Top Tier

1A

Households: 2,113,000

Average Household Size: 2.84

Median Age: 47.3

Median Household Income: $173,200

WHO ARE WE?

The residents of the wealthiest Tapestry market, *Top Tier*, earn more than three times the US household income. They have the purchasing power to indulge any choice, but what do their hearts' desire? Aside from the obvious expense for the upkeep of their lavish homes, consumers select upscale salons, spas, and fitness centers for their personal well-being and shop at high-end retailers for their personal effects. Whether short or long, domestic or foreign, their frequent vacations spare no expense. Residents fill their weekends and evenings with opera, classical music concerts, charity dinners, and shopping. These highly educated professionals have reached their corporate career goals. With an accumulated average net worth of over 3 million dollars and income from a strong investment portfolio, many of these older residents have moved into consulting roles or operate their own businesses.

OUR NEIGHBORHOOD

- Married couples without children or married couples with older children dominate this market.

- Housing units are owner occupied with the highest home values—and above average use of mortgages.

- Neighborhoods are older and located in the suburban periphery of the largest metropolitan areas, especially along the coasts.

SOCIOECONOMIC TRAITS

- *Top Tier* is a highly educated, successful consumer market: more than one in three residents has a postgraduate degree.

- Annually, they earn more than three times the US median household income, primarily from wages and salary, but also self-employment income (Index 177) and investments (Index 251).

- These are the nation's wealthiest consumers. They hire financial advisers to manage their diverse investment portfolios but stay abreast of current financial trends and products.

- Socially responsible consumers who aim for a balanced lifestyle, they are goal oriented and hardworking but make time for their kids or grandkids and maintain a close-knit group of friends.

- These busy consumers seek variety in life. They take an interest in the fine arts; read to expand their knowledge; and consider the Internet, radio, and newspapers as key media sources.

- They regularly cook their meals at home, attentive to good nutrition and fresh organic foods.
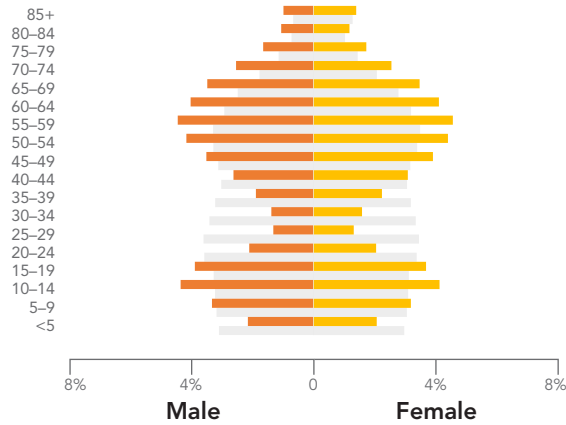
TAPESTRY SEGMENTATION™

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

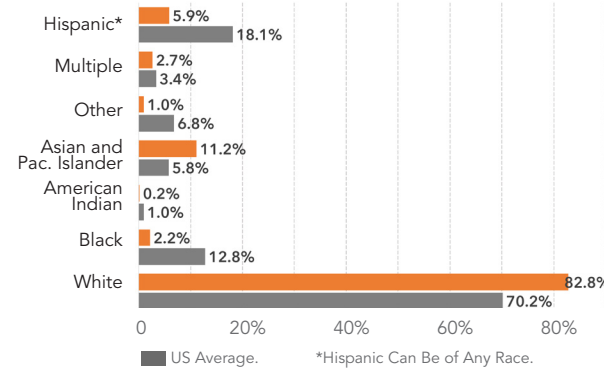## AGE BY SEX (Esri data)

Median Age: 47.3 US: 38.2

▭ Indicates US

| Male | Female |

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 37.9 US: 64.0

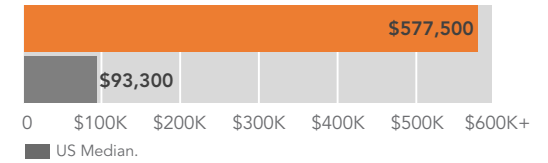| Group	This market	US Average
Hispanic*	5.9%	18.1%
Multiple	2.7%	3.4%
Other	1.0%	6.8%
Asian and Pac. Islander	11.2%	5.8%
American Indian	0.2%	1.0%
Black	2.2%	12.8%
White	82.8%	70.2%

▭ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
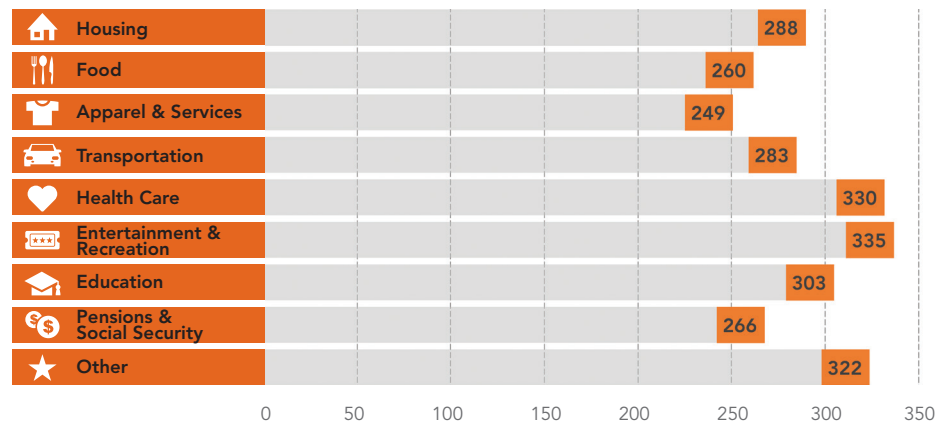
Median Household Income

$173,200	
$56,100	

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$577,500	
$93,300	

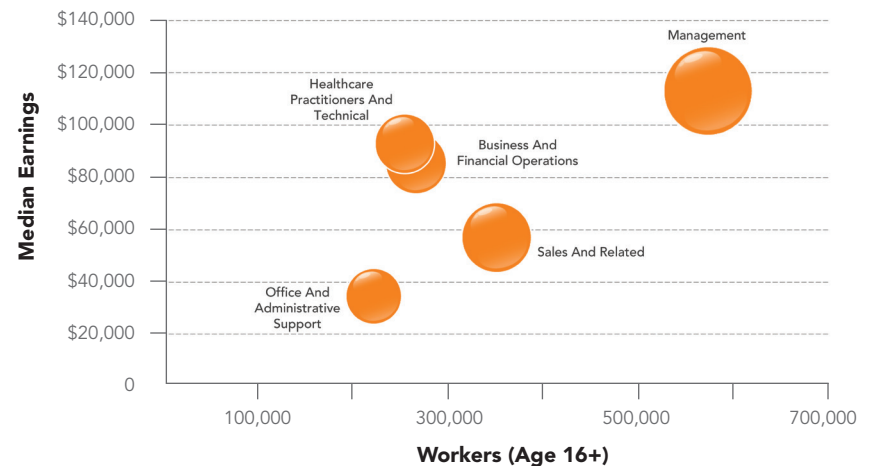0 $100K $200K $300K $400K $500K $600K+

▭ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	288
🍴 Food	260
👕 Apparel & Services	249
🚗 Transportation	283
♥ Health Care	330
🎟 Entertainment & Recreation	335
🎓 Education	303
💲 Pensions & Social Security	266
★ Other	322

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They purchase or lease luxury cars with the latest trim, preferably imports.
- They contribute to arts/cultural organizations, educational and social groups, as well as NPR and PBS.
- *Top Tier* residents farm out their household chores—every service from property and garden maintenance and professional housekeeping to contracting for home improvement or maintenance projects.
- Consumers spend money on themselves; they frequently visit day spas and salons, use dry cleaning services, and exercise at exclusive clubs.
- Near or far, downtown or at the beach, they regularly visit their lavish vacation homes.
- When at home, their schedules are packed with lunch dates, book club meetings, charity dinners, classical music concerts, opera shows, and visits to local art galleries.
- *Top Tier* consumers are shoppers. They shop at high-end retailers such as Nordstrom (readily paying full price), as well as Target, Kohl's, Macy's, and Bed Bath & Beyond, and online at Amazon.com.
- At their level of spending, it makes sense to own an airline credit card. They make several domestic and foreign trips a year for leisure and pay for every luxury along the way—a room with a view, limousines, and rental cars are part of the package.
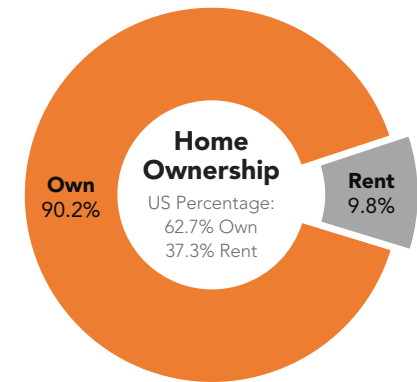
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
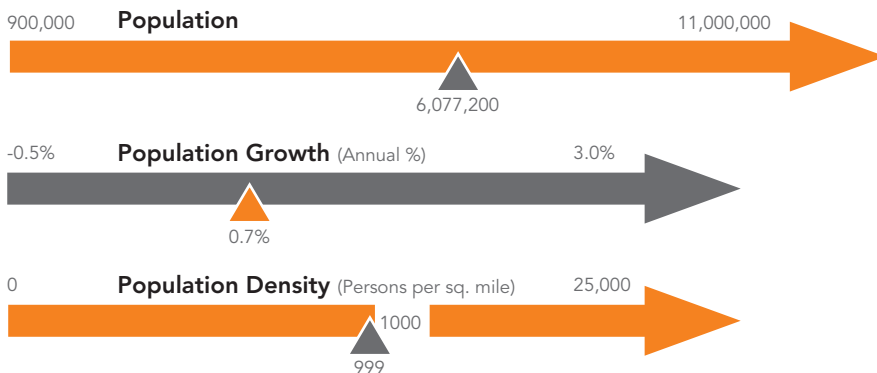
Typical Housing:
Single Family

Median Value:
$819,500
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 90.2%

Rent 9.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,077,200

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
999

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — **437** — 500

Socioeconomic Status Index
0 — **224** — 500

Housing Affordability Index
0 — **103** — 500
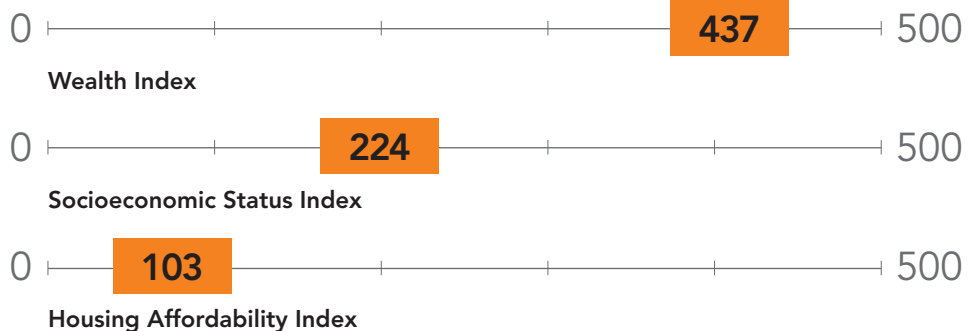
SEGMENT DENSITY

This map illustrates the density and distribution of the *Top Tier* Tapestry Segment by households.
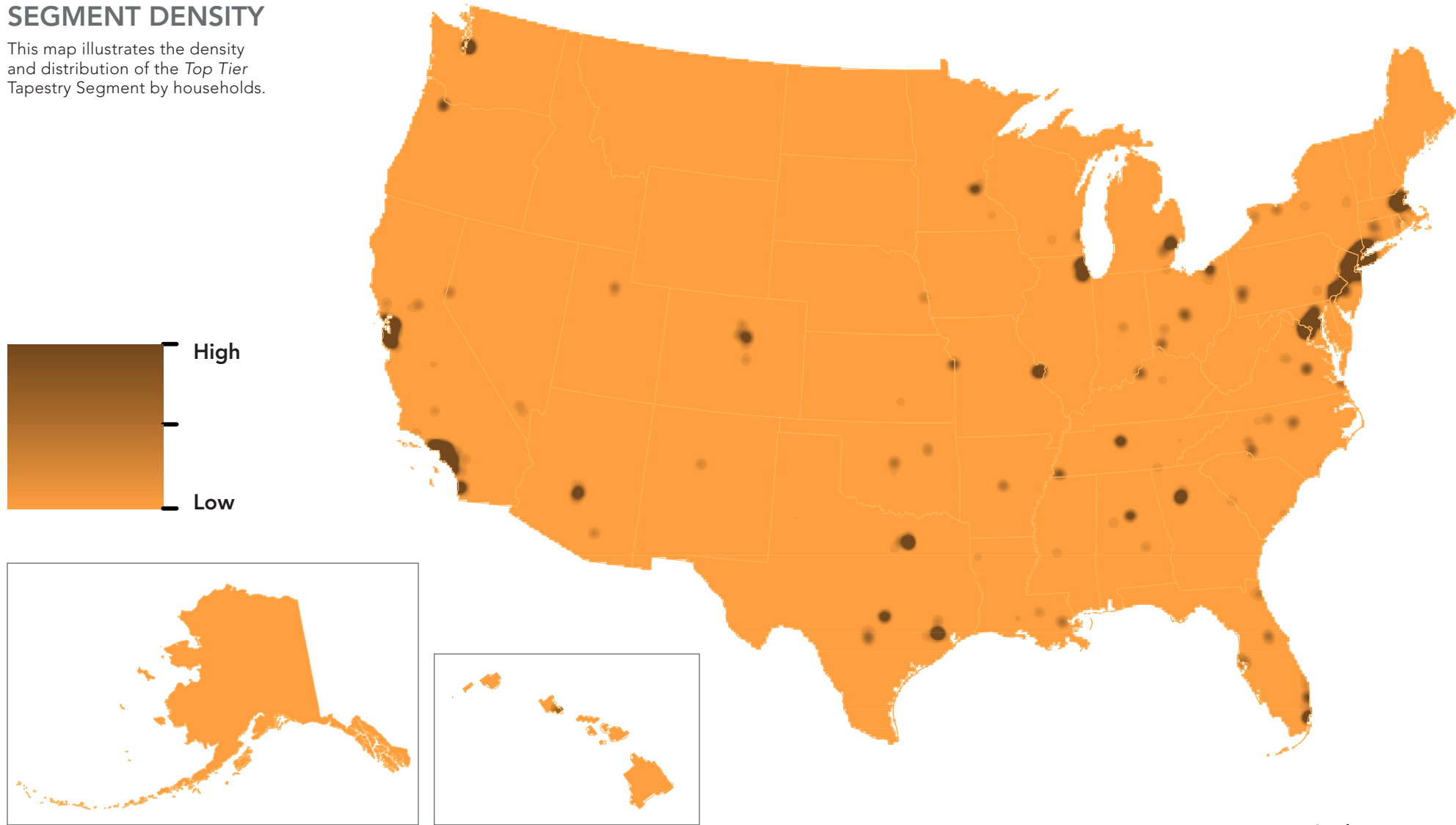
High

Low

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info@esri.com
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THE
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Professional Pride

1B

Households: 1,982,300

Average Household Size: 3.13

Median Age: 40.8

Median Household Income: $138,100

WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

OUR NEIGHBORHOOD

- Typically owner occupied (Index 146), single-family homes are in newer neighbor hoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
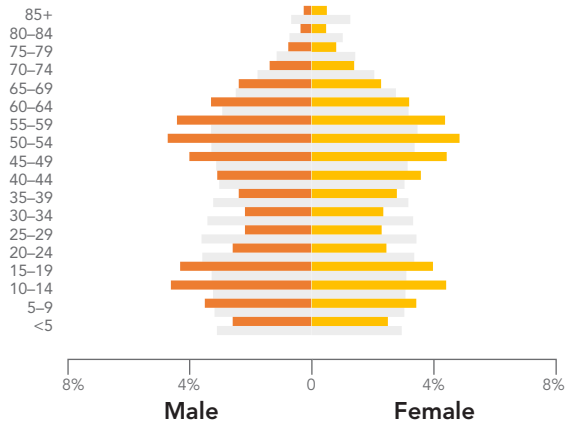- Life here is well organized; routine is a key ingredient to daily life.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

Professional Pride

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2

Indicates US

Male | Female

8% 4% 0 4% 8%

85+
80–84
75–79
70–74
65–69
60–64
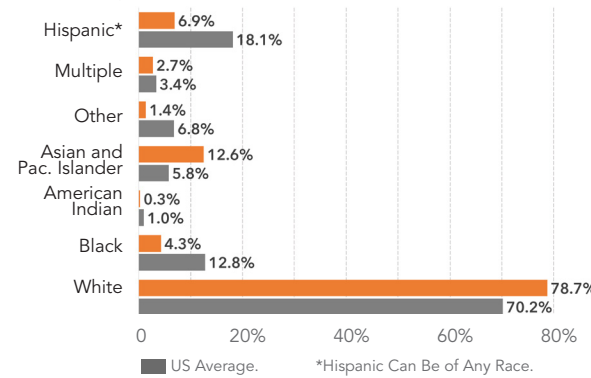55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
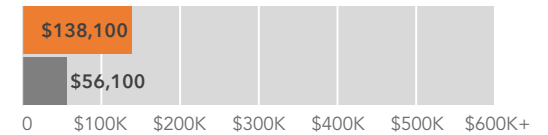
Diversity Index: 44.5 US: 64.0

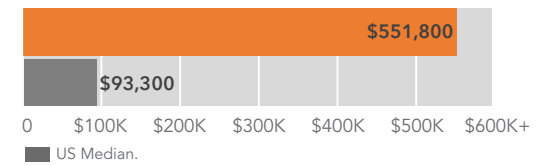| Race/Ethnicity	This market	US Average
Hispanic*	6.9%	18.1%
Multiple	2.7%	3.4%
Other	1.4%	6.8%
Asian and Pac. Islander	12.6%	5.8%
American Indian	0.3%	1.0%
Black	4.3%	12.8%
White	78.7%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
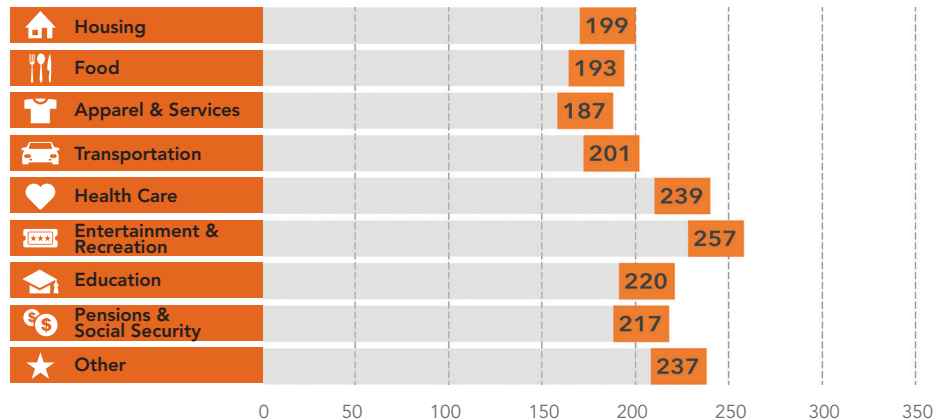
Median Household Income

$138,100
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$551,800
$93,300

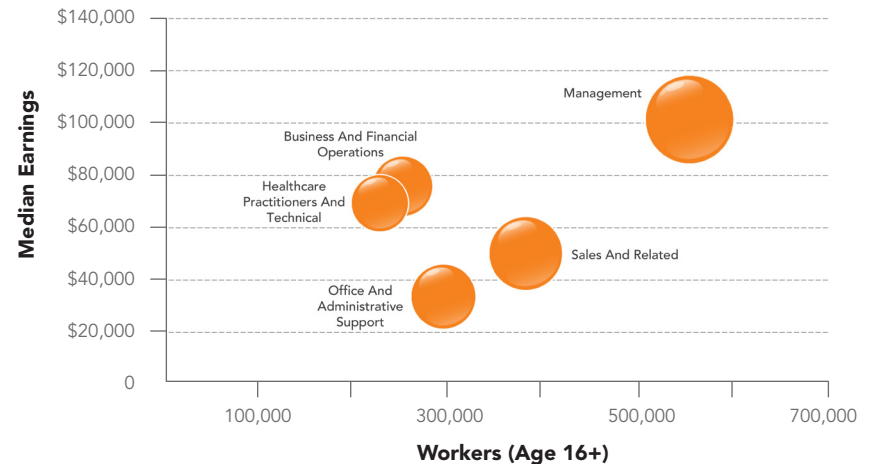0 $100K $200K $300K $400K $500K $600K+

US Median.

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The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	199
Food	193
Apparel & Services	187
Transportation	201
Health Care	239
Entertainment & Recreation	257
Education	220
Pensions & Social Security	217
Other	237

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings / Workers (Age 16+)

Management
Business And Financial Operations
Healthcare Practitioners And Technical
Sales And Related
Office And Administrative Support

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.
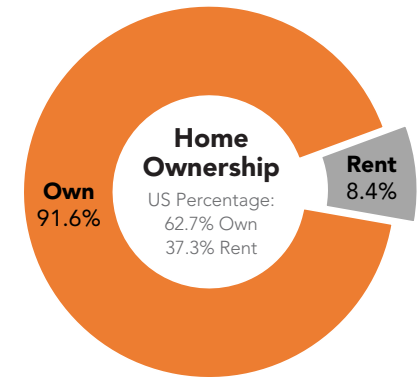
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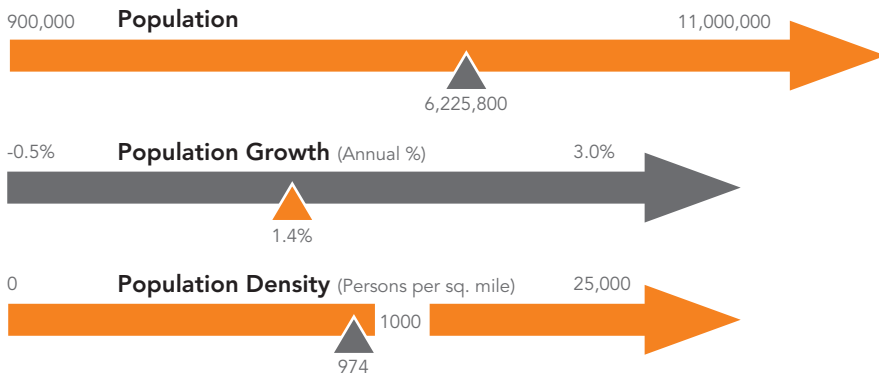
Typical Housing:
Single Family

Median Value:
$433,400
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 91.6%
Rent 8.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,225,800

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
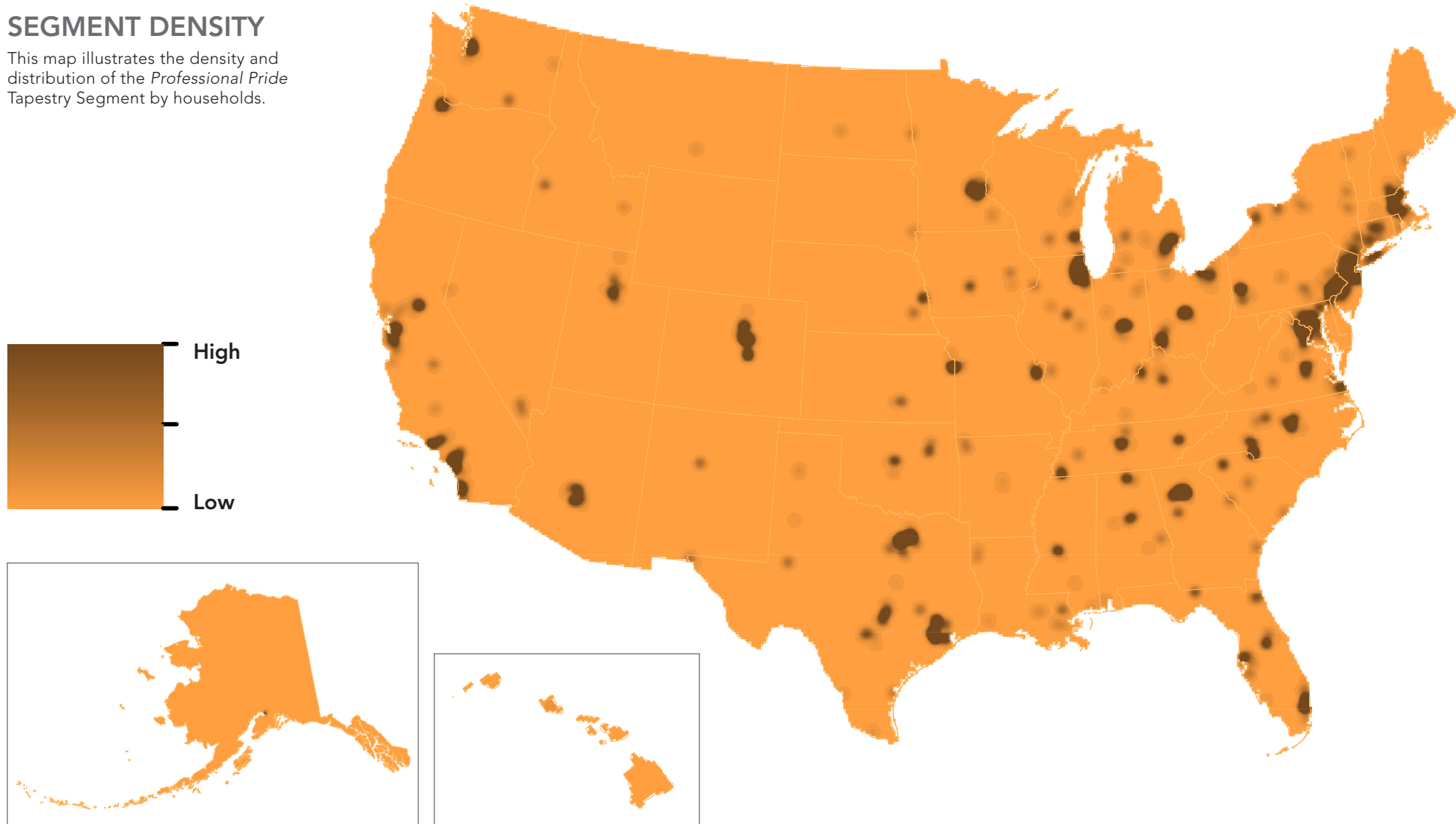0 — 25,000
974 / 1000

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — **239** — 350

Socioeconomic Status Index
0 — **195** — 350

Housing Affordability Index
0 — **149** — 350

SEGMENT DENSITY

This map illustrates the density and distribution of the *Professional Pride* Tapestry Segment by households.

High

Low

G79488
ESRI2C1/18dl

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Boomburbs

1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: $113,400

WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is $350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
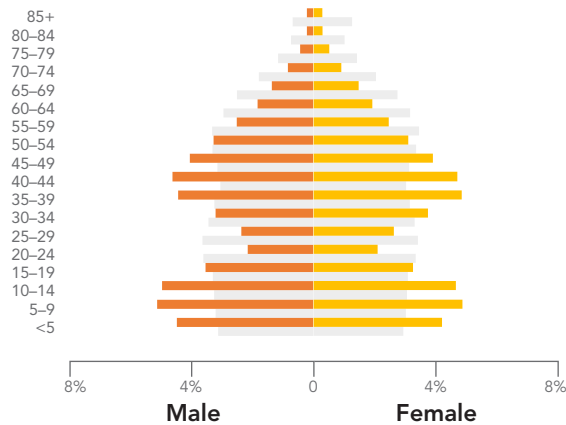- Financial planning is well under way for these professionals.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

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esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 34.0   US: 38.2

Indicates US

| | Male | Female |

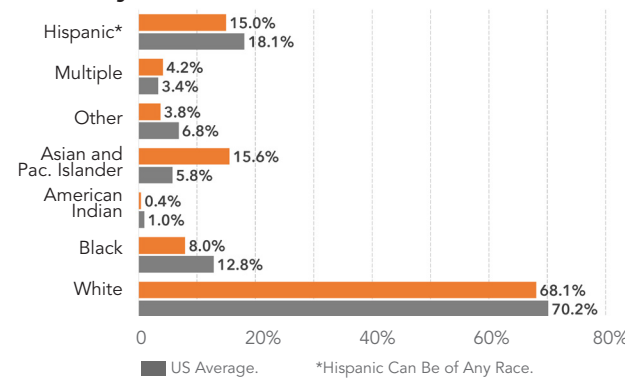## RACE AND ETHNICITY (Esri data)

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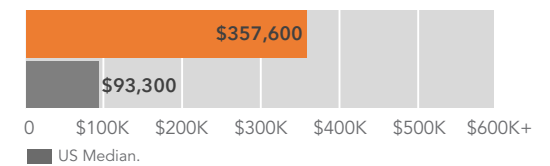US Average.   *Hispanic Can Be of Any Race.

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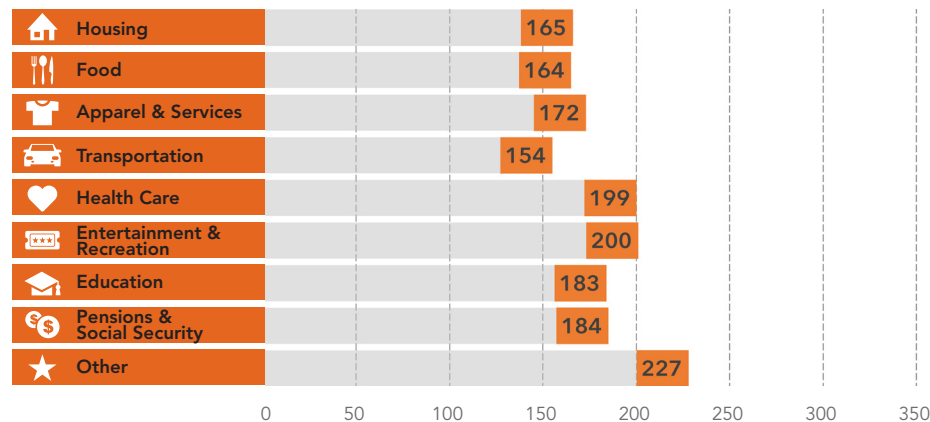
Median Household Income

$113,400
$56,100

Median Net Worth
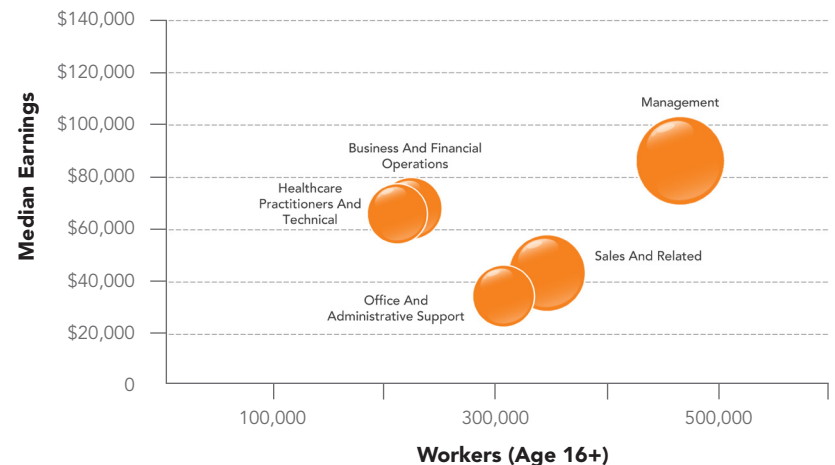
$357,600
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	165
Food	164
Apparel & Services	172
Transportation	154
Health Care	199
Entertainment & Recreation	200
Education	183
Pensions & Social Security	184
Other	227

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.
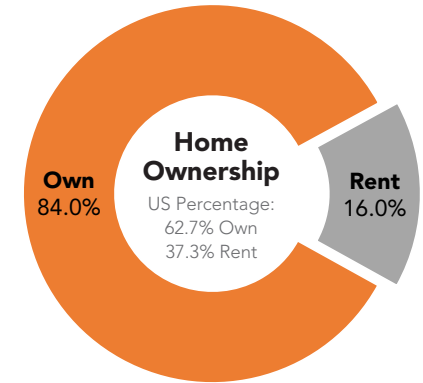
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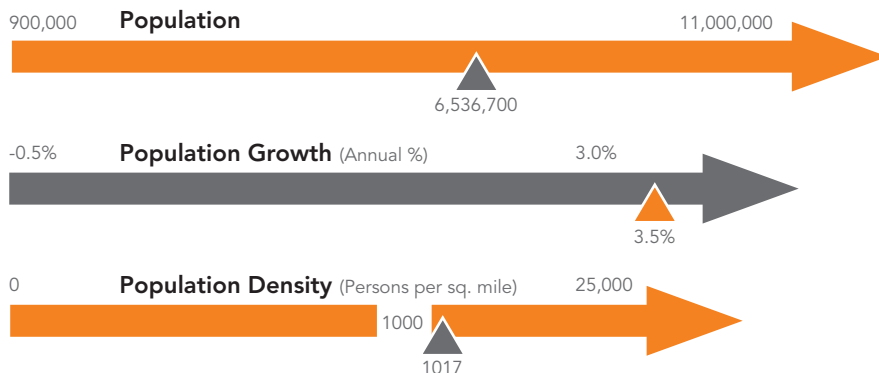
Typical Housing:
Single Family

Median Value:
$350,000
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.0%

Rent 16.0%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,536,700

Population Growth (Annual %)
-0.5% — 3.0%
3.5%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1017

ESRI INDEXES

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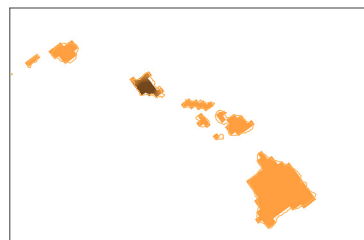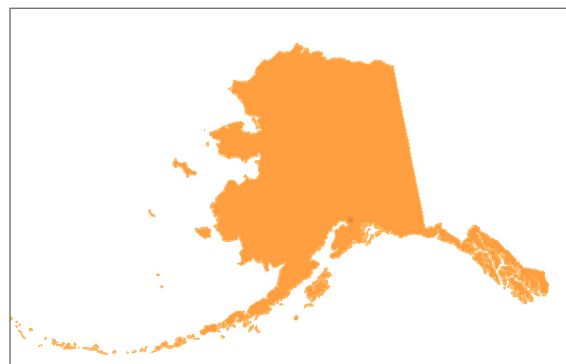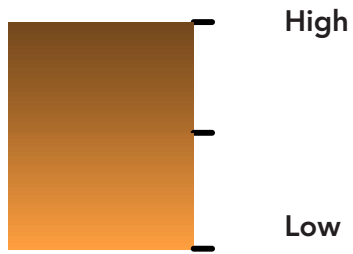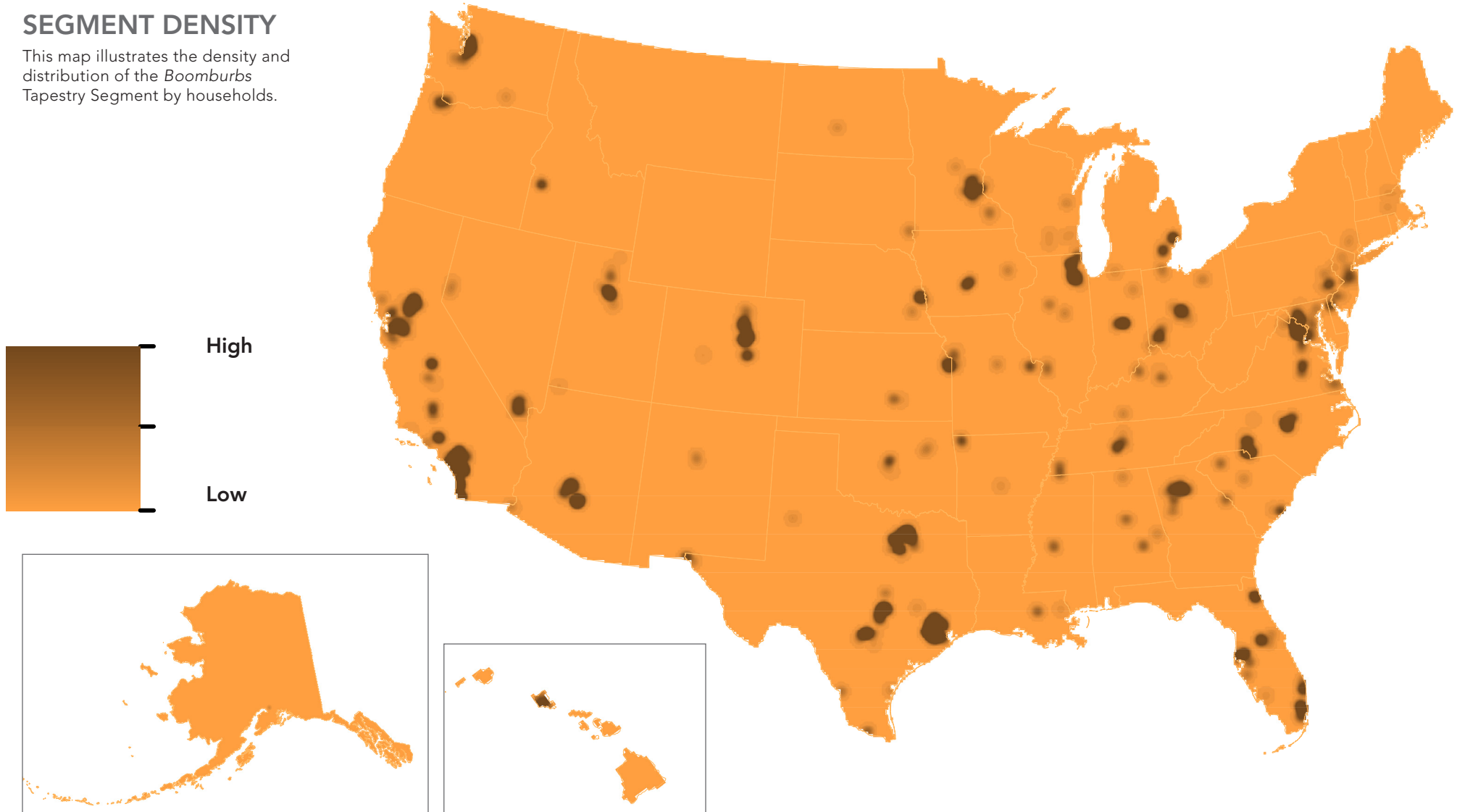
0 — **153** — 350
Wealth Index

0 — **167** — 350
Socioeconomic Status Index

0 — **156** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Boomburbs* Tapestry Segment by households.

High

Low

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esri.com

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Savvy Suburbanites

1D

Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: $108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of $362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Low unemployment at 3.5% (Index 65); higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2%, (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

☐ Indicates US

Male   Female
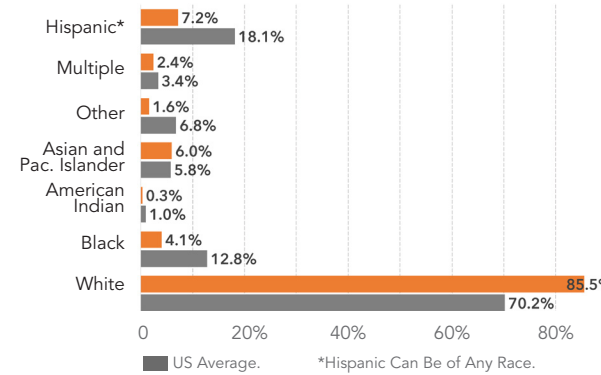
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 36.2 US: 64.0

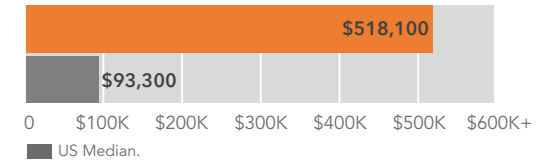| Group	This market	US Average
Hispanic*	7.2%	18.1%
Multiple	2.4%	3.4%
Other	1.6%	6.8%
Asian and Pac. Islander	6.0%	5.8%
American Indian	0.3%	1.0%
Black	4.1%	12.8%
White	85.5%	70.2%

☐ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
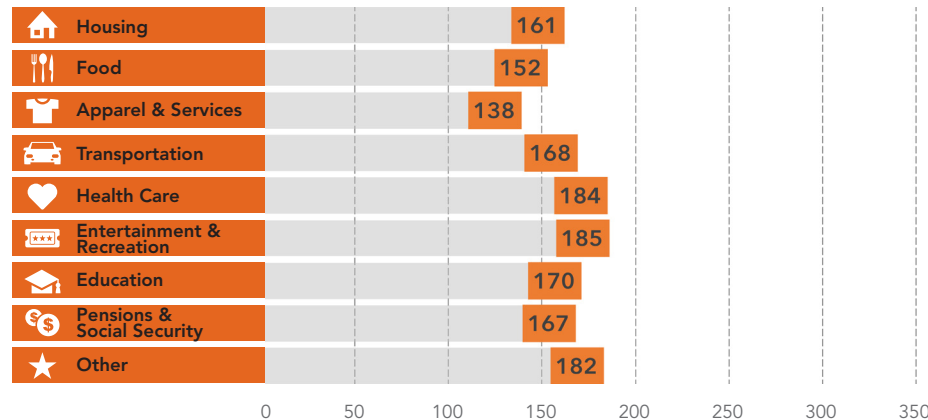
Median Household Income

$108,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$518,100
$93,300

0 $100K $200K $300K $400K $500K $600K+
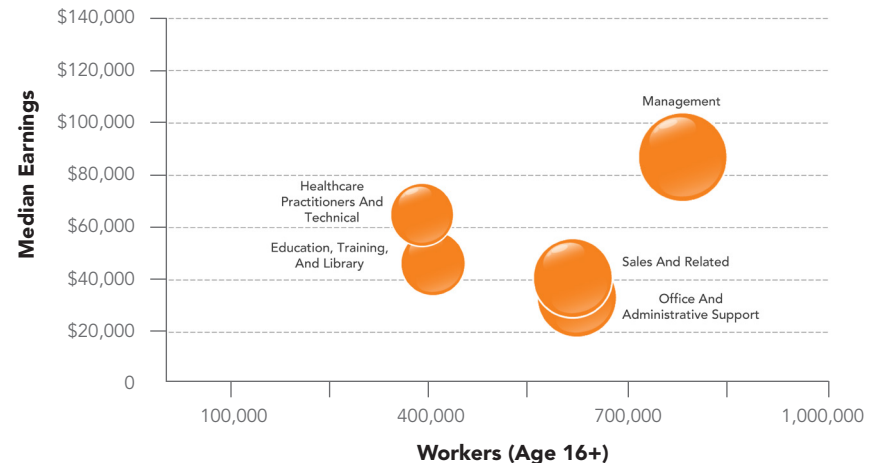
☐ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	161
Food	152
Apparel & Services	138
Transportation	168
Health Care	184
Entertainment & Recreation	185
Education	170
Pensions & Social Security	167
Other	182

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Healthcare Practitioners And Technical

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.

- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.

- There is extensive use of housekeeping and personal care services.

- Foodies: They like to cook and prefer natural or organic products.

- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.

- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.
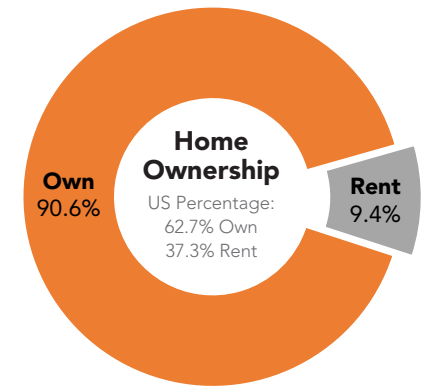
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
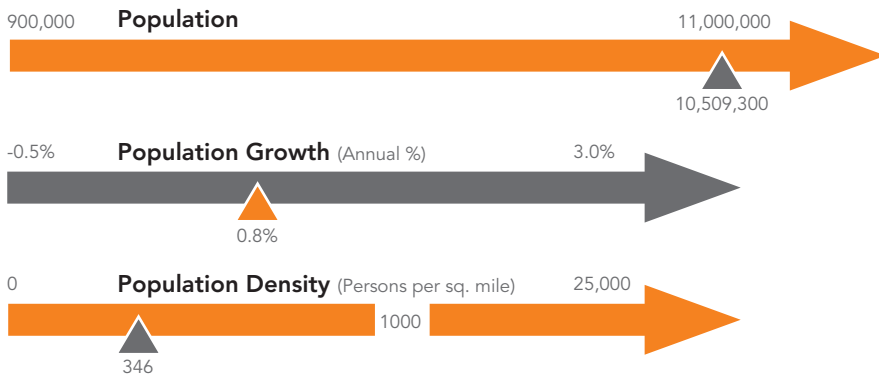
Typical Housing:
Single Family

Median Value:
$362,900

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 90.6%

Rent 9.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,509,300

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
346

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **200** — 350
Wealth Index

0 — **168** — 350
Socioeconomic Status Index

0 — **138** — 350
Housing Affordability Index
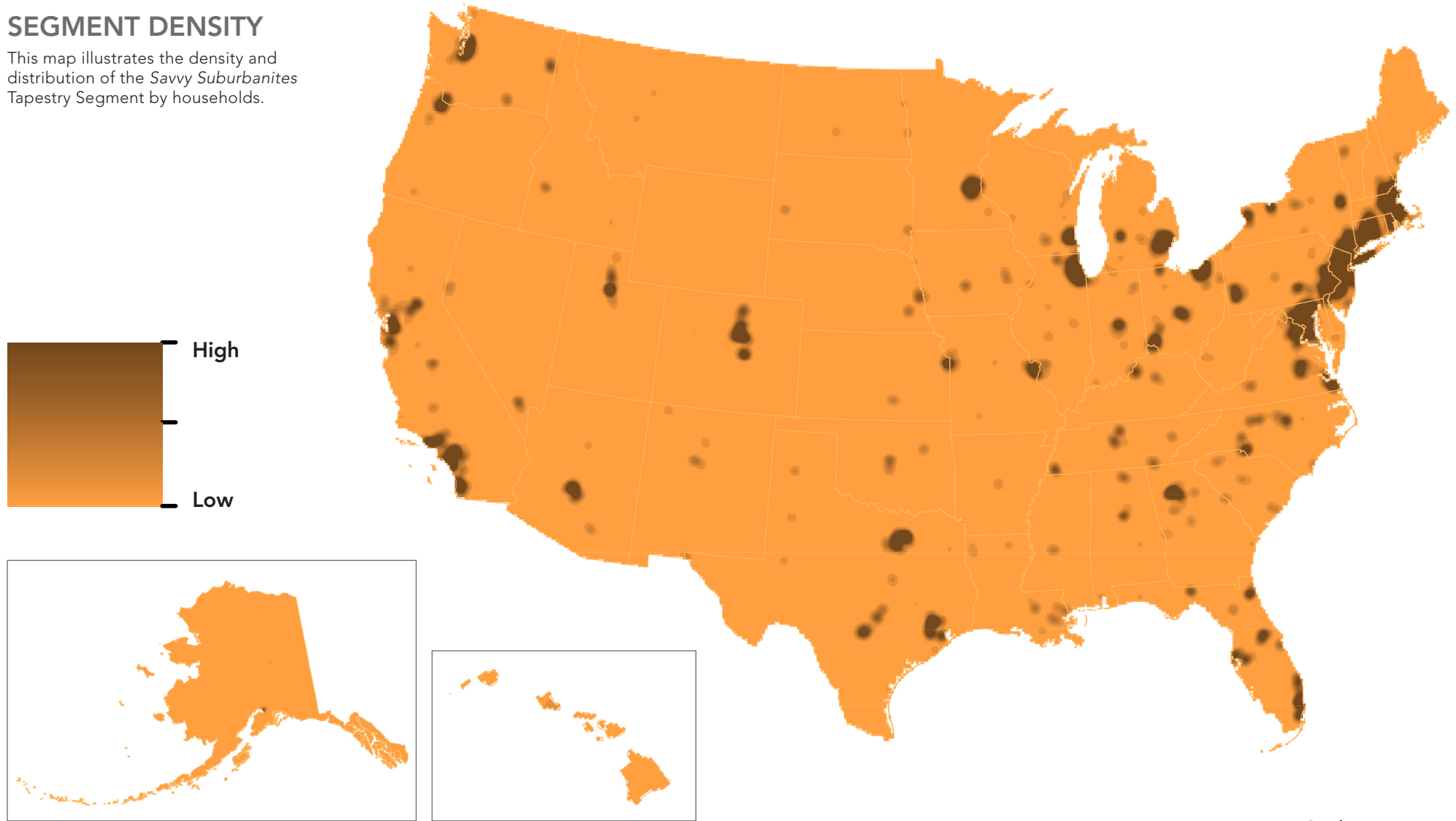
1D
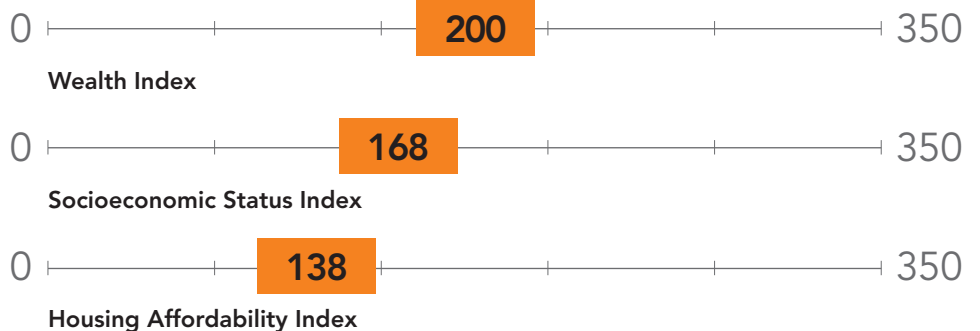
LifeMode Group: Affluent Estates
Savvy Suburbanites

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Savvy Suburbanites* Tapestry Segment by households.

High

Low

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LifeMode Group: Affluent Estates

Exurbanites

1E

Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: $103,400

WHO ARE WE?

Ten years later, *Exurbanites* residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of $423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- Unemployment remains low at 3.3% (Index 61); more of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- *Exurbanites* residents are well connected, using the Internet for everything from shopping to managing their finances.
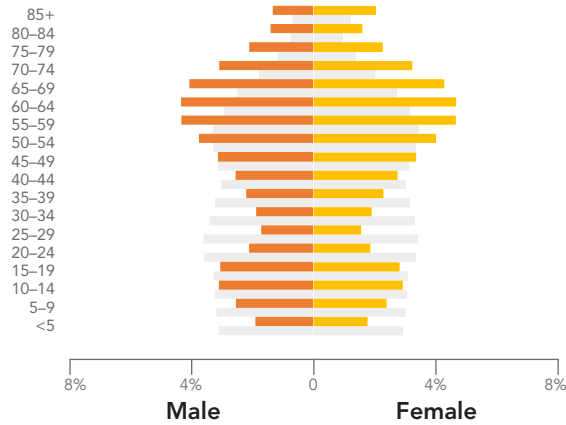- Sociable and hardworking, they still find time to stay physically fit.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION

esri.com/tapestry

AGE BY SEX (Esri data)
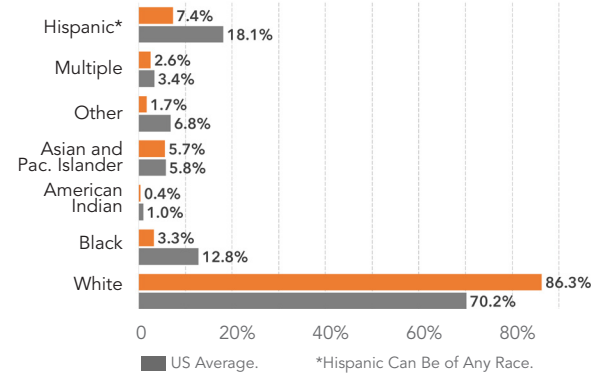
Median Age: 51.0 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 35.2 US: 64.0

Category	Value	US Average
Hispanic*	7.4%	18.1%
Multiple	2.6%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	0.4%	1.0%
Black	3.3%	12.8%
White	86.3%	70.2%

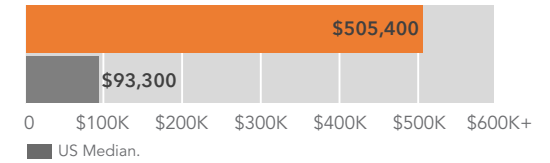■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
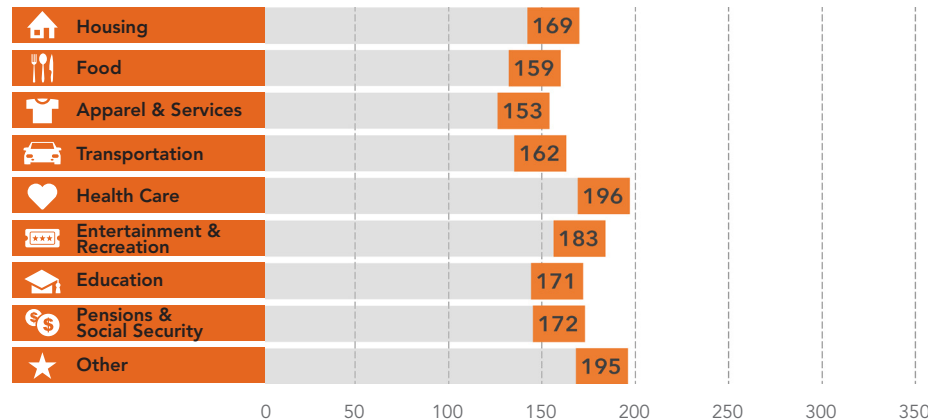
Median Household Income

$103,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$505,400
$93,300

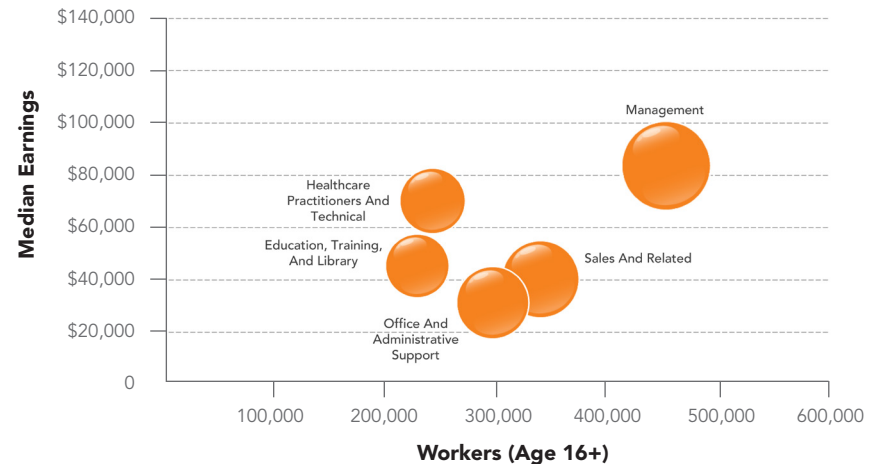0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	169
Food	159
Apparel & Services	153
Transportation	162
Health Care	196
Entertainment & Recreation	183
Education	171
Pensions & Social Security	172
Other	195

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Healthcare Practitioners And Technical

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

Exurbanites

1E

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Exurbanites* residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.
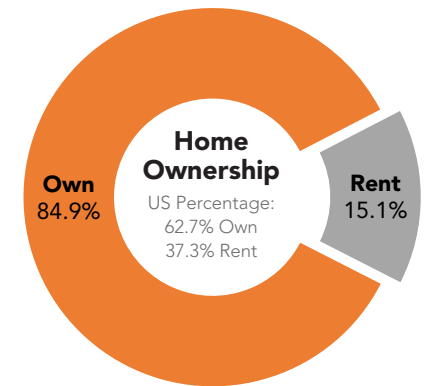
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
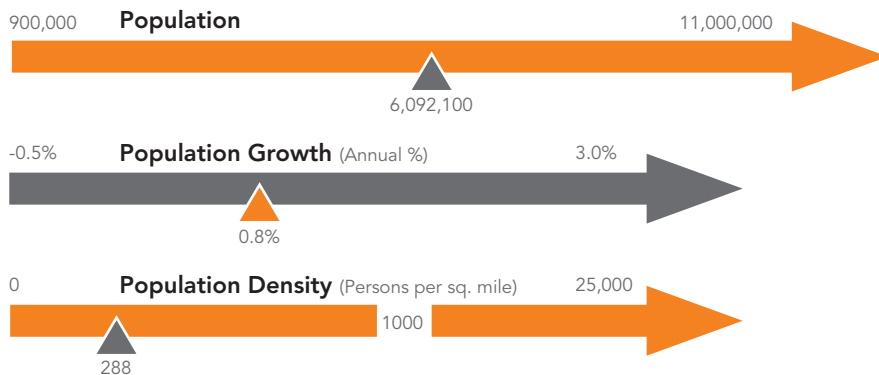
Typical Housing:
Single Family

Median Value:
$423,400
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.9%

Rent 15.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,092,100

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
288

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
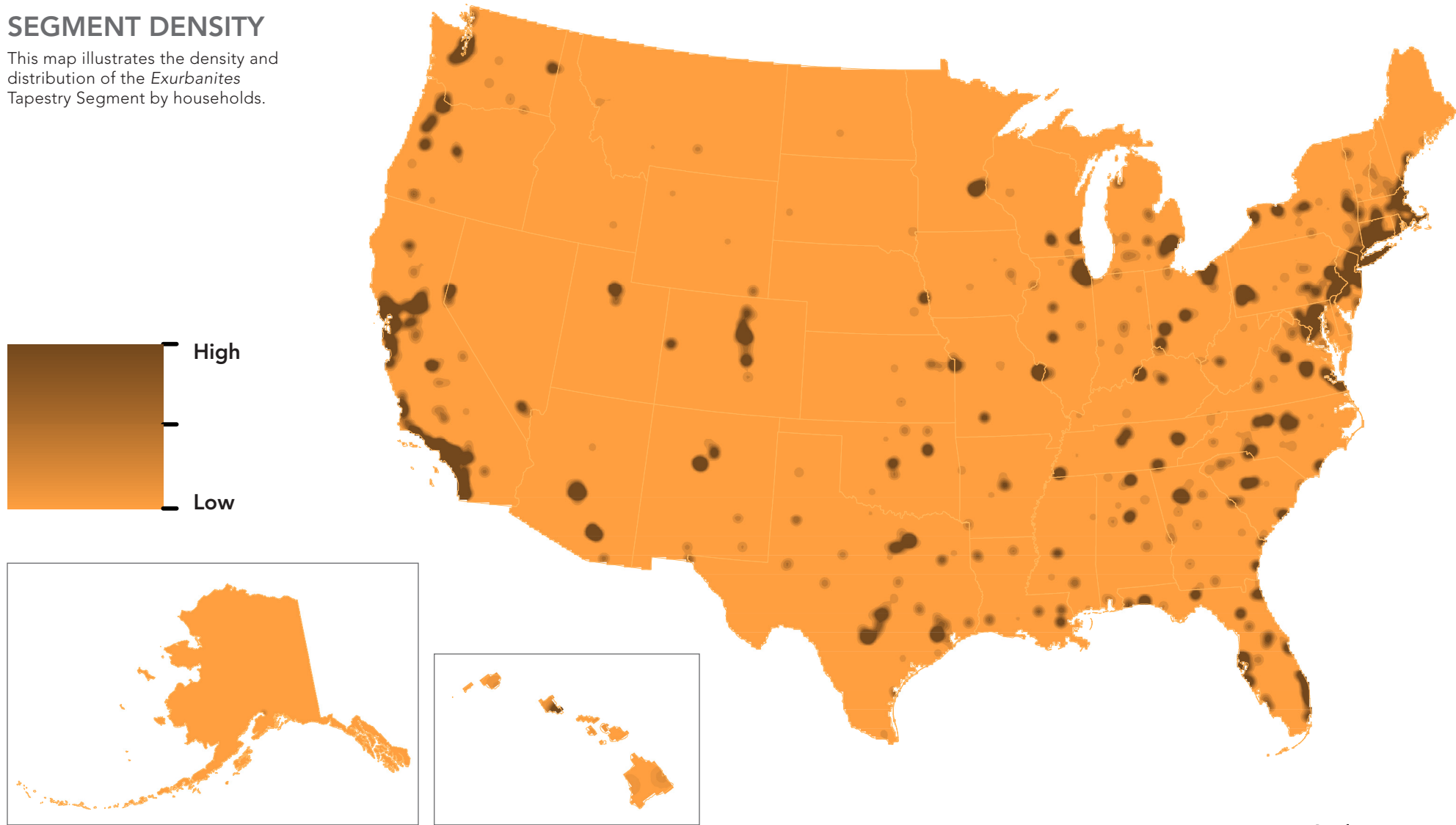
0 — **264** — 350
Wealth Index

0 — **167** — 350
Socioeconomic Status Index

0 — **117** — 350
Housing Affordability Index
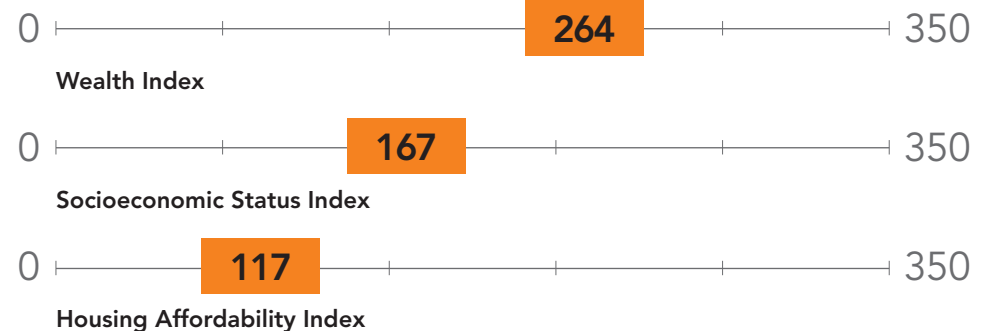
SEGMENT DENSITY

This map illustrates the density and distribution of the *Exurbanites* Tapestry Segment by households.

High

Low

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Urban Chic

2A

Households: 1,635,200

Average Household Size: 2.39

Median Age: 43.3

Median Household Income: $109,400

WHO ARE WE?

Urban Chic residents are professionals that live a sophisticated, exclusive lifestyle. Half of all households are occupied by married-couple families and about 30% are singles. These are busy, well-connected, and well-educated consumers—avid readers and moviegoers, environmentally active, and financially stable. This market is a bit older, with a median age of 43 years, and growing slowly, but steadily.

OUR NEIGHBORHOOD

- More than half of *Urban Chic* households include married couples; nearly 30% are singles.

- Average household size is slightly lower at 2.39.

- Homes range from prewar to recent construction, high-rise to single family. Over 60% of householders live in single-family homes; more than one in four live in multiunit structures.

- Two-thirds of homes are owner occupied.

- Major concentrations of these neighborhoods are found in the suburban periphery of large metropolitan areas on the California coast and along the East Coast.

- Most households have two vehicles available. Commuting time is slightly longer, but commuting by bicycle is common (Index 252).

SOCIOECONOMIC TRAITS

- Well educated, more than 65% of residents hold a bachelor's degree or higher (Index 212).

- Unemployment rate is well below average at 3.3% (Index 61); labor force participation is higher at 68%.

- Residents are employed in white collar occupations—in managerial, technical, and legal positions.

- Nearly 40% of households receive income from investments.

- Environmentally aware, residents actively recycle and maintain a "green" lifestyle.

- These busy, tech-savvy residents use PCs extensively for an array of activities such as shopping, banking, and staying current—a top market for Apple computers.
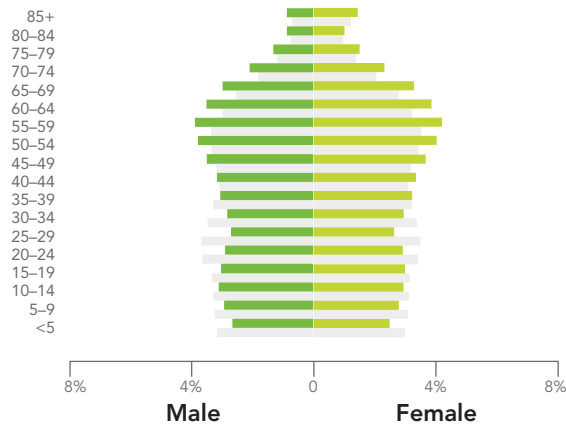
TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
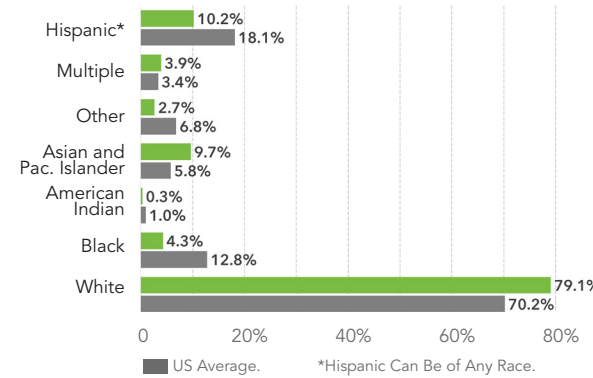
Median Age: 43.3 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.1 US: 64.0

Group	Value
Hispanic*	10.2% / 18.1%
Multiple	3.9% / 3.4%
Other	2.7% / 6.8%
Asian and Pac. Islander	9.7% / 5.8%
American Indian	0.3% / 1.0%
Black	4.3% / 12.8%
White	79.1% / 70.2%

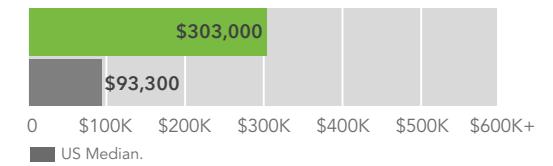■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
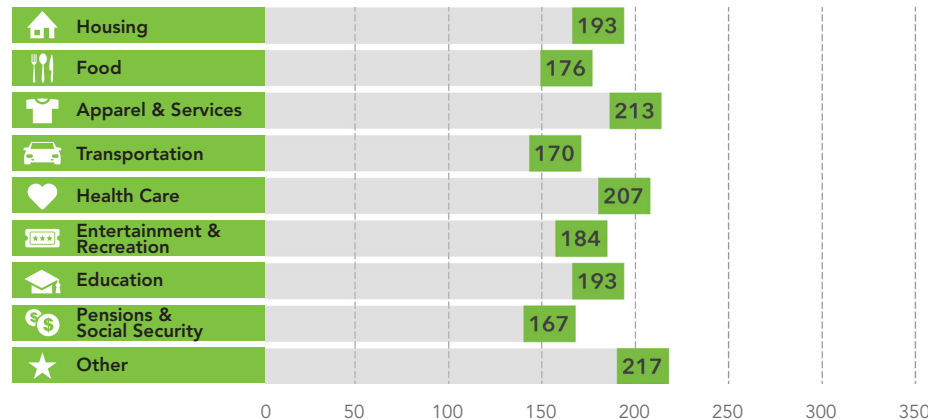
Median Household Income

$109,400
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$303,000
$93,300

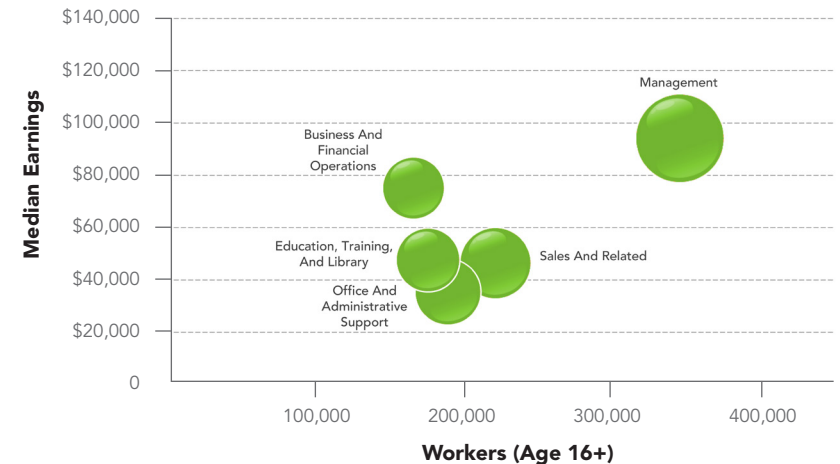0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	193
Food	176
Apparel & Services	213
Transportation	170
Health Care	207
Entertainment & Recreation	184
Education	193
Pensions & Social Security	167
Other	217

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Business And Financial Operations

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

2A LifeMode Group: Upscale Avenues
Urban Chic

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Shop at Trader Joe's, Costco, or Whole Foods.
- Eat organic foods, drink imported wine, and truly appreciate a good cup of coffee.
- Travel extensively (domestically and internationally).
- Prefer to drive luxury imports and shop at upscale establishments.
- Embrace city life by visiting museums, art galleries, and movie theaters for a night out.
- Avid book readers of both digital and audio formats.
- Financially shrewd residents that maintain a healthy portfolio of stocks, bonds, and real estate.
- In their downtime, enjoy activities such as skiing, yoga, hiking, and tennis.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
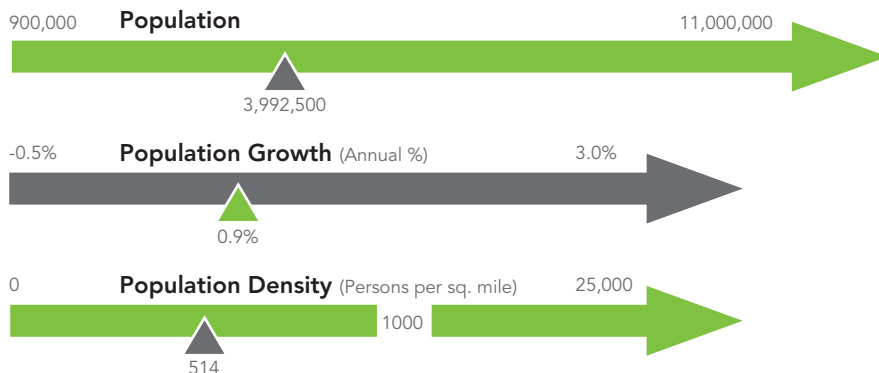
Typical Housing:
Single Family

Median Value:
$623,400
US Median: $207,300
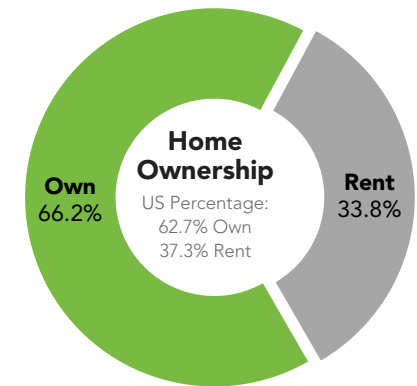
Home Ownership
US Percentage:
62.7% Own
37.3% Rent
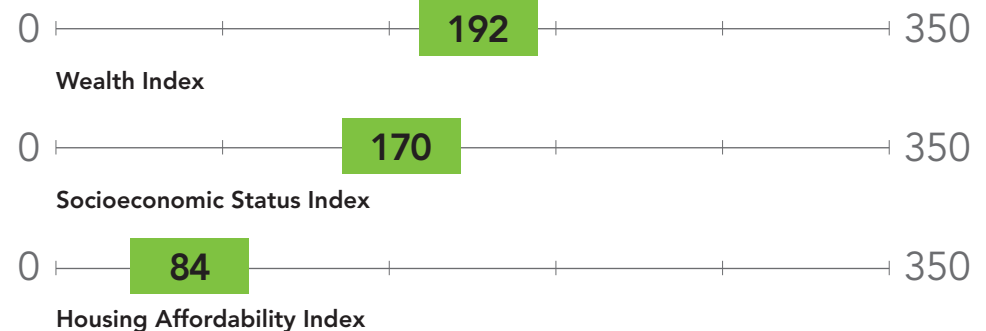
Own 66.2%
Rent 33.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,992,500

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
514

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index: 0 — 192 — 350

Socioeconomic Status Index: 0 — 170 — 350

Housing Affordability Index: 0 — 84 — 350

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Urban Chic* Tapestry Segment by households.
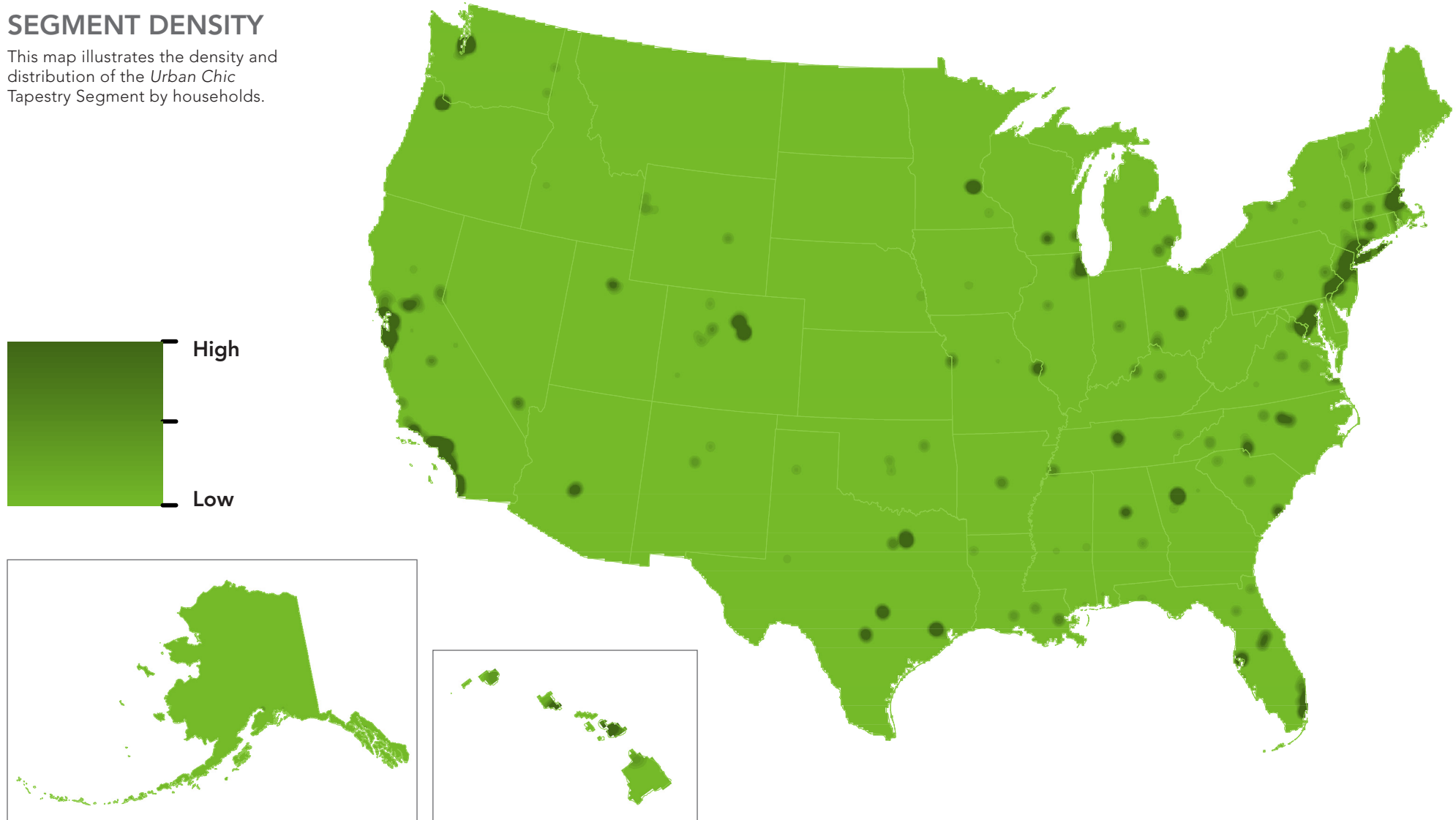
High

Low

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THE
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LifeMode Group: Upscale Avenues
Pleasantville

2B

Households: 2,718,100

Average Household Size: 2.88

Median Age: 42.6

Median Household Income: $92,900

WHO ARE WE?

Prosperous domesticity best describes the settled denizens of *Pleasantville*. Situated principally in older housing in suburban areas in the Northeast (especially in New York and New Jersey) and secondarily in the West (especially in California), these slightly older couples move less than any other market. Many couples have already transitioned to empty nesters; many are still home to adult children. Families own older, single-family homes and maintain their standard of living with dual incomes. These consumers have higher incomes and home values and much higher net worth (Index 364). Older homes require upkeep; home improvement and remodeling projects are a priority—preferably done by contractors. Residents spend their spare time participating in a variety of sports or watching movies. They shop online and in a variety of stores, from upscale to discount, and use the Internet largely for financial purposes.

OUR NEIGHBORHOOD

- Suburban periphery of large metropolitan areas, primarily in Middle Atlantic or Pacific states.

- Most homes owned (and mortgaged) (Index 146).

- Households composed of older married-couple families, more without children under 18, but many with children over 18 years (Index 141).

- Older, single-family homes: two-thirds built before 1970, close to half from 1950 to 1969.

- One of the lowest percentages of vacant housing units at 4.5% (Index 39).

- Suburban households with 3 or more vehicles and a longer travel time to work (Index 132).

SOCIOECONOMIC TRAITS

- Education: 66% college educated, 37% with a bachelor's degree or higher.

- Low unemployment at 4.6%; higher labor force participation rate at 67% (Index 107); higher proportion of HHs with 2 or more workers (Index 118).

- Many professionals in finance, information/technology, education, or management.

- Median household income denotes affluence, with income primarily from salaries, but also from investments (Index 130) or Social Security (Index 106) and retirement income (Index 122).

- Not cost-conscious, these consumers willing to spend more for quality and brands they like.

- Prefer fashion that is classic and timeless as opposed to trendy.

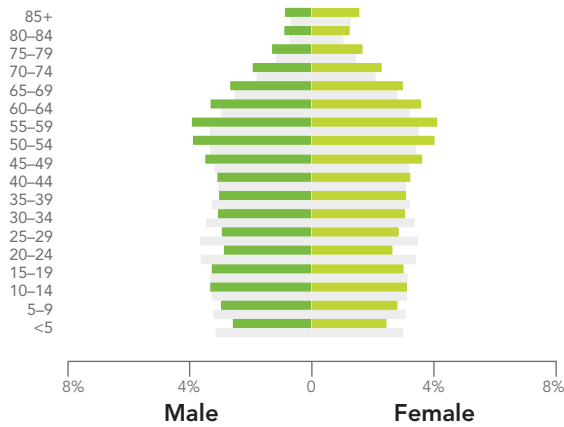- Use all types of media equally (newspapers, magazines, radio, Internet, TV).

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 42.6 US: 38.2

Indicates US

Male   Female
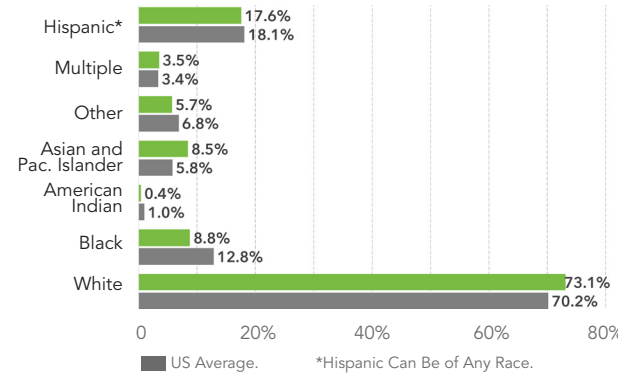
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 61.0 US: 64.0

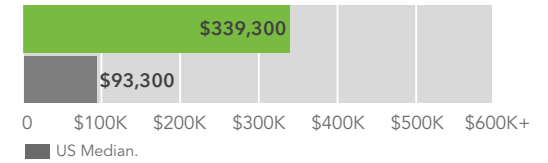| Group	This market	US Average
Hispanic*	17.6%	18.1%
Multiple	3.5%	3.4%
Other	5.7%	6.8%
Asian and Pac. Islander	8.5%	5.8%
American Indian	0.4%	1.0%
Black	8.8%	12.8%
White	73.1%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
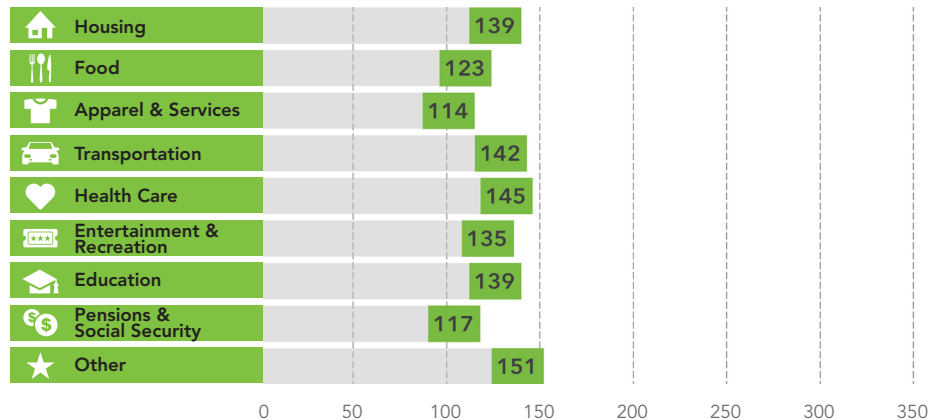
Median Household Income

$92,900

$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$339,300

$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	139
Food	123
Apparel & Services	114
Transportation	142
Health Care	145
Entertainment & Recreation	135
Education	139
Pensions & Social Security	117
Other	151

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer imported SUVs, serviced by a gas station or car dealer.
- Invest in conservative securities and contribute to charities.
- Work on home improvement and remodeling projects, but also hire contractors.
- Have bundled services (TV/Internet/phone).
- Access the Internet via fiber optics or cable modem, on a newer computer, to pay bills, make purchases, and track investments.
- Subscribe to premium channels (HBO, Showtime, or Starz) and use video-on-demand to watch TV shows and movies.
- Enjoy outdoor gardening, going to the beach, visiting theme parks, frequenting museums, and attending rock concerts.
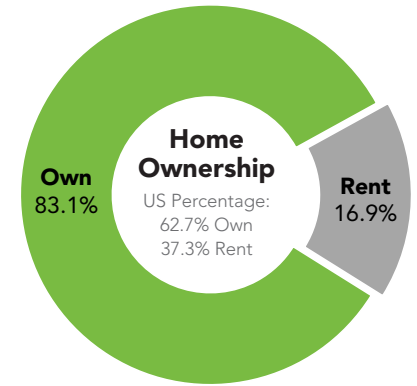
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
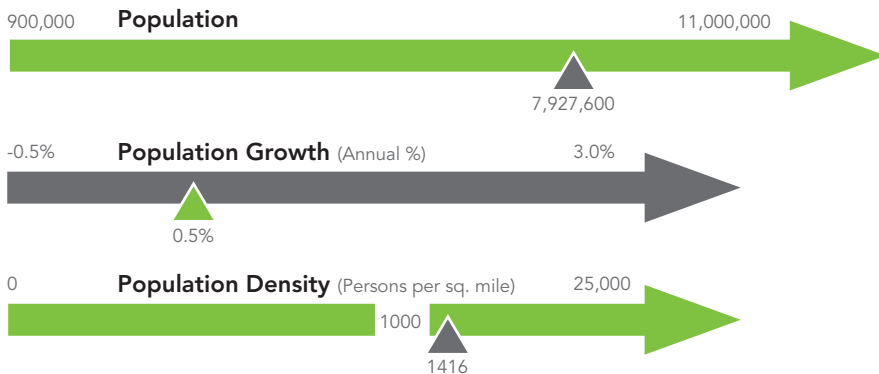
Typical Housing:
Single Family

Median Value:
$382,000
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 83.1%

Rent 16.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
7,927,600

Population Growth (Annual %)
-0.5% — 3.0%
0.5%

Population Density (Persons per sq. mile)
0 — 25,000
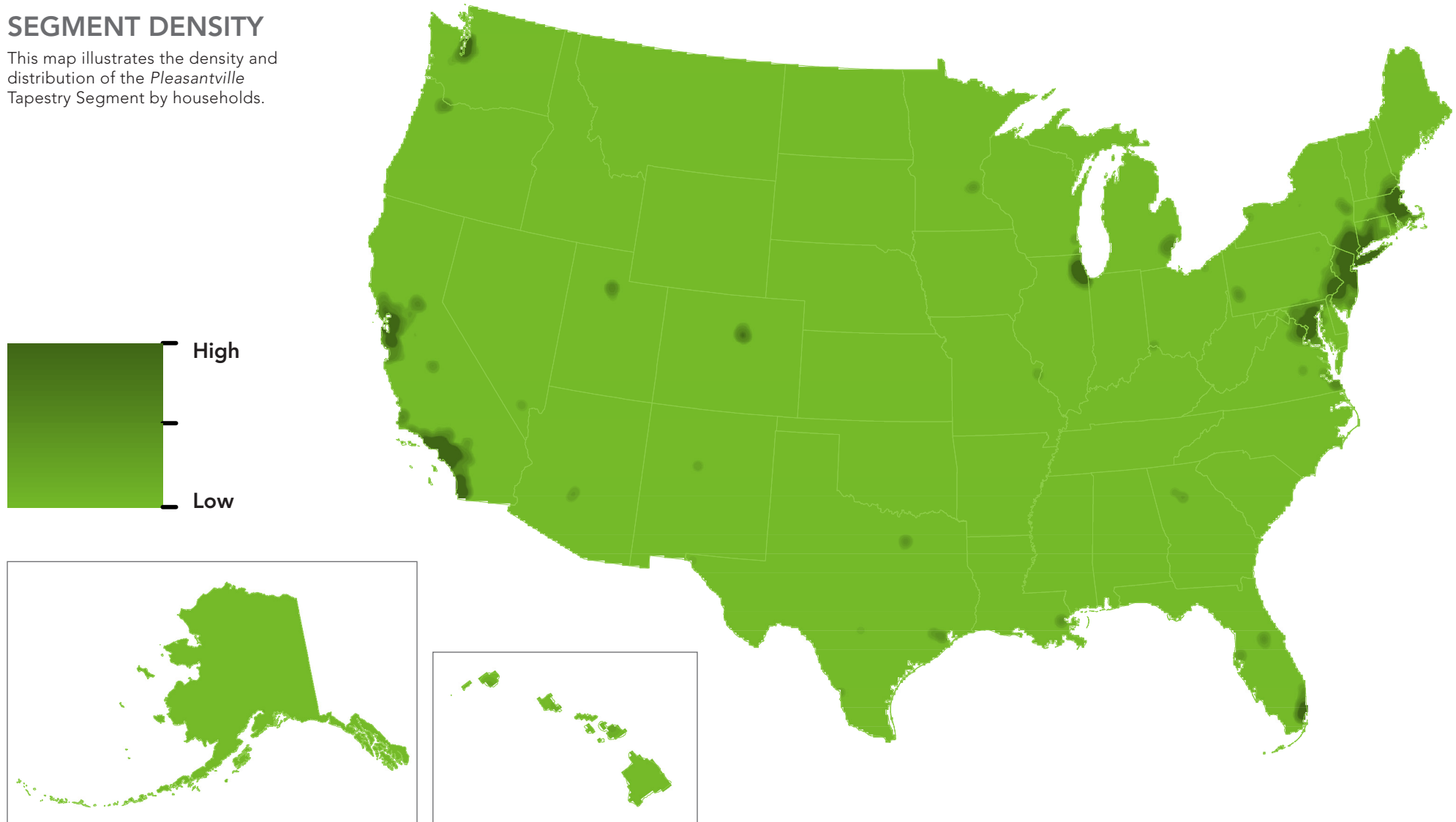1000
1416

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **153** — 350
Wealth Index

0 — **138** — 350
Socioeconomic Status Index

0 — **110** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and
distribution of the *Pleasantville*
Tapestry Segment by households.

