

Familias Especiales



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

11

These locals are young, Hispanic families. At the center of these families, the children are a strong focus, and homes are primarily occupied by married couples with kids. Grandparents often reside within the home and act as caregivers. They mostly speak Spanish within and often outside of the home. Most employed locals work in service jobs, building maintenance, and blue-collar occupations which specialize in skilled work. Family needs and entertainment-oriented spending are their main focuses, while some spending tends to go toward gambling.

AS A GROUP

- Households are typically occupied by married couples with kids, single parents, and families with grandparents as head of the household.
- Many households have locals who speak only Spanish, and many of these locals were born outside of the U.S.
- They mostly live in homes constructed pre-1970, and neighborhoods are older.
- 1 or 2 vehicles are available for use in 70% of these households.

AS INDIVIDUALS

- 40% of these locals did not complete high school, reflected by limitations in their employment prospects.
- Household income is primarily received from wages or salaries, and more than 35% receive contributions from Social Security.
- They are budget-conscious consumers who, when making purchasing decisions, are still mindful of quality and also attentive to environmental concerns.
- Purchasing decisions are often motivated by how a product may organize or improve their lives.



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