

# Soil and Toil



MARIJUANA USE POTENTIAL: MEDIUM

## OUR LIFESTYLE

# 55

Close to 20% of this market group are employed in mining, oil and gas extraction, or quarrying industries. This group's residences are very rural. Over half of their households contain married-couple families and over 25% live in mobile homes. This group is socially-conservative and earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and vehicles. Most engage in home cooking, but nothing too fancy. This group values time spent with friends.

### AS A GROUP

- This group has homes that are located throughout the countryside.
- Over 75% of all their households are owner-occupied and these families, which are tightly attached to their communities, do not move often.
- Over 50% of the homes owned by this group are worth less than \$100,000.
- Over half of these households are married-couple families.

### AS INDIVIDUALS

- They are very religious.
- Most locals do not attend college.
- They see technology as a luxury and not a need.
- They receive information through news and entertainment.
- They are uncertain about tomorrow so make purchases for today.
- They are happy in their work.
- They take vacations on a budget both in the U.S. and abroad.



GET MARIJUANA CONSUMER DATA TODAY

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