



CITY OF ROCKWALL

PLANNING AND ZONING DEPARTMENT MEMORANDUM

PLANNING AND ZONING DEPARTMENT

385 S. GOLIAD STREET • ROCKWALL, TX 75087

PHONE: (972) 771-7745 • EMAIL: PLANNING@ROCKWALL.COM

TO: Mayor and City Council
Planning and Zoning Commission
Comprehensive Plan Advisory Committee (CPAC)

FROM: Ryan Miller, *Director of Planning and Zoning*

CC: Mary Smith, *City Manager*
Joey Boyd, *Assistant City Manager*

DATE: April 21, 2025

SUBJECT: ESRI Tapestry Segmentation Report

In 2017, the City of Rockwall began the process of updating the City's Comprehensive Plan. As part of this process, staff utilized a tool created by ESRI -- a *Geographic Information Systems (GIS) company that specializes in software development and demographic data* -- to better understand the City's various stakeholders and their market profiles. The *Tapestry Segmentation Tool* creates a psychographic profile of the community. A psychographic profile is essentially an understanding and classification of people in the community based on socioeconomic data and psychological criteria (e.g. *attitudes, aspirations, etc.*). This method is typically used in market research for consumer goods and services, but -- *for the City's purposes* -- it helps paint a picture of the City's various market segments and constituents. This information will help City staff, the City Council, various boards and commissions, and the Comprehensive Plan Advisory Committee (CPAC) in understanding the City's population and in updating the OURHometown Vision 2040 Comprehensive Plan in the future.

WHAT IS TAPESTRY SEGMENTATION?

To begin, let us start with the question of *What is Tapestry Segmentation?* *Tapestry Segmentation* is a market segmentation system that classifies neighborhoods based on their socioeconomic and demographic compositions. A *Tapestry* is a system for classifying consumers and constituents using all the variables that can distinguish consumer behavior, from household characteristics such as income and family type to personal traits like age, education, or employment. Even housing choices can be used as an indicator of a person's behavior. Typically, to get this information a City or company would need to hire a retail market firm; however, through ESRI's *Tapestry Segmentation Tool*, this information has been made readily available to cities for planning purposes, and is included in the City's software package through ESRI.

ESRI'S TAPESTRY SEGEMENTATION TOOL METHODOLOGY

ESRI's *Tapestry Segmentation Tool* breaks down the entire population of the United States to the neighborhood level and identifies each neighborhood as one (1) of 67 unique population segments based on tapestry detail and diversity. Each of these market segments is grouped into one (1) of 14 *LifeMode Groups* and one (1) of six (6) *Urbanization Groups*. The *LifeMode Groups* are markets that have specific common experiences (e.g. *people born of the same generation, immigration status, etc.*) or a significant demographic trait (e.g. *income, ethnicity, marital status, etc.*). *Urbanization Groups* are markets that share similar geographies or locales (i.e. *urban, rural, etc.*).

CITY OF ROCKWALL'S TAPESTRY SEGEMENTATION REPORT SUMMARY, 2017 & 2024

In the 2017 *Tapestry Segmentation Report*, the City of Rockwall was represented by 12 of the 67 market segments, eight (8) of the 14 *LifeMode Groups*, and five (5) out of six (6) of the *Urbanization Groups*. The five (5) main market segments that emerged from this report -- *making up a total of 70.22% of the City's population* -- were the [1] *Up and Coming Families* (20.82%), [2] *Boomburbs* (16.57%), [3] *Soccer Moms* (12.32%), [4] *Comfortable Empty Nesters* (10.85%), and [5] *In Style* (9.66%) segments. The 2024 *Tapestry Segmentation Report* shows that the City's market segments have shifted and become more diverse, with the five (5) main market segments changing and only representing 63.16% of the City's population. These segments are: [1] *Up and Coming Families* (16.77%), [2] *Boomburbs* (14.90%), [3] *Savvy Suburbanites* (11.41%), [4] *Retirement Communities* (10.780%), [4] *Workday Drive* -- formerly *Soccer Moms* -- (9.30%), and [5] *In Style* (9.27%). Staff has summarized the changes

to the City's market segments, *LifeMode Groups*, and *Urbanization Groups* in Tables 1, 2 & 3 and provided a summary of the characteristics of each of *LifeMode* and *Urbanization Group* below. In addition, staff has provided the 2024 *Segmentation Report* and the psychographic profiles of each of the City's *Tapestry Market Segments* attached to this memorandum. Staff also annotated the changes from 2017 to 2024 for each of the City's *Tapestry Market Segments*.

SUMMARY OF LIFEMODE GROUPS CHARACTERISTICS

LifeMode Groups represent markets that share a common experience (e.g. *born in the same generation or immigration from another country*) or a significant demographic trait, such as affluence. The characteristics of the *LifeMode Groups* that are present in the City of Rockwall are as follows:

(1) AFFLUENT ESTATES: 24.66% > 29.33% [*Established wealth – educated, well-travelled married couples*]

- This group is typically married couples that have established wealth, are well educated, and well-traveled.
- This group is accustomed to *MORE*.
- Almost all people in this group are homeowners (~90.00%) with ~70.00% having mortgages.
- Married couples' families with children ranging from grade-school aged to college.
- This group expects *QUALITY* and will invest in time-saving services.
- This group participates actively in their communities.
- This group is active in sports and is an enthusiastic traveler.

NOTE: This *LifeMode Segment* incorporates the following *Tapestry Market Segments*: [1] *Top Tier*, [2] *Professional Pride*, [3] *Boomburbs*, [4] *Savvy Suburbanites*, and [5] *Exurbanites*.

(2) SPROUTING EXPLORERS: 23.37% > 16.77% [*Established diversity – young, Hispanic homeowners with families*]

NOTE: This group was previously named *Ethnic Enclave* in 2017.

- This group is composed of a population that is described as being diverse and young. They also include a disproportionately high number of Hispanic homeowners with families.
- Typically, this group is composed of multilingual and multigenerational households that feature children that represent the second, third, or fourth generation of Hispanic families.
- The neighborhoods that this group resides in are composed of single-family, owner-occupied homes built at the City's edge, primarily built after 1980.
- This group is characterized as hard working, optimistic with most residents aged 25 years or older that have a high school diploma and some college education.
- This group focuses on shopping and leisure and place an emphasis on children and family. Their main purchases are baby and children's products from shoes to toys, games, and local trips to theme parks, water parks, or the zoo.
- These residents favor Hispanic programs on radio or television. Children enjoy playing video games on personal computers, handheld or console devices.
- Many households have domestic pets.

NOTE: This *LifeMode Group* incorporates the following *Tapestry Market Segments*: [1] *Up and Coming Families*, [2] *Urban Villages*, [3] *American Dreamers*, [4] *Barrios Urbanos*, [5] *Valley Growers*, and [6] *Southwestern Families*.

(3) GENXURBAN: 20.51% > 17.93% [*Gen X in middle age; families with fewer kids and a mortgage*]

TABLE 1: TAPESTRY SEGMENTS

INCREASE OVER 2017; DECREASE OVER 2017

TAPESTRY SEGMENT	% OF HOUSEHOLD	
	2017	2024
UP AND COMING FAMILIES	20.82%	16.77%
BOOMBURBS	16.57%	14.90%
WORKDAY DRIVE	12.32%	9.30%
COMFORTABLE EMPTY NESTERS	10.85%	8.66%
IN STYLE	9.66%	9.27%
BRIGHT YOUNG PROFESSIONALS	6.72%	6.46%
GREEN ACRES	6.54%	6.38%
SAVVY SUBURBANITES	4.93%	11.41%
DOWN THE ROAD	3.44%	3.05%
SOUTHWESTERN FAMILIES	2.55%	-
PROFESSIONAL PRIDE	2.45%	2.21%
RETIREMENT COMMUNITIES	2.43%	10.78%
EXURBANITES	0.71%	0.81%

NOTE: THE SOCCER MOMS CATEGORY FROM 2017 BECAME WORKDAY DRIVE CATEGORY IN 2023.

TABLE 2: LIFEMODES GROUPS

INCREASE OVER 2017; DECREASE OVER 2017

LIFEMODE GROUPS	% OF HOUSEHOLD	
	2017	2024
AFFLUENT ESTATES	24.66%	29.33%
SPROUTING EXPLORERS	23.37%	16.77%
GENXURBAN	20.51%	17.93%
FAMILY LANDSCAPE	12.32%	9.30%
MIDDLE GROUND	6.72%	6.46%
COZY COUNTRY LIVING	6.54%	6.38%
RUSTIC OUTPOSTS	3.44%	3.05%
SENIOR STYLES	2.43%	10.78%

NOTE: THE ETHNIC ENCLAVE CATEGORY FROM 2017 BECAME SPROUTING EXPLORERS CATEGORY IN 2023.

TABLE 3: URBANIZATION GROUPS

INCREASE OVER 2017; DECREASE OVER 2017

URBANIZATION GROUPS	% OF HOUSEHOLDS	
	2017	2024
SUBURBAN PERIPHERY	68.70%	64.07%
METRO CITIES	12.10%	20.05%
URBAN PERIPHERY	9.30%	6.46%
RURAL	6.50%	6.38%
SEMI-RURAL	3.40%	3.05%

- This group is made up people from the *Generation X* age group. People are middle aged, married, with families and fewer kids. This group typically has a mortgage.
- This is the second largest *Tapestry Group* with a growing number of retirees.
- About one-fifth (1/5) of the people in this group are residents that are 65 years of age or older. About one-fourth (1/4) of the households are already drawing retirement income.
- This group typically owns older single-family homes in urban areas and have two (2) vehicles.
- Residents from this group typically work and live in the same county and favor shorter commute times.
- This group invests wisely, are well insured, and comfortable banking online or in person.
- This group is characterized as *NEWS JUNKIES* (i.e. they read daily newspapers, watch news on television, and go online for news).
- People in this group enjoy reading, photo album/scrapbooking, playing board games and cards, doing crossword puzzles, going to museums and rock concerts, dining out, and walking for exercise.

NOTE: This *LifeMode Group* incorporates the following *Tapestry Market Segments*: [1] *Comfortable Empty Nesters*, [2] *In-Style*, [3] *Parks and Rec*, [4] *Rustbelt Traditions* and [5] *Midlife Constants*.

(4) SENIOR STYLES: 2.43% > 10.78% [*Senior lifestyles reveal the effect of saving for retirement*]

- People of this group reveal the effects of saving for retirement.
- Households in the segment are commonly married empty nesters or singles living alone. They typically live in single-family homes (including seasonal getaways), retirement communities, or age restricted apartments.
- Seniors that are more affluent, and travel and relocate to warmer climates. Seniors that are less affluent are settled in their communities and are working towards full-time retirement.
- While cell phones are popular in this segment they will also typically continue to have landline telephones.
- Many people in this group still prefer print media over digital content. They are avid readers of newspapers and stay current with regard to news.
- This group subscribe to cable television and prefer watching channels like FOX News, CNN, and the Weather Channel.
- These residents are large purchasers of vitamins and place an emphasis on health and exercise to increase longevity.

NOTE: This *LifeMode Group* incorporates the following *Tapestry Market Segments*: [1] *Silver and Gold*, [2] *Golden Years*, [3] *The Elders*, [4] *Senior Escapes*, [5] *Retirement Communities*, and [6] *Social Security Set*.

(5) FAMILY LANDSCAPES: 12.32% > 9.30% [*Successful younger families in newer housing*]

- This group is made up of successful young families in their first homes.
- It is a relatively *NON-DIVERSE* group composed of prosperous married-couple families, residing in suburban or semi-rural areas with low vacancy rates (second lowest in a *Tapestry Segments*).
- 80.00% of people in this segment are homeowners with mortgages. The homes are typically newer single-family homes, with median home values that are slightly higher than the remainder of the United States.
- Households typically have two (2) people working in the family. This group has the second highest labor force participation rate of all *LifeMode Groups* and a very low unemployment rate.
- People in this group are characterized as *DO-IT-YOURSELFERS* who work on home improvement projects, and typically spend time working outdoors on their lawn and gardens.
- This group is composed of sports enthusiasts, typically own newer sedans and SUVs, have dogs/are pet owners, and have savings accounts and plans.
- This group eats out frequently at fast food or family restaurants to accommodate their busy lifestyles.
- This group enjoys bowling, swimming, playing golf, playing video games, watching movies rented from streaming services or redbox, and taking trips to the zoo or theme parks.

NOTE: This *LifeMode Group* incorporates the following *Tapestry Market Segments*: [1] *Workday Drive*, [2] *Home Improvement*, and [3] *Middleburg*.

(6) MIDDLE GROUND: 6.72% > 6.46% [*Lifestyles of thirtysomethings*]

- This group is described as having the lifestyles of thirtysomethings, or being Millennials in the middle.
- People in this segment are typically single/married, renters/homeowners, and middle-class or working class (i.e. they are transitioning to middle age life modes).
- They live in a market mix of single-family homes, townhomes, and multi-family dwellings.
- The majority of people in the group attended college or attained a college degree.
- People in this segment are cell phone centric, using the device to listen to music, read the news, and get the latest updates on their favorite sports teams.

- This group is considered to be *ONLINE ALL THE TIME*, using the internet for entertainment (i.e. *stream media, download music, watching YouTube, finding dates, etc.*), social media (i.e. *Facebook, Twitter, LinkedIn, etc.*), shopping, and news.
- Leisure activities for people in this group include night life (i.e. *clubs, movies, etc.*), going to the beach/lake, and some travel and hiking.

NOTE: This LifeMode Group incorporates the following Tapestry Market Segments: [1] *City Lights*, [2] *Emerald City*, [3] *Bright Young Professionals*, [4] *Downtown Melting Pot*, [5] *Front Porches*, [6] *Old and Newcomers*, and [7] *Hardscrabble Road*.

(7) COZY COUNTRY LIVING: 6.54% > 6.38% [*Empty nesters in bucolic settings*]

- This group is typically composed of *EMPTY NESTERS* in bucolic settings.
- This is the largest *Tapestry Group* with almost half of all households being located in the Midwest.
- The people in this group consist of homeowners that typically have pets and that reside in single-family dwellings in rural areas. Almost 30% of all people in this district have three (3) or more vehicles and auto loans.
- People of this group are described as being politically conservative and believe in the importance of buying American.
- This group typically owns trucks, motorcycles, and/or ATVs/UTVs.
- They prefer to eat at home, and consistently shop at discount stores (especially *Wal-Mart*). They also bank in person and spend very little time online.
- These households typically own every tool and piece of equipment imaginable to maintain their homes, vehicles, vegetable gardens, and lawns.
- People in this segment are more likely to listen to country music, watch auto racing on television, and play the lottery. They are also described as enjoying outdoor activities (e.g. *fishing, hunting, camping, boating, and even bird watching*).

NOTE: This LifeMode Group incorporates the following Tapestry Market Segments: [1] *Green Acres*, [2] *Salt of the Earth*, [3] *The Great Outdoors*, [4] *Prairie Living*, [5] *Rural Resort Dwellers*, and [6] *Heartland Communities*.

(8) RUSTIC OUTPOST: 3.44% > 3.05% [*Country life with older families, older homes*]

- This group is characterized by country life with older families in older homes.
- People in this group depend on manufacturing, retail and healthcare, mining, and agricultural jobs.
- This group typically has low labor force participation in skilled and service occupations.
- Housing in this group is typically affordable, older single-family or mobile homes. Vehicle ownership is essential in this group.
- Residents in this segment typically live within their means, shop at discount stores, and maintain their own vehicles -- *which are typically used* -- and homes.
- People in this group are characterized as outdoor enthusiasts, who grow their own vegetables, love their pets, and enjoy hunting and fishing.
- Technology is typically cost prohibitive and complicated for this group. They tend to pay bills in person, use the yellow pages, read the newspaper, and mail-order books.

NOTE: This LifeMode Group incorporates the following Tapestry Market Segments: [1] *Southern Satellites*, [2] *Rooted Rural*, [3] *Diners and Miners*, [4] *Down the Road*, and [5] *Rural Bypasses*.

SUMMARY OF URBANIZATION GROUPS CHARACTERISTICS

Tapestry groups are also available as *Urbanization Groups*, in which markets share similar locales, from the urban canyons of the largest cities to the rural lanes of villages or farms. The characteristics of the City of Rockwall's *Urbanization Groups* are as follows:

(1) SUBURBAN: 68.65% > 64.07% [*Affluence in the suburbs; married couple-families; longer commutes*]

- This group is characterized by *Urban Expansion*, affluence in the suburbs, and/or city-by-commute.
- This area is the most populous and fastest growing areas of all the *Urbanization Groups*, and includes nearly a one-third (1/3) of the nation's population.
- Commuters in this group value low-density living, but demand close proximity to jobs, entertainment, and amenities of the urban center.
- People in this group are typically well-educated, in two (2) income households and accept longer than average commute times to raise their children in family friendly neighborhoods. Many are heavily mortgaged in newly built, single-family homes.
- Older homeowners in these areas have either retired in place, downsized, or purchased a seasonal home.
- Suburbanites are the most affluent group in this segment and are characterized as hardworking and striving for bright fulfilling lives.
- Residents in the *Urbanization Group* invest for their futures, insure themselves against unforeseen circumstances, but also enjoy the fruits of their labor.

NOTE: This *Urbanization Group* incorporates the following *Tapestry Market Segments* specific to the City of Rockwall: [1] *Boomburbs*, [2] *Workday Drive*, [3] *Comfortable Empty Nesters*, [4] *Up and Coming Families*, [5] *Savvy Suburbanites*, [6] *Professional Pride*, and [7] *Exurbanites*.

(2) METRO CITIES: 12.09% > 20.05% [*Affordable city life, including smaller metros, satellite cities*]

- This *Urbanization Group* is characterized by an affordable City life that includes smaller metropolitan cities or satellite cities that feature a mix of single-family and multi-family housing.
- Groups under this category are seeking affordable living opportunities in or close to cities. These are usually multi-family buildings that range from mid- to high-rise apartments. The average monthly rent and home value is typically below the housing average for the United States.
- Consumers in the group include college students, affluent *Generation X* couples, and retirement communities.
- Student loans are more common than mortgages in this group. In addition, debit cards are used more commonly than credit cards by this group.
- Residents in this group share an interest in city life and its amenities and activities (e.g. *dancing and clubbing, museums, and concerts*).
- These residents also favor convenience and mobility.
- Many residents rely on the internet for entertainment (e.g. *download music, stream television, play online games, etc.*) and as a resource (e.g. *job searches*).

NOTE: This *Urbanization Group* incorporates the following *Tapestry Market Segments* specific to the City of Rockwall: [1] *In Style*, and [2] *Retirement Communities*.

(3) URBAN PERIPHERY: 9.27% > 6.46% [*City life for starting families with single-family homes*]

- This group features starting families in neighborhoods that are on the fringe of major cities.
- Housing in this group usually consists of the earliest suburbs, being single-family homes primarily built prior to the 1970's; however, there are some apartments that fall into this category.
- People in this group are typically young, diverse families.
- Homeowners in this group live close to the city and have a lower than average vacancy rate.
- Leisure for people in this group consists of a focus on children (e.g. *visits to theme parks or water parks*), sports (e.g. *soccer, basketball, baseball, and etc.*) and movies.
- The spending habits of people in this segment emphasizes children with the majority of purchases relating to clothing, toys, and baby products.
- Parents of younger children in this group favor family restaurants and fast food.
- Smartphones are essential for social contact, shopping, and music for people in this group.

NOTE: This *Urbanization Group* incorporates the following *Tapestry Market Segments* specific to the City of Rockwall: [1] *Bright Young Professionals*

(4) RURAL: 6.54% > 6.38% [*Country living with older families; low density; and low diversity*]

- This group features country living and single-family homes with acreage, farms, and rural resort areas.
- Areas in this group have very low population densities with typically less than 50 people per square mile.
- Over half of all households in this group are occupied by persons 55 years and older. Many are married couples without children at home.
- This is the least diverse *Urbanization Group* with over 80.00% of the group being *Non-Hispanic White*.
- People in this group are mostly homeowners (~80.00%), but rentals are affordable in single-family and mobile homes areas.
- Trips to the store and work are typically longer for people in this group.
- People in this group typically drive alone in a truck or SUV, and are more likely to listen to country music on the radio.
- This group is dominated by *Blue-Collar* jobs that include manufacturing, agriculture, mining, and construction.
- Many people in this group are self-employed, retired, or receive income from social security.
- Satellite television and landline phone lines are typical in this group.
- This group tends to be more conservative in the spending and belief practices.
- This group is characterized as being comfortable and established, and not likely to move.

NOTE: This *Urbanization Group* incorporates the following *Tapestry Market Segments* specific to the City of Rockwall: [1] *Green Acres*.

(5) SEMI RURAL: 3.44% > 3.05% [*Small town living, families, low density, and low diversity*]

- This *Urbanization Group* has the most affordable housing of all the groups. It is typically situated in smaller towns and communities that are located throughout the country.

- Housing in this group consists of single-family and mobile homes that are typically within reach of some amenities.
- People in these areas embrace a quiet, country lifestyle that usually includes country music and hunting.
- People in this group prefer domestic products and vehicles (*especially trucks*).
- Residents typically shop at large department and discount stores (e.g. *Wal-Mart*).
- People in these areas typically prefer fast food and dinner mixes/kits as opposed to fine dining.
- Many people in these areas are employed in the agricultural, fishing or forestry professions.
- Vacations for people in this group are typically spent with family as opposed to travel or vacation destinations.
- When services are needed this group will typically use the yellow pages to meet their needs.

NOTE: This *Urbanization Group* incorporates the following *Tapestry Market Segments* specific to the City of Rockwall: [1] *Down the Road*.

SUMMARY AND FINDINGS

While many of these profiles appear to be common sensical and/or stereotypical, they do paint an accurate picture of the City's various socioeconomic and consumer groups. They also appear to be consistent with the 2020 *Census Data* and the growth trends observed by staff over the last eight (8) years. For example, the 2024 *Segmentation Report* indicates that since 2017, the *Retirement Communities* tapestry segment of the City's population has grown from 2.43% to 10.78%. This is consistent with the age restricted single-family and multi-family housing projects that have been completed during this time period. Some of these new projects include the Ladera Subdivision (118 age restricted single-family home units), the Standard Subdivision (52 age restricted single-family units), the Alders at Rockwall (144 age restricted multi-family units), and the Village Green (28 assisted living units). Another example of the *Tapestry Segmentation Report's* accuracy can be seen in the increase in Savvy Suburbanites (4.93% > 11.41%) tapestry segments, which may correlate to the professional offices and multi-family units that have been completed in the City's Harbor District over the last six (6) years. In addition, the US Census Bureau's data shows, that since 2010, the City of Rockwall's population has become more diverse with regard to race and ethnicity. This appears to be consistent with the decreases observed in the *Up and Coming Families* (20.82% > 16.77%), *Boomburbs* (16.57% > 14.90%), *Workday Drive* (12.32% > 9.30%), and *Comfortable Empty Nesters* (10.85% > 8.66%) tapestry segments. Additionally, the 2020 US Census shows a decrease in the percentage of population identifying as Hispanic or Latino (16.6% in 2010 > 15.60% in 2020), which is consistent in the decrease in the *Sprouting Explorers* tapestry segment (23.37% > 16.77%).

