Safe Routes to School
Proposed Griffin Road Sidewalk Project
1-Mile Radius from Proposed Project Site
Esri Map-Based Analytic Reports

Prepared for:

Lake County Public Works

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November 1, 2018

SAFE ROUTES TO SCHOOL
PROPOSED GRIFFIN ROAD PROJECT
<u>1-Mile Radius of Project Site</u>
Esri Map-Based (Demographics, Lifestyle & Spending) Analytics

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Population	
2000 Population	4,367
2010 Population	4,661
2018 Population	5,263
2023 Population	5,773
2000-2010 Annual Rate	0.65%
2010-2018 Annual Rate	1.48%
2018-2023 Annual Rate	1.87%
2018 Male Population	45.9%
2018 Female Population	54.1%
2018 Median Age	37.2

In the identified area, the current year population is 5,263. In 2010, the Census count in the area was 4,661. The rate of change since 2010 was 1.48% annually. The five-year projection for the population in the area is 5,773 representing a change of 1.87% annually from 2018 to 2023. Currently, the population is 45.9% male and 54.1% female.

Median Age	

The median age in this area is 37.2, compared to U.S. median age of 38.3.

Race and Ethnicity	
2018 White Alone	43.1%
2018 Black Alone	48.4%
2018 American Indian/Alaska Native Alone	0.4%
2018 Asian Alone	0.6%
2018 Pacific Islander Alone	0.5%
2018 Other Race	4.0%
2018 Two or More Races	3.1%
2018 Hispanic Origin (Any Race)	10.3%

Persons of Hispanic origin represent 10.3% 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 65.8 in the identified area, compared to 64.3 for the U.S. as a whole.

Households	
2000 Households	1,682
2010 Households	1,839
2018 Total Households	2,087
2023 Total Households	2,283
2000-2010 Annual Rate	0.90%
2010-2018 Annual Rate	1.55%
2018-2023 Annual Rate	1.81%
2018 Average Household Size	2.51

The household count in this area has changed from 1,839 in 2010 to 2,087 in the current year, a change of 1.55% annually. The five-year projection of households is 2,283, a change of 1.81% annually from the current year total. Average household size is currently 2.51, compared to 2.52 in the year 2010. The number of families in the current year is 1,318 in the specified area.

October 31, 2018

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Median Household Income	
2018 Median Household Income	$31,957
2023 Median Household Income	$36,869
2018-2023 Annual Rate	2.90%
Average Household Income	
2018 Average Household Income	$44,510
2023 Average Household Income	$53,381
2018-2023 Annual Rate	3.70%
Per Capita Income	
2018 Per Capita Income	$18,306
2023 Per Capita Income	$21,915
2018-2023 Annual Rate	3.66%
Households by Income	

Current median household income is $31,957 in the area, compared to $58,100 for all U.S. households. Median household income is projected to be $36,869 in five years, compared to $65,727 for all U.S. households

Current average household income is $44,510 in this area, compared to $83,694 for all U.S. households. Average household income is projected to be $53,381 in five years, compared to $96,109 for all U.S. households

Current per capita income is $18,306 in the area, compared to the U.S. per capita income of $31,950. The per capita income is projected to be $21,915 in five years, compared to $36,530 for all U.S. households

Housing	
2000 Total Housing Units	1,920
2000 Owner Occupied Housing Units	814
2000 Renter Occupied Housing Units	869
2000 Vacant Housing Units	237
2010 Total Housing Units	2,296
2010 Owner Occupied Housing Units	815
2010 Renter Occupied Housing Units	1,024
2010 Vacant Housing Units	457
2018 Total Housing Units	2,609
2018 Owner Occupied Housing Units	925
2018 Renter Occupied Housing Units	1,162
2018 Vacant Housing Units	522
2023 Total Housing Units	2,846
2023 Owner Occupied Housing Units	1,086
2023 Renter Occupied Housing Units	1,197
2023 Vacant Housing Units	563

Currently, 35.5% of the 2,609 housing units in the area are owner occupied; 44.5%, renter occupied; and 20.0% 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 2,296 housing units in the area - 35.5% owner occupied, 44.6% renter occupied, and 19.9% vacant. The annual rate of change in housing units since 2010 is 5.84%. Median home value in the area is $80,894, compared to a median home value of $218,492 for the U.S. In five years, median value is projected to change by 3.11% annually to $94,277.

October 31, 2018

	0
Population Summary	
2000 Total Population	4,367
2010 Total Population	4,661
2018 Total Population	5,263
2018 Group Quarters	29
2023 Total Population	5,773
2018-2023 Annual Rate	1.87%
2018 Total Daytime Population	7,882
Workers	4,322
Residents	3,560
Household Summary	
2000 Households	1,682
2000 Average Household Size	2.60
2010 Households	1,839
2010 Average Household Size	2.52
2018 Households	2,087
2018 Average Household Size	2.51
2023 Households	2,283
2023 Average Household Size	2.52
2018-2023 Annual Rate	1.81%
2010 Families	1,188
2010 Average Family Size	3.09
2018 Families	1,318
2018 Average Family Size	3.08
2023 Families	1,430
2023 Average Family Size	3.09
2018-2023 Annual Rate	1.64%
Housing Unit Summary	
2000 Housing Units	1,920
Owner Occupied Housing Units	42.4%
Renter Occupied Housing Units	45.3%
Vacant Housing Units	12.3%
2010 Housing Units	2,296
Owner Occupied Housing Units	35.5%
Renter Occupied Housing Units	44.6%
Vacant Housing Units	19.9%
2018 Housing Units	2,609
Owner Occupied Housing Units	35.5%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	20.0%
2023 Housing Units	2,846
Owner Occupied Housing Units	38.2%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	19.8%
Median Household Income	
2018	$31,957
2023	$36,869
Median Home Value	
2018	$80,894
2023	$94,277
Per Capita Income	
2018	$18,306
2023	$21,915
Median Age	
2010	34.7
2018	37.2
2023	37.9

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.

October 31, 2018

	0
2018 Households by Income	
Household Income Base	2,087
<$15,000	17.4%
$15,000 - $24,999	19.4%
$25,000 - $34,999	17.3%
$35,000 - $49,999	18.1%
$50,000 - $74,999	13.9%
$75,000 - $99,999	6.3%
$100,000 - $149,999	5.2%
$150,000 - $199,999	1.6%
$200,000+	0.8%
Average Household Income	$44,510
2023 Households by Income	
Household Income Base	2,283
<$15,000	15.1%
$15,000 - $24,999	15.9%
$25,000 - $34,999	15.8%
$35,000 - $49,999	18.8%
$50,000 - $74,999	15.7%
$75,000 - $99,999	8.2%
$100,000 - $149,999	7.3%
$150,000 - $199,999	2.1%
$200,000+	1.1%
Average Household Income	$53,381
2018 Owner Occupied Housing Units by Value	
Total	925
<$50,000	33.6%
$50,000 - $99,999	26.6%
$100,000 - $149,999	8.9%
$150,000 - $199,999	12.2%
$200,000 - $249,999	8.3%
$250,000 - $299,999	4.5%
$300,000 - $399,999	2.7%
$400,000 - $499,999	0.2%
$500,000 - $749,999	2.8%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$122,597
2023 Owner Occupied Housing Units by Value	
Total	1,086
<$50,000	29.7%
$50,000 - $99,999	22.9%
$100,000 - $149,999	7.1%
$150,000 - $199,999	13.3%
$200,000 - $249,999	10.3%
$250,000 - $299,999	6.2%
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$400,000 - $499,999	0.5%
$500,000 - $749,999	5.7%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$152,438

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	4,663
0 - 4	9.8%
5 - 9	7.4%
10 - 14	6.4%
15 - 24	14.7%
25 - 34	11.9%
35 - 44	10.1%
45 - 54	12.0%
55 - 64	10.4%
65 - 74	9.8%
75 - 84	5.2%
85 +	2.1%
18 +	71.9%
2018 Population by Age	
Total	5,262
0 - 4	8.8%
5 - 9	7.5%
10 - 14	6.3%
15 - 24	12.4%
25 - 34	12.7%
35 - 44	9.7%
45 - 54	9.7%
55 - 64	11.5%
65 - 74	12.7%
75 - 84	6.6%
85 +	2.1%
18 +	74.0%
2023 Population by Age	
Total	5,772
0 - 4	8.4%
5 - 9	7.8%
10 - 14	6.9%
15 - 24	11.4%
25 - 34	12.4%
35 - 44	10.2%
45 - 54	8.7%
55 - 64	10.9%
65 - 74	13.7%
75 - 84	7.5%
85 +	2.0%
18 +	73.4%
2010 Population by Sex	
Males	2,110
Females	2,551
2018 Population by Sex	
Males	2,417
Females	2,846
2023 Population by Sex	
Males	2,689
Females	3,084

October 31, 2018

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2010 Population by Race/Ethnicity	
Total	4,661
White Alone	43.5%
Black Alone	49.1%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.3%
Two or More Races	2.9%
Hispanic Origin	8.5%
Diversity Index	63.6
2018 Population by Race/Ethnicity	
Total	5,261
White Alone	43.1%
Black Alone	48.4%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.0%
Two or More Races	3.1%
Hispanic Origin	10.3%
Diversity Index	65.8
2023 Population by Race/Ethnicity	
Total	5,773
White Alone	41.6%
Black Alone	48.8%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.6%
Two or More Races	3.5%
Hispanic Origin	12.0%
Diversity Index	67.6
2010 Population by Relationship and Household Type	
Total	4,661
In Households	99.3%
In Family Households	82.6%
Householder	25.9%
Spouse	12.6%
Child	35.6%
Other relative	4.7%
Nonrelative	3.9%
In Nonfamily Households	16.7%
In Group Quarters	0.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.7%

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	3,420
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	18.8%
High School Graduate	36.8%
GED/Alternative Credential	5.5%
Some College, No Degree	17.3%
Associate Degree	10.6%
Bachelor's Degree	4.7%
Graduate/Professional Degree	3.2%
2018 Population 15+ by Marital Status	
Total	4,074
Never Married	33.9%
Married	44.1%
Widowed	7.7%
Divorced	14.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	89.0%
Civilian Unemployed (Unemployment Rate)	11.0%
2018 Employed Population 16+ by Industry	
Total	1,728
Agriculture/Mining	1.2%
Construction	8.5%
Manufacturing	2.4%
Wholesale Trade	0.9%
Retail Trade	19.8%
Transportation/Utilities	5.7%
Information	2.3%
Finance/Insurance/Real Estate	1.6%
Services	49.8%
Public Administration	7.9%
2018 Employed Population 16+ by Occupation	
Total	1,728
White Collar	46.1%
Management/Business/Financial	6.7%
Professional	8.9%
Sales	14.3%
Administrative Support	16.1%
Services	28.4%
Blue Collar	25.6%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	2.0%
Production	3.9%
Transportation/Material Moving	11.4%
2010 Population By Urban/ Rural Status	
Total Population	4,661
Population Inside Urbanized Area	98.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.4%

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2010 Households by Type	
Total	1,840
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	64.6%
Husband-wife Families	30.7%
With Related Children	11.3%
Other Family (No Spouse Present)	34.0%
Other Family with Male Householder	6.0%
With Related Children	3.6%
Other Family with Female Householder	27.9%
With Related Children	21.0%
Nonfamily Households	5.4%
All Households with Children	36.3%
Multigenerational Households	5.4%
Unmarried Partner Households	10.0%
Male-female	8.8%
Same-sex	1.2%
2010 Households by Size	
Total	1,839
1 Person Household	30.0%
2 Person Household	31.0%
3 Person Household	16.5%
4 Person Household	11.0%
5 Person Household	7.0%
6 Person Household	2.9%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	1,839
Owner Occupied	44.3%
Owned with a Mortgage/Loan	24.7%
Owned Free and Clear	19.6%
Renter Occupied	55.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,296
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

