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December 23, 2024  
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 2025 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).

This is the third year the CCB generated this report based on data from the agent card applications, rather than a voluntary survey.

As of December 2024, there are ~14,582 registered agent card holders.

Key takeaways include:

- 60% of respondents identified as Male; and 39% identified as Female.
- 51% identified as White; 20% identified as Hispanic; and 19% identified as Black.
- 46% 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 fifth year the CCB has collected and reported demographic data. The CCB’s past demographic studies 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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# Demographic Study 2025

- This demographic report is based on information collected during the cannabis agent registration card application process.
- As of December 2024, there are **14,582\*** agent card holders.
- **694** identify as industry executives (owners, officers, and board members).
- This is the third year the CCB generated this report based on data collected from agent card applications, rather than a voluntary survey.

## Key Takeaways:

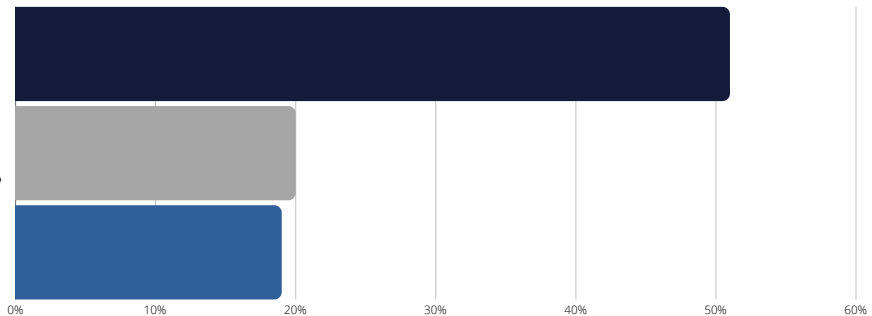
 **60%** identified as **Male**.

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

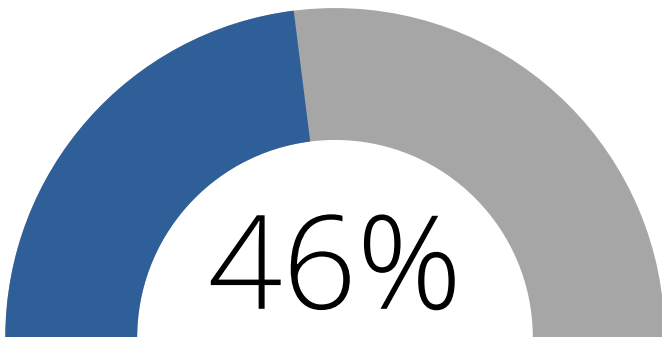
**51%** identified as **White**.