PROJECTED TRENDS

Looking forward at potential trends -- and based on the trends observed from the 2000, 2010, and 2020 US Census Data and by City staff over this same time period --, it is anticipated that the City's population will continue to become more diverse, and that the City will continue to attract a mix of affluent households and young families. With the final waves of the baby boomer population entering into retirement and the first waves of the *Generation X* population exiting the workforce, it is not inconceivable to project the *Retirement Communities*, *Savvy Suburbanites*, *Exurbanites*, and *Green Acres* tapestry segments will grow moving forward. Based on this projection, the *Affluent Estates* and *Senior Styles LifeMode Groups* should also be anticipated to grow in the future. The *Affluent Estates LifeMode Group* should also be anticipated to grow through the *Savvy Suburbanites* tapestry segment due to the increases in the cost of new single-family homes in the City, which increased by 184.17% (i.e. Average Housing Value: \$271,632.00 in January 2017 to \$500,254.00 in March 2023; Texas A&M Texas Real Estate Research Center) over the six (6) year period from 2017-2023. This trend should inversely shrink the *Down the Road* tapestry segment, which will also decrease the *Rustic Outposts LifeMode Group* and the *Semi-Rural Urbanization Group*. With this being said, the *Rural Urbanization Group* is projected to increase due to the lack of wastewater infrastructure existing along SH-276. It is projected that the

TABLE 4: LIFEMODES GROUPS PROJECTED TREND

(1) INCREASE OVER 2017; DECREASE OVER 2017

(2) ↑: INCREASE IN THE FUTURE; ↓: DECREASE IN THE FUTURE; = STAY THE SAME IN THE FUTURE

LIFEMODE GROUPS	% OF HOUSEHOLD		
	2017	2024	TREND
AFFLUENT ESTATES	24.66%	29.33%	↑
SPROUTING EXPLORERS	23.37%	16.77%	=
GENXURBAN	20.51%	17.93%	=
FAMILY LANDSCAPE	12.32%	9.30%	↑
MIDDLE GROUND	6.72%	6.46%	↓
COZY COUNTRY LIVING	6.54%	6.38%	↓
RUSTIC OUTPOSTS	3.44%	3.05%	↓
SENIOR STYLES	2.43%	10.78%	↑

NOTE: THE ETHNIC ENCLAVE CATEGORY FROM 2017 BECAME SPROUTING EXPLORERS CATEGORY IN 2023.

TABLE 5: URBANIZATION GROUPS PROJECTED TREND

(3) INCREASE OVER 2017; DECREASE OVER 2017

(4) ↑: INCREASE IN THE FUTURE; ↓: DECREASE IN THE FUTURE; = STAY THE SAME IN THE FUTURE

URBANIZATION GROUPS	% OF HOUSEHOLDS		
	2017	2024	TREND
SUBURBAN	68.65%	64.07%	=
METRO CITIES	12.09%	20.05%	↑
URBAN PERIPHERY	9.27%	6.46%	↓
RURAL	6.54%	6.38%	↑
SEMI-RURAL	3.44%	3.05%	↓

large tracts in this area of the City, will develop with large estate lots utilizing *On-Site Sanitary Sewer (OSSF)* systems (*i.e. septic systems*). Finally, the high educational attainment achieved by the Rockwall Independent School District (RISD), should continue to make this a sought-after school district. This should lead to increases in the *Family Landscape LifeMode Group* and help maintain the percentage of the population that is in the *Suburban Urbanization Group*.

Tapestry Segmentation Area Profile

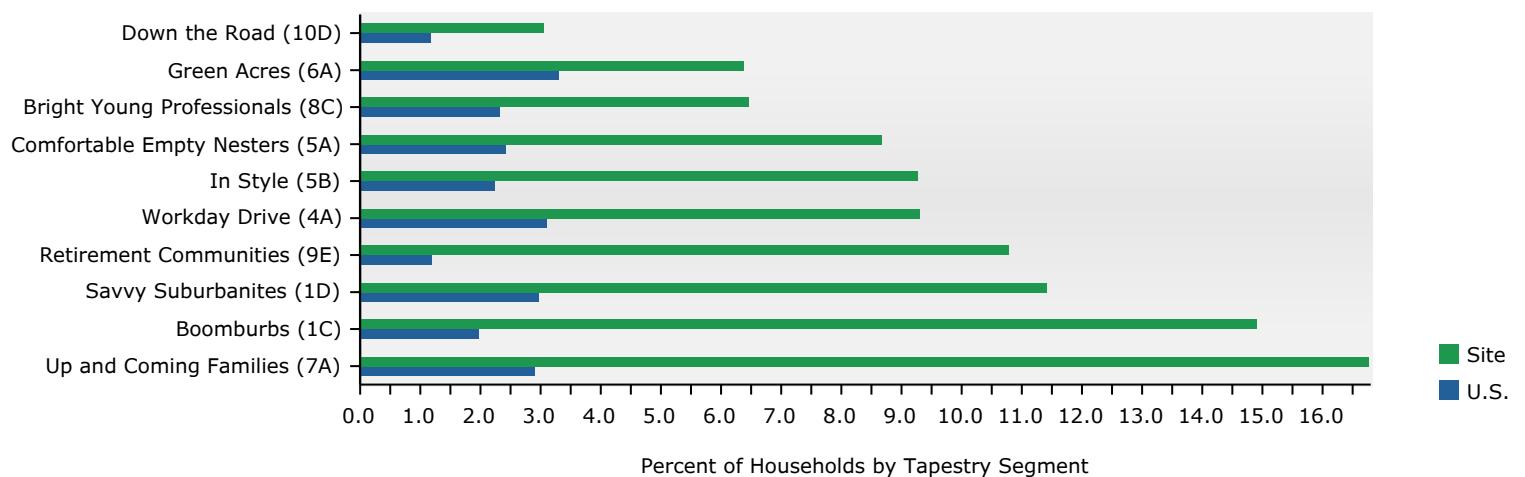
City Limits
 Area: 30.1 square miles

Prepared by Esri

Top Twenty Tapestry Segments

Rank	Tapestry Segment	2024 Households		2024 U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	Up and Coming Families (7A)	16.8%	16.8%	2.9%	2.9%	577
2	Boomburbs (1C)	14.9%	31.7%	2.0%	4.9%	755
3	Savvy Suburbanites (1D)	11.4%	43.1%	3.0%	7.8%	385
4	Retirement Communities (9E)	10.8%	53.9%	1.2%	9.0%	909
5	Workday Drive (4A)	9.3%	63.2%	3.1%	12.1%	300
Subtotal		63.2%		12.2%		
6	In Style (5B)	9.3%	72.4%	2.2%	14.4%	416
7	Comfortable Empty Nesters (5A)	8.7%	81.1%	2.4%	16.8%	359
8	Bright Young Professionals (8C)	6.5%	87.6%	2.3%	19.1%	279
9	Green Acres (6A)	6.4%	93.9%	3.3%	22.4%	193
10	Down the Road (10D)	3.0%	97.0%	1.2%	23.6%	260
Subtotal		33.9%		11.4%		
11	Professional Pride (1B)	2.2%	99.2%	1.6%	25.2%	134
12	Exurbanites (1E)	0.8%	100.0%	1.9%	27.1%	42
Subtotal		3.0%		3.5%		
Total		100.0%		27.1%		369

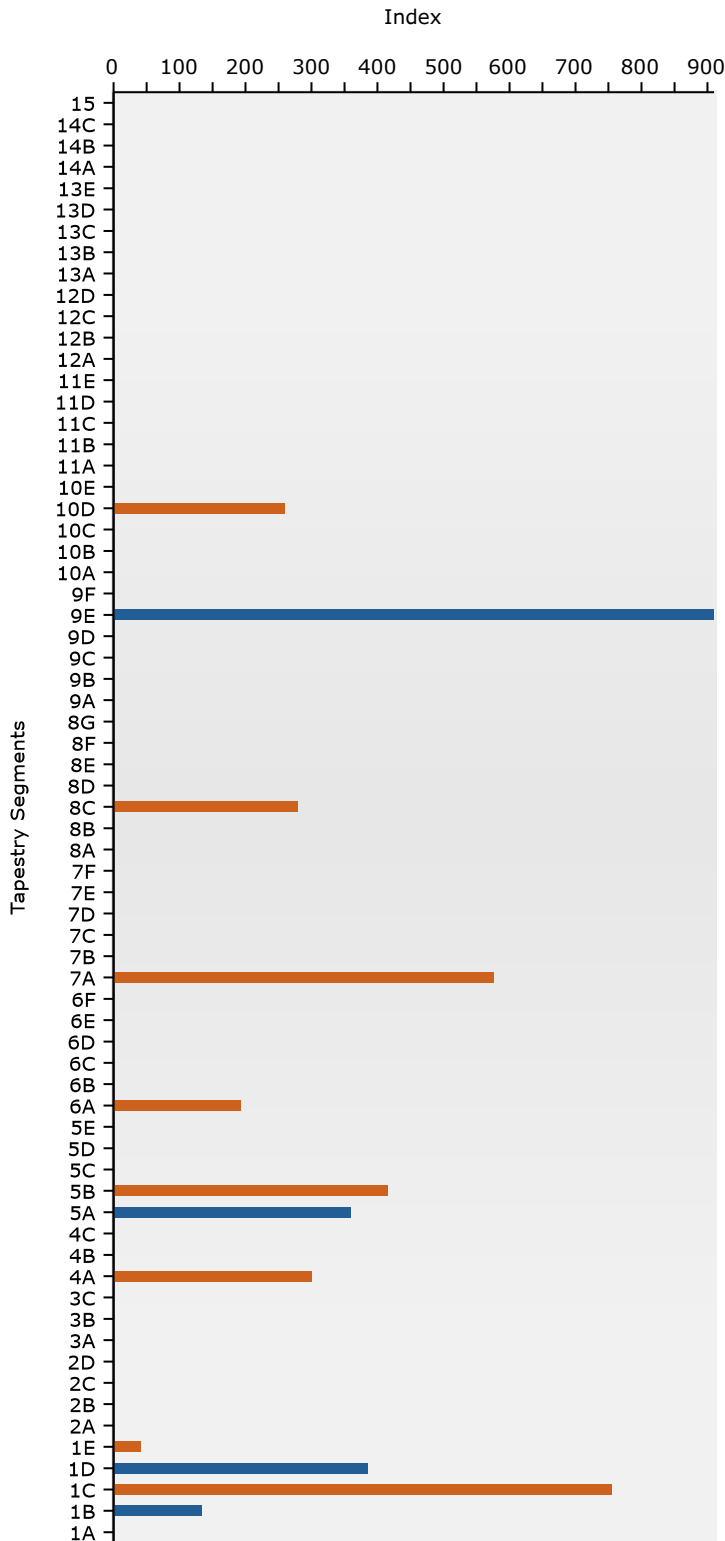
Top Ten Tapestry Segments Site vs. U.S.



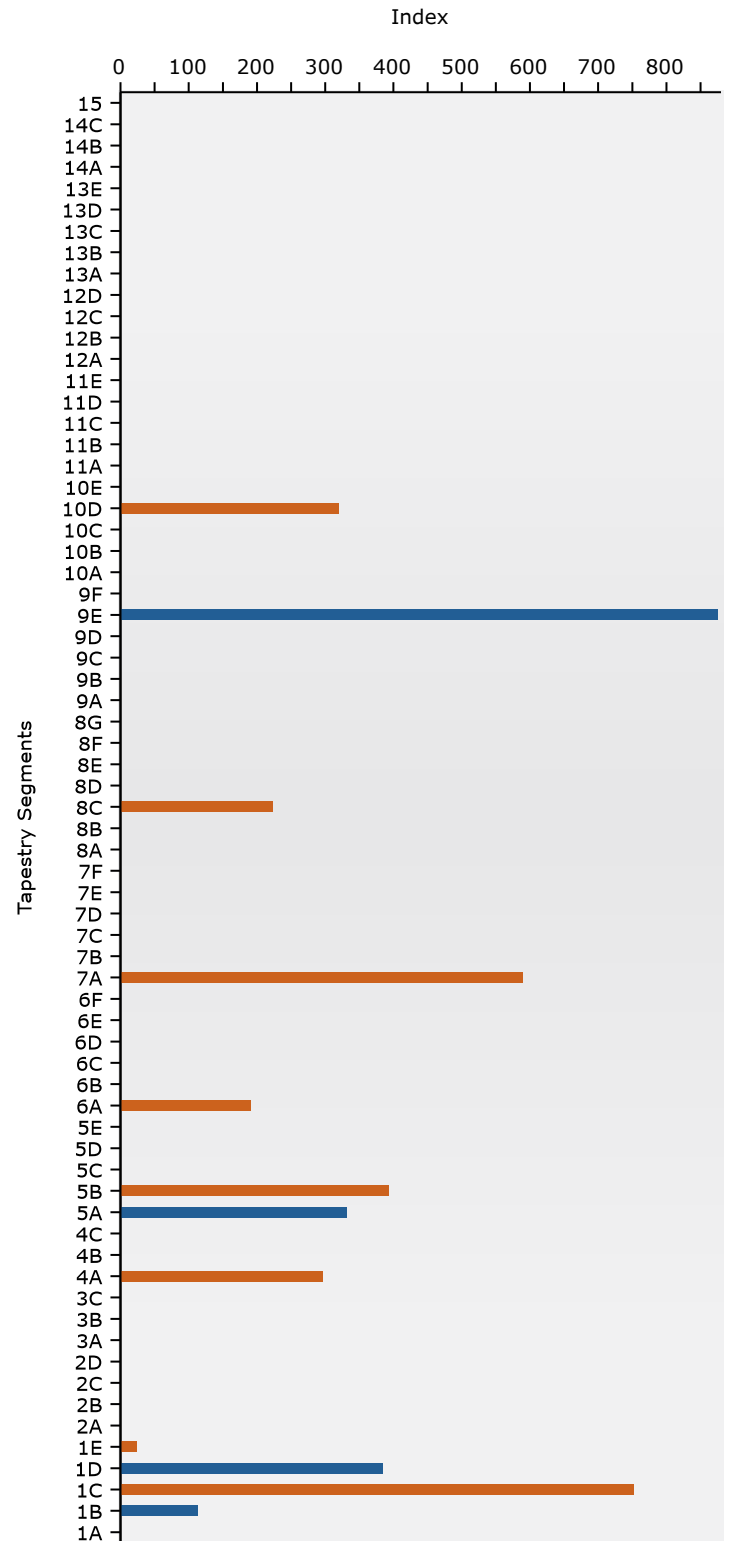
Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The index is a comparison of the percent of households or Total Population 18+ in the area, by Tapestry segment, to the percent of households or Total Population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

Source: Esri

2024 Tapestry Indexes by Households



2024 Tapestry Indexes by Total Population 18+



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

Source: Esri

Tapestry Segmentation Area Profile

City Limits
 Area: 30.1 square miles

Prepared by Esri

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	18,587	100.0%		39,201	100.0%	
1. Affluent Estates	5,452	29.3%	290	12,293	31.4%	287
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	411	2.2%	134	829	2.1%	114
Boomburbs (1C)	2,770	14.9%	755	6,464	16.5%	753
Savvy Suburbanites (1D)	2,121	11.4%	385	4,814	12.3%	385
Exurbanites (1E)	150	0.8%	42	186	0.5%	24
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	1,729	9.3%	118	3,874	9.9%	120
Workday Drive (4A)	1,729	9.3%	300	3,874	9.9%	297
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Middleburg (4C)	0	0.0%	0	0	0.0%	0
5. GenXurban	3,333	17.9%	161	6,328	16.1%	151
Comfortable Empty Nesters (5A)	1,610	8.7%	359	3,119	8.0%	332
In Style (5B)	1,723	9.3%	416	3,209	8.2%	393
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	1,186	6.4%	54	2,543	6.5%	56
Green Acres (6A)	1,186	6.4%	193	2,543	6.5%	192
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. Sprouting Explorers	3,117	16.8%	223	7,279	18.6%	213
Up and Coming Families (7A)	3,117	16.8%	577	7,279	18.6%	589
Urban Villages (7B)	0	0.0%	0	0	0.0%	0
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (7D)	0	0.0%	0	0	0.0%	0
Farm to Table (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

Tapestry Segmentation Area Profile

City Limits
 Area: 30.1 square miles

Prepared by Esri

Tapestry LifeMode Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	18,587	100.0%		39,201	100.0%	
8. Middle Ground	1,201	6.5%	60	1,864	4.8%	47
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)	1,201	6.5%	279	1,864	4.8%	223
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
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
9. Senior Styles	2,003	10.8%	186	3,547	9.0%	177
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)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,003	10.8%	909	3,547	9.0%	876
Social Security Set (9F)	0	0.0%	0	0	0.0%	0
10. Rustic Outposts	566	3.0%	38	1,473	3.8%	48
Southern Satellites (10A)	0	0.0%	0	0	0.0%	0
Rooted Rural (10B)	0	0.0%	0	0	0.0%	0
Economic BedRock (10C)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	566	3.0%	260	1,473	3.8%	320
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	0	0.0%	0	0	0.0%	0
Family Foundations (12A)	0	0.0%	0	0	0.0%	0
Traditional Living (12B)	0	0.0%	0	0	0.0%	0
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
Modest Income Homes (12D)	0	0.0%	0	0	0.0%	0
13. Next Wave	0	0.0%	0	0	0.0%	0
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (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

November 19, 2024

Tapestry Segmentation Area Profile

City Limits
 Area: 30.1 square miles

Prepared by Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	18,587	100.0%		39,201	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	1,201	6.5%	39	1,864	4.8%	27
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
Urban Edge Families (7C)	0	0.0%	0	0	0.0%	0
Forging Opportunity (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)	1,201	6.5%	279	1,864	4.8%	223
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
Diverse Convergence (13A)	0	0.0%	0	0	0.0%	0
Family Extensions (13B)	0	0.0%	0	0	0.0%	0
3. Metro Cities	3,726	20.0%	111	6,756	17.2%	103
In Style (5B)	1,723	9.3%	416	3,209	8.2%	393
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
Hometown Heritage (8G)	0	0.0%	0	0	0.0%	0
Retirement Communities (9E)	2,003	10.8%	909	3,547	9.0%	876
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)	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

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

Source: Esri

Tapestry Segmentation Area Profile

City Limits
 Area: 30.1 square miles

Prepared by Esri

Tapestry Urbanization Groups	2024 Households			2024 Adult Population		
	Number	Percent	Index	Number	Percent	Index
Total:	18,587	100.0%		39,201	100.0%	
4. Suburban Periphery	11,908	64.1%	198	26,565	67.8%	202
Top Tier (1A)	0	0.0%	0	0	0.0%	0
Professional Pride (1B)	411	2.2%	134	829	2.1%	114
Boomburbs (1C)	2,770	14.9%	755	6,464	16.5%	753
Savvy Suburbanites (1D)	2,121	11.4%	385	4,814	12.3%	385
Exurbanites (1E)	150	0.8%	42	186	0.5%	24
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
Workday Drive (4A)	1,729	9.3%	300	3,874	9.9%	297
Home Improvement (4B)	0	0.0%	0	0	0.0%	0
Comfortable Empty Nesters (5A)	1,610	8.7%	359	3,119	8.0%	332
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)	3,117	16.8%	577	7,279	18.6%	589
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)	0	0.0%	0	0	0.0%	0
Military Proximity (14A)	0	0.0%	0	0	0.0%	0
5. Semirural	566	3.0%	32	1,473	3.8%	41
Middleburg (4C)	0	0.0%	0	0	0.0%	0
Heartland Communities (6F)	0	0.0%	0	0	0.0%	0
Farm to Table (7E)	0	0.0%	0	0	0.0%	0
Senior Escapes (9D)	0	0.0%	0	0	0.0%	0
Down the Road (10D)	566	3.0%	260	1,473	3.8%	320
Small Town Sincerity (12C)	0	0.0%	0	0	0.0%	0
6. Rural	1,186	6.4%	39	2,543	6.5%	40
Green Acres (6A)	1,186	6.4%	193	2,543	6.5%	192
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
Economic BedRock (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

November 19, 2024



LifeMode Group: Sprouting Explorers

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

WHO ARE WE?

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

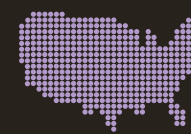
OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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

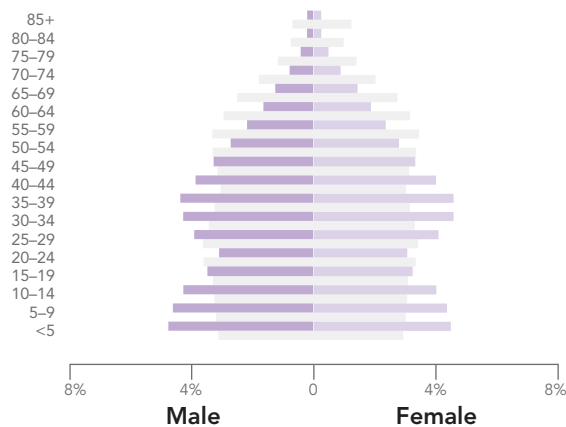
Up and Coming Families



AGE BY SEX (Esri data)

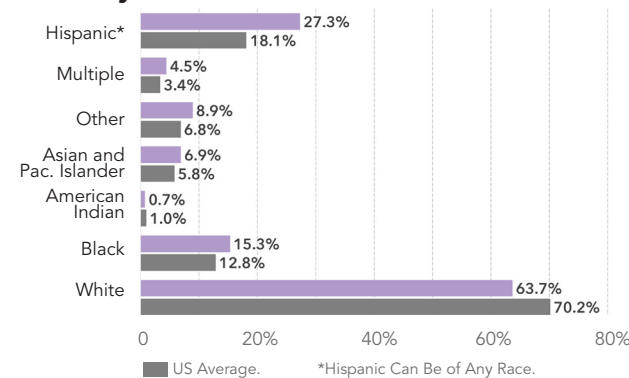
Median Age: 31.4 US: 38.2

■ 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: 73.9 US: 64.0


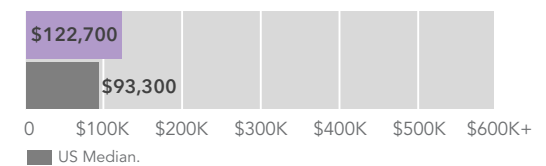
INCOME AND NET WORTH

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

Median Household Income

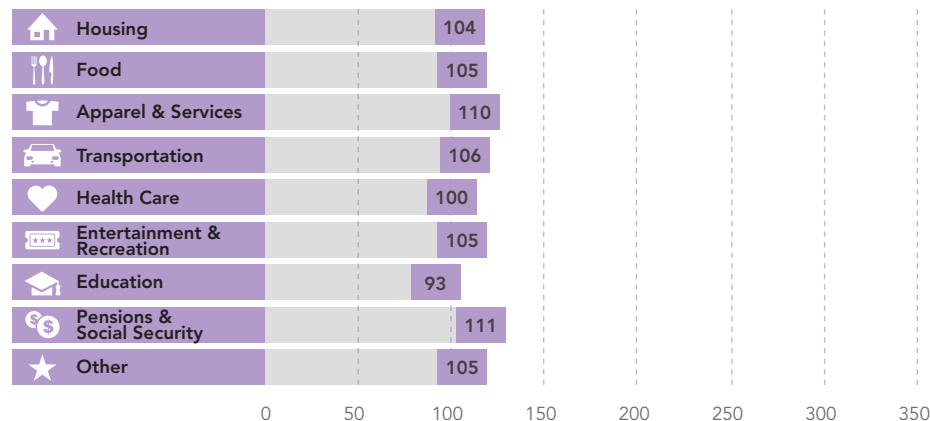


Median Net Worth



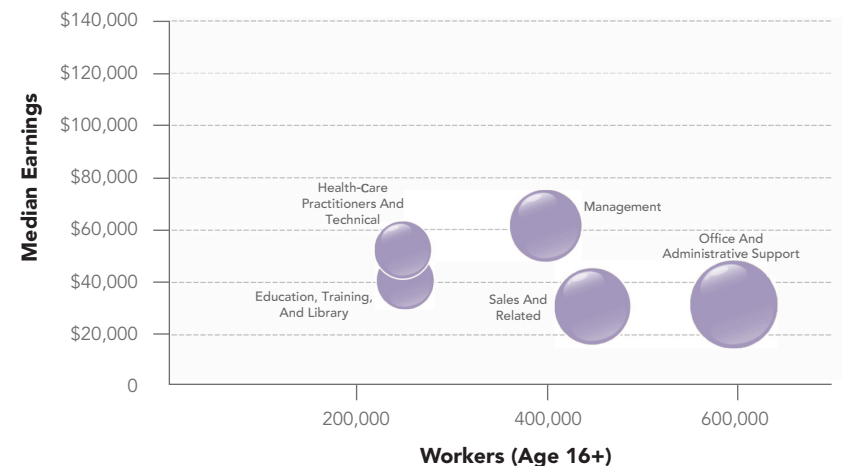
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

HOUSING

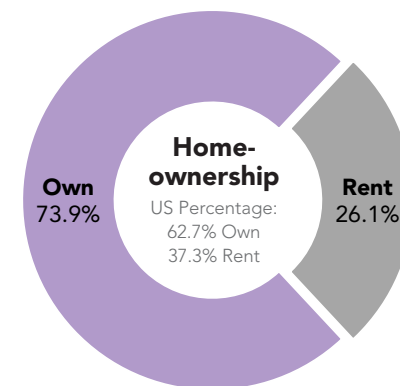
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

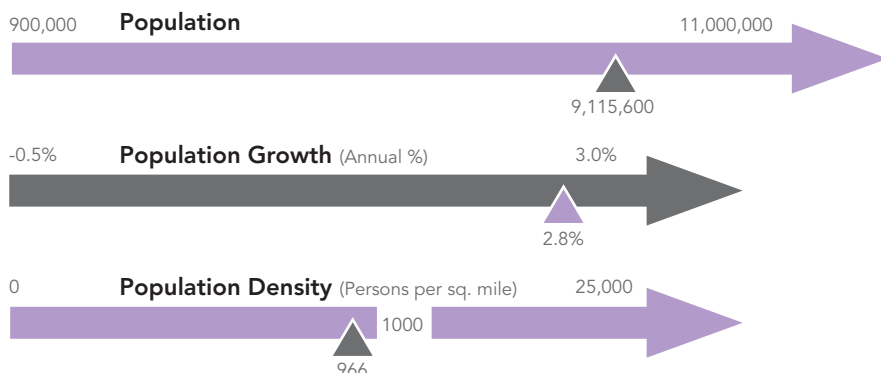
Median Value:
\$194,400

US Median: \$207,300



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.

