Safe Routes to School

Proposed Griffin Road Sidewalk Project

10-Minute Biking Distance Area of Influence

Esri Map-Based Analytic Reports

Prepared for:

Lake County Public Works

Prepared by:

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November 1, 2018

SAFE ROUTES TO SCHOOL
PROPOSED GRIFFIN ROAD PROJECT
10-Minute Biking Distance of Project Site
Esri Map-Based (Demographics, Lifestyle & Spending) Analytics

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Population	
2000 Population	6,834
2010 Population	7,207
2018 Population	8,204
2023 Population	9,016
2000-2010 Annual Rate	0.53%
2010-2018 Annual Rate	1.58%
2018-2023 Annual Rate	1.91%
2018 Male Population	46.3%
2018 Female Population	53.7%
2018 Median Age	38.6

In the identified area, the current year population is 8,204. In 2010, the Census count in the area was 7,207. The rate of change since 2010 was 1.58% annually. The five-year projection for the population in the area is 9,016 representing a change of 1.91% annually from 2018 to 2023. Currently, the population is 46.3% male and 53.7% female.

Median Age

The median age in this area is 38.6, compared to U.S. median age of 38.3.

Race and Ethnicity	
2018 White Alone	51.9%
2018 Black Alone	39.4%
2018 American Indian/Alaska Native Alone	0.3%
2018 Asian Alone	0.8%
2018 Pacific Islander Alone	0.4%
2018 Other Race	4.1%
2018 Two or More Races	3.2%
2018 Hispanic Origin (Any Race)	10.2%

Persons of Hispanic origin represent 10.2% of the population in the identified area compared to 18.3% of the U.S. population. Persons of Hispanic Origin may be of any race. The Diversity Index, which measures the probability that two people from the same area will be from different race/ethnic groups, is 65.4 in the identified area, compared to 64.3 for the U.S. as a whole.

Households	
2000 Households	2,659
2010 Households	2,828
2018 Total Households	3,200
2023 Total Households	3,504
2000-2010 Annual Rate	0.62%
2010-2018 Annual Rate	1.51%
2018-2023 Annual Rate	1.83%
2018 Average Household Size	2.55

The household count in this area has changed from 2,828 in 2010 to 3,200 in the current year, a change of 1.51% annually. The five-year projection of households is 3,504, a change of 1.83% annually from the current year total. Average household size is currently 2.55, compared to 2.53 in the year 2010. The number of families in the current year is 1,996 in the specified area.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

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	0
Median Household Income	
2018 Median Household Income	$33,059
2023 Median Household Income	$37,491
2018-2023 Annual Rate	2.55%
Average Household Income	
2018 Average Household Income	$44,797
2023 Average Household Income	$53,125
2018-2023 Annual Rate	3.47%
Per Capita Income	
2018 Per Capita Income	$18,467
2023 Per Capita Income	$21,821
2018-2023 Annual Rate	3.39%

Households by Income

Current median household income is $33,059 in the area, compared to $58,100 for all U.S. households. Median household income is projected to be $37,491 in five years, compared to $65,727 for all U.S. households

Current average household income is $44,797 in this area, compared to $83,694 for all U.S. households. Average household income is projected to be $53,125 in five years, compared to $96,109 for all U.S. households

Current per capita income is $18,467 in the area, compared to the U.S. per capita income of $31,950. The per capita income is projected to be $21,821 in five years, compared to $36,530 for all U.S. households

Housing	
2000 Total Housing Units	3,100
2000 Owner Occupied Housing Units	1,522
2000 Renter Occupied Housing Units	1,137
2000 Vacant Housing Units	441
2010 Total Housing Units	3,631
2010 Owner Occupied Housing Units	1,444
2010 Renter Occupied Housing Units	1,384
2010 Vacant Housing Units	803
2018 Total Housing Units	4,109
2018 Owner Occupied Housing Units	1,581
2018 Renter Occupied Housing Units	1,619
2018 Vacant Housing Units	909
2023 Total Housing Units	4,495
2023 Owner Occupied Housing Units	1,833
2023 Renter Occupied Housing Units	1,670
2023 Vacant Housing Units	991

Currently, 38.5% of the 4,109 housing units in the area are owner occupied; 39.4%, renter occupied; and 22.1% are vacant. Currently, in the U.S., 56.0% of the housing units in the area are owner occupied; 32.8% are renter occupied; and 11.2% are vacant. In 2010, there were 3,631 housing units in the area - 39.8% owner occupied, 38.1% renter occupied, and 22.1% vacant. The annual rate of change in housing units since 2010 is 5.65%. Median home value in the area is $89,051, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 4.46% annually to $110,776.

Data Note: Income is expressed in current dollars
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023. Esri converted Census 2000 data into 2010 geography.

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Community Profile

10-Minute Biking Area - Safe Routes to School - Griffin Road

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Population Summary	
2000 Total Population	6,834
2010 Total Population	7,207
2018 Total Population	8,204
2018 Group Quarters	45
2023 Total Population	9,016
2018-2023 Annual Rate	1.91%
2018 Total Daytime Population	12,258
Workers	6,832
Residents	5,426
Household Summary	
2000 Households	2,659
2000 Average Household Size	2.55
2010 Households	2,828
2010 Average Household Size	2.53
2018 Households	3,200
2018 Average Household Size	2.55
2023 Households	3,504
2023 Average Household Size	2.56
2018-2023 Annual Rate	1.83%
2010 Families	1,804
2010 Average Family Size	3.10
2018 Families	1,996
2018 Average Family Size	3.13
2023 Families	2,169
2023 Average Family Size	3.14
2018-2023 Annual Rate	1.68%
Housing Unit Summary	
2000 Housing Units	3,100
Owner Occupied Housing Units	49.1%
Renter Occupied Housing Units	36.7%
Vacant Housing Units	14.2%
2010 Housing Units	3,631
Owner Occupied Housing Units	39.8%
Renter Occupied Housing Units	38.1%
Vacant Housing Units	22.1%
2018 Housing Units	4,109
Owner Occupied Housing Units	38.5%
Renter Occupied Housing Units	39.4%
Vacant Housing Units	22.1%
2023 Housing Units	4,495
Owner Occupied Housing Units	40.8%
Renter Occupied Housing Units	37.2%
Vacant Housing Units	22.0%
Median Household Income	
2018	$33,059
2023	$37,491
Median Home Value	
2018	$89,051
2023	$110,776
Per Capita Income	
2018	$18,467
2023	$21,821
Median Age	
2010	37.0
2018	38.6
2023	39.4

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	0
2018 Households by Income	
Household Income Base	3,200
<$15,000	16.2%
$15,000 - $24,999	19.5%
$25,000 - $34,999	16.8%
$35,000 - $49,999	18.8%
$50,000 - $74,999	14.4%
$75,000 - $99,999	7.4%
$100,000 - $149,999	4.8%
$150,000 - $199,999	1.4%
$200,000+	0.7%
Average Household Income	$44,797
2023 Households by Income	
Household Income Base	3,504
<$15,000	13.9%
$15,000 - $24,999	16.2%
$25,000 - $34,999	15.5%
$35,000 - $49,999	19.5%
$50,000 - $74,999	16.0%
$75,000 - $99,999	9.3%
$100,000 - $149,999	6.7%
$150,000 - $199,999	1.9%
$200,000+	0.9%
Average Household Income	$53,125
2018 Owner Occupied Housing Units by Value	
Total	1,581
<$50,000	29.7%
$50,000 - $99,999	26.0%
$100,000 - $149,999	14.7%
$150,000 - $199,999	12.0%
$200,000 - $249,999	8.0%
$250,000 - $299,999	3.2%
$300,000 - $399,999	3.0%
$400,000 - $499,999	0.2%
$500,000 - $749,999	2.5%
$750,000 - $999,999	0.4%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$127,007
2023 Owner Occupied Housing Units by Value	
Total	1,833
<$50,000	25.3%
$50,000 - $99,999	21.9%
$100,000 - $149,999	12.7%
$150,000 - $199,999	13.7%
$200,000 - $249,999	10.6%
$250,000 - $299,999	4.5%
$300,000 - $399,999	4.9%
$400,000 - $499,999	0.4%
$500,000 - $749,999	4.8%
$750,000 - $999,999	0.7%
$1,000,000 - $1,499,999	0.4%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$159,047

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	0
2010 Population by Age	
Total	7,207
0 - 4	9.0%
5 - 9	7.1%
10 - 14	6.2%
15 - 24	13.7%
25 - 34	12.1%
35 - 44	10.2%
45 - 54	12.0%
55 - 64	11.1%
65 - 74	10.2%
75 - 84	6.1%
85 +	2.3%
18 +	73.6%
2018 Population by Age	
Total	8,203
0 - 4	8.2%
5 - 9	7.2%
10 - 14	6.3%
15 - 24	11.8%
25 - 34	12.6%
35 - 44	10.1%
45 - 54	10.1%
55 - 64	12.0%
65 - 74	12.6%
75 - 84	6.8%
85 +	2.4%
18 +	74.9%
2023 Population by Age	
Total	9,018
0 - 4	7.8%
5 - 9	7.3%
10 - 14	6.8%
15 - 24	11.2%
25 - 34	12.0%
35 - 44	10.7%
45 - 54	9.2%
55 - 64	11.4%
65 - 74	13.6%
75 - 84	7.7%
85 +	2.3%
18 +	74.5%
2010 Population by Sex	
Males	3,294
Females	3,913
2018 Population by Sex	
Males	3,800
Females	4,404
2023 Population by Sex	
Males	4,235
Females	4,781

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	7,207
White Alone	53.6%
Black Alone	39.0%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.3%
Two or More Races	2.8%
Hispanic Origin	8.1%
Diversity Index	62.6
2018 Population by Race/Ethnicity	
Total	8,203
White Alone	51.9%
Black Alone	39.4%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.1%
Two or More Races	3.2%
Hispanic Origin	10.2%
Diversity Index	65.4
2023 Population by Race/Ethnicity	
Total	9,016
White Alone	49.7%
Black Alone	40.1%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.9%
Two or More Races	3.6%
Hispanic Origin	12.0%
Diversity Index	67.8
2010 Population by Relationship and Household Type	
Total	7,207
In Households	99.3%
In Family Households	81.6%
Householder	25.9%
Spouse	13.9%
Child	33.2%
Other relative	4.6%
Nonrelative	3.9%
In Nonfamily Households	17.7%
In Group Quarters	0.7%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment	
Total	5,459
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	15.8%
High School Graduate	35.2%
GED/Alternative Credential	5.8%
Some College, No Degree	18.8%
Associate Degree	9.5%
Bachelor's Degree	7.2%
Graduate/Professional Degree	3.6%
2018 Population 15+ by Marital Status	
Total	6,425
Never Married	33.1%
Married	45.3%
Widowed	8.3%
Divorced	13.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	91.1%
Civilian Unemployed (Unemployment Rate)	8.9%
2018 Employed Population 16+ by Industry	
Total	2,826
Agriculture/Mining	1.0%
Construction	7.5%
Manufacturing	4.0%
Wholesale Trade	2.3%
Retail Trade	17.8%
Transportation/Utilities	4.7%
Information	2.6%
Finance/Insurance/Real Estate	2.1%
Services	48.7%
Public Administration	9.4%
2018 Employed Population 16+ by Occupation	
Total	2,826
White Collar	46.4%
Management/Business/Financial	6.5%
Professional	12.7%
Sales	11.6%
Administrative Support	15.6%
Services	29.5%
Blue Collar	24.1%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	2.8%
Production	2.8%
Transportation/Material Moving	10.8%
2010 Population By Urban/ Rural Status	
Total Population	7,207
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	2,828
Households with 1 Person	30.2%
Households with 2+ People	69.8%
Family Households	63.8%
Husband-wife Families	33.7%
With Related Children	11.8%
Other Family (No Spouse Present)	30.1%
Other Family with Male Householder	5.9%
With Related Children	3.7%
Other Family with Female Householder	24.3%
With Related Children	17.7%
Nonfamily Households	6.0%
All Households with Children	33.8%
Multigenerational Households	5.2%
Unmarried Partner Households	9.5%
Male-female	8.5%
Same-sex	1.1%
2010 Households by Size	
Total	2,828
1 Person Household	30.2%
2 Person Household	32.6%
3 Person Household	15.9%
4 Person Household	10.5%
5 Person Household	6.4%
6 Person Household	2.7%
7 + Person Household	1.6%
2010 Households by Tenure and Mortgage Status	
Total	2,828
Owner Occupied	51.1%
Owned with a Mortgage/Loan	27.8%
Owned Free and Clear	23.3%
Renter Occupied	48.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,631
Housing Units Inside Urbanized Area	99.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.8%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		0
Top 3 Tapestry Segments		
	1.	Small Town Simplicity
	2.	Hardscrabble Road (8G)
	3.	Senior Escapes (9D)
2018 Consumer Spending		
Apparel & Services: Total $		$3,731,238
Average Spent		$1,166.01
Spending Potential Index		54
Education: Total $		$2,196,644
Average Spent		$686.45
Spending Potential Index		47
Entertainment/Recreation: Total $		$5,816,520
Average Spent		$1,817.66
Spending Potential Index		56
Food at Home: Total $		$9,345,837
Average Spent		$2,920.57
Spending Potential Index		58
Food Away from Home: Total $		$6,093,036
Average Spent		$1,904.07
Spending Potential Index		54
Health Care: Total $		$10,931,884
Average Spent		$3,416.21
Spending Potential Index		60
HH Furnishings & Equipment: Total $		$3,662,358
Average Spent		$1,144.49
Spending Potential Index		55
Personal Care Products & Services: Total $		$1,434,262
Average Spent		$448.21
Spending Potential Index		54
Shelter: Total $		$28,623,272
Average Spent		$8,944.77
Spending Potential Index		53
Support Payments/Cash Contributions/Gifts in Kind: Total $		$4,376,188
Average Spent		$1,367.56
Spending Potential Index		55
Travel: Total $		$3,450,099
Average Spent		$1,078.16
Spending Potential Index		50
Vehicle Maintenance & Repairs: Total $		$1,975,179
Average Spent		$617.24
Spending Potential Index		57

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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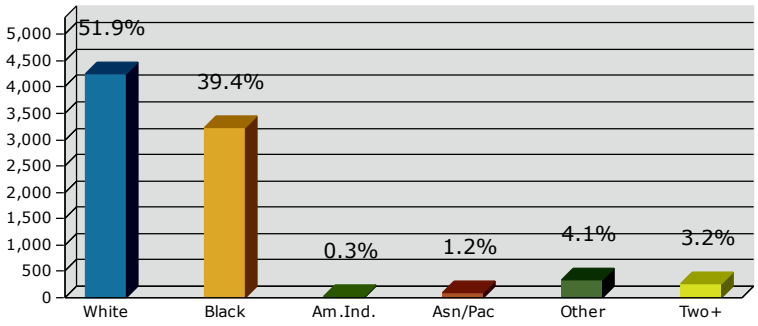
Graphic Profile

