TEXAS SAGE
Properties

Key Facts - Queenston Business Parks

	0-1 Mile Radias	1-3 Mile Radias	3-5 Mile Radias
Population	8,475	76,672	160,314
Median Age	34.2	34.3	34.8
Households	2,958	24,485	53,113
Average Household Size	2.9	3.1	3.0
Median Household Income	$101,441	$107,917	$89,700
Total Businesses	496	1,904	3,841
Total Employees	5,543	20,849	32,377
Median Net Worth	$189,873	$343,000	$231,836
Tapestry Segments			
BoomBurbs	47.2%	69.6%	21.9%
Up and Coming Families	24.9%	10.7%	23.0%
Bright Your Professionals	27.9%	0.0%	0.0%
Soccer Moms	0.0%	0.0%	9.1%
Home Improvement	0.0%	7.9%	0.0%

Key Facts - Queenston Business Park South

Queenston Business Park South (0 - 1 miles)
12365-12485 Queenston Blvd, Houston, Texas, 77095
Ring band of 0 - 1 miles

KEY FACTS

8,475
Population

2.9
Average Household Size

34.2
Median Age

$101,441
Median Household Income

EDUCATION

6%
No High School Diploma

19%
High School Graduate

32%
Some College

44%
Bachelor's/Grad/Prof Degree

BUSINESS

496
Total Businesses

5,543
Total Employees

EMPLOYMENT

70%
White Collar

17%
Blue Collar

14%
Services

3.1%
Unemployment Rate

INCOME

$101,441
Median Household Income

$41,903
Per Capita Income

$189,873
Median Net Worth

Households By Income

The largest group: $100,000 - $149,999 (26.8%)
The smallest group: <$15,000 (2.6%)

Indicator	Value	Difference
<$15,000	2.6%	-7.9%
$15,000 - $24,999	4.1%	-5.0%
$25,000 - $34,999	3.0%	-6.3%
$35,000 - $49,999	12.8%	+0.3%
$50,000 - $74,999	12.7%	-5.2%
$75,000 - $99,999	13.4%	+1.5%
$100,000 - $149,999	26.8%	+12.0%
$150,000 - $199,999	9.8%	+4.1%
$200,000+	14.7%	+6.3%

Bars show deviation from Harris County

KEY FACTS

8,475
Population

34.2
Median Age

2.9
Average Household Size

$101,441
Median Household Income
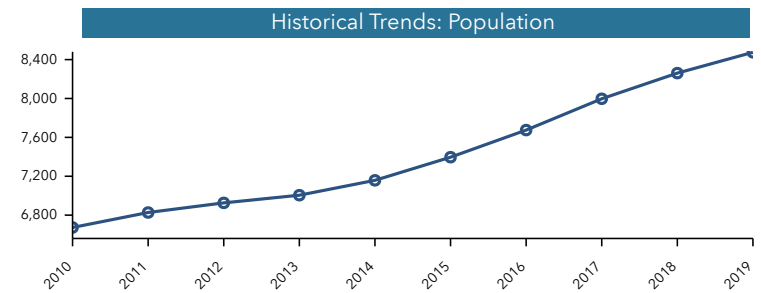
POPULATION TRENDS AND KEY INDICATORS

Queenston Business Park South

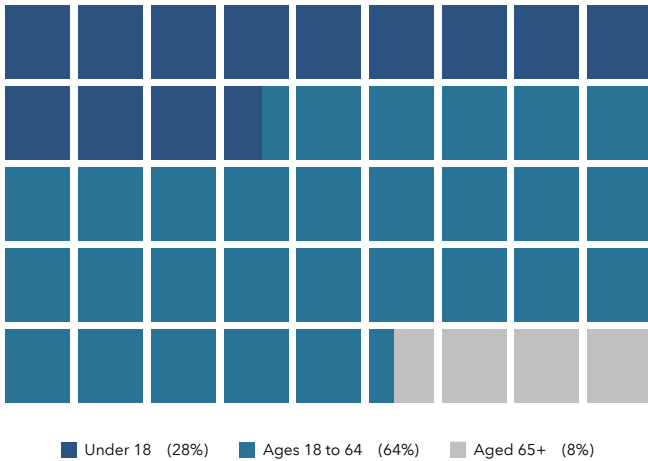| 8,475	2,958	2.86	34.2	$101,441	$268,759	136	148	74
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS
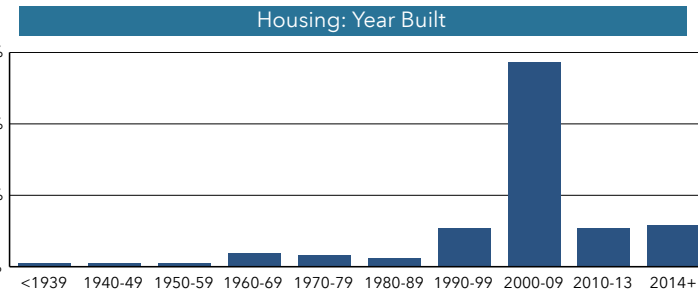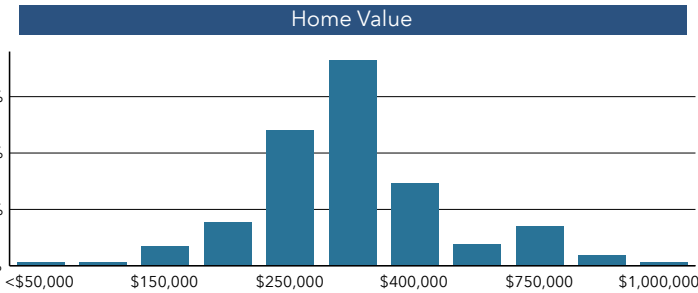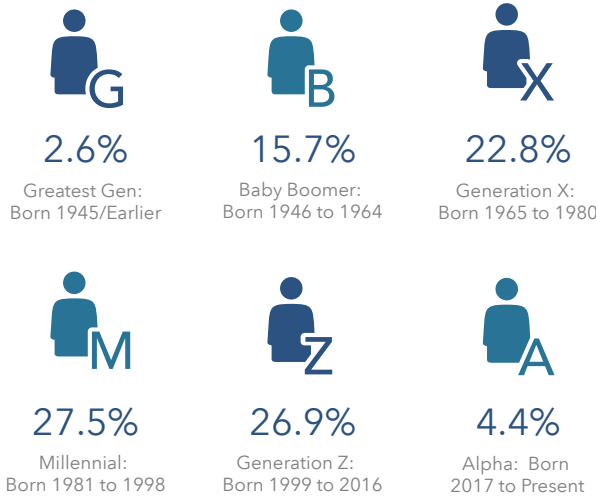
$14,584
Avg Spent on Mortgage & Basics

13.0%
Percent of Income for Mortgage

Historical Trends: Population

(Line chart, 2010–2019, values from ~6,800 to ~8,400)

POPULATION BY AGE

- Under 18 (28%)
- Ages 18 to 64 (64%)
- Aged 65+ (8%)

POPULATION BY GENERATION

G 2.6%
Greatest Gen: Born 1945/Earlier

B 15.7%
Baby Boomer: Born 1946 to 1964

X 22.8%
Generation X: Born 1965 to 1980

M 27.5%
Millennial: Born 1981 to 1998

Z 26.9%
Generation Z: Born 1999 to 2016

A 4.4%
Alpha: Born 2017 to Present

Home Value

(Bar chart: <$50,000, $150,000, $250,000, $400,000, $750,000, $1,000,000+)

Housing: Year Built

(Bar chart: <1939, 1940-49, 1950-59, 1960-69, 1970-79, 1980-89, 1990-99, 2000-09, 2010-13, 2014+)

TAPESTRY
SEGMENTATION
The Fabric of America's Neighborhoods

Tapestry LifeMode
learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	1,395	47.16%	9.9%	475
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	0	0.00%	7.5%	0
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	737	24.92%	7.1%	352
Middle Ground (L8)	826	27.92%	10.9%	256
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$268,759
Median Home Value

$101,441
Median HH Income
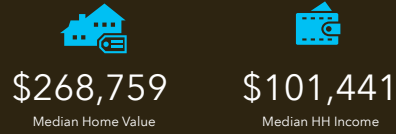
2.6
Home Value to Income Ratio

34.2
Median Age

2,958
Households

Education

6%
No HS Diploma

19%
HS Graduate
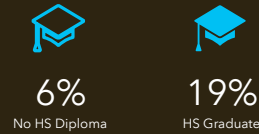
32%
Some College

44%
Degree or Higher

Age Profile

Dots show comparison to Harris County

Households By Income
The largest group: $100,000 - $149,999 (26.8%)
The smallest group: <$15,000 (2.6%)

Indicator	Value	Difference	
<$15,000	2.6%	-7.9%	
$15,000 - $24,999	4.1%	-5.0%	
$25,000 - $34,999	3.0%	-6.3%	
$35,000 - $49,999	12.8%	+0.3%	
$50,000 - $74,999	12.7%	-5.2%	
$75,000 - $99,999	13.4%	+1.5%	
$100,000 - $149,999	26.8%	+12.0%	
$150,000 - $199,999	9.8%	+4.1%	
$200,000+	14.7%	+6.3%	

Bars show deviation from Harris County

Queenston Business Park South

Tapestry Segments

1C	Boomburbs	1,395 households	47.2% of Households
8C	Bright Young Professionals	826 households	27.9% of Households
7A	Up and Coming Families	737 households	24.9% of Households

TEXAS SAGE Properties

Key Facts - Queenston Business Park South

Queenston Business Park South (1 - 3 miles)
12365-12485 Queenston Blvd, Houston, Texas, 77095
Ring band of 1 - 3 miles

KEY FACTS

76,672
Population

3.1
Average Household Size

34.3
Median Age

$107,917
Median Household Income

EDUCATION

5%
No High School Diploma

15%
High School Graduate

29%
Some College

51%
Bachelor's/Grad/Prof Degree

BUSINESS

1,904
Total Businesses

20,849
Total Employees

EMPLOYMENT

78%
White Collar

13%
Blue Collar

9%
Services

3.7%
Unemployment Rate

INCOME

$107,917
Median Household Income

$42,205
Per Capita Income

$343,004
Median Net Worth

Households By Income

The largest group: $100,000 - $149,999 (26.8%)
The smallest group: $15,000 - $24,999 (3.6%)

Indicator	Value	Difference
<$15,000	3.9%	-6.6%
$15,000 - $24,999	3.6%	-5.5%
$25,000 - $34,999	3.9%	-5.4%
$35,000 - $49,999	6.6%	-5.9%
$50,000 - $74,999	13.2%	-4.7%
$75,000 - $99,999	12.4%	+0.5%
$100,000 - $149,999	26.8%	+12.0%
$150,000 - $199,999	13.1%	+7.4%
$200,000+	16.5%	+8.1%

Bars show deviation from

Harris County

Source: This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019.
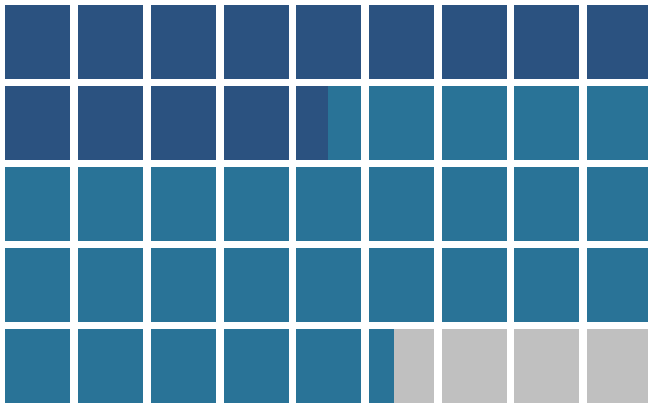
POPULATION TRENDS AND KEY INDICATORS

