



# Quarterly Data Report

## Q4 2023



*(All data in this report is as of December 31, 2023 unless otherwise stated.)*

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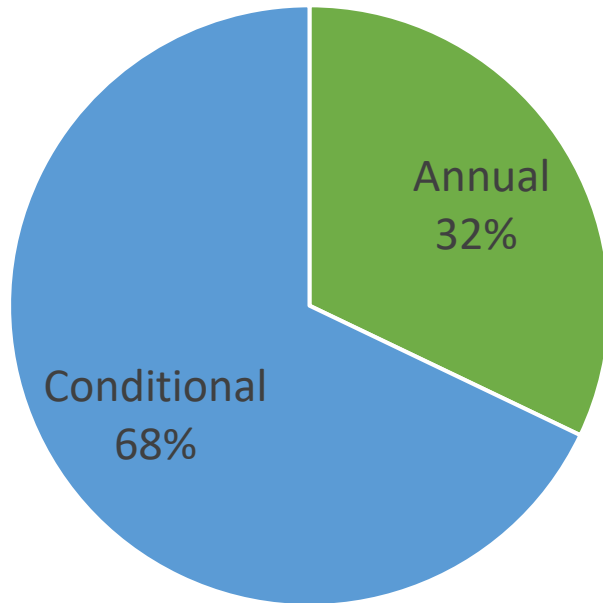


# **All Applicants Application Data**



# Applications by Application Type

<u>Application Type</u>	<u>Number</u>	<u>Percentage</u>
Annual	792	32%
Conditional	1669	68%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>

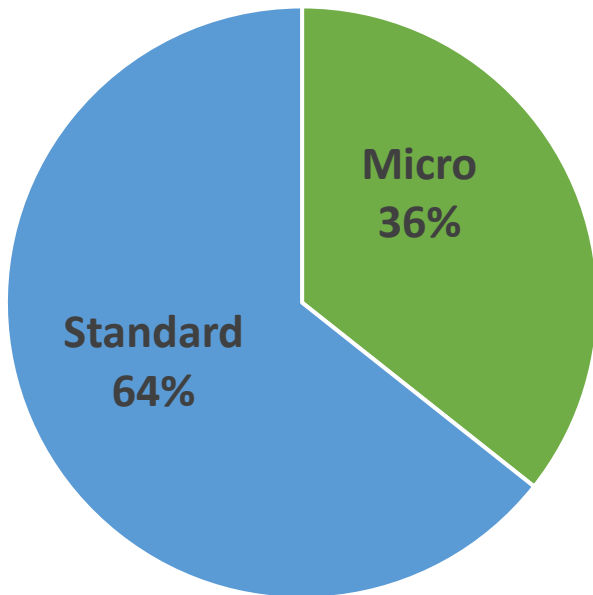


<u>License Type</u>	<u>Application Type</u>		<u>Total</u>
	<u>Annual</u>	<u>Conditional</u>	
Cultivator	192	404	596
Manufacturer	140	249	389
Wholesaler	1	13	14
Distributor	2	16	18
Retailer	432	964	1396
Delivery	6	25	31
Testing Laboratory	17	0	17
<b>Grand Total</b>	<b>790</b>	<b>1671</b>	<b>2461</b>



# Microbusiness & Standard Business Applicants

<u>Business Category</u>	<u>Number</u>	<u>Percentage</u>
Micro	894	36%
Standard	1567	64%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>



<u>License Type</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Cultivator	227	369	596
Manufacturer	106	283	389
Wholesaler	4	10	14
Distributor	11	7	18
Retailer	522	874	1396
Delivery	22	9	31
Testing Laboratory	2	15	17
<b>Grand Total</b>	<b>894</b>	<b>1567</b>	<b>2461</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	54	2%
Disabled Veteran, Minority & Woman Owned	17	1%
Minority & Woman Owned	446	18%
Minority Owned	652	26%
Not Diversely Owned	743	30%
Woman Owned	531	22%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>

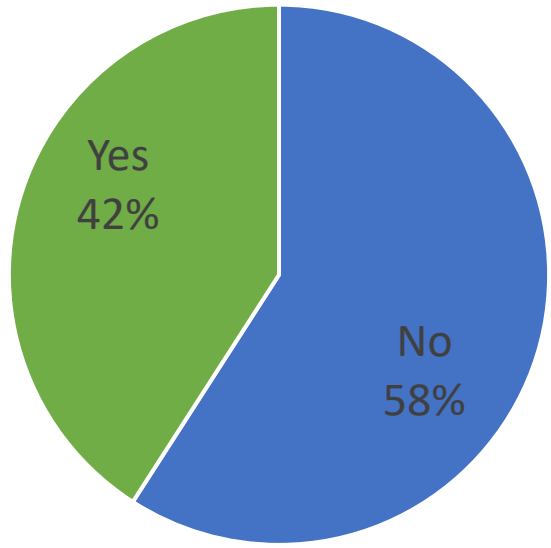
<u>Total State Department Certifications*</u>	<u>Number</u>
Disabled Veteran Owned	89
Minority Owned	1132
Woman Owned	995

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	1421	58%
Yes	1040	42%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>

