



## Key Facts - Cypress Next

	1-Mile Radius	3-Mile Radius	5-Mile Radius
Population	651	20,004	85,612
Median Age	43.8	36.9	35.0
Households	232	6,253	27,094
Average Household Size	2.81	3.20	3.15
Median Household Income	\$117,325	\$129,546	\$109,977
Total Businesses	39	375	1,715
Total Employees	281	2,476	13,882
Median Net Worth	\$596,809	\$590,282	\$377,652
Tapestry Segments			
Green Acres	100.0%	34.8%	10.7%
Boomburbs	35.6%	56.2%	51.0%
Up and Coming Families	0.0%	6.2%	18.1%

©2022 Esri

# Key Facts (Esri 2022) - Cypress Next

Cypress Next (1 mile)

18735 Mueschke Rd, Tomball, Texas, 77377

Ring of 1 mile

Prepared by Esri

Latitude: 30.04409

Longitude: -95.72791

## KEY FACTS

651

Population



2.8

Average Household Size

43.8

Median Age

\$117,325

Median Household Income

## EDUCATION

11%

No High School Diploma



22%

High School Graduate



26%

Some College



41%

Bachelor's/Grad/Prof Degree

## BUSINESS



39

Total Businesses



281

Total Employees

## EMPLOYMENT



69%

White Collar



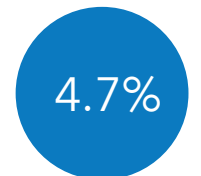
21%

Blue Collar



Services

9%



4.7%

Unemployment Rate

## INCOME



\$117,325

Median Household Income



\$55,366

Per Capita Income



\$596,809

Median Net Worth

## Households By Income

The largest group: \$200,000+ (24.6%)

The smallest group: \$15,000 - \$24,999 (2.2%)

Indicator ▲	Value	Diff	
<\$15,000	3.4%	-4.6%	<div style="width: 4.6%;"></div>
\$15,000 - \$24,999	2.2%	-5.4%	<div style="width: 5.4%;"></div>
\$25,000 - \$34,999	4.3%	-3.8%	<div style="width: 3.8%;"></div>
\$35,000 - \$49,999	7.3%	-4.5%	<div style="width: 4.5%;"></div>
\$50,000 - \$74,999	13.8%	-4.1%	<div style="width: 4.1%;"></div>
\$75,000 - \$99,999	11.6%	-1.0%	<div style="width: 1.0%;"></div>
\$100,000 - \$149,999	16.8%	+1.1%	<div style="width: 1.1%;"></div>
\$150,000 - \$199,999	15.9%	+7.9%	<div style="width: 7.9%;"></div>
\$200,000+	24.6%	+14.4%	<div style="width: 14.4%;"></div>

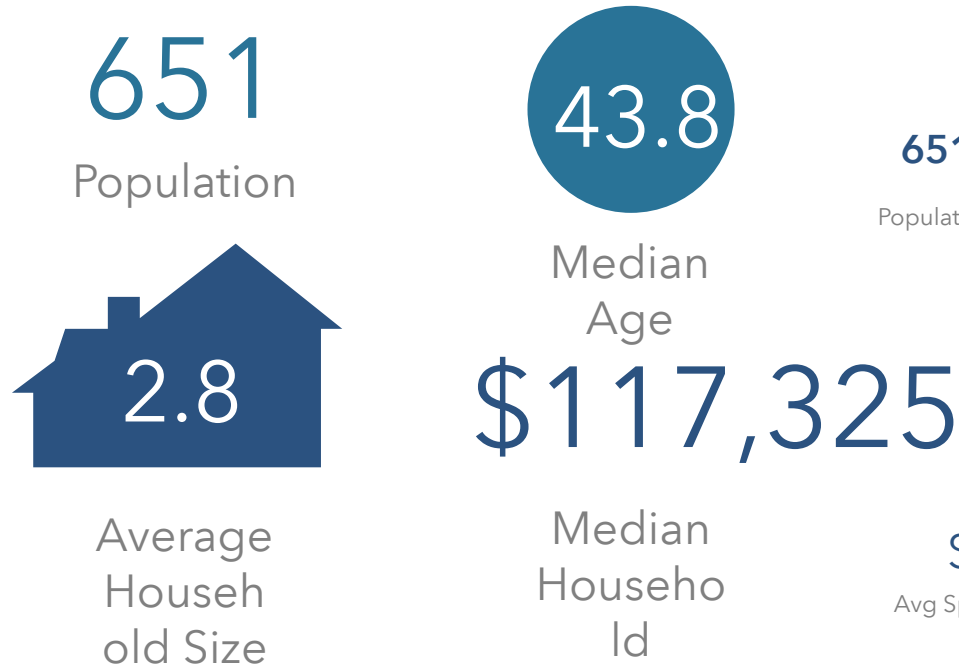
Bars show deviation from Harris County

# Population Trends (Esri 2022)

Cypress Next (1 mile)  
18735 Mueschke Rd, Tomball, Texas, 77377  
Ring of 1 mile

Prepared by Esri  
Latitude: 30.04409  
Longitude: -95.72791

## KEY FACTS

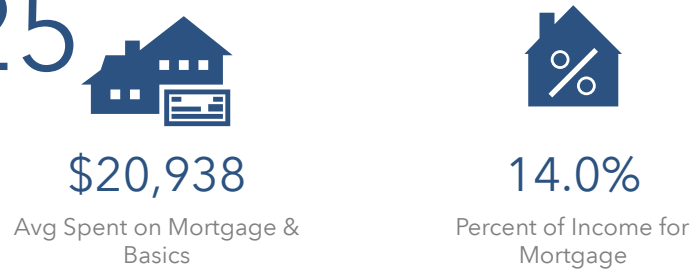


# POPULATION TRENDS AND KEY INDICATORS

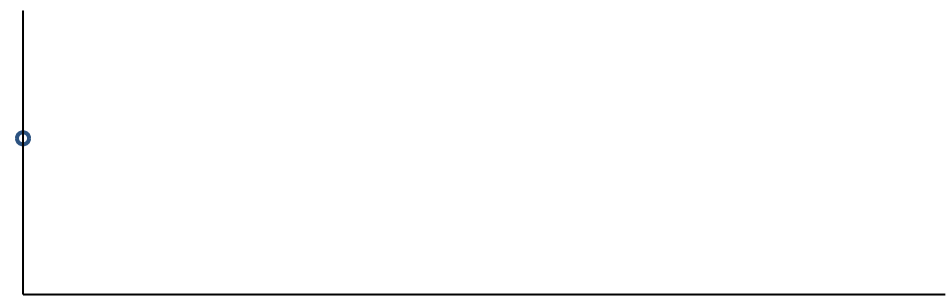
Cypress Next

<b>651</b>	<b>232</b>	<b>2.81</b>	<b>43.8</b>	<b>\$117,325</b>	<b>\$312,500</b>	<b>203</b>	<b>149</b>	<b>65</b>
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

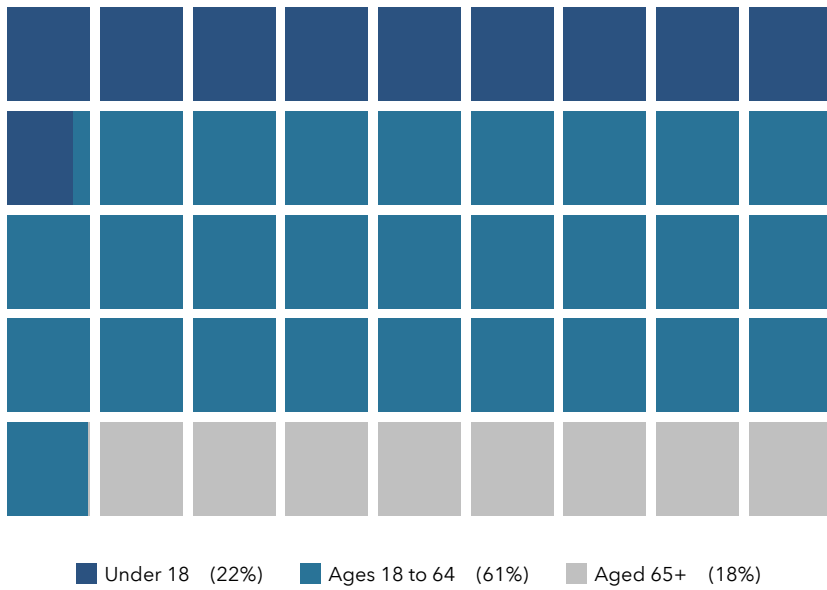
## MORTGAGE INDICATORS



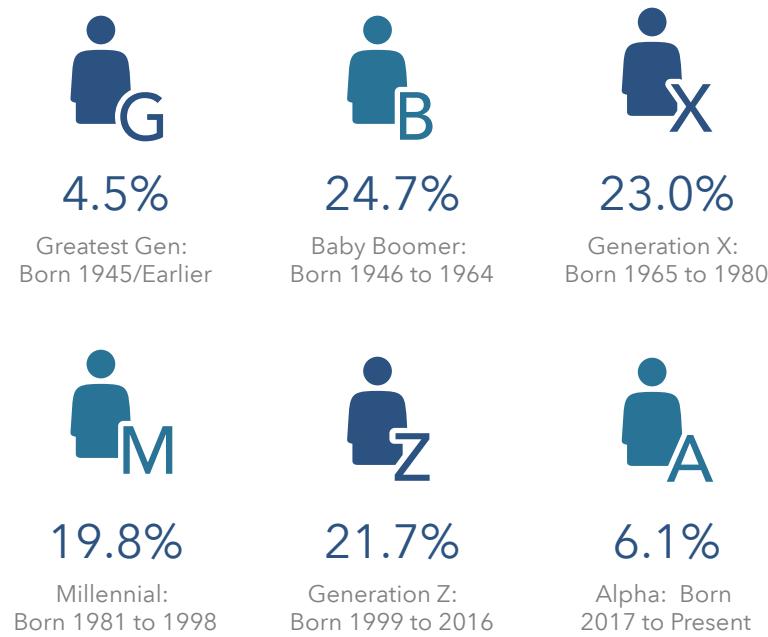
## Historical Trends: Population



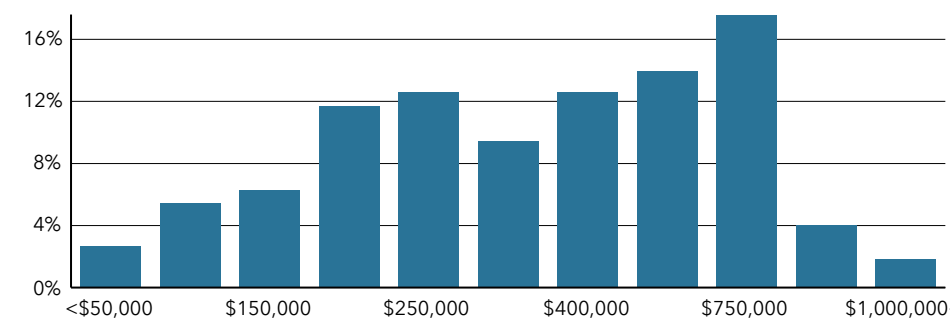
## POPULATION BY AGE



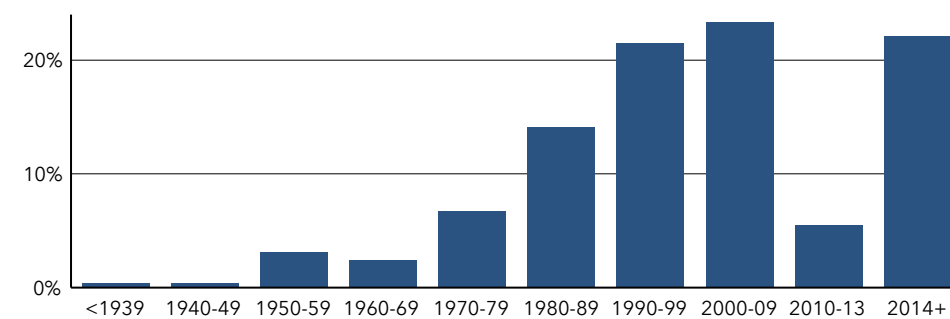
## POPULATION BY GENERATION



## Home Value



## Housing: Year Built

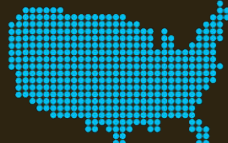


esri THE SCIENCE OF WHERE™ U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

