

# SAMPLE OF ACTUAL REPORT



KNOW YOUR COMMUNITY  
REPORT



**Your Church  
Logo here**



# Important Note:

The data in this **sample** report is **REAL** data of a **SPECIFIC** Church that a consult was done for. **THIS** data will be **DIFFERENT** for your church data. Please do **NOT** take **ANY** of this data and think it matches your community. It **WILL NOT**. This is to show you a **sample** of the report you will receive for your church.

Thanks 😊

You are reading one of the most important reports for your church.

If you don't know your community, then it is difficult to reach your community.

What makes the ***Know Your Community*** report so important?

Your church's address is not an accident. God sovereignly placed your church there to reach the people around you. Do you know them? This report will help you understand your neighbors. Jesus' Great Commandment (Matthew 22:34-40) gives clear instructions: Love your neighbor. Knowing your neighbor is the first step to loving your neighbor.

What is in this report?

The following pages will reveal what makes your community unique. This report includes two key attributes often used to describe a particular group of people: 1) Demographics and 2) Psychographics.

Demographics are ***who*** people are. Common demographics include age, gender, and ethnicity. These attributes are often external features not related to what a person believes or how a person behaves.

Psychographics are ***what*** people prefer. Common psychographics include motivations, beliefs, and priorities. These attributes are often internal features that are impossible to know without asking.

How should you read this report?

Undoubtedly, there is a lot of information here! You may need to read the report several times to process everything. Start with the first section, which includes several infographics. They make the data more accessible. Then move to the more detailed section. Look for surprises and confirmations. Surprises are those pieces of data you did not expect. Confirmations will corroborate what you already believe about your community.

What should you do with surprises and confirmations?

Surprises reveal areas of needed ministry. For example, if your community is younger than anticipated, then you should examine your ministries to see if they are aligned with reaching this demographic.

Confirmations reveal areas of focus. If you know your community is ethnically diverse, and this report corroborates your perception, then your church should stay focused on ethnic diversity.

How is the community defined?

In most cases, we use drive time to determine the boundaries of the community. Common drive times are ten minutes (for more dense communities) and twenty minutes (for less dense communities). We use drive time for a few reasons:

- Other reports use a radius around the location to determine the community. But a radius definition often draws in features that distort data. A large lake or a major highway can alter the results when included in a radius. Drive time works around these distortions for a clearer picture of the actual community.
- Drive time is an easy way to grasp your community. Other reports use zip codes to determine the community, but most people do not quickly recall where one zip code ends and another begins.

In select cases, we will use either a radius or zip codes to determine the boundaries of the community. Some locations require a different approach than drive time.

How accurate is the data?

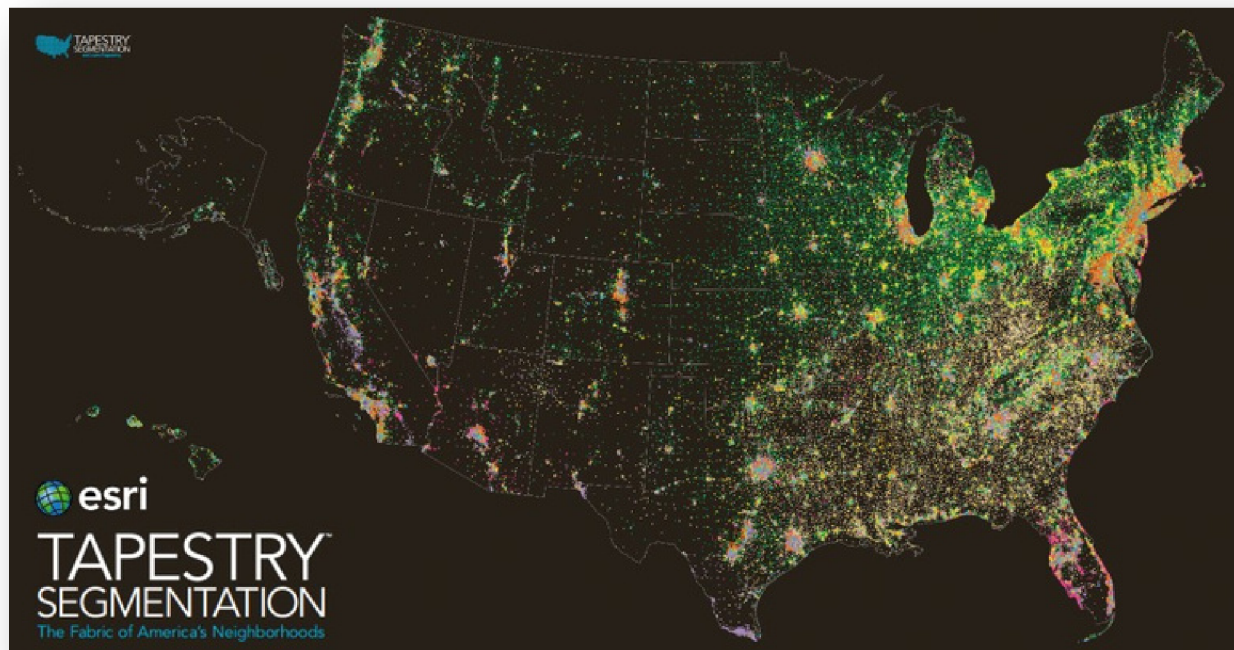
We partner with ESRI to produce these reports. ESRI's software is the most powerful mapping and spatial data analytics technology available.

How was the ***Know Your Community*** report created?

Our team spent months developing a proprietary process that assembles the most relevant data for your church. Billions of data points exist within ESRI's systems. We've streamlined an approach that brings you the most pertinent features of your community in a way that is understandable.

What is tapestry segmentation?

A special report called "Tapestry Segmentation" is in the detailed section following the infographics. It's one of the unique features of the ***Know Your Community*** report. Tapestry segmentation classifies neighborhoods into sixty-seven unique segments based on both demographics and psychographics. Several easy-to-understand terms are used to describe communities. You will read terms like "Rooted Rural" and "Rustbelt Traditions" and "Up and Coming Families." The below picture demonstrates the uniqueness of communities in the United States. Tapestry segmentation is a way to understand the nuances of your neighborhood.



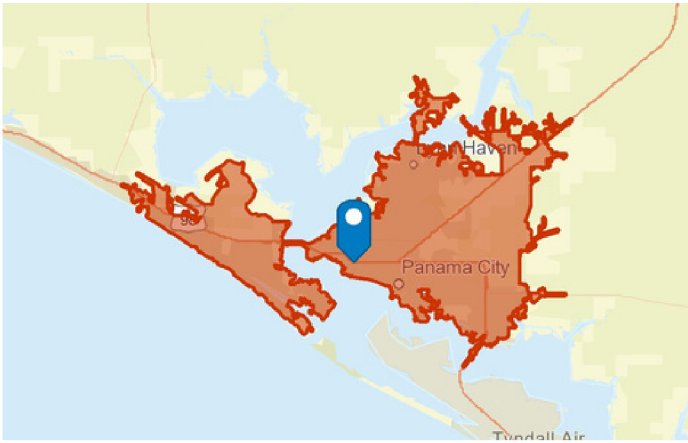


**KNOW YOUR COMMUNITY**  
REPORT

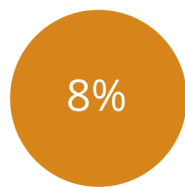
Look at your top ten tapestry segmentations. Likely, the top ten segments make up most of your community. Then [click here](#) to find many more details about each segment. Read about your top ten segments and take notes about what surprises you and what confirms your perceptions about your community. This exercise may take a couple of hours, but you will learn a lot about the people in your community.

YOUR CHURCH NAME HERE

YOUR CHURCH ADDRESS HERE



EDUCATION



No High School Diploma



31%

High School Graduate



35%

Some College



26%

Bachelor's/Grad/Prof Degree

KEY FACTS

123,291

Population



Median Age



Average Household Size

\$57,656

Median Household Income

BUSINESS



6,837

Total Businesses

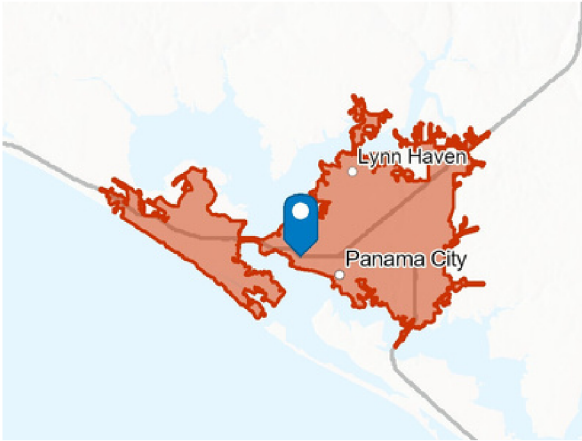


69,402

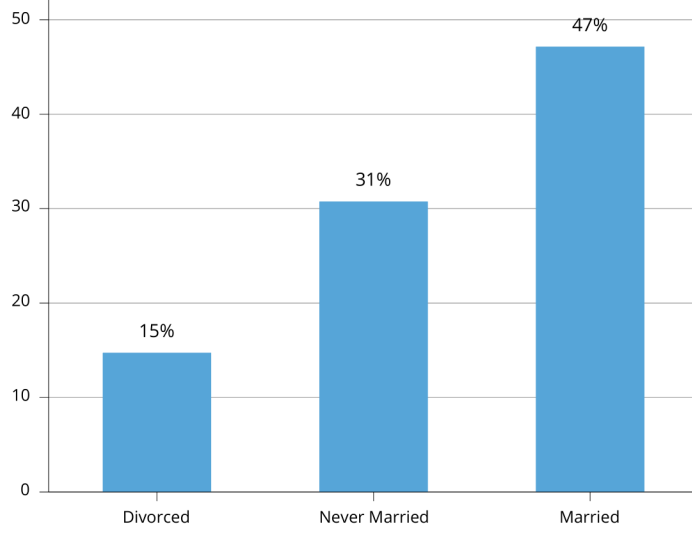
Total Employees

YOUR CHURCH NAME HERE

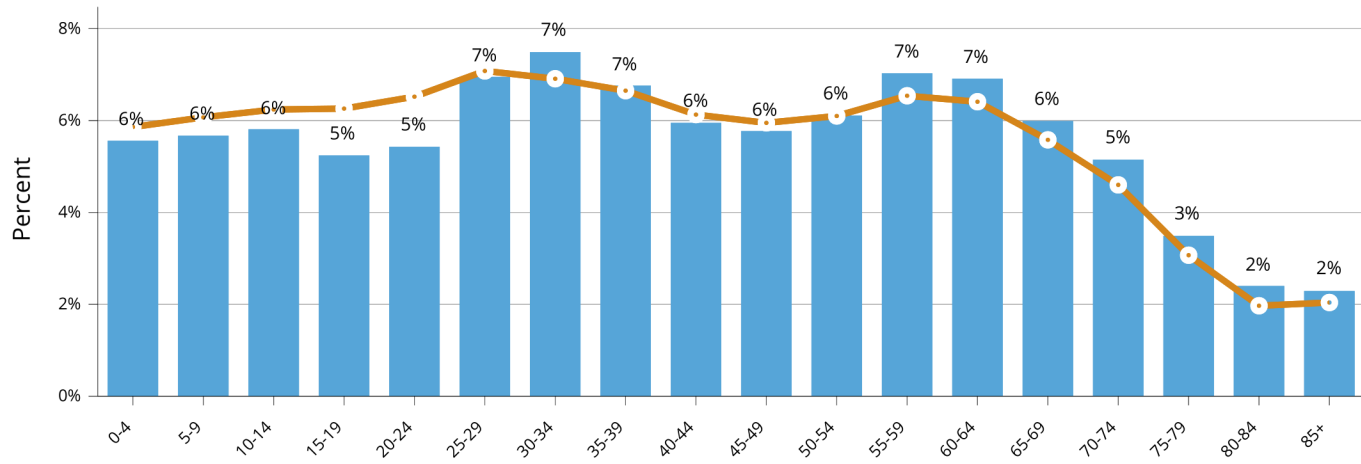
YOUR CHURCH ADDRESS HERE



### 2021 Adult Marriage Figures

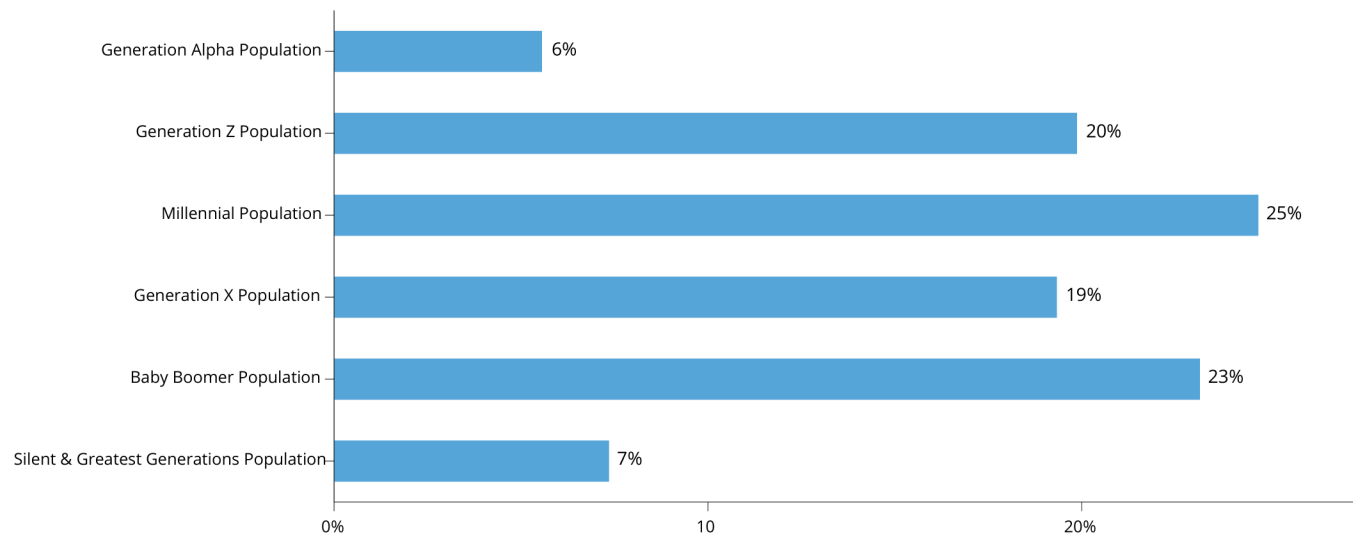


### Age Profile



Dots show comparison to **United States**

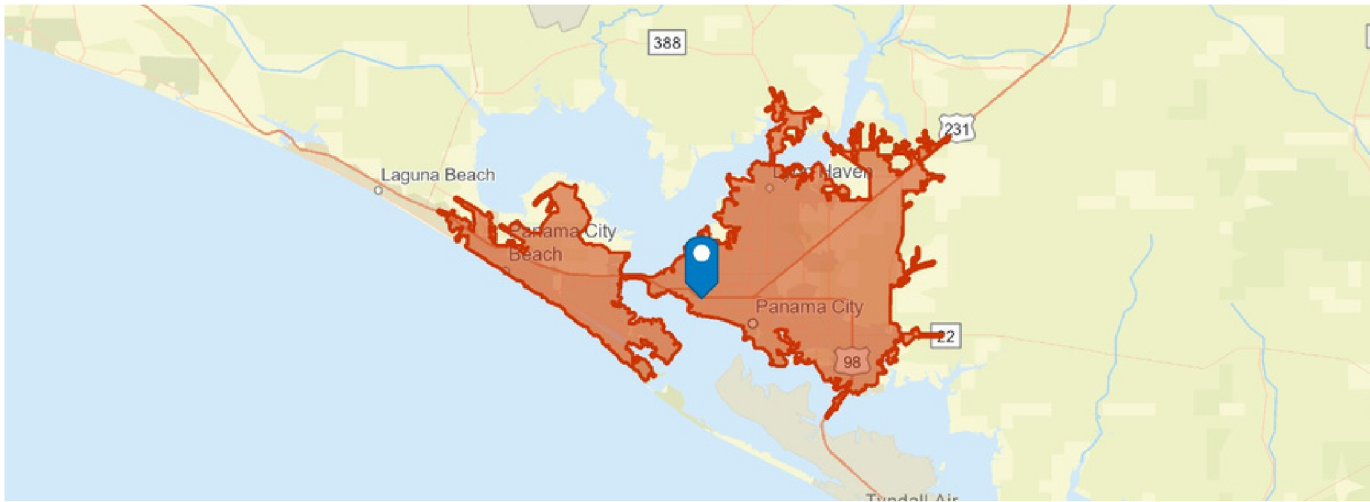
### Generations



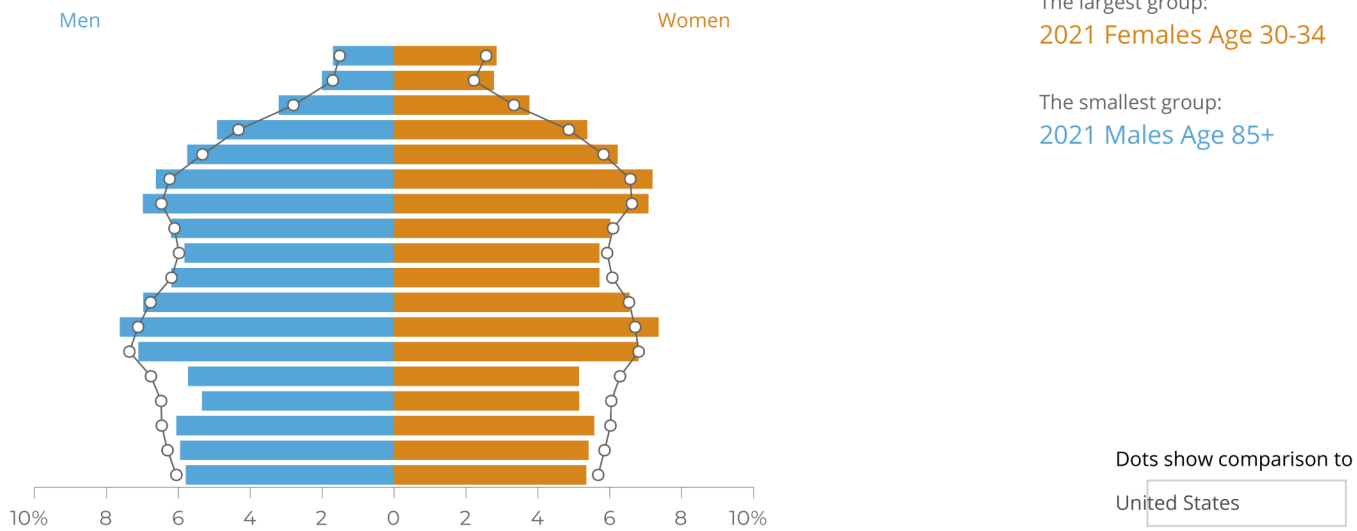


YOUR CHURCH NAME HERE

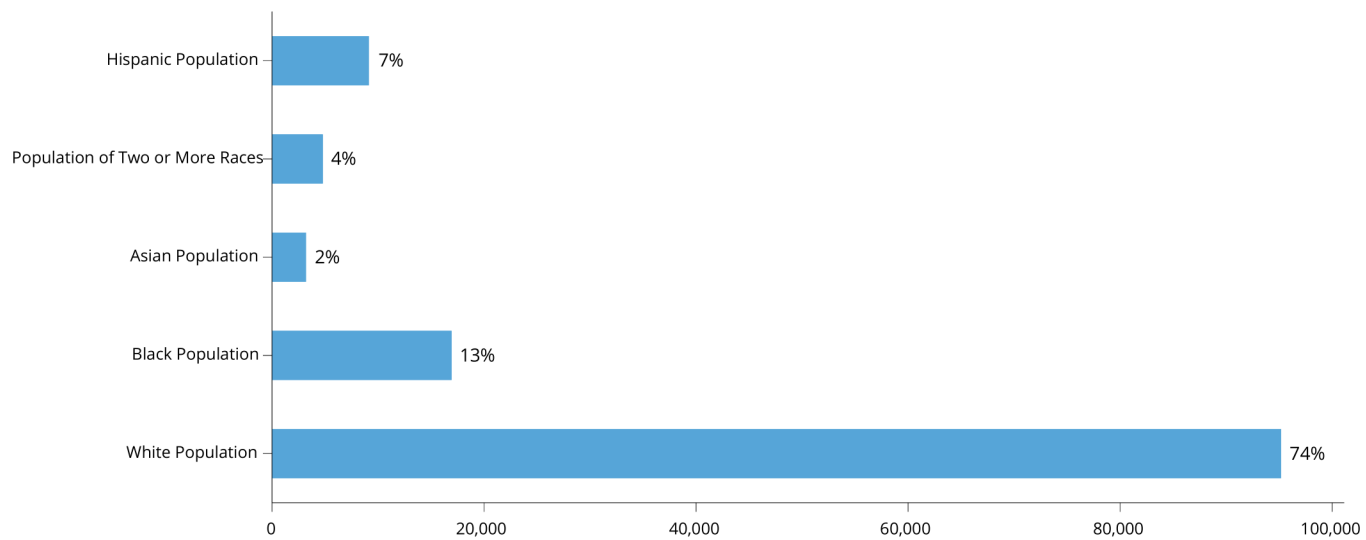
YOUR CHURCH ADDRESS HERE



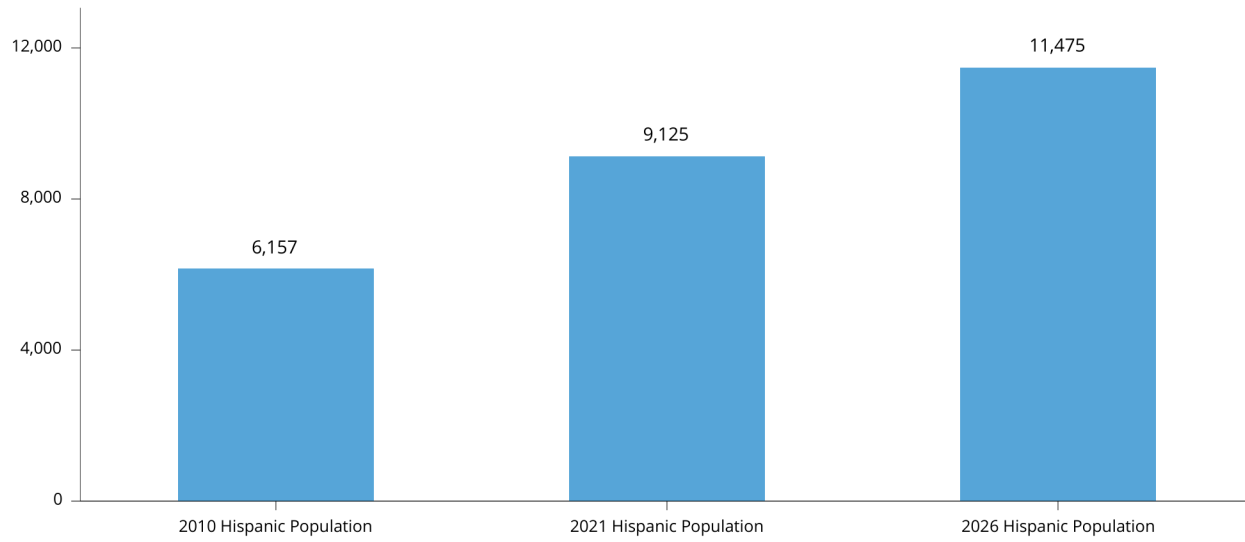
### Age Pyramid



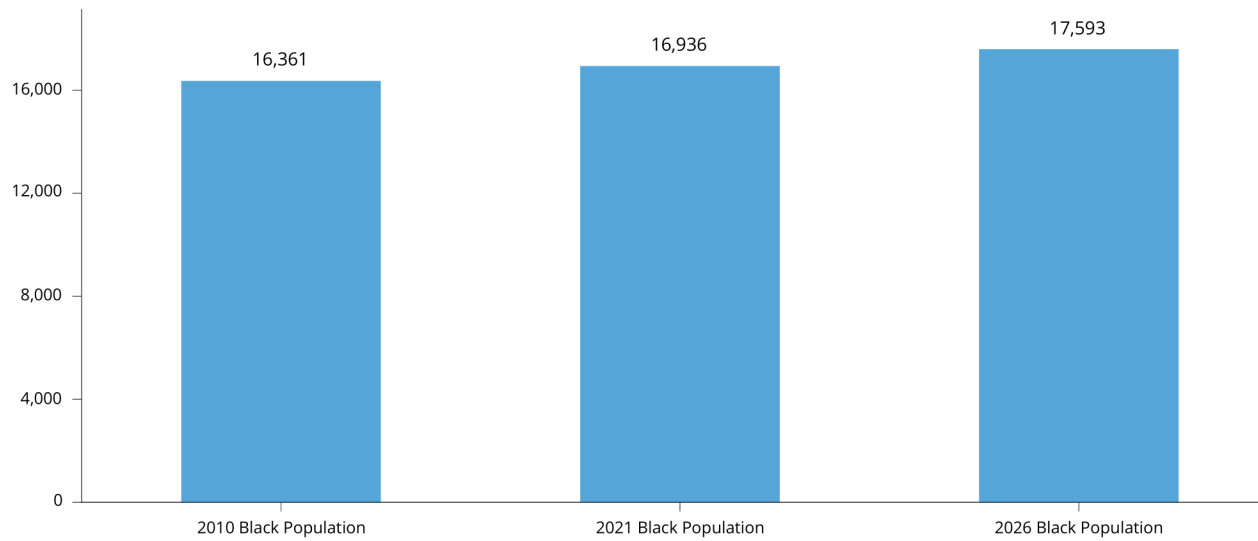
### Current Population by Race



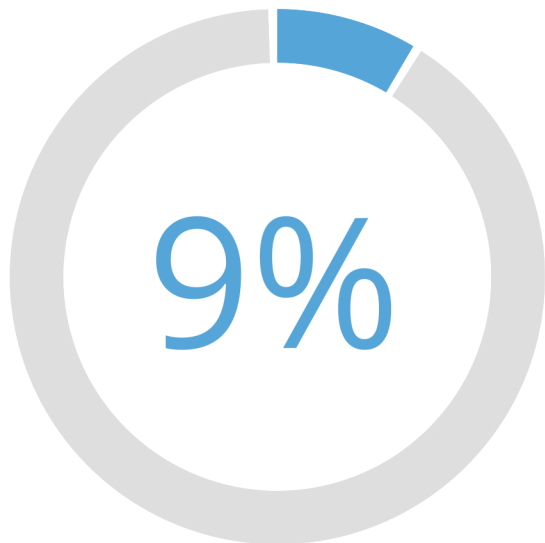
Hispanic Population (Past, Current, Future)



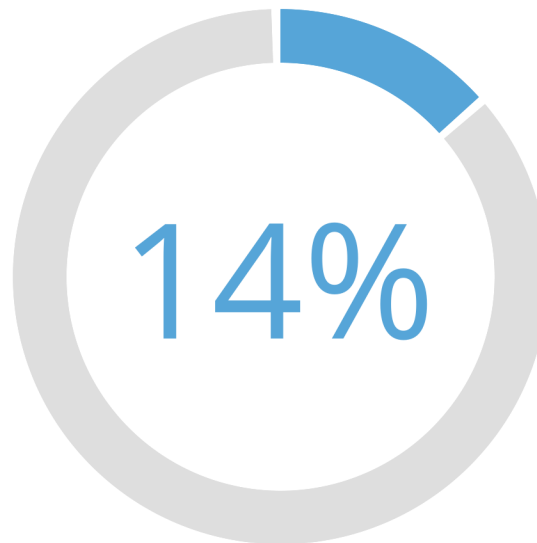
Black Population (Past, Current, Future)



2026 Projected Hispanic Population Percentage

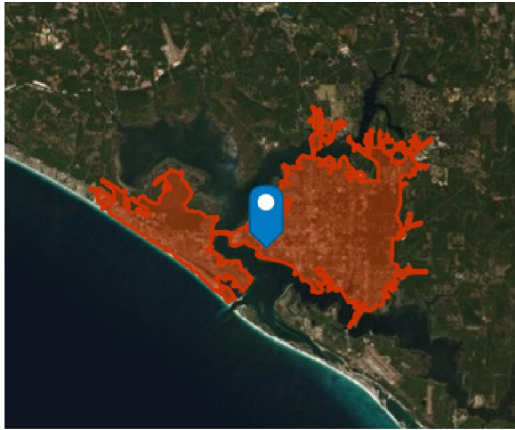


2026 Projected Black Population Percentage



YOUR CHURCH NAME HERE

YOUR CHURCH ADDRESS HERE



### Households By Income

The largest group: \$50,000 - \$74,999 (22.1%)

The smallest group: \$200,000+ (4.2%)

Indicator ▲	Value	Diff
<\$15,000	10.4%	+0.6%
\$15,000 - \$24,999	7.8%	-0.4%
\$25,000 - \$34,999	8.4%	0
\$35,000 - \$49,999	14.5%	+2.6%
\$50,000 - \$74,999	22.1%	+4.8%
\$75,000 - \$99,999	15.7%	+2.9%
\$100,000 - \$149,999	11.7%	-4.1%
\$150,000 - \$199,999	5.3%	-1.9%
\$200,000+	4.2%	-4.3%

Bars show deviation from United States

### POPULATION BY GENERATION



7.3%

Greatest Gen:  
Born 1945/Earlier



23.2%

Baby Boomer:  
Born 1946 to 1964



19.3%

Generation X:  
Born 1965 to 1980



24.7%

Millennial:  
Born 1981 to 1998



19.9%

Generation Z:  
Born 1999 to 2016



5.6%

Alpha: Born  
2017 to Present

### Race and Ethnicity

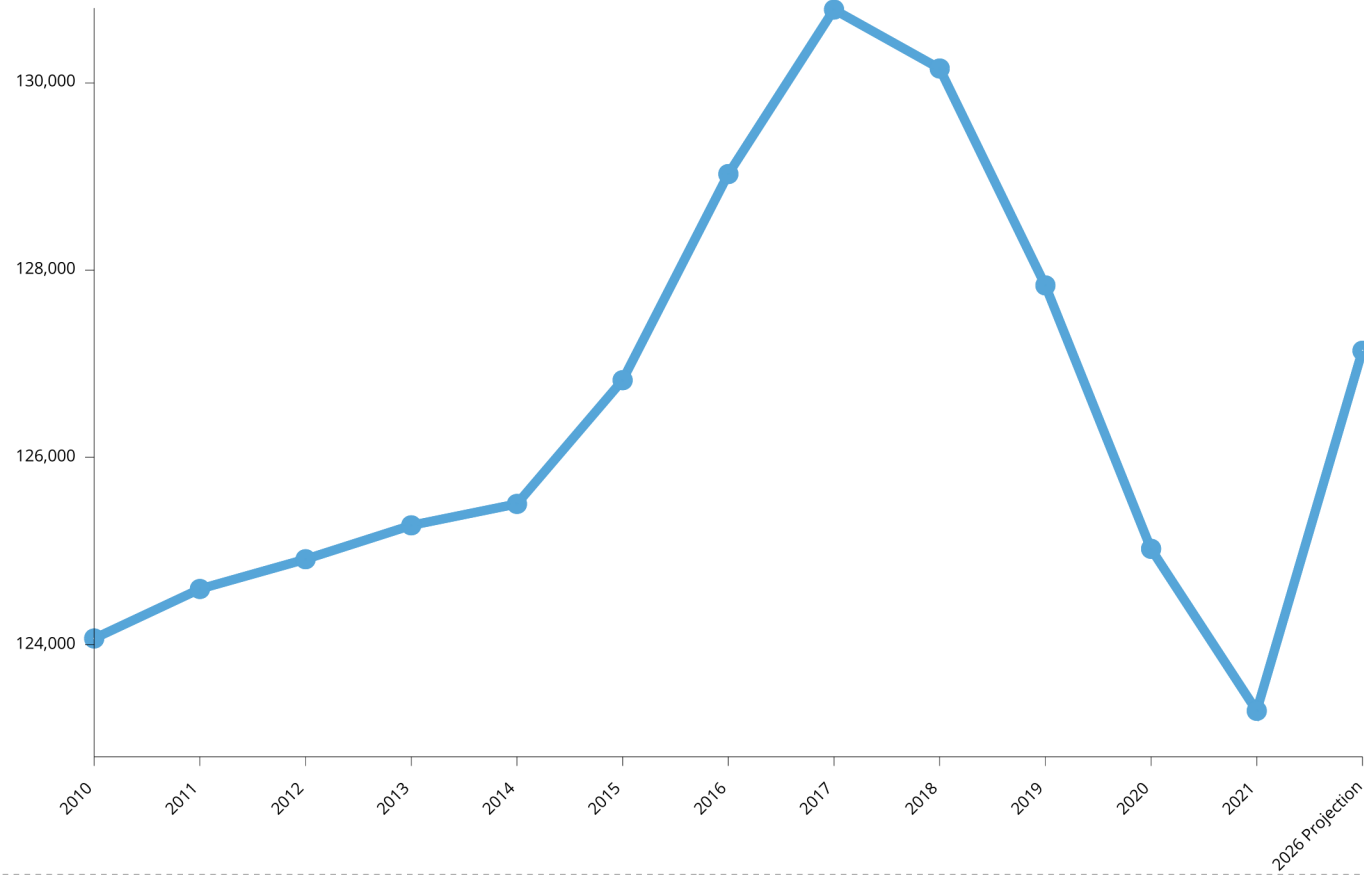
The largest group: White Alone (77.19)

The smallest group: Pacific Islander Alone (0.14)

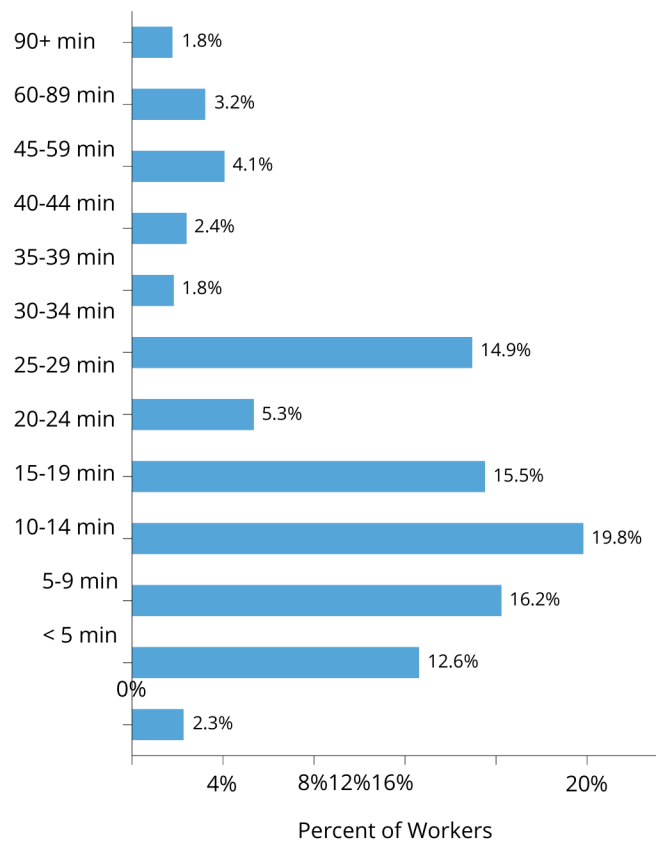
Indicator ▲	Value	Diff
White Alone	77.19	+8.02
Black Alone	13.74	+0.75
American Indian/Alaska Native Alone	0.65	-0.34
Asian Alone	2.60	-3.33
Pacific Islander Alone	0.14	-0.06
Other Race	1.80	-5.31
Two or More Races	3.88	+0.27
Hispanic Origin (Any Race)	7.40	-11.52

Bars show deviation from United States

Community Population Trend



TRAVEL TIME TO WORK



AT RISK



18,413

Households With Disability



21

Pop 65+ Speak Spanish & No English

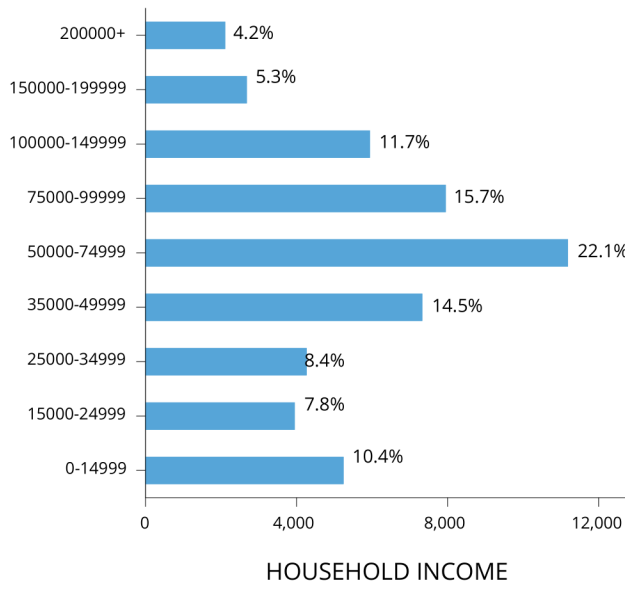
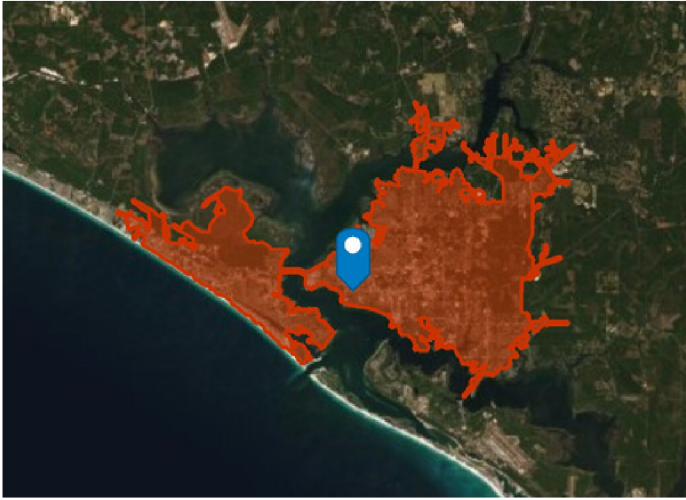


