



Quarterly Data Report

Q3 2024



(All data in this report is as of October 8th, 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	738	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	179	37%	15%	22%
Class 2 Manufacturer	100	28%	15%	13%
Class 3 Wholesaler	5	33%	15%	18%
Class 4 Distributor	2	18%	15%	3%
Class 5 Retailer	433	36%	15%	21%
Class 6 Delivery	19	66%	15%	51%



Diversly Owned Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	999	47%	15%	+32%
Woman or Disabled Veteran Owned	926	44%	15%	+29%



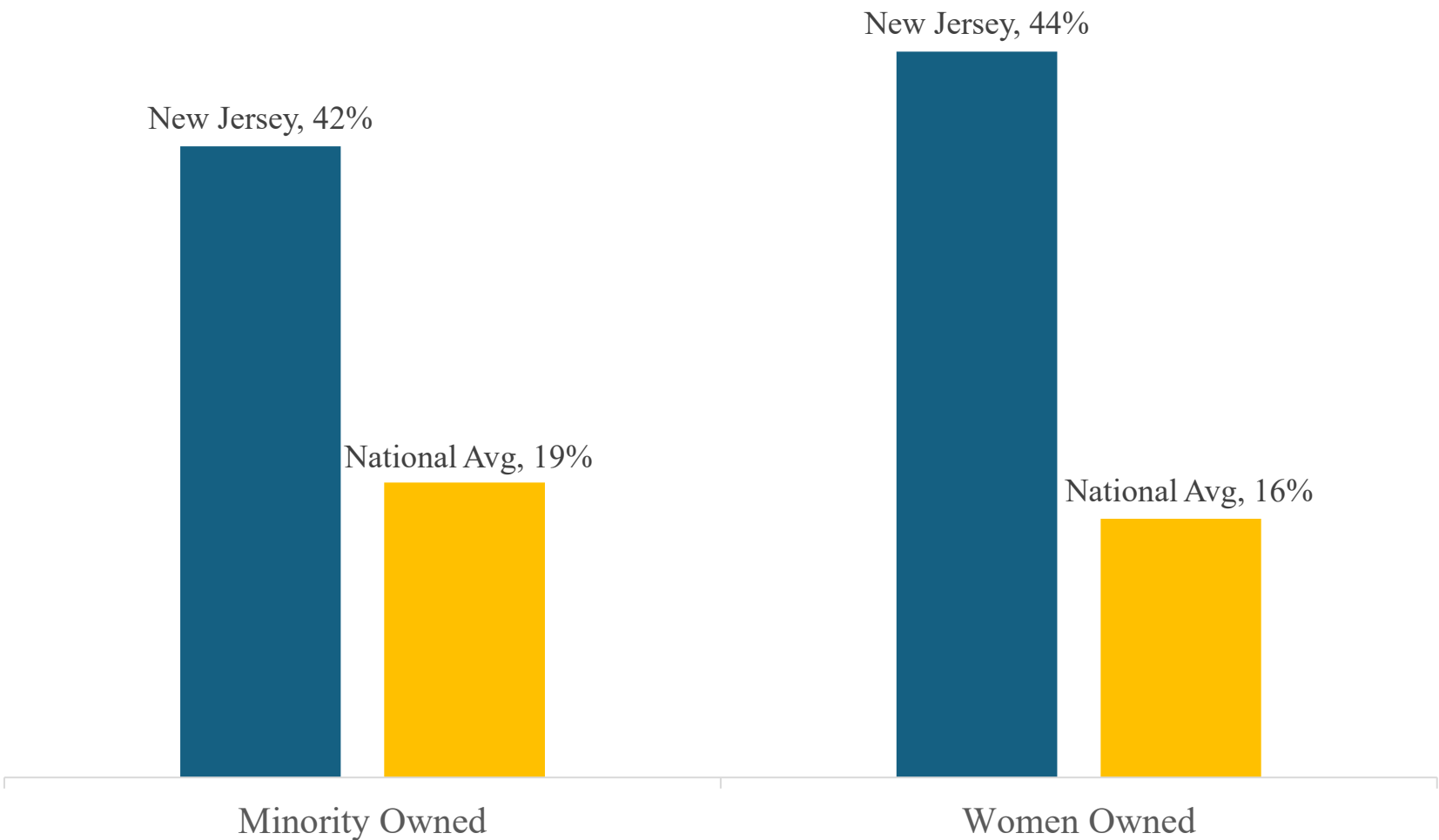
Conditional License Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Conditional Licenses Issued	1895*	90%	35%	+55%

*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

	New AU Licenses		Expansions	Percent of Licenses Awarded	
<u>DOB Certification Type</u>	<u>Annual</u>	<u>Conversion</u>	<u>Annual</u>	<u>New AU</u>	<u>Total Awarded</u>
DVOB	6	12	0	3%	3%
MBE	49	88	1	23%	21%
MBE/DVOB	0	5	0	1%	1%
MBE/WBE	23	79	1	17%	15%
MBE/WBE/DVOB	1	2	5	1%	1%
No Certification	84	95	51	30%	34%
WBE	50	106	12	26%	25%
Sub Total by Type	213	387	70		
Sub Total by Group	600		70		
Grand Total	670				



ODI Update: Diversely-Owned Benchmarks

Benchmarks Including Expansion Licensees			
	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	41%	16%	+25%
Woman or Disabled Veteran Owned	47%	15%	+32%



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	0.33%
American Indian Or Alaska Native, Black Or African American	1	0.17%
American Indian Or Alaska Native, White	1	0.17%
Asian	80	13.33%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.17%
Asian, Other Or Not Listed	1	0.17%
Black Or African American	102	17.00%
Black Or African American, American Indian Or Alaska Native	1	0.17%
Black Or African American, Other Or Not Listed	1	0.17%
Other Or Not Listed	76	12.67%
Other Or Not Listed, Black Or African American	2	0.33%
White	238	39.67%
White, Other Or Not Listed	2	0.33%
No Majority	16	2.67%
Entity	76	12.67%
Grand Total	600	100.00%

Annual Awardee Hispanic or Latino Majority	
<u>Number</u>	<u>Percent of awardees</u>
70	12%

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	21	13%
Class 2 Manufacturer	13	8%
Class5Retailer	121	75%
Testing Laboratory	6	4%
Grand Total	161	100%

Key Categories	
<u>Category</u>	<u>Percentage</u>
Impact Zone Business	40%
Previous Marijuana Conviction	11%
Microbusiness	32%
Social Equity	15%
Diversely Owned	69%

New this quarter

- 16 Impact Zone Businesses
- 13 Woman Owned businesses
- 5 Majority Owners with Previous Marijuana
 - 30 Diversely Owned Businesses



Operational Businesses Licensed under CREAMM Act

DORES Certifications		
<u>DORES Certification</u>	<u>Number</u>	<u>Percentage</u>
WBE	44	27%
No Certification	50	31%
MBE	32	20%
MBE/WBE	27	17%
MBE/WBE	3	2%
DVOB	5	3%
Grand Total	161	100%



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	2	1%
Asian	21	13%
Asian, Native Hawaiian Or Other Pacific Islander	1	1%
Black Or African American	19	12%
Entity	18	11%
No Majority	7	4%
Other Or Not Listed	25	16%
Other Or Not Listed, Black Or African American	1	1%
White	67	42%
Grand Total	161	100%

Hispanic or Latino Majority	
<u>Number</u>	<u>Percentage</u>
24	15%