# Tapestry Profile

Cypress Next (1 mile)  
18735 Mueschke Rd, Tomball, Texas, 77377  
Ring of 1 mile

Prepared by Esri  
Latitude: 30.04409  
Longitude: -95.72791



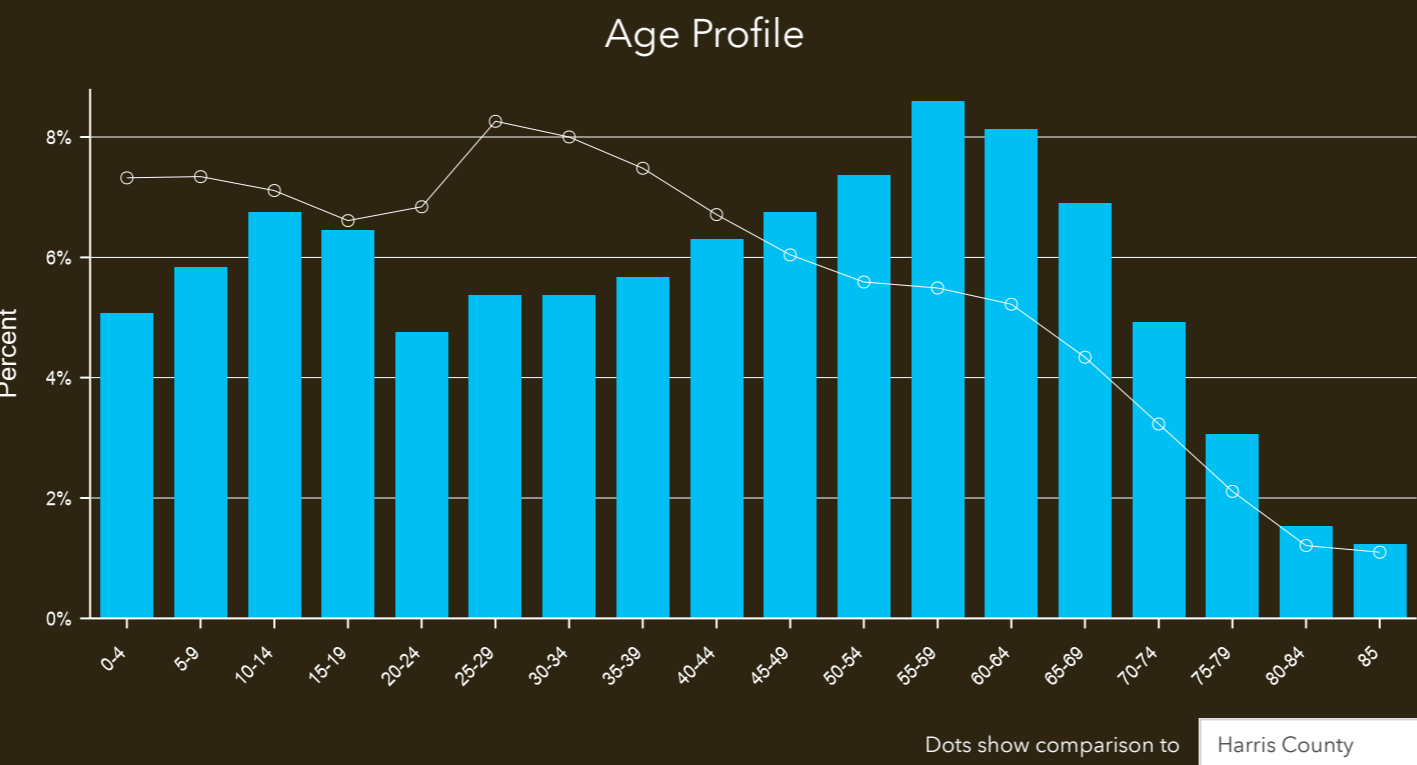
# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	0	0.00%	10.00%	0
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)	232	100.00%	12.06%	829
Sprouting Explorers (L7)	0	0.00%	7.20%	0
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

- \$312,500**  
Median Home Value
- \$117,325**  
Median HH Income
- 11%**  
No HS Diploma
- 22%**  
HS Graduate
- 2.7**  
Home Value to Income Ratio
- 43.8**  
Median Age
- 232**  
Households
- 26%**  
Some College
- 41%**  
Degree or Higher

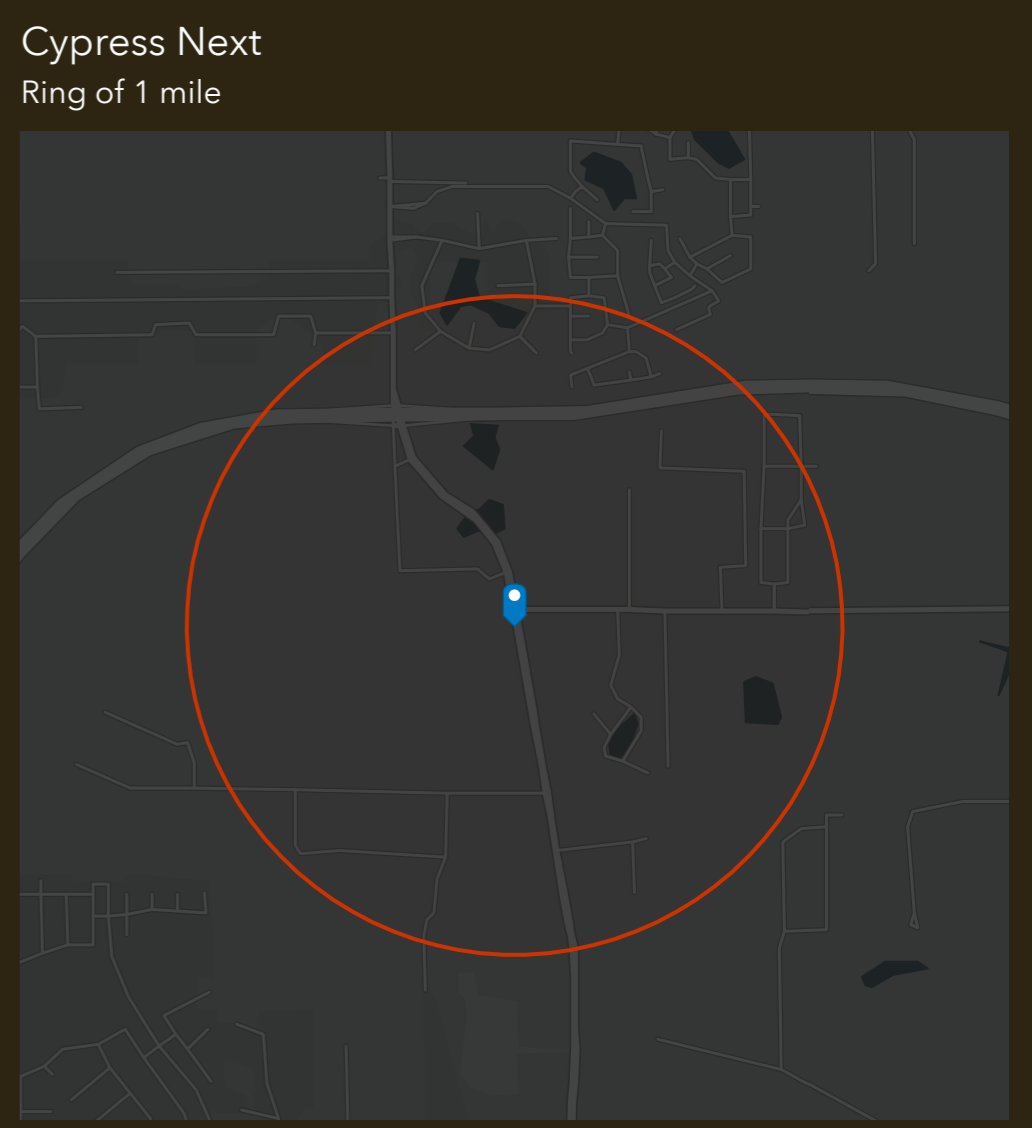


### Households By Income

The largest group: \$200,000+ (24.6%)  
The smallest group: \$15,000 - \$24,999 (2.2%)

Indicator ▲	Value	Diff
<\$15,000	3.4%	-4.6%
\$15,000 - \$24,999	2.2%	-5.4%
\$25,000 - \$34,999	4.3%	-3.8%
\$35,000 - \$49,999	7.3%	-4.5%
\$50,000 - \$74,999	13.8%	-4.1%
\$75,000 - \$99,999	11.6%	-1.0%
\$100,000 - \$149,999	16.8%	+1.1%
\$150,000 - \$199,999	15.9%	+7.9%
\$200,000+	24.6%	+14.4%

Bars show deviation from Harris County



### Tapestry Segments

- 6A Green Acres**  
232 households
- 100.0%** of Households

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

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



# Key Facts (Esri 2022) - Cypress Next

Cypress Next (3 miles)

18735 Mueschke Rd, Tomball, Texas, 77377

Ring of 3 miles

Prepared by Esri

Latitude: 30.04409

Longitude: -95.72791

## KEY FACTS

20,004

Population



3.2

Average Household Size

36.9

Median Age

\$129,546

Median Household Income

## EDUCATION

5%

No High School Diploma



21%

High School Graduate



26%

Some College



48%

Bachelor's/Grad/Prof Degree

## BUSINESS



375

Total Businesses



2,476

Total Employees

## EMPLOYMENT



77%

White Collar



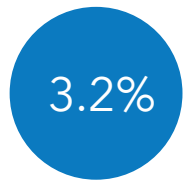
15%

Blue Collar



8%

Services



3.2%

Unemployment Rate

## INCOME



\$129,546

Median Household Income



\$52,783

Per Capita Income



\$590,282

Median Net Worth

## Households By Income

The largest group: \$200,000+ (25.8%)

