	1,669
Delivery	48	24	72
Testing Laboratory	13	0	13
Grand Total	2,403	597	3,000



Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	2,251	75%
Yes	749	25%
Grand Total	3,000	100%



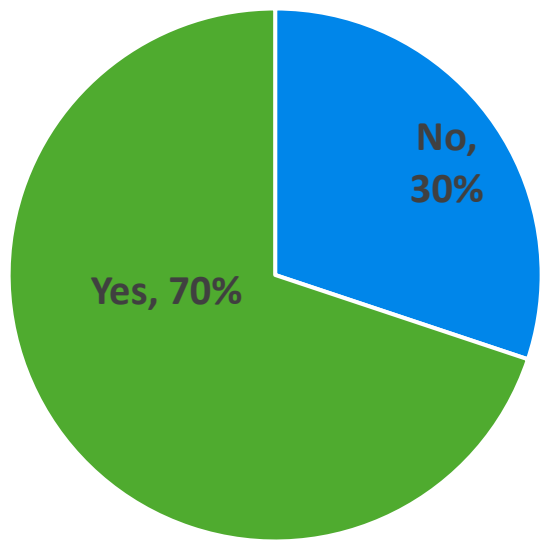
<u>License Type</u>	<u>Social Equity Business</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	464	224	688
Manufacturer	369	122	491
Wholesaler	20	13	33
Distributor	22	12	34
Retailer	1,315	354	1,669
Delivery	49	23	72
Testing Laboratory	12	1	13
Grand Total	2,251	749	3,000

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	906	30%
Yes	2,094	70%
Grand Total	3,000	100%



<u>License Type</u>	<u>Diversely Owned</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	270	418	688
Manufacturer	197	294	491
Wholesaler	11	22	33
Distributor	11	23	34
Retailer	394	1,275	1,669
Delivery	13	59	72
Testing Laboratory	10	3	13
Grand Total	906	2,094	3,000



Diversely-Owned Business Applicants by Category

<u>Diversely Owned Category</u>	<u>Number</u>	<u>Percentage</u>
Disabled Veteran & Minority Owned	19	0.63%
Disabled Veteran & Woman Owned	1	0.03%
Disabled Veteran Owned	64	2.13%
Disabled Veteran, Minority & Woman Owned	17	0.57%
Minority & Woman Owned	549	18.30%
Minority Owned	820	27.33%
Woman Owned	624	20.80%
Not Diversely Owned	906	30.20%
Grand Total	3,000	100.00%

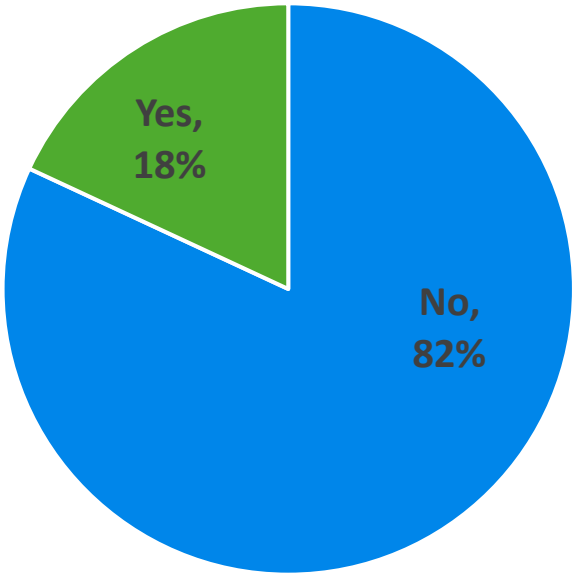
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	101
Minority Owned	1,405
Woman Owned	1,191

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	2,458	82%
Yes	542	18%
Grand Total	3,000	100%



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	522	166	688
Manufacturer	402	89	491
Wholesaler	25	8	33
Distributor	27	7	34
Retailer	1,416	253	1,669
Delivery	53	19	72
Testing Laboratory	13	0	13
Grand Total	2,458	542	3,000



