



Quarterly Data Report

Q4 2024



(All data in this report is as of March 11th, 2025, 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	767	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	185	37%	15%	22%
Class 2 Manufacturer	101	27%	15%	12%
Class 3 Wholesaler	5	29%	15%	14%
Class 5 Retailer	454	36%	15%	21%
Class 6 Delivery	20	65%	15%	51%



Diversly Owned Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Minority Owned	1051	48%	15%	+33%
Woman or Disabled Veteran Owned	972	44%	15%	+29%



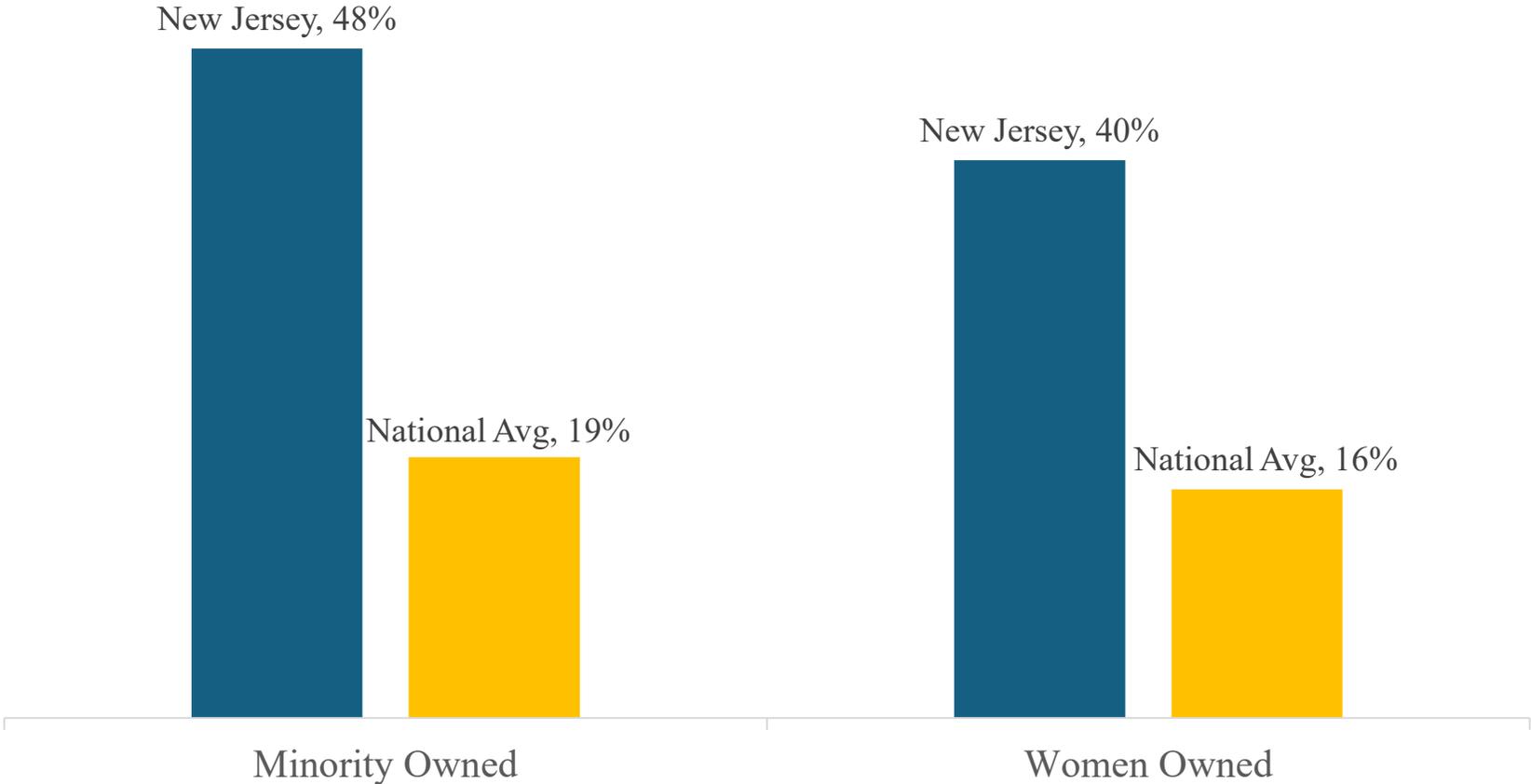
Conditional License Benchmark Data

	<u>Number</u>	<u>Percent of Licensees</u>	<u>Benchmark</u>	<u>Plus/(Minus)</u>
Conditional Licenses Issued	1963*	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

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	6	13	0	3%	3%
MBE	55	101	1	24%	22%
MBE/DVOB	0	5	0	1%	1%
MBE/WBE	24	87	1	17%	16%
MBE/WBE/DVOB	1	2	5	1%	1%
No Certification	84	96	51	28%	32%
WBE	58	110	12	26%	25%
Sub Total by Type	228	414	70		
Sub Total by Group	642		70		
Grand Total	712				



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	45%	15%	+30%



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	0.3%
American Indian Or Alaska Native, Black Or African American	1	0.2%
American Indian Or Alaska Native, White	1	0.2%
Asian	89	13.9%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.2%
Asian, Other Or Not Listed	2	0.3%
Black Or African American	116	18.1%
Black Or African American, American Indian Or Alaska Native	1	0.2%
Black Or African American, Other Or Not Listed	3	0.5%
Other Or Not Listed	78	12.1%
Other Or Not Listed, Black Or African American	2	0.3%
White	3	0.5%
White, Other Or Not Listed	250	38.9%
No Majority	95	14.8%
Grand Total	642	100.0%

Annual Awardee Hispanic or Latino Majority

<u>Number</u>	<u>Percent of awardees</u>
76	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	12%
Class 2 Manufacturer	19	11%
Class5 Retailer	133	74%
Testing Laboratory	6	3%
Grand Total	179	100%

Key Categories	
<u>Category</u>	<u>Percentage</u>
Impact Zone Business	4%
Previous Marijuana Conviction	11%
Microbusiness	32%
Social Equity	16%
Diversely Owned	69%



Operational Businesses Licensed under CREAMM Act

DORES Certifications		
<u>DORES Certification</u>	<u>Number</u>	<u>Percentage</u>
WBE	48	27%
No Certification	55	30%
MBE	39	22%
MBE/WBE	29	16%
MBE/DVOB	3	2%
DVOB	5	3%
Grand Total	179	100%



Operational Businesses Licensed under CREAMM Act

Majority Owner Race		
<u>Race/Ethnicity</u>	<u>Number</u>	<u>Percentage</u>
American Indian Or Alaska Native	1	0.6%
Asian	23	12.8%
Asian, Native Hawaiian Or Other Pacific Islander	1	0.6%
Black Or African American	24	13.4%
Entity	19	10.6%
No Majority	9	5.0%
Other Or Not Listed	28	15.6%
Other Or Not Listed, Black Or African American	1	0.6%
White	73	40.8%
Grand Total	179	100.0%

Hispanic or Latino Majority	
<u>Number</u>	<u>Percentage</u>
26	15%