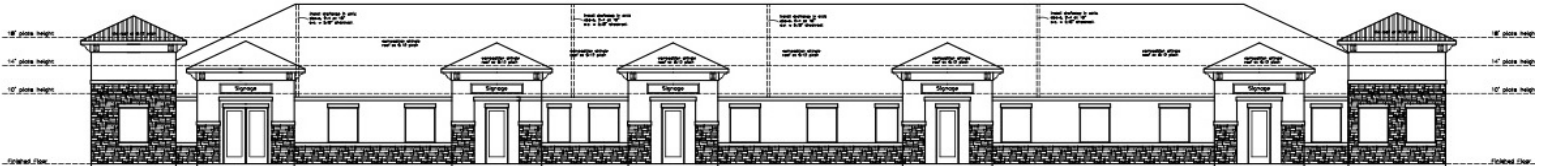




Key Facts - Northpointe Business Parks

	1 Mile Radius	3 Mile Radius	5 Mile Radius
Population	10,902	84,705	189,759
Median Age	33.5	35.0	37.0
Households	3,661	28,023	65,985
Average Household Size	2.97	3.02	2.87
Median Household Income	\$102,199	\$102,233	\$96,676
Total Businesses	144	1,858	6,032
Total Employees	1,302	15,485	52,477
Median Net Worth	\$294,598	\$333,001	\$308,118
Tapestry Segments			
BoomBurbs	27.2%	36.6%	27.5%
Up and Coming Families	72.8%	35.6%	18.9%
Savvy Suburbanites	0.0%	0.0%	14.4%
Workday Drivers	0.0%	7.1%	0.0%

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FRONT ELEVATION

Key Facts - Northpointe Business Park

Northpointe Business Park (1 mile)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 1 mile

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112

KEY FACTS

10,902

Population

33.5

Median Age



3.0

Average Household Size

\$102,199

Median Household Income

EDUCATION

5%

No High School Diploma



17%

High School Graduate



28%

Some College



51%

Bachelor's/Grad/Pr of Degree

BUSINESS



144

Total Businesses



1,302

Total Employees

EMPLOYMENT



77.1%

White Collar



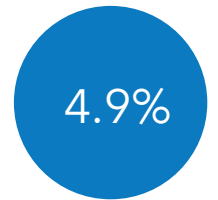
14.0%

Blue Collar



8.9%

Services



4.9%

Unemployment Rate

INCOME



\$102,199

Median Household Income



\$40,361

Per Capita Income



\$294,598

Median Net Worth

Households By Income

The largest group: \$100,000 - \$149,999 (26.9%)

The smallest group: \$15,000 - \$24,999 (2.5%)

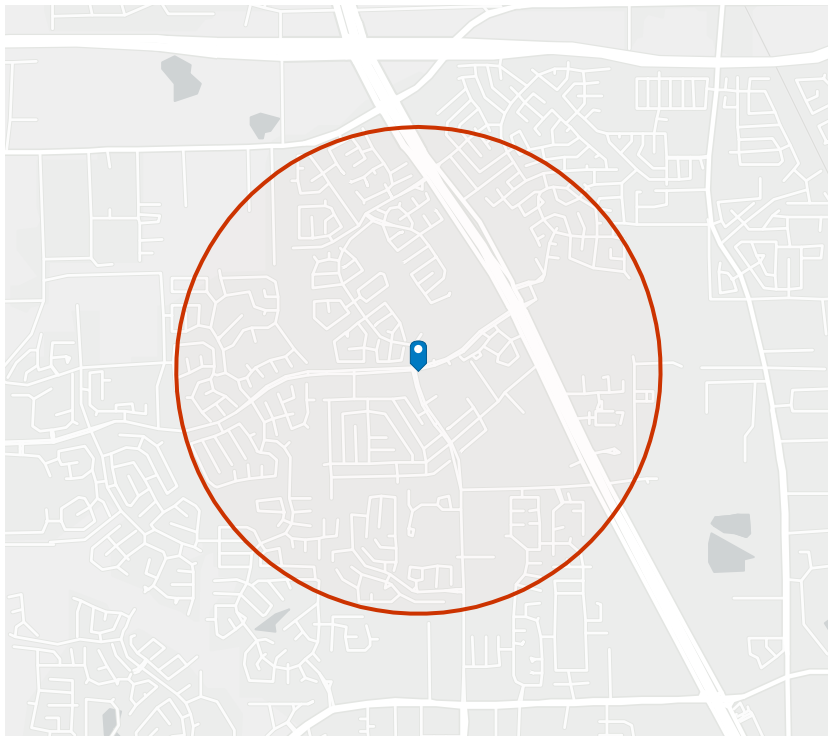
Indicator ▲	Value	Diff	
<\$15,000	2.7%	-6.7%	<div style="width: 2.7%;"></div>
\$15,000 - \$24,999	2.5%	-6.3%	<div style="width: 2.5%;"></div>
\$25,000 - \$34,999	2.9%	-6.2%	<div style="width: 2.9%;"></div>
\$35,000 - \$49,999	7.9%	-4.7%	<div style="width: 7.9%;"></div>
\$50,000 - \$74,999	11.6%	-6.6%	<div style="width: 11.6%;"></div>
\$75,000 - \$99,999	20.4%	+8.3%	<div style="width: 20.4%;"></div>
\$100,000 - \$149,999	26.9%	+12.8%	<div style="width: 26.9%;"></div>
\$150,000 - \$199,999	13.2%	+6.5%	<div style="width: 13.2%;"></div>
\$200,000+	11.9%	+2.8%	<div style="width: 11.9%;"></div>

Bars show deviation from Harris County

Population Trends - Northpointe Business Park

Northpointe Business Park (1 mile)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 1 mile

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112



POPULATION TRENDS AND KEY INDICATORS

Northpointe Business Park

10,902	3,661	2.97	33.5	\$102,199	\$299,584	127	145	70
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



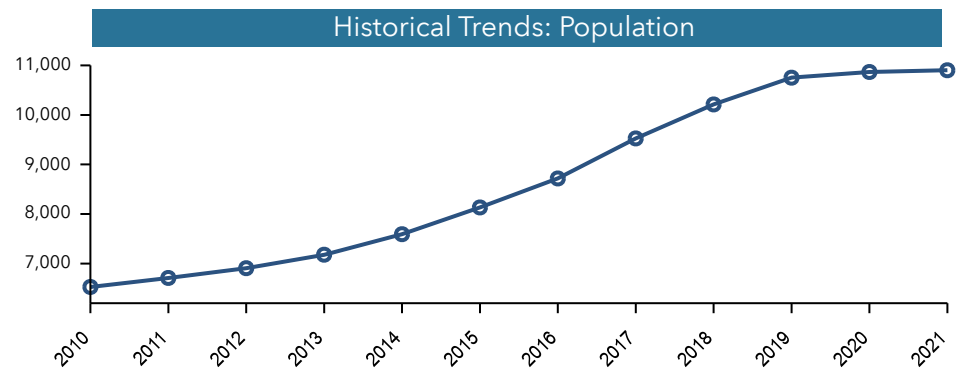
\$15,287

Avg Spent on Mortgage & Basics

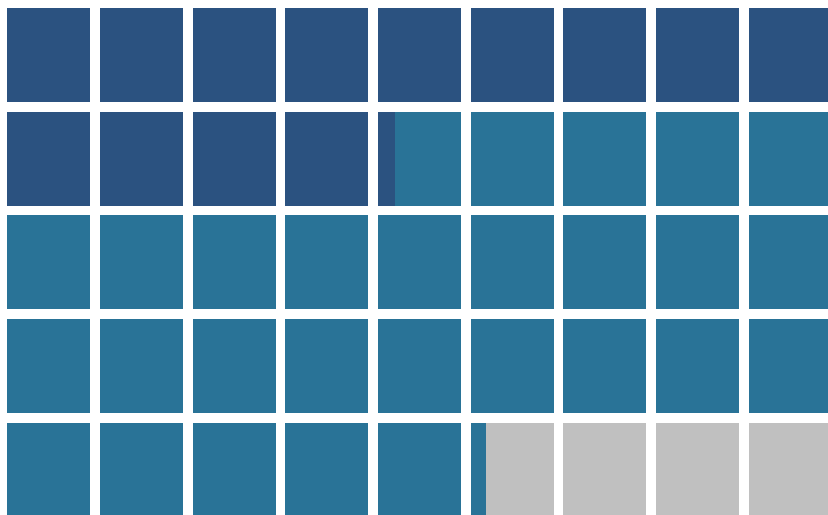


12.3%

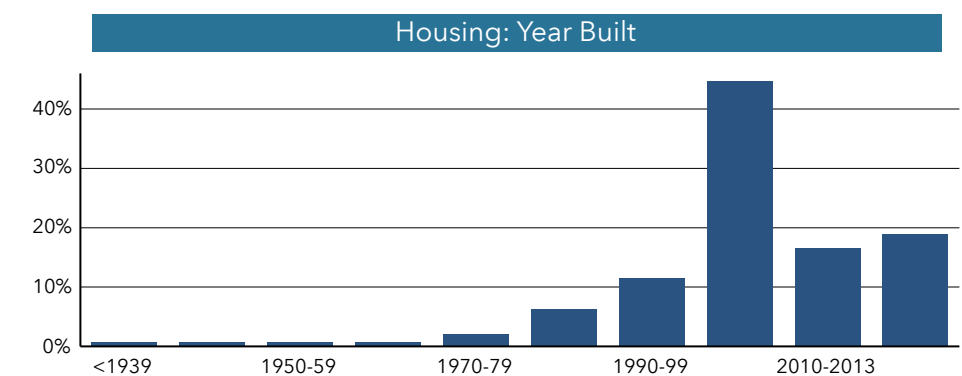
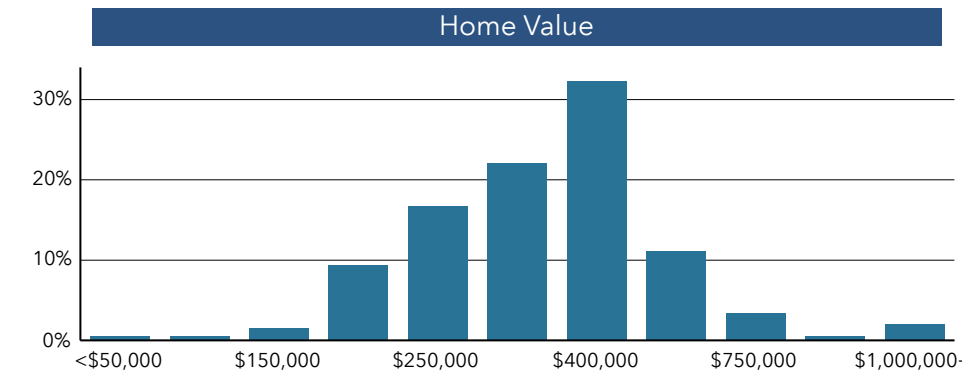
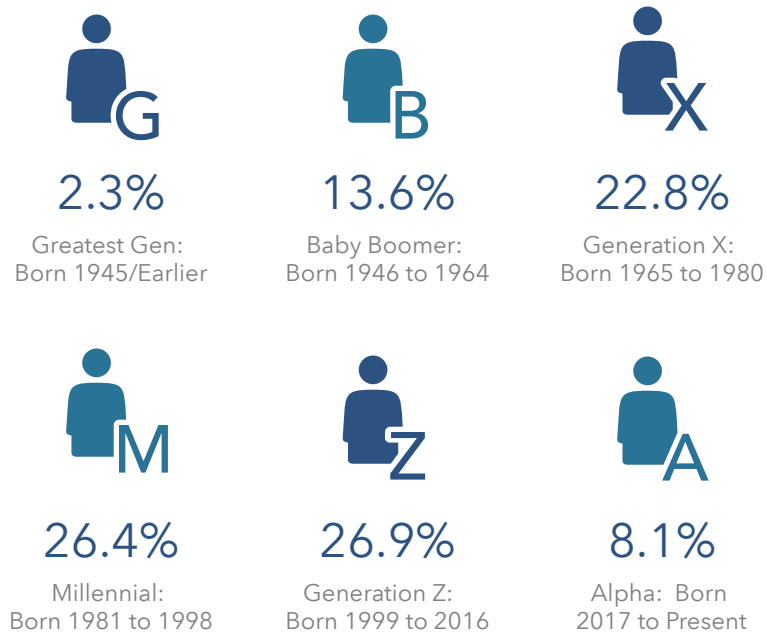
Percent of Income for Mortgage



POPULATION BY AGE



POPULATION BY GENERATION




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

Tapestry Profile - Northpointe Business Park

Northpointe Business Park (1 mile)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 1 mile

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112



TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	995	27.18%	10.00%	272
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)	2,666	72.82%	7.20%	1,011
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

