TheRetailCoach®

10-MINUTE DRIVE TIME PSYCHOGRAPHIC PROFILE

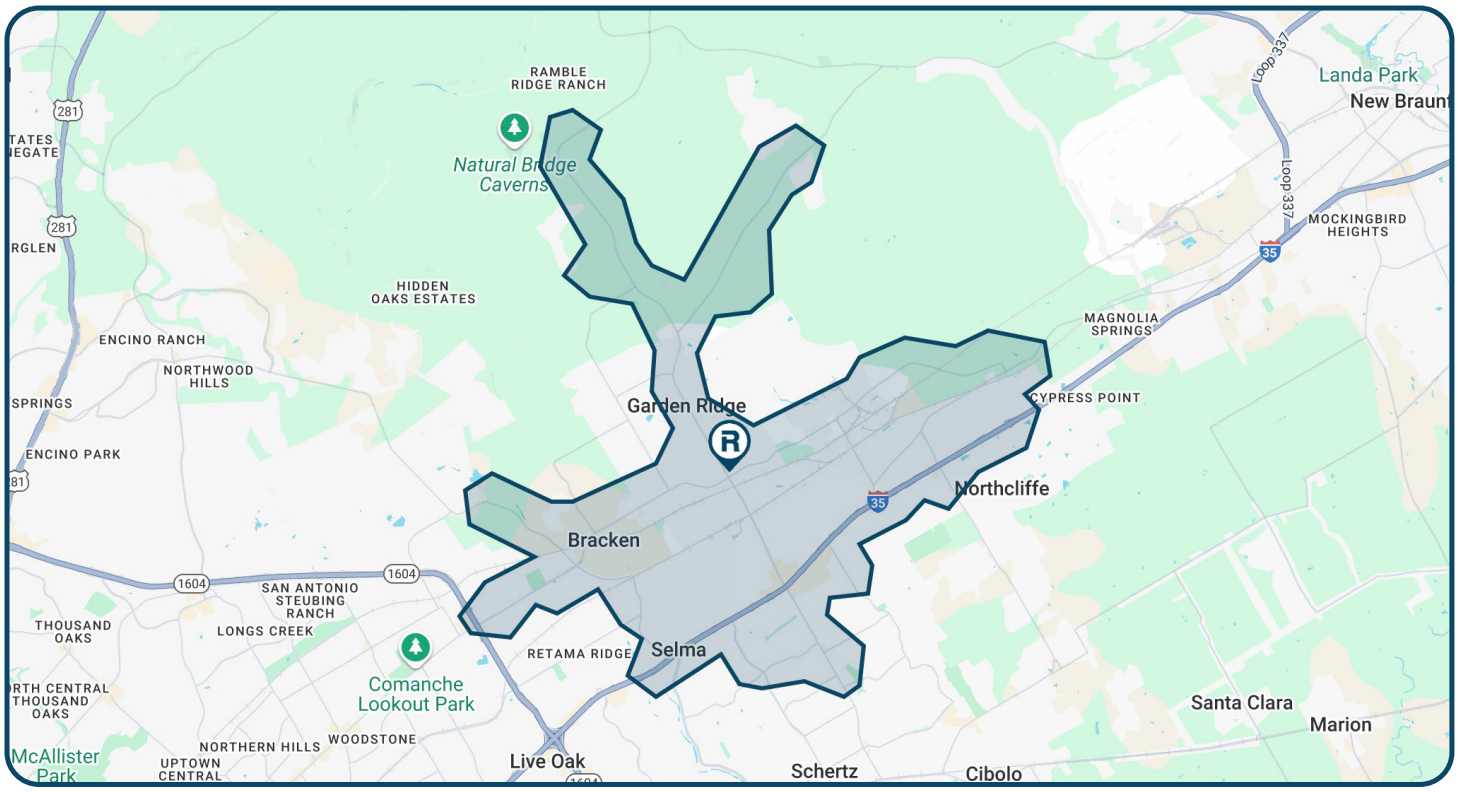
GARDEN RIDGE, TEXAS

PREPARED FOR CITY OF GARDEN RIDGE
JULY 2026

10-Minute Drive Time — Garden Ridge, Texas

DEMOGRAPHIC SNAPSHOT

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Population

2020	20,356
2026	22,609
2031	24,517

Age

0-9 Years	11.27%
10 - 17 Years	11.22%
18 - 24 Years	9.12%
25 - 34 Years	10.88%
35 - 44 Years	14.03%
45 - 54 Years	13.89%
55 - 64 Years	13.01%
65 and Older	16.58%
Median Age	40.48
Average Age	40.06

Educational Attainment (%)

Graduate or Professional Degree	18.31%
Bachelors Degree	29.18%
Associate Degree	10.59%
Some College	20.07%
High School Graduate (GED)	17.53%
Some High School, No Degree	2.79%
Less than 9th Grade	1.53%

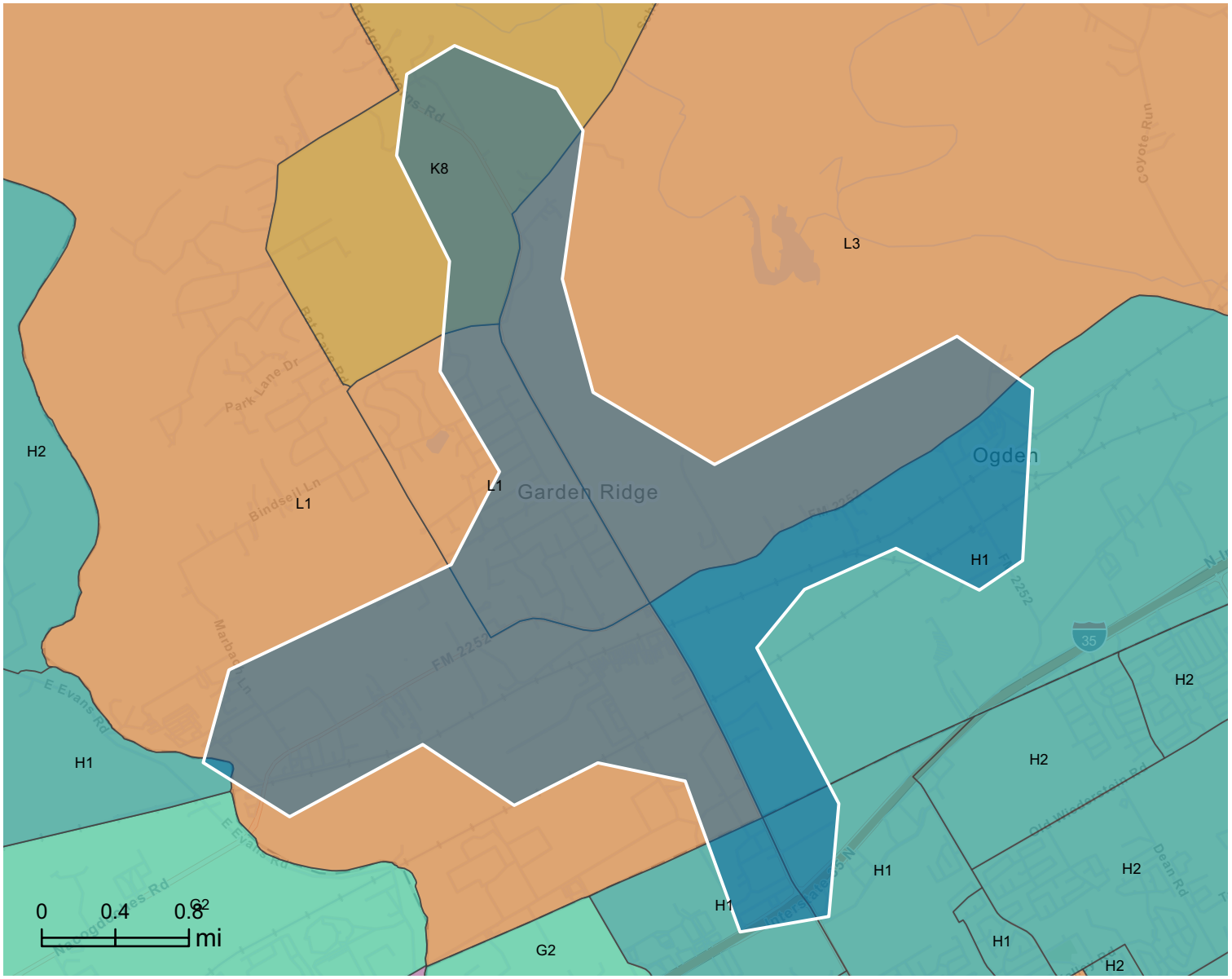
Income

Average HH	$161,636
Median HH	$127,390
Per Capita	$55,968

Race Distribution

White	56.53%
Black/African American	10.97%
American Indian/Alaskan	0.74%
Asian	3.86%
Native Hawaiian/Islander	0.35%
Other Race	6.96%
Two or More Races	20.58%
Hispanic	32.47%
Non-Hispanic	67.53%

PSYCHOGRAPHIC PROFILE



+ A URBAN THREADS
This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children.