10-Minute Biking Area - Safe Routes to School - Griffin Road

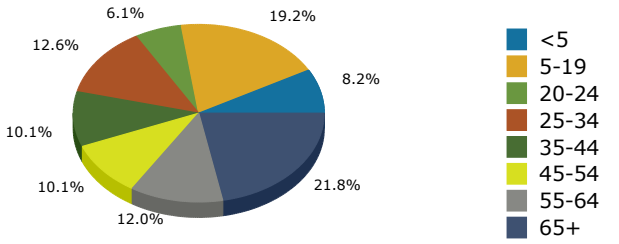
Prepared By Business Analyst Desktop

2018 Population by Race

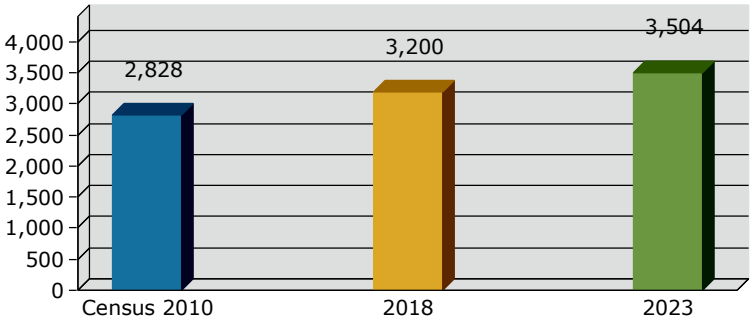


2018 Percent Hispanic Origin:10.2%

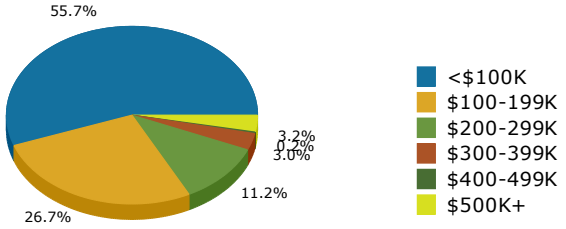
2018 Population by Age



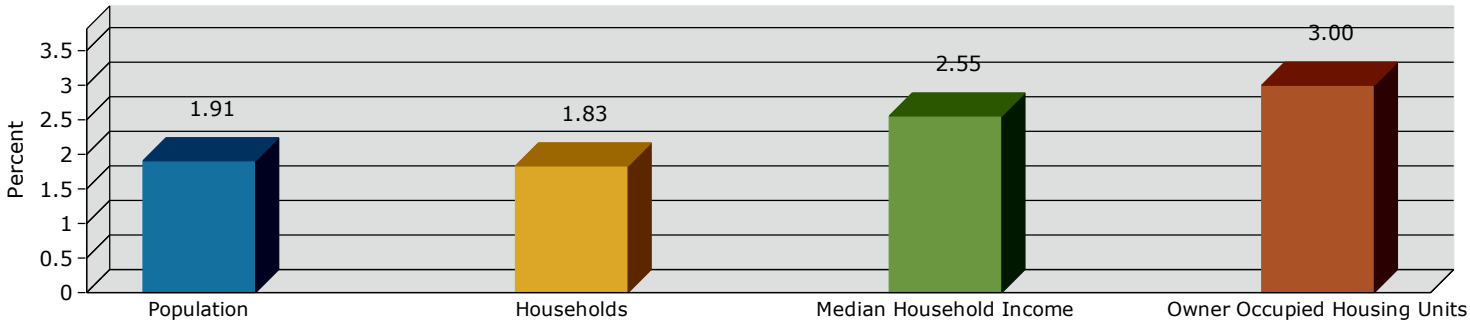
Households



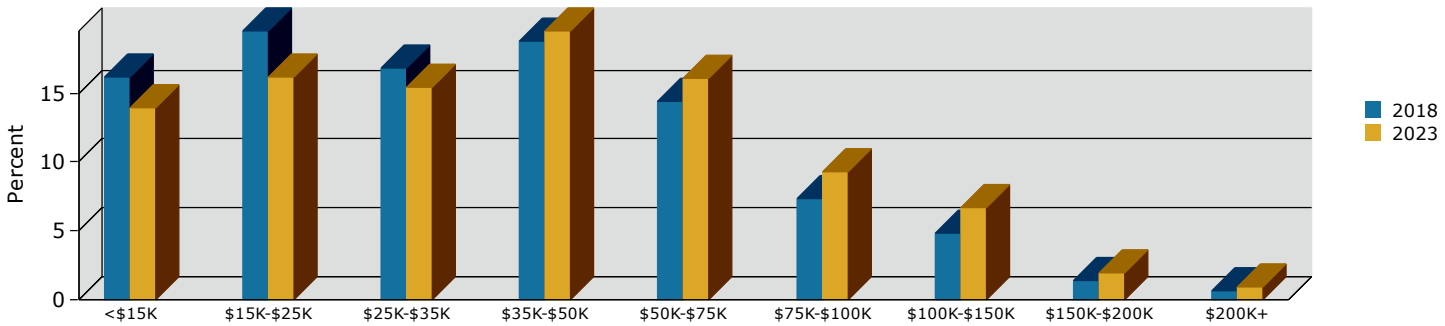
2018 Home Value



2018-2023 Annual Growth Rate



Household Income



Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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Market Profile

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Median Household Income	
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2023	$37,491
Median Home Value	
2018	$89,051
2023	$110,776
Per Capita Income	
2018	$18,467
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Median Age	
2010	37.0
2018	38.6
2023	39.4

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.

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$15,000 - $24,999	19.5%
$25,000 - $34,999	16.8%
$35,000 - $49,999	18.8%
$50,000 - $74,999	14.4%
$75,000 - $99,999	7.4%
$100,000 - $149,999	4.8%
$150,000 - $199,999	1.4%
$200,000+	0.7%
Average Household Income	$44,797
2023 Households by Income	
Household Income Base	3,504
<$15,000	13.9%
$15,000 - $24,999	16.2%
$25,000 - $34,999	15.5%
$35,000 - $49,999	19.5%
$50,000 - $74,999	16.0%
$75,000 - $99,999	9.3%
$100,000 - $149,999	6.7%
$150,000 - $199,999	1.9%
$200,000+	0.9%
Average Household Income	$53,125
2018 Owner Occupied Housing Units by Value	
Total	1,581
<$50,000	29.7%
$50,000 - $99,999	26.0%
$100,000 - $149,999	14.7%
$150,000 - $199,999	12.0%
$200,000 - $249,999	8.0%
$250,000 - $299,999	3.2%
$300,000 - $399,999	3.0%
$400,000 - $499,999	0.2%
$500,000 - $749,999	2.5%
$750,000 - $999,999	0.4%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$127,007
2023 Owner Occupied Housing Units by Value	
Total	1,833
<$50,000	25.3%
$50,000 - $99,999	21.9%
$100,000 - $149,999	12.7%
$150,000 - $199,999	13.7%
$200,000 - $249,999	10.6%
$250,000 - $299,999	4.5%
$300,000 - $399,999	4.9%
$400,000 - $499,999	0.4%
$500,000 - $749,999	4.8%
$750,000 - $999,999	0.7%
$1,000,000 - $1,499,999	0.4%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$159,047

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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	0
2010 Population by Age	
Total	7,207
0 - 4	9.0%
5 - 9	7.1%
10 - 14	6.2%
15 - 24	13.7%
25 - 34	12.1%
35 - 44	10.2%
45 - 54	12.0%
55 - 64	11.1%
65 - 74	10.2%
75 - 84	6.1%
85 +	2.3%
18 +	73.6%
2018 Population by Age	
Total	8,203
0 - 4	8.2%
5 - 9	7.2%
10 - 14	6.3%
15 - 24	11.8%
25 - 34	12.6%
35 - 44	10.1%
45 - 54	10.1%
55 - 64	12.0%
65 - 74	12.6%
75 - 84	6.8%
85 +	2.4%
18 +	74.9%
2023 Population by Age	
Total	9,018
0 - 4	7.8%
5 - 9	7.3%
10 - 14	6.8%
15 - 24	11.2%
25 - 34	12.0%
35 - 44	10.7%
45 - 54	9.2%
55 - 64	11.4%
65 - 74	13.6%
75 - 84	7.7%
85 +	2.3%
18 +	74.5%
2010 Population by Sex	
Males	3,294
Females	3,913
2018 Population by Sex	
Males	3,800
Females	4,404
2023 Population by Sex	
Males	4,235
Females	4,781

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	7,207
White Alone	53.6%
Black Alone	39.0%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.3%
Two or More Races	2.8%
Hispanic Origin	8.1%
Diversity Index	62.6
2018 Population by Race/Ethnicity	
Total	8,203
White Alone	51.9%
Black Alone	39.4%
American Indian Alone	0.3%
Asian Alone	0.8%
Pacific Islander Alone	0.4%
Some Other Race Alone	4.1%
Two or More Races	3.2%
Hispanic Origin	10.2%
Diversity Index	65.4
2023 Population by Race/Ethnicity	
Total	9,016
White Alone	49.7%
Black Alone	40.1%
American Indian Alone	0.3%
Asian Alone	0.9%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.9%
Two or More Races	3.6%
Hispanic Origin	12.0%
Diversity Index	67.8
2010 Population by Relationship and Household Type	
Total	7,207
In Households	99.3%
In Family Households	81.6%
Householder	25.9%
Spouse	13.9%
Child	33.2%
Other relative	4.6%
Nonrelative	3.9%
In Nonfamily Households	17.7%
In Group Quarters	0.7%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.6%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2018 Population 25+ by Educational Attainment	
Total	5,459
Less than 9th Grade	4.1%
9th - 12th Grade, No Diploma	15.8%
High School Graduate	35.2%
GED/Alternative Credential	5.8%
Some College, No Degree	18.8%
Associate Degree	9.5%
Bachelor's Degree	7.2%
Graduate/Professional Degree	3.6%
2018 Population 15+ by Marital Status	
Total	6,425
Never Married	33.1%
Married	45.3%
Widowed	8.3%
Divorced	13.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	91.1%
Civilian Unemployed (Unemployment Rate)	8.9%
2018 Employed Population 16+ by Industry	
Total	2,826
Agriculture/Mining	1.0%
Construction	7.5%
Manufacturing	4.0%
Wholesale Trade	2.3%
Retail Trade	17.8%
Transportation/Utilities	4.7%
Information	2.6%
Finance/Insurance/Real Estate	2.1%
Services	48.7%
Public Administration	9.4%
2018 Employed Population 16+ by Occupation	
Total	2,826
White Collar	46.4%
Management/Business/Financial	6.5%
Professional	12.7%
Sales	11.6%
Administrative Support	15.6%
Services	29.5%
Blue Collar	24.1%
Farming/Forestry/Fishing	0.7%
Construction/Extraction	6.9%
Installation/Maintenance/Repair	2.8%
Production	2.8%
Transportation/Material Moving	10.8%
2010 Population By Urban/ Rural Status	
Total Population	7,207
Population Inside Urbanized Area	98.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	2,828
Households with 1 Person	30.2%
Households with 2+ People	69.8%
Family Households	63.8%
Husband-wife Families	33.7%
With Related Children	11.8%
Other Family (No Spouse Present)	30.1%
Other Family with Male Householder	5.9%
With Related Children	3.7%
Other Family with Female Householder	24.3%
With Related Children	17.7%
Nonfamily Households	6.0%
All Households with Children	33.8%
Multigenerational Households	5.2%
Unmarried Partner Households	9.5%
Male-female	8.5%
Same-sex	1.1%
2010 Households by Size	
Total	2,828
1 Person Household	30.2%
2 Person Household	32.6%
3 Person Household	15.9%
4 Person Household	10.5%
5 Person Household	6.4%
6 Person Household	2.7%
7 + Person Household	1.6%
2010 Households by Tenure and Mortgage Status	
Total	2,828
Owner Occupied	51.1%
Owned with a Mortgage/Loan	27.8%
Owned Free and Clear	23.3%
Renter Occupied	48.9%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	3,631
Housing Units Inside Urbanized Area	99.2%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.8%

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 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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		0
Top 3 Tapestry Segments		
	1.	Small Town Simplicity
	2.	Hardscrabble Road (8G)
	3.	Senior Escapes (9D)
2018 Consumer Spending		
Apparel & Services: Total $		$3,731,238
Average Spent		$1,166.01
Spending Potential Index		54
Education: Total $		$2,196,644
Average Spent		$686.45
Spending Potential Index		47
Entertainment/Recreation: Total $		$5,816,520
Average Spent		$1,817.66
Spending Potential Index		56
Food at Home: Total $		$9,345,837
Average Spent		$2,920.57
Spending Potential Index		58
Food Away from Home: Total $		$6,093,036
Average Spent		$1,904.07
Spending Potential Index		54
Health Care: Total $		$10,931,884
Average Spent		$3,416.21
Spending Potential Index		60
HH Furnishings & Equipment: Total $		$3,662,358
Average Spent		$1,144.49
Spending Potential Index		55
Personal Care Products & Services: Total $		$1,434,262
Average Spent		$448.21
Spending Potential Index		54
Shelter: Total $		$28,623,272
Average Spent		$8,944.77
Spending Potential Index		53
Support Payments/Cash Contributions/Gifts in Kind: Total $		$4,376,188
Average Spent		$1,367.56
Spending Potential Index		55
Travel: Total $		$3,450,099
Average Spent		$1,078.16
Spending Potential Index		50
Vehicle Maintenance & Repairs: Total $		$1,975,179
Average Spent		$617.24
Spending Potential Index		57

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 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.

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Demographic and Income Profile

10-Minute Biking Area - Safe Routes to School - Griffin Road

Prepared By Business Analyst Desktop

Summary	Census 2010	2018	2023
Population	7,207	8,204	9,016
Households	2,828	3,200	3,504
Families	1,804	1,996	2,169
Average Household Size	2.53	2.55	2.56
Owner Occupied Housing Units	1,444	1,581	1,833
Renter Occupied Housing Units	1,384	1,619	1,670
Median Age	37.0	38.6	39.4

Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.91%	1.41%	0.83%
Households	1.83%	1.36%	0.79%
Families	1.68%	1.30%	0.71%
Owner HHs	3.00%	1.91%	1.16%
Median Household Income	2.55%	2.52%	2.50%

	2018		2023	
Households by Income	Number	Percent	Number	Percent
<$15,000	519	16.2%	487	13.9%
$15,000 - $24,999	624	19.5%	566	16.2%
$25,000 - $34,999	537	16.8%	542	15.5%
$35,000 - $49,999	602	18.8%	684	19.5%
$50,000 - $74,999	460	14.4%	562	16.0%
$75,000 - $99,999	236	7.4%	326	9.3%
$100,000 - $149,999	155	4.8%	236	6.7%
$150,000 - $199,999	46	1.4%	67	1.9%
$200,000+	21	0.7%	33	0.9%
Median Household Income	$33,059		$37,491	
Average Household Income	$44,797		$53,125	
Per Capita Income	$18,467		$21,821	

	Census 2010		2018		2023	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	648	9.0%	670	8.2%	706	7.8%
5 - 9	510	7.1%	591	7.2%	662	7.3%
10 - 14	444	6.2%	517	6.3%	609	6.8%
15 - 19	503	7.0%	464	5.7%	527	5.8%
20 - 24	484	6.7%	502	6.1%	486	5.4%
25 - 34	870	12.1%	1,037	12.6%	1,082	12.0%
35 - 44	737	10.2%	825	10.1%	966	10.7%
45 - 54	868	12.0%	825	10.1%	828	9.2%
55 - 64	802	11.1%	982	12.0%	1,032	11.4%
65 - 74	734	10.2%	1,030	12.6%	1,224	13.6%
75 - 84	440	6.1%	561	6.8%	693	7.7%
85+	165	2.3%	199	2.4%	203	2.3%

	Census 2010		2018		2023	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	3,862	53.6%	4,254	51.9%	4,485	49.7%
Black Alone	2,814	39.0%	3,228	39.4%	3,614	40.1%
American Indian Alone	25	0.3%	27	0.3%	29	0.3%
Asian Alone	47	0.7%	64	0.8%	81	0.9%
Pacific Islander Alone	21	0.3%	35	0.4%	42	0.5%
Some Other Race Alone	237	3.3%	334	4.1%	438	4.9%
Two or More Races	201	2.8%	261	3.2%	327	3.6%
Hispanic Origin (Any Race)	587	8.1%	838	10.2%	1,086	12.0%

Data Note: Income is expressed in current dollars.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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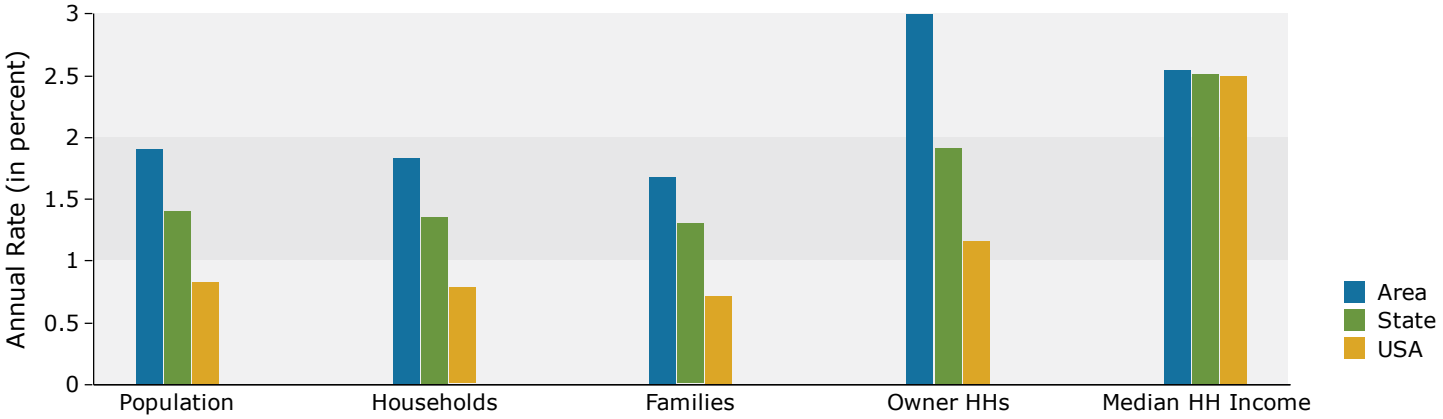
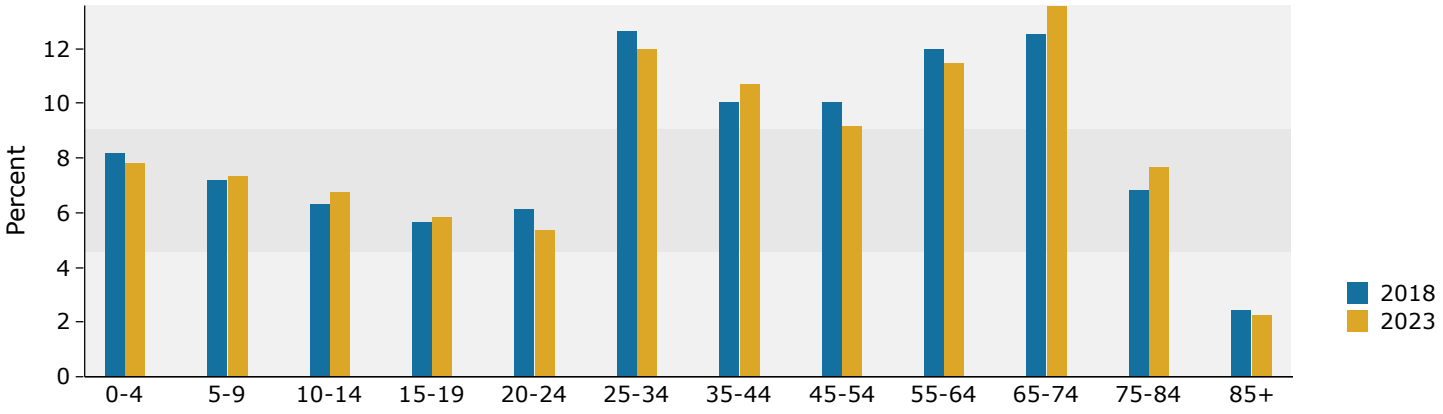
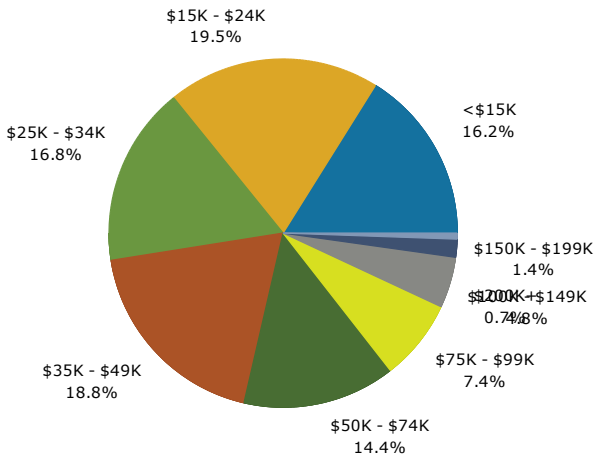
Trends 2018-2023



