



# Quarterly Data Report

## Q3 2024



*(All data in this report is as of October 8th, 2024, unless otherwise stated.)*

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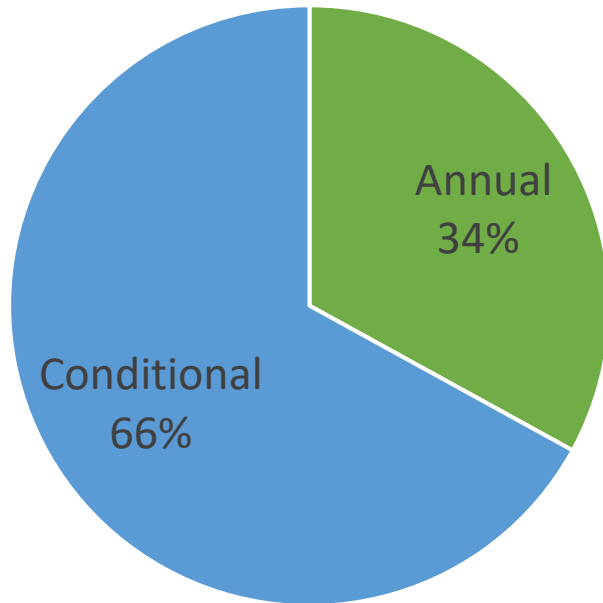


# **All Applicants Application Data**



# Applications by Application Type

<u>Application Type</u>	<u>Number</u>	<u>Percentage</u>
Annual	936	34%
Conditional	1797	66%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>

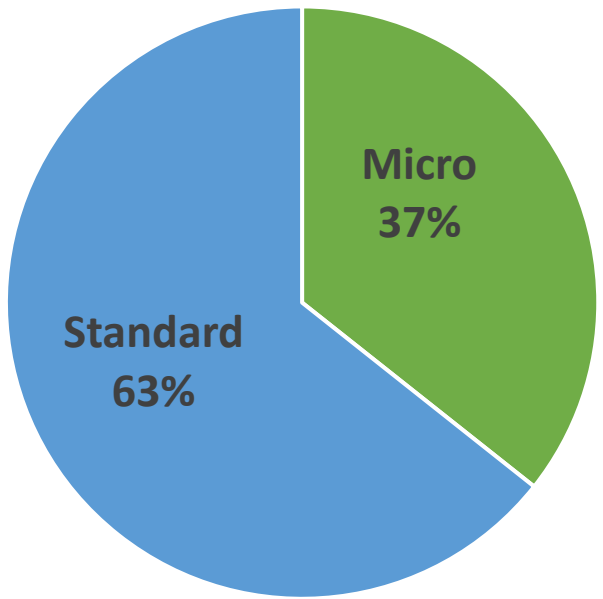


<u>License Type</u>	<u>Application Type</u>		<u>Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	206	424	630
Manufacturer	174	270	444
Wholesaler	7	22	29
Distributor	5	23	28
Retailer	519	1014	1533
Delivery	12	44	56
Testing Laboratory	13	0	13
<b>Grand Total</b>	<b>936</b>	<b>1797</b>	<b>2733</b>



# Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	1000	37%
Standard	1733	63%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>



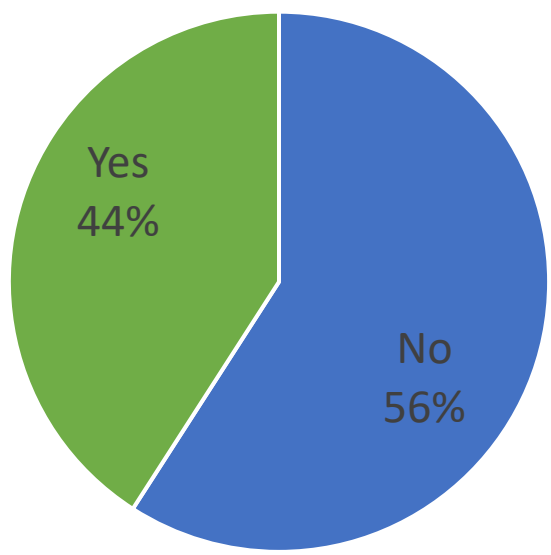
<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	242	388	630
Manufacturer	119	325	444
Wholesaler	9	20	29
Distributor	13	15	28
Retailer	577	956	1533
Delivery	38	18	56
Testing Laboratory	2	11	13
<b>Grand Total</b>	<b>1000</b>	<b>1733</b>	<b>2733</b>





# Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1543	56%
Yes	1190	44%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>