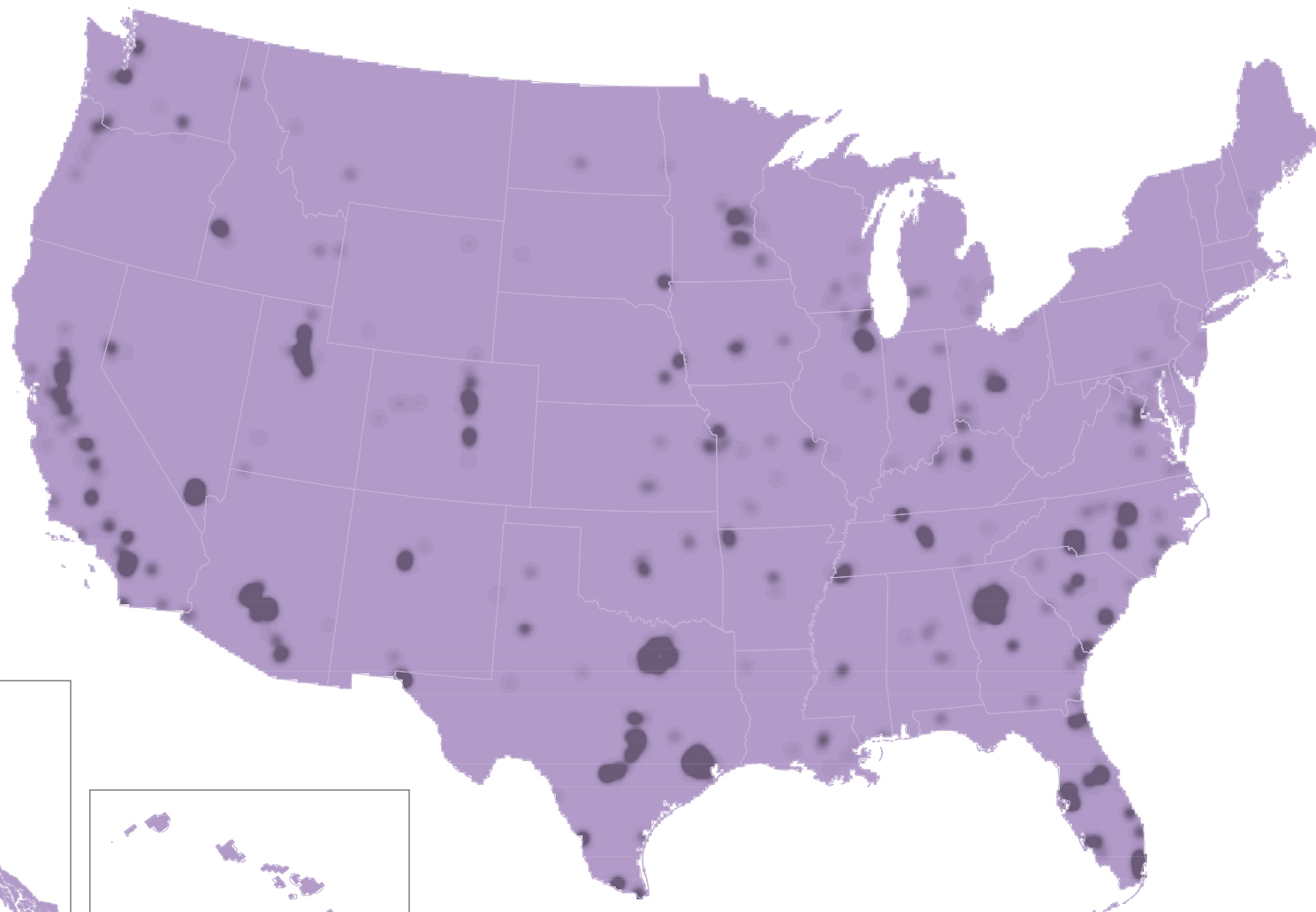
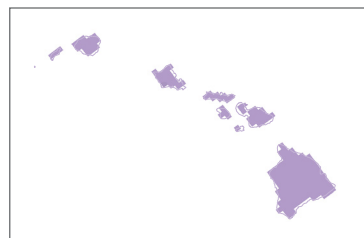
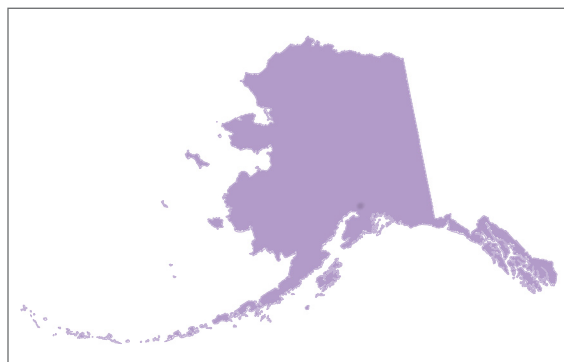


Up and Coming Families



SEGMENT DENSITY

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





LifeMode Group: Affluent Estates

Boomburbs



Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: \$113,400

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



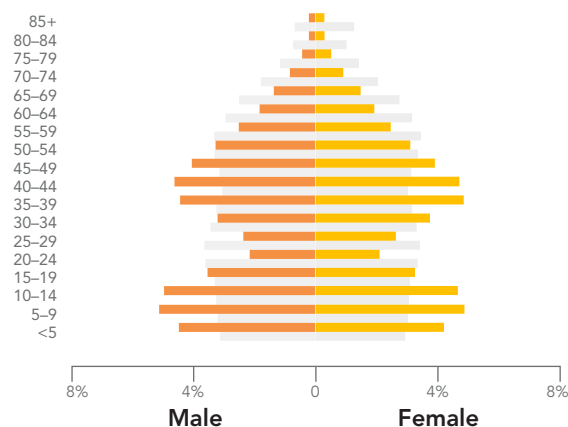
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

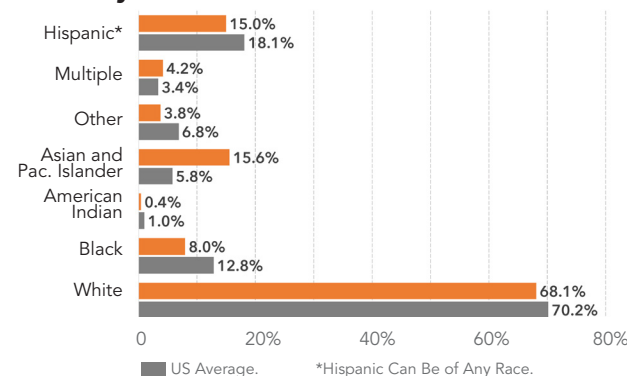
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **63.2** US: 64.0



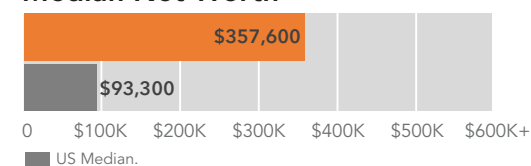
INCOME AND NET WORTH

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

Median Household Income

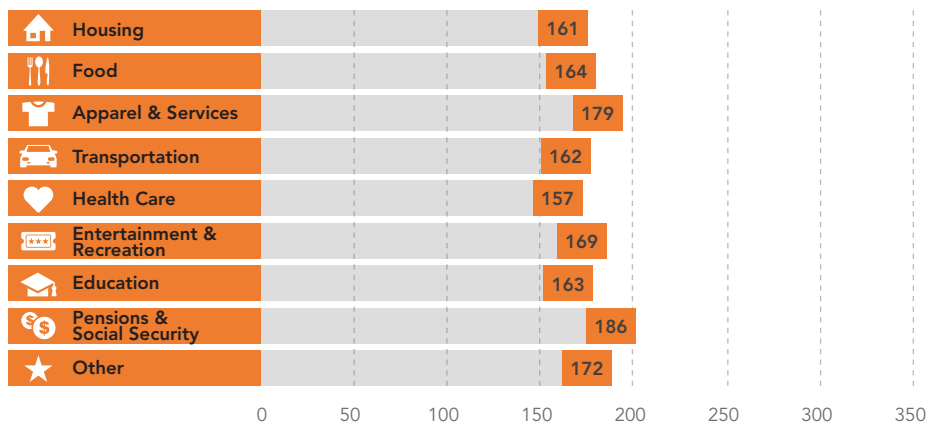


Median Net Worth



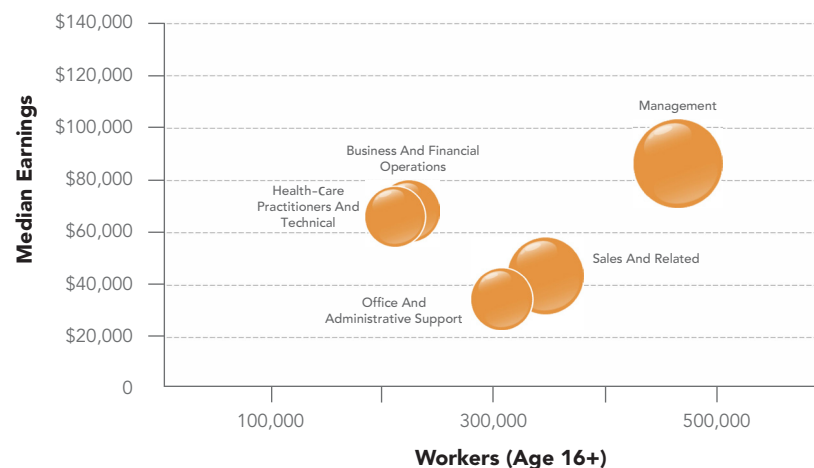
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

HOUSING

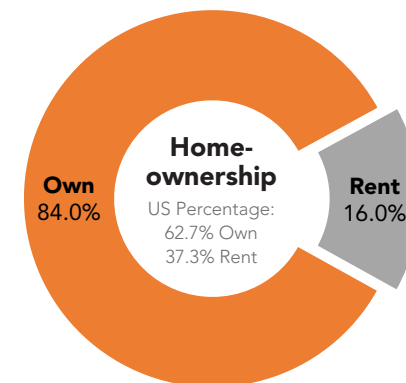
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

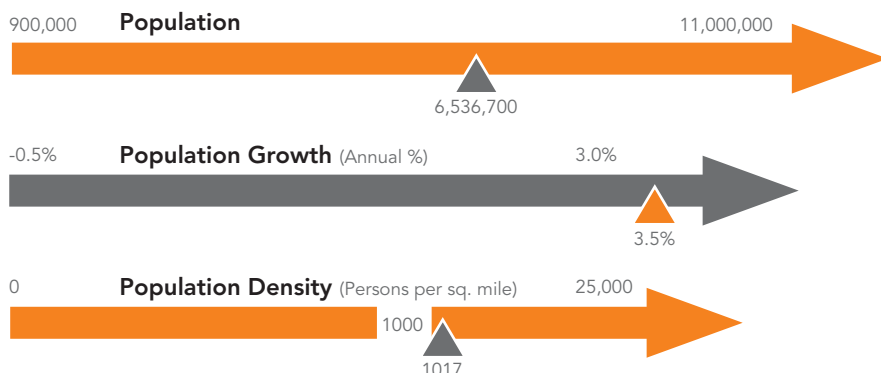
Median Value:
\$350,000

US Median: \$207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Affluent Estates

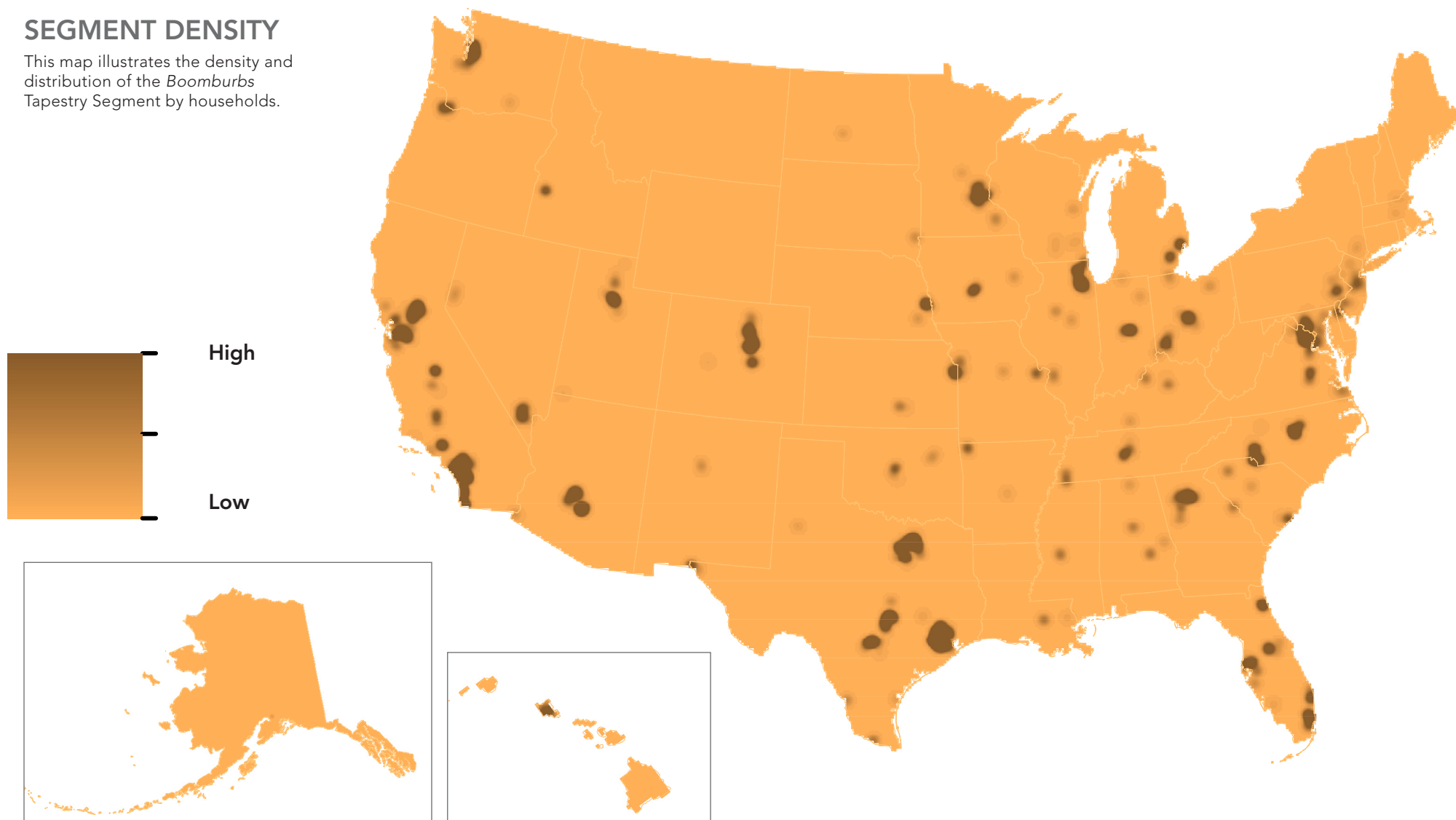
Boomburbs



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Affluent Estates

Savvy Suburbanites



Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



LifeMode Group: Affluent Estates

Savvy Suburbanites

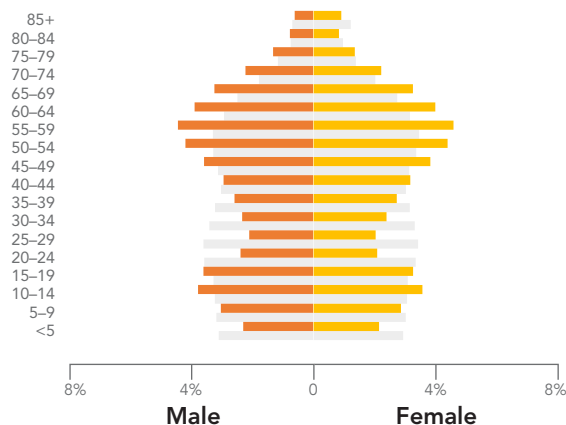


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **45.1** US: 38.2

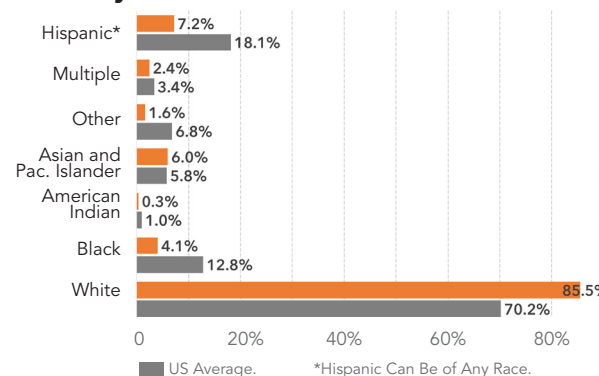
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **36.2** US: 64.0



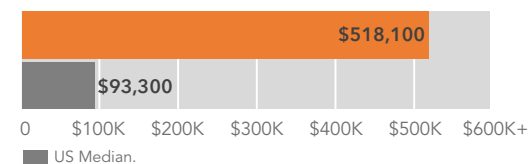
INCOME AND NET WORTH

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

Median Household Income

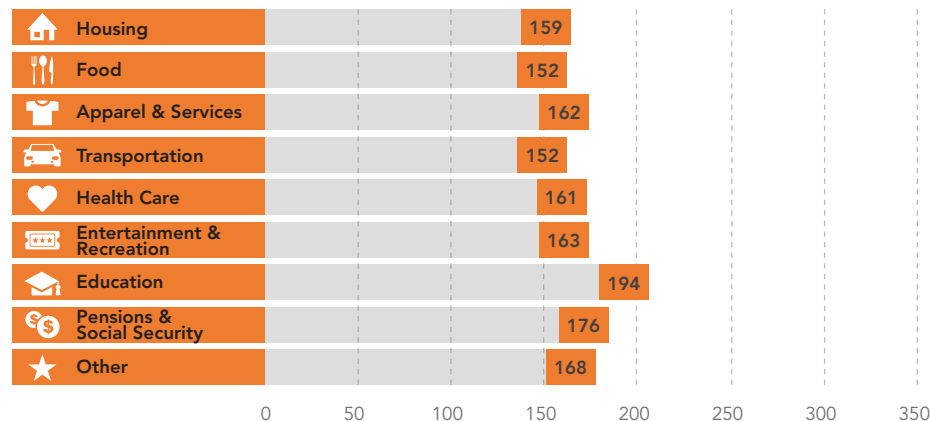


Median Net Worth



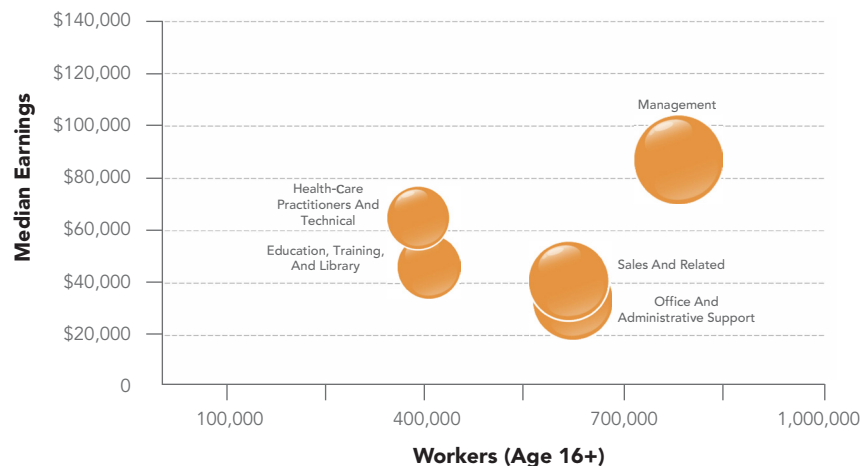
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





LifeMode Group: Affluent Estates

Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

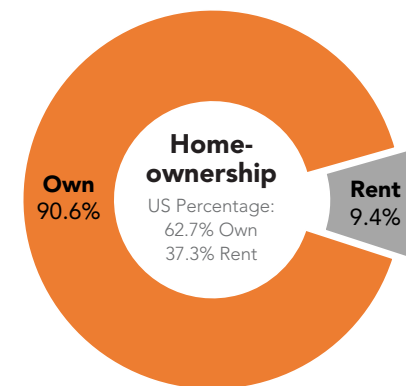
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

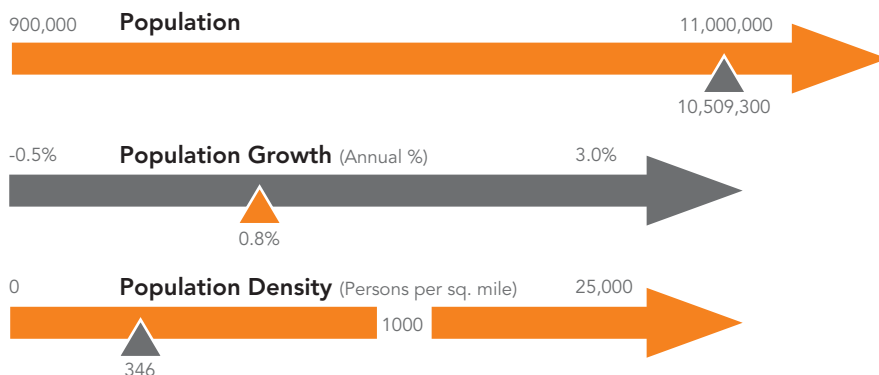
Median Value:
\$362,900

US Median: \$207,300



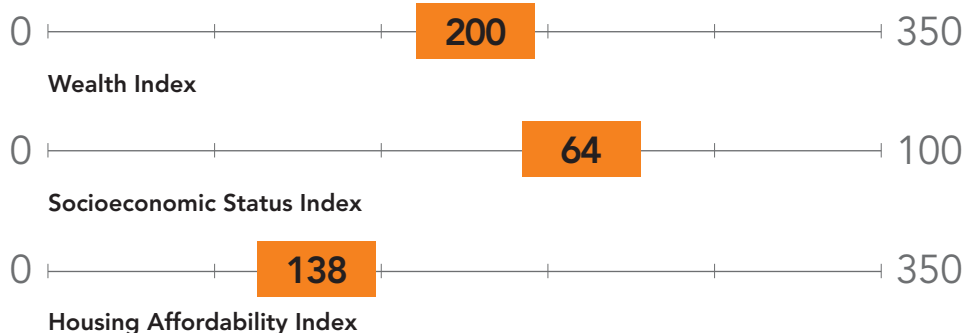
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Affluent Estates