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	49	108	376	533
Class 2 Manufacturer	61	80	261	402
Class 3 Wholesaler	3	3	16	22
Class 4 Distributor	4	0	12	16
Class 5 Retailer	139	254	925	1,318
Class 6 Delivery	1	3	33	37
Testing Laboratory	9	0	0	9
Grand Total	266	448	1,623	2,337

<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	18.42%	24.11%	23.17%	22.81%
Class 2 Manufacturer	22.93%	17.86%	16.08%	17.20%
Class 3 Wholesaler	1.13%	0.67%	0.99%	0.94%
Class 4 Distributor	1.50%	0.00%	0.74%	0.68%
Class 5 Retailer	52.26%	56.70%	56.99%	56.40%
Class 6 Delivery	0.38%	0.67%	2.03%	1.58%
Testing Laboratory	3.38%	0.00%	0.00%	0.39%
Grand Total	100.00%	100.00%	100.00%	100.00%



DVOB and SEB Awardees

714 Annual Licenses Awarded*

Social Equity Businesses	122	17%
Diversely-Owned Businesses	490	69%

**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%	50%	40%	41%
Black or African American	20%	20%	14%	13%
Hispanic or Latino	12%	11%	8%	8%

Notes:

Annual data includes conditional-to-annual conversions.

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

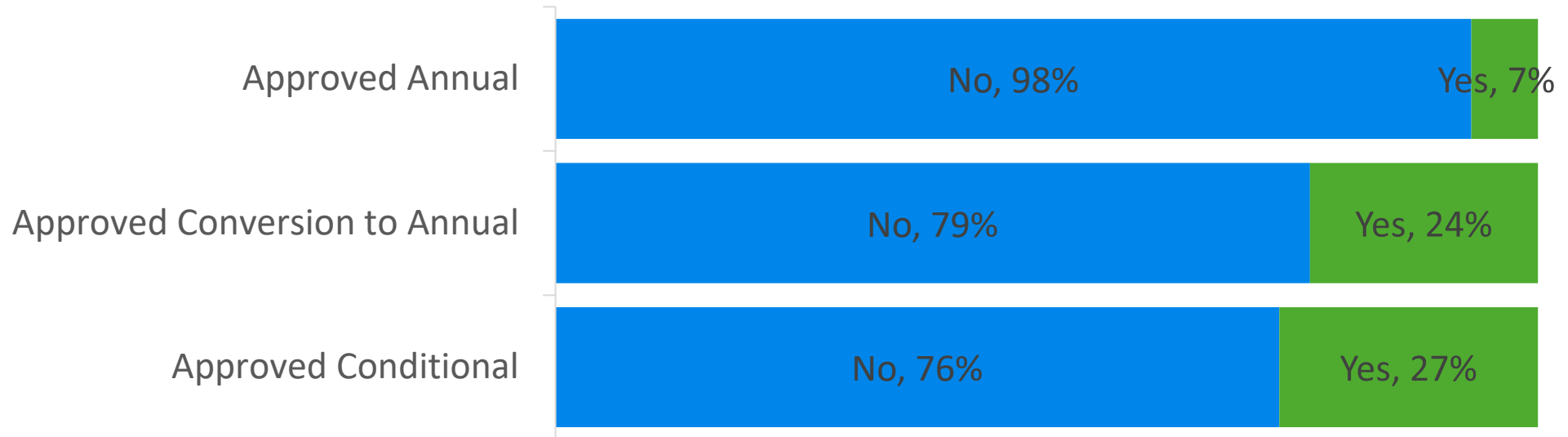
Minority-Owned refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

