



Quarterly Data Report

Q4 2024



(All data in this report is as of March 11th, 2025, unless otherwise stated.)

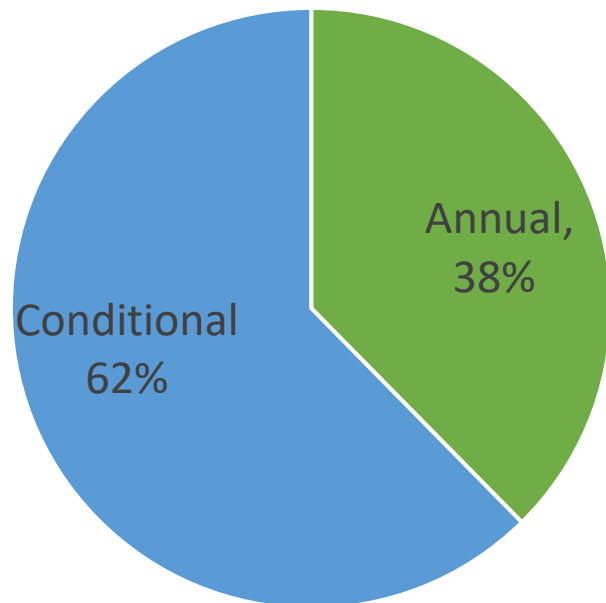


All Applicants Application Data



Applications by Application Type

<u>Application Type</u>	<u>Number</u>	<u>Percentage</u>
Annual	1130	38%
Conditional	1873	62%
Grand Total	3003	100%

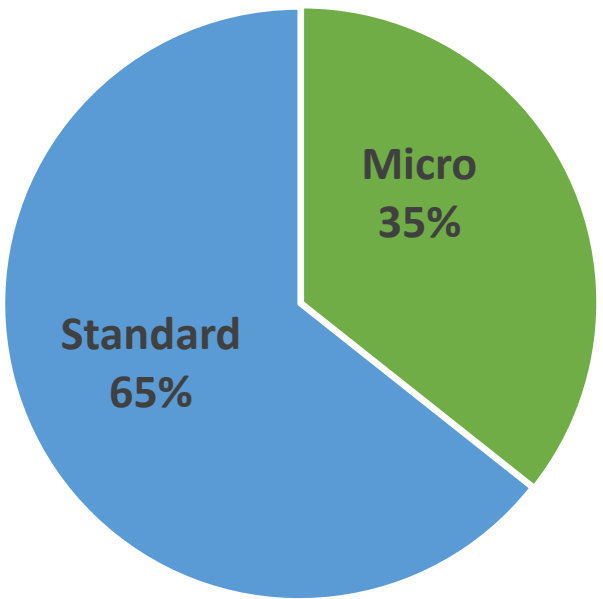


<u>License Type</u>	<u>Application Type</u>		<u>Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	261	441	702
Manufacturer	204	279	483
Wholesaler	8	22	30
Distributor	6	25	31
Retailer	625	1054	1679
Delivery	14	49	63
Testing Laboratory	12	3	15
Grand Total	1130	1873	3003



Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	1057	35%
Standard	1946	65%
Grand Total	3003	100%

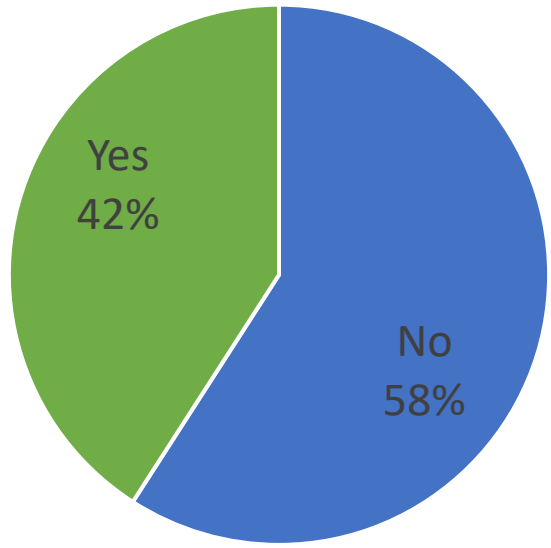


<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	256	446	702
Manufacturer	129	354	483
Wholesaler	10	20	30
Distributor	14	17	31
Retailer	603	1076	1679
Delivery	43	20	63
Testing Laboratory	2	13	15
Grand Total	1057	1946	3003



Applicants Proposed in Impact Zones

<u>Impact Zone Business</u>	<u>Number</u>	<u>Percentage</u>
No	1747	58%
Yes	1256	42%
Grand Total	3003	100%

