



Key Facts - Blackhorse Office Condominiums

	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	3,705	81,920	186,548
Median Age	33.4	34.0	34.6
Households	1,410	26,230	58,883
Average Household Size	2.63	3.12	3.17
Median Household Income	\$102,503	\$107,851	\$111,467
Total Businesses	477	2,072	4,195
Total Employees	4,836	20,788	41,304
Median Net Worth	\$307,669	\$402,729	\$441,919
Tapestry Segments			
BoomBurbs	21.0%	72.9%	68.1%
Up and Coming Families	79.0%	23.9%	13.3%
Bright Your Professionals	0.0%	3.1%	0.0%
Professional Pride	0.0%	0.0%	7.7%

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Key Facts - Blackhorse Office Condominiums

Blackhorse Office Condominiums (1 mile)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 1 mile

Prepared by Esri
 Latitude: 29.96517
 Longitude: -95.69846

KEY FACTS

3,705

Population



2.6

Average Household Size

33.4

Median Age

\$102,503

Median Household Income

EDUCATION

3%

No High School Diploma



15%

High School Graduate



30%

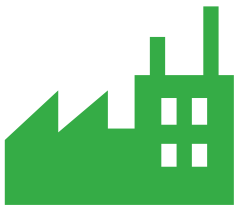
Some College



52%

Bachelor's/Grad/Pr of Degree

BUSINESS



477

Total Businesses



4,836

Total Employees

EMPLOYMENT



78.9%

White Collar



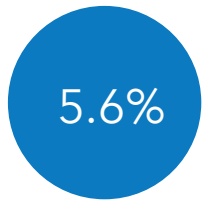
11.3%

Blue Collar



9.8%

Services



5.6%

Unemployment Rate

INCOME



\$102,503

Median Household Income



\$43,854

Per Capita Income



\$307,669

Median Net Worth

Households By Income

The largest group: \$50,000 - \$74,999 (20.1%)

The smallest group: <\$15,000 (1.6%)

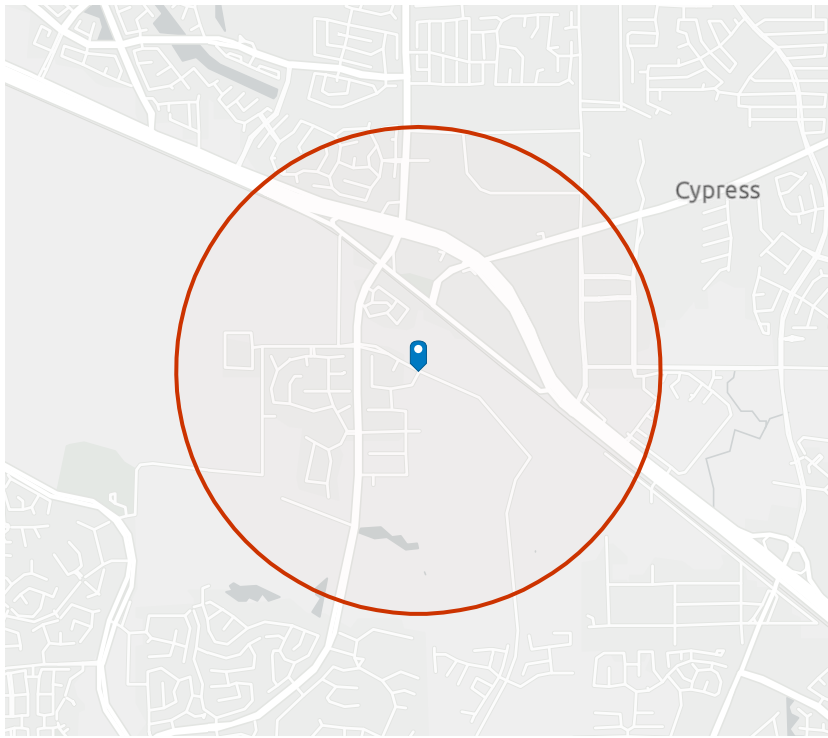
Indicator ▲	Value	Diff	
<\$15,000	1.6%	-7.8%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$15,000 - \$24,999	2.3%	-6.5%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$25,000 - \$34,999	2.5%	-6.6%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$35,000 - \$49,999	4.8%	-7.8%	<div style="width: 100%; height: 10px; background-color: green;"></div>
\$50,000 - \$74,999	20.1%	+1.9%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$75,000 - \$99,999	17.4%	+5.3%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$100,000 - \$149,999	18.2%	+4.1%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$150,000 - \$199,999	16.1%	+9.4%	<div style="width: 100%; height: 10px; background-color: blue;"></div>
\$200,000+	17.2%	+8.1%	<div style="width: 100%; height: 10px; background-color: blue;"></div>

Bars show deviation from Harris County

Population Trends - Blackhorse Office Condominiums

Blackhorse Office Condominiums (1 mile)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 1 mile

Prepared by Esri
 Latitude: 29.96517
 Longitude: -95.69846



POPULATION TRENDS AND KEY INDICATORS

Blackhorse Office Condominiums

3,705	1,410	2.63	33.4	\$102,503	\$369,486	149	117	75
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$16,835

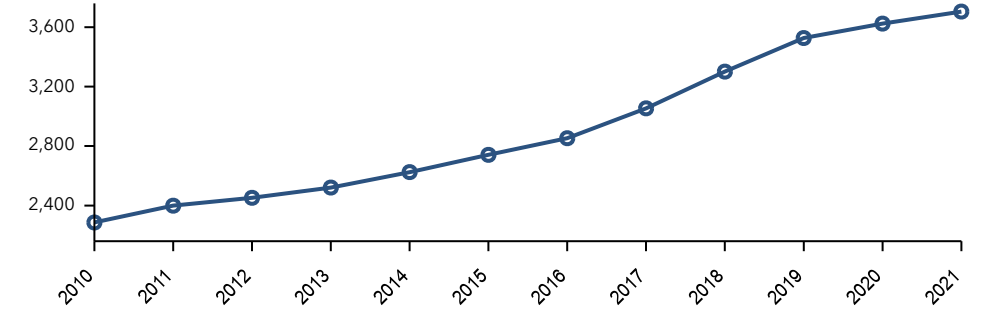
Avg Spent on Mortgage & Basics



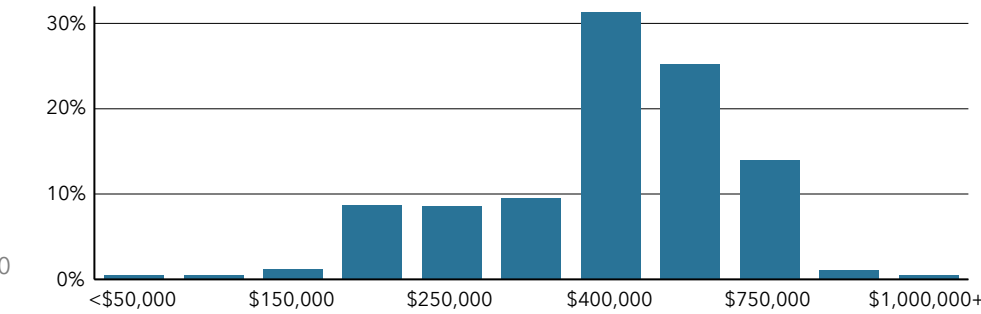
15.1%

Percent of Income for Mortgage

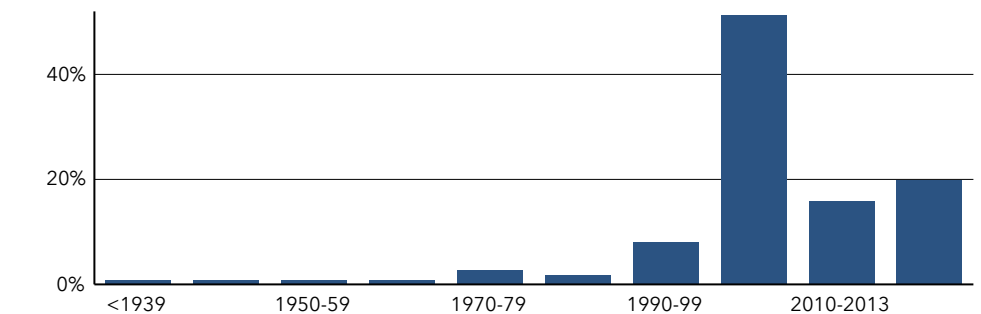
Historical Trends: Population



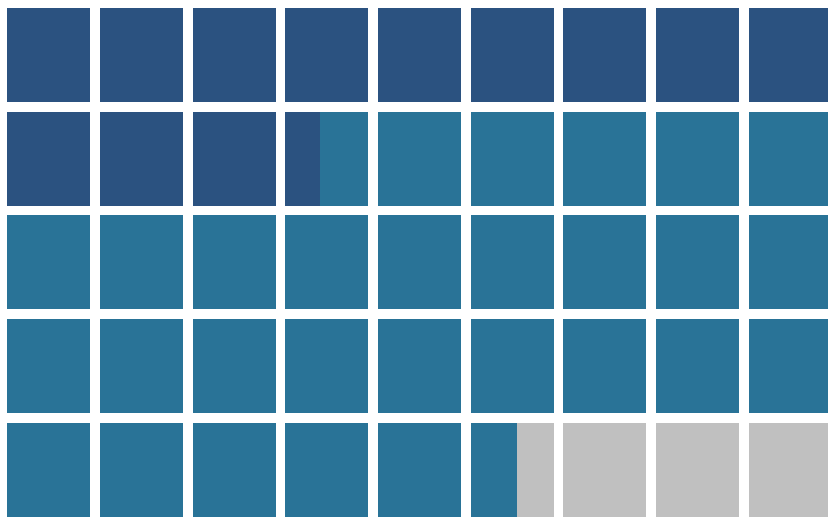
Home Value



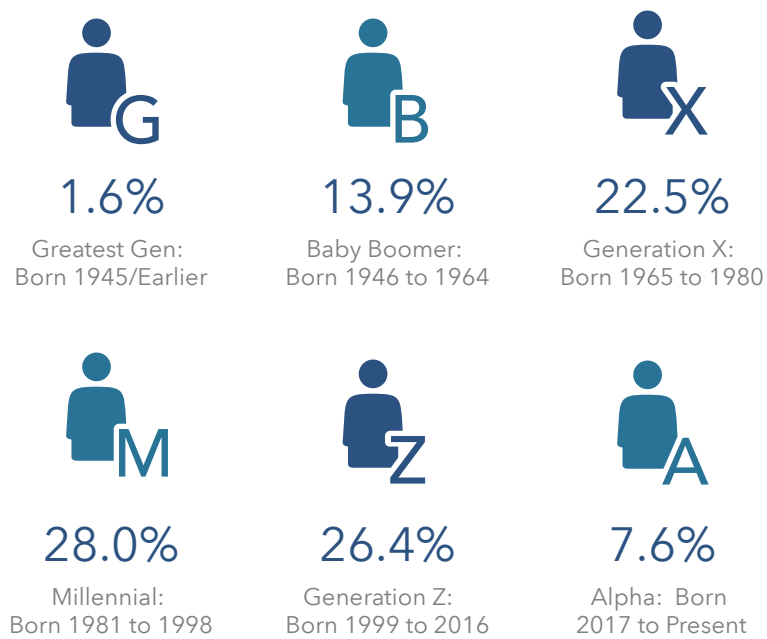
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION



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Tapestry Profile - Blackhorse Office Condominiums

Blackhorse Office Condominiums (1 mile)


17820 Mound Rd, Cypress, Texas, 77433

Ring of 1 mile

Prepared by Esri

Latitude: 29.96517

Longitude: -95.69846

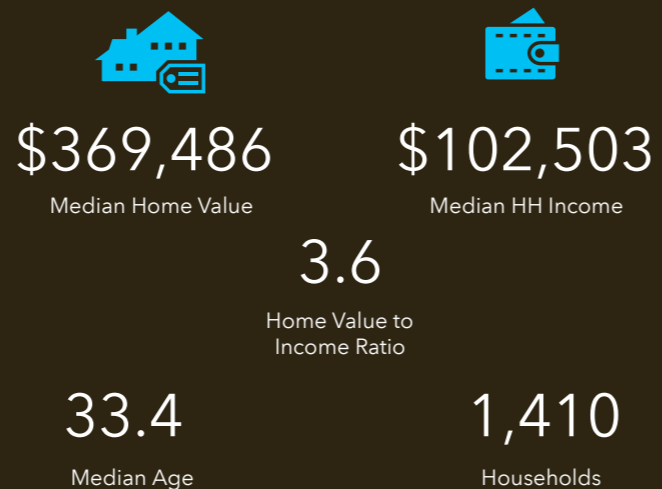


TAPESTRY SEGMENTATION

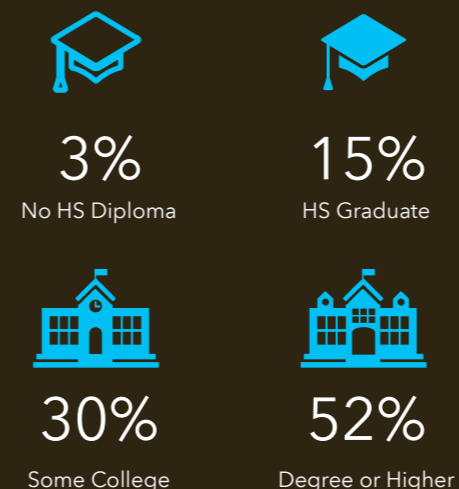
The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	296	20.99%	10.00%	210
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	1,114	79.01%	7.20%	1,097
Middle Ground (L8)	0	0.00%	10.79%	0
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

