

Swagger Steppers



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

21

Living in large multiunit departments with lower than average rates, most Swagger Steppers are between 20 and 34 years old. Over 50% of all homes are nonfamily households. Even though many of this group live alone, they maintain strong family ties. Many work in the food service industry while they attend college resulting in lower income levels. This group is price-conscious. They look to fashion to bolster their status. Most are familiar with popular music in the local music scene.

AS A GROUP

- They are mostly found in neighborhoods with single-family homes or other businesses. This group also lives in multiunit apartment complexes.
- Nearly 75% of all households are rented.
- They mostly live in urban areas, but also venture to the suburbs.
- Over 40% of all homes are single-person households.
- Most of these locals bike or walk to work.

AS INDIVIDUALS

- Many are still enrolled in college making unemployment more prevalent in this group.
- These consumers stock up when good sales occur.
- Generic brands, when prices are right, outperform name brands for this group.
- Most of their meals are quick and consumed on the run.
- They often make impulse buys and dress to impress because of their image-conscious nature.
- Their family relationships are important and maintained.



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