



Key Facts - Lakewood Office Condominium

	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	12,281	88,160	204,543
Median Age	37.4	36.1	36.8
Households	3,796	29,474	70,937
Average Household Size	3.09	2.99	2.88
Median Household Income	\$109,996	\$102,981	\$94,628
Total Businesses	272	2,005	6,109
Total Employees	1,721	16,594	51,408
Median Net Worth	\$482,533	\$358,552	\$296,069
Tapestry Segments			
BoomBurbs	36.9%	25.6%	29.3%
Up and Coming Families	27.4%	32.4%	16.8%
Savvy Suburbanites	21.0%	15.0%	14.1%

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Key Facts - Lakewood Office Cond

Lakewood Office Condominiums (1 mile)
 12420 Spring Cypress Rd, Tomball, Texas, 77377
 Ring of 1 mile

Prepared by Esri
 Latitude: 30.01517
 Longitude: -95.61689

KEY FACTS

12,281

Population



3.1

Average Household Size

37.4

Median Age

\$109,996

Median Household Income

EDUCATION

3%

No High School Diploma



16%

High School Graduate



29%

Some College



53%

Bachelor's/Grad/Prof Degree

BUSINESS



272

Total Businesses



1,721

Total Employees

EMPLOYMENT



82%

White Collar



13%

Blue Collar



5%

Services



5.3%

Unemployment Rate

INCOME



\$109,996

Median Household Income



\$45,612

Per Capita Income



\$482,533

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (25.4%)

The smallest group: \$15,000 - \$24,999 (1.7%)

Indicator ▲	Value	Diff	
<\$15,000	2.6%	-6.8%	<div style="width: 2.6%;"></div>
\$15,000 - \$24,999	1.7%	-7.1%	<div style="width: 1.7%;"></div>
\$25,000 - \$34,999	2.6%	-6.5%	<div style="width: 2.6%;"></div>
\$35,000 - \$49,999	7.6%	-5.0%	<div style="width: 7.6%;"></div>
\$50,000 - \$74,999	12.3%	-5.9%	<div style="width: 12.3%;"></div>
\$75,000 - \$99,999	15.8%	+3.7%	<div style="width: 15.8%;"></div>
\$100,000 - \$149,999	25.4%	+11.3%	<div style="width: 25.4%;"></div>
\$150,000 - \$199,999	15.4%	+8.7%	<div style="width: 15.4%;"></div>
\$200,000+	16.6%	+7.5%	<div style="width: 16.6%;"></div>

Bars show deviation from Harris County

Population Trends -

Lakewood Office Condominiums (1 mile)
 12420 Spring Cypress Rd, Tomball, Texas, 77377
 Ring of 1 mile

Prepared by Esri
 Latitude: 30.01517
 Longitude: -95.61689

KEY FACTS

12,281
Population

3.1
Average Household Size

37.4
Median Age

\$109,996
Median Household Income

POPULATION TRENDS AND KEY INDICATORS

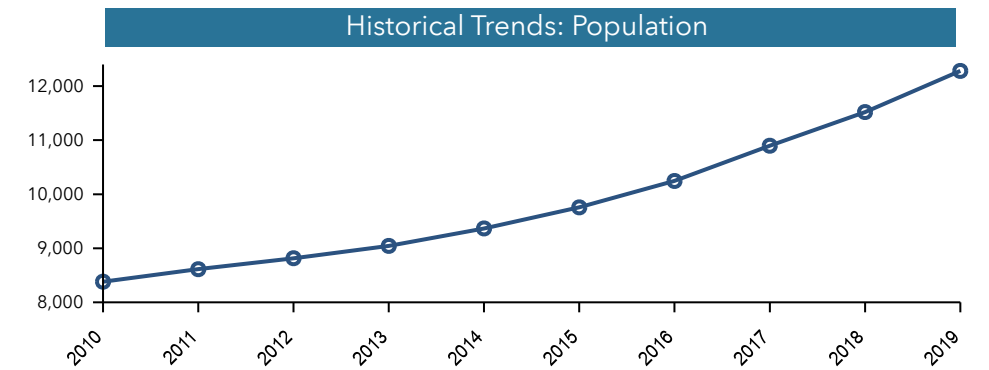
Lakewood Office Condominiums

12,281	3,976	3.09	37.4	\$109,996	\$304,112	177	158	62
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

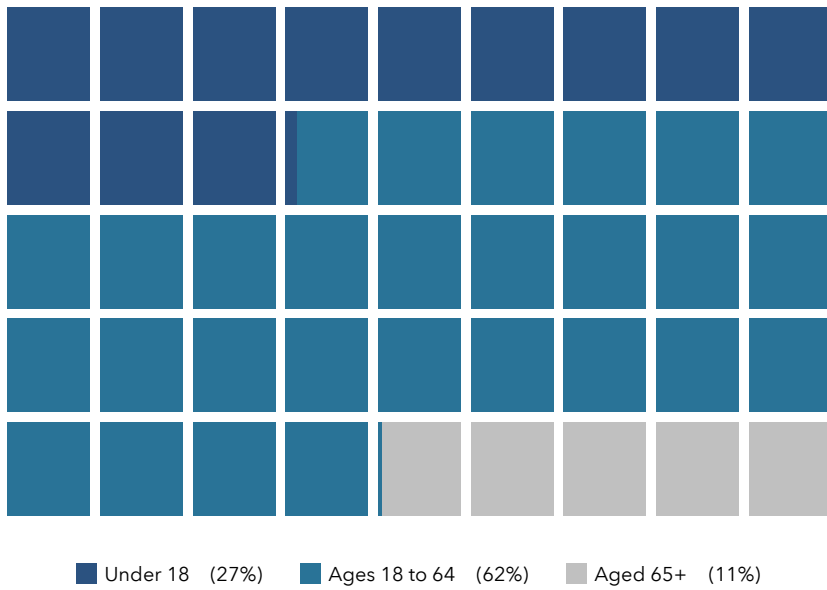
MORTGAGE INDICATORS

\$17,662
Avg Spent on Mortgage & Basics

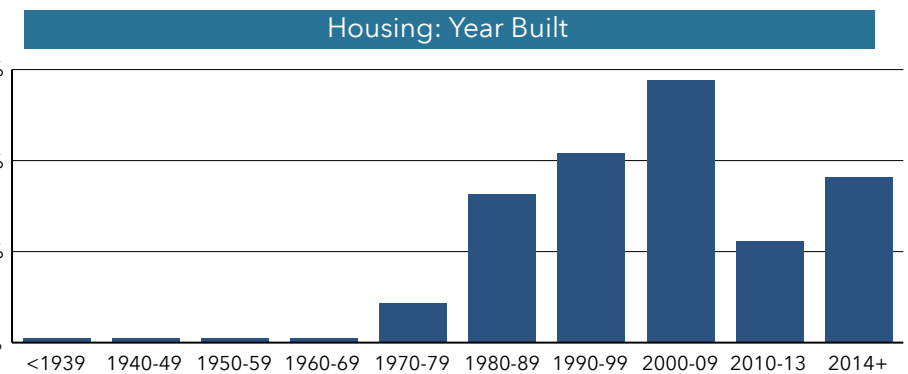
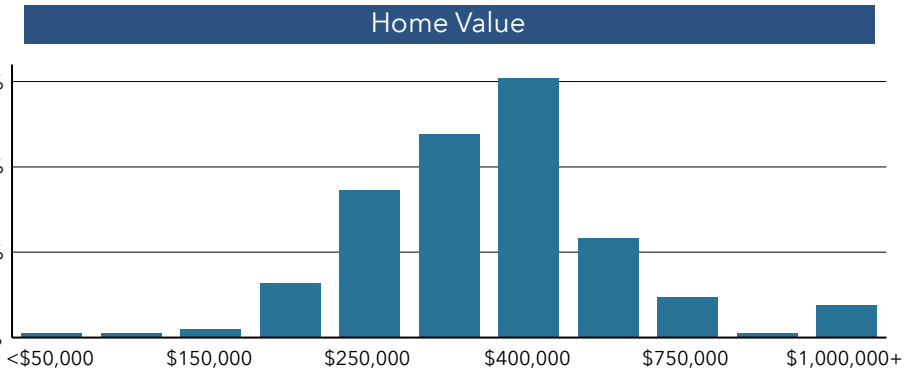
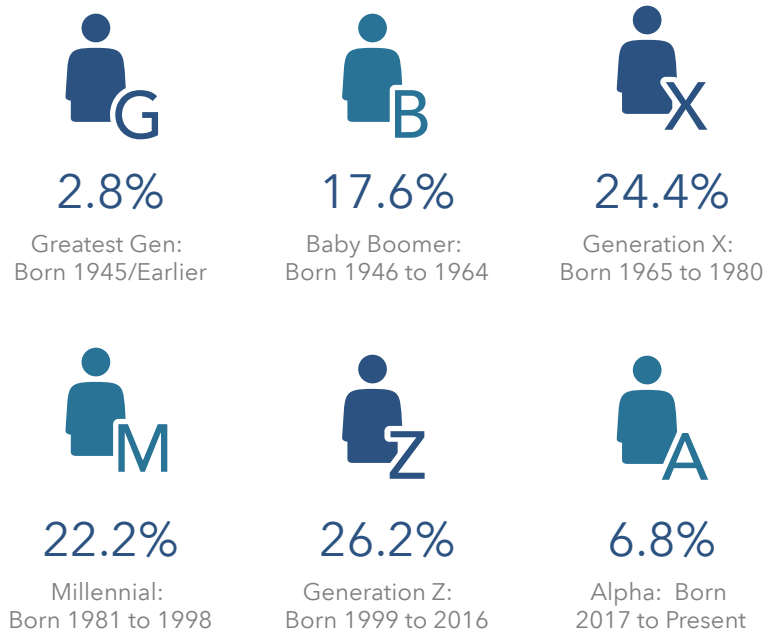
11.6%
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



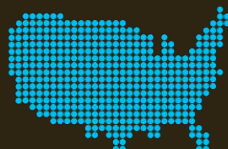
esri THE SCIENCE OF WHERE™ U.S. Census Bureau, Esri forecasts for 2019 and 2024, Esri Vintage 2019 Time Series

Source: This infographic contains data provided by American Community Survey (ACS), Esri, Esri and Bureau of Labor Statistics. The vintage of the data is 2015-2019, 2021, 2026.

