



MARIJUANA CONSUMER GROUP 8

Dining Room Denizens



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

8

Dining Room Denizens are a diverse group of singles or single-family locals who are blue collar workers, price-conscious buyers, and renters of single-family homes, duplexes, and townhomes. They enjoy their cars and are heavily influenced by their friends and family. They have lower than average incomes and net worth.



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AS A GROUP

- 20% of this group lives in duplex or quad homes, and 50% live in older one-family homes.
- 50% of them are renters.
- 75% of their homes were built before 1980.
- 50% of this group are singles or single-parent families.

AS INDIVIDUALS

- They are blue-collar with high labor force participation rate and high (11%) unemployment.
- Their purchasing is driven by price, not brand or style.
- Limited incomes control scope of their shopping.
- They dine at home, not out.



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