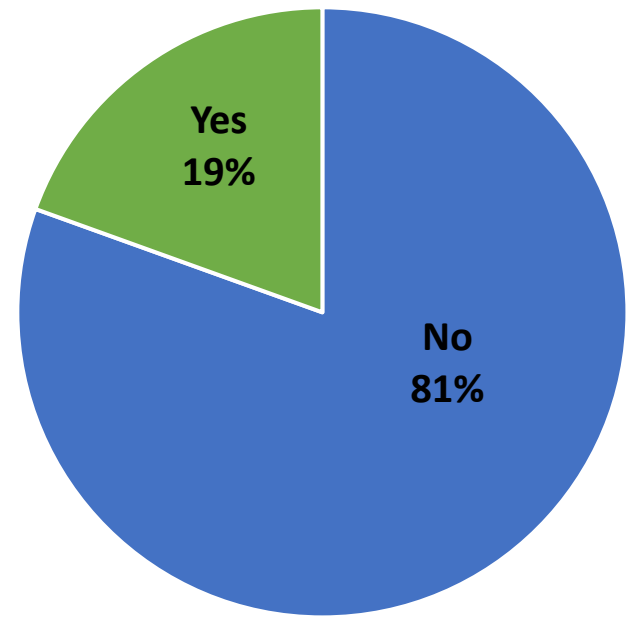


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	368	334	702
Manufacturer	274	209	483
Wholesaler	16	14	30
Distributor	15	16	31
Retailer	1025	654	1679
Delivery	36	27	63
Testing Laboratory	13	2	15
Grand Total	1747	1256	3003



Applicant Majority Owners who Resided or are Residing in an EDA

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	2435	81%
Yes	568	19%
Grand Total	3003	100%

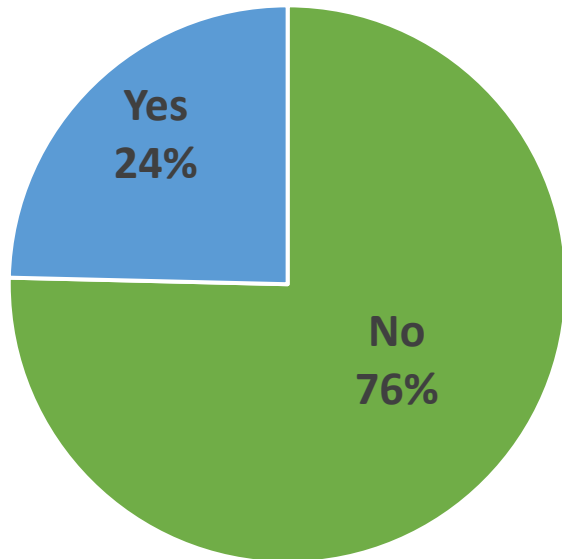


<u>License Type</u>	<u>Economically Disadvantaged Area</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	557	145	702
Manufacturer	412	71	483
Wholesaler	22	8	30
Distributor	24	7	31
Retailer	1364	315	1679
Delivery	41	22	63
Testing Laboratory	15	0	15
Grand Total	2435	568	3003



Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	2286	76%
Yes	717	24%
Grand Total	3003	100%



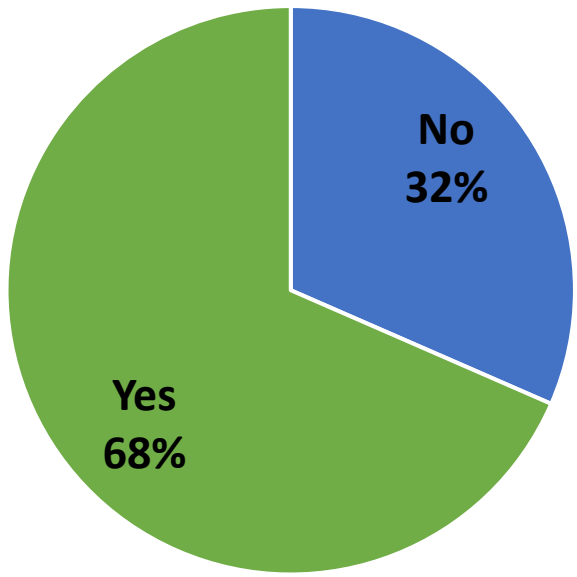
<u>License Type</u>	<u>Social Equity</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	488	214	702
Manufacturer	366	117	483
Wholesaler	18	12	30
Distributor	20	11	31
Retailer	1340	339	1679
Delivery	40	23	63
Testing Laboratory	14	1	15
Grand Total	2286	717	3003

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	970	32%
Yes	2033	68%
Grand Total	3003	100%



<u>License Type</u>	<u>Diversely Owned</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	291	411	702
Manufacturer	200	283	483
Wholesaler	10	20	30
Distributor	10	21	31
Retailer	435	1244	1679
Delivery	12	51	63
Testing Laboratory	12	3	15
Grand Total	970	2033	3003



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	63	2.10%
Disabled Veteran, Minority & Woman Owned	19	0.63%
Minority & Woman Owned	537	17.88%
Minority Owned	786	26.17%
Not Diversely Owned	966	32.17%
Woman Owned	612	20.39%
Grand Total	3003	100.00%

