Key Facts - Infinity Office Park at Fall Creek

	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	13,652	64,473	157,454
Median Age	31.8	31.0	31.7
Households	4,663	20,232	49,997
Average Household Size	2.93	3.03	3.08
Median Household Income	$72,724	$63,062	$65,791
Total Businesses	252	1,649	5,446
Total Employees	2,156	16,803	65,257
Median Net Worth	$93,054	$85,902	$106,605
Tapestry Segments			
Urban Edge Families	64.4%	24.7%	0.0%
Boomburbs	35.6%	21.5%	22.8%
Up and Coming Families	0.0%	18.7%	19.3%
Forging Opportunities	0.0%	0.0%	16.7%

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Key Facts (Esri 2022) - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (1 mile)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 1 mile

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

KEY FACTS

13,652
Population

31.8
Median Age

2.9
Average Household Size

$72,724
Median Household Income

EDUCATION

15%
No High School Diploma

22%
High School Graduate

29%
Some College

33%
Bachelor's/Grad/Prof Degree

BUSINESS

252
Total Businesses

2,156
Total Employees

EMPLOYMENT

62%
White Collar

25%
Blue Collar

13%
Services

3.1%
Unemployment Rate

INCOME

$72,724
Median Household Income

$35,960
Per Capita Income

$93,054
Median Net Worth

Households By Income

The largest group: $50,000 - $74,999 (23.7%)
The smallest group: <$15,000 (4.6%)

Indicator ▲	Value	Diff
<$15,000	4.6%	-3.4%
$15,000 - $24,999	6.4%	-1.2%
$25,000 - $34,999	5.8%	-2.3%
$35,000 - $49,999	11.0%	-0.8%
$50,000 - $74,999	23.7%	+5.8%
$75,000 - $99,999	15.8%	+3.2%
$100,000 - $149,999	14.9%	-0.8%
$150,000 - $199,999	6.5%	-1.5%
$200,000+	11.3%	+1.1%

Bars show deviation from Harris County

Source: This infographic contains data provided by Esri (2022, 2027). Date of the data is 2022, 2027.

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Population Trends (Esri 2022) - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (1 mile)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 1 mile

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

KEY FACTS

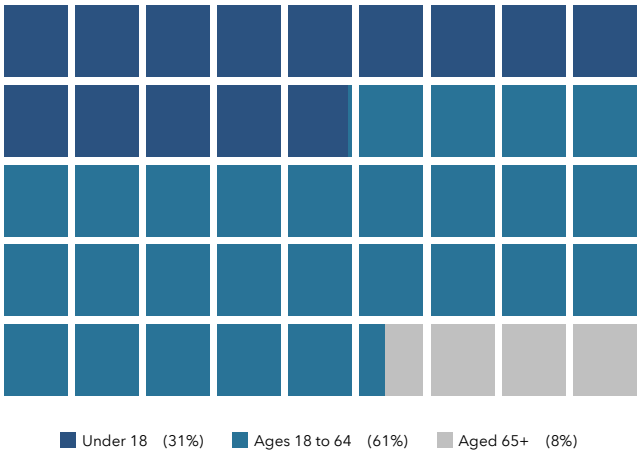
13,652
Population

31.8
Median Age

2.9
Average Household Size

$72,724
Median Household Income

POPULATION BY AGE



POPULATION TRENDS AND KEY INDICATORS

Infinity Office Park at Fall Creek

13,652	4,663	2.93	31.8	$72,724	$270,753	75	100	88
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

$13,125
Avg Spent on Mortgage & Basics

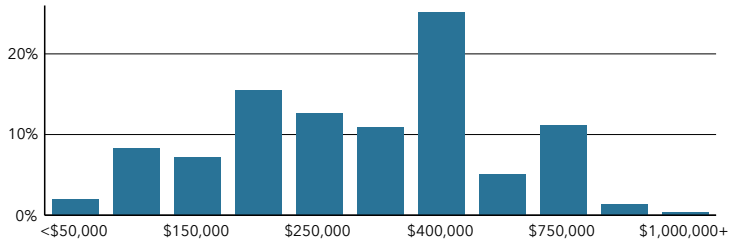
19.6%
Percent of Income for Mortgage

POPULATION BY GENERATION

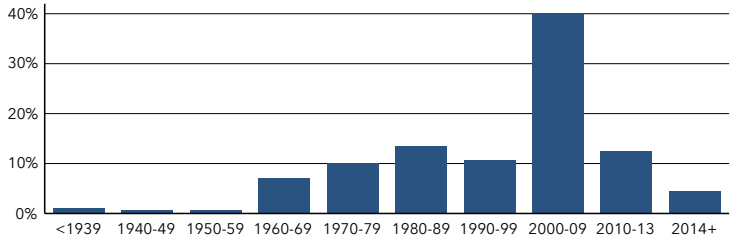
1.7%	11.7%	18.8%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980
29.3%	27.8%	10.8%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present

Historical Trends: Population

Home Value



Housing: Year Built



U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

Source: This infographic contains data provided by ACS, Esri, Esri-U.S. BLS. The vintage of the data is 2016-2020, 2022, 2027.

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December 5, 2022

Tapestry Profile - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (1 mile)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 1 mile

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode (learn more...)	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,662	35.64%	10.00%	356
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	3,001	64.36%	7.20%	894
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

$270,753
Median Home Value

$72,724
Median HH Income

3.7
Home Value to Income Ratio

31.8
Median Age

4,663
Households

Education

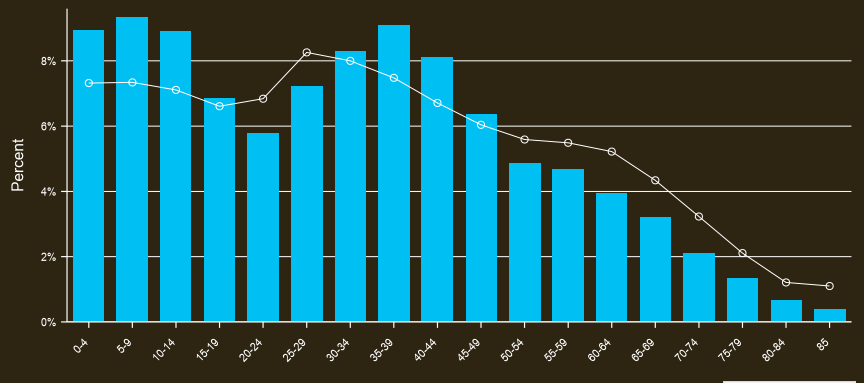
15%
No HS Diploma

22%
HS Graduate

29%
Some College

33%
Degree or Higher

Age Profile



Dots show comparison to: Harris County

Households By Income

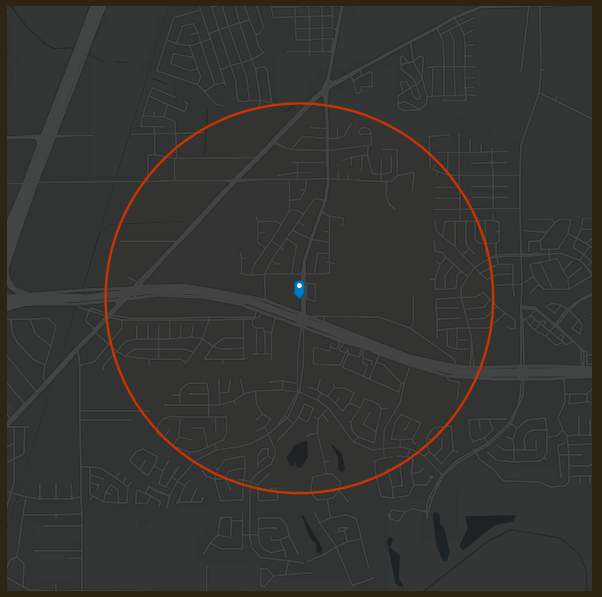
The largest group: $50,000 - $74,999 (23.7%)
The smallest group: <$15,000 (4.6%)

Indicator ▲	Value	Diff
<$15,000	4.6%	-3.4%
$15,000 - $24,999	6.4%	-1.2%
$25,000 - $34,999	5.8%	-2.3%
$35,000 - $49,999	11.0%	-0.8%
$50,000 - $74,999	23.7%	+5.8%
$75,000 - $99,999	15.8%	+3.2%
$100,000 - $149,999	14.9%	-0.8%
$150,000 - $199,999	6.5%	-1.5%
$200,000+	11.3%	+1.1%

Bars show deviation from: Harris County

Infinity Office Park at Fall Creek

Ring of 1 mile



Tapestry Segments

7C Urban Edge Families 3,001 households	64.4% of Households	
1C Boomburbs 1,662 households	35.6% of Households	

Source: Esri. The vintage of the data is 2022.

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Source: This infographic contains data provided by Esri. The vintage of the data is 2022.

