



STEVE SISOLAK  
*Governor*

## CANNABIS COMPLIANCE BOARD STATE OF NEVADA

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HON. MICHAEL DOUGLAS  
*Chair*

TYLER KLIMAS  
*Executive Director*

**To: Brenda J. Erdoes, Director of the Legislative Counsel Bureau**

**From: Tyler Klimas, Executive Director of the Nevada Cannabis Compliance Board**

**Date: January 29, 2021**

**Re: Demographic Report of Nevada's Cannabis Industry**

### Purpose

This report, required by Assembly Bill 533 (2019), details demographic data collected for active agent registration card holders within Nevada's cannabis industry. The legislation states that: *"The Board shall adopt regulations providing for the gathering and maintenance of comprehensive demographic information, including without limitation, information regarding race, ethnicity, age and gender, concerning each: (a) Owner and manager of a cannabis establishment. (b) Holder of a cannabis establishment agent registration card."* (AB533 Sec. 64(2)).

As such, the Nevada Cannabis Compliance Board (CCB) promulgated the Nevada Cannabis Compliance Regulations (NCCR 1-14). Pursuant to NCCR 6.140, the CCB will conduct a demographic survey annually to collect comprehensive data on the industry. Recipients are required to complete the survey.

In preparation for the 81<sup>st</sup> (2021) Legislative Session, the CCB compiled this report to serve as a reference to inform future decisions which will impact Nevada's cannabis industry.

### Background

Prior to this report, there has been no formal data available detailing the demographic makeup of Nevada's cannabis industry. As such, this report establishes a baseline and will allow for a more comparative and comprehensive analysis of data and trends year over year within the industry.

### Method

For the purpose of this report, the CCB conducted a survey, which included five demographic questions. The survey was sent to all active agent registration card holders as of January 1, 2021. Of the 9,890 potential respondents, 5,501 surveys were submitted within a designated two-week response period.

This includes a nearly 100% response rate from industry executives defined as the owners, officers, or board members of cannabis establishments. For scope, 744 survey respondents identified as an owner, officer, or board member of one of Nevada's 232 cannabis entities. Those entities combined hold a total of 739 active licenses or certificates to operate in Nevada.

Below are the five demographic questions/prompts respondents were asked to complete. The option 'Prefer not to answer' was included for each.

1. What is your gender?
2. Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?
3. Select your race. Select all that apply.
4. What is your age?
5. What is the highest level of education you have completed?

## Results

*Of the total respondents:*

- 42% are affiliated with a Cannabis Cultivation Facility.
- 28% are affiliated with a Cannabis Production Facility.
- 7% are affiliated with a Cannabis Testing Laboratory.
- 49% are affiliated with a Cannabis Dispensary/Retail Facility.
- 12% are affiliated with a Cannabis Distribution Facility.
- 8% are affiliated with another type of cannabis establishment (Consultant, Delivery Driver, Vendor, etc.).

*Note: Total percentage above is >100% because respondents were instructed to select all that apply.*

- 58% identified as Male; 38% identified as Female.
- 24% identified as being of Hispanic, Latino, or Spanish origin.
- 53% identified as White.
- 44% identified as being in the age group: 25 through 34 years old.

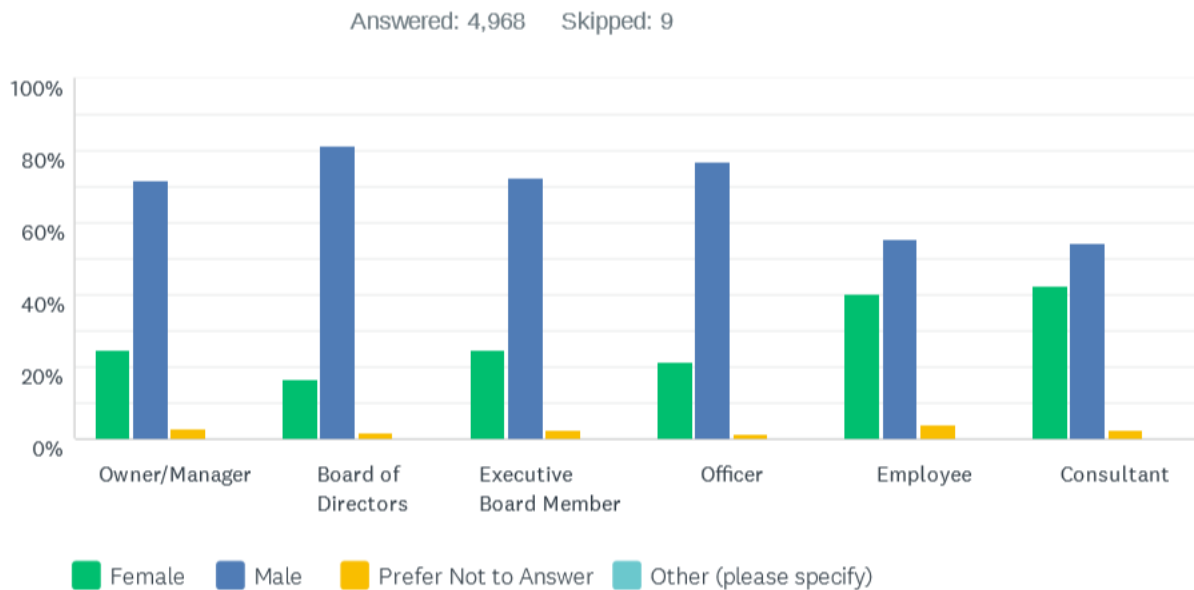
*Responses below are aggregated by position held within the industry (i.e. owner, board member, employee, etc.).*

*Additional survey results are attached to this document.*

Prompt: Please select the cannabis establishment type with which you are affiliated. Select all that apply.

