




Demographic Study 2022

- Demographic survey sent to **15,936** agent registration card holders as of January 1, 2022.
- **6,690** surveys submitted (**42%** response rate, industry-wide).
- **70%** (510 out of 724) response rate from industry executives (owners, officers, and board members).

Key Takeaways:

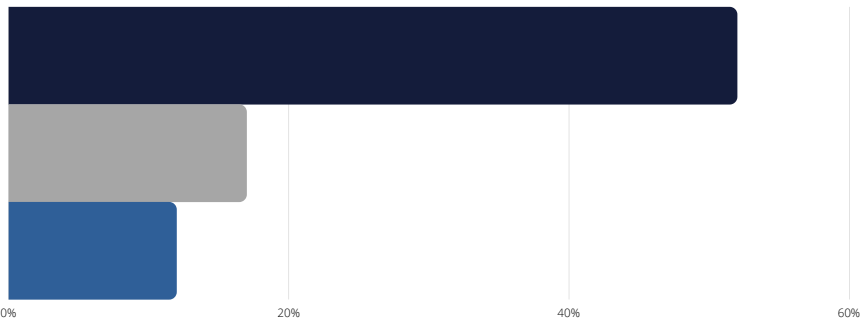
 **55%** identified as **Male**.

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

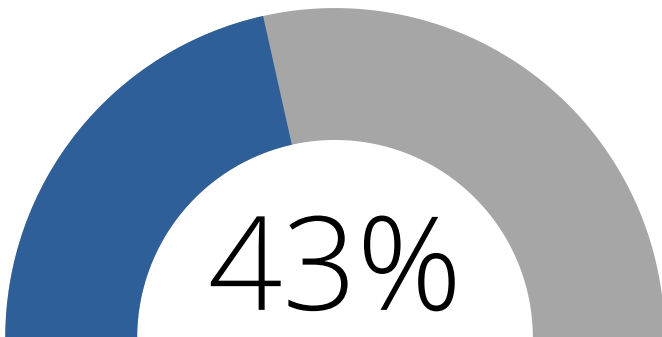
52% identified as **White**.

17% identified as **Hispanic**.

12% identified as **Black**.



22% identified as being of **Hispanic, Latino, or Spanish origin**.



25-34 year old age group.

Industry Statistics:

761

active licenses or certificates issued in Nevada.

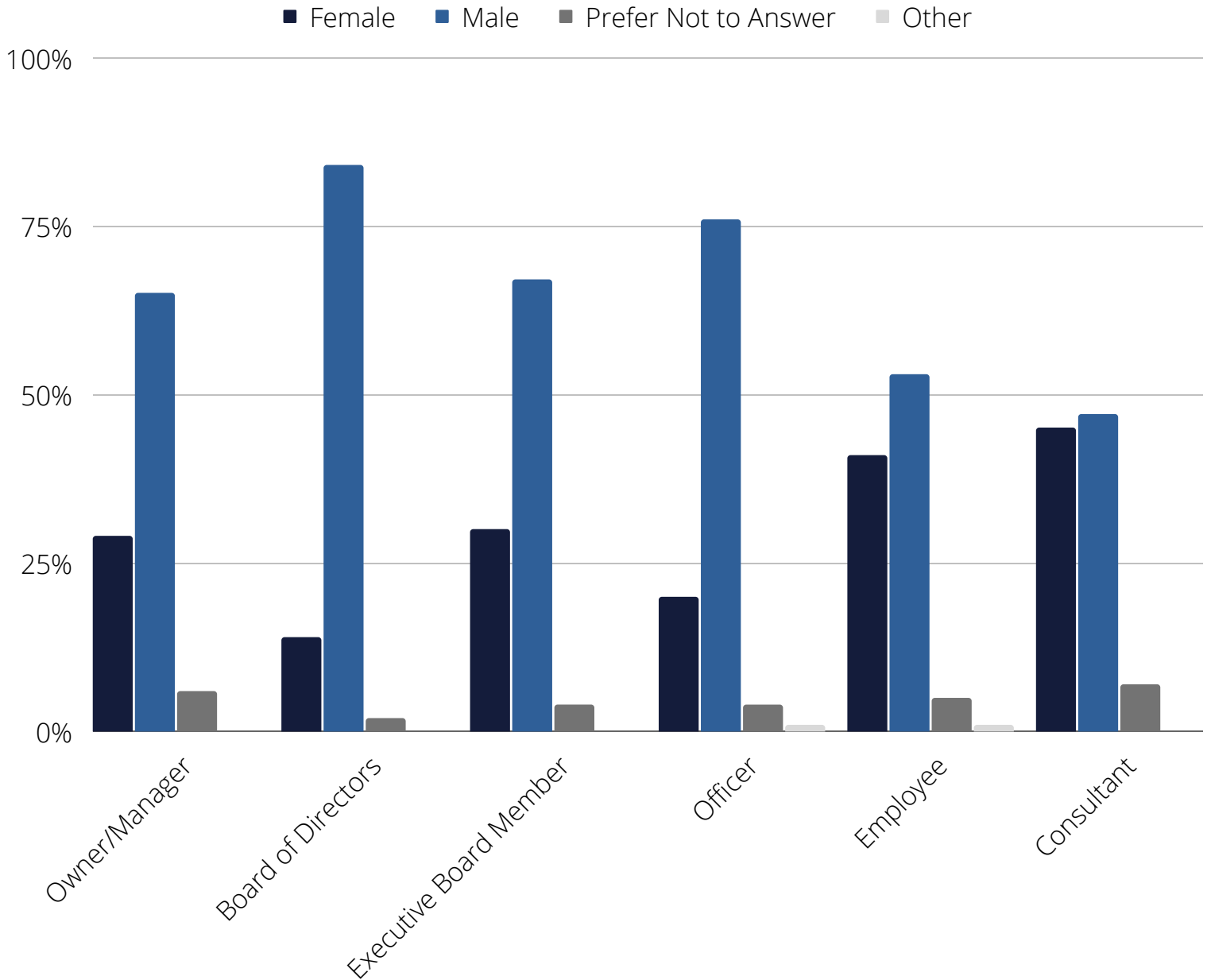
- Number of statewide entities: **215**.
- **93** dispensaries.