October 31, 2018

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Top 3 Tapestry Segments	
1.	Small Town Simplicity
2.	Hardscrabble Road (8G)
3.	The Elders (9C)
2018 Consumer Spending	
Apparel & Services: Total $	$2,420,375
Average Spent	$1,159.74
Spending Potential Index	53
Education: Total $	$1,433,314
Average Spent	$686.78
Spending Potential Index	47
Entertainment/Recreation: Total $	$3,782,780
Average Spent	$1,812.54
Spending Potential Index	56
Food at Home: Total $	$6,091,241
Average Spent	$2,918.66
Spending Potential Index	58
Food Away from Home: Total $	$3,940,275
Average Spent	$1,888.01
Spending Potential Index	54
Health Care: Total $	$7,112,569
Average Spent	$3,408.03
Spending Potential Index	60
HH Furnishings & Equipment: Total $	$2,361,247
Average Spent	$1,131.41
Spending Potential Index	54
Personal Care Products & Services: Total $	$922,599
Average Spent	$442.07
Spending Potential Index	53
Shelter: Total $	$18,555,652
Average Spent	$8,891.06
Spending Potential Index	53
Support Payments/Cash Contributions/Gifts in Kind: Total $	$2,844,917
Average Spent	$1,363.16
Spending Potential Index	55
Travel: Total $	$2,202,436
Average Spent	$1,055.31
Spending Potential Index	49
Vehicle Maintenance & Repairs: Total $	$1,279,718
Average Spent	$613.19
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.
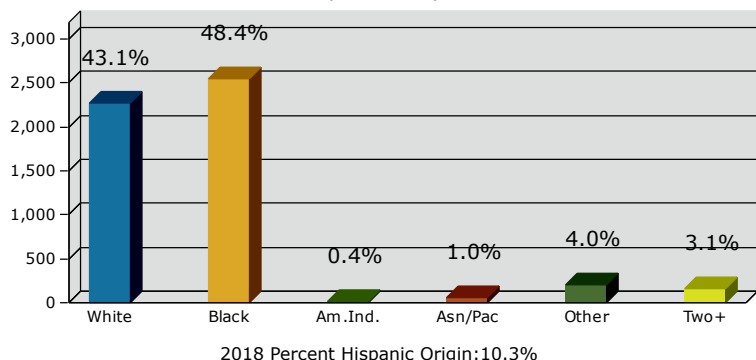**Source:** Consumer Spending data are derived from the 2015 and 2016 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023 Esri converted Census 2000 data into 2010 geography.
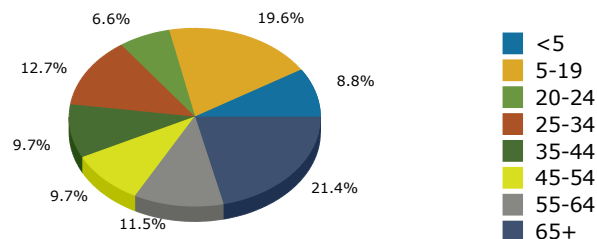
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2018 Population by Race

White 43.1%, Black 48.4%, Am.Ind. 0.4%, Asn/Pac 1.0%, Other 4.0%, Two+ 3.1%

2018 Percent Hispanic Origin: 10.3%

2018 Population by Age

<5: 8.8%, 5-19: 19.6%, 20-24, 25-34, 35-44 9.7%, 45-54 9.7%, 55-64 11.5%, 65+ 21.4%, 12.7%, 6.6%

Households

Census 2010: 1,839
2018: 2,087
2023: 2,283

2018 Home Value

<$100K: 60.2%, $100-199K: 21.1%, $200-299K: 12.9%, $300-399K: 2.7%, $400-499K: 0.2%, $500K+: 3.0%

2018-2023 Annual Growth Rate

Population: 1.87
Households: 1.81
Median Household Income: 2.90
Owner Occupied Housing Units: 3.26

Household Income

Categories: <$15K, $15K-$25K, $25K-$35K, $35K-$50K, $50K-$75K, $75K-$100K, $100K-$150K, $150K-$200K, $200K+ (2018, 2023)

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

	0
Population Summary	
2000 Total Population	4,367
2010 Total Population	4,661
2018 Total Population	5,263
2018 Group Quarters	29
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2010 Average Family Size	3.09
2018 Families	1,318
2018 Average Family Size	3.08
2023 Families	1,430
2023 Average Family Size	3.09
2018-2023 Annual Rate	1.64%
Housing Unit Summary	
2000 Housing Units	1,920
Owner Occupied Housing Units	42.4%
Renter Occupied Housing Units	45.3%
Vacant Housing Units	12.3%
2010 Housing Units	2,296
Owner Occupied Housing Units	35.5%
Renter Occupied Housing Units	44.6%
Vacant Housing Units	19.9%
2018 Housing Units	2,609
Owner Occupied Housing Units	35.5%
Renter Occupied Housing Units	44.5%
Vacant Housing Units	20.0%
2023 Housing Units	2,846
Owner Occupied Housing Units	38.2%
Renter Occupied Housing Units	42.1%
Vacant Housing Units	19.8%
Median Household Income	
2018	$31,957
2023	$36,869
Median Home Value	
2018	$80,894
2023	$94,277
Per Capita Income	
2018	$18,306
2023	$21,915
Median Age	
2010	34.7
2018	37.2
2023	37.9

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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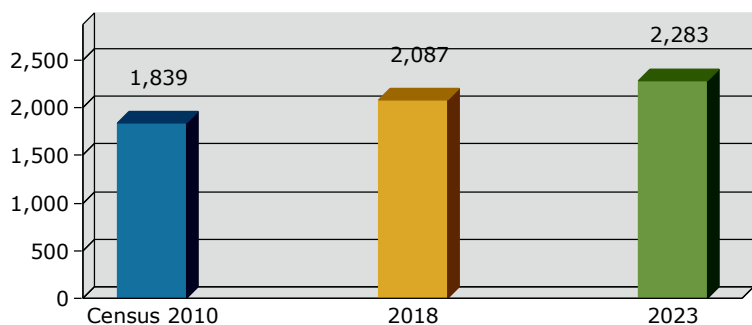
October 31, 2018

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2018 Households by Income	
Household Income Base	2,087
<$15,000	17.4%
$15,000 - $24,999	19.4%
$25,000 - $34,999	17.3%
$35,000 - $49,999	18.1%
$50,000 - $74,999	13.9%
$75,000 - $99,999	6.3%
$100,000 - $149,999	5.2%
$150,000 - $199,999	1.6%
$200,000+	0.8%
Average Household Income	$44,510
2023 Households by Income	
Household Income Base	2,283
<$15,000	15.1%
$15,000 - $24,999	15.9%
$25,000 - $34,999	15.8%
$35,000 - $49,999	18.8%
$50,000 - $74,999	15.7%
$75,000 - $99,999	8.2%
$100,000 - $149,999	7.3%
$150,000 - $199,999	2.1%
$200,000+	1.1%
Average Household Income	$53,381
2018 Owner Occupied Housing Units by Value	
Total	925
<$50,000	33.6%
$50,000 - $99,999	26.6%
$100,000 - $149,999	8.9%
$150,000 - $199,999	12.2%
$200,000 - $249,999	8.3%
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$400,000 - $499,999	0.2%
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$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.2%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$122,597
2023 Owner Occupied Housing Units by Value	
Total	1,086
<$50,000	29.7%
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$150,000 - $199,999	13.3%
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$400,000 - $499,999	0.5%
$500,000 - $749,999	5.7%
$750,000 - $999,999	0.0%
$1,000,000 - $1,499,999	0.3%
$1,500,000 - $1,999,999	0.0%
$2,000,000 +	0.0%
Average Home Value	$152,438

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.
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October 31, 2018

	0
2010 Population by Age	
Total	4,663
0 - 4	9.8%
5 - 9	7.4%
10 - 14	6.4%
15 - 24	14.7%
25 - 34	11.9%
35 - 44	10.1%
45 - 54	12.0%
55 - 64	10.4%
65 - 74	9.8%
75 - 84	5.2%
85 +	2.1%
18 +	71.9%
2018 Population by Age	
Total	5,262
0 - 4	8.8%
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10 - 14	6.3%
15 - 24	12.4%
25 - 34	12.7%
35 - 44	9.7%
45 - 54	9.7%
55 - 64	11.5%
65 - 74	12.7%
75 - 84	6.6%
85 +	2.1%
18 +	74.0%
2023 Population by Age	
Total	5,772
0 - 4	8.4%
5 - 9	7.8%
10 - 14	6.9%
15 - 24	11.4%
25 - 34	12.4%
35 - 44	10.2%
45 - 54	8.7%
55 - 64	10.9%
65 - 74	13.7%
75 - 84	7.5%
85 +	2.0%
18 +	73.4%
2010 Population by Sex	
Males	2,110
Females	2,551
2018 Population by Sex	
Males	2,417
Females	2,846
2023 Population by Sex	
Males	2,689
Females	3,084

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 Race/Ethnicity	
Total	4,661
White Alone	43.5%
Black Alone	49.1%
American Indian Alone	0.4%
Asian Alone	0.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	3.3%
Two or More Races	2.9%
Hispanic Origin	8.5%
Diversity Index	63.6
2018 Population by Race/Ethnicity	
Total	5,261
White Alone	43.1%
Black Alone	48.4%
American Indian Alone	0.4%
Asian Alone	0.6%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.0%
Two or More Races	3.1%
Hispanic Origin	10.3%
Diversity Index	65.8
2023 Population by Race/Ethnicity	
Total	5,773
White Alone	41.6%
Black Alone	48.8%
American Indian Alone	0.3%
Asian Alone	0.7%
Pacific Islander Alone	0.5%
Some Other Race Alone	4.6%
Two or More Races	3.5%
Hispanic Origin	12.0%
Diversity Index	67.6
2010 Population by Relationship and Household Type	
Total	4,661
In Households	99.3%
In Family Households	82.6%
Householder	25.9%
Spouse	12.6%
Child	35.6%
Other relative	4.7%
Nonrelative	3.9%
In Nonfamily Households	16.7%
In Group Quarters	0.7%
Institutionalized Population	0.0%
Noninstitutionalized Population	0.7%

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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	0
2018 Population 25+ by Educational Attainment	
Total	3,420
Less than 9th Grade	3.0%
9th - 12th Grade, No Diploma	18.8%
High School Graduate	36.8%
GED/Alternative Credential	5.5%
Some College, No Degree	17.3%
Associate Degree	10.6%
Bachelor's Degree	4.7%
Graduate/Professional Degree	3.2%
2018 Population 15+ by Marital Status	
Total	4,074
Never Married	33.9%
Married	44.1%
Widowed	7.7%
Divorced	14.3%
2018 Civilian Population 16+ in Labor Force	
Civilian Employed	89.0%
Civilian Unemployed (Unemployment Rate)	11.0%
2018 Employed Population 16+ by Industry	
Total	1,728
Agriculture/Mining	1.2%
Construction	8.5%
Manufacturing	2.4%
Wholesale Trade	0.9%
Retail Trade	19.8%
Transportation/Utilities	5.7%
Information	2.3%
Finance/Insurance/Real Estate	1.6%
Services	49.8%
Public Administration	7.9%
2018 Employed Population 16+ by Occupation	
Total	1,728
White Collar	46.1%
Management/Business/Financial	6.7%
Professional	8.9%
Sales	14.3%
Administrative Support	16.1%
Services	28.4%
Blue Collar	25.6%
Farming/Forestry/Fishing	1.2%
Construction/Extraction	7.2%
Installation/Maintenance/Repair	2.0%
Production	3.9%
Transportation/Material Moving	11.4%
2010 Population By Urban/ Rural Status	
Total Population	4,661
Population Inside Urbanized Area	98.6%
Population Inside Urbanized Cluster	0.0%
Rural Population	1.4%

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	0
2010 Households by Type	
Total	1,840
Households with 1 Person	30.0%
Households with 2+ People	70.0%
Family Households	64.6%
Husband-wife Families	30.7%
With Related Children	11.3%
Other Family (No Spouse Present)	34.0%
Other Family with Male Householder	6.0%
With Related Children	3.6%
Other Family with Female Householder	27.9%
With Related Children	21.0%
Nonfamily Households	5.4%
All Households with Children	36.3%
Multigenerational Households	5.4%
Unmarried Partner Households	10.0%
Male-female	8.8%
Same-sex	1.2%
2010 Households by Size	
Total	1,839
1 Person Household	30.0%
2 Person Household	31.0%
3 Person Household	16.5%
4 Person Household	11.0%
5 Person Household	7.0%
6 Person Household	2.9%
7 + Person Household	1.5%
2010 Households by Tenure and Mortgage Status	
Total	1,839
Owner Occupied	44.3%
Owned with a Mortgage/Loan	24.7%
Owned Free and Clear	19.6%
Renter Occupied	55.7%
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	2,296
Housing Units Inside Urbanized Area	99.3%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	0.7%