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

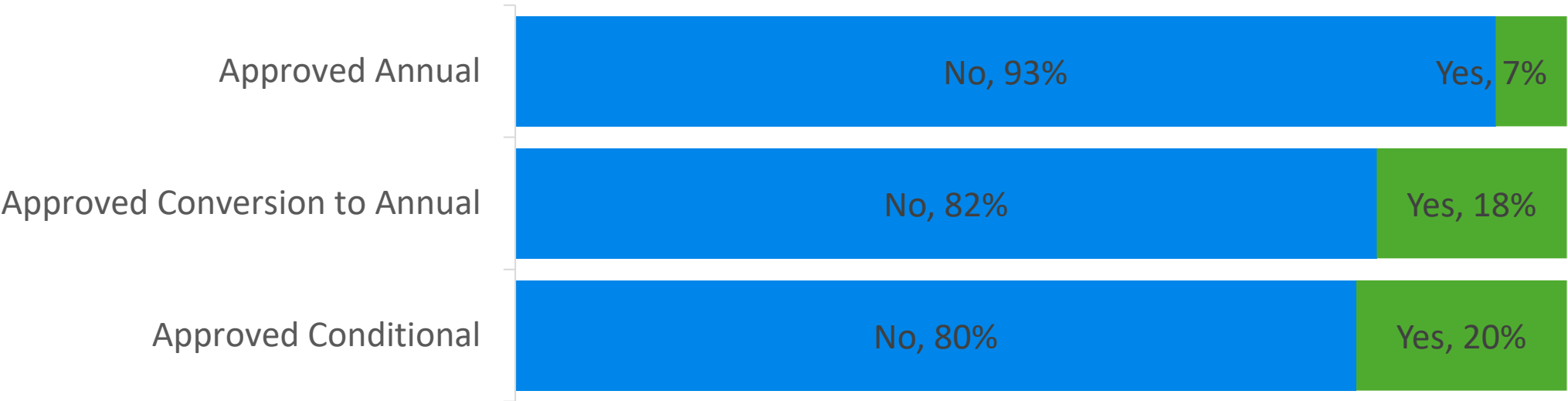
License	Social Equity Status		Grand Total
	No	Yes	
Approved Annual	248	18	266
Approved Conversion to Annual	344	104	448
Approved Conditional	1,196	427	1,623
Grand Total	1,788	549	2,337





Majority Ownership Awardees with Prior Marijuana Conviction

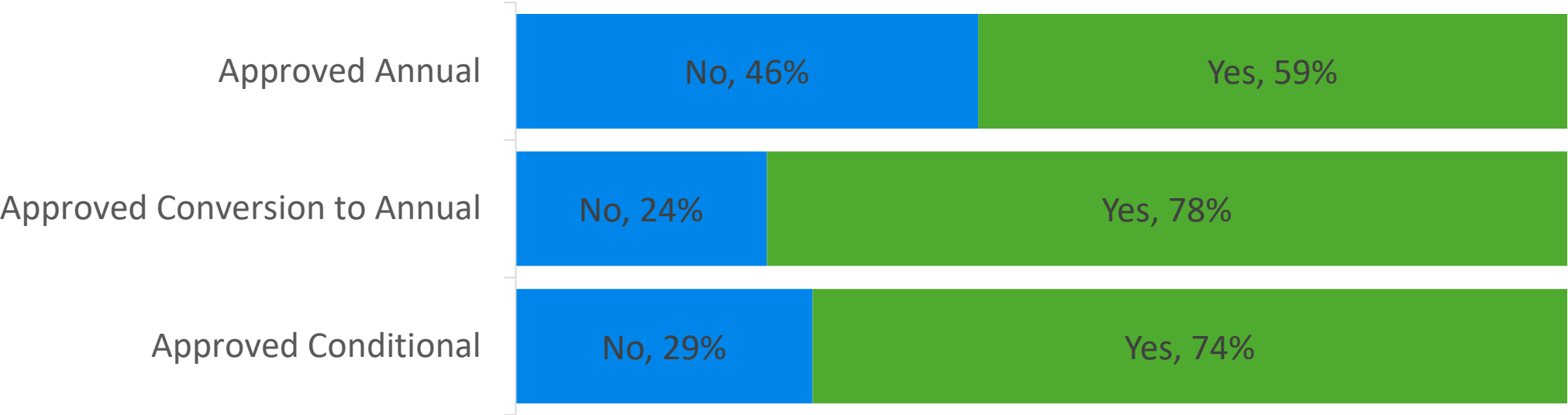
<u>License</u>	<u>Prior Marijuana Conviction</u>		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	248	18	266
Approved Conversion to Annual	367	81	448
Approved Conditional	1,298	325	1,623
Grand Total	1,913	424	2,337