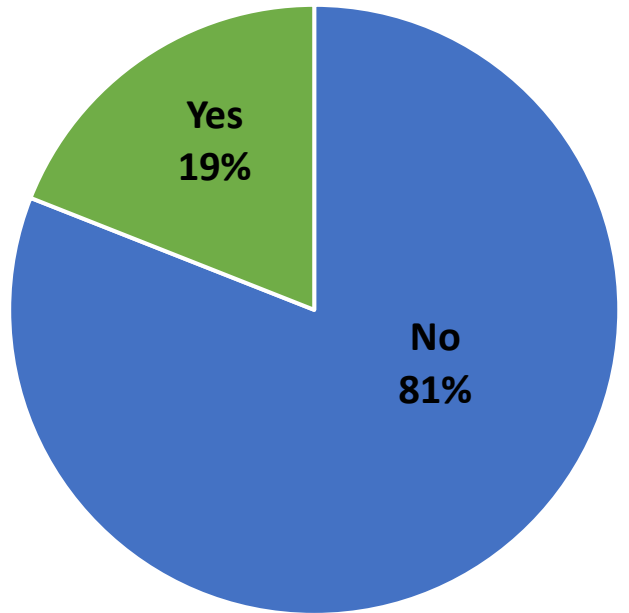


<u>License Type</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	304	292	596
Manufacturer	216	173	389
Wholesaler	7	7	14
Distributor	9	9	18
Retailer	858	538	1396
Delivery	13	18	31
Testing Laboratory	14	3	17
<b>Grand Total</b>	<b>1421</b>	<b>1040</b>	<b>2461</b>



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

<u>Economically Disadvantaged Area</u>	<u>Number</u>	<u>Percentage</u>
No	1993	81%
Yes	468	19%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>



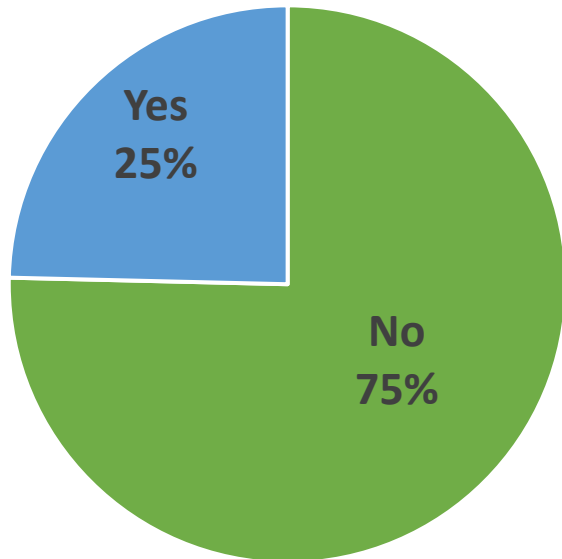
<u>License Type</u>	<u>Economically Disadvantaged Area</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	474	122	596
Manufacturer	333	56	389
Wholesaler	8	6	14
Distributor	11	7	18
Retailer	1133	263	1396
Delivery	17	14	31
Testing Laboratory	17	0	17
<b>Grand Total</b>	<b>1993</b>	<b>468</b>	<b>2461</b>





# Applications by Social Equity Status

<u>Social Equity Business</u>	<u>Number</u>	<u>Percentage</u>
No	1855	75%
Yes	606	25%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>



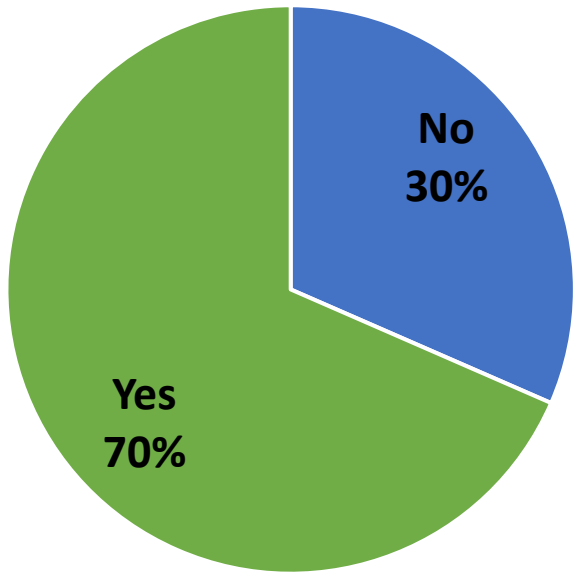
<u>License Type</u>	<u>Social Equity</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	407	189	596
Manufacturer	296	93	389
Wholesaler	5	9	14
Distributor	8	10	18
Retailer	1107	289	1396
Delivery	16	15	31
Testing Laboratory	16	1	17
<b>Grand Total</b>	<b>1855</b>	<b>606</b>	<b>2461</b>

***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	748	30%
Yes	1713	70%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>