**20%** identified as **Hispanic**.

**19%** identified as **Black**.



**28%** identified as being of **Hispanic, Latino, or Spanish origin**.



**25-34 year old age group.**

## Industry Statistics:

**394** active licenses or certificates issued in Nevada.

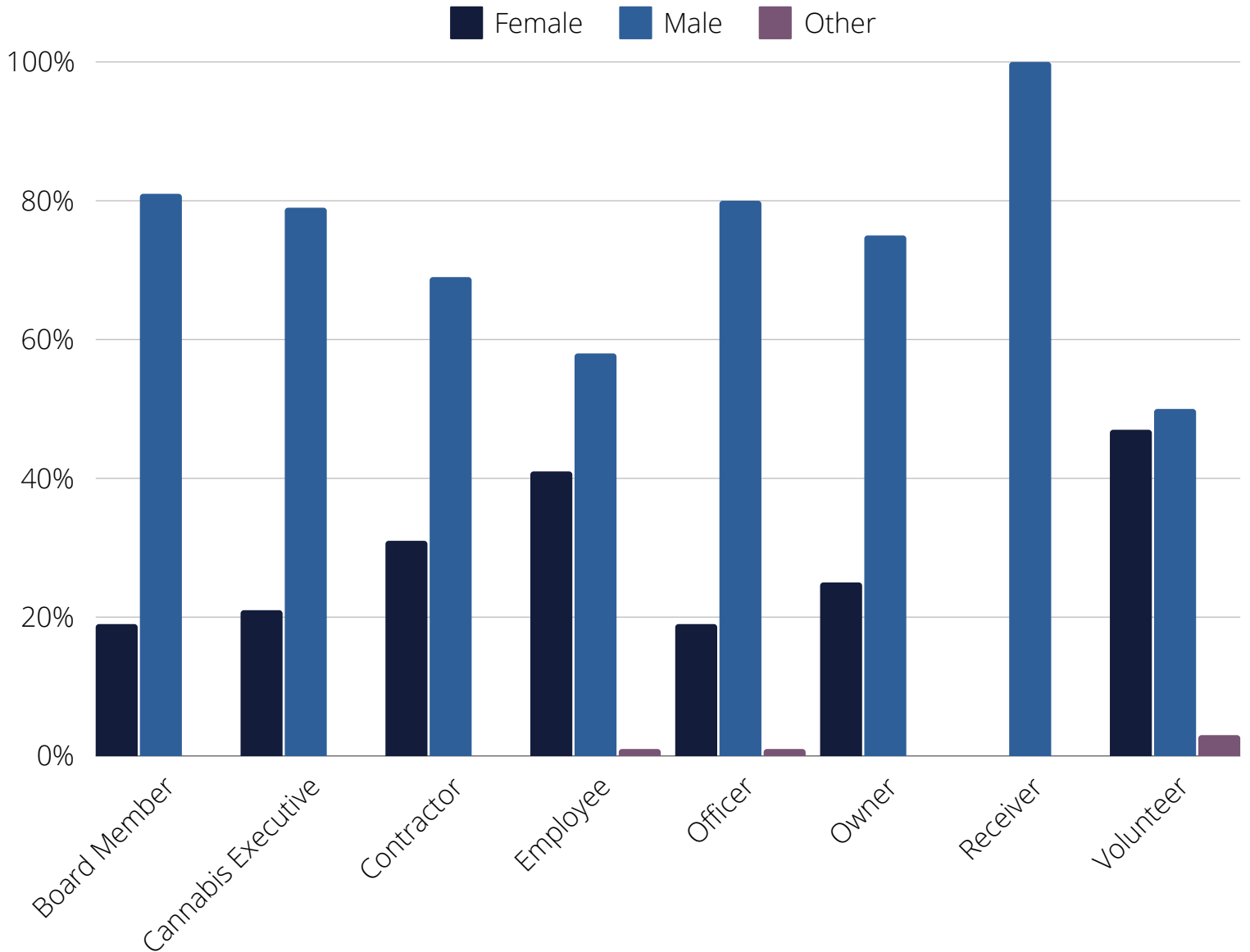
- **102** dispensaries

*\*as of December 2024, time of report completion.*

To review more statistics, visit: [ccb.nv.gov](http://ccb.nv.gov)



