



## 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\*\*

- 1<sup>st</sup> Attending a symphony concert in the past 30 days
- 2<sup>nd</sup> Accessing the internet
- 2<sup>nd</sup> Owning or leasing a hybrid vehicle
- 3<sup>rd</sup> College-educated adults
- 3<sup>rd</sup> 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 2<sup>nd</sup> highest ranked leisure activity  
696,900 adults engaging

\* PricewaterhouseCoopers  
\*\*2008 Multi-Market Release