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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).

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

As of December 2023, there are ~15,435 registered agent card holders.

Key takeaways include:

- 60% of respondents identified as Male; and 39% identified as Female.
- 52% identified as White; 19% 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 third 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.


###




Demographic Study 2024

- This demographic report is based on information collected during the cannabis agent registration card application process.
- As of December 2023, there are **15,435 registered*** agent card holders.
- **748** identify as industry executives (owners, officers, and board members).
- This is the second year the CCB generated this report based on data collected from agent card applications, rather than a voluntary survey.

Key Takeaways:

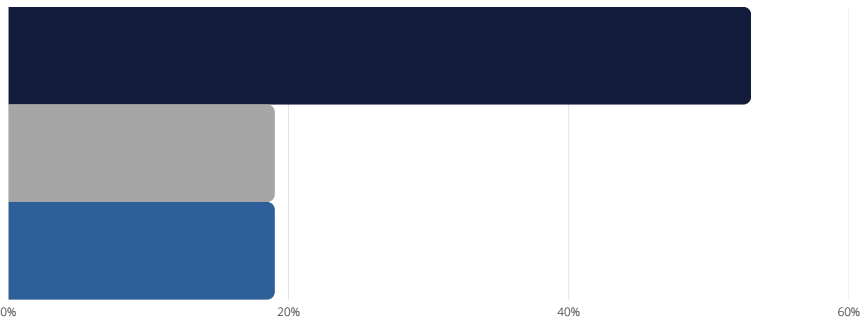
 **60%** identified as **Male**.

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

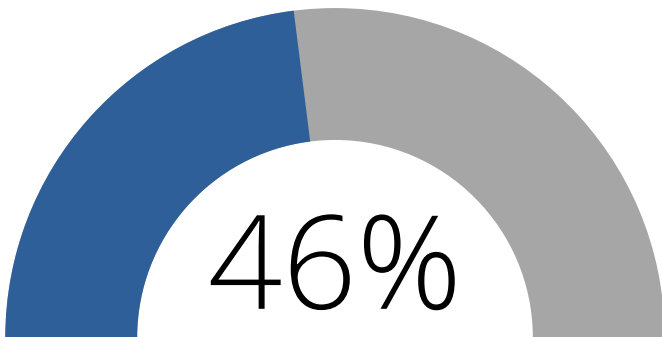
52% identified as **White**.

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:

729

active licenses or certificates issued in Nevada.