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December 5, 2022

Key Facts (Esri 2022) - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (3 miles)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 3 miles

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

KEY FACTS

64,473
Population

31.0
Median Age

3.0
Average Household Size

$63,062
Median Household Income

EDUCATION

17%
No High School Diploma

29%
High School Graduate

28%
Some College

26%
Bachelor's/Grad/Prof Degree

BUSINESS

1,649
Total Businesses

16,803
Total Employees

EMPLOYMENT

58%
White Collar

29%
Blue Collar

13%
Services

4.7%
Unemployment Rate

INCOME

$63,062
Median Household Income

$29,837
Per Capita Income

$85,902
Median Net Worth

Households By Income

The largest group: $50,000 - $74,999 (22.1%)
The smallest group: $150,000 - $199,999 (6.6%)

Indicator ▲	Value	Diff
<$15,000	8.6%	+0.6%
$15,000 - $24,999	7.2%	-0.4%
$25,000 - $34,999	8.0%	-0.1%
$35,000 - $49,999	12.4%	+0.6%
$50,000 - $74,999	22.1%	+4.2%
$75,000 - $99,999	12.9%	+0.3%
$100,000 - $149,999	14.1%	-1.6%
$150,000 - $199,999	6.6%	-1.4%
$200,000+	8.1%	-2.1%

Bars show deviation from Harris County

Source: This infographic contains data provided by Esri, Esri-Data Axle. The vintage of the data is 2022, 2027.

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Infinity Office Park at Fall Creek (3 miles)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 3 miles

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

POPULATION TRENDS AND KEY INDICATORS

Infinity Office Park at Fall Creek

64,473	20,232	3.03	31.0	$63,062	$231,434	65	106	88
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

KEY FACTS

64,473
Population

31.0
Median Age

3.0
Average Household Size

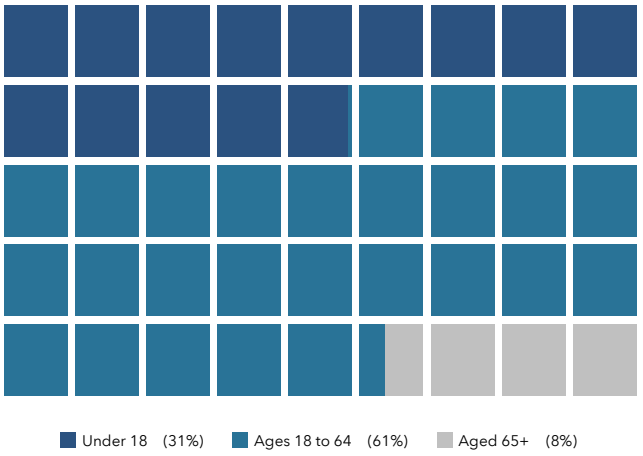
$63,062
Median Household Income

MORTGAGE INDICATORS

$10,516
Avg Spent on Mortgage & Basics

19.3%
Percent of Income for Mortgage

POPULATION BY AGE



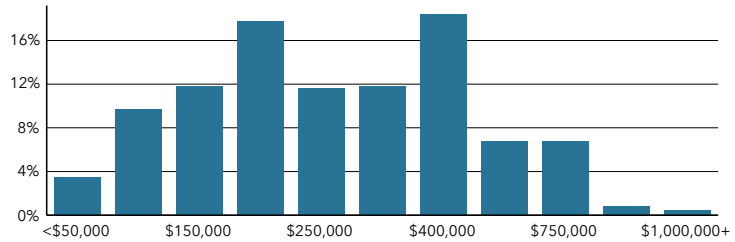
POPULATION BY GENERATION

G	B	X
2.0%	11.6%	17.9%
Greatest Gen: Born 1945/Earlier	Baby Boomer: Born 1946 to 1964	Generation X: Born 1965 to 1980

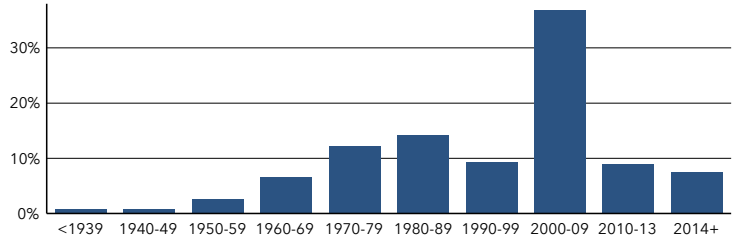
M	Z	A
29.6%	27.9%	11.0%
Millennial: Born 1981 to 1998	Generation Z: Born 1999 to 2016	Alpha: Born 2017 to Present

Historical Trends: Population

Home Value



Housing: Year Built



U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

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December 5, 2022

Tapestry Profile - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (3 miles)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 3 miles

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	4,341	21.46%	10.00%	215
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	495	2.45%	7.63%	32
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	10,388	51.34%	7.20%	713
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	3,705	18.31%	6.16%	297
Hometown (L12)	272	1.34%	6.01%	22
Next Wave (L13)	1,031	5.10%	3.78%	135
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

$231,434
Median Home Value

$63,062
Median HH Income

3.7
Home Value to Income Ratio

31.0
Median Age

20,232
Households

Education

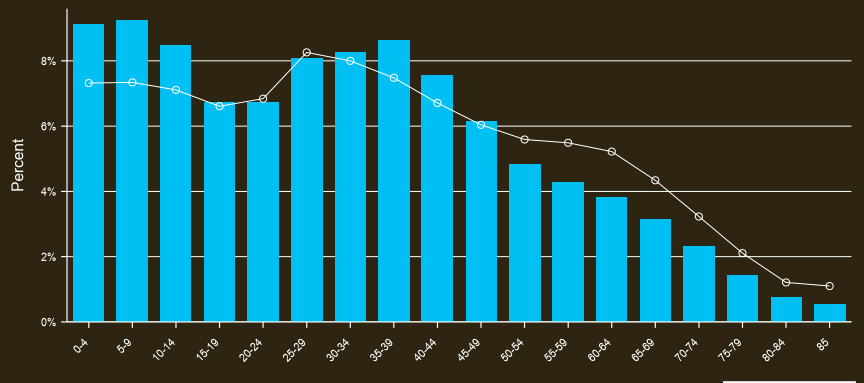
17%
No HS Diploma

29%
HS Graduate

28%
Some College

26%
Degree or Higher

Age Profile



Dots show comparison to: Harris County

Households By Income

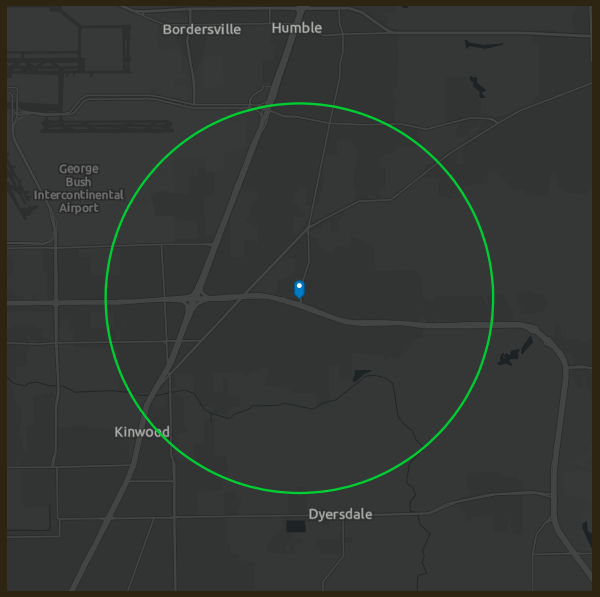
The largest group: $50,000 - $74,999 (22.1%)
The smallest group: $150,000 - $199,999 (6.6%)

Indicator ▲	Value	Diff
<$15,000	8.6%	+0.6%
$15,000 - $24,999	7.2%	-0.4%
$25,000 - $34,999	8.0%	-0.1%
$35,000 - $49,999	12.4%	+0.6%
$50,000 - $74,999	22.1%	+4.2%
$75,000 - $99,999	12.9%	+0.3%
$100,000 - $149,999	14.1%	-1.6%
$150,000 - $199,999	6.6%	-1.4%
$200,000+	8.1%	-2.1%

Bars show deviation from: Harris County

Infinity Office Park at Fall Creek

Ring of 3 miles



Tapestry Segments

Urban Edge Families
4,997 households
24.7% of Households

Boomburbs
4,341 households
21.5% of Households

Up and Coming Families
3,788 households
18.7% of Households

Source: Esri. The vintage of the data is 2022.

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Source: This infographic contains data provided by Esri. The vintage of the data is 2022.

