

78

Overall Fit

Strong Match

Strong fit - recommend attending

WHAT'S WORKING

Strong alignment between the 25-34, educated demographic and premium, handmade candles.

Unisex, inclusive fragrance line with plans for body care supports broad gift appeal.

Year-round demand and indoor setting complement steady gallery traffic.

CRITICAL RISKS

Rain Risk (30.0%): Prepare weather protection for booth/products.

Some price sensitivity in lower income brackets could limit mid-range candle purchases.

Reliance on a single venue means shifts in gallery traffic could impact sales.

DATE & TIME

Nov 29, 2025

Saturday · 11:00 AM - 5:00 PM

TRAFFIC PREDICTION

Medium Traffic

Confidence: 62%

WEATHER

62°F HISTORICAL

Mild, Frequent Rain

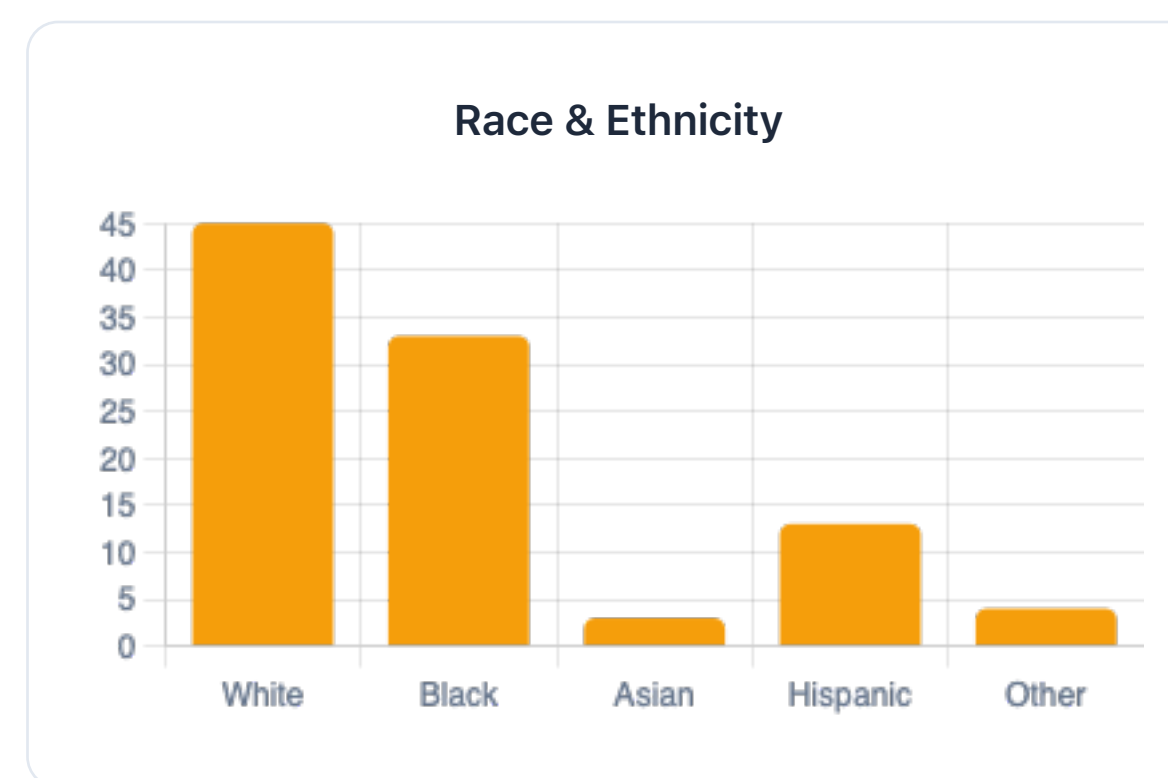
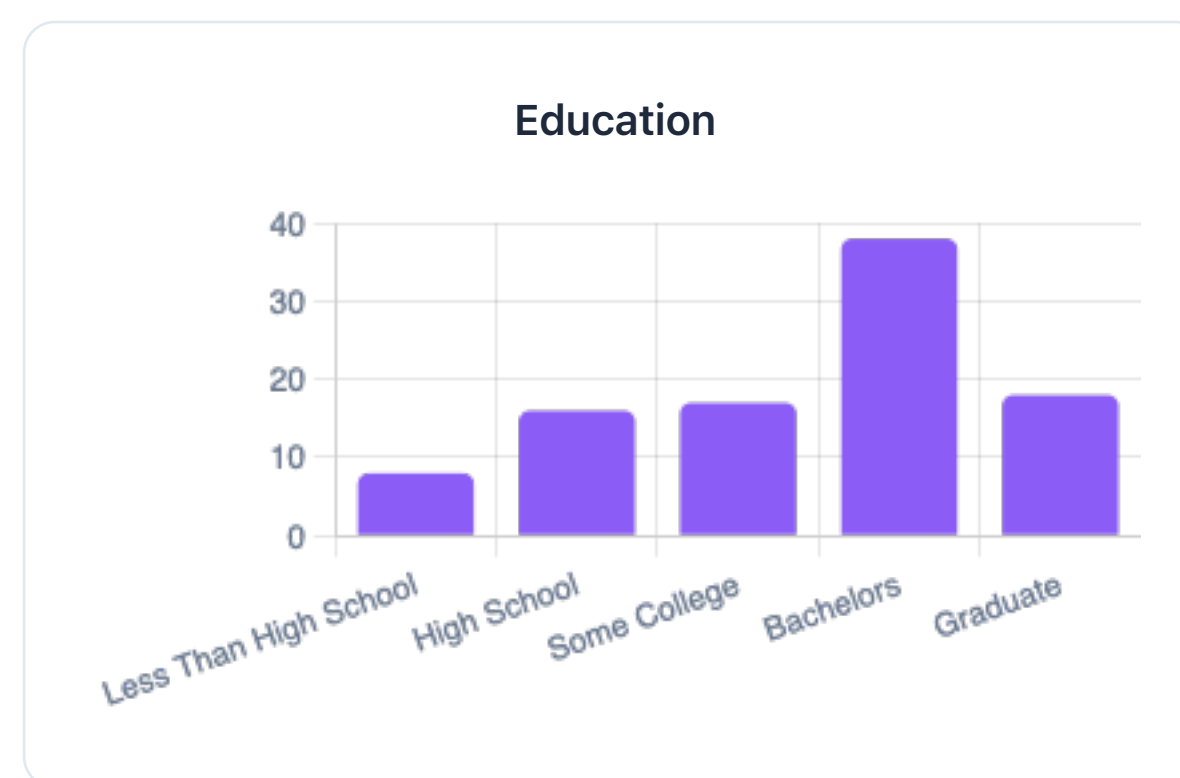
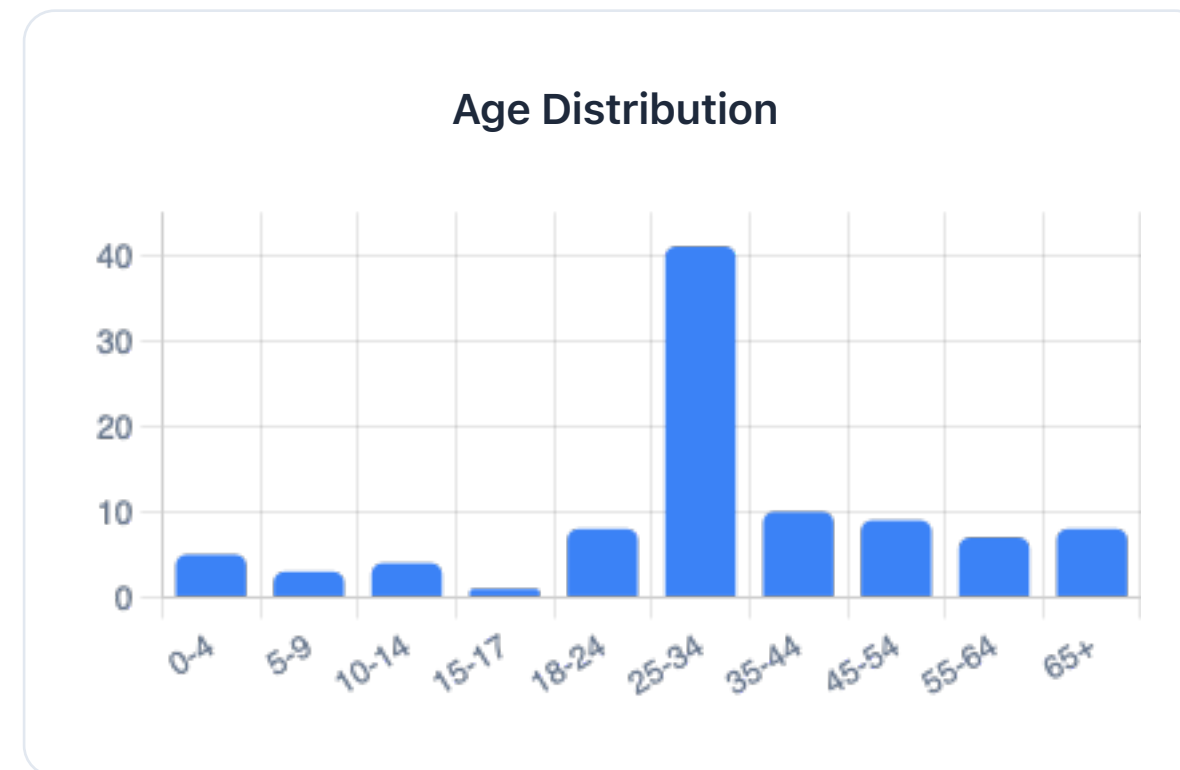
POPULATION (1MI)

