



MARIJUANA CONSUMER GROUP 38

Amber Wavers

MARIJUANA USE POTENTIAL: MEDIUM



OUR LIFESTYLE

38

Amber Wavers are self-employed farmers and home-owners who live in rural markets and have above-average incomes. They are religious and value their faith. These consumers tend to own several vehicles, buy what they need, not what they want, and follow habit when purchasing food.



Buy Zefyr Station Today

BUY TODAY

Get the actionable consumer, product, dispensary and pricing marijuana data you need to succeed.

AS A GROUP

- 80% of their homes are occupied by owners.
- Married-couples with no children are the primary occupants.
- Most homes are single-family occupied (87%) and built pre-1980, many before 1940.
- Vacant housing is higher in this market at 16%.
- They own 2 or 3 vehicles per household, with more 4 vehicle ownership in this market than any other.

AS INDIVIDUALS

- Half of this market has completed some college education or holds a degree.
- They have a 4.1% unemployment rate which is less than half the U.S. rate.
- At 66%, their labor force participation rate is slightly higher than the national average.
- 73% of households have wage and salary income, and 27% also have self-employment income.
- These locals are religious.
- They buy with regard to need, not to want.
- They are resistant to new technology and are creatures of habit when buying food.



GET MARIJUANA CONSUMER DATA TODAY

COPYRIGHT ©ZEFYRSM, INC 2018