High

Low

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Pacific Heights

2C

Households: 889,400

Average Household Size: 3.17

Median Age: 42.7

Median Household Income: $93,300

WHO ARE WE?

Pacific Heights is one of the smaller markets (with less than 1 percent of households), composed of upscale neighborhoods in the urban periphery of metropolitan areas, along the Pacific Coast in California, in Hawaii, and in the Northeast. This market includes the highest percentage of Asian and multiracial populations; many of them born outside the US. This is a family market, distinguished by married-couple families, with and without children, some in multigenerational households. They own their homes, mainly high-priced single-family homes, with a higher proportion of town houses. Workers are generally employed in white collar occupations such as business, computer, architecture, and engineering roles. Median household income and net worth are much higher than the US. These trendy residents buy nice food and clothing, as well as the latest gadgets. They keep up with family overseas with frequent phone calls and foreign travel.

OUR NEIGHBORHOOD

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.

- Homes are primarily owner occupied and older, most built 1950–1979 (57%).

- Two-thirds of homes are single family; 14% are townhouses (Index 244).

- Nearly 70% of owned homes are valued at over $500,000 (Index 492).

- Percentage of vacant housing units at 4.1% is one of the lowest (Index 36).

- About 61% of households are composed of married couple families, with or without children under 18 years, with a higher ratio of adult children living at home (Index 157).

- Two-thirds of households own 1 or 2 vehicles, but 28% own 3 or more (Index 141).

SOCIOECONOMIC TRAITS

- Education completed: Over 67% of residents have some college education; 41% have a bachelor's degree or higher (Index 131).

- Labor force participation rate is average at 62%; unemployment rate is lower at 4.1%.

- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.

- Financially conservative, these consumers tend to opt for low-risk investments.

- They keep up-to-date with the latest styles and trends, as well as the latest technology.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
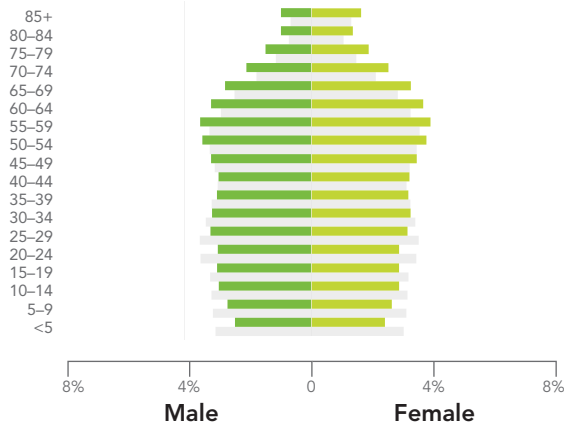
AGE BY SEX (Esri data)
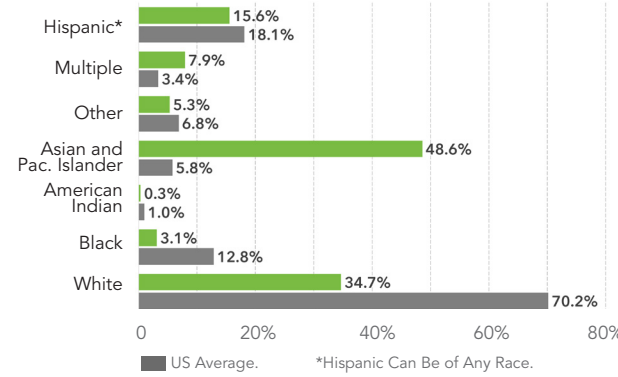
Median Age: 42.7 US: 38.2

█ Indicates US

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 75.0 US: 64.0

Race/Ethnicity	Market	US Average
Hispanic*	15.6%	18.1%
Multiple	7.9%	3.4%
Other	5.3%	6.8%
Asian and Pac. Islander	48.6%	5.8%
American Indian	0.3%	1.0%
Black	3.1%	12.8%
White	34.7%	70.2%

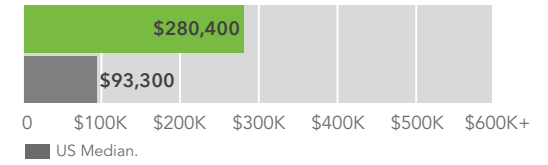█ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
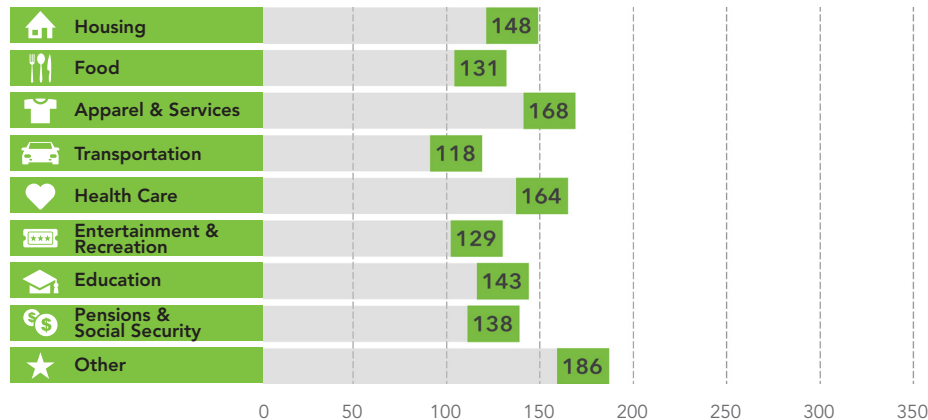
Median Household Income

$93,300
$56,100

Median Net Worth
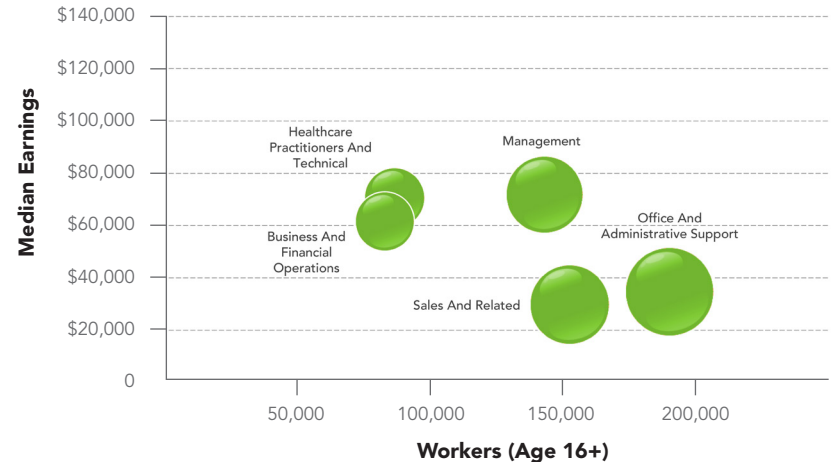
$280,400
$93,300

█ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	148
Food	131
Apparel & Services	168
Transportation	118
Health Care	164
Entertainment & Recreation	129
Education	143
Pensions & Social Security	138
Other	186

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer imported vehicles, owning later models.
- Favor trendier stores for apparel, Costco and specialty markets for groceries
- Own iPods, iPads, and newer Mac computers.
- Use the Internet to visit online blogs and chat rooms, watch TV programs and movies, trade and track investments, and make purchases.
- Enjoy gambling at casinos, visiting theme parks, eating out at family restaurants, stopping by Starbucks for coffee, listening to all news, contemporary, and hit radio music, and reading fashion magazines.
- Partial to Showtime, HBO, Travel Channel, and CNN.
- Make phone calls overseas; some foreign travel over the last 3 years.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
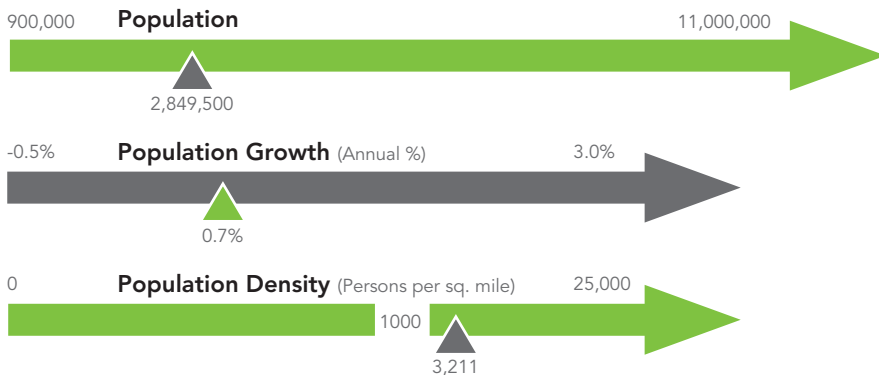
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 72.4%

Rent 27.6%

Typical Housing:
Single Family

Median Value:
$611,700
US Median: $207,300
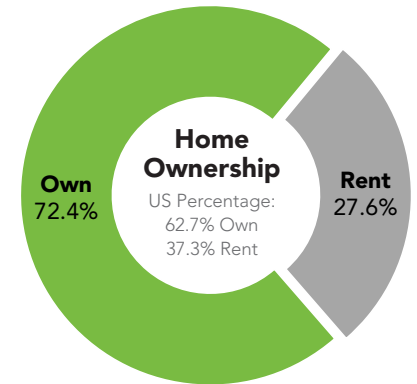
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,849,500

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
3,211

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
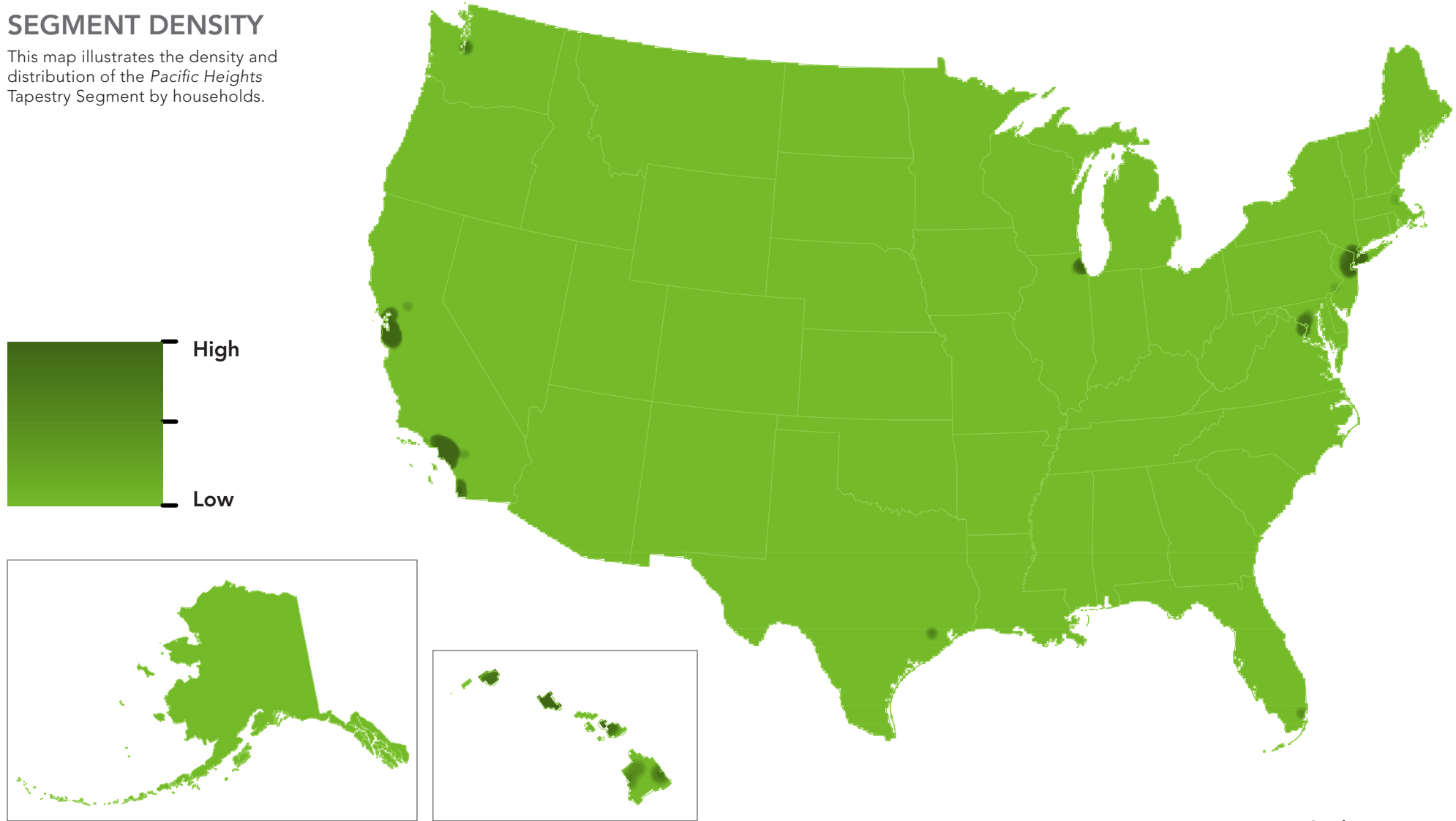
0 — **148** — 350
Wealth Index

0 — **136** — 350
Socioeconomic Status Index

0 — **75** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Pacific Heights* Tapestry Segment by households.

High

Low

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Enterprising Professionals

2D

Households: 1,737,200

Average Household Size: 2.48

Median Age: 35.3

Median Household Income: $86,600

WHO ARE WE?

Enterprising Professionals residents are well educated and climbing the ladder in STEM (science, technology, engineering, and mathematics) occupations. They change jobs often and therefore choose to live in condos, town homes, or apartments; many still rent their homes. The market is fast-growing, located in lower density neighborhoods of large metro areas. *Enterprising Professionals* residents are diverse, with Asians making up over one-fifth of the population. This young market makes over one and a half times more income than the US median, supplementing their income with high-risk investments. At home, they enjoy the Internet and TV on high-speed connections with premier channels and services.

OUR NEIGHBORHOOD

- Almost half of households are married couples, and 29% are single person households.
- Housing is a mixture of suburban single-family homes, row homes, and larger multiunit structures.
- Close to three quarters of the homes were built after 1980; 25% are newer, built after 2000.
- Renters make up nearly half of all households.

SOCIOECONOMIC TRAITS

- Median household income one and a half times that of the US.
- Over half hold a bachelor's degree or higher.
- Early adopters of new technology in hopes of impressing peers with new gadgets.
- Enjoy talking about and giving advice on technology.
- Half have smartphones and use them for news, accessing search engines, and maps.
- Work long hours in front of a computer.
- Strive to stay youthful and healthy, eat organic and natural foods, run and do yoga.
- Buy name brands and trendy clothes online.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
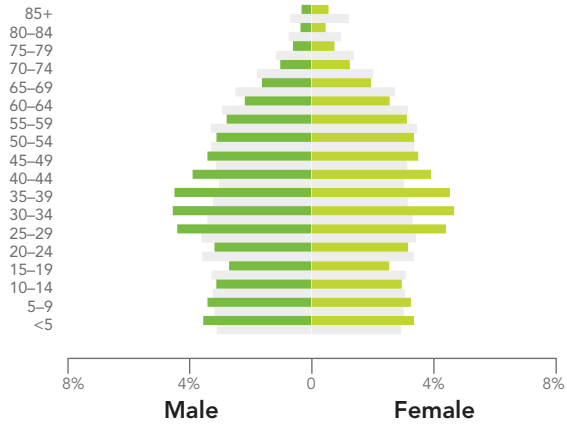
2D Enterprising Professionals

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
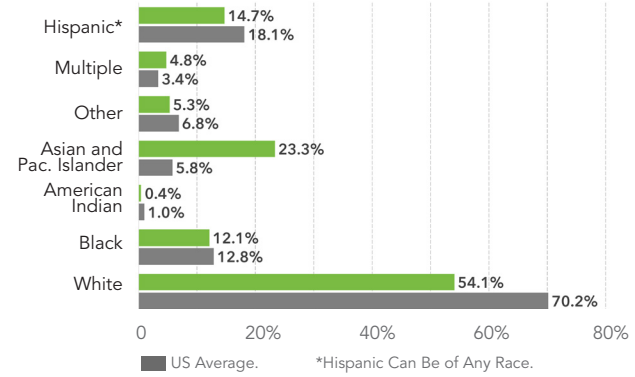
Median Age: 35.3 US: 38.2

▨ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 73.0 US: 64.0

Group	This market	US Average
Hispanic*	14.7%	18.1%
Multiple	4.8%	3.4%
Other	5.3%	6.8%
Asian and Pac. Islander	23.3%	5.8%
American Indian	0.4%	1.0%
Black	12.1%	12.8%
White	54.1%	70.2%

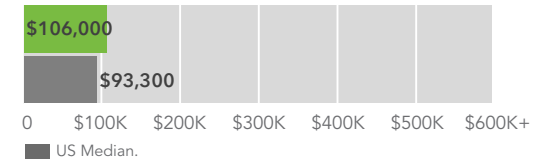■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
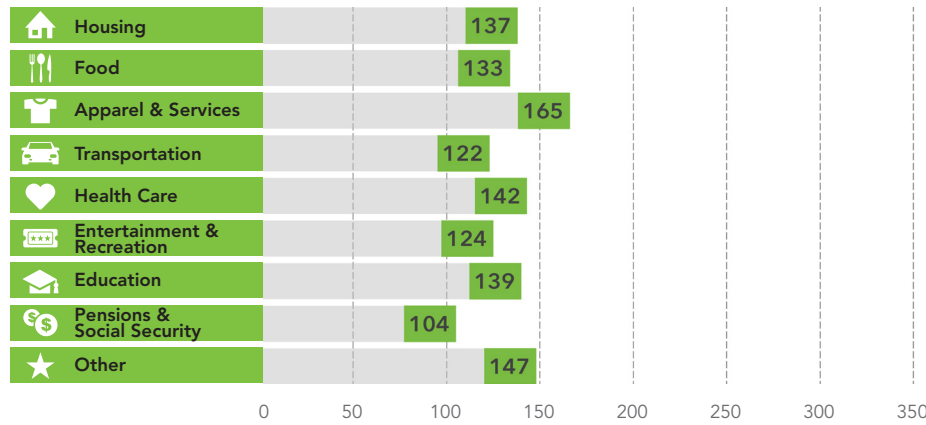
Median Household Income

$86,600
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$106,000
$93,300

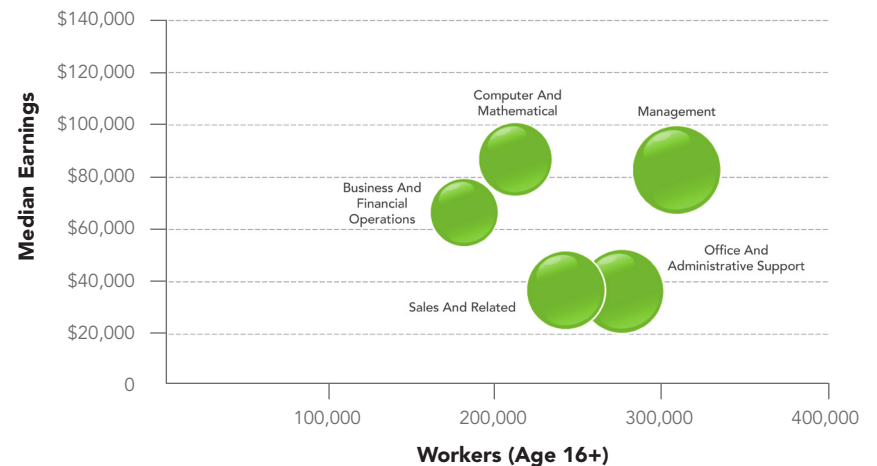0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	137
Food	133
Apparel & Services	165
Transportation	122
Health Care	142
Entertainment & Recreation	124
Education	139
Pensions & Social Security	104
Other	147

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

2D
Enterprising Professionals

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Buy digital books for tablet reading, along with magazines and newspapers.
- Frequent the dry cleaner.
- Travel to foreign and domestic destinations common.
- Watch movies and TV with video-on-demand and HDTV over a high-speed connection.
- Convenience is key—shop at Amazon.com and pick up drugs at the Target pharmacy.
- Eat out at The Cheesecake Factory, Chipotle Mexican, and Panera Bread; drop by Starbucks for coffee.
- Leisure activities include gambling, trips to museums and the beach.
- Have health insurance and a 401(k) through work.
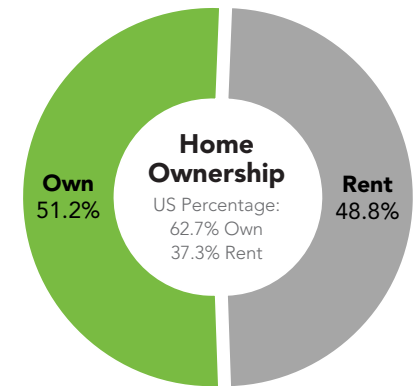
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

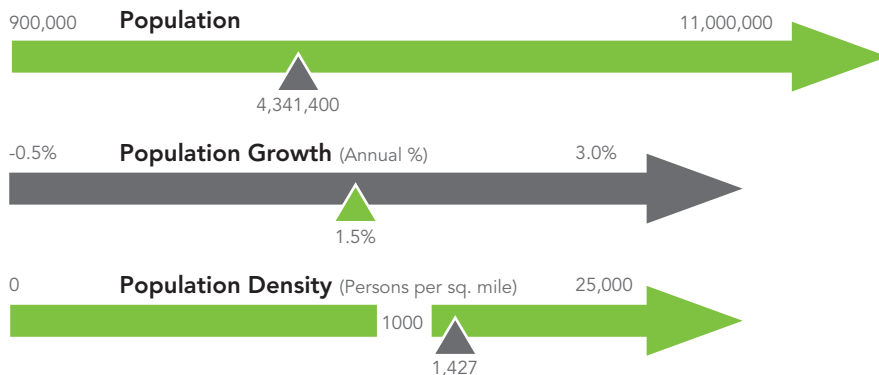**Typical Housing:**
Multiunits;
Single Family

Median Value:
$340,200

US Median: $207,300

Home Ownership
US Percentage:
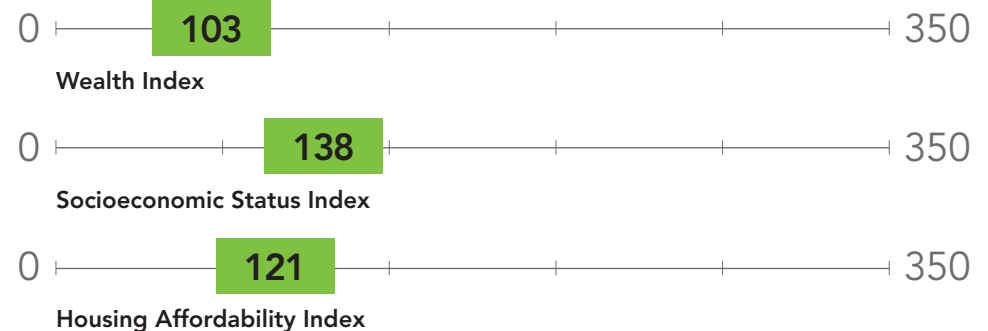62.7% Own
37.3% Rent

Own 51.2%
Rent 48.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,341,400

Population Growth (Annual %)
-0.5% — 3.0%
1.5%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,427

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
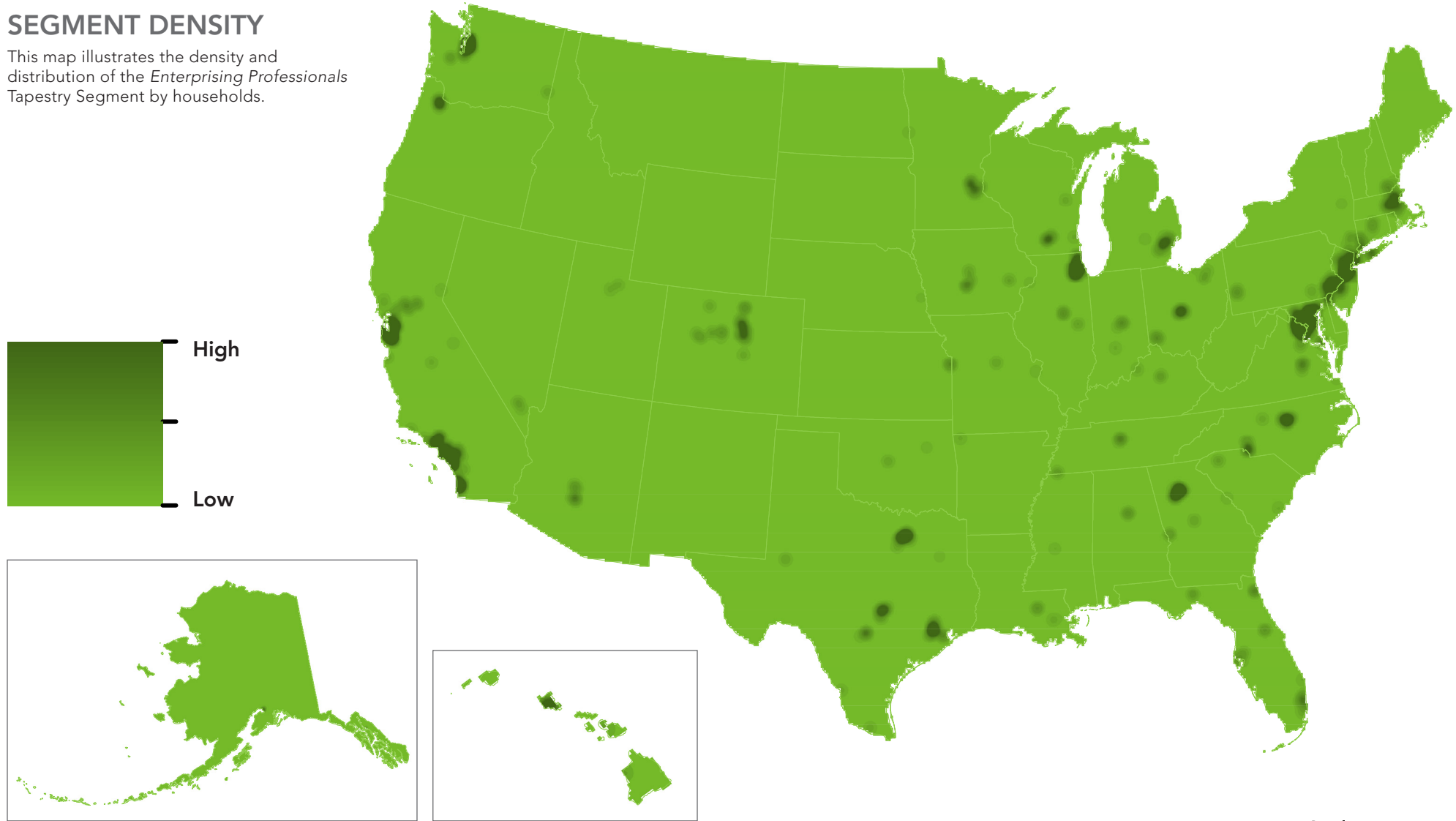
0 — 103 — 350
Wealth Index

0 — 138 — 350
Socioeconomic Status Index

0 — 121 — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Enterprising Professionals* Tapestry Segment by households.

High

Low

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esri.com

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Laptops and Lattes

3A

Households: 1,307,500

Average Household Size: 1.87

Median Age: 37.4

Median Household Income: $112,200

WHO ARE WE?

Laptops and Lattes residents are predominantly single, well-educated professionals in business, finance, legal, computer, and entertainment occupations. They are affluent and partial to city living—and its amenities. Neighborhoods are densely populated, primarily located in the cities of large metropolitan areas. Many residents walk, bike, or use public transportation to get to work; a number work from home. Although single householders technically outnumber couples, this market includes a higher proportion of partner households, including the highest proportion of same-sex couples. Residents are more interested in the stock market than the housing market. *Laptops and Lattes* residents are cosmopolitan and connected—technologically savvy consumers. They are active and health conscious, and care about the environment.

OUR NEIGHBORHOOD

- 30-something single householders (Index 174), with a number of shared households (Index 246); low average household size of 1.87.

- City dwellers, primarily in apartment buildings: with 2–4 units (Index 186), 5–19 units (Index 218), or 20+ units (Index 533).

- Older housing, 2 out of 3 homes built before 1970; 40% built before 1940 (Index 311).

- Most households renter occupied, with average rent close to $1,970 monthly (Index 189).

- Many owner-occupied homes valued at $500,000+ (Index 533).

- Majority of households own no vehicle at 36% (Index 390) or 1 vehicle (41%).

SOCIOECONOMIC TRAITS

- More than three out of four have a bachelor's degree or higher (Index 252).

- Unemployment rate is low at 2.8%; labor force participation is high, more than 75%.

- Salaries are the primary source of income for most households, but self-employment income (Index 146) and investment income (Index 173) complement the salaries in this market.

- These are health-conscious consumers, who exercise regularly and pay attention to the nutritional value of the food they purchase.

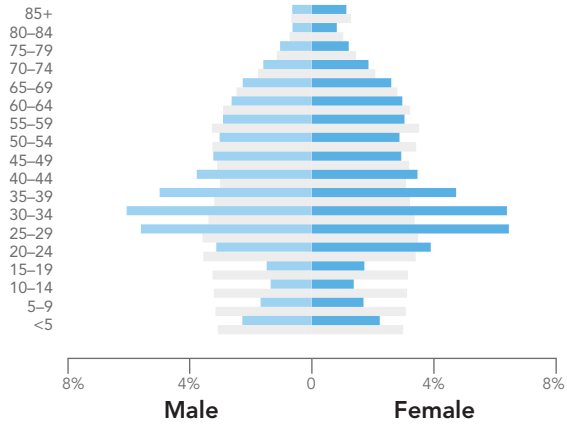- Environmentally conscientious but also image-conscious: both impact their purchasing.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
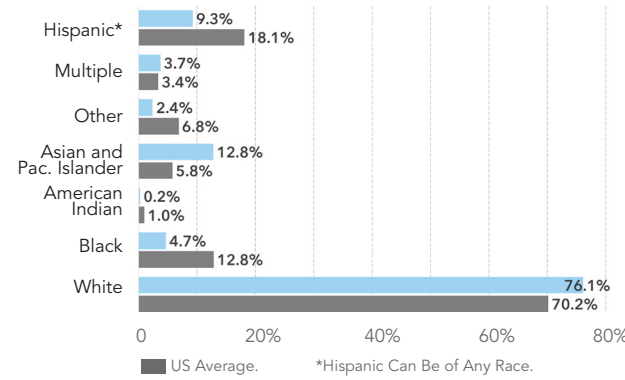
Median Age: 37.4   US: 38.2

■ Indicates US

Male — Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.3   US: 64.0

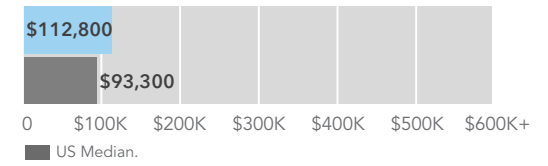| Group	This Market	US Average
Hispanic*	9.3%	18.1%
Multiple	3.7%	3.4%
Other	2.4%	6.8%
Asian and Pac. Islander	12.8%	5.8%
American Indian	0.2%	1.0%
Black	4.7%	12.8%
White	76.1%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
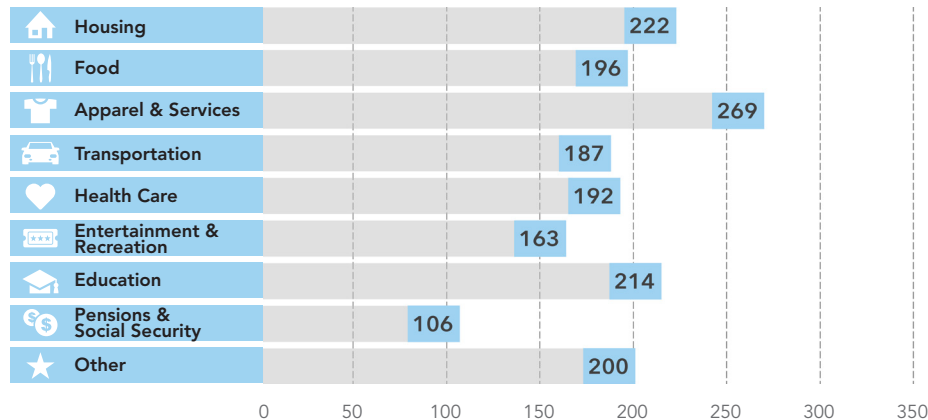
Median Household Income

$112,200
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$112,800
$93,300

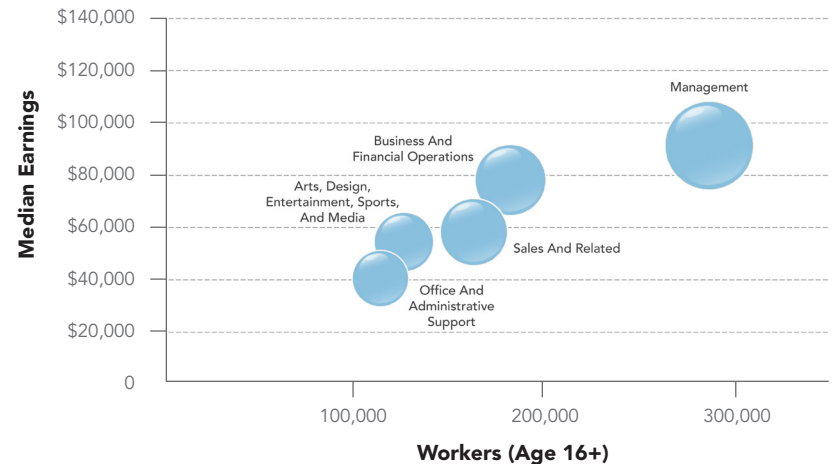0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	222
Food	196
Apparel & Services	269
Transportation	187
Health Care	192
Entertainment & Recreation	163
Education	214
Pensions & Social Security	106
Other	200

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Business And Financial Operations
Arts, Design, Entertainment, Sports, And Media
Sales And Related
Office And Administrative Support

Median Earnings — Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Support environmental groups, recycle faithfully, and contribute to arts/cultural organizations.
- Invest in mutual funds (bonds) and maintain retirement savings plans.
- Use their laptops, iPads, and mobile phones extensively to stay connected.
- Spend money on nice clothes, dining out, travel, treatments at day spas, and lattes at Starbucks.
- Physical fitness a priority, exercising at a club or other facility on a regular basis.
- Enjoy sports such as jogging/running, biking, tennis, soccer, skiing, yoga, and Pilates, as well as participating in fantasy sports leagues.
- Participate in leisure activities including painting, reading books or the newspaper on their iPad, watching movies rented from Netflix, hiking, backpacking, canoeing/kayaking, as well as going to bars/clubs, the beach, movies, art galleries, museums, the theater, opera, and rock concerts.
- Listen to classic rock, pop/top 40, classical, jazz, reggae, blues, folk, and alternative music.
- Favor organic food, purchasing groceries at higher-end markets.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
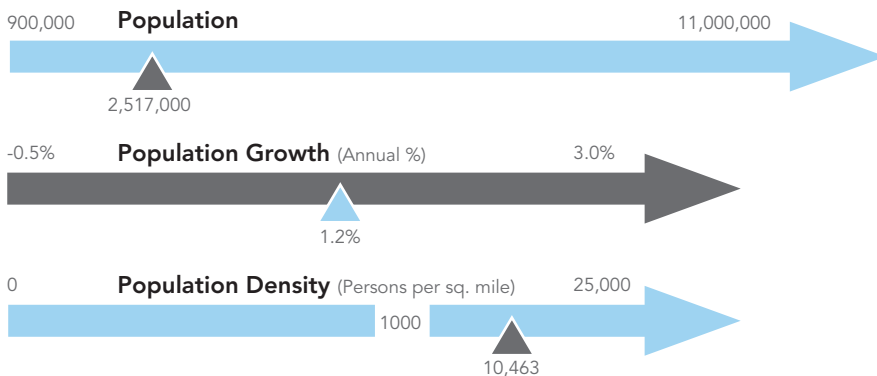
Typical Housing:
High-Density Apartments

Average Rent:
$1,965

US Average: $1,038
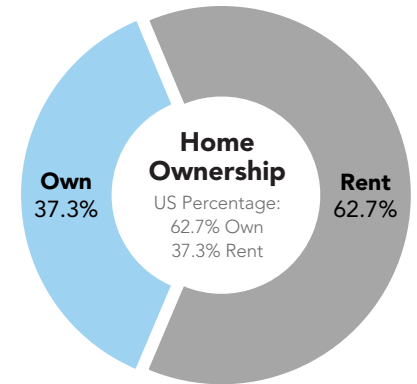
Home Ownership
US Percentage:
62.7% Own
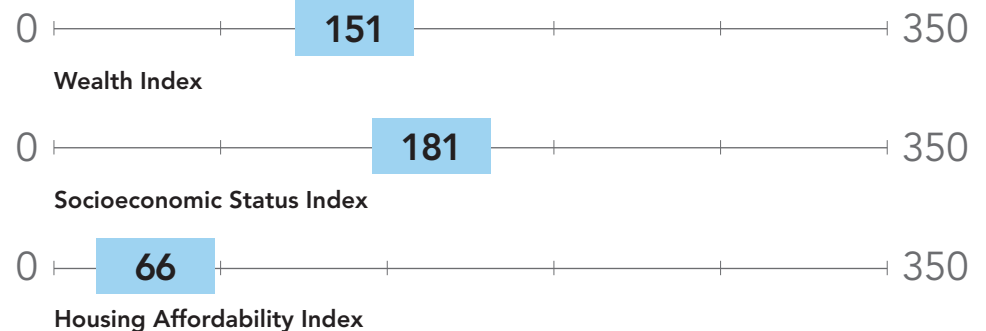37.3% Rent

Own 37.3%
Rent 62.7%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,517,000

Population Growth (Annual %)
-0.5% — 3.0%
1.2%

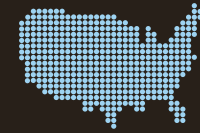**Population Density** (Persons per sq. mile)
0 — 25,000
1000
10,463

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
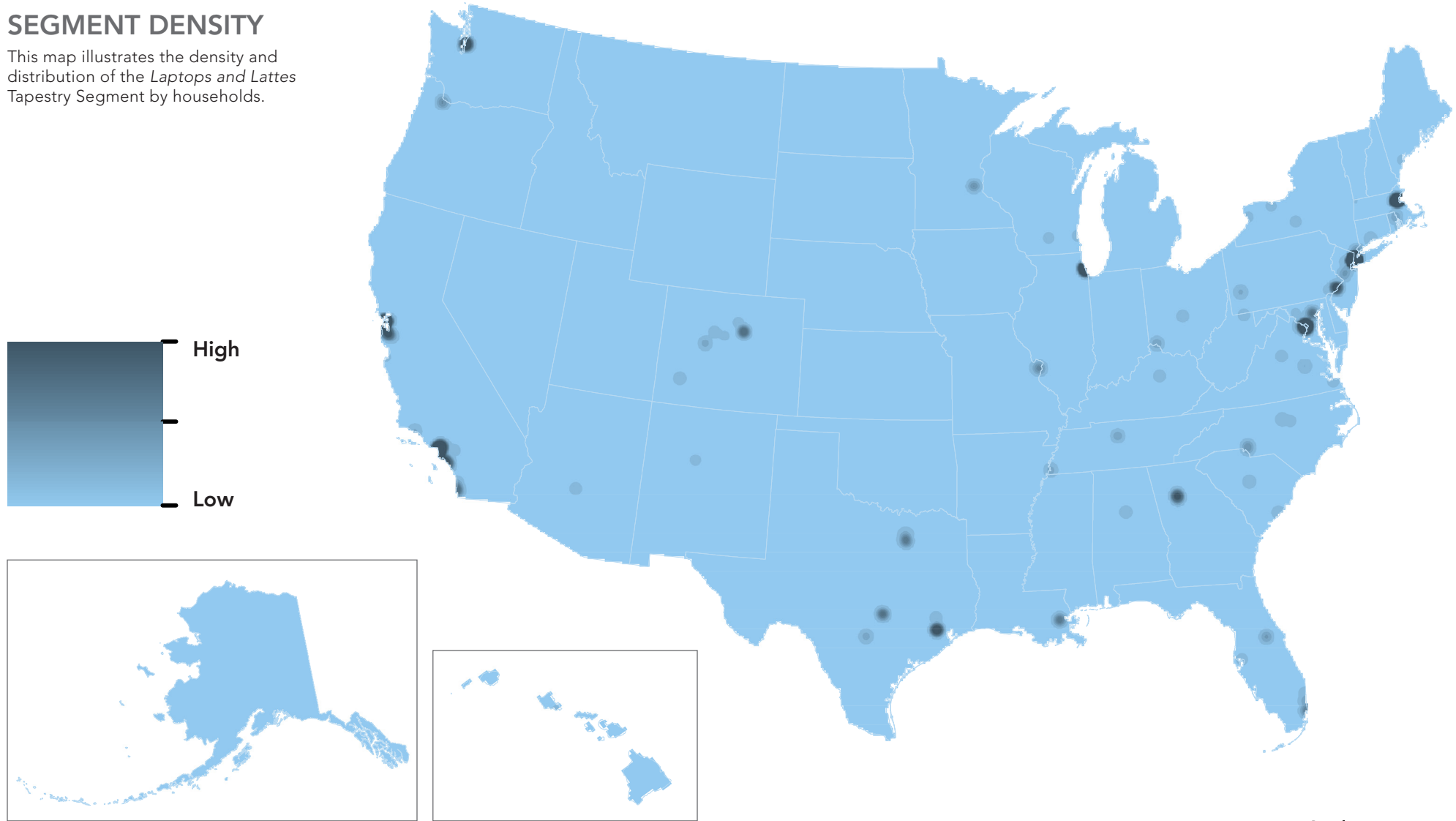
0 — **151** — 350
Wealth Index

0 — **181** — 350
Socioeconomic Status Index

0 — **66** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Laptops and Lattes* Tapestry Segment by households.

High

Low

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THE
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Metro Renters

3B

Households: 1,911,500

Average Household Size: 1.67

Median Age: 32.5

Median Household Income: $67,000

WHO ARE WE?

Residents in this highly mobile and educated market live alone or with a roommate in older apartment buildings and condos located in the urban core of the city. This is one of the fastest growing segments; the popularity of urban life continues to increase for consumers in their late twenties and thirties. *Metro Renters* residents income is above the US average, but they spend a large portion of their wages on rent, clothes, and the latest technology. Computers and cell phones are an integral part of everyday life and are used interchangeably for news, entertainment, shopping, and social media. *Metro Renters* residents live close to their jobs and usually walk or take a taxi to get around the city.

OUR NEIGHBORHOOD

- Over half of all households are occupied by singles, resulting in the smallest average household size among the markets, 1.67.

- Neighborhoods feature 20+ unit apartment buildings, typically surrounded by offices and businesses.

- Renters occupy close to 80% of all households.

- Public transportation, taxis, walking, and biking are popular ways to navigate the city.
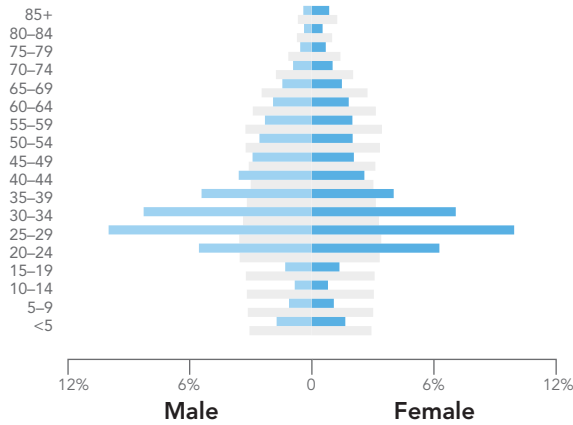
SOCIOECONOMIC TRAITS

- Well-educated consumers, many currently enrolled in college.

- Very interested in the fine arts and strive to be sophisticated; value education and creativity.

- Willing to take risks and work long hours to get to the top of their profession.

- Become well informed before purchasing the newest technology.

- Prefer environmentally safe products.

- Socializing and social status very important.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 32.5 US: 38.2

Indicates US

Male	Female

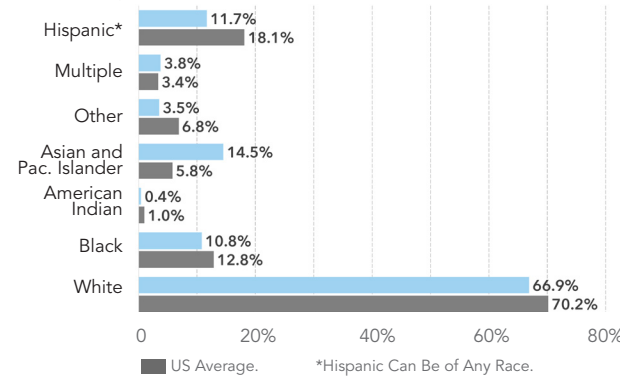## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 61.9 US: 64.0

Group	This market	US Average
Hispanic*	11.7%	18.1%
Multiple	3.8%	3.4%
Other	3.5%	6.8%
Asian and Pac. Islander	14.5%	5.8%
American Indian	0.4%	1.0%
Black	10.8%	12.8%
White	66.9%	70.2%

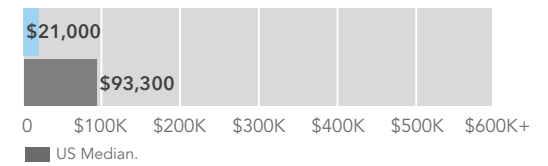US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
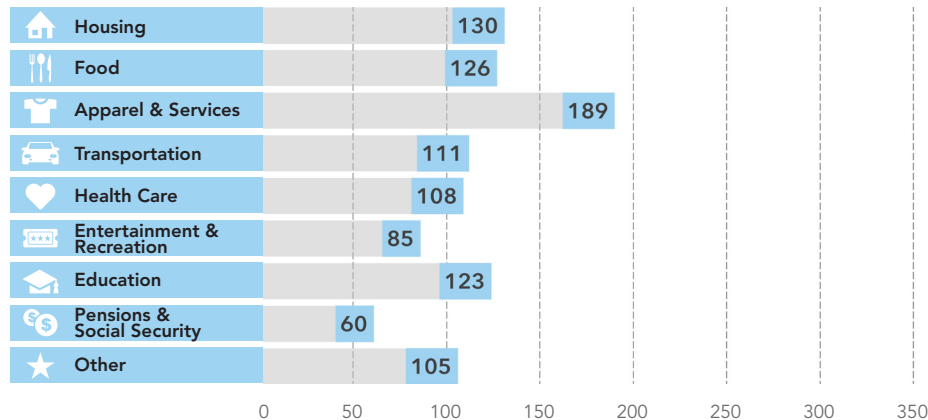
Median Household Income

$67,000
$56,100

Median Net Worth
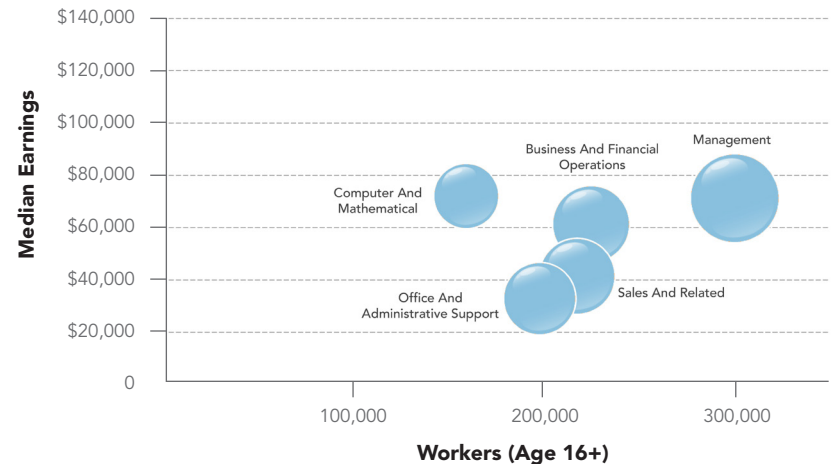
$21,000
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	130
Food	126
Apparel & Services	189
Transportation	111
Health Care	108
Entertainment & Recreation	85
Education	123
Pensions & Social Security	60
Other	105

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy wine at bars and restaurants.
- Shop at Trader Joe's and Whole Foods for groceries; partial to organic foods.
- Own a Mac computer and use it for reading/writing blogs, accessing dating websites, and watching TV programs and movies.
- Favorite websites: Facebook, Twitter, YouTube, and LinkedIn.
- Use a tablet for reading newspapers and magazines.
- Participate in leisure activities including yoga, Pilates, and downhill skiing.
- Shop for clothes at Banana Republic, The Gap, and Nordstrom.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 20.2%

Rent 79.8%

Typical Housing:
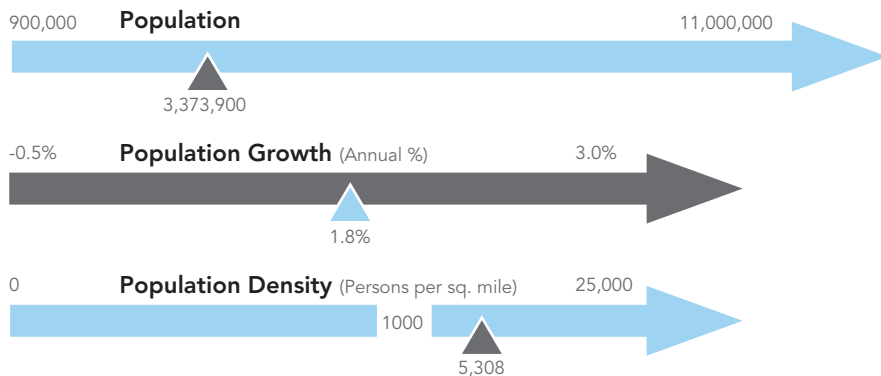Multiunit Rentals

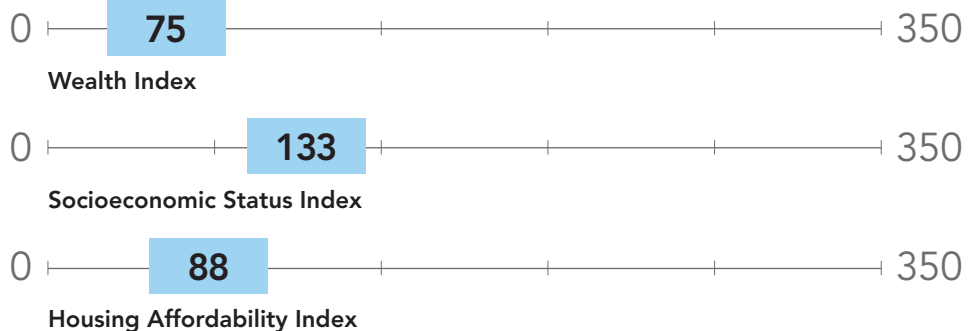**Average Rent:**
$1,430
US Average: $1,038
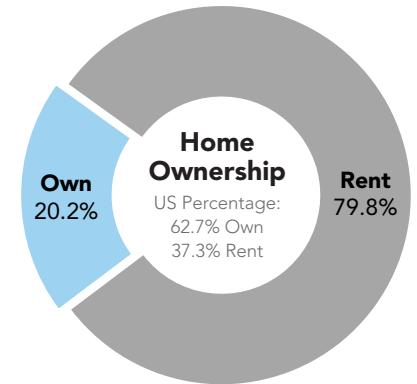
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,373,900

Population Growth (Annual %)
-0.5% — 3.0%
1.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
5,308

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
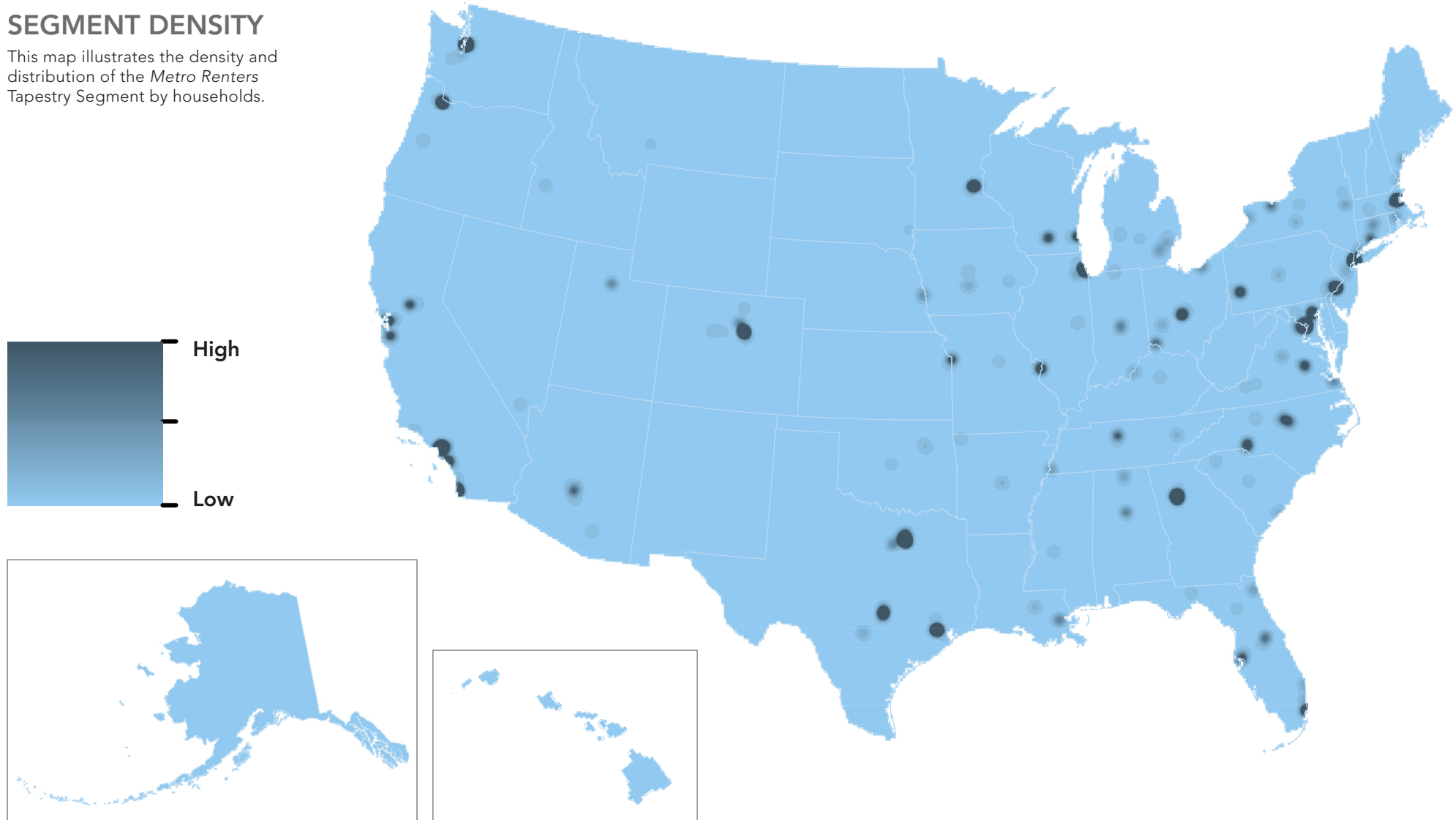
0 — **75** — 350
Wealth Index

0 — **133** — 350
Socioeconomic Status Index

0 — **88** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Metro Renters* Tapestry Segment by households.

High

Low

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Trendsetters

3C

Households: 1,319,400

Average Household Size: 2.12

Median Age: 36.3

Median Household Income: $63,100

WHO ARE WE?

Armed with the motto "you're only young once," *Trendsetters* residents live life to its full potential. These educated young singles aren't ready to settle down; they tend to not own homes or vehicles and choose to spend their disposable income on upscale city living and entertainment. Dressed head to toe in the most current fashions, their weeknights and weekends are filled discovering local art and culture, dining out, or exploring new hobbies. Their vacations are often spontaneous, packed with new experiences and chronicled on their Facebook pages.

OUR NEIGHBORHOOD

- *Trendsetters* residents are singles—living alone or with roommates or partners.

- More than 75% rent in upscale, multiunit structures.

- High-rent cities like New York; San Francisco; Chicago; and Washington, DC are popular among renters willing to pay well above US average rent (Index 138).

- Commuting can take up to an hour; public transportation, walking, and biking are popular; many own no vehicle.

SOCIOECONOMIC TRAITS

- These residents are young and well educated; more than half have a bachelor's degree or more.

- Well paid, with little financial responsibility, these consumers are spenders rather than savers. They seek financial advice and are already building their stock portfolios.

- Image is important to these consumers. They use the Internet to keep up with the latest styles and trends and shop around for good deals.

- *Trendsetters* residents travel often, exploring new destinations and experiences.

- Socially and environmentally conscious, they are willing to pay more for products that support their causes.

- Up-to-date on technology, they explore and exploit all the features of their smartphones.
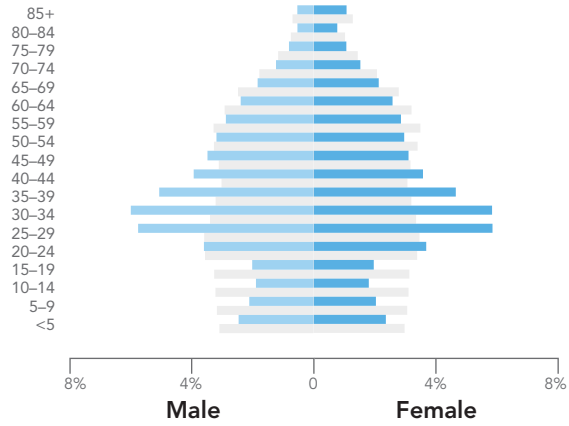
- They are attentive to good health and nutrition.

TAPESTRY™
SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
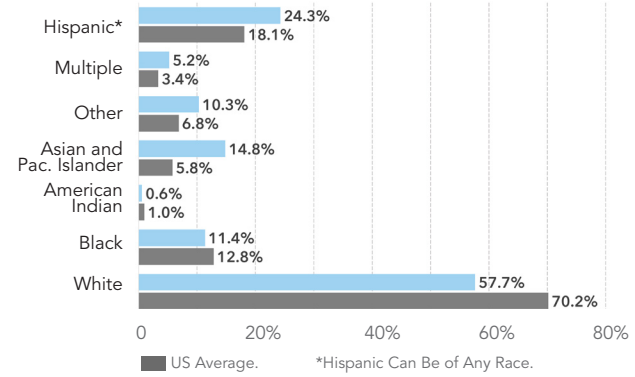
Median Age: 36.3 US: 38.2

Indicates US

8% 4% 0 4% 8%	
Male	**Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 76.8 US: 64.0

Group	This market	US Average
Hispanic*	24.3%	18.1%
Multiple	5.2%	3.4%
Other	10.3%	6.8%
Asian and Pac. Islander	14.8%	5.8%
American Indian	0.6%	1.0%
Black	11.4%	12.8%
White	57.7%	70.2%

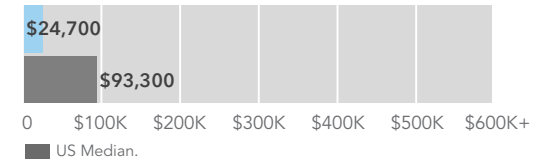US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
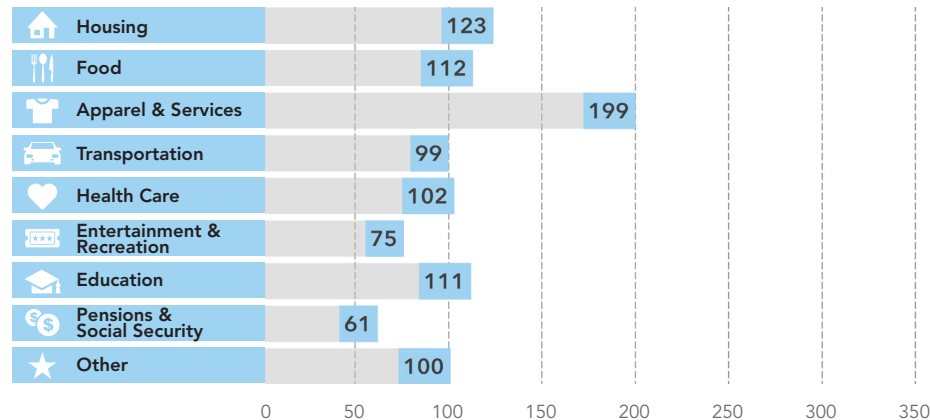
Median Household Income

$63,100
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$24,700
$93,300

0 $100K $200K $300K $400K $500K $600K+
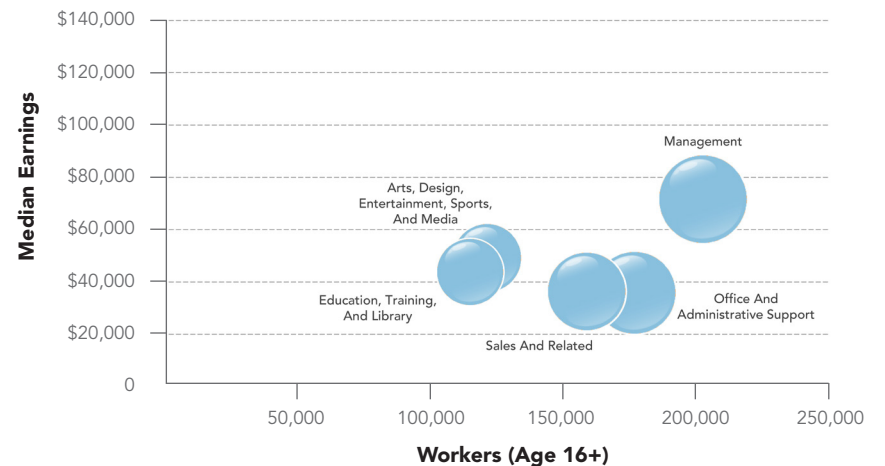
US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	123
Food	112
Apparel & Services	199
Transportation	99
Health Care	102
Entertainment & Recreation	75
Education	111
Pensions & Social Security	61
Other	100

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Arts, Design, Entertainment, Sports, And Media

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings: $140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

Workers (Age 16+): 50,000 / 100,000 / 150,000 / 200,000 / 250,000

3C Trendsetters

**TAPESTRY SEGMENTATION**
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Not only do *Trendsetters* residents spend freely on fashionable and branded clothing, they also own the latest in cell phones and tablets.
- Particularly for residents that often work at home, wireless Internet access is a must. Many are fans of Mac computers.
- To keep up with their busy social calendar, they are always connected. Texting is their preferred form of communication, but they also dedicate time to social media, recounting their experiences via Facebook and Twitter.
- *Trendsetters* residents seek out new adventures—explore local arts and culture, take on new hobbies such as drawing or painting; often make last-minute travel plans.
- These avid readers embrace e-books and e-newspapers but do prefer hard-copy versions of women's fashion and epicurean magazines.
- *Trendsetters* residents jog, run, or walk for exercise and occasionally attend a yoga class.
- These consumers shop at Whole Foods or Trader Joe's and buy organic when they can; however, their cart is more often filled with prepared or ready-to-heat meals.
- To suit their urban lifestyle (and parking options), the cars they own are subcompact.
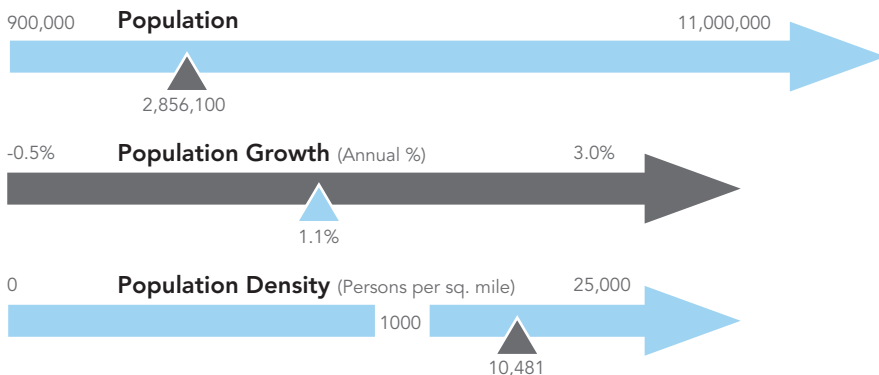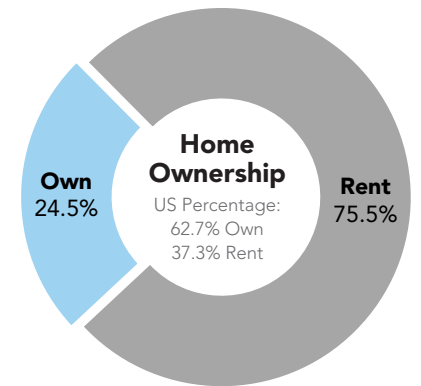
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
High-Density Apartments

Average Rent:
$1,442
US Average: $1,038

Home Ownership
US Percentage: 62.7% Own 37.3% Rent
Own 24.5%
Rent 75.5%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population: 900,000 – 11,000,000 — 2,856,100
Population Growth (Annual %): -0.5% – 3.0% — 1.1%
Population Density (Persons per sq. mile): 0 – 25,000, 1000 — 10,481
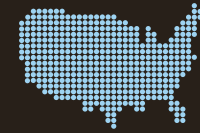
ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
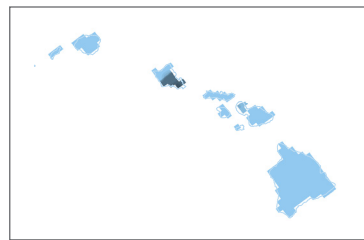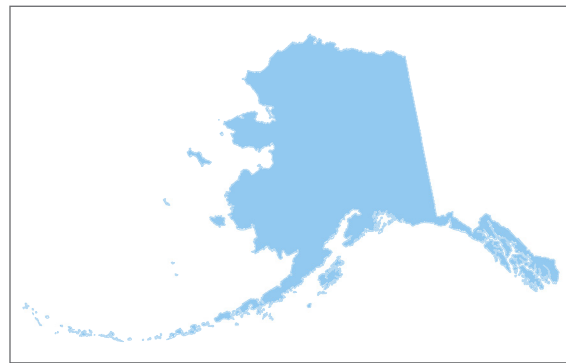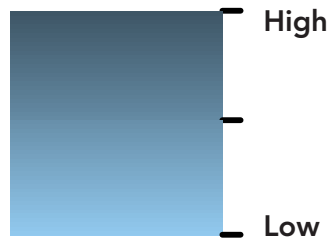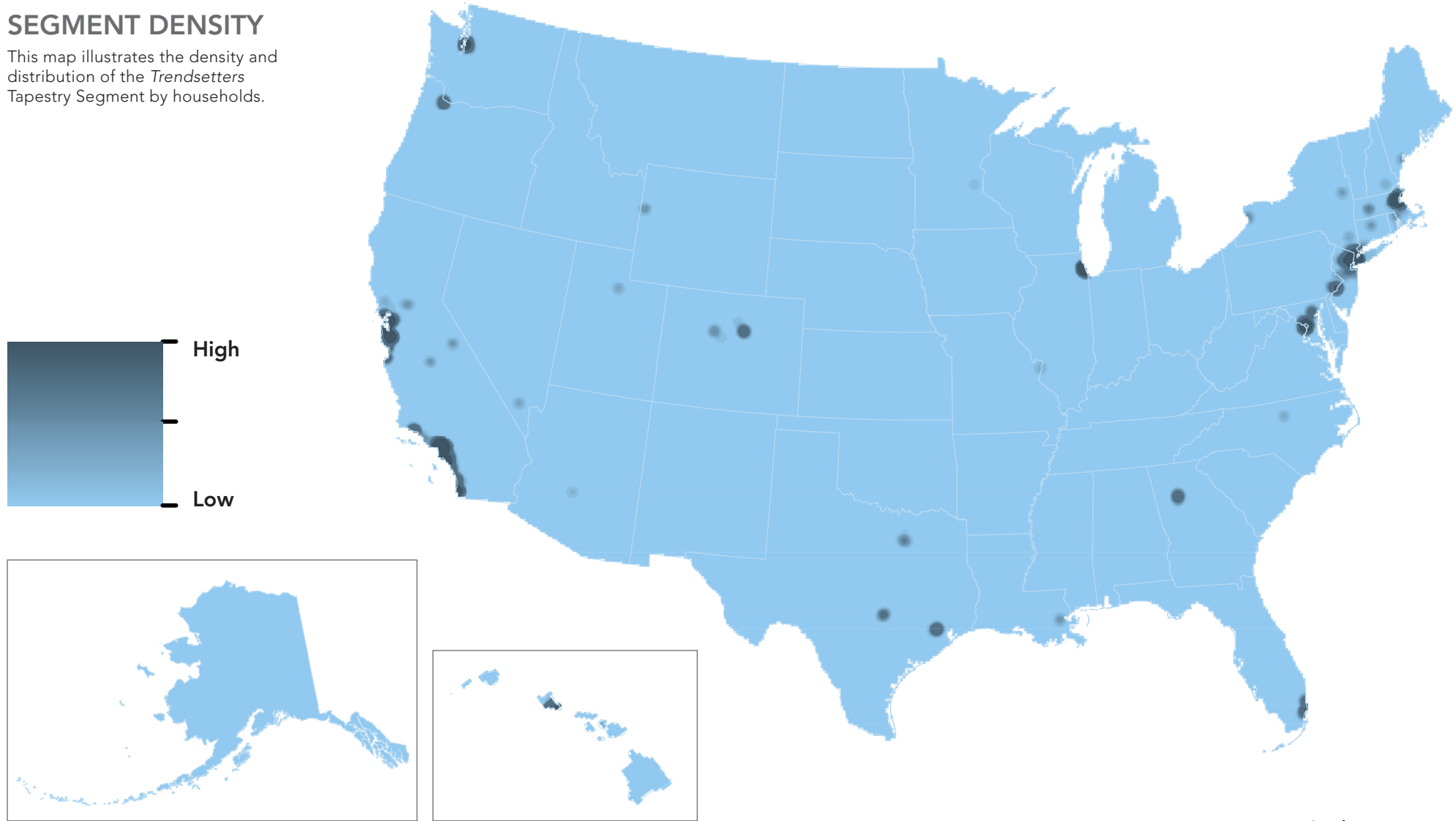
Wealth Index: 71 (0–350)
Socioeconomic Status Index: 125 (0–350)
Housing Affordability Index: 56 (0–350)
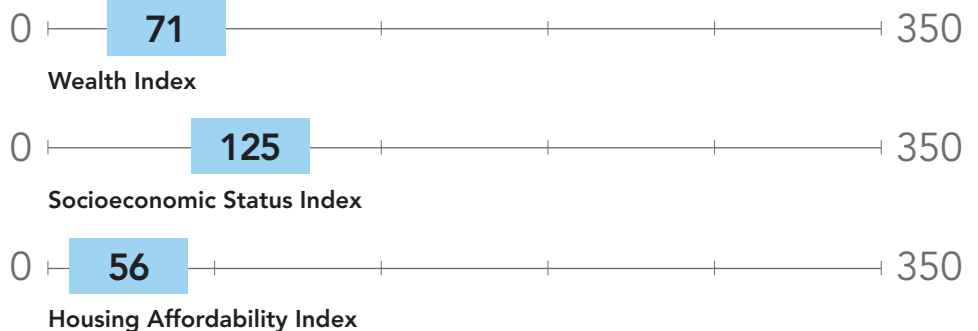
SEGMENT DENSITY

This map illustrates the density and distribution of the *Trendsetters* Tapestry Segment by households.

High

Low

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Soccer Moms

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: $90,500

WHO ARE WE?

Soccer Moms is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

- *Soccer Moms* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).

TAPESTRY™
SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
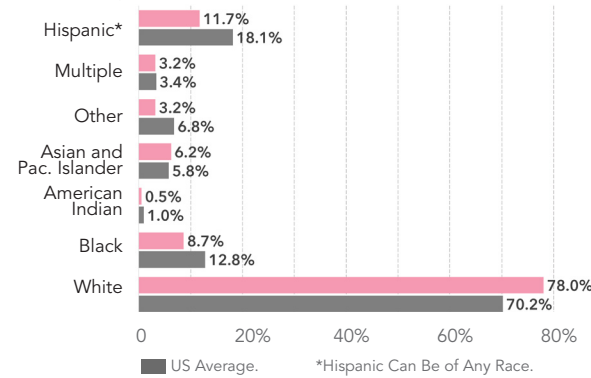
Median Age: 37.0 US: 38.2

■ Indicates US

Male   Female
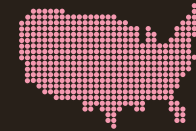
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
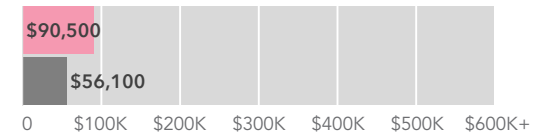
Diversity Index: 50.8 US: 64.0

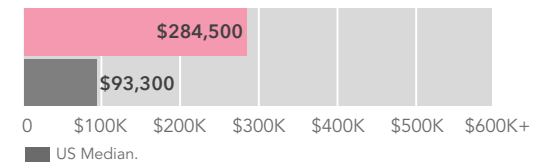| Group	Soccer Moms	US Average
Hispanic*	11.7%	18.1%
Multiple	3.2%	3.4%
Other	3.2%	6.8%
Asian and Pac. Islander	6.2%	5.8%
American Indian	0.5%	1.0%
Black	8.7%	12.8%
White	78.0%	70.2%

■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
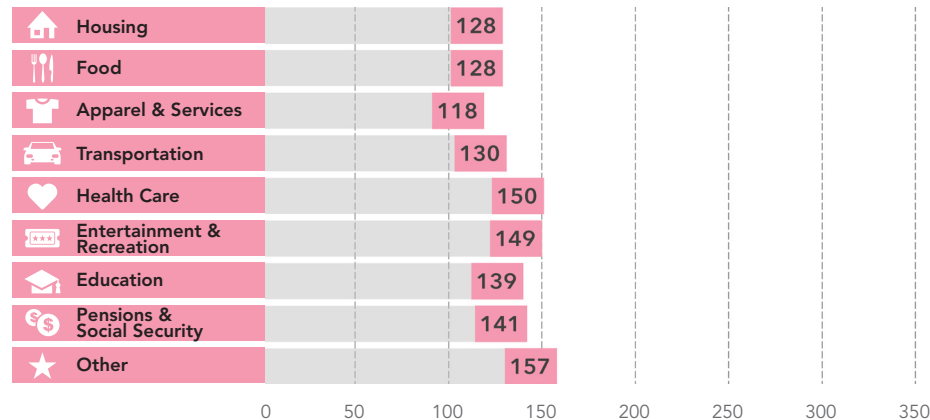
Median Household Income

$90,500
$56,100

■ US Median.

Median Net Worth

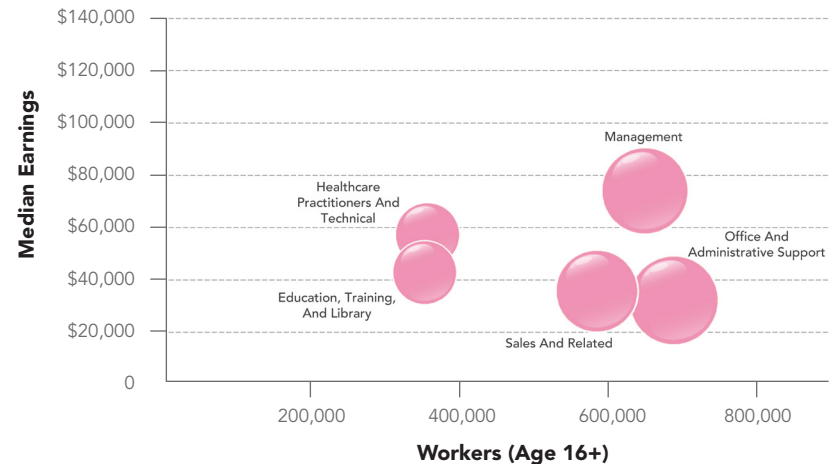$284,500
$93,300

■ US Median.
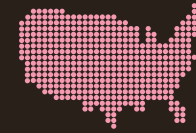
AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	128
Food	128
Apparel & Services	118
Transportation	130
Health Care	150
Entertainment & Recreation	149
Education	139
Pensions & Social Security	141
Other	157

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.

- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.

- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.

- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.
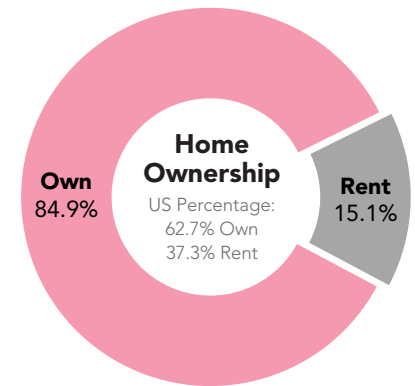
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
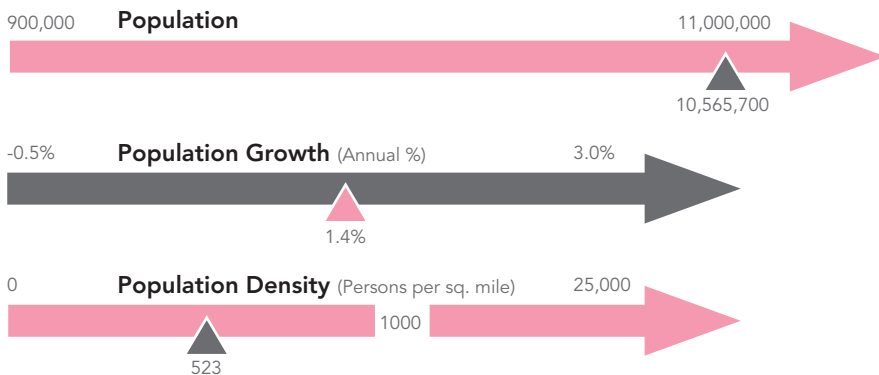
Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.9%

Rent 15.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,565,700

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
523

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **143** — 350
Wealth Index

0 — **143** — 350
Socioeconomic Status Index

0 — **167** — 350
Housing Affordability Index

TAPESTRY
SEGMENTATION
esri.com/tapestry
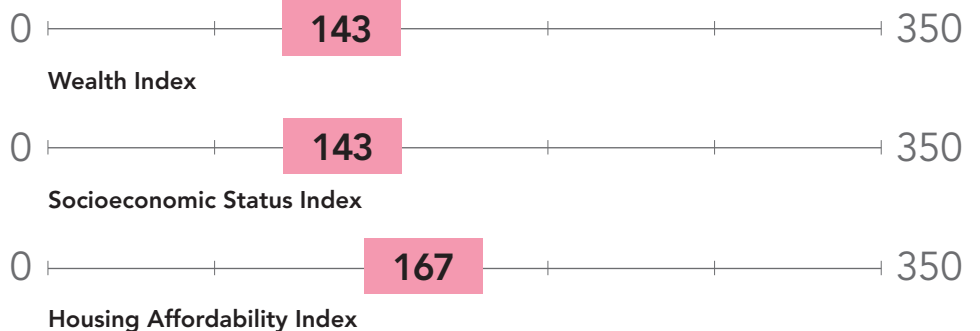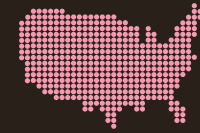
SEGMENT DENSITY

This map illustrates the density and distribution of the *Soccer Moms* Tapestry Segment by households.

