



College Towns

B2

Capitol City Villa Apartments
Drive time of 5 minutes



ArcGIS
TAPESTRY
The Fabric of US Neighborhoods

DOMINANT TAPESTRY SEGMENT



4,548 households are College Towns

27.3% of households are in this segment

College Towns: Books and Boots LifeMode

This segment is characterized by university renters in urban neighborhoods.

[Learn more...](#)

ABOUT THIS SEGMENT



Residents shop around for deals, using coupons, sales, and free shipping.



They tend to opt for environmentally safe, natural, and organic products.



They are avid readers of various media, subscribing to digital newspapers, listening to podcasts, and reading print fiction.



Residents lean toward quick and easy meals, and many are regulars at the gym and participate in multiple sports.

ABOUT THIS AREA

Household Type:

Multi-Units, Single Family

Employment:

Students, Prof, Svcs

Median Age:

27.8

Median Household Income:

\$48,076

Education:

50.8% College degree (2+ years)



KEY FACTS FOR THIS AREA

Click facts to 'Explore for more' details

40,350

16,688

2.11

35

75

64

\$211,311

0.33%

Population

Households

Avg Size Household

Wealth Index

Housing Affordability Index

Diversity Index

Median Home Value

Forecasted Annual Growth Rate



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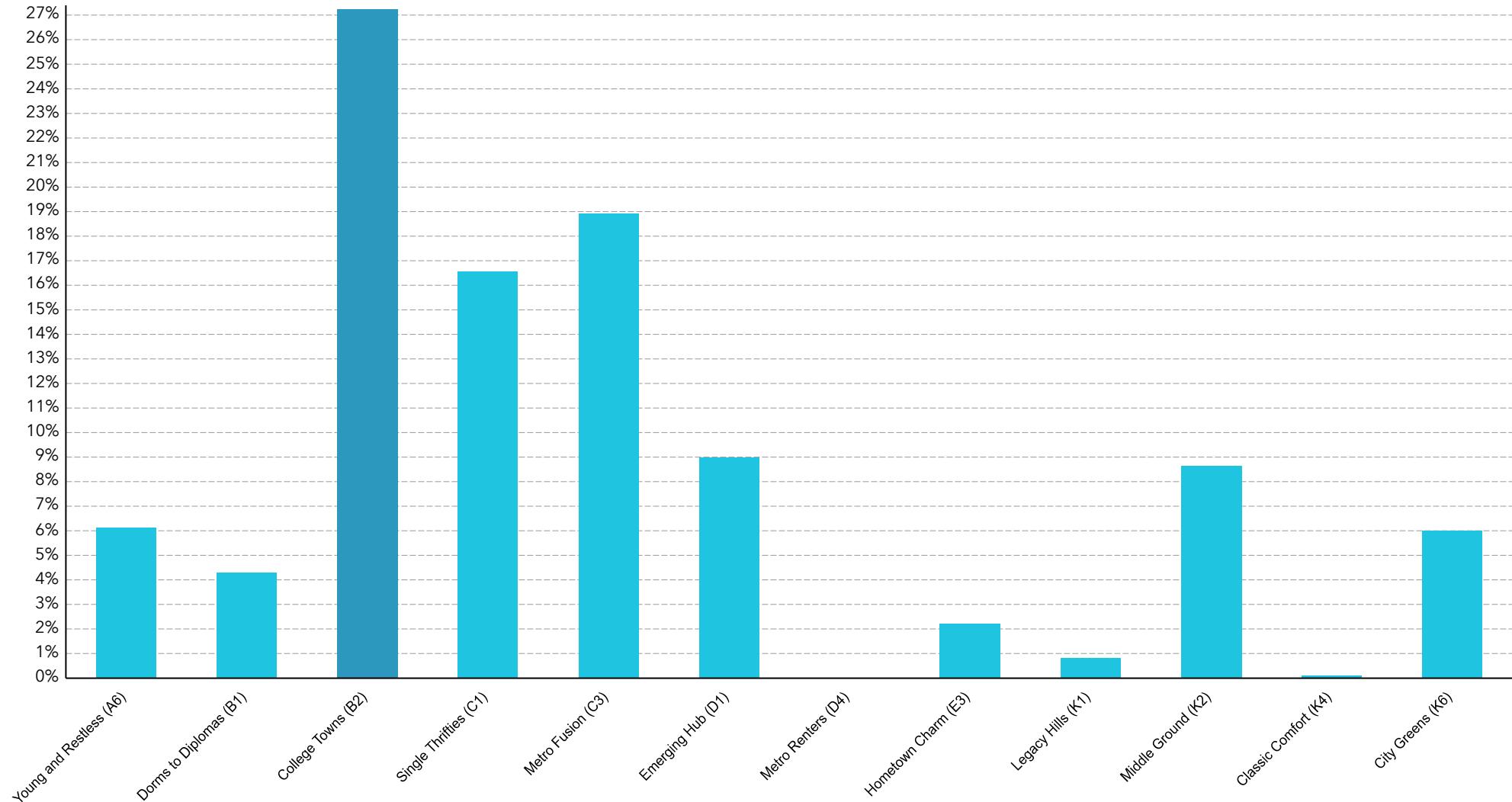
TAPESTRY SEGMENTATION COMPOSITION