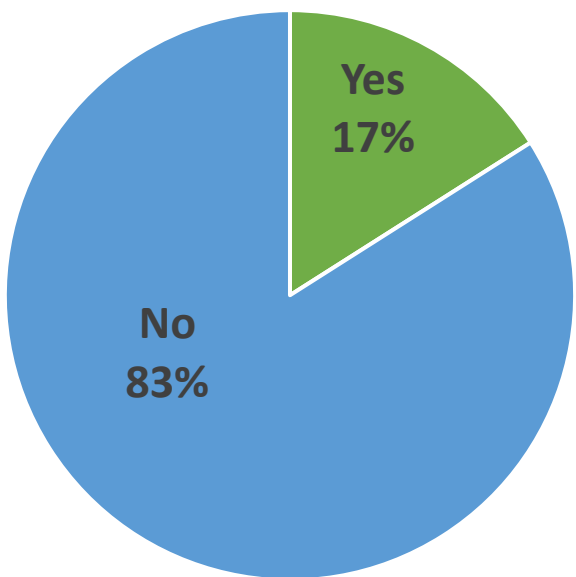


<u>License Type</u>	<u>Diversely Owned</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Cultivator	232	364	596
Manufacturer	148	241	389
Wholesaler	7	7	14
Distributor	5	13	18
Retailer	335	1061	1396
Delivery	7	24	31
Testing Laboratory	14	3	17
<b>Grand Total</b>	<b>748</b>	<b>1713</b>	<b>2461</b>



# Majority Ownership Applicants with Prior Marijuana Convictions

<u>Prior Marijuana Conviction</u>	<u>Number</u>	<u>Percentage</u>
No	2035	83%
Yes	426	17%
<b>Grand Total</b>	<b>2461</b>	<b>100%</b>



<u>License Type</u>	<u>Prior Marijuana Conviction</u>		
	<u>No</u>	<u>Yes</u>	<u>Total</u>
Cultivator	462	134	596
Manufacturer	319	70	389
Wholesaler	9	5	14
Distributor	14	4	18
Retailer	1191	205	1396
Delivery	23	8	31
Testing Laboratory	17	0	17
<b>Grand Total</b>	<b>2035</b>	<b>426</b>	<b>2461</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	30	65	317	412
Class 2 Manufacturer	23	46	222	291
Class 3 Wholesaler	-	-	1	1
Class 4 Distributor	-	-	2	2
Class 5 Retailer	82	122	777	981
Class 6 Delivery	-	-	2	2
Testing Laboratory	6	-	-	6
<b>Grand Total</b>	<b>141</b>	<b>233</b>	<b>1321</b>	<b>1695</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	21.28%	27.90%	24.00%	24.31%
Class 2 Manufacturer	16.31%	19.74%	16.81%	17.17%
Class 3 Wholesaler	0.00%	0.00%	0.08%	0.06%
Class 4 Distributor	0.00%	0.00%	0.15%	0.12%
Class 5 Retailer	58.16%	52.36%	58.82%	57.88%
Class 6 Delivery	0.00%	0.00%	0.15%	0.12%
Testing Laboratory	4.26%	0.00%	0.00%	0.35%
<b>Grand Total</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>	<b>100.00%</b>



# DVOB and SEB Awardees

374 Annual Licenses Awarded*		
Social Equity Businesses	65	17%
Diversely-Owned Businesses	266	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%	48%	37%	41%
Black or African American	20%	19%	12%	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

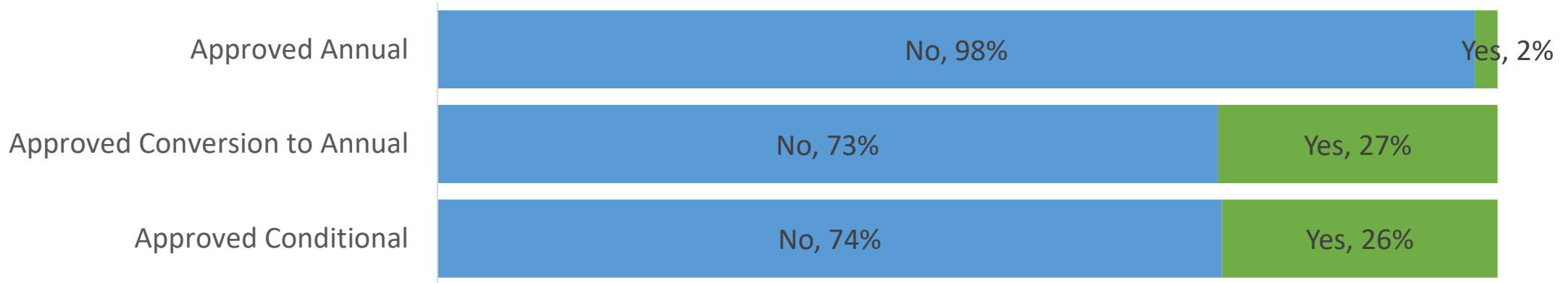
**Minority-Owned** refers to businesses owned by applicants who self-attest to being minority, minority and women or minority and disabled veteran owned.

