

# Come Uppers

MARIJUANA USE POTENTIAL: VERY HIGH



## OUR LIFESTYLE

# 7

Come Uppers is a large, diverse, urban outskirts group of young working professionals. They primarily rent homes in multi-unit structures or row houses. 33% of household occupants are under age 35, and 40% of homes are single-family occupied. These locals are healthy, environmentally-conscious, and have average household income, home value, and rent values. They are active and up-to-date with the use of technology.

### AS A GROUP

- 56% of these households rent, and 44% own their homes.
- Concentrations of single person or single parent households is above average in this group.
- They pay higher than average rent.
- Lower 8.9% vacancy rate.

### AS INDIVIDUALS

- 36% have some college or an associate's degree, 30% have a bachelor's degree or higher.
- They have a 7.1% unemployment rate and 73% labor force participation rate.
- They are technologically current and environmentally-conscious in purchases.



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