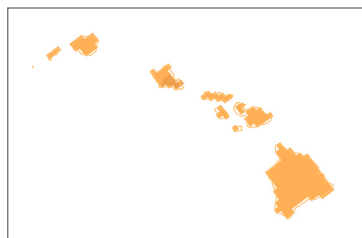
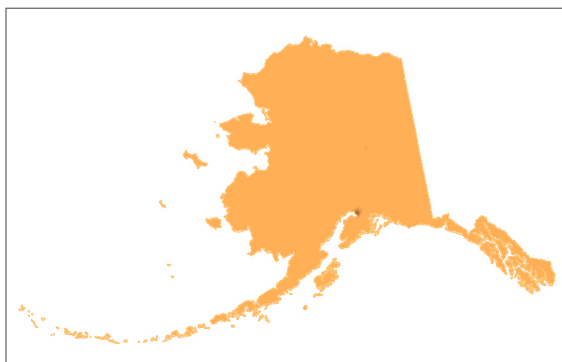
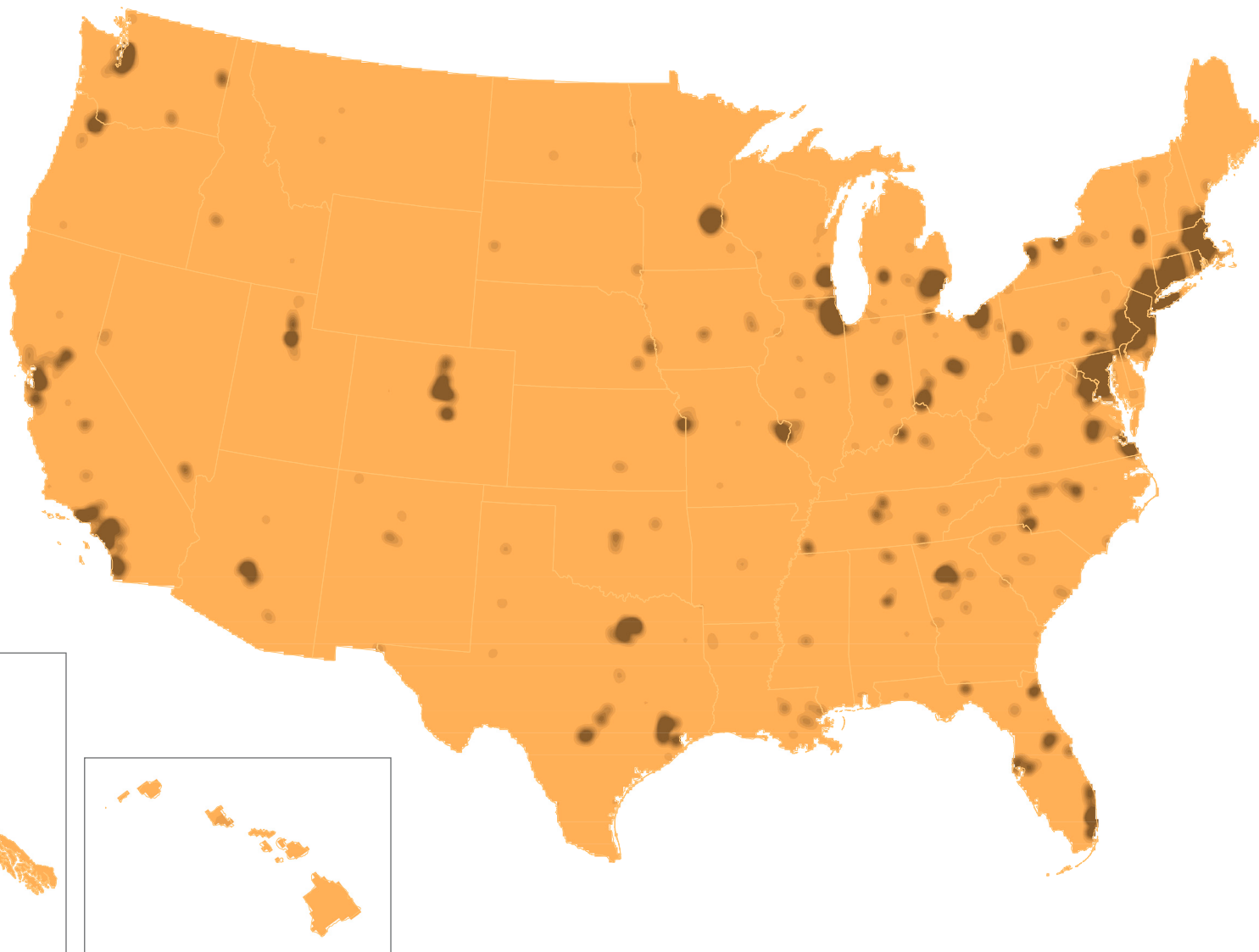
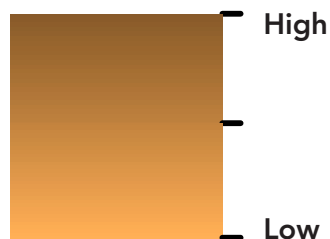
Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Senior Styles

Retirement Communities

9E

Households: 1,501,100

Average Household Size: 1.88

Median Age: 53.9

Median Household Income: \$40,800

WHO ARE WE?

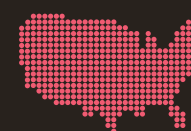
Retirement Communities neighborhoods are evenly distributed across the country. They combine single-family homes and independent living with apartments, assisted living, and continuous care nursing facilities. Over half of the housing units are in multiunit structures, and the majority of residents have a lease. This group enjoys watching cable TV and stays up-to-date with newspapers and magazines. Residents take pride in fiscal responsibility and keep a close eye on their finances. Although income and net worth are below national averages, residents enjoy going to the movies, fishing, and taking vacations. While some residents enjoy cooking, many would rather dine out.

OUR NEIGHBORHOOD

- Much of the housing was built in the 1970s and 1980s—a mix of single-family homes and large multiunit structures that function at various levels of senior care.
- Small household size; many residents have outlived their partners and live alone.
- Over half of the homes are renter occupied.
- Average rent is slightly below the US average.
- Nearly one in five households has no vehicle.

SOCIOECONOMIC TRAITS

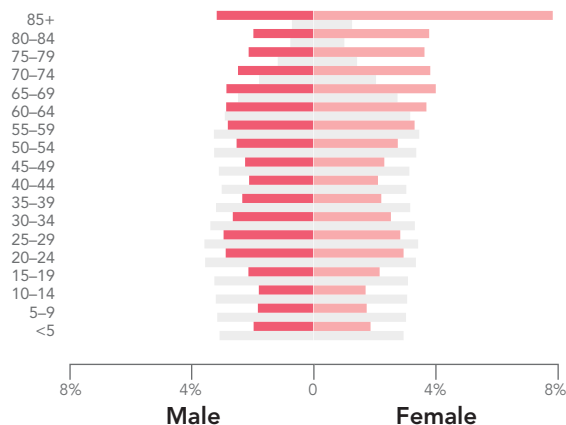
- Brand loyal, this segment will spend a little more for their favorite brands, but most likely they will have a coupon.
- Frugal, they pay close attention to finances.
- They prefer reading magazines over interacting with computers.
- They are health conscious and prefer name-brand drugs.



AGE BY SEX (Esri data)

Median Age: 53.9 US: 38.2

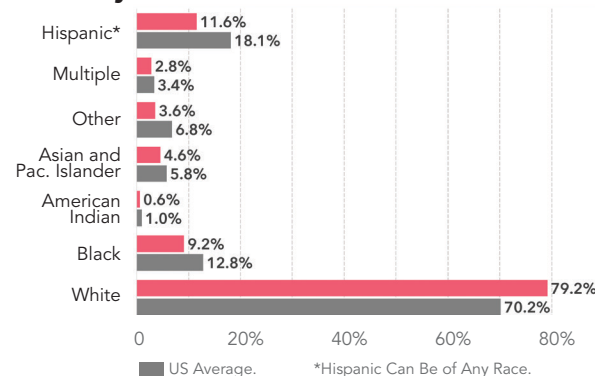
■ Indicates US



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: 49.4 US: 64.0



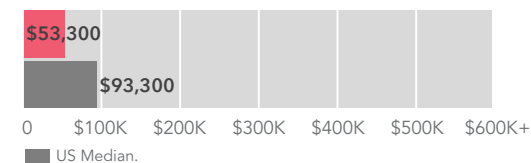
INCOME AND NET WORTH

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

Median Household Income

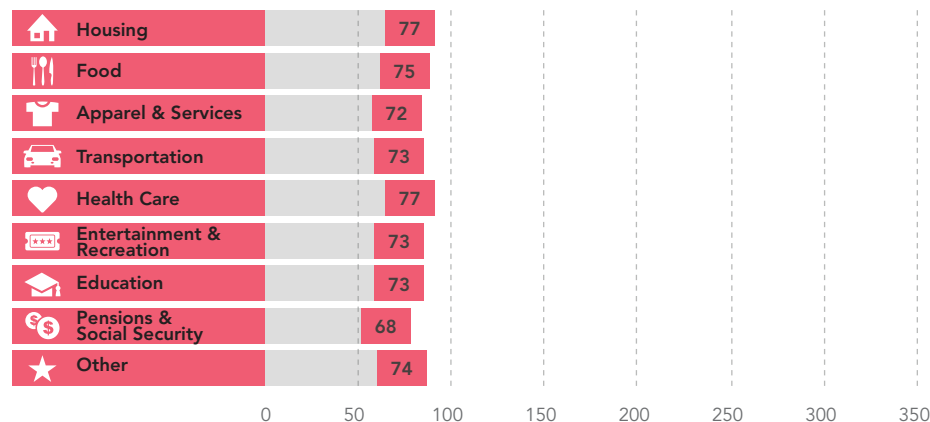


Median Net Worth



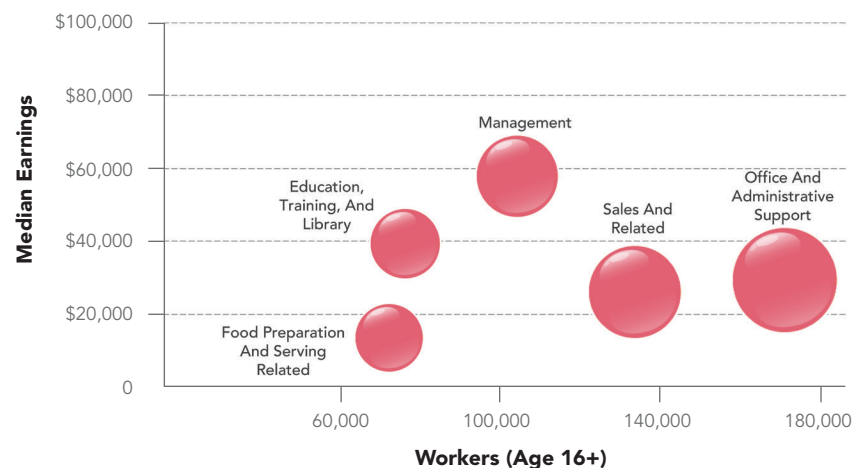
AVERAGE HOUSEHOLD BUDGET INDEX

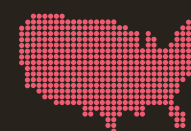
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Enjoy hard-cover books, book clubs, crossword puzzles, and Sudoku.
- Contribute to political organizations and other groups.
- Entertainment preferences: playing cards and reading books.
- Prefer watching cable TV, including premium channels like HBO and Cinemax.
- Like to travel—including visits to foreign countries.
- Shop at diverse, large retail chains like Sears, Family Dollar, Target, and Walmart for convenience.

HOUSING

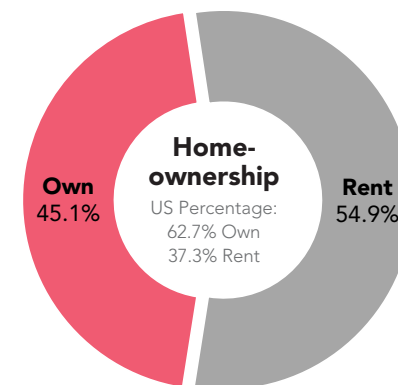
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Multiunits; Single Family

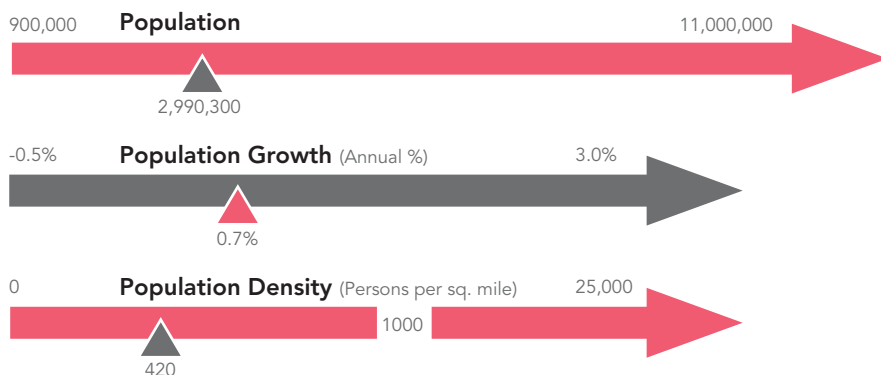
Average Rent:
\$1,013

US Average: \$1,038



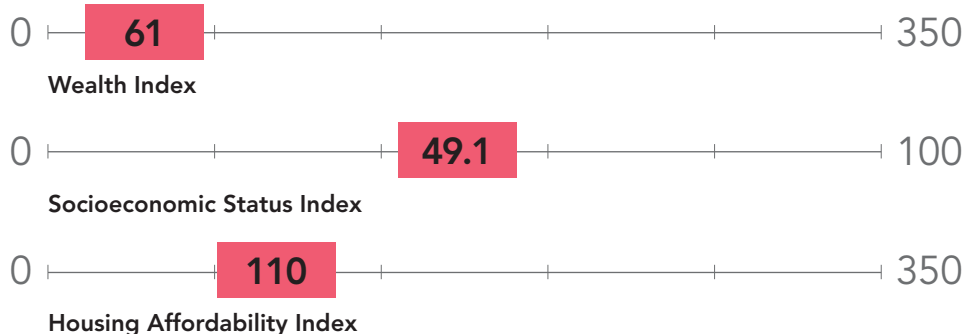
POPULATION CHARACTERISTICS

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



ESRI INDEXES

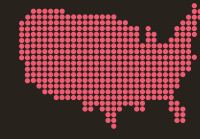
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





LifeMode Group: Senior Styles

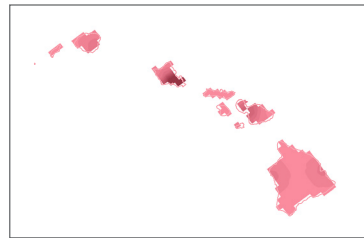
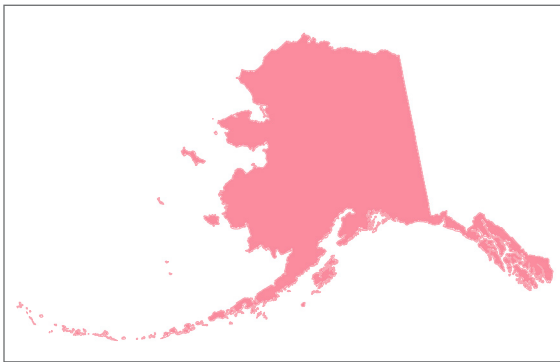
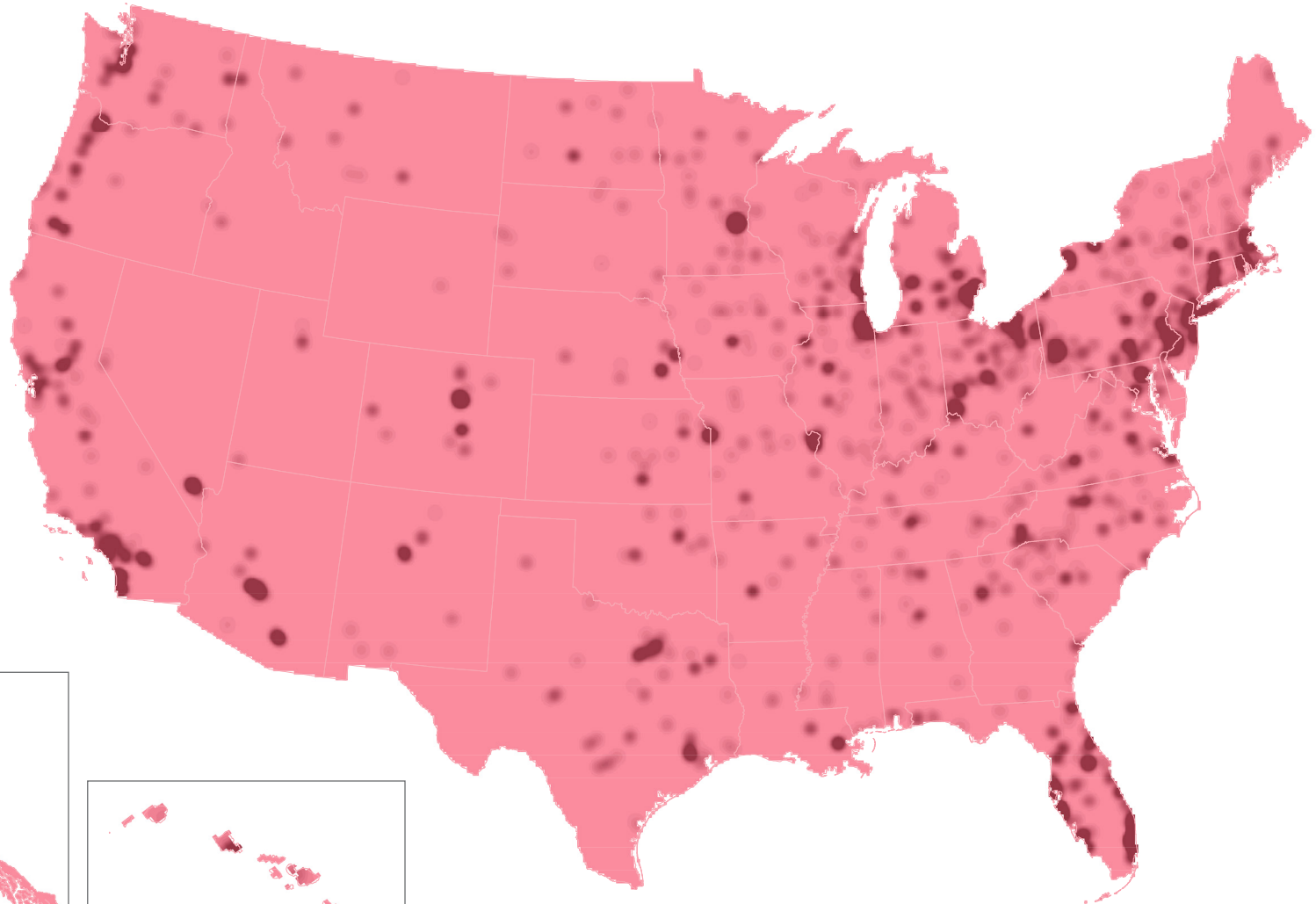
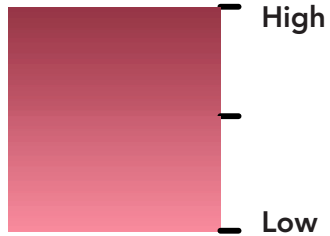
Retirement Communities



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Family Landscapes

Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

WHO ARE WE?

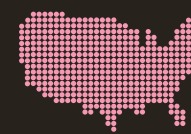
Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children.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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

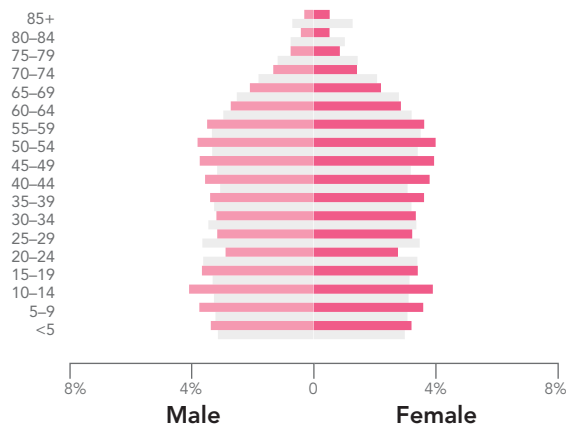
- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; two out of three households include two plus workers (Index 124).
- Connected, with a host of wireless devices—anything that enables convenience, like banking, paying bills,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



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

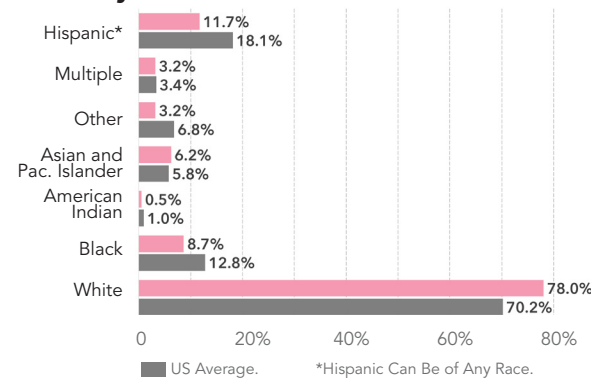
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

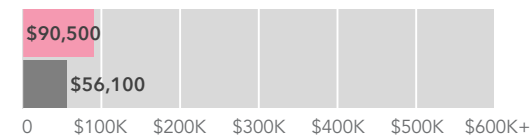
Diversity Index: **50.8** US: 64.0



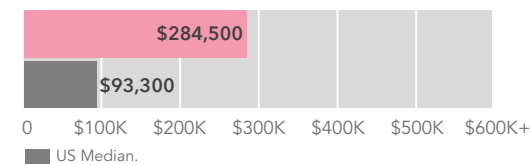
INCOME AND NET WORTH

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

Median Household Income

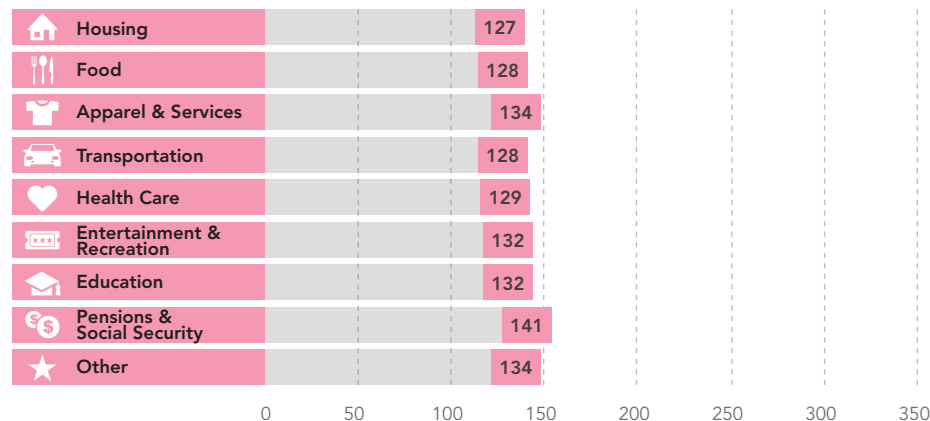


Median Net Worth



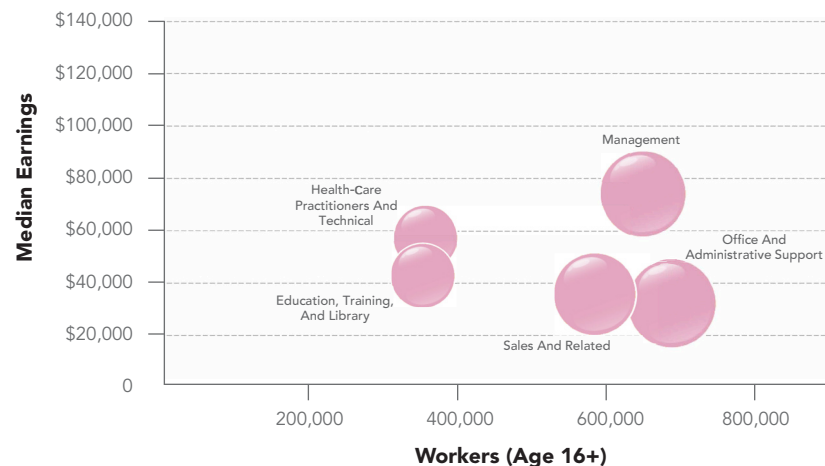
AVERAGE HOUSEHOLD BUDGET INDEX

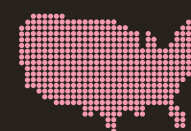
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Most households own at least two vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like four plus televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