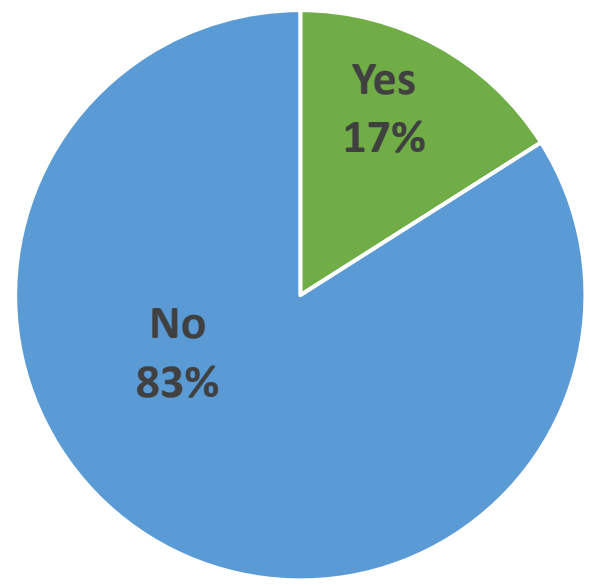
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	102
Minority Owned	1361
Woman Owned	1169

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	2487	83%
Yes	516	17%
Grand Total	3003	100%



Prior Marijuana Conviction

<u>License Type</u>	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	548	154	702
Manufacturer	398	85	483
Wholesaler	22	8	30
Distributor	25	6	31
Retailer	1434	245	1679
Delivery	45	18	63
Testing Laboratory	15	0	15
Grand Total	2487	516	3003



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	42	101	358	501
Class 2 Manufacturer	45	78	250	373
Class 3 Wholesaler	2	0	15	17
Class 4 Distributor	3	0	11	14
Class 5 Retailer	128	234	885	1247
Class 6 Delivery	1	1	29	31
Testing Laboratory	7	0	1	8
Grand Total	228	414	1549	2191

<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%	24.40%	23.11%	22.87%
Class 2 Manufacturer	19.74%	18.84%	16.14%	17.02%
Class 3 Wholesaler	0.88%	0.00%	0.97%	0.78%
Class 4 Distributor	1.32%	0.00%	0.71%	0.64%
Class 5 Retailer	56.14%	56.52%	57.13%	56.91%
Class 6 Delivery	0.44%	0.24%	1.87%	1.41%
Testing Laboratory	3.07%	0.00%	0.06%	0.37%
Grand Total	100.00%	100.00%	100.00%	100.00%



DVOB and SEB Awardees

600 Annual Licenses Awarded*		
Social Equity Businesses	106	17%
Diversely-Owned Businesses	457	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	22%	21%	14%	13%
Minority Owned	51%	50%	36%	43%
Black or African American	21%	20%	13%	14%
Hispanic or Latino	12%	11%	7%	8%

Notes:

Annual data includes conditional-to-annual conversions.

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

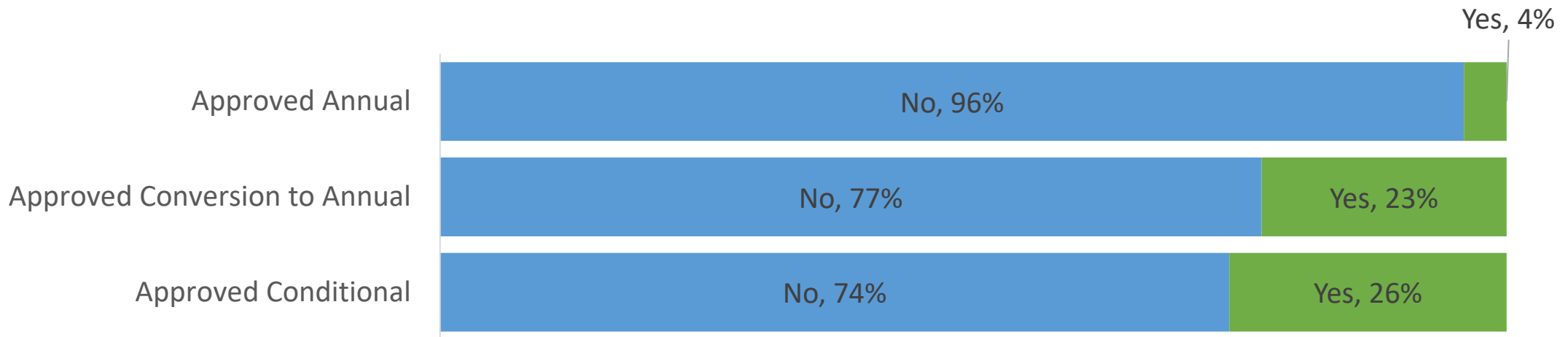
Minority-Owned refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