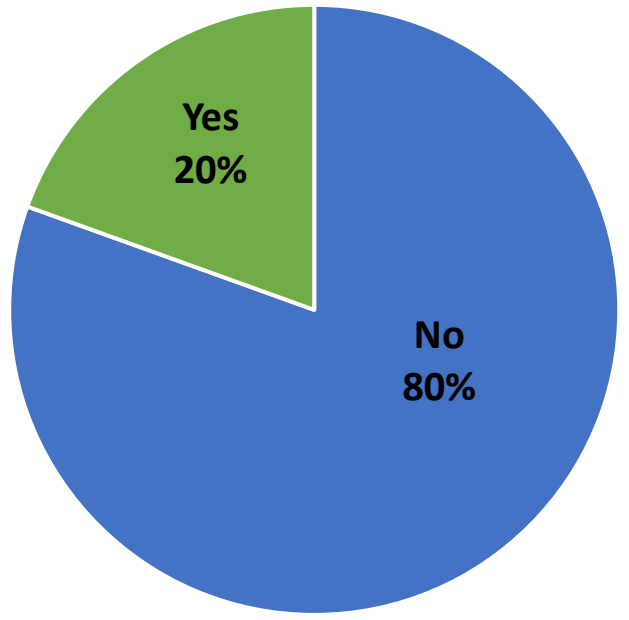


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	316	314	630
Manufacturer	245	199	444
Wholesaler	16	13	29
Distributor	14	14	28
Retailer	909	624	1533
Delivery	32	24	56
Testing Laboratory	11	2	13
<b>Grand Total</b>	<b>1543</b>	<b>1190</b>	<b>2733</b>



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

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	2199	80%
Yes	534	20%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>

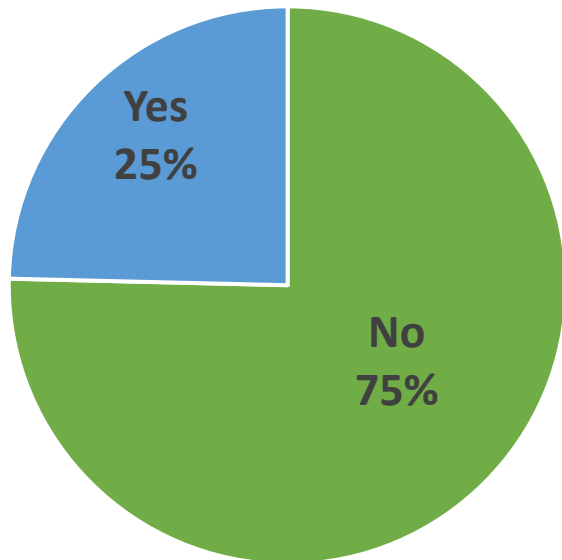


<u>License Type</u>	<u>Economically Disadvantaged Area</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	492	138	630
Manufacturer	377	67	444
Wholesaler	22	7	29
Distributor	21	7	28
Retailer	1236	297	1533
Delivery	38	18	56
Testing Laboratory	13	0	13
<b>Grand Total</b>	<b>2199</b>	<b>534</b>	<b>2733</b>



# Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	2056	75%
Yes	677	25%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>



<u>License Type</u>	<u>Social Equity</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	425	205	630
Manufacturer	331	113	444
Wholesaler	18	11	29
Distributor	17	11	28
Retailer	1215	318	1533
Delivery	38	18	56
Testing Laboratory	12	1	13
<b>Grand Total</b>	<b>2056</b>	<b>677</b>	<b>2733</b>

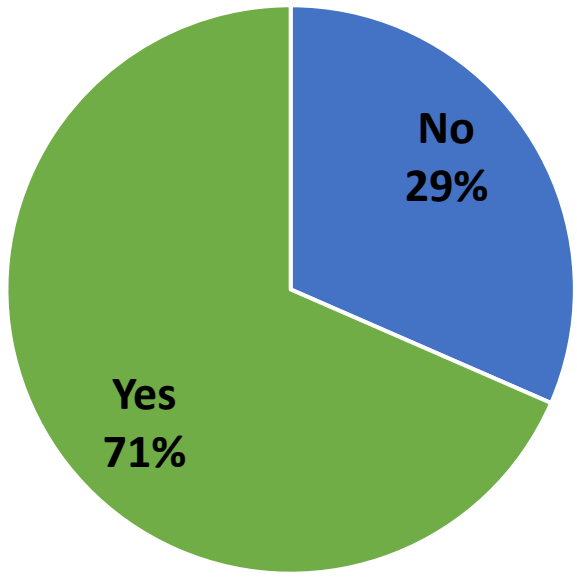
***A “Social Equity Business” is a license applicant or licenseholder that meets the requirements of N.J.A.C. 17:30-6.6***





# Applications by Diversely-Owned Business Status

<u>Diversely Owned</u>	<u>Number</u>	<u>Percentage</u>
No	797	29%
Yes	1936	71%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>



<u>License Type</u>	<u>Diversely Owned</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	238	392	630
Manufacturer	170	274	444
Wholesaler	10	19	29
Distributor	9	19	28
Retailer	349	1184	1533
Delivery	11	45	56
Testing Laboratory	10	3	13
<b>Grand Total</b>	<b>797</b>	<b>1936</b>	<b>2733</b>



