

# Close and Content



MARIJUANA USE POTENTIAL: HIGH

## OUR LIFESTYLE

# 25

Most families in this modest group are non-traditional; however, traditional values (religion, family, etc.) highly influence their lifestyles. Elderly family members often live with and are cared for by these locals. Wages and salaries are among the main sources of pay for most households, although jobs are not always easy to come by. Single-parent and multigenerational families depend on Social Security and public assistance income. Rent is pretty low, public transportation is available, and other government programs are available to help families in these high-poverty areas.

### AS A GROUP

- Most households are single-person or single-female-parented with multigenerational families also present.
- Many homes are single-family with values that reflect the age of the housing, which is mostly built more than 60 years ago.
- Over 50% of these homes are renter-occupied with a lower average rate of rent than the U.S. average.
- Most households depend on public transportation or have one car.

### AS INDIVIDUALS

- Nearly 40% of this population was born abroad, and almost 25% of all households have locals who are non-English speakers.
- Labor force participation is 68% which is higher than the U.S. average, but unemployment is also higher at 10.9%.
- This group is striving to get ahead and are hard-working, style-minded consumers.
- Environmental conservation and staying in tune with nature is very important to these locals.
- They often use the Internet to view media.



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