**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

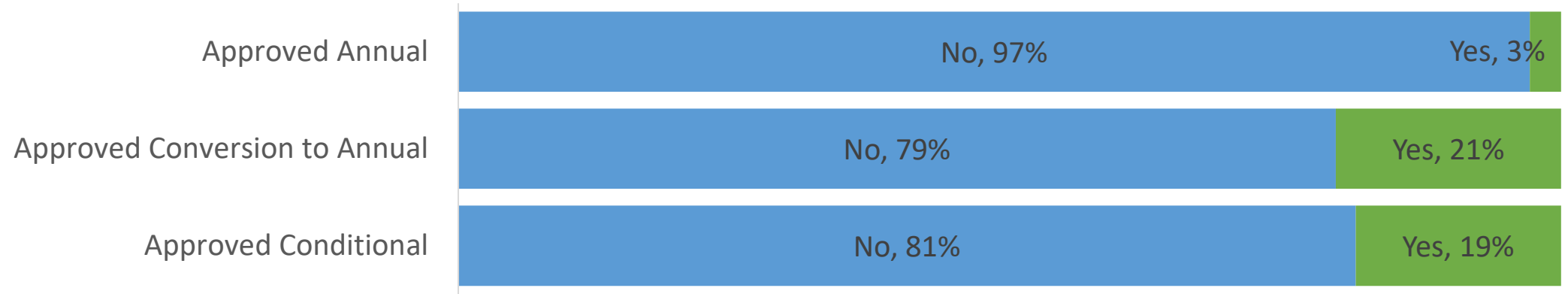
License	Social Equity Business		Total
	No	Yes	
Approved Annual	138	3	141
Approved Conversion to Annual	171	62	233
Approved Conditional	978	343	1321
<b>Grand Total</b>	<b>1287</b>	<b>408</b>	<b>1695</b>





# Majority Ownership Awardees with Prior Marijuana Conviction

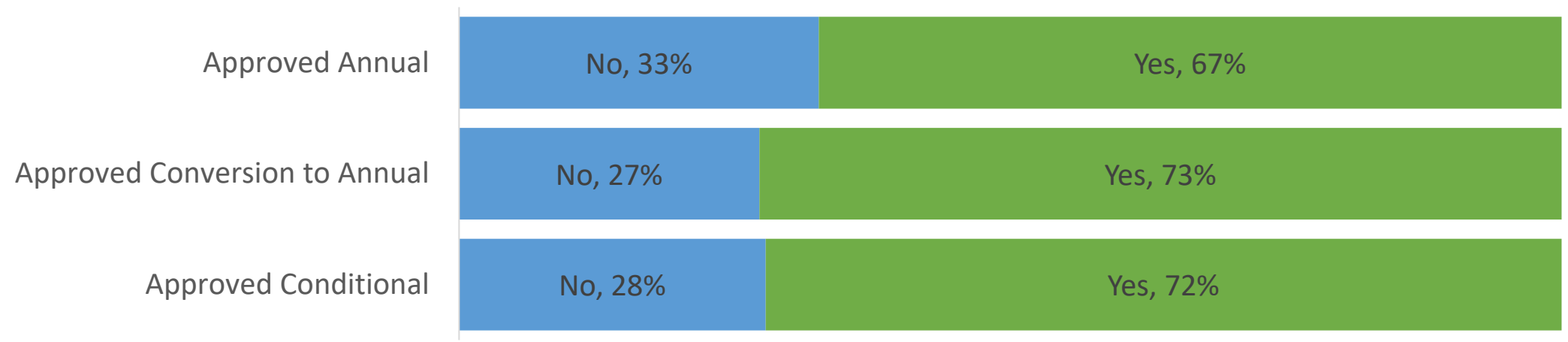
<u>License</u>	<u>Previous Marijuana Conviction</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	137	4	141
Approved Conversion to Annual	185	48	233
Approved Conditional	1075	246	1321
<b>Grand Total</b>	<b>1397</b>	<b>298</b>	<b>1695</b>





# Diversely-Owned Business Awardees by Application Type

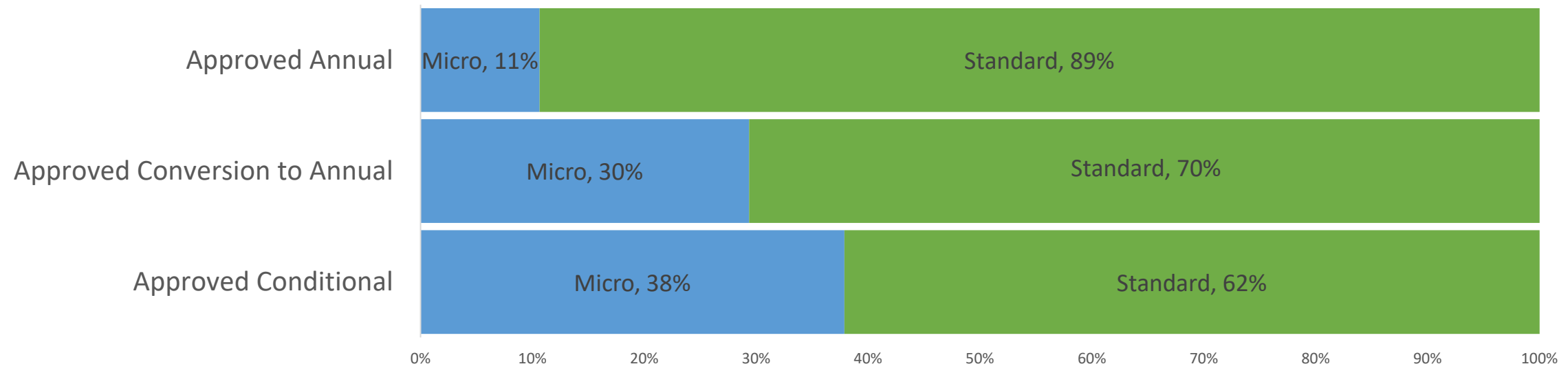
<u>License</u>	<u>Diversely Owned Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	46	95	141
Approved Conversion to Annual	64	169	233
Approved Conditional	367	954	1321
<b>Grand Total</b>	<b>477</b>	<b>1218</b>	<b>1695</b>