The smallest group: \$15,000 - \$24,999 (1.3%)

Indicator ▲	Value	Diff	
<\$15,000	2.5%	-5.5%	<div style="width: 5.5%;"></div>
\$15,000 - \$24,999	1.3%	-6.3%	<div style="width: 6.3%;"></div>
\$25,000 - \$34,999	3.1%	-5.0%	<div style="width: 5.0%;"></div>
\$35,000 - \$49,999	4.8%	-7.0%	<div style="width: 7.0%;"></div>
\$50,000 - \$74,999	10.7%	-7.2%	<div style="width: 7.2%;"></div>
\$75,000 - \$99,999	12.7%	+0.1%	<div style="width: 0.1%;"></div>
\$100,000 - \$149,999	21.7%	+6.0%	<div style="width: 6.0%;"></div>
\$150,000 - \$199,999	17.4%	+9.4%	<div style="width: 9.4%;"></div>
\$200,000+	25.8%	+15.6%	<div style="width: 15.6%;"></div>

Bars show deviation from Harris County

# Population Trends (Esri 2022)

Cypress Next (3 miles)  
18735 Mueschke Rd, Tomball, Texas, 77377  
Ring of 3 miles

Prepared by Esri  
Latitude: 30.04409  
Longitude: -95.72791

## KEY FACTS

**20,004**  
Population

**36.9**  
Median Age

**3.2**  
Average Household Size

**\$129,546**  
Median Household Income

# POPULATION TRENDS AND KEY INDICATORS

Cypress Next

<b>20,004</b>	<b>6,253</b>	<b>3.20</b>	<b>36.9</b>	<b>\$129,546</b>	<b>\$336,217</b>	<b>194</b>	<b>146</b>	<b>68</b>
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

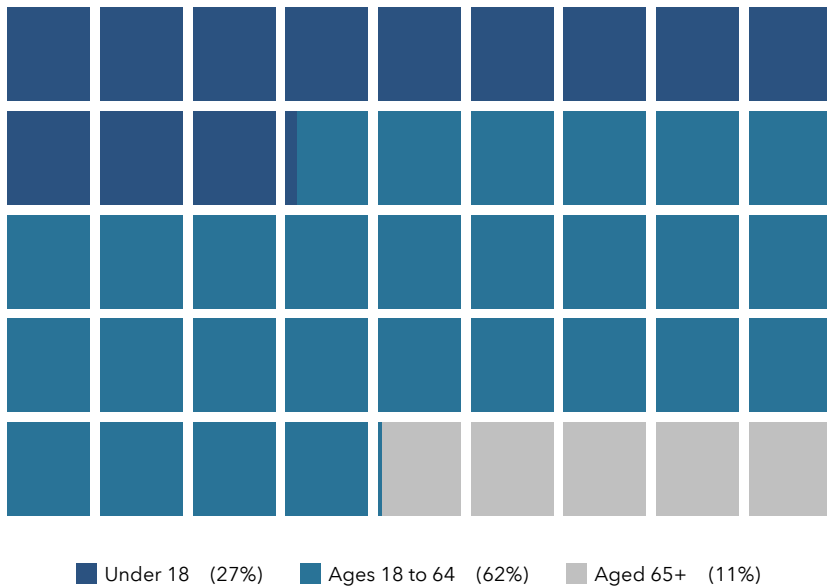
## MORTGAGE INDICATORS

**\$21,923**  
Avg Spent on Mortgage & Basics

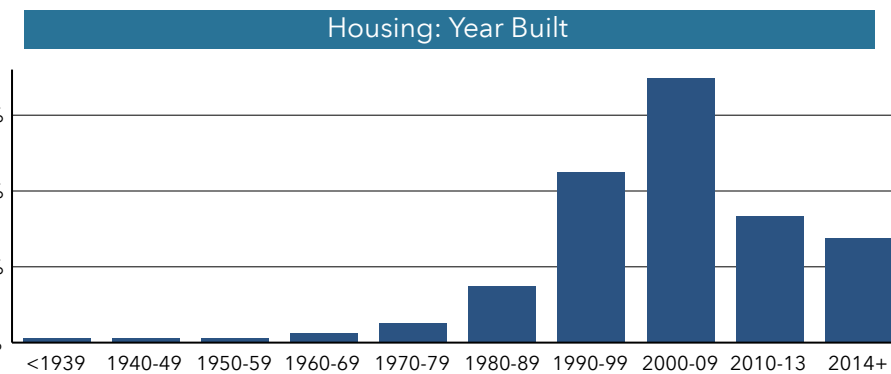
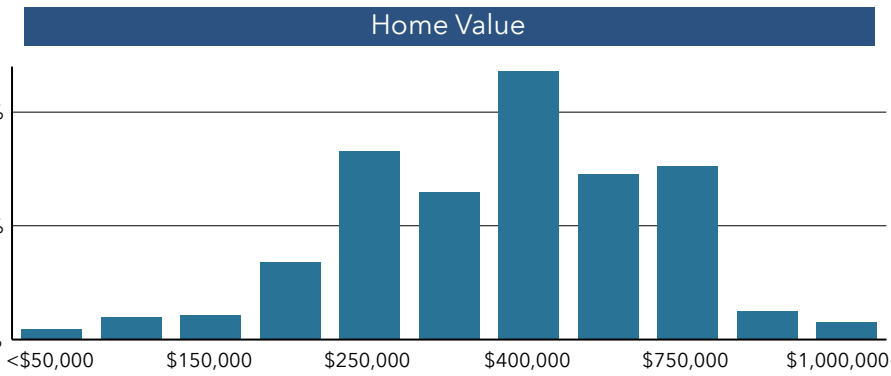
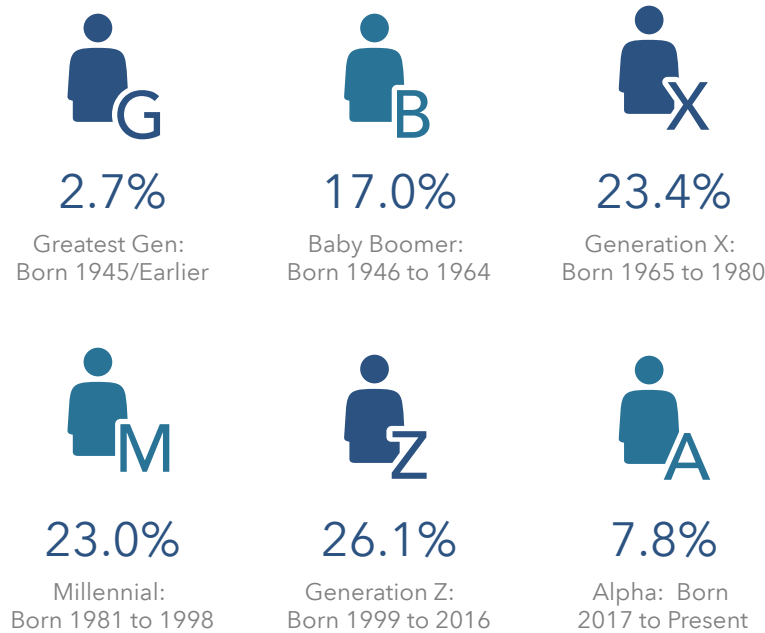
**13.7%**  
Percent of Income for Mortgage



## POPULATION BY AGE



## POPULATION BY GENERATION

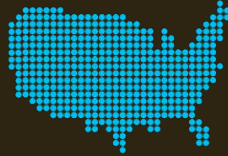


esri THE SCIENCE OF WHERE™ U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

# Tapestry Profile

Cypress Next (3 miles)  
 18735 Mueschke Rd, Tomball, Texas, 77377  
 Ring of 3 miles

Prepared by Esri  
 Latitude: 30.04409  
 Longitude: -95.72791



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	3,541	56.63%	10.00%	566
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)	2,178	34.83%	12.06%	289
Sprouting Explorers (L7)	387	6.19%	7.20%	86
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	148	2.37%	8.30%	29
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

