

# Big Seed

MARIJUANA USE POTENTIAL: VERY HIGH



## OUR LIFESTYLE

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As a new growth market, this group consists of young professionals with families that have opted for new suburban homes. These neighborhoods began to expand in the '90s and continued growth through the height of the housing boom, with most of those neighborhoods now fully developed. Big Seeds are an affluent market, but with a higher proportion of mortgages. Neighborhoods are still distinguished by rapid growth, though such booms are subdued relative to the increases of the last decade. Locals are typically well-educated, professional, and have momentum towards prosperity.

### AS A GROUP

- Big Seed locals are located on the suburban edges of large metropolitan areas.
- The average household has 3.22 members, and young families are married with children.
- Their lower housing vacancy rate = 5.3%.
- Their cost of affordable new housing is offset by one of the longest commutes to work, (more than 30 minutes one way) including a disproportionate number (34.5%) commuting across county lines.

### AS INDIVIDUALS

- Of this well-educated group of young professionals, 52% are college graduates.
- They have a low unemployment rate of 5.2% with high participation (72%) in the labor force.
- Commute times are longer from the suburban growth corridors resulting in more at-home workers.
- Their biggest complaints are that their excessive use of devices too often intrudes on personal time.

