DEMOGRAPHIC PROFILE

Polygon

Area: 28.87 square miles

EDUCATION

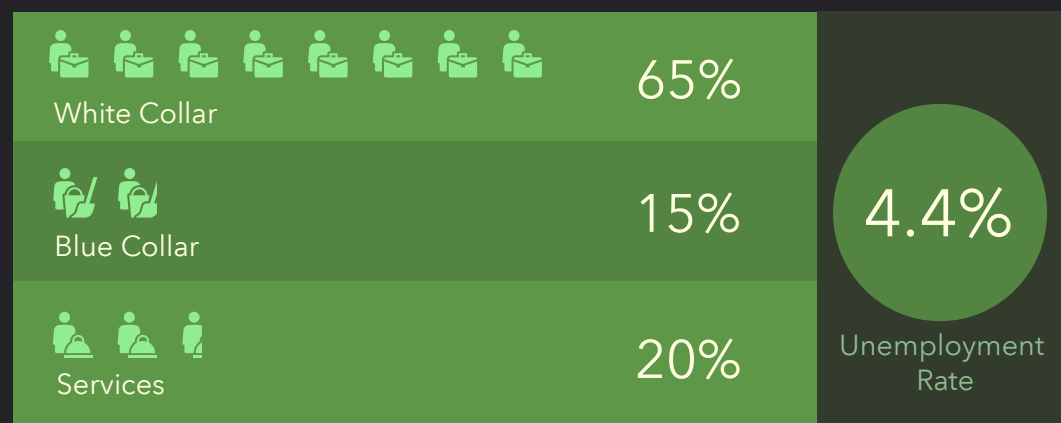| 17% No High School Diploma	26% High School Graduate	23% Some College	34% Bachelor's/Grad/Prof Degree

EMPLOYMENT

White Collar	65%
Blue Collar	15%
Services	20%

4.4% Unemployment Rate

KEY FACTS

465,749 Population	43.0 Median Age
167,145 Households	$51,975 Median Disposable Income

INCOME

$67,318
Median Household Income

$33,111
Per Capita Income

$101,420
Median Net Worth

HOUSEHOLD INCOME ($)

- 200000+
- 150000-199999
- 100000-149999
- 75000-99999
- 50000-74999
- 35000-49999
- 25000-34999
- 15000-24999
- 0-14999

0   10,000   20,000

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

learn more...

Tapestry LifeMode	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	3,944	2.36%	9.9%	24
Upscale Avenues (L2)	51,597	30.87%	5.7%	546
Uptown Individuals (L3)	1,059	0.63%	3.8%	17
Family Landscapes (L4)	0	0%	7.5%	0
GenXurban (L5)	1,101	0.66%	11.4%	6
Cozy Country Living (L6)	0	0%	12.0%	0
Ethnic Enclaves (L7)	0	0%	7.1%	0
Middle Ground (L8)	87,359	52.27%	10.9%	480
Senior Styles (L9)	16,173	9.68%	5.8%	167
Rustic Outposts (L10)	0	0%	8.2%	0
Midtown Singles (L11)	0	0%	6.2%	0
Hometown (L12)	0	0%	6.1%	0
Next Wave (L13)	5,912	3.54%	3.9%	91
Scholars and Patriots (L14)	0	0%	1.6%	0

Key Facts

$656,985
Median Home Value

$67,318
Median HH Income

9.8
Home Value to Income Ratio

43.0
Median Age

167,145
Households

Education

17%
No HS Diploma

26%
HS Graduate

23%
Some College

34%
Degree or Higher

Age Profile

Dots show comparison to Queens County

Households By Income

The largest group: $50,000 - $74,999 (16.7%)
The smallest group: $200,000+ (7.8%)

Indicator	Value	Difference	
<$15,000	9.5%	+0.1%	
$15,000 - $24,999	8.7%	+0.2%	
$25,000 - $34,999	7.9%	-0.1%	
$35,000 - $49,999	11.1%	-0.6%	
$50,000 - $74,999	16.7%	-0.9%	
$75,000 - $99,999	12.7%	-0.5%	
$100,000 - $149,999	16.4%	+0.1%	
$150,000 - $199,999	9.1%	+0.7%	
$200,000+	7.8%	+1.1%	

Bars show deviation from Queens County

Polygon

Tapestry Segments

	Segment	% of Households
8D	**Downtown Melting Pot** 73,288 households	**43.8%** of Households
2C	**Pacific Heights** 49,390 households	**29.5%** of Households
8A	**City Lights** 14,071 households	**8.4%** of Households

This infographic contains data provided by Esri.
The vintage of the data is 2019.

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esri THE SCIENCE OF WHERE

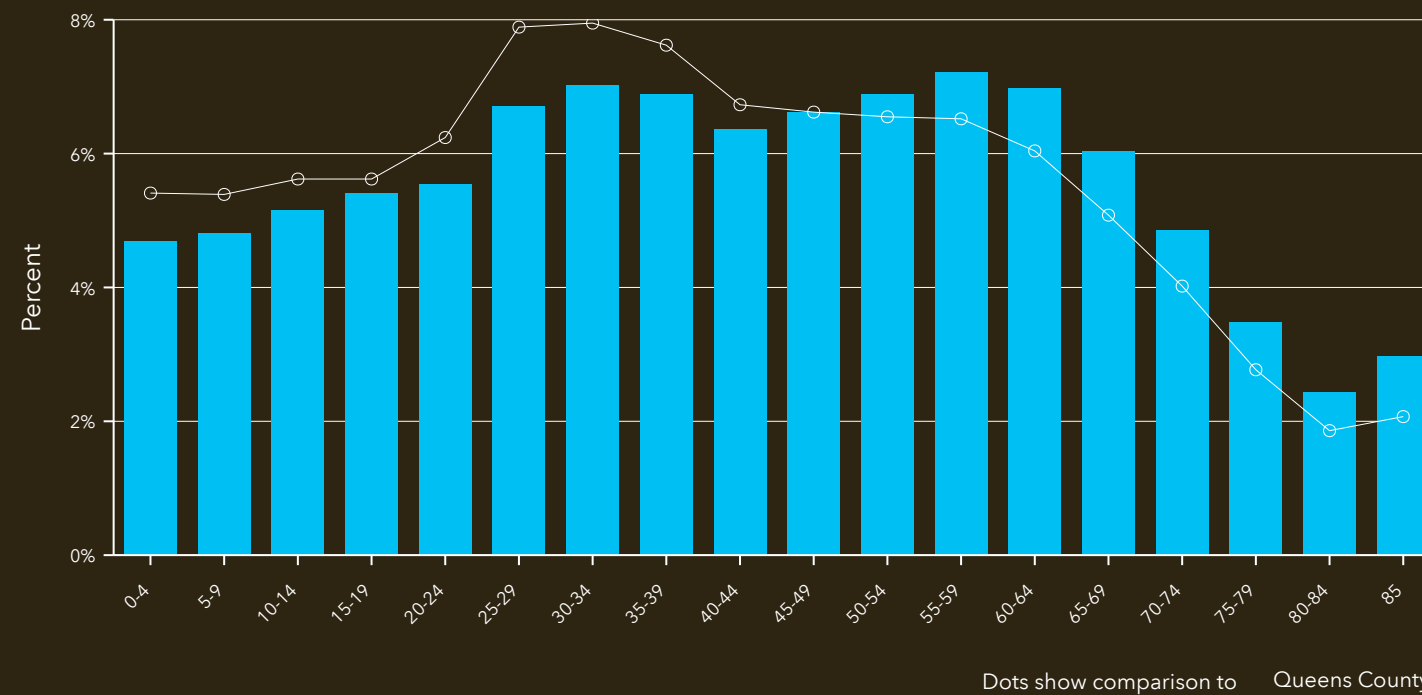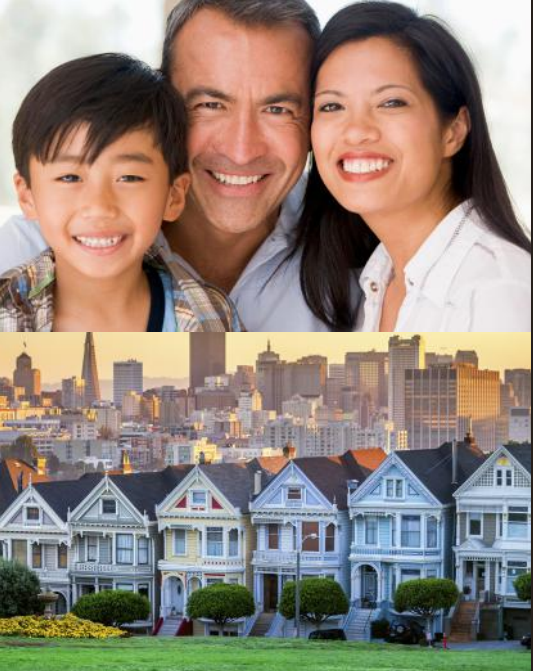# Pacific Heights

2C

Households: 889,400

Average Household Size: 3.17

Median Age: 42.7

Median Household Income: $93,300

WHO ARE WE?

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

OUR NEIGHBORHOOD

- These are diverse, densely populated neighborhoods in the urban periphery of metropolitan areas.
- Homes are primarily owner occupied and older, most built 1950–1979 (57%).
- Two-thirds of homes are single family; 14% are townhouses (Index 244).
- Nearly 70% of owned homes are valued at over $500,000 (Index 492).
- Percentage of vacant housing units at 4.1% is one of the lowest (Index 36).
- About 61% of households are composed of married couple families, with or without children under 18 years, with a higher ratio of adult children living at home (Index 157).
- Two-thirds of households own 1 or 2 vehicles, but 28% own 3 or more (Index 141).

