

# Scrappy and Happy



MARIJUANA USE POTENTIAL: MEDIUM

## OUR LIFESTYLE

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Scrappy and Happy locals are simple, blue-collar workers who have postponed retirement to maintain their lifestyles, and who own single-family homes in rural locations, generally where their seasonal migration has aligned with outdoor recreational activities. They tend to own several vehicles to get around the countryside. They are willing to endure long commutes to work in order to maintain employment, like cultivating their hobbies, and enjoy spending time with their spouses.

### AS A GROUP

- These locals own their single-family homes, some of which are mobile homes in rural areas.
- Because of their rural locations, these homes are affordable and are valued 8% under U.S. median home value.
- Because these locals live in such rural locations, 2 vehicles are essential for travel.

### AS INDIVIDUALS

- These locals are close to retirement, have accumulated wealth, and have begun to shift their portfolios to low-risk assets. Staying active, these locals continue to do skilled work.
- These are simple, modest, and blue-collar people. They buy things only when they need them, and stick to brands they know.
- They are social and enjoy time with their spouse.



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