

Slow Strivers



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

19

Slow Strivers locals are young, diverse, under-educated, and under-employed locals who rent old homes in multi-unit buildings located in neighborhoods within central cities. This is a smaller family market of married couples (with and without children) and single parents. They work mainly in the service, manufacturing, and retail trade industries. With unemployment twice the U.S. rate, their median household income is half the U.S. median, with 33% of homes living below the poverty level.

AS A GROUP

- 60% of these locals are currently renting.
- They are married couples (with and without children), single parents, and have multigenerational households.
- 61% live in single-family homes which are primarily in 2-4 unit buildings.
- 62% of their housing was built pre-1960, with many homes built in the 1940s or earlier.
- 80% of homes are valued under \$100,000.
- 71% of these households have 1 or 2 vehicles, and 18% have no vehicle.

AS INDIVIDUALS

- 38% of these locals have only a high school diploma, and 25% have some type of college or associate's degree.
- They have a very high (16.6%) unemployment rate and low (57.4%) labor force participation.
- 71% of households receive only wages and salary, 10% receive Supplemental Security income, and 7% receive public assistance.
- They are cost-conscious, generic-brand, and bulk-purchase consumers who save up for specific purchases.



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