# Cannabis Business Awardees

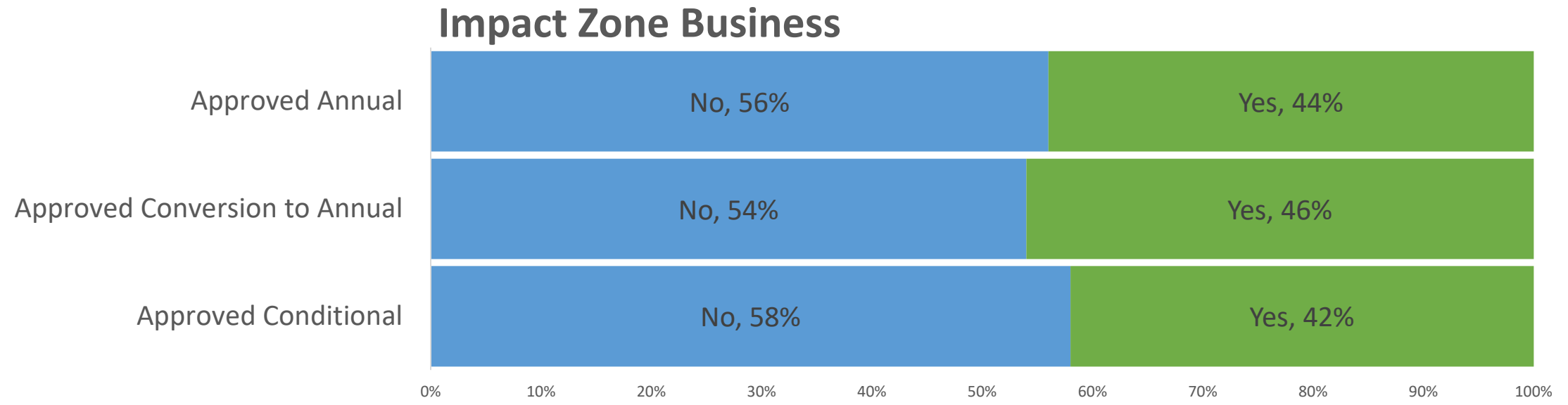
<u>Licensees</u>	<u>Business Category</u>		
	<u>Micro</u>	<u>Standard</u>	<u>Total</u>
Approved Annual	15	126	141
Approved Conversion to Annual	69	164	233
Approved Conditional	500	821	1321
<b>Grand Total</b>	<b>584</b>	<b>1111</b>	<b>1695</b>





# Impact Zone Business Awardees

<u>Business Category</u>	<u>Impact Zone Business</u>		<u>Total</u>
	<u>No</u>	<u>Yes</u>	
Approved Annual	79	62	141
Approved Conversion to Annual	126	107	233
Approved Conditional	768	553	1321
<b>Grand Total</b>	<b>973</b>	<b>722</b>	<b>1695</b>