This chart displays the percent of households in each segment in this area.



16,688 total households in this area

4,548 households in *College Towns* - 27.3%





Key Demographic Indicators

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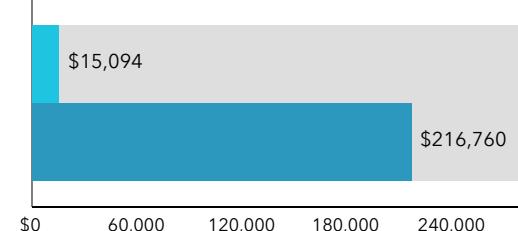
INCOME AND NET WORTH

Net worth measures total household assets (homes, vehicles, investments, etc.) less any debts, secured (e.g, mortgages) or unsecured (credit cards) for this area.

MEDIAN HOUSEHOLD INCOME



MEDIAN NET WORTH



Bars show comparison to

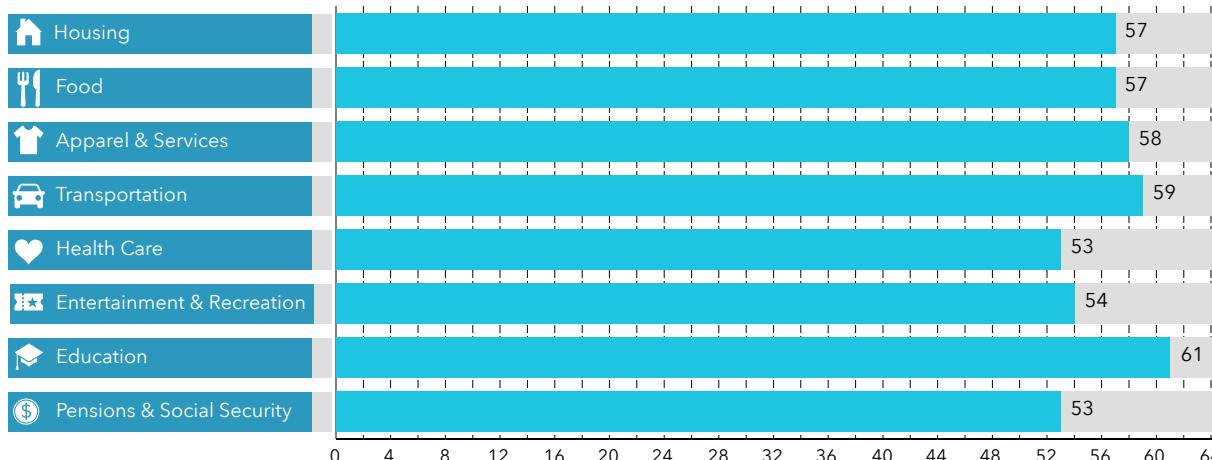
Nebraska

Bars show comparison to

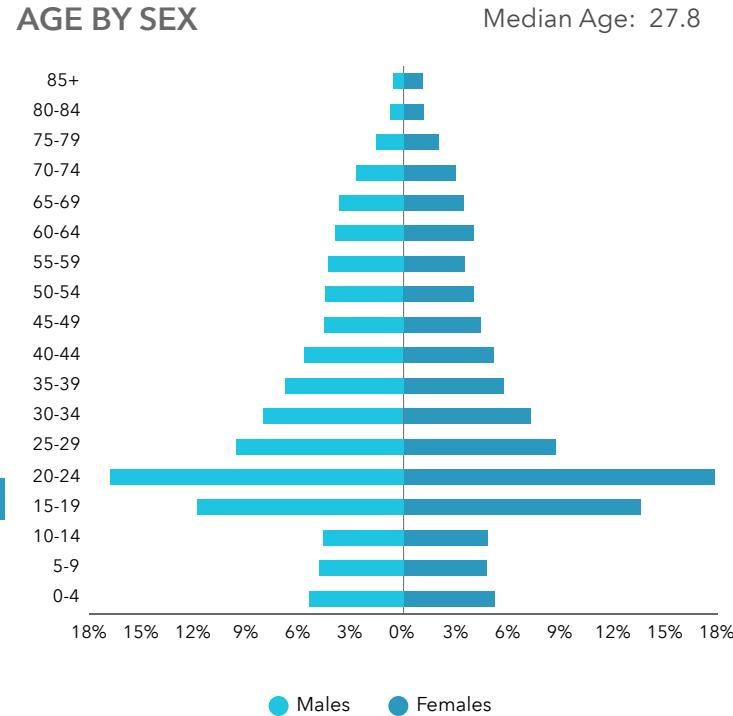
Nebraska

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.



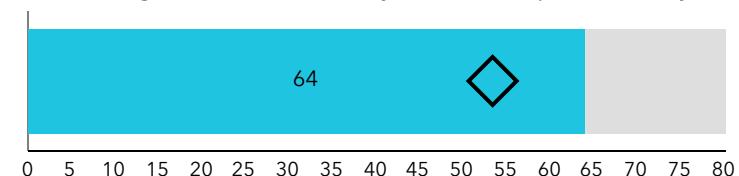
AGE BY SEX



● Males ● Females

DIVERSITY

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).



Dots show comparison to

Nebraska





Key Demographic Indicators

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HOUSING

Mortgage, rent and home value are estimated by Esri. Housing type is from the Census Bureau's American Community Survey (ACS).

