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FOR IMMEDIATE RELEASE

## **CCB Releases Annual Demographic Study of Nevada's Cannabis Industry**

(LAS VEGAS, NV) - Today, the Nevada Cannabis Compliance Board (CCB) released its annual demographic study of Nevada's cannabis industry.

In accordance with Nevada Cannabis Compliance Regulation 6.140, the CCB will conduct an annual survey to compile comprehensive demographic information regarding all active cannabis agent registration card holders. Additionally, this data will be reported to the Nevada State Legislature before each legislative session as required by NRS 678A.450(3).

Of the 15,936 active agent card holders who received the survey in January, 42% submitted responses. The CCB received a 70% response rate from industry executives defined as owners, officers, and board members of cannabis licenses.

Key takeaways include:

- 55% of respondents identified as Male; and 39% identified as Female.
- 52% identified as White; 17% identified as Hispanic; and 12% identified as Black.
- 43% identified as being in the age group of 25-34 years old.

Demographic data collection and reporting will assist the CCB and the State in its efforts to prioritize diversity and inclusion in the legal cannabis industry.

This is the second year the CCB has collected and reported demographic data. The CCB's first demographic study (2021) along with other industry statistics can be viewed here: <https://ccb.nv.gov/media/#item-3>. Data may be analyzed year-over-year to identify trends within Nevada's cannabis industry.

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