

Sale and Savvy



MARIJUANA USE POTENTIAL: HIGH

OUR LIFESTYLE

35

Sale and Savvy are singles with lower incomes and less education who are either starting their careers or retiring. They pay low rent to live in the city or older metro neighborhoods. They are environmentally-conscious, sometimes buy on impulse, and are comfortable with technology.

AS A GROUP

- They are big city dwellers.
- Their average household is 2.11 persons. Mostly single households and mix of married couples without children.
- 54% of their homes are renter-occupied.
- Pre-1980 neighborhoods. 45% single-family homes and 44% are multi-unit dwellings.

AS INDIVIDUALS

- 30% of these households receive Social Security.
- 28% of these locals have college degrees and 33% have some college education. 10% currently enrolled in college.
- While price-aware, these locals are still impulse shoppers
- They are environmentally conscious.



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