939

Households Without Vehicle

YOUR CHURCH NAME HERE

YOUR CHURCH ADDRESS HERE



HOUSING STATS

INCOME



\$231,892

Median Home Value



\$8,400

Average Spent on Mortgage & Basics



\$824

Median Contract Rent



\$57,656

Median Household Income



\$31,067

Per Capita Income



\$122,844

Median Net Worth

EMPLOYMENT



62%

White Collar



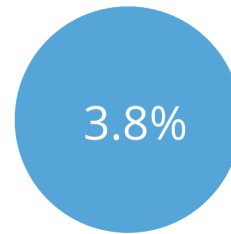
21%

Blue Collar



17%

Services



Unemployment Rate

## ANNUAL HOUSEHOLD SPENDING



\$1,753

Apparel & Services



\$136

Computers & Hardware



\$3,122

Eating Out



\$4,544

Groceries



\$5,335

Health Care

## PETS



Household Owns a Dog

41%



Household Owns a Cat

24%



Household Owns Any Pet

54%

## ANNUAL LIFESTYLE SPENDING



\$2,041

Travel



\$64

Theatre/Operas/ Concerts



\$73

Movies/Museums/ Parks



\$51

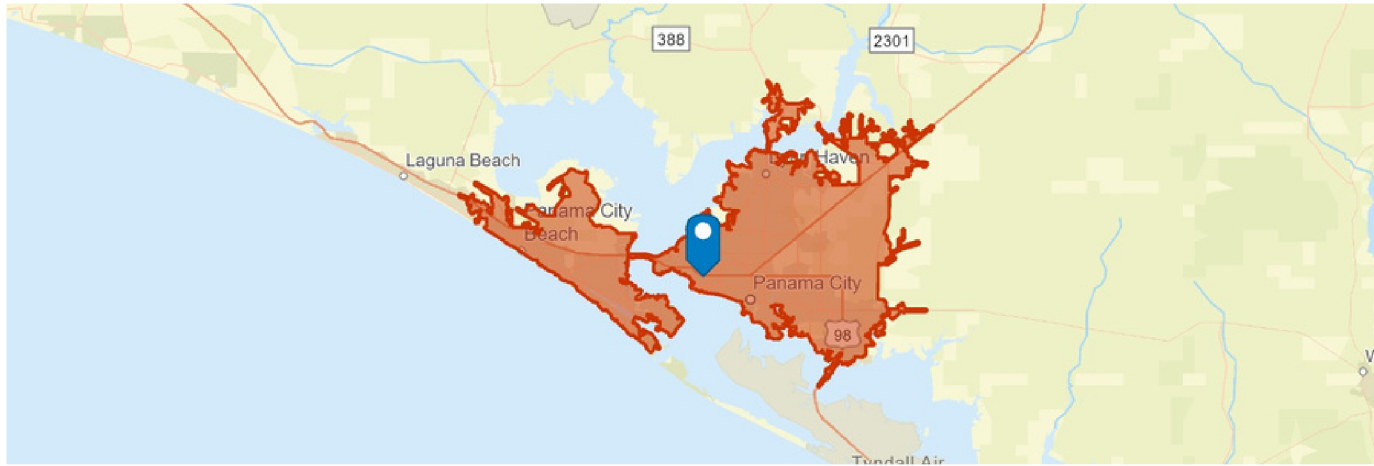
Sports Events



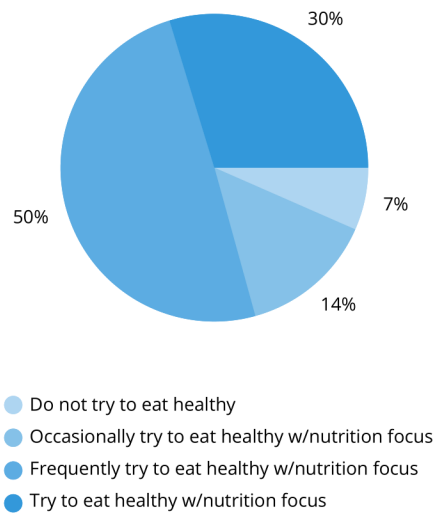
\$5

Online Games

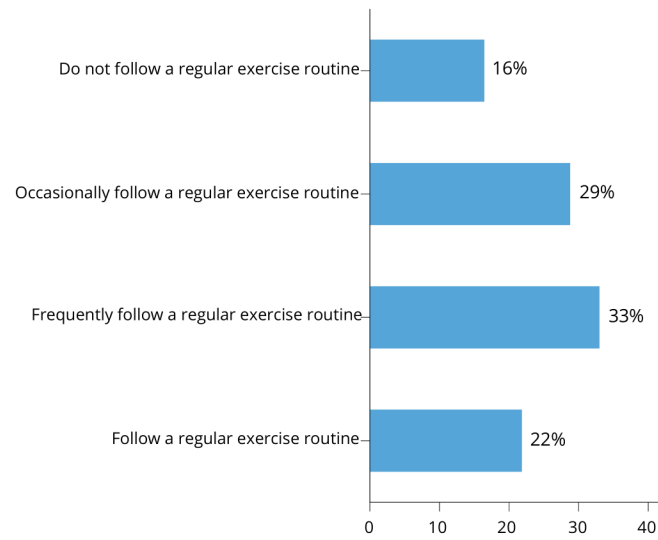
YOUR CHURCH NAME HERE



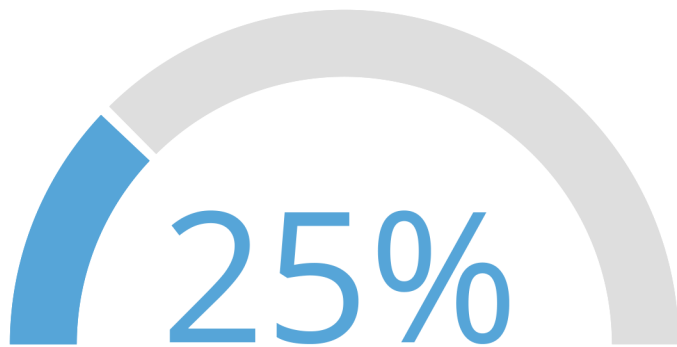
### Eating Healthy



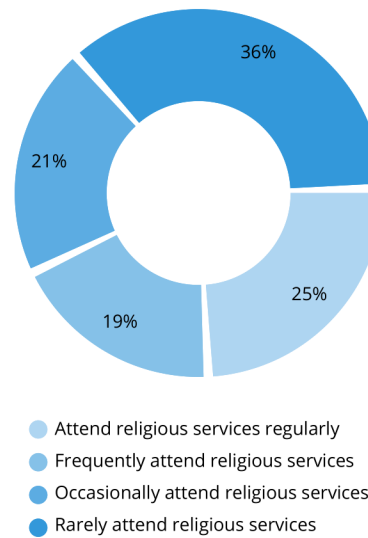
### Follow a Regular Exercise Routine



### Contributed to a Religious Org Last 12 Months

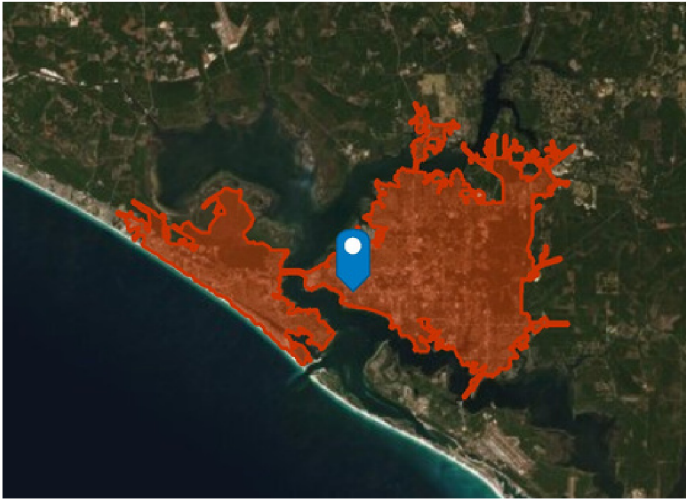


### Attending Religious Services

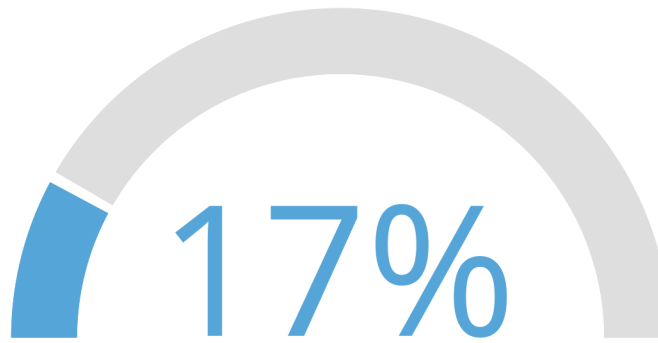


YOUR CHURCH NAME HERE

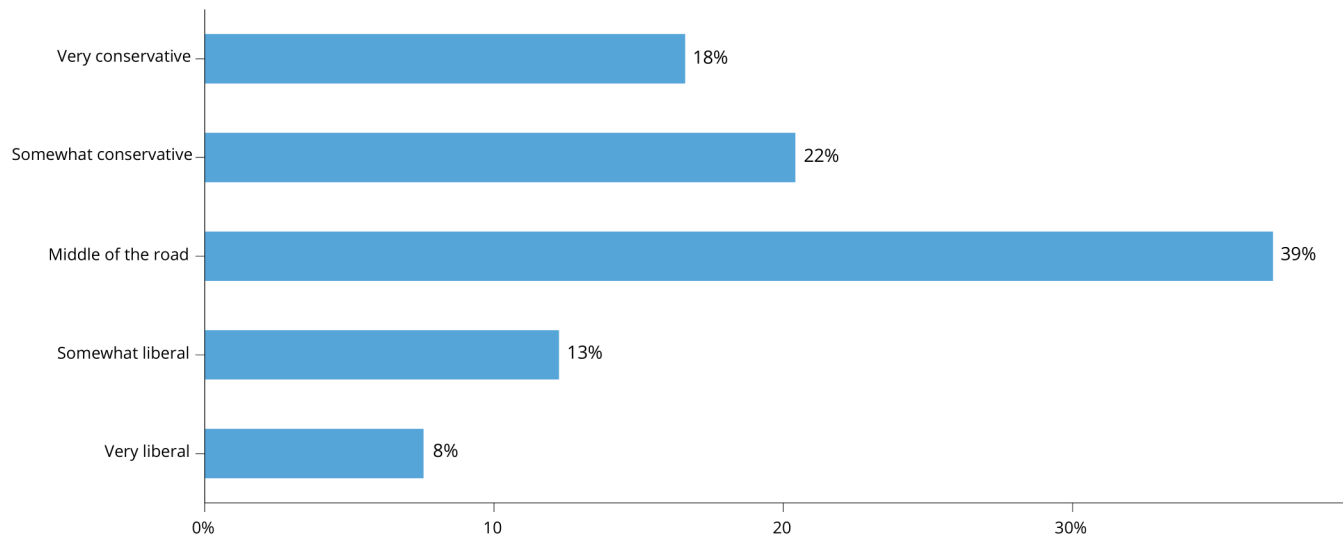
YOUR CHURCH ADDRESS HERE



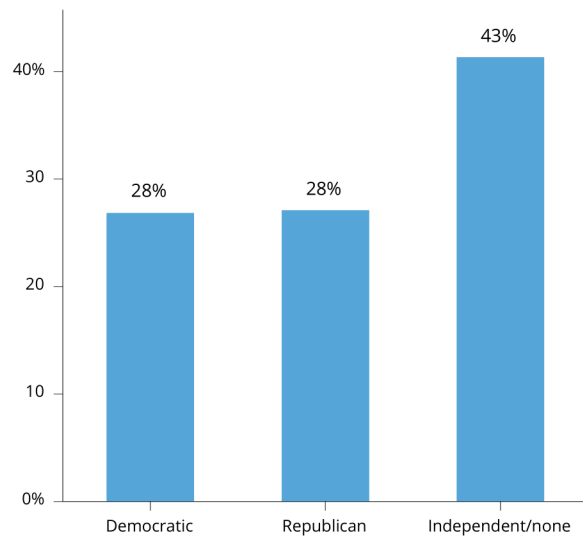
Volunteered for a Charitable Org Last 12 Months



Political Leaning



Political Affiliation



*Know Your Community*

Report Powered By:



ChurchAnswers.com





# ACS Population Summary

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>TOTALS</b>				
Total Population	134,871		3,267	High
Total Households	53,374		1,097	High
Total Housing Units	70,951		1,183	High
<b>POPULATION AGE 3+ YEARS BY SCHOOL ENROLLMENT</b>				
Total	129,518	100.0%	3,122	High
Enrolled in school	29,862	23.1%	1,377	High
Enrolled in nursery school, preschool	2,062	1.6%	313	High
Public school	1,127	0.9%	240	Medium
Private school	935	0.7%	210	Medium
Enrolled in kindergarten	1,800	1.4%	310	High
Public school	1,589	1.2%	294	High
Private school	211	0.2%	101	Medium
Enrolled in grade 1 to grade 4	6,348	4.9%	634	High
Public school	5,735	4.4%	621	High
Private school	613	0.5%	145	Medium
Enrolled in grade 5 to grade 8	5,929	4.6%	577	Medium
Public school	5,182	4.0%	539	High
Private school	747	0.6%	193	High
Enrolled in grade 9 to grade 12	6,319	4.9%	590	Medium
Public school	5,786	4.5%	578	High
Private school	533	0.4%	121	Medium
Enrolled in college undergraduate years	6,290	4.9%	553	Medium
Public school	5,391	4.2%	509	High
Private school	898	0.7%	231	High
Enrolled in graduate or professional school	1,114	0.9%	215	Medium
Public school	730	0.6%	183	High
Private school	384	0.3%	114	Medium
Not enrolled in school	99,656	76.9%	2,003	Medium
<b>POPULATION AGE 65+ BY RELATIONSHIP AND HOUSEHOLD TYPE</b>				
Total				High
Living in Households	22,729	100.0%	88	High
Living in Family Households	22,058	97.0%	8	High
Householder	14,980	65.9%	863	High
Spouse	7,628	33.6%	78	High
Parent	5,100	22.4%	0	High
Parent-in-law	1,165	5.1%	43	Medium
Other Relative	337	1.5%	0	Medium
Nonrelative	564	2.5%	323	Medium
Living in Nonfamily Households	186	0.8%	295	Medium
Householder	7,078	31.1%	132	Medium
Nonrelative	6,708	29.5%	206	High
Living in Group Quarters	370	1.6%	98	High
	671	3.0%	48	Medium
			3	Medium
			473	
			86	
			221	



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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS BY TYPE AND SIZE</b>				
Family Households	33,206	62.2%	932	
2-Person	16,077	30.1%	700	High
3-Person	8,094	15.2%	584	High
4-Person	5,306	9.9%	456	High
5-Person	2,614	4.9%	330	High
6-Person	804	1.5%	161	High
7+ Person	311	0.6%	124	Medium
Nonfamily Households	20,168	37.8%	862	Medium
1-Person	16,280	30.5%	790	High
2-Person	3,426	6.4%	436	High
3-Person	424	0.8%	148	High
4-Person	20	0.0%	31	Medium
5-Person	18	0.0%	20	Low
6-Person	0	0.0%	0	Low
7+ Person	0	0.0%	0	Low
<b>HOUSEHOLDS BY PRESENCE OF PEOPLE UNDER 18 YEARS BY HOUSEHOLD TYPE</b>				
Households with one or more people under 18 years	15,141	28.4%	744	High
Family households	15,010	28.1%	740	High
Married-couple family	8,616	16.1%	542	High
Male householder, no wife present	1,436	2.7%	285	Medium
Female householder, no husband present	4,957	9.3%	501	High
Nonfamily households	131	0.2%	90	Low
Households with no people under 18 years	38,233	71.6%	1,006	High
Married-couple family	14,137	26.5%	600	High
Other family	4,059	7.6%	415	High
Nonfamily households	20,037	37.5%	859	High
<b>HOUSEHOLDS BY PRESENCE OF PEOPLE 65 YEARS AND OVER, HOUSEHOLD SIZE AND HOUSEHOLD TYPE</b>				
Households with Pop 65+	16,064	30.1%	643	High
1-Person	6,330	11.9%	466	High
2+ Person Family	9,232	17.3%	487	High
2+ Person Nonfamily	503	0.9%	121	Medium
Households with No Pop 65+	37,310	69.9%	1,032	High
1-Person	9,950	18.6%	669	High
2+ Person Family	23,975	44.9%	856	High
2+ Person Nonfamily	3,385	6.3%	447	High



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<b>POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH</b>				
Total	126,291	100.0%	3,032	
<b>5 to 17 years</b>				
Speak only English	18,896	15.0%	1,251	
Speak Spanish	713	0.6%	292	
Speak English "very well" or "well"	662	0.5%	275	
Speak English "not well"	51	0.0%	74	
Speak English "not at all"	0	0.0%	0	
Speak other Indo-European languages	314	0.2%	152	
Speak English "very well" or "well"	314	0.2%	152	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	305	0.2%	211	
Speak English "very well" or "well"	305	0.2%	211	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
Speak other languages	111	0.1%	98	
Speak English "very well" or "well"	77	0.1%	53	
Speak English "not well"	34	0.0%	47	
Speak English "not at all"	0	0.0%	0	
<b>18 to 64 years</b>				
Speak only English	75,480	59.8%	2,132	
Speak Spanish	4,096	3.2%	661	
Speak English "very well" or "well"	2,957	2.3%	419	
Speak English "not well"	920	0.7%	305	
Speak English "not at all"	219	0.2%	140	
Speak other Indo-European languages	1,463	1.2%	315	
Speak English "very well" or "well"	1,402	1.1%	292	
Speak English "not well"	60	0.0%	56	
Speak English "not at all"	0	0.0%	0	
Speak Asian and Pacific Island languages	1,587	1.3%	386	
Speak English "very well" or "well"	1,422	1.1%	330	
Speak English "not well"	161	0.1%	91	
Speak English "not well"	5	0.0%	8	
Speak English "not at all"	596	0.5%	231	
Speak other languages	475	0.4%	201	
Speak English "very well" or "well"	122	0.1%	112	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	
<b>65 years and over</b>				
Speak only English	21,291	16.9%	862	
Speak Spanish	551	0.4%	155	
Speak English "very well" or "well"	353	0.3%	97	
Speak English "not well"	176	0.1%	120	
Speak English "not well"	21	0.0%	30	
Speak English "not at all"	527	0.4%	178	
Speak other Indo-European languages	518	0.4%	175	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	9	0.0%	14	
Speak English "not at all"	340	0.3%	112	
Speak Asian and Pacific Island languages	269	0.2%	85	
Speak English "very well" or "well"	35	0.0%	44	
Speak English "not well"	36	0.0%	58	
Speak English "not at all"	20	0.0%	21	
Speak other languages	20	0.0%	21	
Speak English "very well" or "well"	0	0.0%	0	
Speak English "not well"	0	0.0%	0	
Speak English "not at all"	0	0.0%	0	



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<b>WORKERS AGE 16+ YEARS BY PLACE OF WORK</b>				
Total	63,169	100.0%	1,872	High
Worked in state and in county of residence	59,727	94.6%	1,828	High
Worked in state and outside county of residence	2,425	3.8%	292	High
Worked outside state of residence	1,017	1.6%	198	High
<b>SEX BY CLASS OF WORKER FOR THE CIVILIAN EMPLOYED POPULATION 16 YEARS AND OVER</b>				
Total: 62,454		100.0%	1,878	High
Male: 32,010		51.3%	1,175	High
Employee of private company 22,233		35.6%	1,073	High
Self-employed in own incorporated business 1,589		2.5%	234	High
Private not-for-profit wage and salary workers 1,039		1.7%	216	Medium
Local government workers 1,481		2.4%	222	High
State government workers 792		1.3%	159	Medium
Federal government workers 2,803		4.5%	291	High
Self-employed in own not incorporated business workers 2,060		3.3%	310	High
Unpaid family workers 14		0.0%	23	High
Female: 30,443		48.7%	1,165	High
Employee of private company 20,599		33.0%	1,005	High
Self-employed in own incorporated business 877		1.4%	166	High
Private not-for-profit wage and salary workers 2,258		3.6%	316	High
Local government workers 2,302		3.7%	292	High
State government workers 1,507		2.4%	263	High
Federal government workers 1,279		2.0%	251	High
Self-employed in own not incorporated business workers 1,570		2.5%	256	High
Unpaid family workers 50		0.1%	49	Low
<b>POPULATION IN HOUSEHOLDS AND PRESENCE OF A COMPUTER</b>				
Total	133,497	100.0%	3,258	High
Population <18 in Households	28,882	21.6%	1,536	High
Have a Computer	28,154	21.1%	1,525	High
Have NO Computer	729	0.5%	283	Medium
Population 18-64 in Households	82,557	61.8%	2,221	High
Have a Computer	79,412	59.5%	2,202	High
Have NO Computer	3,146	2.4%	596	High
Population 65+ in Households	22,058	16.5%	863	High
Have a Computer	18,606	13.9%	782	High
Have NO Computer	3,452	2.6%	432	High
<b>HOUSEHOLDS AND INTERNET SUBSCRIPTIONS</b>				
Total	53,374	100.0%	1,097	High
With an Internet Subscription	45,379	85.0%	1,053	High
Dial-Up Alone	96	0.2%	46	Medium
Broadband	38,498	72.1%	998	High
Satellite Service	1,823	3.4%	236	High
Other Service	294	0.6%	81	Medium
Internet Access with no Subscription	1,071	2.0%	206	High
With No Internet Access	6,925	13.0%	583	High



# ACS Population Summary

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>WORKERS AGE 16+ YEARS BY MEANS OF TRANSPORTATION TO WORK</b>				
Total	63,169	100.0%	1,872	High
Drove alone	51,546	81.6%	1,658	High
Carpooled	6,706	10.6%	707	High
Public transportation (excluding taxicab)	731	1.2%	220	Medium
Bus or trolley bus	665	1.1%	212	Medium
Light rail, streetcar or trolley	53	0.1%	57	Low
Subway or elevated	0	0.0%	0	Low
Long-distance/Commuter Train	0	0.0%	0	Low
Ferryboat	13	0.0%	21	Low
Taxicab	63	0.1%	65	Low
Motorcycle	332	0.5%	101	Low
Bicycle	271	0.4%	122	Medium
Walked	753	1.2%	264	Medium
Other means	724	1.1%	202	Medium
Worked at home	2,044	3.2%	292	High
<b>WORKERS AGE 16+ YEARS (WHO DID NOT WORK FROM HOME) BY TRAVEL TIME TO WORK</b>				
Total	61,125	100.0%	1,840	High
Less than 5 minutes	1,384	2.3%	273	High
5 to 9 minutes	7,709	12.6%	686	High
10 to 14 minutes	9,920	16.2%	728	High
15 to 19 minutes	12,120	19.8%	831	High
20 to 24 minutes	9,480	15.5%	701	High
25 to 29 minutes	3,271	5.4%	391	High
30 to 34 minutes	9,138	14.9%	715	High
35 to 39 minutes	1,118	1.8%	221	Medium
40 to 44 minutes	1,461	2.4%	244	Medium
45 to 59 minutes	2,479	4.1%	288	High
60 to 89 minutes	1,964	3.2%	327	High
90 or more minutes	1,080	1.8%	187	High
Average Travel Time to Work (in minutes)	N/A		N/A	Low
<b>FEMALES AGE 20-64 YEARS BY AGE OF OWN CHILDREN AND EMPLOYMENT STATUS</b>				
Total	40,391	100.0%	1,278	High
Own children under 6 years only	3,669	9.1%	413	High
In labor force	2,631	6.5%	348	High
Not in labor force	1,039	2.6%	240	Medium
Own children under 6 years and 6 to 17 years	2,464	6.1%	343	High
In labor force	1,641	4.1%	282	High
Not in labor force	823	2.0%	203	Medium
Own children 6 to 17 years only	7,500	18.6%	597	High
In labor force	5,931	14.7%	527	High
Not in labor force	1,569	3.9%	279	High
No own children under 18 years	26,758	66.2%	1,078	High
In labor force	19,120	47.3%	920	High
Not in labor force	7,638	18.9%	587	High



# ACS Population Summary

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>CIVILIAN NONINSTITUTIONALIZED POPULATION BY AGE &amp; TYPES OF HEALTH INSURANCE COVERAGE</b>				
Total	131,838	100.0%	3,238	
Under 19 years:	30,271	23.0%	1,580	
One Type of Health Insurance:	25,449	19.3%	1,450	
Employer-Based Health Ins Only	9,231	7.0%	779	
Direct-Purchase Health Ins Only	1,886	1.4%	327	
Medicare Coverage Only	41	0.0%	45	
Medicaid Coverage Only	11,545	8.8%	1,177	
TRICARE/Military Hlth Cov Only	2,715	2.1%	476	
VA Health Care Only	31	0.0%	48	
2+ Types of Health Insurance	2,304	1.7%	365	
No Health Insurance Coverage	2,518	1.9%	550	
19 to 34 years:	28,758	21.8%	1,436	
One Type of Health Insurance:	19,221	14.6%	1,081	
Employer-Based Health Ins Only	11,176	8.5%	839	
Direct-Purchase Health Ins Only	2,587	2.0%	352	
Medicare Coverage Only	72	0.1%	53	
Medicaid Coverage Only	3,736	2.8%	497	
TRICARE/Military Hlth Cov Only	1,543	1.2%	295	
VA Health Care Only	107	0.1%	68	
2+ Types of Health Insurance	2,228	1.7%	378	
No Health Insurance Coverage	7,309	5.5%	783	
35 to 64 years:	50,704	38.5%	1,563	
One Type of Health Insurance:	35,141	26.7%	1,254	
Employer-Based Health Ins Only	22,225	16.9%	1,046	
Direct-Purchase Health Ins Only	4,885	3.7%	471	
Medicare Coverage Only	1,296	1.0%	272	
Medicaid Coverage Only	3,104	2.4%	436	
TRICARE/Military Hlth Cov Only	3,216	2.4%	381	
VA Health Care Only	413	0.3%	143	
2+ Types of Health Insurance	7,468	5.7%	590	
No Health Insurance Coverage	8,095	6.1%	740	
65+ years:	22,106	16.8%	864	
One Type of Health Insurance:	5,804	4.4%	514	
Employer-Based Health Ins Only	338	0.3%	128	
Direct-Purchase Health Ins Only	97	0.1%	64	
Medicare Coverage Only	5,365	4.1%	495	
TRICARE/Military Hlth Cov Only	0	0.0%	0	
VA Health Care Only	4	0.0%	8	
2+ Types of Health Insurance:	16,197	12.3%	719	
Employer-Based & Direct-Purchase Health Insurance	8	0.0%	14	
Employer-Based Health & Medicare Insurance	2,768	2.1%	306	
Direct-Purchase Health & Medicare Insurance	3,554	2.7%	370	
Medicare & Medicaid Coverage	1,307	1.0%	245	
Other Private Health Insurance Combos	1	0.0%	5	
Other Public Health Insurance Combos	772	0.6%	180	
Other Health Insurance Combinations	7,787	5.9%	522	
No Health Insurance Coverage	105	0.1%	59	



# ACS Population Summary

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>POPULATION BY RATIO OF INCOME TO POVERTY LEVEL</b>				
Total	133,437	100.0%	3,250	■■■
Under .50	9,612	7.2%	1,297	■■■
.50 to .99	11,578	8.7%	1,496	■■■
1.00 to 1.24	5,790	4.3%	793	■■■
1.25 to 1.49	5,911	4.4%	891	■■■
1.50 to 1.84	8,975	6.7%	1,096	■■■
1.85 to 1.99	4,526	3.4%	788	■■■
2.00 and over	87,045	65.2%	2,568	■■■
<b>CIVILIAN POPULATION AGE 18 OR OLDER BY VETERAN STATUS</b>				
Total	103,970	100.0%	2,368	■■■
Veteran	15,038	14.5%	730	■■■
Nonveteran	88,932	85.5%	2,232	■■■
Male	49,729	47.8%	1,424	■■■
Veteran	12,965	12.5%	638	■■■
Nonveteran	36,764	35.4%	1,338	■■■
Female	54,241	52.2%	1,455	■■■
Veteran	2,073	2.0%	319	■■■
Nonveteran	52,168	50.2%	1,421	■■■
<b>CIVILIAN VETERANS AGE 18 OR OLDER BY PERIOD OF MILITARY SERVICE</b>				
Total	15,038	100.0%	730	■■■
Gulf War (9/01 or later), no Gulf War (8/90 to 8/01), no Vietnam Era	1,902	12.6%	298	■■■
Gulf War (9/01 or later) and Gulf War (8/90 to 8/01), no Vietnam Era	2,437	16.2%	297	■■■
Gulf War (9/01 or later), and Gulf War (8/90 to 8/01), and Vietnam Era	124	0.8%	56	■■■
Gulf War (8/90 to 8/01), no Vietnam Era	1,782	11.8%	271	■■■
Gulf War (8/90 to 8/01) and Vietnam Era	616	4.1%	115	■■■
Vietnam Era, no Korean War, no World War II	3,721	24.7%	330	■■■
Vietnam Era and Korean War, no World War II	353	2.3%	102	■■■
Vietnam Era and Korean War and World War II	38	0.3%	35	■■■
Korean War, no Vietnam Era, no World War II	615	4.1%	131	■■■
Korean War and World War II, no Vietnam Era	80	0.5%	102	■■■
World War II, no Korean War, no Vietnam Era	246	1.6%	84	■■■
Between Gulf War and Vietnam Era only	2,409	16.0%	356	■■■
Between Vietnam Era and Korean War only	700	4.7%	151	■■■
Between Korean War and World War II only	15	0.1%	21	■■■
Pre-World War II only	0	0.0%	0	■■■
<b>HOUSEHOLDS BY POVERTY STATUS</b>				
Total				
Income in the past 12 months below poverty level	53,374	100.0%	1,097	■■■
Married-couple family	7,750	14.5%	629	■■■
Other family - male householder (no wife present)	1,346	2.5%	256	■■■
Other family - female householder (no husband present)	434	0.8%	171	■■■
Nonfamily household - male householder	1,982	3.7%	345	■■■
Nonfamily household - female householder	1,485	2.8%	308	■■■
Income in the past 12 months at or above poverty level	2,503	4.7%	370	■■■
Married-couple family	45,624	85.5%	1,048	■■■
Other family - male householder (no wife present)	21,408	40.1%	729	■■■
Other family - female householder (no husband present)	2,300	4.3%	319	■■■
Nonfamily household - male householder	5,737	10.7%	513	■■■
Nonfamily household - female householder	8,068	15.1%	587	■■■
	8,112	15.2%	543	■■■



# ACS Population Summary

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Prepared by Esri  
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	2015 - 2019 ACS Estimate	Percent	MOE(±)	Reliability
<b>HOUSEHOLDS BY OTHER INCOME</b>				
Social Security Income	18,366	34.4%	743	■ ■ ■
No Social Security Income	35,009	65.6%	1,013	■ ■ ■
<b>Retirement Income</b>				
Retirement Income	12,934	24.2%	588	■ ■ ■
No Retirement Income	40,444	75.8%	1,073	■ ■ ■
<b>GROSS RENT AS A PERCENTAGE OF HOUSEHOLD INCOME IN THE PAST 12 MONTHS</b>				
<10% of Income	356	1.7%	119	■ ■ ■
10-14.9% of Income	1,542	7.4%	263	■ ■ ■
15-19.9% of Income	2,538	12.2%	392	■ ■ ■
20-24.9% of Income	2,651	12.8%	351	■ ■ ■
25-29.9% of Income	2,316	11.1%	317	■ ■ ■
30-34.9% of Income	2,177	10.5%	38	■ ■ ■
35-39.9% of Income	1,429	6.9%	4	■ ■ ■
40-49.9% of Income	1,729	8.3%	277	■ ■ ■
50+% of Income	4,996	24.0%	285	■ ■ ■
Gross Rent % Inc Not Computed	1,052	5.1%	541	■ ■ ■
<b>HOUSEHOLDS BY PUBLIC ASSISTANCE INCOME IN THE PAST 12 MONTHS</b>				
Total			237	■ ■ ■
With public assistance income	53,374	100.0%	1,097	■ ■ ■
No public assistance income	1,010	1.9%	208	■ ■ ■
<b>HOUSEHOLDS BY FOOD STAMPS/SNAP STATUS</b>				
Total	52,365	98.1%	1,097	■ ■ ■
With Food Stamps/SNAP	53,374	100.0%	1,097	■ ■ ■
With No Food Stamps/SNAP	7,442	13.9%	611	■ ■ ■
<b>HOUSEHOLDS BY DISABILITY STATUS</b>				
Total	45,933	86.1%	1,043	■ ■ ■
With 1+ Persons w/Disability	53,374	100.0%	1,097	■ ■ ■
With No Person w/Disability	18,413	34.5%	873	■ ■ ■
	34,961	65.5%	1,020	■ ■ ■

**Data Note:** N/A means not available. Population by Ratio of Income to Poverty Level represents persons for whom poverty status is determined. Household income represents income in 2017, adjusted for inflation.

**2015-2019 ACS Estimate:** The American Community Survey (ACS) replaces census sample data. Esri is releasing the 2015-2019 ACS estimates, five-year period data collected monthly from January 1, 2015 through December 31, 2019. Although the ACS includes many of the subjects previously covered by the decennial census sample, there are significant differences between the two surveys including fundamental differences in survey design and residency rules.

**Margin of error (MOE):** The MOE is a measure of the variability of the estimate due to sampling error. MOEs enable the data user to measure the range of uncertainty for each estimate with 90 percent confidence. The range of uncertainty is called the confidence interval, and it is calculated by taking the estimate +/- the MOE. For example, if the ACS reports an estimate of 100 with an MOE of +/- 20, then you can be 90 percent certain the value for the whole population falls between 80 and 120.

**Reliability:** These symbols represent threshold values that Esri has established from the Coefficients of Variation (CV) to designate the usability of the estimates. The CV measures the amount of sampling error relative to the size of the estimate, expressed as a percentage.

**High Reliability:** Small CVs (less than or equal to 12 percent) are flagged green to indicate that the sampling error is small relative to the estimate and the estimate is reasonably reliable.

**Medium Reliability:** Estimates with CVs between 12 and 40 are flagged yellow-use with caution.

**Low Reliability:** Large CVs (over 40 percent) are flagged red to indicate that the sampling error is large relative to the estimate. The estimate is considered very unreliable.

**Source:** U.S. Census Bureau, 2015-2019 American Community Survey Reliability: high medium low



May 12, 2022



Summary	Census 2010	2021	2026
Population	123,805	123,291	127,139
Households	51,201	50,684	52,228
Families	32,409	31,731	32,596
Average Household Size	2.38	2.39	2.39
Owner Occupied Housing Units	30,842	34,218	35,380
Renter Occupied Housing Units	20,359	16,466	16,848
Median Age	39.3	40.9	41.6
Trends: 2021-2026 Annual Rate	Area	State	National
Population	0.62%	1.31%	0.71%
Households	0.60%	1.27%	0.71%
Families	0.54%	1.22%	0.64%
Owner HHs	0.67%	1.45%	0.91%
Median Household Income	1.77%	2.38%	2.41%

Households by Income	2021		2026	
	Number	Percent	Number	Percent
<\$15,000	5,246	10.4%	4,590	8.8%
\$15,000 - \$24,999	3,954	7.8%	3,411	6.5%
\$25,000 - \$34,999	4,269	8.4%	3,862	7.4%
\$35,000 - \$49,999	7,332	14.5%	7,060	13.5%
\$50,000 - \$74,999	11,189	22.1%	11,612	22.2%
\$75,000 - \$99,999	7,953	15.7%	8,735	16.7%
\$100,000 - \$149,999	5,944	11.7%	7,049	13.5%
\$150,000 - \$199,999	2,685	5.3%	3,409	6.5%
\$200,000+	2,112	4.2%	2,501	4.8%

Median Household Income	\$57,656	\$62,934
Average Household Income	\$75,392	\$84,618
Per Capita Income	\$31,067	\$34,840

Population by Age	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
0 - 4	7,841	6.3%	6,859	5.6%	7,126	5.6%
5 - 9	7,305	5.9%	6,994	5.7%	7,155	5.6%
10 - 14	7,310	5.9%	7,158	5.8%	7,312	5.8%
15 - 19	7,995	6.5%	6,464	5.2%	7,044	5.5%
20 - 24	8,577	6.9%	6,695	5.4%	6,812	5.4%
25 - 34	16,351	13.2%	17,801	14.4%	16,261	12.8%
35 - 44	15,644	12.6%	15,667	12.7%	17,700	13.9%
45 - 54	19,126	15.4%	14,641	11.9%	14,588	11.5%
55 - 64	15,208	12.3%	17,191	13.9%	16,024	12.6%
65 - 74	9,920	8.0%	13,739	11.1%	15,101	11.9%
75 - 84	6,290	5.1%	7,262	5.9%	8,959	7.0%
85+	2,238	1.8%	2,820	2.3%	3,056	2.4%

Race and Ethnicity	Census 2010		2021		2026	
	Number	Percent	Number	Percent	Number	Percent
White Alone	98,293	79.4%	95,169	77.2%	96,717	76.1%
Black Alone	16,361	13.2%	16,936	13.7%	17,593	13.8%
American Indian Alone	747	0.6%	800	0.6%	861	0.7%
Asian Alone	2,759	2.2%	3,203	2.6%	3,508	2.8%
Pacific Islander Alone	115	0.1%	176	0.1%	210	0.2%
Some Other Race Alone	1,562	1.3%	2,221	1.8%	2,748	2.2%
Two or More Races	3,969	3.2%	4,786	3.9%	5,504	4.3%
Hispanic Origin (Any Race)	6,157	5.0%	9,126	7.4%	11,474	9.0%

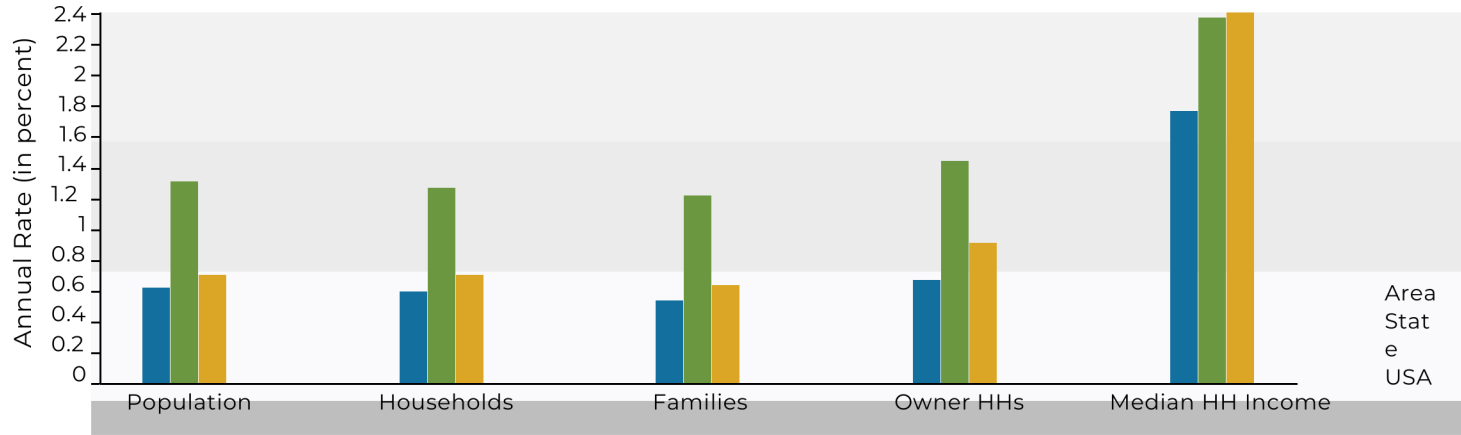
Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.

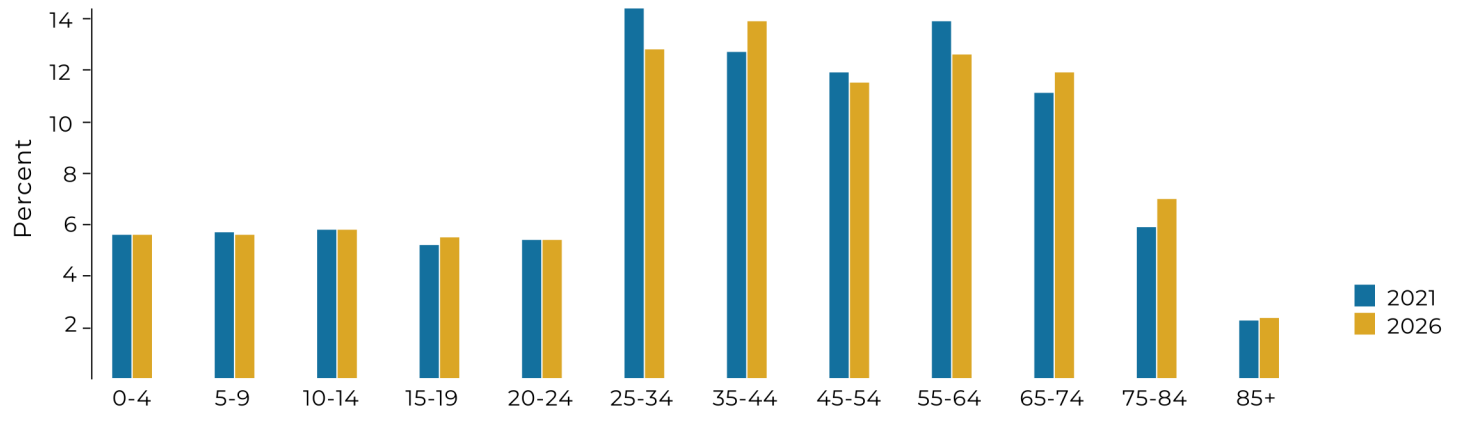
YOUR CHURCH NAME  
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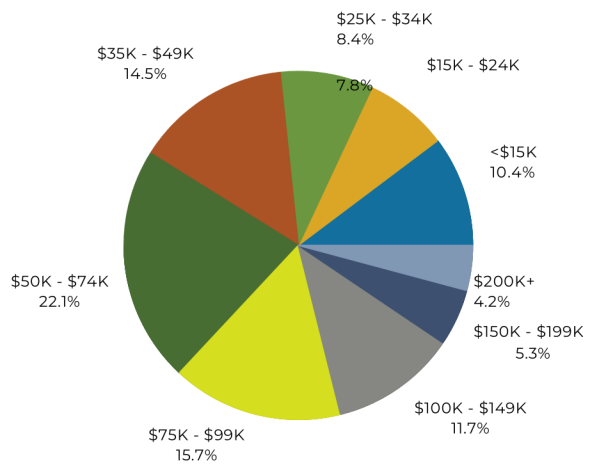
## Trends 2021-2026



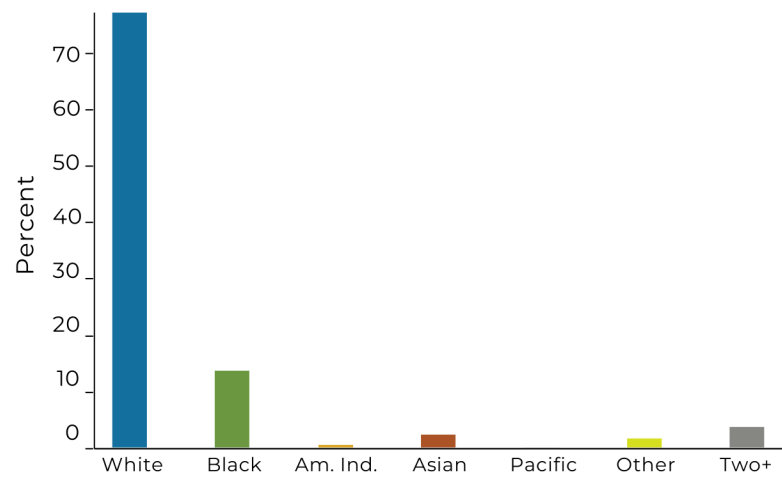
## Population by Age



## 2021 Household Income



## 2021 Population by Race



2021 Percent Hispanic Origin: 7.4%



# Market Profile

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
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20 minutes

<b>Population Summary</b>	
2000 Total Population	110,835
2010 Total Population	123,805
2021 Total Population	123,291
2021 Group Quarters	2,280
2026 Total Population	127,139
2021-2026 Annual Rate	0.62%
2021 Total Daytime Population	127,699
Workers	63,616
Residents	64,083
<b>Household Summary</b>	
2000 Households	45,556
2000 Average Household Size	2.39
2010 Households	51,201
2010 Average Household Size	2.38
2021 Households	50,684
2021 Average Household Size	2.39
2026 Households	52,228
2026 Average Household Size	2.39
2021-2026 Annual Rate	0.60%
2010 Families	32,409
2010 Average Family Size	2.91
2021 Families	31,731
2021 Average Family Size	2.94
2026 Families	32,596
2026 Average Family Size	2.94
2021-2026 Annual Rate	0.54%
<b>Housing Unit Summary</b>	
2000 Housing Units	55,886
Owner Occupied Housing Units	53.4%
Renter Occupied Housing Units	28.1%
Vacant Housing Units	18.5%
2010 Housing Units	69,006
Owner Occupied Housing Units	44.7%
Renter Occupied Housing Units	29.5%
Vacant Housing Units	25.8%
2021 Housing Units	69,626
Owner Occupied Housing Units	49.1%
Renter Occupied Housing Units	23.6%
Vacant Housing Units	27.2%
2026 Housing Units	71,634
Owner Occupied Housing Units	49.4%
Renter Occupied Housing Units	23.5%
Vacant Housing Units	27.1%
<b>Median Household Income</b>	
2021	\$57,656
2026	\$62,934
<b>Median Home Value</b>	
2021	\$231,892
2026	\$265,191
<b>Per Capita Income</b>	
2021	\$34,840
2026	\$31,067
<b>Median Age</b>	
2010	39.3
2021	40.9
2026	41.6

**Data Note:** Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022



# Market Profile

YOUR CHURCH NAME  
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Drive Time: 20 minute radius

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## 20 minutes

### 2021 Households by Income

Household Income Base	50,684
<\$15,000	10.4%
\$15,000 - \$24,999	7.8%
\$25,000 - \$34,999	8.4%
\$35,000 - \$49,999	14.5%
\$50,000 - \$74,999	22.1%
\$75,000 - \$99,999	15.7%
\$100,000 - \$149,999	11.7%
\$150,000 - \$199,999	5.3%
\$200,000+	4.2%
Average Household Income	\$75,392

### 2026 Households by Income

Household Income Base	52,228
<\$15,000	8.8%
\$15,000 - \$24,999	6.5%
\$25,000 - \$34,999	7.4%
\$35,000 - \$49,999	13.5%
\$50,000 - \$74,999	22.2%
\$75,000 - \$99,999	16.7%
\$100,000 - \$149,999	13.5%
\$150,000 - \$199,999	6.5%
\$200,000+	4.8%
Average Household Income	\$84,618

### 2021 Owner Occupied Housing Units by Value

Total	34,218
<\$50,000	4.0%
\$50,000 - \$99,999	6.9%
\$100,000 - \$149,999	9.9%
\$150,000 - \$199,999	17.8%
\$200,000 - \$249,999	18.0%
\$250,000 - \$299,999	14.6%
\$300,000 - \$399,999	17.0%
\$400,000 - \$499,999	4.8%
\$500,000 - \$749,999	3.8%
\$750,000 - \$999,999	2.1%
\$1,000,000 - \$1,499,999	0.8%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.4%
Average Home Value	\$273,420

### 2026 Owner Occupied Housing Units by Value

Total	35,380
<\$50,000	2.0%
\$50,000 - \$99,999	3.5%
\$100,000 - \$149,999	6.0%
\$150,000 - \$199,999	14.5%
\$200,000 - \$249,999	18.6%
\$250,000 - \$299,999	17.6%
\$300,000 - \$399,999	22.2%
\$400,000 - \$499,999	6.3%
\$500,000 - \$749,999	5.0%
\$750,000 - \$999,999	2.7%
\$1,000,000 - \$1,499,999	1.0%
\$1,500,000 - \$1,999,999	0.1%
\$2,000,000 +	0.5%
Average Home Value	\$311,678

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022



20 minutes

<b>2010 Population by Age</b>	
Total	123,805
0 - 4	6.3%
5 - 9	5.9%
10 - 14	5.9%
15 - 24	13.4%
25 - 34	13.2%
35 - 44	12.6%
45 - 54	15.4%
55 - 64	12.3%
65 - 74	8.0%
75 - 84	5.1%
85 +	1.8%
18 +	78.0%
<b>2021 Population by Age</b>	<b>123,291</b>
Total	5.6%
0 - 4	5.7%
5 - 9	5.8%
10 - 14	10.7%
15 - 24	14.4%
25 - 34	12.7%
35 - 44	11.9%
45 - 54	13.9%
55 - 64	11.1%
65 - 74	5.9%
75 - 84	2.3%
85 +	79.8%
<b>2026 Population by Age</b>	<b>127,138</b>
Total	5.6%
0 - 4	5.6%
5 - 9	5.8%
10 - 14	10.9%
15 - 24	12.8%
25 - 34	13.9%
35 - 44	11.5%
45 - 54	12.6%
55 - 64	11.9%
65 - 74	7.0%
75 - 84	2.4%
85 +	79.7%
18 +	
<b>2010 Population by Sex</b>	<b>60,254</b>
Males	63,551
Females	
<b>2021 Population by Sex</b>	<b>60,185</b>
Males	63,105
Females	62,131
<b>2026 Population by Sex</b>	<b>65,009</b>
Males	
Females	



20 minutes

<b>2010 Population by Race/Ethnicity</b>	
Total	123,806
White Alone	79.4%
Black Alone	13.2%
American Indian Alone	0.6%
Asian Alone	2.2%
Pacific Islander Alone	0.1%
Some Other Race Alone	1.3%
Two or More Races	3.2%
Hispanic Origin	5.0%
Diversity Index	41.3
<b>2021 Population by Race/Ethnicity</b>	123,291
Total	77.2%
White Alone	13.7%
Black Alone	0.6%
American Indian Alone	2.6%
Asian Alone	0.1%
Pacific Islander Alone	1.8%
Some Other Race Alone	3.9%
Two or More Races	7.4%
Hispanic Origin	46.9
Diversity Index	
<b>2026 Population by Race/Ethnicity</b>	127,141
Total	76.1%
White Alone	13.8%
Black Alone	0.7%
American Indian Alone	2.8%
Asian Alone	0.2%
Pacific Islander Alone	2.2%
Some Other Race Alone	4.3%
Two or More Races	9.0%
Hispanic Origin	50.0
Diversity Index	
<b>2010 Population by Relationship and Household Type</b>	123,805
Total	98.3%
In Households	78.9%
In Family Households	26.2%
Householder	18.2%
Spouse	28.2%
Child	3.6%
Other relative	2.8%
Nonrelative	19.3%
In Nonfamily Households	1.7%
In Group Quarters	1.4%
Institutionalized Population	0.4%
Noninstitutionalized Population	

**Data Note:** Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



20 minutes

<b>2021 Population 25+ by Educational Attainment</b>	
Total	89,120
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	5.9%
High School Graduate	24.9%
GED/Alternative Credential	5.7%
Some College, No Degree	24.2%
Associate Degree	10.7%
Bachelor's Degree	16.3%
Graduate/Professional Degree	9.7%
<b>2021 Population 15+ by Marital Status</b>	
Total	102,279
Never Married	30.7%
Married	47.1%
Widowed	7.4%
Divorced	14.7%
<b>2021 Civilian Population 16+ in Labor Force</b>	
Civilian Population 16+	60,191
Population 16+ Employed	96.2%
Population 16+ Unemployment rate	3.8%
Population 16-24 Employed	12.4%
Population 16-24 Unemployment rate	5.4%
Population 25-54 Employed	62.0%
Population 25-54 Unemployment rate	3.7%
Population 55-64 Employed	18.3%
Population 55-64 Unemployment rate	3.5%
Population 65+ Employed	7.4%
Population 65+ Unemployment rate	2.4%
<b>2021 Employed Population 16+ by Industry</b>	
Total	57,903
Agriculture/Mining	0.7%
Construction	6.4%
Manufacturing	6.0%
Wholesale Trade	1.3%
Retail Trade	13.7%
Transportation/Utilities	5.1%
Information	1.3%
Finance/Insurance/Real Estate	5.9%
Services	51.6%
Public Administration	7.9%
<b>2021 Employed Population 16+ by Occupation</b>	
Total	57,902
White Collar	58.4%
Management/Business/Financial	13.7%
Professional	23.0%
Sales	11.1%
Administrative Support	10.6%
Services	20.7%
Blue Collar	20.9%
Farming/Forestry/Fishing	0.3%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	3.6%
Production	4.2%
Transportation/Material Moving	8.0%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.