# Diversely-Owned Business Applicants by Category

<u>Diversely Owned Category</u>	<u>Number</u>	<u>Percentage</u>
Disabled Veteran & Minority Owned	19	0.70%
Disabled Veteran & Woman Owned	1	0.04%
Disabled Veteran Owned	60	2.20%
Disabled Veteran, Minority & Woman Owned	17	0.62%
Minority & Woman Owned	514	18.81%
Minority Owned	747	27.33%
Not Diversely Owned	793	29.02%
Woman Owned	582	21.30%
<b>Grand Total</b>	<b>2733</b>	<b>100.00%</b>

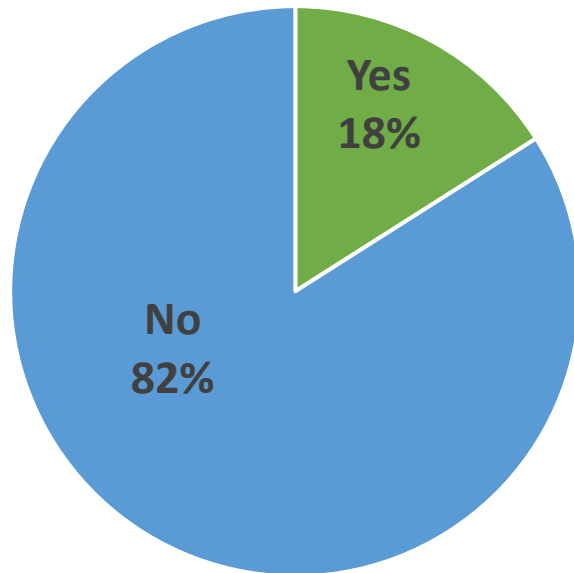
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	97
Minority Owned	1297
Woman Owned	1114

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	2242	82%
Yes	491	18%
<b>Grand Total</b>	<b>2733</b>	<b>100%</b>



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	481	149	630
Manufacturer	363	81	444
Wholesaler	21	8	29
Distributor	23	5	28
Retailer	1300	233	1533
Delivery	41	15	56
Testing Laboratory	13		13
<b>Grand Total</b>	<b>2242</b>	<b>491</b>	<b>2733</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	72	134	424	630
Class 2 Manufacturer	75	99	270	444
Class 3 Wholesaler	4	3	22	29
Class 4 Distributor	5	0	23	28
Class 5 Retailer	208	311	1014	1533
Class 6 Delivery	7	5	44	56
Testing Laboratory	13	0	0	13
<b>Grand Total</b>	<b>384</b>	<b>552</b>	<b>1797</b>	<b>2733</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	18.8%	24.3%	23.6%	23.1%
Class 2 Manufacturer	19.5%	17.9%	15.0%	16.2%
Class 3 Wholesaler	1.0%	0.5%	1.2%	1.1%
Class 4 Distributor	1.3%	0.0%	1.3%	1.0%
Class 5 Retailer	54.2%	56.3%	56.4%	56.1%
Class 6 Delivery	1.8%	0.9%	2.4%	2.0%
Testing Laboratory	3.4%	0.0%	0.0%	0.5%
<b>Grand Total</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>	<b>100.0%</b>



# DVOB and SEB Awardees

600 Annual Licenses Awarded*		
Social Equity Businesses	95	16%
Diversely-Owned Businesses	420	70%

*\*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	20%	20%	14%	13%
Minority Owned	50%	50%	42%	41%
Black or African American	20%	20%	14%	12%
Hispanic or Latino	12%	12%	7%	6%

Notes:

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

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

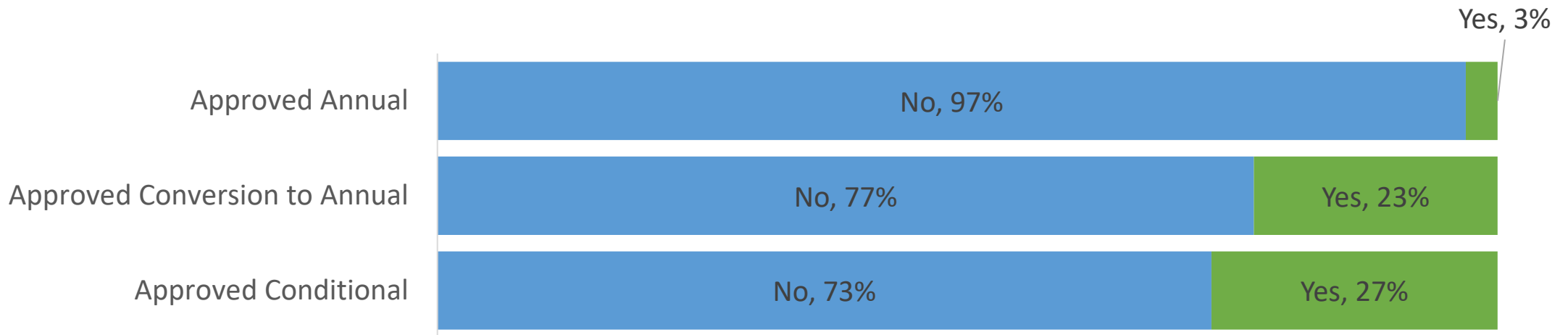
**Minority-Owned** refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