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December 5, 2022

Key Facts (Esri 2022) - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (5 miles)

8525 N Sam Houston Pkwy E, Humble, TX 77396

Ring of 5 miles

Prepared by Esri

Latitude: 29.94020

Longitude: -95.26872

KEY FACTS

157,454

Population

31.7

Median Age

3.1

Average Household Size

$65,791

Median Household Income

EDUCATION

19%

No High School Diploma

29%

High School Graduate

28%

Some College

24%

Bachelor's/Grad/Prof Degree

BUSINESS

5,446

Total Businesses

65,257

Total Employees

EMPLOYMENT

54%

White Collar

33%

Blue Collar

13%

Services

5.1%

Unemployment Rate

INCOME

$65,791

Median Household Income

$30,144

Per Capita Income

$106,605

Median Net Worth

Households By Income

The largest group: $50,000 - $74,999 (20.2%)

The smallest group: $150,000 - $199,999 (7.8%)

Indicator ▲	Value	Diff
<$15,000	8.3%	+0.3%
$15,000 - $24,999	8.1%	+0.5%
$25,000 - $34,999	8.0%	-0.1%
$35,000 - $49,999	11.2%	-0.6%
$50,000 - $74,999	20.2%	+2.3%
$75,000 - $99,999	13.5%	+0.9%
$100,000 - $149,999	15.0%	-0.7%
$150,000 - $199,999	7.8%	-0.2%
$200,000+	7.9%	-2.3%

Bars show deviation from Harris County

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Population Trends (Esri 2022) - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (5 miles)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 5 miles

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

KEY FACTS

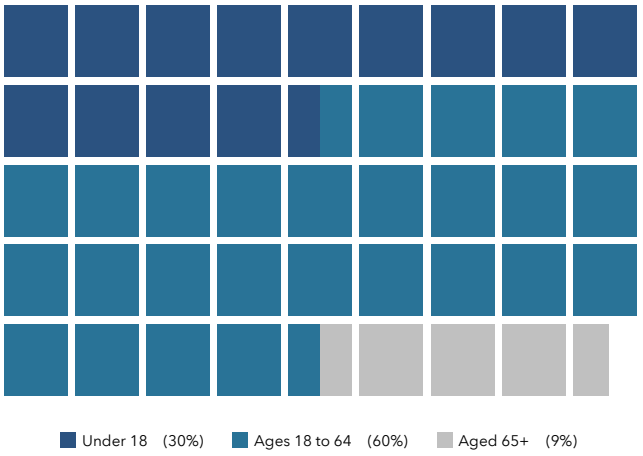
157,454
Population

31.7
Median Age

3.1
Average Household Size

$65,791
Median Household Income

POPULATION BY AGE



POPULATION TRENDS AND KEY INDICATORS

Infinity Office Park at Fall Creek

157,454	49,997	3.08	31.7	$65,791	$208,159	74	124	88
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

$10,781
Avg Spent on Mortgage & Basics

16.7%
Percent of Income for Mortgage

POPULATION BY GENERATION

2.5%
Greatest Gen: Born 1945/Earlier

12.8%
Baby Boomer: Born 1946 to 1964

18.2%
Generation X: Born 1965 to 1980

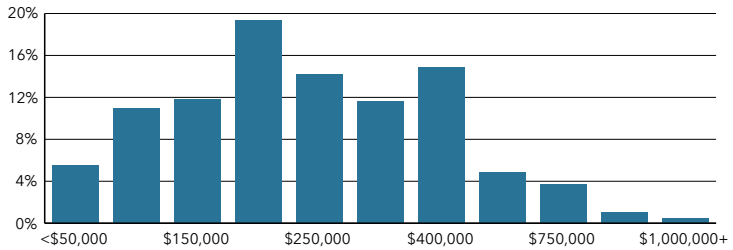
28.4%
Millennial: Born 1981 to 1998

27.6%
Generation Z: Born 1999 to 2016

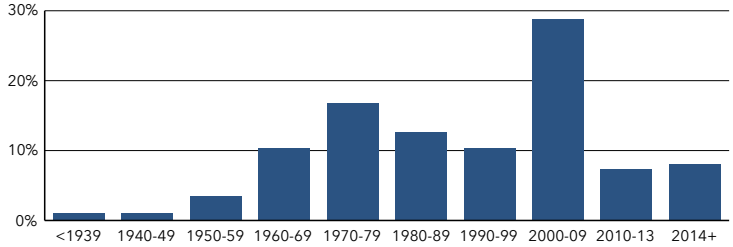
10.6%
Alpha: Born 2017 to Present

Historical Trends: Population

Home Value



Housing: Year Built



U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

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December 5, 2022

Tapestry Profile - Infinity Office Park at Fall Creek

Infinity Office Park at Fall Creek (5 miles)
8525 N Sam Houston Pkwy E, Humble, TX 77396
Ring of 5 miles

Prepared by Esri
Latitude: 29.94020
Longitude: -95.26872

TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode

learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	11,417	22.84%	10.00%	228
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	1,158	2.32%	7.63%	30
GenXurban (L5)	377	0.75%	11.26%	7
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	23,668	47.34%	7.20%	657
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	862	1.72%	5.80%	30
Rustic Outposts (L10)	844	1.69%	8.30%	20
Midtown Singles (L11)	6,587	13.17%	6.16%	214
Hometown (L12)	1,944	3.89%	6.01%	65
Next Wave (L13)	3,138	6.28%	3.78%	166
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

$208,159
Median Home Value

$65,791
Median HH Income

3.2
Home Value to Income Ratio

31.7
Median Age

49,997
Households

Education

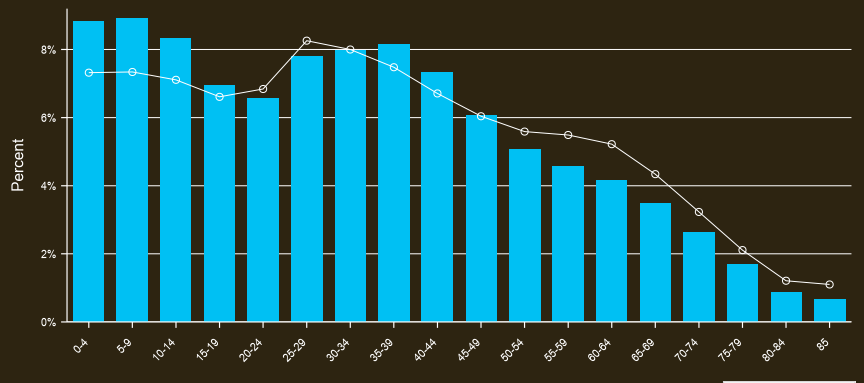
19%
No HS Diploma

29%
HS Graduate

28%
Some College

24%
Degree or Higher

Age Profile



Dots show comparison to: Harris County

Households By Income

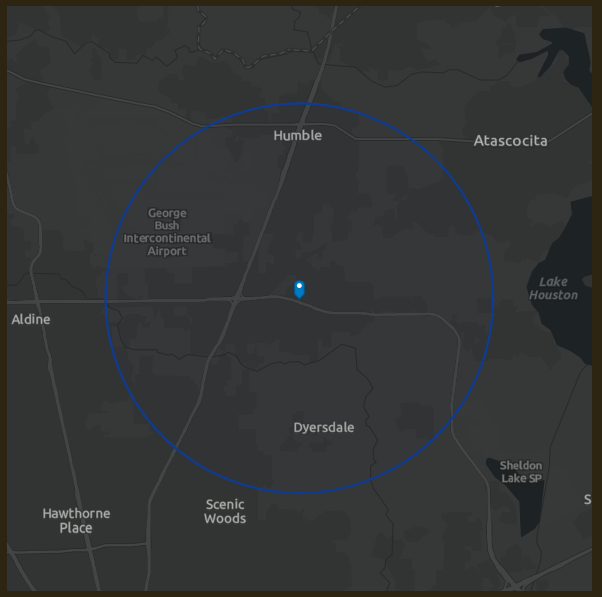
The largest group: $50,000 - $74,999 (20.2%)
The smallest group: $150,000 - $199,999 (7.8%)

Indicator ▲	Value	Diff
<$15,000	8.3%	+0.3%
$15,000 - $24,999	8.1%	+0.5%
$25,000 - $34,999	8.0%	-0.1%
$35,000 - $49,999	11.2%	-0.6%
$50,000 - $74,999	20.2%	+2.3%
$75,000 - $99,999	13.5%	+0.9%
$100,000 - $149,999	15.0%	-0.7%
$150,000 - $199,999	7.8%	-0.2%
$200,000+	7.9%	-2.3%

Bars show deviation from: Harris County

Infinity Office Park at Fall Creek

Ring of 5 miles



Tapestry Segments

1C Boomburbs	11,417 households	22.8% of Households
7A Up and Coming Families	9,627 households	19.3% of Households
7D Forging Opportunity	8,369 households	16.7% of Households

Source: Esri. The vintage of the data is 2022.

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TEXAS SAGE Properties

Source: This infographic contains data provided by Esri. The vintage of the data is 2022.

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December 5, 2022

LifeMode Group: Affluent Estates

Boomburbs

1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: $113,400

WHO ARE WE?

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

TAPESTRY SEGMENTATION
esri.com/tapestry

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.

