

**CANNABIS COMPLIANCE BOARD
STATE OF NEVADA**



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HON. MICHAEL DOUGLAS
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TYLER KLIMAS
Executive Director

To: Legislative Counsel Bureau, Director Brenda Erdoes

From: Tyler Klimas, Executive Director, Nevada Cannabis Compliance Board

Re: Demographic Report of Nevada's Cannabis Industry (2023)

Date: January 26, 2023

Purpose

This report, required by NRS 678A.450, details demographic data collected for active agent registration card holders within Nevada's cannabis industry.

NRS 678A.450 (2) states:

- 2. 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.*

Additionally, and in conjunction with NRS 678A.450, Nevada Cannabis Compliance Regulation (NCCR) 6.140 states the CCB will conduct a demographic survey annually to collect comprehensive data on the industry.

Background

This is the third annual demographic report prepared by the CCB. Previously, the CCB conducted a survey through its electronic communications system. As a result, the CCB received a response rate from active agent registration card holders of 56% and 42% in 2021 and 2022, respectively. After a review of previous reports, the CCB identified the response rate as a limitation and an area for improvement.

This is the first year the CCB generated this report based on demographic data required for and collected from cannabis agent registration card applications, rather than a voluntary survey, resulting in a 100% response rate.

For scope, this report is based on the agent card application data of 18,361 active agent card holders. Of that total, 840 active agent card holders were identified as industry executives (owners, officers, board members, and cannabis executives).

Data required as part of an agent card application can be utilized to answer the four following demographic questions/prompts:

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?

Summary of Findings

Of the total respondents:

- 60% identified as Male; 39% identified as Female.
- 53% identified as White; 19% identified as Hispanic; 19% identified as Black.
- 26% identified as being of Hispanic, Latino, or Spanish origin.
- 47% identified as being in the age group: 25 and 34 years old.

Attached to and immediately following this report are infographics detailing more key takeaways as well as responses aggregated by position held within the industry (i.e., owner, board member, employee, etc.).

Demographic reports for previous years can be viewed on the CCB's website at:

<https://ccb.nv.gov/media/#item-3>.

Industry Impact

There is little to no variance regarding the demographics of industry executives in year-over-year comparisons. This can be attributed to the fact that there has been limited opportunity for new entrants into Nevada's cannabis industry.

Shortly after the passage of Assembly Bill 341 (2021), which authorized the licensing of cannabis consumption lounges, the CCB convened the first meeting of the Cannabis Advisory Commission (CAC) and established subcommittees including the CAC Subcommittee on Social Equity, Diversity, and Inclusion to study relevant topics and make recommendations to the Board. Additionally, as part of the cannabis consumption lounge licensing regulations adopted by the Board, applicants were required to submit a diversity plan, which must include the demographic information of employees along with strategies and goals for diverse outreach, hiring, retention, and investment.

In Fall 2022, the CCB conducted its first licensing round, issuing 40 prospective licenses for cannabis consumption lounges. This represents the first major licensing round since 2018. Additionally, per state law, the CCB was authorized to issue 20 independent lounge licenses, half of which (10) were designated for social equity applicants who have been negatively impacted by previous drug policy. While social equity and diversity are not interchangeable, the hope and intent of the CCB is that this new applicant type creates an opportunity to benefit underrepresented populations and communities and thus, should be considered for future licensing rounds.

To date, there are zero active cannabis consumption lounge licenses. Therefore, prospective new ownership or entrants into Nevada's cannabis industry via this new license type have not been including in this year's report. The CCB expects cannabis consumption lounges to open on a rolling basis through 2023.

Conclusion

Building upon existing benchmarks, the CCB will continue to collect data and provide timely demographic analysis of Nevada's cannabis industry for state legislators, stakeholders, and other interested parties.

Should you have any additional questions on the contents of this report, please feel free to contact me directly.

Sincere regards,



Tyler Klimas
Executive Director
Nevada Cannabis Compliance Board


Cc: Hon. Michael Douglas, Chair




Demographic Study 2023

- This demographic report is based on information collected during the cannabis agent registration card application process.
- As of December 2022, there are **18,361** active agent card holders.
- **840** identify as industry executives (owners, officers, and board members).
- This is the first year the CCB generated this report based on data collected from agent card applications, rather than a voluntary survey, resulting in a 100% response rate.

