

# Solo Stars

MARIJUANA USE POTENTIAL: HIGH



## OUR LIFESTYLE

# 36

Solo Stars locals are young, educated, and well-employed individuals who rent in lower-density urban areas. They are highly-connected to technology, health-conscious, and environmentally-friendly. Their income is gained mostly through wages, and self-employment rates are close to the U.S. median.

### AS A GROUP

- They live in older neighborhoods built before 1960 most of their homes are built before 1940 .
- Half of their homes are occupied by renters.
- Median home value and average rent higher than U.S. averages.

### AS INDIVIDUALS

- They obtain information about and research products before making purchases.
- They purchase green and environmentally-friendly products.
- They eat organic healthy foods and practice good nutrition.
- They constantly use mobile phones and text messaging.
- Arts and music are important to them.



GET MARIJUANA CONSUMER DATA TODAY

COPYRIGHT ©ZEFYR™, INC 2018