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

1C

LifeMode Group: Affluent Estates

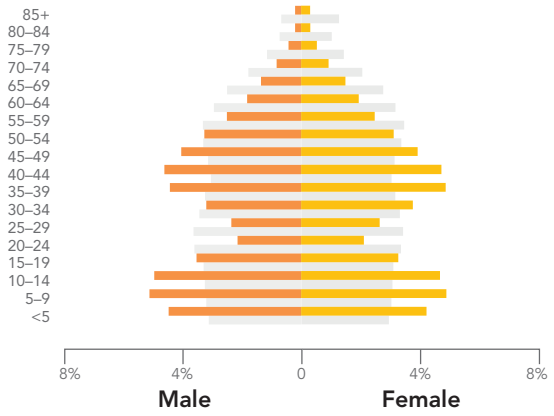
Boomburbs

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

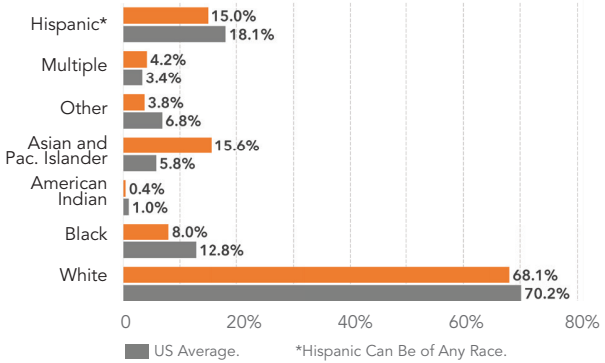
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 63.2 US: 64.0

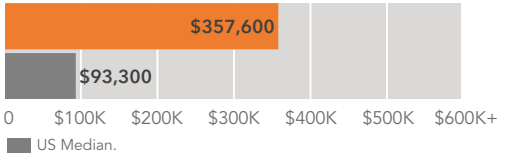


INCOME AND NET WORTH

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

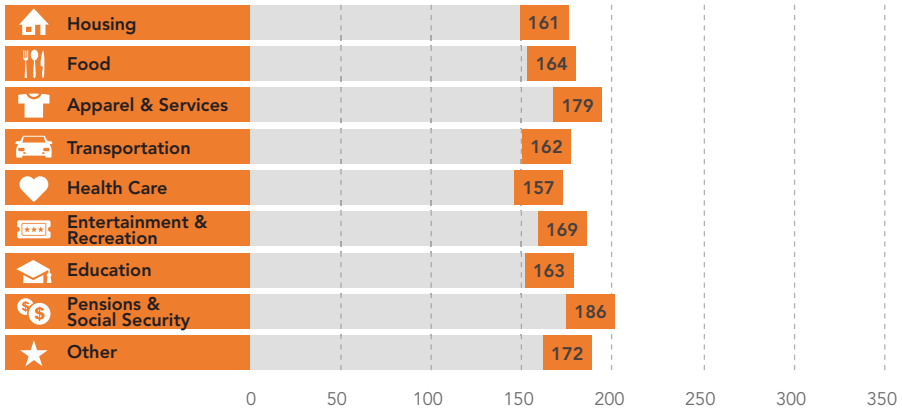
Median Household Income

Median Net Worth



AVERAGE HOUSEHOLD BUDGET INDEX

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



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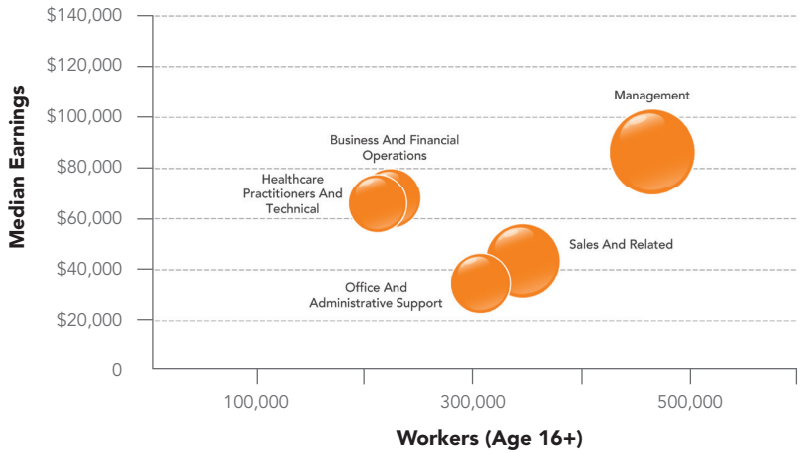
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.



1C

LifeMode Group: Affluent Estates

Boomburbs

TAPESTRY SEGMENTATION
esri.com/tapestry

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

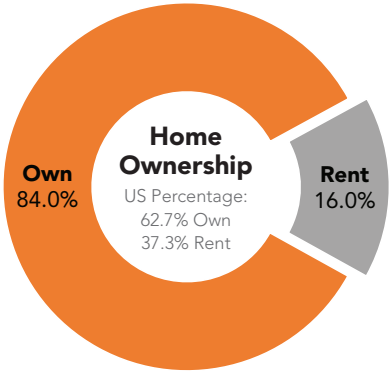
- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes.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

HOUSING

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

Typical Housing:
Single Family

Median Value:
$350,000
US Median: $207,300



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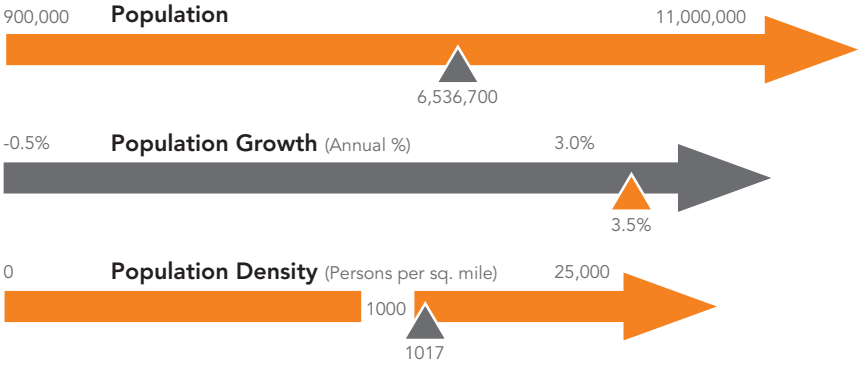

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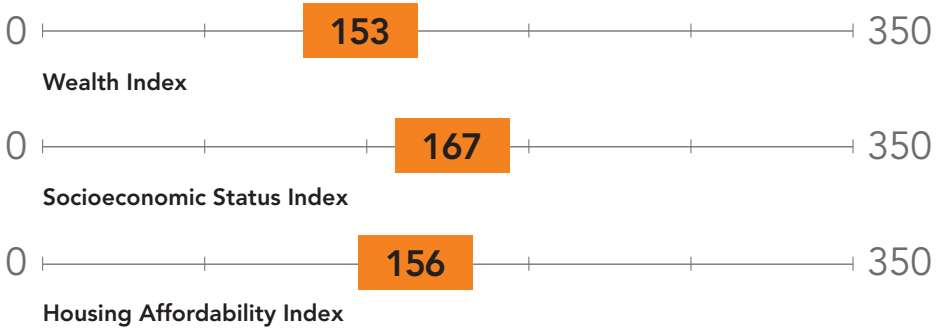


1C

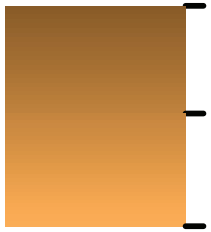
LifeMode Group: Affluent Estates

Boomburbs

TAPESTRY SEGMENTATION
esri.com/tapestry

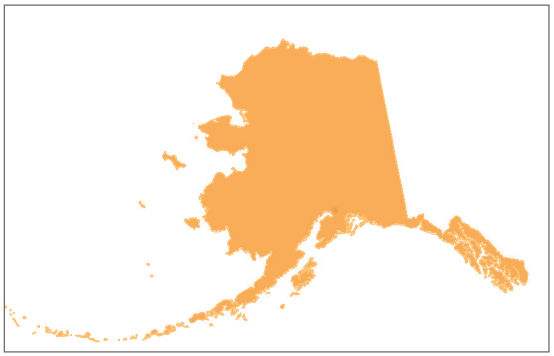
SEGMENT DENSITY

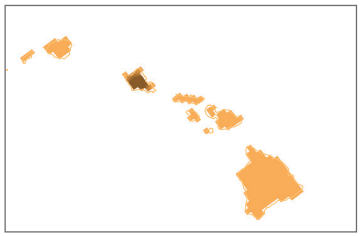
This map illustrates the density and distribution of the *Boomburbs* Tapestry Segment by households.



High

Low





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esri THE SCIENCE OF WHERE

LifeMode Group: Sprouting Explorers

Forging Opportunity

7D

Households: 1,289,900

Average Household Size: 3.62

Median Age: 28.9

Median Household Income: $38,000

WHO ARE WE?

Family is central within these communities, bringing rich traditions to these neighborhoods in the urban outskirts. Dominating this market are younger families with children or single-parent households with multiple generations living under the same roof. These households balance their budgets carefully but also indulge in the latest trends and purchase with an eye to brands. Most workers are employed in skilled positions across the manufacturing, construction, or retail trade sectors.

OUR NEIGHBORHOOD

- Family market; over a third of all households are married couples with children, with a number of multigenerational households and single-parent families; household size is higher at 3.62.
- While most residents live in single-family homes, almost 10% of householders reside in mobile home parks.
- Homes are owner occupied, with slightly higher monthly costs (Index 103) but fewer mortgages (Index 83).
- Most are older homes, nearly 60% built from 1950 to 1989.
- Most households have one or two vehicles; many commuters carpool or walk to work (Index 145).
- *Forging Opportunity* residents live within the urban periphery of larger metropolitan areas across the South and West.

SOCIOECONOMIC TRAITS

- While a majority finished high school, over 40% have not (Index 321).
- Labor force participation is slightly lower at 61%.
- More than one in four households is below the poverty level (Index 183).
- Residents balance their budgets carefully by spending only on necessities and limiting activities like dining out.
- Many have no financial investments or retirement savings, but they have their homes.

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 MRI-Simmons.

