

**CANNABIS COMPLIANCE BOARD  
STATE OF NEVADA**



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JAMES HUMM  
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*Chair*

**To: Legislative Counsel Bureau, Director Nicolas Anthony**

**From: James Humm, Executive Director, Nevada Cannabis Compliance Board**

**Re: Demographics Report of Nevada's Cannabis Industry (2025)**

**Date: December 19, 2024**

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) and (4) state:

*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.*

*4. The Board shall transmit the information gathered and maintained pursuant to subsection 2 to the Director of the Legislative Counsel Bureau for transmission to the Legislature on or before January 1 of each odd-numbered year.*

Background

This is the fifth annual demographic report prepared by the CCB, and this is the third year this report is 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.

This report is based on agent card application data of 14,582 active agent card holders of which 694 active agent card holders were identified as industry executives (owners, officers, board members, and cannabis executives).

Data required as part of the 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
- 51% identified as white; 20% identified as Hispanic; 19% identified as black
- 28% identified as being of Hispanic, Latino, or Spanish origin.
- 46% identified as being in the age group: 25 to 34 years old.

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 CCB's website at:

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

There is little to no variance in the demographics of industry executives in year-over-year comparisons. Not included in this count are cannabis consumption lounge executives whose licenses are in a conditional or prospective status. It is our hope that with the continued final licensure of these businesses, which includes ten social equity licensees, we will see greater diversity in the Nevada cannabis industry.

## Conclusion

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.

Sincerely,



James Humm  
Executive Director  
Nevada Cannabis Compliance Board


CC: Adriana Guzmán-Fralick, Chair




# 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:

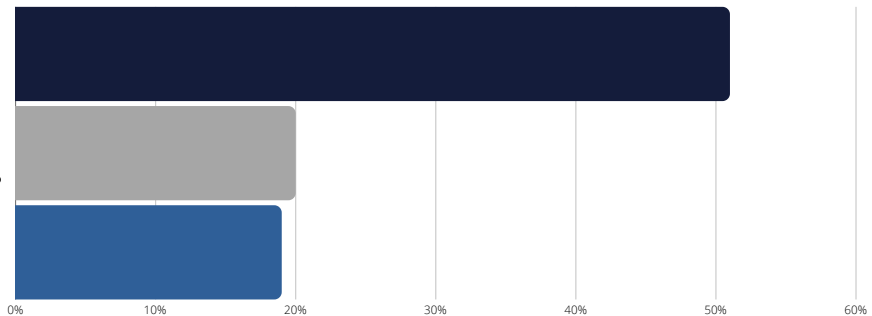
 **60%** identified as **Male**.

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

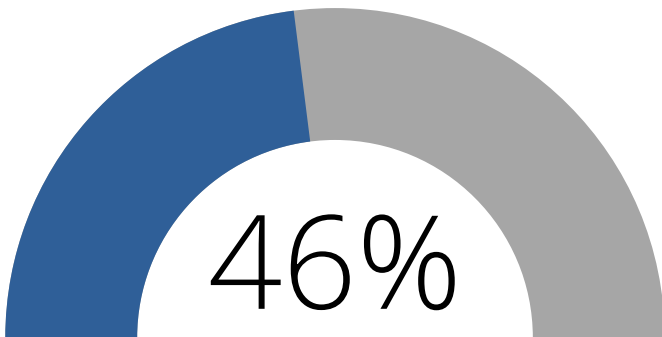
**51%** identified as **White**.