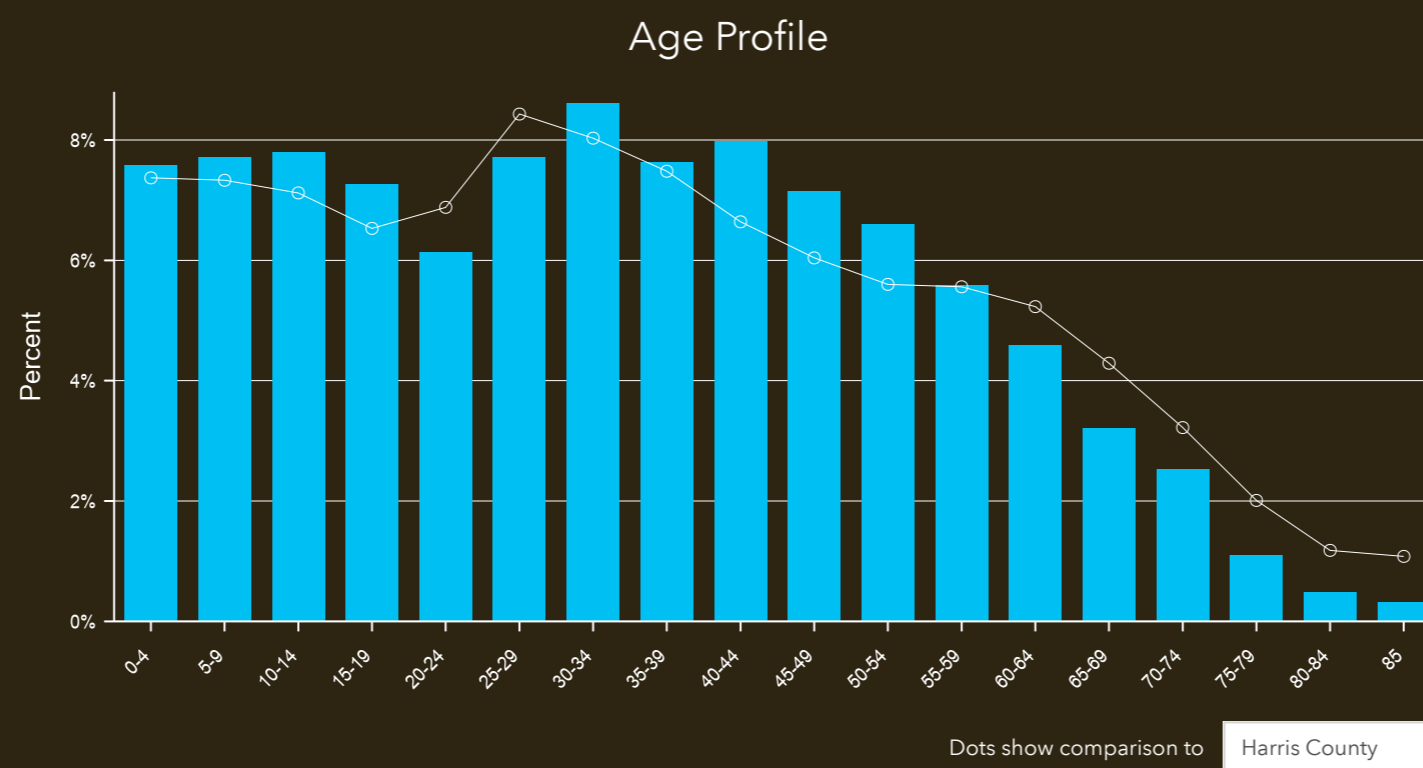
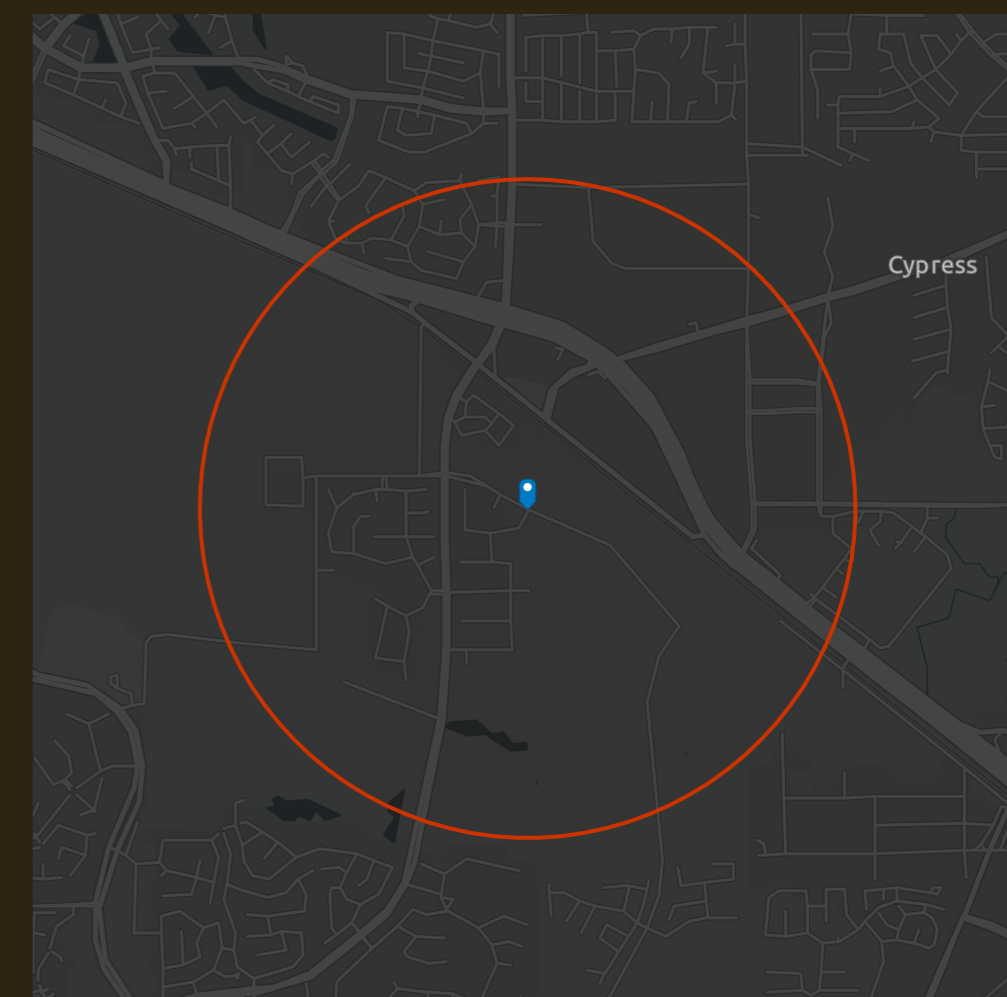
Key Facts



Education



Blackhorse Office Condominiums



Households By Income

The largest group: \$50,000 - \$74,999 (20.1%)
 The smallest group: <\$15,000 (1.6%)

Indicator ▲	Value	Diff
<\$15,000	1.6%	-7.8%
\$15,000 - \$24,999	2.3%	-6.5%
\$25,000 - \$34,999	2.5%	-6.6%
\$35,000 - \$49,999	4.8%	-7.8%
\$50,000 - \$74,999	20.1%	+1.9%
\$75,000 - \$99,999	17.4%	+5.3%
\$100,000 - \$149,999	18.2%	+4.1%
\$150,000 - \$199,999	16.1%	+9.4%
\$200,000+	17.2%	+8.1%

Bars show deviation from Harris County

Tapestry Segments

7A	Up and Coming Families 1,114 households	79.0% of Households
1C	Boomburbs 296 households	21.0% of Households

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

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Key Facts - Blackhorse Office Condominiums

Blackhorse Office Condominiums (3 miles)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 3 miles

Prepared by Esri
 Latitude: 29.96517
 Longitude: -95.69846

KEY FACTS

81,920

Population

34.0

Median Age



3.1

Average Household Size

\$107,851

Median Household Income

EDUCATION

4%

No High School Diploma



16%

High School Graduate



28%

Some College



53%

Bachelor's/Grad/Pr of Degree

BUSINESS



2,072

Total Businesses



20,788

Total Employees

EMPLOYMENT



80.8%

White Collar



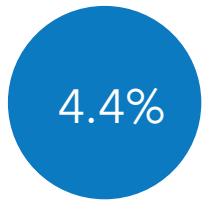
11.9%

Blue Collar



7.3%

Services



4.4%

Unemployment Rate

INCOME



\$107,851

Median Household Income



\$42,888

Per Capita Income



\$402,729

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (23.0%)

The smallest group: <\$15,000 (2.4%)

Indicator ▲	Value	Diff	
<\$15,000	2.4%	-7.0%	<div style="width: 2.4%;"></div>
\$15,000 - \$24,999	2.9%	-5.9%	<div style="width: 2.9%;"></div>
\$25,000 - \$34,999	2.5%	-6.6%	<div style="width: 2.5%;"></div>
\$35,000 - \$49,999	6.6%	-6.0%	<div style="width: 6.6%;"></div>
\$50,000 - \$74,999	14.9%	-3.3%	<div style="width: 14.9%;"></div>
\$75,000 - \$99,999	15.5%	+3.4%	<div style="width: 15.5%;"></div>
\$100,000 - \$149,999	23.0%	+8.9%	<div style="width: 23.0%;"></div>
\$150,000 - \$199,999	15.0%	+8.3%	<div style="width: 15.0%;"></div>
\$200,000+	17.3%	+8.2%	<div style="width: 17.3%;"></div>

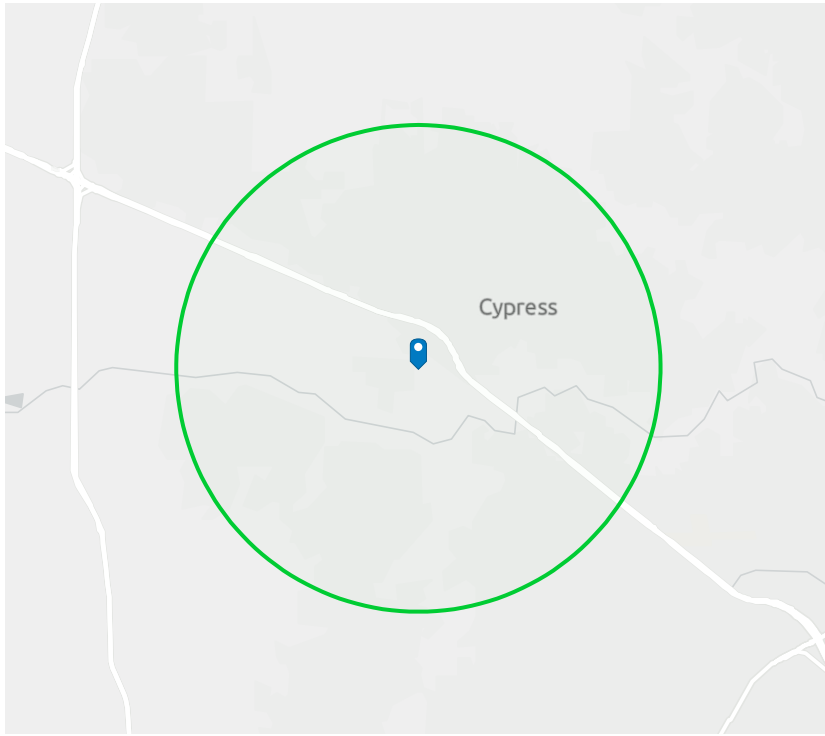
Bars show deviation from

Harris County

Population Trends - Blackhorse Office Condominiums

Blackhorse Office Condominiums (3 miles)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 3 miles

Prepared by Esri
 Latitude: 29.96517
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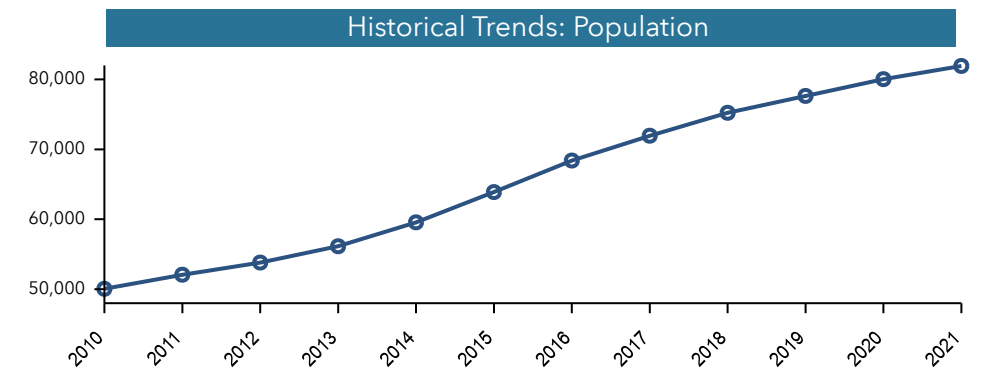
POPULATION TRENDS AND KEY INDICATORS

Blackhorse Office Condominiums

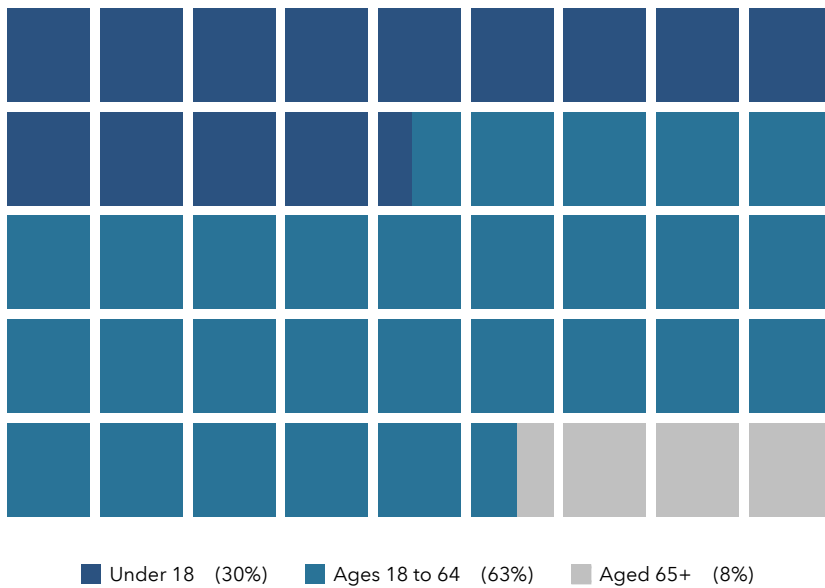
81,920	26,230	3.12	34.0	\$107,851	\$337,606	155	137	72
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS







 <p>\$17,329 Avg Spent on Mortgage & Basics</p>	 <p>13.1% Percent of Income for Mortgage</p>
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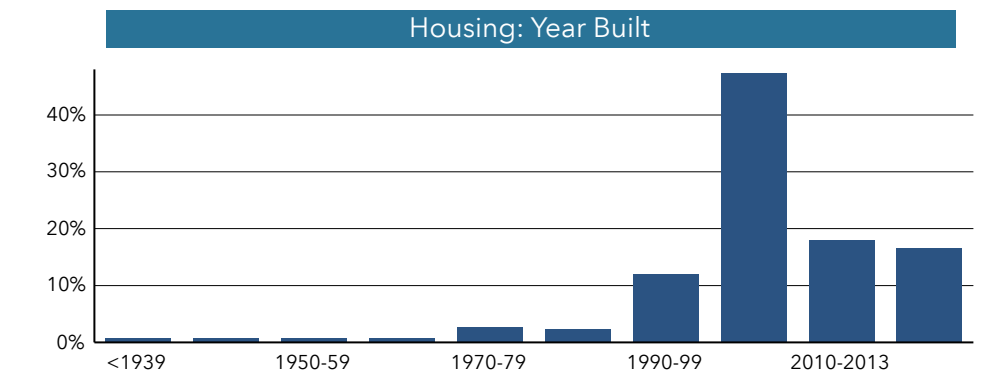
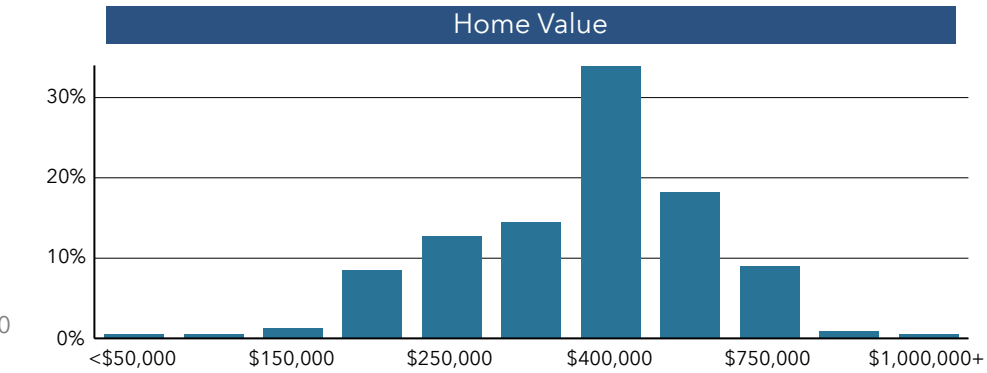


POPULATION BY AGE



POPULATION BY GENERATION

 <p>1.9% Greatest Gen: Born 1945/Earlier</p>	 <p>13.4% Baby Boomer: Born 1946 to 1964</p>	 <p>23.7% Generation X: Born 1965 to 1980</p>
 <p>25.3% Millennial: Born 1981 to 1998</p>	 <p>27.9% Generation Z: Born 1999 to 2016</p>	 <p>7.8% Alpha: Born 2017 to Present</p>




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Tapestry Profile - Blackhorse Office Condominiums

Blackhorse Office Condominiums (3 miles)
17820 Mound Rd, Cypress, Texas, 77433
Ring of 3 miles

Prepared by Esri
Latitude: 29.96517
Longitude: -95.69846



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	19,155	73.03%	10.00%	730
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	0	0.00%	7.63%	0
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	0	0.00%	12.06%	0
Sprouting Explorers (L7)	6,259	23.86%	7.20%	331
Middle Ground (L8)	816	3.11%	10.79%	29
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

\$337,606 Median Home Value

\$107,851 Median HH Income

3.1 Home Value to Income Ratio

34.0 Median Age

26,230 Households

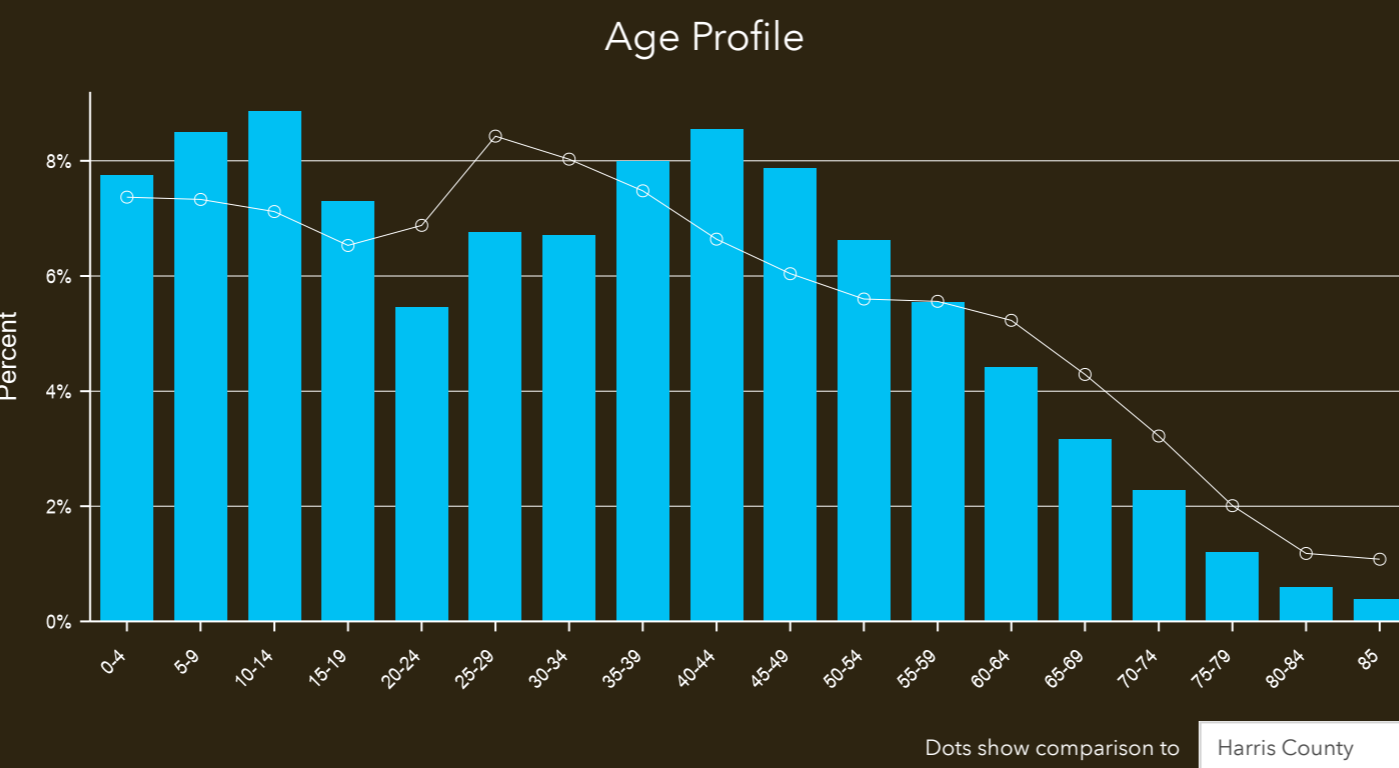
Education

4% No HS Diploma

16% HS Graduate

28% Some College

53% Degree or Higher

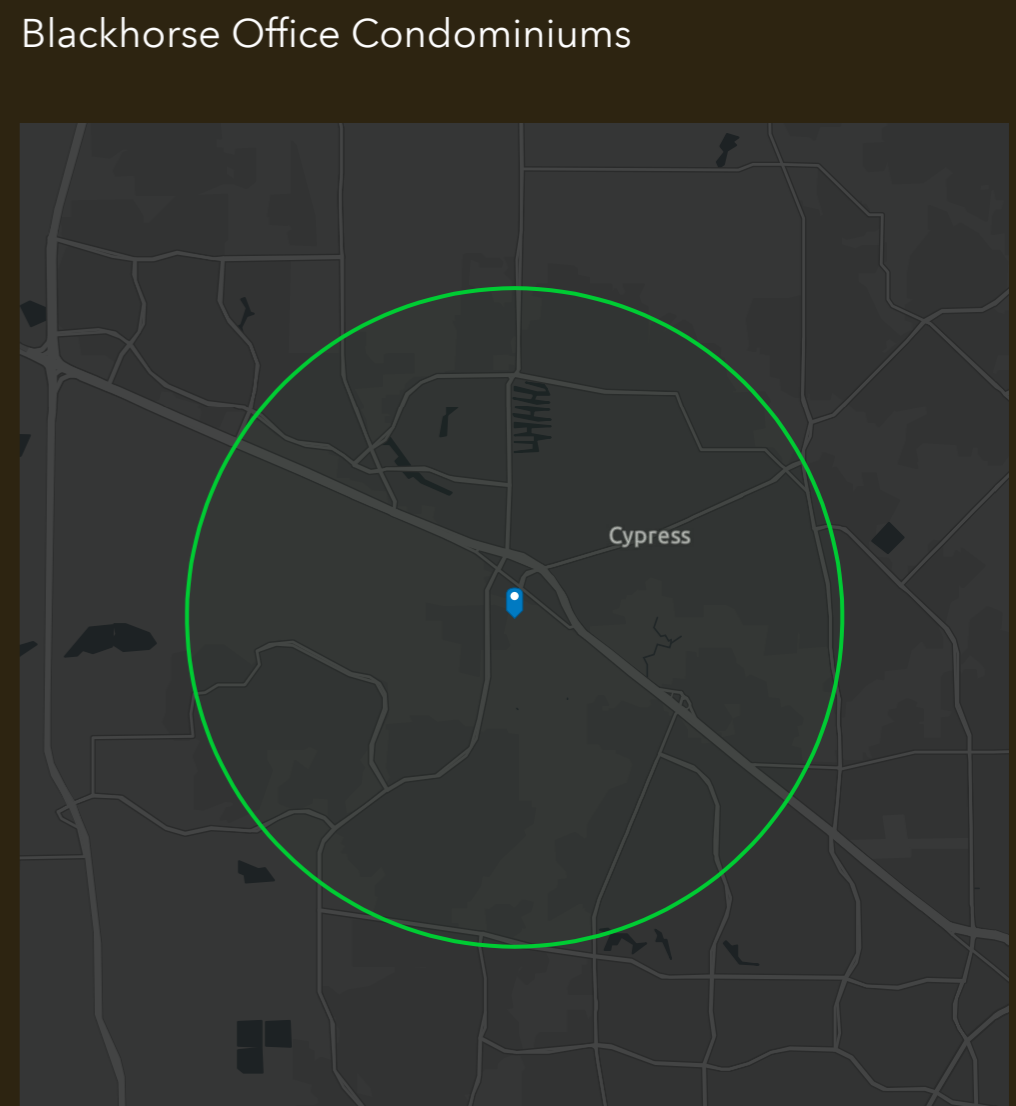


Households By Income

The largest group: \$100,000 - \$149,999 (23.0%)
The smallest group: <\$15,000 (2.4%)

Indicator ▲	Value	Diff
<\$15,000	2.4%	-7.0%
\$15,000 - \$24,999	2.9%	-5.9%
\$25,000 - \$34,999	2.5%	-6.6%
\$35,000 - \$49,999	6.6%	-6.0%
\$50,000 - \$74,999	14.9%	-3.3%
\$75,000 - \$99,999	15.5%	+3.4%
\$100,000 - \$149,999	23.0%	+8.9%
\$150,000 - \$199,999	15.0%	+8.3%
\$200,000+	17.3%	+8.2%

Bars show deviation from Harris County



Tapestry Segments

	1C Boomburbs 19,123 households	72.9% of Households
	7A Up and Coming Families 6,258 households	23.9% of Households
	8C Bright Young Professionals 816 households	3.1% of Households

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Key Facts - Blackhorse Office Condominiums

Blackhorse Office Condominiums (5 miles)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 5 miles

Prepared by Esri
 Latitude: 29.96517
 Longitude: -95.69846

KEY FACTS

186,548

Population



3.2

Average Household Size

34.6

Median Age

\$111,467

Median Household Income

EDUCATION

4%

No High School Diploma



15%

High School Graduate



28%

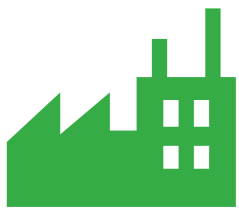
Some College



52%

Bachelor's/Grad/Pr of Degree

BUSINESS



4,195

Total Businesses



41,304

Total Employees

EMPLOYMENT



79.3%

White Collar



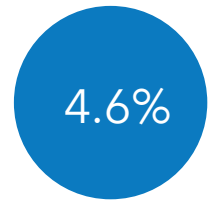
12.6%

Blue Collar



8.1%

Services



Unemployment Rate

INCOME



\$111,467

Median Household Income



\$44,009

Per Capita Income



\$441,919

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (23.3%)

The smallest group: <\$15,000 (2.7%)

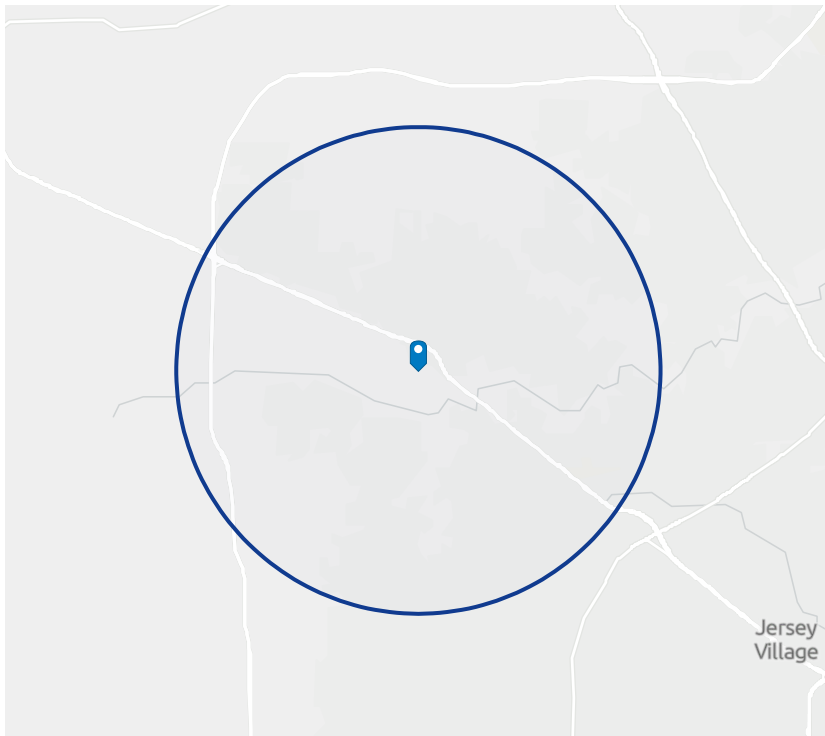
Indicator ▲	Value	Diff	
<\$15,000	2.7%	-6.7%	<div style="width: 2.7%;"></div>
\$15,000 - \$24,999	3.1%	-5.7%	<div style="width: 3.1%;"></div>
\$25,000 - \$34,999	2.9%	-6.2%	<div style="width: 2.9%;"></div>
\$35,000 - \$49,999	6.2%	-6.4%	<div style="width: 6.2%;"></div>
\$50,000 - \$74,999	13.7%	-4.5%	<div style="width: 13.7%;"></div>
\$75,000 - \$99,999	13.9%	+1.8%	<div style="width: 13.9%;"></div>
\$100,000 - \$149,999	23.3%	+9.2%	<div style="width: 23.3%;"></div>
\$150,000 - \$199,999	15.5%	+8.8%	<div style="width: 15.5%;"></div>
\$200,000+	18.7%	+9.6%	<div style="width: 18.7%;"></div>