7D

LifeMode Group: Sprouting Explorers

Forging Opportunity

TAPESTRY SEGMENTATION
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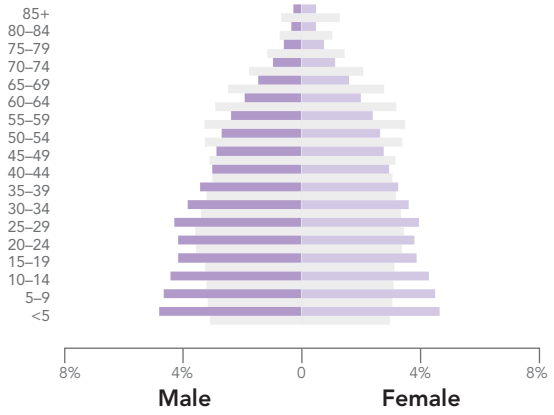
AGE BY SEX (Esri data)

Median Age: 28.9 US: 38.2

Indicates US



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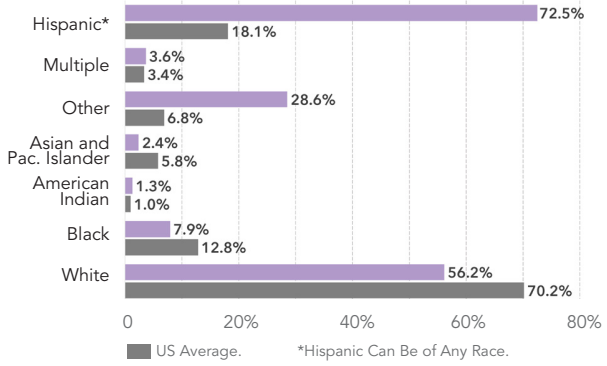
Diversity Index: 80.6 US: 64.0



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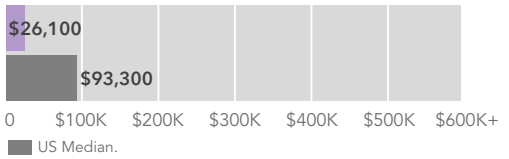
Median Household Income

Median Net Worth



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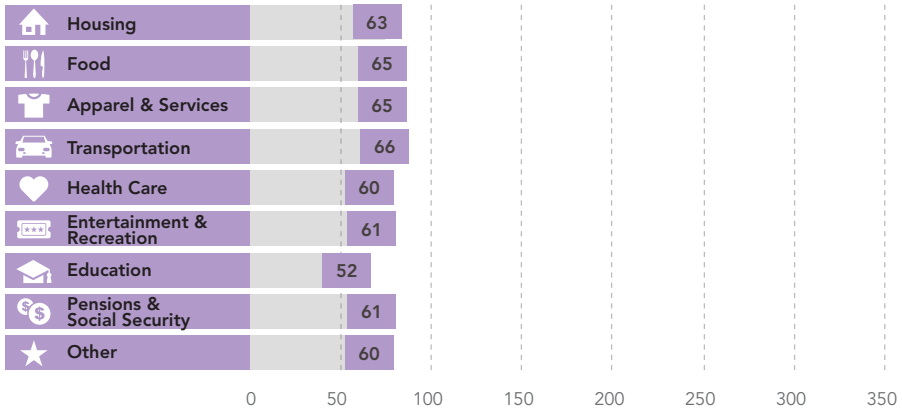

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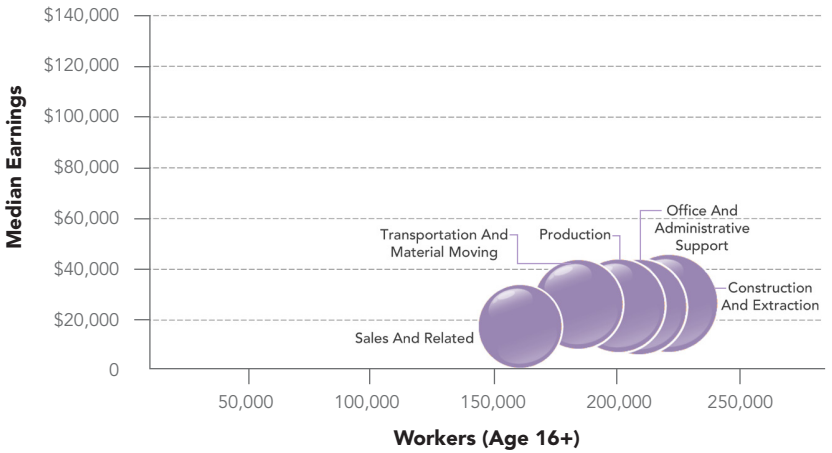


7D

LifeMode Group: Sprouting Explorers

Forging Opportunity

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- Residents shop at discount and department stores like Walmart, Dollar General/Family Dollar, and JC Penney for baby and children's products.
- Many households subscribe to satellite television to watch their favorite programs.
- Magazines are extremely popular sources of news and the latest trends, including women's fashion, bridal, and parenthood types of magazines.

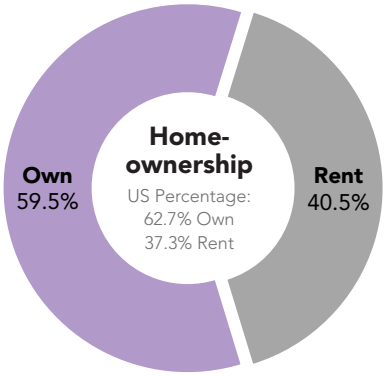
HOUSING

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:
$92,200

US Median: $207,300



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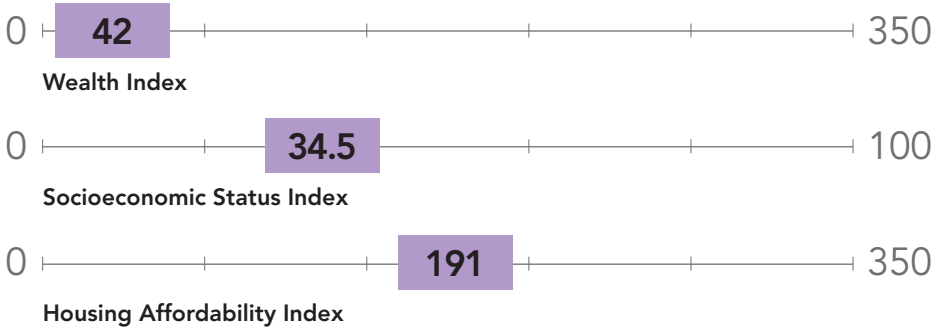

7D

LifeMode Group: Sprouting Explorers

Forging Opportunity

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

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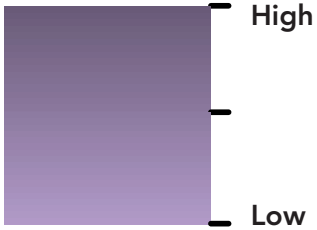

