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**IMMEDIATE RELEASE**

## Colorado Marijuana Enforcement Division released Licensee Demographic Data for March and April 2022

DENVER, Colo. - April 12, 2022 - The Colorado Marijuana Enforcement Division (MED) released licensee demographic data for March and April 2022. The Division is committed to reporting information that allows the state and members of the public to understand the diversity landscape of Colorado’s Regulated Marijuana industry and measure progress on statewide social equity-related initiatives. The following tables provide additional insights into the demographics of Colorado’s commercial marijuana industry.

### Regulated Marijuana License Demographic Information - March and April 2022

**Cannabis Cabinet Wildly Important Goal (WIG) FY 21-22:** *Promote equity, diversity, and inclusion in the marijuana industry, measured by an increase in minority-ownership of marijuana businesses from 15.2% to 16.8% by June 30, 2022.*

| Regulated Marijuana Business Owners |               |                     |                          |
|-------------------------------------|---------------|---------------------|--------------------------|
| Licensee Measure                    | Baseline Data | As of March 1, 2022 | GOAL<br>By June 30, 2022 |
| Percentage of Minority Owners       | 15.2%         | 17.6%               | 16.8%                    |
| Licensee Measure                    | Baseline Data | As of April 1, 2022 | GOAL<br>By June 30, 2022 |

|                                      |       |       |       |
|--------------------------------------|-------|-------|-------|
| <b>Percentage of Minority Owners</b> | 15.2% | 17.7% | 16.8% |
|--------------------------------------|-------|-------|-------|

- As of March 1, 2022, there are 59 approved Social Equity licensees (4 issued in February).
- As of April 1, 2022, there are 69\* approved Social Equity licensees (8 issued in March).

\*The total here reflects an adjustment to a previous month's number of licensees.

**Overall Individual License Data**  
**As of April 1, 2022**

**April 1, 2022 Gender Data: 99% Response Rate.**

- **Employee Licenses:** Women hold approximately 39% of employee licenses.
- **Owner Licenses:** Women hold about 19% of owner licenses.

**Gender Data:**

| <b>License Type</b> | <b>Female</b> | <b>Male</b> | <b>Non-Binary</b> | <b>Not Disclosed</b> | <b>Total</b> |
|---------------------|---------------|-------------|-------------------|----------------------|--------------|
| <b>Employee</b>     | 15,876        | 25,095      | 94                | 104                  | 41,169       |
| <b>Owner</b>        | 364           | 1,596       | 0                 | 0                    | 1,960        |

**April 1, 2022 Race/Ethnicity Data:**

- **Employee Licenses:** Approximately 32% or 13,093 Employee licenses did not disclose or their race/ethnicity is unknown.
- **Owner Licenses:** Approximately 4% or 80 Owner licenses did not disclose or their race/ethnicity is unknown.

**Race/Ethnicity Data & Percentages By License Type (Excludes the “Undisclosed/Unknown” Licenses)**

| License Type        | Asian                 | Black                   | Caucasian                 | Hispanic/Latino          | Mixed Race              | Native American       | Native Hawaiian/<br>Pacific Islander | Total                     |
|---------------------|-----------------------|-------------------------|---------------------------|--------------------------|-------------------------|-----------------------|--------------------------------------|---------------------------|
| <b>Employee</b>     | 408<br>(1.5%)         | 1,743<br>(6.2%)         | 18,625<br>(66.3%)         | 4,869<br>(17.3%)         | 1,893<br>(6.7%)         | 454<br>(1.6%)         | 84<br>(<1%)                          | <b>28,076<br/>(94.2%)</b> |
| <b>Owner</b>        | 75<br>(4.0%)          | 59<br>(3.1%)            | 1,547<br>(82.3%)          | 155<br>(8.2%)            | 31<br>(1.6%)            | 10<br>(<1%)           | 3<br>(<1%)                           | <b>1,880<br/>(5.8%)</b>   |
| <b>Grand Totals</b> | <b>483<br/>(1.7%)</b> | <b>1,802<br/>(6.2%)</b> | <b>20,172<br/>(69.5%)</b> | <b>5,024<br/>(17.3%)</b> | <b>1,924<br/>(6.6%)</b> | <b>464<br/>(1.6%)</b> | <b>87<br/>(&lt;1%)</b>               | <b>29,015</b>             |

- **Employee Licenses:** Those who disclosed their race/ethnicity as Caucasian held 66.3% of Employee licenses, compared to 6.2% who disclosed themselves as Black, and 17.3% for those who disclosed themselves as Hispanic/Latino.
- **Owner Licenses:** Those who disclosed themselves as Caucasian held 82.3% of owner licenses, compared to 3.1% for those who disclosed themselves as Black and 8.2% for Hispanic/Latino.

The Division began reporting aggregate demographic data in April 2021. For the full demographic data report for both March and April 2022, and to see reports from previous months, please visit the MED Demographic Data page here: <https://sbg.colorado.gov/med/licensee-demographic-data>

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