Bars show deviation from Harris County

Population Trends - Blackhorse Office Condominiums

Blackhorse Office Condominiums (5 miles)
 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 5 miles

Prepared by Esri
 Latitude: 29.96517
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POPULATION TRENDS AND KEY INDICATORS

Blackhorse Office Condominiums

186,548	58,883	3.17	34.6	\$111,467	\$326,794	166	147	71
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$17,978

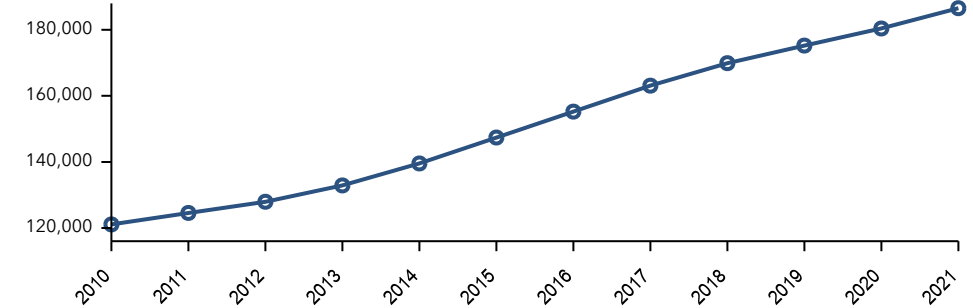
Avg Spent on Mortgage & Basics



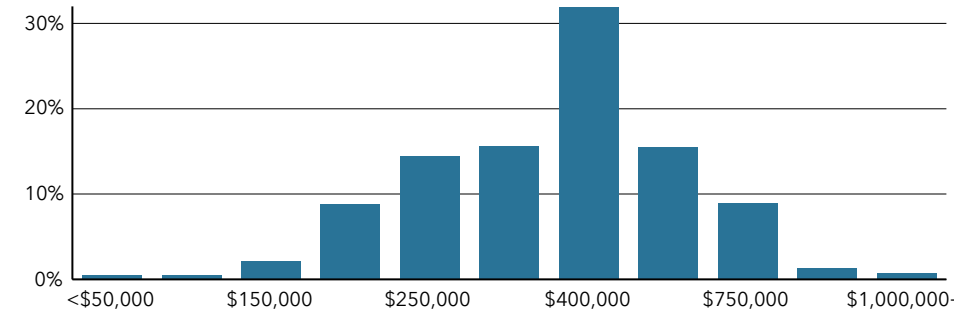
12.3%

Percent of Income for Mortgage

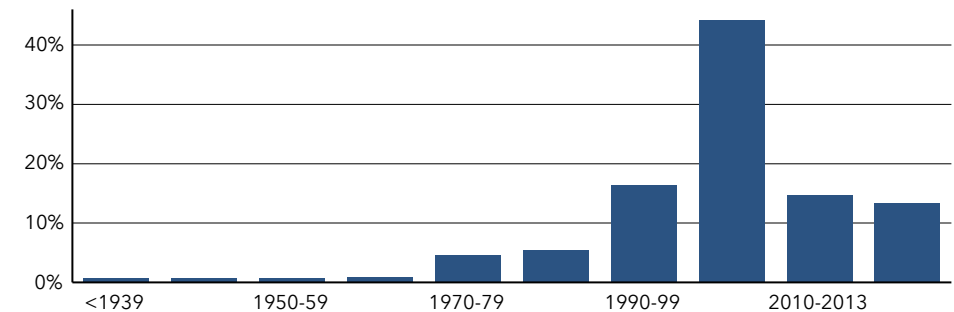
Historical Trends: Population



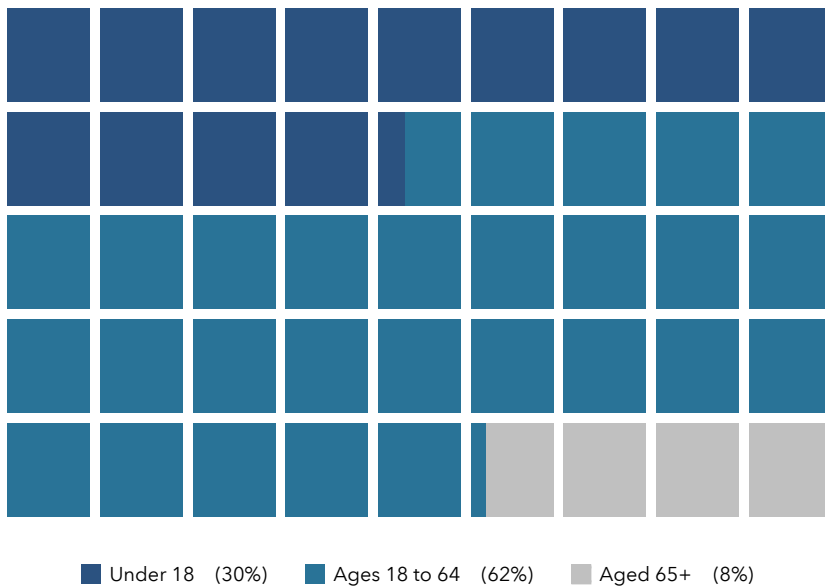
Home Value



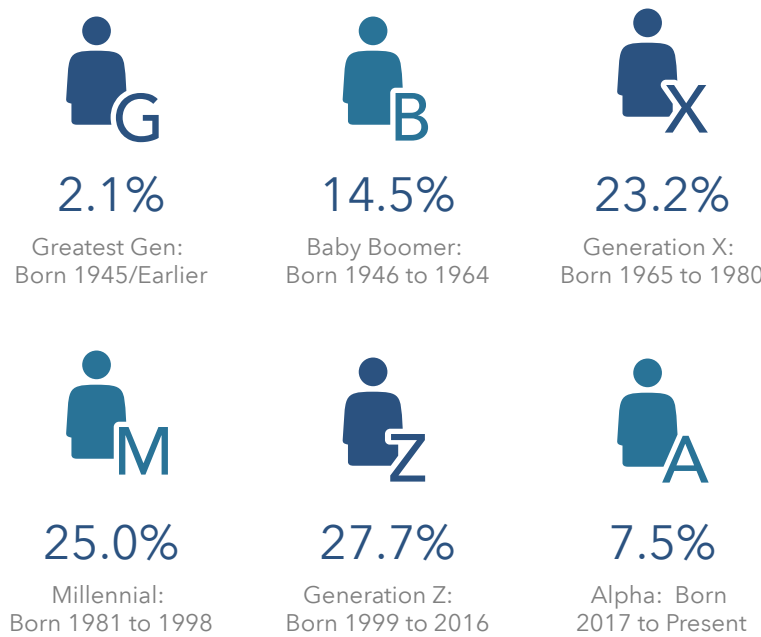
Housing: Year Built



POPULATION BY AGE



POPULATION BY GENERATION




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Tapestry Profile - Blackhorse Office Condominiums

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 17820 Mound Rd, Cypress, Texas, 77433
 Ring of 5 miles

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 Latitude: 29.96517
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TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	45,027	76.47%	10.00%	765
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	3,542	6.02%	7.63%	79
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	426	0.72%	12.06%	6
Sprouting Explorers (L7)	8,827	14.99%	7.20%	208
Middle Ground (L8)	1,062	1.80%	10.79%	17
Senior Styles (L9)	0	0.00%	5.80%	0
Rustic Outposts (L10)	0	0.00%	8.30%	0
Midtown Singles (L11)	0	0.00%	6.16%	0
Hometown (L12)	0	0.00%	6.01%	0
Next Wave (L13)	0	0.00%	3.78%	0
Scholars and Patriots (L14)	0	0.00%	1.61%	0

Key Facts

\$326,794
Median Home Value

\$111,467
Median HH Income

2.9
Home Value to Income Ratio

34.6
Median Age

58,883
Households

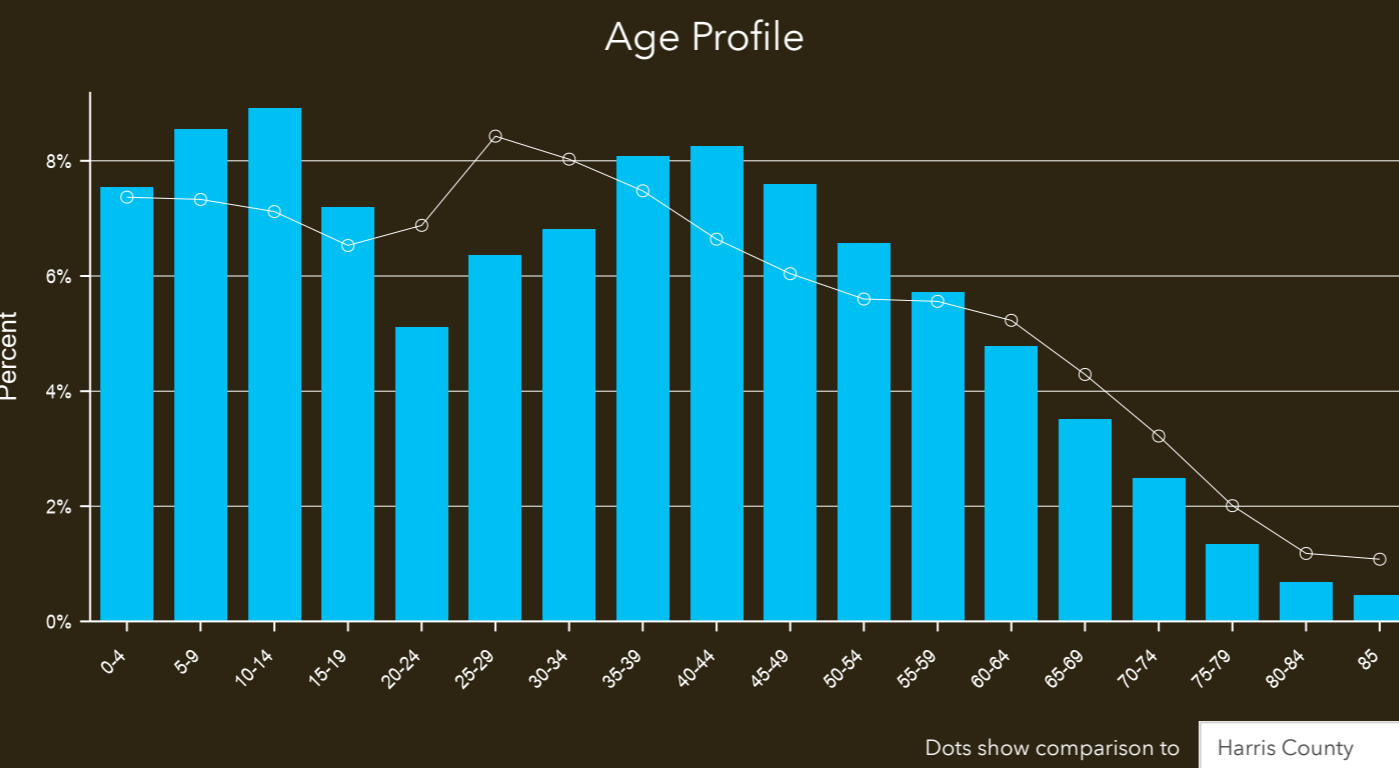
Education

4%
No HS Diploma

15%
HS Graduate

28%
Some College

52%
Degree or Higher

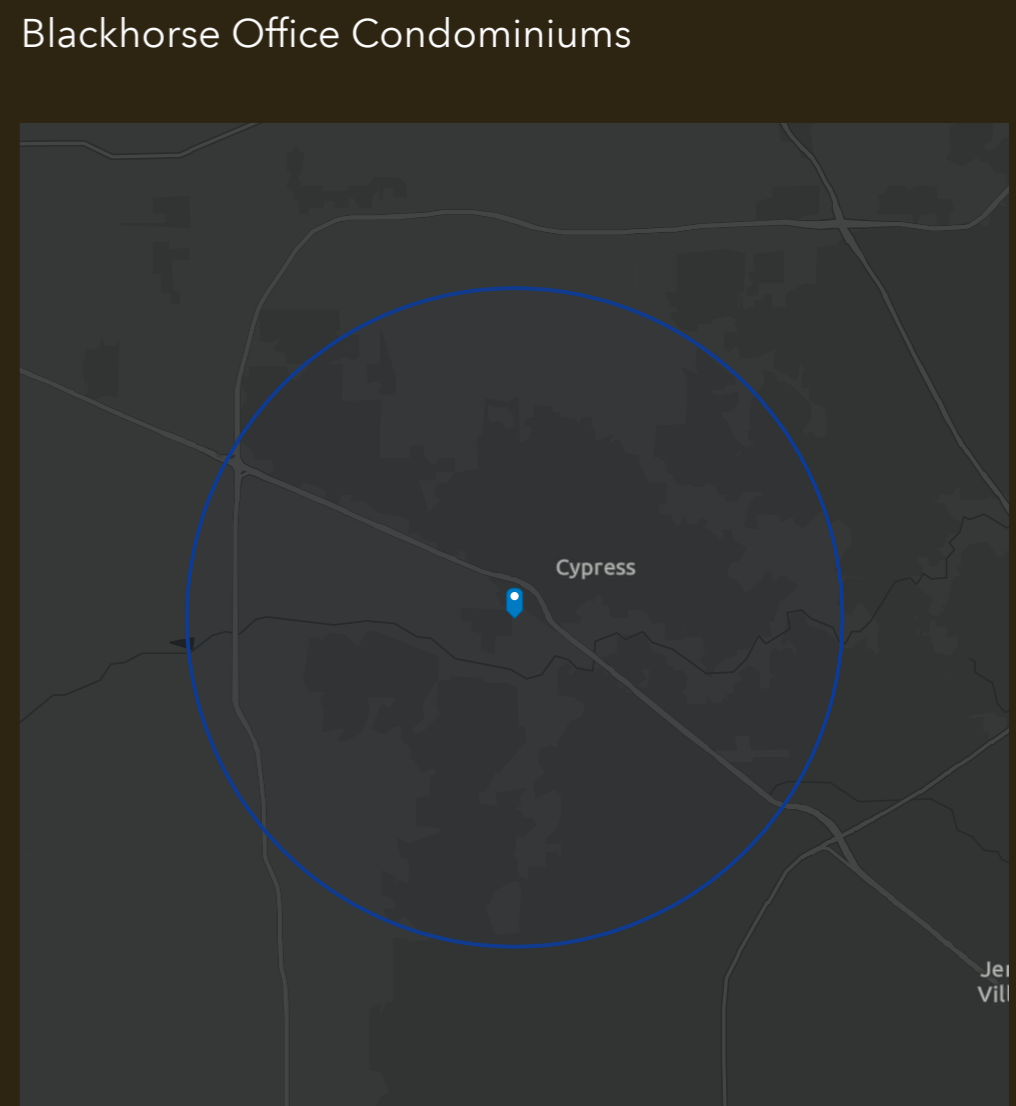


Households By Income

The largest group: \$100,000 - \$149,999 (23.3%)
 The smallest group: <\$15,000 (2.7%)