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

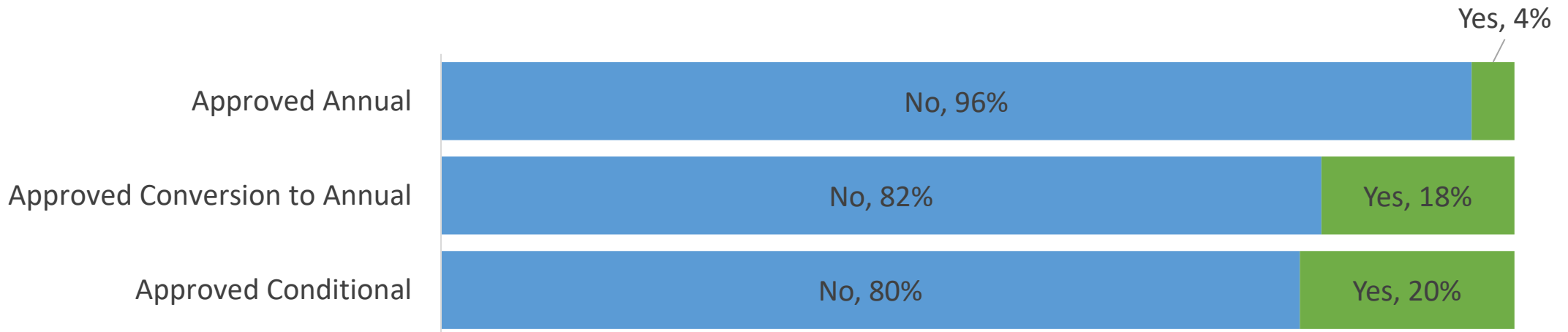
License	Social Equity Business		Total
	No	Yes	
Approved Annual	218	10	228
Approved Conversion to Annual	318	96	414
Approved Conditional	1144	405	1549
Grand Total	1680	511	2191





Majority Ownership Awardees with Prior Marijuana Conviction

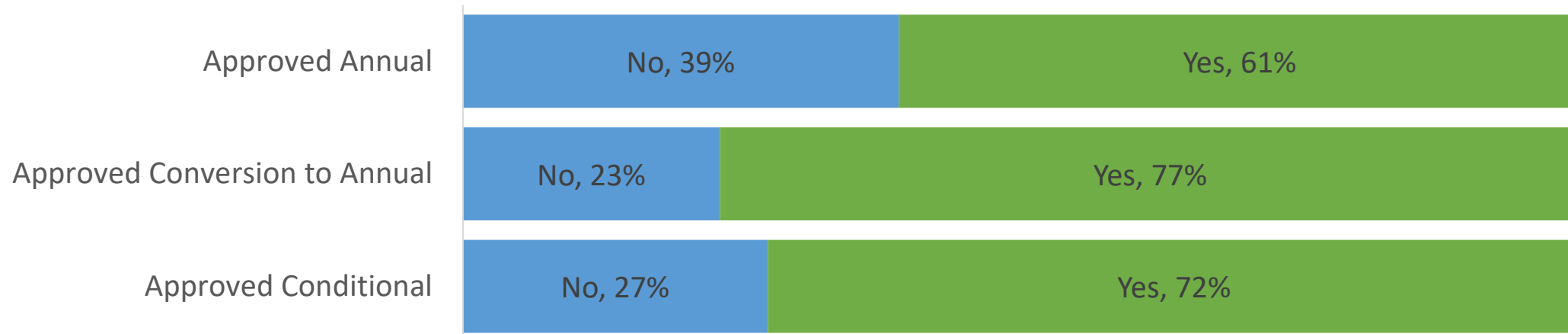
License	Previous Marijuana Conviction		Total
	No	Yes	
Approved Annual	218	10	228
Approved Conversion to Annual	339	75	414
Approved Conditional	1244	305	1549
Grand Total	1801	390	2191