May 12, 2022



20 minutes

<b>2010 Households by Type</b>	
Total	51,201
Households with 1 Person	29.0%
Households with 2+ People	71.0%
Family Households	63.3%
Husband-wife Families	43.9%
With Related Children	17.0%
Other Family (No Spouse Present)	19.4%
Other Family with Male Householder	5.3%
With Related Children	3.0%
Other Family with Female Householder	14.1%
With Related Children	9.4%
Nonfamily Households	7.7%
All Households with Children	30.0%
Multigenerational Households	3.6%
Unmarried Partner Households	7.6%
Male-female	6.8%
Same-sex	0.8%
<b>2010 Households by Size</b>	
Total	51,202
1 Person Household	29.0%
2 Person Household	35.4%
3 Person Household	16.6%
4 Person Household	11.3%
5 Person Household	5.1%
6 Person Household	1.7%
7 + Person Household	0.9%
<b>2010 Households by Tenure and Mortgage Status</b>	
Total	51,201
Owner Occupied	60.2%
Owned with a Mortgage/Loan	38.5%
Owned Free and Clear	21.7%
Renter Occupied	39.8%
<b>2021 Affordability, Mortgage and Wealth</b>	
Housing Affordability Index	142
Percent of Income for Mortgage	16.9%
Wealth Index	79
<b>2010 Housing Units By Urban/ Rural Status</b>	
Total Housing Units	69,006
Housing Units Inside Urbanized Area	98.6%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.3%
<b>2010 Population By Urban/ Rural Status</b>	
Total Population	123,805
Population Inside Urbanized Area	98.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.3%

**Data Note:** Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.

**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.





20 minutes

Top 3 Tapestry Segments

- 1. Bright Young Professionals (8C)
- 2. Middleburg (4C)
- 3. Old and Newcomers (8F)

2021 Consumer Spending

Apparel & Services: Total \$	\$88,837,740
Average Spent	\$1,752.78
Spending Potential Index	83
Education: Total \$	\$66,356,703
Average Spent	\$1,309.22
Spending Potential Index	76
Entertainment/Recreation: Total \$	\$136,371,503
Average Spent	\$2,690.62
Spending Potential Index	83
Food at Home: Total \$	\$230,329,412
Average Spent	\$4,544.42
Spending Potential Index	83
Food Away from Home: Total \$	\$158,255,492
Average Spent	\$3,122.40
Spending Potential Index	82
Health Care: Total \$	\$270,410,549
Average Spent	\$5,335.23
Spending Potential Index	86
HH Furnishings & Equipment: Total \$	\$94,851,306
Average Spent	\$1,871.43
Spending Potential Index	83
Personal Care Products & Services: Total \$	\$37,827,495
Average Spent	\$746.34
Spending Potential Index	83
Shelter: Total \$	\$822,630,809
Average Spent	\$16,230.58
Spending Potential Index	81
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$103,276,308
Average Spent	\$2,037.65
Spending Potential Index	85
Travel: Total \$	\$103,436,576
Average Spent	\$2,040.81
Spending Potential Index	81
Vehicle Maintenance & Repairs: Total \$	\$48,325,148
Average Spent	\$953.46
Spending Potential Index	86

**Data Note:** Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

**Source:** Consumer Spending data are derived from the 2018 and 2019 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

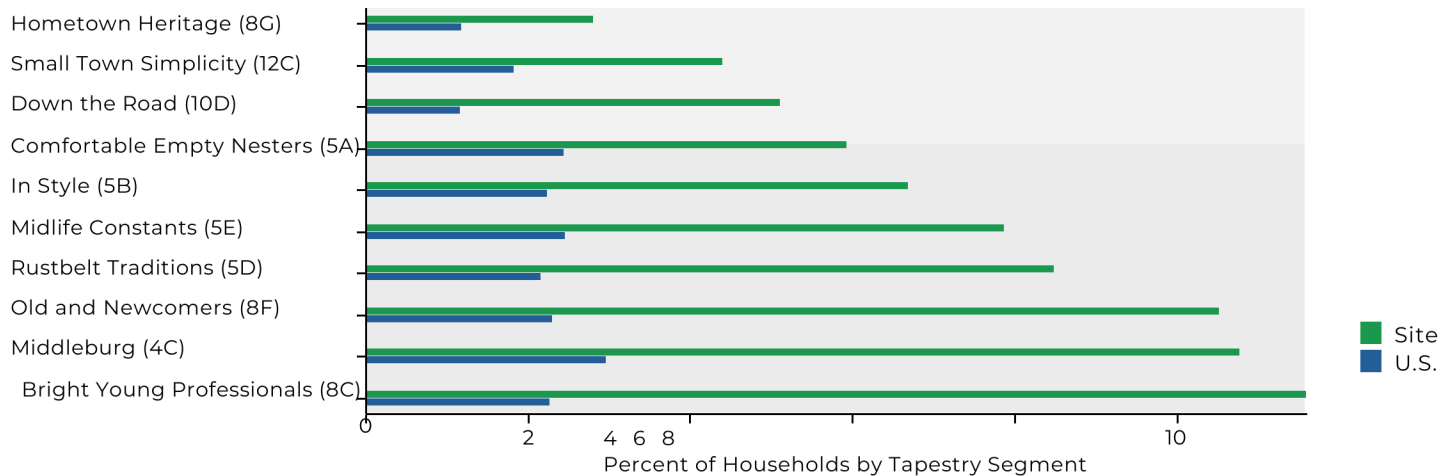
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026 Esri converted Census 2000 data into 2010 geography.



## Top Twenty Tapestry Segments

Rank	Tapestry Segment	2021 Households		2021 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Bright Young Professionals (8C)	11.6%	11.6%	2.3%	2.3%	512
2	Middleburg (4C)	10.8%	22.4%	3.0%	5.2%	363
3	Old and Newcomers (8F)	10.5%	32.9%	2.3%	7.5%	458
4	Rustbelt Traditions (5D)	8.5%	41.4%	2.2%	9.7%	392
5	Midlife Constants (5E)	7.9%	49.3%	2.5%	12.2%	320
<b>Subtotal</b>		<b>49.3%</b>		<b>12.3%</b>		
6	In Style (5B)	6.7%	55.9%	2.2%	14.4%	299
7	Comfortable Empty Nesters (5A)	5.9%	61.9%	2.4%	16.8%	243
8	Down the Road (10D)	5.1%	67.0%	1.2%	18.0%	439
9	Small Town Simplicity (12C)	4.4%	71.4%	1.8%	19.8%	24
10	Hometown Heritage (8G)	2.8%	74.2%	1.2%	21.0%	0
<b>Subtotal</b>		<b>24.9%</b>		<b>8.8%</b>		<b>236</b>
11	Rural Resort Dwellers (6E)	2.7%	76.9%	1.0%	22.0%	268
12	Exurbanites (1E)	2.5%	79.4%	1.9%	24.0%	130
13	City Commons (11E)	2.3%	81.7%	0.9%	24.8%	264
14	Modest Income Homes (12D)	2.1%	83.8%	1.3%	26.1%	165
15	Set to Impress (11D)	2.0%	85.9%	1.4%	27.5%	145
<b>Subtotal</b>		<b>11.6%</b>		<b>6.5%</b>		
16	Home Improvement (4B)	2.0%	87.8%	1.7%	29.2%	116
17	The Great Outdoors (6C)	1.8%	89.6%	1.6%	30.8%	113
18	Front Porches (8E)	1.8%	91.4%	1.6%	32.3%	113
19	Emerald City (8B)	1.6%	93.0%	1.4%	33.8%	114
20	Metro Fusion (11C)	1.5%	94.5%	1.4%	35.2%	114
<b>Subtotal</b>		<b>8.7%</b>		<b>7.7%</b>		<b>105</b>
<b>Total</b>		<b>94.5%</b>		<b>35.2%</b>		<b>269</b>

## Top Ten Tapestry Segments Site vs. U.S.



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
 Source: Esri

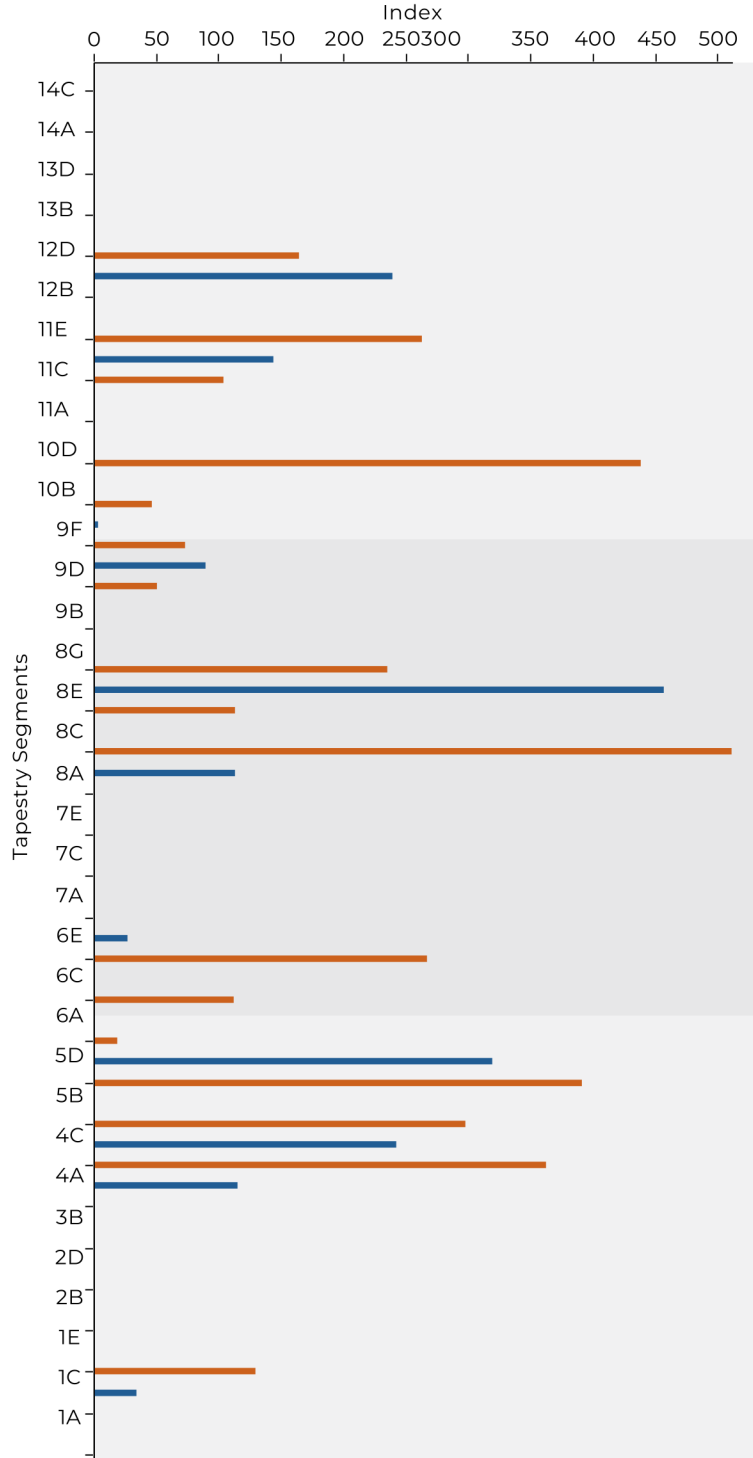


# Tapestry Segmentation Area Profile

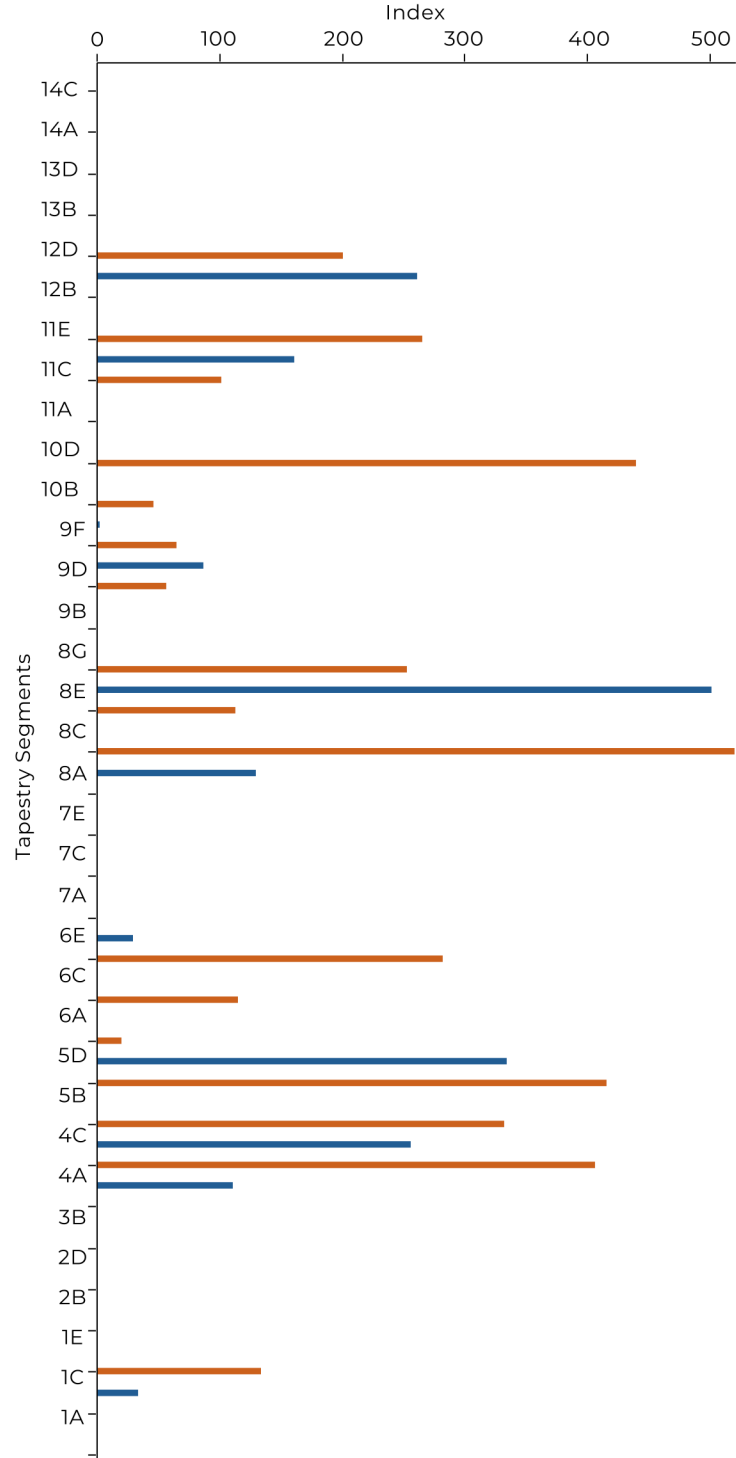
YOUR CHURCH NAME  
 YOUR CHURCH ADDRESS  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 30.17599  
 Longitude: -85.69588

2021 Tapestry Indexes by Households



2021 Tapestry Indexes by Total Population 18+



**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
 Source: Esri



# Tapestry Segmentation Area Profile

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

Tapestry LifeMode Groups	2021 Households		2021 Adult Population		
	Number	Percent	Index	Number	Percent
<b>Total:</b>	50,683	100.0%		98,431	100.0%
<b>1. Affluent Estates</b>					
Top Tier (1A)	1,804	3.6%	36	3,635	3.7%
Professional Pride (1B)		00.0%	0		00.0%
Boomburbs (1C)		00.0%	0		00.0%
Savvy Suburbanites (1D)		00.0%	0		00.0%
Exurbanites (1E)	530	1.0%	35	1,063	1.1%
	1,274	2.5%	130	2,572	2.6%
<b>2. Upscale Avenues</b>					
Urban Chic (2A)		00.0%	0		00.0%
Pleasantville (2B)		00.0%	0		00.0%
Pacific Heights (2C)		00.0%	0		00.0%
Enterprising Professionals (2D)		00.0%	0		00.0%
		00.0%	0		00.0%
<b>3. Uptown Individuals</b>					
Laptops and Lattes (3A)		00.0%	0		00.0%
Metro Renters (3B)		00.0%	0		00.0%
Trendsetters (3C)		00.0%	0		00.0%
		00.0%	0		00.0%
<b>4. Family Landscapes</b>					
Workday Drive (4A)	6,453	12.7%	167	13,903	14.1%
Home Improvement (4B)		00.0%	0		00.0%
Middleburg (4C)	993	2.0%	116	2,008	2.0%
	5,460	10.8%	363	11,895	12.1%
<b>5. GenXurban</b>					
Comfortable Empty Nesters (5A)	14,688	29.0%	257	29,051	29.5%
In Style (5B)	3,005	5.9%	243	6,173	6.3%
Parks and Rec (5C)	3,389	6.7%	299	6,842	7.0%
Rustbelt Traditions (5D)		00.0%	0		00.0%
Midlife Constants (5E)	4,303	8.5%	392	8,383	8.5%
	3,991	7.9%	320	7,653	7.8%
<b>6. Cozy Country Living</b>					
Green Acres (6A)	2,948	5.8%	48	5,721	5.8%
Salt of the Earth (6B)	326	0.6%	20	697	0.7%
The Great Outdoors (6C)		00.0%	0		00.0%
Prairie Living (6D)	908	1.8%	113	1,771	1.8%
Rural Resort Dwellers (6E)		00.0%	0		00.0%
Heartland Communities (6F)	1,388	2.7%	268	2,636	2.7%
	326	0.6%	28	617	0.6%
<b>7. Sprouting Explorers</b>					
Up and Coming Families (7A)		00.0%	0		00.0%
Urban Villages (7B)		00.0%	0		00.0%
Urban Edge Families (7C)		00.0%	0		00.0%
Forging Opportunity (7D)		00.0%	0		00.0%
Farm to Table (7E)		00.0%	0		00.0%
Southwestern Families (7F)		00.0%	0		00.0%
		00.0%	0		00.0%

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
Source: Esri



# Tapestry Segmentation Area Profile

YOUR CHURCH NAME  
YOUR CHURCH ADDRESS  
Drive Time: 20 minute radius

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

Tapestry LifeMode Groups	2021 Households		Index	2021 Adult Population		Index
	Number	Percent		Number	Percent	
<b>Total:</b>	50,683	100.0%		98,431	100.0%	
<b>8.Middle Ground</b>						
City Lights (8A)	14,361	28.3%	263	26,317	26.7%	267
Emerald City (8B)		00.0%	0		00.0%	0
Bright Young Professionals (8C)	820	1.6%	114	1,548	1.6%	130
Downtown Melting Pot (8D)	5,879	11.6%	512	10,458	10.6%	521
Front Porches (8E)		00.0%	0		00.0%	0
Old and Newcomers (8F)	903	1.8%	114	1,690	1.7%	114
Hometown Heritage (8G)	5,334	10.5%	458	9,763	9.9%	502
	1,425	2.8%	236	2,858	2.9%	254
<b>9.Senior Styles</b>						
Silver & Gold (9A)	1,089	2.1%	37	1,774	1.8%	36
Golden Years (9B)		00.0%	0		00.0%	0
The Elders (9C)		00.0%	0		00.0%	0
Senior Escapes (9D)		00.0%	0		00.0%	0
Retirement Communities (9E)	239	0.5%	51	485	0.5%	57
Social Security Set (9F)	546	1.1%	90	864	0.9%	88
	304	0.6%	74	425	0.4%	66
<b>10.Rustic Outposts</b>						
Southern Satellites (10A)	3,119	6.2%	74	6,117	6.2%	74
Rooted Rural (10B)	580	1.1%	4	1060	1.1%	3
Economic BedRock (10C)	4720	9.9%	47	8980	9.9%	47
Down the Road (10D)		00.0%	0		00.0%	0
Rural Bypasses (10E)	2,589	5.1%	439	5,113	5.2%	441
		00.0%	0		00.0%	0
<b>11.Midtown Singles</b>						
City Strivers (11A)	2,926	5.8%	94	5,229	5.3%	98
Young and Restless (11B)		00.0%	0		00.0%	0
Metro Fusion (11C)		00.0%	0		00.0%	0
Set to Impress (11D)	745	1.5%	0	1,311	1.3%	0
City Commons (11E)	1,020	2.0%	105	1,875	1.9%	102
	1,161	2.3%	145	2,043	2.1%	162
			264			266
<b>12.Hometown</b>						
Family Foundations (12A)	3,295	6.5%		6,684	6.8%	
Traditional Living (12B)		00.0%	108		00.0%	119
Small Town Simplicity (12C)		00.0%	0		00.0%	0
Modest Income Homes (12D)	2,229	4.4%	0	4,255	4.3%	0
	1,066	2.1%	240	2,429	2.5%	262
			165			202
<b>13.Next Wave</b>						
Diverse Convergence (13A)		00.0%			00.0%	
Family Extensions (13B)		00.0%	0		00.0%	0
NeWest Residents (13C)		00.0%	0		00.0%	0
Fresh Ambitions (13D)		00.0%	0		00.0%	0
High Rise Renters (13E)		00.0%	0		00.0%	0
		00.0%	0		00.0%	0
<b>14.Scholars and Patriots</b>						
Military Proximity (14A)		00.0%	0		00.0%	0
College Towns (14B)		00.0%	0		00.0%	0
Dorms to Diplomas (14C)		00.0%	0		00.0%	0
		00.0%	0		00.0%	0
Unclassified (15)		00.0%	0		00.0%	0
			0			0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
Source: Esri



# Tapestry Segmentation Area Profile

YOUR CHURCH NAME  
 YOUR CHURCH ADDRESS  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 30.17599  
 Longitude: -85.69588

Tapestry Urbanization Groups	2021 Households		2021 Adult Population		
	Number	Percent	Number	Percent	Index
<b>Total:</b>	50,683	100.0%	98,431	100.0%	
<b>1.Principal Urban Center</b>					
Laptops and Lattes (3A)		00.0%	0	00.0%	0
Metro Renters (3B)		00.0%	0	00.0%	0
Trendsetters (3C)		00.0%	0	00.0%	0
Downtown Melting Pot (8D)		00.0%	0	00.0%	0
City Strivers (11A)		00.0%	0	00.0%	0
NeWest Residents (13C)		00.0%	0	00.0%	0
Fresh Ambitions (13D)		00.0%	0	00.0%	0
High Rise Renters (13E)		00.0%	0	00.0%	0
<b>2.Urban Periphery</b>					
Pacific Heights (2C)	11,993	23.7%	144	22,581	22.9%
Rustbelt Traditions (5D)		00.0%	0	00.0%	0
Urban Villages (7B)	4,303	8.5%	392	8,383	8.5%
Urban Edge Families (7C)		00.0%	0	00.0%	0
Forging Opportunity (7D)		00.0%	0	00.0%	0
Southwestern Families (7F)		00.0%	0	00.0%	0
City Lights (8A)		00.0%	0	00.0%	0
Bright Young Professionals (8C)		00.0%	0	00.0%	0
Metro Fusion (11C)	5,879	11.6%	512	10,458	10.6%
Family Foundations (12A)	745	1.5%	105	1,311	1.3%
Modest Income Homes (12D)		00.0%	0	00.0%	0
Diverse Convergence (13A)	1,066	2.1%	165	2,429	2.5%
Family Extensions (13B)		00.0%	0	00.0%	0
		00.0%	0	00.0%	0
<b>3.Metro Cities</b>					
In Style (5B)	14,902	29.4%	163	27,908	28.4%
Emerald City (8B)	3,389	6.7%	299	6,842	7.0%
Front Porches (8E)	820	1.6%	114	1,548	1.6%
Old and Newcomers (8F)	903	1.8%	114	1,690	1.7%
Hometown Heritage (8G)	5,334	10.5%	458	9,763	9.9%
Retirement Communities (9E)	1,425	2.8%	236	2,858	2.9%
Social Security Set (9F)	546	1.1%	90	864	0.9%
Young and Restless (11B)	304	0.6%	74	425	0.4%
Set to Impress (11D)		00.0%	0	00.0%	0
City Commons (11E)	1,020	2.0%	145	1,875	1.9%
Traditional Living (12B)	1,161	2.3%	264	2,043	2.1%
College Towns (14B)		00.0%	0	00.0%	0
Dorms to Diplomas (14C)		00.0%	0	00.0%	0
		00.0%	0	00.0%	0

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
 Source: Esri



# Tapestry Segmentation Area Profile

YOUR CHURCH NAME  
 YOUR CHURCH ADDRESS  
 Drive Time: 20 minute radius

Prepared by Esri  
 Latitude: 30.17599  
 Longitude: -85.69588

Tapestry Urbanization Groups	2021 Households		2021 Adult Population	
	Number	Percent	Number	Percent
<b>Total:</b>	50,683	100.0%	98,431	100.0%
<b>4. Suburban Periphery</b>	<b>9,793</b>	<b>19.3%</b>	<b>19,469</b>	<b>19.8%</b>
Top Tier (1A)	0	0.0%	0	0.0%
Professional Pride (1B)	0	0.0%	0	0.0%
Boomburbs (1C)	0	0.0%	0	0.0%
Savvy Suburbanites (1D)	530	1.0%	1,063	1.1%
Exurbanites (1E)	1,274	2.5%	2,572	2.6%
Urban Chic (2A)	0	0.0%	0	0.0%
Pleasantville (2B)	0	0.0%	0	0.0%
Enterprising Professionals (2D)	0	0.0%	0	0.0%
Workday Drive (4A)	0	0.0%	0	0.0%
Home Improvement (4B)	993	2.0%	2,008	2.0%
Comfortable Empty Nesters (5A)	3,005	5.9%	6,173	6.3%
Parks and Rec (5C)	0	0.0%	0	0.0%
Midlife Constants (5E)	3,991	7.9%	7,653	7.8%
Up and Coming Families (7A)	0	0.0%	0	0.0%
Silver & Gold (9A)	0	0.0%	0	0.0%
Golden Years (9B)	0	0.0%	0	0.0%
The Elders (9C)	0	0.0%	0	0.0%
Military Proximity (14A)	0	0.0%	0	0.0%
<b>5. Semirural</b>	<b>10,843</b>	<b>21.4%</b>	<b>22,365</b>	<b>22.7%</b>
Middleburg (4C)	5,460	10.8%	11,895	12.1%
Heartland Communities (6F)	326	0.6%	617	0.6%
Farm to Table (7E)	0	0.0%	0	0.0%
Senior Escapes (9D)	239	0.5%	485	0.5%
Down the Road (10D)	2,589	5.1%	5,135	5.2%
Small Town Simplicity (12C)	2,229	4.4%	4,255	4.3%
<b>6. Rural</b>	<b>3,152</b>	<b>6.2%</b>	<b>6,108</b>	<b>6.2%</b>
Green Acres (6A)	326	0.6%	697	0.7%
Salt of the Earth (6B)	0	0.0%	0	0.0%
The Great Outdoors (6C)	908	1.8%	1,771	1.8%
Prairie Living (6D)	0	0.0%	0	0.0%
Rural Resort Dwellers (6E)	1,388	2.7%	2,636	2.7%
Southern Satellites (10A)	580	1.1%	1,060	1.1%
Rooted Rural (10B)	4,720	9.3%	8,980	9.1%
Economic BedRock (10C)	0	0.0%	0	0.0%
Rural Bypasses (10E)	0	0.0%	0	0.0%
Unclassified (15)	0	0.0%	0	0.0%

**Data Note:** This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population 18+ in the United States, by segment. An index of 100 is the US average.  
 Source: Esri



# Time Series Profile

Prepared by Esri  
Latitude: 30.17599  
Longitude: -85.69588

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
<b>Population</b>														
Total	124,064	124,593	124,911	125,273	125,502	126,824	129,027	130,785	130,155	127,837	125,022	123,291	126,440	125,388
Change	-	529	318	362	229	1,322	2,203	1,758	-630	-2,318	-2,815	-1,731	-70	318
Percent Change	-	0.4%	0.3%	0.3%	0.2%	1.1%	1.7%	1.4%	-0.5%	-1.8%	-2.2%	-1.4%	0.0%	0.3%
Annual Rate	-	0.4%	0.3%	0.3%	0.3%	0.4%	0.7%	0.8%	0.6%	0.3%	0.1%	-0.1%	0.4%	0.3%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
<b>Households</b>														
Total	51,298	51,494	51,594	51,719	51,807	52,293	53,197	53,937	53,632	52,663	51,469	50,684	52,149	51,763
Change	-	196	100	125	88	486	904	740	-305	-969	-1,194	-785	-56	100
Percent Change	-	0.4%	0.2%	0.2%	0.2%	0.9%	1.7%	1.4%	-0.6%	-1.8%	-2.3%	-1.5%	-0.1%	0.2%
Annual Rate	-	0.4%	0.3%	0.3%	0.2%	0.4%	0.6%	0.7%	0.6%	0.3%	0.0%	-0.1%	0.3%	0.3%

	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	Average	Median
<b>Housing Units</b>														
Total	69,078	69,441	69,655	69,946	70,134	70,927	72,275	73,424	73,300	72,253	70,787	69,626	70,904	70,461
Change	-	363	214	291	188	793	1,348	1,149	-124	-1,047	-1,466	-1,161	50	214
Percent Change	-	0.5%	0.3%	0.4%	0.3%	1.1%	1.9%	1.6%	-0.2%	-1.4%	-2.0%	-1.6%	0.1%	0.3%
Annual Rate	-	0.5%	0.4%	0.4%	0.4%	0.5%	0.8%	0.9%	0.7%	0.5%	0.2%	0.1%	0.5%	0.5%

**Data Note:** The Esri Vintage 2021 Time Series (2010 thru 2021) represents July 1 annual estimates in 2021 geography. With each annual release, the entire Time Series is revised.  
**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2021 and 2026.



# Important Note:

The following psychographic report is unique to **THIS** report.

It does **NOT** reflect the psychographics of your community. The report you will receive for **your church** will reflect the psychographics that are unique for **your** community.

Please **DO NOT** take the following data thinking it reflects **YOUR** community.



LifeMode Group: Middle Ground

# 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

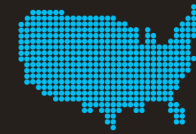
- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
- Concern about the environment impacts their purchasing decisions.

11.6%



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

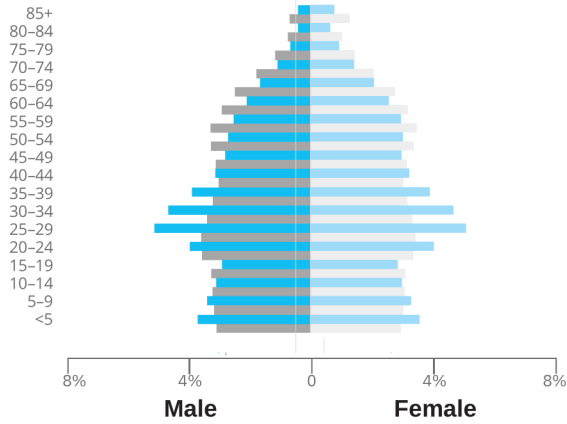
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

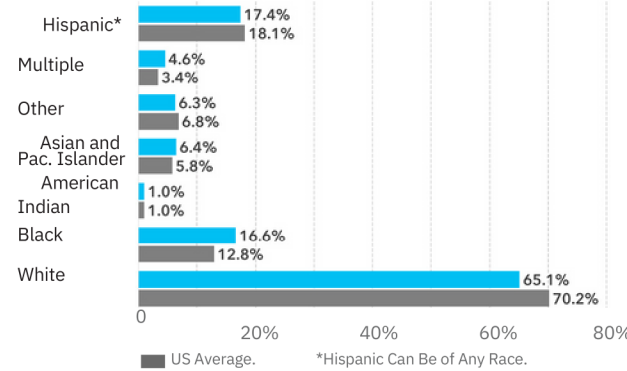
█ Indicates US



## 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: **67.5** US: 64.0



## 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

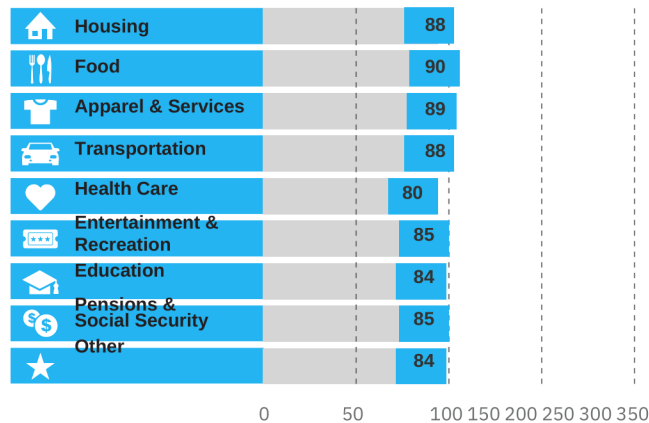


### Median Net Worth



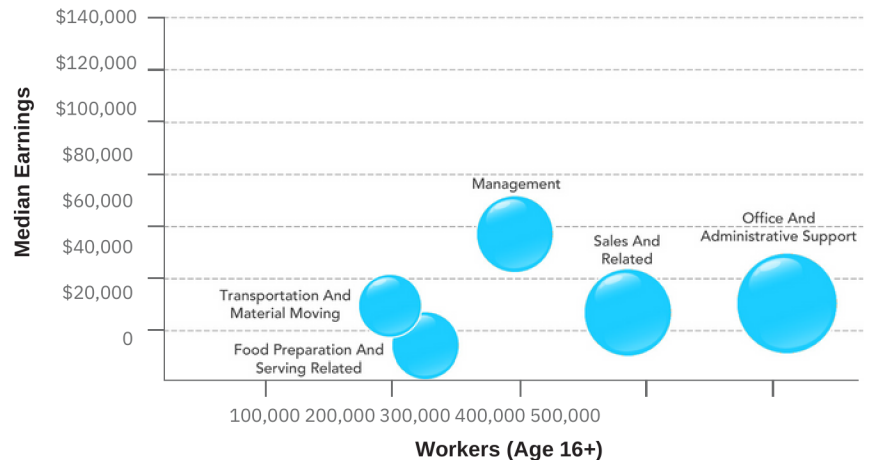
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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.
- 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.



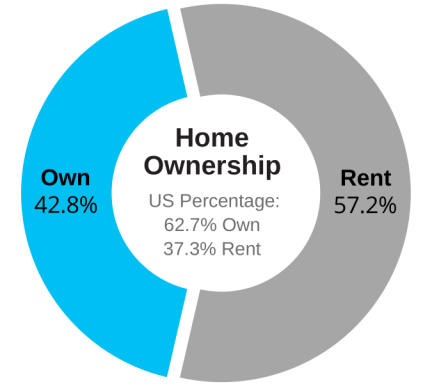
### Typical Housing:

Single Family;  
Multi-Units

### Average Rent:

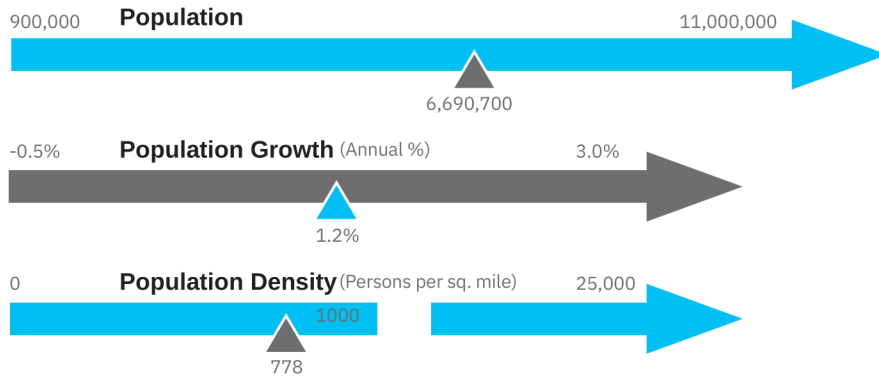
\$1,042

US Average: \$1,038



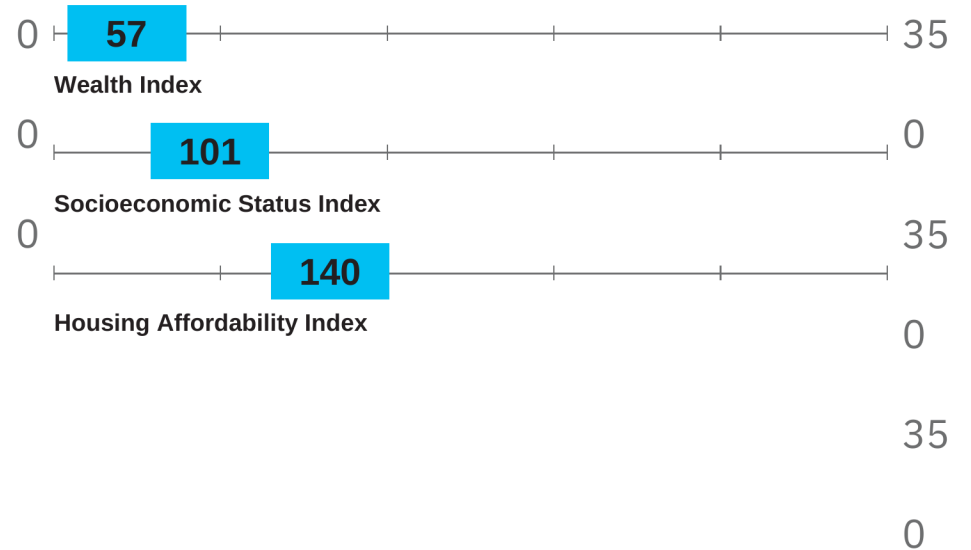
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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





LifeMode Group: Middle Ground

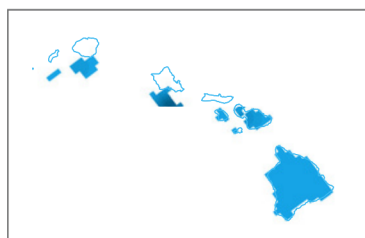
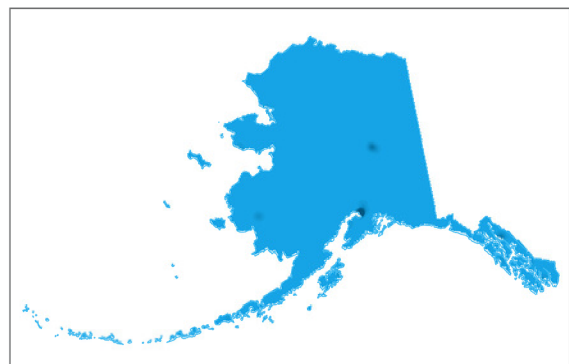
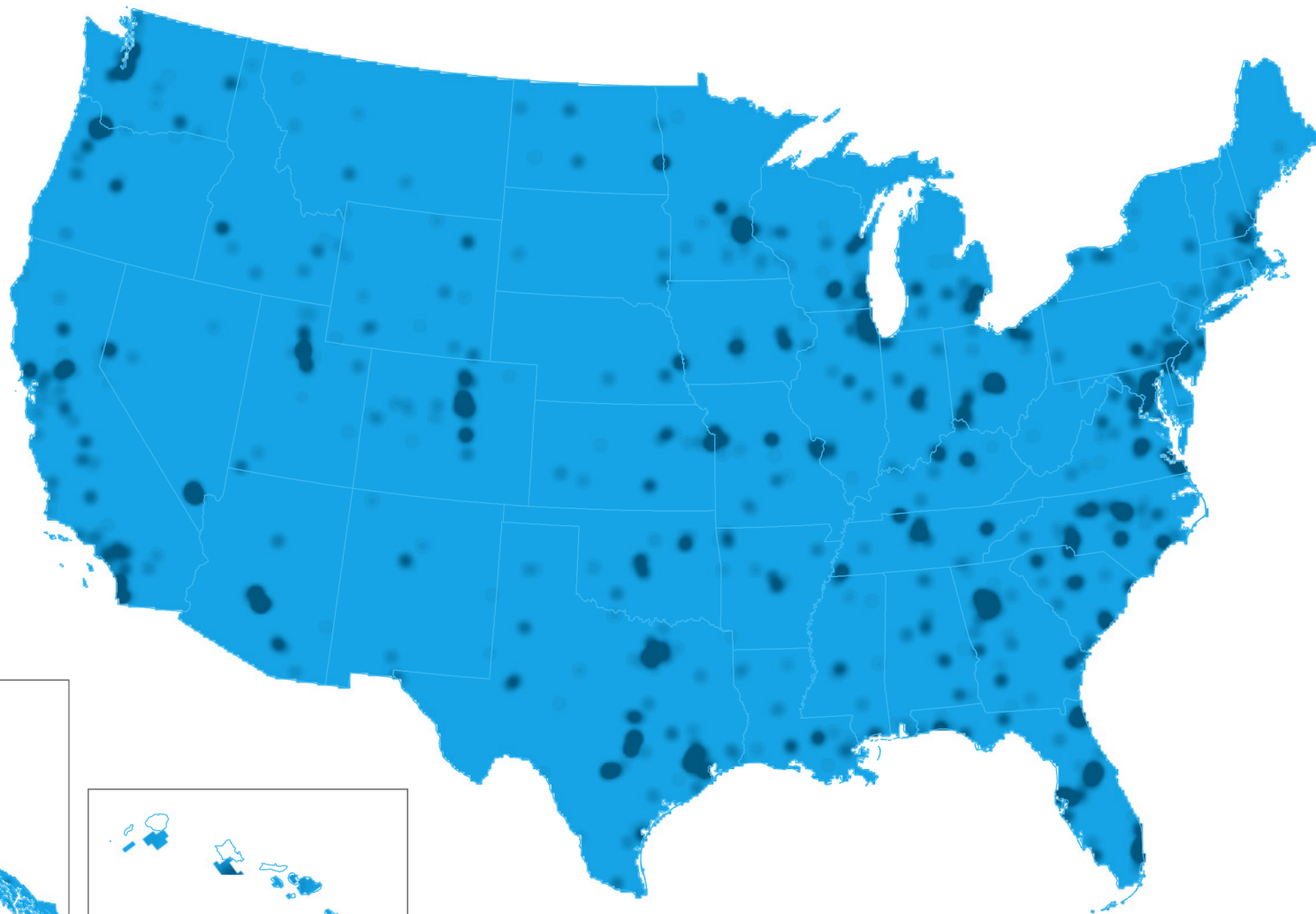
# Bright Young Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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OF  
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LifeMode Group: Family Landscapes

# 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, as the housing boom spread beyond large metropolitan cities. Residents are traditional, 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.