Indicator ▲	Value	Diff
<\$15,000	2.7%	-6.7%
\$15,000 - \$24,999	3.1%	-5.7%
\$25,000 - \$34,999	2.9%	-6.2%
\$35,000 - \$49,999	6.2%	-6.4%
\$50,000 - \$74,999	13.7%	-4.5%
\$75,000 - \$99,999	13.9%	+1.8%
\$100,000 - \$149,999	23.3%	+9.2%
\$150,000 - \$199,999	15.5%	+8.8%
\$200,000+	18.7%	+9.6%

Bars show deviation from Harris County



Tapestry Segments

	Boomburbs 40,093 households	68.1% of Households
	Up and Coming Families 7,859 households	13.3% of Households
	Professional Pride households	7.7% of Households

This infographic contains data provided by Esri.
 The vintage of the data is 2021.
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LifeMode Group: Affluent Estates

Boomburbs



Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: \$113,400

WHO ARE WE?

This is the new growth market, with a profile similar to the original: young professionals with families that have opted to trade up to the newest housing in the suburbs. The original *Boomburbs* neighborhoods began growing in the 1990s and continued through the peak of the housing boom. Most of those neighborhoods are fully developed now. This is an affluent market but with a higher proportion of mortgages. Rapid growth still distinguishes the *Boomburbs* neighborhoods, although the boom is more subdued now than it was 10 years ago. So is the housing market. Residents are well-educated professionals with a running start on prosperity.

OUR NEIGHBORHOOD

- Growth markets are in the suburban periphery of large metropolitan areas.
- Young families are married with children (Index 220); average household size is 3.25.
- Home ownership is 84% (Index 134), with the highest rate of mortgages, 71.5% (Index 173).
- Primarily single-family homes, in new neighborhoods, 66% built since 2000 (Index 441).
- Median home value is \$350,000 (Index 169).
- Lower housing vacancy rate at 3.7%.
- The cost of affordable new housing comes at the expense of one of the longest commutes to work, over 30 minutes average, including a disproportionate number (33.6%) commuting across county lines (Index 141).

SOCIOECONOMIC TRAITS

- Well educated young professionals, 55% are college graduates (Index 178).
- Unemployment is low at 3.3% (Index 61); high labor force participation at 71.3% (Index 114); most households have more than two workers (Index 124).
- Longer commute times from the suburban growth corridors have created more home workers (Index 156).
- They are well connected: own the latest devices and understand how to use them efficiently; biggest complaints—too many devices and too many intrusions on personal time.
- Financial planning is well under way for these professionals.



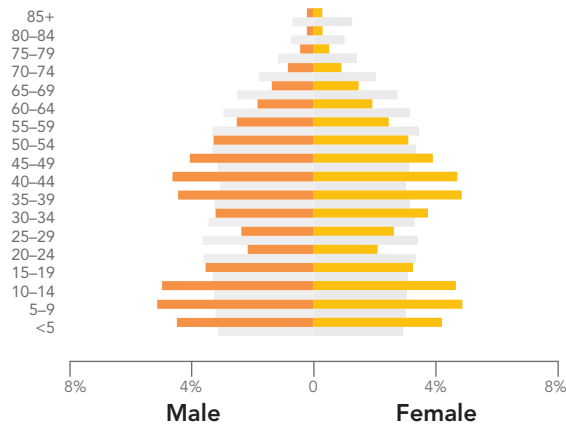
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

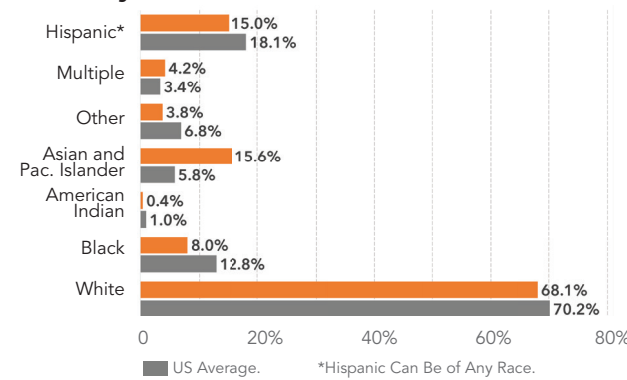
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

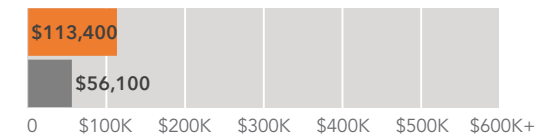
Diversity Index: **63.2** US: 64.0



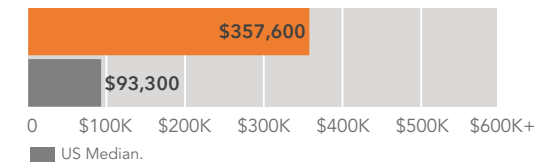
INCOME AND NET WORTH

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

Median Household Income

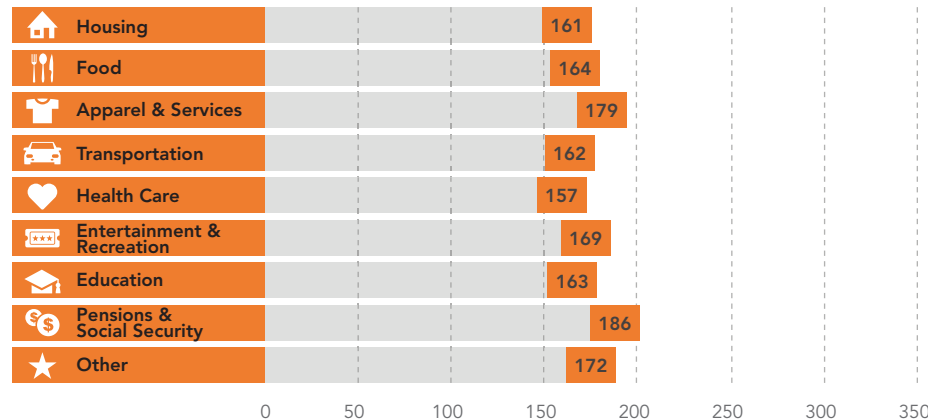


Median Net Worth



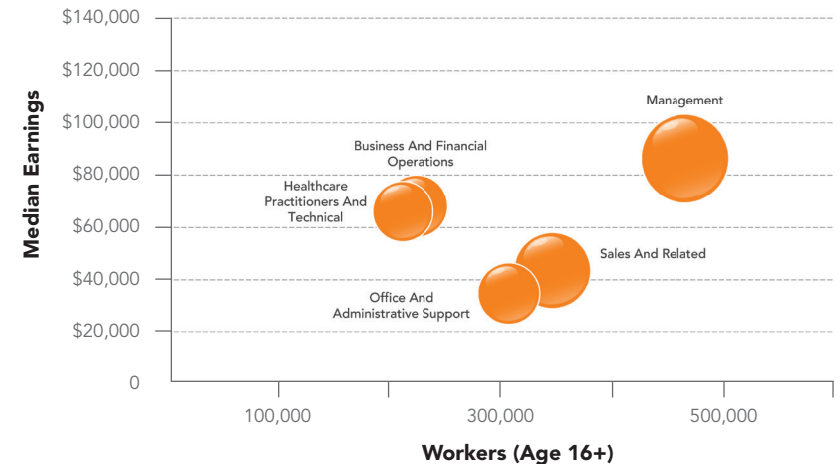
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. These consumers are still furnishing their new homes and already remodeling.
- They like to garden but more often contract for home services.
- Physical fitness is a priority, including club memberships and home equipment.
- Leisure includes a range of activities from sports (hiking, bicycling, swimming, golf) to visits to theme parks or water parks.
- Residents are generous supporters of charitable organizations.

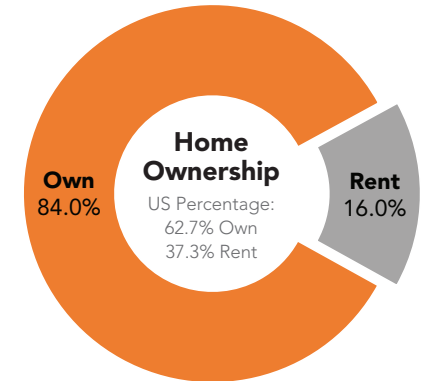
HOUSING

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



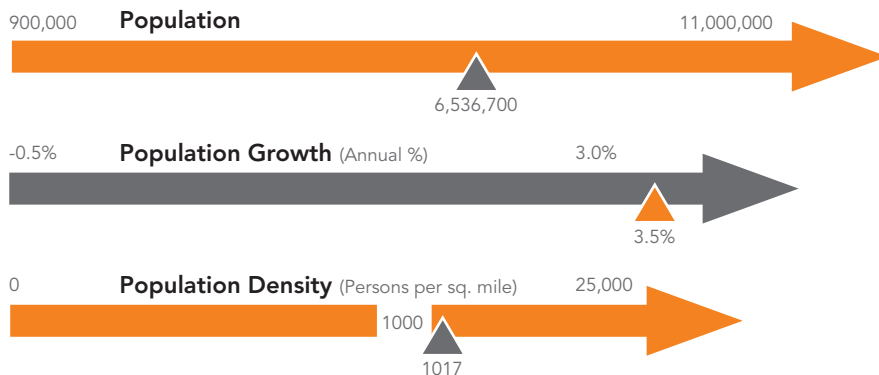
Typical Housing:
Single Family

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



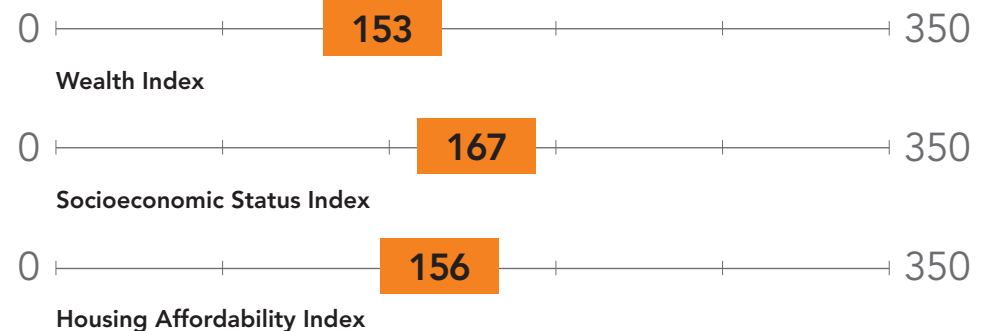
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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