**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

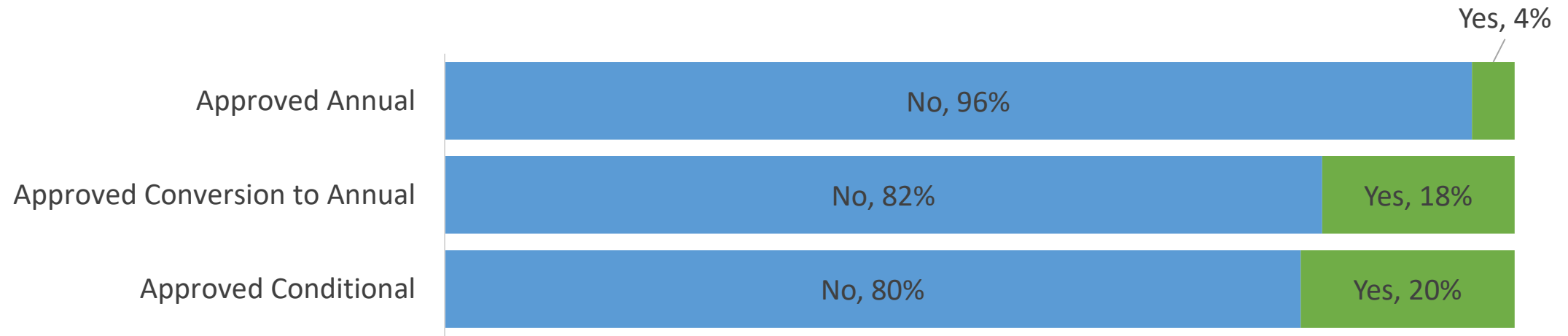
License	Social Equity Business		Total
	No	Yes	
Approved Annual	206	7	213
Approved Conversion to Annual	299	88	387
Approved Conditional	1108	400	1508
<b>Grand Total</b>	<b>1613</b>	<b>495</b>	<b>2108</b>





# Majority Ownership Awardees with Prior Marijuana Conviction

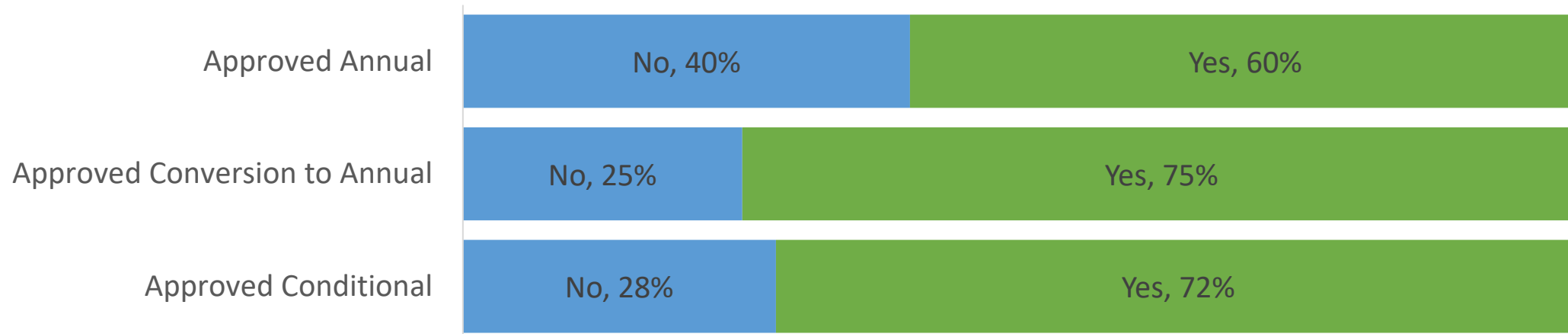
License	Previous Marijuana Conviction		Total
	No	Yes	
Approved Annual	205	8	213
Approved Conversion to Annual	318	69	387
Approved Conditional	1208	300	1508
<b>Grand Total</b>	<b>1731</b>	<b>377</b>	<b>2108</b>





