Placer County Executive Summary

Supervisorial Districts: SUPERVISORIAL DISTRICT 2
Area: 212.4 square miles

Prepared by Esri

Boomburbs

Dominant Tapestry Segment

39.7
Median Age

KEY FACTS

82,863
Total Population

$487,321
Median Home Value

2,042
Businesses

77,469
Daytime Population

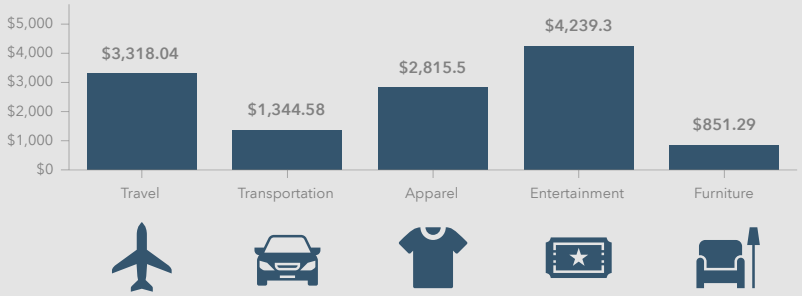
2.0%
2010-2020 Pop Growth Rate

$43,192
Per Capita Income

2.8
Avg Household Size

$92,405
Median Household Income

KEY SPENDING FACTS



This infographic contains data provided by Esri, Esri and Bureau of Labor Statistics, Esri and Infogroup. The vintage of the data is 2020, 2025.

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Spending facts are average annual dollars per household

Source: This infographic contains data provided by Esri, Esri and Infogroup, Esri and Bureau of Labor Statistics. The vintage of the data is 2020, 2025.

Community Profile

Supervisorial Districts: SUPERVISORIAL DISTRICT 2
Area: 212.4 square miles

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Population Summary	
2000 Total Population	27,391
2010 Total Population	67,720
2020 Total Population	82,863
2020 Group Quarters	417
2025 Total Population	89,932
2020-2025 Annual Rate	1.65%
2020 Total Daytime Population	77,469
Workers	25,543
Residents	51,926
Household Summary	
2000 Households	9,384
2000 Average Household Size	2.90
2010 Households	24,981
2010 Average Household Size	2.69
2020 Households	29,967
2020 Average Household Size	2.75
2025 Households	32,342
2025 Average Household Size	2.77
2020-2025 Annual Rate	1.54%
2010 Families	18,660
2010 Average Family Size	3.11
2020 Families	22,549
2020 Average Family Size	3.16
2025 Families	24,384
2025 Average Family Size	3.18
2020-2025 Annual Rate	1.58%
Housing Unit Summary	
2000 Housing Units	10,274
Owner Occupied Housing Units	71.7%
Renter Occupied Housing Units	19.6%
Vacant Housing Units	8.7%
2010 Housing Units	26,613
Owner Occupied Housing Units	72.6%
Renter Occupied Housing Units	21.3%
Vacant Housing Units	6.1%
2020 Housing Units	31,191
Owner Occupied Housing Units	76.9%
Renter Occupied Housing Units	19.1%
Vacant Housing Units	3.9%
2025 Housing Units	33,746
Owner Occupied Housing Units	77.3%
Renter Occupied Housing Units	18.6%
Vacant Housing Units	4.2%
Median Household Income	
2020	$92,405
2025	$102,697
Median Home Value	
2020	$487,321
2025	$553,450
Per Capita Income	
2020	$43,192
2025	$48,829
Median Age	
2010	39.0
2020	39.7
2025	39.2

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population.

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Households by Income	
Household Income Base	29,967
<$15,000	5.7%
$15,000 - $24,999	5.4%
$25,000 - $34,999	7.1%
$35,000 - $49,999	7.6%
$50,000 - $74,999	13.7%
$75,000 - $99,999	13.9%
$100,000 - $149,999	21.1%
$150,000 - $199,999	11.4%
$200,000+	14.0%
Average Household Income	$119,062
2025 Households by Income	
Household Income Base	32,342
<$15,000	4.9%
$15,000 - $24,999	4.6%
$25,000 - $34,999	6.0%
$35,000 - $49,999	6.6%
$50,000 - $74,999	12.6%
$75,000 - $99,999	13.5%
$100,000 - $149,999	21.7%
$150,000 - $199,999	13.0%
$200,000+	17.1%
Average Household Income	$135,375
2020 Owner Occupied Housing Units by Value	
Total	23,988
<$50,000	1.1%
$50,000 - $99,999	0.2%
$100,000 - $149,999	0.4%
$150,000 - $199,999	1.1%
$200,000 - $249,999	2.9%
$250,000 - $299,999	3.6%
$300,000 - $399,999	19.8%
$400,000 - $499,999	23.9%
$500,000 - $749,999	35.5%
$750,000 - $999,999	8.0%
$1,000,000 - $1,499,999	2.2%
$1,500,000 - $1,999,999	0.6%
$2,000,000 +	0.7%
Average Home Value	$541,221
2025 Owner Occupied Housing Units by Value	
Total	26,068
<$50,000	0.7%
$50,000 - $99,999	0.1%
$100,000 - $149,999	0.2%
$150,000 - $199,999	0.7%
$200,000 - $249,999	2.1%
$250,000 - $299,999	2.5%
$300,000 - $399,999	13.4%
$400,000 - $499,999	21.4%
$500,000 - $749,999	41.3%
$750,000 - $999,999	12.1%
$1,000,000 - $1,499,999	3.3%
$1,500,000 - $1,999,999	0.9%
$2,000,000 +	1.1%
Average Home Value	$604,522

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Age	
Total	67,721
0 - 4	7.2%
5 - 9	7.5%
10 - 14	7.1%
15 - 24	10.8%
25 - 34	11.8%
35 - 44	13.8%
45 - 54	12.2%
55 - 64	11.2%
65 - 74	11.0%
75 - 84	5.7%
85 +	1.5%
18 +	74.1%
2020 Population by Age	
Total	82,862
0 - 4	6.6%
5 - 9	7.4%
10 - 14	7.6%
15 - 24	10.7%
25 - 34	11.2%
35 - 44	13.8%
45 - 54	11.7%
55 - 64	11.2%
65 - 74	12.3%
75 - 84	6.0%
85 +	1.6%
18 +	74.6%
2025 Population by Age	
Total	89,932
0 - 4	6.8%
5 - 9	7.4%
10 - 14	7.3%
15 - 24	10.4%
25 - 34	12.1%
35 - 44	13.9%
45 - 54	11.1%
55 - 64	10.2%
65 - 74	11.9%
75 - 84	7.1%
85 +	1.8%
18 +	74.5%
2010 Population by Sex	
Males	32,823
Females	34,897
2020 Population by Sex	
Males	40,263
Females	42,601
2025 Population by Sex	
Males	43,690
Females	46,242