Key Takeaways:

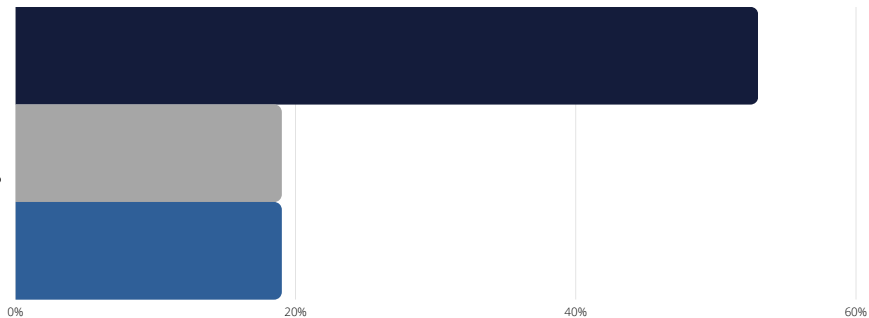
 **60%** identified as **Male**.

 **39%** identified as **Female**.

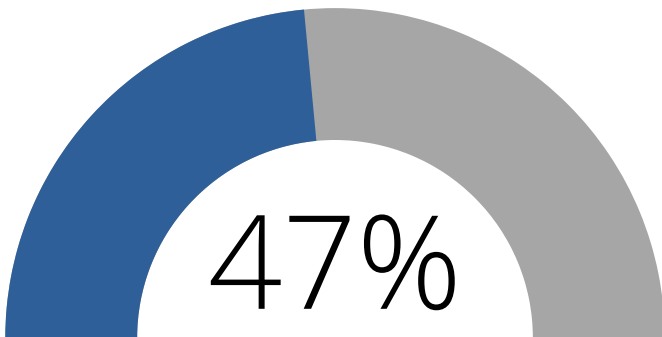
53% identified as **White**.

19% identified as **Hispanic**.

19% identified as **Black**.



26% identified as being of **Hispanic, Latino, or Spanish origin**.



25-34 year old age group.

Industry Statistics:

