TARGET MARKET SUMMARY

Key Facts

7,080 Population

42.1 Median Age

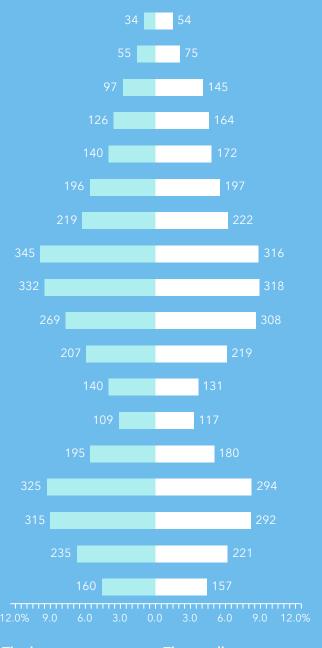
2.8

Average

\$160,831



Age Pyramid



The largest group:

The smallest group:

Annual Lifestyle Spending



\$5,779



\$147

Theatre/Operas/Concerts



\$118

Movies/Museums/ Parks



\$147

Sports Events



Online Games



\$254

Tapestry segments









16.2%

TARGET MARKET SUMMARY

Key Facts

62,924

Population

40.2

Median Age

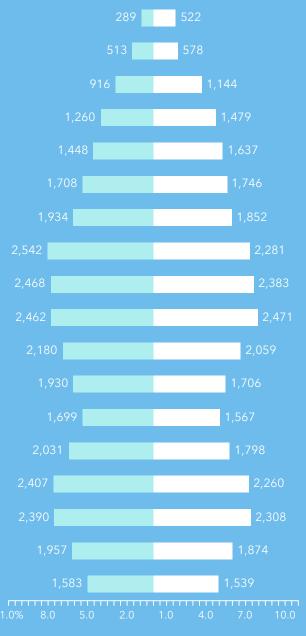
2.7

Average

\$151,866



Age Pyramid



The largest group:

The smallest group:

Annual Lifestyle Spending



\$5,046



\$128

Theatre/Operas/Concerts



\$106

Movies/Museums/ Parks



\$131

Sports Events



Online Games



\$230

Tapestry segments



27.9%





24.8%



TARGET MARKET SUMMARY

Key Facts

197,115 Population

38.2 Median Age

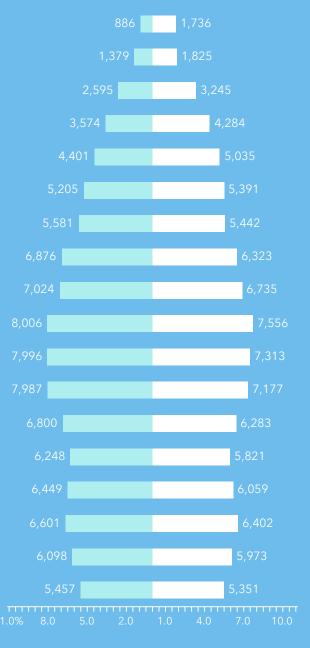
2.6

Average

\$119,082



Age Pyramid



The largest group:

The smallest group:

Annual Lifestyle Spending



\$4,268



\$109

Theatre/Operas/Concerts



\$93

Movies/Museums/ Parks



\$108

Sports Events





\$201

Tapestry segments



16.9%