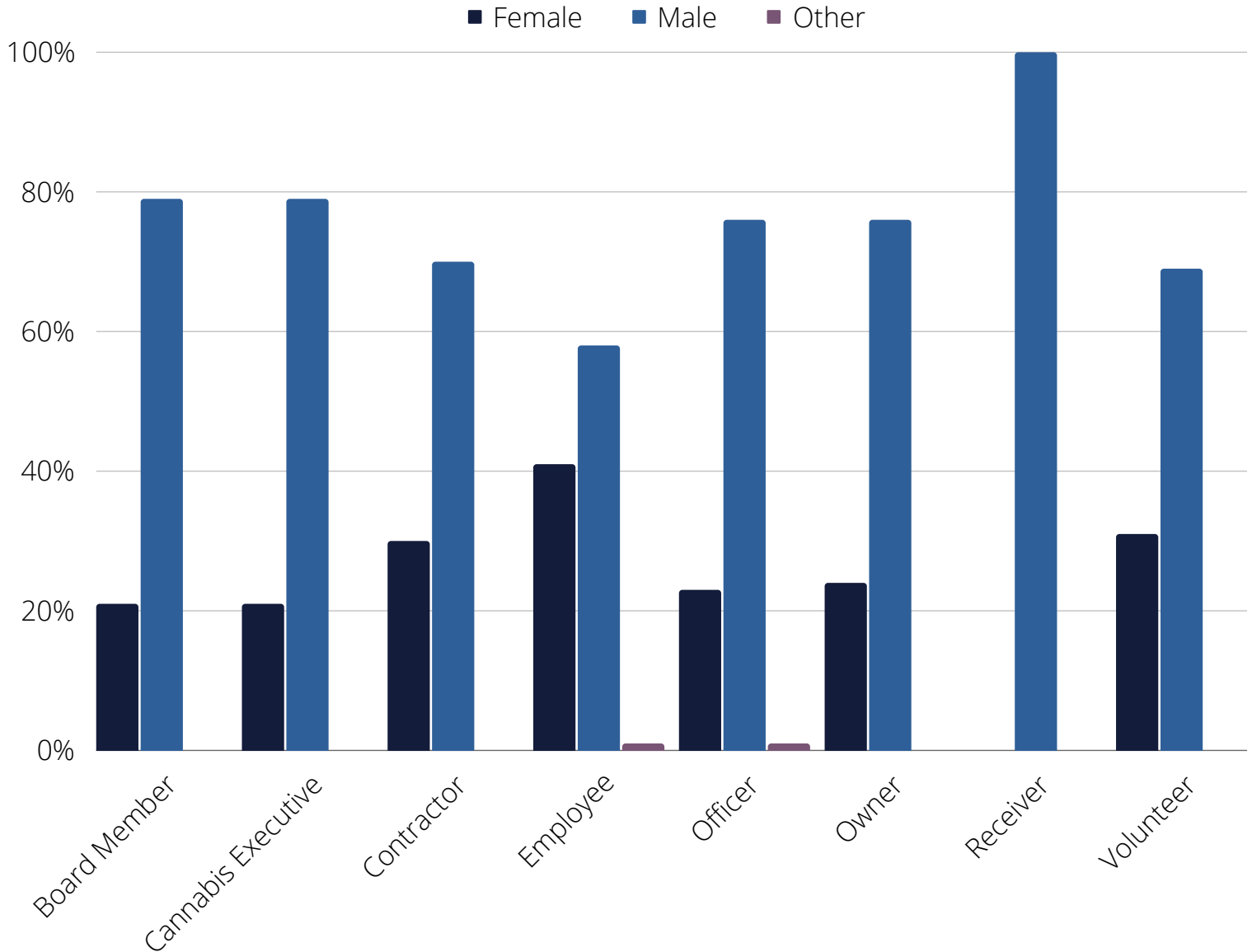
- **101** dispensaries

**as of December 2023, time of report completion.