+ B: BOOKS AND BOOTS
This group consists largely of individuals in their early to mid-20s, including college students and full-time military families.

+C: METRO VIBES
This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services.

+ D: TECH TRAILBLAZERS
This group consists of working professionals in their mid-30s, many of whom were born outside the U.S.

+ E: COMMUNITY CONNECTIONS
This group consists of a range of households that are often multigenerational, including married couples with or without children, single-parent families, and single individuals living alone.

+ F: URBAN HARMONY
This group consists of households that are often multigenerational and center around married couples with or without children.

+ G: FAMILY FABRIC
This group mainly consists of multigenerational families with children, and household sizes often exceed three members.

+ H: FAMILY PROSPERITY
This group mainly consists of married couples with or without children.

+ I: COUNTRYSCAPES
This group consists of families and residents aged 55 and older.

+ J: MATURE REFLECTIONS
This group consists of typically retired residents aged 55 and older.

+ K: SUBURBAN SHINE
This group consists of residents aged 45 years and older.

+ L: PREMIER ESTATES
This group consists of residents aged 45-64, and many households consist of families.

PSYCHOGRAPHIC PROFILE

LIFEMODE GROUP	LIFEMODE GROUP NAME	OVERVIEW
Group A	Urban Threads	This group mainly consists of individuals in their 30s, including many recent immigrants, single parents, and families with young children. This community also has the largest population of children under 5. Residents live primarily in rental housing in urban centers and suburbs, often in close proximity to jobs, community centers, and public transportation.
Group B	Books and Boots	This group consists largely of individuals in their early to mid-20s, including college students and full-time military families. Mostly unmarried, they often work part-time jobs while pursuing degrees. They typically live in rental housing near college campuses or military bases and move frequently.
Group C	Metro Vibes	This group consists of a mix of families and individuals in their 30s, and there is a notable presence of recent immigrants. Employment is primarily in health care, retail, and food services. Residents typically live in urban rental housing, and some own single-family homes. Home values and rents tend to be below the national average.
Group D	Tech Trailblazers	This group consists of working professionals in their mid-30s, many of whom were born outside the U.S. They live primarily in urban areas, renting multifamily housing in major metropolitan cities. Residents tend to commute using public transportation or have access to remote work options.
Group E	Community Connections	This group consists of a range of households that are often multi-generational, including married couples with or without children, single-parent families, and single individuals living alone. They live in and around urban areas and in the suburbs, often in single-family detached units. Rental prices are among the lowest compared to other groups.
Group F	Urban Harmony	This group consists of households that are often multi-generational and center around married couples with or without children. Neighborhoods tend to be located in and around urban centers. Residents spend a substantial portion of their income on rent or home ownership, and they frequently use public transportation for commuting, running errands, and dining out.
Group G	Family Fabric	This group mainly consists of multi-generational families with children, and household sizes often exceed three members. Marriage rates are lower than average, with many single-parent households or cohabiting families. These residents live primarily in suburban areas with low vacancy rates and limited access to public transportation.
Group H	Family Prosperity	This group mainly consists of married couples with or without children. They live primarily in single-family homes in newer suburban developments, and households typically own multiple vehicles for commuting and accessing entertainment and amenities. Incomes often exceed the national average by a significant margin.
Group I	Countryscapes	This group consists of families and residents aged 55 and older. Typically, individuals are retired, approaching retirement, or working in industries such as manufacturing, construction, and agriculture, and they tend to have long commute times. Housing in this group consists of single-family homes, and there are high rates of vacancy and seasonal living in some communities.
Group J	Mature Reflections	This group consists of residents aged 55 and older. Residents are typically retired and are supported by social security, public assistance, and retirement income. This group primarily consists of single-family homes and assisted living facilities. There is a high prevalence of seasonal living with homes remaining vacant during off seasons.
Group K	Suburban Shine	This group consists of residents aged 45 years and older. Housing is predominantly single-family detached homes built before 2000, and home values tend to be above the national average. Labor force participation is high, with most households earning middle-tier incomes in professions such as social work, skilled trades, health care, and manufacturing. Residents commute alone by car.
Group L	Premier Estates	This group consists of residents aged 45-64, and many households consist of families. Residents are often retired or work from home and are employed in management, finance, technology, and engineering. Net worth is high, and most residents hold a bachelor's or graduate degree. These neighborhoods tend to consist of newly constructed, single-family homes.

PSYCHOGRAPHIC PROFILE

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TAPESTRY SEGMENTATION	2026 HOUSEHOLDS			2026 ADULT POPULATION		
	NUMBER	PERCENT	INDEX	NUMBER	PERCENT	INDEX
Flourishing Families (H1)	3,643	46.8%	1,268	8,251	47.1%	1,207
Savvy Suburbanites (L1)	1,327	17.0%	376	2,992	17.1%	356
Boomburbs (H2)	1,024	13.2%	487	2,471	14.1%	473
Up and Coming Families (G2)	698	9.0%	455	1,372	7.8%	361
Modern Minds (D3)	445	5.7%	296	889	5.1%	286
Top Tier (L3)	392	5.0%	166	918	5.2%	158
Burbs and Beyond (K8)	258	3.3%	117	634	3.6%	128

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor's degree or higher: 31.0%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT D3 - MODERN MINDS

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above $300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

Key statistics

- Median age: 34.6
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $91,039
- Median net worth: $121,498
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $429,764
- Homeownership rate: 41.4%
- Rent burdened households (American Community Survey 2019-2023): 34.5%
- Labor force participation rate: 76.1%
- Unemployment rate: 3.3%

Lifestyle patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT L3 - TOP TIER

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

Key statistics

- Median age: 45.4
- Median household size: 2.84
- Predominant household structure (Census 2020): Married couples
- Median household income: $209,720
- Median net worth: $1,734,059
- Percentage of individuals with completion of a bachelor's degree or higher: 74.7%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $900,134
- Homeownership rate: 90.3%
- Rent burdened households (American Community Survey 2019-2023): 30.7%
- Labor force participation rate: 65.5%
- Unemployment rate: 3.2%

Lifestyle patterns

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners. These individuals often drive high-end vehicles and own vacation homes.
- Residents tend to listen to the radio and read magazines and newspapers, and they use devices to access media.
- They are politically active, participating in fundraising and donating to organizations. International travel is a common occurrence.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K8 - BURBS AND BEYOND

The highest concentrations of these communities are in the West, with additional representation in the South and Northeast. Nearly half of the population is aged 55 or above, and most households are composed of married couples without children. Incomes are typically middle- to upper-tier, and more than three-quarters of households receive retirement or are supported by social security and other forms of public assistance. The rate of self-employment is high, with significant employment in professional fields such as management, sales, and health care. More than half of single-family homes in these areas are valued at $500,000 or more, and they are often located in close proximity to nature and outdoor recreation. Seasonal vacancy rates, more than double the average, suggest the presence of second homes, and households typically own multiple vehicles.

Key statistics

- Median age: 51.1
- Median household size: 2.39
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $119,769
- Median net worth: $779,483
- Percentage of individuals with completion of a bachelor's degree or higher: 53.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $616,472
- Homeownership rate: 84.5%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 57.7%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to go out to fine dining restaurants.
- They spend money on their homes, often undergoing large remodeling projects and ensuring proper maintenance.
- Residents often spend time reading, and a notable portion of the labor force works from home.
- Residents tend to be engaged with their communities through volunteering and voting in local elections, and they participate in outdoor activities.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A1 - INDEPENDENT CITYSCAPES

Members of these communities often reside in the centers of large metropolitan cities in the South and Midwest, with many also living in the suburbs. Households are mainly single individuals, female single parents raising young children, or family households without couples or children. Over half of individuals have never married, and divorce rates are high among those who have. More than half of households earn low-tier incomes, often supported by social security and other forms of public assistance. Most residents are employed at workplaces within a half-hour commute, and driving is the primary means of commuting. Housing units are typically older low-rise and high-rise apartments built before 1990. Rent is low relative to the national average, as are home values.