**as of January 2022, time of survey completion.*

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



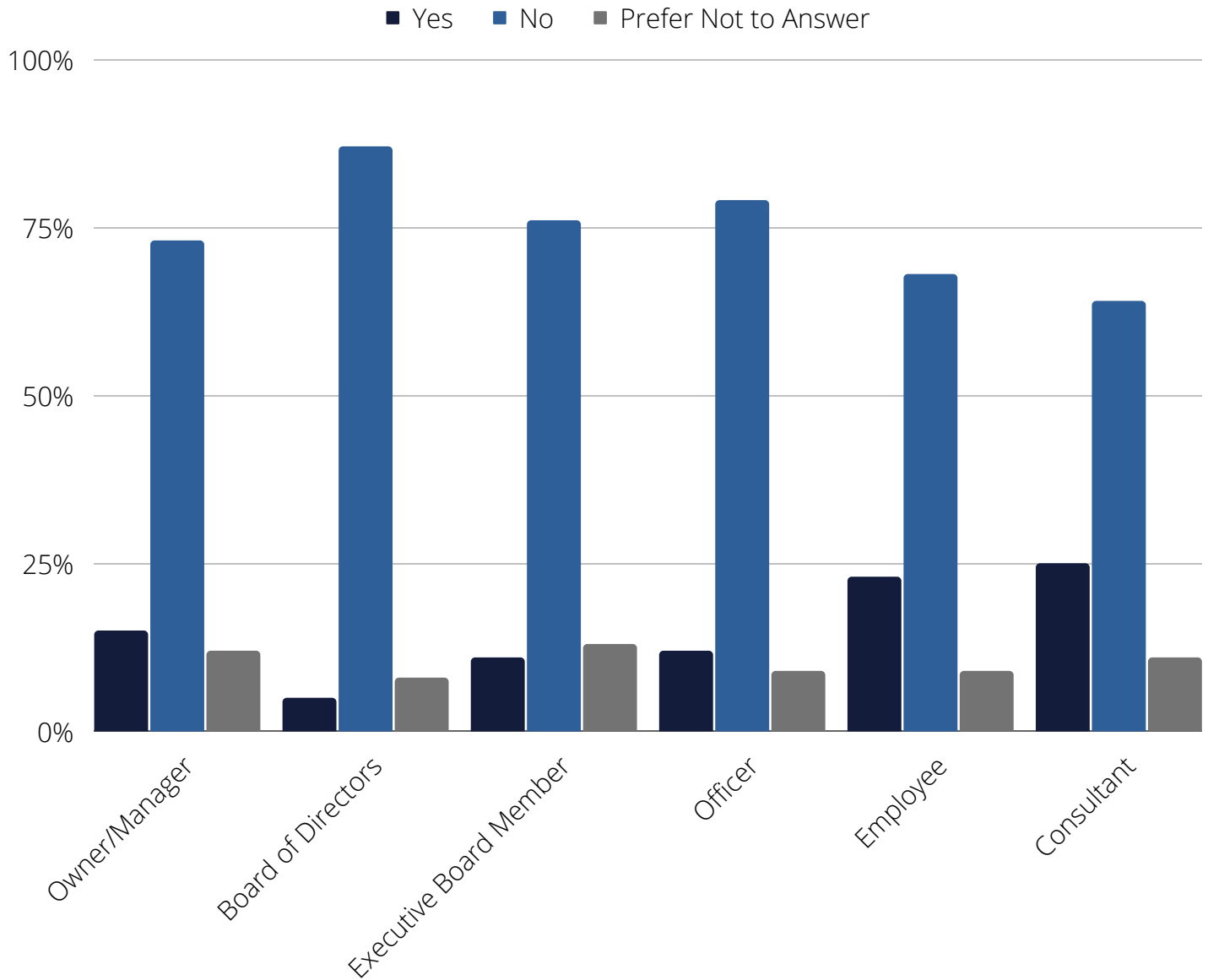
What is your gender?



	FEMALE	MALE	PREFER NOT TO ANSWER	OTHER (PLEASE SPECIFY)	TOTAL
Q8: Owner/Manager	28.59% 203	65.49% 465	5.63% 40	0.28% 2	12.19% 710
Q8: Board of Directors	14.13% 13	83.70% 77	2.17% 2	0.00% 0	1.58% 92
Q8: Executive Board Member	29.63% 16	66.67% 36	3.70% 2	0.00% 0	0.93% 54
Q8: Officer	19.28% 32	75.90% 126	4.22% 7	0.60% 1	2.85% 166
Q8: Employee	41.21% 2,004	53.38% 2,596	4.65% 226	0.76% 37	83.51% 4,863
Q8: Consultant	45.19% 174	47.27% 182	7.27% 28	0.26% 1	6.61% 385
Total Respondents	2,294	3,204	286	39	5,823



