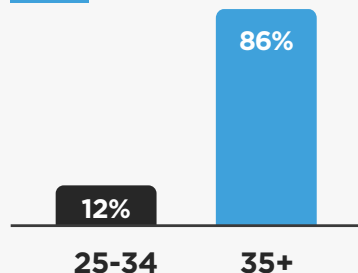
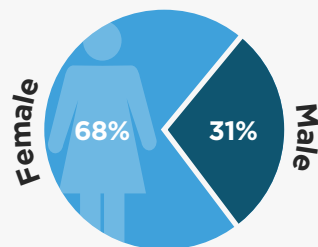




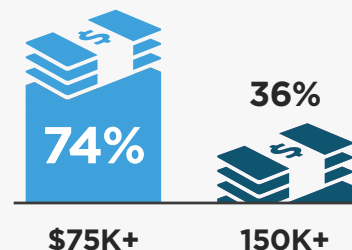
## AGE



## GENDER



## INCOME



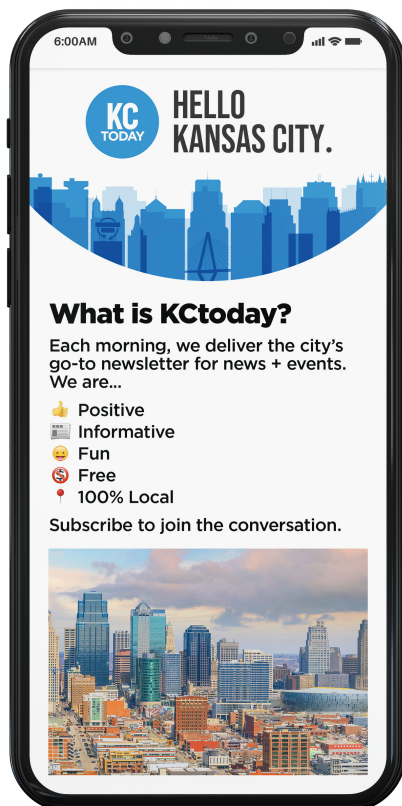
## EMPLOYED



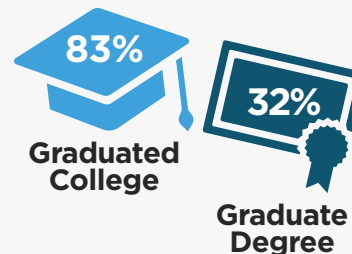
## PURCHASE INTENT

**61%**

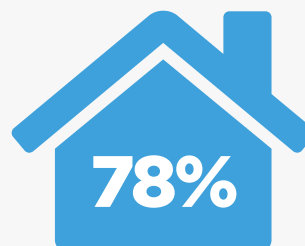
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Early Adopter

Outdoor Enthusiast

City Pride / City Proud

Physically Active

Coffee Shop Connector

Local Leader