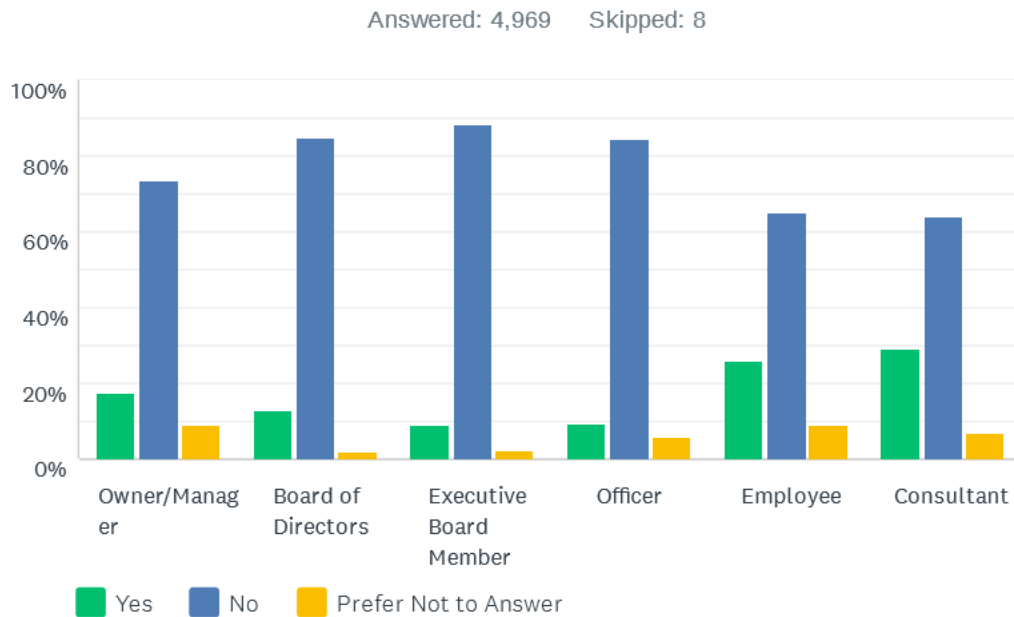
	CANNABIS CULTIVATION FACILITY	CANNABIS PRODUCTION FACILITY	CANNABIS LABORATORY FACILITY	CANNABIS RETAIL FACILITY	CANNABIS DISTRIBUTION FACILITY	CANNABIS ESTABLISHMENT SUPPORT FACILITY (CONSULTANT, DELIVERY DRIVER, VENDOR, ETC)	TOTAL
Owner/Manager	60.33% 333	40.94% 226	7.79% 43	41.12% 227	21.20% 117	2.54% 14	19.38% 960
Board of Directors	90.74% 49	75.93% 41	5.56% 3	48.15% 26	24.07% 13	0.00% 0	2.67% 132
Executive Board Member	79.55% 35	72.73% 32	4.55% 2	47.73% 21	27.27% 12	0.00% 0	2.06% 102
Officer	68.38% 93	53.68% 73	13.24% 18	59.56% 81	32.35% 44	8.82% 12	6.48% 321
Employee	40.41% 1,712	26.72% 1,132	6.25% 265	49.59% 2,101	10.29% 436	6.70% 284	119.73% 5,930
Consultant	21.07% 63	20.07% 60	7.02% 21	65.89% 197	11.37% 34	27.09% 81	9.21% 456
Total Respondents	2,095	1,420	334	2,433	580	340	4,953

Prompt: What is your gender?



	FEMALE	MALE	PREFER NOT TO ANSWER	OTHER (PLEASE SPECIFY)	TOTAL
Owner/Manager	25.09% 138	71.82% 395	3.09% 17	0.00% 0	11.07% 550
Board of Directors	16.67% 9	81.48% 44	1.85% 1	0.00% 0	1.00% 54
Executive Board Member	25.00% 11	72.73% 32	2.27% 1	0.00% 0	0.89% 44
Officer	21.48% 29	77.04% 104	1.48% 2	0.00% 0	2.72% 135
Employee	40.37% 1,716	55.33% 2,352	3.90% 166	0.40% 17	85.57% 4,251
Consultant	42.38% 128	54.30% 164	2.65% 8	0.66% 2	6.08% 302
Total Respondents	1,911	2,852	187	18	4,968