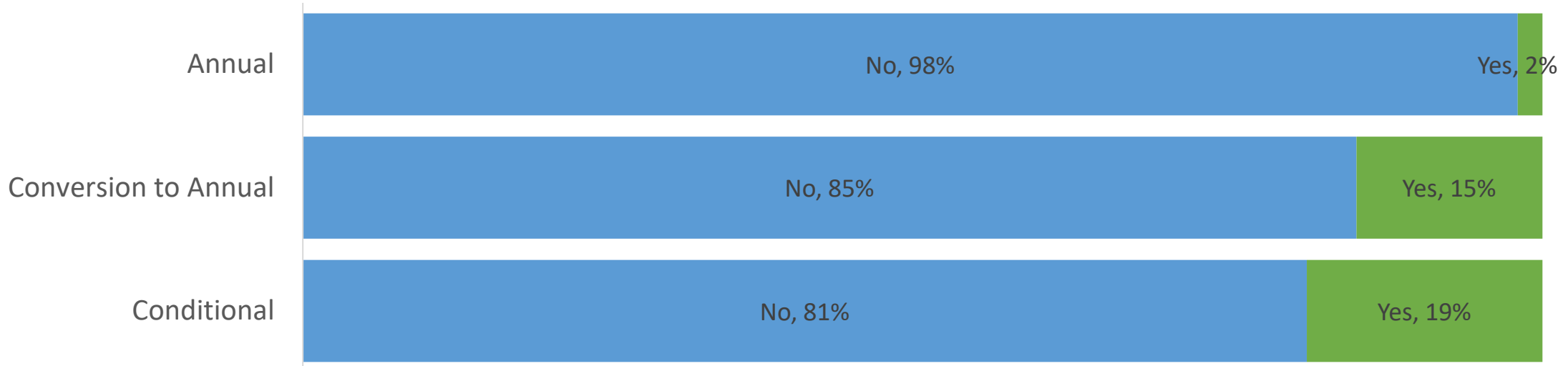






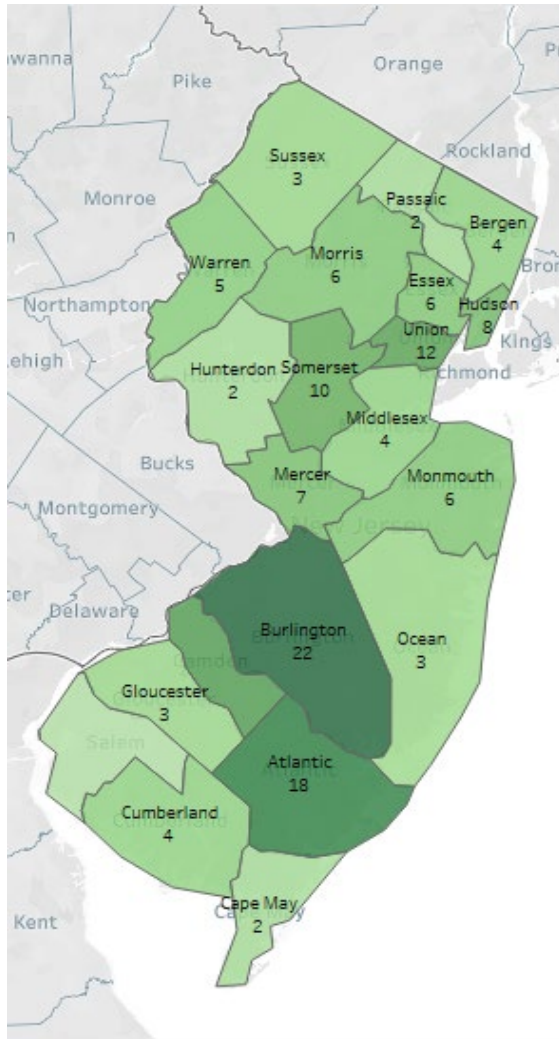
# Awardee Majority Owners in an Economically Disadvantaged Areas (EDA)

Business Category	EDA Business		Total
	No	Yes	
Approved Annual	138	3	141
Approved Conversion to Annual	199	34	233
Approved Conditional	1064	257	1321
<b>Grand Total</b>	<b>1401</b>	<b>294</b>	<b>1695</b>





# Annual Licensee Awardees Distribution by County

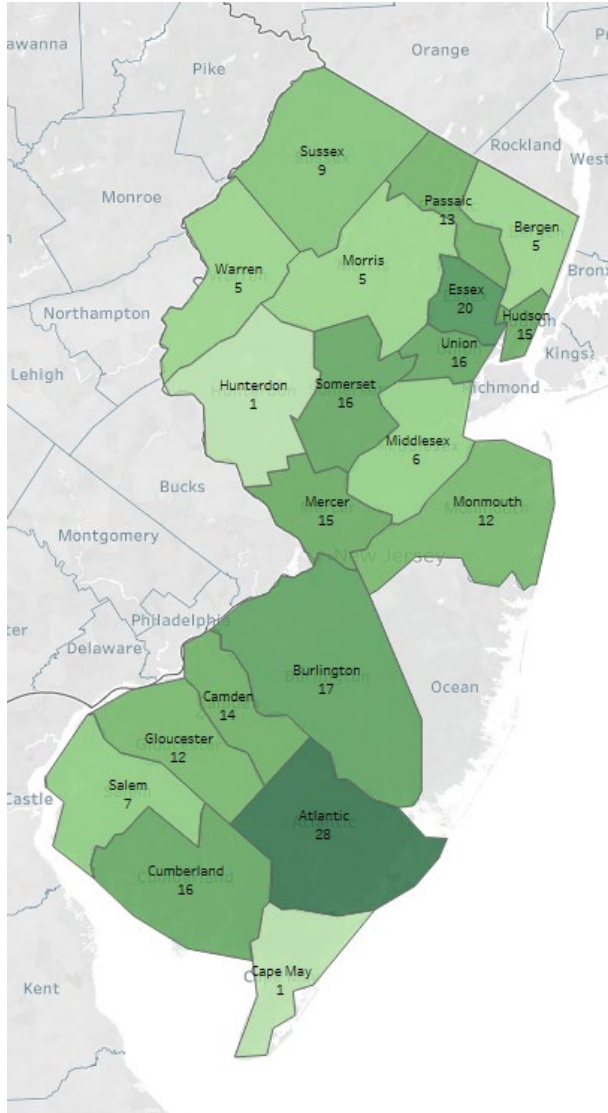


Annual Awardees	
County	Number
Atlantic	18
Bergen	4
Burlington	22
Camden	13
Cape May	2
Cumberland	4
Essex	6
Gloucester	3
Hudson	8
Hunterdon	2
Mercer	7
Middlesex	4
Monmouth	6
Ocean	3
Passaic	2
Salem	1
Somerset	10
Sussex	3
Union	12
Warren	5

