

Global Gainers



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

44

Global Gainers live in upscale neighborhoods in the urban periphery of many metropolitan areas, though the market only makes up 1% of the total national population. This market is composed of a very high percentage of Asian and multiracial populations, with many of these locals born outside the U.S. In their employment, these locals hold white-collar positions in tech, business, engineering, and architecture. The median household income and net worth of this market group far exceed the U.S. average. These trendy locals buy the newest and latest gadgets and spend on nice food and clothing.

AS A GROUP

- These are densely-populated and diverse neighborhoods on the urban edges of metropolitan areas.
- Most of their homes (58%) were built between 1950 and 1979 and are primarily owner-occupied.
- About 45% of owned homes carry a value of more than \$500,000.
- Their vacant housing units percentage of 4.6% is low.

AS INDIVIDUALS

- Nearly two-thirds of these locals have some college education, and about 4 out of 10 have earned a bachelor's degree or higher.
- Their labor force participation is average (62%) and their unemployment rate is lower than average (7.2%).
- Their household income is primarily composed of salaries with some investment income to add to their affluence.
- They stay current with the newer trends, styles, and technology.



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