Diversely-Owned Business Awardees by Application Type

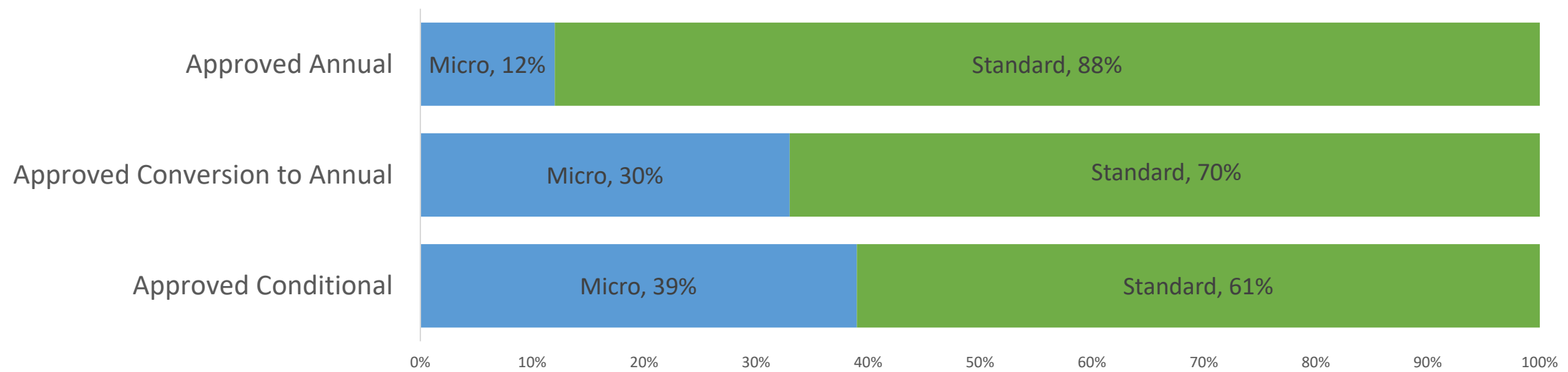
<u>License</u>	<u>Diversely Owned Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	89	139	228
Approved Conversion to Annual	96	318	414
Approved Conditional	432	1117	1549
Grand Total	617	1574	2191





Cannabis Awardees by Business Category

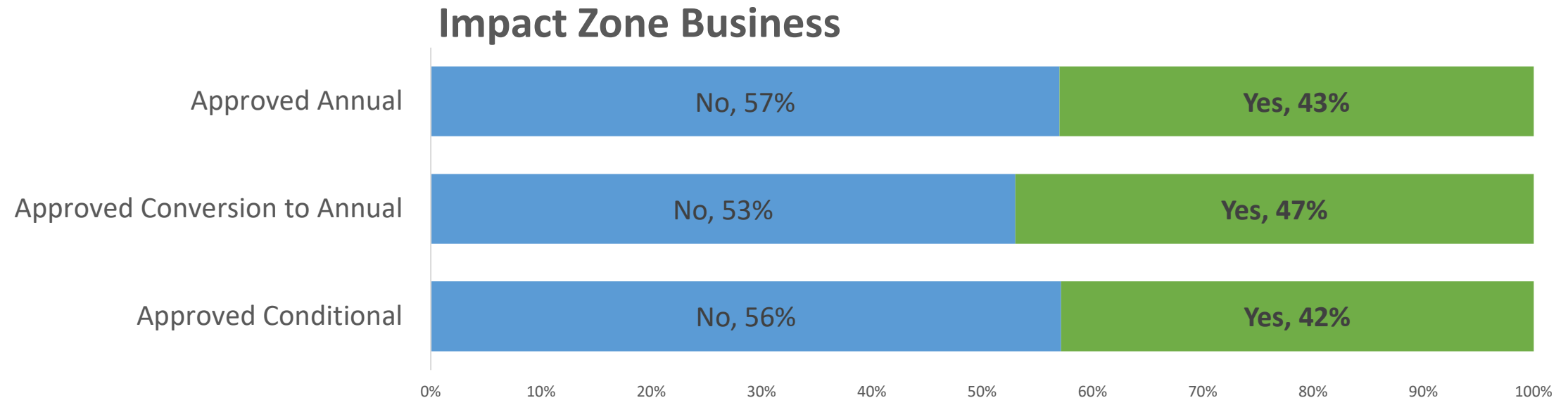
Licensees	Business Category		
	Micro	Standard	Total
Approved Annual	28	200	228
Approved Conversion to Annual	138	276	414
Approved Conditional	601	948	1549
Grand Total	767	1424	2191





Impact Zone Business Awardees

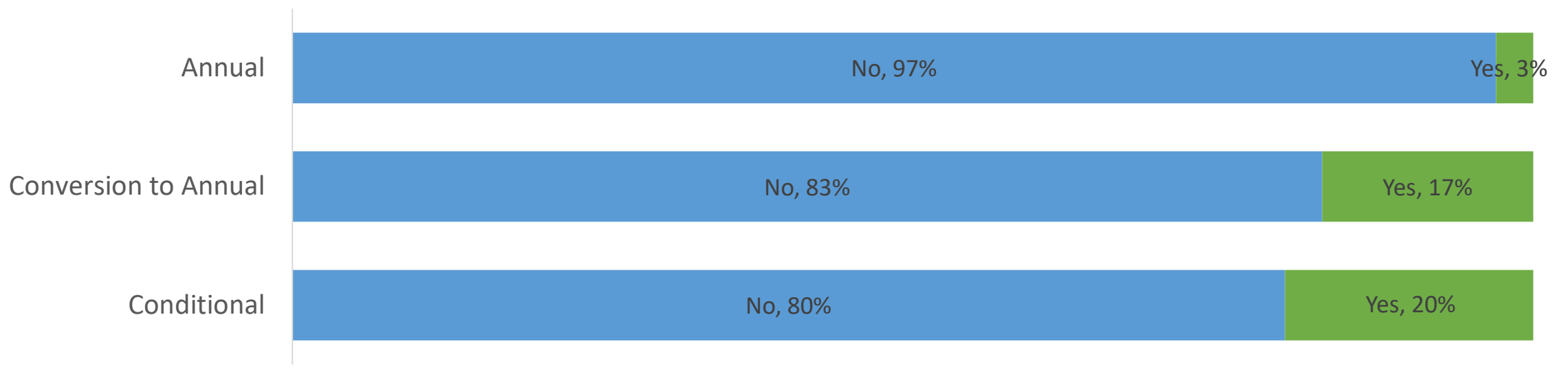
<u>Business Category</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	130	98	228
Approved Conversion to Annual	221	193	414
Approved Conditional	891	658	1549
Grand Total	1242	949	2191