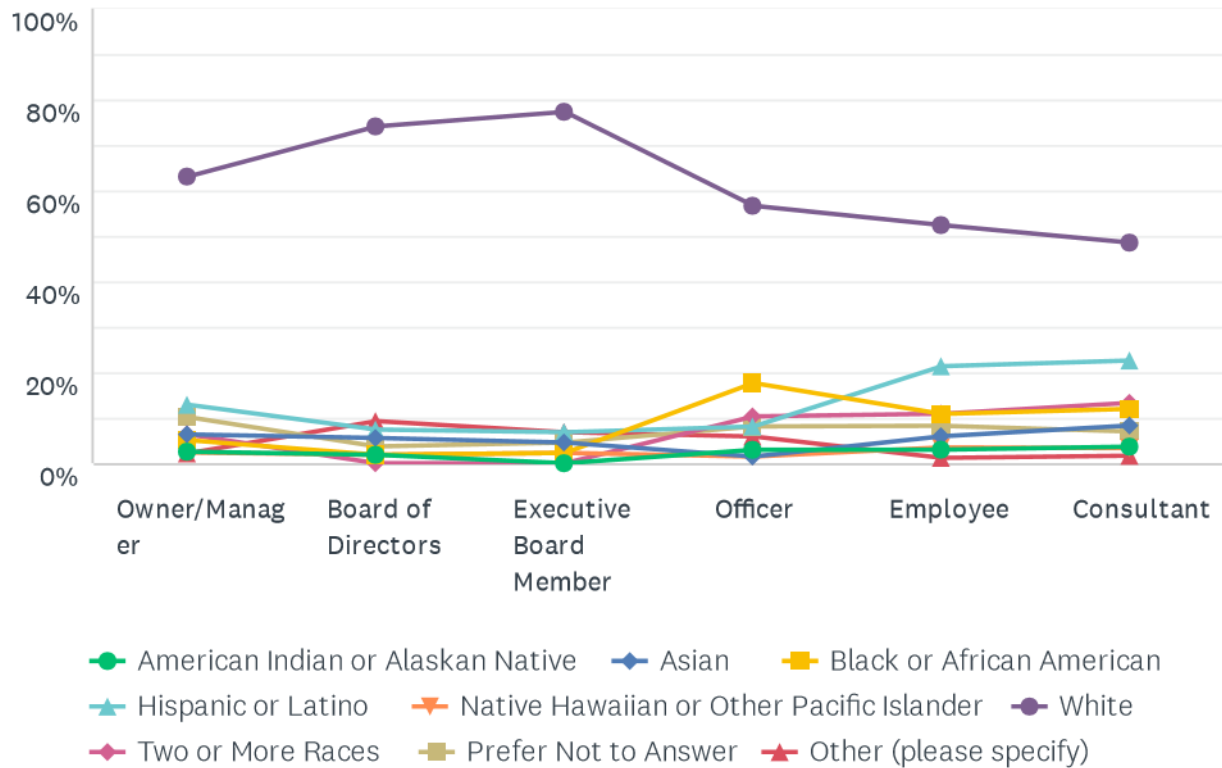
Prompt: Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?



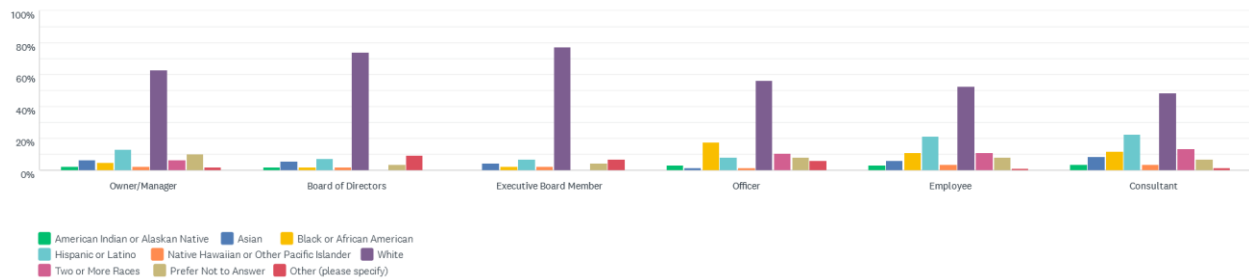
	YES	NO	PREFER NOT TO ANSWER	TOTAL
Owner/Manager	17.39% 96	73.73% 407	8.88% 49	11.11% 552
Board of Directors	12.96% 7	85.19% 46	1.85% 1	1.09% 54
Executive Board Member	9.09% 4	88.64% 39	2.27% 1	0.89% 44
Officer	9.70% 13	84.33% 113	5.97% 8	2.70% 134
Employee	25.85% 1,099	65.24% 2,774	8.91% 379	85.57% 4,252
Consultant	29.14% 88	63.91% 193	6.95% 21	6.06% 302
Total Respondents	1,218	3,318	433	4,969

Prompt: Select your race. Select all that apply.