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

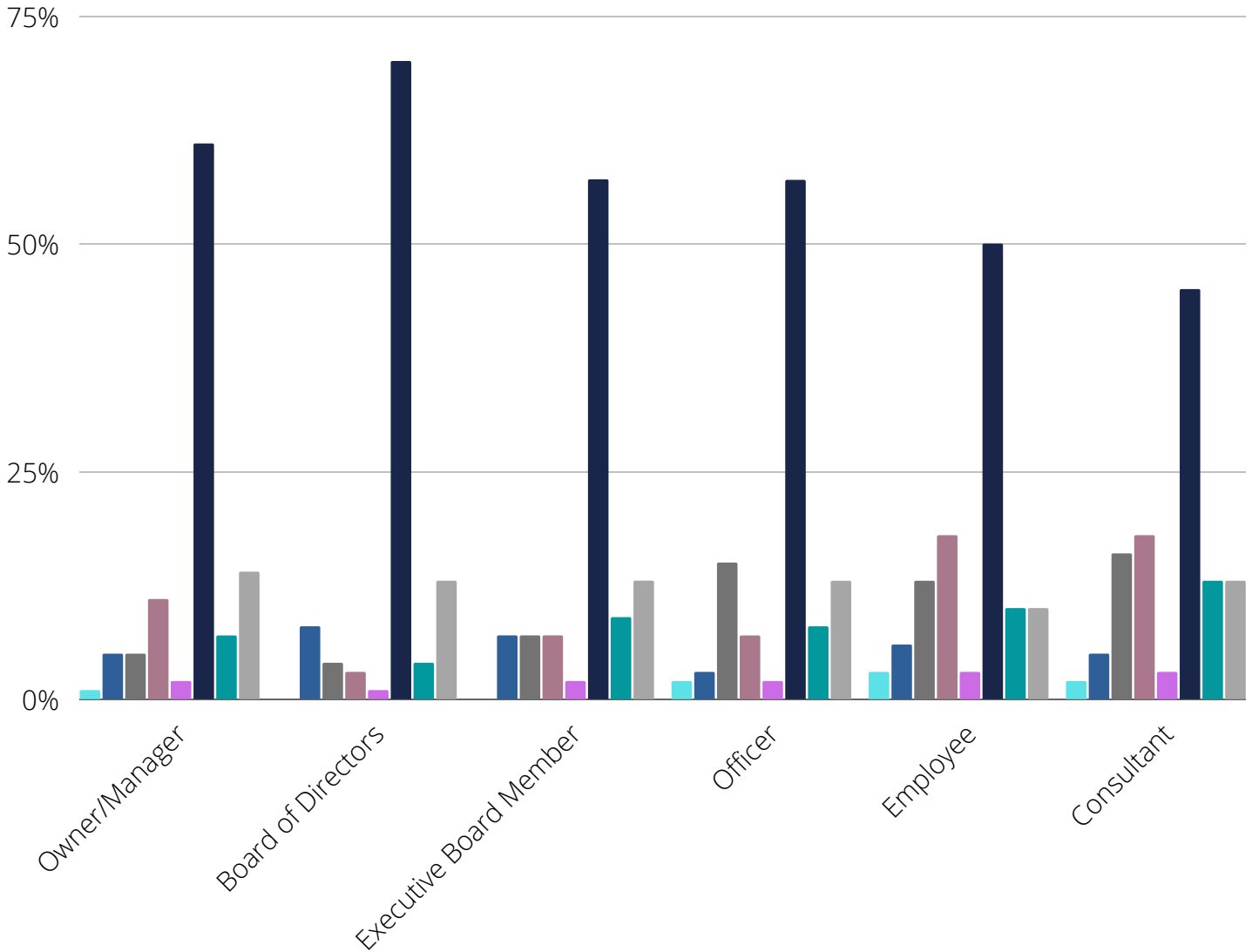


	YES	NO	PREFER NOT TO ANSWER	TOTAL
Q8: Owner/Manager	14.95% 106	73.48% 521	11.57% 82	12.19% 709
Q8: Board of Directors	5.43% 5	86.96% 80	7.61% 7	1.58% 92
Q8: Executive Board Member	11.11% 6	75.93% 41	12.96% 7	0.93% 54
Q8: Officer	12.05% 20	78.92% 131	9.04% 15	2.85% 166
Q8: Employee	23.32% 1,133	67.60% 3,284	9.08% 441	83.50% 4,858
Q8: Consultant	24.61% 95	64.25% 248	11.14% 43	6.63% 386
Total Respondents	1,285	3,978	555	5,818



Select your race. Select all that apply.