**\$336,217** Median Home Value

**\$129,546** Median HH Income

**2.6** Home Value to Income Ratio

**36.9** Median Age

**6,253** Households

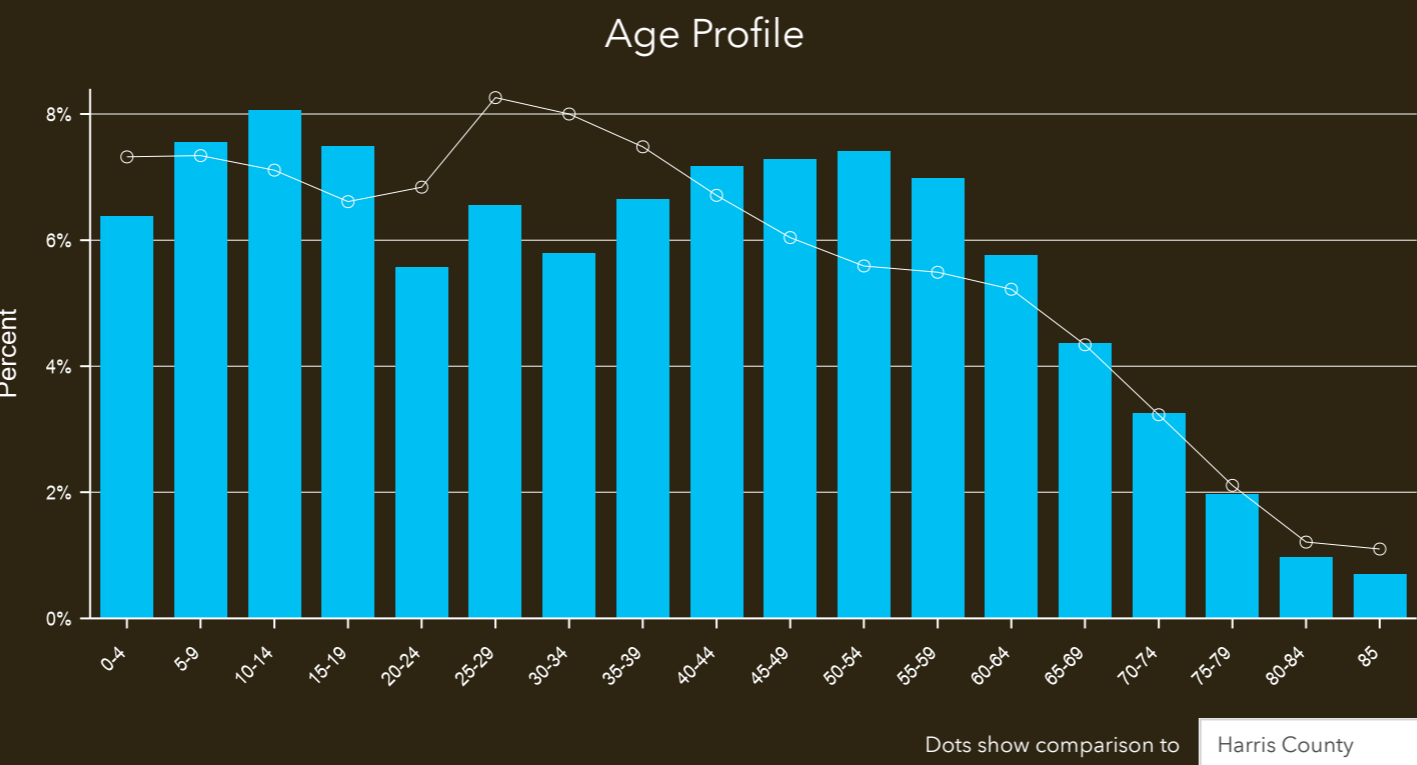
### Education

**5%** No HS Diploma

**21%** HS Graduate

**26%** Some College

**48%** Degree or Higher

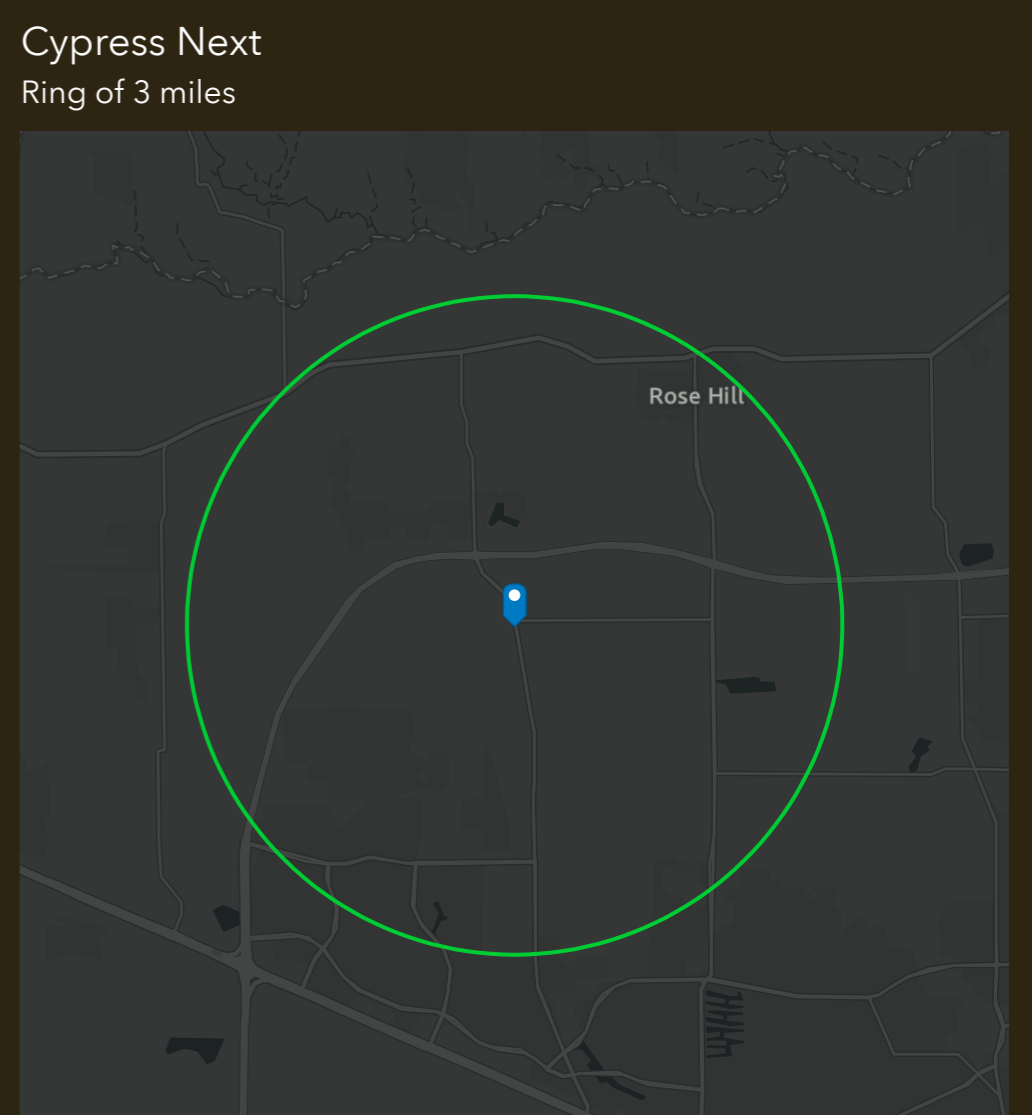


### Households By Income

The largest group: \$200,000+ (25.8%)  
 The smallest group: \$15,000 - \$24,999 (1.3%)

Indicator ▲	Value	Diff
<\$15,000	2.5%	-5.5%
\$15,000 - \$24,999	1.3%	-6.3%
\$25,000 - \$34,999	3.1%	-5.0%
\$35,000 - \$49,999	4.8%	-7.0%
\$50,000 - \$74,999	10.7%	-7.2%
\$75,000 - \$99,999	12.7%	+0.1%
\$100,000 - \$149,999	21.7%	+6.0%
\$150,000 - \$199,999	17.4%	+9.4%
\$200,000+	25.8%	+15.6%

Bars show deviation from Harris County



### Tapestry Segments

	<b>Boomburbs</b> 3,514 households	<b>56.2%</b> of Households
	<b>Green Acres</b> 2,178 households	<b>34.8%</b> of Households
	<b>Up and Coming Families</b> 387 households	<b>6.2%</b> of Households

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

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





# Key Facts (Esri 2022) - Cypress Next

Cypress Next (5 miles)  
 18735 Mueschke Rd, Tomball, Texas, 77377  
 Ring of 5 miles

Prepared by Esri  
 Latitude: 30.04409  
 Longitude: -95.72791

## KEY FACTS

85,612

Population



3.1

Average Household Size

35.0

Median Age

\$109,977

Median Household Income

## EDUCATION

6%

No High School Diploma



20%

High School Graduate



28%

Some College



46%

Bachelor's/Grad/Prof Degree

## BUSINESS



1,715

Total Businesses



13,882

Total Employees

## EMPLOYMENT



74%

White Collar



17%

Blue Collar



Services

8%



3.0%

Unemployment Rate

## INCOME



\$109,977

Median Household Income



\$45,948

Per Capita Income



\$377,652

Median Net Worth

## Households By Income

The largest group: \$100,000 - \$149,999 (23.7%)

The smallest group: \$15,000 - \$24,999 (2.4%)

Indicator ▲	Value	Diff	
<\$15,000	3.1%	-4.9%	<div style="width: 100%;"></div>
\$15,000 - \$24,999	2.4%	-5.2%	<div style="width: 100%;"></div>
\$25,000 - \$34,999	3.6%	-4.5%	<div style="width: 100%;"></div>
\$35,000 - \$49,999	6.0%	-5.8%	<div style="width: 100%;"></div>
\$50,000 - \$74,999	13.8%	-4.1%	<div style="width: 100%;"></div>
\$75,000 - \$99,999	14.4%	+1.8%	<div style="width: 100%;"></div>
\$100,000 - \$149,999	23.7%	+8.0%	<div style="width: 100%;"></div>
\$150,000 - \$199,999	14.7%	+6.7%	<div style="width: 100%;"></div>
\$200,000+	18.4%	+8.2%	<div style="width: 100%;"></div>

Bars show deviation from Harris County

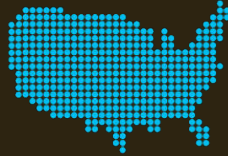




# Tapestry Profile

Cypress Next (5 miles)  
 18735 Mueschke Rd, Tomball, Texas, 77377  
 Ring of 5 miles

Prepared by Esri  
 Latitude: 30.04409  
 Longitude: -95.72791



# TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
<a href="#">learn more...</a>				
Affluent Estates (L1)	14,667	54.13%	10.00%	541
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	82	0.30%	7.63%	4
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	2,912	10.75%	12.06%	89
Sprouting Explorers (L7)	6,836	25.23%	7.20%	350
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	2,596	9.58%	8.30%	115
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

