

Family Matters



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

28

Family Matters locals are slower-paced and family-oriented. They are thrifty but willing to carry limited debt and actively invest in their futures. They prefer to travel within the continental U.S. and buy American. This younger market is growing in assets and size. They use their expertise in using their mobile devices and smartphones, which are used to stay in touch with news, events, and peers.

AS A GROUP

- They live in semi-rural locales within metropolitan area boundaries.
- With the addition of new, single-family homes, their neighborhoods have changed rapidly in the last decade.
- Their housing also includes some mobile homes.
- They occupy affordable housing with a median value of \$158,000 and a low vacancy rate.
- Average household size is 2.73. They are comprised of young couples. Many have children.

AS INDIVIDUALS

- 66% of these locals have attained a high school diploma or have some college education.
- They have a lower unemployment rate of 7.4%.
- Their labor force participation of 66.7% is typical of a younger population.
- They value faith, family, and country.
- They shop for value and buy American.



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