\$299,584 Median Home Value

\$102,199 Median HH Income

2.9 Home Value to Income Ratio

33.5 Median Age

3,661 Households

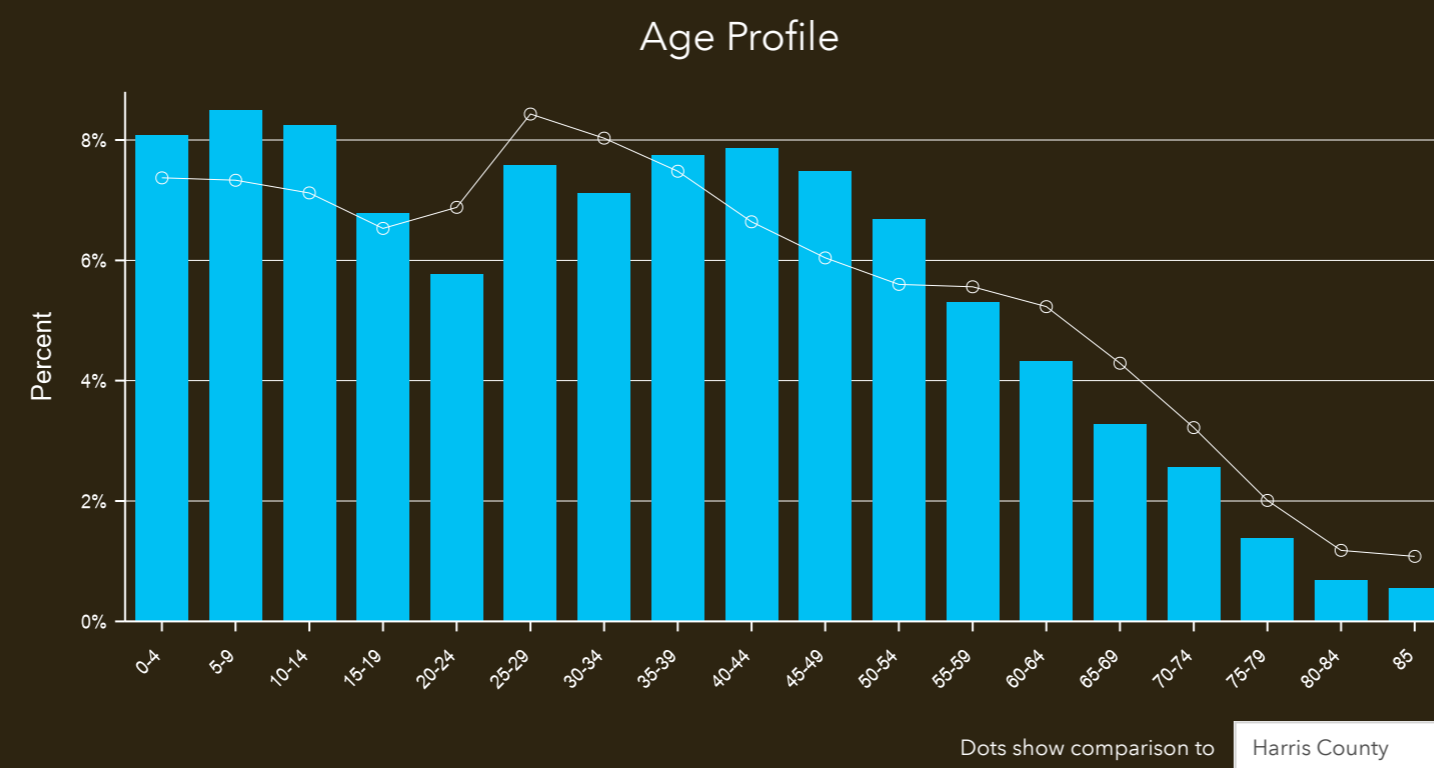
Education

5% No HS Diploma

17% HS Graduate

28% Some College

51% Degree or Higher

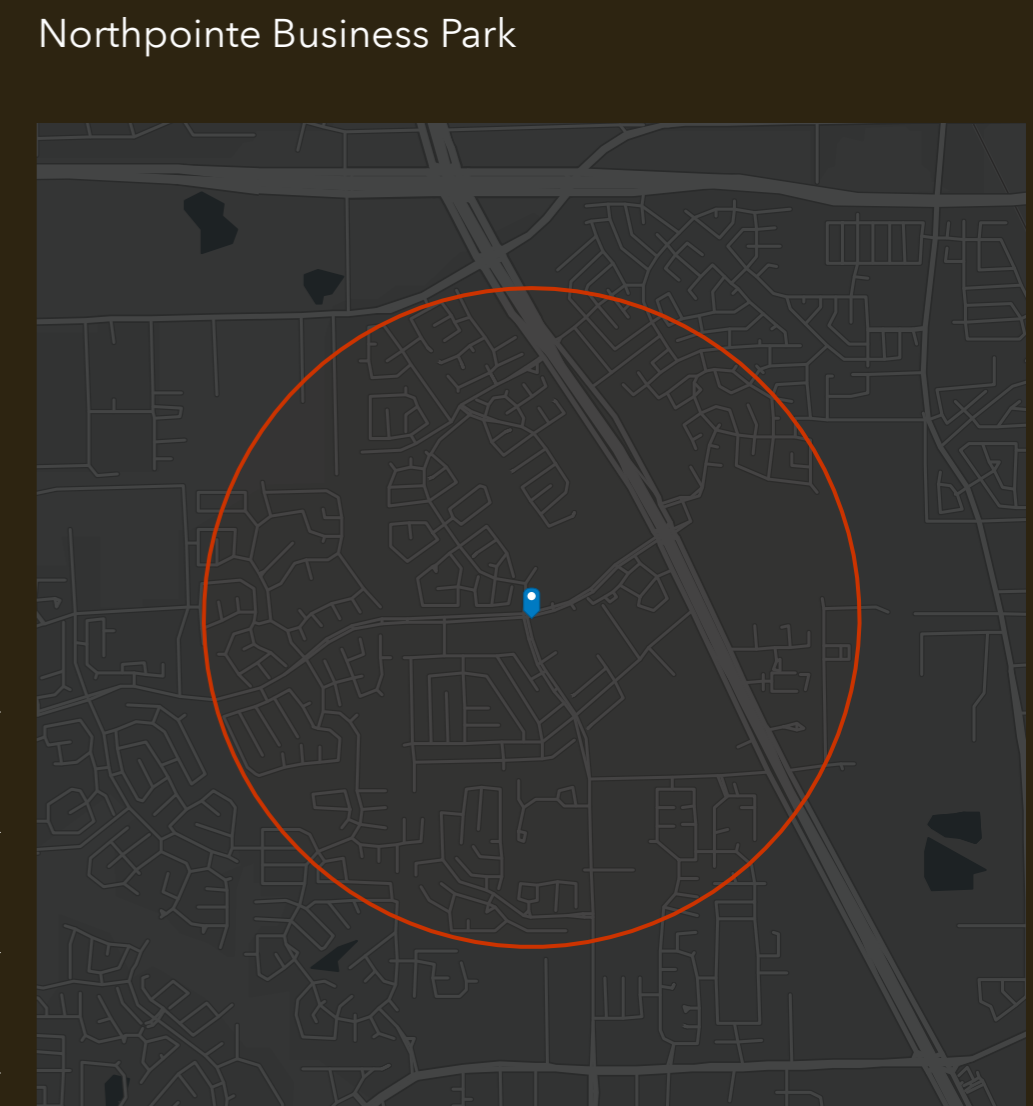


Households By Income

The largest group: \$100,000 - \$149,999 (26.9%)
 The smallest group: \$15,000 - \$24,999 (2.5%)

Indicator ▲	Value	Diff
<\$15,000	2.7%	-6.7%
\$15,000 - \$24,999	2.5%	-6.3%
\$25,000 - \$34,999	2.9%	-6.2%
\$35,000 - \$49,999	7.9%	-4.7%
\$50,000 - \$74,999	11.6%	-6.6%
\$75,000 - \$99,999	20.4%	+8.3%
\$100,000 - \$149,999	26.9%	+12.8%
\$150,000 - \$199,999	13.2%	+6.5%
\$200,000+	11.9%	+2.8%

Bars show deviation from Harris County




Tapestry Segments

- 7A Up and Coming Families**
2,666 households
72.8% of Households
- 1C Boomburbs**
995 households
27.2% of Households

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

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Key Facts - Northpointe Business Park

Northpointe Business Park (3 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 3 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112

KEY FACTS

84,705

Population

35.0

Median Age



3.0

Average Household Size

\$102,233

Median Household Income

EDUCATION

5%

No High School Diploma



18%

High School Graduate



29%

Some College



48%

Bachelor's/Grad/Pr of Degree

BUSINESS



1,858

Total Businesses



15,485

Total Employees

EMPLOYMENT



76.6%

White Collar



14.6%

Blue Collar



8.8%

Services



5.5%

Unemployment Rate

INCOME



\$102,233

Median Household Income



\$42,152

Per Capita Income



\$333,001

Median Net Worth

Households By Income

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

The smallest group: \$15,000 - \$24,999 (2.9%)

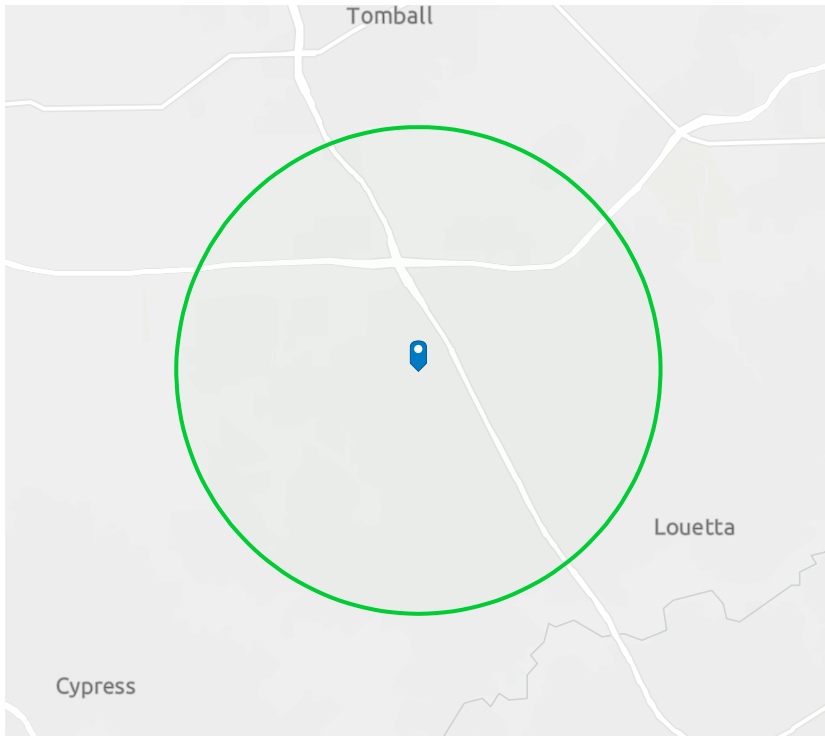
Indicator ▲	Value	Diff	
<\$15,000	3.0%	-6.4%	<div style="width: 30px; height: 10px; background-color: #2e8b57;"></div>
\$15,000 - \$24,999	2.9%	-5.9%	<div style="width: 30px; height: 10px; background-color: #2e8b57;"></div>
\$25,000 - \$34,999	4.1%	-5.0%	<div style="width: 30px; height: 10px; background-color: #2e8b57;"></div>
\$35,000 - \$49,999	8.1%	-4.5%	<div style="width: 30px; height: 10px; background-color: #2e8b57;"></div>
\$50,000 - \$74,999	15.3%	-2.9%	<div style="width: 30px; height: 10px; background-color: #2e8b57;"></div>
\$75,000 - \$99,999	15.1%	+3.0%	<div style="width: 30px; height: 10px; background-color: #0070c0;"></div>
\$100,000 - \$149,999	23.3%	+9.2%	<div style="width: 30px; height: 10px; background-color: #0070c0;"></div>
\$150,000 - \$199,999	13.0%	+6.3%	<div style="width: 30px; height: 10px; background-color: #0070c0;"></div>
\$200,000+	15.4%	+6.3%	<div style="width: 30px; height: 10px; background-color: #0070c0;"></div>

Bars show deviation from Harris County

Population Trends - Northpointe Business Park

Northpointe Business Park (3 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 3 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112



POPULATION TRENDS AND KEY INDICATORS

Northpointe Business Park

84,705	28,023	3.02	35.0	\$102,233	\$300,831	149	147	69
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

