

First Name Neighbors



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

43

Young families and seniors who are bound by community ties make up this group. Their down-to-earth and semi-rural lifestyle embraces television, the news, and seeks convenience. Online computer games, scrapbooking, and rural activities like hunting and fishing are common pursuits. 25% of all households are below the poverty level making it necessary for families to keep finances simple. Most often, people pay bills in-person and avoid debt.

AS A GROUP

- Generally outside of metropolitan areas, this group resides in small towns or semi-rural neighborhoods.
- 61% of their homes are a mix of older, single-family houses with the rest being apartments and mobile homes.
- 51% of their all homes are occupied by the owner.
- \$88,000 is the median home value in these areas, which is about half of the U.S. median value.
- This is an older market (55 and older).

AS INDIVIDUALS

- 65% of all locals have a high school diploma or some college.
- Their unemployment rate is 11.9%.
- A lack of jobs for retirement makes for lower labor force participation at 51%.
- Coupons and discount centers are popular shopping areas for these price-conscious consumers.
- They stay informed by watching television or reading newspapers.



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