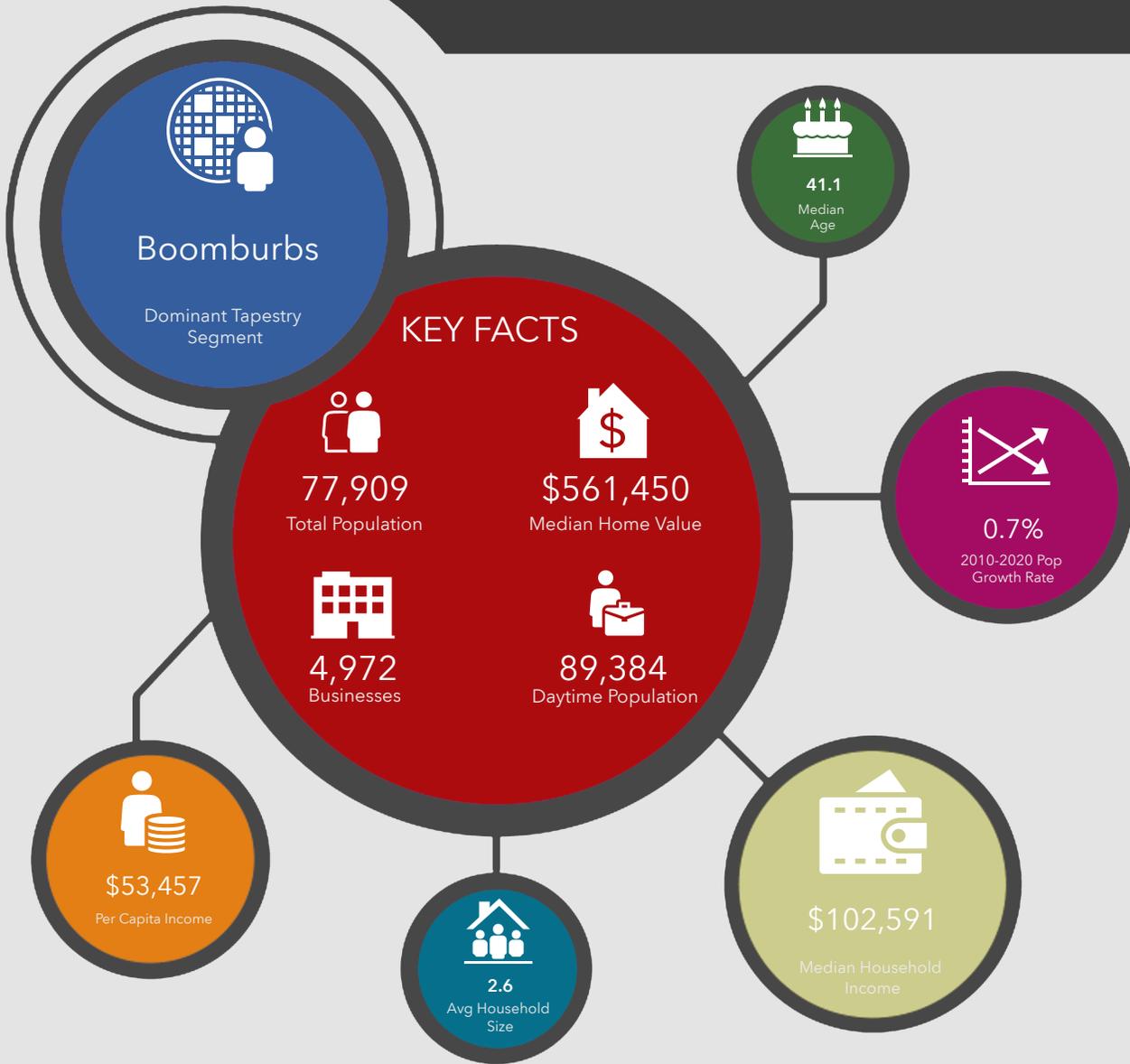


Placer County Executive Summary

Supervisorial Districts: SUPERVISORIAL DISTRICT 4
 Area: 40.99 square miles

Prepared by Esri



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





Community Profile

Supervisory Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

Population Summary	
2000 Total Population	56,656
2010 Total Population	72,637
2020 Total Population	77,909
2020 Group Quarters	590
2025 Total Population	81,512
2020-2025 Annual Rate	0.91%
2020 Total Daytime Population	89,384
Workers	44,919
Residents	44,465
Household Summary	
2000 Households	20,508
2000 Average Household Size	2.72
2010 Households	27,215
2010 Average Household Size	2.65
2020 Households	29,532
2020 Average Household Size	2.62
2025 Households	30,994
2025 Average Household Size	2.61
2020-2025 Annual Rate	0.97%
2010 Families	19,506
2010 Average Family Size	3.12
2020 Families	20,915
2020 Average Family Size	3.10
2025 Families	21,877
2025 Average Family Size	3.09
2020-2025 Annual Rate	0.90%
Housing Unit Summary	
2000 Housing Units	21,243
Owner Occupied Housing Units	71.6%
Renter Occupied Housing Units	24.9%
Vacant Housing Units	3.5%
2010 Housing Units	28,781
Owner Occupied Housing Units	64.6%
Renter Occupied Housing Units	30.0%
Vacant Housing Units	5.4%
2020 Housing Units	30,835
Owner Occupied Housing Units	66.5%
Renter Occupied Housing Units	29.3%
Vacant Housing Units	4.2%
2025 Housing Units	32,500
Owner Occupied Housing Units	66.4%
Renter Occupied Housing Units	29.0%
Vacant Housing Units	4.6%
Median Household Income	
2020	\$102,591
2025	\$109,194
Median Home Value	
2020	\$561,450
2025	\$618,728
Per Capita Income	
2020	\$53,457
2025	\$58,985
Median Age	
2010	39.5
2020	41.1
2025	41.4

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.