Diversely-Owned Business Awardees by Application Type

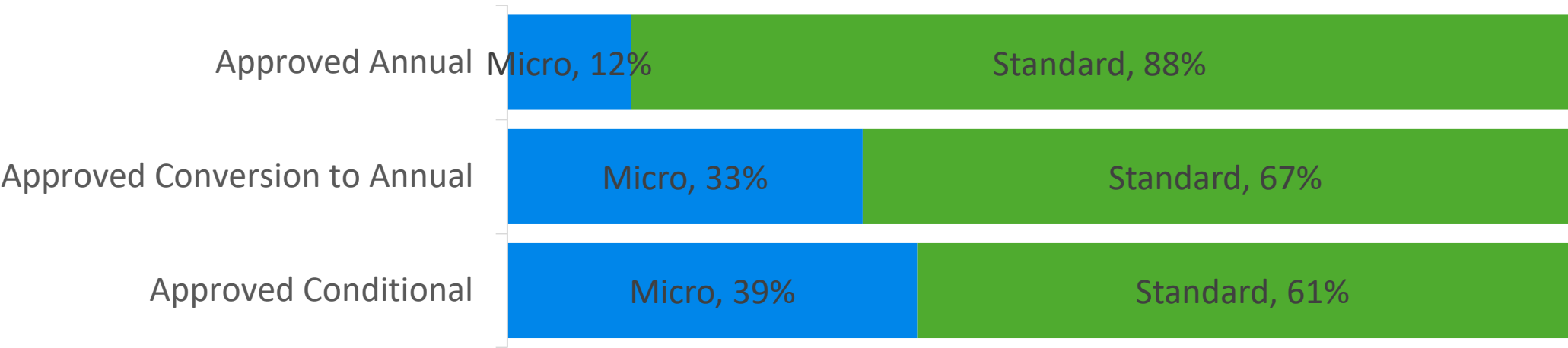
License	Diversely Owned		Grand Total
	No	Yes	
Approved Annual	117	149	266
Approved Conversion to Annual	107	341	448
Approved Conditional	458	1,165	1,623
Grand Total	682	1,655	2,337





Cannabis Awardees by Business Category

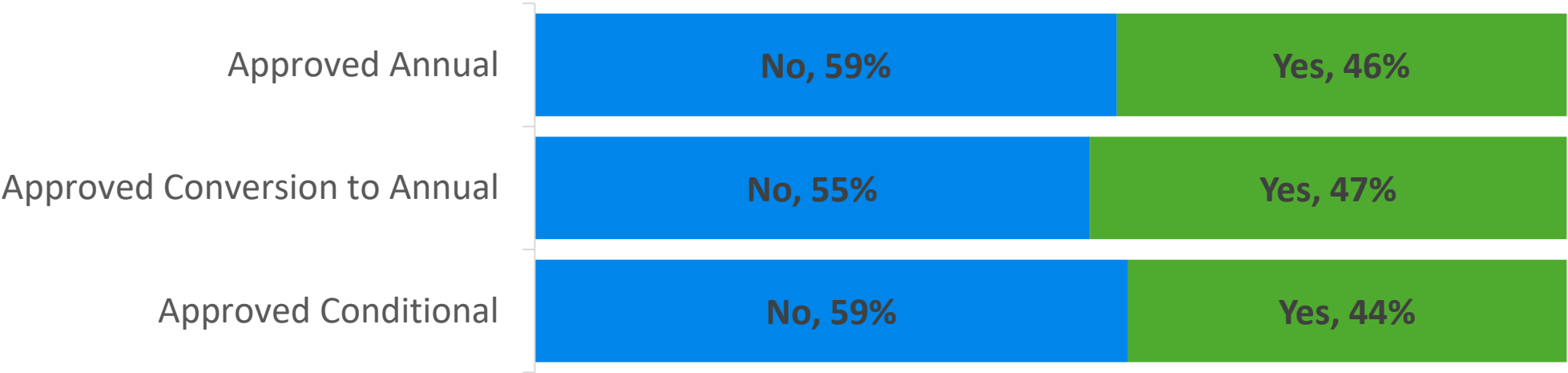
License	Business Category		Grand Total
	Micro	Standard	
Approved Annual	31	235	266
Approved Conversion to Annual	150	298	448
Approved Conditional	627	996	1,623
Grand Total	808	1,529	2,337