# Diversely-Owned Business Awardees by Application Type

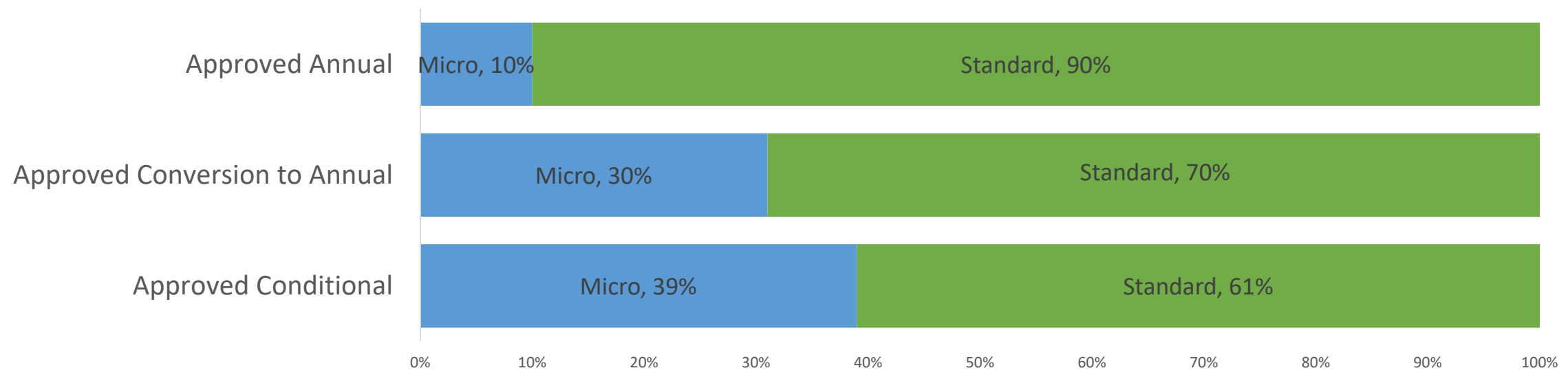
<u>License</u>	<u>Diversely Owned Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	85	128	213
Approved Conversion to Annual	95	292	387
Approved Conditional	418	1090	1508
<b>Grand Total</b>	<b>598</b>	<b>1510</b>	<b>2108</b>





# Cannabis Awardees by Business Category

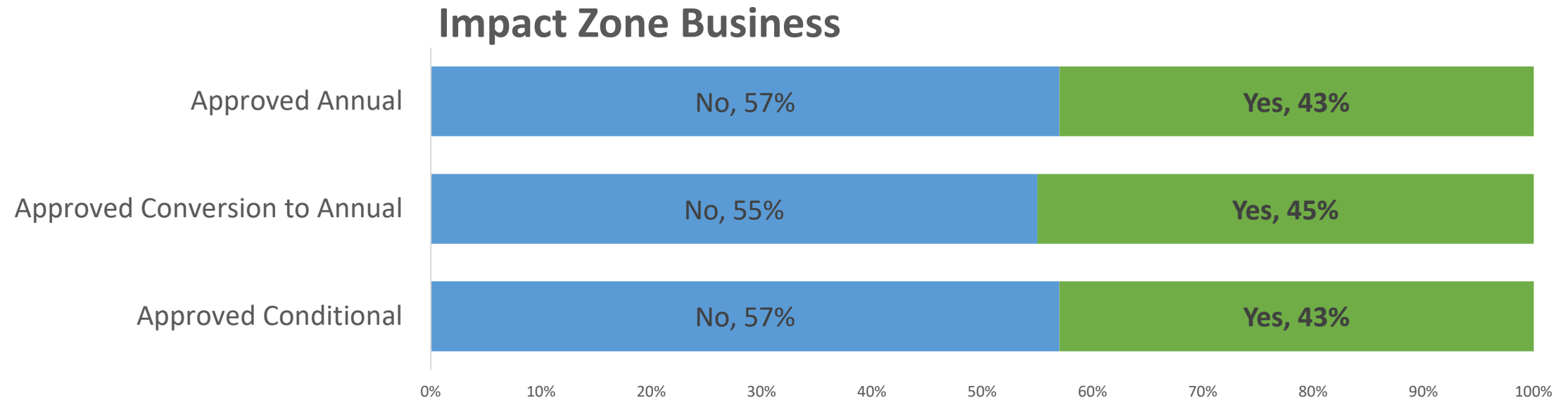
<u>Licensees</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Approved Annual	25	188	213
Approved Conversion to Annual	125	262	387
Approved Conditional	588	920	1508
<b>Grand Total</b>	<b>738</b>	<b>1370</b>	<b>2108</b>





# Impact Zone Business Awardees

<u>Business Category</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	122	91	213
Approved Conversion to Annual	212	175	387
Approved Conditional	866	642	1508
<b>Grand Total</b>	<b>1200</b>	<b>908</b>	<b>2108</b>

