

Movers and Makers



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

16

Locals in this market group are highly-mobile and educated. They live alone or with a roommate and reside in older condos and apartment buildings located in the city's urban core. Movers and Makers is one of the fastest growing groups as the popularity of urban life continues to grow for late-twenties and thirty-something consumers. The income level of Movers and Makers is close to the U.S. average. They spend large portions of their wages on clothes, new technology, and rent. These locals live close to their jobs, usually walking or using ride shares to get around the city.

AS A GROUP

- More than 50% of their homes are occupied by singles, resulting in the smallest average household size among the markets (1.66).
- Neighborhoods feature 20+ unit apartment buildings which are typically surrounded by businesses and offices.
- 80% of households are occupied by renters.
- Popular modes of city navigation are public transportation, ride shares, walking, and biking.

AS INDIVIDUALS

- These are well-learned consumers and many are enrolled in higher education programs.
- They strive to be sophisticated and appreciate the arts. Education and creativity are top priorities.
- Garnering social currency is a high priority.
- They are willing to burn the midnight oil. Not averse to risk-taking to get to the top of their profession.
- They become well-informed before purchasing cutting edge technology.



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