Key statistics

- Median age: 39.3
- Median household size: 2.06
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $26,555
- Median net worth: $11,809
- Percentage of individuals with completion of a bachelor's degree or higher: 16.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $152,321
- Homeownership rate: 23.6%
- Rent burdened households (American Community Survey 2019-2023): 44.1%
- Labor force participation rate: 46.7%
- Unemployment rate: 10.3%

Lifestyle patterns

- Residents often shop at nearby discount and convenience stores, especially those offering loyalty points.
- Consumers are willing to switch brands to use coupons and buy generic products to save money.
- Radio and TV, including streaming options, are popular sources of sports entertainment. Some opt for reading a paper copy of their local newspaper.
- When in a hurry, they opt for fast food or quick, frozen meals, but they generally prepare homemade meals.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A2 - CITY COMMONS

These neighborhoods are typically located in and around the centers of metropolitan cities in the South and Midwest. This segment is the youngest outside of communities centered on colleges and military facilities, and it ranks highest in the presence of single-parent families as well as children under age 6. Many individuals hold full-time jobs in the service sector, though part-time work is also common. Most households earn low- to middle-tier incomes and are often supported by social security and other forms of public assistance. Neighborhoods typically include a mix of low-rise multiunit dwellings and single-family homes, with more than half built before 1970. Rents are low compared to the national average, though many renters spend over 35 percent of their income on rent and utilities.

Key statistics

- Median age: 29.1
- Median household size: 2.54
- Predominant household structure (Census 2020): Singles living alone; single parents
- Median household income: $27,823
- Median net worth: $11,213
- Percentage of individuals with completion of a bachelor's degree or higher: 12.3%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Urban Vicinity; Suburb
- Median home value: $119,791
- Homeownership rate: 20.4%
- Rent burdened households (American Community Survey 2019-2023): 46.7%
- Labor force participation rate: 53.3%
- Unemployment rate: 12.4%

Lifestyle patterns

- Households frequent nearby discount supermarkets to stock up on quick meals, children's clothing, medicines, and other supplies.
- Consumers occasionally carry a credit card balance to pay for expenses. Common purchases include women's clothing, branded sneakers, watches, and jewelry.
- Individuals maintain a working cell phone for internet access, digital payment services, and staying updated on social media.
- Residents tend to watch cable TV and subscribe to multiple streaming services.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A3 - SOCIAL SECURITY SET

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Key statistics

- Median age: 49.5
- Median household size: 1.69
- Predominant household structure (Census 2020): Singles living alone
- Median household income: $31,425
- Median net worth: $12,979
- Percentage of individuals with completion of a bachelor's degree or higher: 30.4%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $333,286
- Homeownership rate: 16.6%
- Rent burdened households (American Community Survey 2019-2023): 41.0%
- Labor force participation rate: 44.0%
- Unemployment rate: 6.6%

Lifestyle patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A4 - FRESH AMBITIONS

These communities are concentrated in the Mid-Atlantic and Pacific regions, and they comprise large families, including single parents and married or cohabiting couples, often helped by grandparents. About one-third of the population is under 20, and the child dependency ratio is among the highest in the nation. Residents tend to work in skilled and service jobs, and incomes primarily range from low- to middle-tier. These communities' living arrangements vary widely, including smaller multi-family buildings, single-family homes, and row or town-homes, many built before 1950. Despite varied housing types, they tend to share an urban lifestyle, with nearly half residing in urban centers or suburbs. Although average rents are below the national level, many face a high rental burden.

Key statistics

- Median age: 31.3
- Median household size: 2.85
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $41,775
- Median net worth: $14,617
- Percentage of individuals with completion of a bachelor's degree or higher: 12.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $173,878
- Homeownership rate: 29.2%
- Rent burdened households (American Community Survey 2019-2023): 48.8%
- Labor force participation rate: 56.2%
- Unemployment rate: 9.5%

Lifestyle patterns

- Households prioritize affordable shopping, often visiting discount and department stores for everyday needs.
- Baby products are in high demand, and children influence brand choices.
- Residents are active on social media and avid followers of foreign-language programming on TV and radio. Video game–related purchases are common for entertainment.
- Individuals connect with family abroad through instant messaging and video chatting.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A5 - WELCOME WAVES

Neighborhoods in this segment are concentrated in the centers and nearby suburbs of mega metropolises, predominantly in the South and West. These communities are home to many young individuals and families born outside the U.S. Roughly half of families have multiple working adults, and households generally earn low- to middle-tier incomes. Workers tend to be employed in construction, manufacturing, retail, food service, and accommodations jobs, and carpooling, biking, or walking to work is common. Residents primarily live in moderately dense residential areas with mid- to high-rise buildings, most of which were built before 1990. While rental prices are below the national average, rents remain high relative to income.

Key statistics

- Median age: 30.0
- Median household size: 2.94
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $50,427
- Median net worth: $15,862
- Percentage of individuals with completion of a bachelor's degree or higher: 15.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $276,278
- Homeownership rate: 16.0%
- Rent burdened households (American Community Survey 2019-2023): 47.1%
- Labor force participation rate: 70.6%
- Unemployment rate: 5.2%

Lifestyle patterns

- Residents are budget-conscious and prioritize spending on necessities such as clothing, shoes, and medical care for their children.
- Households often purchase used cars and perform their own maintenance.
- Residents rely on their phones for internet access and video calls.
- Individuals save money for regular visits to family abroad.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A6 - YOUNG AND RESTLESS

These communities are predominantly composed of young residents living in and around urban centers in mega metropolitan areas in the South, Midwest, and West. Many householders are under 35 and live alone, with roommates, or as cohabiting couples without children. Neighborhoods are culturally diverse with a significant portion of the population born outside the U.S. Many residents hold a bachelor's degree or are currently enrolled in college. This segment has one of the highest labor force participation rates in the country, and the majority of residents earn middle-tier incomes. Residents tend to be highly mobile, frequently relocating for housing and employment opportunities. Housing is primarily located away from the main downtown area in small multifamily apartments or high-rise buildings, and most workers have short commutes.

Key statistics

- Median age: 31.4
- Median household size: 1.98
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $56,258
- Median net worth: $14,694
- Percentage of individuals with completion of a bachelor's degree or higher: 37.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $287,356
- Homeownership rate: 4.9%
- Rent burdened households (American Community Survey 2019-2023): 40.2%
- Labor force participation rate: 76.1%
- Unemployment rate: 4.3%

Lifestyle patterns

- Consumers frequent convenience stores and often grab fast food or order in.
- They maintain essential auto and renter's insurance but may forgo health insurance if not provided by their employer.
- Residents spend time playing video games and on social media, and they rely on the internet for streaming services, shopping, tax preparation, and job applications.
- Individuals tend to visit urgent care centers instead of scheduling regular medical appointments.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B1 - DORMS TO DIPLOMAS

These neighborhoods are found in the centers and suburbs of metropolitan areas, with a notable presence in cities of 100,000 to 500,000 people. The residents in this segment represent the youngest demographic among all Tapestry segments. They are pursuing bachelor's and graduate degrees, and they are mostly unmarried and in their late teens to early 20s. Part-time employment in service occupations is common, and employment varies widely, including government, education, food and accommodation, service, and retail sectors. Housing for this segment is a blend of on-campus and off-campus living. Most reside in multiunit buildings with five or more units, such as dormitories or apartments, featuring a mix of old and new housing.

Key statistics

- Median age: 21.8
- Median household size: 2.03
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $29,081
- Median net worth: $9,563
- Percentage of individuals with completion of a bachelor's degree or higher: 58.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $332,446
- Homeownership rate: 7.0%
- Rent burdened households (American Community Survey 2019-2023): 58.2%
- Labor force participation rate: 44.5%
- Unemployment rate: 7.8%

Lifestyle patterns

- Residents tend to choose generic brands and environmentally friendly budget products. They often visit convenience stores for snacks.
- Socially active, they tend to go out to movies, bars, beaches, and theme parks, often opting for fast food or take-out.
- Individuals are active on social media and play video games, frequently purchasing consoles and accessories. Podcasts, music services, and dating apps are popular.
- They are passionate sports fans and participate in various team and individual sports. They also attend professional games and follow their favorite teams on TV.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B2 - COLLEGE TOWNS

Communities in this segment are spread across the country and are most often located in and around city centers and in the suburbs. Neighborhoods are frequently located in the largest metropolitan areas, but there is a significant presence in smaller cities of 100,000 to 250,000 people. These residents are a mix of students and individuals affiliated with universities. Actively enrolled students constitute nearly half of the population, with many having recently moved to the U.S. Nearly half of the population holds a bachelor's or graduate degree. Part-time work is common, often within biking or walking distance, in jobs linked to colleges or supporting industries like food service and accommodations. Rates of government employment are also high. Around three-quarters of residents are renters, and on-campus and multifamily housing is typical.

