

DIY Domestics



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

27

Well over half of these suburban households are occupied by families led by married couples. Education and diversity levels parallel those of the U.S. as a whole. Most households are single-family and owner occupied. These families dine out regularly due to their on-the-go daily lives. DIY Domestics locals' weekends are appropriately consumed with remodeling and DIY Domestics projects.

AS A GROUP

- They live in low-density, suburban neighborhoods.
- Most of their homes were built between 1970 and 2000.
- Over half of the households consist of married-couple families.

AS INDIVIDUALS

- There is a higher participation in the labor force in this group as well as lower unemployment compared to average U.S. levels. Most households have 2 or more workers.
- These locals are cautious consumers who buy after doing their research and protect their investments.
- They typically spend 4-7 hours each week commuting. As a result, vehicle maintenance costs are high for them.
- They spend heavily on eating out at family-friendly and fast-food chains.
- If possible, DIY Domestics work from their homes.



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