



MARIJUANA CONSUMER GROUP 61

Platinum Joy

MARIJUANA USE POTENTIAL: LOW



OUR LIFESTYLE

61

This is the second-oldest market, but their lower median age makes them much more affluent and active than The Still Kicking. They have the means and the stamina to enjoy their lives in retirement in sunny communities.



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AS A GROUP

- They live close to cities, but prefer country locales.
- They live mostly single-family, owner-occupied homes.
- Their median home value is \$289,000.
- They have high vacancy rate of 35% which is a reflection of the large number of seasonal/vacation homes.
- Most of them live as married couples with no children.
- Their average household size is 2.02 persons.

AS INDIVIDUALS

- They are well-educated seniors, 44% of whom have earned one or more college degrees.
- They are mostly retired, but their labor force participation rate is still 41%.
- They have a 7.2% unemployment rate.
- They have a very high rate of self-employment.
- They are tablet users, and they get news and investment information from the net.



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