

# Free Breathers



MARIJUANA USE POTENTIAL: VERY HIGH

## OUR LIFESTYLE

# 14

Free Breathers is a small but distinctive market. Home to young, Hispanic families with children and, frequently, multiple generations living in single-family homes, these neighborhoods are composed primarily of Hispanic locals (mostly of Mexican origin). 33% are foreign-born, and 30% of households are linguistically isolated. Taking care of family and home, and following the Hispanic heritage, this market heavily prioritizes spending time with family. Located in semirural and agriculturally dominated areas, more homes are rented than owned. Spanish language media and outdoor activities are preferred by these consumers.

### AS A GROUP

- With a median age of less than 27 and an average household size of 3.96, this market is mostly young families.
- The average family size is 4.24 persons, and many households are multigenerational.
- 38% of households are married-couple families with children, and 21% of households are single-parent families.
- 60% are single-family homes, with a large number of these homes being mobile.

### AS INDIVIDUALS

- One in three households has Spanish-only speaking members.
- These are cost-conscious consumers who shop around for the best price. Their primary goal, when shopping, is to save as much money as possible.
- The top priority for these locals is spending time with family.
- To stay informed, they use television more than any other media outlet.



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