Tapestry Profile - Lakewood Office Condominiums

Lakewood Office Condominiums (1 mile)
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 Ring of 1 mile

Prepared by Esri
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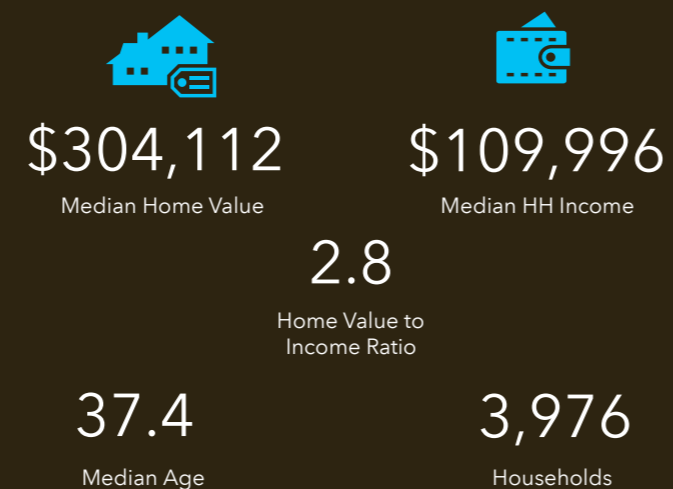


TAPESTRY SEGMENTATION

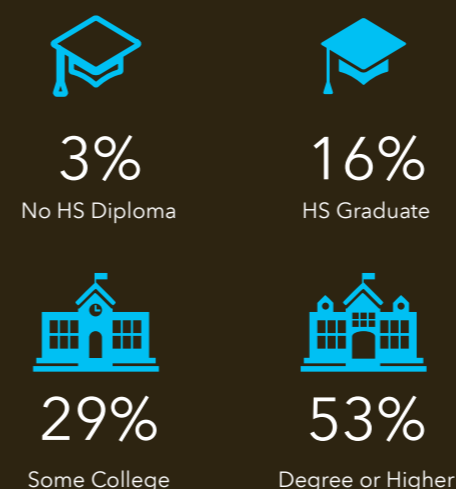
The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	2,617	65.82%	10.00%	658
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	269	6.77%	7.63%	89
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	1,090	27.41%	7.20%	381
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

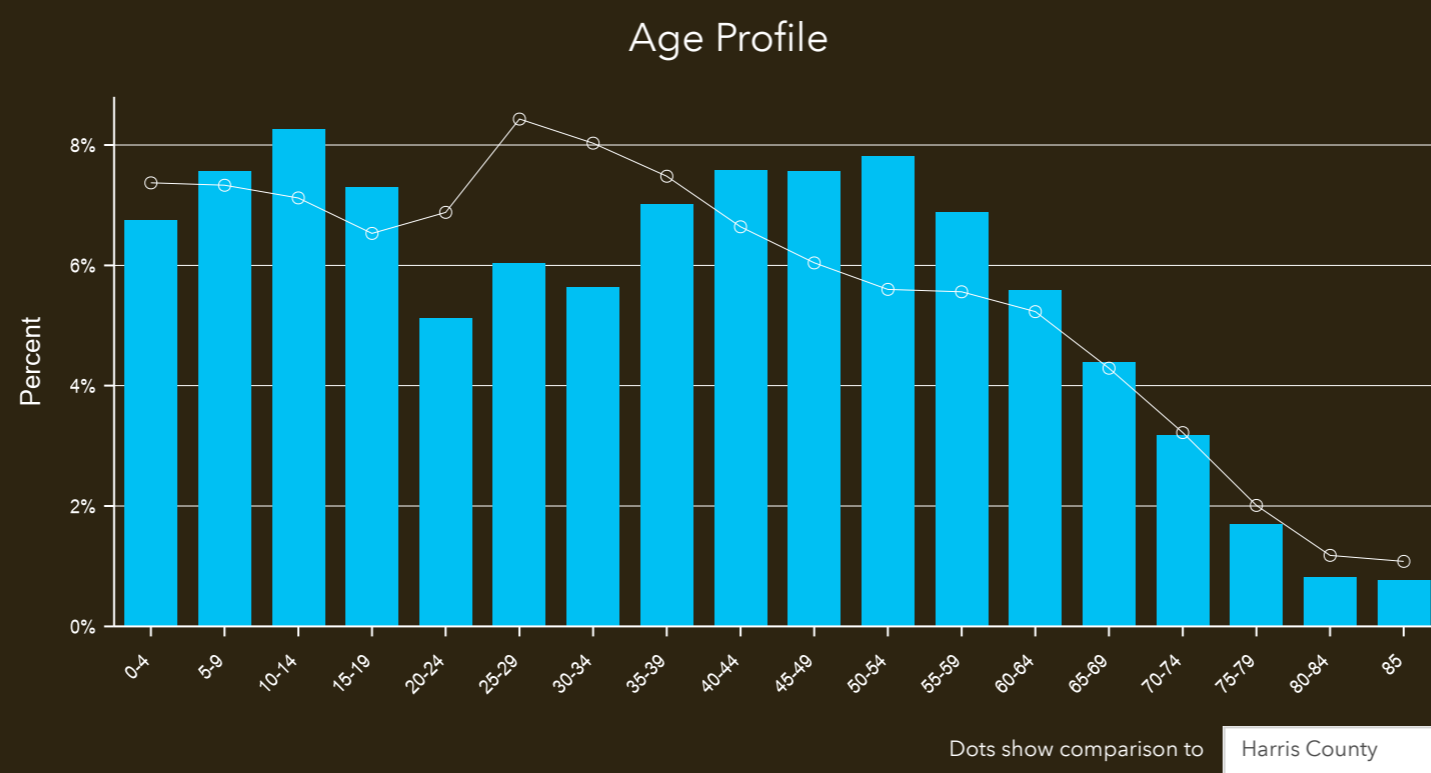
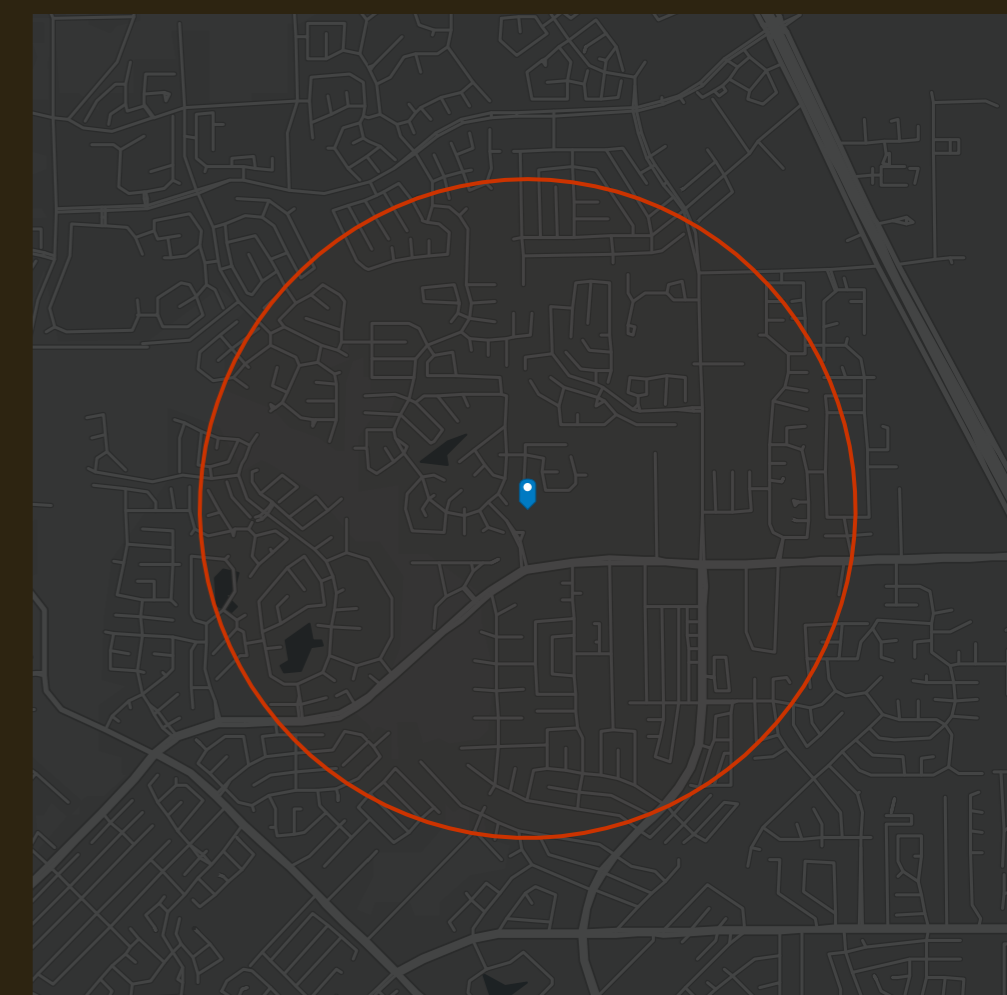
Key Facts



Education



Lakewood Office Condominiums



Households By Income

The largest group: \$100,000 - \$149,999 (25.4%)
 The smallest group: \$15,000 - \$24,999 (1.7%)

Indicator ▲	Value	Diff
<\$15,000	2.6%	-6.8%
\$15,000 - \$24,999	1.7%	-7.1%
\$25,000 - \$34,999	2.6%	-6.5%
\$35,000 - \$49,999	7.6%	-5.0%
\$50,000 - \$74,999	12.3%	-5.9%
\$75,000 - \$99,999	15.8%	+3.7%
\$100,000 - \$149,999	25.4%	+11.3%
\$150,000 - \$199,999	15.4%	+8.7%
\$200,000+	16.6%	+7.5%

Bars show deviation from Harris County

Tapestry Segments

1C	Boomburbs 1,467 households	36.9% of Households
7A	Up and Coming Families 1,090 households	27.4% of Households
1D	Savvy Suburbanites 834 households	21.0% of Households

This infographic contains data provided by Esri. The vintage of the data is 2021.

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Key Facts - Lakewood Office Cond

Lakewood Office Condominiums (3 miles)
 12420 Spring Cypress Rd, Tomball, Texas, 77377
 Ring of 3 miles

Prepared by Esri
 Latitude: 30.01517
 Longitude: -95.61689

KEY FACTS

88,160

Population



3.0

Average Household Size

36.1

Median Age

\$102,981

Median Household Income

EDUCATION

5%

No High School Diploma



18%

High School Graduate



29%

Some College



49%

Bachelor's/Grad/Prof Degree

BUSINESS



2,005

Total Businesses



16,594

Total Employees

EMPLOYMENT



78%

White Collar



14%

Blue Collar



7%

Services

5.1%

Unemployment Rate

INCOME



\$102,981

Median Household Income



\$43,214

Per Capita Income



\$358,552

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (23.4%)

The smallest group: \$15,000 - \$24,999 (2.7%)

Indicator ▲	Value	Diff	
<\$15,000	3.0%	-6.4%	<div style="width: 6.4%;"></div>
\$15,000 - \$24,999	2.7%	-6.1%	<div style="width: 6.1%;"></div>
\$25,000 - \$34,999	3.9%	-5.2%	<div style="width: 5.2%;"></div>
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Population Trends -

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KEY FACTS

88,160
 Population

36.1
 Median Age

3.0
 Average Household Size

\$102,981
 Median Household Income

POPULATION TRENDS AND KEY INDICATORS

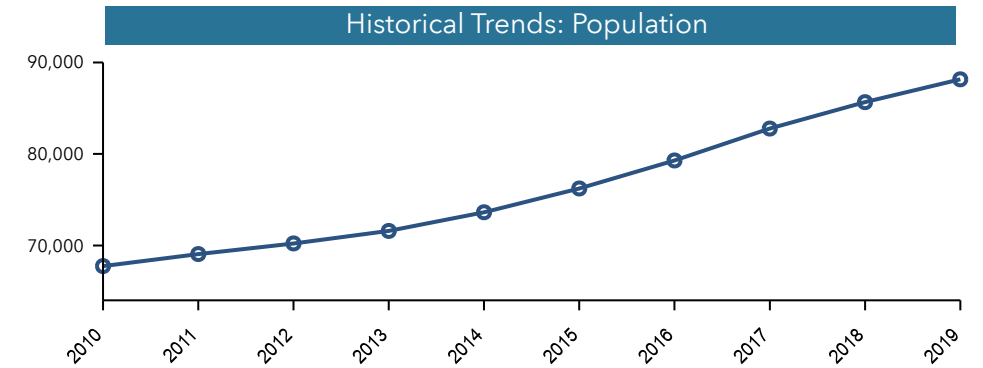
Lakewood Office Condominiums

88,160	29,474	2.99	36.1	\$102,981	\$293,810	160	153	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

