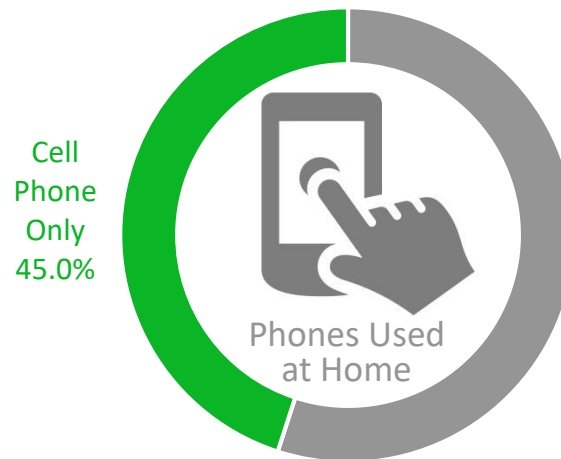


In addition to basic demos, the data permits in-depth analysis of consumer categories, allowing for better understanding of potential customers and how they spend their money

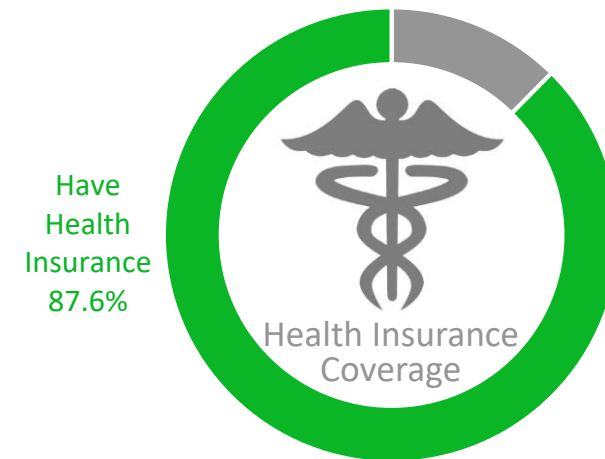
EXAMPLE: SNAPSHOT OF THE 126,000 BALTIMORE ADULTS THAT HAVE PURCHASED CANNABIS/MARIJUANA FROM A LEGALLY AUTHORIZED RETAILER/DISPENSARY:



The majority of this target group spends at least \$100 a week at the supermarket



Almost half of this group doesn't have a landline, using cell phones only



Most people in this group have some form of health insurance