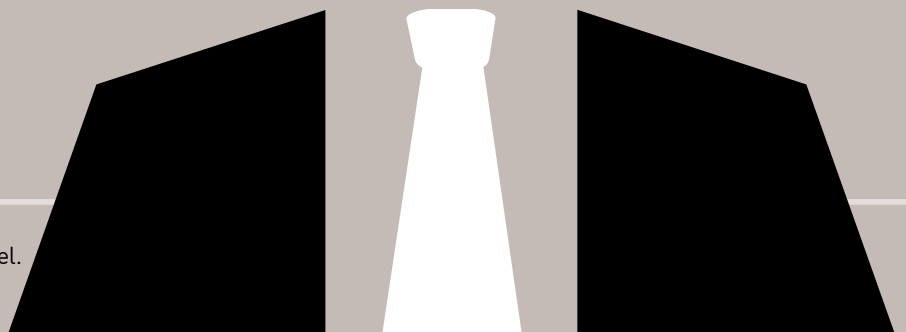


WHO ARE THE WOMEN WORKING IN CANNABIS?



DEMOGRAPHICS OF WOMEN IN CANNABIS

The cannabis community is filled with unique voices, representing a wide array of demographics.

From urban to rural, Gen Z to Baby Boomer and everyone in between, the diversity of people in this space is fascinating.

The Women in Cannabis Study surveyed over 1,600 women from across the United States to learn more about their backgrounds, their relationships to the plant, and most importantly, their experiences.

This section highlights the makeup of the people surveyed for this report. We asked about people's identities, home lives, education, and history with cannabis.

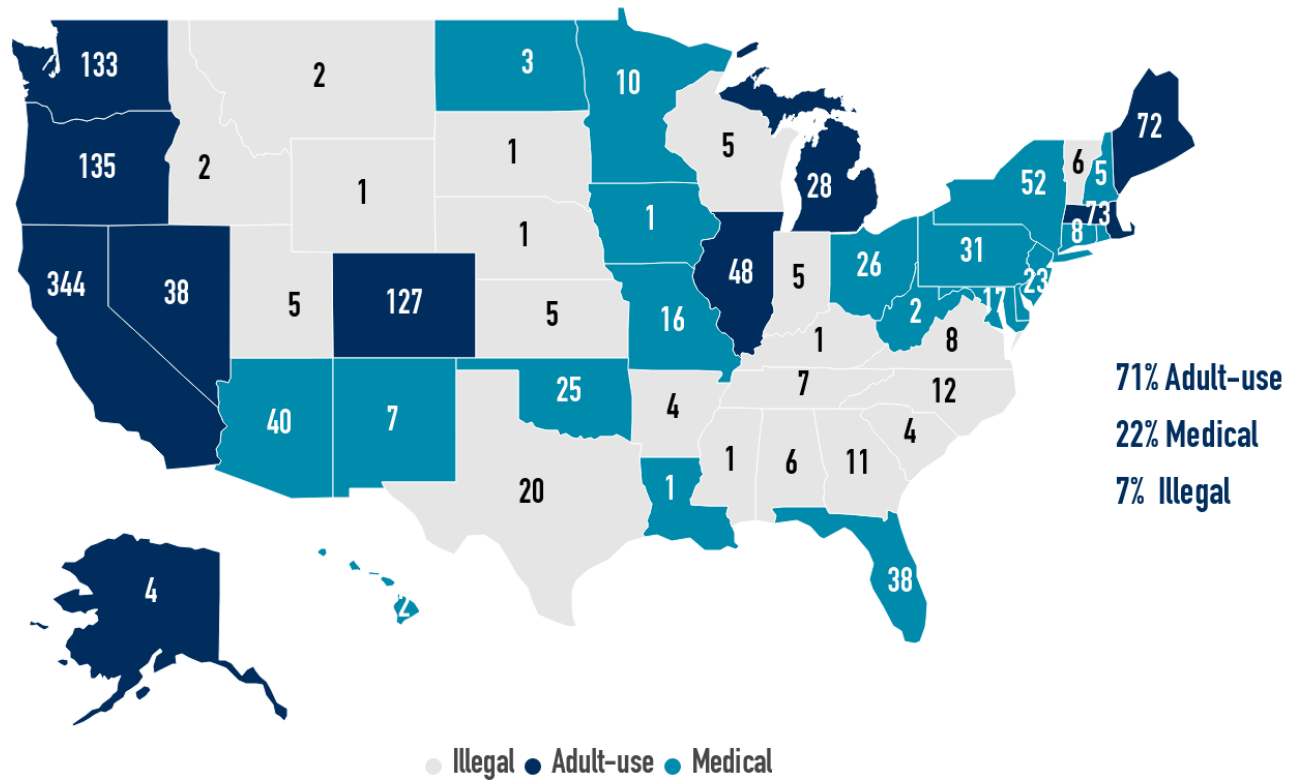
We know that our pool of respondents doesn't entirely represent the tens of thousands of women currently working in the industry and hope to engage with even more participants in future research.



