

Growing while Growing

MARIJUANA USE POTENTIAL: MEDIUM



OUR LIFESTYLE

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Growing while Growing's attention and focus are land-oriented. They can be found in pastoral settings across the U.S. and are more conservative with money, opting to invest in real estate or a vacation homes rather than in stocks. Typically, their children have left home. These locals frequently tend to their gardens where they often grow many of their ingredients for home-cooked meals. While on the cusp of retirement, most of these locals still work, and their incomes slightly exceed the U.S. average.

AS A GROUP

- While 36% of their households are couples without children at home, more than 55% of households are married-couple families.
- They have a slightly smaller average household size at 2.43 locals per household.
- The majority of the housing these locals call home was constructed between 1970 and 2000.
- A disproportionate number of these locals conduct their work from home yet own one or two vehicles.

AS INDIVIDUALS

- For these locals, income from retirement and Social Security is common, as is typical of neighborhoods with older populations, but they also derive income from investments and self-employment.
- Locals prefer DIY methods and are very cost-conscious.
- Lower unemployment rate at 8%, and lower labor force participation at 60%.
- For this group, domestic travel is preferred to trips abroad.



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