

THE ELLIOTT COUNTY NEWS

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The Elliott County News

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‘No Buy 2025’ trend is gaining momentum

One way some families fighting back inflation and paying off debts

Faced with relentless inflation, some Americans have pledged to purchase nothing and plow what they might have spent into paying off debts. "The 'no buy 2025' trend encourages people to purchase as little new stuff as possible," reports Ann-Marie Alcántara of The Wall Street Journal. "Some people make lists of specific items they won't purchase, while others vow not to buy any non-essentials." While no buy isn't entirely new, this year it has gained momentum beyond social media popularity. "An idea like no-buy has trended before on TikTok," Alcántara explains. "Google searches for 'no buy challenge' are up 40% year-over-year, while 'no spend challenge' searches have hit an all-time high." Families discovered that consciously reducing luxury items quickly stacked up funds to pay off debt. Rachel Holdsworth, a part-time nurse and

stay-at-home mom, "wanted to pay off her family's \$10,000 credit-card debt," Alcántara writes. "Holdsworth is cutting out hair treatments and manicures. . . . They've paid down \$2,000 of their debt through no-buy and Holdsworth's side hustles." Part of no buy's appeal is that it allows consumers to feel in charge of their money while pushing back against higher prices. Analyst and part-time grocery store worker, Donavan Harnage, told Alcántara, "If I can't control what the stores do, I can control how I spend my money." Harnage plans to nix trips to Target and give less-used online streaming services the ax. Other consumers opt to reduce purchases by using the products they have. "People also are adhering to 'project pan,' a similar trend to no-buy that spurs people to finish all their skincare, makeup or body-care products before buying replacements," Alcántara explains. "Some are even combining no-buy with project pan."

—Ky. Institute for Rural Journal|sm

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2023-2024 FINANCIAL REPORT

The Elliott County Board of Education

2023-2024 annual financial report can be viewed at www.elliott.kyschools.us/documents.

Uncommon Sense

By Dr. Glenn Mollette



Does the Grocery Store Scare You?

What about buying eggs? Do you dread driving to Walmart? Do you remember a day when it was fun?

I remember the old days of going to my Grandfather Hinkle's grocery store in old Stidham, Kentucky. Today, that would be South Milo Road in Tomahawk, Kentucky. I could buy a Pepsi Cola or Dr. Pepper for eight cents. A candy bar was a nickel. An ice cream drumstick was a dime. A bag of chips or a pastry cake was a nickel or a dime. You could buy a lot for a quarter. When I was in elementary school, if I had a quarter, I could buy quite a bit at Fred Mills grocery store which was located next door to the Tomahawk school. I could buy a coke, a bag of chips and a French pastry cake. I sold Grit newspapers when I was a kid and I could make \$1 a week. That gave me four quarters. My dad also worked really hard in an underground coal mine. Those were the days my friend. We thought they would never end, but they did a long time ago. Today it would take

about five dollars to buy what I bought back then with a quarter. I guess I must be old now, but I don't have to guess about the high cost of groceries. Groceries are expensive and people are sick and tired of worrying if they will be able to buy enough food to get through the month. There is too much food shortage in America. This means that people have trouble buying enough food to get through the month. This is why there are non-profit food pantries all over America. Many of these pantries are delivering truckloads of food to communities and hundreds of people line up for a sack of groceries. Ten years ago, it cost \$1000 to sponsor such a project but today it's closer to \$3500 and growing. In 2024, the average American spends around \$418.44 per month on groceries, but the cost varies depending on location, household size, and personal habits.

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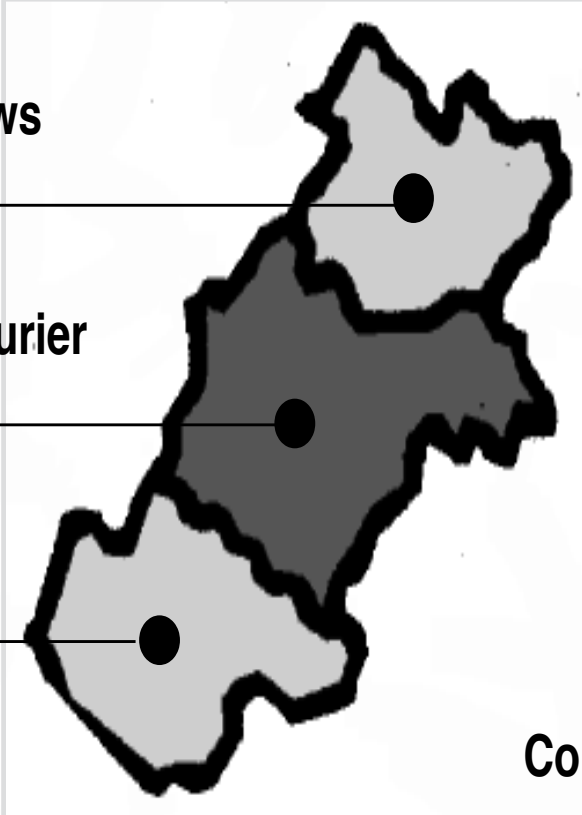
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