**\$302,799** Median Home Value

**\$109,977** Median HH Income

**2.8** Home Value to Income Ratio

**35.0** Median Age

**27,094** Households

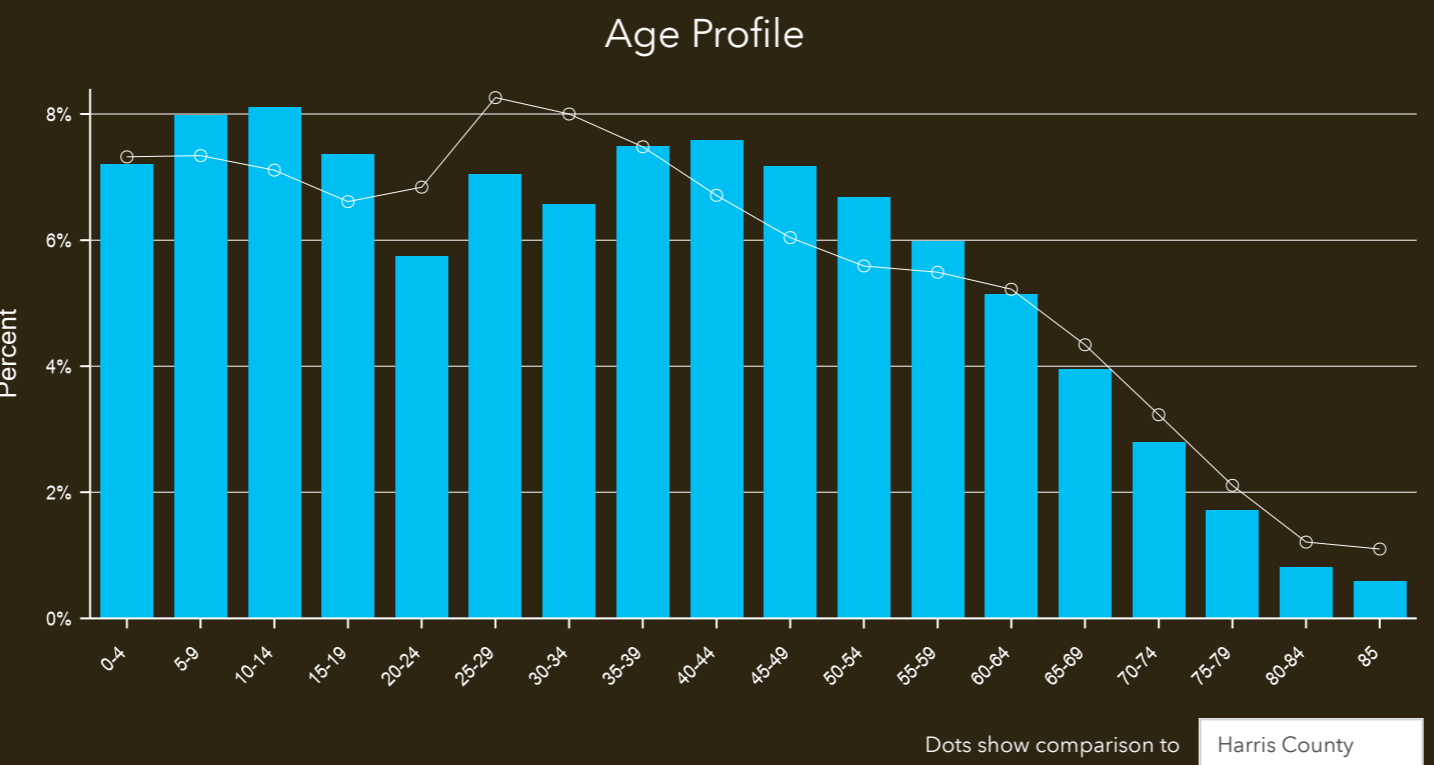
### Education

**6%** No HS Diploma

**20%** HS Graduate

**28%** Some College

**46%** Degree or Higher

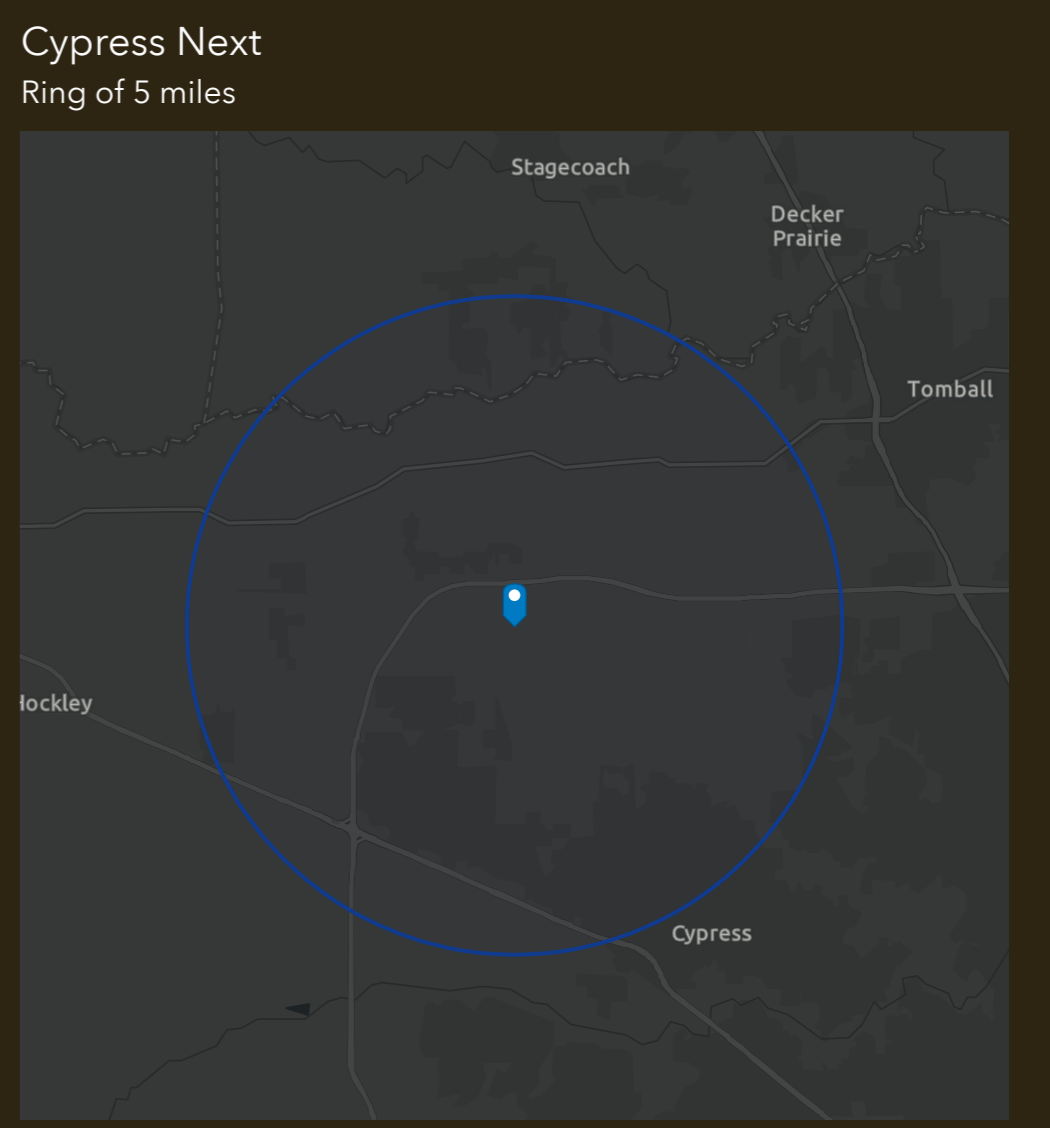


### Households By Income

The largest group: \$100,000 - \$149,999 (23.7%)  
 The smallest group: \$15,000 - \$24,999 (2.4%)

Indicator ▲	Value	Diff
<\$15,000	3.1%	-4.9%
\$15,000 - \$24,999	2.4%	-5.2%
\$25,000 - \$34,999	3.6%	-4.5%
\$35,000 - \$49,999	6.0%	-5.8%
\$50,000 - \$74,999	13.8%	-4.1%
\$75,000 - \$99,999	14.4%	+1.8%
\$100,000 - \$149,999	23.7%	+8.0%
\$150,000 - \$199,999	14.7%	+6.7%
\$200,000+	18.4%	+8.2%

Bars show deviation from Harris County



### Tapestry Segments

<b>1C</b>	<b>Boomburbs</b> 13,818 households	<b>51.0%</b> of Households
<b>7A</b>	<b>Up and Coming Families</b> 4,896 households	<b>18.1%</b> of Households
<b>6A</b>	<b>Green Acres</b> 2,912 households	<b>10.7%</b> of Households

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

Source: Esri. The vintage of the data is 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.

## 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.



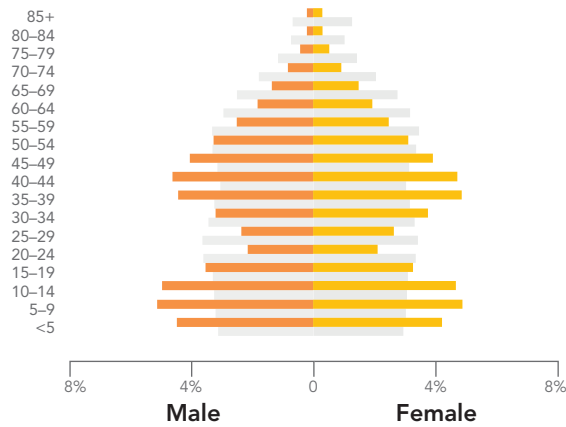
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



### AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

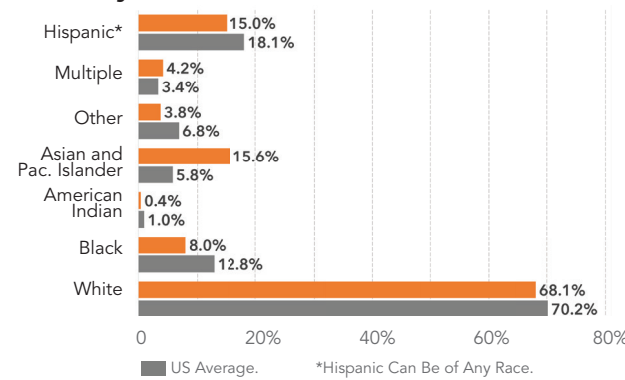
■ Indicates US



### 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



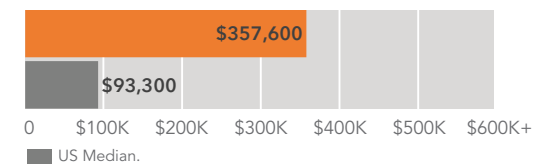
### INCOME AND NET WORTH

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

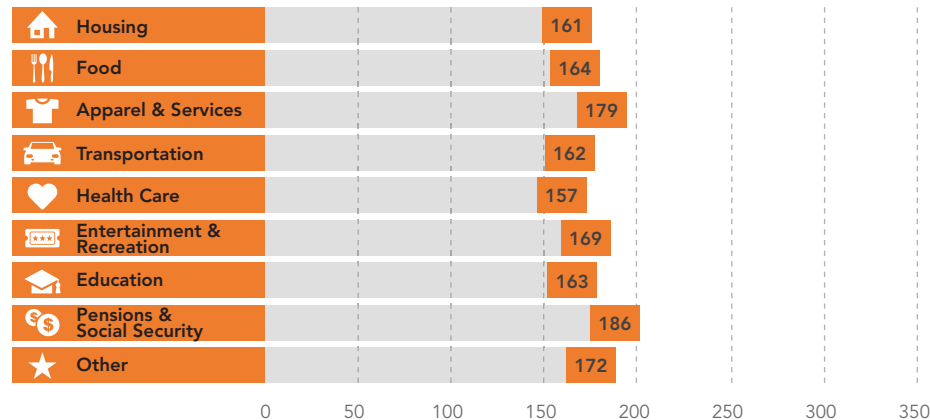


#### Median Net Worth



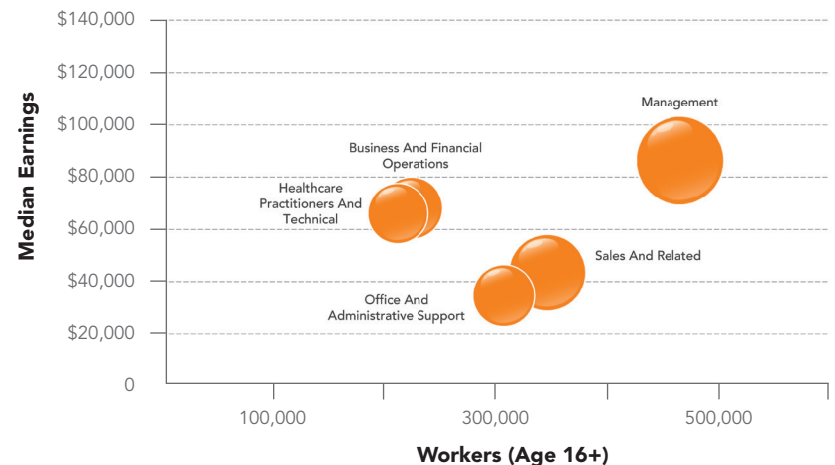
### AVERAGE HOUSEHOLD BUDGET INDEX

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.



