

# The Joneses



MARIJUANA USE POTENTIAL: MEDIUM

## OUR LIFESTYLE

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The Joneses are well-capitalized, well-educated, and well-read. With adult children still at home, families include empty nesters and empty nester wannabes. Their suburban lifestyle includes home remodeling, gardening, and an active pursuit of sports and exercise while living in older neighborhoods outside the urban core. They enjoy amenities of the city's cultural events along with good wine and food.

### AS A GROUP

- They live in established neighborhoods, constructed between 1970-1990, in homes on suburban edges of large metropolitan markets.
- They are married couples with no children or older children; their average household size is 2.83.
- Their homes are primarily single-family occupied, with a median home value of \$311,000.
- Their vacancy rate is low at 4.5%.

### AS INDIVIDUALS

- 48.1% of them are college graduates; 76.1% of them have some college education.
- Unemployment is low for this group at 5.8%, and participation in the labor force is higher at a rate of 68.5% with 65.4% of households containing two workers.
- These shoppers are informed, do research before purchasing, and focus on quality.
- These consumers are well-connected and appreciate technology. They liberally use it for everything from banking and shopping to communicating and staying current.



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