SOCIOECONOMIC TRAITS

- Education completed: Over 67% of residents have some college education; 41% have a bachelor's degree or higher (Index 131).
- Labor force participation rate is average at 62%; unemployment rate is lower at 4.1%.
- Salaries account for most of the household income among these professionals, but investment income adds to their affluence.
- Financially conservative, these consumers tend to opt for low-risk investments.
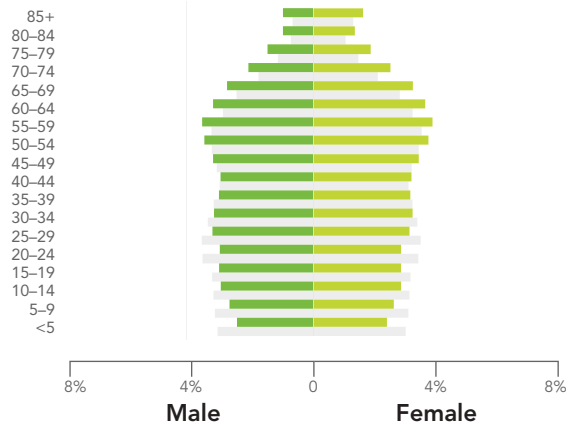- They keep up-to-date with the latest styles and trends, as well as the latest technology.

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 42.7 US: 38.2

▭ Indicates US

Male   Female
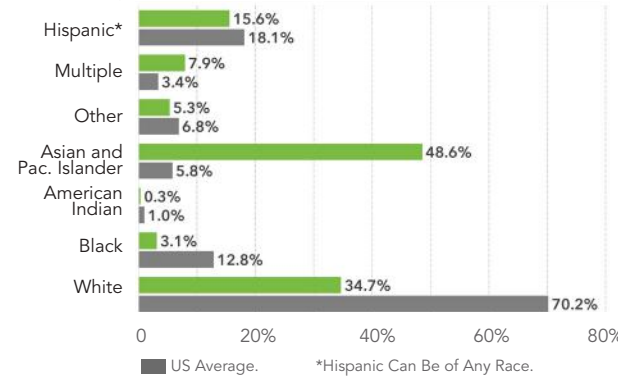
RACE AND ETHNICITY (Esri data)

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

Diversity Index: 75.0 US: 64.0

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

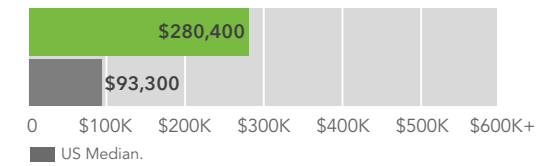▭ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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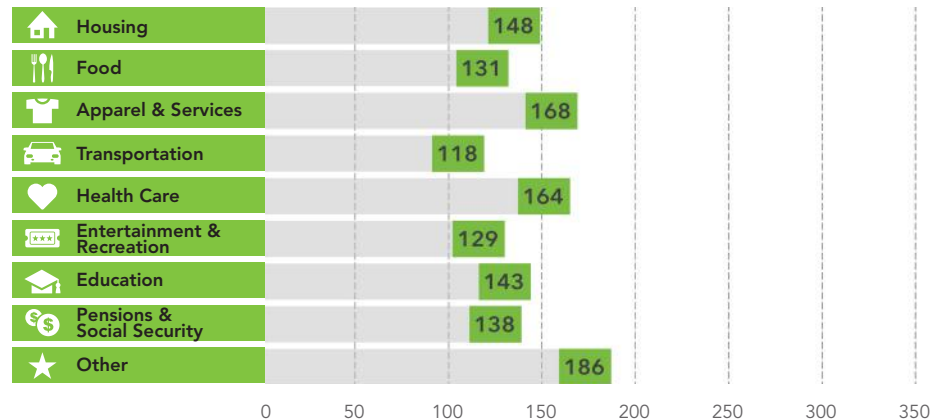
Median Household Income

$93,300
$56,100

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

Median Net Worth

$280,400
$93,300

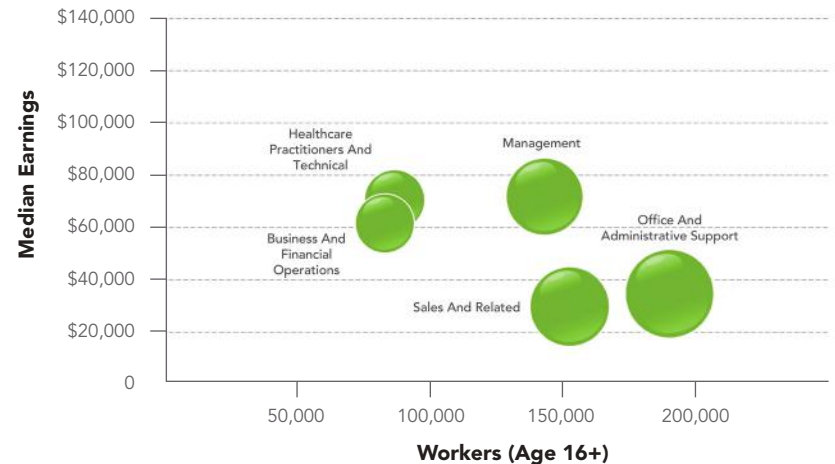0 $100K $200K $300K $400K $500K $600K+

▭ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

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

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

Median Earnings

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

Workers (Age 16+)

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

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

HOUSING

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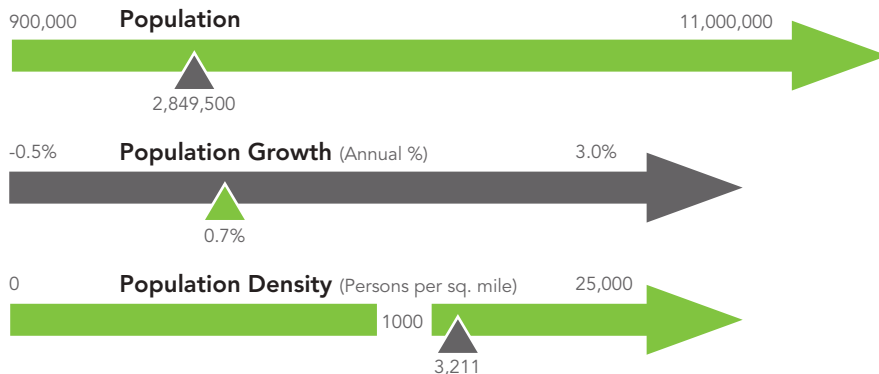
Typical Housing:
Single Family

Median Value:
$611,700
US Median: $207,300
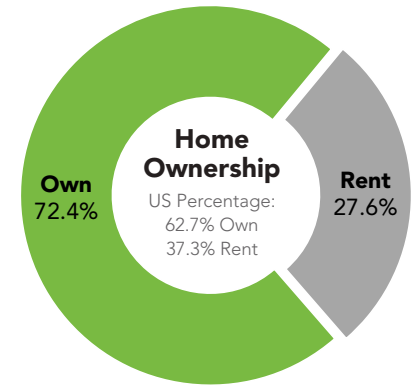
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 72.4%
Rent 27.6%

POPULATION CHARACTERISTICS

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

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

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

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

ESRI INDEXES

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

0 — **148** — 350
Wealth Index

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

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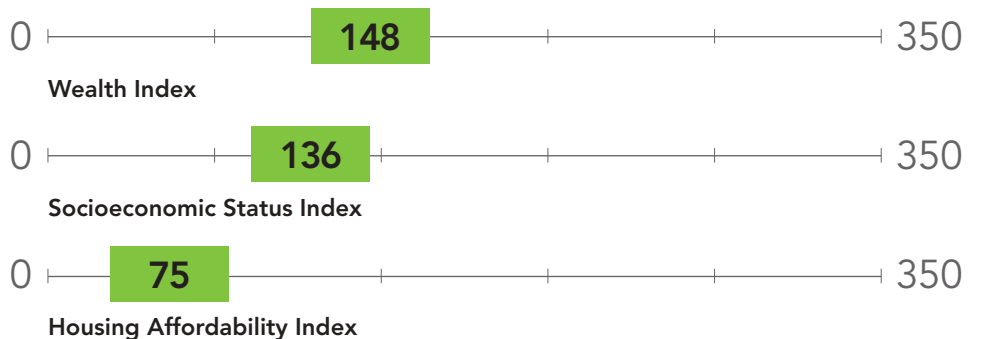
SEGMENT DENSITY

