Future in the GRaSP

Southern Crescent

Park District

Lincoln Road

Griffin
Growing, TOGETHER

Spalding
Everything you need in Spalding

APD solutions
A Community & Economic Development Firm
Restore. Rebuild. Renew.

Supplemental Data Appendix

January 2018

Future In The GRaSP - Neighborhood Data Chart

Neighborhood Name	Block Groups	Tapestry Segment	Median Age	Avg HH Size	Median Net Worth	Ownership	Rental	% White	% Black
Lincoln Road/Flat	603002	Modest Income Homes - 12D	36.1	2.56	$ 13,000	46.3%	53.7%	10.3%	84.8%
Experiment	604001	Small Town Simplicity - 12C	40	2.25	$ 14,000	50.9%	49.1%	77.3%	13.1%
UGA	604002	Hardscrabble Road - 8G	31.7	2.64	$ 12,000	41.2%	58.8%	55.0%	27.5%
604003	604003	City Commons - 11E	27.6	2.66	$ 10,000	24.1%	75.9%	14.8%	75.9%
604004	604004	City Commons - 11E	27.6	2.66	$ 10,000	24.1%	75.9%	14.8%	75.9%
604005	604005	Hardscrabble Road - 8G	31.7	2.64	$ 12,000	41.2%	58.8%	55.0%	27.5%
Highland Mills	605001	Modest Income Homes - 12D	36.1	2.56	$ 13,000	46.3%	53.7%	10.3%	84.8%
Southern Crescent	605002	Middleburg - 4C	35.3	2.73	$ 89,000	74.3%	25.7%	80.7%	9.7%
607001	607001	Middleburg - 4C	35.3	2.73	$ 89,000	74.3%	25.7%	80.7%	9.7%
607002	607002	City Commons - 11E	27.6	2.66	$ 10,000	24.1%	75.9%	14.8%	75.9%
Kroger/Lowes	607003	Traditional Living - 12B	34.8	2.5	$ 29,000	60.1%	39.9%	75.8%	13.0%
Fairmont	608001	Modest Income Homes - 12D	36.1	2.56	$ 13,000	46.3%	53.7%	10.3%	84.8%
Thomaston Mill	608002	Modest Income Homes - 12D	36.1	2.56	$ 13,000	46.3%	53.7%	10.3%	84.8%
Rushton Mill	608003	Hardscrabble Road - 8G	31.7	2.64	$ 12,000	41.2%	58.8%	55.0%	27.5%
609001	609001	Small Town Simplicity - 12C	40	2.25	$ 14,000	50.9%	49.1%	77.3%	13.1%
East Griffin I	609002	Small Town Simplicity - 12C	40	2.25	$ 14,000	50.9%	49.1%	77.3%	13.1%
East Griffin II	609003	Modest Income Homes - 12D	36.1	2.56	$ 13,000	46.3%	53.7%	10.3%	84.8%
Forest Hills	611001	In Style - 5B	41.1	2.33	$ 128,000	68.8%	31.2%	85.1%	5.7%
Maple Drive/Four Oaks	611002	Midlife Constants - 5E	45.9	2.3	$ 104,000	73.6%	26.4%	86.9%	6.4%
Maple Drive/Maddox	612001	Comfortable Empty Nesters - 5A	46.8	2.5	$ 258,000	87.5%	12.5%	88.3%	5.5%
Meriwether	612002	City Commons - 11E	27.6	2.66	$ 10,000	24.1%	75.9%	14.8%	75.9%
Park District	612003	City Commons - 11E	27.6	2.66	$ 10,000	24.1%	75.9%	14.8%	75.9%

Future In The GRaSP - Neighborhood Data Chart

Neighborhood Name	% Hispanic	% Asian	% Multiple	Housing Index	Food Index	Apparel	Transportation	Healthcare	Entertainment	2016 Employed Civilian Pop 16+
Lincoln Road/Flat	4.5%	0.5%	2.0%	45	47	31	47	47	46	609
Experiment	9.5%	1.2%	2.9%	53	57	35	58	59	57	495
UGA	19.8%	1.9%	4.5%	49	52	34	51	48	50	458
604003	8.6%	1.1%	3.0%	41	42	29	40	37	39	153
604004	8.6%	1.1%	3.0%	41	42	29	40	37	39	232
604005	19.8%	1.9%	4.5%	49	52	34	51	48	50	353
Highland Mills	4.5%	0.5%	2.0%	45	47	31	47	47	46	1,681
Southern Crescent	10.5%	2.1%	2.8%	94	94	62	97	96	98	1,201
607001	10.5%	2.1%	2.8%	94	94	62	97	96	98	913
607002	8.6%	1.1%	3.0%	41	42	29	40	37	39	461
Kroger/Lowes	11.8%	1.4%	3.5%	63	66	43	67	66	66	1,358
Fairmont	4.5%	0.5%	2.0%	45	47	31	47	47	46	327
Thomaston Mill	4.5%	0.5%	2.0%	45	47	31	47	47	46	319
Rushton Mill	19.8%	1.9%	4.5%	49	52	34	51	48	50	535
609001	9.5%	1.2%	2.9%	53	57	35	58	59	57	317
East Griffin I	9.5%	1.2%	2.9%	53	57	35	58	59	57	338
East Griffin II	4.5%	0.5%	2.0%	45	47	31	47	47	46	175
Forest Hills	7.2%	3.8%	2.6%	122	119	81	119	122	125	579
Maple Drive/Four Oaks	7.0%	1.8%	2.1%	84	86	55	88	95	90	1,220
Maple Drive/Maddox	6.1%	2.2%	1.9%	117	114	76	116	126	123	1,541
Meriwether	8.6%	1.1%	3.0%	41	42	29	40	37	39	120
Park District	8.6%	1.1%	3.0%	41	42	29	40	37	39	347

Future In The GRaSP - Neighborhood Data Chart

Neighborhood Name	2016 Education: Bachelor's Degree (%)	2016 Median Home Value	2016 Median Household Income	2016-2021 Growth/Yr: Households	2016-2021 Growth/Yr: Population
Lincoln Road/Flat	5.11%	$94,872	$20,376	-0.62%	-0.46%
Experiment	4.64%	$97,273	$27,204	-1.48%	-1.26%
UGA	3.72%	$69,231	$28,238	0.57%	0.73%
604003	9.26%	$76,389	$17,237	-1.49%	-1.34%
604004	0.001	$118,056	$17,413	-1.04%	-0.91%
604005	2.63%	$53,922	$25,248	-0.42%	-0.3%
Highland Mills	11.46%	$87,793	$35,840	0.31%	0.46%
Southern Crescent	13.79%	$129,401	$58,161	-0.28%	-0.18%
607001	4.16%	$131,725	$59,237	-0.89%	-0.74%
607002	5.28%	$94,079	$16,390	-0.55%	-0.34%
Kroger/Lowes	7.32%	$82,578	$37,519	0.87%	0.79%
Fairmont	8.74%	$68,662	$21,088	0.97%	1.1%
Thomaston Mill	1.79%	$56,667	$21,875	-1.12%	-0.93%
Rushton Mill	3.16%	$56,148	$25,442	1.31%	1.47%
609001	12.1%	$103,571	$28,165	-0.53%	-0.39%
East Griffin I	0.001	$76,623	$31,607	-0.10%	0.03%
East Griffin II	0.001	$65,625	$19,334	-0.47%	-0.34%
Forest Hills	26.63%	$147,794	$59,730	0.31%	0.4%
Maple Drive/Four Oaks	16.71%	$144,279	$54,459	0.33%	0.5%
Maple Drive/Maddox	22.69%	$158,462	$60,451	0.56%	0.69%
Meriwether	10.42%	$135,000	$11,830	-1.48%	-1.28%
Park District	6.96%	$126,042	$19,083	-0.84%	-0.59%

Middleburg

4C

Households: 3,319,000

Average Household Size: 2.73

Median Age: 35.3

Median Household Income: $55,000

WHO ARE WE?

Middleburg neighborhoods transformed from the easy pace of country living to semirural subdivisions in the last decade, when the housing boom reached out. Residents are conservative, family-oriented consumers. Still more country than rock and roll, they are thrifty but willing to carry some debt and are already investing in their futures. They rely on their smartphones and mobile devices to stay in touch and pride themselves on their expertise. They prefer to buy American and travel in the US. This market is younger but growing in size and assets.

OUR NEIGHBORHOOD

- Semirural locales within metropolitan areas.
- Neighborhoods changed rapidly in the previous decade with the addition of new single-family homes.
- Include a number of mobile homes (Index 152).
- Affordable housing, median value of $158,000 (Index 89) with a low vacancy rate.
- Young couples, many with children; average household size is 2.73.

SOCIOECONOMIC TRAITS

- Education: 66% with a high school diploma or some college.
- Unemployment rate lower at 7.4% (Index 85).
- Labor force participation typical of a younger population at 66.7% (Index 106).
- Traditional values are the norm here—faith, country, and family.
- Prefer to buy American and for a good price.
- Comfortable with the latest in technology, for convenience (online banking or saving money on landlines) and entertainment.

TAPESTRY SEGMENTATION

esri.com/tapestry

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

AGE BY SEX (Esri data)

Median Age: 35.3 US: 37.6

❙ 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: 46.3 US: 62.1

Hispanic*	10.5%
Multiple	2.8%
Other	3.9%
Asian and Pac. Island	2.1%
American Indian	0.9%
Black	9.7%
White	80.7%

0 20% 40% 60% 80%

* Hispanic can be of any race. ▬ US Average

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

$55,000
US Median $51,000

0 $30k $60k $90k $120k+

Median Net Worth

$89,000
US Median $71,000

0 $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	94
🍴 Food	94
👕 Apparel & Services	62
🚗 Transportation	97
❤️ Health Care	96
🎟️ Entertainment & Recreation	98
✉️ Education	87
💲 Pensions & Social Security	98
⭐ Other	93

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)

- Residents are partial to trucks, SUVs, and occasionally, convertibles, or motorcycles.
- Entertainment is primarily family-oriented, TV and movie rentals or theme parks and family restaurants.
- Spending priorities also focus on family (children's toys and apparel) or home DIY projects.
- Sports include hunting, target shooting, bowling, and baseball.
- TV and magazines provide entertainment and information.
- Media preferences include country and Christian channels.

