

Brogue and Branded



MARIJUANA USE POTENTIAL: VERY HIGH

OUR LIFESTYLE

2

Brogue and Branded is a young, diverse group. Many of these locals do not speak English fluently and have moved into their homes recently. They are highly-mobile and over three-quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of locals live in midsize apartment buildings. Brogue and Branded is a hard-working market with locals who are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for these single parents due to median incomes that are 35% lower than the U.S. average.

AS A GROUP

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three-quarters of these locals are renters, and rents are about 10% under the U.S. average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

AS INDIVIDUALS

- They are a diverse market and are 30% black, 34% Hispanic, and 20% foreign-born.
- They work hard to advance in their professions, and often work on the weekends.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