HOME STATE & CANNABIS LEGALITY

At the time of the study in late 2019, 71% of respondents resided in states where cannabis was considered fully legal.

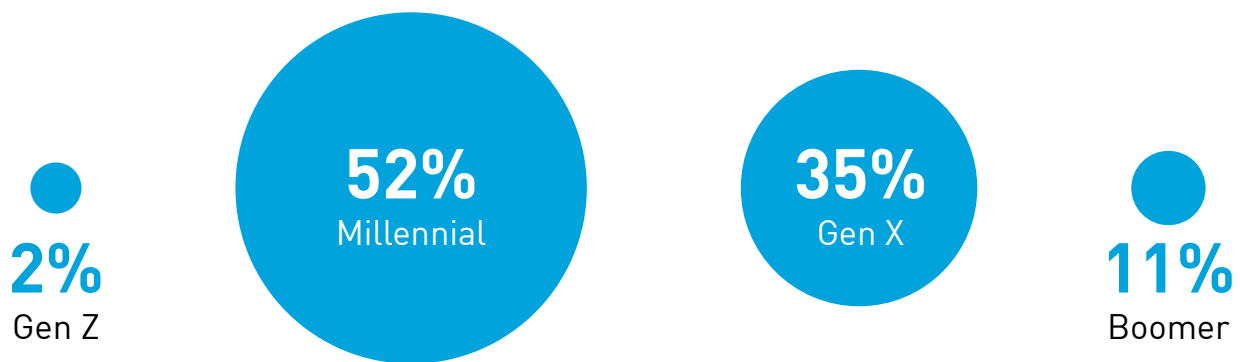
Another 22% of respondents lived in states where cannabis was legal for medicinal use only. Just 7% of our sample were in states where cannabis was considered illegal.



AGE, DISABILITY, VETERAN STATUS

Survey respondents skewed toward certain age demographics and were less likely to be disabled or veterans when compared with national averages.

Generation Z is still a little too young to be working in cannabis – just 2% of our respondents were under 24.



13% of our respondents are disabled.

The Census shows that about 17% of women who participate in the workforce are disabled, so there are opportunities for the industry to include more women with disabilities in the workforce.



13%
Disabled

Women veterans comprise 10% of the veteran population but only 2% of all working women in America. Ensuring these women are employed is important. Our data shows that 2.6% of women in the industry are veterans, similar to the national average.



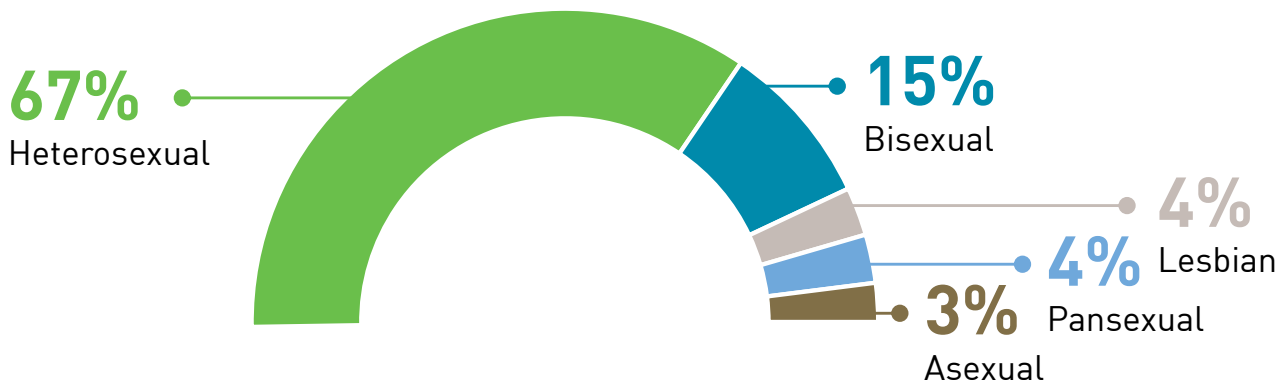
2.3%
Veterans



IDENTITY: SEXUALITY & GENDER

Over 27% of respondents are LGBTQIA+. This is significantly higher than the latest [Gallup Poll](#) estimating that 5.6% of adults identify as LGBTQ.

