

The New Nuclear



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

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The New Nuclear market is growing very quickly and is primarily comprised of young families living in new, cheap, and suburban homes. These locals, living in family households with two workers, are educated and have long commutes to their jobs in the city. They are thoughtful consumers who pay attention to price and purchase the latest and greatest in technology.

AS A GROUP

- This market is made up of new families in new housing subdivisions which are becoming the new suburban periphery.
- Their homes, built during the 2000s housing boom, are primarily single-family and carry a below-average vacancy rate.
- Because of their choice to live in more affordable, suburban locations, these locals have longer commute times.

AS INDIVIDUALS

- 66% of these locals have some college education or have earned one or more college degrees.
- These are careful shoppers who will look for bargains, but remain open to influence in their purchasing.
- These locals like to buy the newest and best technology.
- These people are generally young families still finding their style and settling into their homes.



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