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.	The Elders (9C)
2018 Consumer Spending	
Apparel & Services: Total $	$2,420,375
Average Spent	$1,159.74
Spending Potential Index	53
Education: Total $	$1,433,314
Average Spent	$686.78
Spending Potential Index	47
Entertainment/Recreation: Total $	$3,782,780
Average Spent	$1,812.54
Spending Potential Index	56
Food at Home: Total $	$6,091,241
Average Spent	$2,918.66
Spending Potential Index	58
Food Away from Home: Total $	$3,940,275
Average Spent	$1,888.01
Spending Potential Index	54
Health Care: Total $	$7,112,569
Average Spent	$3,408.03
Spending Potential Index	60
HH Furnishings & Equipment: Total $	$2,361,247
Average Spent	$1,131.41
Spending Potential Index	54
Personal Care Products & Services: Total $	$922,599
Average Spent	$442.07
Spending Potential Index	53
Shelter: Total $	$18,555,652
Average Spent	$8,891.06
Spending Potential Index	53
Support Payments/Cash Contributions/Gifts in Kind: Total $	$2,844,917
Average Spent	$1,363.16
Spending Potential Index	55
Travel: Total $	$2,202,436
Average Spent	$1,055.31
Spending Potential Index	49
Vehicle Maintenance & Repairs: Total $	$1,279,718
Average Spent	$613.19
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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Summary	Census 2010	2018	2023
Population	4,661	5,263	5,773
Households	1,839	2,087	2,283
Families	1,188	1,318	1,430
Average Household Size	2.52	2.51	2.52
Owner Occupied Housing Units	815	925	1,086
Renter Occupied Housing Units	1,024	1,162	1,197
Median Age	34.7	37.2	37.9

Trends: 2018 - 2023 Annual Rate	Area	State	National
Population	1.87%	1.41%	0.83%
Households	1.81%	1.36%	0.79%
Families	1.64%	1.30%	0.71%
Owner HHs	3.26%	1.91%	1.16%
Median Household Income	2.90%	2.52%	2.50%

	2018		2023	
Households by Income	Number	Percent	Number	Percent
<$15,000	364	17.4%	344	15.1%
$15,000 - $24,999	405	19.4%	362	15.9%
$25,000 - $34,999	361	17.3%	360	15.8%
$35,000 - $49,999	377	18.1%	430	18.8%
$50,000 - $74,999	291	13.9%	359	15.7%
$75,000 - $99,999	132	6.3%	187	8.2%
$100,000 - $149,999	108	5.2%	167	7.3%
$150,000 - $199,999	33	1.6%	48	2.1%
$200,000+	16	0.8%	25	1.1%
Median Household Income	$31,957		$36,869	
Average Household Income	$44,510		$53,381	
Per Capita Income	$18,306		$21,915	

	Census 2010		2018		2023	
Population by Age	Number	Percent	Number	Percent	Number	Percent
0 - 4	457	9.8%	463	8.8%	483	8.4%
5 - 9	347	7.4%	393	7.5%	450	7.8%
10 - 14	299	6.4%	333	6.3%	399	6.9%
15 - 19	351	7.5%	307	5.8%	337	5.8%
20 - 24	334	7.2%	346	6.6%	323	5.6%
25 - 34	557	12.0%	666	12.7%	715	12.4%
35 - 44	470	10.1%	511	9.7%	590	10.2%
45 - 54	561	12.0%	511	9.7%	503	8.7%
55 - 64	487	10.5%	605	11.5%	628	10.9%
65 - 74	458	9.8%	666	12.7%	792	13.7%
75 - 84	242	5.2%	349	6.6%	435	7.5%
85+	96	2.1%	112	2.1%	117	2.0%

	Census 2010		2018		2023	
Race and Ethnicity	Number	Percent	Number	Percent	Number	Percent
White Alone	2,029	43.5%	2,267	43.1%	2,401	41.6%
Black Alone	2,289	49.1%	2,548	48.4%	2,815	48.8%
American Indian Alone	18	0.4%	19	0.4%	20	0.3%
Asian Alone	21	0.5%	30	0.6%	39	0.7%
Pacific Islander Alone	16	0.3%	25	0.5%	30	0.5%
Some Other Race Alone	155	3.3%	208	4.0%	265	4.6%
Two or More Races	133	2.9%	164	3.1%	203	3.5%
Hispanic Origin (Any Race)	394	8.5%	544	10.3%	692	12.0%

Data Note: Income is expressed in current dollars.

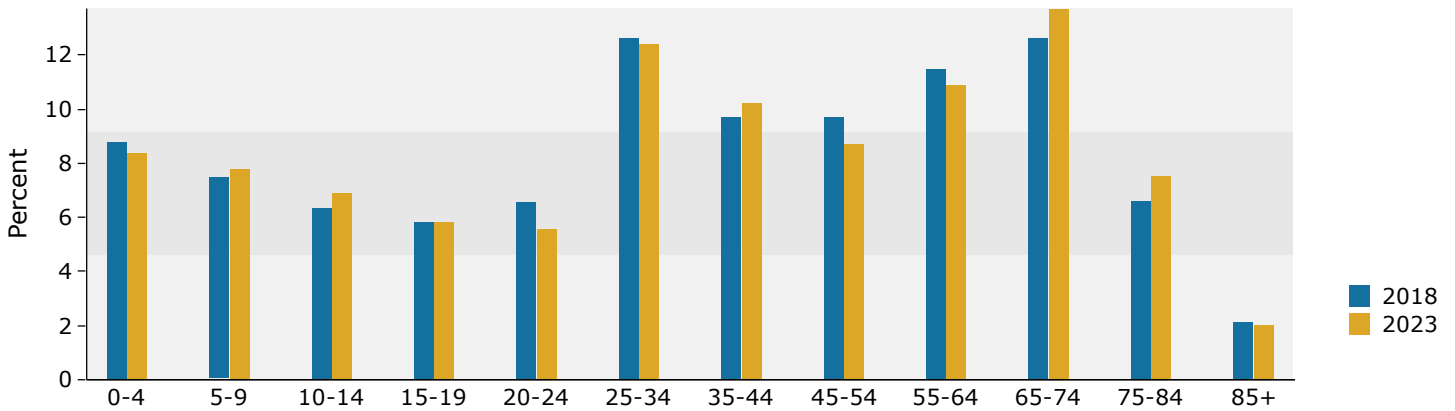**Source:** U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2018 and 2023.
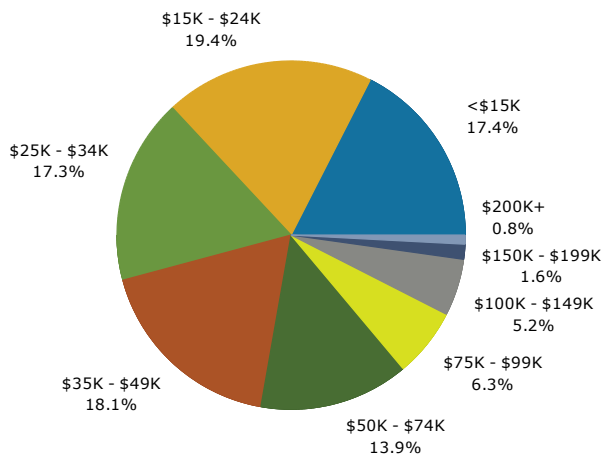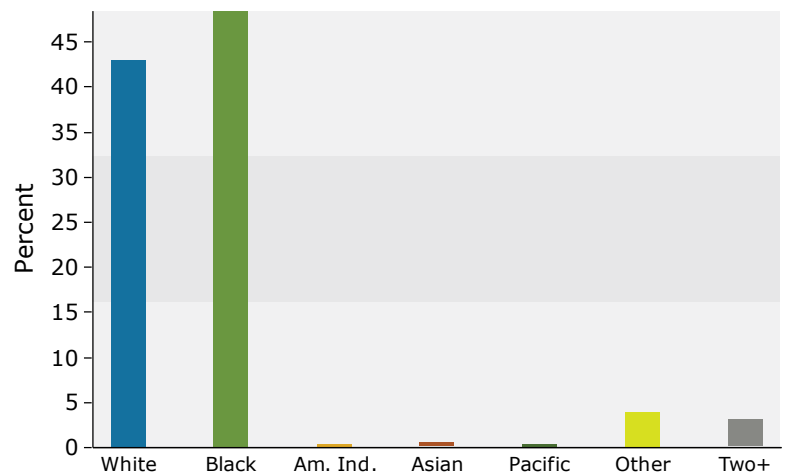
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Trends 2018-2023
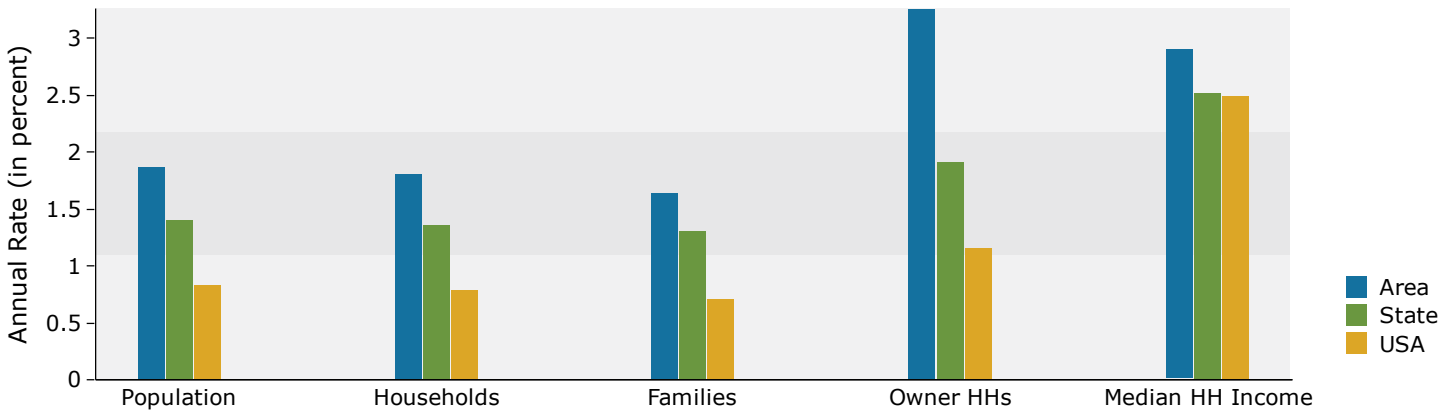
Annual Rate (in percent)

Categories: Population, Households, Families, Owner HHs, Median HH Income

Legend: Area, State, USA

Population by Age

Percent

Age groups: 0-4, 5-9, 10-14, 15-19, 20-24, 25-34, 35-44, 45-54, 55-64, 65-74, 75-84, 85+

Legend: 2018, 2023

2018 Household Income

- $15K - $24K 19.4%
- <$15K 17.4%
- $200K+ 0.8%
- $150K - $199K 1.6%
- $100K - $149K 5.2%
- $75K - $99K 6.3%
- $50K - $74K 13.9%
- $35K - $49K 18.1%
- $25K - $34K 17.3%

2018 Population by Race

Percent

Categories: White, Black, Am. Ind., Asian, Pacific, Other, Two+

2018 Percent Hispanic Origin: 10.3%

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Population		Households	
2010 Total Population	4,661	2018 Median Household Income	$31,957
2018 Total Population	5,263	2023 Median Household Income	$36,869
2023 Total Population	5,773	2018-2023 Annual Rate	2.90%
2018-2023 Annual Rate	1.87%		

Housing Units by Occupancy Status and Tenure	Census 2010 Number	Census 2010 Percent	2018 Number	2018 Percent	2023 Number	2023 Percent
Total Housing Units	2,296	100.0%	2,609	100.0%	2,846	100.0%
Occupied	1,839	80.1%	2,087	80.0%	2,283	80.2%
Owner	815	35.5%	925	35.5%	1,086	38.2%
Renter	1,024	44.6%	1,162	44.5%	1,197	42.1%
Vacant	457	19.9%	522	20.0%	563	19.8%

Owner Occupied Housing Units by Value	2018 Number	2018 Percent	2023 Number	2023 Percent
Total	926	100.0%	1,087	100.0%
<$50,000	311	33.6%	323	29.7%
$50,000-$99,999	246	26.6%	249	22.9%
$100,000-$149,999	82	8.9%	77	7.1%
$150,000-$199,999	113	12.2%	144	13.2%
$200,000-$249,999	77	8.3%	112	10.3%
$250,000-$299,999	42	4.5%	67	6.2%
$300,000-$399,999	25	2.7%	45	4.1%
$400,000-$499,999	2	0.2%	5	0.5%
$500,000-$749,999	26	2.8%	62	5.7%
$750,000-$999,999	0	0.0%	0	0.0%
$1,000,000-$1,499,999	2	0.2%	3	0.3%
$1,500,000-$1,999,999	0	0.0%	0	0.0%
$2,000,000+	0	0.0%	0	0.0%
Median Value	$80,894		$94,277	
Average Value	$122,597		$152,438	