**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.

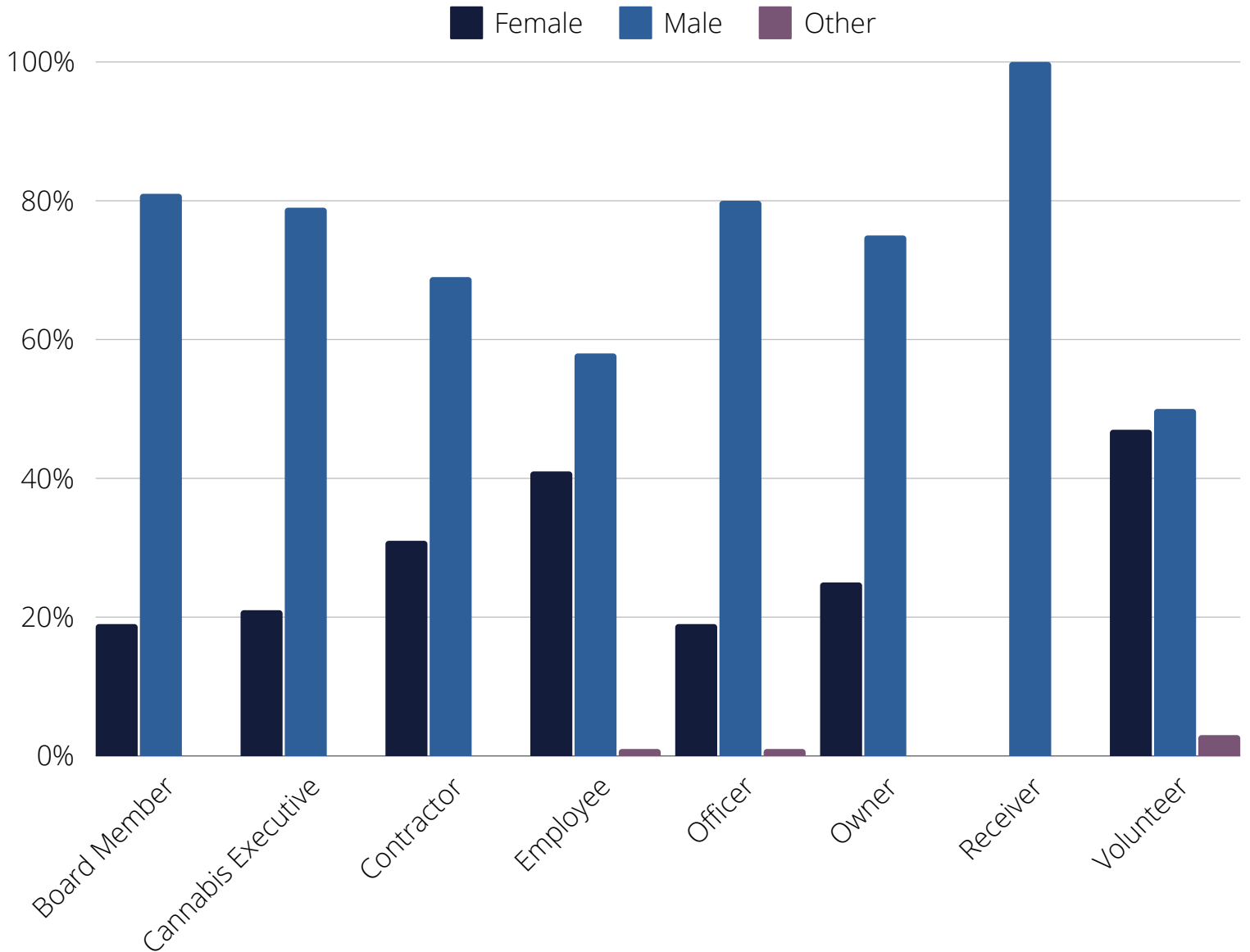
- **102** dispensaries

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