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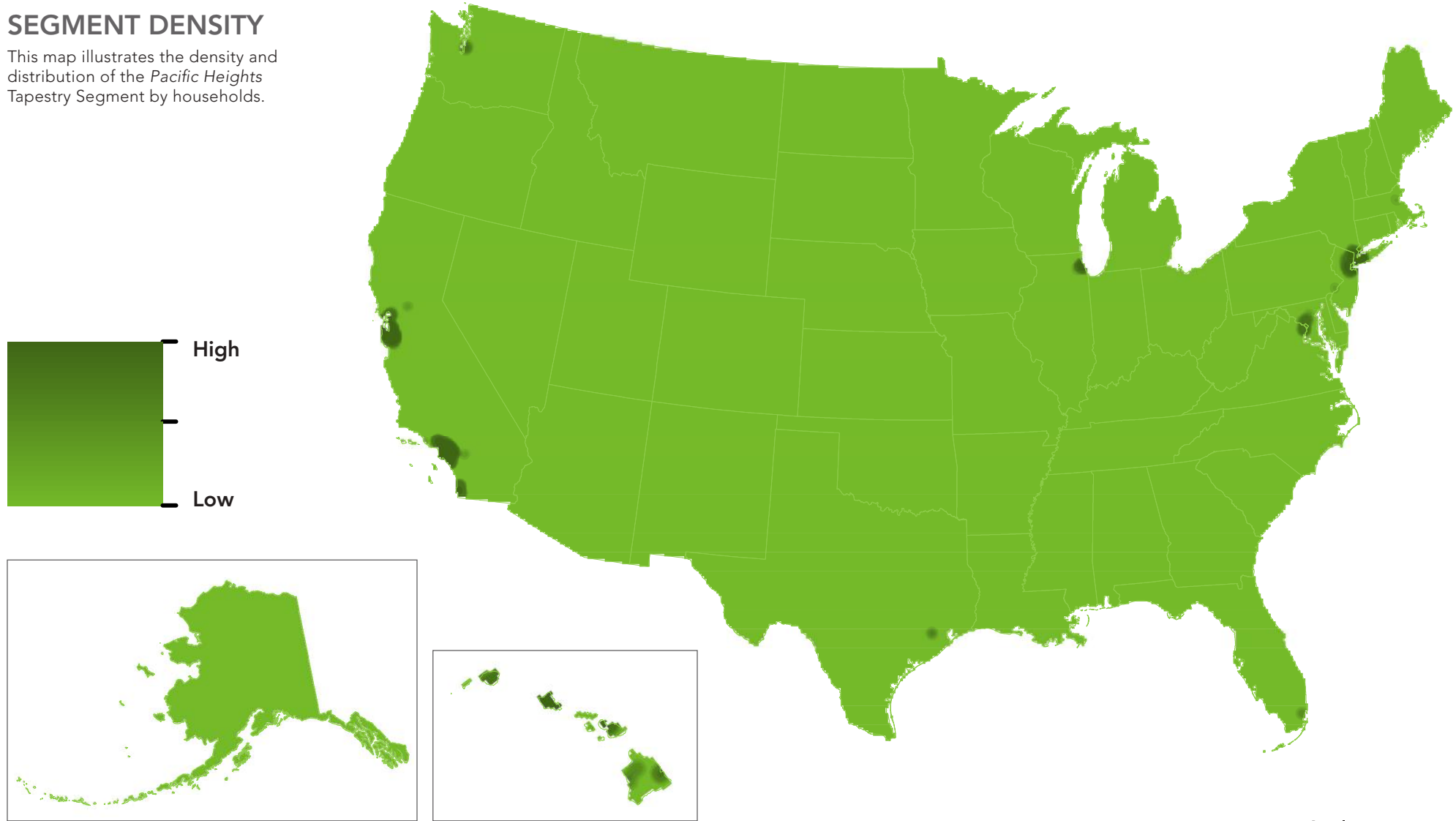
High

Low

For more information
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info@esri.com
esri.com

esri

THE
SCIENCE
OF
WHERE™

City Lights

8A

Households: 1,813,400

Average Household Size: 2.59

Median Age: 39.3

Median Household Income: $69,200

WHO ARE WE?

City Lights, a densely populated urban market, is the epitome of equality. The wide-ranging demographic characteristics of residents mirror their passion for social welfare and equal opportunity. Household types range from single person to married-couple families, with and without children. A blend of owners and renters, single-family homes and town homes, midrise and high-rise apartments, these neighborhoods are both racially and ethnically diverse. Many residents have completed some college or a degree, and they earn a good income in professional and service occupations. Willing to commute to their jobs, they work hard and budget well to support their urban lifestyles, laying the foundation for stable financial futures.

OUR NEIGHBORHOOD

- More than half of the homes are single-family residences or townhomes.

- Tenure is 50-50: about half of households are owned and half are rented. Median home value (Index 185) and average gross rent (Index 129) exceed US values.

- Households include families, both married couples and single parents, as well as singles. The distribution is similar to the US, with slightly more single-person households (Index 109).

- Housing is older in this market: nearly 2 out of 3 homes were built before 1970.

- Most households own one vehicle, but public transportation is still a necessity for daily commutes.

SOCIOECONOMIC TRAITS

- *City Lights* residents earn above average incomes, but lag the nation in net worth.

- Labor force participation exceeds the US average (Index 108). Residents work hard in professional and service occupations but also seek to enjoy life.

- These consumers save for the future, often to achieve their dream of home ownership. They often engage in discussion about financial products and services among their peers. They earn dividend incomes from their portfolios but steer away from risky investments.

- These consumers are price savvy but will pay for quality brands they trust.

- Reflecting the diversity of their neighborhoods, residents stand by their belief in equal opportunity.

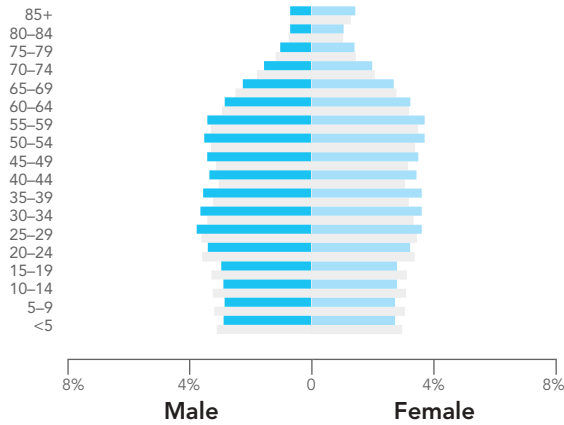- Attuned to nature and the environment, and when they can, purchase natural products.

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

TAPESTRY SEGMENTATION

esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 39.3   US: 38.2

Indicates US

	Male	Female

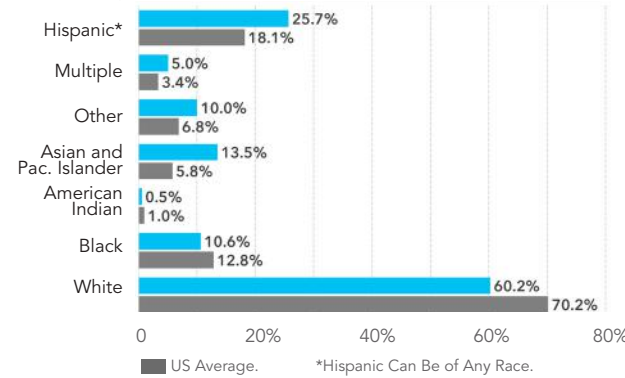## RACE AND ETHNICITY (Esri data)

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

Diversity Index: 75.8   US: 64.0

Race/Ethnicity	Value	US Average
Hispanic*	25.7%	18.1%
Multiple	5.0%	3.4%
Other	10.0%	6.8%
Asian and Pac. Islander	13.5%	5.8%
American Indian	0.5%	1.0%
Black	10.6%	12.8%
White	60.2%	70.2%

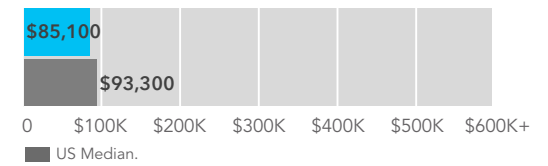US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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

Median Household Income

$69,200
$56,100

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

Median Net Worth

$85,100
$93,300

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

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	119
Food	105
Apparel & Services	130
Transportation	111
Health Care	109
Entertainment & Recreation	92
Education	111
Pensions & Social Security	77
Other	112

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

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

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

- Price-conscious consumers, they seek out deals on brands they like at warehouse clubs, Marshalls, Target, or Bed, Bath & Beyond.
- Residents are traditional in many ways. They prefer to bank in person but are increasingly paying their bills online. They rarely carry a credit card balance but occasionally buy on credit.
- Most residents have high-speed Internet access at home and use their computers for basic browsing and some shopping. Although most still own landlines, they use their cell phones frequently from news to entertainment to redeeming mobile coupons.
- These are health-conscious consumers, who purchase vitamins, low-sodium foods, and spend 7+ hours exercising per week.
- Dreaming of a brighter future, they often try their luck on the lottery.
- Their taste in music is varied, typically rhythmic, contemporary, urban, and even R&B music; listening at home and during their daily commutes.

HOUSING

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

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 51.7%

Rent 48.3%

Typical Housing:
Multiunits;
Single Family

Median Value:
$383,400
US Median: $207,300
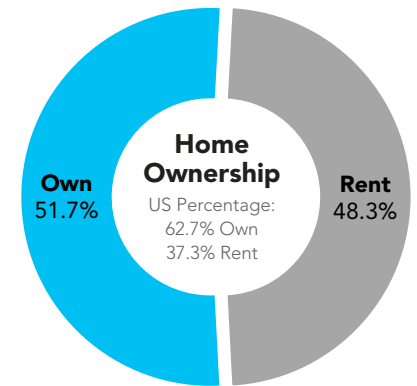
POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
4,774,000