### 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)

- *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.

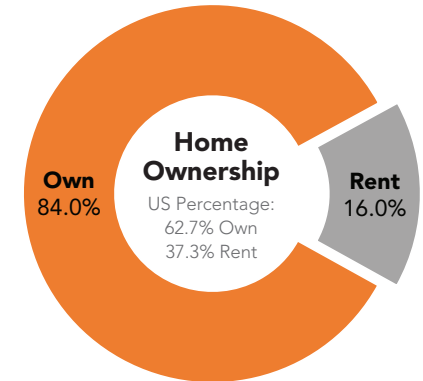
## HOUSING

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.



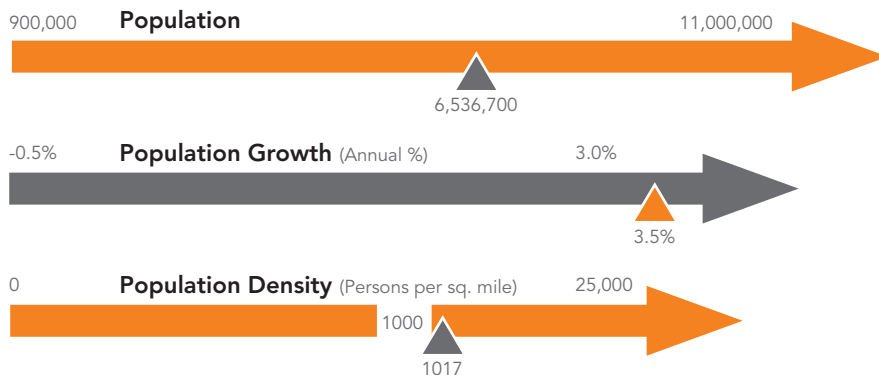
**Typical Housing:**  
Single Family

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



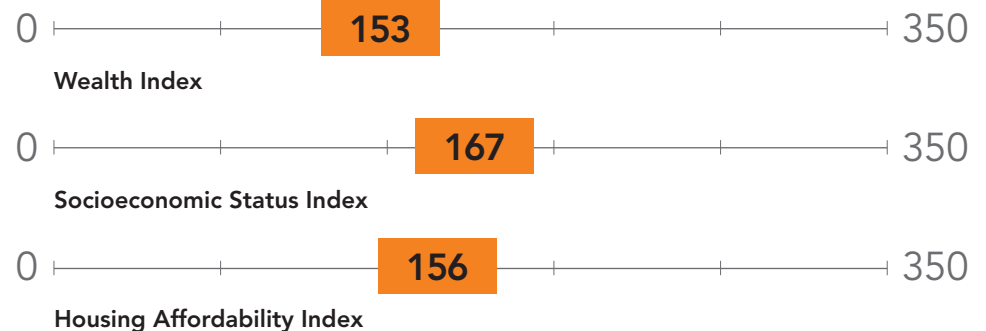
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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





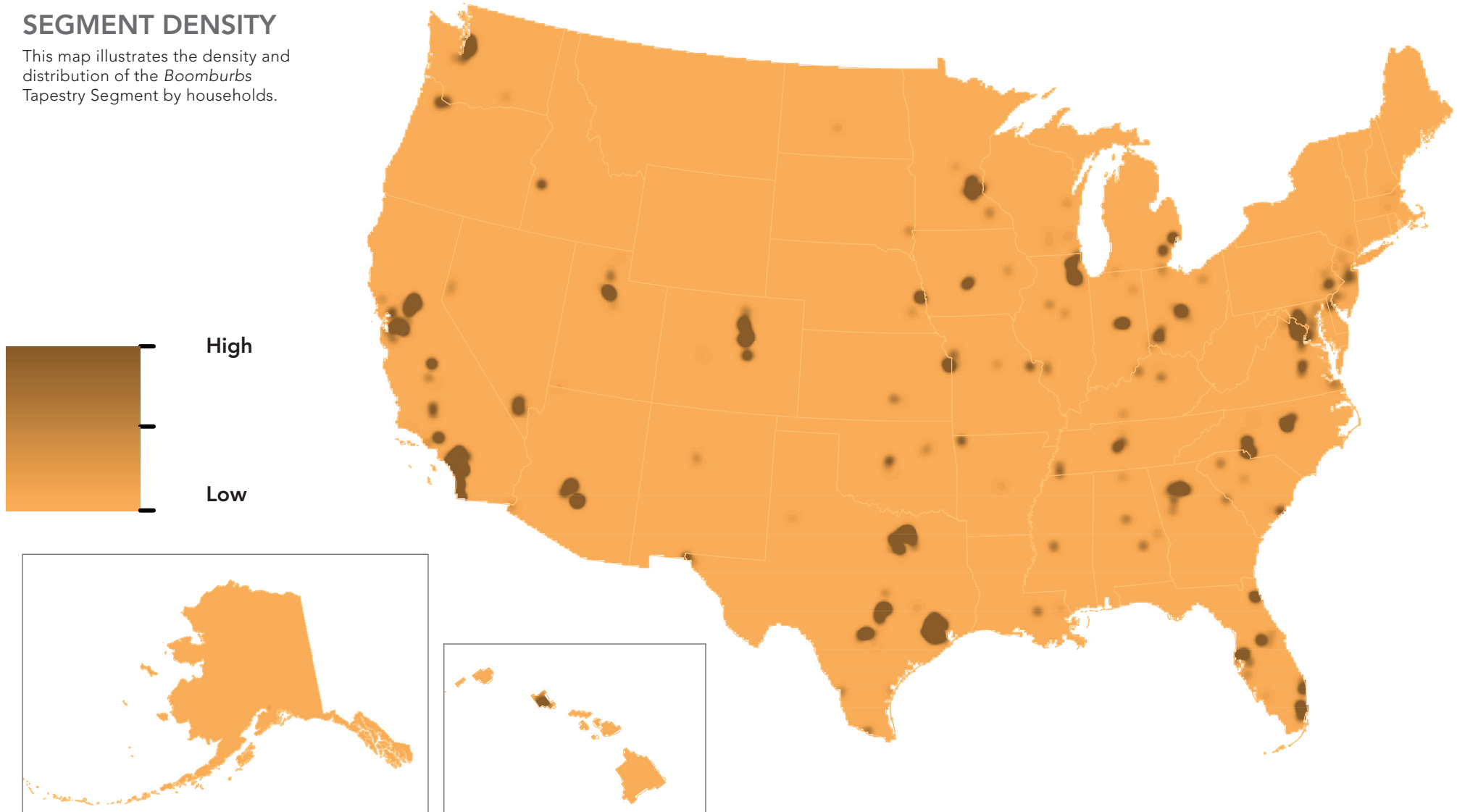


# Boomburbs



## SEGMENT DENSITY

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





LifeMode Group: Cozy Country Living

# Green Acres

6A

**Households:** 3,923,400

**Average Household Size:** 2.70

**Median Age:** 43.9

**Median Household Income:** \$76,800

## WHO ARE WE?

The *Green Acres* lifestyle features country living and self-reliance. They are avid do-it-yourselfers, maintaining and remodeling their homes, with all the necessary power tools to accomplish the jobs. Gardening, especially growing vegetables, is also a priority, again with the right tools, tillers, tractors, and riding mowers. Outdoor living also features a variety of sports: hunting and fishing, motorcycling, hiking and camping, and even golf. Self-described conservatives, residents of *Green Acres* remain pessimistic about the near future yet are heavily invested in it.

## OUR NEIGHBORHOOD

- Rural enclaves in metropolitan areas, primarily (not exclusively) older homes with acreage; new housing growth in the past 15 years.
- Single-family, owner-occupied housing, with a median value of \$235,500.
- An older market, primarily married couples, most with no children.

## SOCIOECONOMIC TRAITS

- Education: More than 60% are college educated.
- Unemployment is low at 3.8% (Index 70); labor force participation rate is high at 66.8% (Index 107).
- Income is derived not only from wages and salaries but also from self-employment (more than 13% of households), investments (27% of households), and increasingly, from retirement.
- They are cautious consumers with a focus on quality and durability.
- Comfortable with technology, more as a tool than a trend: banking or paying bills online is convenient; but the Internet is not viewed as entertainment.
- Economic outlook is professed as pessimistic, but consumers are comfortable with debt, primarily as home and auto loans, and investments.



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.

