

Tribe and True



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

37

Family and faith are the cornerstones of life in these communities. In the households of this group, it is common to have children over the age of 18 living at home while they work in hopes of achieving financial independence. With little statistical household growth over more than a decade, these neighborhoods remain stable. Many locals work in the healthcare industry or in public administration across all levels of government. Style is important to these consumers who spend on clothing for themselves and their children, as well as on smartphones.

AS A GROUP

- Tribe and True locals are a mix of married couples, single parents, grandparents, and children, both young and adult.
- Their average household size is slightly higher at 2.70.
- Their neighborhoods are found in major metropolitan areas.
- Two-thirds are homeowners living in single-family houses built before 1970.

AS INDIVIDUALS

- More than half of these locals have either attended college or have obtained a college degree; one-third have only finished high school.
- Their unemployment rate is high at 15% and their labor force participation rate is slightly lower at 60% as workers in this group are retiring.
- Over one-third of these households currently receive Social Security benefits; more than a quarter draw income from retirement accounts.
- This group has a strong focus on religion and character.
- Style and appearance are important.



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