Answered: 4,969 Skipped: 8



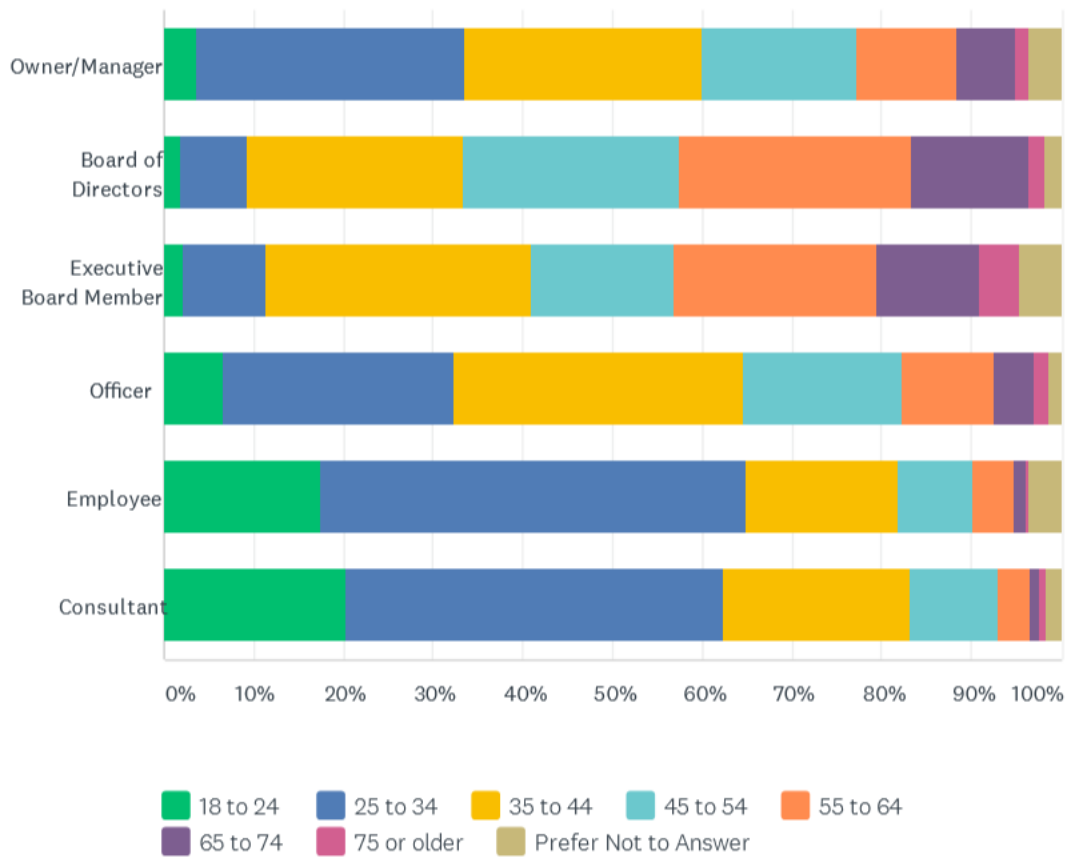
Answered: 4,969 Skipped: 8



	AMERICAN INDIAN OR ALASKAN NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	TWO OR MORE RACES	PREFER NOT TO ANSWER	OTHER (PLEASE SPECIFY)	TOTAL	
Owner/Manager	2.54% 14	6.34% 35	5.07% 28	12.06% 71		2.36% 13	63.04% 348	6.34% 35	10.14% 56	2.17% 12	12.32% 612
Board of Directors	1.85% 1	5.56% 3	1.85% 1	7.41% 4		1.85% 1	74.07% 40	0.00% 0	3.70% 2	9.26% 5	1.15% 57
Executive Board Member	0.00% 0	4.55% 2	2.27% 1	6.82% 3		2.27% 1	77.27% 34	0.00% 0	4.55% 2	6.82% 3	0.93% 46
Officer	2.94% 4	1.47% 2	17.65% 24	8.09% 11		1.47% 2	56.62% 77	10.29% 14	8.09% 11	5.88% 8	3.08% 153
Employee	2.99% 127	5.93% 252	10.84% 461	21.34% 907		3.48% 148	52.36% 2,226	10.89% 463	8.23% 350	1.18% 50	100.30% 4,984
Consultant	3.65% 11	8.31% 25	11.96% 36	22.59% 68		3.32% 10	48.50% 146	13.29% 40	6.98% 21	1.66% 5	7.29% 362
Total Respondents	145	295	525	993	163	2,656	514	417	67		4,969

Prompt: What is your age?