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



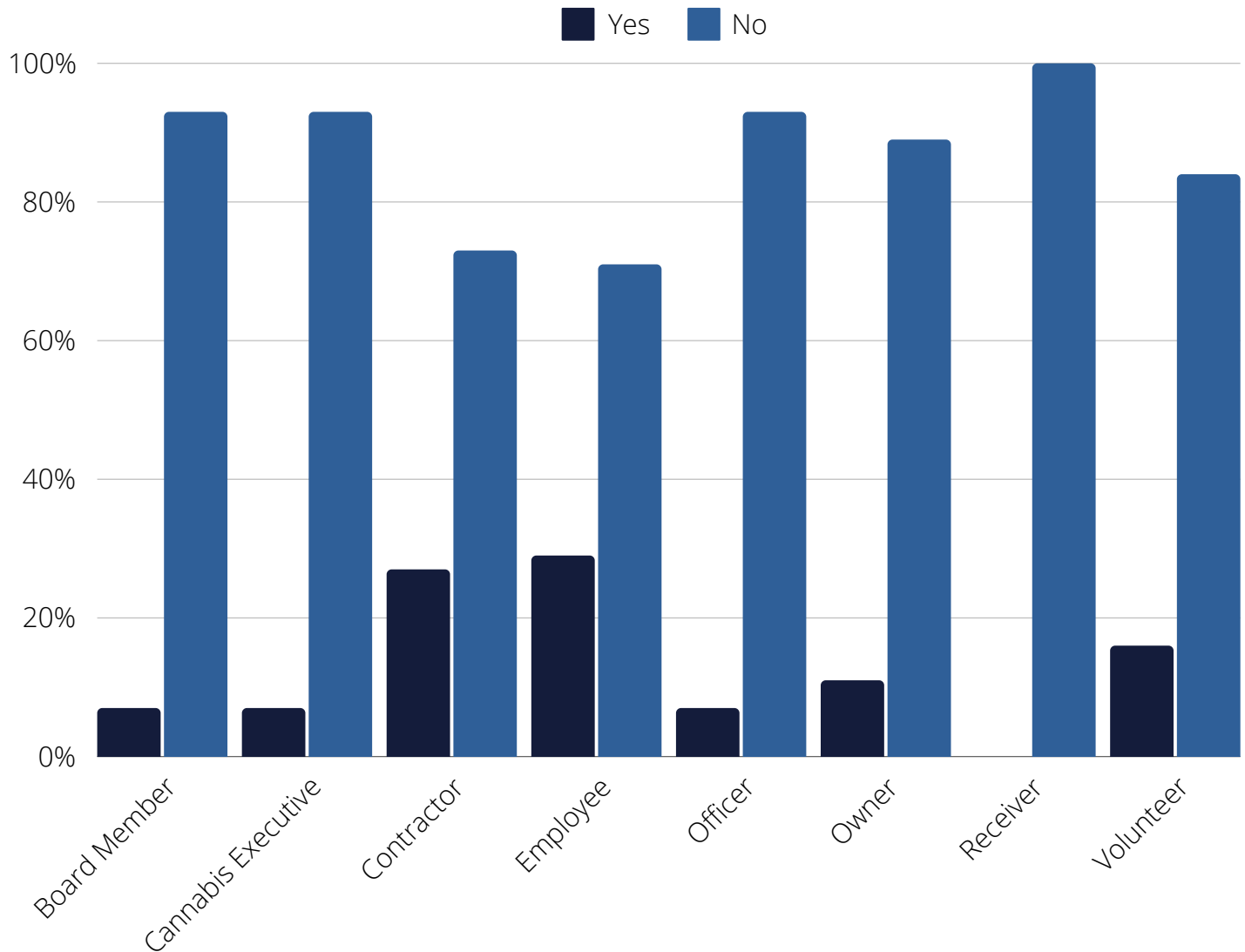
# What is your gender?