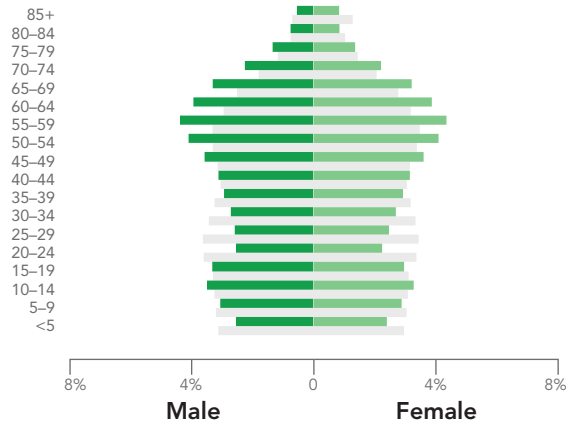




## AGE BY SEX (Esri data)

Median Age: **43.9** US: 38.2

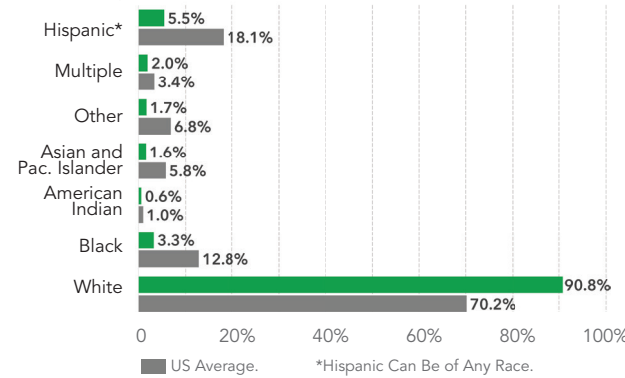
■ Indicates US



## 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: **26.0** US: 64.0



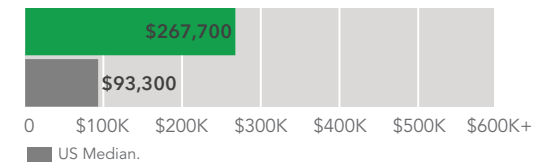
## INCOME AND NET WORTH

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

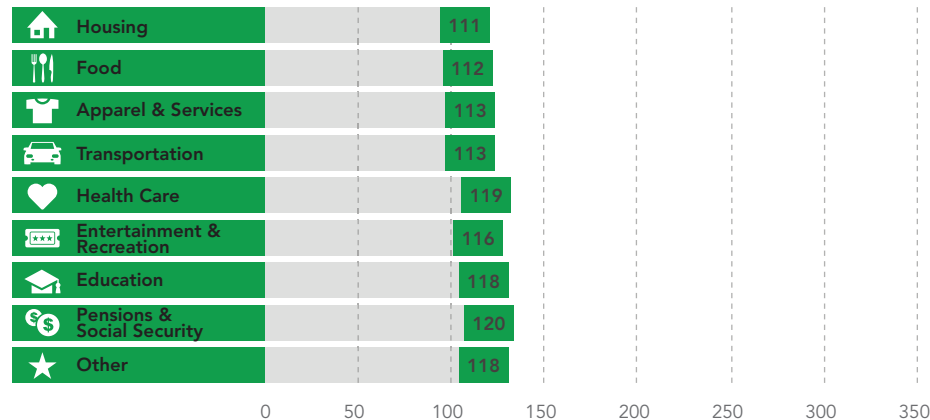


### Median Net Worth



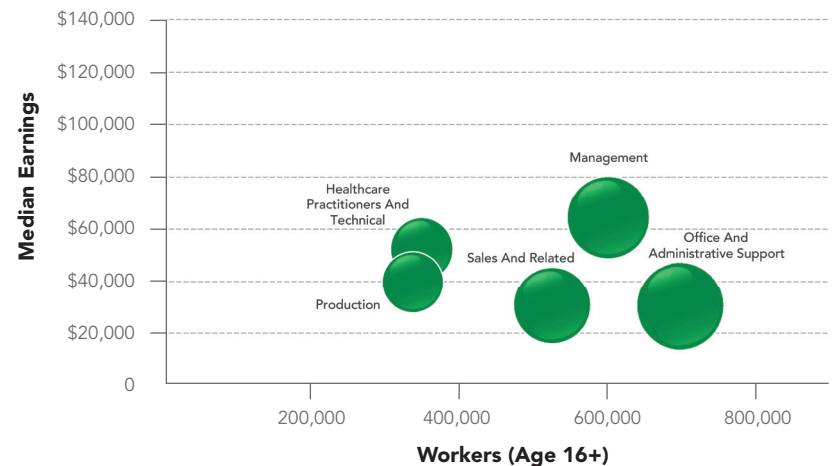
## AVERAGE HOUSEHOLD BUDGET INDEX

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.





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

- Purchasing choices reflect *Green Acres*' residents country life, including a variety of vehicles from trucks and SUVs to ATVs and motorcycles, preferably late model.
- Homeowners favor DIY home improvement projects and gardening.
- Media of choice are provided by satellite service, radio, and television, also with an emphasis on country and home and garden.
- *Green Acres* residents pursue physical fitness vigorously, from working out on home exercise equipment to playing a variety of sports.
- Residents are active in their communities and a variety of social organizations, from charitable to veterans' clubs.

## HOUSING

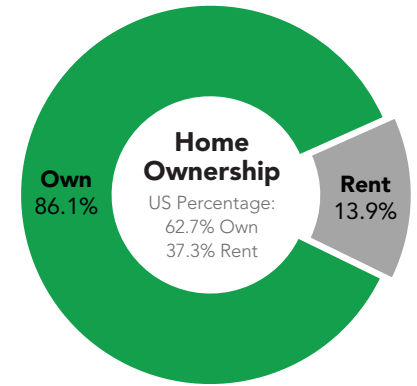
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

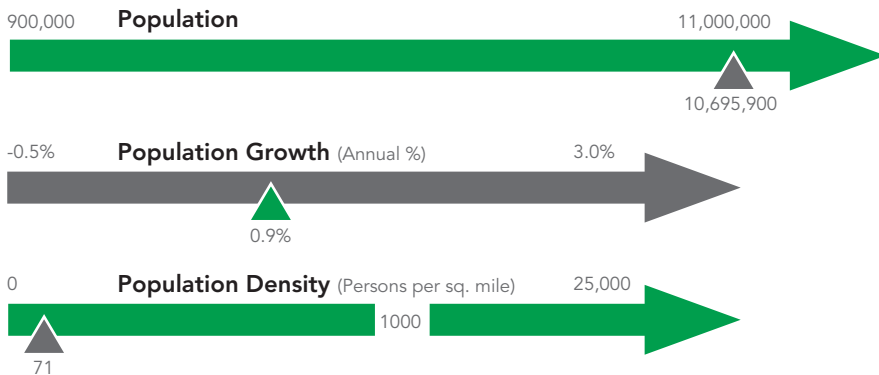
**Median Value:**  
\$235,500

US Median: \$207,300



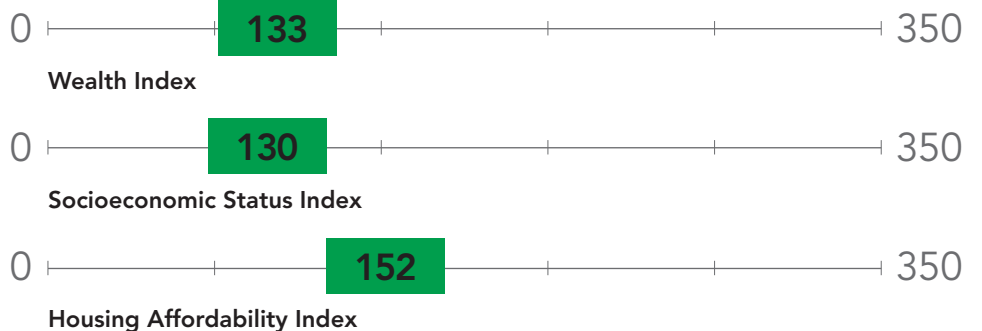
## POPULATION CHARACTERISTICS

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.



## ESRI INDEXES

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



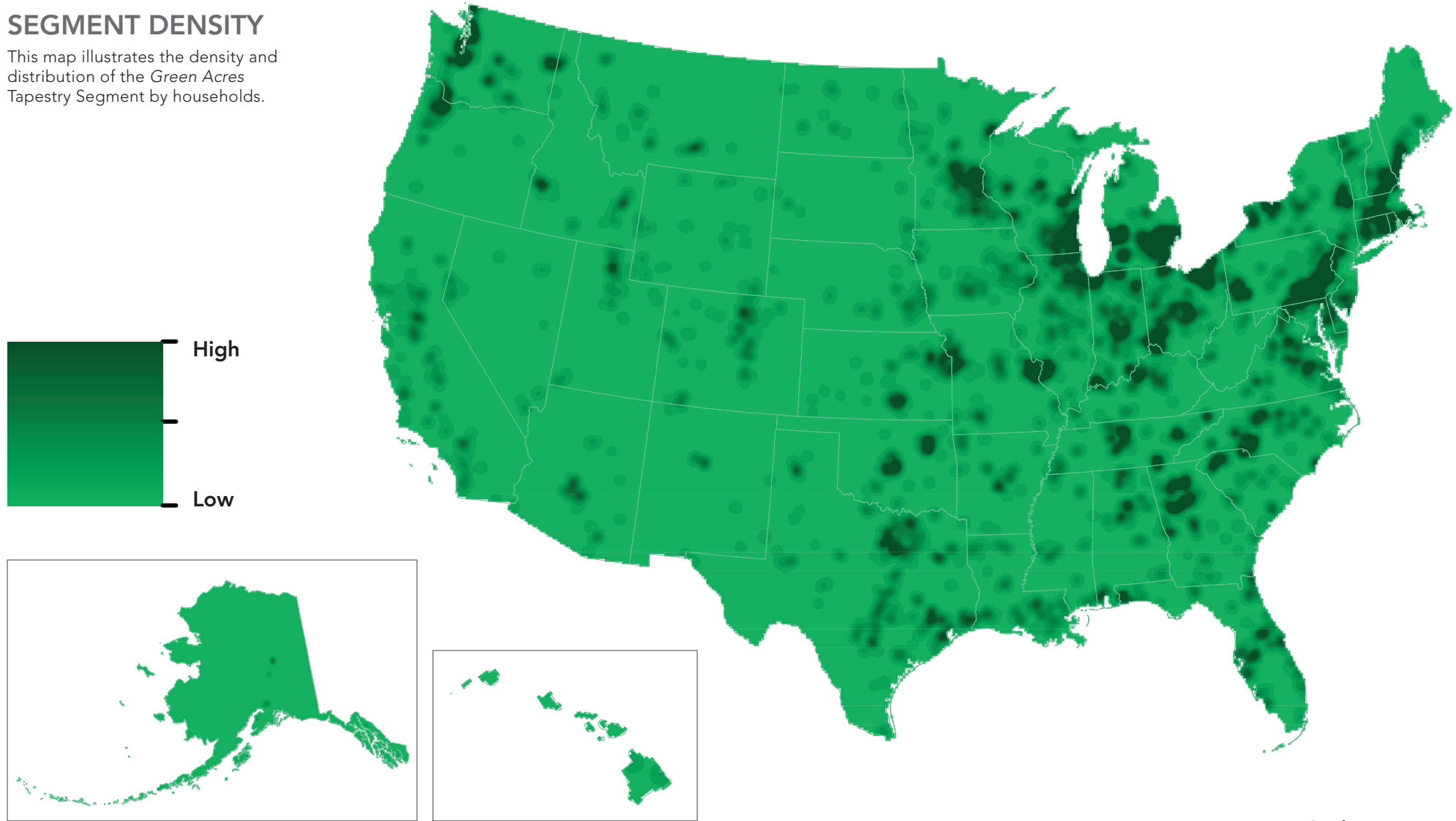


# Green Acres



### SEGMENT DENSITY

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



Copyright © 2020 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

For more information  
1-800-447-9778  
[info@esri.com](mailto:info@esri.com)  
[esri.com](http://esri.com)



# 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.



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.