HOUSING

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

Typical Housing:
Single Family

Median Value:
$158,000
US Median: $177,000
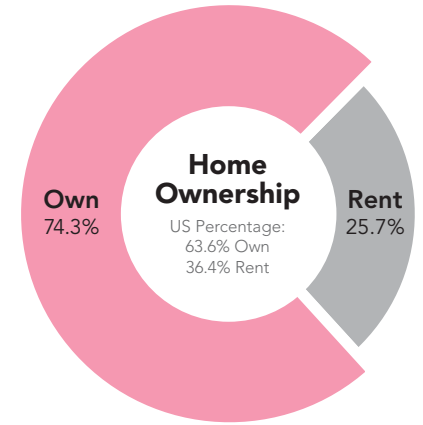
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 74.3%

Rent 25.7%

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
9,155,000

Population Growth (Annual %)
-0.5% — 3.0%
1.2%

Population Density (Persons per sq. mile)
0 — 25,000
1000
166

ESRI INDEXES

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

0 — **89** — 350
Wealth Index

0 — **108** — 350
Socioeconomic Status Index

0 — **185** — 350
Housing Affordability Index

Comfortable Empty Nesters

5A

Households: 2,973,000

Average Household Size: 2.50

Median Age: 46.8
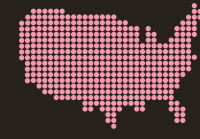
Median Household Income: $68,000

WHO ARE WE?

Residents in this large, growing segment are older, with more than 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 363). 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 lower at 2.50.
- 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 129).
- Households generally have one or two vehicles.

SOCIOECONOMIC TRAITS

- Education: 34% college graduates; nearly 66% with some college education.
- Low unemployment at 7%; average labor force participation at 61%.
- Most households income from wages or salaries, but a third also draw income from investments (Index 154) and retirement (Index 166).
- *Comfortable Empty Nesters* residents physically and financially active.
- Prefer eating at home instead of dining out.
- Home maintenance a priority among these homeowners.

TAPESTRY SEGMENTATION

esri.com/tapestry

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

AGE BY SEX (Esri data)

Median Age: 46.8   US: 37.6

I Indicates US

Male   Female
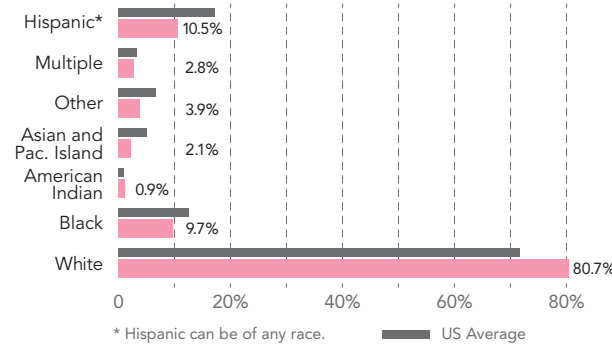
RACE AND ETHNICITY (Esri data)

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).
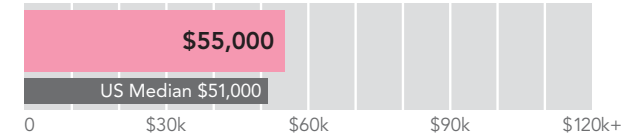
Diversity Index: 30.6   US: 62.1

Group	Percent
Hispanic*	6.1%
Multiple	1.9%
Other	1.6%
Asian and Pac. Island	2.2%
American Indian	0.4%
Black	5.5%
White	88.3%

* Hispanic can be of any race.   ▬ US Average

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.
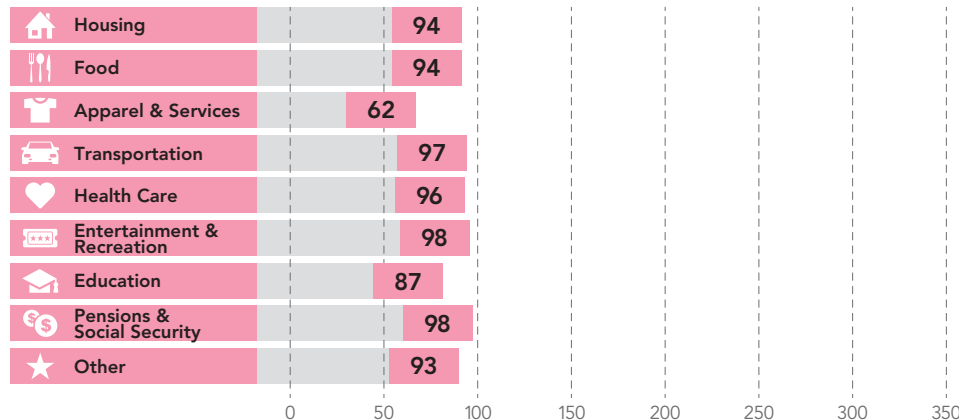
Median Household Income

$68,000
US Median $51,000

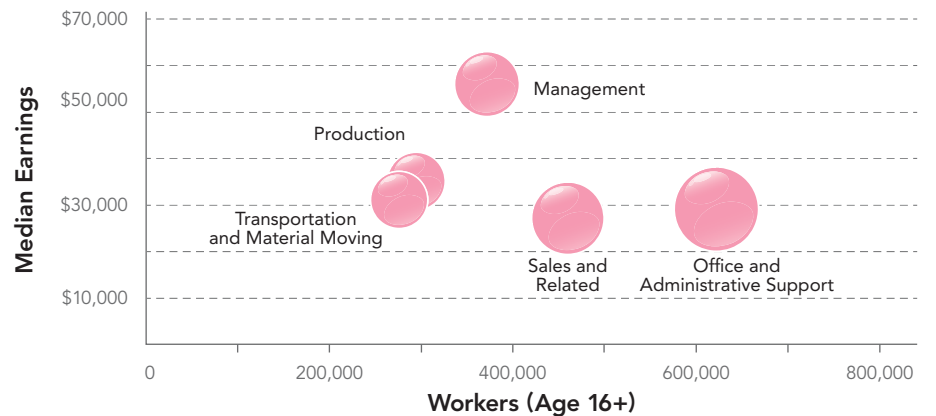**Median Net Worth**

$258,000
US Median $71,000

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.

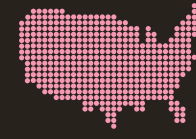| Category	Index
Housing	117
Food	114
Apparel & Services	76
Transportation	116
Health Care	126
Entertainment & Recreation	123
Education	118
Pensions & Social Security	121
Other	118

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.

Health Care Practitioners and Technical
Management
Education, Training, and Library
Office and Administrative Support
Sales and Related

Comfortable Empty Nesters

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- 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.
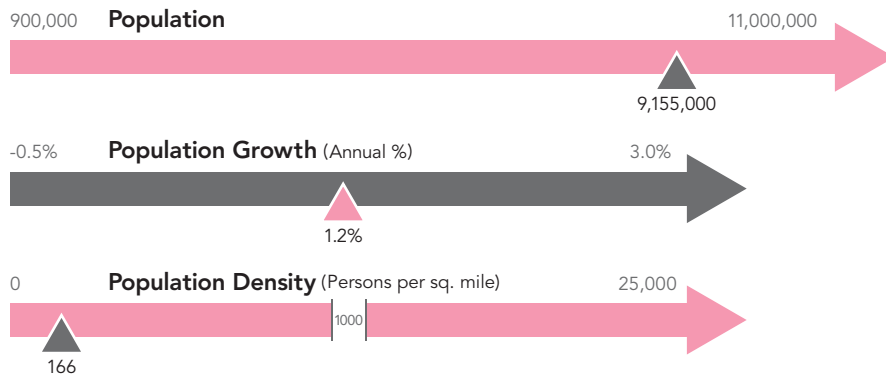
Typical Housing:
Single Family

Median Value:
$187,000
US Median: $177,000
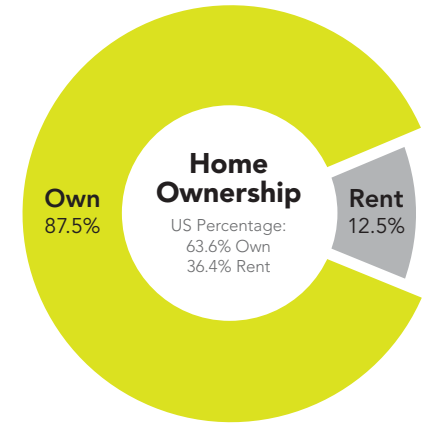
Home Ownership
US Percentage:
63.6% Own
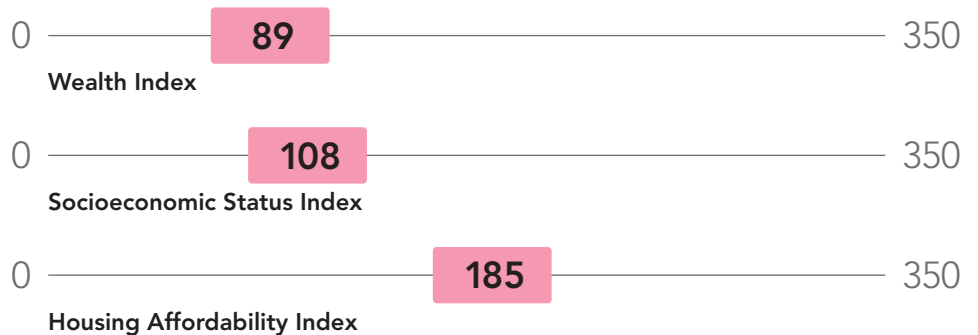36.4% Rent

Own 87.5%

Rent 12.5%

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
7,545,000

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
277

ESRI INDEXES

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

Wealth Index
0 — **147** — 350

Socioeconomic Status Index
0 — **137** — 350

Housing Affordability Index
0 — **185** — 350
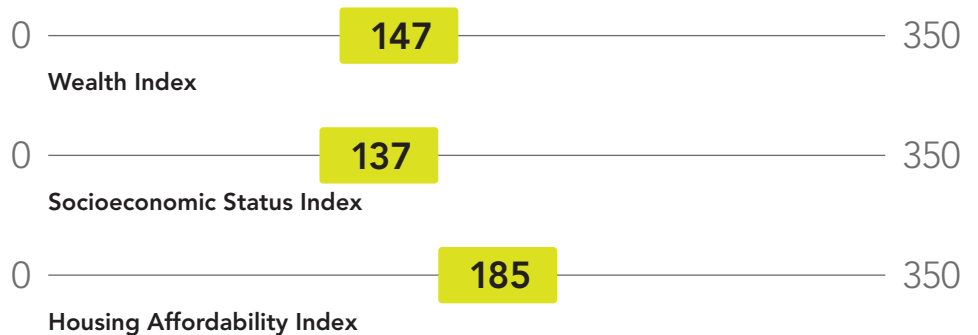
In Style

Households: 2,675,000

Average Household Size: 2.33

Median Age: 41.1

Median Household Income: $66,000

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 2.33.
- Home ownership average at 69% (Index 108); more than half, 51%, mortgaged (Index 112).
- Primarily single-family homes, in older neighborhoods (built before 1980), with a mix of town homes (Index 133) and smaller (5–19 units) apartment buildings (Index 110).
- Median home value at $213,500.
- Vacant housing units at 8.8%.