High

Low

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Home Improvement

4B

Households: 2,114,500

Average Household Size: 2.88

Median Age: 37.7

Median Household Income: $72,100
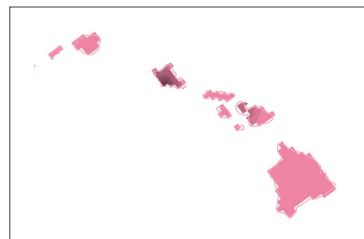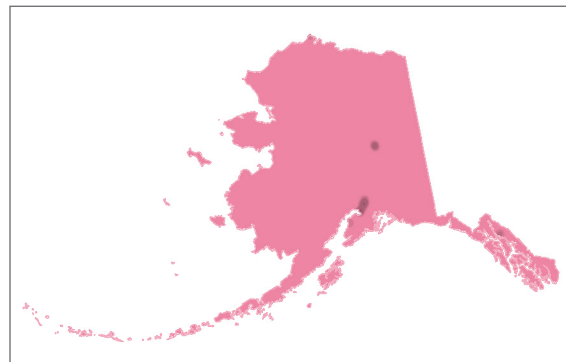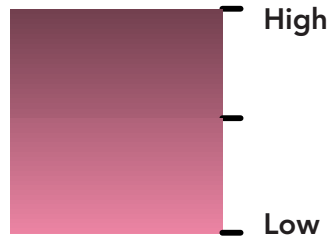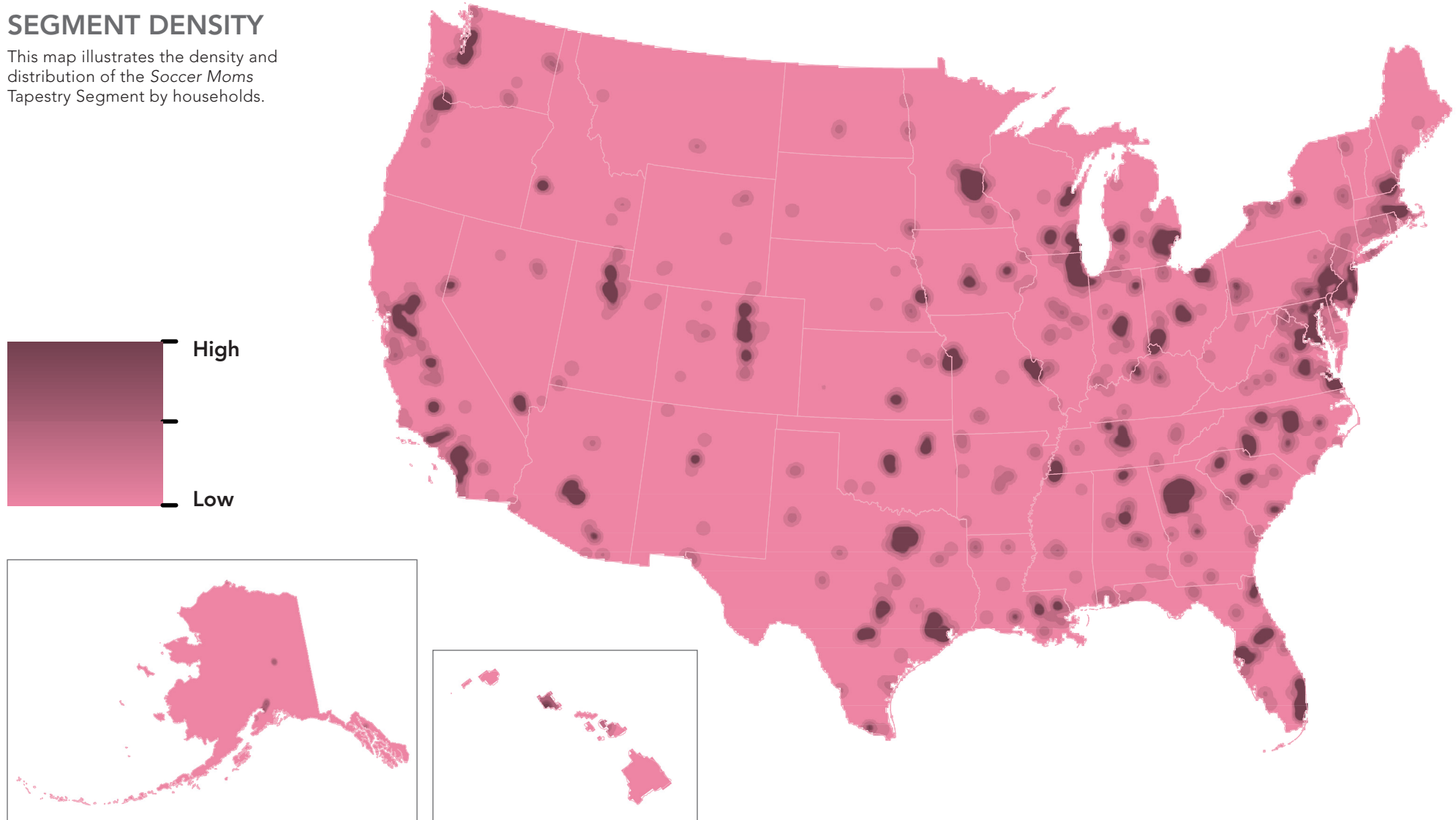
WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 37.7 US: 38.2

▉ Indicates US

Male		Female
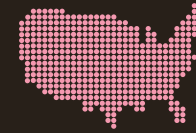
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 65.7 US: 64.0

Hispanic*	19.7% / 18.1%
Multiple	4.1% / 3.4%
Other	6.3% / 6.8%
Asian and Pac. Islander	5.7% / 5.8%
American Indian	0.8% / 1.0%
Black	13.8% / 12.8%
White	69.3% / 70.2%

▉ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

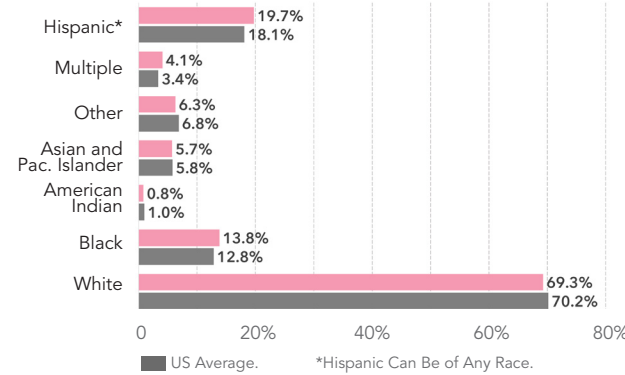Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$72,100
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$190,400
$93,300

0 $100K $200K $300K $400K $500K $600K+

▉ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

🏠 Housing	104
🍴 Food	102
👕 Apparel & Services	99
🚗 Transportation	102
❤️ Health Care	116
Entertainment & Recreation	109
🎓 Education	108
Pensions & Social Security	104
⭐ Other	123

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$192,600
US Median: $207,300
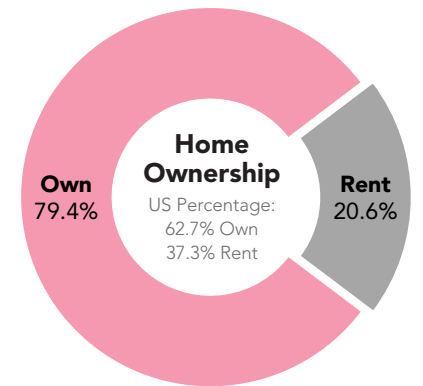
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.4%

Rent 20.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,105,100

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 1000 — 25,000
422

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **108** — 350
Wealth Index

0 — **116** — 350
Socioeconomic Status Index

0 — **178** — 350
Housing Affordability Index
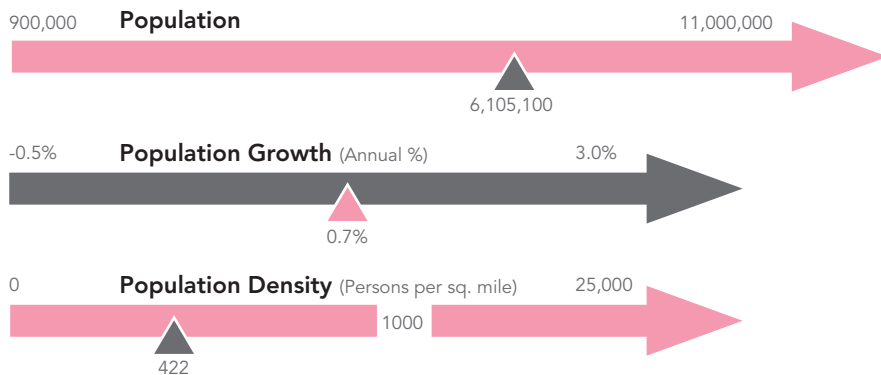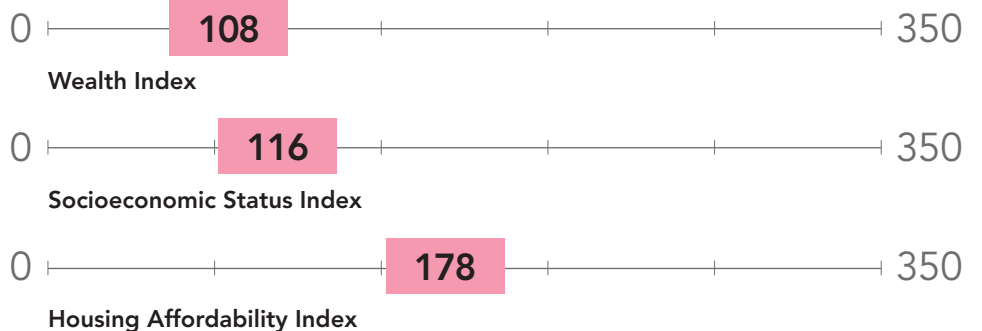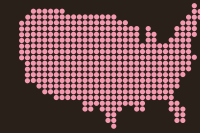
SEGMENT DENSITY

This map illustrates the density and distribution of the *Home Improvement* Tapestry Segment by households.
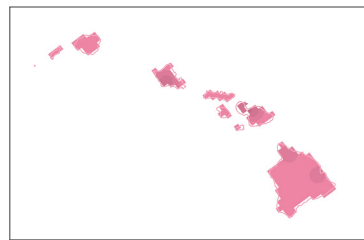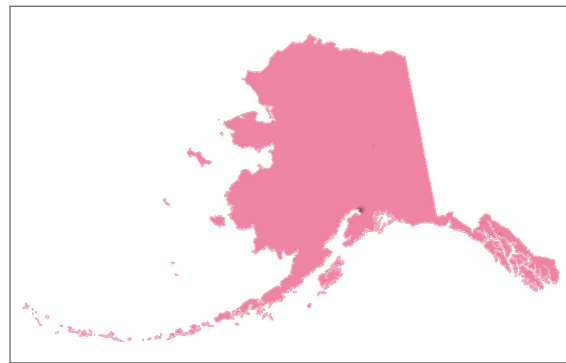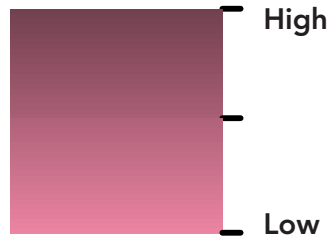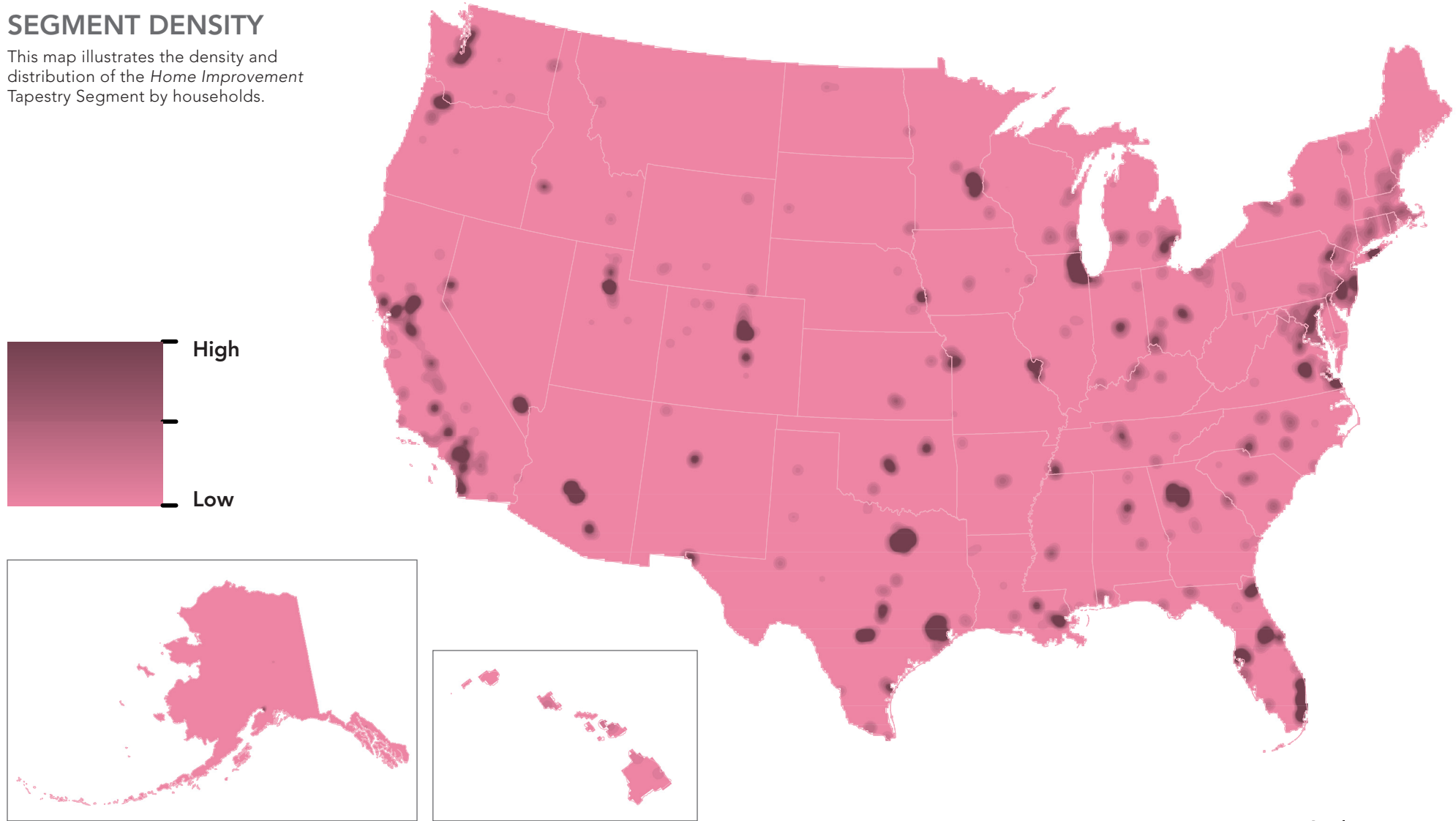
High

Low

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Middleburg

4C

Households: 3,511,200

Average Household Size: 2.75

Median Age: 36.1

Median Household Income: $59,800

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of $175,000 (Index 84) with a low vacancy rate.
- Young couples, many with children; average household size is 2.75.

SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- Unemployment rate lower at 4.7% (Index 86).
- Labor force participation typical of a younger population at 66.7% (Index 107).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY™
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
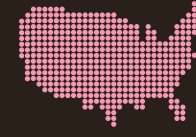
AGE BY SEX (Esri data)

Median Age: 36.1   US: 38.2

▓ Indicates US
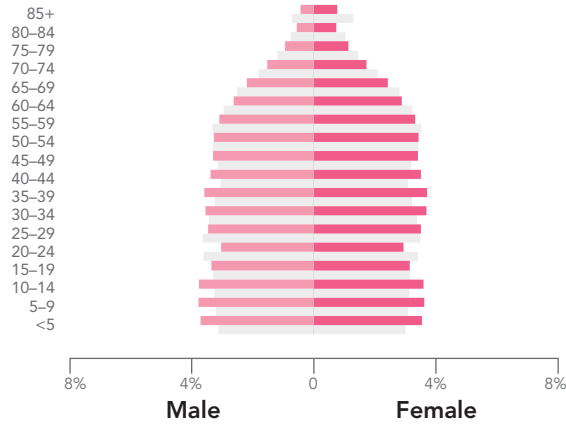
Male   Female

8% 4% 0 4% 8%

(Age groups: 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5)

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 48.5   US: 64.0

Category	This market	US Average
Hispanic*	11.2%	18.1%
Multiple	3.1%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	2.4%	5.8%
American Indian	1.0%	1.0%
Black	10.0%	12.8%
White	79.5%	70.2%

▓ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$59,800
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$115,300
$93,300

0 $100K $200K $300K $400K $500K $600K+

▓ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	89
🍴 Food	93
👕 Apparel & Services	87
🚗 Transportation	93
♥ Health Care	97
🎬 Entertainment & Recreation	98
🎓 Education	94
💲 Pensions & Social Security	93
★ Other	100

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

(Bubble chart: Median Earnings vs. Workers (Age 16+))

- Management
- Production
- Office And Administrative Support
- Transportation And Material Moving
- Sales And Related

Median Earnings axis: $0, $20,000, $40,000, $60,000, $80,000, $100,000, $120,000, $140,000

Workers (Age 16+) axis: 200,000, 400,000, 600,000, 800,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents are partial to domestic vehicles; they like to drive trucks, SUVs, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, fishing, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$175,000
US Median: $207,300
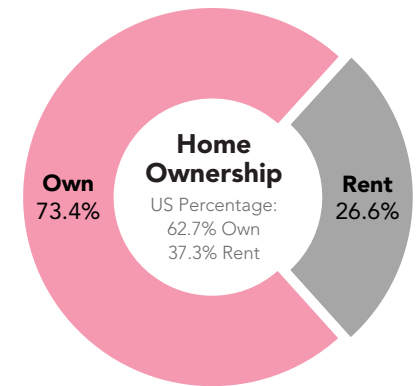
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.4%
Rent 26.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,734,400

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
177

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **86** — 350
Wealth Index

0 — **106** — 350
Socioeconomic Status Index

0 — **166** — 350
Housing Affordability Index
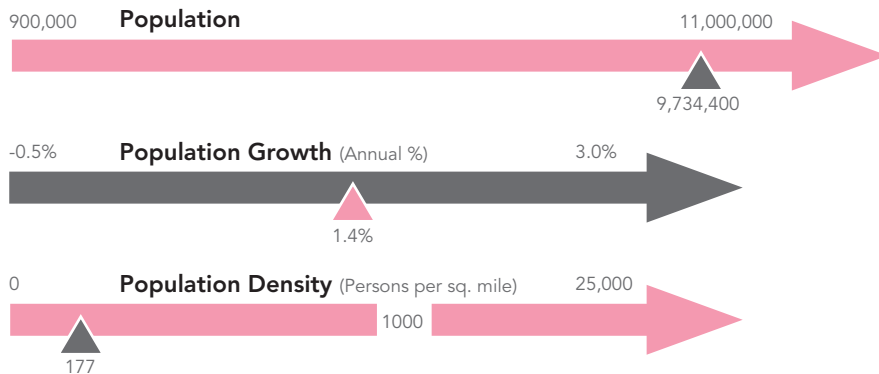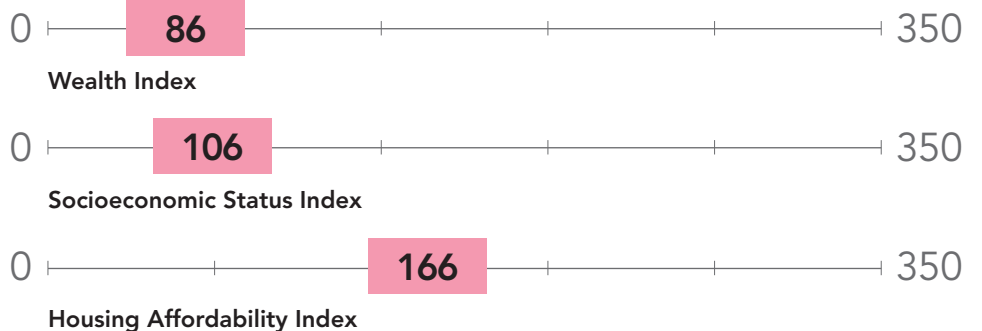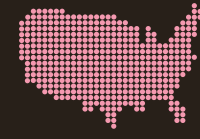
SEGMENT DENSITY

This map illustrates the density and distribution of the *Middleburg* Tapestry Segment by households.
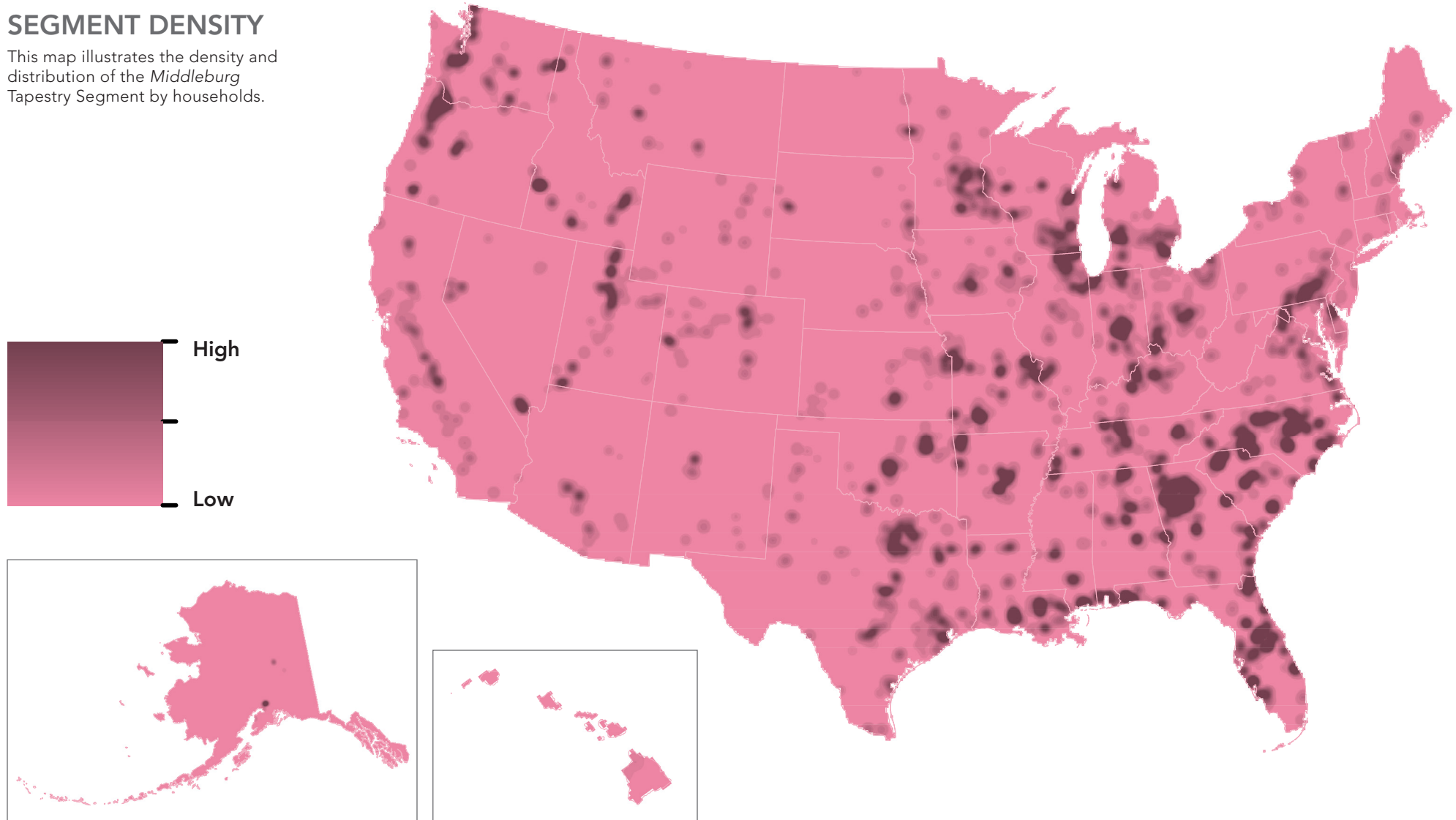
High

Low

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THE SCIENCE OF WHERE™

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: $75,000

WHO ARE WE?

Residents in this large, growing segment are older, with nearly half of all householders aged 55 or older; many still live in the suburbs where they grew up. Most are professionals working in government, health care, or manufacturing. These Baby Boomers are earning a comfortable living and benefitting from years of prudent investing and saving. Their net worth is well above average (Index 314). Many are enjoying the transition from child rearing to retirement. They value their health and financial well-being.

OUR NEIGHBORHOOD

- Married couples, some with children, but most without (Index 149).
- Average household size slightly higher at 2.52.
- Found throughout the suburbs and small towns of metropolitan areas, where most residents own and live in single-family detached homes (Index 142).
- Most homes built between 1950 and 1990 (Index 131).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 36% college graduates; nearly 68% with some college education.
- Low unemployment at 4%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 48.0 US: 38.2

Indicates US

	Male	Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 33.0 US: 64.0

Group	This Market	US Average
Hispanic*	6.6%	18.1%
Multiple	2.1%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	2.7%	5.8%
American Indian	0.5%	1.0%
Black	5.8%	12.8%
White	87.2%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$75,000
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$293,000
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	109
Food	108
Apparel & Services	94
Transportation	118
Health Care	122
Entertainment & Recreation	123
Education	112
Pensions & Social Security	121
Other	118

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Healthcare Practitioners And Technical

Management

Office And Administrative Support

Education, Training, And Library

Sales And Related

Median Earnings

Workers (Age 16+)

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents enjoy listening to sports radio or watching sports on television.
- Physically active, they play golf, ski, ride bicycles, and work out regularly.
- Spending a lot of time online isn't a priority, so most own older home computers.
- Financial portfolio includes stocks, certificates of deposit, mutual funds, and real estate.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$203,400
US Median: $207,300
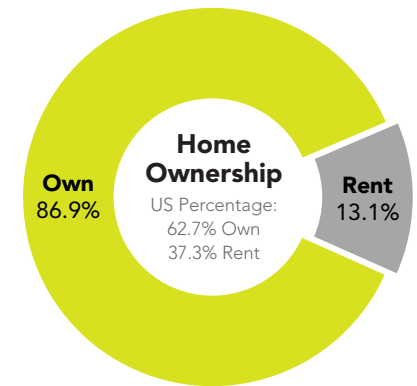
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 86.9%

Rent 13.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
7,702,700

Population Growth (Annual %)
-0.5% — 3.0%
0.5%

Population Density (Persons per sq. mile)
0 — 25,000
1000
282

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **173** — 350
Wealth Index

0 — **132** — 350
Socioeconomic Status Index

0 — **172** — 350
Housing Affordability Index
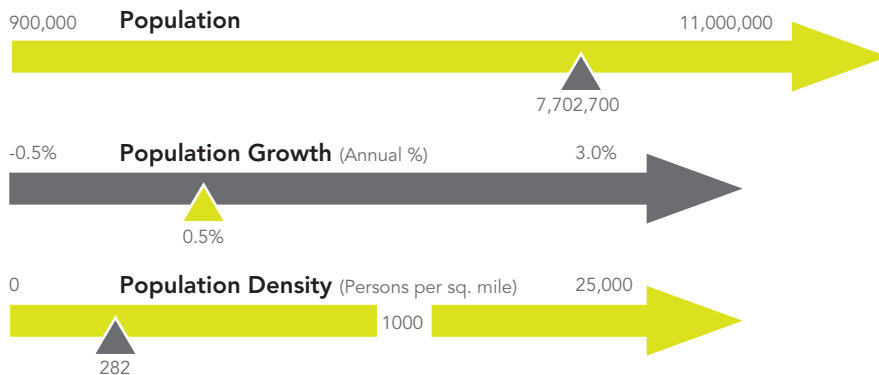
SEGMENT DENSITY

This map illustrates the density and distribution of the *Comfortable Empty Nesters* Tapestry Segment by households.

High

Low

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info@esri.com
esri.com

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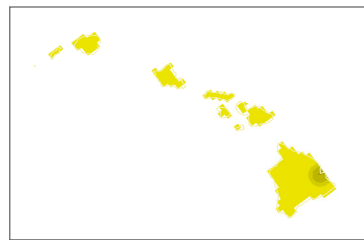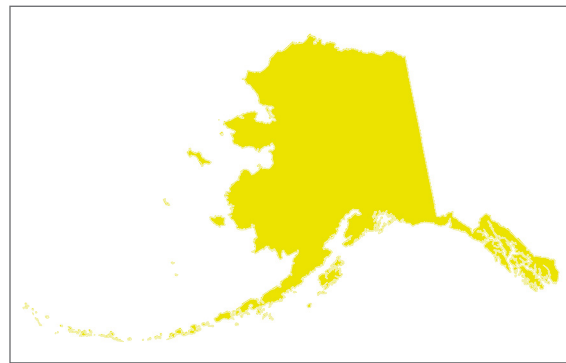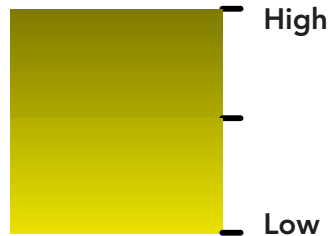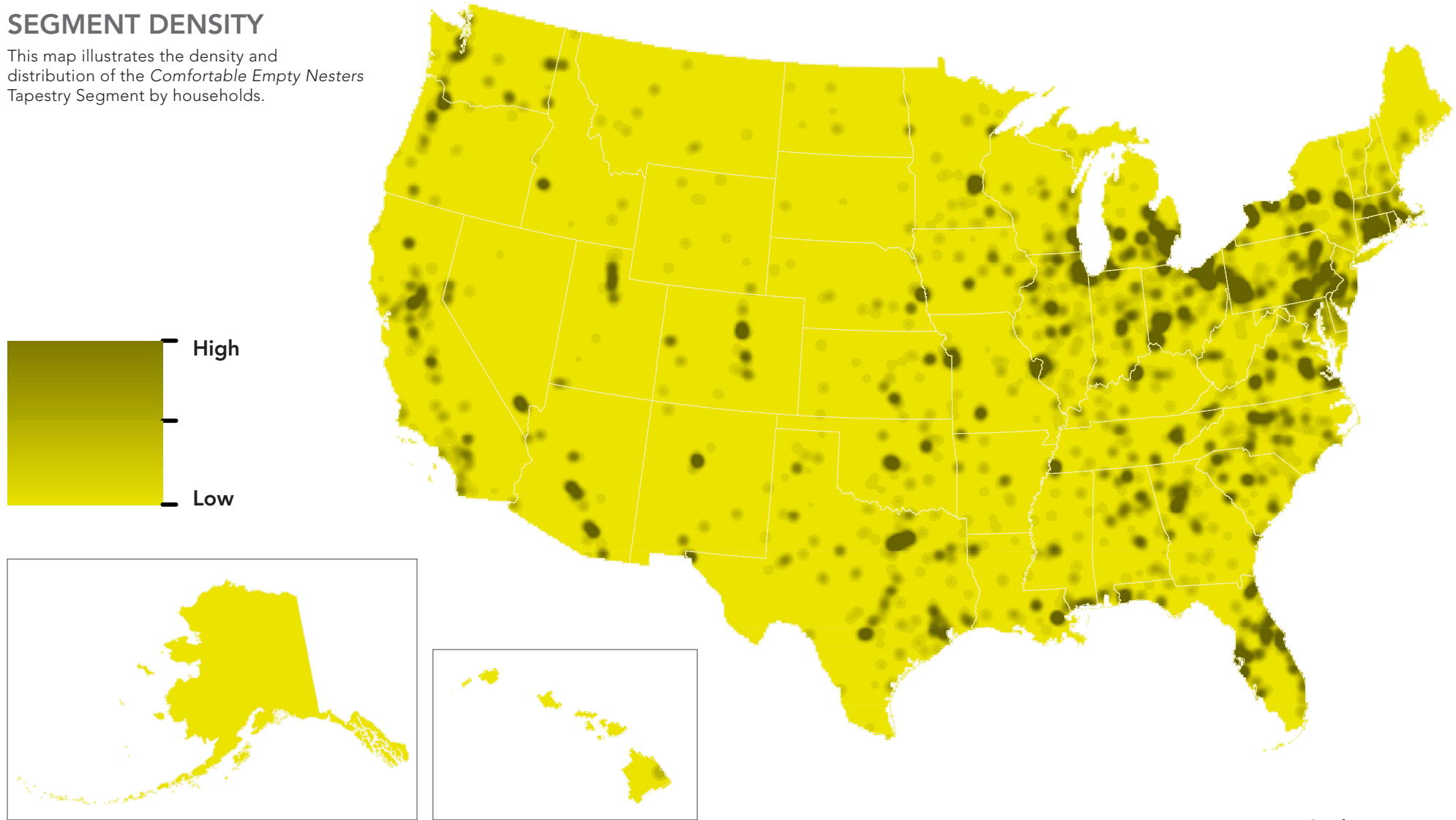
In Style

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: $73,000

WHO ARE WE?

In Style denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their interests. The population is slightly older and already planning for their retirement.

OUR NEIGHBORHOOD

- City dwellers of large metropolitan areas.
- Married couples, primarily with no children (Index 112) or single households (Index 109); average household size at 2.35.
- Home ownership average at 68% (Index 108); nearly half, 47%, mortgaged (Index 114).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 132) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at $243,900.
- Vacant housing units at 8.6%.

SOCIOECONOMIC TRAITS

- College educated: 48% are graduates (Index 155); 77% with some college education.
- Low unemployment is at 3.6% (Index 66); higher labor force participation rate is at 67% (Index 108) with proportionately more 2-worker households (Index 110).
- Median household income of $73,000 reveals an affluent market with income supplemented by investments (Index 142) and a substantial net worth (Index 178).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 42.0 US: 38.2

▬ Indicates US

	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

8%   4%   0   4%   8%

RACE AND ETHNICITY (Esri data)

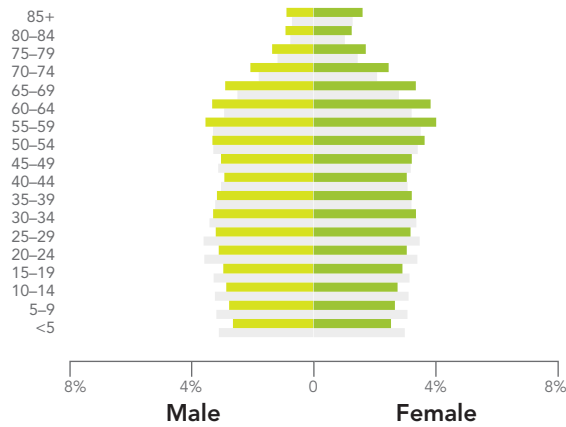The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 39.8 US: 64.0

Group	%	US %
Hispanic*	7.8%	18.1%
Multiple	3.0%	3.4%
Other	2.2%	6.8%
Asian and Pac. Islander	4.6%	5.8%
American Indian	0.7%	1.0%
Black	6.1%	12.8%
White	83.5%	70.2%

0   20%   40%   60%   80%

▬ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$73,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$165,800
$93,300

0   $100K $200K $300K $400K $500K $600K+

▬ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	117
Food	115
Apparel & Services	111
Transportation	118
Health Care	125
Entertainment & Recreation	121
Education	118
Pensions & Social Security	114
Other	123

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Healthcare Practitioners And Technical
Education, Training, And Library
Sales And Related
Office And Administrative Support

Median Earnings: $140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

Workers (Age 16+): 100,000   300,000   500,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to late model SUVs: compact SUVs are gaining popularity.

- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.

- Prefer organic foods, including growing their own vegetables.

- Financially active, own a variety of investments often managed by a financial planner.

- Meticulous planners, both well insured and well invested in retirement savings.

- Generous with support of various charities and causes.

- Actively support the arts, theater, concerts, and museums.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$243,900
US Median: $207,300
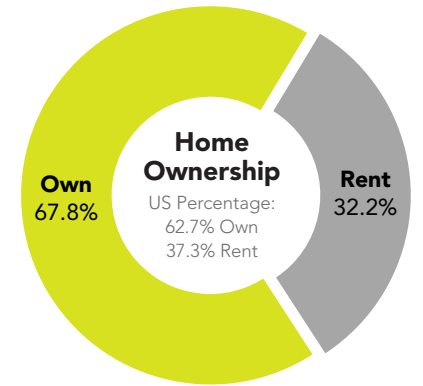
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 67.8%

Rent 32.2%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,623,000

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
365

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **120** — 350
Wealth Index

0 — **130** — 350
Socioeconomic Status Index

0 — **142** — 350
Housing Affordability Index
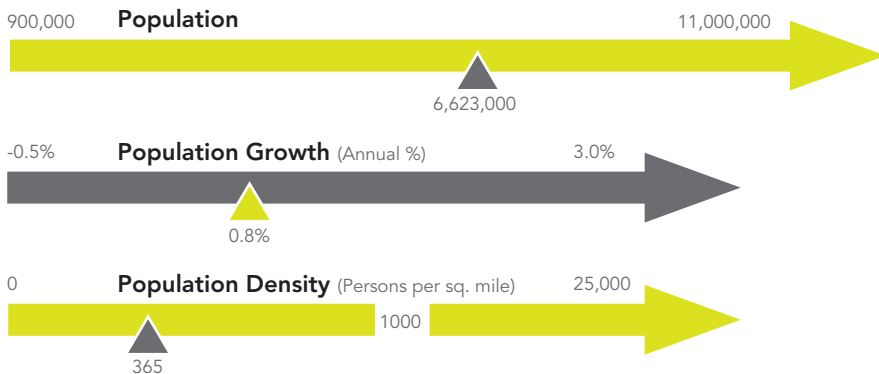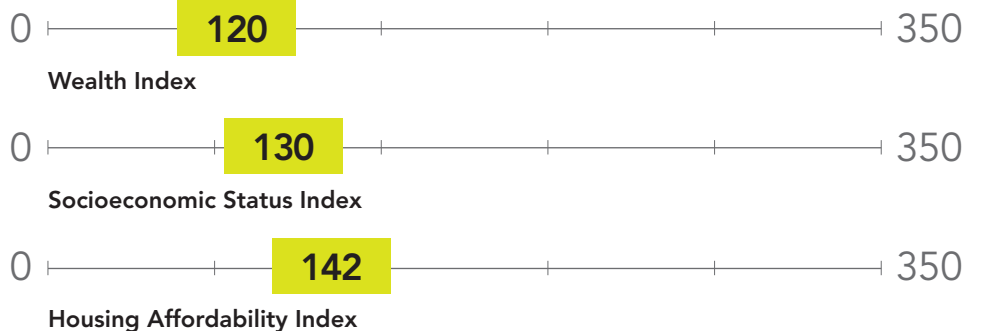
SEGMENT DENSITY

This map illustrates the density and distribution of the *In Style* Tapestry Segment by households.

High

Low

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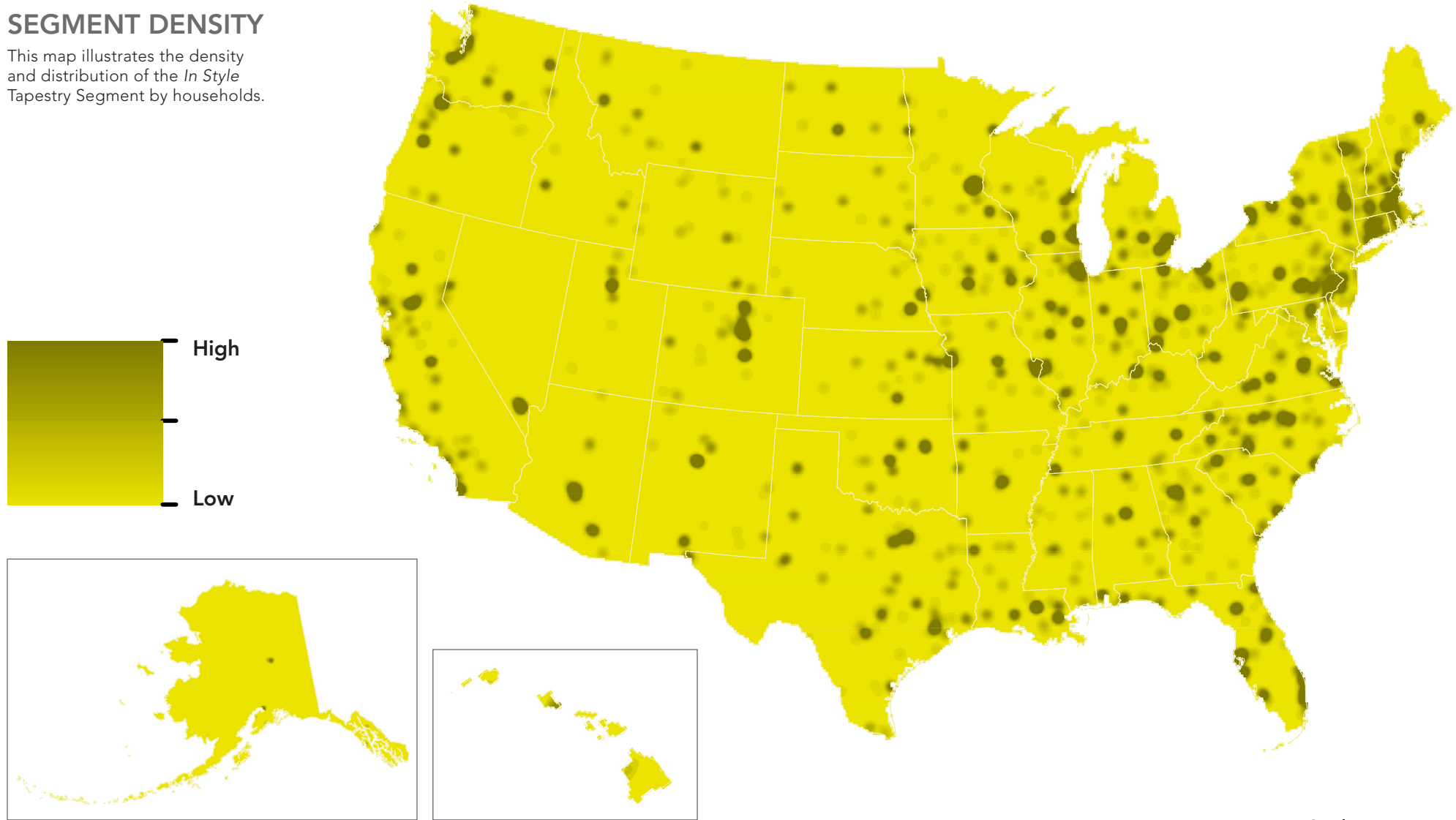
Parks and Rec

5C

Households: 2,449,600

Average Household Size: 2.51

Median Age: 40.9

Median Household Income: $60,000

WHO ARE WE?

These practical suburbanites have achieved the dream of home ownership. They have purchased homes that are within their means. Their homes are older, and town homes and duplexes are not uncommon. Many of these families are two-income married couples approaching retirement age; they are comfortable in their jobs and their homes, budget wisely, but do not plan on retiring anytime soon or moving. Neighborhoods are well established, as are the amenities and programs that supported their now independent children through school and college. The appeal of these kid-friendly neighborhoods is now attracting a new generation of young couples.

OUR NEIGHBORHOOD

- Homes are primarily owner occupied, single-family residences built prior to 1970; town homes and duplexes are scattered through the neighborhoods.

- Both median home value and average rent are close to the national level.

- Households by type mirror the US distribution; married couples, more without children, dominate. Average household size is slightly lower at 2.51, but this market is also a bit older.

SOCIOECONOMIC TRAITS

- More than half of the population is college educated.

- Older residents draw Social Security and retirement income.

- The work force is diverse: professionals in health care, retail trade, and education, or skilled workers in manufacturing and construction.

- This is a financially shrewd market; consumers are careful to research their big-ticket purchases.

- When planning trips, they search for discounted airline fares and hotels and choose to vacation within the US.

- These practical residents tend to use their cell phones for calls and texting only.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

5C

Parks and Rec

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
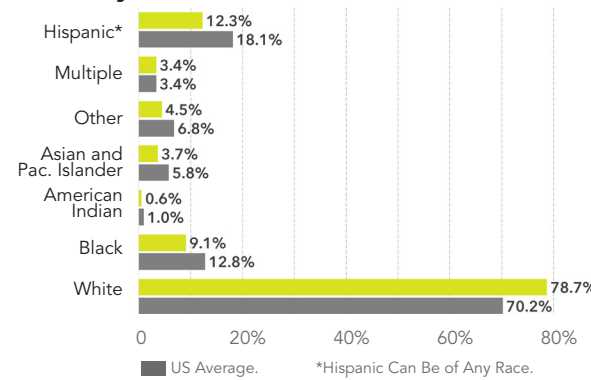
Median Age: 40.9 US: 38.2

■ Indicates US
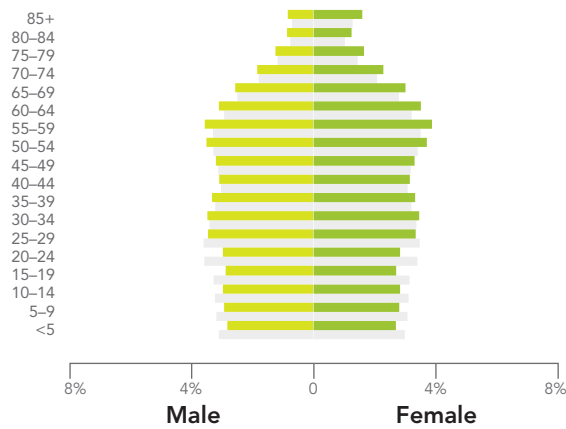
Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.7 US: 64.0

Race/Ethnicity	Segment	US Average
Hispanic*	12.3%	18.1%
Multiple	3.4%	3.4%
Other	4.5%	6.8%
Asian and Pac. Islander	3.7%	5.8%
American Indian	0.6%	1.0%
Black	9.1%	12.8%
White	78.7%	70.2%

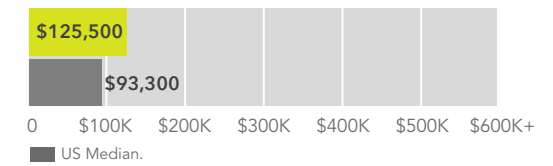■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$60,000
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$125,500
$93,300

0    $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	95
Food	87
Apparel & Services	82
Transportation	100
Health Care	95
Entertainment & Recreation	89
Education	92
Pensions & Social Security	78
Other	95

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Office And Administrative Support
Production
Sales And Related
Transportation And Material Moving

Median Earnings / Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Cost and practicality come first when purchasing a vehicle; *Parks and Rec* residents are more likely to buy SUVs or trucks over compact or subcompact vehicles.

- Budget-conscious consumers stock up on staples at warehouse clubs.

- Pass time at home watching documentaries on Animal Planet, Discovery, or History channels. For an outing, they choose to dine out at family-style restaurants and attend movies. Between trips to the casinos, they gamble on lottery tickets and practice their blackjack and poker skills online.

- Convenience is important in the kitchen; they regularly use frozen or packaged main course meals. Ground coffee is preferred over coffee beans.

- Residents here take advantage of local parks and recreational activities. Their exercise routine is a balance of home-based exercise; a session at their local community gym; or a quick jog, swim, or run.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 69.7%
Rent 30.3%

Typical Housing:
Single Family

Median Value:
$198,500
US Median: $207,300
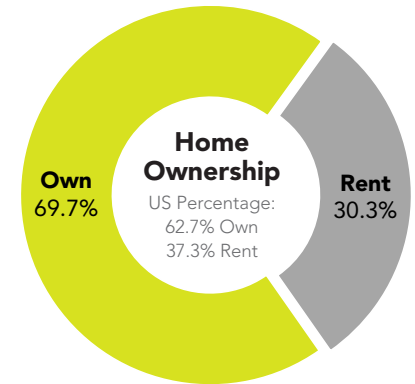
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,215,500

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1251

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **89** — 350
Wealth Index

0 — **104** — 350
Socioeconomic Status Index

0 — **138** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Parks and Rec* Tapestry Segment by households.

High

Low

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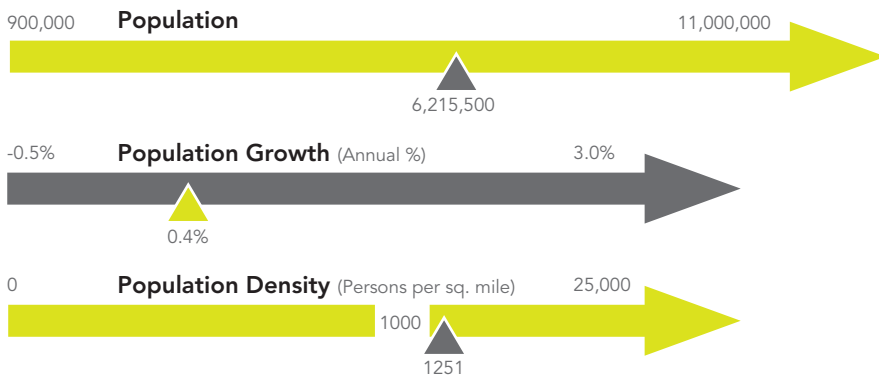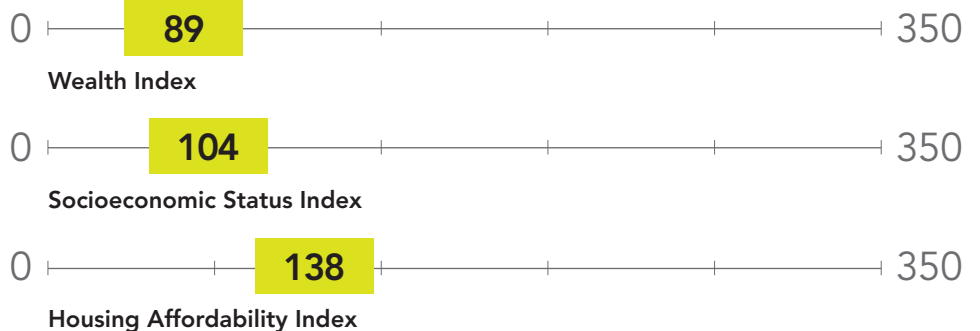
LifeMode Group: GenXurban

Rustbelt Traditions

5D

Households: 2,716,800

Average Household Size: 2.47

Median Age: 39.0

Median Household Income: $51,800

WHO ARE WE?

The backbone of older industrial cities in states surrounding the Great Lakes, *Rustbelt Traditions* residents are a mix of married-couple families and singles living in older devel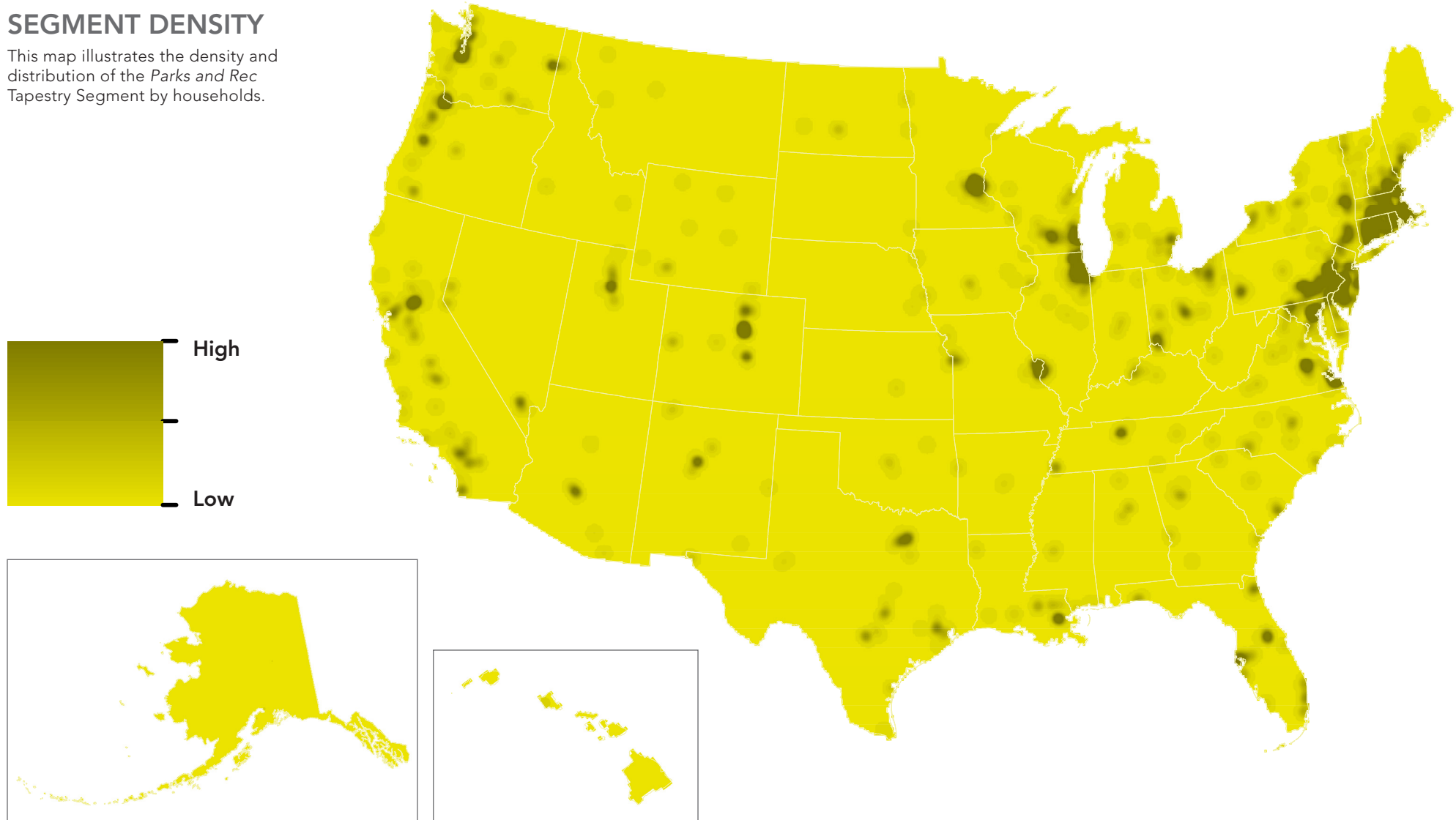opments of single-family homes. While varied, the work force is primarily white collar, with a higher concentration of skilled workers in manufacturing, retail trade, and health care. *Rustbelt Traditions* represents a large market of stable, hard-working consumers with modest incomes but an average net worth of nearly $400,000. Family oriented, they value time spent at home. Most have lived, worked, and played in the same area for years.

OUR NEIGHBORHOOD

- Almost half (46%) of the households are married-couple families, similar to the US (48%), most without children (also similar to the US); the slightly higher proportion of singles (Index 105) reflects the aging of the population.
- Average household size is slightly lower at 2.47.
- They are movers, slightly more mobile than the US population (Index 109), but over 70 percent of house holders moved into their current homes before 2010.
- Most residents live in modest, single-family homes in older neighborhoods built in the 1950s (Index 224).
- Nearly three quarters own their homes; nearly half of households have mortgages.
- A large and growing market, *Rustbelt Traditions* residents are located in the dense urban fringe of metropolitan areas throughout the Midwest and South.
- Most households have 1 to 2 vehicles available.

SOCIOECONOMIC TRAITS

- Most have graduated from high school or spent some time at a college or university.
- Unemployment below the US at 5.2%; labor force participation slightly higher than the US at 67%.
- While most income derived from wages and salaries, nearly 31% of households collecting Social Security and nearly 20% drawing income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
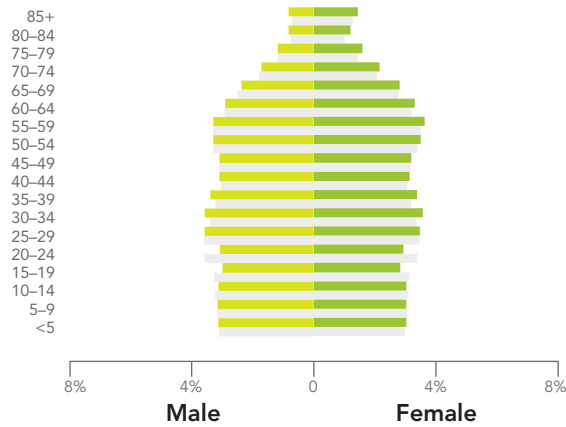- Read newspapers, especially the Sunday editions.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
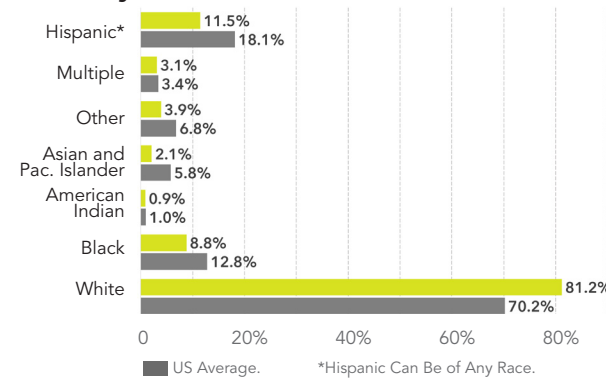
Median Age: 39.0 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 46.8 US: 64.0

Group	This market	US Average
Hispanic*	11.5%	18.1%
Multiple	3.1%	3.4%
Other	3.9%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.9%	1.0%
Black	8.8%	12.8%
White	81.2%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$51,800
$56,100

Median Net Worth

$98,100
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	76
Food	78
Apparel & Services	64
Transportation	84
Health Care	81
Entertainment & Recreation	80
Education	77
Pensions & Social Security	79
Other	80

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents take advantage of convenience stores for fueling up and picking up incidentals.
- Watching television is a common pastime; many households have more than four TVs.
- Favorite programming ranges from ABC Family Channel, A&E, and TNT to children's shows on Nickelodeon and the Disney Channel.
- Residents are connected; entertainment activities like online gaming dominate their Internet usage.
- Favorite family restaurants include Applebee's, Arby's, and Texas Roadhouse.
- Radio dials are typically tuned to classic rock stations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$123,400
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 71.2%

Rent 28.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,771,900

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
661

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **70** — 350
Wealth Index

0 — **97** — 350
Socioeconomic Status Index

0 — **194** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rustbelt Traditions* Tapestry Segment by households.

High

Low

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Midlife Constants

Households: 3,068,400

Average Household Size: 2.31

Median Age: 47.0

Median Household Income: $53,200

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.

- Primarily married couples, with a growing share of singles.

- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.

- Single-family homes, less than half still mortgaged, with a median home value of $154,100 (Index 74).
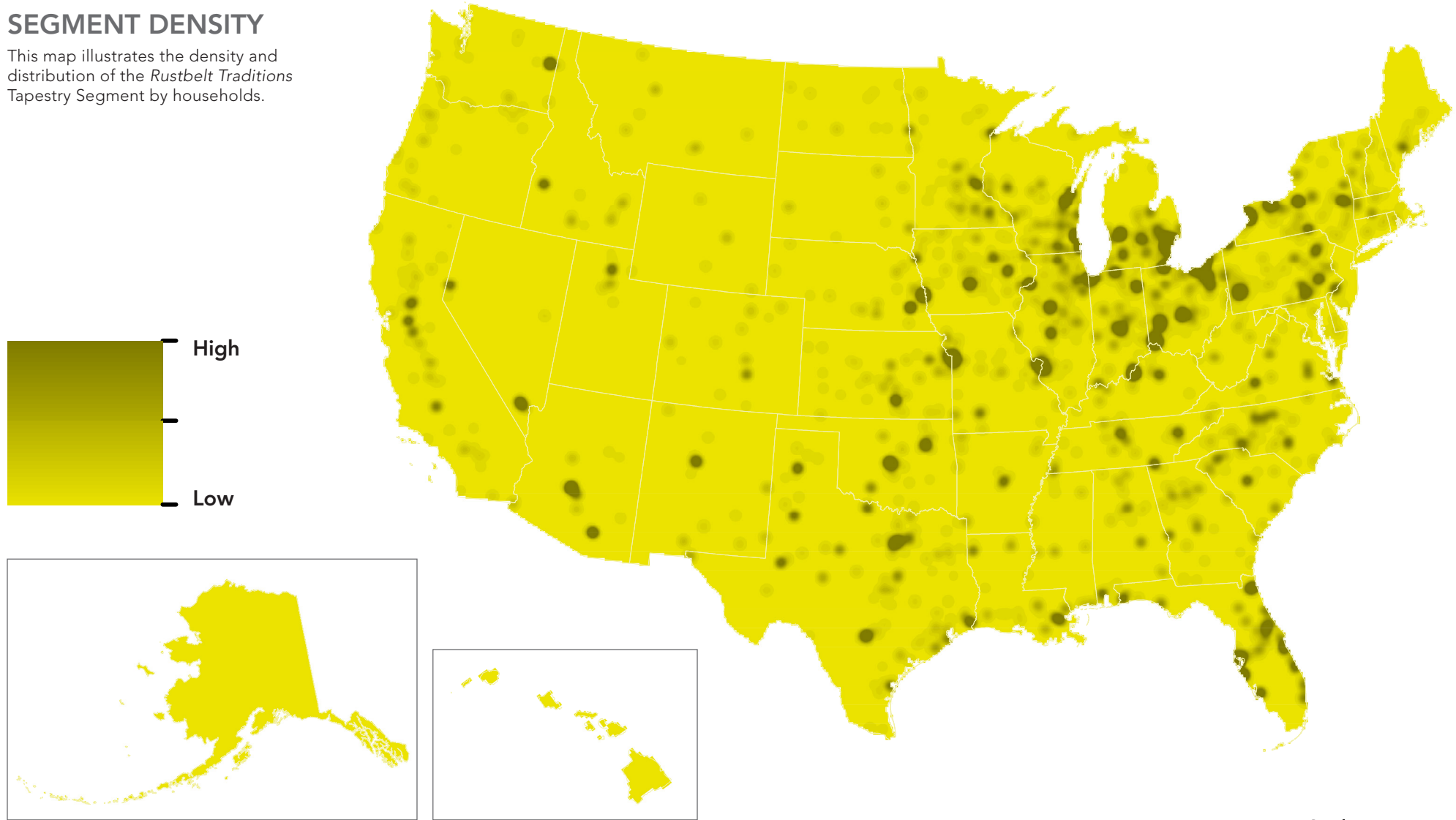
SOCIOECONOMIC TRAITS

- Education: 63% have a high school diploma or some college.

- Unemployment is lower in this market at 4.7% (Index 86), but so is the labor force participation rate (Index 91).

- Almost 42% of households are receiving Social Security (Index 141); 27% also receive retirement income (Index 149).

- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.

- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

- Radio and newspapers are the media of choice (after television).

TAPESTRY™
SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 47.0 US: 38.2

Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 36.2 US: 64.0

Group	This market	US Average
Hispanic*	7.7%	18.1%
Multiple	2.3%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	2.1%	5.8%
American Indian	0.7%	1.0%
Black	6.6%	12.8%
White	86.0%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$53,200
$56,100

Median Net Worth

$138,300
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	83
Food	85
Apparel & Services	71
Transportation	90
Health Care	84
Entertainment & Recreation	92
Education	83
Pensions & Social Security	99
Other	81

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, health, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or movie channels.
- Leisure activities include movies at home, reading, fishing, and golf.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$154,100
US Median: $207,300
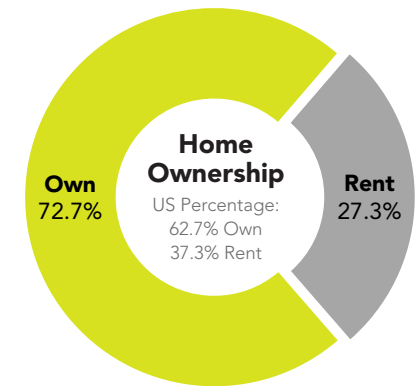
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 72.7%

Rent 27.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
7,325,300

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
307

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **107** — 350
Wealth Index

0 — **104** — 350
Socioeconomic Status Index

0 — **163** — 350
Housing Affordability Index

SEGMENT DENSITY
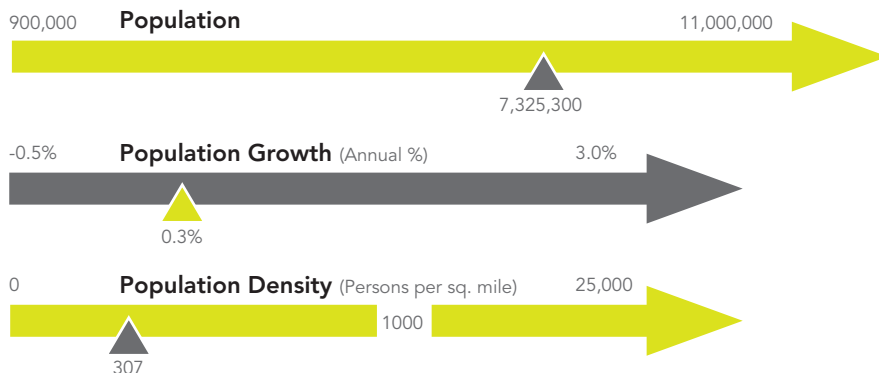
This map illustrates the density and distribution of the *Midlife Constants* Tapestry Segment by households.
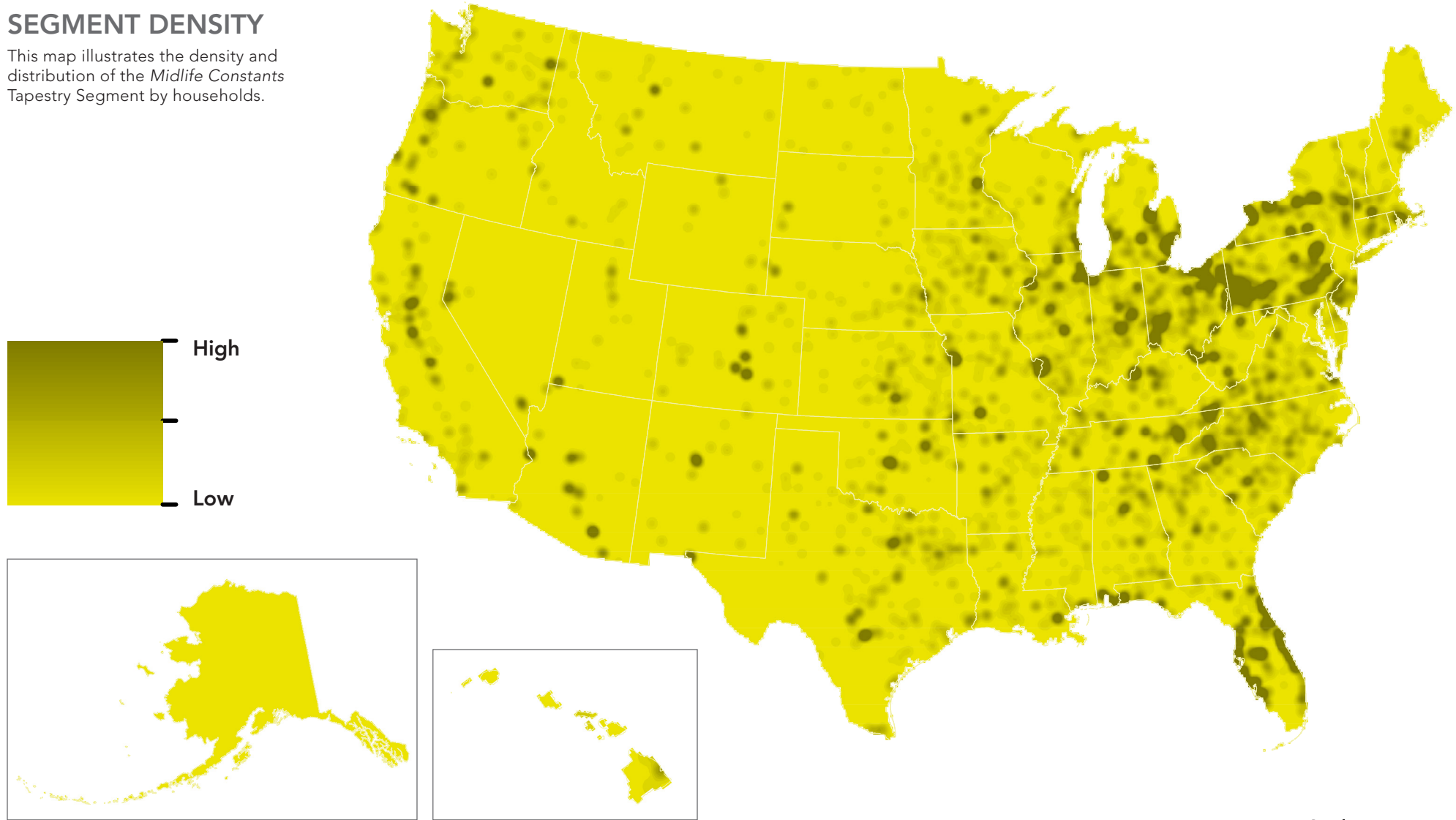
High

Low

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Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: $76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.

- Single-family, owner-occupied housing, with a median value of $235,500.

- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.

- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).

- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.

- They are cautious consumers with a focus on quality and durability.

- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.

- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 43.9 US: 38.2

■ Indicates US
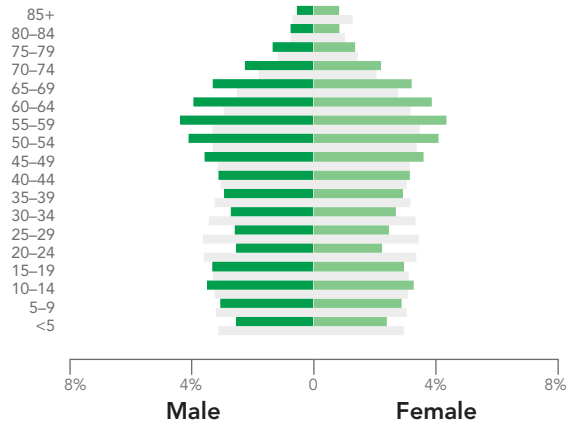
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 26.0 US: 64.0

Group	This Market	US Average
Hispanic*	5.5%	18.1%
Multiple	2.0%	3.4%
Other	1.7%	6.8%
Asian and Pac. Islander	1.6%	5.8%
American Indian	0.6%	1.0%
Black	3.3%	12.8%
White	90.8%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$76,800
$56,100

Median Net Worth

$267,700
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	111
Food	112
Apparel & Services	96
Transportation	121
Health Care	124
Entertainment & Recreation	132
Education	117
Pensions & Social Security	133
Other	122

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Healthcare Practitioners And Technical
Office And Administrative Support
Sales And Related
Production

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchasing choices reflect *Green Acres'* residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.

- Homeowners favor DIY home improvement projects and gardening.

- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.

- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.

- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$235,500
US Median: $207,300
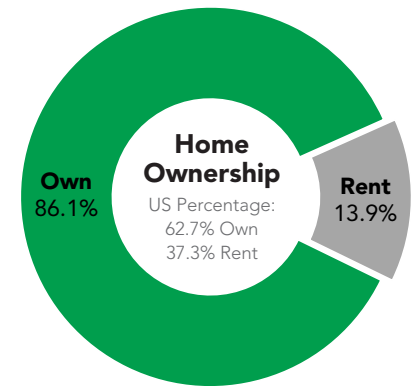
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 86.1%
Rent 13.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,695,900

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
71

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **133** — 350
Wealth Index

0 — **130** — 350
Socioeconomic Status Index

0 — **152** — 350
Housing Affordability Index

SEGMENT DENSITY
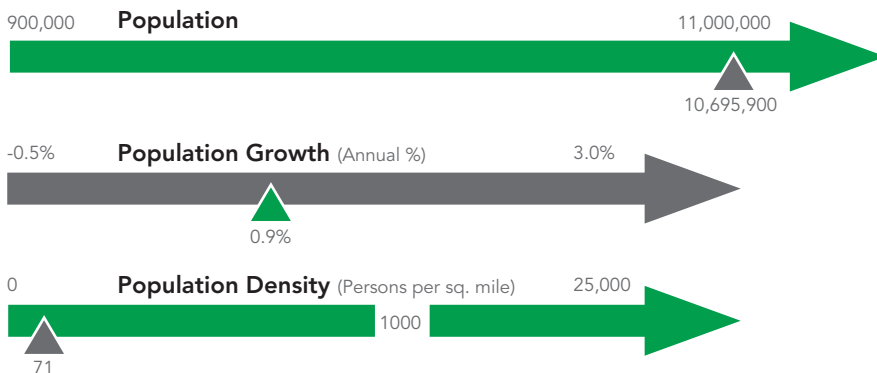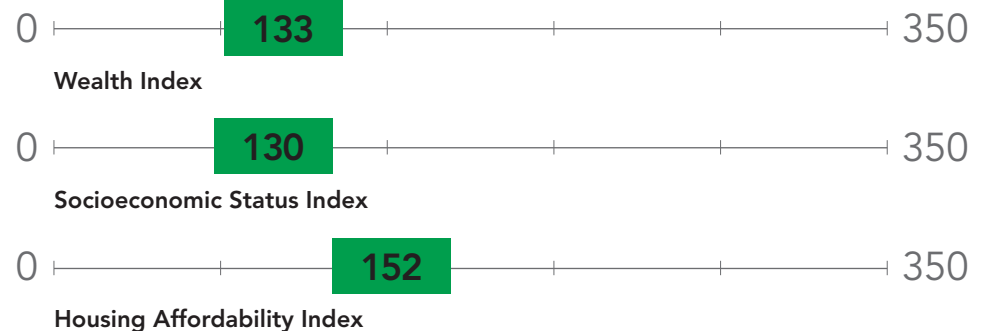
This map illustrates the density and distribution of the *Green Acres* Tapestry Segment by households.
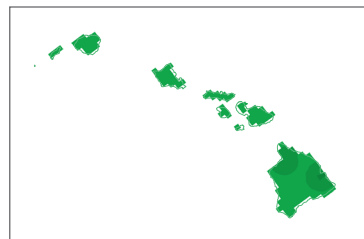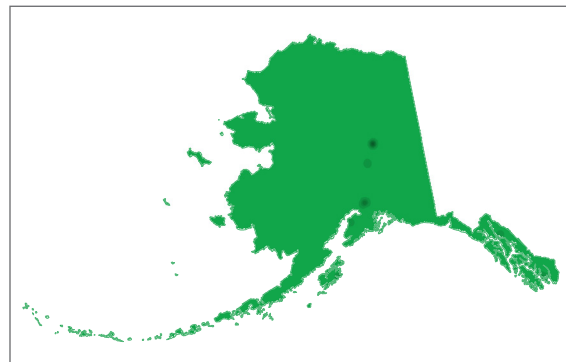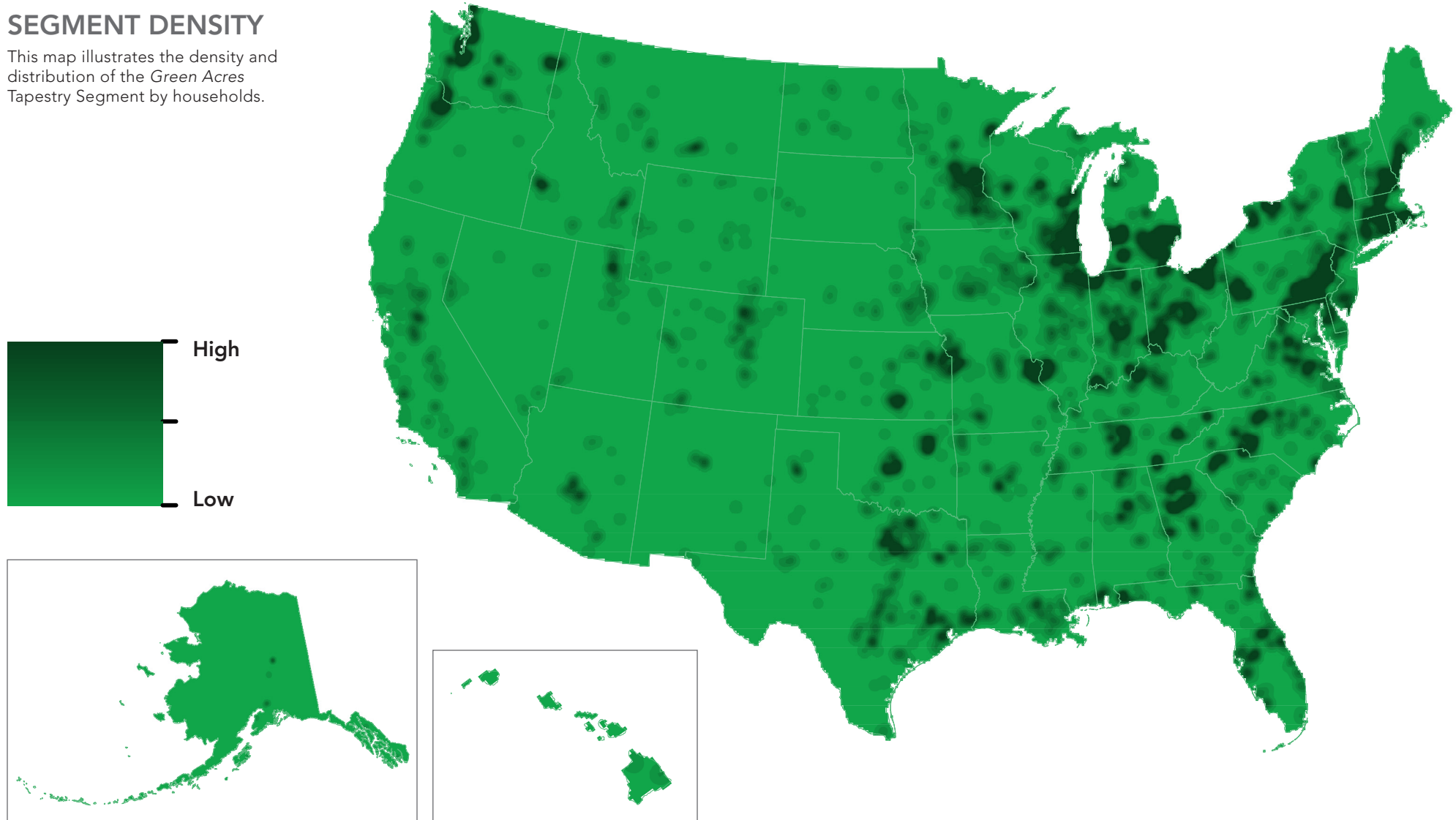
High

Low

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Salt of the Earth

Households: 3,545,800

Average Household Size: 2.59

Median Age: 44.1

Median Household Income: $56,300

WHO ARE WE?

Salt of the Earth residents are entrenched in their traditional, rural lifestyles. Citizens here are older, and many have grown children that have moved away. They still cherish family time and also tending to their vegetable gardens and preparing homemade meals. Residents embrace the outdoors; they spend most of their free time preparing for their next fishing, boating, or camping trip. The majority has at least a high school diploma or some college education; many have expanded their skill set during their years of employment in the manufacturing and related industries. They may be experts with DIY projects, but the latest technology is not their forte. They use it when absolutely necessary, but seek face-to-face contact in their routine activities.

OUR NEIGHBORHOOD

- This large segment is concentrated in the Midwest, particularly in Ohio, Pennsylvania, and Indiana.

- Due to their rural setting, households own two vehicles to cover their long commutes, often across county boundaries.

- Home ownership rates are very high (Index 133). Single-family homes are affordable, valued at 25 percent less than the national market.

- Nearly two in three households are composed of married couples; less than half have children at home.

SOCIOECONOMIC TRAITS

- Steady employment in construction, manufacturing, and related service industries.

- Completed education: 40% with a high school diploma only.

- Household income just over the national median, while net worth is nearly double the national median.

- Spending time with family their top priority.

- Cost-conscious consumers, loyal to brands they like, with a focus on buying American.

- Last to buy the latest and greatest products.

- Try to eat healthy, tracking the nutrition and ingredients in the food they purchase.

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 44.1 US: 38.2

Indicates US
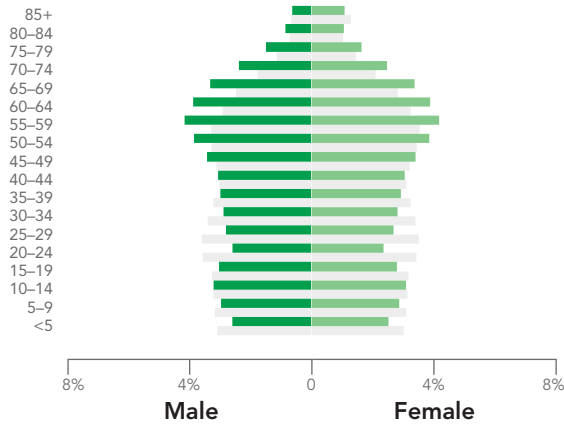
8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 19.8 US: 64.0

	This market	US Average
Hispanic*	3.8%	18.1%
Multiple	1.6%	3.4%
Other	1.4%	6.8%
Asian and Pac. Islander	0.7%	5.8%
American Indian	0.6%	1.0%
Black	2.6%	12.8%
White	93.0%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$56,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$167,700
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Index
Housing	80
Food	88
Apparel & Services	66
Transportation	96
Health Care	82
Entertainment & Recreation	109
Education	87
Pensions & Social Security	129
Other	80

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Production
Office And Administrative Support
Transportation And Material Moving
Sales And Related

Median Earnings
$140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

200,000   400,000   600,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Outdoor sports and activities, such as fishing, boating, hunting, and overnight camping trips are popular.

- To support their pastimes, truck ownership is high; many also own an ATV.

- They own the equipment to maintain their lawns and tend to their vegetable gardens.

- Residents often tackle home remodeling and improvement jobs themselves.

- Due to their locale, they own satellite dishes, and have access to high speed internet connections like DSL.

- These conservative consumers prefer to conduct their business in person rather than online. They use an agent to purchase insurance.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$154,300
US Median: $207,300
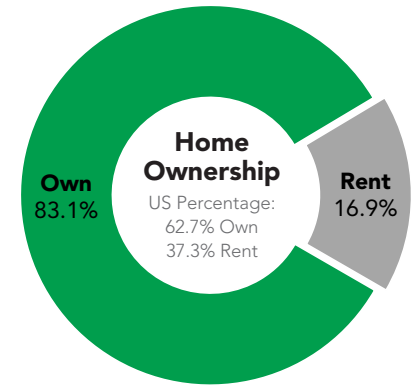
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 83.1%
Rent 16.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,276,400

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
58

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — 350
92
Wealth Index

0 — 350
107
Socioeconomic Status Index

0 — 350
169
Housing Affordability Index
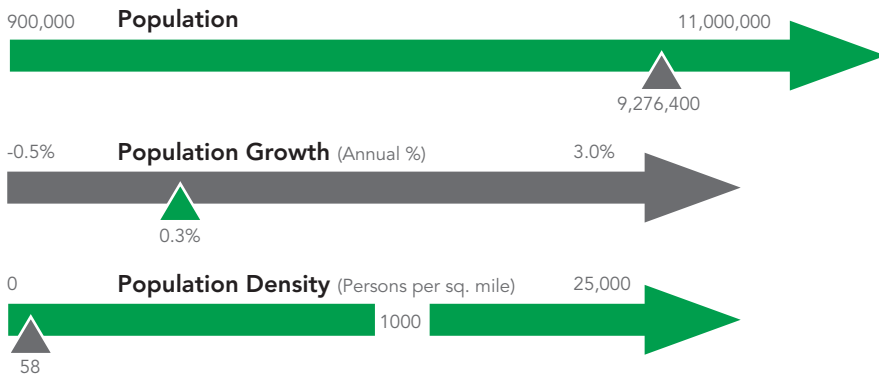
SEGMENT DENSITY

This map illustrates the density and distribution of the *Salt of the Earth* Tapestry Segment by households.
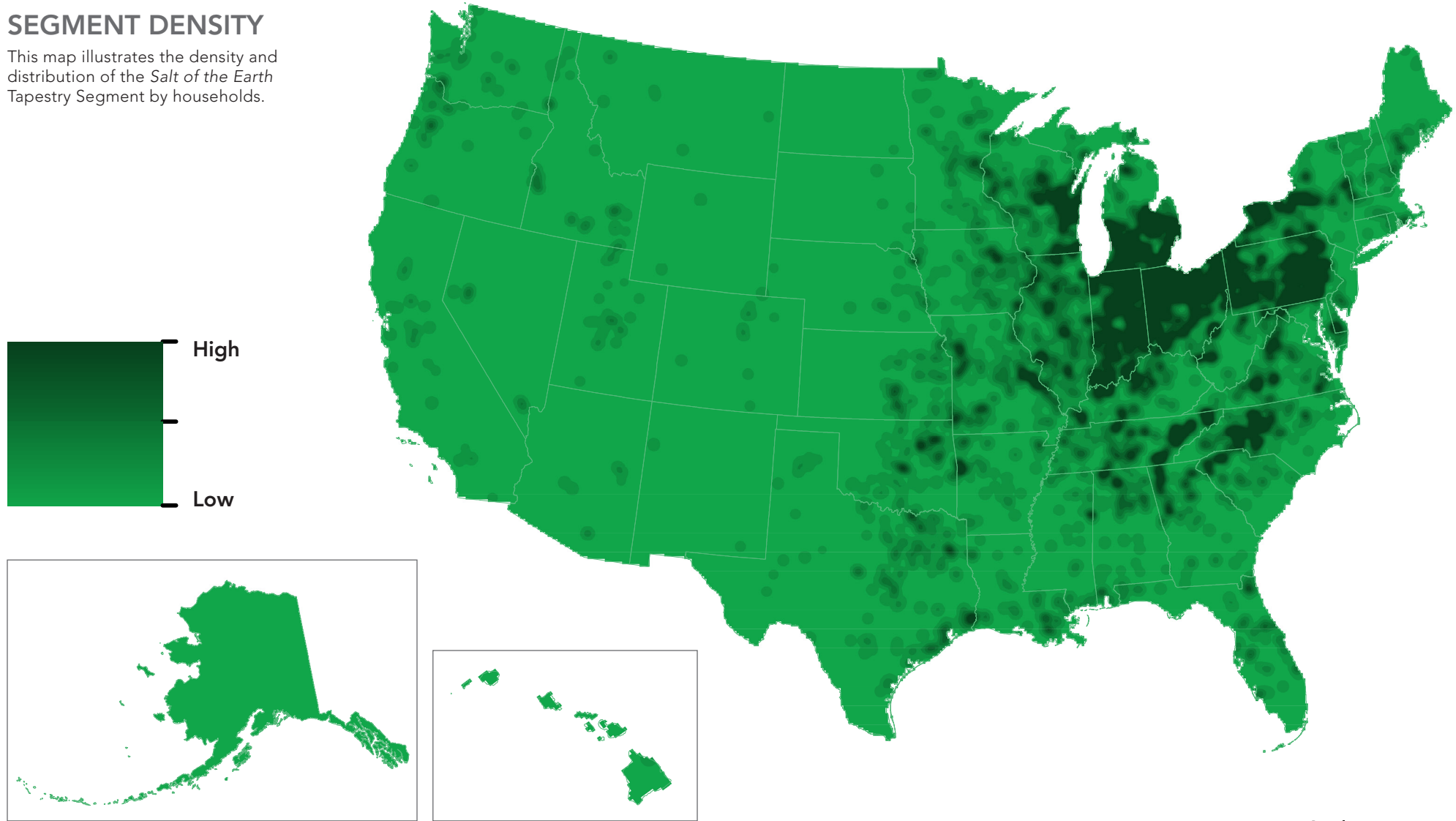
High

Low

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The Great Outdoors

6C

Households: 1,908,600

Average Household Size: 2.44

Median Age: 47.4

Median Household Income: $56,400

WHO ARE WE?

These neighborhoods are found in pastoral settings throughout the United States. Consumers are educated empty nesters living an active but modest lifestyle. Their focus is land. They are more likely to invest in real estate or a vacation home than stocks. They are active gardeners and partial to homegrown and home-cooked meals. Although retirement beckons, most of these residents still work, with incomes slightly above the US level.

OUR NEIGHBORHOOD

- Over 55% of households are married-couple families; 36% are couples with no children living at home.

- Average household size is slightly smaller at 2.44.

- Typical of areas with rustic appeal, the housing inventory features single-family homes (77%) and mobile homes (15%); a significant inventory of seasonal housing is available (Index 397).

- Residents live in small towns and rural communities throughout the West, South, and Northeast regions of the country.

- More than half of all homes were constructed between 1970 and 2000.

- Most households have one or two vehicles; average travel time to work is slightly higher (28 minutes) despite a disproportionate number that work from home (Index 149).

SOCIOECONOMIC TRAITS

- 60% have attended college or hold a degree.

- Unemployment is lower at 4.8% (Index 88), but so is labor force participation at 60%.

- Typical of neighborhoods with older residents, income from retirement and Social Security is common, but residents also derive income from self-employment and investments.

- Residents are very do-it-yourself oriented and cost conscious.

- Many service their own autos, work on home improvement and remodeling projects, and maintain their own yards.

- They prefer domestic travel to trips abroad.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 47.4 US: 38.2

█ Indicates US
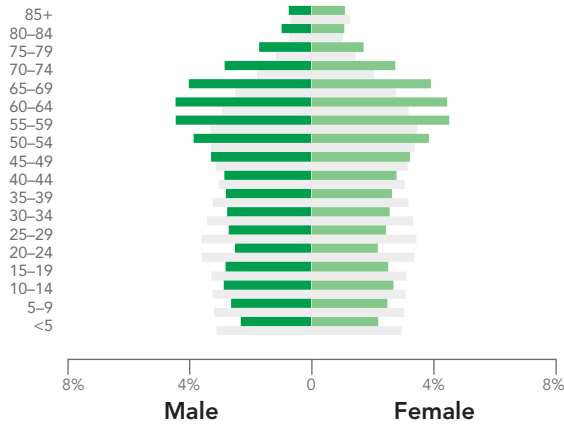
Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 35.6 US: 64.0

Group	Value
Hispanic*	8.7%
	18.1%
Multiple	3.2%
	3.4%
Other	2.8%
	6.8%
Asian and Pac. Islander	1.7%
	5.8%
American Indian	1.8%
	1.0%
Black	3.0%
	12.8%
White	87.4%
	70.2%

█ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$56,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$156,600
$93,300

0 $100K $200K $300K $400K $500K $600K+

█ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	90
Food	93
Apparel & Services	83
Transportation	91
Health Care	93
Entertainment & Recreation	115
Education	91
Pensions & Social Security	143
Other	96

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Construction And Extraction

Office And Administrative Support

Education, Training, And Library

Sales And Related

Workers (Age 16+)

Median Earnings

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Satellite dishes and riding lawn mowers are familiar sights in these rural settings, along with multiple vehicles; four-wheel drive trucks are popular, too.

- Residents are members of AARP and veterans' clubs and support various civic causes.

- Technology is not central in their lives: light use of Internet connectivity for shopping to entertainment.

- Most households have pets—dogs or cats.

- Television channels such as CMT, History, and Fox News are popular.