- 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

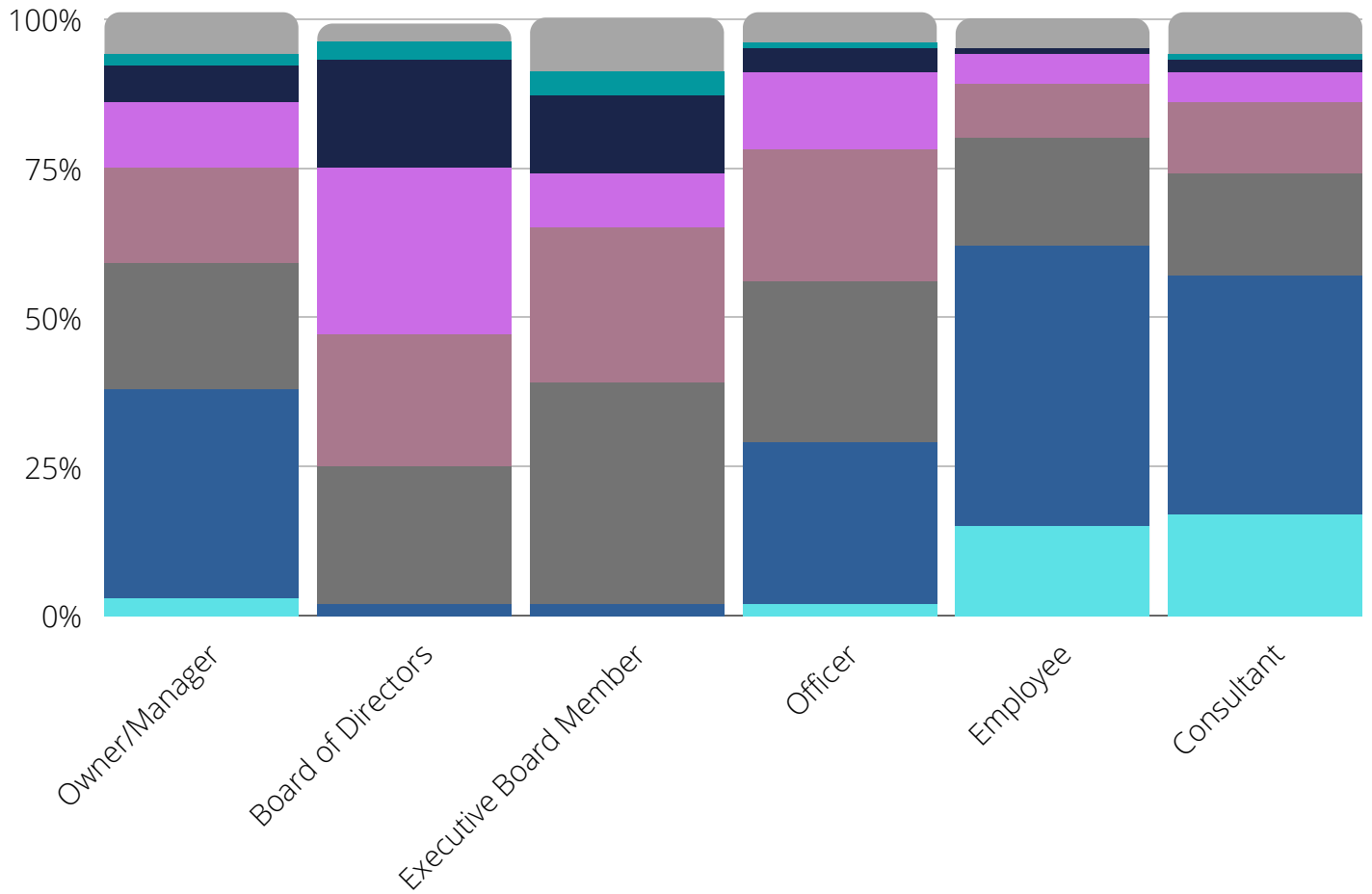


	AMERICAN INDIAN OR ALASKAN NATIVE	ASIAN	BLACK OR AFRICAN AMERICAN	HISPANIC OR LATINO	NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER	WHITE	TWO OR MORE RACES	PREFER NOT TO ANSWER	TOTAL
Q8: Owner/Manager	0.99% 7	5.09% 36	5.09% 36	11.46% 81	2.12% 15	61.10% 432	6.79% 48	13.72% 97	12.93% 752
Q8: Board of Directors	0.00% 0	7.61% 7	4.35% 4	3.26% 3	1.09% 1	69.57% 64	4.35% 4	13.04% 12	1.63% 95
Q8: Executive Board Member	0.00% 0	7.41% 4	7.41% 4	7.41% 4	1.85% 1	57.41% 31	9.26% 5	12.96% 7	0.96% 56
Q8: Officer	2.41% 4	3.01% 5	15.06% 25	7.23% 12	2.41% 4	56.63% 94	8.43% 14	12.65% 21	3.08% 179
Q8: Employee	2.94% 143	6.05% 294	13.22% 642	18.34% 891	2.94% 143	50.01% 2,429	10.21% 496	10.15% 493	95.12% 5,531
Q8: Consultant	2.08% 8	5.19% 20	16.36% 63	18.44% 71	3.12% 12	45.45% 175	12.73% 49	12.99% 50	7.70% 448
Total Respondents	156	332	721	998	157	2,982	569	634	5,815



What is your age?

- 21 to 24
- 25 to 34
- 35 to 44
- 45 to 54
- 55 to 64
- 65 to 74
- 75 or Older
- Prefer Not to Answer