Annual Awardee by County & License Type					
County	Class 1 Cultivator	Class 2 Manufacturer	Class 5 Retailer	Testing Laboratory	Grand Total
Atlantic	5	2	11	-	18
Bergen	1	1	2	-	4
Burlington	7	2	11	2	22
Camden	1	1	10	1	13
Cape May	1	-	1	-	2
Cumberland	2	2	-	-	4
Essex	1	1	4	-	6
Gloucester	2	-	1	-	3
Hudson	-	-	8	-	8
Hunterdon	-	-	2	-	2
Mercer	2	4	-	1	7
Middlesex	-	-	4	-	4
Monmouth	1	1	4	-	6
Morris	-	1	3	2	6
Ocean	-	-	3	-	3
Passaic	1	-	1	-	2
Salem	-	1	-	-	1
Somerset	1	1	8	-	10
Sussex	1	1	1	-	3
Union	2	3	7	-	12
Warren	2	2	1	-	5
Grand Total	30	23	82	6	141



# Conditional-to-annual Conversions Distribution by County



Conversions to Annual by County	
County	Approved Annual
Atlantic	28
Bergen	5
Burlington	17
Camden	14
Cape May	1
Cumberland	16
Essex	20
Gloucester	12
Hudson	15
Hunterdon	1
Mercer	15
Middlesex	6
Monmouth	12
Morris	5
Passaic	13
Salem	7
Somerset	16
Sussex	9
Union	16
Warren	5

Conversion to Annual Awardee by County & License Type				
County	Class 1 Cultivator	Class 2 Manufacturer	Class 5 Retailer	Grand Total
Atlantic	13	3	12	28
Bergen	-	2	3	5
Burlington	6	3	8	17
Camden	2	2	10	14
Cape May	-	-	1	1
Cumberland	9	7	-	16
Essex	3	3	14	20
Gloucester	3	2	7	12
Hudson	-	-	15	15
Hunterdon	-	-	1	1
Mercer	6	4	5	16
Middlesex	-	3	3	6
Monmouth	5	4	3	12
Morris	-	1	4	5
Passaic	3	3	7	13
Salem	4	2	1	7
Somerset	4	2	10	16
Sussex	3	1	5	9
Union	3	3	10	16
Warren	1	1	3	5
Grand Total	66	46	122	233



# 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>
Asian	42	6.6%	42.7%	12.71%
Asian & Black or African American	1	0.2%	15.0%	0.11%
Asian & Other or Not Listed	1	0.2%	77.0%	0.55%
Asian & White	1	0.2%	4.9%	0.03%
Black or African American	79	12.4%	17.2%	9.61%
Black or African American & American Indian or Alaska Native	1	0.2%	51.0%	0.36%
Black or African American & Other or Not Listed	1	0.2%	5.0%	0.04%
Native Hawaiian or Other Pacific Islander	1	0.2%	0.1%	0.00%
Other or Not Listed	50	7.9%	36.9%	13.08%
Other or Not Listed & American Indian or Alaska Native	1	0.2%	0.1%	0.00%
White	391	61.5%	15.6%	43.18%
White & American Indian or Alaska Native	1	0.2%	0.0%	0.00%
No Response or Entity of Interest	66	10.4%	43.4%	20.33%
<b>Grand Total</b>	<b>636</b>	<b>100.0%</b>	<b>22.2%</b>	<b>100.00%</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	1.3%	17.3%	0.8%
American Indian or Alaska Native & White	2	0.2%	50.0%	0.4%
American Indian or Alaska Native & Black or African American	1	0.1%	40.0%	0.2%
Asian	115	13.4%	32.8%	16.2%
Black or African American	93	10.8%	35.3%	14.1%
Black or African American & Other or Not Listed	1	0.1%	50.0%	0.2%
Native Hawaiian or Other Pacific Islander	1	0.1%	0.0%	0.0%
Other or Not Listed	80	9.3%	37.5%	12.9%
Other or Not Listed & Black or African American	1	0.1%	57.0%	0.2%
White	450	52.3%	22.4%	43.3%
White & Asian	1	0.1%	43.5%	0.2%
White & Other or Not Listed	2	0.2%	30.5%	0.3%
No Response or Entity of Interest	102	11.9%	25.7%	11.3%
<b>Grand Total</b>	<b>860</b>	<b>100.0%</b>	<b>27.1%</b>	<b>100.0%</b>