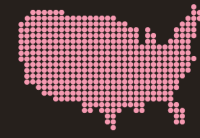
## SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- 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.



10.8%

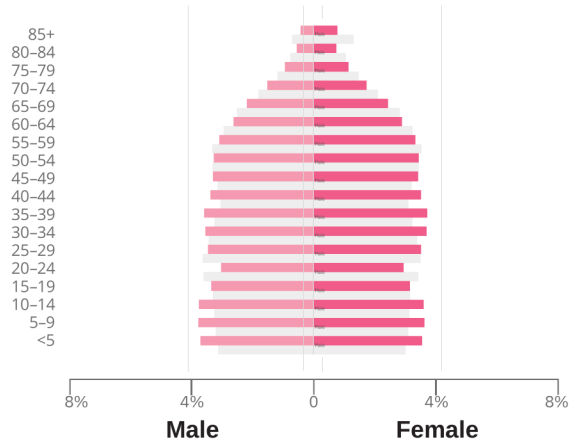
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **36.1** US: 38.2

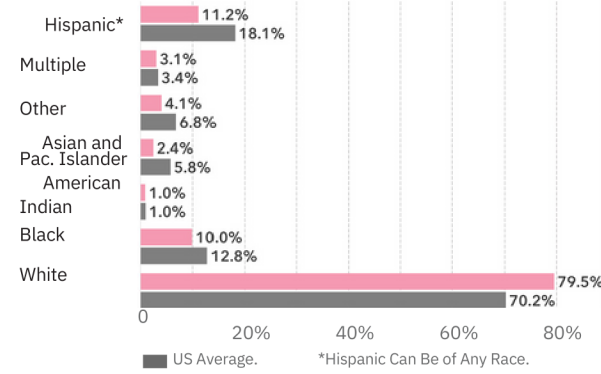
Indicates US



## 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: **48.5** US: 64.0



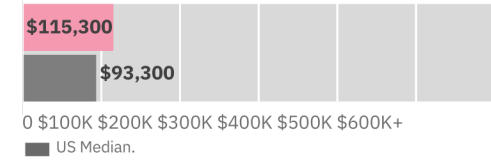
## INCOME AND NET WORTH

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

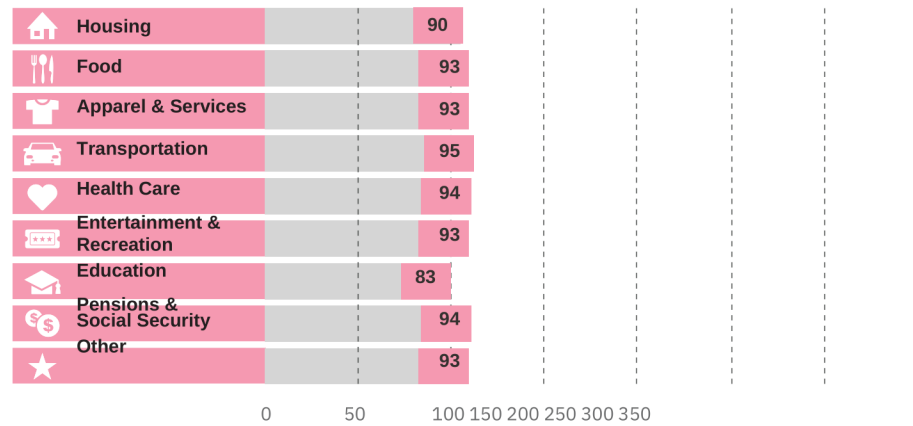


### Median Net Worth



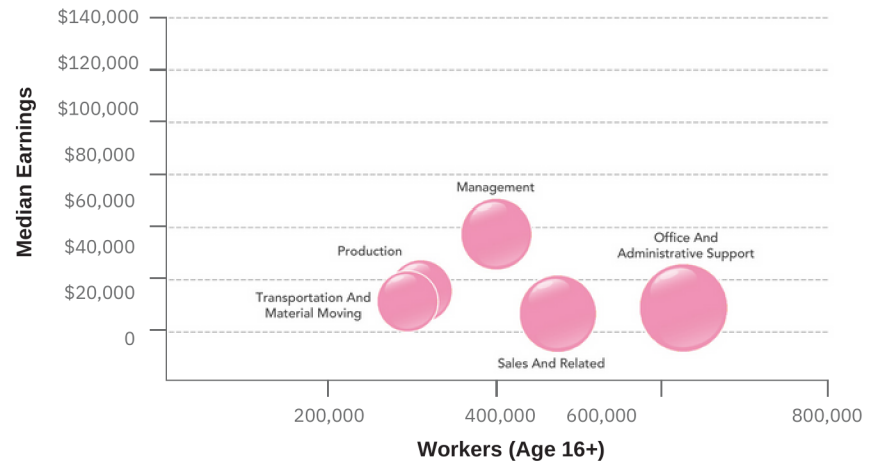
## AVERAGE HOUSEHOLD BUDGET INDEX

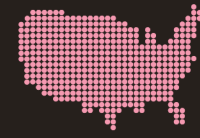
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



## 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 MRI-Simmons.)

- 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.

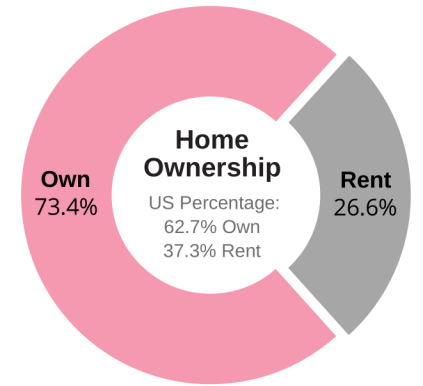
## HOUSING

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.



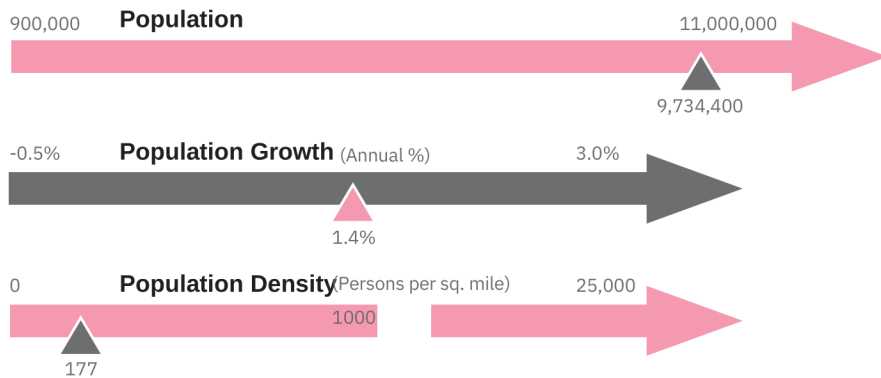
**Typical Housing:**  
Single Family

**Median Value:**  
\$175,000  
US Median: \$207,300



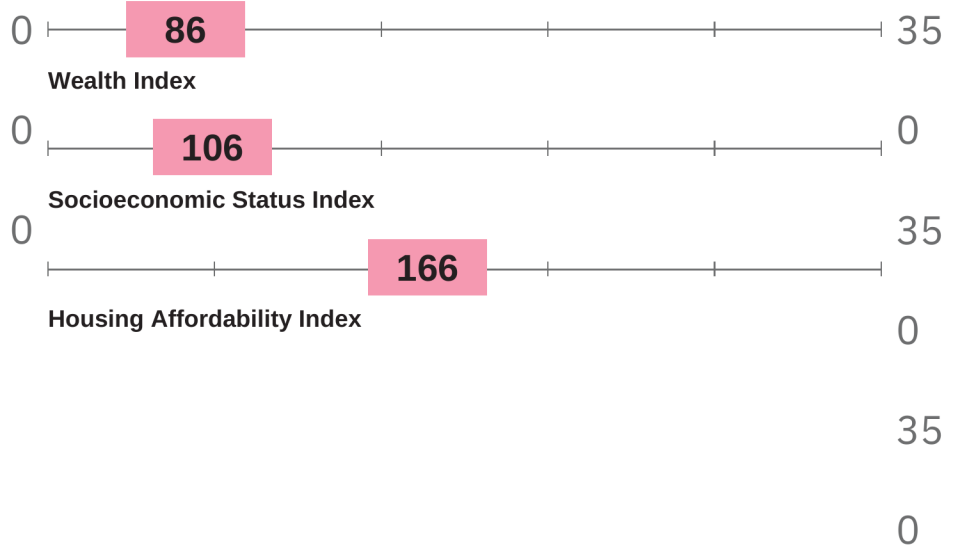
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

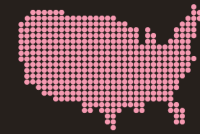
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





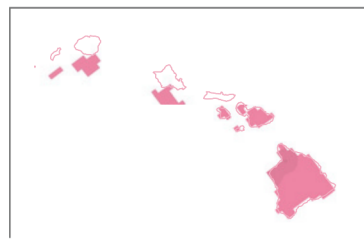
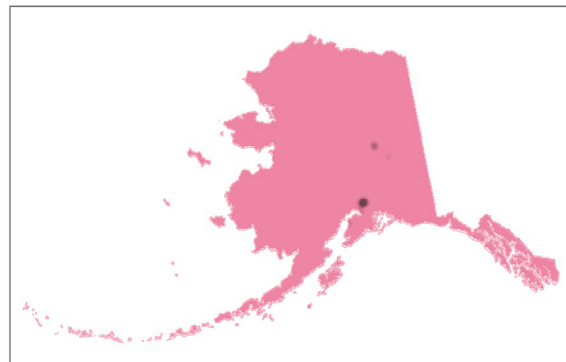
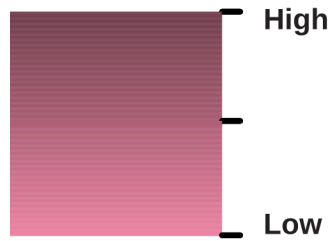
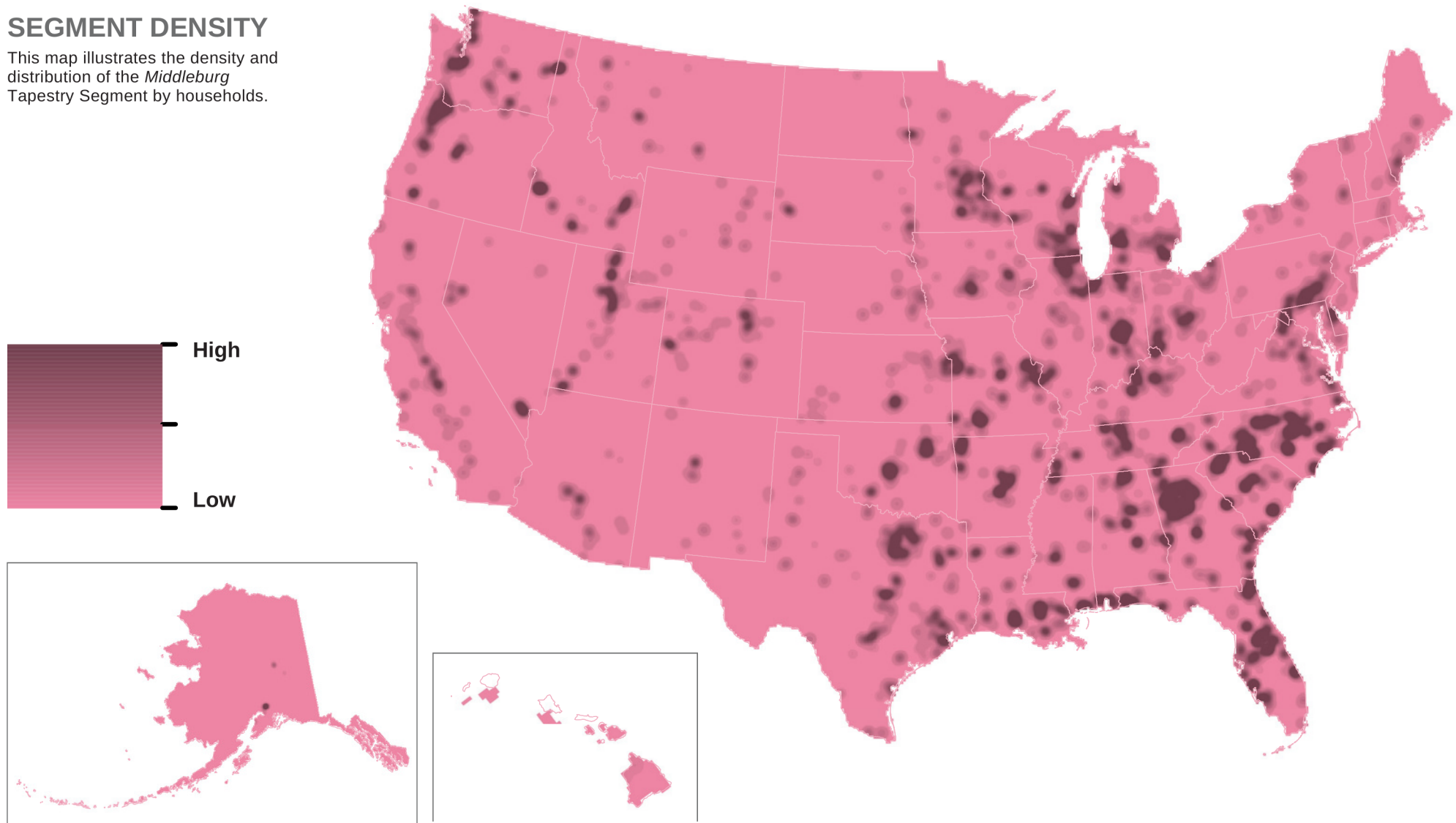


# Middleburg



## SEGMENT DENSITY

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



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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 is lower than the US (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

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 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 comfortable with the latest technology.



10.5%

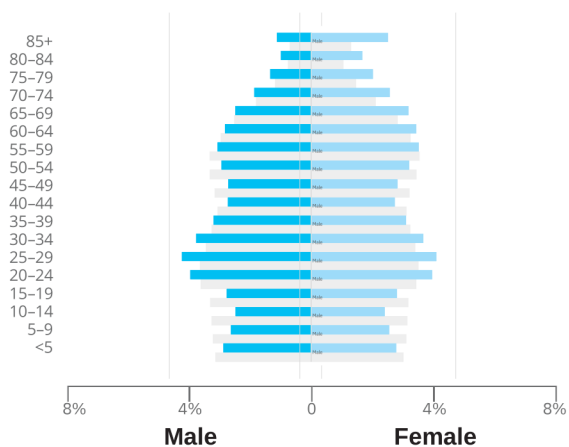
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **39.4** US: 38.2

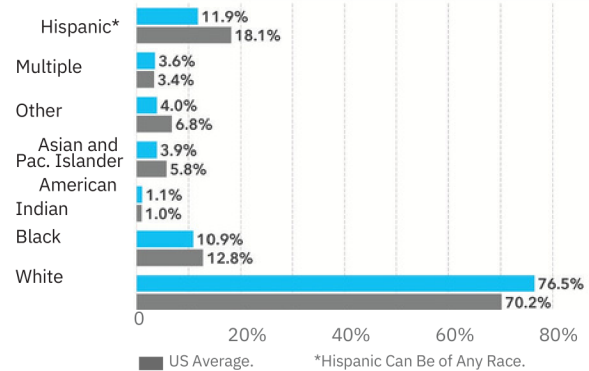
█ Indicates US



## 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: **52.7** US: 64.0



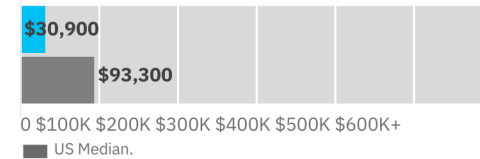
## INCOME AND NET WORTH

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

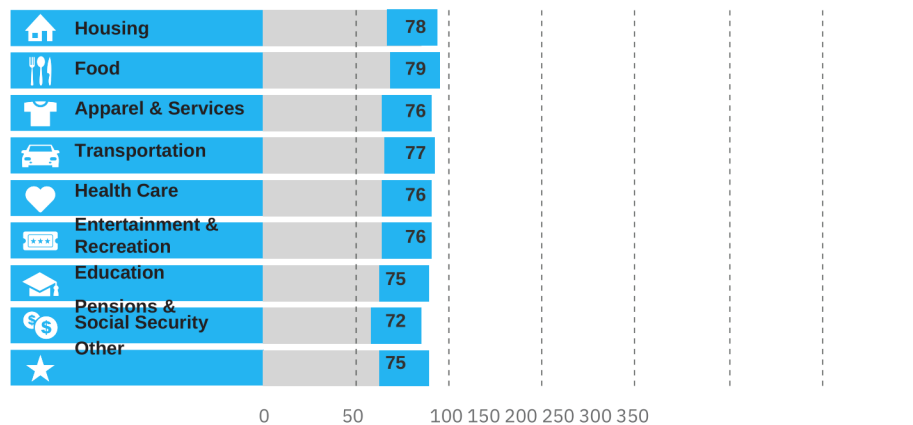


### Median Net Worth



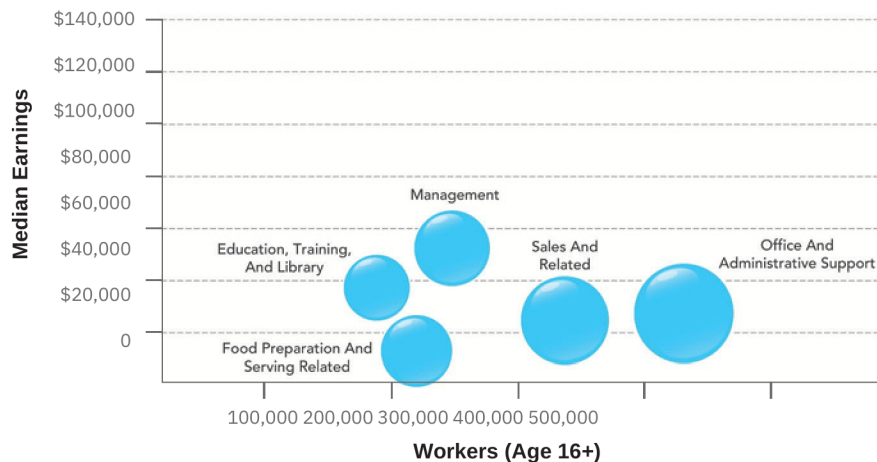
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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**

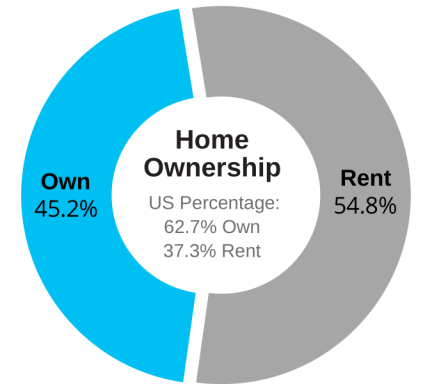
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family;  
 Multi-Units

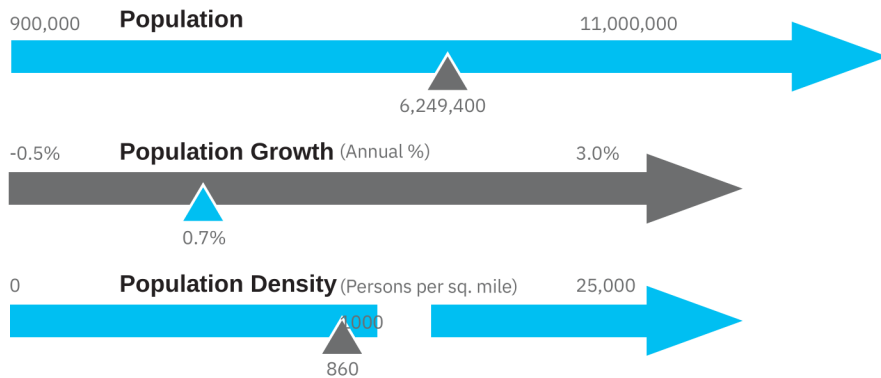
**Average Rent:**  
 \$880

US Average: \$1,038



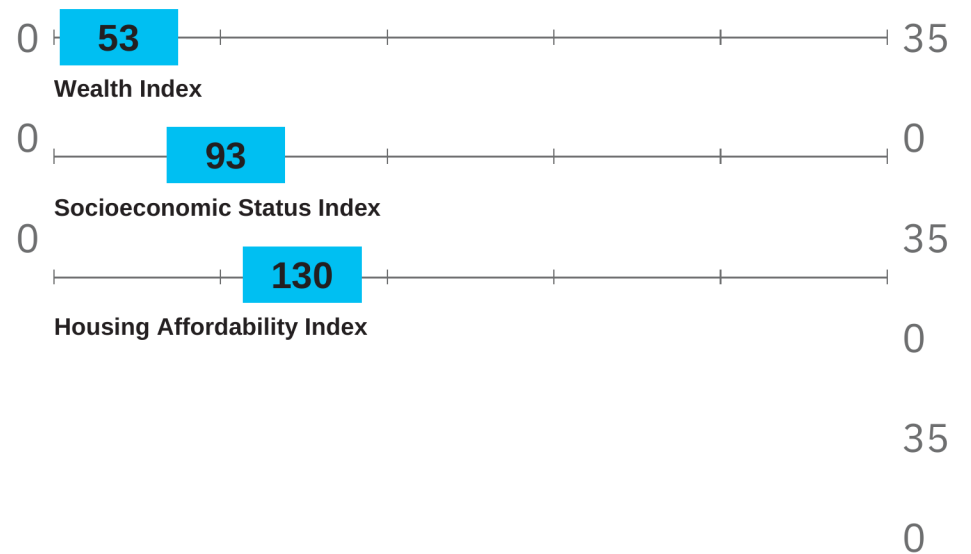
**POPULATION CHARACTERISTICS**

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.



**ESRI INDEXES**

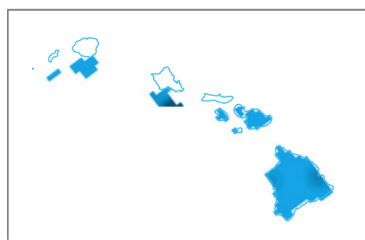
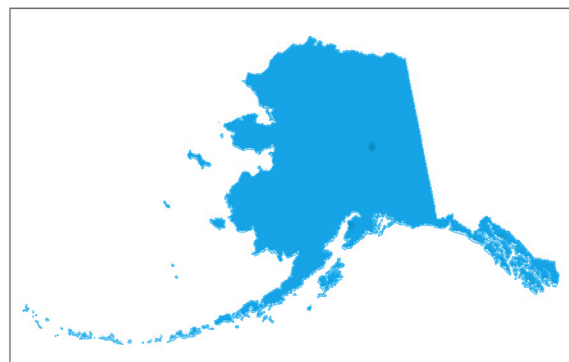
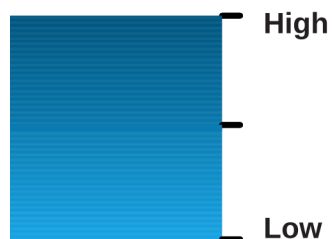
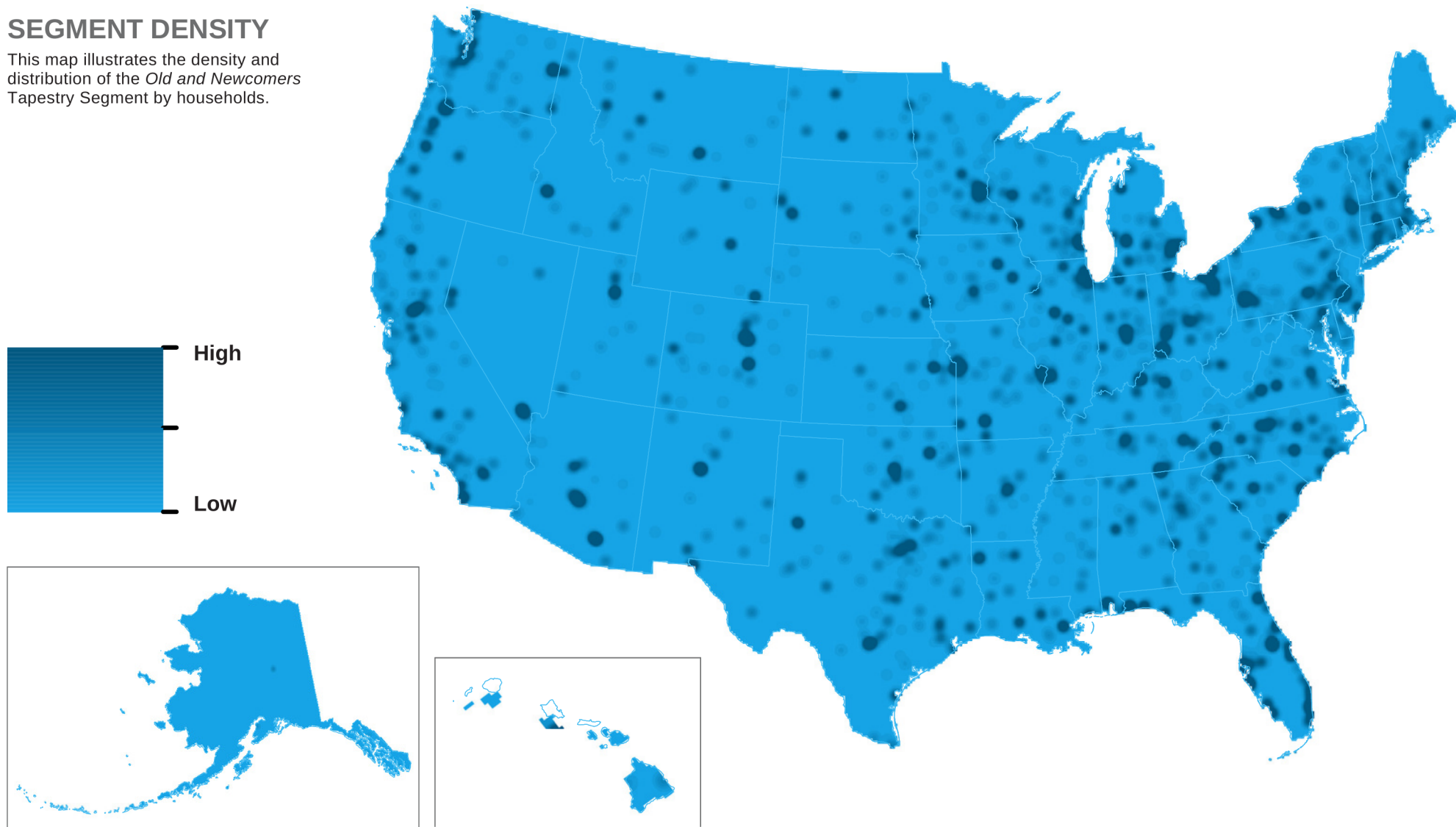
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

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



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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 developments 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.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have lived, worked, and played in the same area for years.
- Budget aware shoppers that favor American-made products.
- Read newspapers, especially the Sunday editions.



8.5%

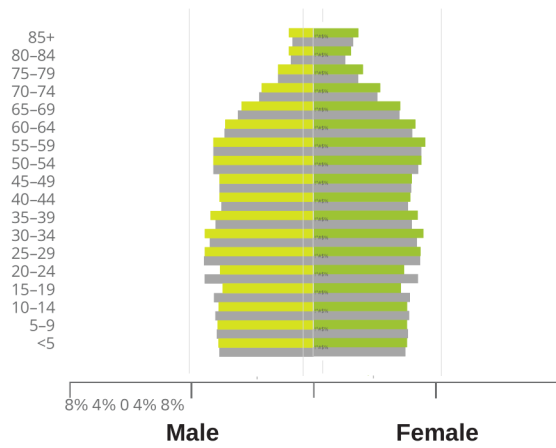
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### AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

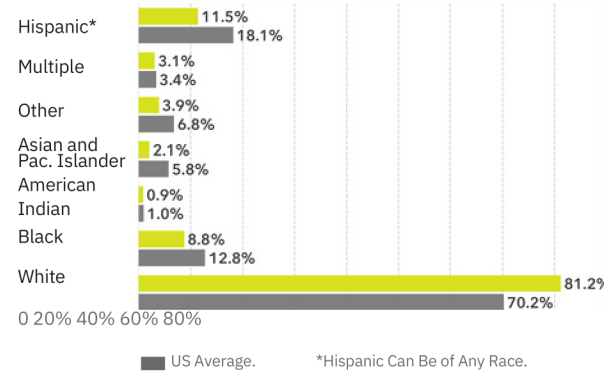
Indicates US



### 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: **46.8** US: 64.0



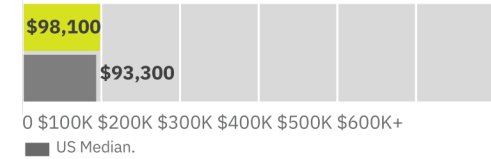
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#### Median Household Income

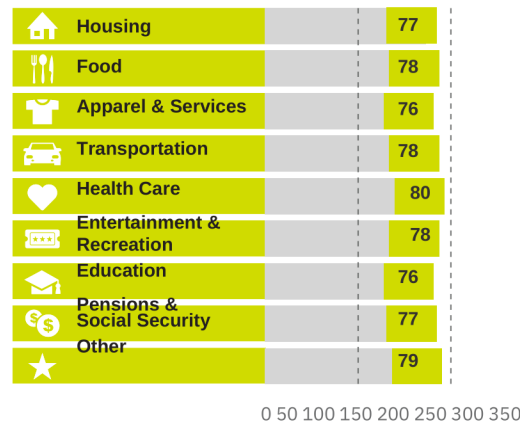


#### Median Net Worth



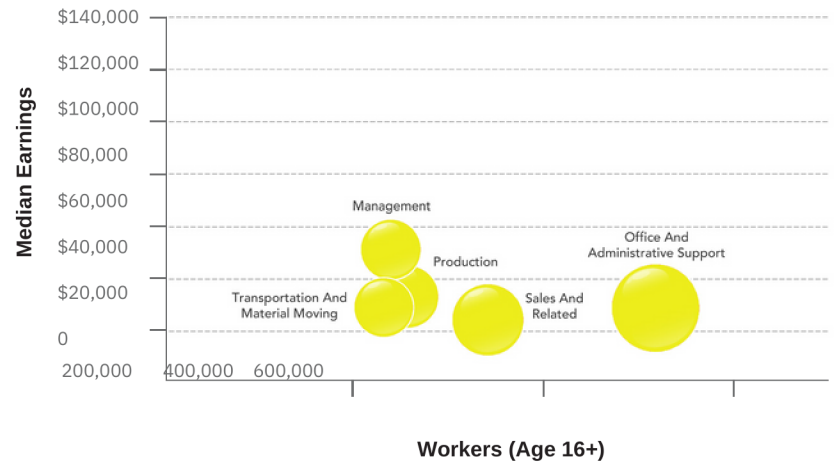
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### OCCUPATION BY EARNINGS

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 MRI-Simmons.)

- 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.

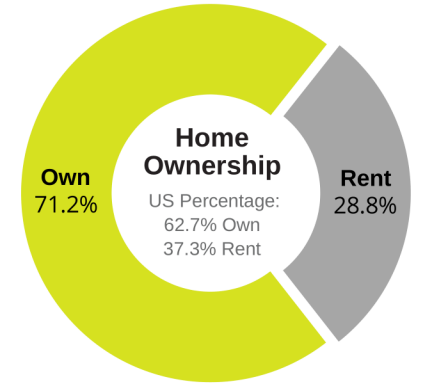
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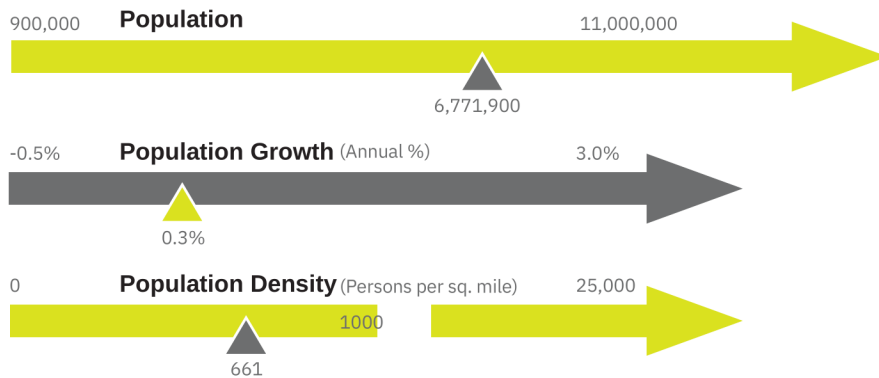
**Typical Housing:**  
Single Family

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



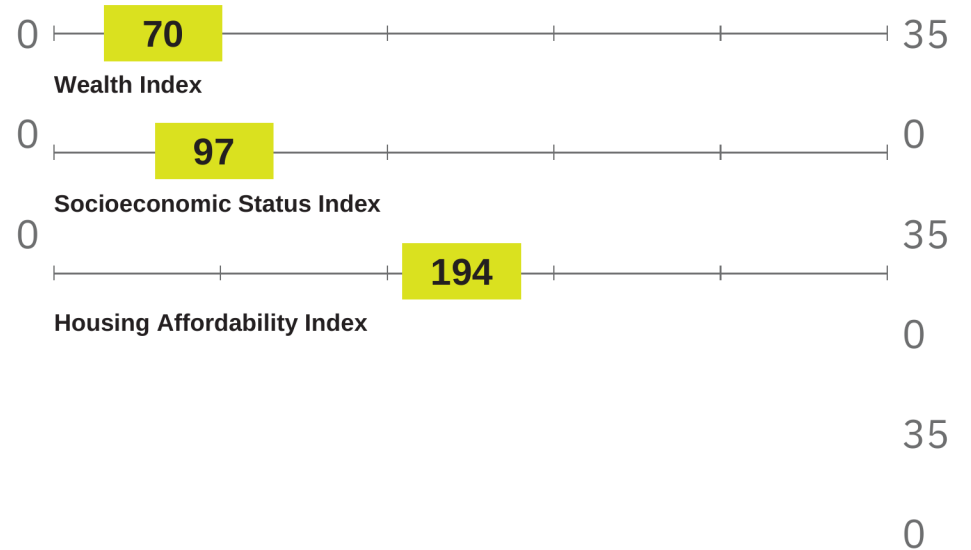
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LifeMode Group: GenXurban

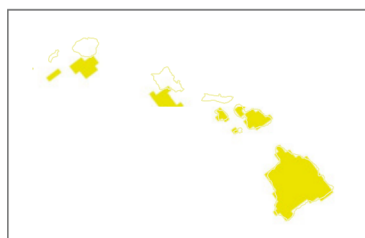
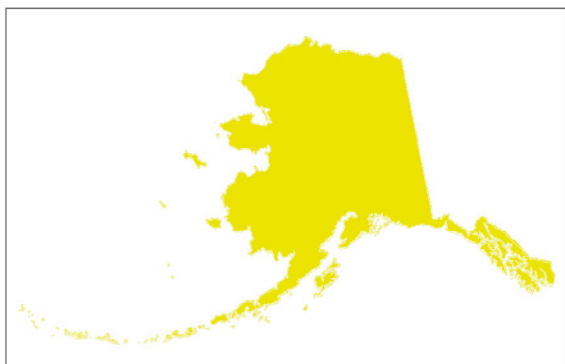
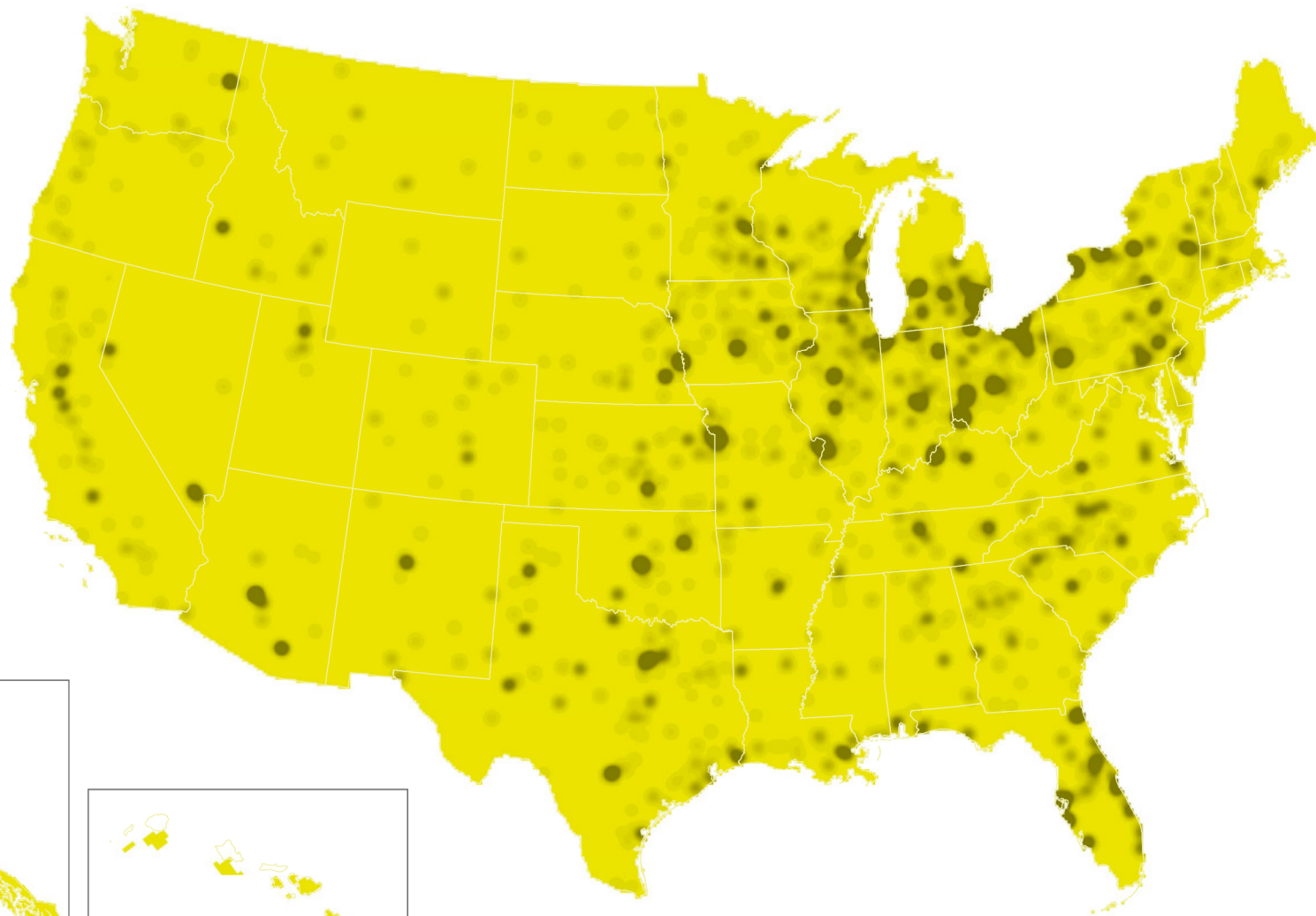
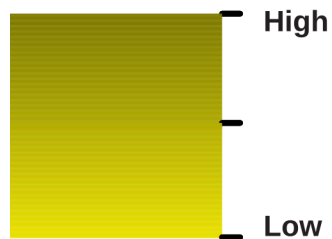
# Rustbelt Traditions



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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LifeMode Group: GenXurban  
**Midlife Constants**

5E

**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.
- At 31%, the labor force participation rate is low in this market (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).