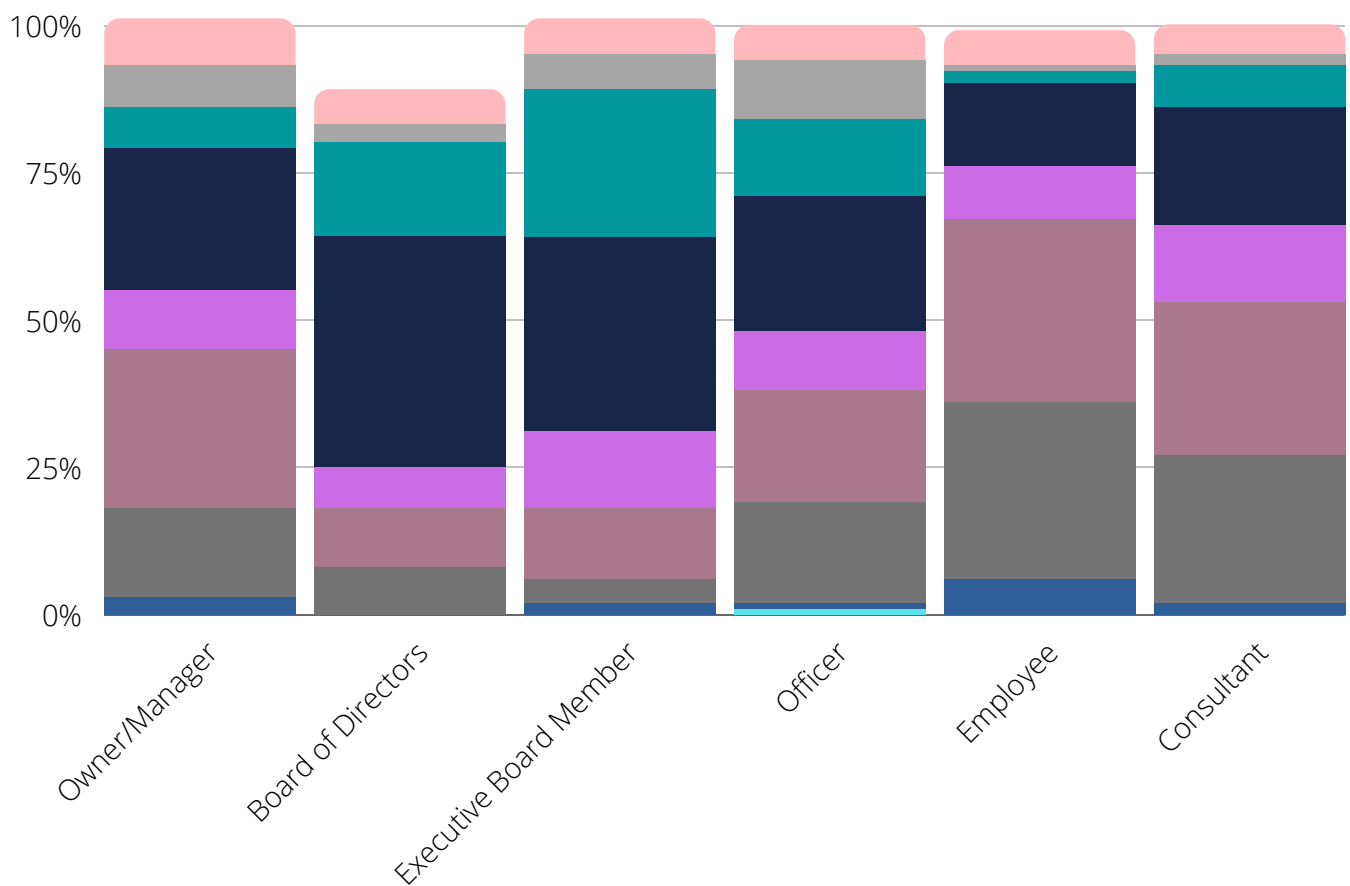


	21 TO 24	25 TO 34	35 TO 44	45 TO 54	55 TO 64	65 TO 74	75 OR OLDER	PREFER NOT TO ANSWER	TOTAL
Q8: Owner/Manager	2.68% 19	34.51% 245	21.13% 150	15.92% 113	10.99% 78	5.77% 41	2.11% 15	6.90% 49	12.19% 710
Q8: Board of Directors	0.00% 0	2.17% 2	22.83% 21	21.74% 20	28.26% 26	18.48% 17	3.26% 3	3.26% 3	1.58% 92
Q8: Executive Board Member	0.00% 0	1.85% 1	37.04% 20	25.93% 14	9.26% 5	12.96% 7	3.70% 2	9.26% 5	0.93% 54
Q8: Officer	1.81% 3	26.51% 44	26.51% 44	22.29% 37	13.25% 22	3.61% 6	1.20% 2	4.82% 8	2.85% 166
Q8: Employee	15.09% 734	46.84% 2,279	18.11% 881	8.74% 425	5.12% 249	1.25% 61	0.16% 8	4.69% 228	83.50% 4,865
Q8: Consultant	16.58% 64	39.64% 153	16.58% 64	11.92% 46	4.92% 19	2.33% 9	0.78% 3	7.25% 28	6.63% 386
Total Respondents	773	2,564	1,093	582	363	122	30	299	5,826



What is the highest level of education you have completed?

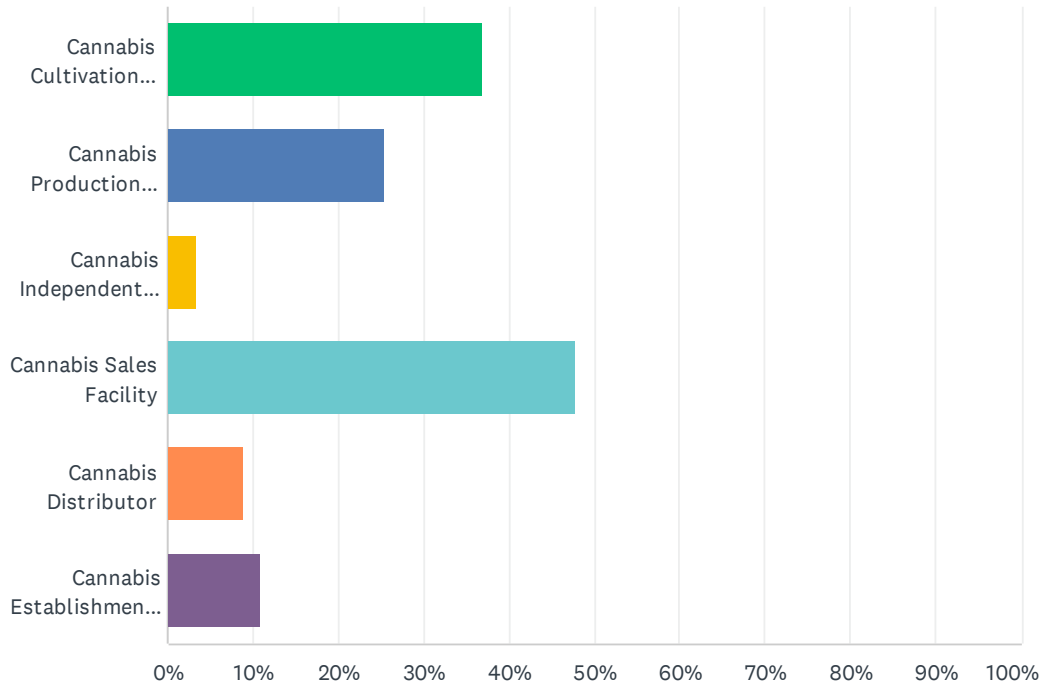
- Did not Attend School
- GED
- Graduated from High School
- Some College Coursework Completed
- Associates Degree
- Bachelor's Degree
- Master's Degree
- Doctorate/Professional Degree
- Prefer Not to Answer



