

Mowers and Shakers



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

48

Mowers and Shakers locals believe in self-sufficiency and rural values. They maintain and remodel their homes with all the necessary power tools to accomplish the job, and are keen do-it-yourselfers. They place a high priority in gardening, especially growing vegetables, again with the proper tools, tillers, tractors, and riding mowers. Their general practice of outdoor living includes a variety of sports such as hunting, fishing, motorcycling, hiking, camping, and golf. Locals of Mowers and Shakers are self-proclaimed conservatives who remain pessimistic about the near future. Still, they remain profoundly invested in it.

AS A GROUP

- They mostly have older homes with acreage located in rural sections of metropolitan areas, with new housing growth in the past ten years.
- Commonly, they reside in owner-occupied and single-family housing, with a median home value of \$197,000.
- The Mowers and Shakers group is made up of older, married couples. Most have no children.

AS INDIVIDUALS

- 60% of these locals have at least some college education.
- They have a low unemployment at 6%, and high labor force participation rate of 67.4%.
- Their income is derived from wages and salaries and also from investments, self-employment, and from retirement.
- Mowers and Shakers are cautious consumers who focus on durability and quality.
- They are comfortable with technology, but only in a utilitarian sense.



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