

# Culture Connoisseur



MARIJUANA USE POTENTIAL: MEDIUM

## OUR LIFESTYLE

# 41

Culture Connoisseurs are locals who live a lifestyle that includes travel, extensive reading, and support of the arts. They frequently use mobile devices to stay connected. As they are professional couples or single households without children, they have time to focus on both hobbies and home. They are slightly older (around 41) and actively plan for retirement.

### AS A GROUP

- These city locals live in large metropolitan areas.
- They are married couples, generally without children.
- Home ownership is about average at 69%, and 51% of homes are mortgaged for these locals.
- Their vacancy rate is at 8.8%

### AS INDIVIDUALS

- Culture Connoisseurs are mostly college-educated with 46% being college graduates and 75% having some college education.
- Their unemployment is low at 5.6%, and their labor force participation rate is higher at 68% with proportionately more two-worker households.
- Their \$65,600 median household income is reflective of an affluent market with a substantial net worth and revenue supplemented by investments.
- They are attentive to price and use coupons, especially mobile coupons.



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