Census 2010 Housing Units	Number	Percent
Total	2,296	100.0%
In Urbanized Areas	2,280	99.3%
In Urban Clusters	0	0.0%
Rural Housing Units	16	0.7%

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	815	100.0%
Owned with a Mortgage/Loan	454	55.7%
Owned Free and Clear	361	44.3%

Census 2010 Vacant Housing Units by Status

	Number	Percent
Total	463	100.0%
For Rent	291	62.9%
Rented- Not Occupied	3	0.6%
For Sale Only	41	8.9%
Sold - Not Occupied	6	1.3%
Seasonal/Recreational/Occasional Use	34	7.3%
For Migrant Workers	0	0.0%
Other Vacant	88	19.0%

Census 2010 Occupied Housing Units by Age of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,838	814	44.3%
15-24	146	9	6.2%
25-34	289	44	15.2%
35-44	253	85	33.6%
45-54	318	131	41.2%
55-64	303	174	57.4%
65-74	292	208	71.2%
75-84	166	126	75.9%
85+	71	37	52.1%

Census 2010 Occupied Housing Units by Race/Ethnicity of Householder and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,838	814	44.3%
White Alone	931	536	57.6%
Black/African American	819	256	31.3%
American Indian/Alaska	10	3	30.0%
Asian Alone	10	3	30.0%
Pacific Islander Alone	3	0	0.0%
Other Race Alone	33	4	12.1%
Two or More Races	32	12	37.5%
Hispanic Origin	101	29	28.7%

Census 2010 Occupied Housing Units by Size and Home Ownership

		Owner Occupied Units	
	Occupied Units	Number	% of Occupied
Total	1,840	815	44.3%
1-Person	552	241	43.7%
2-Person	570	330	57.9%
3-Person	304	104	34.2%
4-Person	204	70	34.3%
5-Person	130	41	31.5%
6-Person	53	18	34.0%
7+ Person	27	11	40.7%

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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Summary	Census 2010	2018	2023	2018-2023 Change	2018-2023 Annual Rate
Population	4,661	5,263	5,773	510	1.87%
Median Age	34.7	37.2	37.9	0.7	0.37%
Households	1,839	2,087	2,283	196	1.81%
Average Household Size	2.52	2.51	2.52	0.01	0.08%

2018 Households by Net Worth	Number	Percent
Total	2,087	100.0%
<$15,000	983	47.1%
$15,000-$34,999	231	11.1%
$35,000-$49,999	93	4.5%
$50,000-$74,999	99	4.7%
$75,000-$99,999	78	3.7%
$100,000-$149,999	115	5.5%
$150,000-$249,999	169	8.1%
$250,000-$500,000	163	7.8%
$500,000+	157	7.5%
Median Net Worth	$18,416	
Average Net Worth	$417,281	

2018 Net Worth by Age of Householder	Number of Households						
	<25	25-34	35-44	45-54	55-64	65-74	75+
Total	133	333	269	279	361	399	314
<$15,000	121	267	174	155	135	78	53
$15,000-$34,999	11	36	37	43	48	38	19
$35,000-$49,999	0	8	12	15	25	24	9
$50,000-$99,999	1	16	23	23	33	38	42
$100,000-$149,999	0	3	9	13	31	31	27
$150,000-$249,999	0	1	8	15	38	64	43
$250,000+	0	1	8	14	52	125	120
Median Net Worth	$8,244	$9,326	$11,681	$13,452	$33,640	$130,712	$160,535
Average Net Worth	$11,113	$19,548	$62,564	$125,903	$398,953	$1,006,409	$845,038

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.

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**Top Twenty Tapestry Segments**

| | | 2018 Households | | 2018 U.S. Households | | |
| | | | Cumulative | | Cumulative | |
Rank	Tapestry Segment	Percent	Percent	Percent	Percent	Index
1	Small Town Simplicity (12C)	53.4%	53.4%	1.9%	1.9%	2876
2	Hardscrabble Road (8G)	24.0%	77.4%	1.2%	3.1%	1,978
3	The Elders (9C)	13.1%	90.5%	0.7%	3.8%	1,774
4	Traditional Living (12B)	9.6%	100.1%	1.9%	5.7%	496
	Subtotal	**100.1%**		**5.7%**		
	Total	**100.0%**		**5.7%**		**1744**

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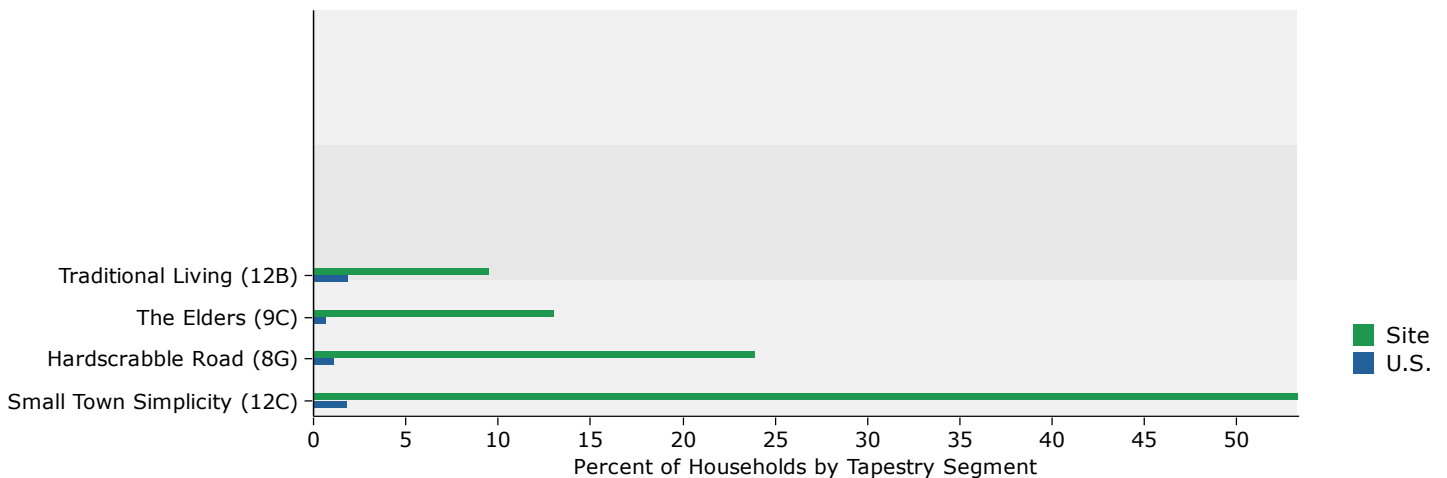
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

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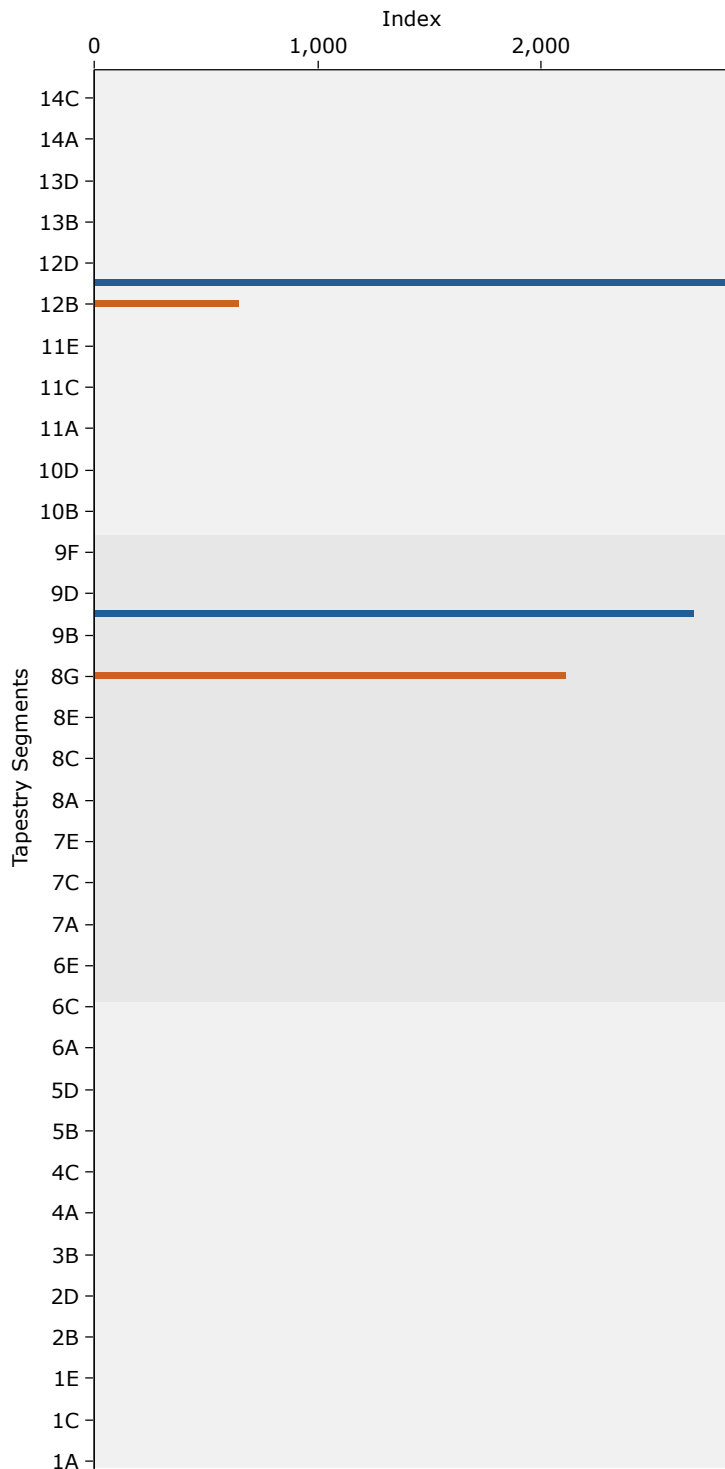## 2018 Tapestry Indexes by Households
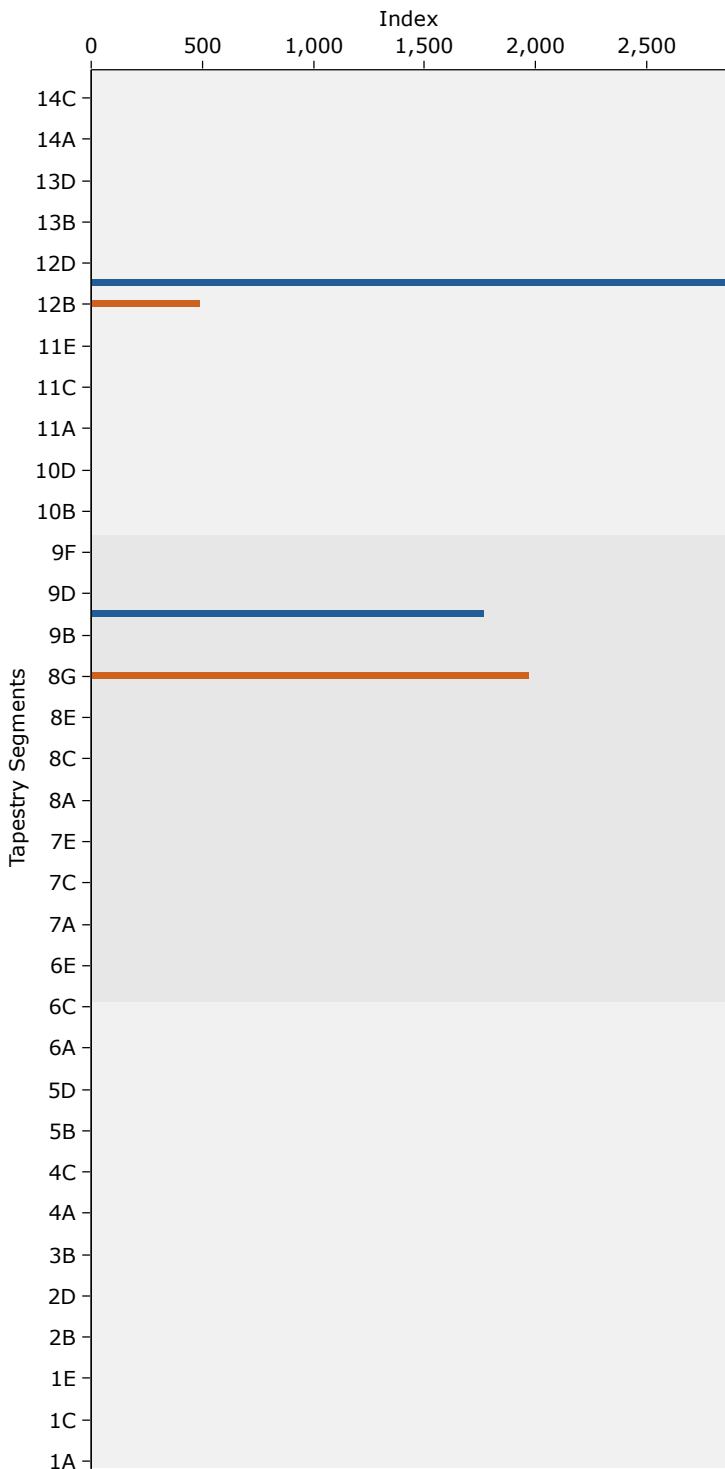
2018 Tapestry Indexes by Total Population 18+