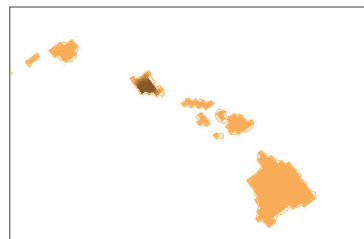
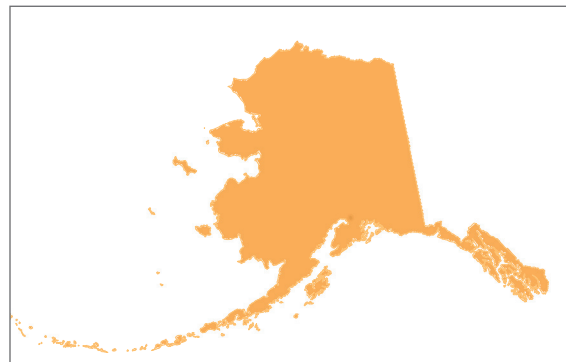
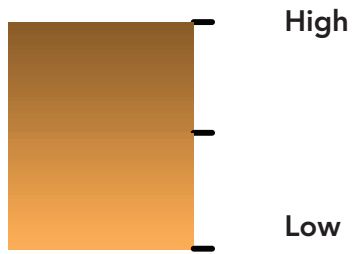
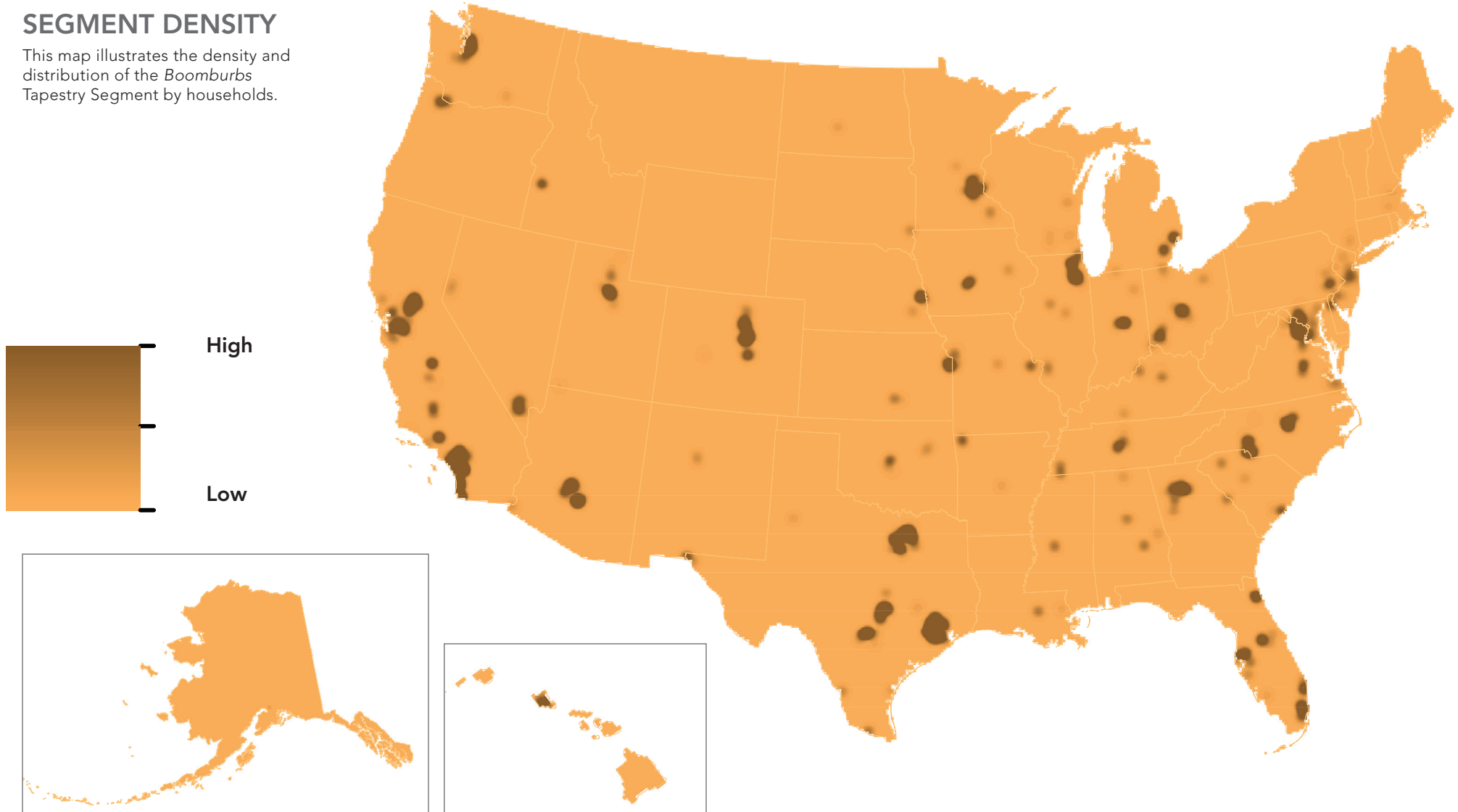


Boomburbs



SEGMENT DENSITY

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



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LifeMode Group: Middle Ground

Bright Young Professionals



Households: 2,750,200

Average Household Size: 2.41

Median Age: 33.0

Median Household Income: \$54,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



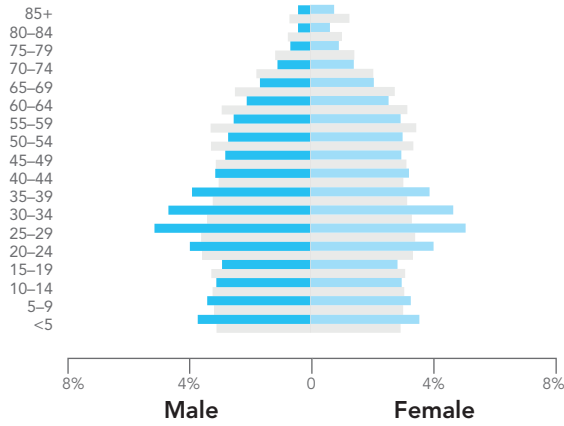
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

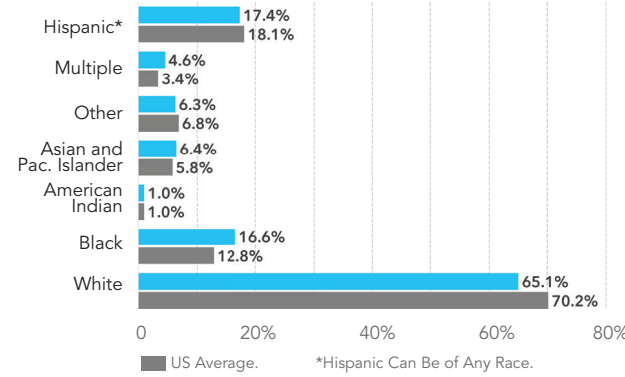
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **67.5** US: 64.0



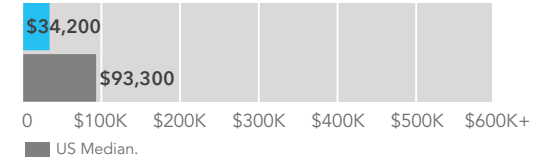
INCOME AND NET WORTH

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

Median Household Income

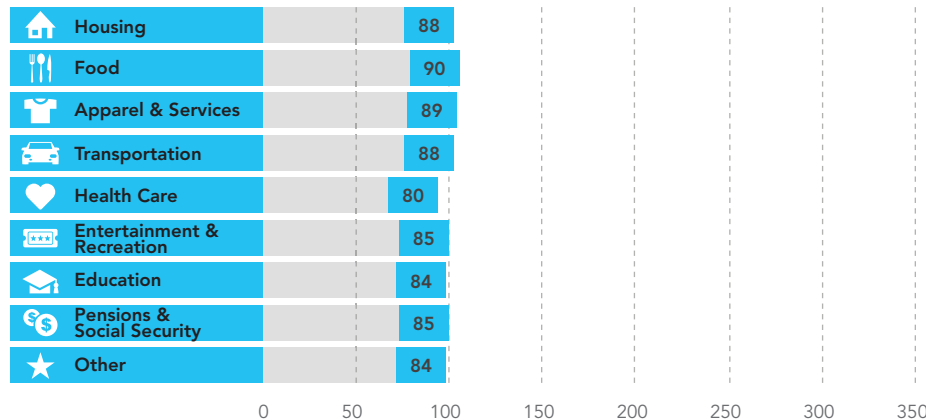


Median Net Worth



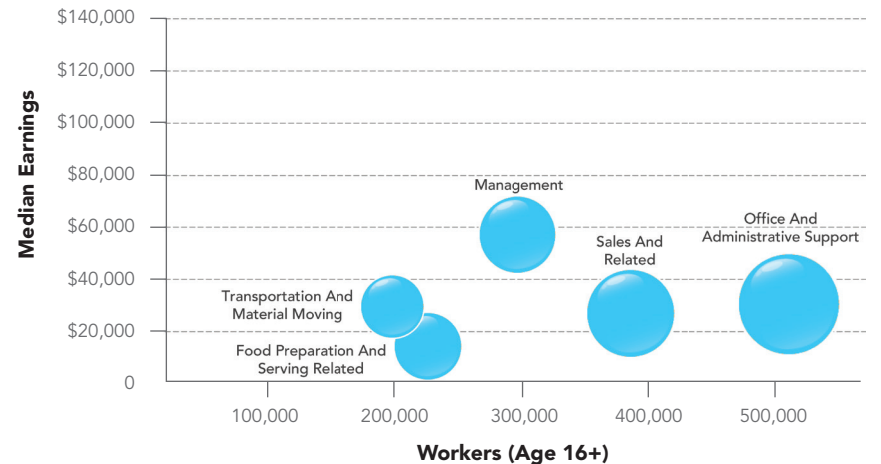
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

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

HOUSING

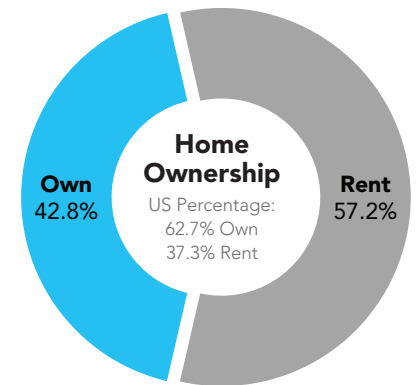
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

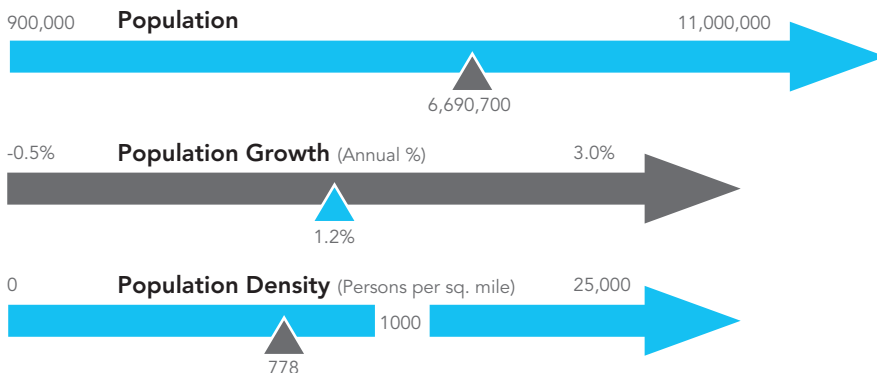
Average Rent:
\$1,042

US Average: \$1,038



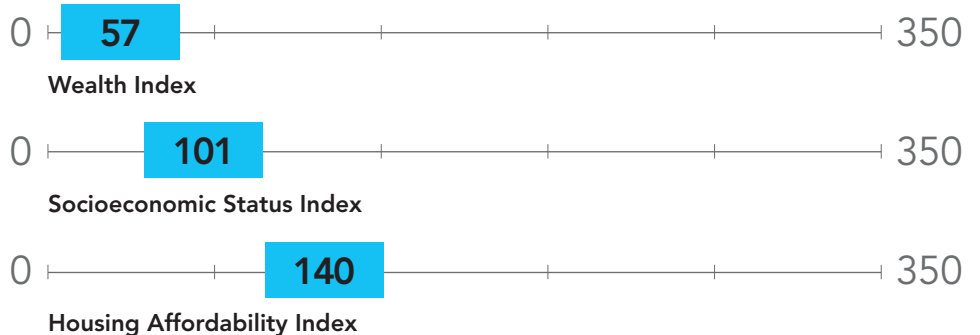
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Middle Ground

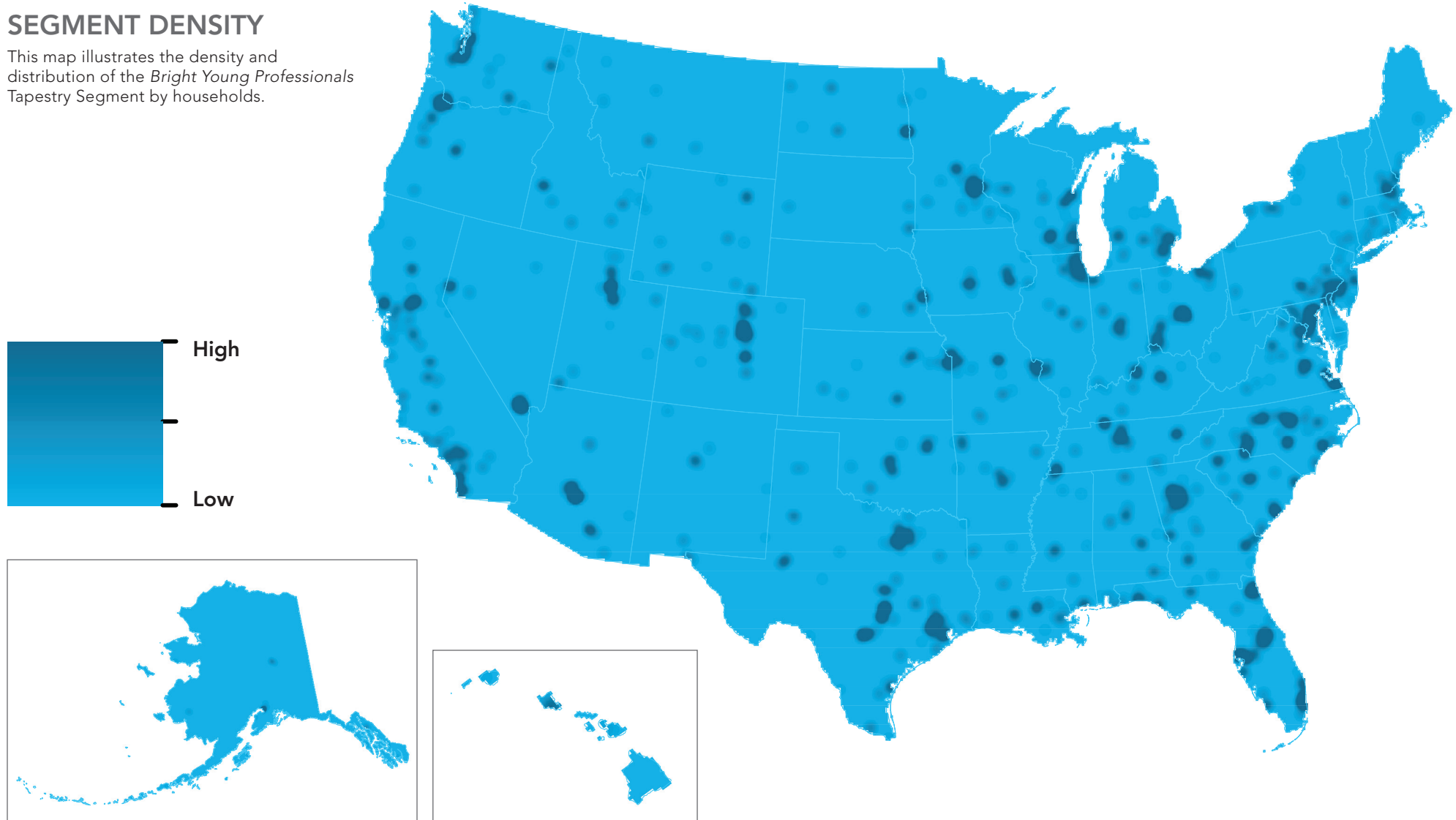
Bright Young Professionals



TAPESTRY
SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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LifeMode Group: Affluent Estates

Professional Pride

1B

Households: 1,982,300

Average Household Size: 3.13

Median Age: 40.8

Median Household Income: \$138,100

WHO ARE WE?

