

Flavor and Grit



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

12

These locals live in culturally rich and diverse communities with a large Hispanic population. More than 25% of these locals are foreign-born and often live in multigenerational households with their married or single parent, young families. They live on the outskirts of urban areas and work in manufacturing, construction, or retail trade skilled labor positions. These households watch their funds and budgets closely but are willing to splurge on trendy products made by brands they trust.

AS A GROUP

- More than 33% of these households are married couples with children, with several multigenerational households and single-parent families.
- They have a higher than the average household size of 3.59.
- 10% of householders reside in mobile home parks, and most locals live in single-family homes.
- Homes are owner-occupied and have few mortgages and slightly higher monthly costs.

AS INDIVIDUALS

- 40% of these locals have not finished high school.
- They have a higher unemployment rate of 12% and slightly lower labor force participation of 61%.
- They balance their budgets carefully, limiting activities like dining out.
- Many do not have any financial investments or retirement savings.



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