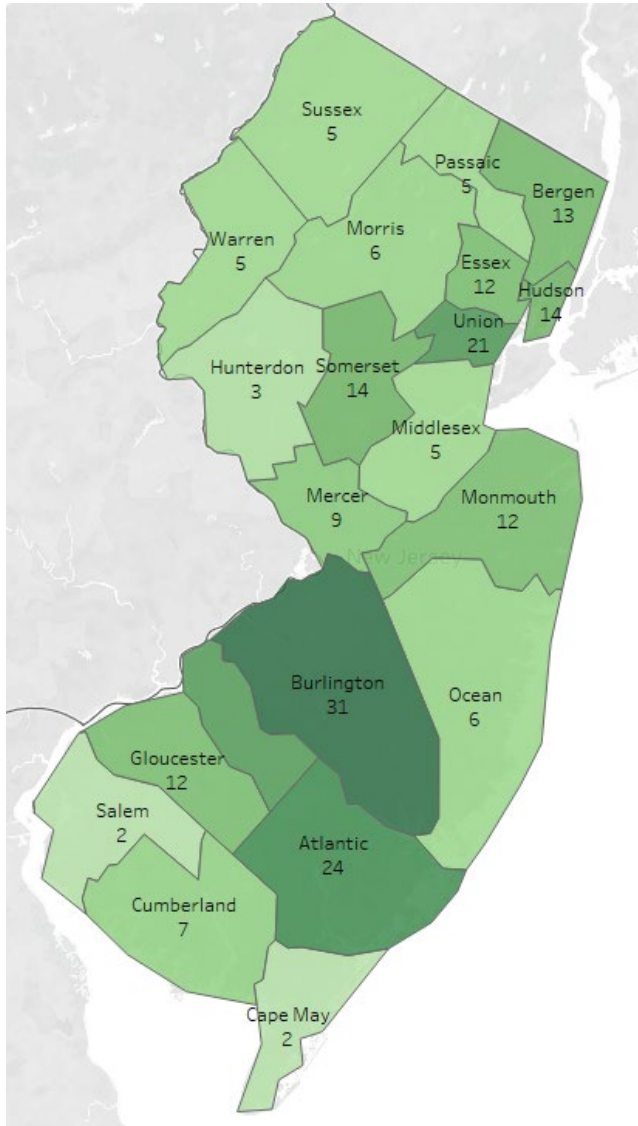
Awardee Majority Owners in an Economically Disadvantaged Area (EDA)

Business Category	EDA Business		Total
	No	Yes	
Approved Annual	220	8	228
Approved Conversion to Annual	340	74	414
Approved Conditional	1232	317	1549
Grand Total	1792	399	2191





Annual Licensee Awardees Distribution by County



Annual Awardees	
County	Number
Atlantic	24
Bergen	13
Burlington	31
Camden	20
Cape May	2
Cumberland	7
Essex	12
Gloucester	12
Hudson	14
Hunterdon	3
Mercer	9
Middlesex	5
Monmouth	12
Morris	6
Ocean	6
Passaic	5
Salem	2
Somerset	14
Sussex	5
Union	21
Warren	5
Grand Total	228