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
3,323

ESRI INDEXES

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

0 — **82** — 350
Wealth Index

0 — **115** — 350
Socioeconomic Status Index

0 — **82** — 350
Housing Affordability Index
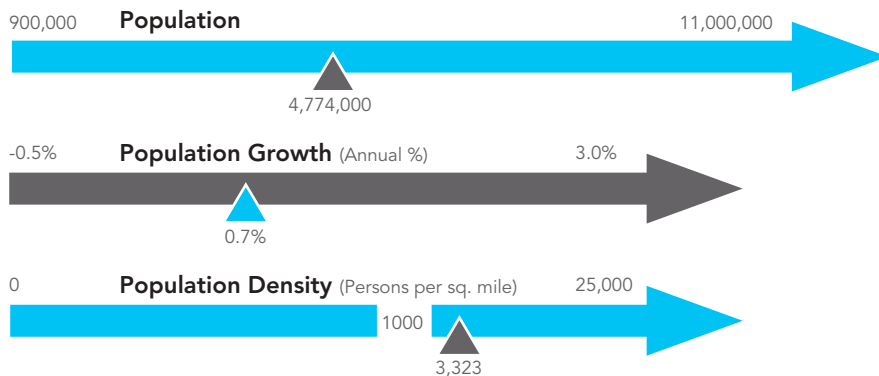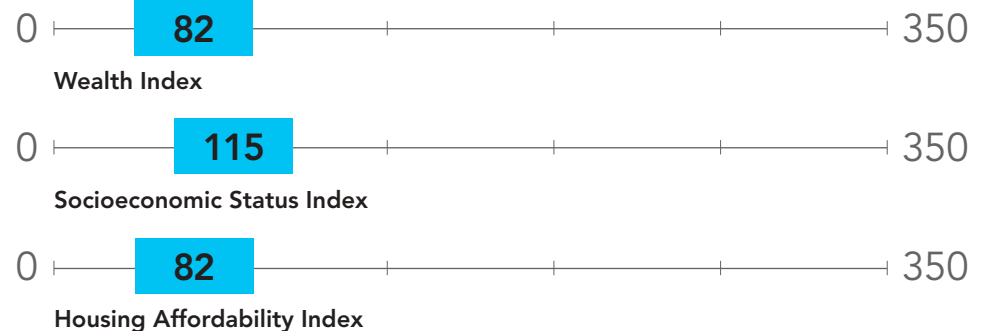
SEGMENT DENSITY

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

High

Low

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Downtown Melting Pot

8D
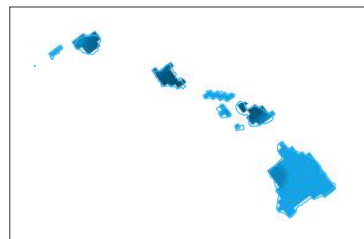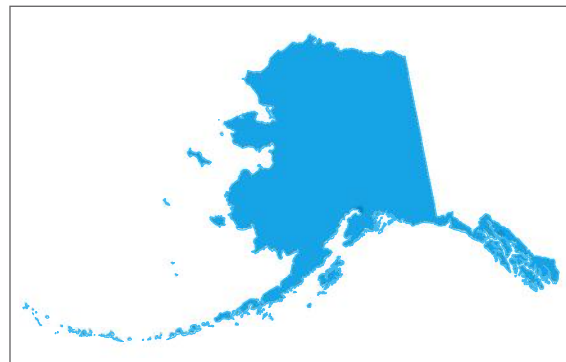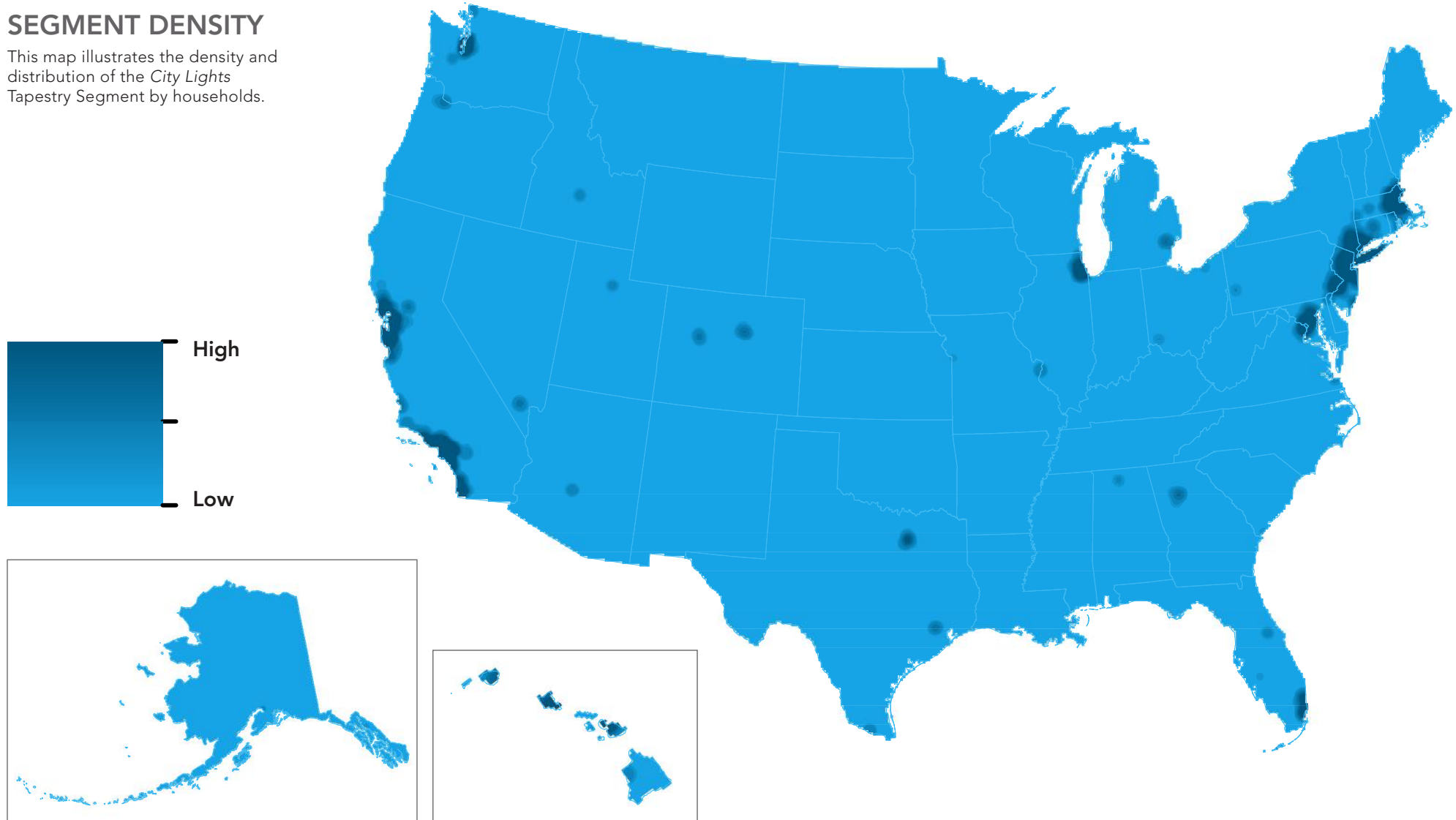
Households: 814,000

Average Household Size: 2.93

Median Age: 37.7

Median Household Income: $50,200

WHO ARE WE?

Downtown Melting Pot is a smaller, diverse, settled market, composed of much older neighborhoods located in cities in the Middle Atlantic division (mainly New York) or on the Pacific Coast. A mix of races and ethnicities, with strong concentrations of Asians, particularly Chinese (highest concentration of any segment) reside here. Close to half of the residents are foreign born, and 28% of households have members who do not speak English. These neighborhoods are dominated by married-couple families who live in rented apartments. Residents are employed in professional, service (especially food and personal service), sales, and administrative occupations; many work outside the county where they live. Median household income and net worth are below average, although the home values in these neighborhoods are high.

OUR NEIGHBORHOOD

- This is the most densely populated market, located in older neighborhoods of metropolitan cities, primarily in the Middle Atlantic division.

- There are older apartment buildings; almost half of households built before 1950.

- Over three-fourths of homes are in multiunit structures: 2–4 unit (Index 403), 5–19 unit (Index 159), or 20+ unit buildings (Index 357).

- About 69% of households are rented—in neighborhoods where many of the owner-occupied units are valued at $500,000+ (Index 422).

- Vacancy rate is low at 7.7%.

- Families are the dominant household type: married-couple families with children (24%) and without (24%); above average shares of multigenerational households and adult children.

- Households are as likely to own 1 vehicle (39%) as no vehicle (Index 418).

SOCIOECONOMIC TRAITS

- 51% with some college (Index 85) or a bachelor's degree or higher (Index 100).

- Unemployment rate at 4.7%, lower than the US rate.

- Labor force participation rate at 59.2%, slightly lower than the US.

- Wage and salary income for 76% of households; another notable source is Supplemental Security Income for 8.5% (Index 158).

- Busy consumers, often feeling overwhelmed, with longer work commutes.

- Careful shoppers, who use coupons, demonstrating some brand loyalty.

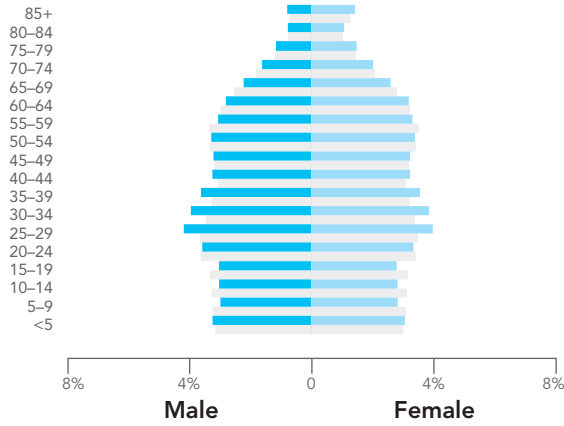- Get news and information from various forms of media (newspapers, radio, TV, and Internet).