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Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,088	100.0%		3,893	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

Tapestry LifeMode Groups	2018 Households			2018 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	2,088	100.0%		3,893	100.0%	
8. Middle Ground	**500**	**23.9%**	**220**	**953**	**24.5%**	**241**
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)	500	23.9%	1,977	953	24.5%	2,111
9. Senior Styles	**274**	**13.1%**	**227**	**622**	**16.0%**	**319**
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)	274	13.1%	1,773	622	16.0%	2,687
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
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	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
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)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
12. Hometown	**1,314**	**62.9%**	**1026**	**2,318**	**59.5%**	**1027**
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	200	9.6%	496	455	11.7%	650
Small Town Simplicity (12C)	1,114	53.4%	2,874	1,863	47.9%	2,857
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

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,088	100.0%		3,893	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	0.3%	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	**700**	**33.5%**	**184**	**1,408**	**36.2%**	**214**
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)	500	23.9%	1,977	953	24.5%	2,111
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)	0	0.0%	0	0	0.0%	0
City Commons (11E)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	200	9.6%	496	455	11.7%	650
College Towns (14B)	0	0.0%	0	0	0.0%	0
Dorms to Diplomas (14C)	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

Tapestry Urbanization Groups	2018 Households			2018 Adult Population		
	Number	**Percent**	**Index**	**Number**	**Percent**	**Index**
Total:	2,088	100.0%		3,893	100.0%	
4. Suburban Periphery	**274**	**13.1%**	**41**	**622**	**16.0%**	**49**
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)	274	13.1%	1,773	622	16.0%	2,687
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	**1,114**	**53.4%**	**572**	**1,863**	**47.9%**	**532**
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)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	0	0.0%	0	0	0.0%	0
Small Town Simplicity (12C)	1,114	53.4%	2,874	1,863	47.9%	2,857
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

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.

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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.

Small Town Simplicity

TAPESTRY SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2

Indicates US
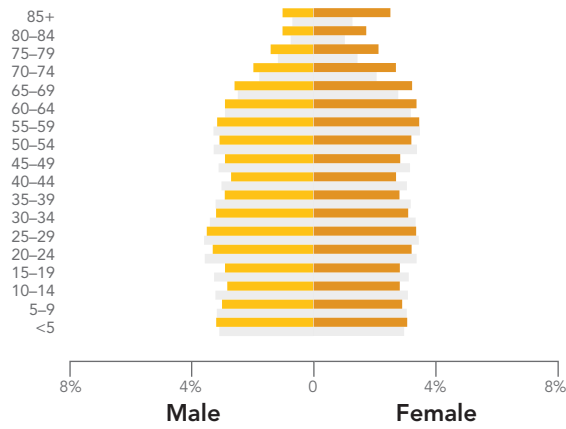
Male   Female

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 51.0 US: 64.0

Race/Ethnicity	This Market	US Average
Hispanic*	10.4%	18.1%
Multiple	3.2%	3.4%
Other	4.1%	6.8%
Asian and Pac. Islander	1.3%	5.8%
American Indian	1.7%	1.0%
Black	13.2%	12.8%
White	76.5%	70.2%

US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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

Median Household Income

$31,500
$56,100

Median Net Worth

$15,300
$93,300

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	53
Food	60
Apparel & Services	49
Transportation	59
Health Care	44
Entertainment & Recreation	59
Education	53
Pensions & Social Security	75
Other	43

OCCUPATION BY EARNINGS

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

Median Earnings vs. Workers (Age 16+): Transportation And Material Moving, Production, Office And Administrative Support, Food Preparation And Serving Related, Sales And Related

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

- *Small Town Simplicity* features a semirural lifestyle, complete with trucks and SUVs (domestic, of course), ATVs, and vegetable gardens.

- Residents enjoy outdoor activities like hunting and fishing as well as watching NASCAR and college football and basketball on TV.

- A large senior population visit doctors and health practitioners regularly.

- However, a largely single population favors convenience over cooking—frozen meals and fast food.

- Home improvement is not a priority, but vehicle maintenance is.

HOUSING

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

Home Ownership
US Percentage: 62.7% Own 37.3% Rent

Own 49.7%
Rent 50.3%

Typical Housing:
Single Family

Median Value:
$92,300
US Median: $207,300
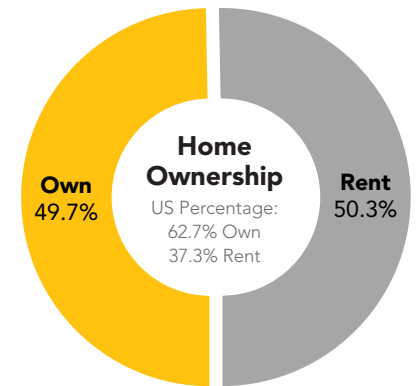
POPULATION CHARACTERISTICS

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.

Population
900,000 — 11,000,000
5,449,100

Population Growth (Annual %)
-0.5% — 3.0%
0.1%

Population Density (Persons per sq. mile)
0 — 25,000
1000
88

ESRI INDEXES

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

0 — **38** — 350
Wealth Index

0 — **71** — 350
Socioeconomic Status Index

0 — **164** — 350
Housing Affordability Index

12C
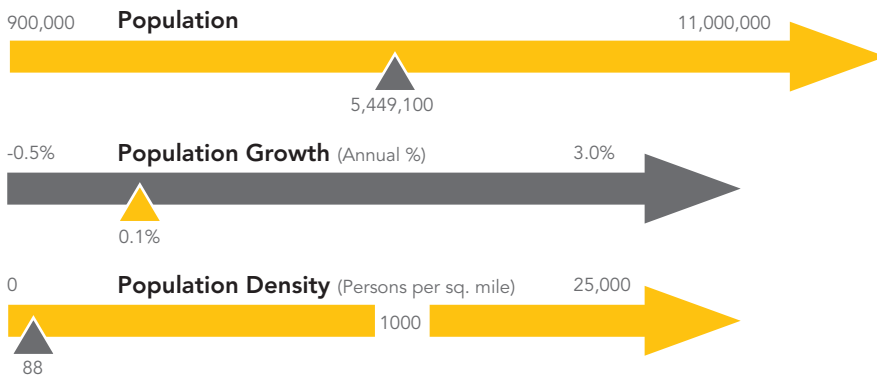
LifeMode Group: Hometown
Small Town Simplicity

TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

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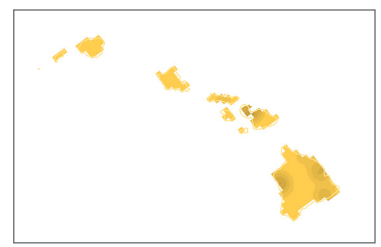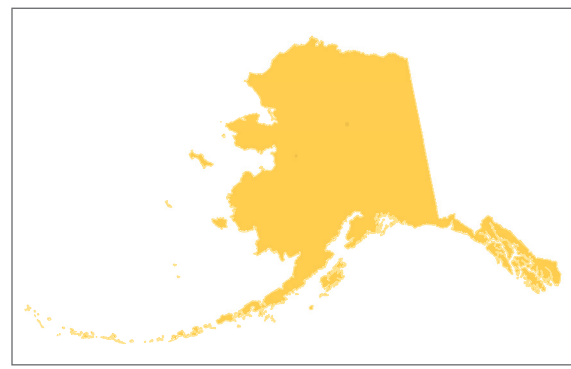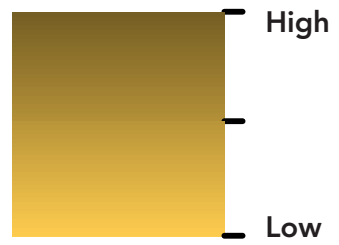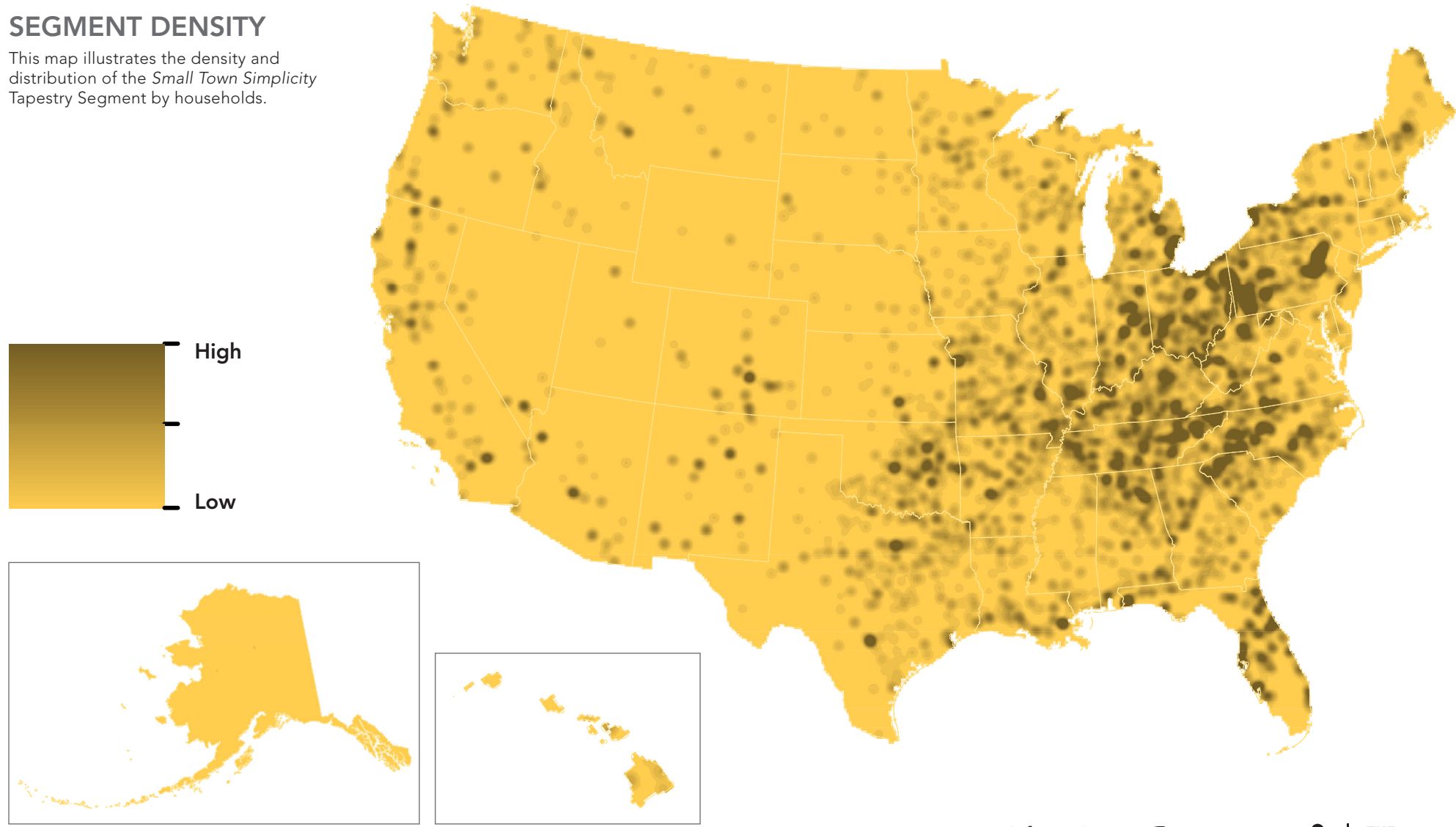
High

Low

For more information
1-800-447-9778
info@esri.com
esri.com

esri

THE
SCIENCE
OF
WHERE

Hardscrabble Road

Households: 1,507,700

Average Household Size: 2.66

Median Age: 32.4

Median Household Income: $28,200

WHO ARE WE?