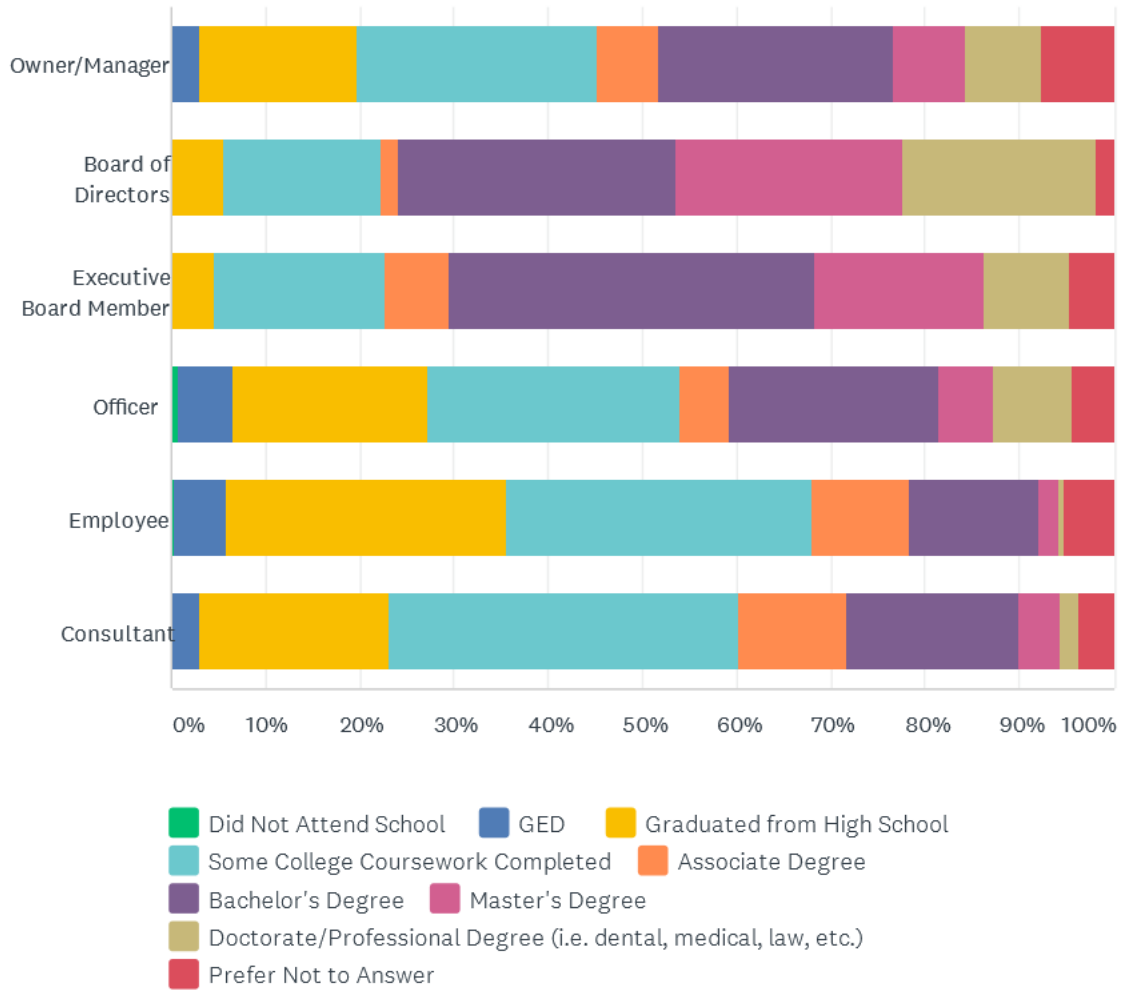
Answered: 4,972 Skipped: 5



	18 TO 24	25 TO 34	35 TO 44	45 TO 54	55 TO 64	65 TO 74	75 OR OLDER	PREFER NOT TO ANSWER	TOTAL
Owner/Manager	3.62% 20	29.89% 165	26.45% 146	17.39% 96	11.05% 61	6.52% 36	1.45% 8	3.62% 20	11.10% 552
Board of Directors	1.85% 1	7.41% 4	24.07% 13	24.07% 13	25.93% 14	12.96% 7	1.85% 1	1.85% 1	1.09% 54
Executive Board Member	2.27% 1	9.09% 4	29.55% 13	15.91% 7	22.73% 10	11.36% 5	4.55% 2	4.55% 2	0.88% 44
Officer	6.62% 9	25.74% 35	32.35% 44	17.65% 24	10.29% 14	4.41% 6	1.47% 2	1.47% 2	2.74% 136
Employee	17.37% 739	47.48% 2,020	17.11% 728	8.27% 352	4.61% 196	1.34% 57	0.14% 6	3.67% 156	85.56% 4,254
Consultant	20.27% 61	42.19% 127	20.60% 62	9.97% 30	3.65% 11	1.00% 3	0.66% 2	1.66% 5	6.05% 301
Total Respondents	785	2,229	905	473	278	104	17	181	4,972

Prompt: What is the highest level of education you have completed?

Answered: 4,958 Skipped: 19



	DID NOT ATTEND SCHOOL	GED	GRADUATED FROM HIGH SCHOOL	SOME COLLEGE COURSEWORK COMPLETED	ASSOCIATE DEGREE	BACHELOR'S DEGREE	MASTER'S DEGREE	DOCTORATE/PROFESSIONAL DEGREE (I.E. DENTAL, MEDICAL, LAW, ETC.)	PREFER NOT TO ANSWER	TOTAL
Owner/Manager	0.00% 0	3.09% 17	16.52% 91	25.59% 141	6.53% 36	25.05% 138	7.62% 42	7.99% 44	7.62% 42	11.11% 551
Board of Directors	0.00% 0	0.00% 0	5.56% 3	16.67% 9	1.85% 1	29.63% 16	24.07% 13	20.37% 11	1.85% 1	1.09% 54
Executive Board Member	0.00% 0	0.00% 0	4.55% 2	18.18% 8	6.82% 3	38.64% 17	18.18% 8	9.09% 4	4.55% 2	0.89% 44
Officer	0.74% 1	5.93% 8	20.74% 28	26.67% 36	5.19% 7	22.22% 30	5.93% 8	8.15% 11	4.44% 6	2.72% 135
Employee	0.38% 16	5.51% 234	29.74% 1,262	32.48% 1,378	10.23% 434	13.83% 587	2.05% 87	0.49% 21	5.28% 224	85.58% 4,243
Consultant	0.00% 0	3.00% 9	20.00% 60	37.33% 112	11.33% 34	18.33% 55	4.33% 13	2.00% 6	3.67% 11	6.05% 300
Total Respondents	17	260	1,371	1,568	488	758	148	74	274	4,958

### Industry Impact

Since the CCB's commencement of operations on July 1, 2020, there have been no open licensing rounds. Pursuant to NRS 678B, in determining whether to issue a license, among other considerations, the Board will factor in "the diversity on the basis of race, ethnicity, gender or veteran status of the applicant or the persons who are proposed to be owners, officers or board members."

Additionally, pursuant to NRS 678A, the Board "will establish a pilot program for identifying opportunities for an emerging small cannabis business to participate in the cannabis industry."

Demographic data collection and analysis will assist in the CCB's efforts to prioritize diversity and inclusivity in any new licensing rounds and future pilot programs.

### Limitations

In this inaugural survey, the response rate was more than 50% of the cannabis industry and nearly 100% of industry executives. In order to fully understand the scope of the industry, the CCB will continue to refine the survey process with the goal of improving the response rate year over year. This can be accomplished through further refinement of demographic and identifier questions and choices within the survey and the agency's request for constructive feedback from respondents.

### Conclusion

In executing the state's first undertaking of a demographic analysis of Nevada's cannabis industry, the CCB looks forward to continuing to collect and provide meaningful data on this industry for state legislators, stakeholders, and other interested parties.

Sincerely,

A handwritten signature in blue ink, appearing to read 'TK' or 'Tyler Klimas'.