MORTGAGE INDICATORS



\$16,056

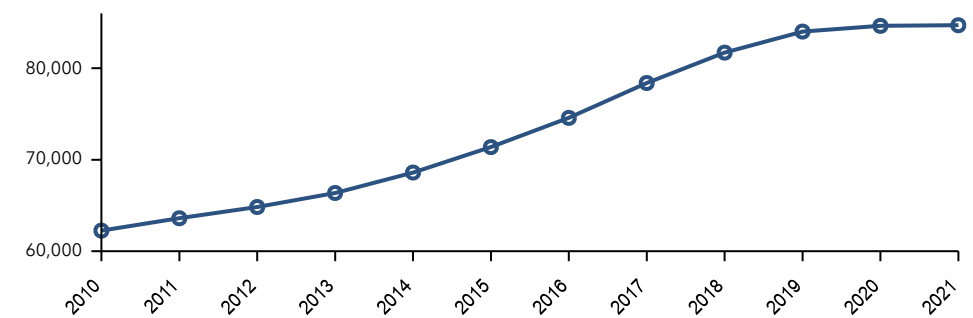
Avg Spent on Mortgage & Basics



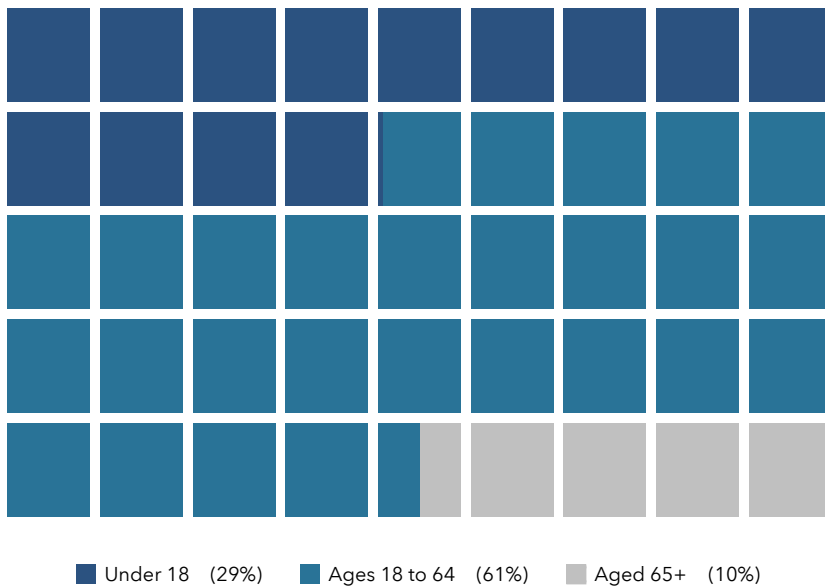
12.3%

Percent of Income for Mortgage

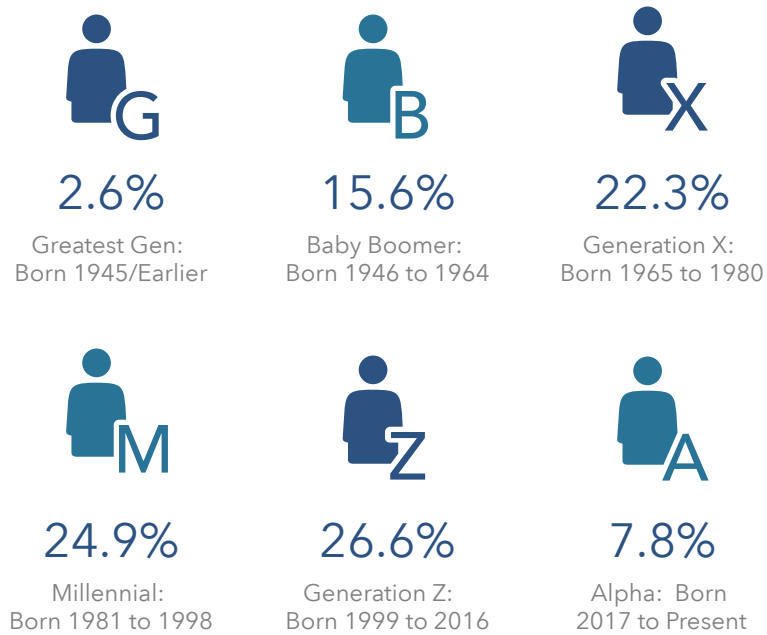
Historical Trends: Population



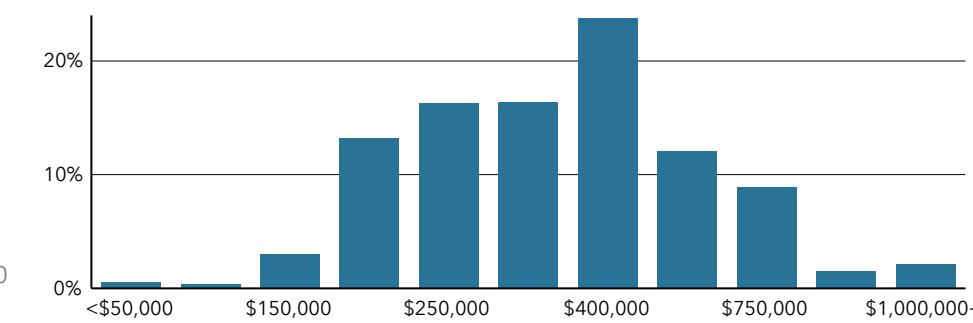
POPULATION BY AGE



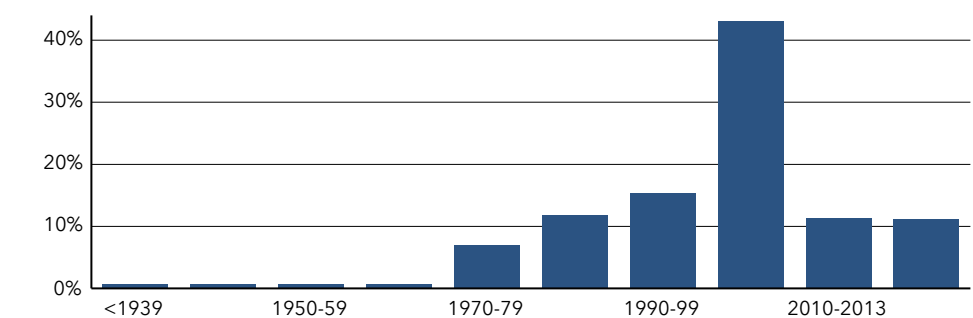
POPULATION BY GENERATION



Home Value



Housing: Year Built




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

Tapestry Profile - Northpointe Business Park

Northpointe Business Park (3 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 3 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112




TAPESTRY SEGMENTATION


The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	13,700	48.89%	10.00%	489
Upscale Avenues (L2)	0	0.00%	5.55%	0
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	2,004	7.15%	7.63%	94
GenXurban (L5)	0	0.00%	11.26%	0
Cozy Country Living (L6)	16	0.06%	12.06%	0
Sprouting Explorers (L7)	10,455	37.31%	7.20%	518
Middle Ground (L8)	1,619	5.78%	10.79%	54
Senior Styles (L9)	223	0.80%	5.80%	14
Rustic Outposts (L10)	7	0.02%	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



\$300,831
Median Home Value




\$102,233
Median HH Income

2.9
Home Value to Income Ratio


35.0
Median Age

28,023
Households


Education




5%
No HS Diploma



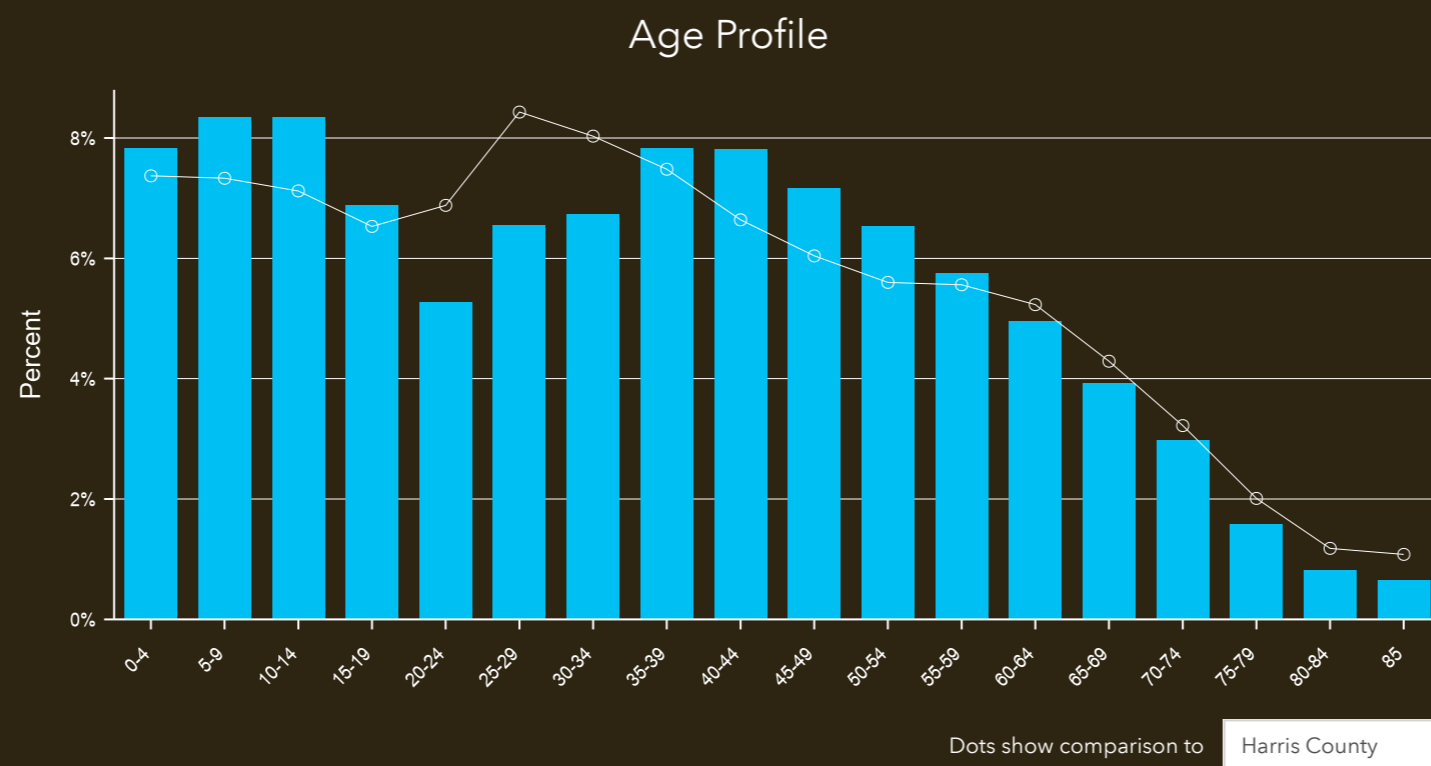
18%
HS Graduate



29%
Some College



48%
Degree or Higher



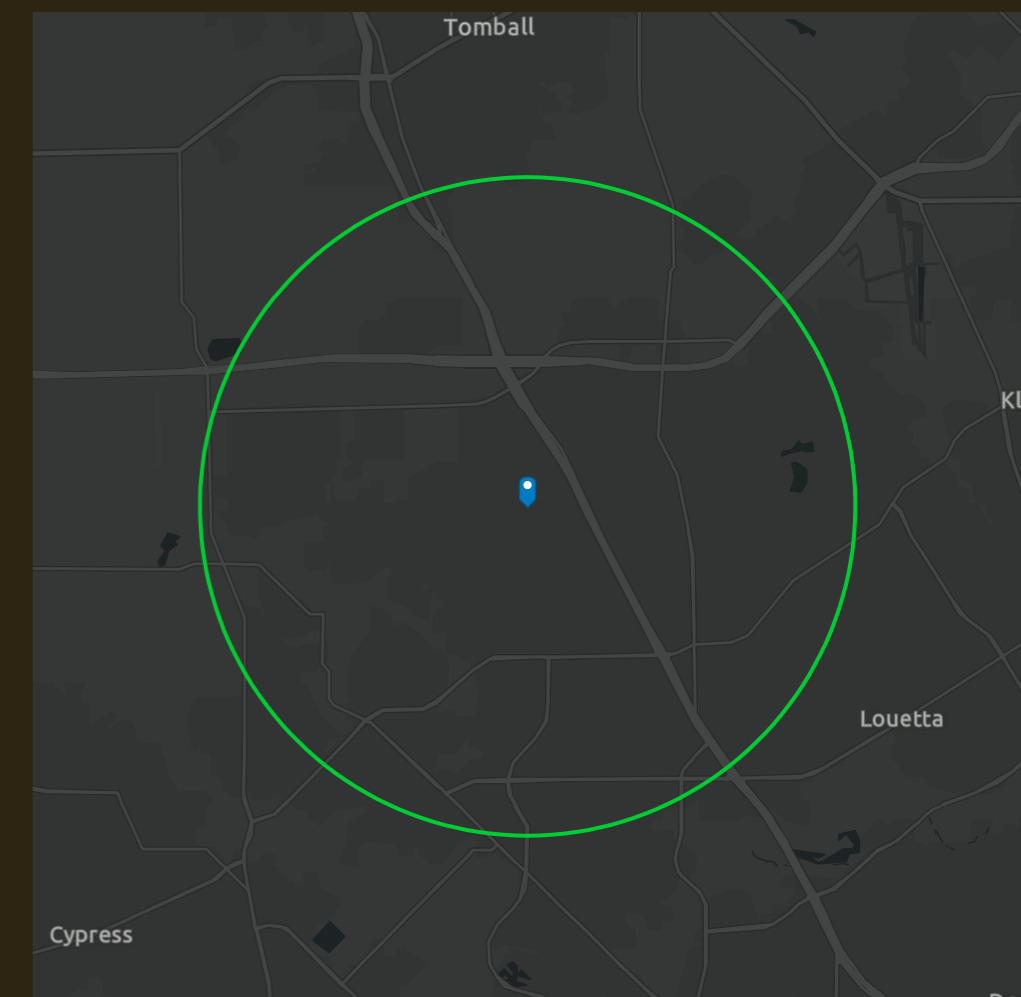
Households By Income

The largest group: \$100,000 - \$149,999 (23.3%)
 The smallest group: \$15,000 - \$24,999 (2.9%)




Indicator ▲	Value	Diff
<\$15,000	3.0%	-6.4%
\$15,000 - \$24,999	2.9%	-5.9%
\$25,000 - \$34,999	4.1%	-5.0%
\$35,000 - \$49,999	8.1%	-4.5%
\$50,000 - \$74,999	15.3%	-2.9%
\$75,000 - \$99,999	15.1%	+3.0%
\$100,000 - \$149,999	23.3%	+9.2%
\$150,000 - \$199,999	13.0%	+6.3%
\$200,000+	15.4%	+6.3%

Bars show deviation from Harris County

Northpointe Business Park



Tapestry Segments

	Boomburbs 10,253 households	36.6% of Households
	Up and Coming Families 9,988 households	35.6% of Households
	Workday Drive 1,995 households	7.1% of Households

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

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Key Facts - Northpointe Business Park

Northpointe Business Park (5 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 5 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112

KEY FACTS

189,759

Population



2.9

Average Household Size

37.0

Median Age



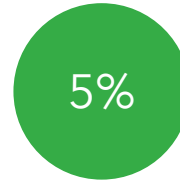
\$96,676

Median Household Income

EDUCATION

5%

No High School Diploma



18%

High School Graduate



29%

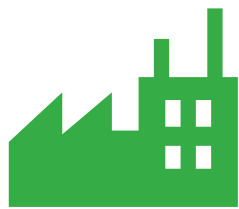
Some College



48%

Bachelor's/Grad/Pr of Degree

BUSINESS



6,032

Total Businesses



52,477

Total Employees

EMPLOYMENT



77.6%

White Collar



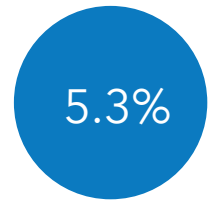
13.6%

Blue Collar



8.8%

Services



5.3%

Unemployment Rate

INCOME



\$96,676

Median Household Income



\$43,483

Per Capita Income



\$308,118

Median Net Worth

Households By Income

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

The smallest group: \$15,000 - \$24,999 (3.4%)