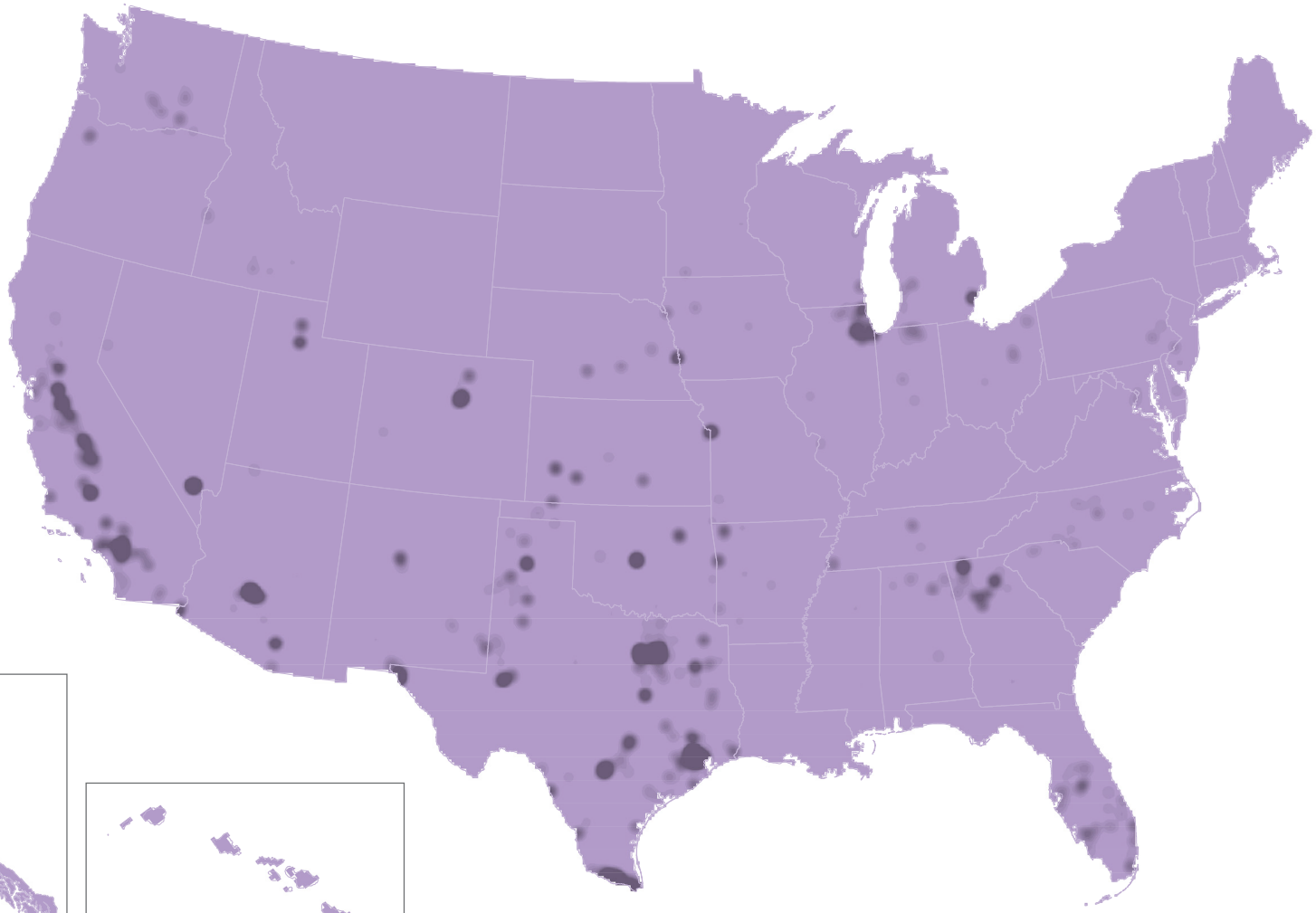

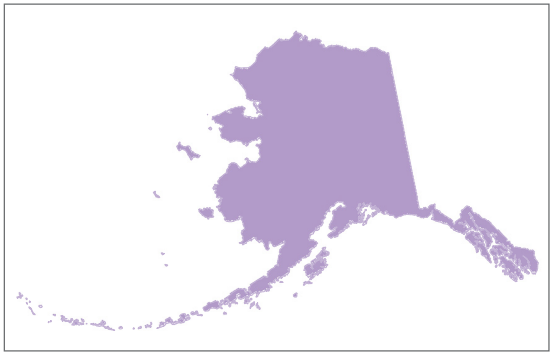

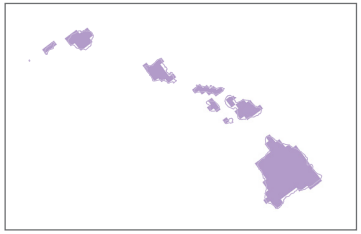

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esri THE SCIENCE OF WHERE®

LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: $72,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.

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.

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

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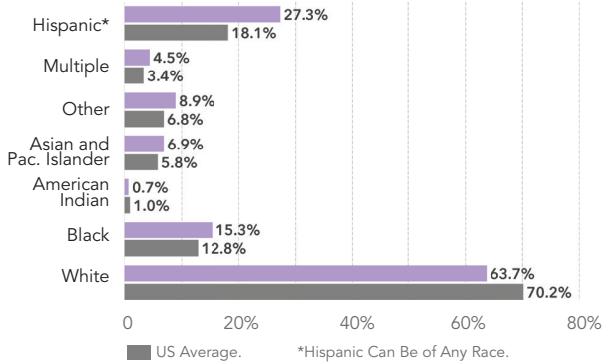

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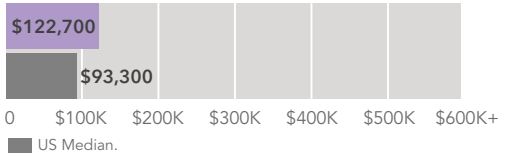

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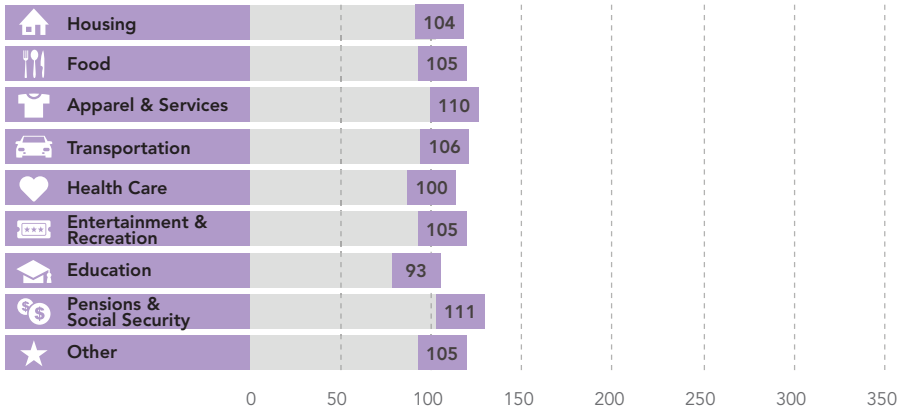

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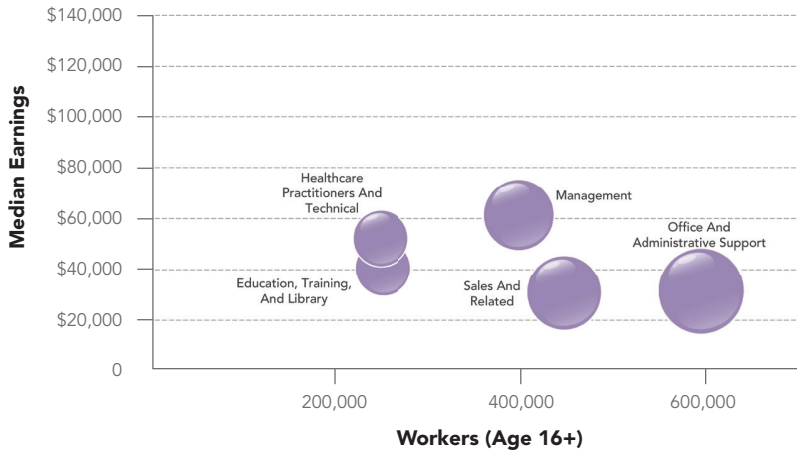

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

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

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

HOUSING

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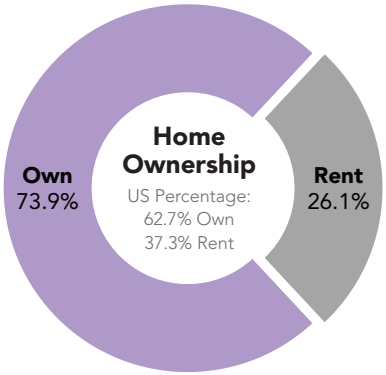
Typical Housing:
Single Family

Median Value:
$194,400

US Median: $207,300



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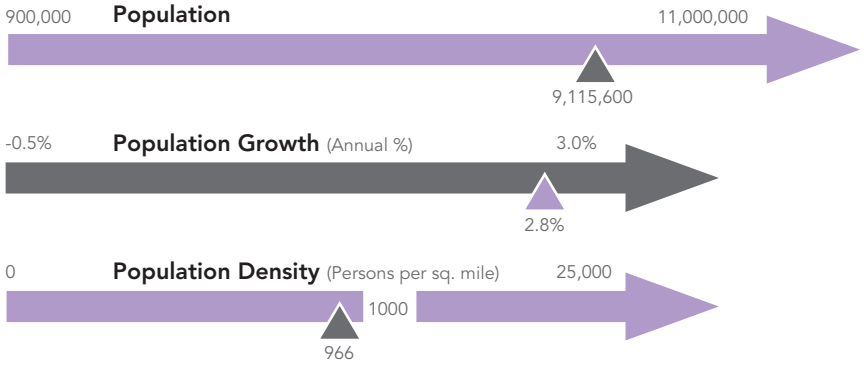

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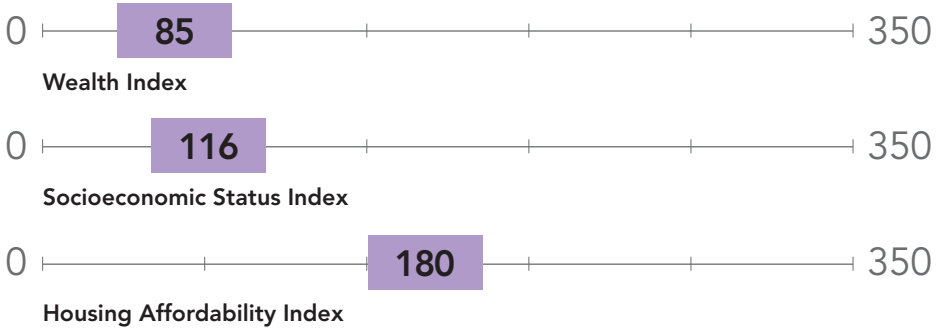


