

Greatest Lakers



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

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Greatest Lakers inhabitants are at the heart of older industrial cities. Here, you'll find a mix of singles and married-couple families living in older developments of single-family homes. Though somewhat varied, the workforce is primarily white collar, with a higher concentration of skilled workers in healthcare, retail trade, and manufacturing. Greatest Lakers locals have modest incomes but above-average net worth, and are a large market of stable, hard-working consumers. They value their time spent at home and are family-oriented. Most of these locals have worked, played, and lived in the same area for many years.

AS A GROUP

- Most households are without children (also similar to the U.S. average), and there is a slightly higher proportion of singles which reflects their aging population.
- 46% of these households have moved into their current homes before 2000.
- Most Greatest Lakers live in modest, single-family homes which exist in older areas built in the 1950s.
- Over half of households have mortgages; three-quarters own homes.
- This is a large and ever-growing market.

AS INDIVIDUALS

- Most of their income is derived from wages and salaries
- Social Security is collected by nearly 30% of households, and about 20% draw income from their retirement accounts.
- They value time at home and are family-oriented consumers.
- Most of these locals have actively lived in the same area for many years.
- American-made and budget-friendly are their preference.
- These locals regularly read newspapers, especially the Sunday editions.



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