Impact Zone Business Awardees

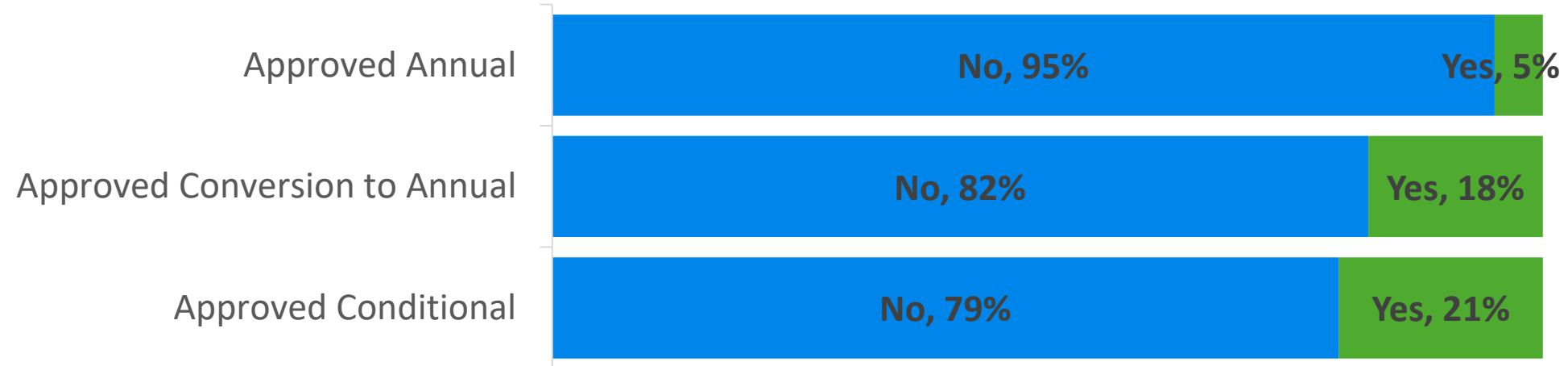
License	Impact Zone Business		Grand Total
	No	Yes	
Approved Annual	150	116	266
Approved Conversion to Annual	241	207	448
Approved Conditional	933	690	1,623
Grand Total	1,324	1,013	2,337





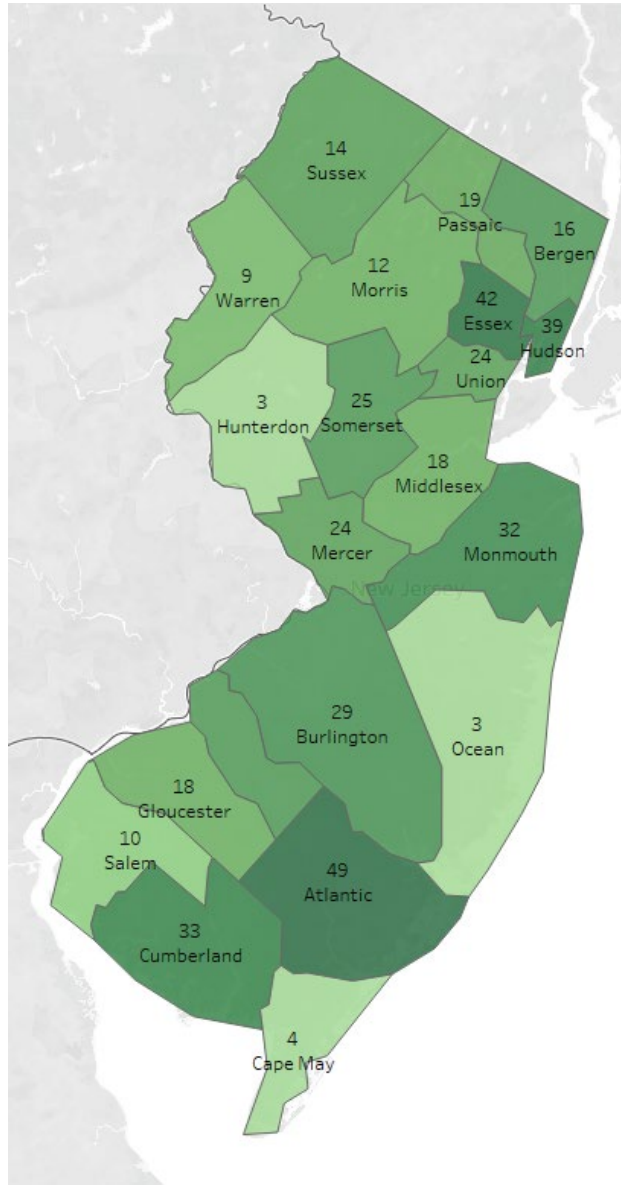
Awardee Majority Owners in an Economically Disadvantaged Area (EDA)