SOCIOECONOMIC TRAITS

- College educated: 46% are graduates (Index 162); 75% with some college education.
- Low unemployment is at 5.6% (Index 65); higher labor force participation rate is at 68% (Index 108) with proportionately more 2-worker households (Index 112).
- Median household income of $65,600 reveals an affluent market with income supplemented by investments (Index 143) and a substantial net worth (Index 179).
- Connected and knowledgeable, they carry smartphones and use many of the features.
- Attentive to price, they use coupons, especially mobile coupons.

TAPESTRY SEGMENTATION

esri.com/tapestry

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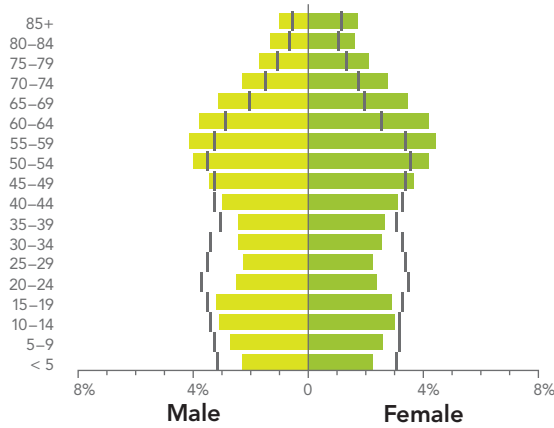
AGE BY SEX (Esri data)

Median Age: 41.1 US: 37.6

| Indicates US
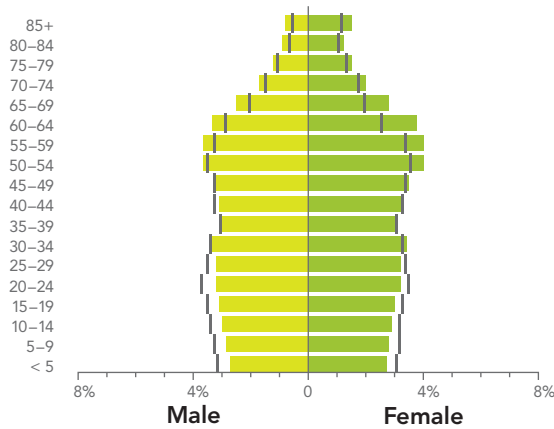
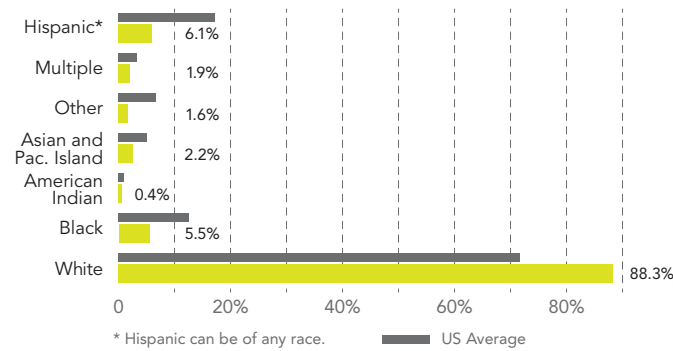|	Male		Female	
8%	4%	0	4%	8%

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).
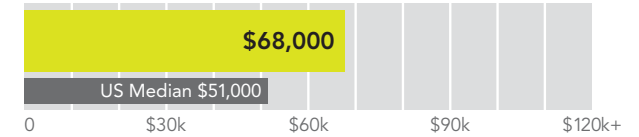
Diversity Index: 36.9 US: 62.1

Hispanic*	7.2%
Multiple	2.6%
Other	2.0%
Asian and Pac. Island	3.8%
American Indian	0.7%
Black	5.7%
White	85.1%

0   20%   40%   60%   80%
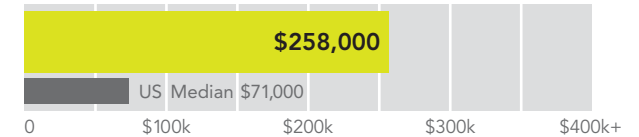
* Hispanic can be of any race. — US Average

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.
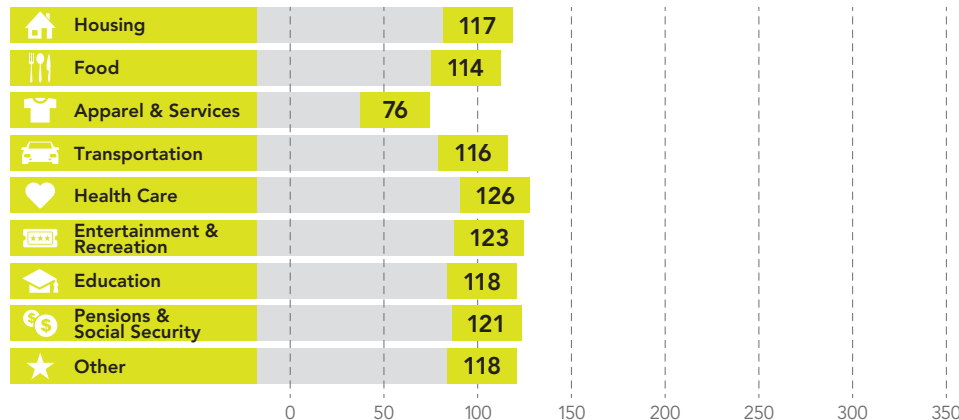
Median Household Income

$66,000

US Median $51,000

0    $30k $60k $90k $120k+

Median Net Worth

$128,000

US Median $71,000
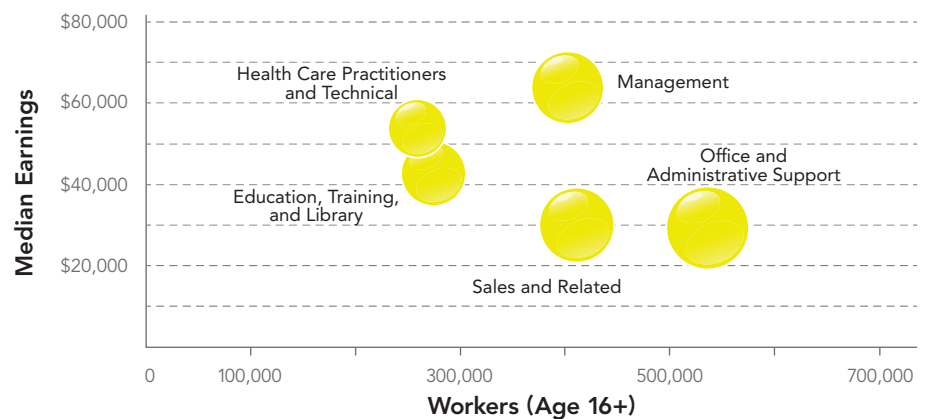
0    $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	122
🍴 Food	119
👕 Apparel & Services	81
🚗 Transportation	119
❤ Health Care	122
🎞 Entertainment & Recreation	125
🎓 Education	125
💲 Pensions & Social Security	124
⭐ Other	120

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)

- Partial to late model SUVs or trucks.
- 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, from a variety of investments to home equity lines of credit.
- 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.
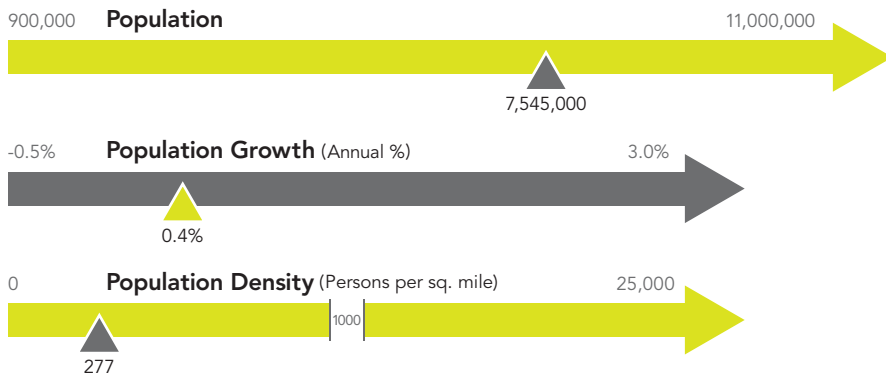
Typical Housing:
Single Family

Median Value:
$214,000
US Median: $177,000
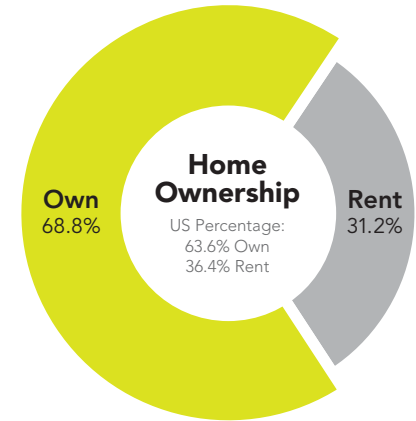
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 68.8%
Rent 31.2%

POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
6,373,000

Population Growth (Annual %)
-0.5% — 3.0%
0.6%

Population Density (Persons per sq. mile)
0 — 25,000
1000
351

ESRI INDEXES

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

0 — **125** — 350
Wealth Index

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

0 — **158** — 350
Housing Affordability Index
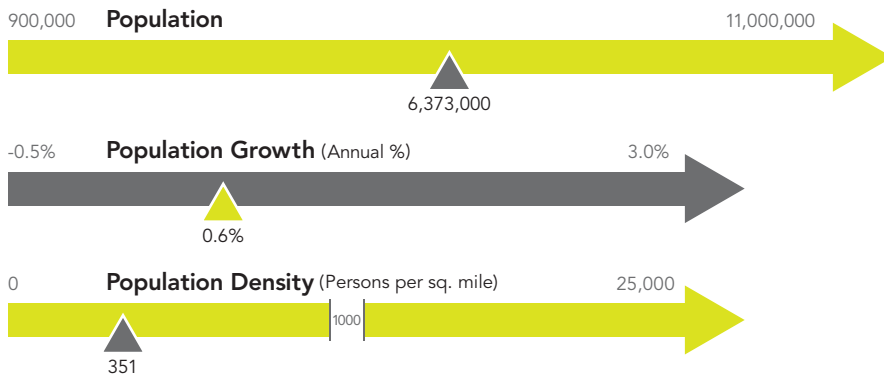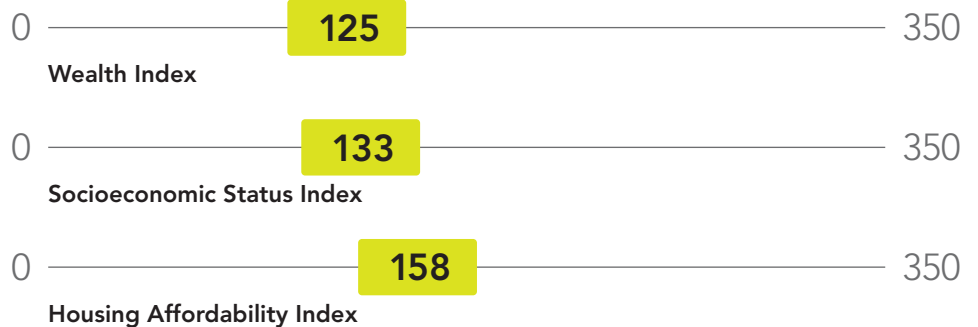
Midlife Constants

5E

Households: 3,043,000

Average Household Size: 2.30

Median Age: 45.9

Median Household Income: $48,000

WHO ARE WE?