Queenston Business Park South

KEY FACTS

76,672
Population

34.3
Median Age

3.1
Average Household Size

$107,917
Median Household Income

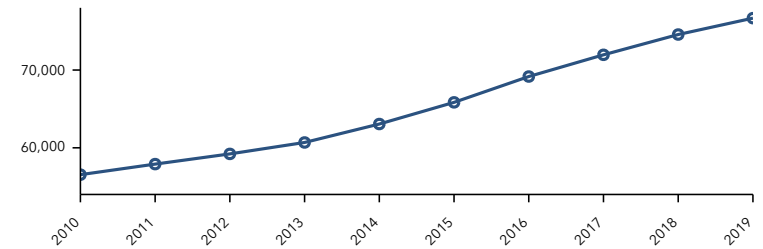| 76,672	24,485	3.13	34.3	$107,917	$289,491	160	145	72
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

$16,755
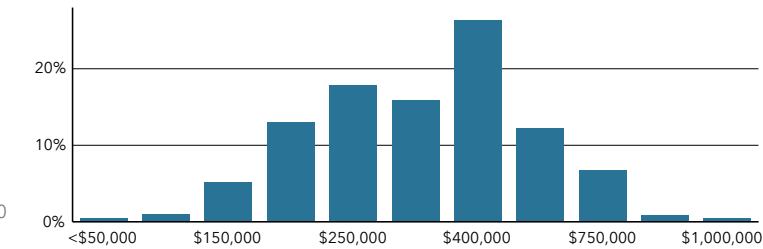Avg Spent on Mortgage & Basics

13.1%
Percent of Income for Mortgage

Historical Trends: Population

POPULATION BY AGE

- Under 18 (30%)
- Ages 18 to 64 (62%)
- Aged 65+ (8%)

POPULATION BY GENERATION

G 2.6%
Greatest Gen: Born 1945/Earlier

B 15.6%
Baby Boomer: Born 1946 to 1964

X 24.6%
Generation X: Born 1965 to 1980

M 23.2%
Millennial: Born 1981 to 1998

Z 29.4%
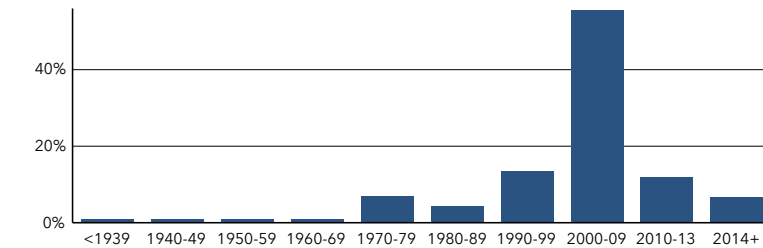Generation Z: Born 1999 to 2016

A 4.5%
Alpha: Born 2017 to Present
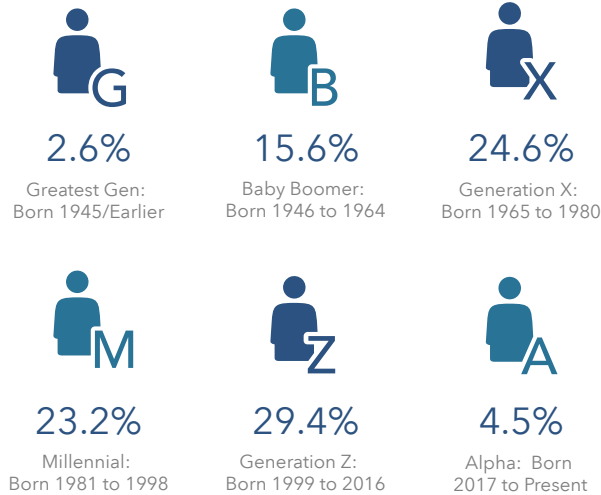
Home Value

Housing: Year Built

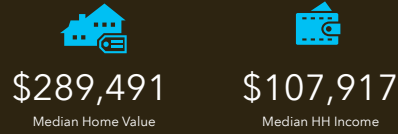U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

TAPESTRY
SEGMENTATION
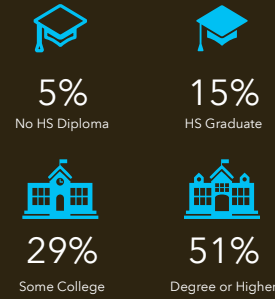### The Fabric of America's Neighborhoods

Tapestry LifeMode

learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	18,641	76.13%	9.9%	767
Upscale Avenues (L2)	0	0.00%	5.7%	0
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	2,084	8.51%	7.5%	114
GenXurban (L5)	0	0.00%	11.4%	0
Cozy Country Living (L6)	0	0.00%	12.0%	0
Ethnic Enclaves (L7)	3,512	14.34%	7.1%	203
Middle Ground (L8)	249	1.02%	10.9%	9
Senior Styles (L9)	0	0.00%	5.8%	0
Rustic Outposts (L10)	0	0.00%	8.2%	0
Midtown Singles (L11)	0	0.00%	6.2%	0
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$289,491
Median Home Value

$107,917
Median HH Income

2.7
Home Value to Income Ratio

34.3
Median Age

24,485
Households

Education

5%
No HS Diploma

15%
HS Graduate

29%
Some College

51%
Degree or Higher

Age Profile

Percent

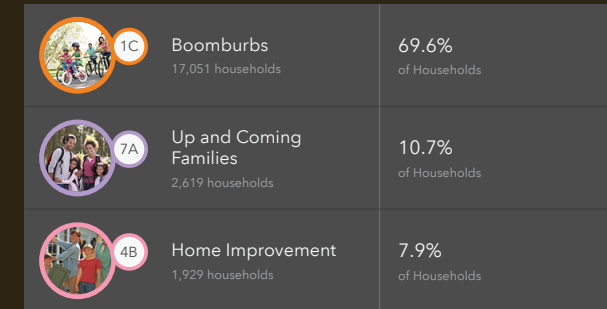Dots show comparison to Harris County

Households By Income
The largest group: $100,000 - $149,999 (26.8%)
The smallest group: $15,000 - $24,999 (3.6%)

Indicator	Value	Difference	
<$15,000	3.9%	-6.6%	
$15,000 - $24,999	3.6%	-5.5%	
$25,000 - $34,999	3.9%	-5.4%	
$35,000 - $49,999	6.6%	-5.9%	
$50,000 - $74,999	13.2%	-4.7%	
$75,000 - $99,999	12.4%	+0.5%	
$100,000 - $149,999	26.8%	+12.0%	
$150,000 - $199,999	13.1%	+7.4%	
$200,000+	16.5%	+8.1%	

Bars show deviation from Harris County

Queenston Business Park South

Cypress

Satsu

Tapestry Segments

1C	Boomburbs 17,051 households	69.6% of Households
7A	Up and Coming Families 2,619 households	10.7% of Households
4B	Home Improvement 1,929 households	7.9% of Households

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

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TEXAS SAGE Properties

Key Facts - Queenston Business Park South

Queenston Business Park South (3 - 5 miles)
12365-12485 Queenston Blvd, Houston, Texas, 77095
Ring band of 3 - 5 miles

KEY FACTS

160,314
Population

34.8
Median Age

3.0
Average Household Size

$89,700
Median Household Income

EDUCATION

8%
No High School Diploma

20%
High School Graduate

29%
Some College

43%
Bachelor's/Grad/Prof Degree

BUSINESS

3,841
Total Businesses

32,377
Total Employees

EMPLOYMENT

White Collar — **72%**

Blue Collar — **17%**

Services — **11%**

3.3%
Unemployment Rate

INCOME

$89,700
Median Household Income

$38,664
Per Capita Income

$231,836
Median Net Worth

Households By Income

The largest group: $100,000 - $149,999 (22.0%)
The smallest group: $15,000 - $24,999 (4.0%)

Indicator	Value	Difference
<$15,000	4.4%	-6.1%
$15,000 - $24,999	4.0%	-5.1%
$25,000 - $34,999	6.1%	-3.2%
$35,000 - $49,999	9.8%	-2.7%
$50,000 - $74,999	16.9%	-1.0%
$75,000 - $99,999	13.4%	+1.5%
$100,000 - $149,999	22.0%	+7.2%
$150,000 - $199,999	10.1%	+4.4%
$200,000+	13.3%	+4.9%

Bars show deviation from

Harris County

Source: This infographic contains data provided by Esri, Esri and Infogroup. The vintage of the data is 2019.

KEY FACTS

160,314
Population

34.8
Median Age

3.0
Average Household Size

$89,700
Median Household Income

POPULATION TRENDS AND KEY INDICATORS

Queenston Business Park South

160,314	53,113	3.02	34.8	$89,700	$240,566	143	148	75
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS
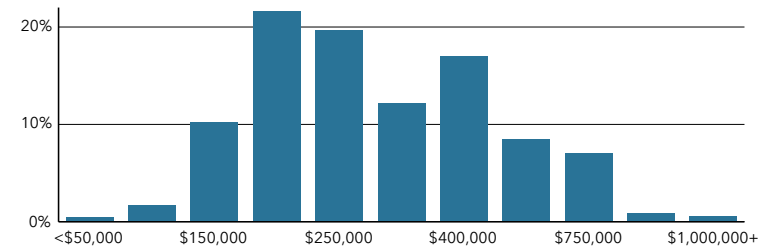
$14,015
Avg Spent on Mortgage & Basics

13.1%
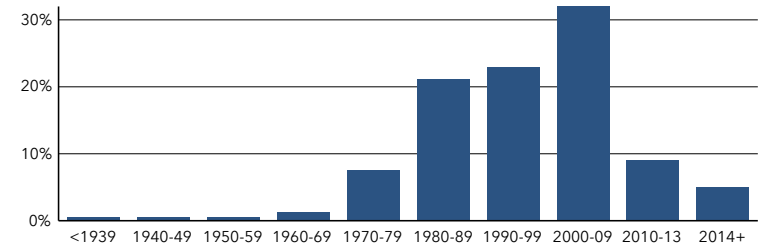Percent of Income for Mortgage

Historical Trends: Population

POPULATION BY AGE / Income
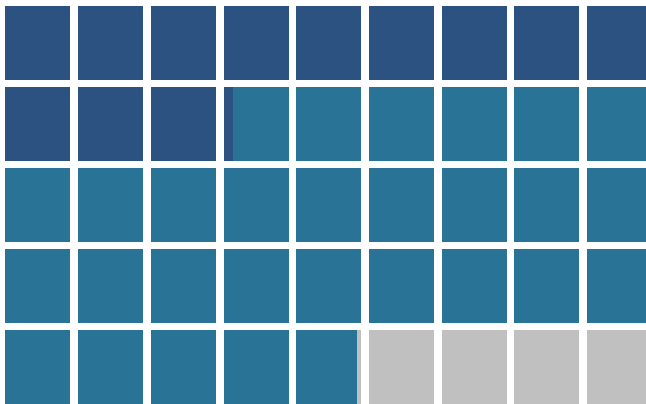
- Under 18 (27%)
- Ages 18 to 64 (64%)
- Aged 65+ (9%)

POPULATION BY GENERATION
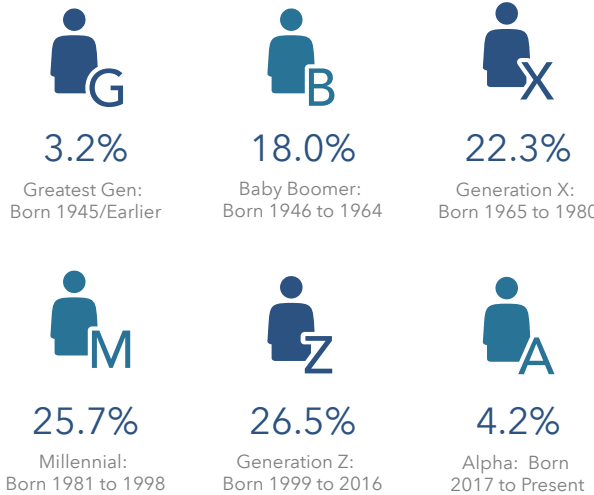
G 3.2%
Greatest Gen: Born 1945/Earlier

B 18.0%
Baby Boomer: Born 1946 to 1964

X 22.3%
Generation X: Born 1965 to 1980

M 25.7%
Millennial: Born 1981 to 1998

Z 26.5%
Generation Z: Born 1999 to 2016

A 4.2%
Alpha: Born 2017 to Present

Home Value

Housing: Year Built

TAPESTRY
SEGMENTATION
The Fabric of America's Neighborhoods

Tapestry LifeMode
learn more...