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Population by Race/Ethnicity	
Total	67,721
White Alone	80.7%
Black Alone	1.4%
American Indian Alone	0.9%
Asian Alone	6.7%
Pacific Islander Alone	0.2%
Some Other Race Alone	5.6%
Two or More Races	4.5%
Hispanic Origin	15.3%
Diversity Index	51.4
2020 Population by Race/Ethnicity	
Total	82,863
White Alone	76.3%
Black Alone	1.9%
American Indian Alone	0.8%
Asian Alone	9.1%
Pacific Islander Alone	0.2%
Some Other Race Alone	6.1%
Two or More Races	5.5%
Hispanic Origin	17.0%
Diversity Index	57.6
2025 Population by Race/Ethnicity	
Total	89,933
White Alone	73.6%
Black Alone	2.3%
American Indian Alone	0.8%
Asian Alone	10.5%
Pacific Islander Alone	0.3%
Some Other Race Alone	6.4%
Two or More Races	6.2%
Hispanic Origin	18.3%
Diversity Index	61.2
2010 Population by Relationship and Household Type	
Total	67,720
In Households	99.4%
In Family Households	87.6%
Householder	27.6%
Spouse	23.3%
Child	31.4%
Other relative	3.4%
Nonrelative	1.9%
In Nonfamily Households	11.9%
In Group Quarters	0.6%
Institutionalized Population	0.1%
Noninstitutionalized Population	0.5%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2020 Population 25+ by Educational Attainment	
Total	56,143
Less than 9th Grade	2.5%
9th - 12th Grade, No Diploma	3.3%
High School Graduate	17.0%
GED/Alternative Credential	1.8%
Some College, No Degree	25.9%
Associate Degree	10.6%
Bachelor's Degree	25.9%
Graduate/Professional Degree	13.0%
2020 Population 15+ by Marital Status	
Total	64,971
Never Married	23.6%
Married	61.7%
Widowed	6.1%
Divorced	8.6%
2020 Civilian Population 16+ in Labor Force	
Civilian Population 16+	35,293
Population 16+ Employed	86.8%
Population 16+ Unemployment rate	13.2%
Population 16-24 Employed	10.3%
Population 16-24 Unemployment rate	20.3%
Population 25-54 Employed	69.7%
Population 25-54 Unemployment rate	12.0%
Population 55-64 Employed	15.6%
Population 55-64 Unemployment rate	12.9%
Population 65+ Employed	4.4%
Population 65+ Unemployment rate	15.0%
2020 Employed Population 16+ by Industry	
Total	30,623
Agriculture/Mining	0.8%
Construction	7.0%
Manufacturing	6.2%
Wholesale Trade	2.2%
Retail Trade	10.6%
Transportation/Utilities	5.2%
Information	2.2%
Finance/Insurance/Real Estate	8.4%
Services	50.0%
Public Administration	7.3%
2020 Employed Population 16+ by Occupation	
Total	30,623
White Collar	70.1%
Management/Business/Financial	19.9%
Professional	25.6%
Sales	12.2%
Administrative Support	12.3%
Services	14.6%
Blue Collar	15.4%
Farming/Forestry/Fishing	0.9%
Construction/Extraction	4.8%
Installation/Maintenance/Repair	2.5%
Production	3.1%
Transportation/Material Moving	4.1%

Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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2010 Households by Type	
Total	24,981
Households with 1 Person	20.0%
Households with 2+ People	80.0%
Family Households	74.7%
Husband-wife Families	63.0%
With Related Children	27.9%
Other Family (No Spouse Present)	11.7%
Other Family with Male Householder	3.7%
With Related Children	2.4%
Other Family with Female Householder	8.0%
With Related Children	5.0%
Nonfamily Households	5.3%
All Households with Children	35.8%
Multigenerational Households	3.4%
Unmarried Partner Households	5.5%
Male-female	4.8%
Same-sex	0.7%
2010 Households by Size	
Total	24,980
1 Person Household	20.0%
2 Person Household	38.0%
3 Person Household	14.7%
4 Person Household	15.5%
5 Person Household	7.2%
6 Person Household	2.8%
7 + Person Household	1.8%
2010 Households by Tenure and Mortgage Status	
Total	24,981
Owner Occupied	77.3%
Owned with a Mortgage/Loan	60.4%
Owned Free and Clear	16.9%
Renter Occupied	22.7%
2020 Affordability, Mortgage and Wealth	
Housing Affordability Index	101
Percent of Income for Mortgage	22.0%
Wealth Index	157
2010 Housing Units By Urban/ Rural Status	
Total Housing Units	26,613
Housing Units Inside Urbanized Area	89.8%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	10.2%
2010 Population By Urban/ Rural Status	
Total Population	67,720
Population Inside Urbanized Area	89.8%
Population Inside Urbanized Cluster	0.0%
Rural Population	10.2%