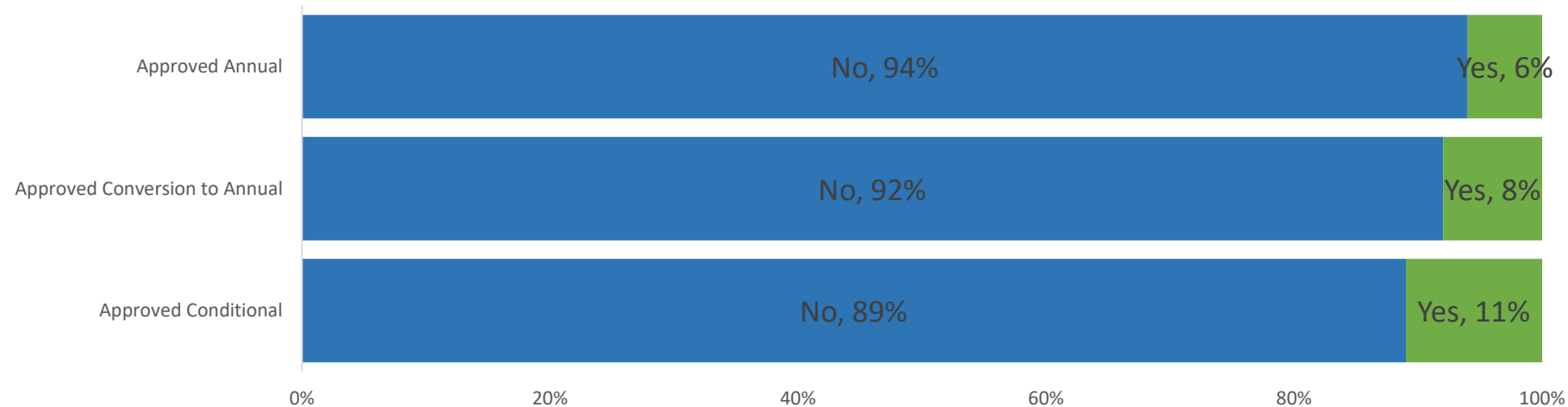


# Approved Licensee Persons of Hispanic or Latino of Any Race (Yes or No)

Hispanic or Latino

<u>Licensees</u>	<u>No</u>	<u>Yes</u>	<u>Grand Total</u>
Approved Annual	596	40	636
Approved Conversion to Annual	791	69	860
Approved Conditional	3072	399	3471
<b>Grand Total</b>	<b>4459</b>	<b>508</b>	<b>4967</b>

Hispanic or Latino





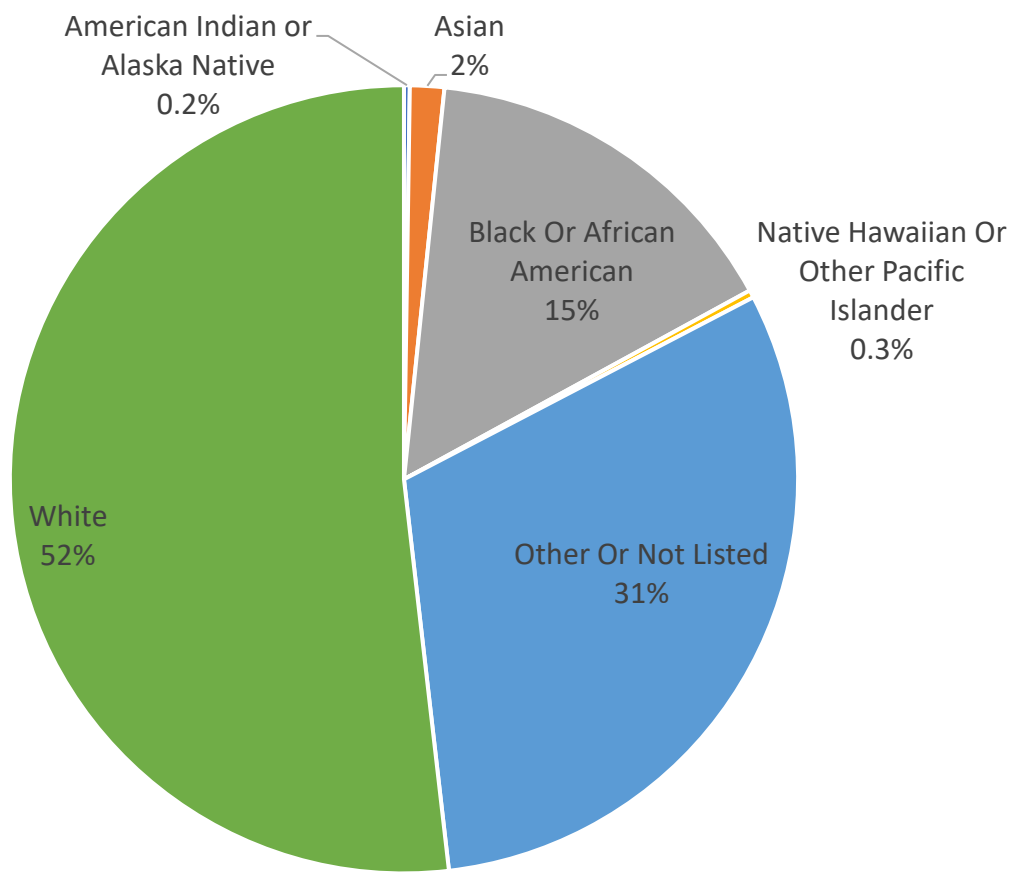
# Additional Data



# All ATC Employee Self-Identity Demographics

## Race/Ethnicity

<u>Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian or Alaska Native	10	0.2%
Asian	59	1.4%
Black Or African American	646	15.4%
Native Hawaiian Or Other Pacific Islander	13	0.3%
Other Or Not Listed	1293	30.8%
White	2174	51.8%
<b>Grand Total</b>	<b>4195</b>	<b>100.0%</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