



MARIJUANA CONSUMER GROUP 62

The Still Kicking



MARIJUANA USE POTENTIAL: VERY LOW

OUR LIFESTYLE

62

The Still Kicking locals are retired seniors (with a median age of 71.8 years) who are homeowners. They either live alone, with a spouse, or in a group or nursing home in warm climates. They are independent, informed, and involved in a wide variety of social activities.



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AS A GROUP

- They live in suburban periphery homes in warm climates.
- Their average household size is 1.62 persons.
- 44% of this group's household occupants are married couples without children.
- Their homes are owner-occupied, and their median home value is \$153,000.
- These seasonal destination neighborhoods have a vacancy rate of 24%.

AS INDIVIDUALS

- Most of them are retired, but they have a 21.3% labor force participation rate.
- Those still working are self-employed or work part-time.
- 80% of them receive income from Social Security, retirement, or investments, and under 30% receive wage/salary income.
- They have a lower than average median household income, but a higher than average median net worth.
- They are environmentally-conscious consumers who appreciate quality.
- They prefer to buy American-made goods.



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