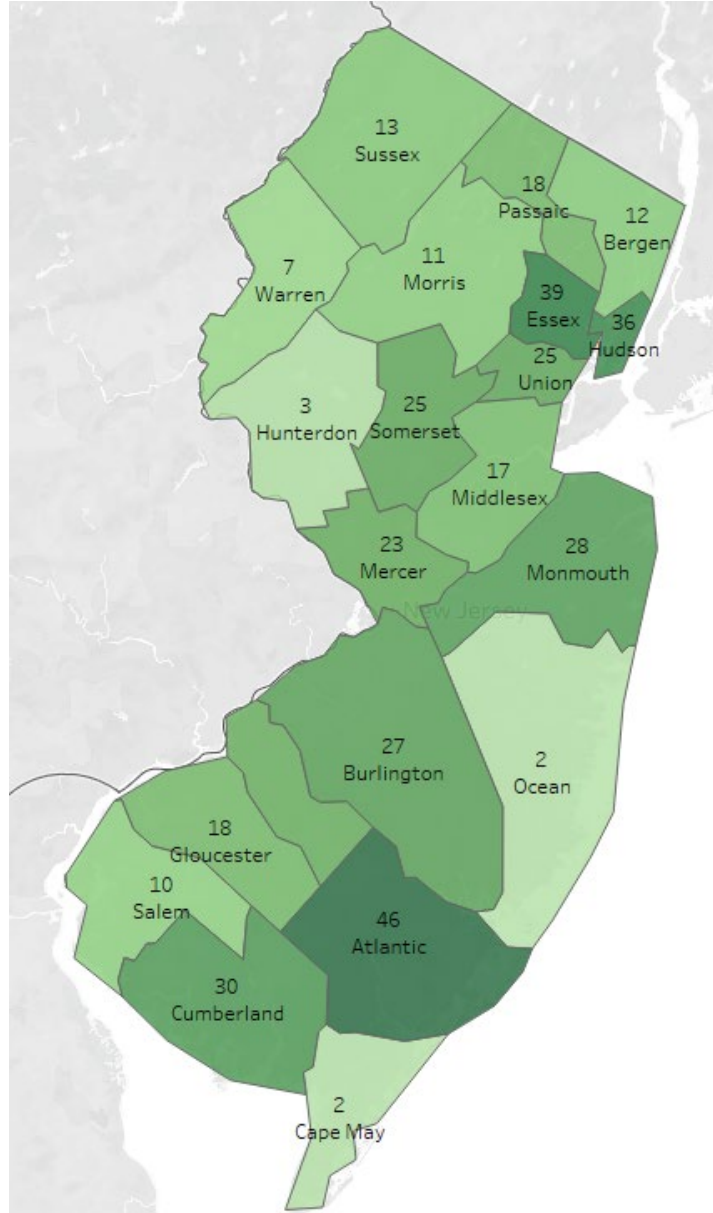


Annual Licensee Awardees Distribution by County

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	1	1	5	-	-	13
Burlington	7	6	-	-	16	-	2	31
Camden	4	3	-	-	12	-	1	20
Cape May	1	-	-	-	1	-	-	2
Cumberland	4	3	-	-	-	-	-	7
Essex	2	1	-	-	7	1	1	12
Gloucester	4	4	-	-	4	-	-	12
Hudson	-	-	-	-	14	-	-	14
Hunterdon	-	-	-	-	3	-	-	3
Mercer	2	4	-	-	2	-	1	9
Middlesex	-	-	-	-	4	-	1	5
Monmouth	1	3	-	1	7	-	-	12
Morris	-	1	-	-	4	-	1	6
Ocean	-	1	-	-	5	-	-	6
Passaic	2	1	-	-	2	-	-	5
Salem	-	1	-	-	1	-	-	2
Somerset	1	2	-	-	11	-	-	14
Sussex	1	1	-	-	3	-	-	5
Union	2	4	1	1	13	-	-	21
Warren	2	2	-	-	1	-	-	5
Grand Total	42	45	2	3	128	1	7	228



Conditional-to-Annual Conversions Distribution by County



Conversions to Annual by County	
<u>County</u>	<u>Approved Annual</u>
Atlantic	46
Bergen	12
Burlington	27
Camden	22
Cape May	2
Cumberland	30
Essex	39
Gloucester	18
Hudson	36
Hunterdon	3
Mercer	23
Middlesex	17
Monmouth	28
Morris	11
Ocean	2
Passaic	18
Salem	10
Somerset	25
Sussex	13
Union	25
Warren	7
Grand Total	414



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>Class 6 Delivery</u>	<u>Grand Total</u>
Atlantic	18	4	24	-	46
Bergen	2	6	4	-	12
Burlington	8	6	13	-	27
Camden	2	4	16	-	22
Cape May	-	-	2	-	2
Cumberland	15	9	6	-	30
Essex	6	7	26	-	39
Gloucester	3	4	11	-	18
Hudson	1	-	35	-	36
Hunterdon	-	-	3	-	3
Mercer	9	6	8	-	23
Middlesex	3	6	8	-	17
Monmouth	8	6	14	-	28
Morris	-	2	9	-	11
Ocean	2	-	-	-	2
Passaic	5	4	9	-	18
Salem	5	3	2	-	10
Somerset	4	3	18	-	25
Sussex	3	2	8	-	13
Union	5	4	15	1	25
Warren	2	2	3	-	7
Grand Total	101	78	234	1	414