- They enjoy outdoor activities such as hiking, hunting, fishing, and boating.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$239,500
US Median: $207,300
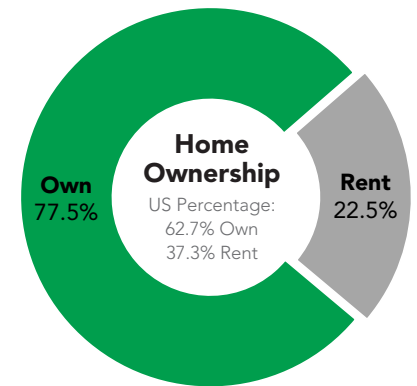
Home Ownership
Own 77.5%
Rent 22.5%
US Percentage:
62.7% Own
37.3% Rent

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,745,300

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
18

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **122** — 350
Wealth Index

0 — **109** — 350
Socioeconomic Status Index

0 — **113** — 350
Housing Affordability Index

SEGMENT DENSITY
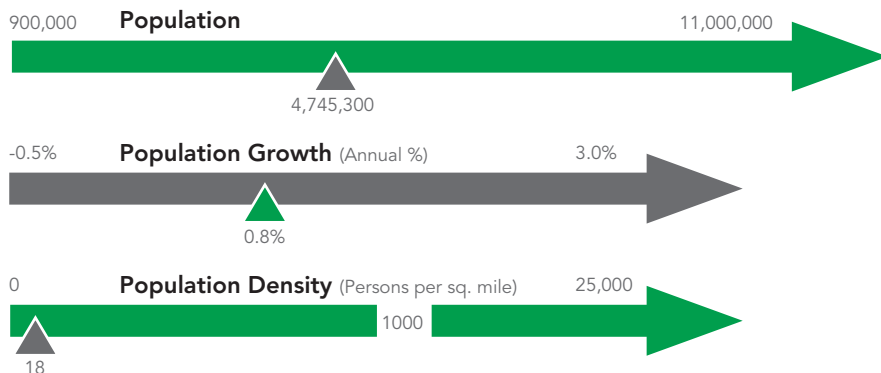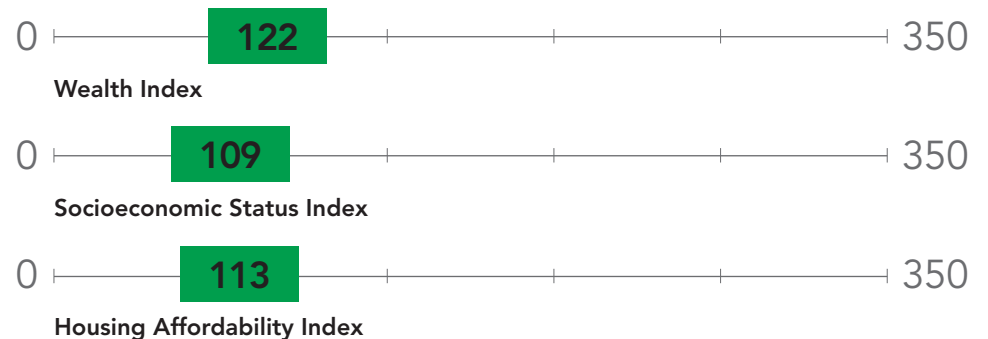
This map illustrates the density and distribution of the *The Great Outdoors* Tapestry Segment by households.
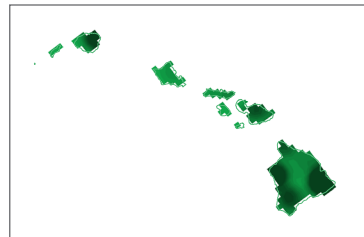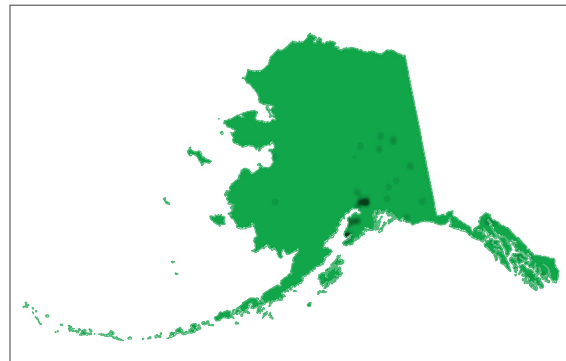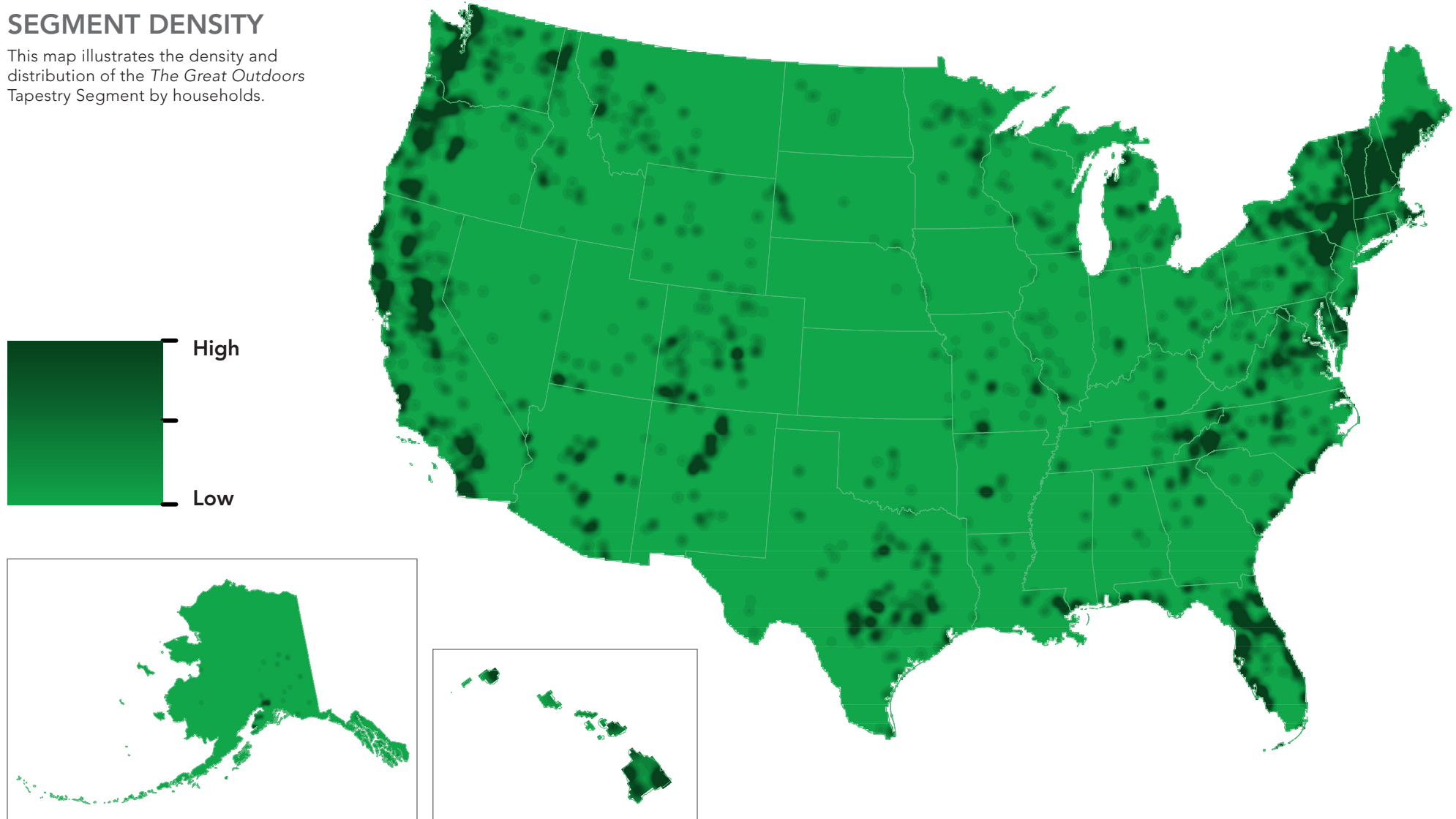
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Prairie Living

6D

Households: 1,323,200

Average Household Size: 2.51

Median Age: 44.4

Median Household Income: $54,300

WHO ARE WE?

Prairie Living is Tapestry Segmentation's most rural market, comprising about 1.2 percent of households, located mainly in the Midwest, with a predominance of self-employed farmers. These agricultural communities are not diverse, dominated by married-couple families that own single-family dwellings and many vehicles. Median household income is similar to the US, and labor force participation is slightly higher. Faith is important to this hardworking market. When they find time to relax, they favor outdoor activities.

OUR NEIGHBORHOOD

- About four-fifths of households are owner occupied.
- Dominant household type is married-couples with no children.
- Most are single-family homes (87%) built before 1980; a higher proportion were built before 1940 (Index 218).
- Higher percentage of vacant housing units is at 16.5% (Index 146).
- Most households own 2 or 3 vehicles; this is the highest ranked market for owning 4 or more vehicles.

SOCIOECONOMIC TRAITS

- More than half have completed some college education or hold a degree.
- At 2.9%, the unemployment rate is almost less than half the US rate.
- Labor force participation rate slightly higher at 65%.
- Wage and salary income for 72% of households plus self-employment income for 23% (Index 217).
- Faith and religion are important to these residents.
- Tend to buy things when they need them, rather than when they want them or to be trendy.
- Somewhat resistant to new technology.
- Creatures of habit when purchasing food items.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY™
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 44.4 US: 38.2

■ Indicates US
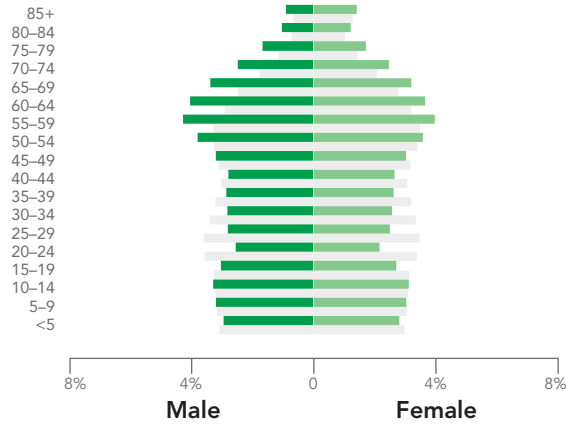
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 24.6 US: 64.0

Group	This market	US Average
Hispanic*	6.6%	18.1%
Multiple	1.7%	3.4%
Other	2.6%	6.8%
Asian and Pac. Islander	0.6%	5.8%
American Indian	1.3%	1.0%
Black	1.1%	12.8%
White	92.8%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$54,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$154,000
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	74
Food	97
Apparel & Services	58
Transportation	88
Health Care	60
Entertainment & Recreation	135
Education	87
Pensions & Social Security	266
Other	66

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

6D
Prairie Living

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Many own a truck, riding lawn mower, and ATV/UTV and have a satellite dish.
- They purchased plants and seeds in the past year for their vegetable garden, where their tiller comes in handy.
- They favor banking in person, have noninterest checking accounts, invest in CDs (more than 6 months), and have term/whole life insurance.
- They are pet owners.
- Leisure activities include fishing, hunting, boating, camping, and attending country music concerts.
- Residents prefer to listen to faith and inspirational, as well as country music on the radio.
- They read the local newspaper as well as home service, and fishing/hunting magazines.
- They contribute to religious organizations and belong to religious clubs.
- Walmart is a favorite shopping stop; Subway is a favorite eating spot.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$139,800
US Median: $207,300
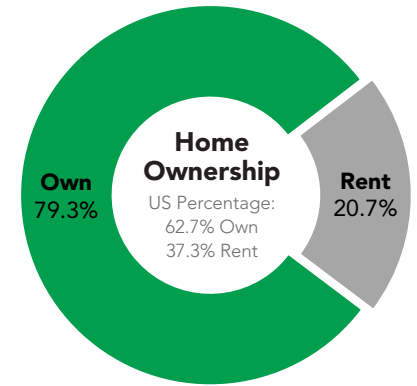
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.3%

Rent 20.7%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,384,000

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
5

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **91** — 350
Wealth Index

0 — **118** — 350
Socioeconomic Status Index

0 — **180** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Prairie Living* Tapestry Segment by households.
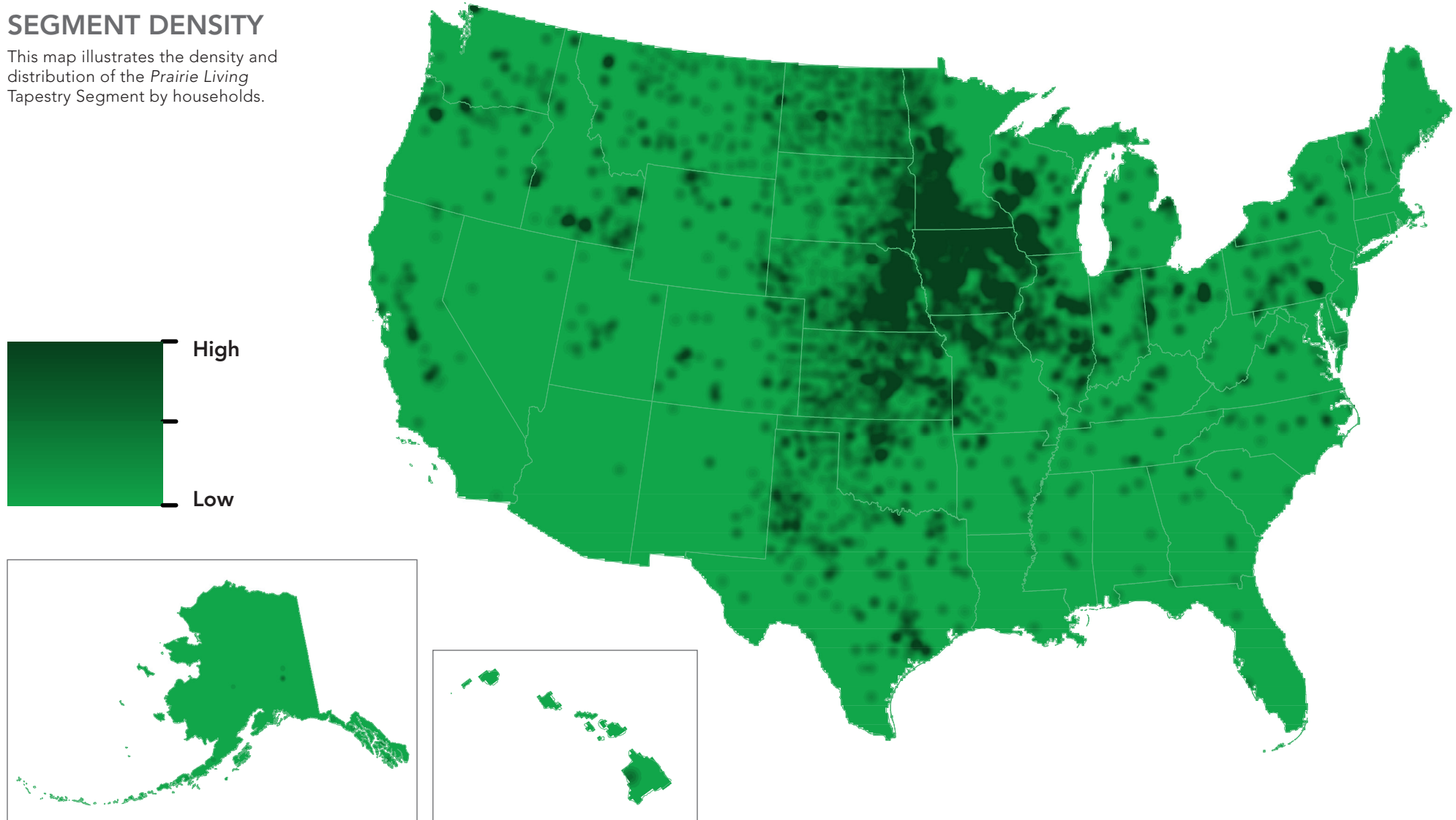
High

Low

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LifeMode Group: *Cozy Country Living*

Rural Resort Dwellers

6E

Households: 1,227,200

Average Household Size: 2.22

Median Age: 54.1

Median Household Income: $50,400

WHO ARE WE?

Although the Great Recession forced many owners of second homes to sell, *Rural Resort Dwellers* residents remain an active market, just a bit smaller. These communities are centered in resort areas, many in the Midwest, where the change in seasons supports a variety of outdoor activities. Retirement looms for many of these blue collar, older householders, but workers are postponing retirement or returning to work to maintain their current lifestyles. Workers are traveling further to maintain employment. They are passionate about their hobbies, like freshwater fishing and hunting, but otherwise have very simple tastes.

OUR NEIGHBORHOOD

- Housing is owner-occupied, single-family homes, with some mobile homes. A strong market for second homes, these rural areas contain homes valued near the US median. Over half of the housing units are vacant due to a high seasonal vacancy rate.

- In this older market, 42% of households consist of married couples with no children at home, while another 28% are single person. Married couples with children at home have older school-age children.

- Set in scenic rural locations with proximity to outdoor activities, two vehicles are essential to get around.

SOCIOECONOMIC TRAITS

- *Rural Resort Dwellers* residents are close to retirement. They've accumulated wealth and begun to shift their portfolios to low-risk assets. These active residents continue to work in skilled occupations.

- Simple tastes and modesty characterize these blue collar residents. They shop for timeless, comfortable clothing, but only when something must be replaced. They pay little attention to advertising and usually stick to the brands they know.

- They spend time with their spouses and also maintain a social calendar.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 54.1 US: 38.2

Indicates US
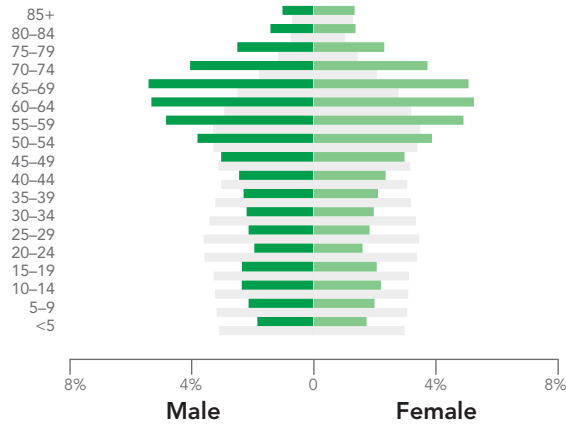
Male — Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 23.4 US: 64.0

Race/Ethnicity	Market	US
Hispanic*	5.1%	18.1%
Multiple	2.0%	3.4%
Other	1.5%	6.8%
Asian and Pac. Islander	0.8%	5.8%
American Indian	1.6%	1.0%
Black	2.1%	12.8%
White	92.0%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$50,400
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$163,000
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	74
Food	90
Apparel & Services	60
Transportation	83
Health Care	63
Entertainment & Recreation	118
Education	80
Pensions & Social Security	216
Other	68

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

Management
Construction And Extraction
Production
Office And Administrative Support
Sales And Related

Workers (Age 16+)

Rural Resort Dwellers

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents drive older domestic vehicles and prefer to spend their disposable income on gear to support their hobbies, which include freshwater fishing, hunting with a rifle or shotgun, and motorcycling.

- At home, *Rural Resort Dwellers* residents spend any free time working on their vehicles and maintaining their gear. They make frequent trips to their local hardware store for parts and tools. These hands-on consumers are also passionate about vegetable gardening.

- Due to their remote locations, these neighborhoods have satellite dishes. A few residents still rely on dial-up modems to stay connected. They don't access the Internet often but will make online purchases for items difficult to find in nearby stores.

- Their taste in TV shows reflects their hobbies—National Geographic, Discovery Channel, and the Weather Channel.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family/Seasonal

Median Value:
$209,200
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 81.1%
Rent 18.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,770,500

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
7

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

Wealth Index
0 — 117 — 350

Socioeconomic Status Index
0 — 108 — 350

Housing Affordability Index
0 — 114 — 350

SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Resort Dwellers* Tapestry Segment by households.

High

Low

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Heartland Communities

6F

Households: 2,850,600

Average Household Size: 2.39

Median Age: 42.3

Median Household Income: $42,400

WHO ARE WE?

Well settled and close-knit, *Heartland Communities* are semirural and semiretired. These older householders are primarily homeowners, and many have paid off their mortgages. Their children have moved away, but they have no plans to leave their homes. Their hearts are with the country; they embrace the slower pace of life here but actively participate in outdoor activities and community events. Traditional and patriotic, these residents support their local businesses, always buy American, and favor domestic driving vacations over foreign plane trips.

OUR NEIGHBORHOOD

- Rural communities or small towns are concentrated in the Midwest, from older Rustbelt cities to the Great Plains.

- Distribution of household types is comparable to the US, primarily (but not the majority) married couples, more with no children, and a slightly higher proportion of singles (Index 112) that reflects the aging of the population.

- Residents own modest, single-family homes built before 1970.

- They own one or two vehicles; commutes are short (Index 82).

SOCIOECONOMIC TRAITS

- Retirees in this market depress the average labor force participation rate to less than 60% (Index 94), but the unemployment rate is comparable to the US.

- More workers are white collar than blue collar; more skilled than unskilled.

- The rural economy of this market provides employment in the manufacturing, construction, utilities, healthcare, and agriculture industries.

- These are budget savvy consumers; they stick to brands they grew up with and know the price of goods they purchase. Buying American is important.

- Daily life is busy, but routine. Working on the weekends is not uncommon.

- Residents trust TV and newspapers more than any other media.

- Skeptical about their financial future, they stick to community banks and low-risk investments.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

6F

Heartland Communities

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 42.3 US: 38.2

▪ Indicates US
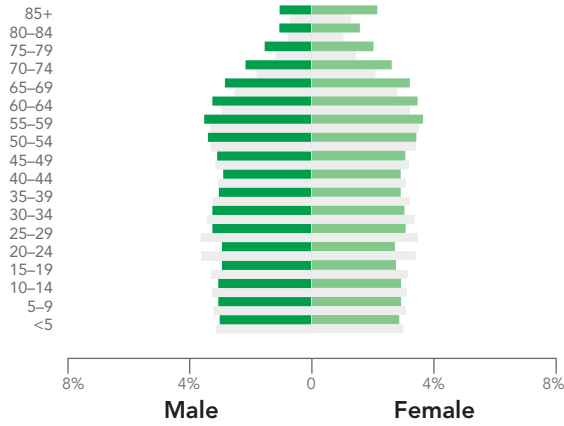
Male　Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 31.5 US: 64.0

	Group	US Average
Hispanic*	6.8%	18.1%
Multiple	2.3%	3.4%
Other	2.6%	6.8%
Asian and Pac. Islander	0.9%	5.8%
American Indian	1.2%	1.0%
Black	4.7%	12.8%
White	88.4%	70.2%

▪ US Average.　　*Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$42,400
$56,100

0　$100K　$200K　$300K　$400K　$500K　$600K+

Median Net Worth

$70,900
$93,300

0　$100K　$200K　$300K　$400K　$500K　$600K+

▪ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Index
🏠 Housing	62
🍴 Food	72
👕 Apparel & Services	52
🚗 Transportation	74
❤️ Health Care	56
🎰 Entertainment & Recreation	86
🎓 Education	66
💰 Pensions & Social Security	119
⭐ Other	56

0　50　100　150　200　250　300　350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Transportation And Material Moving
Office And Administrative Support
Sales And Related
Production

Workers (Age 16+)

Median Earnings

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Traditional in their ways, residents of *Heartland Communities* choose to bank and pay their bills in person and purchase insurance from an agent.
- Most have high-speed Internet access at home or on their cell phone but aren't ready to go paperless.
- Many residents have paid off their home mortgages but still hold auto loans and student loans. Interest checking accounts are common.
- To support their local community, residents participate in public activities.
- Home remodeling is not a priority, but homeowners do tackle necessary maintenance work on their cherished homes. They have invested in riding lawn mowers to maintain their larger yards.
- They enjoy country music and watch CMT.
- Motorcycling, hunting, and fishing are popular; walking is the main form of exercise.
- To get around these semirural communities, residents prefer domestic trucks or SUVs.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$95,700
US Median: $207,300
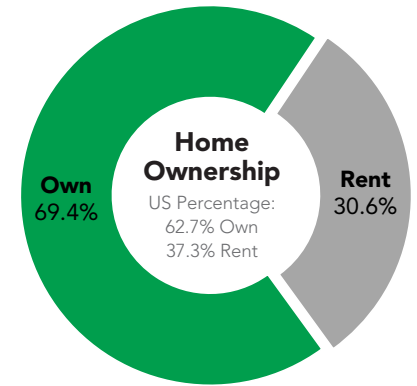
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 69.4%
Rent 30.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,980,600

Population Growth (Annual %)
-0.5% — 3.0%
0.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
93

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **60** — 350
Wealth Index

0 — **86** — 350
Socioeconomic Status Index

0 — **205** — 350
Housing Affordability Index

6F
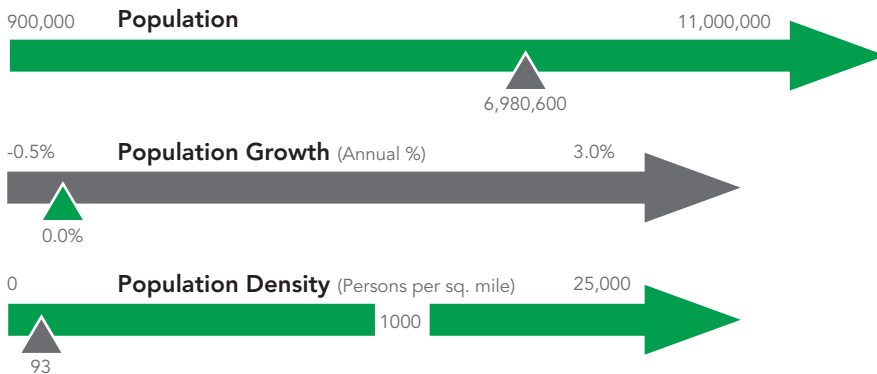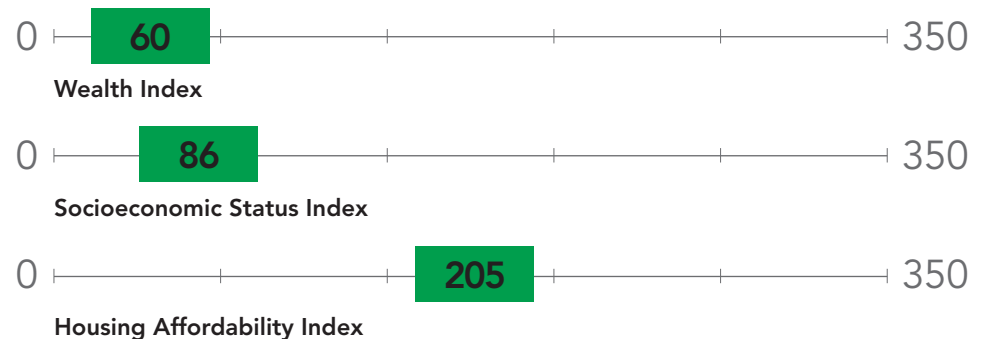
LifeMode Group: Cozy Country Living
Heartland Communities

SEGMENT DENSITY

This map illustrates the density and distribution of the *Heartland Communities* Tapestry Segment by households.
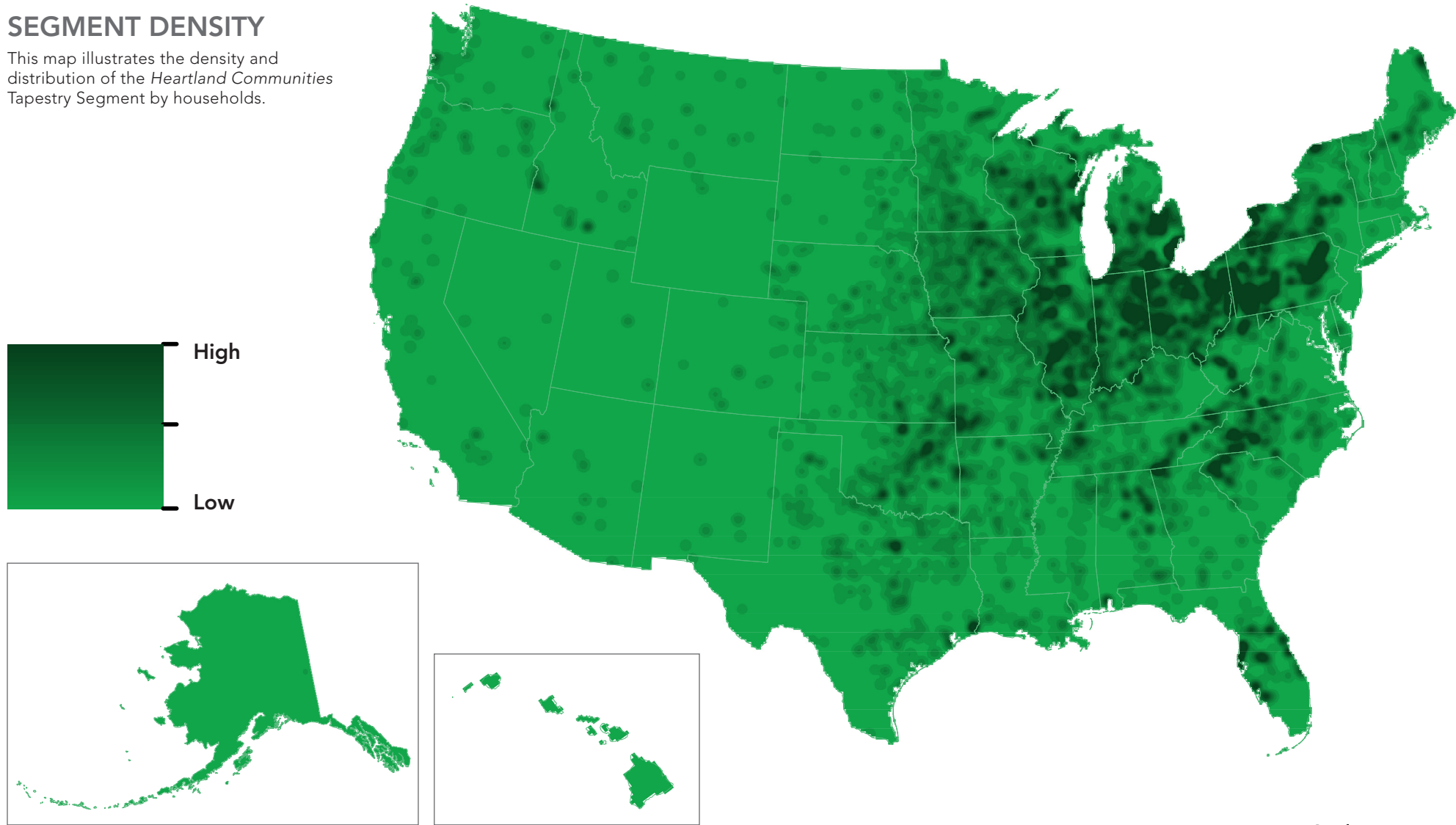
High

Low

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THE SCIENCE OF WHERE

LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: $72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of $194,400 and a lower vacancy rate.
- The price of affordable housing: longer commute times (Index 217).

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

■ Indicates US
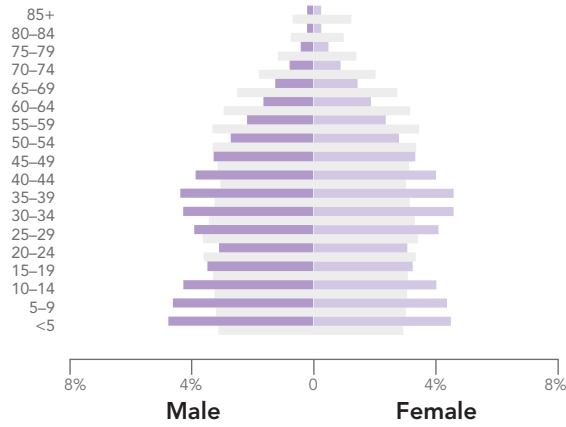
Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 73.9 US: 64.0

Group	This market	US Average
Hispanic*	27.3%	18.1%
Multiple	4.5%	3.4%
Other	8.9%	6.8%
Asian and Pac. Islander	6.9%	5.8%
American Indian	0.7%	1.0%
Black	15.3%	12.8%
White	63.7%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$72,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$122,700
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	105
Food	105
Apparel & Services	112
Transportation	98
Health Care	115
Entertainment & Recreation	108
Education	112
Pensions & Social Security	102
Other	136

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Healthcare Practitioners And Technical
Management
Office And Administrative Support
Education, Training, And Library
Sales And Related

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$194,400

US Median: $207,300
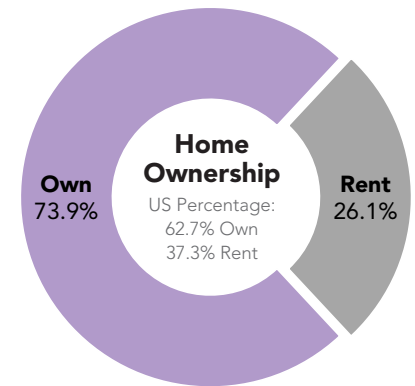
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 73.9%
Rent 26.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
9,115,600

Population Growth (Annual %)
-0.5% — 3.0%
2.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
966

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **85** — 350
Wealth Index

0 — **116** — 350
Socioeconomic Status Index

0 — **180** — 350
Housing Affordability Index
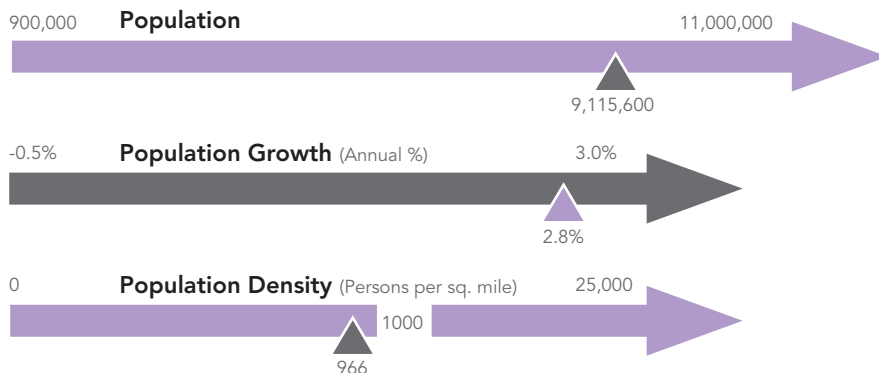
SEGMENT DENSITY

This map illustrates the density and distribution of the *Up and Coming Families* Tapestry Segment by households.
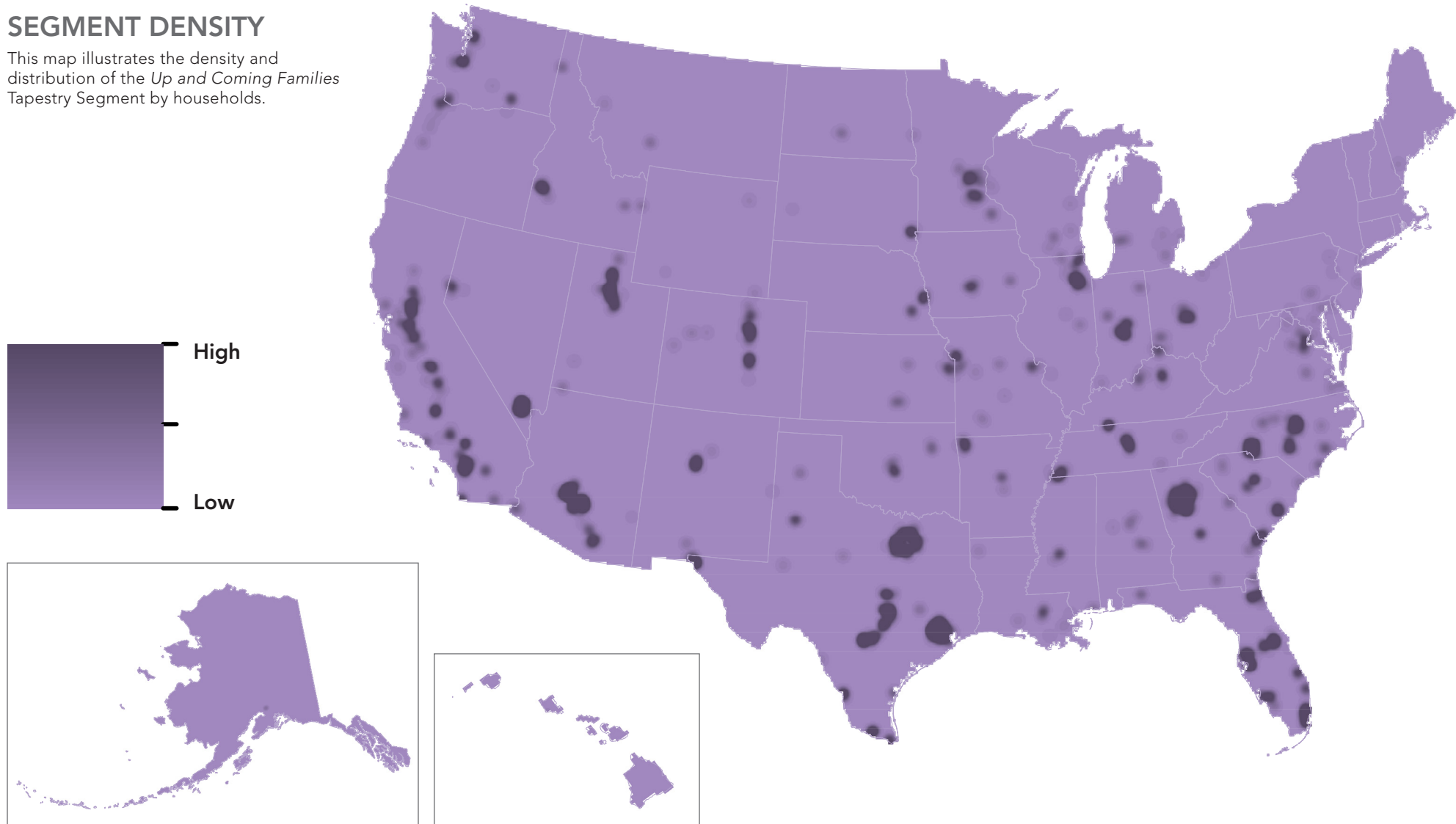
High

Low

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THE
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Urban Villages

7B

Households: 1,319,200

Average Household Size: 3.78

Median Age: 34.0

Median Household Income: $62,300

WHO ARE WE?

Urban Villages residents are multicultural, multigenerational, and multilingual. Trendy and fashion conscious, they are risk takers. However, these consumers focus on their children and maintain gardens. They are well connected with their smartphones, but more likely to shop in person. Their favorite stores are as diverse as they are, Costco or Trader Joe's, Target or Macy's.

OUR NEIGHBORHOOD

- Older homes (most built before 1970) are found in the urban periphery of large metropolitan markets.

- Married couples with children, and grandparents; many households are multigenerational (Index 322). Average household size is 3.78.

- Homes are older, primarily single family, with a higher median value of $325,100 (Index 157) and a lower vacancy rate of 4.7%.

SOCIOECONOMIC TRAITS

- Multicultural market including recent immigrants (Index 277) and some language barriers (Index 289).

- Education: more than half the population aged 25 or older have a high school diploma or some college.

- Labor force participation rate higher than the US, but so is the unemployment rate at 6.2%.

- Brand conscious but not necessarily brand loyal; open to trying new things.

- Status-conscious consumers; choices reflect their youth—attention to style and pursuit of trends.

- Comfortable with technology and interested in the latest innovations.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

■ Indicates US

Male   Female
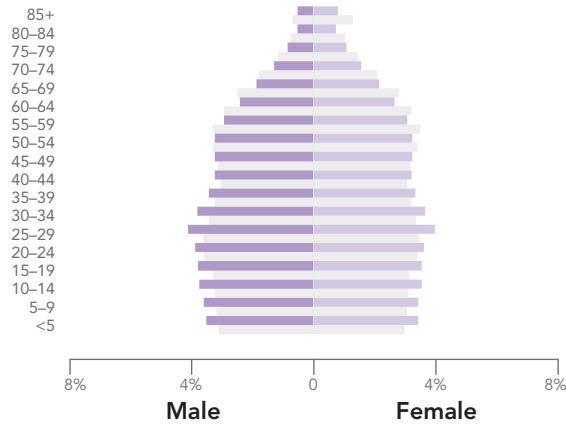
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
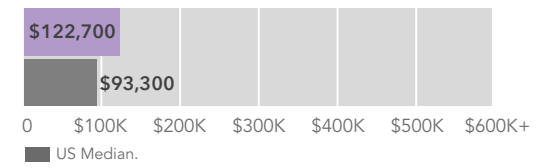
Diversity Index: 86.0 US: 64.0

Hispanic*: 63.4% / 18.1%
Multiple: 4.6% / 3.4%
Other: 26.4% / 6.8%
Asian and Pac. Islander: 11.2% / 5.8%
American Indian: 0.9% / 1.0%
Black: 7.4% / 12.8%
White: 49.5% / 70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$62,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$122,700
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	101
Food	94
Apparel & Services	118
Transportation	82
Health Care	106
Entertainment & Recreation	85
Education	98
Pensions & Social Security	93
Other	123

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Construction And Extraction
Production
Transportation And Material Moving
Sales And Related
Office And Administrative Support

Median Earnings / Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Fashion matters to *Urban Villages* residents, who spend liberally on new clothes for the whole family.

- Saving is more limited than spending in this young market.

- They carry credit cards, but banking is basic. They are likely to pay bills in person or online.

- Media preferences vary, but feature culturally specific channels or children's shows.

- Leisure includes family activities like going to water parks, theme parks, watching movies, and gardening, plus sports like soccer and basketball.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$325,100
US Median: $207,300
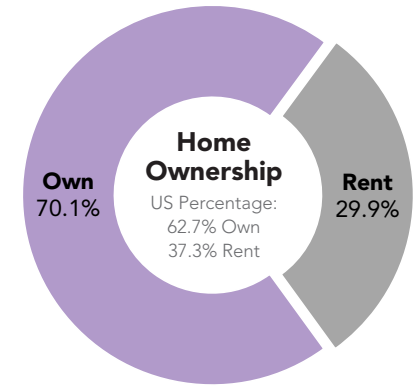
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 70.1%
Rent 29.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,031,100

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
338

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **76** — 350
Wealth Index

0 — **97** — 350
Socioeconomic Status Index

0 — **94** — 350
Housing Affordability Index
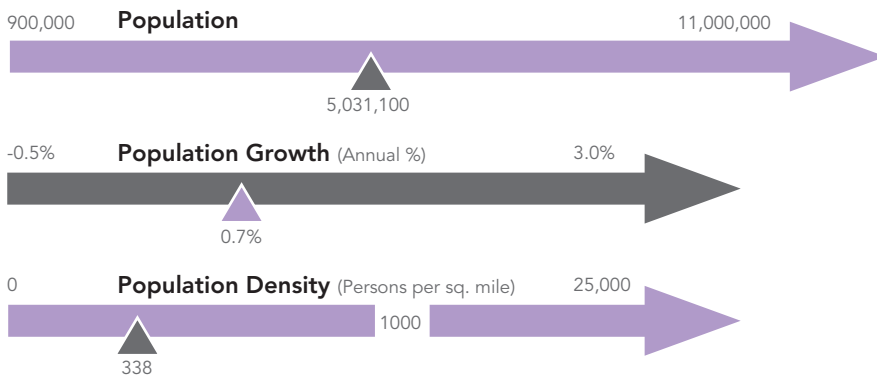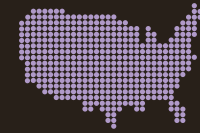
SEGMENT DENSITY

This map illustrates the density and distribution of the *Urban Villages* Tapestry Segment by households.
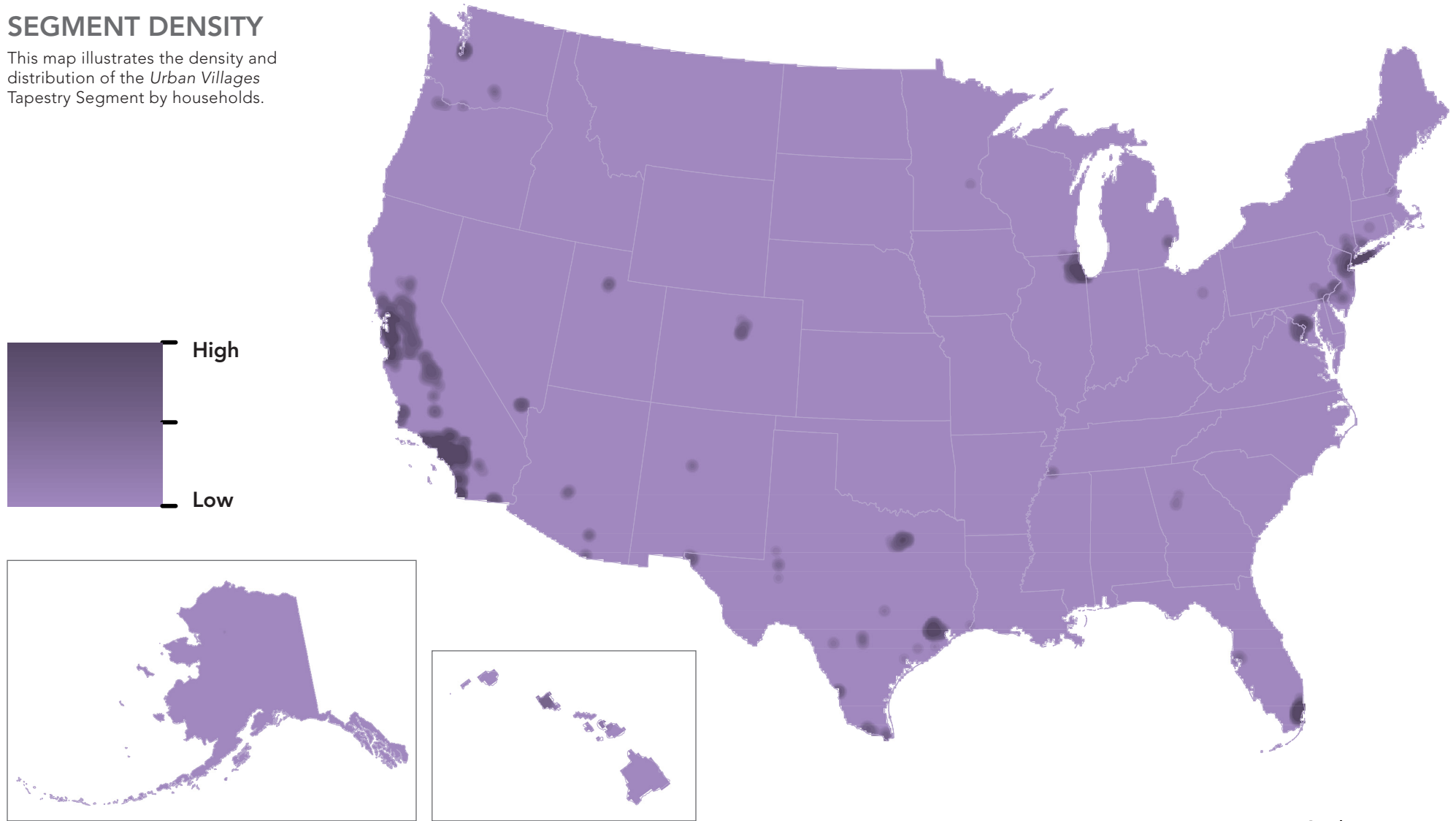
High

Low

G79488

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American Dreamers

7C

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: $50,900

WHO ARE WE?

Located throughout the South and West, most *American Dreamers* residents own their own homes, primarily single-family housing—farther out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Diversity is high; many residents are foreign born, of Hispanic origin. Hard work and sacrifice have improved their economic circumstance as they pursue a better life for themselves and their family. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

OUR NEIGHBORHOOD

- *American Dreamers* residents are family-centric and diverse. Most are married couples with children of all ages or single parents; multigenerational homes are common (Index 201).

- Average household size is higher at 3.19 (Index 123).

- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.

- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).

- Three quarters of all housing were built since 1970.

- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.

- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- While nearly 17% have earned a college degree, the majority, or 63%, hold a high school diploma only or spent some time at a college or university.

- Unemployment is higher at 7.4% (Index 136); labor force participation is also higher at 66%.

- Most *American Dreamers* residents derive income from wages or salaries, but the rate of poverty is a bit higher in this market (Index 116).

- They tend to spend money carefully and focus more on necessities.

- They are captivated by new technology, particularly feature-rich smartphones.

- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 32.5 US: 38.2

■ Indicates US

| Male | Female |

8% 4% 0 4% 8%
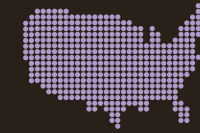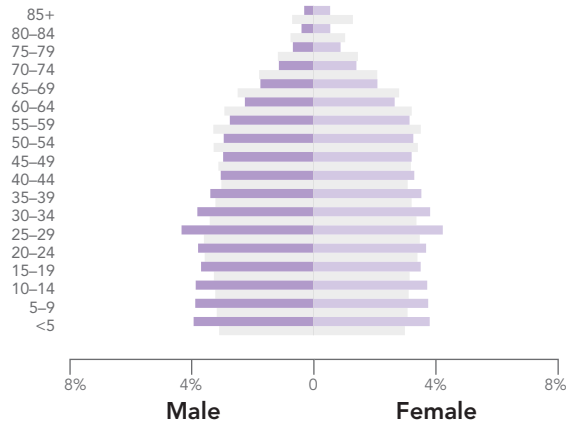
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
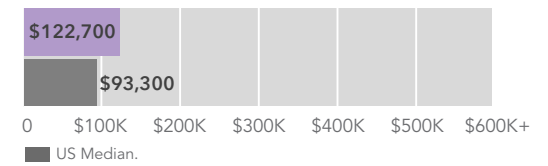
Diversity Index: 84.1 US: 64.0

Category	Value
Hispanic*	44.4% / 18.1%
Multiple	4.6% / 3.4%
Other	16.5% / 6.8%
Asian and Pac. Islander	5.4% / 5.8%
American Indian	1.3% / 1.0%
Black	20.0% / 12.8%
White	52.1% / 70.2%

0   20%   40%   60%   80%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$50,900
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$59,400
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	79
Food	78
Apparel & Services	86
Transportation	73
Health Care	81
Entertainment & Recreation	72
Education	79
Pensions & Social Security	67
Other	87

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

Construction And Extraction
Transportation And Material Moving
Office And Administrative Support
Sales And Related
Food Preparation And Serving Related

$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
0

100,000   200,000   300,000   400,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.

- Cell phones are preferred over landlines.

- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.

- Residents listen to urban or Hispanic radio.

- During the summer, family outings to theme parks are especially popular.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$145,900
US Median: $207,300
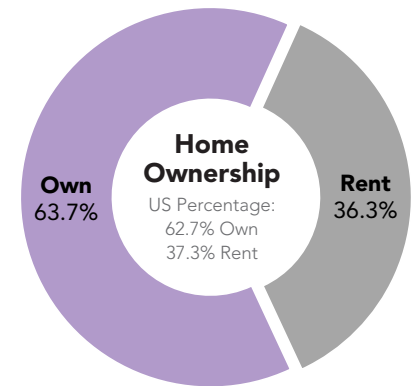
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 63.7%
Rent 36.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,856,600

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
48

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — 350
55
Wealth Index

0 — 350
85
Socioeconomic Status Index

0 — 350
168
Housing Affordability Index
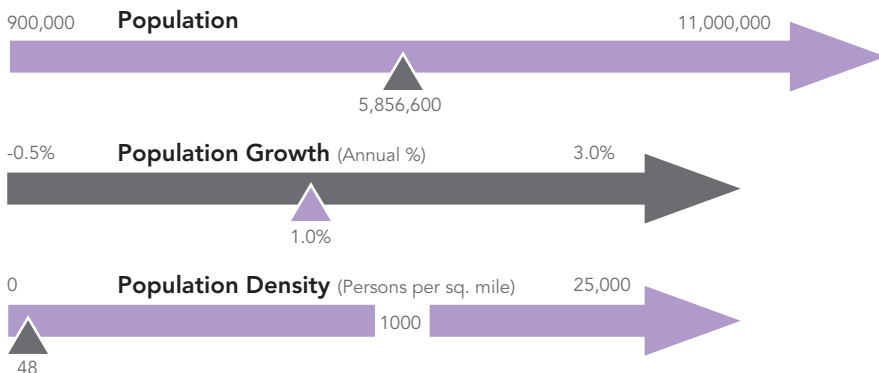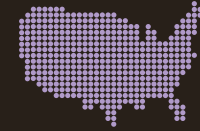
SEGMENT DENSITY

This map illustrates the density and distribution of the *American Dreamers* Tapestry Segment by households.
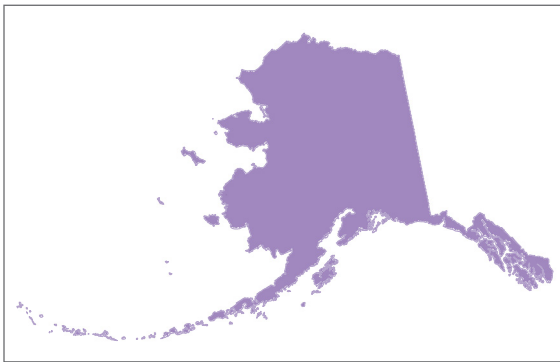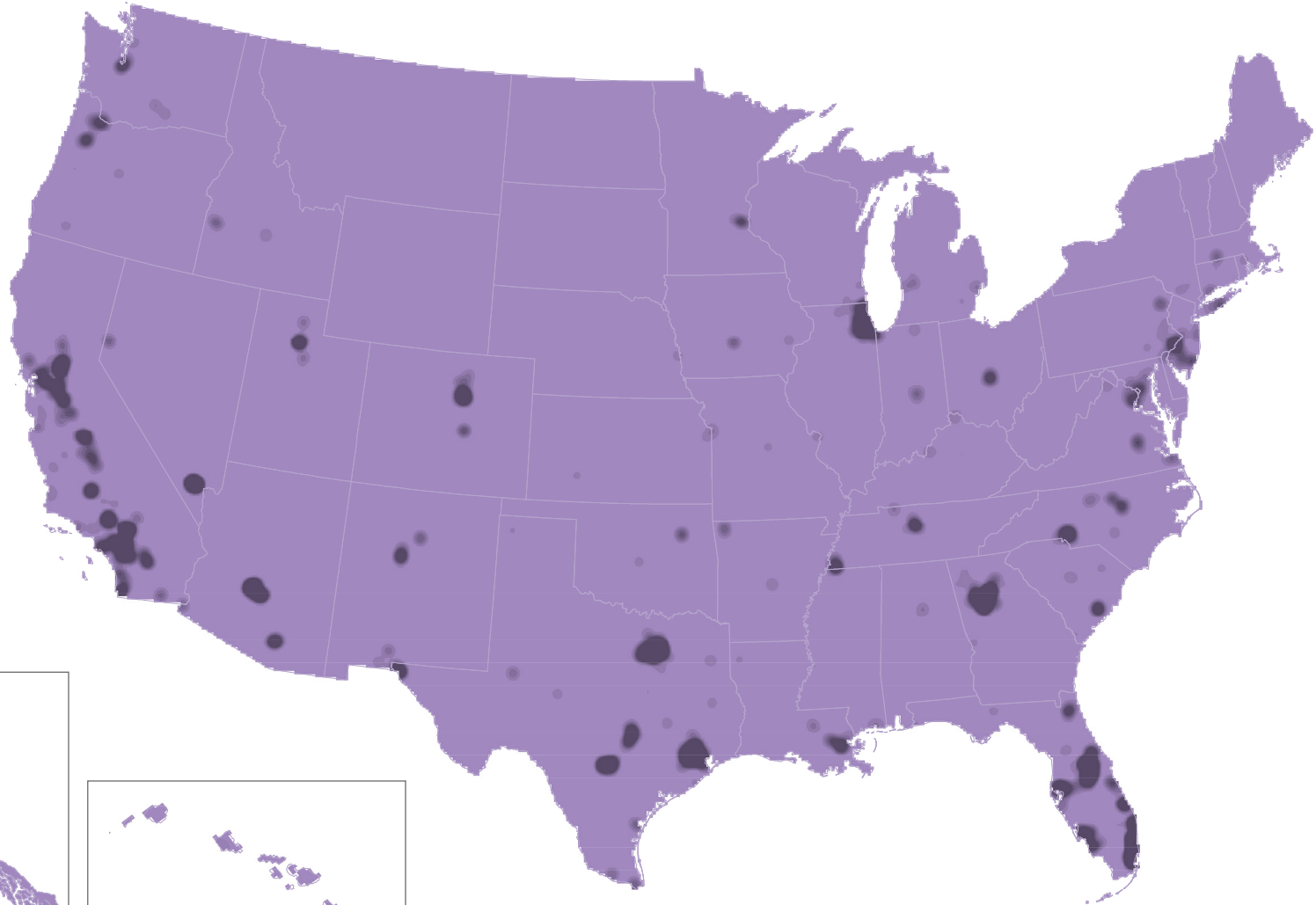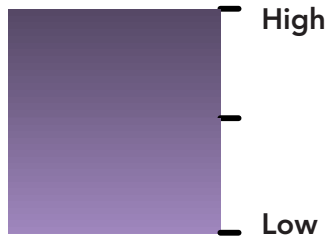
High

Low

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Barrios Urbanos

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Households: 1,289,900

Average Household Size: 3.62

Median Age: 28.9

Median Household Income: $38,000

WHO ARE WE?

Family is central within these diverse communities. Hispanics make up more than 70% of the residents. More than one in four are foreign born, bringing rich cultural traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

OUR NEIGHBORHOOD

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.

- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.

- Homes are owner occupied, with slightly higher monthly costs (Index 103) but fewer mortgages (Index 83).

- Most are older homes, nearly 60% built from 1950 to 1989.

- Most households have one or two vehicles; many commuters car pool or walk to work (Index 145).

- *Barrios Urbanos* residents live within the urban periphery of larger metropolitan areas across the South and West.

SOCIOECONOMIC TRAITS

- While a majority finished high school, over 40% have not (Index 321).

- Unemployment is higher at 8.4% (Index 155); labor force participation is slightly lower at 61%.

- More than one in four households is below the poverty level (Index 183).

- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.

- Many have no financial investments or retirement savings, but they have their homes.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

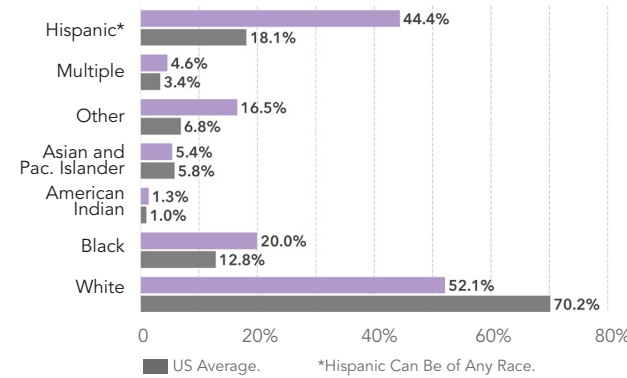## AGE BY SEX (Esri data)

Median Age: 28.9 US: 38.2

■ Indicates US
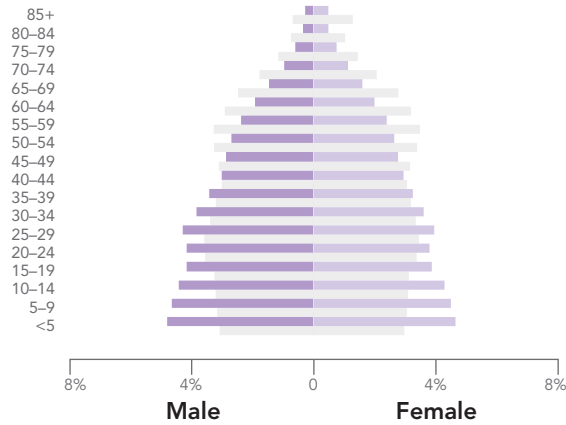
Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
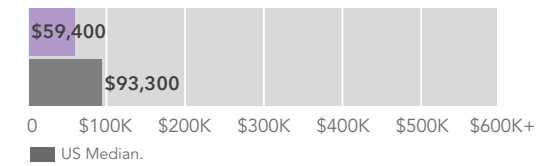
Diversity Index: 80.6 US: 64.0

Hispanic* 72.5% / 18.1%
Multiple 3.6% / 3.4%
Other 28.6% / 6.8%
Asian and Pac. Islander 2.4% / 5.8%
American Indian 1.3% / 1.0%
Black 7.9% / 12.8%
White 56.2% / 70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$38,000
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$26,100
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

	Index
Housing	62
Food	65
Apparel & Services	68
Transportation	59
Health Care	60
Entertainment & Recreation	55
Education	62
Pensions & Social Security	53
Other	64

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Transportation And Material Moving
Production
Office And Administrative Support
Construction And Extraction
Sales And Related

Median Earnings

Workers (Age 16+)

7D

Barrios Urbanos

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.

- Many households subscribe to satellite television to watch their favorite Hispanic programs.

- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

- Typical of this diverse segment, Hispanic programming dominates the radio dials.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$92,200
US Median: $207,300
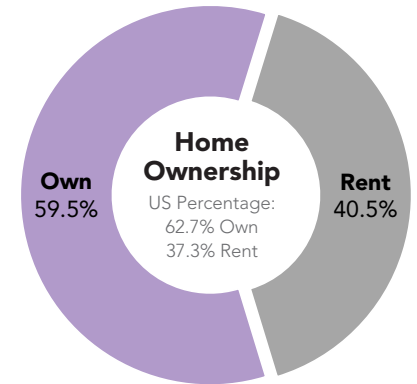
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 59.5%
Rent 40.5%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,708,100

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
523

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **42** — 350
Wealth Index

0 — **70** — 350
Socioeconomic Status Index

0 — **191** — 350
Housing Affordability Index

7D

Barrios Urbanos

TAPESTRY SEGMENTATION
esri.com/tapestry
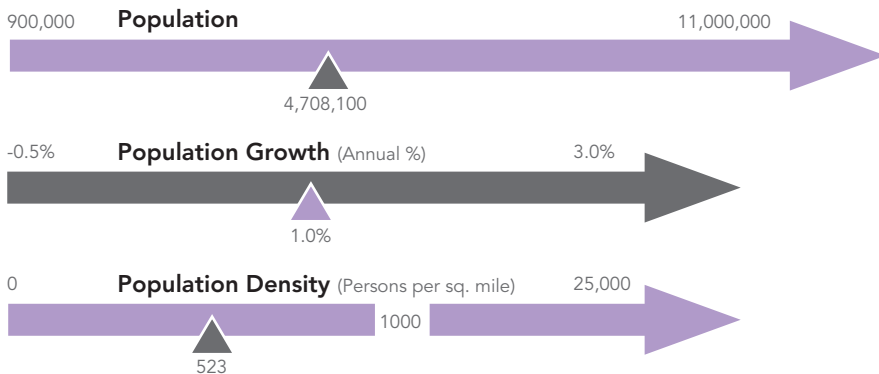
SEGMENT DENSITY

This map illustrates the density and distribution of the *Barrios Urbanos* Tapestry Segment by households.

High

Low

G79488

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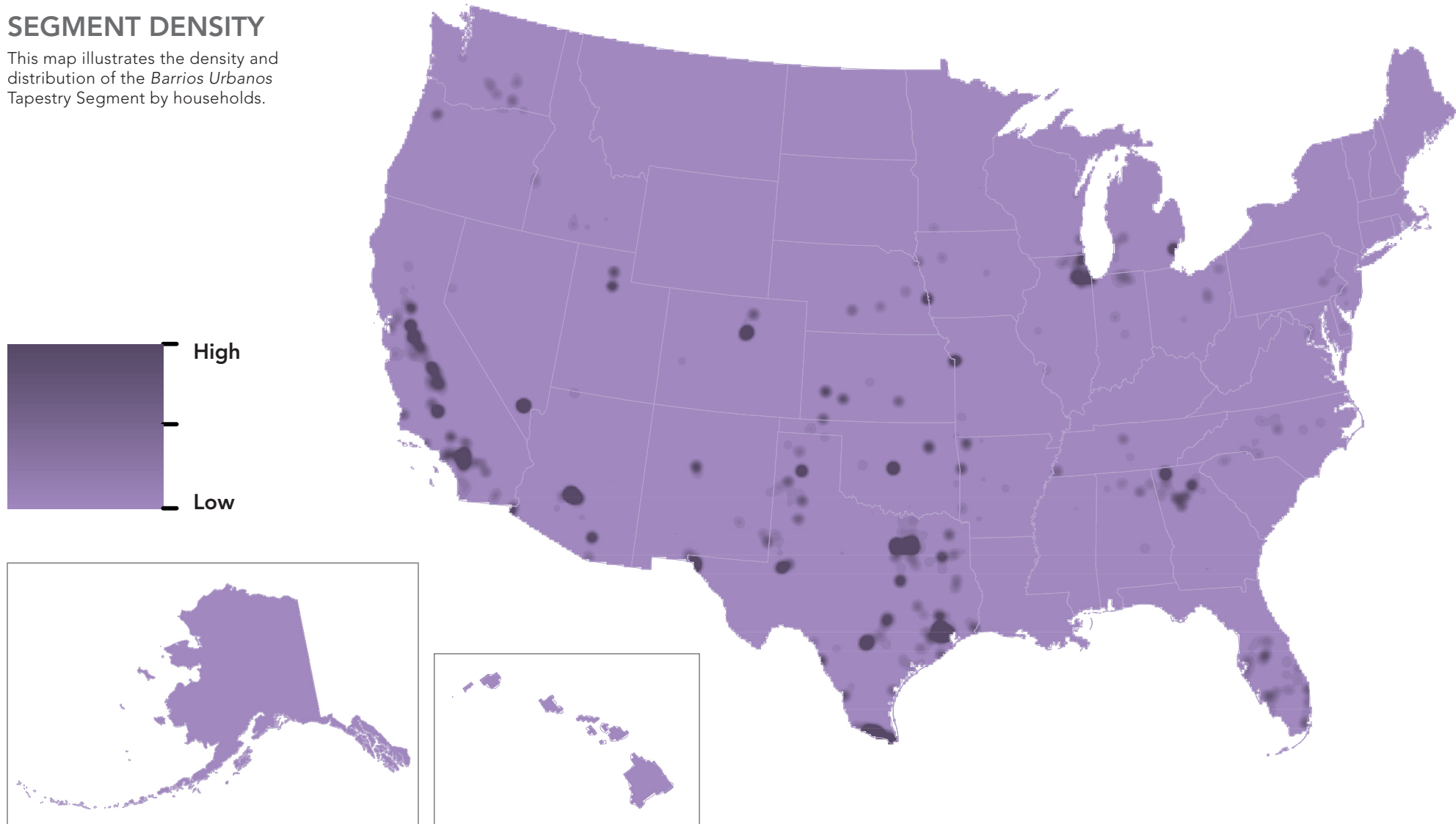
Valley Growers

7E

Households: 299,600

Average Household Size: 3.98

Median Age: 27.4

Median Household Income: $35,300

WHO ARE WE?

Valley Growers is a small, but distinctive market, located almost entirely in the West (primarily in California and Washington). These neighborhoods are home to young, Hispanic families with children and, frequently, multiple generations living in single-family homes. Most residents are Hispanic (mostly of Mexican origin). A third is foreign born; 32% of households are linguistically isolated. This market is all about spending time with family, taking care of family and home, and following the Hispanic heritage. More homes are rented than owned, located in semirural areas where agriculture dominates. Unemployment is high, and household income is much lower than the US, supplemented by self-employment, home-grown products, and some public assistance. Consumers favor Spanish language media and watching sports on television.

OUR NEIGHBORHOOD

- Young families dominate this market, with a median age less than 28 and an average household size of 3.98 (Index 154). Average family size is also higher, at 4.26 (Index 134), with a number of multigenerational households (Index 266).

- Dominant household types: 38% are married-couple families with children (Index 173) and 21% are single-parent families (Index 181).

- Most households (about 57%) rent their homes.

- Homes are primarily single family homes (60%), with a large share of mobile homes (more than twice the US) and multiunit (2–4 units) dwellings (Index 146).

- Nearly three-fifths of homes were built before 1980.

SOCIOECONOMIC TRAITS

- Only 24% have a high school diploma; almost half of the high school graduates have completed some college or a degree.

- 30% of households have members who speak only Spanish (Index 595).

- Primarily skilled work force, in agriculture; unemployment is high at 9% (Index 157).

- Median household income is lower, primarily from wages with assistance from Supplemental Security Income (Index 157) and public assistance income (Index 327).

- They are cost-conscious consumers, willing to shop around to obtain the best price, as their number one goal when shopping is to save as much money as possible.

- Spending time with family is a top priority.

- They use TV more than any other media to stay informed.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

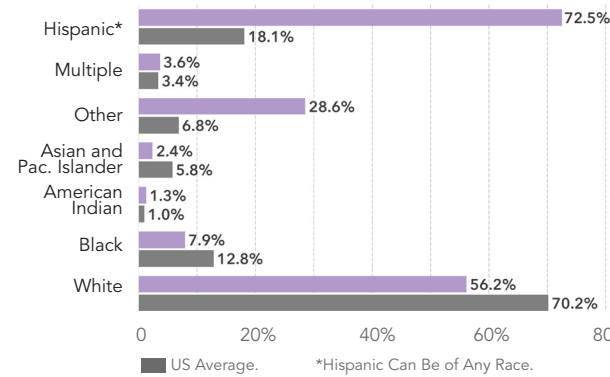## AGE BY SEX (Esri data)

Median Age: 27.4 US: 38.2

Indicates US

Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
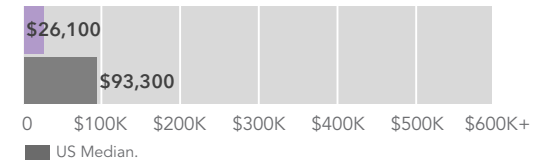
Diversity Index: 84.6 US: 64.0

Hispanic*	81.9%
	18.1%
Multiple	3.9%
	3.4%
Other	41.8%
	6.8%
Asian and Pac. Islander	2.6%
	5.8%
American Indian	1.7%
	1.0%
Black	3.4%
	12.8%
White	46.6%
	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$35,300

$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$14,400

$93,300

0    $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	67
Food	64
Apparel & Services	109
Transportation	48
Health Care	59
Entertainment & Recreation	46
Education	60
Pensions & Social Security	53
Other	68

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Office And Administrative Support

Production

Sales And Related

Transportation And Material Moving

Farming, Fishing, And Forestry

Workers (Age 16+)

Median Earnings

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Commonly own a truck or subcompact car, serviced by an HH member.
- Many pay bills in person and prepare their taxes manually.
- Work on home improvement projects, such as painting the house.
- Key expenditures include groceries and children's products.
- Favor shopping at Costco, Home Depot, Old Navy, Sears, Walmart, Dollar Tree, and Target.
- Minimal online usage, but visit Spanish language websites.
- Enjoy listening to the radio, going to movie theaters, or watching at home, dancing, and playing pool, the lottery, video games, and football.
- Prefer to watch programs on Spanish TV networks and Discovery Channel, and read parenting and automotive magazines.
- Listen to a variety of music, especially Spanish/Latin music.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Average Rent:
$825

US Average: $1,038
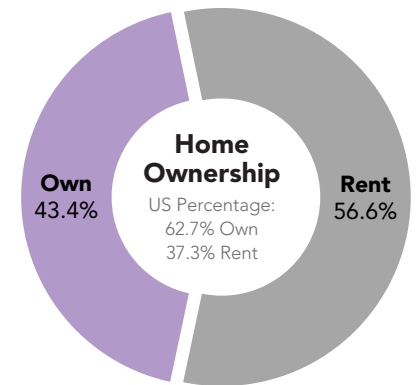
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 43.4%
Rent 56.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
1,217,200

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
89

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **39** — 350
Wealth Index

0 — **62** — 350
Socioeconomic Status Index

0 — **127** — 350
Housing Affordability Index
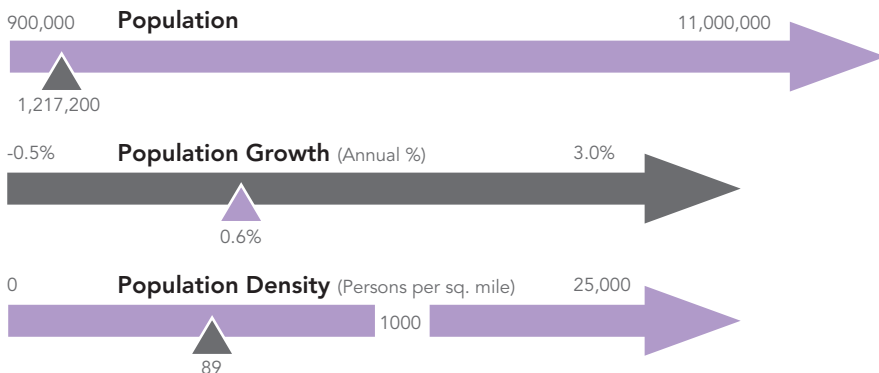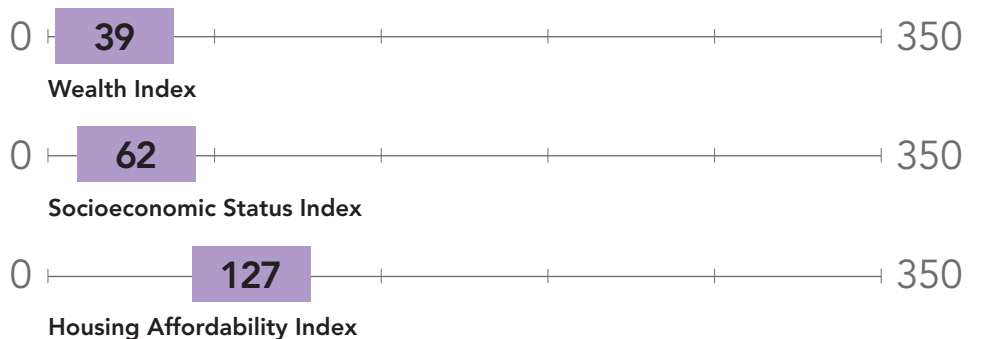
SEGMENT DENSITY

This map illustrates the density and distribution of the *Valley Growers* Tapestry Segment by households.
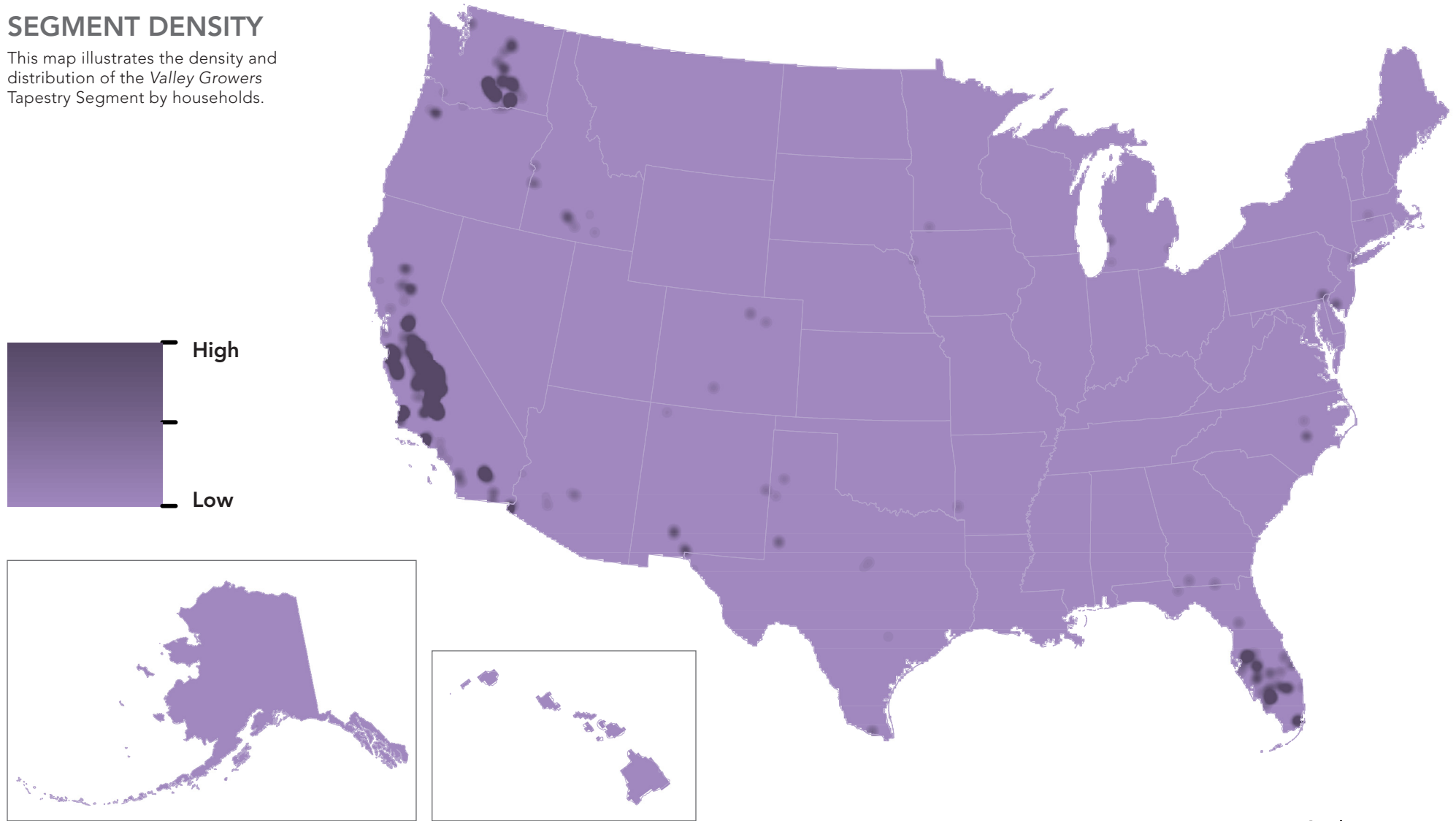
High

Low

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Southwestern Families

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Households: 1,021,400

Average Household Size: 3.20

Median Age: 34.6

Median Household Income: $30,400

WHO ARE WE?

Residents in these neighborhoods are young families that form the foundation of Hispanic life in the Southwest. Children are the center of households that are composed mainly of married couples with children and single-parent families. Grandparents are caregivers in some of these households. Recent arrivals and older generations are language-isolated. Much of the working-age population is employed in blue-collar occupations, specializing in skilled work, as well as building maintenance and service jobs. Spending is focused on the family and at-home entertainment, but they do like to gamble (casinos and lottery tickets).

OUR NEIGHBORHOOD

- A family market: Married couples with kids, single parents, and grandparents head these households.

- Average household size is higher at 3.20 (Index 124).

- Many residents were born abroad (Index 242); many households have residents who speak only Spanish (Index 569).

- Over 45% of householders rent single-family homes within a mix of urban city centers and the suburbs in metropolitan areas.

- Neighborhoods are older; most of the homes constructed prior to 1970.

- Nearly 70% of all households have one or two vehicles available.

SOCIOECONOMIC TRAITS

- While close to 32% have attended or graduated from college, nearly 40% did not complete high school, which has limited their employment prospects.

- High rate of unemployment is at 9% (Index 168), and low labor force participation is at 52% (Index 84).

- Most households receive income from wages or salaries, but over 35% receive contributions from Social Security and over 12% from Supplemental Security Income.

- While budget-conscious consumers, they are also mindful of quality and attentive to environmental concerns in their purchasing decisions.

- Often, purchase decisions are based on how a product may improve or organize their lives.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

Southwestern Families

AGE BY SEX (Esri data)

Median Age: 34.6 US: 38.2

■ Indicates US
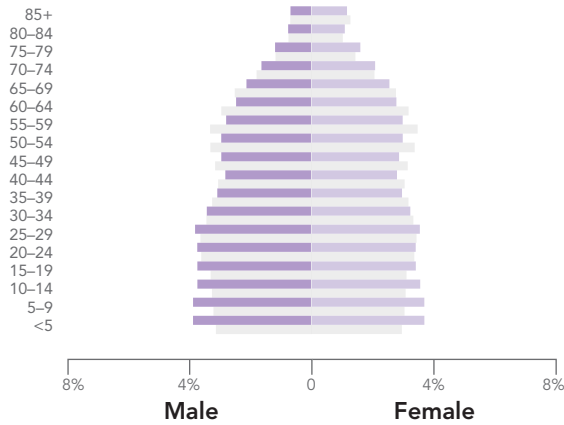
85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8% 4% 0 4% 8%

Male   **Female**

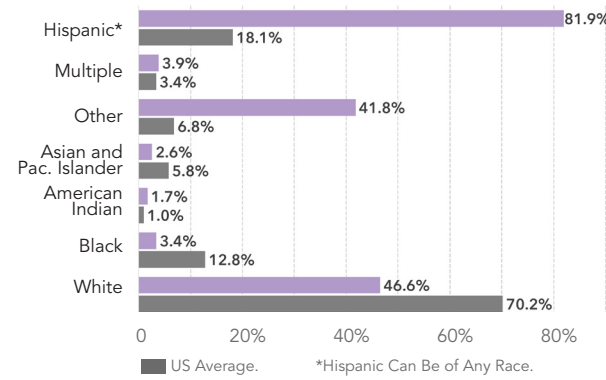## RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 65.0 US: 64.0

Hispanic* 82.5% / 18.1%
Multiple 2.8% / 3.4%
Other 17.1% / 6.8%
Asian and Pac. Islander 1.6% / 5.8%
American Indian 2.8% / 1.0%
Black 5.9% / 12.8%
White 69.8% / 70.2%

0 20% 40% 60% 80%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$30,400
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,500
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

🏠 Housing	55
🍴 Food	58
👕 Apparel & Services	53
🚗 Transportation	50
❤ Health Care	52
✦ Entertainment & Recreation	45
✉ Education	53
💲 Pensions & Social Security	39
★ Other	49

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Construction And Extraction
Transportation And Material Moving
Sales And Related
Office And Administrative Support
Building And Grounds Cleaning And Maintenance

Median Earnings: $140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

Workers (Age 16+): 40,000 80,000 120,000 160,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Television is a primary source of entertainment, and most homes have multiple sets.
- Residents prefer to pay bills in person, but paying using their mobile devices is growing.
- Baby and children's products, such as food, clothing, and furniture, are common purchases.
- They shop at pharmacies such as Walgreens, dollar stores, and discount department stores like JC Penney and Sears.
- They listen to Hispanic radio and watch Hispanic programming on television.
- Most households have landlines—used frequently for international calls.
- About 2 out of 3 households are connected, although access to the Internet is used primarily for entertainment.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$87,900
US Median: $207,300
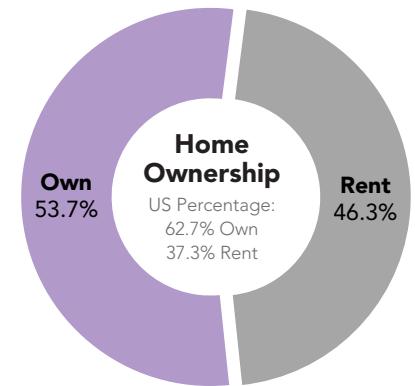
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 53.7%
Rent 46.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,318,700

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
68

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **37** — 350
Wealth Index

0 — **68** — 350
Socioeconomic Status Index

0 — **158** — 350
Housing Affordability Index
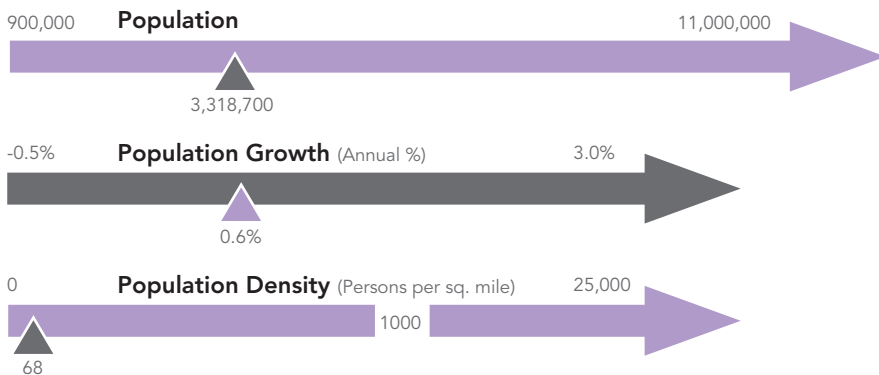
SEGMENT DENSITY

This map illustrates the density and distribution of the *Southwestern Families* Tapestry Segment by households.

High

Low

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THE
SCIENCE
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WHERE

City Lights

8A
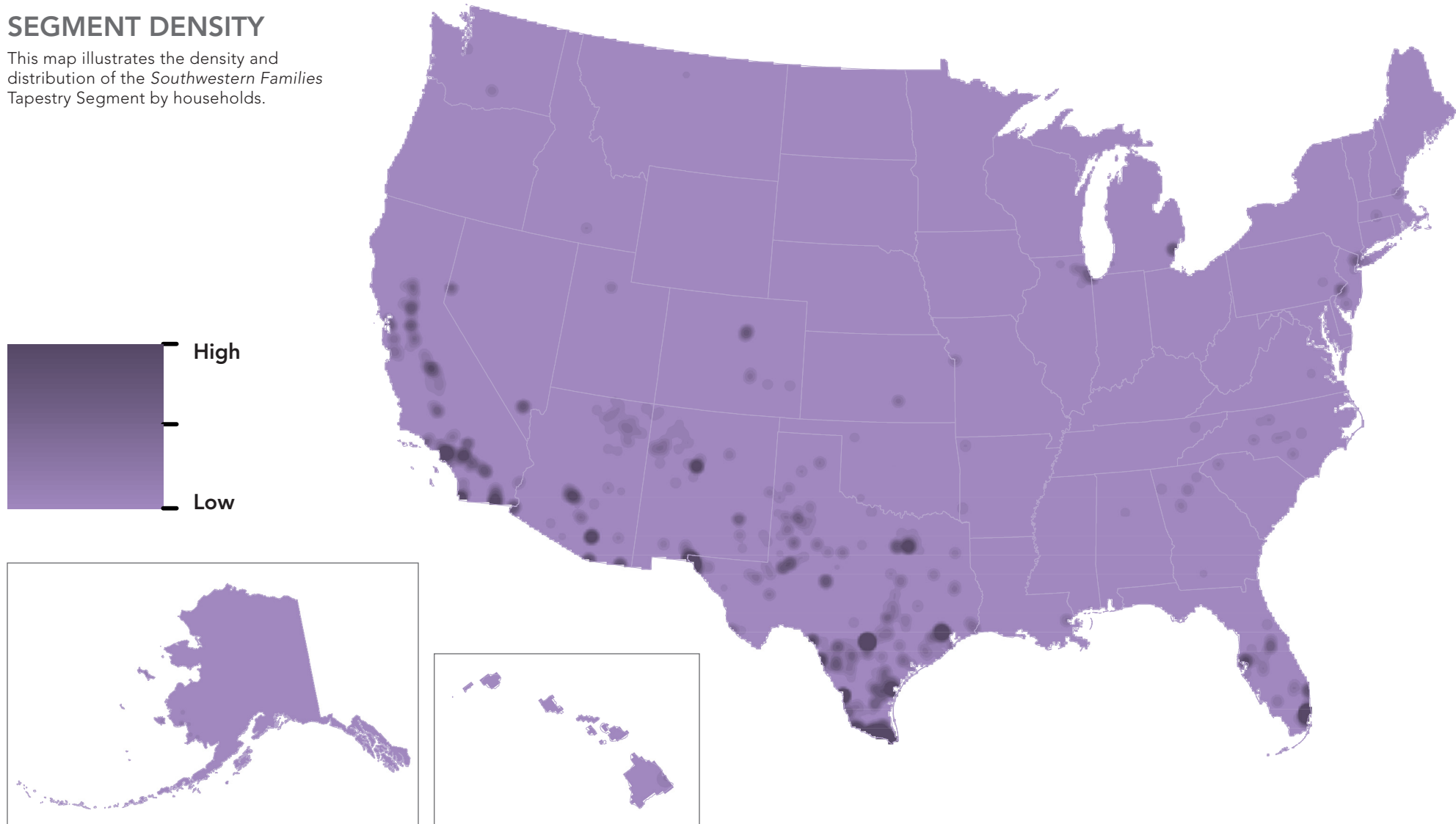
Households: 1,813,400

Average Household Size: 2.59

Median Age: 39.3

Median Household Income: $69,200

WHO ARE WE?

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.

- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.

- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).

- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.

- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

SOCIOECONOMIC TRAITS

- *City Lights* residents earn above average incomes, but lag the nation in net worth.

- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.

- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.

- These consumers are price savvy but will pay for quality brands they trust.

- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.

