

**AAMANO MUSIC, INC.**  
**ADVERTISING DEMOGRAPHICS**  
**FISCAL YEAR 2016-17**

**TOTAL DISTRIBUTION:** 5,000 Copies

**TARGET AUDIENCE:** Band and Orchestra Students, Families & Households

**HOUSEHOLD DEMOGRAPHICS** <sup>\*</sup>:

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Median Income: \$108,000.00

Home Ownership: 72%

Student Age: 12-18 yrs.

Parent Age: 32-60 yrs.

Parents' Education: 52% Bachelors Degree or Higher

<sup>\*</sup> Demographic Statistics based on 2014 *Audience Demographics and Musical Activities* by Strings.com