Key statistics

- Median age: 24.6
- Median household size: 2.07
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $46,253
- Median net worth: $13,771
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $293,431
- Homeownership rate: 25.3%
- Rent burdened households (American Community Survey 2019-2023): 47.0%
- Labor force participation rate: 60.5%
- Unemployment rate: 5.4%

Lifestyle patterns

- 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

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B3 - MILITARY PROXIMITY

These small communities are typically located in suburban regions near military facilities, with the highest concentrations in the South and West. This segment primarily consists of young, married couples, with or without children, as well as nonfamily and single-parent households. Many in this segment are affiliated with the military and work full-time. Government and federal employment rank higher than in any other segment. Many have completed some college or earned an associate degree; the proportion of individuals with bachelor's or graduate degrees is relatively low. Residents tend to move frequently and rent subsidized housing in relatively new developments. The daytime population is significantly higher than the national average due to the presence of armed forces personnel both on and off bases.

Key statistics

- Median age: 22.9
- Median household size: 3.06
- Predominant household structure (Census 2020): Married couples with kids
- Median household income: $71,464
- Median net worth: $17,514
- Percentage of individuals with completion of a bachelor's degree or higher: 34.7%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $376,119
- Homeownership rate: 3.2%
- Rent burdened households (American Community Survey 2019-2023): 42.6%
- Labor force participation rate: 20.7%
- Unemployment rate: 6.0%

Lifestyle patterns

- Common purchases include products for babies and children.
- The lifestyles of these residents are predominantly family-focused. They allocate more spending to video games than any other form of entertainment.
- At home, they stream movies, watch sports, play board games, and read.
- Residents lead highly active lifestyles, participating in a variety of outdoor activities. They also tend to visit museums, zoos, and movie theaters.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C1 - SINGLE THRIFTIES

Residents in this segment mostly live in or near large and midsized metropolitan areas in the Midwest and South. They are predominantly in their 20s and 30s, with households comprising singles, couples without children, and nonfamily members. These neighborhoods experience moderate growth and high mobility. A notable portion are recent immigrants. One in three individuals have completed high school, and another third are pursuing higher education, often supported by part-time jobs. Most live alone, renting property in duplexes and small apartment complexes built before 1990. They pay below the national average for rent. Employment is prevalent in retail, health, food service, and manufacturing industries. Commutes are short and workers often drive alone, but many also carpool, bike, or walk to work.

Key statistics

- Median age: 37.0
- Median household size: 2.09
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $47,084
- Median net worth: $24,708
- Percentage of individuals with completion of a bachelor's degree or higher: 24.2%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $174,373
- Homeownership rate: 35.7%
- Rent burdened households (American Community Survey 2019-2023): 39.1%
- Labor force participation rate: 62.8%
- Unemployment rate: 5.9%

Lifestyle patterns

- Residents shop for deals nearby, prioritizing generic brands over brand-name foods if they are less expensive. Online shopping is less common.
- Large out-of-pocket vehicle purchases are rare; most vehicles are purchased used with a loan.
- Residents are likely to own a smartphone and purchase TVs and gaming systems. They follow professional sports on radio and television, and social media use is prevalent.
- Residents tend to cook meals at home as well as frequent fast food restaurants.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C2 - KIDS AND KIN

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key statistics

- Median age: 33.3
- Median household size: 2.57
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $50,960
- Median net worth: $28,927
- Percentage of individuals with completion of a bachelor's degree or higher: 20.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $201,173
- Homeownership rate: 39.2%
- Rent burdened households (American Community Survey 2019-2023): 45.2%
- Labor force participation rate: 65.8%
- Unemployment rate: 6.9%

Lifestyle patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C3 - METRO FUSION

These neighborhoods are concentrated in densely populated metropolitan areas of between 500,000 and 2.5 million people. This is a highly mobile population that frequently moves within the same area. Household structure varies widely, from young householders under the age of 35 with preschool-aged children to renters living alone or as couples without children. More than half of this segment is either in college or holds an associate degree or higher; they earn middle-tier incomes in the retail, health care, and food service sectors. They live in mid- to high-rise multifamily structures or older homes valued under $300,000; some occupy single-family homes. Households generally own at least one car, typically a used vehicle, and commute times are typically under half an hour.

Key statistics

- Median age: 32.8
- Median household size: 2.20
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $55,443
- Median net worth: $22,480
- Percentage of individuals with completion of a bachelor's degree or higher: 29.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $242,615
- Homeownership rate: 24.4%
- Rent burdened households (American Community Survey 2019-2023): 41.1%
- Labor force participation rate: 73.3%
- Unemployment rate: 4.5%

Lifestyle patterns

- Individuals tend to shop close to home, picking up groceries at neighborhood stores. Younger residents often opt for fast food, relying on app-based delivery services.
- These individuals often use electronic coupons, loyalty rewards, and conduct job searches online. Households tend to purchase used vehicles.
- They listen to music, watch TV, and shop online for household necessities. Social media usage is common for entertainment and staying in touch with friends and family.
- They often cook meals at home and visit urgent care centers for medical needs.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C4 - FAMILY FOUNDATIONS

Residents in this segment reside largely in suburbs in the South, and many commute to another county for work. Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. Adult children living with their parents are not uncommon; there is a higher rate of multigenerational households. There are more female than male householders. Many residents have some college education, though high school completion rates are lower than the national average. Most households earn middle-tier incomes and employment is largely in government, health care, and retail sectors. Social security and other forms of public assistance are key sources of support. Residents typically own homes built before 1990, with most valued under $200,000.

Key statistics

- Median age: 41.0
- Median household size: 2.50
- Predominant household structure (Census 2020): Married couples; singles living alone; singles with relatives
- Median household income: $58,089
- Median net worth: $131,285
- Percentage of individuals with completion of a bachelor's degree or higher: 23.2%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $183,266
- Homeownership rate: 65.6%
- Rent burdened households (American Community Survey 2019-2023): 42.0%
- Labor force participation rate: 58.9%
- Unemployment rate: 7.2%

Lifestyle patterns

- These residents tend to shop at discount stores.
- Residents frequently visit nail salons and purchase hair care products for home use.
- Households tend to have multiple TVs and subscribe to premium channels. They opt for newspapers over digital media, and many maintain a landline at home.
- Religion often influences various aspects of these residents' lives, including listening to gospel and faith-centered music genres.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT H1 - FLOURISHING FAMILIES

Members of these communities reside mostly in lower-density, rapidly growing suburbs in the South and Midwest. Most householders are between the ages of 35 and 64, and households are mainly comprised of large families with children. Marriage rates are high. Members of this segment are often employed in professional roles and earn middle-tier incomes. Many are self-employed, and some households support their earnings with interest, dividends, or rental properties. Available housing is predominantly composed of single-family units built in the 1990s and 2000s, with home values and rents that mirror national averages. The rate of new development is notably higher here than in most other regions. Many households have multiple vehicles, and long commutes are common.

Key statistics

- Median age: 39.0
- Median household size: 2.80
- Predominant household structure (Census 2020): Married couples
- Median household income: $111,751
- Median net worth: $499,190
- Percentage of individuals with completion of a bachelor's degree or higher: 40.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $379,560
- Homeownership rate: 85.2%
- Rent burdened households (American Community Survey 2019-2023): 31.1%
- Labor force participation rate: 69.4%
- Unemployment rate: 3.1%

Lifestyle patterns

- For in-store shopping, they frequent large retail hardware and hobby stores, while online shopping caters to a variety of household, children, pet, and personal items.
- Residents prioritize spending on medical, auto, and life insurance, as well as retirement planning. Pickup trucks and SUVs are common vehicle choices.
- They often play board games and read books.
- Residents tend to travel domestically.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT L1 - SAVVY SUBURBANITES

These neighborhoods tend to be concentrated in New England and the Mid-Atlantic. Some couples have children who have grown up and left the house, and around a quarter still have kids at home. Residents work in professional fields such as management and finance. The combined wages of both spouses position these families solidly in the middle to upper income tiers. Investments, retirement income, and valuable properties also contribute to the high net worth of households commonly found in these neighborhoods. Residents in this segment gravitate toward suburban communities, which include both newly developed and well-established areas, within major metropolitan areas. Nearly all homes are single-family and owner-occupied, with very few rental properties available, and most homes were built between 1970 and 2000.