Persons of Interest Data



Approved Annual Licensee Persons of Interest Self-Identity

With Average & Aggregate Ownership Percentages

Person of Interest Self Identity (97 Awardees)	Number	Percentage	Average Ownership Percentage	Percent of Total Ownership
American Indian Or Alaska Native	2	0.2%	0%	0.0%
American Indian Or Alaska Native, Black Or African American	1	0.1%	100%	0.4%
Asian	86	8.7%	37%	13.9%
Asian, Black Or African American	1	0.1%	15%	0.1%
Asian, Other Or Not Listed	3	0.3%	47%	0.6%
Asian, White	2	0.2%	19%	0.2%
Black Or African American	125	12.6%	19%	10.2%
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%
Black or African American, White	1	0.1%	10%	0.0%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0%	0.0%
Other Or Not Listed	75	7.6%	36%	12.0%
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	565	56.9%	17%	43.3%
White, American Indian Or Alaska Native	1	0.1%	0%	0.0%
White, Other Or Not Listed	2	0.2%	75%	0.7%
(blank)	124	13.0%	32%	18.4%
Grand Total	993	100.0%	23%	100%



Approved Conversion to Annual Licensee Persons of Interest Self-Identity

With Average & Aggregate Ownership Percentages

Person of Interest Self Identity (134 Awardees)	Number	Percentage	Average Ownership Percentage	Percent of Total Ownership
American Indian Or Alaska Native	2	0.1%	50	0.24%
American Indian Or Alaska Native, Black Or African American	1	0.1%	40	0.10%
American Indian Or Alaska Native, White	11	0.8%	17	0.46%
Asian	163	11.4%	34	13.33%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.1%	100	0.24%
Asian, Other Or Not Listed	1	0.1%	16	0.04%
Black Or African American	196	13.7%	41	19.34%
Black Or African American, Asian, Other Or Not Listed	1	0.1%	10	0.02%
Black Or African American, Other Or Not Listed	2	0.1%	75	0.36%
Black Or African American, White	1	0.1%	1	0.00%
Native Hawaiian Or Other Pacific Islander	1	0.1%	0	0.00%
Other Or Not Listed	124	8.6%	39	11.78%
Other Or Not Listed, American Indian Or Alaska Native	1	0.1%	0	0.00%
Other Or Not Listed, Asian	1	0.1%	16	0.04%
Other Or Not Listed, Black Or African American	2	0.1%	79	0.38%
White	732	51.0%	23	41.10%
White, Asian	1	0.1%	44	0.11%
White, Black Or African American	1	0.1%	50	0.12%
White, Other Or Not Listed	3	0.2%	54	0.39%
(blank)	189	13.2%	26	11.95%
Grand Total	1434	100.00%	29	100.00%

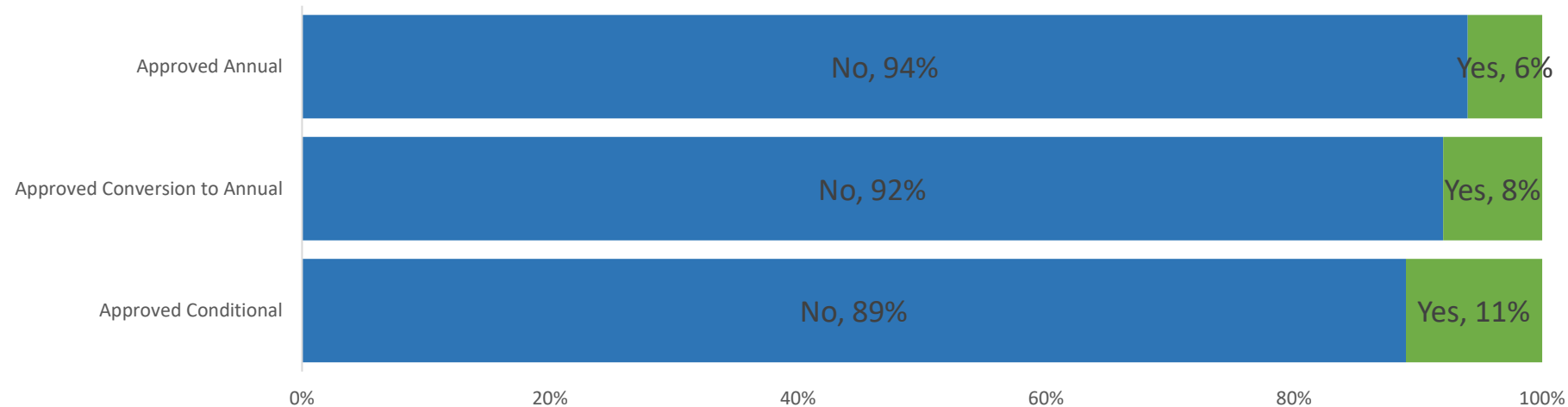


Approved Licensee Persons of Hispanic or Latino of Any Race (Yes or No)

Hispanic or Latino

<u>Licensees</u>	<u>No</u>	<u>Yes</u>	<u>Grand Total</u>
Approved Annual	929	64	993
Approved Conversion to Annual	3509	453	3962
Approved Conditional	1313	121	1434
Grand Total	5751	638	6389

Hispanic or Latino





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