

# Military Local



MARIJUANA USE POTENTIAL: LOW

## OUR LIFESTYLE

# 60

One of the most youthful markets, locals of Military Local communities are mostly married, families, and new parents. The Armed Forces are the common thread. Most of the labor force is on active duty or civilians with jobs at military installations. The labor force participation rate, including the Armed Forces, is nearly 80% which is very high. Relocation is routine to Military Local locals; 40% have recently relocated from elsewhere. Consumers embrace a youthful, active lifestyle focused primarily on their families.

### AS A GROUP

- Military Local households mostly consist of young, married couples and children.
- Their average household size is 3.34.
- Single-family attached homes or apartments in small, multi-unit buildings dominate their housing options.
- This is A young, mobile population where 90% of households are rented.
- Short commutes are common for them due to proximity to where they are stationed.
- One to two vehicles per household is common.

### AS INDIVIDUALS

- 20% or more have a college degree, while many locals are still attending classes.
- Their unemployment is 13% which is higher than most.
- Their labor force participation at 25% is low and total labor force participation, including Armed Forces, is ~80%.
- These young locals maintain a healthy and active lifestyle mixing exercise with sports.
- Military Local consumers often own personal computers and use the net for a host of activities, such as entertainment, shopping, and paying bills.



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