Key statistics

- Median age: 44.0
- Median household size: 2.72
- Predominant household structure (Census 2020): Married couples
- Median household income: $139,696
- Median net worth: $915,346
- Percentage of individuals with completion of a bachelor's degree or higher: 53.3%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $471,521
- Homeownership rate: 90.9%
- Rent burdened households (American Community Survey 2019-2023): 27.6%
- Labor force participation rate: 68.0%
- Unemployment rate: 2.9%

Lifestyle patterns

- Residents frequently use credit cards, and they seldom have outstanding monthly balances.
- They tend to invest a significant amount of resources on home improvement and landscaping. Residents have a variety of investment and retirement accounts.
- Households tend to have access to cell phones and the internet to stay connected.
- Residents tend to engage with their communities through fundraising and local politics. Vacation destinations often include beaches and national parks.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT H2 - BOOMBURBS

These neighborhoods are primarily located in the suburbs of metropolitan areas with populations exceeding 500,000, mainly in the South and West. Most members of the segment are between 25 and 54, with an overall population that is young; nearly a third are under the age of 18. Married couples with or without children are prevalent in this segment. Household incomes are predominantly upper tier, and workers are frequently employed full time in fields including government, management, sales, business, and finance. They reside in newer single-family homes, typically constructed in 2000 or later. More than half of the homes are valued between $300,000 and $500,000. Nearly a third of households own three or more vehicles.

Key statistics

- Median age: 34.5
- Median household size: 3.12
- Predominant household structure (Census 2020): Married couples
- Median household income: $131,202
- Median net worth: $539,415
- Percentage of individuals with completion of a bachelor's degree or higher: 49.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $462,376
- Homeownership rate: 82.9%
- Rent burdened households (American Community Survey 2019-2023): 33.2%
- Labor force participation rate: 71.8%
- Unemployment rate: 3.0%

Lifestyle patterns

- Residents tend to shop at club stores and make purchases using online platforms.
- Spending centers around children, including clothing, medicine, toys, and entertainment. Residents pay for garden maintenance, home cleaning, and pet care services.
- They tend to purchase internet-connectable televisions, all-in-one printers, home security systems, smart thermostats, and lighting systems.
- Individuals engage in regular exercise, eat organic foods, and spend time hiking and reading. They travel frequently, both domestically and internationally.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT G2 - UP AND COMING FAMILIES

Residents in this segment tend to live in suburban neighborhoods in the South, particularly in Texas, Georgia, Florida, and North Carolina. These are large, young families in a variety of household structures: married couples, both with and without children, make up about half of the households, with significant numbers of single-parent households, cohabiting couples with kids, and multigenerational families. Nearly one in three members of this segment hold a bachelor's or graduate degree. Key employment sectors include health care, retail, education, manufacturing, and construction. There are many first-time homebuyers, and homeowners outnumber renters. Approximately half of homes in this segment were constructed in the last 5 to 10 years. Residents often commute longer distances, frequently outside their county of residence.

Key statistics

- Median age: 33.6
- Median household size: 3.02
- Predominant household structure (Census 2020): Married couples
- Median household income: $89,093
- Median net worth: $247,071
- Percentage of individuals with completion of a bachelor's degree or higher: 31.0%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $315,564
- Homeownership rate: 73.1%
- Rent burdened households (American Community Survey 2019-2023): 38.5%
- Labor force participation rate: 70.0%
- Unemployment rate: 4.1%

Lifestyle patterns

- Households frequently use coupons for cleaning products, toiletries, and cosmetics.
- These residents tend to spend money on their children, pets, and homes. They often visit movie theaters, zoos, aquariums, and theme parks.
- They often install the latest technology, including smart home devices, TVs, and video game systems.
- These residents often carry mortgages and credit card balances and tend to seek financial advice from others.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT D3 - MODERN MINDS

This fast-growing segment is primarily located just outside downtown sections of large cities or in nearby suburbs. Residents are mostly in the 25 to 44 age range, and nearly half of individuals aged 25 and older hold a bachelor's degree. The segment has grown due to recent immigration, adding to the notable population of individuals born outside the U.S. already living here. Key employment sectors include health care, technology, retail, education, and manufacturing, and incomes often fall in the upper tier. The segment is a mix of homeowners and renters, residing in both single-family and multifamily units. Homes are generally newer, and two-thirds of owned homes are valued above $300,000. Households typically own multiple vehicles. While many have the option to work from home, most commute by car.

Key statistics

- Median age: 34.6
- Median household size: 2.37
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $91,039
- Median net worth: $121,498
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $429,764
- Homeownership rate: 41.4%
- Rent burdened households (American Community Survey 2019-2023): 34.5%
- Labor force participation rate: 76.1%
- Unemployment rate: 3.3%

Lifestyle patterns

- Consumers tend to place orders online from warehouse clubs and department stores.
- These residents spend money on clothing, travel, and dining out, including fast food.
- Social media is commonly used for sharing photos and videos, professional networking, and following favorite brands, sports, and hobbies.
- Individuals tend to explore new exercise and diet regimes and often opt for active vacations.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT L3 - TOP TIER

The concentration of neighborhoods in this segment is particularly high in New England, the Mid-Atlantic, and the Pacific. Residents of this segment reside in suburban neighborhoods within the largest metropolitan areas. Nearly half of householders are between the ages of 45 and 64, and households are primarily married couples with or without children living at home. Many families send their children to private K-12 schools. Approximately three-quarters of residents hold undergraduate or graduate degrees, and they typically hold positions as executives, professionals, or business owners. A growing number of workers in this segment work from home. This segment has the highest net worth among all segments. Neighborhoods are almost exclusively composed of single-family homes.

Key statistics

- Median age: 45.4
- Median household size: 2.84
- Predominant household structure (Census 2020): Married couples
- Median household income: $209,720
- Median net worth: $1,734,059
- Percentage of individuals with completion of a bachelor's degree or higher: 74.7%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $900,134
- Homeownership rate: 90.3%
- Rent burdened households (American Community Survey 2019-2023): 30.7%
- Labor force participation rate: 65.5%
- Unemployment rate: 3.2%

Lifestyle patterns

- Residents tend to shop at upscale retailers and frequent fine dining restaurants.
- They hire personal services such as financial planners, personal chefs, and gardeners. These individuals often drive high-end vehicles and own vacation homes.
- Residents tend to listen to the radio and read magazines and newspapers, and they use devices to access media.
- They are politically active, participating in fundraising and donating to organizations. International travel is a common occurrence.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT K8 - BURBS AND BEYOND

The highest concentrations of these communities are in the West, with additional representation in the South and Northeast. Nearly half of the population is aged 55 or above, and most households are composed of married couples without children. Incomes are typically middle- to upper-tier, and more than three-quarters of households receive retirement or are supported by social security and other forms of public assistance. The rate of self-employment is high, with significant employment in professional fields such as management, sales, and health care. More than half of single-family homes in these areas are valued at $500,000 or more, and they are often located in close proximity to nature and outdoor recreation. Seasonal vacancy rates, more than double the average, suggest the presence of second homes, and households typically own multiple vehicles.

Key statistics

- Median age: 51.1
- Median household size: 2.39
- Predominant household structure (Census 2020): Married couples with no kids
- Median household income: $119,769
- Median net worth: $779,483
- Percentage of individuals with completion of a bachelor's degree or higher: 53.2%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $616,472
- Homeownership rate: 84.5%
- Rent burdened households (American Community Survey 2019-2023): 39.0%
- Labor force participation rate: 57.7%
- Unemployment rate: 3.4%

Lifestyle patterns

- Residents tend to go out to fine dining restaurants.
- They spend money on their homes, often undergoing large remodeling projects and ensuring proper maintenance.
- Residents often spend time reading, and a notable portion of the labor force works from home.
- Residents tend to be engaged with their communities through volunteering and voting in local elections, and they participate in outdoor activities.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A1 - INDEPENDENT CITYSCAPES

Members of these communities often reside in the centers of large metropolitan cities in the South and Midwest, with many also living in the suburbs. Households are mainly single individuals, female single parents raising young children, or family households without couples or children. Over half of individuals have never married, and divorce rates are high among those who have. More than half of households earn low-tier incomes, often supported by social security and other forms of public assistance. Most residents are employed at workplaces within a half-hour commute, and driving is the primary means of commuting. Housing units are typically older low-rise and high-rise apartments built before 1990. Rent is low relative to the national average, as are home values.