Data Note: Households with children include any households with people under age 18, related or not. Multigenerational households are families with 3 or more parent-child relationships. Unmarried partner households are usually classified as nonfamily households unless there is another member of the household related to the householder. Multigenerational and unmarried partner households are reported only to the tract level. Esri estimated block group data, which is used to estimate polygons or non-standard geography.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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Top 3 Tapestry Segments	
1.	Boomburbs (1C)
2.	The Elders (9C)
3.	Up and Coming Families (7A)
2020 Consumer Spending	
Apparel & Services: Total $	$84,371,966
Average Spent	$2,815.50
Spending Potential Index	131
Education: Total $	$65,659,528
Average Spent	$2,191.06
Spending Potential Index	122
Entertainment/Recreation: Total $	$127,038,966
Average Spent	$4,239.30
Spending Potential Index	130
Food at Home: Total $	$206,665,356
Average Spent	$6,896.43
Spending Potential Index	129
Food Away from Home: Total $	$149,050,016
Average Spent	$4,973.81
Spending Potential Index	132
Health Care: Total $	$229,954,238
Average Spent	$7,673.58
Spending Potential Index	134
HH Furnishings & Equipment: Total $	$88,486,124
Average Spent	$2,952.79
Spending Potential Index	135
Personal Care Products & Services: Total $	$38,007,633
Average Spent	$1,268.32
Spending Potential Index	138
Shelter: Total $	$757,001,499
Average Spent	$25,261.17
Spending Potential Index	130
Support Payments/Cash Contributions/Gifts in Kind: Total $	$102,176,631
Average Spent	$3,409.64
Spending Potential Index	146
Travel: Total $	$99,431,769
Average Spent	$3,318.04
Spending Potential Index	138
Vehicle Maintenance & Repairs: Total $	$45,089,521
Average Spent	$1,504.64
Spending Potential Index	130

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.
Source: Consumer Spending data are derived from the 2017 and 2018 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.
Source: U.S. Census Bureau, Census 2010 Summary File 1. Esri forecasts for 2020 and 2025 Esri converted Census 2000 data into 2010 geography.

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LifeMode Group: Affluent Estates

Boomburbs

1C

Households: 2,004,400

Average Household Size: 3.25

Median Age: 34.0

Median Household Income: $113,400

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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

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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.

1C LifeMode Group: Affluent Estates
Boomburbs

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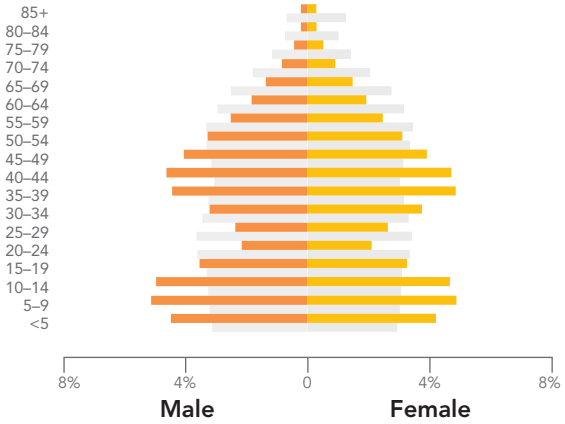
AGE BY SEX (Esri data)

Median Age: 34.0 US: 38.2

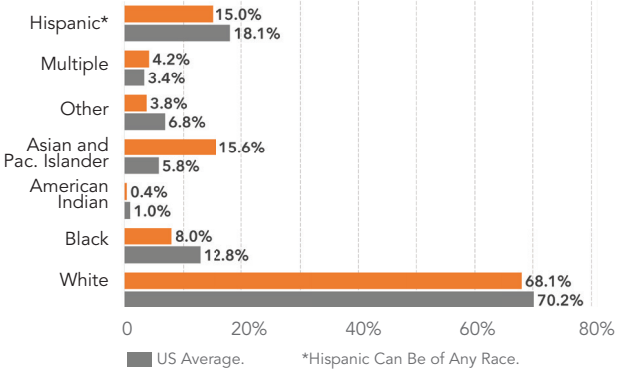
Indicates US



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

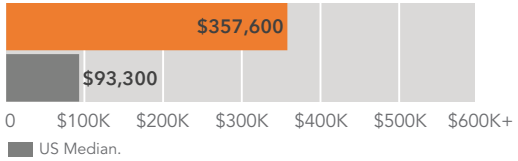


INCOME AND NET WORTH

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.

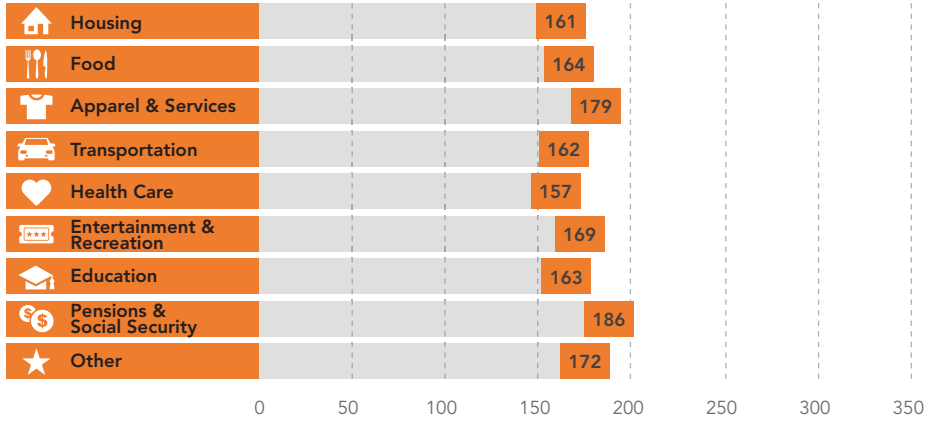
Median Household Income

Median Net Worth



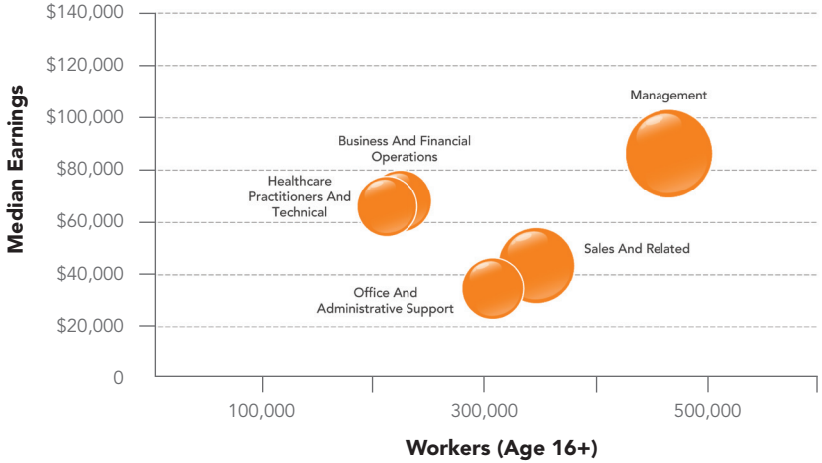
AVERAGE HOUSEHOLD BUDGET INDEX

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.