Tyler Klimas  
Executive Director, Nevada Cannabis Compliance Board

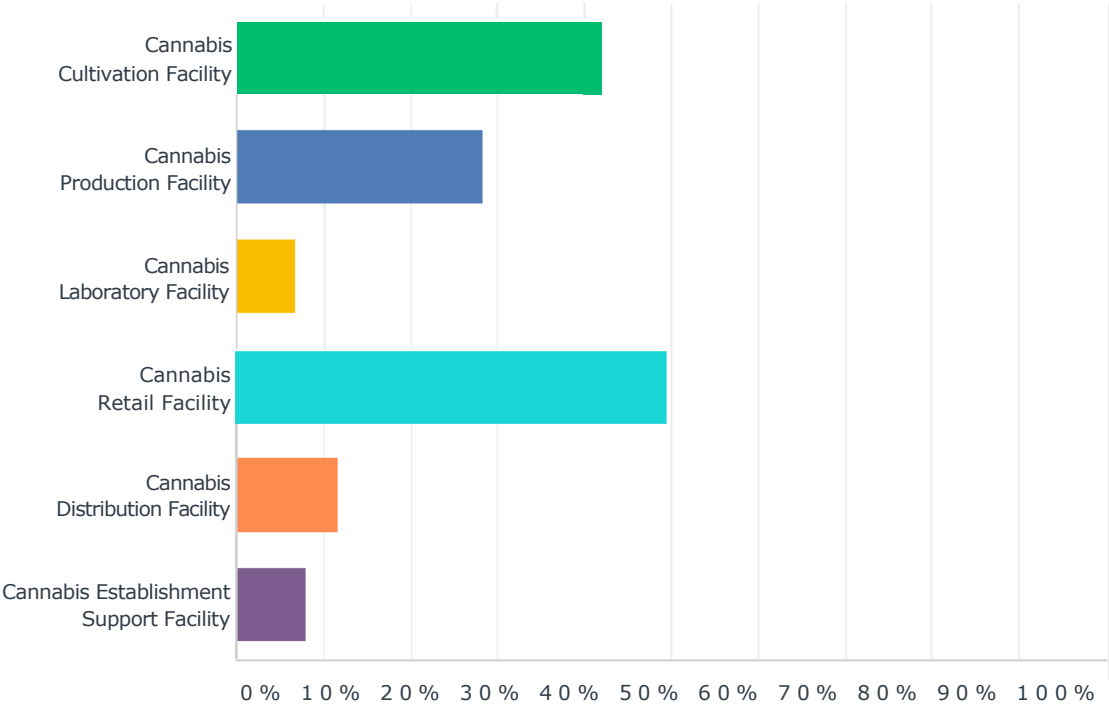
CC: Hon. Michael Douglas, Chair



Cannabis Industry Demographic Survey

Please select the cannabis establishment type with which you are affiliated. Select all that apply.

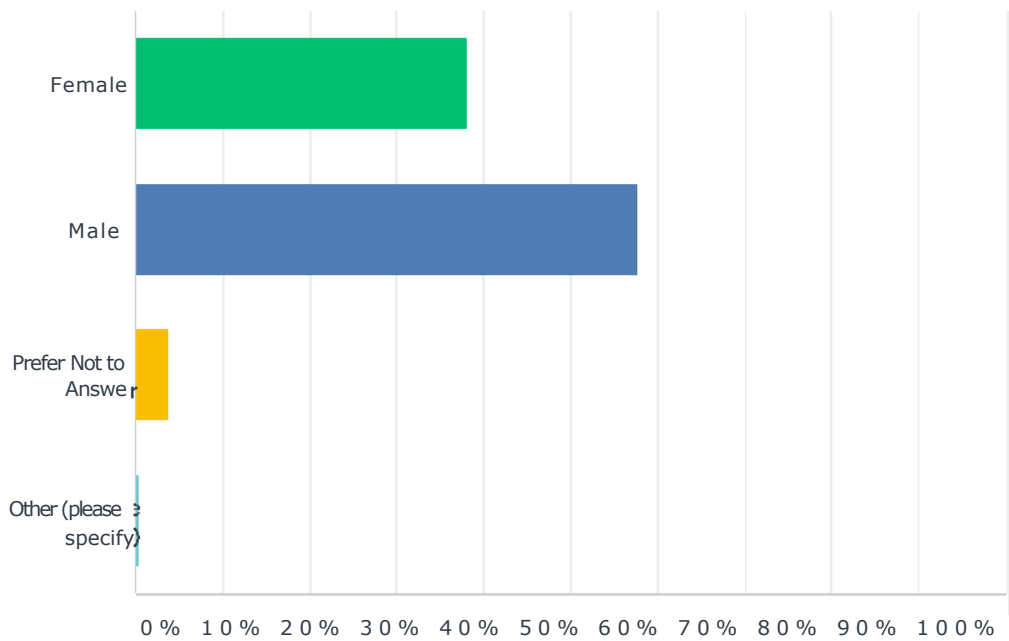
Answered: 5,439 Skipped: 63



ANSWER CHOICES		RESPONSES	
Cannabis Cultivation Facility		42.07%	2,288
Cannabis Production Facility		28.28%	1,538
Cannabis Laboratory Facility		6.66%	362
Cannabis Retail Facility		49.38%	2,686
Cannabis Distribution Facility		11.71%	637
Cannabis Establishment Support Facility (Consultant, Delivery Driver, Vendor, etc.)		7.94%	432
Total Respondents: 5,439			