	Households	HHs %	% US HHs	Index
Affluent Estates (L1)	20,687	38.95%	9.9%	393
Upscale Avenues (L2)	1,397	2.63%	5.7%	47
Uptown Individuals (L3)	0	0.00%	3.8%	0
Family Landscapes (L4)	6,943	13.07%	7.5%	175
GenXurban (L5)	567	1.07%	11.4%	9
Cozy Country Living (L6)	1,234	2.32%	12.0%	19
Ethnic Enclaves (L7)	14,106	26.56%	7.1%	375
Middle Ground (L8)	3,883	7.31%	10.9%	67
Senior Styles (L9)	122	0.23%	5.8%	4
Rustic Outposts (L10)	451	0.85%	8.2%	10
Midtown Singles (L11)	3,723	7.01%	6.2%	113
Hometown (L12)	0	0.00%	6.1%	0
Next Wave (L13)	0	0.00%	3.9%	0
Scholars and Patriots (L14)	0	0.00%	1.6%	0

Key Facts

$240,566
Median Home Value

$89,700
Median HH Income
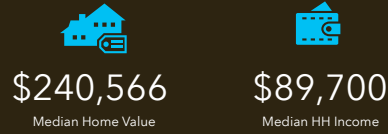
2.7
Home Value to Income Ratio

34.8
Median Age

53,113
Households

Education

8%
No HS Diploma

20%
HS Graduate
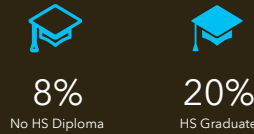
29%
Some College

43%
Degree or Higher

Age Profile

Dots show comparison to Harris County

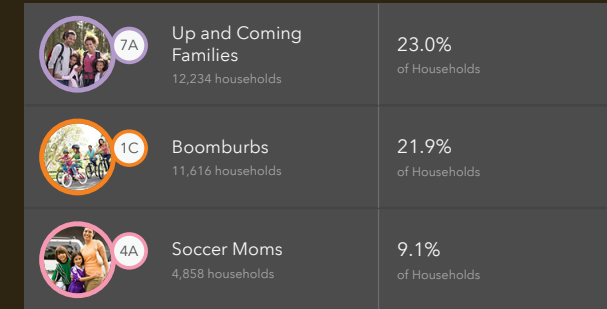## Households By Income
The largest group: $100,000 - $149,999 (22.0%)
The smallest group: $15,000 - $24,999 (4.0%)

Indicator	Value	Difference	
<$15,000	4.4%	-6.1%	
$15,000 - $24,999	4.0%	-5.1%	
$25,000 - $34,999	6.1%	-3.2%	
$35,000 - $49,999	9.8%	-2.7%	
$50,000 - $74,999	16.9%	-1.0%	
$75,000 - $99,999	13.4%	+1.5%	
$100,000 - $149,999	22.0%	+7.2%	
$150,000 - $199,999	10.1%	+4.4%	
$200,000+	13.3%	+4.9%	

Bars show deviation from Harris County

Queenston Business Park South

Cypress

Tapestry Segments

7A **Up and Coming Families** 12,234 households	**23.0%** of Households	
1C **Boomburbs** 11,616 households	**21.9%** of Households	
4A **Soccer Moms** 4,858 households	**9.1%** of Households	

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

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TEXAS SAGE Properties

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.

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.
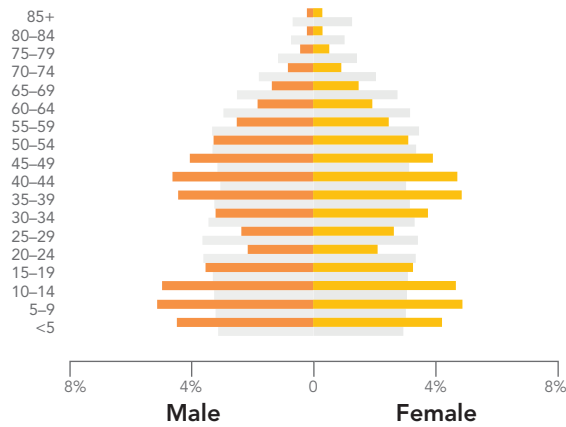- Financial planning is well under way for these professionals.

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.
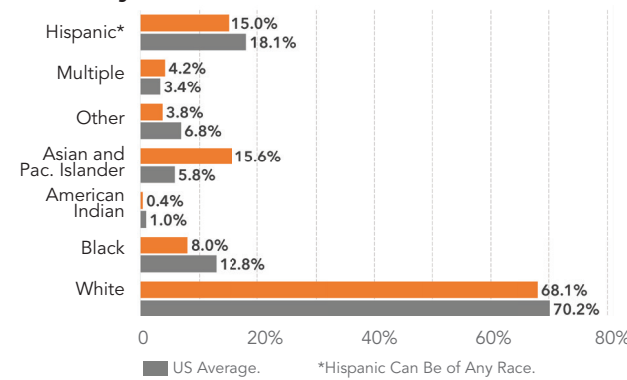
AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

▨ Indicates US

Male | Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
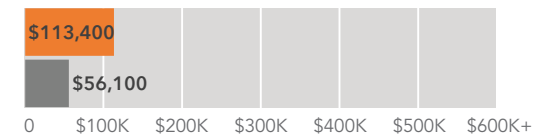
Diversity Index: 63.2 US: 64.0

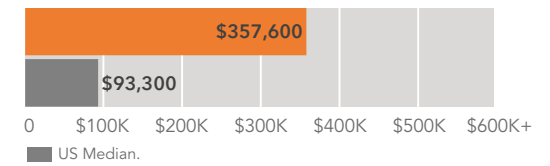| Group	Value
Hispanic*	15.0%
	18.1%
Multiple	4.2%
	3.4%
Other	3.8%
	6.8%
Asian and Pac. Islander	15.6%
	5.8%
American Indian	0.4%
	1.0%
Black	8.0%
	12.8%
White	68.1%
	70.2%

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

INCOME AND NET WORTH

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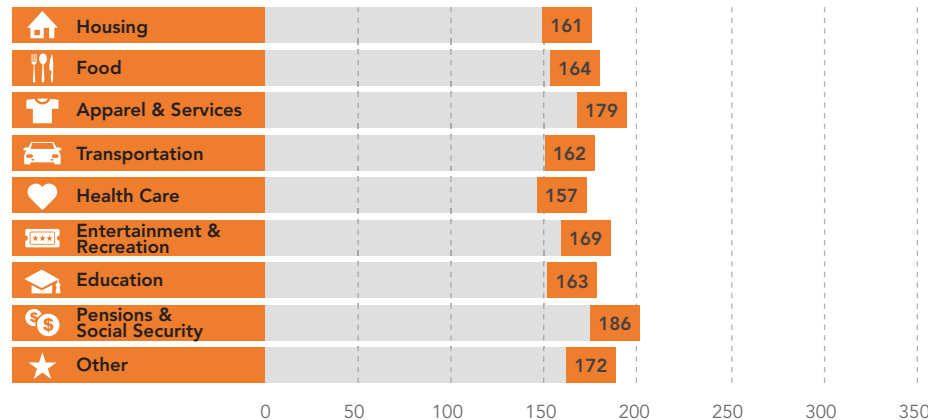
Median Household Income

$113,400
$56,100

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

Median Net Worth

$357,600
$93,300

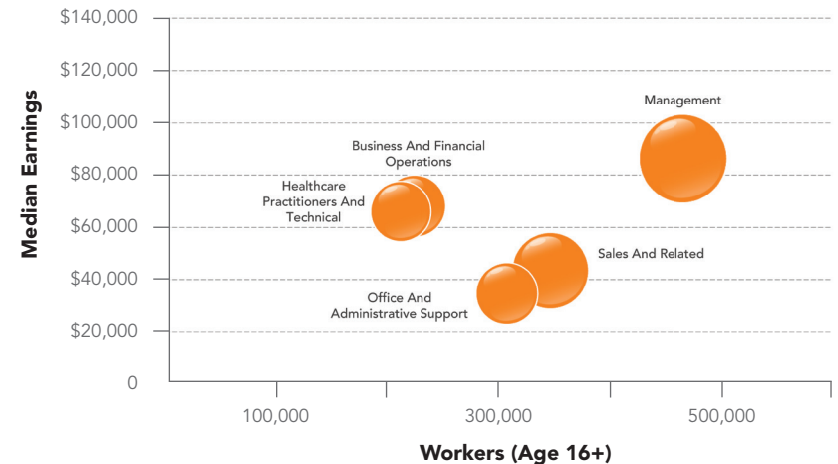0 $100K $200K $300K $400K $500K $600K+

▨ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
Housing	161
Food	164
Apparel & Services	179
Transportation	162
Health Care	157
Entertainment & Recreation	169
Education	163
Pensions & Social Security	186
Other	172

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

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

Median Earnings | Workers (Age 16+)

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.
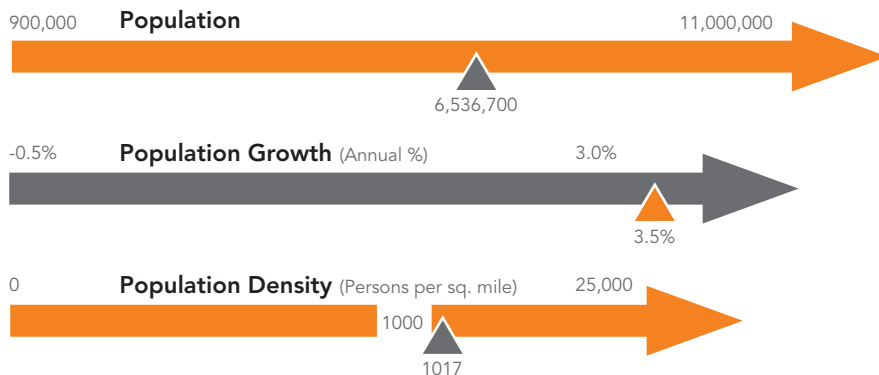
Typical Housing:
Single Family

Median Value:
$350,000
US Median: $207,300
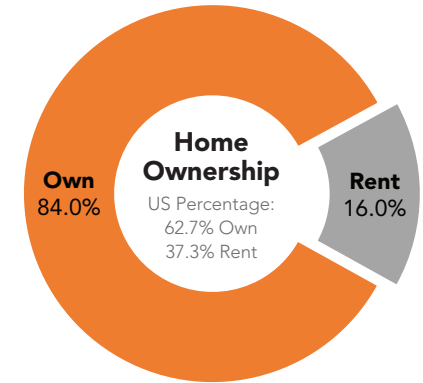
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 84.0%
Rent 16.0%

