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2021 Cannabis Jobs Report

Prepared for National Cannabis Roundtable



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Thank you for inviting Leafly today.

Leafly.com is the world's largest online cannabis resource and marketplace. More than 10 million people visit Leafly each year to research cannabis and shop for cannabis at local and legal businesses near them.



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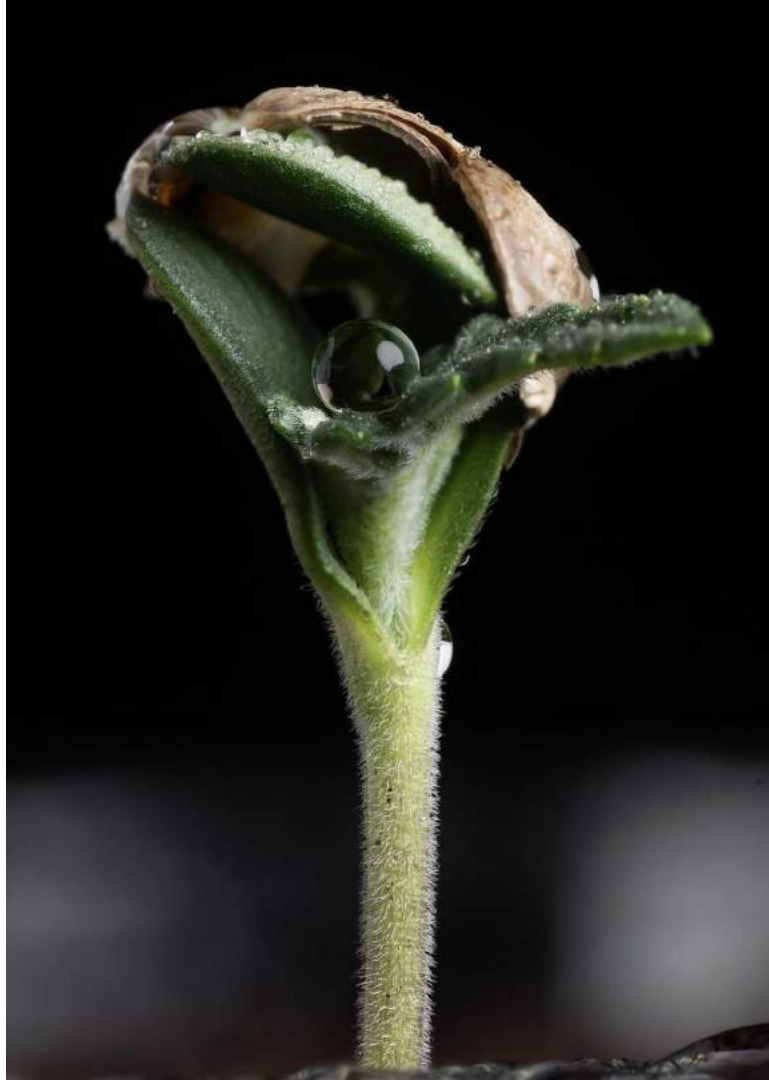
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Cannabis is transformative. Now is the time.

New jobs and new small businesses

Revenue for communities to thrive

Economic paths to equity and
opportunities to build generational
wealth





Cannabis jobs count.

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Due to federal prohibition:

**The Bureau of Labor
Statistics does not
count state-legal
cannabis jobs.**



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Since 2017:

**Leafly and
Whitney
Economics
produce an
annual
Cannabis
Jobs Report.**

Data inputs include:

- State cannabis revenue
- Medical marijuana patient count
- Cannabis employee licensing
- Average MMJ patient spend
- State median salary data
- Capital/investment availability
- Business optimism surveys

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As of Jan. 2021:

**Legal cannabis
supports
321,000
full-time
American jobs.**



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In a pandemic-driven recession:

The cannabis industry created 77,300 new jobs in 12 months.

That's 32% year-over-year growth.