1C

LifeMode Group: Affluent Estates

Boomburbs

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

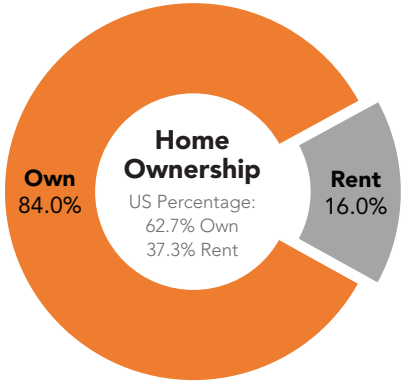
- *Boomburbs* residents prefer late model imports, primarily SUVs, and also luxury cars and minivans.
- This is one of the top markets for the latest in technology, from smartphones to tablets to Internet connectable televisions.
- Style matters in the *Boomburbs*, from personal appearance to their homes. 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.

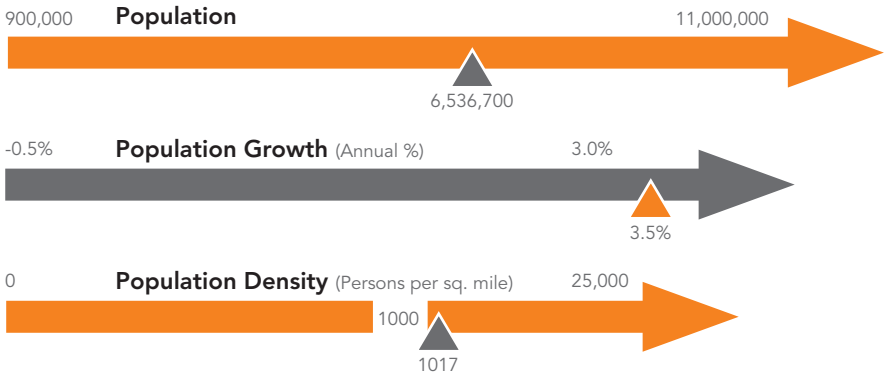
Typical Housing:
Single Family

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.

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LifeMode Group: Affluent Estates

Boomburbs

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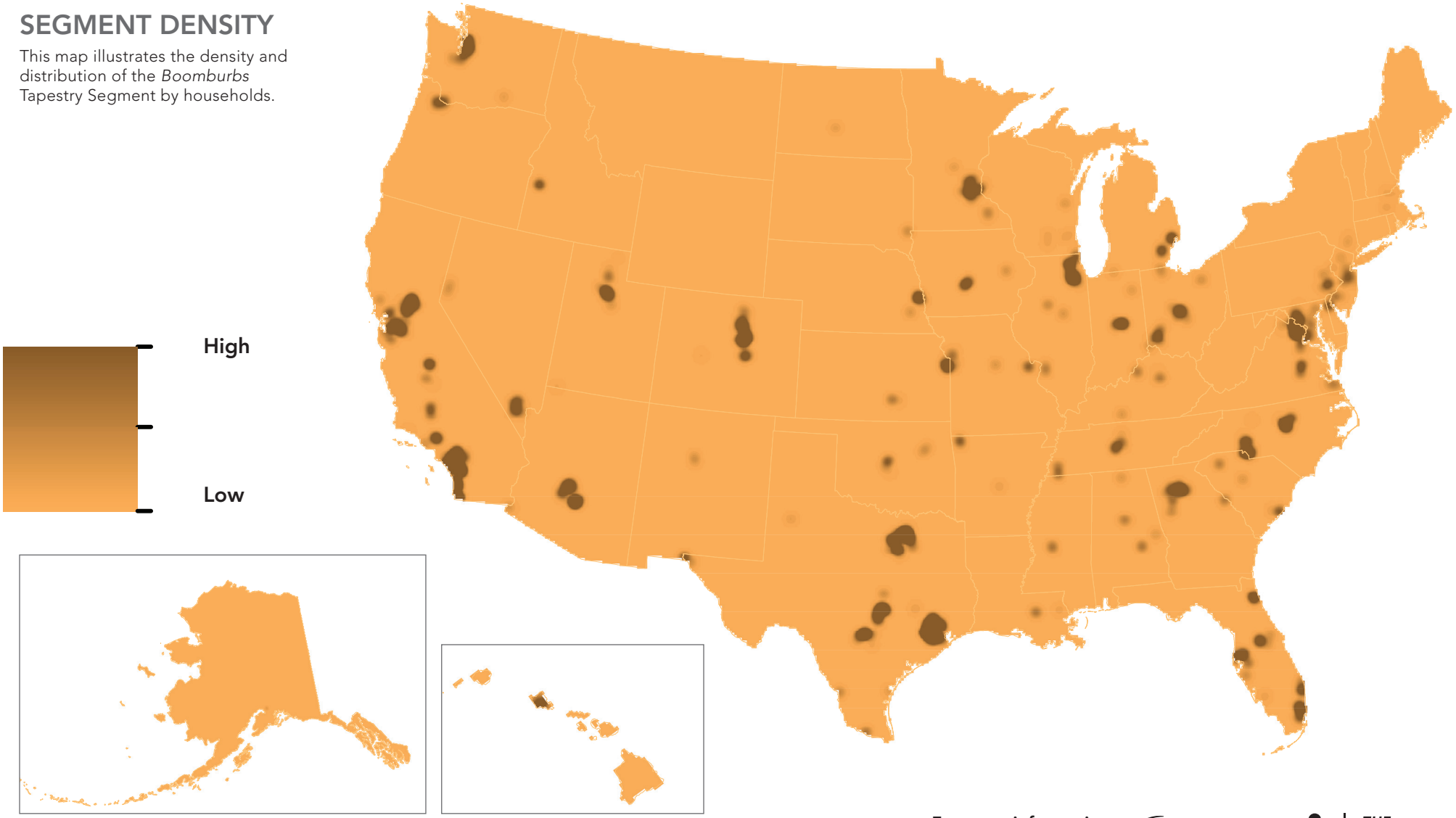
SEGMENT DENSITY

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



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LifeMode Group: Senior Styles

The Elders

9C

Households: 910,100

Average Household Size: 1.68

Median Age: 72.3

Median Household Income: $42,800

WHO ARE WE?