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
6,536,700

Population Growth (Annual %)
-0.5% — 3.0%
3.5%

Population Density (Persons per sq. mile)
0 — 25,000
1000
1017

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
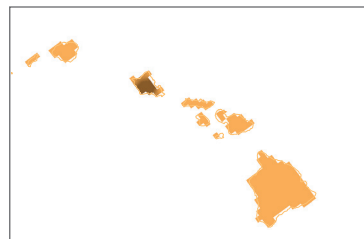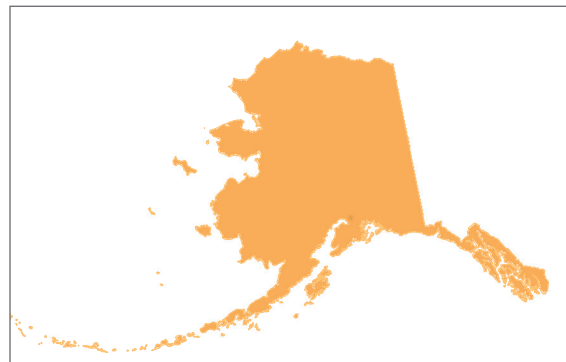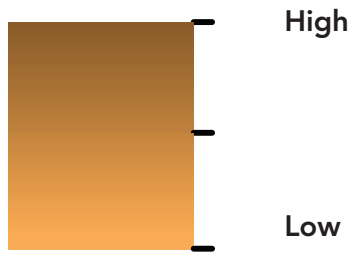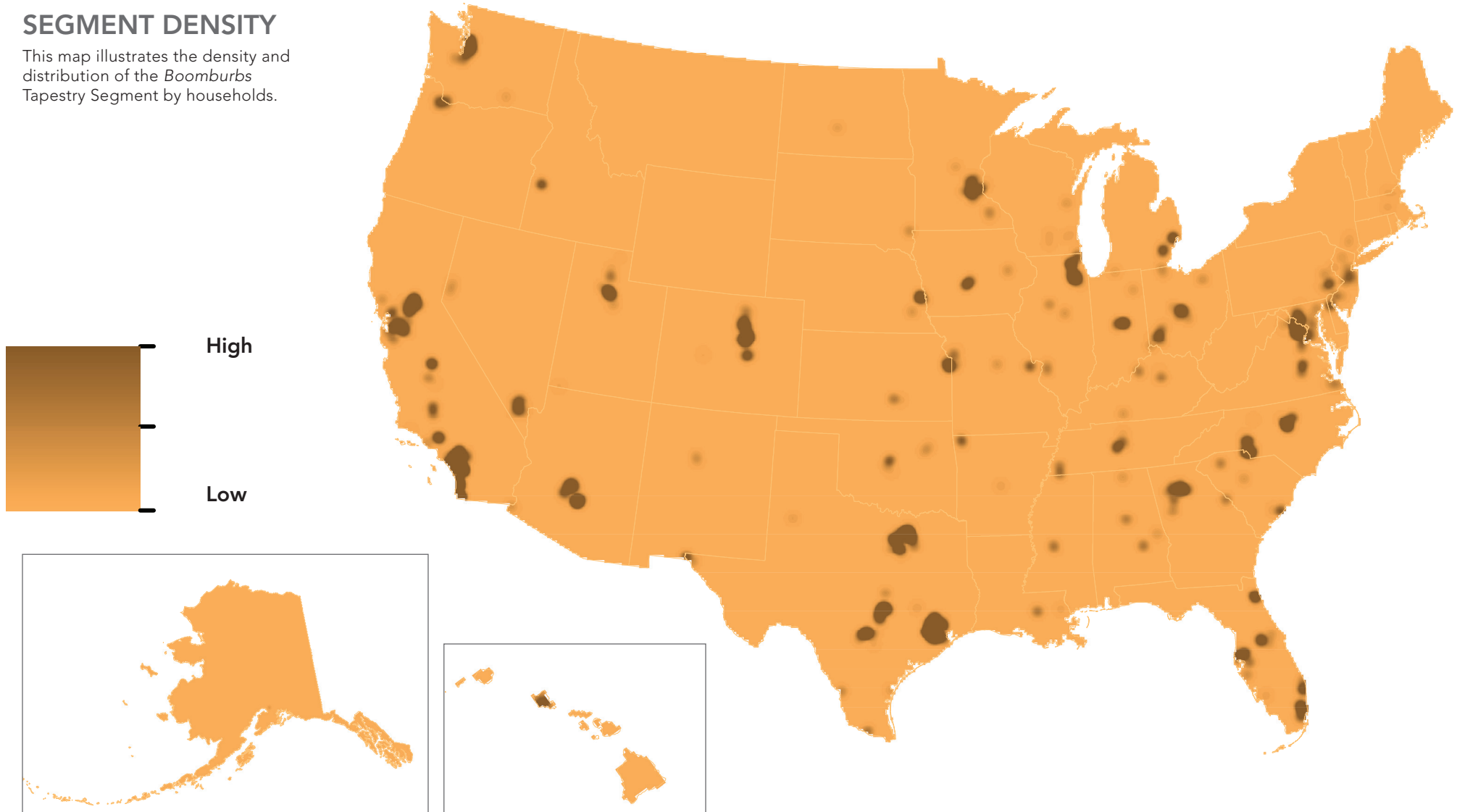
0 — **153** — 350
Wealth Index

0 — **167** — 350
Socioeconomic Status Index

0 — **156** — 350
Housing Affordability Index
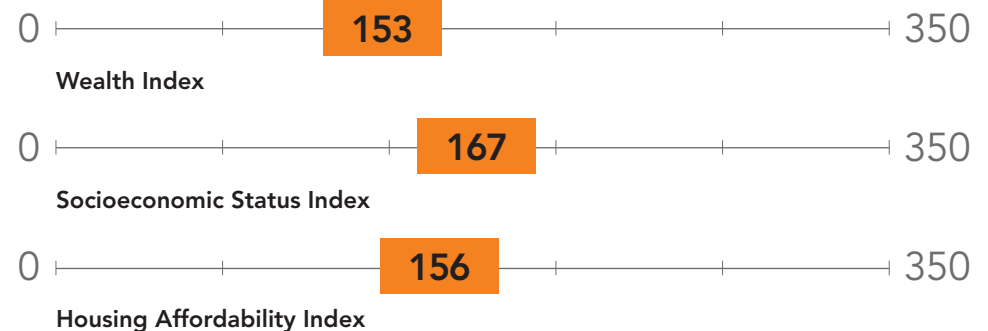
SEGMENT DENSITY

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

High

Low

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Bright Young Professionals

8C

Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: $54,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

- Education completed: 35% with some college or an associate's degree, 33% with a bachelor's degree or higher.
- Unemployment rate is lower at 4.7%, and labor force participation rate of 72% is higher than the US rate.
- These consumers are up on the latest technology.
- They get most of their information from the Internet.
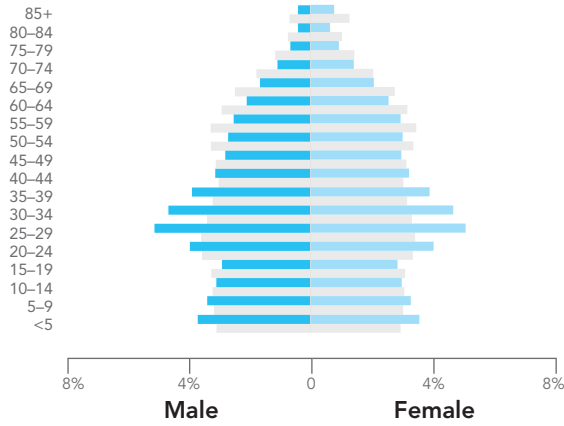- Concern about the environment, impacts their purchasing decisions.

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.
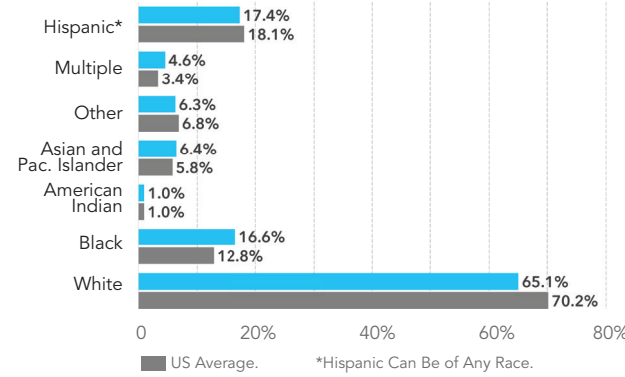
AGE BY SEX (Esri data)

Median Age: 33.0 US: 38.2

▨ Indicates US

Male   Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
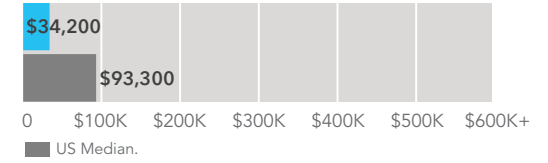
Diversity Index: 67.5 US: 64.0

Hispanic*	17.4% / 18.1%
Multiple	4.6% / 3.4%
Other	6.3% / 6.8%
Asian and Pac. Islander	6.4% / 5.8%
American Indian	1.0% / 1.0%
Black	16.6% / 12.8%
White	65.1% / 70.2%

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

INCOME AND NET WORTH

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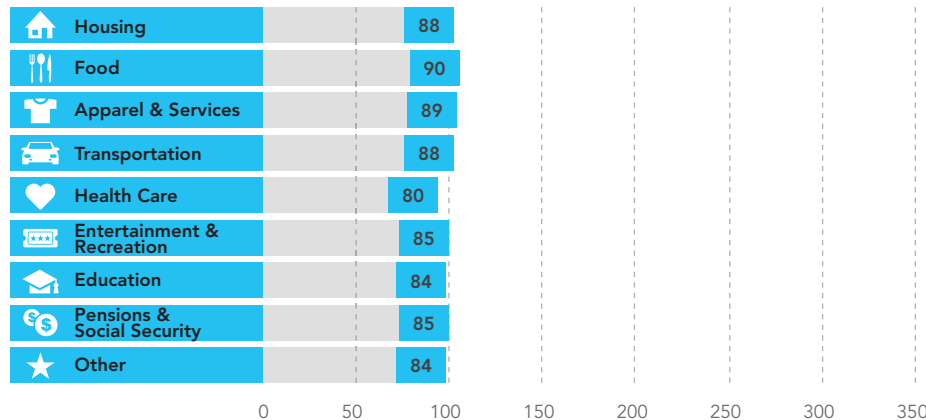
Median Household Income

$54,000
$56,100

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

Median Net Worth

$34,200
$93,300

0   $100K $200K $300K $400K $500K $600K+
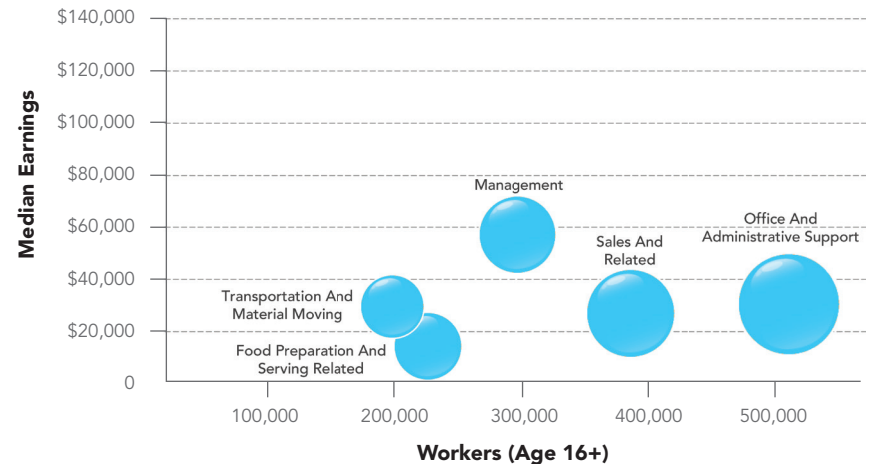
■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

	Index
🏠 Housing	88
🍴 Food	90
👕 Apparel & Services	89
🚗 Transportation	88
♥ Health Care	80
💵 Entertainment & Recreation	85
✉ Education	84
💲 Pensions & Social Security	85
★ Other	84

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)