7.9%

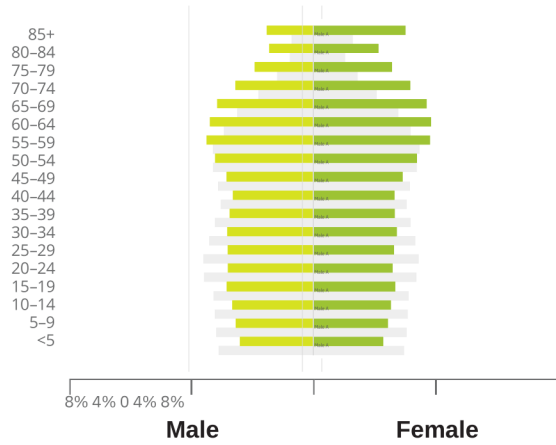
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### AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

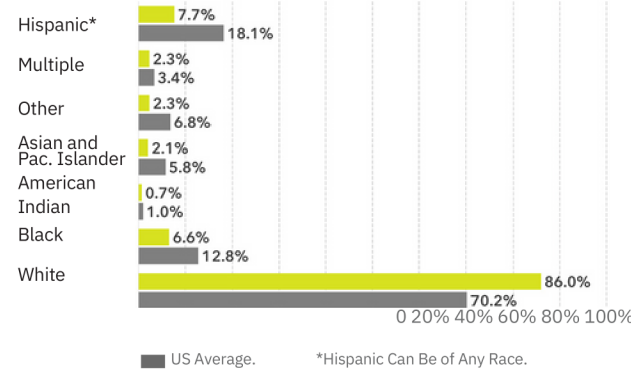
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Diversity Index: **36.2** US: 64.0



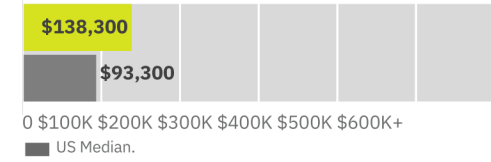
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#### Median Household Income

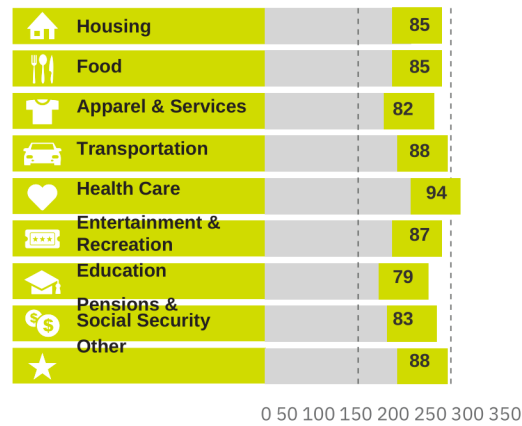


#### Median Net Worth



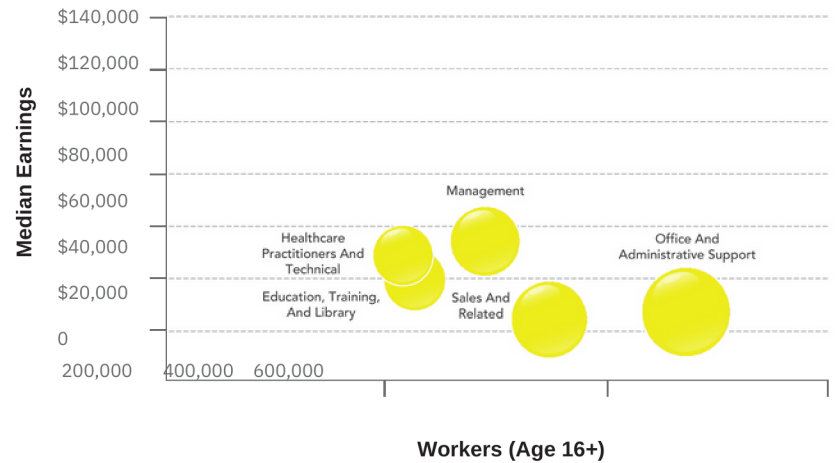
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### OCCUPATION BY EARNINGS

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 MRI-Simmons.)

- 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.

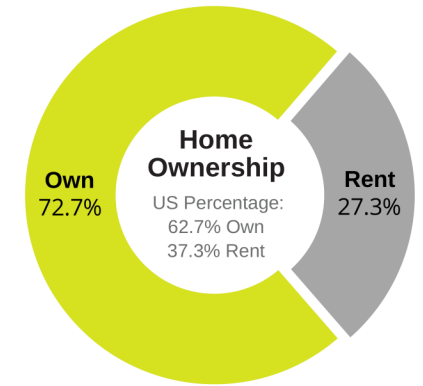
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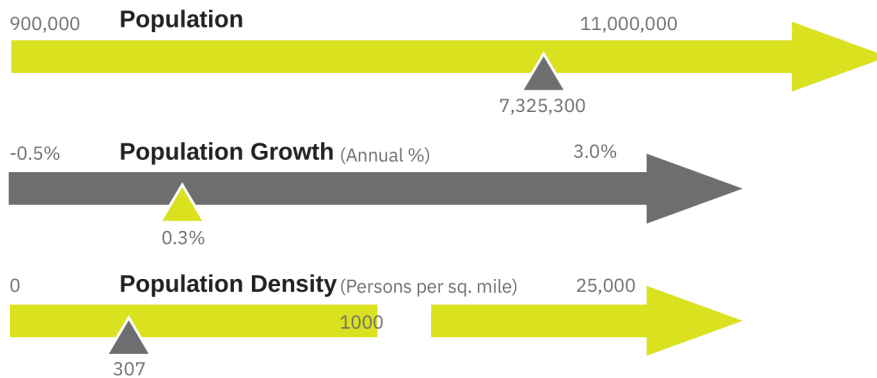
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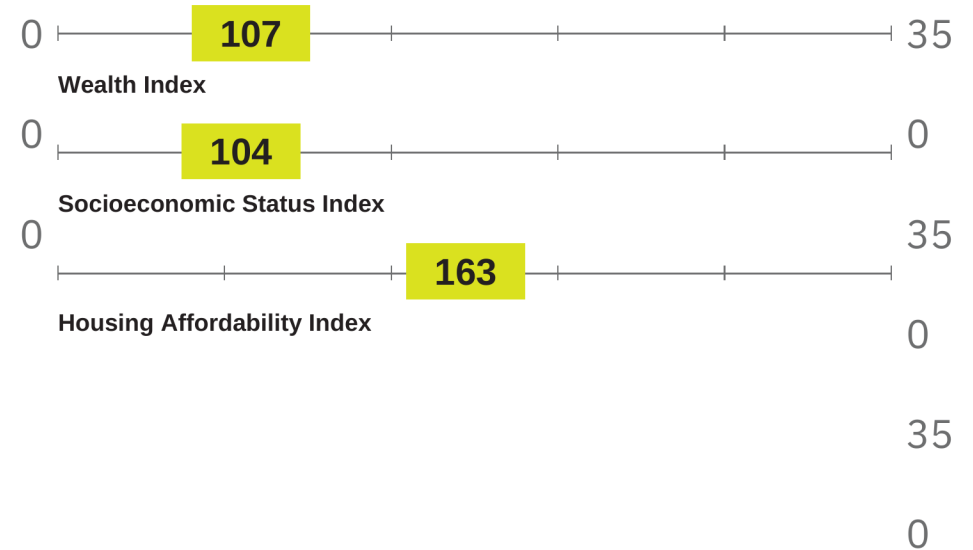
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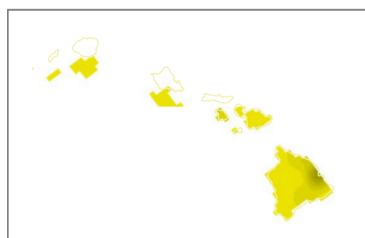
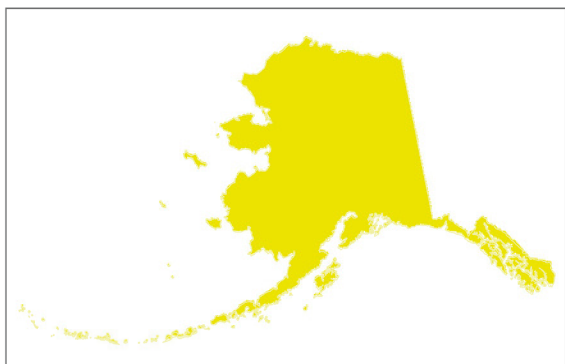
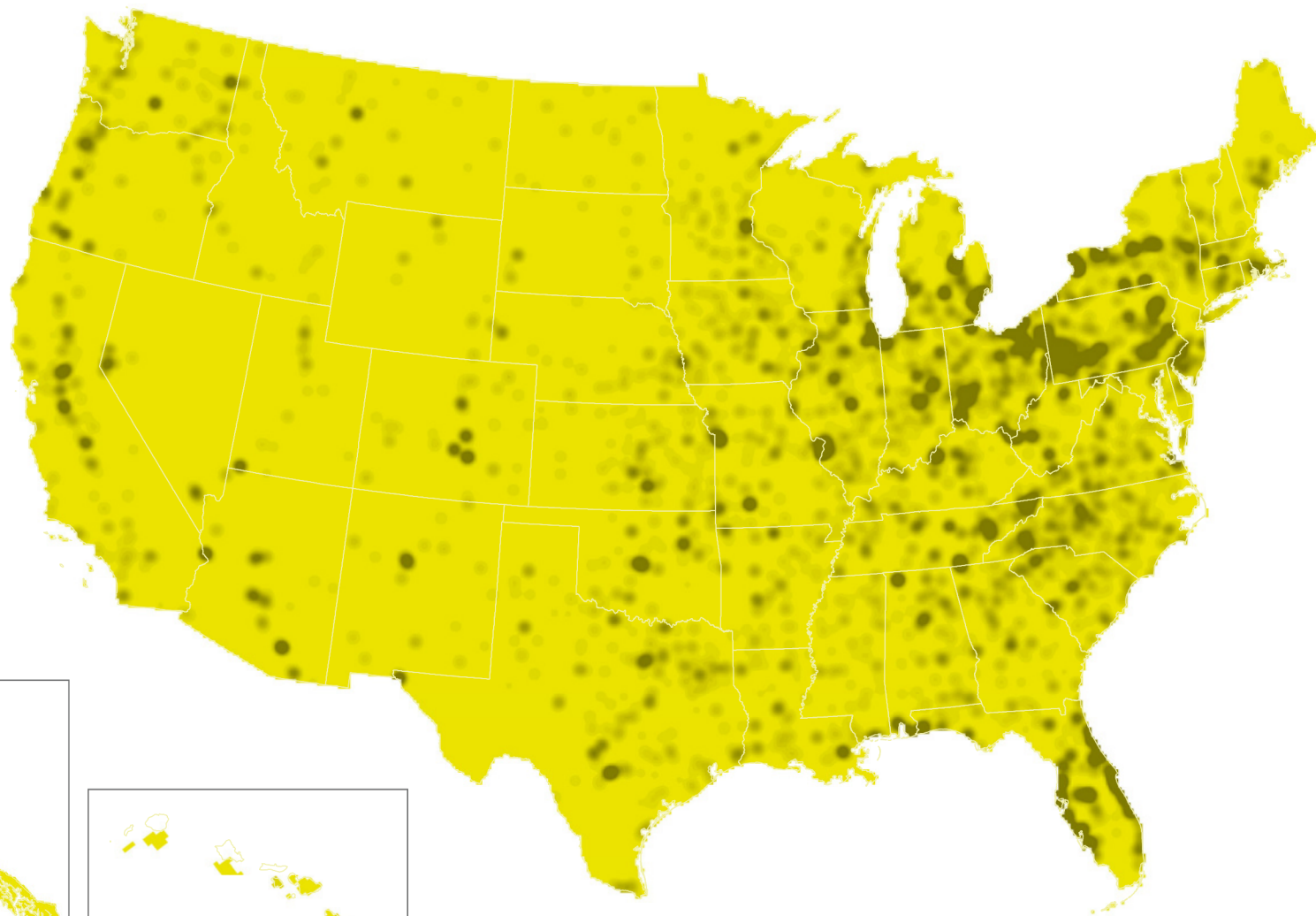
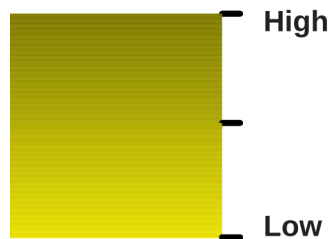
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### SEGMENT DENSITY

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LifeMode Group: GenXurban

# In Style

5B

**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.
- 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.



6.7%

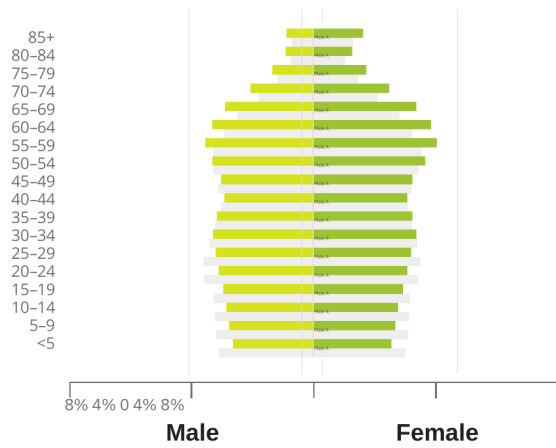
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### AGE BY SEX (Esri data)

Median Age: **42.0** US: 38.2

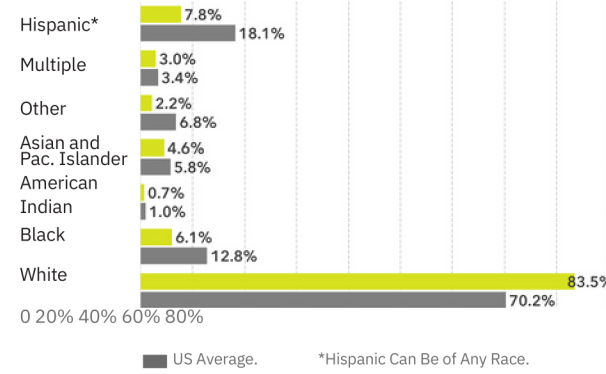
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### INCOME AND NET WORTH

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

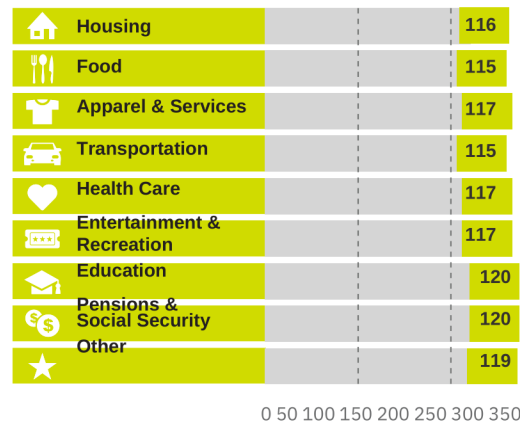


#### Median Net Worth



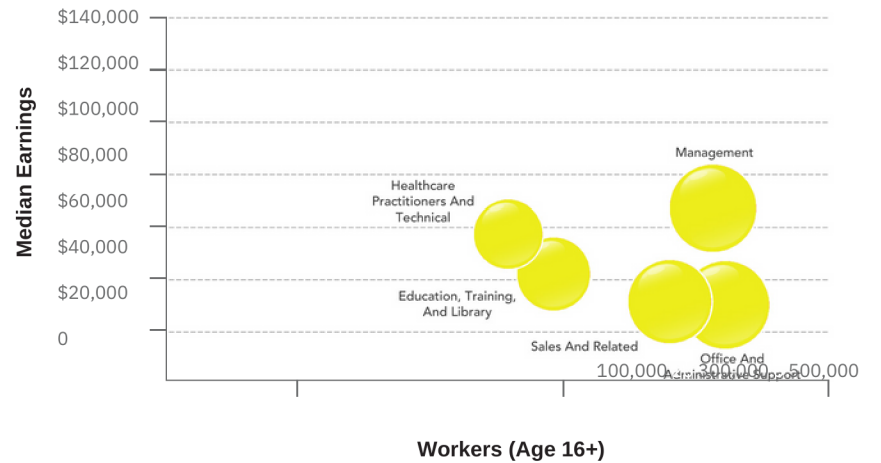
### AVERAGE HOUSEHOLD BUDGET INDEX

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.



### 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 MRI-Simmons.)

- 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.

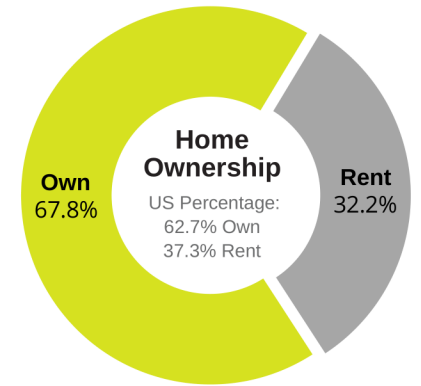
## HOUSING

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.



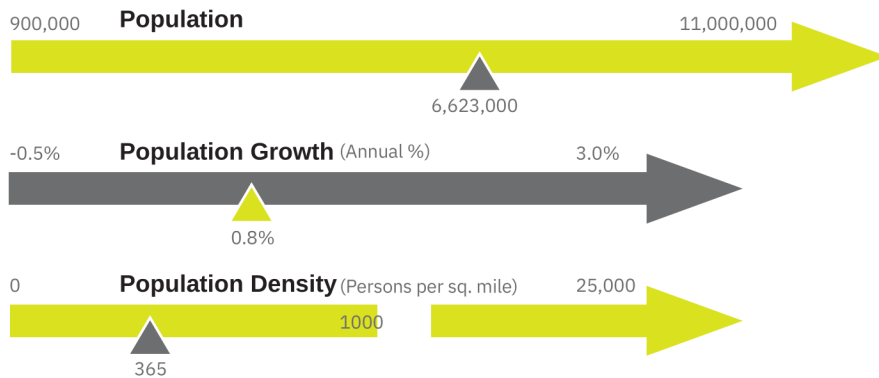
**Typical Housing:**  
Single Family

**Median Value:**  
\$243,900  
US Median: \$207,300



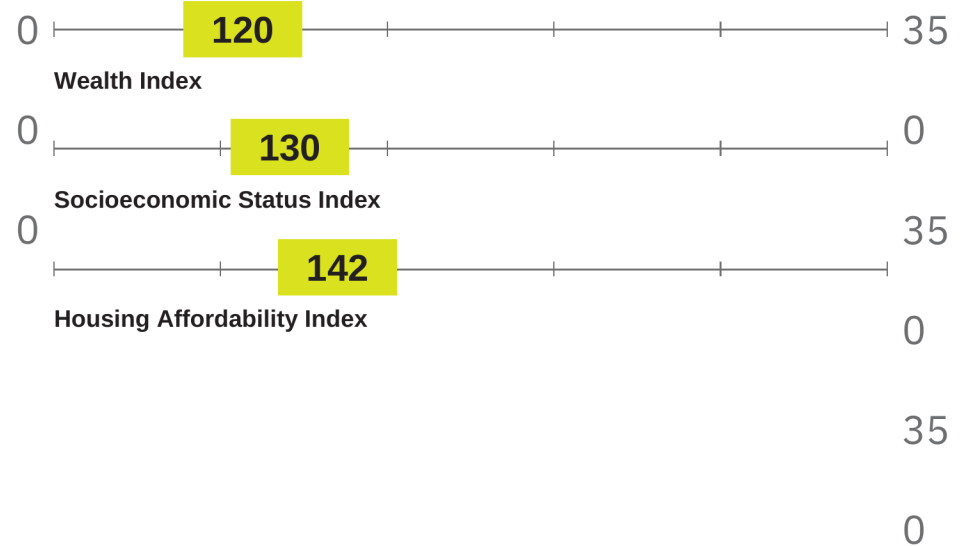
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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

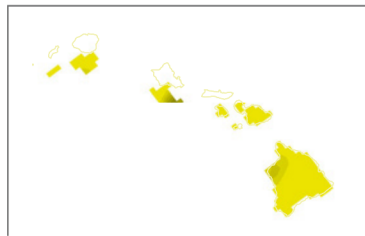
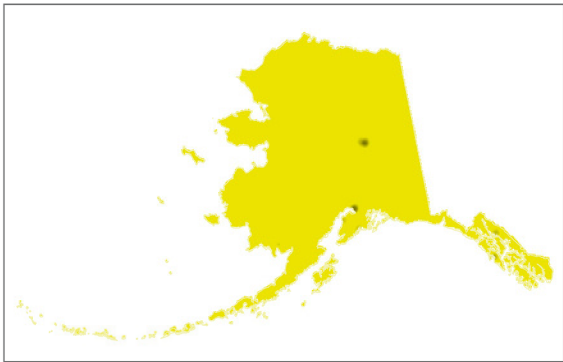
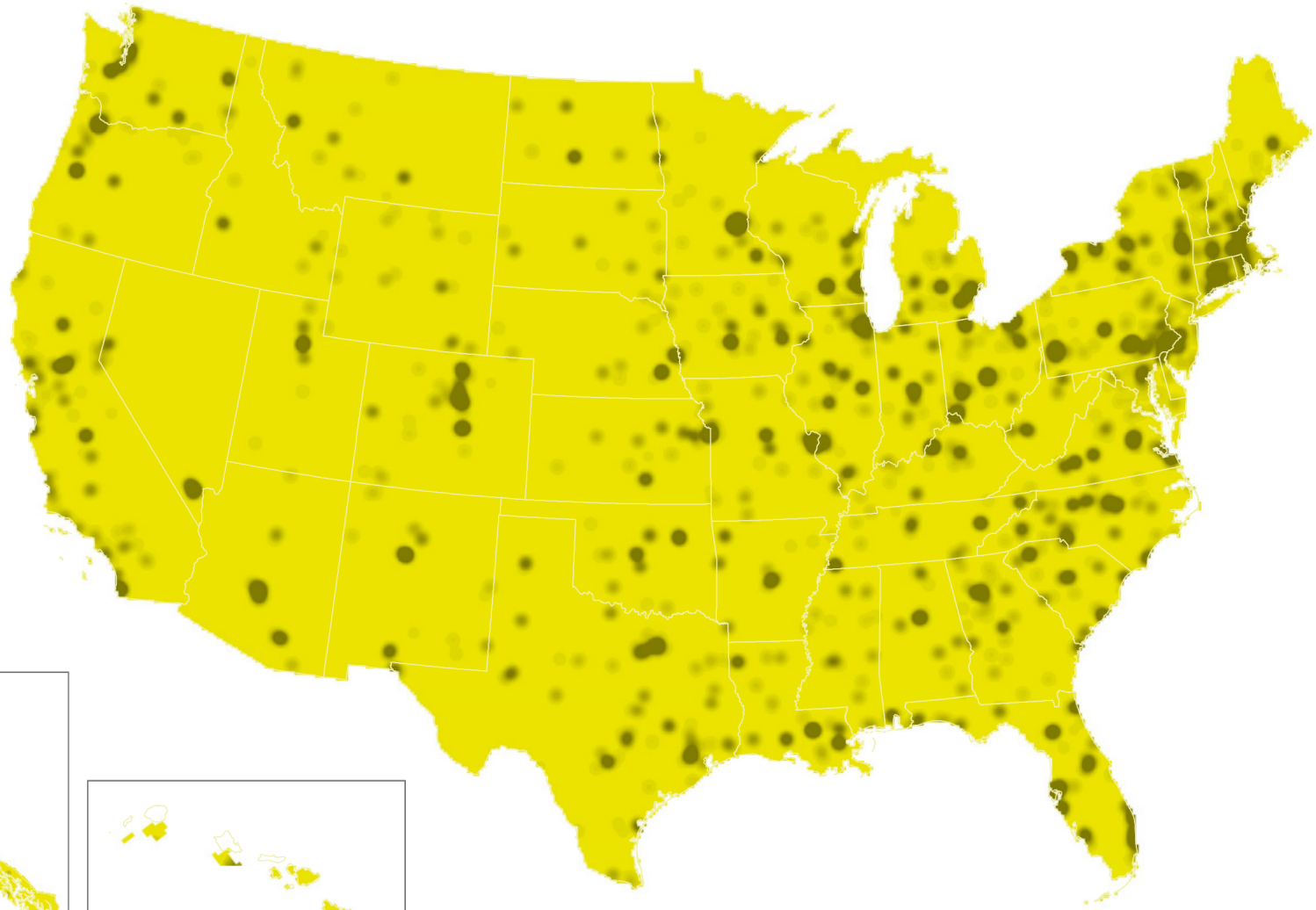
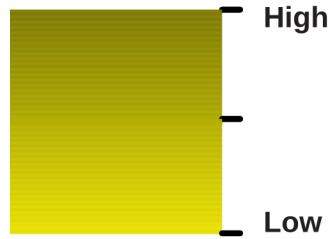






### SEGMENT DENSITY

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



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[info@esri.com](mailto:info@esri.com)  
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LifeMode Group: GenXurban

# 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.
- 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.



5.9%

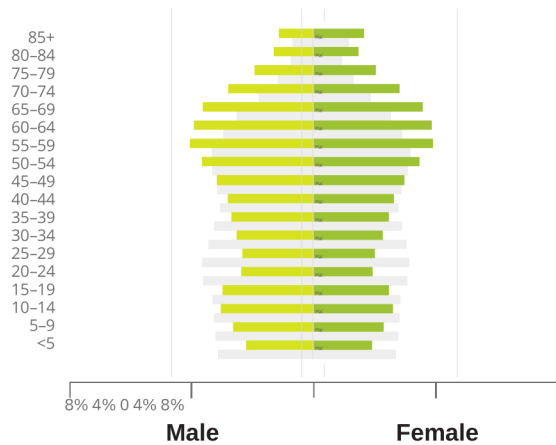
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

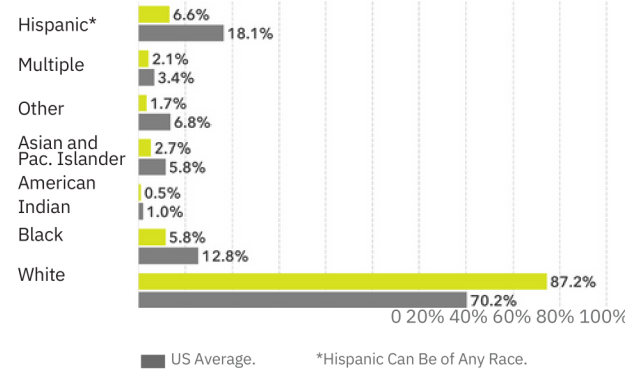
Indicates US



## 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: **33.0** US: 64.0



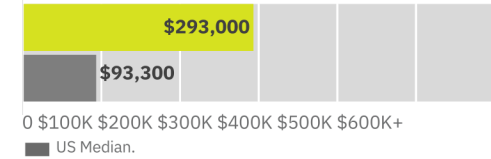
## INCOME AND NET WORTH

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

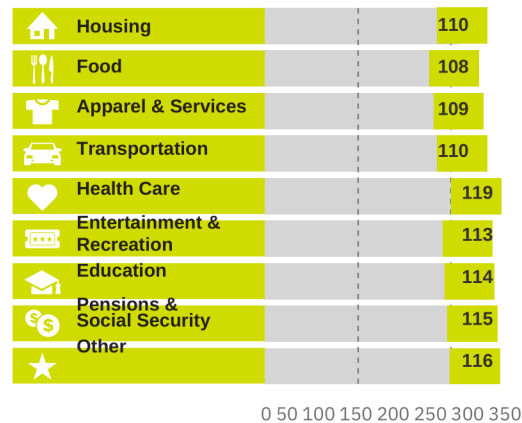


### Median Net Worth



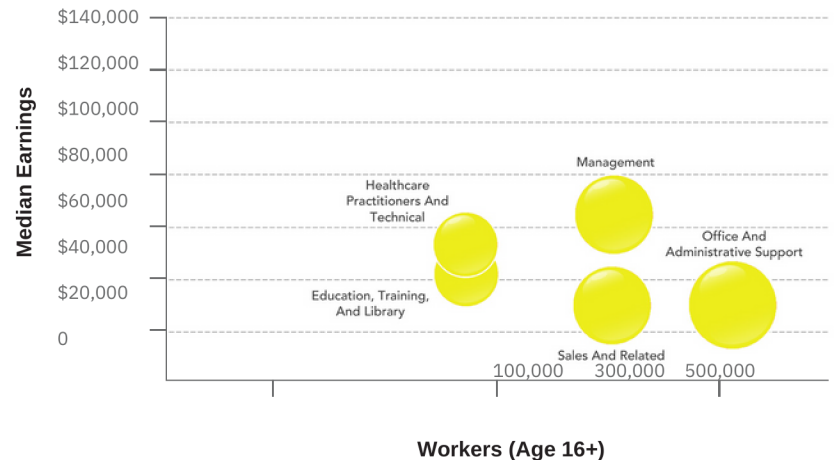
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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.

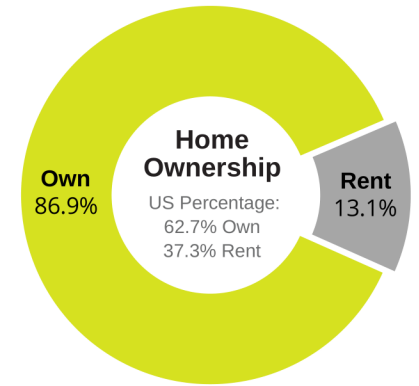
## HOUSING

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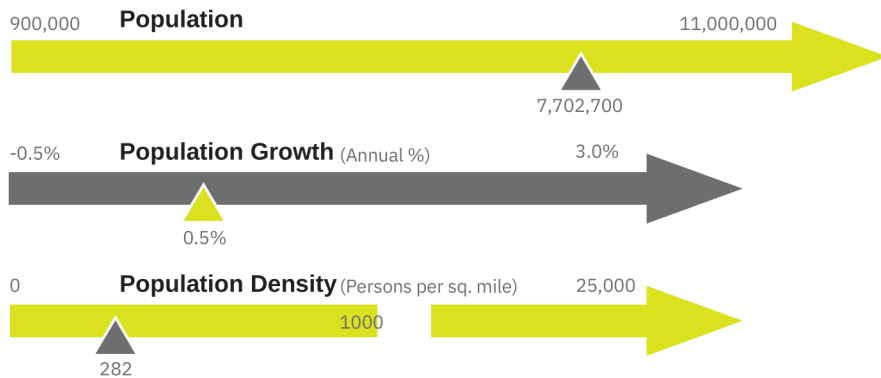
**Typical Housing:**  
Single Family

**Median Value:**  
\$203,400  
US Median: \$207,300



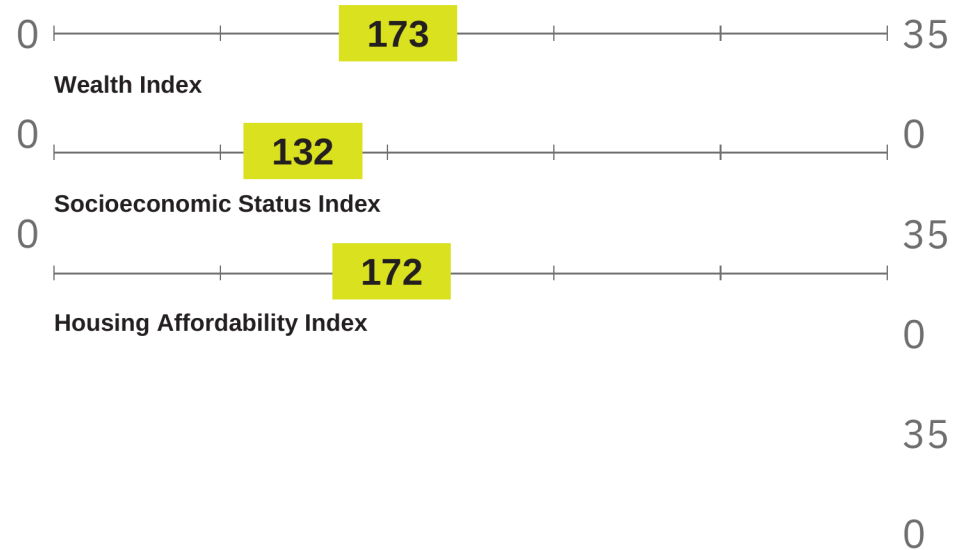
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

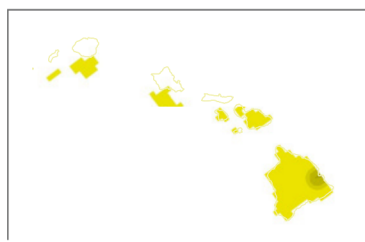
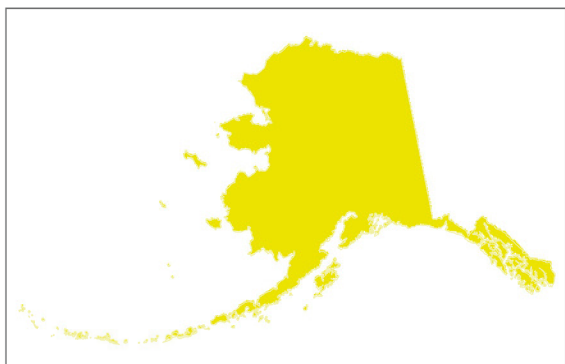
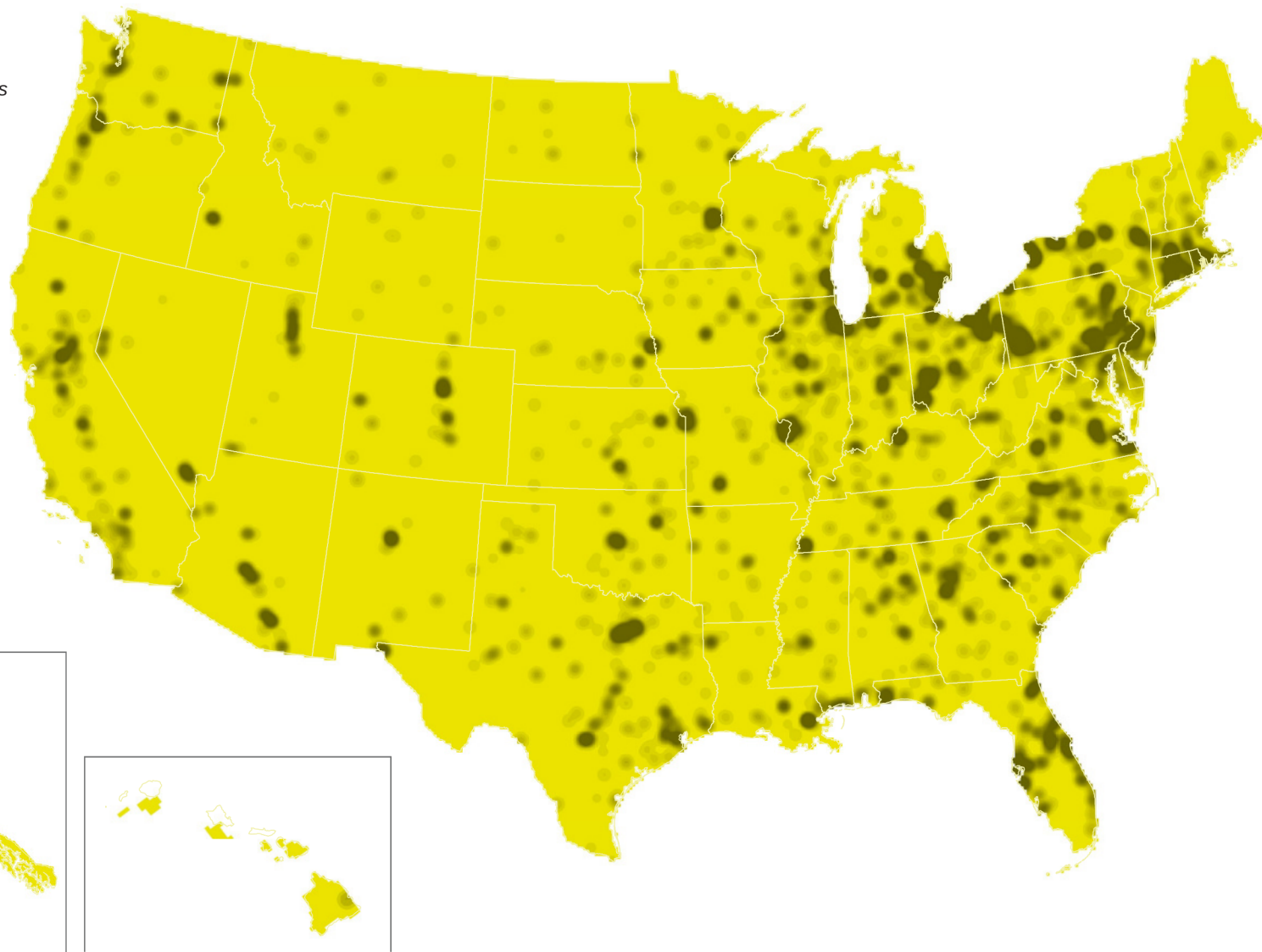
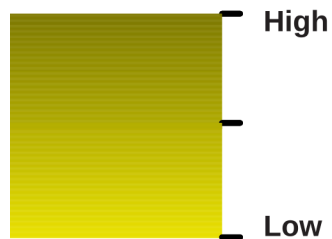
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

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



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## LifeMode Group: Rustic Outposts

# 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 primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.



### 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.

### SOCIOECONOMIC TRAITS

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.

5.1%

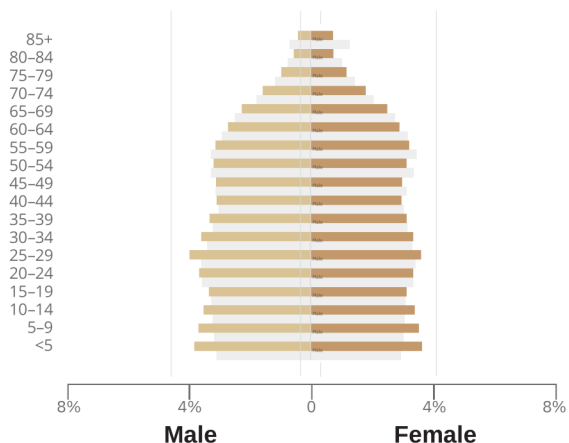
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



**AGE BY SEX** (Esri data)

Median Age: **35.0** US: 38.2

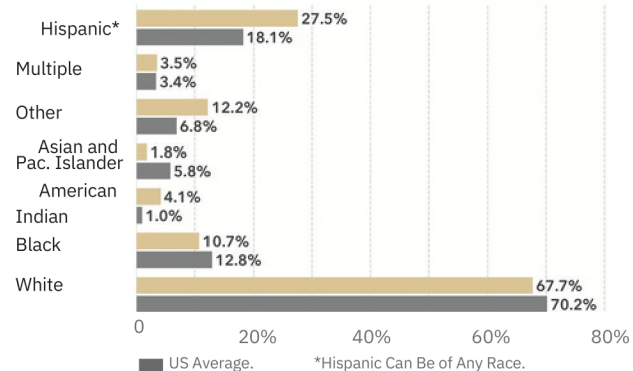
Indicates US



**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: **71.7** US: 64.0



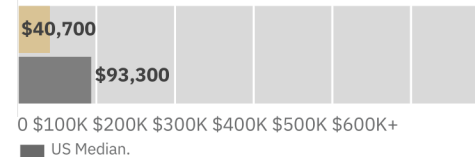
**INCOME AND NET WORTH**

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**

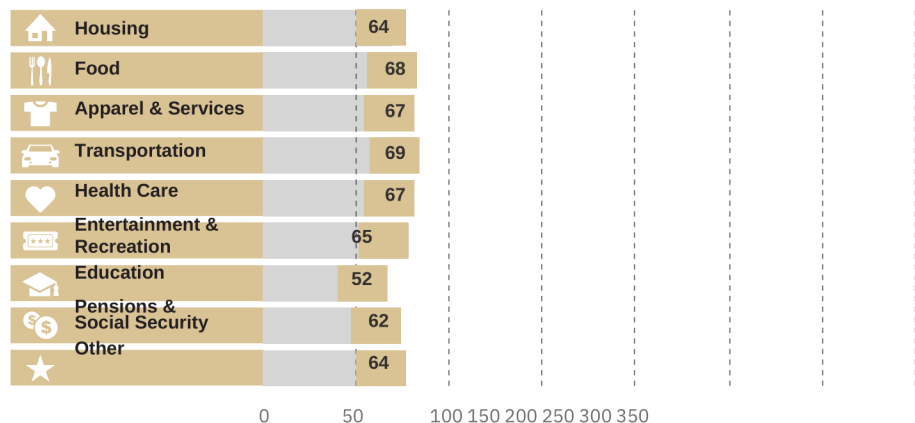


**Median Net Worth**



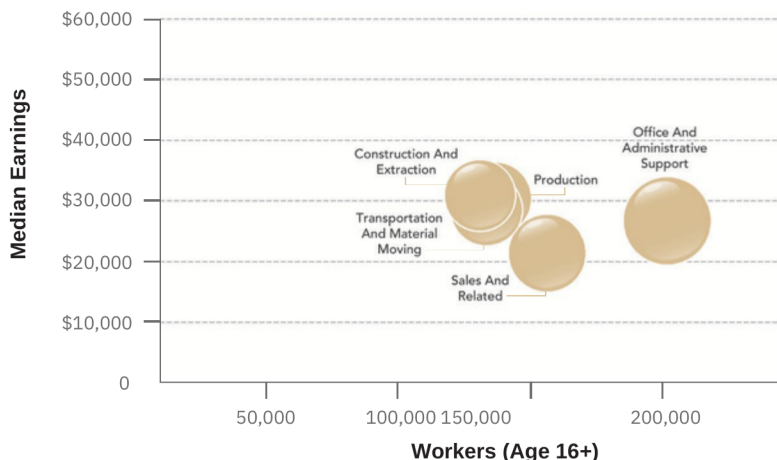
**AVERAGE HOUSEHOLD BUDGET INDEX**

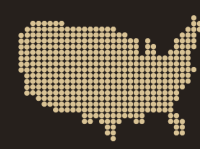
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



**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 MRI-Simmons.)

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, groceries, 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, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

**HOUSING**

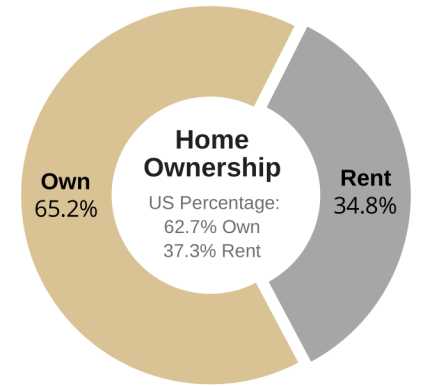
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Mobile Homes;  
 Single Family

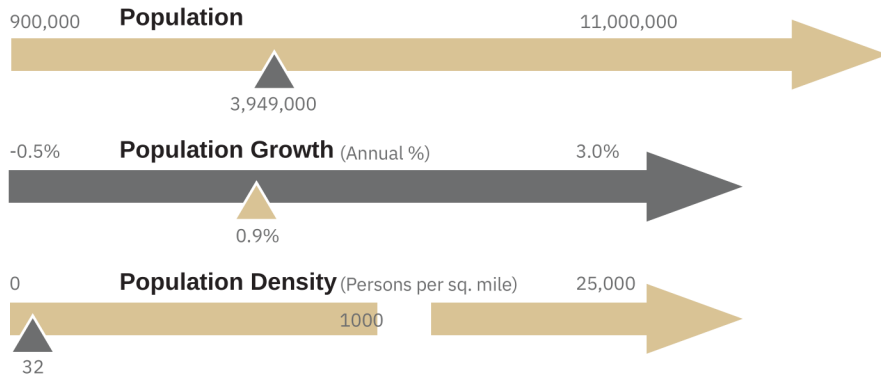
**Median Value:**  
 \$89,800

US Median: \$207,300



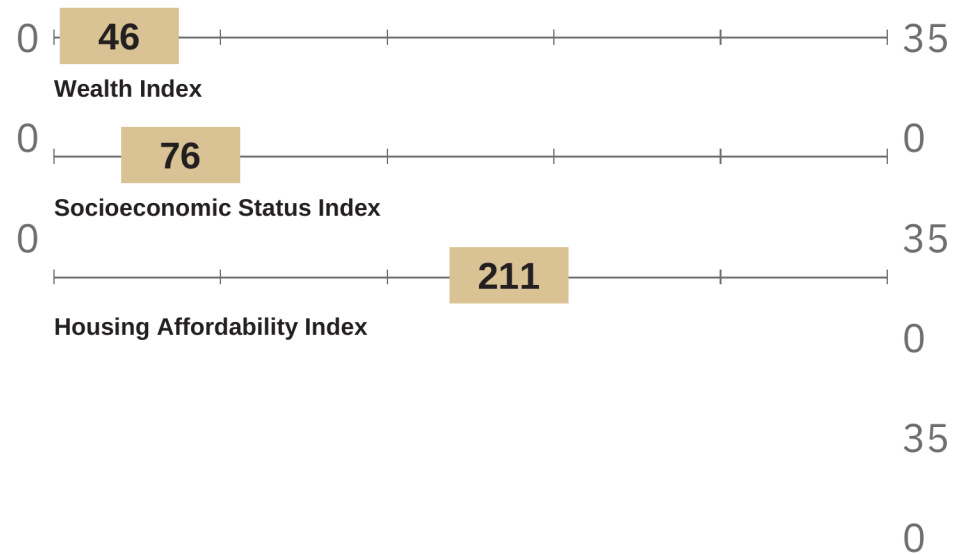
**POPULATION CHARACTERISTICS**

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.