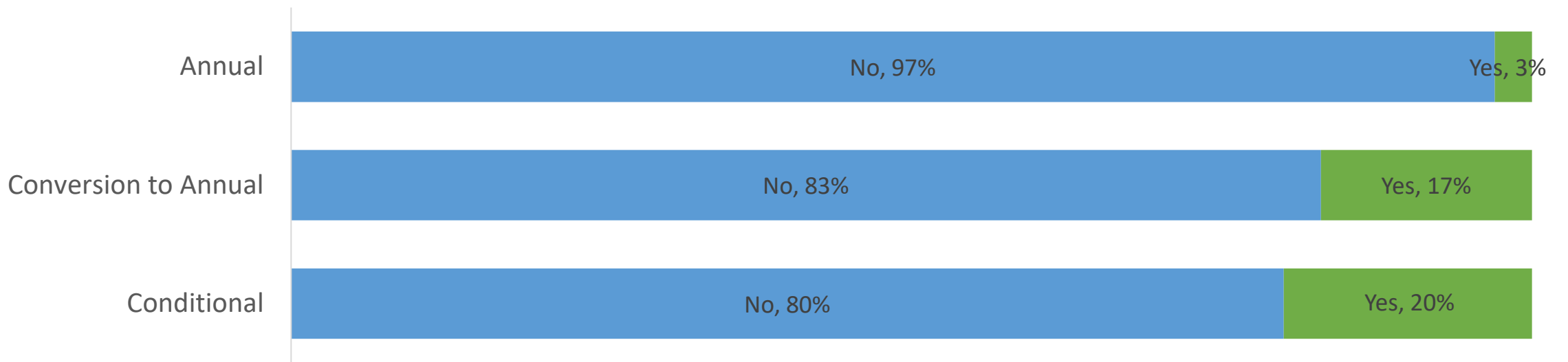






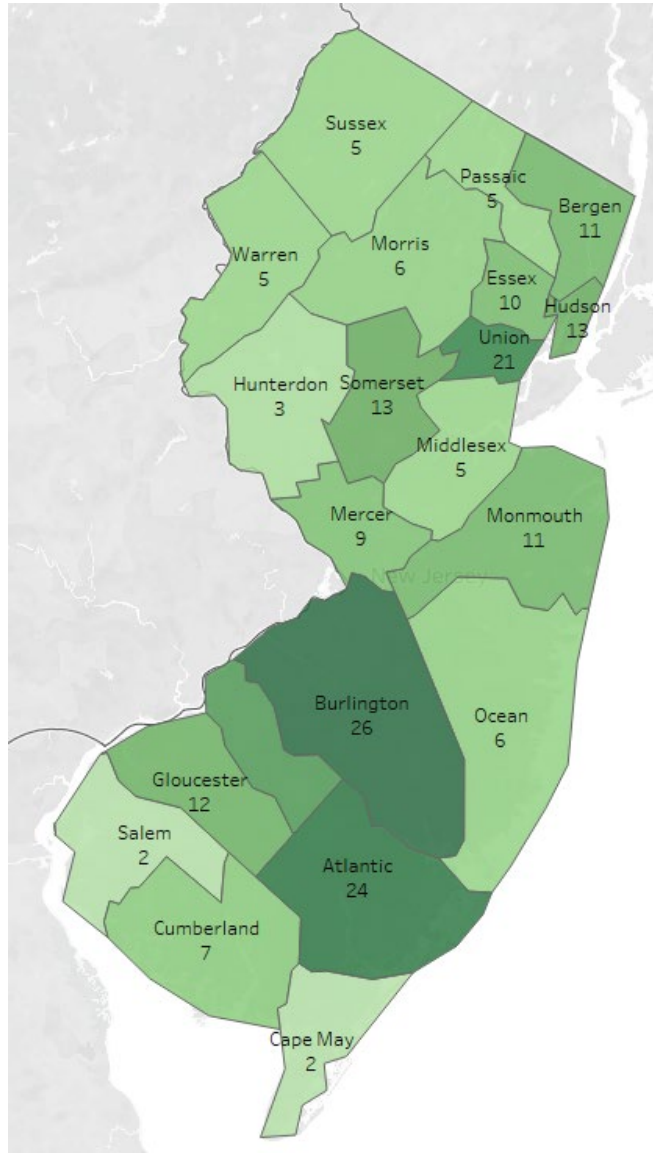
# Awardee Majority Owners in an Economically Disadvantaged Area (EDA)

Business Category	EDA Business		Total
	No	Yes	
Approved Annual	206	7	213
Approved Conversion to Annual	323	64	387
Approved Conditional	1200	308	1508
<b>Grand Total</b>	<b>1729</b>	<b>379</b>	<b>2108</b>





# Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	24
Bergen	11
Burlington	26
Camden	17
Cape May	2
Cumberland	7
Essex	10
Gloucester	12
Hudson	13
Hunterdon	3
Mercer	9
Middlesex	5
Monmouth	11
Morris	6
Ocean	6
Passaic	5
Salem	2
Somerset	13
Sussex	5
Union	21
Warren	5
<b>Grand Total</b>	<b>213</b>