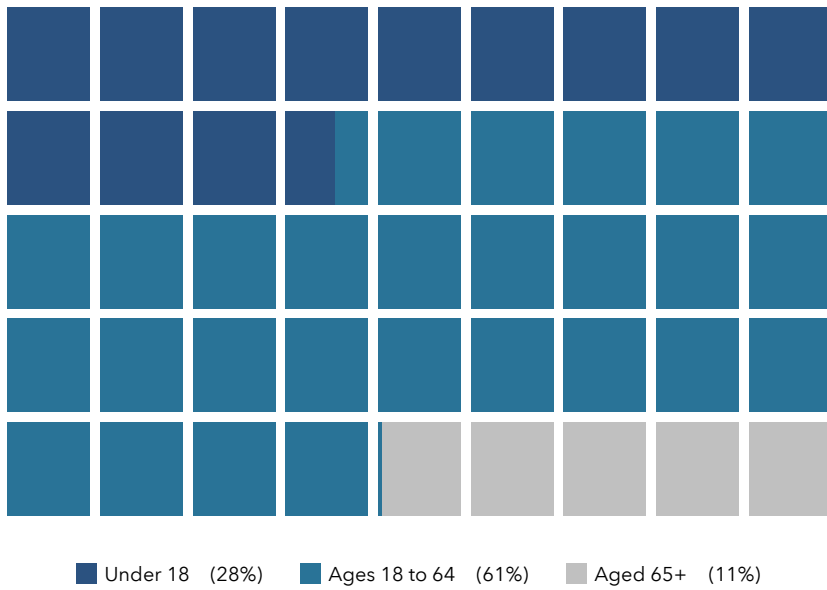
MORTGAGE INDICATORS

\$16,318
 Avg Spent on Mortgage & Basics

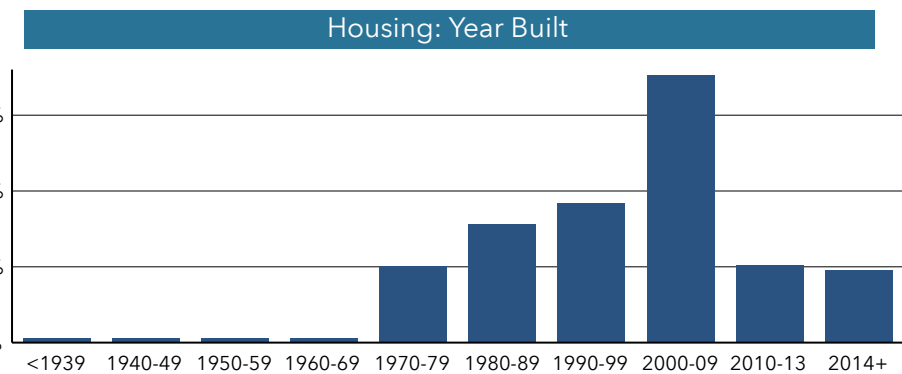
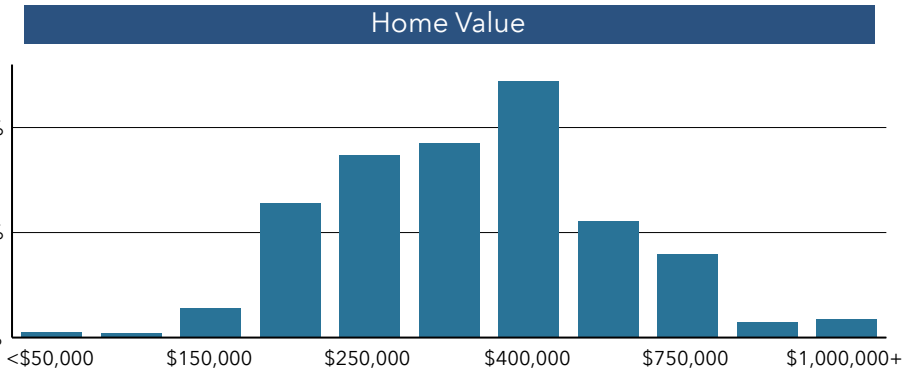
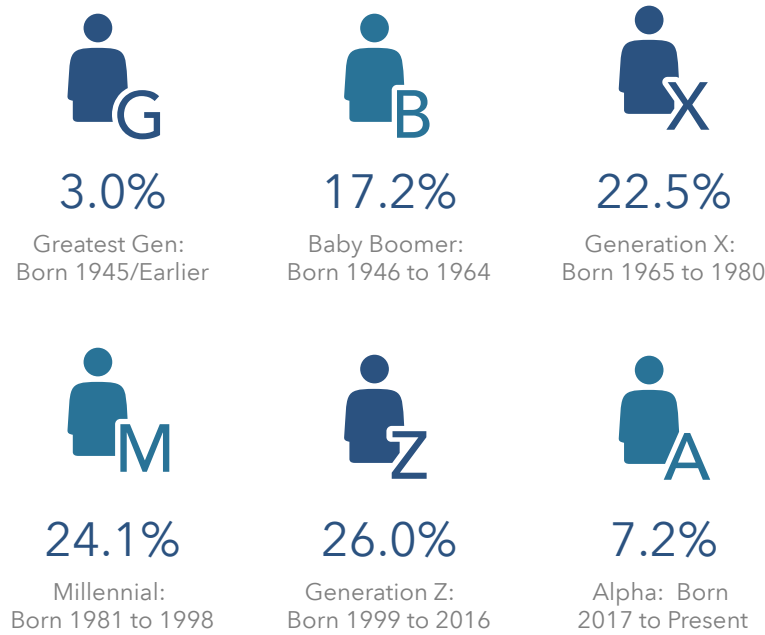
12.0%
 Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION



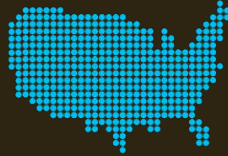
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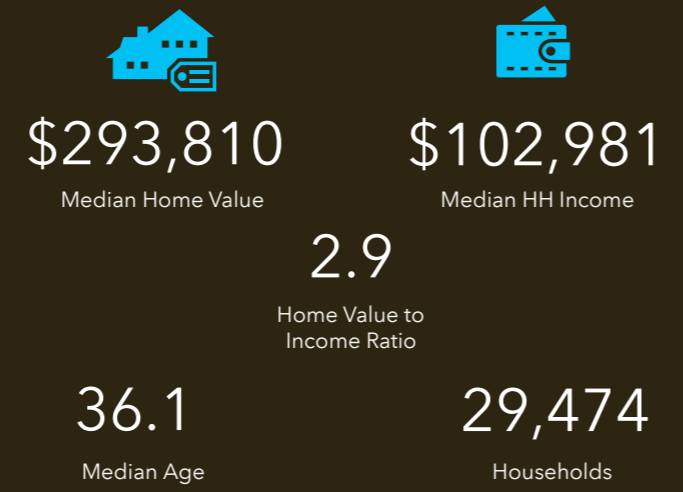


TAPESTRY SEGMENTATION

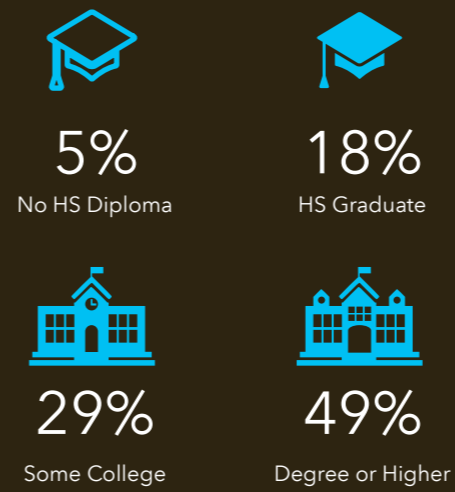
The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	15,140	51.37%	10.00%	514
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	1,850	6.28%	7.63%	82
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	10,020	34.00%	7.20%	472
Middle Ground (L8)	2,464	8.36%	10.79%	77
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

