

## MARKETING PROFILE

South Shore West (Drive time band of 0 - 5 minutes)



Drive Time Bands: 0-5 minute radii

### KEY FACTS

19,791

Population



2.4

Average Household Size



40.9

Median Age

\$80,860

Median Household Income

### ANNUAL HOUSEHOLD SPENDING



\$2,935

Apparel & Services



\$238

Computers & Hardware



\$4,536

Eating Out



\$7,166

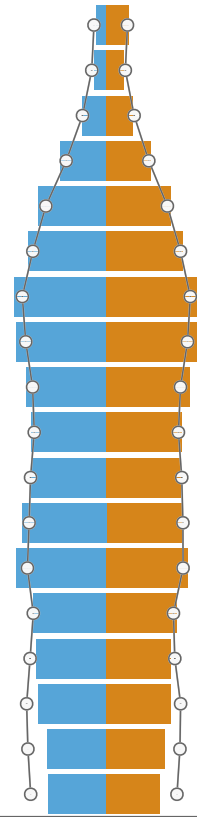
Health Care

\$6,585



Groceries

### Age Pyramid



The largest group:  
2017 Females Age 50-54

The smallest group:  
2017 Males Age 85+

Dots show comparison to Galveston County

### EDUCATION



5%

No High School Diploma



18%

High School Graduate



34%

Some College



42%

Bachelor's/Grad/Prof Degree

### ANNUAL LIFESTYLE SPENDING



\$2,797

Travel



\$80

Theatre/Operas/Concerts



\$108

Movies/Museums/Parks



\$78

Sports Events



\$6

Online Games

### Tapestry Segments



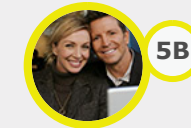
8C

**Bright Young Professionals**

2,227 households

**28%**

of Households



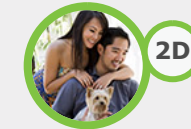
5B

**In Style**

1,343 households

**17%**

of Households



2D

**Enterprising Professionals**

1,071 households

**13%**

of Households