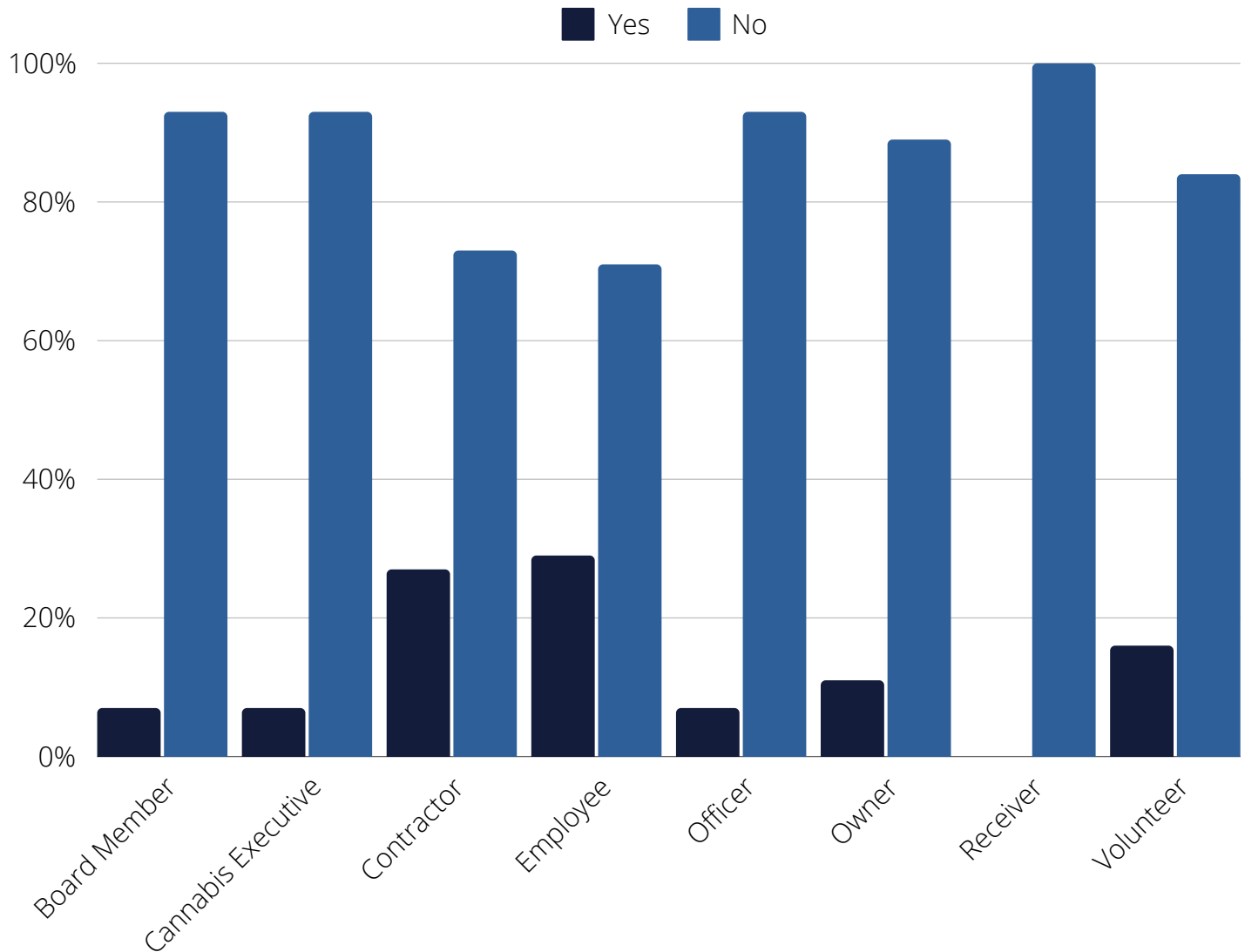
# What is your gender?



Row Labels	Female	Male	X	Grand Total
Board Member	17	72		89
Cannabis Executive	87	326		413
Contractor	399	885	3	1287
Employee	5266	7410	91	12767
Officer	19	81	1	101
Owner	23	68		91
Receiver		2		2
Volunteer	15	16	1	32
<b>Grand Total</b>	<b>5826</b>	<b>8860</b>	<b>96</b>	<b>14782</b>



