

Rooted and Eager

MARIJUANA USE POTENTIAL: VERY HIGH



OUR LIFESTYLE

18

These young and recent immigrant families center their lifestyles and employment around their children. Rooted and Eager locals lack higher education, but several have overcome language barriers to earn a high school diploma. They work overtime in the service industry, participate in skilled and unskilled labor, and spend on their children when it is financially feasible to do so. These locals spend in excess of 30% of their income on rent and still only can afford to live in older row houses or multi-unit buildings. They save for trips back home by budgeting wisely to make ends meet.

AS A GROUP

- The majority live in row houses or 2-4 unit buildings located in major urban cities.
- At least one vehicle in each household allows commuters to drive alone to work. Still, walking and taking public transportation to work is common.
- Around 50% of all homes have children of mixed ages and families are mostly single-parent in nature. There are three or more persons per household with multigenerational family occupation twice that of the U.S. average.

AS INDIVIDUALS

- A quarter of these locals are foreign-born, with large families supported on low incomes.
- These recent immigrants are plagued by high unemployment.
- Around 30% have overcome language barriers and have earned their high school diploma.
- While they budget for fashion and pay no mind to brands because of their price-conscious behavior, parents do spoil their brand-savvy children.
- These locals value and maintain a close relationship to their culture



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