



# Quarterly Benchmark Data Report Q1 2024



*(All data in this report is as of March 25th, 2024, unless otherwise stated.)*

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# Microbusiness Benchmark Data

	<u>Total Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Micro Businesses	638	34%	25%	+9%

<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	159	36%	15%	21%
Class 2 Manufacturer	87	27%	15%	12%
Class 3 Wholesaler	1	15%	15%	-
Class 4 Distributor	1	17%	15%	2%
Class 5 Retailer	388	36%	15%	21%
Class 6 Delivery	2	29%	15%	14%



# Diversely-Owned Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	787	47%	15%	+32%
Woman or Disabled Veteran Owned	868	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	1692*	91%	35%	+56%

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

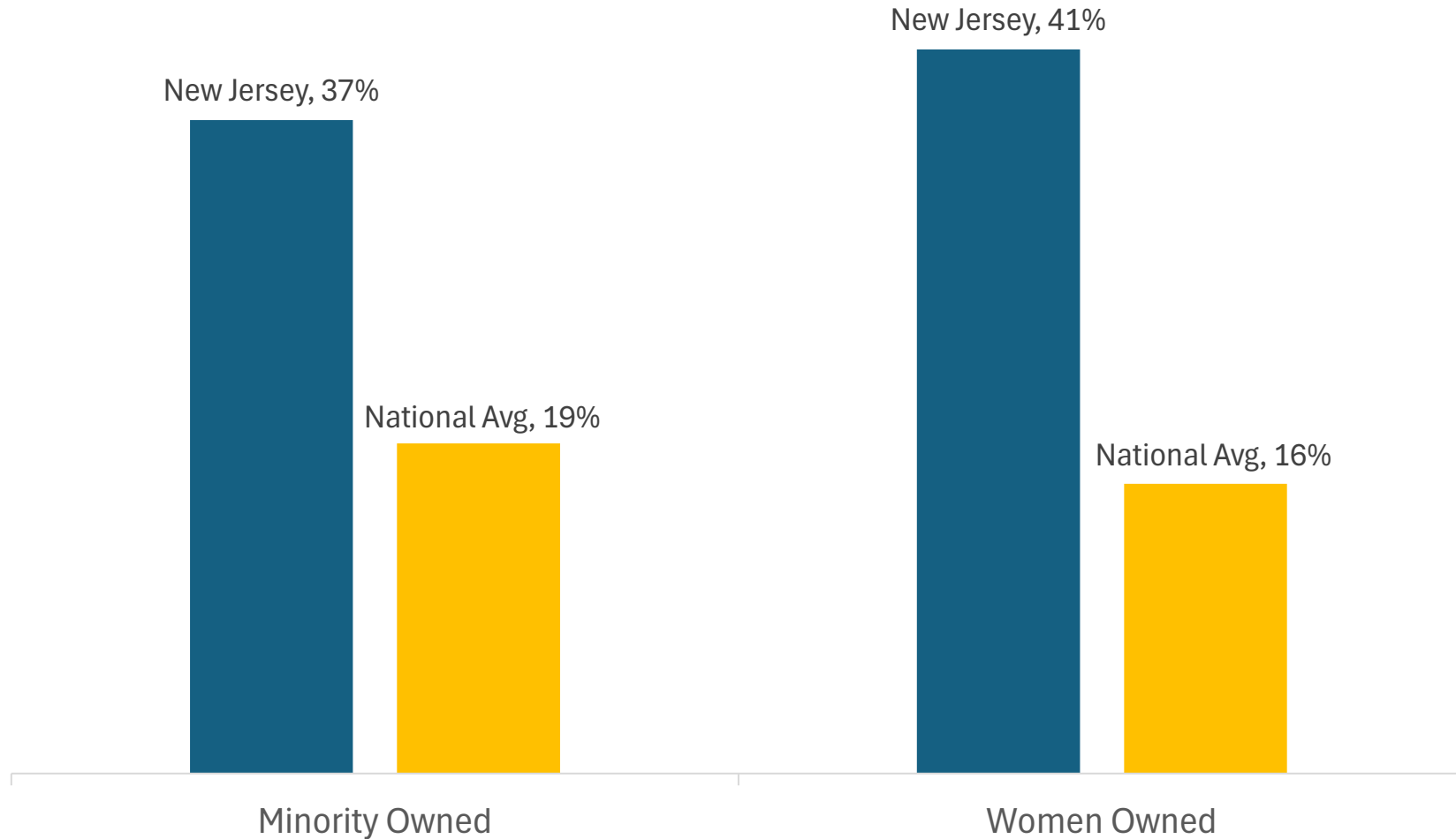


# ODI Update: Diversely-Owned Certification Data

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	7	0	2%	2%
MBE	37	61	1	21%	18%
MBE/DVOB	2	4	0	1%	1%
MBE/WBE	21	70	1	19%	17%
MBE/WBE/DVOB	0	2	5	0.40%	1%
No Certification	56	89	51	30%	36%
WBE	44	79	12	26%	25%
<b>Sub Total by Type</b>	<b>164</b>	<b>312</b>	<b>70</b>		
<b>Sub Total by Group</b>		<b>476</b>	<b>70</b>		
<b>Grand Total</b>		<b>546</b>			



# 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 Benchmarks

Benchmarks Including Expansion Licensees			
	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	37%	15%	+22%
Woman or Disabled Veteran Owned	44%	15%	+29%