Community Profile

Supervisory Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

2020 Households by Income

Household Income Base	29,532
<\$15,000	6.2%
\$15,000 - \$24,999	4.4%
\$25,000 - \$34,999	6.0%
\$35,000 - \$49,999	6.8%
\$50,000 - \$74,999	13.4%
\$75,000 - \$99,999	11.6%
\$100,000 - \$149,999	19.1%
\$150,000 - \$199,999	11.2%
\$200,000+	21.1%
Average Household Income	\$140,837

2025 Households by Income

Household Income Base	30,994
<\$15,000	5.5%
\$15,000 - \$24,999	3.9%
\$25,000 - \$34,999	5.4%
\$35,000 - \$49,999	6.3%
\$50,000 - \$74,999	12.7%
\$75,000 - \$99,999	11.3%
\$100,000 - \$149,999	19.4%
\$150,000 - \$199,999	12.1%
\$200,000+	23.4%
Average Household Income	\$154,914

2020 Owner Occupied Housing Units by Value

Total	20,501
<\$50,000	1.3%
\$50,000 - \$99,999	0.3%
\$100,000 - \$149,999	0.4%
\$150,000 - \$199,999	1.1%
\$200,000 - \$249,999	2.1%
\$250,000 - \$299,999	4.2%
\$300,000 - \$399,999	14.0%
\$400,000 - \$499,999	18.3%
\$500,000 - \$749,999	34.0%
\$750,000 - \$999,999	13.9%
\$1,000,000 - \$1,499,999	7.4%
\$1,500,000 - \$1,999,999	1.7%
\$2,000,000 +	1.3%
Average Home Value	\$637,603

2025 Owner Occupied Housing Units by Value

Total	21,581
<\$50,000	0.8%
\$50,000 - \$99,999	0.2%
\$100,000 - \$149,999	0.2%
\$150,000 - \$199,999	0.7%
\$200,000 - \$249,999	1.5%
\$250,000 - \$299,999	3.2%
\$300,000 - \$399,999	9.9%
\$400,000 - \$499,999	16.2%
\$500,000 - \$749,999	36.7%
\$750,000 - \$999,999	18.0%
\$1,000,000 - \$1,499,999	9.1%
\$1,500,000 - \$1,999,999	1.9%
\$2,000,000 +	1.7%
Average Home Value	\$693,787

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.



Community Profile

Supervisorial Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

2010 Population by Age	
Total	72,634
0 - 4	5.6%
5 - 9	7.0%
10 - 14	7.9%
15 - 24	13.2%
25 - 34	10.8%
35 - 44	13.9%
45 - 54	16.7%
55 - 64	12.5%
65 - 74	6.6%
75 - 84	3.9%
85 +	2.0%
18 +	74.5%
2020 Population by Age	
Total	77,909
0 - 4	5.0%
5 - 9	5.8%
10 - 14	6.6%
15 - 24	12.6%
25 - 34	12.4%
35 - 44	12.2%
45 - 54	14.1%
55 - 64	14.0%
65 - 74	10.0%
75 - 84	4.9%
85 +	2.4%
18 +	78.3%
2025 Population by Age	
Total	81,511
0 - 4	5.2%
5 - 9	5.7%
10 - 14	6.2%
15 - 24	11.2%
25 - 34	13.2%
35 - 44	13.3%
45 - 54	12.3%
55 - 64	13.2%
65 - 74	11.1%
75 - 84	6.2%
85 +	2.5%
18 +	79.1%
2010 Population by Sex	
Males	35,050
Females	37,587
2020 Population by Sex	
Males	37,552
Females	40,358
2025 Population by Sex	
Males	39,170
Females	42,342

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



Community Profile

Supervisory Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

2010 Population by Race/Ethnicity

Total	72,637
White Alone	82.8%
Black Alone	1.6%
American Indian Alone	0.6%
Asian Alone	7.5%
Pacific Islander Alone	0.2%
Some Other Race Alone	2.9%
Two or More Races	4.4%
Hispanic Origin	11.4%
Diversity Index	44.9

2020 Population by Race/Ethnicity

Total	77,911
White Alone	78.6%
Black Alone	2.1%
American Indian Alone	0.6%
Asian Alone	9.8%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.3%
Two or More Races	5.4%
Hispanic Origin	13.1%
Diversity Index	51.5

2025 Population by Race/Ethnicity

Total	81,512
White Alone	75.8%
Black Alone	2.5%
American Indian Alone	0.6%
Asian Alone	11.2%
Pacific Islander Alone	0.2%
Some Other Race Alone	3.6%
Two or More Races	6.0%
Hispanic Origin	14.3%
Diversity Index	55.6

2010 Population by Relationship and Household Type

Total	72,637
In Households	99.2%
In Family Households	85.6%
Householder	26.9%
Spouse	21.4%
Child	32.4%
Other relative	3.0%
Nonrelative	1.9%
In Nonfamily Households	13.7%
In Group Quarters	0.8%
Institutionalized Population	0.5%
Noninstitutionalized Population	0.3%

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.

September 23, 2020



Community Profile

Supervisorial Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

2020 Population 25+ by Educational Attainment

Total	54,481
Less than 9th Grade	1.4%
9th - 12th Grade, No Diploma	2.6%
High School Graduate	13.6%
GED/Alternative Credential	1.4%
Some College, No Degree	21.7%
Associate Degree	11.8%
Bachelor's Degree	30.4%
Graduate/Professional Degree	17.2%

2020 Population 15+ by Marital Status

Total	64,321
Never Married	26.9%
Married	57.2%
Widowed	5.5%
Divorced	10.4%

2020 Civilian Population 16+ in Labor Force

Civilian Population 16+	38,713
Population 16+ Employed	86.6%
Population 16+ Unemployment rate	13.4%
Population 16-24 Employed	10.0%
Population 16-24 Unemployment rate	22.3%
Population 25-54 Employed	65.2%
Population 25-54 Unemployment rate	12.4%
Population 55-64 Employed	19.6%
Population 55-64 Unemployment rate	12.1%
Population 65+ Employed	5.3%
Population 65+ Unemployment rate	10.8%

2020 Employed Population 16+ by Industry

Total	33,539
Agriculture/Mining	0.3%
Construction	7.6%
Manufacturing	6.6%
Wholesale Trade	2.7%
Retail Trade	9.7%
Transportation/Utilities	3.8%
Information	2.3%
Finance/Insurance/Real Estate	10.5%
Services	50.7%
Public Administration	5.8%

2020 Employed Population 16+ by Occupation

Total	33,540
White Collar	76.5%
Management/Business/Financial	24.2%
Professional	27.1%
Sales	12.2%
Administrative Support	13.0%
Services	12.2%
Blue Collar	11.3%
Farming/Forestry/Fishing	0.1%
Construction/Extraction	4.1%
Installation/Maintenance/Repair	2.2%
Production	1.8%
Transportation/Material Moving	3.1%