\$457
Avg Mortgage

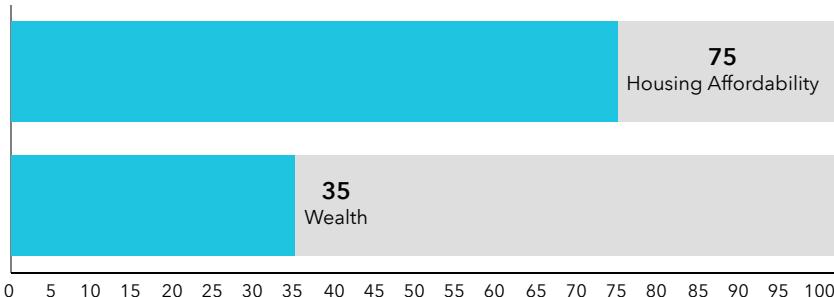
\$791
Avg Monthly Rent

Typical Household Type: Multi-Units, Single Family

Median Home Value: \$211,311

ESRI INDEXES

Esri developed these indexes to display average household wealth and housing affordability for the market relative to US standards.



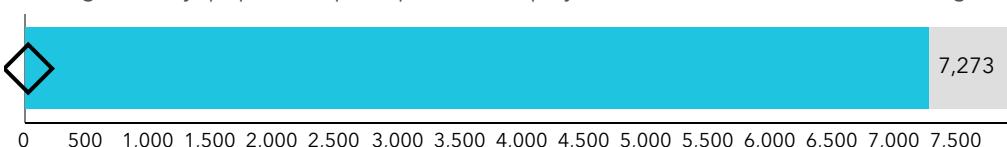
LANGUAGE

American Community Survey (ACS) population by language estimates are based on a rolling sample survey spanning a 60-month period (2019-2023).

Population by Language	Age 5-17	18-64	Age 65+	Total
English Only	3,505	24,200	3,660	31,365
Spanish	521	2,165	78	2,764
Spanish & English Well	432	1,692	70	2,194
Spanish & English Not Well	52	339	0	391
Indo-European	389	1,097	120	1,606
Indo-European & English Well	349	924	118	1,391
Indo-European & English Not Well	40	132	2	174
Asian-Pacific Island	194	1,768	119	2,081
Asian-Pacific Isl & English Well	194	1,356	3	1,553
Asian-Pacific Isl & English Not Well	0	278	52	330
Other Language	115	534	52	701
Other Language & English Well	115	487	36	638
Other Language & English Not Well	0	47	16	63