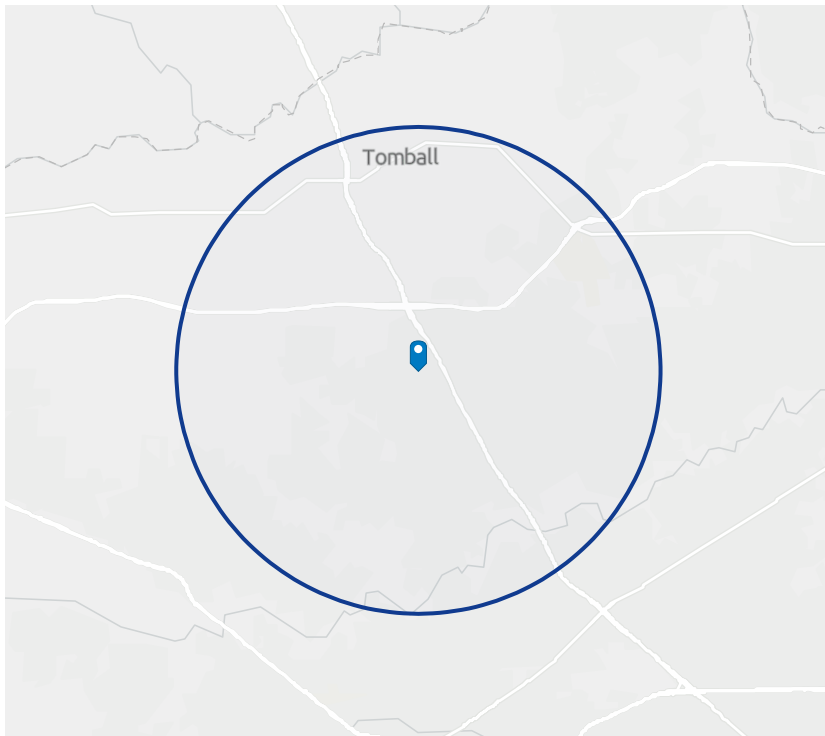
Indicator ▲	Value	Diff	
<\$15,000	3.6%	-5.8%	<div style="width: 5.8%; height: 10px; background-color: green;"></div>
\$15,000 - \$24,999	3.4%	-5.4%	<div style="width: 5.4%; height: 10px; background-color: green;"></div>
\$25,000 - \$34,999	4.8%	-4.3%	<div style="width: 4.3%; height: 10px; background-color: green;"></div>
\$35,000 - \$49,999	8.6%	-4.0%	<div style="width: 4.0%; height: 10px; background-color: green;"></div>
\$50,000 - \$74,999	16.6%	-1.6%	<div style="width: 1.6%; height: 10px; background-color: green;"></div>
\$75,000 - \$99,999	14.5%	+2.4%	<div style="width: 2.4%; height: 10px; background-color: blue;"></div>
\$100,000 - \$149,999	20.6%	+6.5%	<div style="width: 6.5%; height: 10px; background-color: blue;"></div>
\$150,000 - \$199,999	12.3%	+5.6%	<div style="width: 5.6%; height: 10px; background-color: blue;"></div>
\$200,000+	15.6%	+6.5%	<div style="width: 6.5%; height: 10px; background-color: blue;"></div>

Bars show deviation from Harris County

Population Trends - Northpointe Business Park

Northpointe Business Park (5 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 5 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112

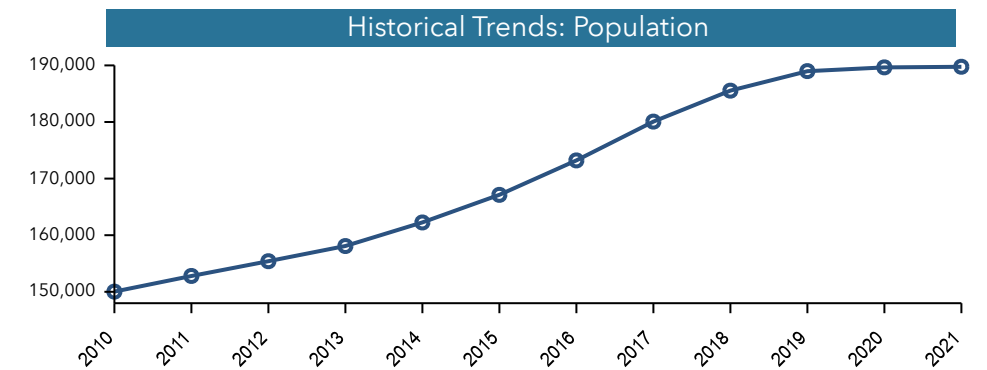


POPULATION TRENDS AND KEY INDICATORS

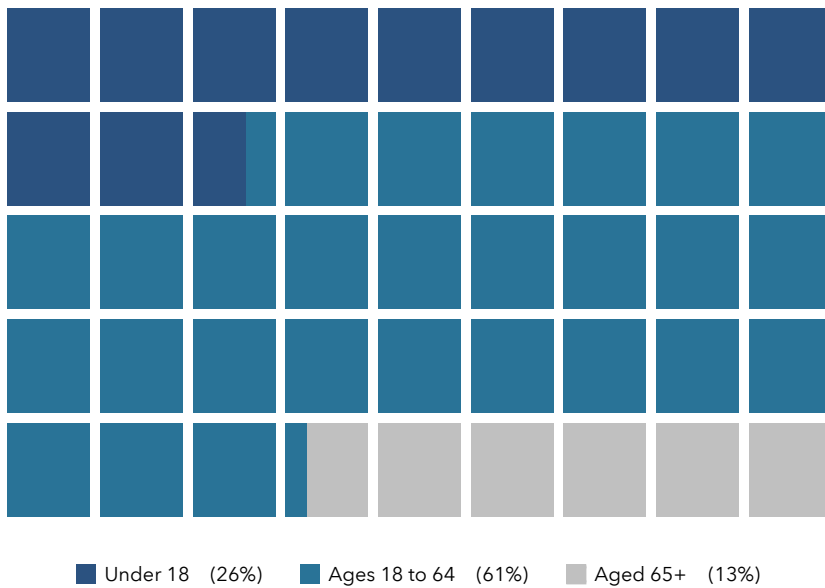
Northpointe Business Park

189,759	65,985	2.87	37.0	\$96,676	\$300,784	155	143	67
Population	Households	Avg Size Household	Median Age	Median Household Income	Median Home Value	Wealth Index	Housing Affordability	Diversity Index

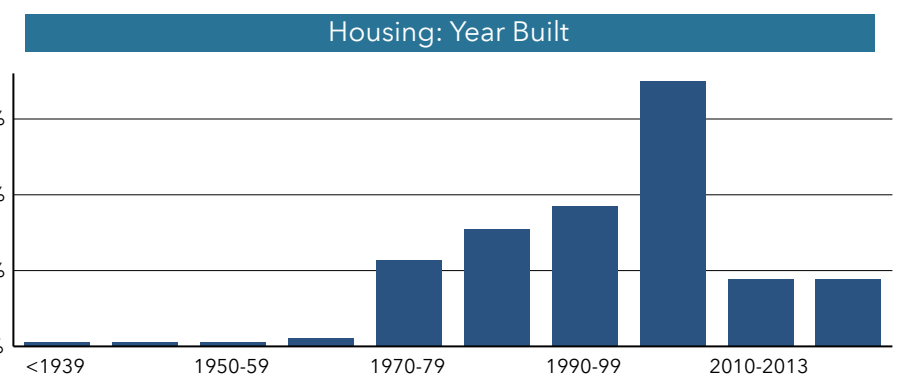
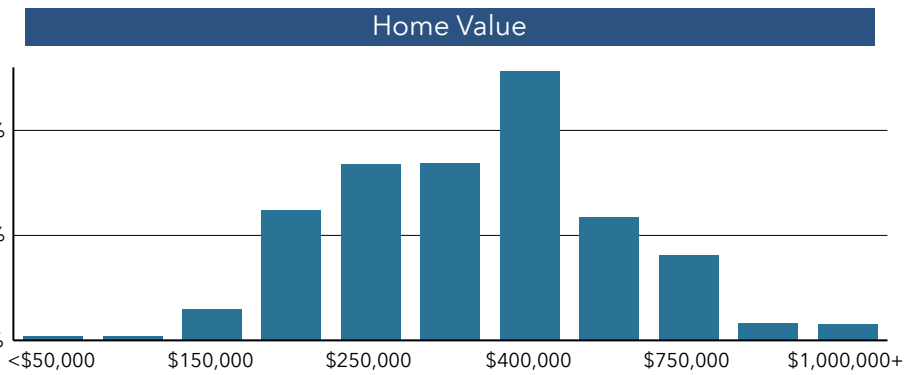
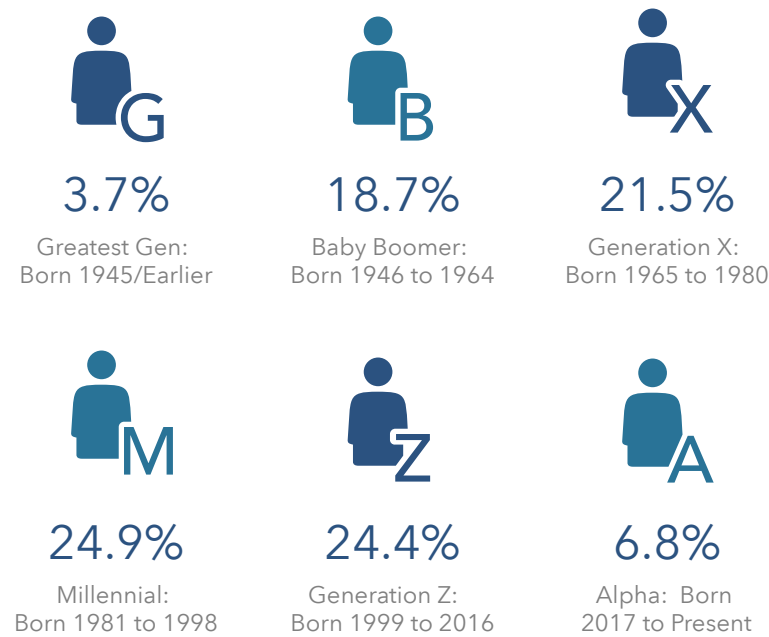
MORTGAGE INDICATORS



POPULATION BY AGE



POPULATION BY GENERATION




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Tapestry Profile - Northpointe Business Park

Northpointe Business Park (5 miles)
 11027 Northpointe Blvd, Tomball, Texas, 77377
 Ring of 5 miles

Prepared by Esri
 Latitude: 30.03267
 Longitude: -95.61112



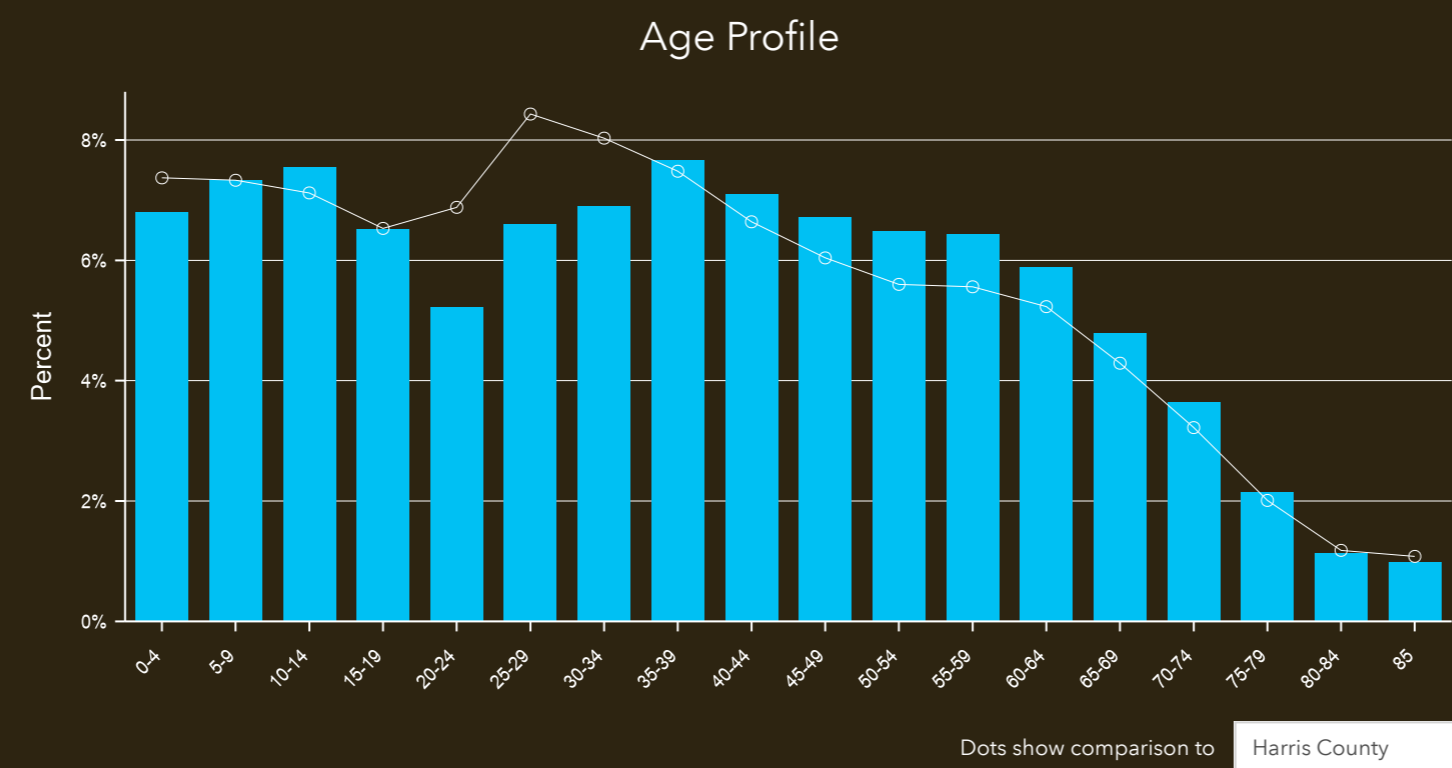
TAPESTRY SEGMENTATION

The Fabric of America's Neighborhoods

Tapestry LifeMode	Households	HHs %	% US HHs	Index
learn more...				
Affluent Estates (L1)	32,460	49.19%	10.00%	492
Upscale Avenues (L2)	1,270	1.92%	5.55%	35
Uptown Individuals (L3)	0	0.00%	3.58%	0
Family Landscapes (L4)	5,141	7.79%	7.63%	102
GenXurban (L5)	582	0.88%	11.26%	8
Cozy Country Living (L6)	2,106	3.19%	12.06%	26
Sprouting Explorers (L7)	13,078	19.82%	7.20%	275
Middle Ground (L8)	8,955	13.57%	10.79%	126
Senior Styles (L9)	1,334	2.02%	5.80%	35
Rustic Outposts (L10)	1,058	1.60%	8.30%	19
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

