



Quarterly Data Report

Q2 2024



(All data in this report is as of July 12th, 2024, unless otherwise stated.)



Quarterly Data Benchmarks



Microbusiness Benchmark Data

	<u>Total Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Micro Businesses	684	35%	25%	+10%

<u>License Type</u>	<u>Number of Microbusinesses</u>	<u>Percent of License Class</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Class 1 Cultivator	167	36%	15%	21%
Class 2 Manufacturer	93	28%	15%	13%
Class 3 Wholesaler	2	20%	15%	5%
Class 4 Distributor	2	22%	15%	7%
Class 5 Retailer	410	36%	15%	21%
Class 6 Delivery	10	59%	15%	44%



Diversely-Owned Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	934	47%	15%	+32%
Woman or Disabled Veteran Owned	894	45%	15%	+30%



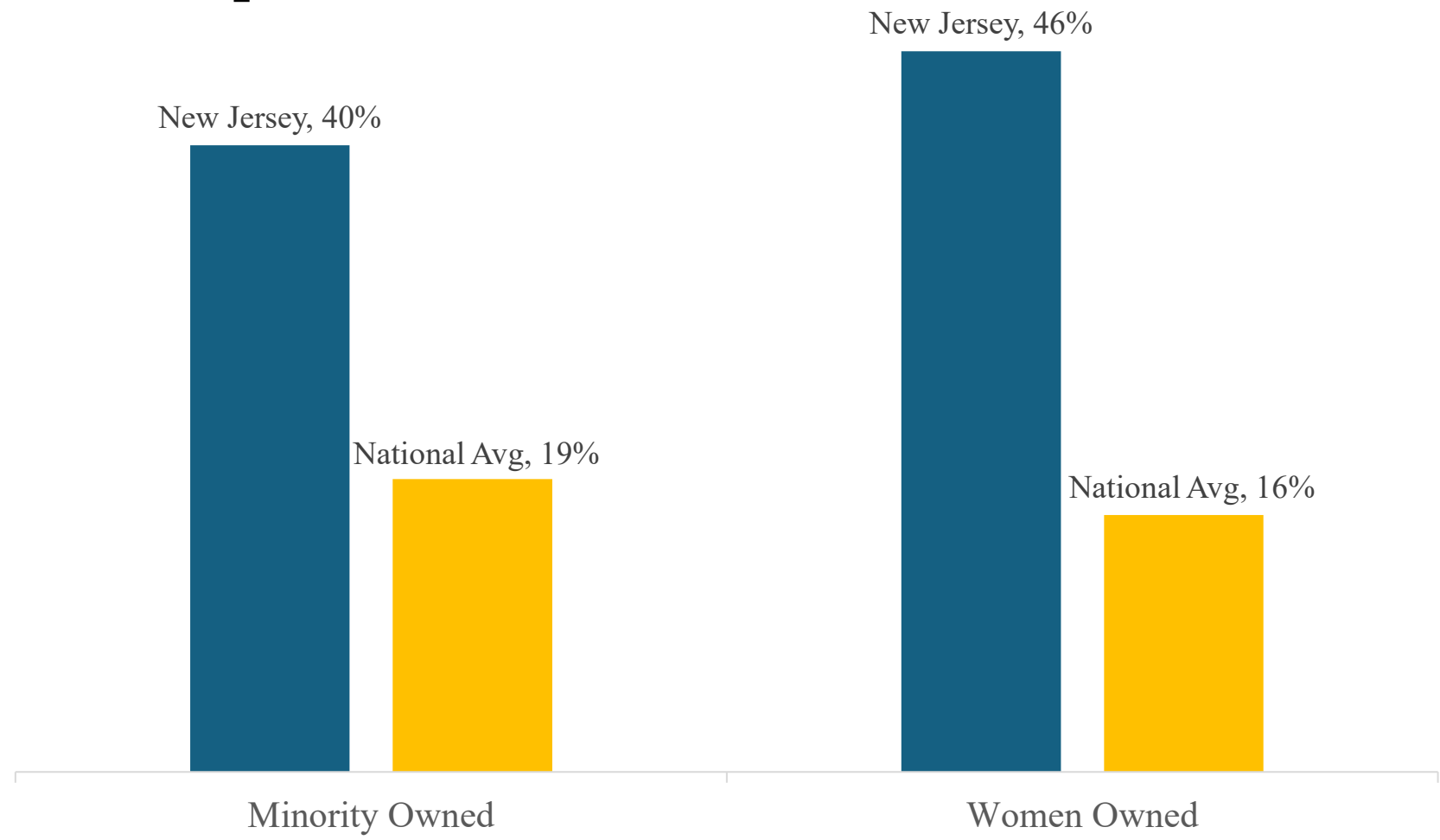
Conditional License Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Conditional Licenses Issued	1794*	91%	35%	+56%