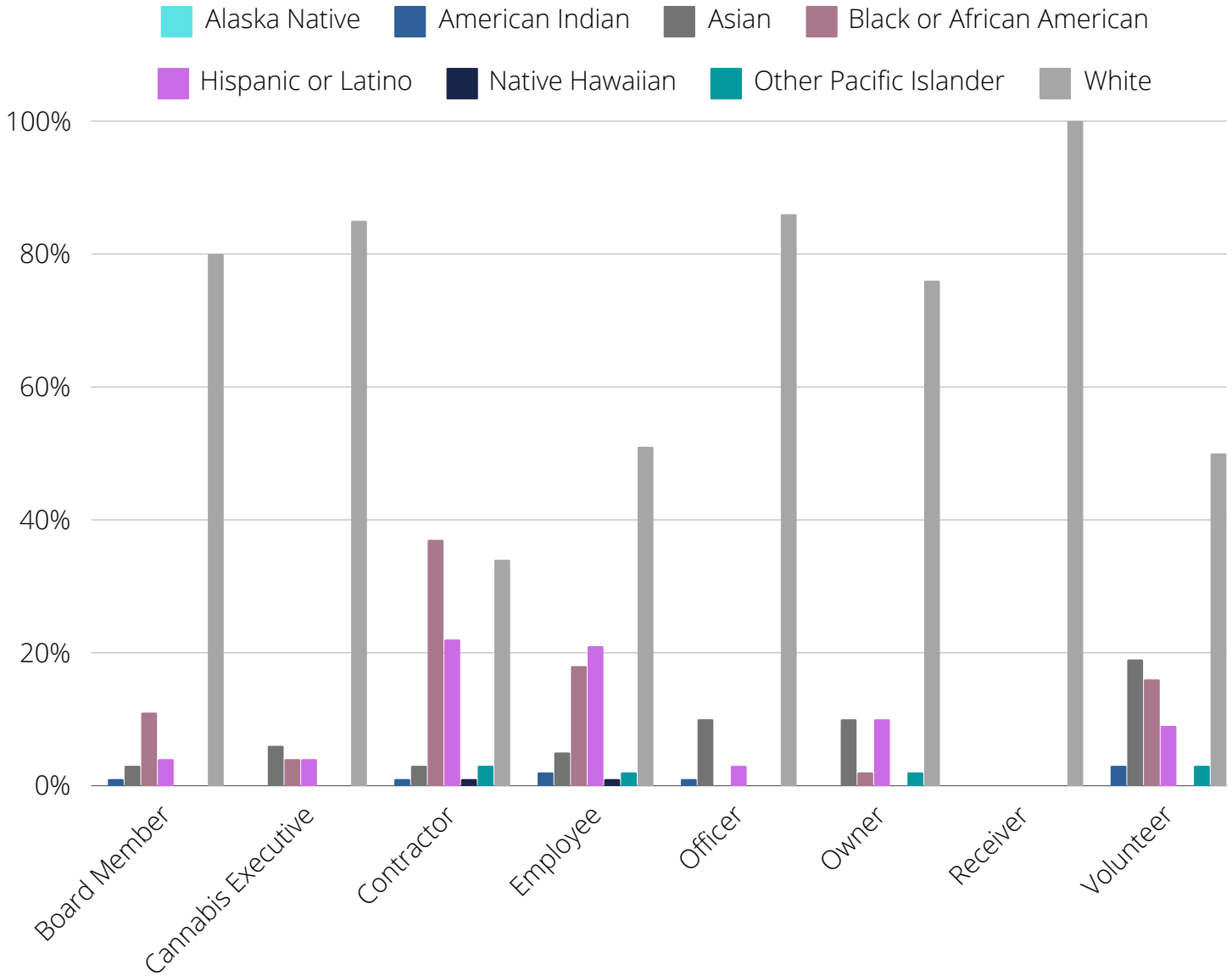
## Are you of Hispanic, Latino, or Spanish origin such as Mexican, Puerto Rican, or Cuban?



Row Labels	Hispanic or Latino	Not Hispanic or Latino	Grand Total
Board Member	6	83	89
Cannabis Executive	28	385	413
Contractor	344	943	1287
Employee	3710	9057	12767
Officer	7	94	101
Owner	10	81	91
Receiver		2	2
Volunteer	5	27	32
<b>Grand Total</b>	<b>4110</b>	<b>10672</b>	<b>14782</b>