Midlife Constants residents are seniors, at or approaching retirement, with below average labor force participation and above average net worth. Although located in predominantly metropolitan areas, they live outside the central cities, in smaller communities. Their lifestyle is more country than urban. They are generous, but not spendthrifts.

OUR NEIGHBORHOOD

- Older homes (most built before 1980) found in the suburban periphery of smaller metropolitan markets.

- Primarily married couples, with a growing share of singles.

- Settled neighborhoods with slow rates of change and residents that have lived in the same house for years.

- Single-family homes, less than half still mortgaged, with a median home value of $141,000 (Index 80).

SOCIOECONOMIC TRAITS

- Education: 64% have a high school diploma or some college.

- Unemployment is lower in this market at 7.4% (Index 86), but so is the labor force participation rate (Index 89).

- Almost 42% of households are receiving Social Security (Index 150); 28% also receive retirement income (Index 160).

- Traditional, not trendy; opt for convenience and comfort, not cutting-edge. Technology has its uses, but the bells and whistles are a bother.

- Attentive to price, but not at the expense of quality, they prefer to buy American and natural products.

- Radio and newspapers are the media of choice (after television).

TAPESTRY™ SEGMENTATION
esri.com/tapestry

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

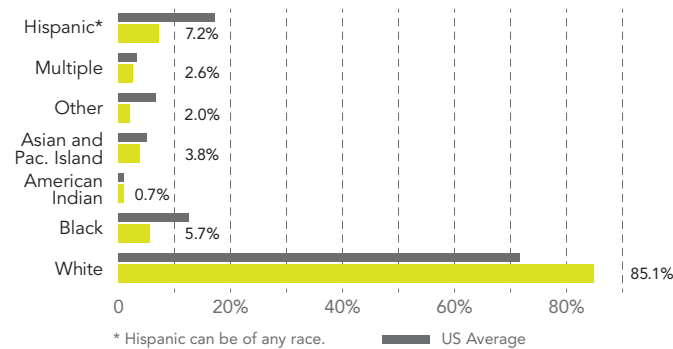## AGE BY SEX (Esri data)

Median Age: 45.9 US: 37.6

❙ Indicates US

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

8% 4% 0 4% 8%

Male   **Female**

RACE AND ETHNICITY (Esri data)

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

Diversity Index: 34.0 US: 62.1

Hispanic*	7.0%
Multiple	2.1%
Other	2.2%
Asian and Pac. Island	1.8%
American Indian	0.6%
Black	6.4%
White	86.9%

0   20%   40%   60%   80%

* Hispanic can be of any race.   —— US Average

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.
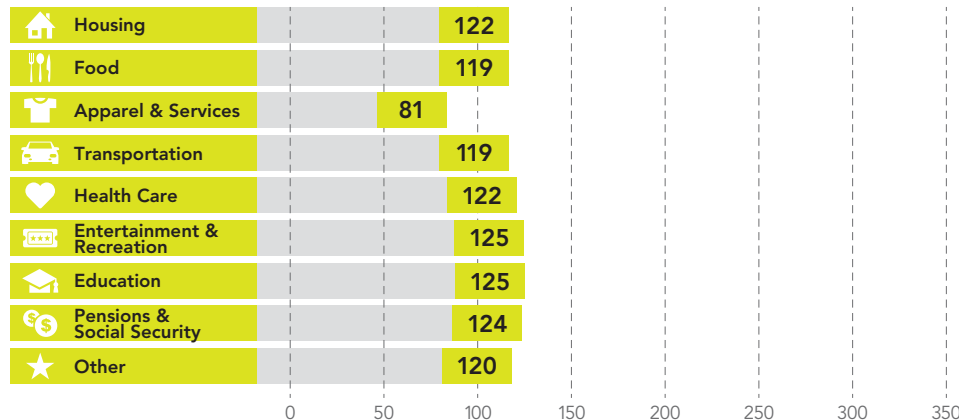
Median Household Income

$48,000
US Median $51,000

0    $30k $60k $90k $120k+

Median Net Worth

$104,000
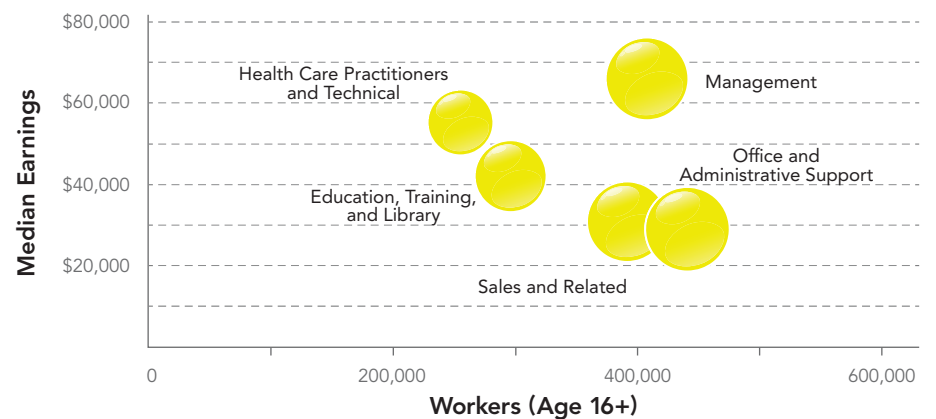US Median $71,000

0    $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	84
🍴 Food	86
👕 Apparel & Services	55
🚗 Transportation	88
❤️ Health Care	95
🎦 Entertainment & Recreation	90
✉️ Education	82
💲 Pensions & Social Security	85
★ Other	87

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

$70,000
$50,000
$30,000
$10,000

Health Care Practitioners and Technical
Management
Education, Training, and Library
Sales and Related
Office and Administrative Support

0   200,000   400,000   600,000

Workers (Age 16+)

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

- Prefer practical vehicles like SUVs and trucks (domestic, of course).
- Sociable, church-going residents belonging to fraternal orders, veterans' clubs and charitable organizations and do volunteer work and fund-raising.
- Contribute to arts/cultural, educational, political, and social services organizations.
- DIY homebodies that spend on home improvement and gardening.
- Media preferences: country or Christian channels.
- Leisure activities include scrapbooking, movies at home, reading, fishing, and golf.

HOUSING

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

Typical Housing:
Single Family

Median Value:
$141,000
US Median: $177,000
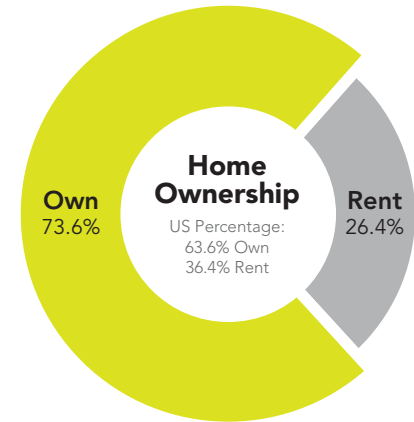
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 73.6%
Rent 26.4%

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
7,238,000

Population Growth (Annual %)
-0.5% — 3.0%
0.4%

Population Density (Persons per sq. mile)
0 — 25,000
1000
303

ESRI INDEXES

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

0 — **91** — 350
Wealth Index

0 — **104** — 350
Socioeconomic Status Index

0 — **175** — 350
Housing Affordability Index
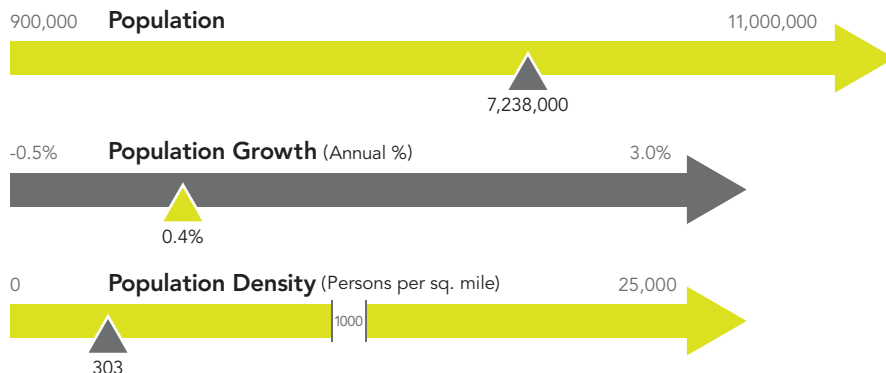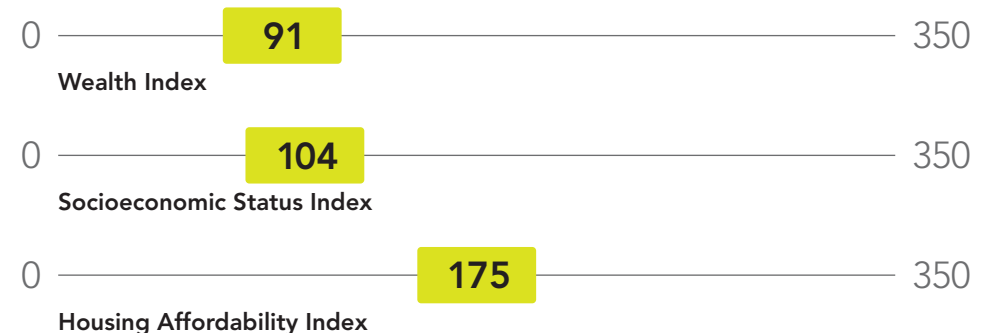
Hardscrabble Road

8G

Households: 1,489,000

Average Household Size: 2.64

Median Age: 31.7

Median Household Income: $26,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

- Renters: About three-fifths of households.