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

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.

- Primarily family households, married couples with or without children, single parents (Index 203), and multigenerational households (Index 137).

- Primarily single-family homes (61%), with a higher proportion of dwellings in 2–4 unit buildings (Index 225).

- Older housing, built before 1960 (59%), with a higher proportion built in the 1940s (Index 215) or earlier (Index 257).

- Almost four-fifths of owned homes valued under $100,000 (more than 3.5 times the US).

- Higher percentage of vacant housing units at 18% (Index 155).

- Most households with 1 or 2 vehicles (71%), but 19% have no vehicle (Index 204).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 137); 28% with some college or an associate's degree (Index 97).

- Unemployment rate is higher at 11.2%, almost twice the US rate.

- Labor force participation rate is lower at 57.1%.

- Wages and salaries are the primary source of income for 70% of households, with contributions from Supplemental Security Income for 12% (Index 232) and public assistance for 7% (Index 254).

- These cost-conscious consumers purchase sale items in bulk and buy generic over name brands.

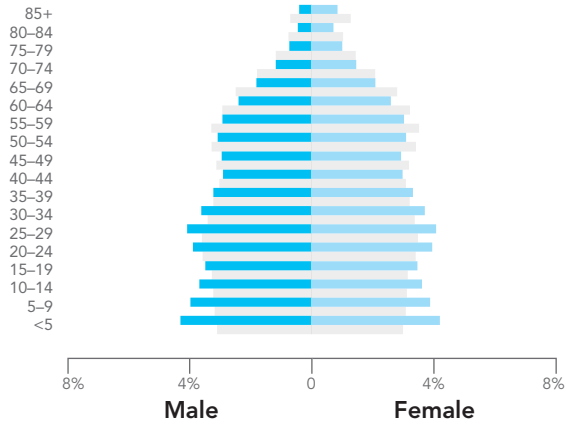- They tend to save money for a specific purpose.

TAPESTRY SEGMENTATION™
esri.com/tapestry

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

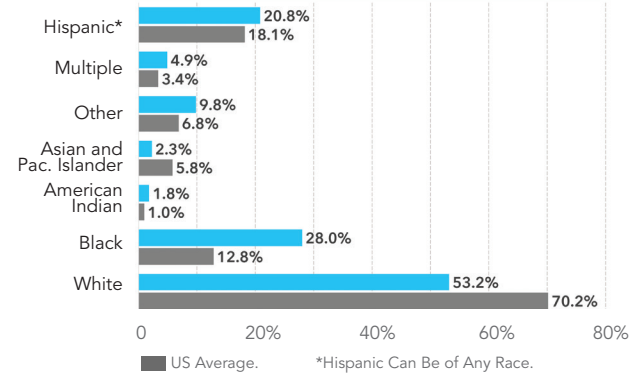## AGE BY SEX (Esri data)

Median Age: 32.4 US: 38.2

■ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

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

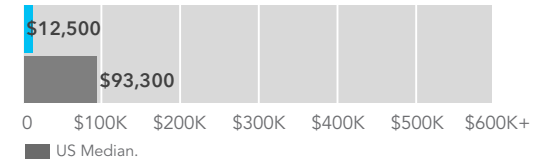**Diversity Index: 75.7** US: 64.0

Race/Ethnicity	Market	US Average
Hispanic*	20.8%	18.1%
Multiple	4.9%	3.4%
Other	9.8%	6.8%
Asian and Pac. Islander	2.3%	5.8%
American Indian	1.8%	1.0%
Black	28.0%	12.8%
White	53.2%	70.2%

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

INCOME AND NET WORTH

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

Median Household Income

$28,200
$56,100

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

Median Net Worth

$12,500
$93,300

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

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	49
Food	51
Apparel & Services	45
Transportation	54
Health Care	44
Entertainment & Recreation	42
Education	46
Pensions & Social Security	37
Other	40

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

Production

Office And Administrative Support

Transportation And Material Moving

Sales And Related

Food Preparation And Serving Related

Median Earnings ($50,000 / $40,000 / $30,000 / $20,000 / $10,000 / 0)

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

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

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

HOUSING

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

Typical Housing:
Single Family

Average Rent:
$710
US Average: $1,038
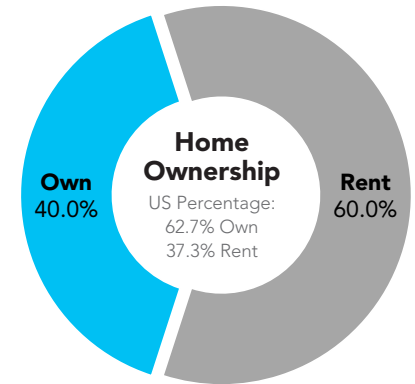
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 40.0%
Rent 60.0%

POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
4,121,300

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
76
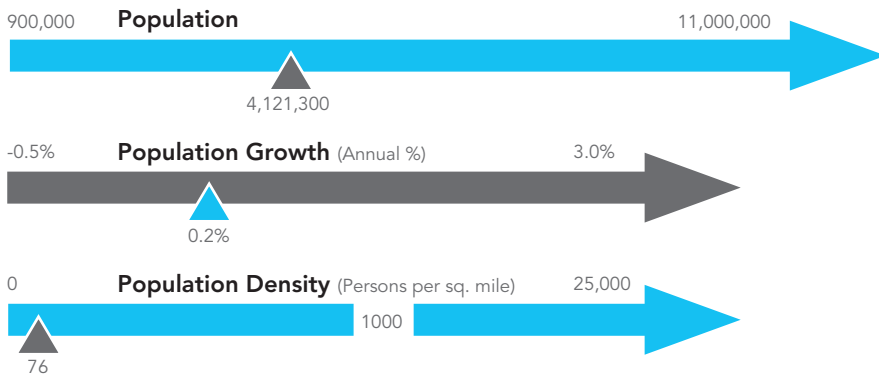
ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status and housing affordability for the market relative to the US.
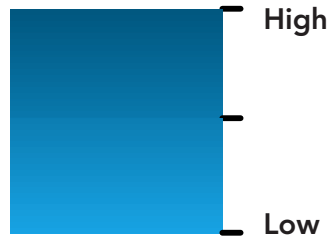
0 — **30** — 350
Wealth Index

0 — **59** — 350
Socioeconomic Status Index

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

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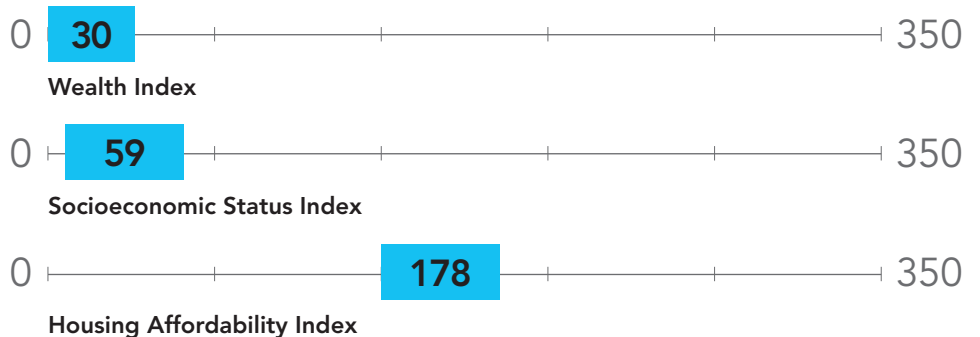
This map illustrates the density and distribution of the *Hardscrabble Road* Tapestry Segment by households.
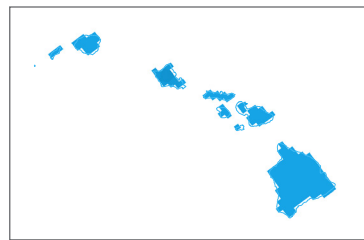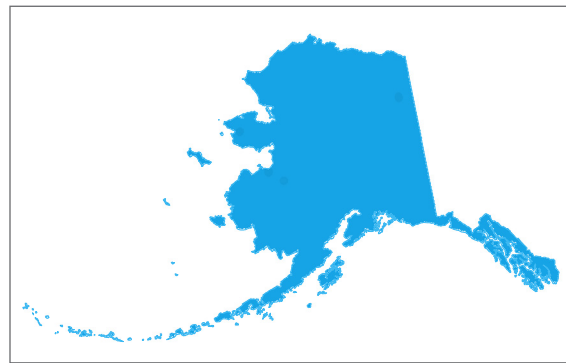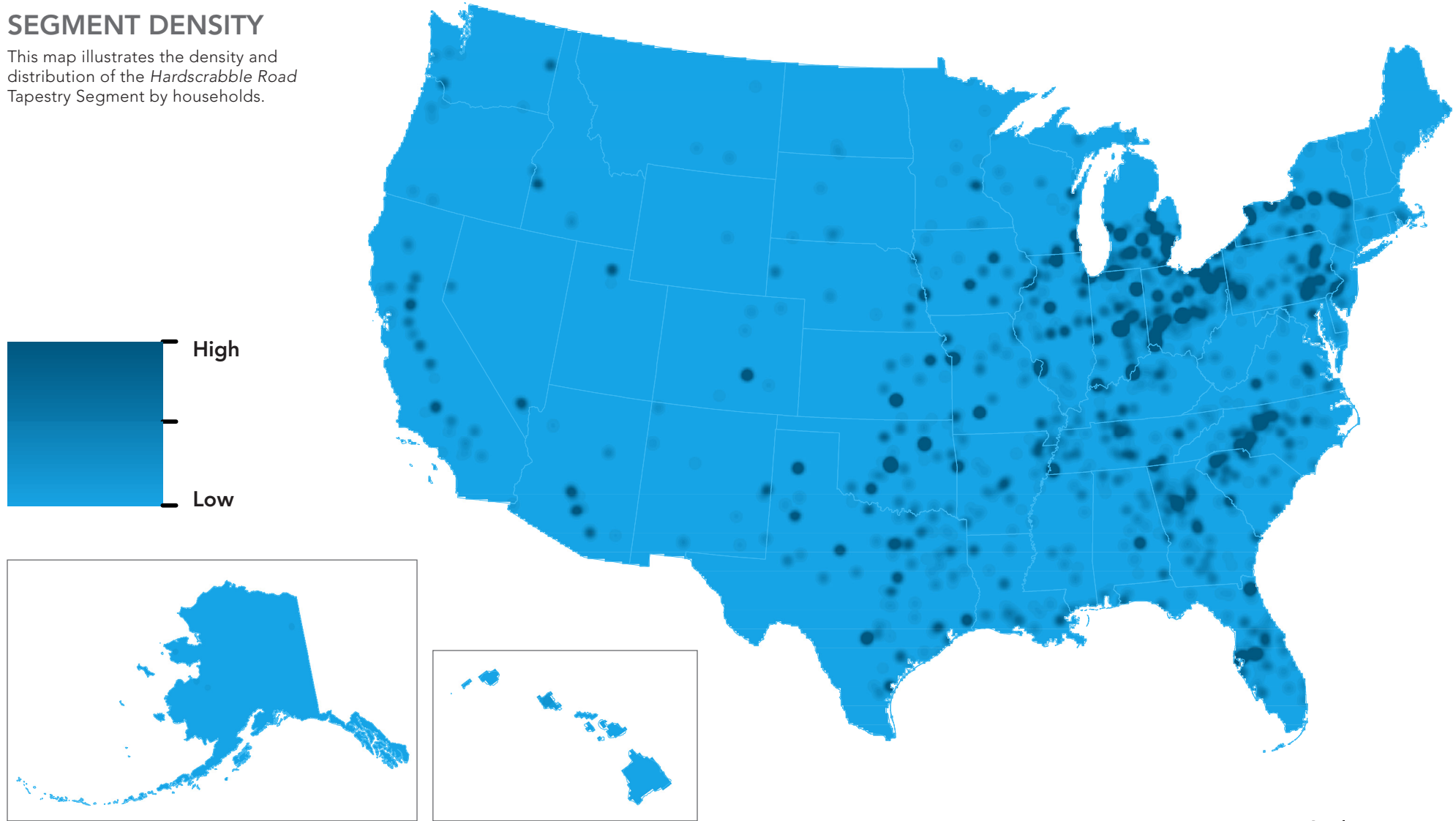
High

Low

G79488

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info@esri.com
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THE SCIENCE OF WHERE™

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.
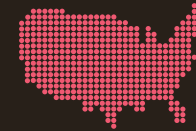
SOCIOECONOMIC TRAITS

- 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.
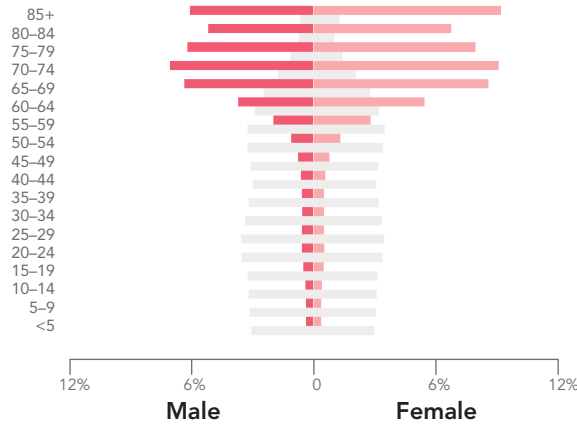Consumer preferences are estimated from data by GfK MRI.

