

# YOUR CUSTOMER LIVES HERE

FROM DIVERSE NEIGHBORHOODS  
COME DIVERSE SHOPPERS:

## Gender

Male 46%

Female 54%

## Marital Status

Single 33%

Married 56%

Divorced 11%

## Ethnicity

White 61%

Hispanic 24%

African American 5%

Asian 5%

## Education

College Grad (4yr degree+) 32%

Graduate Degree 12%

## Employment

Professionals 17%

White Collar 45%

Blue Collar 22%

## Number of Children at Home

1+ 47%

3+ 10%

Teenagers 22%

Kids Under 2 - 10%

Kids Under 5 - 22%

## Home Ownership

Own 63%

Rent 33%

## Home Value

\$500,000+ 35%

\$1,000,000+ 6%

## Household Income

\$75K or higher 45%

\$100K or higher 27%

\$150K or higher 11%

\$250K or higher 4%