

Ever Reaching

MARIJUANA USE POTENTIAL: VERY HIGH



OUR LIFESTYLE

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These young workers are well-educated, even though some of them are still completing their education. Many are employed in professional and technical occupations, as well as sales and office or administrative support positions. While most are not fully established, they strive to get ahead and improve themselves. They are among the top five groups for renters, movers, college enrollment, and labor force participation rate. Almost 20% of them move each year. Nearly half of all locals are under the age of 35. The majority of this group lives alone or in shared spaces.

AS A GROUP

- This is a young group. 50% are under the age of 35 with a median age of 29.4.
- Some are in shared households, but some are in single-family homes.
- This is a highly-mobile market with members who are beginning careers and changing addresses more frequently than most.
- This is naturally one of the top-five renter markets in the nation.

AS INDIVIDUALS

- Education is still in progress for most of this group; almost 15% are still enrolled in college.
- These price-conscious shoppers demonstrate little brand loyalty.
- Likely to be the first to try new products, this group prefers to do research on the latest and greatest before buying.
- The internet and TV are their primary sources of information.



GET MARIJUANA CONSUMER DATA TODAY

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