
MARKET FACTS!

MARKET FACT #74

by Peterson Teixeira - CEO / Founder
www.peterson Teixeira.com

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37M

people in the United States lived in poverty in 2022.

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COMMENT: Why is that important? Because as a business you need to be aware that a good chunk of the population doesn't have any money for transactions and are living in poverty. Furthermore, Generation Z and [Millennials are two generations living in financial stress](#) and are not the best audience if you want to charge premium prices or if you want to focus all your marketing efforts. So from the population of the U.S., 37 MILLION out of almost 350 million is a big number of people without money when you stop to think about it.

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