

# Pathwalkers

MARIJUANA USE POTENTIAL: VERY HIGH



## OUR LIFESTYLE

# 17

Living mostly in low-density neighborhoods, these households are made up of married couple families and singles. Most families include two generations who have lived and worked in the area. The children of these families are likely to stay and follow the same pattern. Healthcare, manufacturing and retail trade are the primary employment sources. This is a useful market with first-time homeowners embracing interests, style, and fun while being responsible for independent living and new marriages.

### AS A GROUP

- This group includes a high proportion of single parents and single-person households mixed with married couples.
- Their average household size is 2.5.
- They live in single-family and duplex homes in older neighborhoods.
- Most of these neighborhoods are in lower density urban clusters of metro areas.
- Their average work commutes are slightly shorter than the national average.
- Most families have one or two vehicles.

### AS INDIVIDUALS

- 70% of this population has completed high school or some college.
- Their high rate of unemployment, at 10.9%, shows a labor force participation that is a bit higher than the U.S. average at 64.6%.
- 75% of all households derive their income from wages and salaries. Supplementary Social Security income and public assistance are also used.
- They participate in online gaming and access multiple websites.



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