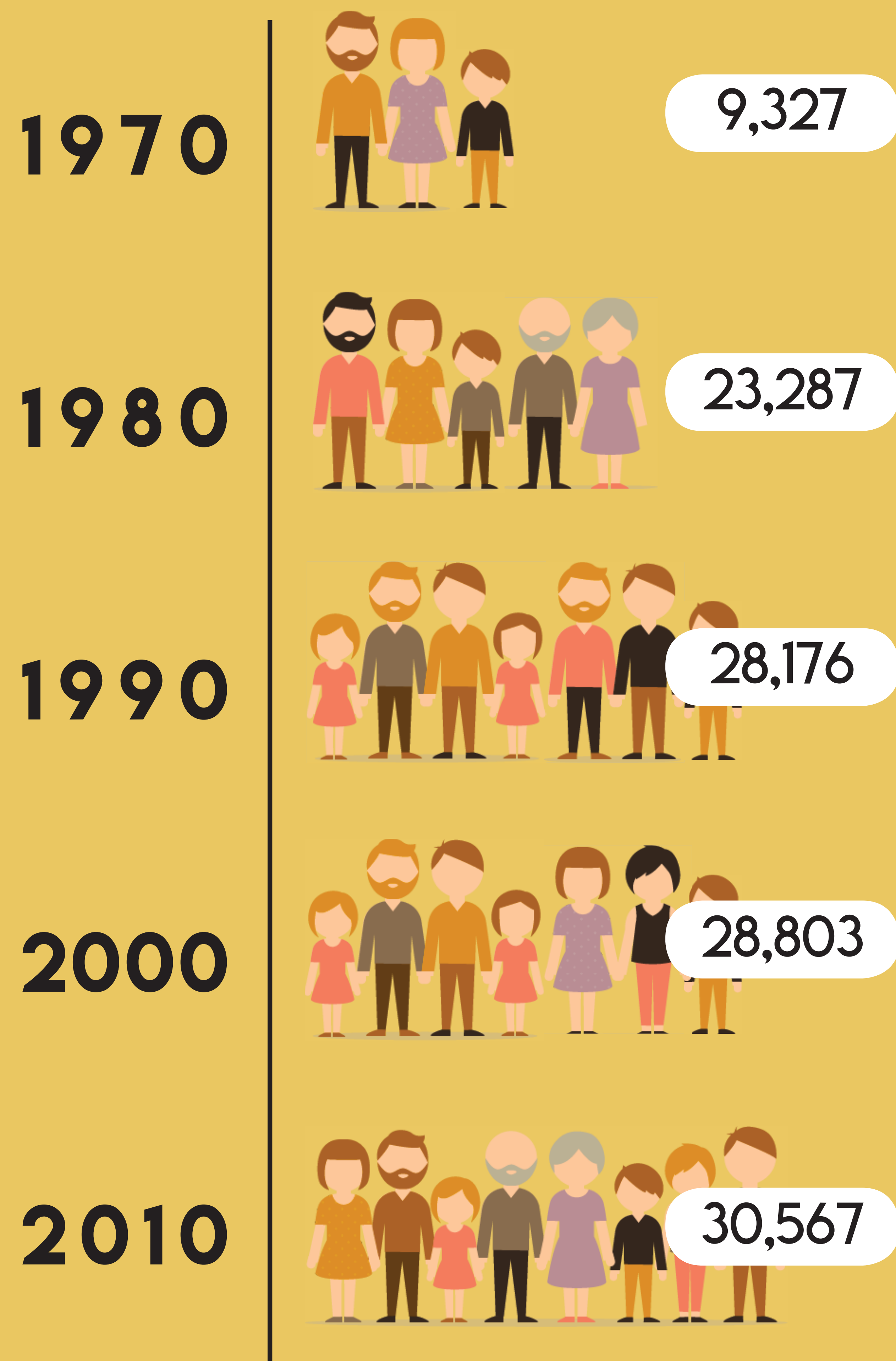


FOSTER CITY BY THE DECADES

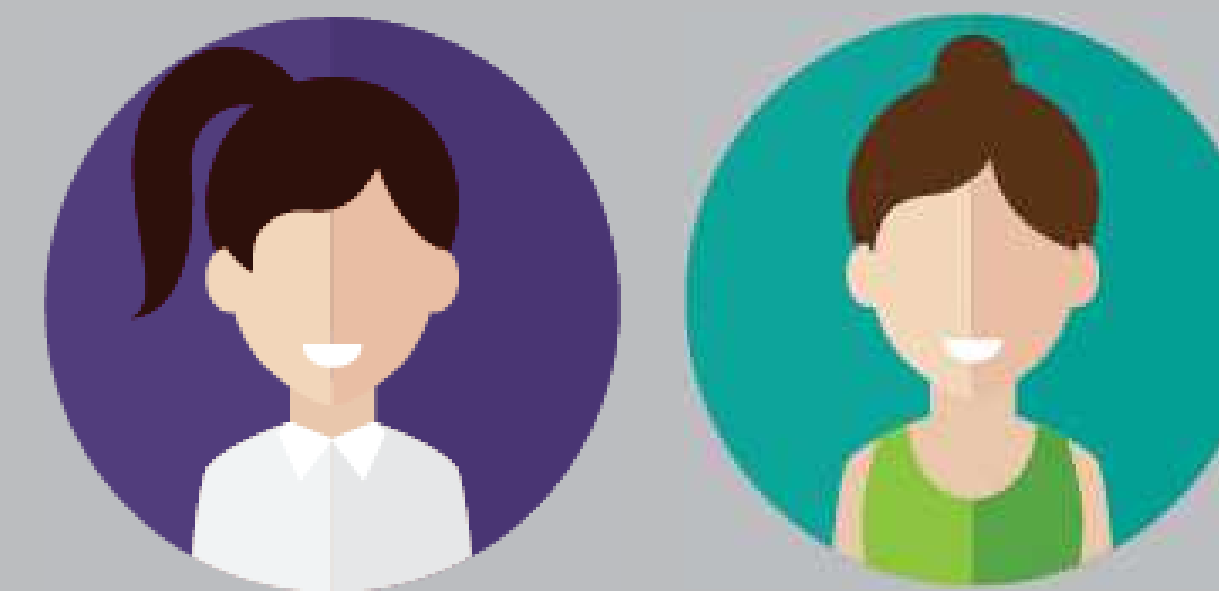
FIGURE 1. *Population*



HOW THE GENERATIONS SHOP

MILLENNIALS (1981-2000)

- 67% Shop Online
- Influenced By Word of Mouth



BABY BOOMERS (1946-1964)