Key statistics

- Median age: 39.3
- Median household size: 2.06
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $26,555
- Median net worth: $11,809
- Percentage of individuals with completion of a bachelor's degree or higher: 16.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $152,321
- Homeownership rate: 23.6%
- Rent burdened households (American Community Survey 2019-2023): 44.1%
- Labor force participation rate: 46.7%
- Unemployment rate: 10.3%

Lifestyle patterns

- Residents often shop at nearby discount and convenience stores, especially those offering loyalty points.
- Consumers are willing to switch brands to use coupons and buy generic products to save money.
- Radio and TV, including streaming options, are popular sources of sports entertainment. Some opt for reading a paper copy of their local newspaper.
- When in a hurry, they opt for fast food or quick, frozen meals, but they generally prepare homemade meals.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A2 - CITY COMMONS

These neighborhoods are typically located in and around the centers of metropolitan cities in the South and Midwest. This segment is the youngest outside of communities centered on colleges and military facilities, and it ranks highest in the presence of single-parent families as well as children under age 6. Many individuals hold full-time jobs in the service sector, though part-time work is also common. Most households earn low- to middle-tier incomes and are often supported by social security and other forms of public assistance. Neighborhoods typically include a mix of low-rise multiunit dwellings and single-family homes, with more than half built before 1970. Rents are low compared to the national average, though many renters spend over 35 percent of their income on rent and utilities.

Key statistics

- Median age: 29.1
- Median household size: 2.54
- Predominant household structure (Census 2020): Singles living alone; single parents
- Median household income: $27,823
- Median net worth: $11,213
- Percentage of individuals with completion of a bachelor's degree or higher: 12.3%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Urban Vicinity; Suburb
- Median home value: $119,791
- Homeownership rate: 20.4%
- Rent burdened households (American Community Survey 2019-2023): 46.7%
- Labor force participation rate: 53.3%
- Unemployment rate: 12.4%

Lifestyle patterns

- Households frequent nearby discount supermarkets to stock up on quick meals, children's clothing, medicines, and other supplies.
- Consumers occasionally carry a credit card balance to pay for expenses. Common purchases include women's clothing, branded sneakers, watches, and jewelry.
- Individuals maintain a working cell phone for internet access, digital payment services, and staying updated on social media.
- Residents tend to watch cable TV and subscribe to multiple streaming services.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A3 - SOCIAL SECURITY SET

These neighborhoods are primarily located in the downtown urban cores of the largest metropolitan areas, and residents often live in low-rent, older high-rise buildings near centers of economic activity with heavy daytime traffic. The population is older, often widowed or divorced, and there is a higher proportion of single-person households in these communities than any other segment. Rates of recent immigration are high, and many speak a language other than English as their first language. Income disparities are notable, with many residents supported by social security and other forms of public assistance, while a significant portion of the population earns middle-tier incomes. Homeowners spend a large portion of their income on housing costs, and many households do not own a vehicle.

Key statistics

- Median age: 49.5
- Median household size: 1.69
- Predominant household structure (Census 2020): Singles living alone
- Median household income: $31,425
- Median net worth: $12,979
- Percentage of individuals with completion of a bachelor's degree or higher: 30.4%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $333,286
- Homeownership rate: 16.6%
- Rent burdened households (American Community Survey 2019-2023): 41.0%
- Labor force participation rate: 44.0%
- Unemployment rate: 6.6%

Lifestyle patterns

- Individuals frequently use services like laundromats and convenience stores for daily needs.
- Residents typically prioritize budget-friendly and essential items when shopping. They buy food in bulk, opt for easy-to-prepare meals, and dine out at restaurants.
- Not everyone has a smartphone, and while print media remains popular, digital newspapers are the primary source for news.
- For TV entertainment, residents seek world news and foreign-language channels.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A4 - FRESH AMBITIONS

These communities are concentrated in the Mid-Atlantic and Pacific regions, and they comprise large families, including single parents and married or cohabiting couples, often helped by grandparents. About one-third of the population is under 20, and the child dependency ratio is among the highest in the nation. Residents tend to work in skilled and service jobs, and incomes primarily range from low- to middle-tier. These communities' living arrangements vary widely, including smaller multi-family buildings, single-family homes, and row or town-homes, many built before 1950. Despite varied housing types, they tend to share an urban lifestyle, with nearly half residing in urban centers or suburbs. Although average rents are below the national level, many face a high rental burden.

Key statistics

- Median age: 31.3
- Median household size: 2.85
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $41,775
- Median net worth: $14,617
- Percentage of individuals with completion of a bachelor's degree or higher: 12.1%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb; Urban Vicinity
- Median home value: $173,878
- Homeownership rate: 29.2%
- Rent burdened households (American Community Survey 2019-2023): 48.8%
- Labor force participation rate: 56.2%
- Unemployment rate: 9.5%

Lifestyle patterns

- Households prioritize affordable shopping, often visiting discount and department stores for everyday needs.
- Baby products are in high demand, and children influence brand choices.
- Residents are active on social media and avid followers of foreign-language programming on TV and radio. Video game–related purchases are common for entertainment.
- Individuals connect with family abroad through instant messaging and video chatting.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A5 - WELCOME WAVES

Neighborhoods in this segment are concentrated in the centers and nearby suburbs of mega metropolises, predominantly in the South and West. These communities are home to many young individuals and families born outside the U.S. Roughly half of families have multiple working adults, and households generally earn low- to middle-tier incomes. Workers tend to be employed in construction, manufacturing, retail, food service, and accommodations jobs, and carpooling, biking, or walking to work is common. Residents primarily live in moderately dense residential areas with mid- to high-rise buildings, most of which were built before 1990. While rental prices are below the national average, rents remain high relative to income.

Key statistics

- Median age: 30.0
- Median household size: 2.94
- Predominant household structure (Census 2020): Married couples; singles living alone
- Median household income: $50,427
- Median net worth: $15,862
- Percentage of individuals with completion of a bachelor's degree or higher: 15.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $276,278
- Homeownership rate: 16.0%
- Rent burdened households (American Community Survey 2019-2023): 47.1%
- Labor force participation rate: 70.6%
- Unemployment rate: 5.2%

Lifestyle patterns

- Residents are budget-conscious and prioritize spending on necessities such as clothing, shoes, and medical care for their children.
- Households often purchase used cars and perform their own maintenance.
- Residents rely on their phones for internet access and video calls.
- Individuals save money for regular visits to family abroad.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT A6 - YOUNG AND RESTLESS

These communities are predominantly composed of young residents living in and around urban centers in mega metropolitan areas in the South, Midwest, and West. Many householders are under 35 and live alone, with roommates, or as cohabiting couples without children. Neighborhoods are culturally diverse with a significant portion of the population born outside the U.S. Many residents hold a bachelor's degree or are currently enrolled in college. This segment has one of the highest labor force participation rates in the country, and the majority of residents earn middle-tier incomes. Residents tend to be highly mobile, frequently relocating for housing and employment opportunities. Housing is primarily located away from the main downtown area in small multifamily apartments or high-rise buildings, and most workers have short commutes.

Key statistics

- Median age: 31.4
- Median household size: 1.98
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $56,258
- Median net worth: $14,694
- Percentage of individuals with completion of a bachelor's degree or higher: 37.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $287,356
- Homeownership rate: 4.9%
- Rent burdened households (American Community Survey 2019-2023): 40.2%
- Labor force participation rate: 76.1%
- Unemployment rate: 4.3%

Lifestyle patterns

- Consumers frequent convenience stores and often grab fast food or order in.
- They maintain essential auto and renter's insurance but may forgo health insurance if not provided by their employer.
- Residents spend time playing video games and on social media, and they rely on the internet for streaming services, shopping, tax preparation, and job applications.
- Individuals tend to visit urgent care centers instead of scheduling regular medical appointments.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B1 - DORMS TO DIPLOMAS

These neighborhoods are found in the centers and suburbs of metropolitan areas, with a notable presence in cities of 100,000 to 500,000 people. The residents in this segment represent the youngest demographic among all Tapestry segments. They are pursuing bachelor's and graduate degrees, and they are mostly unmarried and in their late teens to early 20s. Part-time employment in service occupations is common, and employment varies widely, including government, education, food and accommodation, service, and retail sectors. Housing for this segment is a blend of on-campus and off-campus living. Most reside in multiunit buildings with five or more units, such as dormitories or apartments, featuring a mix of old and new housing.