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

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

- Older housing, built before 1960 (62%), with a higher proportion built in the 1940s (Index 211) or earlier (Index 252).

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

- Higher percentage of vacant housing units at 17% (Index 147).

- Most households with 1 or 2 vehicles (71%), but 18% have no vehicle (Index 202).

SOCIOECONOMIC TRAITS

- Education completed: 38% with a high school diploma only (Index 133); 25% with some college or an associate's degree (Index 86).

- Unemployment rate is higher at 16.6%, almost twice the US rate.

- Labor force participation rate is lower at 57.4%.

- Wages and salaries are the primary source of income for 71% of households, with contributions from Supplemental Security Income for 10% (Index 242) and public assistance for 7% (Index 280).

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

- They tend to save money for a specific purpose.

TAPESTRY™
SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
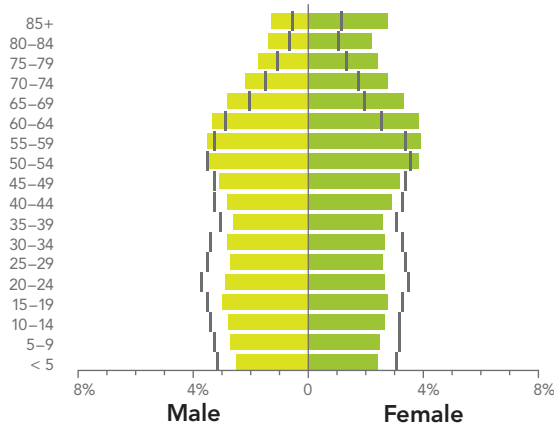
AGE BY SEX (Esri data)

Median Age: 31.7   US: 37.6

| Indicates US
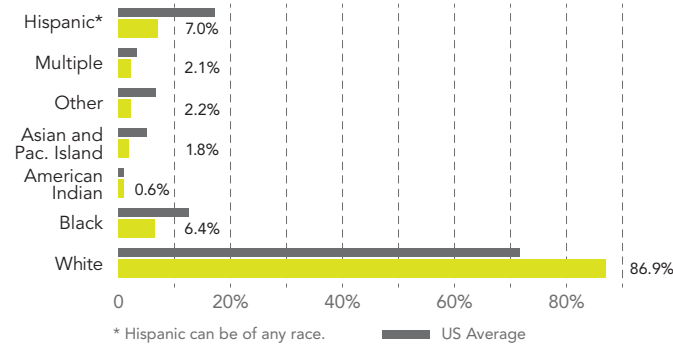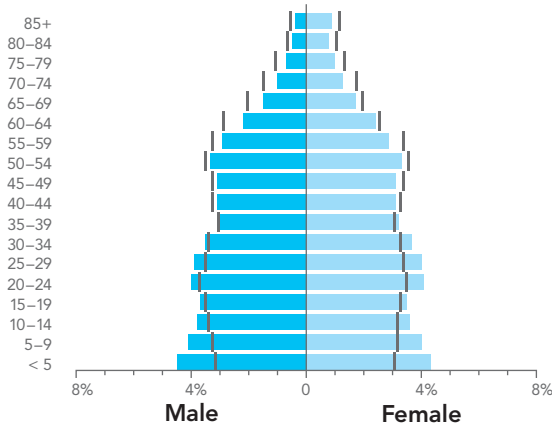

	Male	Female
85+		
80–84		
75–79		
70–74		
65–69		
60–64		
55–59		
50–54		
45–49		
40–44		
35–39		
30–34		
25–29		
20–24		
15–19		
10–14		
5–9		
< 5		

8% 4% 0 4% 8%

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: 74.2   US: 62.1
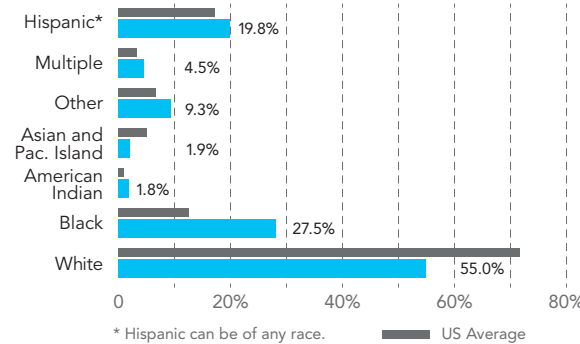
Hispanic*	19.8%
Multiple	4.5%
Other	9.3%
Asian and Pac. Island	1.9%
American Indian	1.8%
Black	27.5%
White	55.0%

0   20%   40%   60%   80%

* Hispanic can be of any race.   ▬ US Average

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

$26,000

US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$12,000

US Median $71,000

0   $100k $200k $300k $400k+
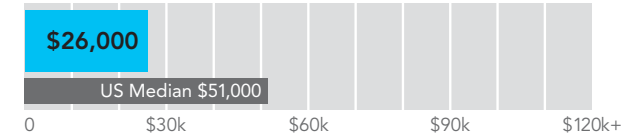
AVERAGE HOUSEHOLD BUDGET INDEX

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 estimated by Esri.
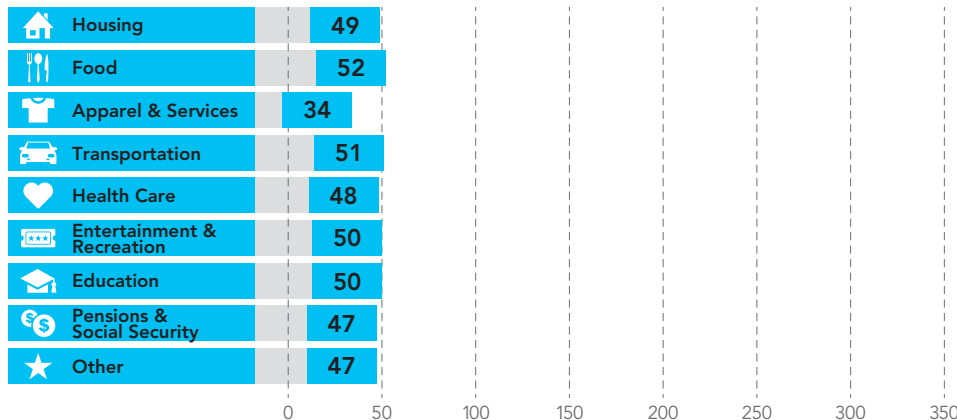
Housing	49
Food	52
Apparel & Services	34
Transportation	51
Health Care	48
Entertainment & Recreation	50
Education	50
Pensions & Social Security	47
Other	47

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 vs Workers (Age 16+):
- Transportation and Material Moving
- Production
- Sales and Related
- Office and Administrative Support
- Food Preparation and Serving Related

$35,000 / $25,000 / $15,000 / $5,000

0   50,000   100,000   150,000   200,000   250,000
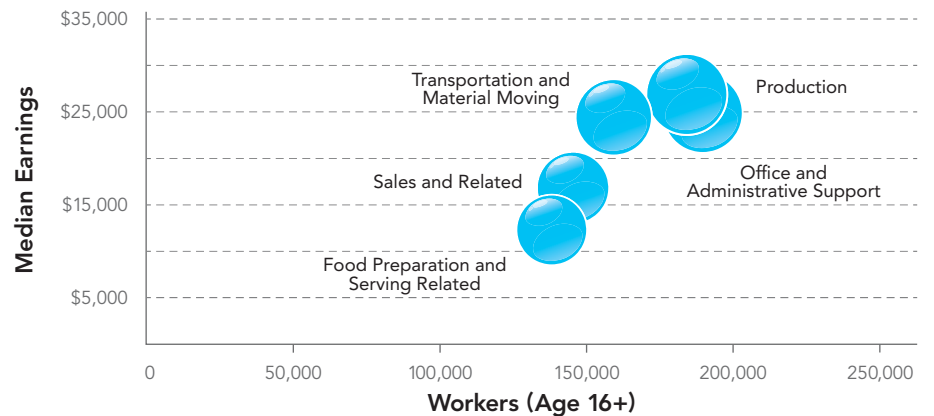
MARKET PROFILE (Consumer preferences are estimated from data by GfK MRI)

- Little extra money to invest in retirement savings plans, stocks, or bonds.
- For those with young children at home, watching Disney Channel, Cartoon Network, and Nickelodeon on TV is popular; diapers, baby food, and children's clothing are priority expenditures.
- Favor shopping through an in-home sales rep, QVC, or HSN.
- Read parenting and health magazines.
- Watch programs on BET, MTV, and Game Show Network.
- Prefer to listen to gospel, R&B, rap, and hip-hop music.
- Participate in basketball, football, and volleyball.

HOUSING

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

Typical Housing:
Single Family

Average Rent:
$690

US Average: $990
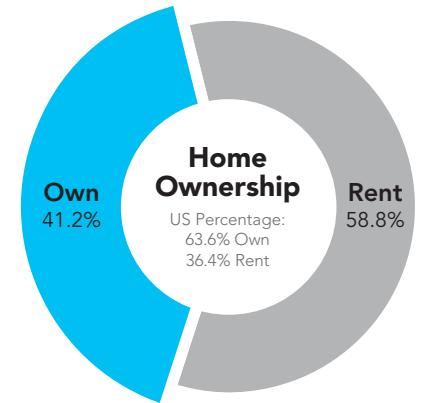
Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 41.2%

Rent 58.8%

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
4,045,000

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
75

ESRI INDEXES

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

0 — **33** — 350
Wealth Index

0 — **58** — 350
Socioeconomic Status Index

0 — **182** — 350
Housing Affordability Index
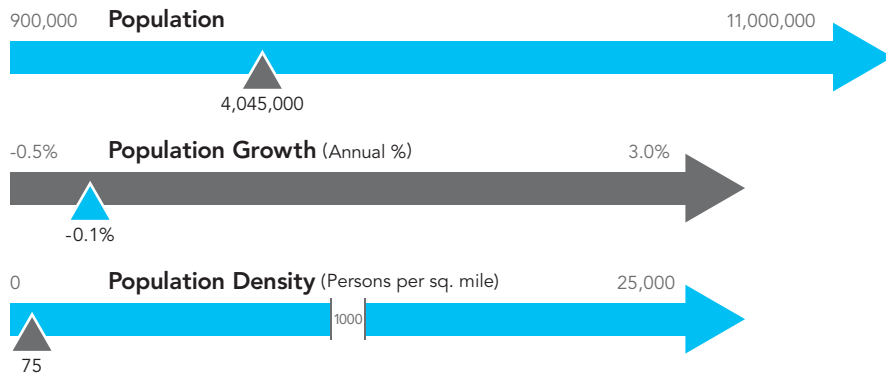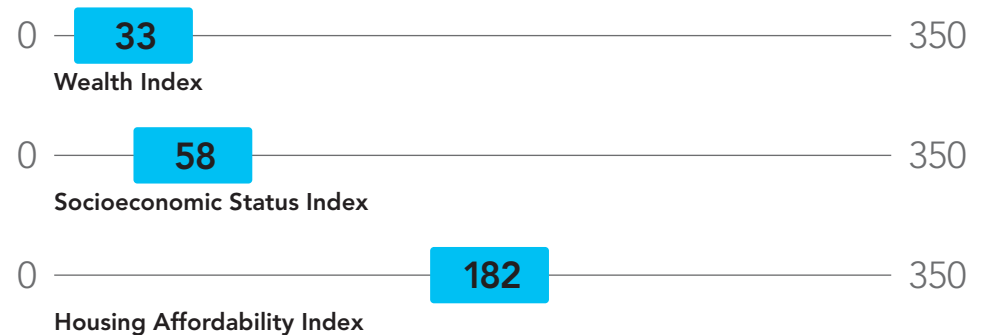
LifeMode Group: Midtown Singles

City Commons

11E

Households: 1,082,000

Average Household Size: 2.66

Median Age: 27.6

Median Household Income: $17,000

WHO ARE WE?

