

Time Seasoned



MARIJUANA USE POTENTIAL: MEDIUM

OUR LIFESTYLE

58

Time Seasoned locals are highly-educated, financially secure, and retired or nearly retired citizens. These charitable seniors are single or Empty-Nesters who are heavily involved in leisure activities and focused on enjoying their lives.

AS A GROUP

- They have a median age of 51 years, and 30% of them are 65 years or older.
- 40% of their households are single-person occupied, 33% are married couples without children, and their average household size is 2.05 persons.
- They live in post-1970 housing. 43% of their homes are single-family occupied and 42% are multi-unit dwellings.
- Their neighborhoods are found in large metropolitan areas and outside central cities.

AS INDIVIDUALS

- 20% of them have graduate or professional degrees, 26% have bachelor's degrees, and 26% have completed some college.
- They have a low unemployment rate of 7%, and low labor force participation rate of 55%.
- They have a high median household income of \$61,000.
- 66% of their income is earned in wages, but investments, Social Security benefits, and retirement pay exist as other sources of income.



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