4,019

1,279 per sq mi

Demographics Analysis

Quick Summary: This area has mostly college-educated residents aged 25-44 with incomes of 150k+ and 50k-75k.



Detailed Fit Analysis

Demographic Fit

How well customers match your target audience

81/100

PROS

- Strong presence of 25-34 year-olds, with many also in 35-44, matching typical gift-buying customers.
- High share of college graduates supports appeal for premium, handcrafted products.
- Nearly even gender mix supports a unisex scent line and gift options.

CONS

- Some income brackets under mid-range could limit purchases at mid-price candles.
- Predominantly younger adults may limit appeal for older gift buyers unless messaging highlights value.
- Reliance on a small, specific customer group means slow payoff if that group doesn't convert quickly.

Location & Timing

How well the location and timing work for your business

76/100

PROS

- Indoor venue with steady gallery visitors provides a reliable audience for browsing and purchases.
- Year-round demand for home fragrance fits the gallery's ongoing foot traffic.
- Saturday timing aligns with weekend shopping habits, supporting casual browsing and gifting.

CONS

- Weather can still dampen overall turnout on Saturdays, reducing in-person purchases.
- Gallery-based sales can rely on steady footfall rather than big spikes, limiting peak-day potential.
- No large traffic boosts (like events) means conversion may depend more on promotions and displays.

Strategic Action Plan

RECOMMENDATIONS

- Offer gift bundles and clearly mark value to appeal to price-conscious buyers.
- Highlight the men's line and upcoming body care as complementary gifts to broaden appeal.
- Use storytelling displays and signage that tie scents to Charlotte streets for stronger perceived value.

TARGET AUDIENCE ALIGNMENT

Age Match: 85% of population in target range (18-65)
Income Match: 64% in \$40k-\$120k range
Education Match: 57% college+

NOTES

The purpose of this report is to provide a market-fit score to evaluate how a vendor profile matches the location of the market.

This report does not take into account the organizer profile of the market, the event details, or the level of advertisement done by the organizer.