Key statistics

- Median age: 21.8
- Median household size: 2.03
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $29,081
- Median net worth: $9,563
- Percentage of individuals with completion of a bachelor's degree or higher: 58.0%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $332,446
- Homeownership rate: 7.0%
- Rent burdened households (American Community Survey 2019-2023): 58.2%
- Labor force participation rate: 44.5%
- Unemployment rate: 7.8%

Lifestyle patterns

- Residents tend to choose generic brands and environmentally friendly budget products. They often visit convenience stores for snacks.
- Socially active, they tend to go out to movies, bars, beaches, and theme parks, often opting for fast food or take-out.
- Individuals are active on social media and play video games, frequently purchasing consoles and accessories. Podcasts, music services, and dating apps are popular.
- They are passionate sports fans and participate in various team and individual sports. They also attend professional games and follow their favorite teams on TV.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B2 - COLLEGE TOWNS

Communities in this segment are spread across the country and are most often located in and around city centers and in the suburbs. Neighborhoods are frequently located in the largest metropolitan areas, but there is a significant presence in smaller cities of 100,000 to 250,000 people. These residents are a mix of students and individuals affiliated with universities. Actively enrolled students constitute nearly half of the population, with many having recently moved to the U.S. Nearly half of the population holds a bachelor's or graduate degree. Part-time work is common, often within biking or walking distance, in jobs linked to colleges or supporting industries like food service and accommodations. Rates of government employment are also high. Around three-quarters of residents are renters, and on-campus and multifamily housing is typical.

Key statistics

- Median age: 24.6
- Median household size: 2.07
- Predominant household structure (Census 2020): Singles living alone; singles with roommates
- Median household income: $46,253
- Median net worth: $13,771
- Percentage of individuals with completion of a bachelor's degree or higher: 49.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $293,431
- Homeownership rate: 25.3%
- Rent burdened households (American Community Survey 2019-2023): 47.0%
- Labor force participation rate: 60.5%
- Unemployment rate: 5.4%

Lifestyle patterns

- 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

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT B3 - MILITARY PROXIMITY

These small communities are typically located in suburban regions near military facilities, with the highest concentrations in the South and West. This segment primarily consists of young, married couples, with or without children, as well as nonfamily and single-parent households. Many in this segment are affiliated with the military and work full-time. Government and federal employment rank higher than in any other segment. Many have completed some college or earned an associate degree; the proportion of individuals with bachelor's or graduate degrees is relatively low. Residents tend to move frequently and rent subsidized housing in relatively new developments. The daytime population is significantly higher than the national average due to the presence of armed forces personnel both on and off bases.

Key statistics

- Median age: 22.9
- Median household size: 3.06
- Predominant household structure (Census 2020): Married couples with kids
- Median household income: $71,464
- Median net worth: $17,514
- Percentage of individuals with completion of a bachelor's degree or higher: 34.7%

Housing and employment

- Predominant Urbanicity Type: Suburb
- Median home value: $376,119
- Homeownership rate: 3.2%
- Rent burdened households (American Community Survey 2019-2023): 42.6%
- Labor force participation rate: 20.7%
- Unemployment rate: 6.0%

Lifestyle patterns

- Common purchases include products for babies and children.
- The lifestyles of these residents are predominantly family-focused. They allocate more spending to video games than any other form of entertainment.
- At home, they stream movies, watch sports, play board games, and read.
- Residents lead highly active lifestyles, participating in a variety of outdoor activities. They also tend to visit museums, zoos, and movie theaters.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C1 - SINGLE THRIFTIES

Residents in this segment mostly live in or near large and midsized metropolitan areas in the Midwest and South. They are predominantly in their 20s and 30s, with households comprising singles, couples without children, and nonfamily members. These neighborhoods experience moderate growth and high mobility. A notable portion are recent immigrants. One in three individuals have completed high school, and another third are pursuing higher education, often supported by part-time jobs. Most live alone, renting property in duplexes and small apartment complexes built before 1990. They pay below the national average for rent. Employment is prevalent in retail, health, food service, and manufacturing industries. Commutes are short and workers often drive alone, but many also carpool, bike, or walk to work.

Key statistics

- Median age: 37.0
- Median household size: 2.09
- Predominant household structure (Census 2020): Singles living alone; married couples with no kids
- Median household income: $47,084
- Median net worth: $24,708
- Percentage of individuals with completion of a bachelor's degree or higher: 24.2%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $174,373
- Homeownership rate: 35.7%
- Rent burdened households (American Community Survey 2019-2023): 39.1%
- Labor force participation rate: 62.8%
- Unemployment rate: 5.9%

Lifestyle patterns

- Residents shop for deals nearby, prioritizing generic brands over brand-name foods if they are less expensive. Online shopping is less common.
- Large out-of-pocket vehicle purchases are rare; most vehicles are purchased used with a loan.
- Residents are likely to own a smartphone and purchase TVs and gaming systems. They follow professional sports on radio and television, and social media use is prevalent.
- Residents tend to cook meals at home as well as frequent fast food restaurants.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C2 - KIDS AND KIN

Neighborhoods in this segment are largely found in and around metropolitan areas with populations exceeding half a million. Householders are generally under the age of 54 and may have adult children living with parents at home. The majority of the population aged 25 and above have a high school diploma, an associate degree, or some college education. Jobs are often in the health care, retail, food, manufacturing, and transportation sectors; there is a high level of female labor force participation. Residents live in older homes, usually as renters, with a notable presence of town homes and smaller low-rise rental buildings. On average, homes are modestly priced and affordable for most households. Suburban residents rely on vehicles to get to work, while those in and near cities use public transportation.

Key statistics

- Median age: 33.3
- Median household size: 2.57
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $50,960
- Median net worth: $28,927
- Percentage of individuals with completion of a bachelor's degree or higher: 20.6%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Core; Urban Vicinity
- Median home value: $201,173
- Homeownership rate: 39.2%
- Rent burdened households (American Community Survey 2019-2023): 45.2%
- Labor force participation rate: 65.8%
- Unemployment rate: 6.9%

Lifestyle patterns

- Residents often shop for clothing, groceries, and footwear at nearby discount stores. They tend to use online banking and digital payment services over cash.
- Spending centers around baby and children's products. Individuals also purchase TVs, video gaming equipment, and jewelry. Residents often carry a credit card balance.
- Residents frequently use social media to stay in touch with friends and family and to follow celebrities, TV shows, and athletes.
- They tend to read paper copies of newspapers and magazines, and television and radio are popular entertainment sources.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C3 - METRO FUSION

These neighborhoods are concentrated in densely populated metropolitan areas of between 500,000 and 2.5 million people. This is a highly mobile population that frequently moves within the same area. Household structure varies widely, from young householders under the age of 35 with preschool-aged children to renters living alone or as couples without children. More than half of this segment is either in college or holds an associate degree or higher; they earn middle-tier incomes in the retail, health care, and food service sectors. They live in mid- to high-rise multifamily structures or older homes valued under $300,000; some occupy single-family homes. Households generally own at least one car, typically a used vehicle, and commute times are typically under half an hour.

Key statistics

- Median age: 32.8
- Median household size: 2.20
- Predominant household structure (Census 2020): Singles living alone; married couples
- Median household income: $55,443
- Median net worth: $22,480
- Percentage of individuals with completion of a bachelor's degree or higher: 29.6%

Housing and employment

- Predominant Urbanicity Type: Urban Core; Suburb
- Median home value: $242,615
- Homeownership rate: 24.4%
- Rent burdened households (American Community Survey 2019-2023): 41.1%
- Labor force participation rate: 73.3%
- Unemployment rate: 4.5%

Lifestyle patterns

- Individuals tend to shop close to home, picking up groceries at neighborhood stores. Younger residents often opt for fast food, relying on app-based delivery services.
- These individuals often use electronic coupons, loyalty rewards, and conduct job searches online. Households tend to purchase used vehicles.
- They listen to music, watch TV, and shop online for household necessities. Social media usage is common for entertainment and staying in touch with friends and family.
- They often cook meals at home and visit urgent care centers for medical needs.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

SEGMENT C4 - FAMILY FOUNDATIONS

Residents in this segment reside largely in suburbs in the South, and many commute to another county for work. Most households are occupied by a single person, a married couple without children, or a combined family without couples or children. Adult children living with their parents are not uncommon; there is a higher rate of multigenerational households. There are more female than male householders. Many residents have some college education, though high school completion rates are lower than the national average. Most households earn middle-tier incomes and employment is largely in government, health care, and retail sectors. Social security and other forms of public assistance are key sources of support. Residents typically own homes built before 1990, with most valued under $200,000.