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

HOUSING

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

Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 42.8%
Rent 57.2%

Typical Housing:
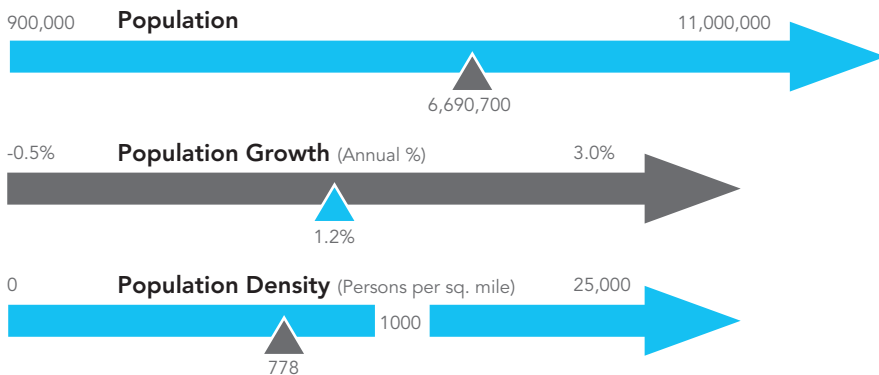Single Family;
Multi-Units

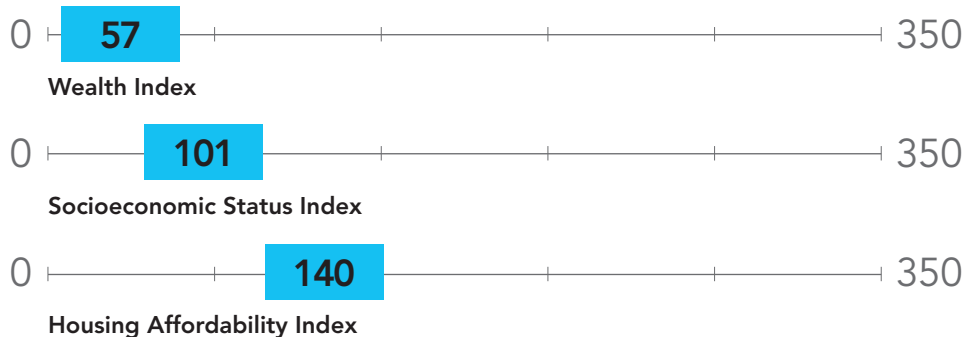**Average Rent:**
$1,042

US Average: $1,038
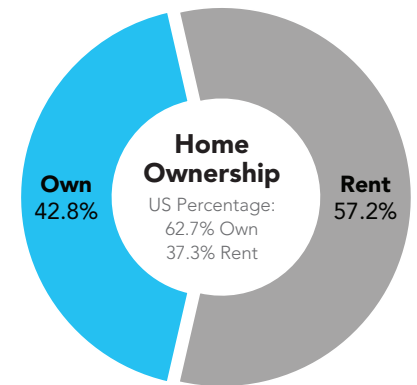
POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
6,690,700

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

Population Density (Persons per sq. mile)
0 — 25,000
1000
778

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
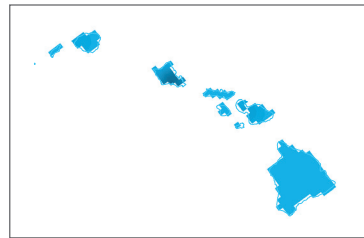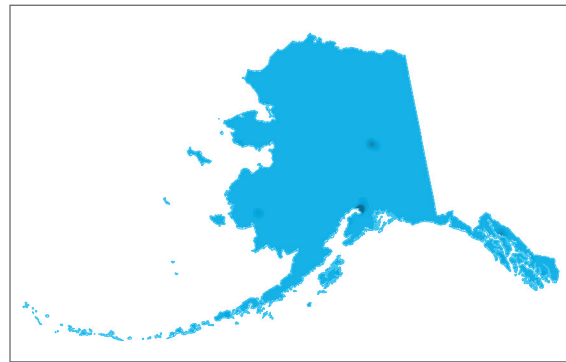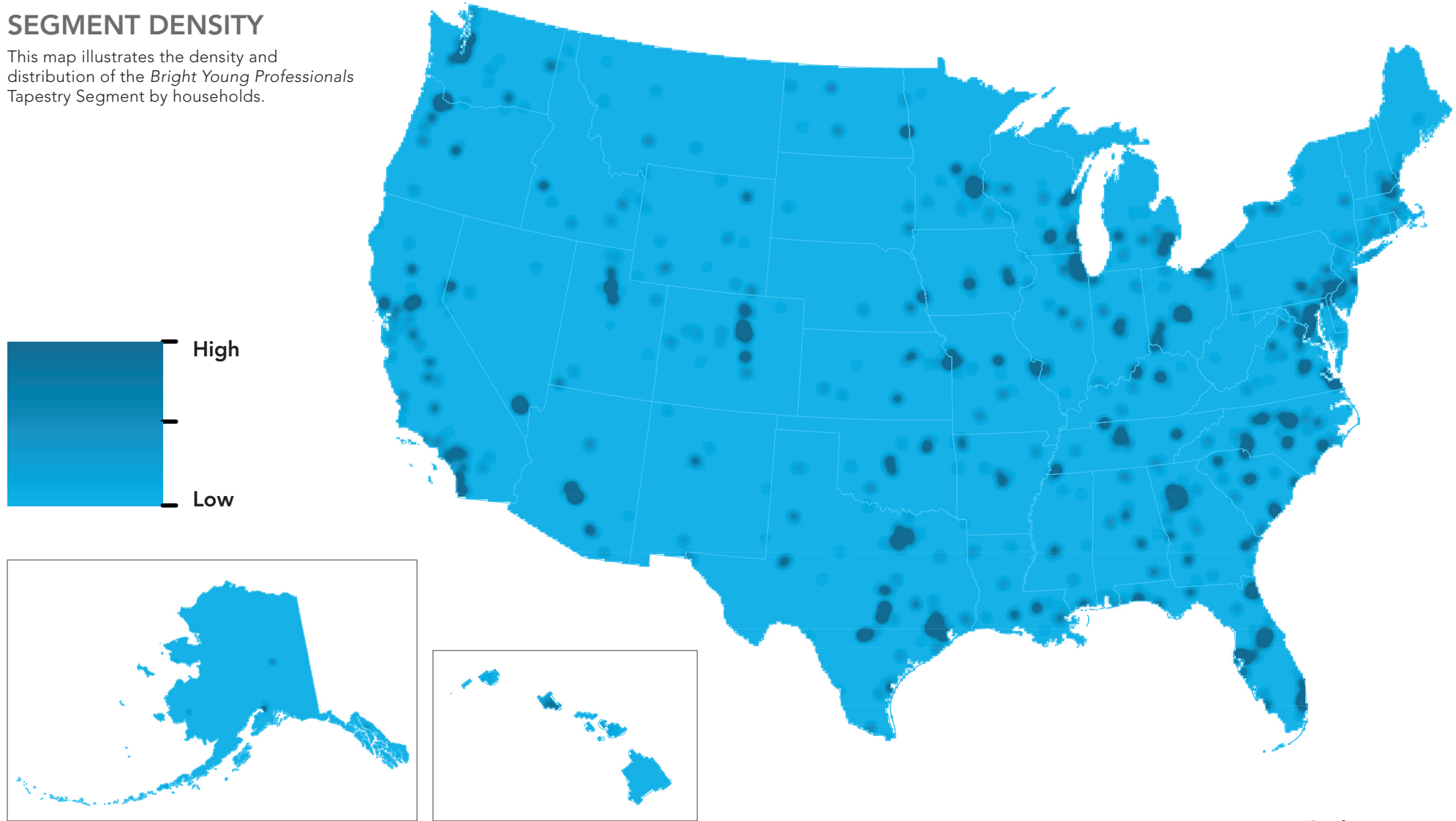
0 — **57** — 350
Wealth Index

0 — **101** — 350
Socioeconomic Status Index

0 — **140** — 350
Housing Affordability Index

SEGMENT DENSITY

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

High

Low

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info@esri.com
esri.com

esri

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Home Improvement

4B

Households: 2,114,500

Average Household Size: 2.88

Median Age: 37.7

Median Household Income: $72,100

WHO ARE WE?

Married-couple families occupy well over half of these suburban households. Most *Home Improvement* residences are single-family homes that are owner occupied, with only one-fifth of the households occupied by renters. Education and diversity levels are similar to the US as a whole. These families spend a lot of time on the go and therefore tend to eat out regularly. When at home, weekends are consumed with home improvement and remodeling projects.

OUR NEIGHBORHOOD

- These are low density suburban neighborhoods.
- Eight of every 10 homes are traditional single-family dwellings, owner occupied.
- Majority of the homes were built between 1970 and 2000.
- More than half of the households consist of married-couple families; another 12% include single-parent families.

SOCIOECONOMIC TRAITS

- Higher participation in the labor force and lower unemployment than US levels; most households have 2+ workers.
- Cautious consumers that do their research before buying, they protect their investments.
- Typically spend 4–7 hours per week commuting, and, therefore, spend significant amounts on car maintenance (performed at a department store or auto repair chain store).
- They are paying off student loans and home mortgages.
- They spend heavily on eating out, at both fast-food and family restaurants.
- They like to work from home, when possible.

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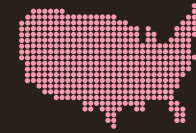
AGE BY SEX (Esri data)
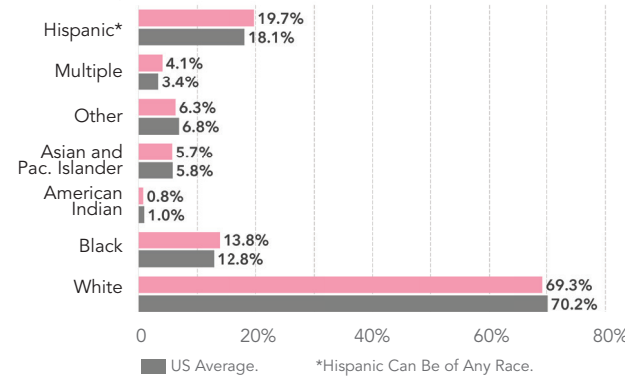
Median Age: 37.7 US: 38.2

☐ Indicates US

Male / Female

RACE AND ETHNICITY (Esri data)

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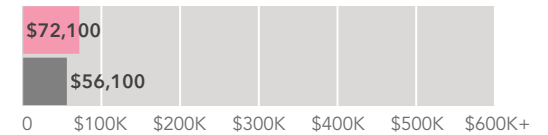
Diversity Index: 65.7 US: 64.0

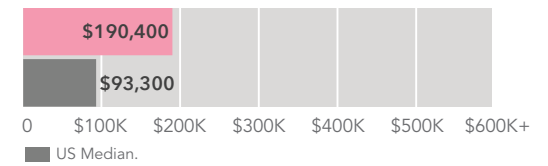| Race/Ethnicity	Market	US Average
Hispanic*	19.7%	18.1%
Multiple	4.1%	3.4%
Other	6.3%	6.8%
Asian and Pac. Islander	5.7%	5.8%
American Indian	0.8%	1.0%
Black	13.8%	12.8%
White	69.3%	70.2%

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

INCOME AND NET WORTH

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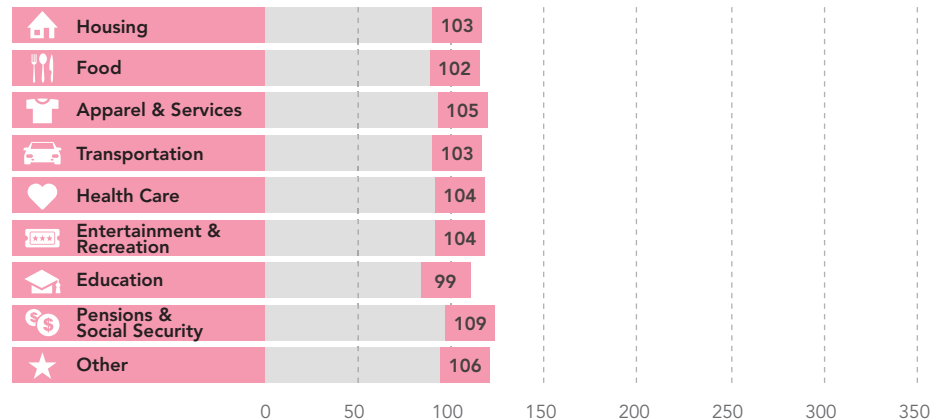
Median Household Income