This segment is one of Tapestry's youngest and largest markets, primarily comprised of single-parent and single-person households living within large, metro cities. While more than a third have a college degree or spent some time in college, nearly a third have not finished high school, which has a profound effect on their economic circumstance. However, that has not dampened their aspiration to strive for the best for themselves and their children.

OUR NEIGHBORHOOD

- Single parents (Index 315), primarily female, and singles head these young households.
- Average household size is slightly higher than the US at 2.66.
- *City Commons* are found in large metropolitan cities, where most residents rent apartments in midrise buildings.
- Neighborhoods are older, built before 1960 (Index 150), with high vacancy rates.
- Typical of the city, many households own either one vehicle or none, and use public transportation (Index 309) or taxis (Index 354).

SOCIOECONOMIC TRAITS

- Although some have college degrees, nearly one in three have not graduated from high school.
- Unemployment is very high at 24% (Index 274); labor force participation is low at 54% (Index 86).
- Most households receive income from wages or salaries, but nearly one in four receive contributions from Social Security (Index 306) and public assistance (Index 420).
- Consumers endeavor to keep up with the latest fashion trends.
- Most families prefer the convenience of fast-food restaurants to cooking at home.

TAPESTRY SEGMENTATION
esri.com/tapestry

LifeMode Group: Midtown Singles
11E
City Commons

TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 27.6 US: 37.6

❙ Indicates US
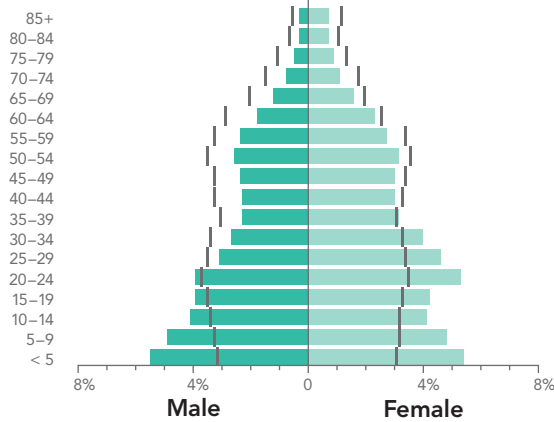
Male — Female (population pyramid, ages <5 to 85+, axis 8% to 0 to 8%)

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: 49.5 US: 62.1

Race/Ethnicity	Percent
Hispanic*	8.6%
Multiple	3.0%
Other	3.7%
Asian and Pac. Island	1.1%
American Indian	1.5%
Black	75.9%
White	14.8%

* Hispanic can be of any race. ▬ US Average

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

$17,000
US Median $51,000

(axis: 0, $30k, $60k, $90k, $120k+)

Median Net Worth

$10,000
US Median $71,000

(axis: 0, $100k, $200k, $300k, $400k+)

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	41
🍴 Food	42
👕 Apparel & Services	29
🚗 Transportation	40
❤ Health Care	37
🎞 Entertainment & Recreation	39
✉ Education	42
💲 Pensions & Social Security	37
★ Other	37

(axis: 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 ($10,000 to $30,000) vs Workers (Age 16+) (0 to 160,000)

Occupations shown: Transportation and Material Moving; Building and Grounds Cleaning and Maintenance; Office and Administrative Support; Sales and Related; Food Preparation and Serving Related

11E

LifeMode Group: Midtown Singles
City Commons

TAPESTRY™
SEGMENTATION
esri.com/tapestry

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

- Baby and children's products, like food and clothing, are the primary purchases.
- They shop primarily at warehouse clubs like Sam's Club and discount department stores such as Kmart.
- While most residents obtain privately issued medical insurance plans, some are covered by Federal programs like Medicaid.
- They subscribe to cable TV; children-oriented programs are popular, as are game shows and home shopping channels.
- Magazines are extremely popular sources of news and the latest trends, including baby, bridal, and parenthood types of magazines.
- They enjoy listening to urban radio.

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
Own 24.1%
Rent 75.9%
US Percentage: 63.6% Own 36.4% Rent

Typical Housing:
Multiunit Rentals; Single Family

Average Rent:
$650
US Average: $990
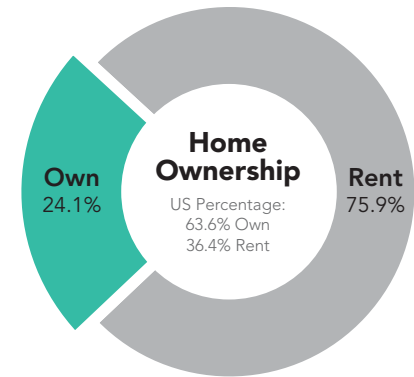
POPULATION CHARACTERISTICS

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
2,967,000

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
917

ESRI INDEXES

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

0 — **24** — 350
Wealth Index

0 — **48** — 350
Socioeconomic Status Index

0 — **108** — 350
Housing Affordability Index
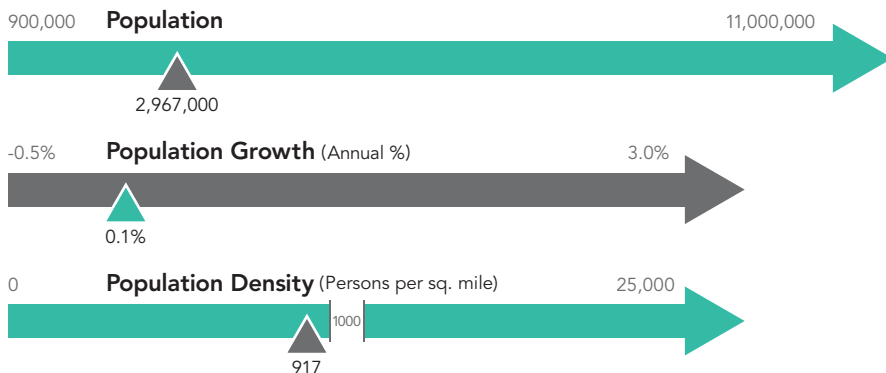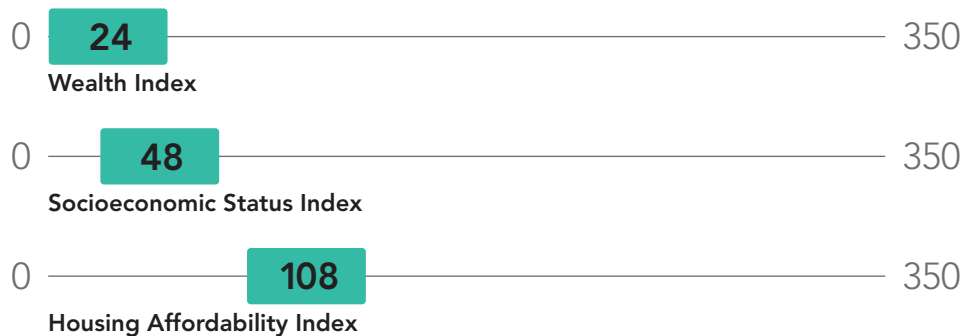
Traditional Living

12B

Households: 2,369,000

Average Household Size: 2.50

Median Age: 34.8

Median Household Income: $37,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

- Married couples are the dominant household type, but fewer than expected from the younger age profile and fewer with children (Index 79); however, there are higher proportions of single-parent (Index 146) and single-person households (Index 112).

- Average household size is slightly lower at 2.50.

- Homes are primarily single family or duplexes in older neighborhoods, built before 1940 (Index 183).

- Most neighborhoods are located in lower-density urban clusters of metro areas throughout the Midwest and South.

- Average commuting time to work is slightly shorter (Index 88).

- Households have one or two vehicles.

SOCIOECONOMIC TRAITS

- Over 70% have completed high school or some college.

- Unemployment is higher at 10.9% (Index 127); labor force participation is also a bit higher at 64.6%.

- Over three quarters of households derive income from wages and salaries, augmented by Supplemental Security Income (Index 122) and public assistance (Index 149).

- Cost-conscious consumers that are comfortable with brand loyalty, unless the price is too high.

- Connected and comfortable with the Internet, they are more likely to participate in online gaming or to access dating websites.

- TV is seen as the most trusted media.