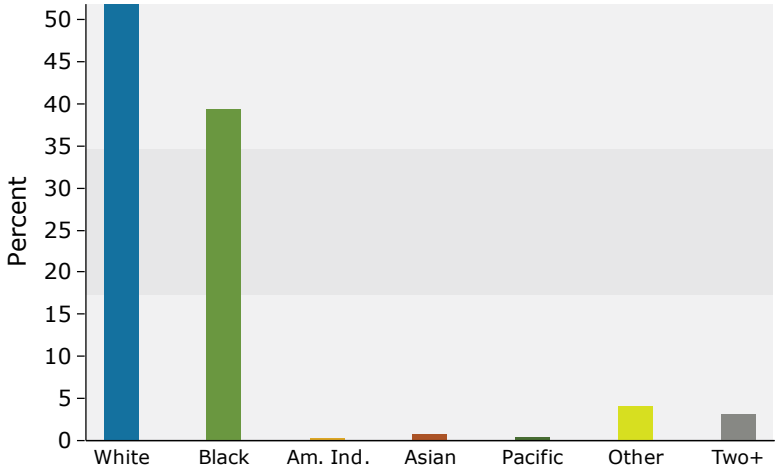
Population by Age



2018 Household Income



2018 Population by Race



2018 Percent Hispanic Origin: 10.2%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.

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Housing Profile

10-Minute Biking Area - Safe Routes to School - Griffin Road

Prepared By Business Analyst Desktop

Population		Households	
2010 Total Population	7,207	2018 Median Household Income	$33,059
2018 Total Population	8,204	2023 Median Household Income	$37,491
2023 Total Population	9,016	2018-2023 Annual Rate	2.55%
2018-2023 Annual Rate	1.91%		

	Census 2010		2018		2023	
Housing Units by Occupancy Status and Tenure	**Number**	**Percent**	**Number**	**Percent**	**Number**	**Percent**
Total Housing Units	3,631	100.0%	4,109	100.0%	4,495	100.0%
Occupied	2,828	77.9%	3,200	77.9%	3,503	77.9%
Owner	1,444	39.8%	1,581	38.5%	1,833	40.8%
Renter	1,384	38.1%	1,619	39.4%	1,670	37.2%
Vacant	803	22.1%	909	22.1%	991	22.0%

	2018		2023	
Owner Occupied Housing Units by Value	**Number**	**Percent**	**Number**	**Percent**
Total	1,582	100.0%	1,832	100.0%
<$50,000	470	29.7%	464	25.3%
$50,000-$99,999	411	26.0%	402	21.9%
$100,000-$149,999	233	14.7%	232	12.7%
$150,000-$199,999	190	12.0%	251	13.7%
$200,000-$249,999	127	8.0%	194	10.6%
$250,000-$299,999	50	3.2%	83	4.5%
$300,000-$399,999	48	3.0%	90	4.9%
$400,000-$499,999	3	0.2%	8	0.4%
$500,000-$749,999	39	2.5%	88	4.8%
$750,000-$999,999	7	0.4%	13	0.7%
$1,000,000-$1,499,999	4	0.3%	7	0.4%
$1,500,000-$1,999,999	0	0.0%	0	0.0%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$89,051		$110,776	
Average Value	$127,007		$159,047	

Census 2010 Housing Units	**Number**	**Percent**
Total	3,631	100.0%
In Urbanized Areas	3,603	99.2%
In Urban Clusters	0	0.0%
Rural Housing Units	28	0.8%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Census 2010 Owner Occupied Housing Units by Mortgage Status	Number	Percent
Total	1,444	100.0%
Owned with a Mortgage/Loan	786	54.4%
Owned Free and Clear	658	45.6%

Census 2010 Vacant Housing Units by Status	Number	Percent
Total	755	100.0%
For Rent	416	55.1%
Rented- Not Occupied	7	0.9%
For Sale Only	85	11.3%
Sold - Not Occupied	14	1.9%
Seasonal/Recreational/Occasional Use	91	12.1%
For Migrant Workers	0	0.0%
Other Vacant	142	18.8%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,828	1,444	51.1%
15-24	193	16	8.3%
25-34	428	90	21.0%
35-44	381	141	37.0%
45-54	481	231	48.0%
55-64	472	300	63.6%
65-74	463	355	76.7%
75-84	292	237	81.2%
85+	118	74	62.7%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,828	1,444	51.1%
White Alone	1,718	1,102	64.1%
Black/African American	978	301	30.8%
American Indian/Alaska	12	4	33.3%
Asian Alone	17	9	52.9%
Pacific Islander Alone	4	0	0.0%
Other Race Alone	52	10	19.2%
Two or More Races	47	18	38.3%
Hispanic Origin	147	48	32.7%

Census 2010 Occupied Housing Units by Size and Home Ownership		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	2,826	1,443	51.1%
1-Person	854	443	51.9%
2-Person	923	600	65.0%
3-Person	449	175	39.0%
4-Person	296	118	39.9%
5-Person	182	61	33.5%
6-Person	77	28	36.4%
7+ Person	45	18	40.0%

Data Note: Persons of Hispanic Origin may be of any race.
Source: U.S. Census Bureau, Census 2010 Summary File 1.

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Net Worth Profile

10-Minute Biking Area - Safe Routes to School - Griffin Road

Prepared By Business Analyst Desktop

Summary	Census 2010	2018	2023	2018-2023 Change	2018-2023 Annual Rate
Population	7,207	8,204	9,016	812	1.91%
Median Age	37.0	38.6	39.4	0.8	0.41%
Households	2,828	3,200	3,504	304	1.83%
Average Household Size	2.53	2.55	2.56	0.01	0.08%

2018 Households by Net Worth	Number	Percent
Total	3,200	100.0%
<$15,000	1,395	43.6%
$15,000-$34,999	343	10.7%
$35,000-$49,999	141	4.4%
$50,000-$74,999	156	4.9%
$75,000-$99,999	130	4.1%
$100,000-$149,999	203	6.3%
$150,000-$249,999	293	9.2%
$250,000-$500,000	290	9.1%
$500,000+	250	7.8%
Median Net Worth	$24,386	
Average Net Worth	$396,195	

	Number of Households						
2018 Net Worth by Age of Householder	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	182	496	416	440	558	612	496
<$15,000	163	379	259	224	188	110	72
$15,000-$34,999	15	57	58	66	69	52	26
$35,000-$49,999	2	14	20	23	36	33	13
$50,000-$99,999	2	31	38	41	55	61	59
$100,000-$149,999	0	11	15	24	53	55	44
$150,000-$249,999	0	2	15	32	66	105	73
$250,000+	0	2	12	30	92	195	210
Median Net Worth	$8,374	$9,815	$12,075	$14,732	$43,507	$143,578	$187,398
Average Net Worth	$11,792	$22,580	$59,974	$127,698	$400,750	$840,238	$878,020

Data Note: Net Worth is total household wealth minus debt, secured and unsecured. Net worth includes home equity, equity in pension plans, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Consumer Finances, Federal Reserve Board.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri Forecasts for 2018 and 2023.

October 31, 2018

Tapestry Segmentation Area Profile

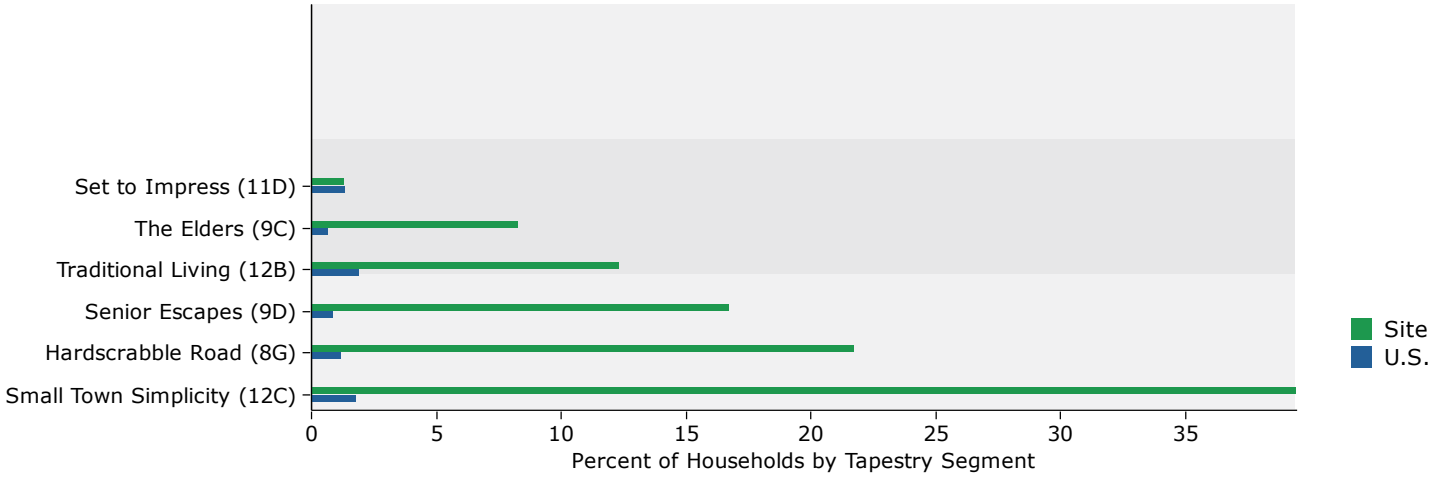
10-Minute Biking Area - Safe Routes to School - Griffin Road

Prepared By Business Analyst Desktop

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2018 Households Percent	2018 Households Cumulative Percent	2018 U.S. Households Percent	2018 U.S. Households Cumulative Percent	Index
1	Small Town Simplicity (12C)	39.5%	39.5%	1.9%	1.9%	2126
2	Hardscrabble Road (8G)	21.8%	61.3%	1.2%	3.1%	1,798
3	Senior Escapes (9D)	16.8%	78.1%	0.9%	4.0%	1,847
4	Traditional Living (12B)	12.4%	90.5%	1.9%	5.9%	641
5	The Elders (9C)	8.3%	98.8%	0.7%	6.6%	1,119
	Subtotal	**98.8%**		**6.6%**		
6	Set to Impress (11D)	1.3%	100.1%	1.4%	8.0%	95
	Subtotal	**1.3%**		**1.4%**		
	Total	**100.0%**		**8.0%**		**1245**

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

October 31, 2018

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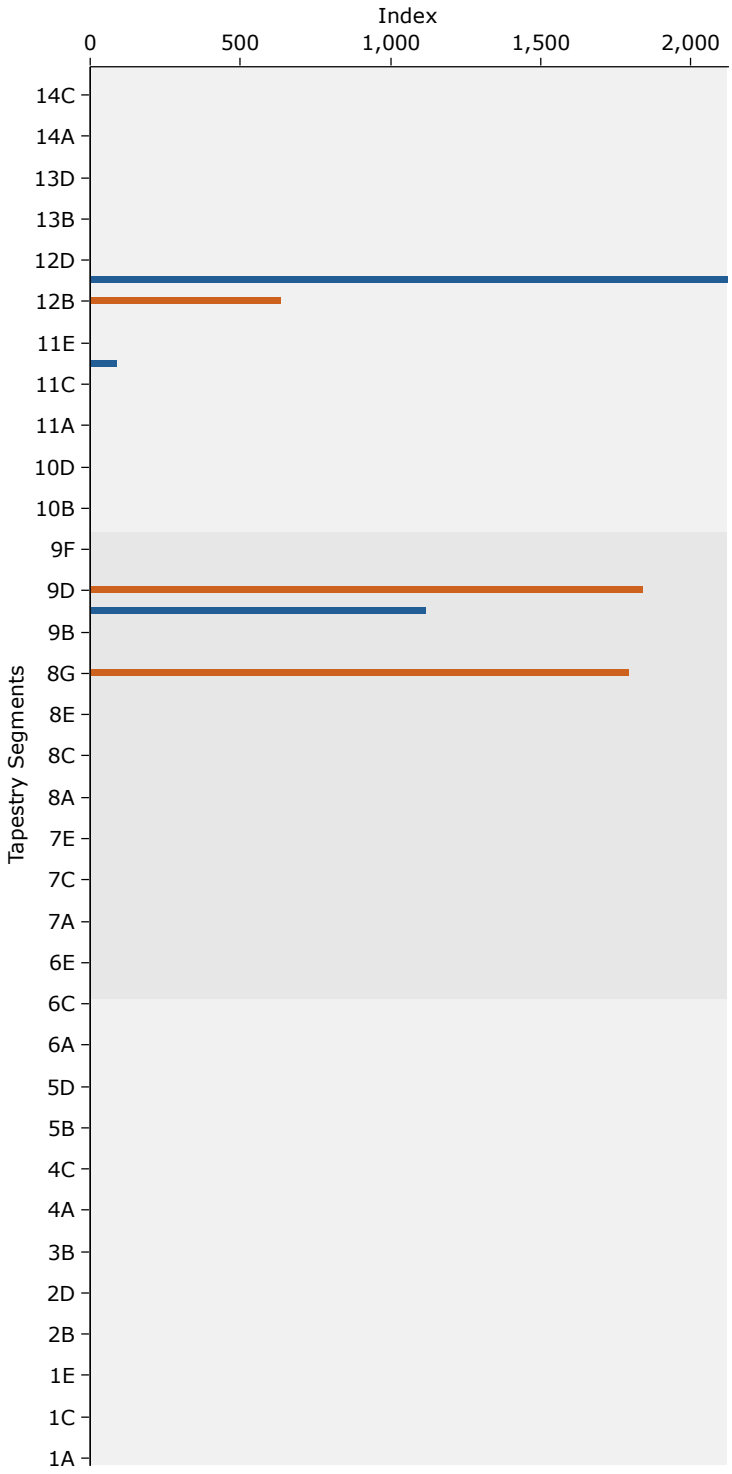
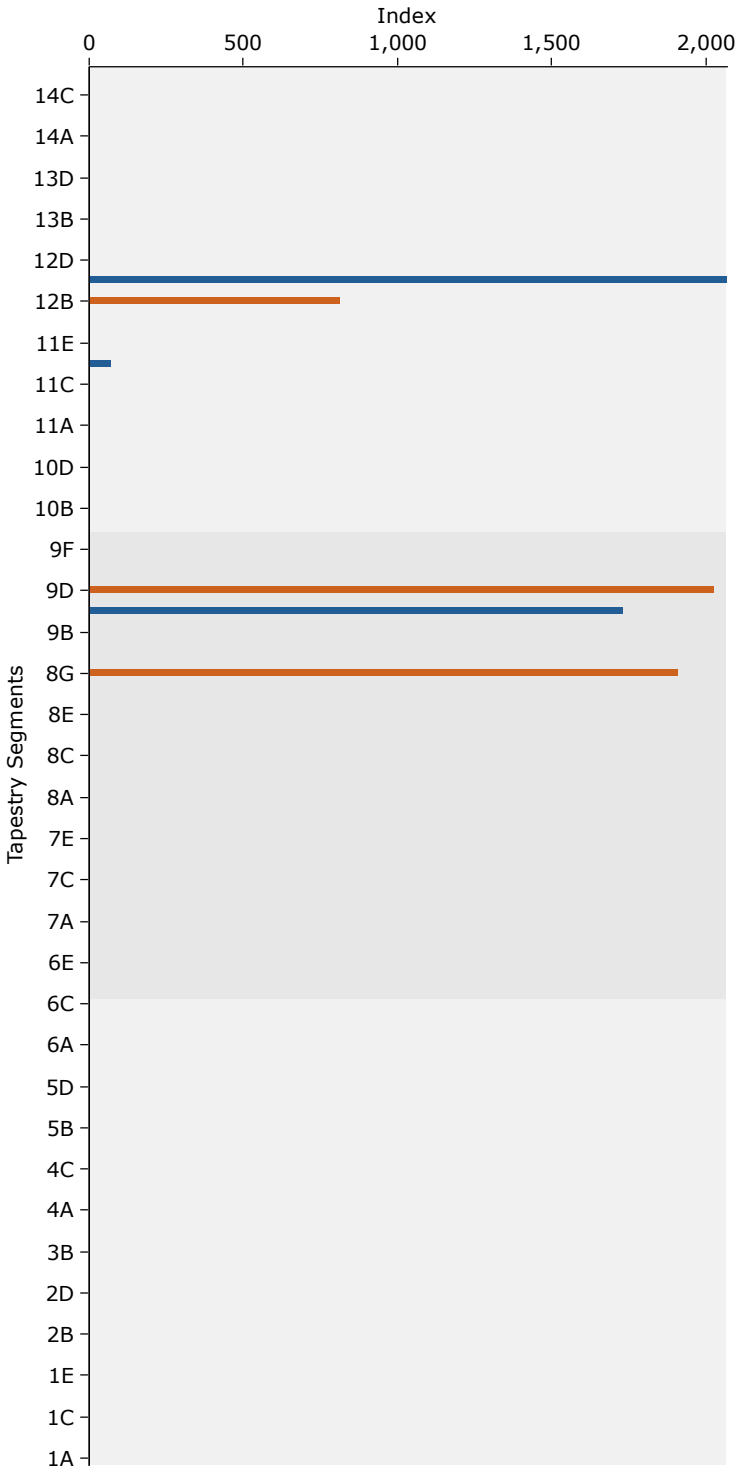
2018 Tapestry Indexes by Households