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

September 23, 2020



Community Profile

Supervisory Districts: SUPERVISORIAL DISTRICT 4
Area: 40.99 square miles

Prepared by Esri

2010 Households by Type

Total	27,215
Households with 1 Person	22.0%
Households with 2+ People	78.0%
Family Households	71.7%
Husband-wife Families	57.2%
With Related Children	27.9%
Other Family (No Spouse Present)	14.5%
Other Family with Male Householder	4.5%
With Related Children	2.8%
Other Family with Female Householder	10.0%
With Related Children	6.2%
Nonfamily Households	6.3%
All Households with Children	37.3%

Multigenerational Households	3.3%
Unmarried Partner Households	5.5%
Male-female	4.9%
Same-sex	0.6%

2010 Households by Size

Total	27,214
1 Person Household	22.0%
2 Person Household	33.7%
3 Person Household	17.2%
4 Person Household	16.9%
5 Person Household	7.0%
6 Person Household	2.1%
7 + Person Household	1.1%

2010 Households by Tenure and Mortgage Status

Total	27,215
Owner Occupied	68.3%
Owned with a Mortgage/Loan	56.4%
Owned Free and Clear	11.9%
Renter Occupied	31.7%

2020 Affordability, Mortgage and Wealth

Housing Affordability Index	101
Percent of Income for Mortgage	22.9%
Wealth Index	189

2010 Housing Units By Urban/ Rural Status

Total Housing Units	28,781
Housing Units Inside Urbanized Area	98.1%
Housing Units Inside Urbanized Cluster	0.0%
Rural Housing Units	1.9%

2010 Population By Urban/ Rural Status

Total Population	72,637
Population Inside Urbanized Area	97.9%
Population Inside Urbanized Cluster	0.0%
Rural Population	2.1%

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.



Community Profile

Supervisory Districts: SUPERVISORIAL DISTRICT 4
 Area: 40.99 square miles

Prepared by Esri

Top 3 Tapestry Segments

1. Boomburbs (1C)
2. Exurbanites (1E)
3. Bright Young Professionals (8C)

2020 Consumer Spending

Apparel & Services: Total \$	\$98,441,598
Average Spent	\$3,333.39
Spending Potential Index	155
Education: Total \$	\$85,808,076
Average Spent	\$2,905.60
Spending Potential Index	162
Entertainment/Recreation: Total \$	\$147,370,899
Average Spent	\$4,990.21
Spending Potential Index	154
Food at Home: Total \$	\$237,434,722
Average Spent	\$8,039.91
Spending Potential Index	151
Food Away from Home: Total \$	\$171,680,442
Average Spent	\$5,813.37
Spending Potential Index	154
Health Care: Total \$	\$256,998,627
Average Spent	\$8,702.38
Spending Potential Index	151
HH Furnishings & Equipment: Total \$	\$101,170,364
Average Spent	\$3,425.79
Spending Potential Index	157
Personal Care Products & Services: Total \$	\$42,626,102
Average Spent	\$1,443.39
Spending Potential Index	157
Shelter: Total \$	\$890,477,745
Average Spent	\$30,152.98
Spending Potential Index	156
Support Payments/Cash Contributions/Gifts in Kind: Total \$	\$109,242,400
Average Spent	\$3,699.12
Spending Potential Index	158
Travel: Total \$	\$114,026,458
Average Spent	\$3,861.12
Spending Potential Index	160
Vehicle Maintenance & Repairs: Total \$	\$52,811,289
Average Spent	\$1,788.27
Spending Potential Index	154

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.

September 23, 2020



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.



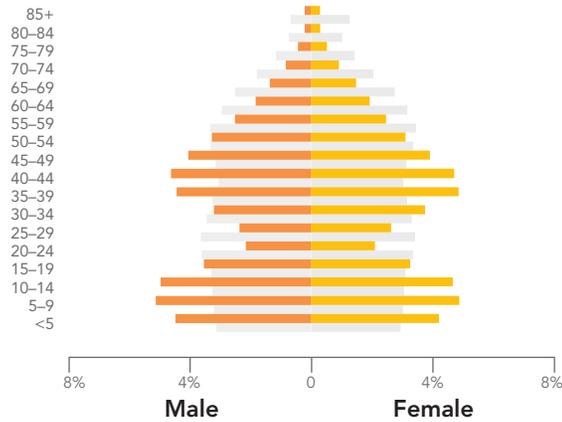
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **34.0** US: 38.2