TAPESTRY SEGMENTATION™
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 72.3   US: 38.2

■ Indicates US

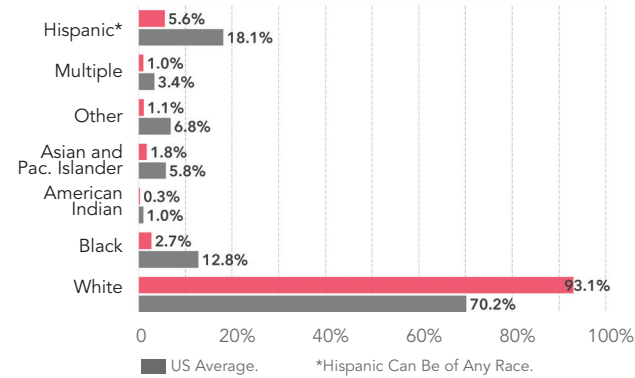| Age	
85+	
80–84	
75–79	
70–74	
65–69	
60–64	
55–59	
50–54	
45–49	
40–44	
35–39	
30–34	
25–29	
20–24	
15–19	
10–14	
5–9	
<5	

12% 6% 0 6% 12%

Male   **Female**

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 22.4   US: 64.0

Hispanic*	5.6% / 18.1%
Multiple	1.0% / 3.4%
Other	1.1% / 6.8%
Asian and Pac. Islander	1.8% / 5.8%
American Indian	0.3% / 1.0%
Black	2.7% / 12.8%
White	93.1% / 70.2%

0 20% 40% 60% 80% 100%

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

INCOME AND NET WORTH

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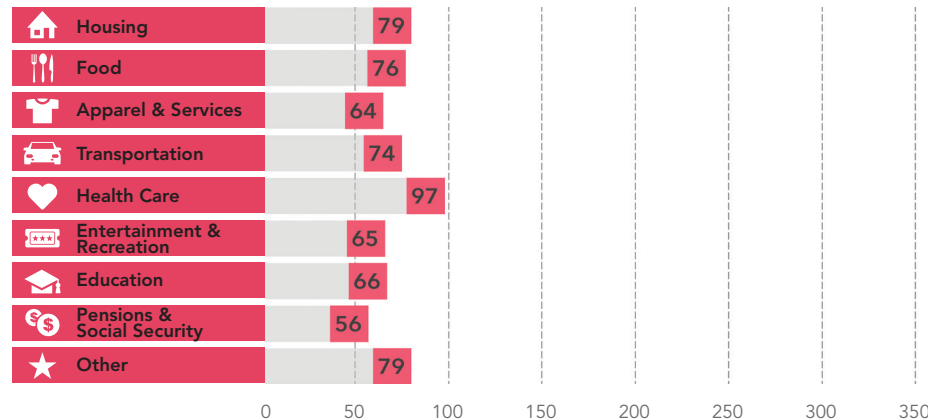
Median Household Income

$42,800
$56,100

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

Median Net Worth

$250,900
$93,300

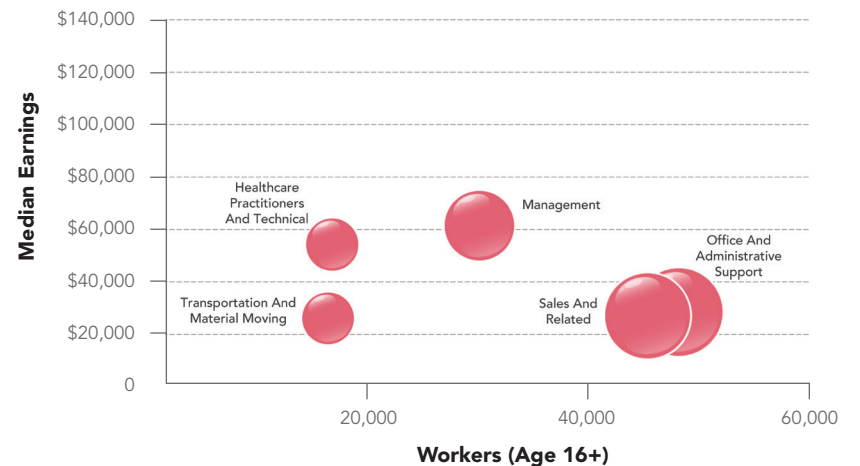0 $100K $200K $300K $400K $500K $600K+

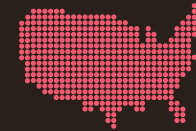■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

	Index
Housing	79
Food	76
Apparel & Services	64
Transportation	74
Health Care	97
Entertainment & Recreation	65
Education	66
Pensions & Social Security	56
Other	79

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

Healthcare Practitioners And Technical

Management

Office And Administrative Support

Transportation And Material Moving

Sales And Related

Median Earnings: $0 – $140,000

Workers (Age 16+): 20,000 – 60,000

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.

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 81.4%
Rent 18.6%

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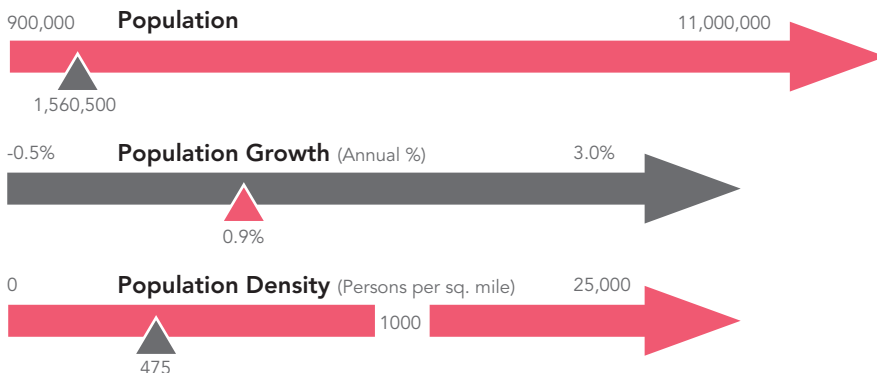Single Family, High-Rises, Mobile Homes/Seasonal

Median Value:
$180,000
US Median: $207,300
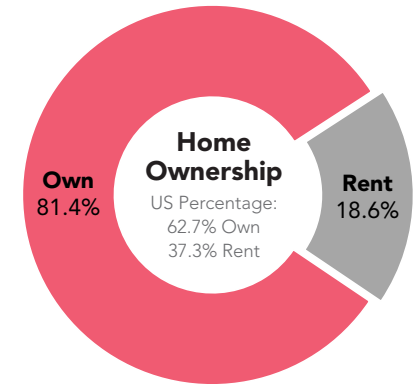
POPULATION CHARACTERISTICS

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.

Population
900,000 — 11,000,000
1,560,500

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

Population Density (Persons per sq. mile)
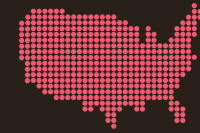0 — 25,000
1000
475

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
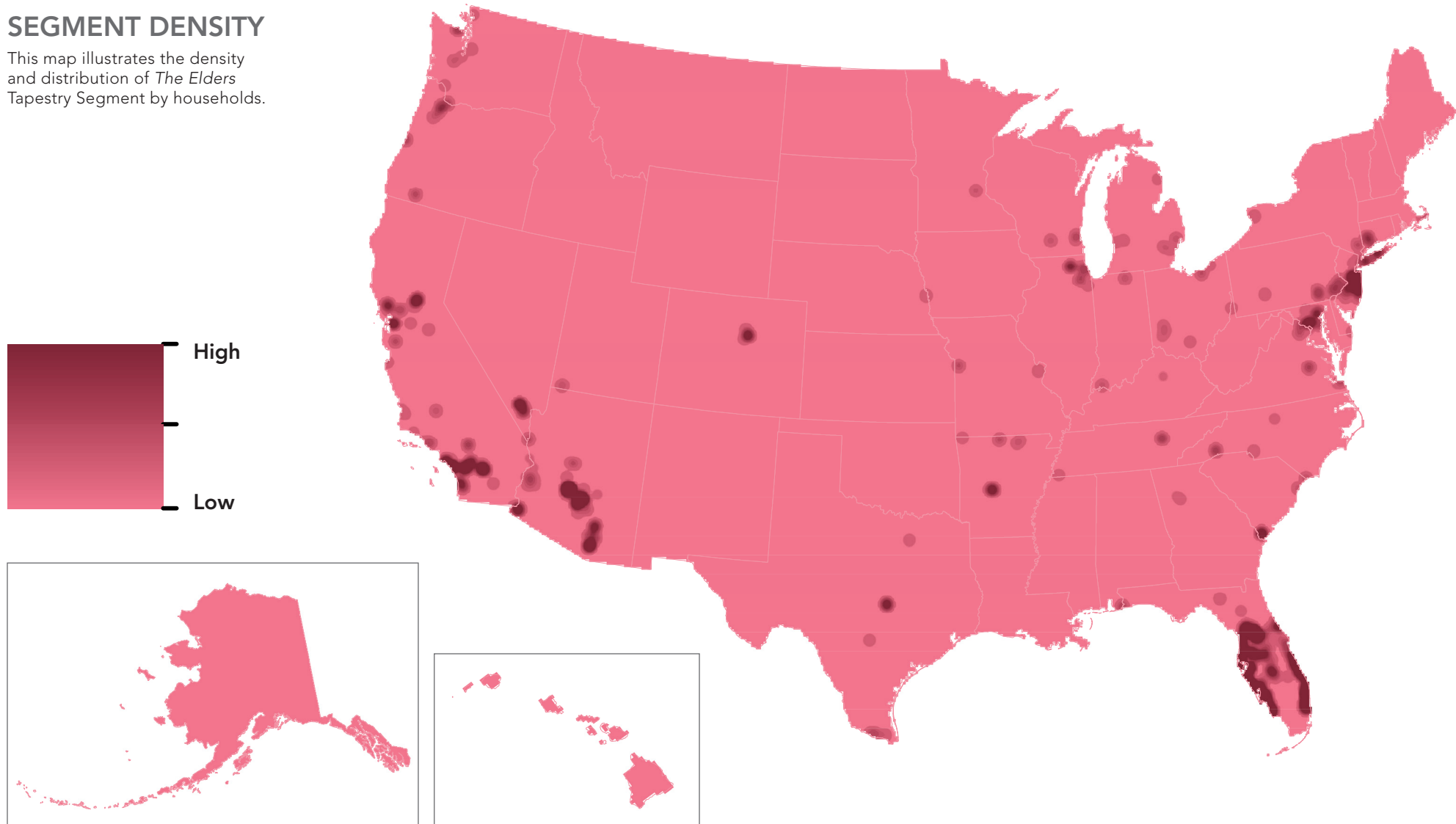
0 — **177** — 350
Wealth Index

0 — **111** — 350
Socioeconomic Status Index

0 — **116** — 350
Housing Affordability Index
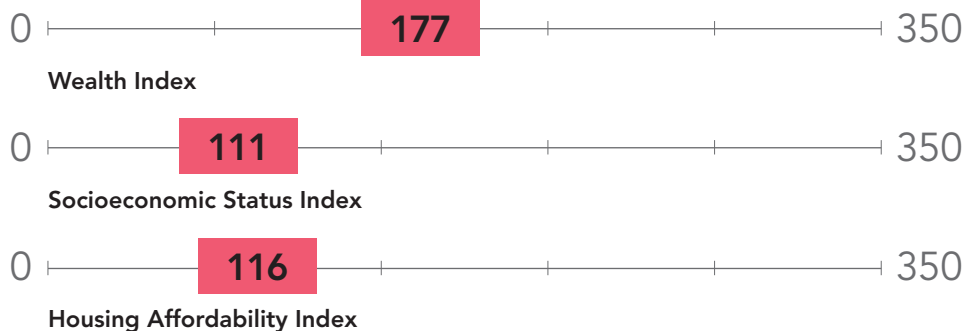
SEGMENT DENSITY

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

High

Low

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Traditional Living

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.
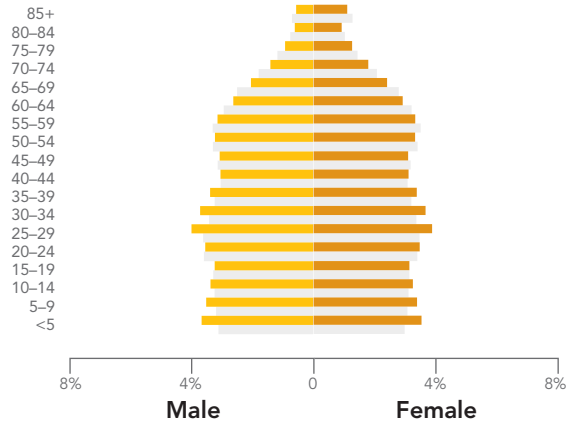
- TV is seen as the most trusted media.