- 59% Shop In-Store
- Influenced By Customer Service

GENERATION X (1965-1980)

- 56% Shop Online
- Influenced By Value & Quality



SENIORS (1929-1945)

- 72% Shop In-Store
- Influenced By Brand Recognition

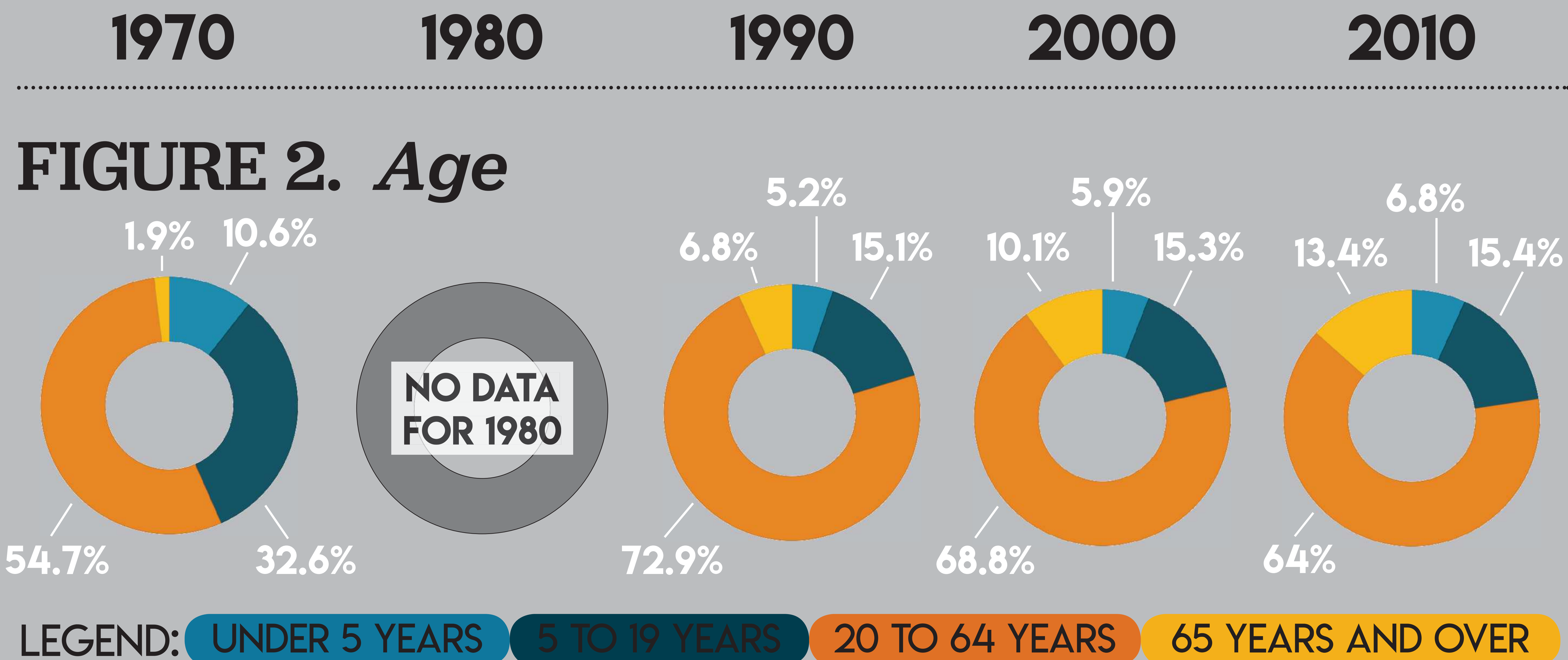


FIGURE 3. *Race*