2018 Tapestry Indexes by Total Population 18+



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Source: Esri

October 31, 2018

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,200	100.0%		6,148	100.0%	
1. Affluent Estates	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
2. Upscale Avenues	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
3. Uptown Individuals	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
4. Family Landscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
In Style (5B)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
6. Cozy Country Living	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
7. Ethnic Enclaves	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	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

October 31, 2018

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,200	100.0%		6,148	100.0%	
8. Middle Ground	**697**	**21.8%**	**200**	**1,364**	**22.2%**	**219**
City Lights (8A)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	697	21.8%	1,798	1,364	22.2%	1,913
9. Senior Styles	**802**	**25.1%**	**433**	**1,690**	**27.5%**	**549**
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	265	8.3%	1,119	634	10.3%	1,734
Senior Escapes (9D)	537	16.8%	1,847	1,056	17.2%	2,032
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
11. Midtown Singles	**42**	**1.3%**	**21**	**54**	**0.9%**	**16**
City Strivers (11A)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	42	1.3%	95	54	0.9%	74
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**1,659**	**51.8%**	**845**	**3,040**	**49.4%**	**853**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	396	12.4%	641	906	14.7%	820
Small Town Simplicity (12C)	1,263	39.5%	2,126	2,134	34.7%	2,072
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
14. Scholars and Patriots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	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

October 31, 2018

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,200	100.0%		6,148	100.0%	
1. Principal Urban Center	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Laptops and Lattes (3A)	0	0.0%	0	0	0.0%	0
Metro Renters (3B)	0	0.0%	0	0	0.0%	0
Trendsetters (3C)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (8D)	0	0.0%	0	0	0.0%	0
City Strivers (11A)	0	0.0%	0	0	0.0%	0
NeWest Residents (13C)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (13D)	0	0.0%	0	0	0.0%	0
High Rise Renters (13E)	0	0.0%	0	0	0.0%	0
2. Urban Periphery	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Pacific Heights (2C)	0	0.0%	0	0	0.0%	0
Rustbelt Traditions (5D)	0	0.0%	0	0	0.0%	0
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
American Dreamers (7C)	0	0.0%	0	0	0.0%	0
Barrios Urbanos (7D)	0	0.0%	0	0	0.0%	0
Southwestern Families (7F)	0	0.0%	0	0	0.0%	0
City Lights (8A)	0	0.0%	0	0	0.0%	0
Bright Young Professionals (8C)	0	0.0%	0	0	0.0%	0
Metro Fusion (11C)	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
International Marketplace (13A)	0	0.0%	0	0	0.0%	0
Las Casas (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	**1,135**	**35.5%**	**195**	**2,324**	**37.8%**	**224**
In Style (5B)	0	0.0%	0	0	0.0%	0
Emerald City (8B)	0	0.0%	0	0	0.0%	0
Front Porches (8E)	0	0.0%	0	0	0.0%	0
Old and Newcomers (8F)	0	0.0%	0	0	0.0%	0
Hardscrabble Road (8G)	697	21.8%	1,798	1,364	22.2%	1,913
Retirement Communities (9E)	0	0.0%	0	0	0.0%	0
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
Young and Restless (11B)	0	0.0%	0	0	0.0%	0
Set to Impress (11D)	42	1.3%	95	54	0.9%	74
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	396	12.4%	641	906	14.7%	820
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	0	0.0%	0	0	0.0%	0

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Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	3,200	100.0%		6,148	100.0%	
4. Suburban Periphery	**265**	**8.3%**	**26**	**634**	**10.3%**	**32**
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	0	0.0%	0	0	0.0%	0
Boomburbs (1C)	0	0.0%	0	0	0.0%	0
Savvy Suburbanites (1D)	0	0.0%	0	0	0.0%	0
Exurbanites (1E)	0	0.0%	0	0	0.0%	0
Urban Chic (2A)	0	0.0%	0	0	0.0%	0
Pleasantville (2B)	0	0.0%	0	0	0.0%	0
Enterprising Professionals (2D)	0	0.0%	0	0	0.0%	0
Soccer Moms (4A)	0	0.0%	0	0	0.0%	0
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	0	0.0%	0	0	0.0%	0
Parks and Rec (5C)	0	0.0%	0	0	0.0%	0
Midlife Constants (5E)	0	0.0%	0	0	0.0%	0
Up and Coming Families (7A)	0	0.0%	0	0	0.0%	0
Silver & Gold (9A)	0	0.0%	0	0	0.0%	0
Golden Years (9B)	0	0.0%	0	0	0.0%	0
The Elders (9C)	265	8.3%	1,119	634	10.3%	1,734
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**1,800**	**56.3%**	**603**	**3,190**	**51.9%**	**577**
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Valley Growers (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	537	16.8%	1,847	1,056	17.2%	2,032
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	1,263	39.5%	2,126	2,134	34.7%	2,072
6. Rural	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Green Acres (6A)	0	0.0%	0	0	0.0%	0
Salt of the Earth (6B)	0	0.0%	0	0	0.0%	0
The Great Outdoors (6C)	0	0.0%	0	0	0.0%	0
Prairie Living (6D)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (6E)	0	0.0%	0	0	0.0%	0
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Diners & Miners (10C)	0	0.0%	0	0	0.0%	0
Rural Bypasses (10E)	0	0.0%	0	0	0.0%	0
Unclassified (15)	0	0.0%	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

October 31, 2018

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LifeMode Group: Hometown

Small Town Simplicity

12C

Households: 2,305,700

Average Household Size: 2.26

Median Age: 40.8

Median Household Income: $31,500

WHO ARE WE?

Small Town Simplicity includes young families and senior householders that are bound by community ties. The lifestyle is down-to-earth and semirural, with television for entertainment and news, and emphasis on convenience for both young parents and senior citizens. Residents embark on pursuits including online computer games, renting movies, indoor gardening, and rural activities like hunting and fishing. Since 1 in 4 households is below poverty level, residents also keep their finances simple—paying bills in person and avoiding debt.

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- Half of all homes are owner-occupied (Index 79).
- Median home value of $92,300 is about half the US median.
- Average rent is $639 (Index 62).
- This is an older market, with half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 67% with high school diploma or some college.
- Unemployment higher at 7.7% (Index 141).
- Labor force participation lower at 52% (Index 83), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 83), Social Security (Index 133) or retirement (Index 106), increased by Supplemental Security Income (Index 183).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

TAPESTRY SEGMENTATION
esri.com/tapestry

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

12C

LifeMode Group: Hometown

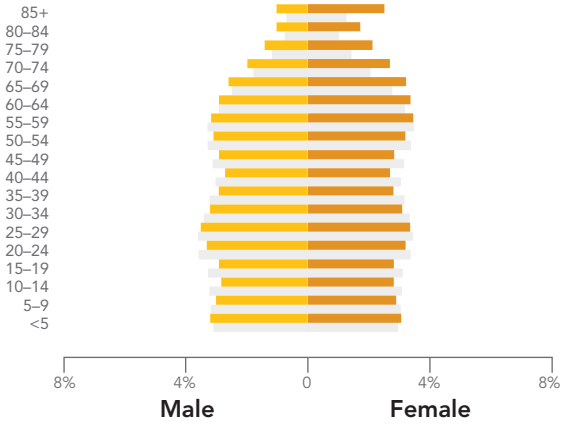
Small Town Simplicity

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2

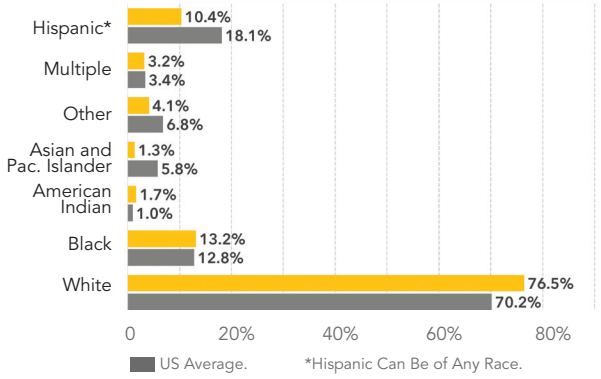
Indicates US



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: 51.0 US: 64.0

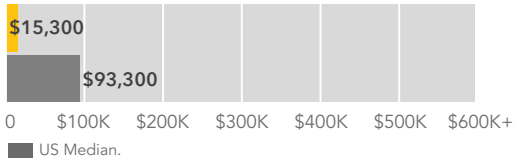


INCOME AND NET WORTH

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.

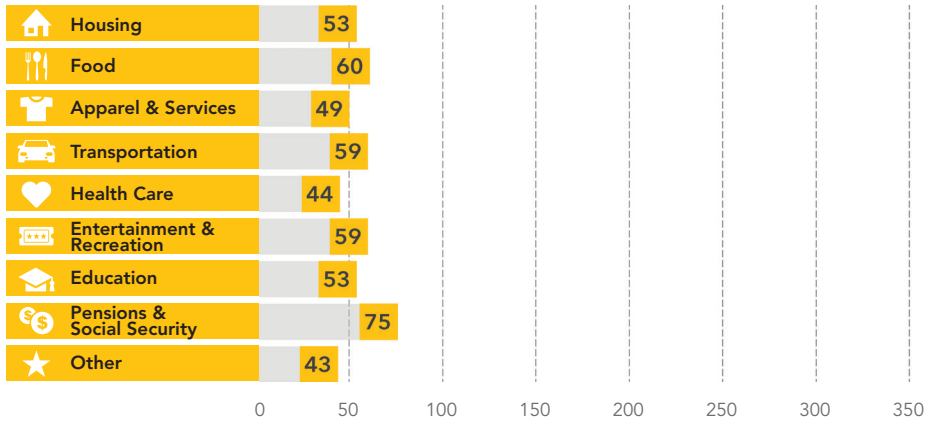
Median Household Income

Median Net Worth



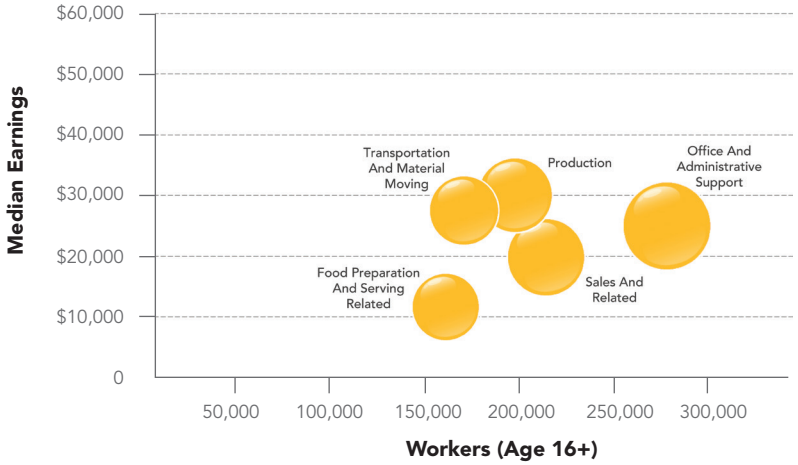
AVERAGE HOUSEHOLD BUDGET INDEX

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.



12C

LifeMode Group: Hometown

Small Town Simplicity

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.
- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.
- A large senior population visit doctors and health practitioners regularly.
- However, a largely single population favors convenience over cooking—frozen meals and fast food.
- Home improvement is not a priority, but vehicle maintenance is.

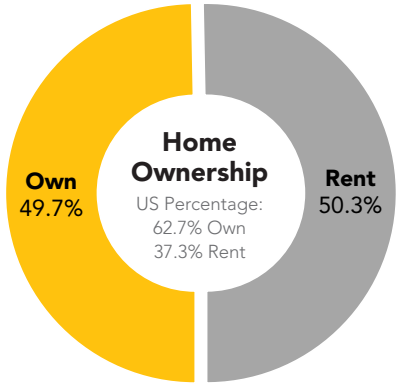
HOUSING

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

Typical Housing:
Single Family

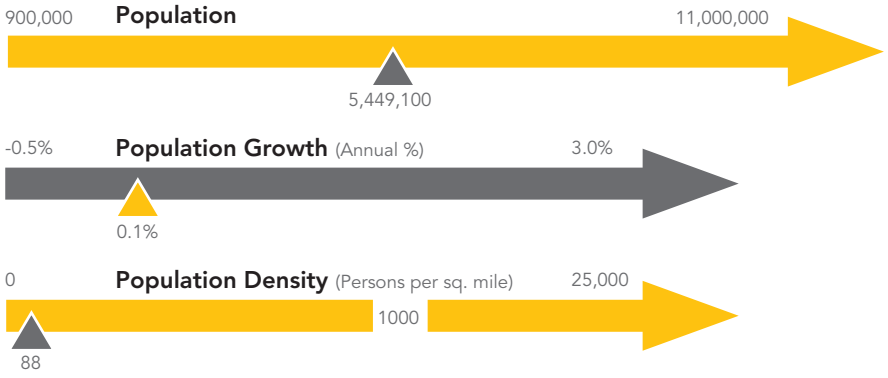
Median Value:
$92,300

US Median: $207,300



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.

