

Dixon Blue

MARIJUANA USE POTENTIAL: HIGH



OUR LIFESTYLE

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Dixon Blue is a group found in rural settlements within metropolitan areas. These locals live the country life, preferring outdoor activities and DIY home projects. They are typically white, older, and settled homeowners. A third of their homes are mobile homes. As workers they are employed in a variety of industries, such as manufacturing, healthcare, retail trade, and construction, with higher proportions in mining and agriculture than the U.S. average.

AS A GROUP

- About 79% of these households are owned.
- Married couples with no children are the dominant household type, with a number of multigenerational households.
- Most of their homes are single-family occupied (65%), with a number of mobile homes.
- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common.

AS INDIVIDUALS

- Almost 40% have a high school diploma only 41% have college education.
- Labor force participation rate, at 59.7%, is slightly lower than the U.S. average.
- These consumers bypass brand loyalty and quality due to cost.
- They are late in adapting to technology.
- They obtain their information from TV as compared to other media.