According to polling trends, women are more likely to identify as LGBTQ when compared to males. This may explain the overrepresentation in this report. It could also be theorized that the cannabis industry has more members of the LGBTQ community represented than other verticals — more research will need to be conducted to answer this question.



98.5%
Women



1.5%
Transgender,
non-binary or
genderqueer

The study sample also included a higher-than-average percentage of transgender, non-binary and genderqueer people at 1.5%.

One recent study from the [Williams Institute](#) estimates the national population to be 0.6%.

IDENTITY: RACE & ETHNICITY

Study participants skewed mostly white, with 23% of respondents being women of color, less than the national average.

In comparison to U.S. Census data, the study appears to be underrepresented with Black and Hispanic women. The 2017 Marijuana Business Daily [report](#) on Women & Minorities in the Marijuana Industry found that “nearly 20% of survey respondents who launched a cannabis business and/or have an ownership stake in a marijuana company are racial minorities.” In comparison, 27% of Business Owners represented in the Women in Cannabis Study are racial minorities.

| | WICS ALL RESPONDENTS (n=1441) | CENSUS | WICS BUSINESS OWNERS (n=527) | MBD BIZ OWNERS & FOUNDERS (n=567) |
|---|-------------------------------|--------|------------------------------|-----------------------------------|
| White | 77% | 76% | 73% | 81% |
| Black/ African American | 10% | 13% | 14% | 4.3% |
| Hispanic/ Latino/ Spanish Origin | 11% | 19% | 7.4% | 5.7% |
| Asian | 4.6% | 5.9% | 4.4% | 2.4% |
| American Indian/ Alaska Native | 4.1% | 1.3% | 3.8% | |
| Middle Eastern/ North African | 1.6% | | 2.1% | |
| Native Hawaiian or Other Pacific Islander | 1.0% | 0.2% | 0.9% | |
| Other | 4.0% | | 5.9% | 6.7% |
| Prefer not to state | 1.5% | | 0.9% | |



Q8. How would you describe your racial/ethnic identity? Select all that apply.

Q5. What is your employment status in the cannabis/CBD/hemp industry? Choose all that apply.

FAMILY & LIVING SITUATION

We were curious about the household and relationship status of our respondents.

The majority have and live with a partner, while 28% are single. More than half have no dependents to care for at home.

RELATIONSHIP STATUS



28%

Single

39% of Black respondents are Single



11%

Partnered, live alone



61%

Partnered, living together

45% of Asian respondents are partnered

HOUSEHOLD COMPOSITION



54%

Have no dependents



15%

Have 1 dependent



31%

Have 2+ dependents



26%

Are the only adult at home



59%

Have 1 other adult at home



15%

Have 2+ adults at home

Q70. What is your relationship status?

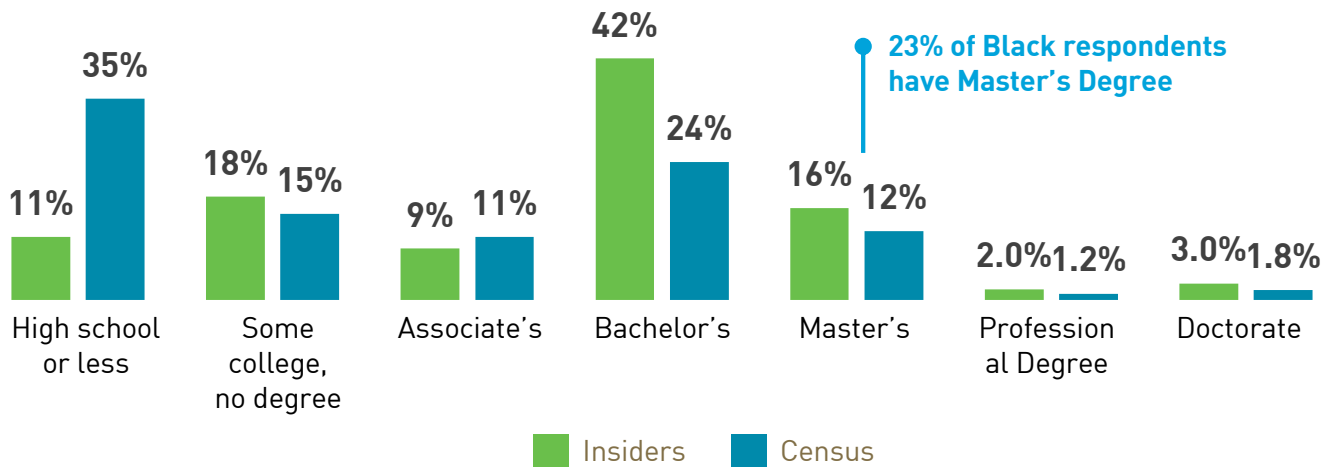
Q71. How many "dependents" do you have? (Children, parents, other family members, etc.)