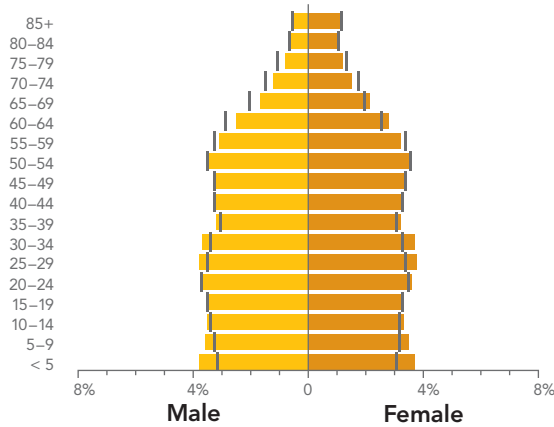**TAPESTRY SEGMENTATION**

esri.com/tapestry

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

AGE BY SEX (Esri data)
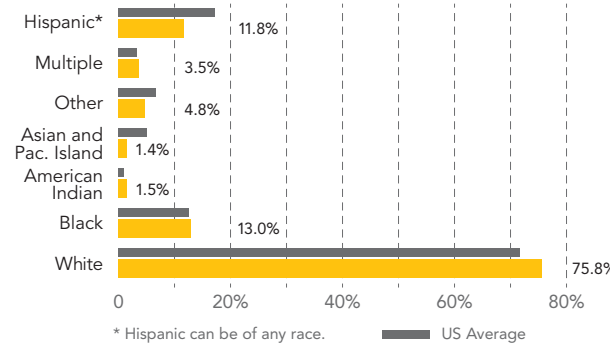
Median Age: 34.8   US: 37.6

❘ 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: 53.1   US: 62.1

Group	Percent
Hispanic*	11.8%
Multiple	3.5%
Other	4.8%
Asian and Pac. Island	1.4%
American Indian	1.5%
Black	13.0%
White	75.8%

* Hispanic can be of any race.   ▬ US Average

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

$37,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$29,000
US Median $71,000

0   $100k $200k $300k $400k+

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	63
🍴 Food	66
👕 Apparel & Services	43
🚗 Transportation	67
❤️ Health Care	66
🎞 Entertainment & Recreation	66
📧 Education	63
💲 Pensions & Social Security	62
★ Other	62

OCCUPATION BY EARNINGS

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

12B

LifeMode Group: Hometown
Traditional Living

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

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

HOUSING

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

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 60.1%

Rent 39.9%

Typical Housing:
Single Family

Median Value:
$79,000
US Median: $177,000
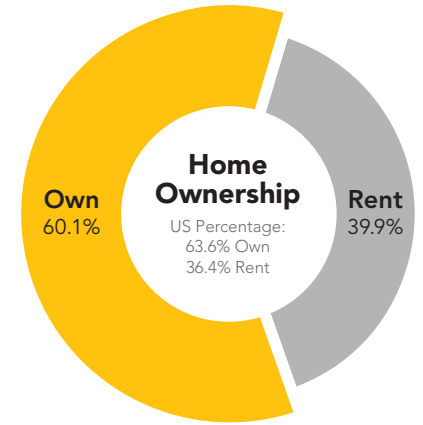
POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
6,006,000

Population Growth (Annual %)
-0.5% — 3.0%
0.0%

Population Density (Persons per sq. mile)
0 — 25,000
1000
228

ESRI INDEXES

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

0 — **51** — 350
Wealth Index

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

0 — **231** — 350
Housing Affordability Index
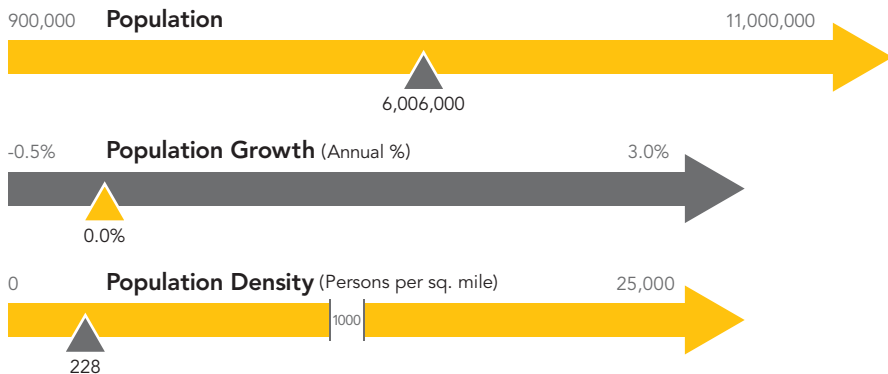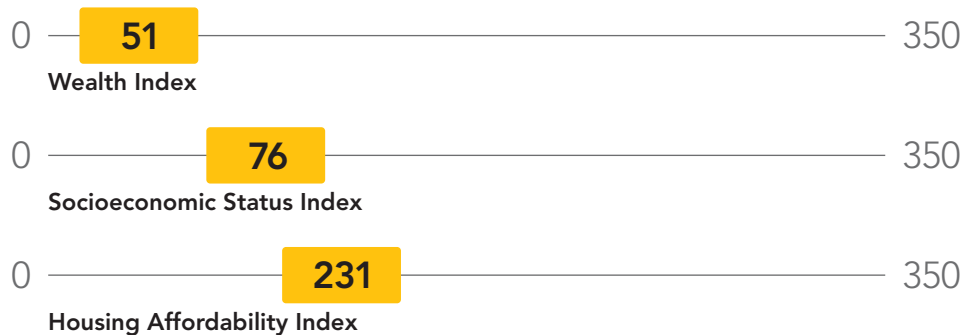
Small Town Simplicity

12C

Households: 2,305,000

Average Household Size: 2.25

Median Age: 40.0

Median Household Income: $27,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

- They reside in small towns or semirural neighborhoods, mostly outside metropolitan areas.
- Homes are a mix of older single-family houses (61%), apartments, and mobile homes.
- A majority, 51%, of homes are owner occupied. (Index 80).
- Median home value of $88,000 is about half the US median.
- Average rent is $600 (Index 62).
- This is an older market, with almost half of the householders aged 55 years or older, and predominantly single-person households (Index 139).

SOCIOECONOMIC TRAITS

- Education: 65% with high school diploma or some college.
- Unemployment higher at 11.9% (Index 138).
- Labor force participation lower at 51% (Index 81), which could result from lack of jobs or retirement.
- Income from wages and salaries (Index 82), Social Security (Index 142) or retirement (Index 112), increased by Supplemental Security Income (Index 203).
- Price-conscious consumers that shop accordingly, with coupons at discount centers.
- Connected, but not to the latest or greatest gadgets; keep their landlines.
- Community-orientated residents; more conservative than middle-of-the-road.
- Rely on television or newspapers to stay informed.

TAPESTRY SEGMENTATION™
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
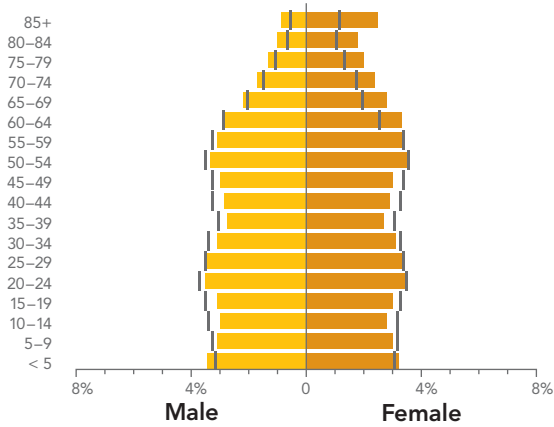
AGE BY SEX (Esri data)
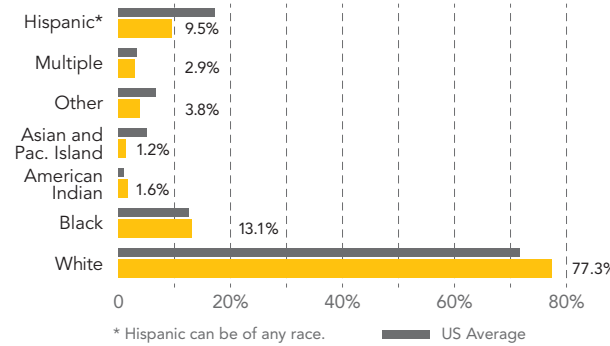
Median Age: 40.0   US: 37.6

▌ 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).
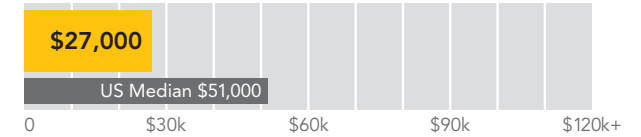
Diversity Index: 49.1   US: 62.1

Group	Percent
Hispanic*	9.5%
Multiple	2.9%
Other	3.8%
Asian and Pac. Island	1.2%
American Indian	1.6%
Black	13.1%
White	77.3%

* Hispanic can be of any race.   ▬ US Average

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

$27,000
US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$14,000
US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	53
Food	57
Apparel & Services	35
Transportation	58
Health Care	59
Entertainment & Recreation	57
Education	50
Pensions & Social Security	50
Other	54

OCCUPATION BY EARNINGS

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

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

Median Earnings
Workers (Age 16+)

12C

LifeMode Group: Hometown
Small Town Simplicity

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

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

- Hunting, fishing, and target shooting are favorite pastimes.

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

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

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

HOUSING

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

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 50.9%

Rent 49.1%

Typical Housing:
Single Family

Median Value:
$88,000
US Median: $177,000
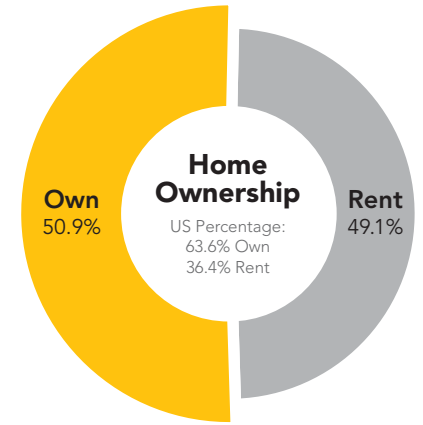
POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
5,424,000

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
87

ESRI INDEXES

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

0 — **41** — 350
Wealth Index

0 — **68** — 350
Socioeconomic Status Index

0 — **160** — 350
Housing Affordability Index
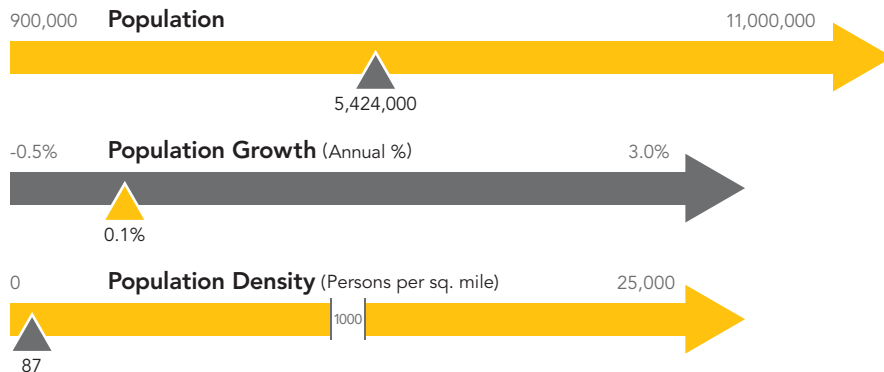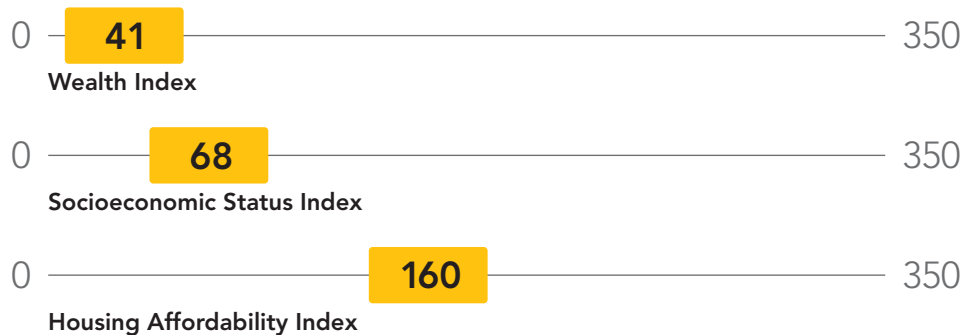
Modest Income Homes

12D

Households: 1,632,000

Average Household Size: 2.56

Median Age: 36.1

Median Household Income: $22,000

WHO ARE WE?