Professional Pride consumers are well-educated career professionals that have prospered through the Great Recession. To maintain their upscale suburban lifestyles, these goal oriented couples work, often commuting far and working long hours. However, their schedules are fine-tuned to meet the needs of their school age children. They are financially savvy; they invest wisely and benefit from interest and dividend income. So far, these established families have accumulated an average of 1.6 million dollars in net worth, and their annual household income runs at more than twice the US level. They take pride in their newer homes and spend valuable time and energy upgrading. Their homes are furnished with the latest in home trends, including finished basements equipped with home gyms and in-home theaters.

OUR NEIGHBORHOOD

- Typically owner occupied (Index 146), single-family homes are in newer neighborhoods: 67% of units were built in the last 20 years.
- Neighborhoods are primarily located in the suburban periphery of large metropolitan areas.
- Most households own three or more vehicles; long commutes are the norm.
- Homes are valued at more than twice the US median home value, although three out of four homeowners have mortgages to pay off.
- Families are mostly married couples (almost 80% of households), and nearly half of these families have kids. Their average household size, 3.13, reflects the presence of children.

SOCIOECONOMIC TRAITS

- *Professional Pride* consumers are highly qualified in the science, technology, law, or finance fields; they've worked hard to build their professional reputation or their start-up businesses.
- These consumers are willing to risk their accumulated wealth in the stock market.
- They have a preferred financial institution, regularly read financial news, and use the Internet for banking transactions.
- These residents are goal oriented and strive for lifelong earning and learning.
- Life here is well organized; routine is a key ingredient to daily life.

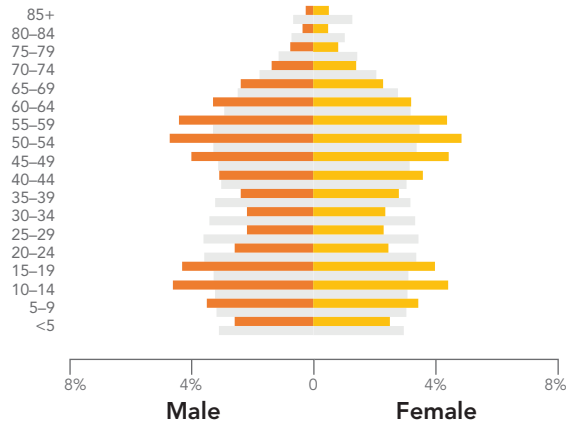


Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.

AGE BY SEX (Esri data)

Median Age: **40.8** US: 38.2

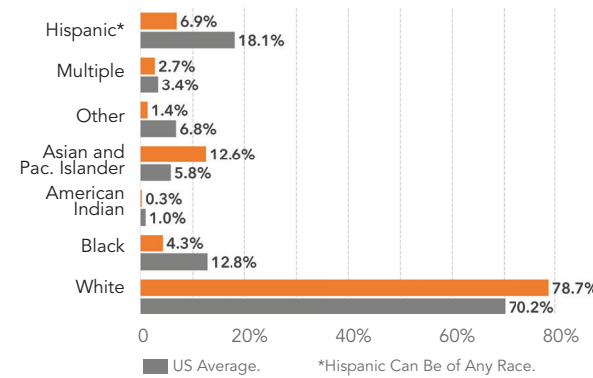
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **44.5** US: 64.0



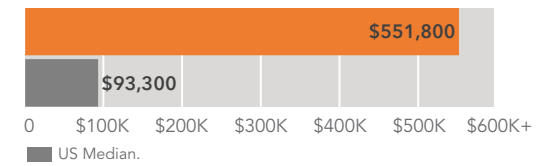
INCOME AND NET WORTH

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Median Household Income

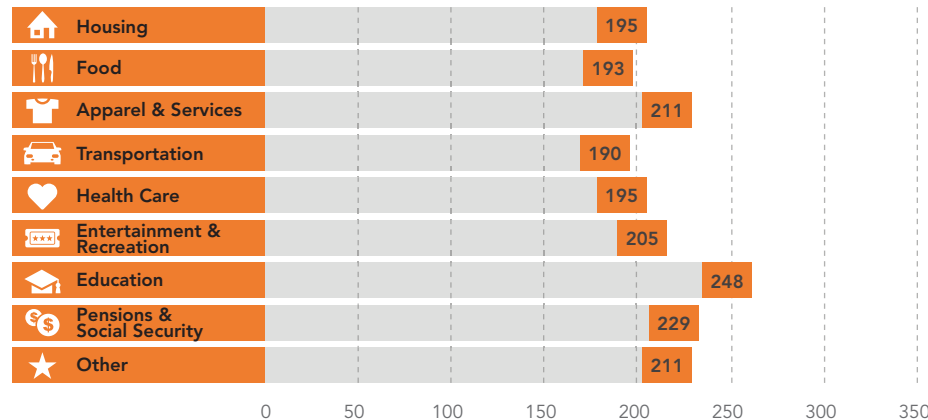


Median Net Worth



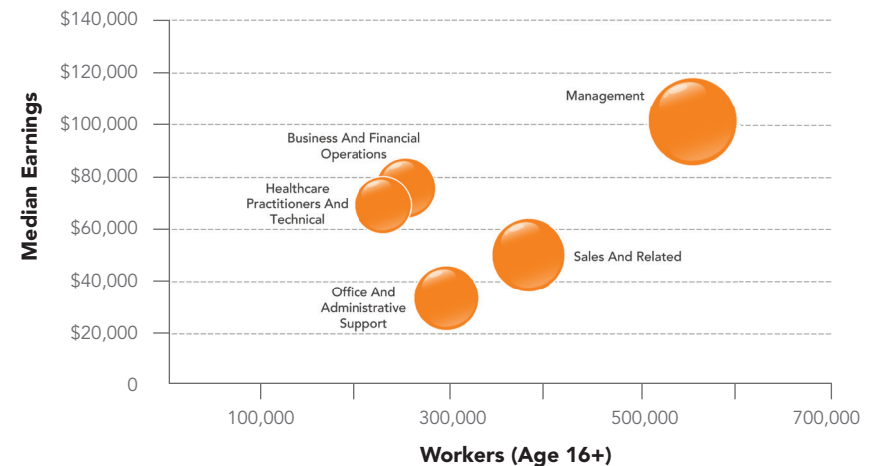
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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



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

- These frequent travelers take several domestic trips a year, preferring to book their plane tickets, accommodations, and rental cars via the Internet.
- Residents take pride in their picture-perfect homes, which they continually upgrade. They shop at Home Depot and Bed Bath & Beyond to tackle the smaller home improvement and remodeling tasks but contract out the larger projects.
- To keep up with their busy households, they hire housekeepers or professional cleaners.
- Residents are prepared for the ups and downs in life; they maintain life insurance; homeowners and auto insurance; as well as medical, vision, dental, and prescription insurance through work. They are actively investing for the future; they hold 401(k) and IRA retirement plans, plus securities.
- Consumers spend on credit but have the disposable income to avoid a balance on their credit cards. They spend heavily on Internet shopping; Amazon.com is a favorite website.
- Consumers find time in their busy schedules for themselves. They work out in their home gyms, owning at least a treadmill, an elliptical, or weightlifting equipment. They also visit the salon and spa regularly.
- All family members are avid readers; they read on their smartphones, tablets, and e-readers but also read hard copies of epicurean, home service, and sports magazines.
- Residents, both young and old, are tech savvy; they not only own the latest and greatest in tablets, smartphones, and laptops but actually use the features each has to offer.

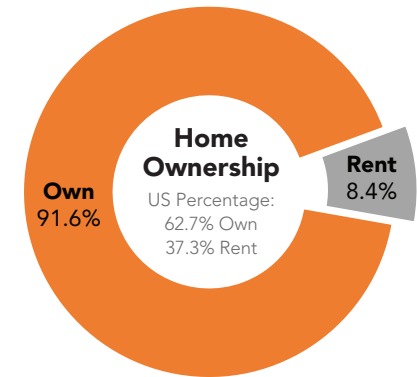
HOUSING

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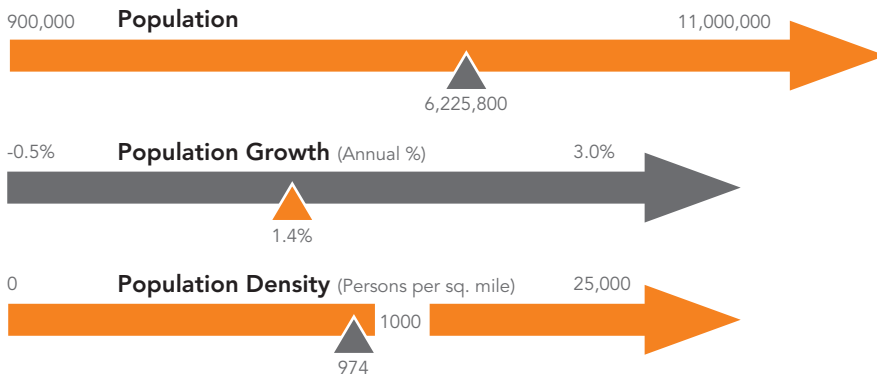
Typical Housing:
Single Family

Median Value:
\$433,400
US Median: \$207,300



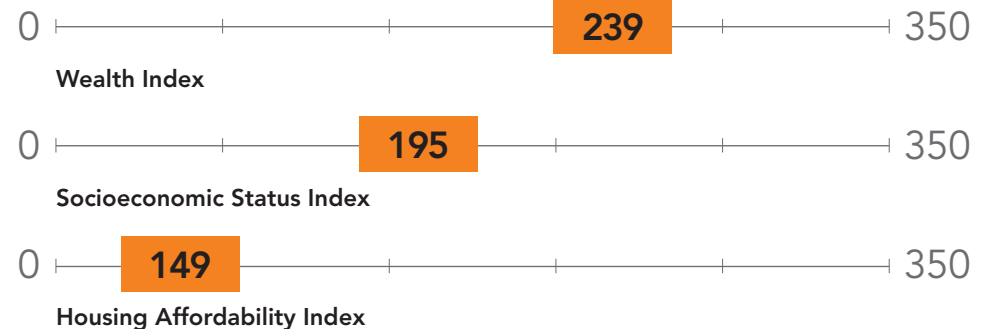
POPULATION CHARACTERISTICS

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ESRI INDEXES

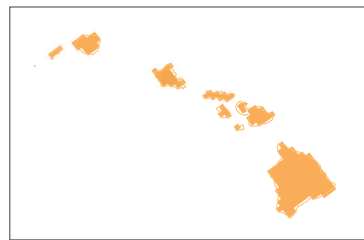
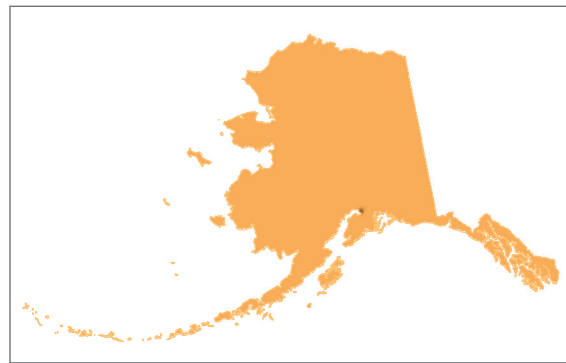
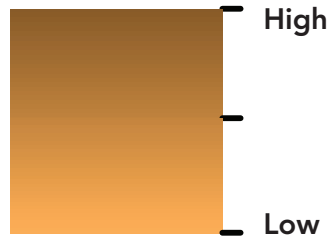
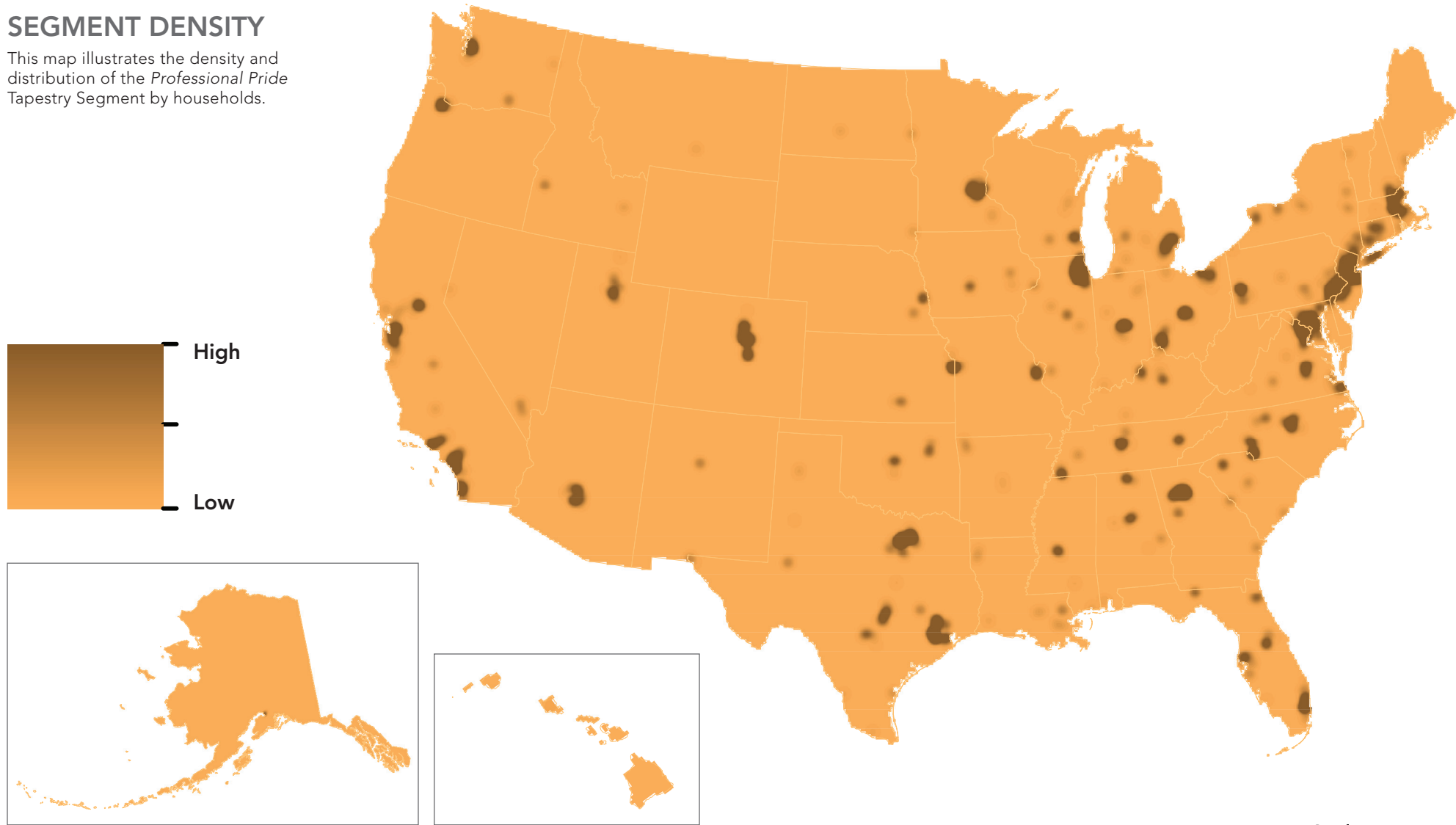
Esri developed three indexes to display average household wealth, socioeconomic status, and housing affordability for the market relative to US standards.