**ESRI INDEXES**

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

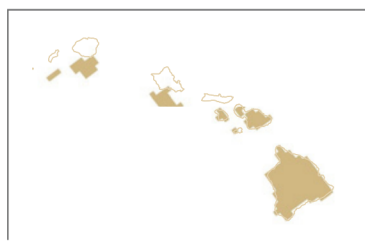
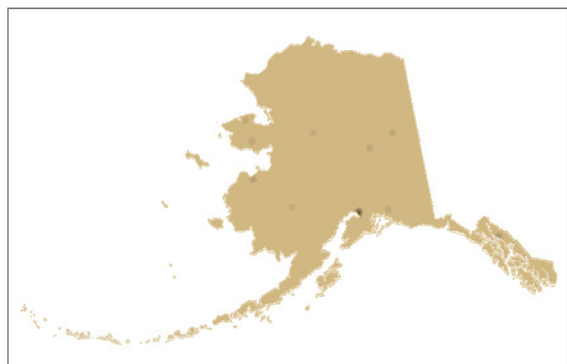
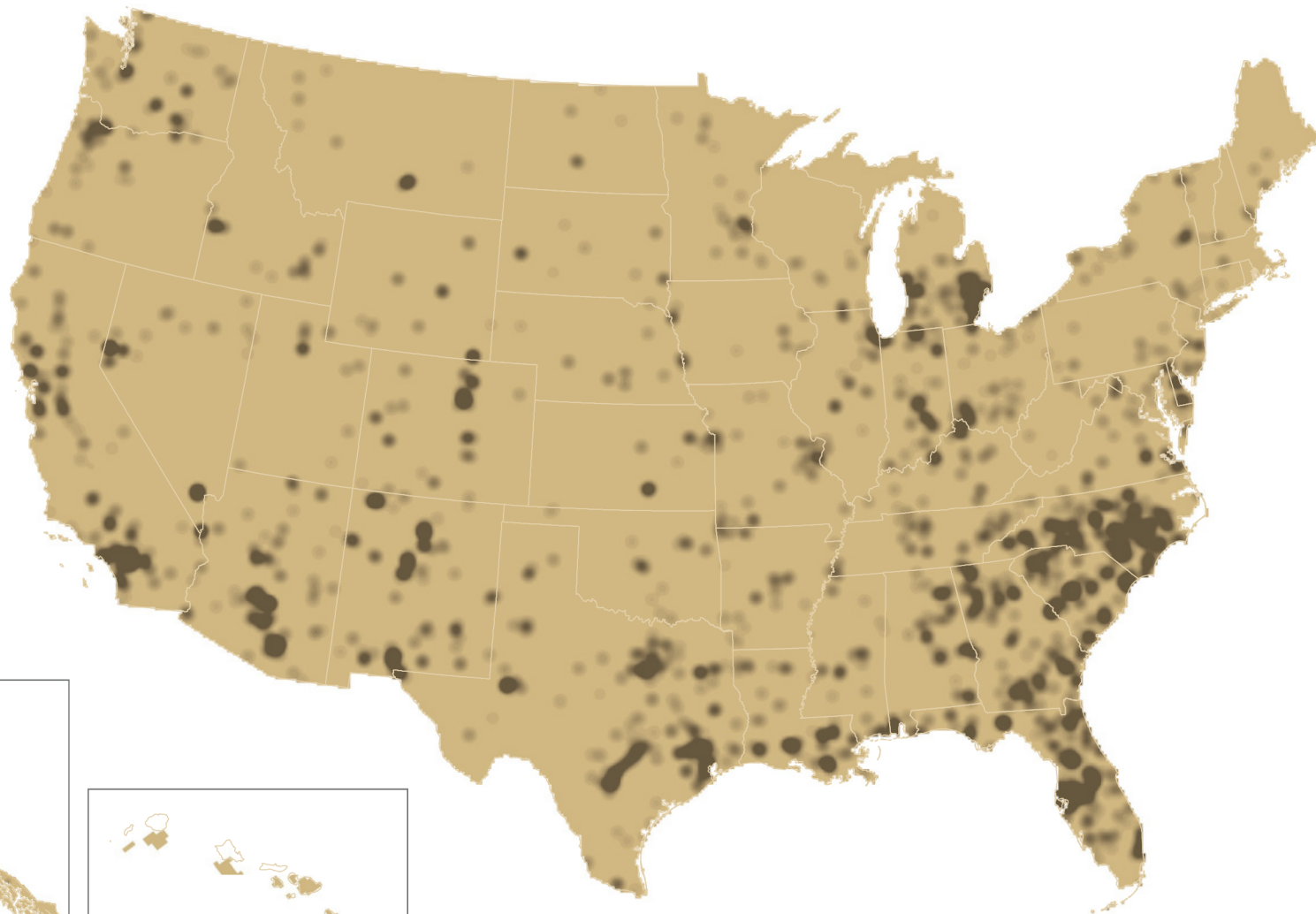
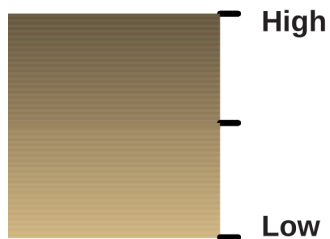






### SEGMENT DENSITY

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



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LifeMode Group: Hometown

# Small Town Simplicity



**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. Residents keep their finances simple—paying bills in person and avoiding debt.

## OUR NEIGHBORHOOD

- 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.
- 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-oriented residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

4.4%

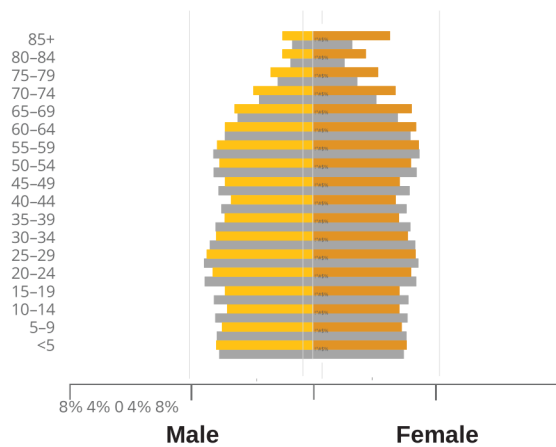
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



### AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

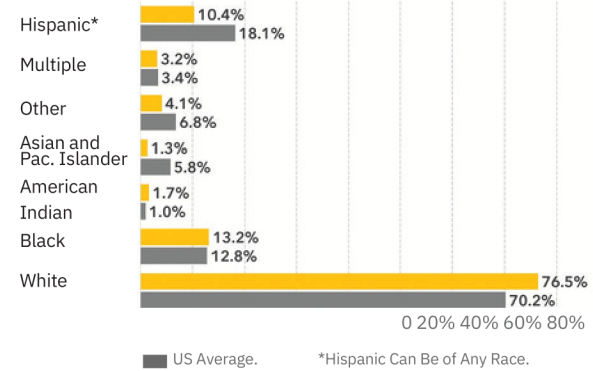
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### RACE AND ETHNICITY (Esri data)

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Diversity Index: **51.0** US: 64.0



### INCOME AND NET WORTH

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#### Median Household Income

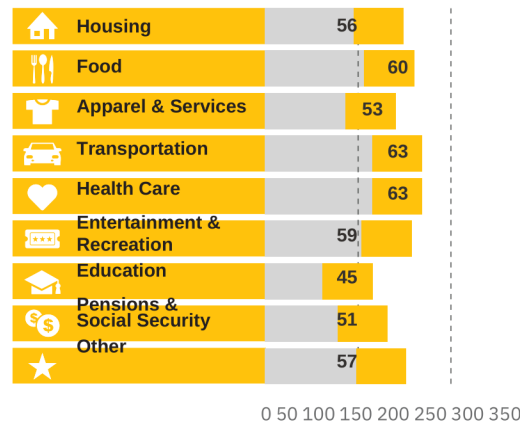


#### Median Net Worth



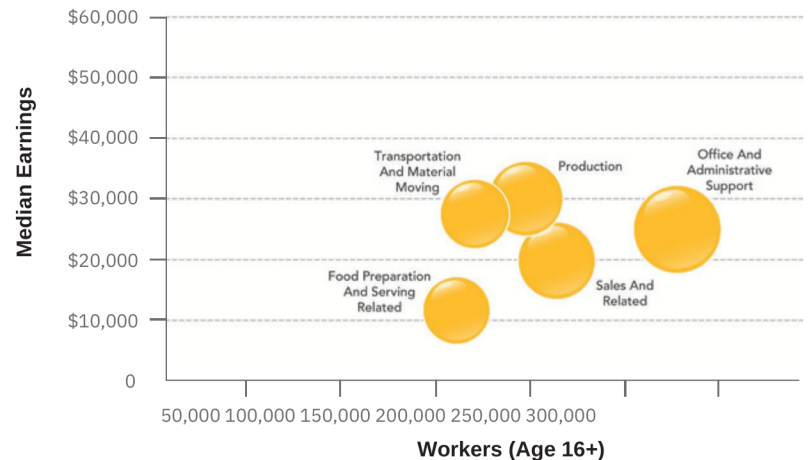
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### OCCUPATION BY EARNINGS

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 MRI-Simmons.)

- Small Town Simplicity features a semirural lifestyle, complete with domestic trucks and SUVs, 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

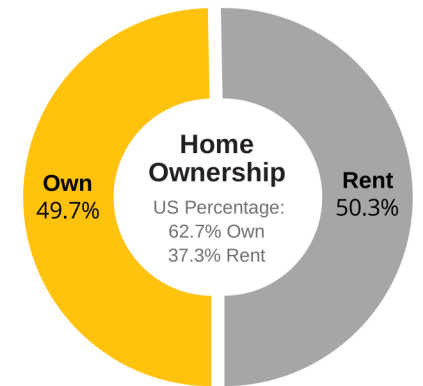
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**Typical Housing:**  
Single Family

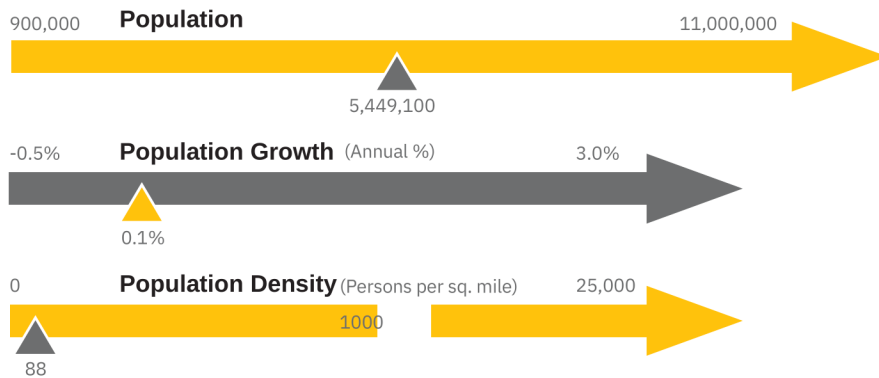
**Median Value:**  
\$92,300

US Median: \$207,300



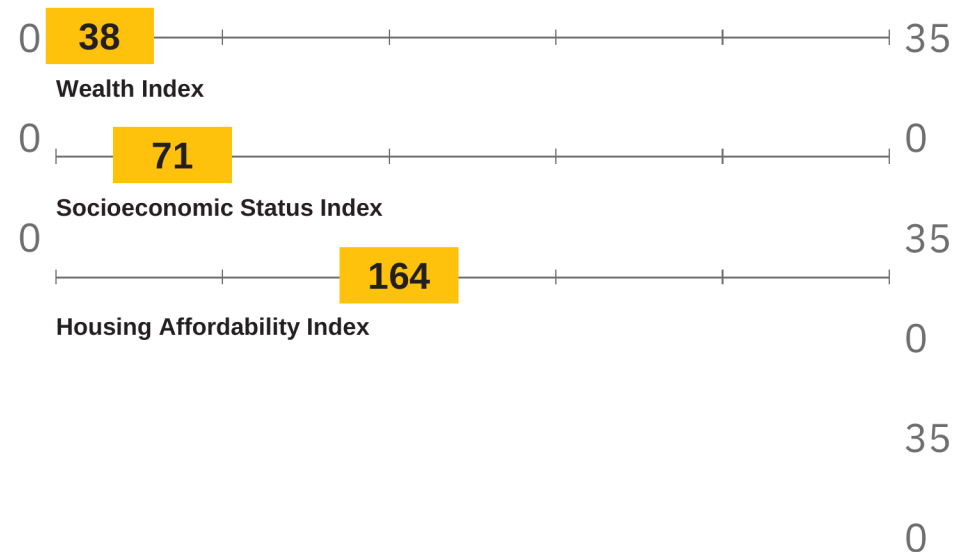
## POPULATION CHARACTERISTICS

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## ESRI INDEXES

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LifeMode Group: Hometown

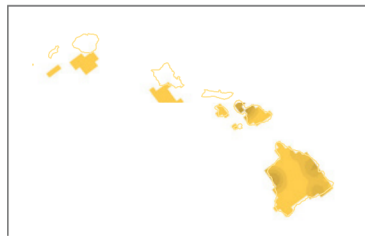
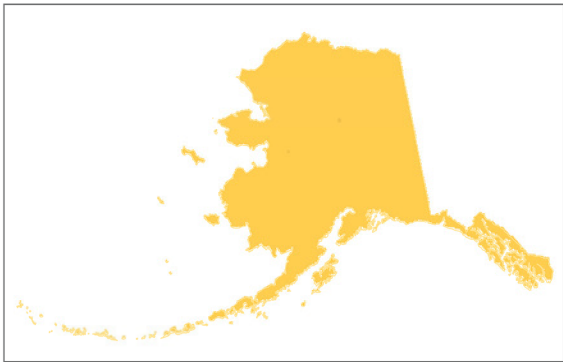
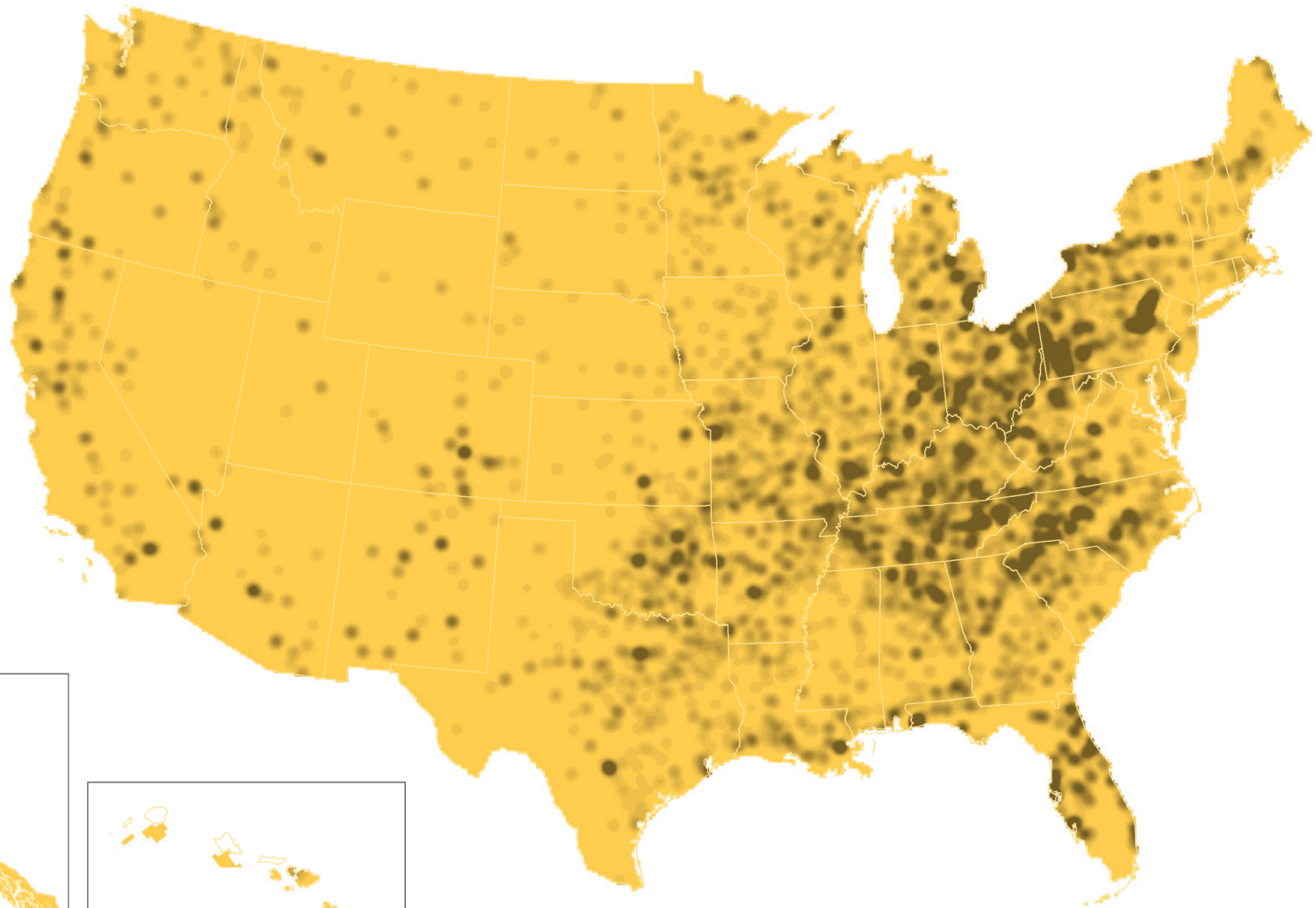
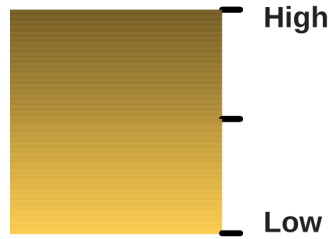
# Small Town Simplicity



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

This map illustrates the density and distribution of the *Small Town Simplicity* Tapestry Segment by households.



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LifeMode Group: Middle Ground

# Hometown Heritage

8G

**Households:** 1,507,700

**Average Household Size:** 2.66

**Median Age:** 32.4

**Median Household Income:** \$28,200

## WHO ARE WE?

*Hometown Heritage* neighborhoods are in urbanized areas within central cities, with older housing, located mainly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. They work mainly in service, manufacturing, and retail trade industries. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings.

## 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).
- 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).
- Higher rates of employment in Manufacturing.
- 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.



2.8%

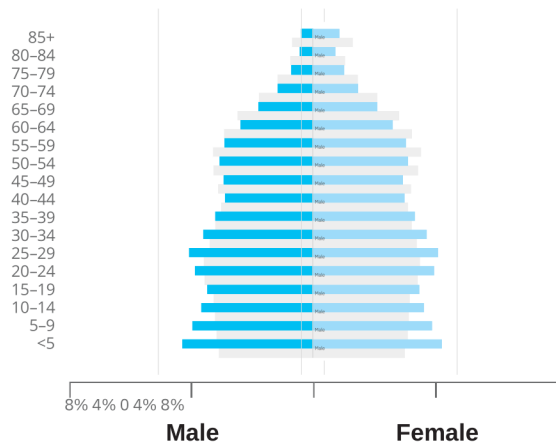
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **32.4** US: 38.2

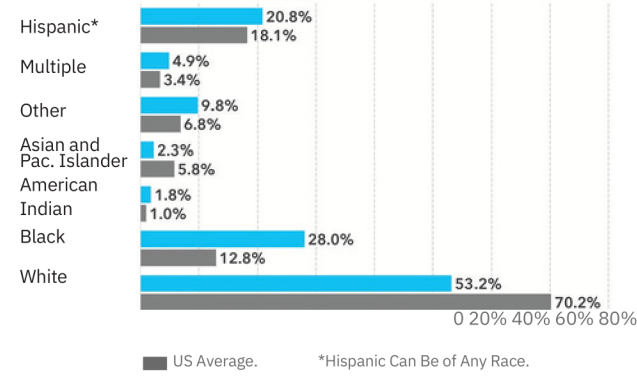
Indicates US



## 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: **75.7** US: 64.0



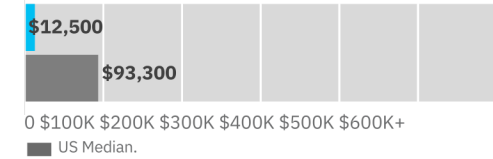
## INCOME AND NET WORTH

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

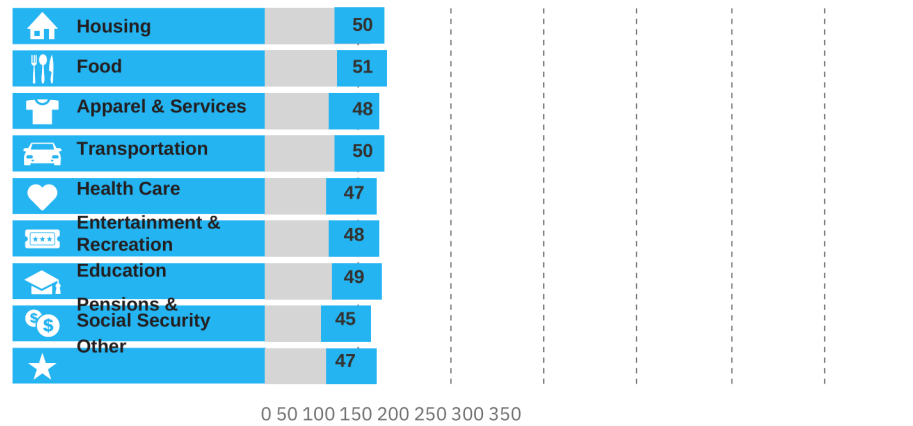


### Median Net Worth



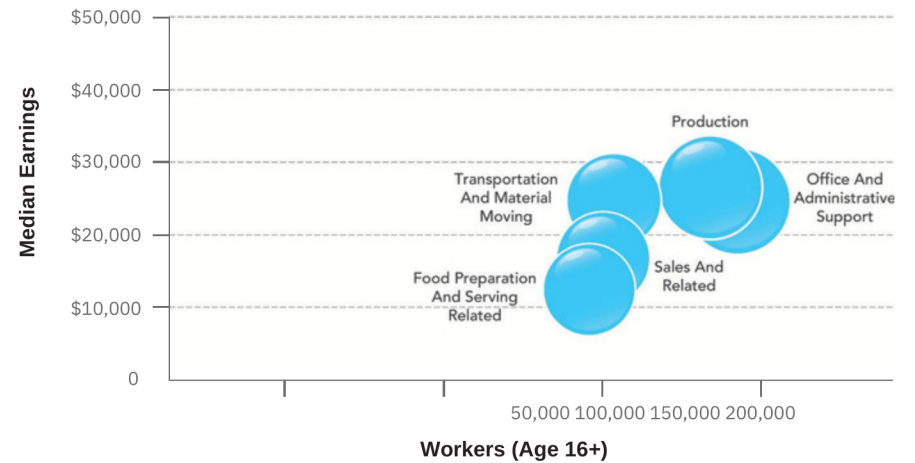
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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

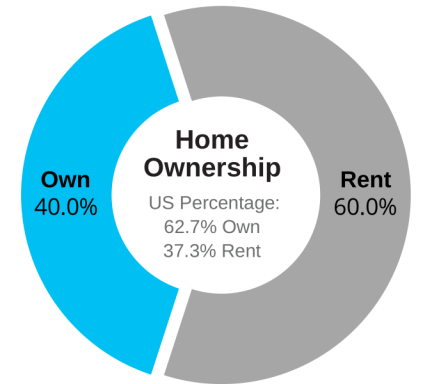
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

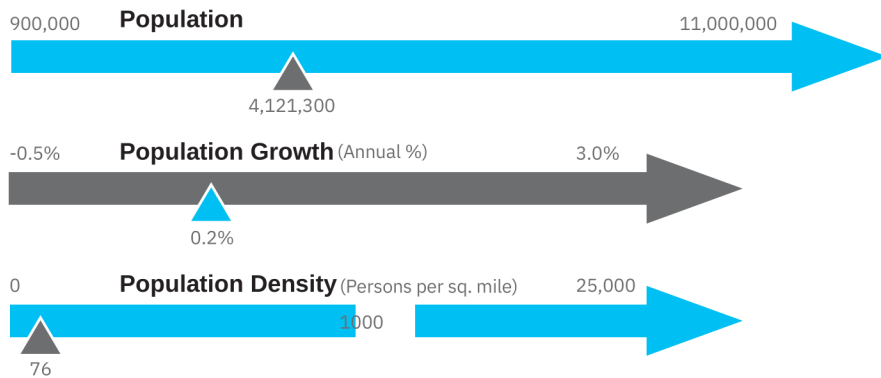
**Average Rent:**  
\$710

US Average: \$1,038



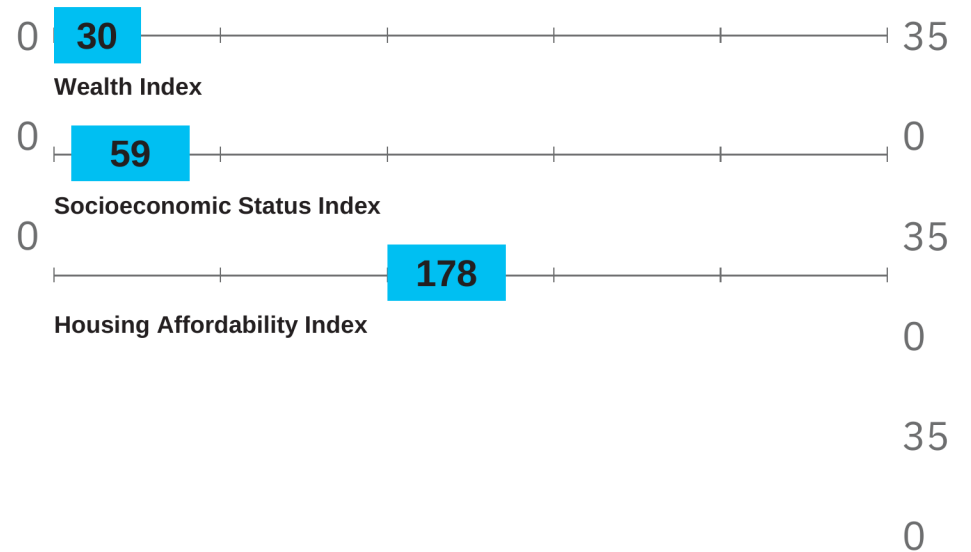
### POPULATION CHARACTERISTICS

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.



### ESRI INDEXES

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

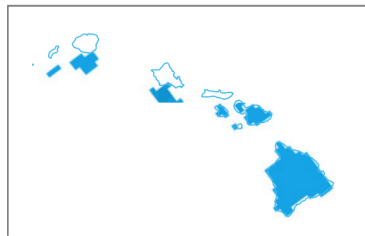
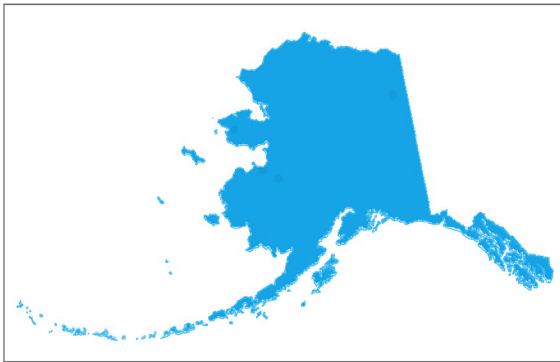
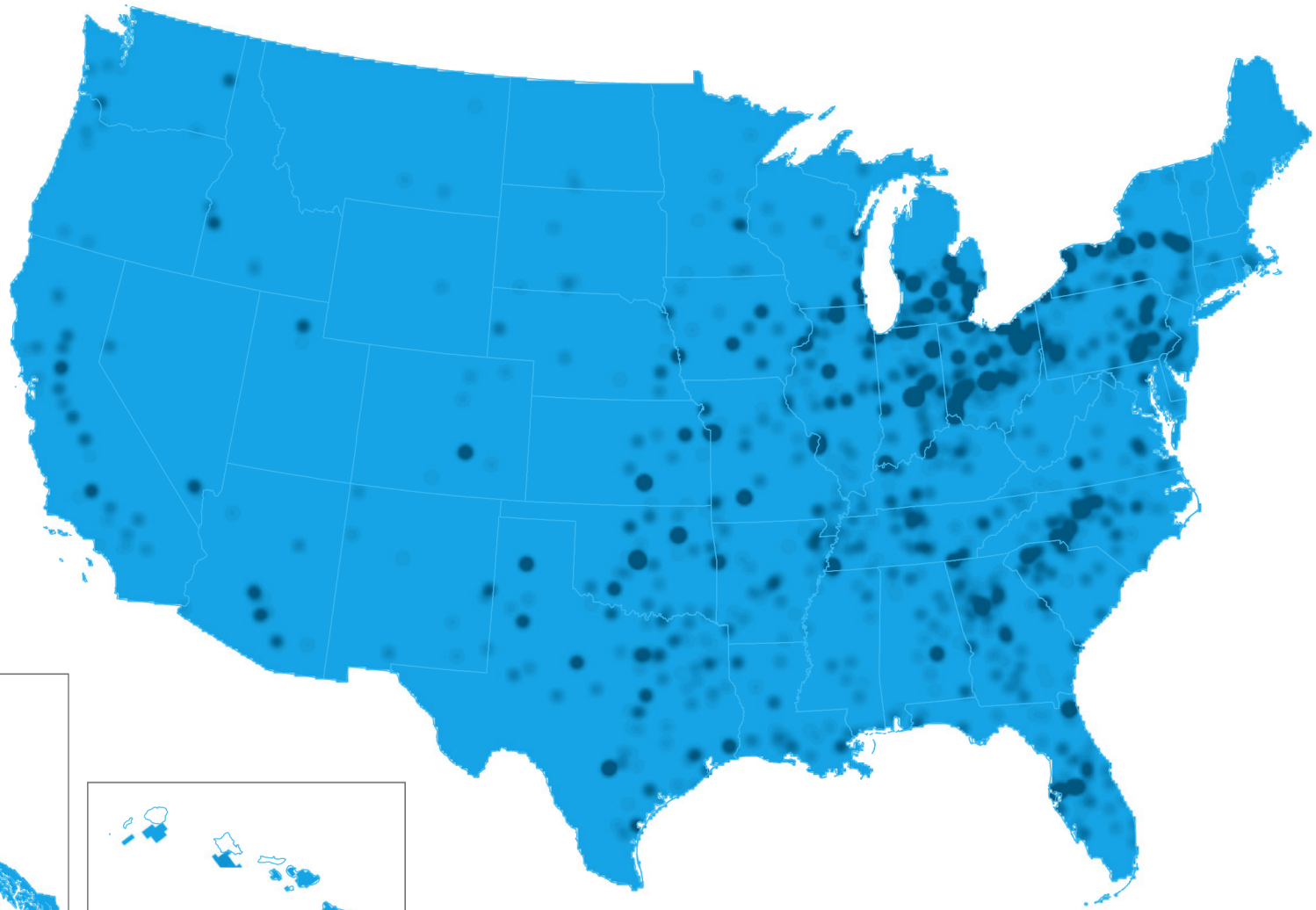
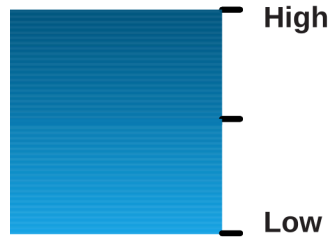






## SEGMENT DENSITY

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



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LifeMode Group: Middle Ground

# 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.
- 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.



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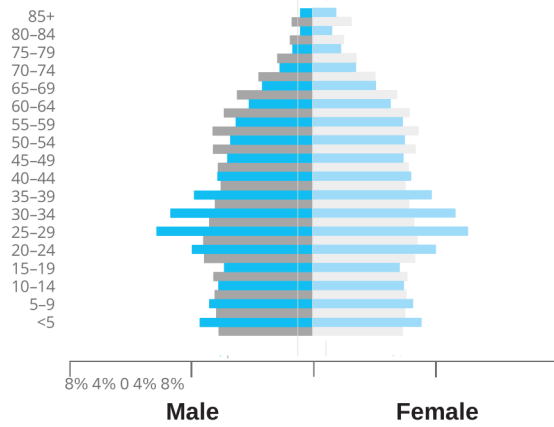
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

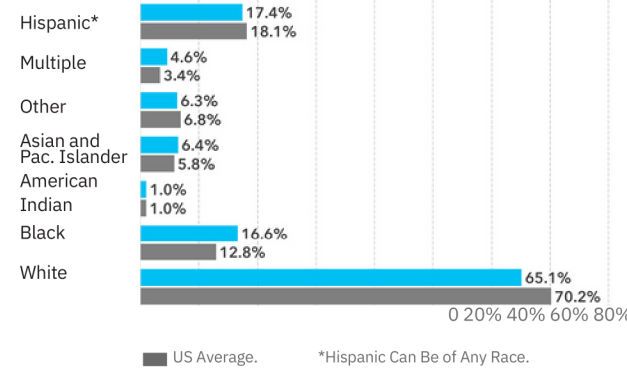
█ Indicates US



## 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: **67.5** US: 64.0



## 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

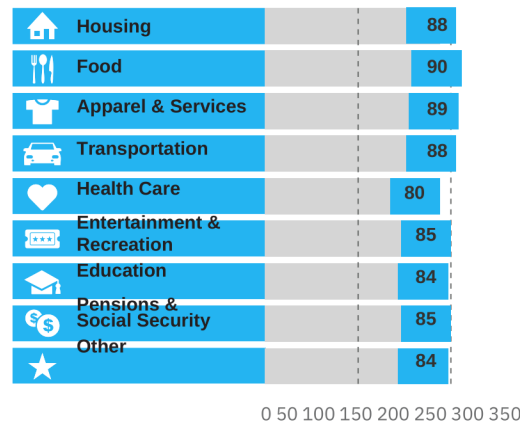


### Median Net Worth



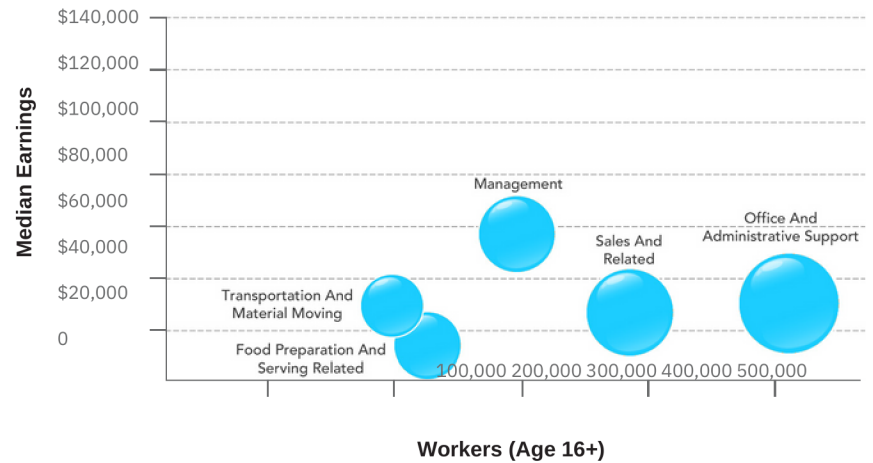
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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.
- 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.



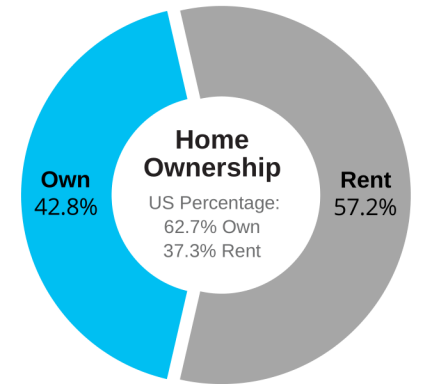
### Typical Housing:

Single Family;  
Multi-Units

### Average Rent:

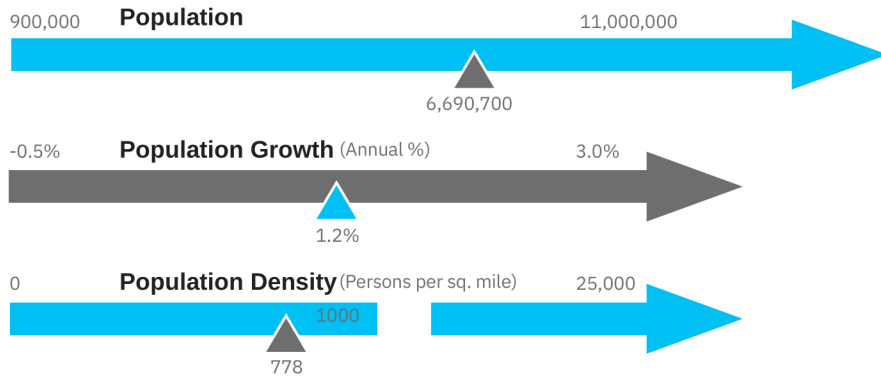
\$1,042

US Average: \$1,038



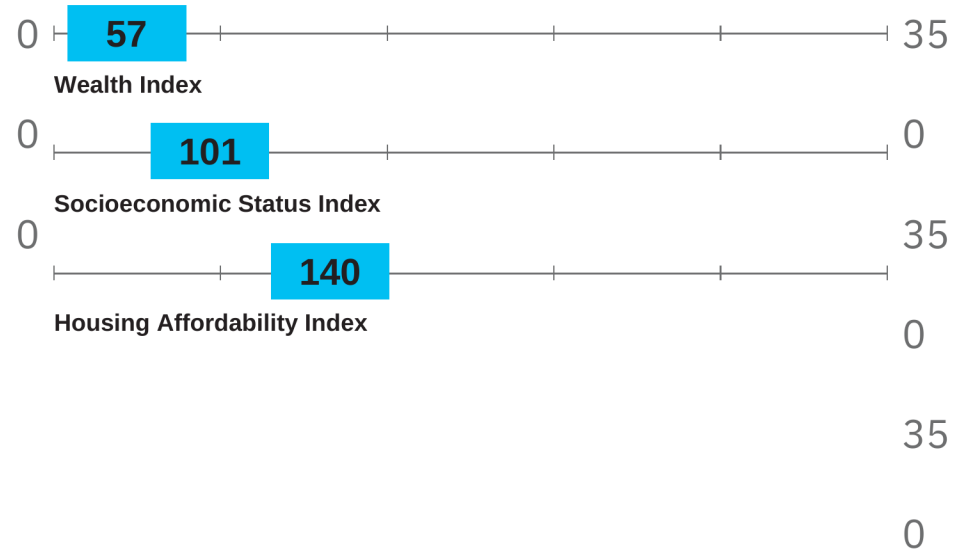
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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





LifeMode Group: Middle Ground

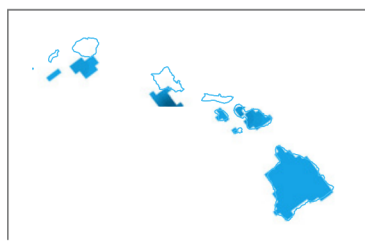
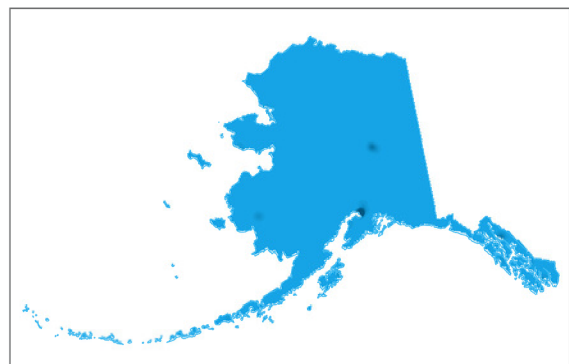
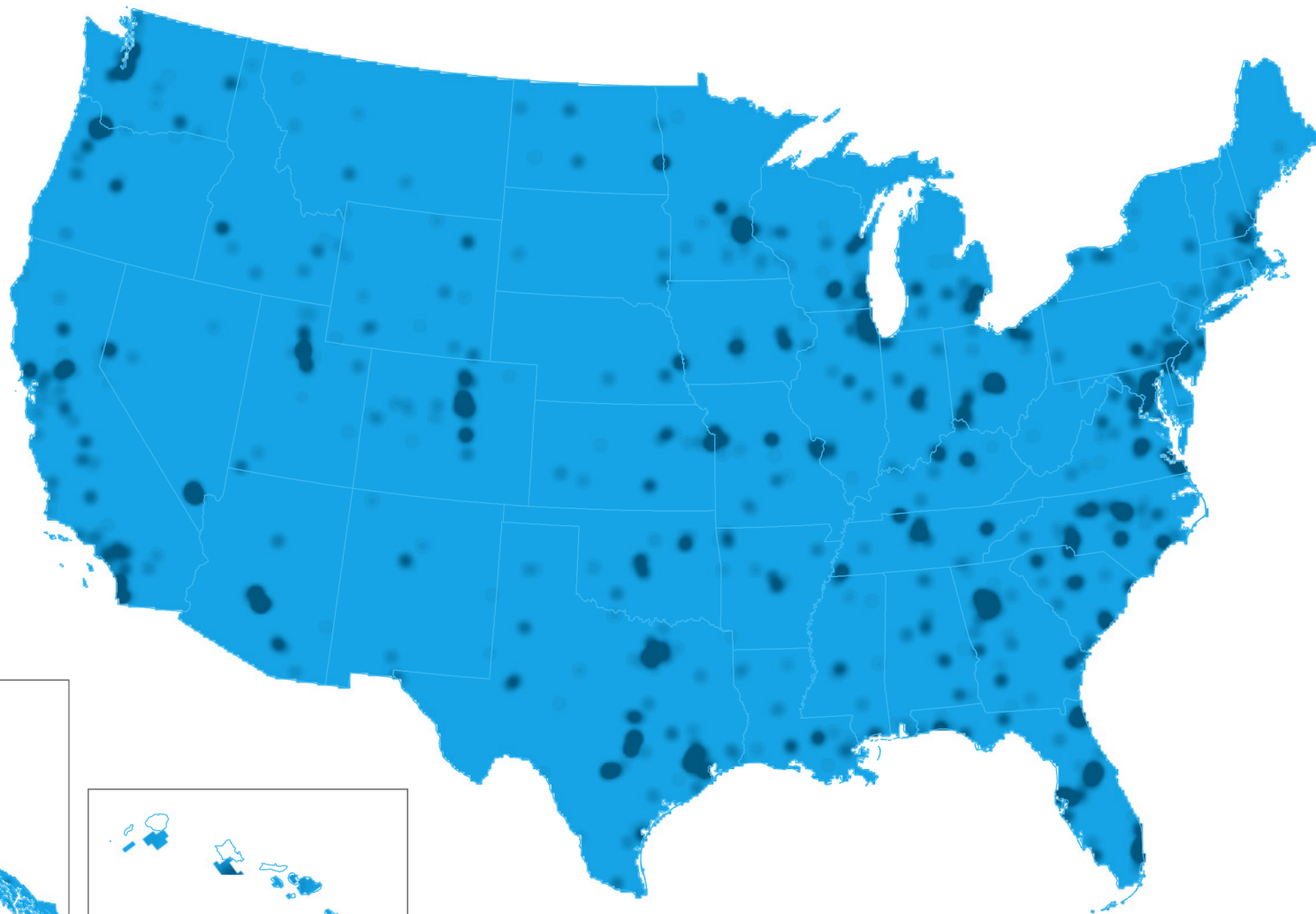
# Bright Young Professionals



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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LifeMode Group: Family Landscapes

# 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, as the housing boom spread beyond large metropolitan cities. Residents are traditional, 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

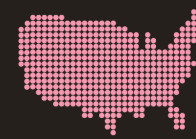
- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 150).
- Affordable housing, median value of \$175,000 (Index 84) with a low vacancy rate.
- Young couples, many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

## SOCIOECONOMIC TRAITS

- Education: 65% with a high school diploma or some college.
- 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.



