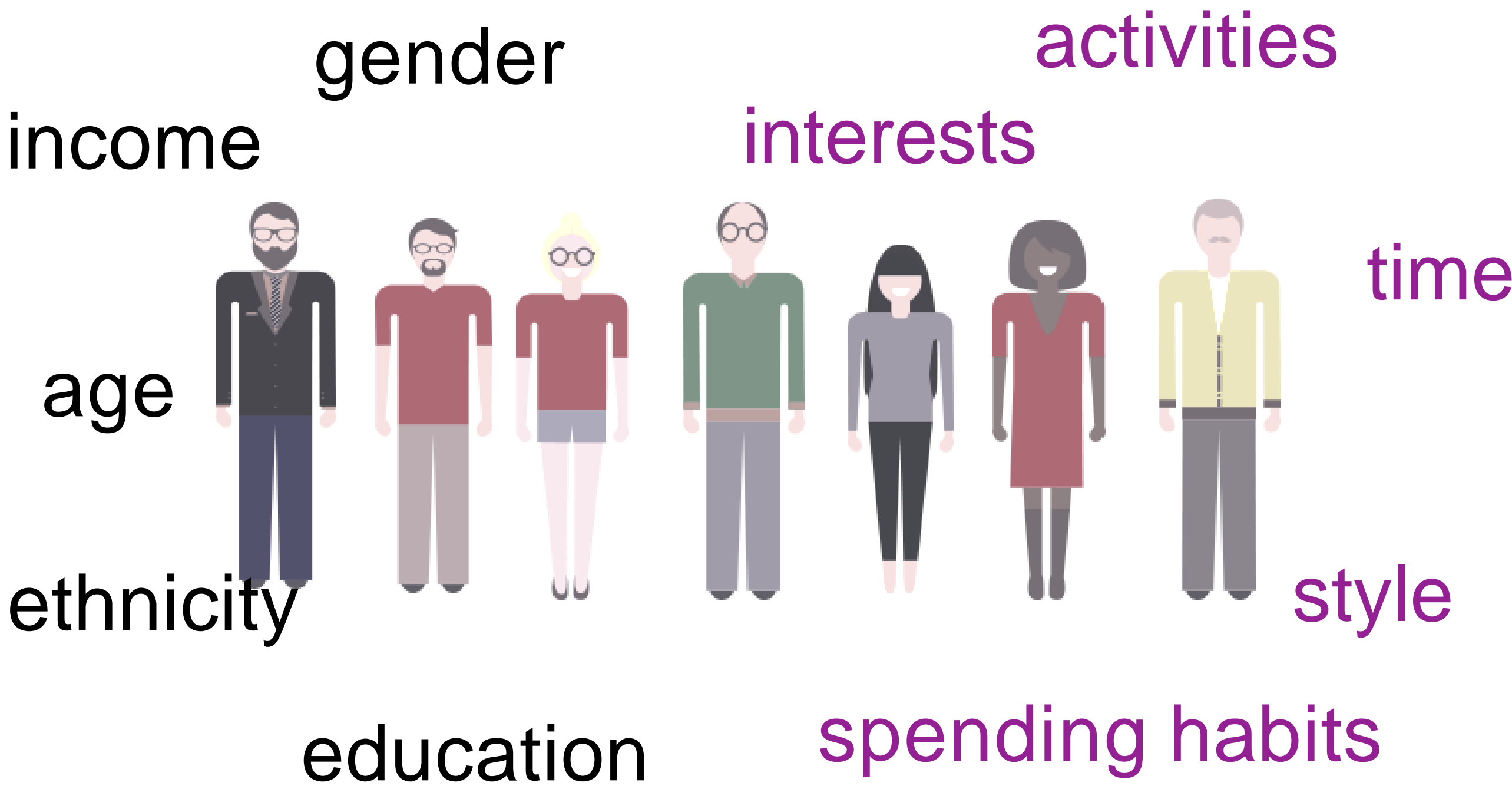


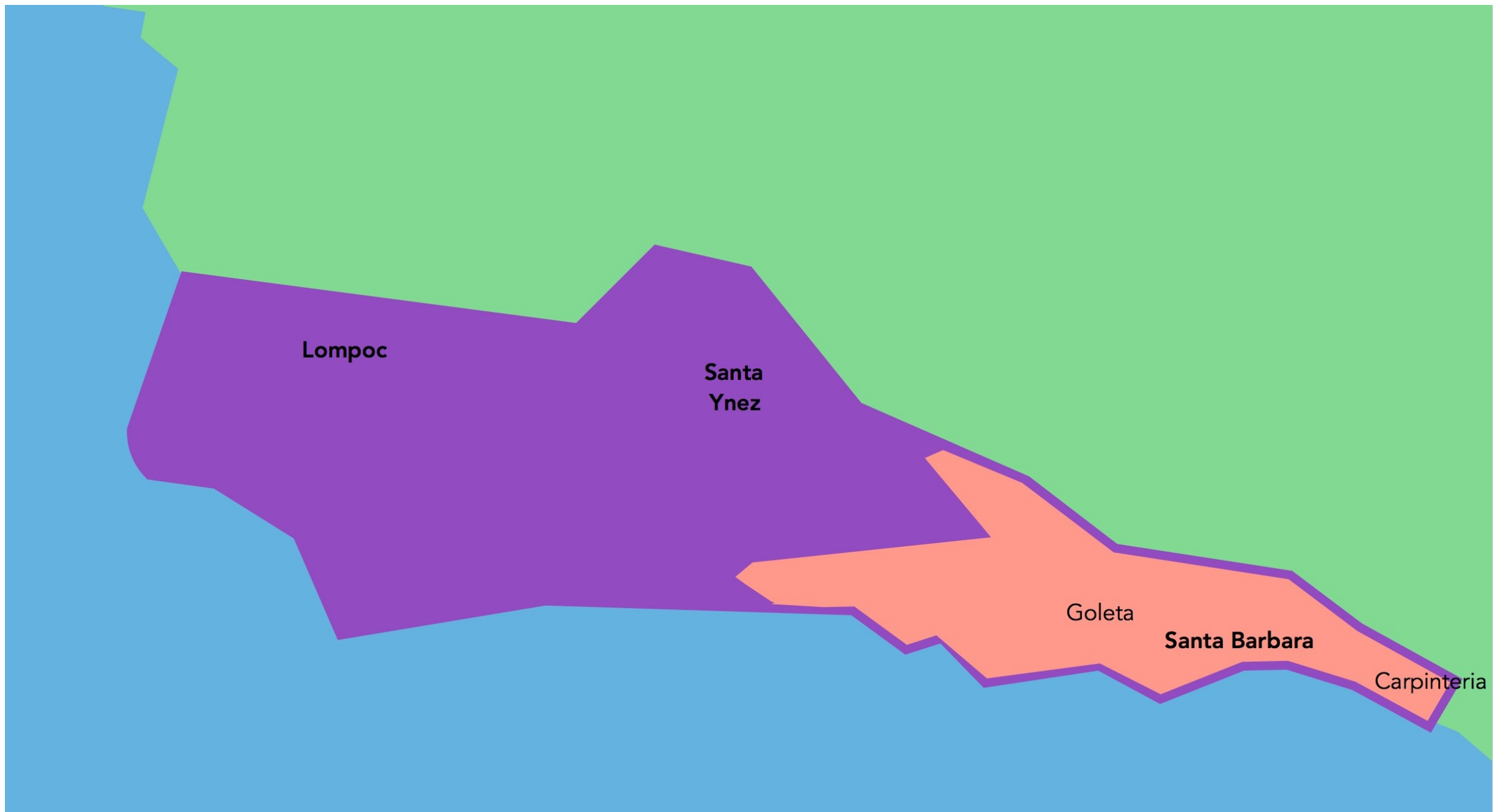
demographics + psychographics



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 hhsiz e	2.62	2.66
2016 est. avg hh annual income	\$102,612	\$98,391
2016 est. annual hhincome		
<\$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, nodegree	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