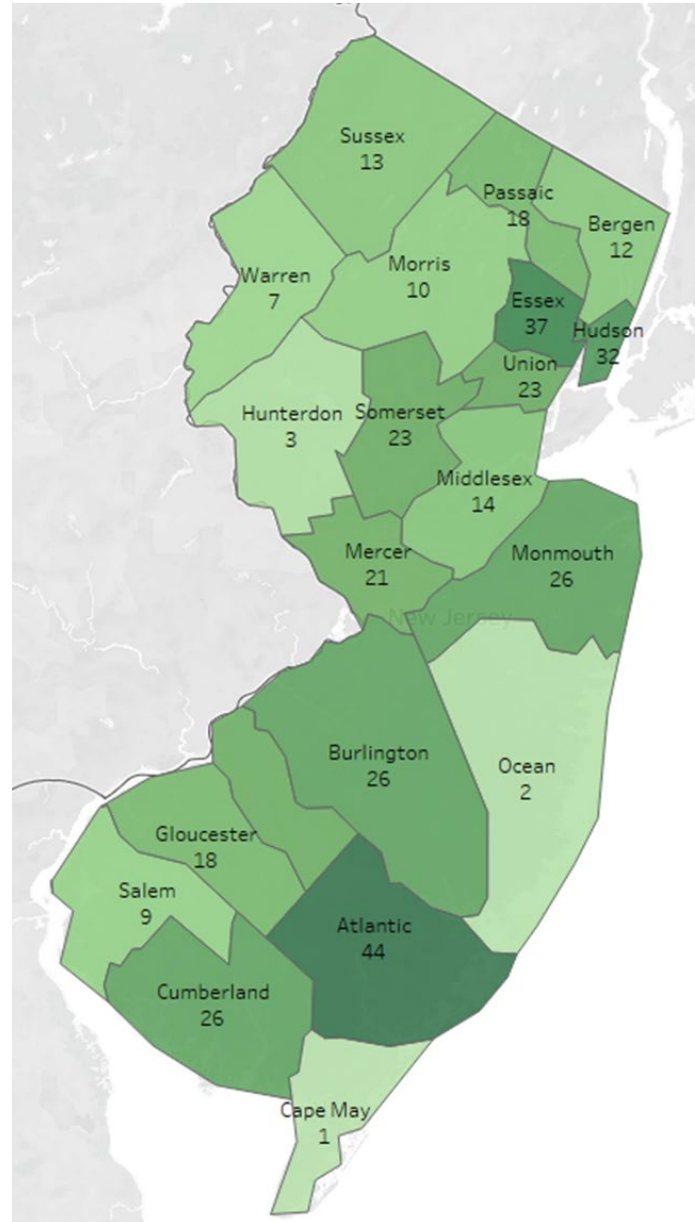


# Annual Licensee Awardees Distribution by County

Annual Awardee by County & License Type								
Row Labels	class1Cultivator	class2Manufacturer	class3Wholesaler	class4Distributor	class5Retailer	class6Delivery	Testing Laboratory	Grand Total
Atlantic	6	5	-	-	13	-	-	24
Bergen	3	3	-	-	5	-	-	11
Burlington	7	3	-	-	14	-	2	26
Camden	3	2	-	-	11	-	1	17
Cape May	1	-	-	-	1	-	-	2
Cumberland	4	3	-	-	-	-	-	7
Essex	2	1	-	-	6	1	-	10
Gloucester	4	4	-	-	4	-	-	12
Hudson	-	-	-	-	13	-	-	13
Hunterdon	-	-	-	-	3	-	-	3
Mercer	2	4	-	-	2	-	1	9
Middlesex	-	-	-	-	4	-	1	5
Monmouth	1	2	-	1	7	-	-	11
Morris	-	1	-	-	3	-	2	6
Ocean	-	1	-	-	5	-	-	6
Passaic	2	1	-	-	2	-	-	5
Salem	-	1	-	-	1	-	-	2
Somerset	1	2	-	-	1-	-	-	13
Sussex	1	1	-	-	3	-	-	5
Union	2	4	1	1	13	-	-	21
Warren	2	2	-	-	1	-	-	5
<b>Grand Total</b>	<b>41</b>	<b>4-</b>	<b>1</b>	<b>2</b>	<b>121</b>	<b>1</b>	<b>7</b>	<b>213</b>



# Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
<u>County</u>	<u>Approved Annual</u>
Atlantic	44
Bergen	12
Burlington	26
Camden	22
Cape May	1
Cumberland	26
Essex	37
Gloucester	18
Hudson	32
Hunterdon	3
Mercer	21
Middlesex	14
Monmouth	26
Morris	10
Ocean	2
Passaic	18
Salem	9
Somerset	23
Sussex	13
Union	23
Warren	7
<b>Grand Total</b>	<b>387</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	17	4	23	44
Bergen	2	6	4	12
Burlington	7	6	13	26
Camden	2	4	16	22
Cape May	-	-	1	1
Cumberland	13	9	4	26
Essex	6	7	24	37
Gloucester	3	4	11	18
Hudson	1	-	31	32
Hunterdon	-	-	3	3
Mercer	8	5	8	21
Middlesex	1	5	8	14
Monmouth	8	6	12	26
Morris	-	2	8	10
Ocean	2	-	-	2
Passaic	5	4	9	18
Salem	5	2	2	9
Somerset	4	2	17	23
Sussex	3	2	8	13
Union	5	4	14	23
Warren	2	2	3	7
<b>Grand Total</b>	<b>94</b>	<b>74</b>	<b>219</b>	<b>387</b>