With a median age of 72.3 years, this is Tapestry Segmentation's oldest market. *The Elders* residents favor communities designed for senior or assisted living, primarily in warmer climates with seasonal populations. Most of these householders are homeowners, although their housing varies from mobile homes to single-family residences to high-rise apartments. These seniors are informed, independent, and involved.

OUR NEIGHBORHOOD

- Suburban periphery of metropolitan areas, primarily in the warmer climates of Florida or Arizona.
- 45% married couples without children; 44% single households; average household size, 1.68.
- Owner-occupied housing units; median home value of $180,000 (Index 87).
- Housing mix of single-family homes (44%), town homes, and high-density apartment buildings in neighborhoods built from 1970 through 1989.
- Vacancy rates higher at 24%, due to the number of seasonal or vacation homes.
- Almost 60% of the population in group quarters on nursing home facilities.

SOCIOECONOMIC TRAITS

- Predominantly retirees, *The Elders* has a low labor force participation rate of 22.4%.
- Those who are still in the labor force tend to be self-employed or part-timers, commonly in real estate, retail or the arts.
- Their income derives primarily from Social Security (80% of the households), retirement, or investments (almost half of the households). Less than 30% of the households draw wage/salary income.
- Median household income is lower than the US (Index 76), but median net worth is much higher (Index 269).
- These consumers have definite opinions about their spending, focusing on price, but not at the expense of quality. They prefer to use coupons and buy American and environmentally safe products.
- Cell phones are common but primarily used to make/receive calls.

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.

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9C

LifeMode Group: Senior Styles

The Elders

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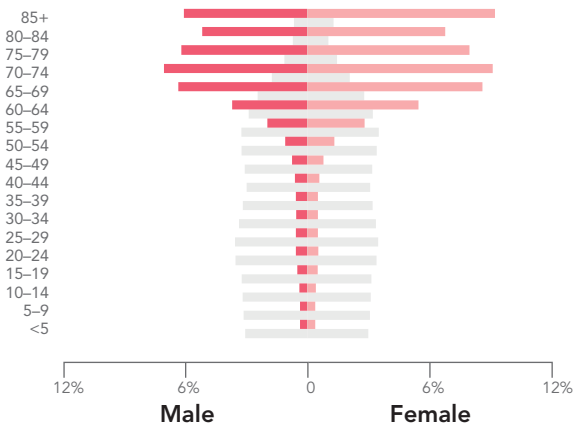
AGE BY SEX (Esri data)

Median Age: 72.3 US: 38.2

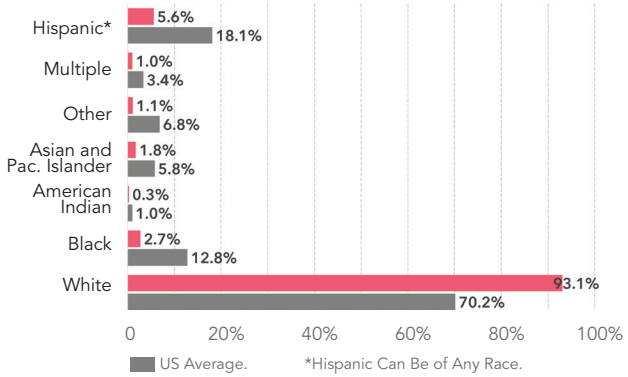
Indicates US



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: 22.4 US: 64.0

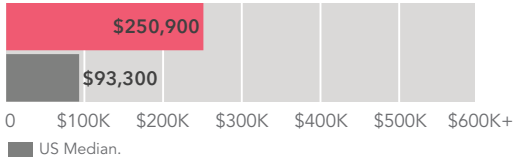


INCOME AND NET WORTH

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.

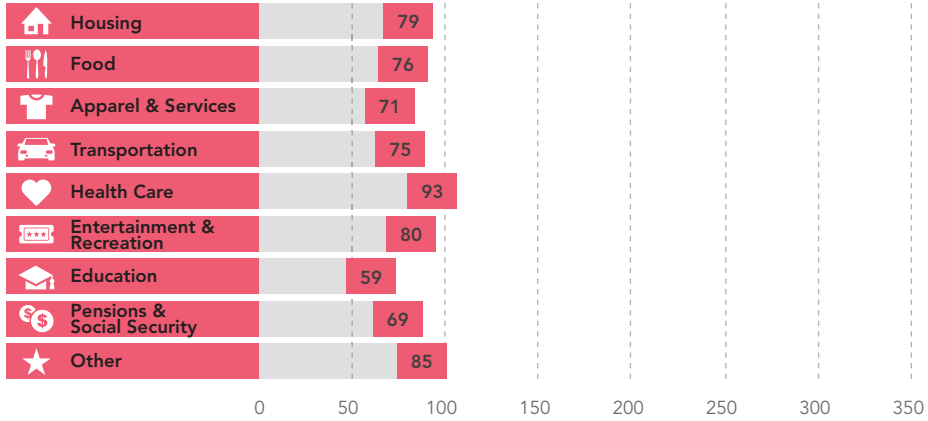
Median Household Income

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

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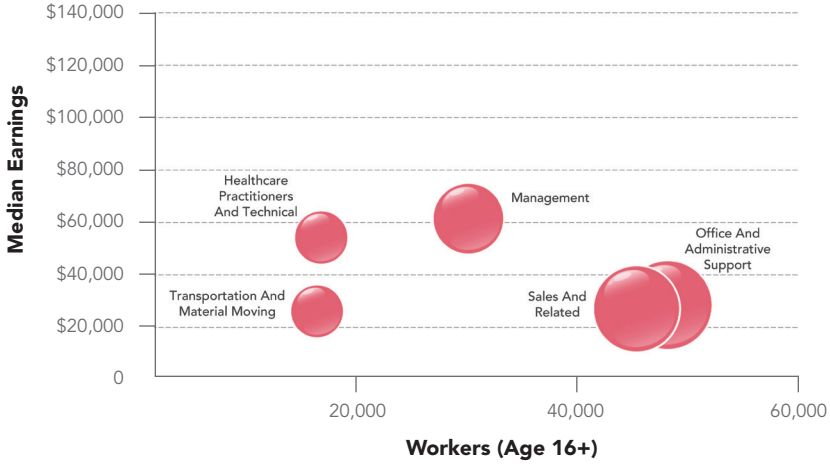


9C

LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION
esri.com/tapestry

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

- Vehicles are just a means of transportation, but their first choice is luxury sedans. Most of their cars are older (5+ years).
- They are connected via modems (cable or dial-up) on older PCs or notebooks. However, banking is commonly done in person; shopping is by phone or in person.
- Shopping includes apparel and exercise equipment.
- They are avid readers, with audio books and e-readers. Newspapers and magazines are staples for news and entertainment. Cable TV is also a must, primarily watching news or movie channels, but also golf, weather, and history channels.
- Residents are sociable seniors, partial to a variety of clubs and organizations and generous with their time and support.

