

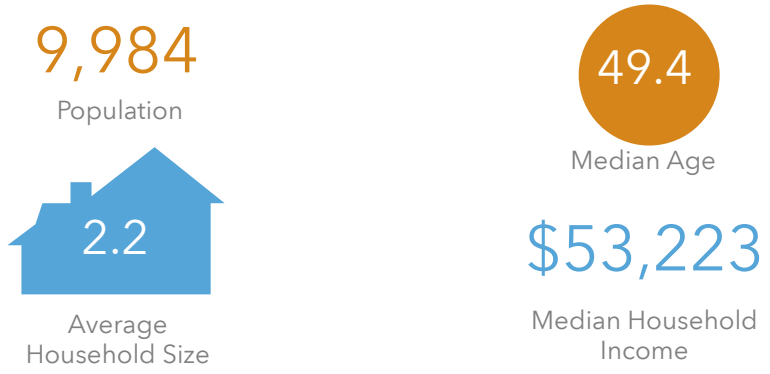
MARKETING PROFILE

Valley County, ID

Geography: County



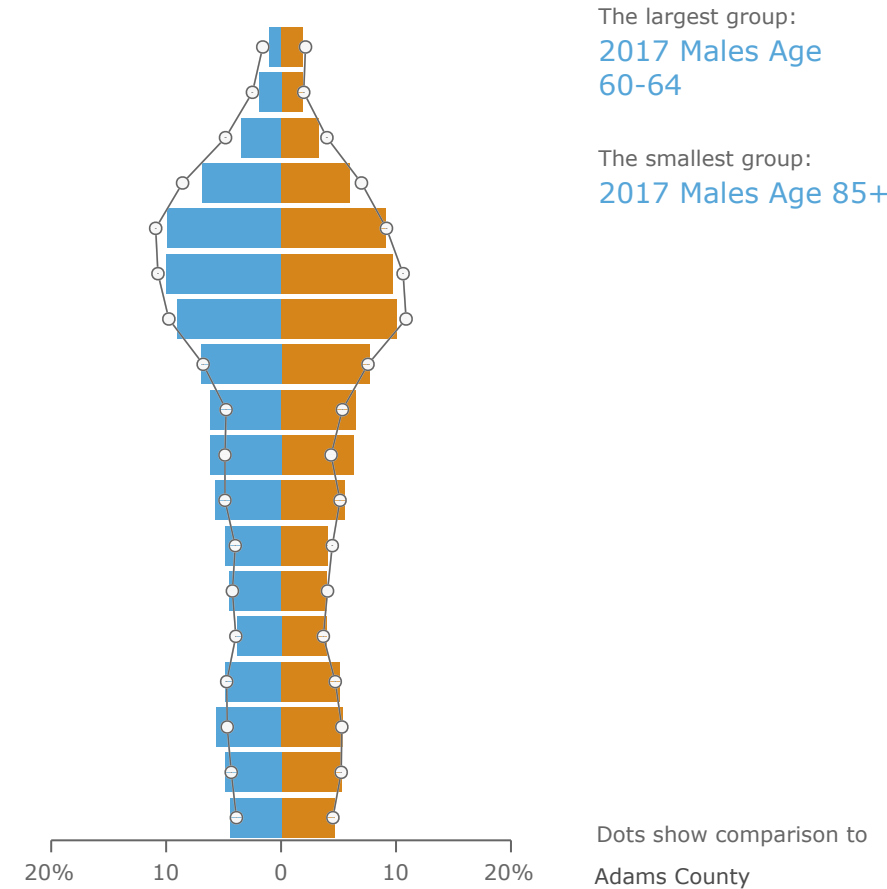
KEY FACTS



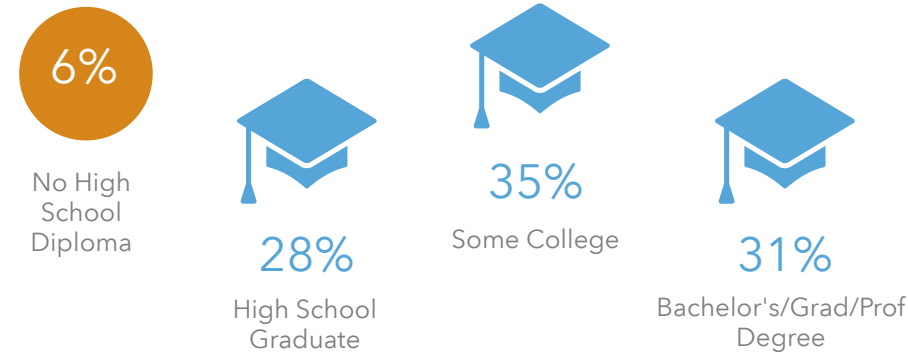
ANNUAL HOUSEHOLD SPENDING



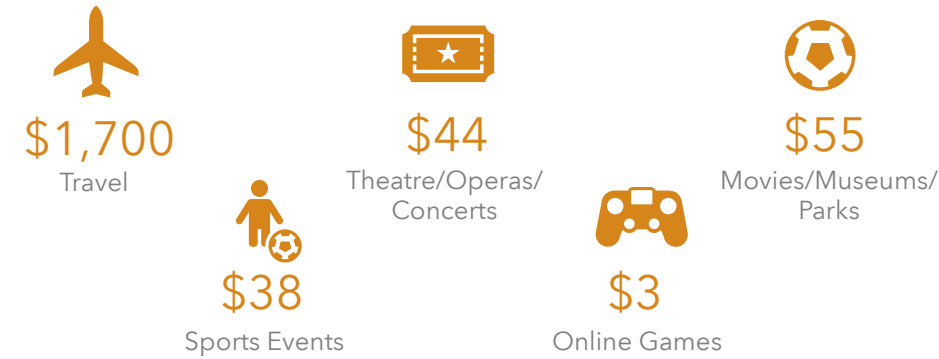
Age Pyramid






EDUCATION



ANNUAL LIFESTYLE SPENDING



Tapestry Segments

 The Great Outdoors 1,945 households	44% of Households
 Rural Resort Dwellers 1,781 households	40% of Households
 In Style 728 households	16% of Households