7A

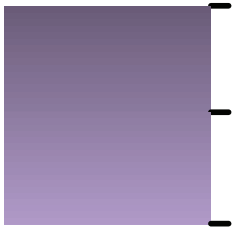
LifeMode Group: Ethnic Enclaves

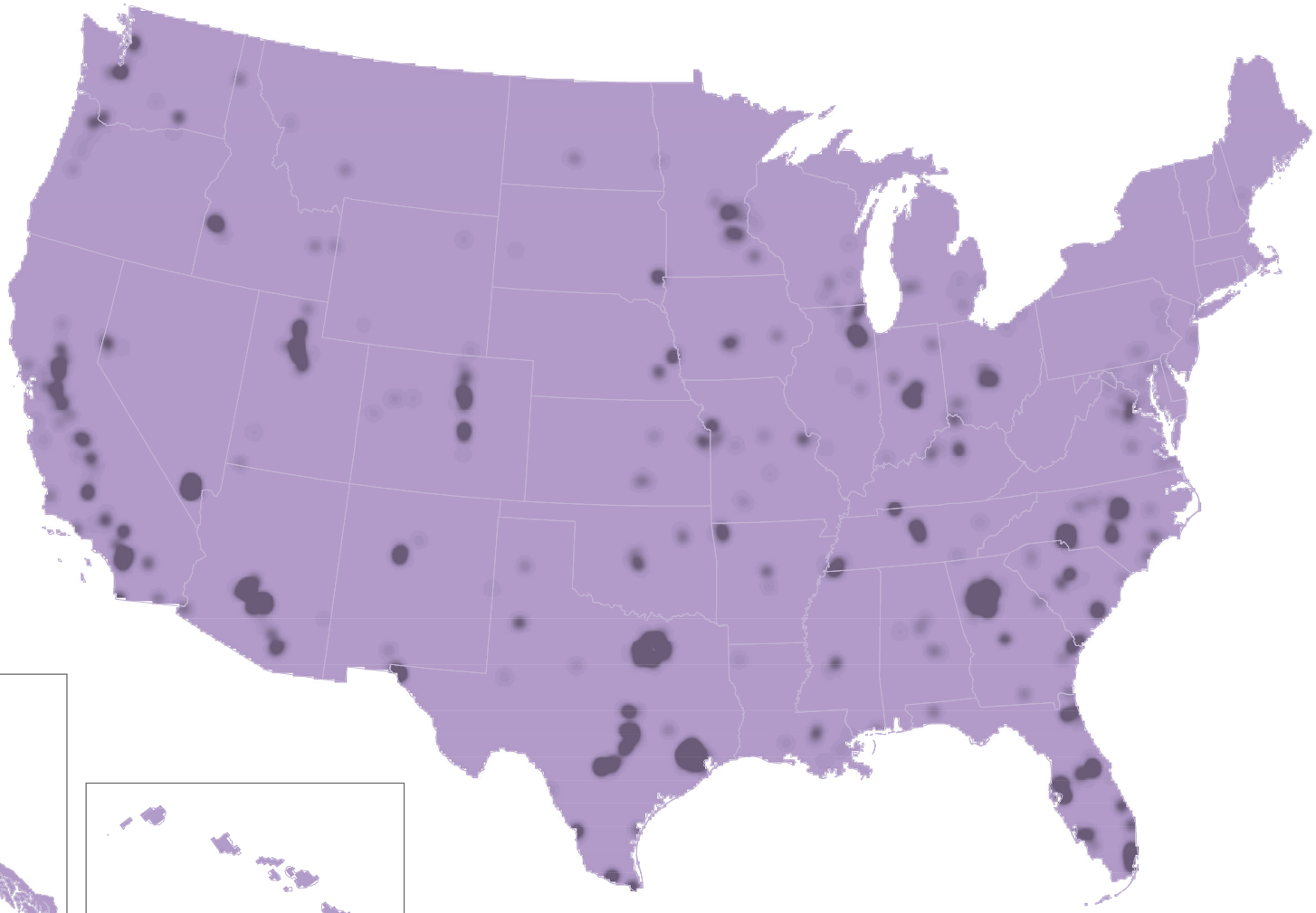
Up and Coming Families

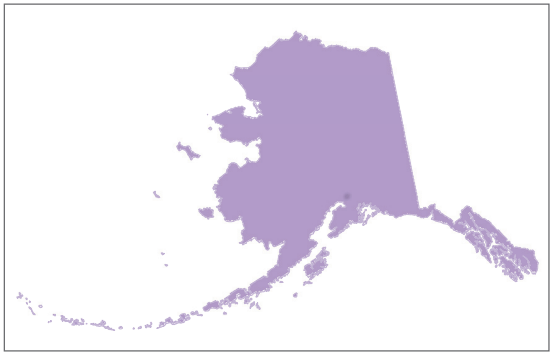
TAPESTRY SEGMENTATION
esri.com/tapestry

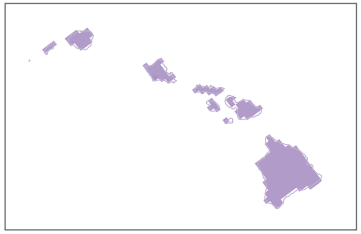
SEGMENT DENSITY

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









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7C

LifeMode Group: Sprouting Explorers

Urban Edge Families

Households: 1,824,900

Average Household Size: 3.19

Median Age: 32.5

Median Household Income: $50,900

WHO ARE WE?

Located throughout the South and West, most *Urban Edge Families* residents own their own homes, primarily single-family housing—out of the city, where housing is more affordable. Median household income is slightly below average (Index 91). The majority of households include younger married-couple families with children and, frequently, grandparents. Many residents are foreign born. Spending is focused more on the members of the household than the home. Entertainment includes multiple televisions, movie rentals, and video games at home or visits to theme parks and zoos. This market is connected and adept at accessing what they want from the Internet.

TAPESTRY SEGMENTATION
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OUR NEIGHBORHOOD

- *Urban Edge Families* residents residents are family-centric. Most are married couples with children of all ages or single parents; multi-generational homes are common (Index 201).
- Average household size is higher at 3.19 (Index 123).
- Residents tend to live further out from urban centers—more affordable single-family homes and more elbow room.
- Tenure is slightly above average with 64% owner occupancy; primarily single-family homes with more mortgages (Index 114) and slightly higher monthly costs (Index 115).
- Three quarters of all housing were built 1970 or later.
- Many neighborhoods are located in the urban periphery of the largest metropolitan areas across the South and West.
- Most households have one or two vehicles available and a longer commute to work.

SOCIOECONOMIC TRAITS

- Nearly 17% have earned a college degree, and 63% hold a high school diploma only or have spent some time at a college or university.
- Labor force participation is higher at 66%.
- Most *Urban Edge Families* residents derive income from wages or salaries.
- They tend to spend money carefully and focus more on necessities.
- They are captivated by new technology, particularly feature-rich smartphones.
- Connected: They use the Internet primarily for socializing but also for convenience, like paying bills online.

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

7C

LifeMode Group: Sprouting Explorers

Urban Edge Families

TAPESTRY SEGMENTATION
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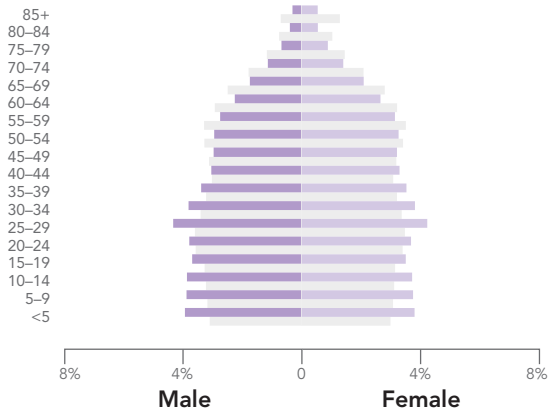
AGE BY SEX (Esri data)

Median Age: 32.5 US: 38.2

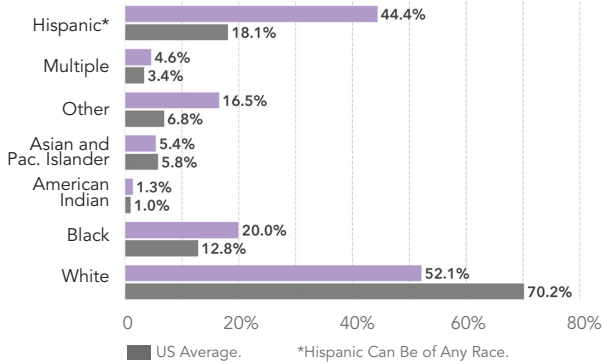
Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 84.1 US: 64.0

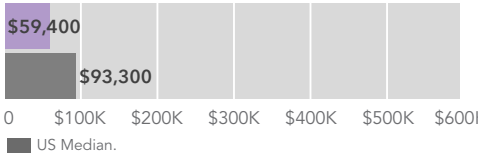


INCOME AND NET WORTH

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

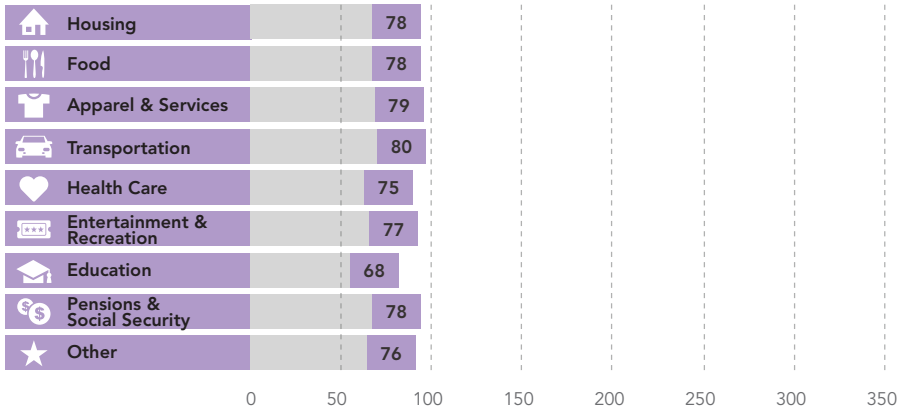
Median Household Income

Median Net Worth



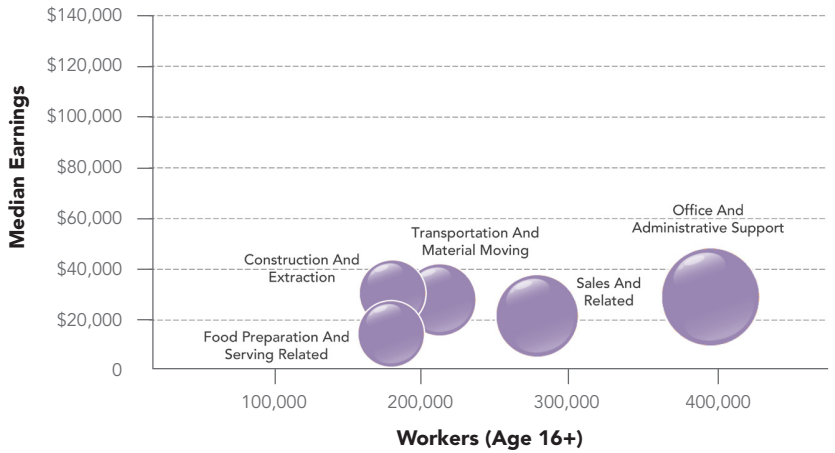
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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