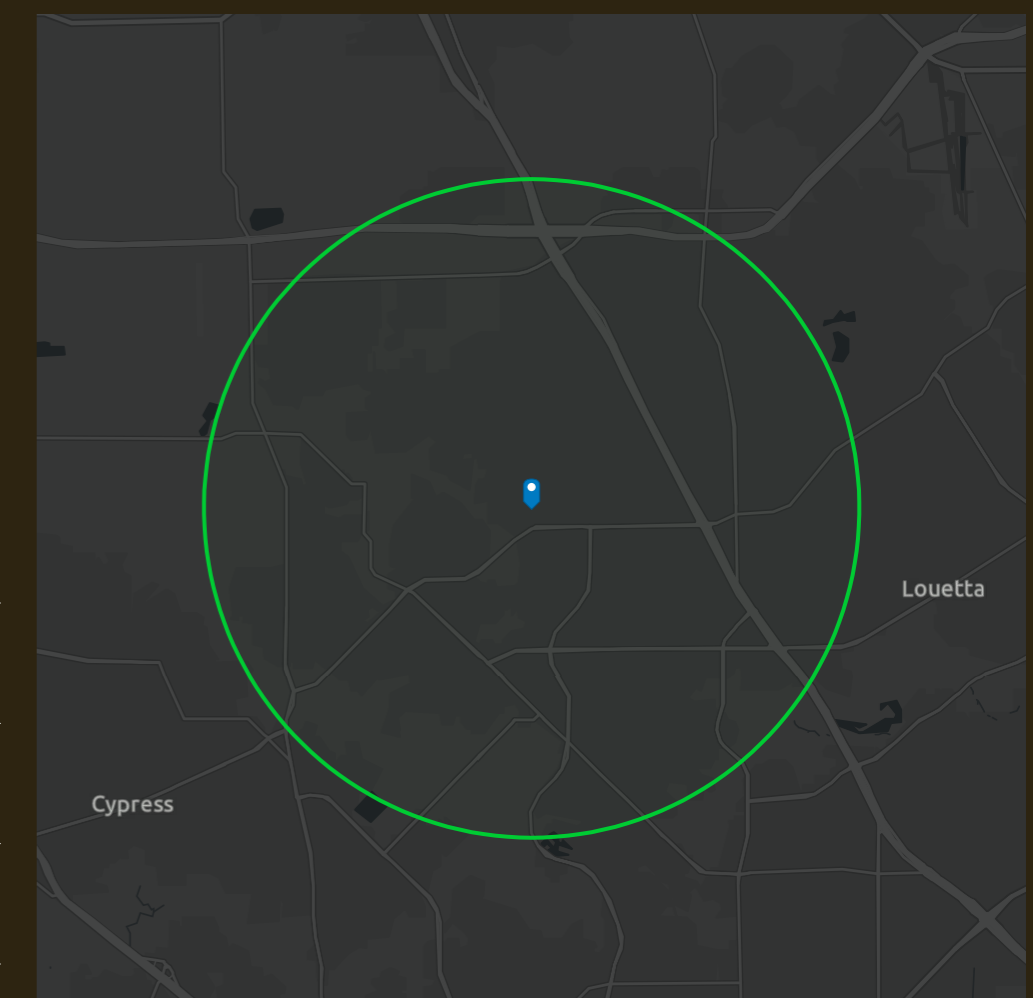
Key Facts



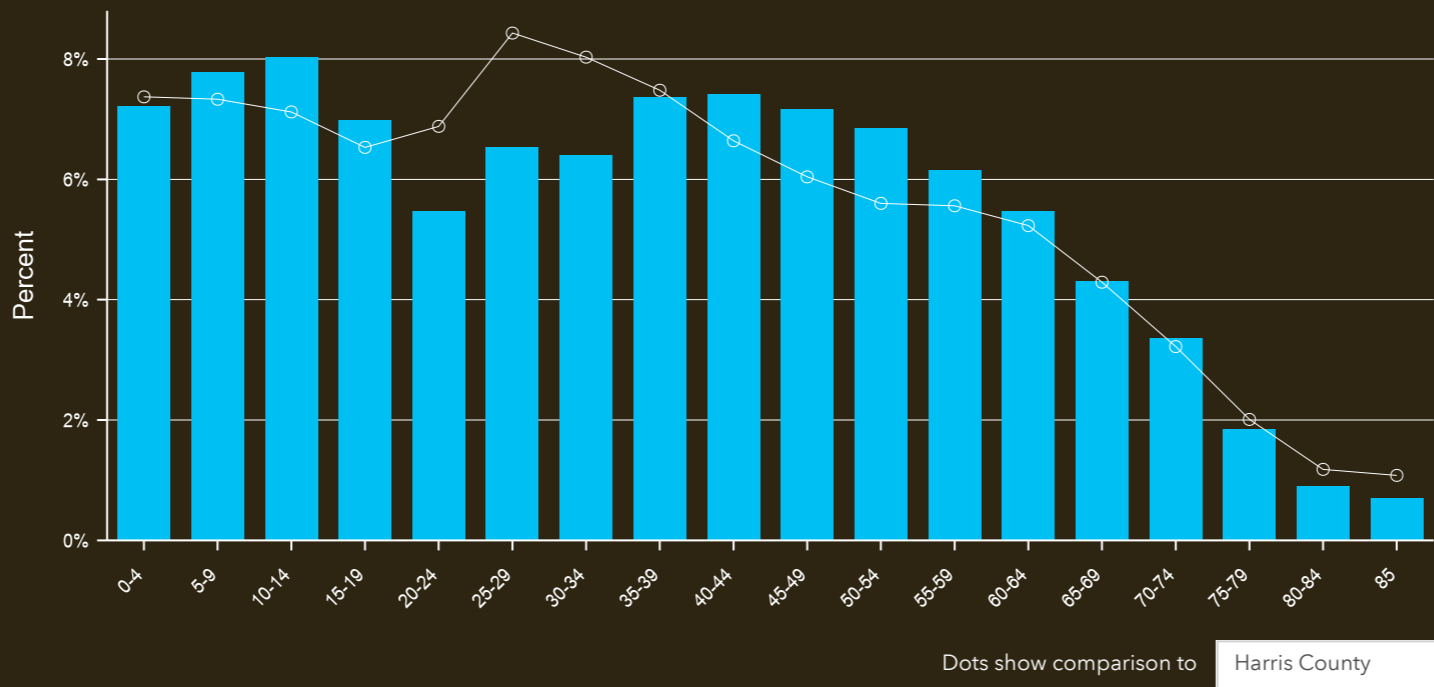
Education



Lakewood Office Condominiums



Age Profile



Households By Income
 The largest group: \$100,000 - \$149,999 (23.4%)
 The smallest group: \$15,000 - \$24,999 (2.7%)

Indicator ▲	Value	Diff
<\$15,000	3.0%	-6.4%
\$15,000 - \$24,999	2.7%	-6.1%
\$25,000 - \$34,999	3.9%	-5.2%
\$35,000 - \$49,999	8.0%	-4.6%
\$50,000 - \$74,999	15.4%	-2.8%
\$75,000 - \$99,999	14.7%	+2.6%
\$100,000 - \$149,999	23.4%	+9.3%
\$150,000 - \$199,999	13.0%	+6.3%
\$200,000+	15.8%	+6.7%

Tapestry Segments

7A	Up and Coming Families 9,553 households	32.4% of Households
1C	Boomburbs 7,550 households	25.6% of Households
1D	Savvy Suburbanites 4,415 households	15.0% of Households

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Key Facts - Lakewood Office Cond

Lakewood Office Condominiums (5 miles)
 12420 Spring Cypress Rd, Tomball, Texas, 77377
 Ring of 5 miles

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KEY FACTS

204,543

Population



2.9

Average Household Size

36.8

Median Age

\$94,628

Median Household Income

EDUCATION

5%

No High School Diploma



18%

High School Graduate



29%

Some College



48%

Bachelor's/Grad/Prof Degree

BUSINESS



6,109

Total Businesses



51,408

Total Employees

EMPLOYMENT



79%

White Collar



13%

Blue Collar



7%

Services

5.2%

Unemployment Rate

INCOME



\$94,628

Median Household Income



\$42,776

Per Capita Income



\$296,069

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (20.6%)

The smallest group: \$15,000 - \$24,999 (3.6%)

Indicator ▲	Value	Diff	
<\$15,000	3.7%	-5.7%	<div style="width: 50%;"></div>
\$15,000 - \$24,999	3.6%	-5.2%	<div style="width: 50%;"></div>
\$25,000 - \$34,999	4.8%	-4.3%	<div style="width: 50%;"></div>
\$35,000 - \$49,999	9.1%	-3.5%	<div style="width: 50%;"></div>
\$50,000 - \$74,999	16.5%	-1.7%	<div style="width: 50%;"></div>
\$75,000 - \$99,999	14.8%	+2.7%	<div style="width: 50%;"></div>
\$100,000 - \$149,999	20.6%	+6.5%	<div style="width: 50%;"></div>
\$150,000 - \$199,999	11.9%	+5.2%	<div style="width: 50%;"></div>
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Bars show deviation from Harris County

Population Trends -

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204,543
 Population

36.8
 Median Age

2.9
 Average Household Size

\$94,628
 Median Household Income

POPULATION TRENDS AND KEY INDICATORS

Lakewood Office Condominiums

204,543	70,937	2.88	36.8	\$94,628	\$296,131	150	143	68
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS

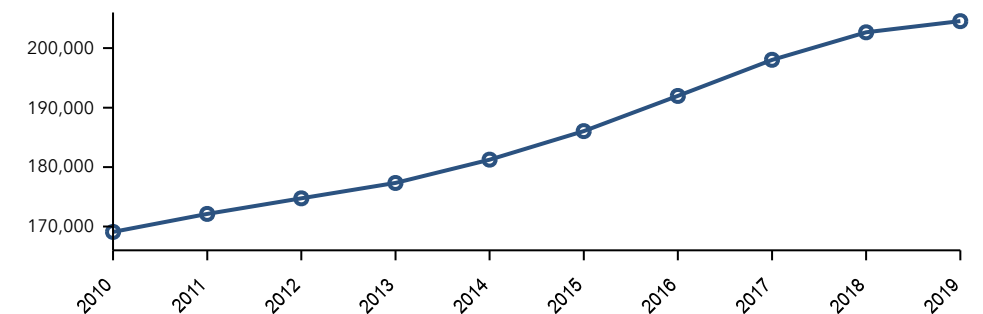


\$15,190
 Avg Spent on Mortgage & Basics

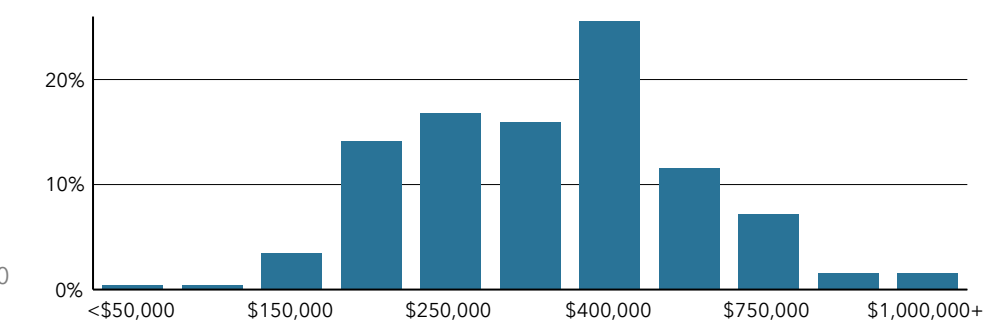


13.1%
 Percent of Income for Mortgage

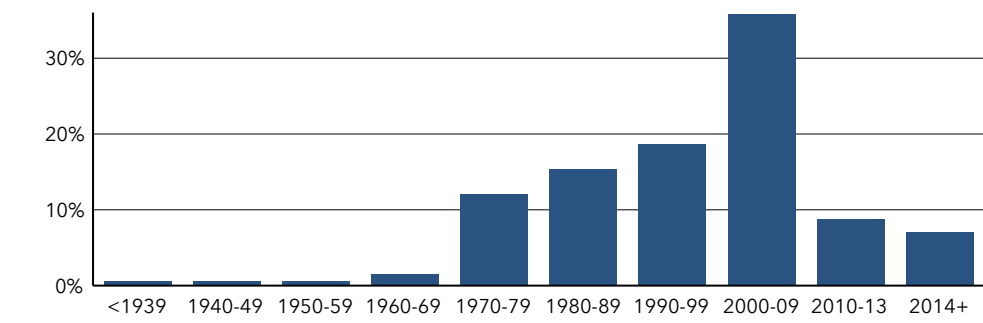
Historical Trends: Population



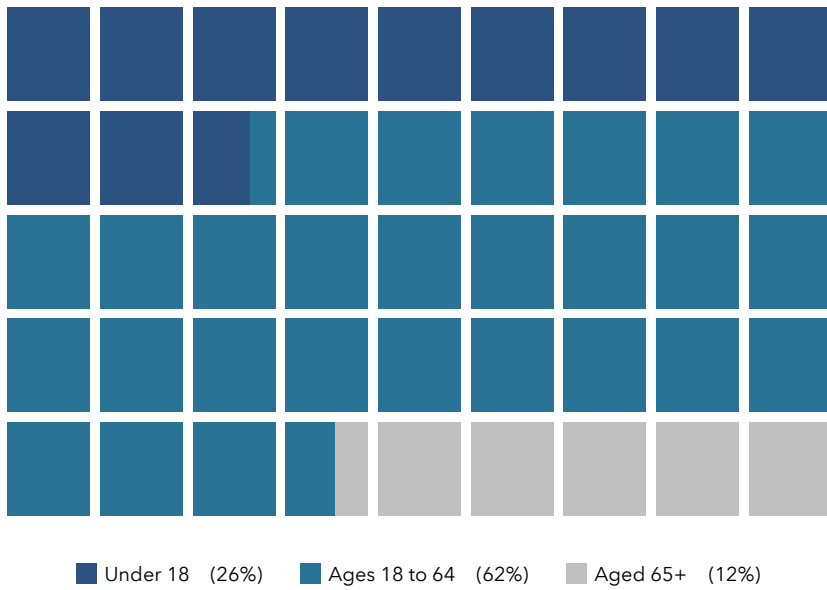
Home Value



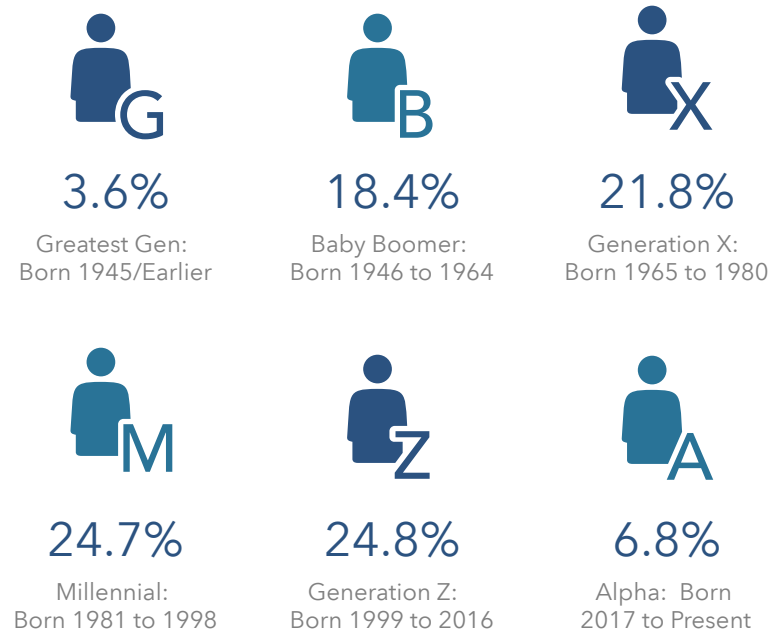
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