*

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



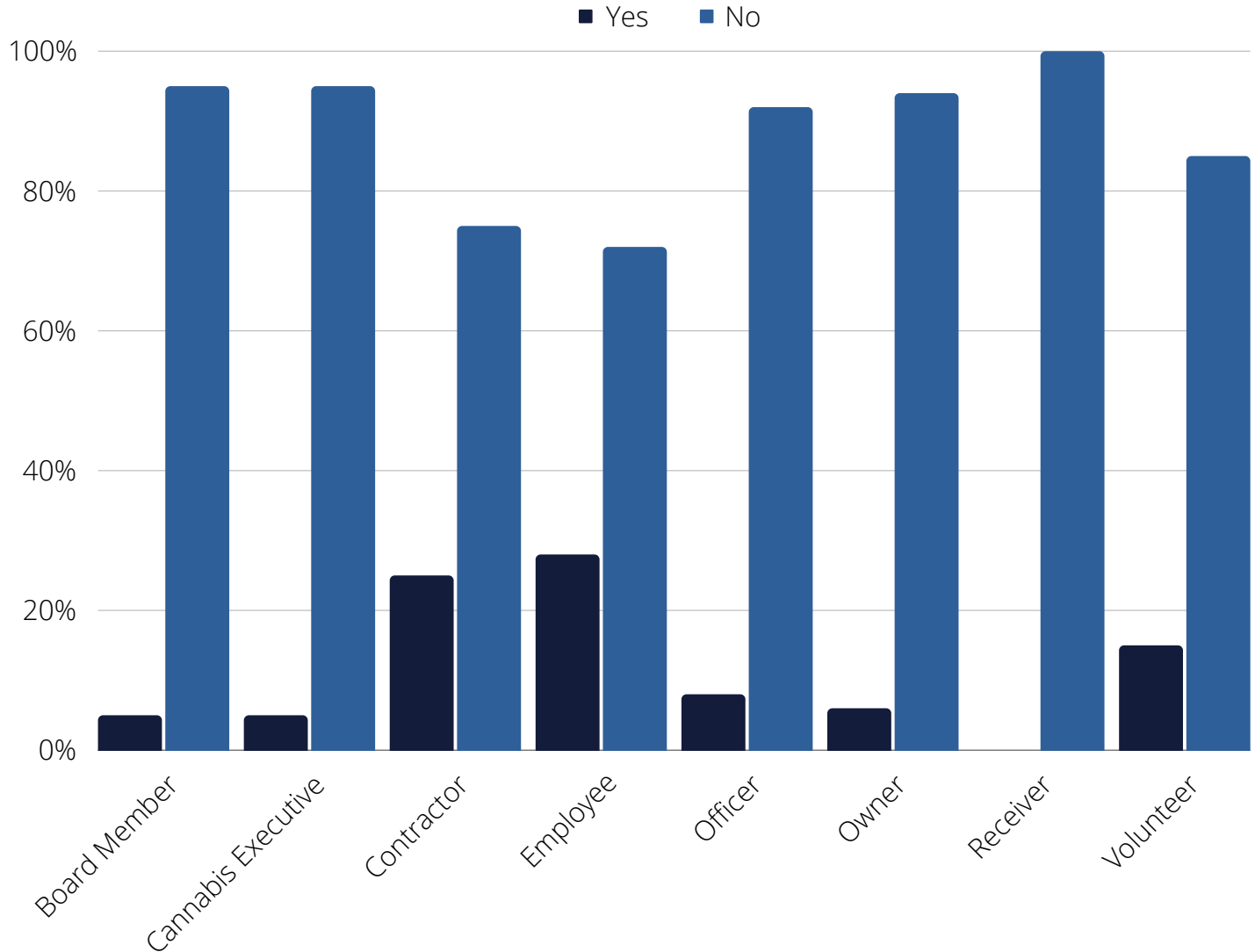
What is your gender?