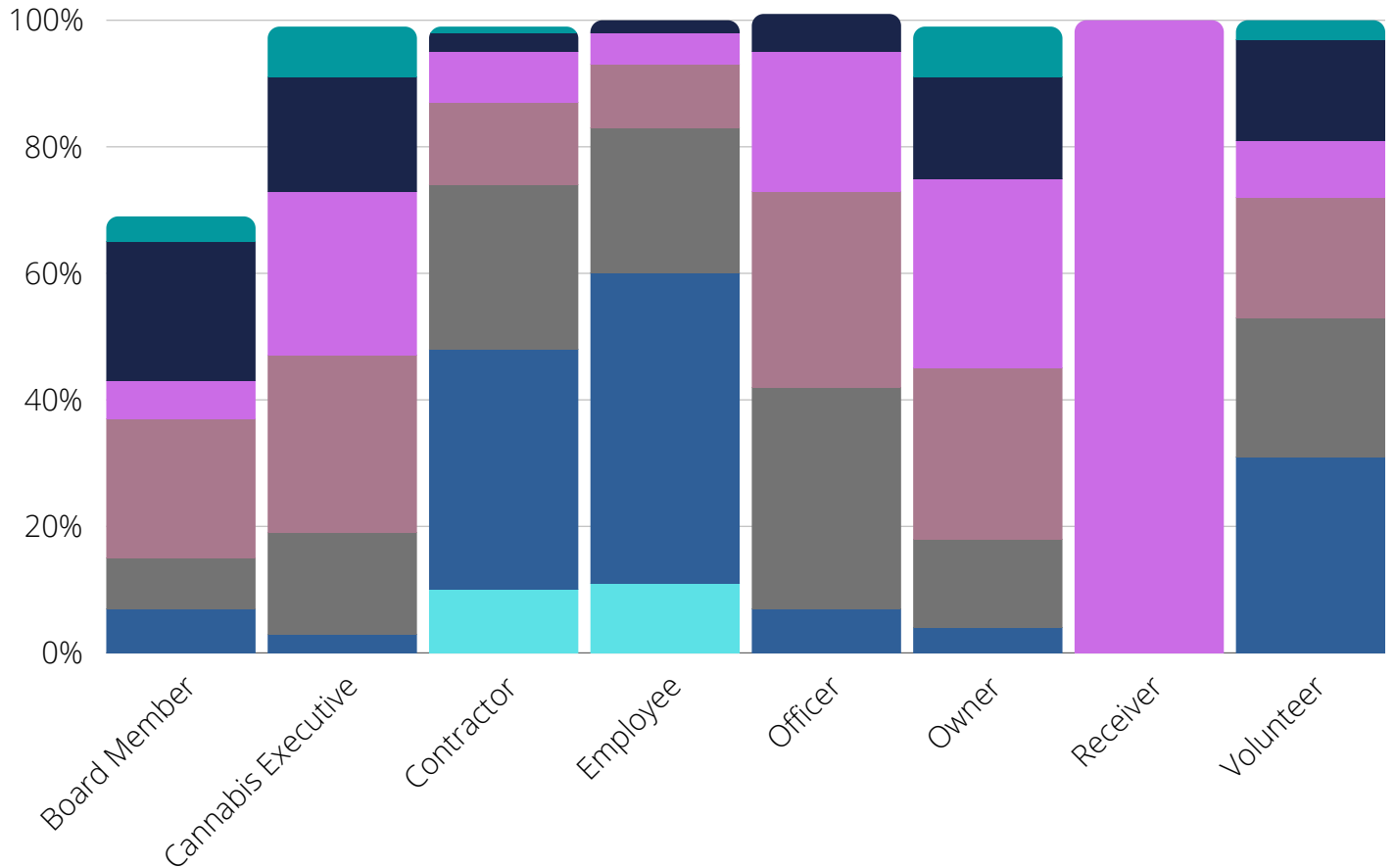
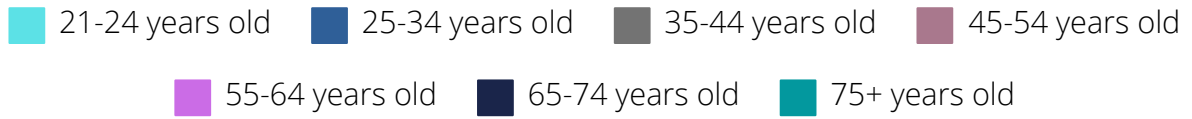
## Select your race. Select all that apply.



Row Labels	Alaska Native	American Indian	Asian	Black or African American	Hispanic or Latino	Native Hawaiian	Other Pacific Islander	White	Grand Total
Board Member		1	3	10	4			71	89
Cannabis Executive			26	15	18	2		352	413
Contractor		13	41	478	277	7	37	434	1287
Employee	11	235	612	2324	2668	120	279	6518	12767
Officer		1	10		3			87	101
Owner			9	2	9		2	69	91
Receiver								2	2
Volunteer		1	6	5	3		1	16	32
<b>Grand Total</b>	<b>11</b>	<b>251</b>	<b>707</b>	<b>2834</b>	<b>2982</b>	<b>129</b>	<b>319</b>	<b>7549</b>	<b>14782</b>



# What is your age?



Row Labels	(21-24)	(25-34)	(35-44)	(45-54)	(55-64)	(65-74)	(75+)	Grand Total
Board Member		6	7	20	32	20	4	89
Cannabis Executive	1	14	68	115	109	74	32	413
Contractor	132	495	335	170	106	38	11	1287
Employee	1448	6197	2877	1303	690	229	23	12767
Officer		7	35	31	22	6		101
Owner		4	13	25	27	15	7	91
Receiver					2			2
Volunteer		10	7	6	3	5	1	32
<b>Grand Total</b>	<b>1581</b>	<b>6733</b>	<b>3342</b>	<b>1670</b>	<b>991</b>	<b>387</b>	<b>78</b>	<b>14782</b>

\*Two hundred individuals in this count hold agent cards for two roles. Those individuals may be counted twice in the demographic breakdown

\*This year's count does not include card holders that are under final review