

Arbor Anchors



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

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For Arbor Anchors, employment in the forestry industry is common. Arbor Anchors locals live in many of the heavily forested regions of the country. Nearly 9 of 10 locals are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

AS A GROUP

- This group is dominated by married couples, a smaller number of which have children in the household.
- 80% of their homes are occupied by their owners: three-quarters of these are single-family with nearly all the remaining quarter in mobile homes.
- About 20% of their housing units are vacant, with most of these particular units used only seasonally.
- This market segment possesses homes of very low value with about 50% of homes owned carrying a value of less than \$100,000.

AS INDIVIDUALS

- When shopping, this group is thrift-minded, generic buying, and coupon using.
- Possessing a do-it-yourself mindset, they work at home on their ATVs and cars and grow their own fruits and vegetables.
- When paying bills and expenses, they do so in person without the use of the net.
- Cell phones and computers are often deemed too confusing and complex for their daily use.



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