# What is your gender?

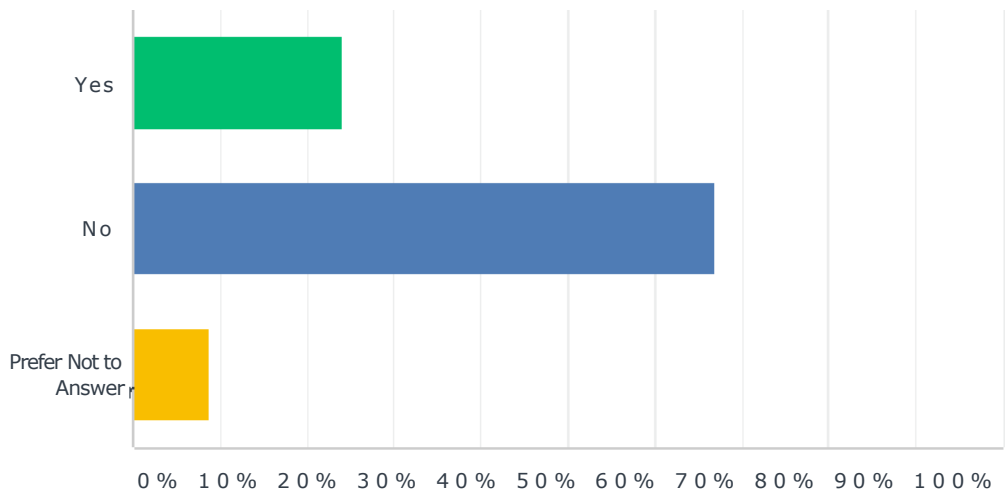
Answered: 5,490 Skipped: 12



ANSWER CHOICES	RESPONSES	
Female	38.05%	2,089
Male	57.74%	3,170
Prefer Not to Answer	3.86%	212
Other (please specify)	0.35%	19
TOTAL		5,490

Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican or Cuban?

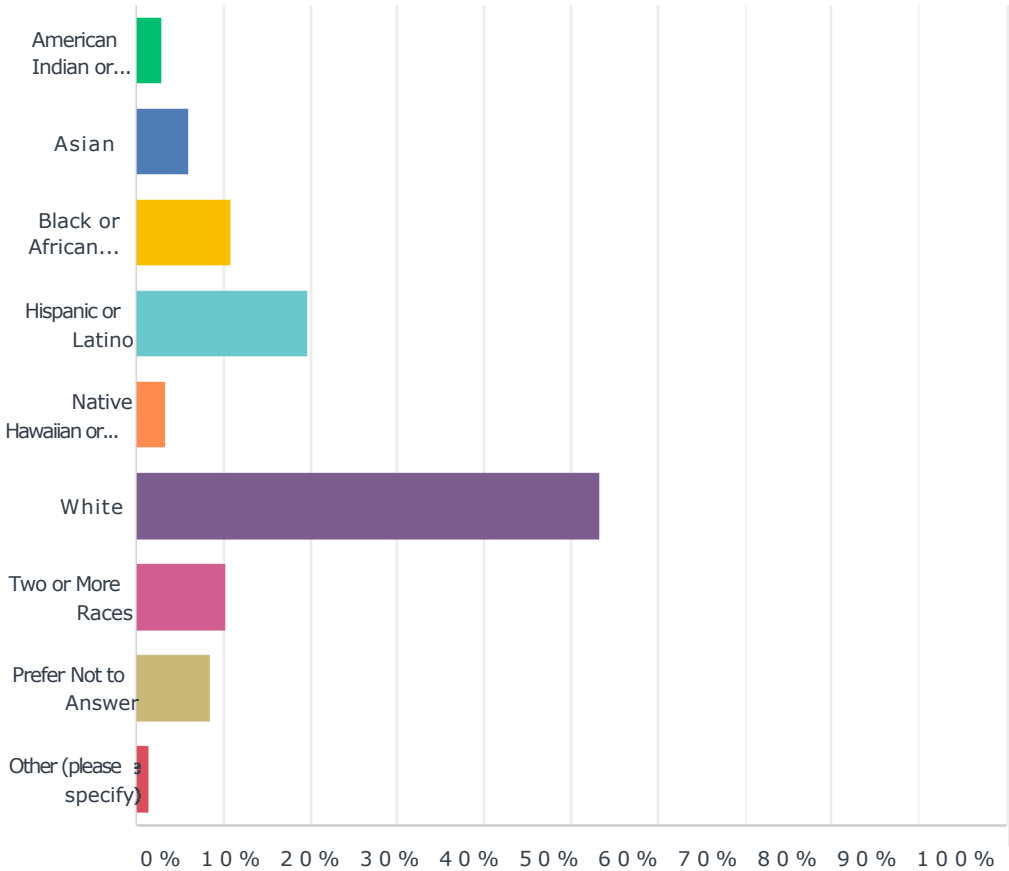
Answered: 5,490 Skipped: 12



ANSWER CHOICES		RESPONSES	
Yes		24.12%	1,324
No		66.99%	3,678
Prefer Not to Answer		8.89%	488
TOTAL			5,490

What is your race? Select all that apply.