- Attuned to nature and the environment, and when they can, purchase natural products.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry

8A City Lights

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 39.3 US: 38.2

■ Indicates US
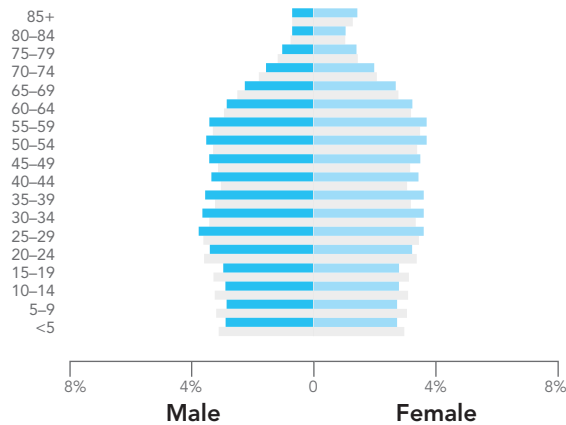
Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5

Axis: 8% 4% 0 4% 8%

Male — **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 75.8 US: 64.0

Group	This market	US Average
Hispanic*	25.7%	18.1%
Multiple	5.0%	3.4%
Other	10.0%	6.8%
Asian and Pac. Islander	13.5%	5.8%
American Indian	0.5%	1.0%
Black	10.6%	12.8%
White	60.2%	70.2%

Axis: 0 20% 40% 60% 80%

■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$69,200
$56,100

Axis: 0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$85,100
$93,300

Axis: 0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	119
Food	105
Apparel & Services	130
Transportation	111
Health Care	109
Entertainment & Recreation	92
Education	111
Pensions & Social Security	77
Other	112

Axis: 0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Y-axis: Median Earnings — $0, $20,000, $40,000, $60,000, $80,000, $100,000, $120,000, $140,000

X-axis: Workers (Age 16+) — 100,000, 200,000, 300,000

Bubbles: Management; Education, Training, And Library; Office And Administrative Support; Sales And Related; Food Preparation And Serving Related

City Lights

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Dreaming of a brighter future, they often try their luck on the lottery.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 51.7%

Rent 48.3%

Typical Housing:
Multiunits;
Single Family

Median Value:
$383,400

US Median: $207,300
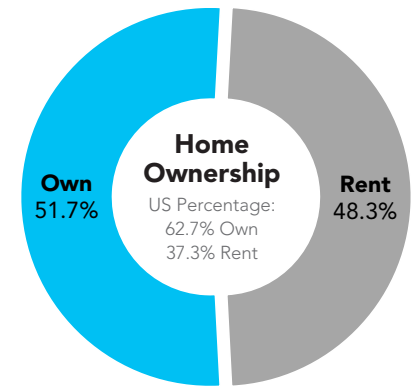
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,774,000

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
3,323

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **82** — 350
Wealth Index

0 — **115** — 350
Socioeconomic Status Index

0 — **82** — 350
Housing Affordability Index
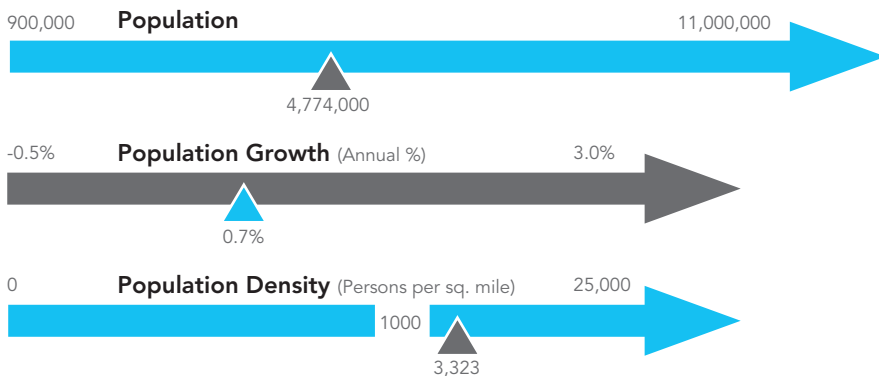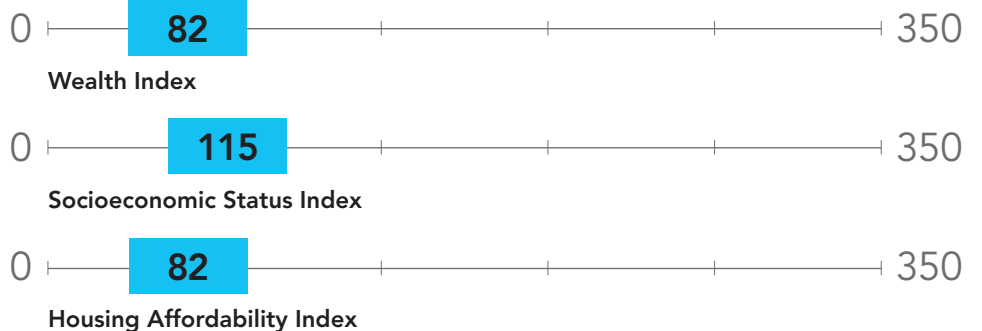
SEGMENT DENSITY

This map illustrates the density and distribution of the *City Lights* Tapestry Segment by households.

High

Low

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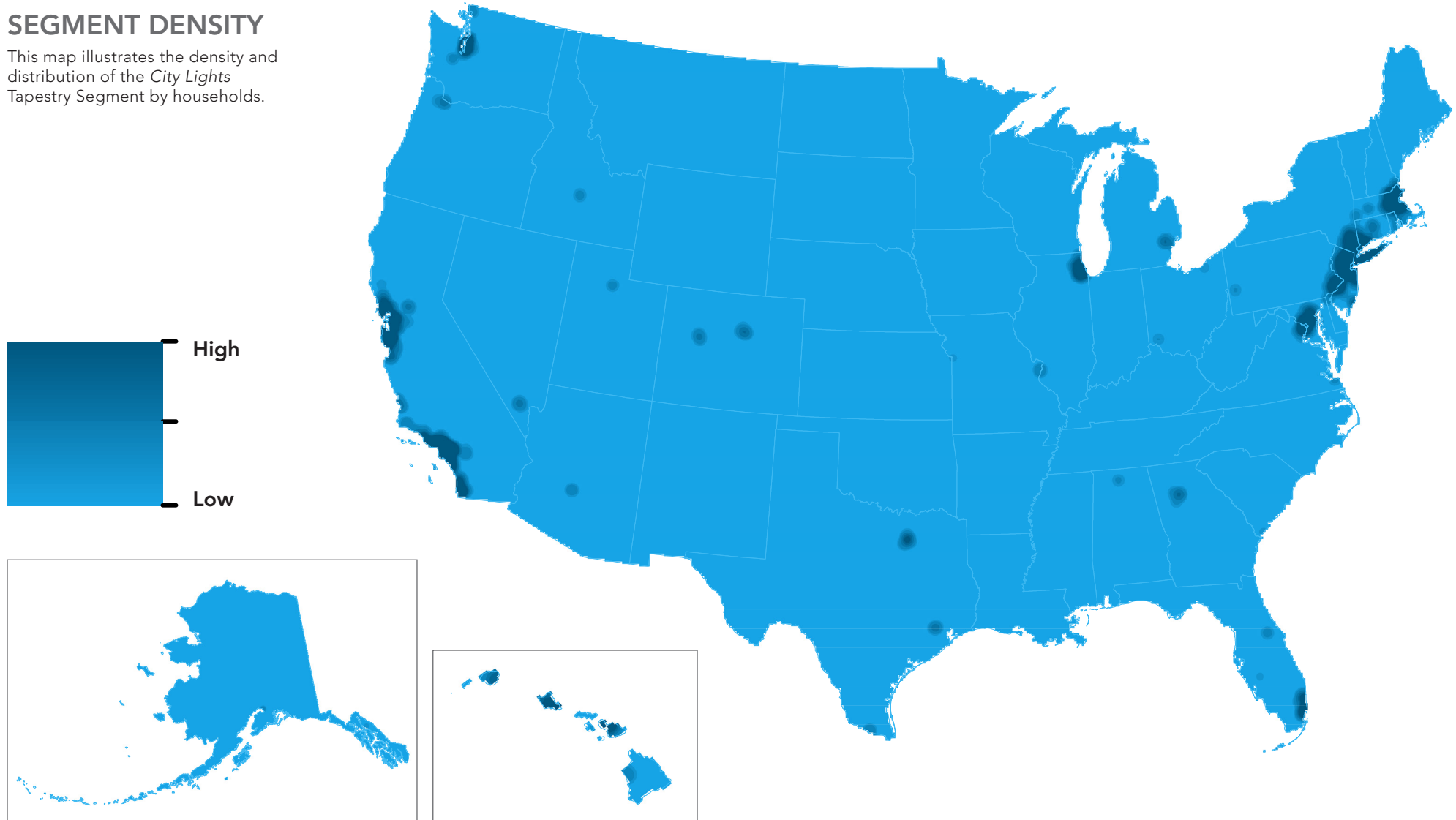
Emerald City

8B

Households: 1,748,600

Average Household Size: 2.06

Median Age: 37.4

Median Household Income: $59,200

WHO ARE WE?

Emerald City's denizens live in lower-density neighborhoods of urban areas throughout the country. Young and mobile, they are more likely to rent. Well educated and well employed, half have a college degree and a professional occupation. Incomes close to the US median come primarily from wages, investments, and self-employment. This group is highly connected, using the Internet for entertainment and making environmentally friendly purchases. Long hours on the Internet are balanced with time at the gym. Many embrace the "foodie" culture and enjoy cooking adventurous meals using local and organic foods. Music and art are major sources of enjoyment. They travel frequently, both abroad and domestically.

OUR NEIGHBORHOOD

- There are mostly older, established neighborhoods with homes built before 1960; around 30% built before 1940.

- Just over half of all homes are renter occupied.

- Single-person and nonfamily types make up over half of all households.

- Median home value and average rent are slightly above the US levels; around half of owned homes are worth $150,000–$300,000.

SOCIOECONOMIC TRAITS

- Well educated, these consumers research products carefully before making purchases.

- They buy natural, green, and environmentally friendly products.

- Very conscious of nutrition, they regularly buy and eat organic foods.

- Cell phones and text messaging are a huge part of everyday life.

- They place importance on learning new things to keep life fresh and variable.

- They are interested in the fine arts and especially enjoy listening to music.
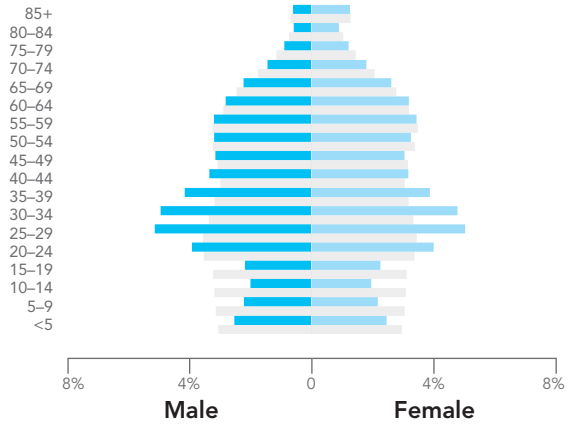
TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 37.4 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.6 US: 64.0

Race/Ethnicity	Emerald City	US Average
Hispanic*	11.1%	18.1%
Multiple	3.6%	3.4%
Other	3.3%	6.8%
Asian and Pac. Islander	5.2%	5.8%
American Indian	0.8%	1.0%
Black	9.3%	12.8%
White	77.7%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$59,200
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$52,700
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	106
Food	103
Apparel & Services	120
Transportation	99
Health Care	105
Entertainment & Recreation	91
Education	103
Pensions & Social Security	82
Other	105

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Liberal segment that contributes to NPR and PBS.
- Shop at Trader Joe's and Whole Foods.
- Budget time—utilize home cleaning services so there's time for yoga.
- Use the web for professional networking, blogging, making travel plans, shopping, and sports news.
- Read magazines and books on a tablet, sometimes while exercising at home.
- Attend venues like art galleries, museums, and concerts. At home they like to cook and bake.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 48.5%   **Rent** 51.5%

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,087
US Average: $1,038
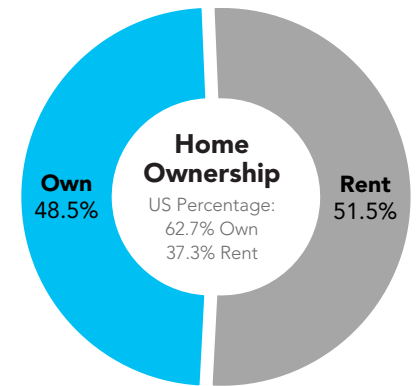
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,684,800

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
396

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **74** — 350
Wealth Index

0 — **122** — 350
Socioeconomic Status Index

0 — **113** — 350
Housing Affordability Index
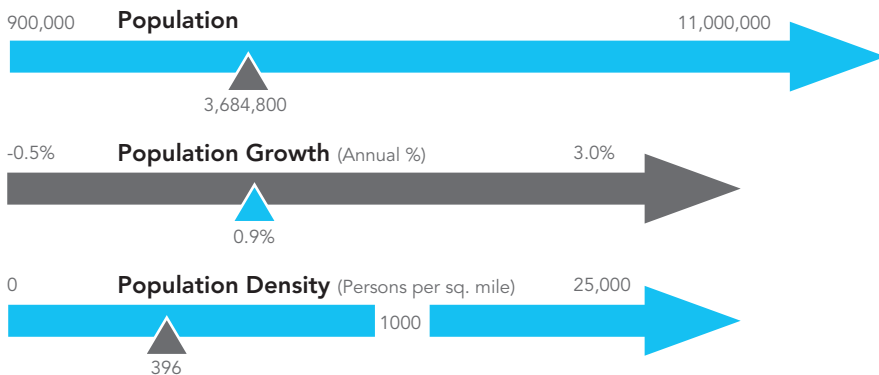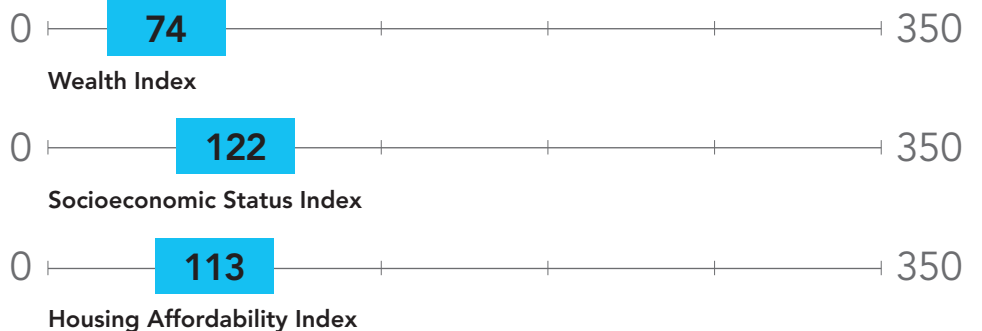
SEGMENT DENSITY

This map illustrates the density and distribution of the *Emerald City* Tapestry Segment by households.

High

Low

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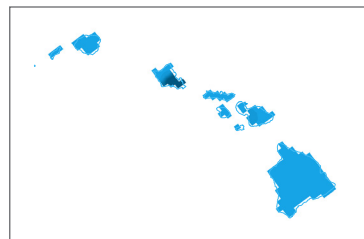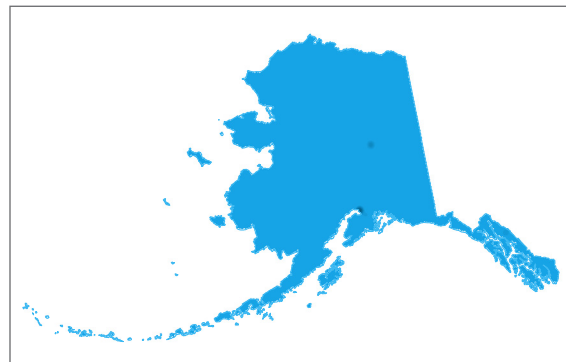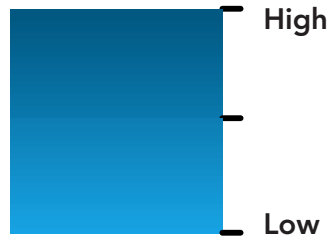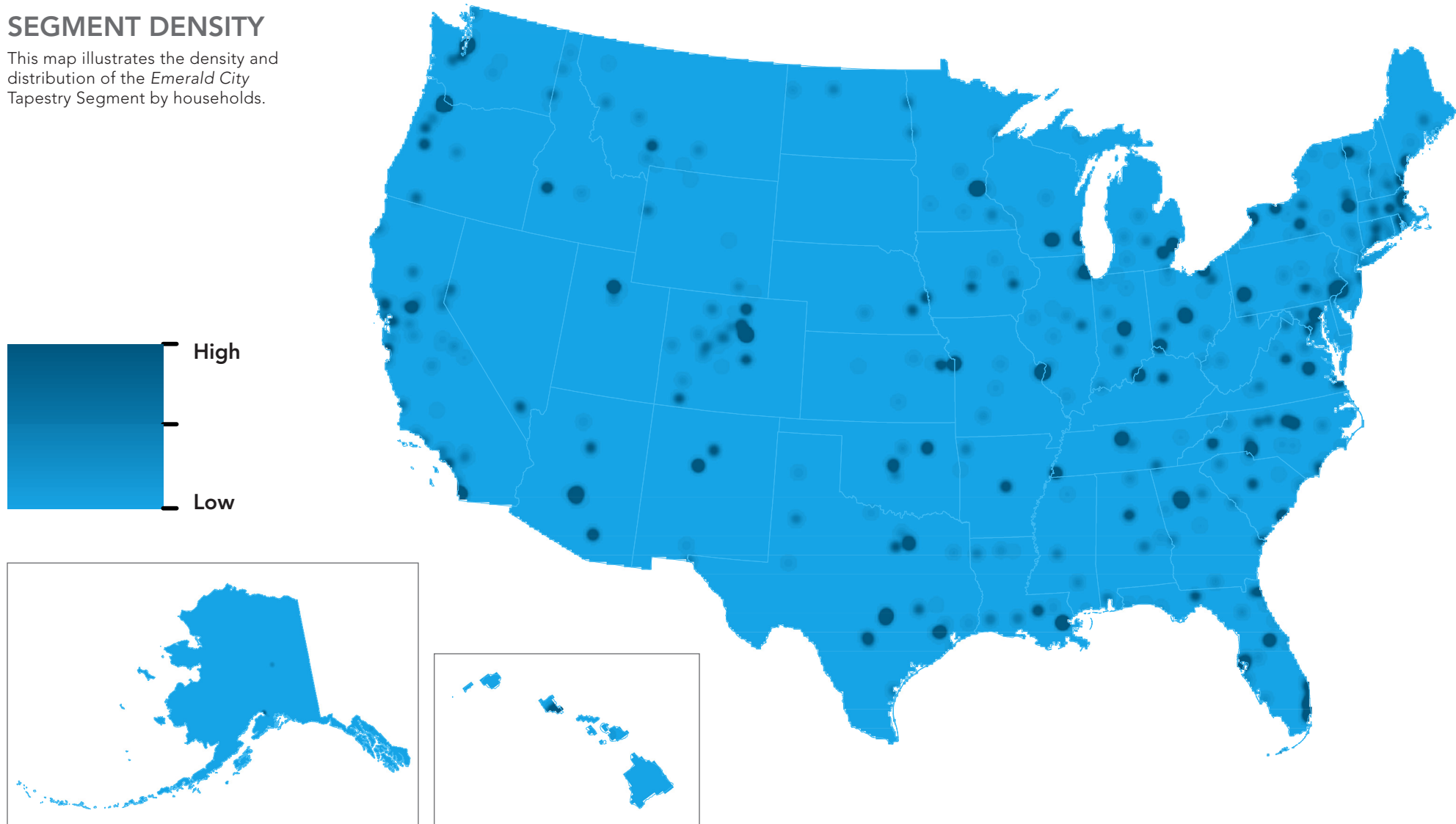
Bright Young Professionals

8C

Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: $54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders is under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.

- Household type is primarily couples, married (or unmarried), with above average concentrations of both single-parent (Index 125) and single-person (Index 115) households.

- Multiunit buildings or row housing make up 56% of the housing stock (row housing (Index 178), buildings with 5–19 units (Index 275)); 43% built 1980–99.

- Average rent mirrors the US (Index 100).

- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.

- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.

- These consumers are up on the latest technology.

- They get most of their information from the Internet.

- Concern about the environment, impacts their purchasing decisions.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 33.0 US: 38.2

Indicates US
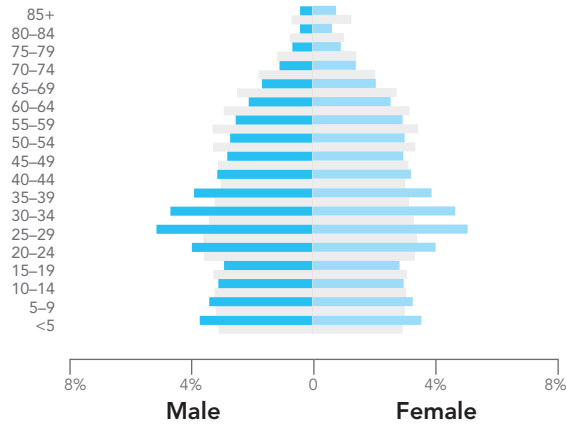
Male — Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 67.5 US: 64.0

Race/Ethnicity	Value	US Average
Hispanic*	17.4%	18.1%
Multiple	4.6%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	6.4%	5.8%
American Indian	1.0%	1.0%
Black	16.6%	12.8%
White	65.1%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$54,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$34,200
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	89
Food	90
Apparel & Services	105
Transportation	83
Health Care	87
Entertainment & Recreation	75
Education	87
Pensions & Social Security	65
Other	84

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach, and renting DVDs from Redbox or Netflix.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 42.8%

Rent 57.2%

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$1,042
US Average: $1,038
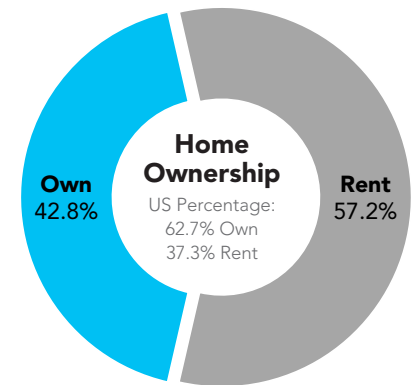
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,690,700

Population Growth (Annual %)
-0.5% — 3.0%
1.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
778

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **57** — 350
Wealth Index

0 — **101** — 350
Socioeconomic Status Index

0 — **140** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Bright Young Professionals* Tapestry Segment by households.
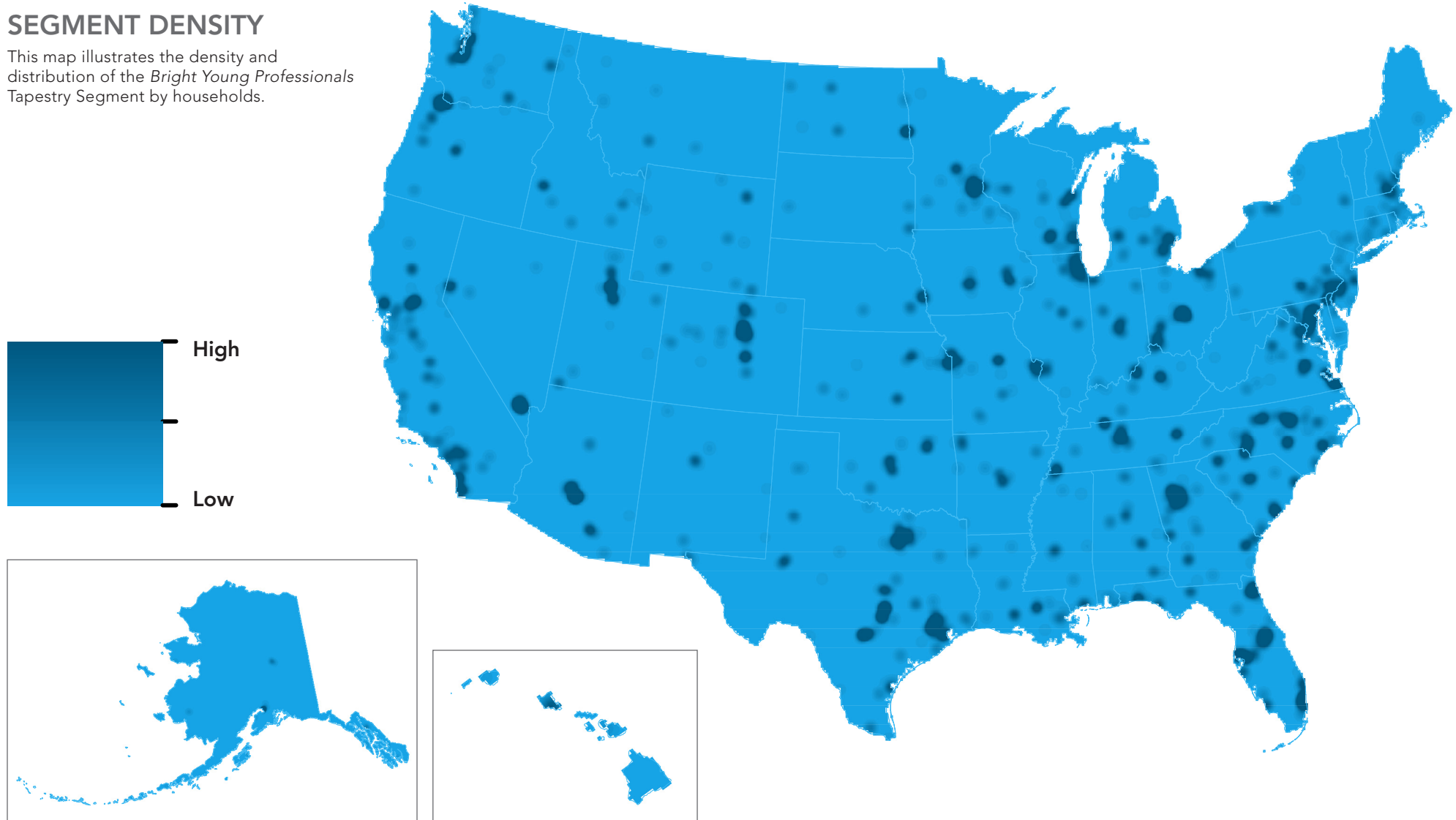
High

Low

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THE SCIENCE OF WHERE™

Downtown Melting Pot

8D

Households: 814,000

Average Household Size: 2.93

Median Age: 37.7

Median Household Income: $50,200

WHO ARE WE?

Downtown Melting Pot is a smaller, diverse, settled market, composed of much older neighborhoods located in cities in the Middle Atlantic division (mainly New York) or on the Pacific Coast. A mix of races and ethnicities, with strong concentrations of Asians, particularly Chinese (highest concentration of any segment) reside here. Close to half of the residents are foreign born, and 28% of households have members who do not speak English. These neighborhoods are dominated by married-couple families who live in rented apartments. Residents are employed in professional, service (especially food and personal service), sales, and administrative occupations; many work outside the county where they live. Median household income and net worth are below average, although the home values in these neighborhoods are high.

OUR NEIGHBORHOOD

- This is the most densely populated market, located in older neighborhoods of metropolitan cities, primarily in the Middle Atlantic division.

- There are older apartment buildings; almost half of households built before 1950.

- Over three-fourths of homes are in multiunit structures: 2–4 unit (Index 403), 5–19 unit (Index 159), or 20+ unit buildings (Index 357).

- About 69% of households are rented—in neighborhoods where many of the owner-occupied units are valued at $500,000+ (Index 422).

- Vacancy rate is low at 7.7%.

- Families are the dominant household type: married-couple families with children (24%) and without (24%); above average shares of multigenerational households and adult children.

- Households are as likely to own 1 vehicle (39%) as no vehicle (Index 418).

SOCIOECONOMIC TRAITS

- 51% with some college (Index 85) or a bachelor's degree or higher (Index 100).

- Unemployment rate at 4.7%, lower than the US rate.

- Labor force participation rate at 59.2%, slightly lower than the US.

- Wage and salary income for 76% of households; another notable source is Supplemental Security Income for 8.5% (Index 158).

- Busy consumers, often feeling overwhelmed, with longer work commutes.

- Careful shoppers, who use coupons, demonstrating some brand loyalty.

- Get news and information from various forms of media (newspapers, radio, TV, and Internet).

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 37.7 US: 38.2

▨ Indicates US

Male | Female
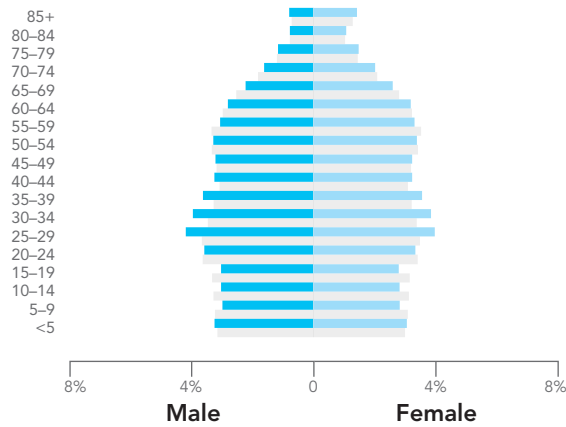
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 77.2   US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	20.1%	18.1%
Multiple	3.9%	3.4%
Other	9.3%	6.8%
Asian and Pac. Islander	39.1%	5.8%
American Indian	0.4%	1.0%
Black	4.3%	12.8%
White	43.0%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$50,200
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$22,900
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	98
🍴 Food	85
👕 Apparel & Services	102
🚗 Transportation	93
❤ Health Care	75
🎞 Entertainment & Recreation	61
✉ Education	86
💲 Pensions & Social Security	43
★ Other	71

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Food Preparation And Serving Related
Office And Administrative Support
Sales And Related
Transportation And Material Moving

Median Earnings — Workers (Age 16+)

8D Downtown Melting Pot

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Tend to own just one vehicle, or utilize rental vehicles for their transportation needs.
- Carry debt from credit card balances rather than loans or mortgages; lack of investments in stocks and retirement plans.
- Avid about recycling and buying lottery tickets.
- Use the Internet for entertainment, social media, and blogging.
- Enjoy dancing, gambling at casinos, eating out at their favorite family restaurants, and playing sports (such as volleyball, baseball, and soccer).
- Try to buy low-calorie or low-fat food but enjoy pizza delivery and occasional fast-food stops.
- A favorite kitchen appliance: electric juicers.
- Make phone calls overseas; some foreign travel over the last 3 years.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
High-Density Apartments

Average Rent:
$1,282
US Average: $1,038
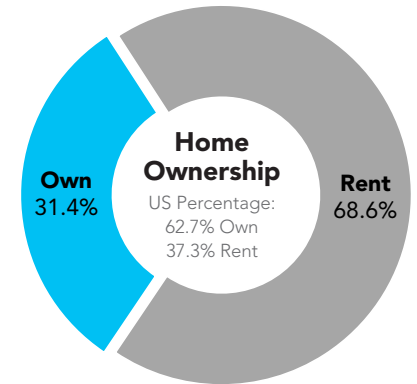
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 31.4%
Rent 68.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,414,900

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 30,000
25,890

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **56** — 350
Wealth Index

0 — **103** — 350
Socioeconomic Status Index

0 — **40** — 350
Housing Affordability Index
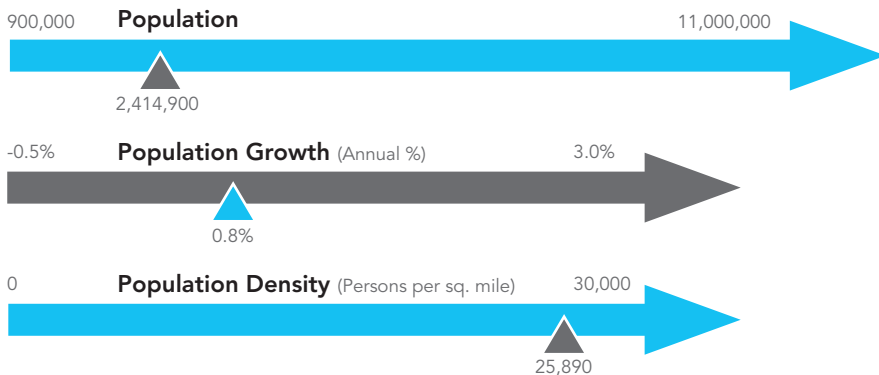
SEGMENT DENSITY

This map illustrates the density and distribution of the *Downtown Melting Pot* Tapestry Segment by households.

High

Low

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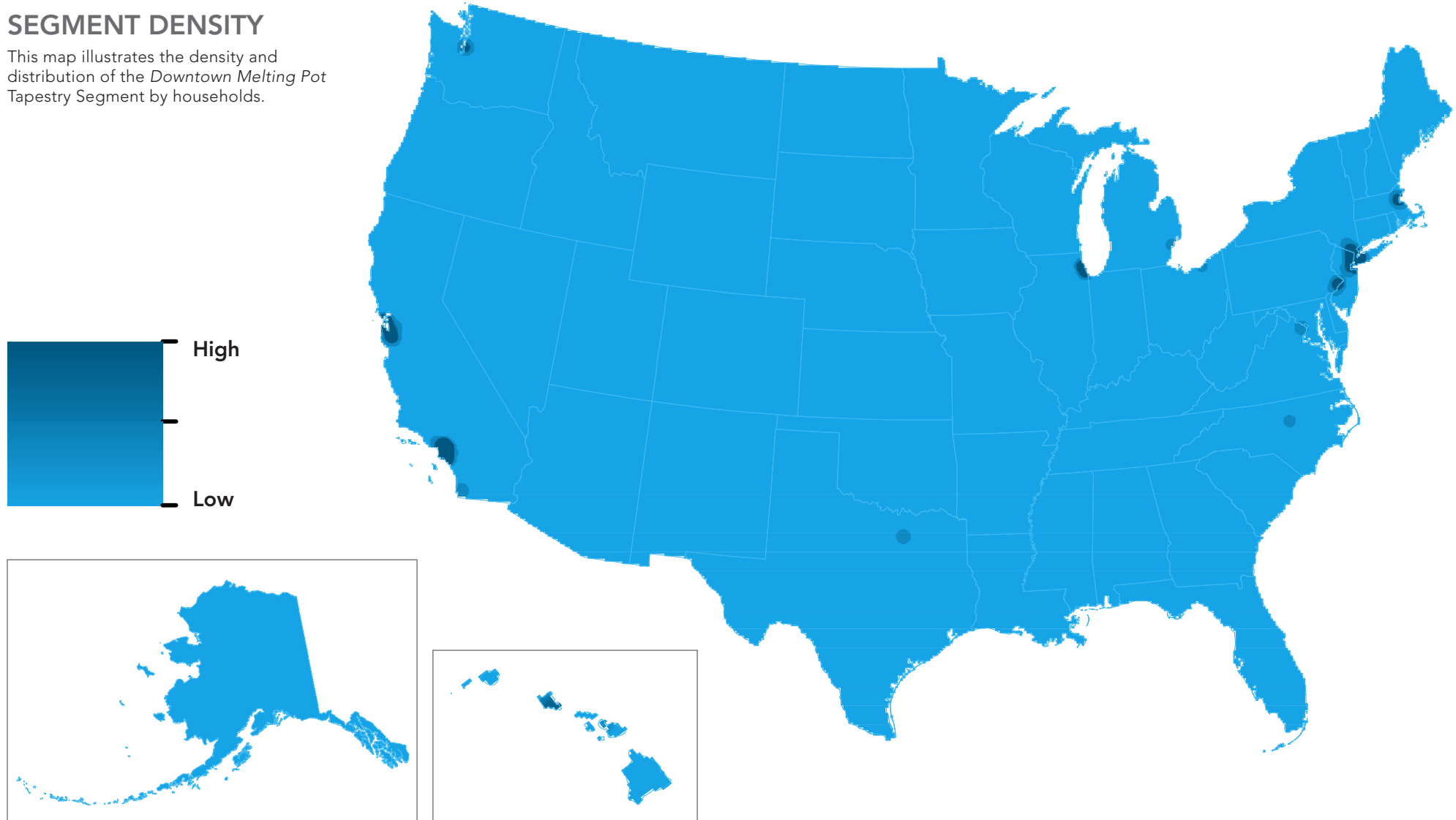
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Households: 1,960,300

Average Household Size: 2.57

Median Age: 34.9

Median Household Income: $43,700

WHO ARE WE?

Front Porches blends household types, with more young families with children or single households than average. This group is also more diverse than the US. More than half of householders are renters, and many of the homes are older town homes or duplexes. Friends and family are central to *Front Porches* residents and help to influence household buying decisions. Households tend to own just one vehicle but used only when needed. Income and net worth of these residents are well below the US average.

OUR NEIGHBORHOOD

- Nearly one in five homes is a duplex, triplex, or quad; half are older single-family dwellings.

- Just over half the homes are occupied by renters.

- Older, established neighborhoods; three quarters of all homes were built before 1980.

- Single-parent families or singles living alone make up almost half of the households.

SOCIOECONOMIC TRAITS

- Composed of a blue-collar work force with a strong labor force participation rate, but unemployment is slightly high at 7.1%.

- Price is more important than brand names or style to these consumers.

- With limited incomes, these are not adventurous shoppers.

- They would rather cook a meal at home than dine out.

- They seek adventure and strive to have fun.

TAPESTRY SEGMENTATION
esri.com/tapestry

8E Front Porches

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 34.9   US: 38.2

Indicates US

Male   Female

8%   4%   0   4%   8%

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 72.7   US: 64.0

Group	%
Hispanic*	24.0% / 18.1%
Multiple	5.0% / 3.4%
Other	10.4% / 6.8%
Asian and Pac. Islander	4.8% / 5.8%
American Indian	1.1% / 1.0%
Black	15.0% / 12.8%
White	63.7% / 70.2%

0   20%   40%   60%   80%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
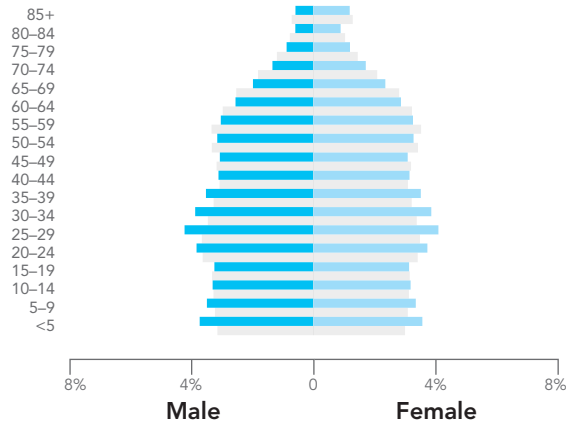
Median Household Income

$43,700
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$24,800
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	75
Food	71
Apparel & Services	86
Transportation	70
Health Care	70
Entertainment & Recreation	59
Education	69
Pensions & Social Security	52
Other	70

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Food Preparation And Serving Related
Production
Transportation And Material Moving
Sales And Related
Office And Administrative Support

Median Earnings

$140,000
$120,000
$100,000
$80,000
$60,000
$40,000
$20,000
0

100,000   200,000   300,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Go online for gaming, watching movies, employment searches, and posting pics on social media.
- Prefer cellphones over landlines, and use their mobile devices for entertainment such as streaming movies and music.
- Drink energy and sports drinks.
- Participate in leisure activities including sports, playing board games and video games.
- Watch Comedy Central, Nickelodeon, and PBS Kids Sprout.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$913

US Average: $1,038
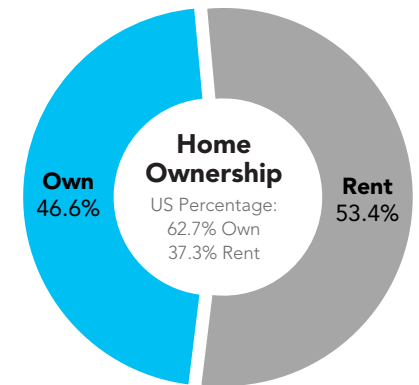
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 46.6%
Rent 53.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,116,500

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,090

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **47** — 350
Wealth Index

0 — **81** — 350
Socioeconomic Status Index

0 — **123** — 350
Housing Affordability Index
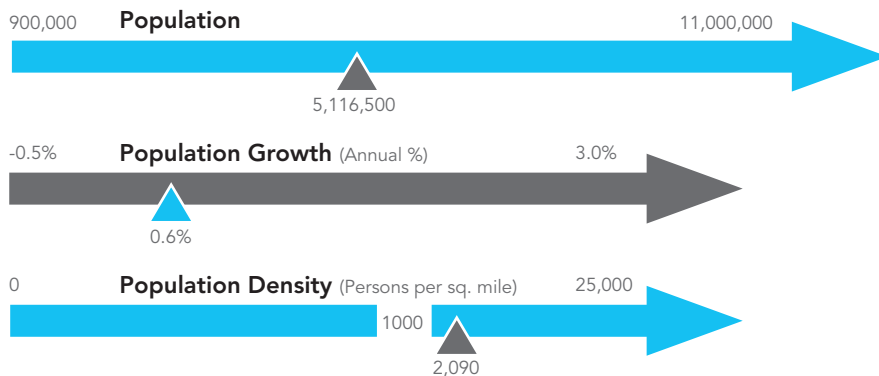
SEGMENT DENSITY

This map illustrates the density and distribution of the *Front Porches* Tapestry Segment by households.

High

Low

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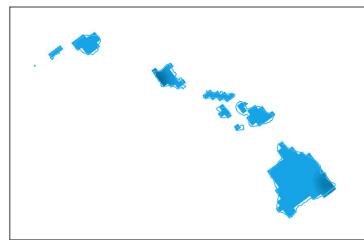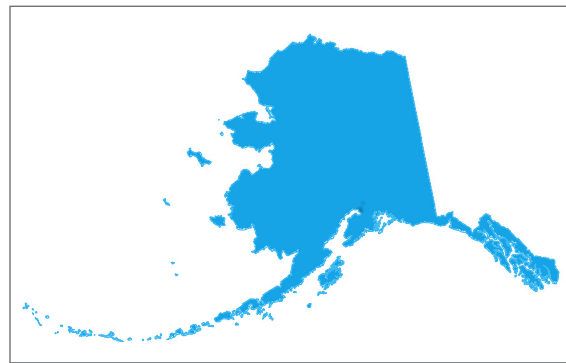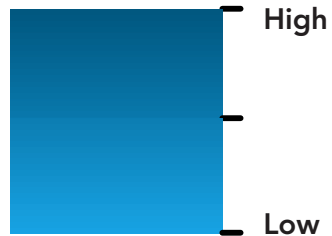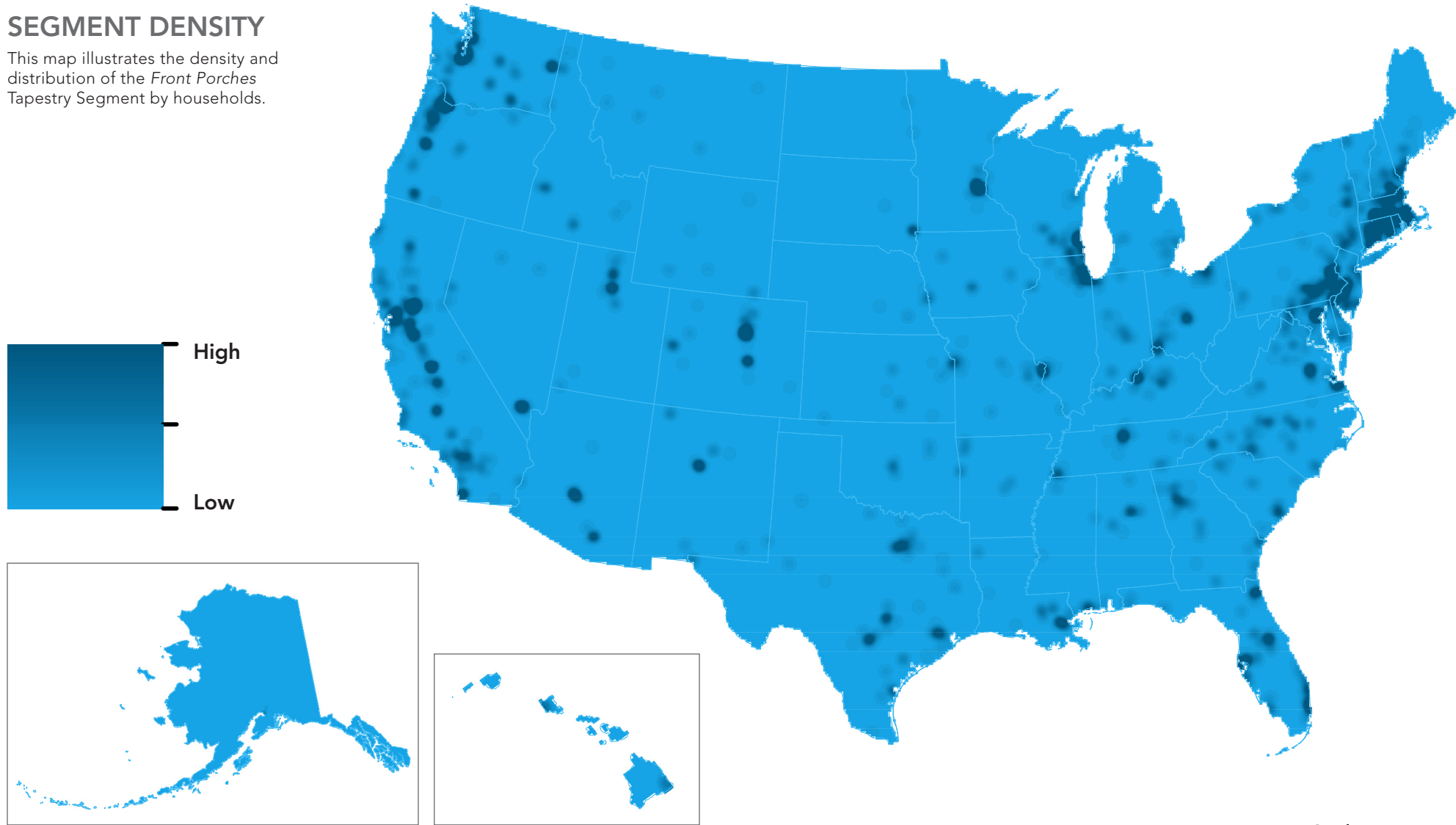
LifeMode Group: Middle Ground

Old and Newcomers

8F

Households: 2,859,200

Average Household Size: 2.12

Median Age: 39.4

Median Household Income: $44,900

WHO ARE WE?

This market features singles' lifestyles, on a budget. The focus is more on convenience than consumerism, economy over acquisition. *Old and Newcomers* is composed of neighborhoods in transition, populated by renters who are just beginning their careers or retiring. Some are still in college; some are taking adult education classes. They support charity causes and are environmentally conscious. Age is not always obvious from their choices.

OUR NEIGHBORHOOD

- Metropolitan city dwellers.
- Predominantly single households (Index 148), with a mix of married couples (no children); average household size lower at 2.12.
- 55% renter occupied; average rent, $880, (Index 85).
- 45% of housing units are single-family dwellings; 45% are multiunit buildings in older neighborhoods, built before 1980.
- Average vacancy rate at 11%.

SOCIOECONOMIC TRAITS

- Unemployment is lower at 5.1% (Index 93), with an average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving Social Security.
- 31% have a college degree (Index 99), 33% have some college education, 9% are still enrolled in college (Index 121).
- Consumers are price aware and coupon clippers, but open to impulse buys.
- They are attentive to environmental concerns.
- They are more comfortable with the latest technology than buying a car.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 39.4 US: 38.2

Indicates US
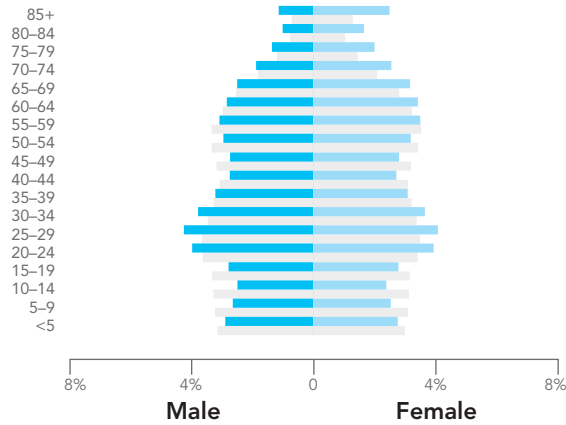
Male — Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 52.7 US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	11.9%	18.1%
Multiple	3.6%	3.4%
Other	4.0%	6.8%
Asian and Pac. Islander	3.9%	5.8%
American Indian	1.1%	1.0%
Black	10.9%	12.8%
White	76.5%	70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$44,900
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$30,900
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	78
Food	79
Apparel & Services	84
Transportation	77
Health Care	74
Entertainment & Recreation	67
Education	73
Pensions & Social Security	62
Other	69

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management

Education, Training, And Library

Sales And Related

Office And Administrative Support

Food Preparation And Serving Related

Median Earnings — Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Residents have a strong sense of community. They volunteer for charities, help fund raise, and recycle.
- They prefer cell phones to landlines.
- Entertainment features the Internet (employment searches, rating products, updating social media profiles), watching movies at home, listening to country music, and reading the paper.
- Vehicles are basically just a means of transportation.
- Food features convenience, frozen and fast food.
- They do banking as likely in person as online.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 45.2%

Rent 54.8%

Typical Housing:
Single Family;
Multi-Units

Average Rent:
$880

US Average: $1,038
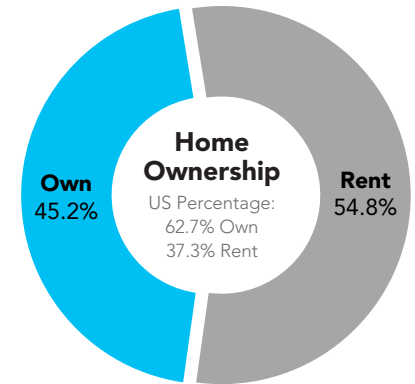
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,249,400

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
860

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **53** — 350
Wealth Index

0 — **93** — 350
Socioeconomic Status Index

0 — **130** — 350
Housing Affordability Index
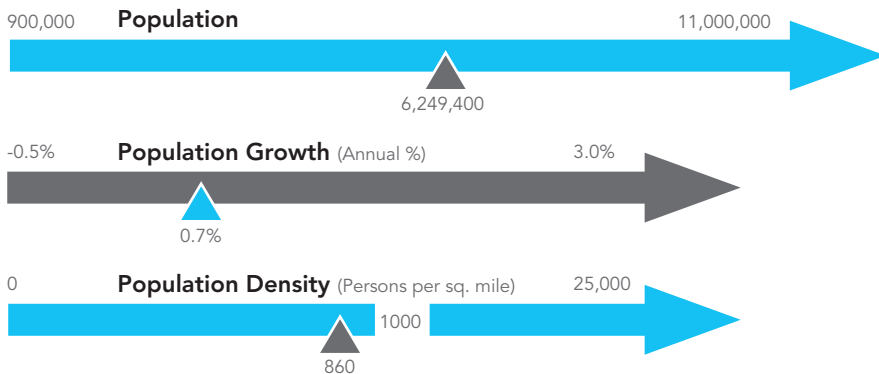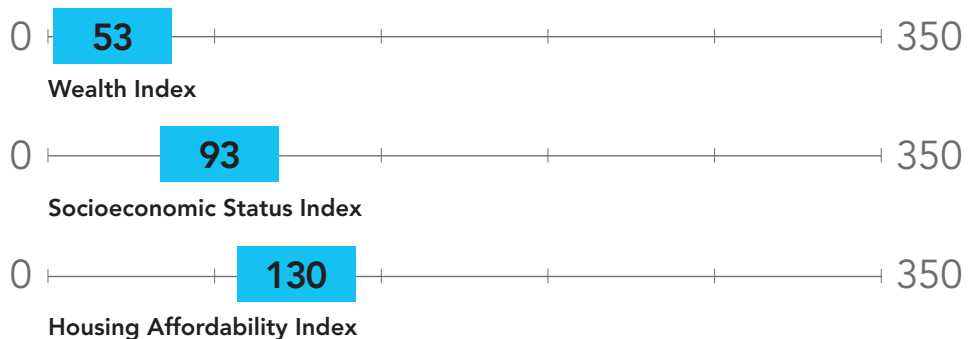
SEGMENT DENSITY

This map illustrates the density and distribution of the *Old and Newcomers* Tapestry Segment by households.

High

Low

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Hardscrabble Road

8G
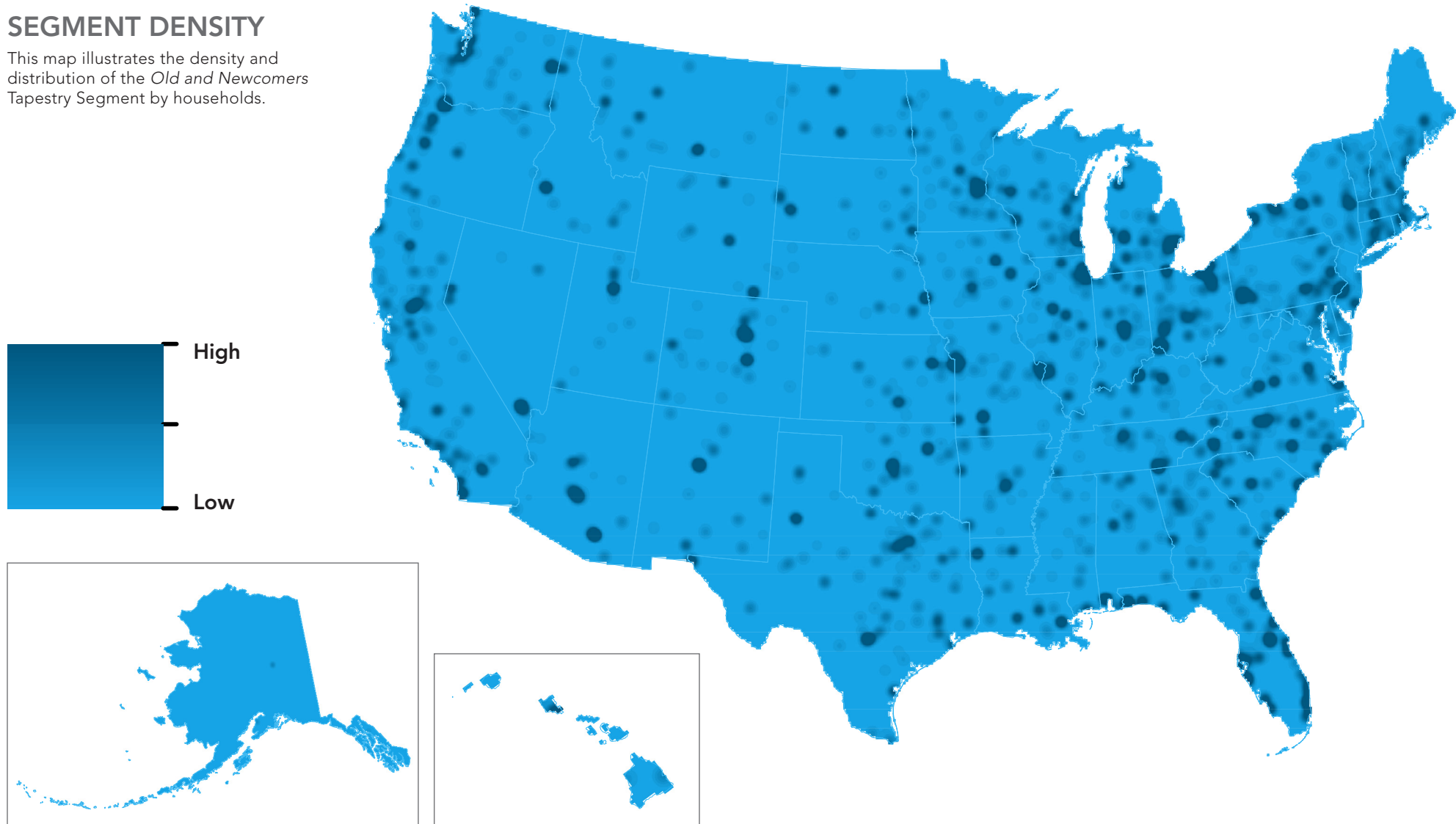
Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: $28,200

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Almost four-fifths of owned homes valued under $100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Unemployment rate is higher at 11.2%, almost twice the US rate.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
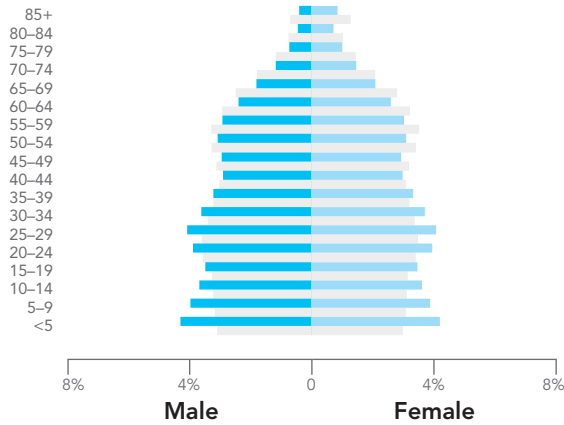- They tend to save money for a specific purpose.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)
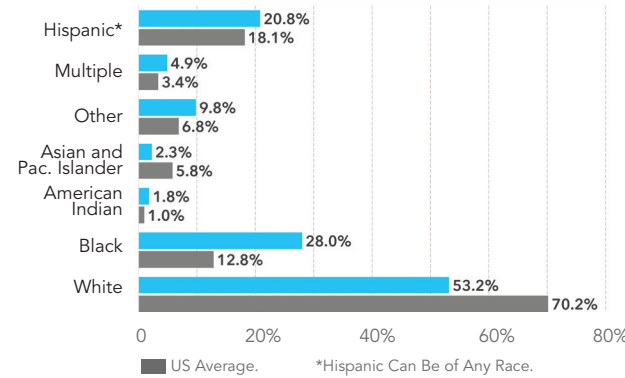
Median Age: 32.4 US: 38.2

■ Indicates US

8% 4% 0 4% 8%
Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 75.7 US: 64.0

Group	Value	US Average
Hispanic*	20.8%	18.1%
Multiple	4.9%	3.4%
Other	9.8%	6.8%
Asian and Pac. Islander	2.3%	5.8%
American Indian	1.8%	1.0%
Black	28.0%	12.8%
White	53.2%	70.2%

0   20%   40%   60%   80%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$28,200
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,500
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	49
Food	51
Apparel & Services	45
Transportation	54
Health Care	44
Entertainment & Recreation	42
Education	46
Pensions & Social Security	37
Other	40

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Production
Transportation And Material Moving
Office And Administrative Support
Food Preparation And Serving Related
Sales And Related

Median Earnings: $50,000 / $40,000 / $30,000 / $20,000 / $10,000 / 0

Workers (Age 16+): 50,000 / 100,000 / 150,000 / 200,000

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Average Rent:
$710
US Average: $1,038
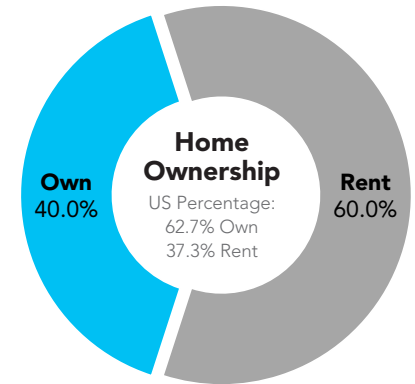
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 40.0%
Rent 60.0%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,121,300

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
76
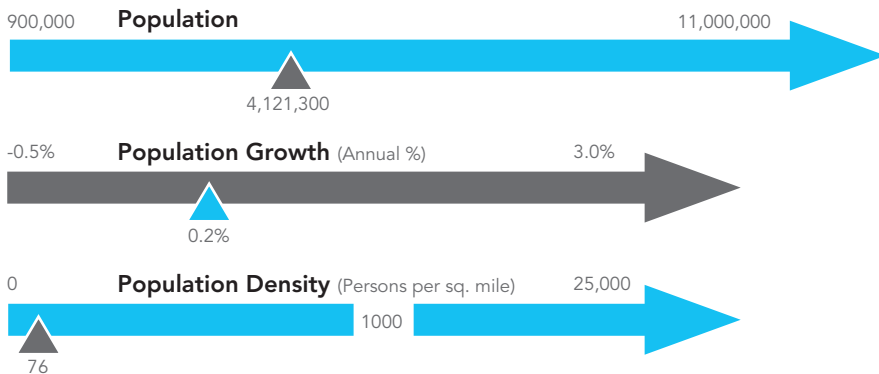
ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.

0 — **30** — 350
Wealth Index

0 — **59** — 350
Socioeconomic Status Index

0 — **178** — 350
Housing Affordability Index

SEGMENT DENSITY
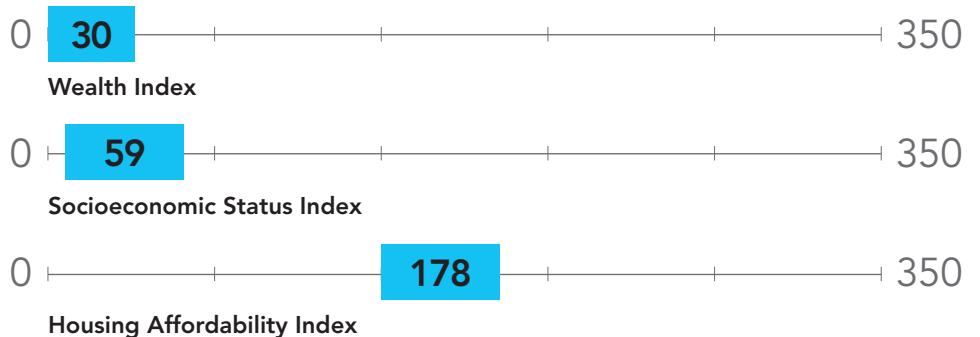
This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.
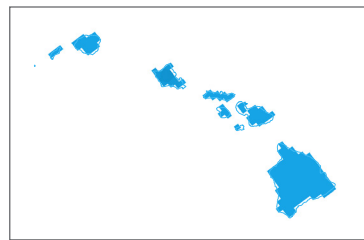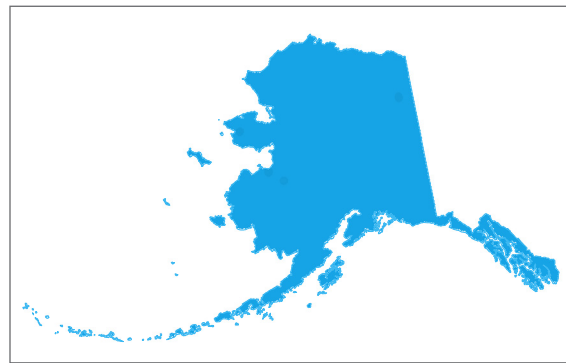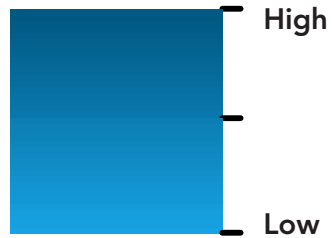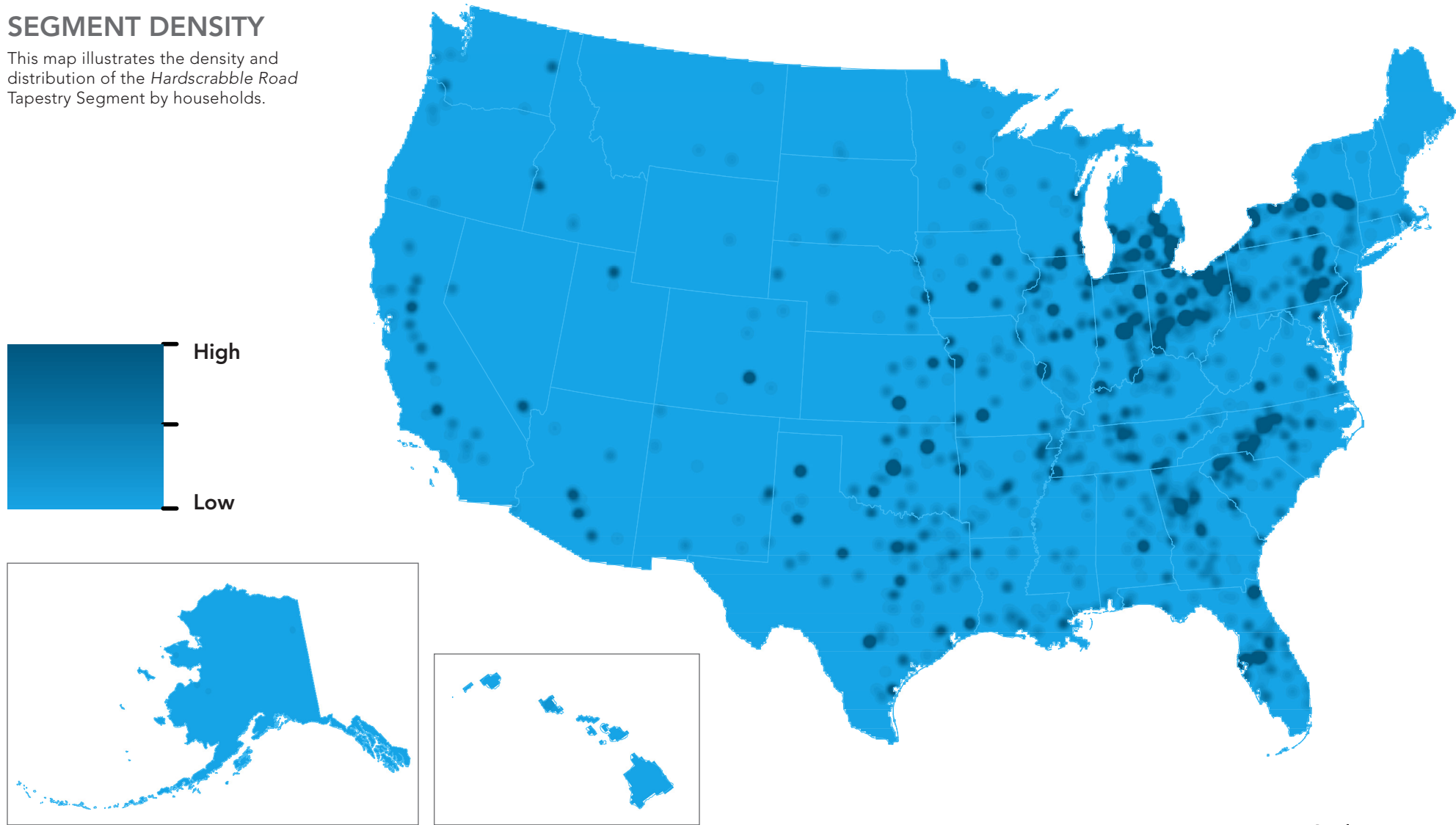
High

Low

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THE SCIENCE OF WHERE™

Silver and Gold

9A

Households: 942,900

Average Household Size: 2.03

Median Age: 63.2

Median Household Income: $72,100

WHO ARE WE?

Almost the oldest senior market (second to *The Elders*), the difference of 9 years in median age reveals a socioeconomic difference: This is the most affluent senior market and is still growing. The affluence of *Silver and Gold* has afforded the opportunity to retire to sunnier climates that feature exclusive communities and vacation homes. These consumers have the free time, stamina, and resources to enjoy the good life.

OUR NEIGHBORHOOD

- Residents of *Silver and Gold* prefer a more bucolic setting, but close to metropolitan cities.

- Predominantly single-family, owner-occupied homes that have a median value of $385,700 (Index 186).

- Neighborhoods include seasonal or vacation homes, reflected in the high vacancy rate of 43%.

- Mostly older married couples with no children, average household size is 2.03.

SOCIOECONOMIC TRAITS

- Well-educated seniors, 47% have college degree(s).

- Primarily retired, but many still active in the labor force, participation rate of 41%.

- Low unemployment at 4.4% (Index 81); with self-employment highest among Tapestry markets (Index 218).

- More than half of the households with income from wages/salaries, Social Security, or investments, many drawing retirement income (Index 213).

- Connected, but primarily to get news and track investments, more likely to own an e-reader or tablet than a smartphone.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 63.2 US: 38.2

▨ Indicates US

Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 24.1 US: 64.0

Race/Ethnicity	Segment	US Average
Hispanic*	5.8%	18.1%
Multiple	1.5%	3.4%
Other	1.3%	6.8%
Asian and Pac. Islander	2.2%	5.8%
American Indian	0.4%	1.0%
Black	2.3%	12.8%
White	92.3%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$72,100
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$357,100
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	130
Food	131
Apparel & Services	112
Transportation	128
Health Care	152
Entertainment & Recreation	138
Education	127
Pensions & Social Security	140
Other	135

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

Management
Healthcare Practitioners And Technical
Business And Financial Operations
Office And Administrative Support
Sales And Related

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Partial to luxury cars or SUVs; highest demand market for convertibles.

- Active seniors that maintain a regular exercise regimen and pay attention to healthier eating habits.

- Pursue the luxuries that well-funded retirement affords: an active social life, travel, hobbies, and sports (especially golf and boating) and liberal use of home maintenance services to minimize chores.

- Avid readers of newspapers, magazines (sports and travel), and books (audio, e-readers, or tablets).

- Generous supporters of charitable organizations.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 83.2%
Rent 16.8%

Typical Housing:
Single Family/Seasonal

Median Value:
$385,700
US Median: $207,300
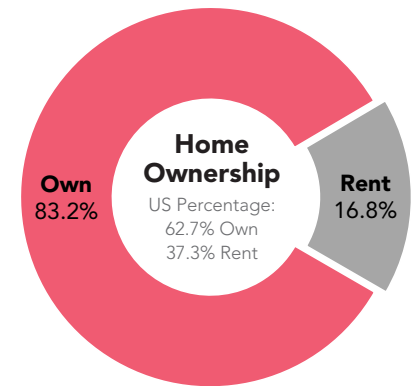
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
1,940,100

Population Growth (Annual %)
-0.5% — 3.0%
1.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
107

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **241** — 350
Wealth Index

0 — **148** — 350
Socioeconomic Status Index

0 — **91** — 350
Housing Affordability Index

TAPESTRY SEGMENTATION
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SEGMENT DENSITY
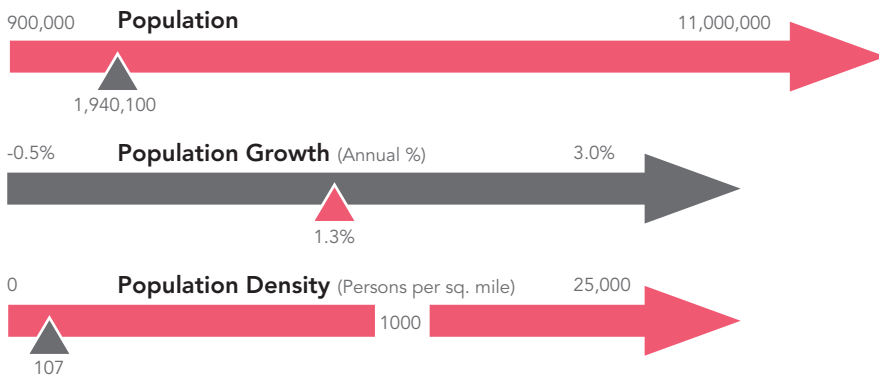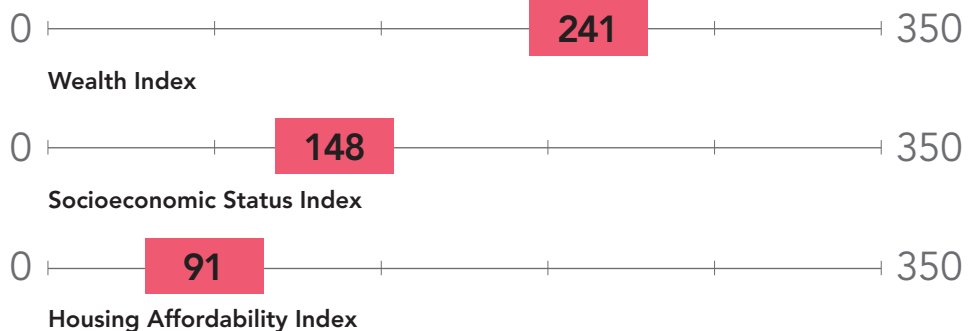
This map illustrates the density and distribution of the *Silver and Gold* Tapestry Segment by households.
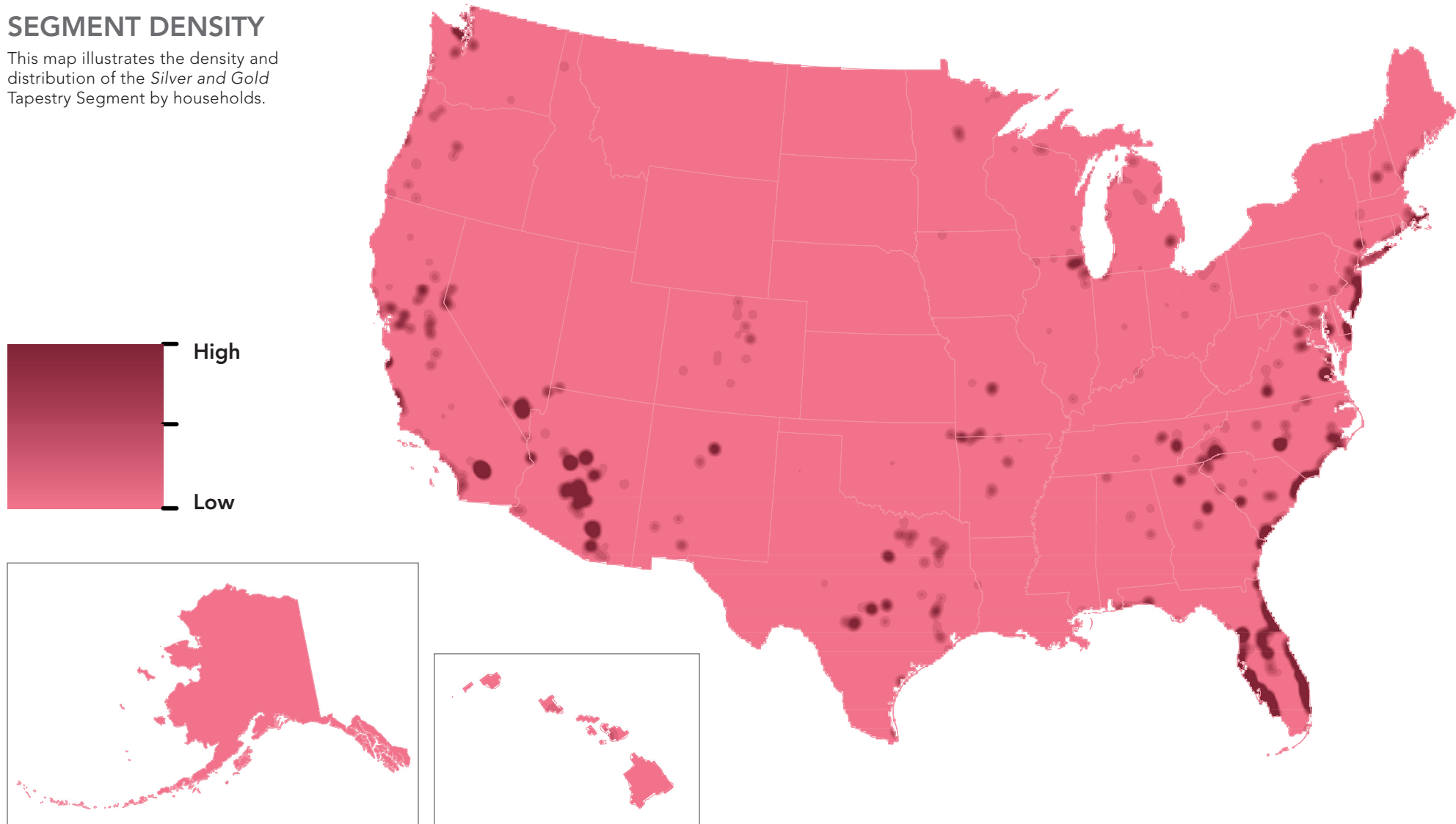
High

Low

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THE SCIENCE OF WHERE™

Golden Years

9B

Households: 1,657,400

Average Household Size: 2.06

Median Age: 52.3

Median Household Income: $71,700

WHO ARE WE?

Independent, active seniors nearing the end of their careers or already in retirement best describes *Golden Years* residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. They are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.

- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06 (Index 80).

- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.

- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

SOCIOECONOMIC TRAITS

- *Golden Years* residents are well educated—22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits.

- Unemployment is low at 4% (Index 74), but so is labor force participation at 56% (Index 89), due to residents reaching retirement.

- Median household income is higher in this market, more than $71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments (Index 171), Social Security benefits (Index 146), and retirement income (Index 144).

- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.

- They are generous supporters of the arts and charitable organizations.

- They keep their landlines and view cell phones more as a convenience.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION
esri.com/tapestry
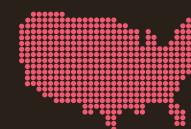
AGE BY SEX (Esri data)

Median Age: 52.3 US: 38.2

▓ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.8 US: 64.0

Race/Ethnicity	This market	US Average
Hispanic*	8.8%	18.1%
Multiple	2.5%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	7.0%	5.8%
American Indian	0.3%	1.0%
Black	6.6%	12.8%
White	81.3%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$71,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$184,000
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	130
Food	121
Apparel & Services	120
Transportation	130
Health Care	133
Entertainment & Recreation	116
Education	122
Pensions & Social Security	95
Other	122

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Healthcare Practitioners And Technical

Management

Education, Training, And Library

Sales And Related

Office And Administrative Support

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 62.7%
Rent 37.3%

Typical Housing:
Single Family;
Multi-Units

Median Value:
$332,100
US Median: $207,300
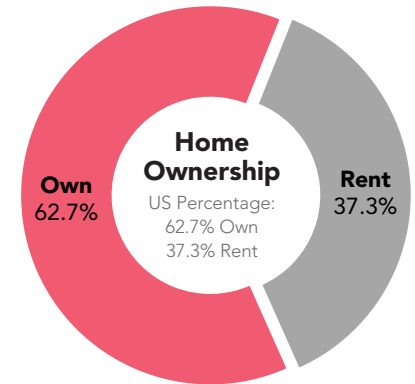
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,547,600

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,058

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **162** — 350
Wealth Index

0 — **133** — 350
Socioeconomic Status Index

0 — **100** — 350
Housing Affordability Index
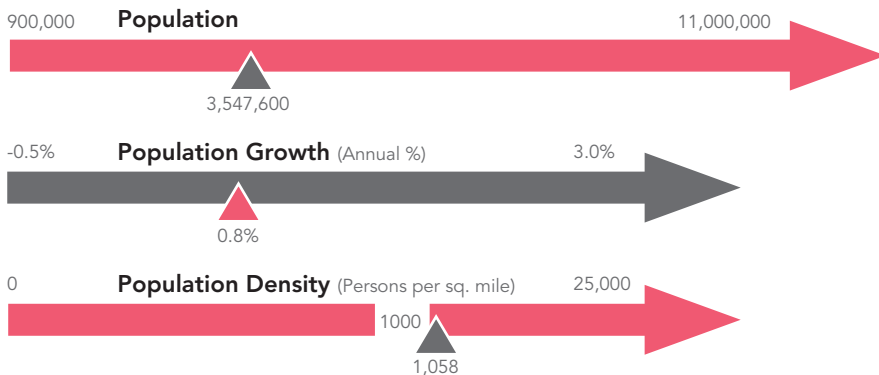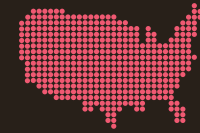
SEGMENT DENSITY

This map illustrates the density and distribution of the *Golden Years* Tapestry Segment by households.

High

Low

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THE
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LifeMode Group: Senior Styles
The Elders

9C
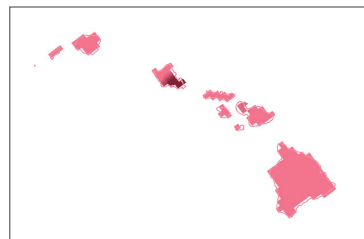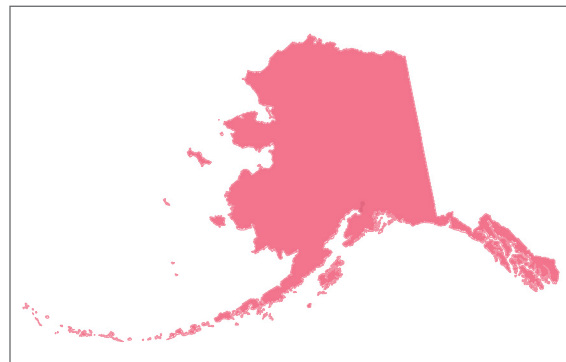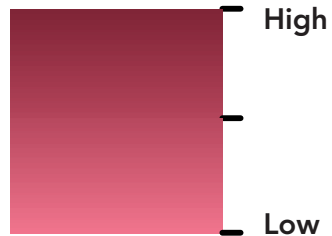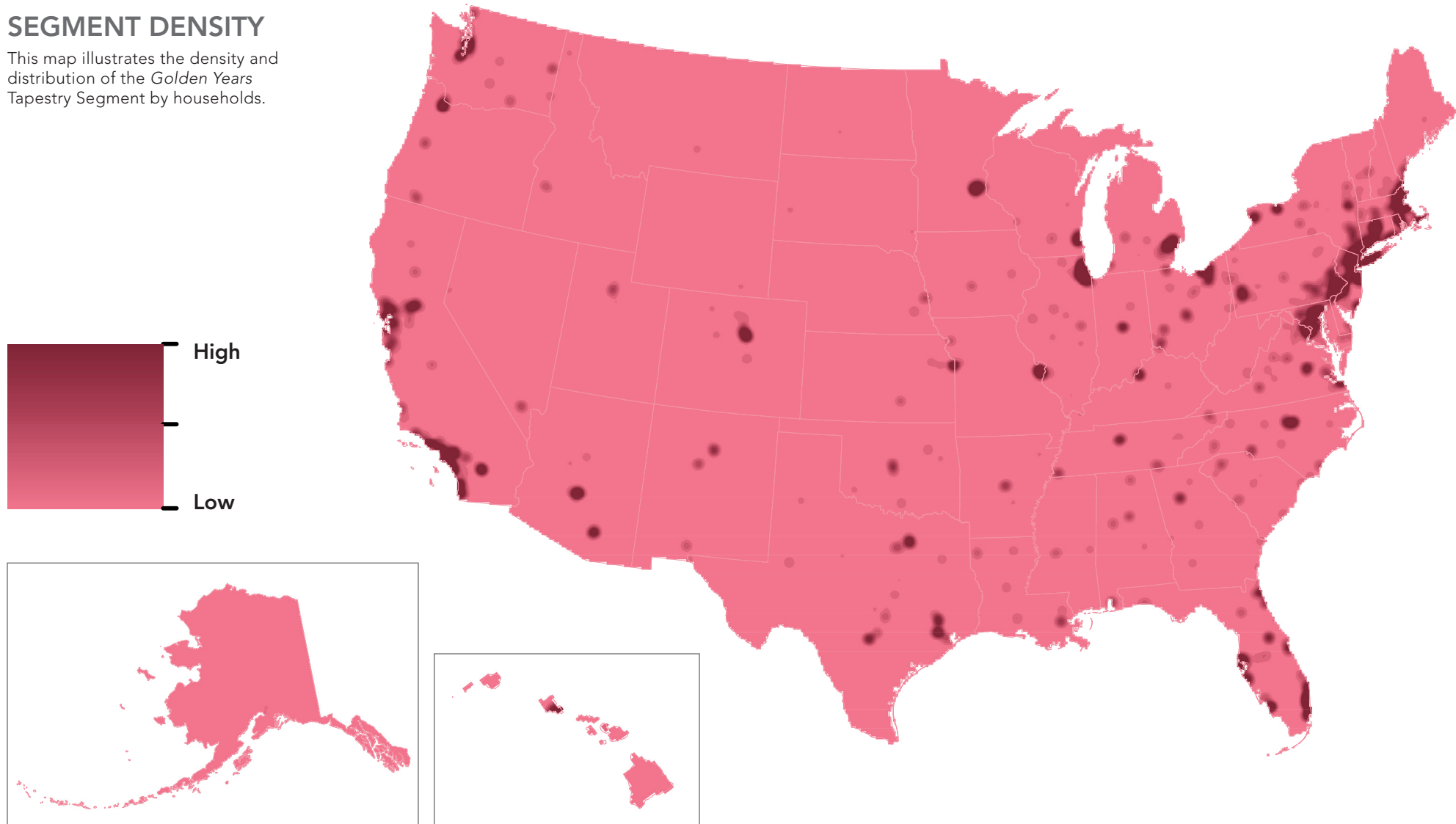
Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: $42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of $180,000 (Index 87).
- Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION™
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9C The Elders
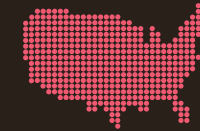
AGE BY SEX (Esri data)

Median Age: 72.3 US: 38.2

◼ Indicates US
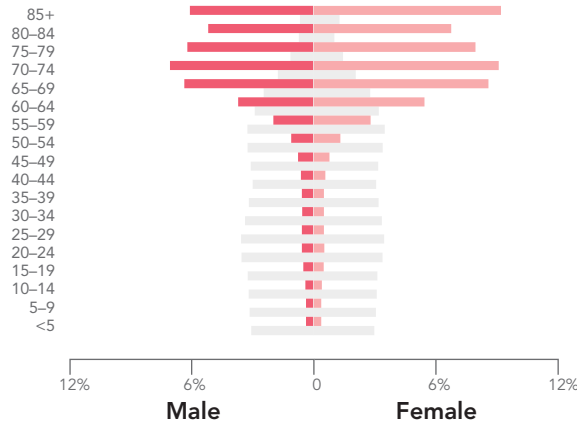
Age	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

12% 6% 0 6% 12%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 22.4 US: 64.0

Group	%	US Average
Hispanic*	5.6%	18.1%
Multiple	1.0%	3.4%
Other	1.1%	6.8%
Asian and Pac. Islander	1.8%	5.8%
American Indian	0.3%	1.0%
Black	2.7%	12.8%
White	93.1%	70.2%

0 20% 40% 60% 80% 100%

◼ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$42,800

$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$250,900

$93,300

0 $100K $200K $300K $400K $500K $600K+

◼ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	79
Food	76
Apparel & Services	64
Transportation	74
Health Care	97
Entertainment & Recreation	65
Education	66
Pensions & Social Security	56
Other	79

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Healthcare Practitioners And Technical

Management

Office And Administrative Support

Transportation And Material Moving

Sales And Related

Median Earnings: $140,000 / $120,000 / $100,000 / $80,000 / $60,000 / $40,000 / $20,000 / 0

Workers (Age 16+): 20,000 40,000 60,000

LifeMode Group: Senior Styles
The Elders

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family, High-Rises, Mobile Homes/Seasonal

Median Value:
$180,000
US Median: $207,300
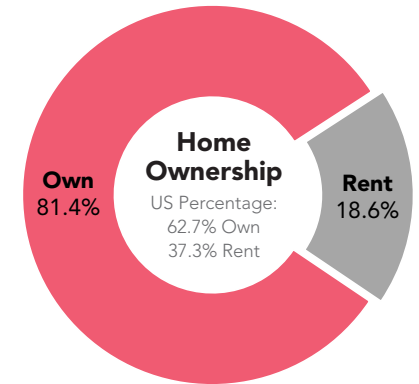
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 81.4%
Rent 18.6%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
1,560,500

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
475

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **177** — 350
Wealth Index

0 — **111** — 350
Socioeconomic Status Index

0 — **116** — 350
Housing Affordability Index

TAPESTRY
SEGMENTATION
esri.com/tapestry
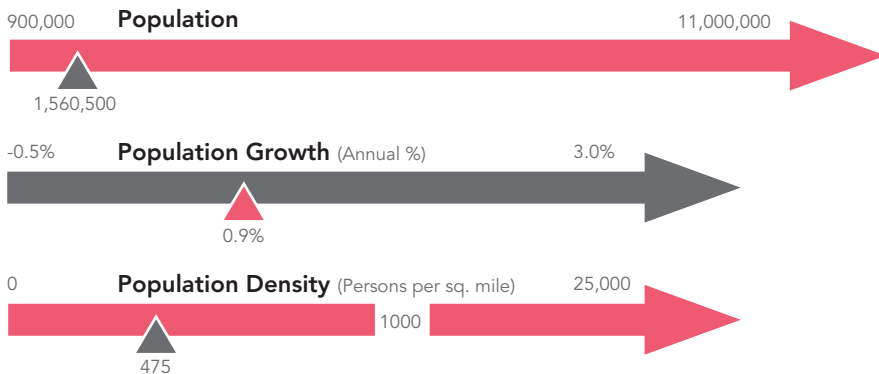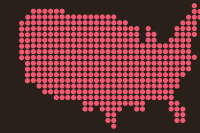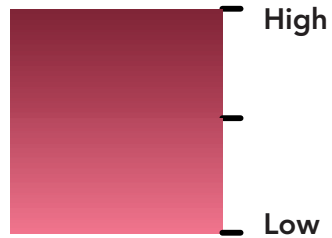
SEGMENT DENSITY

This map illustrates the density and distribution of *The Elders* Tapestry Segment by households.
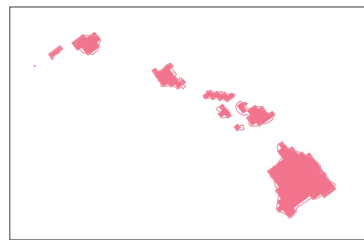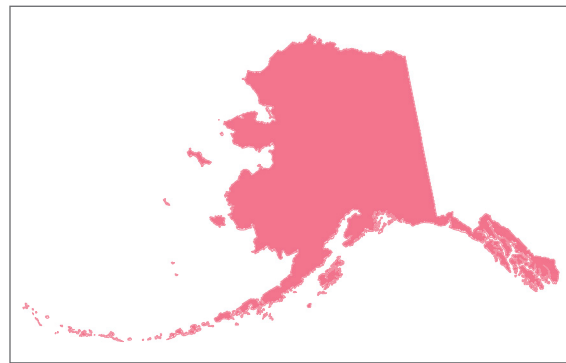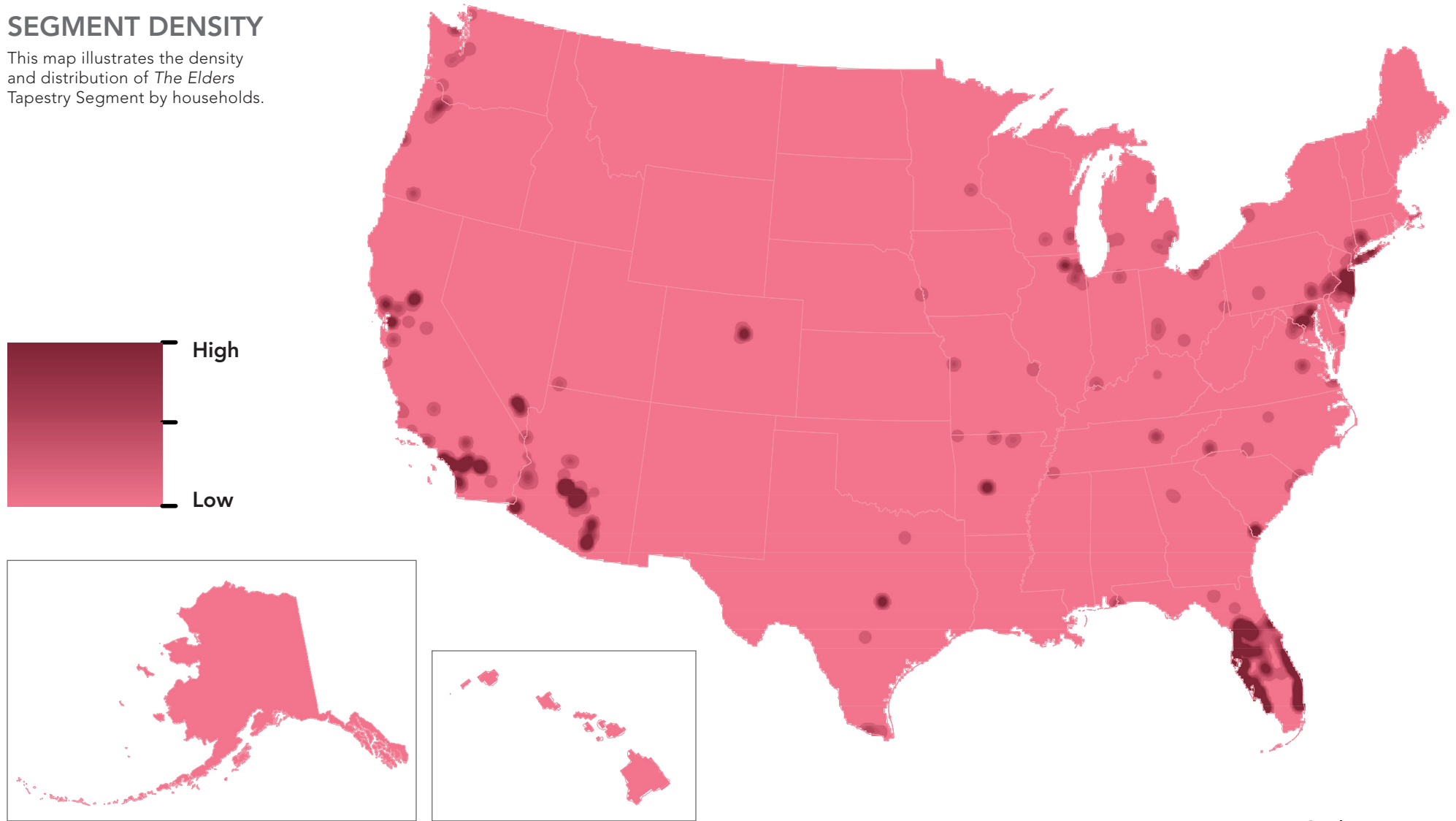
High

Low

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THE
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Senior Escapes

9D

Households: 1,116,000

Average Household Size: 2.20

Median Age: 54.6

Median Household Income: $38,700

WHO ARE WE?