765

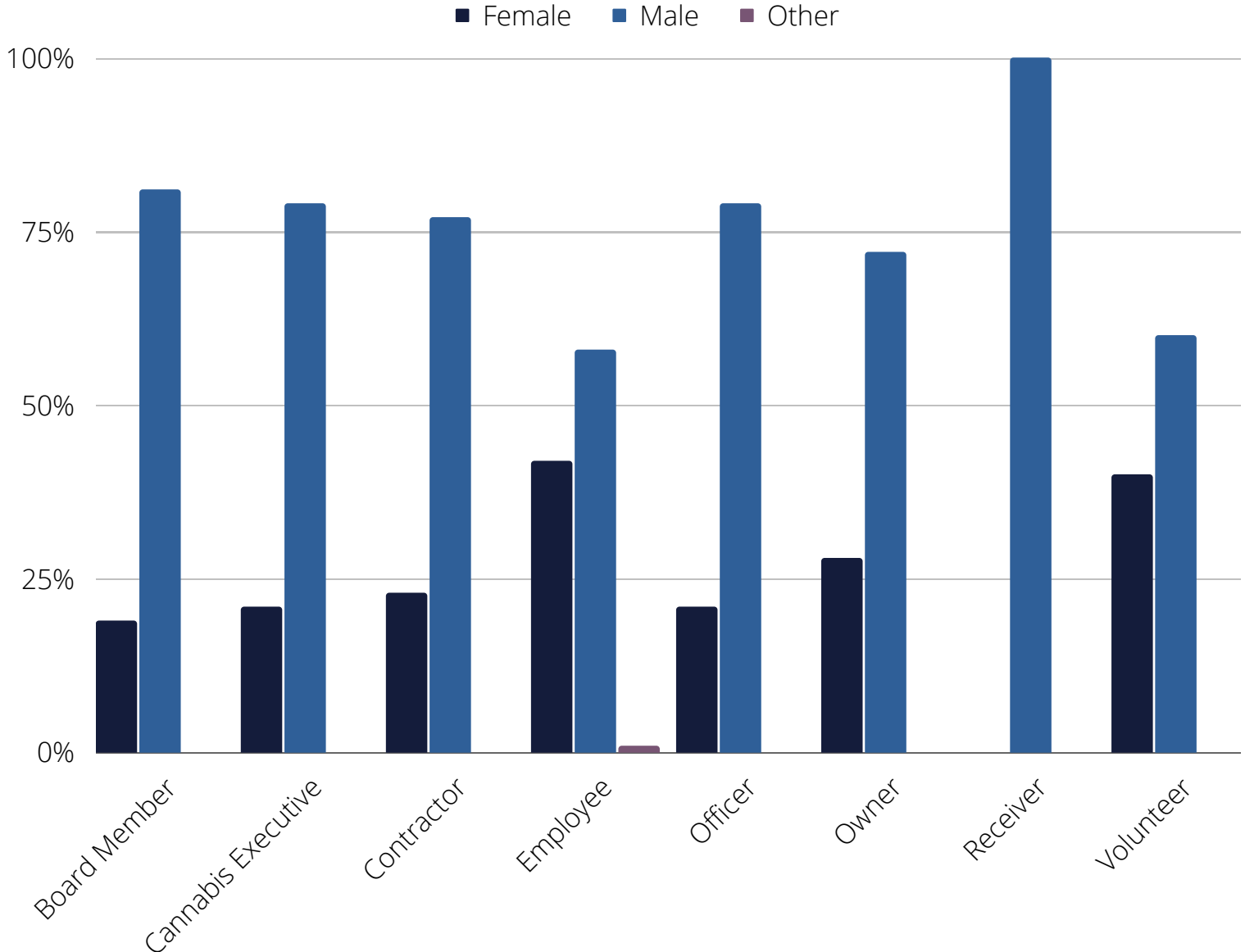
active licenses or certificates issued in Nevada.