TAPESTRY SEGMENTATION™

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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.

12B

LifeMode Group: Hometown
Traditional Living

TAPESTRY
SEGMENTATION
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AGE BY SEX (Esri data)

Median Age: 35.5 US: 38.2

▨ Indicates US

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

8% 4% 0 4% 8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 55.6 US: 64.0

Hispanic*	12.7% / 18.1%
Multiple	3.9% / 3.4%
Other	5.1% / 6.8%
Asian and Pac. Islander	1.7% / 5.8%
American Indian	1.6% / 1.0%
Black	13.4% / 12.8%
White	74.3% / 70.2%

0   20%   40%   60%   80%

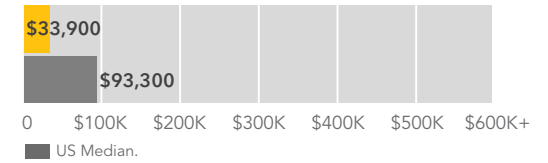▮ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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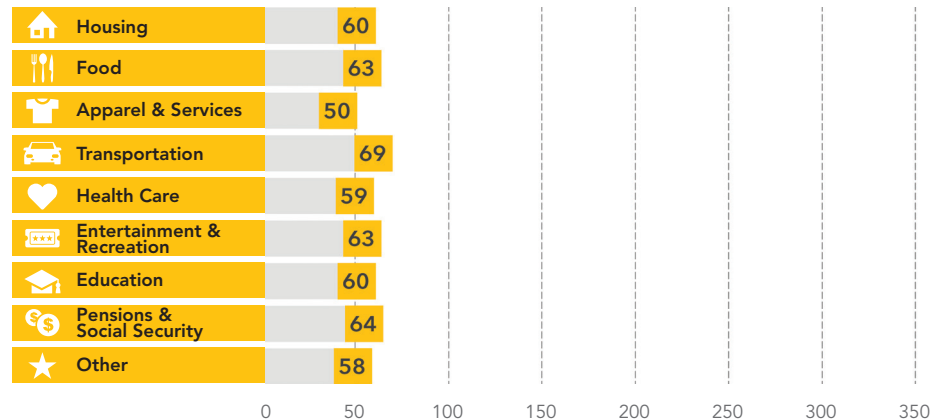
Median Household Income

$39,300
$56,100

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

Median Net Worth

$33,900
$93,300

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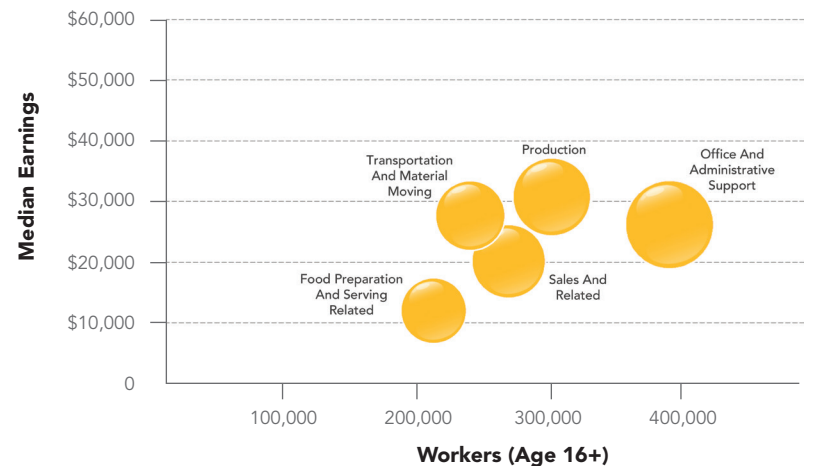
▮ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	60
🍴 Food	63
👕 Apparel & Services	50
🚗 Transportation	69
❤ Health Care	59
Entertainment & Recreation	63
🎓 Education	60
Pensions & Social Security	64
★ Other	58

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

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

Median Earnings / Workers (Age 16+)

- Transportation And Material Moving
- Production
- Office And Administrative Support
- Food Preparation And Serving Related
- Sales And Related

$60,000 / $50,000 / $40,000 / $30,000 / $20,000 / $10,000 / 0

100,000 200,000 300,000 400,000

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

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

HOUSING

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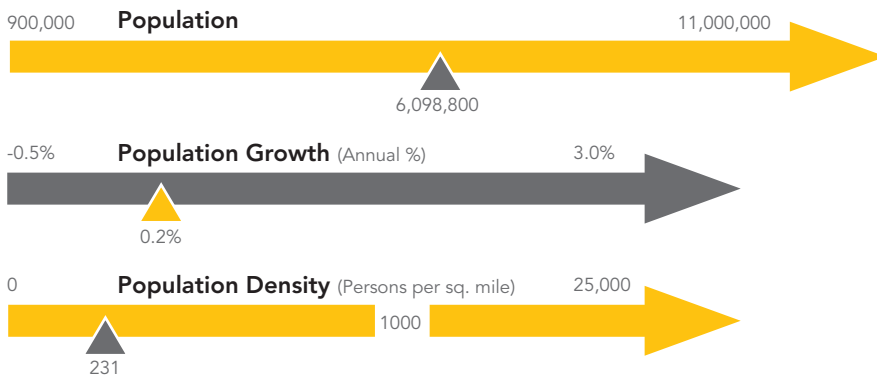
Typical Housing:
Single Family

Median Value:
$83,200
US Median: $207,300
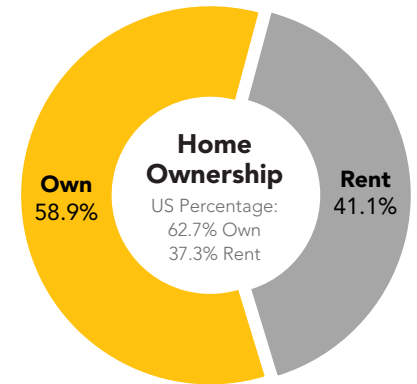
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 58.9%
Rent 41.1%

POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
6,098,800

Population Growth (Annual %)
-0.5% — 3.0%
0.2%

Population Density (Persons per sq. mile)
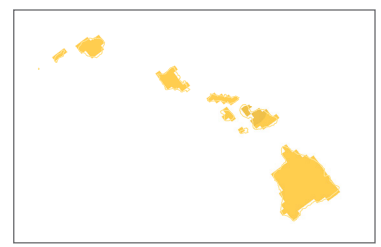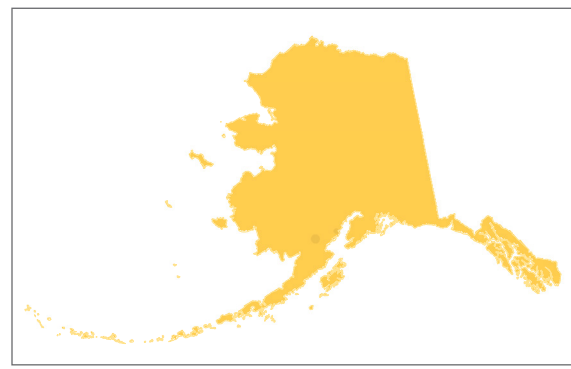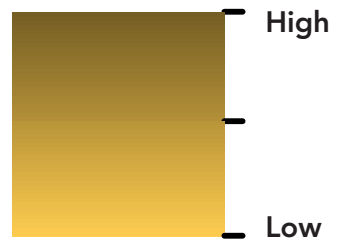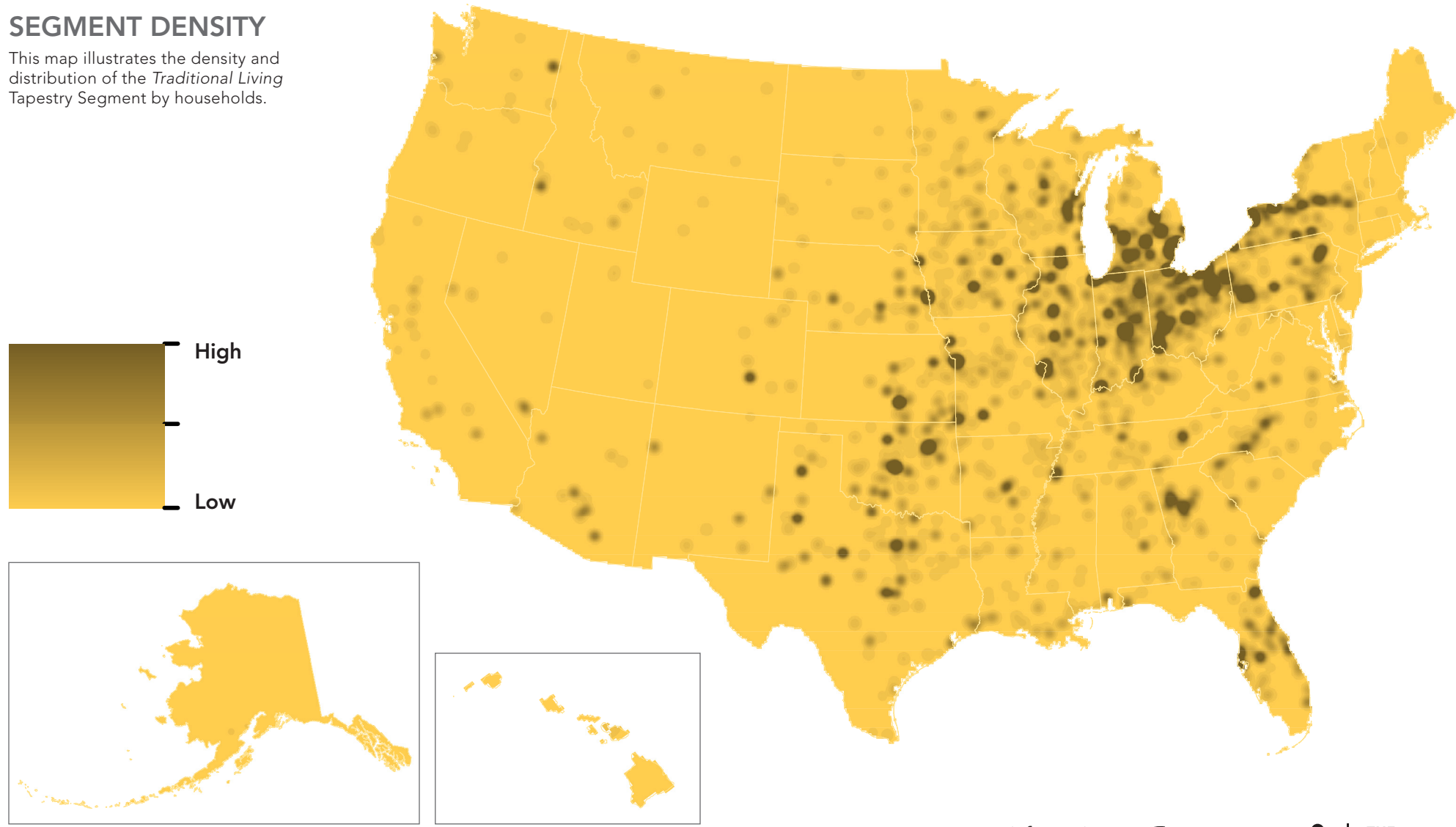0 — 25,000
1000
231

ESRI INDEXES

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

0 — **43** — 350
Wealth Index

0 — **76** — 350
Socioeconomic Status Index

0 — **218** — 350
Housing Affordability Index

12B

LifeMode Group: Hometown
Traditional Living

TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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

High

Low

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