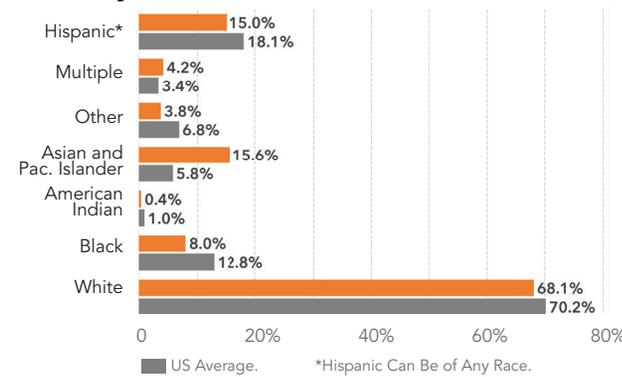
■ Indicates US



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



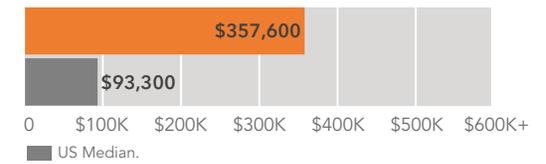
INCOME AND NET WORTH

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

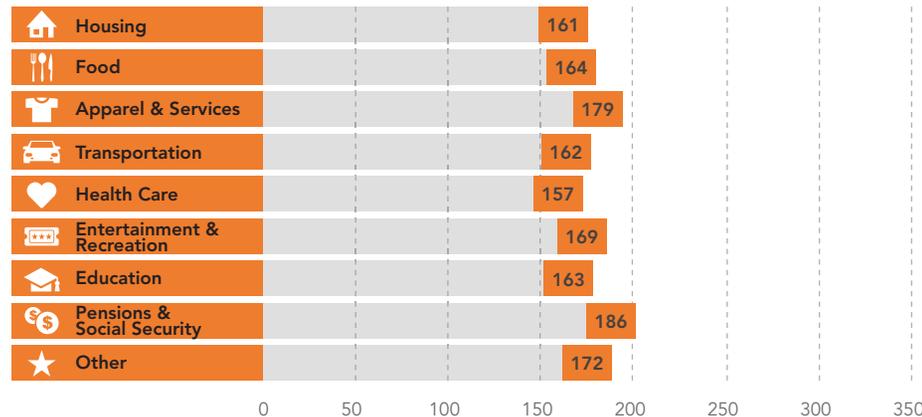


Median Net Worth



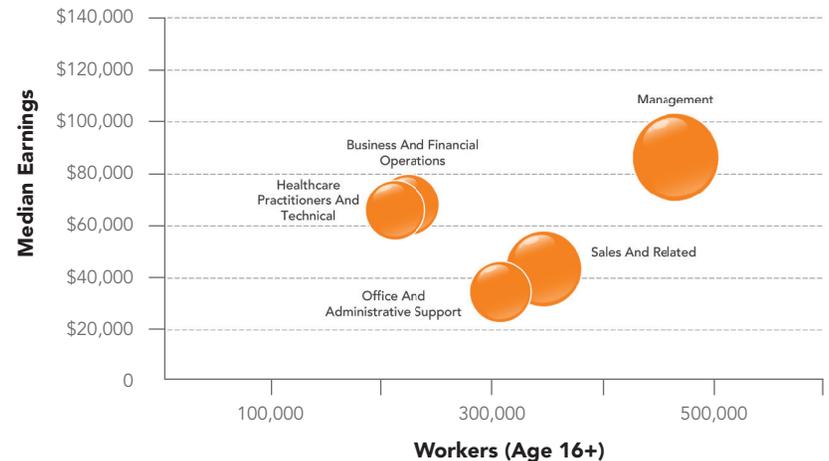
AVERAGE HOUSEHOLD BUDGET INDEX

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.

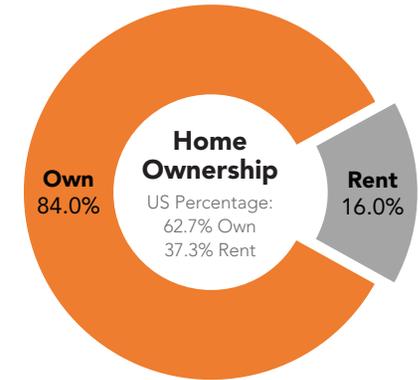
HOUSING

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.



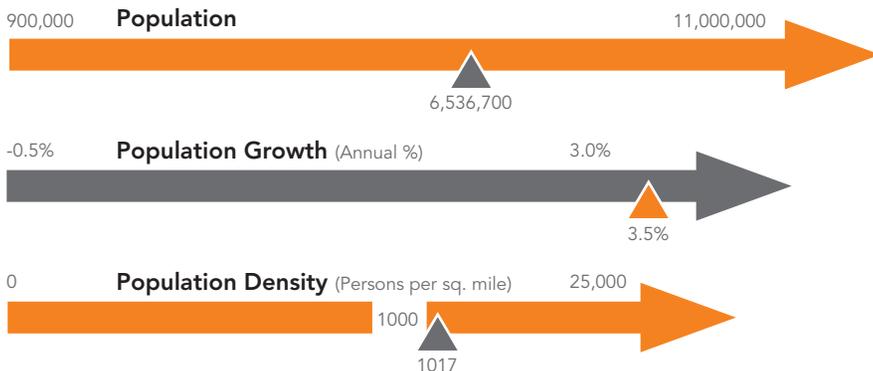
Typical Housing:
Single Family

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.



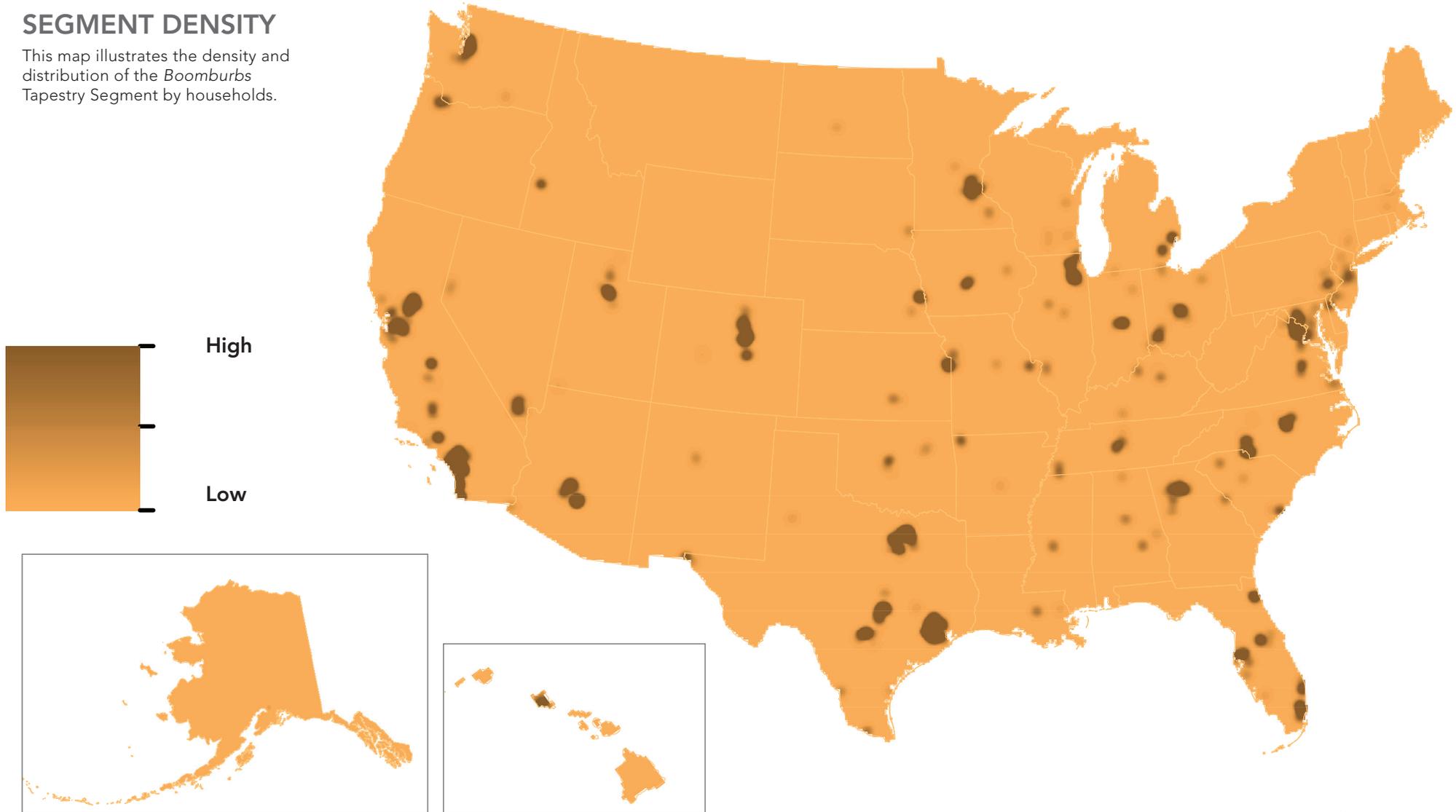


Boomburbs



SEGMENT DENSITY

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



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LifeMode Group: Affluent Estates