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

TAPESTRY SEGMENTATION
esri.com/tapestry

Downtown Melting Pot

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)
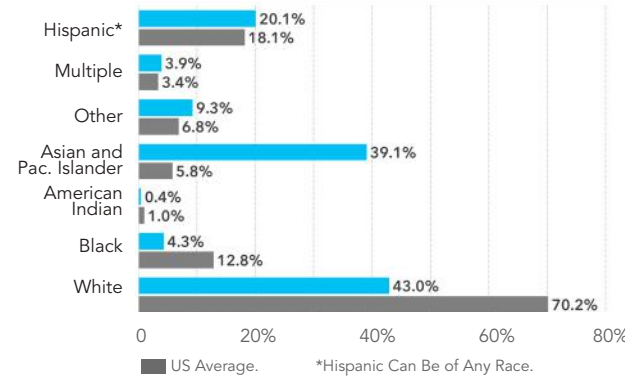
Median Age: 37.7 US: 38.2

Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 77.2 US: 64.0

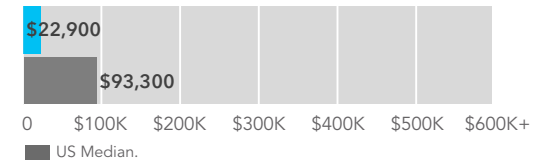|		
Hispanic*	20.1%	18.1%
Multiple	3.9%	3.4%
Other	9.3%	6.8%
Asian and Pac. Islander	39.1%	5.8%
American Indian	0.4%	1.0%
Black	4.3%	12.8%
White	43.0%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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

Median Household Income

$50,200
$56,100

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

Median Net Worth

$22,900
$93,300

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

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	98
Food	85
Apparel & Services	102
Transportation	93
Health Care	75
Entertainment & Recreation	61
Education	86
Pensions & Social Security	43
Other	71

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

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

Median Earnings
Workers (Age 16+)

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

- Tend to own just one vehicle, or utilize rental vehicles for their transportation needs.
- Carry debt from credit card balances rather than loans or mortgages; lack of investments in stocks and retirement plans.
- Avid about recycling and buying lottery tickets.
- Use the Internet for entertainment, social media, and blogging.
- Enjoy dancing, gambling at casinos, eating out at their favorite family restaurants, and playing sports (such as volleyball, baseball, and soccer).
- Try to buy low-calorie or low-fat food but enjoy pizza delivery and occasional fast-food stops.
- A favorite kitchen appliance: electric juicers.
- Make phone calls overseas; some foreign travel over the last 3 years.

HOUSING

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

Typical Housing:
High-Density Apartments

Average Rent:
$1,282
US Average: $1,038
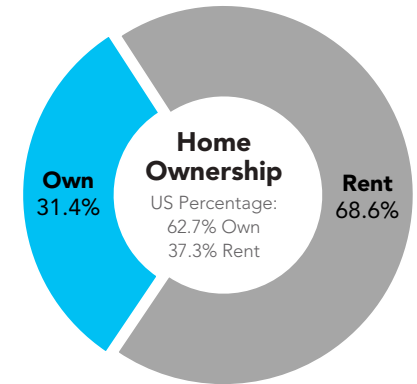
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 31.4%
Rent 68.6%

POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
2,414,900

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

Population Density (Persons per sq. mile)
0 — 30,000
25,890

ESRI INDEXES

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

0 — **56** — 350
Wealth Index

0 — **103** — 350
Socioeconomic Status Index

0 — **40** — 350
Housing Affordability Index
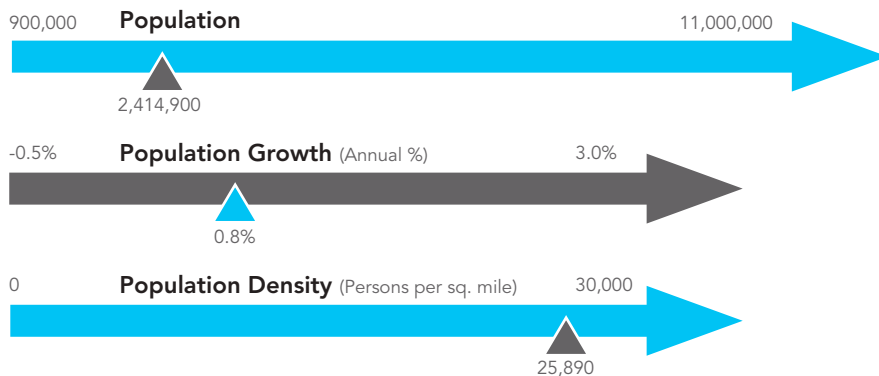
SEGMENT DENSITY

This map illustrates the density and distribution of the *Downtown Melting Pot* Tapestry Segment by households.

High

Low

G79488

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Golden Years

9B

Households: 1,657,400

Average Household Size: 2.06

Median Age: 52.3

Median Household Income: $71,700

WHO ARE WE?

Independent, active seniors nearing the end of their careers or already in retirement best describes *Golden Years* residents. This market is primarily singles living alone or empty nesters. Those still active in the labor force are employed in professional occupations; however, these consumers are actively pursuing a variety of leisure interests—travel, sports, dining out, museums, and concerts. The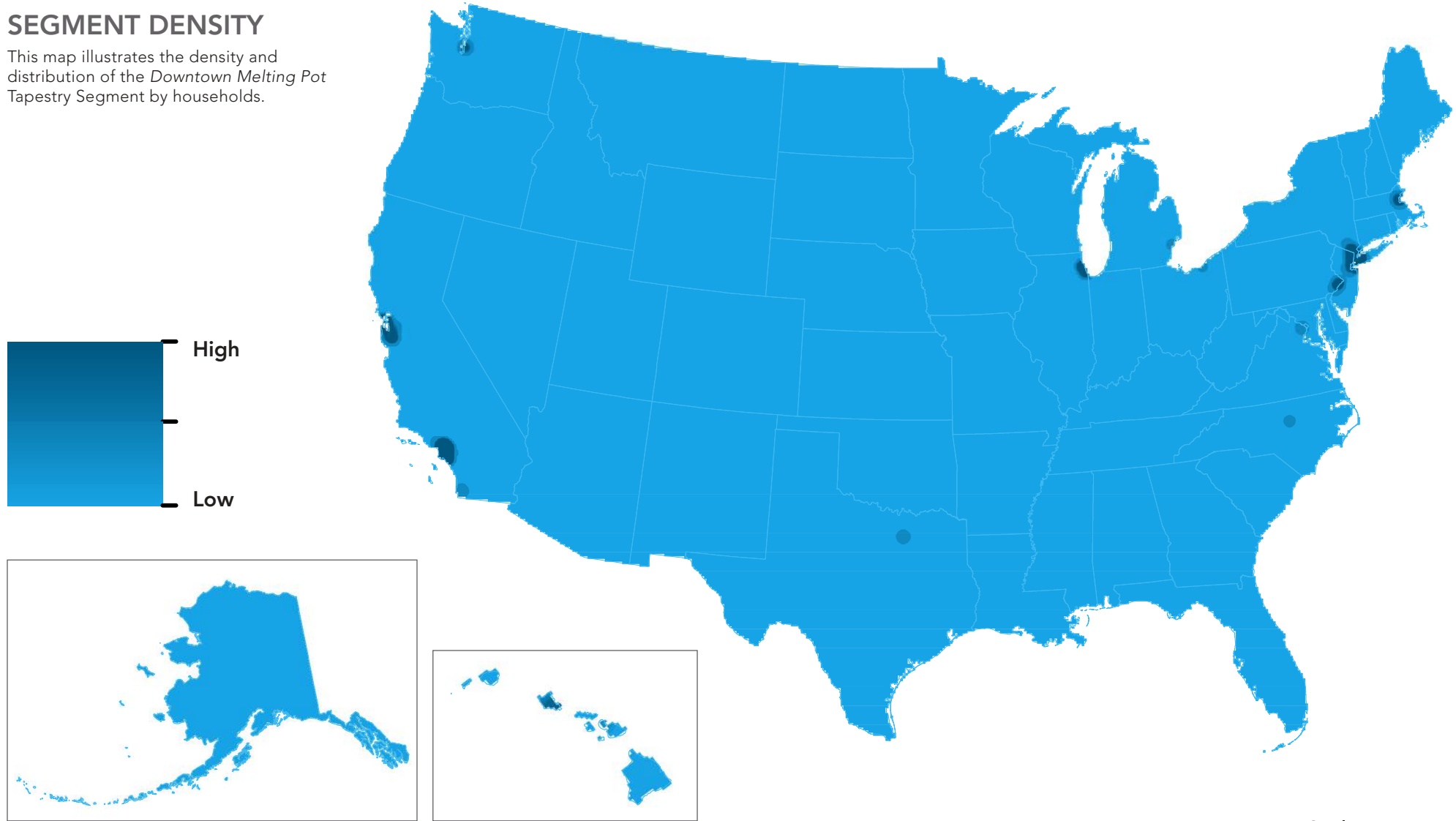y are involved, focused on physical fitness, and enjoying their lives. This market is smaller, but growing, and financially secure.

OUR NEIGHBORHOOD

- This older market has a median age of 52 years and a disproportionate share (nearly 32%) of residents aged 65 years or older.

- Single-person households (over 40%) and married-couple families with no children (one-third) dominate these neighborhoods; average household size is low at 2.06 (Index 80).

- Most of the housing was built after 1970; approximately 43% of householders live in single-family homes and 43% in multiunit dwellings.

- These neighborhoods are found in large metropolitan areas, outside central cities, scattered across the US.

SOCIOECONOMIC TRAITS

- *Golden Years* residents are well educated—22% have graduate or professional degrees, 28% have bachelor's degrees, and 25% have some college credits.

- Unemployment is low at 4% (Index 74), but so is labor force participation at 56% (Index 89), due to residents reaching retirement.

- Median household income is higher in this market, more than $71,000. Although wages still provide income to nearly 2 out of 3 households, earned income is available from investments (Index 171), Social Security benefits (Index 146), and retirement income (Index 144).

- These consumers are well connected: Internet access is used for everything from shopping or paying bills to monitoring investments and entertainment.

- They are generous supporters of the arts and charitable organizations.

- They keep their landlines and view cell phones more as a convenience.