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly forty percent are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

OUR NEIGHBORHOOD

- Neighborhoods include primary and second homes in rural or semirural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- More than one-third of the households are married couples without children; a third are single-person households.
- More than half the homes are single family; nearly 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
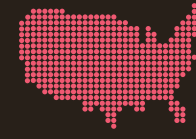
AGE BY SEX (Esri data)

Median Age: 54.6 US: 38.2

▨ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 44.5 US: 64.0

Group	This market	US Average
Hispanic*	13.9%	18.1%
Multiple	2.8%	3.4%
Other	4.5%	6.8%
Asian and Pac. Islander	1.6%	5.8%
American Indian	1.4%	1.0%
Black	4.4%	12.8%
White	85.3%	70.2%

▨ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$38,700
$56,100

0    $100K $200K $300K $400K $500K $600K+

Median Net Worth

$112,300
$93,300

0    $100K $200K $300K $400K $500K $600K+

▨ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	65
Food	69
Apparel & Services	58
Transportation	63
Health Care	68
Entertainment & Recreation	67
Education	61
Pensions & Social Security	84
Other	67

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Stock up on good deals, especially high-fiber, low-calorie, low-fat, and fat-free foods.
- Own 3, sometimes 4 or more TVs and watch news, sports, CMT, Hallmark, and AMC.
- Belong to veterans' clubs; maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; light users of home computers and the Internet.
- Travel in the US via guided tours but weary of security issues.
- Frequently dine out at Wendy's, Golden Corral, and Cracker Barrel.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Mobile Homes/Seasonal

Median Value:
$120,000
US Median: $207,300
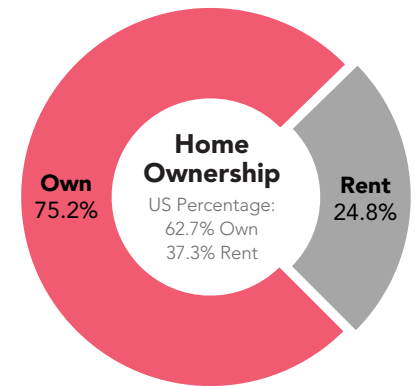
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 75.2%
Rent 24.8%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,521,300

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
20

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **80** — 350
Wealth Index

0 — **84** — 350
Socioeconomic Status Index

0 — **159** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Senior Escapes* Tapestry Segment by households.
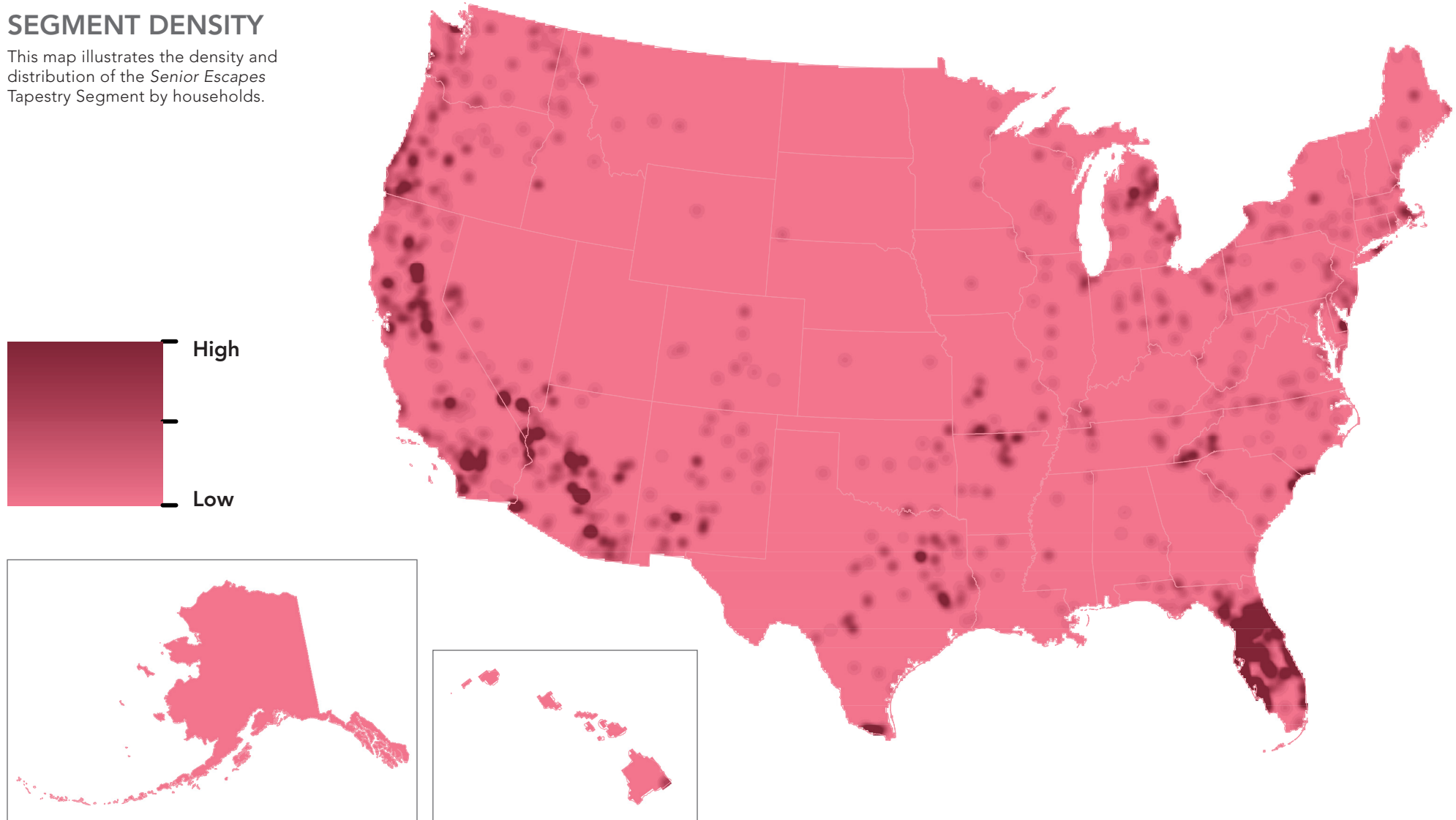
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Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: $40,800

WHO ARE WE?

Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are well below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many have paid their dues in the kitchen and would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name brand drugs.

TAPESTRY™ SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

Retirement Communities
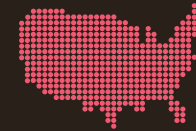
AGE BY SEX (Esri data)

Median Age: 53.9 US: 38.2

Indicates US
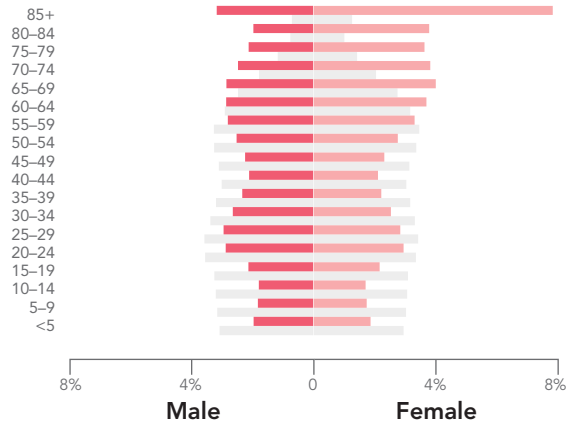
	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
<5		

8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 49.4 US: 64.0

	%	US Average
Hispanic*	11.6%	18.1%
Multiple	2.8%	3.4%
Other	3.6%	6.8%
Asian and Pac. Islander	4.6%	5.8%
American Indian	0.6%	1.0%
Black	9.2%	12.8%
White	79.2%	70.2%

0   20%   40%   60%   80%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$40,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$53,300
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	78
Food	75
Apparel & Services	77
Transportation	77
Health Care	74
Entertainment & Recreation	61
Education	68
Pensions & Social Security	54
Other	65

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$100,000
$80,000
$60,000
$40,000
$20,000
0

- Management
- Education, Training, And Library
- Sales And Related
- Office And Administrative Support
- Food Preparation And Serving Related

60,000   100,000   140,000   180,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: playing cards and reading books.
- Prefer watching cable TV, including premium channels like HBO and Cinemax.
- Like to travel—including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multi-Units; Single Family

Average Rent:
$1,013
US Average: $1,038
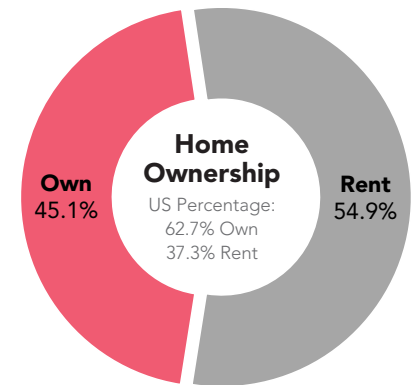
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 45.1%

Rent 54.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,990,300

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
420

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **61** — 350
Wealth Index

0 — **93** — 350
Socioeconomic Status Index

0 — **110** — 350
Housing Affordability Index

SEGMENT DENSITY

This map illustrates the density and distribution of the *Retirement Communities* Tapestry Segment by households.
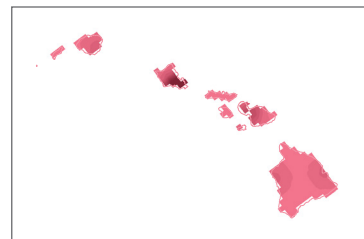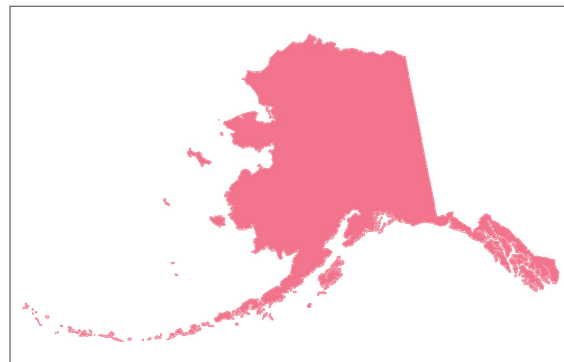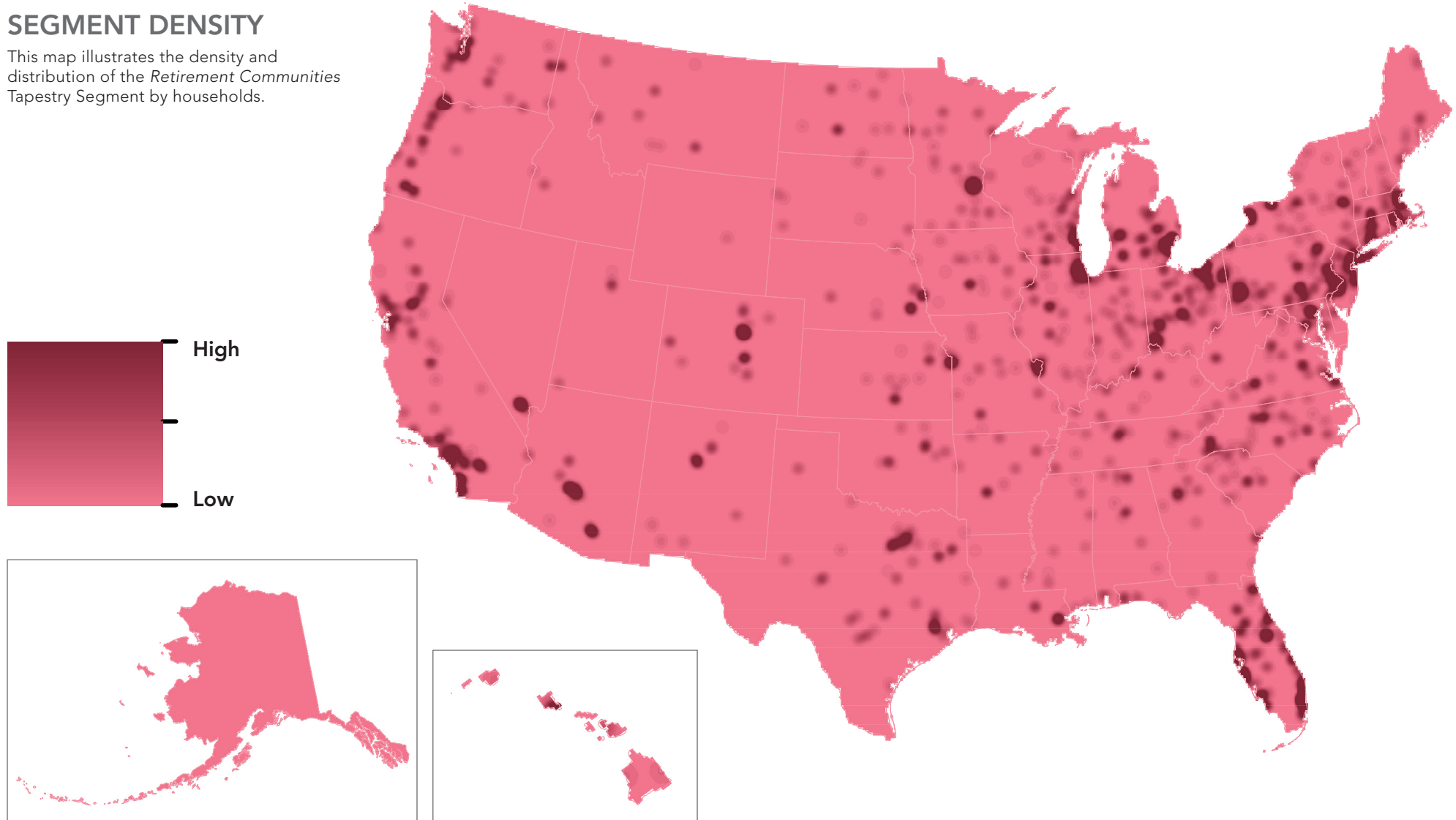
High

Low

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THE SCIENCE OF WHERE™

Social Security Set

9F

Households: 1,001,400

Average Household Size: 1.73

Median Age: 45.6

Median Household Income: $17,900

WHO ARE WE?

Social Security Set is an older market located in metropolitan cities across the country. One-fourth of householders here are aged 65 or older and dependent on low, fixed incomes, primarily Social Security. In the aftermath of the Great Recession, early retirement is now a dream for many approaching the retirement age; wages and salary income in this market are still earned. Residents live alone in low-rent, high-rise buildings, located in or close to business districts that attract heavy daytime traffic. But they enjoy the hustle and bustle of life in the heart of the city, with the added benefit of access to hospitals, community centers, and public transportation.

OUR NEIGHBORHOOD

- Most residents live alone in this older market; 13% of householders are aged 75 and older; another 13% are 65 to 74 years old.

- Multiunit rental properties with affordable rents are predominant (Index 63).

- Located in higher-density, high-traffic areas of metropolitan cities with good access to public transportation, vehicle ownership is low.

SOCIOECONOMIC TRAITS

- These aging consumers rely mostly on Social Security income but also depend on Supplemental Security Income and public assistance.

- Wages and salary income are still earned by almost half of all households.

- With fixed incomes, consumers remain price sensitive.

- A trusted source of information, TV is an important part of their lives.

- An aging population that is often limited by medical conditions, they are willing to try advanced medication but rely on their physicians for recommendations.

- Rather than eat out, *Social Security Set* residents prefer to have their meals at home, whether they order takeout or warm up a frozen dinner. To save money, many frequently cook their own meals.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.
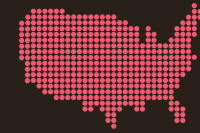
AGE BY SEX (Esri data)

Median Age: 45.6 US: 38.2

▢ Indicates US

Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
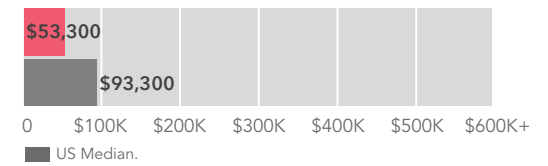
Diversity Index: 75.7 US: 64.0

Group	This market	US Average
Hispanic*	18.6%	18.1%
Multiple	4.1%	3.4%
Other	6.9%	6.8%
Asian and Pac. Islander	7.1%	5.8%
American Indian	1.0%	1.0%
Black	31.2%	12.8%
White	49.7%	70.2%

▬ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$17,900
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$10,200
$93,300

0 $100K $200K $300K $400K $500K $600K+

▬ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	49
Food	46
Apparel & Services	59
Transportation	45
Health Care	37
Entertainment & Recreation	27
Education	38
Pensions & Social Security	19
Other	28

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings (y-axis): $0 – $60,000
Workers (Age 16+) (x-axis): 30,000 – 90,000

Occupations: Management, Office And Administrative Support, Transportation And Material Moving, Sales And Related, Food Preparation And Serving Related

Social Security Set

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- With limited resources, spending on entertainment is restricted. To pass the time, residents have basic cable television. Daytime news, documentaries, and sport shows are popular. Activities outside the house are also limited, but bingo at the local community center is a favorite. When the TV is off, the radio is on; residents aren't picky about the radio station, but do enjoy the companionship.

- Risk-averse consumers in *Social Security Set* prefer to pay their bills in person, usually with cash. Some residents don't have a checking account, although one in three maintain a savings account for their small savings.

- Technology is a bear for these consumers. They steer away from cell phones, computers, and digital cameras.

- Many residents are dependent on Medicare and Medicaid for health care expenses.

- They don't eat out often, but KFC and McDonald's are their restaurants of choice.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multi-Unit Rentals

Average Rent:
$658

US Average: $1,038
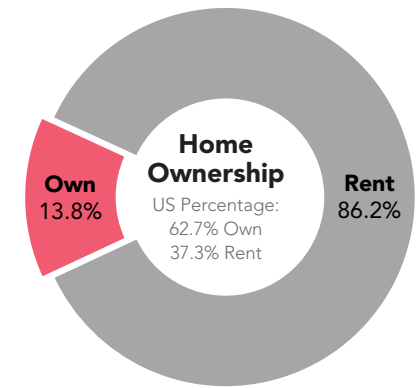
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 13.8%
Rent 86.2%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
1,966,400

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,243

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **24** — 350
Wealth Index

0 — **60** — 350
Socioeconomic Status Index

0 — **61** — 350
Housing Affordability Index

SEGMENT DENSITY
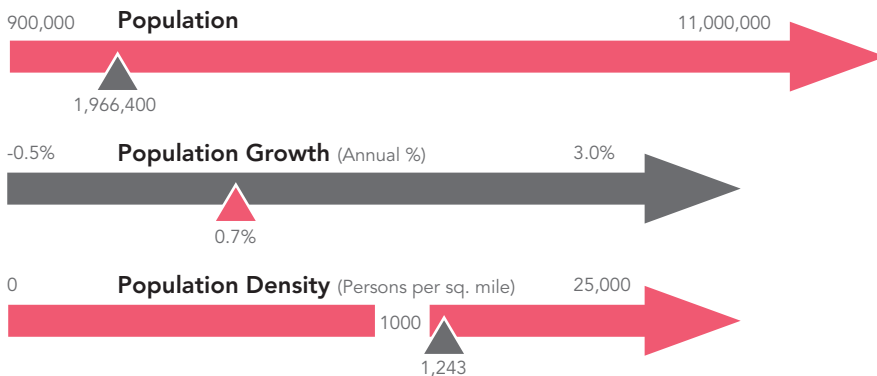
This map illustrates the density and distribution of the *Social Security Set* Tapestry Segment by households.
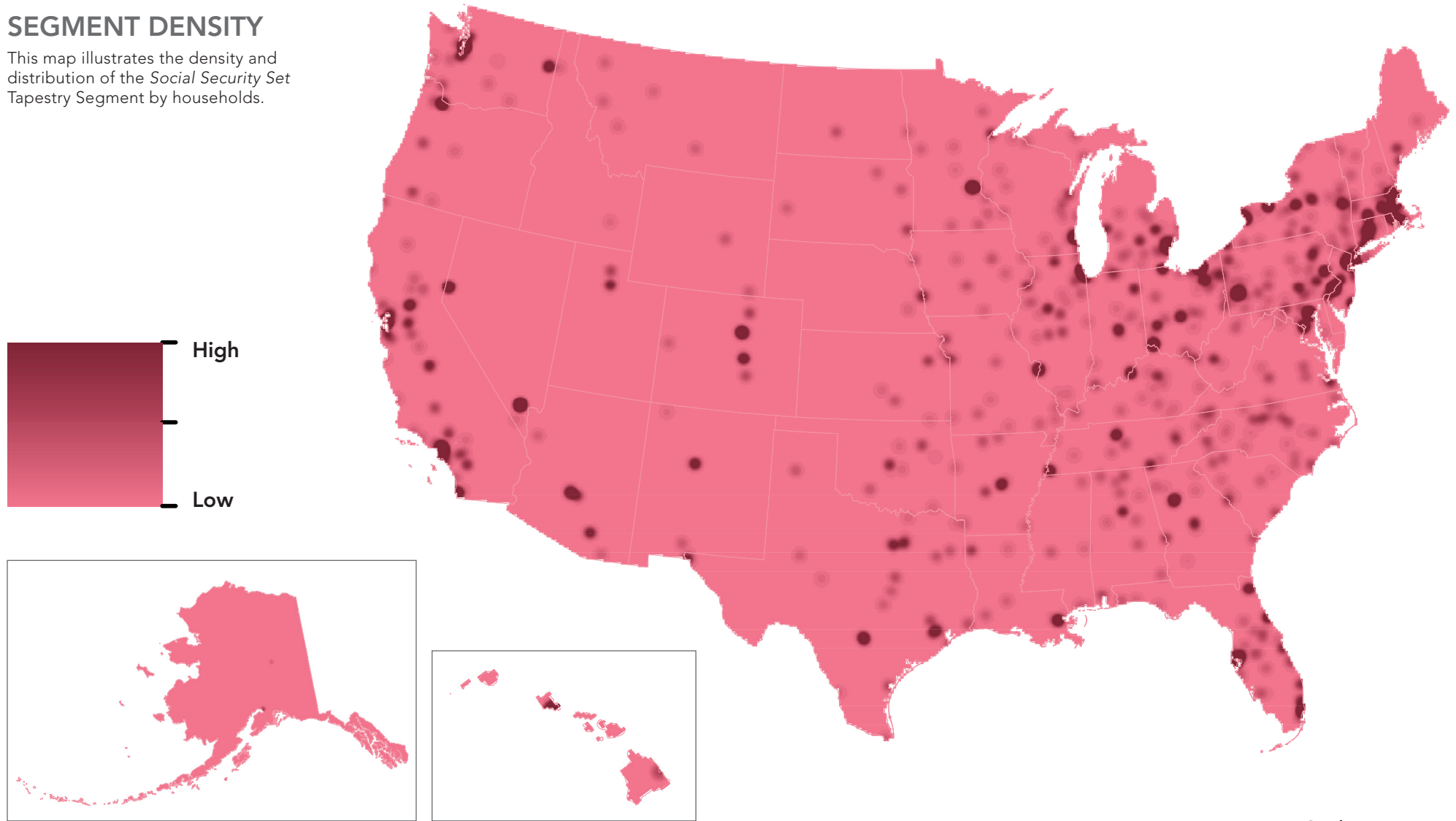
High

Low

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Southern Satellites

10A

Households: 3,856,800

Average Household Size: 2.67

Median Age: 40.3

Median Household Income: $47,800

WHO ARE WE?

Southern Satellites is the second largest market found in rural settlements but within metropolitan areas located primarily in the South. This market is typically nondiverse, slightly older, settled married-couple families, who own their homes. Two-thirds of the homes are single-family structures; almost a third are mobile homes. Median household income and home value are below average. Workers are employed in a variety of industries, such as manufacturing, health care, retail trade, and construction, with higher proportions in mining and agriculture than the US. Residents enjoy country living, preferring outdoor activities and DIY home projects.

OUR NEIGHBORHOOD

- About 78% of households are owned.

- Married couples with no children are the dominant household type, with a number of multigenerational households (Index 112).

- Most are single-family homes (67%), with a number of mobile homes (Index 509).

- Most housing units were built in 1970 or later.

- Most households own 1 or 2 vehicles, but owning 3+ vehicles is common (Index 144).

SOCIOECONOMIC TRAITS

- Education: almost 40% have a high school diploma only (Index 140); 45% have college education (Index 73).

- Unemployment rate is 6%, slightly higher than the US rate.

- Labor force participation rate is 59.1%, slightly lower than the US.

- These consumers are more concerned about cost rather than quality or brand loyalty.

- They tend to be somewhat late in adapting to technology.

- They obtain a disproportionate amount of their information from TV, compared to other media.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

Southern Satellites

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 40.3 US: 38.2

Indicates US

| Male | 8% | 4% | 0 | 4% | 8% | Female |

Age groups (top to bottom): 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5
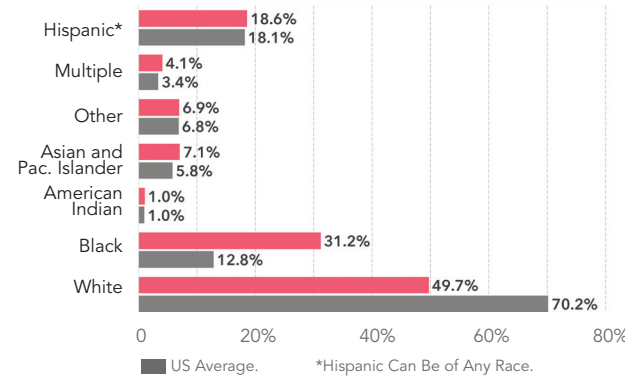
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 40.1 US: 64.0

Race/Ethnicity	This market	US Average
Hispanic*	8.8%	18.1%
Multiple	2.2%	3.4%
Other	3.6%	6.8%
Asian and Pac. Islander	0.8%	5.8%
American Indian	1.4%	1.0%
Black	7.9%	12.8%
White	84.1%	70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$47,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$94,900
$93,300

0   $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	70
Food	80
Apparel & Services	63
Transportation	77
Health Care	69
Entertainment & Recreation	86
Education	76
Pensions & Social Security	94
Other	68

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings ($0–$60,000) vs Workers (Age 16+) (200,000–600,000)

Occupations: Construction And Extraction, Transportation And Material Moving, Production, Sales And Related, Office And Administrative Support

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Usually own a truck; likely to service it themselves.
- Frequent the convenience store, usually to fill up a vehicle with gas.
- Typical household has a satellite dish.
- Work on home improvement and remodeling projects.
- Own a pet, commonly a dog.
- Participate in fishing and hunting.
- Prefer to listen to country music and watch Country Music Television (CMT).
- Read fishing/hunting and home service magazines.
- Partial to eating at low-cost family restaurants and drive-ins.
- Use Walmart for all their shopping needs (groceries, clothing, pharmacy, etc.).

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$128,500

US Median: $207,300
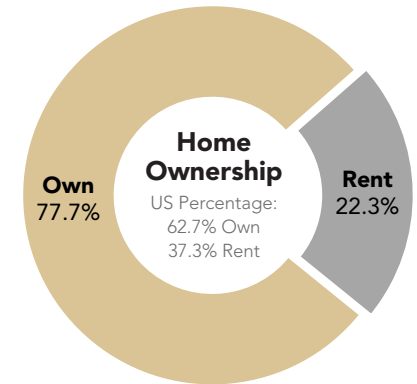
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 77.7%

Rent 22.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
10,404,500

Population Growth (Annual %)
-0.5% — 3.0%
0.7%

Population Density (Persons per sq. mile)
0 — 25,000
1000
51

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **71** — 350
Wealth Index

0 — **91** — 350
Socioeconomic Status Index

0 — **184** — 350
Housing Affordability Index

LifeMode Group: Rustic Outposts

10A

Southern Satellites

TAPESTRY
SEGMENTATION
esri.com/tapestry
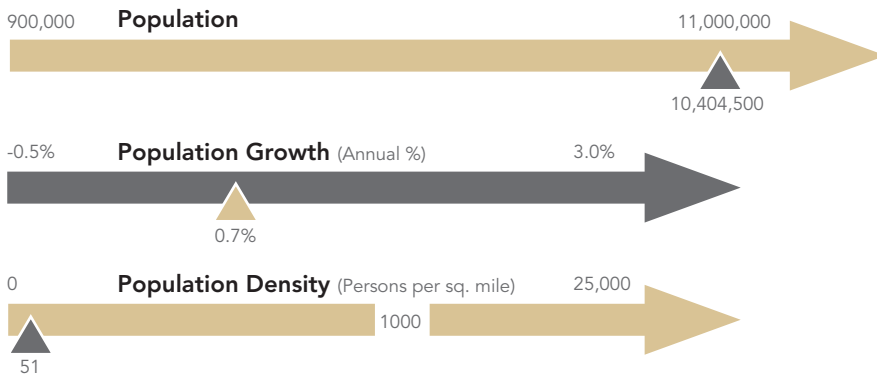
SEGMENT DENSITY

This map illustrates the density and distribution of the *Southern Satellites* Tapestry Segment by households.

High

Low

For more information
1-800-447-9778
info@esri.com
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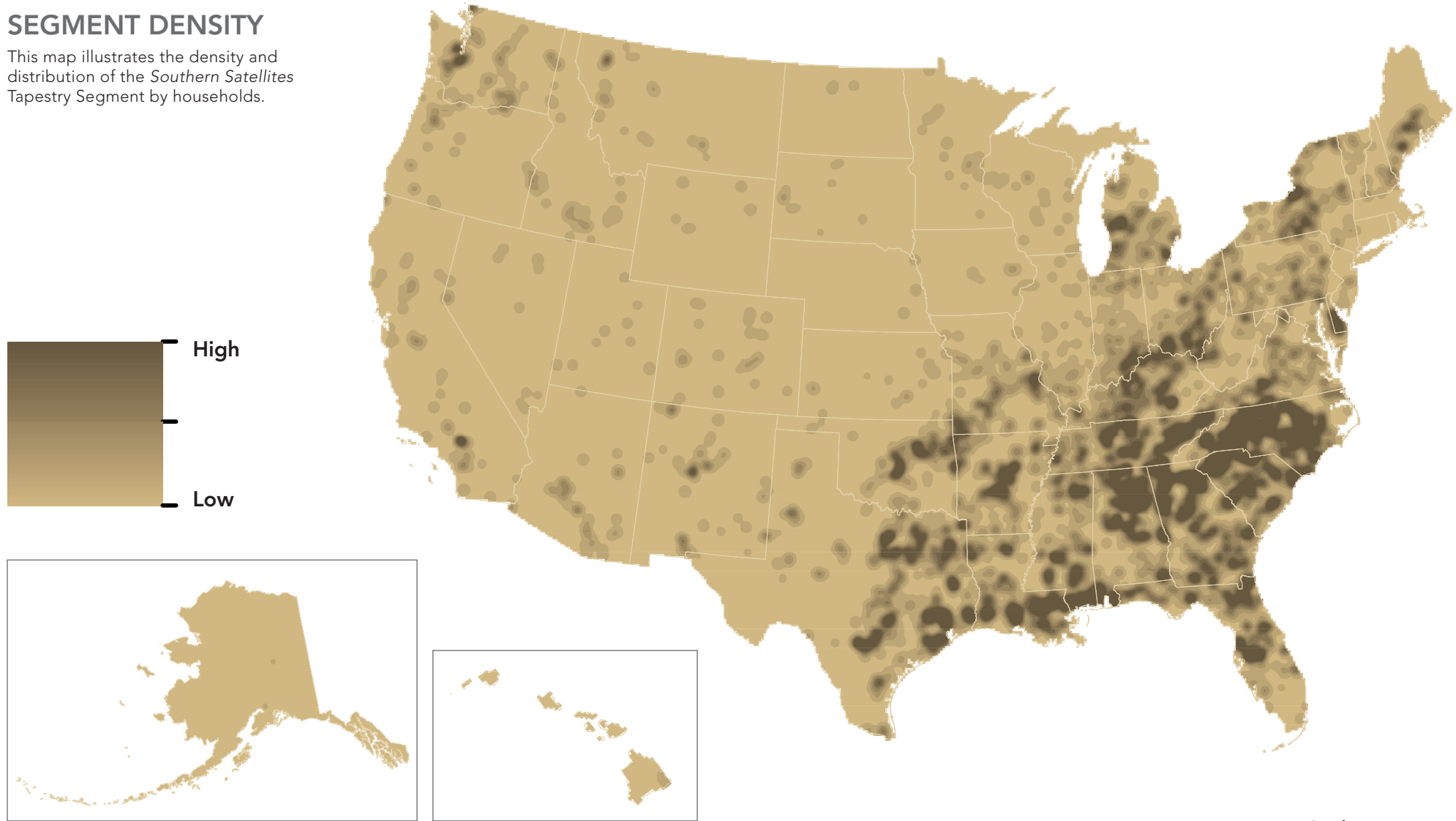
Rooted Rural

Households: 2,430,900

Average Household Size: 2.48

Median Age: 45.2

Median Household Income: $42,300

WHO ARE WE?

Rooted Rural is heavily concentrated in the Appalachian mountain range as well as in Texas and Arkansas. Employment in the forestry industry is common, and *Rooted Rural* residents live in many of the heavily forested regions of the country. Nearly 9 of 10 residents are non-Hispanic whites. This group enjoys time spent outdoors, hunting, fishing, or working in their gardens. Indoors, they enjoy watching television with a spouse and spending time with their pets. When shopping, they look for American-made and generic products. These communities are heavily influenced by religious faith, traditional gender roles, and family history.

OUR NEIGHBORHOOD

- This market is dominated by married couples, few with children at home.
- 80% of homes are owner occupied: primarily single family (73%) or mobile homes (24%).
- Nearly one in five housing units are vacant, with a high proportion for seasonal use.
- Home values are very low—almost half of owned homes are valued under $100,000.

SOCIOECONOMIC TRAITS

- Thrifty shoppers that use coupons frequently and buy generic goods.
- Far-right political values on religion and marriage.
- Do-it-yourself mentality; grow their own produce and work on their cars and ATVs.
- Pay bills in person and avoid using the Internet for financial transactions.
- Often find computers and cell phones too complicated and confusing.
- Clothes a necessity, not a fashion statement; only buy new clothes when old clothes wear out.
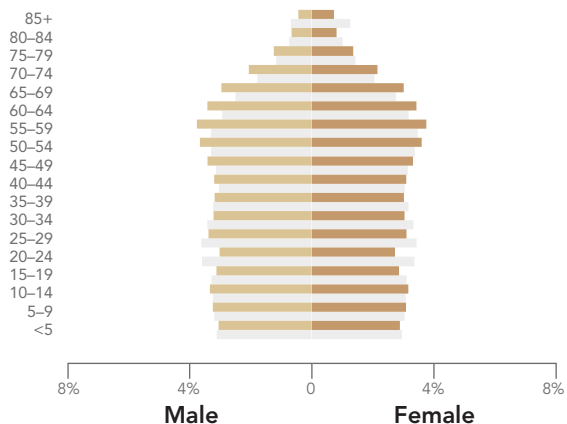
TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

LifeMode Group: Rustic Outposts

10B

Rooted Rural

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 45.2 US: 38.2
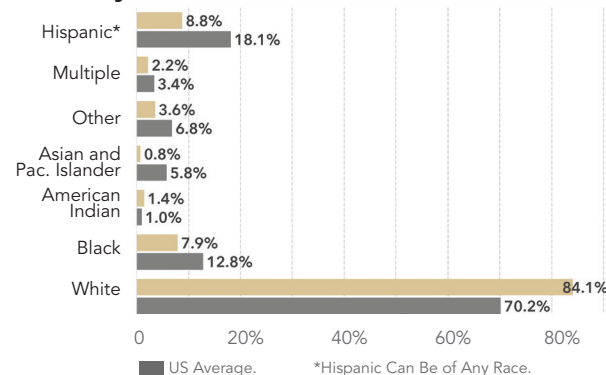
Indicates US
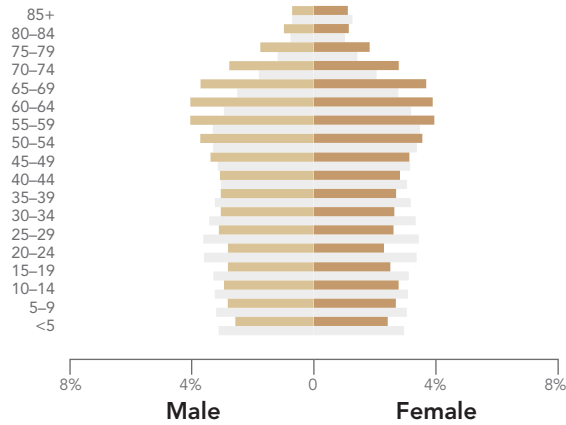
Male	**Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 29.2 US: 64.0

Group	This market	US Average
Hispanic*	5.1%	18.1%
Multiple	1.9%	3.4%
Other	1.9%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	1.5%	1.0%
Black	5.8%	12.8%
White	88.4%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$42,300
$56,100

Median Net Worth

$92,500
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	59
Food	76
Apparel & Services	49
Transportation	67
Health Care	48
Entertainment & Recreation	94
Education	67
Pensions & Social Security	156
Other	52

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

10B

LifeMode Group: Rustic Outposts
Rooted Rural

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They own a riding lawn mower, as well as a garden tiller, and have vegetable gardens.
- More than half of the households have a high-speed Internet connection.
- They use a satellite dish to watch CMT, the History Channel, and GSN (Game Show Network).
- Pets are popular—dogs, cats, and birds.
- Leisure activities include hunting and fishing.
- They listen to faith-based radio, country, and gospel music.
- Many are on Medicare and frequent the Walgreens pharmacy.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.8%

Rent 20.2%

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$112,800
US Median: $207,300
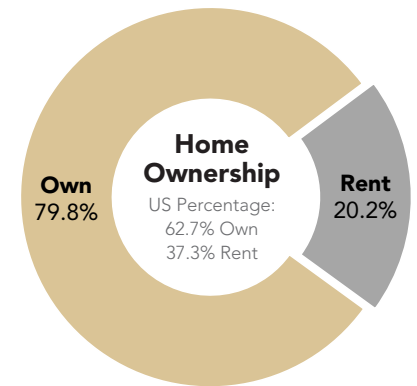
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,173,200

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
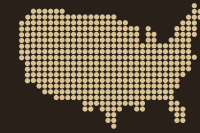0 — 25,000
1000
21

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **64** — 350
Wealth Index

0 — **88** — 350
Socioeconomic Status Index

0 — **184** — 350
Housing Affordability Index

10B

LifeMode Group: Rustic Outposts
Rooted Rural

TAPESTRY
SEGMENTATION
esri.com/tapestry
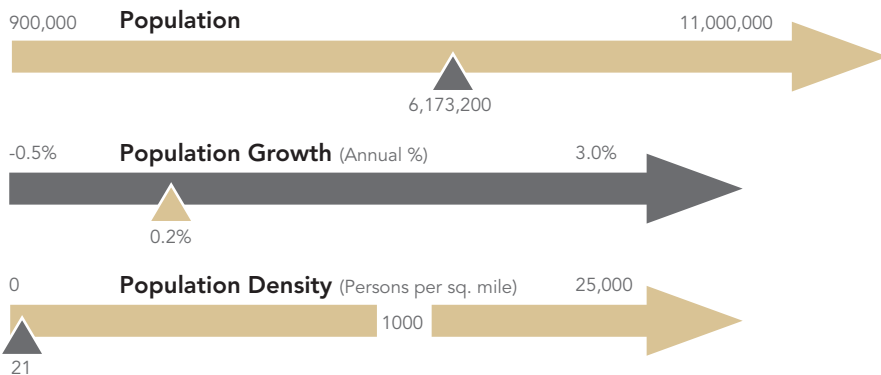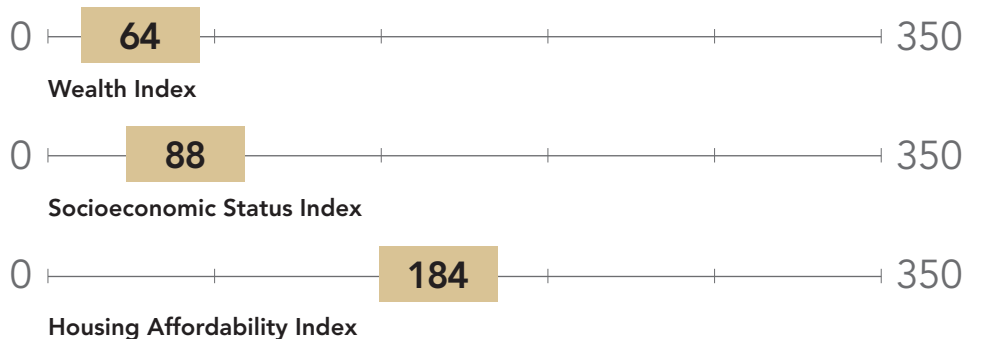
SEGMENT DENSITY

This map illustrates the density and distribution of the *Rooted Rural* Tapestry Segment by households.

High

Low

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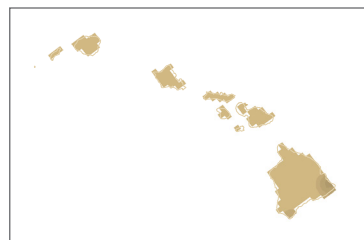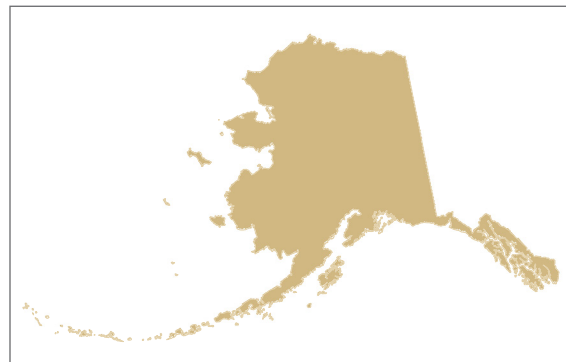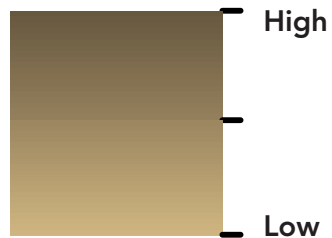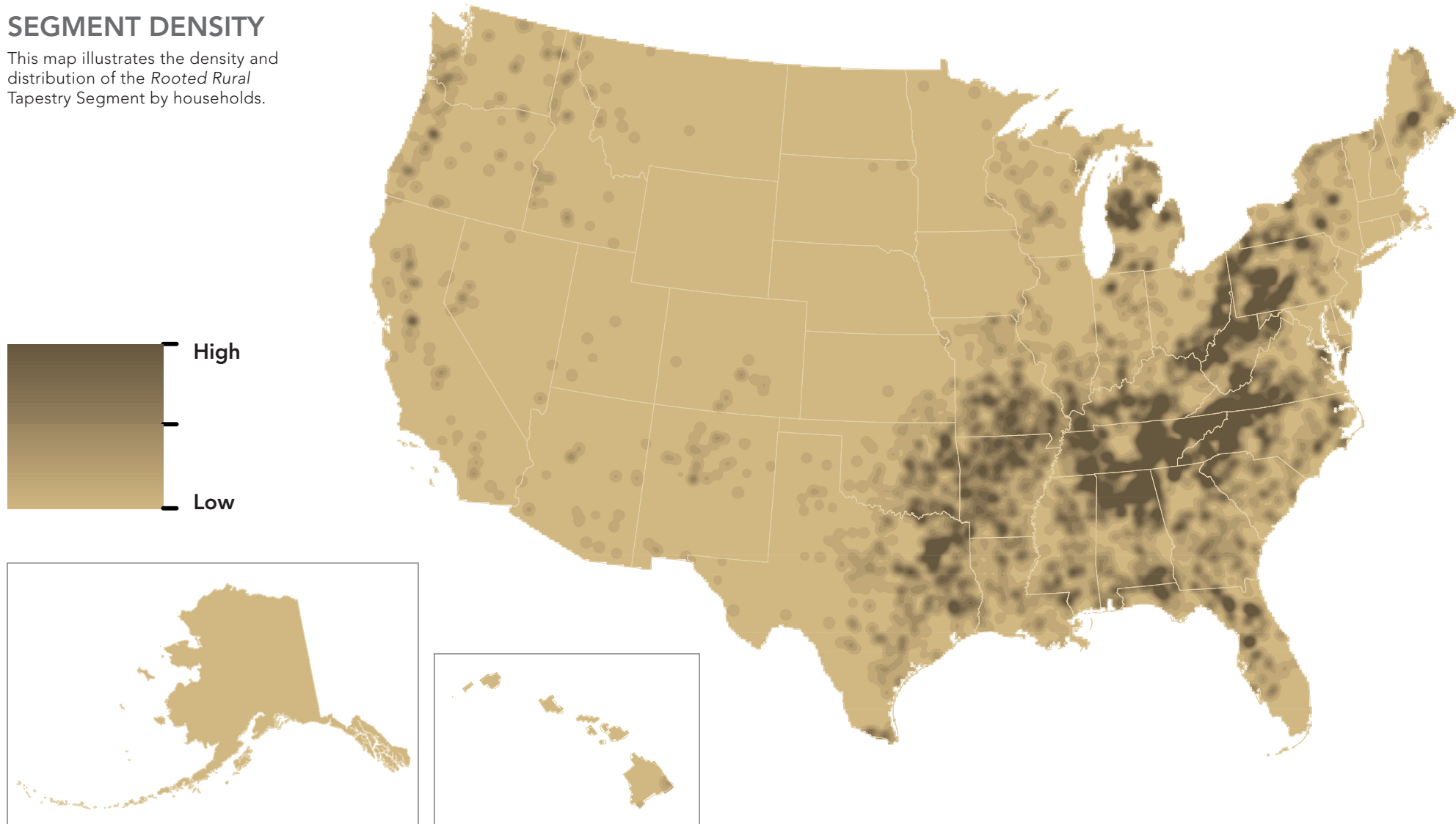
Diners & Miners

10C

Households: 810,000

Average Household Size: 2.54

Median Age: 41.3

Median Household Income: $42,100

WHO ARE WE?

Close to one in five employed residents work in mining, oil and gas extraction, or quarrying industries. *Diners and Miners* is a very rural, primarily Southern market. Married-couple families reside in over half of the households, with a quarter of households that live in mobile homes. This socially conservative group earns a living working with their hands. In addition to mining, construction and agriculture are common industries for employment. They take pride in the appearance of their homes and their vehicles. Budget-minded residents enjoy home cooking, but nothing too fancy. This is a gregarious group that values time spent with friends.

OUR NEIGHBORHOOD

- Rural living; homes are sparsely located throughout the countryside.

- These families have roots in their communities and do not move often; over three-quarters of all households are owner occupied.

- Over half of owned homes are worth less than $100,000.

- Married-couple families make up over half the households.

- A quarter of all housing units are mobile homes; the rest are primarily single-family dwellings.

- High-vacancy rate—nearly one in six housing units is vacant.

SOCIOECONOMIC TRAITS

- They hold strong to religious beliefs.

- Most residents did not go to college.

- They are slow to adopt technology; "if it's not broke, don't fix it," mentality.

- TV is the main source of information, news, and entertainment.

- They make purchases for today because tomorrow is uncertain.

- They are happy to go to work whenever the opportunity presents itself.

- Budgeted vacations are taken within the US, not abroad.

TAPESTRY™ SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

10C

Diners & Miners

AGE BY SEX (Esri data)

Median Age: 41.3   US: 38.2

■ Indicates US
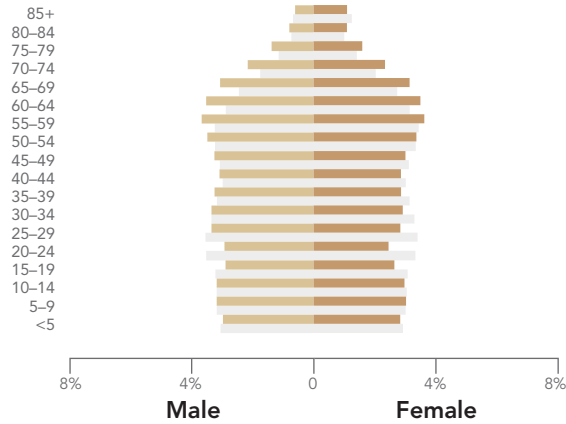
85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
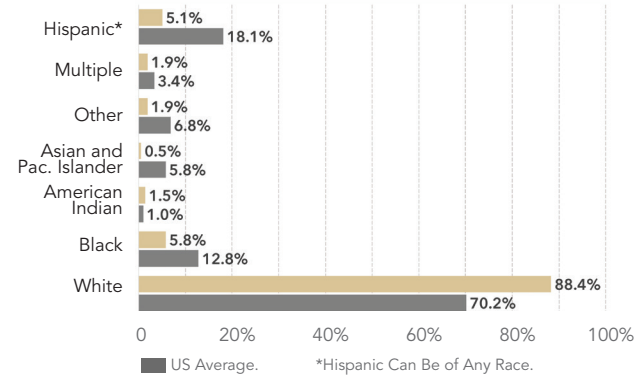10–14
5–9
<5

8%   4%   0   4%   8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.3   US: 64.0

Group	Value
Hispanic*	11.7% / 18.1%
Multiple	2.2% / 3.4%
Other	3.8% / 6.8%
Asian and Pac. Islander	0.6% / 5.8%
American Indian	3.0% / 1.0%
Black	6.3% / 12.8%
White	84.2% / 70.2%

0   20%   40%   60%   80%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$42,100
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$69,200
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	60
Food	79
Apparel & Services	55
Transportation	67
Health Care	47
Entertainment & Recreation	94
Education	70
Pensions & Social Security	168
Other	52

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings / Workers (Age 16+)

- Management
- Construction And Extraction
- Transportation And Material Moving
- Sales And Related
- Office And Administrative Support

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
0

40,000   80,000   120,000

10C

Diners & Miners

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own a domestic truck, dog, and ATV.
- Watch a lot of TV, including programs on CMT and the Discovery Channel.
- A few still hanging onto their landlines (no cell phones).
- Dine at Dairy Queen, Pizza Hut, Sonic Drive-ins, and Golden Corral.
- Hunting, yard work, and gardening popular activities.
- Shop at department and discount stores—mostly dollar stores.
- Many are well-insured; from auto, vision, life, and prescription plans to Medicare. For convenience they pick up prescriptions at the closest Walgreens pharmacy.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 75.5%
Rent 24.5%

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$88,500
US Median: $207,300
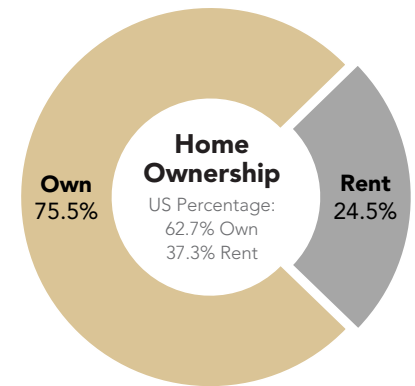
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,122,400

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
12

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **64** — 350
Wealth Index

0 — **81** — 350
Socioeconomic Status Index

0 — **236** — 350
Housing Affordability Index

LifeMode Group: Rustic Outposts

10C

Diners & Miners

TAPESTRY
SEGMENTATION
esri.com/tapestry
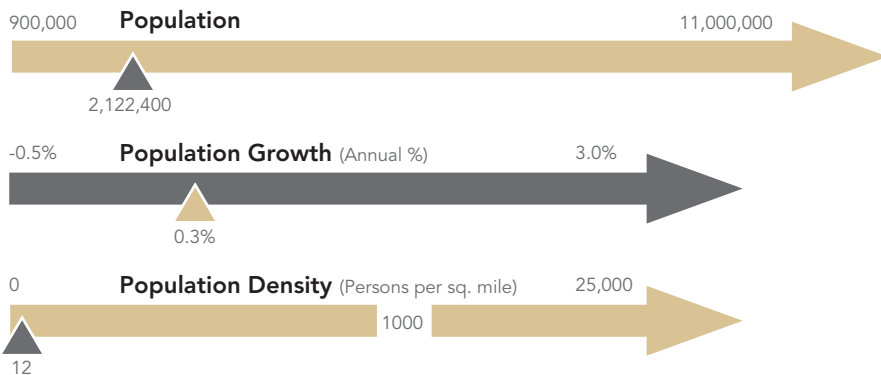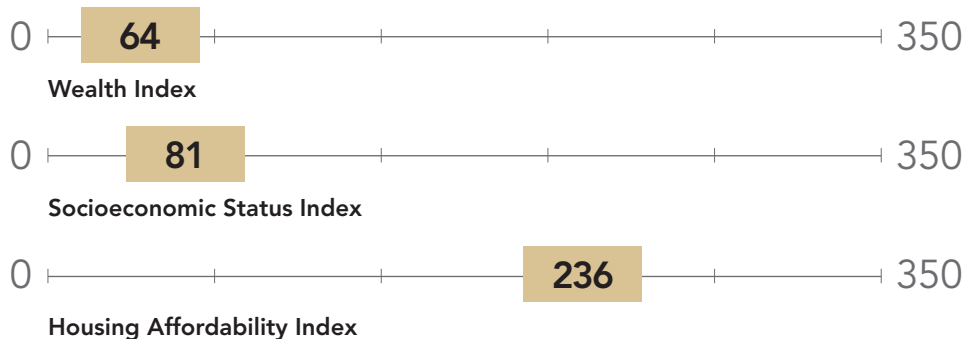
SEGMENT DENSITY

This map illustrates the density and distribution of the *Diners & Miners* Tapestry Segment by households.

High

Low

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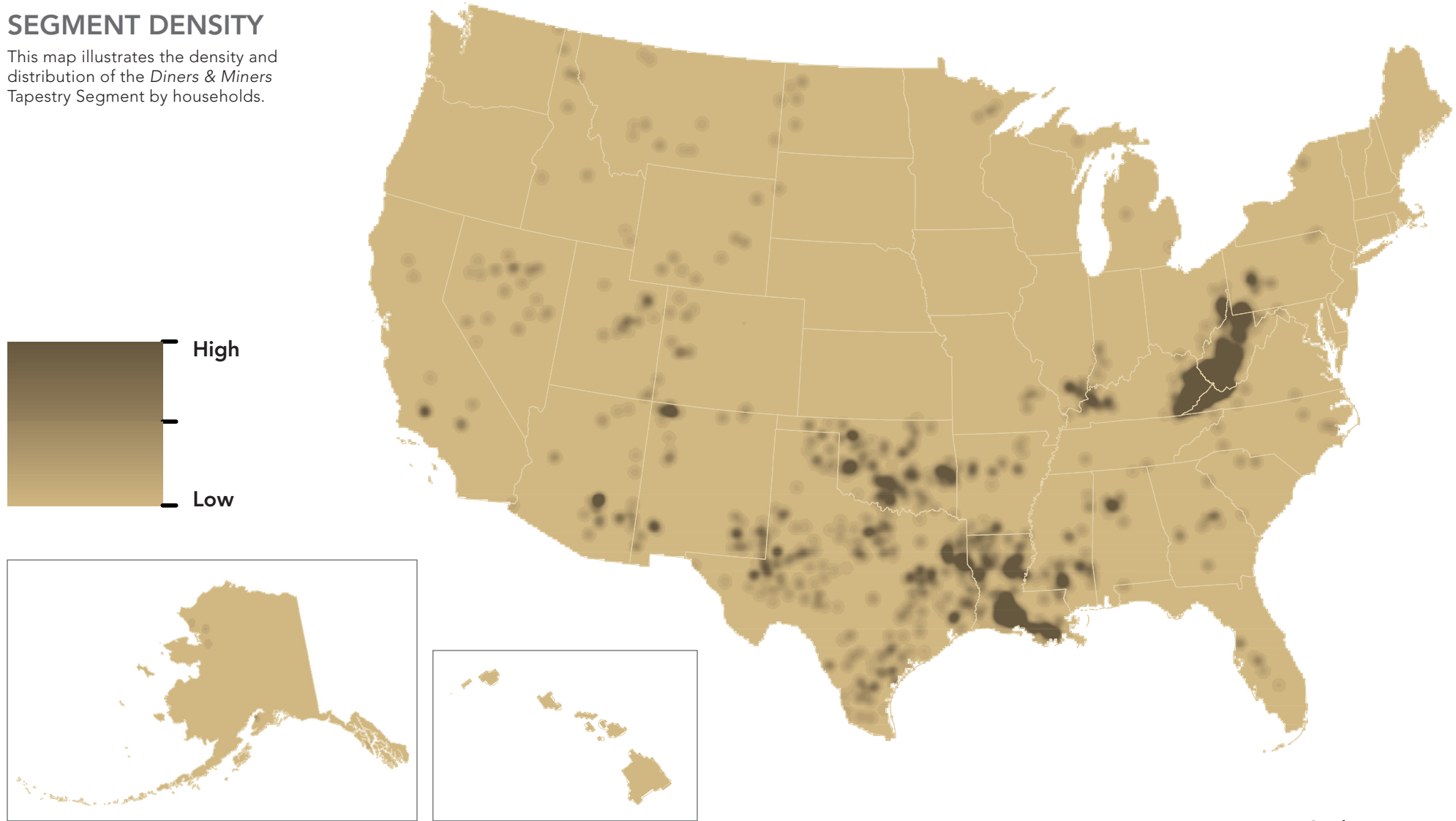
Down the Road

10D

Households: 1,406,700

Average Household Size: 2.76

Median Age: 35.0

Median Household Income: $38,700

WHO ARE WE?

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest chiefly in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are younger, diverse communities, with the highest pro-portion of American Indians of any segment. These family-oriented consumers value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US. This market has higher unemployment, much lower median household income and home value, and more than a fifth of households with income below poverty level.

OUR NEIGHBORHOOD

- Nearly two-thirds of households are owned.

- Family market, primarily married couples or single-parent households (Index 145).

- Close to half of all households live in mobile homes (Index 780).

- Four-fifths of households were built in 1970 or later.

- About 32% of homes are valued under $50,000 (over 4 times the US percentage).

SOCIOECONOMIC TRAITS

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.

- Unemployment rate is 7.8%, higher than the US rate.

- Labor force participation rate is 59.0%, slightly lower than the US.

- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

- They put a premium on convenience rather than health and nutrition.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

10D

LifeMode Group: Rustic Outposts
Down the Road

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 35.0 US: 38.2

Indicates US
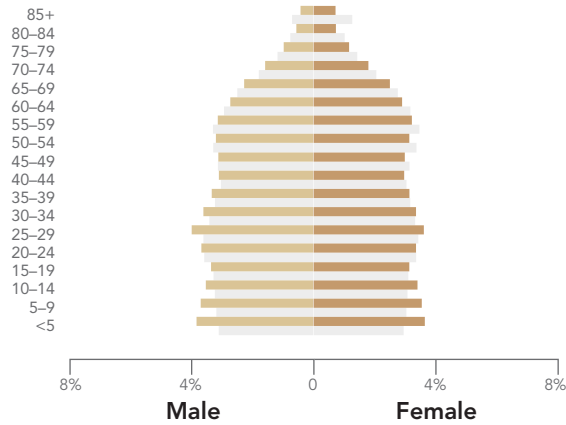
| Male | | Female |

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 71.7 US: 64.0

Hispanic*	27.5%
	18.1%
Multiple	3.5%
	3.4%
Other	12.2%
	6.8%
Asian and Pac. Islander	1.8%
	5.8%
American Indian	4.1%
	1.0%
Black	10.7%
	12.8%
White	67.7%
	70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$38,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$40,700
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	63
Food	68
Apparel & Services	64
Transportation	64
Health Care	62
Entertainment & Recreation	62
Education	63
Pensions & Social Security	64
Other	64

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Construction And Extraction
Production
Office And Administrative Support
Transportation And Material Moving
Sales And Related

Median Earnings / **Workers (Age 16+)**

10D

LifeMode Group: Rustic Outposts
Down the Road

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, lottery tickets, and snacks.
- Participate in fishing and hunting.
- Use the Internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, K-Marts, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 65.2%

Rent 34.8%

Typical Housing:
Mobile Homes;
Single Family

Median Value:
$89,800
US Median: $207,300
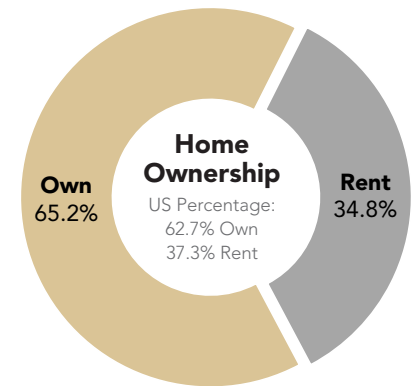
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,949,000

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
32

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **46** — 350
Wealth Index

0 — **76** — 350
Socioeconomic Status Index

0 — **211** — 350
Housing Affordability Index

10D

LifeMode Group: Rustic Outposts
Down the Road

TAPESTRY
SEGMENTATION
esri.com/tapestry
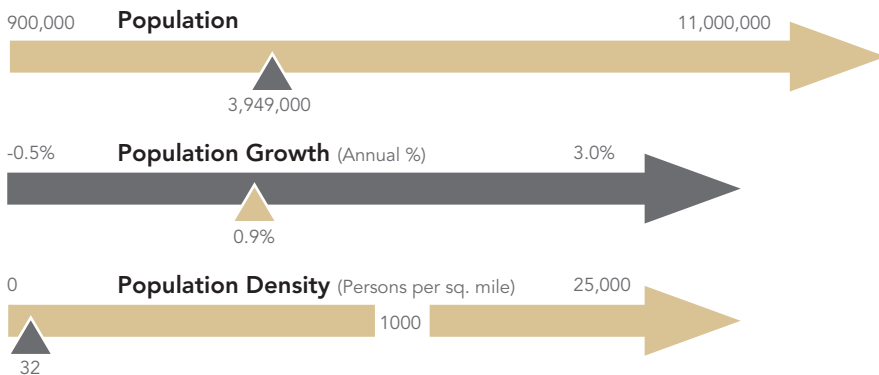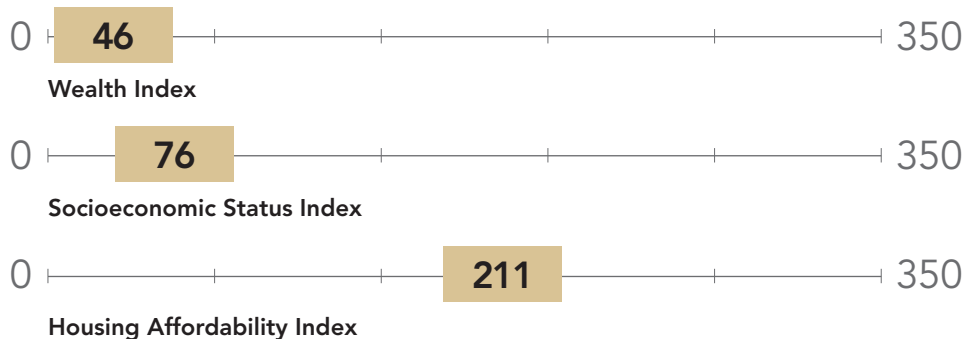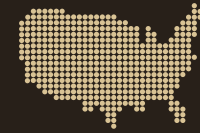
SEGMENT DENSITY

This map illustrates the density and distribution of the *Down the Road* Tapestry Segment by households.

High

Low

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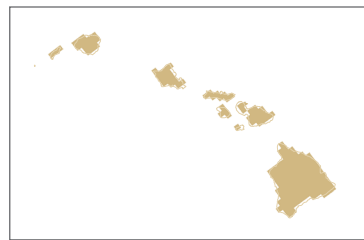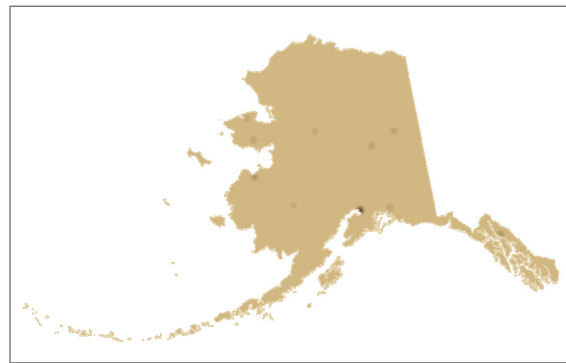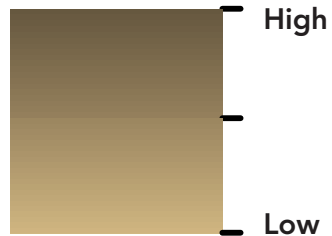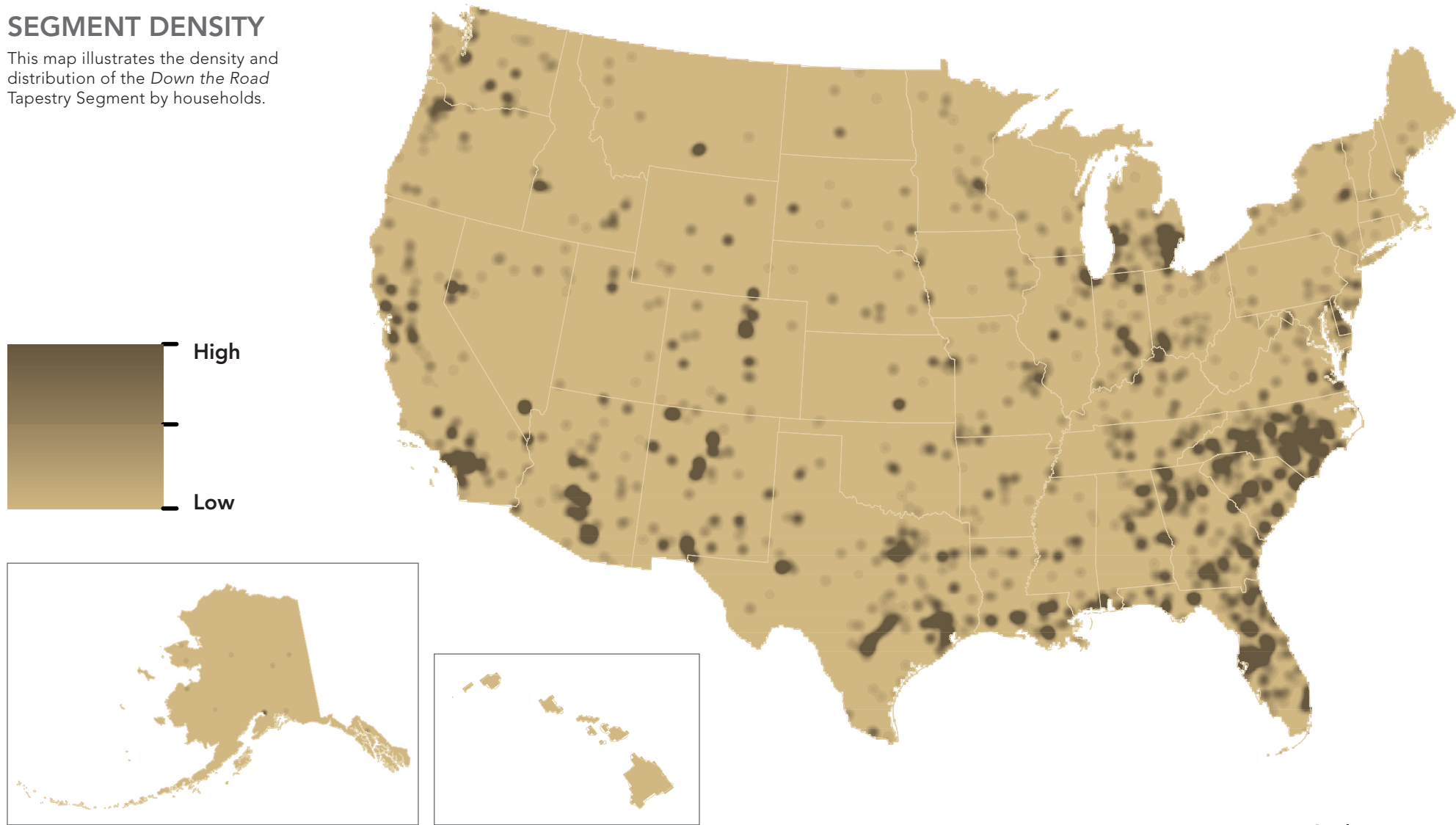
Rural Bypasses

10E

Households: 1,646,400

Average Household Size: 2.55

Median Age: 40.4

Median Household Income: $33,000

WHO ARE WE?

Open space, undeveloped land, and farmland characterize *Rural Bypasses*. These families live within small towns along country back roads and enjoy the open air in these sparsely populated neighborhoods. Their country lifestyle focuses on the outdoors, gardening, hunting, and fishing. They are more likely to own a satellite dish than a home computer. Although a majority of households do have a connection to the Internet, their use is very limited. Those who are not yet retired work in blue collar jobs in the agriculture or manufacturing industries.

OUR NEIGHBORHOOD

- An older market, with more married couples without children and single households, the average household size is slightly lower at 2.55.

- Most residents own single-family homes, or mobile homes (Index 504).

- Most housing was built from 1970 to 1989; vacancy rates are higher due to seasonal housing.

- Residents live in very rural areas, almost entirely in the South.

SOCIOECONOMIC TRAITS

- Education is not a priority in this market. Almost 25% have not finished high school; only 11% have a bachelor's degree or higher.

- Unemployment is very high at 9% (Index 161); labor force participation is low at 47% (Index 76).

- Income is primarily derived from wages; however, dependence on Social Security and Supplemental Security Income is above average.

- Religion, faith, and traditional values are central in their lives.

- Many have a pessimistic outlook of their household's financial well-being.

- They rely on television to stay informed.

TAPESTRY SEGMENTATION

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

LifeMode Group: Rustic Outposts

10E

Rural Bypasses

TAPESTRY
SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 40.4 US: 38.2

■ Indicates US
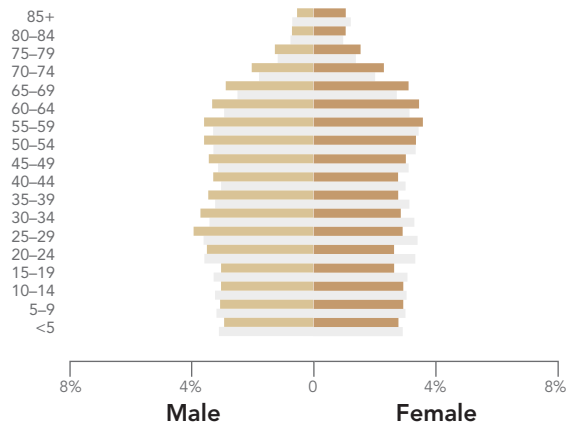
Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 60.5 US: 64.0

Race/Ethnicity	Market	US Average
Hispanic*	5.6%	18.1%
Multiple	1.8%	3.4%
Other	2.5%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	4.0%	1.0%
Black	34.7%	12.8%
White	56.5%	70.2%

■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$33,000
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$32,700
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	49
Food	64
Apparel & Services	44
Transportation	56
Health Care	38
Entertainment & Recreation	70
Education	55
Pensions & Social Security	113
Other	42

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Typical of their country lifestyle, *Rural Bypasses* residents prefer trucks over sedans.

- To save money, households shop at discount department stores, such as Walmart, and warehouse clubs like Sam's Club.

- Magazines are a popular source of news and entertainment, particularly fishing, hunting, and automotive types.

- As satellite TV subscribers, they regularly watch sports programming as well as their favorite shows on CMT, ABC Family, USA Network, and TV Land.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Mobile Homes

Median Value:
$83,200
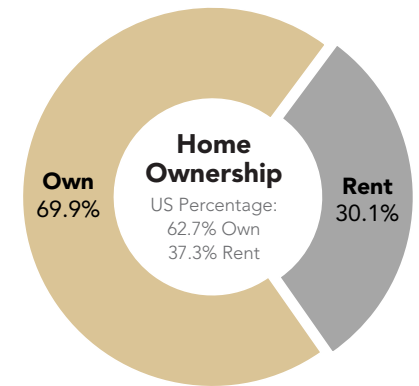
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 69.9%
Rent 30.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,492,200

Population Growth (Annual %)
-0.5% — 3.0%
0.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
33

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **47** — 350
Wealth Index

0 — **72** — 350
Socioeconomic Status Index

0 — **203** — 350
Housing Affordability Index

10E

LifeMode Group: Rustic Outposts
Rural Bypasses

TAPESTRY
SEGMENTATION
esri.com/tapestry
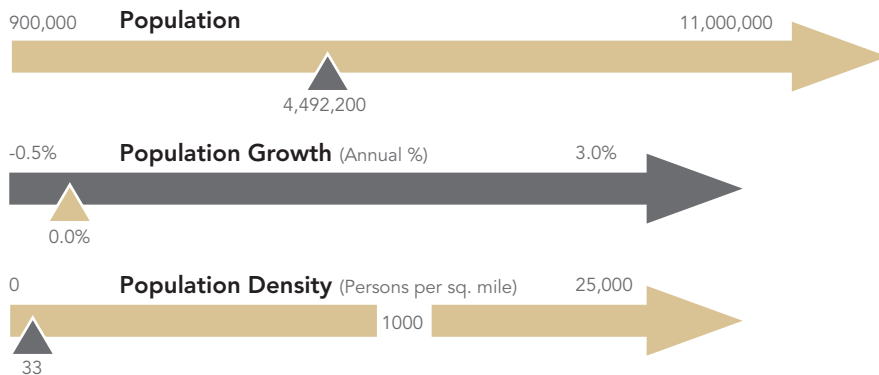
SEGMENT DENSITY

This map illustrates the density and distribution of the *Rural Bypasses* Tapestry Segment by households.

High

Low

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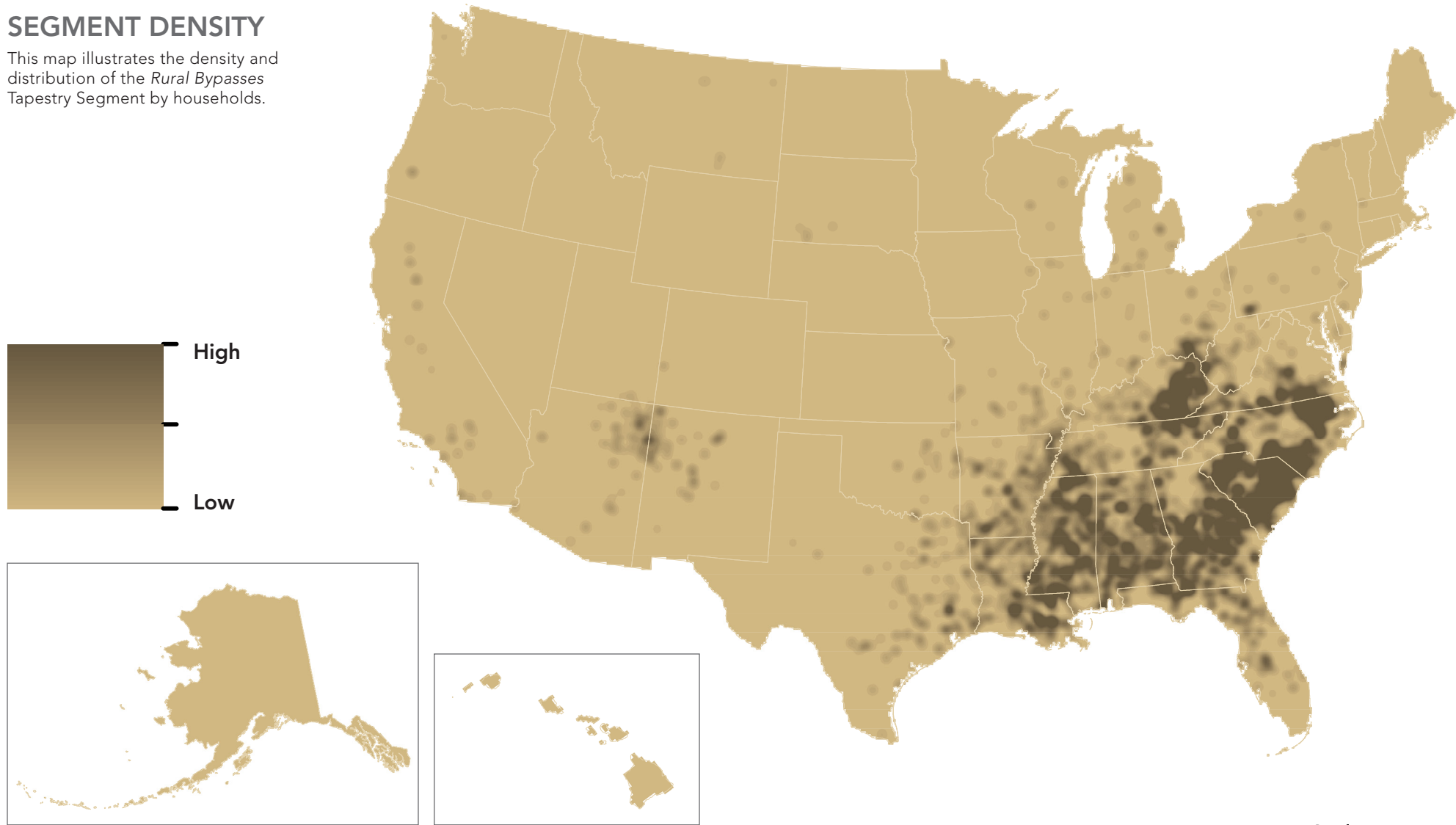
City Strivers

11A

Households: 962,900

Average Household Size: 2.78

Median Age: 35.3

Median Household Income: $44,700

WHO ARE WE?

These high density city neighborhoods are characterized by a relatively young foreign-born population who have embraced the American lifestyle, yet retained their cultural integrity. To support their lifestyle, *City Strivers* residents commute long distances to find work in the service, healthcare, or retail industry Their hard-earned wages and salary income goes toward relatively high rents in older multiunit buildings, but they've chosen these neighborhoods to maintain ties to their culture. Single parents are often the recipients of Supplemental Security Income and public assistance, but their close-knit community provides the invaluable support needed while they work. *City Strivers* consumers are bold in their purchasing decisions; they seek out deals on branded clothing, sometimes indulge in restaurants and personal services, and splurge on their cable TV package.

OUR NEIGHBORHOOD

- Densely populated neighborhoods located primarily in New York, Boston, Washington, or Chicago.

- Primarily renters living in older, multiunit structures built before 1950; smaller buildings with 2–4 units the most popular in this market; relatively high rental rates at more than $1,100 monthly (Index 108).

- A blend of family households, married couples and single parents with younger or adult children, as well as single-person households; average household size 2.78.

- Work outside their county of residence, with almost one-fourth commuting 60 or more minutes to work; average travel time to work of 38 minutes the highest of any Tapestry market; use of public transportation common.

SOCIOECONOMIC TRAITS

- One in five households here are in poverty, but *City Strivers* residents rely more on wage and salary income. Half have some college education.

- Labor force participation is slightly below the national average - with the unemployment rate above average.

- They work in health care, transportation, social services, and protective services.

- Style and image are important to these consumers. Current trends are a strong influence on their shopping habits.

- They often make impulse purchases and try new brands and technologies, but do look for the approval of their friends.

- These sociable consumers exhibit boldness in their decisions and aren't afraid to share their opinion. They share strong cultural integrity.

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

11A

LifeMode Group: Midtown Singles
City Strivers

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AGE BY SEX (Esri data)

Median Age: 35.3 US: 38.2

Indicates US

Male Female
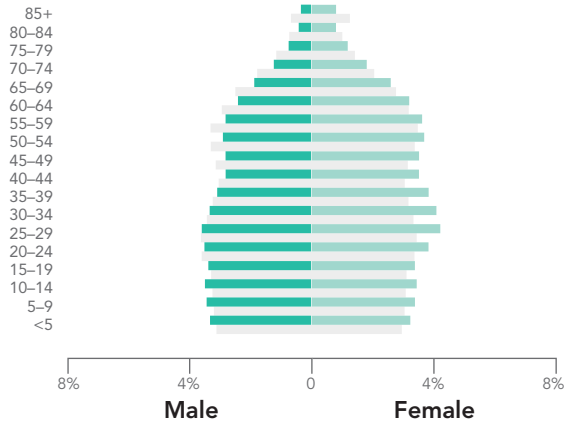
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 63.9 US: 64.0

Group	%
Hispanic*	19.4% / 18.1%
Multiple	3.9% / 3.4%
Other	8.9% / 6.8%
Asian and Pac. Islander	3.0% / 5.8%
American Indian	0.6% / 1.0%
Black	71.3% / 12.8%
White	12.2% / 70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$44,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,900
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	85
Food	74
Apparel & Services	66
Transportation	86
Health Care	63
Entertainment & Recreation	53
Education	74
Pensions & Social Security	32
Other	58

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

Office And Administrative Support
Transportation And Material Moving
Building And Grounds Cleaning And Maintenance
Sales And Related
Healthcare Support

Workers (Age 16+)

11A

LifeMode Group: Midtown Singles
City Strivers

TAPESTRY
SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *City Strivers* residents shop at discount retailers and warehouse clubs for the basics, but do occasionally treat themselves to a meal at Applebee's, or T.G.I. Friday's. They frequently try their luck with the lottery.

- These image-conscious consumers indulge in pedicures and manicures, purchase tooth whiteners, and exercise to stay in shape. They prefer to shop around for clearance deals on branded apparel at Marshalls or Old Navy, but sometimes shop at Abercrombie & Fitch.