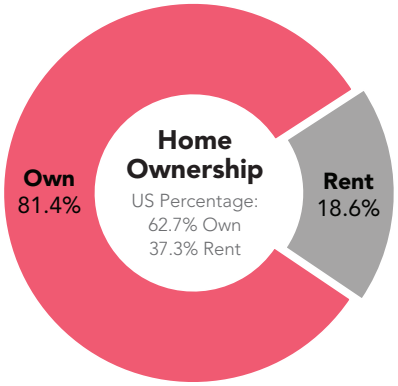
HOUSING

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, High-Rises, Mobile Homes/Seasonal

Median Value:
$180,000

US Median: $207,300



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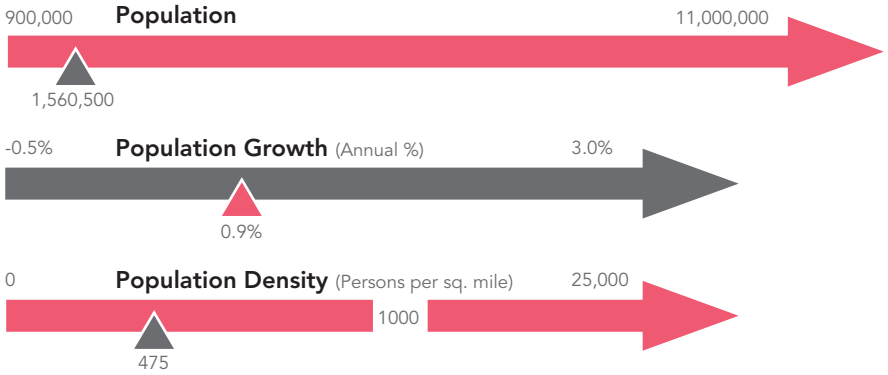


ESRI INDEXES

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

9C

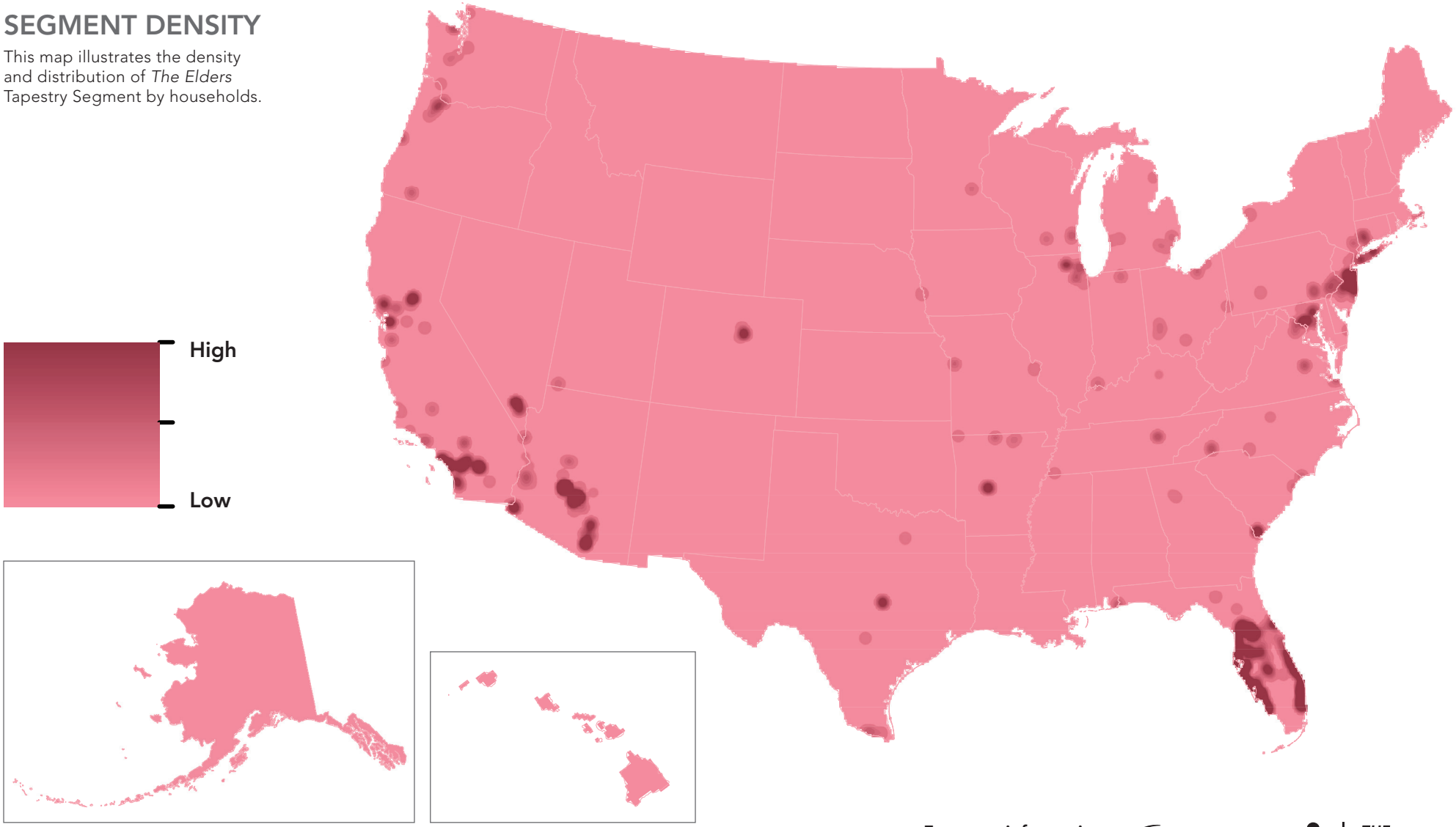
LifeMode Group: Senior Styles

The Elders

TAPESTRY SEGMENTATION
esri.com/tapestry

SEGMENT DENSITY

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



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esri THE SCIENCE OF WHERE™

LifeMode Group: Ethnic Enclaves

Up and Coming Families

7A

Households: 2,901,200

Average Household Size: 3.12

Median Age: 31.4

Median Household Income: $72,000

WHO ARE WE?