Count of Gender	Column Labels			
Row Labels	Female	Male	X	Grand Total
Board Member	23	84		107
Cannabis Executive	83	319		402
Contractor	402	935	4	1341
Employee	5514	7705	96	13315
Officer	24	81	1	106
Owner	32	101		133
Receiver			5	5
Volunteer	8	18		26
Grand Total	6086	9248	101	15435



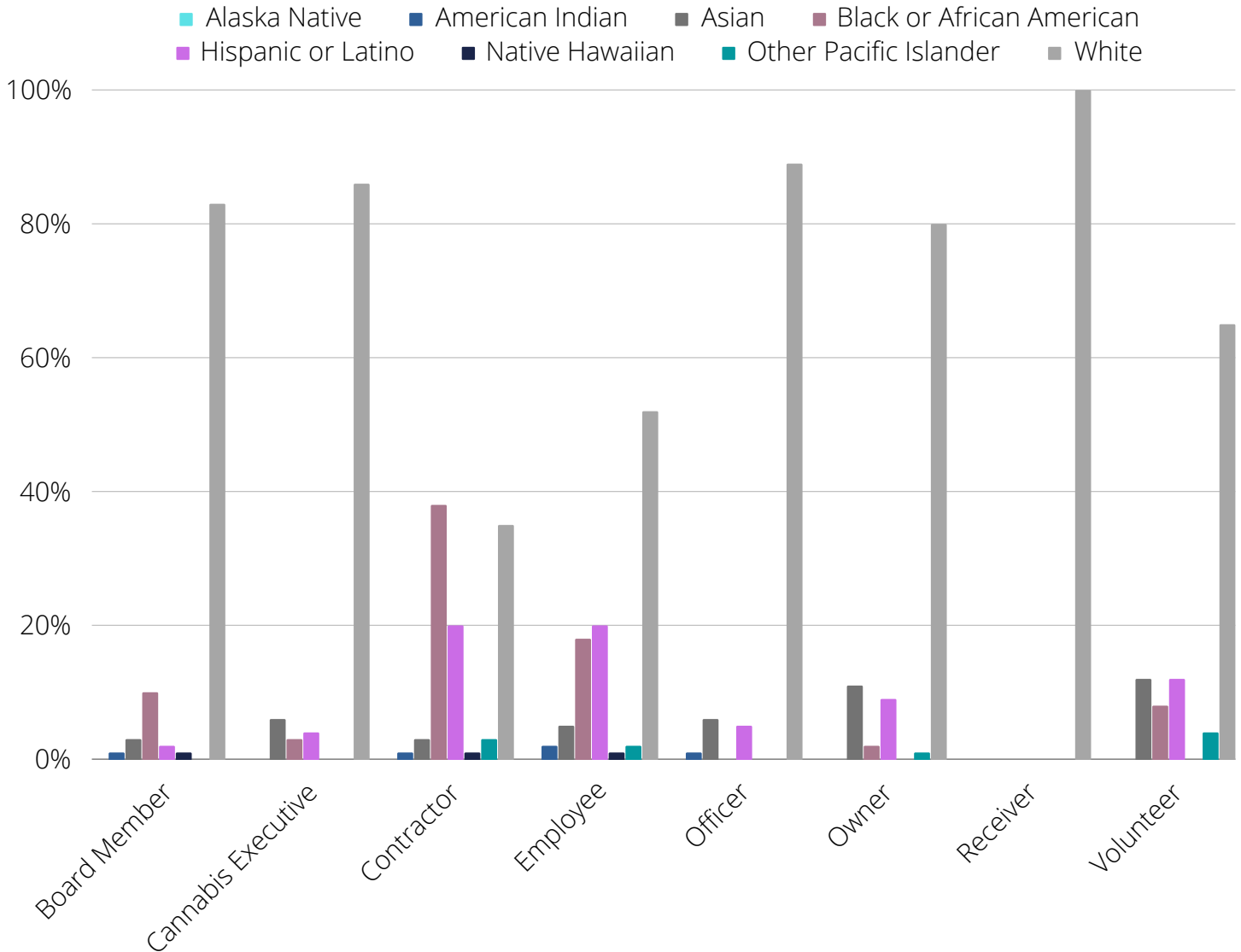
Are you of Hispanic, Latino, or Spanish origin such as Mexican, Puerto Rican, or Cuban?



Count of Gender	Column Labels			Grand Total
	Female	Male	X	
Board Member	23	84		107
Cannabis Executive	83	319		402
Contractor	402	935	4	1341
Employee	5514	7705	96	13315
Officer	24	81	1	106
Owner	32	101		133
Receiver			5	5
Volunteer	8	18		26
Grand Total	6086	9248	101	15435



Select your race. Select all that apply.