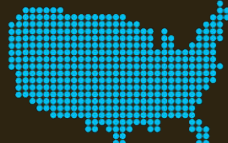
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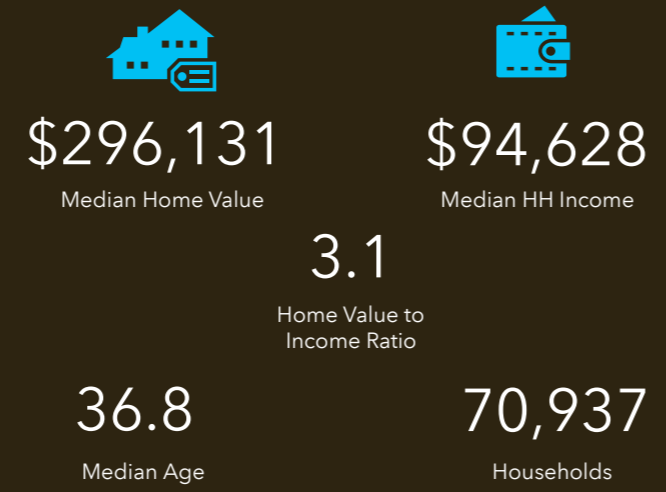


TAPESTRY SEGMENTATION

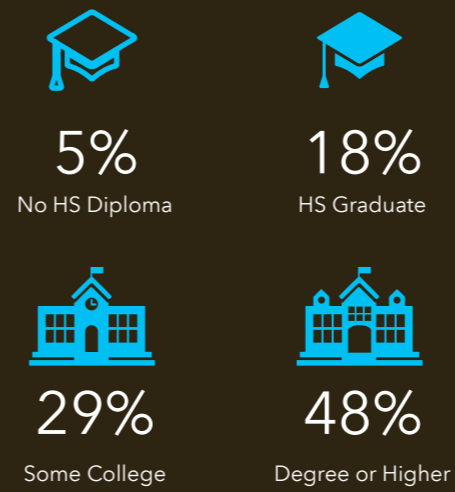
The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	34,526	48.67%	10.00%	487
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	7,120	10.04%	7.63%	132
GenXurban (L5)	958	1.35%	11.26%	12
Cozy Country Living (L6)	1,582	2.23%	12.06%	18
Sprouting Explorers (L7)	13,395	18.88%	7.20%	262
Middle Ground (L8)	10,081	14.21%	10.79%	132
Senior Styles (L9)	962	1.36%	5.80%	23
Rustic Outposts (L10)	1,018	1.44%	8.30%	17
Midtown Singles (L11)	1,295	1.83%	6.16%	30
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

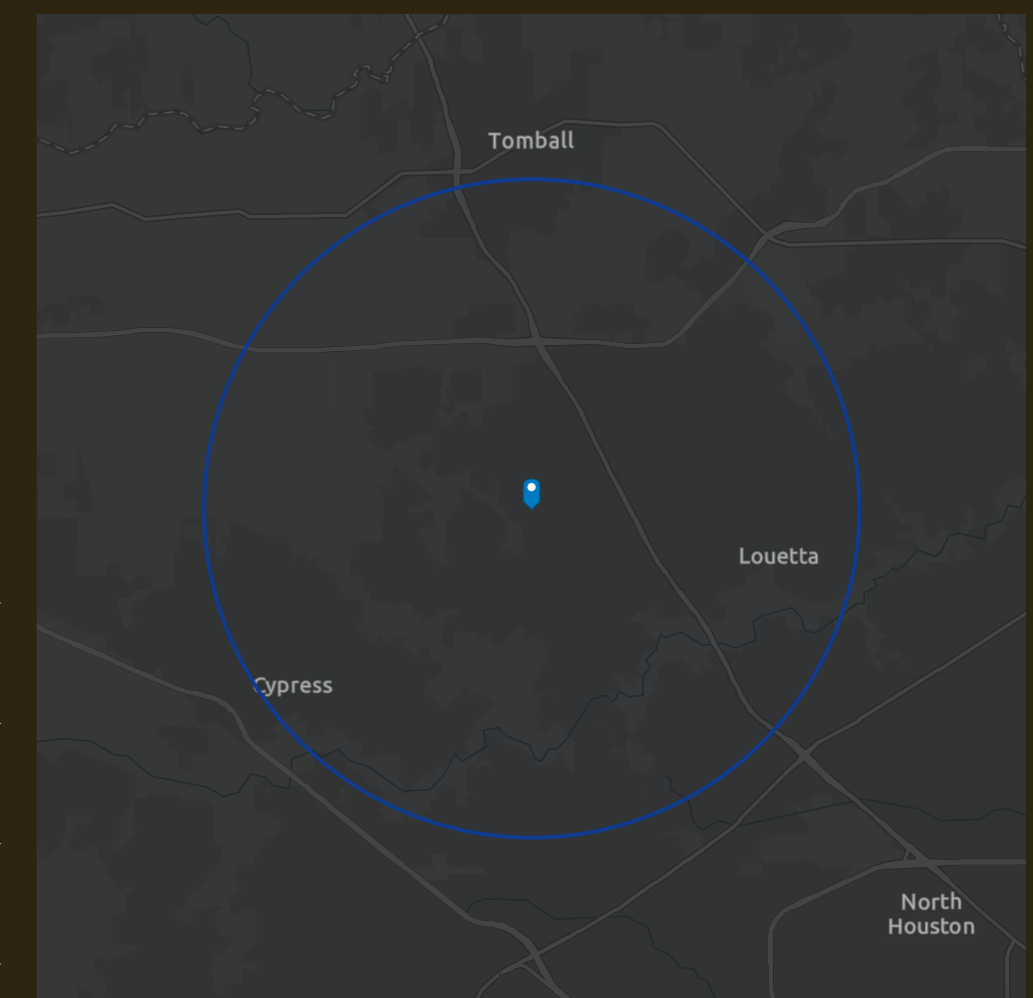
Key Facts



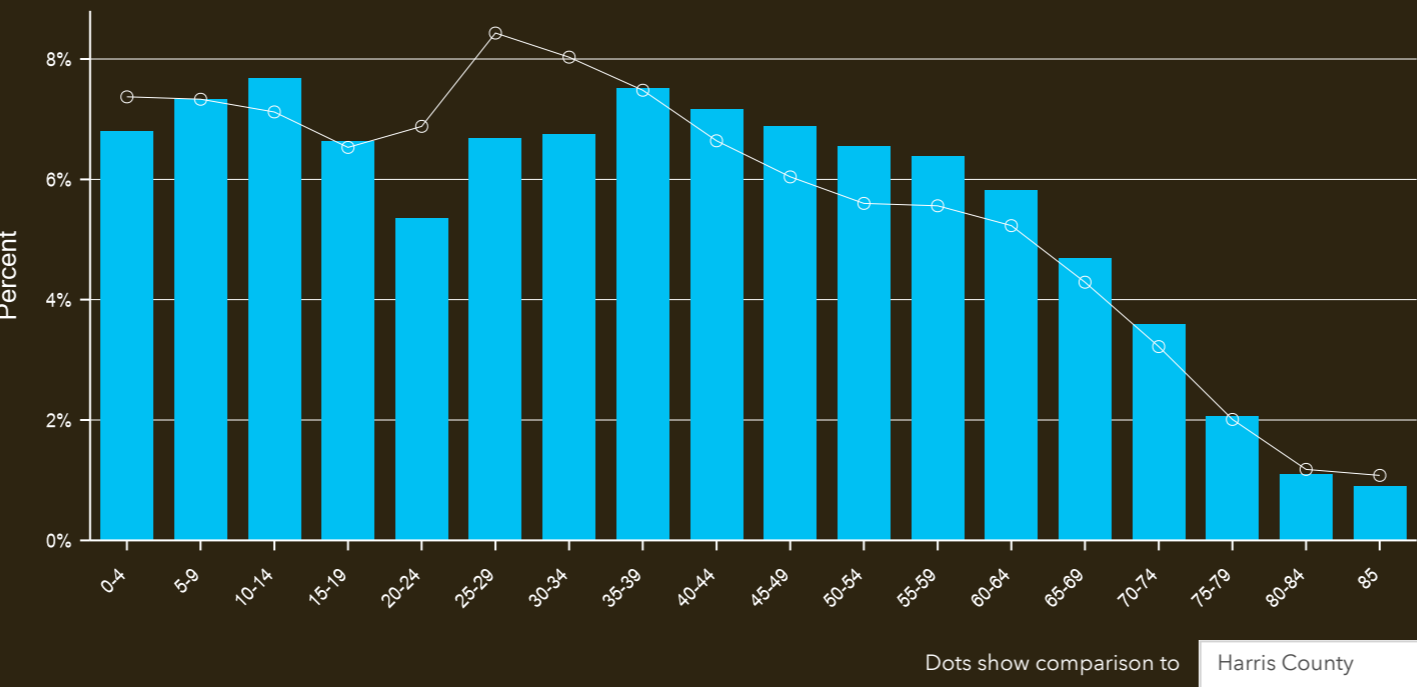
Education



Lakewood Office Condominiums



Age Profile



Households By Income

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\$100,000 - \$149,999	20.6%	+6.5%
\$150,000 - \$199,999	11.9%	+5.2%
\$200,000+	15.0%	+5.9%

Tapestry Segments

	Boomburbs 20,813 households	29.3% of Households
	Up and Coming Families 11,896 households	16.8% of Households
	Bright Young Professionals 10,005 households	14.1% of Households

This infographic contains data provided by Esri. The vintage of the data is 2021.





LifeMode Group: Affluent Estates

Boomburbs



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.



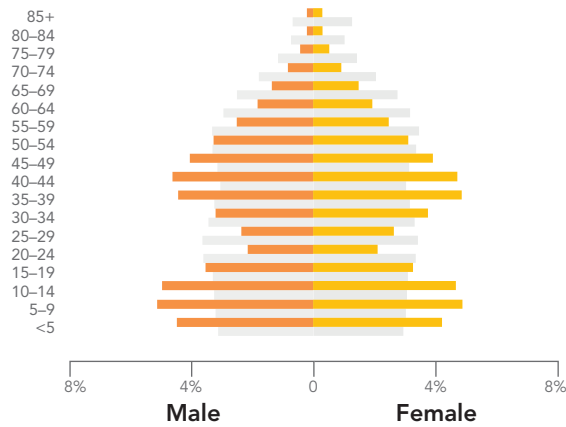
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

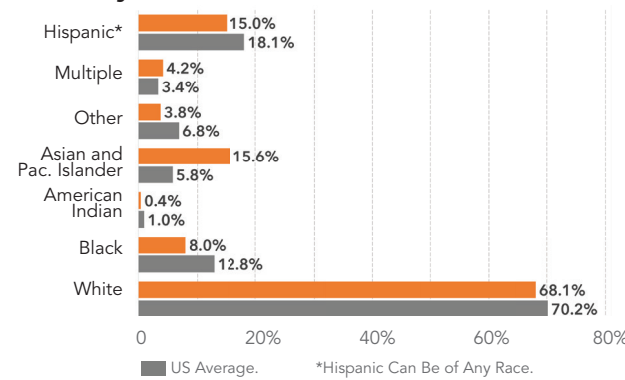
■ Indicates US



RACE AND ETHNICITY (Esri data)

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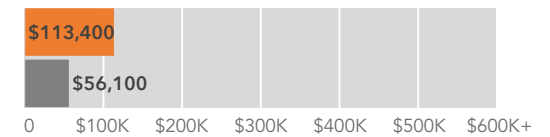
Diversity Index: **63.2** US: 64.0