SEGMENT DENSITY

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



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LifeMode Group: Ethnic Enclaves

Up and Coming Families



Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

WHO ARE WE?

Up and Coming Families is a market in transition—residents are younger and more mobile and ethnically diverse than the previous generation. They are ambitious, working hard to get ahead, and willing to take some risks to achieve their goals. The recession has impacted their financial well-being, but they are optimistic. Their homes are new; their families are young. And this is one of the fastest-growing markets in the country.

OUR NEIGHBORHOOD

- New suburban periphery: new families in new housing subdivisions.
- Building began in the housing boom of the 2000s and continues in this fast-growing market.
- Single-family homes with a median value of \$194,400 and a lower vacancy rate.
- The price of affordable housing; longer commute times (Index 217).

SOCIOECONOMIC TRAITS

- Education: 67% have some college education or degree(s).
- Hard-working labor force with a participation rate of 71% (Index 114) and low unemployment at 4.6% (Index 84).
- Most households (61%) have 2 or more workers.
- Careful shoppers, aware of prices, willing to shop around for the best deals and open to influence by others' opinions.
- Seek the latest and best in technology.
- Young families still feathering the nest and establishing their style.



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

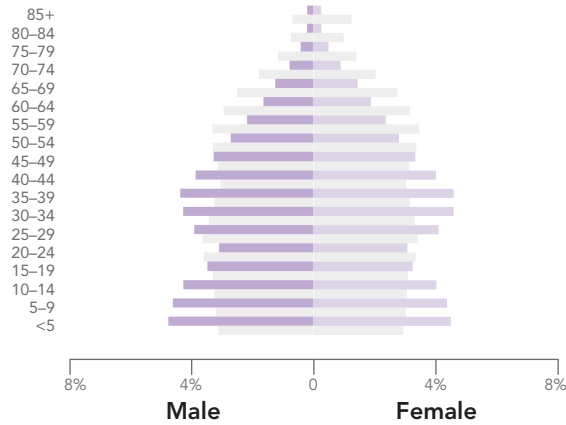
Up and Coming Families



AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

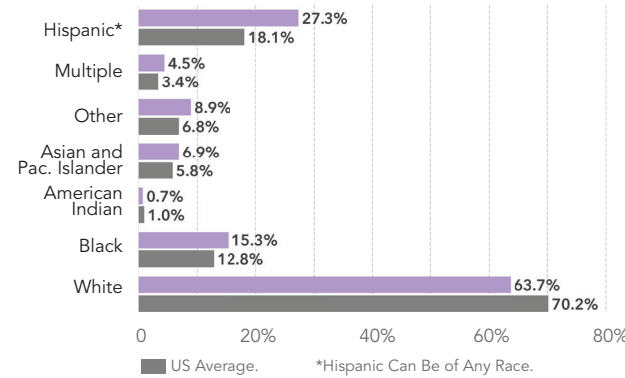
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **73.9** US: 64.0



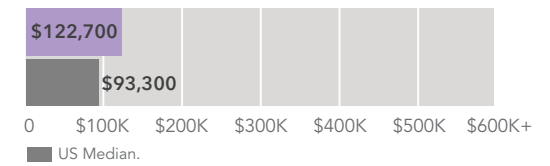
INCOME AND NET WORTH

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

Median Household Income

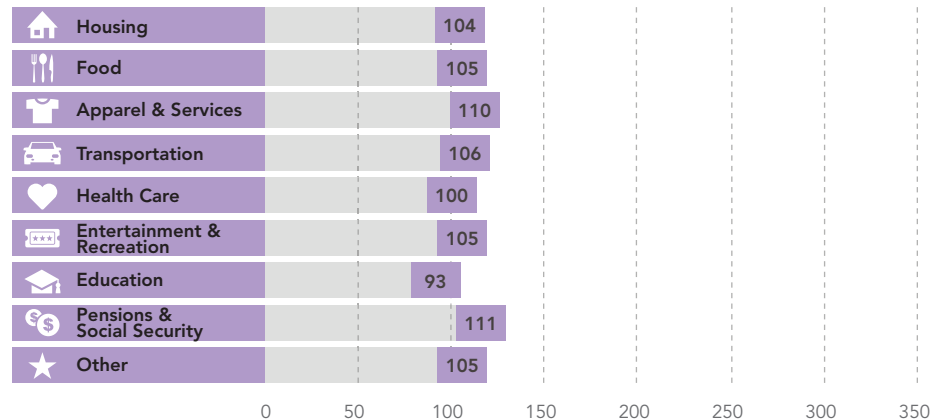


Median Net Worth



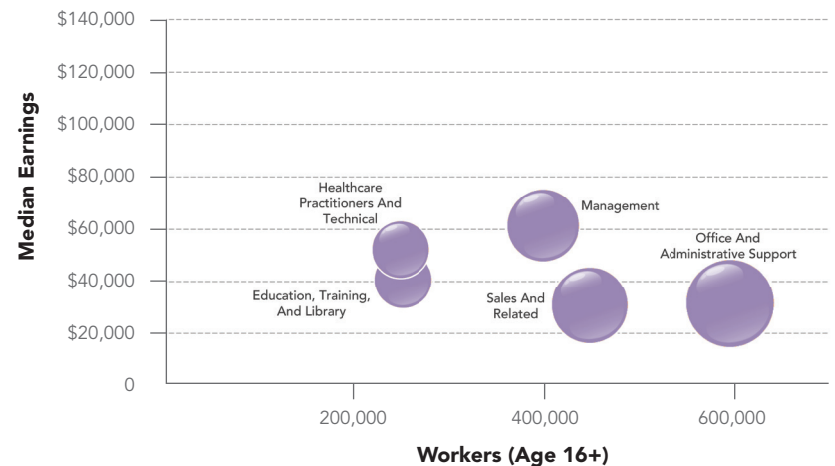
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

- Rely on the Internet for entertainment, information, shopping, and banking.
- Prefer imported SUVs or compact cars, late models.
- Carry debt from credit card balances to student loans and mortgages, but also maintain retirement plans and make charitable contributions.
- Busy with work and family; use home and landscaping services to save time.
- Find leisure in family activities, movies at home, trips to theme parks or the zoo, and sports; from golfing, weight lifting, to taking a jog or run.

HOUSING

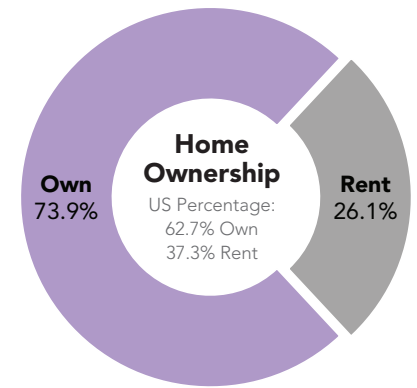
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

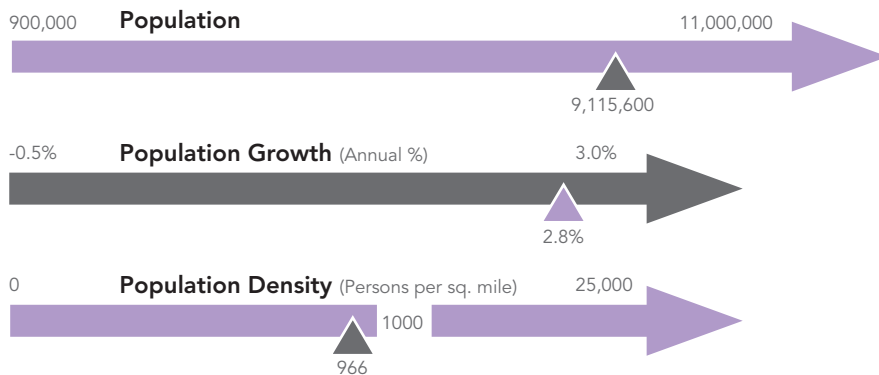
Median Value:
\$194,400

US Median: \$207,300



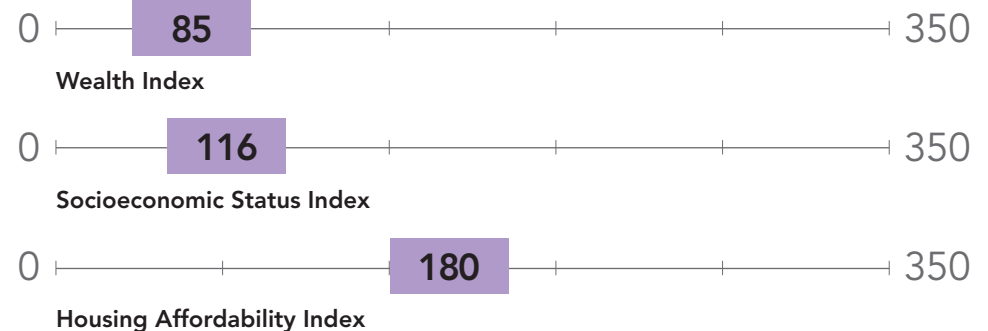
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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

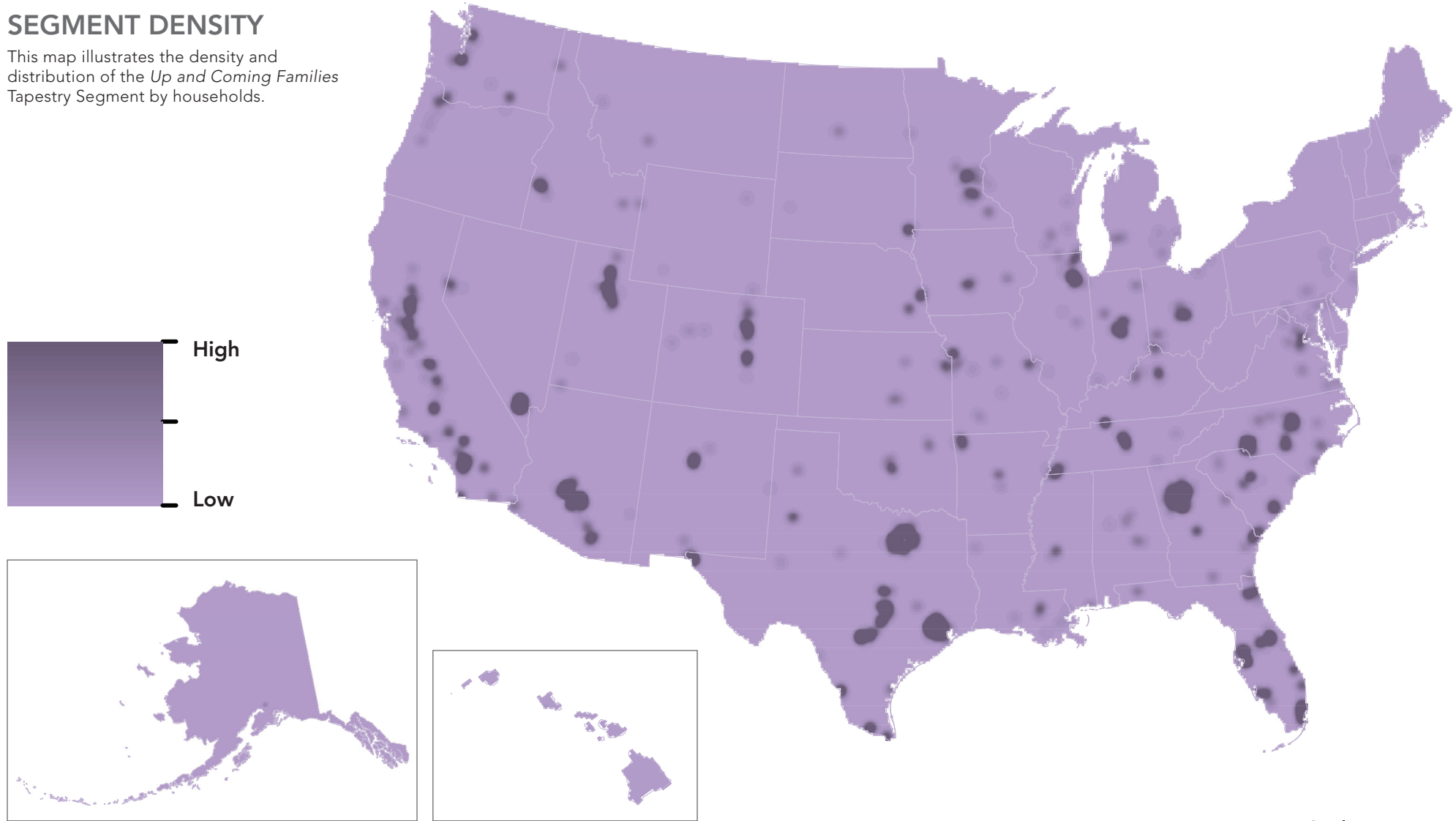


Up and Coming Families



SEGMENT DENSITY

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



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