7C

LifeMode Group: Sprouting Explorers

Urban Edge Families

TAPESTRY SEGMENTATION
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MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- When dining out, these residents favor fast-food dining places such as Taco Bell or Little Caesar's, as well as family-friendly restaurants like Olive Garden, Denny's, or IHOP.
- Cell phones are preferred over landlines.
- Favorite channels include Animal Planet, MTV, ABC Family Channel, Bravo, and Nick Jr., as well as programming on Spanish TV.
- Residents listen to urban or Hispanic radio.
- During the summer, family outings to theme parks are especially popular.

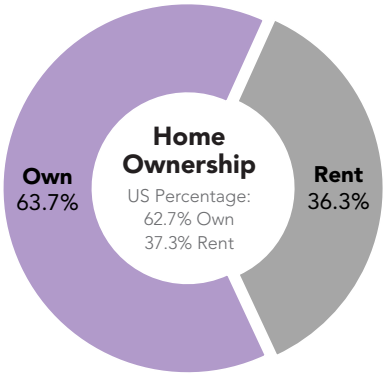
HOUSING

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

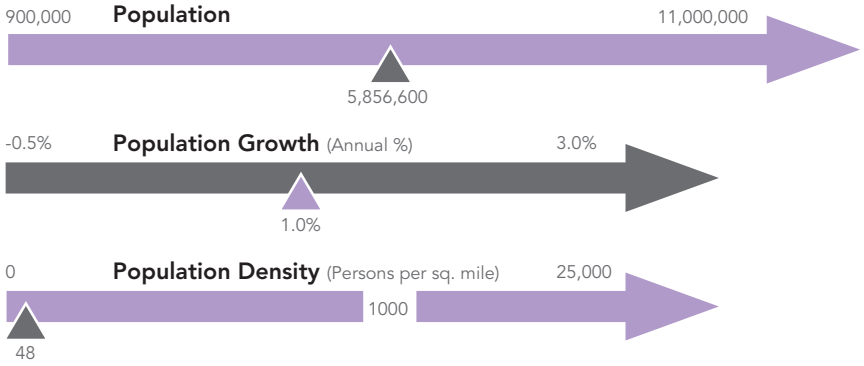
Median Value:
$145,900

US Median: $207,300



POPULATION CHARACTERISTICS

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



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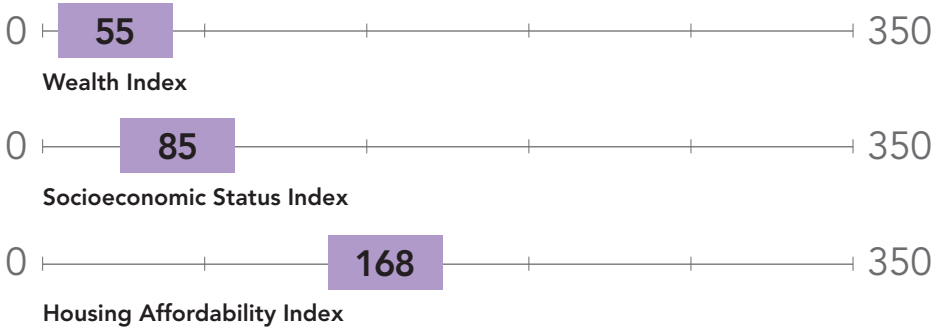

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LifeMode Group: Sprouting Explorers

Urban Edge Families

TAPESTRY SEGMENTATION
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SEGMENT DENSITY

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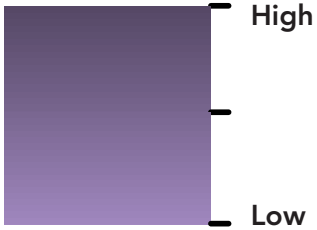

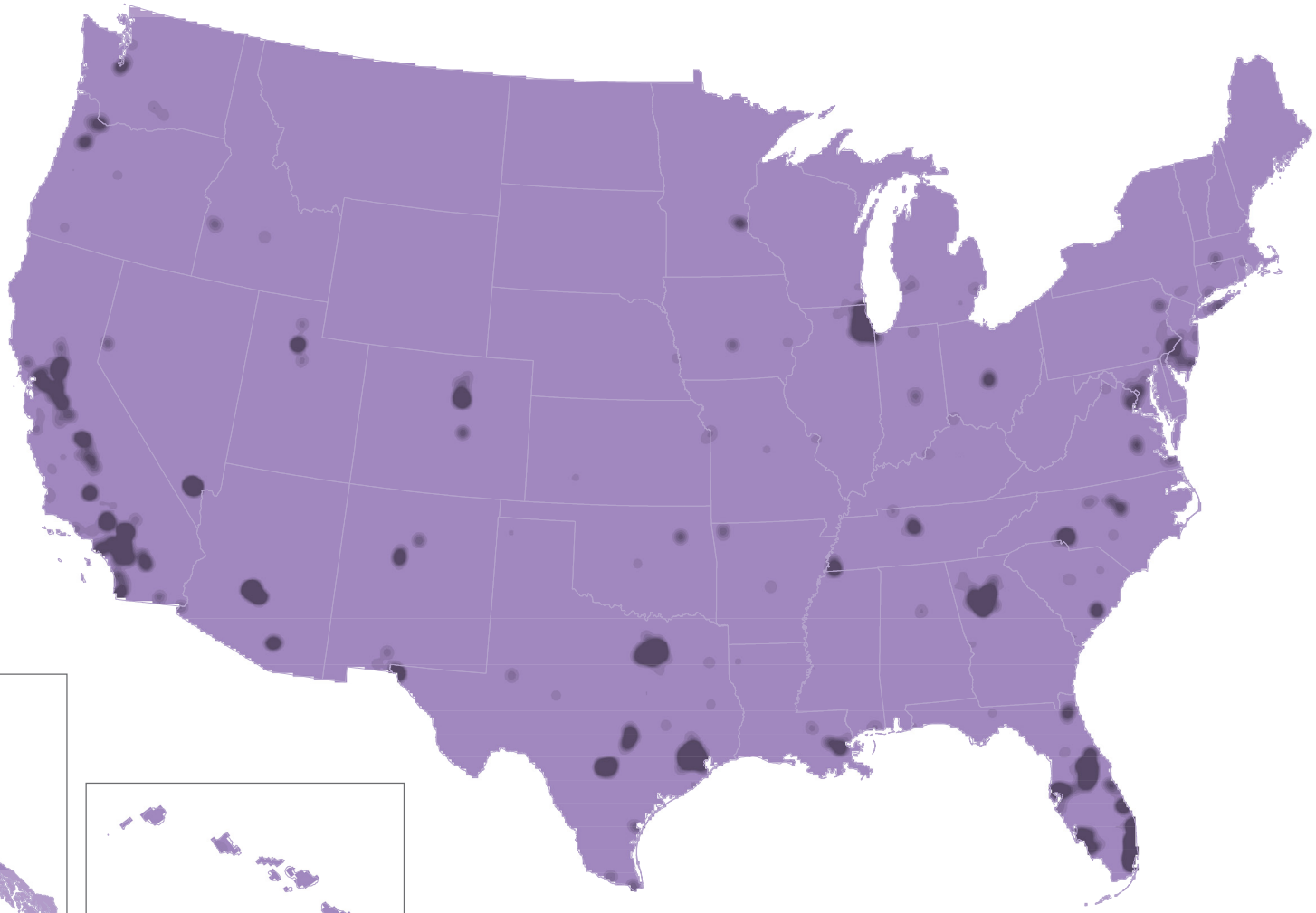

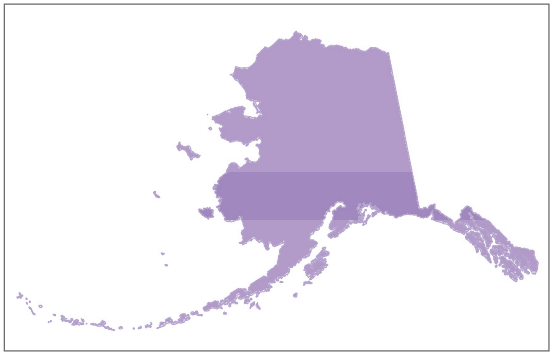

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