HOUSING

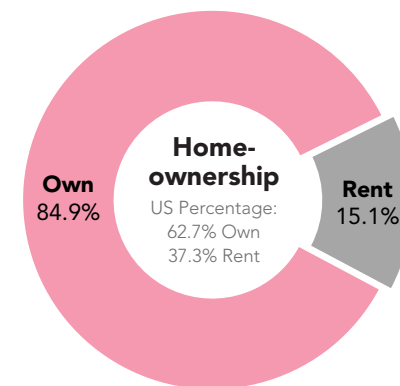
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

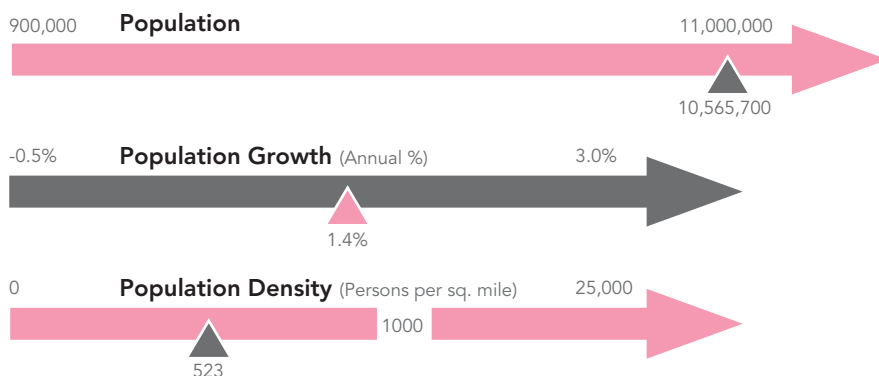
Median Value:
\$257,400

US Median: \$207,300



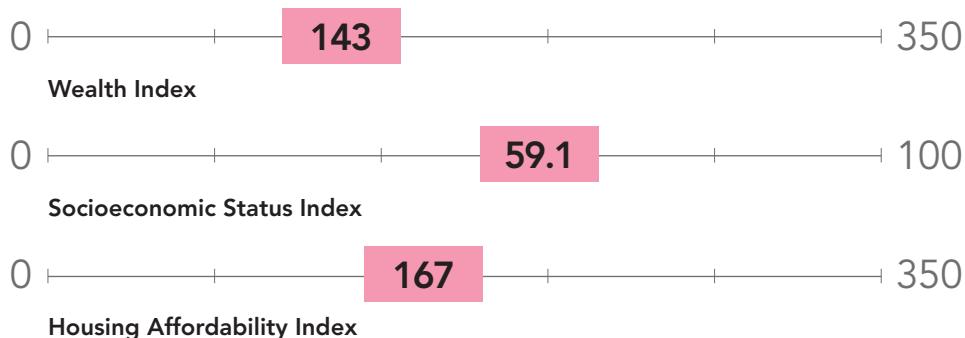
POPULATION CHARACTERISTICS

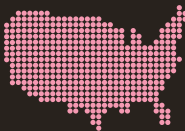
Total population, average annual population change since Census 2010, and average density (population per square mile) are displayed for the market relative to the size and change among all Tapestry markets. Data estimated by Esri.



ESRI INDEXES

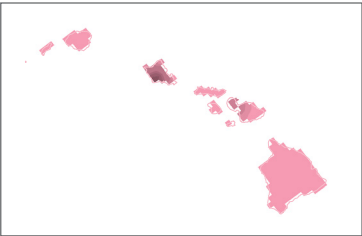
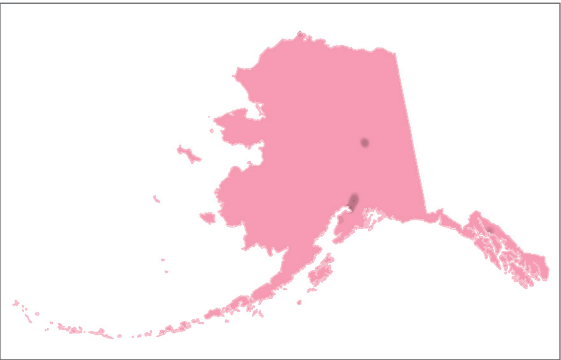
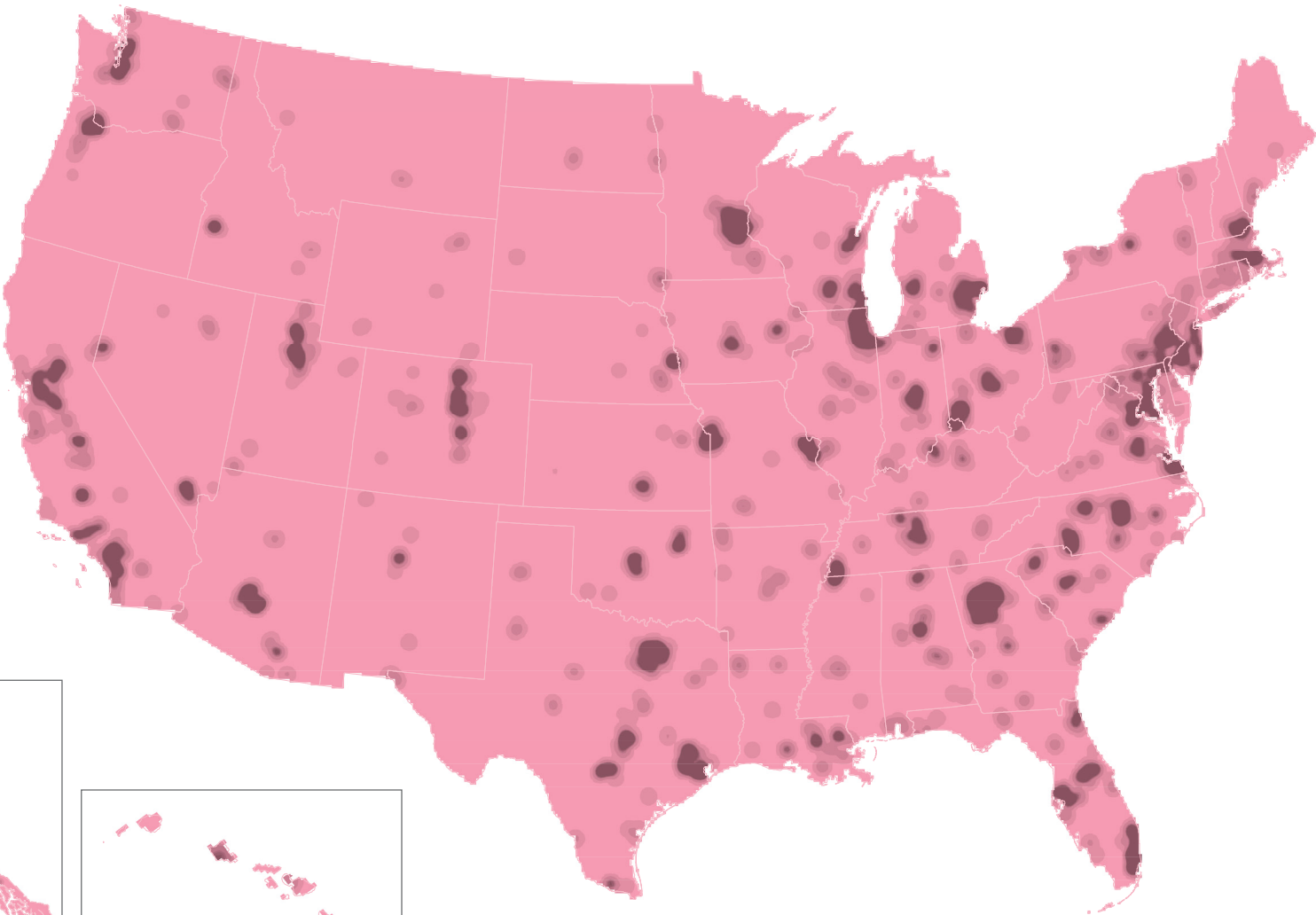
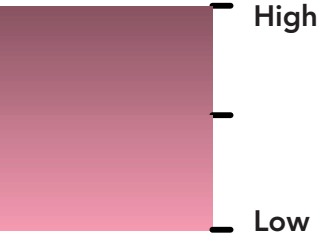
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: GenXurban

In Style

5B

Households: 2,764,500

Average Household Size: 2.35

Median Age: 42.0

Median Household Income: \$73,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

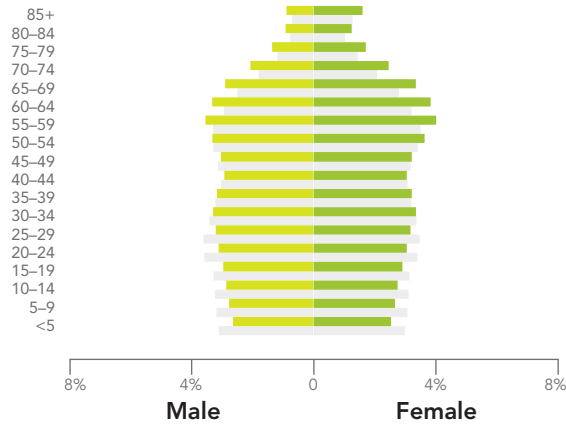
- College educated: 48% are graduates (Index 155); 77% with some college education.
- Higher labor force participation rate is at 67% (Index 108) with proportionately more two-worker households (Index 110).
- Median household income of \$73,000 reveals an affluent market with income supplemented by investments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



AGE BY SEX (Esri data)

Median Age: 42.0 US: 38.2

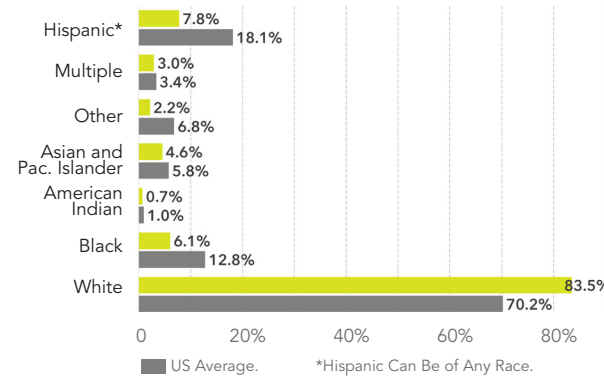
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

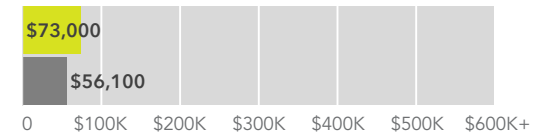
Diversity Index: 39.8 US: 64.0



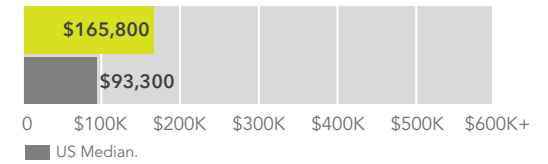
INCOME AND NET WORTH

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

Median Household Income

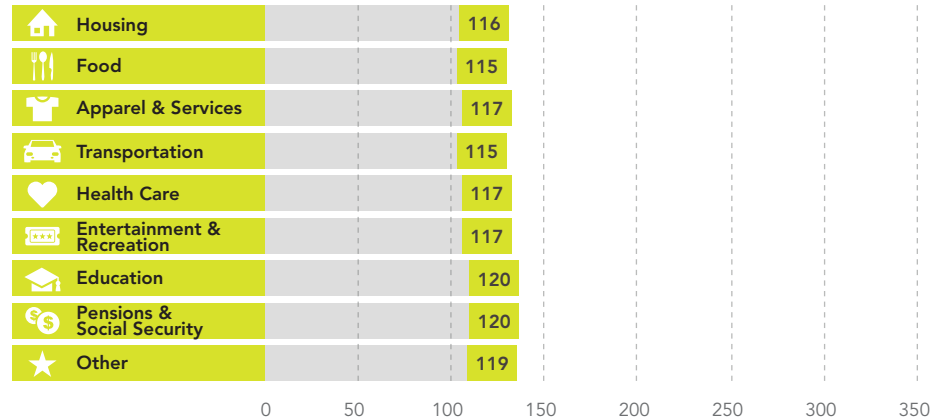


Median Net Worth



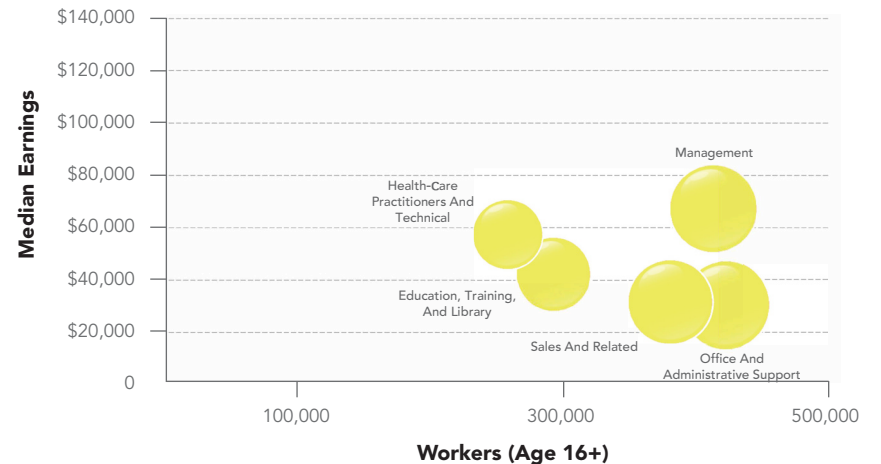
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Partial to late model SUVs: compact SUVs are gaining popularity.
- Homes integral part of their style; invest in home remodeling/maintenance, DIY or contractors; housekeeping hired.
- Prefer organic foods, including growing their own vegetables.
- Financially active, own a variety of investments often managed by a financial planner.
- Meticulous planners, both well insured and well invested in retirement savings.
- Generous with support of various charities and causes.
- Actively support the arts, theater, concerts, and museums.

HOUSING

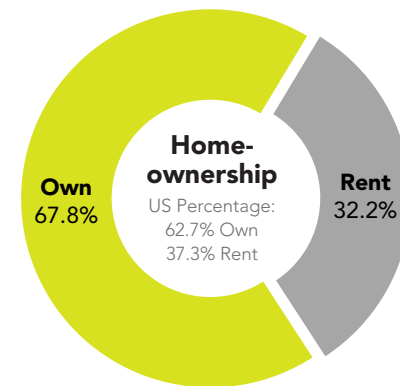
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

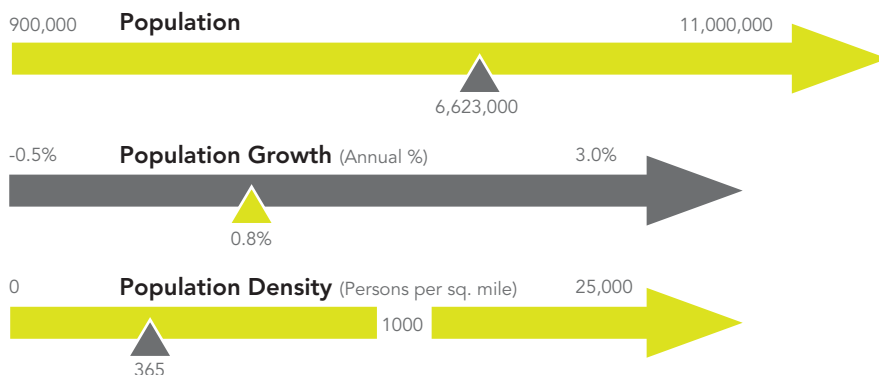
Median Value:
\$243,900

US Median: \$207,300



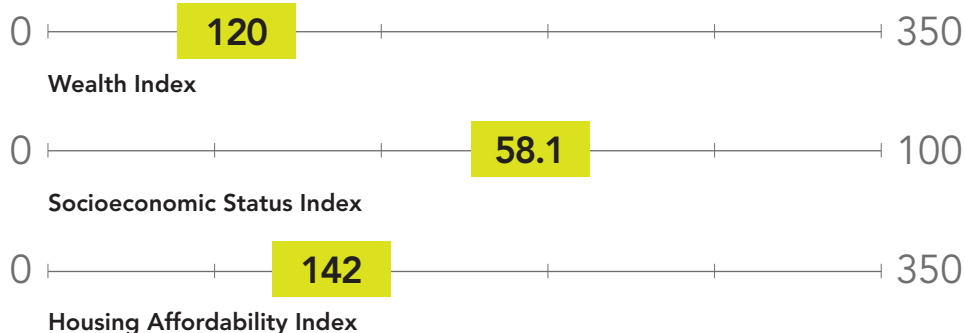
POPULATION CHARACTERISTICS

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



ESRI INDEXES

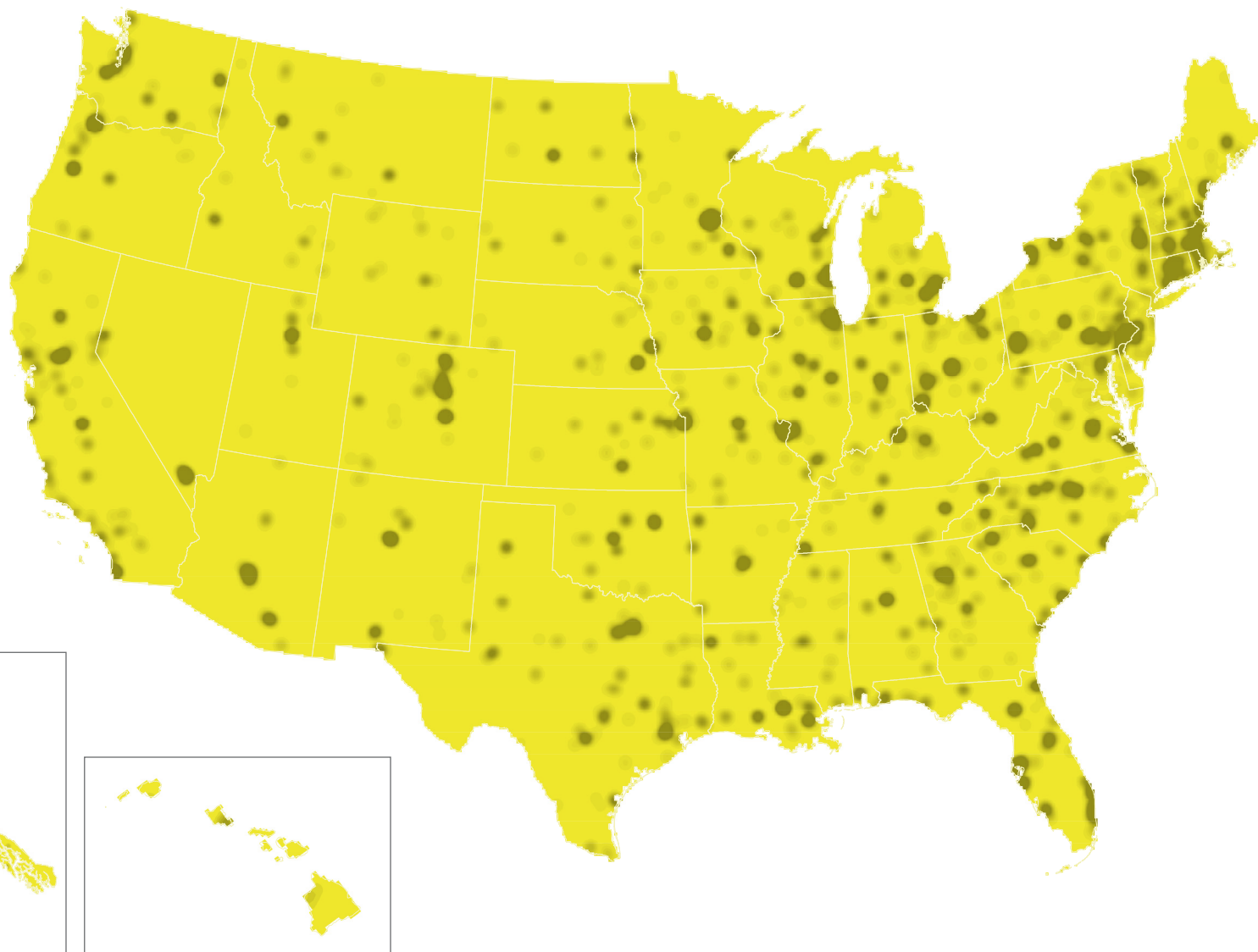
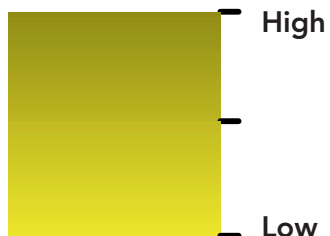
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: GenXurban

Comfortable Empty Nesters

5A

Households: 3,024,200

Average Household Size: 2.52

Median Age: 48.0

Median Household Income: \$75,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

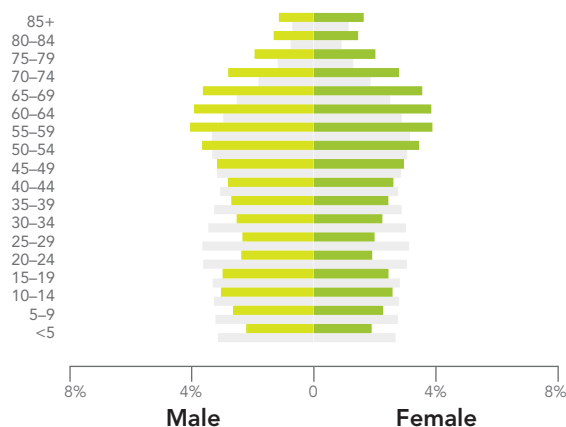
- Education: 36% college graduates; nearly 68% with some college education.
- Average labor force participation at 61%.
- Most households' income from wages or salaries, but a third also draw income from investments (Index 150) and retirement (Index 159).
- *Comfortable Empty Nesters* residents physically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



AGE BY SEX (Esri data)

Median Age: **48.0** US: 38.2

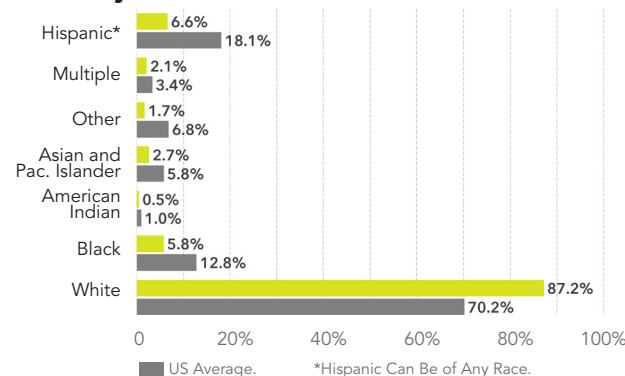
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **33.0** US: 64.0