- Once in a while, they do watch a movie at the theater, but prefer to catch movies on premium TV channels such as HBO, Starz, and Showtime. They enjoy BET, MTV, CNN, and Discovery Channel also. Listening to R&B, hip hop, gospel, and reggae music on the radio complements their in-home entertainment.

- Bundled with their cable service, most residents have high-speed Internet access on their older desktops.

- More than a third of households maintain a savings account. They are just as comfortable banking online as in person.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Own 31.9%
Home Ownership
US Percentage:
62.7% Own
37.3% Rent
Rent 68.1%

Typical Housing:
High-Density Apartments

Average Rent:
$1,122
US Average: $1,038
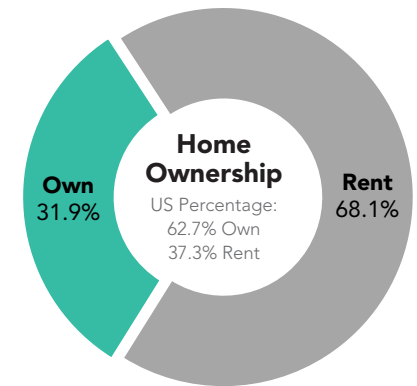
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,716,200

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
12,938

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **48** — 350
Wealth Index

0 — **83** — 350
Socioeconomic Status Index

0 — **58** — 350
Housing Affordability Index

11A

LifeMode Group: Midtown Singles
City Strivers

TAPESTRY
SEGMENTATION
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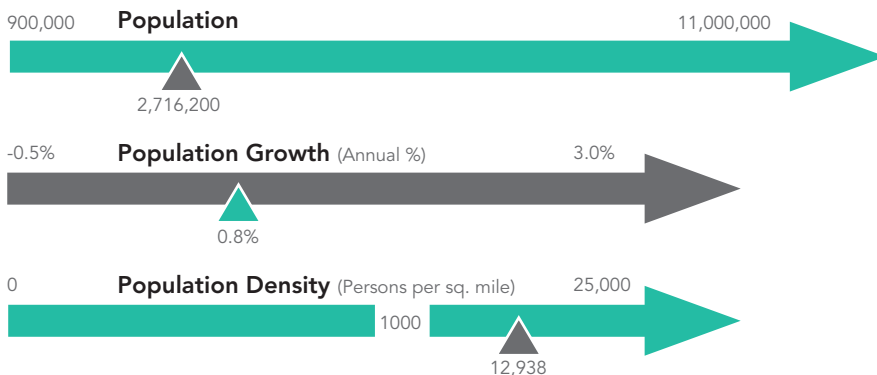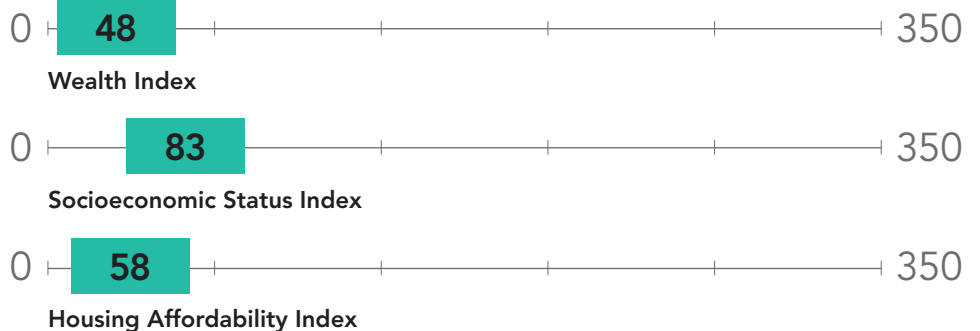
SEGMENT DENSITY

This map illustrates the density and distribution of the *City Strivers* Tapestry Segment by households.
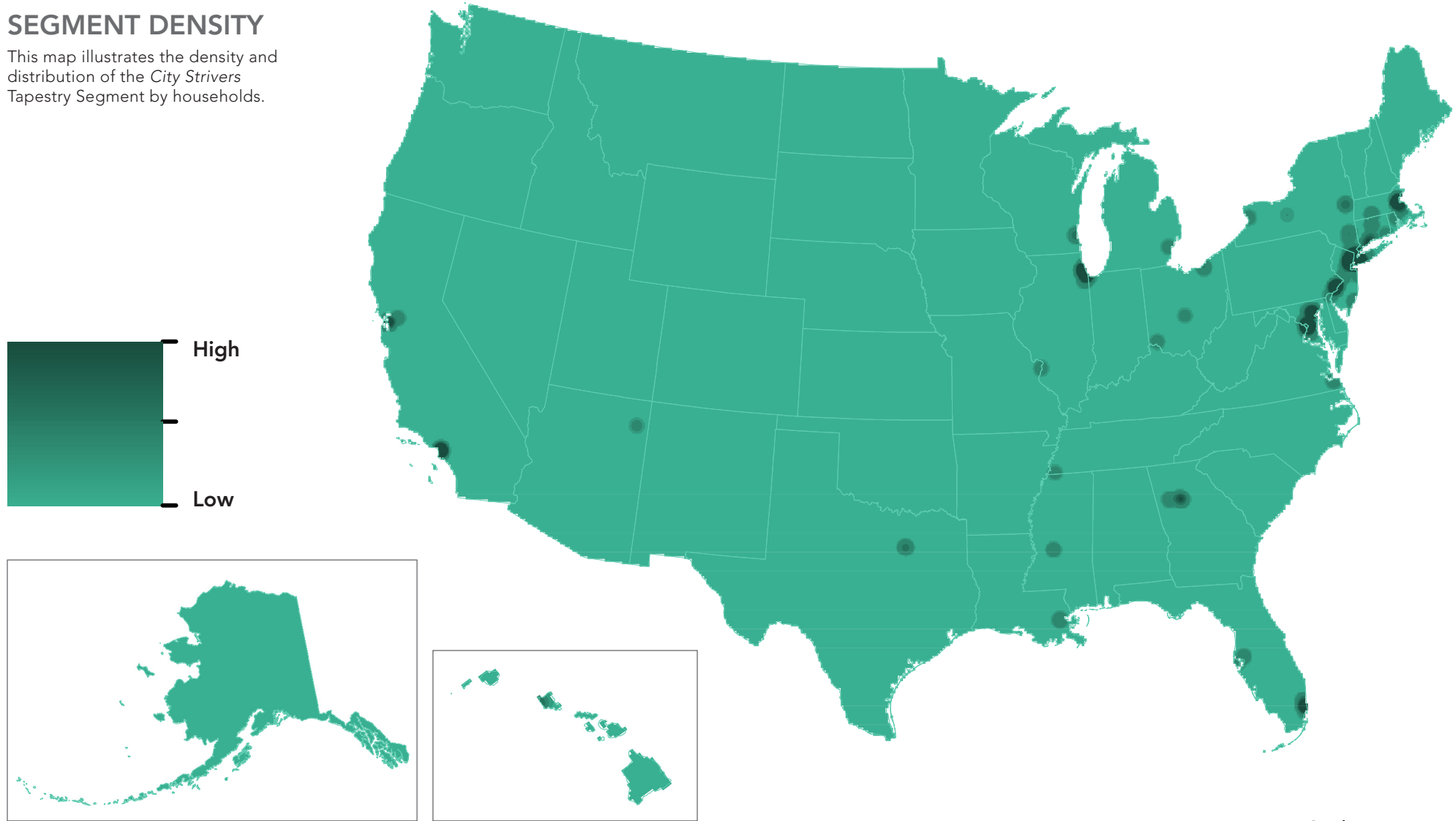
High

Low

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Young and Restless

11B

Households: 2,131,500

Average Household Size: 2.04

Median Age: 29.8

Median Household Income: $40,500

WHO ARE WE?

Gen Y comes of age: Well-educated young workers, some of whom are still completing their education, are employed in professional/technical occupations, as well as sales and office/administrative support roles. These residents are not established yet, but striving to get ahead and improve themselves. This market ranks in the top 5 for renters, movers, college enrollment, and labor force participation rate. Almost 1 in 5 residents move each year. More than half of all householders are under the age of 35, the majority living alone or in shared nonfamily dwellings. Median household income is still below the US Smartphones are a way of life, and they use the Internet extensively. *Young and Restless* consumers are diverse, favoring densely populated neighborhoods in large metropolitan areas; over 50% are located in the South (almost a fifth in Texas), with the rest chiefly in the West and Midwest.

OUR NEIGHBORHOOD

- One of the youngest markets: More than half the householders under age 35; median age 29.8.

- Primarily single-person households (Index 163) with some shared households (Index 201).

- Highly mobile market, beginning careers and changing addresses frequently.

- Naturally, one of the top 5 renter markets (Index 233).

- Apartment rentals popular: 44% in 5–19 unit buildings (Index 487), 27% in 20+ unit buildings (Index 318).

- Majority of housing built in 1970 or later (84%).

SOCIOECONOMIC TRAITS

- Education completed: More than 2 out of 3 have some college, an associate's degree, or a bachelor's degree or higher. Almost 14% are still enrolled in college (Index 175).

- Labor force participation rate is exceptionally high at 75.0%; unemployment is low at 5.2%.

- These are careful shoppers, aware of prices, and demonstrate little brand loyalty.

- They like to be the first to try new products, but prefer to do research before buying the latest electronics.

- Most of their information comes from the Internet and TV, rather than traditional media.

- Carry their cell phone everywhere they go.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

11B

Young and Restless

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 29.8 US: 38.2

▨ Indicates US
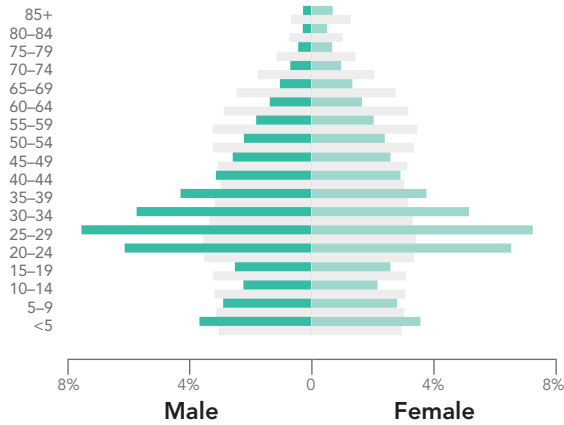
Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 77.4 US: 64.0

Group	This market	US Average
Hispanic*	22.5%	18.1%
Multiple	4.7%	3.4%
Other	9.0%	6.8%
Asian and Pac. Islander	8.0%	5.8%
American Indian	1.0%	1.0%
Black	23.9%	12.8%
White	53.3%	70.2%

▨ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$40,500
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,000
$93,300

0 $100K $200K $300K $400K $500K $600K+

▨ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	73
Food	75
Apparel & Services	101
Transportation	65
Health Care	58
Entertainment & Recreation	45
Education	66
Pensions & Social Security	32
Other	48

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Office And Administrative Support
Transportation And Material Moving
Sales And Related
Food Preparation And Serving Related

Median Earnings
Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- No landline telephone for majority of HHs, preferring a cell phone only.
- Use their cell phone to text, listen to music, pay bills, redeem coupons, look up directions, and access financial information.
- Online activities include banking (with paperless statements), purchasing items on eBay, accessing Twitter and Facebook, and watching movies and TV shows.
- Enjoy dancing, playing pool, watching VH1 and Comedy Central programs, and playing basketball and ping pong.
- Listen to contemporary hits, jazz, rap, hip hop, and dance music.
- Purchase natural/organic food, but frequent fast food restaurants.
- Residents like to read magazines, especially digital, covering topics ranging from news, fashion, to music.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multi-Unit Rentals

Average Rent:
$958
US Average: $1,038
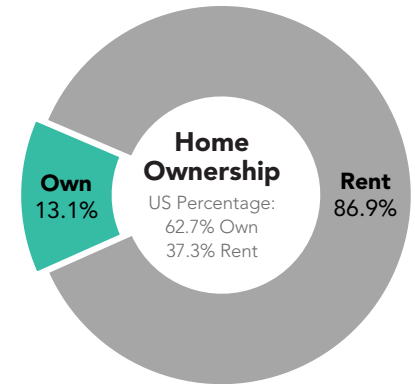
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 13.1%
Rent 86.9%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,408,500

Population Growth (Annual %)
-0.5% — 3.0%
1.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
3,306

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — 350
38
Wealth Index

0 — 350
90
Socioeconomic Status Index

0 — 350
117
Housing Affordability Index
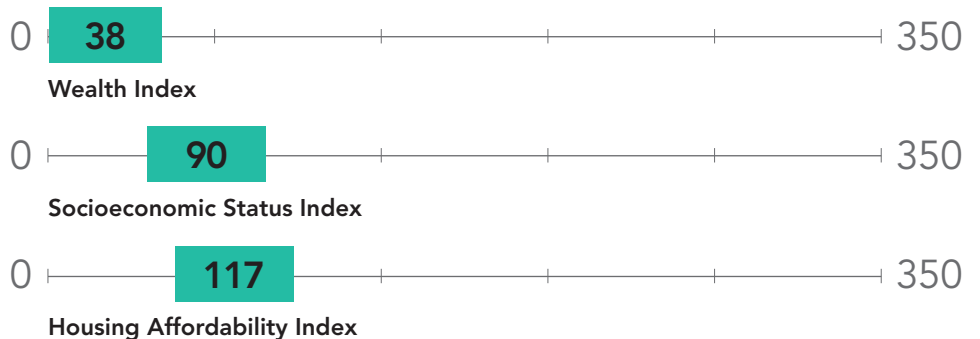
11B

LifeMode Group: Midtown Singles
Young and Restless

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Young and Restless* Tapestry Segment by households.
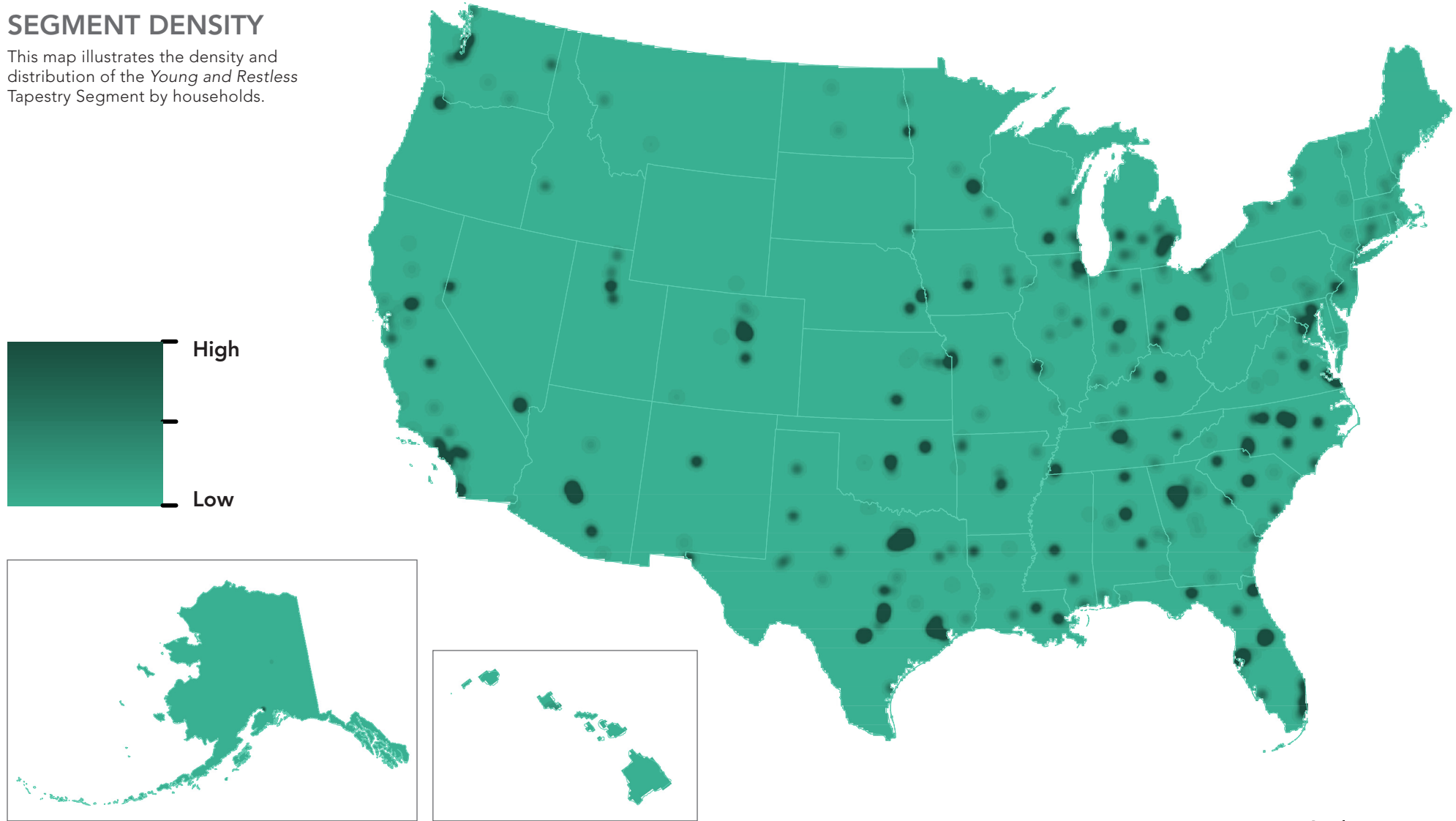
High

Low

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Metro Fusion

11C

Households: 1,753,500

Average Household Size: 2.65

Median Age: 29.3

Median Household Income: $35,700

WHO ARE WE?

Metro Fusion is a young, diverse market. Many residents do not speak English fluently and have moved into their homes recently. They are highly mobile and over three quarters of households are occupied by renters. Many households have young children; a quarter are single-parent families. The majority of residents live in midsize apartment buildings. *Metro Fusion* is a hard-working market with residents that are dedicated to climbing the ladders of their professional and social lives. This is particularly difficult for the single parents due to median incomes that are 36% lower than the US level.

OUR NEIGHBORHOOD

- Over 60% of the homes are multiunit structures located in the urban periphery.
- Three quarters of residents are renters, and rents are about thirteen percent less than the US average.
- The majority of housing units were built before 1990.
- Single-parent and single-person households make up over half of all households.

SOCIOECONOMIC TRAITS

- They're a diverse market with 31% black, 34% Hispanic, and 20% foreign born.
- Younger residents are highly connected, while older residents do not have much use for the latest and greatest technology.
- They work hard to advance in their professions, including working weekends.
- They take pride in their appearance, consider their fashion trendy, and stick with the same few designer brands.
- They spend money readily on what's hot unless saving for something specific.
- Social status is very important; they look to impress with fashion and electronics.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100.
Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 29.3 US: 38.2

■ Indicates US

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 84.6 US: 64.0

Race/Ethnicity	Value	US Average
Hispanic*	34.2%	18.1%
Multiple	5.1%	3.4%
Other	14.9%	6.8%
Asian and Pac. Islander	5.2%	5.8%
American Indian	1.3%	1.0%
Black	30.8%	12.8%
White	42.7%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$35,700
$56,100

Median Net Worth

$12,200
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
🏠 Housing	63
🍴 Food	64
👕 Apparel & Services	85
🚗 Transportation	56
❤ Health Care	53
🎟 Entertainment & Recreation	43
✉ Education	57
💲 Pensions & Social Security	34
★ Other	47

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They enjoy watching MTV, BET, Spanish TV networks, and Tru TV.
- They listen to R&B, rap, Latin, and urban music.
- Football and weight lifting are popular activities.
- They shop at discount grocery stores, Family Dollar, and Walmart.
- They often eat frozen dinners, but when dining out prefer McDonald's, Taco Bell, Burger King, and Pizza Hut.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 24.0%
Rent 76.0%

Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$898
US Average: $1,038
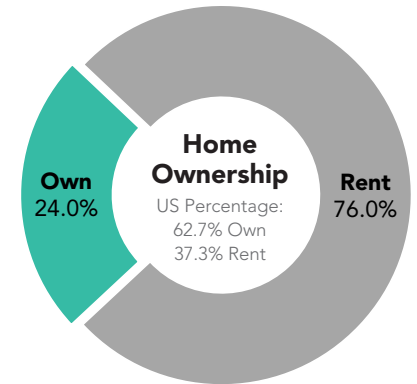
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,700,400

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,663

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — 350
34
Wealth Index

0 — 350
72
Socioeconomic Status Index

0 — 350
126
Housing Affordability Index

11C

LifeMode Group: Midtown Singles
Metro Fusion

TAPESTRY SEGMENTATION
esri.com/tapestry
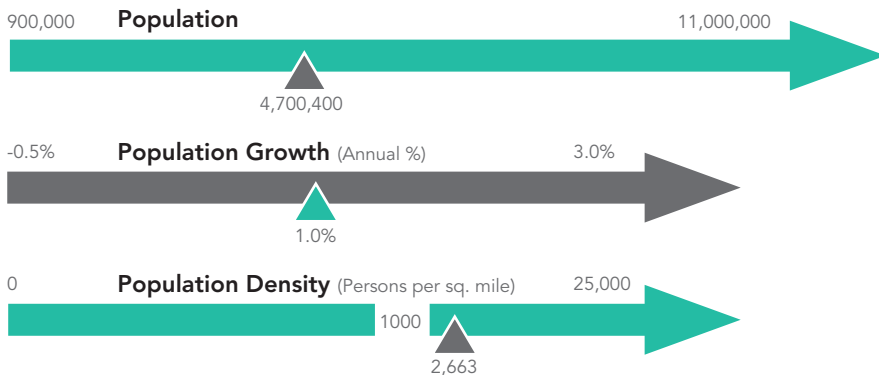
SEGMENT DENSITY

This map illustrates the density and distribution of the *Metro Fusion* Tapestry Segment by households.

High

Low

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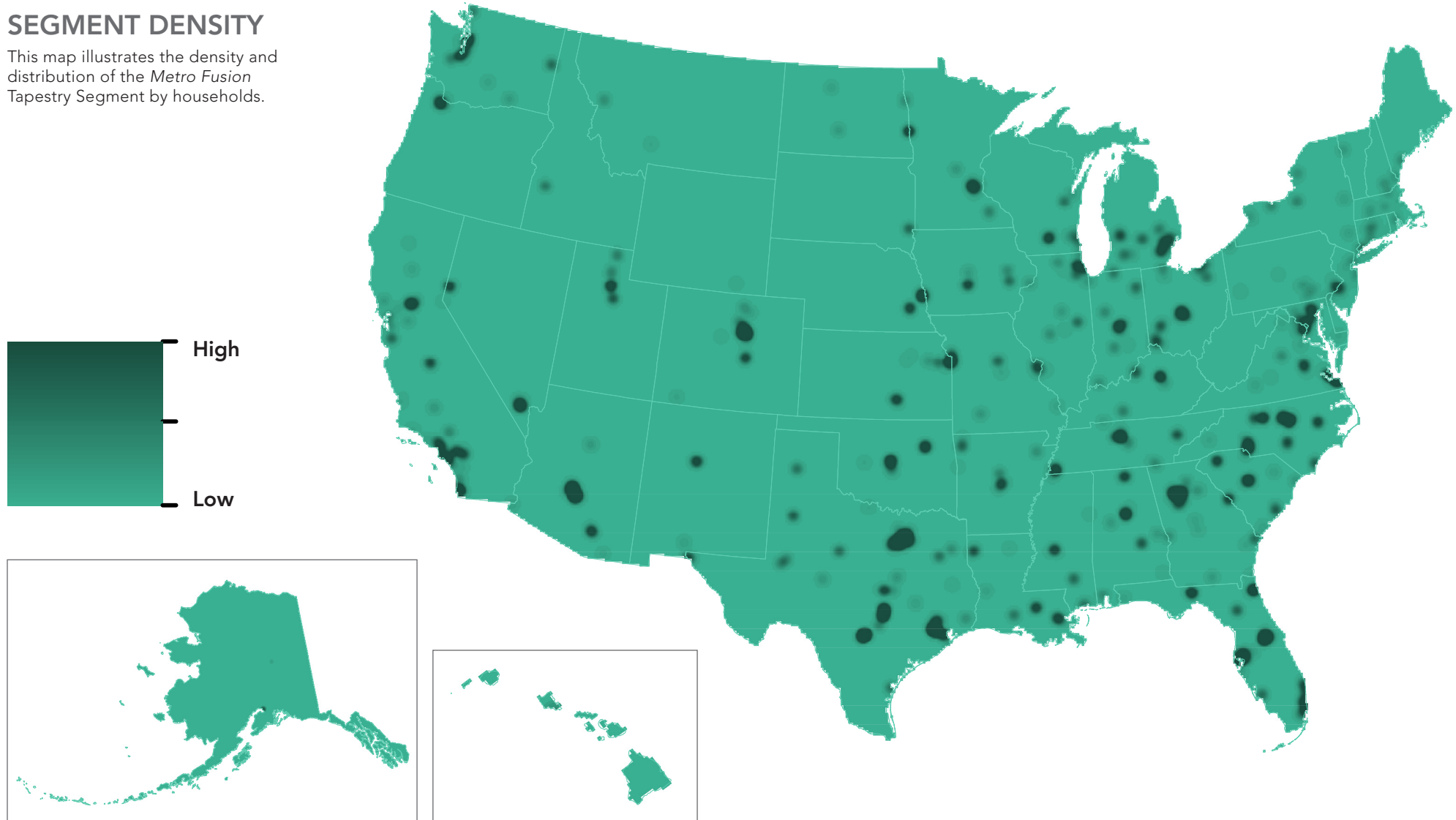
Set to Impress

11D

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: $32,800

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.

- Renters make up nearly three quarters of all households.

- They're found mostly in urban areas, but also in suburbs.

- Single-person households make up over 40% of all households.

- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.

- Unemployment is higher, although many are still enrolled in college (Index 141).

- They always have an eye out for a sale and will stock up when the price is right.

- They prefer name brands, but will buy generic when it is a better deal.

- Quick meals on the run are a reality of life.

- They're image-conscious consumers that dress to impress and often make impulse buys.

- They maintain close relationships with family.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

11D

LifeMode Group: Midtown Singles
Set to Impress

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 33.9 US: 38.2

■ Indicates US

| | Male | Female |

(Age groups: 85+, 80–84, 75–79, 70–74, 65–69, 60–64, 55–59, 50–54, 45–49, 40–44, 35–39, 30–34, 25–29, 20–24, 15–19, 10–14, 5–9, <5; axis 8% 4% 0 4% 8%)
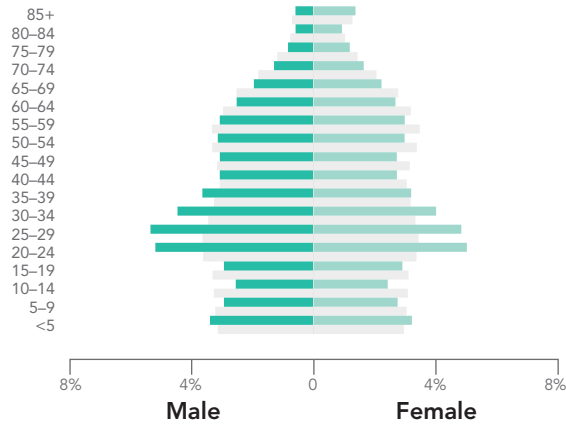
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 67.2 US: 64.0

Group	This market	US Average
Hispanic*	16.7%	18.1%
Multiple	4.7%	3.4%
Other	6.6%	6.8%
Asian and Pac. Islander	3.7%	5.8%
American Indian	1.7%	1.0%
Black	18.5%	12.8%
White	64.7%	70.2%

(Axis: 0 20% 40% 60% 80%)

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$32,800
$56,100

(Axis: 0 $100K $200K $300K $400K $500K $600K+)

Median Net Worth

$12,200
$93,300

(Axis: 0 $100K $200K $300K $400K $500K $600K+)

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	62
Food	61
Apparel & Services	80
Transportation	59
Health Care	53
Entertainment & Recreation	43
Education	55
Pensions & Social Security	36
Other	47

(Axis: 0 50 100 150 200 250 300 350)

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Office And Administrative Support
Transportation And Material Moving
Sales And Related
Food Preparation And Serving Related

(Y-axis: Median Earnings — $60,000 $50,000 $40,000 $30,000 $20,000 $10,000 0)
(X-axis: Workers (Age 16+) — 50,000 100,000 150,000 200,000 250,000)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media, downloading video games, and watching TV programs.
- They own used, imported vehicles.
- Residents prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$787

US Average: $1,038
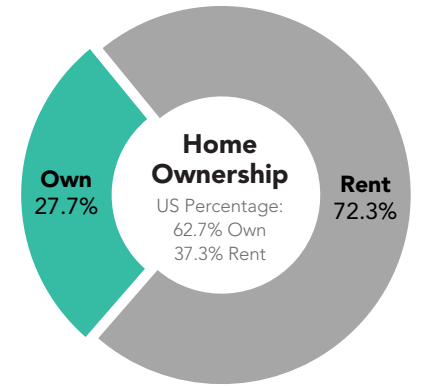
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 27.7%
Rent 72.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,794,800

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,733

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **34** — 350
Wealth Index

0 — **75** — 350
Socioeconomic Status Index

0 — **120** — 350
Housing Affordability Index

11D

LifeMode Group: Midtown Singles
Set to Impress

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.
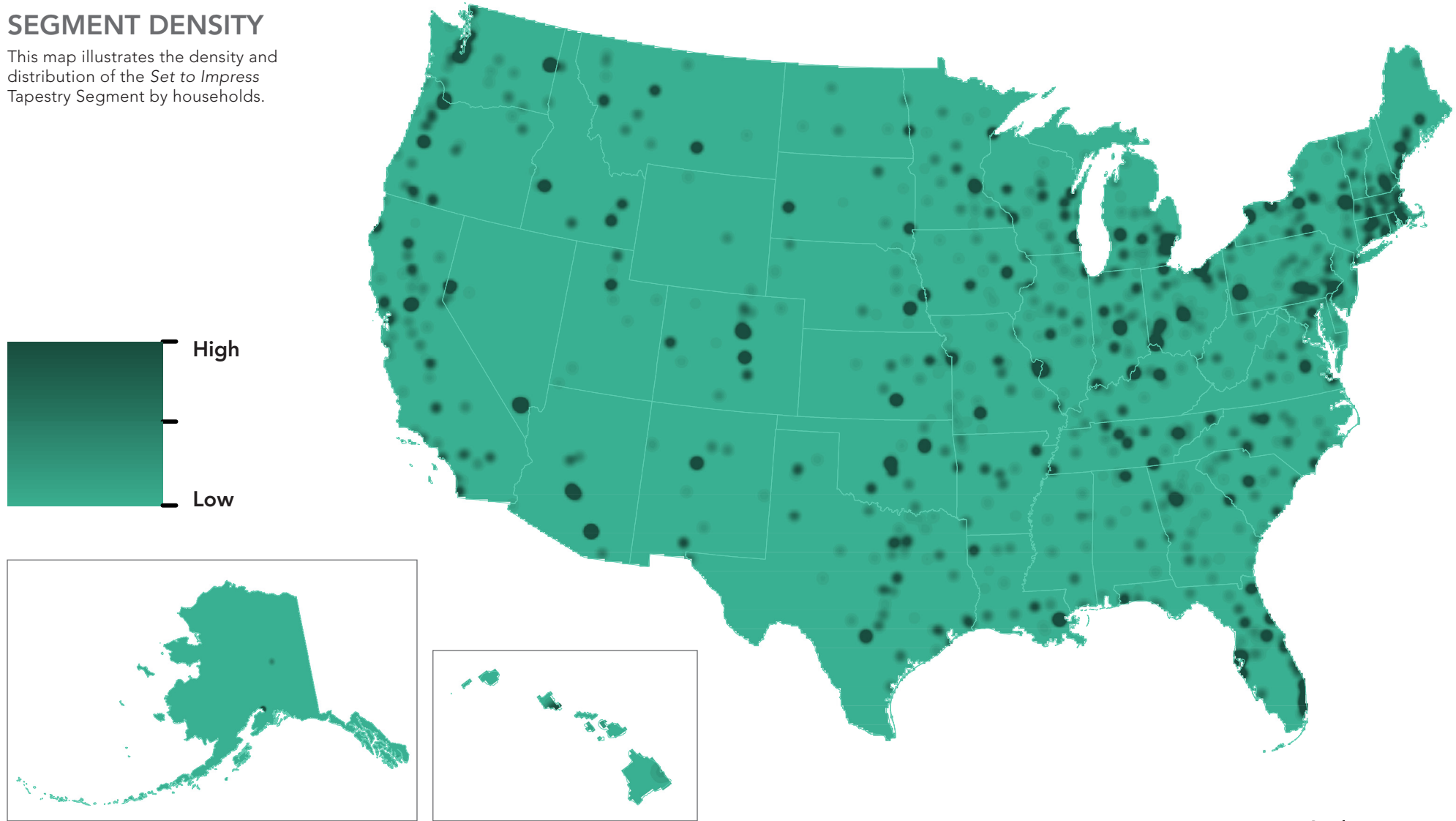
High

Low

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City Commons

11E

Households: 1,106,600

Average Household Size: 2.67

Median Age: 28.5

Median Household Income: $18,300

WHO ARE WE?

This segment is one of Tapestry's youngest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a quarter have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

OUR NEIGHBORHOOD

- Single parents (Index 315), primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.67.
- *City Commons* are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960 (Index 151), with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation (Index 292) or taxis (Index 299).

SOCIOECONOMIC TRAITS

- Although some have college degrees, nearly a quarter have not graduated from high school.
- Unemployment is very high at 16% (Index 295); labor force participation is low at 53% (Index 84).
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security (Index 287) and public assistance (Index 355).
- Consumers endeavor to keep up with the latest fashion trends.
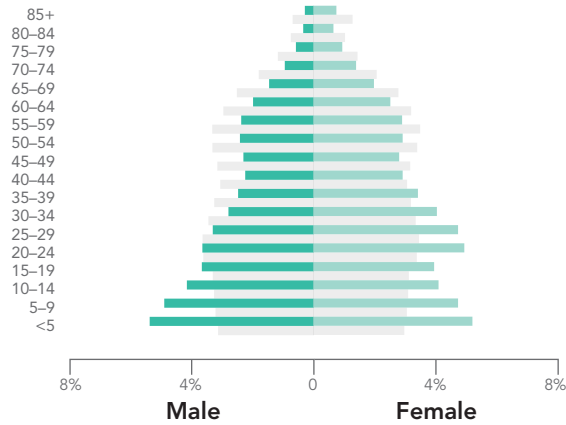- Most families prefer the convenience of fast-food restaurants to cooking at home.

TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 28.5   US: 38.2

■ Indicates US

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 50.2   US: 64.0

Group	This Market	US Average
Hispanic*	9.1%	18.1%
Multiple	3.3%	3.4%
Other	3.8%	6.8%
Asian and Pac. Islander	1.3%	5.8%
American Indian	1.4%	1.0%
Black	75.9%	12.8%
White	14.3%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$18,300
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$9,800
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	39
Food	40
Apparel & Services	32
Transportation	41
Health Care	32
Entertainment & Recreation	27
Education	34
Pensions & Social Security	19
Other	25

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Transportation And Material Moving
Office And Administrative Support
Sales And Related
Building And Grounds Cleaning And Maintenance
Food Preparation And Serving Related

Median Earnings
Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Baby and children's products, like food and clothing, are the primary purchases.
- They shop primarily at warehouse clubs like Sam's Club, WalMart Super Centers, and discount department stores such as Old Navy and Burlington.
- While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid.
- They subscribe to cable TV; children-oriented programs are popular, as are game shows and movie channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines.
- They enjoy listening to urban radio.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 23.0%
Rent 77.0%

Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$658
US Average: $1,038

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,047,400

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
988

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **21** — 350
Wealth Index

0 — **50** — 350
Socioeconomic Status Index

0 — **102** — 350
Housing Affordability Index

11E

LifeMode Group: Midtown Singles
City Commons

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *City Commons* Tapestry Segment by households.
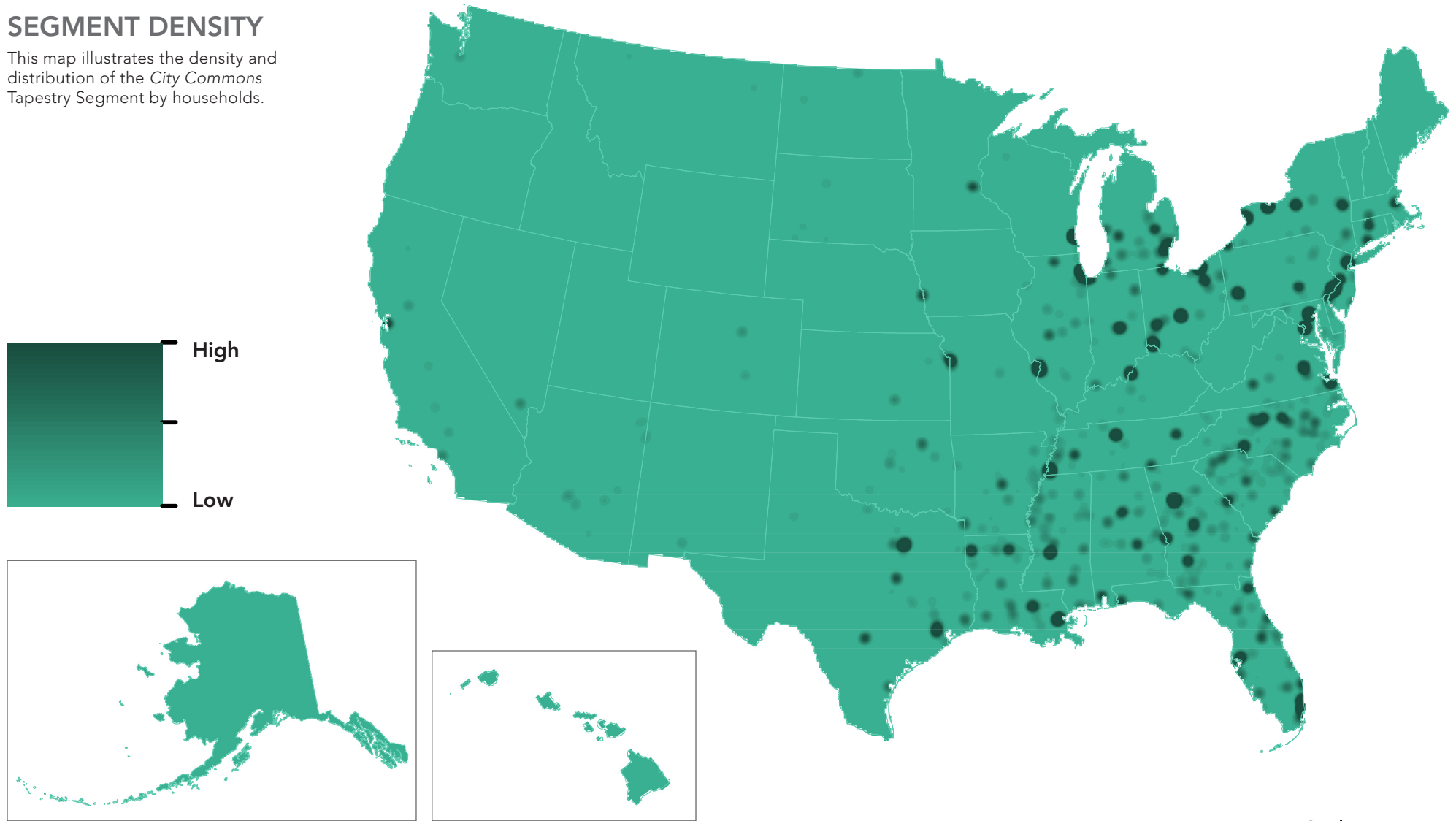
High

Low

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Family Foundations

12A

Households: 1,299,600

Average Household Size: 2.71

Median Age: 39.6

Median Household Income: $43,100

WHO ARE WE?

Family and faith are the cornerstones of life in these communities. Older children, still living at home, working toward financial independence, are common within these households. Neighborhoods are stable: little household growth has occurred for more than a decade. Many residents work in the health care industry or public administration across all levels of government. Style is important to these consumers, who spend on clothing for themselves and their children, as well as on smartphones.

OUR NEIGHBORHOOD

- *Family Foundations* residents are a mix of married couples, single parents, grandparents, and children, young and adult.
- Average household size is slightly higher at 2.71.
- Neighborhoods are found in principal cities of major metropolitan areas throughout the South and West.
- More than two-thirds are homeowners living in single family houses built before 1970.
- Nearly three-fourths of all households have one or two vehicles at their disposal; average commute time is slightly higher.

SOCIOECONOMIC TRAITS

- More than half have either attended college or obtained a degree; one-third have only finished high school.
- Unemployment rate is high at 10% (Index 191); labor force participation rate is slightly lower at 58% as workers begin to retire.
- Over one-third of households currently receive Social Security benefits; just under a quarter draw income from retirement accounts.
- A strong focus is on religion and character.
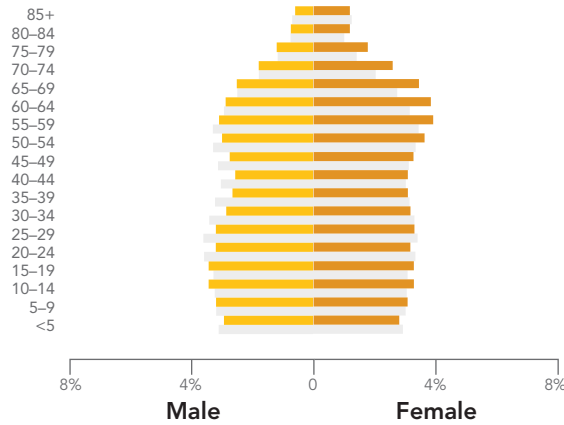- Style and appearance is important.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

12A

Family Foundations

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 39.6 US: 38.2

Indicates US

Male   Female
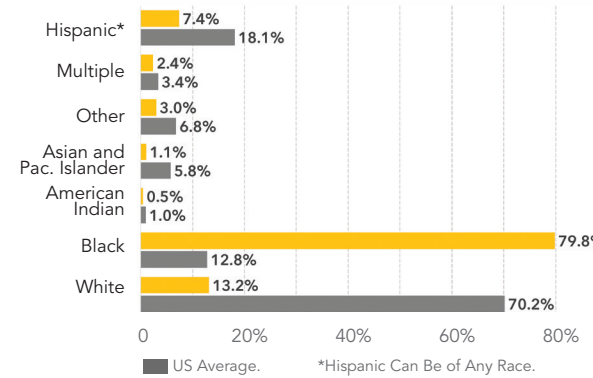
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 43.5 US: 64.0

Group	This market	US Average
Hispanic*	7.4%	18.1%
Multiple	2.4%	3.4%
Other	3.0%	6.8%
Asian and Pac. Islander	1.1%	5.8%
American Indian	0.5%	1.0%
Black	79.8%	12.8%
White	13.2%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$43,100
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$63,600
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	69
Food	70
Apparel & Services	53
Transportation	75
Health Care	72
Entertainment & Recreation	66
Education	67
Pensions & Social Security	60
Other	65

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Production

Transportation And Material Moving

Office And Administrative Support

Food Preparation And Serving Related

Sales And Related

Median Earnings

Workers (Age 16+)

12A
LifeMode Group: Hometown
Family Foundations

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Baby and children's products are the primary purchases made by *Family Foundations* residents.
- They shop at discount stores, such as Marshalls, KMart, dollar stores, and take advantage of savings at Sam's Club.
- Many have no financial investments or retirement savings.
- Magazines, particularly focusing on health and children, are popular.
- They enjoy listening to urban format radio.
- One of their favorite entertainment sources is television: subscribe to premium cable channels and own 3–4 TVs.
- They're connected, but use the Internet primarily for entertainment, chat rooms, and online gaming.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$116,600
US Median: $207,300
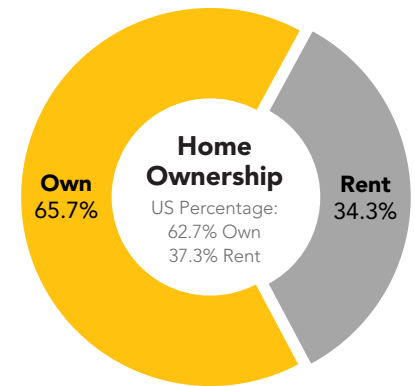
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 65.7%
Rent 34.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,567,500

Population Growth (Annual %)
-0.5% — 3.0%
0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,361

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **61** — 350
Wealth Index

0 — **77** — 350
Socioeconomic Status Index

0 — **174** — 350
Housing Affordability Index

12A

Family Foundations

TAPESTRY
SEGMENTATION
esri.com/tapestry
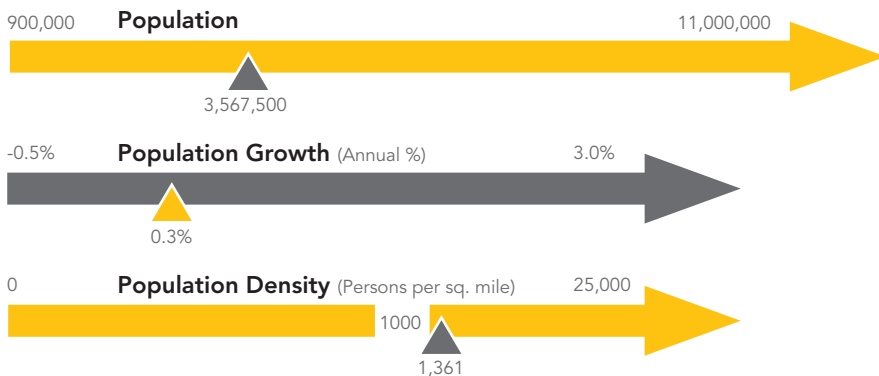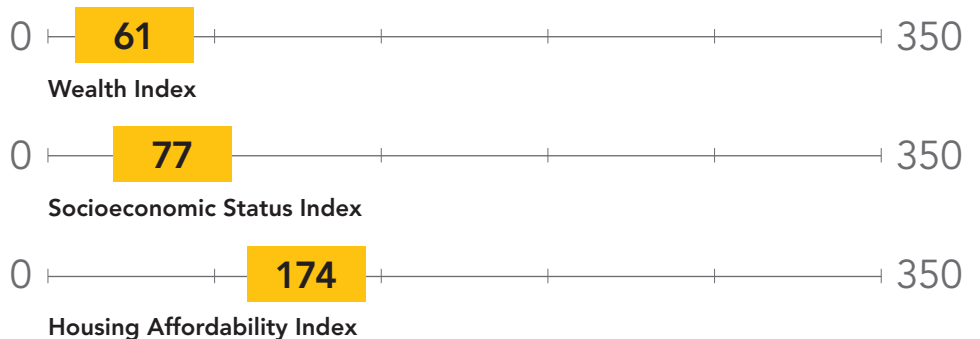
SEGMENT DENSITY

This map illustrates the density and distribution of the *Family Foundations* Tapestry Segment by households.

High

Low

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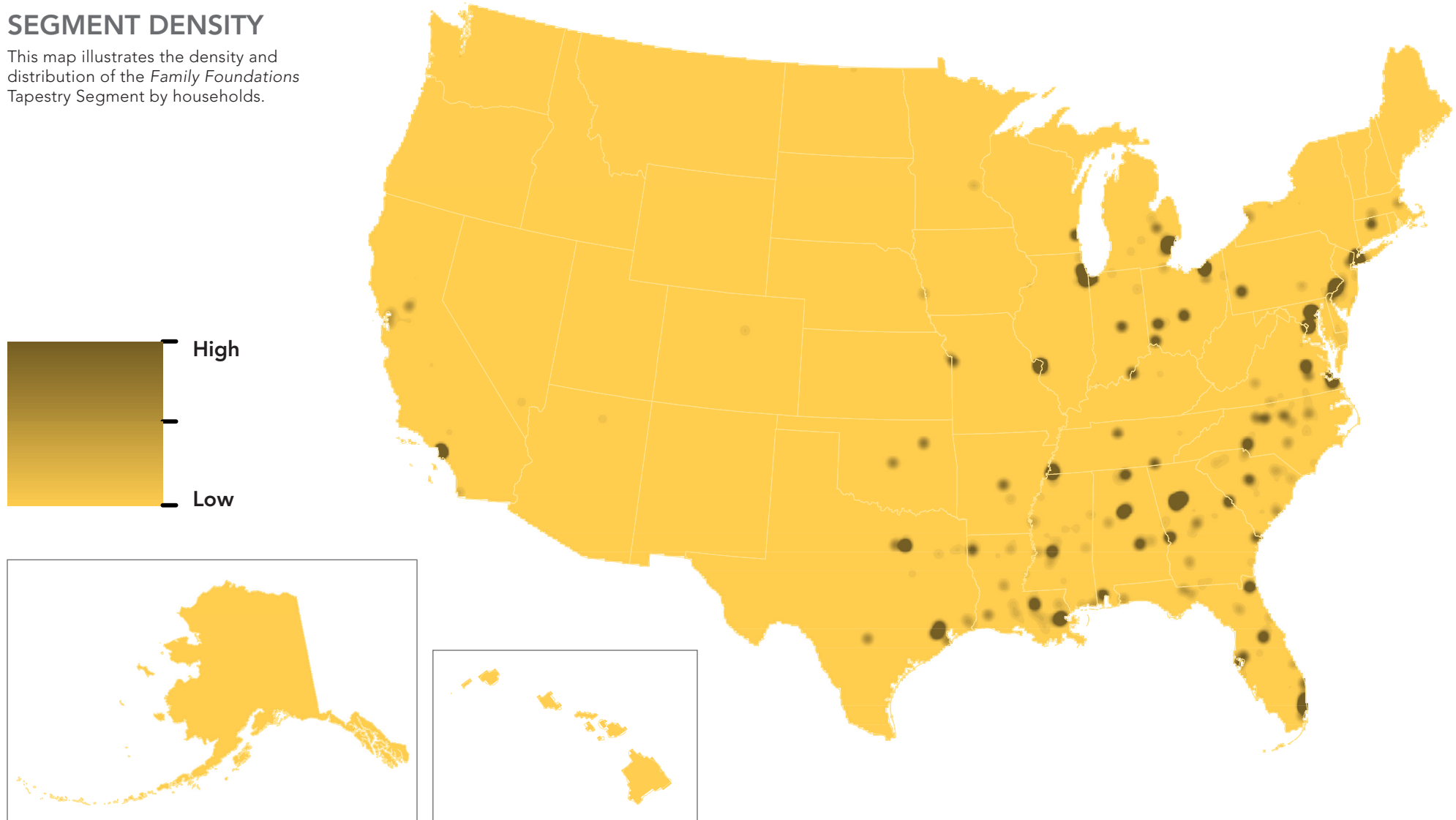
Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.51.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is very short (Index 22).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.

- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.
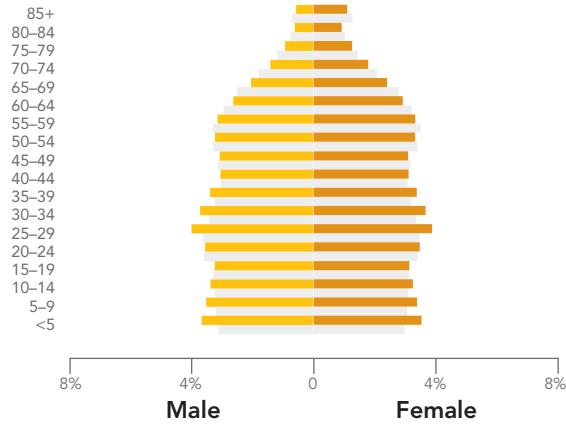
- TV is seen as the most trusted media.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

12B

Traditional Living

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

▨ Indicates US

Male   Female
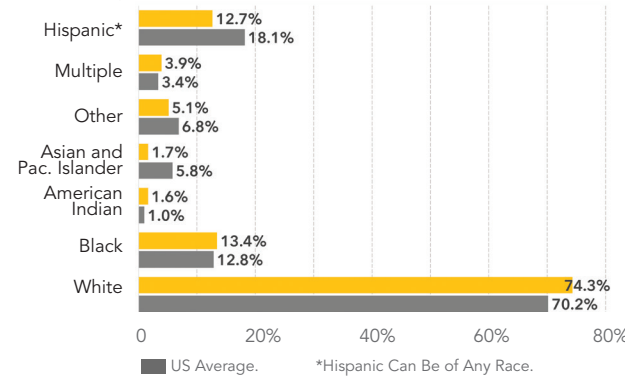
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 55.6 US: 64.0

Group	This Market	US Average
Hispanic*	12.7%	18.1%
Multiple	3.9%	3.4%
Other	5.1%	6.8%
Asian and Pac. Islander	1.7%	5.8%
American Indian	1.6%	1.0%
Black	13.4%	12.8%
White	74.3%	70.2%

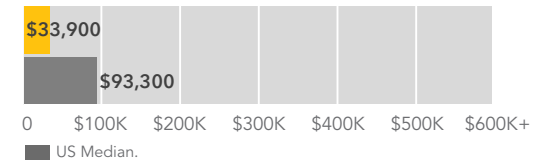■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$39,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$33,900
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	60
Food	63
Apparel & Services	50
Transportation	69
Health Care	59
Entertainment & Recreation	63
Education	60
Pensions & Social Security	64
Other	58

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
0

Transportation And Material Moving
Production
Office And Administrative Support
Food Preparation And Serving Related
Sales And Related

100,000 200,000 300,000 400,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to the zoo.
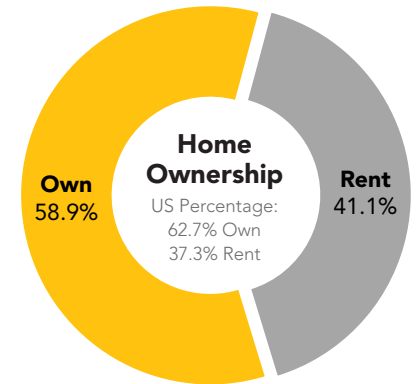
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$83,200
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 58.9%

Rent 41.1%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
6,098,800

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
231

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **43** — 350
Wealth Index

0 — **76** — 350
Socioeconomic Status Index

0 — **218** — 350
Housing Affordability Index

12B

LifeMode Group: Hometown
Traditional Living

TAPESTRY
SEGMENTATION
esri.com/tapestry
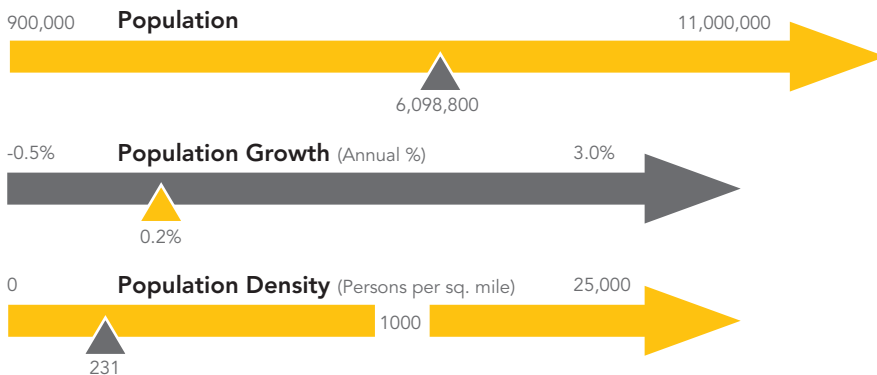
SEGMENT DENSITY

This map illustrates the density and distribution of the *Traditional Living* Tapestry Segment by households.
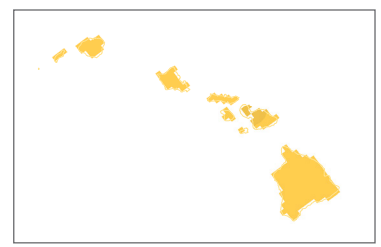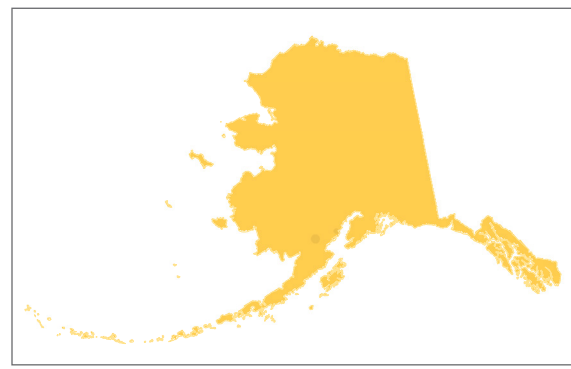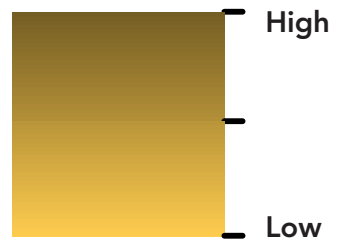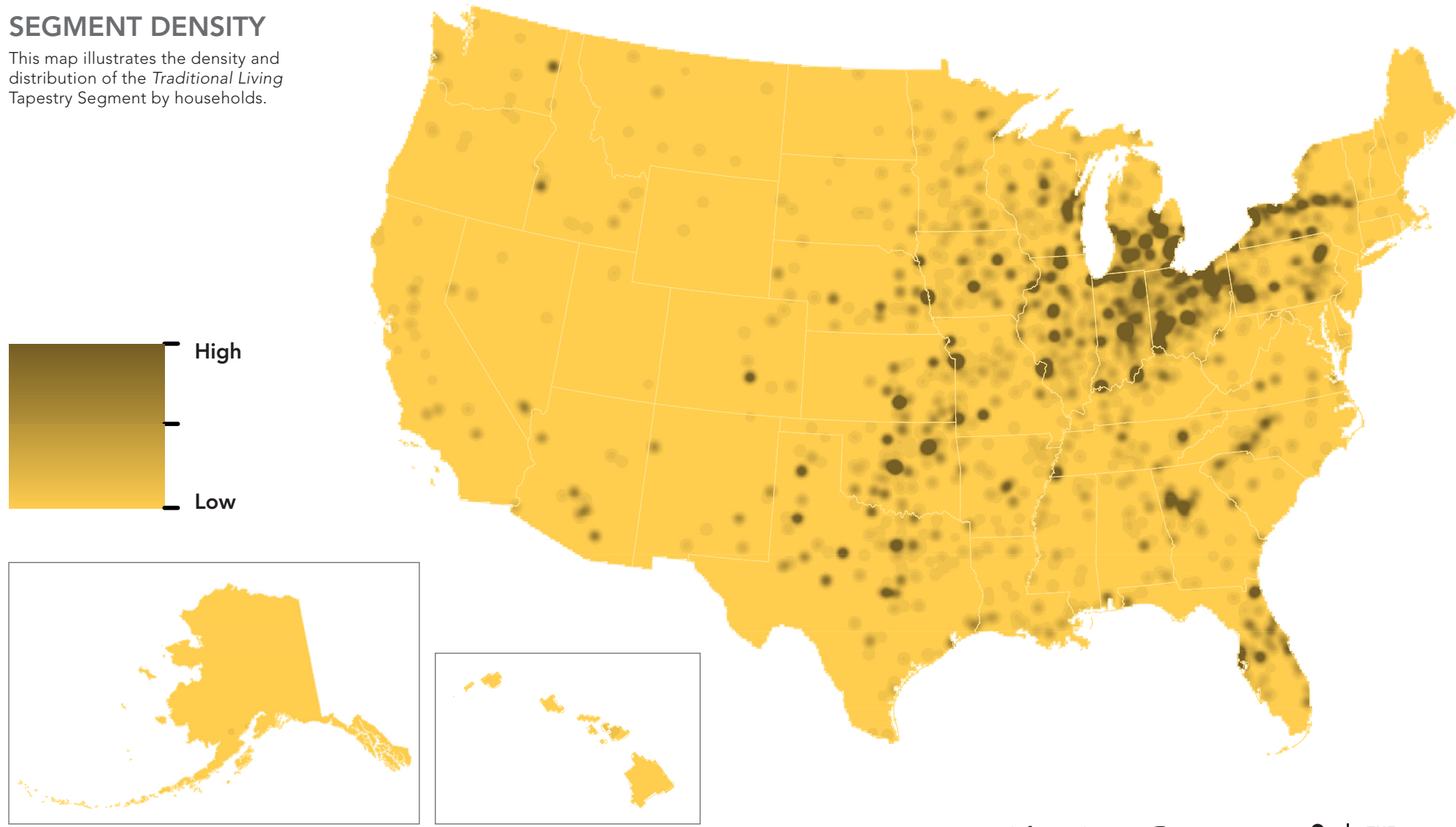
High

Low

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THE
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Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: $31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
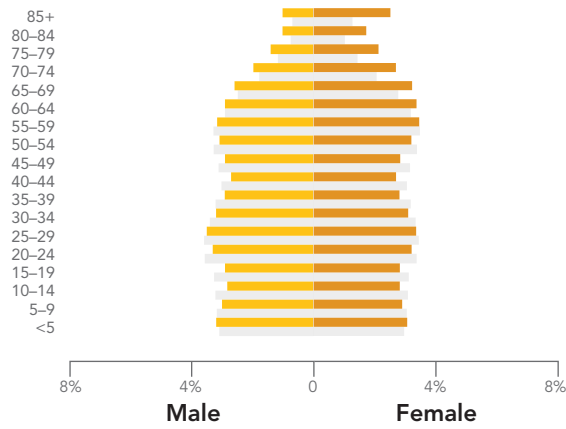
AGE BY SEX (Esri data)
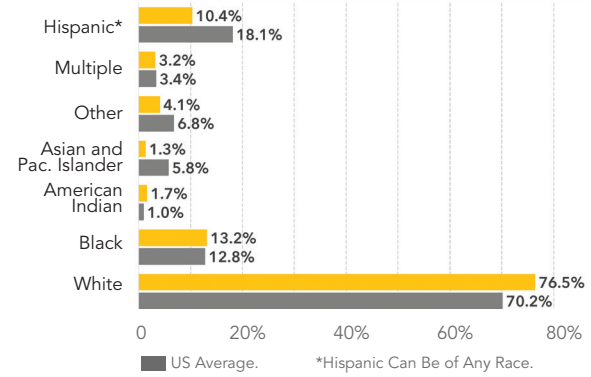
Median Age: 40.8 US: 38.2

■ Indicates US

Male — Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 51.0 US: 64.0

Group	This Market	US Average
Hispanic*	10.4%	18.1%
Multiple	3.2%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	1.3%	5.8%
American Indian	1.7%	1.0%
Black	13.2%	12.8%
White	76.5%	70.2%

■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$31,500
$56,100

Median Net Worth

$15,300
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	53
Food	60
Apparel & Services	49
Transportation	59
Health Care	44
Entertainment & Recreation	59
Education	53
Pensions & Social Security	75
Other	43

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Transportation And Material Moving
Production
Office And Administrative Support
Food Preparation And Serving Related
Sales And Related

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.

- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.

- A large senior population visit doctors and health practitioners regularly.

- However, a largely single population favors convenience over cooking—frozen meals and fast food.

- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Median Value:
$92,300
US Median: $207,300
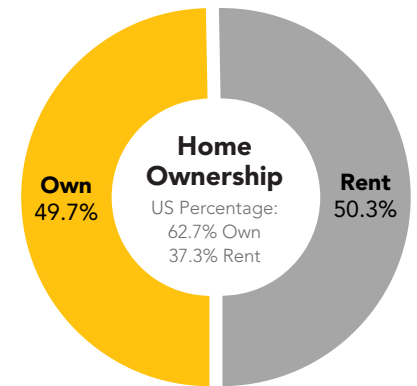
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 49.7%
Rent 50.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
5,449,100

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
88

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **38** — 350
Wealth Index

0 — **71** — 350
Socioeconomic Status Index

0 — **164** — 350
Housing Affordability Index

12C
Small Town Simplicity

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.
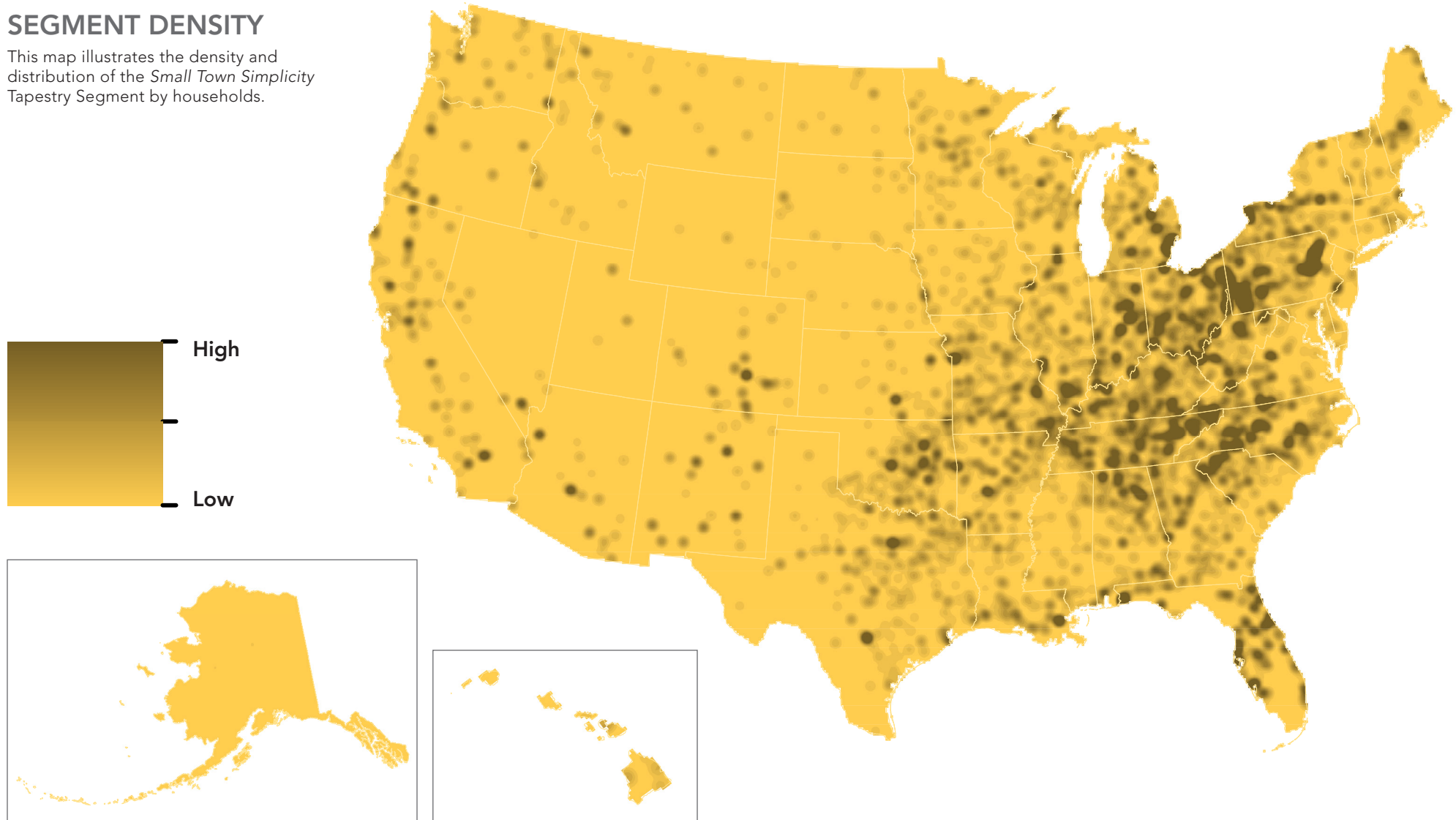
High

Low

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THE SCIENCE OF WHERE™

Modest Income Homes

12D

Households: 1,627,600

Average Household Size: 2.56

Median Age: 37.0

Median Household Income: $23,900

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 70), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.

- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.

- Over half of the homes are renter occupied; average rent is lower than the US average.

- Most households have one car (or no vehicle); nearly a third rely on car pooling, walking, biking or public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.

- Labor force participation is only 50%, with unemployment at almost three times the US rate.

- Income is less than half of the US median income; more than one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.

- Consumers in this market consider traditional gender roles and religious faith very important.

- This market lives for today, choosing to save only for a specific purpose.

- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

TAPESTRY SEGMENTATION

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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
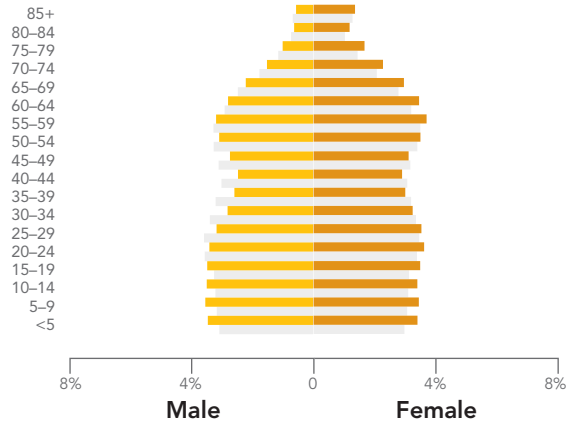
AGE BY SEX (Esri data)

Median Age: 37.0   US: 38.2

☐ Indicates US

Male   Female
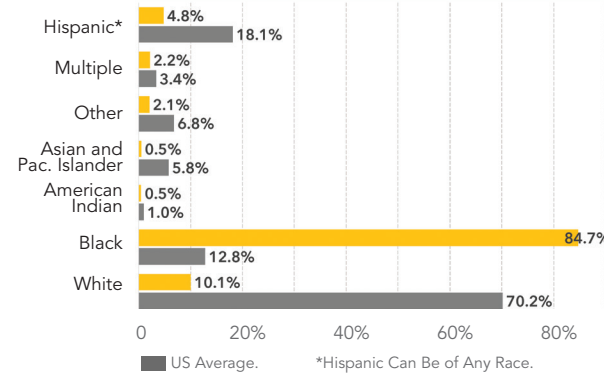
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 34.0   US: 64.0

Group	This market	US Average
Hispanic*	4.8%	18.1%
Multiple	2.2%	3.4%
Other	2.1%	6.8%
Asian and Pac. Islander	0.5%	5.8%
American Indian	0.5%	1.0%
Black	84.7%	12.8%
White	10.1%	70.2%

☐ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$23,900
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$12,400
$93,300

0   $100K $200K $300K $400K $500K $600K+

☐ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	44
Food	45
Apparel & Services	36
Transportation	48
Health Care	40
Entertainment & Recreation	37
Education	41
Pensions & Social Security	33
Other	35

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings / Workers (Age 16+)

Transportation And Material Moving

Office And Administrative Support

Production

Food Preparation And Serving Related

Sales And Related

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family

Average Rent:
$723
US Average: $1,038
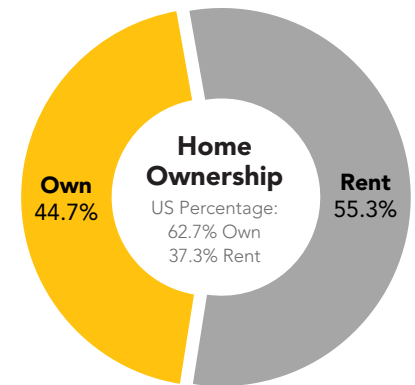
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 44.7%
Rent 55.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,299,900

Population Growth (Annual %)
-0.5% — 3.0%
-0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
742

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **28** — 350
Wealth Index

0 — **56** — 350
Socioeconomic Status Index

0 — **157** — 350
Housing Affordability Index

Modest Income Homes

12D

SEGMENT DENSITY
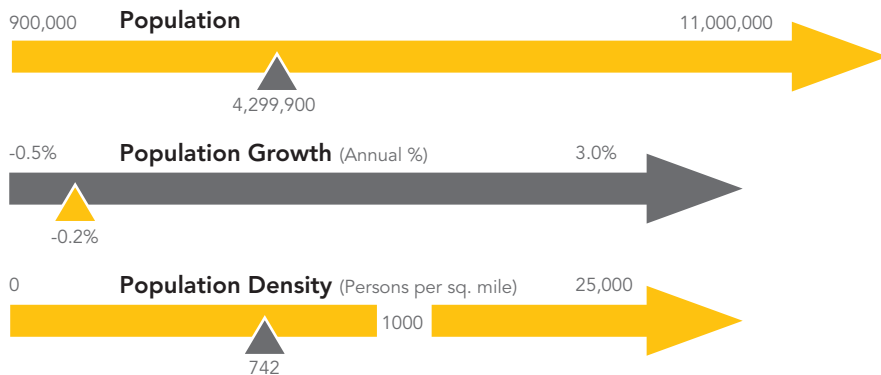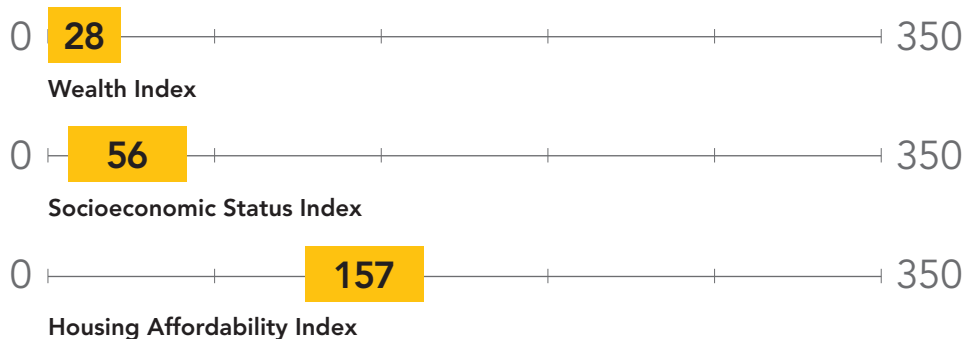
This map illustrates the density and distribution of the *Modest Income Homes* Tapestry Segment by households.
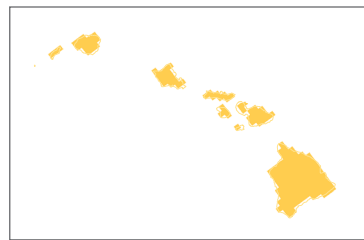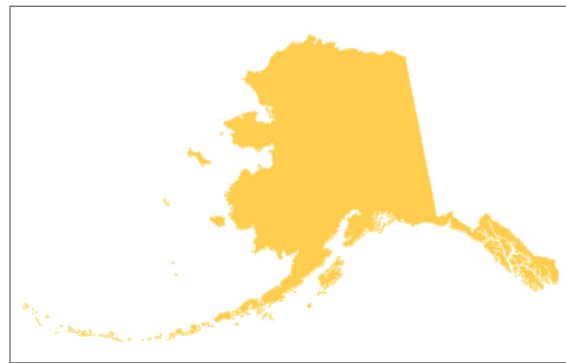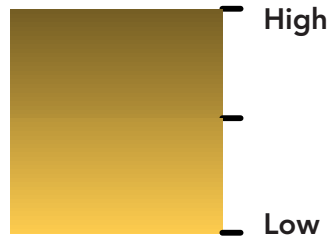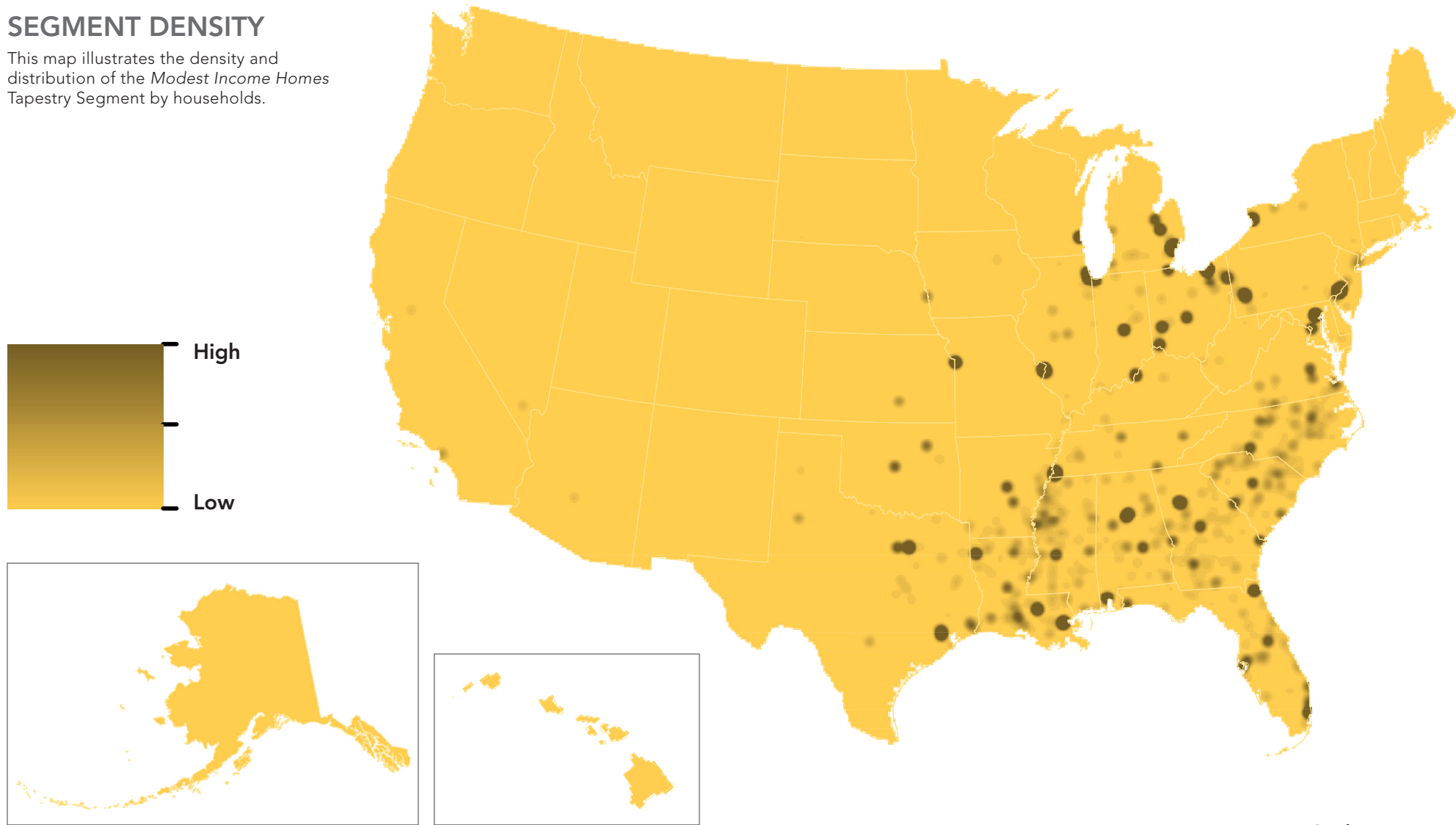
High

Low

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esri

THE SCIENCE OF WHERE

International Marketplace

13A

Households: 1,528,100

Average Household Size: 3.07

Median Age: 32.8

Median Household Income: $46,500

WHO ARE WE?

International Marketplace neighborhoods are a rich blend of cultures, found in densely populated urban and suburban areas, almost entirely in the Middle Atlantic (especially in New York and New Jersey) or in California. Almost 40% of residents are foreign-born; nearly 1 in 4 households are linguistically isolated. Young, Hispanic families renting apartments in older buildings dominate this market; about one quarter of households have children. Over one-fifth of households have no vehicle, typically those living in the city. Workers are mainly employed in white collar and service occupations (especially food service and building maintenance). One-fifth of workers commute using public transportation and more walk or bike to work than expected. Median household income is lower, but home values are higher, reflecting the metropolitan areas in which they live. Consumers are attentive to personal style; purchases reflect their youth and their children. True to their culture, residents visit Spanish language websites, watch programs on Spanish TV networks, and listen to Hispanic music.

OUR NEIGHBORHOOD

- Densely settled urban periphery of large metropolitan areas, East and West Coasts.

- Young, diverse family market: 41% families with children (married couple or single parent), plus married couples without children and a notable proportion of multigenerational households (Index 174).

- Approximately 76% of householders in multiunit apartment buildings, 30% in 2–4 unit structures (Index 372).

- Majority of apartments built before 1970 (65%), 29% built before 1940 (Index 223).

- 1 or 2 vehicles for two-thirds of households; 22% have no vehicle (Index 243).

SOCIOECONOMIC TRAITS

- Almost 40% of the population were born abroad; almost 1 in 5 households have residents who do not speak English.

- 27% have no high school diploma (Index 210); 28% have a high school diploma only (Index 103).

- Labor force participation rate is 67% and higher than the US average; unemployment is also slightly higher, at 6%.

- These are hard-working consumers, striving to get ahead; style matters to them.

- Preserving the environment and being in tune with nature are very important.

- Media used most often is the Internet.

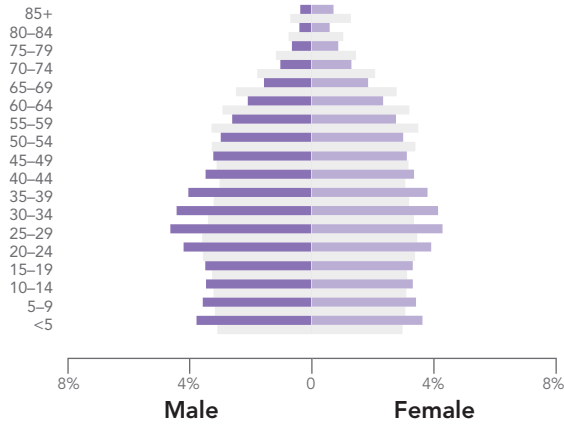**TAPESTRY SEGMENTATION**
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

13A

International Marketplace

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 32.8 US: 38.2

▨ Indicates US

85+
80–84
75–79
70–74
65–69
60–64
55–59
50–54
45–49
40–44
35–39
30–34
25–29
20–24
15–19
10–14
5–9
<5

8% 4% 0 4% 8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 88.7 US: 64.0

Hispanic* 57.6% / 18.1%
Multiple 5.5% / 3.4%
Other 26.4% / 6.8%
Asian and Pac. Islander 11.3% / 5.8%
American Indian 1.0% / 1.0%
Black 11.7% / 12.8%
White 44.0% / 70.2%

0 20% 40% 60% 80%

▨ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$46,500
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$15,600
$93,300

0 $100K $200K $300K $400K $500K $600K+

▨ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

🏠 Housing	88
🍴 Food	81
👕 Apparel & Services	118
🚗 Transportation	76
❤ Health Care	70
Entertainment & Recreation	54
✉ Education	78
💲 Pensions & Social Security	45
★ Other	69

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings

$60,000
$50,000
$40,000
$30,000
$20,000
$10,000
0

Transportation And Material Moving
Sales And Related
Office And Administrative Support
Building And Grounds Cleaning And Maintenance
Food Preparation And Serving Related

100,000 150,000 200,000 250,000 300,000

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- No extra money to invest in retirement savings plans, stocks, or bonds.
- Shop for groceries at warehouse/club stores, as well as specialty markets.
- Read baby magazines and purchase baby products.
- Family activities include visiting theme parks, going to the beach, playing soccer and basketball, and going out for fast food.
- Use the Internet to visit Spanish language websites and download music, access social media sites, watch movies, and play games.
- Watch programs on children's channels and on Spanish TV networks.
- Listen to Spanish/Latin music on their cell phones or on the radio at home.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
High-Density Apartments;
Single Family

Average Rent:
$1,191
US Average: $1,038
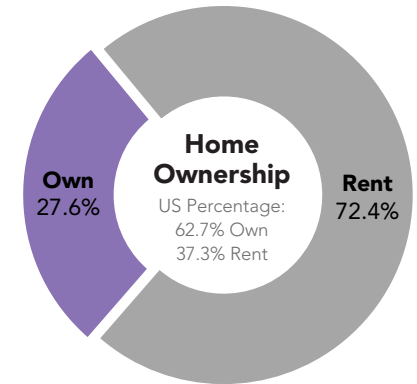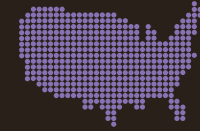
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 27.6%
Rent 72.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
4,746,200

Population Growth (Annual %)
-0.5% — 3.0%
0.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
8,911

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **48** — 350
Wealth Index

0 — **88** — 350
Socioeconomic Status Index

0 — **61** — 350
Housing Affordability Index

13A

LifeMode Group: Next Wave
International Marketplace

TAPESTRY
SEGMENTATION
esri.com/tapestry
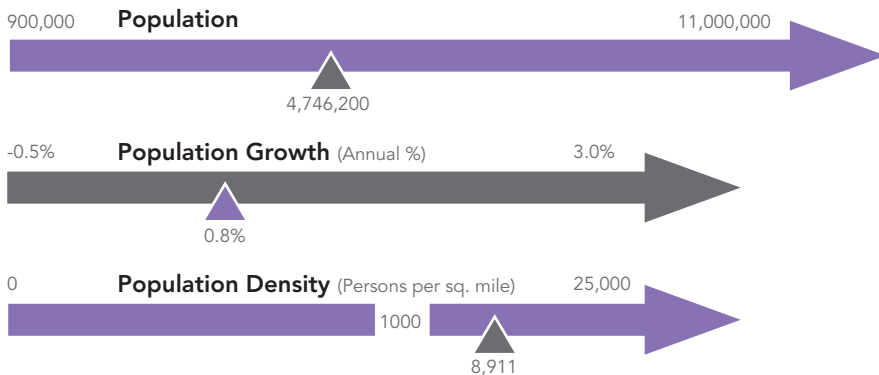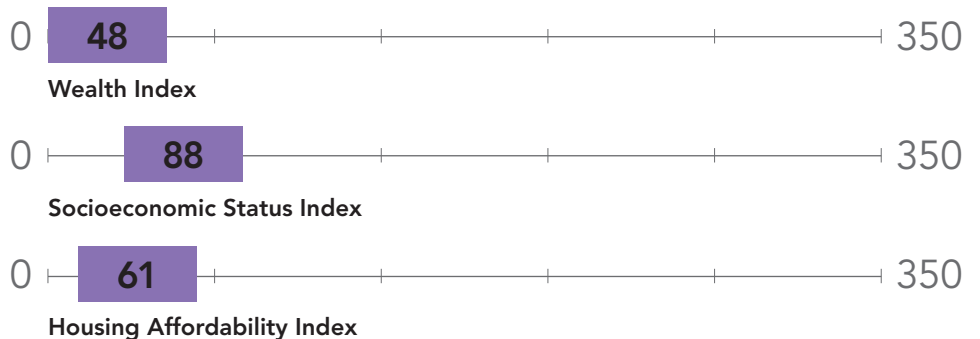
SEGMENT DENSITY

This map illustrates the density and distribution of the *International Marketplace* Tapestry Segment by households.

