

Metro Elite

MARIJUANA USE POTENTIAL: MEDIUM



OUR LIFESTYLE

47

Half of all Metro Elite households are occupied by married-couple families, and about 30% are singles. They are professionals who live an exclusive and sophisticated lifestyle. These are well-educated, well-connected, and busy consumers who are avid readers and moviegoers, environmentally active, and financially stable. With a median age of almost 43 years, this market is a bit older and continues to grow slowly, but steadily.

AS A GROUP

- Greater than 50% of Metro Elite households include married couples; 30% are singles.
- They have a slightly lower average household size of 2.37.
- Larger concentrations of these neighborhoods are located primarily in the suburban outskirts of large metropolitan areas.
- Most of these households have two vehicles available. As commuting time is slightly greater, bicycle commuting is common.

AS INDIVIDUALS

- These locals are well-educated, with more than 60% holding a bachelor's degree or higher
- These locals have white-collar occupations in technical, managerial, and legal positions.
- More than 40% of these households have investment income.
- Locals maintain a green lifestyle and are environmentally-aware.
- These busy locals are very tech-savvy and use computers extensively for an array of activities including shopping, banking, and staying current.



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