- \$300,784**
Median Home Value
- \$96,676**
Median HH Income
- 5%**
No HS Diploma
- 18%**
HS Graduate
- 3.1**
Home Value to Income Ratio
- 37.0**
Median Age
- 65,985**
Households
- 29%**
Some College
- 48%**
Degree or Higher

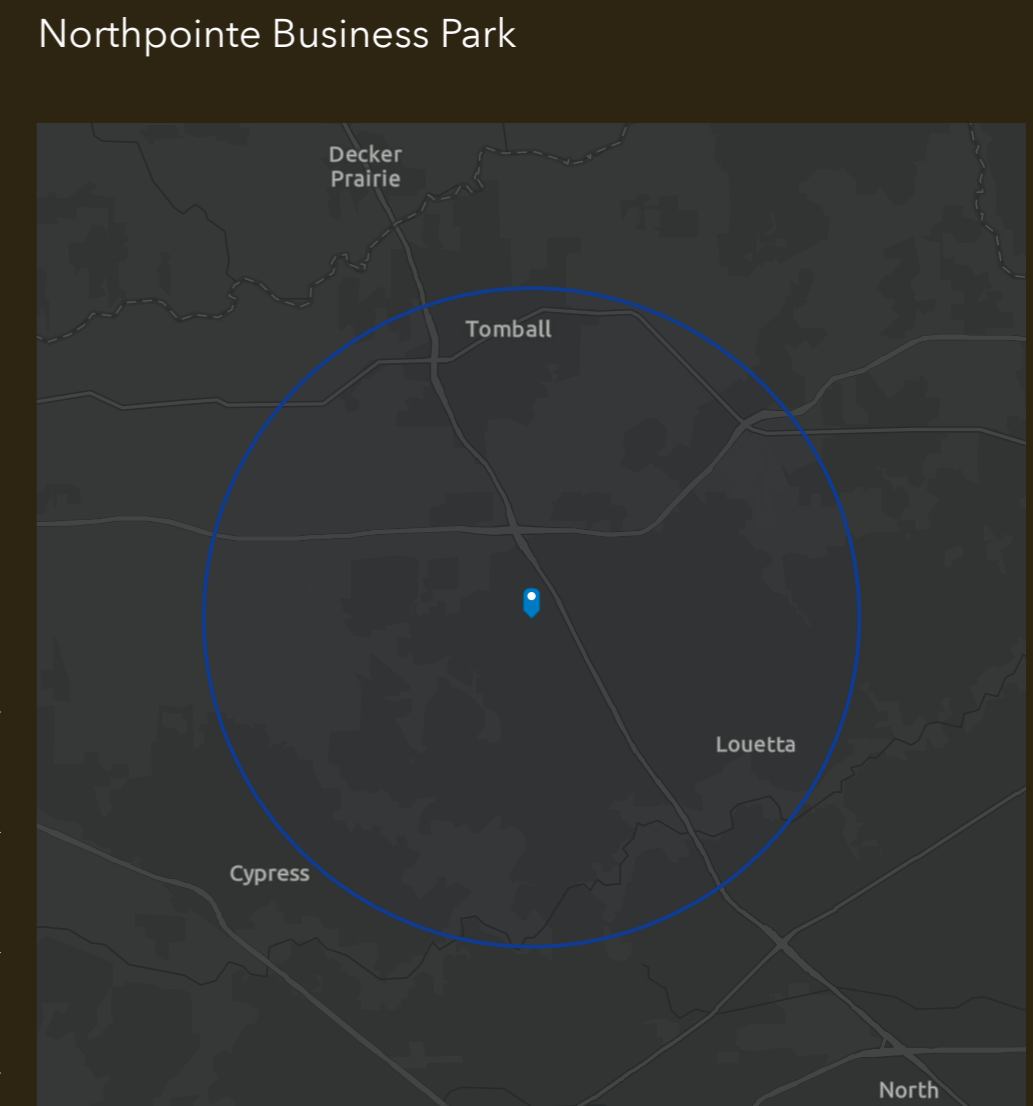


Households By Income

The largest group: \$100,000 - \$149,999 (20.6%)
 The smallest group: \$15,000 - \$24,999 (3.4%)

Indicator ▲	Value	Diff
<\$15,000	3.6%	-5.8%
\$15,000 - \$24,999	3.4%	-5.4%
\$25,000 - \$34,999	4.8%	-4.3%
\$35,000 - \$49,999	8.6%	-4.0%
\$50,000 - \$74,999	16.6%	-1.6%
\$75,000 - \$99,999	14.5%	+2.4%
\$100,000 - \$149,999	20.6%	+6.5%
\$150,000 - \$199,999	12.3%	+5.6%
\$200,000+	15.6%	+6.5%

Bars show deviation from Harris County



Tapestry Segments

1C	Boomburbs 18,166 households	27.5% of Households
7A	Up and Coming Families 12,459 households	18.9% of Households
1D	Savvy Suburbanites 9,510 households	14.4% 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.



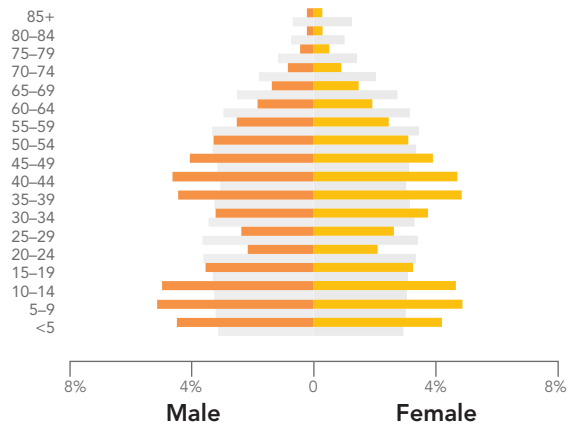
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

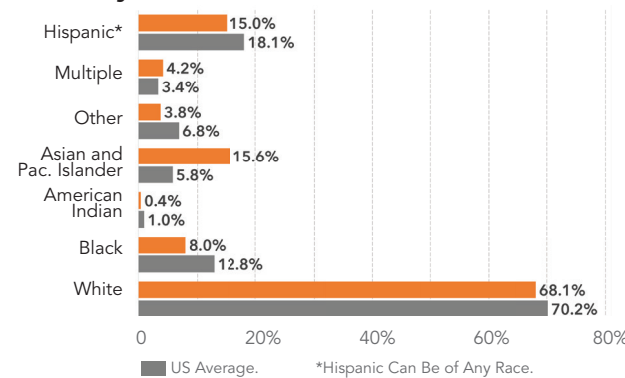
■ Indicates US



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



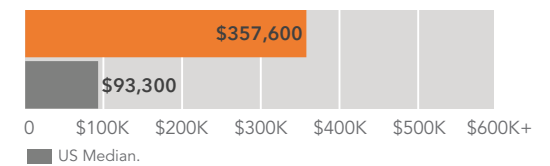
INCOME AND NET WORTH

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

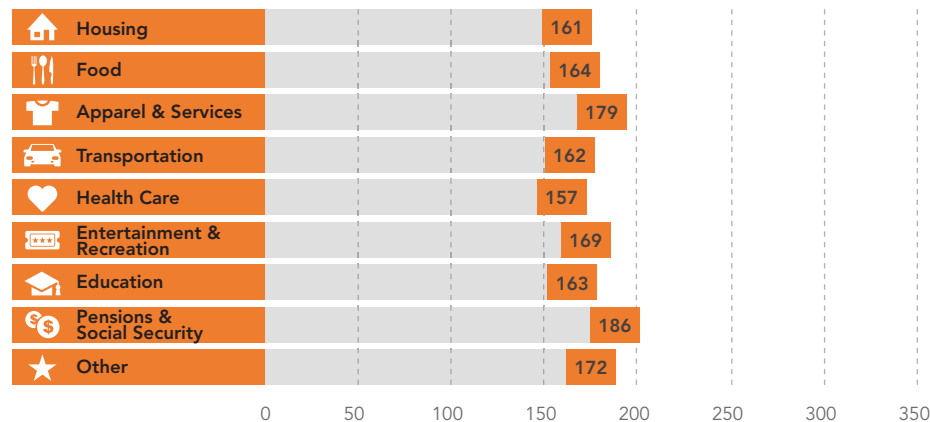


Median Net Worth



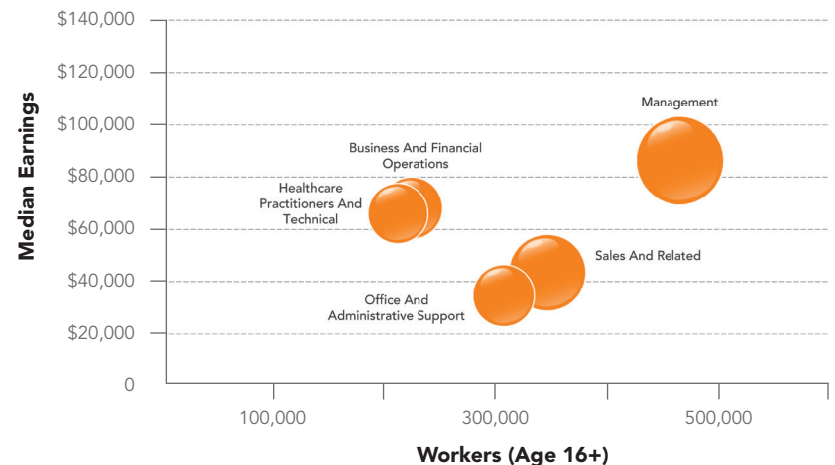
AVERAGE HOUSEHOLD BUDGET INDEX

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.

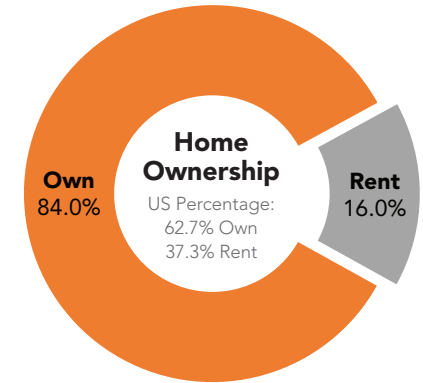
HOUSING

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.



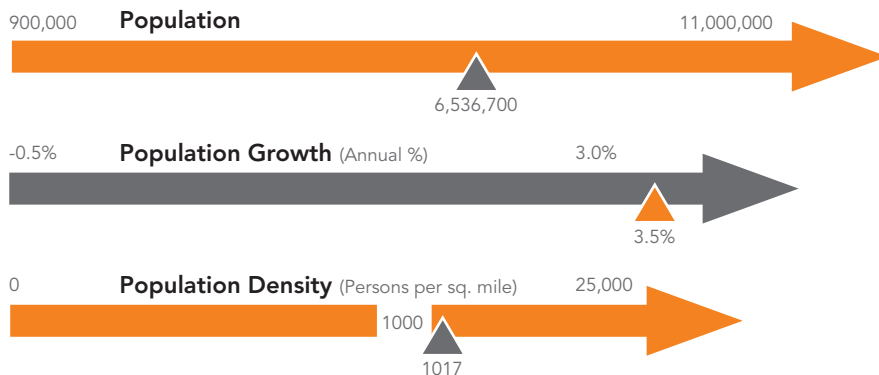
Typical Housing:
Single Family

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



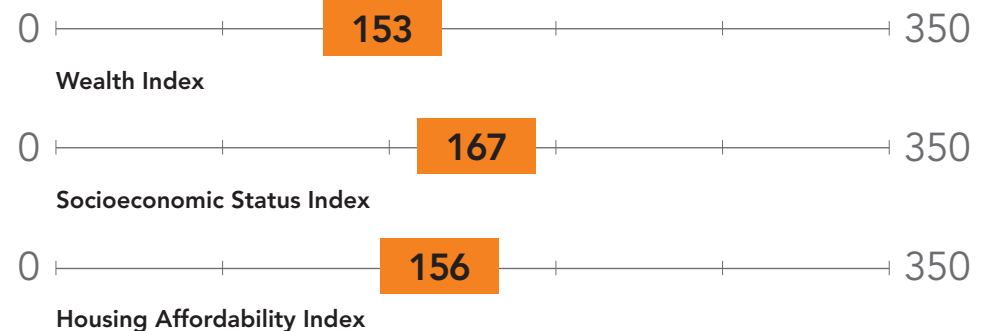
POPULATION CHARACTERISTICS

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.



