

Pulse Pioneers

MARIJUANA USE POTENTIAL: HIGH



OUR LIFESTYLE

34

Pulse Pioneers believe life is for truly living. Educated, young, and single, these residents like to stay mobile. They do not own homes or vehicles and spend their disposable income on entertainment and upscale city living. Pulse Pioneers dress to impress. Both weeknights and weekends are spent discovering local art and culture, dining out, or just exploring new hobbies. Vacations are frequently spontaneous and packed with new experiences, which are abundantly shared on social media pages.

AS A GROUP

- Pulse Pioneers are mostly single. They live alone, with roommates, or with romantic partners.
- About 75% are renters in multi-unit apartment buildings.
- Renters are willing to pay well above the average U.S. rent. High-rent cities are top-of-list for this group.
- Many use public transportation, walking, and biking as their primary means of commuting.

AS INDIVIDUALS

- Young and well-educated, almost 50% of these residents have earned a bachelor's degree or more.
- Image is everything for these locals. They tend to stay on the vanguard of the fashion and trends and have a keen eye for bargains.
- They are passionate about travel and new experiences.
- They pride themselves in being "woke." As such, they will routinely pay more for products that support causes in which they believe.



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