

Mission Hill



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

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Mission Hill is a smaller, diverse, settled market of educated, under-employed, and busy married-couple families. They rent multi-unit structures in older, high home value neighborhoods within cities. There is a large concentration of Chinese locals in this market; half are foreign-born, and a third of households use a language other than English at home. These locals have below-average household incomes and net worth.

AS A GROUP

- 75% of these locals live in multi-unit home structures of 2-20 units.
- 68% of their homes are rented and exist in neighborhoods of \$500,000+ homes.
- 24% are married-couple families with children, 24% are without children,
- 39% of them own 1 vehicle.

AS INDIVIDUALS

- 75% of households have wage and salary income, and 8% have Supplemental Security Income.
- They tend to be busy, overwhelmed, and have long commutes to work.
- They are brand-loyal, cost-aware shoppers.
- They get news from newspapers, TV, and the net.



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