License	EDA Business		Grand Total
	No	Yes	
Approved Annual	253	13	266
Approved Conversion to Annual	369	79	448
Approved Conditional	1,289	334	1,623
Grand Total	1,911	426	2,337





Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	31
Bergen	14
Burlington	36
Camden	21
Cape May	2
Cumberland	8
Essex	12
Gloucester	17
Hudson	16
Hunterdon	3
Mercer	13
Middlesex	5
Monmouth	14
Morris	9
Ocean	7
Passaic	5
Salem	3
Somerset	16
Sussex	7
Union	22
Warren	5
Grand Total	266

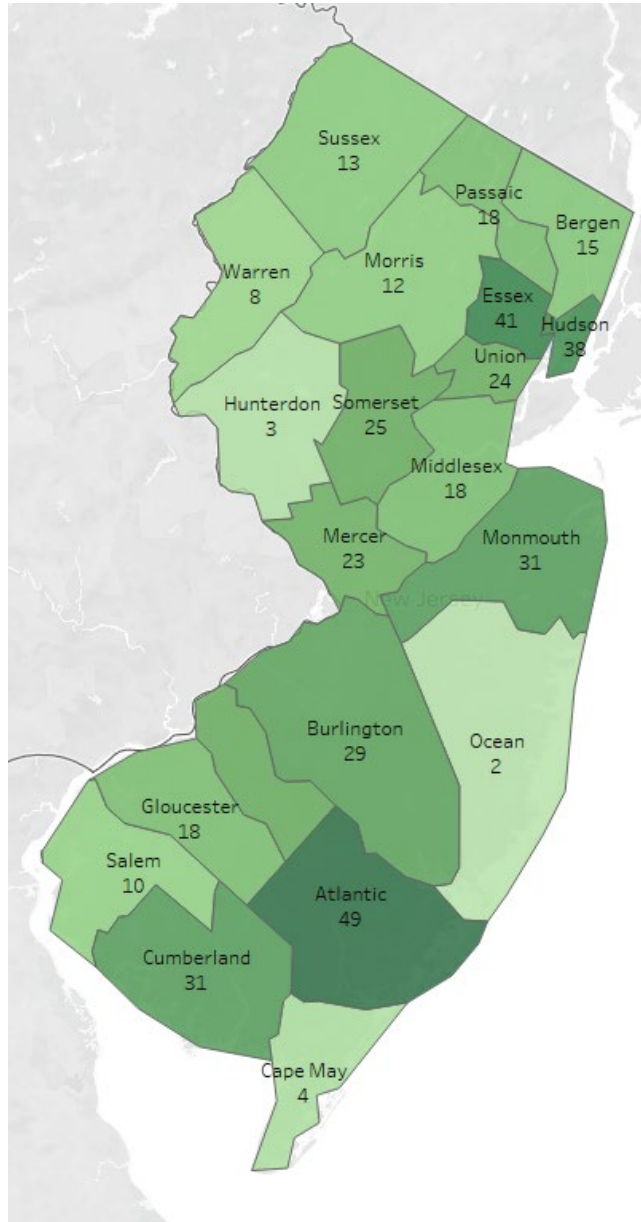


Annual Licensee Awardees Distribution by County

<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	7	9	-	-	15	-	-	31
Bergen	4	3	1	1	5	-	-	14
Burlington	7	8	1	-	18	-	2	36
Camden	4	4	-	-	12	-	1	21
Cape May	1	-	-	-	1	-	-	2
Cumberland	4	4	-	-	-	-	-	8
Essex	2	1	-	-	7	1	1	12
Gloucester	6	5	-	-	6	-	-	17
Hudson	-	-	-	-	16	-	-	16
Hunterdon	-	-	-	-	3	-	-	3
Mercer	3	6	-	-	2	-	2	13
Middlesex	-	-	-	-	4	-	1	5
Monmouth	2	4	-	1	7	-	-	14
Morris	-	1	-	1	5	-	2	9
Ocean	-	2	-	-	5	-	-	7
Passaic	2	1	-	-	2	-	-	5
Salem	-	1	-	-	2	-	-	3
Somerset	1	3	-	-	12	-	-	16
Sussex	2	2	-	-	3	-	-	7
Union	2	5	1	1	13	-	-	22
Warren	2	2	-	-	1	-	-	5
Grand Total	49	61	3	4	139	1	9	266



Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
County	Approved Annual
Atlantic	49
Bergen	16
Burlington	29
Camden	25
Cape May	4
Cumberland	33
Essex	42
Gloucester	18
Hudson	39
Hunterdon	3
Mercer	24
Middlesex	18
Monmouth	32
Morris	12
Ocean	3
Passaic	19
Salem	10
Somerset	25
Sussex	14
Union	24
Warren	9
Grand Total	448



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	17	5	-	26	1	49
Bergen	3	6	-	7	-	16
Burlington	9	6	1	13	-	29
Camden	2	4	1	18	-	25