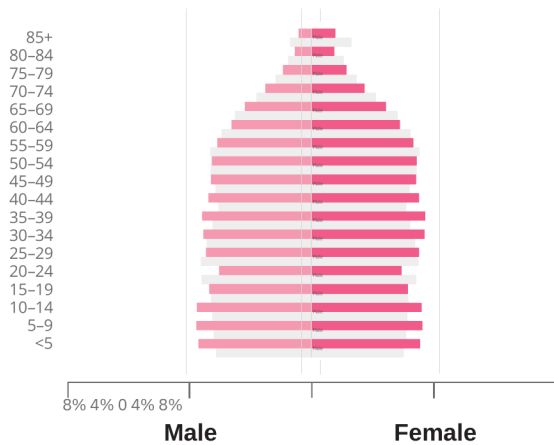
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **36.1** US: 38.2

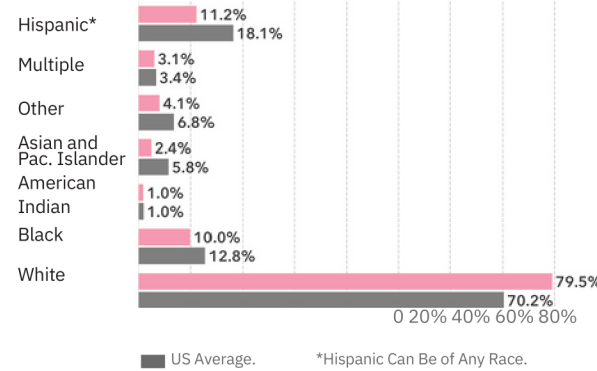
Indicates US



## 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: **48.5** US: 64.0



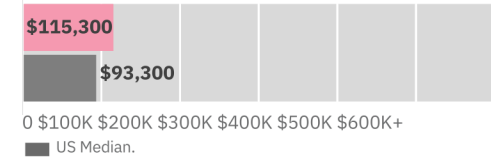
## INCOME AND NET WORTH

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### Median Household Income

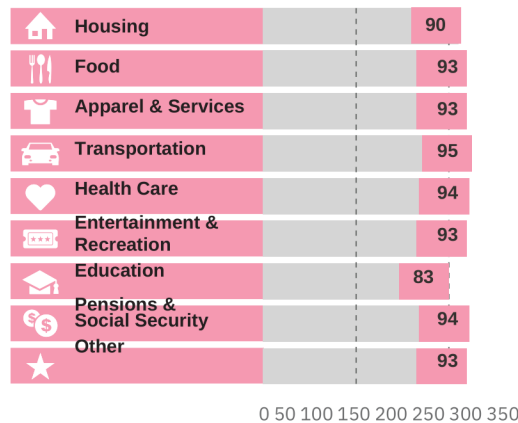


### Median Net Worth



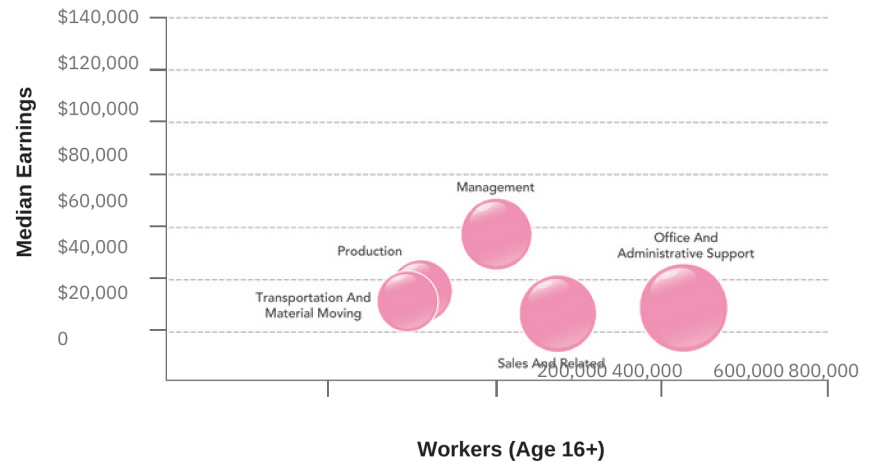
## AVERAGE HOUSEHOLD BUDGET INDEX

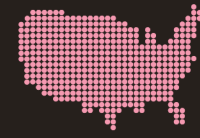
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



## 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 MRI-Simmons.)

- 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.

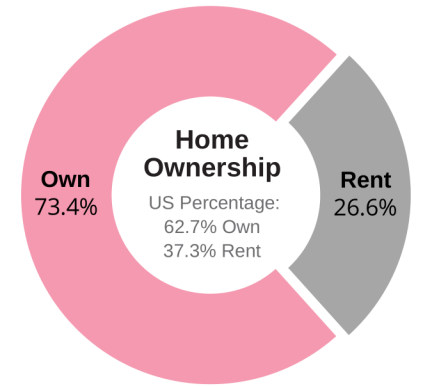
## HOUSING

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.



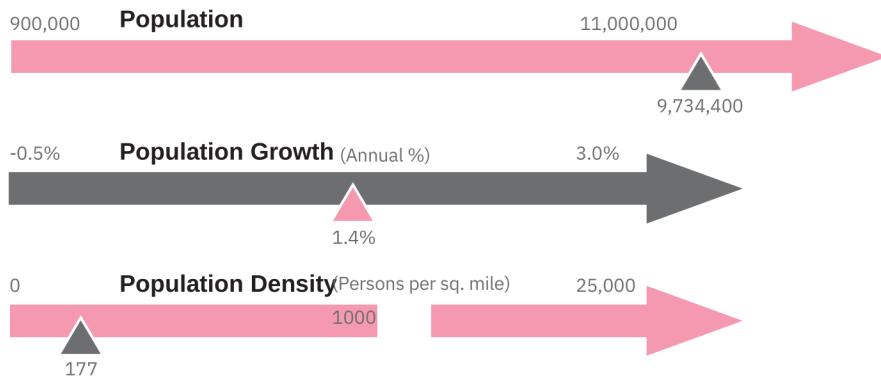
**Typical Housing:**  
Single Family

**Median Value:**  
\$175,000  
US Median: \$207,300



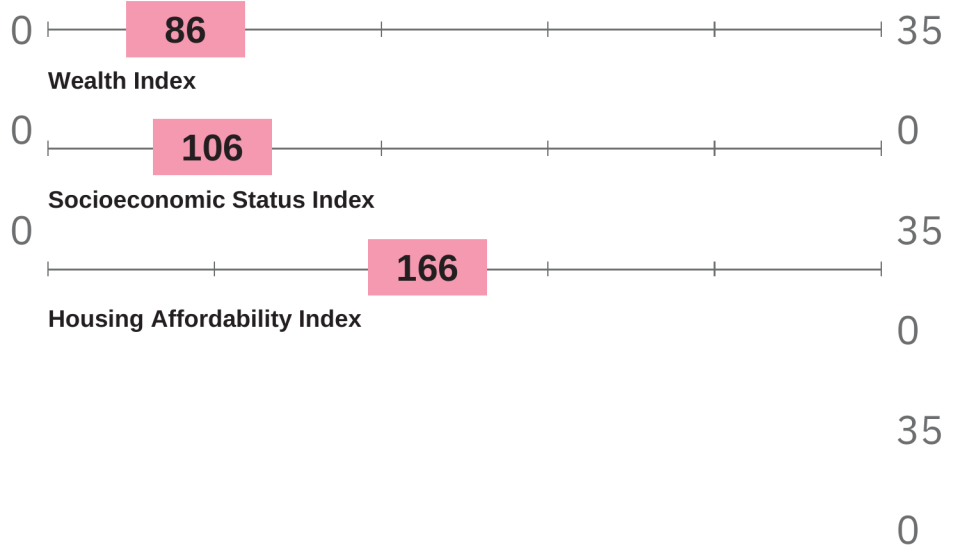
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

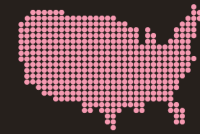
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





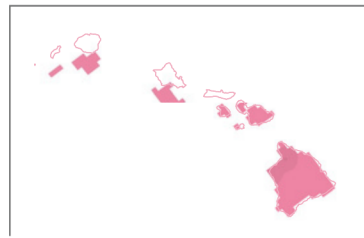
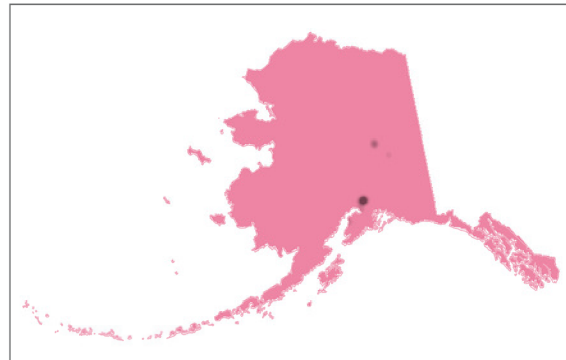
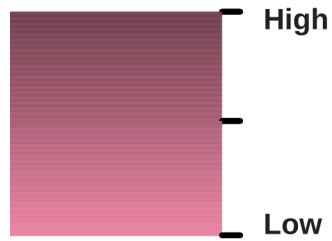
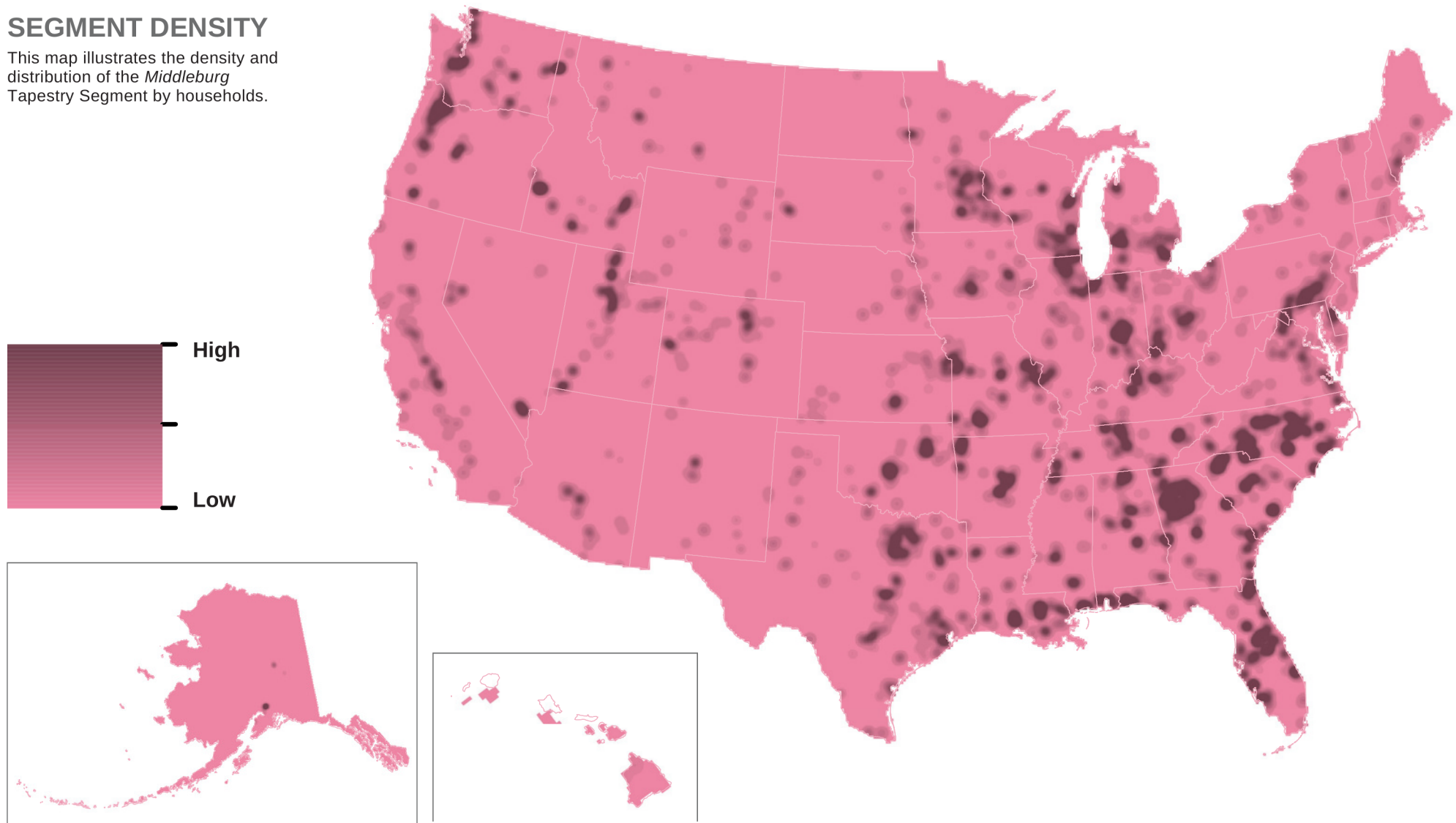


# Middleburg



## SEGMENT DENSITY

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



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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 is lower than the US (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

- An average labor force participation rate of 62.6%, despite the increasing number of retired workers.
- 32% of households are currently receiving income from Social Security.
- 31% have a college degree (Index 99), 33% have some college education (Index 114), 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 comfortable with the latest technology.



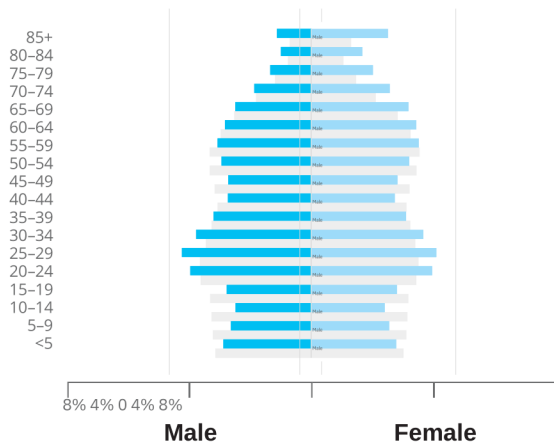
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **39.4** US: 38.2

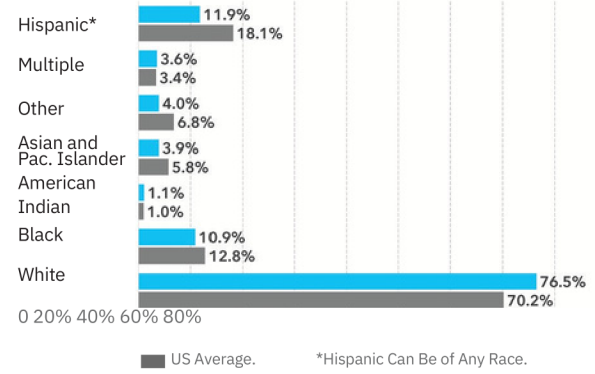
█ Indicates US



## 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: **52.7** US: 64.0



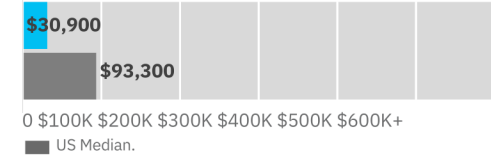
## INCOME AND NET WORTH

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

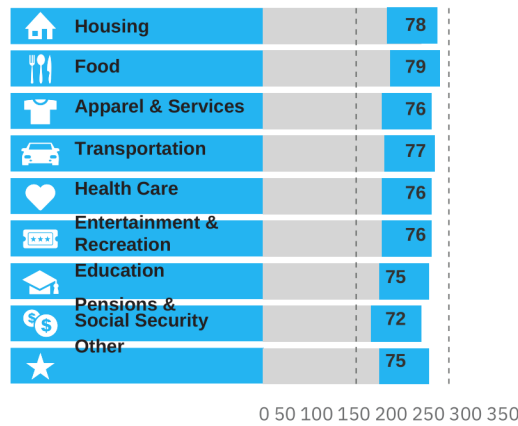


### Median Net Worth



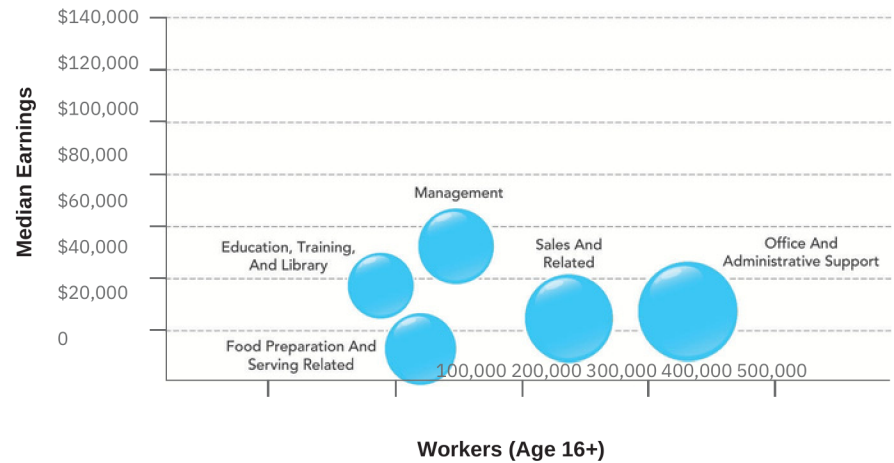
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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**

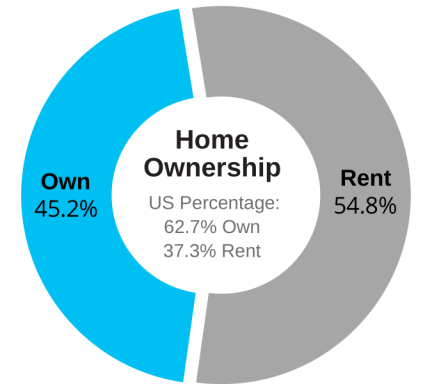
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Single Family;  
 Multi-Units

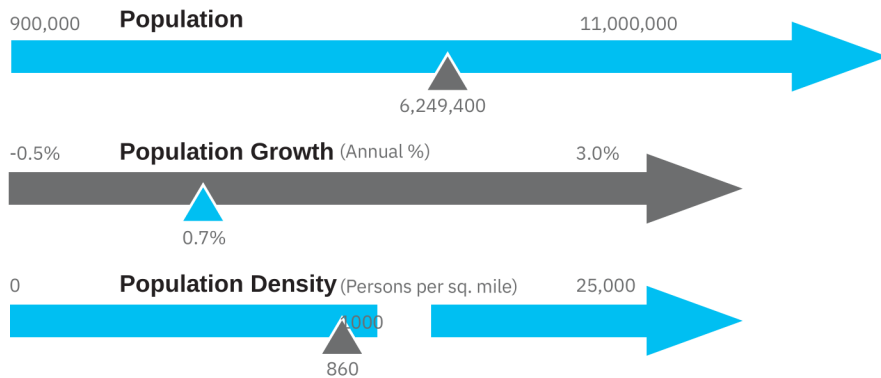
**Average Rent:**  
 \$880

US Average: \$1,038



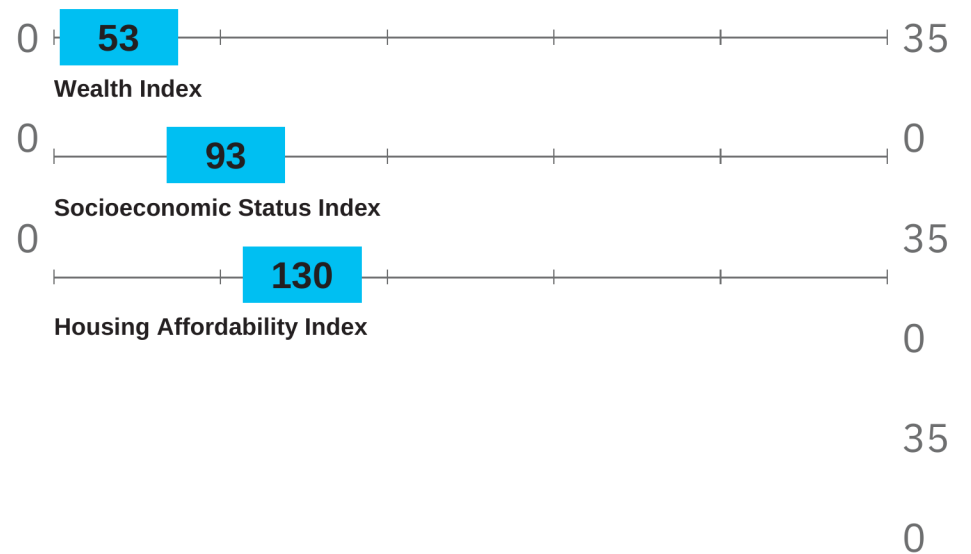
**POPULATION CHARACTERISTICS**

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.



**ESRI INDEXES**

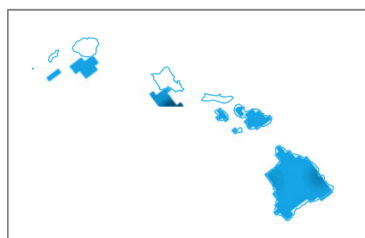
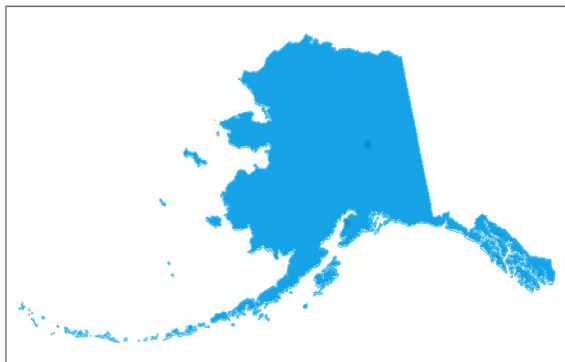
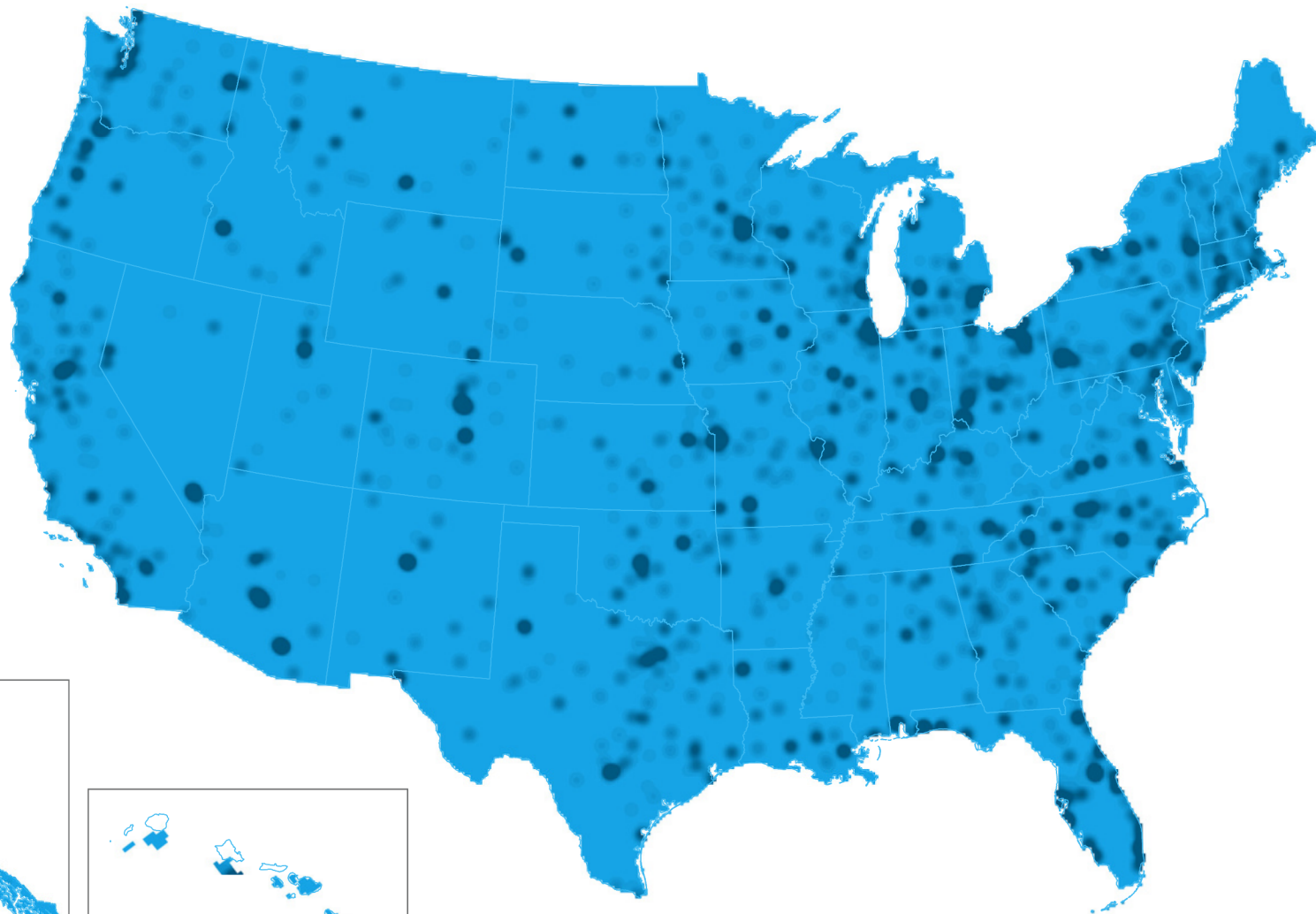
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

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



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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 developments 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.
- Labor force participation slightly higher than the US at 67%.
- While most income is derived from wages and salaries, nearly 31% of households collect Social Security and nearly 20% draw income from retirement accounts.
- Family-oriented consumers who value time spent at home.
- Most have 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](http://esri.com/tapestry)

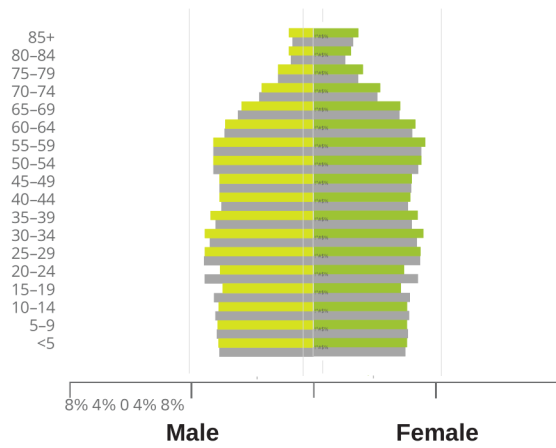
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



### AGE BY SEX (Esri data)

Median Age: **39.0** US: 38.2

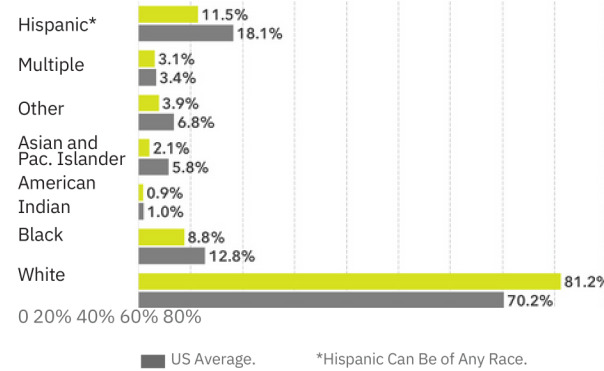
Indicates US



### 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: **46.8** US: 64.0



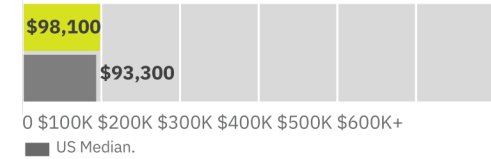
### INCOME AND NET WORTH

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

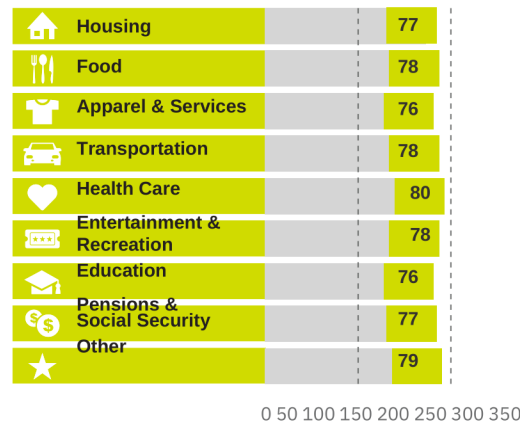


#### Median Net Worth



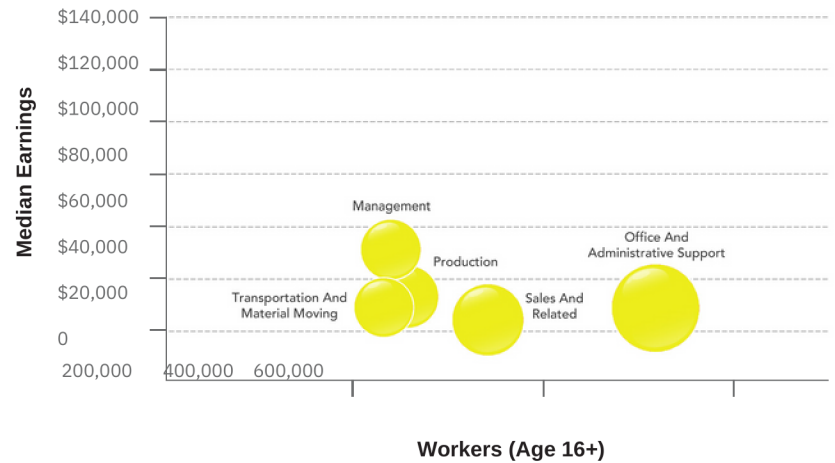
### AVERAGE HOUSEHOLD BUDGET INDEX

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### 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 MRI-Simmons.)

- 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.

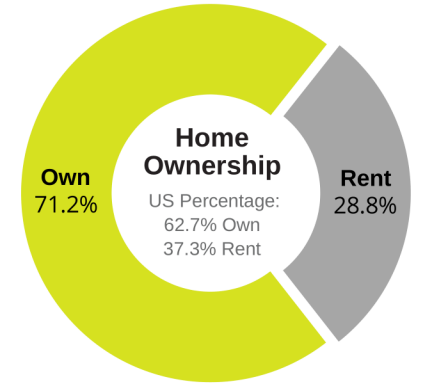
### HOUSING

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.



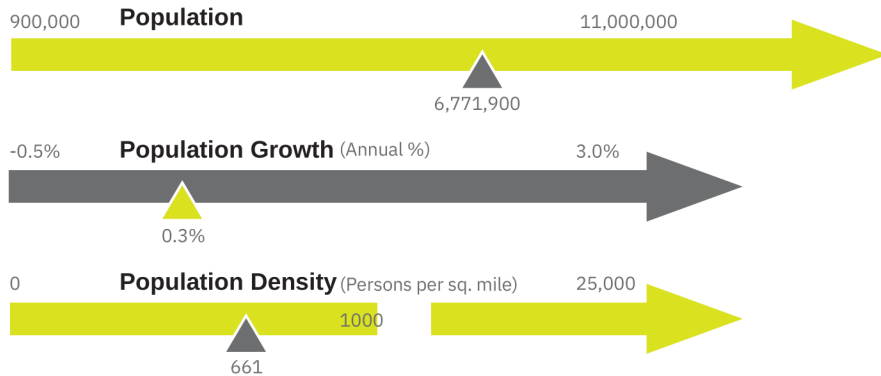
**Typical Housing:**  
Single Family

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



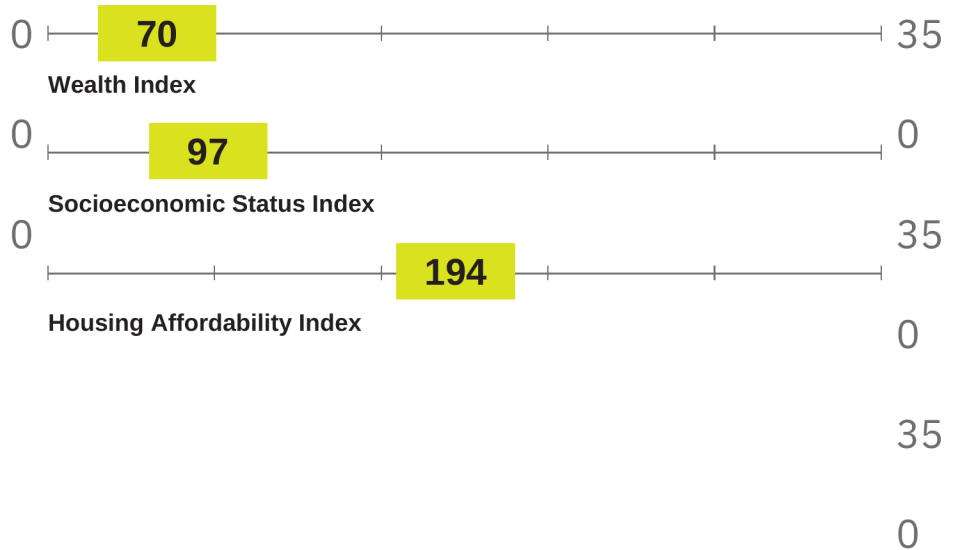
### POPULATION CHARACTERISTICS

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.



### ESRI INDEXES

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







LifeMode Group: GenXurban

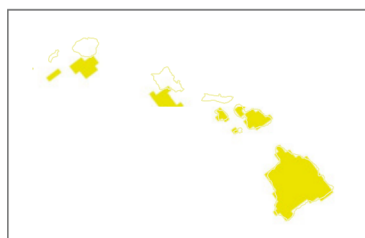
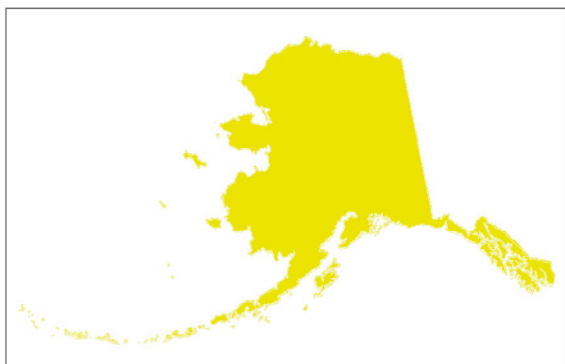
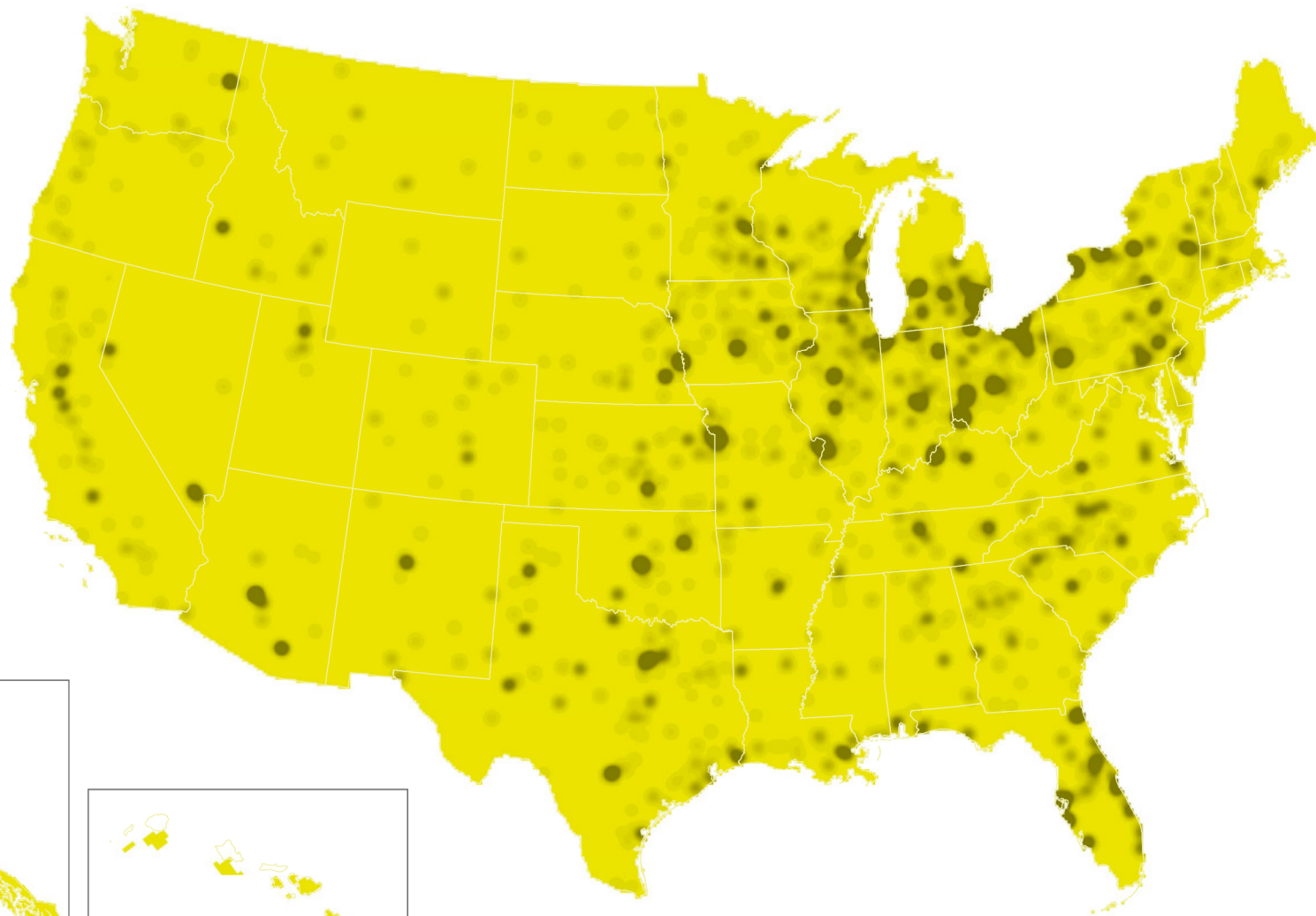
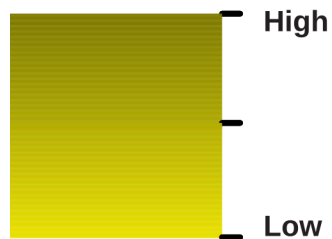
# Rustbelt Traditions



**TAPESTRY**  
SEGMENTATION  
[esri.com/tapestry](http://esri.com/tapestry)

## SEGMENT DENSITY

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



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LifeMode Group: GenXurban  
**Midlife Constants**

5E

**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.
- At 31%, the labor force participation rate is low in this market (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).



