

Capacity Abodes



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

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Cultural differences depict Capacity Abodes, a family-oriented market distinguished by multigenerational households. Their spending reflects their children (baby food and furniture or children's apparel) and convenience (fast food and family restaurants). Consumer choices also focus on personal style as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

AS A GROUP

- They live in older neighborhoods, which can be found in the urban periphery of large metropolitan areas.
- Most of their housing was built before 1960; 25% built before 1940.
- Their homes are mostly renter-occupied, with an average monthly rent of \$1,000.
- This is a family market composed of primarily married couples with children, but also a number of multigenerational households.

AS INDIVIDUALS

- In excess of 42% were born abroad; 30% of the households have members who speak only Spanish.
- Their unemployment rate of 12.5% is high and their labor force participation is average.
- Their focus on style makes them trendy consumers.
- Purchasing choices are influenced by brand loyalty and environmentally-safe products, but these consumers are also open to new products.



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