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

OUR NEIGHBORHOOD

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

SOCIOECONOMIC TRAITS

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

TAPESTRY™ SEGMENTATION
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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.

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

AGE BY SEX (Esri data)

Median Age: 31.4 US: 38.2

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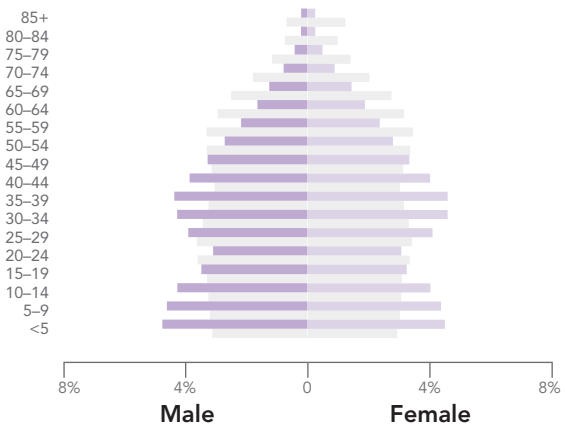

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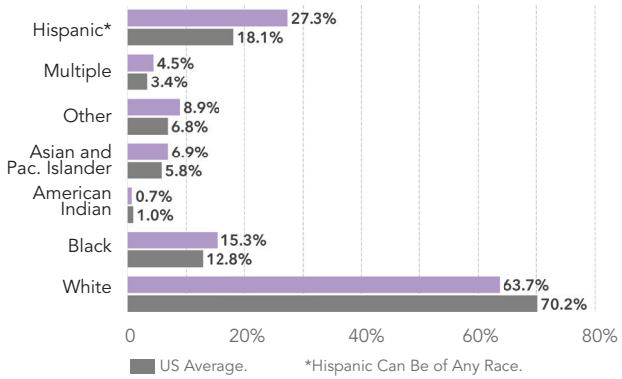

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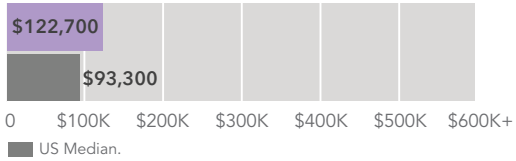

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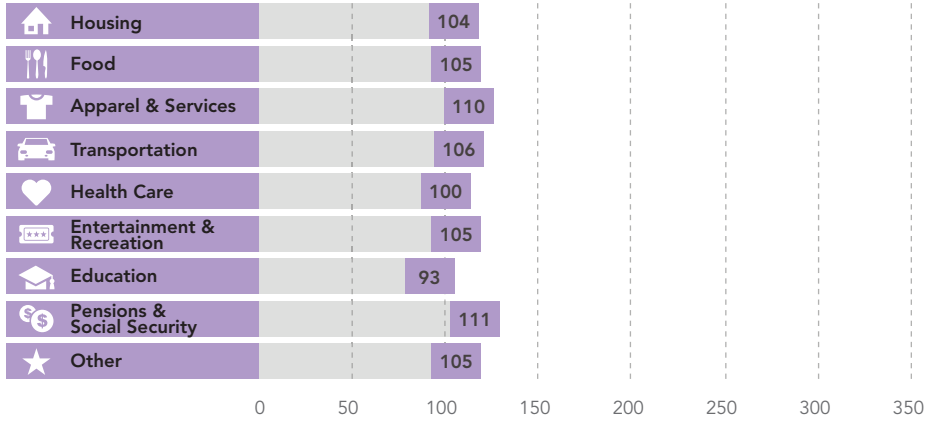

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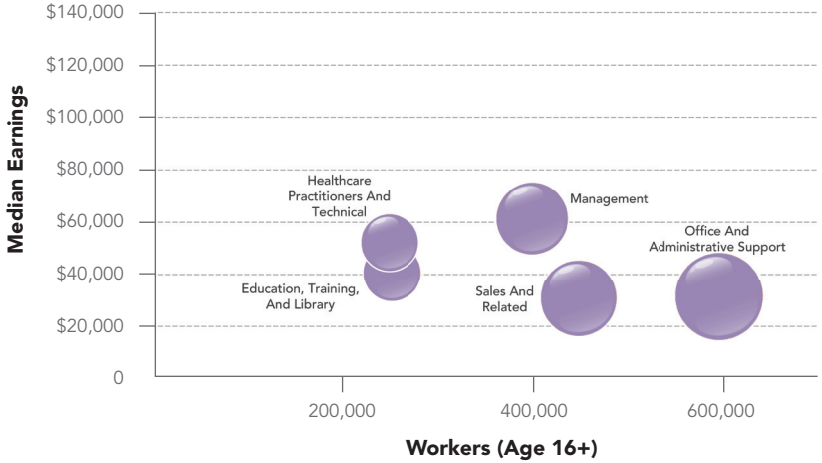

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

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.