12C

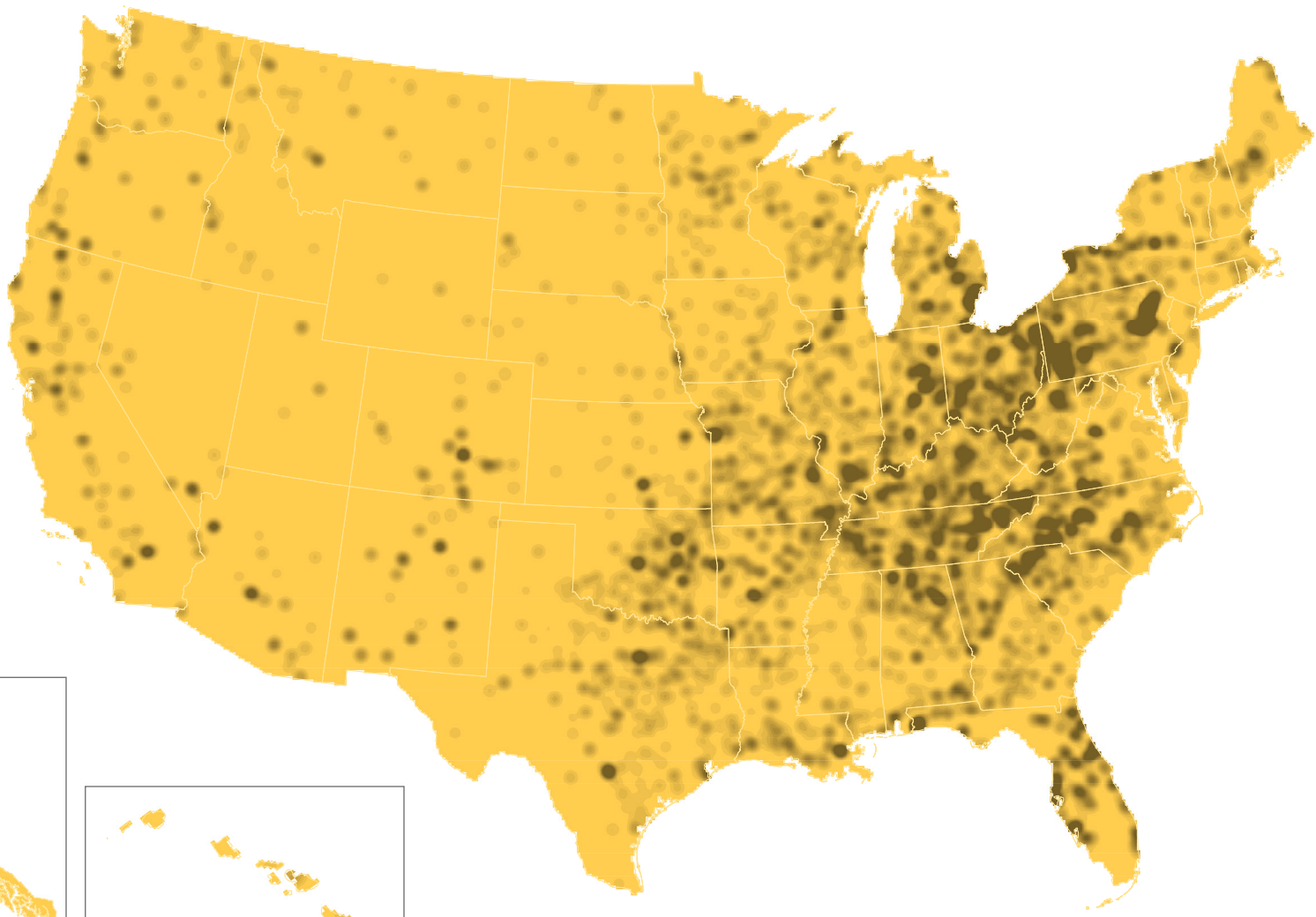
LifeMode Group: Hometown

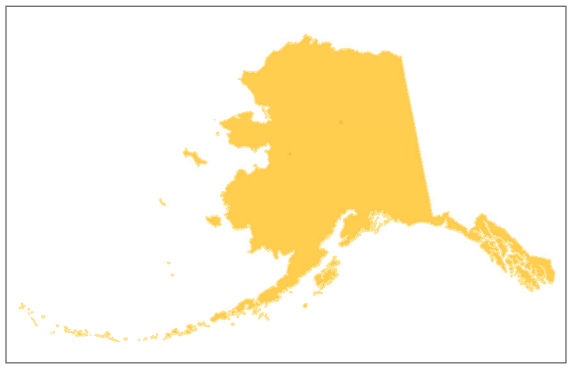
Small Town Simplicity

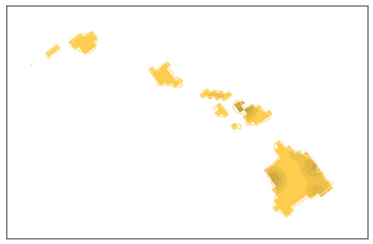
TAPESTRY SEGMENTATION
esri.com/tapestry

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

Hardscrabble Road

8G

Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: $28,200

WHO ARE WE?

Hardscrabble Road neighborhoods are in urbanized areas within central cities, with older housing, located chiefly in the Midwest and South. This slightly smaller market is primarily a family market, married couples (with and without children) and single parents. Younger, highly diverse (with higher proportions of black, multiracial, and Hispanic populations), and less educated, they work mainly in service, manufacturing, and retail trade industries. Unemployment is high (almost twice the US rate), and median household income is half the US median. Almost 1 in 3 households have income below the poverty level. 60% of householders are renters, living primarily in single-family homes, with a higher proportion of dwellings in 2–4 unit buildings. This market is struggling to get by.

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.
- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).
- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).
- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).
- Almost four-fifths of owned homes valued under $100,000 (more than 3.5 times the US).
- Higher percentage of vacant housing units at 18% (Index 155).
- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).
- Unemployment rate is higher at 11.2%, almost twice the US rate.
- Labor force participation rate is lower at 57.1%.
- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).
- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.
- They tend to save money for a specific purpose.

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

8G

LifeMode Group: Middle Ground

Hardscrabble Road

TAPESTRY SEGMENTATION
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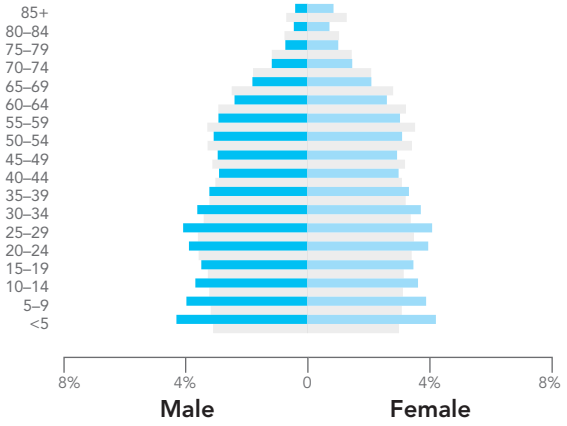
AGE BY SEX (Esri data)

Median Age: 32.4 US: 38.2

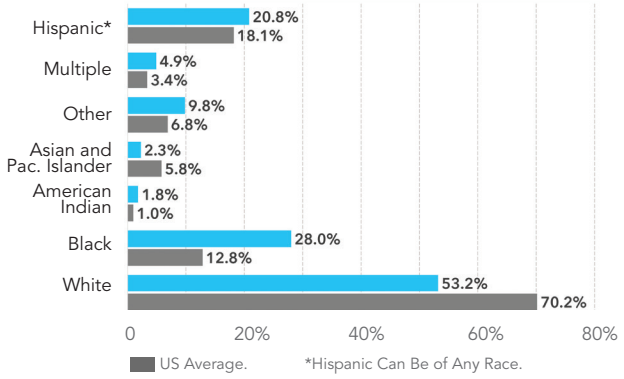
Indicates US



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

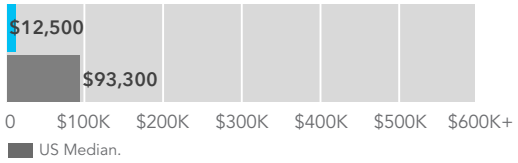


INCOME AND NET WORTH

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.

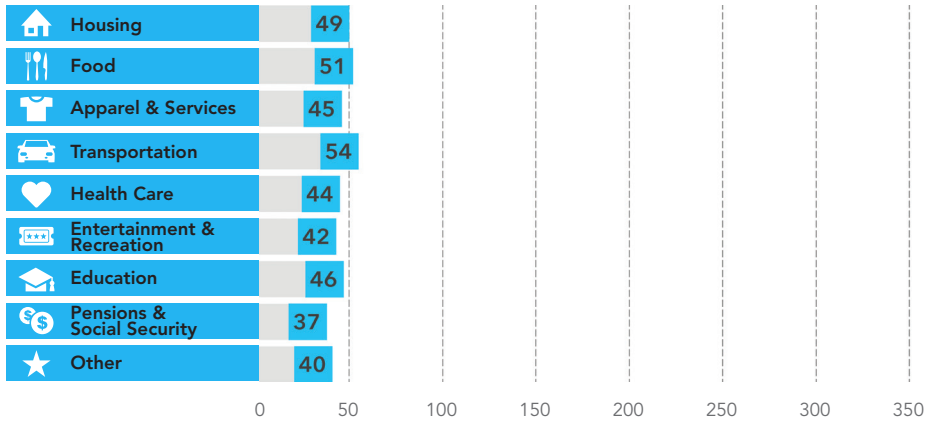
Median Household Income

Median Net Worth



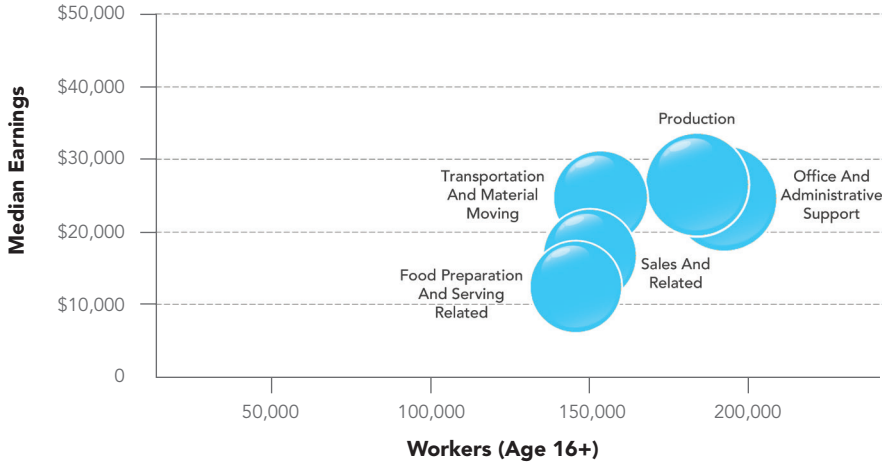
AVERAGE HOUSEHOLD BUDGET INDEX

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.



8G

LifeMode Group: Middle Ground

Hardscrabble Road

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping at their local discount store, search for bargains on the Internet, or purchasing from in-home sales representatives.
- Read parenting and health magazines.
- Watch programs on BET, VH1, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Like to listen to sports on the radio and watch on TV. Favorite sports include NASCAR racing, professional wrestling, and basketball.

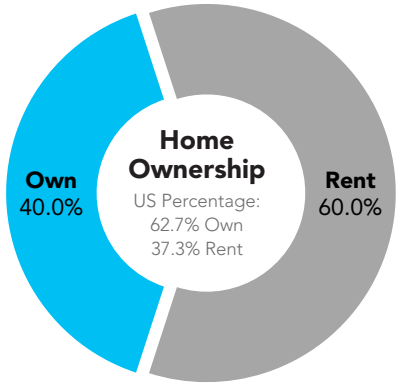
HOUSING

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

Typical Housing:
Single Family

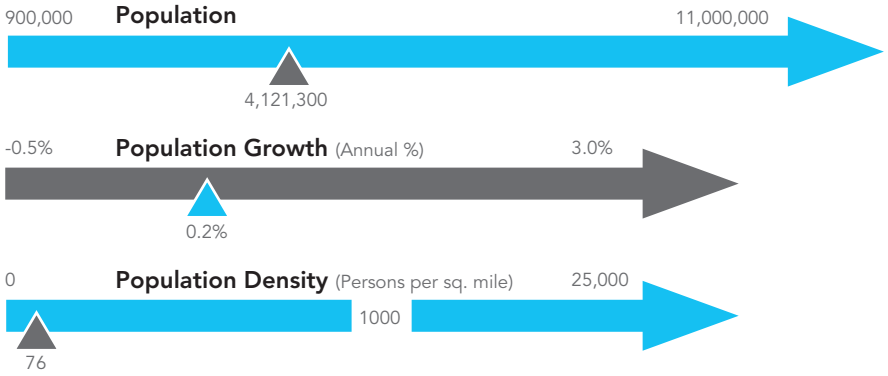
Average Rent:
$710

US Average: $1,038



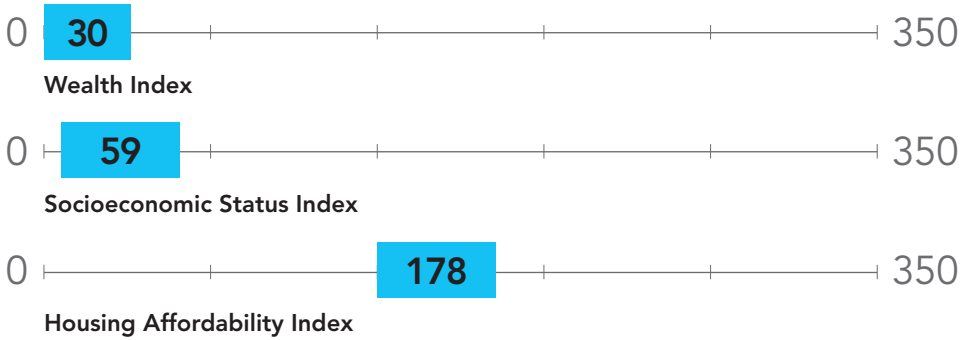
POPULATION CHARACTERISTICS

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.



8G

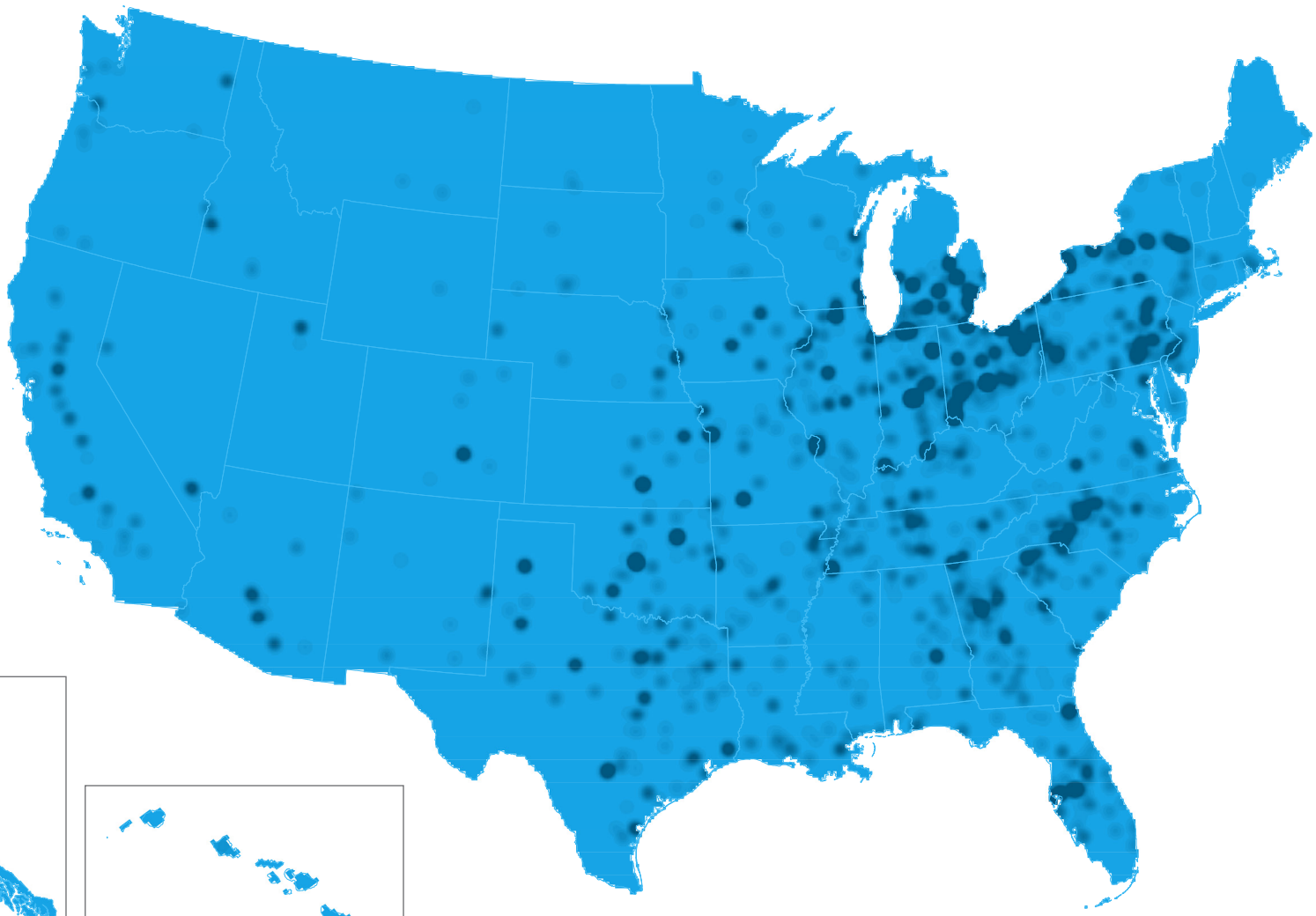
LifeMode Group: Middle Ground

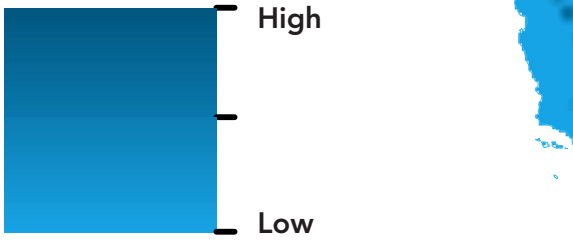
Hardscrabble Road

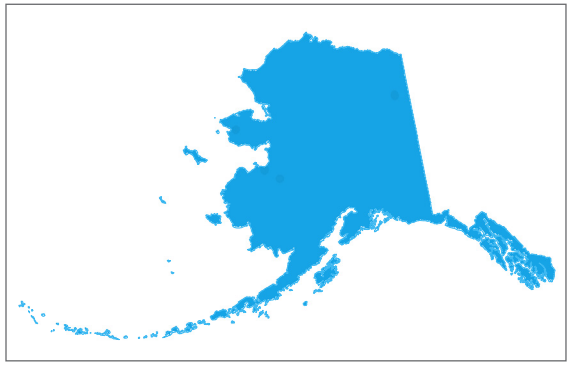
TAPESTRY SEGMENTATION
esri.com/tapestry

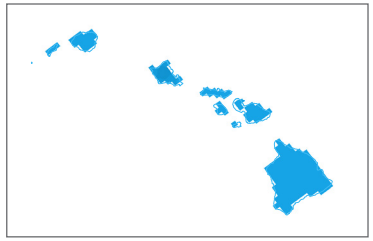
SEGMENT DENSITY

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









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LifeMode Group: Senior Styles

Senior Escapes

9D

Households: 1,116,000

Average Household Size: 2.20

Median Age: 54.6

Median Household Income: $38,700

WHO ARE WE?

