

Criteria Used for Analysis

2022 Income (Esri):
Median Household Income
\$134,577

2022 Age: 5 Year Increments (Esri):
Median Age
44.9

2022 Key Demographic Indicators (Esri):
Total Population
5,674

2022 Tapestry Market Segmentation (Households):
1st Dominant Segment
Pleasantville

Consumer Segmentation

Life Mode

What are the people like that live in this area?

Upscale Avenues

Prosperous married couples living in older suburban enclaves

Urbanization

Where do people like this usually live?

Suburban Periphery

The most populous and fastest-growing among Urbanization groups, Suburban Periphery includes one-third of the nation's population

Top Tapestry Segments

	Pleasantville	Savvy Suburbanites	Top Tier
% of Households	1,290 (66.5%)	620 (31.9%)	31 (1.6%)
% of Tappan	982 (44.2%)	861 (38.7%)	381 (17.1%)
Lifestyle Group	Upscale Avenues	Affluent Estates	Affluent Estates
Urbanization Group	Suburban Periphery	Suburban Periphery	Suburban Periphery
Residence Type	Single Family	Single Family	Single Family
Household Type	Married Couples	Married Couples	Married Couples
Average Household Size	2.87	2.8	2.85
Median Age	43.3	45.8	48.2
Diversity Index	71.7	47.9	49.3
Median Household Income	\$114,300	\$128,200	\$200,000
Median Net Worth	\$513,200	\$699,800	\$1,552,600
Median Home Value	\$467,300	\$418,100	\$836,500
Homeownership	84.4 %	91.1 %	90.9 %
Employment	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial	Professional or Mgmt/Bus/Financial
Education	Bachelor's Degree	Bachelor's Degree	Grad/Prof Degree
Preferred Activities	Enjoy outdoor gardening . Go to the beach, theme parks, museums.	They like to cook and prefer natural or organic products. . Pursue a number of sports, from skiing to golf.	Shop at high-end retailers . Frequent vacations that spare no expense.
Financial	Invest conservatively	Not afraid of debt	Hire financial advisers
Media	Use all types of media equally (newspapers, magazines, radio, Internet, TV).	Well-connected and use technology to stay current	Consider the Internet, radio, and newspapers as key media sources
Vehicle	Prefer imported SUVs	Prefer late model, family-oriented vehicles:	Purchase or lease luxury cars, preferably imports.