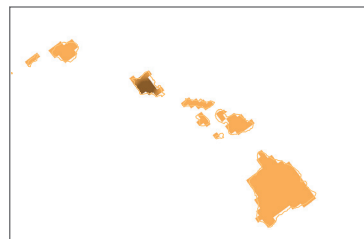
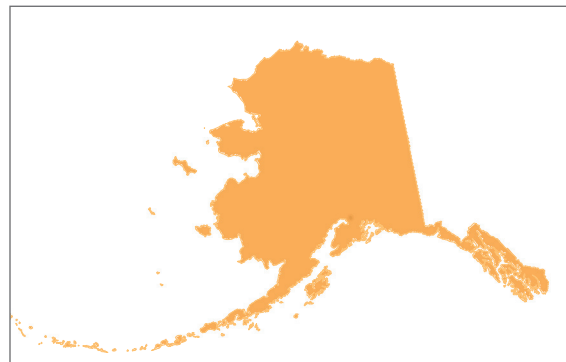
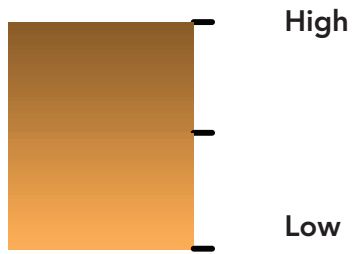
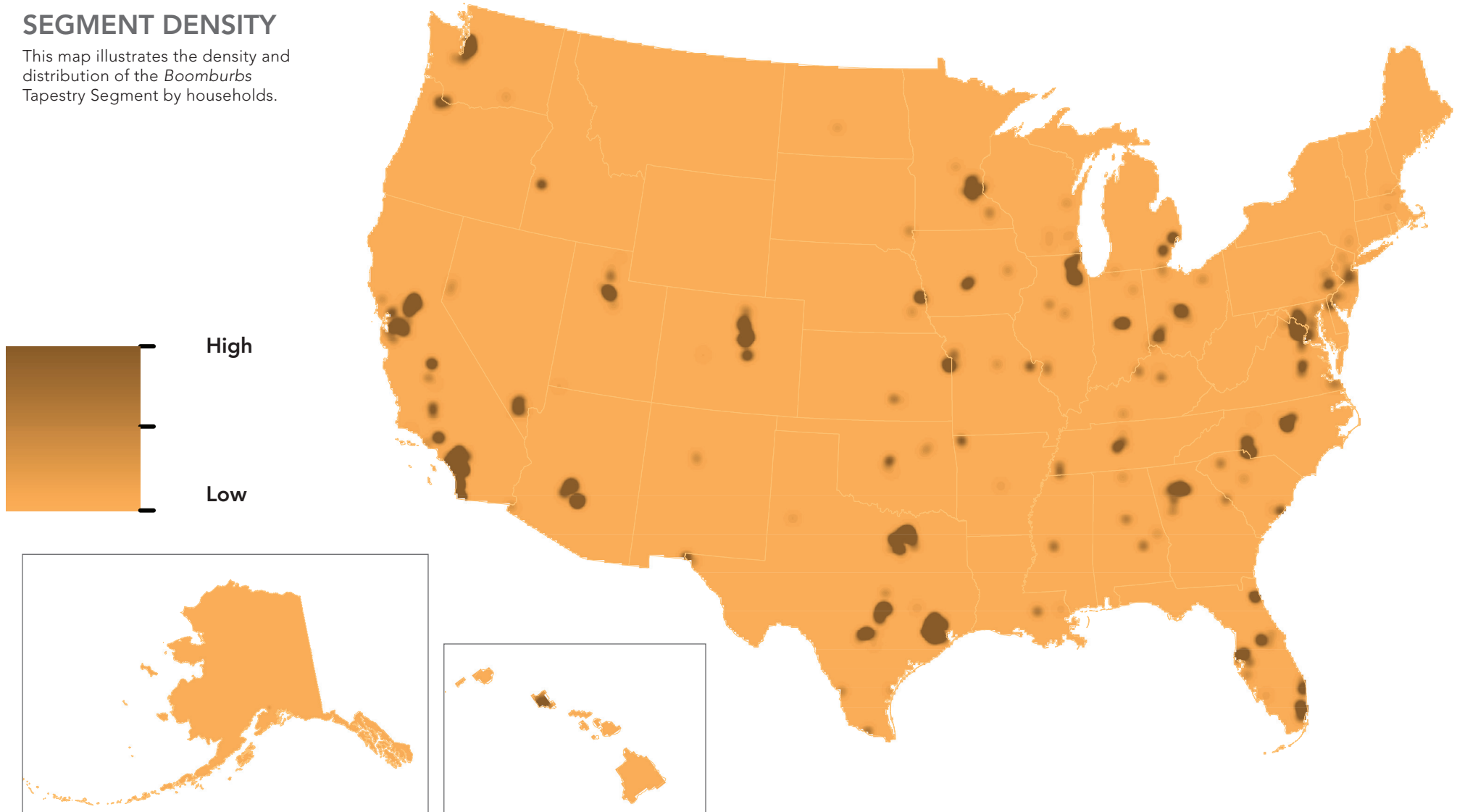


Boomburbs



SEGMENT DENSITY

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



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LifeMode Group: Affluent Estates

Savvy Suburbanites



Households: 3,664,200

Average Household Size: 2.85

Median Age: 45.1

Median Household Income: \$108,700

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



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



LifeMode Group: Affluent Estates

Savvy Suburbanites

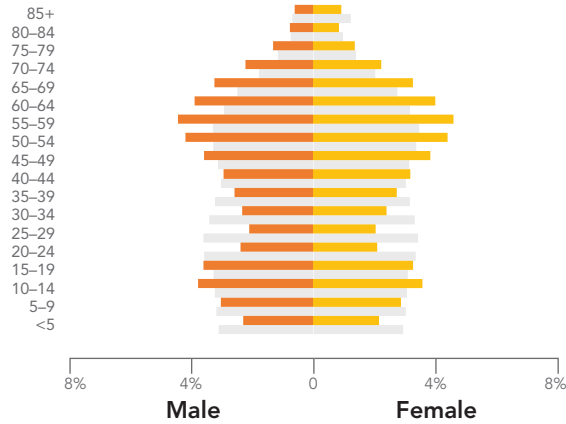


TAPESTRY
SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 45.1 US: 38.2

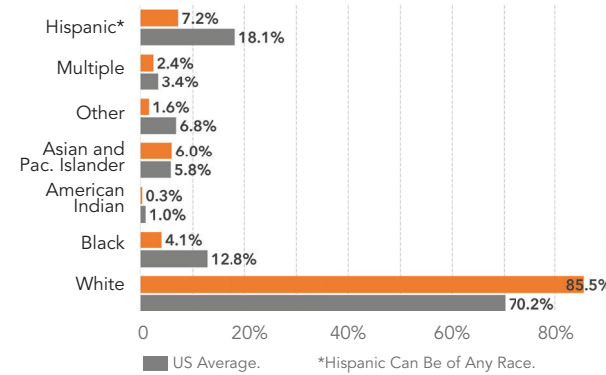
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: 36.2 US: 64.0



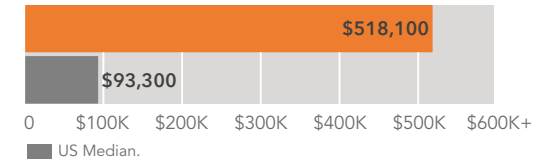
INCOME AND NET WORTH

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

Median Household Income

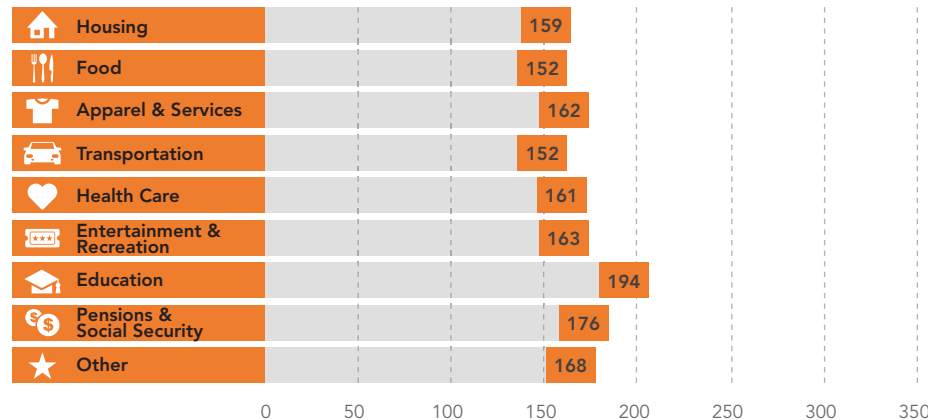


Median Net Worth



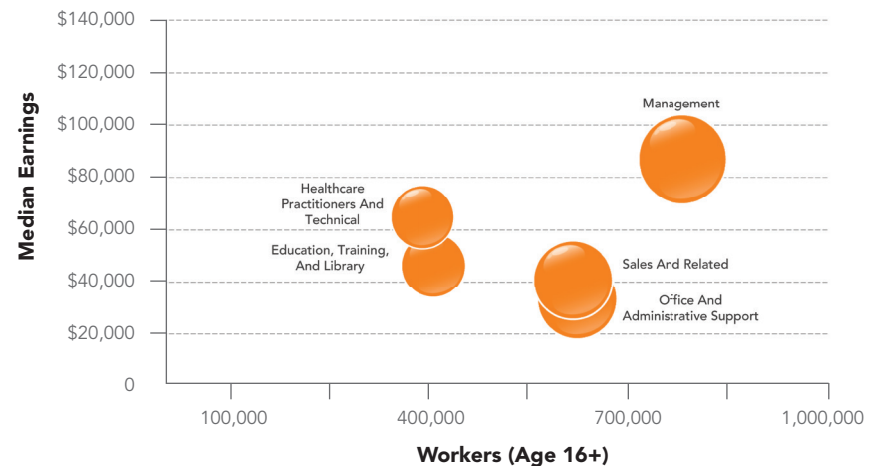
AVERAGE HOUSEHOLD BUDGET INDEX

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



OCCUPATION BY EARNINGS

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





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

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

HOUSING

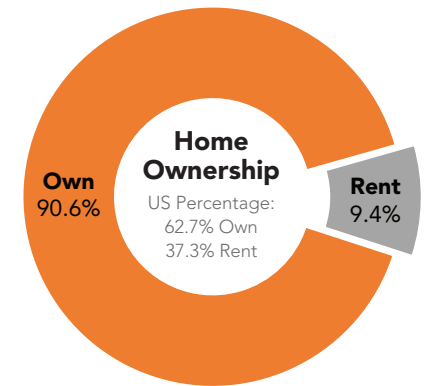
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

