

Goal Getters

MARIJUANA USE POTENTIAL: MEDIUM



OUR LIFESTYLE

45

Goal Getter's are well-educated career professionals. These goal-oriented couples often commute far and work long hours to maintain their upscale suburban lifestyles, though they fine-tune their schedules to adequately accommodate the needs of their children, who are school-aged. They invest wisely, benefit from dividend and interest income, and are financially savvy. These established families, on average, have amassed a net worth of \$1.5 million, with their annual household income at more than twice the U.S. average.

AS A GROUP

- Their homes are typically single-family, owner-occupied, and in newer neighborhoods, with 59% of these units built in the last 20 years.
- Their neighborhoods are located primarily along large, metropolitan suburban boundaries.
- Long commutes are commonplace. Most of these households own two to three vehicles.
- Although 75% of these homeowners have mortgages to pay, their homes carry a value greater than twice the U.S. median home value.

AS INDIVIDUALS

- Goal Getters consumers are highly-qualified in the professional fields of technology, law, finance, or science, and have put in hard work to build a startup business and/or professional reputation.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They regularly read financial news, use the net for their banking, and have a preferred financial institution.
- These locals strive for continued earning and learning throughout life, and are goal-oriented.
- Routine is key to their well-organized life.



GET MARIJUANA CONSUMER DATA TODAY

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