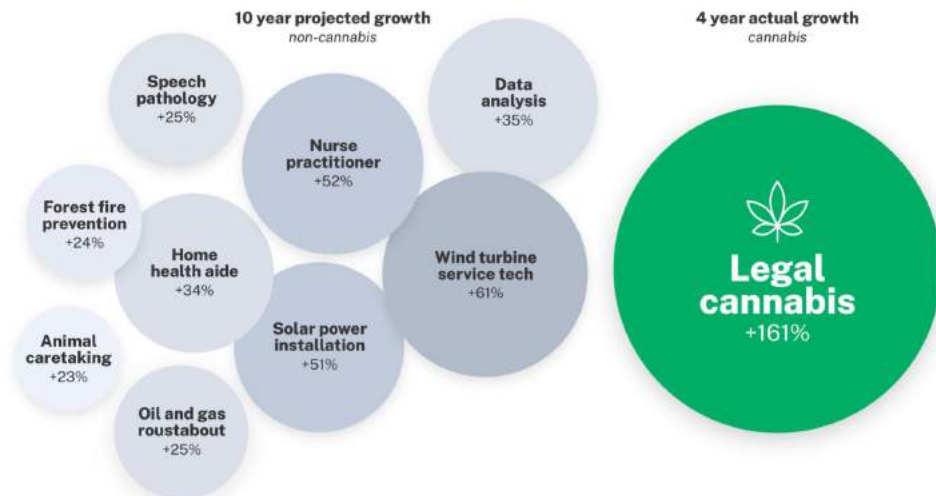
Cannabis job creation in US since 2017

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Legal cannabis is America's fastest-growing business sector.

Job growth: projections vs. reality



**There are more
American
cannabis workers
than American
dentists.**

By the numbers

There are now more American cannabis workers than electrical engineers



**Rising cannabis
job-creation states:**
Florida
Arizona
Michigan
Illinois
Oklahoma
Pennsylvania

Leafly Jobs Report 2021: Top 10 cannabis states

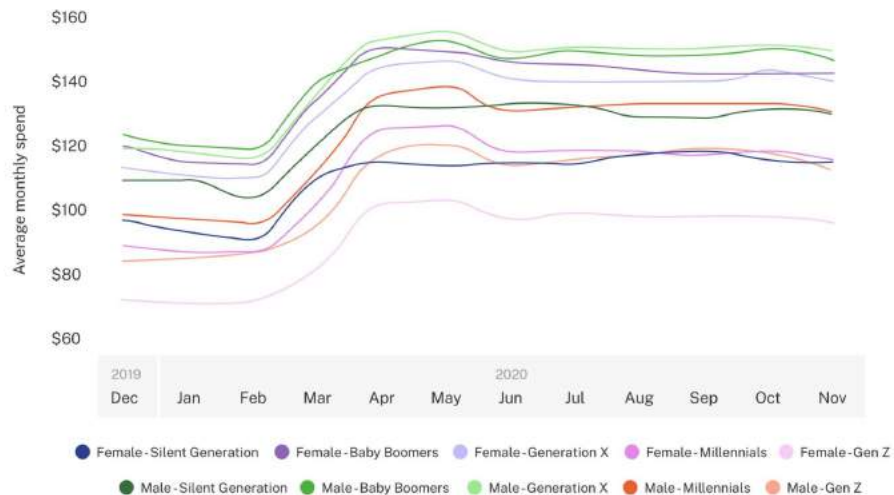
	State	Cannabis jobs	Jobs added in 2020	Cannabis sales in 2020
1	California	57,970	+23,707	\$3,774,700,000
2	Colorado	35,539	+4,338	\$2,280,814,000
3	Florida	31,444	+14,891	\$1,228,467,000
4	Arizona	20,728	+5,648	\$1,031,000,000
5	Washington	19,873	+524	\$1,417,649,000
6	Michigan	18,078	+9,216	\$989,642,000
7	Oregon	17,981	+687	\$1,109,959,000
8	Illinois	16,837	+8,348	\$1,031,308,000
9	Oklahoma	16,759	+6,237	\$808,471,000
10	Pennsylvania	15,895	+7,188	\$810,000,000

Pandemic effect:

- Essential product
- Increased purchasing
- Scarce capital
- Delayed hiring

Revenue drivers - customers

Average monthly spend by demographic



(Graphic data courtesy of Headset and CannaCraft)



Fuel for true equity.



The call for cannabis justice

- **Black weed business ownership at less than 2%**
- **Black weed arrest rates 3.64x greater**
- **A once in a generation opportunity for American industry**

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How do we create an **equitable cannabis landscape?** Address the past, present, and future.



Past



Present



Future

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**What else can be done
to support effective
cannabis social equity
outcomes?**



Thank you