

Cafe Chic



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

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Cafe Chic locals are most often well-educated, single professionals in the fields of computer, business, legal, finance, and entertainment. They are typically affluent and like city living along with its associated amenities. They are found in densely populated locales of inner metropolitan areas. Rather than drive, many of these locals walk, bike, or use public transportation to get to work, and a number of them simply work from home. While single household occupants technically outnumber couples, this particular market includes a high proportion of partner households, as well as the highest proportion of same-sex couples

AS A GROUP

- These are people in their 30s who are single householders. Some share their homes.
- They live in cities in multi-unit apartment buildings.
- Their average household size is 1.85.
- Many rent at an average of about \$1,800/month.
- 41% of households own one vehicle, and 36% of households own no vehicle.

AS INDIVIDUALS

- They make money from salaries, self-employment, and investment.
- They are health-conscious consumers, regularly exercising and paying close attention to nutritional value when purchasing food.
- They are environmentally-conscious and image-conscious with both factors impacting purchasing decisions.
- 75% of these locals have a bachelor's degree or higher.