Exurbanites

1E

Households: 2,398,200

Average Household Size: 2.50

Median Age: 51.0

Median Household Income: \$103,400

WHO ARE WE?

Ten years later, *Exurbanites* residents are now approaching retirement but showing few signs of slowing down. They are active in their communities, generous in their donations, and seasoned travelers. They take advantage of their proximity to large metropolitan centers to support the arts, but prefer a more expansive home style in less crowded neighborhoods. They have cultivated a lifestyle that is both affluent and urbane.

OUR NEIGHBORHOOD

- Established neighborhoods (most built between 1970 and 1990) found in the suburban periphery of large metropolitan markets.
- A larger market of empty nesters, married couples with no children; average household size is 2.50.
- Primarily single-family homes with a high median value of \$423,400 (Index 204), most still carrying mortgages.
- Higher vacancy rate at 9%.

SOCIOECONOMIC TRAITS

- Residents are college educated; more than half have a bachelor's degree or higher; nearly 81% have some college education.
- This labor force is beginning to retire. 1 in 3 households currently receive Social Security or retirement income. Labor force participation has declined to less than 60% (Index 95).
- Unemployment remains low at 3.3% (Index 61); more of the residents prefer self-employment (Index 178) or working from home (Index 177).
- Consumers are more interested in quality than cost. They take pride in their homes and foster a sense of personal style.
- *Exurbanites* residents are well connected, using the Internet for everything from shopping to managing their finances.
- Sociable and hardworking, they still find time to stay physically fit.



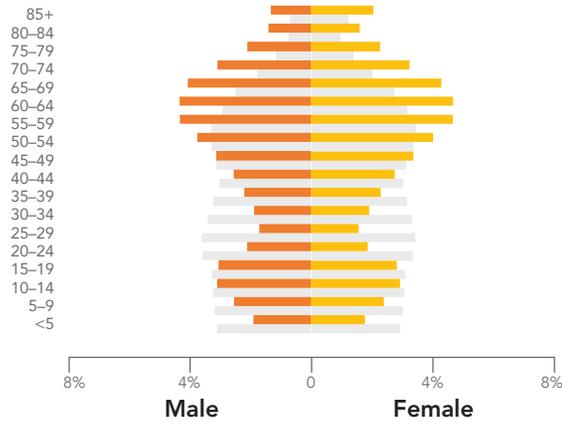
Note: The Index represents the ratio of the segment rate to the US rate multiplied by 100. Consumer preferences are estimated from data by GfK MRI.



AGE BY SEX (Esri data)

Median Age: **51.0** US: 38.2

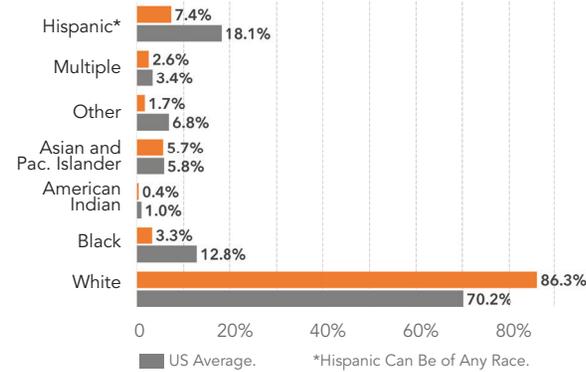
■ Indicates US



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: **35.2** 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

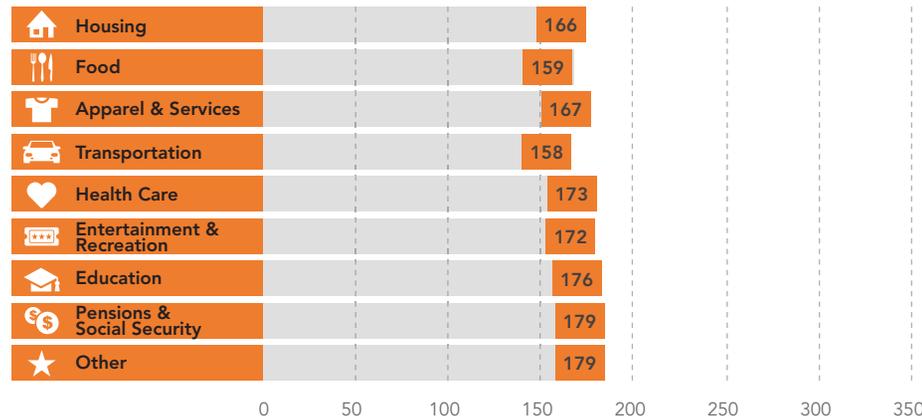


Median Net Worth



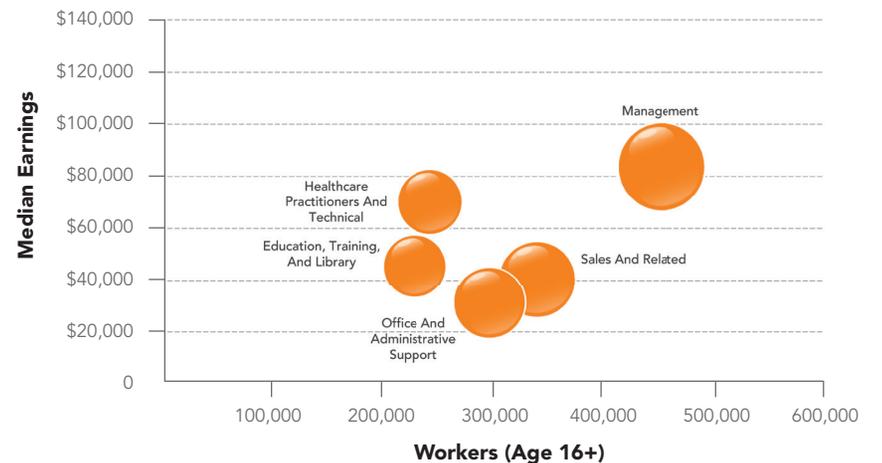
AVERAGE HOUSEHOLD BUDGET INDEX

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)

- *Exurbanites* residents' preferred vehicles are late model luxury cars or SUVs.
- They are active supporters of the arts and public television/radio.
- Attentive to ingredients, they prefer natural or organic products.
- Gardening and home improvement are priorities, but they also use a number of services, from home care and maintenance to personal care.
- Financially active with wide-ranging investments, these investors rely on financial planners, extensive reading, and the Internet to handle their money.

