

# MARKETING PROFILE

Kingsbridge Plaza (Ring band of 0 - 1 miles)



Ring Bands: 0-1 mile radii

## KEY FACTS

20,433

Population



3.3

Average Household Size

33.5

Median Age

\$61,729

Median Household Income

## ANNUAL HOUSEHOLD SPENDING



\$2,245

Apparel & Services



\$180

Computers & Hardware



\$3,456

Eating Out



\$4,982

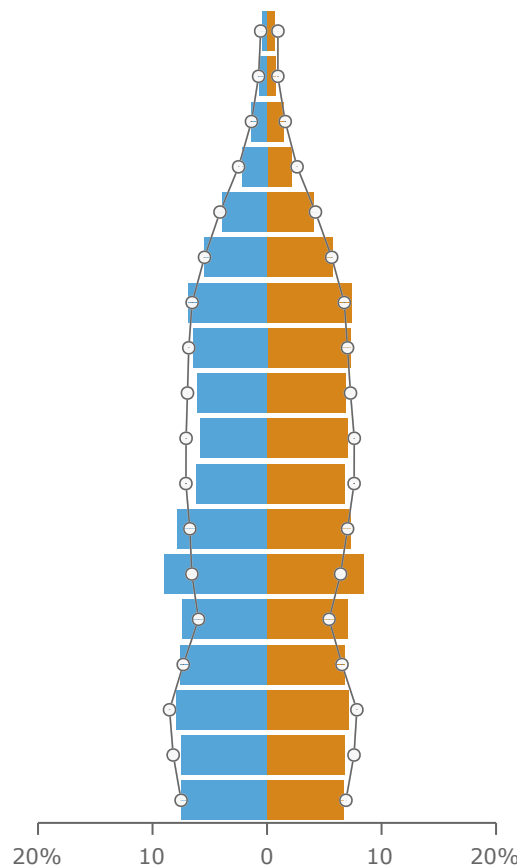
Groceries



\$5,375

Health Care

## Age Pyramid



The largest group:  
2017 Males Age 25-29

The smallest group:  
2017 Males Age 85+

Dots show comparison to Fort Bend County

## EDUCATION

18%

No High School Diploma



26%

High School Graduate



25%

Some College



30%

Bachelor's/Grad/Prof Degree

## ANNUAL LIFESTYLE SPENDING



\$2,096

Travel



\$57

Theatre/Operas/Concerts



\$86

Movies/Museums/Parks



\$56

Sports Events



\$5

Online Games

## Tapestry Segments



4A

**Soccer Moms**

1,754 households

**29%**

of Households



7C

**American Dreamers**

1,208 households

**20%**

of Households



7A

**Up and Coming Families**

969 households

**16%**

of Households