

Sharers and Savorers



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

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Sharers and Savorers are locals who are approaching retirement. Appropriately, they have above-average net worth and below-average labor force participation. They stay close to cities, but are not nested deep within them. Rather, they live on the outskirts of cities with a more country-like lifestyle than urban. They are wiser with their money, managing to remain generous while avoiding opulence.

AS A GROUP

- Most of their homes are older, built before 1980, and found in the suburban periphery of smaller metropolitan markets.
- Singles are emerging within this group. However, it is generally comprised of primarily married couples
- Neighborhoods are settled and have slow rates of change. Locals live in the same home for many years.
- Less than half of their homes are still mortgaged, and most are single-family occupied. The median home value is \$141,000.

AS INDIVIDUALS

- They have lower unemployment at 7.4%, and lower labor force participation rate.
- These locals opt for convenience and comfort over the cutting-edge. For them, technology has some uses, but too many uses can be tedious.
- They buy American and natural products, and are attentive to price, but not at the expense of quality.
- Their media of choice in order of preference are television, radio, and newspapers.



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