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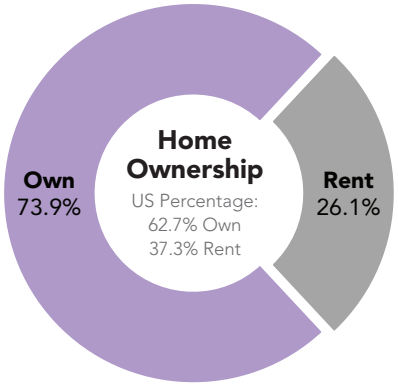

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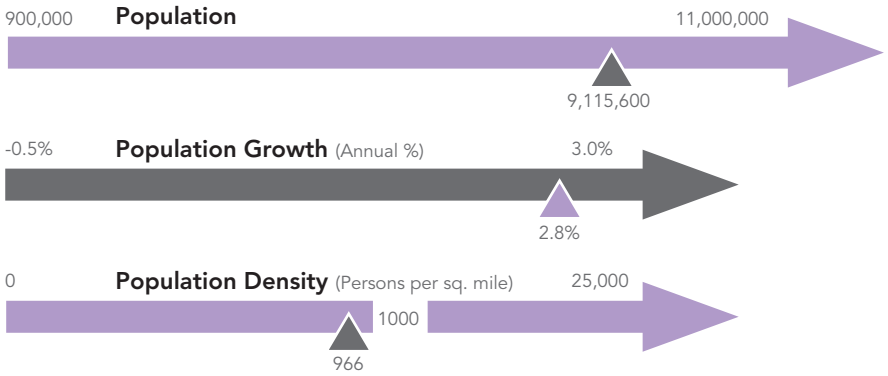

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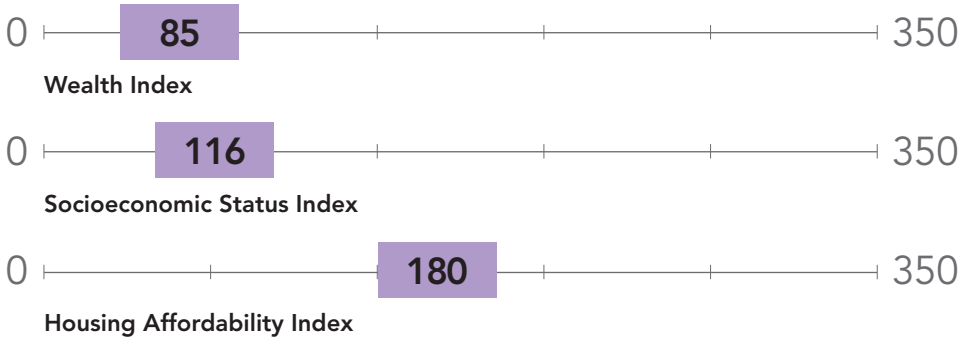

7A

LifeMode Group: Ethnic Enclaves

Up and Coming Families

TAPESTRY SEGMENTATION
esri.com/tapestry

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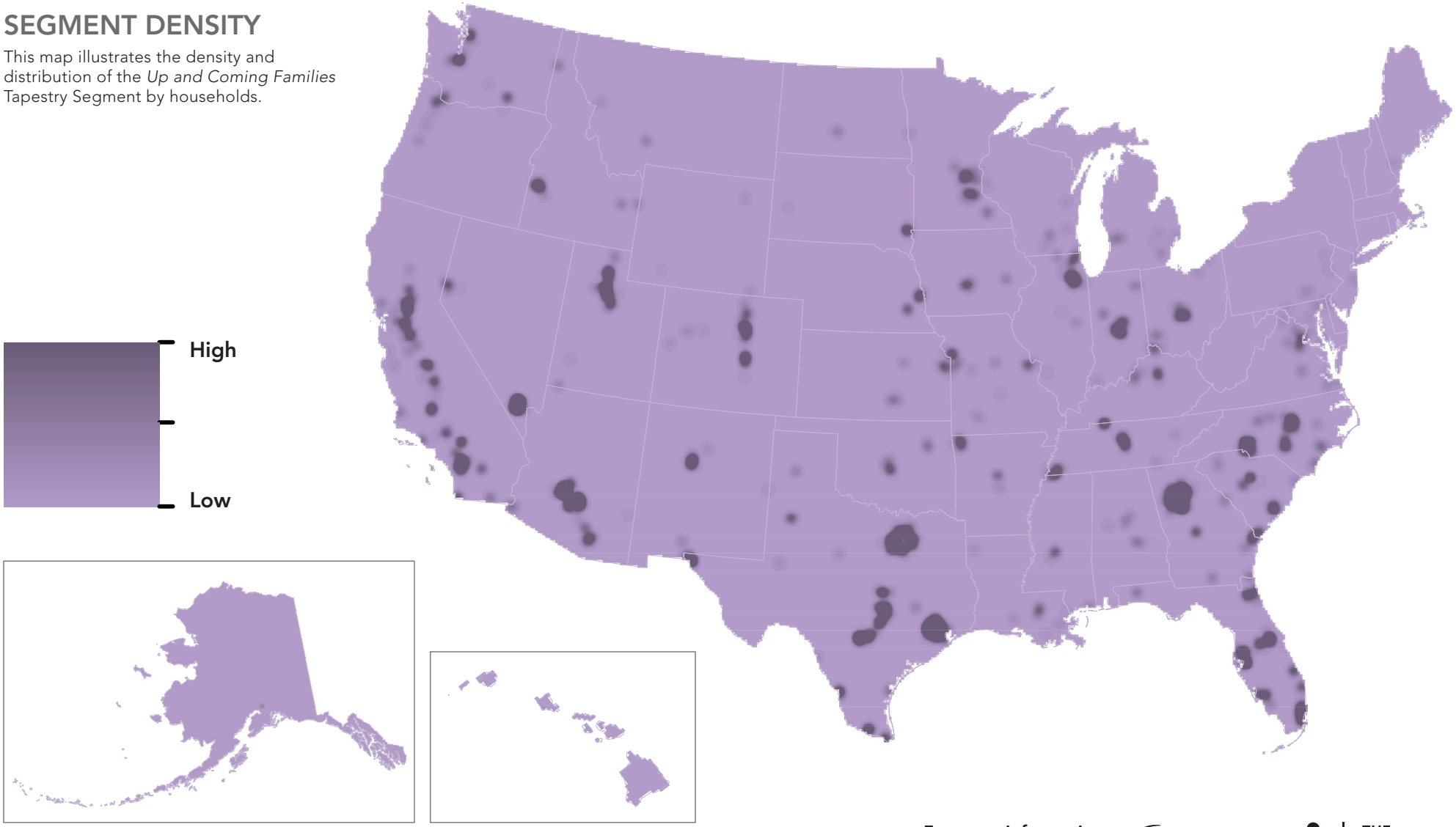

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