	DID NOT ATTEND SCHOOL	GED	GRADUATED FROM HIGH SCHOOL	SOME COLLEGE COURSEWORK COMPLETED	ASSOCIATES DEGREE	BACHELOR'S DEGREE	MASTER'S DEGREE	DOCTORATE/PROFESSIONAL DEGREE (I.E. DENTAL, MEDICAL, LAW, ETC.)	PREFER NOT TO ANSWER	TOTAL
Q8: Owner/Manager	0.28% 2	2.56% 18	14.65% 103	26.74% 188	10.10% 71	24.04% 169	6.69% 47	6.69% 47	8.25% 58	12.15% 703
Q8: Board of Directors	0.00% 0	0.00% 0	7.78% 7	10.00% 9	6.67% 6	38.89% 35	15.56% 14	15.56% 14	5.56% 5	1.56% 90
Q8: Executive Board Member	0.00% 0	1.92% 1	3.85% 2	11.54% 6	13.46% 7	32.69% 17	25.00% 13	5.77% 3	5.77% 3	0.90% 52
Q8: Officer	0.60% 1	1.20% 2	16.87% 28	19.28% 32	9.64% 16	22.89% 38	13.25% 22	10.24% 17	6.02% 10	2.87% 166
Q8: Employee	0.27% 13	5.98% 289	30.17% 1,458	31.11% 1,503	9.29% 449	14.09% 681	2.30% 111	0.75% 36	6.04% 292	83.53% 4,832
Q8: Consultant	0.00% 0	1.83% 7	25.07% 96	26.37% 101	12.79% 49	19.84% 76	7.05% 27	1.83% 7	5.22% 20	6.62% 383
Total Respondents	16	311	1,604	1,721	552	918	199	97	367	5,785

Q2 Please select the cannabis establishment type with which you are affiliated. Select all that apply.

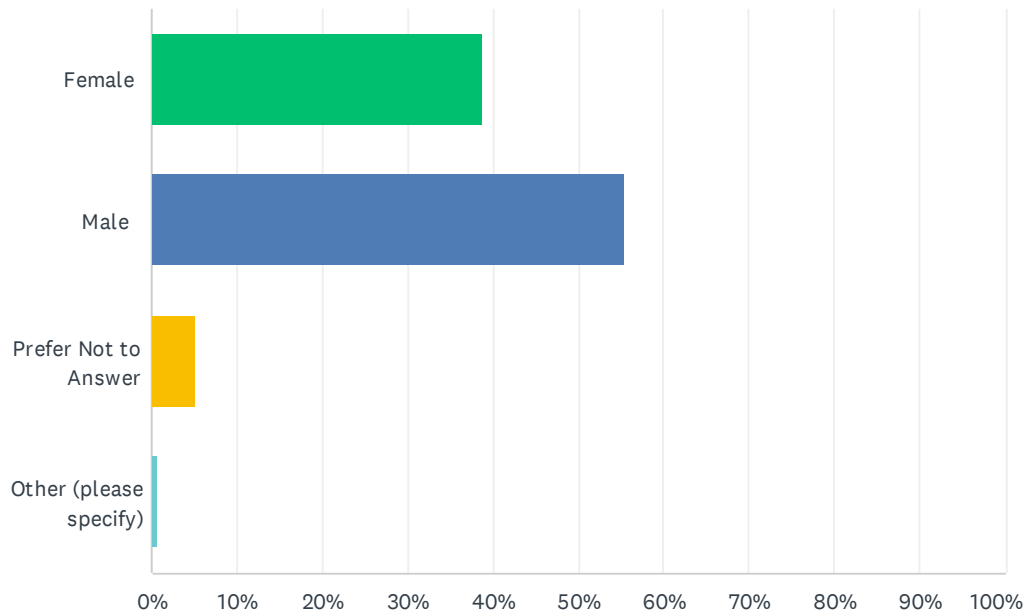
Answered: 6,535 Skipped: 155



ANSWER CHOICES	RESPONSES	
Cannabis Cultivation Facility	36.86%	2,409
Cannabis Production Facility	25.28%	1,652
Cannabis Independent Testing Laboratory	3.41%	223
Cannabis Sales Facility	47.74%	3,120
Cannabis Distributor	9.00%	588
Cannabis Establishment Support Facility (Consultant, Delivery Driver, Vendor, etc)	10.90%	712
Total Respondents: 6,535		

Q3 What is your gender?