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

TAPESTRY SEGMENTATION
esri.com/tapestry
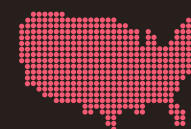
AGE BY SEX (Esri data)
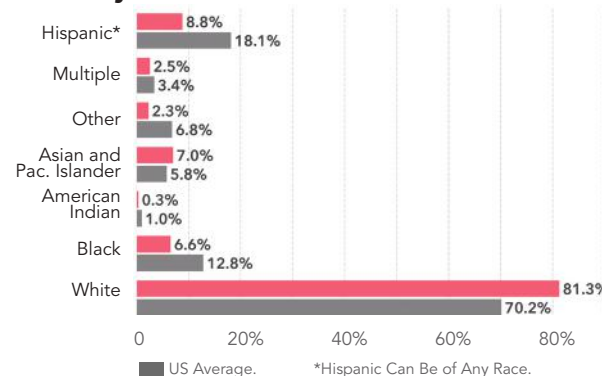
Median Age: 52.3 US: 38.2

Indicates US

Male **Female**

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 43.8 US: 64.0

Race/Ethnicity	This market	US Average
Hispanic*	8.8%	18.1%
Multiple	2.5%	3.4%
Other	2.3%	6.8%
Asian and Pac. Islander	7.0%	5.8%
American Indian	0.3%	1.0%
Black	6.6%	12.8%
White	81.3%	70.2%

US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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

Median Household Income

$71,700

$56,100

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

Median Net Worth

$184,000

$93,300

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

US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	130
Food	121
Apparel & Services	120
Transportation	130
Health Care	133
Entertainment & Recreation	116
Education	122
Pensions & Social Security	95
Other	122

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

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

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

- Avid readers, they regularly read daily newspapers, particularly the Sunday edition.
- They subscribe to cable TV; news and sports programs are popular as well as on-demand movies.
- They use professional services to maintain their homes inside and out and minimize their chores.
- Leisure time is spent on sports (tennis, golf, boating, and fishing) or simple exercise like walking.
- Good health is a priority; they believe in healthy eating, coupled with vitamins and dietary supplements.
- Active social lives include travel, especially abroad, plus going to concerts and museums.
- Residents maintain actively managed financial portfolios that include a range of instruments such as IRA's, common stocks, and certificates of deposit (more than six months).

HOUSING

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

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 62.7%

Rent 37.3%

Typical Housing:
Single Family;
Multi-Units

Median Value:
$332,100
US Median: $207,300
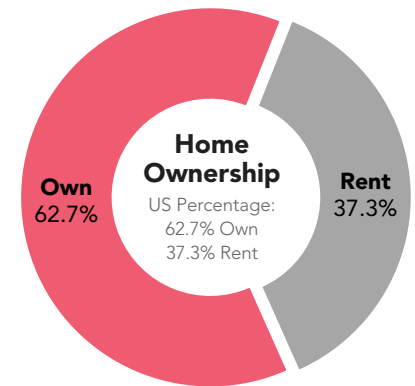
POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
3,547,600

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
1,058

ESRI INDEXES

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

0 — **162** — 350
Wealth Index

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

0 — **100** — 350
Housing Affordability Index
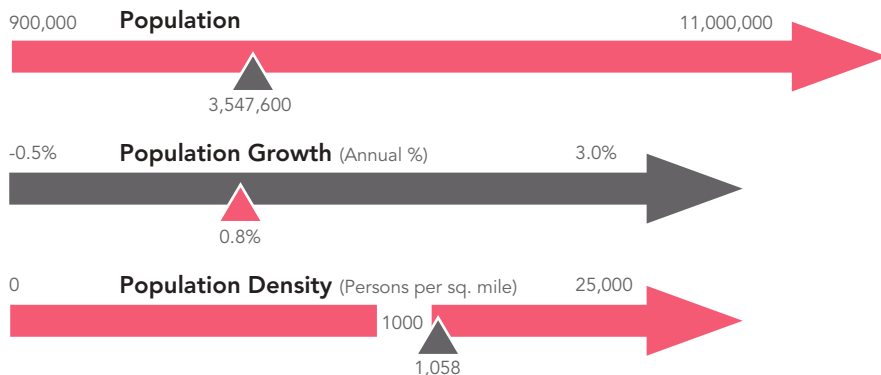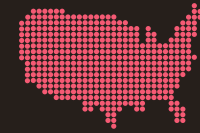
SEGMENT DENSITY

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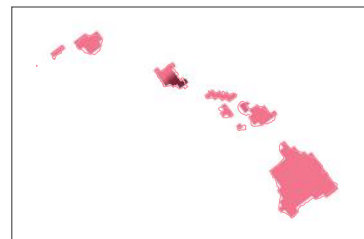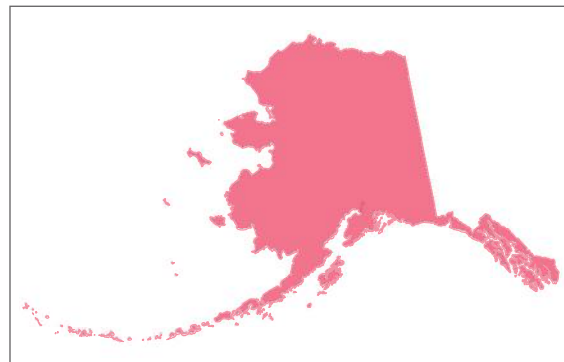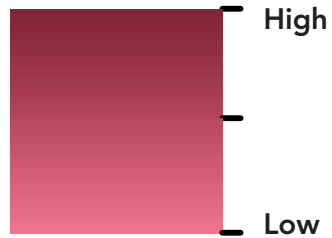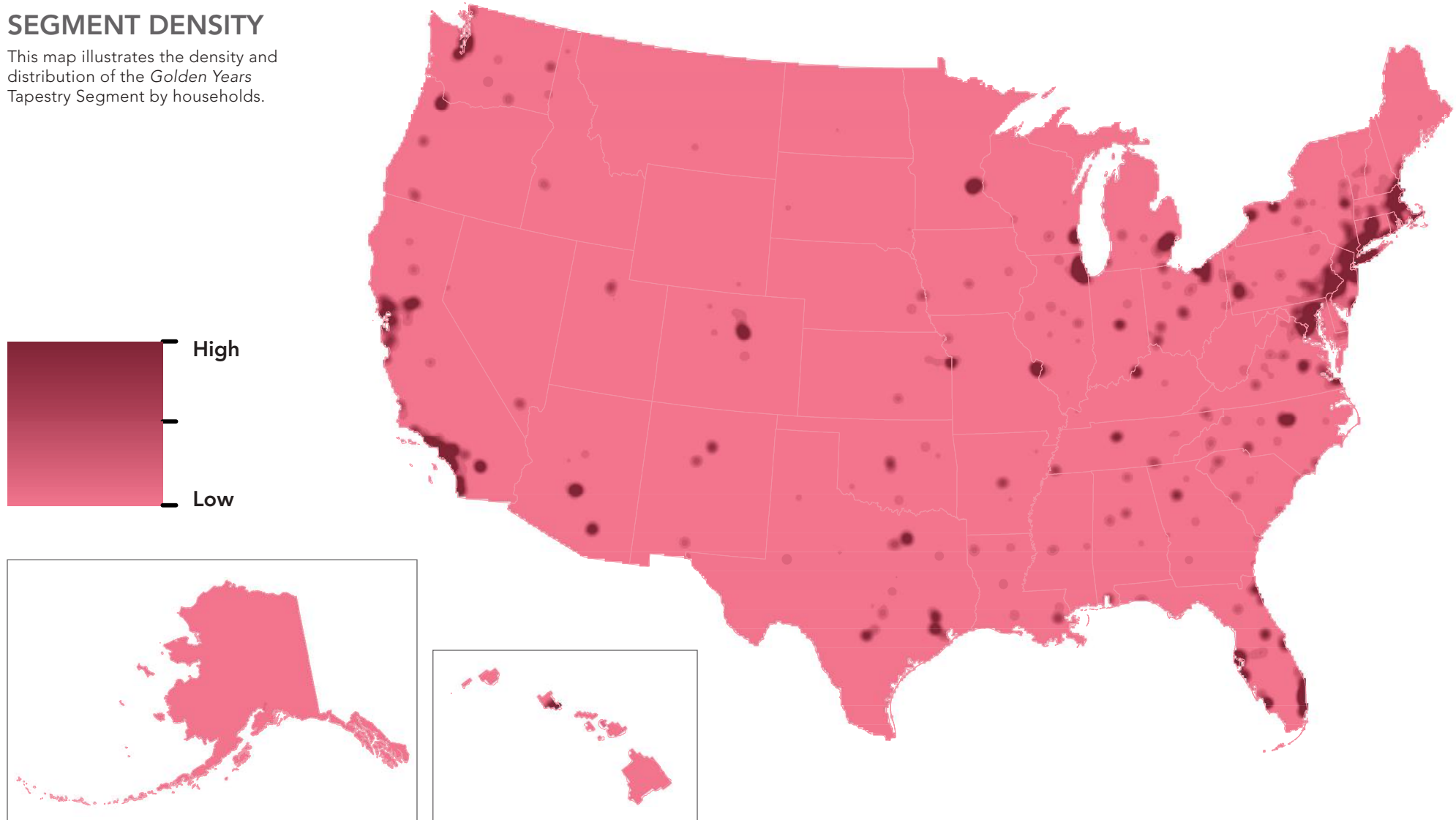
High

Low

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Demographic Summary	2019	2024
Population	289,845	293,801
Population 18+	240,786	245,986
Households	106,242	107,271
Median Household Income	$69,349	$77,346