Q72. How many other adults share household responsibilities?

EDUCATION

The women represented in the study bring significant education, knowledge and wisdom to the industry.

63% of respondents have completed a Bachelor's or post-graduate degree, compared with just 39% of women in the United States. Additionally, white (44%) respondents are more likely to hold a Bachelor's degree than Hispanic (33%) or Black (31%) colleagues.



Based on the advanced degrees they have earned, respondents clearly bring a wealth and variety of in-depth study to their new roles in the cannabis industry.



Question 10. What is your highest level of education?

Question 11. If you have a professional license/credential or advanced degree, please list those here

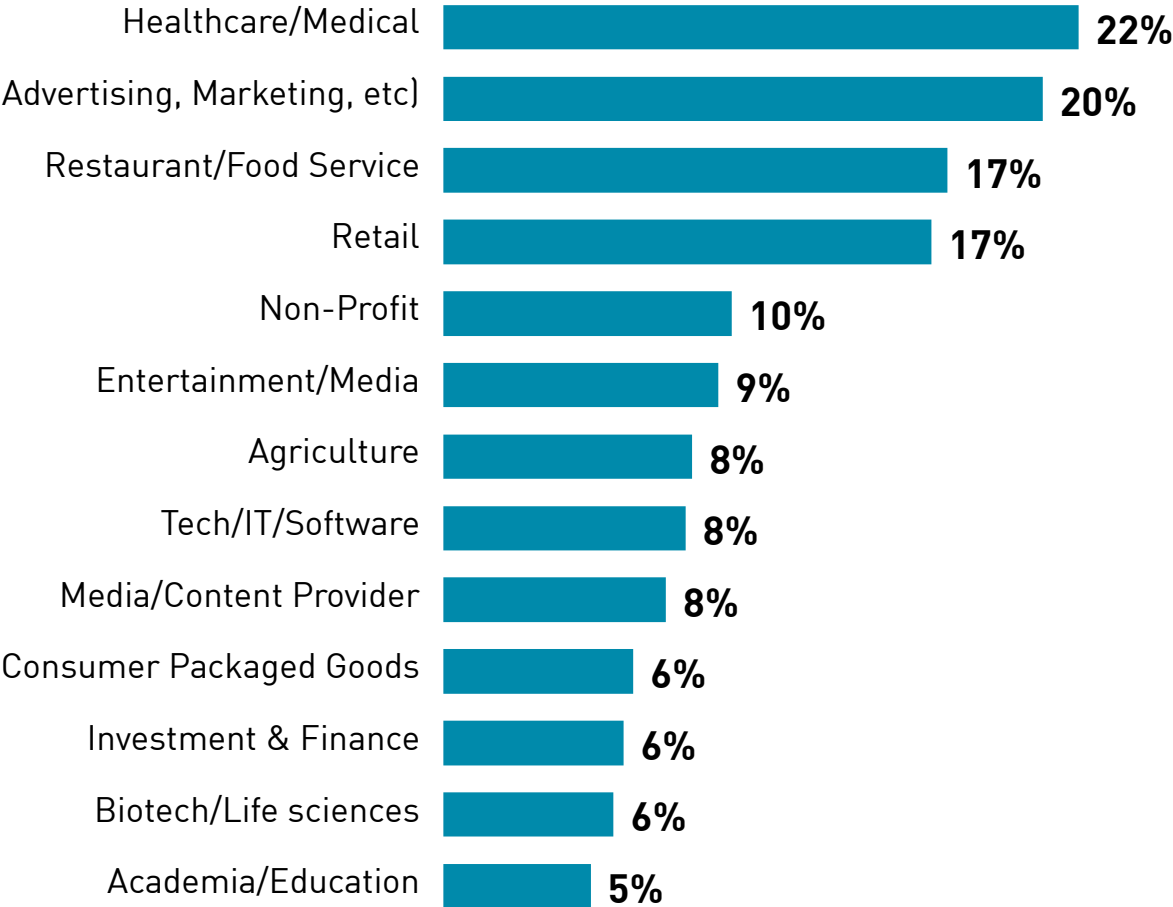
*Census.gov, Educational attainment of the population 25 years and over, Female.