Senior Escapes neighborhoods are heavily concentrated in the warmer states of Florida, California, and Arizona. These areas are highly seasonal, yet owner occupied. Many homes began as seasonal getaways and now serve as primary residences. Nearly forty percent are mobile homes; over half are single-family dwellings. About half are in unincorporated and more rural areas. Nearly one-fifth of the population is between 65 and 74 years old. Most are white and fairly conservative in their political and religious views. Residents enjoy watching TV, going on cruises, playing trivia games, bicycling, boating, and fishing. They are very conscious of their health and buy specialty foods and dietary supplements.

OUR NEIGHBORHOOD

- Neighborhoods include primary and second homes in rural or semirural settings.
- One quarter of all housing units are vacant; many are for seasonal use only.
- More than one-third of the households are married couples without children; a third are single-person households.
- More than half the homes are single family; nearly 40% are mobile homes.
- Three-quarters of all homes are owner occupied, and the majority own their homes free and clear.
- Still actively driving, most households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Labor force participation is low, but more than half the households are drawing Social Security income.
- They have conservative political views.
- They spend majority of their time with spouse/significant other or alone.
- They are limited by medical conditions but still enjoy gardening and working on their vehicles.
- They take good care of vehicles, but haven't bought a new one in over five years.
- They only spend within their means, do their banking in person, and do not carry a balance on their credit card.

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

9D

LifeMode Group: Senior Styles

Senior Escapes

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

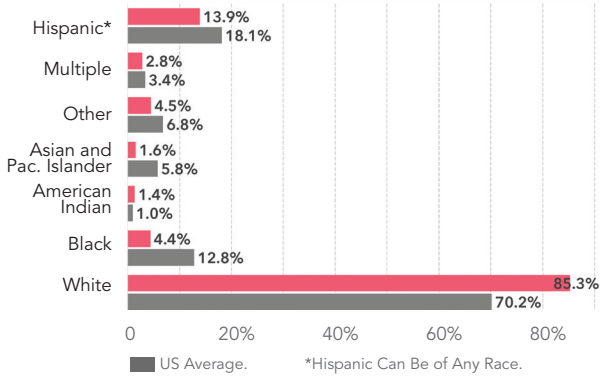
Median Age: 54.6 US: 38.2

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: 44.5 US: 64.0

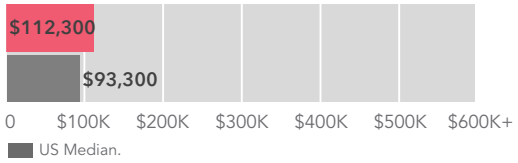


INCOME AND NET WORTH

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.

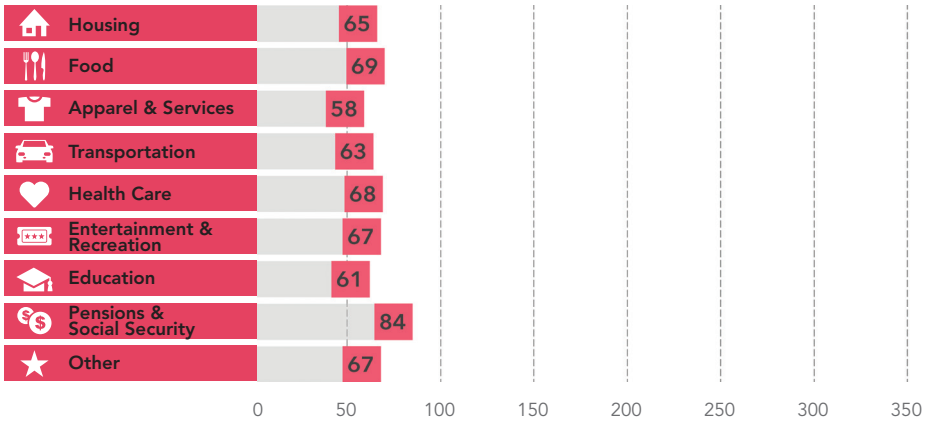
Median Household Income

Median Net Worth



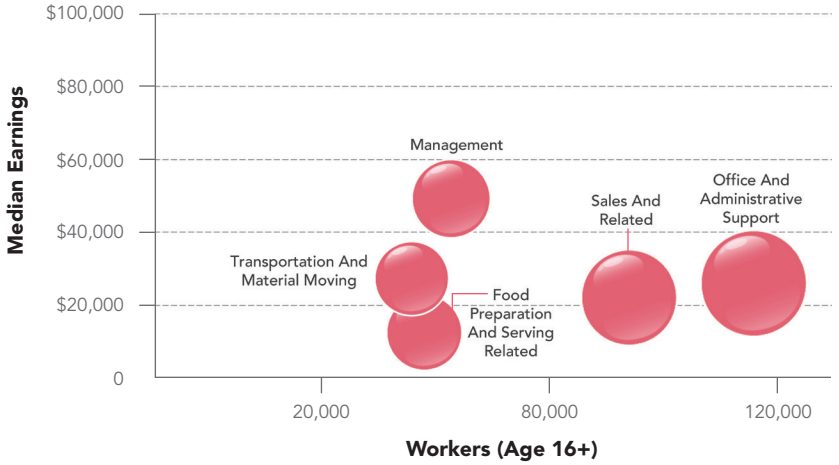
AVERAGE HOUSEHOLD BUDGET INDEX

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.



9D

LifeMode Group: Senior Styles

Senior Escapes

TAPESTRY SEGMENTATION
esri.com/tapestry

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

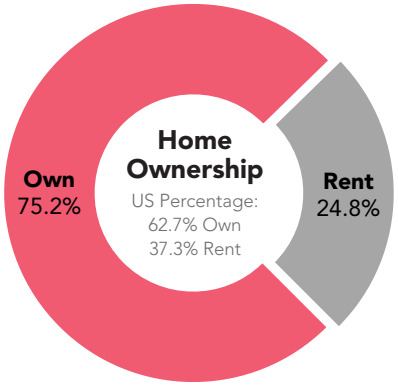
- Stock up on good deals, especially high-fiber, low-calorie, low-fat, and fat-free foods.
- Own 3, sometimes 4 or more TVs and watch news, sports, CMT, Hallmark, and AMC.
- Belong to veterans' clubs; maintain AARP and AAA memberships.
- Get most information from TV and the Sunday newspaper; light users of home computers and the Internet.
- Travel in the US via guided tours but weary of security issues.
- Frequently dine out at Wendy's, Golden Corral, and Cracker Barrel.

HOUSING

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

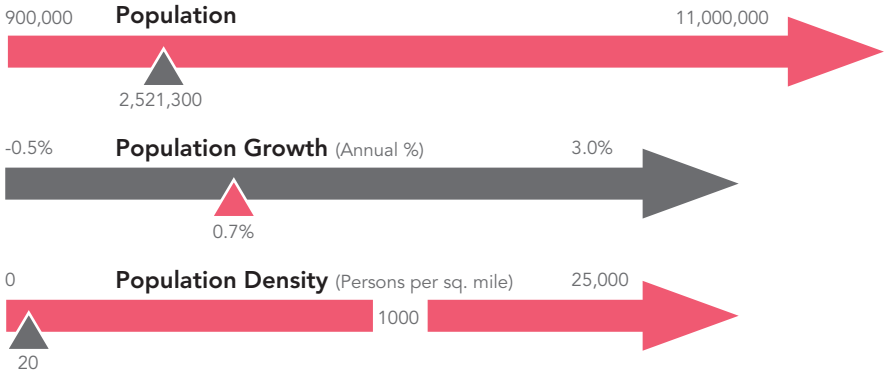
Typical Housing:
Single Family;
Mobile Homes/Seasonal

Median Value:
$120,000
US Median: $207,300



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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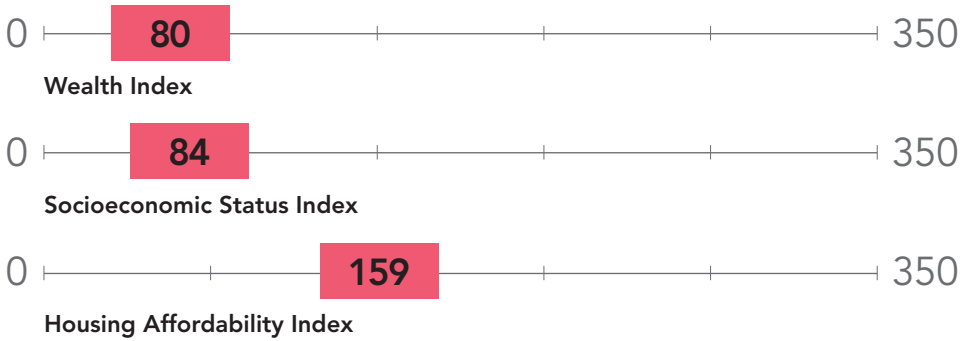

9D

LifeMode Group: Senior Styles

Senior Escapes

TAPESTRY SEGMENTATION
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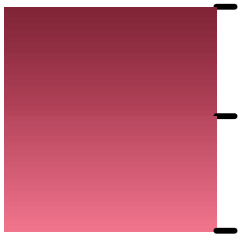
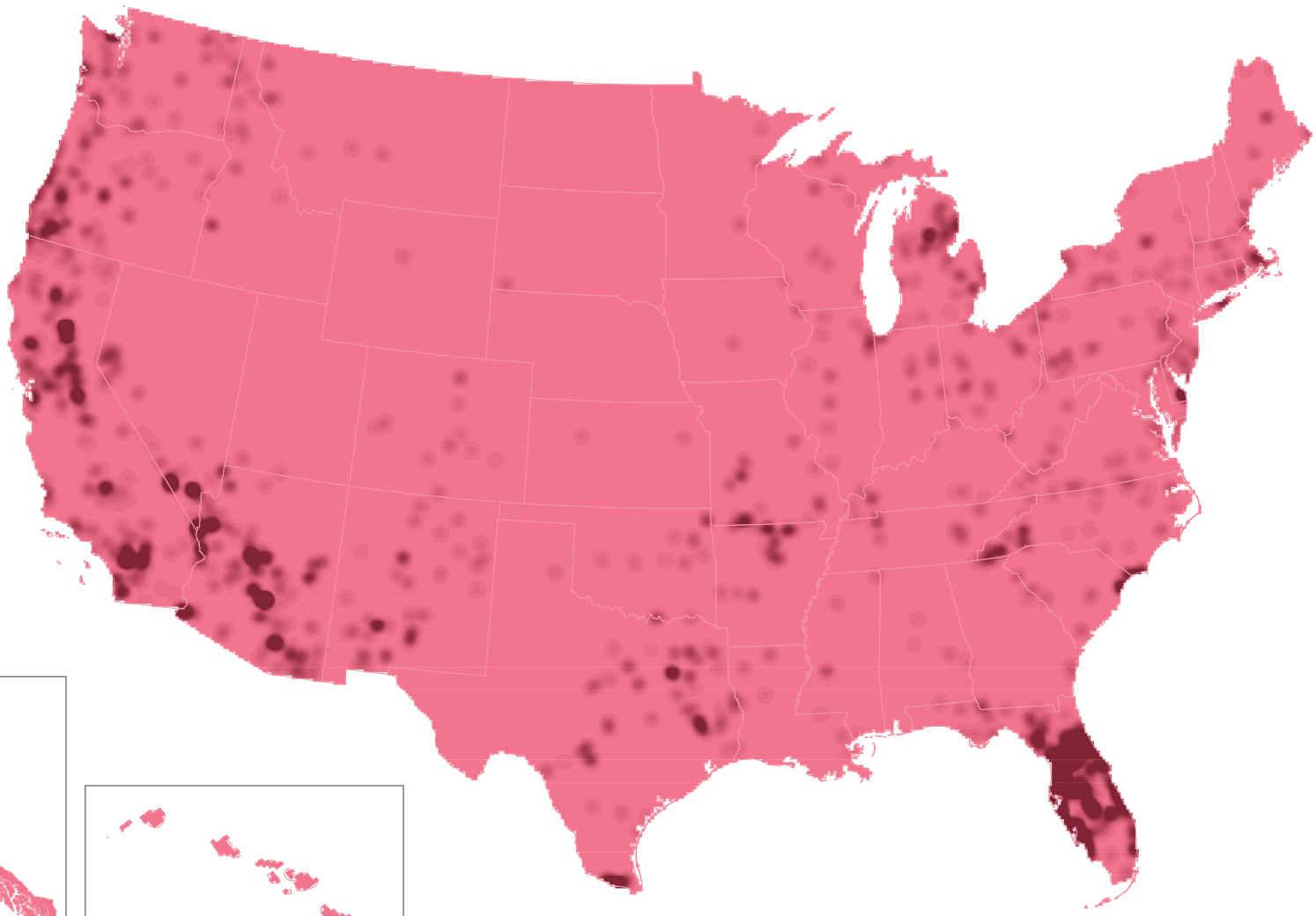
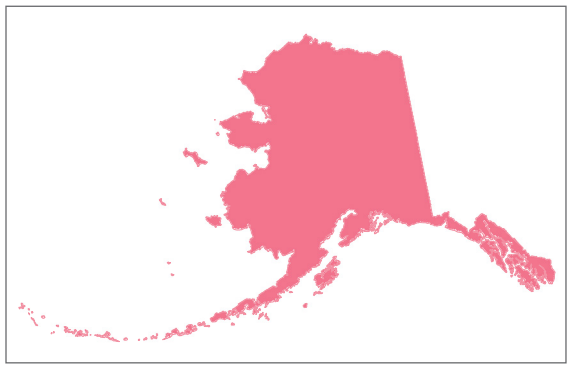
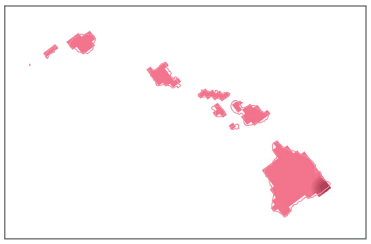
SEGMENT DENSITY

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









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LifeMode Group: Hometown

Traditional Living

12B

Households: 2,395,200

Average Household Size: 2.51

Median Age: 35.5

Median Household Income: $39,300

WHO ARE WE?

Residents in this segment live primarily in low-density, settled neighborhoods in the Midwest. The households are a mix of married-couple families and singles. Many families encompass two generations who have lived and worked in the community; their children are likely to follow suit. The manufacturing, retail trade, and health care sectors are the primary sources of employment for these residents. This is a younger market—beginning householders who are juggling the responsibilities of living on their own or a new marriage, while retaining their youthful interests in style and fun.

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).
- Average household size is slightly lower at 2.51.
- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 228).
- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.
- Average commuting time to work is very short (Index 22).
- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.
- Unemployment is higher at 7.3% (Index 134); labor force participation is also a bit higher at 63.4%.
- Almost three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 139) and public assistance (Index 152).
- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.
- Connected and comfortable with the Internet, they are more likely to participate in online gaming or posting pics on social media.
- TV is seen as the most trusted media.

TAPESTRY SEGMENTATION
esri.com/tapestry

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

12B

LifeMode Group: Hometown

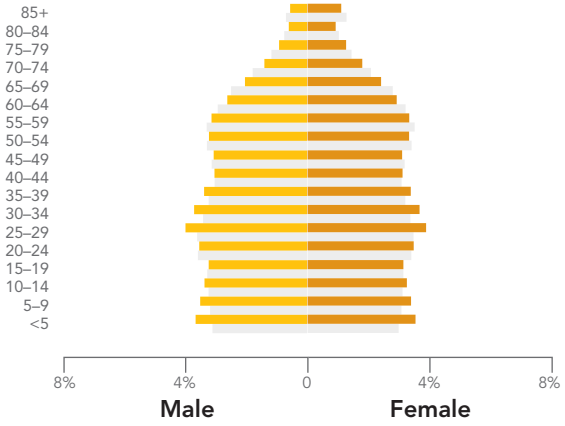
Traditional Living

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

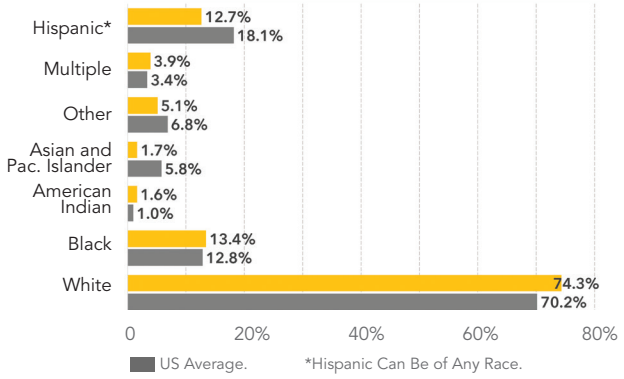
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 55.6 US: 64.0

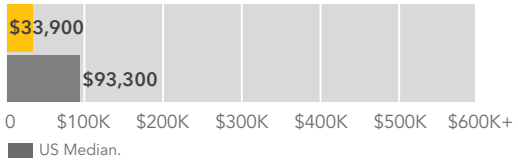


INCOME AND NET WORTH

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.