HOUSING

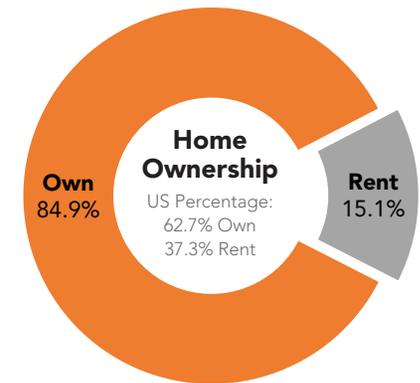
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family

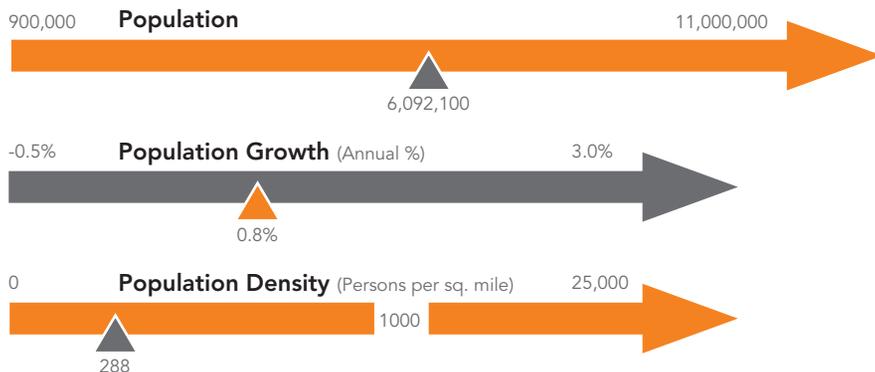
Median Value:
\$423,400

US Median: \$207,300



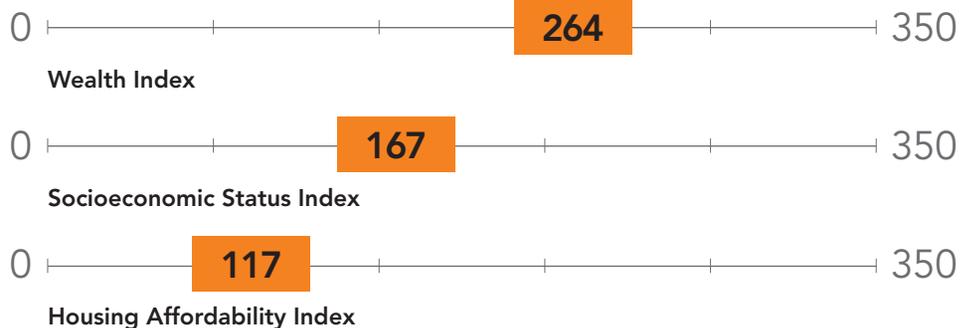
POPULATION CHARACTERISTICS

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.