Families in this urban segment may be nontraditional; however, their religious faith and family values guide their modest lifestyles. Many residents are primary caregivers to their elderly family members. Jobs are not always easy to come by, but wages and salary income are still the main sources of income for most households. Reliance on Social Security and public assistance income is necessary to support single-parent and multigenerational families. High poverty rates in this market make it difficult to make ends meet. Nonetheless, rents are relatively low (Index 73), public transportation is available, and Medicaid can assist families in need.

OUR NEIGHBORHOOD

- Households are single person or single parent (usually female householders). Multigenerational families are also present.
- Homes are predominantly single family; values reflect the age of the housing, built more than 60 years ago.
- Over half of the homes are renter occupied; average rent is lower than the US average.
- Most households have no vehicle or one car, with a high dependence on public transportation.

SOCIOECONOMIC TRAITS

- Almost a quarter of adults aged 25 or more have no high school diploma.
- Labor force participation is only 50%, with unemployment at more than double the US rate.
- Income is less than half of the US median income; one in three households are in poverty, dependent on Social Security, public assistance, and Supplemental Security Income.
- Consumers in this market consider traditional gender roles and religious faith very important.
- This market lives for today, choosing to save only for a specific purpose.
- They favor TV as their media of choice and will purchase a product with a celebrity endorsement.

TAPESTRY™ SEGMENTATION
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Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.
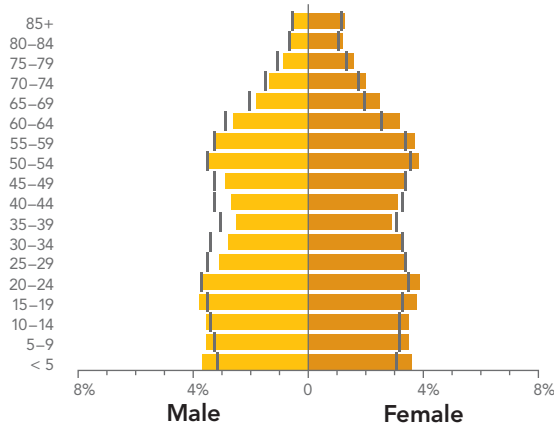
12D

Modest Income Homes

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 36.1 US: 37.6

| Indicates US

Male / Female

8% 4% 0 4% 8%

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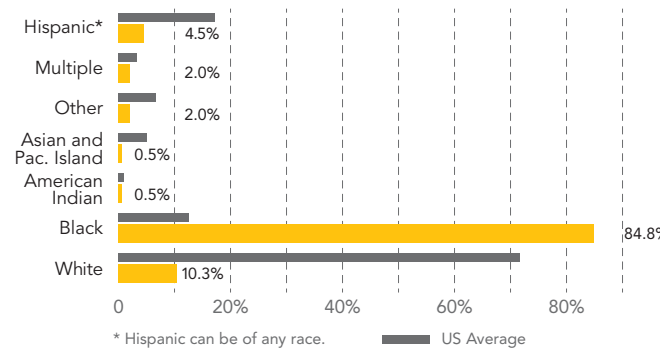< 5

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).
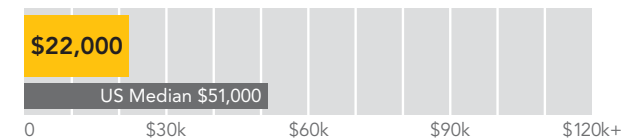
Diversity Index: 33.3 US: 62.1

Hispanic*	4.5%
Multiple	2.0%
Other	2.0%
Asian and Pac. Island	0.5%
American Indian	0.5%
Black	84.8%
White	10.3%

0   20%   40%   60%   80%

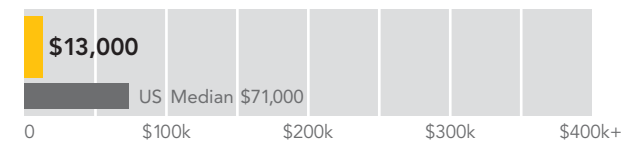* Hispanic can be of any race.   ▬ US Average

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.
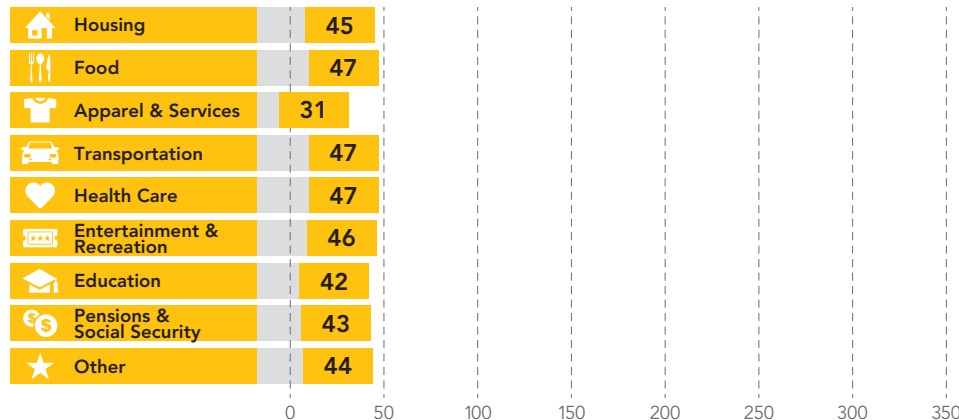
Median Household Income

$22,000

US Median $51,000

0   $30k $60k $90k $120k+

Median Net Worth

$13,000

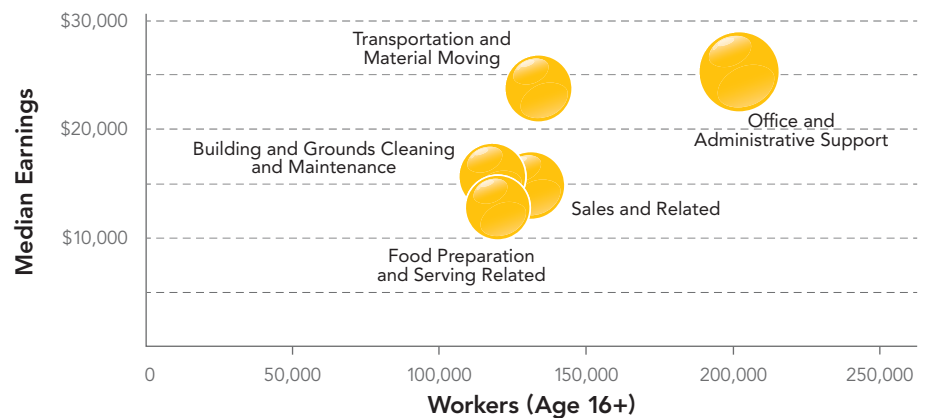US Median $71,000

0   $100k $200k $300k $400k+

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	45
🍴 Food	47
👕 Apparel & Services	31
🚗 Transportation	47
❤️ Health Care	47
🎞️ Entertainment & Recreation	46
📧 Education	42
💲 Pensions & Social Security	43
⭐ Other	44

0   50   100   150   200   250   300   350

OCCUPATION BY EARNINGS

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

Median Earnings / Workers (Age 16+)

$30,000
$20,000
$10,000

Transportation and Material Moving
Office and Administrative Support
Building and Grounds Cleaning and Maintenance
Sales and Related
Food Preparation and Serving Related

0   50,000   100,000   150,000   200,000   250,000

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

- To make ends meet, consumers shop at warehouse clubs and low-cost retailers.
- Unlikely to own a credit card, they pay their bills in person.
- This market supports multigenerational families; they are often primary caregivers for elderly family members. On average, *Modest Income Homes* residents have a higher reliance on Medicaid.
- For entertainment, they listen to gospel and R&B music and prefer to watch BET.
- The recreational activity of choice for residents is basketball.
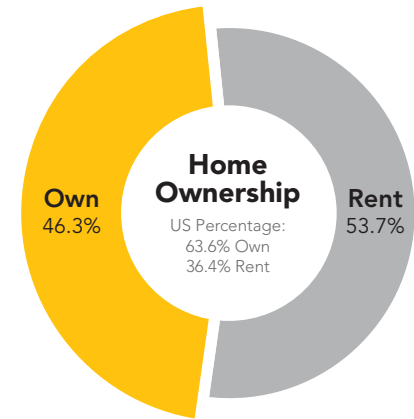
HOUSING

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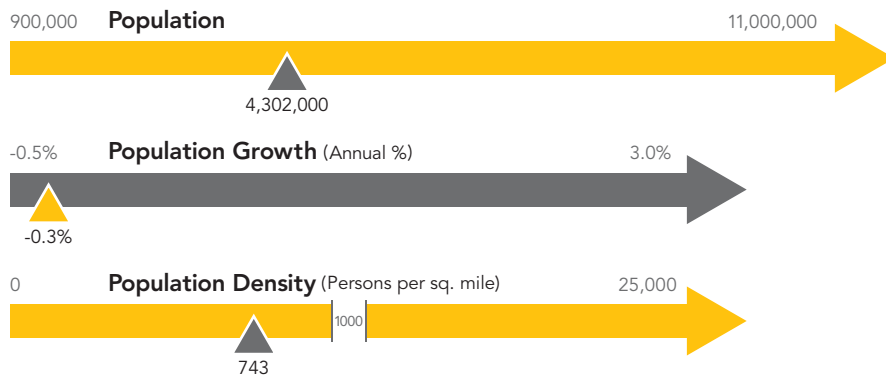
Typical Housing:
Single Family

Average Rent:
$720
US Average: $990

Home Ownership
US Percentage:
63.6% Own
36.4% Rent

Own 46.3%

Rent 53.7%

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
4,302,000

Population Growth (Annual %)
-0.5% — 3.0%
-0.3%

Population Density (Persons per sq. mile)
0 — 25,000
1000
743

ESRI INDEXES

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

0 — **33** — 350
Wealth Index

0 — **54** — 350
Socioeconomic Status Index

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