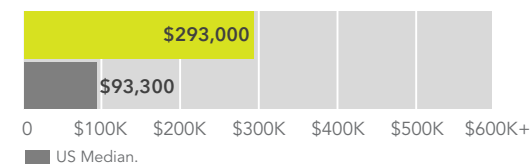
INCOME AND NET WORTH

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

Median Household Income

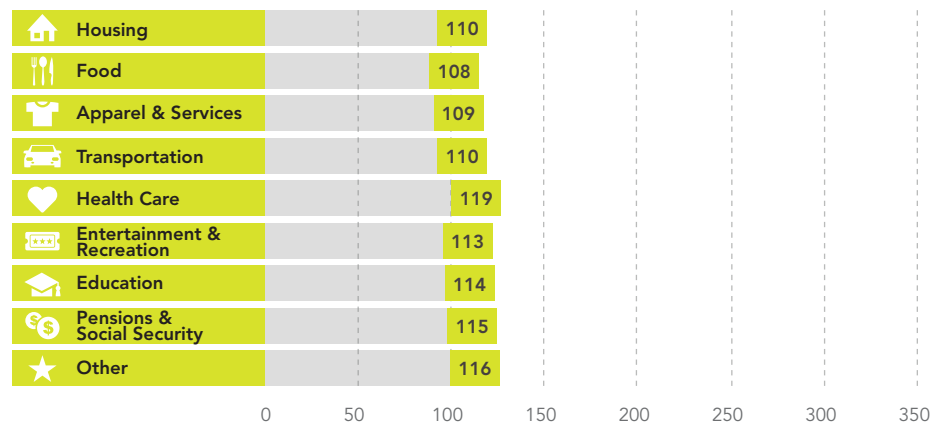


Median Net Worth



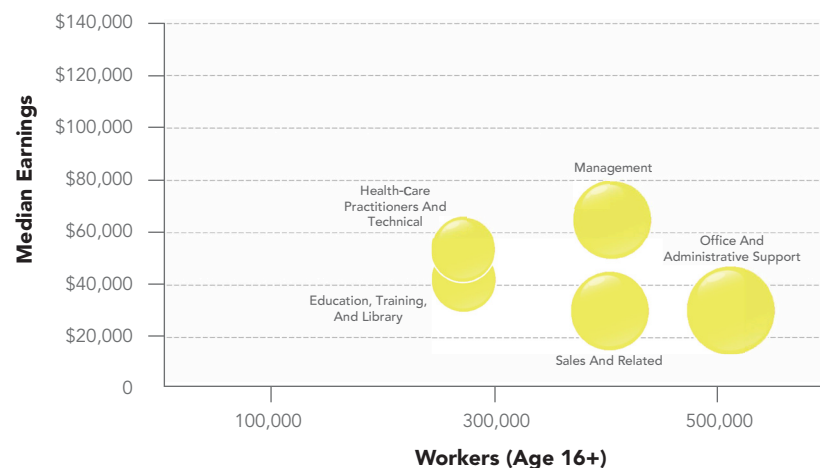
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

HOUSING

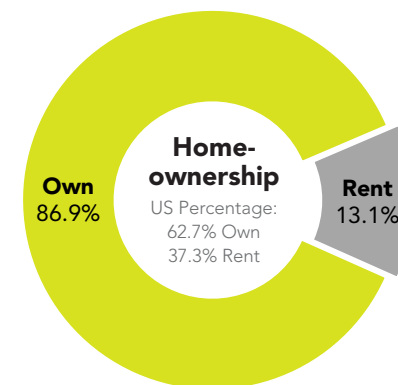
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

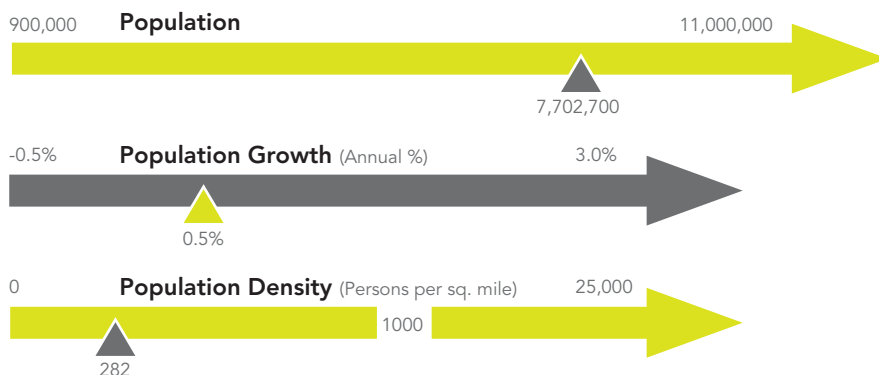
Median Value:
\$203,400

US Median: \$207,300



POPULATION CHARACTERISTICS

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



ESRI INDEXES

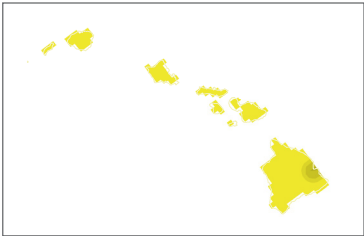
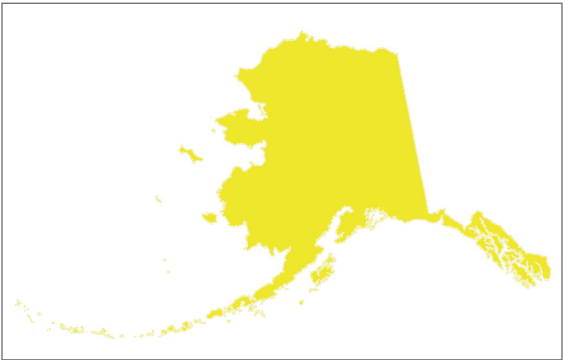
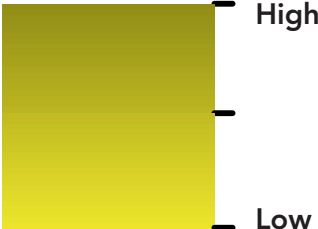
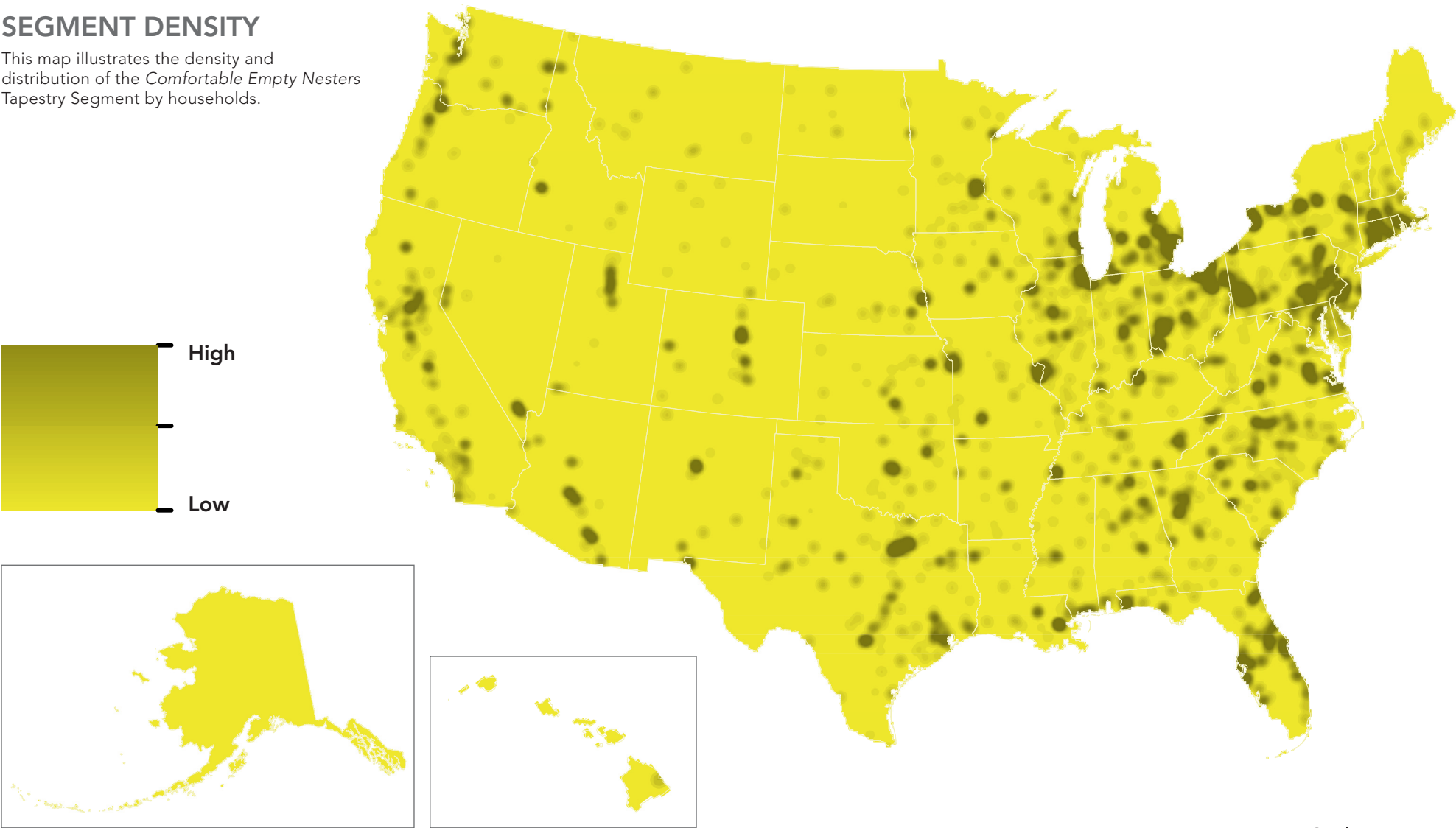
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Middle Ground

Bright Young Professionals

8C

Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: \$54,000

WHO ARE WE?

Bright Young Professionals is a large market, primarily located in urban outskirts of large metropolitan areas. These communities are home to young, educated, working professionals. More than one out of three householders are under the age of 35. Slightly more diverse couples dominate this market, with more renters than homeowners. More than two-fifths of the households live in single-family homes; over a third live in 5+ unit buildings. Labor force participation is high, generally white-collar work, with a mix of food service and part-time jobs (among the college students). Median household income, median home value, and average rent are close to the US values. Residents of this segment are physically active and up on the latest technology.

OUR NEIGHBORHOOD

- Approximately 57% of the households rent; 43% own their homes.
- Household type is primarily couples, married (or unmarried), with above-average concentrations of both single-parent (Index 125) and single-person (Index 115) households.
- Multiunit buildings or row housing make up 56% of the housing stock (row housing [Index 178], buildings with 5–19 units [Index 275]); 43% built 1980–99.
- Average rent mirrors the US (Index 100).
- Lower vacancy rate is at 8.2%.

SOCIOECONOMIC TRAITS

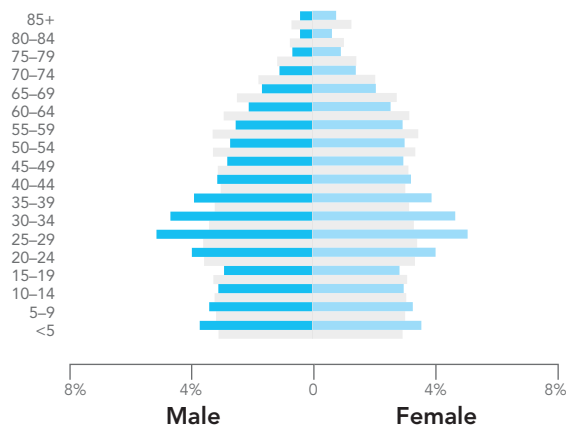
- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the internet.
- Concern about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



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

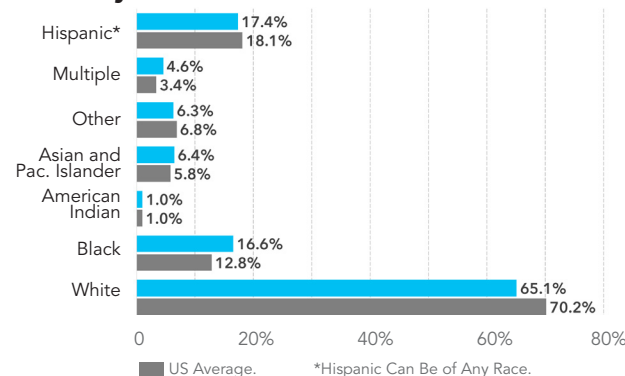
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **67.5** US: 64.0



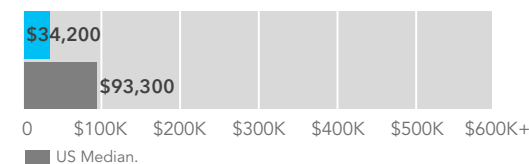
INCOME AND NET WORTH

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

Median Household Income

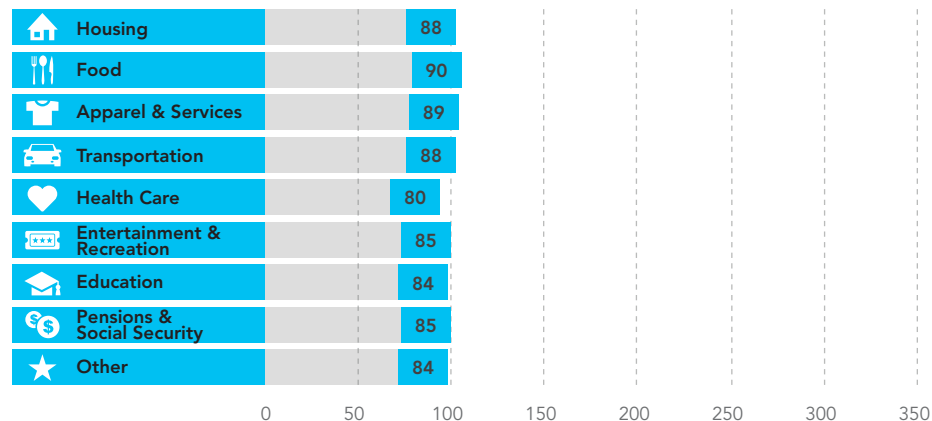


Median Net Worth



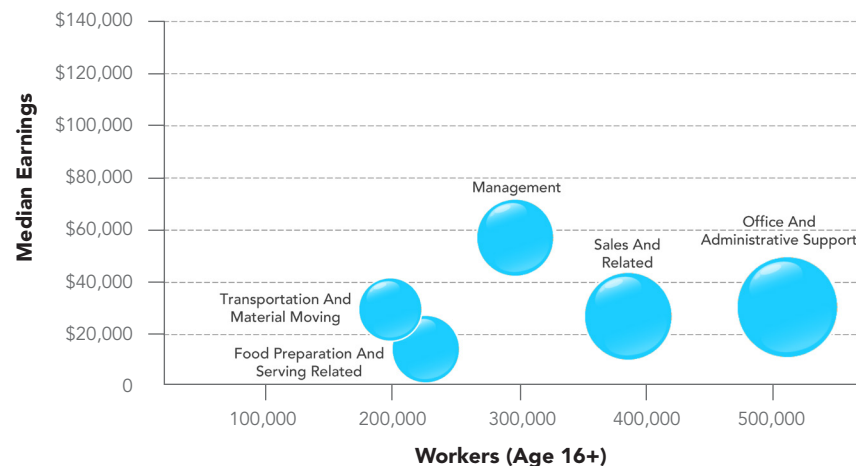
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Own retirement savings and student loans.
- Own newer computers (desktop, laptop, or both), iPods, and 2+ TVs.
- Go online and use mobile devices for banking, access YouTube or Facebook, visit blogs, download movies, and play games.
- Use cell phones to text, redeem mobile coupons, listen to music, and check for news and financial information.
- Find leisure going to bars/clubs, attending concerts, going to the beach.
- Enjoy a variety of sports, including backpacking, rock climbing, football, Pilates, running, and yoga.
- Eat out often at fast-food and family restaurants.

HOUSING

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



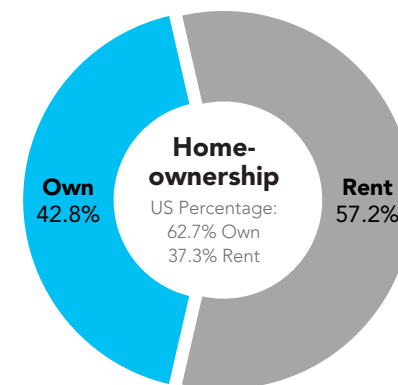
Typical Housing:

Single Family;
Multi-Units

Average Rent:

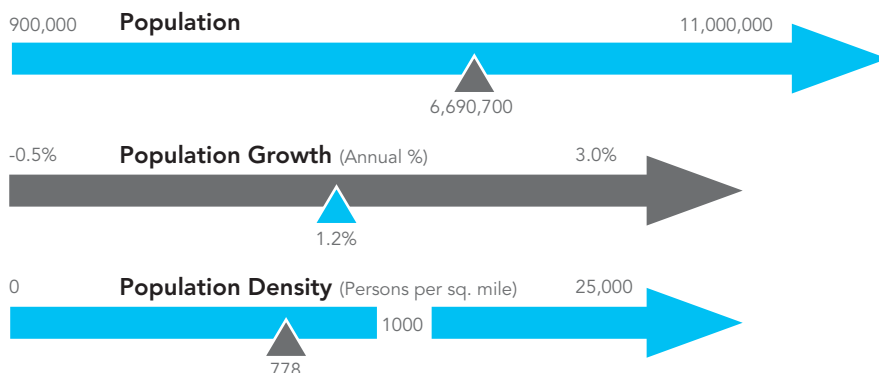
\$1,042

US Average: \$1,038



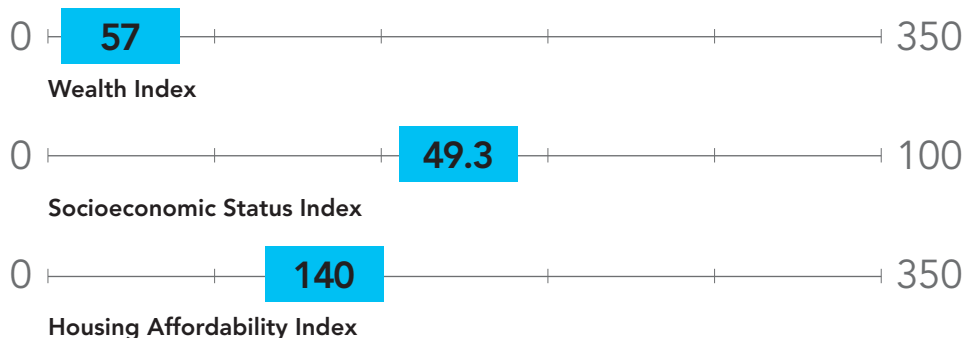
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Middle Ground

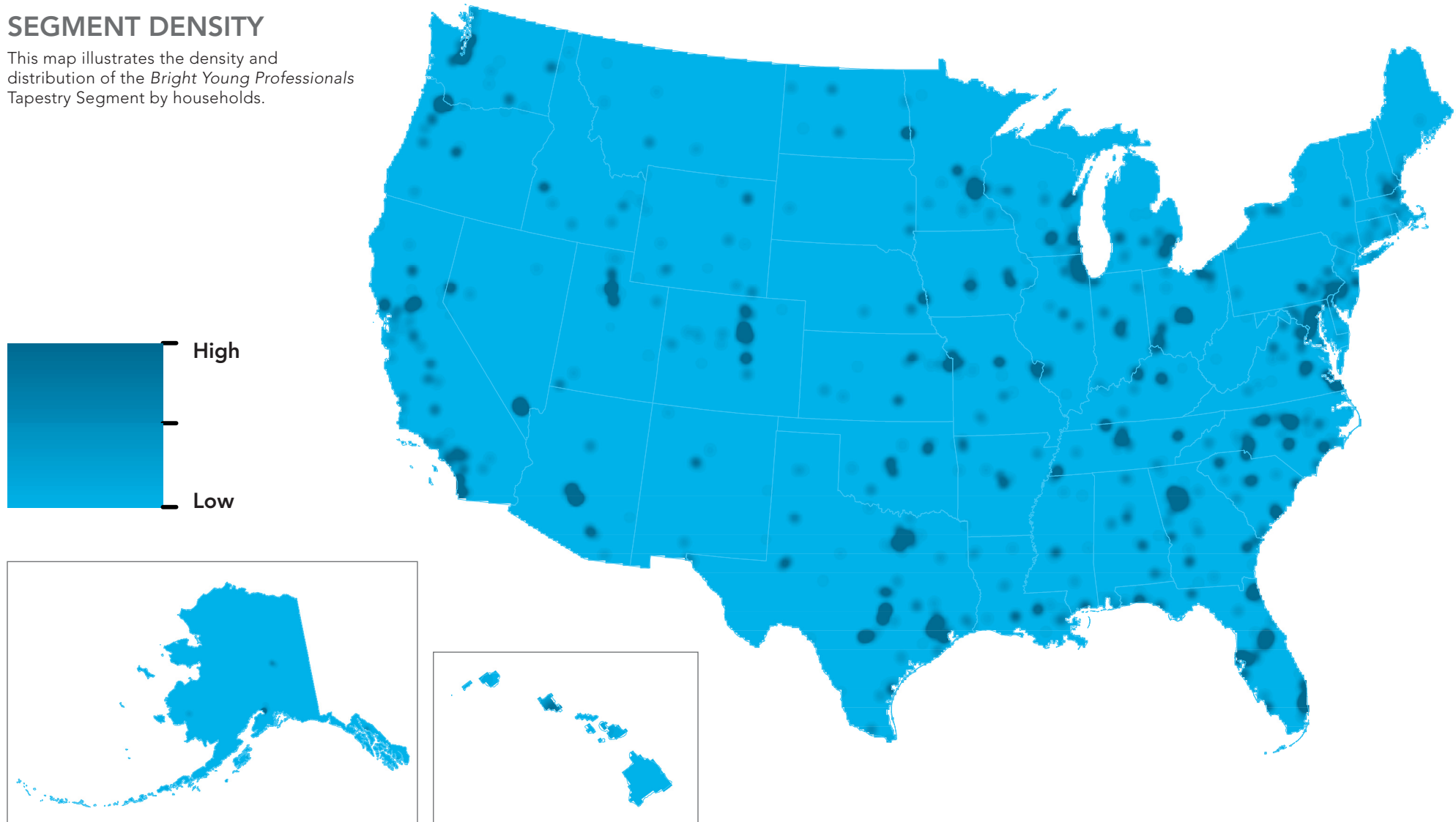
Bright Young Professionals



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Cozy Country Living

Green Acres

6A

Households: 3,923,400

Average Household Size: 2.70

Median Age: 43.9

Median Household Income: \$76,800

WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. Avid do-it-yourselfers, they maintain and remodel their homes with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf.