POPULATION DENSITY

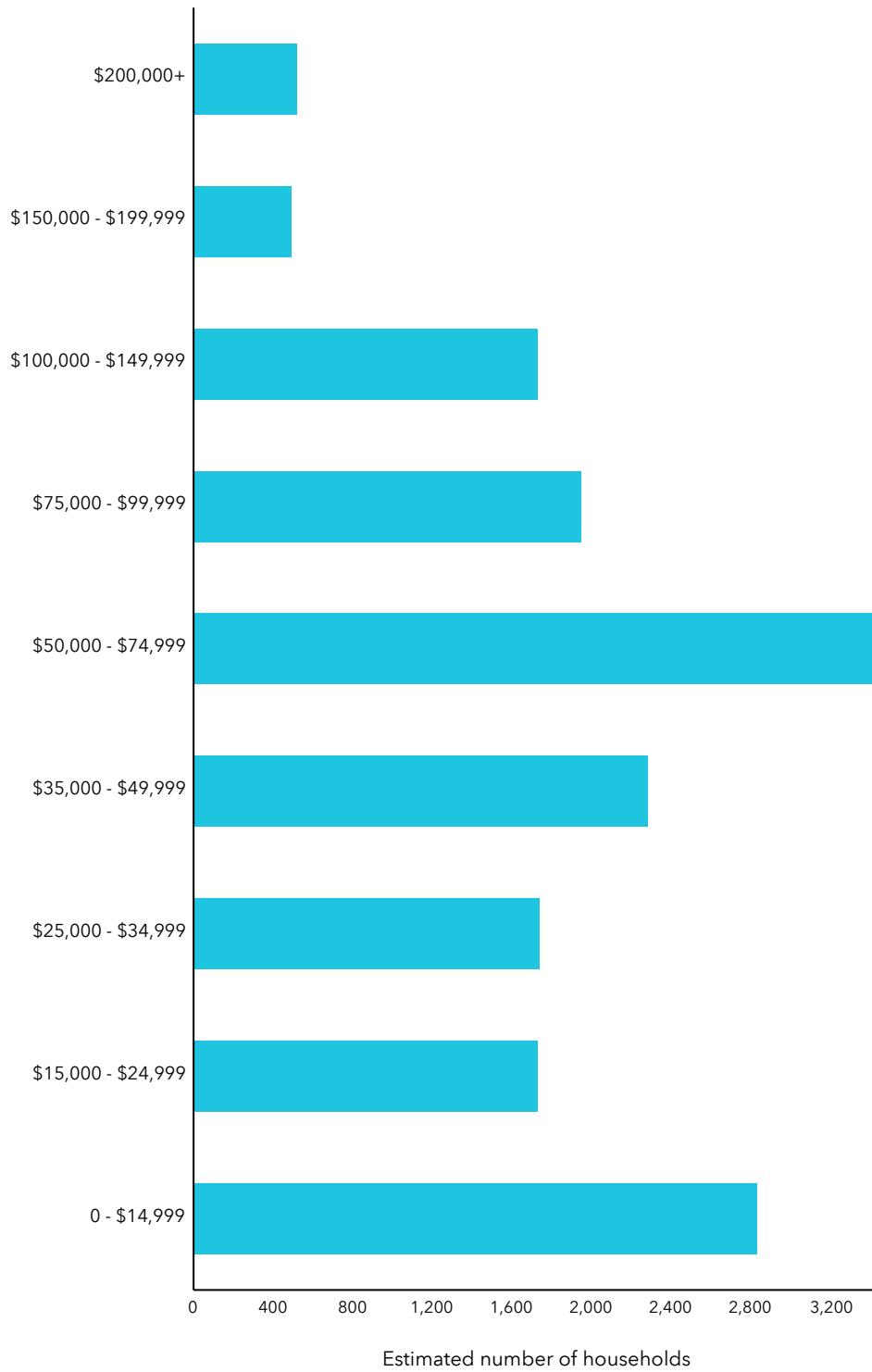
Average density (population per sq. mile) is displayed relative to the US or State average.



Dots show comparison to

Nebraska

Number of Households by Income (Esri)



Average household size

for this area
2.11

which is less than the average for United States

Area	Value	▼	0.00	4.00
United States	2.50			
Nebraska	2.45			
This area	2.11			

Home Value (Esri)



Population Time Series (Esri)

