

Nature Camo

MARIJUANA USE POTENTIAL: HIGH



OUR LIFESTYLE

33

Open space, undeveloped land, and farmland characterize Nature Camo. These families live in small towns along country back roads and enjoy the open air in these sparsely-populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the net, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

AS A GROUP

- They are an older market, with more married couples without children and single households.
- Most locals own single-family homes or mobile homes.
- Most of their housing was built from 1970 to 1989; vacancy rates are high due to seasonal housing.
- These locals live in very rural areas.

AS INDIVIDUALS

- 30% of this group has not finished high school and only 9% have a bachelor's degree or higher as education is not a priority in this market.
- Their unemployment is very high at 14% with labor force participation at 46%.
- Their traditional values include religion and faith.
- Often, finances are a sore subject.



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