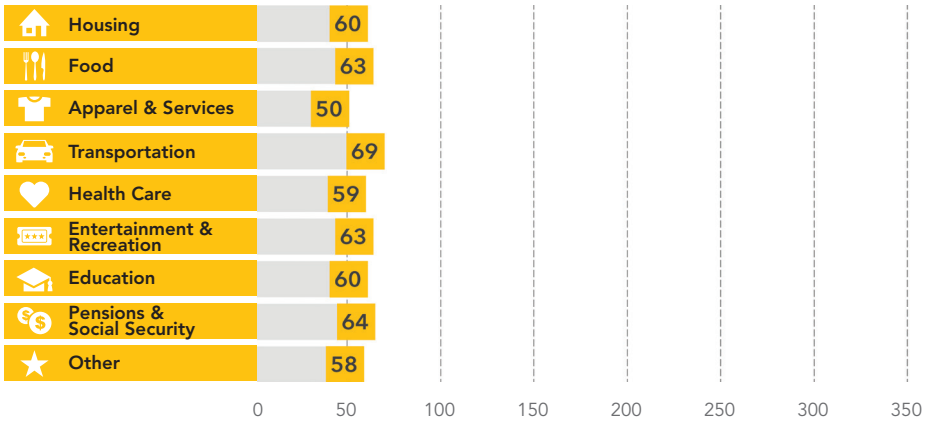
Median Household Income

Median Net Worth



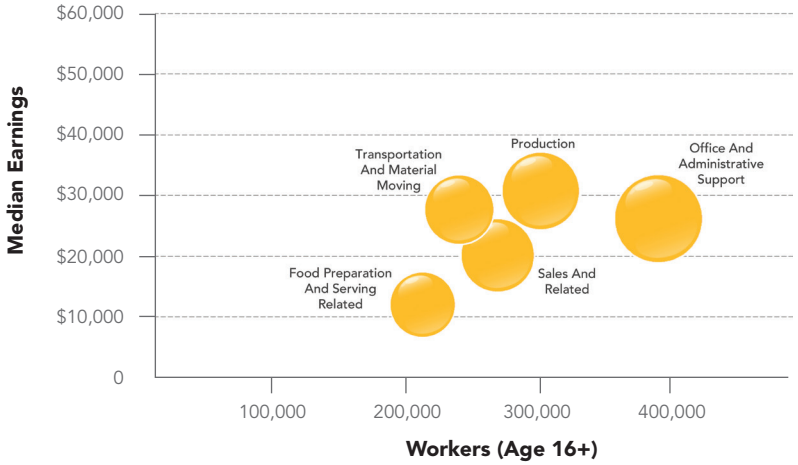
AVERAGE HOUSEHOLD BUDGET INDEX

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.



12B

LifeMode Group: Hometown

Traditional Living

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- They shop for groceries at discount stores such as Walmart supercenters; Kmart is also a favorite for apparel and sundry household and personal care products.
- Convenience stores are commonly used for fuel or picking up incidentals like lottery tickets.
- They tend to carry credit card balances, have personal loans, and pay bills in person.
- Half of households have abandoned landlines for cell phones only.
- They watch their favorite channels including ABC Family, CMT, and Game Show Network.
- They're fast food devotees.
- They enjoy outdoor activities such as fishing and taking trips to the zoo.

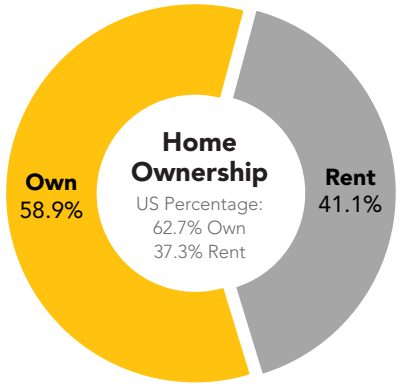
HOUSING

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

Typical Housing:
Single Family

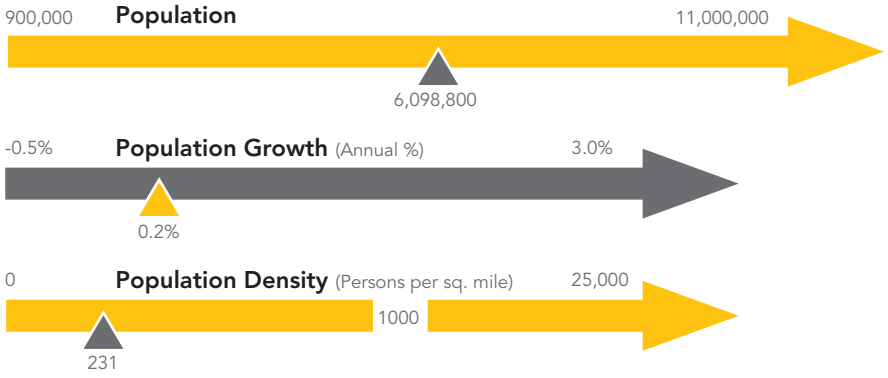
Median Value:
$83,200

US Median: $207,300



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.

12B

LifeMode Group: Hometown

Traditional Living

TAPESTRY SEGMENTATION
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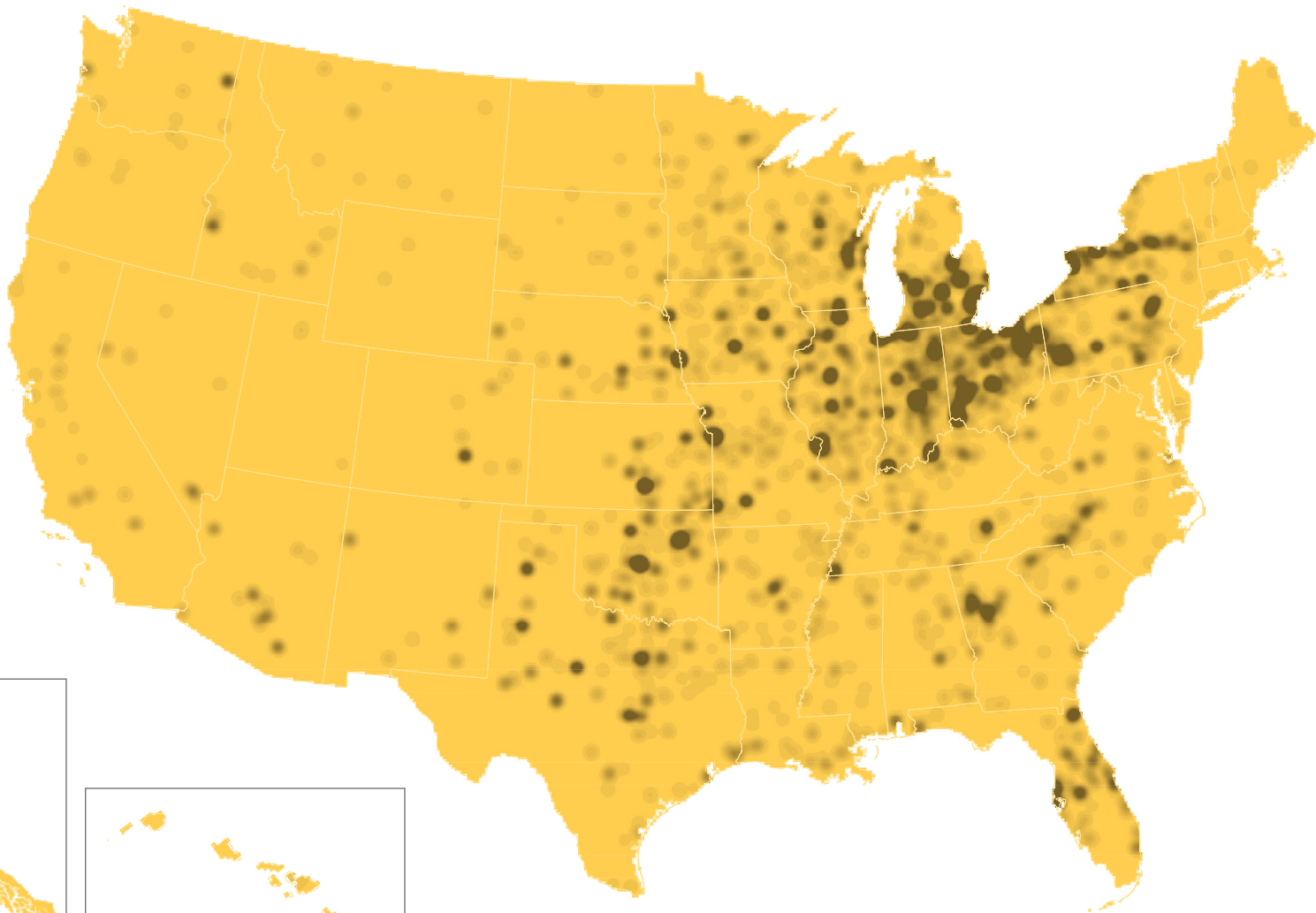
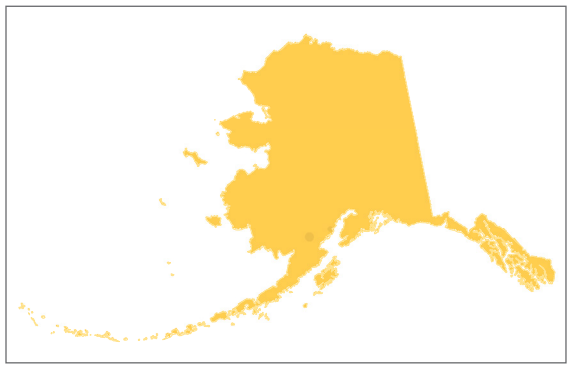
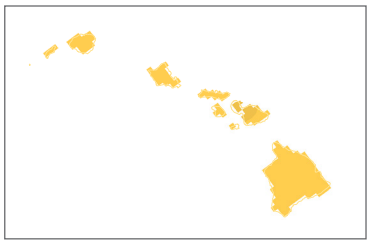
SEGMENT DENSITY

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







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LifeMode Group: Senior Styles

The Elders

9C

Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: $42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of $180,000 (Index 87).
- Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

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

TAPESTRY SEGMENTATION
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9C

LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION
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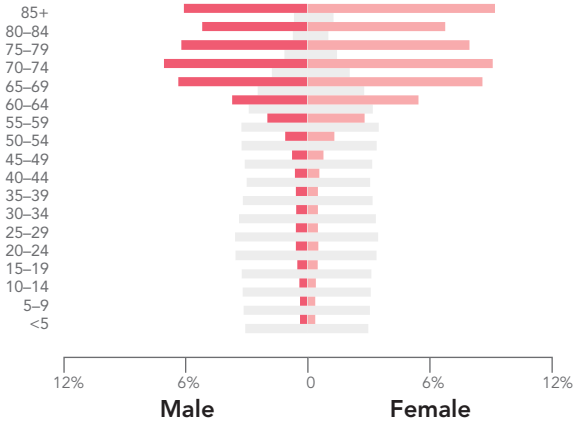
AGE BY SEX (Esri data)

Median Age: 72.3 US: 38.2

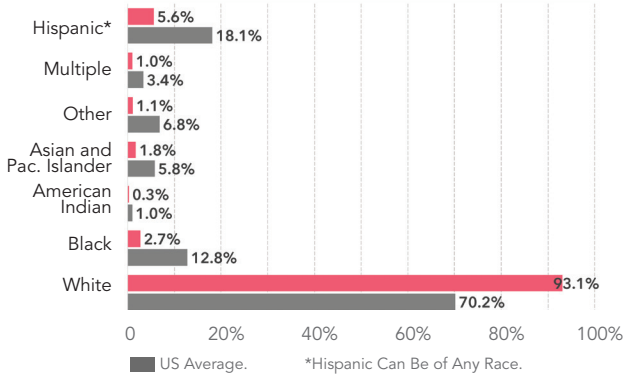
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 22.4 US: 64.0



INCOME AND NET WORTH

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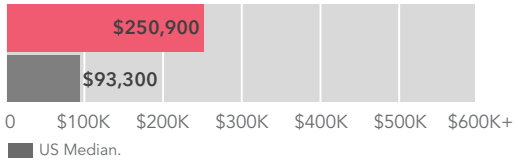
Median Household Income

Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

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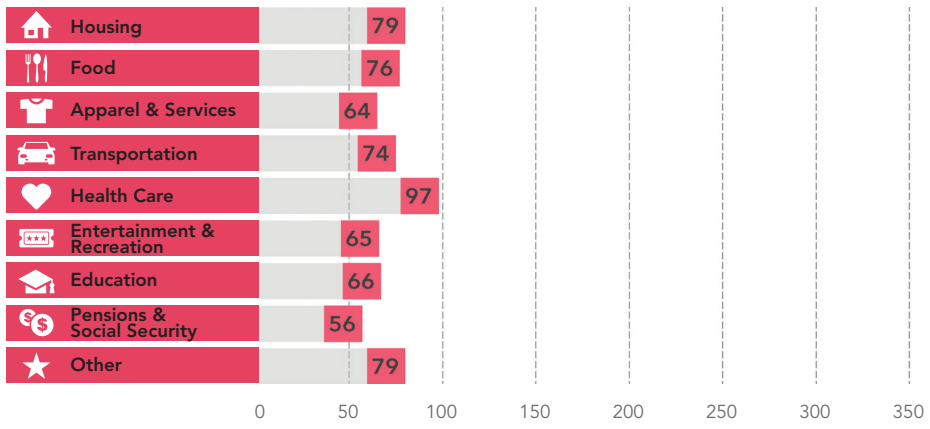

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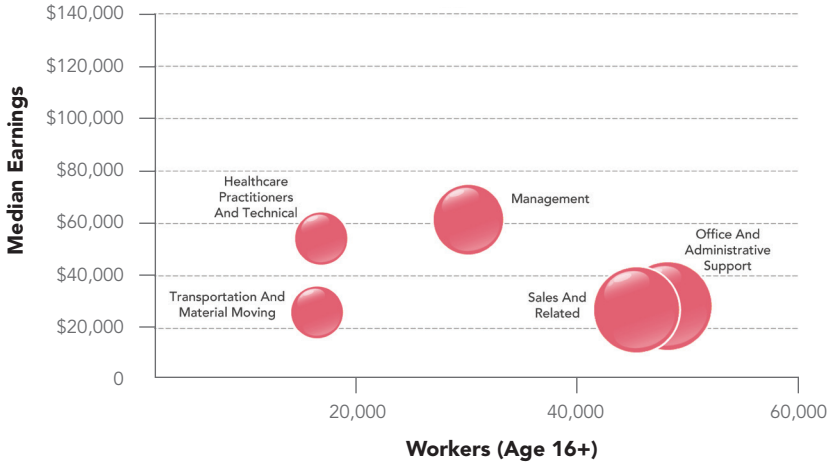

9C

LifeMode Group: Senior Styles

The Elders

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

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

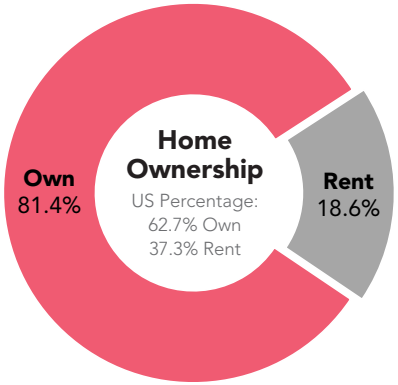
HOUSING

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

Typical Housing:
Single Family, High-Rises, Mobile Homes/Seasonal

Median Value:
$180,000

US Median: $207,300



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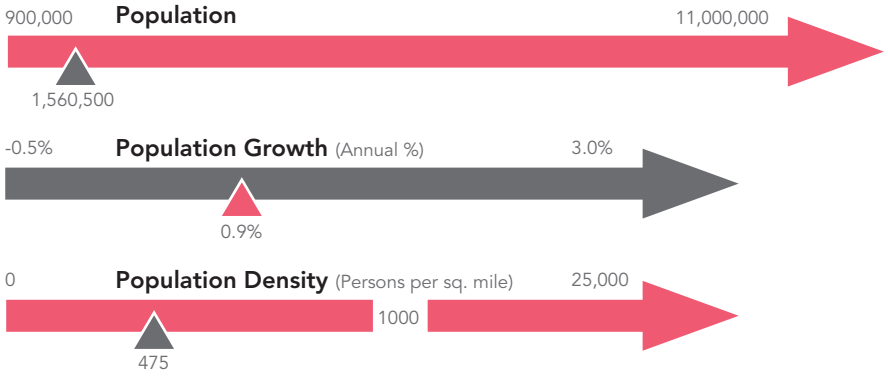