Cape May	1	-	-	3	-	4
Cumberland	17	9	-	7	-	33
Essex	6	7	-	29	-	42
Gloucester	3	4	-	11	-	18
Hudson	2	-	-	37	-	39
Hunterdon	-	-	-	3	-	3
Mercer	9	6	-	9	-	24
Middlesex	3	6	-	9	-	18
Monmouth	9	7	-	16	-	32
Morris	-	2	-	10	-	12
Ocean	2	-	1	-	-	3
Passaic	6	4	-	9	-	19
Salem	5	3	-	2	-	1-
Somerset	4	3	-	18	-	25
Sussex	3	2	-	9	-	14
Union	4	3	-	15	2	24
Warren	3	3	-	3	-	9
Grand Total	108	80	3	254	3	448



Persons of Interest Data



Approved Annual Licensee Persons of Interest Self-Identity

With Average & Aggregate Ownership Percentages

<u>Person of Interest Self Identity</u>	<u>Number</u>	<u>Percentage</u>	<u>Average Ownership Percentage</u>	<u>Percent of Total Ownership</u>
American Indian Or Alaska Native, Black Or African American	1	0.1%	100.0%	0.4%
American Indian Or Alaska Native	3	0.2%	0.7%	0.0%
Asian, Black Or African American	1	0.1%	15.0%	0.1%
Asian, Other Or Not Listed	3	0.2%	47.3%	0.5%
Asian, White	2	0.2%	19.0%	0.1%
Asian	97	7.9%	34.5%	12.6%
Black Or African American, American Indian Or Alaska Native	1	0.1%	51.0%	0.2%
Black Or African American, Other Or Not Listed	1	0.1%	5.0%	0.0%
Black or African American, White	1	0.1%	10.0%	0.0%
Black Or African American	136	11.1%	19.7%	10.1%
Native Hawaiian Or Other Pacific Islander	4	0.3%	21.3%	0.3%
Other Or Not Listed, American Indian Or Alaska Native	1	0.1%	0.1%	0.0%
Other Or Not Listed, Asian	1	0.1%	0.0%	0.0%
Other Or Not Listed, White	1	0.1%	1.0%	0.0%
Other Or Not Listed	92	7.5%	33.8%	11.7%
White, Other Or Not Listed	2	0.2%	75.0%	0.6%
White	694	56.5%	17.8%	46.6%
Prefer Not To Answer	12	1.0%	35.2%	1.6%
Entitiy	176	14.3%	23.1%	15.3%
Grand Total	1,229	100.0%	21.6%	100.0%