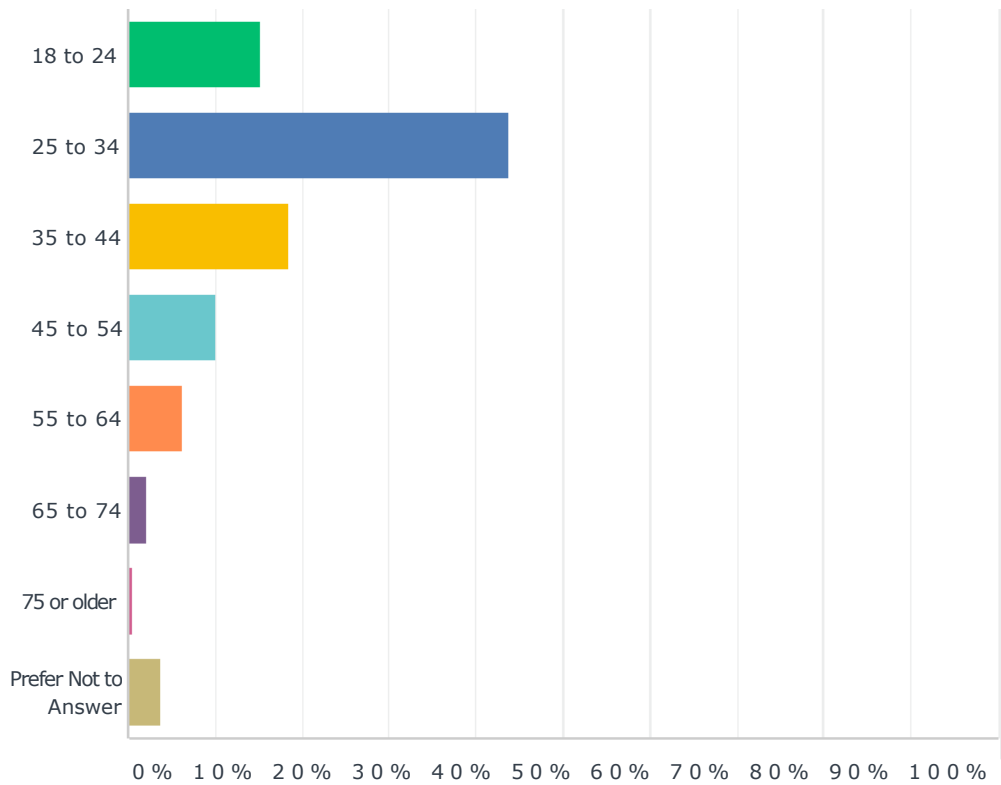
Answered: 5,489 Skipped: 13



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	3.01%	165
Asian	5.98%	328
Black or African American	10.88%	597
Hispanic or Latino	19.62%	1,077
Native Hawaiian or Other Pacific Islander	3.26%	179
White	53.32%	2,927
Two or More Races	10.22%	561
Prefer Not to Answer	8.49%	466
Other (please specify)	1.48%	81
Total Respondents: 5,489		

# What is your age?

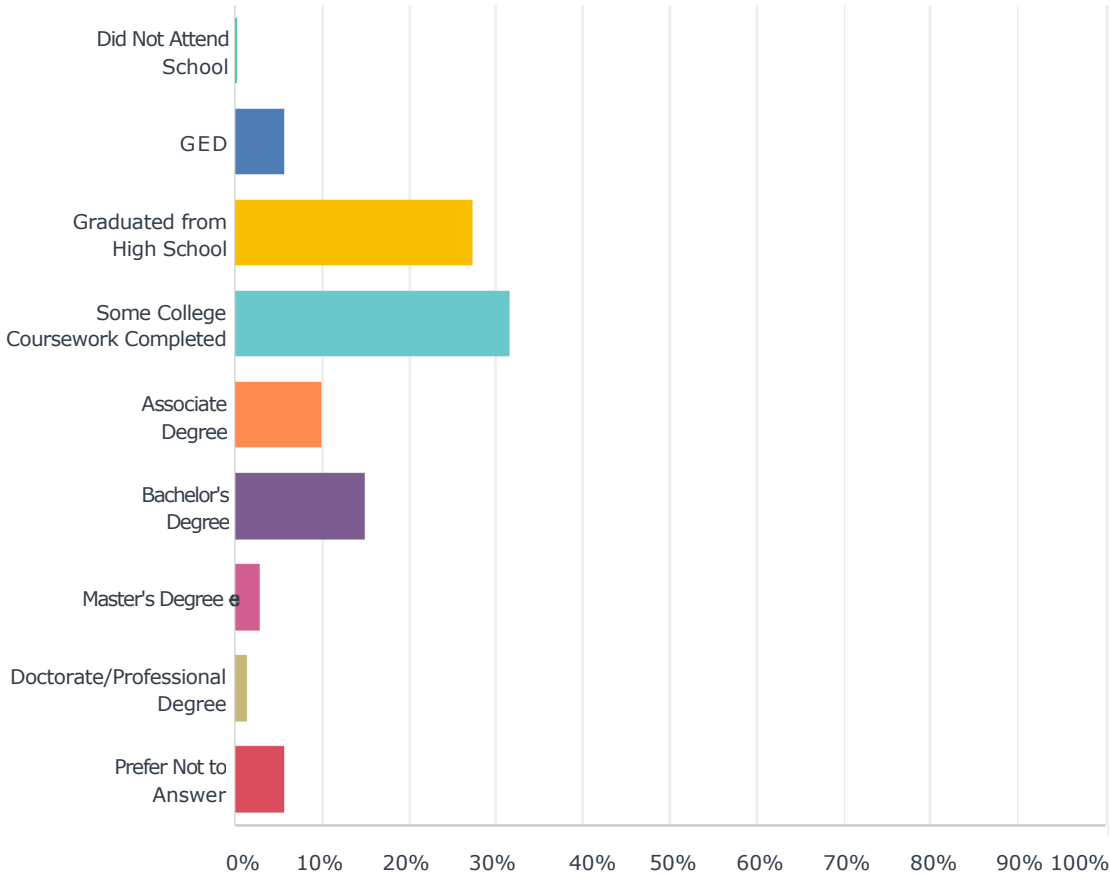
Answered: 5,491 Skipped: 11



ANSWER CHOICES	RESPONSES	
18 to 24	15.28%	839
25 to 34	43.73%	2,401
35 to 44	18.45%	1,013
45 to 54	10.11%	555
55 to 64	6.21%	341
65 to 74	2.13%	117
75 or older	0.35%	19
Prefer Not to Answer	3.75%	206
TOTAL		5,491

# What is the highest level of education you have completed?

Answered: 5,474 Skipped: 28



ANSWER CHOICES	RESPONSES	
Did Not Attend School	0.31%	17
GED	5.57%	305
Graduated from High School	27.31%	1,495
Some College Coursework Completed	31.59%	1,729
Associate Degree	10.14%	555
Bachelor's Degree	15.02%	822
Master's Degree	3.03%	166
Doctorate/Professional Degree (i.e. dental, medical, law, etc.)	1.42%	78
Prefer Not to Answer	5.61%	307
TOTAL		5,474