# Persons of Interest Data





# Approved Annual Licensee Persons of Interest Self-Identity

## With Average & Aggregate Ownership Percentages

<b>Person of Interest Self Identity (97 Awardees)</b>	<b>Number</b>	<b>Percentage</b>	<b>Average Ownership Percentage</b>	<b>Percent of Total Ownership</b>
American Indian Or Alaska Native	2	0.2%	0%	0.0%
American Indian Or Alaska Native, Black Or African American	1	0.1%	100%	0.5%
Asian	74	8.1%	38%	13.4%
Asian, Black Or African American	1	0.1%	15%	0.1%
Asian, Other Or Not Listed	2	0.2%	39%	0.4%
Asian, White	2	0.2%	19%	0.2%
Black Or African American	107	11.6%	20%	10.0%
Black Or African American, American Indian Or Alaska Native	1	0.1%	51%	0.2%
Black Or African American, Other Or Not Listed	1	0.1%	5%	0.0%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0%	0.0%
Other Or Not Listed	72	7.8%	36%	12.1%
Other Or Not Listed, American Indian Or Alaska Native	1	0.1%	0%	0.0%
Other Or Not Listed, Asian	1	0.1%	0%	0.0%
White	533	58.0%	17%	43.3%
White, American Indian Or Alaska Native	1	0.1%	0%	0.0%
White, Other Or Not Listed	1	0.1%	50%	0.2%
(blank)	118	12.8%	35%	19.6%
<b>Grand Total</b>	<b>919</b>	<b>100.0%</b>	<b>23%</b>	<b>100.0%</b>



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

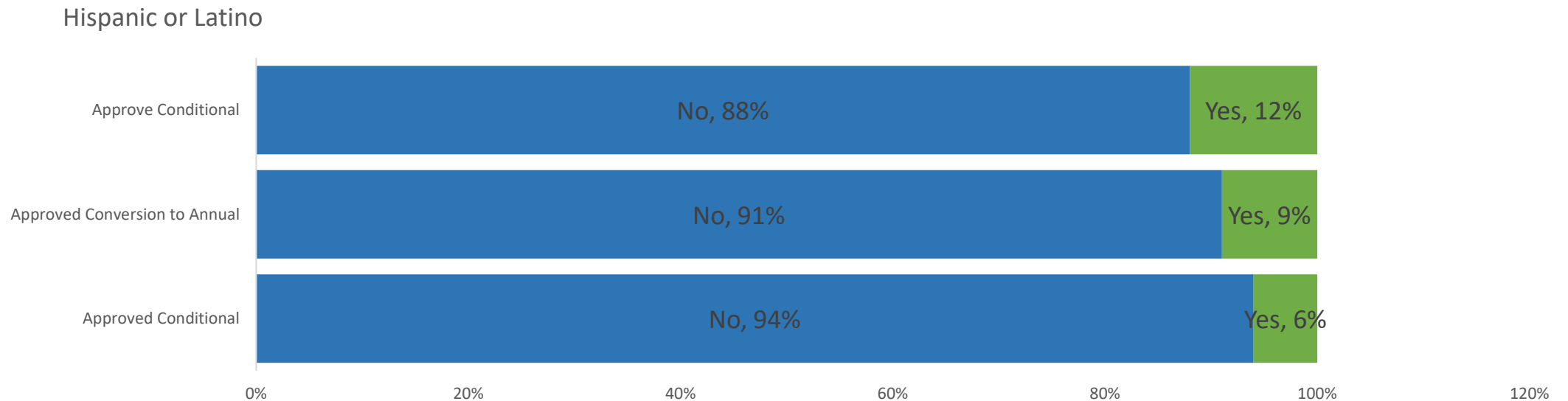
## With Average & Aggregate Ownership Percentages

<u>Person of Interest Self Identity (134 Awardees)</u>	<u>Number</u>	<u>Percentage</u>	<u>Average Ownership Percentage</u>	<u>Percent of Total Ownership</u>
American Indian Or Alaska Native	11	0.82%	17%	0.49%
American Indian Or Alaska Native, Black Or African American	1	0.07%	40%	0.10%
American Indian Or Alaska Native, White	2	0.15%	50%	0.26%
Asian	149	11.15%	35%	13.36%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.07%	100%	0.26%
Asian, Other Or Not Listed	1	0.07%	16%	0.04%
Black Or African American	165	12.35%	42%	17.72%
Black Or African American, Asian, Other Or Not Listed	1	0.07%	10%	0.03%
Black Or African American, Other Or Not Listed	2	0.15%	75%	0.39%
Black Or African American, White	1	0.07%	1%	0.00%
Native Hawaiian Or Other Pacific Islander	1	0.07%	0%	0.00%
Other Or Not Listed	121	9.06%	39%	12.33%
Other Or Not Listed, American Indian Or Alaska Native	1	0.07%	0%	0.00%
Other Or Not Listed, Asian	1	0.07%	16%	0.04%
Other Or Not Listed, Black Or African American	2	0.15%	79%	0.41%
White	694	51.95%	23%	41.73%
White, Asian	1	0.07%	44%	0.11%
White, Black Or African American	1	0.07%	50%	0.13%
White, Other Or Not Listed	3	0.22%	54%	0.42%
(blank)	177	13.25%	27%	12.19%
<b>Grand Total</b>	<b>1336</b>	<b>100.00%</b>	<b>29%</b>	<b>100.00%</b>



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

<u>Licensees</u>	Hispanic or Latino		<u>Grand Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	863	56	919
Approved Conversion to Annual	1219	117	1336
Approved Conditional	3405	447	3852
<b>Grand Total</b>	<b>5487</b>	<b>620</b>	<b>6107</b>





# Additional Data



# 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