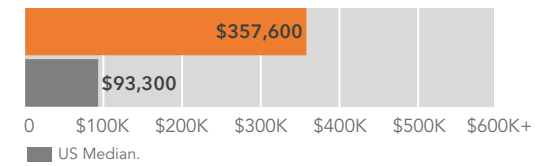
INCOME AND NET WORTH

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

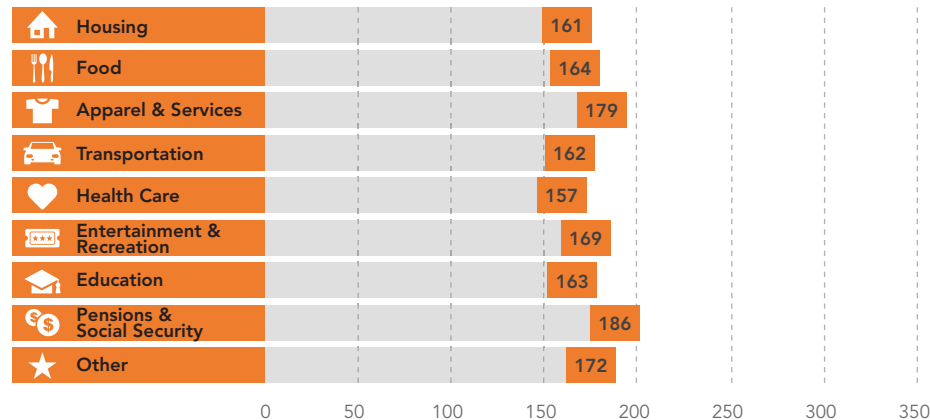


Median Net Worth



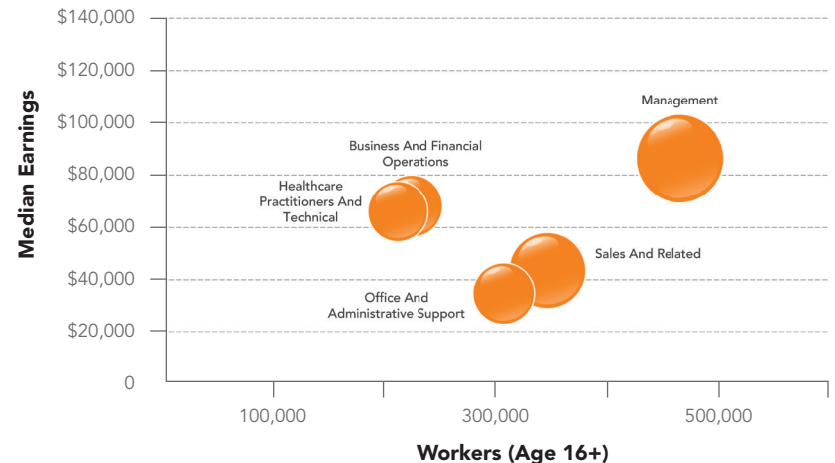
AVERAGE HOUSEHOLD BUDGET INDEX

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.

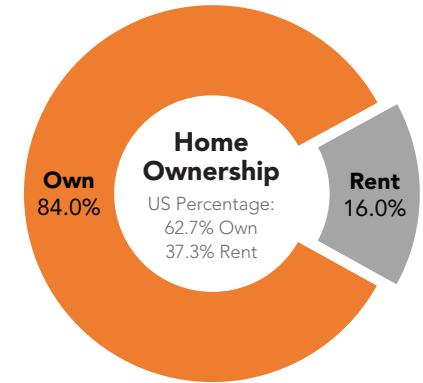
HOUSING

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.



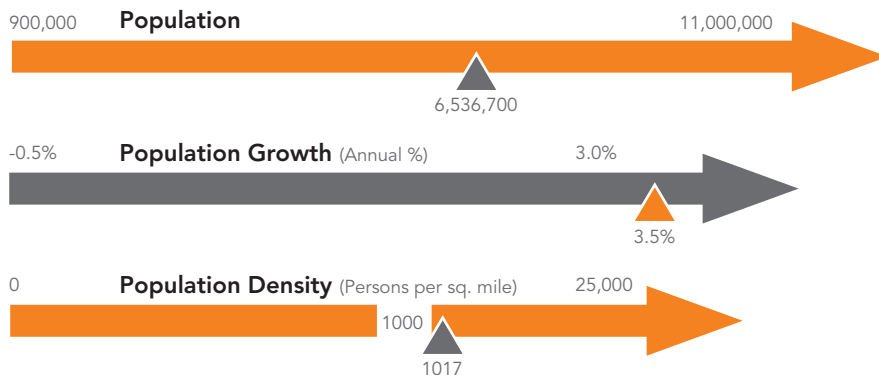
Typical Housing:
Single Family

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



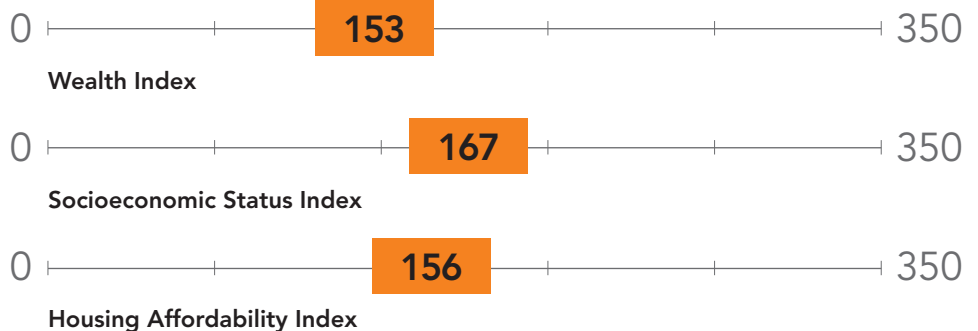
POPULATION CHARACTERISTICS

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.



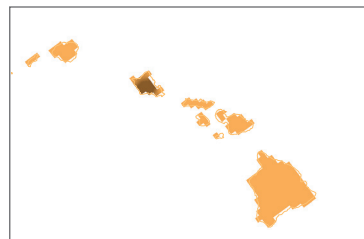
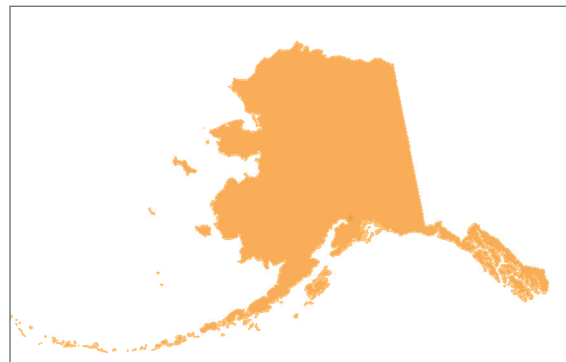
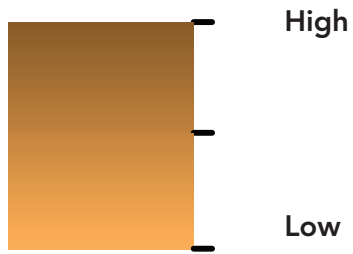
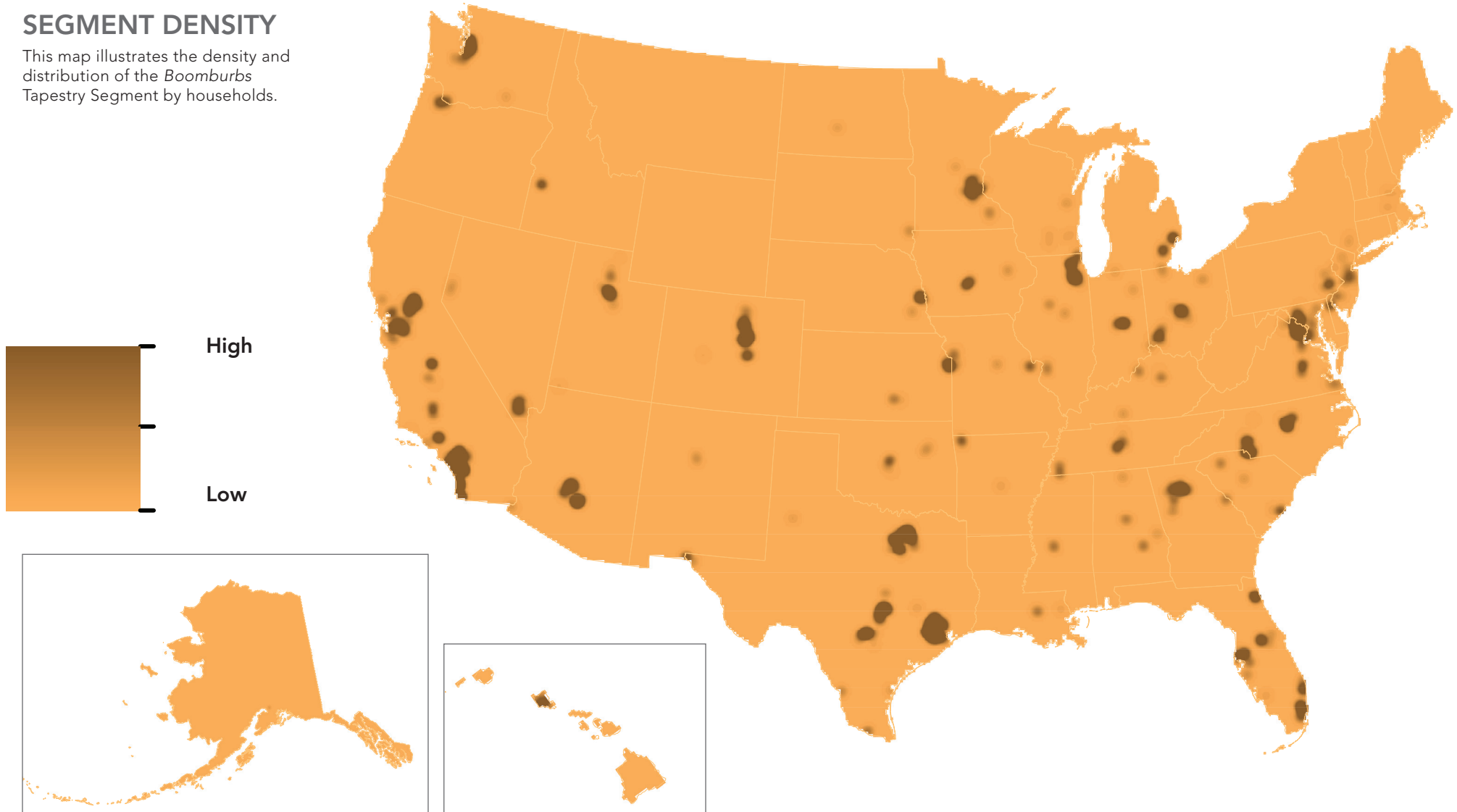


Boomburbs



SEGMENT DENSITY

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



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LifeMode Group: Affluent Estates

Savvy Suburbanites



Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

Savvy Suburbanites residents are well educated, well read, and well capitalized. Families include empty nesters and empty nester wannabes, who still have adult children at home. Located in older neighborhoods outside the urban core, their suburban lifestyle includes home remodeling and gardening plus the active pursuit of sports and exercise. They enjoy good food and wine, plus the amenities of the city's cultural events.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- Married couples with no children or older children; average household size is 2.85.
- 91% owner occupied; 66% mortgaged (Index 160).
- Primarily single-family homes, with a median value of \$362,900 (Index 161).
- Low vacancy rate at 3.8%.

SOCIOECONOMIC TRAITS

- Education: 50.6% college graduates; 77.6% with some college education.
- Low unemployment at 3.5% (Index 65); higher labor force participation rate at 67.9% (Index 109) with proportionately more 2-worker households at 62.2%, (Index 120).
- Well-connected consumers that appreciate technology and make liberal use of it for everything from shopping and banking to staying current and communicating.
- Informed shoppers that do their research prior to purchasing and focus on quality.