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	177,901	73.9%	99
Went to family restaurant/steak house 4+ times/month	56,488	23.5%	88
Spent at family restaurant/30 days: <$1-30	14,047	5.8%	72
Spent at family restaurant/30 days: $31-50	19,286	8.0%	83
Spent at family restaurant/30 days: $51-100	41,334	17.2%	116
Spent at family restaurant/30 days: $101-200	18,350	7.6%	81
Family restaurant/steak house last 6 months: breakfast	27,025	11.2%	84
Family restaurant/steak house last 6 months: lunch	43,657	18.1%	94
Family restaurant/steak house last 6 months: dinner	98,456	40.9%	88
Family restaurant/steak house last 6 months: snack	12,180	5.1%	258
Family restaurant/steak house last 6 months: weekday	55,457	23.0%	75
Family restaurant/steak house last 6 months: weekend	96,247	40.0%	96
Fam rest/steak hse/6 months: Applebee`s	59,142	24.6%	112
Fam rest/steak hse/6 months: Bob Evans Farms	4,685	1.9%	63
Fam rest/steak hse/6 months: Buffalo Wild Wings	26,693	11.1%	106
Fam rest/steak hse/6 months: California Pizza Kitchen	13,928	5.8%	210
Fam rest/steak hse/6 months: Carrabba`s Italian Grill	6,122	2.5%	88
Fam rest/steak hse/6 months: The Cheesecake Factory	35,187	14.6%	200
Fam rest/steak hse/6 months: Chili`s Grill & Bar	14,526	6.0%	56
Fam rest/steak hse/6 months: CiCi`s	4,798	2.0%	70
Fam rest/steak hse/6 months: Cracker Barrel	17,524	7.3%	66
Fam rest/steak hse/6 months: Denny`s	18,520	7.7%	91
Fam rest/steak hse/6 months: Golden Corral	10,596	4.4%	63
Fam rest/steak hse/6 months: IHOP	23,006	9.6%	95
Fam rest/steak hse/6 months: Logan`s Roadhouse	3,870	1.6%	51
Fam rest/steak hse/6 months: LongHorn Steakhouse	9,427	3.9%	76
Fam rest/steak hse/6 months: Olive Garden	34,074	14.2%	85
Fam rest/steak hse/6 months: Outback Steakhouse	17,961	7.5%	91
Fam rest/steak hse/6 months: Red Lobster	31,854	13.2%	136
Fam rest/steak hse/6 months: Red Robin	19,500	8.1%	116
Fam rest/steak hse/6 months: Ruby Tuesday	10,897	4.5%	98
Fam rest/steak hse/6 months: Texas Roadhouse	13,592	5.6%	57
Fam rest/steak hse/6 months: T.G.I. Friday`s	25,053	10.4%	191
Fam rest/steak hse/6 months: Waffle House	9,775	4.1%	70
Went to fast food/drive-in restaurant in last 6 months	213,579	88.7%	98
Went to fast food/drive-in restaurant 9+ times/month	85,854	35.7%	91
Spent at fast food restaurant/30 days: <$1-10	7,438	3.1%	68
Spent at fast food restaurant/30 days: $11-$20	28,158	11.7%	108
Spent at fast food restaurant/30 days: $21-$40	27,931	11.6%	71
Spent at fast food restaurant/30 days: $41-$50	21,949	9.1%	104
Spent at fast food restaurant/30 days: $51-$100	29,950	12.4%	75
Spent at fast food restaurant/30 days: $101-$200	22,599	9.4%	115
Spent at fast food restaurant/30 days: $201+	10,394	4.3%	141

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

April 25, 2020

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Fast food/drive-in last 6 months: eat in	80,057	33.2%	89
Fast food/drive-in last 6 months: home delivery	25,012	10.4%	120
Fast food/drive-in last 6 months: take-out/drive-thru	74,123	30.8%	66
Fast food/drive-in last 6 months: take-out/walk-in	62,296	25.9%	124
Fast food/drive-in last 6 months: breakfast	74,709	31.0%	87
Fast food/drive-in last 6 months: lunch	99,396	41.3%	82
Fast food/drive-in last 6 months: dinner	101,599	42.2%	91
Fast food/drive-in last 6 months: snack	31,299	13.0%	110
Fast food/drive-in last 6 months: weekday	115,570	48.0%	81
Fast food/drive-in last 6 months: weekend	109,670	45.5%	96
Fast food/drive-in last 6 months: A & W	4,906	2.0%	71
Fast food/drive-in last 6 months: Arby`s	17,355	7.2%	41
Fast food/drive-in last 6 months: Baskin-Robbins	15,879	6.6%	199
Fast food/drive-in last 6 months: Boston Market	22,827	9.5%	307
Fast food/drive-in last 6 months: Burger King	67,473	28.0%	94
Fast food/drive-in last 6 months: Captain D`s	5,113	2.1%	57
Fast food/drive-in last 6 months: Carl`s Jr.	21,291	8.8%	148
Fast food/drive-in last 6 months: Checkers	7,008	2.9%	88
Fast food/drive-in last 6 months: Chick-fil-A	27,858	11.6%	48
Fast food/drive-in last 6 months: Chipotle Mex. Grill	49,586	20.6%	165
Fast food/drive-in last 6 months: Chuck E. Cheese`s	6,879	2.9%	97
Fast food/drive-in last 6 months: Church`s Fr. Chicken	6,055	2.5%	71
Fast food/drive-in last 6 months: Cold Stone Creamery	9,253	3.8%	131
Fast food/drive-in last 6 months: Dairy Queen	17,786	7.4%	46
Fast food/drive-in last 6 months: Del Taco	13,680	5.7%	147
Fast food/drive-in last 6 months: Domino`s Pizza	32,715	13.6%	107
Fast food/drive-in last 6 months: Dunkin` Donuts	61,020	25.3%	186
Went to Five Guys in last 6 months	23,922	9.9%	106
Fast food/drive-in last 6 months: Hardee`s	9,478	3.9%	59
Fast food/drive-in last 6 months: Jack in the Box	21,080	8.8%	117
Went to Jimmy John`s in last 6 months	10,818	4.5%	75
Fast food/drive-in last 6 months: KFC	53,810	22.3%	109
Fast food/drive-in last 6 months: Krispy Kreme	13,982	5.8%	97
Fast food/drive-in last 6 months: Little Caesars	21,967	9.1%	68
Fast food/drive-in last 6 months: Long John Silver`s	6,090	2.5%	71
Fast food/drive-in last 6 months: McDonald`s	107,720	44.7%	85
Went to Panda Express in last 6 months	27,332	11.4%	117
Fast food/drive-in last 6 months: Panera Bread	30,749	12.8%	100
Fast food/drive-in last 6 months: Papa John`s	17,857	7.4%	84
Fast food/drive-in last 6 months: Papa Murphy`s	8,977	3.7%	78
Fast food/drive-in last 6 months: Pizza Hut	35,215	14.6%	85
Fast food/drive-in last 6 months: Popeyes Chicken	26,272	10.9%	120
Fast food/drive-in last 6 months: Sonic Drive-In	19,321	8.0%	67
Fast food/drive-in last 6 months: Starbucks	62,792	26.1%	140
Fast food/drive-in last 6 months: Steak `n Shake	9,346	3.9%	70
Fast food/drive-in last 6 months: Subway	50,860	21.1%	82
Fast food/drive-in last 6 months: Taco Bell	50,844	21.1%	73
Fast food/drive-in last 6 months: Wendy`s	54,909	22.8%	89
Fast food/drive-in last 6 months: Whataburger	6,933	2.9%	55
Fast food/drive-in last 6 months: White Castle	12,008	5.0%	162
Went to fine dining restaurant last month	30,028	12.5%	119
Went to fine dining restaurant 3+ times last month	11,247	4.7%	149

April 25, 2020

Retail Market Potential

Core Plus Trade Area
Area: 28.87 square miles

Demographic Summary	2019	2024
Population	465,749	472,061
Population 18+	383,359	391,588
Households	167,145	168,720
Median Household Income	$67,318	$75,436

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's clothing in last 12 months	176,646	46.1%	97
Bought any women's clothing in last 12 months	187,236	48.8%	114
Bought clothing for child <13 years in last 6 months	99,523	26.0%	97
Bought any shoes in last 12 months	216,917	56.6%	108
Bought costume jewelry in last 12 months	85,404	22.3%	128
Bought any fine jewelry in last 12 months	86,742	22.6%	127
Bought a watch in last 12 months	65,819	17.2%	111
Automobiles (Households)			
HH owns/leases any vehicle	127,442	76.2%	89
HH bought/leased new vehicle last 12 months	14,675	8.8%	89
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	292,119	76.2%	89
Bought/changed motor oil in last 12 months	153,058	39.9%	84
Had tune-up in last 12 months	88,638	23.1%	93
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	305,900	79.8%	111
Drank regular cola in last 6 months	159,491	41.6%	94
Drank beer/ale in last 6 months	173,796	45.3%	108
Cameras (Adults)			
Own digital point & shoot camera/camcorder	36,102	9.4%	94
Own digital SLR camera/camcorder	31,082	8.1%	103
Printed digital photos in last 12 months	97,132	25.3%	111
Cell Phones (Adults/Households)			
Bought cell phone in last 12 months	135,310	35.3%	102
Have a smartphone	331,482	86.5%	103
Have a smartphone: Android phone (any brand)	132,183	34.5%	85
Have a smartphone: Apple iPhone	197,865	51.6%	123
Number of cell phones in household: 1	44,536	26.6%	87
Number of cell phones in household: 2	62,738	37.5%	97
Number of cell phones in household: 3+	56,724	33.9%	121
HH has cell phone only (no landline telephone)	75,333	45.1%	80
Computers (Households)			
HH owns a computer	130,716	78.2%	106
HH owns desktop computer	65,455	39.2%	106
HH owns laptop/notebook	95,013	56.8%	100
HH owns any Apple/Mac brand computer	47,767	28.6%	158
HH owns any PC/non-Apple brand computer	99,466	59.5%	97
HH purchased most recent computer in a store	56,753	34.0%	94
HH purchased most recent computer online	24,563	14.7%	108
Spent <$1-499 on most recent home computer	18,822	11.3%	77
Spent $500-$999 on most recent home computer	24,232	14.5%	86
Spent $1,000-$1,499 on most recent home computer	20,110	12.0%	126
Spent $1,500-$1,999 on most recent home computer	8,710	5.2%	118
Spent $2,000+ on most recent home computer	6,937	4.2%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