Key statistics

- Median age: 41.0
- Median household size: 2.50
- Predominant household structure (Census 2020): Married couples; singles living alone; singles with relatives
- Median household income: $58,089
- Median net worth: $131,285
- Percentage of individuals with completion of a bachelor's degree or higher: 23.2%

Housing and employment

- Predominant Urbanicity Type: Suburb; Urban Vicinity
- Median home value: $183,266
- Homeownership rate: 65.6%
- Rent burdened households (American Community Survey 2019-2023): 42.0%
- Labor force participation rate: 58.9%
- Unemployment rate: 7.2%

Lifestyle patterns

- These residents tend to shop at discount stores.
- Residents frequently visit nail salons and purchase hair care products for home use.
- Households tend to have multiple TVs and subscribe to premium channels. They opt for newspapers over digital media, and many maintain a landline at home.
- Religion often influences various aspects of these residents' lives, including listening to gospel and faith-centered music genres.

Data vintage is Esri 2025 for all characteristics, except where otherwise noted.

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
Total:	**7,785**	**100.0%**		**17,525**	**100.0%**	
A. Urban Threads	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Independent Cityscapes (A1)	0	0.0%	0	0	0.0%	0
City Commons (A2)	0	0.0%	0	0	0.0%	0
Social Security Set (A3)	0	0.0%	0	0	0.0%	0
Fresh Ambitions (A4)	0	0.0%	0	0	0.0%	0
Welcome Waves (A5)	0	0.0%	0	0	0.0%	0
Young and Restless (A6)	0	0.0%	0	0	0.0%	0
B. Books and Boots	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Dorms to Diplomas (B1)	0	0.0%	0	0	0.0%	0
College Towns (B2)	0	0.0%	0	0	0.0%	0
Military Proximity (B3)	0	0.0%	0	0	0.0%	0
C. Metro Vibes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Single Thrifties (C1)	0	0.0%	0	0	0.0%	0
Kids and Kin (C2)	0	0.0%	0	0	0.0%	0
Metro Fusion (C3)	0	0.0%	0	0	0.0%	0
Family Foundations (C4)	0	0.0%	0	0	0.0%	0
Diverse Horizons (C5)	0	0.0%	0	0	0.0%	0
Moderate Metros (C6)	0	0.0%	0	0	0.0%	0
D. Tech Trailblazers	**445**	**5.7%**	**63**	**894**	**5.1%**	**66**
Emerging Hub (D1)	0	0.0%	0	0	0.0%	0
Trendsetters (D2)	0	0.0%	0	0	0.0%	0
Modern Minds (D3)	445	5.7%	296	889	5.1%	286
Metro Renters (D4)	0	0.0%	0	0	0.0%	0
Laptops and Lattes (D5)	0	0.0%	0	0	0.0%	0
E. Community Connections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Modest Income Homes (E1)	0	0.0%	0	0	0.0%	0
Southwestern Families (E2)	0	0.0%	0	0	0.0%	0
Hometown Charm (E3)	0	0.0%	0	0	0.0%	0
Mobile Meadows (E4)	0	0.0%	0	0	0.0%	0
Rural Versatility (E5)	0	0.0%	0	0	0.0%	0
Family Bonds (E6)	0	0.0%	0	0	0.0%	0

PSYCHOGRAPHIC PROFILE

PSYCHOGRAPHIC LIFEMODE GROUPS	HOUSEHOLDS			ADULT POPULATION		
	DATA	%	INDEX	DATA	%	INDEX
F. Urban Harmony	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
High Rise Renters (F1)	0	0.0%	0	0	0.0%	0
Family Extensions (F2)	0	0.0%	0	0	0.0%	0
Downtown Melting Pot (F3)	0	0.0%	0	0	0.0%	0
City Strivers (F4)	0	0.0%	0	0	0.0%	0
Uptown Lights (F5)	0	0.0%	0	0	0.0%	0
G. Family Fabric	**698**	**9.0%**	**208**	**1,367**	**7.8%**	**149**
Shared Roots (G1)	0	0.0%	0	0	0.0%	0
Up and Coming Families (G2)	698	9.0%	455	1,372	7.8%	361
Generational Ties (G3)	0	0.0%	0	0	0.0%	0
H. Family Prosperity	**4,666**	**59.9%**	**558**	**10,725**	**61.2%**	**528**
Flourishing Families (H1)	3,643	46.8%	1,268	8,251	47.1%	1,207
Boomburbs (H2)	1,024	13.2%	487	2,471	14.1%	473
Neighborhood Spirit (H3)	0	0.0%	0	0	0.0%	0
Urban Chic (H4)	0	0.0%	0	0	0.0%	0
I. Countryscapes	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Small Town Sincerity (I1)	0	0.0%	0	0	0.0%	0
Scenic Byways (I2)	0	0.0%	0	0	0.0%	0
Heartland Communities (I3)	0	0.0%	0	0	0.0%	0
Rooted Rural (I4)	0	0.0%	0	0	0.0%	0
Rural Resort Dwellers (I5)	0	0.0%	0	0	0.0%	0
Southern Satellites (I6)	0	0.0%	0	0	0.0%	0
Country Charm (I7)	0	0.0%	0	0	0.0%	0
J. Mature Reflections	**0**	**0.0%**	**0**	**0**	**0.0%**	**0**
Senior Escapes (J1)	0	0.0%	0	0	0.0%	0
The Elders (J2)	0	0.0%	0	0	0.0%	0
Retirement Communities (J3)	0	0.0%	0	0	0.0%	0
Silver and Gold (J4)	0	0.0%	0	0	0.0%	0
K. Suburban Shine	**258**	**3.3%**	**15**	**631**	**3.6%**	**17**
Legacy Hills (K1)	0	0.0%	0	0	0.0%	0
Middle Ground (K2)	0	0.0%	0	0	0.0%	0
Loyal Locals (K3)	0	0.0%	0	0	0.0%	0
Classic Comfort (K4)	0	0.0%	0	0	0.0%	0
Dreambelt (K5)	0	0.0%	0	0	0.0%	0
City Greens (K6)	0	0.0%	0	0	0.0%	0
Room to Roam (K7)	0	0.0%	0	0	0.0%	0
Burbs and Beyond (K8)	258	3.3%	117	634	3.6%	128
L. Premier Estates	**1,718**	**22.1%**	**229**	**3,908**	**22.3%**	**211**
Savvy Suburbanites (L1)	1,327	17.0%	376	2,992	17.1%	356
Professional Pride (L2)	0	0.0%	0	0	0.0%	0
Top Tier (L3)	392	5.0%	166	918	5.2%	158
Unclassified	0	0.0%	0	0	0.0%	0

About The Retail Coach®

The Retail Coach is a national retail recruitment and development firm that combines strategy, technology, and creative expertise to develop and deliver high-impact retail recruitment and development plans to local governments, chambers of commerce, economic development organizations and private developers.

Through its unique Retail360® Process, The Retail Coach offers a dynamic system of products and services that better enable communities to maximize their retail development potential.

Retail:360® Process

Providing more than simple data reports of psychographic and demographic trends, The Retail Coach goes well beyond other retail consulting and market research firms' offerings by combining current national and statewide demographics and trend data with real-world, "on-the-ground" information gathered through extensive visits to our clients' communities. Every community is different, and there is no "one size fits all" retail recruitment solution. Compiling the gathered data into client-tailored information packets that are uniquely designed for, and targeted to, specific retailers and restaurants who meet the community's needs help assure our clients that they are receiving the latest and best information for targeted retail recruitment efforts — all with personal service and coaching guidance that continues beyond the initial project scope and timeline.

Our Retail:360® Process assures that communities get timely, accurate and relevant information.Translating that data into the information that retailers need and seek assures our clients even better possibilities for tremendous retail growth and success.

TheRetailCoach®

ACKNOWLEDGMENTS

The observations, conclusions and recommendations contained in this study are solely those of The Retail Coach, LLC and should not be construed to represent the opinions of others, including its clients, or any other entity prior to such entity's express approval of this study.

All information furnished is from sources deemed reliable and is submitted subject to errors, omissions, change of terms and/or conditions.

Sources used in completing this study include: infoUSA™, Applied Geographic Solutions, Claritas, ESRI, U.S. Census Bureau, Economy.com, Unacast, Spatial Insights Inc., Urban Land Institute, CensusViewer.com, International Council of Shopping Centers, and/or U.S. Bureau of Labor and Statistics. To better represent current data, where applicable, portions of estimated actual sales may be calculated using an average sales per square foot model. Mapping data is provided by Google, Nielsen, ESRI and/or Microsoft Corporation.

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