

Picket Fencers



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

49

These slightly older couples move less than any other market and are primarily situated in suburban, older housing. While many of these couples have already transitioned to empty nesters, many households still include adult children. These consumers have higher home values, much higher net worth, and have higher incomes. Given that their older homes require upkeep, home improvement and remodeling projects (preferably done by contractors) are a priority for these residents. They shop in a variety of stores, from upscale to discount, and online, and use the net largely for financial purposes.

AS A GROUP

- This suburban group resides in the surrounding areas of the major metropolitan areas.
- Most of their homes are owned and mortgaged.
- Their homes are single-family and older with more than 66% built before 1970
- They have among the lowest percentages of vacant housing units at 4.7%.
- Their households are suburban with 1-2 vehicles, and members experience longer commute times to work.

AS INDIVIDUALS

- Their median household income denotes affluence; income is generated mostly from salaries, but also from investments, Social Security, and retirement income.
- Not cost-conscious, these consumers are willing to spend more for quality and brands they like.
- Two-thirds of these locals are college educated, and more than one-third of them have earned a bachelor's degree or higher.
- Many of them are professionals in I.T., finance, or management.



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