

Sunny Seniors



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

56

Sunny Seniors locals are health-conscious, seasonal homeowners, ages 65-74, living in mobile homes or single-family dwellings in neighborhoods that are rural/semi-rural and heavily concentrated in areas with warm weather. They are primarily Caucasian and are politically and religiously conservative.



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AS A GROUP

- Their neighborhoods rural/semi-rural and feature both primary and secondary properties.
- They have a 25% housing vacancy rate due to seasonal use.
- 33% of their households are single-person occupied, and another 33% of their households include married couples without children.
- 50% of their homes are single family homes, and 40% are mobile homes.

AS INDIVIDUALS

- Greater than half of them have Social Security income.
- They have a low participation in the labor force.
- They are politically conservative.
- They enjoy low-impact activities, but physically limited by medical conditions.
- They don't buy new vehicles and take good care of the ones they have.
- They are fiscally-responsible, and don't carry debt.



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