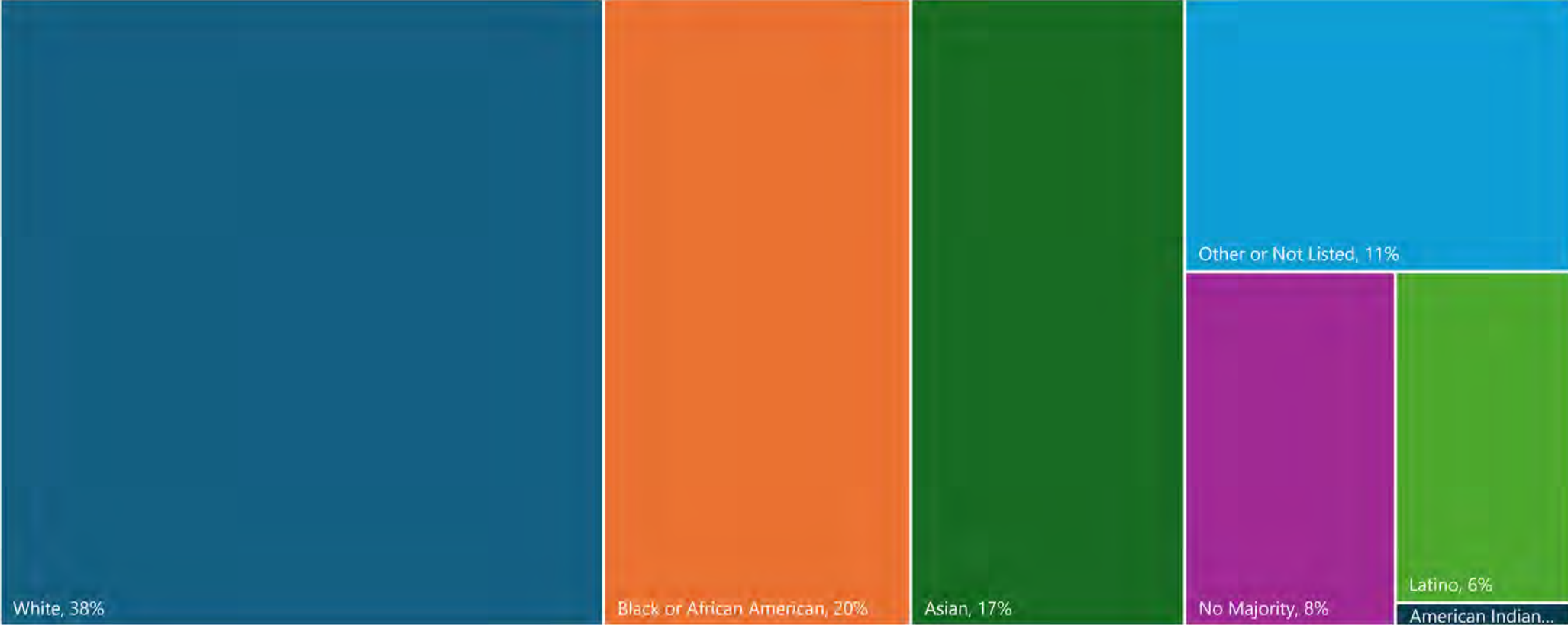
# Reconciled Race/Ethnicity for Annual Awardees

Reconciled Majority Owner Race/Ethnicity Table (DORES/Self-Report)		
<u>Race</u>	<u>Number</u>	<u>Percentage</u>
White	183	38.4%
Black or African American	93	19.5%
Asian	83	17.4%
Other or Not Listed	51	10.7%
No Majority	36	7.6%
Latino	28	5.9%
American Indian Or Alaska Native	2	0.4%
<b>Grand Total</b>	<b>476</b>	<b>100.0%</b>

**Note: Includes all Annual/Conversion to Annual Awardees**



# Reconciled Race/Ethnicity for Annual Awardees



Note: Includes all Annual/Conversion to Annual Awardees



# Operational Businesses Licensed under CREAMM Act (N=79)

License Type		
<u>License Type</u>	<u>Number</u>	<u>Percentage</u>
Class 1 Cultivator	8	10%
Class 2 Manufacturer	6	8%
Class5Retailer	59	75%
Testing Laboratory	6	8%
<b>Grand Total</b>	<b>79</b>	<b>100%</b>

Key Categories	
<u>Category</u>	<u>Percentage</u>
Impact Zone Business	43%
Previous Marijuana Conviction	10%
Social Equity	13%
Diversely Owned	70%



# Operational Businesses Licensed under CREAMM Act (N=79)

DORES Certifications		
<u>DORES Certification</u>	<u>Number</u>	<u>Percentage</u>
WBE	27	34.2%
No Certification	22	27.8%
MBE	15	19.0%
MBE/WBE	14	17.7%
DVOB	1	1.3%
<b>Grand Total</b>	<b>79</b>	<b>100.0%</b>



# Operational Businesses Licensed under CREAMM Act (N=59)

Reconciled Majority Owner Race/Ethnicity Table (DORES/Self-Report)		
<u>Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
Other or Not Listed	23	29%
White	16	20%
Asian	15	19%
No Majority	10	13%
Latino	9	11%
Black or African American	6	8%
<b>Grand Total</b>	<b>79</b>	<b>100%</b>