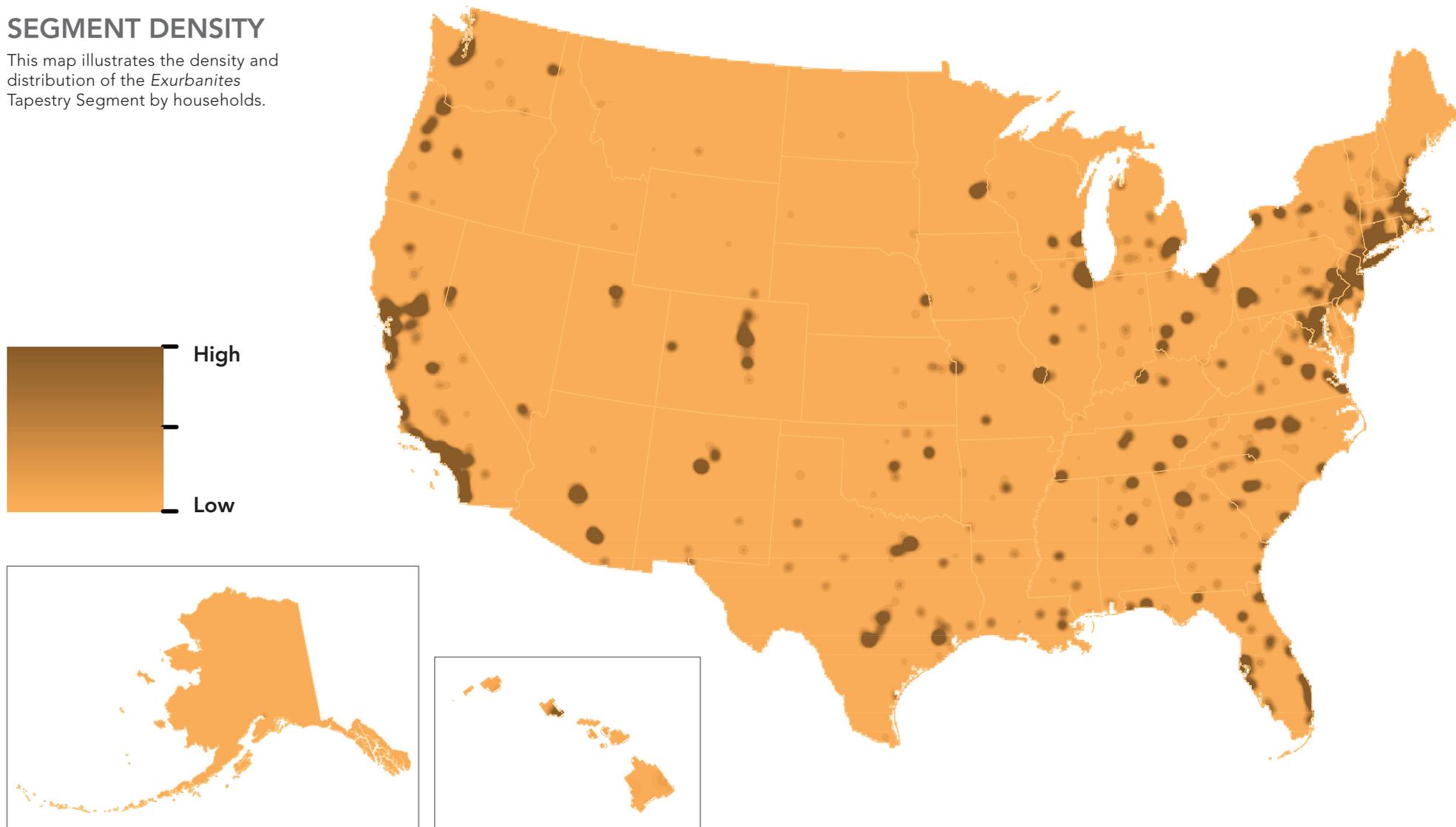


Exurbanites



SEGMENT DENSITY

This map illustrates the density and distribution of the *Exurbanites* 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.



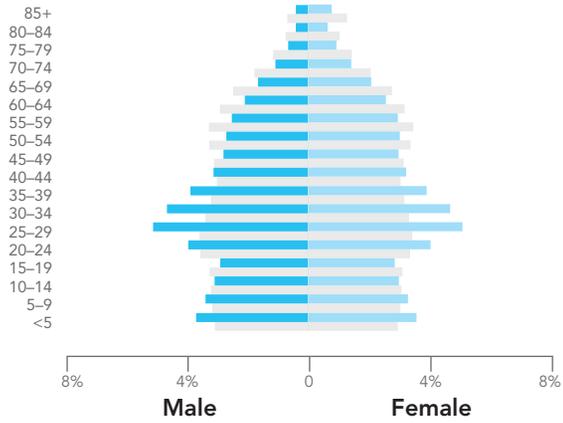
Bright Young Professionals



AGE BY SEX (Esri data)

Median Age: **33.0** US: 38.2

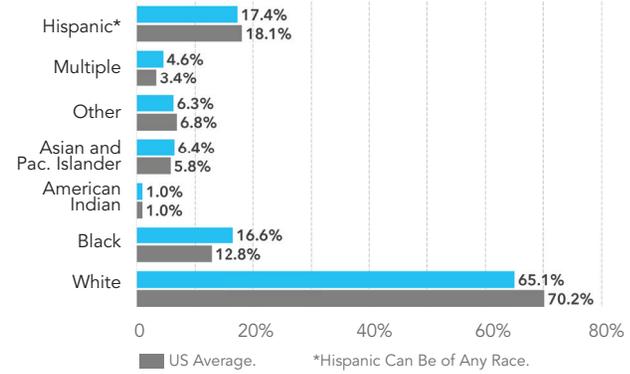
■ Indicates US



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

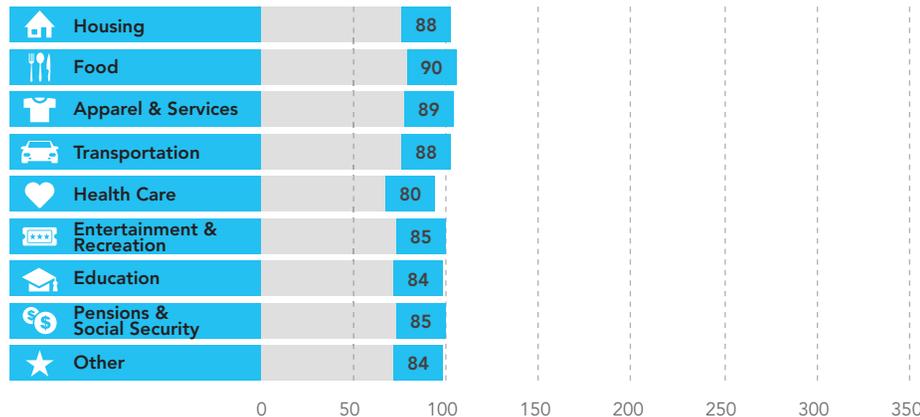


Median Net Worth



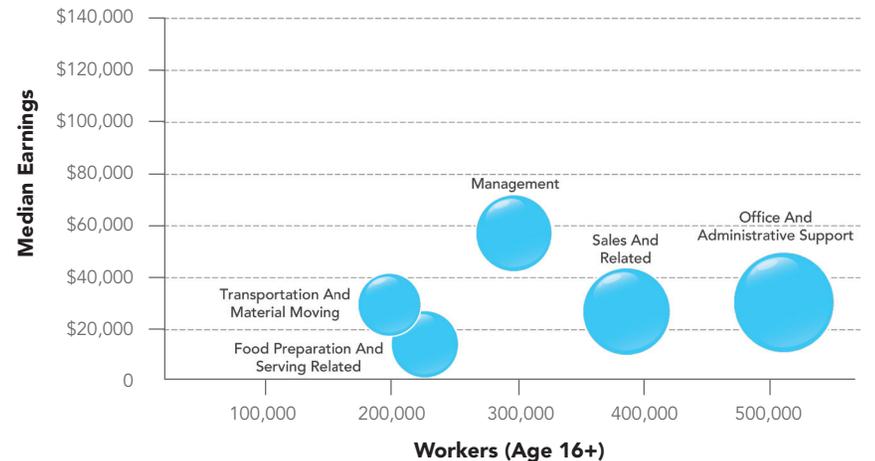
AVERAGE HOUSEHOLD BUDGET INDEX

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

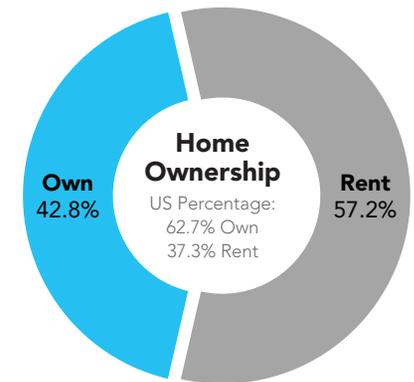
Median home value is displayed for markets that are primarily owner occupied; average rent is shown for renter-occupied markets. Tenure and home value are estimated by Esri. Housing type and average rent are from the Census Bureau's American Community Survey.