$72,100
$56,100

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

Median Net Worth

$190,400
$93,300

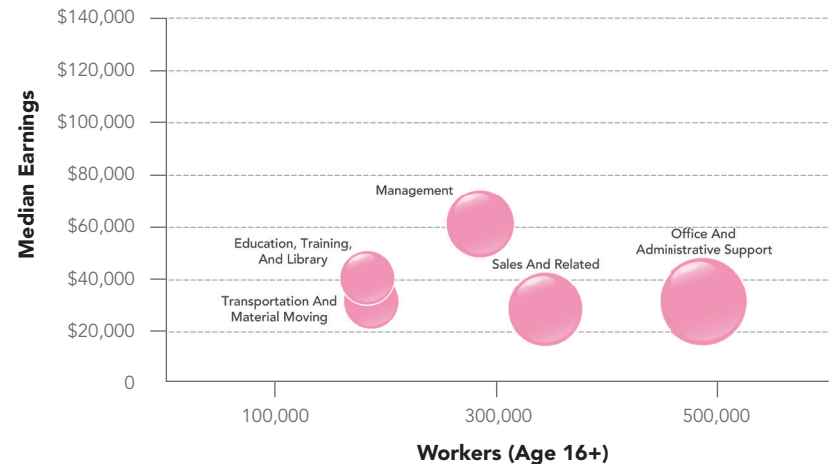0 $100K $200K $300K $400K $500K $600K+

■ US Median.

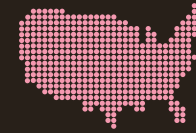## AVERAGE HOUSEHOLD BUDGET INDEX

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

Category	Index
🏠 Housing	103
🍴 Food	102
👕 Apparel & Services	105
🚗 Transportation	103
❤ Health Care	104
🎞 Entertainment & Recreation	104
🎓 Education	99
💲 Pensions & Social Security	109
★ Other	106

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+): Management, Education, Training, And Library, Sales And Related, Office And Administrative Support, Transportation And Material Moving

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

- Enjoy working on home improvement projects and watching DIY networks.
- Make frequent trips to warehouse/club and home improvement stores in their minivan or SUV.
- Own a giant screen TV with fiber-optic connection and premium cable; rent DVDs from Redbox or Netflix.com.
- Very comfortable with new technology; embrace the convenience of completing tasks on a mobile device.
- Enjoy dining at Chili's, Chick-fil-A, and KFC.
- Frequently buy children's clothes and toys.

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.
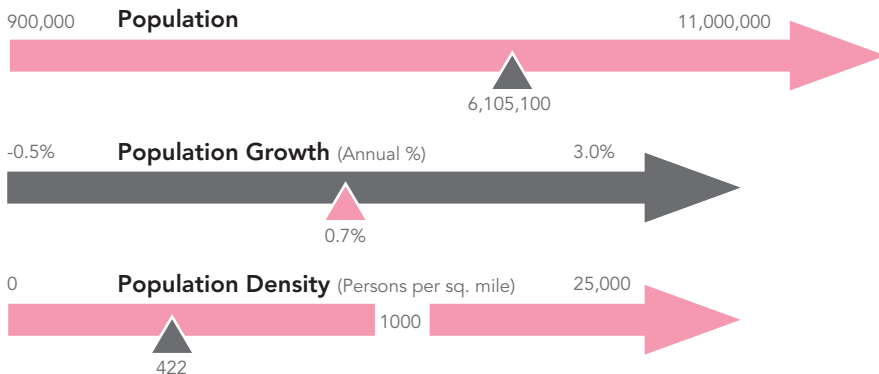
Typical Housing:
Single Family

Median Value:
$192,600
US Median: $207,300
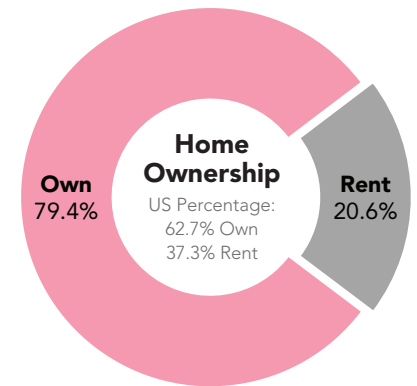
Home Ownership
US Percentage:
62.7% Own
37.3% Rent

Own 79.4%
Rent 20.6%

POPULATION CHARACTERISTICS

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

Population
900,000 — 11,000,000
6,105,100

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

Population Density (Persons per sq. mile)
0 — 25,000
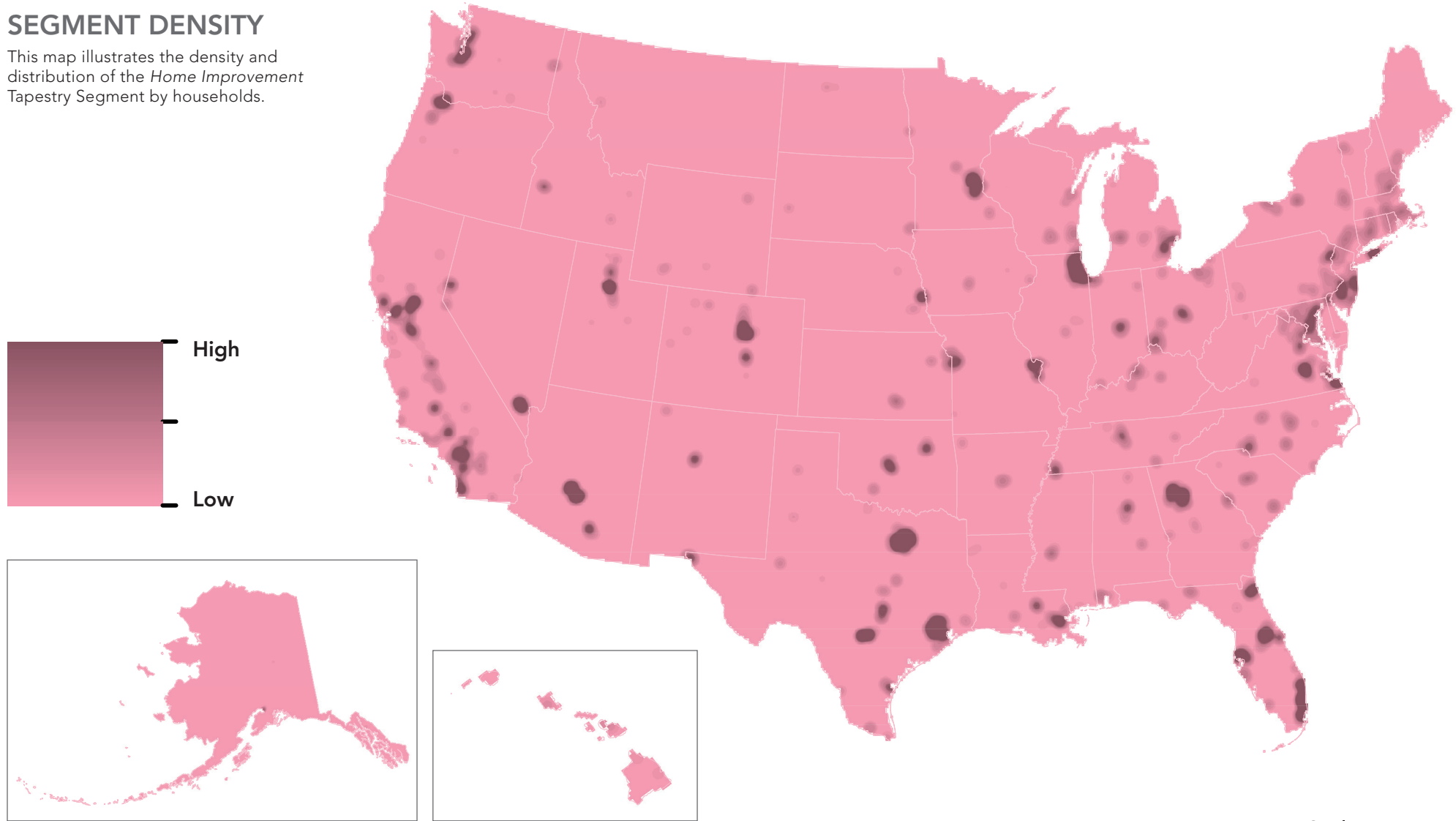1000
422

ESRI INDEXES

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

0 — **108** — 350
Wealth Index

0 — **116** — 350
Socioeconomic Status Index

0 — **178** — 350
Housing Affordability Index
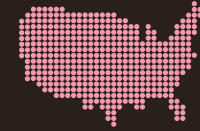
SEGMENT DENSITY

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

High

Low

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THE
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Soccer Moms

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: $90,500

WHO ARE WE?

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

OUR NEIGHBORHOOD

- *Soccer Moms* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is $257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- Low unemployment at 3.8%; high labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices from iPods to tablets—anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).
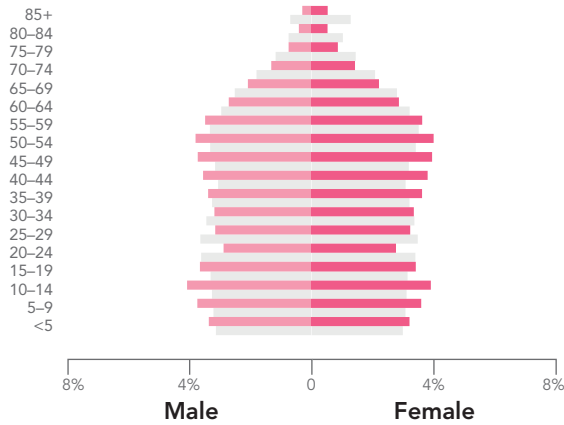
TAPESTRY™ SEGMENTATION
esri.com/tapestry

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.
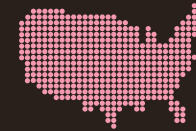
AGE BY SEX (Esri data)
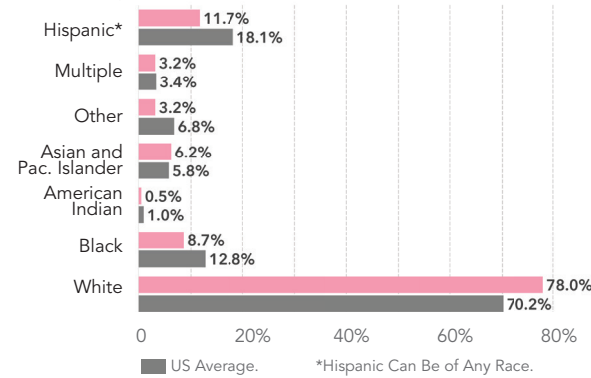
Median Age: 37.0 US: 38.2

■ Indicates US

Male Female

RACE AND ETHNICITY (Esri data)

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).
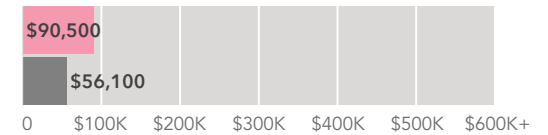
Diversity Index: 50.8 US: 64.0

Hispanic*	11.7% / 18.1%
Multiple	3.2% / 3.4%
Other	3.2% / 6.8%
Asian and Pac. Islander	6.2% / 5.8%
American Indian	0.5% / 1.0%
Black	8.7% / 12.8%
White	78.0% / 70.2%

