



EMERALD CITY NIGHTS

SEATTLE

Market of Opportunity

Highlights

MSA	Western Washington DMA	Sea-Tac-Bellevue
Population	4,660.400	3,338.600
Effective Buying Income	\$112,686,842.500	\$83,314,537.500

US Rank**

- 1st Attending a symphony concert in the past 30 days
- 2nd Accessing the internet
- 2nd Owning or leasing a hybrid vehicle
- 3rd College-educated adults
- 3rd Taking five+ trips outside the continental US

Green Values Greenest city in the nation for environmentally friendly buildings-Colliers International

Technology Mindset Largest concentration of **e-mail users**
Embraces a **culture of discovery** and willingness to **live on the leading edge**

Social Media Leisure 43% more likely to read or contribute to **blogs**
Photography is the 2nd highest ranked leisure activity
696,900 adults engaging

* PricewaterhouseCoopers
**2008 Multi-Market Release