- **100** dispensaries
- *as of January 2023, time of report completion.*

To review more statistics, visit: ccb.nv.gov



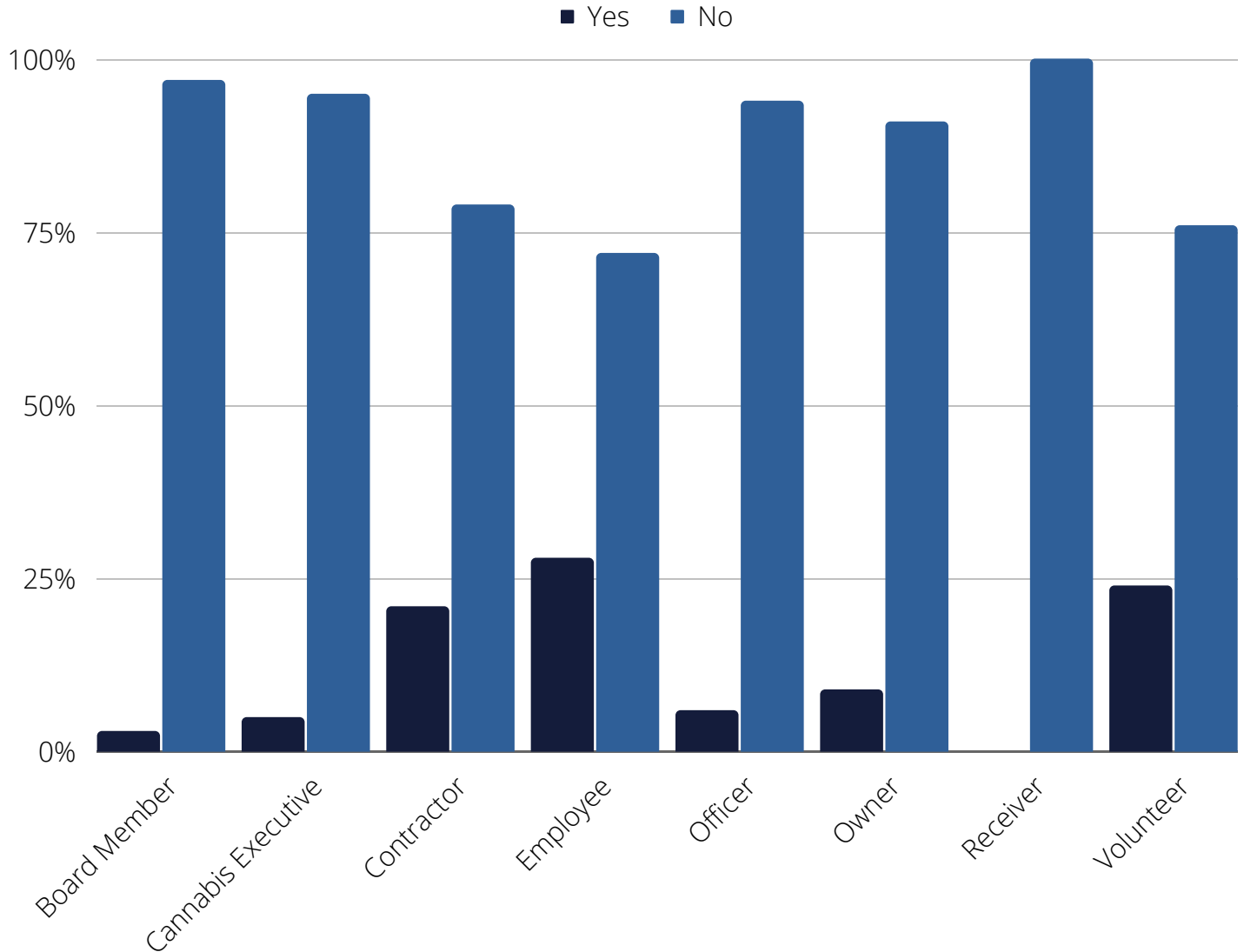
What is your gender?



Count of Gender	Column Labels			
Row Labels	Female	Male	X	Grand Total
Board Member	23	95		118
Cannabis Executive	88	330		418
Contractor	287	975	4	1266
Employee	6757	9364	84	16205
Officer	24	89		113
Owner	53	138		191
Prospective Officer	2			2
Receiver		3		3
Volunteer	18	27		45
Grand Total	7252	11021	88	18361