April 28, 2020

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	229,663	59.9%	95
Bought brewed coffee at convenience store in last 30 days	59,047	15.4%	111
Bought cigarettes at convenience store in last 30 days	27,239	7.1%	66
Bought gas at convenience store in last 30 days	80,954	21.1%	57
Spent at convenience store in last 30 days: <$1-19	33,880	8.8%	128
Spent at convenience store in last 30 days: $20-$39	37,576	9.8%	103
Spent at convenience store in last 30 days: $40-$50	24,512	6.4%	78
Spent at convenience store in last 30 days: $51-$99	19,278	5.0%	91
Spent at convenience store in last 30 days: $100+	60,609	15.8%	71
Entertainment (Adults)			
Attended a movie in last 6 months	203,541	53.1%	91
Went to live theater in last 12 months	41,437	10.8%	98
Went to a bar/night club in last 12 months	65,339	17.0%	99
Dined out in last 12 months	185,835	48.5%	93
Gambled at a casino in last 12 months	66,537	17.4%	131
Visited a theme park in last 12 months	84,821	22.1%	117
Viewed movie (video-on-demand) in last 30 days	69,329	18.1%	103
Viewed TV show (video-on-demand) in last 30 days	63,719	16.6%	132
Watched any pay-per-view TV in last 12 months	35,564	9.3%	95
Downloaded a movie over the Internet in last 30 days	43,628	11.4%	119
Downloaded any individual song in last 6 months	71,091	18.5%	97
Watched a movie online in the last 30 days	122,547	32.0%	118
Watched a TV program online in last 30 days	89,178	23.3%	122
Played a video/electronic game (console) in last 12 months	24,696	6.4%	73
Played a video/electronic game (portable) in last 12 months	20,021	5.2%	112
Financial (Adults)			
Have home mortgage (1st)	97,970	25.6%	82
Used ATM/cash machine in last 12 months	202,222	52.8%	100
Own any stock	27,207	7.1%	99
Own U.S. savings bond	23,558	6.1%	141
Own shares in mutual fund (stock)	26,929	7.0%	98
Own shares in mutual fund (bonds)	15,498	4.0%	85
Have interest checking account	98,325	25.6%	89
Have non-interest checking account	110,817	28.9%	99
Have savings account	220,297	57.5%	100
Have 401K retirement savings plan	57,882	15.1%	94
Own/used any credit/debit card in last 12 months	319,889	83.4%	105
Avg monthly credit card expenditures: <$1-110	39,365	10.3%	89
Avg monthly credit card expenditures: $111-$225	28,824	7.5%	102
Avg monthly credit card expenditures: $226-$450	30,661	8.0%	117
Avg monthly credit card expenditures: $451-$700	34,999	9.1%	149
Avg monthly credit card expenditures: $701-$1,000	39,606	10.3%	185
Avg monthly credit card expenditures: $1,001+	52,876	13.8%	118
Did banking online in last 12 months	151,505	39.5%	101
Did banking on mobile device in last 12 months	95,230	24.8%	96
Paid bills online in last 12 months	202,782	52.9%	105

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults or households in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.
Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2019 and 2024.

April 28, 2020

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	97,263	58.2%	84
Used bread in last 6 months	152,798	91.4%	98
Used chicken (fresh or frozen) in last 6 months	112,127	67.1%	97
Used turkey (fresh or frozen) in last 6 months	24,723	14.8%	99
Used fish/seafood (fresh or frozen) in last 6 months	99,169	59.3%	107
Used fresh fruit/vegetables in last 6 months	147,433	88.2%	103
Used fresh milk in last 6 months	140,659	84.2%	98
Used organic food in last 6 months	54,864	32.8%	138
Health (Adults)			
Exercise at home 2+ times per week	82,772	21.6%	79
Exercise at club 2+ times per week	67,950	17.7%	123
Visited a doctor in last 12 months	301,290	78.6%	102
Used vitamin/dietary supplement in last 6 months	228,165	59.5%	110
Home (Households)			
Did any home improvement in last 12 months	36,450	21.8%	79
Used any housekeeper/professional cleaning service in last 12 months	29,713	17.8%	122
Purchased low ticket HH furnishings in last 12 months	27,478	16.4%	96
Purchased big ticket HH furnishings in last 12 months	32,663	19.5%	88
Bought any small kitchen appliance in last 12 months	41,582	24.9%	112
Bought any large kitchen appliance in last 12 months	21,898	13.1%	94
Insurance (Adults/Households)			
Currently carry life insurance	135,831	35.4%	80
Carry medical/hospital/accident insurance	286,481	74.7%	100
Carry homeowner insurance	145,662	38.0%	80
Carry renter's insurance	45,010	11.7%	138
Have auto insurance: 1 vehicle in household covered	55,300	33.1%	107
Have auto insurance: 2 vehicles in household covered	39,968	23.9%	84
Have auto insurance: 3+ vehicles in household covered	26,615	15.9%	70
Pets (Households)			
Household owns any pet	57,319	34.3%	63
Household owns any cat	24,576	14.7%	65
Household owns any dog	35,355	21.2%	51
Psychographics (Adults)			
Buying American is important to me	108,173	28.2%	72
Usually buy items on credit rather than wait	56,442	14.7%	112
Usually buy based on quality - not price	73,586	19.2%	101
Price is usually more important than brand name	86,007	22.4%	82
Usually use coupons for brands I buy often	57,918	15.1%	88
Am interested in how to help the environment	79,521	20.7%	107
Usually pay more for environ safe product	55,187	14.4%	102
Usually value green products over convenience	48,731	12.7%	113
Likely to buy a brand that supports a charity	144,961	37.8%	108
Reading (Adults)			
Bought digital book in last 12 months	51,975	13.6%	105
Bought hardcover book in last 12 months	80,797	21.1%	105
Bought paperback book in last 12 month	119,857	31.3%	110
Read any daily newspaper (paper version)	70,454	18.4%	100
Read any digital newspaper in last 30 days	164,922	43.0%	108
Read any magazine (paper/electronic version) in last 6 months	341,331	89.0%	98

April 28, 2020

Product/Consumer Behavior	Expected Number of Adults or HHs	Percent of Adults/HHs	MPI
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 months	282,387	73.7%	98
Went to family restaurant/steak house: 4+ times a month	89,323	23.3%	88
Went to fast food/drive-in restaurant in last 6 months	339,124	88.5%	97
Went to fast food/drive-in restaurant 9+ times/month	135,693	35.4%	90
Fast food restaurant last 6 months: eat in	127,536	33.3%	89
Fast food restaurant last 6 months: home delivery	39,310	10.3%	119
Fast food restaurant last 6 months: take-out/drive-thru	117,905	30.8%	66
Fast food restaurant last 6 months: take-out/walk-in	98,634	25.7%	124
Television & Electronics (Adults/Households)			
Own any tablet	184,153	48.0%	100
Own any e-reader	29,067	7.6%	91
Own e-reader/tablet: iPad	132,663	34.6%	123
HH has Internet connectable TV	46,429	27.8%	97
Own any portable MP3 player	81,001	21.1%	114
HH owns 1 TV	53,732	32.1%	153
HH owns 2 TVs	47,998	28.7%	107
HH owns 3 TVs	20,276	12.1%	58
HH owns 4+ TVs	19,024	11.4%	65
HH subscribes to cable TV	72,596	43.4%	99
HH subscribes to fiber optic	30,812	18.4%	261
HH owns portable GPS navigation device	33,372	20.0%	87
HH purchased video game system in last 12 months	22,228	13.3%	162
HH owns any Internet video device for TV	39,376	23.6%	98
Travel (Adults)			
Took domestic trip in continental US last 12 months	205,490	53.6%	102
Took 3+ domestic non-business trips in last 12 months	38,832	10.1%	86
Spent on domestic vacations in last 12 months: <$1-999	34,268	8.9%	83
Spent on domestic vacations in last 12 months: $1,000-$1,499	25,326	6.6%	105
Spent on domestic vacations in last 12 months: $1,500-$1,999	17,552	4.6%	114
Spent on domestic vacations in last 12 months: $2,000-$2,999	11,552	3.0%	72
Spent on domestic vacations in last 12 months: $3,000+	27,054	7.1%	109
Domestic travel in last 12 months: used general travel website	31,064	8.1%	119
Took foreign trip (including Alaska and Hawaii) in last 3 years	171,899	44.8%	163
Took 3+ foreign trips by plane in last 3 years	41,469	10.8%	198
Spent on foreign vacations in last 12 months: <$1-999	20,790	5.4%	117
Spent on foreign vacations in last 12 months: $1,000-$2,999	27,429	7.2%	179
Spent on foreign vacations in last 12 months: $3,000+	45,513	11.9%	188
Foreign travel in last 3 years: used general travel website	42,490	11.1%	193
Nights spent in hotel/motel in last 12 months: any	176,089	45.9%	103
Took cruise of more than one day in last 3 years	43,915	11.5%	129
Member of any frequent flyer program	87,160	22.7%	126
Member of any hotel rewards program	70,111	18.3%	102

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