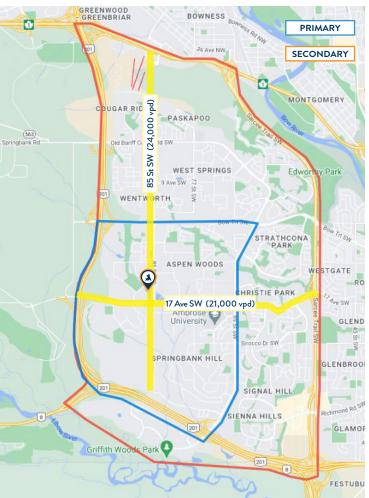


**TARGETED USES:** food & beverage, specialty food, grocery, home goods, beauty / esthetics, boutique fitness, pet service, daycare, medical, pharmacy, spa, apparel









## **DEMOGRAPHIC DATA:**

#### POPULATION

 Primary:
 21,953

 Secondary:
 69,112

 Calgary:
 1,306,784

#### AVG HOUSEHOLD INCOME:

| Primary:   | \$ 230,722 |
|------------|------------|
| Secondary: | \$ 191,883 |
| Calgary:   | \$ 129,000 |

#### AVG ANNUAL HOUSEHOLD SPENDING

 Primary:
 \$ 196,272

 Secondary:
 \$ 161,392

 Calgary:
 \$ 109,738

### AVG ANNUAL HOUSEHOLD SPENDING ON RESTAURANT MEALS

 Primary:
 \$ 5,474

 Secondary:
 \$ 4,501

 Calgary:
 \$ 3,061

# AVG ANNUAL HOUSEHOLD SPENDING ON HEALTH CARE

| erimary:   | \$4,828  |
|------------|----------|
| Secondary: | \$ 3,970 |
| Calgary:   | \$ 2,699 |

## AVG ANNUAL HOUSEHOLD SPENDING ON FOOD PURCHASED FROM STORES

| Primary:   | \$ 15,714 |
|------------|-----------|
| Secondary: | \$ 12,921 |
| Calgary:   | \$ 8,786  |









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