*Conversions to Annual are included with Conditional licensees for this benchmark per statute



ODI Update: Diversely-Owned Comparisons



New Jersey data Includes all Annual Licensees. National data taken from MJ Biz Daily DEI Report 2023. Methodology Available in the report.



ODI Update: Diversely-Owned Certification Data

DOB Certification Type	New AU Licenses		Expansions	Percent of Licenses Awarded	
	<u>Annual</u>	<u>Conversion</u>	<u>Annual</u>	<u>New AU</u>	<u>Total Awarded</u>
DVOB	4	8	0	2%	2%
MBE	39	66	1	20%	18%
MBE/DVOB	2	5	0	1%	1%
MBE/WBE	25	81	1	20%	19%
MBE/WBE/DVOB	0	3	5	1%	1%
No Certification	65	96	51	30%	37%
WBE	47	91	12	26%	26%
Sub Total by Type	182	350	70		
Sub Total by Group		532	70		
Grand Total		577			



ODI Update: Diversely-Owned Benchmarks

Benchmarks Including Expansion Licensees			
	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	40%	16%	+24%
Woman or Disabled Veteran Owned	49%	15%	+34%



Majority Owner's Race/Ethnicity for Annual Awardees

Annual License Awardees Race/Ethnicity		
<u>Licensee Self-Reported Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian Or Alaska Native	2	0.4%
American Indian Or Alaska Native & White	1	0.2%
Asian	72	13.5%
Asian & Native Hawaiian Or Other Pacific	1	0.2%
Asian, Other Or Not Listed	1	0.2%
Black Or African American	85	16.0%
Black Or African American & American Indian Or Alaska Native	1	0.2%
Black Or African American & Other Or Not Listed	1	0.2%
Black Or African American & Other Or Not Listed	1	0.2%
Other Or Not Listed	65	12.2%
White	211	39.7%
White & Other Or Not Listed	2	0.4%
No Majority Entity	15	2.8%
Grand Total	532	100.00%

Annual Awardee Hispanic or Latino Majority

<u>Number</u>	<u>Percent of awardees</u>
59	11%

Note: Includes all Annual/Conversion to Annual Awardees



Operational Businesses Licensed under CREAMM Act

License Type		
<u>License Type</u>	<u>Number</u>	<u>Percentage</u>
Class 1 Cultivator	13	11%
Class 2 Manufacturer	10	9%
Class5Retailer	87	75%
Testing Laboratory	6	5%
Grand Total	116	100%

Key Categories	
<u>Category</u>	<u>Percentage</u>
Impact Zone Business	42%
Previous Marijuana Conviction	11%
Social Equity	14%
Diversely Owned	71%

New this quarter

- 15 Impact Zone Businesses
- 17 Woman Owned businesses
- 6 Majority Owners with Previous Marijuana
 - 25 Diversely Owned Businesses



Operational Businesses Licensed under CREAMM Act

DORES Certifications		
<u>DORES Certification</u>	<u>Number</u>	<u>Percentage</u>
WBE	38	32.8%
No Certification	34	29.3%
MBE	21	18.1%
MBE/WBE	20	17.2%
DVOB	3	2.6%
Grand Total	116	100.0%

New majority ownership this quarter

- 5 Black or African American Businesses
 - 17 Women owned businesses
 - 5 Hispanic or Latino
- 2 Disable Veteran Owned Businesses



Operational Businesses Licensed under CREAMM Act (N=59)

Majority Owner Race		
<u>Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian Or Alaska Native	1	1%
Asian	18	16%
Black Or African American	11	9%
Other Or No Listed	16	14%
White	50	43%
No Majority	5	4%
Entity Owned	15	13%
Grand Total	116	100%

Hispanic or Latino Majority	
<u>Number</u>	<u>Percentage</u>
17	15%