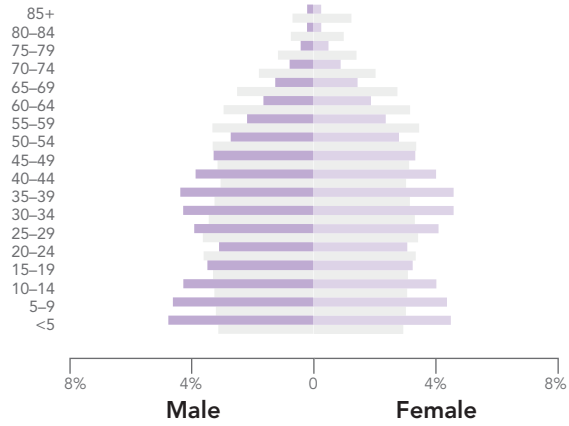
# Up and Coming Families



## AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

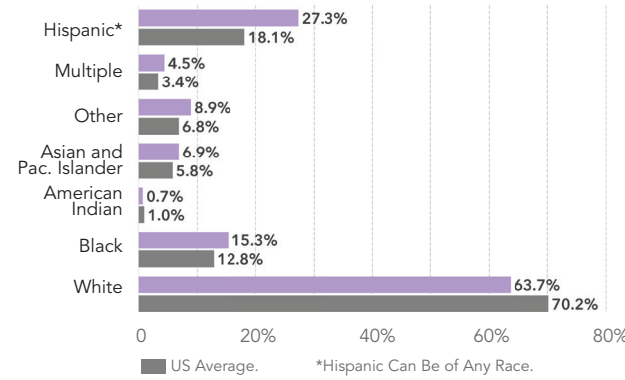
■ Indicates US



## 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).

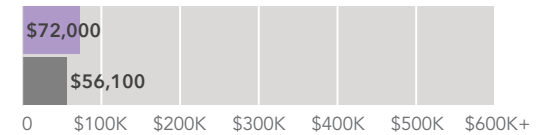
Diversity Index: **73.9** US: 64.0



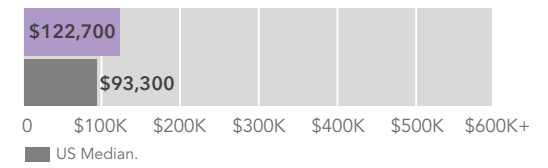
## INCOME AND NET WORTH

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

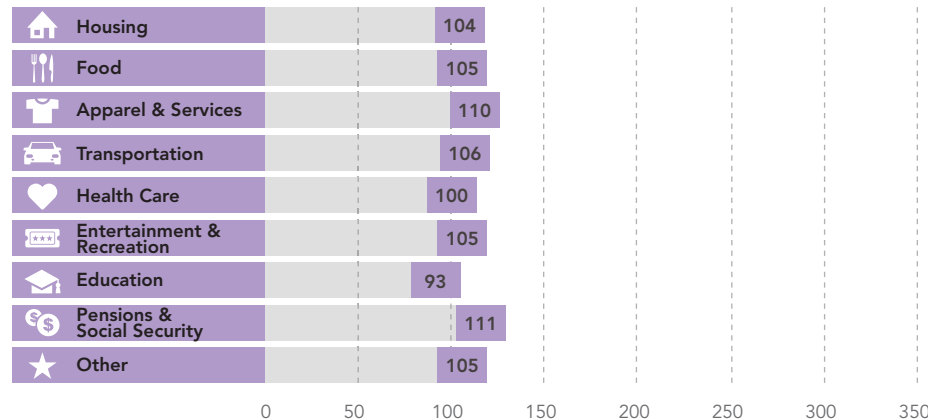


### Median Net Worth



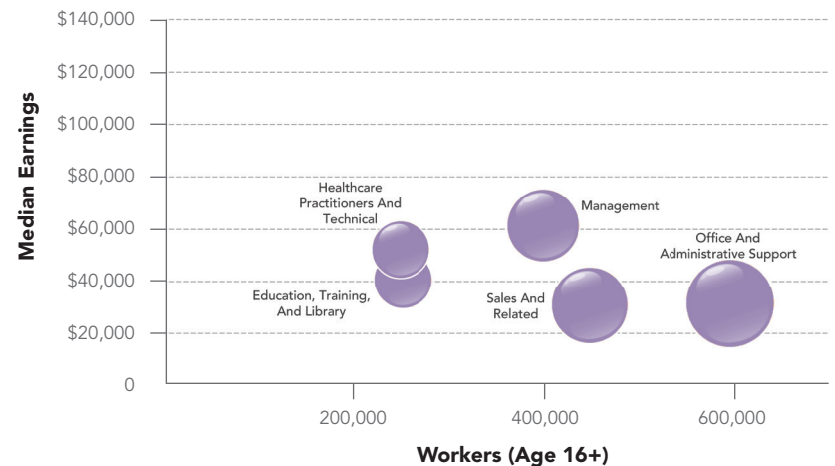
## AVERAGE HOUSEHOLD BUDGET INDEX

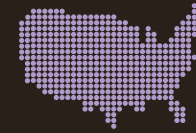
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 120 shows that average spending by consumers in this market is 20 percent above the national average.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





## 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

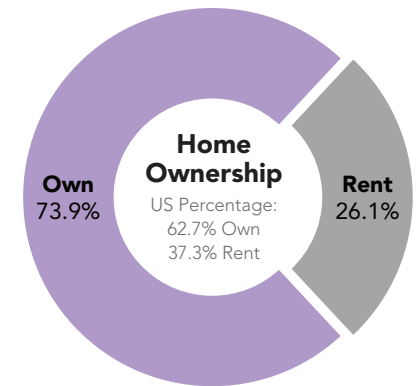
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



**Typical Housing:**  
Single Family

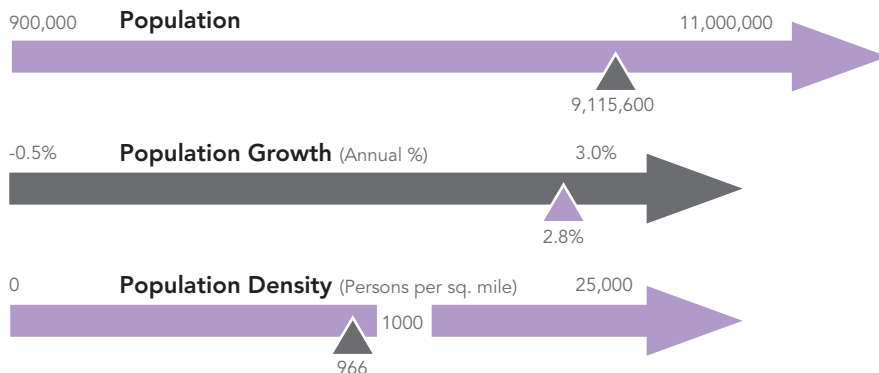
**Median Value:**  
\$194,400

US Median: \$207,300



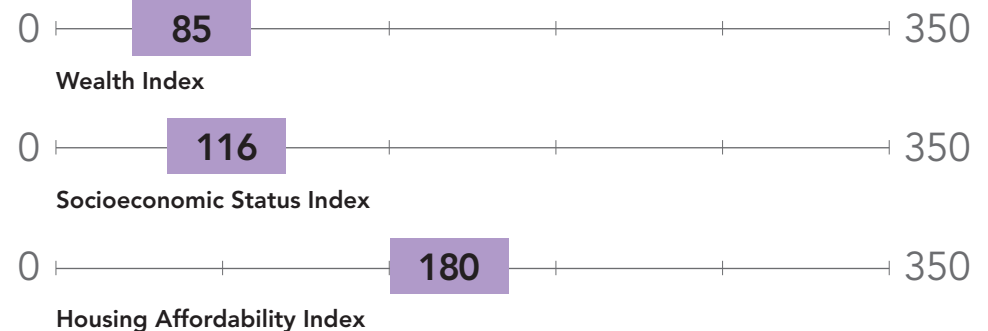
## POPULATION CHARACTERISTICS

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.



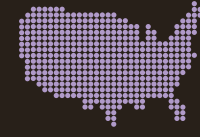
## ESRI INDEXES

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



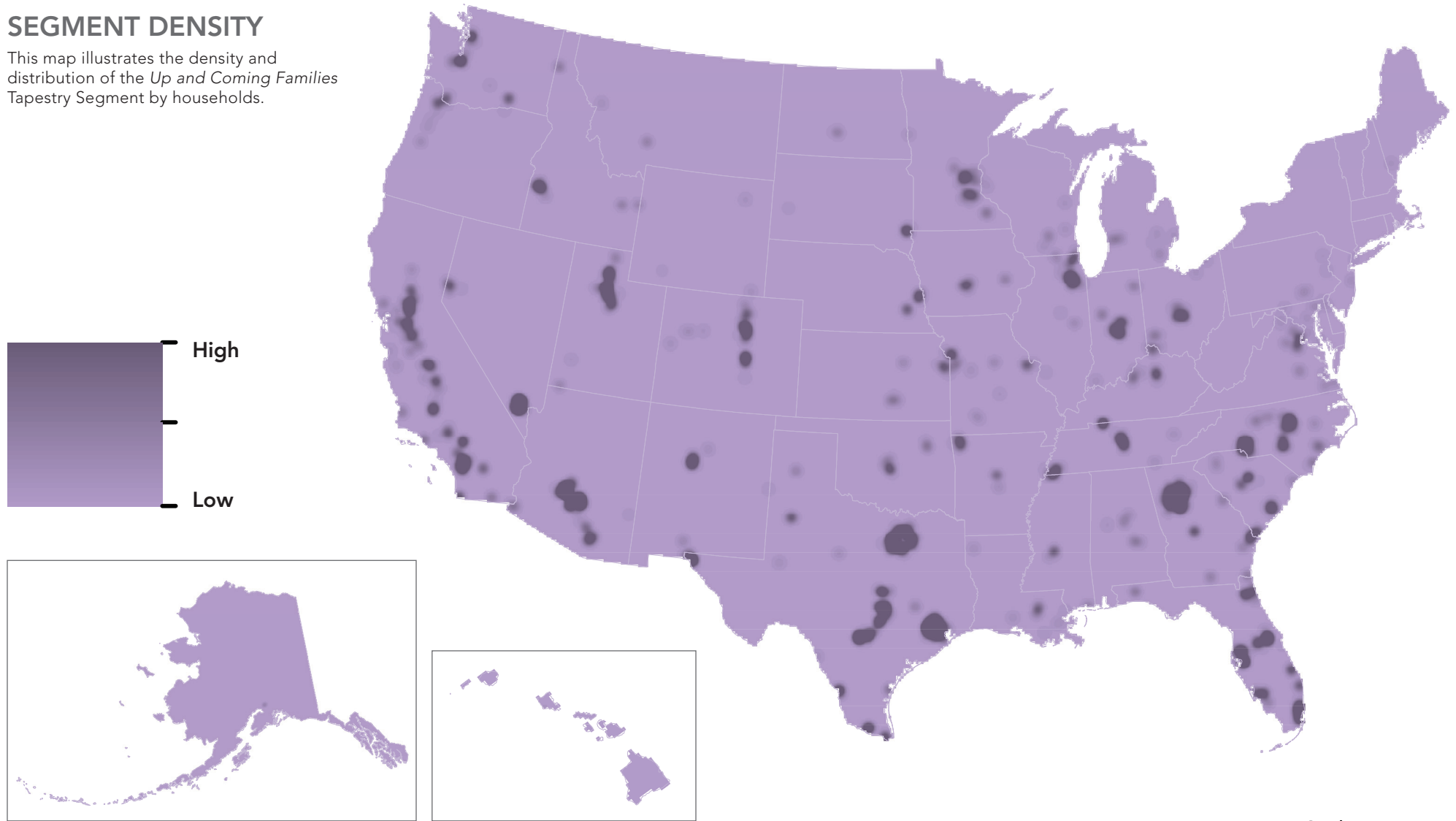


# Up and Coming Families



## SEGMENT DENSITY

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



Copyright © 2020 Esri. All rights reserved. Esri, the Esri globe logo, Tapestry, @esri.com, and esri.com are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

For more information  
1-800-447-9778  
info@esri.com  
esri.com



**esri**

THE  
SCIENCE  
OF  
WHERE™