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.



LifeMode Group: Affluent Estates

Savvy Suburbanites

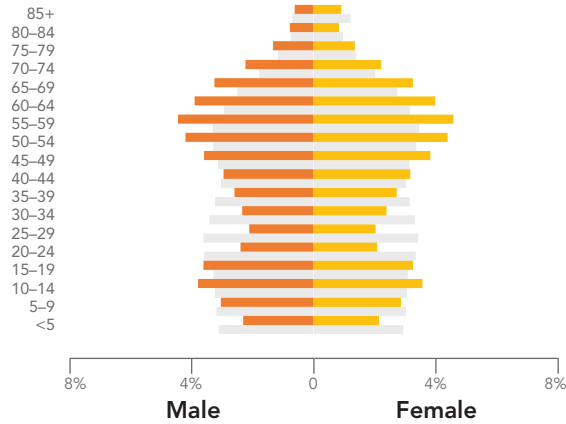


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

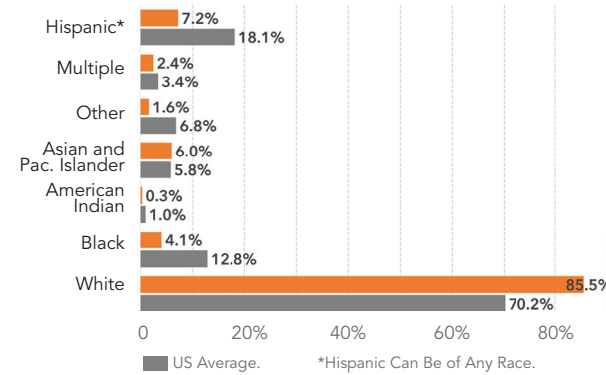
■ Indicates US



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: 36.2 US: 64.0



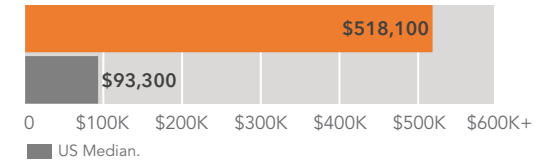
INCOME AND NET WORTH

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

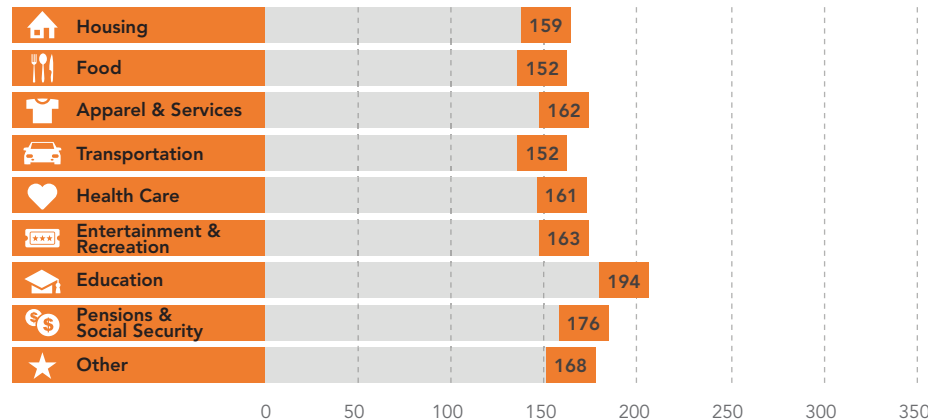


Median Net Worth



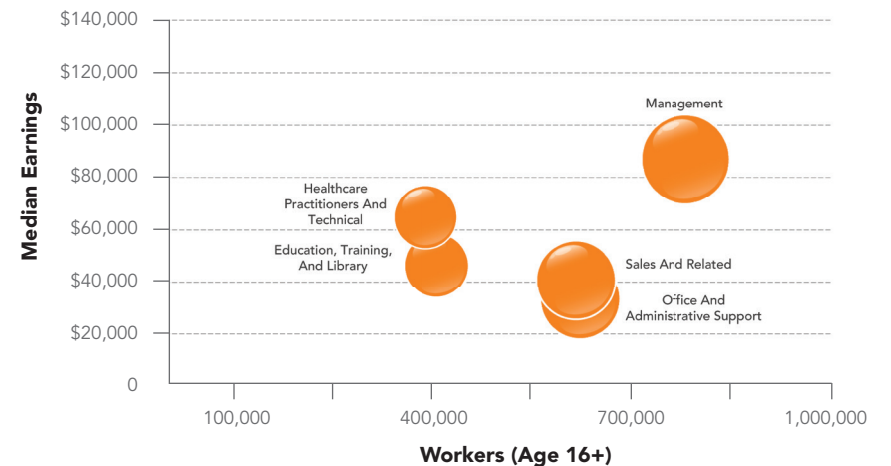
AVERAGE HOUSEHOLD BUDGET INDEX

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)

- Residents prefer late model, family-oriented vehicles: SUVs, minivans, and station wagons.
- Gardening and home remodeling are priorities, usually DIY. Riding mowers and power tools are popular, although they also hire contractors for the heavy lifting.
- There is extensive use of housekeeping and personal care services.
- Foodies: They like to cook and prefer natural or organic products.
- These investors are financially active, using a number of resources for informed investing. They are not afraid of debt; many households carry first and second mortgages, plus home equity credit lines.
- Physically fit, residents actively pursue a number of sports, from skiing to golf, and invest heavily in sports gear and exercise equipment.

HOUSING

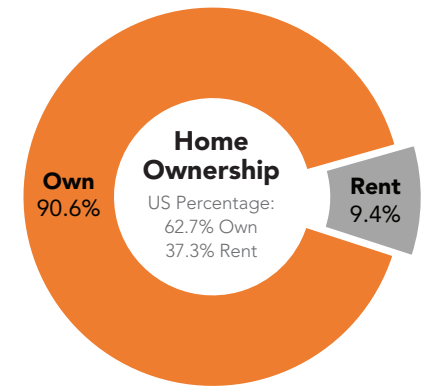
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

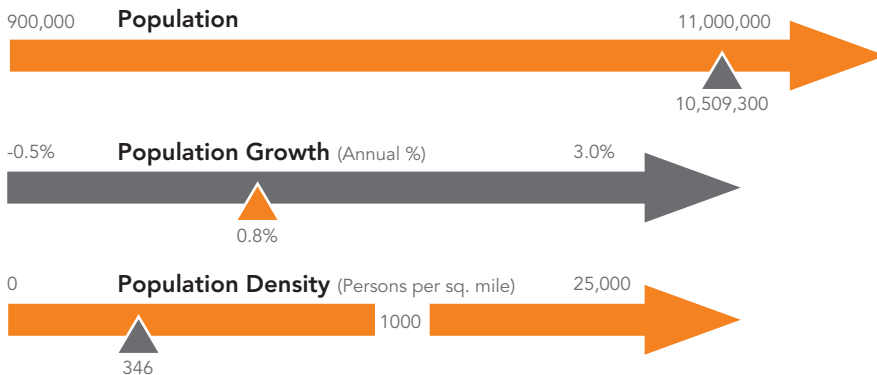
Median Value:
\$362,900

US Median: \$207,300



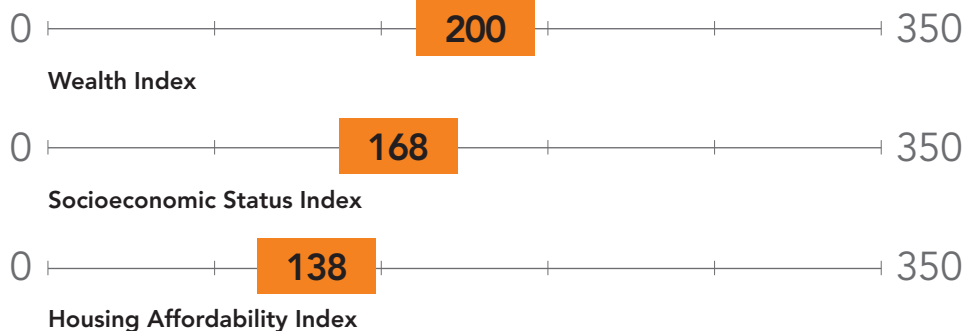
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Affluent Estates

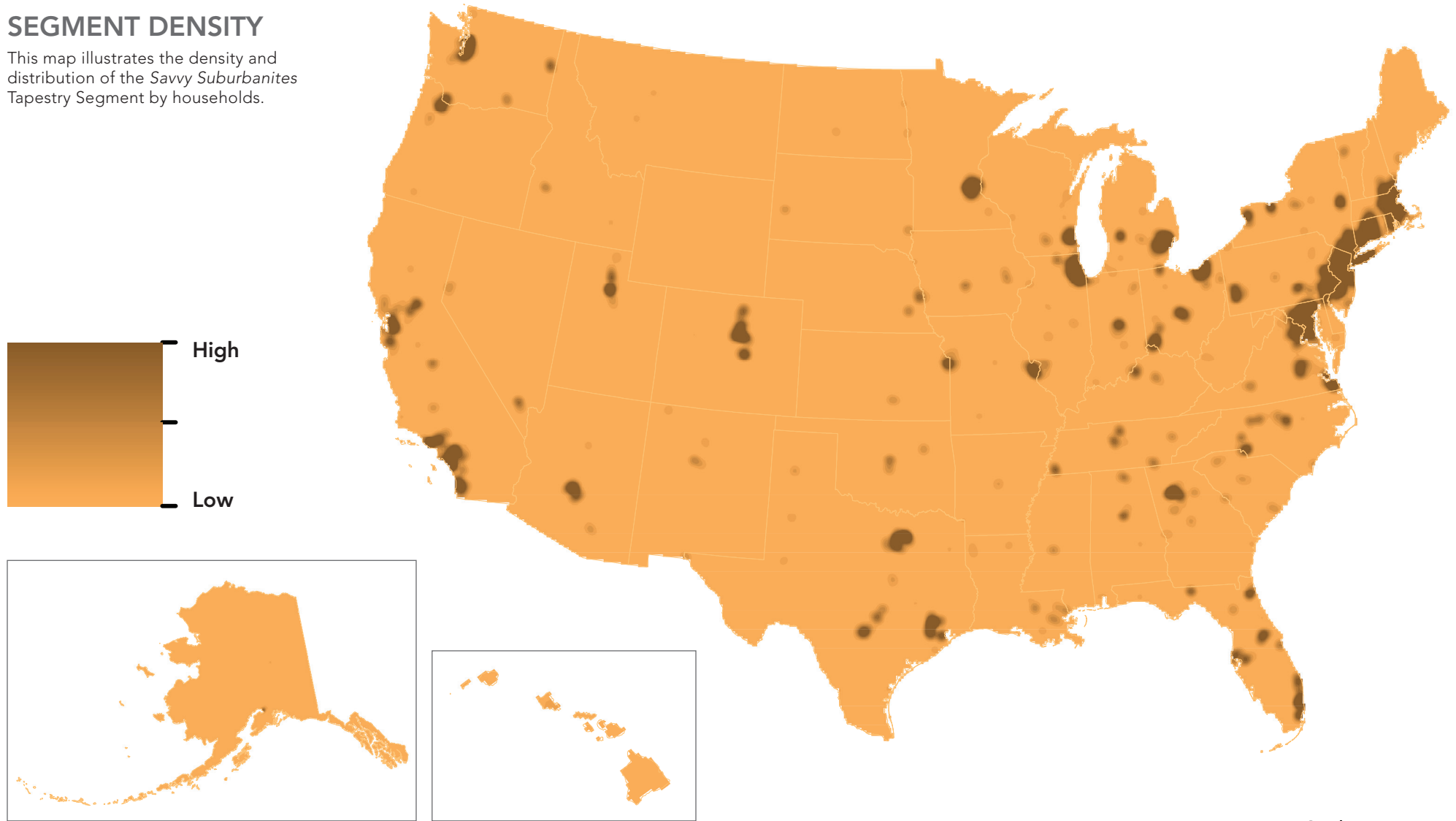
Savvy Suburbanites



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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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.

