

# By the Book

MARIJUANA USE POTENTIAL: MEDIUM



## OUR LIFESTYLE

# 40

The By the Book group is made up of practical suburbanites who have purchased homes within their means. Homes tend to be older, and duplexes and townhomes, are not uncommon. Typically, these families are approaching retirement age and are two-income married couples. Budget-wise, they are comfortable in their jobs and their homes and do not plan on moving or retiring anytime soon. Their neighborhoods are well-established, as are the programs and amenities that supported their now independent children through school and college. Young couples are drawn to these neighborhoods.

### AS A GROUP

- These homes are primarily single-family, owner-occupied, and built before 1970, with duplexes and townhomes scattered throughout these neighborhoods.
- The median average rent as well as home value are near the national level.
- Households by type mirror the average U.S. distribution, and homes are primarily occupied by married couples without children. This market is a bit older and the average household size is slightly lower at 2.49.

### AS INDIVIDUALS

- Greater than half of this particular population is college-educated.
- These older locals draw retirement income and Social Security.
- Their workforce is diverse and includes professionals in education, health care, and retail trade, or skilled workers in construction and manufacturing.
- In this financially-shrewd market, these consumers carefully research their big-ticket purchases prior to buying.



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