OUR NEIGHBORHOOD

- This large segment is concentrated in rural enclaves in metropolitan areas.
- Primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



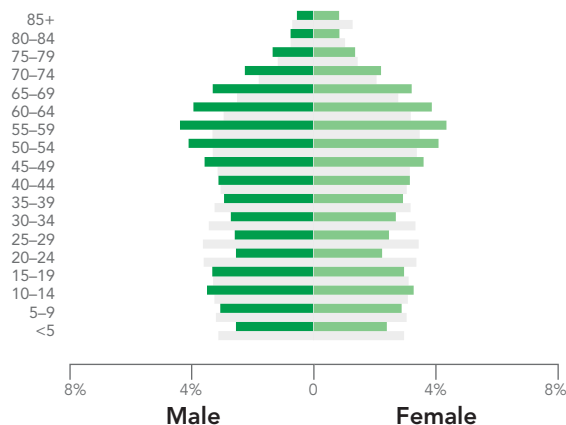
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

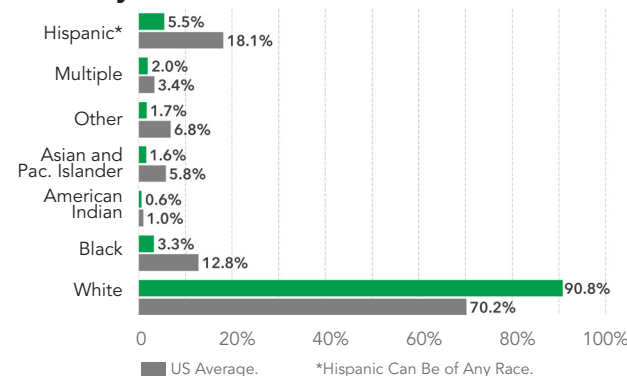
■ Indicates US



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: **26.0** US: 64.0



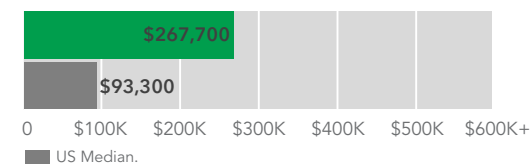
INCOME AND NET WORTH

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

Median Household Income

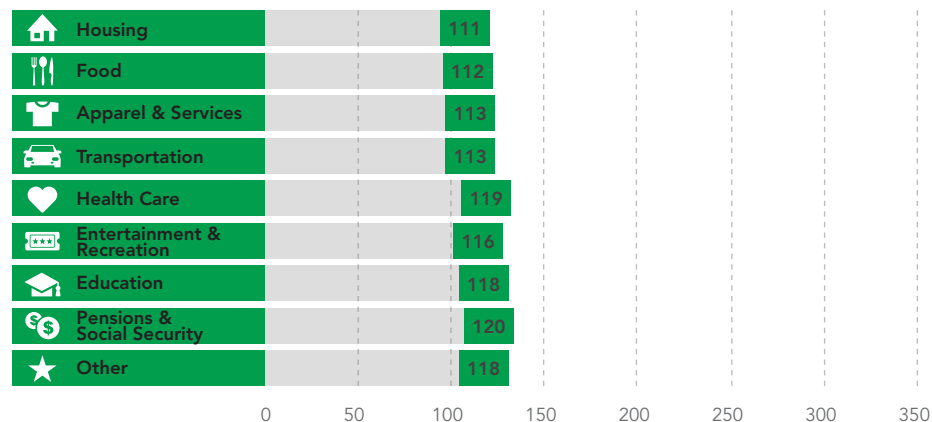


Median Net Worth



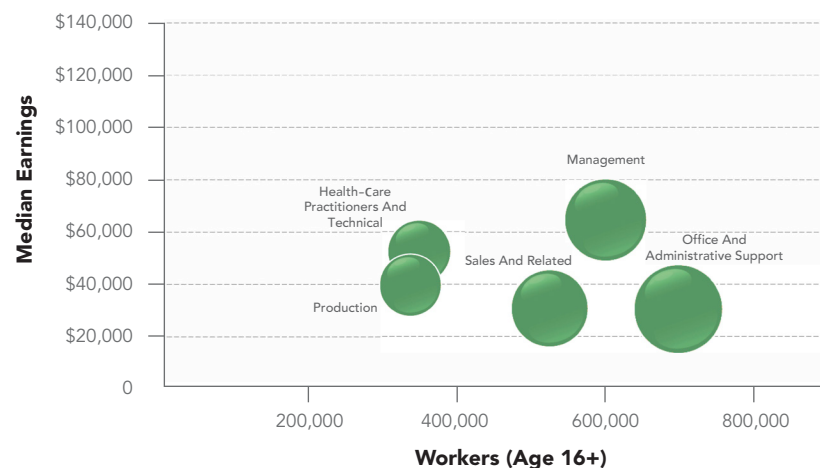
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Purchasing choices reflect *Green Acres* residents' country life, including a variety of vehicles, from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

HOUSING

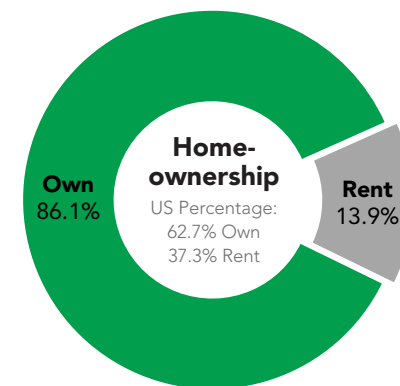
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

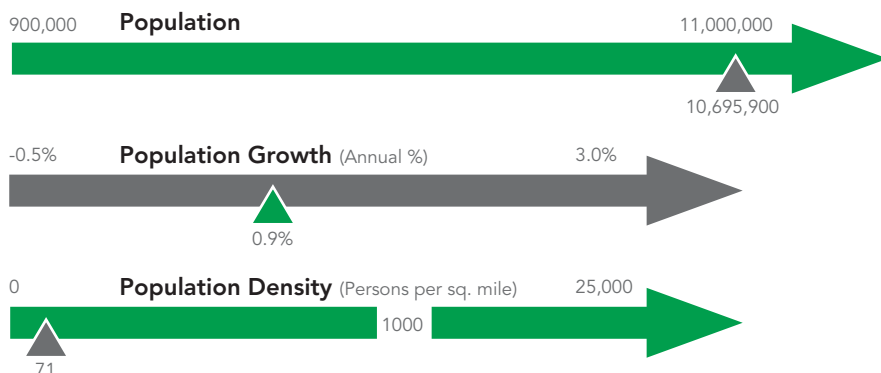
Median Value:
\$235,500

US Median: \$207,300



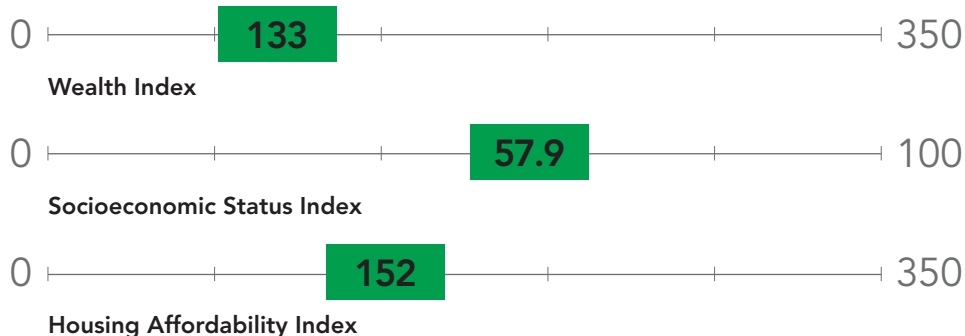
POPULATION CHARACTERISTICS

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



ESRI INDEXES

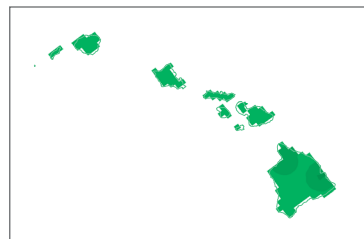
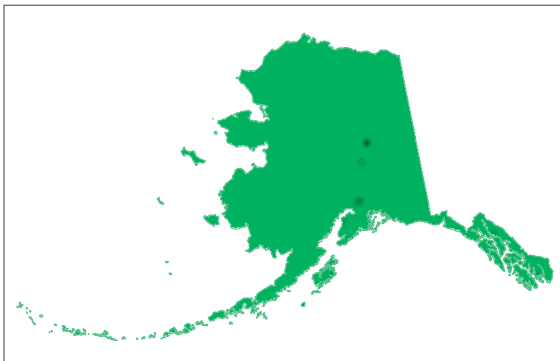
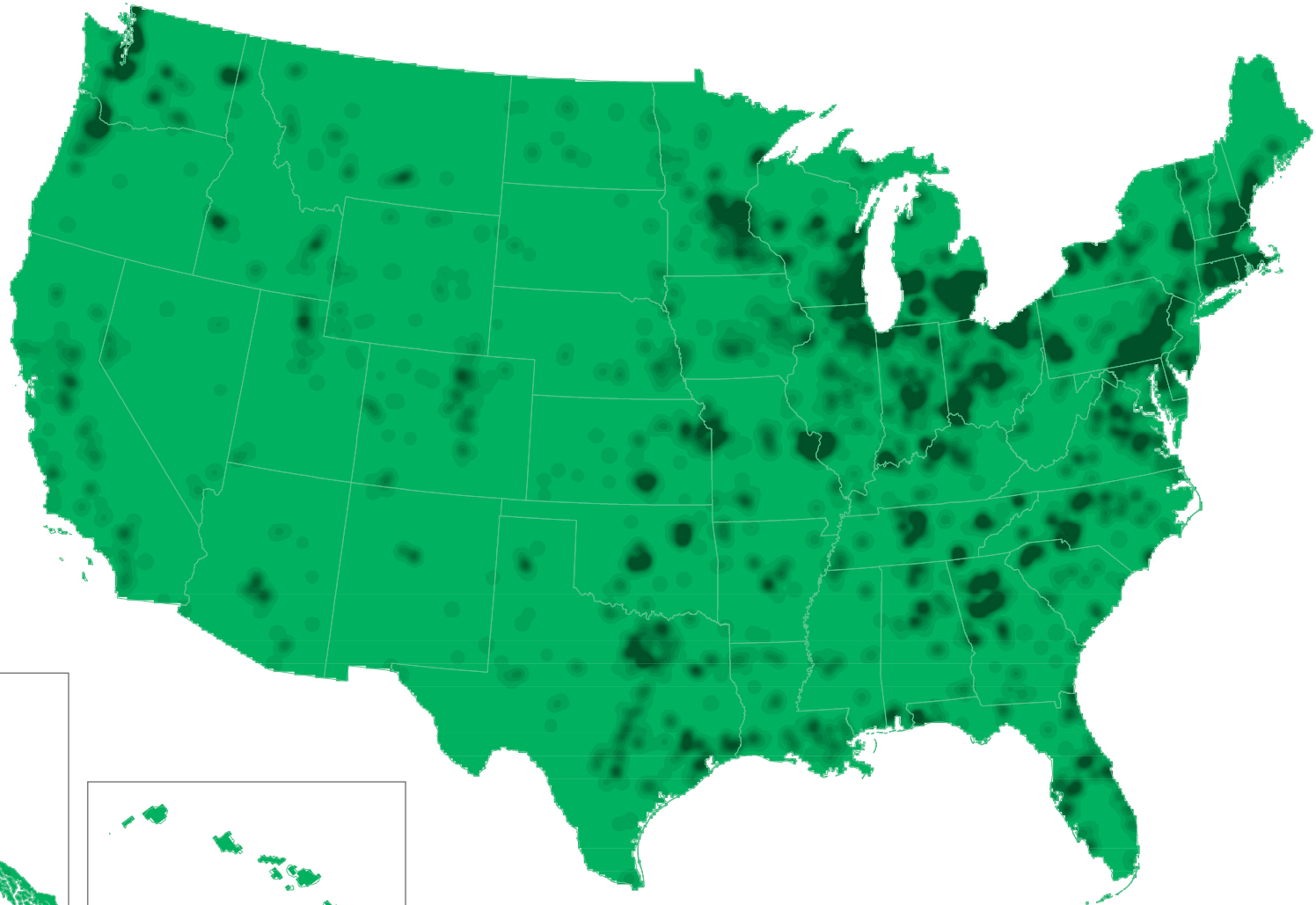
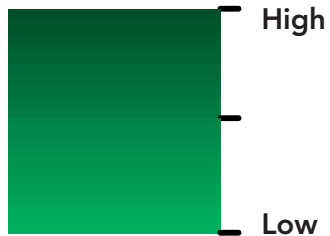
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Rustic Outposts

Down the Road

10D

Households: 1,406,700

Average Household Size: 2.76

Median Age: 35.0

Median Household Income: \$38,700

WHO ARE WE?

Down the Road is a mix of low-density, semirural neighborhoods in large metropolitan areas; half are located in the South, with the rest primarily in the West and Midwest. Almost half of householders live in mobile homes; more than two-fifths live in single-family homes. These are young, family-oriented consumers who value their traditions. Workers are in service, retail trade, manufacturing, and construction industries, with higher proportions in agriculture and mining, compared to the US.

OUR NEIGHBORHOOD

- Nearly two-thirds of households are owned.
- Family market, primarily married couples or single-parent households (Index 145).
- Close to half of all households live in mobile homes (Index 780).
- Four-fifths of households were built in 1970 or later.
- About 32% of homes are valued under \$50,000.

SOCIOECONOMIC TRAITS

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



LifeMode Group: Rustic Outposts

Down the Road

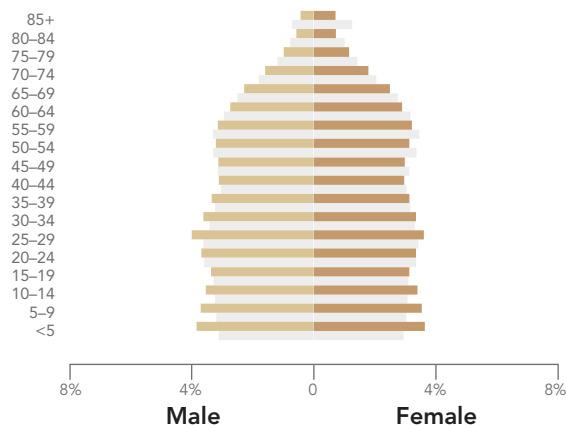


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: **35.0** US: 38.2

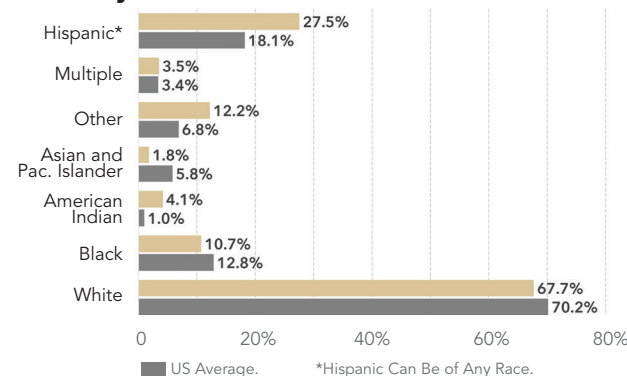
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **71.7** US: 64.0



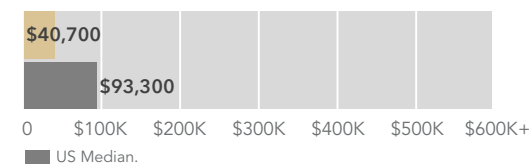
INCOME AND NET WORTH

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

Median Household Income

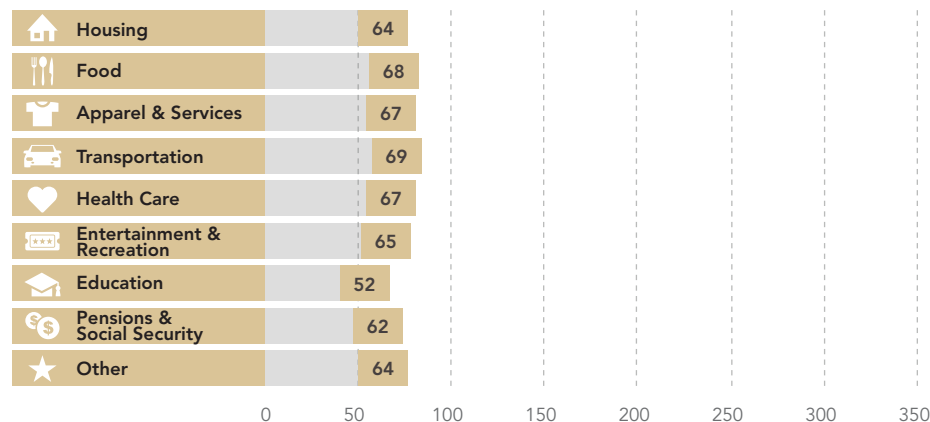


Median Net Worth



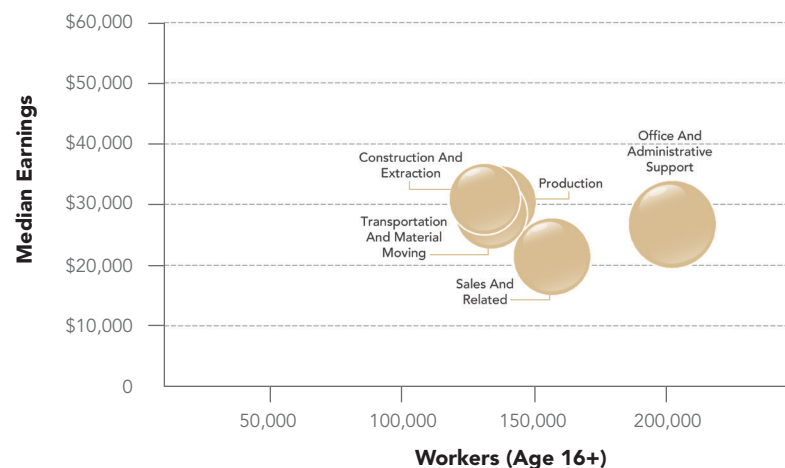
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

- Purchased a used vehicle in the past year, likely maintaining the vehicle themselves.
- Routinely stop by the convenience store to purchase gas, groceries, and snacks.
- Participate in fishing and hunting.
- Use the internet to stay connected with friends and play online video games.
- Listen to the radio, especially at work, with a preference for rap, R&B, and country music.
- Enjoy programs on Investigation Discovery, CMT, and Hallmark, typically watching via satellite dish.
- Often prepare quick meals, using packaged or frozen dinner entrees.
- Favorite fast food: burgers and pizza.
- Frequent Walmart Supercenters, Walgreens, dollar stores, Kmart, and Big Lots for all their shopping needs (groceries, clothing, pharmacy, etc.).

HOUSING

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



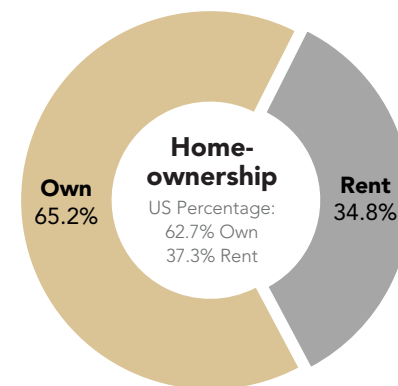
Typical Housing:

Mobile Homes;
Single Family

Median Value:

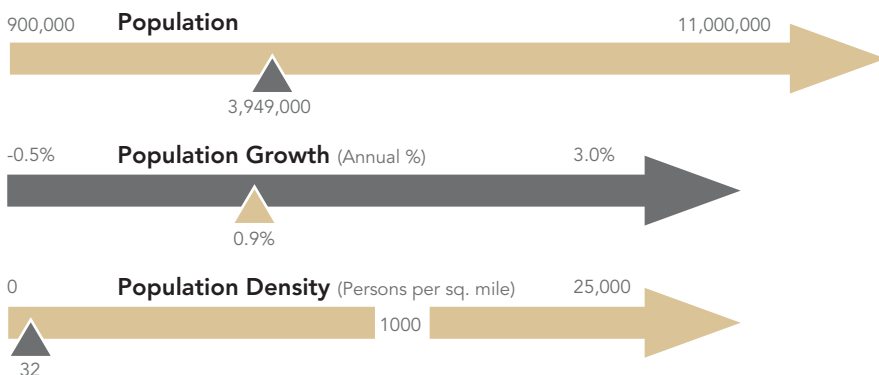
\$89,800

US Median: \$207,300



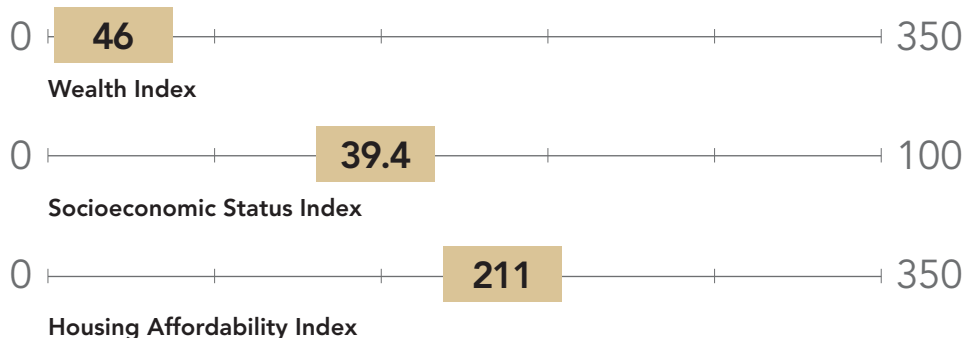
POPULATION CHARACTERISTICS

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



ESRI INDEXES

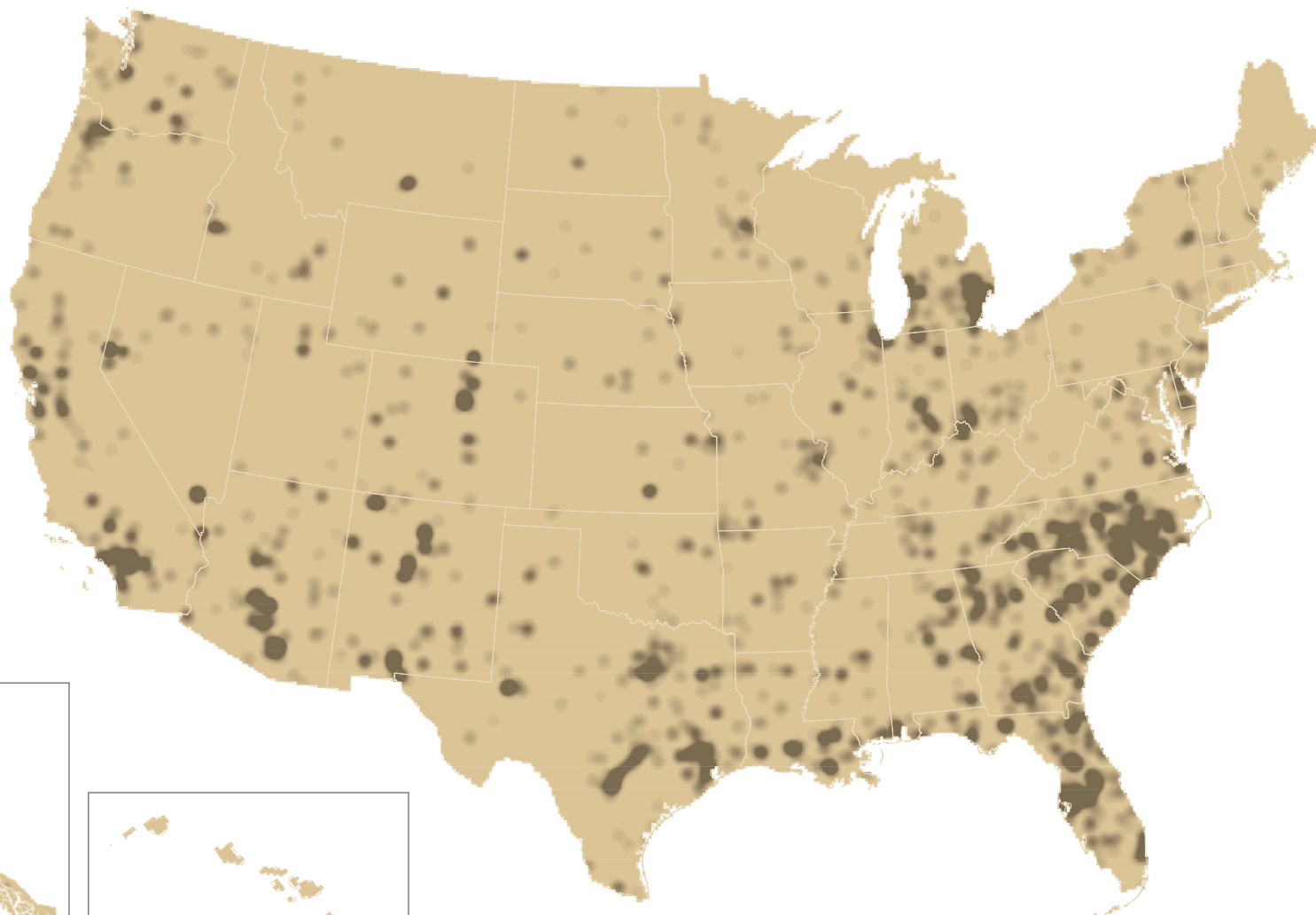
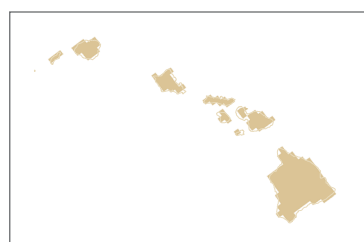
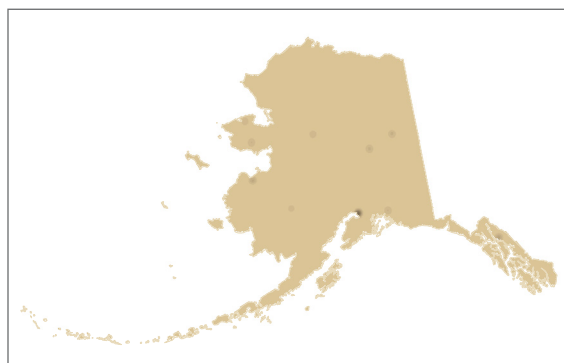
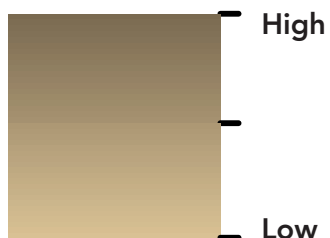
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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