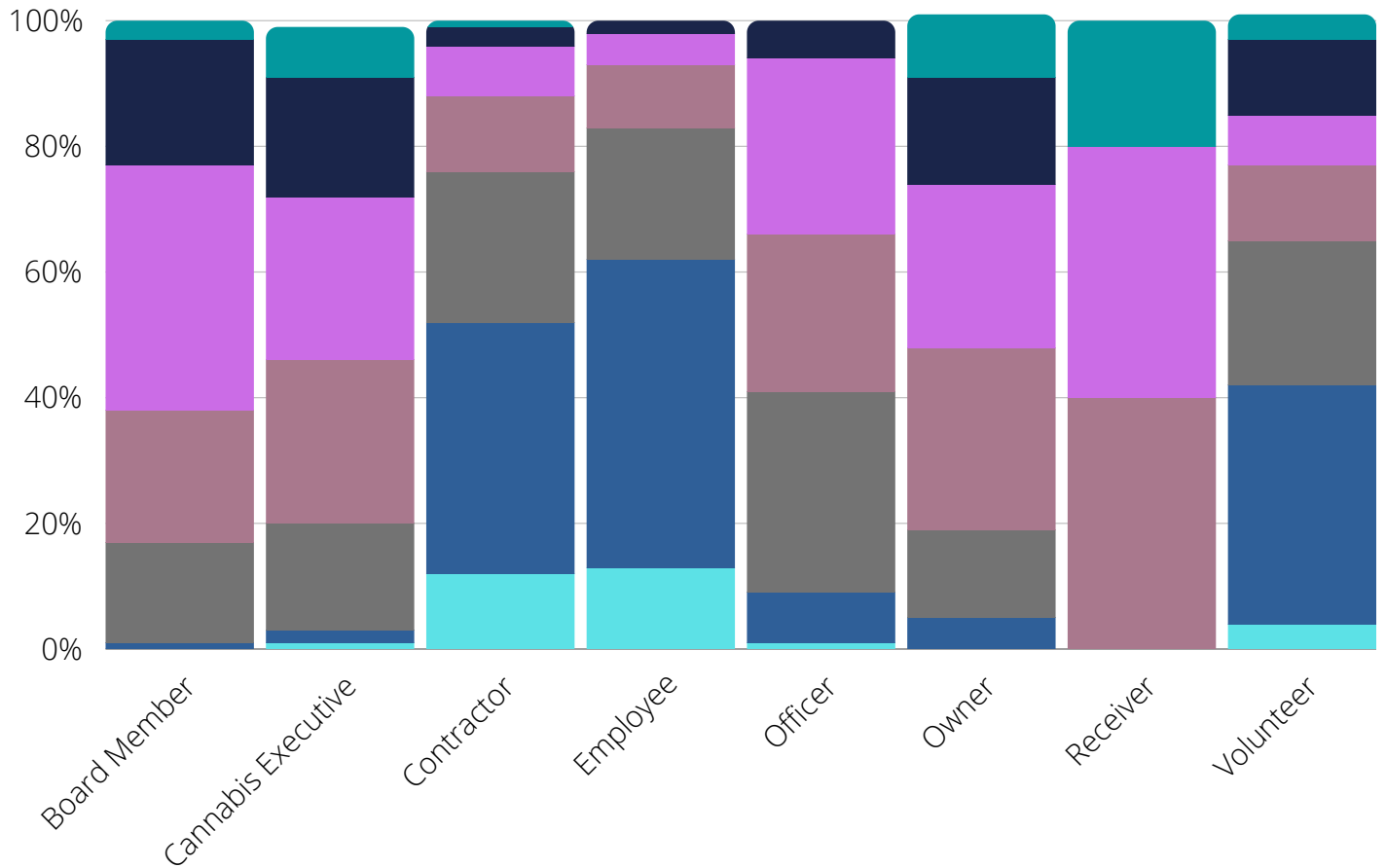


Count of Race	Alaska Native	American Indian	Asian	Black or African American	Hispanic or Latino	Native Hawaiian	Other Pacific Islander	White	Grand Total
Board Member		1	3	11	2	1		89	107
Cannabis Executive			25	14	16	2		345	402
Contractor		1	15	37	513	264	7	40	464
Employee		11	251	642	2412	2694	117	304	6884
Officer			1	6		5		94	106
Owner				15	3	7	1	107	133
Receiver								5	5
Volunteer			3	2	3		1	17	26
Grand Total		12	268	731	2955	2991	127	346	8005



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 Age Range	Column Labels							
Row Labels	(21-24)	(25-34)	(35-44)	(45-54)	(55-64)	(65-74)	(75+)	Grand Total
Board Member		1	17	23	42	21	3	107
Cannabis Executive	3	10	70	105	105	78	31	402
Contractor	163	538	324	164	105	38	9	1341
Employee	1701	6571	2801	1310	698	213	21	13315
Officer	1	8	34	27	30	6		106
Owner		7	18	38	34	23	13	133
Receiver				2	2		1	5
Volunteer	1	10	6	3	2	3	1	26
Grand Total	1869	7145	3270	1672	1018	382	79	15435

*This year's count does not include card holders that hold temporary cards that are waiting results (i.e. background of fingerprints).

Two hundred and twenty six individuals in this count hold agent cards for two roles. Those individuals may be counted twice. Below is the breakdown of dual card holders:

- Contractor & Employee: 160
- Contractor & Receiver: 1
- Board Member & Officer: 6
- Board Member & Owner: 6
- Board Member & Employee: 3
- Board Member & Executive: 4
- Executive & Owner: 18
- Executive & Officer: 7
- Executive & Employee: 5
- Executive & Contractor: 1
- Officer & Employee: 10
- Owner & Officer: 5