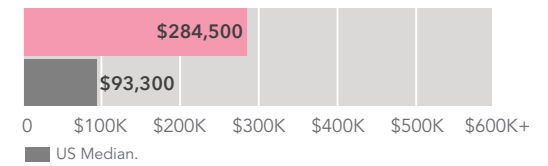■ US Average. *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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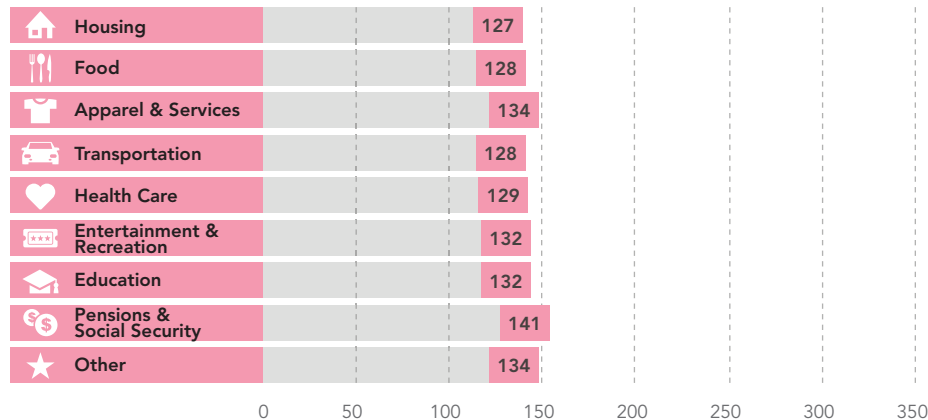
Median Household Income

$90,500
$56,100

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

Median Net Worth

$284,500
$93,300

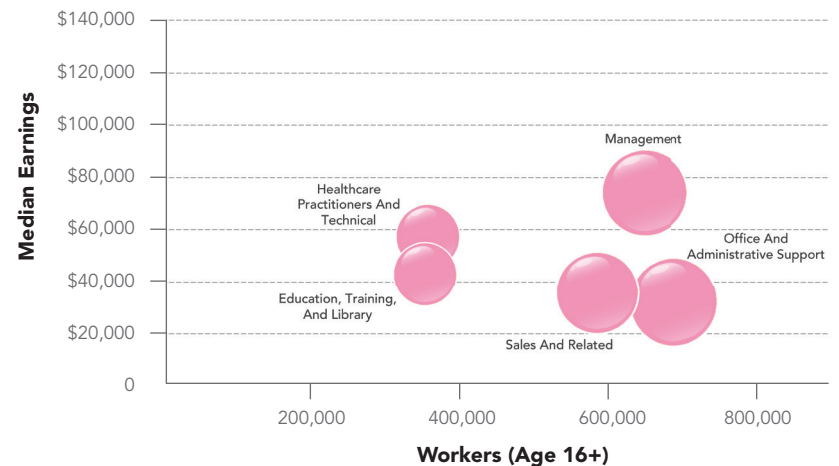0 $100K $200K $300K $400K $500K $600K+

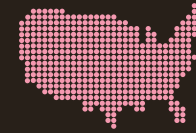■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

🏠 Housing	127
🍴 Food	128
👕 Apparel & Services	134
🚗 Transportation	128
❤️ Health Care	129
🎭 Entertainment & Recreation	132
🎓 Education	132
💲 Pensions & Social Security	141
⭐ Other	134

0 50 100 150 200 250 300 350

OCCUPATION BY EARNINGS

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

Management

Healthcare Practitioners And Technical

Office And Administrative Support

Education, Training, And Library

Sales And Related

Median Earnings

Workers (Age 16+)

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

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children's apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.
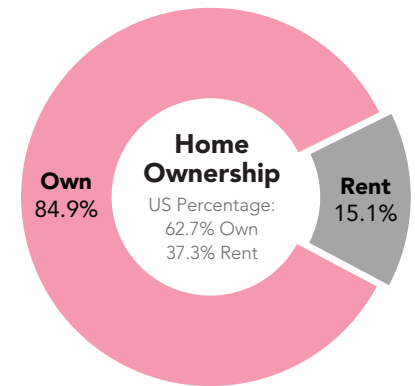
HOUSING

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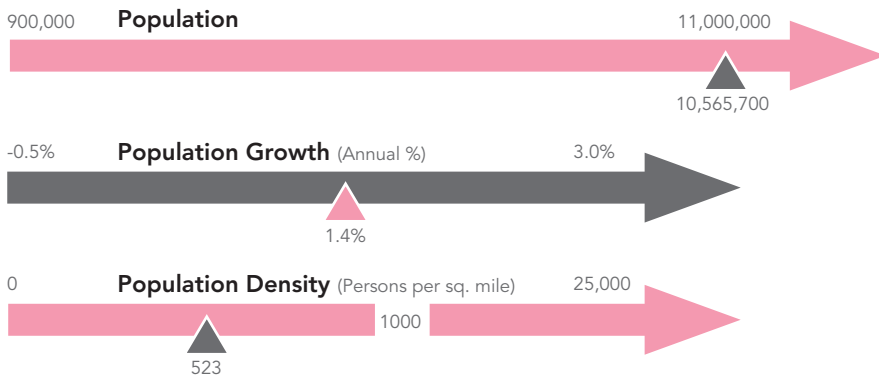
Typical Housing:
Single Family

Median Value:
$257,400

US Median: $207,300

Home Ownership
Own 84.9%
Rent 15.1%
US Percentage:
62.7% Own
37.3% Rent

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
10,565,700

Population Growth (Annual %)
-0.5% — 3.0%
1.4%

Population Density (Persons per sq. mile)
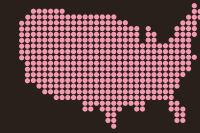0 — 25,000
1000
523

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
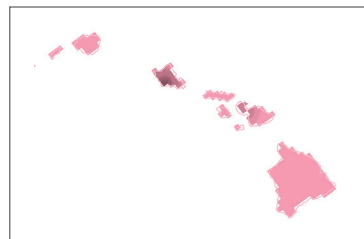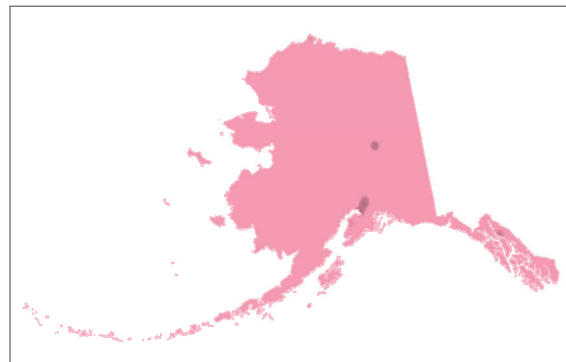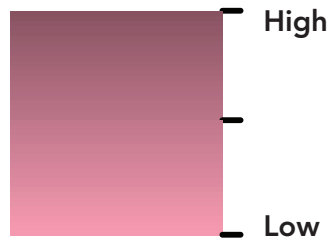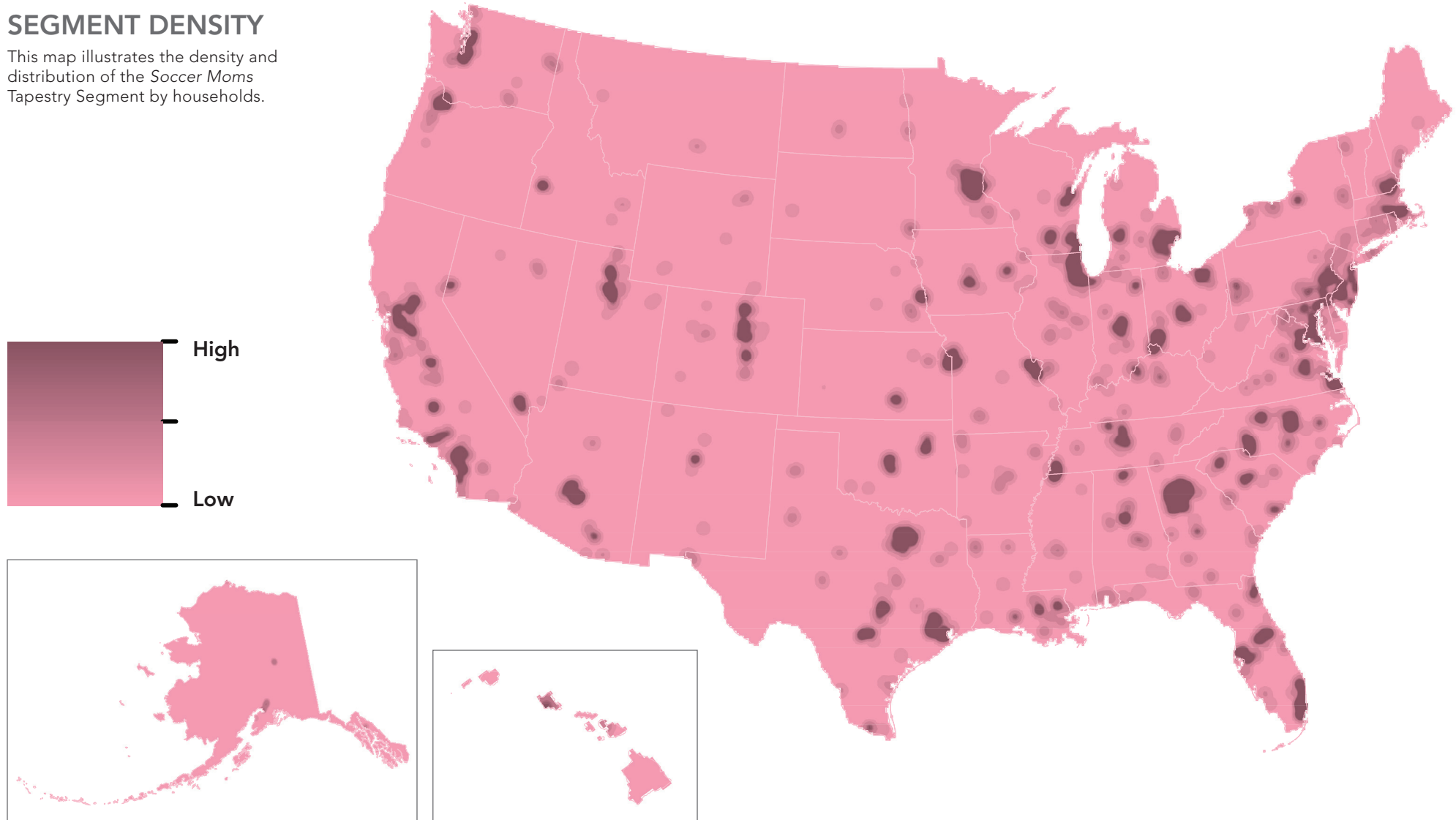
0 — **143** — 350
Wealth Index

0 — **143** — 350
Socioeconomic Status Index

0 — **167** — 350
Housing Affordability Index
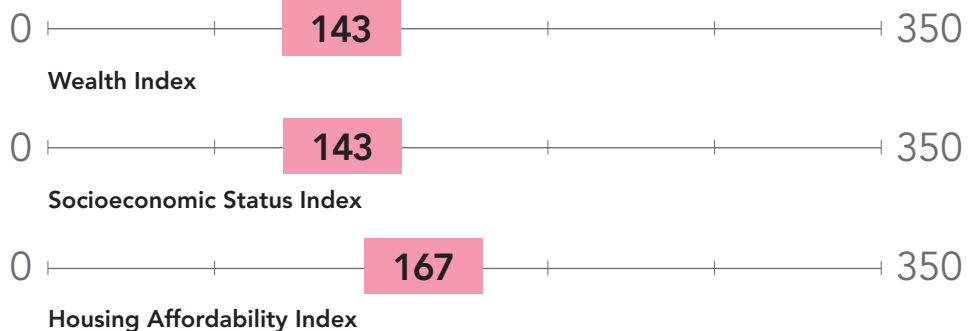
SEGMENT DENSITY

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

High

Low

For more information
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info@esri.com
esri.com

esri

THE
SCIENCE
OF
WHERE™

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.

AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

■ Indicates US

Male   Female
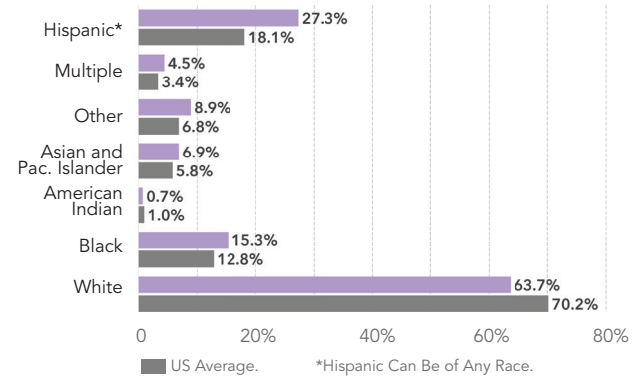
RACE AND ETHNICITY (Esri data)

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

Diversity Index: 73.9 US: 64.0

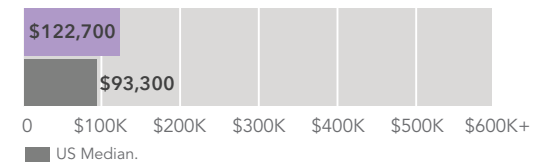|	
Hispanic*	27.3% / 18.1%
Multiple	4.5% / 3.4%
Other	8.9% / 6.8%
Asian and Pac. Islander	6.9% / 5.8%
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Black	15.3% / 12.8%
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■ US Average.   *Hispanic Can Be of Any Race.

INCOME AND NET WORTH

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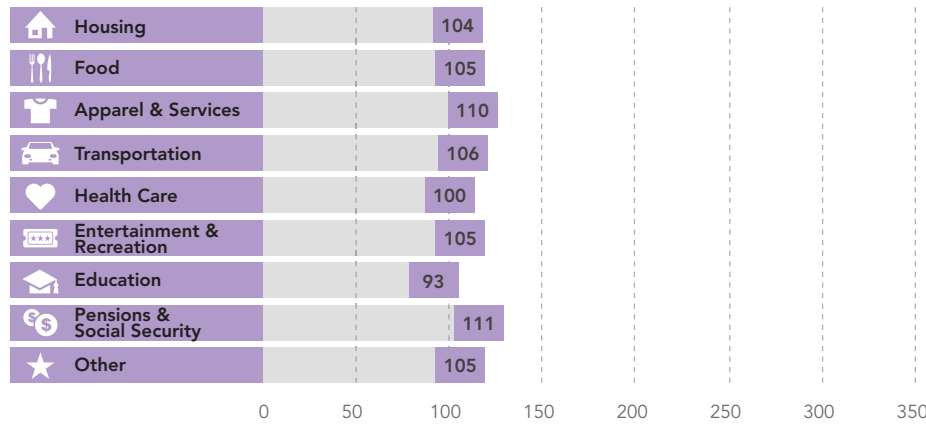
Median Household Income

$72,000
$56,100

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

Median Net Worth

$122,700
$93,300

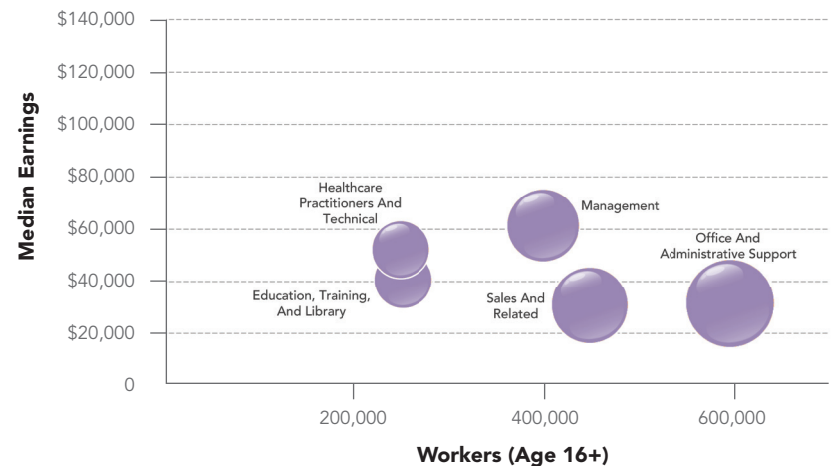0 $100K $200K $300K $400K $500K $600K+

■ US Median.

AVERAGE HOUSEHOLD BUDGET INDEX

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

Housing	104
Food	105
Apparel & Services	110
Transportation	106
Health Care	100
Entertainment & Recreation	105
Education	93
Pensions & Social Security	111
Other	105

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.

Healthcare Practitioners And Technical
Management
Office And Administrative Support
Education, Training, And Library
Sales And Related

Median Earnings

Workers (Age 16+)

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.
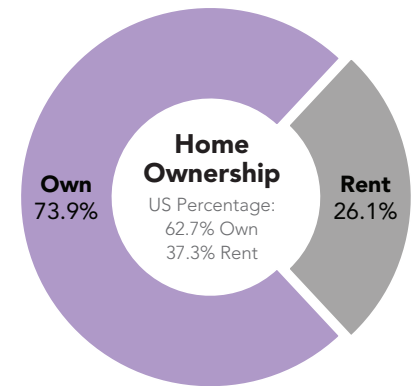
HOUSING

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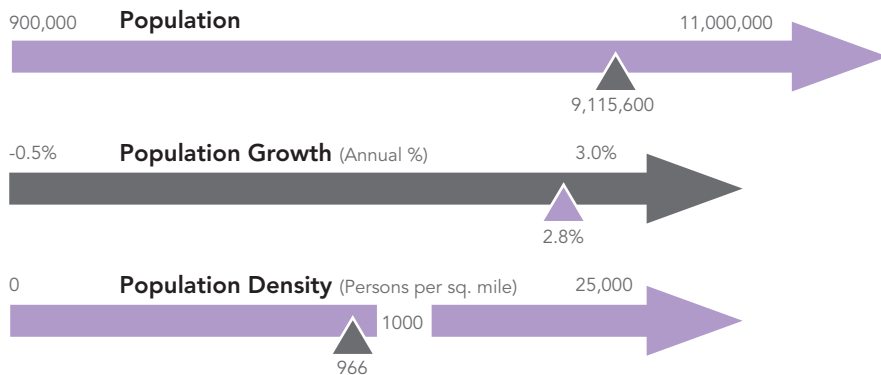
Typical Housing:
Single Family

Median Value:
$194,400
US Median: $207,300

Home Ownership
US Percentage:
62.7% Own
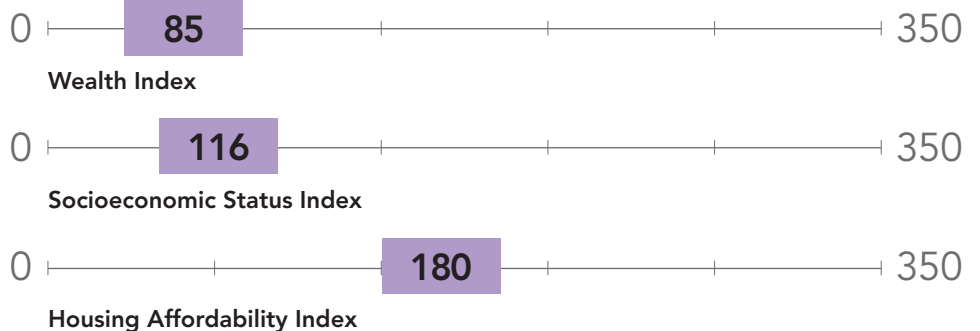37.3% Rent

Own 73.9%
Rent 26.1%

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
9,115,600

Population Growth (Annual %)
-0.5% — 3.0%
2.8%

Population Density (Persons per sq. mile)
0 — 25,000
1000
966

ESRI INDEXES

Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.
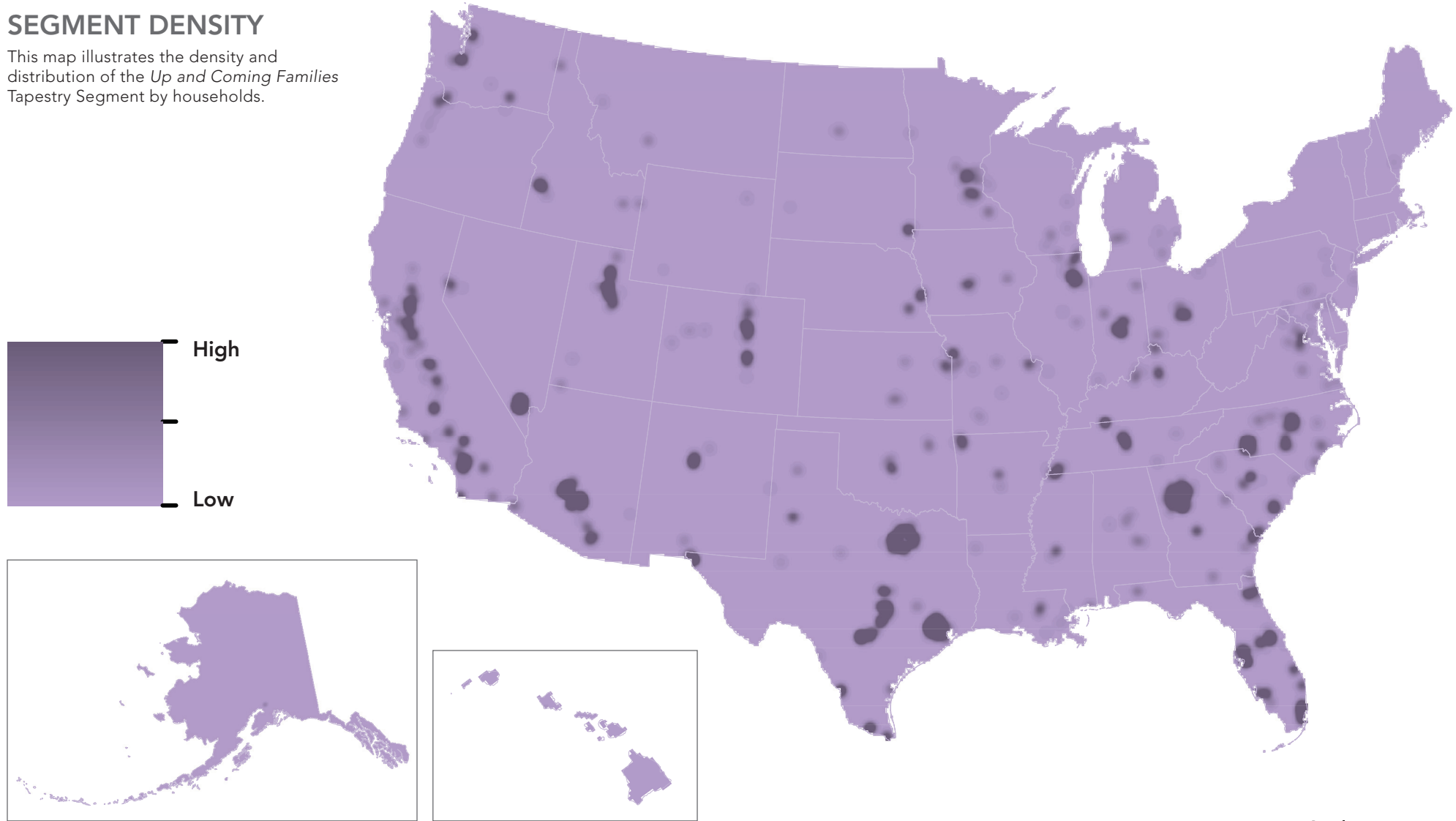
0 — **85** — 350
Wealth Index

0 — **116** — 350
Socioeconomic Status Index

0 — **180** — 350
Housing Affordability Index

SEGMENT DENSITY

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

High

Low

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