

# Liberty Lovers



MARIJUANA USE POTENTIAL: VERY HIGH

## OUR LIFESTYLE

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Liberty Lovers are locals who are mostly foreign-born, married Hispanic couples with kids. They often have grandparents living under one roof of a purchased home. They typically live in affordable areas farther out from the city. In efforts to improve their family's lives and economic circumstances, they work hard and make sacrifices. Spending is focused on family members. Entertainment involves multiple televisions, movie rentals, video game systems, and trips to the zoo or theme parks. They are adept and frequently use the net to help obtain their needs.

### AS A GROUP

- Multigenerational homes are common among these locals.
- They have a high average household size of 3.16 persons.
- They often live far outside of city centers, where housing is more affordable.
- These locals live primarily in single-family homes with slightly higher monthly costs and more mortgages than average.
- Most of these households have one or two vehicles available in order to accommodate the longer commutes to work.

### AS INDIVIDUALS

- 63% hold high a school diploma and about 16% have earned a college degree.
- They have a high unemployment rate of 10.7%, and a high labor force participation rate of 67%.
- Income is mostly earned from wages or salaries, and poverty is slightly higher in this market.
- They spend money carefully, buying essential items and necessities.
- They enjoy feature-rich smartphones and other new technology.
- They are well-connected and use the net for socializing and for convenience.



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