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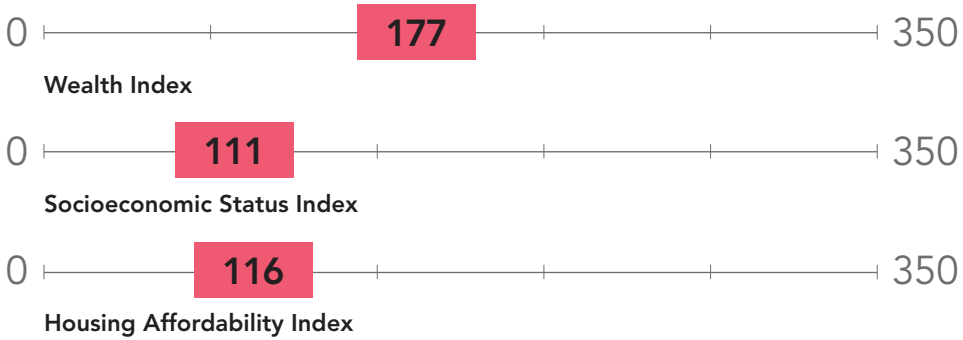

9C

LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION

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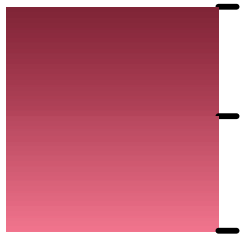
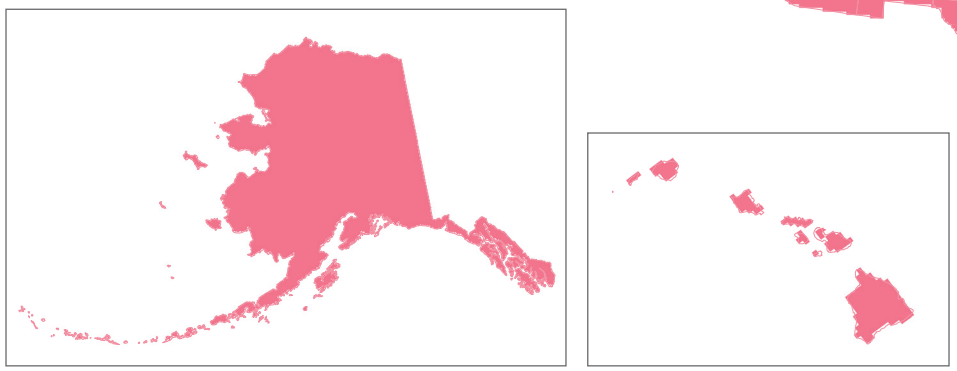
SEGMENT DENSITY

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





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LifeMode Group: Midtown Singles

Set to Impress

11D

Households: 1,714,100

Average Household Size: 2.12

Median Age: 33.9

Median Household Income: $32,800

WHO ARE WE?

Set to Impress is depicted by medium to large multiunit apartments with lower than average rents. These apartments are often nestled into neighborhoods with other businesses or single-family housing. Nearly one in three residents is 20 to 34 years old, and over half of the homes are single person and nonfamily households. Although many residents live alone, they preserve close connections with their family. Income levels are low; many work in food service while they are attending college. This group is always looking for a deal. They are very conscious of their image and seek to bolster their status with the latest fashion. *Set to Impress* residents are tapped into popular music and the local music scene.

OUR NEIGHBORHOOD

- Apartment complexes represented by multiple multiunit structures are often nestled in neighborhoods with either single-family homes or other businesses.
- Renters make up nearly three quarters of all households.
- They're found mostly in urban areas, but also in suburbs.
- Single-person households make up over 40% of all households.
- It is easy enough to walk or bike to work for many residents.

SOCIOECONOMIC TRAITS

- Residents are better educated and mobile.
- Unemployment is higher, although many are still enrolled in college (Index 141).
- They always have an eye out for a sale and will stock up when the price is right.
- They prefer name brands, but will buy generic when it is a better deal.
- Quick meals on the run are a reality of life.
- They're image-conscious consumers that dress to impress and often make impulse buys.
- They maintain close relationships with family.

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

11D

LifeMode Group: Midtown Singles

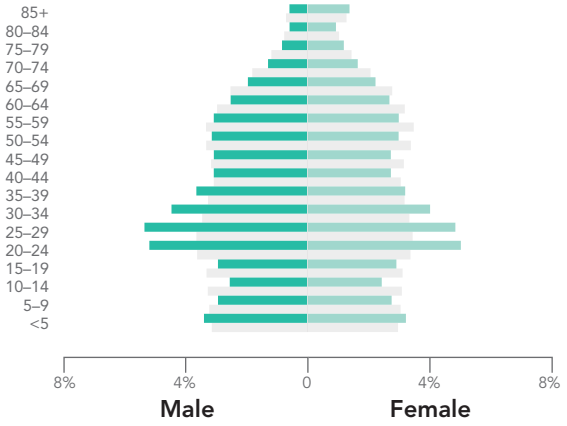
Set to Impress

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 33.9 US: 38.2

Indicates US



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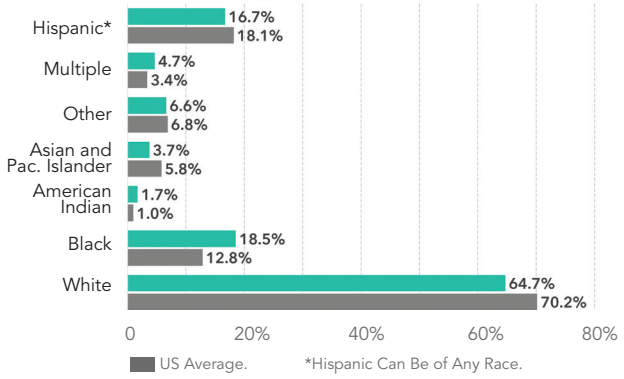

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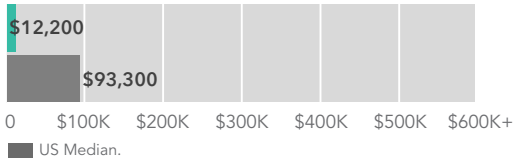
Median Household Income

Median Net Worth



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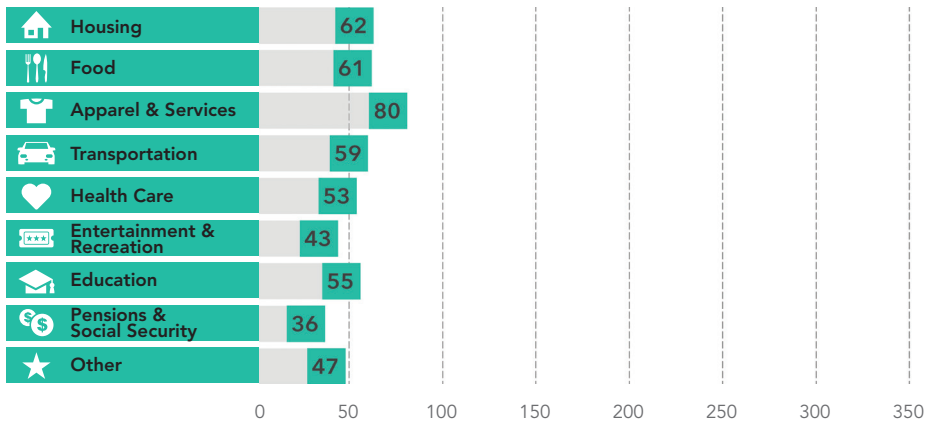

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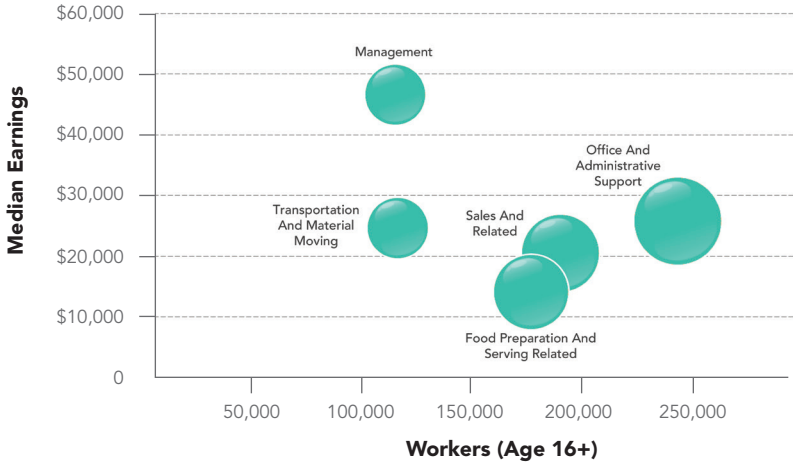

11D

LifeMode Group: Midtown Singles

Set to Impress

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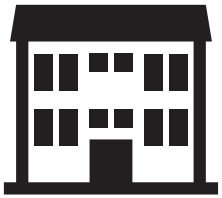
MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- They listen to a variety of the latest music and download music online.
- Majority have cell phones only, no landlines.
- They use the Internet for social media, downloading video games, and watching TV programs.
- They own used, imported vehicles.
- Residents prefer shopping for bargains at Walmart, including discount stores like Kmart, Big Lots, and the local dollar store.
- They enjoy leisure activities including going to rock concerts, night clubs, and the zoo.

HOUSING

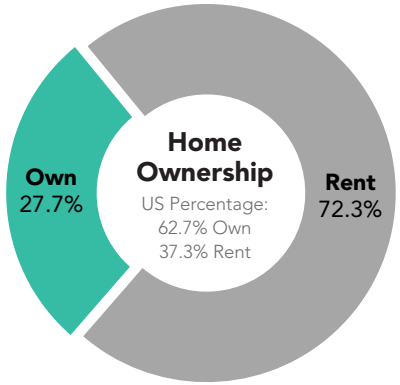
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multi-Unit Rentals; Single Family

Average Rent:
$787

US Average: $1,038



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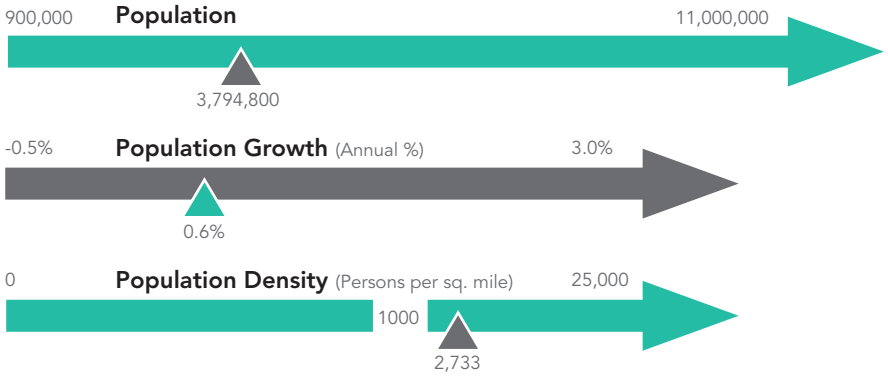

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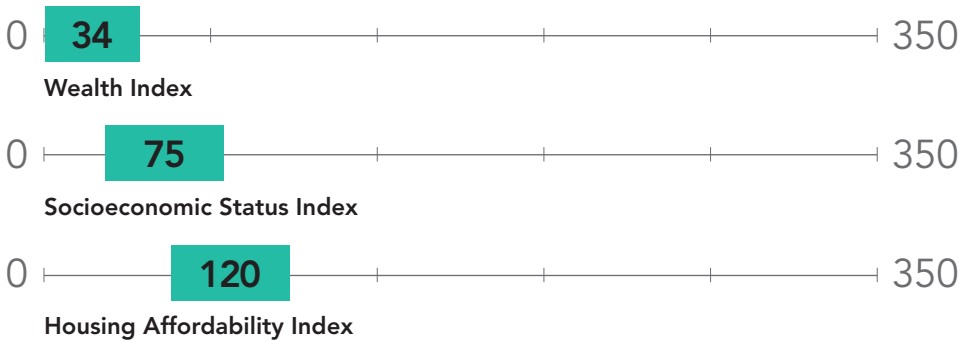


11D

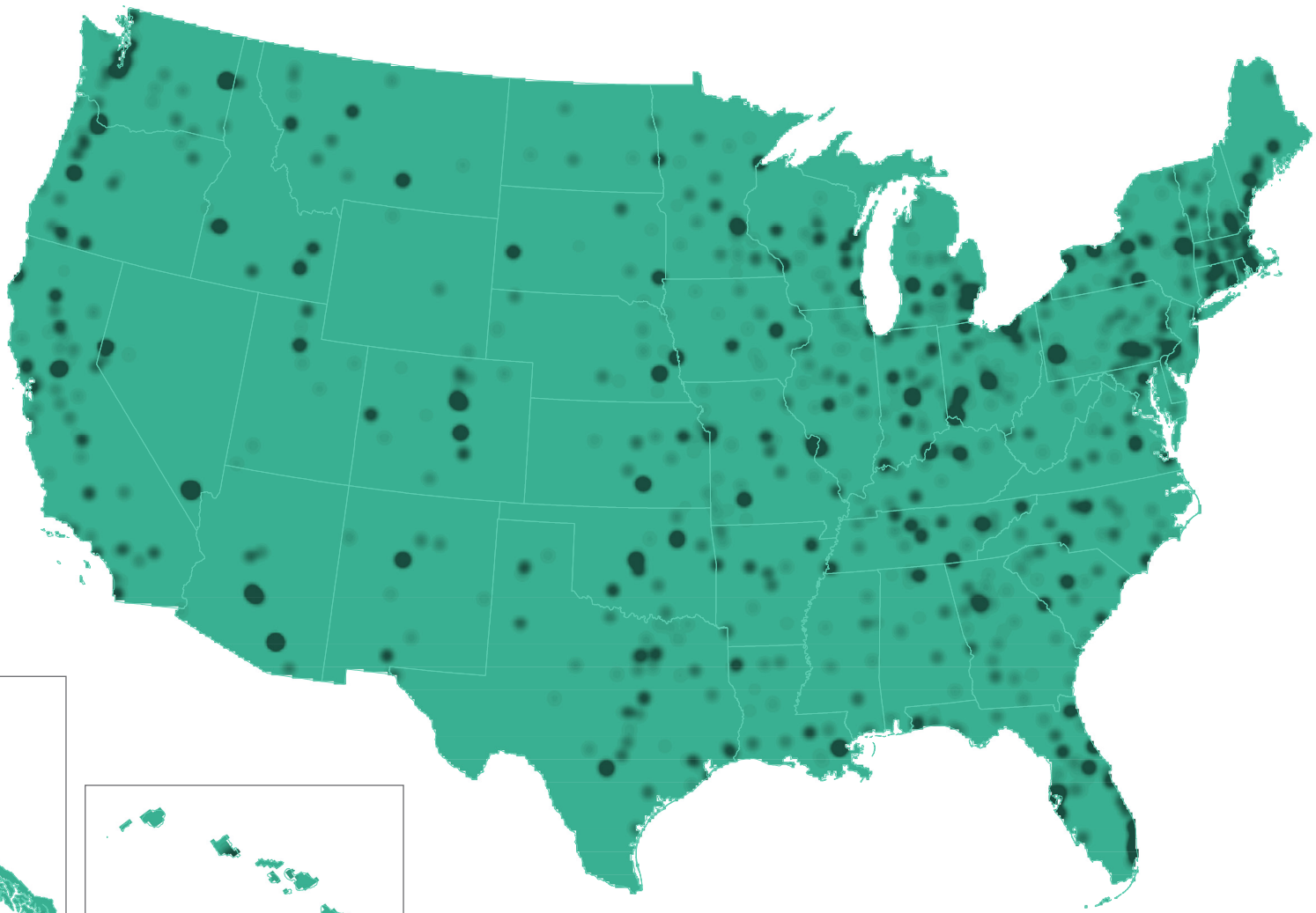
LifeMode Group: Midtown Singles

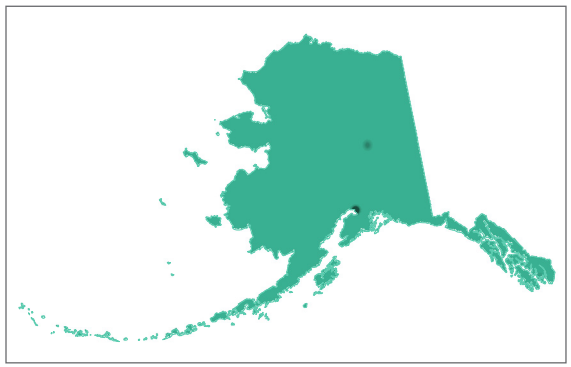
Set to Impress

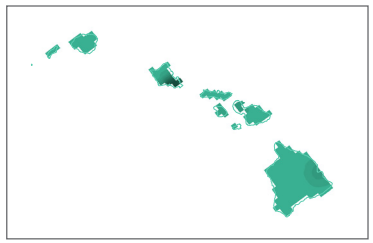
TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

This map illustrates the density and distribution of the *Set to Impress* Tapestry Segment by households.







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