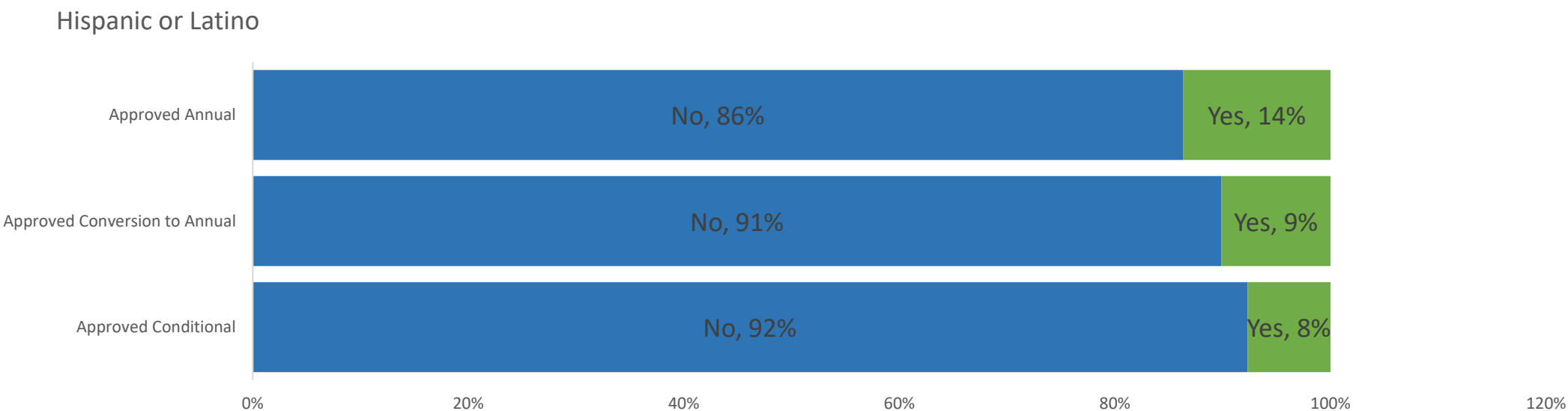
Approved Conversion to Annual Licensee Persons of Interest Self-Identity (With Average & Aggregate Ownership Percentages)

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%	0.1%
American IndianOr Alaska Native, White	2	0.1%	50.0%	0.2%
American Indian Or Alaska Native	11	0.7%	17.3%	0.4%
Asian, Native Hawaiian Or Other Pacific	1	0.1%	100.0%	0.2%
Asian, Other Or Not Listed	1	0.1%	16.3%	0.0%
Asian	169	11.0%	35.0%	13.2%
Black Or AfricanAmerican, Asian, Other Or Not Listed	1	0.1%	10.0%	0.0%
Black Or African American, Other Or Not Listed	2	0.1%	75.0%	0.3%
Black or African American, White	1	0.1%	1.0%	0.0%
Black Or African American	214	14.0%	41.7%	19.9%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0.0%	0.0%
Black Or African American, American Indian Or Alaska Native	1	0.1%	0.0%	0.0%
Other Or Not Listed, Asian	1	0.1%	16.3%	0.0%
Other Or Not Listed, "Black Or African American	2	0.1%	78.5%	0.4%
Other Or Not Listed	137	8.9%	38.9%	11.9%
Asian, White	1	0.1%	43.5%	0.1%
White, Black Or African American	1	0.1%	50.0%	0.1%
White, Other Or Not Listed	3	0.2%	53.7%	0.4%
White	777	50.8%	23.6%	40.9%
Prefer Not To Answer	12	0.8%	42.6%	1.1%
Entitiy	192	12.5%	24.9%	10.7%
Grand Total	1,531	100.0%	29.3%	100.0%



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	934	78	1,229
Approved Conversion to Annual	1,163	131	1,531
Approved Conditional	3,033	480	4,181
Grand Total	5,130	689	6,941





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