

Cobalt Collar



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

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This group is a mix of semi-rural neighborhoods in large metropolitan areas. Nearly half live in mobile homes with 40% living in single-family homes. These communities are younger and diverse with the highest population of American Indians in the U.S. These consumers are family-oriented and value their traditions. Service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the U.S. average, are the common career fields. High unemployment and a much lower median household income and home value leave up to 20% of this population with income below the poverty level.

AS A GROUP

- 66% of Cobalt Collars are home owners.
- Nearly 50% of this group live in mobile homes.
- 80% of households were built in the 1970s.
- 18% of owned homes are valued under \$50,000.

AS INDIVIDUALS

- 37% have earned a high school diploma and 38% have some college education or a college degree.
- Their unemployment rate is higher than the U.S. average at 11.6%
- They are outgoing and family-oriented consumers who place high importance on time-honored customs.
- Convenience is more important to this group than health and nutrition.



GET MARIJUANA CONSUMER DATA TODAY

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