

# City Gritties

MARIJUANA USE POTENTIAL: VERY HIGH



## OUR LIFESTYLE

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A relatively young, foreign-born population, City Gritties live in dense city neighborhoods that are characterized by those who have embraced the American lifestyle while holding onto their cultural identity. Locals commute long distances to find work in the service or retail industry to support their lifestyles. Rents are relatively high in older multiunit buildings, and this market tends to spend most of their income on such rents. Most have chosen these neighborhoods in an effort to maintain ties to their culture.

### AS A GROUP

- Most in this group lives in live in densely-populated neighborhoods.
- Relatively high rental rates at more than \$1,000 per month affect these locals of multiunit buildings.
- The average household of 2.75 is comprised of families, married couples, and single parents with younger adult children.
- Because they work outside their county of residence, they have long commutes averaging 37 minutes each way..

### AS INDIVIDUALS

- Most locals rely more on wage and salary income than social programs.
- The unemployment rate is high, although labor force participation is above average.
- Current trends and image are important to these consumers and often influence their shopping habits.
- While looking for the approval of their friends, they often make impulse purchases and try new brands and technologies.



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