LifeMode Group: Affluent Estates

Professional Pride

1B

Households: 1,982,300

Average Household Size: 3.13

Median Age: 40.8

Median Household Income: \$138,100

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



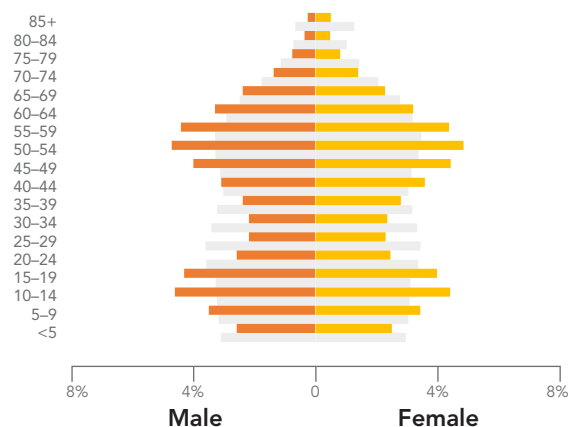
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: 40.8 US: 38.2

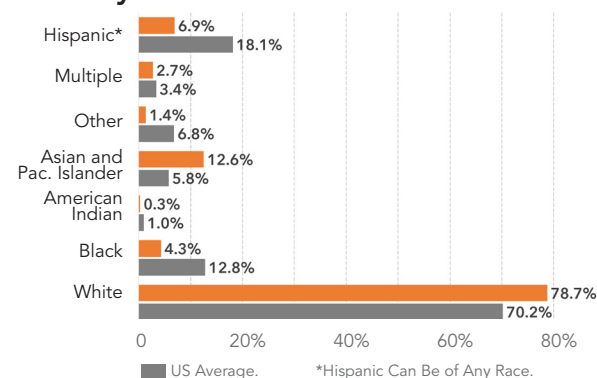
■ Indicates US



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



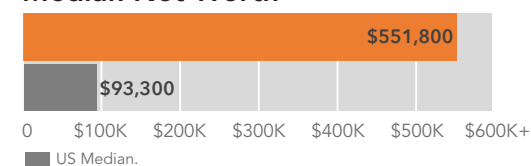
INCOME AND NET WORTH

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

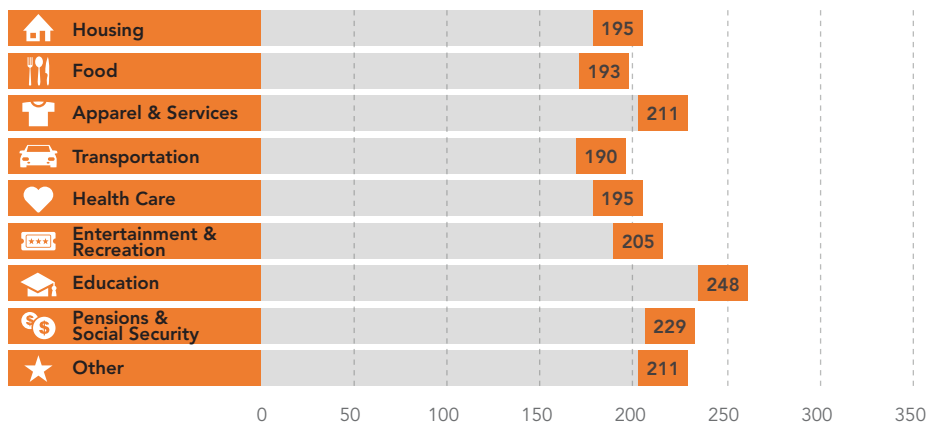


Median Net Worth



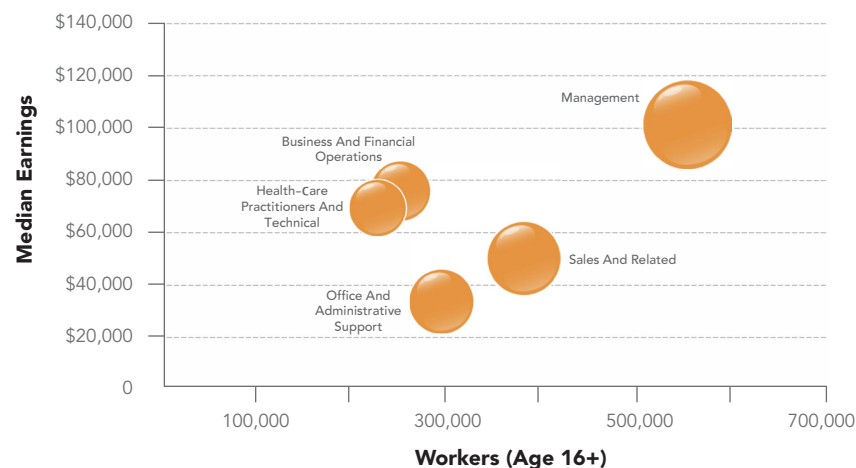
AVERAGE HOUSEHOLD BUDGET INDEX

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.





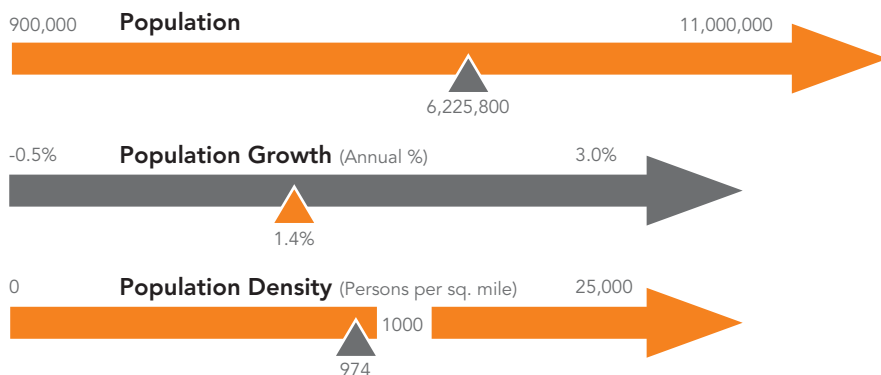
MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

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.



HOUSING

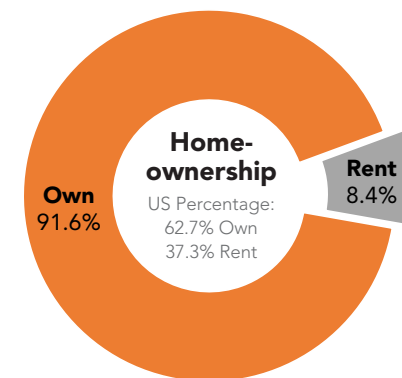
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

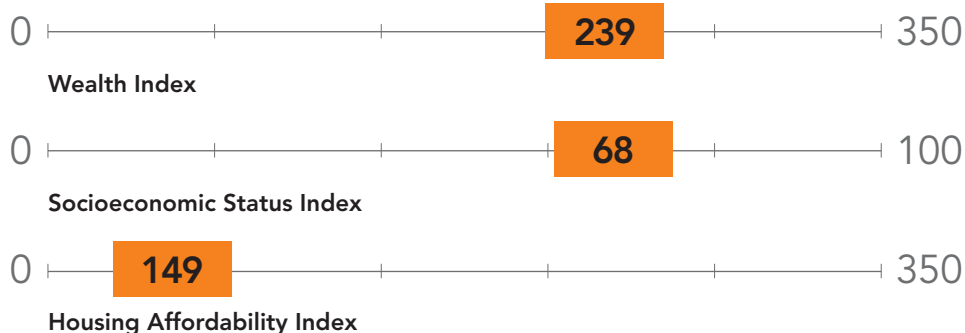
Median Value:
\$433,400

US Median: \$207,300



ESRI INDEXES

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





LifeMode Group: Affluent Estates

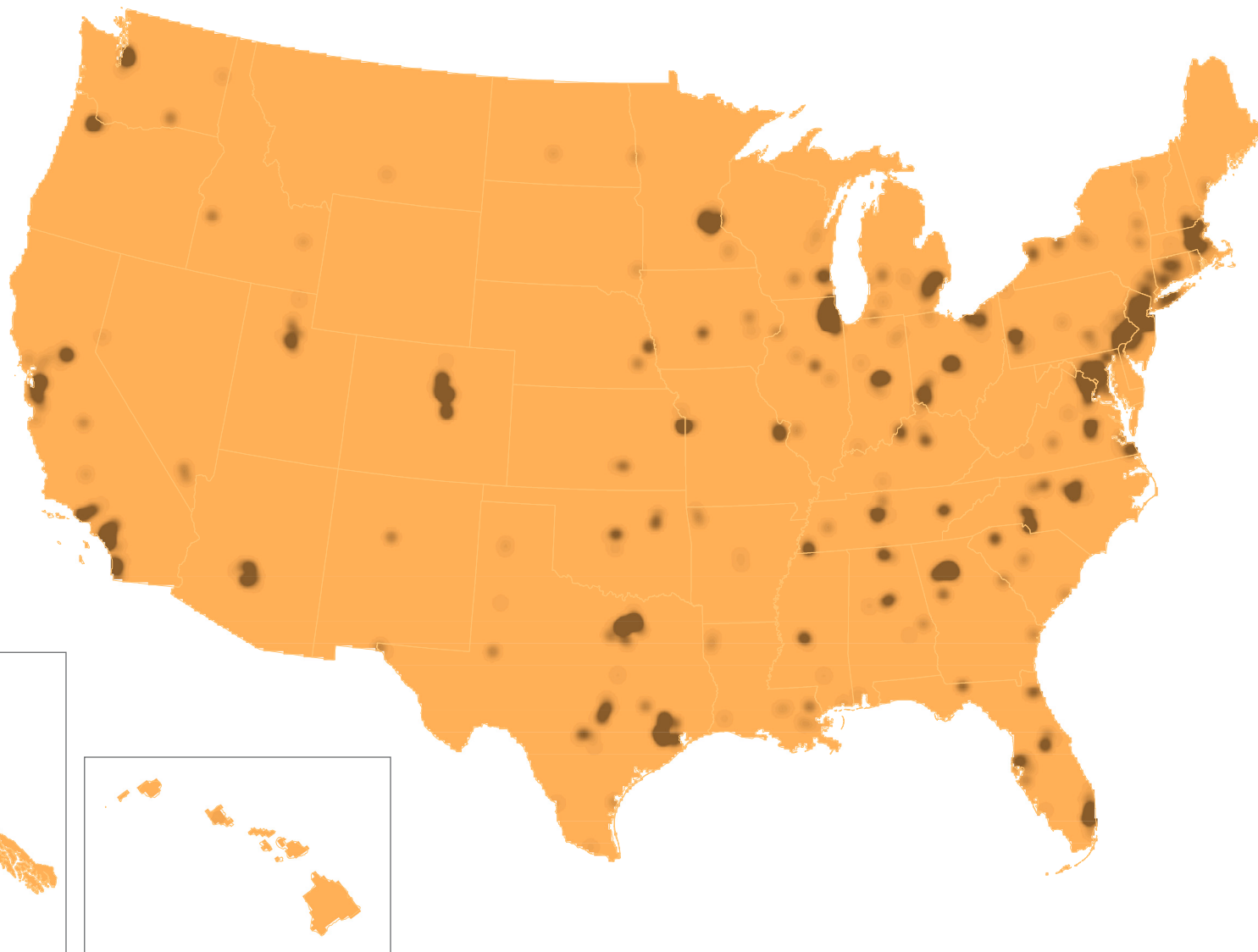
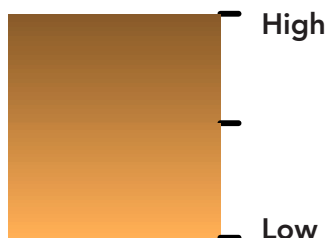
Professional Pride



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®



LifeMode Group: Affluent Estates

Exurbanites

1E

Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: \$103,400

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



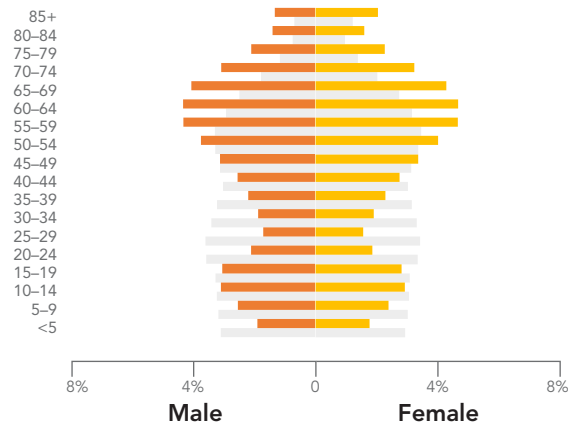
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by MRI-Simmons.



AGE BY SEX (Esri data)

Median Age: **51.0** US: 38.2

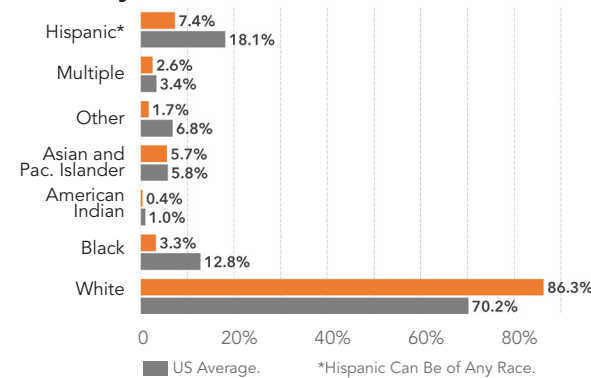
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **35.2** US: 64.0



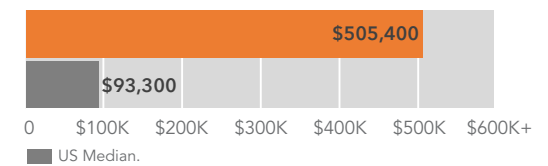
INCOME AND NET WORTH

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

Median Household Income

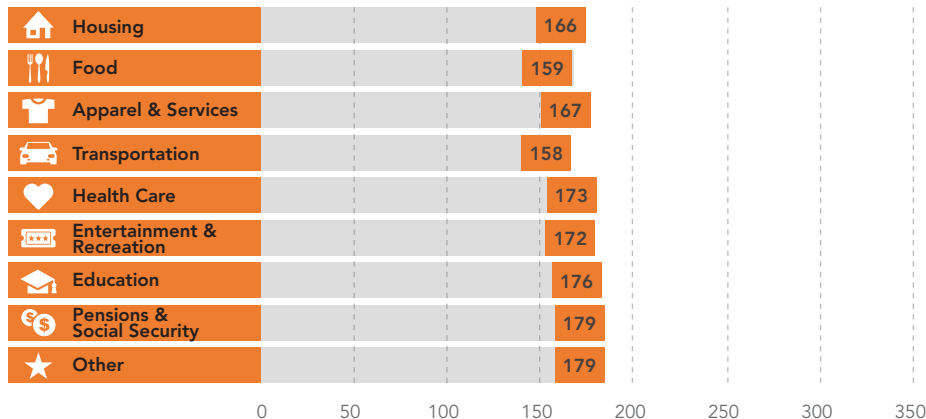


Median Net Worth



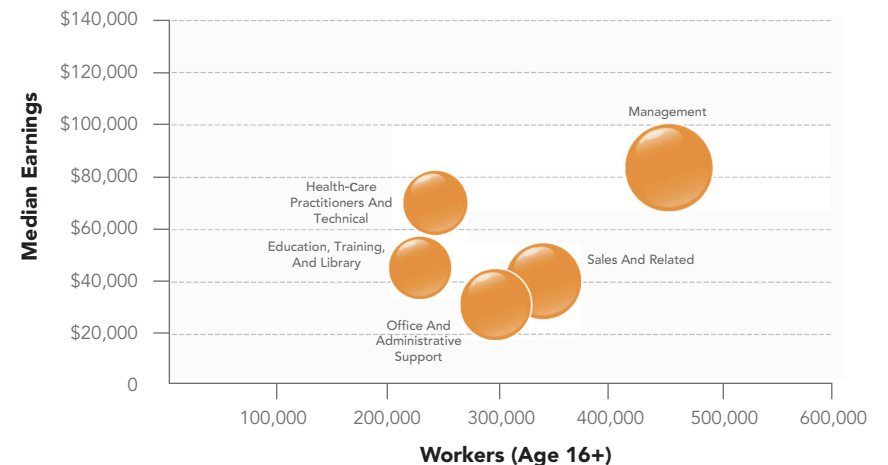
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





MARKET PROFILE

(Consumer preferences are estimated from data by MRI-Simmons.)

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

HOUSING

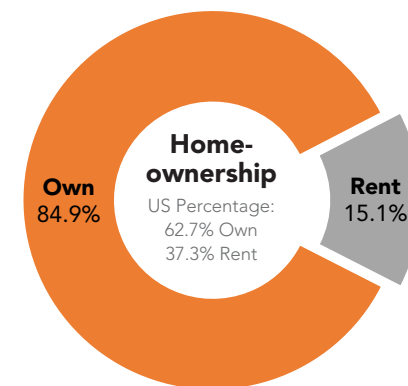
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

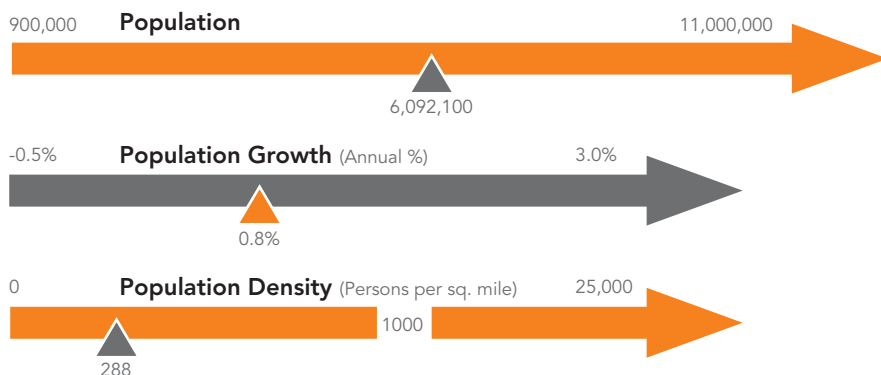
Median Value:
\$423,400

US Median: \$207,300



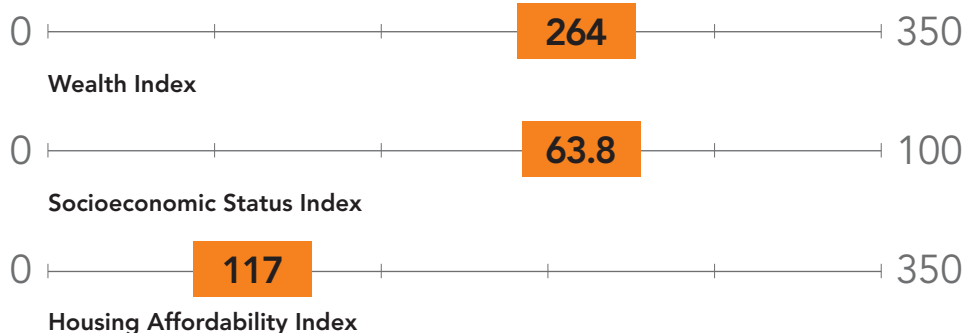
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Affluent Estates

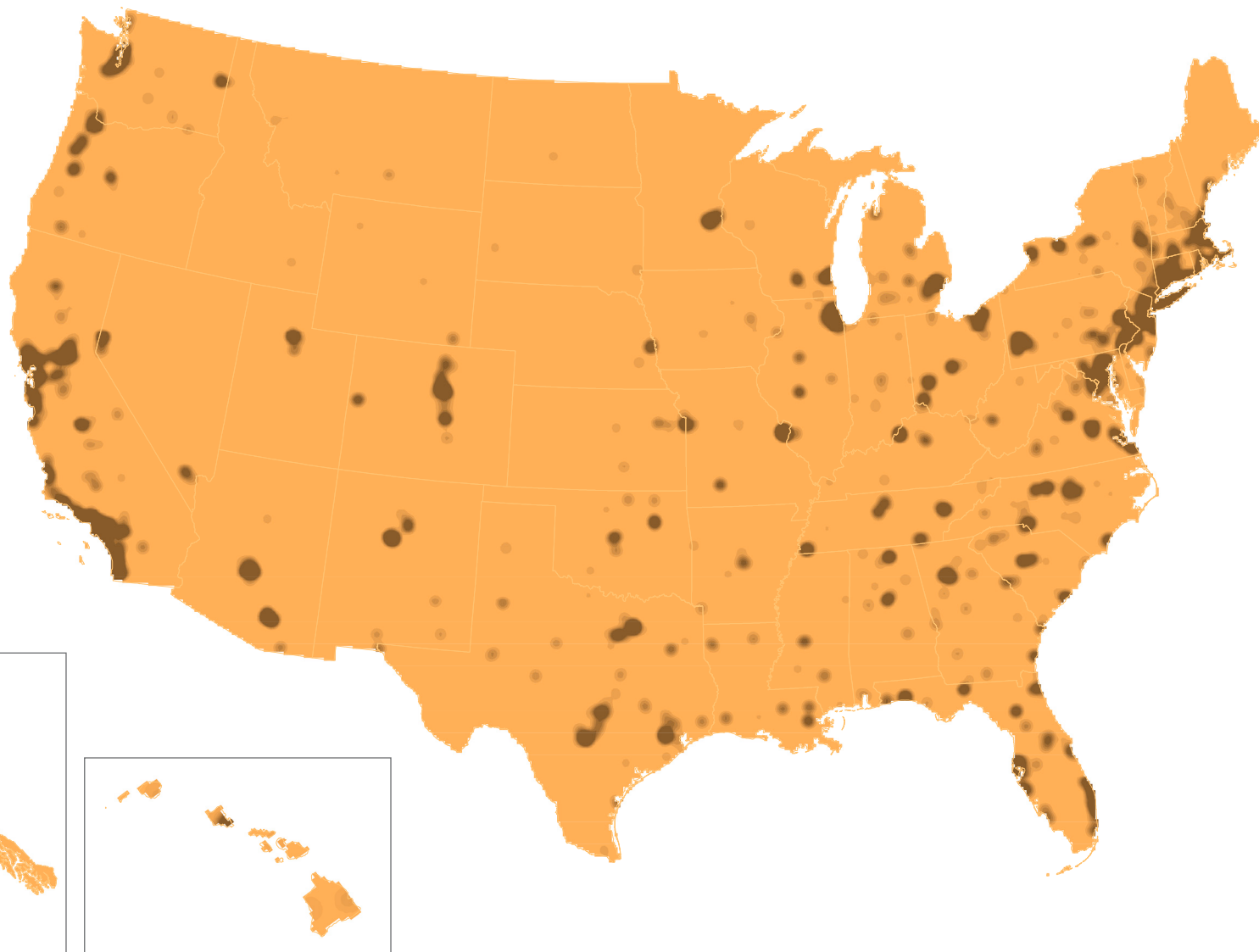
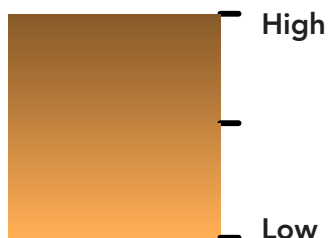
Exurbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



Copyright © 2022 Esri. All rights reserved. Esri, the Esri globe logo, The Science of Where, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

G2831429

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



esri

THE
SCIENCE
OF
WHERE®