High

Low

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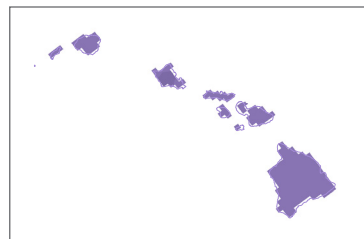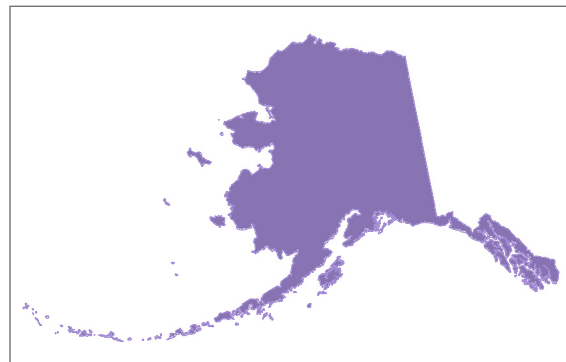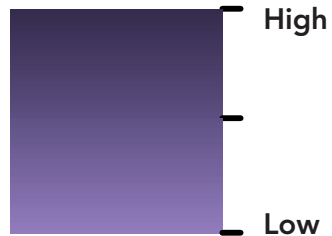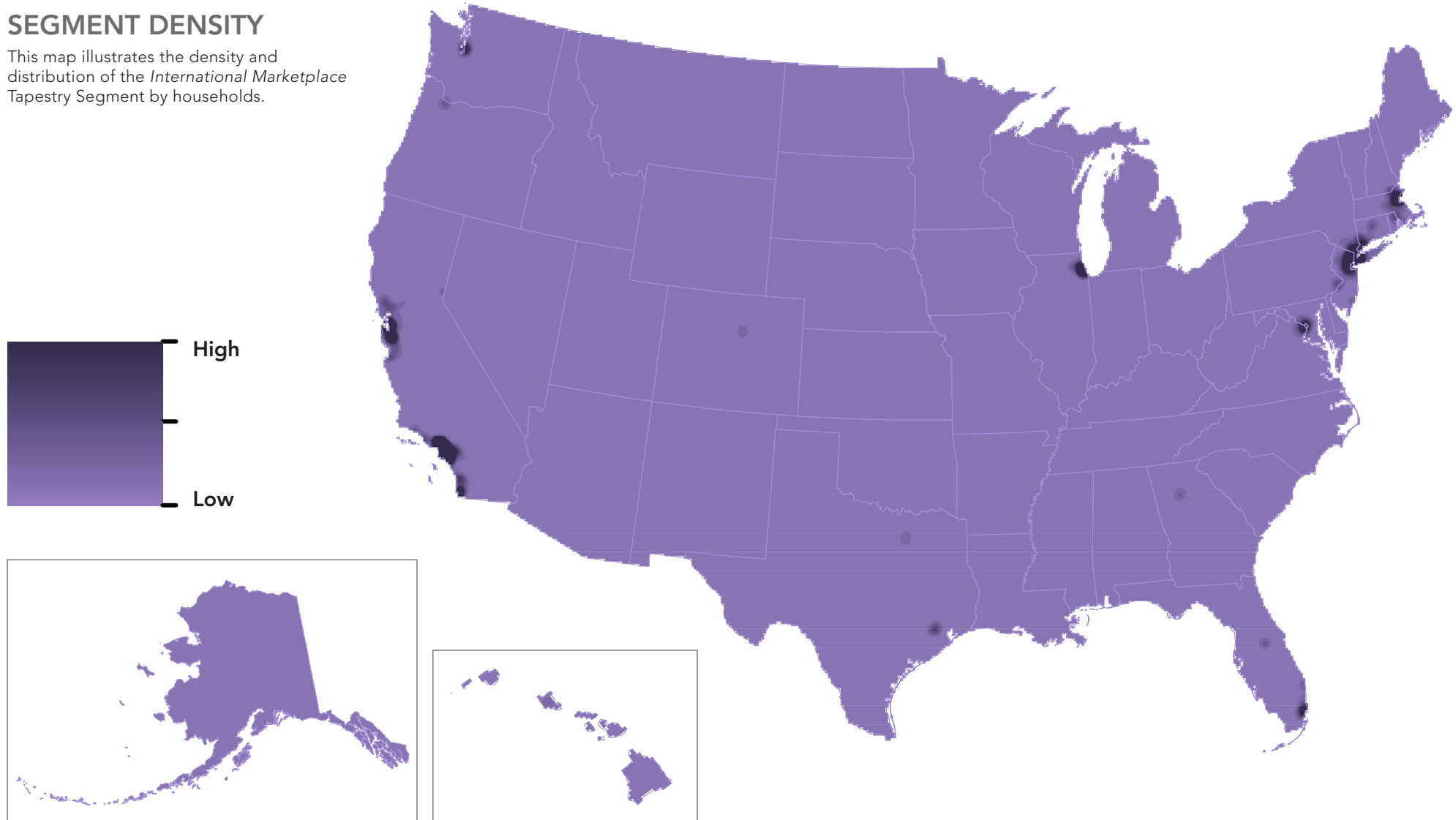
THE
SCIENCE
OF
WHERE™

Las Casas

13B

Households: 912,400

Average Household Size: 4.12

Median Age: 28.3

Median Household Income: $38,300

WHO ARE WE?

Cultural differences depict *Las Casas*, a family-oriented market distinguished by multigenerational households. Their spending reflects their children—baby food and furniture or children's apparel—and convenience—fast food and family restaurants. Consumer choices also focus on personal style, as well as the latest trends and fashions. Although young and predominantly renters, this market is stable, affected more by immigration from abroad than local moves.

OUR NEIGHBORHOOD

- Older neighborhoods, which can be found in the urban periphery of large metropolitan areas, primarily on the West Coast.

- Most of the housing built before 1960; 25% built before 1940.

- Housing a mix of single-family homes (less than half) and apartments, primarily in buildings with 2–4 units.

- Primarily renter-occupied homes, with an average rent of $1,067 monthly.

- Family market, primarily married couples with children, but also a number of multigenerational households; average household size at 4.12.

SOCIOECONOMIC TRAITS

- More than 40% of the population was born abroad (Index 327); 25% of the households have members who speak only Spanish (Index 558).

- Unemployment is high at 7.0%; labor force participation is average (Index 98).

- They're trendy consumers who focus on style.

- Brand loyalty and environmentally safe products also guide purchasing choices, although these consumers are open to new products.

- They use but do not rely on technology.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: 28.3 US: 38.2

Indicates US
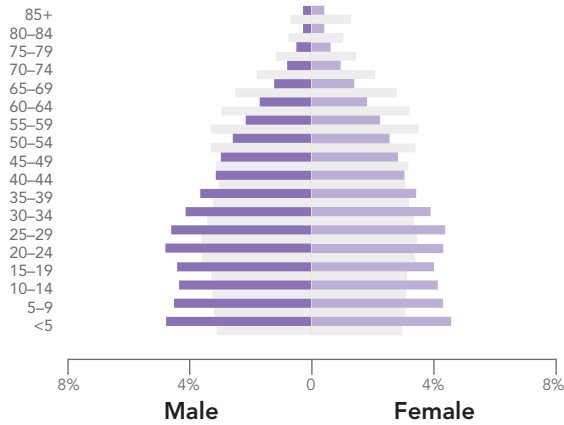
Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 85.4 US: 64.0

Group	This market	US Average
Hispanic*	84.7%	18.1%
Multiple	4.1%	3.4%
Other	40.6%	6.8%
Asian and Pac. Islander	4.2%	5.8%
American Indian	1.0%	1.0%
Black	6.3%	12.8%
White	43.7%	70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$38,300
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$14,200
$93,300

0 $100K $200K $300K $400K $500K $600K+

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	70
Food	67
Apparel & Services	113
Transportation	56
Health Care	62
Entertainment & Recreation	46
Education	63
Pensions & Social Security	50
Other	65

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Office And Administrative Support
Building And Grounds Cleaning And Maintenance
Production
Sales And Related
Transportation And Material Moving

Median Earnings / Workers (Age 16+)

Las Casas

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Recent purchases reflect personal style—apparel, personal care products like hair coloring and tooth whiteners.
- Family is reflected in purchases as well—baby products and children's apparel.
- Banking is done primarily in person; savings and debt are minimal.
- Media preferences overwhelmingly favor Spanish-language channels and websites.
- Residents are soccer fans.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Single Family;
Multi-Unit Rentals

Average Rent:
$1,067
US Average: $1,038
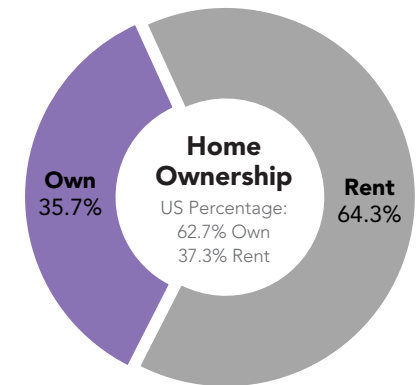
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 35.7%
Rent 64.3%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,793,100

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
7,513

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **39** — 350
Wealth Index

0 — **71** — 350
Socioeconomic Status Index

0 — **68** — 350
Housing Affordability Index

13B

LifeMode Group: Next Wave
Las Casas

TAPESTRY
SEGMENTATION
esri.com/tapestry
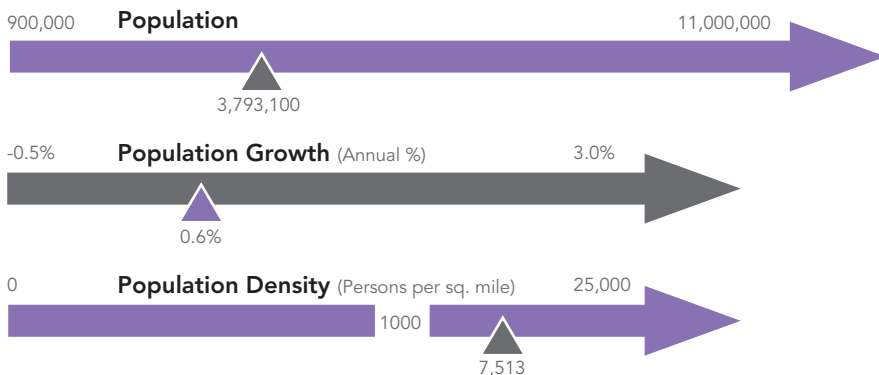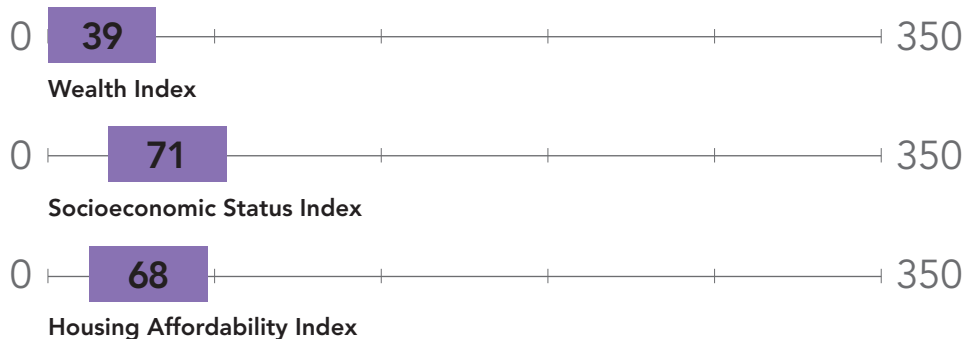
SEGMENT DENSITY

This map illustrates the density and distribution of the *Las Casas* Tapestry Segment by households.

High

Low

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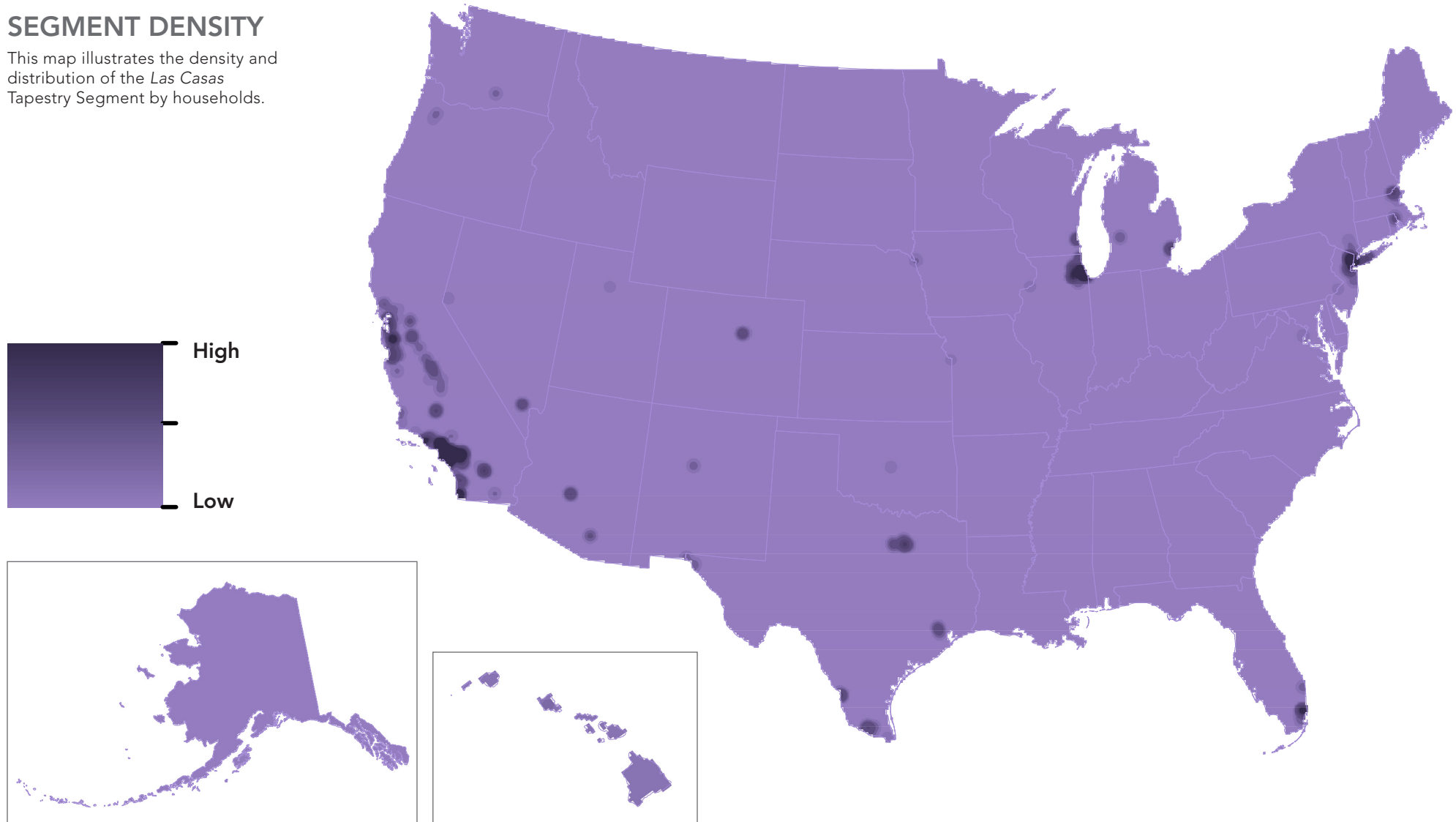
NeWest Residents

13C

Households: 970,800

Average Household Size: 3.35

Median Age: 27.3

Median Household Income: $30,200

WHO ARE WE?

For this young Hispanic market, life has taken many turns recently. They are new to America and new to their careers, with new, young families. Many are new to the English language; nearly one-third of households are linguistically isolated. *NeWest Residents* are ambitious and dream of a better life. They aren't ready to fully adopt the American way of life but are willing to take risks for the benefit of their families. As the breadwinners, the men of the house work long hours in blue collar jobs, primarily in the service industry. Skilled workers steer toward construction and manufacturing sectors. Female labor force participation is somewhat low, perhaps due to the language barrier, but also because of their parenting responsibilities.

OUR NEIGHBORHOOD

- They're concentrated in larger metropolitan areas (over half a million people) in the South and West.

- Reside in mostly renter-occupied apartments in older, mid- to high-rise buildings. Over 80% of housing units were built before 1990. Rental rates are below the US average (Index 85).

- Half of the households have children, in either married-couple or single-parent families.

- With average household size exceeding three, presence of children less than 5 years old is high compared to the US average. Dependent children represent approximately one-third of the population.

SOCIOECONOMIC TRAITS

- Female labor participation is slightly lower than the US average, partially attributable to the language barrier in this diverse foreign-born market.

- Male labor force participation (Index 116) is compulsory for these new families.

- Working full-time in blue collar jobs, this market works hard and dreams big. They seek adventure and take risks for the betterment of their families.

- They are automotive enthusiasts; if they had the savings, they would buy a used, but bold, fun-to-drive vehicle.
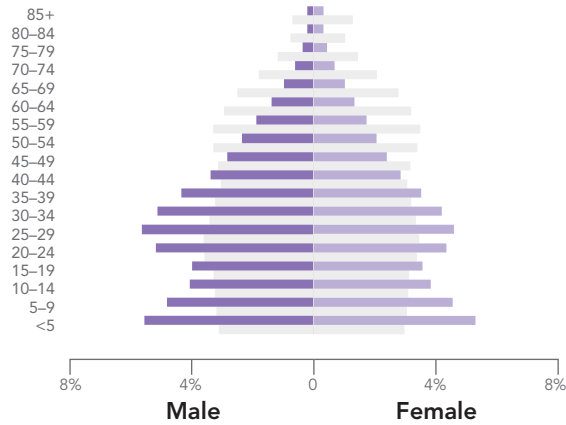
TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

13C

LifeMode Group: Next Wave
NeWest Residents

TAPESTRY
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AGE BY SEX (Esri data)
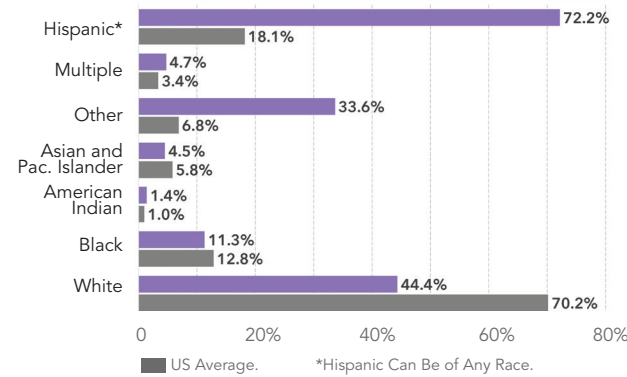
Median Age: 27.3 US: 38.2

Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 87.3 US: 64.0

Hispanic*	72.2% / 18.1%
Multiple	4.7% / 3.4%
Other	33.6% / 6.8%
Asian and Pac. Islander	4.5% / 5.8%
American Indian	1.4% / 1.0%
Black	11.3% / 12.8%
White	44.4% / 70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$30,200
$56,100

Median Net Worth

$10,700
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Housing	58
Food	60
Apparel & Services	91
Transportation	48
Health Care	45
Entertainment & Recreation	37
Education	52
Pensions & Social Security	28
Other	40

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Office And Administrative Support

Construction And Extraction

Production

Food Preparation And Serving Related

Building And Grounds Cleaning And Maintenance

Median Earnings

Workers (Age 16+)

13C

NeWest Residents

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- This foreign-born market has not quite yet adopted the norms of American life. They don't watch sports on TV, or listen to popular music. They prefer to watch Spanish-language channels on TV. However, fast food dining is a big hit.

- *NeWest Residents* consumers love their caffeine; drinking coffee, sodas, sports, and energy drinks.

- A large portion of their income goes toward baby and children products—disposable diapers, baby food, furniture and equipment, and vitamin supplements.

- They prefer to use cash; debit card ownership is low. Without a credit history, it is difficult for these new immigrants to obtain a credit card.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Typical Housing:
Multi-Unit Rentals

Average Rent:
$887

US Average: $1,038
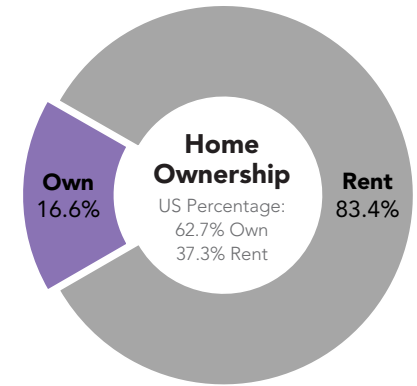
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 16.6%
Rent 83.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
3,288,800

Population Growth (Annual %)
-0.5% — 3.0%
1.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,552

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **29** — 350
Wealth Index

0 — **65** — 350
Socioeconomic Status Index

0 — **114** — 350
Housing Affordability Index
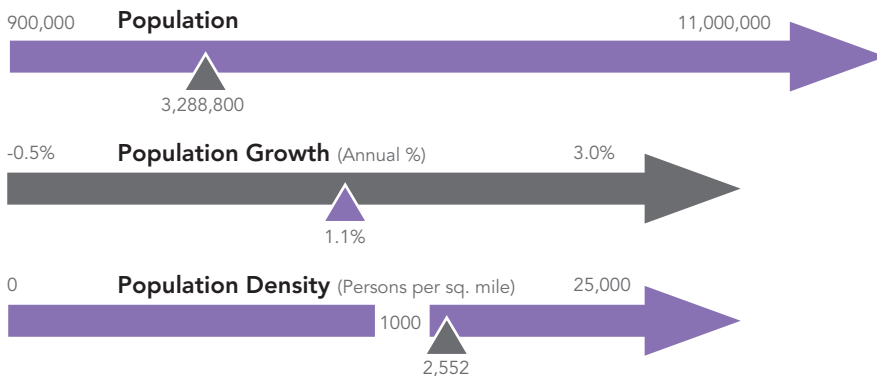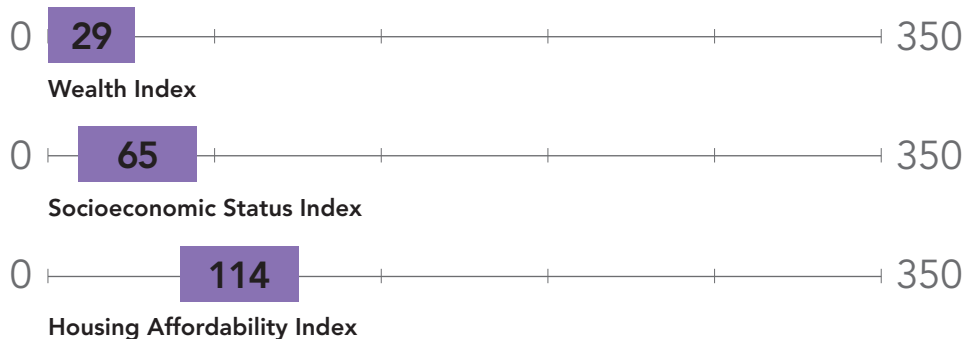
SEGMENT DENSITY

This map illustrates the density and distribution of the *NeWest Residents* Tapestry Segment by households.

High

Low

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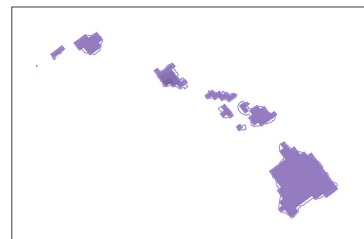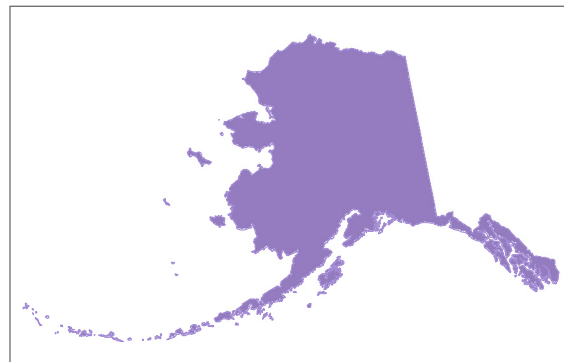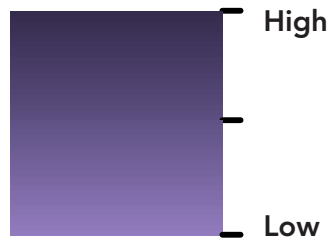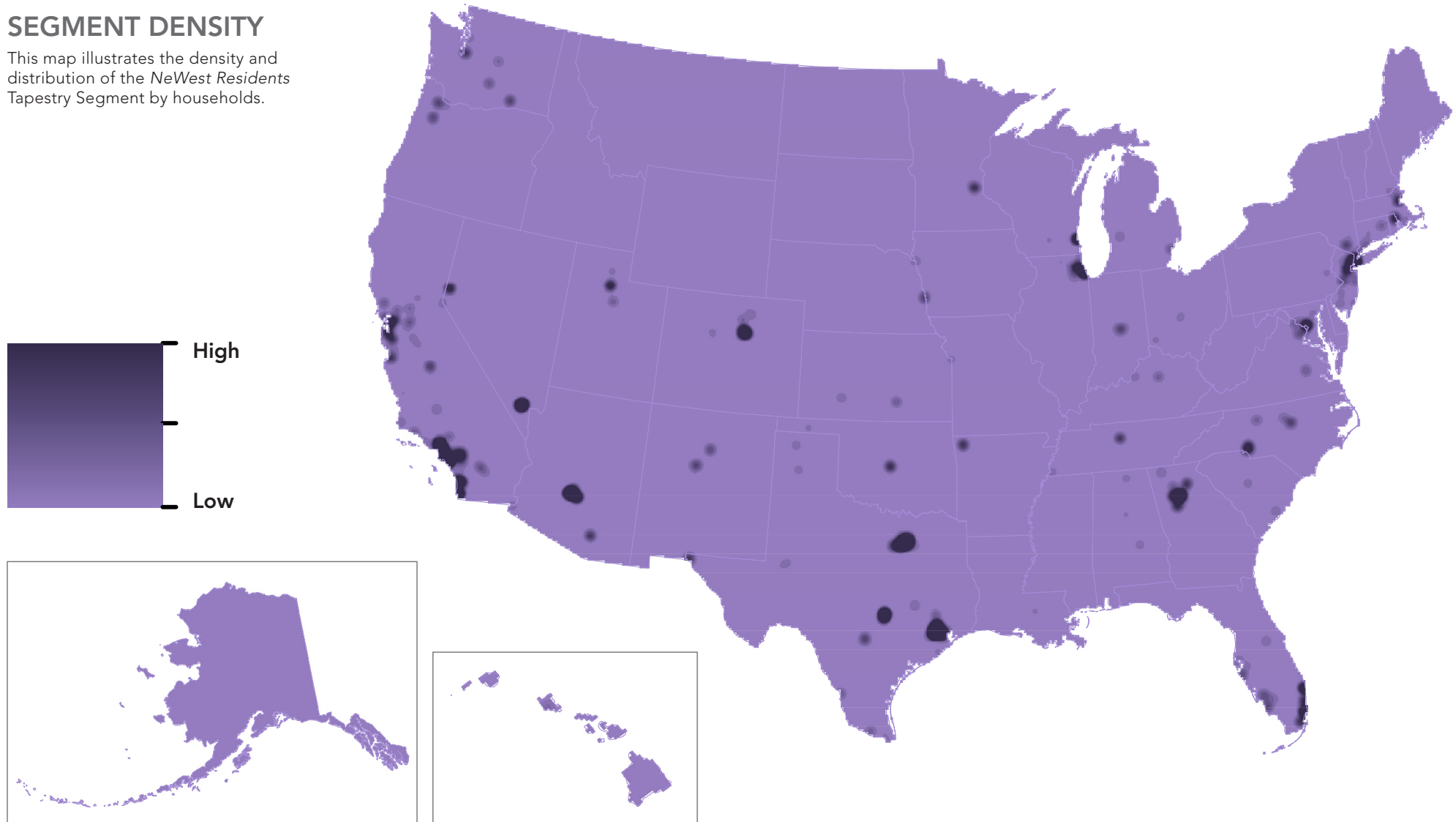
THE SCIENCE OF WHERE™

Fresh Ambitions

13D

Households: 794,600

Average Household Size: 3.17

Median Age: 28.6

Median Household Income: $26,700

WHO ARE WE?

These young families, many of whom are recent immigrants, focus their life and work around their children. *Fresh Ambitions* residents are not highly educated, but many have overcome the language barrier and earned a high school diploma. They work overtime in service, in skilled and unskilled occupations, and spend what little they can save on their children. Multigenerational families and close ties to their culture support many families living in poverty; income is often supplemented with public assistance and Social Security. Residents spend more than one-third of their income on rent, though they can only afford to live in older row houses or multiunit buildings. They budget wisely not only to make ends meet but also to save for a trip back home.

OUR NEIGHBORHOOD

- Resides in mostly row houses or 2–4 unit buildings; many were built before 1950, located in major urban cities.

- They predominantly rent; average gross rent is a little below the US average.

- Most households have at least one vehicle, and commuters drive alone to work. Walking to work or taking public transportation is common too.

- Nearly half of the households have children of all ages and are comprised of more single-parent than married-couple families. There are more than three persons per household; the proportion of multigenerational families is twice that of the US.

SOCIOECONOMIC TRAITS

- Nearly one in four is foreign-born, supporting a large family on little income. *Fresh Ambitions* residents live on the edge of poverty but are an ambitious community. They will take on overtime work when they can.

- Unemployment is high for these recent immigrants.

- One in three has overcome the language barrier and earned a high school diploma.

- Price-conscious consumers, they budget for fashion, not branding. However, parents are happy to spoil their brand savvy children.

- These residents maintain close ties to their culture; they save money to visit family, but seek out discount fares over convenience.
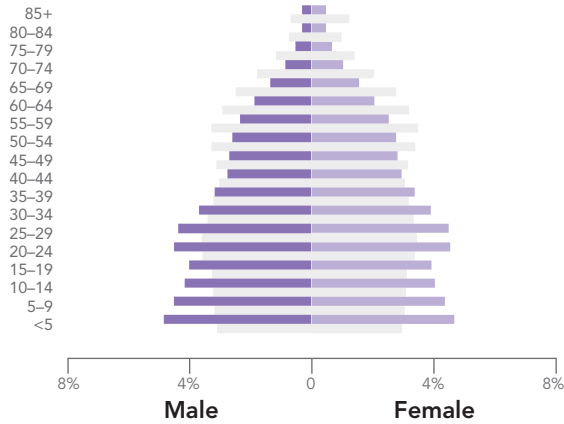
TAPESTRY SEGMENTATION

esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

13D

LifeMode Group: Next Wave
Fresh Ambitions

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
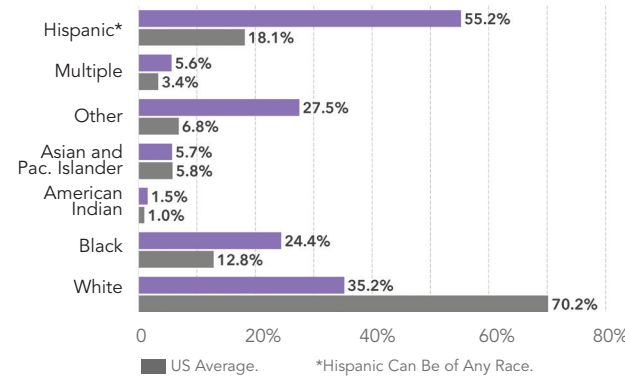
Median Age: 28.6 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 90.6 US: 64.0

Group	This market	US Average
Hispanic*	55.2%	18.1%
Multiple	5.6%	3.4%
Other	27.5%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	1.5%	1.0%
Black	24.4%	12.8%
White	35.2%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.

Median Household Income

$26,700
$56,100

0 $100K $200K $300K $400K $500K $600K+

Median Net Worth

$11,100
$93,300

0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	55
Food	50
Apparel & Services	67
Transportation	49
Health Care	42
Entertainment & Recreation	32
Education	47
Pensions & Social Security	25
Other	40

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Office And Administrative Support
Transportation And Material Moving
Production
Building And Grounds Cleaning And Maintenance
Sales And Related

Median Earnings

Workers (Age 16+)

13D

Fresh Ambitions

TAPESTRY SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Young families are the focus; *Fresh Ambitions* residents must budget for baby food and disposable diapers. Baby and parenthood magazines are their chosen reading material.

- These young, newly established residents own cell phones, not landlines.

- Almost half of all households can access the Internet via home PC; Spanish-language web sites and downloading video games and music are popular.

- Nearly half of all households subscribe to a cable service; Spanish TV networks, BET, and children's shows are popular.

- When their budget permits, they wire money back home. Half of all residents have owned or used a credit or debit card within the past year. And, roughly a third maintain a savings account.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 27.1%
Rent 72.9%

Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$857

US Average: $1,038
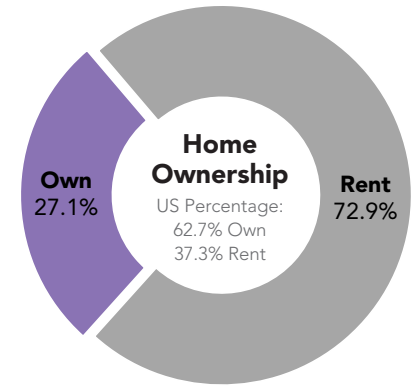
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,563,900

Population Growth (Annual %)
-0.5% — 3.0%
0.5%

Population Density (Persons per sq. mile)
0 — 25,000
1000
2,063

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **28** — 350
Wealth Index

0 — **56** — 350
Socioeconomic Status Index

0 — **97** — 350
Housing Affordability Index

13D

LifeMode Group: Next Wave
Fresh Ambitions

TAPESTRY
SEGMENTATION
esri.com/tapestry
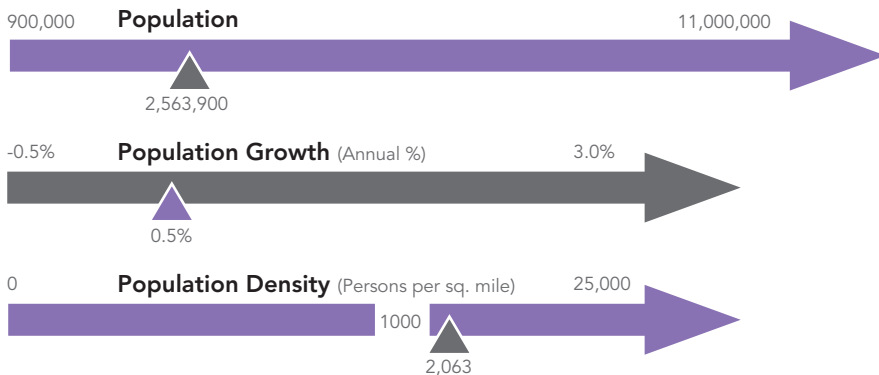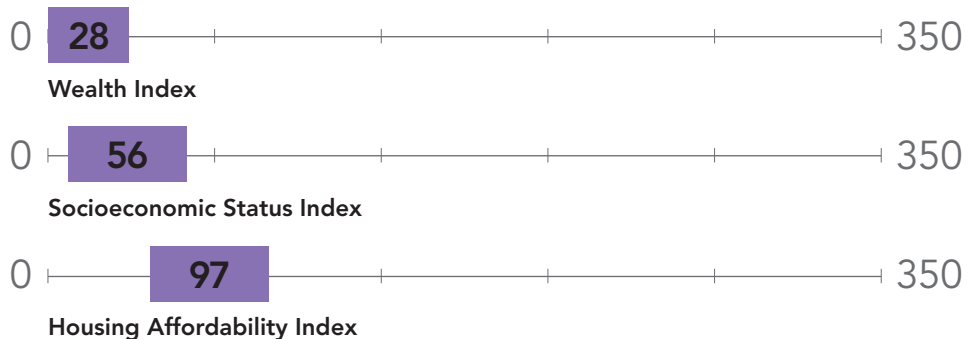
SEGMENT DENSITY

This map illustrates the density and distribution of the *Fresh Ambitions* Tapestry Segment by households.

High

Low

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THE
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OF
WHERE

High Rise Renters

13E
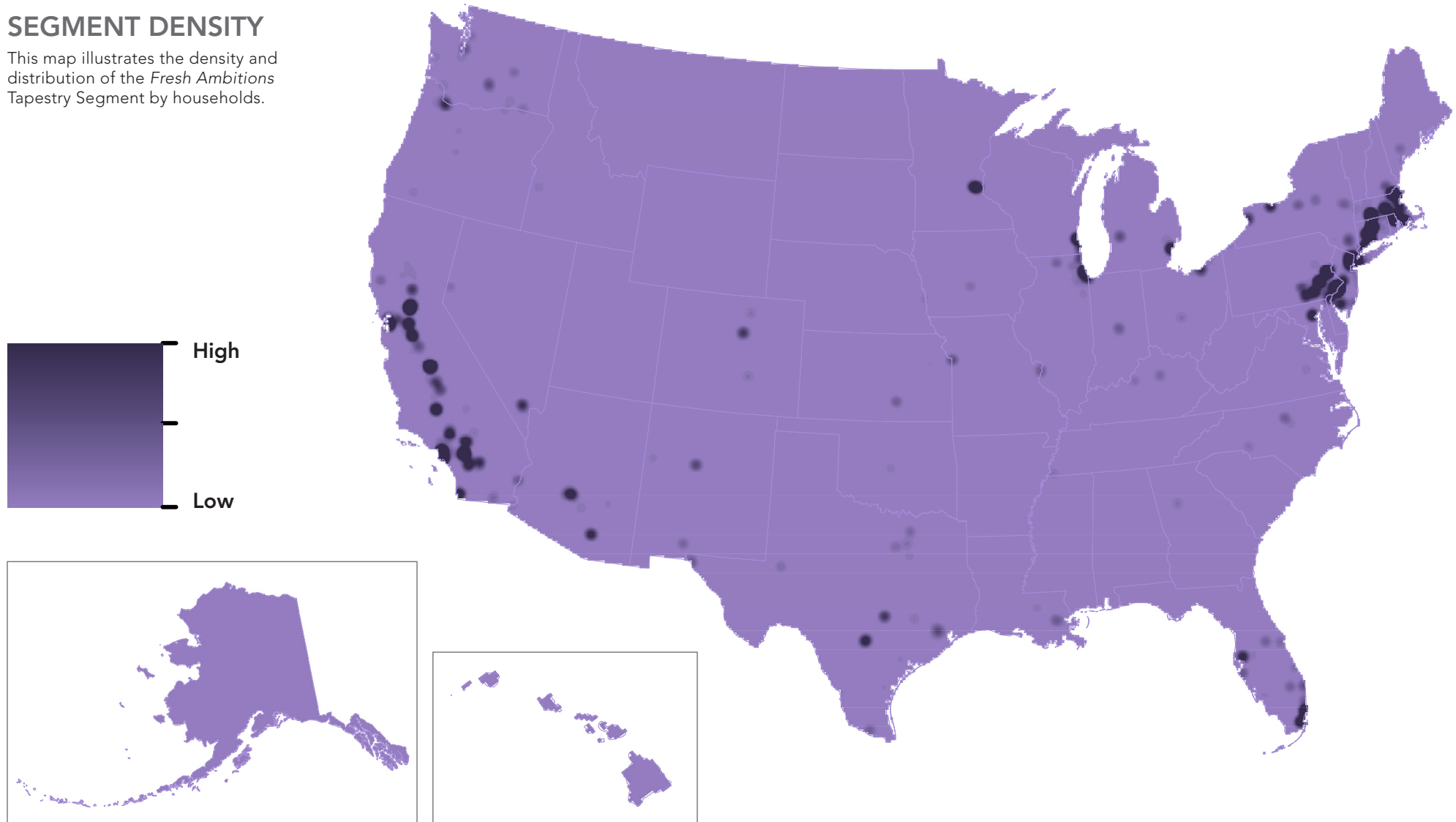
Households: 622,500

Average Household Size: 2.82

Median Age: 32.2

Median Household Income: $22,800

WHO ARE WE?

High Rise Renters are located predominantly in the Northeast, especially in New York City. This market is near the top for density, diversity, presence of adult children, linguistic isolation, and foreign-born population. They travel far for employment, usually in service jobs, and depend on public transportation. These residents are young and struggling to make ends meet; a large portion of their income goes toward rent, demanded by their dense central city locations. *High Rise Renters* are compassionate people; young or old, near or far, they are devoted to their families. The younger generation is equally passionate about music, television, and fashion.

OUR NEIGHBORHOOD

- Located mostly in New York City, housing units are in high-rise multi-unit structures. Almost half were built before 1950.

- Almost all residents are renters (Index 258), paying rents about 20 percent lower than the US average rent.

- This is one of the most diverse markets, with residents from a variety of cultural backgrounds. Almost 1 in 3 residents was born abroad; nearly 1 in 4 households have members who speak little English.

- This market is located in densely populated areas with easy access to public transportation. Commuting times are nonetheless long, and jobs are often in a different county.

- Single-parent and single-person households dominate. Multigenerational households are more common in this market (twice the US average).

SOCIOECONOMIC TRAITS

- Accessible jobs are hard to come by in this young, diverse market. Workers tend to find minimum wage, mostly service jobs in health care, sales and retail.

- Wage income is heavily supplemented by public assistance and Supplemental Security Income.

- Despite high poverty rates, this market is fashion-conscious, often spending beyond their budget.

- Their young families are the priority, but they do explore other interests.

- *High Rise Renters* are risk takers, and believe life should be as much fun as possible.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

13E

High Rise Renters

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 32.2 US: 38.2

■ Indicates US
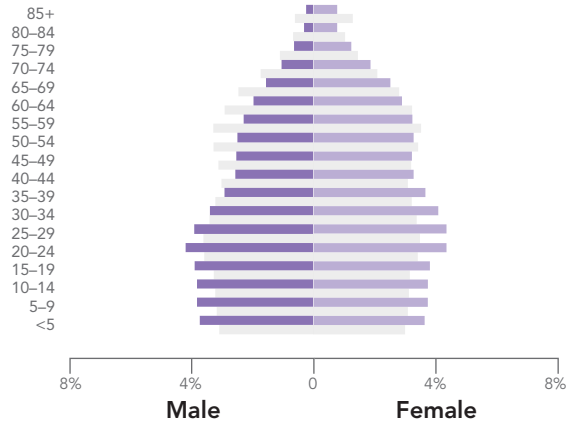
Male   Female
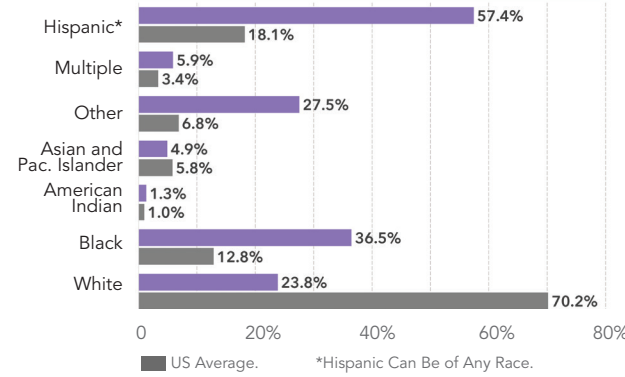
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 90.2 US: 64.0

Group	This market	US Average
Hispanic*	57.4%	18.1%
Multiple	5.9%	3.4%
Other	27.5%	6.8%
Asian and Pac. Islander	4.9%	5.8%
American Indian	1.3%	1.0%
Black	36.5%	12.8%
White	70.2%	23.8%

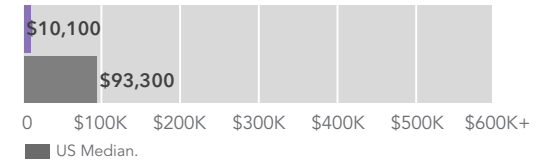■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
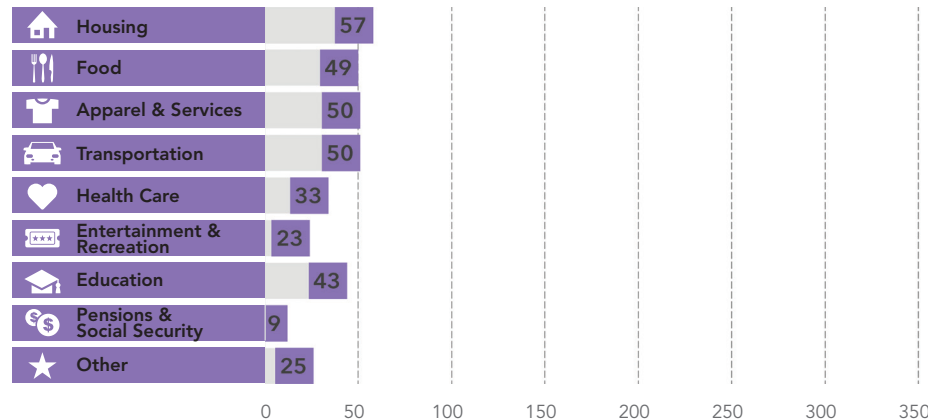
Median Household Income

$22,800
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$10,100
$93,300

0   $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	57
Food	49
Apparel & Services	50
Transportation	50
Health Care	33
Entertainment & Recreation	23
Education	43
Pensions & Social Security	9
Other	25

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Transportation And Material Moving
Office And Administrative Support
Sales And Related
Building And Grounds Cleaning And Maintenance
Food Preparation And Serving Related

Median Earnings

Workers (Age 16+)

13E

LifeMode Group: Next Wave
High Rise Renters

TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They don't visit their overseas family often, but do send the little money they can save to support them. Many are primary caregivers to elderly family members.
- *High Rise Renters are* music enthusiasts. Appealing to their Caribbean upbringing, they enjoy Spanish/Latin music, urban, hip hop, rap, and reggae—on the radio, downloaded, and on MTV.
- They are TV buffs too; Spanish-language programming, Black Entertainment TV (BET), as well as shows and movies on HBO, Starz, and Showtime are favorites.
- They shop at Target more often than Walmart due to their location in city markets. For fashion purchases, they shop the racks at Macy's, Marshalls, H&M, and Foot Locker.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.

Own 3.7%

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Rent 96.3%

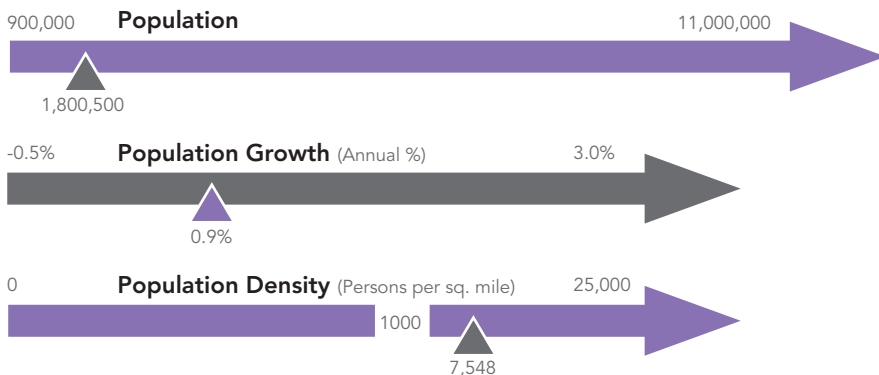**Typical Housing:**
High-Rise Rentals

Average Rent:
$853

US Average: $1,038
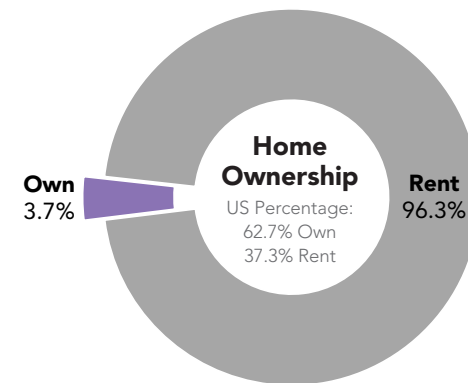
POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
1,800,500

Population Growth (Annual %)
-0.5% — 3.0%
0.9%

Population Density (Persons per sq. mile)
0 — 25,000
1000
7,548

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **25** — 350
Wealth Index

0 — **63** — 350
Socioeconomic Status Index

0 — **32** — 350
Housing Affordability Index

13E

LifeMode Group: Next Wave
High Rise Renters

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SEGMENT DENSITY

This map illustrates the density and distribution of the *High Rise Renters* Tapestry Segment by households.

High

Low

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info@esri.com
esri.com

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THE
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Military Proximity

14A

Households: 186,600

Average Household Size: 3.38

Median Age: 22.6

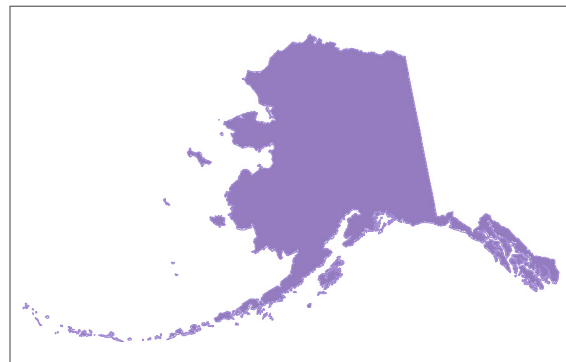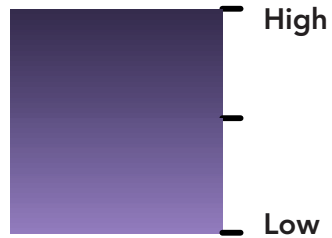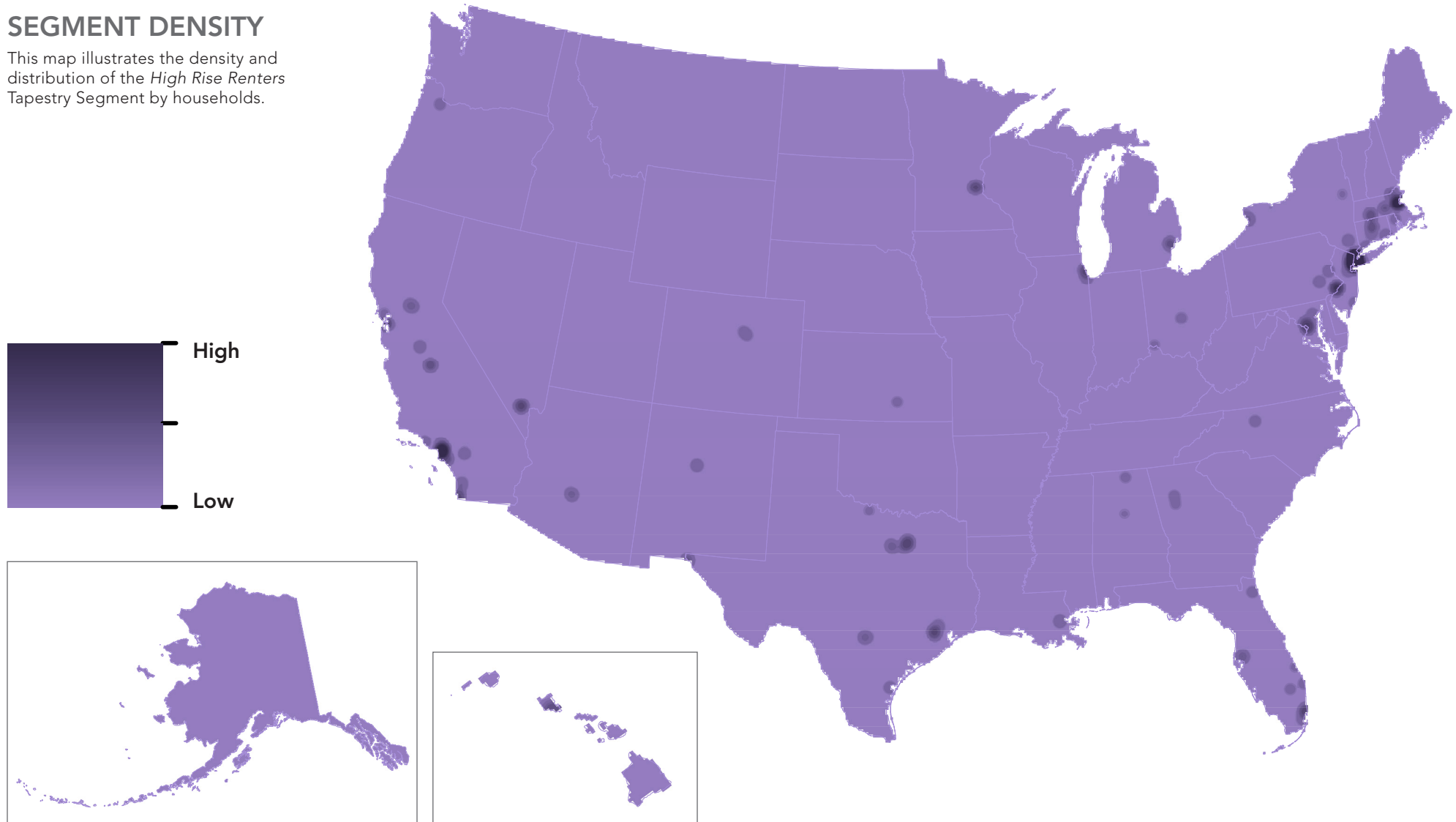**Median Household Income:** $48,600

WHO ARE WE?

One of the youngest markets, residents of *Military Proximity* are married-couple families just beginning parenthood, with an average household size of 3.38. The Armed Forces is the common bond for these consumers. Most of the labor force are on active duty or have civilian jobs on military bases. The labor force participation rate, with the Armed Forces, is close to 80%, highest among Tapestry markets. Moving is routine to *Military Proximity* householders; 40% have recently lived elsewhere. Consumers live a young, active lifestyle with a focus on their families. These communities are located throughout the United States, but mainly in the South and West.

OUR NEIGHBORHOOD

- *Military Proximity* households consist of young, married couples with children (Index 270).
- Average household size is high at 3.38 (Index 131).
- Residents live in single-family attached homes (Index 783) or apartments in small, multiunit buildings (Index 235).
- Most homes were built in 1970 or later; over forty percent were constructed by 2000 or later.
- Because they are a young, mobile population, more than nine out of ten households are rented.
- Moving is routine to *Military Proximity* households; 40% have moved in the past year.
- Most neighborhoods are located in the suburbs, outside of the main cities of metropolitan areas across the South and West.
- They have very short commute times since most live close to where they are stationed.
- The majority of households have one to two vehicles available.

SOCIOECONOMIC TRAITS

- Over 27% have a college degree; many are still attending college (Index 170).
- Unemployment is higher at 8.1% (Index 149).
- Civilian labor force participation is low at 22%; total labor force participation, with the Armed Forces, is closer to 80%, highest among Tapestry markets.
- These young residents maintain a healthy and active lifestyle that includes participating in sports and exercise.
- *Military Proximity* consumers are comfortable with personal computers and use the Internet for a host of activities, such as entertainment, shopping, making travel arrangements, and paying bills.

TAPESTRY SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
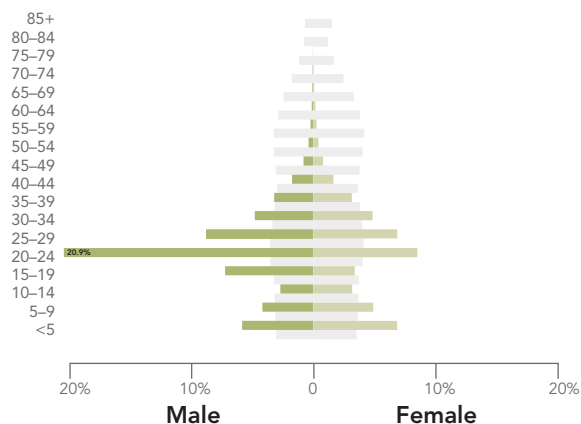
LifeMode Group: Scholars and Patriots

Military Proximity

14A

TAPESTRY
SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 22.6 US: 38.2

▨ Indicates US

Male   Female
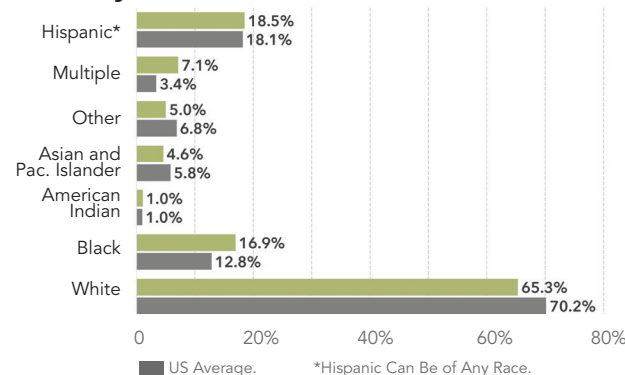
RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 68.1 US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	18.5%	18.1%
Multiple	7.1%	3.4%
Other	5.0%	6.8%
Asian and Pac. Islander	4.6%	5.8%
American Indian	1.0%	1.0%
Black	16.9%	12.8%
White	65.3%	70.2%

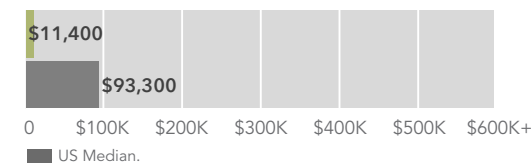■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
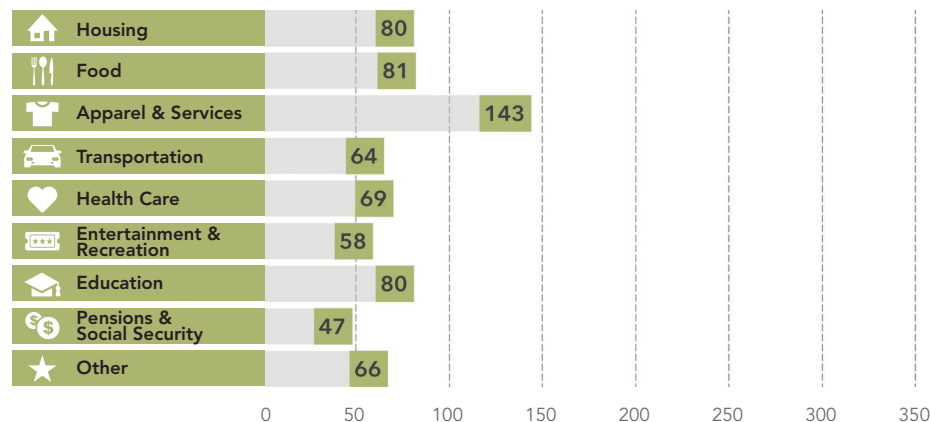
Median Household Income

$48,600
$56,100

Median Net Worth

$11,400
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	80
Food	81
Apparel & Services	143
Transportation	64
Health Care	69
Entertainment & Recreation	58
Education	80
Pensions & Social Security	47
Other	66

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

14A

LifeMode Group: Scholars and Patriots
Military Proximity

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SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Shopping for baby and children's products at major discount department stores or Amazon.com is common, as is shopping at the military commissary wherever available.

- Television is the popular choice of entertainment, as residents subscribe to cable TV (having multiple sets throughout the house), and own video recorders and gaming systems. Favorite cable stations include Comedy Central, and the Learning Channel.

- Residents are active in their communities—they attend meetings, school affairs, and engage in fundraising.

- Trucks, SUVs, and compact cars are popular vehicles in which to transport their growing families.

- Many households own pets, particularly dogs.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
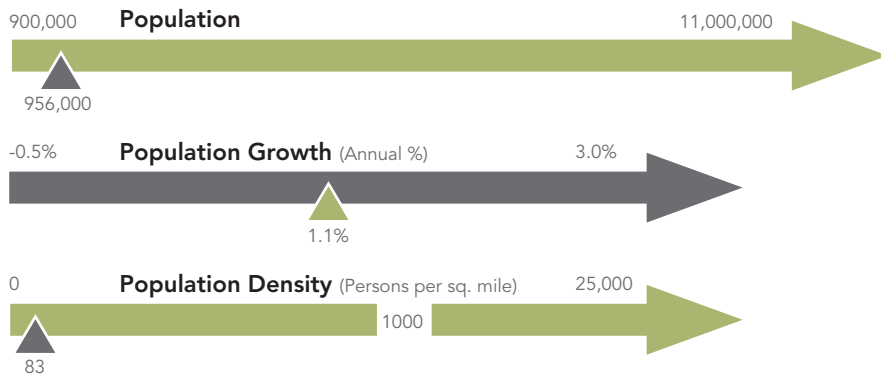
Typical Housing:
Townhomes;
Multi-Unit Rentals

Average Rent:
$1,570
US Average: $1,038
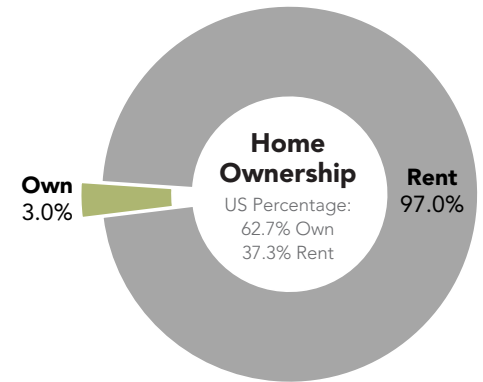
Own
3.0%

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Rent
97.0%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
956,000

Population Growth (Annual %)
-0.5% — 3.0%
1.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
83

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **39** — 350
Wealth Index

0 — **102** — 350
Socioeconomic Status Index

0 — **134** — 350
Housing Affordability Index

14A

LifeMode Group: Scholars and Patriots
Military Proximity

TAPESTRY
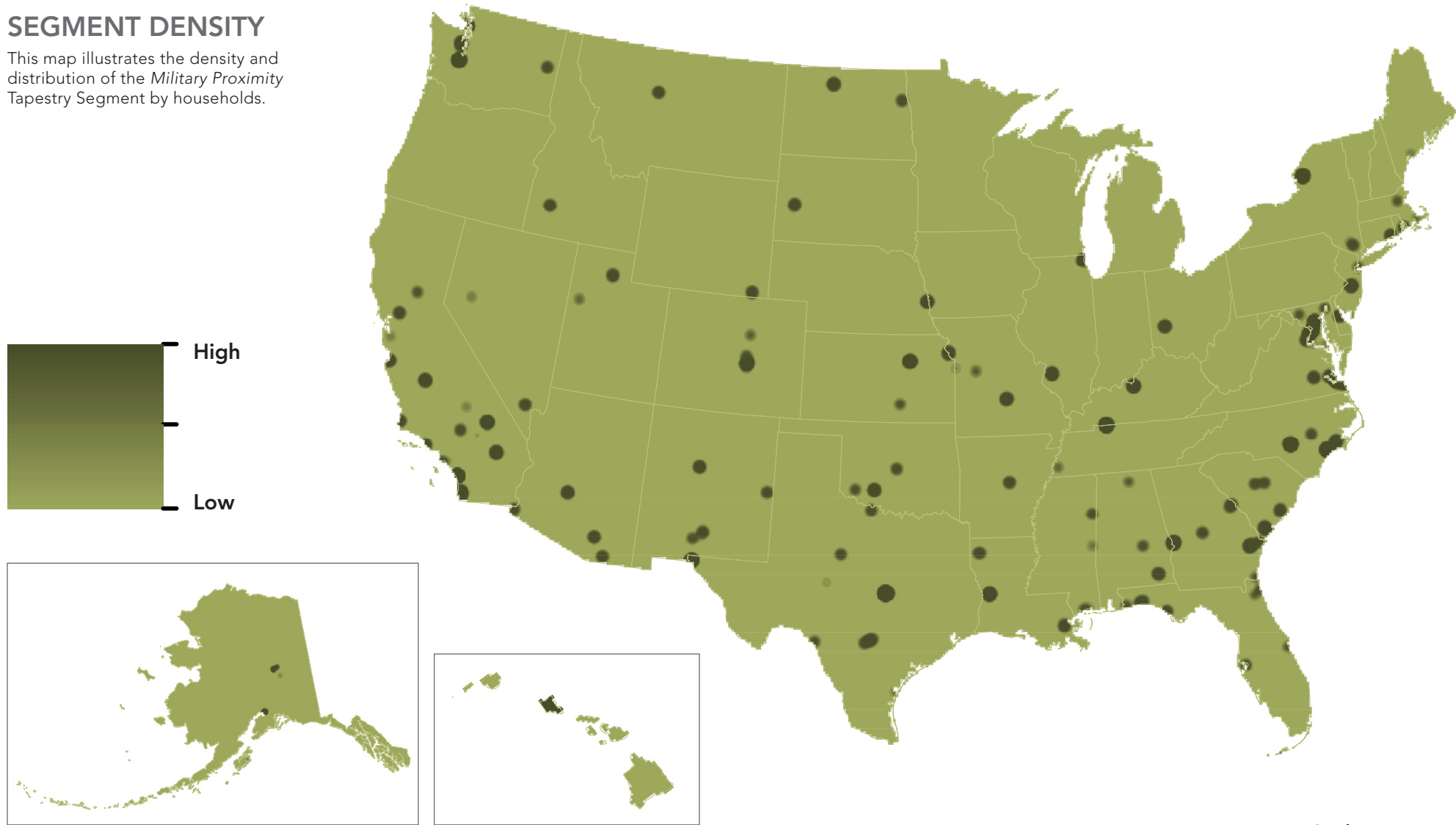SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Military Proximity* Tapestry Segment by households.

High

Low

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College Towns

14B

Households: 1,176,200

Average Household Size: 2.14

Median Age: 24.5

Median Household Income: $32,200

WHO ARE WE?

About half the residents of *College Towns* are enrolled in college, while the rest work for a college or the services that support it. Students have busy schedules, but make time between studying and part-time jobs for socializing and sports. Students that are new to managing their own finances tend to make impulse buys and splurge on the latest fashions. This digitally engaged group uses computers and cell phones for all aspects of life including shopping, school work, news, social media, and entertainment. *College Towns* are all about new experiences, and residents seek out variety and adventure in their lives.

OUR NEIGHBORHOOD

- These are nonfamily households with many students living alone or with roommates for the first time.

- This segment is a mix of densely developed student housing and dorms with local residences.

- Off-campus, low rent apartments comprise half of the housing stock.

- Over three-quarters of the households are renter occupied, with one in ten remaining vacant.

- One-third of homes are single family; mostly occupied by local residents who own their homes.

- This market is bike and pedestrian friendly.

SOCIOECONOMIC TRAITS

- Their limited incomes result in thrifty purchases.

- They do not eat the healthiest foods, nor do they see a doctor regularly.

- They dress to impress with the latest fashions of the season.

- They prefer environmentally friendly products and vehicles that get good gas mileage.

- They're heavily influenced by celebrity endorsements and trends in magazines.

- They feel anything that can be done online is easier than in person.
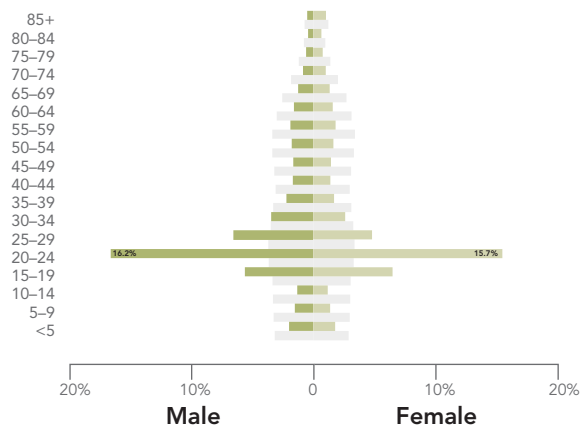
- They have liberal political views.

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14B

LifeMode Group: Scholars and Patriots
College Towns

TAPESTRY
SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 24.5   US: 38.2

▨ Indicates US

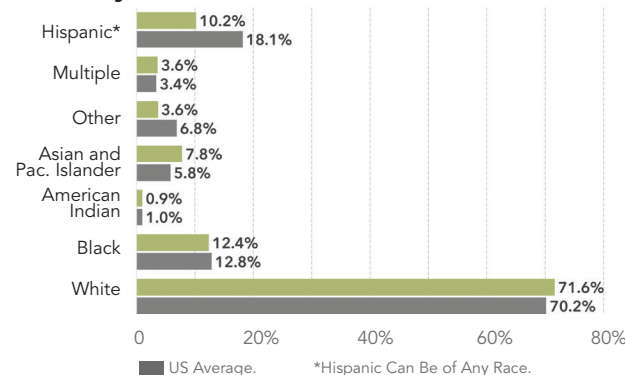|	
Male	Female

16.2% (Male, 20–24)   15.7% (Female, 20–24)

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 56.3   US: 64.0

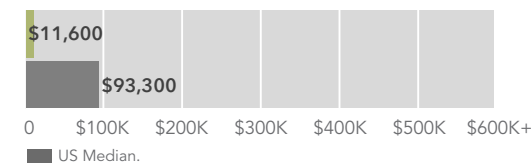| Group	College Towns	US Average
Hispanic*	10.2%	18.1%
Multiple	3.6%	3.4%
Other	3.6%	6.8%
Asian and Pac. Islander	7.8%	5.8%
American Indian	0.9%	1.0%
Black	12.4%	12.8%
White	71.6%	70.2%

■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
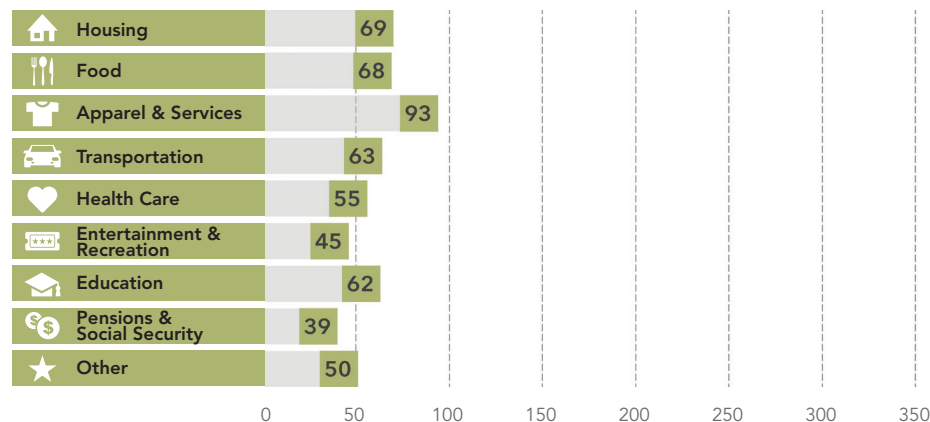
Median Household Income

$32,200
$56,100

0   $100K $200K $300K $400K $500K $600K+

Median Net Worth

$11,600
$93,300

0   $100K $200K $300K $400K $500K $600K+
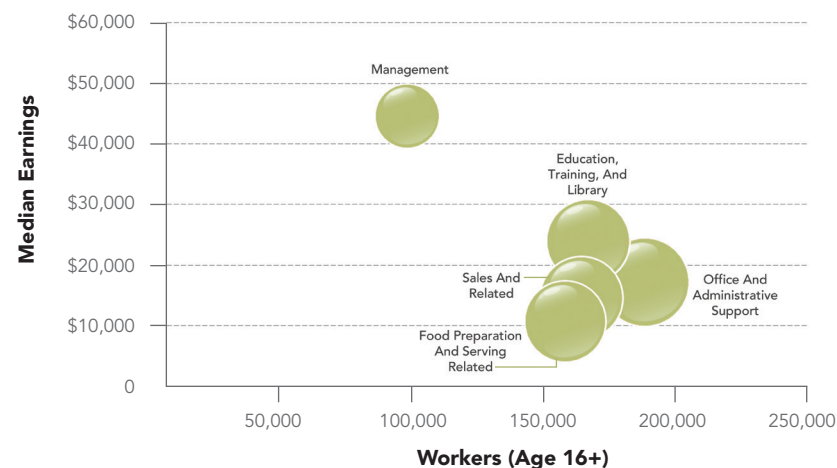
■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	69
Food	68
Apparel & Services	93
Transportation	63
Health Care	55
Entertainment & Recreation	45
Education	62
Pensions & Social Security	39
Other	50

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Median Earnings (y-axis): $0 – $60,000

- Management
- Education, Training, And Library
- Sales And Related
- Office And Administrative Support
- Food Preparation And Serving Related

Workers (Age 16+): 50,000 – 250,000

14B

LifeMode Group: Scholars and Patriots
College Towns

TAPESTRY
SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Own laptops/notebooks, portable MP3 players, and video game systems.
- Prefer to watch movies and TV programs online; but do watch some TV like MTV2, ESPNews, ESPN2, and Comedy Central.
- Use the Internet for social media connections, blogging, paying bills, downloading music, and searching for jobs.
- Have cell phones only (no landlines) and enjoy customizing them.
- Popular activities: backpacking, Pilates, and Frisbee.
- Go out to the movies and out for drinks.

HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
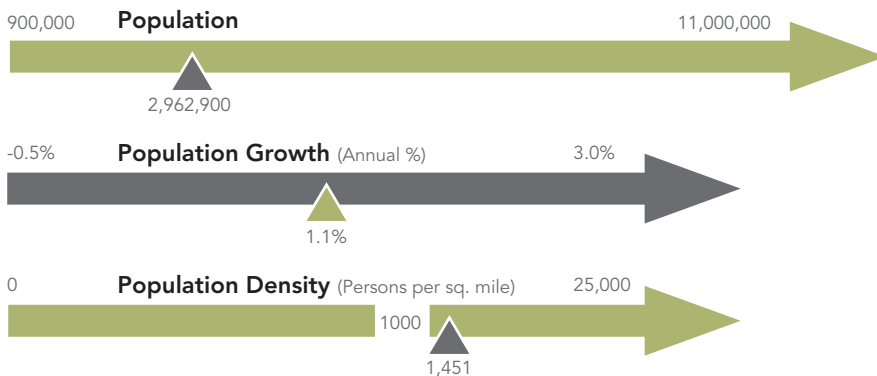
Typical Housing:
Multi-Unit Rentals;
Single Family

Average Rent:
$927

US Average: $1,038
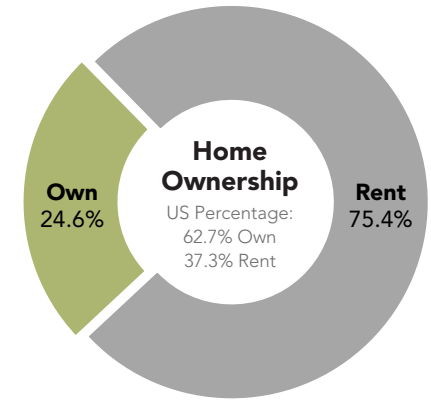
Home Ownership
US Percentage:
62.7% Own
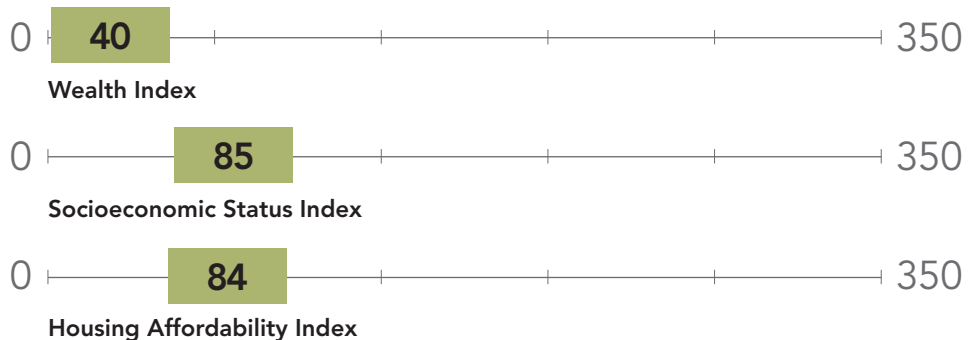37.3% Rent

Own 24.6%

Rent 75.4%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,962,900

Population Growth (Annual %)
-0.5% — 3.0%
1.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,451

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
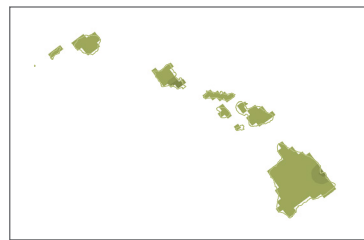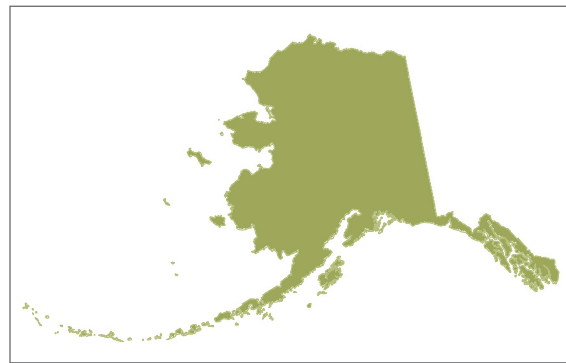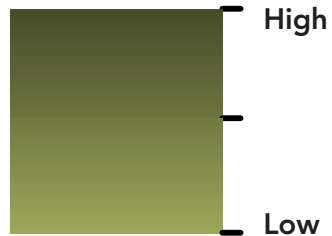
0 — **40** — 350
Wealth Index

0 — **85** — 350
Socioeconomic Status Index

0 — **84** — 350
Housing Affordability Index

14B

LifeMode Group: Scholars and Patriots
College Towns

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *College Towns* Tapestry Segment by households.

High

Low

G79488

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Dorms to Diplomas

14C

Households: 630,300

Average Household Size: 2.22

Median Age: 21.6

Median Household Income: $16,800

WHO ARE WE?

On their own for the first time, *Dorms to Diplomas* residents are just learning about finance and cooking. Frozen dinners and fast food are common options. Shopping trips are sporadic, and preferences for products are still being established. Many carry a balance on their credit card so they can buy what they want now. Although school and part-time work take up many hours of the day, the remainder is usually filled with socializing and having fun with friends. They are looking to learn life lessons inside and outside of the classroom. This is the first online generation, having had lifelong use of computers, the Internet, cell phones, and MP3 players.

OUR NEIGHBORHOOD

- Mix of dorms, on-campus and off-campus housing cater to young renters.
- Off-campus householders are commonly students living alone or with roommates; average household size is 2.22.
- More than 80% of the housing are apartments; many older homes in town have been converted into multifamily living units.
- With limited parking on campus, many walk, bike, or car pool to class.
- Less than one in ten homes are owner occupied.

SOCIOECONOMIC TRAITS

- They're the youngest market with half of the population aged 20–24.
- They're impulse buyers who experiment with different brands.
- They buy trendy clothes on a budget.
- Vehicles are just a means of transportation—economy and environmental impact are factors in purchases; used, imported subcompact cars are a popular choice.
- They value socializing, having fun, and learning new things.
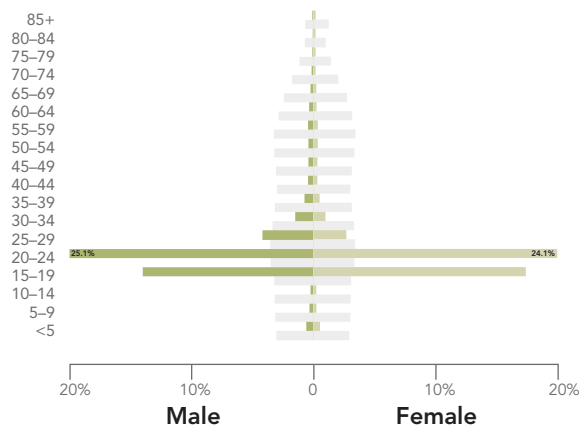- They're always connected; their cell phone is never out of reach.

TAPESTRY SEGMENTATION
esri.com/tapestry

Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

14C

Dorms to Diplomas

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)
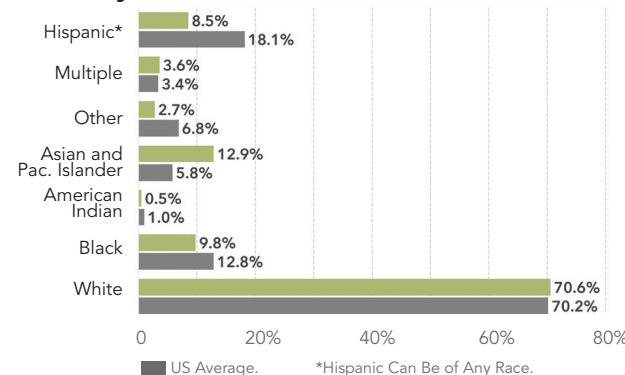
Median Age: 21.6 US: 38.2

▭ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 55.8 US: 64.0

Category	This market	US Average
Hispanic*	8.5%	18.1%
Multiple	3.6%	3.4%
Other	2.7%	6.8%
Asian and Pac. Islander	12.9%	5.8%
American Indian	0.5%	1.0%
Black	9.8%	12.8%
White	70.6%	70.2%

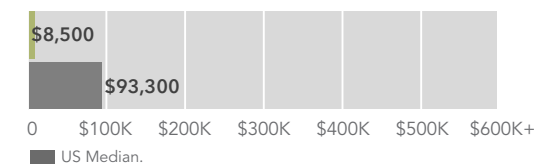■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by Esri.
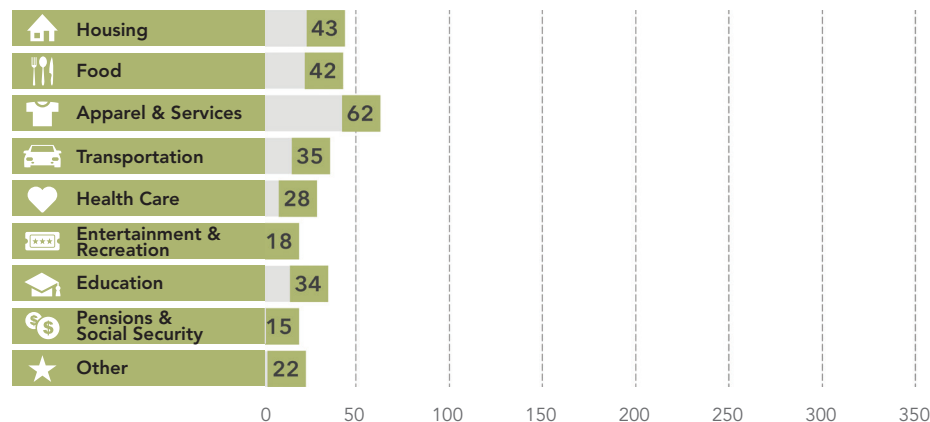
Median Household Income

$16,800
$56,100

Median Net Worth

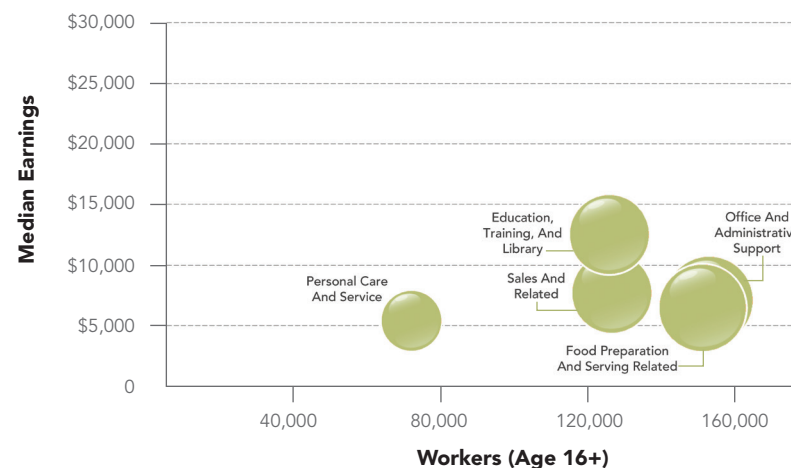$8,500
$93,300

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by Esri.

Category	Index
Housing	43
Food	42
Apparel & Services	62
Transportation	35
Health Care	28
Entertainment & Recreation	18
Education	34
Pensions & Social Security	15
Other	22

OCCUPATION BY EARNINGS

The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Personal Care And Service
Education, Training, And Library
Office And Administrative Support
Sales And Related
Food Preparation And Serving Related

Median Earnings

Workers (Age 16+)

MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They enjoy going to the movies, out to bars for drinks and maybe a game of billiards.
- With little experience cooking, fast food and frozen dinners are the "go-to" choices.
- Rely on Internet shopping to express appearance and fashion preferences; hair color and teeth whiteners are commonplace.
- They listen to all the latest music on their mobile devices.
- They're very active on and off campus, participating in many sports and activities like frisbee, bowling, weight lifting, jogging, and yoga.
- Use a computer for just about everything including news, entertainment, shopping, blogging, social media, TV, movies, and homework.
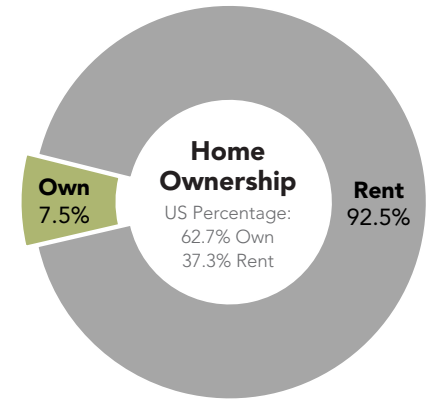
HOUSING

Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.
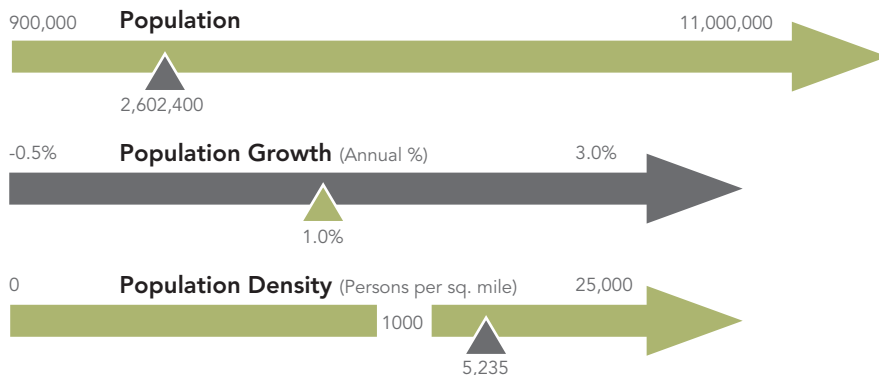
Typical Housing:
Multi-Unit Rentals

Average Rent:
$1,025
US Average: $1,038

Home Ownership
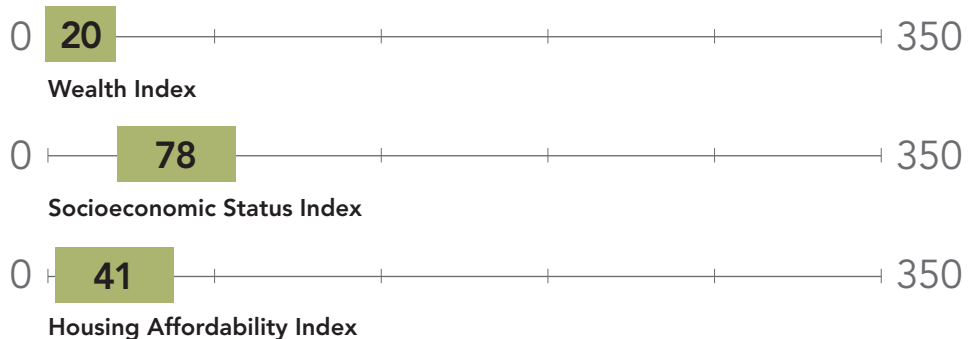US Percentage:
62.7% Own
37.3% Rent

Own 7.5%

Rent 92.5%

POPULATION CHARACTERISTICS

Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.

Population
900,000 — 11,000,000
2,602,400

Population Growth (Annual %)
-0.5% — 3.0%
1.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
5,235

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.

0 — **20** — 350
Wealth Index

0 — **78** — 350
Socioeconomic Status Index

0 — **41** — 350
Housing Affordability Index

LifeMode Group: Scholars and Patriots

14C
Dorms to Diplomas

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

This map illustrates the density and distribution of the *Dorms to Diplomas* Tapestry Segment by households.

High

Low

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