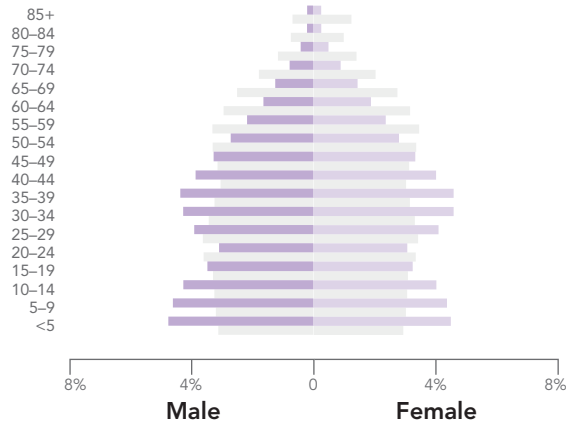
Up and Coming Families



AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

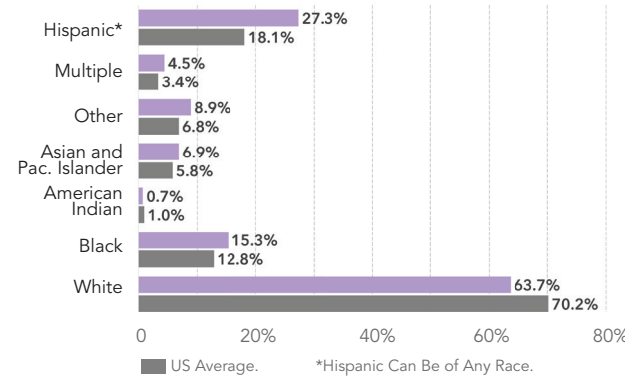
■ Indicates US



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



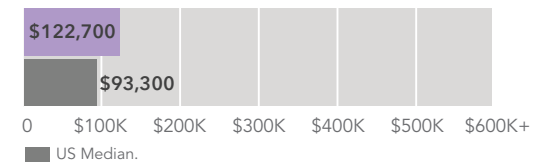
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Median Household Income

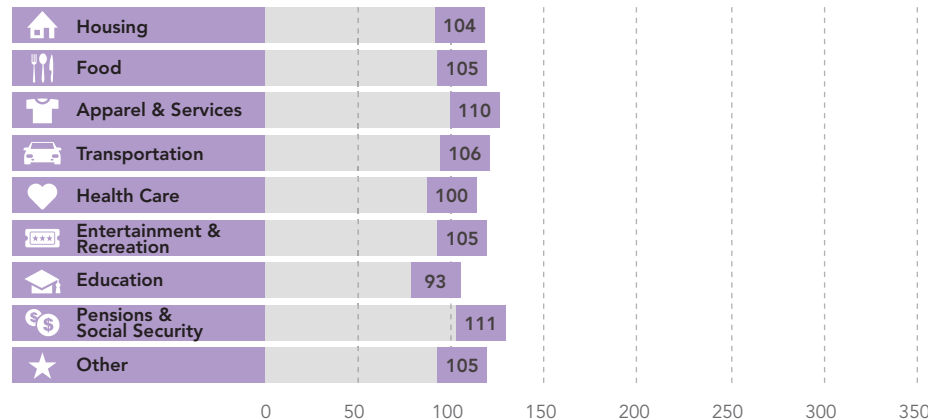


Median Net Worth



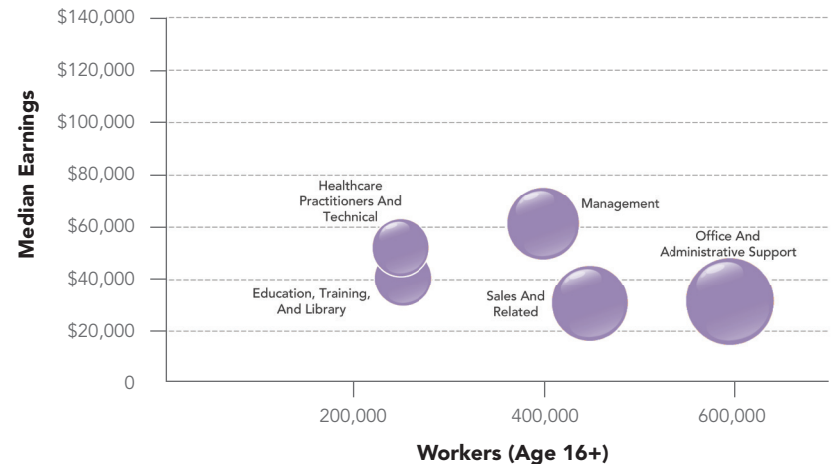
AVERAGE HOUSEHOLD BUDGET INDEX

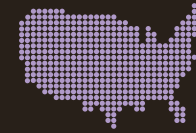
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OCCUPATION BY EARNINGS

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

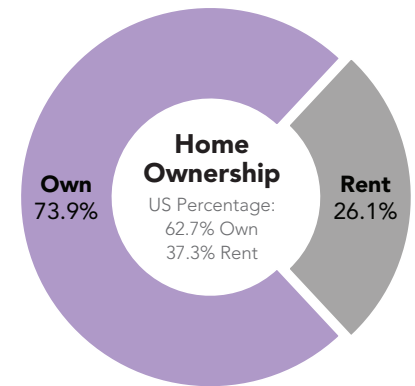
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Typical Housing:
Single Family

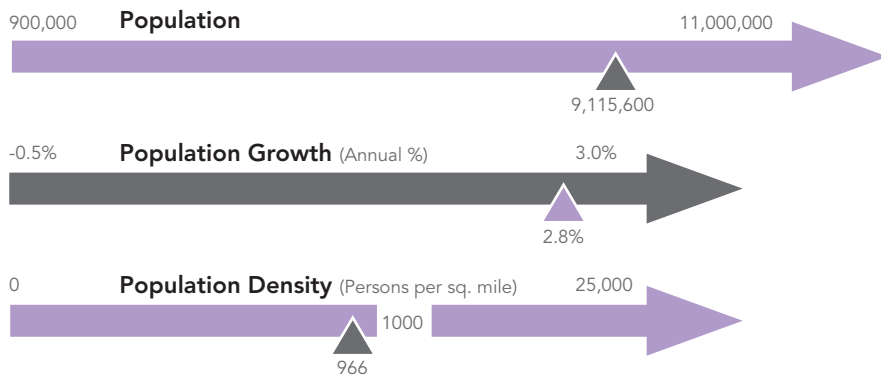
Median Value:
\$194,400

US Median: \$207,300



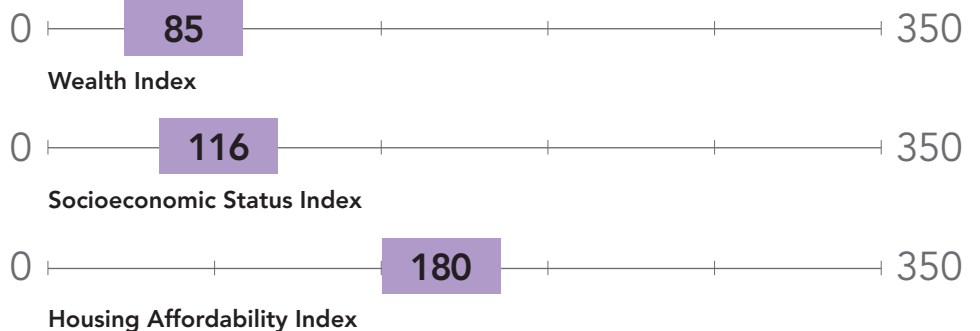
POPULATION CHARACTERISTICS

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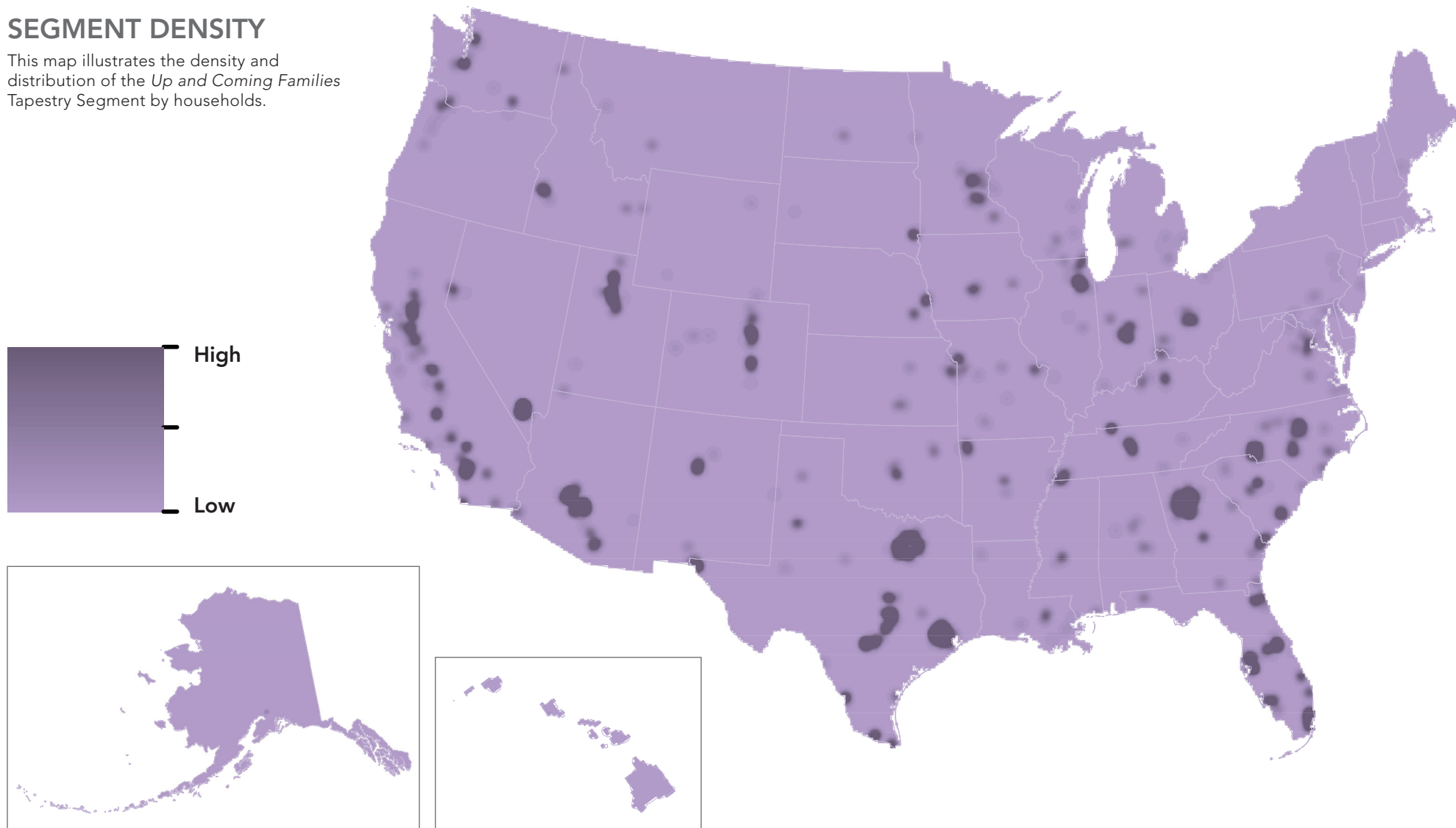


Up and Coming Families



SEGMENT DENSITY

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



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