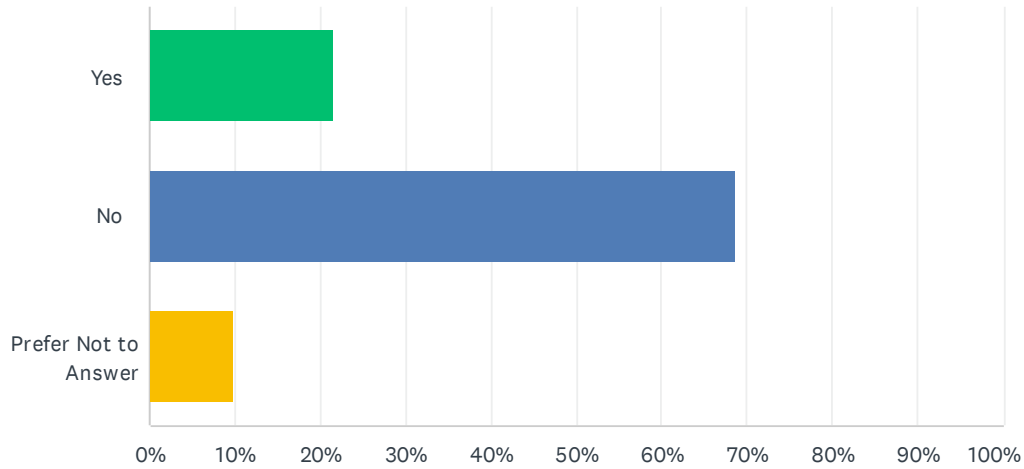
Answered: 6,684 Skipped: 6



ANSWER CHOICES	RESPONSES	
Female	38.76%	2,591
Male	55.46%	3,707
Prefer Not to Answer	5.07%	339
Other (please specify)	0.70%	47
TOTAL		6,684

Q4 Are you of Hispanic, Latino, or Spanish origin, such as Mexican, Puerto Rican, or Cuban?

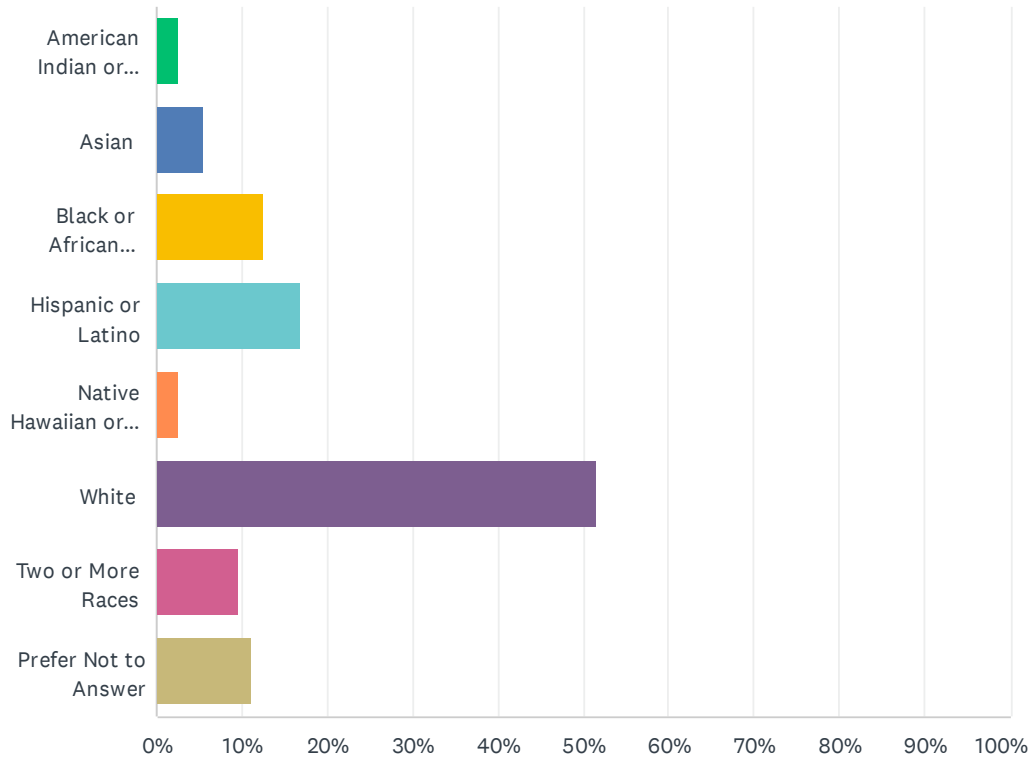
Answered: 6,676 Skipped: 14



ANSWER CHOICES	RESPONSES	
Yes	21.58%	1,441
No	68.66%	4,584
Prefer Not to Answer	9.75%	651
TOTAL		6,676

Q5 What is your race? Select all that apply.