| 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> |



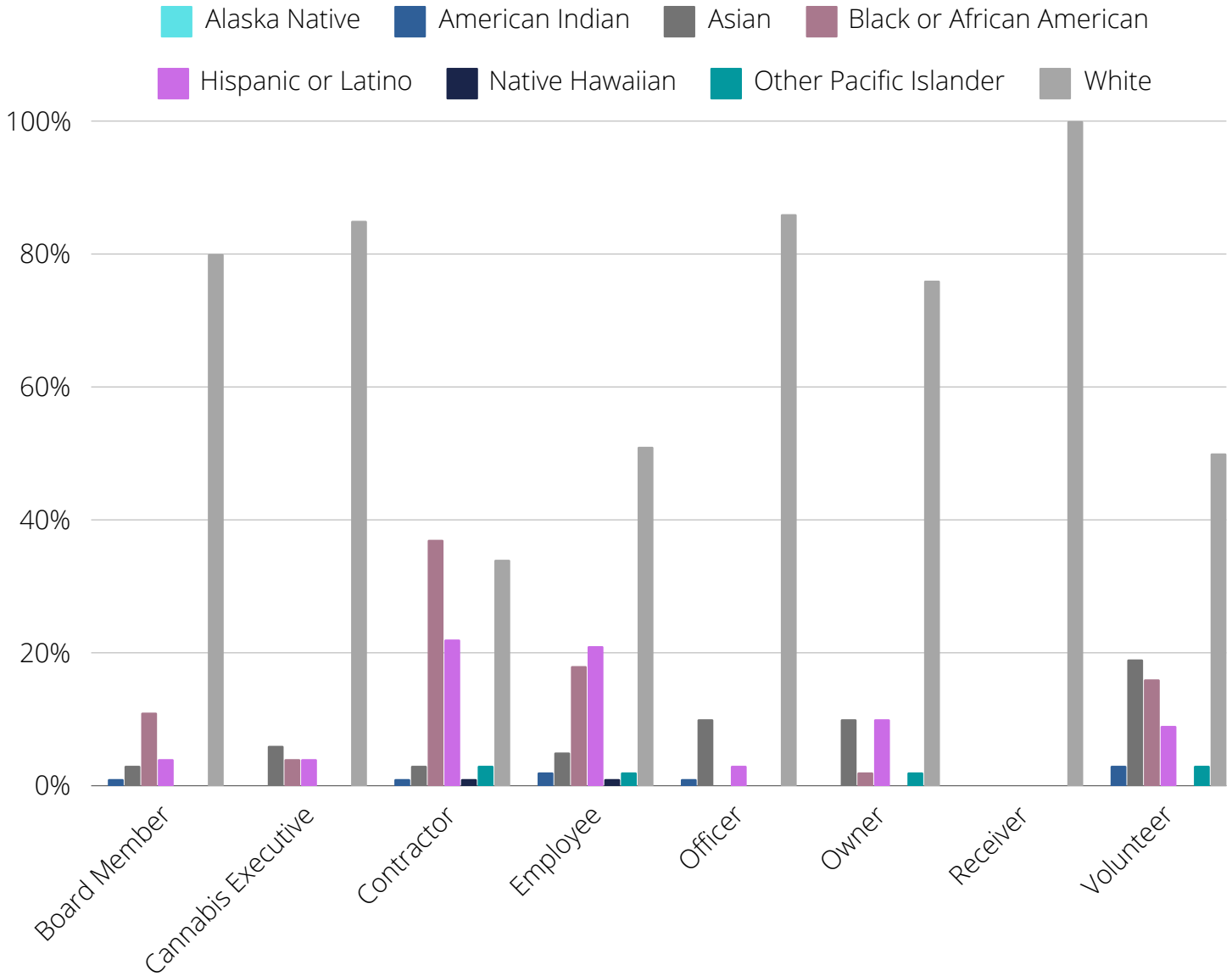
## Are you of Hispanic, Latino, or Spanish origin such as Mexican, Puerto Rican, or Cuban?