PRIOR INDUSTRY EXPERIENCE

Study respondents come from a variety of career backgrounds.

Prior to joining the cannabis industry, 76% of respondents gained experience working in one of four industries: Healthcare, Creative Services, Restaurant/Food Service and Retail.



Q41. In which industry did you work prior to getting into the cannabis industry? (Check all that apply for your career)

IN SUMMARY...

The Women in Cannabis come from diverse backgrounds, in more ways than one.

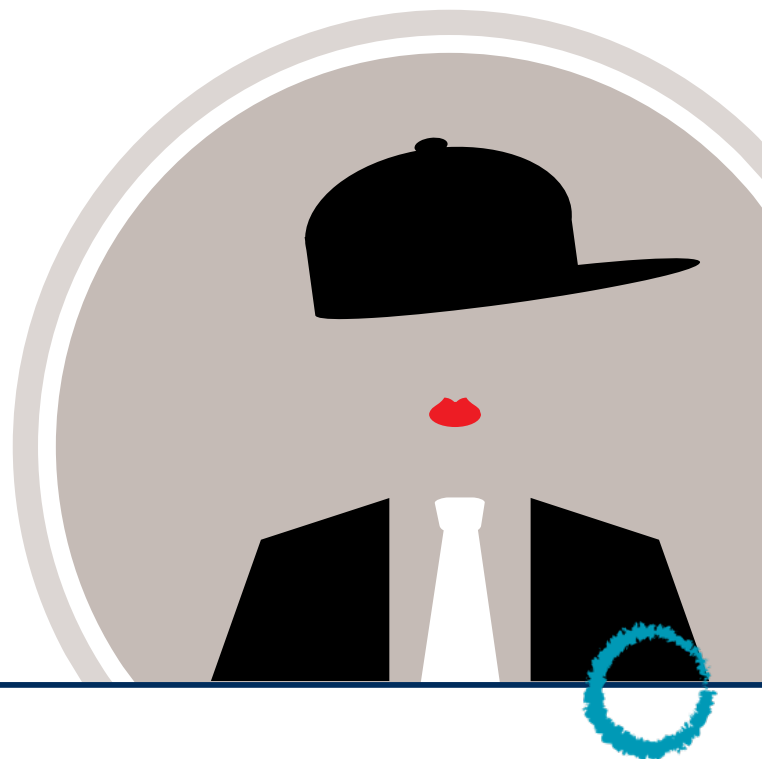
They come from all walks of life, hailing from coast to coast. Joining the space from a wide range of different of different industries, the women who work in cannabis offer a wealth of knowledge. The majority hold degrees, are partnered, and live in a place where cannabis is fully legal.

People of color are currently facing more barriers to entry in cannabis. Less than one-quarter of our respondents were from BIPOC communities, and we hope to see a more equitable vertical in the years to come. We did see a higher-than-average amount of LGBTQIA+ respondents, something that may be indicative of a more tolerant industry or the fact that women tend to self-identify as queer more often than men.

The bottom line is that every voice in cannabis is unique, regardless of which demographic subset we are placed in. The important thing to ask ourselves is how we can include even more women in this journey, especially women of color.



**What are you
doing to ensure
all women are
represented in
cannabis?**



REPORT CHAPTERS

Interested in learning more? Download additional results at womenincannabis.study/study-chapters.

Introduction

Methodology

Who are the Women Working in Cannabis?

Which Roles do they Play in the Industry?

Why Work in Cannabis?

What Relationship Do Women Have with Cannabis?

What are the Barriers to Success?

What Else Holds Women Back?

BIPOC Women in Cannabis

LGBTQIA+ in Cannabis

How do Women Define Success?

We Have the Data, Now What?

Leverage the Power of the Data

Profiles of Women in Cannabis

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THANK YOU

WOMEN IN CANNABIS
a Living History

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