

Red, White, and True



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

50

Red, White, and True are semirural, semiretired, well-settled, and close-knit. These older locals are mostly homeowners who have paid off their mortgages. They have no plans to leave their homes, even though their children have moved away. They embrace the slower pace of country life where they live, but actively participate in community events and outdoor activities. These locals support their local businesses, are patriotic and traditional, always buy American, and favor domestic driving vacations to foreign travels by airplane.

AS A GROUP

- From older Rustbelt cities to the Great Plains, these locals live in small towns and rural communities.
- Their household occupant distribution is fairly comparable to that of the U.S. with primarily married couples.

AS INDIVIDUALS

- These locals primarily own single-family, modest, pre-1970 homes.
- Their commutes are short and these locals generally own one or two vehicles.



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