| 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> |



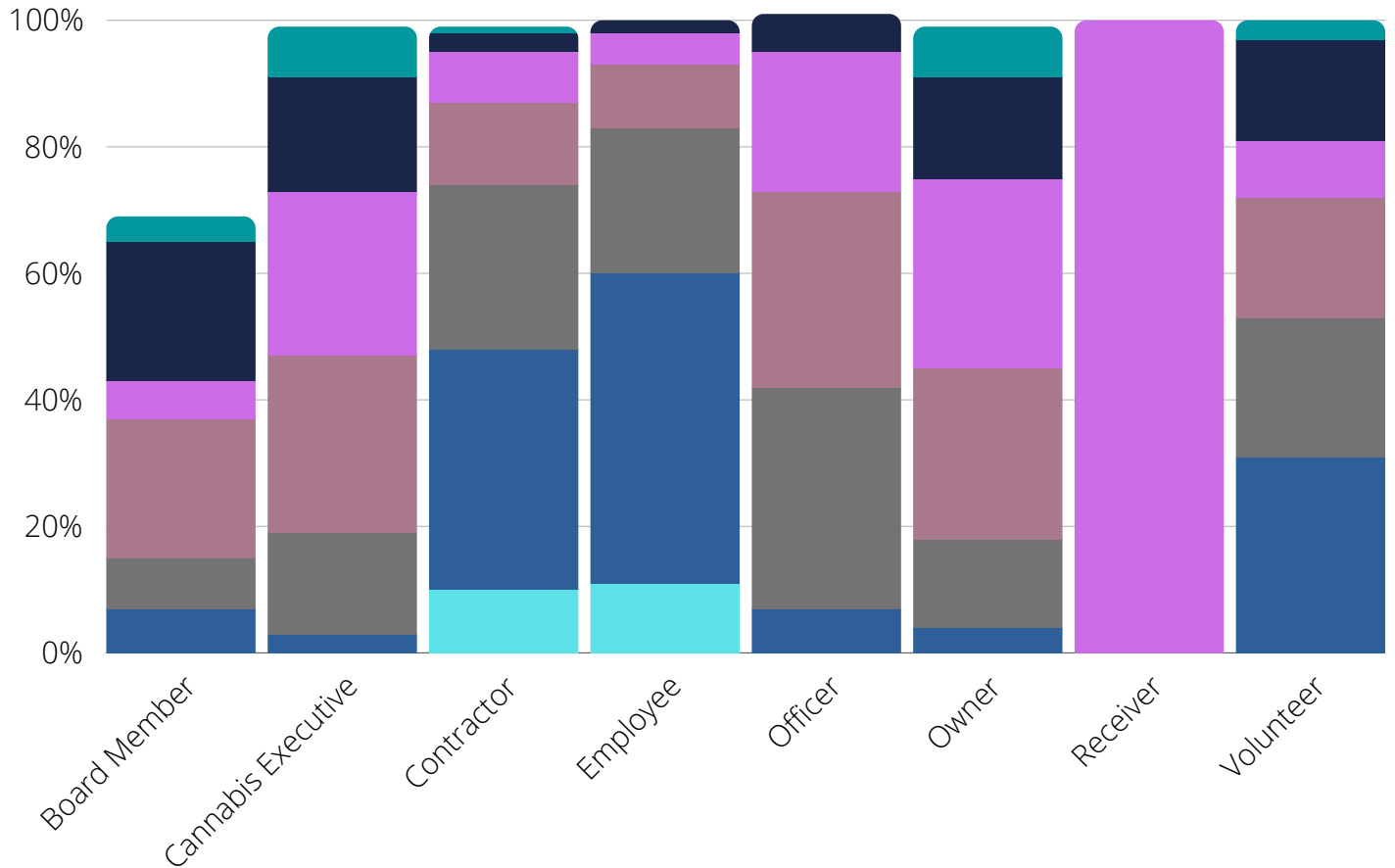
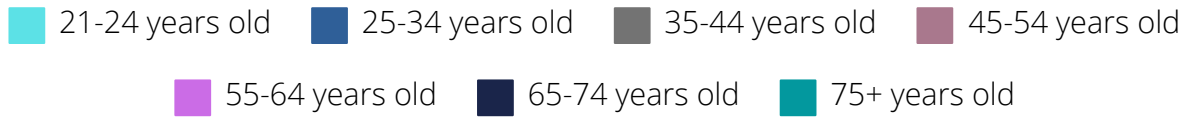
## Select your race. Select all that apply.



| 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