

# Soil and Sky

MARIJUANA USE POTENTIAL: MEDIUM



## OUR LIFESTYLE

# 54

Though their children have left the nest, the family is a top priority for the rural-dwelling Soil and Sky locals. They are keen to use their hands, often working in their vegetable gardens and preparing homemade meals. Fresh air means a lot to them, and they spend a fair amount of time planning their next outdoor trip. Many have high school diplomas, and only some have a college education. A majority of this group expanded their on-the-job knowledge and their skill sets during years of employment in manufacturing and related fields. They excel with DIY products, but they are not as skilled with tech and generally only use it when necessary.

### AS A GROUP

- Nearly two-thirds of these locals have some college education, and about 4 out of 10 have earned a bachelor's degree or higher.
- Their household income is primarily composed of salaries with some investment income to add to their affluence.
- These consumers are financially-conservative and tend to opt for low-risk investments.
- They stay current with the newer trends, styles, and technology.

### AS INDIVIDUALS

- This is a large consumer group.
- Their household members own two vehicles to cover their long commutes which often cross county boundaries.
- They occupy affordable (valued at 25% less than U.S. market), single-family homes, and have high ownership.
- 66% of their households are occupied by married couples, less than half of which have children at home.



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