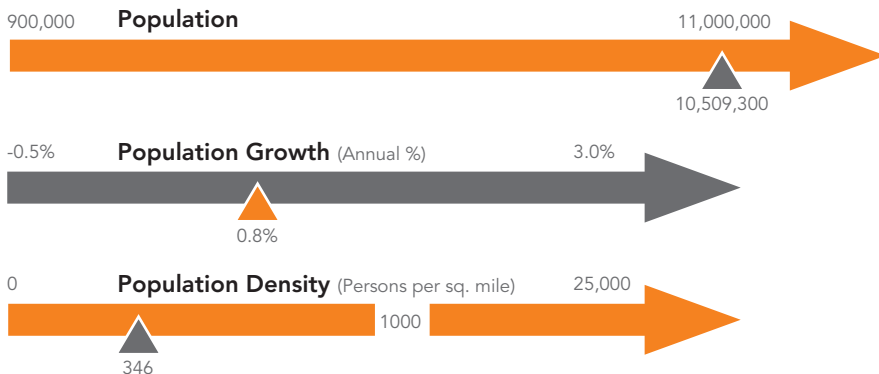
Median Value:
\$362,900

US Median: \$207,300



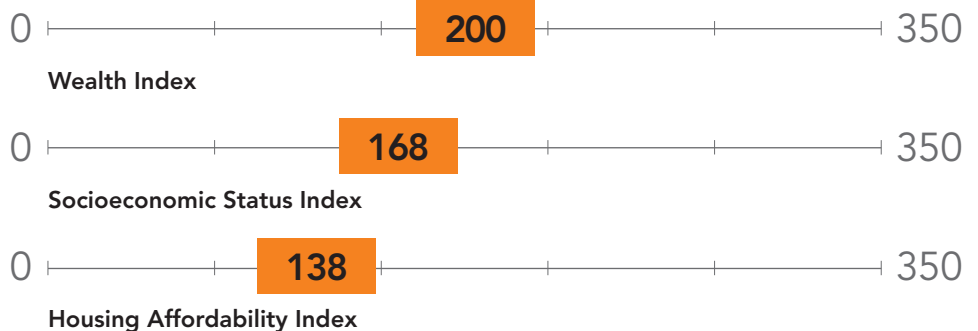
POPULATION CHARACTERISTICS

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



ESRI INDEXES

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





LifeMode Group: Affluent Estates

Savvy Suburbanites

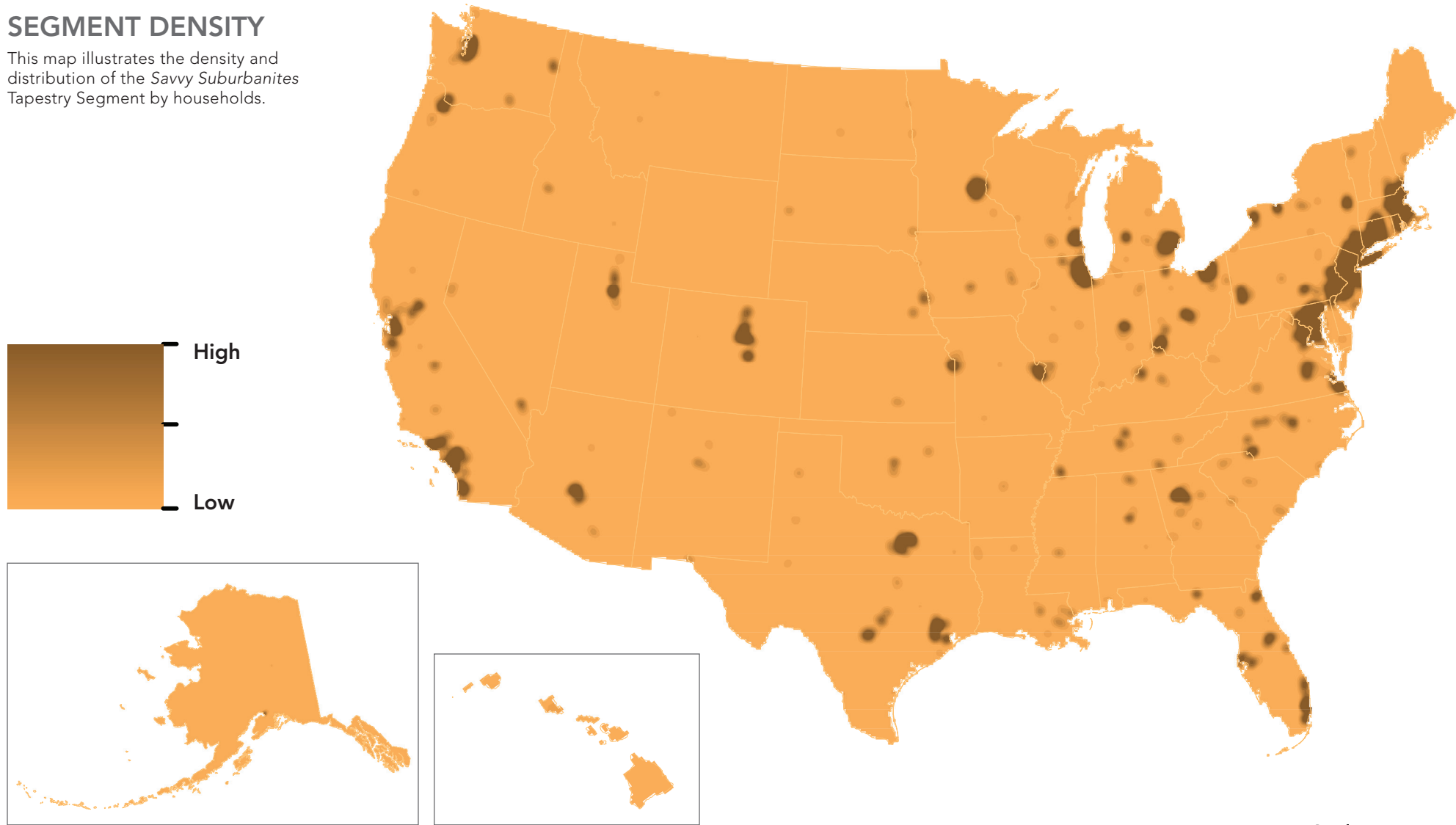


TAPESTRY
SEGMENTATION

esri.com/tapestry

SEGMENT DENSITY

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



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LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: \$72,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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



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

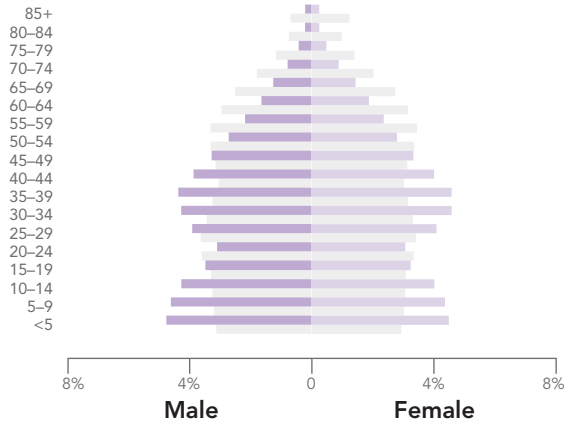
Up and Coming Families



AGE BY SEX (Esri data)

Median Age: **31.4** US: 38.2

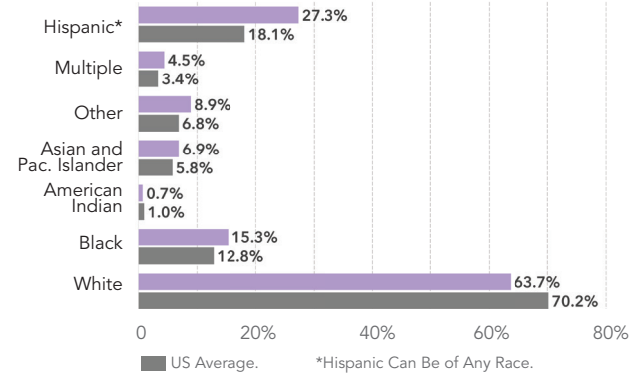
■ Indicates US



RACE AND ETHNICITY (Esri data)

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

Diversity Index: **73.9** US: 64.0



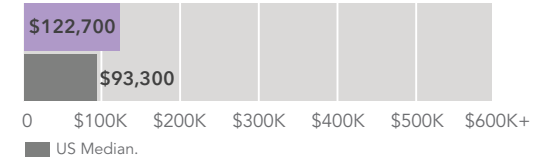
INCOME AND NET WORTH

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Median Household Income

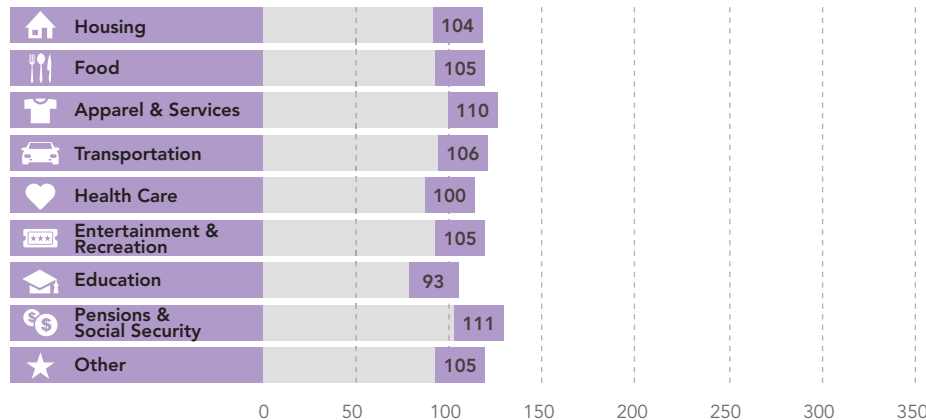


Median Net Worth



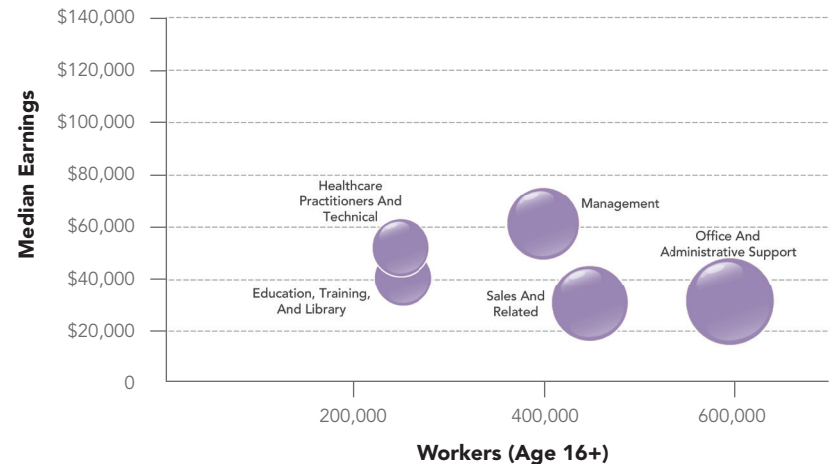
AVERAGE HOUSEHOLD BUDGET INDEX

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OCCUPATION BY EARNINGS

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





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

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

HOUSING

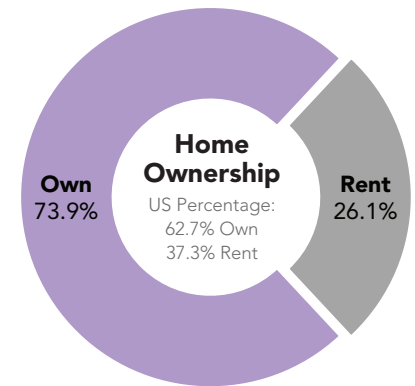
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Typical Housing:
Single Family

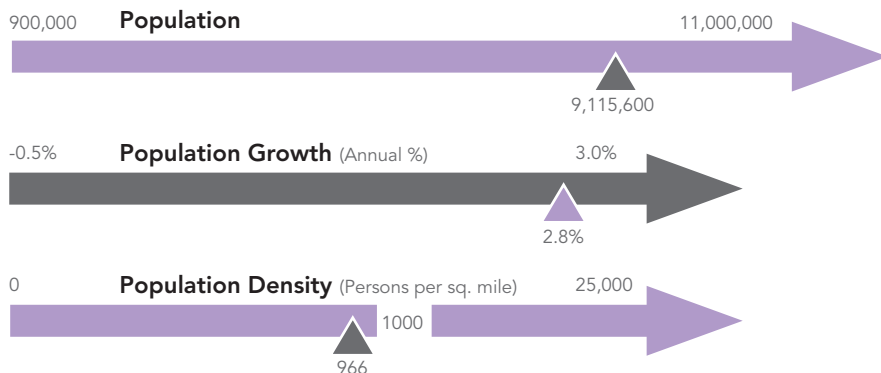
Median Value:
\$194,400

US Median: \$207,300



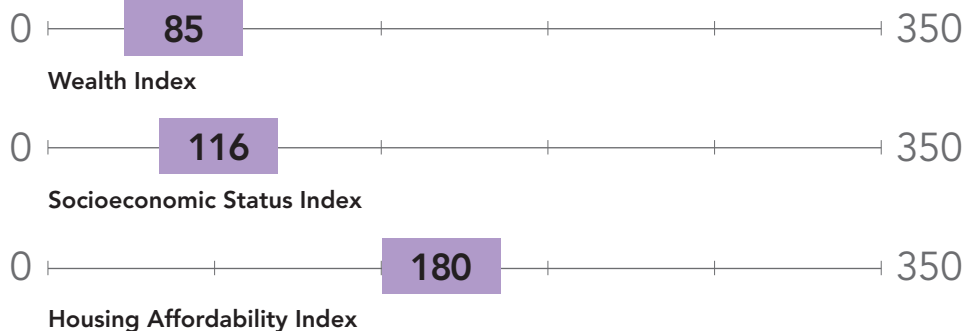
POPULATION CHARACTERISTICS

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ESRI INDEXES

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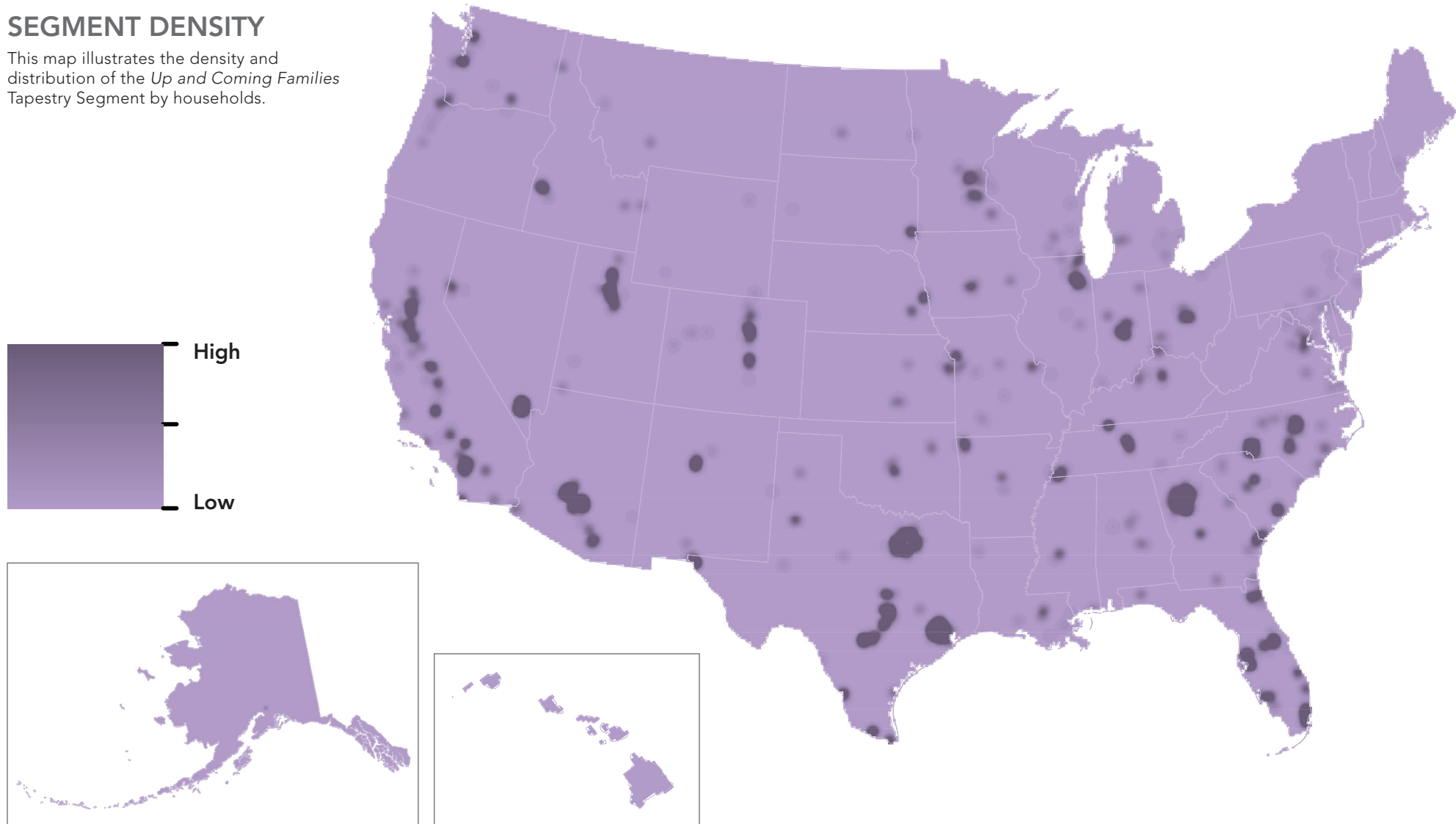


Up and Coming Families



SEGMENT DENSITY

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



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LifeMode Group: Family Landscapes

Workday Drive

4A

Households: 3,541,300

Average Household Size: 2.97

Median Age: 37.0

Median Household Income: \$90,500

WHO ARE WE?