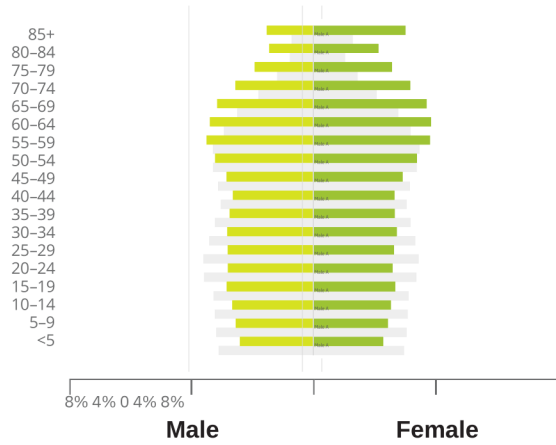
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



### AGE BY SEX (Esri data)

Median Age: **47.0** US: 38.2

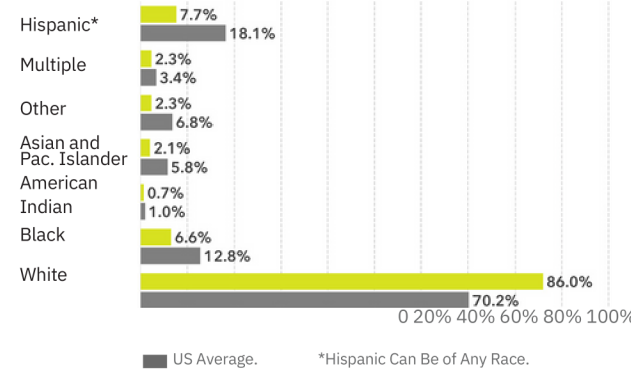
Indicates US



### 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: **36.2** US: 64.0



### 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

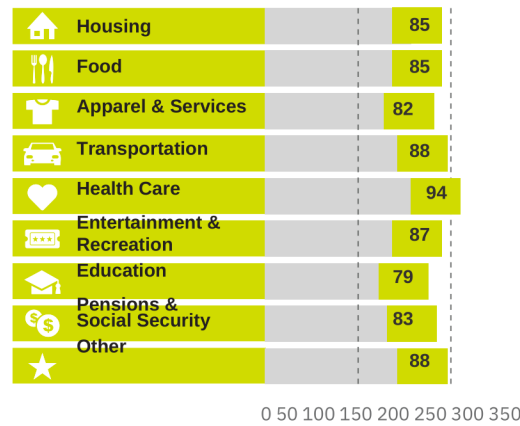


#### Median Net Worth



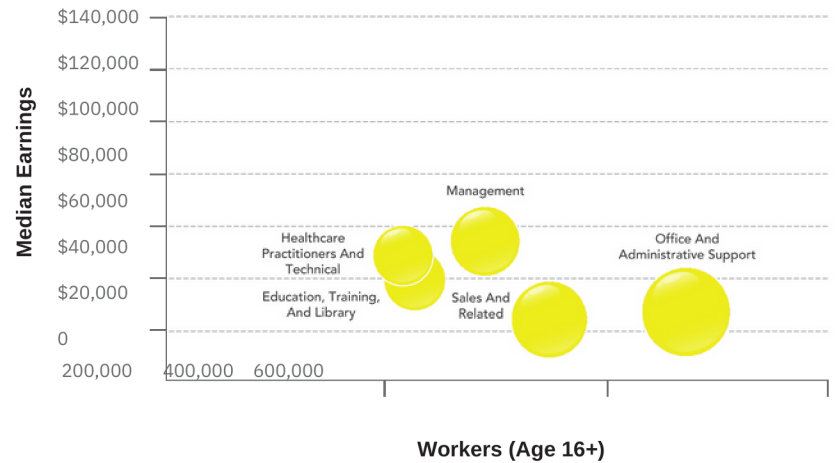
### AVERAGE HOUSEHOLD BUDGET INDEX

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.



### 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 MRI-Simmons.)

- 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.

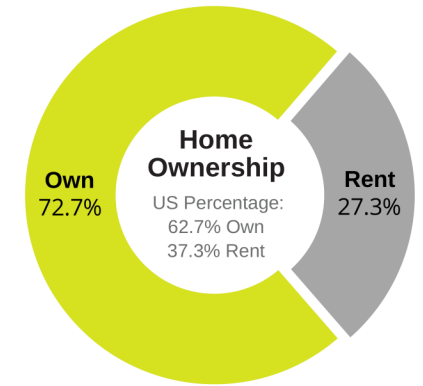
**HOUSING**

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.



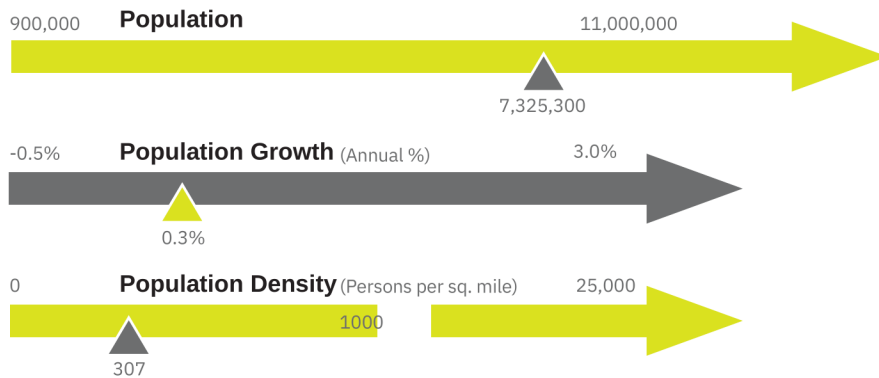
**Typical Housing:**  
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**Median Value:**  
 \$154,100  
 US Median: \$207,300



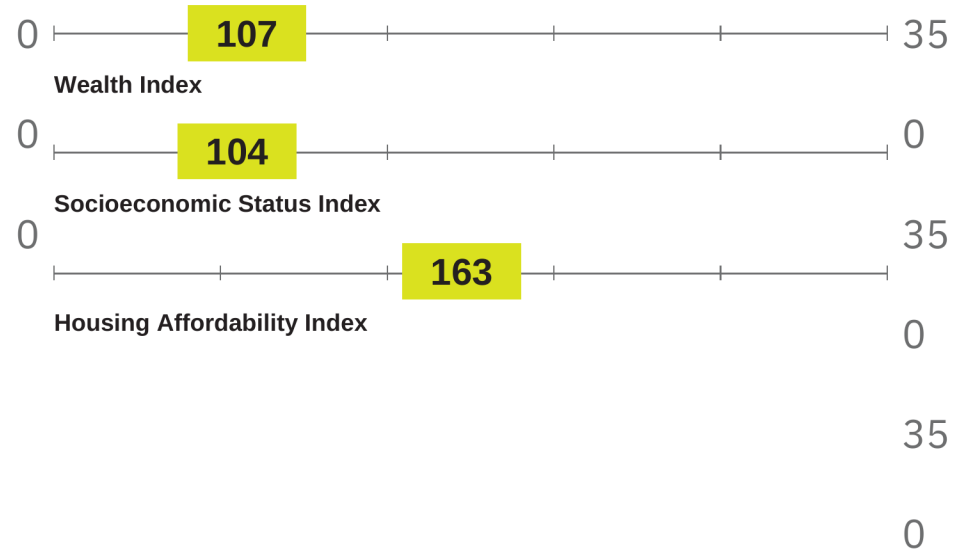
**POPULATION CHARACTERISTICS**

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.



**ESRI INDEXES**

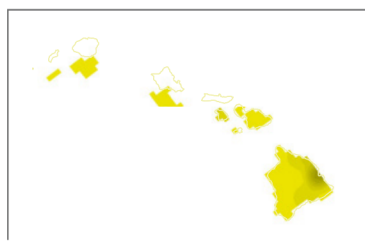
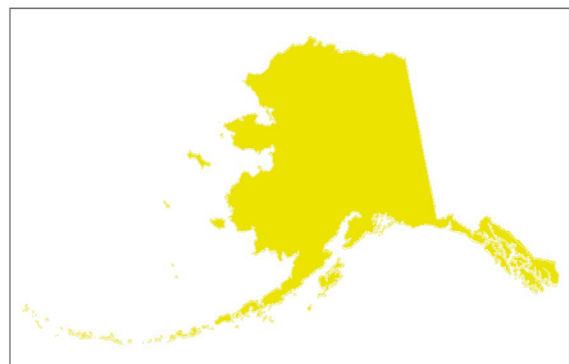
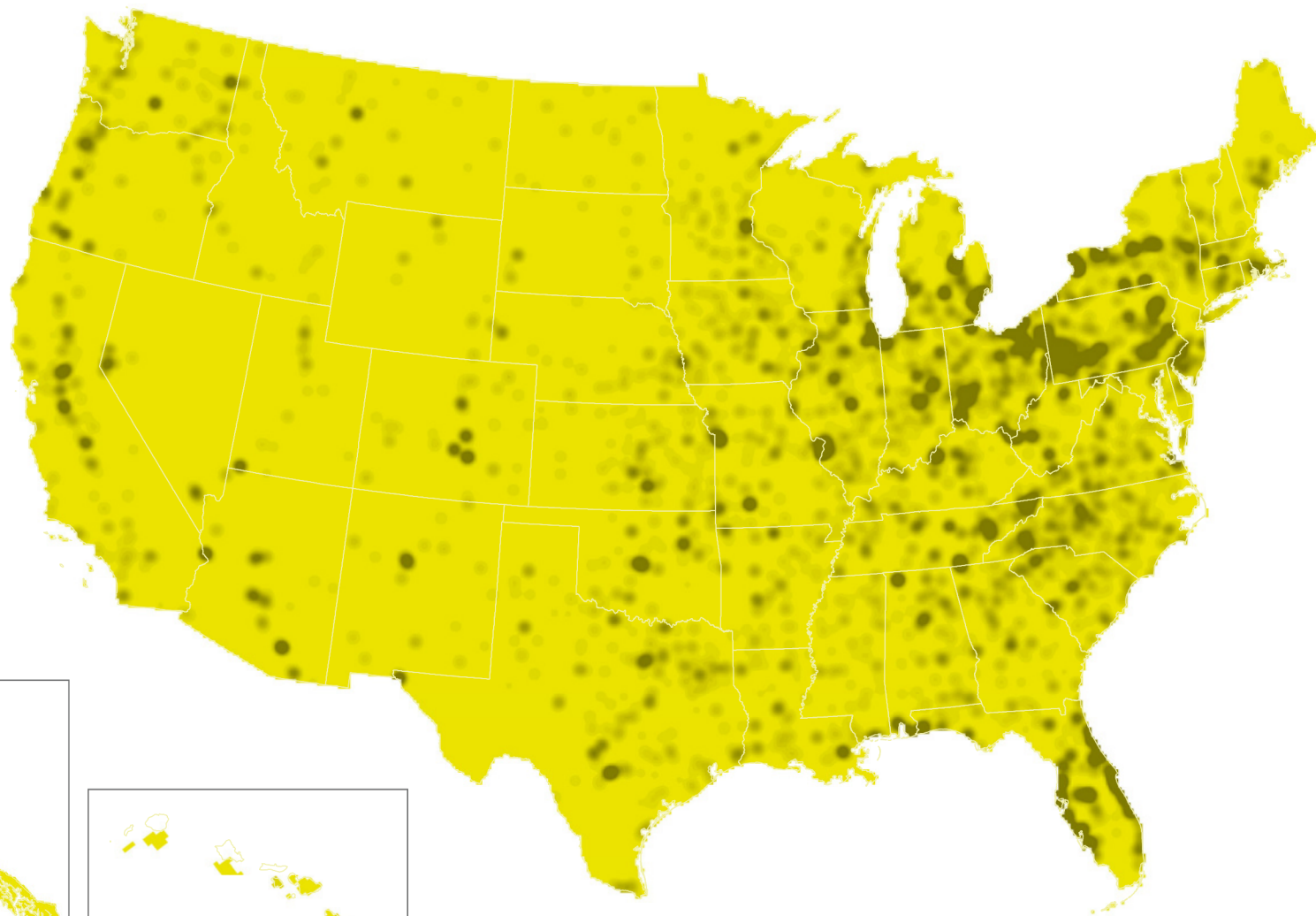
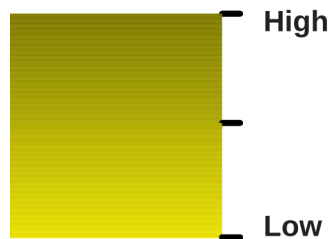
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





### SEGMENT DENSITY

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



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LifeMode Group: GenXurban

# In Style

5B

**Households:** 2,764,500

**Average Household Size:** 2.35

**Median Age:** 42.0

**Median Household Income:** \$73,000

## WHO ARE WE?

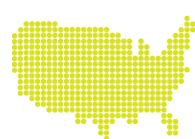
*In Style* denizens embrace an urbane lifestyle that includes support of the arts, travel, and extensive reading. They are connected and make full use of the advantages of mobile devices. Professional couples or single households without children, they have the time to focus on their homes and their 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.
- 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**  
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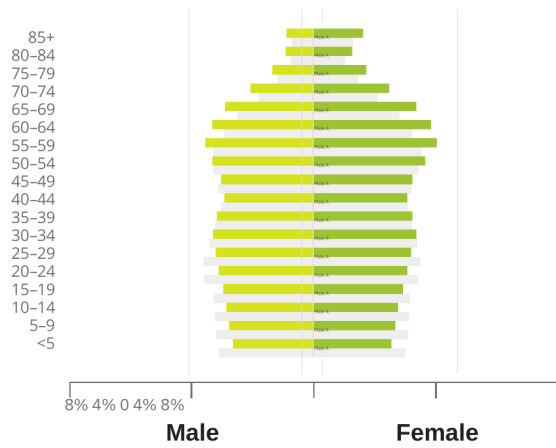
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



### AGE BY SEX (Esri data)

Median Age: **42.0** US: 38.2

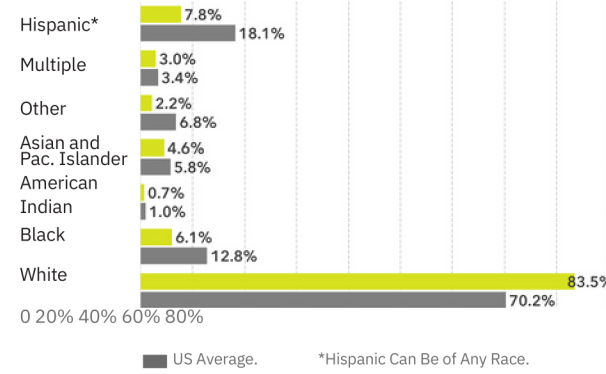
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### RACE AND ETHNICITY (Esri data)

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).

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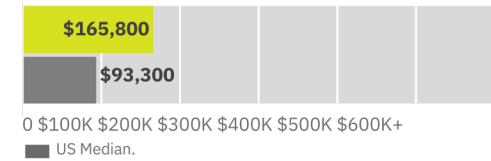
### INCOME AND NET WORTH

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#### Median Household Income

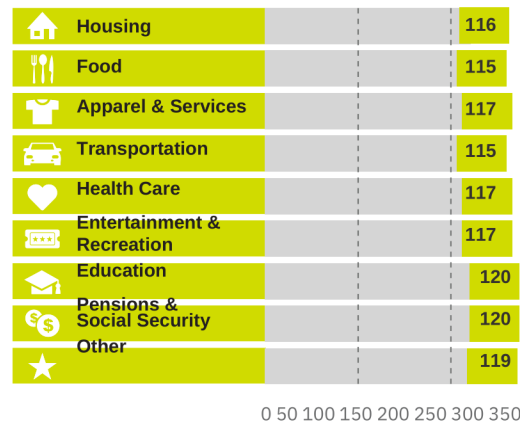


#### Median Net Worth



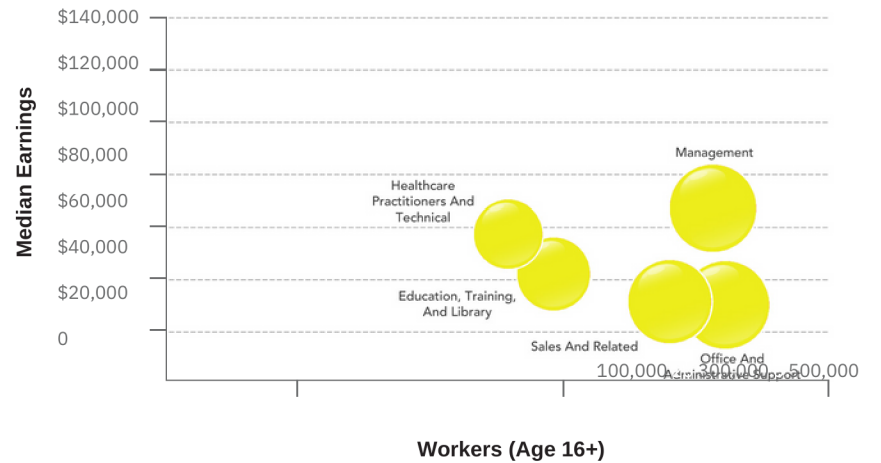
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### OCCUPATION BY EARNINGS

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 MRI-Simmons.)

- 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.

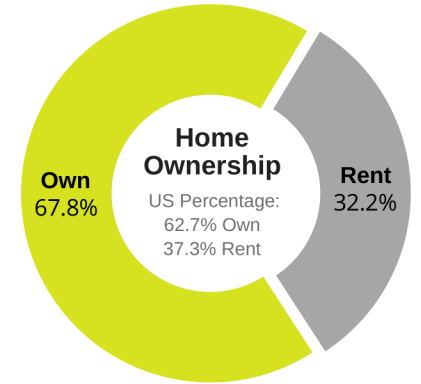
## HOUSING

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.



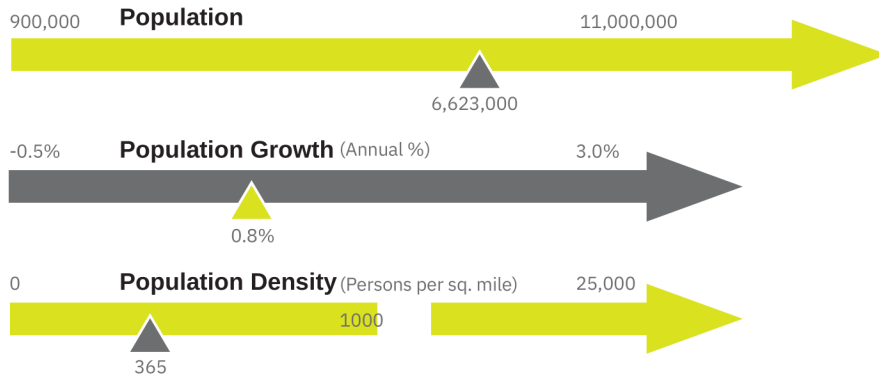
**Typical Housing:**  
Single Family

**Median Value:**  
\$243,900  
US Median: \$207,300



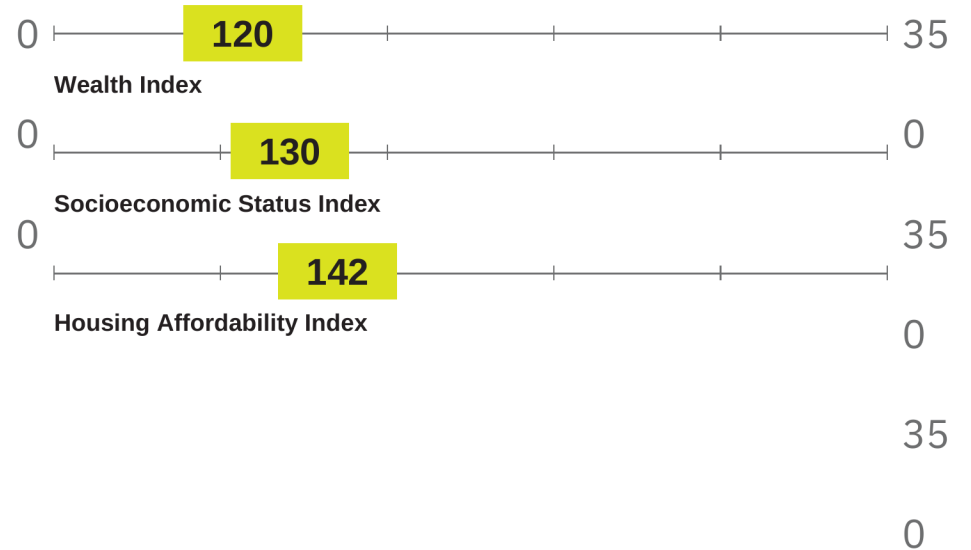
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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

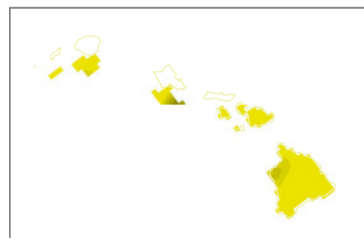
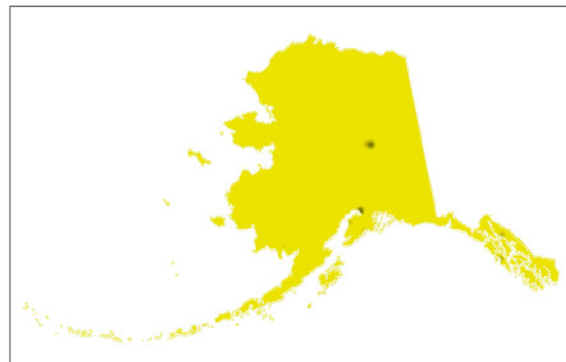
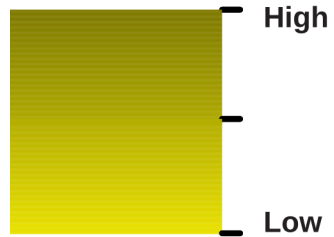
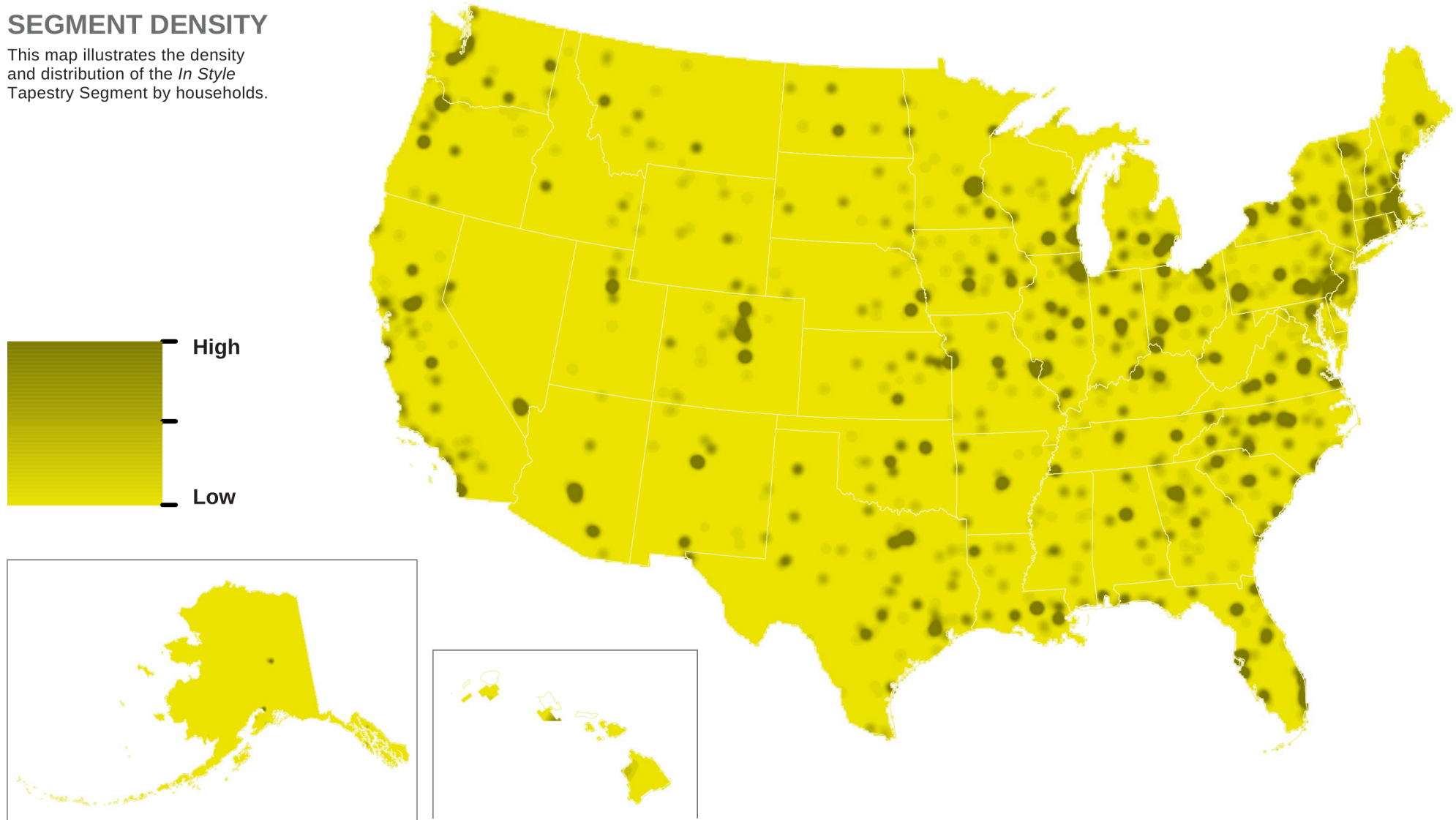






### SEGMENT DENSITY

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



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LifeMode Group: GenXurban

# 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.
- 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.



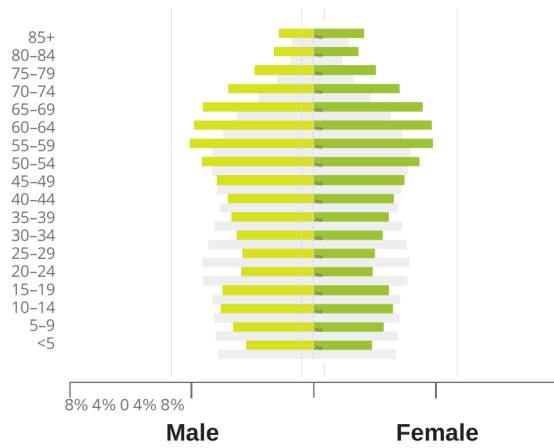
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



## AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

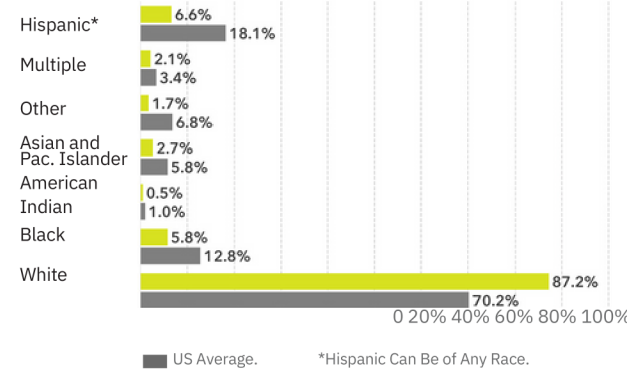
Indicates US



## 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: **33.0** US: 64.0



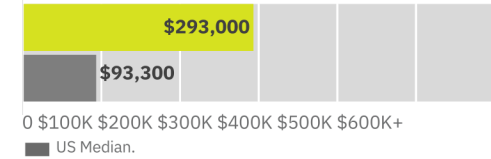
## INCOME AND NET WORTH

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

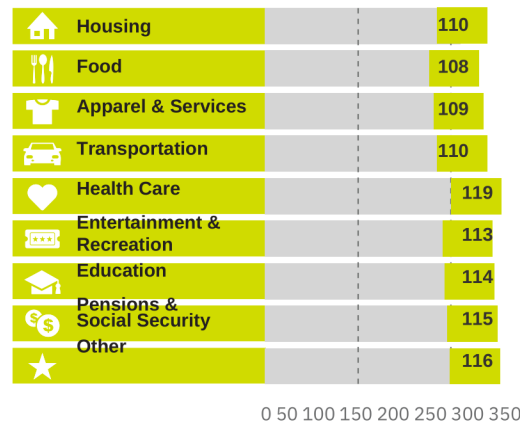


### Median Net Worth



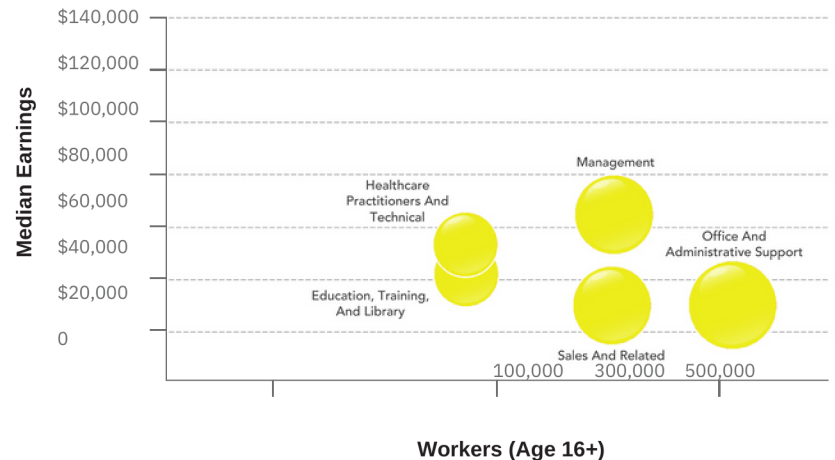
## AVERAGE HOUSEHOLD BUDGET INDEX

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.



## 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 MRI-Simmons.)

- 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.

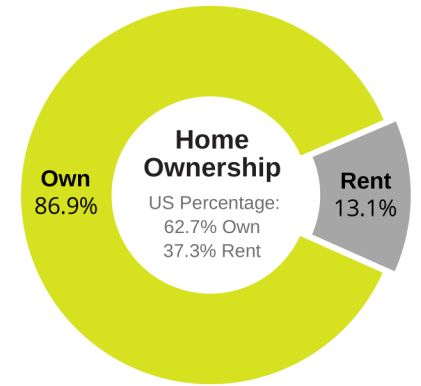
## HOUSING

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.



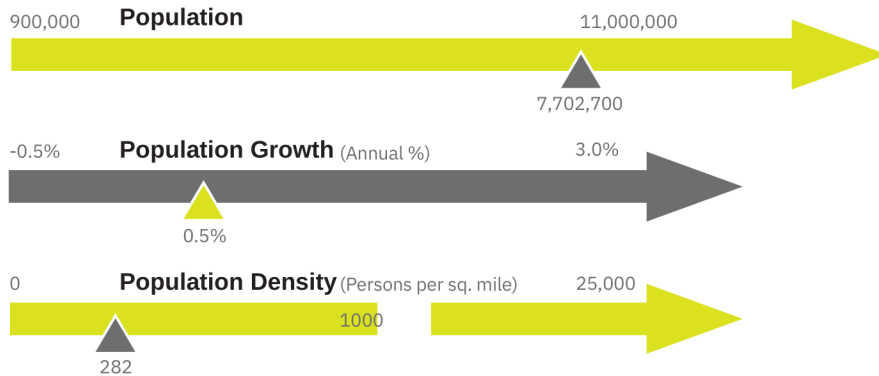
**Typical Housing:**  
Single Family

**Median Value:**  
\$203,400  
US Median: \$207,300



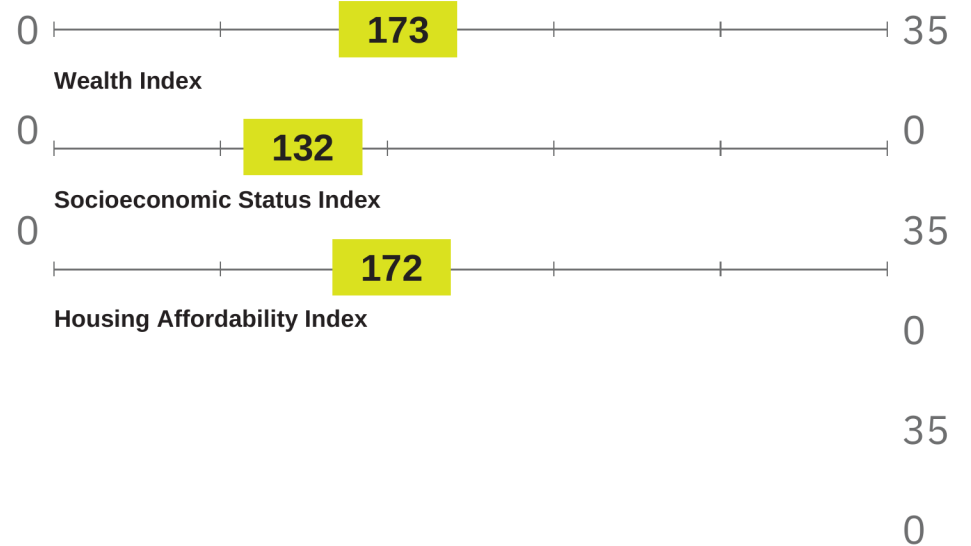
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

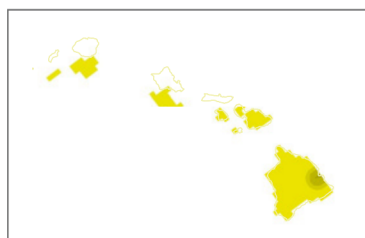
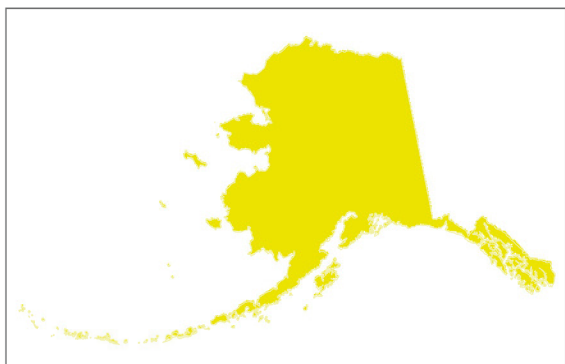
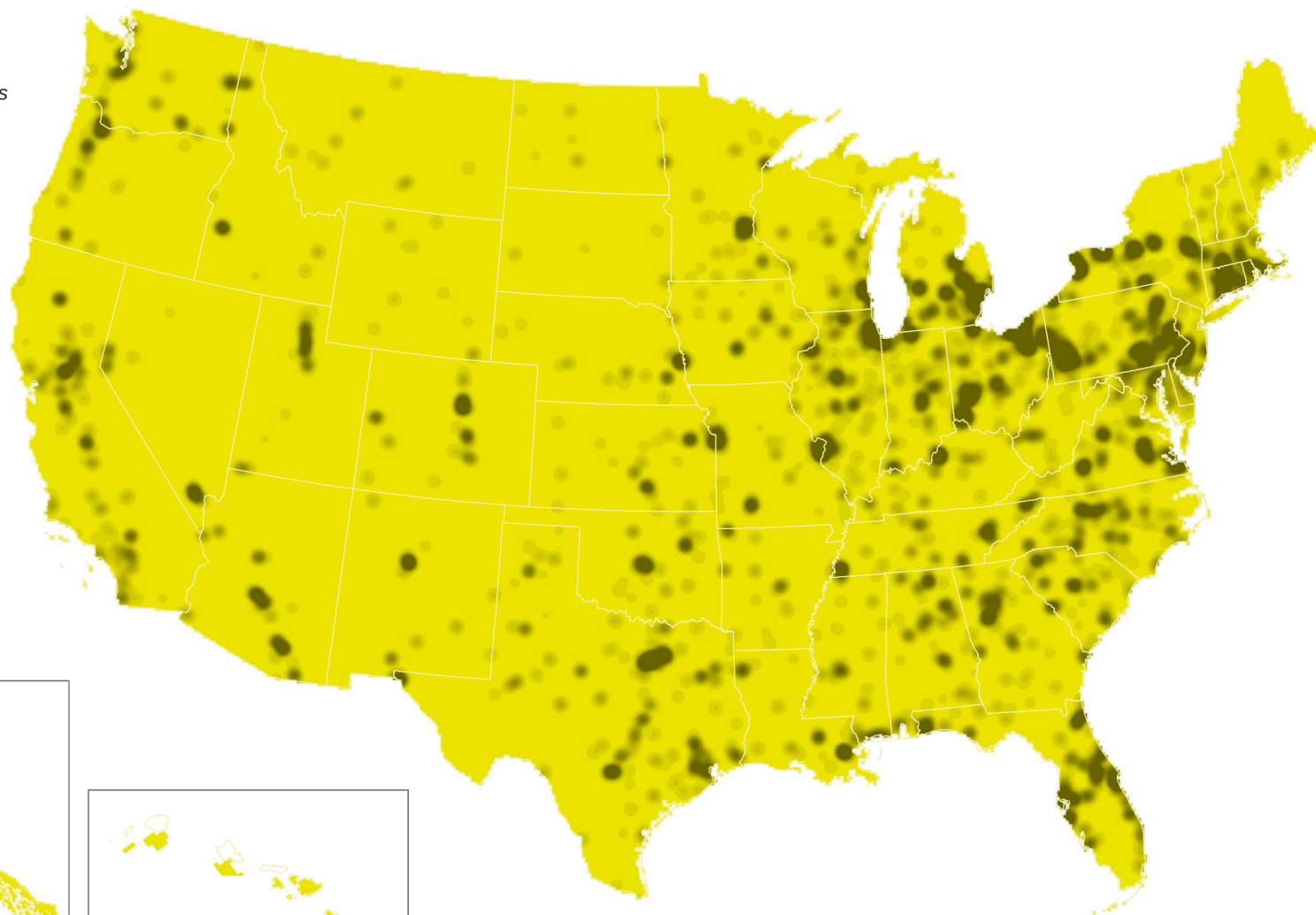
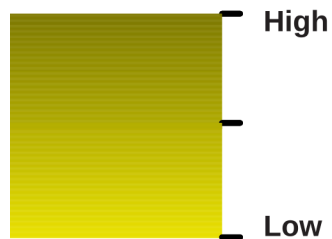
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





## SEGMENT DENSITY

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



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## LifeMode Group: Rustic Outposts

# 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 primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

### 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.

### SOCIOECONOMIC TRAITS

- Education completed: 36% with a high school diploma only, 41% with some college education or a degree.
- Labor force participation rate is 59.0%, slightly lower than the US.
- Family-oriented, outgoing consumers; they place importance on preserving time-honored customs.



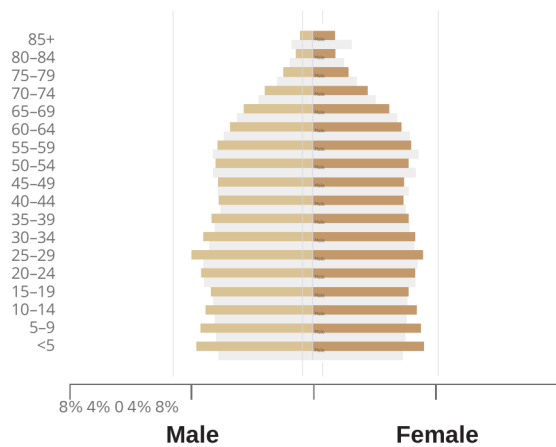
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



**AGE BY SEX** (Esri data)

Median Age: **35.0** US: 38.2

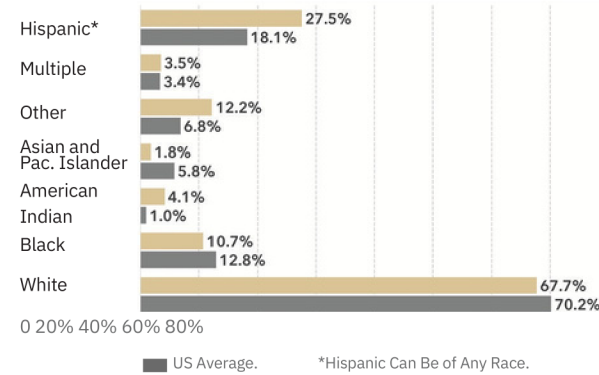
Indicates US



**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: **71.7** US: 64.0



**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**

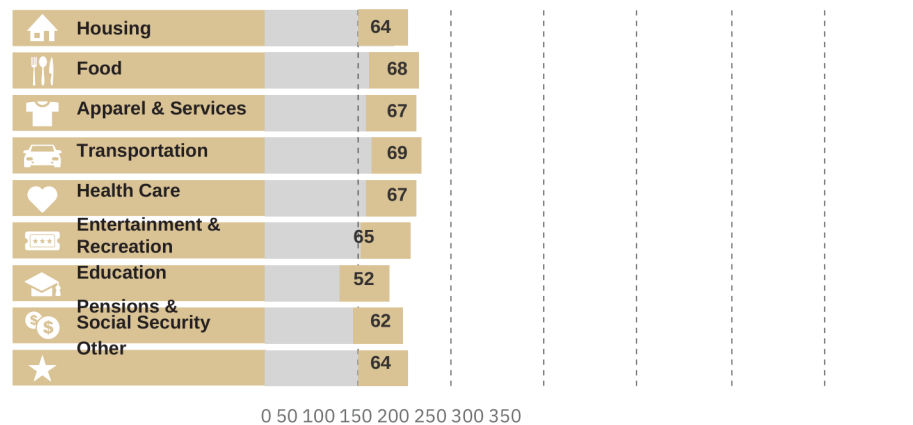


**Median Net Worth**



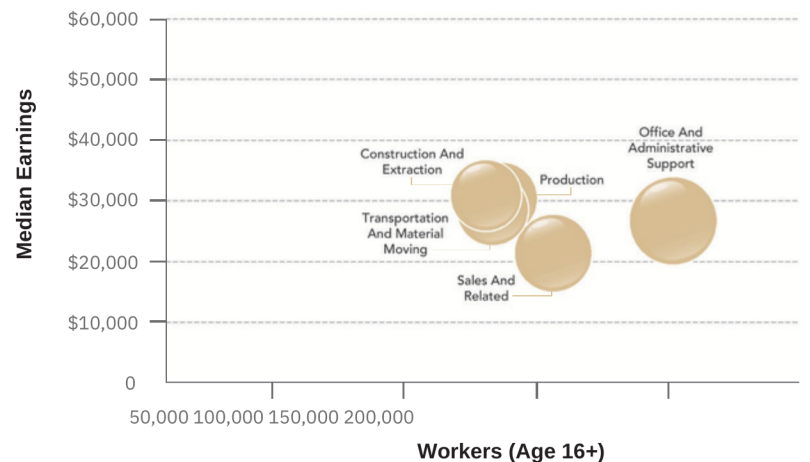
**AVERAGE HOUSEHOLD BUDGET INDEX**

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.



**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 MRI-Simmons.)

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, groceries, 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, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

**HOUSING**

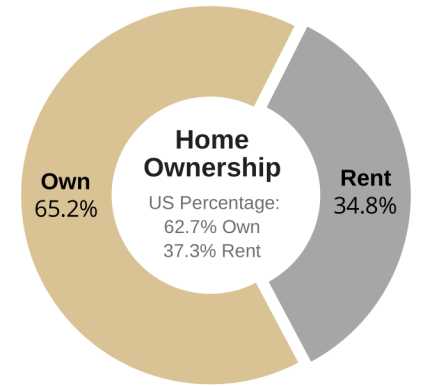
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
 Mobile Homes;  
 Single Family

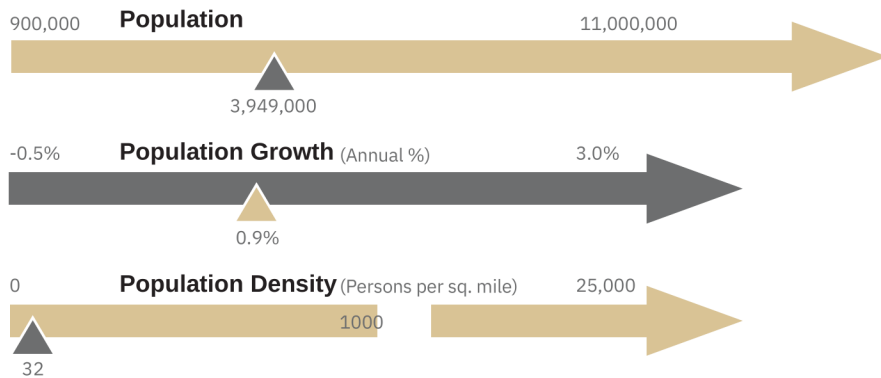
**Median Value:**  
 \$89,800

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.



**ESRI INDEXES**

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