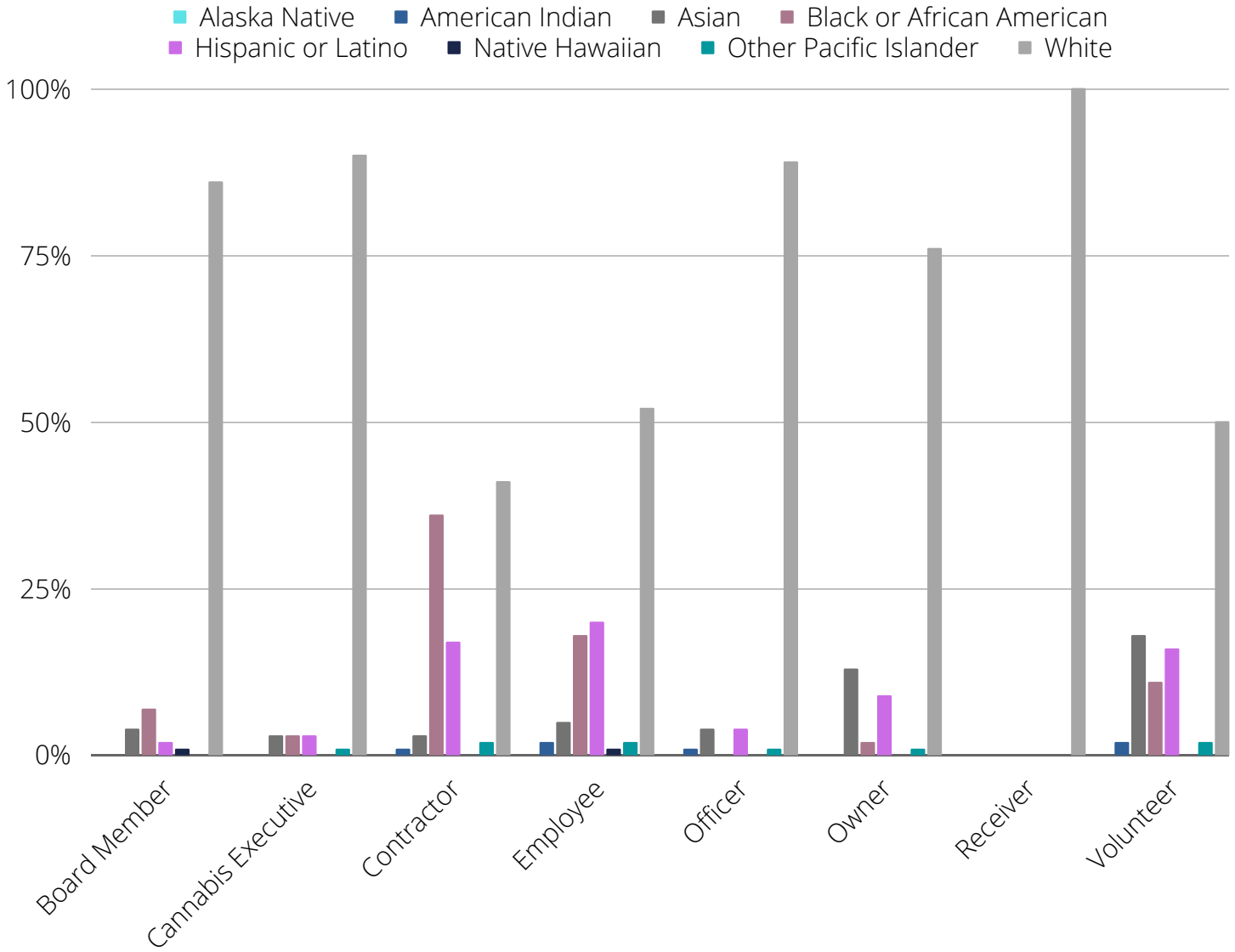
Are you of Hispanic, Latino, or Spanish origin such as Mexican, Puerto Rican, or Cuban?



Count of Ethnicity	Column Labels		
Row Labels	Hispanic or Latino	Not Hispanic or Latino	Grand Total
Board Member	4	114	118
Cannabis Executive	19	399	418
Contractor	262	1004	1266
Employee	4473	11732	16205
Officer	7	106	113
Owner	18	173	191
Prospective Officer	1	1	2
Receiver		3	3
Volunteer	11	34	45
Grand Total	4795	13566	18361



Select your race. Select all that apply.