Workday Drive is an affluent, family-oriented market with a country flavor. Residents are partial to new housing away from the bustle of the city but close enough to commute to professional job centers. Life in this suburban wilderness offsets the hectic pace of two working parents with growing children. They favor time-saving devices, like banking online or housekeeping services, and family-oriented pursuits.

OUR NEIGHBORHOOD

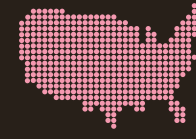
- *Workday Drive* residents prefer the suburban periphery of metropolitan areas.
- Predominantly single family, homes are in newer neighborhoods, 34% built in the 1990s (Index 236), 31% built since 2000.
- Owner-occupied homes have high rate of mortgages at 68% (Index 164), and low rate vacancy at 4%.
- Median home value is \$257,400.
- Most households are married couples with children; average household size is 2.97.
- Most households have 2 or 3 vehicles; long travel time to work including a disproportionate number commuting from a different county (Index 132).

SOCIOECONOMIC TRAITS

- Education: 40.5% college graduates; more than 72% with some college education.
- High labor force participation rate at 71%; 2 out of 3 households include 2+ workers (Index 124).
- Connected, with a host of wireless devices —anything that enables convenience, like banking, paying bills, or even shopping online.
- Well insured and invested in a range of funds, from savings accounts or bonds to stocks.
- Carry a higher level of debt, including first (Index 149) and second mortgages (Index 154) and auto loans (Index 149).



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



AGE BY SEX (Esri data)

Median Age: **37.0** US: 38.2

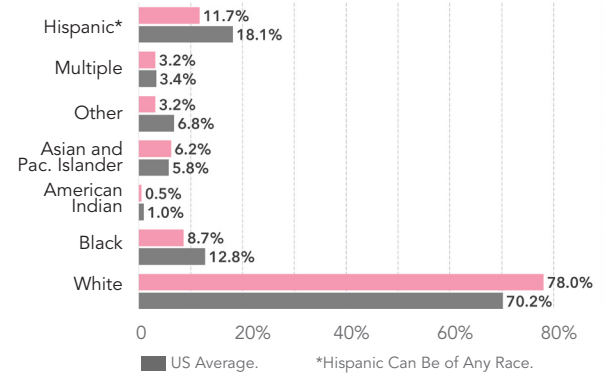
■ Indicates US



RACE AND ETHNICITY (Esri data)

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Diversity Index: **50.8** US: 64.0



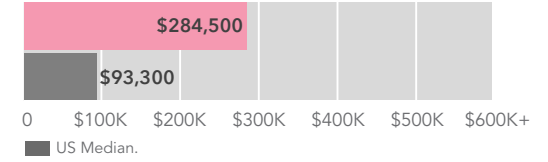
INCOME AND NET WORTH

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Median Household Income

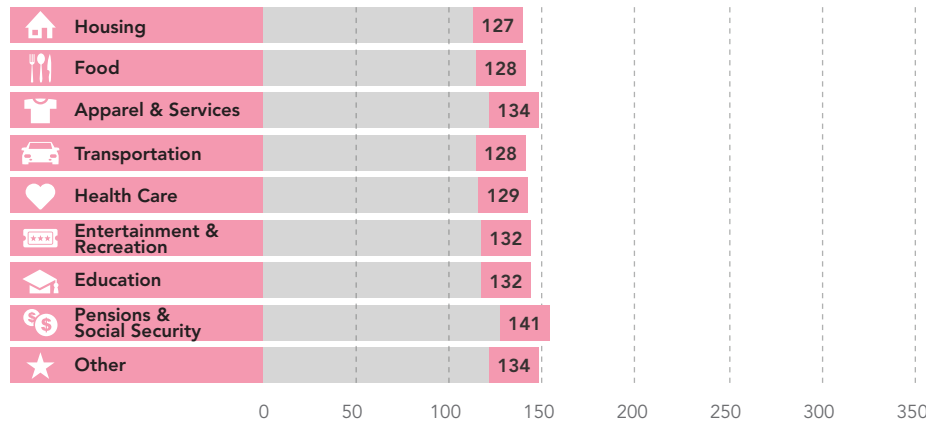


Median Net Worth



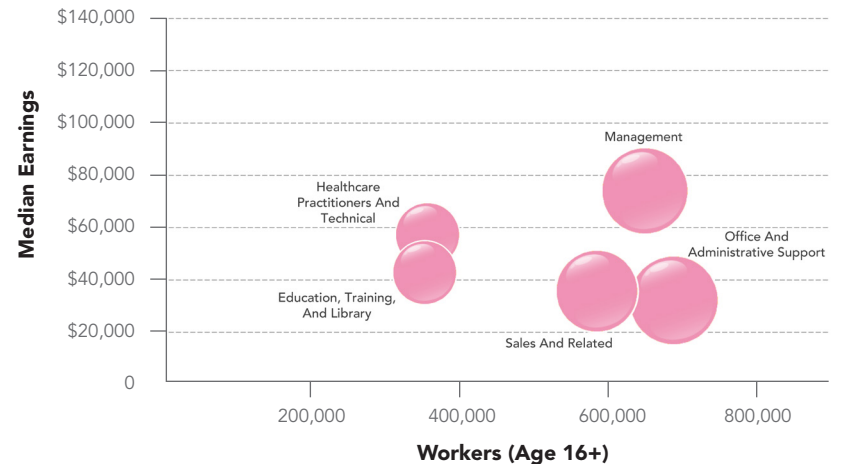
AVERAGE HOUSEHOLD BUDGET INDEX

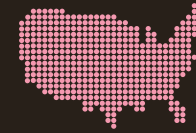
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OCCUPATION BY EARNINGS

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





MARKET PROFILE (Consumer preferences are estimated from data by MRI-Simmons.)

- Most households own at least 2 vehicles; the most popular types are minivans and SUVs.
- Family-oriented purchases and activities dominate, like 4+ televisions (Index 154), movie purchases or rentals, children’s apparel and toys, and visits to theme parks or zoos.
- Outdoor activities and sports are characteristic of life in the suburban periphery. They attend sporting events, as well as participate in them like bicycling, jogging, golfing, and boating.
- Home maintenance services are frequently contracted, but these families also like their gardens and own the tools for minor upkeep, like lawn mowers, trimmers, and blowers.

HOUSING

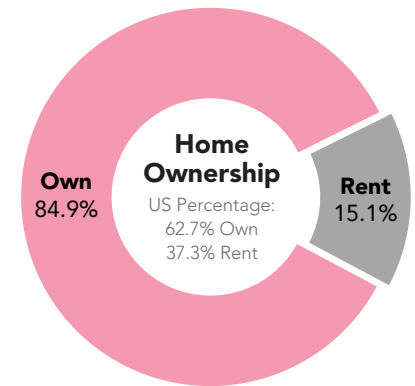
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau’s American Community Survey.



Typical Housing:
Single Family

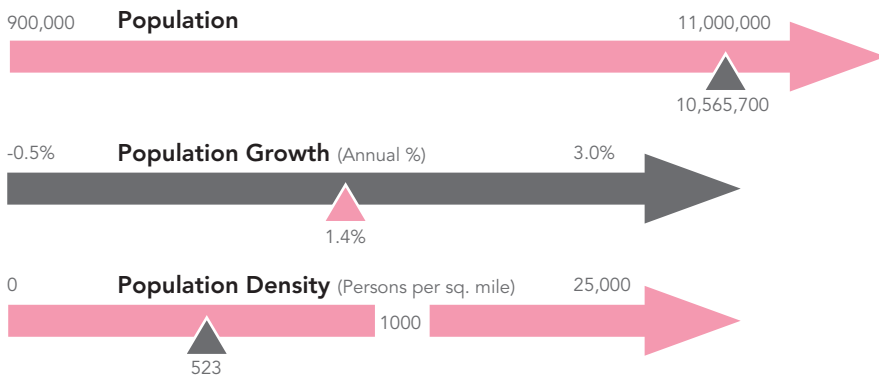
Median Value:
\$257,400

US Median: \$207,300



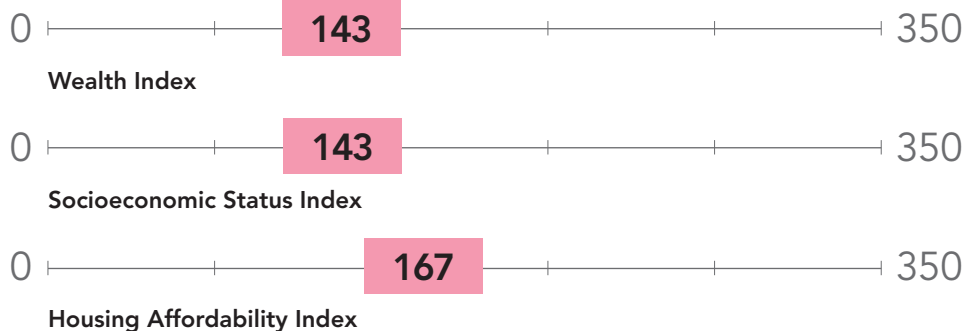
POPULATION CHARACTERISTICS

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.

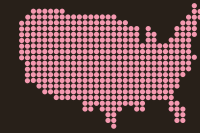


ESRI INDEXES

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

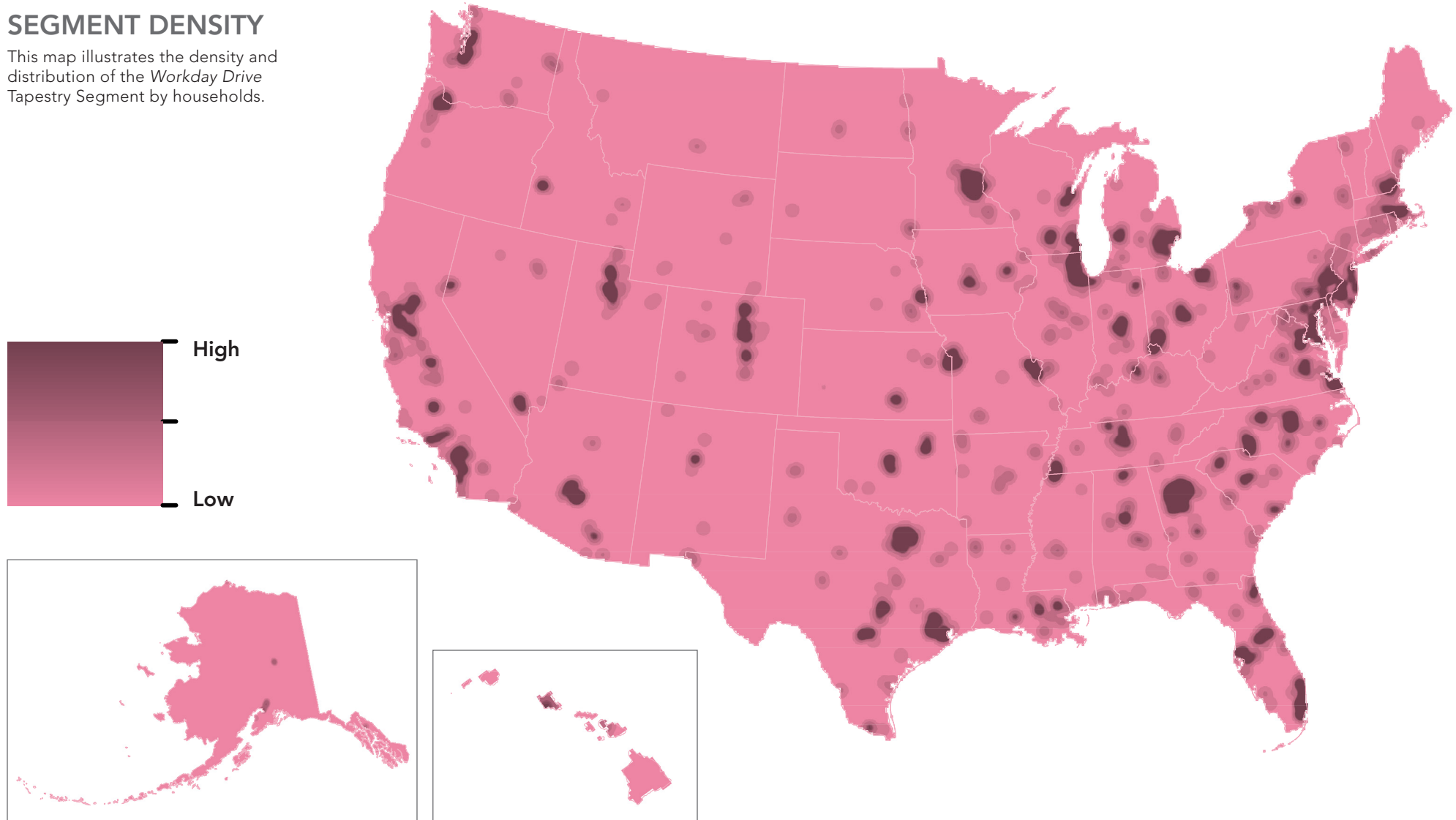


Workday Drive



SEGMENT DENSITY

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



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