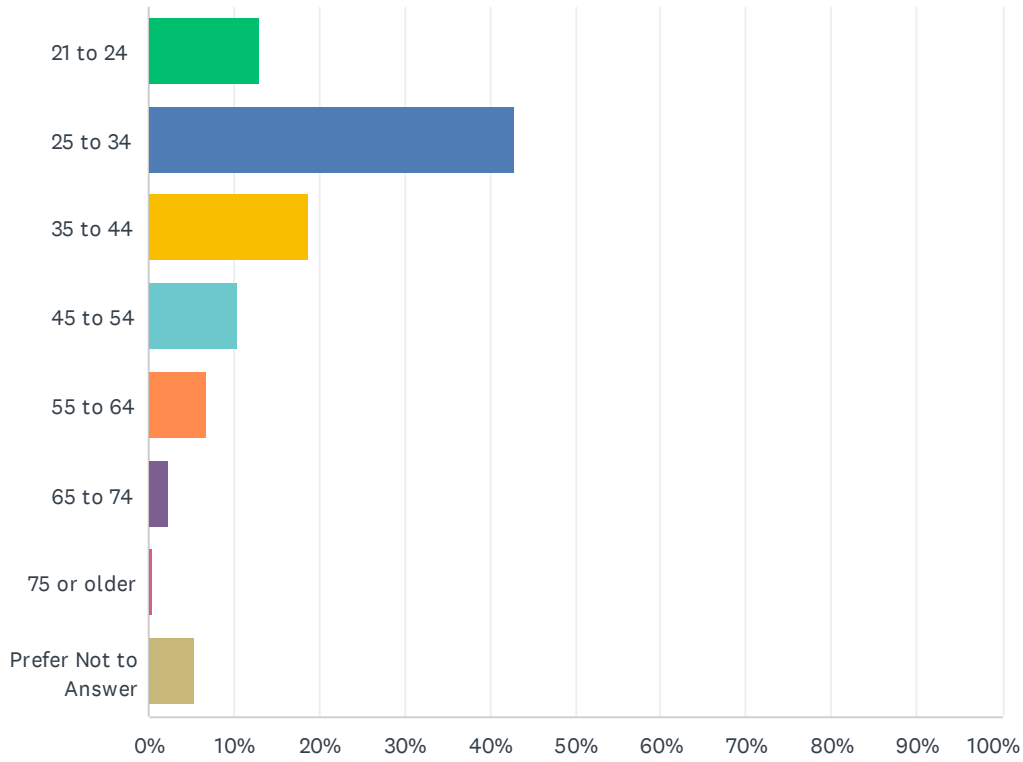
Answered: 6,677 Skipped: 13



ANSWER CHOICES	RESPONSES	
American Indian or Alaskan Native	2.62%	175
Asian	5.56%	371
Black or African American	12.49%	834
Hispanic or Latino	16.88%	1,127
Native Hawaiian or Other Pacific Islander	2.61%	174
White	51.55%	3,442
Two or More Races	9.60%	641
Prefer Not to Answer	11.17%	746
Total Respondents: 6,677		

Q6 What is your age?

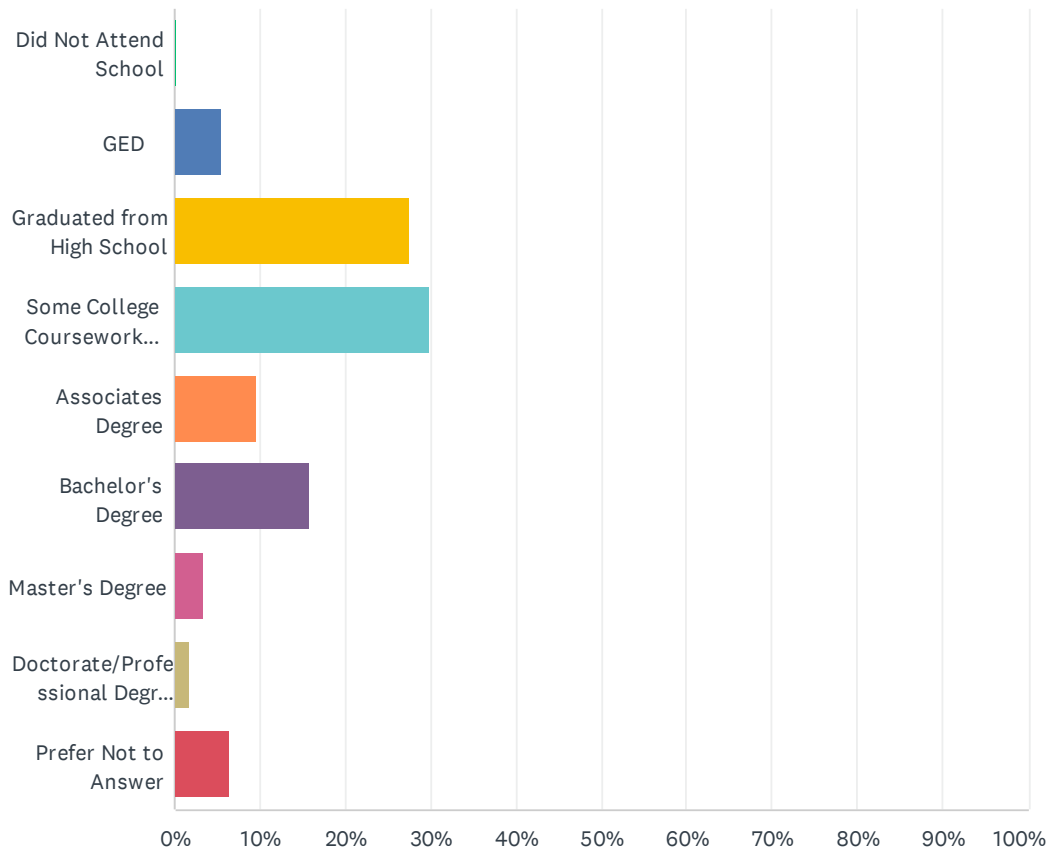
Answered: 6,690 Skipped: 0



ANSWER CHOICES	RESPONSES	
21 to 24	12.99%	869
25 to 34	42.91%	2,871
35 to 44	18.71%	1,252
45 to 54	10.40%	696
55 to 64	6.76%	452
65 to 74	2.35%	157
75 or older	0.52%	35
Prefer Not to Answer	5.35%	358
TOTAL		6,690

Q7 What is the highest level of education you have completed?

Answered: 6,638 Skipped: 52



ANSWER CHOICES	RESPONSES	
Did Not Attend School	0.30%	20
GED	5.56%	369
Graduated from High School	27.45%	1,822
Some College Coursework Completed	29.90%	1,985
Associates Degree	9.63%	639
Bachelor's Degree	15.73%	1,044
Master's Degree	3.36%	223
Doctorate/Professional Degree (i.e. dental, medical, law, etc.)	1.67%	111
Prefer Not to Answer	6.40%	425
TOTAL		6,638