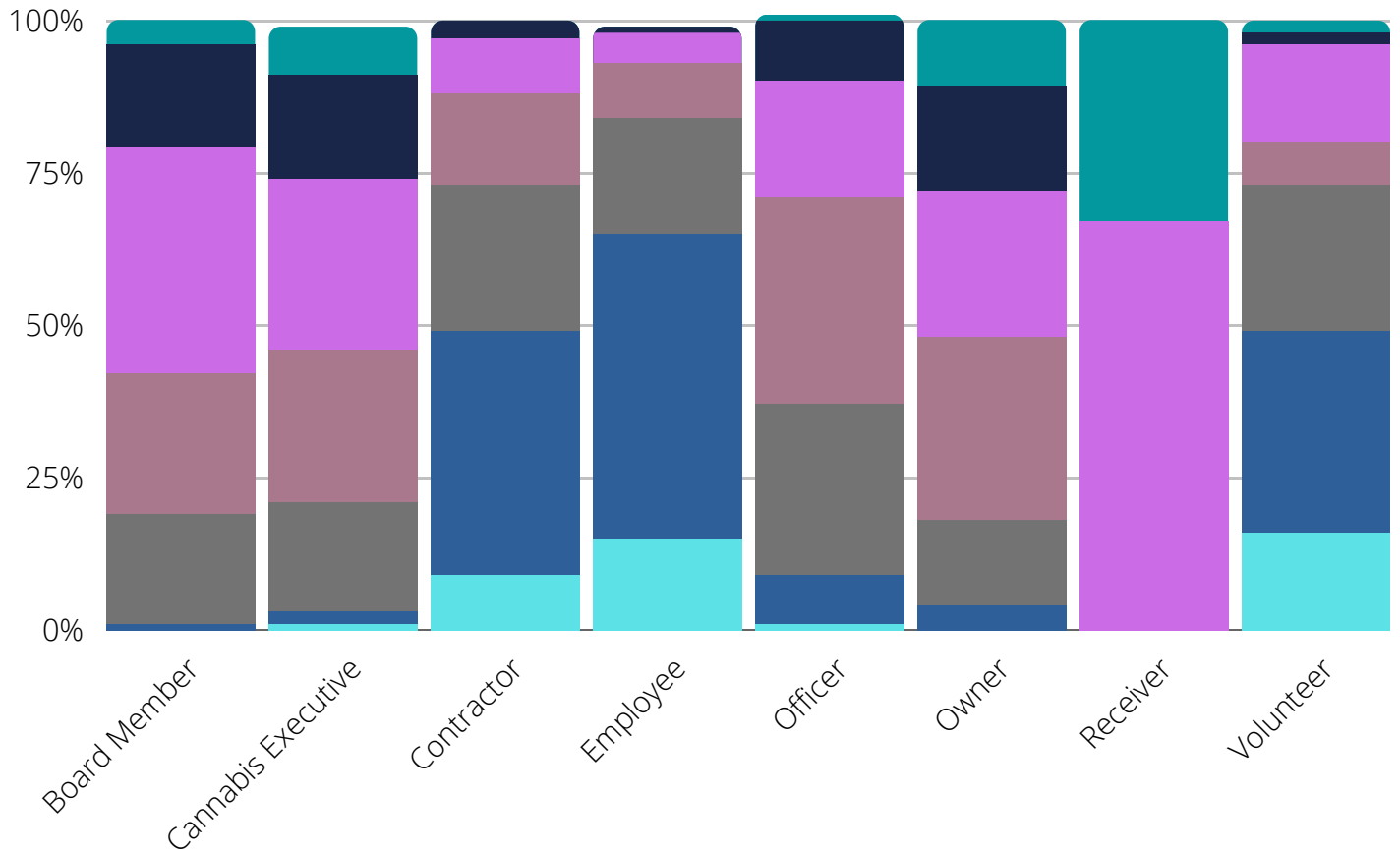


Count of Race	Column Labels								
Row Labels	Alaska Native	American Indian	Asian	Black or African American	Hispanic or Latino	Native Hawaiian	Other Pacific Islander	White	Grand Total
Board Member			5	8	2	1		102	118
Cannabis Executive			12	12	13	1	5	375	418
Contractor	1	17	33	456	209	6	27	517	1266
Employee	12	300	752	2968	3279	139	381	8374	16205
Officer		1	5		5		1	101	113
Owner			24	3	17		1	146	191
Prospective Officer					1			1	2
Receiver								3	3
Volunteer		1	8	5	7		1	23	45
Grand Total	13	319	839	3452	3533	147	416	9642	18361



What is your age?

- 21-24 years old
- 25-34 years old
- 35-44 years old
- 45-54 years old
- 55-64 years old
- 65-74 years old
- 75+ years old



Count of Range	Column Labels							FALSE	Grand Total
Row Labels	(21-24)	(25-34)	(35-44)	(45-54)	(55-64)	(65-74)	(75+)		
Board Member		1	21	27	44	20	5		118
Cannabis Executive	4	9	75	106	119	69	35	1	418
Contractor	116	504	309	187	111	35	2	2	1266
Employee	2428	8059	3125	1507	826	230	25	5	16205
Officer	1	9	32	38	21	11	1		113
Owner		7	27	57	45	33	21	1	191
Prospective Officer					2				2
Receiver					2		1		3
Volunteer	7	15	11	3	7	1	1		45
Grand Total	2556	8604	3600	1925	1177	399	91	9	18361