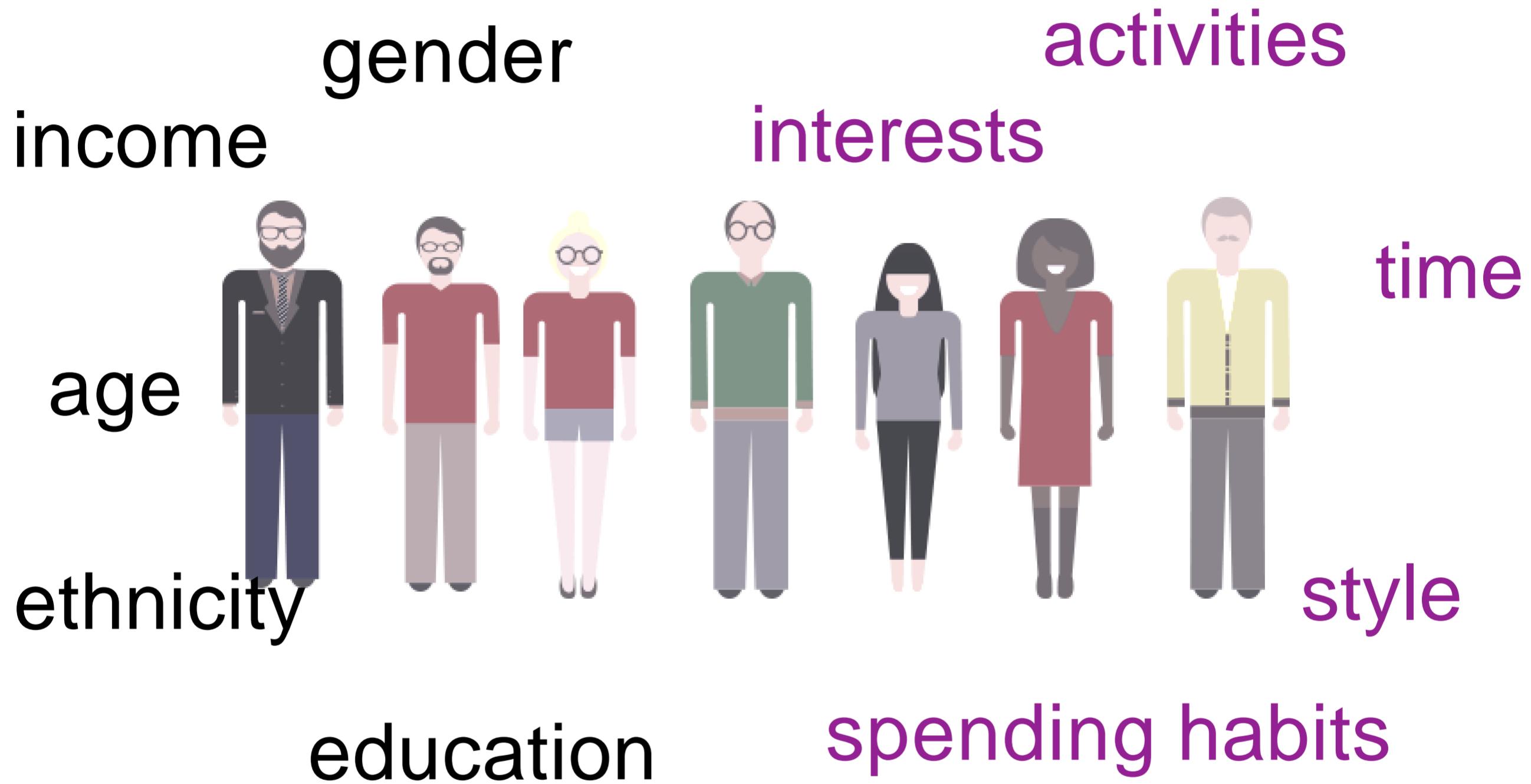


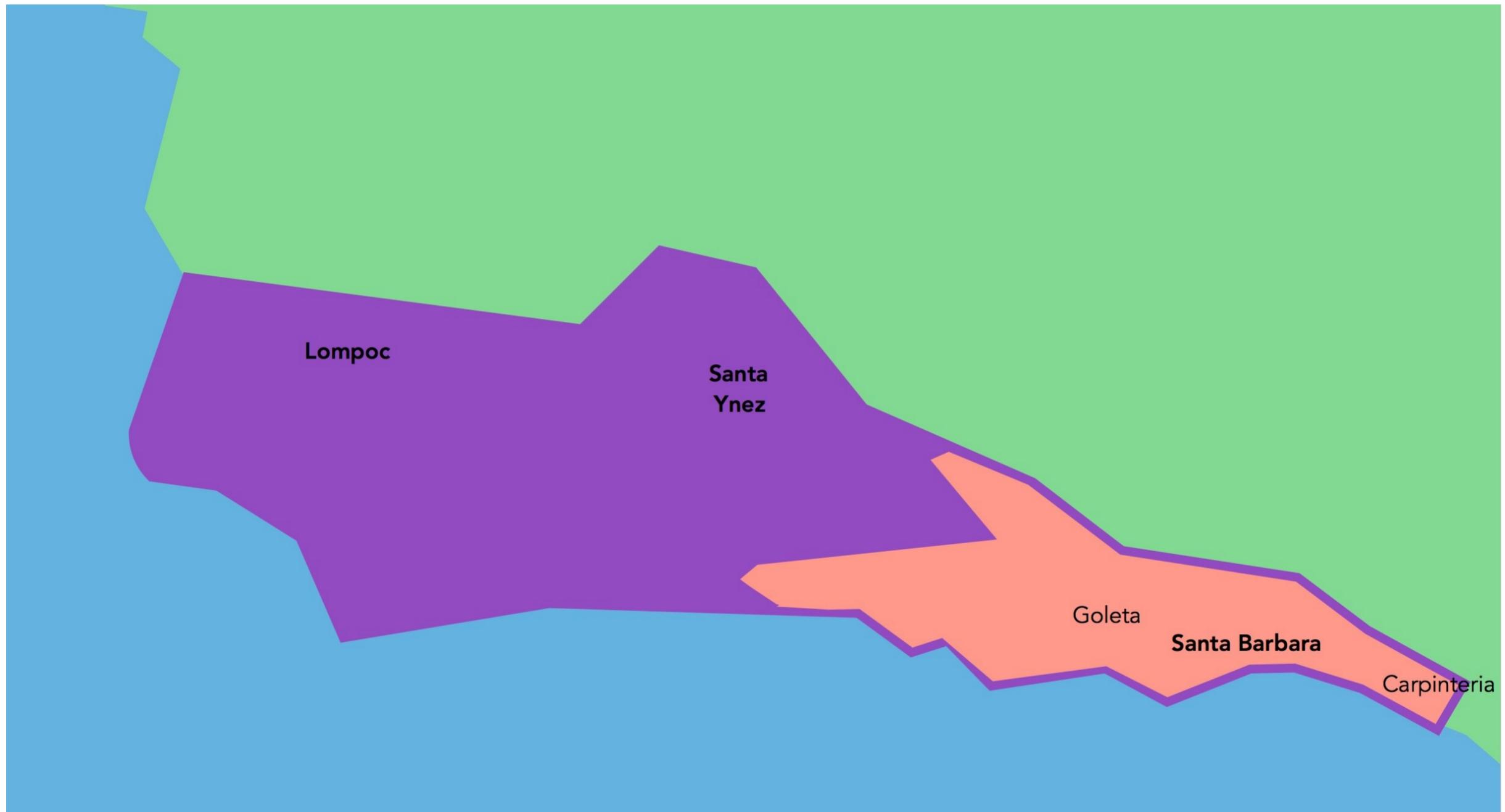
demographics + psychographics



Trade Area Residents

Total pop. = 275,755

Primary Trade Area pop. = 207,121



2016 demographics

	Primary Trade Area	Total Trade Area
2016 est. population	207,121	275,755
2021 est. population	215,579	288,055
2016 households (hh)	74,092	97,236
2016 avg hhsize	2.62	2.66
2016 est. avg hh annual income	\$102,612	\$98,391
2016 est. annual hh income		
<\$15,000	10.1%	10.3%
\$15-34.9	15.7%	16.5%
\$35-49.9	10.6%	11%
\$50-74.9	15.3%	15.7%
\$75-99.9	12.7%	12.9%
\$100k+	35.6%	33.7%
2016 population by age		
ages 15-24	21.8%	19.7%
ages 25-34	14.4%	14.2%
ages 35-44	10.8%	11.2%
ages 45-54	11.4%	12.0%
ages 55-64	12.1%	12.3%
ages 65-74	8.6%	8.5%
ages 75+	7.5%	7.2%
2016 pop. by educational attainment		
some college, no degree	19.7%	20.7%
associate degree	7.0%	7.7%
bachelor's degree	25.6%	22.8%
graduate/professional degree	20.6%	17.6%

key demographic stats

- 14.4% in Primary = **aged 25 to 34**; their consumer spending is rising.
- 34.3% in Primary = **aged 35 to 64**; high years for earnings + consumption.
- Estimated 2016 **avg HH income is \$103k** in Primary (income for all US households = \$77k).
- **36%** of households in Primary **earn \$100k+** annually.
 - 16% = \$100-150
 - 8.4% = \$150-200
 - 11% = \$200+

psychographics

Data on **attitudes, lifestyles and habits**—how people spend their **time** and their **money**.

6 psychographic groups = TARGET MARKET

- **45.5%** (78k of 172k) of adult pop. in the primary
- tend to shop at mid-price point+ stores
- tend to dine at mid-price point+ restaurants

15.4%	Exurbanites 26,539 adults
10.8%	Urban Chic 18,657 adults
10.7%	Trendsetters 18,399 adults
4.6%	In Style 7,870 adults
2.1%	Top Tier 3,689 adults
1.9%	Laptops & Lattes 3,250 adults