Typical Housing:
Single Family;
Multi-Units

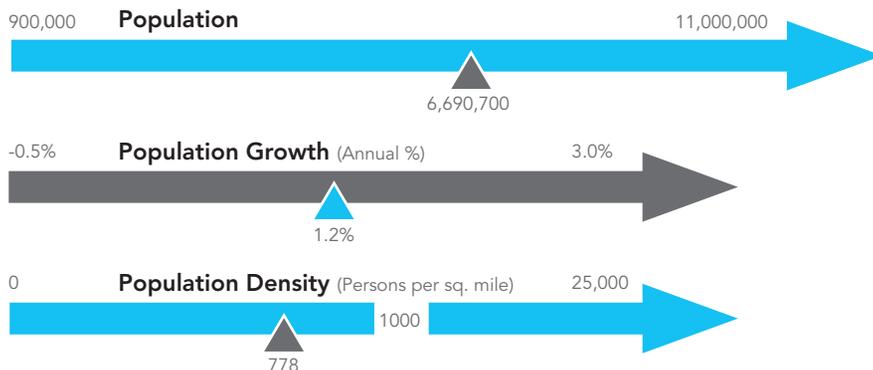
Average Rent:
\$1,042

US Average: \$1,038



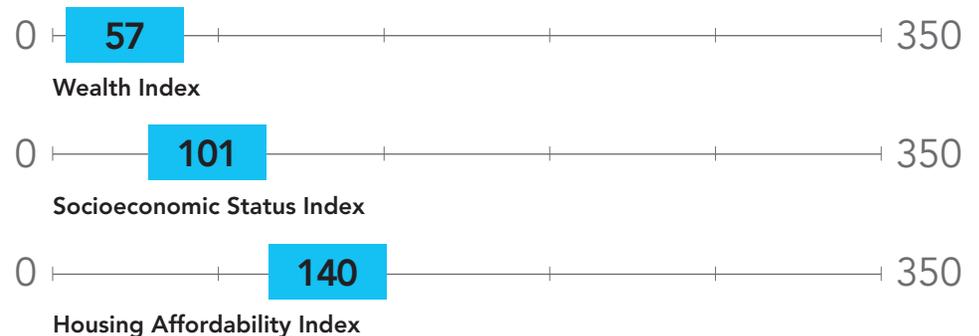
POPULATION CHARACTERISTICS

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

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LifeMode Group: Middle Ground

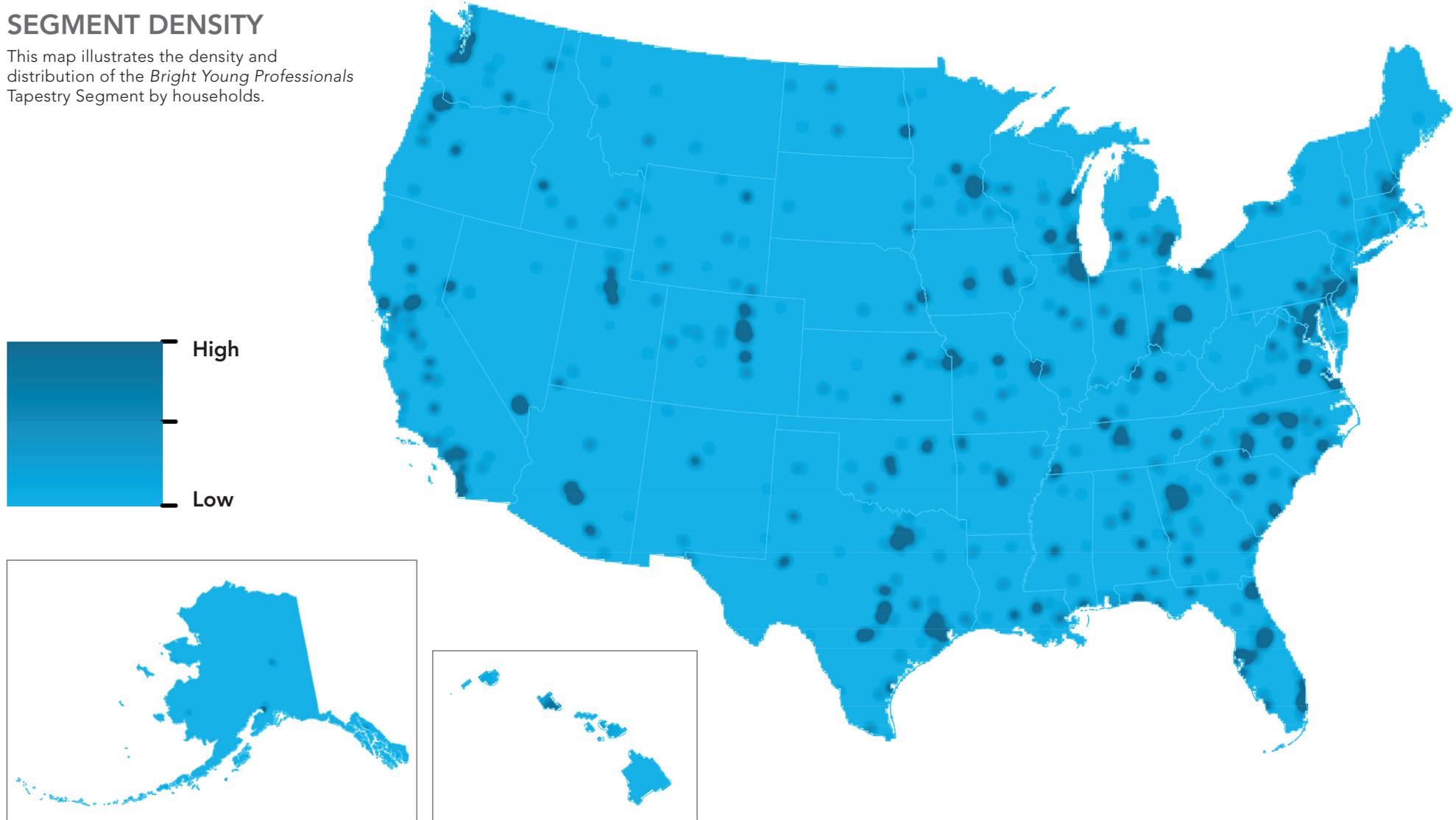
Bright Young Professionals



TAPESTRY
SEGMENTATION
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SEGMENT DENSITY

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



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